



March 11, 2018 | 12pm-5pm UCLA - ROYCE HALL, DICKSON COURT

Thank you...

SPECIAL THANKS & ACKNOWLEDGMENTS

GERARDO GALEANO, ANTHONY JONES, CHRISTINA MONTANO, JENNIFER PARKER, PATRICK TRAYLOR, and the ENTIRE TEAM AT ROYCE HALL & UCLA for their collaboration and support on the Nowruz Celebrations.

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EVENTS BY SHIDEH and **SHIDEH SHAHRAIES** for designing the beautiful Haft Sîn display.

THE AUDIO VISUAL TEAM AT ROYCE HALL for their professionalism and teamwork.

CASABLANCA PRO SOUND & LIGHTING for all their hard work on the outdoor Dickson Court programming.

ZIA ERFANIAN for his calligraphy illustrations during the Nowruz celebration.

DR. LATIFEH HAGIGI for coordinating the Nowruz youth program and activities with the support of UCLA Iranian Studies Program students and staff volunteers.

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SHEILA SALAMAT for the children's storytelling program

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Funding for this program was provided by Farhang Foundation with contributions from its Board of Trustees and our sponsors.

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OTHER Fariba & Farshad Mahjoor, Soheil & Noura Samimi

12:00 PM - 5:00 PM

Grand Haft Sîn Display **DICKSON COURT NORTH**

Children & Youth Programs

Storytelling, Calligraphy, Face Painting, Photo Booth, Arts & Crafts **DICKSON COURT SOUTH**

Saaz o Dohol Musicians

Rubik Harutyunyan & Gevorg Rostomyan

Traditional Persian Dancers

Firuze Dance Troupe

Persian Tea House DICKSON COURT NORTH

3:00 PM - 3:30 PM



NOWRUZ SPRING WALK STARTS WEST OF NORTH STAGE

OUTDOOR PERFORMANCES

DICKSON COURT - NORTH STAGE

2:15 PM

Mamak Khadem & Džambo Aguševi Orchestra

12:30, 4:00, 4:50 PM

Djanbazian Dance Company

1:45, 3:30 PM

Daneshvar Children's Ensemble

1:00, 4:20 PM

Arezoo Koochekan's LA Daf Ensemble

DICKSON COURT - SOUTH STAGE

12:10, 1:30, 2:45 PM

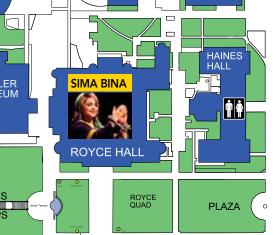
Nowruz: the Story of Beauty & Patience Puppet Show by Negar Estakhr

6:00 PM

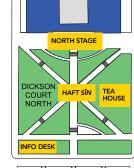


SIMA BINA

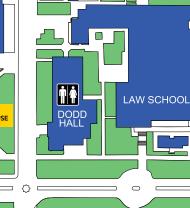
*Royce Hall program by Sima Bina is a ticketed event



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PERLOFF HALL









Now Year Celebration in Iran

An excerpt by Professor Ehsan Yarsharter

Of all the Persian national festivals, the New Year celebrations are at once the most important and the most colorful. This festival embodies a wealth of ancient rites and customs, and it is about the only one in Persia that is not confined to the traditions of only one religious group. It symbolizes the continuity of ancient Persian culture, which has survived so many adversities and vicissitudes.

The Nowruz celebration stretches over a period of thirteen days, the last being a special occasion calling for particular ceremonies. The period begins with the first day of spring, when the sun enters the zodiacal sign of the Ram. At Nowruz people join nature in making a fresh start, full of joy and hope for the coming year. The origin of Nowruz is traditionally attributed to Jamshid, the mightiest and the most glorious of the legendary kings of Persia.

Nowruz is reckoned by a solar calendar. This was adopted in ancient times by the Zoroastrians, and it is used today as the national calendar of Persia. However, one must bear in mind that the Zoroastrian year did not always begin on the 21st of March (1st of Farvardin). There are reasons to believe that at one time it began with the commencement of autumn. Nowruz and Mehregan, another ancient festival, continue to be the main national Persian festivals.

Today, while many of the ancient festivals have faded away in most parts of the country, Nowruz remains a national Persian festival, and its advent brings joy to the hearts of the people. Although many of the old customs and ceremonies, as recorded in histories and travel books, have vanished with the passing of time, what remains makes Nowruz the most fascinating of the Persian festivals, rich in folkloric details and symbolic reminiscences.

The preparation for Nowruz begins well in advance. Children and young people particularly are excited at the thought of approaching Nowruz with its prospects of gifts, new clothes, and the round of festive parties. Some fifteen to ten days before Spring each household starts preparing the "sabzeh": grains of wheat or lentil are put into water to germinate; then the germinated grain is spread over a dish and allowed to grow. By the time Nowruz arrives, the grains have sent up a fresh mass of green blades as a token of spring. This decorative symbol of good omen is kept till the end of the holidays.

During the days immediately preceding Nowruz, an amusing spectacle is provided by the "fire lighters," men wearing high hats, harlequin dress studded with small bells, often with their faces painted black, or wearing a grotesque mask. These messengers of joy parade the streets with a troupe of performers, which may include dancers, acrobats, and folk musicians, reciting folk songs and trying various tricks to amuse the spectators.

The Wednesday preceding the New Year calls for particular ceremonies and performances of very old origin. The rites and customs vary somewhat from region to region, but a common and essential ceremony consists of piling at least three small heaps of shrubbery in the courtyard and setting them afire. Then all the members of the family jump over the flames in turn, reciting a little rhyme of good augur: "My pallor to you, your ruddiness to me."

A thorough housecleaning is essential to the preparations for Nowruz: all the rugs and linen are washed, furniture meticulously cleaned, and, if possible, the house repaired and painted. In some regions it was customary to break all the earthenware vessels and throw them out, replacing them with new ones.

Everyone is supposed to provide himself with new clothes, shoes, and hats for Nowruz. Children are particularly attached to this aspect of the festival. As the exact time of the New Year draws near, everyone gets ready for the occasion. The exact time, that is, the moving of the Sun to the sign of the Ram, is announced in larger cities by the firing of cannons. A few hours before this solemn moment, all the members of the family gather in the house. By this time they have all bathed, men have had their hair cut, women have finished their toilet, and all have put on their new clothes. Candles or lamps are lit, and a special table is spread in the main room. On it are placed a mirror, candlesticks, and the holy book, according to the family's faith. Generally, also a bowl of water, with a green leaf floating in it, a flagon of rosewater, a piece of bread, herbs, fruits, candies and cakes specially made for Nowruz, and two other items particularly prepared: colored eggs and the Haft-Sîn. The latter is a special feature of Nowruz and consists of seven articles whose names begin with the letter "S." As a rule, they are seeb, sabzi, sir, serkeh, sumac, senjed, and samanu; that is, apple, fresh herbs, garlic, vinegar, sumac, Bohemian olives, and a sweet-tasting food prepared with green wheat. Other articles of good omen may be added to those already mentioned.

WHEN FINALLY THE MOMENT ARRIVES THE FAMILY GATHERING IS PERVADED BY A SPIRIT OF JOY AND HAPPINESS. THE MEMBERS OF THE FAMILY EMBRACE EACH OTHER, GREETINGS AND GOOD WISHES ARE EXPRESSED, AND GIFTS ARE EXCHANGED.

When finally the moment arrives the family gathering is pervaded by a spirit of joy and happiness. The members of the family embrace each other, greetings and good wishes are expressed, and gifts are exchanged. The special food being served on the New Year's Eve consists mainly of steamed rice mixed with herbs and fried fish.

Visiting relatives and friends, a characteristic feature of Nowruz, begins on the first day and continues to the end of the twelfth. The elder members of the family receive the visit first, and the junior members later. A general air of gaiety, contentment, and rejoicing marks the atmosphere of these days.

Nowruz ceremonies are brought to an appropriate end by spending the thirteenth day in the open country. It is considered unlucky to stay at home, and on this day the countryside around the large cities is covered by groups of people in high spirits, who have trooped out to walk in the fresh fields and enjoy a rest along the banks, enjoying games. Comic performers resembling the "fire lighters" are particular favorites of the people.

The green shoots of wheat or lentil must be thrown out on the thirteenth day, and when possible, thrown into the running water. With the discarding of the "sabzeh" one throws out all the misfortune and bad luck. By going out into the open country one welcomes in the spring and leaves all the bad luck associated with the number thirteen on the lap of nature where it can do no harm.

On the return from the countryside the Nowruz holidays come to a close, and there is almost a year to prepare for the next.

ABOUT HAFT-SÎN / SEVEN-S's

Haft-Sîn or the seven S's is a major tradition of *Nowruz*. The *Haft-Sîn* altar includes seven items starting with the letter S or Sîn (S in the Persian alphabet). The items symbolically correspond to seven divine creations and/or bounteous immortals. The *Haft-Sîn* items are:



2 SAMANU
A sweet pudding made from wheat germ

Symbolizing **AFFLUENCE**

3 SENJED The dried fruit of the oleaster tree

Symbolizing **LOVE**



SÎB

Red apple

Symbolizing

BEAUTY / HEALTH

SOMĀQ
Sumac berries
Symbolizing (the color of)
SUNRISE

SERKEH
Vinegar
Symbolizing
AGE / PATIENCE

Sometimes a missing Sîn is replaced with another item starting with an S. For example

SONBOL – The fragrant hyacinth flower Symbolizing: THE COMING OF SPRING

SEKKEH – Coins Symbolizing: PROSPERITY / WEALTH

OTHER ITEMS ALSO INCLUDED ON THE ALTAR ARE:

TRADITIONAL PERSIAN SWEETS such as baghlava
LIT CANDLES – Enlightenment / Happiness

A MIRROR – Cleanness / Honesty

A MIRROR – Cleanness / Honesty
DECORATED EGGS – Fertility

A BOWL OF WATER WITH AN ORANGE – The earth in space

ROSE WATER – Magical cleansing powers

A BOWL WITH GOLDFISH – Life / The transition of Pisces to Aries



2018 BANNER DESIGN CONTEST WINNER SARA ASHRAFIZADEH

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

"My Iranian culture means a lot to me... As a graphic ranging from branding, campaign creative, designer, I've always been fascinated and inspired by Persian motifs, and I've been exploring the best way to incorporate those motifs in my designs in a modern

to accomplish this goal by an engaging font with a golo-morgh illustration, which represents spring, and using modern and vibrant colors in the background."



Sara is a professional graphic designer and art director with over eight years of experience. She graduated from the University of Tehran and has worked across multiple brands. She has a collection of skills digital design, mobile design, and motion graphics. Some of her recent clients include Amazon, AT&T, Under Armor, and Galantis.







2018 NOWRUZ SPRING WALK

Join us dressed in your favorite colorful costume



MARCH 11, 2018

EVENT IS FREE AND OPEN TO ALL!



Tidings of Spring

A Celebration of Nowruz

ز کوی یار میآید نسیم باد نوروزی به صحرا رو که ازدامن غبارغم بیفشانی از این باد ار مدد خواهی چراغ دل برافروزی به کلزار آی کز بلبل غزل گفتن بیاموزی حافظ شیرازی

From the beloved's alley comes the breeze of Nowruz wind,
Plead for support from this wind, to ignite the light of your heart.
Go to the meadow to shake the dust of sorrow off your lap,
Come to the flower field to learn reciting ode from the nightingale.
Hafiz of Shiraz



SIMA BINA

Iran is an ancient kaleidoscope of multitudes of local cultural traditions, dialects, and folk music, which coexist within the context of the common history and cultural heritage that binds them together. Throughout the millennia, varied ethnic cultures and music such as Azeri, Khouzestani, Kurdish, Mazandarani, Turkmen, Baloch, Lor, Shirazi, Afghan, Bakhtiari, north and south Khorasan, Armenian, Georgian, Tajik, Daghestan, etc., have all contributed to enrich this common cultural and musical heritage, and through it have influenced each other as well.

Celebration of *Nowruz* – the Iranian new year – on the Spring Equinox, a tradition observed for several millennia, constitutes the most prominent hallmark of this common national and cultural Iranian heritage. Symbolizing the renewal of life, the Spring Equinox marks the end of the frozen stagnation of winter, with the sprout and the blossom bringing tidings of rejuvenation and a *New Day*. With such prominence, it is not surprising that both the vast treasury of classical Persian poetry and the cornucopia of Iranian ethnic folk music contain countless references to Norwuz, as odes to the tradition and its celebration, and as allegory for renewal. There is perhaps no contemporary musician who personifies the wide spectrum of Iranian ethnic folk music better than Sima Bina.

Vocalist and musician Sima Bina enjoys worldwide recognition today that is the culmination of over six decades of her dedicated work on the vast spectrum of the classical and ethnic folk music of Iran. She began her legendary career as a singer on Iranian national radio at the age of 9, under the tutelage of her father, Ahmad Bina, himself a master of Iranian classical music and a poet. Continuing her radio career, she later graduated from Tehran University majoring in Fine Arts and perfected her craft with masters such as Abdollah Davami, Javad Maroufi, and Nasrollah Zarrinpanjeh. As a musician, composer, researcher, teacher, and vocalist with a captivating voice, Sima Bina has spent a lifetime researching, collecting, writing, recording, performing and re-interpreting popular ethnic folk songs from various regions of Iran.

ENSEMBLE



HOSSEIN BEHROOZINIA, a child prodigy who was accepted into Tehran's Conservatory of Music at the age of 9, has taught at prestigious institutes and has directed, composed, worked, and performed with some of the most respected ensembles of classical Iranian music. He has successfully championed the revival of *barbat* in modern classical ensembles.



SAEED FARAJPOORI, composer, performer, and Kamanche teacher, started music lessons at the age of 9 with Master Hasan Kamkar and furthered his musical training by studying the Persian Classical repertoire (*Radif*) with Master Lotfi and ensemble work with Master Alizadeh.

Farajpoori has recorded with many great artists. Some of his best-known works include the award-winning "Shoorideh" with the legendary singer, Parissa. Additional works include: "Bi Man Maro" with Homayoun Shajarian, "Maykhane khamoosh" with Salar Aghili, "Ghoghaye Eshghbazan" with the Ava Ensemble and the Great Maestro Mohammad Reza Shajarian. His mastery of the Kamanche has earned him a place among many of Iran's greatest performers, with whom he has toured all over Asia, Europe, and North America.



MEHRDAD ARABI, an internationally acclaimed Master of Persian music, has received numerous awards for his work from the likes of the Daytona Symphony Society, the University of Borneo, the City of Madrid, and the City of Nicosia in Cyprus. He was awarded the prestigious Master Musician Fellowship in 2006 from the Durfee Foundation in Los Angeles.

Mehrdad Arabi is one of a handful of musicians who have studied both the traditional and contemporary approaches to the Tombak. He has also recorded soundtracks for Hollywood films including *The Passion of the Christ* (Oscar Nominee in 2004), *Hidalgo*, *Helen of Troy*, and *Jack Reacher (Never Go Back)*. He has composed the score and played a full orchestra for the first Iranian American cartoon in the United States, *Babak – First Norooz*. He is a faculty member of the University of California, Los Angeles.



BEHNAM SAMANI is a virtuoso who has worked with the most prominent musicians and renowned masters of Iranian music, rendering not only complex rhythms, but also improvising unexpected melodies. Through his collaboration and performances with world-class musicians in international venues, he has attracted audiences unfamiliar with classical Iranian music to this art form.



HAMID BEHROUZINIA learned to play tar at the age 8 from his uncle, Hossein Behroozinia. He completed his studies at Tehran's Conservatory of Music with teachers such as Hamid Shojaee and Mohammad Reza Ebrahimi and subsequently continued his training with maestro Houshang Zarif and other masters.

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MAMAK KHADEM & DŽAMBO AGUŠEVI ORCHESTRA

Dickson Court North Stage - 2:15 PM

Described as "one of the wonders of world trance music," by the Los Angeles Times,

Mamak Khadem captivates audiences by blending her roots in the ancient poetry and

music of the Persian masters with a bold and revolutionary new sound.

Džambo Aguševi Orchestra joins Khadem with a brass band ensemble. From Macedonia, the Džambo Aguševi Orchestra performs music with a virtuosity that might be defined as a fusion of traditional Balkan, Gypsy, and Turkish music influenced by swing, jazz, pop, and film music. They are considered one of the top Balkan brass bands.

L.A. DAF ENSEMBLE

MUSICAL DIRECTOR: AREZOO KOOCHAKAN

Dickson Court North Stage - 1:00, 4:20 PM

Arezoo Koochakan was born in 1977 in Tehran, Iran. She has had a successful career of 20 years playing "Percussion," "Daf," "Damam," "Dayereh," "Dohol," and "Naghareh." She is also a Carl Orff music instructor to children. Her outstanding performance with the Kooban band is one of the highlights of her career. Arezoo started the L.A. Daf Ensemble after her immigration to the U.S. She has over 300 performances and continues teaching "Daf" and children's music (Orff) in Los Angeles.







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DANESHVAR Children's



Parisa Daneshvar: Music Director/Lead Instructor

Dickson Court North Stage - 1:45, 3:30 PM









Parisa Daneshvar is an active music therapist and educator, focusing her diverse talents on therapeutic applications for children. She is a fluent performer on the ney, the ancient wooden flute, having received instruction in Iran from maestros Mohammed Ali Kianinejad and Hassan Mekaniki. Her study under the acclaimed Soodabeh Salem furthered her passion for education and continues to inspire her ongoing work with infant and school-age children. She worked extensively in orphanages and hospitals in cities across Iran, including Tehran, Karaj, Zanjan, and Kermanshah. Currently residing in Southern California, Parisa continues her research in music therapy techniques, organizing concerts and events to introduce children to the rich cultural traditions of her Iranian heritage.

Parisa's Children's Ensemble specializes in introducing Iranian American children to the history and traditions of Iranian culture. Children are active participants, taking a hands-on approach as they explore their roots and familial history. Classes are offered within an ageappropriate curriculum that simultaneously challenges students' notions of culture and place, while building community within Southern California's broader, multicultural landscape.

Mowruz: the story of Beauty and Patience

Dickson Court South Stage - 12:10, 1:30, 2:45 PM

In Persian culture, Amoo Nowruz arrives along with the Spring wind. He comes to announce a New Year; he is the symbol of Spring. Based on an old folk story – every year Naneh Sarma (the symbol of Winter) prepares herself to welcome Amoo Nowruz. She cleans the house and sets the Haft Sîn table and sits, waiting for Amoo Nowruz to come, but...

This year's puppet show is about an endless love, patience, and kindness. It consists of Persian songs, dancing, and lots of interaction with the audience. It will take all people to the land of dreams, joys, music, and happiness.



NEGAR ESTAKHR received her Master's degree in dramatic literature from the Faculty of Fine Arts of Tehran University and started working as a puppet master and television personality.

Over the years her puppet Senjed became one of the most famous television characters in Iran. Negar has produced many children's programs and has developed Puppet Shows for many international television networks in Malaysia, Bhutan, and Kyrgyzstan. She is also well known for being the voice of another popular character on Iranian television named Dokhtareh Hamsayeh and film with some of Iran's leading film Directors, including Asghar Farhadi, Saman Moghadam, Homayoun Asaadian, Iraj Ghaderi, Feerydoon Jeyrani, and many more!







The children and youth programs during Nowruz Celebrations have grown over the past several years. Our traditional activities include the *Haft-Sîn* display, arts and crafts, games, a photo booth, face painting, and Persian calligraphy illustrations by Zia Erfanian.

Coordinated by UCLA Iranian Studies Program Student and Staff Volunteers, and Farhang's Nowruz Children's Programming Committee.

DICKSON COURT SOUTH





DJANBAZIAN DANCE COMPANY

Dickson Court North Stage - 12:30, 4:00, 4:50 PM



RUBINA VARTANIANS

Artistic Director

Artistic Director Rubina Vartanians began dancing at the age of three. For 21 years, under the direction of her teacher and mentor, Anna Djanbazian, she trained in various dance styles including ballet, modern, contemporary, and traditional folk techniques.

While developing her career as a professional dancer, Rubina began to teach and choreograph. In 2009 she joined the Djanbazian Dance Company. She performed in several full-length productions including *Welcome to Persia, Life Concerto, Komitas, Zal and Rudabeh, Priceless Soul,* and *Carahunge.* She also performed in many collaboration performances locally and toured with the Company internationally and throughout the U.S.

Rubina earned a BS degree from California State University,
Northridge in Exercise Science. Implementing her
knowledge of Kinesiology, her work incorporates strength
while embracing the grace and aesthetics of art.

DANCERS

Maneh Nazaryan
Talin Buickians
Tania Buickians
Emily Mehrabians
Alyssa Galadzyan
Leea Poulatian
Roshana Akhtari
Lara Alaverdian
Ani Amarkarian
Kaitlyn Baghdasarian
Nicole Geyvandova
Yasmin Ghaneh
Sydney Magtoto
Ella Magtoto
Sarvin Yousefi











CELEBRATING NOVRUZ THE IRANIAN NEW YEAR

MARCH 24, 2018 12:00 PM - 5:00 PM

UCI CLAIRE TREVOR SCHOOL OF THE ARTS

4004 Mesa Road, Irvine, CA 92617













ACTIVITIES





Farhang.org
#FarhangNowruz

*Nowruz event is FREE and open to the public. Sima Bina performance is ticketed. For tickets visit Farhang.org



DANESHVARCHILDREN'S ENSEMBLE

10th Annual Farhang Foundation Short Film Festival 2018



In its tenth consecutive year, the 2018 Farhang Foundation Short Film Festival calls upon filmmakers worldwide to submit short films visualizing some aspect of Iranian art, history, culture, crafts, geography, cuisine, or lifestyle that would inspire and spark the audience's interest in learning more about Iran.

SUBMISSIONS: April 16, 2018 - July 16, 2018

TOP SIX ANNOUNCEMENT: August 2018

FarhangFilmFest.org #FarhangFilmFest



CELEBRATION of IRANIAN CINEMA

APRIL 28 - MAY 19, 2018 BILLY WILDER THEATER





FARHANG FOUNDATION is proud to once again be the sponsor of this year's UCLA CELEBRATION OF IRANIAN CINEMA.

For more than two decades the UCLA Film & Television Archive has showcased the everunfolding film tradition of Iran for Southern California audiences, having introduced that cinema's contemporary output to Los Angeles in an adventurous, inaugural program.

This adventure has become a journey of several years, as the Archive has tracked Iran's national cinema, its evolving modes of storytelling, and the perspectives and achievements of its leading talents. In so doing we have created, in partnership with audiences and generous sponsors, a bona fide saga of Iranian film history here in Los Angeles, as audiences have come face-to-face with outstanding Iranian cinematic achievements, and at times with filmmakers themselves, creating opportunities for cultural exchange and understanding through art where often there were few other avenues.

This year we celebrate a new field of surprising developments and diverse talents, who have fused social concerns and private fascinations with expert filmmaking. As in recent years it is anticipated that some filmmakers will appear in person to discuss their work.

Farhang.org cinema.ucla.edu









An international contemporary photography and video competition & exhibition exploring themes related to Iranian culture & heritage.

Submissions: June 4, 2018 - August 13, 2018

Exhibition: January 26, 2019

Farhang.org/FocusIran

IRANIAN STUDIES INITIATIVE

AT THE UNIVERSITY OF SOUTHERN CALIFORNIA

About the Iranian Studies Initiative at USC

In November 2010 Farhang Foundation and the University of Southern California (USC) Dana and David Dornsife College of Letters, Arts and Sciences officially announced the launch of an Iranian Studies Initiative at the university. One year later, the Middle East Studies Program at USC Dornsife began offering Persian language courses. Thanks to the support of the community, in Fall 2013, two years after the launch of the Persian Language Program, USC began offering a minor degree in the field for the first time in its history. As far as we have come, we are not done yet! We have our sights set on the establishment of a major degree in Iranian Studies at the Dornsife College of USC.

Significance

Currently there is a real and practical demand for universities to offer students the opportunity to pursue an education in Iranian Studies. This initiative hopes to meet this demand. Iranian Americans, as well as non-Iranians who seek to learn the Persian language and deepen their knowledge of Iranian culture and history, will now have access to a systematic education in Iranian Studies at USC. Creating a tolerant and peaceful world depends on these types of enriching learning experiences.

How You Can Help

The Iranian Studies Initiative has been spearheaded by Farhang Foundation, welcomed by USC, and made possible through the generous contributions of various individuals. To ensure the longevity and ongoing success of this program, Farhang Foundation is now working tirelessly to launch the third and final phase of this initiative: to establish a full-fledged program that will offer USC students the opportunity to earn a bachelor's degree in Iranian Studies. But to do so, we count on your support:

- Make a tax-deductible donation today!
- Know a potential donor? Refer them to patron@farhang.org
- **Know Trojan alumni?** Share information about the Initiative with them.
- Know current Trojans? Encourage them to enroll in these classes.





To learn more about this initiative, visit **Farhang.org/ISI**For more information on these course offerings, visit **Dornsife.usc.edu/Persian**

MINOR IN PERSIAN STUDIES

AT THE UNIVERSITY OF CALIFORNIA, IRVINE

Persian Studies at UC Irvine (UCI)

Supported by Farhang Foundation, the Persian Studies minor program at UCI within the School of Humanities offers students Persian language and history classes toward a minor in Persian Studies.

Significance

As Iran continues to play a prominent role in global politics and world affairs, the demand for rigorous academic programs focusing on Persian language and Iranian culture and history is at an all-time high. Educational opportunities in this field will serve to deepen students' understanding of today's political and international landscape. Furthermore, as the Iranian community in Southern California continues to grow, Persian and Iranian Studies programs will grant future generations of Iranian Americans the opportunity to learn the language and history of their parents, grandparents, and ancestors.

How You Can Help

The Persian Studies minor program at UCI has been made possible by the generous contributions of a group of enthusiastic supporters, but our work has only begun. In order to continue our progress, we still have to raise more funds. With your help, we can achieve these goals. Here's how:

- Make a tax-deductible donation today!
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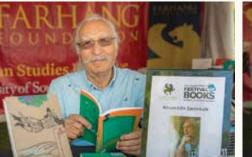


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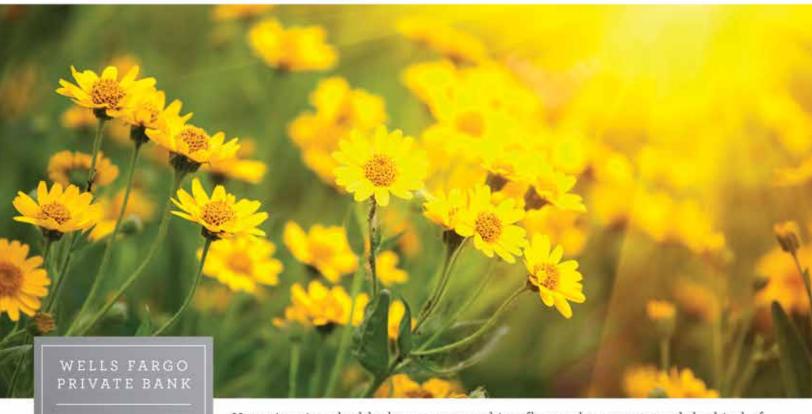
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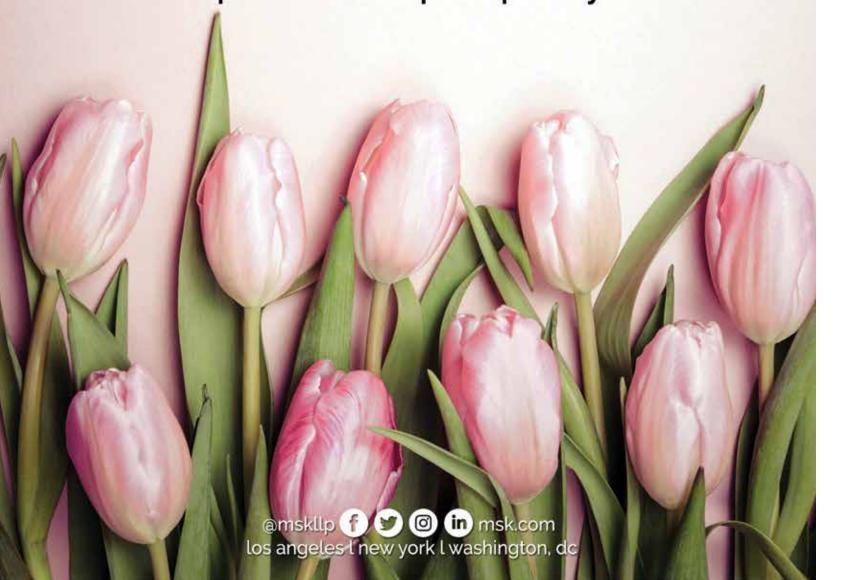
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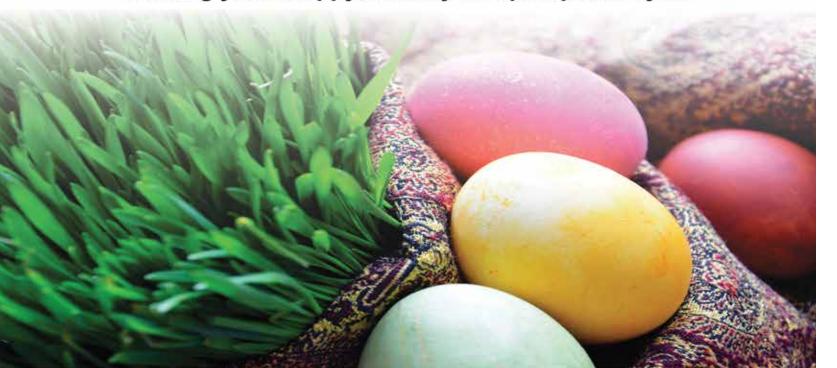
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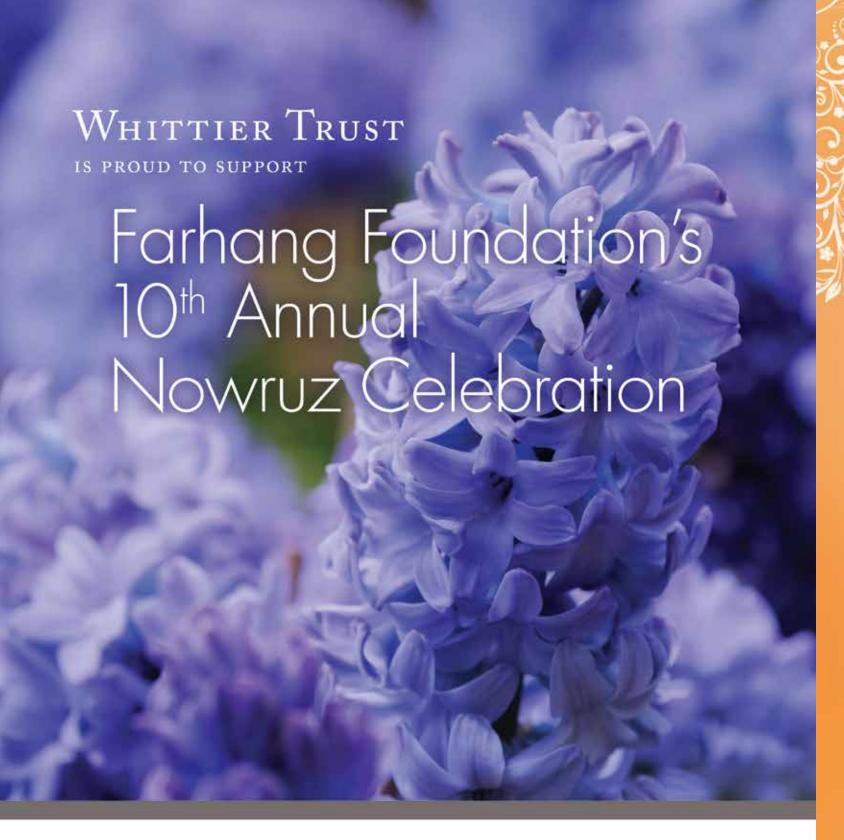
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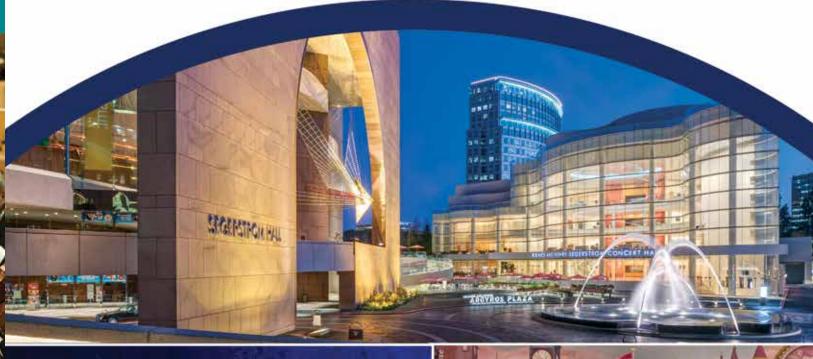


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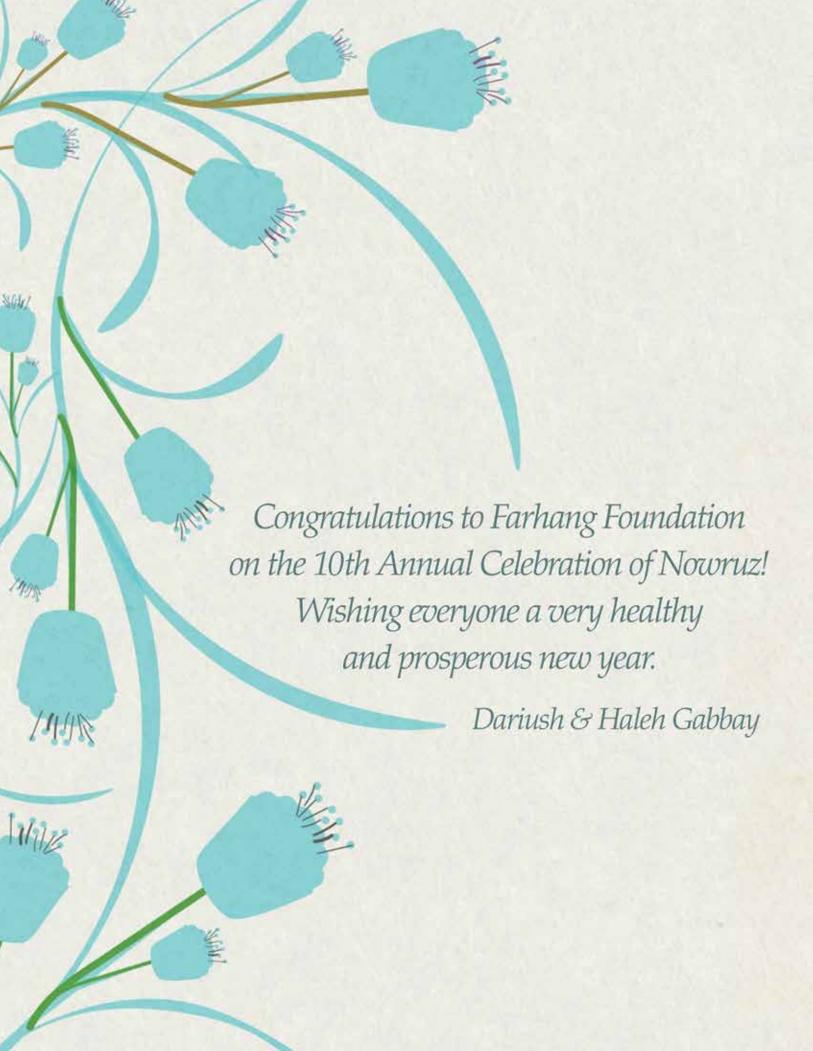
The Iranian American Women Foundation congratulates Farhang Foundation for their outstanding contributions to our community & wishes everyone a healthy & prosperous Nowruz!

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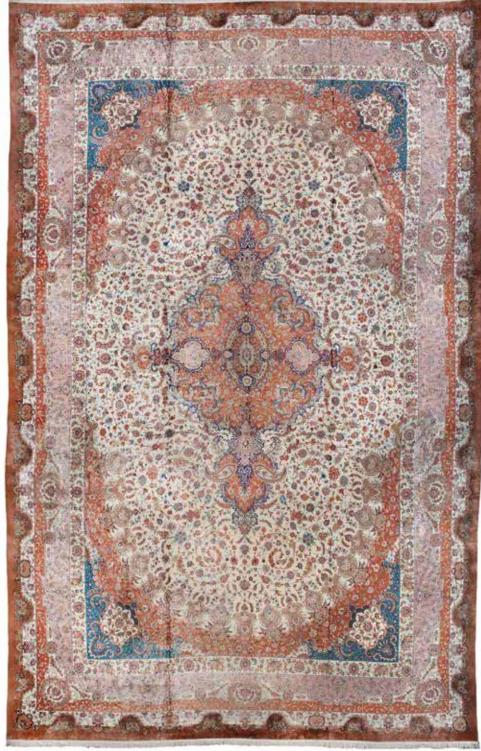
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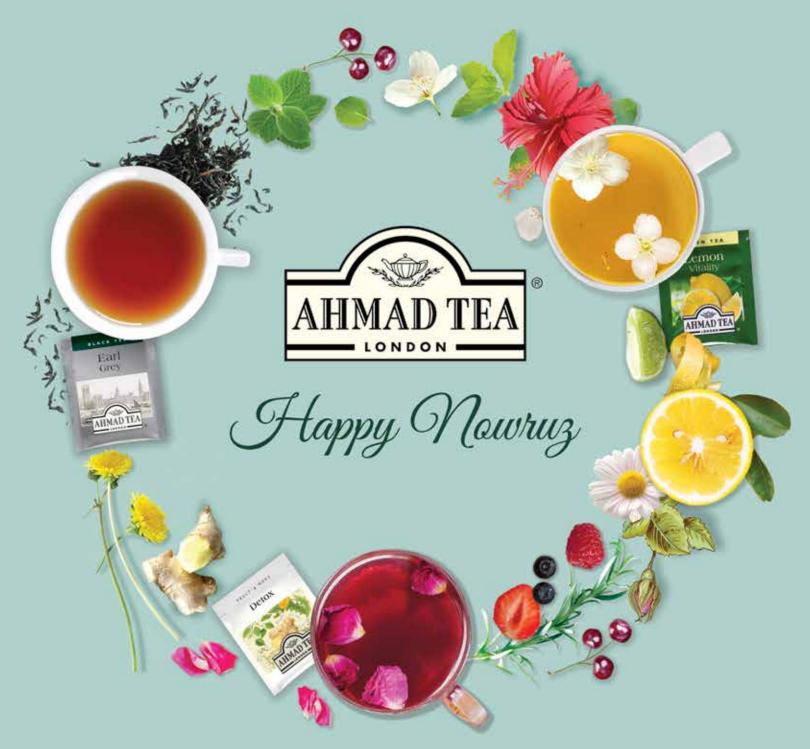
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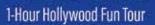
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4	5659 N. Halbrent Ave.	Installed Two Moment Frames	19	14513 W. Weddington St.	Installed One Moment Frame
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6	1128 S. Oakhurst Dr.	Installed One Moment Frame	21	3915 N. Vineland Ave.	Installed Three Moment Frames
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8	12401 W. Archwood St.	Installed One Moment Frame	23	541 N. Flores Street	Installed One Moment Frame and Two Shear Walls
9	16655 N. Vanowen St.	Installed One Moment Frame	24	6800 N. Varna Ave.	Installed Two Moment Frames
10	15611 W. Parthenia St.	Installed Two Shear Walls	25	3611 S. Westwood Blvd.	Installed One Moment Frame
11	225 S. Berendo St.	Installed Four Moment Frames and One Shear Wall	26	858 N. El Centro Ave.	Installed Two Shear Walls
12	722 N. Hayworth Ave.	Installed Five Moment Frames	27	11948 W. Burbank Blvd.	Installed Two Moment Frames
13	1348 N. Curson Ave.	Installed Four Cantilevered Columns and Three Shear Walls	28	615 N. Flores St.	Installed One Moment Frame
14	3757 N. Monterey Rd.	Installed One Moment Frame	29	1912-1916 S. Glendon Ave.	Installed Four Moment Frames & Four Shear Walls
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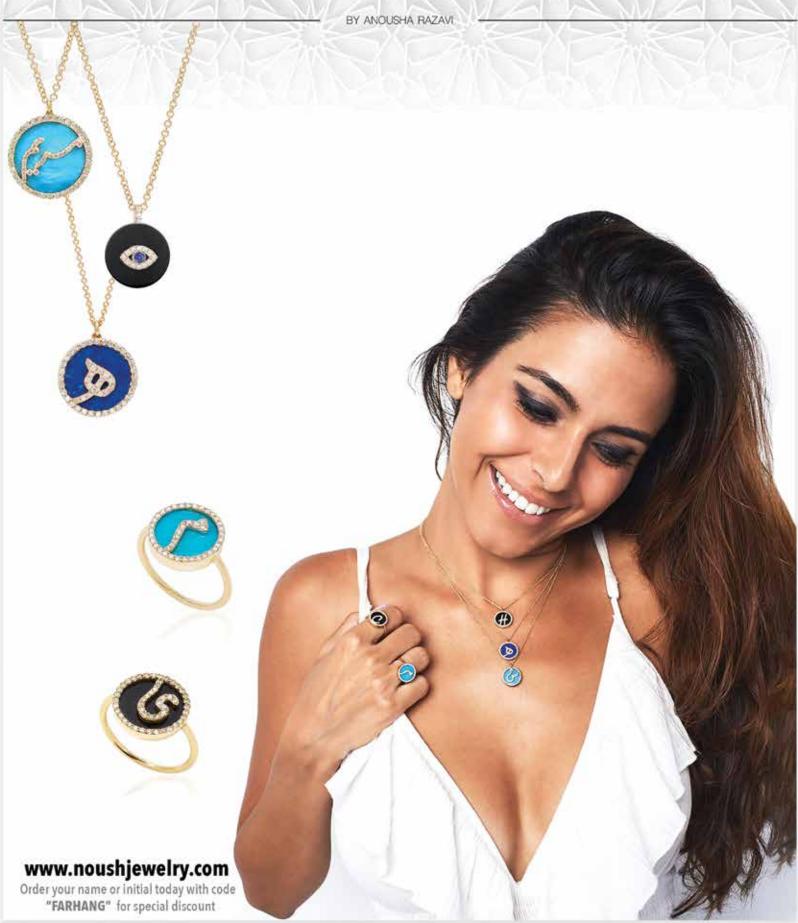






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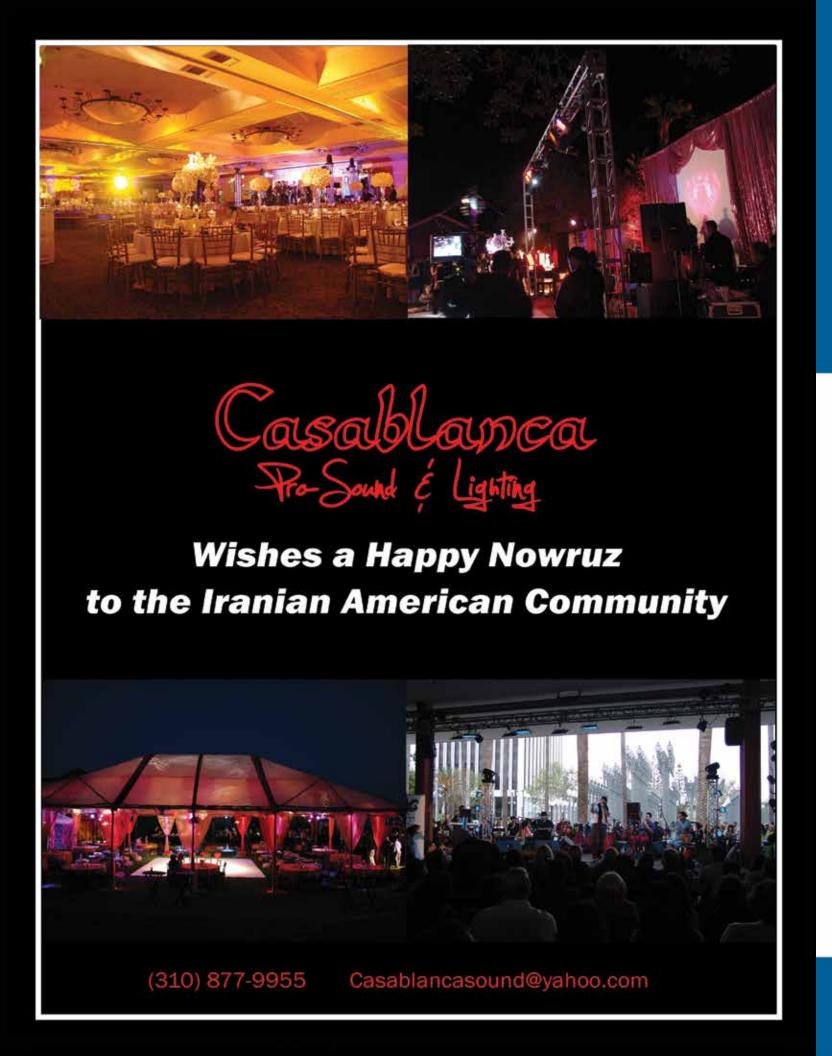
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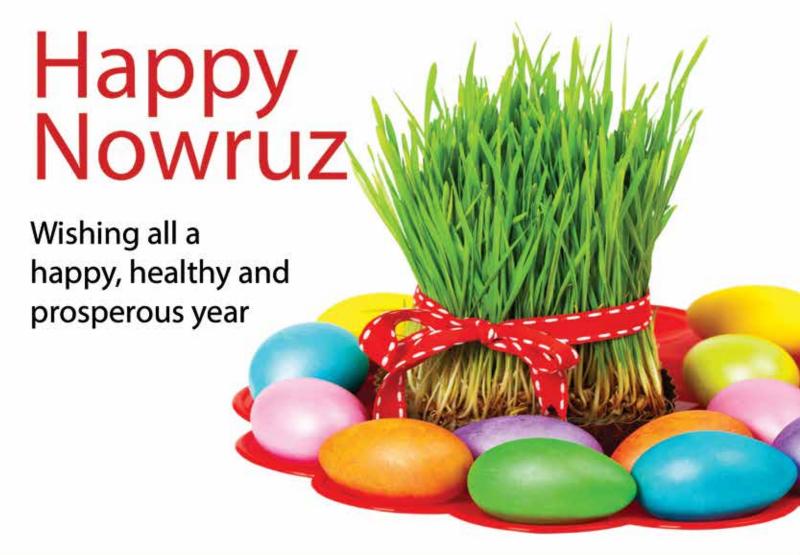


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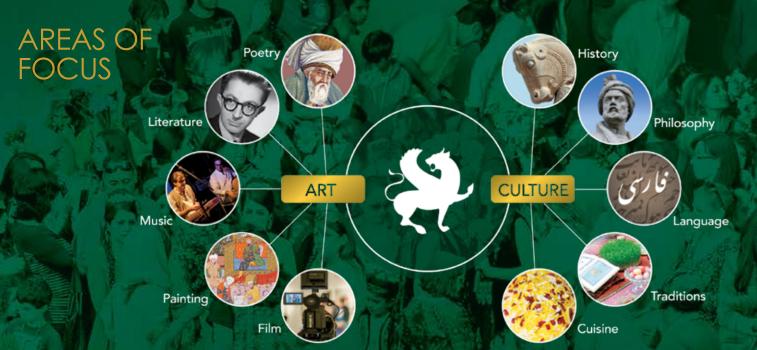
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support the mission of Farhang Foundation and our programs by donating their time, knowledge, and financial support.

IRANIAN AMERICANS

These are the custodians of one of the richest Iranians, Iranophiles, and Iran Scholars who 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

COMMUNITY AT LARGE

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

FREQUENTLY ASKED QUESTIONS

Why does Farhang focus on art and culture only?

Because at Farhang Foundation we believe in putting our efforts only in areas that can bring people together and add value to the community where we live. Iranian art and culture are universally interesting and can be useful to anyone in our community, Iranian and non-Iranian alike. As an example, think of Iranian cuisine; who in the world does not enjoy Iranian food when they try it? Yet many non-Iranians in our community don't even know about and have not tried Iranian food. The same is true of Iranian music, philosophy, art, and film. Each can be enjoyed by our whole community, yet before Farhang, no organization has been focused on celebrating and promoting programs that make our art and culture accessible to the community at large.

Is it a surprise then that most of the associations the community at large has about Iran are divisive? At Farhang we're focused on changing these false images of Iran and Iranians by celebrating and promoting the best parts of our art and culture in a way that benefits the community at large, After all, America is a melting pot of the best parts of different cultures, and so it benefits from having our great culture added to it.

What does Farhang do?

- Build bridges by highlighting aspects of our culture that are of benefit to the community at large.
- Define the image of Iranians around positive aspects of our heritage instead of media stereotypes.
- Educate our constituencies on the positive aspects of our heritage.
- Rally around unifying elements (art and culture) to bring Iranian Americans closer to the community at large.
- · Create a platform for Iranian Americans and the community at large to celebrate Iranian American traditions, cultures, and contributions to society.
- Become a trusted resource.

How does Farhang do it?

- By sponsoring art and cultural events such as Nowruz and Mehregan, art shows, musical performances, plays, dances, films, and poetry readings.
- By planning and funding exhibitions with local cultural and/or academic institutions, such as LACMA, UCI, USC, and UCLA.

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Thank you to Farhang Foundation for all your efforts in promoting Iranian Art and Culture.

Sam & Rene Anabi



