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PROMOTING HERITAGE - AND CULTURE - BASED EXPERIENTIAL TOURISM IN THE BLACK SEA BASIN

Project No BSB-1145



PIROSMANOBA

(Festivals and Cultural Events)

Common borders. Common solutions.

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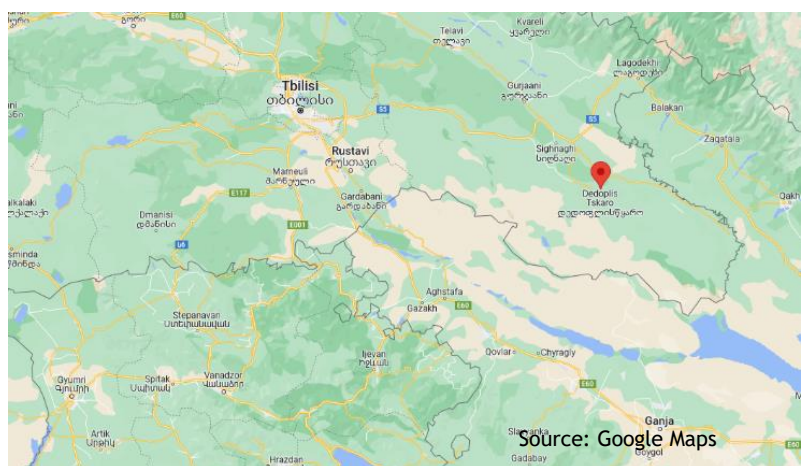
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WHERE:

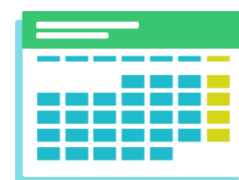
Pirosmanoba is held in village Mirzaani located in Dedoplistskaro Municipality, Kakheti, East Georgia. The village is situated on the south-east slope of Gombori Range, at the height of 770 meters above sea level, at 120 km from Tbilisi. Niko Pirosmiani Museum was established in village Mirzaani in 1960, in the house built by the artist in 1898. The complex includes a residential house, ancillary facilities, exhibition hall where 14 original paintings of the artist are currently available for the visitors. In addition, painting workshops are organized in the museum for school children.



Source: Google Maps

SCHEDULE:

Pirosmanoba is held annually, on the third Saturday of October.



ORGANIZER AND CONTACT INFORMATION:



Name: Dedoplistskaro Municipality City Hall

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DESCRIPTION

The festival Pirosmanova is dedicated to the great Georgian artist Niko Pirosmashvili.

Pirosmani is the founder of a new artistic epoch in Georgia who depicted the Georgian life of the 19th century using his style but in a manner understandable by everybody. He had not received special education in painting. He is a self-taught primitivist, and animalism occupies an important place in his works (Niko Pirosmashvili is the sole Georgian animalist yet).

Niko Pirosmashvili was born in village Mirzaani and moved to Tbilisi after the death of his parents. Since childhood, he showed a great interest in painting and used to paint a lot. He opened a painting workshop with a self-taught painter G.



Zaziashvili in the 1880s and made signboards. He worked as a conductor of the Transcaucasian Railway in 1890-1894 and later tried to engage in trade. At the turn of the 19th and the 20th centuries, he was sheltered by shopkeepers and tavern-keepers, painted signboards, portraits, pictures. He could not overcome poverty till the end of life; Society of Georgian Painters tried to alleviate his plight from time to time, but Niko Pirosmashvili died in solitude and his grave remained unknown. 146 works of Niko Pirosmani are saved in the National Museum of Georgia.



Pirosmanoba turns the village of Pirosmeni into a "village of art" for one day. It attracts more and more painters and other persons

interested in art from all over the world annually.



KEY MESSAGE

Pirosmanoba promises the visitors to travel in the paintings of the Georgian artist and his universe. The main idea of Pirosmanoba is to popularize Pirosmeni and the Georgian painting.

KEY ACTIVITIES

Exhibition and sales of works of local artists and folk crafts masters are arranged at the festival. In addition, the scenes depicted in Pirosmeni's paintings are brought to life.

A contest in Georgian wrestling is held, folklore groups perform for spectators, churchkheles (candle-shaped candy) are made, khinkali(dumplings) is cooked, "Dedas Puri" (traditional Georgian bread) is baked in "tone" (tandoor oven), shashlik is grilled on skewers. The Georgian researchers and restorers of paintings of Pirosmeni and foreign experts who have made a certain contribution to the popularization of Pirosmeni are awarded at the event. The festival is attended by descendants of Pirosmeni too.

EXPERIENTIAL AND INTERACTIVE ACTIVITIES

At the festival, visitors can watch and participate in workshops of crafts masters and artists and bring paintings of Pirosmeni to life and fit a specific theatrical role of the persons depicted in his paintings.

INNOVATIVE ELEMENTS

Artistic innovations are less presented at the festival of Pirosmanoba. However, the museum has a considerable potential of using them.

MAIN FEATURES AND SERVICES THAT ATTRACT PUBLIC

The house built by the artist is located on the museum territory. This space has a special aura and meaning for art lovers.

The event has an educational and marketing importance - it serves the goal of popularization the Georgian primitivist and animalist Niko Pirosmani.

At the same time, "Rtveli" (traditional vintage) is already finished by the time of the festival, and the guests can taste fresh rural products.

KEY PARTNERS AND SUPPORTERS

The following organizations support the festival:

- Georgian National Agency for Cultural Heritage Preservation;
- Administration of Niko Pirosmanashvili State Museum in Mirzaani;
- Service of Culture, Monument Protection, Sport and Youth Affairs, Dedoplistskaro Municipality City Hall;
- Culture and Monument Protection Center, Dedoplistskaro City Hall;
- Sport and Youth Affairs Center, Dedoplistskaro City Hall;
- Dedoplistskaro Tourism Development Association;

Non-entrepreneurial (non-commercial) legal entity "Culture and Monument Protection Center" operates under Dedoplistskaro Municipality City Hall and unites houses of culture. Almost all of these houses have creative groups which participate in the event. Furthermore, sports events are organized by a Non-entrepreneurial (non-commercial) legal entity under the City Hall - "Dedoplistskaro Sport and Youth Center". Also, masters of the local folk crafts exhibit their works during the exhibition.

PARTICIPANTS, LOCAL COMMUNITY AND CUSTOMER SEGMENT

The festival participants and attendants are mainly locals and invited guests arriving from other cities of Georgia. In addition, high-rank visitors from various governmental bodies are often approached. Pirosmanoba coincides with the active touristic seasons and foreign tourists also arrive from the nearest touristic centers of Georgia. However, this mostly happens randomly and in a non-organized manner.

**COMMUNICATION AND
DISSEMINATION CHANNELS**

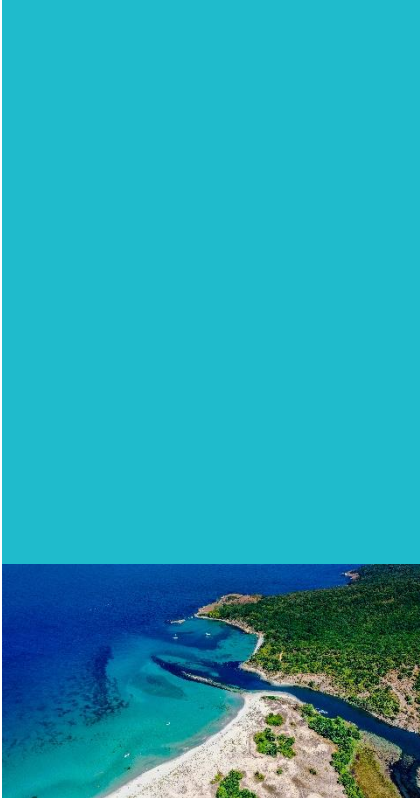
The primary source of information about Pirosmanova is Dedoplistskaro Municipality City Hall, which disseminates advertising banners and flyers in the Municipality and invites high-rank guests from various agencies of Georgia. Information is also disseminated via Internet and TV shows, newspaper articles.

SPECIFIC ELEMENTS AND FEATURES**ACCESSIBILITY**

Visitors arrive in Mirzaani mainly by their own vehicles. Additional transport is provided for the festival from Tbilisi and Dedoplistskaro.

**LIAISON WITH OTHER ACTIVITIES AND EVENTS
OF THE BLACK SEA BASIN REGION**

Paintings of Pirosmanni revived at the festival demonstrate the life of Georgia in the 19th century to visitors and give them an idea of culture and ethnography. In addition, the inclusion of the event into tourist routes is interesting from the artistic point of view.



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