

Summary

DiasporArm will create a searchable platform for Armenian and Armenian-related media.

This includes:

- **books** (print, digital, audio),
- **music**,
- **films**,

along with lists of authors, publishers, and distributors, globally, increasing access to hard-to-find materials based on category, language, subject, date, location.

Objectives

- Promote creators, publishers, and vendors through a user-friendly, attractive, and competitive platform.
- Build a consortium of stakeholders to collaborate.
- Recommend cutting-edge regional distribution platforms that incorporate logistics systems and grouped shipping.
- Encourage a vibrant reading culture and the generation of reading groups based on centers of interests.
- **Encourage the development of centralized bookstores** within communities with populations exceeding 50,000 residents.

New Capacity Required

- Global Shipping and logistics to optimize costs.
- Determine monetization and e-commerce strategies to offer both near and long term (direct sales, referrals, etc.)
- Determine release timelines and key milestones of the project.
- Determine targets' **performance indicators** (number of visitors, regional coverage, transactions).

Project Development, Costing, Database Management

- Define the concept of the Unified Publishing Platform.
- Perform in-depth market research to identify potential partners and engage meaningful partnerships.
- Solicit current stock lists from stakeholders, ensuring a consistent format and encompassing essential variables such as category, key terms, language, subject, date, location, and available offerings.
- Establish a standardized format for publications data, ensuring scalability.
- Identify fulfillment providers for shipping and distribution.
- Develop a detailed cost estimation covering setup, operational, and marketing expenses.

Crowdfunding, Online Development, and Fulfillment

- Develop a comprehensive strategy, communicate the vision and goals to raise funds for the project.
- Design an intuitive, user-friendly interface showcasing Armenian and Armenian-related books (both in paper and electronic-digitalized versions) and publications diversity.
- Implement secure payment gateways and establish a robust inventory management system.
- Identify fulfillment companies specializing in book distribution, and establish partnerships based on efficiency.
- Implement systems for inventory tracking, order management, and streamlined shipping.

Marketing, Launch, and Post-Launch Operations

- Develop a comprehensive marketing strategy to create awareness.
- Utilize social media, email marketing, and online channels for promotion.
- Collaborate with influencers, bloggers, and organizations to promote the launch.
- Plan a launch event or promotion to generate excitement and drive initial engagement.
- Continuously update the book database with new releases.
- Explore additional revenue streams through partnerships, promotions, or exclusive content.

Libraries (examples)

Name	Website	Holdings	Country	Sale of goods
The Armenian Institute Library	https://www.armenianinstitute.org.uk/library	10,000	United Kingdom	Online
Digital Bodleian	https://digital.bodleian.ox.ac.uk/	140 manuscripts	United Kingdom	Online
Armenian Cultural Foundation	https://armenianculturalfoundation.net/library/	45,000	USA	In Store
Armenian Museum of America Mesrob G. Boyadjian Library	https://www.armenianmuseum.org/library/	30,000	USA	In Store
Armenian Research Center	https://umdearborn.edu/casl/centers-institutes/armenian-research-center	30,000	USA	Online & In Store
Haybook, A digital library on Armenian literature, language and history	https://haybook.wordpress.com/	31,500	France	Online
Fundamental Scientific Library	https://www.flib.sci.am/index.php/en/	3,062,821	Armenia	Online & In Store

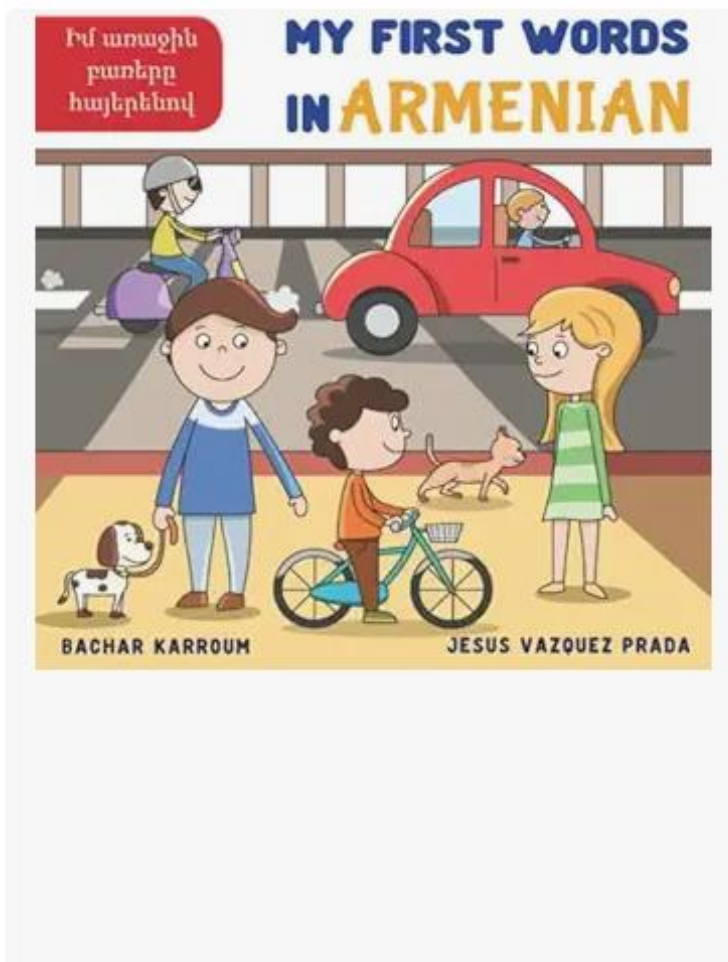
Bookstores (examples)

Name	Sale of goods	Website	Country
Cilicia Bookstore	Online & In Store	https://ciliciabookstore.com/	Lebanon
The Armenian Institute Bookstore	Online & In Store	https://www.armenianinstitute.org.uk/bookshop	United Kingdom
Abril Books	Online & In Store	https://www.abrilbooks.com/	USA
AMAA Bookstore	Online & In Store	https://amaa.org/bookstore/	USA
National Association of Armenian Studies and Research Bookstore	Online & In Store	https://naasr.org/collections/naasr-bookstore	USA
Online Armenian Store	Online	https://onlinearmenianstore.com/	USA
St. Vartan Bookstore	Online & In Store	https://www.stvartanbookstore.com/	USA

Publishers (examples)

Name	Sale of goods	Website	Country
Antares Holding	Online	https://antares.am/publishing/	Armenia
Arevik Publishing	In Store	https://arevik.am/	Armenia
Fundação Calouste Gulbenkian	Online	https://gulbenkian.pt/en/publications/	Portugal
Armenian Easy	Online	https://www.armenianeasy.com/	USA
Armenian Poetry Project	Online	https://armenian-poetry.blogspot.com/	USA
Arpi Publishing	Online	https://arpipublishing.com/	USA
National Association of Armenian Studies and Research Armenian Heritage Press	Online	https://naasr.org/collections/armenian-heritage-press	USA

Example



My First Words In Armenian: (Armenian childrens books)

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

★★★★★ ∨ 7

Paperback

\$12⁹⁰

Delivery **Fri, Feb 2**

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LITTLE ARMENIAS

THE TRAVEL GUIDE OF THE ARMENIAN DIASPORA 2022



Ruben M. Koulaksezian

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 **Naïri**, in Echirolles.

- 🏛️ St. Gabriel’s Church (1 rue Duplex, 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)
- 🍷 Naïri (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 **Maranathra 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

THANK YOU

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EXPLORE . UNITE . EMPOWER