

# TheLandmark*News*



P. 8  
**BAKU JAZZ  
FESTIVAL**



P. 8  
**MIROCA PARIS  
"ISLAND RHYTHM INNOVATOR"**



P. 13  
**INTERVIEW WITH  
DEPUTY DIRECTOR OF AMCHAM**

# Contents:

**Published by**

United Cultures MMC  
96 E Nizami Street, The Landmark,  
AZ1010 Baku, Azerbaijan

**Art Direction**

124 Studio MMC

**Editor In Chief**

Paola Casagrande

**Editorial Staff**

Sabina Rzayeva

**Graphic Designer**

Agnessa Tariverdiyeva

**Photo Credit**

Giordano Sotiriou  
Fariz Nadir Rzayev  
Sabina Rzayeva

90A Nizami Street,  
Baku AZ 10 10, Azerbaijan



---

**Events in Landmark**

- 03** Open Air Movie Nights
- 04** Shakuhachi Music Performance
- 05** Celebrating Mexican National Day
- 06** Castanet Performance
- 07** Celtic Musical Adventure at the Landmark  
Discovering the Greenland

---

**Coming News**

- 08** Baku Jazz Festival  
Miroca Paris - "ISLAND RHYTHM INNOVATOR"
- 09** European Union to conduct Baku Cultural Heritage Festival

---

**Eating in Landmark**

- 10** Dolce Pausa  
Tiramisu

---

**Wellness in Landmark**

- 11** Healthy Lifestyle with Rasim Hasanov

---

**Landmark Team**

- 12** "My success is when my team achieves their goals & growth in their career" Din Maya

---

**Interview in Landmark**

- 13** Interview with Zaur Karimov - Deputy Director of AmCham



# OPEN AIR MOVIE NIGHTS

The movie lovers got opportunity to discover and enjoy famous French, Italian and Brazilian cinematography at the Landmark Rotunda Roof Garden and the CineClub, which has become a favourite spot for film screenings.

## CINEMA OF FRANCE

Starting August 10th, every Friday French Institution in Azerbaijan has organized several movie nights in the framework "My French Movie".

French Films like **"L'argent"** (1983), **"Lucien Lacombe"** (BAFTA Film Award, Best Direction) (1975), **"Holy Motors"** (2012), a cult film- **"The Red Circle"** (1970), **"Live Your Life"** (1962), **"Breathless"** (1960), **"The Girl of July 14th"** and **"The Toy"** (1976) by Francis Veber were presented to auditorium by **Elchin Aliyev** (architect and art critic), **Teymur Hajiyev** (film director), **Teymur Daimi** (artist and film director), **Ilgar Safat** (director), **Ali-Isa Jabbarov** (secretary of the Union of Cinematographers of Azerbaijan), **Rustam Huseynov** (art curator, speaker of Artlogos Artists Club), **Elza Furtado** (leading actress of "ADO" theatre) and **Bahram Baghirzadeh** (famous actor and director).



## CINEMA OF ITALY

### A tribute to Adriano Celentano

On the occasion of Adriano Celentano's 80th birthday anniversary Italian Embassy in Azerbaijan has organized outdoor cinema screening in collaboration with United-Cultures Baku and the Landmark.

The most famous and beloved films of Adriano Celentano- **"Bluff"**, **"Innamorato Pazzo"**, **"Asso"**, **"Bisbetico Domato"** and **"Mani de Velluto"** has been screened from 9 to 13 September.



## CINEMA OF BRAZIL

Popular Brazilian movies- **"The story of my life"**, **"The Violin teacher"** and **"Dirty Hearts"** were screened on 20/22 /24 September during the "Brazilian Movie Nights" organized by the Brazilian Embassy in Azerbaijan in collaboration with the Landmark.





# SHAKUHACHI MUSIC PERFORMANCE



On September 15, at the Landmark Rotunda Jazz Hall was held "Shakuhachi" concert by the renowned Japanese musician, Yosuke Irie. He has performed in many countries (more than thirty), promoting Japanese culture, as well as peace among the nations he visits through his music.

Guests of the concert got opportunity to discover astonishing Japanese music through Irie's performance.

Irie's musical style combines traditional and modern playing techniques, creating wonderful sound.

The performer delighted the audience with incredible Japanese traditional music and with his own

compositions. The concert featured music pieces like "Rune Destiny", "Nesting Crane", "Phenomenon of the Earth", "God of Samurai".

The Concert was organized by the Embassy of Japan in collaboration with the Landmark and United Cultures Baku.

Shakuhachi is traditional Japanese bamboo flute. It was originally introduced from China into Japan in the 6th century and underwent a resurgence in the early Edo period.

The oldest shakuhachi in Japan is currently stored in Shōsō-in, Nara.



# CELEBRATING MEXICAN NATIONAL DAY



On September 14, The Embassy of Mexico celebrated Mexican National Day together with government officials and representatives of the diplomatic missions at the Landmark **Rotunda Roof Garden**.

Rotunda Roof Garden is an excellent spot for multifunctional events such as movie screening, private parties, birthday celebrating etc. Thanks to the Landmark team for making each event unforgettable through the high hospitality and professional service.

The annual official reception started with march accompanied by the flag of the country, followed by

the national anthems of both countries and continued with the welcome speech of Ambassador of Mexico Mr. Rodrigo Labardini.

Following the speeches, the guests had an opportunity to get acquainted with samples of Mexican national cuisine, tasting dishes such as nachos, tacos, fajitas and national drink Margarita.

Except delicious Mexican food guest of the event were fascinated with the performance of well-known Turkish opera singer, Oya Ergun and the colorful performance of mariachi musicians.





# CASTANET PERFORMANCE



The legendary Mexican dancer, choreographer, actress and musician **Sonia Amelio** has performed at the Landmark Caspian Hall (22nd floor) on September 28. Her performance took place with support of the Embassy of Mexico in Azerbaijan and the Landmark.

Sonia Amelio is recognized as one of the leading exponents of performance with castanets and has conquered the world with her unusual arrangements, employing castanets, of classical works by such composers as Beethoven, Paganini, Tchaikovsky and Chopin. In addition, she simultaneously performs her own original dance numbers. She has achieved worldwide recognition for her specially devised dance technique, impeccable command of her body and unique combination of rhythm and movement.

**"I chose a very difficult career,"** says Sonia of herself. **"It combines being a pianist, conductor, prima ballerina, choreographer and actress."**

By her own admission, Sonia Amelio, in her international tours, strives, in addition to achieving purely artistic goals, to bring a message of unity, peace, brotherhood and love. Beginning her career in helping to pacify a conflict in her native Mexico in 1994, she has continued to pursue her "crusade of art for peace" and for many years has taken up the appeal for mutual understanding between various peoples of the earth. She describes herself as "a ballerina of peace and love."

The concerts included a video presentation of her artistic life and her tours and appearances on various continents of the world.



## CELTIC MUSICAL ADVENTURE AT THE LANDMARK

---

On August 12, at the CineClub of the Landmark complex took place another session of Baku Travellers Club. This time the guest of the event was **Ross OC Jennings**, also known as the First Piper an amazing musician, story teller and above all an inspiring traveler. During the session Ross has shared his passion for travelling and music which is both the path and objective of his life.

At the age of 28, Ross has managed to travel to 82 countries and Azerbaijan officially was 83rd. The next destinations will be Turkey and Malaysia. While traveling Ross compile interesting human stories and wisdom which later loves to share with the audience, followers and readers. Here is little story of him:

**"I'm aiming for a world record to play the bagpipes in every country. Why?! Well, my reasons have changed since I first started, but the initial driving force was that I wanted to be the first person to do something. In January 2014 I met a bunch of adventurers who inspired me to kickstart my own journey, and a couple of months later I packed up my life and booked a flight to North Africa. Three and a half years on and it's now become a seemingly endless Celtic musical adventure where I get to travel full time and meet the most incredible people".**



---

## DISCOVERING THE GREENLAND

---

On Sunday, September 8 at The Travellers Club was discovered Greenland, world's largest island with **Denis Daniilidis**. During the event were screened interesting photos and videos taken by Denis, who has been in Greenland (Kalaallit Nunaat in Greenlandic) just few months before. Travel fans got opportunity to find out interesting facts about geography, history, climate of Greenland as well as lifestyle, culture, traditions and habits of Greenlanders. At the end was screened a documentary film describing daily routine in the region of Ilulissat and lifestyle of country.

### **Here are some interesting facts about Greenland:**

Greenland is the ultimate border, the limit of human presence versus the immensity of nature, the eternity of the ice cap covering the largest part of the biggest island on earth.

Greenland is not particularly green but hides many secrets. It is a territory starting to open up to tourism in a very careful and environmentally friendly way.





# BAKU JAZZ FESTIVAL



The Landmark Rotunda Jazz Club has become a traditional venue for Baku Jazz Festival which takes place every year since 2005. This year **Baku Jazz Festival** will be held for period **October 14-28**.

The Baku Jazz Festival is a forum and musical festival including education (workshops, master classes), competition "Best Jazz Performer", a "Kids Jazz day", Art & Photo exhibitions, Jam sessions, Jazz films and Jazz concerts with the participation of best performers of the world of jazz.

Within the framework of the festival, International Jazz Contest will be held on October 15-18.

The festival has become a member of the Europe Jazz Network, which brings together 115 members from 34 countries.

Rotunda Jazz Club invites you to enjoy spectacular concert of German saxophonist and composer **Uwe Steinmetz**, Belgian **Ruben Hein Trio** and **Martin Salemi Trio**, Estonian singer **Laura Poldvere**, **Can Canakkaya** and Turkish **Kagan Yildiz**, **Elvin Bashirov** with Azeri band, **Afgan Rasul Trio**, Norway **Helge Lien Trio**. Also, French **Jean Cholet Trio** and the Swedish band "**Music, Music, Music**" will delight you with their superb performances.

For more information check Baku Jazz Festival website: [www.bakujazzfestival.com](http://www.bakujazzfestival.com)

## MIROCA PARIS "ISLAND RHYTHM INNOVATOR"

In the framework of Fantazia Festival, the famous Cape Verdean singer and multi-instrumentalist Miroca Paris will perform for the first time in Baku.

MIROCA PARIS, known for working 11 years with the late **Cesaria Evora**, famous as "**Barefoot Diva**", toured the world as her percussionist. After her passing Paris furthered his career and excelled playing alongside renowned international artists.

Drawing on his vast rhythmic knowledge, Paris has been composing on guitar, the first instrument he mastered, while growing up in the Cape Verde Islands and created his own unique technique.

Now Paris shares his own heartfelt music and stories with his unique rhythmic style, which he's developed over the years.

Among his other successful works, Miroca Paris's D'ALMA album was released 1 November 2017 and quickly picked up by radio stations in Portugal, Germany, Belgium, Greece, Holland, Poland, USA, Russia and more.

**Concert will be held on the 1st November at the Rotunda Hall.**





# EUROPEAN UNION TO CONDUCT BAKU CULTURAL HERITAGE FESTIVAL



**On the occasion of the European Year of Cultural Heritage, the Delegation of the European Union to Azerbaijan in cooperation with the Embassies of EU Member States and in particular Germany, France, Greece, Poland, Croatia, the Netherlands, Hungary will organize the First "Fantazia" Festival aimed at raising awareness about the importance of preserving cultural heritage in Baku and Azerbaijan. The Embassies of Mexico, Moldova and Morocco are also participating. United Cultures will provide organizational support under a contract financed by the European Union.**

Fantazia Festival will be held in Baku from **1 to 10 November 2018** and will present a diverse calendar of events, including concerts, guided tours, workshops, film screenings, exhibitions, art installations, competitions and debates with internationally and locally acclaimed experts.

During the Festival, the emphasis will be on the area of the Icheri Sheher, former "Sovetskaya" area and the neighborhood around "Fantazia" hamam, the latter was taken also as a name for the Festival. The famous "Fantazia" hamam was built in the end of the 19th century and brought together European architecture with local specific elements.

The Festival is supported by "The Landmark". Official partners of the initiative are: State Tourism Agency, Union of Architects, Administration of the State Historical-Architectural Reservation "Icheri Sheher", Azerbaijan Carpet Museum, "Maksud Ibrahimbeyov" Creative Centre, "Yarat" Contemporary Art Center. Scientific partners are: Ca' Foscari University of Venice, ADA University, Azerbaijani French University, Azerbaijan National University of Culture and Arts, Azerbaijan University of Architecture and Construction.





Looking for an early coffee or want to enjoy a tea with snacks after a busy work day? Then Dolce Pausa is a right place for you.

Located in the city center, Dolce Pausa representing the Italian tradition of cafe culture. It offers the finest homemade cakes, pastries, bakery products, light salads, sandwiches, coffee, wide selection of tea and other hot drinks. You will enjoy here highquality Italian coffee, including espresso, cappuccino, latte, americano. All drinks serve at the perfect temperature and brewing time to unleash all their aroma and flavor.

Relaxing atmosphere and good hospitality, making it one of the top coffee shops in Baku.



## TIRAMISU



Tiramisu is a coffee-flavoured Italian dessert. It is made of ladyfingers dipped in coffee, layered with a whipped mixture of eggs, sugar, and mascarpone cheese, flavored with cocoa. The recipe has been adapted into many varieties of cakes and other desserts. Its origins are often disputed among Italian regions of Veneto, Friuli-Venezia Giulia, Piedmont, and others.

### Instructions:

1. In 2-quart saucepan, beat egg yolks and sugar with wire whisk until well mixed. Beat in milk. Heat to boiling over medium heat, stirring constantly; reduce heat to low. Boil and stir 1 minute; remove from heat. Pour into medium bowl; place plastic wrap directly onto surface of custard mixture. Refrigerate about 1 hour or until chilled.
2. Add cheese to custard mixture. Beat with electric mixer on medium speed until smooth; set aside.
3. In chilled medium bowl, beat whipping cream and vanilla with electric mixer on high speed until stiff; set aside. In small bowl, mix espresso and rum.
4. Separate ladyfingers horizontally; brush with espresso mixture (do not soak). In ungreased 11x7-inch glass baking dish, arrange half of the ladyfingers in single layer. Spread half of the cheese mixture over ladyfingers; spread with half of the whipped cream. Repeat layers with remaining ladyfingers, cheese mixture and whipped cream. Sprinkle with cocoa. Refrigerate at least 4 to 6 hours to develop flavors but no longer than 24 hours. Store covered in refrigerator.

### Ingredients:

- 6 Large egg yolks
- 3/4 cup sugar
- 2/3 cup milk
- 1lb mascarpone cheese or 2 packages (8 oz each) cream cheese, softened
- 1 1/4 cups whipping (heavy) cream
- 1/2 teaspoon vanilla
- 1/4 cup brewed espresso or very strong coffee, chilled
- 2 tablespoons rum\*
- 2 packages (3 oz each) ladyfingers\*\*
- 1 1/2 teaspoons baking cocoa



# HEALTHY LIFESTYLE WITH RASIM HASANOV



In our last issue Yana Yermicheva, manager of the Health Club shared with us all Landmark Health Club facilities.

This time we would like to talk about Yoga classes, provided by well-known yoga instructor, Rasim Hasanov at the Landmark Health Club.

## **Who is Rasim Hasanov?**

We can confidently say that Rasim bey is one the first yoga instructors in Azerbaijan with 51 years of work experience. In Landmark Health Club he works more than 8 years and teaches classic yoga. Yoga classes provided three times in a week, each class continues 90 minutes.

During our interview Rasim bey also mentioned that he is author of 5 books dedicated to different types of yoga: "about yoga", "pregnancy yoga", "therapy with the yoga" and so on. Except wide knowledge about classic yoga, Rasim bey can speak in 4 languages, including Russian, English, German and most surprisingly Sanskrit language.

## **About Yoga:**

Yoga became one of the most popular, workout regime among those who are looking to gain flexibility, strength and even lose weight. It can be done from the

privacy of your home or in a classroom. Yoga is great for reducing stress and allowing for greater relaxation. Once you get into Yoga though, you learn that it is so much more than just a way to work out and keep in shape. It is a philosophy, a passion and a way of life for many of those involved in Yoga. While you may be getting into yoga for the exercise, you may soon find yourself wrapped in the philosophy and spirituality that Yoga brings along with it.



## **"MY SUCCESS IS WHEN MY TEAM ACHIEVES THEIR GOALS & GROWTH IN THEIR CAREER"**

**Din Maya**

---

I would like to share my thoughts about The Landmark from two points of view: outside and inside.

Observing the Landmark from outside you can see the marvelous and unique building located right in the center of Baku city. Also, it is hard to not to mention that the Landmark is close to several key locations such as shopping malls, subways and other business centers. And most importantly from the top of Landmark you can observe the breathtaking landscape of the city and the Caspian Sea. All of these makes The Landmark comfortable place both for work and entertainment.

On the other side, as F&B manager with 15 years of experience I can tell that the number of the cuisines offered in the Landmark are almost inimitable. We offer nine outlets that serve varieties of excellent and authentic cuisines from Asia to Europe. Chefs from Iran, Japan, Thailand, China and India deliver delicious meal to the tenants and guests of the Landmark. Moreover, the new French restaurant "Le Vieux Moulin" that has opened recently is fine addition to the restaurants that are already located in the Landmark. The Chef is professional on French cuisine that's leads to the impressionable number of positive feedbacks from our regular guests.

I believe in building a team. Each member of the team should be clear on their role, know where they fit in and feel as though they can depend on one another.

Some members of our F&B team are with the company for many years. We appreciate their work and by our side ensure to encourage them. For instance, recently we promoted four supervisors and three team leaders.

Apart from serving in restaurants my team also runs banquets and conferences, high-level caterings and other events. I often receive positive feedbacks from Embassies and companies within and outside of the Landmark.

I personally believe that my success is when my team achieves their goals and growth in their career. During my 15 years of career, I worked with many teams, but the Landmark Food and Beverage



team is very special. To be honest, without their support, I will not be able to take the Food and Beverage department to next level.





American Chamber of  
**AMCHAM**  
Commerce in Azerbaijan

## INTERVIEW WITH ZAUR KARIMOV DEPUTY DIRECTOR OF AMCHAM

**Q: As AmCham is based in the Landmark premises since 2007, what is your main experience here?**

A: The American Chamber of Commerce in Azerbaijan (known largely as AmCham) was established 22 years ago. Today we are proud to be a leading business association in Azerbaijan effectively supporting and promoting the interests of foreign and local businesses operating in the country. Out of these 22 years - the half is that we have been residing in the Landmark Business Center. AmCham is a long-standing friend of Landmark. Once we moved, we realized immediately - we'll stay here long. Since then, the Chamber has been doing not only routine office job here. Numerous everyday one-to-one meetings, approximately 80 percent of the productive sessions and seminars of AmCham sectoral Committees and Working Groups (through which our members share information, raise issues of common concern and propose possible solutions) are taking place here. A lot of people around from the respected business community even associate Landmark with

AmCham and vice versa. Why not? We are growing, developing together - this is more than a usual commercial partnership, true comradeship. You know, Landmark is like a good wine - decades have passed, but by today classic traditions and style remain the same and get even better. On behalf of AmCham, I may without any doubts say that we have gotten really attached to its premises.

**Q: What are the main facilities you like in the Landmark?**

A: By virtue of my occupation as a Deputy Director of the largest business organization in the country, I'm meeting lots of high-level business executives (often expat ones), keeping in touch with them, discussing lots of things including office experiences. So definitely I am the one who can assess objectively what is what - though it may sound immodest. Landmark for me personally and for AmCham team has become the second home. Well, let me share with you my usual work-day schedule. I come early in the morning - to work out at the gym. In this respect, Landmark Health Club offers a variety of training

equipment, professional trainers, and careful attention. To the word, even my children are from time to time joining me on weekends to learn swimming. Then a standard workday starts - and again, apart from your office as such, the premises provide a few out-of-office venues to hold meetings. For example, the Executive Lounge which names residents of the business center "Friends of Landmark" (which is pleasant). Afterwards, lunchtime - again there are a plenty of places with cuisines for every taste and pocket. A little bit more "technical work" and a productive workday finishes. Small secret, I often come to the office even on weekends to work a little bit in a calm atmosphere. And so throughout 11 years - agree, far from a short period. Finally, the atmosphere of cultural activeness and diversity - probably, the thing I like most. Cultural events and initiatives hosted by Landmark are worth joining. Finally - location. Landmark is the place you may with confidence refer to as "whatever is so close to hand". It is situated in the heart of the Baku city, the traffic interchange and surroundings are



excellent. I must also note that the view from top of the Landmark is perfect. You can enjoy amazing view of the Caspian Sea and Baku with a delicious Landmark-made coffee.

**Q: Which new projects and events can we expect from AmCham this year?**

A: As you know, AmCham has always been an active business association and involved in organization of numerous different events and projects. As one of our biggest projects, this year we plan to publish subsequent edition of AmCham's important document called White Paper.

It's a biannual document introducing recommendations to government on improvement of business climate in the country. 2018 edition of the White Paper will include recommendations on tax, customs, banking, finance, insurance, tourism, labor, migration, ICT, judiciary, compliance, etc. Moreover, as you know, this year has been devoted to celebrations of centenary of the Azerbaijan Democratic Republic.

And we decided to devote 13th Annual Black and White Ball of AmCham to 100th anniversary of ADR. Many high-level government and business officials will attend the event. The show will be held on November 30, and we expect it to be an outstanding one. Beside all of these, we plan to organize conference on legal and compliance matters soon this year and our monthly business luncheons both in October and November featuring participation of high-level of government representative as a guest speaker and attendance of more than hundred AmCham members.

**Q: As we know, AmCham has a little team. And how can you manage to do all of these big projects and achievements?**

A: There are 7 of us at our office. As you mentioned, for many people it is impossible or hard-to-believe fact. Main factors behind our success are teamwork, consistency and integrity. Aside of own duties, everybody tries to assist other colleagues. This is the main reason

we can manage and implement various projects and tasks simultaneously. We are in constant communication with each other and working hardly to meet expectations of our members. Due to this, we always do our best to continuously improve our services and membership facilities. None of us is ever afraid of big amount of work and the pressure. Overall, we understand that what we do is for benefits of business and ultimately for the country.





# TheLandmark

World-class offices in the heart of Baku

90A Nizami Street,  
Baku AZ1010, Azerbaijan

(+994 12) 465 20 00  
[info@thelandmarkhotel.az](mailto:info@thelandmarkhotel.az)  
[www.thelandmarkhotel.az](http://www.thelandmarkhotel.az)