



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

0089700005

Preparatory A

Nomination to the Urgent Safeguarding List

ICH-05 – Form
Requ CLT / CIH / ITH

Le 02 AVR. 2012

N° 0309

REQUEST FOR PREPARATORY ASSISTANCE FOR ELABORATING A NOMINATION FOR INSCRIPTION ON THE URGENT SAFEGUARDING LIST

DEADLINE 31 MARCH 2012

*Instructions for completing the request form is available at:
<http://www.unesco.org/culture/ich/en/forms>*

1. State(s) Party(ies)

For multi-national requests, States Parties should be listed in the order on which they have mutually agreed.

Republic of Armenia

2. Contact person for correspondence

Provide the name, address and other contact information of the person responsible for correspondence concerning the request. If an e-mail address cannot be provided, the information should include a fax number.

For multi-national requests provide complete contact information for the person designated by the submitting States Parties as the main contact person for all correspondence with the Secretariat of the Convention relating to the request as well as one person in each State Party concerned.

Title (Ms/Mr, etc.): Ms

Family name: Yernjakyan

Given name: Lilit

Institution/position: Leading Researcher, Dr. Prof. of the Institute of Art of the National Academy of Sciences

Address: 24 c, Marshal Bagramyan Avenue, 0019, Yerevan, Republic of Armenia

Telephone number: + 374 10 522417, + 37491 573237

Fax number:

E-mail address: lilituk@yahoo.com

Other relevant
information:

3. Name of element to be nominated for inscription

This is the official name of the element in English or French that will appear in documents concerning the requested assistance.

Not to exceed 200 characters

Ashoogh Love Romance: Performance, Music and Text of the Armenian Bard Tradition

4. Amount of assistance requested

Preparatory assistance will normally be in the range of US\$5,000 to US\$10,000; requests submitted jointly by at least two States Parties and involving greater costs may reach the top of this range.

Amount requested from the Fund: US\$166500

State Party contribution: US\$31000

5. Identification of the community, group or, if applicable, individuals concerned

Identify clearly one or several communities, groups or, if applicable, individuals concerned by the element to be nominated.

The information provided should be mutually coherent with the information in other sections below.

Not to exceed 200 words

The ashoogh love romances are highly appreciated by all walks of life as cultural values with a strong sense of national identity to provide continuity from times immemorial to present.

Ordinary people and the intelligentsia, professionals and amateurs equally are fond of ashoogh art, widespread nearly in all provinces of Armenia and Armenian communities in the Diaspora. They recognized Armenian ashoogh love romance tradition as an indispensable part of their cultural heritage.

Many contemporary ashoogs belong to the ashoogh dynasties keeping alive family bard traditions. Other well known ashooghs such as Benik from Abovian town, Razmar and Gusan Igit from Gyumri region, female ashooghs Leili, Kaghni, Astghanush from Yerevan, etc are actively involved in urban ashoogh guilds' activities. Under the patronage of the Union of Armenian ashooghs and the Ashoogh School after Jivani they are participating in regional festivals and concerts with special programs including different ashoogh love stories.

6. Geographic location and range of the element to be nominated

Provide information on the range of distribution of the element, indicating if possible the locations in which it is centred. If related elements are practised in neighbouring areas, please so indicate.

Not to exceed 100 words

Ashoogh love romance is practiced in all regions of Armenia as well as in Armenian communities of Diaspora. The love romance genre is also present in the neighbouring countries: Iran, Turkey, Azerbaijan, Georgia, and different Middle Eastern countries.

7. Domain(s) represented by the element to be nominated

Tick one or more boxes to identify the domain(s) of intangible cultural heritage manifested by the element, which might include one or more of the domains identified in Article 2.2 of the Convention. If you tick 'others', specify the domain(s) in brackets.

- oral traditions and expressions, including language as a vehicle of the intangible cultural heritage
- performing arts
- social practices, rituals and festive events
- knowledge and practices concerning nature and the universe
- traditional craftsmanship
- others ()

8. Implementing agency (contracting party, if assistance is provided)

8.a. Name and contact information

Provide the name, address and other contact information of the implementing agency that would be contracted by UNESCO to prepare the nomination for inscription on the Urgent Safeguarding List.

Name of the agency: "Ayg" Community Development Foundation, RA State Register Agency of Juridical Persons N 222.160.00711 (9 April 2007)

Name and title of the contact person: Lilit Yernjakyan, Leading Researcher, Dr. Prof. of the Institute of Art of the National Academy of Sciences

Address: 24 c, Marshal Bagramyan Avenue, 0019, Yerevan, Republic of Armenia

Telephone number: + 374 10 522417, + 37491 573237

Fax number:

E-mail address: lilituk@yahoo.com

Other relevant information:

8.b. Default on any previous contract with UNESCO

Is the implementing agency in default of any previous contract with UNESCO, because it has not settled amounts due or has otherwise failed to carry out its obligations there under? If so, provide below detailed information about the contract (contract number, contract period, UNESCO Division or Office concerned, etc.).

- No
- Yes (if so, please provide details below:)

8.c. On-going contract with UNESCO

Is the implementing agency now under contract with UNESCO for any purpose? If so, provide below detailed information about the contract(s) (contract number, contract period, UNESCO Division or Office concerned, etc.).

No

Yes (if so, please provide details below:)

9. Process of elaborating the nomination

Describe the process that will be used to elaborate the nomination. Indicate whether the communities, groups, or if applicable, individuals concerned by this nomination have already given their prior consent to the submission of the nomination for inscription on the Urgent Safeguarding List. Explain the mechanisms planned for fully involving them in the preparation of the nomination.

Describe the body with primary responsibility for preparing the nomination (implementing agency identified under item 8) as well as the human resources available to this body. Identify additional expertise that may be needed or other bodies that may assist.

Not to exceed 250 words

Representatives of the Ministry of Culture, competent specialists from the Institute of Art of NAS RA and Yerevan State Conservatory participated actively in preparing the nomination file. Important information and materials (videos, CDs) were provided by the Union of Armenian ashooghs and individual practitioners, bearers of ashoogh love romance.

With the support of the Union of Composers and musicologists of Armenia, round tables and seminars have been organized on the current state of ashoogh love romance tradition.

Professor of Conservatory, Doctor of Arts, musicologist Lilit Yernjakyan provided extensive and valuable information on the social functions of ashoogh art, specifically love romance performing tradition in the past and present.

Regional musical institutions, first of all Gyumri branch of Conservatory, participated in round tables and provided information on current state of ashoogh music in Shirak, Aragatsotn and other regions.

The Institute of Art, Yerevan Komitas State Conservatory and many other state and public institutions, communities and individuals concerned have provided letters of support for the nomination (see attached letters).

"Ayg" Community Development Foundation will coordinate the project management.

The Armenian Diaspora communities from California (USA), Iran, Lebanon and Syria are highly interested and greatly supported the present project.

Ministry of Diaspora of the Republic of Armenia ensured awareness of Armenian communities about the nomination process.

Ministry of Culture of the Republic of Armenia is the body with primary responsibility for preparing this nomination and coordinate the work of different stakeholders.

10. Preparatory measures to be supported financially by this request

Within the nomination elaboration process described in section 9 above, what are the specific activities necessary for the preparation of the nomination that cannot be carried out using the resources of the submitting State Party? Please indicate the nature and sequence of such activities.

Preparatory assistance may be used to pay, for instance, for a film or photos necessary for the submission of a nomination, the organization of consultations with communities, expert services for the preparation of a nomination, translation services, etc. Please note that the Secretariat may not provide technical assistance regarding a specific nomination; therefore funds should not be requested for travel or other expenses of UNESCO personnel.

Provide information concerning only the specific measures that are to be funded by this preparatory assistance request.

Not to exceed 250 words

11. Timetable of the project

Provide a month-by-month timetable for the proposed activities keeping in mind that the deadline for submission of nominations to the Urgent Safeguarding List is 31 March 2012 for possible inscription in 2013. Please also note that the activities can only begin approximately three months after the approval of the request, at the earliest. A sample timetable is available in Annex 1 of the instructions.

1. Opening ashoogh music record centres in Yerevan and in Gyumri where the existing recordings of well known masters or talented amateurs will be available for students of Conservatory and non-professional musicians.	3-5 Months
2. Creating a website of Armenian ashooghs, where the information about famous Armenian ashooghs and their music will be available	3-4 Months
3. Conducting fieldwork (Lilit Yernjakyan, Arusyak Petrosyan, and Margarit Sargsyan) in different regions of Armenia where the old generation still maintain national cultural relicts.	3-8 Months 15-19 Months
4. Creation of focus groups composed of five to seven people, to have the opportunity to share insights, to provide diversity of perceptions	6-9 Months 18-21 Months

5. In order to maintain the oral improvised musical tradition, such as the genre of ashoogh love romance, organization of festivals and concerts devoted to ashoogh music	8-10 Months, 20-22 Months
6. Organizing national and regional ashoogh contests with special programs including different types of ashoogh song art, canonized melodies, special metrical structures and instrumental improvisations and their broadcast by television	9-11 Months 18 Month
7. A collection of new songs of Armenian ashooghs and their record by sound recording companies	20-30 Months
8. Organize ashoogh music concerts in small towns and villages with participation of local music teachers and students of Yerevan Komitas State Conservatory	20-23 Months
9. Organize master classes for young generation of ashooghs and instrumentalists in order to establish new level of performing technique	20-26 Months
10. Organization of conferences, seminars and workshops.	3-8 Months, 18-20 Months
11. Translation, publication and distribution of informative materials (books, booklets, etc) .	30 Month

12. Budget

The budget should reflect only the activities and expenses for which preparatory assistance is requested, including the State contribution, if any. Clearly distinguish the amount requested from the Intangible Cultural Heritage Fund from the amount to be contributed by the State Party.

Provide a detailed budget breakdown in US dollars of the amount requested, by type of cost (e.g. personnel, travel, fees, etc.) with enough specificity and detail so as to provide sufficient justification and to allow actual expenses to be matched directly against the projections. Sample budgets are available in Annex 2 of the instructions.

The budget breakdown in this section should be in conformity with the detailed narrative description provided under section 10 (Preparatory measures to be supported financially by this request).

Proposed Budget (30 months)

UNESCO

State

	Contribution	contribution
<p>1. Opening ashoogh music record centres in Yerevan and in Gyumri (Salary 6 persons x \$250/each x 20 months=30.000 Rental 20months x \$300 x 2 = 12000 Equipment - 3000)</p>	\$45.000	
<p>2. Creating a website of Armenian ashooghs, (-Web-site creation - \$5000 -translation of materials-2000 -equipment procurement-3000 -software provision and installation – 3000 -web-site maintenance - 2000)</p>	\$13.000	\$2000
<p>3. Conducting fieldwork (Lilit Yernjakyan, Arusyak Petrosyan, and Margarit Sargsyan) in different regions of Armenia (3 research fellowsx20daysx\$50per/dayx10months)</p>	\$ 26.000	\$4000
<p>4. Creation of focus groups composed of five to seven people (8 months x 3 trainers/500per month)</p>	\$ 12.000	
<p>5. Organization of festivals, concerts contests devoted to ashoogh music (10 ashooghs x 1000 each x 2 marzes = 20000 3 award nomination x 2000 = 6000 Organization of festivals and concerts = 20000)</p>	\$39.000	\$7000
<p>6. A collection of new songs of Armenian ashooghs and their record by sound recording companies (1 CD album x 1000 replicates x \$ 8 = 18000)</p>		\$18000

7. Organize ashoogh music concerts in small towns and villages with participation of local music teachers and students of Yerevan Komitas State Conservatory (concert hall x honorarium for 10 ashooghs x 1000 each)	\$6000	
9. Organize master classes for young generation of ashoogs and instrumentalists in order to establish new level of performing technique (3 trainers x 1500 each x)	\$4500	
10. Organization of workshops. (2 workshop x 8000 each)	\$16000	
11. Translation, publication and distribution of informative materials (books, booklets, etc) .	\$5000	
Total	\$166500	\$ 31000

13. Previous financial assistance from UNESCO for similar or related activities

Has the State Party ever received any financial assistance from UNESCO or any of its offices or programmes to implement an activity similar to or related to the project that you are currently proposing? If so, provide below detailed information on the project(s) (title, period, contract number, funding source, etc.).

- No
- Yes (if so, please provide details below:)

14. Signature on behalf of the State Party

The request should conclude with the original signature of the official empowered to sign it on behalf of the State Party, together with his or her name, title and the date of submission.

In the case of multi-national requests, the document should contain the name, title and signature of an official of each State Party submitting the request.

Name: HASMIK POGHOSYAN

Title: MINISTER OF CULTURE

Date: 29 March 2012

Signature:

