



*Art Education Space & Library*

Presentation  
2018



# INFO

**Focus** art NGO was founded in Yerevan, in 2016, after the reorganization of Utopiana.am NGO.

**Focus** is an open studio that provides artists with different tools and facilities to realize their projects, e.g. photo and video equipment, editing tools, etc. Focus also has a comfortable library and reading room.

# WHO WE ARE

Our beliefs about art and education have been shaped within our experience of alternative and academic educational systems as well as self-education. The organization has been established by:



Vahe Budumyan  
*artist, designer*  
*photo by Alek Levasgani*



Nora Galfayan  
*cultural manager*  
*photo by Armenak Grigoryan*



Davit Stepanyan  
*director, artist*  
*photo by Ani Gevorgyan*

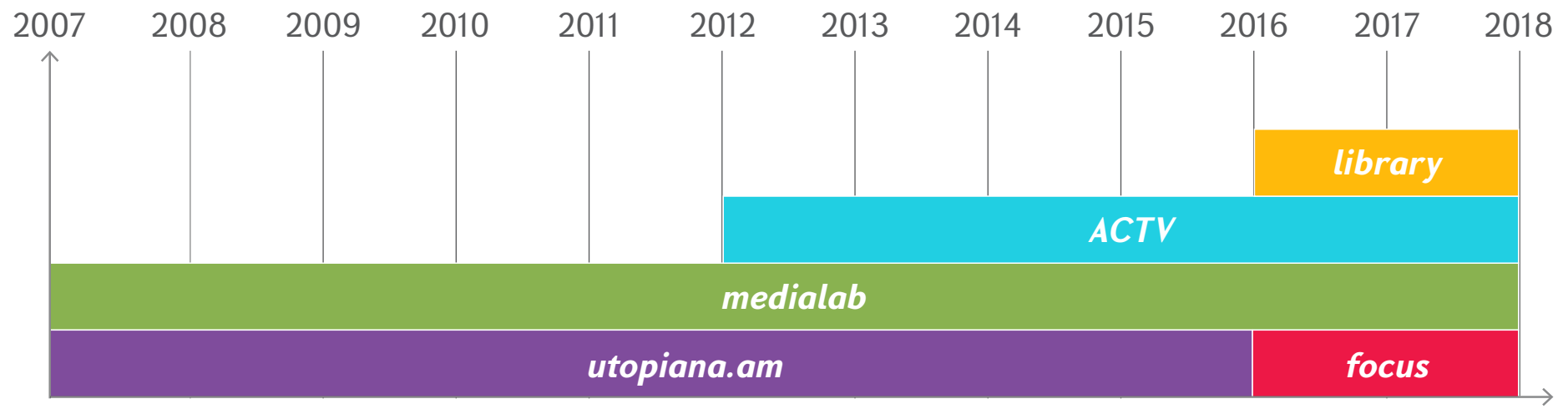


# OUR VISION

We consider art as a powerful tool for social change. We use contemporary art practices to question, analyze, participate in cultural, socio-political transformations, thus outlining new domains of art.

We declare (self)education as a primary strategy and an instrument to understand interrupted or ongoing socio-political processes, as well as a precondition for shaping one's own agenda.





***Focus activity timeline***

Ongoing projects

Medialab, ACTV & Libraries.am.





Every year, **Medialab** unites young artists and art amateurs to experience contemporary art practices that are not available in any other art institution or platform in Armenia.

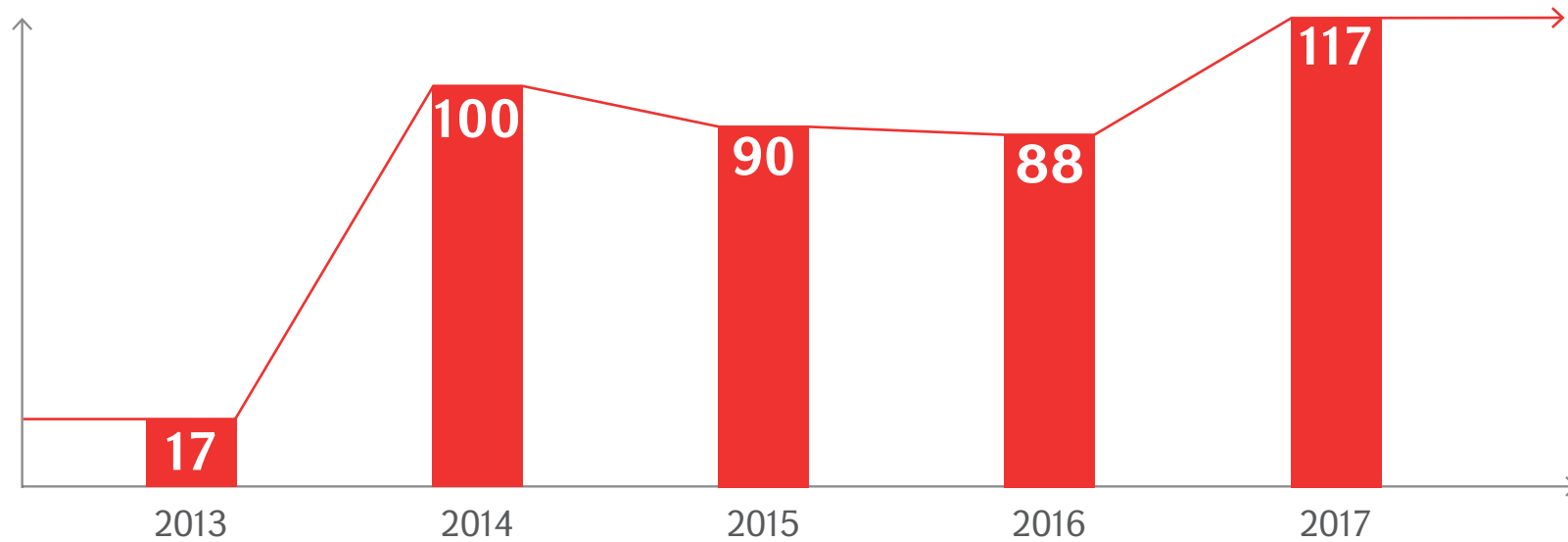
**Medialab** is unique, as it is the only educational initiative delivering free art education and “producing” artists, ensuring their direct connection with and engagement in local (contemporary) art environments, providing various tools and facilities for implementation of their projects, as well as helping them to specialize and work in Armenia’s contemporary art institutions.





*Medialab Students “Playing” on Hoses During Sound Art Class*

### *Medialab Annual Application Statistics*



In 2007, **Medialab** was launched as an experimental educational program with only a few courses and workshops. Currently, it is a semi-annual program which consists of 10 separate courses on Contemporary Art, Photography, Graphic Design, Creative Writing, Sound Art, Editing, etc., conducted by leading professionals of the respective fields.

Throughout these 10 years, number of similar educational initiatives and institutions have died down or disappeared at all, not being able to overcome financial or political crises. Unlike them, **Medialab** not only managed to overcome these crises, but it has also managed to keep the project developing and expanding constantly, thus, becoming the most popular program among young artists and amateurs.



## OUR ACHIEVEMENTS

### ■ **Constantly expanding list of workshops**

most of which are not available  
in any other art educational  
institution in Armenia.



A photograph of a media lab workspace. In the background is a dark grey chalkboard with 'MEDIA LAB' written in red and blue chalk. Below the text are some blue chalk drawings. A shelf holds various items including books, a small framed picture, and a black container. In the foreground, a computer monitor sits on a desk, and a clear water bottle is prominently placed. A blue chair is partially visible at the bottom. A red overlay on the right side of the image contains white text.

## **Technically equipped laboratories and a professional library**

which ensures our students with all the necessary resources and environment for their professional growth





## A big network of local and international partners

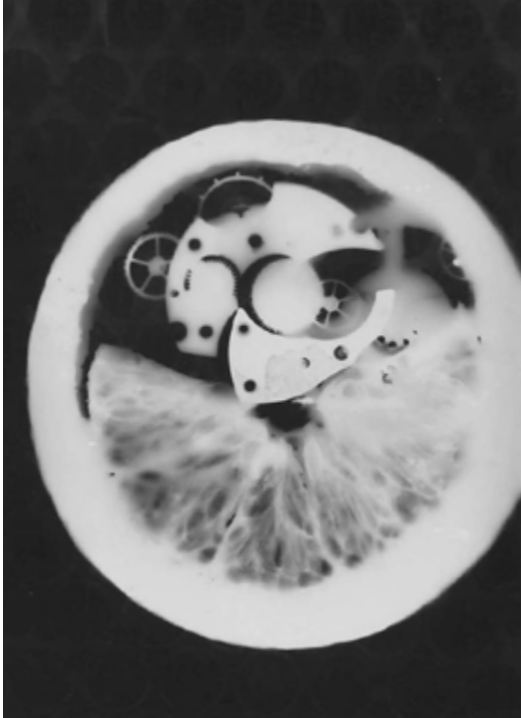
among them *leading professionals of the fields*, guest artists and experts from abroad, partner institutions, etc





■ **High competitiveness,  
& significant role in the  
field of art education in  
Armenia**

typically we receive 10 applications  
per place - among them  
students and alumni from all  
types of artistic institutions



*“A Clockwork Orange” Photogramm  
Anna Sakhlyan*



*“The Light Thief”, Photogramm  
Shushan Khachatryan*

## Our alumni, successfully engaged in the sphere

students apply their skills and knowledge within different fields of art, such as

**Photography,  
Directing,  
Performance,  
Curating,  
Art management,  
Cultural Journalism,  
and last but not least  
Cultural translators.**



*Scanogram,  
Holly Armenakyan*

*“Untitled”, silver-gelatin printing,  
Lilit Mikoyan*





*Medialab Students Filming Outdoors during Ashot Boyajyan's Camera Operating Skills Course*



*Visiting BoonTV during Operating Skills Course*



*Traditional Printing Photo Workshop*

*Medialab Student Holly Armenakyan during Sound Art Class*



*Medialab Students getting prepared to develop and print a photo with traditional printing technology*



17.06.2017 - 8.07.2017

red կարմիր

*Exhibition RED  
implemented by Red Art Collective  
(which has been founded by six  
Medialab students)  
in collaboration with ACCEA in 2017*

*more about the exhibition*

Համադրող՝ Մարիամ Ալեքսանյան  
Curator, Mariam Aleksanyan

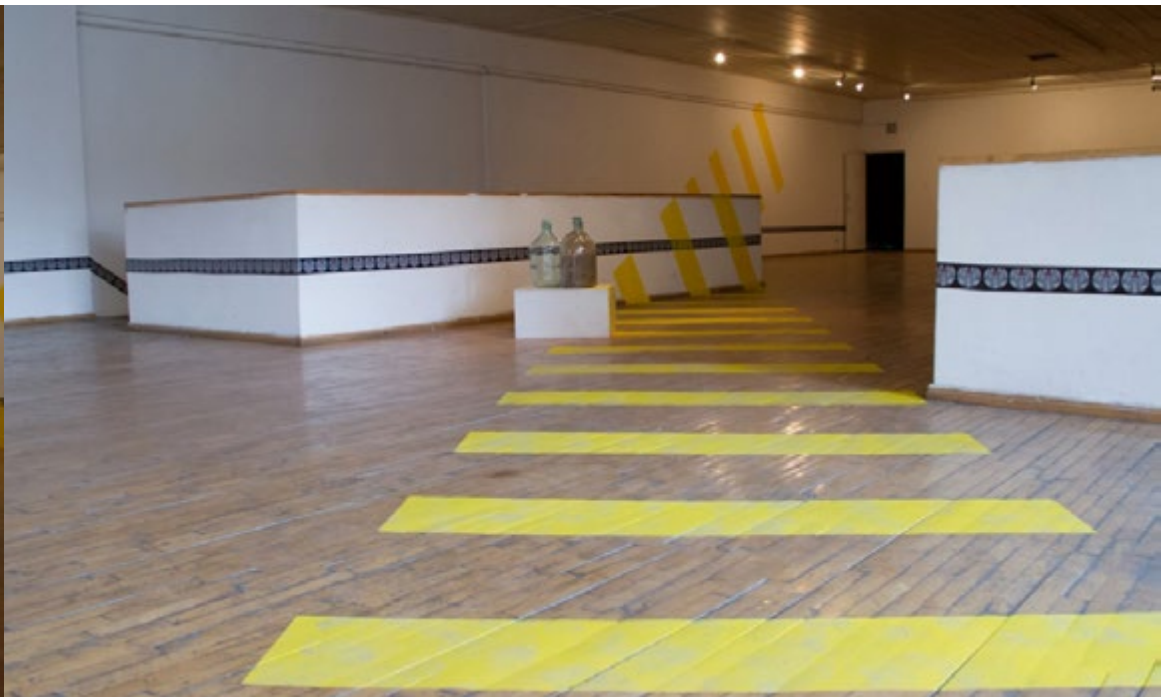
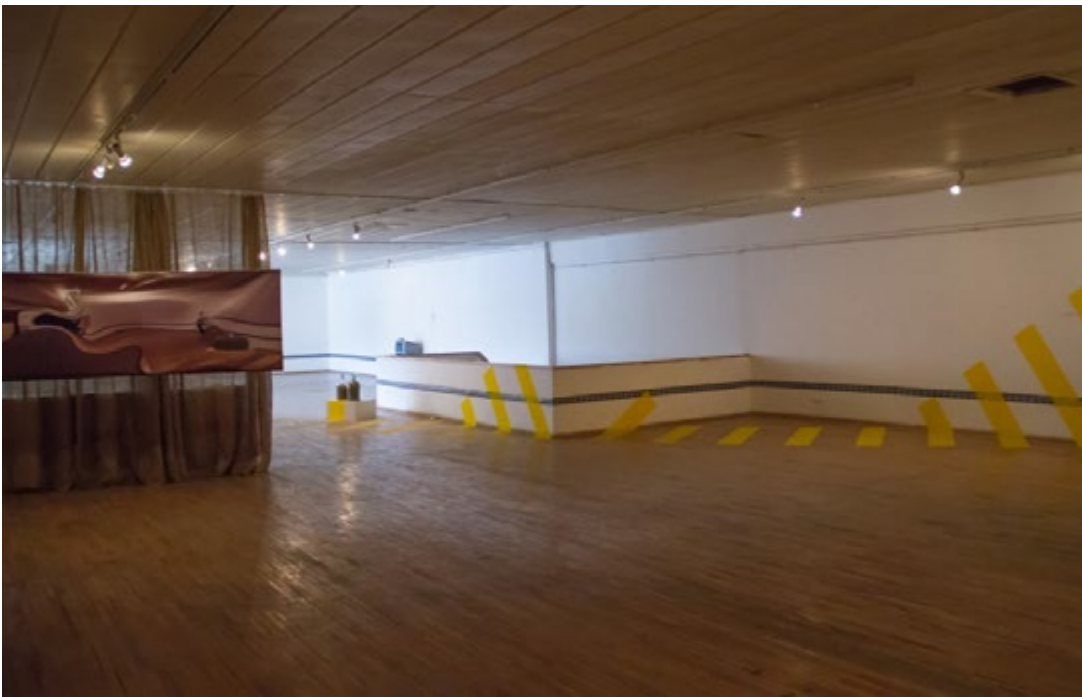






*Mariam Aleksanyan, Space/Alternative/«what for?»  
Exhibition, ACCEA, 2017*

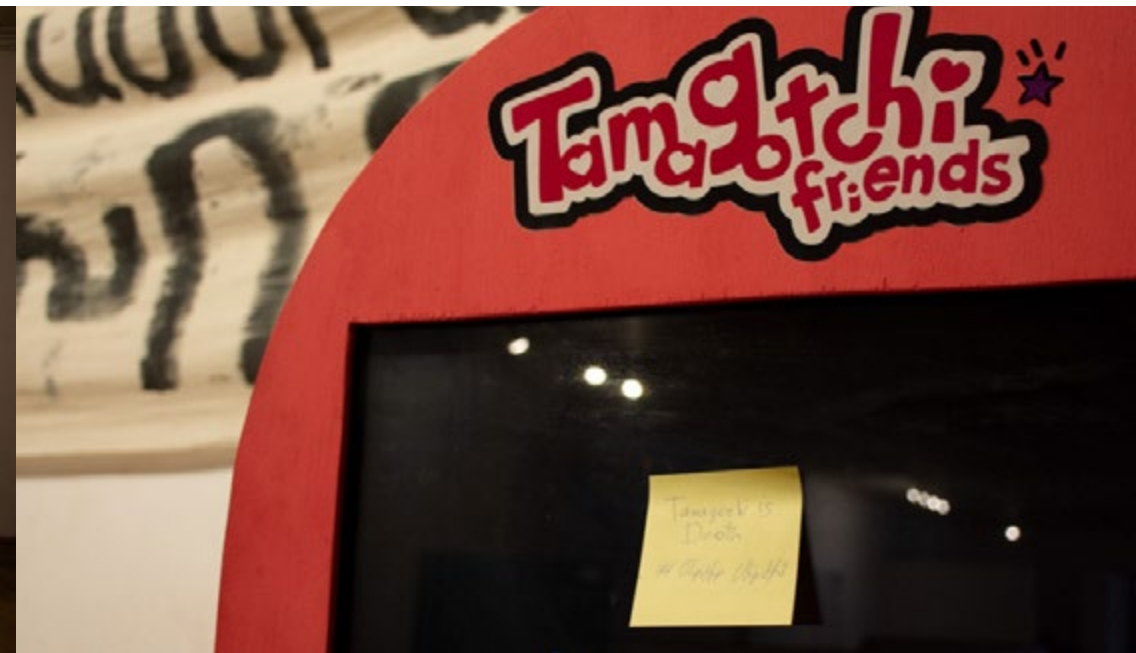
*[more about the exhibition](#)*





*“Decontextualization, Revolution, Art”,  
User Experiences, exhibition, ACCEA, 2018*

*more about the exhibition  
watch the video*





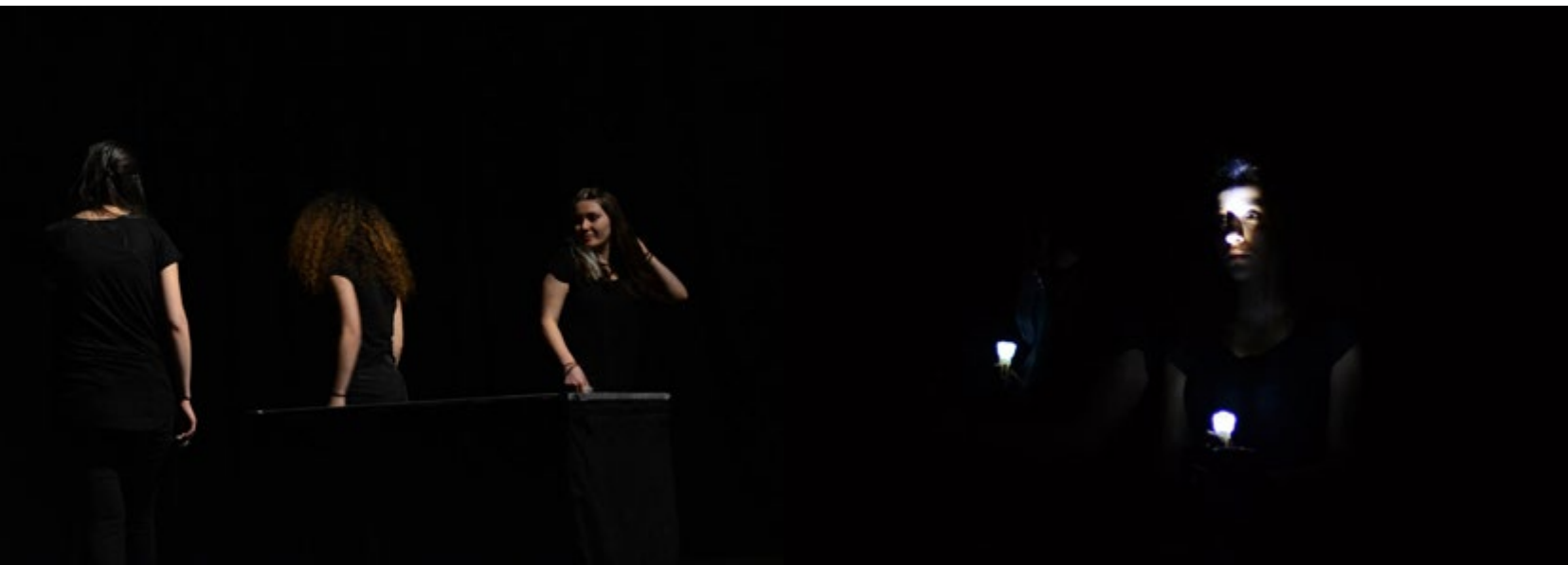


Medialab Students at “One Square Meter” performing arts international festival, ACCEA 2018  
[more about the festival](#)



“Not Me”, Red Art Collective  
[watch the video](#)

Sona Mnatsakanyan, “unSound”  
[watch the video](#)





# OUR LIBRARY

Focus maintains a public library in its office. The library's collection includes many books and catalogues in Armenian, French, English and other languages on art, philosophy, architecture, literature, etc.

The majority of the library's collection was published in the last two decades; many of the books are available only at Focus' library. The library is meant for artists, art students, researchers and experts of art and reletive fields, as well as to any other interested individuals. Focus plans to continually replenish the library, organize public readings, discussions and expand the library's community.





# LIBRARIES.AM

Our recent initiative **Libraries am** is **A Network of Independent Libraries**.

It is an online library system which mobilizes professional libraries in Armenia, representing Art and related fields, to become more visible and accessible to professional public. Each of these libraries has a small but unique collection of books, archives, multimedia resources created and collected throughout last decades, which are not available neither in any other public libraries nor in bookstores in Armenia.

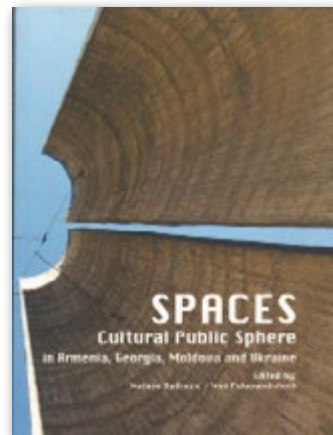
Thus this platform is a unique chance for both the users and the libraries to find each other.



# OUR PUBLICATIONS



***Between The Public Sphere and Öffentlichkeit***  
Editor: Vardan Azatyan 2015  
(Armenian)



***SPACES. Cultural Public Sphere in Armenia, Georgia, Moldova and Ukraine***  
Editors: Natasa Bodrozic, Nini Palavandishvili 2014  
(English)



***Imagining the Public: The Status and Challenges of Independent Cultural Actors in Armenia***  
Editors: Natasa Bodrozic, Nora Galfayan, Taguhi Torosyan 2014 (Armenian)



***Political Economy***  
General Editors: Gayane Melkon-Melkomyan, Vahram Soghomonyan, Davit Stepanyan 2017 (Armenian)

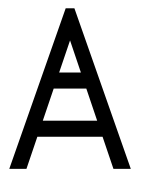
# OUR PARTNERS



INSTITUTE FOR  
CONTEMPORARY ART  
YEREVAN



ընդառնական  
ԴԻՍԿՈՒՐՍ  
միտքը փոփոխություն է



Armenia Art  
FOUNDATION

Հովհաննիսյան ինստիտուտ

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4PLUS



Ֆեմ գաղափար







# WHY SUPPORT US

- If you believe in free alternative art education in New Armenia
- If you would like to contribute to the modernization of Armenian society and artistic youth

then Medialab is the platform where your support would have a far-reaching effect helping to build a new future.

We highly appreciate any support that aims at contributing to improvement and development of our educational and intellectual resources.



**OUR MESSAGE**



Being a non profit initiative,  
we rely on your donation to keep the project running and expanding.

**BECOME A SPONSOR**

**THANK YOU**

**CONTACT US**

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