standart 2017

Triennial of Contemporary Art in Armenia
Հայաստանի ժամանակակից արվեստի տրիենալե

ARMENIE

The Mount Analogue

A Contemporary Art Experience

The first edition of the Triennial of Contemporary Art in Armenia, STANDART, will be held in Armenia from end July to end December. It is a periodic exhibition which will develop specific itineraries throughout Armenia based on a particular theme, once every three years, of the given exhibition.

Le Mont Analogue

Une expérience d'Art Contemporain

La première édition de STANDART, Triennale d'art contemporain d'Arménie est présentée en Arménie de fin juillet à fin décembre 2017. Ce projet d'art contemporain a pour ambition de développer, tous les trois ans, un itinéraire spécifique à travers l'Arménie autour d'un thème précis.

GASAPR GASPARIAN
Triple, 1958
Photograph, 29,2 cm x 38,8cm

GASAPR GASPARIAN
Untitled, 1946
Photograph, 38,4 x 30,0cm

ROSANA PALAZYAN
"..... A story I never forgot. ..", 2013/2015
Video installation, 13'

The name of the Triennial is inspired by the avant-garde Armenian magazine Standard, published only once in 1924. STANDART highlights the rich cultural and historical context of Armenia. Through its itinerant character it involves wider and diverse communities and creates opportunities for dialogue and interactive relationship between artists, writers, curators, scientists, local communities, and visitors.

For the first edition the board of Armenian Arts Council has appointed as Chief Curator Adelina Cüberyan von Fürstenberg, Swiss citizen of Armenian origin. Adelina served as curator of the Golden Lion Award-winning National Pavilion of Armenia at the 56th edition of La Biennale di Venezia (2015), winner of the Swiss Grand Prix Meret Oppenheim (2016).

Le nom de la Triennale s'inspire de la revue d'avant-garde arménienne Standard, publiée une seule fois en 1924. L'événement souhaite souligner le riche contexte culturel et historique de l'Arménie, et vise à travers son caractère itinérant à toucher un public large et diversifié pour créer des dialogues et des relations interactives entre artistes, écrivains, commissaires d'exposition, communautés culturelles locales et visiteurs.

Pour sa première édition le comité du Armenian Art Council a désigné comme commissaire d'exposition la suissesse d'origine arménienne, Adelina Cüberyan von Fürstenberg, Lion d'Or pour le Pavillon national de l'Arménie à la 56ème Biennale de Venise (2015) et lauréate du Swiss Grand Prix Meret Oppenheim (2016).

ART for The World

THIBAULT DE GIALLULY
Ceci est une oeuvre de fiction
part 1+2, 2012

Inspired by the unfinished novel The Mount Analogue, by the French surrealist writer and poet René Daumal (1908 - 1944), STANDART 2017 will take place in various locations across the Mount Ararat region.

As a symbol of a poetic research and temporary experience, The Mount Analogue is a meditation on the pursuit of knowledge – based on the concept that the essence of a creative mind is directly related to who one is and what one experiences.

In the spirit of sustainable development and participation, STANDART, the Triennial of Contemporary Art, aims to build a bridge between the specific venues and the artworks presented and create an interactive dialogue with the participating artists and curators coming from different backgrounds. It also seeks to develop exchanges and collaborations with Armenia's lively art and cultural scene.

The result of this art experience—placed within the context of some of the unique historic and cultural sites in the Mount Ararat region—will be a series of art exhibitions, encounters and direct collaborations, site-specific works and performances by the participating artists with Ministry of Culture of The Republic of Armenia artists living in Armenia. Finally, a book with artist contributions and texts by specialists from various fields offering a pluralistic approach to the theme of the Mount Analogue will be published in September.

Inspiré par le roman inachevé Le Mont Analogue, de l'écrivain et poète surréaliste français René Daumal (1908-1944), STANDART, se tiendra dans des sites historiques et culturels uniques dans la région du Mont Ararat (Yerevan, Sevan, Byurakan, Kapan and Gyumri).

Symbole d'une recherche poétique et d'une expérience temporaire, Le Mont Analogue s'attache à la poursuite de la connaissance où l'essence de l'esprit créatif est directement liée à la nature et aux expériences de chacun.

Dans un esprit de développement durable et de participation, la Triennale d'art contemporain vise à construire des ponts entre les lieux et les œuvres, créer un dialogue interactif entre les artistes venant d'horizons divers, et permettre des échanges et des collaborations avec l'art et la scène culturelle de l'Arménie.

Cette expérience artistique aboutira à une série d'expositions, de rencontres, de collaborations, d'œuvres in situ et de performances créées par les artistes participants et des artistes résidant en Arménie. En septembre, un livre sera publié avec les contributions des artistes et des textes de spécialistes de différents domaines proposant une approche plurielle du thème du Mont Analogue.

www.standart-armeniatriennale.net

RICCARDO ARENA
LuDD, Untitled, 2017

MARTA DELL'ANGELO
Grasp, 2016
oil on canvas, 80 x 140 cm

The organizers / Les organisateurs /

Armenian Arts Council

Armenian Arts Council is a non-profit institution based in Yerevan. Through a multifaceted cultural activity, AAC is contributing to cultural policy and educational strategies development in Armenia and creates synergies between local and international experiences in the field of visual and performing arts. Through a special partnership with the Ministry of Culture of Armenia and with the support of private partners, AAC is launching the first edition of STANDART, Triennial of Contemporary Art in 2017.

MARTA DELL'ANGELO
Carichi Pendenti, 2017
installation view at spazio COSMO

ART for The World

ART for The World is a Non-Governmental Organization (NGO), founded in Geneva in 1995, Its mission is to create meaningful and lasting dialogue through the universal language of art and culture. ART for The World mobilizes art, cinema and contemporary culture focusing on main issues of our times. Since its foundation, ART for The World has conceived numerous travelling exhibitions around the world and produced more then thirty short movies. Since 1998, ART for The World regularly collaborates with the Regional Direction of the SESC São Paulo in Brazil. Its sister organization ART for The World Europa was founded in 2005 in Italy. In 2015, the NGO organized the National Pavilion of Armenia at the Biennale of Venezia, under the curatorship of its director Adelina Cüberyan von Füstenberg, with the Golden Lion for Best National Participation. **www.artfortheworld.net**

Embassy of Switzerland in Armenia

The Embassy of Switzerland fosters and promotes relations between Switzerland and Armenia in the fields economics, politics, culture, science and education. Since 1988, Switzerland has cooperated with Armenia in humanitarian and developmental domains. Ambassador Lukas Gasser and his team at the Embassy are the Triennial's partners in realizing the Swiss artist Felice Varini's installation at the Central Railway Station in Erebuni, as well as supporting the 1st Edition of STANDART, Triennial of Contemporary Art as a sponsor.
www.eda.admin.ch/armenia

Armenia Art Foundation

Armenia Art Foundation (AA Foundation) is an independent non-profit organization supporting the development of contemporary art in Armenia. Based in Yerevan, it was established in 2016 by David Nazaryan and Rafael Nazaryan, and a group of people passionate about Armenian culture. The mission of the Foundation is to support professionals working in Armenia in the field of contemporary art, and to unlock their creative potential both in the country and abroad.
The Foundation supports artists by awarding grants and initiating new art and education projects in Armenia, and involving local and international artists, curators, and theorists. **www.foundationaa.com**

ILYA AND EMILIA KABAKOV
20 Ways to get an Apple listening to the Music of Mozart,
Museum of Contemporary Art, Garaz, Moscow, 2015