



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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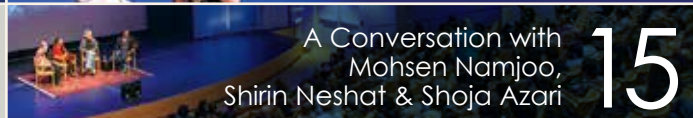
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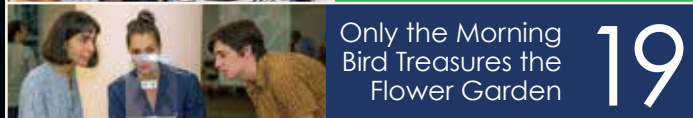
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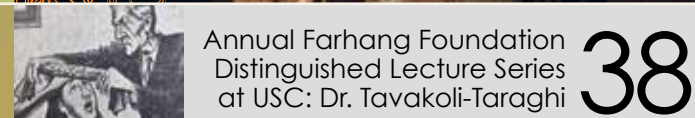
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Letter from the Chairman: Farhang's 11th Year



Dear Friends of Farhang,

At Farhang Foundation, we believe that we can have a profoundly positive impact on the people we live with and communities we live in. We measure the results of our work, which provides helpful data for improving our performance, with the ultimate goal of maximizing the efficient use of our resources in fulfilling our mission. We believe that this can be achieved only through a powerful combination of dispassionate analysis of the projects we review and passionate commitment to the projects we ultimately pursue.

In our 2018–2019 season, Farhang Foundation continued making tremendous strides in meeting its mission of promoting and celebrating the beautiful and rich art and culture of Iran with another year packed with record-breaking programs, events, and academic initiatives.

We kicked things off with the historic concert by the legendary **Googoosh** at the **Hollywood Bowl** on Mother's Day weekend, which was attended by nearly 17,000 adoring fans. This momentous occasion marked the first time in history that an Iranian artist headlined the prestigious venue, and it was a proud moment for Farhang Foundation and the entire community to experience the magic of the Bowl during an unforgettable concert by this living Iranian legend.

One of the most prolific artists and poets of our time, **Mohsen Namjoo** joined forces with acclaimed artists **Shirin Neshat** and **Shoja Azari** to bring us **On The String of the Tear's Bow**, a multimedia project presented in the United States for the very first time, at the **Los Angeles Music Center's Mark Taper Forum**. This critically acclaimed program featured live musical performances by Namjoo and the brilliant Italian a cappella quartet **Faravalla**, featuring cinematic installations by Neshat and Azari.

The power of music continued to show us how it can bridge boundaries, and one of the best examples of multiculturalism is our partnership with the long-running Grand Performances free summer concert series. For

our seventh collaboration with **Grand Performances**, we were delighted to help present **Sogand**, one of the leading Iranian pop artists of today, for her very first U.S. concert with over 5,000 adoring fans in downtown Los Angeles.

For one of our latest fine arts initiatives, we joined forces with the **REDCAT** and the **Andy Warhol Foundation** in presenting *Only the Morning Bird Treasures the Flower Garden*, a group exhibition that took its title from the fourteenth-century poet Hafiz. The exhibition, which was ten years in the making, was finally presented to the world after being banned in Iran, where it originated.

The very successful third biennial of **Focus Iran: Contemporary Photography and Video** was presented in collaboration with the **Craft Contemporary**. Once again we created a platform for artists from around the world to showcase their photographs and video works in this juried competition and exhibition. This year's project proved to be the most successful and critically acclaimed one yet, which proves how impactful this project has become in just three short cycles.

Iranian cinema has long been hailed as one of the most acclaimed in the world, and Farhang Foundation continues to support and sponsor many Iranian cinematic programs throughout the year. Our long-running sponsorship of the very popular **UCLA Celebration of Iranian Cinema** by the **UCLA Film & Television Archive**

continued as we presented fourteen feature and short films over a three-week period. This year we were proud to kick the series off with the Los Angeles premiere of **Tehran, City of Love** with writer/director **Ali Jaberansari**. Other guest artists included the award-winning actor and filmmaker **Payman Maadi**, along with a special tribute to legendary Iranian poet and filmmaker **Forough Farrokhzad**.

With over \$180,000 in cash prizes awarded to date, the **Farhang Short Film Festival** is the only festival in the world dedicated to Iranian short films. For its tenth anniversary, we had the pleasure of partnering with the **City of Beverly Hills** and the **Wallis Annenberg Center for the Performing Arts** in presenting our annual awards ceremony hosted by the actress and comedian **Melissa Shoshahi**. This past year we broke our previous submission records with more than 140 submitted films from over fifteen countries around the world.

Each year we look forward to celebrating one of the biggest and most joyous events in the Iranian calendar with the entire community, and this year was no exception. For our **Eleventh Annual Celebration of Nowruz at UCLA**, we had the pleasure of welcoming over 25,000 visitors to the campus of UCLA for a day-long celebration of the first day of spring and the start of the Iranian new year. The colorful celebrations started with our annual Nowruz Street Banner Design Competition, which was won by Iranian artist **Sharareh Khosravani**. The day's events consisted of dance and musical performances, children's activities, puppet shows, our grand Haft Sin display, and a beautiful Spring Walk with thousands of participants led by the fantastic **UCLA Bruins Marching Band**. The celebrations concluded with a sold-out concert by the grande dame of traditional Iranian music **Parisa**, accompanied by her masterful ensemble of musicians.

The Nowruz celebrations continued in Orange County with the prestigious **Pacific Symphony** and the unforgettable sold-out Nowruz Concert featuring the brilliant **Homayoun Shajarian** and the masterful **Sohrab Pournazeri**, with special guest conductor maestro **Shardad Rohani**. The Pacific Symphony under the direction of maestro **Carl St.Clair** delivered one of the most unforgettable musical events in Farhang's eleven-year history.

This past year has proven to be another amazing milestone for Farhang Foundation, and it is my great honor and pleasure to serve as the Chairman of this great foundation. Our community has a strong tradition of giving to charity as an empathetic response to human suffering. Charitable institutions warrant our support, without a doubt. But funding for these cannot and should not substitute for increasing direct support of cultural groups and artists whose creative work reveals and strengthens the fabric of our diverse community. Arts and culture are also impactful ways that we empathize with, understand, and communicate with other people, including people different from us. Enabling a broad spectrum of cultural voices is fundamental to creating a sense of commonwealth and overcoming social biases and divisions.

We are in a pivotal moment as a community, when greater recognition and meaningful support for a wider spectrum of creative voices, and of our art and cultural traditions, can stimulate and strengthen the role that we play in the diverse communities we live in.



Hormoz Ameri
Chairman

Googoosh
at the
Hollywood Bowl



Googoosh

at the
Hollywood Bowl

Farhang Foundation was proud to present the legendary Googoosh when she made history as the first Iranian artist to headline the iconic Hollywood Bowl.

Boasting a career that spans six decades, Iranian music legend Googoosh put on a spectacular concert event on May 12, 2018. Farhang Foundation was honored to aid in the curation of this extraordinary event attended by nearly 17,000 music fans. The evening, which was dedicated to the women of Iran, featured Googoosh's most well-known and beloved songs, including "Gharibeh Ashena," "Do Panjereh," and most of the classic hits written and composed by the two legendary songwriters Ardalan Sarfraz and Hassan Shamaizadeh. Special guest appearances included Hassan Shamaizadeh and Martik.

Playfully dubbed "Iran's Madonna," Googoosh has performed on the international stage and headlined numerous music festivals alongside such notable artists as Ray Charles, Tina Turner, and Charles Aznavour. Googoosh is considered the most successful Iranian artist in the world.





The 2018 Farhang Foundation Lecture Series in Iranian Studies at UC Irvine presented "The History of Persian Poetry from the Beginnings to Today" by Professor Ahmad Karimi-Hakkak (University of Maryland) at UC Irvine's Humanities Gateway.

For 19 years, Dr. Ahmad Karimi-Hakkak was the professor of Persian language and literature and Iranian culture and civilization at the University of Washington. He has studied in Iran and the United States, receiving his PhD in comparative literature from Rutgers University in 1979, and has taught English and comparative literature and translation studies, as well as classical and modern Persian literature at the

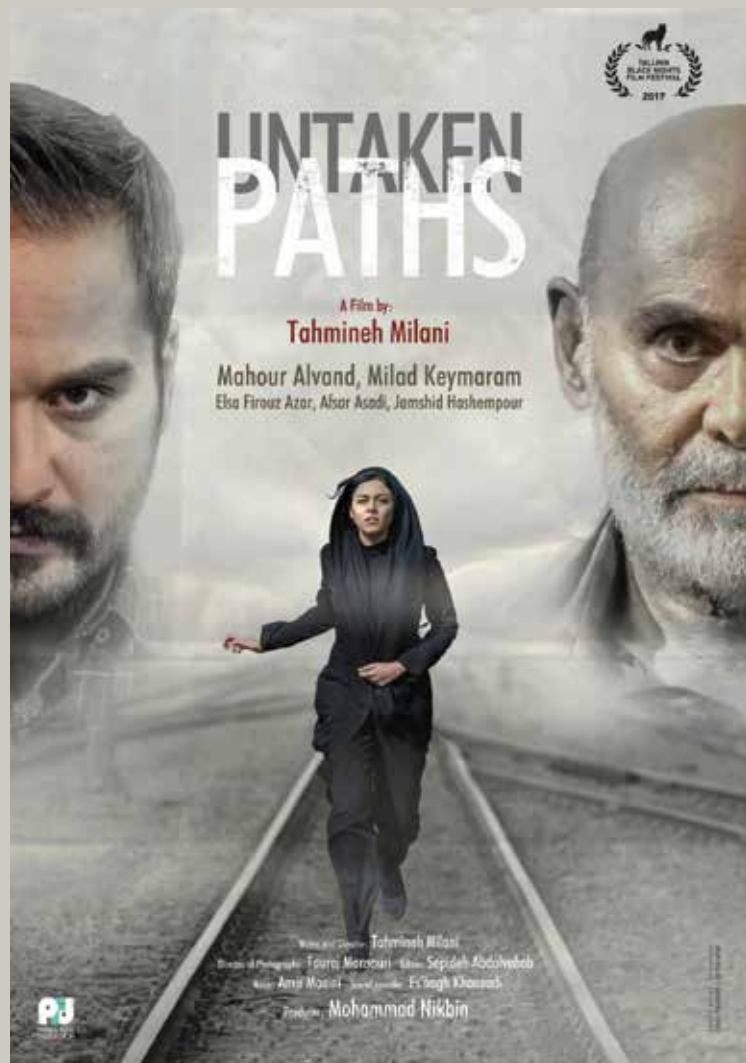
THE HISTORY OF PERSIAN POETRY FROM THE BEGINNINGS TO TODAY

University of Tehran, Rutgers University, Columbia University, and the University of Texas. Professor Karimi-Hakkak is the author of 19 books and over 100 major scholarly articles. He has contributed articles on Iran and Persian literature to many reference works, including the *Encyclopædia Britannica*, the *Encyclopædia Iranica*, and the *Encyclopædia of Translation Studies*. His works have been translated into French, Dutch, Spanish, Russian, Greek, Arabic, Japanese, and Persian. He has won numerous awards and honors, and has served as president of the International Society for Iranian Studies and several other professional academic organizations.



ISG Cultural Show

The night was a showcase for traditional and modern dances, singing, acting, comedy, and musical talent, displaying the beautiful culture and rich history of Iran.



UCLA Bilingual Lectures *UNTAKEN PATHS* A FILM BY TAHMINEH MILANI

Legendary feminist filmmaker Tahmineh Milani is no stranger to stories of women's marital struggles. *Untaken Paths*, her fourteenth feature, tells the story of a young woman in love who marries against the wishes of her family. She is challenged when her nascent marriage is thrown into trouble because of the couple's roots in different social strata. The film explores issues including domestic violence and women's resistance.

UCLA Bilingual Lectures A Film on Domestic Violence in Iran & Panel Discussion

Panelists discussed *Untaken Paths* – a film concerning the sensitive issue of domestic violence – the latest work by Tahmineh Milani, one of Iran's prominent feminist directors.



Dr. Nelly Farnoodi-Zahiri



Abbas Hadjian



Partow Noorilala

a conversation with **Mohsen NAMJOO** **Shirin NESHAT** & Shoja AZARI *at the Getty*

Renowned singer-songwriter and composer Mohsen Namjoo joined international artists Shirin Neshat and Shoja Azari at the Getty Center to discuss their recent collaboration, *On the String of the Tear's Bow*, a musical and visual odyssey that investigates the confluence of cultures along the Silk Road, with interpretations of traditional songs by Namjoo and video and photographic installations by Neshat and Azari. The insightful talk was moderated by leading theater, opera, and television director Peter Sellars and preceded the U.S. premiere of the performance a week later at the Los Angeles Music Center's Mark Taper Forum.





On the String of the Tear's Bow

by **Mohsen Namjoo** and **Faraualla**
in Collaboration with **Shirin Neshat** and **Shoja Azari**

World-renowned musician, songwriter, and composer Mohsen Namjoo presented his latest multimedia production featuring the brilliant Italian a cappella quartet, Faraualla, for the U.S. premiere of *On the String of the Tear's Bow*, in collaboration with the acclaimed artists Shirin Neshat and Shoja Azari, and featuring art installations by the acclaimed duo.

The only U.S. performance of this musical and visual odyssey took audiences along the ancient Silk Road investigating the confluences of cultures from the Far East, Middle East, and Balkans, all the way to the south of Italy, as they moved back and forth through the centuries both melodically and ritualistically. It was a contemporary artistic take



encompassing the cycles of life and death as different cultures have been tackling the issues of loss and rebirth. Incorporating folklore songs of different regions into a unique, harmonic totality, Mohsen Namjoo's musical symphony remained faithful to the origins of each song while bridging the differences. The monumental video installations by Shirin Neshat and Shoja Azari carried the signature iconic, goddess-like imagery of female mourners from Bari, which had an uncanny resemblance to Neshat's photographs of women from the Muslim world.

On the String of the Tear's Bow was then followed by a second act featuring a concert by Mohsen Namjoo and his ensemble performing some of their most beloved songs.

Iran vs. Morocco

FIFA World Cup Viewing Party

Over 200 soccer fans joined Farhang Foundation for a special early morning viewing celebration for Iran's first match game at the 2018 FIFA World Cup against rival team Morocco. The event served as a platform for young and old to celebrate the successful win of team Iran at this first match of the World Cup, and featured a halftime deejay set by DJ Arin.



Only the Morning Bird Treasures the Flower Garden



The group exhibition *Only the Morning Bird Treasures the Flower Garden*, which took its title from a poem by 14th-century Persian poet Hafiz, included photographs, videos, and other works by more than twenty Iranian artists on the theme of flowers. Co-curated by artists Mehraneh Atashi and Sohrab Mohebbi, the exhibition was originally conceived by Atashi while working in Tehran in 2009, after she was instructed to photograph flowers, rather than take self-portraits that address social matters. In response, Atashi invited fellow artists, writers, and other colleagues to contribute to an exhibition and publication exploring the historical, literary, and symbolic connotations of flowers in Iran. The exhibition, which never took place in Iran, was finally presented after nearly a decade at the REDCAT, via a long detour, across multiple borders and years.

Artists include: Mehrdad Afsari, Nazgol Ansarinia, Mahmoud Bakhshi, Nima Esmailpour, Azin Feizabadi, Shahab Fotouhi, Farhad Fozouni, Amirali Ghasemi, Mohammad Ghazali, Barbad Golshiri, Reza Haeri, Erika Hedayat, Bahman Jalali, Rana Javadi, Simin Keramati, Bahman Kiarostami, Housman Mortazavi, Mehrdad Nadjmabadi, Shahpour Pouyan, Arefeh Riahi, Zarvan Rouhbakhshan, Behnam Sadighi, Natascha Sadr Haghighian, Baktash Sarang Javanbakht, and Jinoos Taghizadeh.



SO GAND at GRAND PERFORMANCES

Farhang Foundation and Grand Performances continued their successful seventh collaboration in presenting Iranian music at the annual Grand Performances free concert series in downtown Los Angeles. This year's headlining artist was Sogand, one of the leading Iranian pop artists, known for her soulful and sultry voice, and remarkable capability of singing in Persian, German, and English. She stylishly blended rap, R&B, jazz, funk, and blues into her performance at her U.S. stage debut. Opening for Sogand was the groundbreaking Iranian producer and deejay Omid Walizadeh. The event was attended by over 5,000 music fans and proved once again that music is the universal language that crosses all borders.





12th Biennial Iranian Studies Conference

UC Irvine's Jordan Center for Persian Studies hosted the Twelfth Biennial Iranian Studies Conference from August 14 to 17, 2018. Housed under the umbrella of the Association for Iranian Studies, this exciting conference brought hundreds of scholars, students, academic and non-academic researchers, and aficionados of Iranian studies to the University of California, Irvine, for a range of scholarly panels, performances, and film screenings. Farhang Foundation was a proud supporter of this international conference's first visit to Orange County.



OCCUPY ME: BRANDING CULTURE, IDENTITY & THE POLITICS OF FASHION

by Hushidar Mortezaei

The USC Department of Middle East Studies presented the work of designer and artist Hushidar Mortezaie to the broader USC community through an exhibition and lecture that explored the long career of Mr. Mortezaie, who has been inspired by Iranian art and culture. The exhibition ran from August 20 to August 30 at the Helen Lindhurst Gallery of Fine Arts at the University of Southern California as part of Farhang Foundation's Iranian Studies program.



FARHANG
FOUNDATION
Celebration of
IRANIAN
CINEMA
at **UCI**

Co-Presented by



The 3rd Annual Celebration of Iranian Cinema at UC Irvine was held on September 15 and 16, 2018, in collaboration with the Jordan Center for Persian Studies, and co-presented by the UCLA Film & Television Archive.

The event featured the O.C. premiere of four critically acclaimed Iranian films including *Valdeerama*, *Negar*, and *Blockage*. The event kicked off with the premiere of the award-winning film *No Date, No Signature* starring Navid Mohammadzadeh, winner of best actor at the Venice Film Festival.



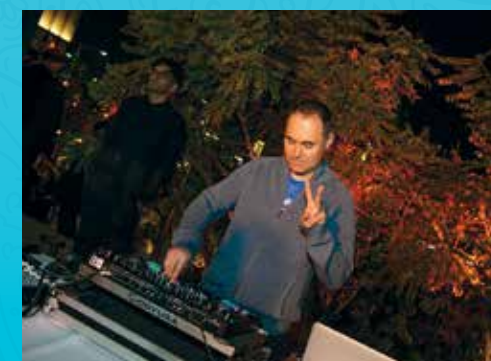


The 10th Annual Farhang Short Film Festival Awards Ceremony and After-Party were held on September 29, 2018, at the prestigious Wallis Annenberg Center for the Performing Arts in Beverly Hills.

The sold-out event was hosted by actress and comedian Melissa Shoshahi, and screened the top six films of the year. First Prize of \$10,000 was awarded to Naghmeh Farzaneh for her touching animated film, *Scent Of Geranium*, Second Prize of \$5,000 was awarded to Behzad Azadi for his heart wrenching drama *Temporary*, and Third Prize of \$3,000 was awarded to Roozbeh Misaghi for his dark drama *Turquoise*. To date over \$180,000 in cash prizes have been awarded to filmmakers from around the world who celebrate Iranian heritage

and culture through short films. The red-carpet award ceremony was followed by an after-party and reception with music by DJ Omid Walizadeh and Persian-inspired hors d'oeuvres.

Special thanks to our esteemed jury panel: Mark Amin, Mary Apick, Gohar Kheirandish, Adel Yaraghi and Parviz Sayyad for all their hard work and deception. Thank you to the City of Beverly Hills for helping host this year's ceremony.



4TH ANNUAL MEHREGAN CONFERENCE: In Search Of Zakariya Razi

Farhang Foundation and the Jordan Center for Persian Studies hosted the 4th Annual Mehregan Conference and Celebration at UC Irvine.

The event featured two riveting talks: "Razi's Key Philosophical Ideas" by Dr. Ahmed Alwishah from Pitzer College, and "Razi, an Iranian Polymath of the 10th Century" by Dr. Mahmoud Omidshahar of UC Irvine.

The free event was attended by over 300 guests and concluded with a live concert performance by Vandad Massahzadeh, Arezoo Koochakan, and their ensemble.



DOCUNIGHT

SCREENINGS AT USC

USC's PACSA joined forces with Docunight - Iran Via Documentaries and the Kiarostami Foundation Project to screen a series of documentary films at USC. The free screenings included: *The Mother of the Earth* by Mahnaz Afzali, *Death and the Judge* by Hassan Khademi, *Mahak-A World She Founded* by Mohsen Abdolvahab, *Ali Aqa* by Kamran Heidari, and *October 13, 1937* by Baktash Abtin.



8th Annual Farhang Foundation Fundraising Gala In Memory of Ahmad Gramian

On November 3, 2018, Farhang Foundation held its 8th Annual Fundraising Gala at the historic Beverly Wilshire Hotel in Beverly Hills.

This year's gala honored the memory of Ahmad Gramian, Farhang Foundation's second Chairman, who passed away earlier in 2018. The event featured musical performances by Arash Avin and Rana Mansour, with Melissa Shoshahi as the master of ceremonies.

All funds raised at this annual event support Farhang Foundation's 80+ annual programs, projects, and initiatives, including the historic new Iranian Music Degree Program at UCLA's Herb Alpert School of Music.





2018 AFI FEST

Farhang Foundation was proud to once again support all the Iranian films at the 2018 AFI FEST, including the U.S. premiere of Jafar Panahi's latest film *3 Faces* (*Se Rokh*), as well as Mani Haghighi's *Pig* (*Khok*).

The AFI FEST is the country's largest free film festival with a focus on International cinema. It is held at the iconic Chinese Theatre in Hollywood and attended by over 75,000 moviegoers annually.

Iranian Music Degree Program at UCLA

The first academic year after the historic signing of the first Iranian Music Degree program at UCLA was completed in 2018/19. This past year Farhang Foundation was proud to have two special guest lecturers join the program, including the grande dame of classical Iranian music, Parisa, as well as the legendary percussionist Pejman Hadadi. The Iranian music classes offered at the Herb Alpert School of Music have quickly become some of the most popular classes within the school, with students from all backgrounds participating in the program.



UCLA Herb Alpert School of Music
Department of Ethnomusicology

6th Annual Celebration of Shab-e Yalda

In 2018 Farhang Foundation returned to UCLA's Schoenberg Hall at the Herb Alpert School of Music for the 6th Annual Celebration of Shab-e Yalda (the celebration of the winter solstice), an ancient Persian tradition.

The night included music, poetry, and storytelling, featuring the one and only Gordafarid, the world's first female epic Story Teller (Naqaal), with music by the brilliant Mojgan Shajarian, Pejman Hadadi, Ali Pajooeshgar and Sourena Sefati. The evening concluded with a special and original story by Haleh Mahboubi Gabbay.





FOCUS IRAN³

CONTEMPORARY PHOTOGRAPHY AND VIDEO

Farhang Foundation in collaboration with the Craft Contemporary presented FOCUS IRAN 3, the third biennial juried photography and video competition and exhibition. This year's exhibition theme focused on Iranian youth culture and presented a riveting visual feast that explored all areas of young Iranian life, including sexual identity, sexuality, and rebellion.

The Jury Panel Included prominent Iranian photographers Mehrdad Afsari, Babak Tafreshi, and Maryam Zandi; Iranian cinematographer and director Seifollah Samadian; the J. Paul Getty Museum's associate curator of photography Amanda Maddox; Iranian gallerist and educator Aria Eghbal; and CAFAM exhibitions curator Holly Jerger.



OPENING RECEPTION AND AWARD CEREMONY

The opening reception and award ceremony for Focus Iran 3 was held on January 26, 2019, at the Craft Contemporary in Los Angeles to a maximum-capacity crowd with many of the artists present. First Prize was awarded to Hushidar Mortezaei and Jiyan Zandi for *The Brotherhood*, Second Prize was awarded to Labkhand Olfatmanesh and Gazelle Samizay for *Bepar*, and Third Prize was awarded to Milad Karamooz for *The Kiss*. The exhibition, which ran from January 27 to May 12, 2019, was viewed by an estimated 8,000 visitors.



COLLECTING IMAGE:

A PANEL DISCUSSION: Advocartsy founder Roshi Rahnema was joined by director of Photo L.A. Claudia James-Bartlett and photography collector Paula Ely for an insightful conversation on collecting photography – including strategies for collecting work and methods for collections care.



ARTISTS IN CONVERSATION:

Craft Contemporary exhibitions curator and jury member, Holly Jerger hosted a conversation with Focus Iran 3 artists Labbie Manesh, Hushidar Mortezaie, Gazelle Samizay, and Jiyan Zandi about the facets of Iranian youth culture they explored in their photography and video works.



PORTRAITS ON METAL:

A TINTYPE WORKSHOP WITH JASON MADS: Photographer Jason Mads held a unique workshop on making tintypes, a nineteenth-century analog photographic process. Participants staged portraits and worked in a pop-up darkroom to develop their very own tintype!

Craft
Contemporary



ANNUAL
FARHANG FOUNDATION
DISTINGUISHED LECTURE
SERIES AT USC:

Dr. Mohammad Tavakoli-Taraghi

The 2019 Farhang Foundation Iranian Studies Initiative Annual Distinguished Lecture Series at USC was held on February 19, 2019. This year's guest lecturer was Professor Mohammad Tavakoli-Taraghi of the University of Toronto, who presented a special lecture titled *Pathologizing Iran: The Ailing "Mother Nation" and Political Diagnostics*.

USC Dornsife
Middle East Studies Program



**2019 NOWRUZ
BANNER COMPETITION**

Farhang Foundation's annual Nowruz Banner Design Competition began in 2011, and it has become a tradition that preludes Farhang's signature event, the Nowruz Celebration, which returned to UCLA for the third year on March 10, 2019.

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 and submit 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 pole banners throughout the streets of Los Angeles announcing the arrival of spring and the largest celebration of Nowruz in the world!



**2019 BANNER DESIGN
CONTEST WINNER
SHARAREH
KHOSRAVANI**

This year's winning design was awarded to Iranian artist Sharareh Khosravani from Cincinnati, Ohio. "I am so honored that my design will introduce the Iranian culture and enrich the LA community through engagement in the visual arts," said Khosravani. "The Haft Sīn symbols such as the hyacinth refresh Iranian memories. The hyacinth design used in the banner also helps non-Iranians to learn about the culture and events of Nowruz. Hyacinths represent the rebirth of spring at the Haft Sīn table, so the variety of colors introduces Nowruz as the national culture to celebrate the joy of colors and life."

Sharareh Khosravani is an artist and illustrator focusing on public art and the context of space. Her focus on public spaces connects with her Iranian culture and lets her interact with a broad audience.



11th Annual Celebration of Nowruz

at UCLA On March 10, 2019, Farhang Foundation presented the 11th Annual Celebration of Nowruz at UCLA, the largest celebration of Nowruz in the United States and perhaps the world. The event was attended by over 25,000 visitors and featured daylong activities and programs including the much-anticipated annual Nowruz Spring Walk led by the UCLA Bruins Marching Band, live performances by the Djanbazian Dance Company, Negar Estakhr's Puppet Show, Arezoo Koochakan's L.A. DAF Ensemble, the Firuze Dance Company led by Robyn Friend, and music by DJ Arin.

The event also featured an elaborate grand Haft Sin display, children's programming, arts and crafts, an Iranian teahouse, and much more.

The festivities concluded with a sold-out concert at Royce Hall by the grande dame of Iranian classical music, Parisa, who was accompanied on stage by master musicians Pejman Hadadi, Ali Pajooheshgar, Amir Pourjavady, and Saeed Kamjoo.





NOWRUZ The Iranian New Year Concert by the **PACIFIC SYMPHONY**

Farhang Foundation was extremely proud to join forces with the prestigious Pacific Symphony of Orange County in presenting this year's exceptional Nowruz Concert on March 24, 2019, featuring the magnificent Homayoun Shajarian and the brilliant Sohrab Pournazeri, with special guest conductor Shardad Rohani, and the masterful Pacific Symphony Orchestra under the direction of maestro Carl St.Clair. The concert was preceded by traditional Iranian musical performers and dancers, and a grand Haft Sin display at the Segerstrom Center for the Performing Arts. The sold-out event was one of the most talked-about concerts of the year and a highlight in the Pacific Symphony season.

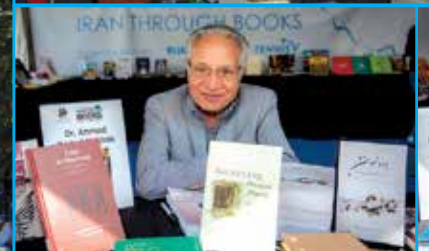


IRAN THROUGH BOOKS



at the 2019 L.A. Times Festival of Books at USC

On April 13 - 14, 2019, Farhang Foundation presented the 5th Annual IRAN THROUGH BOOKS at the L.A. Times Festival of Books at USC. Special thanks to our esteemed guest authors Naz Deravian, Dr. Ahmad Karimi-Hakkak, Dr. Pedram Khosronejad, and Sheila Salamat for joining us at this year's festival. The L.A. Times Festival of Books at USC is the U.S.'s largest annual book festival, attended by over 70,000 visitors. It is a free event and open to the public. Farhang Foundation's aim is to present books about Iran and by Iranian authors to the attendees of this great festival.



Influence of Persian Literature on Central Asian and Middle Eastern Cultures

As part of its Distinguished Lecture Series, USC's Persian Academic and Cultural Student Association (PACSA) presented a special lecture by professor Ahmad Karimi-Hakkak titled *Influence of Persian Literature on Central Asian and Middle Eastern Cultures*.



Society, City Planning and Urban Design with Dr. Ali Kiafar

USC's PACSA welcomed Dr. Ali Kiafar for a lecture titled "Society, City Planning and Urban Design in Modern Iran."

Dr. Kiafar has a Master of Architecture and City Planning degree as well as a doctorate in urban and regional planning from USC. He has received several awards and recognitions including the Community Development Award from the American Institute of Architects and an Excellence in Teaching Award from the University of California, Riverside.

Dr. Kiafar's talk revolved around his most recent book on Iranian architecture and was followed by a book signing.



Persian 101 Persian Language and Iranian Culture After-School Program

Farhang's popular Persian Language and Culture after-school program, Persian 101, launched its fourth academic year in 2018 with classes in public elementary schools in 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:

- Crestview Preparatory School – La Cañada Flintridge
- Curtis School – Los Angeles
- El Rodeo Elementary – Beverly Hills
- Hale Charter Academy – Woodland Hills
- Hawthorne Elementary – Beverly Hills
- Lanai Road Elementary – Encino
- Marquez Charter Elementary – Pacific Palisades
- Nestle Elementary – Tarzana
- Palisades Charter Elementary – Pacific Palisades
- Pomelo Community Charter Elementary – West Hills
- Gaspar De Portola Middle School – Tarzana
- Roscomare Elementary – Bel Air
- Serrania Charter Elementary – Woodland Hills
- Warner Avenue Elementary – Los Angeles
- Westwood Charter Elementary – Los Angeles
- Wilbur Charter Elementary – Tarzana

UCLA CELEBRATION of IRANIAN CINEMA

Farhang Foundation was proud to once again collaborate with the UCLA Film & Television Archive in presenting the Archive's long tradition of celebrating the best cinema from Iran and the Iranian diaspora with the latest edition of its annual survey of works by Iranian filmmakers, past and present.

This year, the program illuminated the latest cinematic trends with several comedies and outright satires appearing in the lineup alongside gripping dramas and documentaries that explore the complex realities of Iran's contemporary moment and the difficult history that shaped it.

We were also pleased to present new restorations of two landmark works by two founding filmmakers of the prerevolution Iranian New Wave, Forough Farrokhzad and Ebrahim Golestan, whose significant contributions have been overlooked owing to the inaccessibility of their films.

Opening night took place on April 27 with the Los Angeles premiere of the internationally acclaimed *Tehran: City of Love*, winner of Best Actress for Forough Ghajabagli (Beijing Film Festival), with special guest writer, and director Ali Jaberansari in person. Other notable guest appearances included Payman Maadi for his second directorial feature *Bomb, a Love Story*. The event concluded with a special talk by artist Sussan Deyhim and professor Ahmad Karimi-Hakkak, who discussed Forough Farrokhzad and Ebrahim Golestan's contributions to the Iranian new wave movement and Iranian cinema in general. This event is attended by nearly 3,000 fans of Iranian cinema annually.





7TH ANNUAL PACSA CELEBRATION

WITH
شادی امینی
SHADI
AMINI



USC's PACSA presented their 7th annual celebration with musical guest Shadi Amini, her ensemble, and special guests. This year's event focused on music, art, and dance in the context of womanhood and femininity.



Rashin Kheiriyeh Mural



Farhang Foundation continued its collaboration with Beautify Earth in the urban beautification campaign to decorate the streets of Los Angeles with Iranian art. The second installment of this series featured artwork by internationally acclaimed artist Rashin Kheiriyeh inspired by the poetry of Rumi. The mural was installed in the city of Santa Monica off Wilshire Blvd. and has fast become a social media phenomenon within the L.A. community.

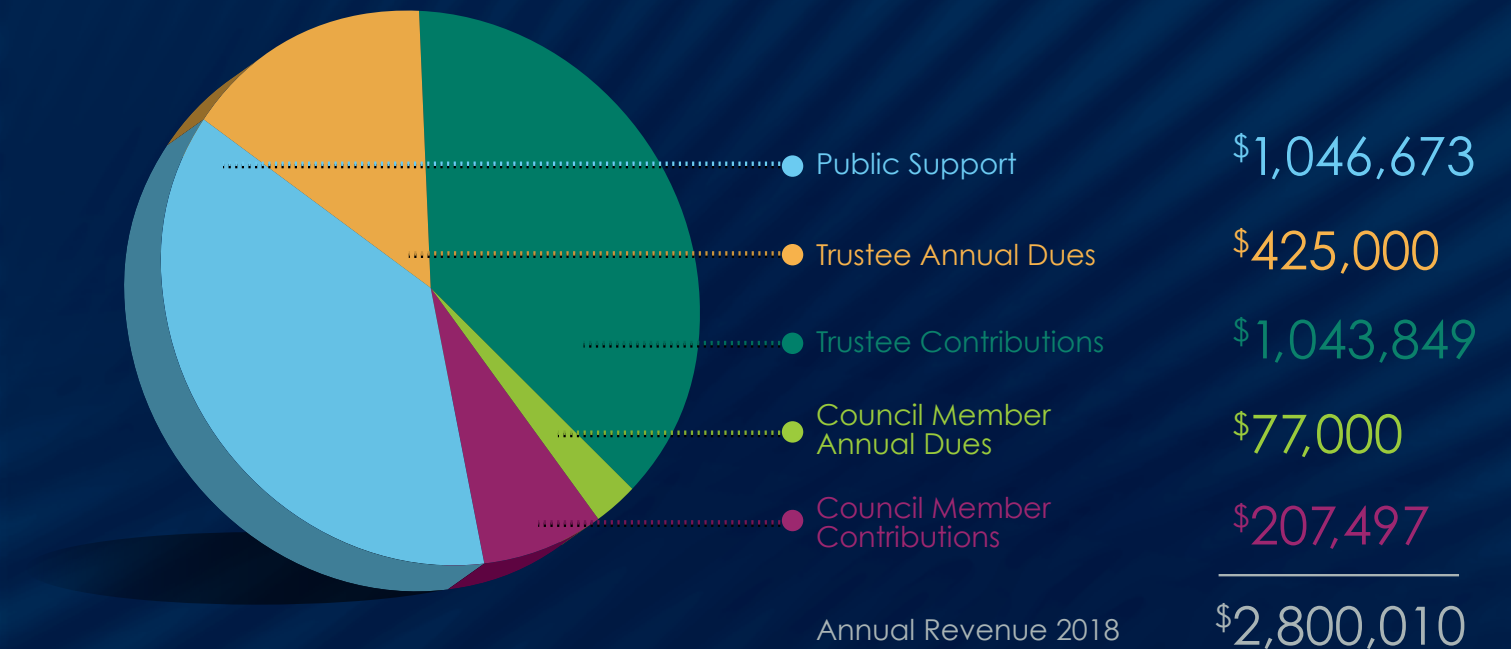
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Your membership supports Farhang's mission to celebrate and promote Iranian art and culture for the benefit of the community at large.

Farhang.org/Membership

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Please consider financially supporting us with a tax-deductible donation at:

Farhang.org/Donate

After all, it is our farhang...

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Seifollah Samadian
Gazelle Samizay
Ava Sardripour
Dokhy Satrap
Parviz Sayyad
Schoenberg Hall
Sourena Sefati

Special Thanks (Continued)

- Segerstrom Center
for the Arts

Peter Sellars

Serrania School

Homayoun Shajarian

Mojgan Shajarian

Hadi Shakerian

Shana Design

Melissa Shoshahi

Farangis Siahpour

Dean Judith L. Smith

Snyder Auctions LLC
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Mandana Soleimani

Mojan Sowlaty

Carl St.Clair

Star Education

Behzad Tabatabai

Babak Tafreshi

Taft High School

Mohammad Tavakoli-Taraghi

Ardeshir Tavangarian

Fariba Tavassoli
- Tehran Market

Paul Tidwell

David Truly

UCLA Bruins
Marching Band

UCLA Film & Television Archive

UCLA Herb Alpert
School of Music

University of California,
Irvine (UCI)

University of California,
Los Angeles (UCLA)
- University of Southern
California (USC)

Wallis Annenberg Center
for the Performing Arts

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