



PRESERVE • ENRICH • INSPIRE

# Building on Our Legacy

## \$4.5 Million Capital Campaign

Advancing Armenian Studies and building community worldwide to preserve and enrich Armenian culture, history, and identity for future generations.



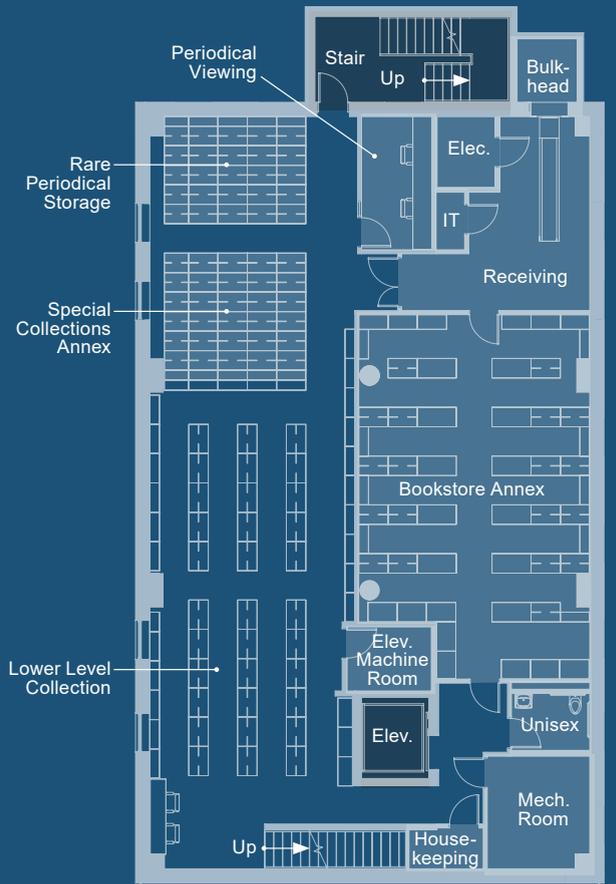
## Transforming NAASR's Headquarters into a Global Center Connecting Scholars of Armenian Studies and the Public

NAASR's headquarters, since purchase in 1989, has served as a gathering place for the Armenian-American community, and a place where scholars of Armenian Studies have come for support and research in NAASR's rare book library and for connecting to each other and the public through lectures, symposia, and the NAASR bookstore.

NAASR is planning for long-overdue renovations to transform its aging building into a welcoming and expansive place for scholars of Armenian Studies and for a vast array of other visitors—Armenians and non-Armenians alike.

NAASR's Mardigian Library holds antiquarian books, some dating to the 17th century, maps, music recordings, and numerous other rare periodicals and collections. All document and preserve Armenian culture, history, and identity.

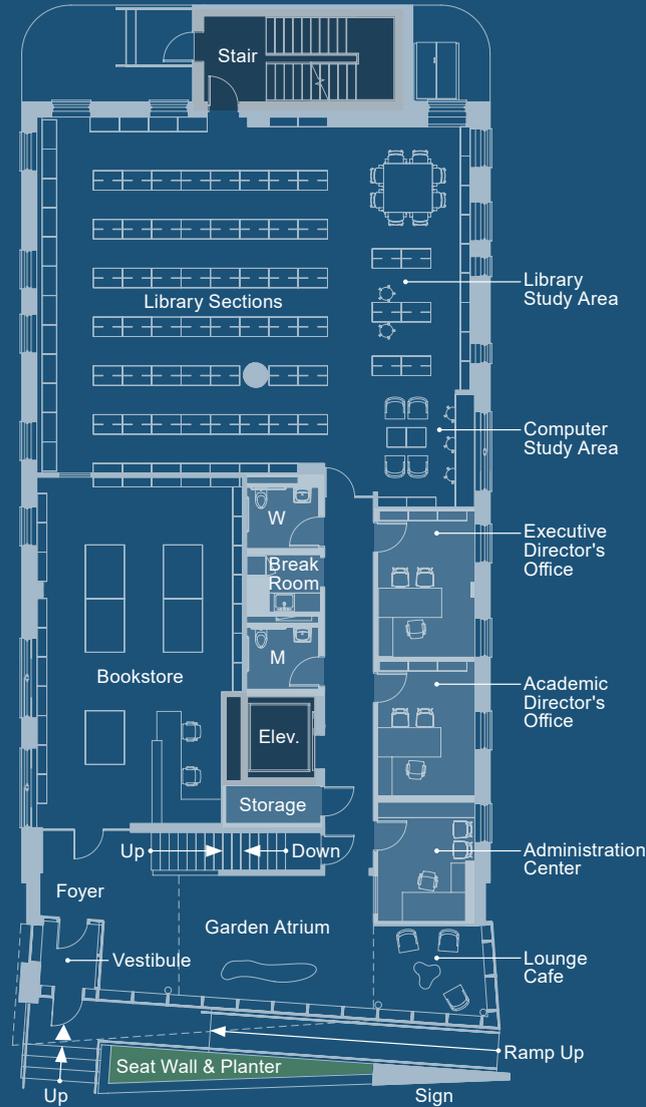
While NAASR's Mardigian Library has grown to become world-class as one of the top five libraries open to the public in the Diaspora, with over 27,000 volumes and growing, our aging building is virtually unchanged and is in drastic need of repair.



## Top-to-Bottom Renovation

### Lower Level

- Expansion of library to three floors for 27,000 titles, likely to grow by 50% in the next decade
- New elevator serving all four floors for ADA accessibility
- Dry, climate-controlled environment to preserve rare collections & periodicals



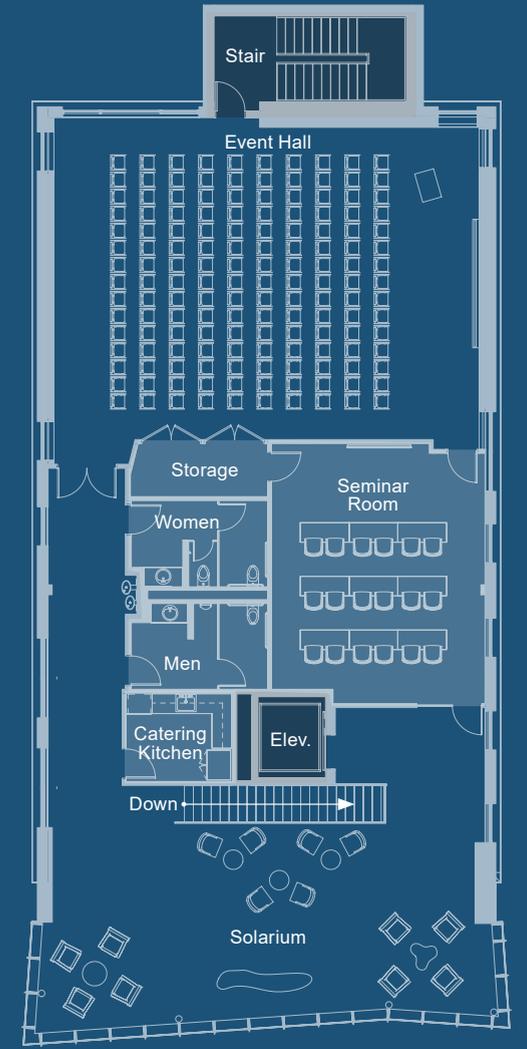
### 1st Floor

- New welcoming glass-walled front addition with 2-story Garden Atrium
- Inviting bookstore displays and new Lounge Café
- Computer study area
- Accessible front door, attractive plantings, and seat wall along the sidewalk.



### 2nd Floor

- New listening room for 1,500 recordings in all genres of Armenian music
- New Restoration Workroom to help preserve rare collections
- New Scholars' Conference Room
- New antiquarian book and map display area
- Expanded study and research space for scholars and members.



### 3rd Floor

- 50% expansion of Event Hall to 150 people
- New AV technology for live-streaming and remote participation in programs
- Solarium for pre and post lecture receptions
- Seminar Room for smaller meetings and classes

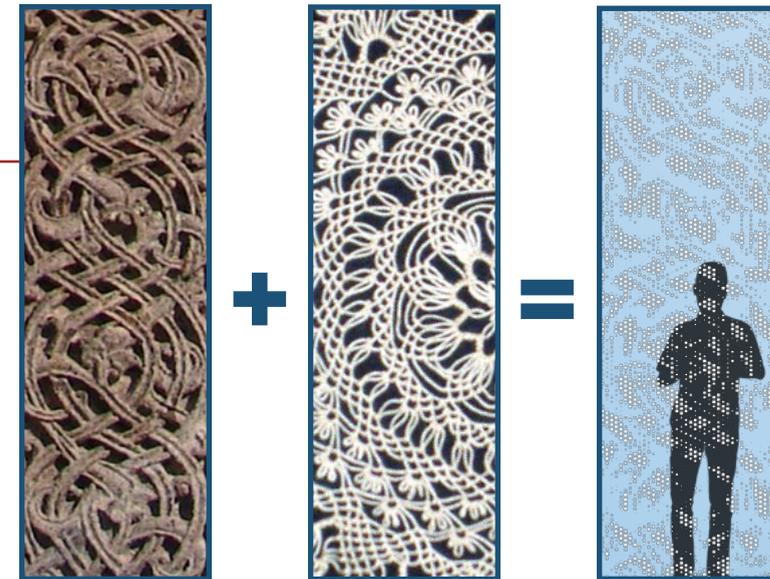
## Cultural Connections

The architecture of NAASR's renovated headquarters is drawn out of the wellsprings of 3,000 years of Armenian art, architecture, and culture. Throughout the building visitors will encounter references to carving, stone, needlelace, khatchkars, and the Armenian alphabet.



Opposite: The third floor's new porcelain rainscreen facade captures the richness and variation of stone found throughout Armenia.

Left: Hovhannavank Monastery's varied tuff stone facade.



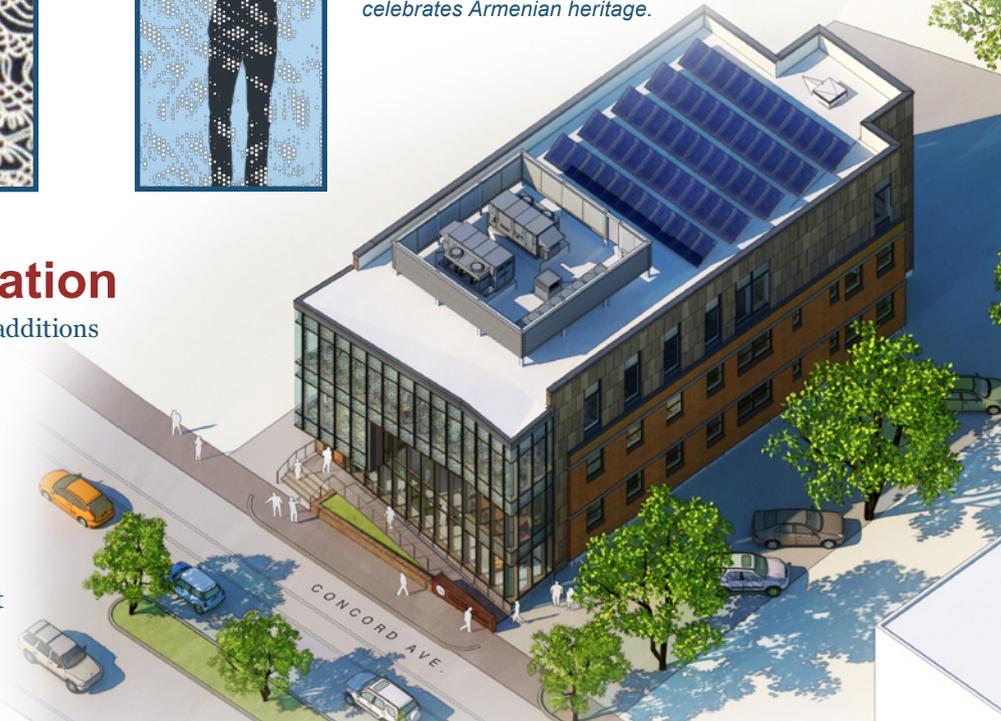
Left: Carving detail from Sirun Khach (Beautiful Cross khatchkar), 13th Century, Dsegh Village

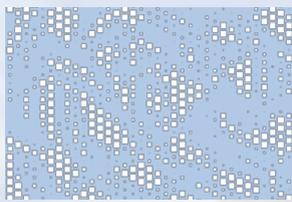
Middle: "The needlework of Armenia and the neighboring countries, holds an important place in the culture of these societies. In both embroidery and lace making, the needle was the tool used, mimicking the same ornamental designs found in architecture and carpets."  
-Excerpt from Armenian Lace, Nouvart Tashjian

Right: A custom glass silkscreen for this south-facing glass wall evokes the lightness of needlelace while highlighting traditional carving motifs of stone in a modern way. This feature not only reduces solar gain, but also gives NAASR's headquarters a strong visual identity that celebrates Armenian heritage.

## Building Modernization

- New 3rd floor & glass frontispiece additions
- Fully accessible building & site
- Modern HVAC systems
- Updated electrical service
- New insulated building envelope
- Photovoltaic-ready roof
- Fully sprinklered building
- Improved stormwater management





The glass silkscreen pattern allows the building to vary in opacity throughout the day; reflective during the day and lantern-like at night.



The carved front door creates a dialogue with First Armenian Church's khatchkar directly across Concord Ave.



Ճանաչել գիմաստութիւն եւ գիրատ, իմանալ գրանս հանճարդ

To know wisdom and instruction; to perceive the words of understanding;

-Proverbs 1:2

The first sentence written by Mesrop Mashtots after he devised the Armenian alphabet in 405 AD will be carved into the front granite steps.

Ճանաչել գիմաստութիւն եւ գիրատ, իմանալ գրանս հանճարդ  
To know wisdom and instruction; to perceive the words of und



DONOR NAME ARMENIAN CENTER

395



Armenian Scilla will join other perennials and grasses creating year round curb appeal.



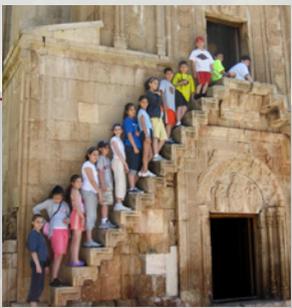
The stone cladding of the monumental stair captures the lighter tones of Armenian stone. (Left) lighter shades of tuff stone from Gandzasar monastery in the Mardakert District.



Blue accents, like these pendants, are drawn from the dark blue pigments found in traditional ceramics. Above is an example of hand-painted Jerusalem pottery from the Balian Studio.

Աս հը Գը Դը եե Ջը էէ Ըը Թը ԺԺ Իի ԼԼ Խխ Ծծ ԿԿ ՀՀ ՋՋ ԴԴ ձձ ՄՄ ՅՅ Նն Ծճ Ոո Չչ Պպ Ջջ Ռռ Սս Վվ Տտ Ռ Զզ Իւ Փփ Գգ

A custom mural inscribed with the 36 original letters of the Armenian alphabet ascends the stair wall and leads up to the Solarium.



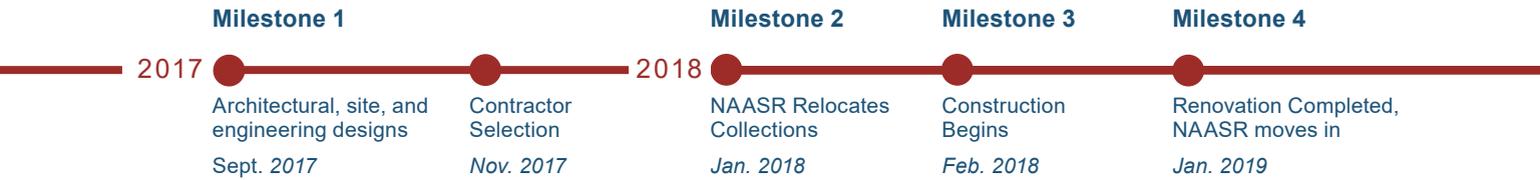
The stairs at sites like Noravank monastery inspired NAASR's monumental stairway. As visitors ascend, they are introduced to different parts of the library.



National Association of Armenian Studies

The weathered metal sign alludes to one of Armenia's key exports, copper.

# Projected Timeline



View into Bookstore from Foyer



Garden Atrium and Main Stair



3rd floor Solarium



Event Hall

## Forward-Thinking Mission

The building transformation coincides with NAASR's innovative new plans, which will further expand NAASR's influence as one of the world's leading resources to advance Armenian Studies and preserve and enrich Armenian heritage for generations to come.

### Open and Attractive Headquarters

- To host scholars, authors, historians, journalists, students, people interested in genealogy and family history, and the public to study in NAASR's library, connect with each other, share ideas, and develop innovative projects for Armenia and the Diaspora; and
- To welcome visitors and students of all ages, from grade school on up, to touch and turn the pages of rare books over 100 years old, and to study, side by side, books written in completely different alphabets and languages, such as Armenian, Arabic, Persian, and English from NAASR's collection.

### Innovative Programming

- To host a Contemporary Topics series, with support from the Gulbenkian Foundation;
- To explore Global Armenian Studies relating to the Armenian experience, identity, and history worldwide; and
- To develop an Innovator Series, presenting Armenians at the intersection of art and technology through the ages.

### Expanded Scholar Grants and Fellowships

- To increase grants for Armenian Studies scholars in the U.S., Armenia, and internationally; and
- To explore hosting NAASR Fellows from Armenia or elsewhere to conduct research and interact with each other and with local scholars in this academically rich region.

### Global Electronic Access to NAASR's Resources

- To offer the entire catalogue of NAASR's 1,700 titles in its bookstore for sale online with over 700 titles currently available and more each month. NAASR's bookstore is the top distributor of books in English on Armenian topics.
- To enhance NAASR's online library catalogue, searchable through the NAASR website, with the addition of selected rare digitized texts;
- To view NAASR lectures online at NAASR's Youtube channel Armenian Studies, where many have already been posted to date;
- To find current events on NAASR's website and Facebook page; and
- To read NAASR publications digitally in the future, including its *Journal of Armenian Studies*, and the *NAASR Newsletter*.

### Expansion of NAASR-Sponsored Educational Tours

- To increase opportunities for travel to Armenia and Historic Armenia as well as Iran and other countries in the region with a strong Armenian presence.

## A Glimpse into the Mardigian Library

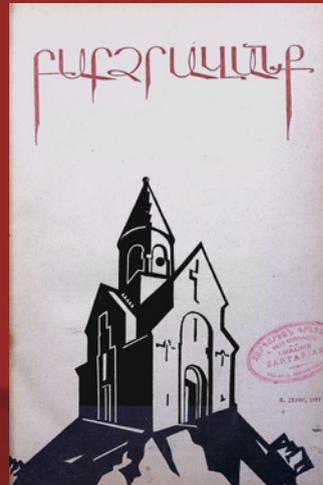
### Treasures in NAASR's Edward and Helen Mardigian Library include:

- First work of Armenian history printed in the lifetime of the author, the *Book of History* of Arakel of Tabriz, published in 1669 in Amsterdam;
- A first edition of Harriet Beecher Stowe's *Uncle Tom's Cabin*, translated into Armenian in 1854;
- A 1920 book about master crime-solver Sherlock Holmes pursuing the architects of the Armenian Genocide; and
- Thousands of books from noted Armenian Studies scholars.

NAASR's holdings, dating to the 17th century, are mostly in Armenian, but many are in Turkish, Persian, Russian, French, German, and other languages, and virtually every title in English published in the past sixty years.



Arakel of Tabriz's *Book of History* (1669) from NAASR's Mardigian Library



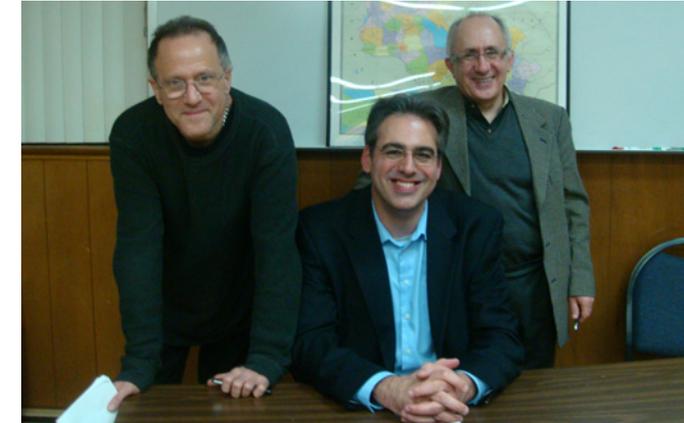
Title page of the first issue of the rare literary journal *Partsravank*, which ran from January to June 1922, from NAASR's Mardigian Library

## Building on Our Legacy Capital Campaign

- The Building on Our Legacy Capital Campaign was launched in January 2016 as a \$4.5 million effort to provide for the full cost of the NAASR building renovation project. There is no comparable property in the area to purchase with similar lot size and square footage at the same or lower cost.
- In the first four months, with the support of Board members, members of the Capital Campaign Committee, and other generous friends and supporters, nearly half of the campaign total was reached. For plans to proceed and construction to commence on schedule, it is vital to secure the remaining gifts and pledges without delay.
- Commitments may be made as an outright single gift, or take the form of a pledge payable over a period of two years. Many opportunities to name rooms, areas and collections, displays, and other aspects of the new building are available to donors at a wide range of gift levels. Areas may be named for the donor(s) or in honor or memory of loved ones.
- By helping to advance the mission and work of NAASR, you will ensure that the history, culture, and identity of Armenia and the Armenian people will be remembered and preserved for generations to come.

Thank you for considering your gift or pledge to NAASR's Building on Our Legacy Capital Campaign today, and for giving as generously as you can.

NAASR is a not-for-profit, tax-exempt organization recognized under section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible to the extent allowed by law.



Prof. James R. Russell, Harvard University; Marc A. Mamigonian, Director of Academic Affairs, NAASR; Prof. Taner Akçam, Clark University, speaking at NAASR





Dr. Khatchig Mouradian, Rutgers University, and Dr. Raymond Kevorkian, Emeritus Director of Research, French Geopolitical Institute, speaking at NAASR

## Building on Our Legacy

NAASR achieved its ambitious goal, set 60 years ago, of advancing Armenian Studies by raising funds to help endow the first chairs of Armenian Studies at Harvard and UCLA, and by supporting endowed positions at other universities, where endowed positions now exist at 13 universities, greatly increasing awareness of Armenian contributions to world culture and civilization and the place of the Republic of Armenia in the world, laying the factual foundation upon which Genocide recognition rests, and leading to a new generation relying on NAASR for academic research and global connections.

NAASR, as a non-partisan, non-sectarian organization, will continue its central role helping to define Armenian Studies well into the future in collaboration with Armenian Studies scholars throughout the world.



*“When conducting research for my book ‘Children of Armenia,’ I traveled across the country, visiting archives, universities and major research centers such as the Library of Congress. From all of these institutions, NAASR’s library had the largest and most richly textured collection of materials on Armenian-American culture and history in the United States. Without NAASR’s holdings, I would not have been able to complete my work.”*

Michael Bobelian, award-winning author and journalist

*“NAASR is the leading institution promoting Armenian Studies in North America. I cannot count the important contributions of NAASR in the creation of a solid foundation in the U.S. for Armenian Studies.”*

Prof. Taner Akçam, Clark University

*“NAASR has never failed to help me when I’ve needed sources, books—any information, practical or impractical.”*

Prof. Kevork Bardakjian, University of Michigan

*“While researching my book ‘Operation Nemesis’ NAASR provided invaluable foundational support and material for my work. Without the key materials available through this intensely focused organization, I would not have been able to complete my research. I am indebted to NAASR.”*

Eric Bogosian, award-winning author and actor



## National Association for Armenian Studies and Research

395 Concord Avenue  
Belmont, MA 02478

## Capital Campaign Committee Members

**Yervant Chekijian**  
*yervantchekijian@gmail.com*

**Marta T. Batmasian**  
*mtb@investmentslimited.com*

**Sarah B. Ignatius**  
*sarah@naasr.org*

**Joan E. Kolligian**  
*jeklake@aol.com*

**Nancy R. Kolligian**  
*nkolligian@dene.com*

**Marc A. Mamigonian**  
*marc@naasr.org*

**Jack M. Medzorian**  
*jmedzorian@aol.com*

**Stepan G. Piligian**  
*sgpiligian@aol.com*

**Judith Saryan**  
*jasaryan@gmail.com*

**Raffi P. Yeghiayan**  
*raffipy@gmail.com*

[www.naasr.org](http://www.naasr.org)  
[hq@naasr.org](mailto:hq@naasr.org)



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Armenian Studies and Research