

# TASHIR

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*External Communications Department*

Press Release

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## **Tashir to introduce Armenian music to the world**

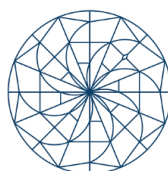
MIDEM 2015, the largest international music festival, opened in Cannes on June 5th. This year's official Country of Honour is Armenia. Supported by Tashir Group, Armenia introduces its diverse music, legacy, and other cultural achievements to the world during the festival.

The programme titled Armenia – Country of Honour was introduced at MIDEM by Armenian President Serzh Sargsyan. The festival closes on June 8th.

During this 4-day event, town squares and concert halls play different Armenian compositions. Special educational events and public lectures discussing Armenian culture, including music, art, literature, and fashion, are also planned. Amongst the festival's honorary guests are famous artists, such as the world-famous chansonnier and composer Charles Aznavour, composer and conductor Krzysztof Penderecki, film producer Alan Terzyan, and many other celebrities and musicians connected with Armenia.

Speaking at the official press conference, Asmik Pogosyan, Armenian Minister of Culture, highlighted the significance of this event: "It is a wonderful opportunity for our country to be introduced as the Country of Honour at MIDEM. However, with this honour also comes a huge responsibility. I am confident that Armenia will introduce both its traditions and innovative cultural ideas at their best."

Zara Agemian, the head of corporate communications and marketing department at Tashir Group, also highlighted the significance of Armenia's participation at the festival not only for the country itself but for Tashir Group as well: "It is a great honour for Tashir Group to make its contribution into promoting Armenian culture both within the country and beyond. During this remarkable year when the entire world commemorates the victims of the 1915 Genocide, it is especially important to introduce the rich history of our country, its cultural heritage and traditions, while also showing the new country – Armenia that is looking into the future."



Armenia's participation at the festival is made possible by the State Commission of Armenia for coordinating events devoted to the 100th Anniversary of Armenian Genocide, Armenian Ministry of Culture, and the Embassy of France in Armenia.

See the [full version](#)

**Editor note:**

**Tashir Group**

Tashir is a multi-profile federal group of companies founded in 1999 and uniting over 200 companies in Russia's economy sectors to include 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 and residential estate. Being a Russia's leader in development, Tashir 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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