

## Press Contact:

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**PRESS RELEASE. December 8, 2014**

### **HAYP Pop Up Gallery Premiere: Exhibition Opening & Event Week**

Exhibition: "Frame of Mind: Context and Perspective" December 12 – 22, 2014.

Elite Plaza, 4<sup>th</sup> Fl. 15 Khorenatsi St. Yerevan.

*Hours of operation* Mon-Fri 12-2 pm/ 5-9 pm; Sat-Sun 3-9 pm

Opening Event: Friday, December 12, 2014 from 6 pm to 9:30 pm

Event Week: Tuesday, December 16, *Talk*. Designing for a Community (in English language)

Friday December 19, *Talk*. Yerevan Art Scene (in Armenian language)

Saturday, December 20, *Concert*. Closing event

We are pleased to announce the opening of HAYP Pop Up Gallery, Armenia's first Pop Up movement. Our aim is to support local contemporary artists by giving them new opportunities to exhibit. Our Event Week will address issues of contemporary art and innovation in Armenia, and our presenters include musicians, filmmakers, artists, startups and art professionals.

### **What is a Pop Up Gallery?**

A Pop Up Gallery is a nomadic gallery that will set up temporary exhibitions (10 days at a time) in unexpected places like vacant storefronts, for-rent buildings or abandoned factories. HAYP Pop Up Gallery hopes to show the public the potential of these spaces and how important art is to making us see and reinterpret our environment in order to envision a better future.

### **Who is HAYP?**

HAYP is made of a dynamic team of young international entrepreneurs that collaborate with local artists and creative studios in order to produce quality exhibitions and content.

"We hope to offer an unusual and dynamic alternative to artists for exhibiting their work. Pop Up's are an exciting global trend and it's time we brought them to Armenia."

- Anna K. Gargarian, *Founder, Manager & Creative Director*

"We're inviting artists and the public to explore the city with us as we travel to different spaces in different neighborhoods. The city is our gallery."

- Charlotte Poulain, *Development & PR Manager*

"HAYP is an inclusive platform, whether through our Social Media, Blog, or in our gallery space. Our events and talks bring people together from different backgrounds to start a dialogue to exchange ideas."

- Oscar Alvarado, *Strategy & Content Manager*

### **Exhibition: Dec 12-22, 2014**

#### **"Frame of Mind: Context & Perspective"**

HAYP Pop Up Gallery's first exhibition will open with an event on December 12, 2014 at 6pm on the 4<sup>th</sup> floor of the Elite Plaza building. Our collective exhibition explores how different social and spatial contexts affect how we see the world. The aim of this exhibition is to encourage dialogue, understanding, and open-mindedness through the artists' creative looking glass. Participating artists will investigate ways of seeing through both physical space and conceptual abstraction. Works include painting, photography, installation and video. The opening event will have live music, an interactive component, and wine will be served courtesy of *Golden Grape ArmAs*. Other sponsors include: Elite Plaza Business Center, Jarakite Creative Partners, Cyber Vision Development Studio, The SCreENERY.

**Artists:** Sharis Garabedian, Aramazt Kalayjian, Lilit Markosian, Ararat Minasyan, Karen Mirzoyan, Peno Mishoyan, Lilit Umedyan, Scott Willis.

HAYP Pop Up gallery is for a broad audience of artists, art lovers, and especially curious explorers!

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