

OPEN CALL

KATAPULT PAVILION

A CREATIVE INDUSTRY EXPO
March 31 - April 30



Funded by the European Union

AGBU
ARMENIA



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Katapult
CREATIVE ACCELERATOR PROGRAM



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KATAPULT PAVILION 2023: SCENIUS

A creative industries expo

Dates of event: March 31, 2023 - April 30, 2023

Venue: HayArt Cultural Center

Private Preview by Invitation: 18:00, Thursday, March 30

Public Opening Event: 18:00, Friday, March 31

Open Call deadline for Capsule projects & Katapult Stage: February 6, 2023, 22:00 AMT

Information session:

January 14, 2023, 14:00, HayArt Cultural Centre

Costs for application: free

Katapult Creative Accelerator Program, in collaboration with HayArt Cultural Center, is calling for project submissions for the Spring 2023 Katapult Pavilion: Scenius.

ABOUT KATAPULT CREATIVE ACCELERATOR PROGRAM

To maximize the potential of human capital and talent, AGBU Armenia is working in partnership with Creative Armenia and with the funding of the European Union to invest in a new and critical program: Katapult Creative Accelerator Program. Katapult is a three-year project that aims at catalyzing the creative economy in Armenia. Its core activities are designed to promote, connect and empower the creative and cultural sector in order to harness collective intelligence and improve overall sustainability.

ABOUT KATAPULT PAVILION

Katapult Pavilion is a platform for the convergence of all industries on the cutting-edge of technology, art, and design for social good. Mindfully curated, Katapult Pavilion nurtures a network of brands, services and products that will take attendees into the 22nd century of Armenia's creative industries. Exhibitors from across Armenia and its diaspora meet under one roof to ignite passions, collaborate and project us into the future of Armenian creativity.

2023 THEME: SCENIUS

As a platform that highlights creativity from across sectors, Katapult Pavilion encourages collaboration, and hopes to ignite interdisciplinary exchange. In this spirit of community, we present "Scenius", a concept and term defined by sound artist Brian Eno that represents "the intelligence and intuition of a whole culture scene... the communal form of the concept of the genius".



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Eno's concept names an experience that all creatives naturally intuit - that creativity is always the process and result of exchange among peers and ideas. It is the active process that happens when you put together what Eno calls, "an ecology of talent" that includes artists, curators, thinkers, theorists, and other "tastemakers". As Katapult Creative Accelerator Program strives to support and empower Armenia's creative ecosystem, the Pavilion is one of these platforms to highlight **Armenia's Scenius**.

Expo Format:

Katapult Pavilion is both an exhibition and marketplace for catalyzing Armenia's creative economy. The expo will feature a series of "**Capsules**", mini pavilions within the overall expo that highlight a creative sector. In parallel, **Katapult Stage** will feature a collective event program and a Performance Art program curated and coordinated by ARé Performing Arts Festival. Submissions for both platforms - Capsules & Katapult Stage - will take place via open calls. Collaborations with local vendors will also provide food & beverage points within the expo space.

Katapult Pavilion Goals:

- Exhibit and promote unique perspectives in the Armenian creative industries
- Create a platform for networking across sectors and skills
- Develop opportunities for sales
- Encourage interdisciplinary exchange

Awards & Prizes:

A selection of cash prizes will be awarded to outstanding projects, along with the chance to be represented at an international art, design or music fair in 2024.

- **Katapult Stage:** Prize for outstanding performance
- **Curatorial Prize:** Awarded to a Capsule for exhibition excellence
- **Innovation Prize:** Awarded to an individual for most unique creative approach
- **Special mentions:** Special acknowledgements to individuals and/or collectives for exceptional work

Our jury:

Our jury of sector experts and influencers will be contributing to selecting projects in phase 1 of the applications. They will also be involved in project selection for the awards ceremony. We will announce Jury members in January 2023.



OPEN CALL 1: Capsule Projects

Expo dates: March 31 - April 30

Application Deadline: February 6, 2023 at 22:00 AMT.

“Capsules” are mini pavilions within the overall exhibit that highlight a creative sector. Each Capsule will have its own dedicated space zone, a support budget, and curatorial concept. We encourage collective projects featuring at least 3 creatives. Each Capsule must have a designated curator, who will be the team’s main contact point and project manager with the Katapult Pavilion Commissioning Team.

Capsule Categories:

- Creative Tech (NFT, Metaverse, AR/VR)
- Design
- Fashion
- Print & Books
- Visual Arts
- Other/blended*

* “Other/blended” capsule is a versatile category that allows applicants to propose a new category altogether, or combine categories. We leave this up to your discretion. Regardless, please name your Capsule Concept.

Application Criteria for Capsule projects:

- Collective projects with a designated curatorial lead (can be an artist, designer or curator with project management skills)
- Capsule project concepts should convey the expo theme of “Scenius”, and core values of collectivity and communal intelligence
- Projects should feature creative products (design objects, artworks, other relevant items) produced from 2019 until today
- Curatorial balance: A comparative balance between exhibition goals and sales is important to us. Based on the idea of the expo, we strongly recommend presenting projects where sales are possible. Still, equal weight will be awarded to the project's overall presentation, curatorial approach, and sales feasibility when selecting expo projects.

What we offer:

- Funds support for exhibition installation costs equivalent to 600,000 AMD/Capsule project
- Venue space
- Support equipment: Upon request, each Capsule can have 1 small table and 2 chairs, up to 10 spot lights
- Featured in the Katapult Pavilion catalogue and publication
- Social media & press coverage
- Sales support services for cash and non-cash transactions on-site



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OPEN CALL 2: Katapult Stage

Public Program: March 31 - April 30

Application Deadline: February 6, 2023 at 22:00 AMT.

Throughout the expo dates, Katapult Pavilion will host “Katapult Stage”, a platform for conversation, presentations, and performance inspired by the theme “Scenius”. Katapult Stage aims to promote cross-sector idea exchange among the Creative Industries. Among the public program is the ARé Performing Arts Festival, curated and coordinated by Marine Karoyan, Director at HayArt Cultural Center & Founder of ARé Performing Arts Festival.

Feel free to submit event program ideas to our commissioning team at: katapult@agbu.am, with “KATAPULT STAGE” in the email subject.

If you would like to participate in the ARé Performing Arts Festival, please contact the festival directly at: arecultural@gmail.com , <https://www.arefoundation.com/en/are-festival>

What we offer:

- Venue space
- Support equipment and technical staff for the event
- Documentation (photo and/or video)
- Feature in the Katapult Pavilion catalogue and publication
- Social media & press coverage



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HOW TO APPLY

Phase 1 (Concept Proposals): Due by February 6

- Before applying, please read this full open call as well as refer to the 2 Annexes in this document. Please check the website regularly as we will update it frequently.
- Your application should include: a short description of your project concept (500 words), a list of your project members, the cvs and/or portfolios of participating members, support visuals (sketches, mood boards, or any other supporting materials), and a designated group project manager and curatorial lead with whom the Katapult Pavilion Commissioning team will be in touch. All of these materials should be included and uploaded into the application form.
- Don't forget to identify which Capsule you are applying to, and please consult the Zoning support documents for information on space dimensions. The HayArt complex consists of several cylindrical buildings, informally referred to by the institution and the creative community as “barrels”. Zoning has already been preliminarily assigned by the Katapult Pavilion Commissioning team, but may be subject to change. Please consider the following Zoning:
 - Zone 1: Blended/Other projects
 - Zone 2: Creative Tech, Design/Architecture, Fashion, and Blended Capsules
 - Zone 3: Print & Books
 - Zone 4: Visual Arts
 - Zone 5: Katapult Stage
- Your application will be assessed by a jury of international influencers in the field of the creative and cultural industries. This is a chance for them to know your work, and to expand your network. Be bold, be professional, and show us what you have to offer!
- Complete your application online here: [APPLICATION FORM](#)

Please complete the above Google form in order to apply for Katapult Pavilion, no later than by February 6, 2023 at 22:00 AMT.



Have questions about how to apply?

Email our Pavilion Coordinator, Gohar Avetisyan here: gohara@agbu.am

Please join us during our upcoming info session for more details on what to expect, what we're looking for, and how to apply.

Katapult Pavilion Info Session

January 14, 2023 at 14:00

HayArt Cultural Center, Mashtots 7a

Entrance is free

Register to the event: [HERE](#)

What to expect:

- What is Katapult?
- What is Katapult Pavilion 2023: Scenius?
- Application process overview
- Presentation by technical support team
- Q&A
- Networking & refreshments

Phase 2: Preparatory Phase

- Our jury will review project proposals and make their selection based on the following criteria:
 - Was the project submitted on-time?
 - Does the proposal satisfy all of the basic technical requirements? (All application questions answered, support materials/document sent, featured works are from 2019 until today, designated project lead/curator, features at least 3 creatives within one capsule)
 - Does the project reflect “Scenius”? A representation of collective/communal genius and collaboration.
 - Does the Capsule or Event reflect a distinct idea and conceptual approach?
 - Do the proposed items exhibit a unique voice and perspective in the creative industries?
 - Does the exhibition design and overall curatorial approach reflect curatorial balance between items for sale and items for exhibition? Projects will be assessed based on curatorial approach as well as sales feasibility.
- February 14, public announcement of selected projects for Katapult Pavilion 2023: Scenius
- February 20-23, Site visits with projects & technical team



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- February 30, Deadline for final Exhibition Design/Plan for Capsule projects
- March 10, Deadline for Capsule project inventory list of sales items
- March 20-28, Installation on-site

CONTACTS

Katapult Pavilion Commissioning team

For Application submissions:

Marina Oganeseva, Administrator at Katapult
katapult@agbu.am
060 722 224

For PR & Communications:

Gohar Avetisyan, Communications & Events Coordinator at Katapult
gohara@agbu.am

For Partnerships & External Relations:

Anna Gargarian, Lead at Katapult
annag@agbu.am

ANNEX 1: FAQs.

1. WHAT IS KATAPULT?

Katapult Creative Accelerator Program is a three-year project funded by the EU and implemented by AGBU with Creative Armenia. The program aims to catalyze the creative economy in Armenia. Its core activities are designed to promote, empower, and connect the creative and cultural sector in order to harness collective intelligence and improve overall sustainability. Through events, talks and exhibitions, Katapult promotes the sector and creates marketplace opportunities. Through strategic investments in cultural institutions and human capacities, we empower creatives with new tools and capabilities for innovation. By building key networks with government and the private sector, Katapult advocates on behalf of the sector and develops cultural policy.

2. WHAT IS KATAPULT PAVILION?

Katapult Pavilion is the programs showcase and exhibition program that aims to promote the creative and cultural industries and open avenues to markets. Katapult Pavilion will take place annually in Armenia, and will have at least two international editions between 2023 and 2025 in major European centers of cultural and creative commerce. Katapult Pavilion 2023: Scenius is the first edition of Katapult Pavilion, beginning in Yerevan, Armenia with the goal of shedding light on creative talents, practice and ideas across the creative industries through Capsule projects and Katapult Stage. Katapult Pavilion aims to promote innovative talent, encourage sales, and stimulate networking opportunities amongst creatives. It is Katapult's flagship annual event for knowledge-sharing, showcase, sales and promotion.

3. WHAT ARE THE GOALS OF KATAPULT PAVILION?

- Highlight distinct voices from the Armenian creative industries
- Create a platform for interdisciplinary exchange across sectors
- Develop opportunities for sales and networking
- Cultivate a culture of collaboration and communal consciousness

4. WHEN?

The first edition of Katapult Pavilion will take place from March 30 to April 30, 2023 in Yerevan, Armenia. Katapult Pavilion's first European edition is expected in Fall 2023.

5. WHERE?

The expo will take place at HayArt Cultural Center, 7a Mashtots street, Yerevan, Armenia. Most of the venue will be available for the expo, please consult the support Zoning document for details.

6. WHEN IS THE APPLICATION DEADLINE?

The application deadline for the open call is February 6, 2023 at 22:00 AMT.



7. IS THERE A PARTICIPATION FEE?

No, participation is free.

8. WHO IS ELIGIBLE TO APPLY?

- Collective projects with a designated curatorial lead (can be an artist, designer or curator with project management skills);
- Can feature artworks or design objects produced from 2019 until today;
- Capsule projects should convey the main idea of Katapult Pavilion 2023 theme: “Scenius”; (see FAQs 12.)
- Preference will be given to projects that also represent items for sale, though overall exhibition and project conceptual design is also important, hence “curatorial balance” will be a key selection criteria.

9. WHAT IS THE THEME OF THE EXPO?

The theme of the expo is SCENIUS: “The intelligence and the intuition of a whole culture scene. It is the communal form of the concept of genius.” - Brian Eno. More information on “scenius” can be found on [The Technium](#), and on [Medium](#). You can also read Brian Eno talking about the concept in [this interview](#) transcription for Australian radio station on the occasion of his show, Luminous, at the Sydney Opera House in 2009.

10. WHAT ARE THE SECTIONS FOR WHICH IT IS POSSIBLE TO APPLY?

1. Capsules:

The expo will feature a series of “Capsules”, mini pavilions within the overall expo that highlight a creative sector. Each Capsule is an independently curated project that sheds light on a collective exhibition, work, or project.

Capsule Categories:

- Visual Arts (street art, sculptures, works on canvas/paper/mixed media, photography)
- Design (Industrial design, Lighting design, Art objects)
- Fashion (Ready to wear or Haute Couture, clothing, shoes, accessories etc.)
- Print & Books (Limited Editions, Artist Prints, Posters, Books, Zines, Pop-up Libraries)
- Creative technologies (Metaverse-NFTs, Robotics, Programming, Animation, Game developers, AR/VR, Oculus experience)
- Blended/Other (Capsules that blend some of the above categories, or propose an altogether new other approach)

2. Katapult Stage:

A zone within the expo that serves as a point of convergence, a meeting point for the exchange of ideas and cross-pollination of creative practice and approaches. This zone will be the heart of the Event Program, which includes events, presentations, and workshops proposed by the sector via our open call, in addition to a Performance Art program curated and coordinated by the ARé Performance Art Festival. Anyone can apply to Katapult Stage, for all those interested in participating specifically with the Performance Art program, please contact ARé Performance Art Festival directly.

11. WHAT DOES KATAPULT PAVILION PROVIDE?

- VENUE

The HayArt complex consists of several cylindrical buildings, informally referred to by the institution and the creative community as “barrels”. Zoning has already been preliminarily assigned by the Katapult Pavilion Commissioning team, but may be subject to change. Please consider the following Zoning:

ZONE 1, 2nd floor of the First Barrel (main entrance from Saryan Street) for a Blended or Other capsule

ZONE 2, Flower Barrel, features 4 capsules (1 capsule/petal) from the categories of Design, Fashion, Creative Tech, and Blended/Other

ZONE 3, Third Barrel (1st floor) for the Print & Books Capsule, will also host a coffee point

ZONE 4, Third Barrel (2nd floor) for the Visual Arts Capsule

ZONE 5, Fourth Barrel for the Katapult Stage

See the map in Annex 2 (ZONING)

- SUPPORT EQUIPMENT (Upon request), each Capsule can have 1 small table and 2 chairs, up to 10 spot lights.
- SALES SUPPORT for on-site cash and non-cash transactions
- BUDGET OF 600,000 AMD PER CAPSULE

Each capsule will receive 600,000 AMD for the organizational needs, which may include exhibition installation items, logistics of the artworks/objects to the space, printing costs, and any extra technical equipment needed for the realization of the project, etc. Payment will be provided to the main applicant and identified project manager/curatorial lead.

- **MARKETING MATERIALS**

During the event Katapult will be sharing promotional content through various social media platforms such as posts, stories on AGBU Arts and AGBU Armenia Facebook/Instagram accounts, on the Katapult Pavilion and also on the projects that will be selected for the expo. Similar content will also be shared by the HayArt Cultural Center.

All images submitted in round 2 of the application (after final selection and confirmation of participation in the expo) will be used for these marketing purposes, and image rights and use will be specified in the participation contract. This also includes the printing of an expo catalogue for public dissemination.

- **AUDIENCE OUTREACH**

Katapult Pavilion will engage in public outreach and promotion via social media, its online newsletter, and other visibility and networking events in order to bring public interest and attention to the event.

12. SELECTION CRITERIA

The selection of participants and participating projects will be determined by an expert jury of mixed international and local experts from across various sectors of the Creative and Cultural Industries. Jury members will be publicly announced in January 2023. All applications submitted by the public deadline of February 6, 22:00 AMT will be considered for exhibition. The jury will assess projects based on the following criteria:

- Was the project submitted on-time?
- Does the proposal satisfy all of the basic technical requirements? (All application questions answered, support materials/document sent, featured works are from 2019 until today, designated project lead/curator, features at least 3 creatives within one capsule)
- Does the project reflect “Scenius”? A representation of collective/communal genius and collaboration.
- Does the Capsule or Event reflect a distinct idea and conceptual approach?
- Do the proposed items exhibit a unique voice and perspective in the creative industries?
- Does the exhibition design and overall curatorial approach reflect curatorial balance between items for sale and items for exhibition? Projects will be assessed based on curatorial approach as well as sales feasibility.

13. WHAT KIND OF MATERIALS ARE REQUIRED FROM THE APPLICANTS?

Please answer all questions as identified by the Google Form application. All materials to-be uploaded should be in pdf format. Please follow the upload file size limit as indicated in the google form questionnaire. The more visuals you can share to support your project, the better.

Hand drawn sketches are acceptable as long as scanned and submitted in pdf format. Visuals should be accompanied by text descriptions where necessary to make it easy for the Jury to assess your projects. Proposals may be submitted in English or Armenian language. Some jury members will assess only English language proposals, and so to ensure best reader experience we recommend submitting in English language where possible. No printed materials are required for participation. Please submit all applications by google form. Questions can be emailed to: katapult@agbu.am

14. SALES & TRANSPORTATION

Applicants are free to choose if they want to sell their exhibition items or not. Preference is given to the sales opportunity as this is a marketplace event with a goal of stimulating sales. Katapult provides opportunities for sale, but does not guarantee the sale of the creative product. All products are for sale by their owner and/or Curatorial Lead/Project Manager. For legal and project management purposes, it is essential that you identify your Curatorial Lead/Project Manager in your application form. All transportation and packaging costs are covered by the participants. The organizers and venue will not hold any percentage/commission on behalf of participants. This is a unique promotional and sales opportunity for all selected projects. On-site sales support services are available for cash and non-cash transactions.

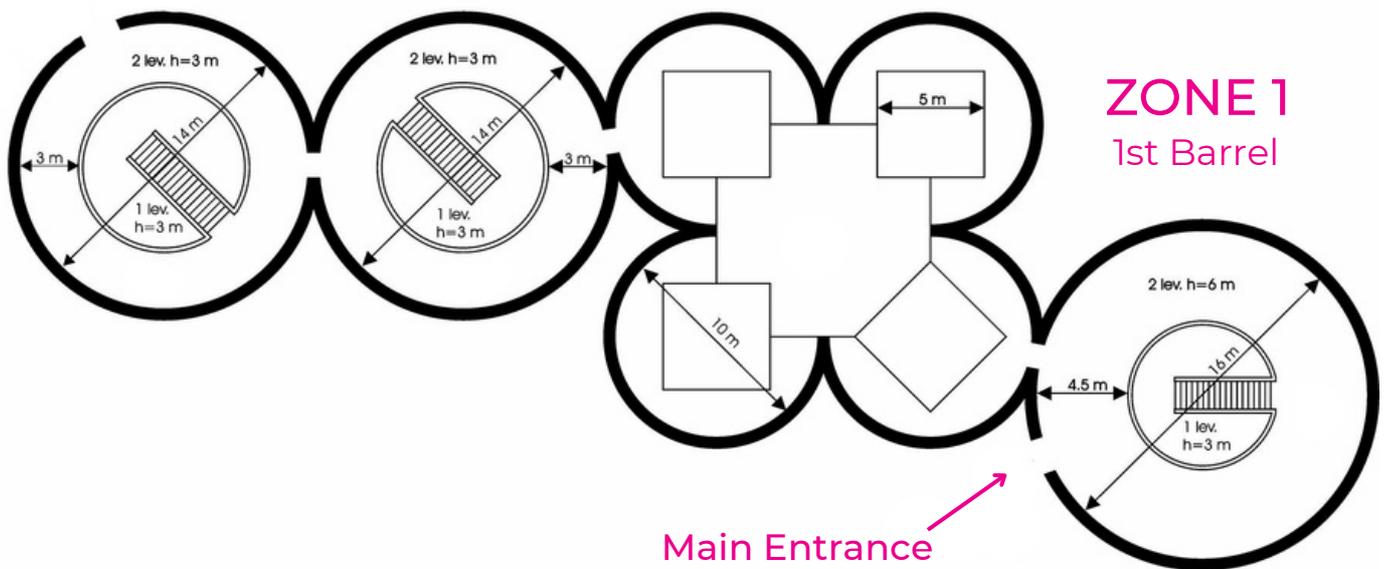
HAYART MAP

ZONE 5
4th Barrel

ZONE 3
ZONE 4
3rd Barrel

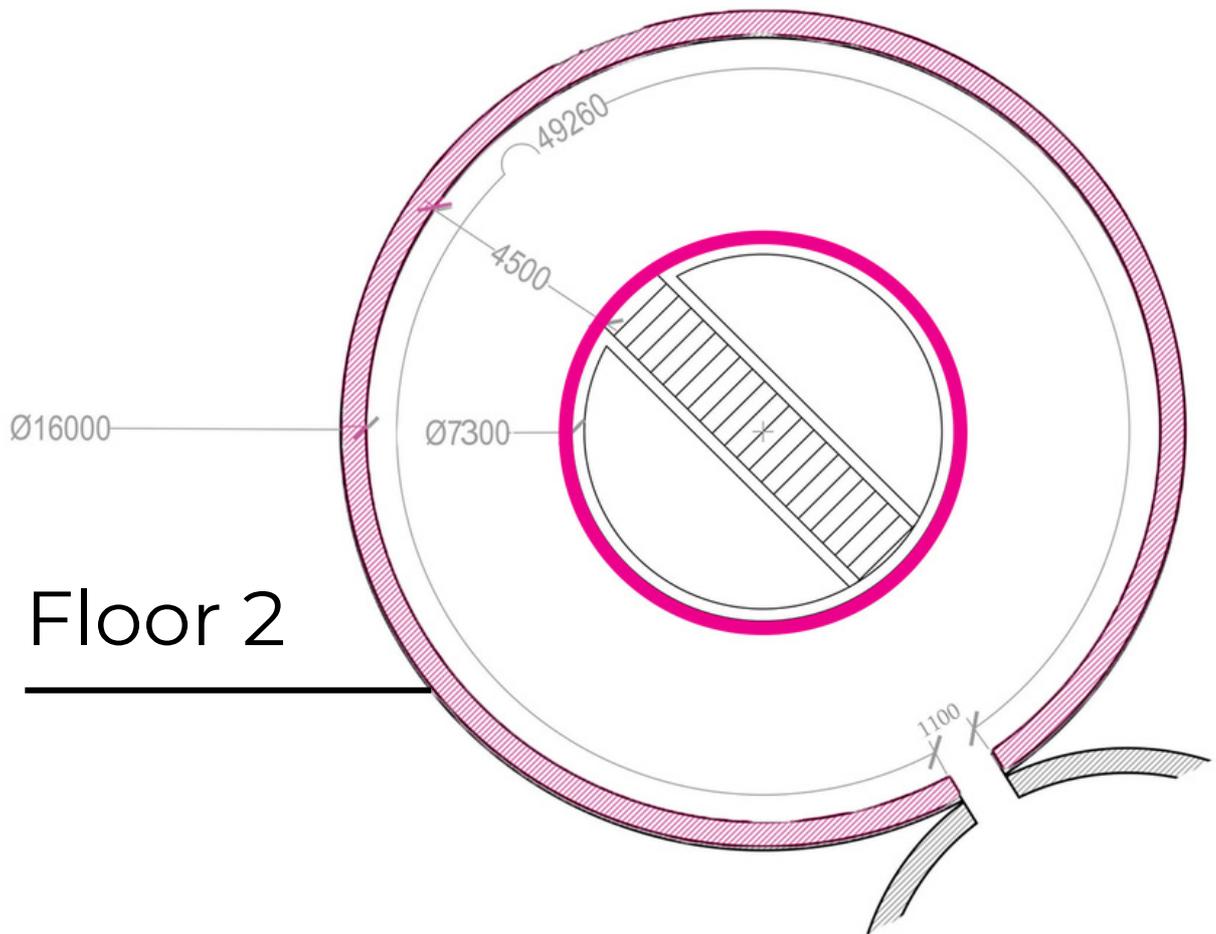
ZONE 2
Flower Barrel

ZONE 1
1st Barrel

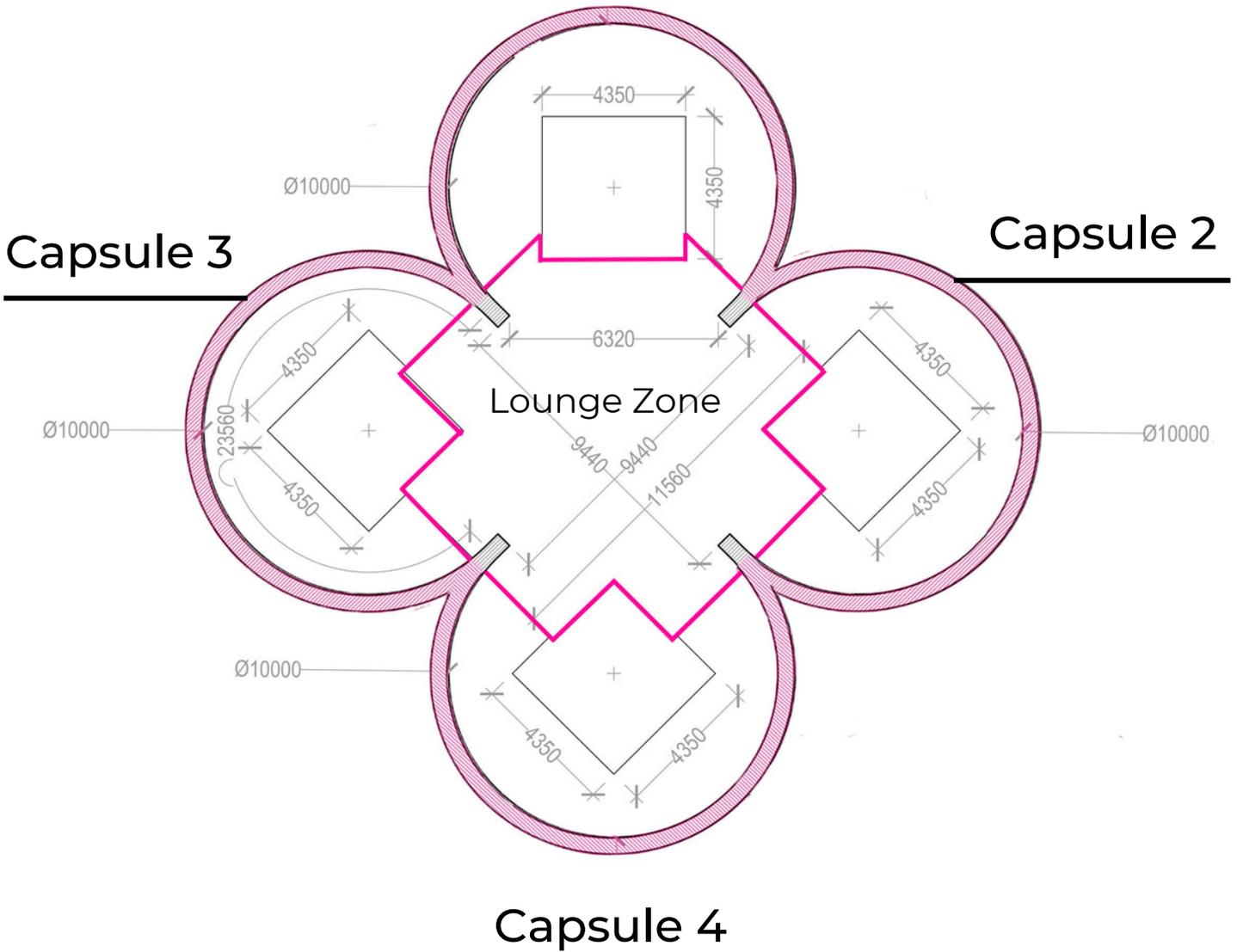


ZONE 1

1st Barrel



Capsule 1



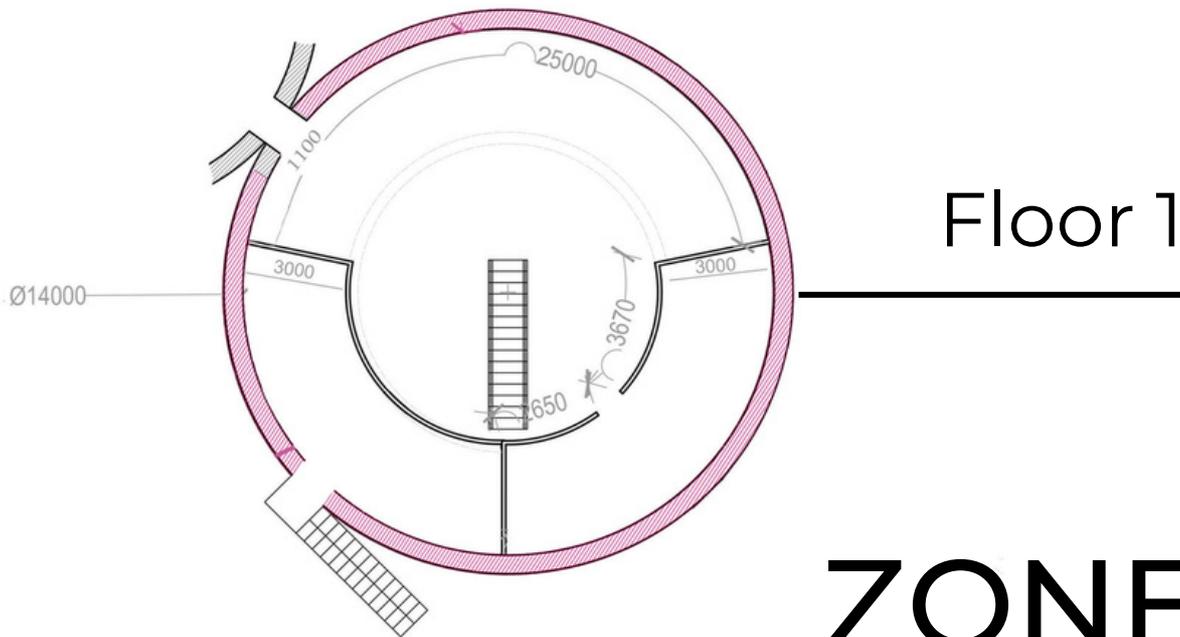
ZONE 2

Flower Barrel

1 capsule/flower petal

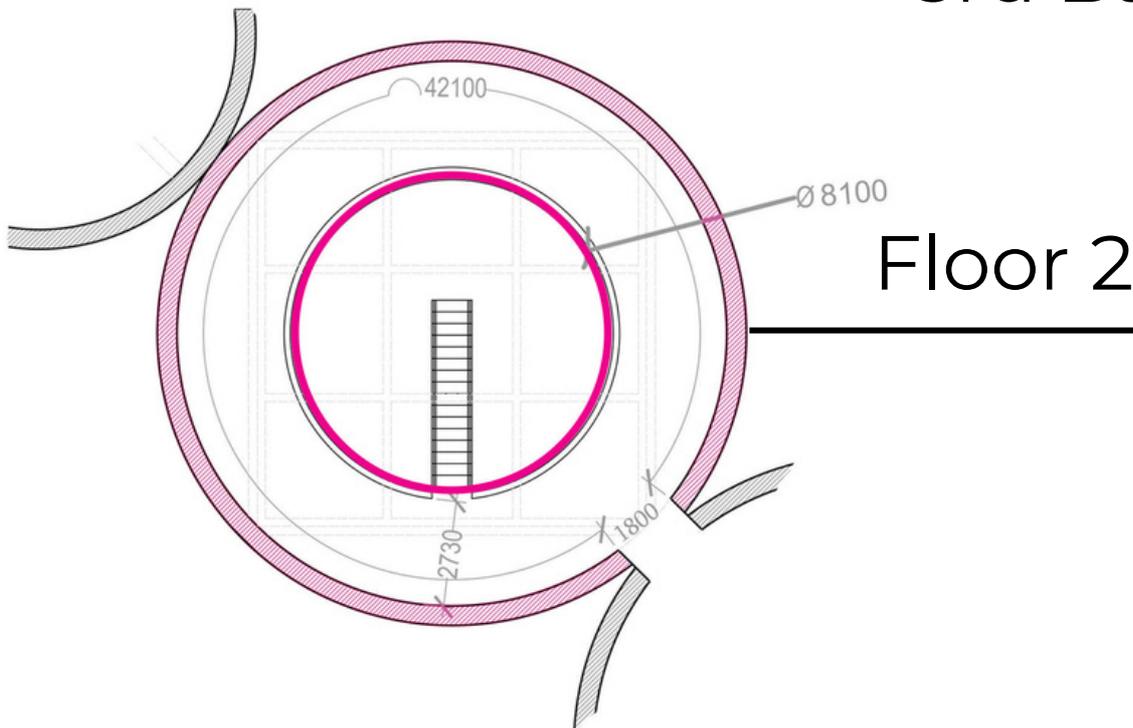
ZONE 3

3rd Barrel



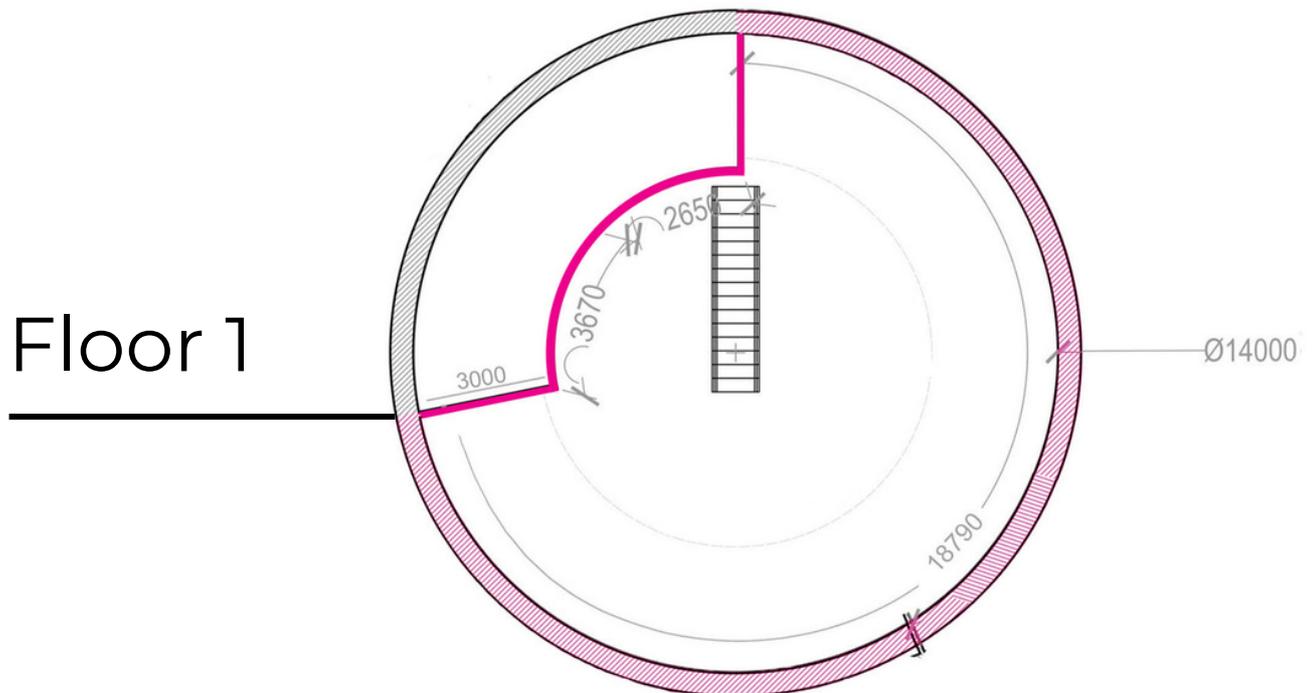
ZONE 4

3rd Barrel

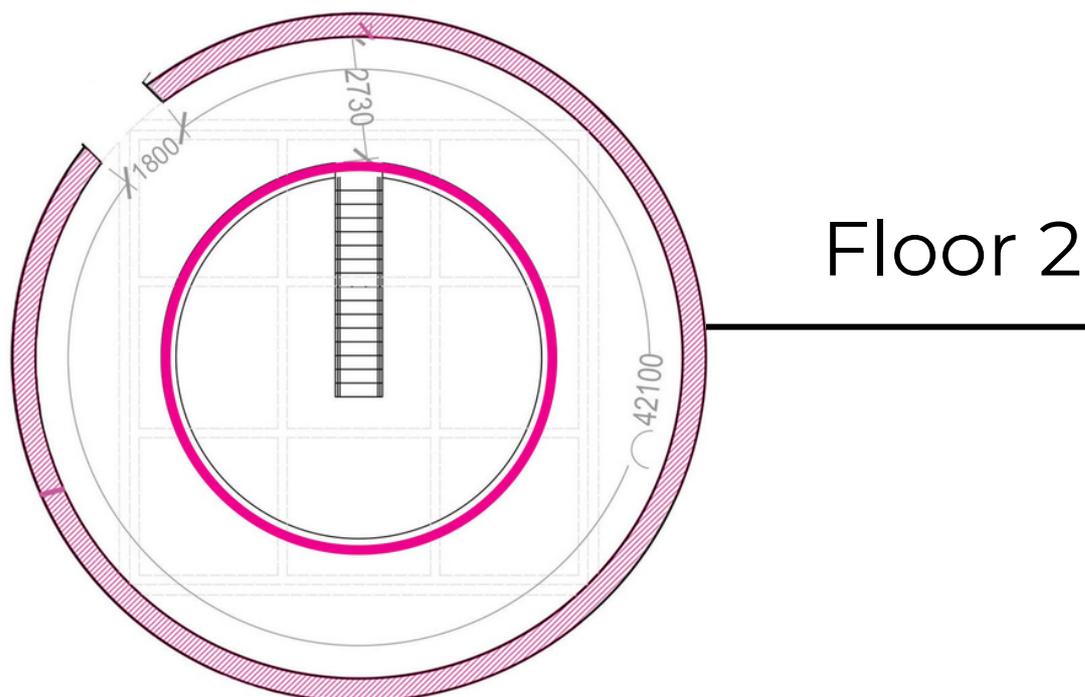


ZONE 5

4rd Barrel



Katapult STAGE





Katapult Creative Accelerator Program
www.agbu.org/katapult

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<https://agbu.am/am/katapult>

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