

# Resumen

DiasporArm creará una plataforma de búsqueda para medios armenios y relacionados con Armenia.

Esto incluye:

- **libros** (impresos, digitales, audio libros),
- **música,**
- **películas,**

junto con listas de autores, editores y distribuidores a nivel mundial, lo que aumenta el acceso a materiales difíciles de encontrar según categoría, idioma, tema, fecha y ubicación.

# Objetivos

- Promocionar a creadores, editores y proveedores a través de una plataforma competitiva, atractiva y fácil de usar.
- Construir un consorcio de partes interesadas para colaborar.
- Recomendar plataformas de distribución regional de vanguardia que incorporen sistemas logísticos y de envío agrupado.
- Fomentar una cultura lectora vibrante y la generación de grupos de lectura basados en centros de intereses.
- **Fomentar el desarrollo de librerías centralizadas** dentro de comunidades con poblaciones superiores a 50.000 habitantes.

## Nueva capacidad requerida

- Envío y logística global para optimizar costos.
- Determinar estrategias de monetización y comercio electrónico para ofrecer tanto a corto como a largo plazo (venta directa, referidos, etc.)
- Determinar los plazos de lanzamiento y los hitos clave del proyecto.
- Determinar los indicadores de desempeño de los objetivos (número de visitantes, cobertura regional, transacciones).

# Desarrollo de proyecto, costos, gestion de base de datos

- Definir el concepto de Plataforma Editorial Unificada.
- Realizar una investigación de mercado en profundidad para identificar socios potenciales y establecer alianzas significativas.
- Solicitar listas de acciones actuales de las partes interesadas, garantizando un formato coherente y que abarque variables esenciales como categoría, términos clave, idioma, tema, fecha, ubicación y ofertas disponibles.
- Establecer un formato estandarizado para los datos de las publicaciones, asegurando la escalabilidad.
- Identificar proveedores para el cumplimiento del envío y la distribución.
- Desarrollar una estimación de costos detallada que cubra los gastos de instalación, operativos y de marketing.

# Crowdfunding, desarrollo en línea y cumplimiento

- Desarrollar una estrategia integral, comunicar la visión y los objetivos para recaudar fondos para el proyecto.
- Diseñar una interfaz intuitiva y fácil de usar que muestre la diversidad de publicaciones y libros armenios y relacionados con el armenio (tanto en versión impresa como electrónica-digitalizada).
- Implementar pasarelas de pago seguras y establecer un sistema sólido de gestión de inventario.
- Identificar empresas especializadas en la distribución de libros y establecer alianzas basadas en la eficiencia.
- Implementar sistemas para seguimiento de inventario, gestión de pedidos y envíos optimizados.

# Operaciones de marketing, lanzamiento y post-lanzamiento

- Desarrollar una estrategia de marketing integral para crear reconocimiento.
- Utilizar las redes sociales, el marketing por correo electrónico y los canales en línea para la promoción.
- Colaborar con personas influyentes, blogueros y organizaciones para promover el lanzamiento.
- Planificar un evento de lanzamiento o una promoción para generar entusiasmo e impulsar el compromiso inicial.
- Actualizar continuamente la base de datos de libros con nuevas publicaciones.
- Explorar fuentes de ingresos adicionales a través de asociaciones, promociones o contenido exclusivo.



# Bibliotecas (ejemplos)

Nombre	Sitio web	Valores en cartera	País	Puntos de venta
La biblioteca del Instituto Armenio	<a href="https://www.armenianinstitute.org.uk/library">https://www.armenianinstitute.org.uk/library</a>	10.000	Reino Unido	En línea
Bodleian digital	<a href="https://digital.bodleian.ox.ac.uk/">https://digital.bodleian.ox.ac.uk/</a>	140 manuscritos	Reino Unido	En línea
Fundación Cultural Armenia	<a href="https://armenianculturalfoundation.net/library/">https://armenianculturalfoundation.net/library/</a>	45.000	Estados Unidos	Tienda
Museo Armenio de América Biblioteca Mesrob G. Boyadjian	<a href="https://www.armenianmuseum.org/library/">https://www.armenianmuseum.org/library/</a>	30.000	Estados Unidos	Tienda
Centro de investigación armenio	<a href="https://umdearborn.edu/casl/centers-institutes/armenian-research-center">https://umdearborn.edu/casl/centers-institutes/armenian-research-center</a>	30.000	Estados Unidos	En línea y tienda
Haybook, una biblioteca digital sobre literatura, lengua e historia armenia.	<a href="https://haybook.wordpress.com/">https://haybook.wordpress.com/</a>	31.500	Francia	En línea
Biblioteca científica fundamental	<a href="https://www.flib.sci.am/index.php/en/">https://www.flib.sci.am/index.php/en/</a>	3.062.821	Armenia	En línea y tienda



# Librerías (ejemplos)

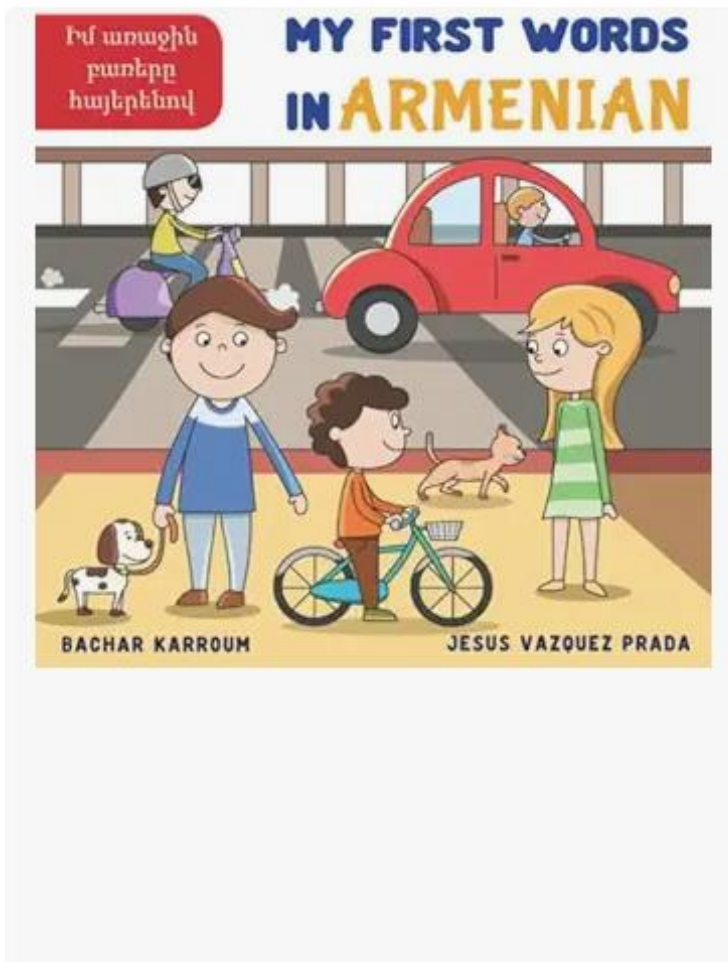
Nombre	Puntos de venta	Sitio web	País
Librería Cilicia	En línea y tienda	<a href="https://ciliciabookstore.com/">https://ciliciabookstore.com/</a>	Líbano
La librería del Instituto Armenio	En línea y tienda	<a href="https://www.armenianinstitute.org.uk/bookshop">https://www.armenianinstitute.org.uk/bookshop</a>	Reino Unido
Libros Abril	En línea y tienda	<a href="https://www.abrilbooks.com/">https://www.abrilbooks.com/</a>	Estados Unidos
Librería AMAA	En línea y tienda	<a href="https://amaa.org/bookstore/">https://amaa.org/bookstore/</a>	Estados Unidos
Librería de la Asociación Nacional de Estudios e Investigación Armenios	En línea y tienda	<a href="https://naasr.org/collections/naasr-bookstore">https://naasr.org/collections/naasr-bookstore</a>	Estados Unidos
Tienda Armenia en línea	En línea	<a href="https://onlinearmenianstore.com/">https://onlinearmenianstore.com/</a>	Estados Unidos
Librería San Vartan	En línea y tienda	<a href="https://www.stvartanbookstore.com/">https://www.stvartanbookstore.com/</a>	Estados Unidos



# Editores (ejemplos)

Nombre	Puntos de venta	Sitio web	País
Editorial Antares	En línea	<a href="https://antares.am/publishing/">https://antares.am/publishing/</a>	Armenia
Editorial Arevik	Tienda	<a href="https://arevik.am/">https://arevik.am/</a>	Armenia
Fundación Calouste Gulbenkian	En línea	<a href="https://gulbenkian.pt/en/publications/">https://gulbenkian.pt/en/publications/</a>	Portugal
Armenio fácil	En línea	<a href="https://www.armenianeasy.com/">https://www.armenianeasy.com/</a>	Estados Unidos
Proyecto de poesía Armenia	En línea	<a href="https://armenian-poetry.blogspot.com/">https://armenian-poetry.blogspot.com/</a>	Estados Unidos
Editorial Arpi	En línea	<a href="https://arpipublishing.com/">https://arpipublishing.com/</a>	Estados Unidos
Asociación Nacional de Estudios e Investigación, Prensa de la herencia armenia	En línea	<a href="https://naasr.org/collections/armenian-heritage-press">https://naasr.org/collections/armenian-heritage-press</a>	Estados Unidos

## Ejemplo



## My First Words In Armenian: (Armenian childrens books)

by [Bachar Karroum](#) and [Jesus Vazquez Prada](#) | Jul 15, 2020

★★★★★ 7

**Paperback**

\$12<sup>90</sup>

Delivery **Fri, Feb 2**

Ships to Armenia

**Kindle**

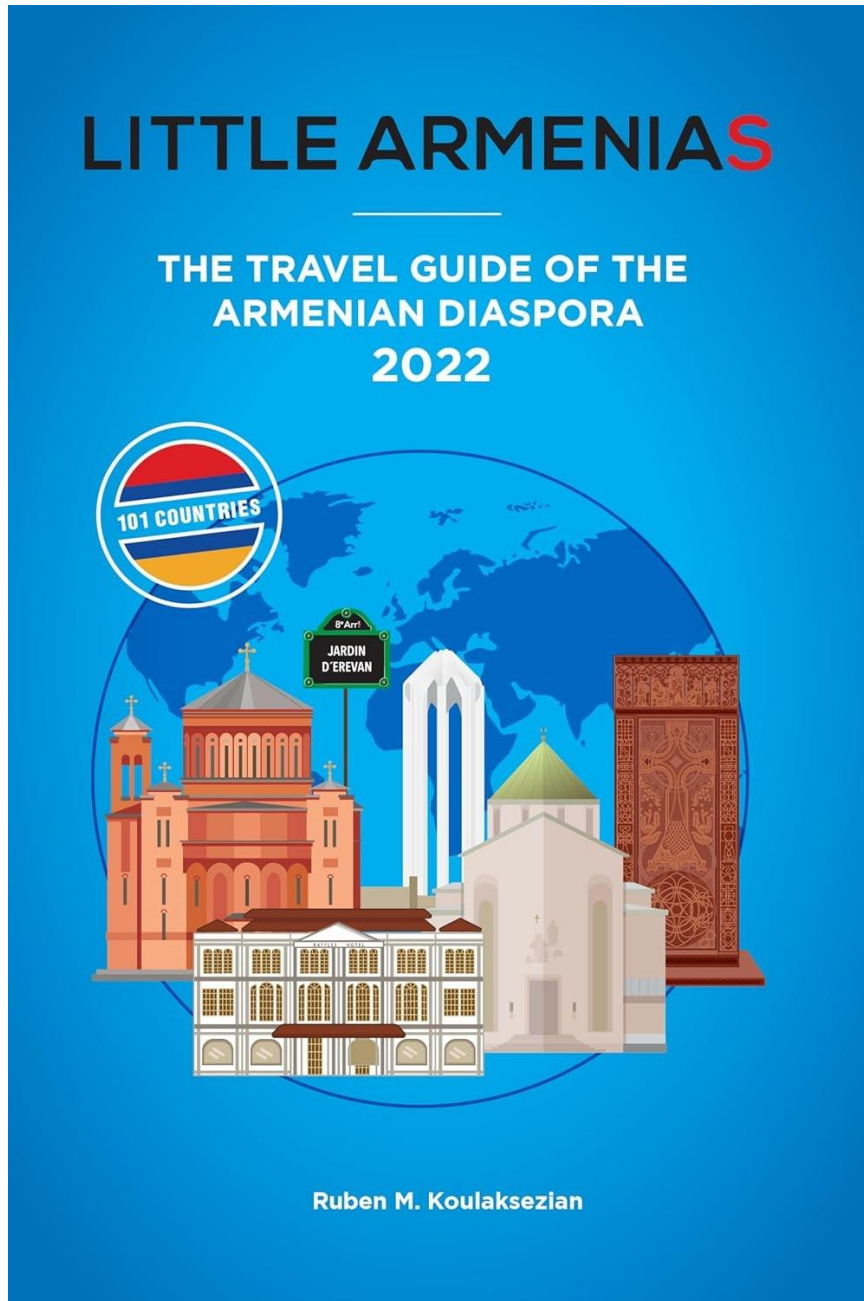
\$0<sup>00</sup> kindleunlimited

Free with Kindle Unlimited membership [Join Now](#)

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A TRAVEL GUIDE FOR THE ARMENIAN DIASPORA

What if the Armenian Diaspora was a travel destination?

In our globalized world, new generations of Armenians who grew up in Los Angeles, São Paulo, Montreal, Lyon, Buenos Aires or Beirut can get in touch, get to know each other, meet each other, more than ever before.

These encounters can happen at any time of our life, in any country of the world. During a vacation or a business trip, we might notice an Armenian theater in Buenos Aires, an Armenian restaurant in Dubai, an Armenian grocery store in Marseille or an Armenian church in New York. We want to learn more. Who are the people here? What's their story?

I'm French Armenian, born in Paris, and I asked myself these questions many times during my early travels. I therefore embarked on a mission to get to know these communities dotted across all corners of the world. After visiting a hundred countries and collecting information from thousands of locals, I decided to publish a travel guide dedicated to the Armenian Diaspora.

*Little Armenias* is an invitation to travel, an encouragement to seek out all of these "Little Armenias". It's a tool that allows us to realize the potential of our diaspora and to take advantage of its richness. Because today Armenians from all over the world are more connected with each other than at any other point in our history. Let's look out for each other, learn from each other and build upon a global diaspora!

Vienne all on its own! The grocery store and caterer **Le Caucase de Zaza** offers a large selection of Armenian specialties.

- 📍 MCA (9 rue du Cirque, Vienne)
- 🏪 Khachkar (Mont Pipet, Vienne)
- 🗿 Genocide memorial (rue du 24 Avril 1915, Vienne)
- 🍷 Les Frangins (13 rue des Clercs, 38200 Vienne)
- 🍷 Le Caucase de Zaza (36 Cours de Verdun, 38200 Vienne)

#### GRENOBLE

On the other side of the Vercors Massif, Stendhal's city has been home to an Armenian church, **St. Gabriel's Church**, since 2012. This former Catholic church stands out with its modern architecture. There's a khachkar in Paul Mistral Park, along with a Genocide memorial in the neighboring town of Saint-Martin-d'Hères.

The grocery store **Erebouni** is located in the center of town, just across from the Musée de Grenoble. The **Maison de la Culture Arménienne de Grenoble et du Dauphiné** (MCAGD) and the grocery store **Arax** are further south, near Cours Jean Jaurès.

You'll find great Armenian food at **Nāiri**, in Echirolles.

- 🏪 St. Gabriel's Church (1 rue Dupleix, Grenoble)
- 🏪 Khachkar (parc Paul Mistral, Grenoble)
- 🗿 Genocide memorial (pl. du 24 Avril 1915, Saint-Martin-d'Hères)
- 📍 MCAGD (15 cours de la Libération, Grenoble)
- 🍷 Épicerie Erebouni (1 rue Très Cloîtres, Grenoble)
- 🍷 Épicerie Arax (3 rue de Turenne, Grenoble)
- 🍷 Nāiri (39 av. du Grugliasco, Echirolles)

#### VALENCE

The Armenian presence in Valence is particularly visible, and the community is well-organized. **St. Gregory the Illuminator Church** was consecrated in 1953 in the historic Armenian neighborhood, where the **Maison de la Culture Arménienne** (MCA) is also located. **St. Sahag's Church** is a former Catholic church consecrated as an Armenian church in 1992. The new Armenian school of Valence is currently under construction next to St. Sahag and is due to open in 2020. There is also the **Armenian Catholic church**, the **Armenian Evangelical church** and the **Maranatha Evangelical church**.

Housed in the city's former law school, the **Centre du Patrimoine Arménien** (CPA) was established in 2005. Its permanent exhibit, tracing the

**Rita's Armenian Lahmajoun** on Facebook for more information.

- 🏪 St. Thaddeus Church (Hatem al-Tai St 149, Amman)
- 🏪 Church of St. Sahag & St. Mesrob (Waraqa ben Nawfal St, Amman)
- 🏪 Joseph Ceramics (Ibn Tofail St, Amman)
- 🍷 Levant (Jabal Amman, Amman)

#### JORDAN RIVER

Fifty kilometers from Amman, you will find the site of Christ's baptism at the Jordan River. It is a UNESCO World Heritage Site that attracts many Christian pilgrims. **St. Garabed Church** was inaugurated in 2014 on land given by King Abdullah II to build several churches and convents.

- 🏪 St. Garabed (Baptism Rd, al-Maghtas)

## KAZAKHSTAN

Capital: Nur-Sultan  
Population: 18 million  
Official language: Kazakh

Abundant hydrocarbon resources have propelled Kazakhstan, the ninth largest country in the world by size, into being the most developed land in Central Asia. The Armenian community formed in the nineteenth century. At the time, the area was mainly still populated by nomadic Turkic-speaking people, but the Russian Empire was growing. In order to organize these new territories, Armenians who spoke both Russian and Turkish became busily engaged in the Russian administration. During the twentieth century, thousands of other Armenians were deported to Kazakhstan by Stalin, but others settled in the country for economic reasons in the 2000s. About 25,000 Armenians are thought to be living in Kazakhstan today, mainly in Almaty, and to a lesser extent in Karaganda, Pavlodar, and Astana.

#### ALMATY

The former capital of Kazakhstan feels like a Russian city with its beautiful avenues, austere Soviet buildings, and trendy cafés. Today it remains the most populated city in the country. The Armenians inaugurated their own church there, **St. Karapet Church**, in 2007. The wonderful restaurant **Nash Dvor**, in the eastern part of the city, is ideal for a long Armenian dinner with friends. Another option is **Araks**, which is a bit smaller but just as good.

- 🏪 St. Karapet Church (Chernyshevskiy St 6, Almaty)

and the Armenian Evangelical High School. The **Armenian Catholic Patriarchate**, located on Orthodox Hospital Street, is the residence of Krikor Bedros XX, the Patriarch of the Armenian Catholic Church. The patriarchate's compound includes the **Church of the Annunciation** and the offices of *Massis*, one of the best-known Armenian Catholic publications. On the same street, the Armenian Apostolic **St. James Church** (*Sourp Hagop*) was inaugurated in 1955.

The neighborhood of Hayashen, also known as Karm al-Zeytoun, is a historic Armenian area on Achrafieh Hill. The majority of houses there were built by Armenian refugees in the 1920s, and **St. John Garabed Church** (*Sourp Hovhannou Garabed*) was consecrated in 1935. The Armenian neighborhood of Khalil Badaoui and its **Church of the Holy Resurrection** (*Sourp Haroutioun*) are set on the side of the hill that runs down toward Pierre Gemayel Boulevard.

- 🏪 Armenian Evangelical church (Younes Gebaily Street, Beirut)
- 🏪 Armenian Catholic Patriarchate (Orthodox Hospital St, Beirut)
- 🏪 Massis (Orthodox Hospital St, Beirut)
- 🏪 St. James Church (Orthodox Hospital St, Beirut)
- 🏪 St. John Garabed Church (Karm-el-Zeytoun, Beirut)
- 🏪 Church of the Holy Resurrection (Khalil Badawi St, Beirut)

#### BADARO

This iconic neighborhood, which was once home to the main establishments of Beirut nightlife in the 1970s, seems to be experiencing a second wind. Have a drink and a few mezzes on the patio of the Lebanese Armenian restaurant **Onno**, recommended by the Petit Futé travel guide.

- 🍷 Onno (Badaro St, Beirut)

#### BOURJ HAMMOUD

Following Armenia Street along to the east, you'll come to a bridge that crosses the Beirut River. On the other side is Bourj Hammoud, the beating heart of Lebanon's Armenian community.

It was the Armenian refugees that transformed this former swamp into a thriving town during the twentieth century. In fact, Bourj Hammoud is not just a neighborhood in Beirut but an entirely different town of its own. Mardig Boghossian has been its mayor since 2016.

The best way to visit it is to get lost as you wander through its winding streets. Bourj Hammoud is a special "diaspora experience" where you can easily find



# GRACIAS

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EXPLORE . UNITE . EMPOWER