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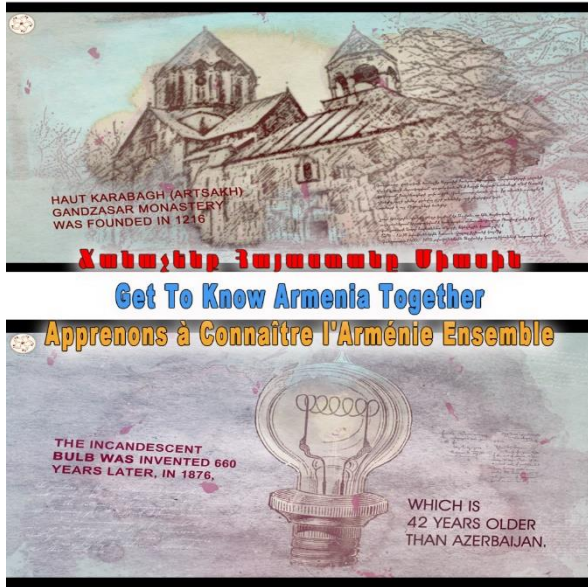
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Project name: **"Let's get to know Armenia together"**

Support us against Azerbaijani anti-Armenian disinformation and the distortion and slaughter of centuries-old Armenian history.

A series of multilingual videos

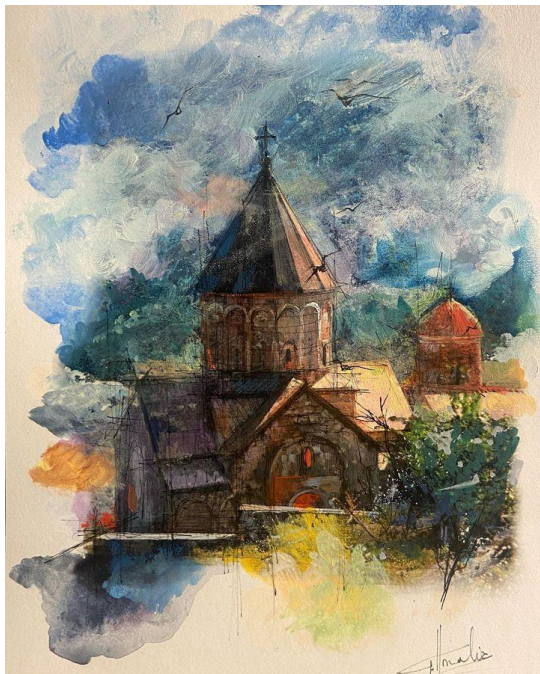
(the duration of a video is 18 to 23 seconds, translated into 7 languages - Total 77 movies)



Brief description :

The Cultural Association "Union Franco-Armenienne" (UnionFrArm) is a non-profit association based in France, which initiated the implementation of the project "Let's learn to know Armenia together". The project is a series of 11 animated shorts, promoting Armenia's cultural heritage and helping to discover its gems. All animated films emphasize the uniqueness and antiquity of the cultural heritage presented. One of the key points of each animated film is to show and mention how many years each historical monument is older than Azerbaijan.

Armenian historical and cultural Christian monuments will be presented in the films in the form of fine watercolors from the brushes of artist Amalie Galstyan.



©Amalie Galstyan

The "Franco-Armenian Union" had the idea for the project "Let's get to know Armenia together" during the 44-day war in 2020, when in addition to the real war that was taking place on the battlefield, an equally aggressive parallel war was also taking place in the media and social

networks. platforms. It was at this exact moment that the project team realized the importance of showing the world the truth and sharing the real facts about what Armenia and its cultural heritage is.

The project "Let's get to know Armenia together" is also extremely important today, when the world urgently needs to learn the facts and see the truth, which is constantly distorted by the Azerbaijani propaganda actively promoted in the social media.

Considering the urgency and great importance of spreading the real facts and sharing the information with a wider international audience, the project team has already created the first animated film dedicated to the Gandzasar Monastery in Artsakh. This 17-second animated film shows and highlights when the monastery was established and how far the Armenian nation and its culture was ahead of others.

During this first phase of the project, it is planned to create 11 animated films, which will be widely and actively disseminated in social media, as well as among international media sources. Each of the films will be translated into seven languages to be accessible to the general public.

The mission:

One of the biggest global problems today is the receipt and dissemination of false information from unknown sources. It influences people's thinking, determines specific attitudes towards people or events. Usually, people immediately believe the information presented without further fact-checking. Due to the intensive and widely disseminated propaganda broadcast by the Azerbaijani media, the ancient Armenian heritage is presented as Albanian or Azeri, which creates a false image for the international public.

It takes intensive work, a lot of effort and several proofs to show the opposite and make people believe and see the truth.

The entire social community of Armenia and the Diaspora works tirelessly to eliminate false information. There is a strong need for professionally developed audio and video content that can be shared and broadcast with confidence internationally.

The Cultural Association "Union Franco-Armenienne" is one of the non-profit organizations based in Europe that works hard to enlighten the public and show what the real Armenia is.

Solution:

The UnionFrArm is very active in the cultural and social life of the Armenian diaspora in France and other European diasporas.

UnionFrArm initiates various cultural events to showcase the rich Armenian culture.

There is still a huge need for high quality creative output to fill the huge gap, especially in social media - as the main source of information. Unexpected new projects like this are crucial as a complement to the existing limited sources showing real facts about Armenian cultural heritage and highlighting their importance for all humanity.

"Let's get to know Armenia together" is a series of animated short films (15-20 sec), very engaging, dynamic, informative, which interest viewers. The films provide specific facts about selected Armenian monuments. The translation of the 11 films into 7 languages will target a wider audience.

UnionFrArm coopère avec des structures médiatiques et culturelles, prêtes à diffuser ces films d'animation, à les présenter à la télévision.

Organiser des conférences consacrées à la préservation des monuments historiques et culturels chrétiens arméniens.

Nous les diffuserons sur diverses plateformes sociales, festivals internationaux, nous les diffuserons dans leurs réseaux et pays.

Nous organiserons des expositions des peintures d'Amalie Galstyan, qui seront présentées dans nos films. Tous les films de la série seront présentés dans le cadre des expositions, et comme la série sera multilingue, nous organiserons des expositions dans de nombreuses grandes villes du monde.

Aim:

The project "Let's get to know Armenia together" provides access to high quality video material that can compete with what is already created by Azeries.

Since there is no such video content on the web, the UnionFrArm decided to fill this gap.

More people - Armenians and non-Armenians - will discover our country, its history, its ancient monuments.

The videos will go viral, drawing attention to Armenia and Artsakh, and serving as a primary source of information and reference when needed.

Measurable result:

The animations of the project "Let's get to know Armenia together" are expected to be widely distributed, the videos will be instantly recognizable, the next ones are expected and requested by international audiences, and even serve as a reference for popular bloggers and social media influencers.

The UnionFrArm expects the animations to be in high demand and used for educational purposes, as a trusted source of information for the public.

Beneficiaries:

In the long term, the project "Let's get to know Armenia together" is beneficial for all Armenians, regardless of where they live.

It is a great opportunity to increase the visibility of the country and is intended to promote Armenia, its culture and its heritage. Showing real facts in just 15-20 seconds is more impressive than writing long texts or explaining anything verbally.

The large Armenian Diaspora around the world will have access to high quality video resources in different languages.

Risks:

The Azeries have worked to spread many false information about the cultural heritage of Armenia, presenting it as Albanian or Azeri. Since the project "Let's get to know Armenia together" presents the real real facts about historical monuments, there is a high risk of creating a ground for another social media war and fighting between them. This can on the one hand negatively affect the project, on the other hand it will arouse more interest towards the project and the animated films.

Other:

Based on the initial research conducted by UnionFrArm, it can be said that the project "Let's get to know Armenia together" will be the one and only project focused on presenting Armenian cultural heritage in the form of animated films. There are no such resources in any language - not even Armenian - and translating animated films into seven languages will add tremendous value and importance to them.

A pilot animation dedicated to Gandzasar proved its great importance and its necessity.

 **Notre ÉQUIPE:**

- Conseil Spirituel - La Congrégation Mekhitariste (Italie, Venise)
-Église apostolique arménienne (France)
- Auteur du scénario et réalisateur du film - Artur Arzoyan (France)
- Artiste -Amalie Galstyan (France)
- Animations - Motion graphiques - Marieta Harutyunyan (Arménie)
- Editeur musical - Aghavni Vardanyan (France)
- Arrangement musical - "Lav Eli" folk rock band (Arménie)
- Digital Comunication Coordinator - Meline Asatryan (France)
- Coordinateur - Hripsimé (Simé) Amirkhanyan (Arménie)

- Web Manager - Khoren Niyazyan (France)
- Consultant - Armen Aroutiounian (France)

👉 <https://www.unionfarm.com/qui-sommes-nous/>

JOB DESCRIPTION

STEP 1: Preparation

List of cultural heritage for highlighting, work closely with the project team to discuss specifics, details, timeline.

STEP 2: Production

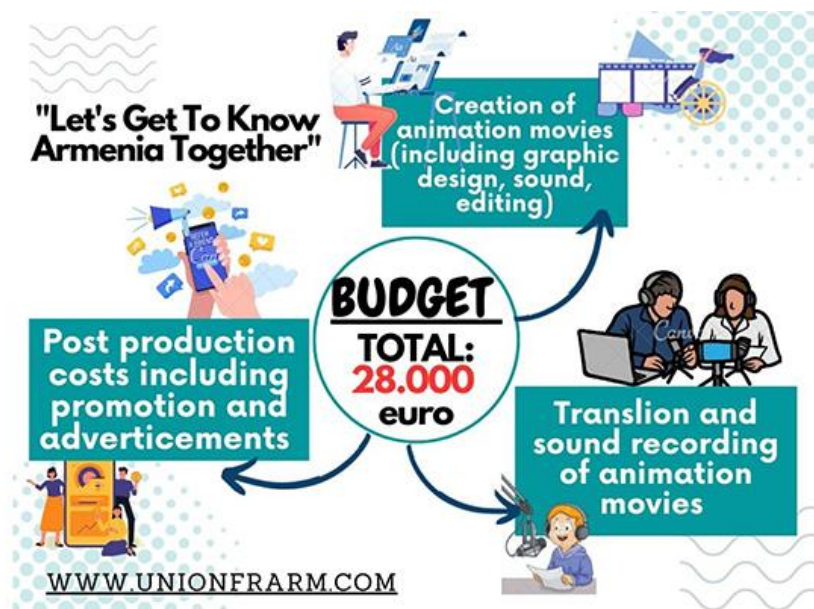
Intensive creation of animations, collecting essential information about each of the historical monuments, paying particular attention to their uniqueness.

STEP 3: Presentation

Video production immediately translated into different languages and widely distributed.

STEP 4: Post-production

Presentations on TV, international festivals, public debates, conferences.



BUDGET:

"Let's Get To Know Armenia Together"

(film series)

Creation of animation movies (including painting, graphic design, sound, editing):

**11 movies x 1100 € =
12100 euro**

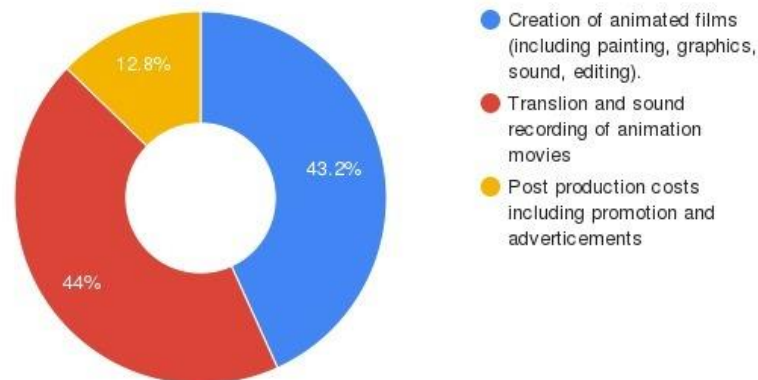
Translition and sound recording of animation movies:

**11 movies x 7 lang. x 160€ =
12320 euro**

Post production costs including promotion and adverticements:

3580 euro

-Total: 28.000 euro-



Contactez-nous:

contact@unionfarm.com

<https://www.unionfarm.com>

 <https://youtu.be/4XSISAdmtsA>