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ANKAPital

A Collective Contemporary Exhibit

Press release April 13, 2015

HAYP Pop Up Gallery

Exhibition: ANKAPital

Dates: April 17-27, 2015

Location: ArmAs Showroom, 2/5
Abovyan Street

Hours: 12pm – 8pm

HAYP Event Week:

Fri April 17	8:00 pm	Opening Night @ Hayp
Sun April 19	6:30 pm	Innovation Talks @ Hayp
Mon April 20	7:30 pm	Movie Screening @ Hayp
Tues April 21	5-9 pm	Drink and Draw @ Dalan Art Gallery
Wed April 23	5 pm	Genocide Remembrance @ Hayp
Saturday April 25	4-8 pm	Live Mural Painting (secret location)
Sunday April 26	8 pm	24 Hour Theater Performance @ Hayp
Monday April 27	6:30 pm	Closing Night and Aerial Dancing @ Hayp

What about your contemporary culture seems ironic, contradictory, or even out of place to you? Come explore this question with Armenia's first Pop Up movement, **HAYP Pop Up Gallery**, during our "ANKAPital" exhibition and Event Week. HAYP supports local contemporary artists by giving them new and unusual opportunities to exhibit. Our Event Week will tie together our artists' contemporary pieces with the current innovative and creative scene in Armenia.

What is a Pop Up Gallery?

A Pop Up Gallery is a nomadic gallery that sets 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 and international artists and creative studios in order to produce quality exhibitions and content. HAYP is a fresh and bold gallery that goes beyond the boundaries of traditional exhibits; our vision incorporates art pieces and events outside of our walls- the city is our gallery. Our mission is to engage the local and international community with contemporary artists in a new and exciting way. The works displayed and the events organized serve to inspire meaningful exchange and interaction across diverse backgrounds.

"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, and Creative Director*

Exhibition: ANKAPital. April 17-27, 2015

Our exhibition will "pop up" at the ArmAs showroom at 2/5 Abovyan Street on April 17, 2015 until April 27th. The theme, "ANKAPital," evokes the intimacy and awkwardness of city life. While cities are centers of community and development, they can also be places of disconnected growth where disharmony exists between segments of society. As a Pop Up Gallery, HAYP flourishes in these moments of disconnect, as these are often the most interesting moments for creative outputs, whether it be an art piece, a theater production, or a meaningful conversation. The gallery features a collective exhibition in mixed media with an urban feel and a focus on graphic arts; street art, illustration, video/projection, photography and painting are the principal media.

Artists: Adrineh Gregorian, Artak Gevorkyan, Asya Yaghmurian, Florencia Babouian, Lucy Kirakosyan, Marcela Perez, Nairi Khatchadourian, navereY, Noumeda Carbone, RIZEK, Ruben Malayan, Samvel Saghatelian, Serge Navasardyan, Shamiram Khachatryan, and Vahram Akimyan.

Opening Night: Join us on Friday, April 17 for opening night at 8pm. Wine will be served courtesy of Golden Grape ArmAs, catering courtesy of Crumbs the Bread Factory, and live music beginning at 8:30pm by DJ Heavy Shepherd, Devon Yagian-Boutelle, and Shant Kebarbian.

Sponsors: Golden Grape ArmAs, with collaboration from THE SCreENERY, Luys Foundation, Ayb School, Crumbs, and Megerian Carpets.

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