



Partner search form

For Creative Europe project applications

Call	<i>Creative Europe – European Cooperation Projects</i>
Strand or category	<i>Small and Medium Scale Cooperation Projects</i>

Cultural operator – who are you?

Name and country	PRAYNA (Arpine Gukasyan, Individual Entrepreneur), Armenia
Organisation type	<i>Private for profit cultural and creative organisation (SME)</i>
Scale of the organisation	<i>Small creative enterprise (SME), atelier-based structure with a flexible team of designers, artisans and collaborators (approx. 3–10 people depending on project scope).</i>
PIC number	864845308
Aims and activities of the organisation	<i>PRAYNA is a fashion design atelier based in Armenia, working at the intersection of cultural heritage, contemporary design and digital innovation. The organisation develops couture and conceptual fashion projects inspired by Armenian identity, traditional ornamentation and natural landscapes, while integrating modern approaches such as AI-assisted design and digital fashion tools. Its activities include bespoke garment production, development of authorial collections, interdisciplinary collaborations, and educational initiatives in fashion design. PRAYNA aims to reinterpret cultural heritage through innovative formats and to build bridges between local craftsmanship and the European creative ecosystem.</i>
Role of the organisation in the project	<i>Project leader or creative partner, responsible for artistic direction, concept development, design production, and integration of cultural and digital elements within the project.</i>
Previous EU grants received	<i>Previous experience in EU-related projects, including HERA grants. First-time participation in Creative Europe programme. Open to developing new European partnerships.</i>
Contact details and links	Email: arpighukasyan.designer@gmail.com Instagram: https://www.instagram.com/arpighukasyan_prayna?igsh=MTI0eTVidnRnMDI0dA%3D%3D&utm_source=qr Phone number: +37477834891 +37455031021

Proposed Creative Europe project – to which project are you looking for partners?

Sector or field	<i>Design and applied arts; fashion design; cultural heritage; arts and technology (AI and digital fashion). performing arts, visual arts,</i>
Description or summary of the proposed project	<i>The proposed project explores the intersection of cultural heritage and contemporary fashion through innovative and interdisciplinary approaches. It aims to create a collaborative</i>

	European platform where designers, artists, technologists and cultural organisations co-develop a collection of garments inspired by local identities, traditional crafts and natural landscapes. The project integrates AI-assisted design, digital fashion tools and sustainable practices with traditional craftsmanship, creating a dialogue between heritage and innovation. The final outcome will include a series of co-created fashion collections, an interdisciplinary exhibition and a performative presentation (runway/show) combining fashion, music and visual storytelling. The project also includes knowledge exchange activities such as workshops, creative residencies and collaborative production processes, strengthening connections between European and neighbouring cultural ecosystems.
Partners currently involved in the project	Currently in development phase. The project is initiated by PRAYNA and open to building an international partnership.

Partners searched – which type of partner are you looking for?

Country or region	<i>European Union countries (e.g. France, Italy, Germany, Spain), as well as Creative Europe participating countries. Open to diverse geographical collaboration.</i>
Preferred field of expertise	<i>Fashion design, digital fashion, AI in fashion, cultural heritage, textile innovation, interdisciplinary art, creative direction, and fashion education.</i>
Please get in contact no later than	N/A

Projects searched – are you interested in participating in other EU projects as a partner?

Yes / no	Yes
Which kind of projects are you looking for?	Collaborative European projects at the intersection of fashion, cultural heritage and digital innovation. Interested in interdisciplinary initiatives involving design, technology (AI, digital fashion), sustainable practices, and cultural exchange. Open to co-creation projects, exhibitions, performances, residencies and educational programmes.

Publication of partner search

This partner search can be published by the Creative Europe Desks	Yes
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