



Iranian Studies at USC A Celebration of Our Journey

COVER DESIGN

Cover design by Pixsoul, Inc., created using the front page of issue number 27 from the journal of *Soor-e-Esrafeel*, where Ali Akbar Dekhoda created his famed satirical political column entitled “Nonsense” (Charand Parand).

Ali Akbar Dekhoda, an Iranian scholar and philologist, is responsible for the research, organization, and publication of the largest and most comprehensive Persian language dictionary in existence. This collection bears his name: *Dekhoda Dictionary* or *Loghat Nameh-e-Dekhoda*.

PHOTO CREDITS

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IRANIAN STUDIES AT USC

OUR DREAM

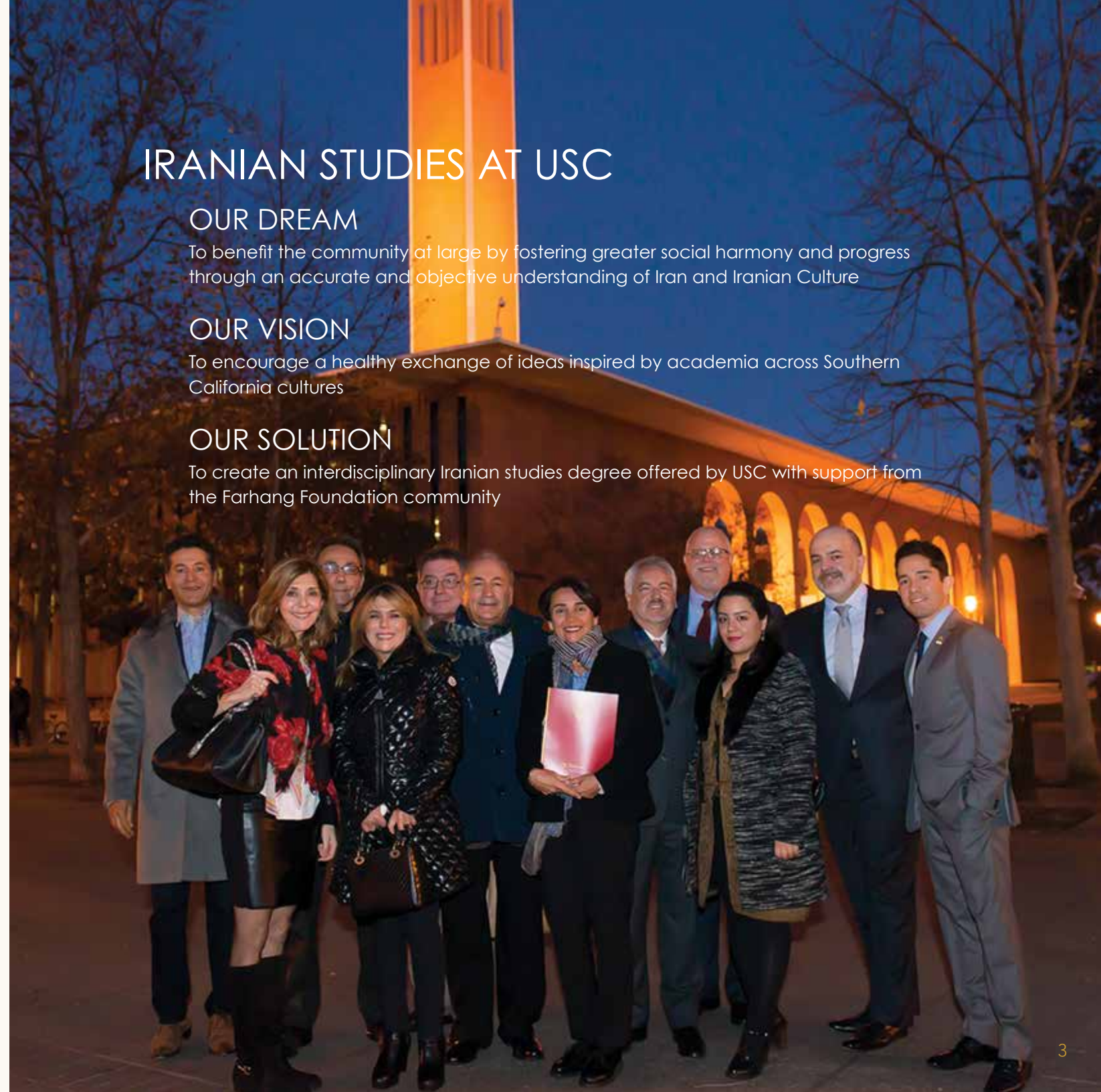
To benefit the community at large by fostering greater social harmony and progress through an accurate and objective understanding of Iran and Iranian Culture

OUR VISION

To encourage a healthy exchange of ideas inspired by academia across Southern California cultures

OUR SOLUTION

To create an interdisciplinary Iranian studies degree offered by USC with support from the Farhang Foundation community



*To understand today –
even in the harsh glare of modern problems –
one needs the context of the past.*

*One cannot understand today's Iran
without also recognizing what we all owe to
and have inherited from Persia,
out of which modern Iran evolved.*



BRUCE ZUCKERMAN

Myron and Marian Casden Director
and Professor of Religion and Linguistics,
University of Southern California

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OVERVIEW

WHY IRANIAN STUDIES

We believe a knowledge of Persian language along with an objective understanding of Iran's historical, cultural, and socioeconomic background will be an invaluable asset to any individual or entity active in foreign diplomacy, economics, energy, academia, and/or defense.

However, the benefits of having a comprehensive Iranian studies program at a prestigious academic institution such as USC extend well beyond these practical applications.

With this program, young Iranian Americans in diaspora can reclaim their cultural identity. It gives them a chance to help preserve the language of their parents, grandparents, and ancestors. It makes it possible for them to learn about their rich heritage and reconnect with their roots. And more importantly, it helps to bridge the differences and strengthen communities by sharing Iran's culture, literature, and history with non-Iranians.

“I don't think any student who wants to graduate with a degree in Middle East Studies can really think of him— herself as well-educated about the Middle East region without some grasp, some understanding of current Iranian culture, politics, and history.”

Laurie Brand

WHY NOW

We live at an interesting juncture in time. On one hand, hardly a day goes by that one doesn't see, hear, or read about the social, cultural, and political tensions around the world. On the other hand, we know that the Millennials are a generation of hyper-connected multi-culturalists: they are aware of, and curious or fascinated by, other cultures and countries.

Iran, thanks to its geopolitical position, has always been a significant player in the Middle East region. As this country continues to play a more active role in both regional and

global economic and political arenas, the inherent advantage of cultivating a deeper understanding of its rich culture and customs becomes increasingly apparent.

So the timing seems quite perfect for this partnership between Farhang Foundation's Iranian Studies Council and USC. Together, these two entities, with the support of the community, can champion and lead the path to greater social harmony and progress through fostering an accurate and objective understanding of Iran and Iranian Culture.

“I am from China, currently living in Los Angeles. I am a student in USC's Iranian Studies program. I would love to visit Iran one day, especially interested in visiting Isfahan because after all, Isfahan is 'half the world'!”

سلام. اسمم هست جیسون. من از چین هستم. الان من در لوس آنجلس زندگی میکنم. و من دانشجوی فارسی هستم. یک روز میخوام به ایران بروم، و به اصفهان بروم، چون اصفهان نصف جهان هست!

Zesheng (Jason) Chen

WHY FARHANG FOUNDATION

Farhang Foundation believes that the most immediate and enduring way to preserve Iranian heritage and honor its culture, history, and language is through education.

In 2010, with the generous and passionate support of a group of Iranian Americans who shared the same belief, Farhang Foundation's Iranian Studies Council was created.

This Council's principal task was to develop the first comprehensive Iranian Studies program at a premiere private research university in Los Angeles. USC was our choice.

“*The most impactful way of celebrating and communicating Iran's culture is by sharing its heritage and history through education. And at its core, this is what Farhang Foundation is about. Iranian Studies at USC will be the lasting legacy of Farhang.*”

Haleh Emrani

WHY USC

USC is one of the most influential universities in Southern California, with a solid reputation as the training ground for global leaders, future innovators, and change agents. This university has also been the academic hub of a large number of Iranian students, professors, administrators, alumni, and donors since the early 1970s.

So when it came to choosing an academic partner for the Iranian Studies program, USC was the ideal choice. It shared our vision and ambition, and it could ensure our success. To our delight, USC eagerly welcomed our proposal.

The Iranian Studies Program at USC is unique in that it offers a broader focus on Medieval and Modern Iran. Furthermore, as a successful private university, USC is free of the typical constraints experienced by state institutions. This means greater freedom and flexibility by the faculty and administrators to grow and adapt the program based on the students' changing needs. This is a critical advantage to help ensure the success of our program.

“*USC is one of the most diverse universities in the country, and many international students who take Iranian Studies classes can use that knowledge when they go back to their countries to establish relationships with Iran in various fields, maybe in politics, in international relations and business, and this will enrich the international community, not only for the region but as a globe.*”

Hani Khafipour



MILESTONES

OCT 29, 2010

Signing Ceremony: Phase I
[pg 13]



OCT 1, 2012

Dr. Majid Naini: Rumi's Discoveries and Magical Prescription of World Peace
[pg 15]



SEP 13, 2013

USC Visions & Voices presented an Evening with Prof. Dick Davis
[pg 34]



OCT 13, 2013

Cyrus Cylinder: Modern Myths and Ancient Realities [pg 16]

MAR 7, 2015

Interactive Music Workshop with Kourosh Taghavi [pg 23]



NOV 15-16, 2014

USC Creative Writing Workshop by Nima Dehghani [pg 22]



APR 5, 2015

From France to Iran: French Orientalism & the Persian Court [pg 25]



APR 22, 2015

The 1953 Coup Revisited and the Roots of Modern U.S.-Iranian Relations
[pg 24]



DEC 4, 2015

Iran's Post-Sanctions Economy: Challenges and Opportunities
[pg 31]



JUN 2011

USC Dornsife College names Dr. Peyman Nojournian Assistant Professor of the teaching of Persian
[pg 13]

NOV 2010

Farhang Foundation's Iranian Studies Initiative Official Launch [pg 13]



APRIL 7, 2013

The Discourse of Modernity in Iran, a lecture by Dr. Abbas Milani
[pg 15]



JAN 31, 2012

The Republic of the Imagination: An Evening with Azar Nafisi [pg 15]



APR 22, 2013

Iran and the Caucasus: A Long-Standing Legacy of Historical and Cultural Ties, a talk by Dr. Kaveh Farrokhi
[pg 15]



OCT 27, 2013

Hamlet, Prince of Grief [pg 18]

JUNE 19, 2013

Signing Ceremony: Phase II
[pg 13]



NOV 2-17, 2013

Creative Writing Workshop with Abbas Maroufi [pg 17]



APR 27-28, 2014

Lecture & Writing Workshop with Masoud Behnoud [pg 19]



NOV 3-4, 2014

"Nader Shah: Warlord or National Hero" and "Neither East nor West: The Roots of the Iranian Quest for Self-Sufficiency" - Two talks by Rudi Matthee [pg 21]



APR 10, 2015

Inaugural Farhang Foundation USC Iranian Studies Initiative Conference: Iranian Culture & Diaspora
[pg 26]

OCT 3-4, 2015

Teaching Persian in the 21st Century
[pg 37]



OCT 15, 2015

Workshop on Traditional Iranian Music [pg 28]

NOV 15, 2015

SIBARG Ensemble concert: Persian/Jazz Improvisation [pg 29]



DEC 14, 2015

Signing Ceremony: Phase III
[pg 13]



NOV 23, 2015

The Annual Celebration of Iranian-Trojan Achievements by PACSA (2015) [pg 30]



NOV 23, 2014

The Annual Celebration of Iranian-Trojan Achievements by PACSA (2014) [pg 20]



APR 18-19, 2015

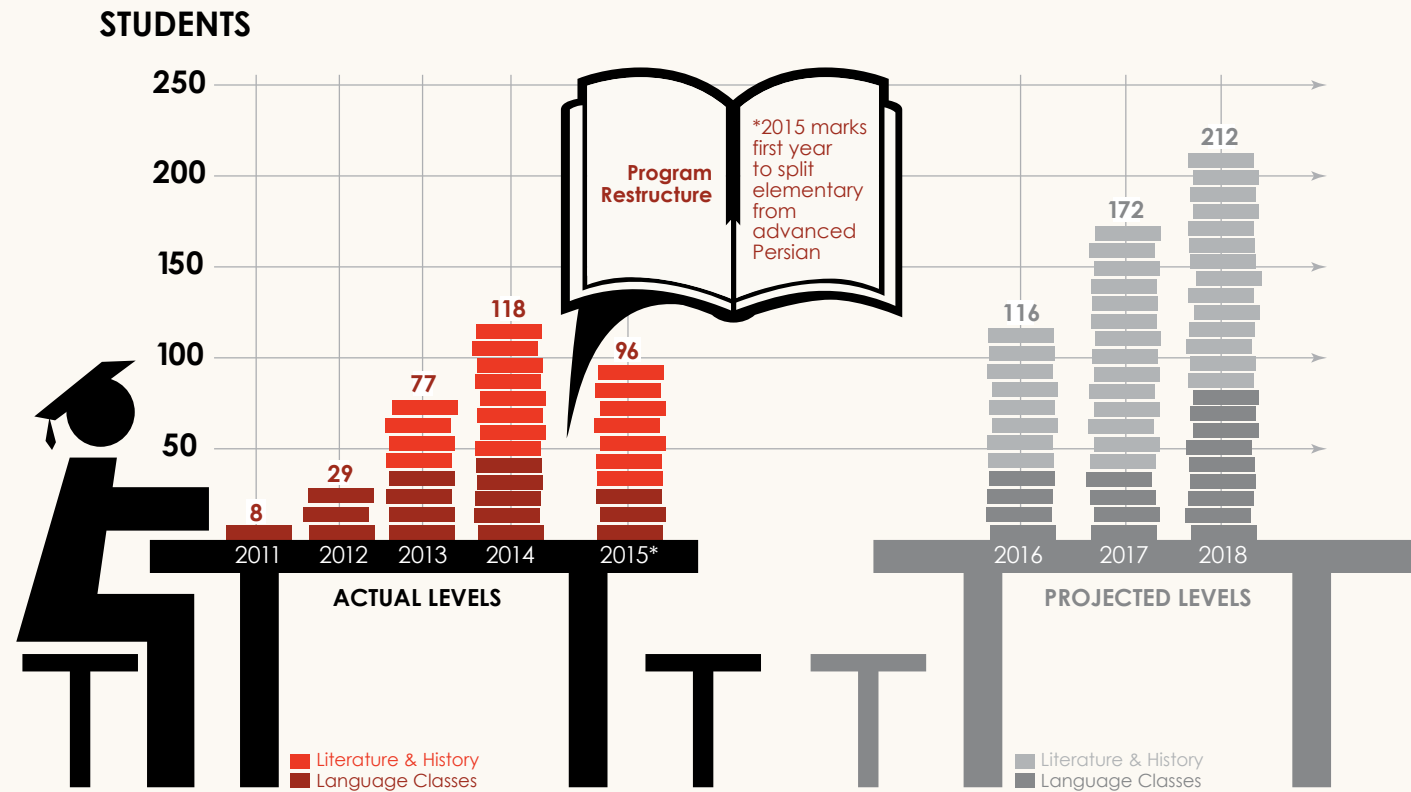
Los Angeles Times Festival of Books at USC [pg 27]

- EVENTS • KEY MILESTONES
 - LECTURE SERIES • WORKSHOPS
- Time increments not shown to scale.
Not all events listed.*

ACCOMPLISHMENTS

STUDENT ENROLLMENT

Farhang Foundation's ISI curriculum at USC has doubled each year since inception and is projected to grow at 35% to become one of Dornsife's premiere programs.



“Studying Persian helps me not only become a well-educated student of International Relations, but it also gives me a deep knowledge of the country's culture and customs that allows me to be an informed global citizen.”

Kaitlyn Hittelman (Persian-III Student)



PROJECT PHASES

In January 2010, in response to Farhang Foundation's interest in supporting an Iranian Studies Initiative, USC proposed a multiphased program:

PHASE I

The creation of Persian language classes

PHASE II

The development of an Iranian Studies minor program

PHASE III

The establishment of an Iranian Studies major program

FUNDRAISING MILESTONES

2010	INCEPTION	Partnership between Farhang Foundation and USC	—
2011	PHASE I	Persian Language Classes with Dr. Nojournian	\$250,000
2013	PHASE II	Iranian Studies Minor Program with Professor Khafipour	\$825,000
2019	PHASE III	Iranian Studies Major Program under the Middle East Studies Program	\$1,500,000

EVENTS

AN AFTERNOON WITH NOUREDDIN ZARRIN-KELK: THE FATHER OF IRANIAN ANIMATION

Farhang Foundation and the Iranian Studies Council at USC were the proud cosponsors of a retrospective screening and conversation with Nouredin Zarrin-Kelk, the father of Iranian animation.



Organized by the USC School of Cinematic Arts and open to the public, this on-campus program included the North American premiere of Zarrin-Kelk's 2011 film, *Bani Adam*, followed by a Q&A session and an afternoon serving of traditional Iranian tea. As part of the activities, a dinner reception was hosted by Farhang's Iranian Studies Council at USC at a private home, the night before the event.

Nouredin Zarrin-Kelk, affectionately called Noori, started his career at 16, drawing caricatures for Iranian magazines. After earning a Ph.D. in pharmacology, he worked as an illustrator trying to change the long-held tradition of imageless textbooks in Iran. While working at Iran's Institute for the Intellectual Development of Children and Young Adults, Noori became interested in the art of animation. In Belgium he studied animation with Raoul Servais and was soon making films for children. He has since advanced Iranian animation almost singlehandedly by founding the country's first animation school in 1974 and Iran's branch of the International Animated Film Society in 1987.

LECTURE SERIES

Since its inception in 2011, the Iranian Studies program at USC has benefited its students by offering them a variety of lectures and presentations by renowned scholars and experts in the field of Iranian studies.

Farhang Foundation has been a proud sponsor of a number of these presentations organized by various USC entities including Visions & Voices, as well as the Persian Academic and Cultural Student Association.

Following is a listing of these events to date:

The Republic of the Imagination: An Evening with Azar Nafisi

Azar Nafisi is the critically acclaimed author of *Reading Lolita in Tehran*, a long-running number one New York Times best seller published in thirty-two languages, and *Things I've Been Silent About*, also a New York Times best seller. A fellow at Johns Hopkins University's School of Advanced International Studies, she has taught at Oxford University and several universities in Tehran.

The Discourse of Modernity in Iran: A Lecture by Dr. Abbas Milani

Abbas Milani is the Hamid & Christina Moghadam Director of Iranian Studies at Stanford University and a Professor (by courtesy) in the Division of Stanford Global Studies. He has been one of the founding codirectors of the Iran Democracy Project and a research fellow at the Hoover Institution.

Dr. Majid Naini: Rumi's Discoveries and Magical Prescription of World Peace

Dr. Majid Naini is one of the world's foremost Rumi scholars. He holds a Ph.D. in Computer and Information Science & Technology from the University of Pennsylvania.

Iran and the Caucasus: A Long-Standing Legacy of Historical and Cultural Ties, a talk by Dr. Kaveh Farrokh

Dr. Kaveh Farrokh is dedicated to the Advancement of Ancient Iranian and Classical Studies. An author specializing in Iranian history, he is also a frequent lecturer on Iran-related topics at the University of British Columbia. His major focus is the relationship between ancient Iran and the civilizations of the Greco-Roman world (and its European successors), India, China and the Far East, and the Arabo-Islamic world.



CYRUS CYLINDER: MODERN MYTHS AND ANCIENT REALITIES

In conjunction with Farhang Foundation's support of the Cyrus Cylinder Exhibition at the Getty Villa, Farhang sponsored a highly successful and well-attended scholarly conference on the subject at USC.

With members of the public and many students in attendance, "Cyrus Cylinder: Modern Myths and Ancient Realities" explored Persian history and the early roots of religious tolerance and human rights promoted in Ancient Persia by Cyrus the Great, as demonstrated by liberating the Jewish people from Babylonian captivity.

Moderated by Lynn Dodd (Associate Professor of the Practice of Religion at USC), the panel included an illustrious lineup of scholars: Elizabeth Carter (Chair, Department of Near Eastern Languages and Cultures at UCLA), Ryan Byrne (Research Associate, University of Texas, Austin), Bruce Zuckerman (Myron and Marian Casden Director and Professor of Religion and Linguistics at USC), and Tamara Eskenazi (Professor of Bible at Hebrew Union College).

This event served as a prelude to a panel hosted by the USC Annenberg School for Communication and Journalism that focused on the broader global implications of the Cyrus Cylinder.



CREATIVE WRITING WORKSHOP WITH ABBAS MAROUI

A creative writing workshop at USC, led by the well-known contemporary writer Abbas Maroufi, was presented by PACSA* and sponsored by Farhang Foundation. The workshop series kicked off with a lecture followed by a reading from one of Abbas Maroufi's novels. Taking place over the course of six sessions, the program covered a number of topics including interactive writing, introduction of modern writing elements, and a comparison of different writing styles. The workshop also included two movie screenings, followed by discussions of the story elements featured within each movie.

**The Persian Academic and Cultural Student Association at USC*





HAMLET, PRINCE OF GRIEF

PACSA presented *Hamlet, Prince of Grief*, a one-man show by the Leev Theater Group that explored the universal themes of domestic and political betrayal and death. Attracting a diverse audience of Iranians and non-Iranians, the event included a moving performance by the acclaimed actor Afshin Hashemi, followed by a poignant Q&A session.

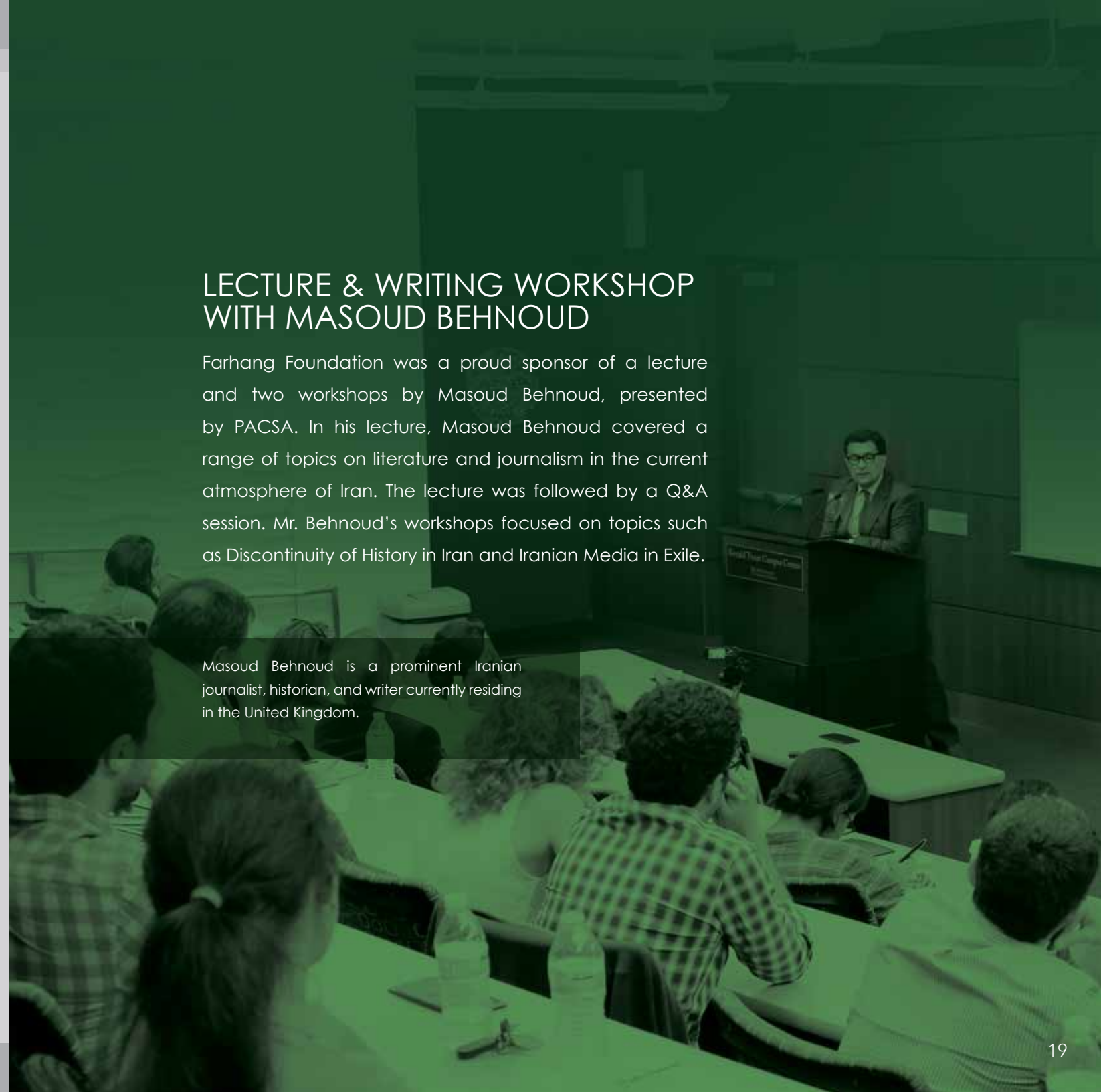
Hamlet, Prince of Grief was written by Mohammad Charmshir. It was directed by Mohammad Aghebati and produced by Mehrnoush Aliaghaei. Farhang Foundation was a proud sponsor of this thought-provoking theatrical experience.



LECTURE & WRITING WORKSHOP WITH MASOUD BEHNOUD

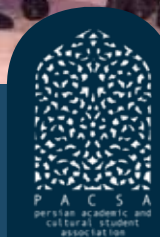
Farhang Foundation was a proud sponsor of a lecture and two workshops by Masoud Behnoud, presented by PACSA. In his lecture, Masoud Behnoud covered a range of topics on literature and journalism in the current atmosphere of Iran. The lecture was followed by a Q&A session. Mr. Behnoud's workshops focused on topics such as Discontinuity of History in Iran and Iranian Media in Exile.

Masoud Behnoud is a prominent Iranian journalist, historian, and writer currently residing in the United Kingdom.



THE ANNUAL CELEBRATION OF IRANIAN-TROJAN ACHIEVEMENTS BY PACSA (2014)

Farhang Foundation was pleased to support a delightful event last fall hosted by USC's Persian Academic and Cultural Student Association (PACSA) in celebration of recent achievements, including the thriving Iranian Studies minor program at USC as well as PACSA's continued growth. The evening featured music, food, networking opportunities, and a very special musical performance by the talented duo, Sara Naeini and Reza Rohani.



USC DORNSIFE-FARHANG FOUNDATION IRANIAN STUDIES INITIATIVE LECTURE SERIES

USC's Middle East Studies Program presented two lectures as part of the USC Dornsife-Farhang Foundation Iranian Studies Initiative Lecture Series. "Nader Shah: Warlord or National Hero" featured an insightful presentation by Professor Rudi Matthee (University of Delaware) on Nader Shah and Karim Khan Zand. The following day, Professor Matthee presented "Neither East nor West: The Roots of the Iranian Quest for Self-Sufficiency," a lecture on the historical roots of Iran's desire to be politically and economically self-sufficient. Following the events, both lectures were made available for online viewing.





USC CREATIVE WRITING WORKSHOP BY NIMA DEHGHANI

USC's Persian Academic and Cultural Student Association (PACSA) hosted a two-day workshop with Nima Dehghani, a multidisciplinary artist whose work explores the relations among society, politics, and audience interactions in public spaces. This innovative workshop offered students the opportunity to delve into various types of text, analyzing form, ideas, and structure.

Nima Dehghani was born in Tehran in 1986. He holds a B.A. with distinction from Tehran's IUST School of Architecture and a M.F.A. from Carnegie Mellon University. He works predominantly in the medium of theater and performance art, where he elevates the audience experience by incorporating video art in his performances. Most of his work deals with social themes and addresses political challenges, often in the form of social satire.

info source: Carnegie Mellon



INTERACTIVE MUSIC WORKSHOP WITH KOUROSH TAGHAVI

Music lovers with varying skill sets had the opportunity to explore the fundamentals of Persian classical music at an interactive workshop at USC with presenter Kourosh Taghavi. The audience was introduced to the basic concepts of Persian classical music and even sang at times during the lecture. USC's Persian Academic & Cultural Student Association (PACSA) hosted this delightful and interactive program with support from Farhang Foundation.

Kourosh Taghavi was born in Gorgan, Iran, in 1965. After his migration to the United States in 1984, he began studying the Setar with Ms. Partow Houshmand-Rad. He later had the great fortune to continue his studies of the Setar and classical music of Iran with Ostad Mohammad Reza Lotfi and Ostad Hossein Alizadeh. These ongoing studies are the source of his unique approach to the art of Iranian music. Taghavi's passionate and melodic approach to music is the foundation of his many collaborations and recordings with numerous artists performing both the traditional and modern art forms of Iranian music.

info source: <http://kouroshtaghavi.com/biography>



THE 1953 COUP REVISITED AND THE ROOTS OF MODERN U.S.-IRANIAN RELATIONS

USC's Persian Academic & Cultural Student Association (PACSA) hosted a talk by renowned historian Dr. Ervand Abrahamian on modern Iranian history with a focus on the 1953 coup, the basis of his highly acclaimed 2013 book, *The Coup: 1953, the CIA, and the Roots of Modern U.S.-Iranian Relations*. Farhang Foundation was proud to support such a worthwhile evening.

Ervand Abrahamian (B.A., Oxford University, Ph.D., Columbia University) is a historian of the Middle East specializing in modern Iran. He has taught at the universities of Oxford, Columbia, New York, and Princeton, in addition to the Graduate Center in the City University of New York and over forty years at Baruch College. His books have been published in English, Persian, Arabic, Turkish, Polish, and Italian. In 2011 he was elected a member of the American Academy of Arts and Sciences.

info source:
<https://www.baruch.cuny.edu/wsas/academics/history/eabrahamian.htm>

FROM FRANCE TO IRAN: FRENCH ORIENTALISM & THE PERSIAN COURT

Farhang Foundation and USC's Persian Academic & Cultural Student Association (PACSA) hosted a very special recital celebrating the arrival of Western classical music in Iran by way of France more than 200 years ago. The sold-out concert featured performances by the virtuoso team of Tara Kamangar (on piano) and Virgil Boutellis-Taft (on violin).





INAUGURAL FARHANG FOUNDATION USC IRANIAN STUDIES INITIATIVE CONFERENCE: IRANIAN CULTURE & DIASPORA

Farhang's ongoing commitment to Iranian Studies at USC has resulted in many fantastic academic programs. This spring, Farhang Foundation and the USC Dornsife Middle East Studies Program launched the Inaugural Farhang Foundation Iranian Studies Initiative Conference titled "Iranian Culture and Diaspora." The full-day conference took place at USC and focused on the multifaceted social formations and various forms of cultural production in the Iranian Diaspora. Top scholars were featured in the program, offering their insights in the fields of Sociology, Anthropology, Art History, Literature, Communications, and Cinematic Arts. In between morning and afternoon panels, comedian Max Amini was on hand to entertain during lunch, and the renowned Mamak Khadem and her ensemble delighted guests with a special after-dinner performance.



Los Angeles Times FESTIVAL OF BOOKS AT USC

For the first time in its history, Farhang Foundation and the Iranian Studies Council at USC took part in the 2015 L.A. Times Festival of Books. As one of the largest and most attended bookfairs in the United States, L.A. Times Festival of Books presents a perfect stage for Farhang Foundation to share Iran's culture with the community at large.

Farhang's booth offered visitors access to an assortment of books on Iran, Iranian culture, literature, art, architecture, and cuisine. Visitors also had a chance to meet renowned authors who made personal appearances during the festival. They included Cyrus Massoudi, Aida Ahadiany, Kambiz Navai, Kambiz Haji Ghassemi, and Jamie Douraghy.

WORKSHOP ON TRADITIONAL IRANIAN MUSIC



PACSA, with the support of Farhang Foundation, organized this unique music workshop with the goal to help audiences gain a deeper appreciation and understanding of Iran's traditional music. Part lecture and part performance, this engaging two-hour program focused on the role of Iran's culture, including its poetry, in shaping this country's traditional music.


Led by Hesam Abedini (the founder of Sibarg Ensemble), the workshop intertwined segments of musical performance with Q&A sessions. Audiences were given a chance to experience a piece of music and then learn about its roots, principles, influences, and values.

Using Prof. Hossein Omoumi's theories including his "Pish-Radif" method, Hesam was able to simplify the complex structure of Persian music, making it more approachable, and less intimidating.

SIBARG ENSEMBLE CONCERT: PERSIAN/JAZZ IMPROVISATION

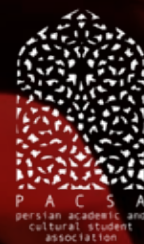
PACSA, in collaboration with Farhang Foundation, proudly presented an evening of musical enchantment with Sibarg Ensemble, a contemporary Iranian band based in Orange County. The goal of the concert was to celebrate Persian classical, folkloric, and contemporary Jazz music.

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 Tehran University School of Music. Since its inception, the group has been regularly performing 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 himself as the Vocalist.



THE ANNUAL CELEBRATION OF IRANIAN-TROJAN ACHIEVEMENTS BY PACSA (2015)

A highly anticipated and delightfully engaging evening hosted by USC's Persian Academic and Cultural Student Association (PACSA), with the support of Farhang Foundation. An annual celebration of PACSA's recent achievements, the event also highlighted the success of USC's Iranian Studies program. The festivities included music, food, and networking opportunities, as well as a very special musical performance by the talented duo Sara Naeini and Reza Rohani.



IRAN'S POST-SANCTIONS ECONOMY: CHALLENGES AND OPPORTUNITIES

This event was part of the Iranian Studies Program Lecture Series, where notable Iranian academics and scholars are invited to give a talk about their specific areas of research and expertise.

For this particular lecture, Dr. M. Hashem Pesaran delivered his assessment of the current situation of Iran's economy and its prospects following the headline-making nuclear deal.



Dr. Pesaran has a long and illustrious academic and professional history. He is the founding editor of the Journal of Applied Econometrics and a co-developer of Microfit, an econometric software package published by Oxford University Press. He has been a member of the Board of Trustees of the Economic Research Forum for Arab Countries, Iran and Turkey and has served as a member of the World Bank's Council of Advisers for the Middle East and North Africa, 1996–2000. Currently, he is an emeritus Professor of Economics at the University of Cambridge, the John Elliott Distinguished Chair in Economics at the University of Southern California, and a Professorial Fellow of Trinity College, Cambridge.

OTHER INITIATIVES

MIDDLE EASTERN FILM SERIES

The Middle Eastern Film Series offers students and the public an opportunity to attend screenings of highly acclaimed films of the region, accompanied by commentary and refreshments.

This initiative is part of USC's Middle Eastern Studies Program, coordinated by Professor Guilan Siassi and Program Assistant Camillia Shofani. The film screenings are complimentary and take place on campus.

Some of the films screened in 2015 included *Persepolis* by Marjane Satrapi, *The Square* by Jehane Noujaim, and *Wadjda* by Haifaa Al-Mansour.

THE FIRST ANNUAL PERSIAN LITERATURE STUDENT CONTEST IN POETRY AND SHORT STORIES

A literary contest hosted by PACSA and sponsored by Farhang Foundation. Open to students and recent graduates worldwide, the First Annual Persian Literature Student Contest called for poetry and short story submissions written in Persian. For each category, prizes included \$250 for first place and \$100 for second place winners. Winning authors and poets were further acknowledged at an awards ceremony and had their work published in a Persian publication.

PERSIAN ACADEMIC AND CULTURAL STUDENT ASSOCIATION

PACSA, is a non-profit, non-religious and non-partisan association of Persian students at USC.

Founded in 2011, PACSA takes pride in being a part of a culturally diverse community at USC and in Los Angeles. PACSA takes it upon itself to give back to this vibrant community by sponsoring and organizing cultural events that will help further integrate the Persian culture into the rest of the community.

PACSA events strive to create a meaningful dialogue between cultures. They include concerts, presentations, art exhibitions, theatricals, music and dance performances, film screenings, lectures, and workshops.

These events not only act as a hub for Persian-speaking students of various nationalities to socialize and unite, but also as a place for anyone who is interested to learn more about Persian culture and language.

PACSA currently consists of four active clubs: Book Club, Music Club, Movie nights, and Lecture nights, and it hopes to add more as it grows.

Farhang Foundation is a proud sponsor and supporter of many PACSA initiatives on the USC campus.

VISITING PROFESSORS PROGRAM

The Iranian Studies curriculum at USC has benefited students in many ways. Through this program, students have been able to take advantage of a variety of lectures and presentations by renowned scholars and experts in the field of Iranian Studies.

Professor Khafipour's students had the opportunity to hear from the following scholars:



USC Visions & Voices presented an evening with **PROFESSOR DICK DAVIS**. Considered the finest living translator of Persian literature into English, Professor Davis had a conversation with acclaimed poet Dana Gioia, the Judge Widney Professor of Poetry and Public Culture at USC, on the great Persian poetic legacy that has inspired his life's work. Professor Davis spent a week on campus lecturing on Medieval Persian Poetry. (Fall 2013)

PROFESSOR DOMENICO INGENITO, a UCLA specialist on Sa'di, discussed Sa'di's works. Professor Ingenito teaches Classical Persian at UCLA. His research interests center on pre-Modern Persian poetry – in particular the history of lyric genres at the intersection of eroticisms and politics – rhetoric and prosody, hermeneutics, anthropology of ritual and symbolic representations, comparative literature, hermeneutics and translations studies. (Fall 2013)



PROFESSOR RUDI MATTHEE, who serves as the John and Dorothy Munroe Distinguished Professor of History at the University of Delaware, visited USC, sharing his insights on the Safavid period. Professor Matthee teaches Middle Eastern history with a research focus on early modern Iran and the Persian Gulf. (Spring 2014)

DR. LINDA KOMAROFF presented a lecture on the art of illuminated manuscripts, including Shahnameh miniatures. Dr. Komaroff has served as LACMA's curator of Islamic art since 1995. She is the author or editor of several books, and has written numerous articles and book chapters on various aspects of Islamic art, with a special focus on the Iranian world. (Spring 2014)



KUROSH VALANEJAD, the Art Director at the Game Innovation Lab at the USC School of Cinematic Arts and the designer of the award-winning video game, The Cat and the Coup, about the coup that toppled Mohammad Mosaddeq's government, gave an interactive lecture. (Spring 2014)

These initiatives are quite effective in establishing a sense of community among the Iranian American USC student body as well as raising awareness of the Iranian Studies program among non-Iranians. This is why Farhang Foundation has been active on campus, sponsoring a variety of these events.

NEITHER EAST NOR WEST: THE ROOTS OF THE IRANIAN QUEST FOR SELF-SUFFICIENCY

– TALK BY RUDI MATTHEE –

Organized by USC's Middle East Studies Program, this lecture series presented over the course of two days was led by Professor Rudi Matthee of the University of Delaware and is part of the USC Dornsife - Farhang Foundation Iranian Studies Initiative Lecture Series.

The first lecture titled "Nader Shah: Warlord or National Hero" took a closer look at both Nader Shah and Karim Khan Zand. The second lecture titled "Neither East nor West: The Roots of the Iranian Quest for Self-Sufficiency" explored the historical roots of Iran's desire to be politically and economically self-sufficient.

The
Cypress
Club is
a student
organization
founded by
Professor Khafipour
that aims to plant
trees in USC and the
surrounding areas in
honor of the beautiful
"sarv" (cypress) tree that
is prominently featured
throughout Persian poetry. The
club is on its way to becoming
a recognized USC student
organization and will soon
plant five trees dedicated
to the memory of five great
poets of Iran: Ferdowsi,
Rumi, Sa'di, Hafez, and
Jahan Malek Khatun.



THE CYPRESS CLUB



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.

FUTURE EVENTS

SOME OF THE UPCOMING PROGRAMS FOR 2016

Following are some of the upcoming Distinguished Lecturer Series scheduled for 2016. These lectures take place on the main USC campus and are organized and made possible by the USC Dornsife-Farhang Foundation Iranian Studies Initiative:

FEBRUARY 2016

Dr. Hamid Naficy will lecture at a two-day seminar on the USC campus. The event is co-hosted by Cinematic Arts and is entitled Iranian Post-Revolution Cinema: From Iconoclasm to Global Cinema.

Professor of Radio-Television-Film and the Sheikh Hamad bin Khalifa al-Thani Professor in Communication, Dr. Naficy is recognized as a leading authority in cultural studies of diaspora, exile, and postcolonial cinemas and media, and on Iranian and Middle Eastern cinemas and media.

APRIL 2016

Dr. Jeffrey B. Nugent and Dr. M. Hashem Pesaran will co-lead the Oil, Middle East, and the Global Economy conference.

Dr. Jeffrey B. Nugent, is Professor of Economics at USC where he teaches Development Economics. He has applied a variety of analytical techniques to a wide variety of development issues to countries from all parts of the developing world.

Dr. M. Hashem Pesaran holds the John Elliott Distinguished Chair in Economics and is Director of the USC Dornsife Institute for New Economic Thinking.

FALL 2016

Pouya Afshar, the creator, character designer, and producer of the animated series "Rostam in Wonderland," will be holding a two-day seminar at USC covering the animation trends in post-revolution Iran.

Afshar is an alumnus of the California Institute of Arts Character Animation department and a graduate of the UCLA Department of Film and Television. He has exhibited his work as an animator and visual artist at renowned locations such as the Harold M. Williams Auditorium at the Getty Center, Bovard Auditorium at the University of Southern California, Royce Hall at the University of California Los Angeles, Los Angeles County Museum of Art, Santa Monica Art Studios, 18th Street Art Center, Art Miami/Context, and Shulamit Nazarian Gallery.



2016 LOS ANGELES
TIMES FESTIVAL OF
BOOKS APRIL 9-10

PACSA ANNUAL STUDENT CONTEST:
"LIFE IN DIASPORA" THROUGH THE ART OF PHOTOGRAPHY

For more details on all these upcoming events, please visit **Farhang.org**

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\$80,000+

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\$40,000 - \$79,999

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Sepehri Level

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Farrok Yazdi	\$30,000	Dr. & Mrs. Hooshang Semnani	\$5,000
Shahrzad Morshed	\$25,000		

AN UNPRECEDENTED SUCCESS Thanks To Your Passionate Support

According to USC, Iranian Studies Program's development occurred at an unprecedented pace. It now offers multilevel courses in Persian language, Modern Iran, and Iran in the Middle Ages, as well as topics in Ancient Iranian Languages and Cultures and Persian literature. A number of factors have driven this success:

GROWING INTEREST

USC students have shown growing interest in these courses and have demanded more from the curriculum. For example, the cap on Medieval Persian Literature has been removed twice to accommodate burgeoning demand.

POSITIVE FEEDBACK

The top-tier instructors and professors in the program have consistently received positive feedback, which catapulted the increasing enrollment rates. For instance, Professor Nojournian has a record 100% satisfaction rate on student surveys.

ENTHUSIASTIC SUPPORT

The community has shown a strong and enthusiastic support for this initiative, making it possible to appoint top educators and fund new courses.

Looking back, it's evident that a great many people dedicated much of their time and contributed a lot of resources to make this program at USC so successful, so quickly. We are humbled by your confidence in us and grateful for your support.

What we have accomplished together as a community has been tremendously rewarding.

It demonstrates Farhang Foundation's ability to spearhead a large-scale fundraising initiative. And more importantly, it is testament to our community's immense generosity, vision, and passion.

While we are extremely proud of our achievements to date, we are not done yet. We must keep pushing forward. With our sights now set on Phase III of this initiative, an Iranian Studies major program at USC, we will once again be counting on your support and generosity.

The establishment of a major degree requires a greater array of diverse and comprehensive upper-division courses and ongoing related programs. A major in Iranian Studies also demands additional faculty and professors. This means that USC can create the major only when we have delivered fully on our financial commitment to them for this phase.

Once again, we are calling upon you, our friends and community, to help us reach the finish line and make the Iranian Studies Program at USC a world-class educational experience that will immensely benefit students from all walks of life, safeguard our language and heritage, and forever change the study of Iran.

How YOU Can Help

We are always looking to expand the Farhang Foundation family. If you are interested in joining our efforts, here are some of the ways you can help:

JOIN

to become a member of the ISI Council

DONATE

financially to support Iranian Studies at USC

VOLUNTEER

your time and talents

ATTEND

Iranian Studies Events at USC with friends and family

Visit **Farhang.org** to find out more!

Farhang Foundation is a non-religious,
non-political, and non-profit 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 will 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 multi-colored tapestry of great cultures of 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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