

ARTmenia

A creative experience through place

MAY 22-29.2027

*

FOR THE CURIOUS AND CREATIVE.
FOR THOSE WHO SEEK INSPIRATION IN PLACES, PEOPLE & EXPERIENCES.

curated by

@CANDEETT @CHECHU.ARMENIA

WHAT IS **ARTmenia?**

A JOURNEY **DESIGNED TO EXPAND YOUR CREATIVITY** WHILE DISCOVERING 📍**ARMENIA.**

THROUGH CULTURE, NATURE, MOVEMENT, FOOD, SOUND, DESIGN AND HANDS-ON EXPERIENCES.

WE EXPLORE NEW PLACES WHILE ENGAGING THE SENSES IN DIFFERENT WAYS. EACH EXPERIENCE BECOMES **AN OPPORTUNITY TO CONNECT, OBSERVE, CREATE** AND **SEE THINGS FROM A DIFFERENT PERSPECTIVE.**

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WHY **ARMENIA?**

ARMENIA IS A PLACE WHERE **NATURE, CULTURE,** AND **CREATIVITY MEET.** STILL RELATIVELY UNDISCOVERED BY INTERNATIONAL TOURISM, IT OFFERS AN AUTHENTIC EXPERIENCE, WHERE TRADITIONS REMAIN ALIVE AND **MEANINGFUL CONNECTIONS** HAPPEN NATURALLY.

WE BELIEVE **CREATIVITY GROWS THROUGH EXPERIENCES,** *THROUGH WHAT WE SEE, TASTE, FEEL, AND DISCOVER.*

ARTMENIA WAS BORN FROM **THE DESIRE TO SHARE THIS LAND** THROUGH A JOURNEY THAT AWAKENS THE SENSES, INSPIRES, AND OPENS NEW WAYS OF CREATING. FOR US, **IT ALL BEGINS WITH OUR ARMENIAN ROOTS**, A PERSONAL CONNECTION TO THIS LAND THAT WE CAN'T WAIT TO SHARE WITH YOU.

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THE CURATORS

CANDE TOROSIAN
PHOTOGRAPHER · GRAPHIC DESIGNER · CREATIVE DIRECTOR

CHECHU ESAYAN
ARTIST · INDUSTRIAL DESIGNER · ARMENIA TOUR COORDINATOR

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TWO CREATIVE BACKGROUNDS, CONNECTED BY ARMENIAN ROOTS AND A SHARED INTEREST IN CULTURE, DESIGN, AND THE STORIES THAT PLACES HOLD.

AGENDA

THE ITINERARY IS DIVIDED INTO **THREE STAGES**, EACH OFFERING A DIFFERENT WAY TO EXPERIENCE ARMENIA:

YEREVAN Architecture, contemporary culture, design, fashion, and independent spaces.

↓

DILIJAN Mountains, nature, heritage, craftsmanship, and local life.

↓

YEREVAN Time to reconnect, reflect, and share.

*Note: The ARTmenia journey begins on **May 22 at 1:00 PM**. Please make sure to arrive in Armenia in time for the start of the experience.*

1 | Yerevan

DAY 1 - EXPLORATION & INTRODUCTION

- Settling into accommodation
- **Museum** **Ticket included*
- **Architecture & Inspiration Walk** **guided*
- First Night Gathering **1 welcome drink*

DAY 2 - CULTURE & SENSES

- **Visit traditional & historical places:** Charents Arch / Geghard monastery / garni temple
- **Sound experience:** Traditional choir
- **Nature:** Symphony of Stones
- **Touch & taste:** Lavash making
- **Lunch** **included*
- Sunset meeting at Cascade
- Free evening

DAY 3 - DESIGN & CREATIVITY

- **Design & coffee tour:** Specialty coffee, vintage shops, emerging local brands, photography, galleries & creative spaces
- Lunch time break
- **Shape & Create:** Armenian Carving
- **Move & Express:** Armenian Dance
- Free evening

2 | Dilijan

DAY 4 - NATURE & CONNECTION

- **A new landscape:** Breakfast & road trip
- Explore a unique underground world carved by hand.
- **Stop by the lake** + outdoor activity & Empanadas **lunch included*
- Stop at Tzovakyug Market
- **Arriving in Dilijan**: Settle into accommodation
- DISCOVER DILIJAN: Walk through the town center
- **Cooking & creative activity** at the house (included within a budget)

DAY 5 - NATURE & FLOW

- Start Slow: Breakfast
- **Move through nature:** Short hike
- **Pause & explore:** Lunch + free time
- Create at home: Creative activity at the house
- Free evening in Dilijan

3 | Yerevan

DAY 6 - CRAFT & TRADITION

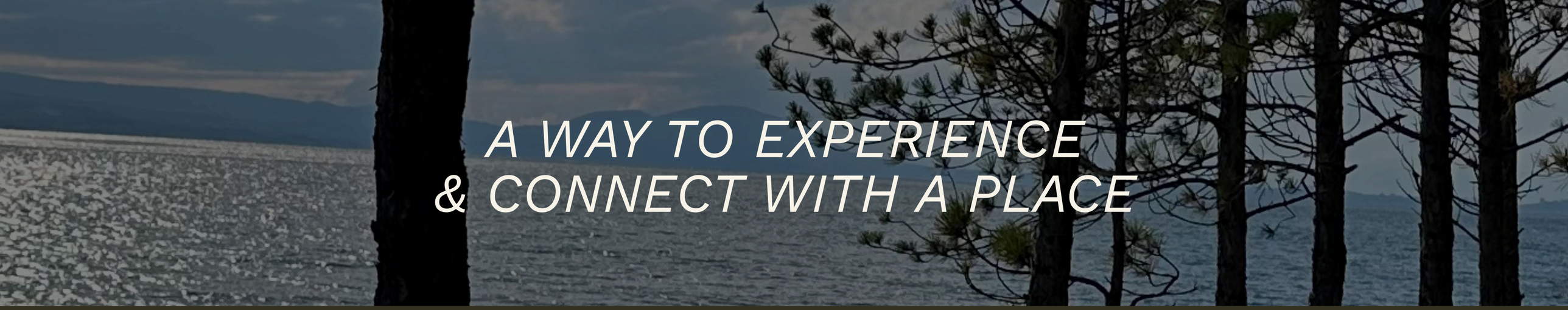
- A slow morning: Breakfast
- **Cooking Traditions:** Gata cooking class
- **Patterns:** Carpet weaving class
- Back to the city: Check-in at the hotel
- Free evening

DAY 7 - TASTE & EXPRESSION

- Taste Armenia: Karas Winery & wine tasting
- Food & creative experience **lunch included*
- Pause & Rest
- Move together: Friday traditional ritual in Yerevan
- Free dinner

DAY 8 - CLOSING

- One last morning: Breakfast
- Farewell: Closing the journey



A WAY TO EXPERIENCE
& CONNECT WITH A PLACE

WHO IS **ARTmenia** FOR?

***ARTMENIA** IS FOR **CURIOUS MINDS** AND **CREATIVE SOULS.**
FOR ARTISTS, DESIGNERS, PHOTOGRAPHERS, ARCHITECTS, MAKERS, AND ANYONE
DRAWN TO CULTURE, VISUAL EXPRESSION, CRAFTSMANSHIP, AND NEW PERSPECTIVES.

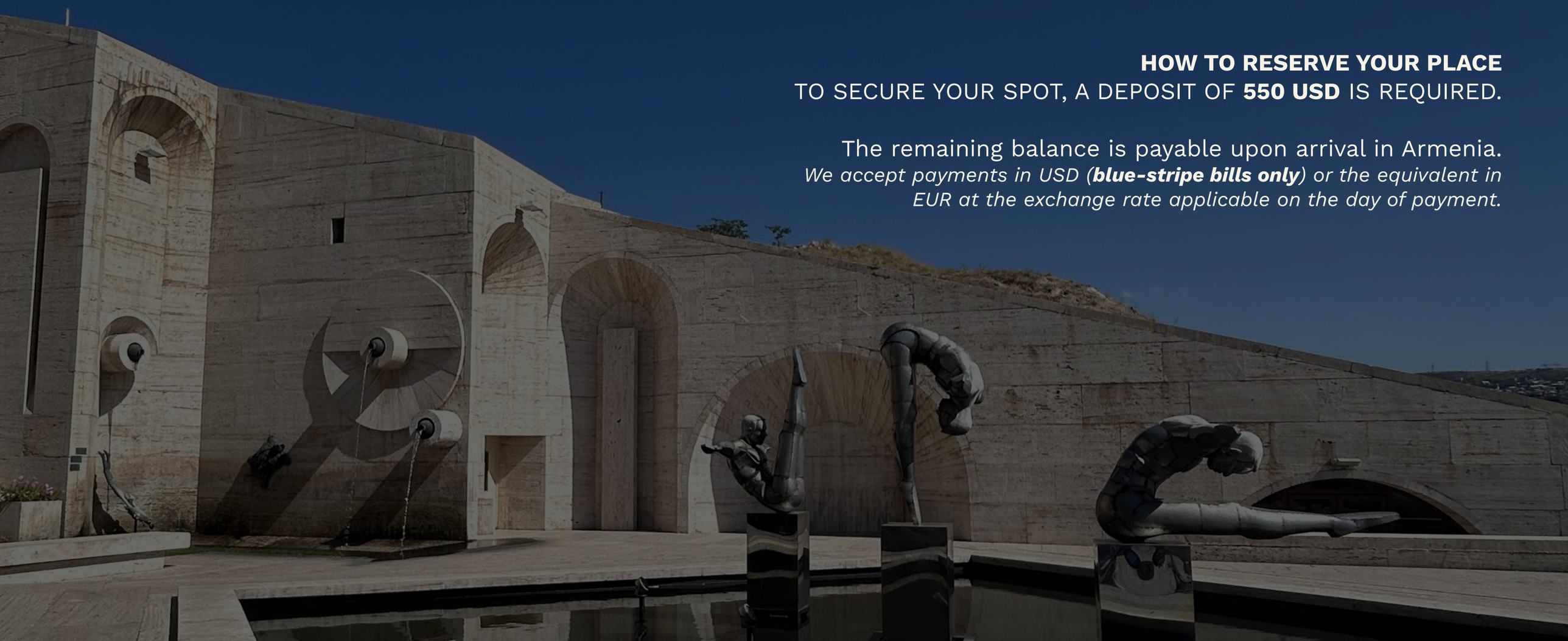
IMPORTANT

YOU DON’T NEED TO WORK IN A CREATIVE FIELD TO BE PART OF ARTMENIA.
WHAT MATTERS IS YOUR CURIOSITY, YOUR OPENNESS, AND YOUR DESIRE TO DISCOVER, CONNECT, AND SEE THE WORLD DIFFERENTLY.

INVESTMENT

DOUBLE/TRIPLE ROOM
2.030 USD PER PERSON

SINGLE ROOM
2.290 USD PER PERSON



HOW TO RESERVE YOUR PLACE
TO SECURE YOUR SPOT, A DEPOSIT OF **550 USD** IS REQUIRED.

The remaining balance is payable upon arrival in Armenia.
*We accept payments in USD (**blue-stripe bills only**) or the equivalent in EUR at the exchange rate applicable on the day of payment.*



INCLUDED

- Accommodation in Yerevan: Hotel 3*
- Accommodation in Dilijan: Shared House.
- All ground transportation
- All cultural visits and excursions with tickets
- All creative workshops + Materials
- All activities
- Tour coordination throughout the program
- All breakfast
- 3 Lunches
- 1 Dinner (At Dilijan Home)
- 1 Welcoming drink
- Photographic coverage throughout Artmenia

EXCLUDED

- International flights to and from Armenia.
- Meals not specified in the program.
- Travel inssurence
- Visa expenses (if necessary)

GROUP SIZE & CANCELLATION POLICY

IMPORTANT

ARTmenia is designed as an intimate, **small-group experience.**
A minimum of 8 participants required for the tour to take place.

We recommend waiting until the minimum group size is confirmed before booking your flights.

If the minimum number of participants is not reached, your deposit will be fully refunded.

Once the group is confirmed, **the deposit becomes non-refundable,** as it is used to secure accommodations, activities, and other arrangements for the journey.


observe
create
share
discover
experiment
connect
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COME WITH US !



BE PART OF ARTMENIA :)
A PLACE TO DISCOVER, CREATE, CONNECT AND SEE THINGS DIFFERENTLY.

MAY 22-29.2027 · LIMITED GROUP

LANGUAGES: ARMENIAN · ENGLISH · SPANISH



HAVE QUESTIONS OR WANT TO **RESERVE YOUR SPOT**?

GET IN TOUCH WITH US.
WE'D LOVE TO HAVE YOU ALONG!

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ARTmenia — Frequently Asked Questions

CAN YOU HELP ME WITH MY FLIGHTS?
Absolutely! Let us know where you're traveling from, and we'll help you explore the best flight options to Armenia.

CAN I JOIN ON MY OWN?
Of course! In fact, we encourage it. ARTmenia is all about meeting new people, sharing experiences, and creating meaningful connections. Come solo, leave with new friends!

DO I NEED TO BE AN ARTIST or CREATIVE TO JOIN?
Not at all! ARTmenia is for anyone who feels curious, creative, or simply wants to explore new ways of expressing themselves. No artistic experience is required, just an open mind and a willingness to try something new.

DO I NEED TO HAVE ARMENIAN ROOTS?
Absolutely not! While ARTmenia was born from our own Armenian heritage, this journey is open to everyone, regardless of their background.

WHAT IF I'VE NEVER TRAVELED IN A GROUP BEFORE?
That's completely fine! ARTmenia is designed as a small-group experience, with plenty of opportunities to connect, but also space to enjoy your own time.

WILL THERE BE FREE TIME?
Yes! We believe inspiration also comes from slowing down. The itinerary includes time to rest, reflect, explore, and simply enjoy being in the moment.

WHAT IF I HAVE DIETARY RESTRICTIONS?
Let us know in advance! We'll do our best to accommodate vegetarian, vegan, celiac and other dietary preferences throughout the journey.

WHEN SHOULD I BOOK MY FLIGHTS?
We recommend waiting until the minimum group size of 8 participants has been confirmed before purchasing your flights.

WHAT HAPPENS IF THE TOUR DOESN'T REACH THE MINIMUM GROUP SIZE?
If we don't reach the minimum of 8 participants, the tour will not take place and your USD 550 deposit will be fully refunded.

IS THE DEPOSIT REFUNDABLE IF I CANCEL?
Once the minimum group size is reached and the tour is confirmed, the deposit becomes non-refundable, as it is used to secure accommodations, activities, and other arrangements.

WHEN SHOULD I ARRIVE IN ARMENIA?
ARTmenia officially begins on May 22 at 1:00 PM. We recommend arriving at least one day earlier so you can settle in and start the journey feeling refreshed.


SEE YOU IN
ARTmenia!
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