



**Community Festival “FROM MOWING TO VARDAVAR” takes place in Ijevan
with the EU Support**

Press Release

On July 20-22, 2023, Ijevan Community Hall will hold a three-day cultural Festival titled "From Mowing to Vardavar". The Festival's program is based on the conceptual idea of the cultural development strategy of Ijevan developed in the framework of the EU-funded project EU4Culture. The Festival will be held in the communities of Ijevan, Khashtarak, Achajur and Berkaber, with the participation of all residents of all villages.

The purpose of the Festival is to boost the activity of the cultural and economic life of the multi-settlement Community of Ijevan and to ensure the development of a cooperative approach and cultural industry through cultural initiatives. A three-day comprehensive cultural and entertainment agenda awaits the residents and guests of the Community.

July 20, Ijevan/Khashtarak: Day 1 will start with the "Crafts and Art" fair of local products, a performance of a tightrope walker, an exhibition of painting and handicrafts, creation of large canvas titled "Our Ijevan" in Vernatun cultural centre, a showcase of traditional games of Tavush Region, and a concert.

On the same day, the Khashtarak Community is organizing hiking to Khashtarak Mountain, a mowing contest based on some episodes from the movie "We and Our Mountains", a theatre performance, an open-air movie screening and an evening discotheque.

July 21, Achajur: Day 2 will start with a trip to Makaravank Monastery, exhibition and sale of harvests and handicrafts, evening church service, a concert, bonfire.

July 22, Berkaber: Day 3 will start with a fair of harvests, a tightrope walker performance, an exhibition of painting and handicrafts, a concert, a movie screening, an evening discotheque, and of course, traditional "Vardavar".

For questions and additional information, please call:

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The main approaches of the project “We and Our Mountains” are the decentralized cultural development and the focus on the settlements of the Ijevan Community, as well as the development of creative and proactive thinking among the Community’s population.

***The goal of the Project is** to create a strong and cooperative cultural environment in the enlarge community of Ijevan by promoting the development of the cultural industry and maintenance of cultural heritage. The Project, in cooperation with the “Urban” Foundation of Sustainable Development, is implemented by the Ijevan Community Hall. The EU4Culture Program is funded by the European Union to support the cultural and creative sector, with a particular focus on community cities and towns in the regions of the Eastern Partnership countries. The Program is implemented by the Goethe Institute (the lead), Czech Centres, the Danish Cultural Institute and the French Institute of Georgia.*



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