

PRESS RELEASE. August 24, 2015



HAYP Pop Up Gallery: Exhibition Opening & Event Week

Exhibition: "The Scale of Life" August 28 – September 7, 2015

A Collective Contemporary Art Exhibit

Yerevan Residence, 6th Fl. 186/11 Verin Antarayin St, Yerevan

Hours of operation Open Daily from 16:00 – 21:00

Opening Event: Friday, August 28 from 19:00- 22:00

Art, Food, & Music at HAYP: A full experience of the senses

DZOOK Pop Up Restaurant Premiere:

A three course tasting of fish dishes paired with an assortment of local wines courtesy of KARAS

Performance by Joseph Zakarian (DJ & Projection)

Event Week: Sun, 30/8 FILM SCREENING by The ScREenery

Wed, 2/9 TALK (Archeology & Pagan Armenia) by Armen Martirosian

Fri, 4/9 Theater Performance by Aram Atamian

Mon, 7/9 Dance Performance by BA-AR-DIA

Opening Night

We are pleased to announce that HAYP Pop Up Gallery will be joining forces with DZOOK, Armenia's first Pop Up Restaurant. The project takes inspiration from fish- a pagan symbol for fertility and creation. Six contemporary artists reinterpret this antique symbol through painting, photography, installation, and tech art in a collective exhibit. Hosted by HAYP, DZOOK will premiere its unique menu with the aim to innovate fish preparation techniques in Armenia while still using all local products. They will serve a three course tasting of various cured raw and semi raw local trout (Ishxan and Karmeraxayt). Wine courtesy of KARAS. Live electronic music by visiting international performer, Joseph Zakarian. Ticket required. Available at Green Bean, Artbridge, Calumet, El Café, and El Sky Bar for 4,500 AMD. This is a non-profit event.

What is a Pop Up Gallery?

A Pop Up Gallery is a nomadic gallery that sets up temporary exhibitions in unexpected places like vacant storefronts, for-rent buildings or abandoned factories. HAYP Pop Up Gallery hopes to give more opportunities to emerging artists, offer a dynamic exhibition model for the public, and to shift perspectives on the value of space and arts' transformative potential.

The Art

"The Scale of Life", August 28 – September 7, 2015

This is HAYP Pop Up Gallery's third exhibit. The title, "The Scale of Life", is a play on words referencing both the fish's outer skin, or *scales*, as well as the magnitude and diversity of life. The "Vishap", or water dragon, was the symbol of fertility and creation in pagan Armenia. In this exhibit, visual and performance artists reinterpret in their own contemporary way this mythological water creature. Among the contributing artists is LUSKA, Yerevan born and San Francisco based graffiti and video artist. LUSKA is collaborating with ARLOOPA, an internationally renowned local tech company, to bring Augmented Reality technology to art for the first time in Armenia! Also among the collective is Gyumri-based artist, Hrachya Vardanyan, who has exhibited internationally in the US, Ireland, Austria, Spain and France, and is currently a participating artist at the Armenian Special Exhibit, "Dreamscapes" at the Beijing International Art Biennale (Sept-Oct 2015).

Artists: Melissa Finkenbinder, LUSKA, Félix Romanos, Mushegh Mkhitarian, Avetik Vardanyan, Hrachya Vardanyan.

Sponsors & Partners: Yerevan Residence, El Life Style, KARAS Wines, The ScREenery, Arloopa.

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



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