
Y2011 PROJECT: SHORT DESCRIPTION

For 2011 we plan to strengthen our current presence in the country by renewing panels installed in 2008-2009, to partner with the Matenadaran Museum in a sustained project to translate and install contextual panels for its new museum galleries, and to complete the Yerevan Walking Tour.

1. MONUMENT PANEL RENEWAL ▲

- Sites: 25+
- Renewed Panels: 142
- Directional/HWY Signs: 48

We continue to develop our core project task to create and install multi-language interpretive panels and directional signs at important Armenian historic, natural and cultural monuments.

This year our focus will be in the renewal of panels installed in 2008 and 2009, using new technology we discovered in Europe. This technology infuses print on GRP (glass reinforced plastic) and then encapsulates it with special coating. The process and coating resists graffiti marks and weather (panels come with a 5-8 year guarantee against normal wear and tear and weather corrosion). The GRP material resists stress and light vandalism. We will reinforce the GRP panels with steel backing as we reinstall panels and change older frames with the newer, stronger framing we began to use in 2009.

2. NATURE TRAIL PANEL RENEWAL ▲

- Trails: 6
- Renewed Panels: 9
- Directional signs and markers: TBD

In 2011 we will renew nature panels installed in 2008-2009, concurrent with the main panel renewal program, as described above.

The chosen sites were installed in 2008-2009 and include the enigmatic Geghard-Garni gorge, Noravank Gorge, the Armenian Bird Trail, Aragats Flower Trail, Sevan Flower Trail and Tatev Gorge.

3. TRAVEL TRAILS ▲

We continue grouping monuments into theme trails, expanding on our successful installation at the Silk Road and Wine trail in 2009 and last year's two theme trails (Kings, Queens and Princes and Cradle of Civilization).

This allows visitors to visit sites according to themes, with directional signs and panels at the most important destinations. Trails highlight monuments of interest by theme.

Brochures: We include as a separate item printing 250,000 brochures that will be distributed to tourists at various points—through sponsor venues and service centers at the airport, in cities, etc.

2011 TRAILS:

Sites will be finalized during the project.

- Kings, Queens and Princes
- Wine Trail
- Footsteps of Christianity

4. MATENADARAN ▲

- Indoor Museum Panels: 30
- Museum outdoor light-displays: 14
- Plexiglas laser-cut panels: 40
- Indoor Display Cards: 150

AMAP will partner with the Matenadaran on the development of its new museum galleries, slated to open September 21, 2011.

AMAP will translate into 5 languages museum displays, create and install contextual panels to accompany the new displays at the museum and create outdoor lighted “info-boxes” along the street approach to the museum that will hold changing displays of manuscripts.

5. ARMENIAN HERITAGE WEB SITE ▲

- ongoing Web Site update

We completed Stage 1 of an Armenian Heritage Web Site, in 2010. Stage 2 continues with ongoing updating of the site, including events, research and learning resources.

This continuous process has no deadline, but it is expected to increase monument descriptions, learning resources (lesson plans and history teasers) and research access to increasing numbers of specialists, educators and interested visitors.

The web site will also host MP3 files of our pilot audio tours, available for free to online browsers with smart phones or other personal mp3 devices.

6. REPORTAGE, PRESENTATIONS ▲

- Events: 6 Panel Renewal
- Events: 1 Matenadaran
- Events: 1 Yerevan Walking Tour
- Press Releases/Newsletters: multiple

Presentations will be limited to 8 total and can increase if additional funding is provided by donors. Events will feature unique aspects of the presented monument, with experts, performers and musicians to enhance the event as well as integrate Armenian arts into historical settings.

Press Releases include a dedicated press and media person to develop and send out newsletters, press releases and other items for use by mass media. Material will be dispersed to the media, donors and interested parties.