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**“Frame of Mind: Context and Perspective”**  
**HAYP Premiere, Collective Exhibition and a Week of Cultural Events**  
December 15-22, Location TBD

### CALL TO ARTISTS:

HAYP is looking for contemporary artists in Yerevan for its upcoming exhibition “Frame of mind: Context and Perspective”. Artists are invited to explore how context and perspective shape the way we see. Our culture, upbringing, and personal experiences influence our worldview; each one of us has a unique perspective. What is your personal frame, how can you bring us into your space? Participating artists will investigate ways of seeing through both physical space and conceptual abstraction. The aim of this exhibition is to encourage dialogue, understanding, and open-mindedness through the artists’ creative looking glass.

### EVENTS:

During our ten days of exhibition, we will host events to help promote other start-ups, projects, and artists. Our space is a platform for the exchange of ideas and culture. Do you have a presentation idea in mind? Let us know! See the guidelines below.

### Deadlines:

Artist Application: Until December 1, 2014.  
Event Application: Until December 7, 2014.

### What is HAYP?

HAYP is a Pop Up gallery that will set up temporary exhibitions in unexpected places throughout Yerevan, like vacant storefronts, for-rent buildings or abandoned factories. The city is our gallery. Our moving, 10-day exhibitions will engage an equally dynamic public through music, performance, and talks while supporting local contemporary artists. Coming soon: “HAYP blog” for news on upcoming exhibitions and events, and articles on contemporary art and innovation in Armenia.

### Submission Guidelines:

#### Art Submission:

- Send all applications to [info.hayp@gmail.com](mailto:info.hayp@gmail.com)
- If you are applying as an artist please address the subject of your email as: “[your name] Art Submission”
- Send us a brief (50 words or less) description of yourself (artist bio).
- Send us a website or facebook page with images of your work if you have one, or some images via dropbox or [www.wetransfer.com](http://www.wetransfer.com). **Please do not send image files directly to our email address, it will clog our inbox!**
- Send us a brief description of the concept for your art piece, **OR**, a description of a piece you already have that fits under this theme (with images, see above for image guidelines).
- A maximum of 4 works allowed per person.

#### Event Submission:

- Send all applications to [info.hayp@gmail.com](mailto:info.hayp@gmail.com)
- If you are applying to submit an event please address the subject of your email as: “[your name] Event Submission”



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- Events will be hosted throughout the Pop Up Week in the evenings. We encourage any event on contemporary art and innovation in Armenia. Examples include: artist talks, film screenings, musical performances, dance, and art performance.

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