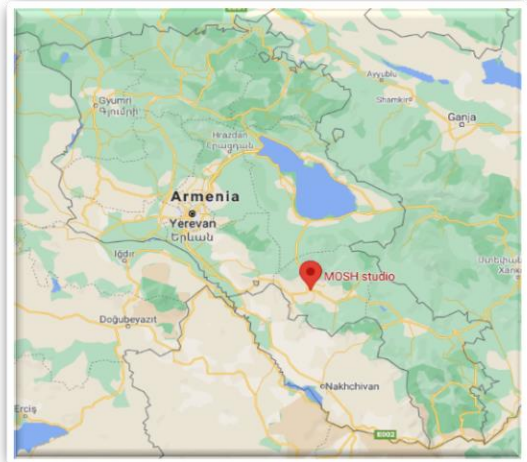





MOSH WORKSHOP AND SHOP

**Location: Republic of Armenia/
Vayots dzor Region /t.
Eghegnadzor**

Key words: Craft, Art, Fashion
Description of best practice related to HCBET
Create your own folk art doll



As a workshop and a shop, "Mosh" studio combines fashion and tradition, as well as old decorative art and its own artistic vision. Here a new life is given to the Armenian ornaments, as well as beautiful clothes are made for women. During the master classes, visitors can make "wish-fulfilling dolls" using the collected fabrics and patches. These dolls express not only their personalities, but also the centuries-old Armenian cultural identity. The master classes give the participants an opportunity to get acquainted in detail with the Armenian folk beliefs and traditions related to dolls passed down from generation to generation¹.

Marketing approach

The organization has Facebook (<https://www.facebook.com/studiomosh/>) and Instagram (https://www.instagram.com/_mosh_studio_/) pages, and has a Google Maps location. It organizes various events, too.

Financial situation

Financial stability is mainly ensured by the income from the sale of the created products and services, especially as a result of the purchases of the regular customers of the region, Armenia, the USA and Europe. Grant programs

have also contributed to financial stability.

Key success factors and challenges

The main guarantee of success is the pursuit of a childhood dream of having such an activity. The aspiration to create jobs and have one's own business also contributed to the creation and development of the activity. The main obstacle to the development of the activity is the stereotypical attitude of the locals towards innovation and especially towards the image of a business woman in the community environment. Studying the market and

being the first in that area was also a big problem.

Plans for future development

It is planned to open branches in Yerevan and other big cities of Armenia in the near future and also to export the products. It is also planned to develop the use of industrial waste (derived from textiles) and to offer experiences and master classes to local children to develop their respective skills. In the future, there is also a desire to open an Art-cafe, which will be designed to organize the guests' rest in a unique way.

¹ More detailed information can be found at the following link: <https://myarmenia.si.edu/en/guide/experience/create-your-own-folk-art-doll/> (Last check: 16/05/21, 13:00)



GALLERY:



Source of the images:

<https://www.facebook.com/studiomosh/>

https://www.instagram.com/_mosh_studio_/

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