

## THE NEW MONOGRAPH "ARMENIAN STYLE (ORIGIN, DESIGN AND ORNAMENTAL ART)"

The new monograph “**ARMENIAN STYLE (ORIGIN, DESIGN AND ORNAMENTAL ART)**” (authors: Vahan Vahanyan, Grigori Vahanyan<sup>1</sup>) is now available. It was officially published (by **LAMBERT Academic Publishing**) in Germany in April 2017.

The monograph presents the origin, design, evolution and development of Armenian Ornamental Art starting from the Stone Age. The research of visual and cognitive motifs in the Rock Art, ideograms, dragon and cross-stones, ceramics, architecture, clothing, carpets, household utensils, weapons, medieval Armenian manuscripts allow to identify the Armenian style (including archetypes of crosses and swastikas, six and eight-pointed stars, and many other images of plant, animal and mythological motifs), which has its impact on different ornamental styles (Egyptian, Greek, Arabic, Celtic, Nordic, Turkish, Persian) in religious and spiritual symbolism and iconography. The monograph presents an original collection of old and modern ornaments and patterns. They can be used in different applications in visual and applied art: ornamental design, book design, interior and exterior design, rug and carpet design, textile and clothing design, scenic design, architecture and web-design, computer graphic design, image design for movie and game industries and cognitive medical (neuropsychiatric) diagnostics. The collection can be used in education, creative virtual reality and capacity design.

These and many other questions are covered in the monograph “**Armenian Style (Origin, Design and Ornamental Art)**”. You can order the monograph from:

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The screenshot shows the Amazon.com product page for the monograph "Armenian Style (Origin, Design and Ornamental Art)". The page features the Amazon logo, a search bar with "vahanyan" entered, and navigation links for "Departments", "Your Amazon.com", "Today's Deals", "EN", "Hello, Sign in Account & Lists", "Orders", "Try Prime", and "Cart". Below the navigation, there are links for "Books", "Advanced Search", "New Releases", "Best Sellers", "The New York Times Best Sellers", "Children's Books", "Textbooks", and "Textbook Rentals". The main product listing includes a book cover image, the title "Armenian Style (Origin, Design and Ornamental Art)", the format "Paperback", the price "\$71.00", and the authors "Vahan Vahanyan (Author), Grigori Vahanyan (Author)". There is a "Buy New" button with a quantity selector set to 1 and a price of \$71.00. Below the price, it says "FREE Shipping" and "In Stock". There is also a "Add to Cart" button. At the bottom of the product listing, there is a section for "The Amazon Book Review" with a link to "Read more".

<sup>1</sup> Vahanyan V. received his MA degree from International Institute of Graphic Design (Florence, Italy) and his PhD degree from Yerevan State Academy of Fine Arts. Vahanyan G. is a Professor of the European Regional Educational Academy and the Founder and Head of the Armenian Rock Art Research Center “Karedaran”. They are the authors of more than 200 scientific publications and 9 monographs.