



2017-2018 ANNUAL REPORT



Farhang Foundation is a nonreligious, nonpolitical, and nonprofit foundation dedicated to celebrating Iranian art and culture for the benefit of the community at large.



Areas of Focus



Constituencies

Trustees, Council Members, Advisers & Supporters

Iranians, Iranophiles, and Iran Scholars who support the mission of Farhang Foundation and our programs by donating their time, knowledge, and financial support.

Iranian Americans

These are the custodians of one of the richest cultures in the world, who benefit from learning more about their art and culture. They are also the individuals who will later be our cultural ambassadors to the community at large.

Community At Large

We feel that Iranian art and culture can contribute positively and should be woven into the multicolored tapestry of great cultures that compose America. That's why our mission at Farhang Foundation is to celebrate and promote Iranian art and culture for the benefit of the community at large.

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In Loving Memory Ahmad Gramian

On July 2, 2018, Farhang Foundation and the Iranian American community lost a true visionary in Ahmad Gramian. Mr. Gramian was one of the founding trustees of Farhang Foundation and most recently served as its Chairman. Until his untimely passing, he continued to fulfill his many duties at Farhang with true diligence and conviction, while bravely and privately battling his health issues.

Among the many initiatives that Mr. Gramian was involved with at Farhang were the annual celebration of Nowruz, which he led through its early growth, as well as the foundation's annual fundraising gala, and the historic Iranian Studies Initiative at USC. In 2018, Mr. Gramian's vision single-handedly led Farhang to the landmark Iranian Music Degree Program at UCLA, the first of its kind in the United States.

In addition to his activities at the Farhang Foundation, Mr. Gramian was a major supporter of the Los Angeles Chamber Orchestra, the Children's Institute Inc., Upward Bound House, and a true lifelong patron of Iranian art, music, and culture.

As Chairman and one of our most active trustees, the entire Farhang family will sorely miss his contributions and presence. However, his legacy will live forever, as we are eternally grateful for all that he has done for our community.

Mr. Gramian is survived by his wife Dr. Haleh Emrani, and their two sons Abtin and Behrad.

Letter from the Chairman: Farhang's 10th Year



Dear Friends of Farhang,

The longevity and success of Farhang Foundation is a testament to the fact that cultural philanthropy matters. Admittedly, giving to cultural causes does not incite the same visceral reaction that giving to charitable causes does. Giving to charitable causes is usually characterized by and proceeds from our instinct, whereas giving to cultural causes appeals to our intellect.

important factor in propelling humans community.

from being one of the most insignificant species on the planet to being one that today dominates it. And Iranian culture has played a singularly important role in that development, to the benefit of all humans.

Entering its 10th year of operation, Farhang demonstrated the stamina that is required for continuously and successfully protecting, preserving, and promoting Iranian culture and civilization. Last year the resilience of our organization was tested with the loss of two pillars of Farhana, Mrs. Anousheh Razi and Mr. Ahmad Gramian.

Anousheh Razi, along with her beloved husband Ali Razi, were the pioneering founders of Farhang Foundation. She was one of the most influential figures responsible for Farhang Foundation's success and a leading member of the Fine Arts Council as well as our Nowruz Committee.

Ahmad Gramian was one of the founding trustees of Farhang Foundation and most recently served as the Chairman of our foundation. Mr. Gramian served in many leadership positions at Farhang, including the Nowruz Committee, Gala Committee, and Iranian films of the year, and we paid a special Patrons Council, as well as the historic Iranian Studies tribute to legendary director Bahram Beyzai, as **Initiative at USC.** Most recently he spearheaded the well as premiering master Abbas Kiarostami's final landmark Iranian Music Degree Program at UCLA. masterpiece. Over 3,000 movie fans attended this Their legacies will live forever, and we shall remain annual film series, which ran over a three-week

Culture has arguably been the most eternally grateful for what they accomplished for our

In our 2017/2018 season, Farhang Foundation delivered a record-breaking 85 impactful programs, performances, and initiatives for the benefit of the community at large, all with a singular mission to celebrate and promote the beautiful art and culture of Iran.

Our groundbreaking Persian 101 language and culture after-school program in public schools of Southern California continues to thrive and expand, and I'm happy to report that as of Fall of 2018 we now have classes in 13 public schools ranging from elementary to high school.

Of course our long-term collaborations with our academic partners USC, UCLA, and UCI continued to flourish and expand with many lectures, talks, and exhibitions throughout the year, not to mention our historic Iranian Studies degree programs at USC

One of our most beloved annual programs, the UCLA Celebration of Iranian Cinema, completed its 28th year with screenings of 11 of the best contemporary

south to Orange County at UCI for the 3rd year in a row, which only shows the passion and love that the community has for Iranian cinema.

In addition to the film events at UCLA & UCI we continued to collaborate with the prestigious AFI **Fest** in Los Angeles to support and highlight Iranian films at the country's largest film festival. Last but not least, our 9th Annual Farhang Short Film Festival completed its most successful season yet as the only festival in the world dedicated to Iranian short films, and to date it has awarded over \$162,000 in prize money to filmmakers worldwide.

Farhang believes that preserving ancient Iranian traditions and celebrations is one of the most vital ways in which we can promote Iranian culture, and our annual celebration of Shab-e Yalda in December 2017 was met with unprecedented enthusiasm by all who attended. The masterful Gordafarid wowed everyone with her storytelling and poetry reading, and the musical ensemble of Mehrdad Arabi and Hamed Poursaee set the tone for a great way to kick off the holiday season.

Of course the largest and most prominent Iranian cultural event of the year took place in March 2018 as Farhana held its 10th Annual Celebration of Nowruz at UCLA. This annual celebration has now become the largest celebration of Nowruz in the world with over 25,000 attendees. We continued to expand our daylong programming have created. and events and were delighted to welcome the brilliant **Mojgan Shajarian** and her ensemble at the sold-out closing night concert at Royce Hall. Our Nowruz celebrations also continued to grow and flourish in Orange County, and we were thrilled to be able to welcome living legend **Sima Bina** to our Chairman

period. The successful film series has now expanded Nowruz stage for an unforgettable performance to a sold-out audience.

> Our musical collaboration with **Grand Performances** continued for the 5th year as we presented the masterful **Hamed Nikpay** and his ensemble for a free concert under the stars attended by over 5,000 music lovers, making it the most successful concert of 2018 in the long-running summer concert series in downtown Los Angeles.

> This year Farhang partnered with two new cultural organizations: the Soka Performing Arts Center in Orange County, where we helped present a concert by Niyaz, and The Wallis Annenberg Center for the Performing Arts, where we collaborated in presenting two great Iranian programs, Feathers of Fire by Hamid Rahmanian, and The House is Black by Sussan Deyhim.

> It is my great honor to serve as the Chairman of Farhang Foundation and to build on the great work of my predecessors in leading this extraordinary organization into its second decade of operation. This important mission will only be accomplished with the help of our friends and supporters who have always given so generously of their time, talent, and resources. Let's join hands and be the sentinels of our Farhang and ensure the continuity and growth of the precious community that we

Hormoz Ameri

9th Annual Farhang Foundation Short Film Festival 2017

Celebrating Iranian Heritage

On September 30, 2017 Farhang Foundation hosted the 9th Annual Farhang Foundation Short Film Festival Awards Ceremony at UCLA's Schoenberg Hall. The event was hosted by actress and comedian Melissa Shoshahi and featured music by DJ Omid Walizadeh.

Top cash prizes of \$10,000, \$5,000 and \$3,000 were awarded to Nemidani by Payam Ghorbani, The Orangish Tree by Amir Houshang Moein, and Leaving And Passing By by Aliyar Rasti.

The Farhang Short Film Festival is the only festival in the world dedicated to celebrating Iranian short films.























Farhang Foundation joined forces once again with Grand Performances to bring Iranian music to Los Angeles at this long-running free summer concert series in Downtown L.A.

The concert featured Hamed Nikpay and Ensemble Under the Musical Direction of Farzin Farhadi, and was attended by over 5,000 music lovers.

* Ensemble at ORYNO



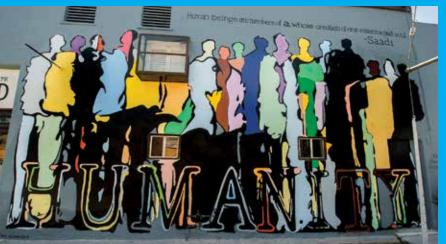
Farzad Kohan Mural: HUMANITY

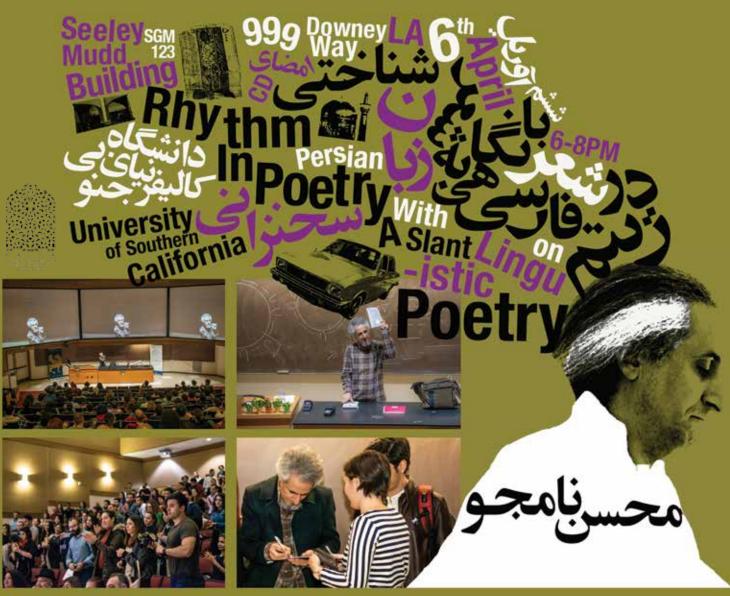
Farhang Foundation joined forces with Beautify Earth to launch an urban beautification campaign to decorate the streets of Los Angeles with Iranian art. The first installment in this series was artwork by acclaimed artist Farzad Kohan titled "HUMANITY" based on one of poet Saadi's most famous quotes. The mural was installed in the Palms neighborhood of Los Angeles and has become a social media phenomenon within the L.A. community.











RHYTHM IN PERSIAN POETRY

A talk by Mohsen Namjoo

Renowned Iranian musician Mohsen Namjoo presented an insightful lecture titled *Rhythm in Persian Poetry* with a Slant on Linguistic Poetry.

The riveting sold-out talk was presented by PACSA and proudly sponsored by Farhang Foundation.



On June 25, 2017, Farhang Foundation held its 3rd Annual O.C. Fundraising Sunset Cruise, benefiting Farhang's Orange County programs and initiatives, including the UCI Persian Studies Program and Nowruz in OC. The event featured a very special musical performance by Sharomin and helped raise funds for all of Orange County's upcoming events throughout the 2017/18 fiscal year.



FARHANG Celebration of at **UCI**



The 2nd Annual Celebration Of Iranian Cinema at the University of California, Irvine, took place August 25-27, 2017, in collaboration with the Jordan Center for Persian Studies and copresented by the UCLA Film & Television Archive.

Five masterful films premiered at this event including Life And A Day by Saeed Roostaee, Starless Dreams by Mehrdad Oskouei, Hey Humans by Rakhshan Bani Etemad, Breath by Narges Abyar, and Daughter by Reza Mirkarimi.

























FOCUS IRAN2

CONTEMPORARY PHOTOGRAPHY AND VIDEO

FOCUS IRAN 2 EXHIBITION AT UC IRVINE

FOCUS IRAN 2: Contemporary Photography and Video, a biennial exhibition, debuted in Orange County on September 16, 2017, in collaboration with the Craft & Folk Art Museum and the Jordan Center for Persian Studies. This free exhibition was on display through October 13, 2017, and was viewed by over 2,000 attendees during its run.





SCREENING OF STARLESS DREAMS

Considered one of Iran's most prominent filmmakers, Mehrdad Oskouei spent seven years securing access to a female juvenile rehabilitation facility on the outskirts of Tehran. The result is *Starless Dreams*, a haunting portrait of stolen childhood, and a stark testimonial of the previously unseen and unheard. A free screening was organized by PACSA at USC.

"The Human Rights Watch festival's most powerful film."

The New York Times

"The conceptual rigor and emotional directness associated with the best of Iranian cinema." Variety





UCI Lecture with Esfandiyar Monfaredzadeh



Farhang Foundation Annual Lectures in Iranian Studies a UC Irvine presented Art And People, a talk by Esfandiya Monfaredzadeh, Iranian pioneer film composer, songwriter and filmmaker.

Born in March 1941 in Tehran, Monfaredzadeh is recognized for his contribution to film and pop music in Iran. His major works include Gheisar, Toughi, Dash Akol, Tangna, The Deers (Gavaznha).

The event was organized by the Jordan Center for Persian Studies and sponsored by Farhang Foundation.





MEHREGAN CONFERENCE& CELEBRATION at UC Irvine

Farhang Foundation and the Jordan Center for Persian Studies presented the 3rd Annual Mehregan Conference and Celebration on Sunday, October 8, at UC Irvine. This year's theme was *Spirituality & the Female Voice* and featured talks by Dr. Franklin Lewis of the University of Chicago and Dr. Nasrin Rahimieh of UC Irvine. The event concluded with a very special musical performance by the Sibarg Ensemble, followed by a reception.













UCLA Bilingual Lecture Series on Iran

Farhang Foundation joined forces with the UCLA Iranian Studies Program and the UCLA Center for Near Eastern Studies to present the Annual Bilingual Lecture Series on Iran, a series of free public talks exploring various aspects of Iranian culture and literature.

The nine-lecture series included:



The Frankfurt School, Authoritarianism, Islamism and Cosmetics: From 1920s Germany to the Middle East

Janet Afary



In Search of Modern Iran
Abbas Amanat



Why and How has Iranian Identity Become so Politicized?

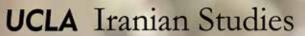
Mehrzad Boroujerdi



Is There a Persian Literary History? Twentieth-century Journals and the Formation of Literary Criticism

^^^^^

Aria Fani





Songs of Nowruz and Spring in Persian Poetry

Ahmad Karimi-Hakkak



Sexuality and Cultural Change in Iranian Cinema

ind

What Kind of Wine did Rudaki Fancy?

Kamran Talattof



Computers and Challenges of Writing in Persian

Behrooz Parhami



Panel on Environment & Sustainability

Amir Aghakouchak, Azadeh Tabazadeh, Mohsen B. Mesgara

Continuity and Creativity: Models of Change in Persian Poetry, Classical and Modern

A talk by Professor Ahmad Karimi-Hakkak

Professor Ahmad Karimi-Hakkak (University of Maryland) joined Farhang Foundation at the USC Dornsife College of Letters, Arts and Sciences' Department of Middle East Studies to discuss the changes in the aesthetic system of Persian poetry based on new insights into the internal dynamics of the expressive system underlying it.











A THOUSAND NIGHTS UNDER STARS A Talk & Workshop with Babak Tafreshi



Famed National Geographic photographer Babak Tafreshi spent the past two decades photographing surreal scenes of the night sky in all continents, an adventurous journey to the world

at night where the wonders of earth and sky merge in photography, where science meets art. Babak also presents The World at Night (TWAN), international program that involves many of the world's best nightscape photographers documenting the last remaining starry skies on the planet.

The insightful Workshop was held, discussing nightscape photography followed by a lecture by Mr.

Tafreshi, who bridges art and science in his work. He is the founder of The World At Night program, a board member of Astronomers Without Borders organization, a contributing photographer to *Sky & Telescope* magazine and the European Southern Observatory. Born in 1978 in Tehran, Babak lives in Boston, but he is often on the move and could be anywhere, from the heart of the Sahara to the Himalayas or Antarctica. He received the 2009 Lennart Nilsson Award, the world's most recognized award at the time for scientific imaging, for his global contribution to night sky photography. The event was organized by PACSA and proudly funded by Farhang Foundation.

babaktafreshi.com

7th Annual

Farhang Foundation Fundraising Gala

Honoring Anousheh and Ali Razi

On November 4, 2017, Farhang Foundation held its 7th Annual Fundraising Gala at the historic Beverly Wilshire Hotel in Beverly Hills.

This year's gala honored Anousheh and Ali Razi for their philanthropic work, and their dedication to Iranian arts and culture. The event featured a special musical performance by the dynamic duo Kamran & Hooman, with master of ceremonies the brilliant Max Amini.

All funds raised at this annual event support Farhang Foundation's 85+ annual programs, projects, and initiatives.







An exploration of Iranian Dance

by Farzaneh Kaboli



The highly esteemed dancer and choreographer Farzaneh Kaboli discussed the intersection of Iranian folkloric and modern dance.

Farzaneh Kaboli is an Iranian choreographer and pioneer in combining Iranian folklore dance with modern choreography. Prior to the Islamic Revolution of 1979, she performed widely as a leading soloist with the National Dance Company, both within Iran and internationally. Kaboli studied alongside some of the best dancers and choreographers in the word at the Iranian National and Folkloric Dance Academy for three years. She continued her career by acting and choreographing in theatre and cinema. Today she continues choreographing and acting, as well as instructing. The event was organized by PACSA and funded by Farhang Foundation.





















2017 AFI FEST PREMIERE OF

A MAN OF INTEGRITY

For the third year in a row Farhang Foundation sponsored all the Iranian feature and short films presented at the annual AFI Fest in Los Angeles.

This year's centerpiece film included the L.A. premiere of A Man Of Integrity by award-winning director Mohammad Rasouloff, starring Reza Akhlaghirad and Soudabeh Beizaee.

The AFI Fest is the largest annual film festival in the United States and features the best in International cinema. The event is free and open to the public.



5th Annual Shab-e Yalda

In 2017 Farhang Foundation moved its popular Celebration of Shab-e Yalda to UCLA's Schoenberg Hall in collaboration with the UCLA Herb Alpert School of Music. The new venue accommodated a larger audience and provided a platform that enabled the foundation to further develop and expand its program, honoring the ancient tradition of celebrating the winter solstice.

The night included music, poetry, and storytelling, featuring Gordafarid, the world's first female Epic Story Teller (Naqal), with music by the brilliant Rosha Ensemble under the direction of Mehrdad Arabi, with orchestration by Hamed Poursaee and featuring special guest vocalists Arash Avin and Chloe Pourmorady. It was a perfect way to kick off the winter holiday season with the original holiday that started it all thousands of years ago in Iran.

























Celebration of UCLA Iranian Shab-e Yalda



The Iranian Student Group of UCLA (ISG) hosted a celebration Shab-e Yalda at Kerckhoff Grand Salon with music, traditional Yalda treats, and networking for all students. The event was proudly sponsored by Farhang Foundation.

6th Annual PACSA Celebration with SARA NAEINI

PACSA presented their 6th Annual Celebration with musical guest Sara Naeini and her ensemble.

The event showcased Iranian culture and heritage through a variety of activities on one of the world's most diverse campuses (USC), to promote cross-cultural relations between Iranians and other nationalities.



Progression of Persian Poetry

by Professor Karimi-Hakkak



USC's PACSA presented a lecture by Professor Ahmad Karimi-Hakkak, a world-renowned professor of Persian language and literature, and Iranian culture and civilization.

Professor Karimi-Hakkak has written nineteen books and over one hundred major scholarly articles that have been translated into eight languages. He has also served as President of the International Society for Iranian Studies and several other professional academic organizations. The event was organized by PACSA, in collaboration with USC's Iranian Studies program and Farhang Foundation.



Oblivion Verses Screening at USC



PACSA In collaboration with the USC School of Cinematic Arts and Farhang Foundation presented an exclusive screening of *Oblivion Verses*, a Venice Film Festival award winner.

The screening was followed by a Q&A session with the writer/director Alireza Khatami. Mr. Khatami was Born in Iran, studied Creative Multimedia in Malaysia, and obtained a Master of Fine Arts degree in film production in the United States. He was selected in the 24th session of Cinéfondation of the Cannes Film Festival in 2012. He is also an alumnus of the Berlinale Talent Campus and the Talent Lab of the Toronto International Film Festival.





Reathers of Pire A Persian Epic

at the Wallis Annenberg Center for the Performing Arts

Feathers of Fire: A Persian Epic returned to Southern California for its second run from October 20 to 29, 2017, at the prestigious Wallis Annenberg Center for the Performing Arts in Beverly Hills.

This visually breathtaking cinematic shadow play was inspired by the 10th-century Persian epic *Shahnameh* ('The Book of Kings'). The action-packed tale followed star-crossed lovers Zaul and Rudabeh, who triumph at the end against all odds.

Hamid Rahmanian's graphics, derived from the visual tradition of the region, were rendered as puppets, costumes, masks, scenography, and digital animation, all of which came to life in a "live animation" on a cinema-size screen.





















"Sussan Deyhim is one of Iran's most potent voices in exile."

Los Angeles Times

"One of the five Iranian women visionaries you need to know."

The New York Times



at the Wallis Annenberg Center for the Performing Arts

Farhang Foundation continued its collaboration with the Wallis Annenberg Center for the Performing Arts with the return of Sussan Deyhim's multimedia project *The House Is Black*, an examination of the work of Forough Farrokhzad, one of Iran's most influential feminist poets and filmmakers.

Travel through a visual, sonic, and theatrical journey into the heart of Forough's prophetic vision, which is as relevant today as it was half a century ago. This thrilling production, first seen at Royce Hall in 2015, featured a Persian and Western-influenced score by Deyhim and Golden Globe-winning composer Richard Horowitz.

Cultural Runway Fashion Show

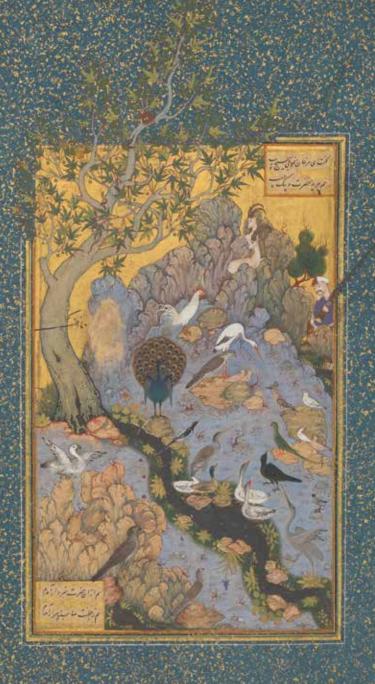


Farhang Foundation presented its first-ever Iranian Cultural Runway event in Los Angeles, featuring fashion presentations by legendary Iranian designer Shahla Dorriz and cutting-edge designer Jila Atelier. Both designers presented collections inspired by Iranian art and culture.

The event was located on the 70th floor of the tallest building in Los Angeles, at the OUE SKYSPACE in the U.S Bank Tower in Downtown, and was hosted by actress and comedian Melissa Shoshahi, with music by DJ Arin Babaian.







Annual USC
Distinguished
Lecture Series
featuring Professor
Richard Bulliet

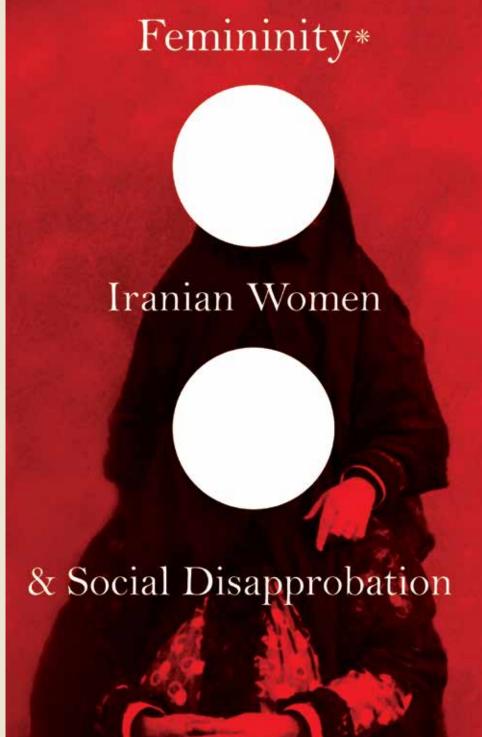


Farhang Foundation and the USC Dornsife Middle East Studies Program presented the annual Iranian Studies

Initiative Distinguished Lecture Series. This year's guest speaker was Professor Richard Bulliet of Columbia University, who presented a lecture titled "Nishapur: A Tale Of Two Sufis."

Professor Bulliet specializes in Middle Eastern history, the social and institutional history of Islamic countries, and the history of technology.

USC Dornsife
Middle East Studies Program



The outstanding Iranian documentary Femininity was screened exclusively for the first time outside of Iran on March 2, 2018. The screening was followed by a panel discussion about Iranian women's social issues.

The panel featured Professors Nayereh Tohidi (California State University, Northridge), Lisa Leeman (USC), Kevan Harris (UCLA), and Guilan Siassi (USC). The event was organized by PACSA and funded by Farhang Foundation.













PACSA's Nowruz Reunion Celebration at USC with Legends of Iranian Music by Maryam Zandi

During the week of Nowruz in March 2018, USC's PACSA put together an innovative program throughout campus that introduced students to

master musicians inside Iran.

A wonderful portrait collection was curated from photographer Maryam Zandi's collection called "Iranian Contemporary Musicians," which was exhibited in the Ivan Gallery in December. The portraits are also available in a book with the same title.

Stations were equipped with a musical piece from each of the artists featured in the series, and students were invited to listen to the music of each master to familiarize themselves with their craft.











2018 NOWRUZ BANNER COMPETITION

In January 2018 Farhang announced the winning design of the 2018 Nowruz Street Banners. Each year, Farhang's Nowruz Street Banner Competition is met with overwhelming enthusiasm by international artists, and this year was no exception. We were thrilled by the quality of the record-breaking number of submissions, and once again the beautifully designed winning banner captured the heart and soul of Nowruz.

Farhang Foundation's annual Nowruz Banner Competition began in 2011 and has become a tradition that preludes Farhang's signature event, the Annual Nowruz Celebration, which was held at UCLA for the second year in a row on March 11, 2018.

Each year, Farhang, through its Nowruz Banner Competition, reaches out to a global community of artists, illustrators, and graphic designers, enlisting their talents to create original designs that capture the essence of Nowruz. Starting on February 1, and leading to Farhang's annual Nowruz celebration, the winning design is featured on hundreds of large street banners throughout the streets of Los Angeles announcing the arrival of spring and the largest celebration of Nowruz in the world!



This year's winning design was awarded to Iranian artist Sara Ashrafizadeh. "I am so excited and honored to have been selected by Farhang Foundation as the winner of this year's competition. It's very beautiful and inspiring when people from different parts of the world share their culture in a multicultural city like Los Angeles. I am grateful to have a part in sharing my favorite Persian festival, which happens when the day and night are equal, to celebrate EQUALITY and PEACE in the world with other people through the largest celebration of Nowruz in the world," said Ashrafizadeh.















Celebration of Nowruz

On March 11, 2018, Farhang Foundation presented its 10th Annual Celebration of Nowruz at UCLA. The event was attended by over 25,000 visitors and featured daylong activities and programs including the much-anticipated annual Nowruz Spring Walk, and live performances by Mamak Khadem, the Džambo Aguševi Orchestra, Parisa Daneshvar Children's Ensemble, the Djanbazian Dance Academy, Negar Estakhr's Puppet Show, Arezoo Koochakan's L.A. DAF Ensemble, and the Firuze Dance Company led by Robyn Friend.

The event also featured an elaborate grand *Haft Sîn* display, children's programming, arts and crafts, an Iranian tea house, and much more.

The festivities concluded with a soldout concert in Royce Hall by acclaimed vocalist Mojgan Shajarian, accompanied by master musicians Mehrdad Arabi, Hamid Behrouzinia, Hossein Behroozinia, Saeed Farajpoory, and Nariman Assadi.



Annual CELEBRATION **OF NOWRUZ** at UC Irvine

ensemble as our headlining musical Sîn designed by Le Jardin Privé, along with concert at the Claire Trevor Theatre. children's programming, arts and crafts, Outdoor free celebrations included live and a traditional Iranian tea house.

On March 24, 2018, Farhang performances by the Sibarg Ensemble, Foundation presented the the Parisa Daneshvar Children's Ensemble, Annual Celebration of Nowruz the Negar Estakhr Puppet Show and at UC Irvine. This year we were the Firuze Dance Company. Of course honored to present the legendary the Nowruz celebrations wouldn't be Iranian artist Sima Bina and her talented complete without a Farhang Grand Haft

























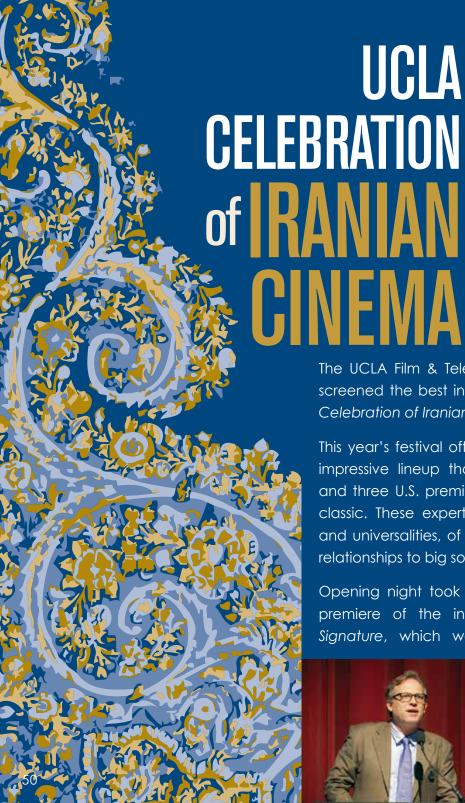
at the 2018 L.A. Times Festival of Books at USC

For the fourth year in a row Farhang Foundation exhibited IRAN THROUGH BOOKS at the country's largest annual book fair, the Los Angeles Times Festival of Books at USC.

The two-day event took place on April 21-22, 2018, and Farhang scheduled author appearances by Omid Arabian, Alexandra Monir, Dr. Janet Afary, Abdi Nazemian, and Reza Aslan.

The event was attended by over 75,000 visitors over the weekend, making it yet another record-breaking year celebrating the best in books. Farhang was proud to showcase some of the best Iranian books and authors at our booth.







The UCLA Film & Television Archive and Farhang Foundation screened the best in New Iranian cinema at the 28th annual Celebration of Iranian Cinema April 28 - May 19.

UCLA

This year's festival offered Los Angeles the chance to see an impressive lineup that included four Los Angeles premieres and three U.S. premieres, along with the revival of a modern classic. These expertly crafted films reveal the complexities, and universalities, of contemporary Iran from fraught intimate relationships to big social issues.

Opening night took place on April 28 with the Los Angeles premiere of the internationally acclaimed No Date, No Signature, which won the Best Director and Best Actor

awards at the 2017 Venice Film Festival. The gripping drama looks at morality and class conflict that erupts following a car accident involving a doctor and a working-class man and his family. Navid Mohammadzadeh's awardwinning performance as a grieving father was simply riveting.

Farhang was also proud to present a special tribute to legendary Iranian filmmaker Bahram Beyzaie with a special screening of his masterpiece Bashu the Little Stranger, followed with a Q&A with the master himself.

Farhang Foundation greatly admires the tradition the UCLA Film & Television Archive started nearly 30 years ago by showcasing and celebrating the best in Iranian film. Cinema is a universal language, and Farhang Foundation sees no better way to share Iran's culture with the world than through the cinematic arts which provide a great window into Iran, Iranian life, and culture.







Farhang Foundation's Historic IRANIAN MUSIC DEGREE PROGRAM

at the UCLA Herb Alpert School of Music

Department of Ethnomusicology

On April 29, 2018, Farhang Foundation signed a historic agreement with The UCLA Herb Alpert School of Music to launch the first-ever Iranian Music Degree Program in the United States.





Farhang Foundation's gift will enable the School of Music's academic leadership to start the process for the new minor degree program, built on the Department of Ethnomusicology's revitalized Iranian music program, revived in 2016 after a 20-year hiatus with departmental and donor support. The program is led by Amir Hosein Pourjavady, who directs the Persian music ensemble and teaches seminars on the music of Iran.

"We are inspired by this visionary gift from Farhang Foundation, which will help to create what we believe to be the only minor degree program dedicated to Iranian music in the United States," said Judith Smith, dean of the School of Music.

The proposed minor would advance the study and performance of Iranian music at UCLA and create new opportunities to engage students across all majors on campus. It also would extend the campus' existing strength in Iranian Studies — UCLA offers the nation's largest and most comprehensive doctoral program of its kind. The minor would have a fitting home within the School of Music's renowned Department of Ethnomusicology, which is dedicated to the study of world music from all parts of the globe. This agreement further solidifies Farhang's long-running relationship with UCLA in helping promote and further expand the study of Iranian art, culture, and literature.



























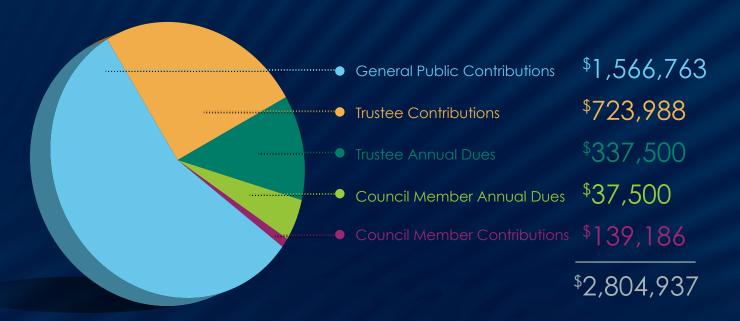
Farhang's popular Persian Language and Culture after-school program, Persian 101, launched its third academic year in 2017 with classes in public elementary schools of Southern California. The successful program is in partnership with the Los Angeles Unified School District, Star Education, and Beyond The Bell. Classes were offered in more schools than ever before to meet the high community demand.

In March, Farhang conducted several special Nowruz celebration events in public schools of the Los Angeles Unified School District. The events commemorated this ancient Persian tradition with the student body and helped educate students about the meaning of Nowruz and its history as a universal celebration of the first day of spring.

This year's participating schools included:

Hale Middle School – Woodland Hills
Hawthorne Elementary – Beverly Hills
Lanai Road Elementary – Encino
Marquez Elementary – Pacific Palisades
Nestle Elementary – Tarzana
Palisades Elementary – Pacific Palisades
Portola Middle School – Tarzana
Roscomare Elementary – Bel Air
Serrania Elementary – Woodland Hills
Taft High School – Woodland Hills
Warner Elementary – Los Angeles
Westwood Elementary – Los Angeles
Wilbur Elementary – Tarzana

Farhang Sources of Funds 2017 – 2018



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After all, it is our farhang...

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