

ARMENIAN JEWELLERS FOUNDATION

L  **ST**
TREASURES
OF ARMENIA



Geneva, 2015

A STRATEGIC PARTNERSHIP



**Russian Museum of
Ethnography, Saint-Petersburg**



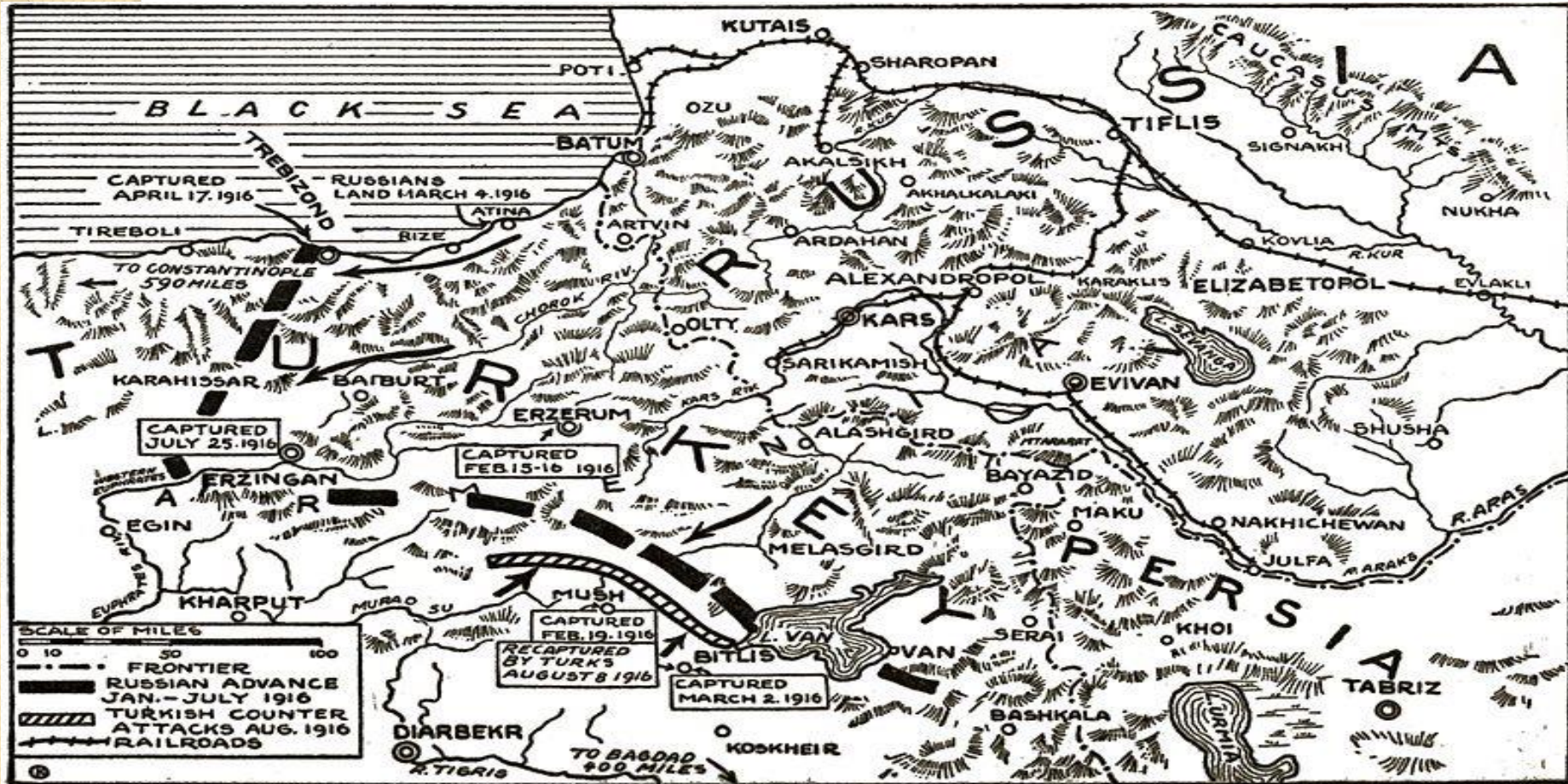
**Armenian Jewellers
Foundation**

A project dedicated to the memory of the victims of the Armenian Genocide.



1916: Miller Archives (unpublished)

EXPEDITION OF THE IMPERIAL ACADEMY



THE EXPEDITION

- ❑ **In 1916, in the midst of the Armenian Genocide, the Russian Imperial Academy organized an expedition to salvage valuable cultural artifacts.**
- ❑ **Major specialists of oriental studies, archeology and ethnography like Orbeli & Marr took part.**
- ❑ **The vast majority of the expedition's collection consisted of Armenian art.**
- ❑ **The expedition specifically targeted Armenian art.**



Motivations justifying an expedition to the Caucasian front-line submitted to Emperor Nikolay II

“Wartime conditions could not avoid affecting adversely the ancient monuments of the country [Armenia]: many monasteries with rich collection of ancient manuscripts and vestries were completely robbed by the Turks, many temples have been destroyed. Moreover, this region well known for its ancient monuments will be pervaded by private collectors and buyers who will harm scientific works. The way of life of the local population will be disturbed and in most cases the inhabitants will be forced to leave their settlement and belongings...”

THE ARMENIA COLLECTION



Alexander MILLER



- ❖ Alexander Miller and his team traveled to historic Armenia on behalf of the Museum of Ethnography.
- ❖ They acquired hundreds of artifacts including jewellery, costumes and embroidery from Van, Mush and Bitlis.
- ❖ For almost 100 years the collection was stored away.
- ❖ Only recently in 2012, it was rediscovered and partially exhibited under the title: Peoples of South Caucasus: Objects of culture and the Armenians' mode of life.



- **Miller's collection is not a chance acquisition like all others, it is an all-encompassing representation of Western Armenian society.**
- **All artifacts were chosen for their authenticity and not fashion.**
- **Miller's team consisted of highly regarded ethnographers who used rigorous scientific approach.**
- **The expedition journal provides critical clues on facts and locations.**

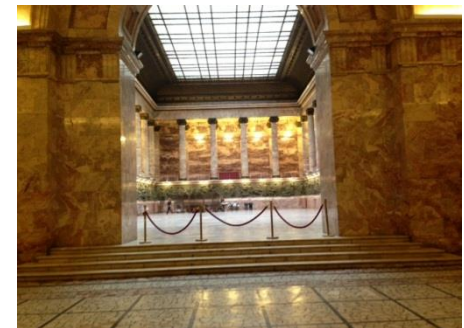
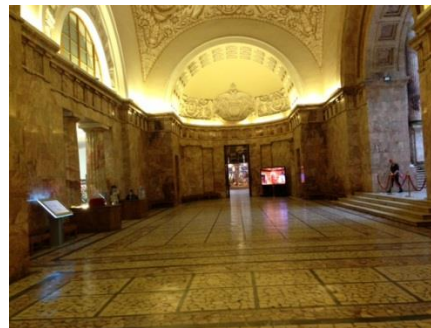
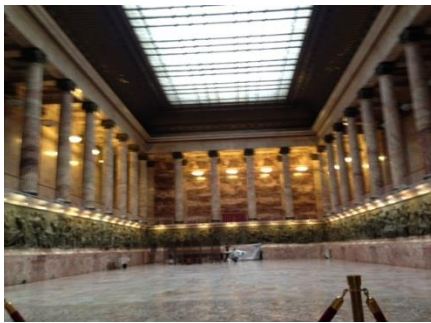
THE PROJECT



- **A 100th Anniversary tribute to promote awareness.**
- **Research, catalogue and digitize the entire collection and expedition journals.**
- **Publish in Armenia a high-quality bilingual museum catalogue featuring both artifacts and analyses.**
- **Include the unpublished journal and pictures of the expedition.**
- **Plan follow-up activities: events, exhibits, online catalogue both AJF and Museum's websites.**

PROMOTING RESULTS

- 1) **Regional distribution of 3000 copies.**
- 2) **Kicking-off of the 100th Anniversary remembrance on April 21, 2015, with the first full exhibit of the Miller Collection at the Museum in St-Petersburg with official event.**
- 3) **New exhibits and book launchings in Yerevan, New York and other locations.**



The Museum halls where the first full exhibit and catalogue launching will take place during a major bilateral remembrance event in the presence of dignitaries.



1916: Miller Archives (unpublished)

AJF'S MISSION

Armenian
Jewellers
Foundation

Geneva, Switzerland

Advancing the Heritage of Armenians in Jewellery

TO ADVANCE THE HERITAGE OF ARMENIANS IN JEWELLERY

Our mission is to identify the impact on global trades and the art of jewellery making by Armenians and facilitate knowledge transfer to a new generation of industry leaders.

“Armenians are to jewellery what the Swiss are to watches”

We advance our heritage by:

- Investigating historical achievements in jewellery,
- Documenting present-day achievers and raising awareness,
- Providing grants to deserving students.



Conference on Miller's Armenian jewellery with Ministry of Diaspora



Conference of the Int'l Association of Armenian Studies at Matenadaran



UCLA Conference at Gulbenkian Foundation on diamond traders (webcast by AJF)



Regional Director Aza Babayan at AJF's booth during Yerevan Show 2014.

From ancient times ...



❖ First diamond engagement ring by Archduke Maximilian in 1477.



❖ Czar's throne presented by Zakharia Saradarov of the Armenian Trading Company in 1659.

❖ Diamond trading in Europe by Marcara Avachinz of the French Indian Trading Co., ca. 1664.

to present-day Achievers



Jennifer Lopez kicks-off FIFA World Cup 2014 wearing jewellery by YEPREM



"Little Armenia"

The district of Armenian jewellers in Paris



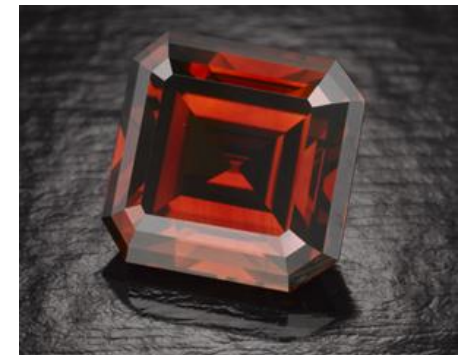
The Harrods Princess by Backes & Strauss adorned with 80 Zambian emeralds & 241 diamonds



Stella and Pirouetta Collections by Kirk Kara



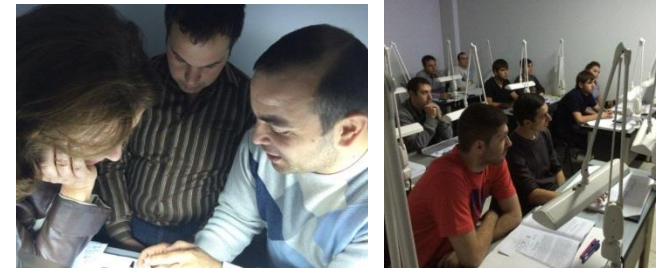
The B Collection By Gumuchian



The Kazanjian Red
3rd Largest Red Diamond (5.05 ct.)

Educating Future Industry Leaders

AJF and the Armenian Gemological Laboratory and Academy partnered to deliver a gemological certificate program in Diamond Grading to 5 students from diverse communities.



2014 AJF Graduates

- 1) Syriahay expatriate
- 2) Border villager resident
- 3) Iraqahay expatriate
- 4) Earthquake zone orphan
- 5) Libanahay diasporan



THE ARMENIAN FRANCK MULLER INITIATIVE

LIMITED EDITION GOLD & STAINLESS STEEL FRANCK MULLER WATCHES DEDICATED TO THE ARMENIAN ALPHABET



JOIN OUR ELITE PATRONS CLUB AND OWN YOUR UNIQUE FRANCK MULLER WATCH TODAY.

The House of Franck Muller, founded in 1991, creates exclusive timepieces, characterized by complex mechanism and distinct designs, hence the slogan "Master of Complications". The watches have become part of AJF's fundraising campaign ever since CEO Vartan Sirmakes generously agreed to produce limited edition watches especially for AJF.

ONLY 38 of these Gold and Stainless Steel series are being produced, each dedicated to ONE letter of the Armenian Alphabet. This is a once in a lifetime opportunity to support AJF's mission and own a unique Franck Muller timepiece, made one-of-a-kind since the engraved letter of your choosing will not be duplicated.

FRIENDS OF AJF

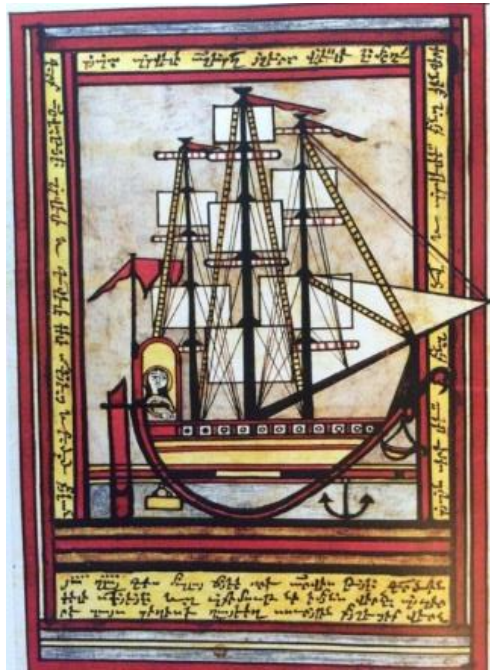
All those who support our fundraising efforts are forever recognized as AJF PATRONS and FRIENDS.



**Special thanks to
Mr. Vartan Sirmakes
of the Franck Muller
Company and to all
members of our
PATRONS CLUB.**

PLANNED ACTIVITIES 2015/16

Project	Description
Scholarships	A) Ten students to pursue a certificate program in Diamond Grading. B) Two Students at the European School of Design, and the Gemological Institute of America (Graduate Gemologist Program).
History Conference	Launch Historical Legacy Research Program with 3 Day Conference in Europe co-organized by a leading university.
25 Facts on Am. Jewellery	Research, identify and photograph Armenian jewellery masterpieces and published booklet .
History Research Coordination	Hire Historical Research Associate to consolidate, support and coordinate international research.
Present-Day Achievers	Create Contemporary Armenian Jewellery Masterpiece Collection and feature in a high-quality publication.
Lost Treasures of Armenia	Organize book launchings and exhibits of Miller's 1916 Armenia collection.
Communication & Sponsorship Program	Utilize opportunities to recognize and give benefits to sponsors, such as: the AJF Annual Report, Donor Recognition Event, Newsletter, Website, Virtual Heritage site, legacy research seminar .



Thank you

www.ajafoundation.org