

# **NOUVEL HAY** MAGAZINE

*SANS FRONTIÈRES*

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**UCLA & NAASR**



mercredi 2 juin à 10 h (Pacifique) / 13 h (Est) pour un [webinaire avec le Dr Sona Tajiryan](#) , «Indian Diamonds for Mediterranean Coral: A Global Armenian Family Firm of Gem Merchants at the Crossroads of Caravan et le commerce maritime (vers 1670-1730). "

Le programme est organisé par l'Institut arménien UCLA Promise et coparrainé par le Centre UCLA pour les études du Proche-Orient, la Chaire Richard Hovannisian en histoire arménienne moderne et NAASR.

L'inscription au zoom est requise et gratuite.

Lien d'enregistrement du zoom:

[bit.ly/PAIJun2](https://bit.ly/PAIJun2)

UCLA Promise Armenian Institute sur YouTube:


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**THE PROMISE ARMENIAN INSTITUTE AT UCLA**

**INDIAN DIAMONDS FOR MEDITERRANEAN CORAL: A GLOBAL ARMENIAN FAMILY FIRM OF GEM MERCHANTS AT THE CROSSROADS OF CARAVAN AND MARITIME TRADE (CA. 1670-1730)**

WEDNESDAY, JUNE 2, 2021  
10 AM PDT (1 PM EDT)  
ZOOM WEBINAR  
REGISTRATION REQUIRED  
RSVP AT [bit.ly/PAIJun2](https://bit.ly/PAIJun2)



**Sona Tajiryan, PhD**  
Postdoctoral Scholar  
The Promise Armenian Institute at UCLA

The business letter on the flyer from the late seventeenth century is only one of the hundreds of other archival sources showcasing details about the involvement of New Julfa Armenian merchants in the early modern diamond and gem trade. While their role in the global trade of Iranian raw silk has been thoroughly explored, scholarly literature on Armenian merchants' engagement in the global diamond and gem trade is almost non-existent. At least three of the most famous family firms that originated in New Julfa, the Minasians, the Scerimans and the Guerak'-Mirman, were actively involved in the trade of Indian diamonds and South Asian gems, such as rubies, emeralds, pearls, sapphires and others. In this talk, Dr. Tajiryan will briefly explore the importance of family firms in New Julfa history, the main caravan and maritime trade routes and the global circulation of luxury commodities in the seventeenth and eighteenth centuries. Through the lens of the commercial activities of the Minasian agents in the global exchange of diamonds and coral, this talk will situate New Julfa in the larger context of early modern Asian and global trade.

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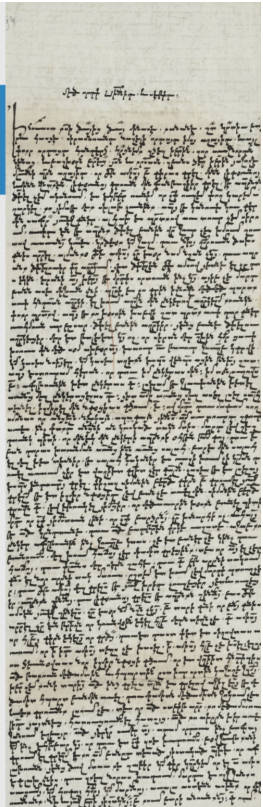
   

Image: A Business Letter dated 1689 sent from Isfahan to Livorno, "Documenti Armeni", "Acquisti e Doni", Busta 123, MS 14 (Archives of State of Firenze)



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