

CHALLENGES OF ART MANAGEMENT AND THE MATERIALIZATION OF ARMENIAN JEWELRY ARTS IN THE REPUBLIC OF ARMENIA

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Introduction

Since ancient times, people have worn jewelry for various reasons. Jewelry was often worn to symbolize different aspects of life, such as social status, religious beliefs, or cultural identity. It was also used as a means of expressing personal style and taste. In many ancient cultures, people used jewelry to complement their attire and enhance their appearance. This was especially evident among women, who often wore jewelry such as bracelets, necklaces, and earrings. In ancient cultures, jewelry was regarded as a form of wealth. Nowadays, traditional Armenian jewelry is becoming increasingly applicable. As we walk through the streets of Yerevan, we often see women and girls wearing rings, bracelets, and various pendants with interesting, antique-style designs. Few people today know that each pattern, image, and type of jewelry, besides its aesthetic significance, also held numerous symbolic and ritualistic functions in traditional culture

Methodology

Studying scientific sources and the experience of different countries is crucial in the field of jewelry art. Designers, in particular, use various strategies and channels to sell their jewelry, catering to different markets, customer preferences, and business models. Here are some common methods designers use to sell their jewelry:

1. *Stores:* Many jeweler-designers utilize their own physical stores or boutique galleries, where customers can personally view and purchase their preferred jewelry. These designers employ various strategies and channels to sell their jewelry, catering to different markets, customer preferences, and business models. The stores can be located in large shopping centers, shop studios, and tourist destinations.

2. *Online Stores:* With the growth of e-commerce, jeweler-designers often sell their creations through their own online stores or websites. This allows them to reach a global audience and cater to customers who prefer to shop online. Online stores can offer a wide selection of jewelry, detailed product descriptions, high-quality images, and secure payment options.

3. *B2B Sales:* Jeweler-designers can wholesale their creations to retail businesses, such as jewelry stores, boutiques, department stores, and online marketplaces.

4. *Trade Fairs:* Designers often participate in exhibitions and trade fairs, where they can showcase and sell their creations directly to consumers. These events provide designers with the opportunity to interact with customers, receive feedback, and build brand

awareness. Exhibitions and fairs serve as platforms for discovering unique and hand-crafted jewelry.

5. *Deliveries*: Some designers may choose to sell their jewelry through deliveries, where they supply their creations to retailers who pay only for the items sold. This arrangement allows designers to showcase their work in established retail environments while minimizing upfront costs. However, delivery agreements typically result in lower profits for designers compared to wholesale or direct sales.

6. *Collaborations*: Designers can collaborate with fashion figures, artists, celebrities, or well-known brands to create limited-edition collections or unique pieces. These collaborations can help designers enter new markets, reach diverse audiences, and enhance their brand image by associating with other influential individuals or brands.

Designers use a combination of these strategies to effectively market and sell their creations, adapting their approach based on their target audience, business objectives, and market trends. By utilizing various sales channels and methods, Armenian designers and brands can effectively market and sell their work, connecting with customers wherever they may be.

Literature review

As the basis for our study and analysis, we have referenced works by Astghik Israelyan, "Armenian Amulets of 18-20th cc"; S.A. Sargsyan, "Theory of Culture and History of Armenian Culture"; Lusik Aguletsi, "Relics of the Past"; Svetlana Poghosyan, "Field Ethnographic Materials"; N. Yernjakyan, "The Moon in Armenian Folk Beliefs and Customs"; and other relevant legal documents.

Scientific novelty

The scientific novelty of this work is related to the management of art, specifically the materialization of Armenian jewelry and silversmithing. By studying the literature, sales methods, models, and strategies, we can assert that the works of Armenian designers, which carry the heritage of Armenian jewelry, contribute to sales that enrich the preservation of cultural heritage, economic strategies, craftsmanship, and contemporary market economics.

Analysis

Throughout millennia, from prehistoric times to the present day, the Armenian people have created a rich and multi-layered culture, of which every Armenian can be proud, viewing its recognition, understanding, and assimilation as integral to their human and national dignity. The power of the Armenian cultural spirit evokes admiration and reverence. [Poghosyan, 1982, 17]. Jewelry has often been worn as part of cultural traditions and rituals. In ancient times, the reasons for wearing jewelry were diverse, and across various cultures and periods, jewelry served multiple purposes – ranging from symbolism and personal expression to spiritual beliefs and economic value [Aguletsi, 2010, 36].

Contemporary Trends in Armenian Jewelry Art. In the 2020s, there has been a renewed interest in Armenian culture and traditions, including jewelry design. This revival has led to the preservation and promotion of ancient Armenian jewelry and cultural heritage. Ancient Armenian jewelry continues to hold its significance and influence in modern times, both in Armenia and among the Armenian diaspora. [Israelyan, 11, 2021] Ancient Armenian jewelry serves as a reminder of Armenia's rich cultural heritage. Many Armenians take pride in traditional pieces that reflect their history and identity. Samples inspired by ancient Armenian jewelry are often incorporated into modern fashion. Elements such as intricate patterns and symbolic motifs are adapted into contemporary designs, capturing people's attention. Today, traditional Armenian jewelry is still frequently worn during significant life events, such as weddings, engagements, and religious ceremonies. These pieces hold symbolic value and are passed down through generations as family inheritance [Yernjakyan, 1979, 8]. Skilled craftsmen continue to create jewelry in the Armenian style, using traditional techniques passed down through generations. Armenian craftsmen blend ancient designs with modern materials and methods, producing unique pieces that combine the past and the present. Ancient Armenian jewelry often features symbols and motifs with deep cultural and religious significance, such as the Tree of Life, which embodies eternity, or the Armenian cross. Wearing these symbols reaffirms a sense of connection to Armenian heritage and identity.

Armenian jewelry, both traditional and contemporary, is gaining increasing recognition in the global market. Craftsmen and designers showcase their work at international exhibitions and online platforms, reaching a wider audience beyond Armenia's borders. Ancient Armenian jewelry is often displayed in museums, cultural galleries, and souvenir shops, attracting visitors interested in Armenia's history and culture. Tourists can purchase replicas or authentic pieces as souvenirs to commemorate their visit. The foundation of contemporary Armenian jewelry lies in the fusion of traditional craftsmanship and the nuances of modern design, reflecting the enduring spirit of Armenian culture while appealing to a global audience. Here are several key aspects that contribute to the vitality of Armenian jewelry:

- *Innovation:* Armenian contemporary jewelers are known for their innovative approach to design, blending traditional motifs and techniques with modern aesthetics. They integrate a variety of materials, forms, and textures to create unique works that cater to today's consumer tastes.
- *Collaboration:* Armenian jewelers and designers often collaborate with artists, fashion designers, and brands to create unique collections. These partnerships foster the development and consumption of new ideas, as well as intercultural exchange.
- *Digital Presence:* Armenian jewelry brands leverage digital platforms and e-commerce channels to reach a broader audience and connect with customers worldwide. Through websites, social media, and online marketplaces, they showcase their craftsman-

ship, engage with followers, and facilitate direct sales, making Armenian jewelry more accessible than ever.

Application of Traditional Motifs in Contemporary Jewelry. In the design of modern jewelry, Armenian traditional ornamentation is often highlighted and integrated in various ways, reflecting a deep appreciation for Armenian culture. Here's how Armenian motifs are utilized in today's jewelry:

1. *Integration of Traditional Motifs:* Contemporary designers often incorporate Armenian traditional motifs and symbols into their designs, such as the symbol of Armenian eternity, the Armenian cross, pomegranate, grape, and floral patterns. These motifs are intricately crafted and presented in jewelry, reflecting the cultural heritage of Armenia. For instance, the Armenian cross, known as Khachkar, is a distinctive symbol of Armenian Christian faith and culture. The Armenian eternity symbol, consisting of intertwined circles, represents the eternal nature of life, love, and faith. In Armenian culture, the pomegranate holds special significance, symbolizing fertility, abundance, and prosperity. The grape motif signifies vitality, growth, and abundance. Mount Ararat symbolizes Armenian identity, resilience, and the connection to ancestral homeland. Cultural symbols, such as the Armenian flag and coat of arms, carry particular meaning within Armenian society, serving as expressions of pride, solidarity, and cultural identity.

2. *Jewelry Patterns:* Filigree, a delicate metalworking technique, has been one of the defining techniques of Armenian jewelry for centuries. Today, contemporary jewelry designers continue to incorporate filigree work into their creations. Jewelry pieces inspired by traditional Armenian designs are adorned with filigree patterns, enhancing rings, earrings, bracelets, and necklaces, showcasing the timeless beauty of this technique.

3. *Enameling:* Enameling is another traditional Armenian craft that is incorporated into contemporary jewelry design. The vibrant colors of enamel are used to highlight Armenian motifs, patterns, adding color and visual interest to the pieces. Enamel techniques – cloisonné and champlevé, are utilized to create intricate designs with depth and texture.

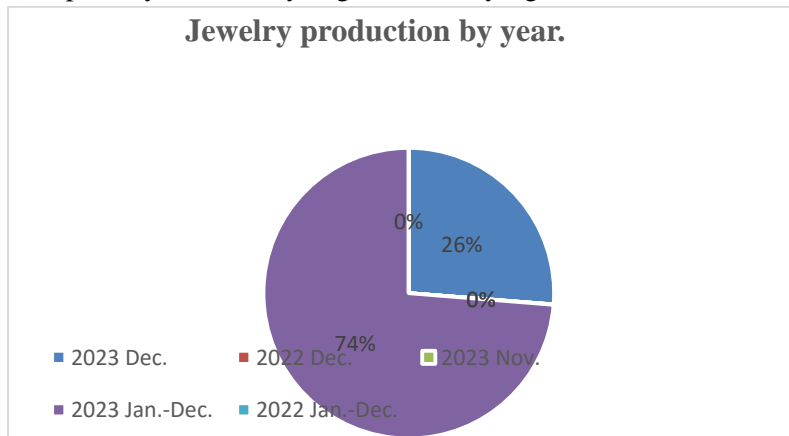
4. *Geometric Patterns:* Armenian architecture and decorative arts feature geometric patterns that are often transformed into contemporary jewelry designs. These geometric motifs can be abstract or stylized interpretations of traditional Armenian elements, resulting in visually striking and modern pieces.

5. *Mixed Techniques and Materials:* Contemporary designers often experiment by combining traditional Armenian ornamentation with modern materials and techniques. For example, Armenian motifs can be integrated into metal or acrylic components and paired with other materials like wood, leather, or resin, resulting in unique and innovative jewelry pieces.

6. *Personalization:* Contemporary designers offer custom options, allowing customers to incorporate Armenian motifs and designs into unique jewelry pieces. This personalization enables to create unique items reflecting identity, connection to Armenian culture.

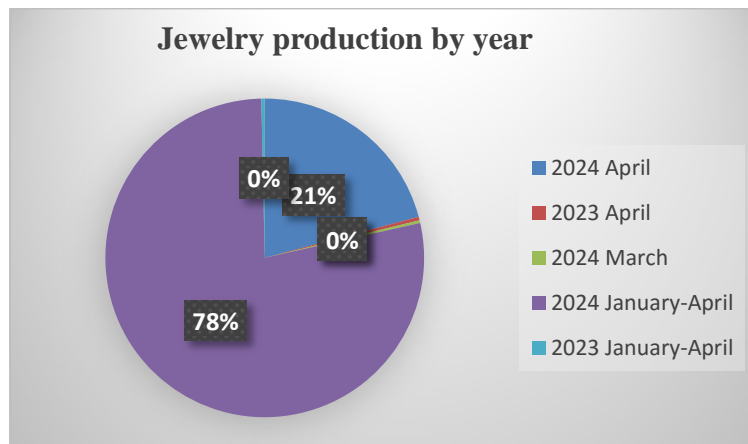
7. *Cultural Fusion*: Many designers blend Armenian motifs with global trends. This fusion of styles results in jewelry that is rooted in Armenian traditions while also reflecting contemporary global aesthetics, appealing to various range of tastes and preferences.

In conclusion, the use of Armenian motifs in today's jewelry reflects a balance between tradition and innovation. Whether through traditional designs, filigree work, enameling, or cultural fusion, these elements add depth, meaning, and beauty to contemporary pieces. The formation of economic culture is a logical continuation of the development of spiritual culture and its potential applications in public life. It leads to a more comprehensive fulfillment of individual and societal needs and strengthens the established intrinsic connection between culture and economy, which now receives reasoned and conscious justifications. It is essential to recognize that without the necessary knowledge and the formation of a cultural-civilizational environment, it is impossible to ensure the development of the cultural forms of the economy [Sargsyan 2004, 15]. Based on the above, we may state that there is an increasing interest in jewelry products in Armenia, which is reflected in the production volumes. Analyzing the statistical data based on the official report from Statistical Committee Republic of Armenia, it becomes evident that the production of jewelry products has significantly increased during the last two years (2022-2024), especially when analyzing the monthly figures.



Graph 1. Jewelry production by month.

According to statistics, in 2023, production recorded a 74% increase compared to 2022. By 2024, there has been a 78% increase compared to 2023 (Graph 2).



Graph 2. Jewelry production by month.

Conclusion

Jewelry sales contribute to the growth of the Armenian economy in several significant ways, including generating income, creating employment opportunities, supporting local businesses, and promoting tourism and the preservation of cultural heritage. Here are some key economic advantages associated with jewelry sales in Armenia: Jewelry sales, both domestically and internationally, generate revenue for designers, manufacturers, retailers, and exporters. This income contributes to the country's GDP and supports economic growth and development. The export of jewelry to international markets also allows for earning foreign currency and diversifying income sources, strengthening the country's trade balance and supporting economic stability. Another advantage is the employment opportunities it creates for a range of individuals, including designers, craftsmen, gemologists, jewelers, salespeople, marketers, and administrative staff. Economic benefits also include support for small businesses and craftsmen, providing them with vital income and resources, enabling them to maintain their livelihoods, invest in equipment and materials, and expand their businesses over time. It's also important to highlight the promotion of tourism and culture through Armenian jewelry as a valuable cultural export and tourist attraction. Tourists often purchase Armenian jewelry as souvenirs, supporting the tourism sector and local businesses. Therefore, jewelry sales play a significant role in Armenia's economy by fostering economic growth, creating jobs, promoting the preservation of cultural heritage, and enhancing the country's reputation in the global market. In conclusion, Armenia has a rich tradition of jewelry craftsmanship. Armenian jewelry has evolved into an art form that embodies craftsmanship, beauty, cultural heritage, and individuality. With its intricate designs, meaningful symbolism, and historical significance, Armenian jewelry continues to captivate and inspire consumers as a sacred artistic tradition.

References

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Challenges of art management and the materialization of Armenian jewelry arts in the Republic of Armenia

Key words: culture, traditional, Armenian, ornament, design, combination, business, economic

The article aims to showcase the perspectives and news of Armenian jewelry art on international platforms. This research is pertinent as Armenian jewelry has significant relevance both in the past and the present. To achieve the objective, the following issues have been set: to observe the possible sales forms of contemporary Armenian jewelry arts in local and international markets, as an economic development boost. During the research, various methods were used to identify sales patterns. The main conclusion made within the research framework is that Armenia possesses a rich heritage of jewelry-making and creativity. This heritage is still relevant for today's Armenian craftsmen, serving as their method for combining the past with the present. By preserving traditional elements and using contemporary trends, Armenian craftsmen can present, display, and market their jewelry internationally. Ultimately, this will also ensure economic growth and stability.