

15th ANNUAL ADVISORY FORUM ON THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

Cultural Programme in Yerevan, Armenia

September 23-25, 2026



Wednesday, September 23



Armenia Through Time and Art

11:00–15:00 | Guided visits to the History Museum of Armenia and the National Gallery of Armenia
Republic Square, Yerevan

At the heart of Yerevan's Republic Square, two of Armenia's principal cultural institutions offer complementary ways of reading the country's heritage. Visited together, the two museums create a passage between history and artistic expression—between the objects through which societies remember and the works through which they imagine, interpret and transmit their world.

History Museum of Armenia: Tracing a Civilization

Founded in 1919 as the first museum of the Republic of Armenia, the History Museum today safeguards a national collection of approximately 400,000 objects. Its archaeological, numismatic, ethnographic and documentary holdings span an exceptional chronological range, from the earliest traces of human presence in the Armenian Highlands to the modern period. Among its collections are important testimonies to Bronze and Iron Age cultures, the Kingdom of Urartu, ancient and medieval Armenian statehood, trade, craftsmanship and cultural exchange.

The visit offers Forum participants an opportunity to experience history through objects: inscriptions, jewellery, ceramics, coins, ritual objects and everyday artefacts that have survived across centuries. Together they reveal Armenia not as an isolated landscape, but as a place shaped by movement, encounter and exchange.

National Gallery of Armenia: Art, Memory and Cultural Dialogue

The National Gallery of Armenia is the country's principal museum of fine art and a central institution for the preservation and presentation of Armenian artistic heritage. Its collections bring together Armenian art with important works from European and other artistic traditions, allowing visitors to follow changing forms of visual expression across periods and cultural contexts.

For Forum participants, the visit offers another way of approaching Armenia's cultural memory: through the artists who transformed history, landscape, identity and everyday life into visual form. The Gallery demonstrates how artistic heritage travels across generations and borders, creating connections between local experience and wider cultural movements.



Organisation of the museum visits

To ensure a comfortable guided experience for approximately 250 participants, guests will be divided into six colour/number-coded groups. Three groups will begin at each museum and will then exchange venues. Within each museum, groups will follow separate guides. The guided tour at each museum will last about 45 minutes.

Time	Notes
11:00 - 12:30	First guided group visit, groups 1 & 2
12:30 - 14:00	Second guided group visit, groups 3 & 4
14:00 - 15:30	Third guided group visit, groups 5 & 6

Final group allocation, meeting points and the exact internal guiding sequence will be communicated to participants. The rotation above is an organisational framework and should be confirmed with both museums according to their simultaneous guiding capacity.

Wednesday, September 23



Threads of Memory: An Evening of Armenian Carpet Traditions

19:30 | Cultural programme and dinner at Megerian Carpet, Yerevan

The evening programme turns from museum collections to living heritage, inviting participants into the world of Armenian carpet weaving. For centuries, carpets and woven textiles have been part of domestic life, craftsmanship and visual culture in Armenian communities. Their intricate geometries, colours and recurring motifs carry layers of knowledge passed from one generation of makers to another.

At Megerian Carpet, this tradition is encountered not only as a historical art form but as a continuing practice. The setting brings together historic carpets, craftsmanship and contemporary production, offering participants an opportunity to discover the techniques and visual language of Armenian weaving and the painstaking process through which a carpet takes shape.

The visit will unfold into an evening of Armenian hospitality, with a cultural programme and dinner in the distinctive surroundings of the Megerian complex. Bringing together craft, music, food and conviviality, the evening celebrates heritage as something lived and shared—not only preserved, but continually renewed through knowledge, practice and encounter.

Indicative evening programme:

- 18:45 — Transportation to the Restaurant from Double Tree Hilton Hotel (Forum Venue)
- 19:30 — Arrival and welcome
- Introduction to Armenian carpet-weaving traditions and the Megerian collection
- Cultural programme
- Dinner featuring Armenian hospitality and cuisine

Thursday, September 24



Flavors of Heritage: An Evening at the Yerevan Municipality

20:00 | Cultural programme and dinner at Yerevan Municipality

The evening's dinner and cultural programme will take place in the Municipality's Winter Garden bringing together art, tradition, and conversation.

The Municipality building itself is part of a unified architectural ensemble completed in 2005, home to both the city's government offices and the Yerevan History Museum, and designed to reflect the architectural traditions of the city. Set against this backdrop, guests will enjoy a curated evening celebrating Armenian culture and cuisine, with performances and dishes reflecting the country's rich heritage.

Indicative evening programme:

- 19:45 — Transportation to the Restaurant from Double Tree Hilton Hotel (Forum Venue)
- 20:00 — Arrival and welcome
- Cultural programme
- Dinner featuring Armenian cuisine

Friday, September 25



Zvartnots: Where Stone, Music and Memory Meet

20:00 | Gala Dinner and Concert | Archaeological Site of Zvartnots

The cultural programme of the Forum culminates at Zvartnots, one of Armenia's most extraordinary architectural and archaeological sites. Built in the 7th century, the cathedral represented an ambitious and innovative expression of Armenian ecclesiastical architecture.

Together with the Cathedral and Churches of Echmiatsin, the Archaeological Site of Zvartnots was inscribed on the UNESCO World Heritage List in 2000. The site bears witness to the development of Armenia's distinctive central-domed, cross-hall church architecture and to its wider influence on architectural and artistic development in the region.

For the closing cultural evening, this historic landscape becomes a meeting place between architecture and music. A concert programme will accompany the gathering, allowing participants to experience the monument not only as an archaeological site, but as a setting in which heritage continues to inspire contemporary cultural encounter.

The Gala Dinner will bring together Forum participants, partners and guests for a final evening of Armenian hospitality.

The program is as follows:

- 19:00 — Transportation from Republic Square's Governmental Parking Lot | Address: <https://maps.app.goo.gl/bbm9tXUNa2EkCQPs7>
- 20:00 — Arrival at the Archaeological Site of Zvartnots
- Welcome and introduction to the site
- Concert programme
- Gala Dinner
- Dress Code: Business casual. Note that the venue is outdoors on natural terrain, so stilettos aren't recommended.

Practical Information



Taxi services

Getting to/from the Airport

For your airport-to-hotel transfer (and back), you can use any of the following options:

- Eco Taxi — Download the app to request a ride to and from your hotel. A representative is also available at the airport to assist you.
- GG Taxi — Another reliable app-based service for airport transfers.
- Shuttle Bus (Elite Bus) — Runs every 30 minutes, operating from 7:30 AM to 10:00 PM.

For taxi services within the city, GG Taxi and Eco Taxi are also available.

Forum venues

The forum will take place in two main locations:

- September 23–24 — DoubleTree by Hilton Yerevan City Centre | Address: 4/2 Grigor Lusavorich Street, Yerevan 0015
- September 25 — Holiday Inn Yerevan - Republic Square, an IHG Hotel | Address: 2 Amiryan Str, Yerevan 0010

Bus Meeting Points

Buses will be available for forum participants for the afternoon activities and networking dinners.

- September 23–24 — At 08:30 registration, with 08:45 departure from Republic Square's Governmental Parking Lot | Address: <https://maps.app.goo.gl/bbm9tXUNa2EkCQPs7>
- September 25 — No buses will be available, as the forum location is in the small center. For those with mobility issues separate transfers will be available upon request.



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