

WHERE  
CREATIVITY  
MEETS PEOPLE

## HIGHLIGHTS

- 1 March  
**Classical Concert**  
(15:00)
- 12 March  
**Exhibition opening**  
(18:00)
- 17 March  
**Francophone Week  
Opening (15:00)**
- 17-20 March  
**French Cinema  
Week (18:00)**
- 18 March  
**Lecture on French  
Literature (16:30)**
- 22 March  
**Navruz Party**  
(18.00)
- 29 March  
**Classical Concert**  
(15:00)

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## BACTRIA's Newsletter

VOLUME 1, ISSUE 2

MARCH 2008

## Message on the Board - from Marielle

Each year, Bactria looks forward to March as it represents a very unique opportunity to celebrate a number of important events; International Women's Day, the beginning of Navruz and International Francophone Week.

In 2008, "Encounters" has been selected as the theme of International Francophone Week by the General Delegation of French Language. At the international level this theme represents the opportunity for the 51 French-speaking countries of the world to celebrate French language as their common bond along with their diversity. Furthermore the celebration is extended to non-French-speaking countries such as Tajikistan. At a national level, Bactria's challenge is to give a real context to the concept of "encounter", by facilitating meetings between French and Tajik students and teachers as well as by providing opportunities to share the passion for French language and for the culture of French-speaking countries with local and international artists and intellectuals.

This year's International Francophone Week will be a unique one, because it will offer a Tajik student and a teacher of French language to discover France during the summer of 2008.

All in all if you are a fan of French language and the cultures of French-speaking countries, and if you wish to try your luck for "a trip to meet France", visit Bactria during International Francophone Week!

Bactria Cultural Centre was created in December 2001 by the French NGO ACTED, which along with the French Embassy sees the International Francophone Week as an opportunity each year to promote French

culture and language in Tajikistan. It's important for us to remind all lovers of the French language that without the extended support of the French Embassy in Tajikistan, BACTRIA could not successfully meet their demands.

Marielle Dupont

BCC Director



C'est avec impatience que Bactriane attend l'arrivée du mois de mars chaque année car il a ceci d'unique qu'il représente l'occasion de célébrer plusieurs événements importants; la Journée Internationale de la Femme, le début des fêtes de Navruz et enfin la Semaine Internationale de la Francophonie.

En 2008, la Semaine Internationale de la Francophonie a été placée sous le signe de 'La Rencontre' par la Délégation Générale à la langue française et aux langues de France. Ce thème de 'La Rencontre' a été choisi très à propos car la Semaine Internationale de la Francophonie est tout d'abord, à l'échelle internationale, l'occasion pour les 51 pays francophones et autres pays non francophones tels que le Tadjikistan de célébrer un lien commun - la langue française - aussi bien que leur diversité. A l'échelle nationale, le défi pour Bactriane en 2008 sera de donner à cette notion de 'rencontre' toute sa dimension. Ainsi, cette année, Bactriane profitera de la Semaine Internationale de la Francophonie pour organiser la rencontre des étudiants et professeurs de français avec le public local francophone et

avec des artistes et intellectuels tadjiks et étrangers partageant cette passion commune pour la langue française et la culture des pays francophones. La Semaine Internationale de la Francophonie 2008 au Tadjikistan aura également ceci de particulier qu'elle offrira l'opportunité à un étudiant et à un professeur de français de partir à la découverte de la France au cours de l'été 2008. Ainsi, si vous aussi vous voulez venir à la découverte des richesses de la langue française et de la culture des pays francophones, et si vous voulez tenter votre chance pour 'un départ à la rencontre de la France', rejoignez-nous pendant la Semaine Internationale de la Francophonie!

Enfin, n'oublions pas l'histoire du Centre Culturel Bactriane; centre créé en décembre 2001

par l'ONG française ACTED, ONG pour laquelle la Semaine Internationale de la Francophonie représente chaque année une occasion de plus de célébrer la volonté partagée d'ACTED et de l'Ambassade de France au Tadjikistan de promouvoir et divulguer la culture et la langue françaises au Tadjikistan. Il est important pour nous de rappeler à nos adeptes de la langue française que sans le soutien prolongé de l'Ambassade de France au Tadjikistan, le Centre Culturel Bactriane ne pourrait certainement pas répondre à leurs attentes tel qu'il le fait aujourd'hui.....

Marielle DUPONT

Directrice du CCB



### Café français 'La Rencontre'

En 2008, Bactriane aimerait donner une nouvelle impulsion à ses clubs de conversation en créant le nouveau Café français 'La rencontre' qui offrira à tous les participants réguliers du club francophone un espace d'échanges qui s'apparentera à un véritable 'Café français' dans lequel tous les visiteurs pourront venir s'asseoir autour d'une table et passer commande auprès du 'garçon' de 'La Rencontre'. Ce nouveau Café français sera inauguré le dernier jour de la Semaine de la Francophonie ; le jeudi 20 mars 2008.



## Semaine de la francophonie

### Programme de la Semaine Internationale de la Francophonie

Une des raisons d'exister de Bactriane est l'approfondissement des relations interculturelles entre le Tadjikistan et les autres pays du monde. Pour cette raison, chaque année, nous profitons de l'événement international de La Semaine de la Francophonie pour permettre aux amoureux de langue française d'approcher cette dernière de façon originale en proposant des activités pour célébrer ce lien social et affectif par excellence qu'est la langue, au moment où il se noue ; tisser un fil entre les publics les plus divers qui trouvent, grâce au français, une occasion pour faire connaissance et échanger. Notre programme 2008 tente donc de répondre aux attentes de toutes celles et ceux qui ont envie de se rencontrer pour mieux comprendre ce qu'il se cache derrière cette langue parlée par environ 265 millions de personnes sur les cinq continents...

#### Concours 'Départ à la rencontre de la France'

En collaboration avec l'Ambassade de France au Tadjikistan, Bactriane invite tous les étudiants et professeurs de français tadjiks à partir à la rencontre de la France en venant participer au concours 'Départ à la rencontre de la France'. Les épreuves écrites auront lieu le 7 mars pour les étudiants et le 11 mars pour les professeurs. Alors armez-vous de courage et venez également tenter votre chance !

#### Ouverture de la Semaine de la Francophonie – 17 mars 2008

Le lundi 17 mars à 16h30, nous ouvrirons la Semaine Internationale de la Francophonie avec l'annonce des résultats du concours 'Départ à la rencontre de la France'.

....mais le voyage ne s'arrêtera pas là si vous le désirez puisque nous vous invitons ensuite à découvrir le cinéma francophone avec 'Trois couleurs : Rouge'; film qui fera l'ouverture de notre Festival de cinéma francophone.

#### 'Apprendre le français de façon créative' – 19 mars 2008

A l'occasion de la Semaine Internationale de la Francophonie, l'Association des Professeurs de français de Douchanbé a prévu de préparer quelques courtes scènes de théâtre avec des étudiants de français de différentes universités de Douchanbé. Ces scènes de théâtre seront présentées dans différentes universités de Douchanbé mais également à Bactriane le 19 mars 2008 à 14h00 afin de permettre aux étudiants de Bactriane de rencontrer d'autres étudiants francophones et de partager leur volonté de développer des possibilités d'apprentissage du français de façon créative.

## A la rencontre du cinéma francophone

#### Lundi 17 mars - 18h00

##### Trois couleurs - Rouge

Réalisé par Krzysztof Kieslowski

Film polonais, français, Suisse  
Langue: français, sous-titres anglais

#### 18 mars – 18:00

##### Ensemble, c'est tout

Réalisé par Claude Berri

Film français

Langue: français, sous-titres anglais

#### 19 mars - 18:00

##### J' me sens pas belle

Réalisé par Bernard Jean-jean

Film français

Langue: français, sous-titres russes

#### 20 mars – 18:00

##### Paris, je t'aime

18 courts-métrages - 21 réalisateurs internationaux  
Film français, allemand, suisse, liechtensteinois  
Langue: français/anglais, sous-titres russes

## Festivities on screen

March is a month of many celebrations, like Women's Day, the French Week around the world and of course Navruz. As other programs in Bactria, movies included in the CinemART project will also reflect the festive nature of this month. The movie, "Frida", pays tribute to women in general and female

artists in particular. Full of vivid colors and passionate music, the movie portrays both professional and personal struggles and achievements in Frida Khalo's life. The movie, "Euphoria" revolves around the idea of encounters that influence our lives in an unpredictable way. The last movie of the

### CinemArt

month, "Baraka" celebrates the simple beauty in life that constantly resurges with the arrival of spring.



#### MARCH PROGRAM

**March 6. Thursday, 18.00**  
"Frida"

Director: Julie Taymor  
Language: Russian

**March 13. Thursday, 18.00**  
"Euphoria"

Director: Ivan Vyrypayev  
Language: Russian

**March 20. Thursday, 18.00**

"Paris, I love you!"

Director: selection of 18 directors

Language: French/English  
Russian subtitles

**March 27. Thursday, 18.00**

"Baraka"

Director: Ron Fricke

Language: only pictures

## "Art: Feminine Gender"

The exhibition presents works by Tajik female artists, who are creative in various artistic trends and genres of art, from painting, poetry and video art to fashion design. Here optimism borders with ordinariness, romanticism with difficulties of life's perception, with aspiration to overcome misfortunes and circumstances, which are plentiful in life.

Women artists in Tajikistan are fewer than men and this situation is clearly reflected in the area of contemporary art. However women, as always, remain the soul of an era independently of whether she is por-

trayed by men or she herself expresses her own ideas and desires.

Women's talent must be recognized, especially in the usage of colors and graceful details. But now women must try to leave the limiting frame of heavy stereotypes. Their main task is to indicate the so-called women's territory of non-standard and creative thoughts and suggest looking at new problems of reality, ideas and themes delivered by women artists. In this exhibition one will find a great expression of courage and boldness in the works

### Bactria\_ArtVision

of art. Every piece of art transmits the spirit of time and circumstances in which these women live and create. Since the exhibition presents works done by different generations of women, visitors can easily follow the various approaches to the choice of means and problem solutions. (Surayo Tuischieva)

**Exhibition opening:**  
**March 12th at 18:00.**

## Classical Concerts

We start the first day of the month with a classical concert of Tajik, Russian and European composers, performed by students of Musical School, Number 6.

On March 29<sup>th</sup> we welcome the American pianist, David Korevaar. He is an active soloist and chamber musician and also Associate Professor of Piano at the University of Colorado at Boulder.

His mastery of the piano is joined with a large and varied repertoire, and enhanced by his work with living composers and his own experience writing music. He has performed across the United States, in Australia, Japan, Korea, Abu Dhabi and Europe. David Korevaar's most recent CDs are "Bach Goldberg Variations" and "Ricardo Vines Collection", both released in 2007.

### Bactria\_Classics

Other recent releases include "Beethoven Sonatas No. 28, 16 and 32", "Ravel's Le tombeau de Couperin, Gaspard de la nuit, and Miroirs" and "Brahms Variations for Piano".





### Brenda Flanagan's Reading

In February, at the opening of the Library's reading room in BACTRIA, we had the honor of hosting Dr. Brenda Flanagan' reading session. We had a good turn out and everyone was touched by the depth and sensitivity of Dr. Flanagan's poems about the personal stories of people she has encountered. She performed couple of her short stories, which read more like poetry. The audience was emotionally engaged and bombarded her with many questions at the end of the session. To share her beautiful poetry with a wider audience we have published one of her short stories in this newsletter. Please turn to page 7.



Opening of the reading room with Dr. Brenda Flanagan

## Language and Coffee

### English Coffee Hour

**5th - 16:00**

Theme: 19th century English poetry - George Gordon Byron poems  
Guests: English students from Slavonic University

**12th - 16:00**

Theme: 19th century English poetry - George Gordon Byron poem  
Guests: English students from Slavonic University

**19th - 16:00**

Love in Shakespeare's literature  
Guests: English students from the Pedagogical university

**26th - 16:00**

Love in Shakespeare's literature  
Guests: English students from the Pedagogical university

### Club Voltaire

**6th - 16:00**

Rencontre des étudiants de français de Bactriane avec les étudiants de l'Université Pédagogique

**13th - 16:00**

Rencontre des étudiants de français de Bactriane avec les étudiants de l'Université Nationale

### Bactria\_Lingvo

**20th - 16:00**

Inauguration du nouveau Café français 'La Rencontre'

**27th - 16:00**

Rencontre des étudiants de français de Bactriane avec les étudiants de l'Institut des Langues

### Deutscher Klub

**4th - 16:00**

Film: „Tuvalu“ mit Chulpan Khamatova, Regisseur Veit Helmer  
Diskussion über den Film

### Bactria\_Bookshelf

## La littérature française de nos jours

Le 18 mars 2008, à 16h30, le Professeur Spector, Directeur du Département de Littérature Internationale à l'Université slave, présentera des oeuvres contemporaines de littérature française traduites en russe.

Cette présentation sera conduite en russe et s'adressera principalement aux étudiants de français des universités de

Douchanbé ainsi qu'à toute personne intéressée par la littérature française contemporaine.

Pour cette occasion, BACTRIANE enrichira sa bibliothèque avec des oeuvres de littérature contemporaine française en français et en russe. Ces nouvelles oeuvres seront présentées au cours de cet exposé. Les membres de l'Association des Professeurs de français de Douchanbé seront

également invités à venir participer et à présenter des oeuvres de littérature française sur lesquelles ils ont pu avoir l'occasion de travailler avec leurs étudiants.

Dans la continuité de cette présentation, le film 'Ensemble, c'est tout' sera projeté dans la mesure où il s'agit de l'adaptation de la nouvelle du même titre ayant connu un très grand succès au cours de l'année passée en France. Le livre 'Ensemble, c'est tout' sera présenté suite à la projection du film.

# Apprendre le français à Bactriane

Bactria\_Lingvo



## .....qu'est-ce que ça signifie ?

Lorsque l'on parle de l'apprentissage du français à Bactriane, on ne parle pas seulement des cours d'enseignement classiques auxquels nos étudiants se rendent chaque semaine. Il existe plusieurs outils pour l'apprentissage d'une langue étrangère et Bactriane s'efforce chaque année d'élargir les outils proposés aux étudiants. Ainsi, décider de venir découvrir la langue française à Bactriane, c'est aussi se donner la possibilité de participer à des activités qui permettent un apprentissage interactif tels que nos Cafés français chaque jeudi ou encore des événements culturels qui célèbrent la langue française tels que la Semaine de la Francophonie.

## .....c'est aussi se donner la chance de partir à la découverte de la France

Chaque année, Bactriane, en collaboration avec la Fondation SOROS et l'Ambassade de France au Tadjikistan, envoie des étudiants poursuivre leurs études en France et suivre des formations intensives de français au cours de l'été.

Ainsi, au cours du mois de mars un concours 'Partir à la découverte de la France' sera organisé pour tous les étudiants de français du Tadjikistan.

## ....c'est aussi suivre un enseignement avec des professeurs en formation continue

Enseigner une langue étrangère est une profession qui requiert un investissement constant puisque d'une part une langue vivante ne cesse d'évoluer et d'autre part les méthodes d'enseignement utilisées doivent également pouvoir s'adapter aux attentes en constante évolution du jeune public concerné. S'assurer qu'une équipe pédagogique est capable de suivre ces évolutions, c'est ne jamais oublier l'importance de la 'formation de formateurs'. C'est pour cette raison que régulièrement les professeurs de français de Bactriane suivent des séminaires de formation en France ; le but étant que ces derniers puissent non seulement améliorer leurs propres pratiques d'enseignement mais aussi celles des autres professeurs de français du Tadjikistan.

Cette année, ce séminaire aura lieu les 16 et 17 mars et rassemblera plus de 35 professeurs enseignant dans des écoles et universités de Douchanbé et de la région de Khatlon. Enfin, Bactriane offrira également l'opportunité à un de ces professeurs de partir en formation en France ; ainsi, au cours du mois de mars, un concours 'Partir en formation en France' sera organisé pour tous les professeurs de français du Tadjikistan.

## ....c'est aussi pouvoir obtenir un diplôme reconnu internationalement

Le système d'examens de DELF/DALF est un système centralisé d'évaluation du français langue étrangère. Ces diplômes certifient les compétences en français pour le commerce ainsi que pour les institutions publiques et privées. Ces examens répondent aux besoins de tous ceux désireux d'étudier en France. Deux sessions d'examens sont organisées chaque année à Bactriane.

Pour pouvoir vous inscrire au concours 'Partir à la découverte de la France' ou 'Partir en formation en France', veuillez adresser une demande d'inscription à [bactria.education@acted.org](mailto:bactria.education@acted.org)

## Examens de DELF/DALF

Inscription aux prochaines examens de DELF/DALF

Du 3 au 14 mars 2008

Tarif d'inscription : 10 somonis.

Ces examens sont ouverts à tous ceux qui le souhaitent, sans limite d'âge, et non seulement à ceux qui ont suivi les cours de préparation au centre Bactriane.

Inscription aux cours de préparation

Du 3 au 14 mars 2008

Les cours de préparation ne sont pas obligatoires pour pouvoir passer le DELF / DALF mais ils sont conseillés.

La session de cours aura lieu du 1er au 30 avril 2008

Tarifs d'inscription:

- 60 somonis pour les employés
- 30 somonis pour les étudiants
- 20 somonis pour les écoliers

Dates d'examens : du 5 au 10 mai 2008

Pour plus d'informations sur le DELF et ses dernières réformes, vous pouvez consulter le site du Centre International d'Etudes Pédagogiques <http://www.ciep.fr/delfdalf/>



## Meet the Team

\* Name: AMAL KHANOUM GADJIEVA

\* Position in BACTRIA:  
Coordinator of cultural and educational activities.



\* Previous Professional Experiences: interpreter, journalist, French teacher

\* Languages: Russian, Azeri, French, Tajik, Turkish, Persian

\* Interests: classical music, literary translations

**Ты не радость, старость!!!**

Тебя, смерть, жду как избавления,  
От всех грядущих ненужных мне невзгод.

Ожидания устала от томления,  
Как долго длится жизни каждый год!

Посеребрила уж волосы горе,  
И нет больше жгуче-черной головы!  
Хоть радостей в жизни для других море,  
Прошла наша в слезах, печали, увы...

То перед глазами черные круги,  
То поднялось давление высоко,  
Старческие наступают недуги,  
И нет больше той женщины в соку...

И кажутся долгими ночи,  
Когда от тебя убегают сон,  
Дождаться утра нет больше мочи,  
Ах! Уж скорей бы будильника звон!..

Немошна, жалка, угрюма старость,  
Несешь лишь только хвори да боли...  
Ты тяжкое бремя, а не радость,  
Не хочу жить в тебе секунды доли!..

Amal Khanoum Gadjieva

## What's new on the shelf?

### Bactria\_Bookshelf

***The Elementary Particles*** by Michel Houellebecq is perhaps the most polarizing novel released in years. Readers either love it or hate it; there are simply no indifferent reactions. The novel is an extended attack on individualism and the generation that exploded in the streets of Paris in 1968, a screed against free love *and* free markets. Houellebecq rails against secularism, commercialism and the unrelenting culture of youth. It is angry and nihilistic, full of moralizing digressions, and yet it is funny and touching at the same time. It is this unexpected duality that raises the novel from mere controversy-of-the-moment to a truly unique and exciting book that possesses something shockingly recognizable in its depiction of contemporary society, something not being written about by other authors. It's not an easy book, and for some it won't be an enjoyable read, but it is daring and innovative and rich in ideas.

<http://www.randomhouse.com/boldtype/1200/houellebecq/>

***Ensemble, c'est tout*** par Anna Gavalda. Doux, simple, drôle, touchant, vrai, humain, tendre et sincère. Ces quelques mots pourraient suffire à décrire ce troisième roman d'Anna Gavalda. La rencontre improbable de ces quatre oubliés de la vie nous envahit de manière subtile, comme la feuille blanche sous le pinceau absorbe l'eau de l'aquarelle. Par touches successives et précises, les coups de plume d'Anna nous caressent, nous égratignent ou nous écorchent. Pas de grandes envolées lyriques, pas de tirades faussement tragiques, pas de "remplissage", juste des mots, des mots qui vont à l'essentiel, qui vont droit au coeur, qui poursuivent ces quatre vies en plein bouleversement que l'on rattrape avec plaisir... Un peu de fantaisie par-ci, un brin de vérité par-là et une pincée de sensibilité pour assaisonner le tout. Voilà une recette parfaitement équilibrée.

Une belle assiette appétissante et légère que l'on dégustera sagement pour faire durer le plaisir ou que l'on dévorera d'un trait de peur qu'on nous la vole.

<http://www.evene.fr/livres/livre/anna-gavalda-ensemble-c-est-tout-10582.php>

BACTRIA's Library has a wide selection of contemporary French books awaiting visitors. Among the collection you can find the books we recommended above and others from authors like Marc Trillard, Christophe de Ponfilly and Jean-Christophe Grangé.

Become a member of the Library or just stop by, grab a book and enjoy having a peaceful time in the reading room!

On the **18th of March at 16:30** BACTRIA is hosting a discussion on contemporary French literature lead by Professor Spector from Slavonic University. The event will be conducted in Russian.

## Girl from Bahia (short story by Dr. Brenda Flanagan)

Yesterday

The girl who came up out of the water was called Suzanna. Soft and young, lovely and tender, once, in a time when she was called "Suzanna!" by young boys, hard, bamboo shoots, straight with the timbre of desire, limers by the corners of streets with no exits, calling her out of her name when she walked, arms akimbo, sapphires in her toes, in that other time, before she had seen the girl from Ipanema and fallen in love.

Men saw in Suzanna their hour of redemption. Oh Suzanna! they cried, Suzanna wait for me.

Suzanna waited for no man in the time when she was strong and slender, dark and lovely before she'd slipped into the waters of Bahia to cross the green sea, to see sun worshippers in leather thongs on the beaches of Copacabana, to search for the girl she had seen on the marquee with the dog at her golden heels, sipping bacardi through ruby rose lips. Suzanna told no one that she had come to find the girl from Ipanema, the girl in every carioca's dream.

This is her pilgrimage, as moslems go to mecca, as jews to the

western wall, as japanese to mona lisa in the louvre, she has come to Corcovado, walking in the steps of enchantment.

Not once has she asked, what will I find there? Who asks why there are no houseflies in the Sahel?

Today

The girl who stands outside the cafe, across from the cathedral of Saint Jude for lost causes, watches soiled waiters flick flies from empty tables and begs with her eyes in a language only the poor can speak. No one answers.

Dry bones, dry bones, no marrow for the worms that will crawl over her wafer-thin bones.

She has walked among oiled bodies on the cream sands of Ipanema, searching for the girl, but no one has said "Ah!"

Lady, Lady have you seen her?

Mister, Mister have you seen her?

Tomorrow

The girl who stands in the shadows on an inside street in Rio,

has touched the cross on Sugar Loaf mountain, but found no fish, no leavened loaves of bread. She waits for the time when an old man, soft, will call her out of her name, "Sapodilla," and she will suck what little juice is left in his dried up cane.

On the cliffs beneath Rio's Hilton, she has built herself a plastic cave, she heats salt water, she rakes the sand in search of a bread, a coin, a fallen star.

Do you see her?

Lady, Lady do you see her?

Mister, Mister do you see her?



## Cultural Coordination Meetings 2008

Date	Thematic Focus
February 2008	Cultural Coordination Meeting: new phase of the project. Open discussion with beneficiaries and partners.
April 2008	Contemporary Art in Central Asia (insight vision)
June 2008	Art and Mass Media. Problems of art criticism and art journalism
August 2008	Traditions and Modernity. Traditional and Contemporary art forms in Tajikistan: conflict or dialogue.
October 2008	Art & Business: art industries as a way out
December 2008	Art & Business: support to arts and culture as a successful marketing strategy
February 2009	Final Meeting



## Out of the basement

“Search for Space” was the title of the new exhibition at the BACTRIA Cultural Centre, which opened on the 22<sup>nd</sup> of February. In the framework of this exhibition, or should we say outside of the framework – meaning both in a physical and figurative sense – it is the first time when both the organizers and the authors, Bahrom Ismatov, Djamshed Kholikov and Elios Mamadjanov, tried to avoid the limitations of picture frames.

The expositions were arranged in three rooms – in the outside gallery, leading from the gate to the inner court of the Cultural Centre, works of Djamshed Kholikov were exhibited; in the cinema hall, video artworks were shown; but the real gem of the show was clearly the newly created exhibition space: a basement, hidden from the visitors' sight and which till the present day was only used as storage. In its two small rooms with low ceilings, Bahrom Ismatov and Elios Mamadjanov exhibited their paintings.

The exhibition was announced as an exposition of contemporary art works in the media of photo art, video art and conceptual paintings. Djamshed Kholikov presented his photo art works done under the project “Starter”(2005), which introduced “flatness” as a new artistic space in photography. Works, like the “Girl on Ball”, “Morning Stroll”,

“Goalkeeper” and “Morning Tea” evoked the admiration of most visitors, who assumed that the arrangements of the figures were done with the help of photomontage. However the originality of these photos lies quite in the opposite – the artist did not use photomontage, but all the works are staged, where the photos were taken of the horizontally situated objects from above.

The video retrospective, shown in the cinema room, included both older and new works. The exhibition opening gave opportunity for new productions, like “Hotel California” of the artistic group “Southern Direction” a premier showing – a kind of mocking admiration of Western culture, which lately has become very popular among young people. The authors, using a skilful combination of staged and documentary frames, is seeking to show all the nonsense of blind copying in creative works, as well as in every day life and at the same time to show a hypnotizing depth of traditional culture of any ethnicity. In the video, Tajik children are amazed by the sounds of an instrument, which they have never heard, chasing a French bagpipe player who is walking on a dusty road.

The exposition of artworks in the basement (or ART-Podval, as the organizers of the exhibition call the space) undoubtedly shocked the visiting public.

### Bactria\_ArtVision

It was unusual to experience that spite of the wetness and tightness of the space it still felt cozy, accentuated by soft lights and with contemporary music corresponding to the exhibited artworks.

Conceptual painting is a style applied by both Bahrom Ismatov and by Elios Mamadjanov. Bahrom's paintings strike us with their vivid colors. The artist is not afraid of using bright colors and mixing them in an experimental way.

Six canvases with chaotically smeared white paint over them, are the works of Elios, which provoked ambiguous feelings from visitors. The question arises – is it a painting at all? It is difficult to define its genre; some call it installation, some call it conceptual project. In the work, the artist appears as a co-author to the great eastern poet, Rumi, whose outstanding poetry dealing with people's constant search of God around themselves and never within their own hearts, are drawn on the canvases with thin pencil and crossed over with rough movements of white paint. Only the very observant and responsive visitors sensed that this work has nothing to do with paintings as such, rather it is the unraveling (or possible, the disguising) of very deep and discreet feelings of the artist.

(Georgy Mamedov –BCC Director of Programs)



“Search for space” - Exhibition opening

# Culture and Development



ITC: the technical cooperation agency of UNCTAD and WTO for operational, enterprise-oriented aspects of trade



## Trade in Sounds

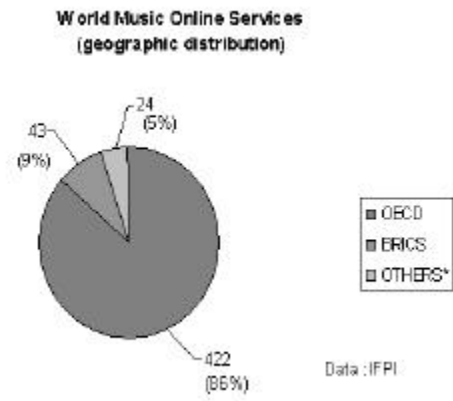
### Exporting Digital Content from Developing Countries Online

#### What are Digital Content and Online Music?

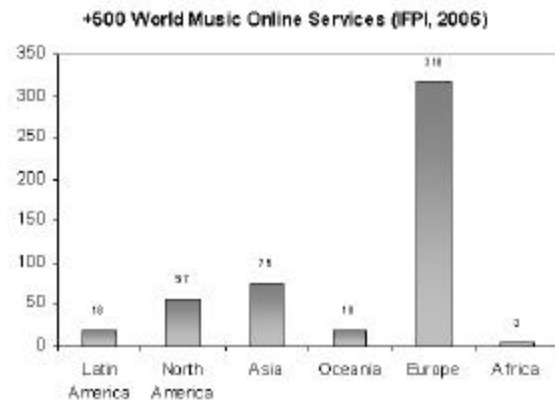
Digital content refers to the “digital delivery of content, specifically, scientific publishing, music, online computer games, mobile content, user-created content, and public sector information and content” ([www.oecd.org](http://www.oecd.org)). Likewise, according to the British Department of Trade and Industry, it encompasses “a varied and wide-reaching sector, which includes software, web development, graphic design, and broadcasting” ([www.dti.gov.uk](http://www.dti.gov.uk)). Digital content is a product of recent innovation in information and communication technologies (ICT). Digital music, in particular, allows consumers to access music without the physical support (CD, tape), using for instance mp3 players. Production companies sell the content (music tracks) over Internet websites, using online payment systems and digital rights management, without CD production facilities and considerably altering the supply chain. Digital Content knows no borders and its trade only requires access to the Internet.

#### Online music services: a tremendous growth segment, despite challenges

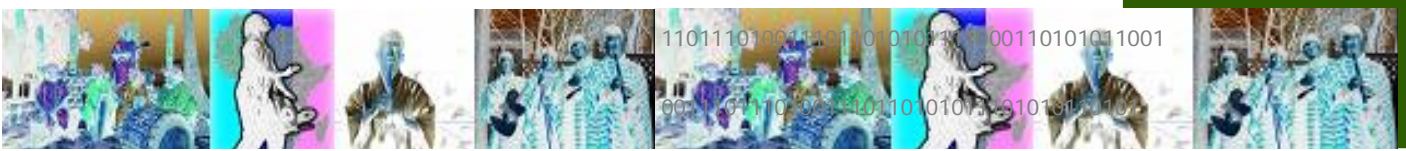
As stated by UNESCO, “the role of music can be considered both as a primary form of cultural expression and as a powerful economic force in a globalizing world.” Indeed, the global music industry is estimated to weigh around 130 billion USD, from live music to recorded music sales (around 30 billion USD). ICT progress has had a significant impact on producing, distributing and consuming music over the last years across the globe. In fact, the digital music sales of record companies are calculated to have almost doubled in value in 2006 to reach around 2 billion USD, and could climb up to 6.6 billion USD by 2011. Legal single track downloads were estimated at 795 million in 2006 ([www.strategyanalytics.net](http://www.strategyanalytics.net)).



According to the International Federation of Phonographic Industries (IFPI), there are more than 500 online music services available in over 40 countries ([www.ifpi.org](http://www.ifpi.org)) and this number is rising constantly. Undoubtedly, the online sale of music offers a growing revenue stream to the music industry. At the same time, because of the ongoing ICT revolution, the music industry is facing tremendous challenges (digitization, intellectual property rights management and piracy). These challenges are threatening the survival of legal music production in developing countries, which have not yet taken ownership of the new online retail channel: only 5% (see charts) of online music services identified by IFPI are hosted in developing countries – none in an LDC.



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# Trade in Sounds

## Exporting Digital Content from Developing Countries Online

### What Developing Countries Can Gain from Trade in Digital Content

The four major record companies (Universal, EMI, Sony BMG and Warner Music) sell 70% of the recorded music around the world ([www.itfacts.biz](http://www.itfacts.biz)). Small production companies such as Mali K7 (see box) lack the resources to compete with them. But with the emergence of online music services, consumer awareness of e-commerce, trust and user-friendly download technologies, the music industry in developing countries can have direct access to customers and market their artists with less resources and prospects of higher return on investment.

### MaliK7: an African Record Company Aims at the Global Market

Over the last few years, the revenues of MaliK7 ([www.mali-music.com](http://www.mali-music.com), Mali) have been declining steadily under the pressure of piracy on an industrial scale. With revenues vanishing at home, MaliK7 cannot either rely on exports for the time being. Indeed, foreign trade is not generating significant sales: the company is only exporting a few CDs to specialized boutiques, mostly in France. The company understands that online music services are the future of the industry. They already sell digital tracks via platforms operated in Europe, such as [www.calabashmusic.com](http://www.calabashmusic.com) - "right now, we work with them and it's a nice niche, but we would like to offer those same tracks on our own website" says P. Berthier, CEO of the company. "We just need to get the technology and the training to venture into this line of business. All we need is some help, and a little start-up investment!".

### Exporting music from developing countries online

In West Africa for instance, local music production mainly targets national markets. Those products are almost exclusively distributed abroad in traditional formats (tapes, CDs). Volumes are small and format and quality issues remain. However, the Internet offers a viable retail alternative for players in the music industry. ITC will work with local service providers, in partnership with relevant Trade Support Institutions, to harness the potential of digital content distribution over the World Wide Web. As a result, companies such as MaliK7, thanks to modern communication channels, growing local technical competencies, increasing bandwidth across Africa and free and open source (FOSS)-based payment and distribution software applications, will benefit from an innovative retail channel.

### How ITC can turn Digital Content into International Trade

Together with local service providers, in partnership with relevant trade support institutions, ITC will help the music industries of developing countries to harness the potential of digital content distribution over the World Wide Web and enhance their capacities to generate new revenues in a non-traditional export sector, by:

- §Assessing the export potential in Digital Content and Online Music Services of beneficiaries;
- §Establishing a Digital Music network with global reach;
- §Raising their awareness about the potential of online music exports;
- §Training them on operational aspects of running such a service; and
- §Delivering specific e-skills to potential online music exporters.



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## Navruz Party with MIZROB

Bactria\_Sound

Spite of this past dreary winter, spring has finally arrived and we are welcoming it in a festive mood by holding a musical event with MIZROB.

Mizrob has three members, Davlat Nazri, Iqbol Zavkibekov, Zarif Pulodov and was founded to experiment in the sphere of world music, combining traditional music with contemporary elements.



While the individual artists are very well-known and well-respected, this Navruz Party will be their first public performance together.

**The concert begins at 18:00**

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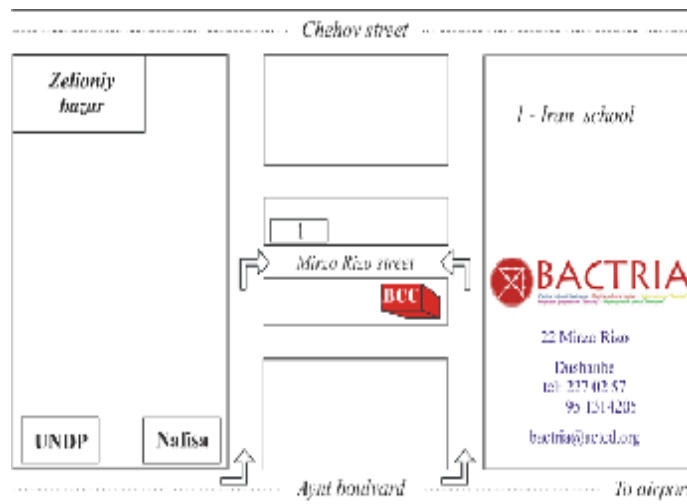
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