

# TASHIR

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*External Communications Department*

Press Release

March 20, 2015

## **Tashir to support Armenia at MIDEM 2015**

The Tashir Group of Companies will support Armenia at the largest international MIDEM 2015 music festival, which will be held from 5 to 8 June in Cannes (France).

At the press conference held on 18 March in Yerevan, the participation of Armenia as the country of honour at the annual MIDEM 2015 music festival in Cannes was officially announced. The festival is traditionally attended by the world's leading record companies, famous artists, bands, production companies, music publishers, artists and well-known musicians of our time.

This year, the festival, lasting for four days at various venues in Cannes, will feature the diversity of Armenian musical culture, both past and present. The project will be implemented in cooperation with the Armenian State Commission by the coordination of events dedicated to the 100th anniversary of the Armenian Genocide, the Ministry of culture of the Republic, the Embassy of France in Armenia, as well as the Tashir Group of Companies, which has assumed all obligations for full sponsorship of the event.

During the press conference, the Minister of Culture for the Republic of Armenia, Asmik Poghosyan said, "The participation of Armenia in MIDEM is one of the major programmes that will be implemented abroad in 2015. This festival is one of the most prestigious in the world; it takes place in France, a great friend of Armenia, where the musical traditions of the Armenian people are really appreciated. This event is organized within the framework of the programmes dedicated to the centenary of the Armenian Genocide. We have three important mottos for this year: remembrance, appreciation and rebirth. Armenia's participation in MIDEM reflects the idea of the Renaissance, rebirth."

The Ambassador Extraordinary and Plenipotentiary of France to Armenia, Jean-François Charpentier, in turn, said it is very symbolic for Armenia to participate in the festival as a guest of honour. "Armenia's participation in this event once again confirms the fact that culture is stronger than violence and hatred. At the festival,



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Armenia will have an exceptional opportunity to present its music in all its diversity," said Mr. Charpentier.

Head of marketing and corporate communications at the Tashir Group, Zara Agemian, also stressed the importance of Armenia's participation in the festival and expressed her readiness to provide full support for the project, "During its whole existence, the Tashir Group has traditionally supported and continues to support the initiatives aimed at the development and dissemination of Armenian culture in Armenia and abroad. It is our duty to enhance and to preserve the centuries-old cultural heritage of the Armenian people, especially this year, when the whole world pays tribute to the victims of the 1915 Genocide. Thanks to the efforts of the government of Armenia and the President of the Republic, Mr. Serzh Sargsyan, the participation at the international MIDEM festival has become possible. This is truly a unique opportunity to present the distinctive culture of the country and its great heritage to the world; and, of course, we could not have resisted being part of such a large-scale project."

During the festival, MIDEM, in Cannes, between five and eight open urban areas, along with the concert halls, will feature Armenian songs in different musical genres. It is also planned to hold special public lectures and workshops dedicated to Armenian culture, in the field of music, visual arts, literature and contemporary fashion.

Armenia's participation at the MIDEM festival seeks to draw global attention to the country, preserving its unique cultural heritage, and at the same time looking to the future.

## **About**

### **Tashir Group**

Tashir is a diversified federation-wide group of companies founded in 1999 and uniting over 200 companies in various sectors of Russia's economy, including construction, manufacturing, finance, energy, development, and retail. Its staff totals over 45,000 people. The company's geography covers over 25 cities of Russia and the former USSR. Tashir's founder and President is Samvel Karapetyan; the company is headquartered in Moscow.

The Group's primary business is development and managing of commercial real estate, with a focus on retail estate. Tashir is a leader in development in Russia and has so far built 2.5 million sq m of modern, hi-tech commercial and residential real estate.

## **MIDEM**

MIDEM is one of the major international music industry festivals that has been held in Cannes (France) since 1966. The festival features world leading record labels, famous musicians, bands, producer centres, and publishing houses.

Each year one of the participating countries is nominated the Country of Honour meaning that the music and culture of that country will be the event's major focus.

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