



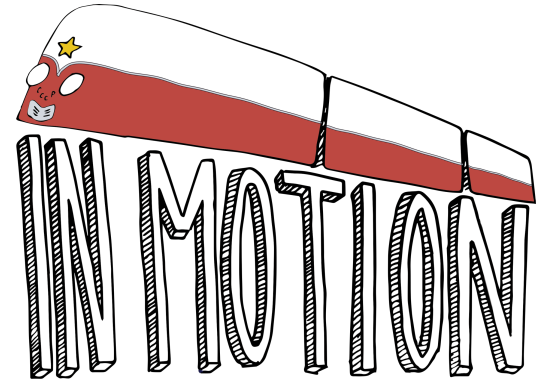
PRESS RELEASE. October 27, 2015

HAYP 4.0: “IN MOTION”

October 29 - November 1, 2015

HAYP Pop Up Gallery presents

Art Installation & Performance on the Yerevan-Gyumri Train & a weekend of creative events in Gyumri organized in collaboration with local partners



What is HAYP Pop Up Gallery?

HAYP is a nomadic gallery that sets up temporary exhibitions in unexpected places like vacant storefronts, for-rent buildings or abandoned factories. We hope to give more opportunities to emerging artists, engage a diverse community through a unique exhibition model and dynamic programming, while also shifting perspectives on the value of space and arts' transformative potential.

“IN MOTION”, October 29 - Nov 1, 2015

This is HAYP Pop Up Gallery's fourth exhibit. The title, “In Motion”, refers to both the dynamism and the transitional state of our context: the train. A train is always between places, and the installation itself will reflect the transient state of time and place. The installation will be interactive, and show the passage of time through people's engagement with the art. There will be three different installations: one installation in one wagon of each of the three trains that travel between Yerevan and Gyumri. Between October 29th and November 1st, train passengers will encounter one of the three exhibitions, however which of the three they will encounter is unpredictable!

Wagon 1: “The Nest” an origami installation by Lilit Markosian and HAYP Pop Up Gallery

Thousands of origami cranes in flight will be suspended from train ceiling. The installation is participatory, and encourages passengers to leave objects behind in the “nests” provided, and create and add their own origami cranes.

Wagon 2: “218 Minutes: A Moving Snapshot” a project by Tumo students led by John Lee, photographer

A photography installation that features works from TUMO's summer of 2015 workshop in which students captured a 218 minute snapshot of everyday life in the food industry: from the cultivation of ingredients, to the movement of goods, and to their preparation in the kitchen. This adventure began on the train and later extended to Dilijan and Artsakh.

Wagon3: “The Chaos Wagon” a collective exhibit by Gyumri and Yerevan artists

Chaos is a necessary circumstance for life. In this collective exhibit, artists from Gyumri and Yerevan each take over one booth of a train wagon, providing small interactive experiences for passengers. Some artists provide a coffee salon to engage passengers, others provide a library, while another provides alternative seating, and other do performance art.

Our goal:

The aim is to engage passengers creatively and in particular reach an audience that doesn't normally attend contemporary art exhibits, like the agricultural workers on their daily commute. We hope to engage commuters through performance and interactive installation, while also encouraging “Yerevantsies” to come explore Gyumri, Armenia's historic art capital. Through our “Gyumri Map”, we will promote various creative spaces, events, food spots, and more practical information on Gyumri to encourage a weekend stay in the city. On the following page is a brief outline of events, and practical information for visitors. Among the special events that HAYP is promoting in Gyumri are:

“Luys i Luso” immersive projection, lighting, and audio installation by Emily Mkrtchian, Alex Igidbashian, Natalia Sookias (Studio Onde), and performance by Tigran Hamasyan. Presentation October 29-31, from 7-11pm at the Italian Consulate of Gyumri, Gorki Street, Lane 3, apt. 36. Performances will run every hour.

“Urban Design Lab Gyumri” a project by students of the State Academy of Fine Arts in Gyumri and University of Architecture and Construction in Yerevan, led by Urban Architect Jan Doms. Presentation of workshop concept, goals, and results on October 29 at 6pm at Gallery 25, Berlin Art Hotel, Haghtanaki 25, Gyumri.



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Our Sponsor: APAGA Technologies

Our Partners: South Caucasus Railway, Luys i luso, Berlin Art Hotel**, Gallery 25, Shirak Tours, TUMO Center for Creative Technologies, Gyumri Jazz Club, Villa Kars**, Friends of Gyumri Foundation, Fondation Nare, AEON Anticafe.

****If you plan on staying overnight in Gyumri, you will receive a 50% discount on rooms at Berlin Art Hotel and 40% discount at Villa Kars**

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Hotel Reservation:

Villa Kars
Tel: +374 (0) 105 61156
family@arminco.com
www.villakars.com

Berlin Art Hotel
Tel: +374 (0) 312 57659
info@berlinhotel-gyumri.am
www.berlinarthotel.am

Tour Reservations:

Shirak tours: +374 (0) 312 53148

PRACTICAL INFO:

Daily Train Rides at:
07:55, 14:30, 18:00
(from Yerevan to Gyumri)
08:25, 11:45, 18:05
(from Gyumri to Yerevan)

Ticket cost: 1000 AMD (Purchase on train)

*Limited availability for Shirak tours in Gyumri. Reserve ahead of time:
Shirak tours: +374 (0) 312 53148

*****If you plan on staying overnight in Gyumri, you will receive a 50% discount on rooms at Berlin Art Hotel and 40% discount at Villa Kars.***

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Events Schedule:

DATE	ON THE TRAIN	ACTIVITIES IN GYUMRI
Thursday, October 29	<p>08:25 Departing from Gyumri Acoustic guitar and other spontaneous performances</p> <p>14:30 Departing from Yerevan Opening Event Live music, contemporary dance, sketch artists</p>	<p>17:40 City tour starting at Gyumri train station</p> <p>18:00 Presentation by Urban Design Lab Gyumri at Gallery 25. A project by Fine Art & Architecture students and Jan Doms (urban architect).</p> <p>19-23 Luys i Luso Immersive Installation & Tigran Hamasyan Performance at Italian Consulate</p>
Friday, October 30	<p>14:30 Departing from Yerevan Live music, contemporary dance, sketch artists</p>	<p>19-23 Luys i Luso Immersive Installation at Italian Consulate</p> <p>20:00 Lusine Sargsyan live at Gyumri Jazz Club</p>
Saturday, October 31	<p>07:55 Departing from Yerevan Experimental Theater, Live music, Dance, Sketch artists</p>	<p>Daytime tours available by Shirak Tours: Historic Gyumri, Marmashen Region, and Artist studio tours. <i>Reservation required.</i></p> <p>19-23 Luys i Luso Immersive Installation at Italian Consulate</p>
Sunday, November 1	<p>11:45 Departing from Gyumri Interpretive dance and classical singing</p>	<p>Tour of Villa Kars, Ceramic Studio, visit to Friends of Gyumri Foundation. <i>Reservation required.</i></p>