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Harmonizing Dreams, Life & Aspirations at Yerevan State Conservatory

by Eliza Barkhudaryan

The corridors of the building seem haunted. Behind each wooden door, the melodies amalgamate with one another and the voices of the vocalists flow like the river. The atmosphere in the classrooms is filled with solitude, harmony and freedom. The Yerevan State Conservatory is located in the heart of the city and is the only higher education music institution in Armenia. The conservatory is named after Komitas, the founder of Armenian classical music. The Conservatory of Yerevan presents itself as a qualified music institution. It demonstrates a lot of opportunities for its students to continue their studies abroad. With a smooth glissando, the music leads to classroom 311, where three senior-year students of the university, Alexandra Mnatsakanyan, Alina Avagyan and Zoya Sargsyan are getting ready to practise their newly learned classical piece.



Photo by Eliza Barkhudaryan

Besides learning to play their desired instruments, Yerevan State Conservatory students attend classes like art history, harmony, philosophy and management.

"It sounds absurd for me to devote more time learning management but spend a semester on the history of art. The university should prioritise educating us as artists, not specialists in management.", said Mnatsakanyan.

General education classes like philosophy are usually mandatory in other universities in Armenia. Although the students spend so much time studying management, they also get to study philosophy, which improves the quality of their performance. However, unlike management, philosophy is not a mandatory course for every student.

Musicians usually spend more than three hours every single day practising to refine their musical skills and give their absolute best performance. Just as in other arts, technical skills are not enough for a good performance. As fluent as they

are in technical aspects, musicians must concentrate on the feeling and impact of their pieces.

"The musicians perform their best whenever they forget about the theoretical and technical parts and float into the notes," said Sargsyan. It is essential to open up the soul and feel the music. Sometimes, practising may harm the quality of future performances.

"There is no need for vocalists to practise a lot because it is really easy to damage the voice. Sometimes my professor asks me to just think about my future performance, and get inspiration from simple things at home.", Avagyan said. Having a successful musical career is challenging in Armenia. Mostly, people do not consider art as a career and reject the opportunity of becoming a famous artist in Armenia. A lot of talented artists are underrated because it is hard to gain an audience.

"People go to pubs to spend time, not specifically to listen to music. In those places, music is not valued properly but as background noise. I wish that



Photo by Eliza Barkhudaryan

people attended concerts more, to listen to the music only," Sargsyan said. That is why so many musicians desire to continue their studies abroad and view the Conservatory as an intermediary step.

"I consider the Yerevan State Conservatory as a step, which will lead me to Europe soon, where I will continue my education," said Sargsyan.

Young adults choose to study at Yerevan State Conservatory because it is the only qualified music institution in Armenia. Some graduates continue their studies abroad, while others manage to find a job in Yerevan.

"I do not regret my decision to study here. I gained a lot of knowledge, both from my instructors and peers. My passion for playing the piano brought me here. I do everything to be the best at playing it," said senior-year student Mnatsakanyan. The students of Yerevan State Conservatory are mostly enthusiastic about their future careers and look forward to having the brightest future.



Photo by Eliza Barkhudaryan



The Dissonance Between Music & Artificial Intelligence

by Eliza Barkhudaryan

Nowadays, AI is considered one of the fastest-developing fields and has become a player in changing the originality of ideas in many areas. Its role is to perform tasks faster, which humans could have completed but at a slower speed. People use AI as a tool or as a main source for their ideas or projects. Some human-driven areas, like music, are affected by the usage of artificial intelligence. In that way, the melodies lose their creativity, originality, and vividness. The transformations in the music industry made by AI undeniably affect the quality of the compositions. There are several ways in which AI transforms music. The applications that are fully generative, use AI models, which are trained on large databases of pre-existing music. During the training, AI gains information about various elements of music such as harmonies, rhythms, dynamics and tempo. As a result, AI is capable of generating new musical content that follows the structure of a musical composition. New AI applications appear daily. One of the most popular apps for creating AI-generated tracks is "Boomy", which is a miracle for nonmusicians, who want to quickly earn money by making music. However, Spotify started detecting the tracks generated by "Boomy" and removed them, claim-



Photo by Eliza Barkhudaryan



Photo by Eliza Barkhudaryan

ing that human-made art should be appreciated. Copyright and plagiarism appear to be a huge issue in the musical field. While AI offers a new approach to creating musical compositions, it also opens a door to potential plagiarism, which blurs human creativity. Musicians try to avoid getting inspiration from other artists, or, creating even slightly similar melodies to each other. It is doubtful, that musical compositions generated by the AI can keep their originality, and never copy any melodies from existing songs. Artificial intelligence relies on a certain database, which already contains previously composed music. Using a data set of existing music to create new music is likely to result in similarities between the original and the generated content.

Surely, human-written pieces sound more harmonic and soulful, however, they take a lot of time. One of the main advantages of AI is to generate simple melodies faster than a composer can do.

Sometimes not much time can be devoted in order to have an original track for a project or a movie, so AI saves time and offers a generated, musical piece that can be used anywhere. Still, any human-made art has a higher quality than music generated by the machine. Overall, it is important for music to be sincere and heartwarming, because that compositions attract people. A machine can generate a musical piece, but it will sound dry and dull, because it originally does not have a soul.



Photo by Eliza Barkhudaryan

From Ancient Roots to Global Heights: Armenia's Wine Journey at WineFuture International Conference

Nare Voskanyan

Armenia's involvement in the WineFuture International Conference on November 10th has the potential to profoundly impact the nation's dynamic wine culture and its aspiring young winemakers. Set against Portugal's esteemed wine heritage, this global forum allows Armenia to showcase its historic winemaking roots and gain insights into shaping the future of its growing wine industry.

Armenia, the birthplace of winemaking, is proud of its 6,000-year-old wine culture. The origins of this viticultural legacy can be traced back to 4000 BC, with the discovery of the world's oldest winery in the Areni cave. This historic place not only existed before any other known winemaking facility, but it also bears witness to Armenia's pioneering role in cultivating and domesticating the Vitis Vinifera grape, as evidenced by genetic analyses of the preserved grape seeds. According to a leg-

end, the origins of Armenian winemaking can be traced back to Noah himself, who planted the first vine after the flood. This humorous story, which features a memorable incident involving a drunken goat, emphasizes the early recognition of wine.

Armenian winemaking increased to prominence during Assyrian invasions when winemakers were prized captives, highlighting the cultural and strategic importance of Armenian wine production. By the 8th century BC, Urartu kings had officially designated Armenia as "the land of vineyards," firmly establishing it as the oldest and most venerable center of winemaking influence. Even today, Armenia upholds and continues its ancient winemaking traditions, ensuring that the legacy begun in the Areni cave lives on, as a declaration to the country's unrivaled status and the world's oldest winemaking country. Armenia's isolation protected vines from the

19th-century phylloxera parasite, preserving native varieties while Europe replanted. Armenian wine culture, rooted in legends, historical records, and archaeological evidence, stands as a declaration to ancient winemaking traditions. Unique grape varieties and resilient vines affirm Armenia's status as a cradle of winemaking heritage, a legacy enduring through time.

Preserving traditional methods, while embracing innovation adds vibrancy to winemaking culture. Participation in international programs holds significant importance for individuals, industries and nations, offering platforms for cross-cultural exchange and collaborative learning. In the wine industry context, engaging in such programs provides numerous benefits.

Armenian winemakers can acquire valuable knowledge by facing challenges highlighted by the conference, such as reaching new consumers, adapting to economic uncertainties and competing with alternative beverages. The focus on effective communication aligns with Armenia's goal to globally amplify its unique wine narrative, providing an opportunity for young talents to refine their storytelling skills and differentiate products in a dynamic market. Armenia's narrative, from an ancient winemaking



Photo by V&W Foundation

cradle to navigating contemporary challenges, resonates with the diverse global audience at the conference. Inclusion in this prestigious international platform enriches the dialogue and underscores the importance of preserving distinctive landscapes and traditions defining winemaking's essence.

As the conference celebrates its one-year milestone, the anticipated legacy extends beyond the event's duration. For young Armenian winemakers, this is more than a celebration—it's a gateway to a future marked by innovation, collaboration and growth. The shared vision for a resilient global wine industry reflects a commitment to nurturing the next generation of winemakers. This collaborative effort's impact is poised to echo through Armenia's vineyards, empowering young talents to contribute significantly to the country's rich wine culture's excellence and evolution.

“Sowing Dreams, Harvesting Passion:” A Trailblazing Journey in Armenian Winemaking

Nare Voskanyan

In the quiet hills of Armenia, a story of passion, creativity and resilience unfolds, narrated by a young winemaker whose journey defies societal norms and expectations. Amali is a young girl whose path to winemaking began as a fusion of science, creativity and a deep connection with the land.

“My background was a mix of subjects during school, but it was the allure of math, chemistry, and the desire for something that combined creativity, passion, and science that led me to winemaking. In a society where agriculture wasn’t given much acclaim, especially for women, the journey was an uphill battle. Despite the initial stress and societal pressures, I was drawn to the idea of feeling and truly sensing the essence of winemaking,” said the young winemaker Amali.

In the midst of Armenia’s academic landscape, where prestigious universities took center stage, the Agricultural University quietly stood in the shadows. A lesser-known institution, it challenges societal perceptions. At a time when the halls of winemaking were





Photo by V&W Foundation

predominantly occupied by masculine ambitions, this young girl risked to defy convention. Choosing the path less traveled, she stepped into a world where agricultural sciences carried less prestige and winemaking was considered an unconventional pursuit, especially for women. Underestimated by the prevailing norms and societal expectations, she not only enrolled in the Agricultural University but carved her place in a field where her passion, creativity, and determination would sound louder than traditional masculinity. In breaking free from these constraints, she embraced her own journey and opened the door for others to follow, forging a path where passion and dedication triumph over gender stereotypes.

Amali embarked on an educational odyssey that took her to Tuscia University, Italy, and then to Geisenheim University, Germany, where focus was on plant biochemistry and molecular

biology—the intricate sciences necessary to understand the soul of grapes. Exchange programs in Norway and then Australia further enriched her understanding, culminating in a working exchange and part-time internship, as a winemaker in the realm of organic biology.

“The biggest challenge was not just the academic rigors but navigating the differences in mindsets and governmental structures,” said Amali. “Back in Armenia, the difficulties were manifold, stemming from both external factors and artificially created obstacles. Striving to preserve our uniqueness, while adapting international practices, became a delicate specialist.”

Amali found comfort and knowledge within the university walls, surrounded by the expertise of professors who were true masters of their field. Laboratories and wineries became her preserves, where theoretical knowledge translated into real

experience. With its practical approach, Australia allowed her to bring the theoretical into tangible existence, making her studies a reality.

"Winemaking is more than just a profession; it is an art—an art of feeling, an art of being passionate, an art that connects us to nature. The heritage of winemaking is not just a legacy but a responsibility to preserve and innovate."

Amali encourages young winemakers to see winemaking as an art filled with feelings, nature, and passion. She believes that each drop of wine holds a piece of heritage, ready to be discovered and shared.

In the vineyards of Armenia, Amali's story shows the transformative power of passion, perseverance, and the artistry that defines the world of winemaking.

There are excellent opportunities available today for students who are interested in the field and want to combine their studies with travel. As a center for food and agribusiness innovation, Texas A&M University established the International Center for Agribusiness Research and Education (ICARE) Foundation in 2005.

ICARE is committed to achieving global excellence through advanced educational programs and innovative research, with the long-term goal of developing knowledge for Armenia's food and agribusiness sectors. Furthermore, the Interna-

tional Master of Wine Tourism Innovation collaborates with universities in Spain, France, and Portugal to provide tourism and enology expertise.

The German Society for International Cooperation Program in the Field of Viticulture and Winemaking introduces dual education initiatives to encourage knowledge exchange. These programs promote the science and practice of cultivating grapevines for wine production, which includes grape physiology, vineyard management, soil care, pest control, pruning, canopy management, irrigation, and harvesting to optimize grape quality and yield for winemaking. Taken together, these programs demonstrate ICARE's dedication to developing leaders and advancing the agribusiness landscape.



Photo by V&W Foundation

ANCESTRAL
CULTURE



Lost Gods of Urartu: Secrets Unearthed by Archaeologists!

by Mariam Dadyan

For decades, an important part of Urartian history, the Gods' Pantheon, was lost. For a long time, the gods' happiness motivated Urartians to succeed in different scientific and military fields. Urartians, for their gods' prosperity, bloodily conquered different countries for decades and spread their religion in the Armenian highland. However, people decided to forget about the gods and clear their names from the history pages.

Fortunately, in the 19th century, French archaeologist Friedrich Eduard Schulz suddenly discovered a cuneiform tablet in the city of Van and found out about the gods. After Schulz's discovery, it turns out that archaeological excavations are the only way to find and give some information about the Pantheon because other historical sources are mostly lost or destroyed. Thus, archaeologists try their best to find written records about the Pantheon.

In the 20th century, archaeologists discovered cuneiforms about the gods in Karmir Blur, Argishtikhinili, Erebuni, etc. They collected all the





Photo by Max Planck

information and put it all together, and it turns out that the Pantheon consists of 79 gods and goddesses, who originally were mixed versions of indigenous, Hurrian and Mesopotamian gods. But, initially, the Pantheon did not have 79 gods. The number was raised step-by-step. Archaeologists revealed that Urartians were conquering city-states where native people already had their gods. To keep all people's rights to have their own gods and avoid any possible religious conflicts, Urartian kings put indigenous gods with Urartian ones. However, the Pantheon was headed by the Trinity of Haldi, Teisheba and Shivini, originally Meso-Urartian gods. Other gods were not crucial, and we do not have much information about them; we only know their names, while the information about the Trinity is enough to learn about them.

The mighty god, Khaldi, was the father of all gods and possessed all the powers. Usually, Khaldi is depicted as an old man who turns into a young boy at the end of the day. According to Dr. Hayk

Avetisyan, Khaldi was of foreign origin; like the scription of the Mheri door reports about Shivini's supreme god in many other ancient cultures, his Gate of Wishini City, which should have been located between Van and Urmia Lakes. According to the inscription, he was closely associated with warfare, and all wars were carried out in his name; his blessing was sought before a campaign. Khaldi was so crucial that the Urartians were sometimes called the Haldians or Armenians. Thus, Shivini, drawn from "children of Haldi." The ruling king was known as the "servant of Haldi," and many inscriptions end with the phrase "By the will of Haldi."

Teisheba, the god of storms and thunder, was likely based on the Hurrian god Teshub. Usually, Urartians depicted Teisheba standing on the ox. Sources from the first monarchs of the Urartu Kingdom do not contain any information about Teisheba. References to him come from Ishpuini's and Menua's inscription of the Mheri Door. Moreover, it is reported that animal sacrifices were offered to Teisheba and his troops next to the gate of the city of Eridia. After the reign of Rusa I, Khaldi lost his importance, and Teisheba became a vital god for Urartians. These changes could be because there suddenly was no rain in any region after Rusa I, and people could not raise vegetables and fruits.

Shivini, the Sun god, was often represented as a kneeling man holding a winged solar disk. The Egyptian god Ra likely inspired Urartians. The in-

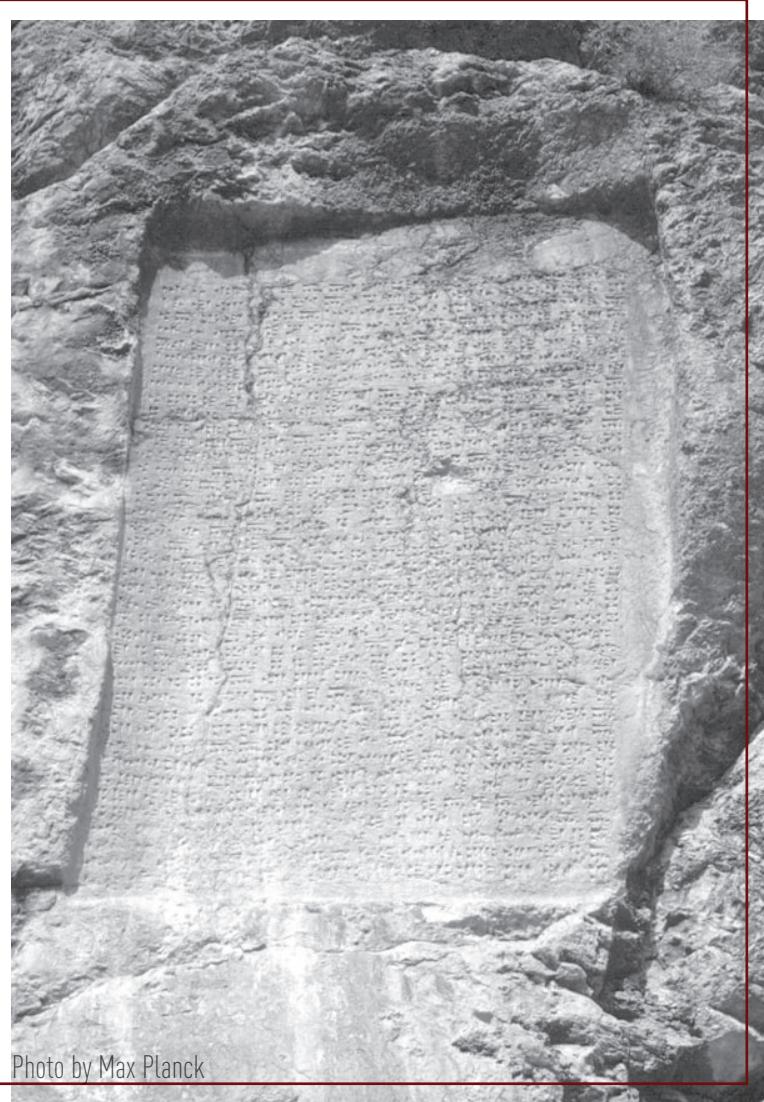


Photo by Max Planck

Unveiling Armenia's Warrior Queens: From Amazons of Antiquity to Cultural Stewards

by Mariam Dadyan

Patriarchy has always existed in Armenia, Armenia is depicted as a warrior woman in the but it does not mean that women did not pictures or sculptures from the Hellenistic period. play an important role in Ancient Armenia. Both Such an example is the sculpture when Emperor history and archaeology prove that Armenian wom- Neron ordered where Armenia is Penthesilea, the en were not just mothers and wives but also rulers, queen of Amazon warriors, and Rome is Hercu-scholars and warriors. Also, Armenians were the les, who helped Penthesilea. Ancient historians rulers of numerous cultural sites and the owners usually place the Amazons in the Amazon region of a rich cultural heritage created by the queens' of the Caucasus or the ancient Pontus. "Strabo, initiatives. Ironically, even on the map, the Third Hippocrates, Plutarch and Appian describe Am-Republic of Armenia looks like a woman's face. azon's place in the Caucasus region east of the



Photo by AGBU Magazine

Black Sea," Dr. Viktorya Vasilyan, a member of the Institute of Art, states. Viktorya added that the east of the Black Sea was ruled partly by the Armenian King Tigran the Great, and it may have been the ancestral home of the Amazons, too.

It turns out that Strabo, Hippocrates, Plutarch and Appian were most probably right; in the Caucasus, they were women warriors. Ashley Cowey wrote that in 2017, in the Bover I necropolis in Lori province, skeletons of female soldiers, dated to the 8th-6th century BC, were excavated. From the 9th to the 6th century BC, the Kingdom of Urartu flourished in the Armenian highland. Cowey said, "The kingdom enjoyed comprehensive trading contact with the major empires of the ancient world between the Mediterranean and India and rivaled them culturally and in military prowess." Greek historians probably saw or heard about Armenian women warriors and depicted them as Amazons.

Armenian women were not only warriors but also rulers, scholars and artists. Many Armenian queens inherited Armenia's rich cultural heritage, which archaeologists and historians use for studies. One of them was Queen Mlke-Tamar, the wife of King Gagik Artsruni. Queen Mlke was a beloved ruler during a time of peace in Van Vaspurakan. Thanks to the queen, arts and crafts thrived in

Van, Vaspurakan. Artists from Van Vaspurakan documented history, perfected calligraphy and mastered Armenian miniatures. No other art school could match the creativity that blossomed in Van, Vaspurakan. About 1,500 manuscripts were crafted and preserved. Beyond Queen Mlke's contributions to the arts, she played a crucial role in governing the kingdom. Recognizing the enduring impact of deeds over time, she commissioned the construction of Varag's Church of St. Mary and the world-famous Church of the Holy Cross on Akhtamar Island. Unfortunately, the Church of St. Mary was destroyed in 1915.



Another important historical figure, Queen Katranide II, the Lady of Ani, built a crucial holy and archaeological site for Armenians. She was the wife of King Gagik. In 989, King Gagik's brother started making the Katoghike Holy Mother of God Cathedral in Ani, but the construction paused when he passed away. Queen Katranide took charge and, with the help of an angel's guidance, completed the cathedral in 1001. She hired Trdat, the Architect, and spared no expense, adorning the interior with intricate needlepoints and tapestries. The cathedral, now a UNESCO World Heritage Site, served as the seat of the Catholicos and is con-

sidered the possible origin of Gothic architecture. Despite Queen Katranide's efforts to build and preserve other structures, many have been sadly destroyed by the Turkish government in its attempt to erase historic Armenian presence.

In a mesmerizing journey through time, Armenia's rich tapestry unfolds, revealing its warrior queens who defied patriarchal norms. From the legendary Amazons of antiquity to the cultural legacy of queens like Mlke-Tamar and Katranide II, these women shaped history, challenging stereotypes and leaving an indelible mark on Armenia's heritage.



SCOTTISH
FISHING
WEEK



Fashion Industry's Impact on Society: Delving Deep into the Fashion World

Editorial by Ella Margaryan

"Style is a way to say who you are without having to speak." (The 87 Greatest Fashion Quotes of All Time, 2022). Fashion has always been a means by which people self-express themselves and reveal their true character. The big fashion world and designers leave a piece of their worldview and personality to their design, indirectly, (or, sometimes, directly) influencing the society. While fashion is itself art, made by creativity, expressiveness and emotion, that tends to cross the boundaries and give people the freedom to express themselves; it, also, oftentimes, sets boundaries for showing one's true image. Generally, for the fashion industry it is easy to impact the youth, taking into account their social media addiction and tendency to be influenced by it. However, it does not mean others are not affected by it. Fashion can impact people by promoting beauty standards, specific fashion choices and setting societal and financial pressure on them. Since its appearance, the fashion industry accommodated specific beauty standards for models-

tall and slim, (would be better, if also young). One of the oldest and most famous brands such as Hermes, Louis Vuitton, Chanel, etc accepted the "perfect" body measurements for a model, 90-60-90. Besides these measurements being so persistent in the fashion industry, celebrities started to reinforce these standards even more. For example, one of the most prominent sex symbols and actresses, Merilyn Monroe, had its impact on fashion, being the iconic representation of the time's beauty standard. This cycle of celebrity influence still continues to this day making its target the young generation. We see our favorite celebrities on social media, be it a model, or actress and eventually, start to idolize themselves. But we forget one thing: we lose ourselves in this endless race of comparison and one-type-beauty.

Just think of it; how many times have you seen the perfect models and compared yourself to them? How many times have these retouched and brushed-up images impacted the way you see yourself? Wouldn't it be better, if we

started seeing ourselves as a unique creature, with its own imperfections and stopped being the victims of the fashion industry?

It is important to understand that fashion is not just a piece of clothing— it is the way we show our identity and even think of ourselves. Every person has its own fashion choices, however, the fashion industry has its commitment in shaping our style. Now let's understand how the fashion industry, accompanied by other factors, often controls our fashion choices. First, there is the cultural factor impacting our style. For instance, in Armenia it is not culturally accepted to wear very short dresses or some clothing that is cut-out. People in Armenia can feel obligated to bypass clothes having these types of designs. If we look at the fashion world individually, (without adding other factors), we can see that while fashion inspires people to “find” themselves, it also makes us wear something that maybe we don't even want. Red is a trendy color in 2023, but have you seen



Photo by Vogue



Photo by Vogue

how many people wear red? Now, we are not here to run statistics, there is another important question here. How many of these people do actually want to wear red? Do they really find themselves comfortable wearing it, or are they solely afraid to be behind with fashion trends? The thing is many of us do not even find red likable, but at the same time don't want to fall behind with the fashion world.

Besides affecting our perception of beauty standards and style choices, the fashion world can create financial pressure. Many of us are literally obsessed with fashion brands, fashion shows and fashion weeks. We can spend hours watching our favorite brand shows or directly go shopping. The issue is that most of the renowned fashion brands are the most expensive ones, and not everyone can afford them. However, the exposure to advertising is so much that people sometimes obsessively spend tons of money on expensive brands. What's more, sometimes these famous fashion brands manufacture products that in reality aren't worth the money one spends. Nevertheless, as they already gained the trust of consumers, brands start to sell low-quality products.

While the fashion industry has its drawbacks, it's important to recognize that oftentimes, it is difficult to change standards engraved in society for such a long time. Additionally, each individ-

ual views fashion differently and decides what to take from it – inspiration or manipulation?

Taking everything into consideration, it's crucial for the fashion world to create equality for everyone and avoid the "false advertising" that negatively impacts society.



Photo by Vogue

Vibrant Armenian Brands to Elevate Your Style

By Lusine Paradyan

Besides having a rich history and cuisine, Armenia has great fashion brands that have recently begun developing. Wearing Armenian brands' products is another way of encouraging the country's development and blooming. Many brands produce unique, fashionable and high-quality products. Let's explore some interesting and creative Armenian brands that might resonate with you and your fashion preferences.

Arli

Mashots Avenue 3

Seeing the same kind of black shoe each season is tiring and boring. Arli is a bright spot in your life. The brand produces not only colorful shoes but also bags and purses. "When we were creating our brand, we began to conduct market research and found that most manufacturers were producing their shoes in black because that was the color in demand," explained Vigen Sarajyan, the brand's owner. "However, we started to produce shoes in multiple color combinations." Later, colorful shoes became "the face of their brand." Since 2022, the brand has also started

launching hand-painted shoes in collaboration with local painters. "They invent paintings on our shoes as on their canvases," Sarajyan explained.

The owner's next step is to expand their audience. Arli has already created a worldwide Instagram page, as they are currently looking for collaborations to broaden their presence. "Our audience is those who value individuality and want to dress outside of mass fashion, and we want to find our audience in foreign markets," Sarajyan claimed. Arli is your best decision if you want to take the most colorful steps.



Photo by Arli



Photo by Arli

KERPAZ

Vardanants 14
Mashtots Avenue 17

Scarves are the ideal finishing touch for any outfit. Today, scarves are considered an indispensable accessory and are not limited to mere winter wear. KERPAZ provides the most unique and colorful scarves with beautiful details. This brand represents Armenian fashion and history in a more trendy and “street-style” manner. “Many scarves brands in Armenia produce beautiful and colorful products. However, we noticed that when we want to wear more modern and stylish scarves, we have to choose from foreign manufacturers,” Tatevik Tigranyan, the brand’s owner, shared.

KERPAZ aims to present the Armenian culture in trendy versions so that it is worn not only by Armenians but also by foreigners, that is, to spread Armenian culture “involuntarily.” The source of inspiration for KERPAZ is the Armenian nature. In their products, they present the Caucasian leopard and the Artsakh steed. “Recently, we presented the ‘Khorhourd’ collection to the public, where we used the fish, one of the oldest symbols of Christianity,” Tatevik shared. One of the most important achievements of the brand has been to draw the public’s attention to the vanishing species of the Armenian natural world. “The

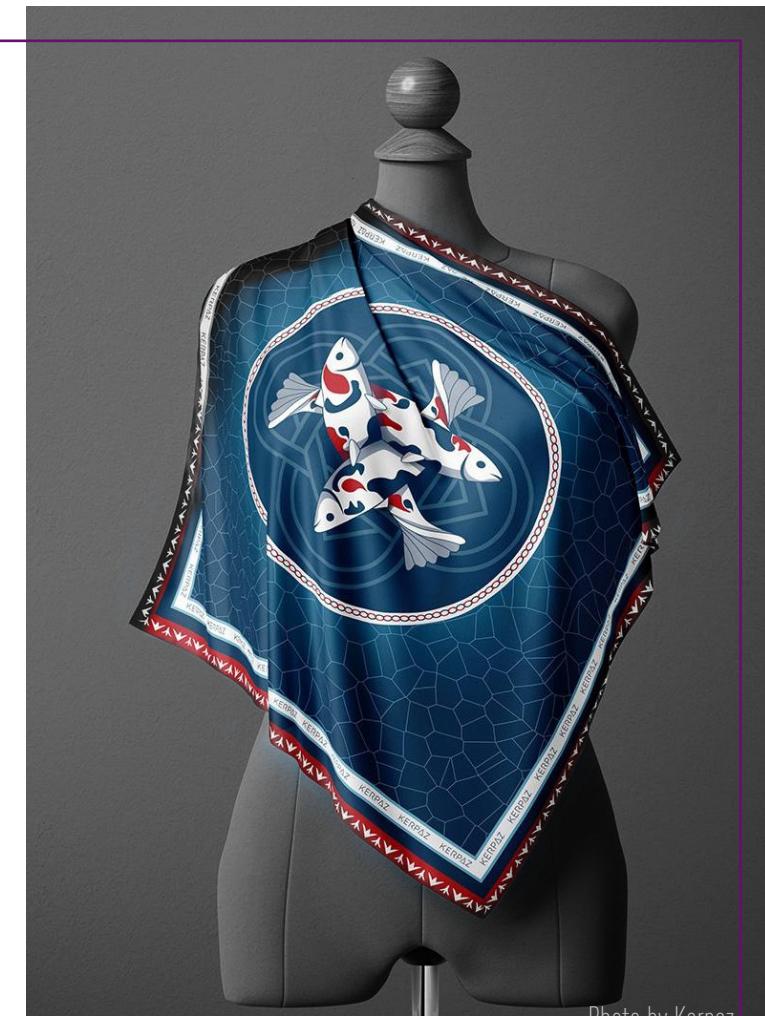


Photo by KerpaZ

most outstanding achievement was the ‘Artsakh stallion’ because many people did not even know that we have such a breed,” Tatevik explained. Apart from Armenia, KERPAZ scarves are also available in the U.S., Russia, Lebanon, the Czech Republic and soon, Dubai. If you want to wear Armenian products cooperative with trendy designs, KERPAZ scarves are there to help you.

Silhouette

@silhouette

Silhouette is a brand of colorful and unique clothes. The brand's owner, Arthur Zakharyan, said that the idea for creating this brand came accidentally. "In fact, a year ago, I drew Van Gogh on the inner wall of my grandmother's house. I was so enamored that I painted my white shirt in the color of the 'Starry Sky.' It turned out very nicely. And the idea of the brand came up," Arthur shared. It aims to promote Armenian clothing and show the audience that it can also be high-quality, competitive and affordable. Arthur highlighted the rain as the inspiration for their brand's design. "Have you noticed how few colors and shades there are in the world these days? Bright colors and incredible shades have disappeared from the modern world. The rain partially brings them back," he explained. The brand uses Martiros Saryan's painting details in their clothing, considering they are compatible with any surface. Silhouette also tries to keep up with modern trends while including popular Armenian songs and symbols in their clothes.

The biggest challenge for the brand is convinc-

ing society that good things are not always expensive. "To imitate someone means to lose identity. Finding yourself is much more difficult than finding the right clothes," Arthur clarified. Therefore, if you want to change your wardrobe and add creativity, Silhouette is here to help you.

Numerous distinct Armenian companies provide creative and exquisite products that can add brightness and distinction to your style. They strive to make their products with unique details and incorporate modern trends. Also, to aid in Armenia's growth, brands present the country's unique personality to the global audience. So, by endorsing this company, we not only choose special and outstanding outfits but also contribute to the advancement of Armenian fashion.



Threads of the Past: How Armenian Culture Weaves its Influence Into Fashion Brands

By Lusine Paradyan

Armenian rich culture and history being prominent in the nation are influential for not only a country's values but also for its fashion. The country's cultural ornaments and symbols are massive motivational sources for many current Armenian brands that aim to make Armenia and its history visible through their products.

One of the Armenian brands whose main inspiration is Armenian culture is Tdproduct. The brand's owner, Tatevik Kirakosyan, mentioned that the brand's central goal is to "create beauty filled with Armenian motifs." After the war, Tatevik started to think about creating a brand filled with Armenian ornaments, accompanying women in their most elegant moments and constantly reminding everyone about Armenia. This is the main reason she launched her brand in July 2023. The brand produces handmade wooden bags decorated with Armenian miniatures, bird letters, decorative letters and paintings by famous Armenian artist Martiros Saryan. Each detail in the brand's products is taken from Armenian miniatures, which often shows the real

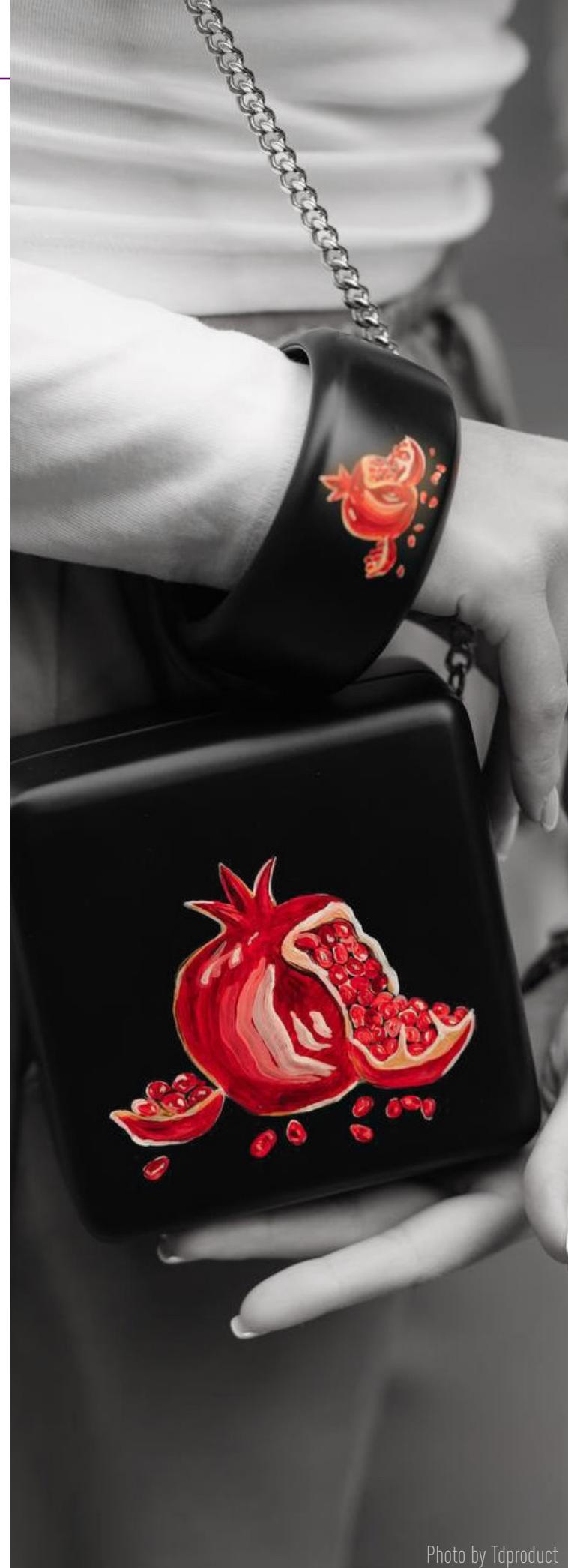


Photo by Tdproduct



Photo by MarKar

explanation and significance of the picture."Another aspect that you can notice is that, in our brand, the bags with pomegranates are dominating. We are inspired by the meaning of the fruit, which symbolizes marriage and fertility," Tatevik explained. The most important achievement of the brand was receiving great appreciation from customers in a very short time. This is their central motivation to continue creating and presenting Armenian culture in their own way.

MarKar is an Armenian brand inspired by traditional cultural ornaments. They create handmade hair brooches, jewelry and bags. Mariam Karapetyan, the brand's founder, shared that the idea came after her sister started making jewelry from Armenian Taraz. "After seeing my sister's works, I thought that we could make brooches, bags and even hairpins using Taraz as an inspiration," Mariam shared. They study Armenian

history and carefully choose each color when using Armenian Taraz. Mariam revealed that their brand's primary goal is to make Armenian Taraz and jewelry more accessible to young Armenians. MarKar strives to be different in its sphere by creating traditional and unique products.

Sophia's Material Thoughts is a unique brand inspired by Armenian heritage. The brand's owner, Sophia, claims she "turns her ideas into material." "I always loved to paint, and once, when my favorite cloth was damaged, I decided to buy paints and cover the damaged parts with interesting ornaments," Sophia remembered. Firstly, she drew only on her and her relatives' clothes. However, when starting her online shop, her main motivation was to leave a legacy after her that would prolong Armenian cultural life. Sophia is inspired by the artwork of well-known Armenian artists, the vivid hues of Armenian ornaments,



Photo by Dzeragir

and the richness and complexity of Armenian culture. As there is intense competition in the sphere, the brand tries to stay original and create new products using ancient symbols.

Armenian culture has a huge impact on the Armenian brand Dzeragir the brand owner, Gagik Mnatsakanyan, gave the brand the name Dzeragir (handwriting in English). "I leave my handwriting in every work; that is why my brand is called Dzeragir," Gagik explained. He is motivated by Armenian culture and history, and the brand's primary goal is to preserve Armenian heritage.



Photo by Dzeragir

" I am motivated by Armenian and Artsakh carpet's details and colors, and I am always eager to learn and create more," Gagik mentioned.

Armenian fashion is a sphere that allows people to preserve and spread Armenian cultural heritage. Numerous Armenian manufacturers strive to produce stylish pieces with cultural nuances, demonstrating that it is possible to wear unique, fashionable goods that are connected to your country's culture.

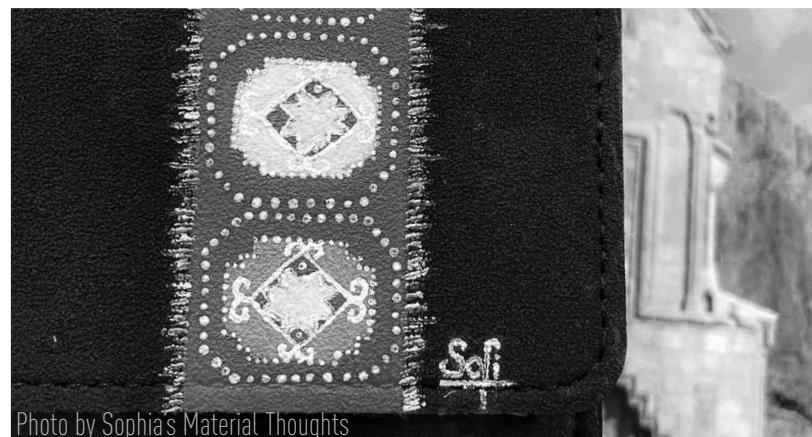


Photo by Sophia's Material Thoughts



Photo by Sophia's Material Thoughts

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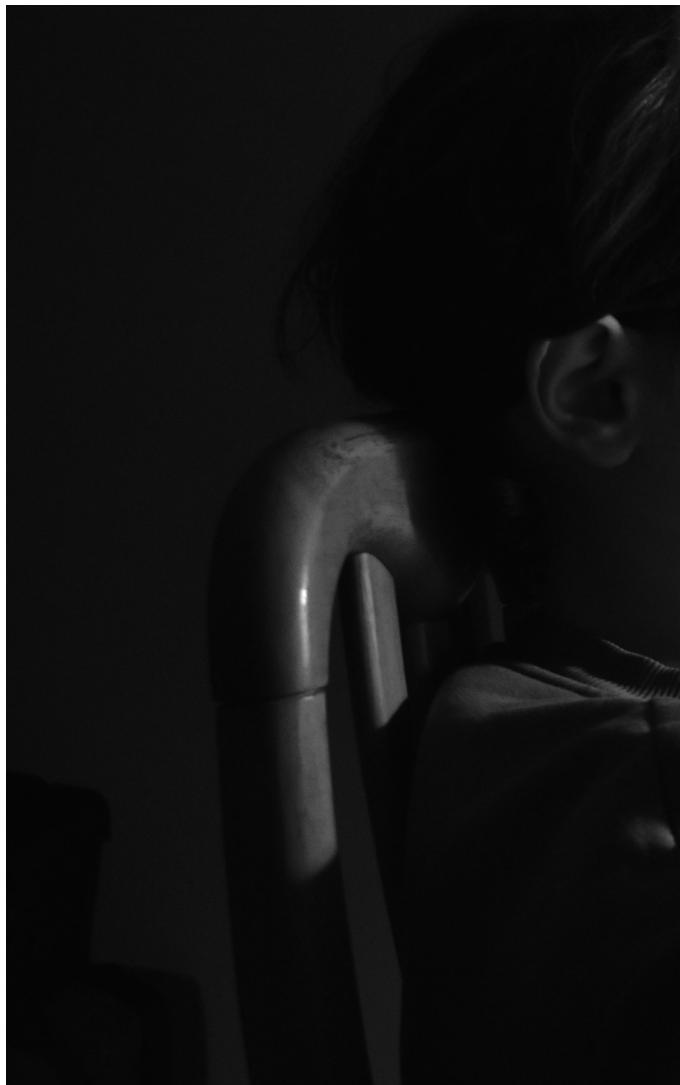
Sleep Deprivation: How Come, & What Can You Do?

Op-Ed by Lusine Tovmasian

"Six hours' sleep for a man, seven for a woman, and eight for a fool," Napoleon Bonaparte, a man who was wrong about it."

The first thing that one sacrifices when they don't have time to do things is sleep. Sometimes you get so behind on the incessant responsibilities and stresses of adulthood, especially when it's work, university, chores, all at once. Then you have to make some time in the day to catch up on things. You don't give up entertainment, not prolonged showers; you most probably give up your sleep.

We don't really cherish it. Just as children don't want to go to bed early, we adults also insist on staying up late at night to finish up a university assignment or binge-watch a Netflix show. And the next day, we complain to our friends about how little we slept, and they respond by saying a



smaller number of hours — as if it's a competition. As if we, as a society, glorify sleep deprivation. Indeed, we do. Despite sleep being essential for the normal functioning of a human being — and that includes the performance of duties as well as happiness and, well, sanity — we toss it away as if it's unimportant. If sleep deprivation is proven to cause premature death, as well as heart diseases, asthma and depression, why do we, as a society, not even talk about it that much? It is, really, the fault of hustle culture, which is

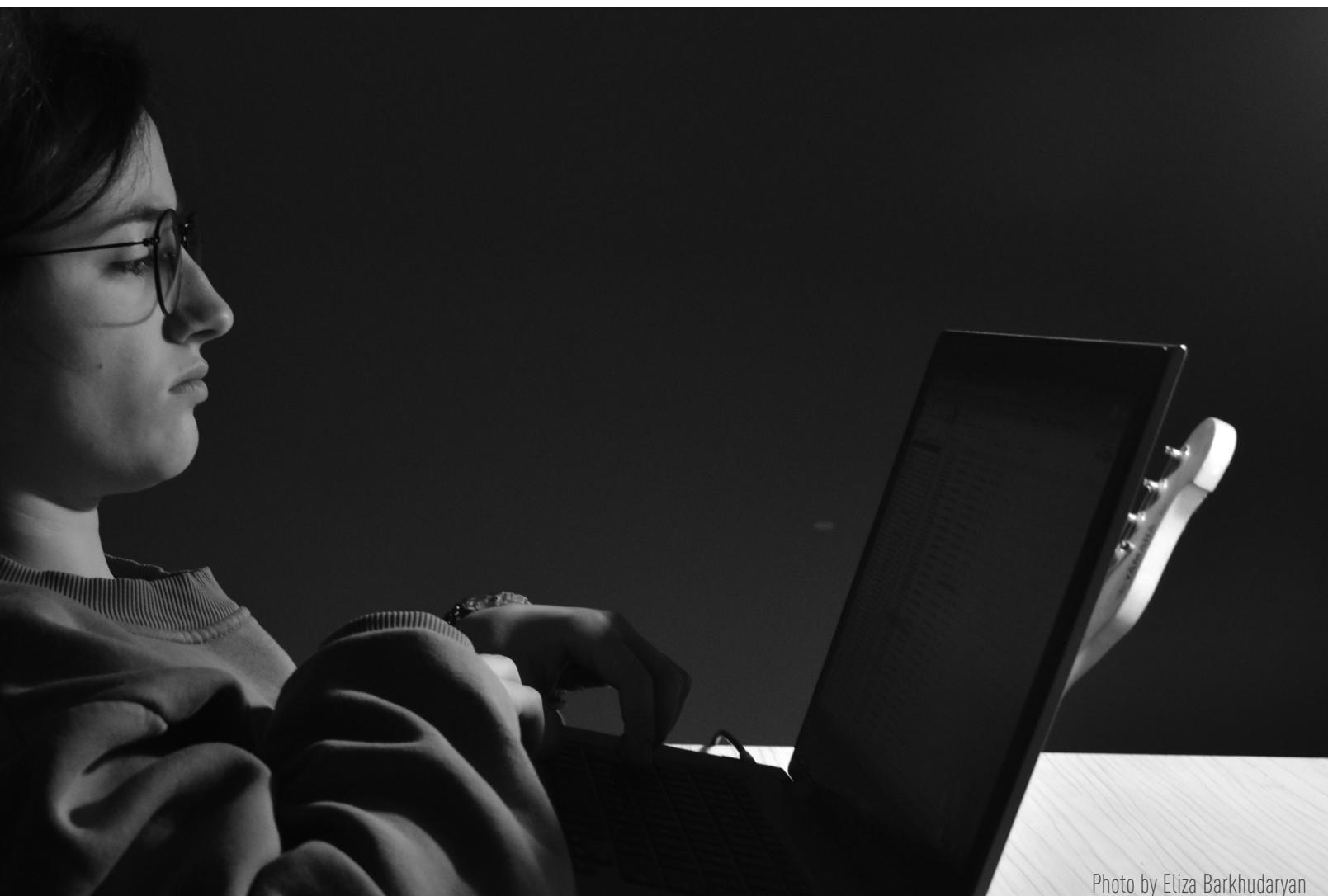


Photo by Eliza Barkhudaryan

the predominant lifestyle nowadays. When so much importance socially is put on productivity, be it school or work, it is people who prioritize their tasks that are praised and put as examples — people who sacrifice their personal time. The outcomes are more prioritized than basic human needs, and it's not just about sufficient sleep. I bet every student has that small voice in the back of their head guilt-tripping them any time they go out during the semester; Productivity is everything. Longer sleep is associated with laziness, and late

risers are generally put into that category. That's another issue: we ignore the existence of people who naturally tend to be more active and productive at later hours. But most institutions function on an early hour schedule. So, "night owls" are forced to be in a state of permanent jet lag, which first of all restrains them from giving their best performance, but also can lead to health detriments. We also ignore that people naturally need to sleep more in winter, as our circadian rhythms are based on the amount of sunlight we get; we



Photo by Eliza Barkhudaryan

ignore that teenagers need more sleep to support their puberty; we ignore the poor night owls. This is a big institutional problem that I think needs to be discussed. We need to start talking about sleep in a way it deserves, about all the health benefits of good sleep and the consequences of bad sleep. But I think there needs to be a systematic change as well. It's not just about changing the society's perception of sleep's importance, it's about changing the structure of institutions in a way that would accommodate night owls, teenagers and circadian changes during winter in all of the people. The 9 to 5 schedule is not convenient for many; it's outdated, and must be changed. Winter savings time could be so convenient too, and yet half of the countries don't even think of implementing it.

Notoriously, it is university students that get as much sleep a week, as one should get in a day. It is partly a consequence of society focusing on productivity. But it's also the pressure of becoming an adult. And this refers to all young adults, not just those who become university students. The transition from childhood to adulthood is often rocky, and you get overwhelmed by the new responsibilities, like living alone, figuring out your taxes, keeping your home clean and having three meals a day, while also trying to focus on your education. Some students even have to balance it with work in order to support themselves. And yet, universities, banks, dentists (the bane of most young people's existence), and bureau-

ocratic institutions are on a 9 to 5 schedule. That's how nighttime becomes a safe haven. Students and other young adults are free at night to do whatever they want, enjoy their time and relax without their mood being ruined by a phone call or an email. It's like postponing responsibility to find the mental effort to deal with it. It's also pretty difficult to find free time during the day to relax, to spend it with yourself or your friends. It's work work work work work.

Unfortunately, the lack of sleep reflects on the mood and performance of students. It is necessary that students realize the importance of good prolonged consistent sleep. And when

you can't change the way the world is, you must figure out how to accommodate it for yourself. That means good time management.

The secret of submitting assignments on time and having them done well is to start working on them early on. It's annoying, but it works. You start early on, you work on your assignments every day, and then you realize that you have free nights to sleep or to relax, and you aren't as stressed as usual. Sometimes you just have to do things you don't like because you know you're really doing yourself a favor. That's the hardest part of being an adult, realizing that your parents had a point in making you do homework every day and go to bed early.



Photo by Eliza Barkhudaryan

Surviving in the Wilderness of University: A Junior's Advice

by Lusine Tovmasian

When it comes to university life, getting enrolled is half of the job, but it is the easiest thing to do. Everything that comes next is what's going to kick you in the butt.

The main problem is that it's all too much at once: moving out (for some), academics, work (possibly), social life, mental wellbeing, sports; and you have to somehow carve out some time to eat and sleep. It gets overwhelming really quickly. And sometimes, the weather outside is frightful, and your bed is just so, so comfortable.

No matter what you do, it's not going to be easy in the beginning. But don't worry, you'll get used to it pretty quickly.

Remember that you came to university for academics. You're here to learn stuff and get that degree, so that's a priority. The best way to balance out your academic life with everything else is to sit down and make a schedule. Time management is really-really important, so having a little plan where you outline what you



have to do at certain times of the day is helpful.

Don't leave your assignments for the last minute. It doesn't matter that you don't want to do them, you're going to have to do them anyway, so it's better to start early. That way, you're



Photo by Eliza Barkhudaryan

going to have more time to think and produce better quality work. The best part is that you won't have to finish it in one go. That's the bitter truth: discipline before motivation.

Starting your assignments early and get-

ting into the habit of working a little every day will provide you with extra free time in the evenings. Imagine, every day, even on weekdays, you can make yourself a nice dinner and watch an episode of your favorite show. Every single day you're going to have something to look forward to, and that's very motivating.

But it's also a good idea to have something to look forward to on a weekly basis. This is when it comes to the social aspect. It is terrifying to make new friends at a university, but consider this: you're all in the same boat. Everyone is terrified.

Most of the time, universities organize events in order to bring people together, like parties and formals. That's a good time to make some acquaintances. Remember, though, that you don't have to say yes to everything. Take it at your own pace. Yes, the fear of missing out is strong, but you need to take your time to get used to the changes in your life.

Student clubs are especially wonderful, be-

cause not only does it allow you to have some fun outside your academics, but also you already share a common interest with all the people in that club. It's easier to make friends that way.

However, the closest friends you make are those that you share your perils with. It's the people that you take the same classes with. Seize the group projects—maybe, instead of booking a study room, go out to a café. Maybe you may become friends. That is, considering that you don't want to kill them, which is often the case with group projects.

As everyone knows, alcohol is the most commonly used icebreaker. It works, of course, but the consequences... Don't drink on weeknights.

It's hard to balance out your academic life with your social life. But you must remember that you have a right to enjoy your time in college. Grades aren't as important as actually learning things, so as long as you do that, you can relax and have fun without any guilt.

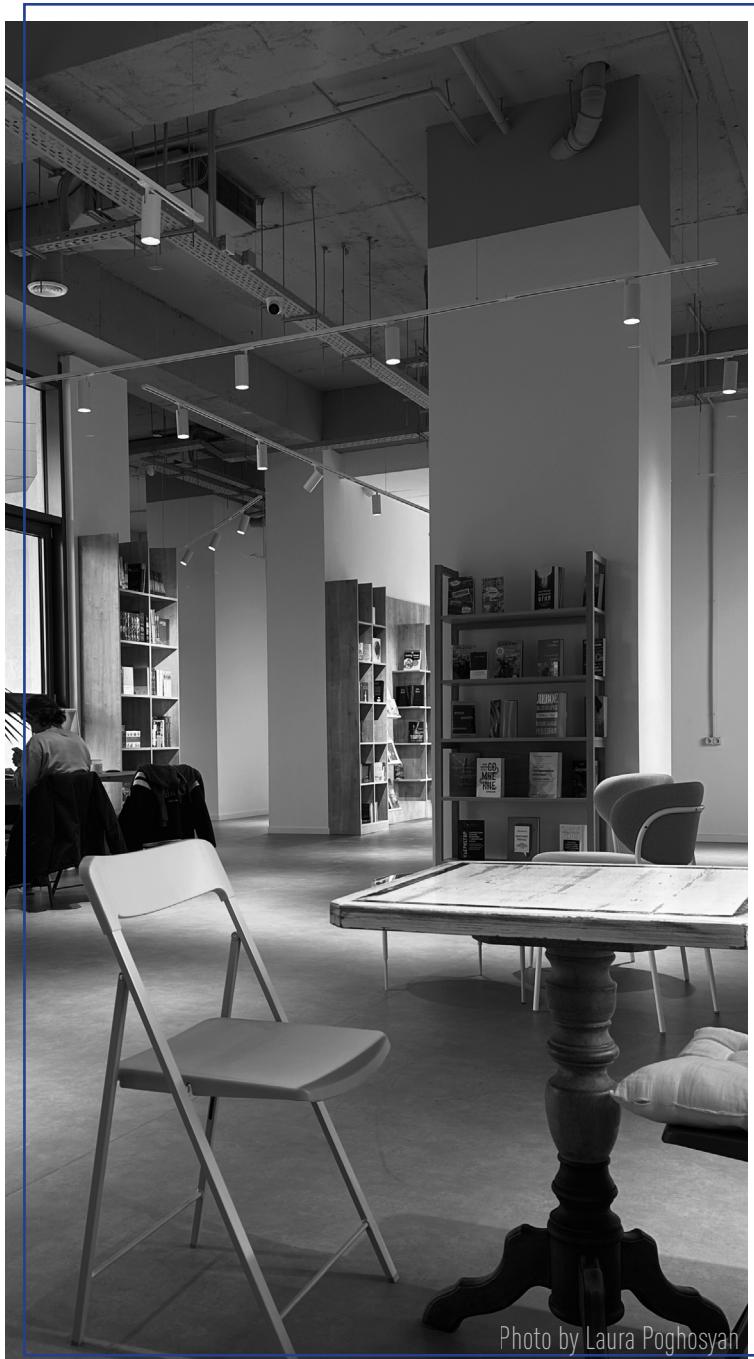




Photo by Eliza Barkhudaryan

Cool Places for You to Work and Study

by Laura Poghosyan



There are a lot of people studying and working who need places to concentrate. We are here to help you with that issue and offer some places that are not famous but have such a great atmosphere and a free entrance. There, students can study, work, read free books, and spend time with friends. The first place is on the 5th floor of the SOHO Business Center (Yeznik Koghbatsi St., 36/4 Building). It is a calm, positive, and relaxing corner with many books. The place is called "The world of books". It is a perfect opportunity for those who cannot find a proper place to work or study. What makes the place truly special is the consideration of a calm workspace with a vast collection of books. It's all about working efficiently and encouraging an environment that promotes intellectual curiosity and creativity. The second place is the Library for Architecture (LFA). It is located on Tumanyan Street, 2nd lane, the 5th building. This place is one of the coolest and most calming places for studying and working in Yerevan. Every detail is well thought out. The staff is very friendly and supportive; they will help

you find any kind of book about architecture, and there are also books about other fields. The books are available in three languages – Armenian, Russian and English. Working hours are from Monday to Friday, 16:00–20:00, Saturday from 12:00–16:00. The third place is the Mirzoyan Library. People mainly know it as a café, but the book collection that they have is glorious and exciting. There are a lot of books about photography and photojournalism, and some dailies as well. Also, the use of books is free. The place provides lamps for those with difficulties reading, which is very nice for readers. The library has fascinating pictures on the walls, and the atmosphere is pretty and quiet.. It is located at 10 Mher Mkrtchyan Street. Working hours from Monday to Sunday are 11 am-7 pm. These spots—The World of Books at SOHO Business Center, the Library for Architecture (LFA), and Mirzoyan Library—offer more than just spaces to work and study. They provide auras where people can find themselves in a positive environment, surrounded by huge collections of books that contain specific stuff. They also inspire creativity and productivity.

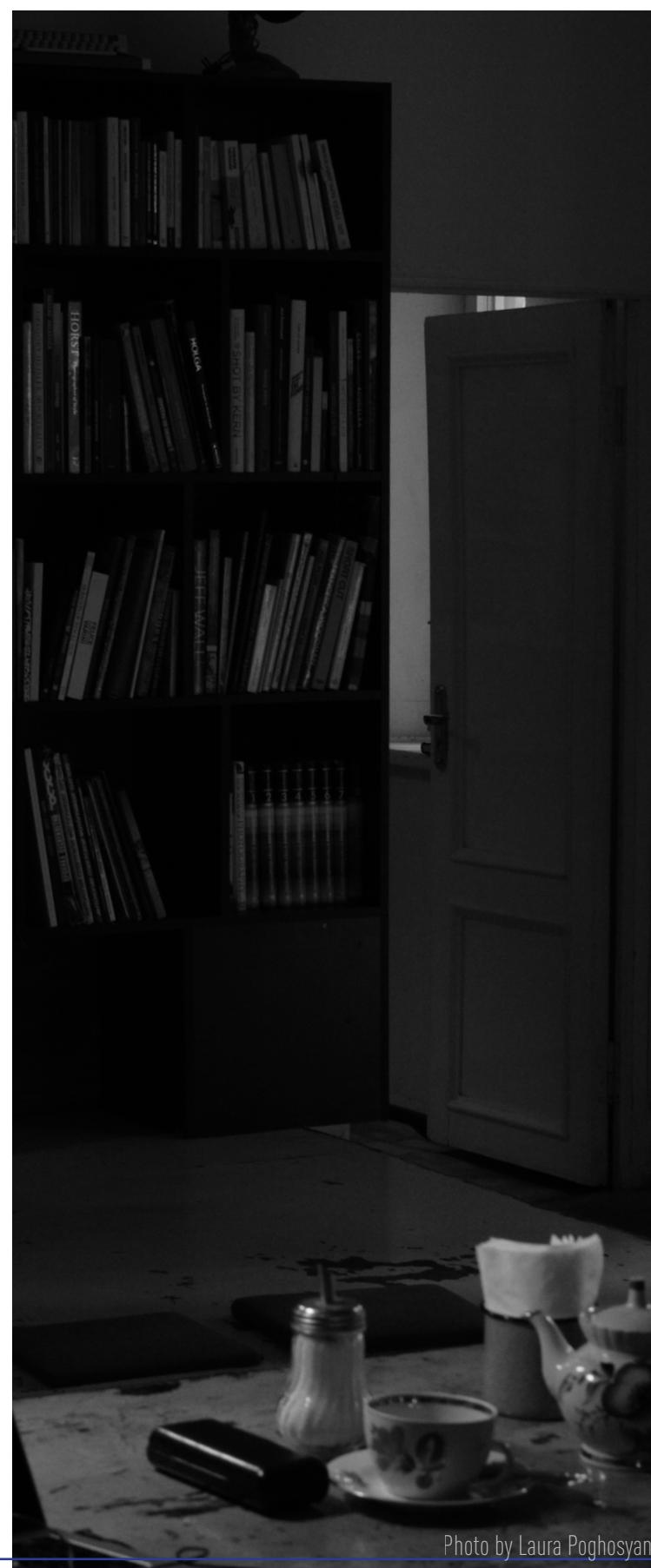


Photo by Laura Poghosyan

Chill Zones Unveiled: Yerevan's Coolest Spots for Creative Escapes

by Laura Poghosyan

Young people nowadays are forced to be more responsible than ever, be it deadlines at university or workplace stress; they happen to lose the connection with themselves and need to spend some time relaxing. Everyone occasionally needs breaks from everything happening around them. Below, you can see a few unique places that will make you relax and spend some "me" time trying to find inner peace. These include some activities for you, such as clay making, yoga, painting courses and meditation. Our first place, BMAM, a clay work studio, is easy to find; it is located on Kieyan 17 next to



Photo by BMAM



Photo by BMAM

the "Barekamutyun" Metro. The atmosphere is lovely and relaxing; BMAM also provides painting courses. Each class lasts an hour and 30 minutes; you can listen to whatever music you like during that time. Most importantly, the staff is really welcoming and friendly. This is an excellent opportunity to create something and enjoy the process while trying to relax and disconnect from the outside world. During the interview, the studio owner, Abraham, said that their staff tries everything possible to provide a creative experience that allows individuals to express themselves through different mediums. "Our staff is very friendly and supportive, and



we focus on creating a space where people feel comfortable to explore their creativity," he added. Kave Kon. This place is another excellent option for "clay therapy." It has a very calm atmosphere, with the combination of serene colors and overall interior design making the place so beautiful that you just want to stay and work there. The place is situated on V. Hambarcumyan 45 Street. It has a website where you can find all kinds of information and news about it - <https://kavekon.com/> Endemic Art Studio. This studio provides professional and classic painting courses. It's an excellent place to relax. The atmosphere is brilliantly curated in order to contribute to relaxation and well-being of customers. "Our courses are designed to develop skills and create a calming atmosphere that encourages creativity and inner peace," said Susanna, one of the staff members. Endemic Art Studio is situated in Acharyan on 30/9. Besides finding peace of mind, there should

always be a balance between the body and the soul. Physical exercise is great for that. However, it can be intimidating at first or very tiring if one is in the middle of a deadline season. Yoga is a type of exercise that allows you to move but remain energized. Yerevan has many good places for yoga practice. One of them is Guru Yoga Studio. Guru Yoga Studio is famous for its



Photo by Edemic Art Studio

majestic and supportive staff members. They always try to explain the yoga poses, and show every detail for everyone to understand. Even those who have never done yoga will have a good time. This studio has a relaxing energy excellent for yoga and meditation sessions. You can find Guru Yoga Studio at 41 Hrachya Kochar Street. Shoonch Yoga Studio. Shoonch is a wonderful place, a haven of relaxation and serenity. They offer yoga, meditation and SPA. There are even special yoga classes for kids. The studio is surrounded by a lot of books and plants making the space aesthetic and peaceful. BMAM, Kave Kon, Endemic Art Studio, Guru Yoga Studio and Shoonch Yoga Studio are not just places. They are indeed little "escapes" for those looking to find peace of mind, express themselves, and feel good overall. Each of these spots has its unique vibe and these are the best solutions where you can relax and get creative, and find some peace of mind and body.



Photo by Laura Poghosyan

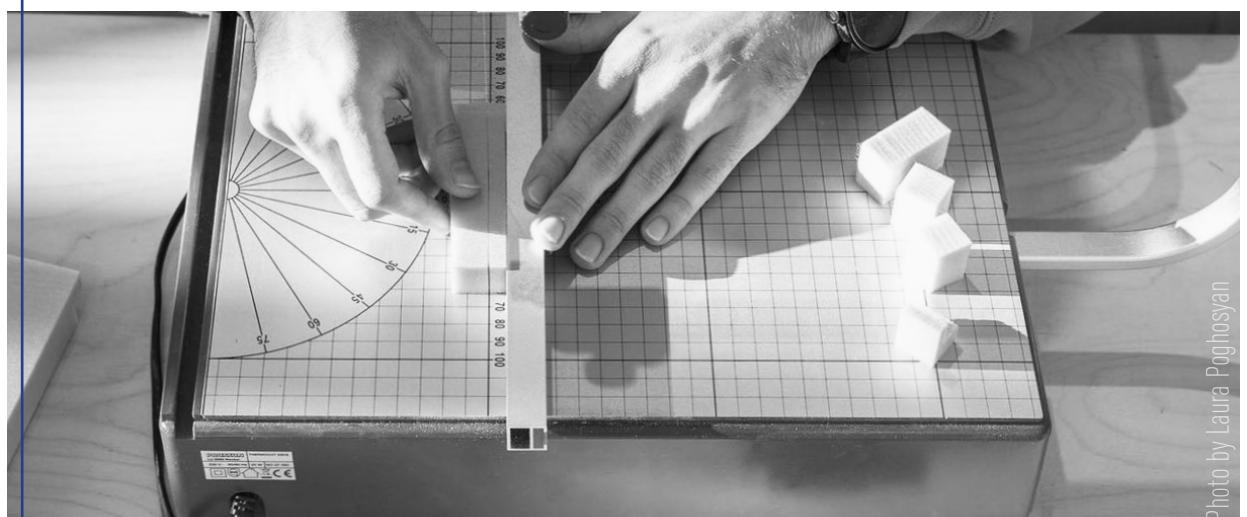


Photo by Laura Poghosyan

Health Benefits of Massage

by Nare Hovsepyan

Massage is one of the oldest therapeutic practices that has always been widely popular for its mental and physical health benefits. In ancient times, it was considered a luxury, and only a few could afford to have a massage. However, it became more affordable over time and is now one of the most used tools in therapeutic procedures.

There are more than 30 types of massage: Swedish, hot stone, deep tissue, sports, trigger point and anti-cellulite massages are the most recognized and practiced ones nowadays. Reflexology, shiatsu, aromatherapy and Thai massages continue the list.

Naira Khachatryan, the founder of "La Vita" aesthetic center and a massage therapist with more than 15 years of work experience, talked about the benefits of massage.

"Massage promotes blood and lymphatic circulation, calms the nervous system, relaxes tight muscles, improves internal organ performance, metabolism and joint function, activates the body's pump function and removes inflammatory processes," Khachatryan claimed.



Photo by Nare Hovsepyan

Massage techniques that include friction, kneading, compression, vibration and percussion are responsible for all of these outcomes. Massage pressure expands blood vessels and allows greater blood flow to get to various organs. Moreover, it boosts the release of endorphins, which are the body's natural painkillers, helping to relax muscles. Besides, muscle manipulation always operates as a pump, which adds to the circulation of fluids

such as blood and lymph throughout the body. Massage is used in conjunction with regular medical therapy for various medical problems and circumstances. For example, it is highly recommended to attend yoga or pilates classes and do regular stretching to improve joint mobility and flexibility. Hydrotherapy is another way of relaxing muscles as it enhances blood circulation. Khachatryan also mentioned the most balanced way of taking massage courses. "If the person has health issues, the massage must be performed in a series of 12-15 sessions at a frequency of one per day," she said. One can also go to the massage once a week as a preventative measure. It improves the body's vitality, muscular tone, work capability and quality of life. However, there are also contrain-

dications for massage. Massage should not be conducted during the acute phase of the disease. Other cases, such as when one has a fever, when there are oncological issues, when there are skin infections on open wounds, or when there is a blood clot, should also be excluded. It is important to note that regular massages can improve overall well-being only if the person combines them with several other methods and procedures that work together for the same purpose. Maintaining a healthy diet, stretching during the day and practicing good posture along with massages will help people to achieve the results sooner. By incorporating such techniques into one's daily routine, one may ensure that they will have better health and a stronger body tomorrow.



Photo by Nare Hovsepyan



Benefits of Group Fitness Classes on Mental Health

by Nare Hovsepyan

In recent times, group fitness classes have gained a huge popularity in the world. As their popularity rises daily, it is important to look at the benefits they provide and the value they add to people's lives.

Group fitness classes are an excellent method of getting various health benefits for several reasons. Combining physical activities such as regular exercise, stretching, muscle strength development and flexibility enhancement helps not only to be in shape and maintain health but

also aims at stress reduction, self-esteem and confidence. Therefore, it eventually leads to the person having better mental health, which, nowadays, is a great concern for the majority of people.

Tatev Mirzoyan, the coach of more than five group fitness classes at Multi Wellness Center, explained the benefits of the classes. "Regular exercises reduce stress and anxiety, improve mood and productivity and boost self-esteem. It is all because, during workouts, our bodies produce endorphins, which are hormones

that promote happiness. And it is well known that stress and depression are inevitable in the modern world," Mirzoyan said.

One of the advantages of group exercise is that it can help lessen feelings of loneliness and isolation. Participating in social activities helps older people feel more connected to their community. There are so many types of group training in modern fitness that everyone, regardless of gender, age, and level of physical fitness, can find the one that suits them. Trainees can make new acquaintances, which is especially important for housewives and elderly women. Such activities motivate and unite like-minded people, ultimately resulting in a more robust social network, which has been found to benefit mental health.

Last but not least, group fitness activities have been proven to increase cognitive abilities, such as memory, attention, and problem-solving skills. "Physical activity boosts blood flow to the brain and brings more oxygen to it. This circulation improves brain function, and it eventually leads to better well-being," Mirzoyan added. Besides, exercise also helps to maintain hormonal balance by releasing endorphins, which also impact cognitive functions. Such exercises also



promote the formation of new brain cells and aid in the prevention of age-related deterioration.

Feline Bliss: The Therapeutic Haven of a Cat Café

by Nelly Meliksetyan

A sanctuary of warmth and peace amid the gentle melancholy of the gloomy weather and the draining stress of a long day, is everything one needs. Imagine yourself nestled in a quiet corner in the soft cushions of the couch when the faint lights in the muted glow and the rich aroma of black tea fill the room, creating a soothing bubble around you. The rhythmic purring of a tiny sleepy creature against your chest becomes the tranquil symphony of the moment, making the chaos outside seem utterly insignificant. Complete bliss—a harmonious blend of warmth, comfort, and fur.

This place exists. It is Gatto cat café, in Yerevan. One of the founders, who shall remain unnamed, shared how the idea of opening a cat café came to her and her spouse. On their journey across different corners of the world, the warmth and companionship found in the feline residents of cat cafes filled in the absence of their beloved cats that stayed at home. With each



Photo by Eliza Barkhudaryan





Photo by Eliza Barkhudaryan



Photo by Eliza Barkhudaryan

visit, the longing that grew in them prompted a simple question: Why not bring this joy to their own country, Armenia?

Returning to Yerevan, the couple, driven by an enthusiasm to create a haven for cat lovers, embarked on a mission to materialize their dreams. Thus, Gatto Café was born and ready to welcome visitors from the beginning of December, not merely as a space for coffee and cat cuddles, but as a sanctuary—“a kitten’s heaven,” as the founder referred.

All of the current residents are purebred cats, but this does not stop the founders from thinking broader. Acknowledging the need for a rescue mission to help the thousands of stray cats in Yerevan, the owners are already anticipating the arrival of several more kittens after their complete vaccinations. Prioritizing their safety and well-being, they created a dedicated zone for

them, separate from other cats.

“The rescued cats will be open to adoption, to find new homes for them and open the space for new kittens,” the founder explains.

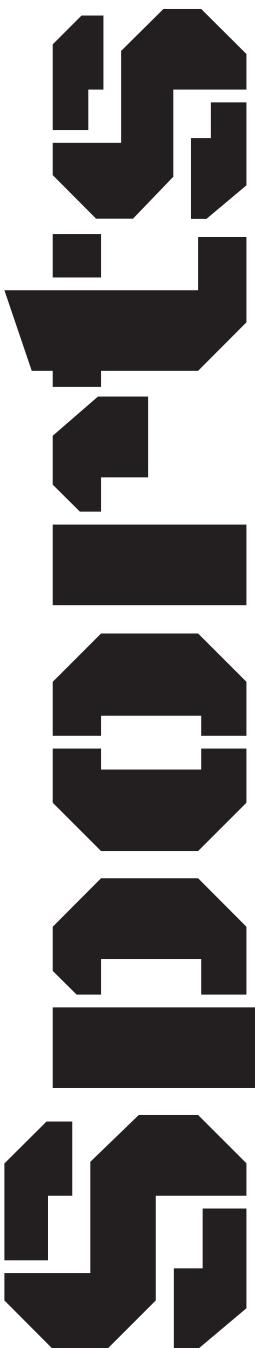
Beyond the therapeutic companionship provided by the kittens, the owners have envisioned a holistic approach to mental well-being. They are set to introduce psychological therapy services aimed at supporting those dealing with various mental health conditions. They plan on inviting skilled psychologists to conduct insightful seminars, delivering valuable information and practical tools for mental wellness. The cafe will also offer yoga sessions, creating a serene space where people can strengthen both their physical and mental health.



Photo by Eliza Barkhudaryan



Photo by Eliza Barkhudaryan





Tee Time in the Golf in Armenia

As the sun rises over the golf course, the water droplets from the sprinkler catch the light, making the course seem covered with diamonds. The sound of a silver car disturbs the quietness of the air as it approaches the building in front of the driving range, where golfers practice their shots.

The Ararat Golf Club director, Khachatur, comes to work early in the morning. As he approaches the building, the dog, Panchita, greets him, wiggling her tail. "She is one of my great 'workers,'" Khachatur jokes. "She is the watchdog here, my security; whenever someone foreign comes, I know it because she barks really loudly, not letting them pass the doorway." After patting the dog, Khachatur usually starts his day by going to the golf courses with his coworkers. "To give our customers the best experience possible, we must ensure that everything, including the golf courses, greens and holes, is in good condition," he mentions.

Khachatur is also a golfer who knows everything about the game and wants to ensure golfers feel as at ease as he does when he plays. "I start-

The Mountains of Armenia

by Anush Vrtanesyan

ed playing golf at a really young age, probably around 14 or 15," Khachatur continues. "At first, I thought it would be a simple game: one swing, one goal: get your ball into the hole. However, when I got my first golf club in my hands and tried to swing and hit the ball, I realized how difficult this game was and fell in love with it immediately because I love challenges." Khachatur became so obsessed with the game that he began to play it every weekend. However, in the past, when people discovered that he played golf, they were surprised because the majority of Armenians had no idea what golf was or that Armenia even had golf courses. With that in mind, today, Khachatur is working to ensure that golf is recognized and developed in Armenia in the same way that it is in other countries like America. Why not when Armenia has nine beautiful golf courses, mini golf and a good climate? Khachatur is also a trainer who works with students of all ages. "I have many young students, which I love because golf in Armenia is finally starting to develop," Khachatur mentions. "I

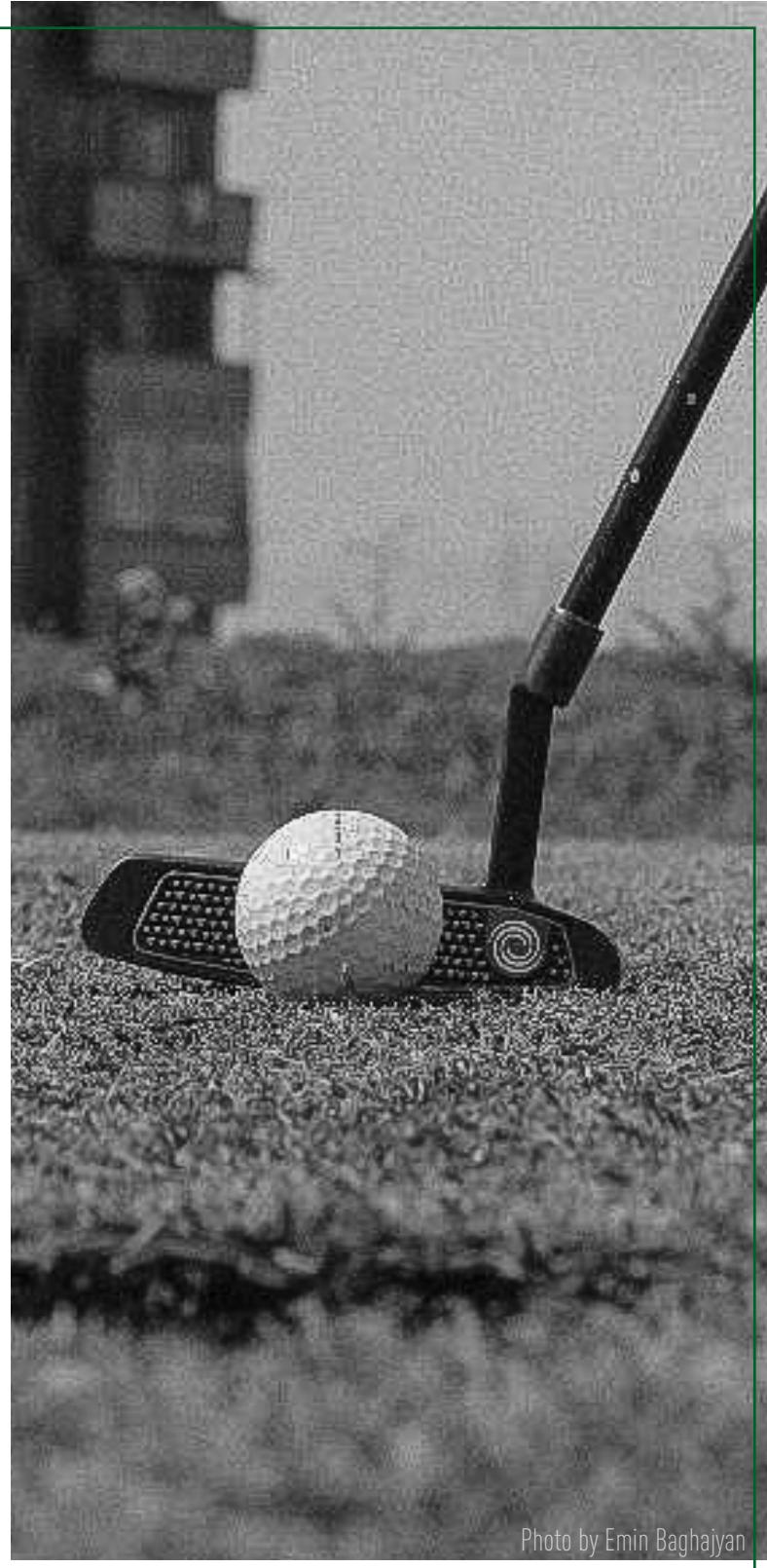


Photo by Emin Baghajyan

want more people to come and play this game because it is not an ordinary sport; here, you not only hit the ball and celebrate that you made a good shot but also learn patience and honesty and get acquainted with many people from different countries." Usually, the majority of



Photo by Emin Baghajyan

golfers are from the U.S., Germany and France; however, today, many of them are Armenians, as the game is finally receiving the attention it deserves. Many competitions took place this year, like the Pan-Armenian Games, where Armenians from all over the world came to play golf.

Despite the popular belief that golf is primarily a male sport, women are more than welcome to play golf in Armenia. "As a part of developing the golf in Armenia, I decided to start a women's network, which started in March, and ever since, attracted a large number of women committed to the beauty of the sport," mentions Lilit, Ararat Golf Club's event manager. When Lilit first started to play golf, she was a little frustrated that most golfers were male, and she was one

of the few female golfers in Armenia. So, she decided to share her wonderful golf experience with other women by creating a women's network; as a result, many female members joined the club. Lilit's goal for 2024 is to expand the network by promoting her idea of golf. "To me, golf is more than a sport; it's a lifestyle. When you go to the golf course, whether alone or with other golfers, you automatically turn your mind off and focus solely on the game," Lilit mentions. "It's not a game of power; it's a game of concentration that teaches you endurance and resilience, which helps you become a better person."

"You need to play golf to understand its beauty," Khachatur concludes as he swings his club and sends the ball high into the endless sky.

Injustices, Politics and Formula 1: Urging Drivers to Stay Neutral and Silent

by Lusine Kachatryan

In a world where a lot of events, injustices, and wars are happening, it's not a surprise that people in the entertainment industry can become affected by them. People working in the entertainment industry also get exposed to those news and being very influential they have to speak up to inform their audiences about those issues. Formula 1's policies and statements have been met with controversy and the sport's governing body, FIA, has always urged their drivers and team principals to remain neutral and not mix the sport with the politics. The neutrality, however, doesn't seem to stop

the drivers from speaking about issues they are concerned and passionate about. Last year, Sir Lewis Hamilton, a seven-times world champion, wore a shirt demanding justice for Breonna Taylor, an African-American woman who was killed by two police officers. Being the only black driver in Formula 1, Hamilton was often met with hate and racism due to his skin color. Since the Black Lives Matter movement began, he has been openly expressing his opinions about racism and injustice both in the world and in Formula 1. He also spoke about LGBTQ+ rights and has been seen wearing a helmet with the rainbow flag in



countries where being gay is punishable by law. Formula 1 remains a sport that is primarily white and male-dominated and lacks inclusivity, whether it's about race, gender, or sexuality. There aren't female drivers on the grid, racing and participating in the Grand Prix. The staff of the racing car companies are not inclusive either - you will rarely see women and POC working in construction and development.

The lack of inclusivity has been the subject of another driver, Sebastian Vettel, a four-time world champion, who spoke about the lack of equality in the sport and how the sport should give opportunities to everyone on equal terms. He also openly spoke about LGBTQ+ community and climate change and has been vocal about the things he cares about. He wore a shirt with the words "Same Love" in the Hungarian Grand Prix after the country wanted to implement a ban on anti-LGBTQ legislation. FIA later reprimanded Vettel for not taking the shirt off during the national anthem ceremony.

After the ongoing events, the FIA implemented a new law and policy in 2023 regarding speaking up about political issues: "The general making and display of political, religious and personal statements or comments notably in violation of the general principle of neutrality" in attempt to keep motorsport "neutral and thus



Photo by Getty Images

separate from and free of political, religious, or personal interference." It's safe to say that the sport's governing body is trying to silence the drivers from speaking up as it wants to remain a neutral sport where there's no politics involved. The FIA needs to take accountability for their silence and implement no changes so the sport can become a better place for future and current drivers. Forcing their drivers to stay silent will certainly not benefit any of them.

Top 5 Biggest Scandals in the History of Football

by Lusine Kachatryan

Football, a sport that is supported and watched worldwide, has had a number of major controversies and scandals. People around the world consider many footballers their idols and someone they can look up to, and it all becomes questionable when their favorite players are caught doing something embarrassing or controversial. Let's delve deep into the top 5 scandals and controversies that happened in football.

1 Murder of Andres Escobar (1994)

When the Colombian football team was eliminated from the World Cup in July 1994 from the player's own goal, the Colombian fans were filled with rage and fury. He was killed in the parking lot when three men approached

him and started arguing with him. They threatened with a shotgun and he was shot six times. It has been reported that the killer shouted "Goal!" after every shot, which leads people to believe that his murder intent was the player's own goal.

2 Bruno Fernandes' Arrest (2013)

One of the darkest and most horrifying cases in the history of football - when Bruno Fernandes, the Brazilian goalkeeper, was accused of murdering his girlfriend, Eliza Samudio. According to the report, he threatened to kill his former lover after discovering that she was pregnant and wanted to keep their baby. Later on, she was kidnapped by the goalkeeper and a former police officer, where she was beaten to death, strangled and her body parts were fed to





dogs. Fernandes was sentenced to 22 years in jail; however, he was released and later re-arrested. Calcipoli Scandal (2006)

3 The scandal shook the entire football world when it was revealed that Italian clubs had been involved in fixing the matches and influencing the referees to take a certain club's side. Famous Italian clubs, such as Juventus and AC Milan, were demoted to Series B, invalidating their championship victories. It scarred Italian and world football, and extra precautions were taken after the scandal to prevent further ones.

4 John Terry's Affair With Wayne Bridge's Girlfriend (2010)

When news emerged that John Terry, England's team captain, got his teammate's girlfriend pregnant during their affair, his career was put on hold. After the rumors were all over the tabloids, Wayne refused to shake hands with Terry during their matches and even refused to play



alongside him during their national matches.

5 French players and underage prostitute Zahia Dehar (2014).

The players of the national French football team, Franck Ribery, Karim Benzema and Sidney Govou, were involved in an alleged sex scandal, which stated they used the services of then-underage prostitute Zahia Dehar. According to Dehar, she enjoyed her time with the three footballers and was shocked they could face time in prison. It was reported that the footballers paid £ 2,000 a night for her services.

Science
Technology
Engineering
Mathematics



Dreaming Big: the Sweet Success of a Woman

by Anahit Gzryan

Women in business, women in science, women in technology: while this endless row of appraising titles continues to emphasize the invaluable power of women in different spheres, it also signifies the great struggle women need to fight for their name to appear in front of words men dominate. James Brown once mentioned in his “This is a Man’s Man’s Man’s World” song the world wouldn’t exist if there were no women. Similarly, the business world will crash if deprived of women’s creative minds.

Laura Torosyan, a 23-year-old girl in her third year at the Yerevan State Medical University with a strong academic record, decided that it wasn’t what she wanted to do for the rest of her life. She had another dream to pursue, so she dropped out of the university and left her three years of effort behind. Laura started a small bakery with her savings, and it became one of the best ones in Armenia. Even though all her relatives disapproved of her decision, she gave all her soul and love to her first orders and never gave up her passion. That was the beginning of a beautiful yet challenging life. “At that decisive moment when I was signing my



Photo by Dream Sweets

university withdrawal papers, I remembered the skeptical looks and words of my male professors who thought I was just a silly girl making a huge mistake,” Laura remembers. This row of unsupportive people didn’t end there. Laura’s circle of relatives and friends was divided into two big groups: the ones who believed that she just ruined her life and the others who supported her dreams and respected her decision. Her family, at first, belonged to the first group of people. They thought a

woman was supposed to get an education and then have a 9:5 job; otherwise, she was lost. But nothing could stop her until she believed in it herself. She started everything on her own; she was alone finding the place for her bakery, dealing with renovation, orders, and sometimes delivering them herself, but she knew one day it all would pay off.

"I think women are underestimated in Armenia, especially in business. Eventually, my family has got used to what I am doing, but the challenges are ongoing," Laura says. She remembered her male business partners who tried to take advantage of her being a single woman, thinking she would not know the market prices of renovation. But that's the one side of the coin: she couldn't forget about her other colleagues who admired and supported her no matter what.

As the smell of freshly baked cakes carries the air of "Dream Sweets," Laura's bakery, it serves as an example of the resilience and determination of women like her. In a world where people, their beliefs, and stereotypes confine women's dreams, they should cross their paths more confidently and create beautiful narratives for their fellows.



Photo by Dream Sweets

Beyond the Classroom: CaseKey Shapes Future Business Leaders

by Anahit Gzryan

From November 11 to 13, in Dilijan, at the Central Bank of Armenia's Educational Center, the final stage of the CaseKey business case competition was held, in which more than 80 youngsters participated.

The CaseKey business case competition, organized by Arshak Karapetyan and Hovhannes Yeritsyan, is the first of its kind in Armenia. It has presented its rich program to Armenian students for the third year already. The program equips the youth and business enthusiasts with the necessary practical knowledge and skills, preparing them for the real business industry.

The participants are divided into teams, with a coach accompanying them throughout the process. Finally, after nearly six months of intensive training, KeyTalks by business professionals, KeyMeets with successful businessmen, and visits to companies, the participants have reached the final stage, ready to solve a real business problem given by Byblos Armenia Bank.

Four groups out of 17 reached the final stage and pitched their solutions to the jury. The unique-



ness of CaseKey is that the cases given to the participants in the final stage are real. CaseKey 2023's final case was about Byblos Armenia Bank and its aim to expand the market share by 3%. The organizers were looking forward to the finalists' realistic solutions to incorporate them into their



Photo by CaseKey

business strategy. The winning team was "Advice," whose participants represented different Armenian universities. The team of the French University in Armenia took second place, and the American University of Armenia's (AUA) team took third. "But CaseKey does not end at this stage. We

try to participate in international business case competitions and show what Armenian students are capable of," says Arshak Karapetyan, CaseKey co-founder. This year, Armenian students will have the opportunity to compete in Budapest, Hungary. "Our partner Byblos Bank Armenia has given its readiness to take care of the travel and accommodation costs of the Armenian team," Karapetyan adds.

"CaseKey has built a large network and community where many young people found new jobs and internships in top companies in Armenia. It's one of the few programs where the participants always gain something even if they don't win the case," mentions Naira Derdzyan, CaseKey coach.

CaseKey is an annual program, and the application process starts in September every year, welcoming both individuals and teams. The program is open to high school and university students and people interested in discovering the business world through a practical lens.

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Desperate Housewives: A Timeless Tale of Secrets, Scandals and Friendship

by Elen Hovhannisyan



The fragrance of freshly manicured lawns and picture-perfect rose bushes evokes memories of the street of Wisteria Lane, where every housewife's scandalous tales are hidden. Almost two decades after its release, "Desperate Housewives," created by Marc Cherry, remains a timeless masterpiece that keeps its viewers occupied by the handful of drama, secrets, and dark comedy.

The series makes an entrance with the mysterious suicide of the narrator, Mary Alice Young —one of the five friends that the show revolves around. The compelling plot is not the only gripping part of the show; the way the story connects the four central characters is another strength of the show. The other four characters, Susan Mayer (Teri Hatcher), Lynette (Felicity Huffman), Bree (Marcia Cross) and Gabrielle (Eva Longoria), bring distinct personalities to the table, creating a symphony of diverse narratives that resonate with viewers.

One of the show's appreciated features is the way it blends weighty issues lightheartedly, using many scenes as comic relief to ease the stress. Whether it is Gabby's struggles with having a

child or Bree's desire for perfection while masking her crumbling personal life, the producers always find a way to cheer up the audience while addressing serious issues. The amazing collaboration of the producers and the cast is what contributes to the show's successful outcome.

The way the characters of "Desperate Housewives" evolve is unmatched in the realm of the television drama. As the show unfolds throughout the eight seasons, the viewers see each character's changes. The changes

include transforming from stereotypical housewives raised to please men into strong, independent women who are empowered and encouraged by personal growth and self-discovery. The way the creators

kept the audience interested in the show's further developments is with the approach of exploring the characters' personal development and their complicated relationships.

"Desperate Housewives" still remains a must-watch TV show for people who are fond of drama, comedy and mystery all in one. Scandalously explored, mysterious four central characters resonate with the audiences, creating a timeless and unavoidable piece of television history.



Beyond Vogue: The Devil Wears Prada and the Layers Beneath the Fashion

by Lusine Paradyan

What will happen if an ordinary person enters the fashion world? Some may find it to be the fulfillment of their aspirations and uncover inspiration and excitement in the beauty of the fashion industry. However, others might feel odd, uncomfortable and isolated in the competitive and large fashion world. This is how in the "Devil Wears Prada" protagonist feels when suddenly appears in a world completely new and strange to her.

A recent graduate student, Andrea Sachs, gets a job as a co-assistant to an influential and demanding fashion magazine editor, Mirinda Priestly. Andrea's central goal is to become a journalist, and while taking this "high-level" job that many dreamed of, she feels like a fish out of the plate. As a result of the influence of the atmosphere and with a hope of fitting the standard of her boss and colleagues, Andrea starts to change. She changes her style and behavior, which starts to affect her personal life and rela-

tionships with friends and family. She comes to the realization that she needs to determine what really matters to her and make her own choices.

"The Devil Wears Prada" is one of the most successful fashion movies of all time. This is a fascinating movie that provides viewers with an intimate look at a glamorous and high-class fashion world while raising societal issues related to class, gender and identity.

The movie guides the audience to explore the importance of having an identity while examining the main heroine's example. Her character shows people that you shouldn't force yourself to battle with a profession that is not close to your heart. However, it can become a part of your journey that makes you discover your identity and interests. At the end of the day, no matter how fashionable your dress is or what brands you choose to wear, harmony with your own self is what truly distinguishes you.



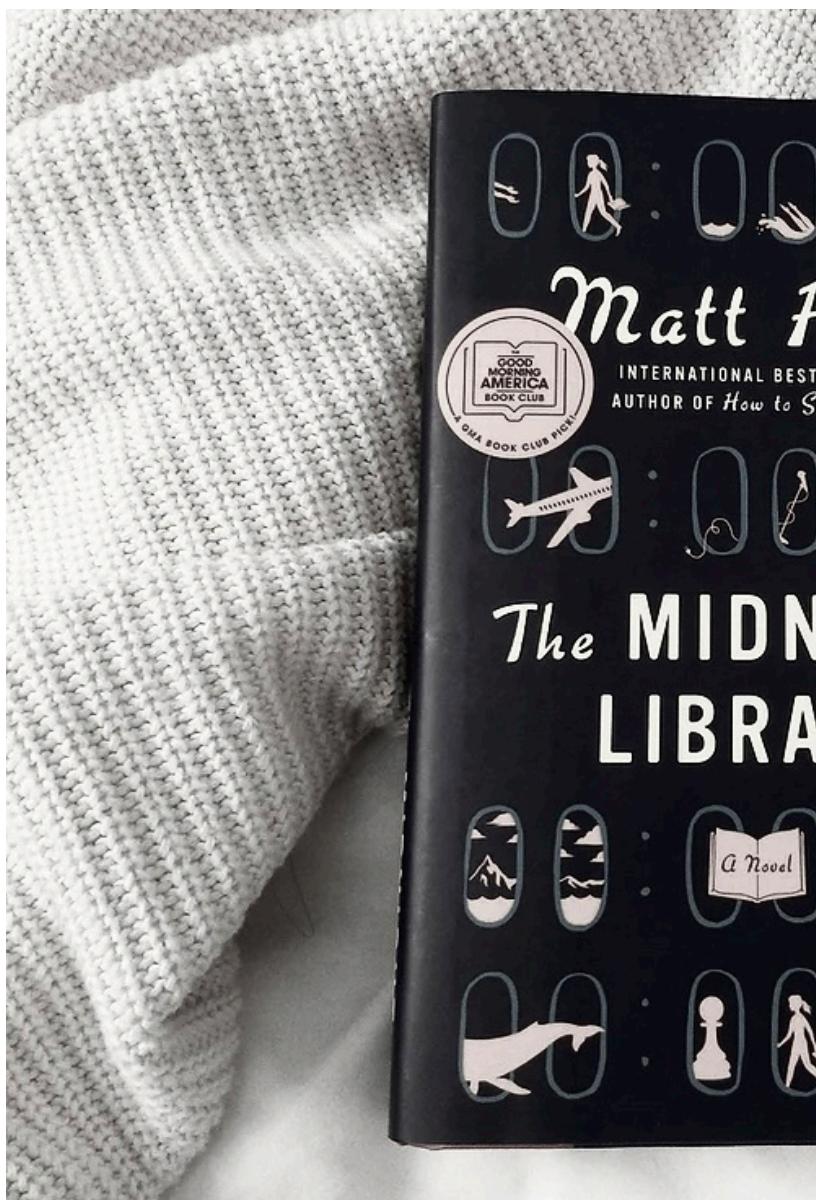
Photo from "Devil Wears Prada"

The Midnight Library: Between Parallel Lives

by Anush Vrtanesyan

I'm unmotivated. I've missed a lot of opportunities. I'm about to give up. We have all been and continue to be at this stage of life. Some try to cope and continue to live, while others give up. Sometimes, we forget that we are not the only ones in this kind of situation and that people around us are going through similar, if not the same, things. Therefore, if many people feel the same way, there must be solutions to the problems we believe are unsolvable. "The Midnight Library" is one of those books that provides you with solutions and motivation to continue and overcome life challenges.

This is a story about Nora Seed, a woman who committed suicide because she had made many mistakes in her life, missed many opportunities and felt she couldn't go on living like this any longer. However, instead of dying, she was transported to a Midnight Library and found herself trapped between life and death. The Midnight Library wasn't an ordinary library. It had an infinite number of books that gave Nora an opportunity to live different lives she might have had if she had made different choices in her life. Picking up each book transported her to one particular life. So, Nora, initially a little skeptical, picked up a



book and started her journey of experiencing the lives she has always wanted or imagined having. In these parallel lives, in which she had different professions, relationships and friends, she felt both happiness and regret. In the end, Nora



Photo by Caroline Marolda

must decide whether she wants to live or die. This book tells a simple story of an ordinary woman. A woman whose life is full of mistakes and unpleasant situations, which makes read-

ers resonate with the story. Life is not easy, and usually, we make poor decisions or miss opportunities. This story helps people to understand that life is not over if they miss an important opportunity. It is a common feeling because we are sometimes so wrapped up in ourselves and focused on one specific goal or opportunity that we believe that if we miss it, it is the end of the world, and this is where our demotivation, regret and giving up begin. This book, however, teaches that everything happens for a reason, and if you made a wrong decision, then it was necessary for you to do it. You wouldn't be where you are now if you hadn't made that decision. Every choice has a reason behind it; even if it is not obvious from the start, it will be at some point in your life. We shouldn't waste our lives regretting our previous decisions and wishing we could go back in time and change them because that way, we would cease to be who we are today because those choices, good or bad, shaped us.

So, if you are feeling stuck in your life and wishing you had a different life, read this book. You will realize that no matter what, you are the author of your story, and it is never too late to change or rewrite it.

Movies and TV Series to Watch When You're a Sport Enthusiast

by Lusine Khachatryan

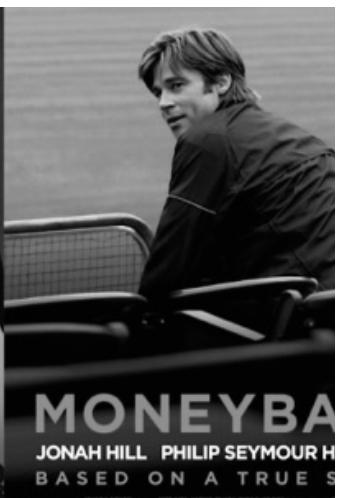
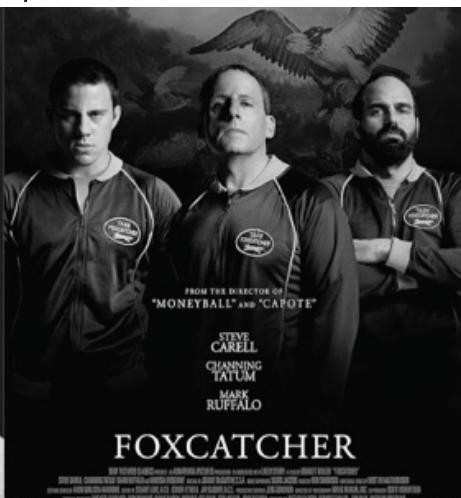
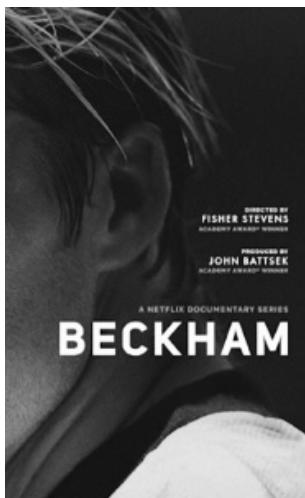
1 *Ted Lasso* (2020)

Ted Lasso is a moving master that goes beyond the borders of sports. Jason Sudeikis shines in the role of the main character – an optimistic American soccer coach who overcomes the challenges of training and managing a struggling English football team. The series, created by Bill Lawrence, is not your typical football drama, as it focuses mainly on the themes of friendships, leadership, personal growth and success. Sudeikis delivers a realistic and raw performance, which makes

watching “*Ted Lasso*” a must-see for people who are trying to escape from their routines.

2 *Beckham* (2023)

The Netflix documentary “*Beckham*” uncovers the mysterious life of the legendary footballer David Beckham. The documentary delves deep into the path of fame of Beckham, presenting an unparalleled approach to the man behind the myth. With the use of exclusive one-on-one interviews, personal archives



and intimate scenes, the documentary creates a realistic portrayal of the ups and downs of the footballer. An emotional rollercoaster and personal journey – this Netflix gem is waiting for your watch to be captivated by the living legend.

3 *Formula 1: Drive to Survive* (2019-)

“Formula 1: Drive to Survive” is a dynamic masterpiece that allows the viewers to be immersed in the adrenaline-fueled world of Formula 1 racing. The captivating documentary provides an exclusive behind-the-scenes look into the racing world, its triumphs and losses, the drivers’ journeys and the construction of the cars. Every episode offers heart-wrenching and captivating moments with candid interviews from the drivers and the managers. If you’re a motorsports fan or are new to the sport, it’s a must-watch to see how the racing industry works and learn more about the journeys of your favorite teams and drivers.

4 *The Queen’s Gambit* (2020)

“The Queen’s Gambit,” - another Netflix production, is a captivating chess story that moves beyond the chess board. The mini-series is set during the Cold War era and tells the story of the astonishing Beth Harmon, who is portrayed by

Anya Taylor-Joy. Directed by Scott Frank, it shows how Harmon, who grew up in an orphanage, goes on to become a chess genius. It offers the viewers a journey into the competitive and male-dominated world of chess. The performances of the actors and the cinematography make the viewers sit on the edge of their chairs and witness the story of triumph, resilience and intelligence.

5 *Cobra Kai* (2018-)

If you’ve seen the iconic “Karate Kid” saga, then you will be familiar with the story of “Kobra Kai.” The series is set decades after the events of the “Karate Kid” and reignites the rivalry between Daniel LaRusso (Ralph Macchio) and Johnny Lawrence (William Zabka), who were the main actors and characters of the “Karate Kid” franchise. The story tackles both characters evolving into senseis, who train a new generation of martial artists. The series is not only about the art of karate but also explores the themes of redemption, rivalry and the unbreakable will of being an underdog in the sport. Whether you’re a fan of the original film or want to see a new take on the iconic movie, “Kobra Kai” is definitely worth your watch.

6 *Moneyball (2011)*

“Moneyball,” starring Brad Pitt, is a biopic of Oakland Athletics general manager Billy Beane, who transformed baseball into new heights. It’s a story about bringing innovation and data analytics into the world of baseball to assemble a competitive team with a budget. Based on Michael Lewis’s bestselling novel, it offers the viewer a mesmerizing portrayal of what it’s like to think outside the box and take risks when no one is willing to.

7 *Foxcatcher (2014)*

“Foxcatcher,” starring Steve Carell, Channing Tatum and Mark Ruffalo, explores the story of the disturbing relationship between millionaire John du Pont and Olympic wrestling brothers Dave and Mark Schultz. Marketed as a psychological thriller, it delves into the themes of the toxic side of power, aspirations and misfortunes. With haunting and spectacular performances from the casts, “Foxcatcher” is a nice watch for people who are interested in analyzing the dark and horrid pursuits of athletic success.

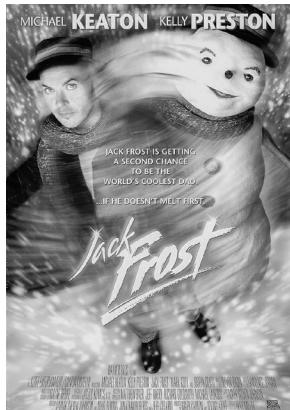
7 *Haikyuu!! (2014-)*

“Haikyuu!!” – An anime about volleyball, friendships and sheer determination. The anime tells the story of Shoyo Hinata, a determined volleyball player with a height disadvantage in the sport. The series narrates his quests to go against the odds and become one of the strongest players in the volleyball world. Set during the years of high school, it’s packed with adrenaline-rushed matches, quirky and relatable characters and heartwarming teamwork, which ties the team together.

Movies to Boost Your Christmas Mood

by Lusine Paradyan

Christmas is the time of magic and miracles. Its miraculous atmosphere excites you, and the breathtaking decorations and lights make you feel like a child again. If you are tired of watching "Home Alone" and "The Grinch" every year, this list will help you to discover seven unique and beautiful Christmas movies to watch during the holidays. They will warm your heart, bring back childhood memories, and help you get the Christmas spirit.



Jack Frost (1998)

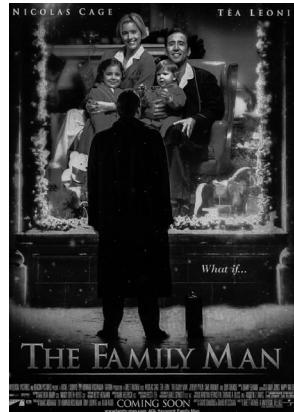
Jack Frost, the movie's protagonist, spends most of his time traveling, hardly sees his beloved son and never keeps his promises. One day, he is killed in a car accident, but life gives him a second chance to live, this time as a snowman. Will he manage to be a part of a family in this creature? Watch, and you will see! Every child has a dream to meet Santa. The movie's main heroes, Kate and Teddy, try to fulfill their dream and catch Santa Claus. Howev-

er, when they accomplished their dream, other obstacles came up. You will find out whether the heroes can overcome the obstacles and save Christmas after you watch the movie. So, take your popcorn and turn on the TV!

Surviving Christmas (2004)

Childhood is the brightest part of our lives, filled with the warmest emotions. A wealthy man, Drew Latham, becomes nostalgic for his childhood on Christmas Eve and decides to visit his childhood home. When he goes there, he finds out that a family lives there. Drew pays them a sum of money to pretend to be his family and celebrate Christmas together. Will his plan work out?





The Family Man (2000)

Jack Campbell is a young bachelor and businessman who is overly concentrated on his career and does not even consider starting a family. But one day, he wakes up in bed with his college love, Kate, whom he left behind to pursue his career. He discovers that now he has a family and kids, and throughout the whole movie, Jack tries to fit into the mold of a "family man." And all this is happening during one of the warmest family holidays, Christmas.



A Boy Called Christmas (2021)

The movie "A Boy Called Christmas" centers on Nicholas, an ordinary boy given the name Christmas since he was born on Christmas Day. Nicholas's father leaves him to discover a mythical village of elves and does not return. The boy sets out on an adventure to search for his father. What Christmas adventures will Nicholas face? Will he ever find his father?

Christmas with the Kranks (2004)

The Kranks always like to have bright Christmas celebrations. But this year is different; their only daughter left for Peru. And the parents decide to "skip" Christmas. However, it is not that easy when you have Christmas-obsessed neighbors. When the heroes know that their daughter plans to return for the holidays, they understand that they are in serious trouble because they don't have any Christmas decorations. Watch the movie and discover if Kranks can bring back the Christmas magic.



The Christmas Chronicles (2018)

Every child has a dream to meet Santa. The movie's main heroes, Kate and Teddy, try to fulfill their dream and catch Santa Claus. However, when they accomplished their dream, other obstacles came up. You will find out whether the heroes can overcome the obstacles and save Christmas after you watch the movie. So, take your popcorn and turn on the TV!

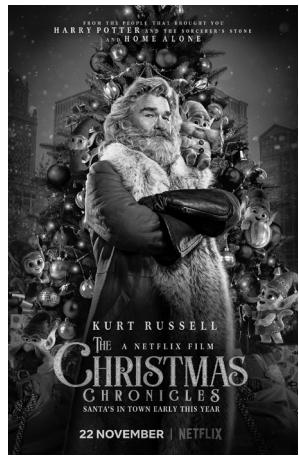




Photo by Eliza Barkhudaryan

Dear readers, let us gather around the cosmic coffee cup and let us dive into the enchanting world of Armenian coffee grounds to unveil the fortunes that await you. According to the coffee marks, there has been a lot of stress going on in your life recently. You might have sleep deprivation, apathy or anger issues. The solution to your problems needs to be found within yourself. The white gap, which divides the oval coffee spot in the middle and the biggest mark, is your energy. Look! The oval spot repels the negativity aside. Reflect on your journey, let yourself rest, and get rid of negative energy! Be ready for a new chapter in your life!

Coffee Reading

by Eliza Barkhudaryan



Photo by Eliza Barkhudaryan

Magical Table to Trick Your Friends

by Anush Vrtanesyan

In a matter of seconds, I can guess the number you chose! This table contains all the numbers from 1 to 31. The table is “magical” because you can guess the number anyone has chosen from it in seconds if you know the secret to it.

The rules are the following: Ask your friend to choose a number from this table. Let's say he chose the number 26; all he needs to do now is specify all the columns in which this number can be found. In this case, the number 26 is only in columns I, II and IV. Without even looking at the table, you can tell that he chose the number 26. How? On the right side, you can find the secret to this “magical” table (shh, don't tell anyone).

I	II	III	IV	V
16	8	4	2	1
17	9	5	3	3
18	10	6	6	5
19	11	7	7	7
20	12	12	10	9
21	13	13	11	11
22	14	14	14	13
23	15	15	15	15
24	24	20	18	17
25	25	21	19	19
26	26	22	22	21
27	27	23	23	23
28	28	28	26	25
29	29	29	27	27
30	30	30	30	29
31	31	31	31	31

A book “In a World of Ingenuity” by E.I. Ignatiev

Pay close attention to the numbers written in the second row of the table. So, when the person chooses a number and specifies all the columns in which the number can be found, you sum up these numbers: 16, 8, 4, 2, 1, which fall under the Roman numerals of his specified columns. So, in this case, 26 was chosen; therefore, if you add the

numbers 16, 8 and 2 (which are the numbers under I, II and IV), you will get 26. Incredible, isn't it? As a result, even with your eyes closed, you can “guess” the number in seconds and get an amazed look from your friend.

Thus, the secret is simple, but the effect on people is not, so go out there and impress everyone.

CROSSWORD

by Nelly Meliksetyan

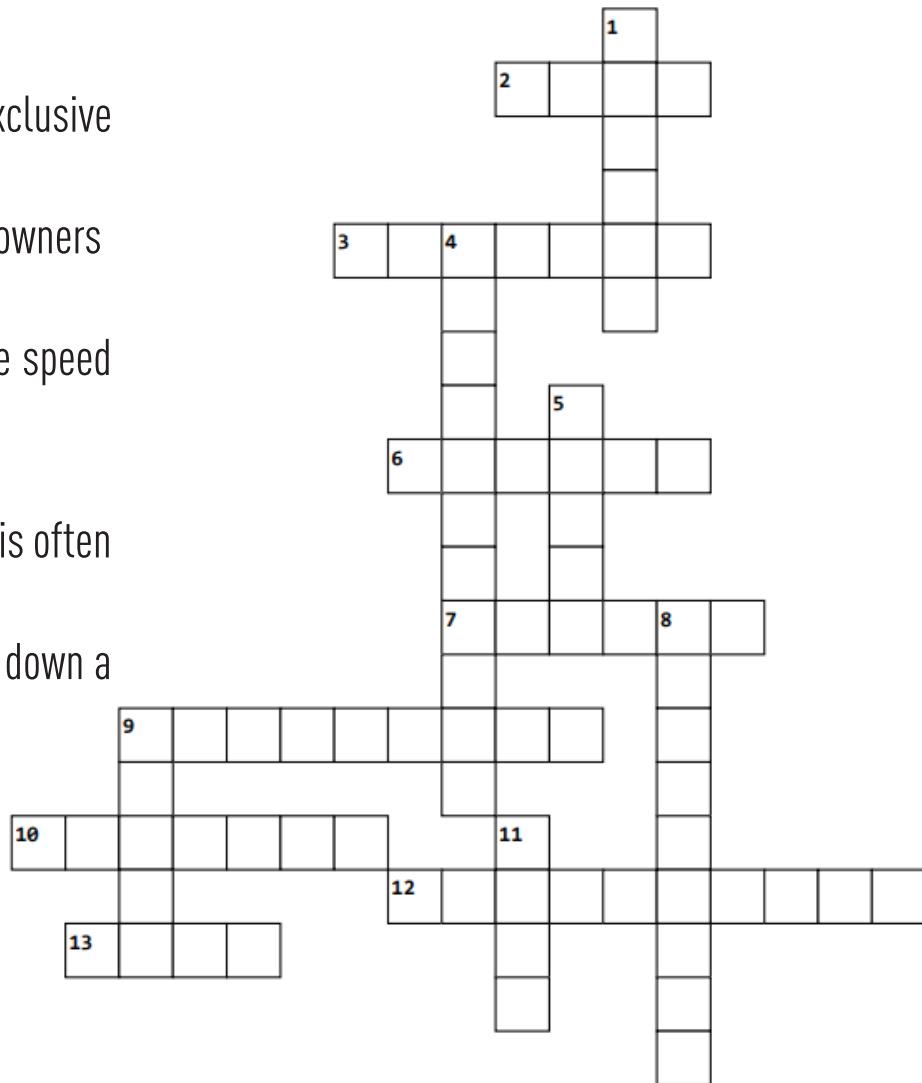
Across

2. The opening sentence or paragraph of a news article, designed to summarize the story.
3. The process of transferring wine from one container to another to separate it from sediment.
6. Waist-length jacket with short sleeves.
7. A tool used for fine excavation, especially in delicate areas.

Down

1. A legal document that grants the exclusive right to an invention for a set period.
4. A legal entity that is separate from its owners and provides limited liability.
5. The musical notation that indicates the speed at which a piece should be played.
8. The study of ancient writing systems.
9. Type of fabric that resembles a net and is often used for veils.
11. A sport where athletes slide on a sled down a narrow, twisting, banked track.

9. A scoring play in American football worth six points.
10. A type of exercise that focuses on improving flexibility and balance.
12. A 9a.m. class you are forced to take during your sophomore year.
13. A specialized area of reporting, often focusing on a particular subject or industry.





Lusine



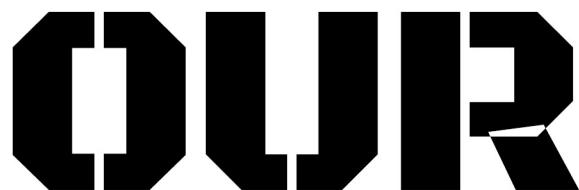
**Paradyan
Lusine**

A black and white head-and-shoulders portrait of a young woman with long, dark hair. She is wearing a ribbed, V-neck sweater. The background is a light-colored, textured wall.



**Hovhannisyan
Ellen**

A black and white head-and-shoulders portrait of Ellen Hovhannisyan. She has long, dark hair and is wearing a dark, open-collared blazer over a dark top. She is looking directly at the camera with a slight smile. The background is a plain, light-colored wall.



**Meliksetyan
Nelly**

A black and white photograph of Nelly Meliksetyan, a Layout Designer. She is a young woman with long dark hair, smiling at the camera. She is wearing a dark, long-sleeved top with a sheer panel across the chest and a belt cinching her waist. The background is a plain, light-colored wall.



Layout Designer • Designer



A black and white photograph of a young woman with long, dark, wavy hair. She is wearing a light-colored, ribbed turtleneck sweater. She is smiling and showing her orthodontic braces. The background is a plain, light-colored wall.

Editor . Senior Editor . Seni

**Tovmasyan
Lusine**



TEAM

Editor . Sen
anesyan
Anush



Section Editor . Section Editor .
Dadyan
Mariam



Imaging Editor · Ma

Margaryan
Ella



A black and white photograph of a young woman with voluminous, curly hair. She is wearing a cable-knit, ribbed sweater with horizontal stripes. The background is a plain, light-colored wall.

Photographer . Photographer .

**Burkhudaryan
Eliza**



A black and white portrait of a young woman with long, dark, wavy hair. She is looking directly at the camera with a neutral expression. She is wearing a dark, collared shirt. The background is a plain, light-colored wall. There are four instances of the word "Photographer" overlaid on the image: one at the top left, one at the top right, one at the bottom left, and one at the bottom right, all in a bold, sans-serif font.

Photographer . Photographer . Photo

Poghosyan
Laura



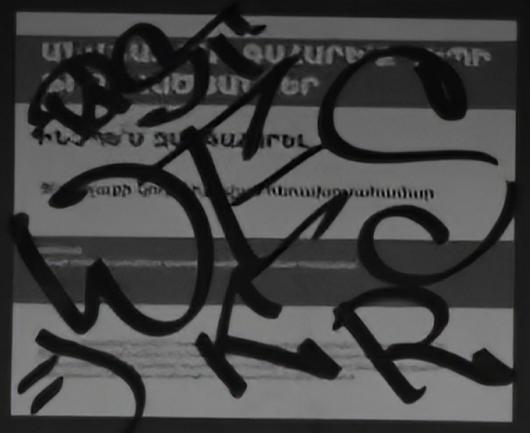
A black and white portrait of a woman with short, dark hair. She is wearing a pair of dark sunglasses perched on her head and a dark, ribbed, long-sleeved top. The background is a light-colored wall with a subtle, irregular texture. The lighting is soft, creating a gentle shadow on the right side of her face.

. Section Editor . Section Editor . Section Editor . Sec .

**Gzryan
Anahit**



A black and white photograph of a woman with long, dark hair, looking directly at the camera with a neutral expression. She is wearing a light-colored, cable-knit, off-the-shoulder sweater. The background is a plain, light-colored wall.



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