



FARHANG
FOUNDATION

2015 – 2016 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.

Contents

Letter from the Chairman: Farhang's 8th Year	8	The Joy Of Iranian Classical Music: Mojgan Shajarian	36
2016 Nowruz Banner Contest	10	8th Annual Nowruz Celebration at LACMA	37
2016 Nowruz Programming Proposal	11	2016 Nowruz Celebration at UC Irvine	42
1st Annual OC Fundraising Sunset Cruise	12	Iran's Post-Sanctions Economy: Challenges & Opportunities	44
Grand Performances: Sahba Motallebi & Friends	14	Iranian Mural Design Competition	45
2015 UCI Mehregan Conference	15	Iran Through Books at the 2016 L.A. Times Festival of Books at USC	46
Teaching Persian in the 21st Century	16	Global Impact of Contemporary Iranian Art by Talinn Grigor (Getty & UCI)	48
Persian 101: After-School Program	17	Iranian Music Workshop (Tasnif) by Kourosh Taghavi	49
Fifi Howls From Happiness	18	2016 UCLA Celebration of Iranian Cinema	50
Iranian Studies at USC: Signed Agreement for Bachelor of Arts	19	Maryama Band: Secret Diaries of a Middle Eastern Mermaid	52
2015 Farhang Heritage Award: Shirin Neshat	20	Persian Immersion Cooking Class	53
5th Annual Farhang Foundation Fundraising Gala	22	Sheida Mohamadi Book Signing Event at UCI	54
Freedom: A Shared Dream, Winning Design	24	Farhang Sources of Funds 2015–2016	55
2015 AFI Film Festival	26	Our Team	56
Sibarg Ensemble Concert: Persian/Jazz Improvisation	27	Farhang Councils	57
Farhang Generations Networking Mixers and Art Exhibitions	28	Patrons & Donors	58
4th PACSA Celebration of Iranian-Trojan Achievements	30	Special Thanks	60
3rd Annual Farhang Connect	31	Volunteers	62
3rd Annual Shab-e Yalda Celebration	32	How You Can Help	63
Reza Deghati: The Power of Photography For Humanity	34		
2nd Annual Distinguished Lecture Series at USC	35		

Letter from the Chairman: Farhang's 8th Year

Dear Friends,

Reflecting on the past year at Farhang, our eighth year in existence, I am very proud of all that we have achieved together. This past year has been one of the most successful and awe-inspiring years in Farhang history, not only for Farhang members and supporters, but also for all Iranian Americans in Southern California.

In November 2015, Farhang announced the winning design for Freedom: A Shared Dream, a monument to shared human values and multicultural coexistence that will be gifted to the City of Los Angeles. We were thrilled that world-renowned artist, engineer, and architect Cecil Balmond, OBE, was selected as the winner of this historic project, and we couldn't be more pleased with his beautiful design – inspired by the Cyrus Cylinder and representing the ideals of Cyrus the Great. The Freedom Sculpture project has received unprecedented support from the entire community. It will serve as a permanent reminder of the universally shared values of individual freedom that originated in Iran over 2,500 years ago.

Farhang also made strides in the academic arena with the continued development and expansion of our Iranian Studies program at the University of Southern California (USC), with the help of our Iranian Studies Council at USC and the support of our generous friends. This is the first such program in the University's history. We are feverishly working to expand our scope with the hope of offering a major degree in the near future. So stay tuned for more exciting news and developments in early 2017!

Through our partnership with the USC Dornsife Middle East Studies program, we continued our highly regarded Distinguished Lecture Series, offering insightful talks by experts on Iran and Iranian culture. We also continue to support student programs by sponsoring USC's Persian Academic and Cultural Student Association (PACSA) in bringing various culturally significant programs to the campus to celebrate and promote Iranian heritage.

In 2015 we were also thrilled to launch our first-ever Persian language and culture after-school program in public elementary schools in Southern California. Farhang Foundation believes strongly in the extreme power and significance of this program, as it serves the most important segment of our population, young students. Our goal is to inspire students from all cultural backgrounds to learn the Persian language and other aspects of Iranian culture, thus planting the seeds of cultural diversity at a young age.

Our academic efforts also reached Orange County with the launch of the first-ever Persian Studies minor program at the University of California, Irvine (UCI) in the fall of 2015. Thanks to our Orange County Council, the launch of this historic program provided students in Orange County with an opportunity to receive a degree in Persian Studies and learn more about the beautiful culture, literature, and history of Iran. We continued our collaboration with UCI's Jordan Center for Persian Studies in presenting our annual Iranian Lecture Series and our first-ever Mehregan Conference focusing on Persian philosophy and music.

In 2016 our relationship with UCI expanded even further as we collaborated with the Claire Trevor School of the Arts to present our annual celebration of Nowruz in the O.C. Year after year Farhang's Nowruz celebrations continue to grow and expand, and in March 2016, we hosted Farhang's largest and most successful Nowruz celebration at UCI with over 1,200 attendees!

Speaking of Nowruz, our 8th Annual Nowruz Celebration at LACMA became the most successful and well-received event in Farhang Foundation's history. This event has become the largest Nowruz celebration in the United States, if not the entire world. We featured the debut of Mamak Khadem's multimedia Nowruz program, Whispers of Spring, which premiered to a sold-out audience, and the celebrations continued with our 3rd Annual Iranian Costume Parade, children's activities, music and dance, and a closing outdoor concert by the groundbreaking musical group, Niyaz.

Farhang's Nowruz celebrations are always a joy to attend and provide a platform for individuals from all walks of life to join in the celebration of the first day of spring. The event was attended by an estimated 20,000 visitors, making it the most attended single day events in LACMA's long history. Because of the exceptional popularity of this event, in 2017 Farhang Foundation will be moving our annual Nowruz celebrations to UCLA's Royce Hall, to further expand the program and accommodate the increased demand by the public.

Farhang Foundation has always been a strong supporter of Iranian Cinema, and this past year was no exception. In November 2016, we were proud to join forces with the American Film Institute in sponsoring all of the Iranian films being screened at the AFI Fest, the country's largest film festival dedicated to international cinema.

In addition to the AFI Fest, in April 2016 Farhang Foundation was once again the sole sponsor of the long-running UCLA Celebration of Iranian Cinema presented by the UCLA Film & Television Archive. This was the series' 27th year and its most attended one thus far, kicking off with the sold-out Los Angeles premiere of Two, directed by Soheila Golestani. We were honored to be able to host Ms. Golestani as our guest of honor on the opening night with the premiere of her groundbreaking film. This

year's celebration included in-person appearances by other notable filmmakers, actors, and historians such as Roya Teimoorian, Hamid Naficy, Alireza Raissian, Zamani Esmati, and Behtash Sanaeeha.

As part of our commitment to engaging the community at large in our activities and events, this year Farhang continued to support artists worldwide by hosting several public art competitions, including our first-ever Iranian Mural Design competition in collaboration with Beautify Earth. This latest competition received over 100 submissions from around the world, with many coming from Iran. The winning designs of this competition will be commissioned as street art murals throughout the city of Los Angeles, just one more way to share the beautiful art of Iranian artists with the entire community!

Farhang Foundation's many successes this year mark only the beginning of more to come.... Our mission is to ensure that our culture and heritage will survive in diaspora well into the future. It is imperative that we continue to support the development of academic initiatives such as those we have sponsored at USC and UCI, cultural programs such as Nowruz and the UCLA Celebration of Iranian Cinema, and our historic monumental gift Freedom: A Shared Dream!

We thank our dedicated and passionate board members for their vision, our resourceful council members for their determination, our hard-working management team for their dedication, and of course our friends, volunteers, and supporters for their endless generosity and support!

Sincerely,



Ali C. Razi

Chairman of the Board of Trustees Farhang Foundation



2016 Nowruz Banner Contest

Maryam Ghanbarian, an Iranian Graphic Designer from Tehran, was selected as this year's Nowruz Banner competition winner. This month, Maryam's submission – a stunning design representing elements of Nowruz, such as Sabzeh (wheatgrass) and goldfish – was featured on street banners along prominent boulevards in Los Angeles, announcing Farhang's 8th Annual Nowruz celebration at the Los Angeles County Museum of Art (LACMA) on March 13, 2016.

"Nowruz is the celebration of life and its renewal rooted in a tradition that has a unique place in Iranian culture," said Maryam Ghanbarian. "Inspired and moved by my own feelings during Nowruz, I chose the symbols that I see as the most representative elements of Nowruz for my design. Nowruz starts with growing the wheatgrass (Sabzeh) that announces the arrival of the New Year, and to me the goldfish represent purity, freshness, and vitality. I am happy and proud that my design has been selected by Farhang Foundation as the winner of this year's competition, and I hope that with this work I have made a contribution to introducing the beauty and richness of the Iranian culture to the world!"

Farhang Foundation's annual Nowruz Banner Contest was launched in 2010 as a prelude to Farhang's signature event, the annual Nowruz celebration. Each year, Farhang Foundation, through its Nowruz Banner Contest, 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. During the weeks leading to Farhang's annual Nowruz celebration, the winning design is featured on large street banners in prominent areas of Los Angeles announcing the event.



2016 Nowruz Programming Proposal

Through its annual Nowruz Program Contest, Farhang Foundation calls on performers, musicians, actors, playwrights, and other talented individuals to submit proposals for performing arts pieces that epitomize the meaning of Nowruz. Every year, Farhang selects one proposal and works with the artist to produce a dynamic and immersive theatrical experience that is performed before a live audience during Farhang's annual Nowruz celebrations.

The winner of this year's Nowruz Program Contest was Mamak Khadem, called "one of the wonders of world trance music" by the *Los Angeles Times*. Her multimedia theatrical piece, *Whispers of Spring*, shared the hopeful message of spring from the length and breadth of the Silk Road. Mamak Khadem led an adventurous group of international artist travelers as they brought the celebration of Nowruz to the stage from countries influenced by the vast Persian Empire's reach – Iran, Afghanistan, Tajikistan, India, Azerbaijan, Albania, and Georgia. *Whispers of Spring* represented a new way of celebrating Nowruz that transcended geographical boundaries. Members of diverse communities come together, drawing inspiration from each other to deliver a truly international celebration to the Iranians and the greater community of Los Angeles with music, dance, poetry, and dramatic images and film from Mamak's travels on the Silk Road.

"As an Iranian immigrant, for years I have dreamt of going back to my native country where Nowruz is embedded in culture and tradition. After more than thirty years, and finally being able to call Los Angeles home, I realize that the most meaningful celebration takes place in one's heart", said Mamak Khadem. "Over the years, I've come to personally rediscover that Nowruz is about new birth, new life, and new beginnings, pushing boundaries, striving for full potentials, and connecting to your inner power. For these reasons, I am producing this event for Farhang Foundation. Farhang has most diligently conveyed these meanings of Nowruz to the community at large, and this March, I am honored to be part of the celebrations and to do my part in expressing what I feel is the true essence of Nowruz."



1st Annual Orange County Fundraising Sunset Cruise

Farhang Foundation hosted its first annual fundraising cruise in Newport Beach Harbor on Sunday, June 28, 2015. The event featured a performance by the renowned Sahba Motallebi. The sold-out event benefited the programs and initiatives organized by Farhang's Orange County Council, including the historic and newly launched Persian Studies Minor program at UC Irvine. The generous support of participants enriched the Iranian American community in Orange County and beyond for many years to come.



GRAND PERFORMANCES

Sahba Motallebi & Friends



Farhang was proud to join forces with Grand Performances to sponsor a free night of Iranian music under the stars in Downtown Los Angeles. This special night featured *tar* and *setar* virtuoso Sahba Motallebi, with special guests Mamak Khadem, Niyaz's Loga Ramin Torkian and Azam Ali, Sina Sarlak, Mehdi Bagheri, Miles Jay, TJ Troy, Naghmeh Farahmand, and Robyn Friend. This free event was attended by nearly 4,000 music lovers and was a great way to close the 29th annual summer season at Grand Performances.



2015 MEHREGAN UCI CONFERENCE IN SEARCH OF MEANINGS

Farhang Foundation, in collaboration with the Jordan Center for Persian Studies at UCI, launched the first annual Farhang Foundation Mehregan Conference. The free maximum-capacity-filled conference included a lecture by Professor Dick Davis, titled *The Poet, the Sufi, and the Self in Attar's Conference of the Birds*, and a lecture by Professor Leonard Lewisohn, *Sufism and the Religion of Love*. The event concluded with a musical demonstration of and performance on the reed flute by Professor Hossein Omoumi and was followed by a reception at the Jordan Center for Persian Studies.





TEACHING PERSIAN IN THE 21ST CENTURY

An intensive two-day workshop for Persian Instructors presented by the Palos Verdes Persian Heritage Foundation.

The workshop, in part sponsored by Farhang Foundation, was led by USC Assistant Professor Dr. Peyman Nojournian, who teaches the Persian Language courses of USC's Iranian Studies program.

All participants were awarded a Certificate of Completion.

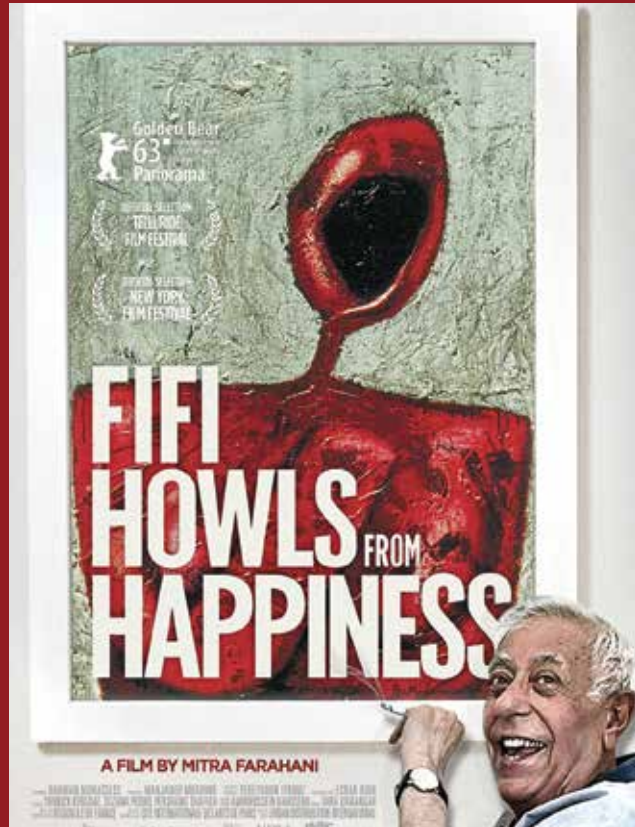


Persian 101: Persian Language & Iranian Culture After-School Program

Farhang Foundation joined forces with STAR Education and the Los Angeles Unified School District to launch a Persian language and Iranian culture after-school program in public elementary schools throughout Los Angeles, Beverly Hills, and the San Fernando Valley.

The goal of this program is to inspire students from all cultural backgrounds to learn the Persian language and other aspects of Iranian culture that are major components of the diverse landscape of Southern California. The first classes launched in September 2015 in the city of Beverly Hills, and the program quickly expanded to Los Angeles, Pacific Palisades, and Tarzana.

The program offers K-6 students an introduction to Iranian culture and the Persian language, encompassing reading, writing, art, music, dance, and more. Farhang hopes to expand this program to additional schools in Southern California in the coming year.



Screening + Q&A with Director Mitra Farahani

Farhang presented two very special screenings of the critically acclaimed documentary feature film titled *Fifi Howls From Happiness* about the fascinating and extraordinary life of Iranian artist Bahman Mohassess, also known as the Iranian Picasso. The screenings were held at LACMA and UC Irvine and were both followed by Q&As with the film's director Mitra Farahani and producer Marjaneh Moghimi.



IRANIAN STUDIES AT USC SIGNED AGREEMENT FOR A BACHELOR OF ARTS



Farhang Foundation's Iranian Studies Initiative at the University of Southern California is a multiphase effort launched in 2010 to establish a first-ever Iranian Studies degree program at USC. Phase I of this project focused on the creation of Persian Language classes in 2011, and phase II led to the development of an Iranian Studies Minor Program in 2013.

In December 2015, Farhang Foundation and USC signed an agreement to complete the final phase of this historic initiative, which will result in the establishment of a degree program to offer a Bachelor of Arts in Iranian Studies at the university.

This is a proud accomplishment for Farhang and the Iranian-American community.

Shirin Neshat

2015 Farhang Heritage Award Recipient



MAIN PHOTO: Rodolfo Martínez / TOP LEFT: Shirin Neshat *Rahim*, from *Our House Is On Fire* series, 2013 Digital C-print and ink 60 x 48 inches (152.4 x 121.9 cm).
BOTTOM LEFT: Shirin Neshat *Speechless*, 1996 Gelatin silver print and ink 66 x 52 1/2 inches (167.6 x 133.4 cm). TOP RIGHT: Shirin Neshat *Roja (Patriots)*, from *The Book of Kings* series, 2012 ink on LE silver gelatin print 60 x 45 inches (152.4 x 114.3 cm). BOTTOM RIGHT: Shirin Neshat *Divine Rebellion*, from *The Book of Kings* series, 2012 Acrylic on LE silver gelatin print 62 x 49 inches (157.5 x 124.5 cm). Photos copyright Shirin Neshat Courtesy Gladstone Gallery, New York and Brussels.

The 2015 Farhang Heritage Award honored to Shirin Neshat, the internationally acclaimed Iranian artist who rose to fame following her groundbreaking *Women of Allah* photography series in the 1990s. Farhang Foundation was proud to recognize Ms. Neshat for her enrichment of society through her extraordinary artistic contributions to the world, at the 5th Annual Farhang Foundation Fundraising Gala on November 7, 2015

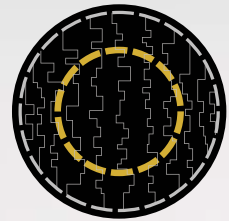
Farhang Foundation held its 5th Annual Fundraising Gala on Saturday, November 7, 2015, at the historic Beverly Wilshire hotel in Beverly Hills. The event was attended by a record-breaking, sold-out audience of generous supporters.

5th Annual Fundraising Gala

The highlight of the evening was the award ceremony for the 2015 Farhang Heritage Award, presented to the extraordinary and groundbreaking artist Shirin Neshat, who was in attendance for the award and who delivered a moving and inspirational acceptance speech.

The evening also featured live musical performances by Arash Avin and the musical group Rouge and was emceed by the talented comedian Max Amini. This year's gala ranked as the most successful fundraiser in Farhang Foundation history, and we couldn't have done it without all of our supporters. The funds raised at this event support Farhang's multitude of projects and programs throughout the year.





FREEDOM
— a shared dream —

Freedom: A Shared Dream — Winning Design —



FreedomSculpture.org

In early November 2015, Farhang Foundation was thrilled to announce the winning design of *Freedom: A Shared Dream* by world-renowned artist, architect, and engineer Cecil Balmond, OBE.

This sculpture honors the ideals of Cyrus the Great, who endorsed fundamental human rights, such as religious and personal freedom. It is made of two cylinders, an inner gold cylinder and an outer silver cylinder with universal prime numbers. When asked how he would demonstrate the ideals of Cyrus the Great in the sculpture, Balmond responded: "The values of Cyrus the Great are a message for all time for all people. The declaration of human rights is a precious jewel for humanity, and I conceived the sculpture as such, a golden treasure (the inner cylinder) buried within the surface silver, the appearance of our lives."

Once completed, the sculpture will be gifted to the city of Los Angeles by Farhang Foundation on behalf of all Iranians, and it will be unveiled in the summer of 2017 on Santa Monica Boulevard in Century City during an official ceremony. We would like to thank all our supporters, judges, and city officials who continue to support this historic project.



To learn more about the project and how you can help support it, please visit FreedomSculpture.org

2015 AFI Film Fest

In our continuing efforts to promote Iranian films to the community at large, in 2015 Farhang Foundation joined forces with the prestigious American Film Institute at the 2015 AFI Fest. Two critically acclaimed Iranian films (*Nahid* and *Paradise*) were showcased at this year's festival. Both films attracted packed audiences and were praised for their artistic plots and cinematography.

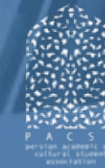
The screening of *Paradise* was followed by a Q&A with director Sina Ataeian Dena and producer Amir Hamz. The AFI Fest is annually attended by an estimated 80,000 audience members and is the premier festival of foreign-language films in the United States.



Nahid



Paradise



Sibarg Ensemble Concert: Persian / Jazz Improvisation

PACSA, in collaboration with Farhang Foundation, proudly presented an evening of musical enchantment with Sibarg Ensemble, a contemporary Iranian band based in Orange County.

The goal of the concert was to celebrate Persian classical, folkloric, and contemporary Jazz music. Sibarg is one of the forerunners of the modern Iranian Jazz movement, well known for the unique way it fuses Western Jazz with traditional Iranian music.

Hesam Abedini formed Sibarg in 2008 while studying in the Tehran University School of Music. Since its inception, the group has regularly performed around the world. The current "ensemble" consists of Niloufar Shiri (kamancheh), Ebrahim Poustinchi (tar), Kyle Motl (double bass), Josh Charney (piano), Arian Khoroushi (percussion), with Hesam Abedini as the vocalist.



Farhang Generations Networking Mixers and Art Exhibitions

Farhang Foundation's Generations Council organized several events to bring young professionals from all backgrounds together to network and enjoy Iranian art and culture.



The events included an art exhibition at the famed Seyhoun Gallery, featuring contemporary Iranian masterpieces, including works by Houshang Seyhoun, Masoud Arabshahi, Parviz Kalantari, Sadegh Barirani, Hossein Mahjoubi, Jafa Rouhbakhsh, and Eynodin Sadeghzadeh. Special thanks to our host, Maryam Seyhoun, for curating this great exhibition.



PACSA 4TH ANNIVERSARY: A CELEBRATION OF MUSIC, FOOD & IRANIAN-TROJAN ACHIEVEMENTS

Farhang Foundation was pleased to support the annual celebration of Iranian Trojan Achievements hosted by USC's Persian Academic and Cultural Student Association (PACSA). The event celebrated the past year's achievements, including the thriving Iranian Studies minor program at USC, as well as PACSA's continued growth. The evening was highlighted by a musical performance by the talented Sina Salimi, along with a satirical talk by the renowned writer and journalist, Ebrahim Nabavi.



3rd Annual Farhang Connect

Farhang's Generations Council, dedicated to young professionals, hosted its 3rd Annual Farhang Connect event on January 23, 2016, at the famed Bootsy Bellows club. The event was another fun networking opportunity for young professionals and featured comedy by the one and only Tehran, music by DJ Kabo, dancing, and delicious Persian Cuisine!



Bootsy Bellows



3rd Annual Celebration of Shab-e Yalda

For the third year in a row, Farhang Foundation celebrated *Shab-e Yalda* (winter solstice) with a sold-out crowd. The celebration, held on Saturday, December 12, 2015, at the Moss Theater in Santa Monica, showcased an incredible group of artists.

The Hamid Saeidi and Mehrdad Arabi Ensemble performed a fascinating program, *Badeh Va Taraneh* (a sing-along of the most beloved Iranian songs of all time).

This memorable night brought back many memories and many smiles.

The one and only Gordafarid mesmerized the crowd with her beautiful storytelling and the recounting of the history of *Yalda*. The sublime vocalist Farimah Shahraz continued to enliven the memories with her soulful voice. A surprise guest, the soulful and beloved Arash Avin, joined Ms. Shahraz for a magnificent duet that brought the crowd to their feet. The celebration concluded with delicious Yalda delights such as pomegranate, *Ash-e Reshte*, and *Ajil Shirin*.





REZA DEGHATI

The Power of Photography for Humanity

USC's Persian Academic and Cultural Student Association (PACSA) and Farhang Foundation presented an insightful and riveting talk by world-renowned photographer and explorer Reza Deghati, who discussed the power of visual media and their effect on social change and humanity's perspective. The talk was followed by a very special workshop and portfolio review for aspiring photographers, which provided a once-in-a-lifetime opportunity to have Reza Deghati review and comment on their works.



USC Dornsife – Farhang Foundation 2nd Annual Distinguished Lecture Series

USC's Middle East Studies Program presented two lectures as part of the USC Dornsife–Farhang Foundation Iranian Studies Initiative distinguished lecture series.

Dr. Hamid Naficy, professor of Radio-Television-Film and the Sheikh Hamad bin Khalifa al-Thani Professor in Communications at Northwestern University, presented insightful and riveting talks on the history of Iranian cinema titled *Iranian Post-Revolution Cinema: From Iconoclasm to Global Cinema* and *Iran's Mediatic Public Diplomacy with the West: War by Other Means*.

The lecture series aims to bring academic experts in Iranian culture, art, and history to USC to engage the community and share Iranian culture.



*Iranian Post-Revolution Cinema:
From Iconoclasm to Global Cinema*



*Iran's Mediatic Public Diplomacy With The West:
War by Other Means*

USC Dornsife
Middle East Studies Program

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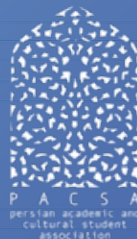
The Joy of Iranian Classical Music



Am

Em

USC's Persian Academic and Cultural Student Association (PACSA) and Farhang Foundation presented an interactive and demonstrational lecture by one of today's most promising musical artists specializing in traditional and classical Iranian music and instruments. Mojgan Shajarian, who was trained and educated by masters of Iranian music, instructed attendees on how to appreciate and understand classical Iranian music. This was another free cultural and educational event organized by PACSA at USC and sponsored by Farhang Foundation.



8th ANNUAL
NOWRUZ
CELEBRATION
AT LACMA



8th ANNUAL NOWRUZ CELEBRATION AT LACMA

Farhang Foundation's 8th Annual Nowruz (the Iranian New Year) Celebration, in collaboration with LACMA, was Farhang's largest Nowruz celebration ever. This year the Nowruz Celebration was attended by an estimated 20,000 visitors, making it one of the largest single-day events in LACMA history! The event was featured in numerous publications and in media platforms including NBC News. It is the largest celebration of Nowruz in the United States.

The Nowruz Celebration included a traditional Haft-Sin display, Saz-O-Dohol musicians, and traditionally garbed dancers entertaining throughout the day. The delightful 3rd Annual Costume Parade was a feast for the eyes, offering viewers a spectacular procession of children and adults in colorful Iranian costumes.

One of the many highlights of the day included the world premiere of Mamak Khadem's *Whispers of Spring*, a glorious musical journey that shared the hopeful message of spring from the length and breadth of the Silk Road. The show featured traditional musical instruments, dance, the Navaii women's choir, and a charming children's choir.

The day's festivities also included varied children's programming, including arts and crafts and an interactive musical program by the delightful Ziba Shirazi. The day was capped off with a live outdoor concert by the evolutionary force in contemporary Middle Eastern music, Niyaz, featuring Azam Ali. The concert was attended by over 4,000 music lovers.

Since 2009 Farhang Foundation has hosted a public celebration of the Iranian New Year, attracting visitors from diverse ethnic backgrounds including the sizable Iranian American community in Los Angeles. Beginning in 2017, this annual celebration will move to its new home at UCLA's Royce Hall and the surrounding grounds.

8th ANNUAL
NOWRUZ
CELEBRATION
AT LACMA



2016 Nowruz Celebration at UC Irvine

Celebrating the Iranian New Year (Nowruz) in Orange County has become one of Farhang Foundation's most popular traditions. This year, Farhang Foundation hosted a full day of Nowruz festivities at our new home at UCI's Claire Trevor School of the Arts, with nearly 1,200 guests joining the celebration.

The program offered something for everyone, including a stunning Nowruz *Haft-Sin* display, a Persian tea ceremony featuring traditional sweets, *Saaz-O-Dohol* musicians, and traditional Persian dancers spreading music and cheer throughout the day.

Ziba Shirazi delighted children and adults with her interactive outdoor musical performance. Undoubtedly, one of the highlights of the day was Mamak Khadem's Orange County premiere of *Whispers of Spring*, which was attended by a sold-out audience in the Claire Trevor Theatre.



IRAN'S POST-SANCTIONS ECONOMY: CHALLENGES AND OPPORTUNITIES



Farhang Foundation was proud to sponsor USC's Persian Academic and Cultural Student Association (PACSA) special lecture by Dr. Hashem Pesaran, who delivered his assessment of the current situation of Iran's economy and its prospects following the headline-making nuclear deal. The lecture was a necessary and timely addition to the discourse surrounding the potentialities and opportunities lying ahead for an economy some call the largest untouched emerging market in the world.



Iranian Mural Design Competition



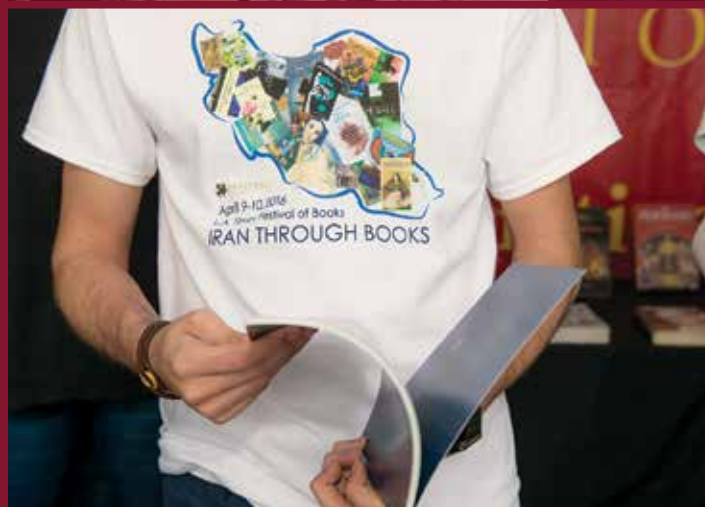
Farhang Foundation joined forces with Beautify Earth and called upon aspiring and veteran artists worldwide to submit original designs that conceptualize aspects of Iranian culture. Over 100 artists participated in this competition. The winning designs will be considered as the central artwork featured on a series of murals in prominent areas of Los Angeles. The competition offered contestants a once-in-a-lifetime opportunity to be a vital part of Farhang Foundation's efforts to celebrate Iranian art and culture with the Los Angeles community at large. The winning designs will be announced and unveiled in late 2016.





Iran Through Books at the 2016 L.A. Times Festival of Books at USC

For the second consecutive year, and thanks to the tremendous support of generous donors who participated in our special crowdfunding campaign, Farhang Foundation was once again able to present *Iran Through Books* at the country's largest book fair, attended by over 40,000 visitors. The two-day event was free to the public and helped give presence to Iranian books as well as books about Iran and/or by Iranian authors. Farhang's participation aimed to celebrate books and promote reading as a gateway to bring harmony and understanding to our diverse community in Los Angeles and Southern California. The event was highlighted by distinguished visiting authors and artists including Mehdi Kashani, Kurosh Valanejad, Sheefeh Khalili, Karl Altstaetter, Touraj Daryaei, and Randy Rogel.



Global Impact of Contemporary Iranian Art by Dr. Talinn Grigor



Dr. Talin Grigor, Professor of Art History at the University of California, Davis, was invited to Los Angeles for a series of insightful talks on Contemporary Art of Iran, which addressed the development of contemporary Iranian art, its production, and its institutions. The free talks were held at the Getty Center in Los Angeles and UC Irvine's Jordan Center for Persian Studies. Both were followed by a reception for Dr. Grigor.



Iranian Music Workshop (Tasnif) by Kourosh Taghavi



Renowned Iranian musician Kourosh Taghavi, faculty member of San Diego State University, held a workshop that provided an expressive outlet to those who enjoy Persian classical music.

During the event, students gained insight into the history of Persian classical music and learned parts of the Radif, including how to differentiate between *Dastgāhs* by playing and singing in different modes together, better known as *Tasnif-khaani*. The event was organized by PACSA and sponsored by Farhang Foundation.



2016 UCLA CELEBRATION of IRANIAN CINEMA

The UCLA Celebration of Iranian Cinema, now in its 27th year of celebrating the best in Iranian cinema, was once again attended by a record-breaking audience over a three-week period. Farhang Foundation was proud to once again be the sole sponsor of this amazing program. The series, curated by the UCLA Film & Television Archives, kicked off with the sold-out Los Angeles premiere of *Two*, the directorial debut by renowned actress Soheila Golestani. Golestani was the guest of honor on opening night, which was followed by a special VIP reception that took place in the Hammer Museum's Ammo and featured a Persian-inspired menu and refreshments.

This year celebrated a new field of surprising developments and diverse talents, who fused social concerns and private fascinations with expert filmmaking. The lineup included films by established filmmakers as well as emerging artists. Along with Soheila Golestani, several other featured directors, actors, and scholars made personal appearances, including Dr. Hamid Naficy, Alireza Rasissian, Roya Teimoorian, Zamani Esmati, and Behtash Sanaeeha. Other films screened during the series included *The Sale*, *Time to Love*, *The Man Who Became a Horse*, *Nahid*, *Judgement Day*, *The Cow*, *Wednesday, May 9*, *Hadji Sha*, *Risk of Acid Rain*, and *Avalanche*.





Maryama Band Secret Diaries of a Middle Eastern Mermaid

Maryam Mirbagheri, aka "Maryama," headlined a nostalgic night of jazz-pop and soul arrangements of famous Persian songs at USC's Tommy's Place. The event was organized by USC's PACSA and sponsored by Farhang Foundation.



Persian Immersion Cooking Class

Farhang Foundation hosted its first Persian cooking class for young professionals. The sold-out class was both educational and entertaining and provided busy professionals with quick and easy recipes in the art of Persian cuisine!





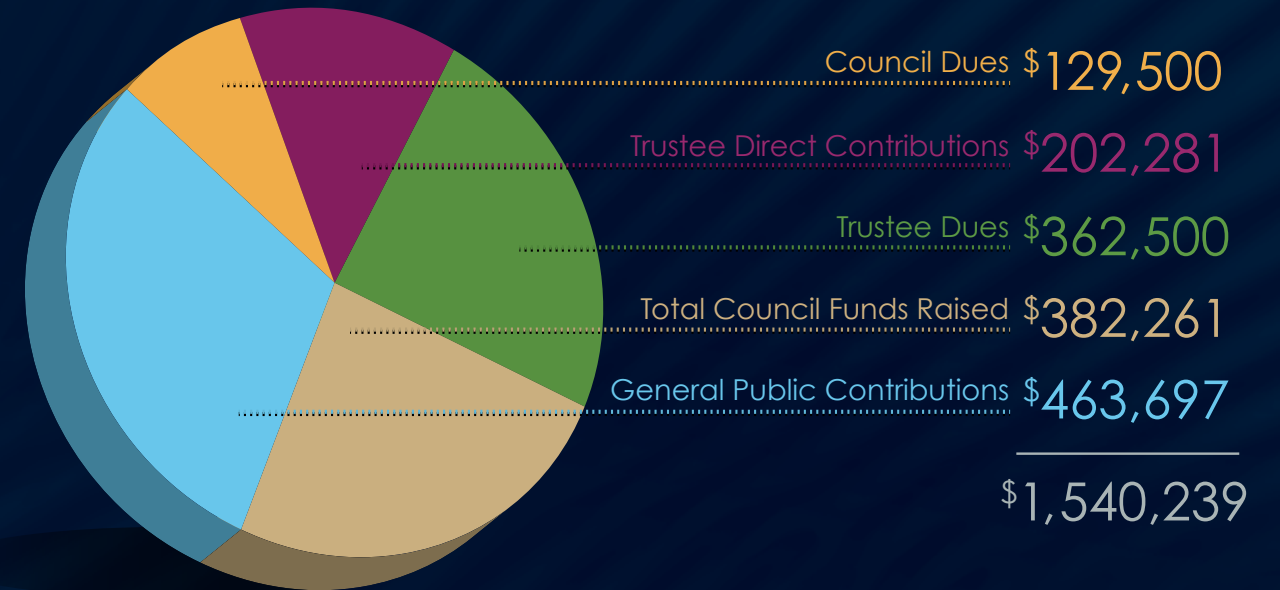
Sheida Mohamadi Book Signing Event at UC Irvine

Farhang Foundation and the Jordan Center for Persian Studies hosted a special book signing and poetry reading event with author Sheida Mohamadi, Poet in Residence at the Jordan Center for Persian Studies.

Her latest book, *I Blink, And You Are A Peacock*, featured her latest series of poems. The event was capped off with a special performance by cello maestro Homayoun Khosravi.



Farhang Sources of Funds 2015 – 2016



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Farhang.org/Donate

After all, it is our farhang...

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