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BUDUART

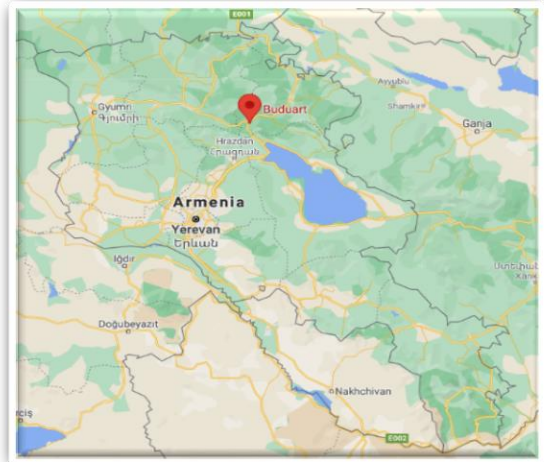
STORE

BUDUART

Location: Republic
of Armenia/ Tavush
Region / t. Dilijan

Key words: Art, Craft

Description of best practice related to HCBET
Copper jewellery making master class



Buduart was founded as a gallery, which at the same time serves as a place for customers to discover their creative abilities while enjoying a glass of wine with friends. The Buduart workshop-studio is run by local artists. Coffee and tea will be served during the work, but the guests can buy wine, too, in order to stimulate their creative thinking. Master classes are great for groups of up to 15 people and last about 2 hours. At the end of the master class the guests can take their own works as a souvenir. Batik and professional drawing lessons are offered for those who want to discover their painting skills.¹

Marketing approach

The organization has Facebook (<https://www.facebook.com/buduart.dilijan/>) and Instagram (https://www.instagram.com/buduar_t/) pages and has a Google Maps location. Besides, the studio hosts and participates in various events.

Financial situation

Financial stability is ensured by the income from the sale

of own products and services, as well as by external, related professional activities.

Key success factors and challenges

The key factor of success is the location of the activity, which is considered one of the parts of Dilijan's tourist attraction and is located in a so-called tourist environment. Possession of relevant knowledge and skills for the implementation of the work is also

considered a guarantee of success. Financial difficulties and the organization of effective marketing activities are considered as the main challenges for the development of the activity.

Plans for future development

In the near future, it is planned to develop the activity due to the development of guest house activities by diversifying the offered services.

¹ More detailed information can be found at the following links:

<https://myarmenia.si.edu/en/guide/experience/create-your-own-copper-jewelry/>

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<https://myarmenia.si.edu/en/guide/experience/make-your-own-batik-scarf-dilijan/>

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<https://myarmenia.si.edu/en/guide/experience/painting-lessons-professional-artist/>

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Common borders. Common solutions.



GALLERY:



Sources of the images:

<https://www.facebook.com/buduar.dilijan/>

https://www.instagram.com/buduar_t/

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