

## IEAP 1447

My name is Zarui Martirosyan. I am 32 years old and I graduated from MARCHI (the Moscow Architectural Institute – State Academy), Architectural Environment Design Department 2011 and PBSA in Düsseldorf 2014.

It is my belief that it's an important quality for a leader to be aware of cultural diversity. Very often can a diverse cultural background help to create something that one culture alone could never even dream to achieve. I saw myself confronted with this when I was a student.

To broaden my cultural horizon and experience more cultures, I did an internship at A-cero in Madrid in 2010. There I learned how important it is to think internationally nowadays. In that very internship, the office asked me to help with a project in Russia.

After my graduation in Moscow I decided to move to Germany to expand more my knowledge on Architecture from other cultures and continue my studies. I obtained the academic degree of Master in Architecture at the PBSA in Düsseldorf in 2014. For my final thesis I designed a visitor centre in Ani, located in today's Turkey. This project forms part of my application documents, so feel free to peruse. The visitor centre was nominated for several prizes and awarded with a prize by a jury from BDA Düsseldorf (Bund Deutscher Architekten Düsseldorf- alliance of german architects in Düsseldorf) and a prize from AKNW – The chamber of Architects in NRW, Germany.

During my carrier I worked with people from different countries, and I believe that in the wake of globalization we will have very diverse teams with people from all over the world. Since 2014 I had the opportunity to gain experience in various architectural offices in Düsseldorf. Ever since I had the idea to open my own office. I am confident that I can contribute something new to the world of architecture with my ideas and working method of creating new designs. I understand that this is an ambitious idea, but I am preparing myself for this big step and trying to develop me new skills which could be useful as a leader. When I was searching for ways to turn my ideas into reality and develop skills as an executive, I came across the IE Master in Business for Architecture and Design Program and namely, this scholarship.

I am of the conviction that in this changing world architects and managers will need to develop new skills in the future for all ability to how work with international projects. Leaders have to think internationally, because not everybody can work productively under the same conditions. Some nationalities need more communicative activities at work and when you put these activities in the normal working day you can increase the productivity. The traditional role of the architect is expanding. Unfortunately, universities are set in their traditional ways, only teaching how to make a project beautiful, but not how to lead, organize and create a positive atmosphere of growth for everyone involved to achieve common goals. These are qualities that I believe I can learn at the IE MBarCh Program.

I am convinced that this scholarship application will open new doors to a new environment where I can develop professionally, make new contacts, get closer to my goals and open my own architectural practice.