

POWERED BY KERON

# VERNATOUN



# Tumanyan's Vernatun

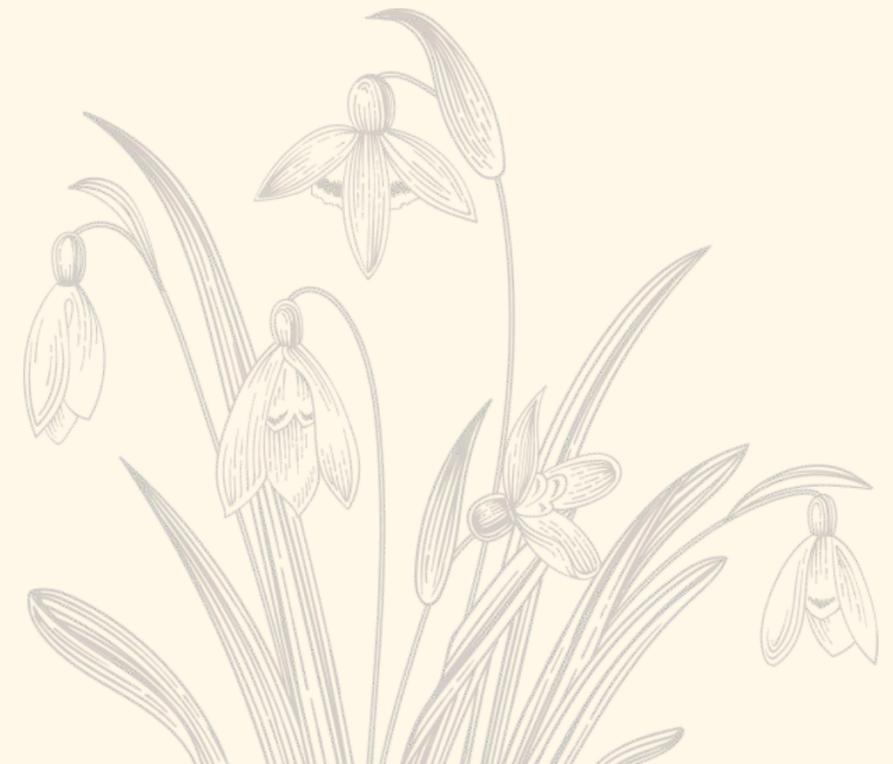
**Vernatun** originally was a literary club founded in 1899 by **Hovhannes Tumanyan** on the last floor of his Tbilisi house.

It was a symbol of Armenian intellectual life - a place where the great minds of the time gathered to share ideas, read, and converse about the homeland, art, and literature.

The founding members of Vernatun were **Hovhannes Tumanyan, Avetik Isahakyan, Levon Shant, Derenik Demirchyan, and Ghazaros Aghayan**. They met regularly to exchange thoughts, create, and shape an entire cultural era.



from left to right' Avetik Isahakyan, Ghazaros Aghayan, Hovhannes Tumanyan (sitting)  
Levon Shant, Derenik Demirchyan (standing)



# The Inspiration Behind VERNATOUN powered by Keron



Dmitri Nalbandyan, "Vernatun", 1974–1976.



Afrikyans Club at 11 Teryan Street, 1971

- ✦ Tumanyan's Vernatun became a symbol of Armenian intellectual life, a place where the great minds of the time gathered to exchange ideas, read, debate, and speak about the homeland, art, and literature.
- ✦ The Afrikyans Club at 11 Teryan Street was built in the late 19th century by the renowned Afrikyan brothers. Artists, public figures, and prominent Yerevan residents gathered here. They would gather at the club and, over a cup of coffee, discuss the pressing issues of their time.
- ✦ During the Soviet years, under conditions of restricted public and political activity, a group of young mathematicians were searching for ways of national consolidation. One of the most notable expressions of this was the annual gatherings of intellectuals held in Tsaghkadzor from 1979 to 1981, bringing together leading cultural, scientific, and spiritual figures of the time. Among them were the poet Silva Kaputikyan, sculptors Ara Shiraz and Ervand Kochar, mathematician Sergey Mergelyan, architect Armen Zaryan, writer Sero Khanzadyan, ethnographer Hayrik Muradyan, founder-director of the Children's Art Museum Henrik Igityan, the great Armenian singer Lusine Zakaryan, and others.
- ✦ European salon culture likewise presupposed closed gatherings and meetings where the representatives of different circles and social strata openly and freely discussed art, literature, philosophy, music, and politics.

# VERNATOUN



The historical club spirit is now being revived in the new  
**VERNATOUN by Keron.**

**VERNATOUN** is a community space located in one of Yerevan's unique historical buildings.

It brings together proactive, like-minded and engaged individuals around distinctive experiences, conversations, and ideas – people who share common values and believe in the power of dialogue.



Location: Pushkin 38

[Watch Video](#)

VERNATOUN is located at 38 Pushkin Street, which is also known as Arakel Afrikyan's house.

The building was built in 1902 by Vasiliy Mirzoyan.

Today, it is included in the list of Yerevan's historical and cultural monuments. The building is unique for its preserved ceiling murals and tiled fireplaces.



[Watch Video](#)





VERNATOUN powered by Keron is a contemporary interpretation of Armenia's great intellectual and cultural gatherings.



**VERNATOUN** is an environment whose members are united not by titles, but by the values, vision, and contribution.

Full access to the space, events, network, and community tools will be available through **annual membership**.





The agenda of **VERNATOUN** powered by **Keron** is shaped around signature events, intimate gatherings, and partner-initiated ideas.

There will be a diverse range of content-driven gatherings, with priority given to meaningful and high-quality participation rather than scale. From time to time, in addition to in-person meetings, hybrid and online formats will connect VERNATOUN's members across the globe.

## EVENTS

### CONVERSATIONS & DISCUSSIONS

Events, discussions, conversations, and dinners that bring together thoughtful, progressive, creative people to exchange ideas. From intimate salon gatherings and debates to large events and receptions.

### CULTURE & EXPERIENCE

Music, literature, performing arts, and more - events that nurture Armenia's creative spirit while connecting it to the wider world, turning tradition into a living, evolving experience.

### COMMUNITY & BELONGING

Member-initiated meetups, tea gatherings, evening conversations, retreats, and events that strengthen connection and trust. This is the everyday rhythm that keeps VERNATOUN alive as a community, and not just a physical space.



**VERNATOUN's** rooms & zones will be named after the original Vernatun's members

Tumanyan Room

Aghayan Room

Demirchyan Room

Isahakyan Balcony

Shant Room











**VERNATOUN's** membership each type carries symbolic meaning tied to the idea of growth and contribution.



# MEMBERSHIP

## CORE

Experienced professionals, creators, and leaders who create the main circle of VERNATOUN community and actively contribute to its activities and conversations.

Annual fee:

**1 200 000 AMD**

Entrance fee:

**400 000 AMD**

## YOUNG

Fast-growing professionals under 30 who are already generating meaningful added value within their fields.

Annual fee:

**600 000 AMD**

Entrance fee:

**400 000 AMD**

## BRIDGE

Diaspora or international members who stay connected to VERNATOUN through digital participation and a limited number of occasional offline visits.

Annual fee:

**700 000 AMD**

Entrance fee:

**400 000 AMD**

# SPECIAL OFFER

From December 20th, 2025 to May 1st, 2026 a limited early-bird window will be opened for those who want to become part of Vernatoun at the very beginning of its story.

## CORE

Early Bird  
**900 000 AMD**

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accompanied by a  
reduced entrance fee of  
**200 000 AMD**

## YOUNG

Early Bird  
**450 000 AMD**

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accompanied by a  
reduced entrance fee of  
**200 000 AMD**

[APPLY NOW](#)

# MEMBER BENEFITS\*

## **ACCESS TO SPACE AND FACILITIES.**

Members enjoy access to VERNATOUN's physical and digital spaces.

## **CULTURAL AND INTELLECTUAL PROGRAMS:**

Members participate in the full calendar of VERNATOUN activities, including salons, dinners, dialogues, and interest clubs. They also receive priority invitations to limited-seating gatherings and private viewings.

## **NETWORKING AND COLLABORATION:**

The Vernatoun community represents a trusted network of leading professionals and thinkers. Members can connect through the mobile application or during events, establishing collaborations or mentorships within a protected, non-commercial framework.

## **DIGITAL ACCESS AND TOOLS:**

Through the Vernatoun app, members can view the event calendar, book meeting rooms and spaces, communicate directly with the team or other members, access internal publications, recordings, and the Yearbook archive

## **PRIORITY IN PARTNER PROGRAMS:**

Members are given early access to selected Keron Foundation programs, residencies, and retreats, aligning with Vernatoun's ecosystem of culture, education, and innovation.

Some services will become available gradually.



# PARTNER BENEFITS

All partnerships with Vernatoun are bespoke and built on a case-by-case basis. Specific formats, benefits, and levels of engagement are jointly defined following expressions of interest, ensuring mutual value, relevance, and long-term collaboration. The benefits outlined below serve as a general reference and a subject of adjustment based on each partner's interests and priorities.

## **STRATEGIC BRAND PRESENCE & POSITIONING**

Partners are recognized as contributors to Vernatoun's cultural and intellectual ecosystem. Brand presence is integrated in a thoughtful, discreet, and non-commercial manner across Vernatoun platforms, including the website, mobile application, curated invitations, joint initiatives, customized partner materials, and selected visibility touchpoints always aligned with Vernatoun's values and aesthetic standards.

## **JOINT PROGRAMS & EVENTS**

Partners have the opportunity to co-create and host joint events with Vernatoun. Each initiative is developed collaboratively to ensure relevance, quality, and alignment with the community, audience, and mission of Vernatoun.

## **TEAM MEMBERS ACCESS & COMMUNITY INTEGRATION**

Partner organizations may nominate their team members to become a part of the Vernatoun community, subject to the standard admission and values-alignment process. This access enables participation in Vernatoun's life, dialogues, and curated gatherings.

## **SPACE & FACILITIES**

Partners may access Vernatoun's spaces for private meetings, discussions, or partner/(own)-hosted events, subject to availability and format alignment with Vernatoun's ethos and operational guidelines.

## **INVITATIONS TO PRIVATE GATHERINGS**

Partners may extend invitations to selected Vernatoun events for their teams, guests or stakeholders, offering exposure to the Foundation's cultural and intellectual environment, subject to event format and capacity.

## **ACCESS TO THE KERON & ECOSYSTEM**

Partners may engage with the broader Keron Development Foundation ecosystem, including selected programs, initiatives, and projects in culture, education, talent development, innovation, and territorial development, where strategic alignment exists.





PHONE: +374 41 505090  
38 PUSHKIN ST, YEREVAN, 0010  
INFO@VERNATOUN.AM

