



ՀԱՅԱՍՏԱՆԻ ՀԱՆՐԱՊԵՏՈՒԹՅՈՒՆ
ՇԻՐԱԿԻ ՄԱՐԶ ԳՑՈՒՄՐԻ ՀԱՄԱՅՆՔ
ՄԱՐԻԱՄ ԵՎ ԵՐԱՆՈՒՀԻ ԱՍԼԱՄԱԶՅԱՆ ՔՈՒՅՐԵՐԻ
ՊԱՏԿԵՐԱՍՐԱՀ
ՀԱՄԱՅՆՔԱՅԻՆ ՈՉ ԱՌԵՎՏՐԱՅԻՆ ԿԱԶՄԱԿԵՐՊՈՒԹՅՈՒՆ

ՀՀ Շիրակի Մարզի Գյումրու Համայնքի
Ղեկավար պարոն Ս.Բալասանյանին
<<Մարիամ և Երանուհի Ասլամազյան
քույրերի պատկերասրահի>>
տնօրենի ժ/պ Միքայել Վարդպարոնյանից
հասցե՝ ք.Գյումրի, Աբովյան 232
հեռ.՝ 4-82-05

N __49__ « 18 » __09__ 2020թ.

Դիմում

Հարգելի՛ պարոն Բալասանյան.

Մեպտեմբեր 26-ին Մարիամ և Երանուհի Ասլամազյան քույրերի պատկերասրահ
ՀՈԱԿ ում Իմ Հայաստան ծրագրի հետ համատեղ բացվում է թանգարանային խանութի
նորարարական նախագծի առաջին օրինակը:

Մարիամ և Երանուհի Ասլամազյան քույրերի պատկերասրահ ՀՈԱԿ ին Իմ Հայաստան
ծրագրի կողմից կատարվել է 3,001,960 դրամի նվիրատվություն , չհաշված քաղաքի
մուտքի կամրջի վրա տեղադրված պատկերասրահի գովազդը, պատկերասրահի շենքի
դիմային հատվածի գովազդը, տպագիր նյութերը, և այլ ծախսերը:

Նախնական կանխատեսումներով թանգարանային խանութը ավելացնելու է
պատկերասրահի եկամուտը մոտ 35 տոկոսով:

Նշեմ՝ ծրագիրը շարունակվում է, և արդեն աշխատանքներ է տարվել պատկերասրահի
նոր ժամանակակից բոլոր նորմերին համապատասխան ամբողջ ցուցադրության
կազմակերպումը և պատկերասրահի պատկերազրքի ստեղծումը:

Բացման արարողությունը լինելու է փակ, ներկա են լինելու Իմ Հայաստան ծրագրի ,
ԿԳՄՍ նախարարության ներկայացուցիչներ, և այլ պաշտոնյաներ:

Բացման արարողությունը պատշաճ և ներկայանալի ձևով կազմակերպելու համար
անհրաժեշտ է հյուրասիրություն, որի գումարը կազմում է 200 000 դրամ:

Ինչպես նաև երկու շնորհակալագրի պատրաստում:



ՀԱՅԱՍՏԱՆԻ ՀԱՆՐԱՊԵՏՈՒԹՅՈՒՆ
ՇԻՐԱԿԻ ՄԱՐԶ ԳՅՈՒՄՐԻ ՀԱՄԱՅՆՔ
ՄԱՐԻԱՄ ԵՎ ԵՐԱՆՈՒՀ ԱՍԼԱՄԱԶՅԱՆ ՔՈՒՅՐԵՐԻ
ՊԱՏԿԵՐԱՄՐԱՀ
ՀԱՄԱՅՆՔԱՑԻՆ ՈՉ ԱՌԵՎՏՐԱՅԻՆ ԿԱԶՄԱԿԵՐՊՈՒԹՅՈՒՆ

Հարգելի՛ պարոն Բալասանյան, խնդրում ենք Ձեզ տալ համապատասխան կարգադրություն , տվյալ գործընթացը կազմակերպելու համար:

Կից ներկայացնում եմ թանգարանային խանութի նվիրատվության փաթեթը:

Պատկերասրահի տնօրենի ժողովի Դիրսել Վարդպարոնյան:



My Armenia Donation Application

Full Name of Applicant and Organization	Tax ID Number
Mikael Vardparonyan Gallery of Mariam and Eranuhi Aslamazyan Sisters	05532106.
Applicant Address	
232, Abovyan, 3104 Gyumri, Shirak region, Armenia	
Purpose of Donation <i>(Please explain how this donation will be used to improve your cultural tourism experience)</i>	
<p>As part of the Museum Shop Initiative developed by the MAP Artisan and Museum teams in collaboration with The Gallery of Mariam and Eranuhi Aslamazyan Sisters, retail design and merchandising materials need to be procured in order to implement the shop's new design (see attached shop design rendering). It is worth noting that the museum will be covering the labor costs involved in implementing the shop's new design.</p> <p><u>Museum Shop Shelves</u></p> <ol style="list-style-type: none"> 1. Clothing rack: A wooden clothing rack is needed to provide the shop an opportunity to place and display clothing and accessories. The rack and the hangers will keep the clothes neat, in a good state, and organized. 2. Shelves for handmade products: As the inventory of the shop is not limited to jewels and clothing, wooden shelves are needed to display other artisan-made products. The customers can effectively stroll through and find objects of interest. The shelves will enhance the interior of the shop and give it an organized look, allowing visitors to view objects at different heights. 3. Cash counter with a jewelry box: A cash counter needs to be placed in the shop to facilitate cash transactions and positive customer experiences. The counter will have a storage space to place bags and marketing materials. The desk will also be used to place the payment terminal. Wooden boxes will be included on the counter to display the jewelry. The boxes give the opportunity to separate the jewelry based on functionality, colors, collections, size, etc. A separate place for jewelry makes an effective place to keep items safe for long periods and away from dust. 4. Special shelves for ceramics: As a great number of handmade ceramic pieces from Yerevan-based and regional masters are sold in the museum shop, separate wooden shelves for ceramics are needed. The design is more classical and reminds us of dishware shelves. The shelves will ensure safe, yet user-friendly storage for the ceramic items. 5. Box for books and bench: A wooden box for books that will also serve as a bench is needed to have a library corner in the shop with art books and catalogues. As the space on the walls is limited, a box of books has been designed to add additional display space. To provide a positive experience in the shop and to lengthen the time for a visitor to browse, a bench is needed for visitors to sit while flipping through the books. The customers can leave their bags on the bench or use it for rest. Underneath the bench can be used to store additional books or other shop materials. 6. Low-profile shelves for books and postcards: As opposed to the boxes of books, the low-profile shelves are needed to showcase the covers of "must-read" books or recently received publications. Postcards and other products will also be displayed flat against the wall. 7. Print rack: A wooden print rack will be suitable for showcasing several pieces of artwork reproduced as posters from the collection. The rack will have a foldable structure and gusset locks into location to prevent the unit from collapsing. <p><u>Museum Shop Furniture</u></p>	

8. **Full-length mirror:** An in-shop mirror is needed to complete the customer experience, as customers generally need to try on the jewelry and clothing before purchasing. The mirror will help the customers decide whether the product is a good fit or not. Moreover, a large size mirror enhances the shop's interior design by visually adding more space to the shop.
9. **Traditional rug:** A traditional rug from Shirak region is needed to add a traditional setting to the shop's modern atmosphere. The rug serves as a linkage between the contemporary interior of the shop and the 19th century traditional two-floor house of the museum.
10. **Roller shades:** Two roller shades are needed to prevent the direct sunlight from getting into the room and distracting the customers from the purchasing process. The shades will cover the windows.
11. **Roller shades installation:** The roller shades require professional installation on-site in the museum shop space.
12. **Handmade ceramic lamps:** Ceramic lamps are needed to adjust the design of the shop and tailor it to the theme of the museum. Hanging lamps are more functional as they save space and light the room from above. The ceramic lamps will be inspired by the collection of the sisters.
13. **Clothing hangers:** The rack with clothes hangers will be placed on clothing rack so that the customers can view and browse through the clothes as they enter the shop.
14. **Wooden table:** An antique wooden traditional table is needed to offer additional space for pieces to be displayed and also facilitate the flow of the visitors in the rather narrow space.
15. **Magnetic wall:** A great selection of magnets with reproductions of artworks from the museum collection will be on display on a magnetic wall.
16. **Magnetic wall frame:** A frame will be needed for the magnetic wall to ensure it is securely hung on the wall and can support the ceramic magnets.
17. **Cash counter chair:** A chair will be placed behind the cash counter for the vendor to be able to sit and serve the customers properly.
18. **Spotlights:** Eleven spotlights are required to ensure that the room has appropriate lighting besides the ceramic lamps. The lights will be placed throughout the shop to balance the lighting of the room. The proper lighting enhances the appearance of the products and ensures that everything is well-lit.
19. **Ceiling light track (1m):** Two ceiling light tracks of 1m are required to fix the spotlights and light the museum shop shelves properly.
20. **Ceiling light track (2m):** Four ceiling light tracks of 2m are required to fix the spotlights and light the museum shop shelves properly.

Museum Shop Renovation Materials

21. **Wall paint:** White and grey wall paints are needed for the museum shop walls and ceiling in order to help highlight the products displayed on the shelves.
22. **Gypsum-based plasterboard:** In order to clean the wall of the shop and make it more even, gypsum-based plasterboard needs to be applied.
23. **Mold plasterboard:** after applying the layer of gypsum-based plasterboard, a final layer of mold plasterboard will be applied as a wall finish, making the wall ready for paint.


24. **Electrical cords:** 50 meters of cords are needed to install the lighting system enhancing the display of the shop products.
25. **Electrical cord holders:** The 50 meters wire cords will stick to the wall using cord holder clips.
26. **Sandpaper:** Before painting the museum shop walls, the walls should be sanded with sandpaper.
27. **Wood spackling paste:** In order to make the windows and windowsill even, a wood spackling paste will be applied.
28. **Wall net:** A wall net is needed to strengthen the wall cracks.
29. **White paint for wood:** The windows and windowsill will be painted in white to keep the old house's style intact.
30. **White paint solvent:** In order to thin oil-based paint, a solvent will be applied.
31. **Electrical socket:** Three electrical sockets will be put in the museum shop in order to use them for the display and the shop equipment.
32. **Sand:** Sand is required in the subfloor layer underneath the granite tiles in the museum shop.
33. **Cement:** Cement is required in the subfloor layer underneath the granite tiles in the museum shop.
34. **Pumice:** Pumice will be used for the flooring to make lightweight concrete and insulative low-density cinder blocks.
35. **Perlite:** Perlite will be used as a filler for the flooring because of its high insulating qualities, light weight, and versatility.
36. **Granite tiles:** In order for the visitors' buying experience to be enjoyable, granite floor tiles need to be installed in the room. The granite tiles will have a wood effect to be in line with the overall design of the historical building of the museum.
37. **Granite tile glue:** In order to affix the tiles to the cement subfloor, ceramic granite tile glue is necessary.
38. **Plinth:** Plinth will be used as a baseboard around the entire room where the tile meets the wall.
39. **Light switch:** A light switch is needed to operate electric lights.
40. **Transportation:** In order to deliver all the materials to the museum in Gyumri, transportation will be needed from Yerevan.

List of Goods Requested

Detailed Description of Item (include all technical specifications, including manufacturer and model, if applicable)		Quantity	Estimated Cost in AMD	Estimated Total Cost in AMD
Museum Shop Shelves				
1	Clothing rack (1.2mx2.94m)	1	75,000	75,000
2	Shelves for handmade products (1.02mx2.94m)	2	130,000	260,000
3	Cash counter with a jewelry box	1	600,000	600,000
4	Special shelf for ceramics (1.2mx1.2m)	1	100,000	100,000
5	Box for books and bench	1	180,000	180,000

6	Low-profile shelves for books and postcards	1	40,000	40,000
7	Print rack	1	45,000	45,000
Museum Shop Furniture				
8	Full-length mirror (2.5sqm)	1	30,000	30,000
9	Traditional rug	1	200,000	200,000
10	Roller shades (1.144mx2.204) (sqm)	5.5	16,000	88,000
11	Roller shades installation	1	10,000	10,000
12	Handmade ceramic lamps	5	40,000	200,000
13	Clothing hangers	10	1,000	10,000
14	Wooden table	1	150,000	150,000
15	Magnetic wall (45x60cm)	1	5,000	5,000
16	Magnetic wall frame	1	3,000	3,000
17	Cash counter chair	1	45,000	45,000
18	Spotlights	11	20,000	220,000
19	Ceiling light track (1m)	2	3,000	6,000
20	Ceiling light track (2m)	4	5,000	20,000
Museum Shop Renovation Materials				
21	Wall paint (liters)	20	6,000	120,000
22	Gypsum-based plasterboard (30kg)	4	4,100	16,400
23	Mold-based plasterboard (30kg)	4	6,200	24,800
24	Electrical cords (meters)	50	250	12,500
25	Electric cord holder	100	6	600
26	Sandpaper	40	200	8,000
27	Wood spackling paste (0.7 kg)	3	550	1,650
28	Wall net (90m)	5	1,100	5,500
29	White paint for wood (2.5 liter)	1	8,000	8,000
30	White paint solvent	1	710	710
31	Electrical socket	3	650	1,950
32	Sand (sack)	76	300	22,800
33	Cement (50 kg)	26	2,800	72,800
34	Pumice (50 kg)	250	400	100,000
35	Perlite (50 kg)	30	400	12,000
36	Granite tiles (22 sqm)	22	9,500	209,000
37	Granite tiles glue (25kg)	8	2,000	16,000
38	Plinth (meters)	18	1,750	31,500
39	Light switch	1	750	750
40	Transportation for furniture and renovation materials	1	50,000	50,000
TOTAL:				3,001,960

Add additional information on reverse side of this form if necessary

Signature of Applicant	Signature of Technical Specialist
	
Date:	Date:

Reviewed by: Alisa Ayyazyan, Finance and Operations Manager _____

Approved by: Sisak Mkhitarian, Chief of Party _____