



CREATIVE SPARK

CULTURAL EXCHANGE PROGRAMME

May 2019



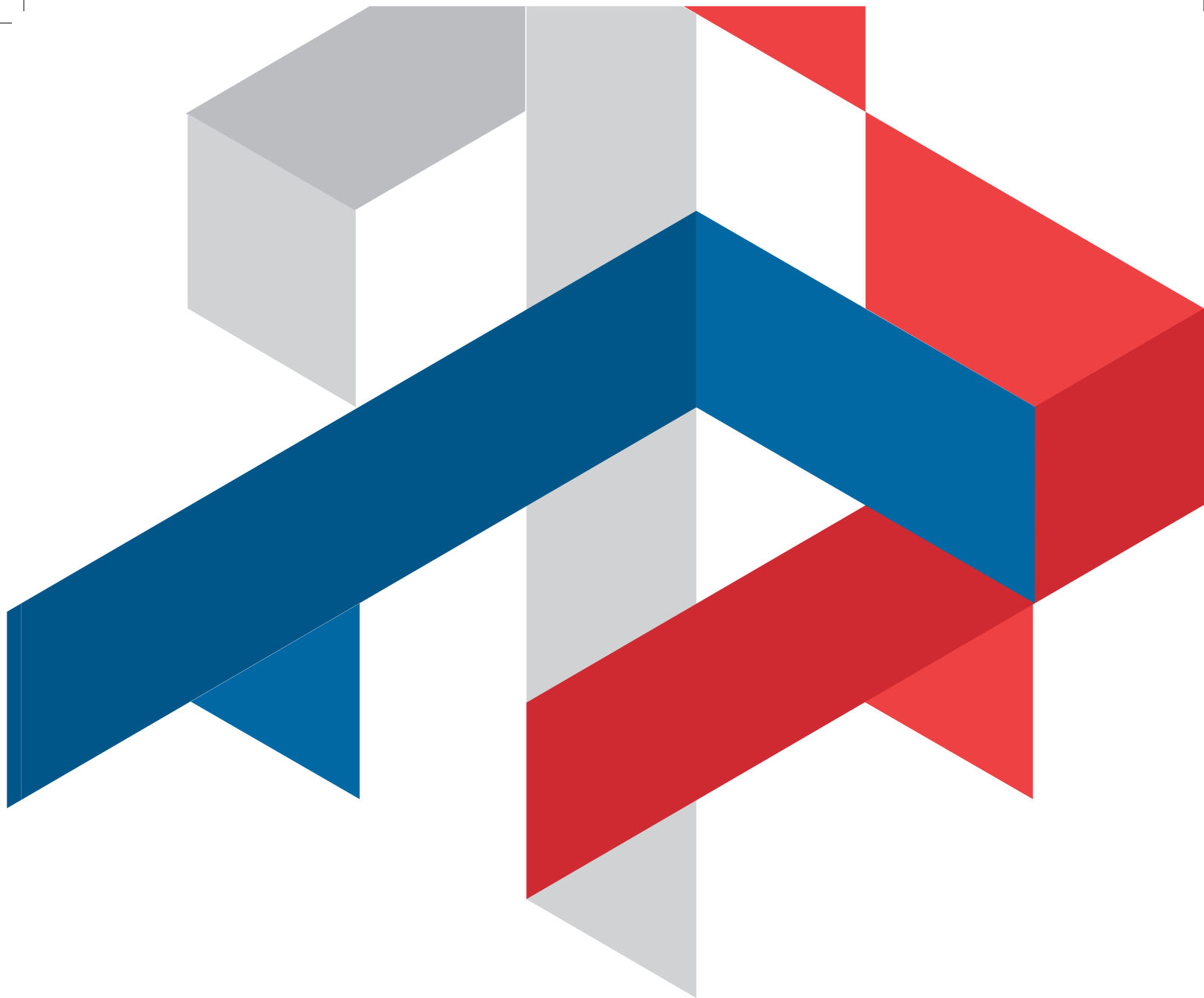
Ministry of Culture
of the Republic of Azerbaijan

ual: university
of the arts
london

YARAT
CONTEMPORARY ART SPACE

Gradcore ^{GC}

www.britishcouncil.org



As the British Council, we believe creating opportunities for young people through cultural and educational programmes could have a strong impact on developing open and prosperous societies.

How can we help young people to develop their skills, become socially engaged and employable? Entrepreneurship includes many of the skills that young people will require in the years to come and at a global level, but how do we activate the entrepreneurial mindset in young people? How do we bring higher education and creative industries together to help young people? These are the questions that were asked during the design of the Creative Spark Higher Education Enterprise Programme, which aims to support creative economy across Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Ukraine and Uzbekistan over a five years period, as a response to an underdeveloped creative sector in these countries which limits opportunities for young people.

Our aim is to help thousands of young people develop enterprise skills, have the ability to start their own business and develop specific English language skills. The programme works with 90 institutions across seven countries and the UK to provide capacity building for entrepreneurship and to foster the growth of creative economy. We also convene policy dialogue, share resources and best practices with the Creative Spark partner institutions and the young beneficiaries.

One of these unique projects “Boomerang” is developed between Gradcore, University of Arts London, Azerbaijan State University of Culture and Arts and YARAT Contemporary Art Space. Our belief is that students, graduates and young entrepreneurs in Azerbaijan will benefit from taking part in “Boomerang” to get better access to international networks, markets and resources.

I hope all participants will find the project and the Azerbaijan Visit Programme both useful and motivating, as well as providing further opportunities to learn and share knowledge and experience.



HANDE DIKER

Creative Spark Programme Manager



CREATIVE SPARK PROJECT

Creative Spark: Higher Education Enterprise Programme is a five-year initiative to help develop the creative economy and enterprise skills across seven countries in Central Asia, (Kazakhstan, Uzbekistan, Kyrgyzstan), South Caucasus (Azerbaijan, Armenia and Georgia) and Ukraine.

The programme has been developed in response to an underdeveloped creative sector and a demand for entrepreneurship training in these countries. Creative industries have driven economic growth in the UK. We want to use this experience and expertise to support sustainable development and social welfare.

Creative Spark is managed and funded by the British Council.

The 'Boomerang project' will see a partnership form between Gradcore and the University of Arts London (UAL) in the UK and the University of Culture and Arts and Yarat Contemporary Art Space in Azerbaijan.

This cultural exchange project involves students from London and Baku, meeting, experiencing a new culture and developing their creative skills. The project aims to introduce participants to the diversity and social inclusion challenges of their respective countries, and encourage them to use the creative arts to have a positive impact on some of these challenges

This partnership has support from the Ministry of Culture of Azerbaijan, as well as the British Council as part of the Creative Spark programme. As a partnership, we are united by a shared interest in building greater cultural connectivity and developing the creative and enterprise competencies of students and graduates.

ELVIN GULIYEV

Movie & TV Director

My profession is TV & Movie Director. I think being a director is not just a profession, but also a lifestyle. My style is to communicate with people all around the world by making movies. I try to share with people different kinds of new innovations and help them understand these.

I'm excited to learn about English culture. I strongly believe that people are always having different and innovative thoughts and ideas. I want to learn about a new culture because different cultures helps foster development and new thoughts.





ANAR

Acting

My job is about cinema, theatre and television, it is interesting for my life.

I am most looking forward to improving my knowledge during this project.



FARID HUSEYNOV

TV & Cinema

I am a filmmaker. Everything around me is a beginning of my story. I show problems in my film. A problem which is in our life and in your world. I am interested in both documentary and fiction films. Sometimes showing problems which hurt us is more effective with documentary films.

I'm looking forward to learning more about Great Britain I hope London will be a new beginning of my story. There is a big difference between London and Baku culture. it is a great opportunity to discover a new culture and people.



CABBAR PASHAZADE

Musician

I was born in Baku and live in Baku. I have played the Tar, a musical instrument, for 13 years. I have been a laureate and winner of many festivals and competitions. I like to show my art in Azerbaijan as well as in other countries. I want to use this project to continue to show the world the Tar.

The Boomerang project helps enterprises understand and support business. I think that London is one of the most ambitious cities to learn from. I wish to learn more about a new country and be the first person to take the patent of my project. This project will help me achieve this.



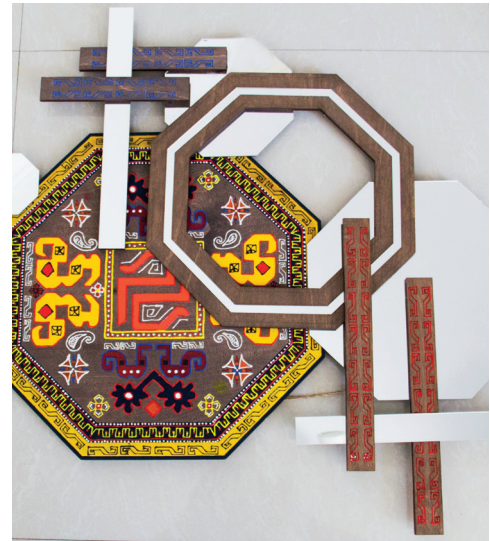
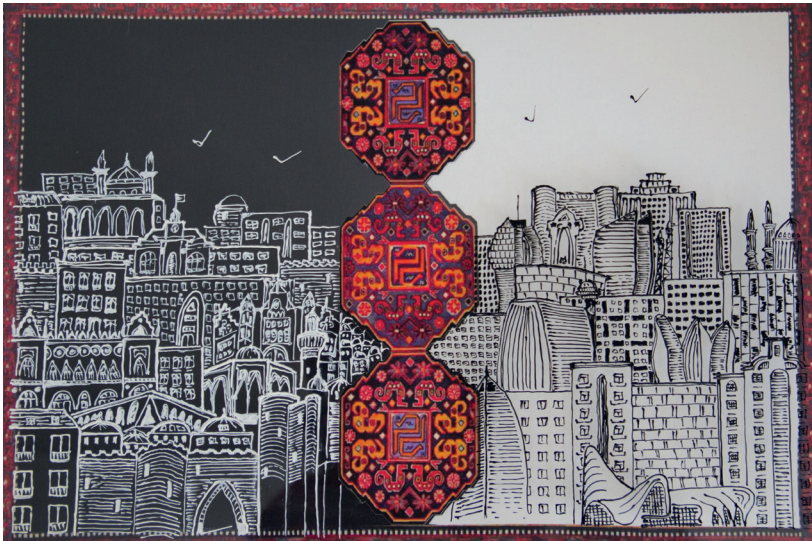


JAMILLI ISMAYIL

Theater Criticism

I am a student of ASUCA. I aim to constantly improve both professionally as well as personally. I put the highest emphasis on hard work in order to make significant contribution to the Industry of ART and drive professional satisfaction.

In the long-term, I'm looking forward to continued learning. I feel like I have grown and learned a lot recently, but there's so much I still want to learn and experience. I believe there is a connection between living and learning: if we fail to learn, we aren't truly living.



ASMAR MAMMADOVA

Interior Designer and Artist

As an interior designer and artist, I am passionate about using traditional elements in all my works, and combining them with new trends emerging in the arts world

The main purpose of this trip is to create acquaintances with new people and gain their views on art. This trip will kickstart and inspire the emergence of new ideas and the creation of new works.



NARGIZ YUSIFOVA

Cinematographer

I am a cinematographer and currently being trained in this area. I also do photography, mostly portraits and street genres. I like reflecting the streets without any interruption or technical interference.

I think the Boomerang project would help me improve my creative and entrepreneurial skills and I would further be able to execute my projects with more efficiency.



NARMEN SALMANOVA

Art Critic

In my area of specialization, I am working on art history, exhibitions and writing articles. There are some lessons about the art of Central Asia, Western Europe and Eastern countries. I have many articles about local monuments. This art space is versatile and interesting.

The project will increase my motivation and self-confidence. I can't wait to do business with this project. Thanks to the Boomerang project, I'm sure I'll learn a lot about my future work and the culture of London. I believe that I will represent my profession and project well in London.





SAADAT HAGVERDIYEVA

Directing

Currently I am a second-year student studying film and television directing at ASUCA. I am interested in directing documentaries on topics such as multi-culture, social life and human's role in the universe.

I am looking forward to making lifelong friendships and professional connections from UAL. It will give me further opportunity to share our experience and exchange new ideas to create modern artistic works. I am also very excited to explore UK culture and art history.



KONUL SARKARNAMAZOVA

Phd. student of University of Culture and Arts

I am a cinema researcher. My phd. dissertation theme is about deep investigation of Azerbaijan Cinema. At the end of research I am planning to open Digital Cinema Archive where all cinema documents will be collected. I am interested in startups too.



In my opinion Boomerang project is a very optimistic chance to open new horizons to new networking and get experience about cinema and bring all of these to Azerbaijan. Of course Cultural Exchange can give us more than we expect. I am sure it will happen and we can gain what we want.





JEYRAN MAHMUDOVA

Jeyran is the rector of Azerbaijan State University of Culture and Arts, having been appointed in 2018. Prior to this she was Dean of the Faculty of Music at the university. Since 2010 she has been a member of the Expert Council on the Artistic and Architectural Expertise of the Higher Attestation Commission. She is a member of the Board of Directors of the Azerbaijan Composers' Union. She is the author of 3 monographs, 3 textbooks, more than 50 scientific articles, more than 40 scientific-publicist articles, subject programs and methodical instructions. She has participated in a number of national and international scientific conferences and symposiums.



SARA TIMUROVA

Sara is the head of the Department of International Relations and Foreign Students Affairs of the Azerbaijan State University of Culture and Arts, as well as teaching in the Department of Music History and Theory. Sara studied at the Bulbul Secondary Specialized Music School and graduated with honors from the Baku Academy of Music in 2010. She has worked as a consultant in the Musical sector of the Ministry of Culture and Tourism of the Republic of Azerbaijan. She co-authored the book "Essays on Modern Music", published in 2013 with the support of the Ministry of Culture and Tourism, dedicated to the 95th anniversary of great Azerbaijani composer Gara Garayev.



SAYARA HUSEYNLI

Sayara is the Head of Education at YARAT Contemporary Art Space. She has over 7 years of professional experience at managerial positions. Before fully dedicating her career to museum education, she has worked as a student councillor for education abroad programs in Australia, UK, USA and Canada. Additionally, she worked as a General Manager of a startup project. She is an alumni of FLEX (Future Leaders Exchange Program) program funded by US Department of State Bureau of Educational and Cultural Affairs.



RUGIYYA SALMANOVA

Rugiyya is a Public and Education programmes Coordinator at YARAT Contemporary Art Space. She has 4 years of experience in conducting various programs including internships. Her keen interest lies in working with children as well as young adults due to her willingness to support the growth and development of the arts community.

Rugiyya graduated from faculty of UK Studies and is pursuing a masters degree in MBA. She has an interest in understanding human behaviour, different perspectives, habits, actions, characters and personalities.



UNIVERSITY OF THE ARTS LONDON

University of the Arts London values the project's commitment to building greater cultural connectivity, and the opportunity to further develop the creative and enterprise competencies of our students and graduates. We are particularly interested in facilitating international mobility for our students and we look forward to taking the project forward and developing new sustainable partnerships in Azerbaijan.



AZERBAIJAN STATE UNIVERSITY OF CULTURE AND ARTS

ASUCA are very pleased to be a part of the Creative Spark program and cooperate with one of the world's most prestigious art and design universities – The University of the Arts London. Thanks to the students' exchange, they will learn about the partner's culture, take part in master classes and lectures, improve their English and learn how to design their start-up ideas in the form of a project.



YARAT CONTEMPORARY ART SPACE

YARAT facilitates exchange between local and international artistic thought through its exhibition and education programmes, artist residency, special workshops and public events. We believe that the Creative Spark project will enable our youth to get closely acquainted with UK's creative industries and get practical guidance for future realization of their ambition.



The British Council is the UK's international organisation for cultural relations and educational opportunities. We were founded in 1934 and incorporated by Royal Charter in 1940.

We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with more than 100 countries across the world in the fields of arts and culture, English language, education and civil society. Last year, we reached more than 75 million people directly and 758 million people overall, including online, through broadcasts and publications.