PROJECT FACTSHEET

Funded by the European Union

Gyumri Market and Culinary School



Duration: 11.03.2024 - 11.03.2028

Countries:
Armenia

EU contribution: € 2 500 000

Total budget: € 4 300 000

Implementer:
Simonian Educational Foundation

Social media:
linkedin.com/school/tumo-center-for-creative-technologies/posts/?feedView=all, instagram.com/tumocenter/, facebook.com/tumocenter

Website(s): market.tumo.org

Project description:
While the culinary arts in Armenia have been in a state of hibernation the field is experiencing a brewing reawakening of its culinary heritage as the cuisine is receiving attention internationally. The attention has also grown locally with the ever-increasing expansion of restaurants and cafes. Gyumri holds an essential role in this revitalisation phase of Armenian cuisine. The Gyumri Market and Culinary School project aims to catalyze economic, cultural and sustainable development by designing and developing a sustainable food center in Gyumri that incorporates education, empowerment, a cooperative model, and market space and tourism. For this project, TUMO Center for Creative Technologies is partnering with Institut
Lyfe in Lyon to establish a unique culinary ecosystem involving revitalizing the historic food market of the city, establishing a unique culinary school in the heart of it, and surrounding it with restaurants and shops that are symbiotic with the market and the school.

Expected results:
1. Human capital growth that acts as the backbone as it develops an educational model that fuses vocational training with public workshops that empower young professionals, farmers, and entrepreneurs to upskill themselves towards employability and entrepreneurship.
2. Community and tourism development that ensures that the market space is attractive for consumers and tourists alike. The vision is to make the market space the pulse of the city where visitors congregate to taste and experience Gyumri and Armenian heritage.
3. Management body that stresses the importance of a competent team that leads the shortand long-term establishment of the market and its operations.
4. Market assembly that focuses on constructing the physical market and its operational spaces.