

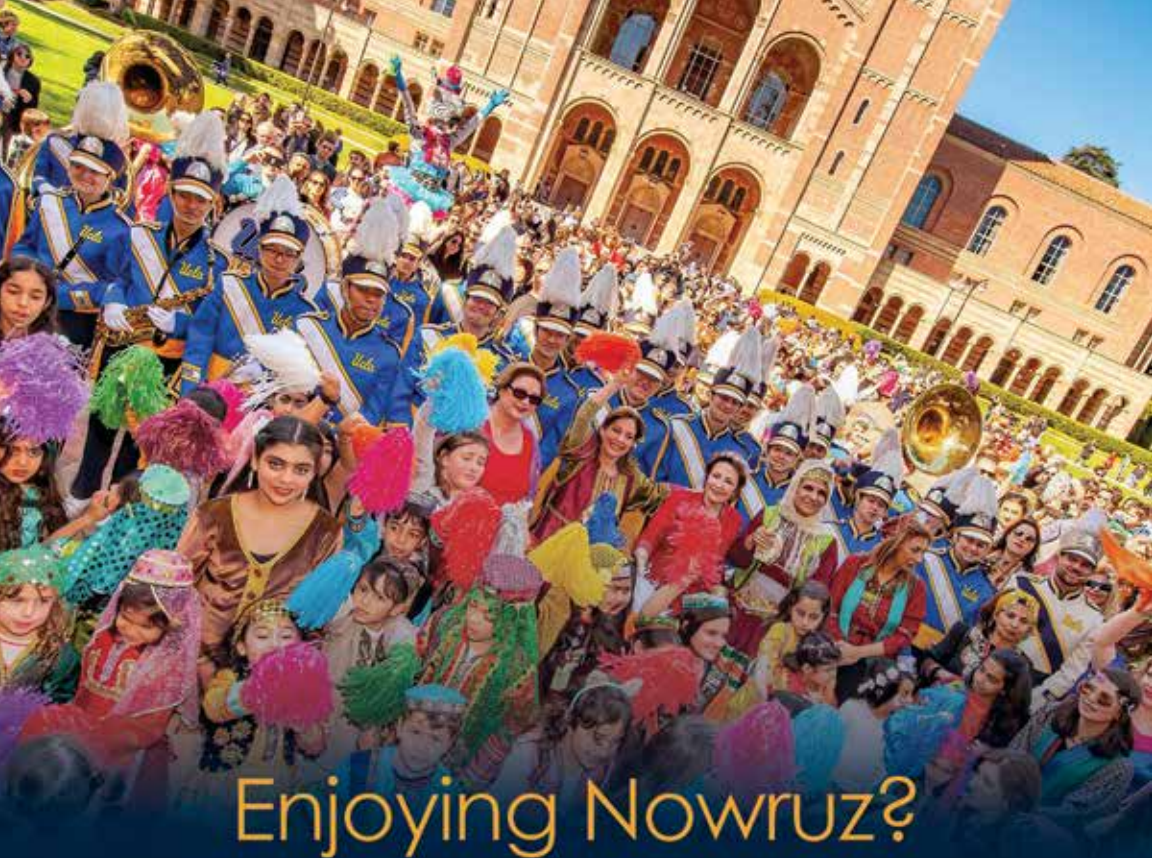


CELEBRATING **NOWRUZ**

IRANIAN NEW YEAR

MARCH 9 - DICKSON COURT, UCLA





Enjoying Nowruz?

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PROGRAM

12:00 - 5:00 PM – DICKSON COURT

ACTIVITIES

- **Grand Haft-Sin Display**
DICKSON COURT SOUTH
- **Children & Youth Programs**
Calligraphy, Arts & Crafts, Photo Booth
DICKSON COURT SOUTH
- **Saaz o Dohol Musicians**
Rubik Harutyunyan, Gevorg Rostomyan
- **Traditional Iranian Dancers**
Firuze Dance Company
- **Iranian Tea House**
DICKSON COURT NORTH

OUTDOOR PERFORMANCES

- KAMYAR Live in Concert
- Shally Zomorodi – MC
- Arezoo Koochakan's L.A. Daf Ensemble
- Melieka Fathi Dance Company
- Negar Estakhr & Maryam Rasekh Puppet Show
- DJ Arin

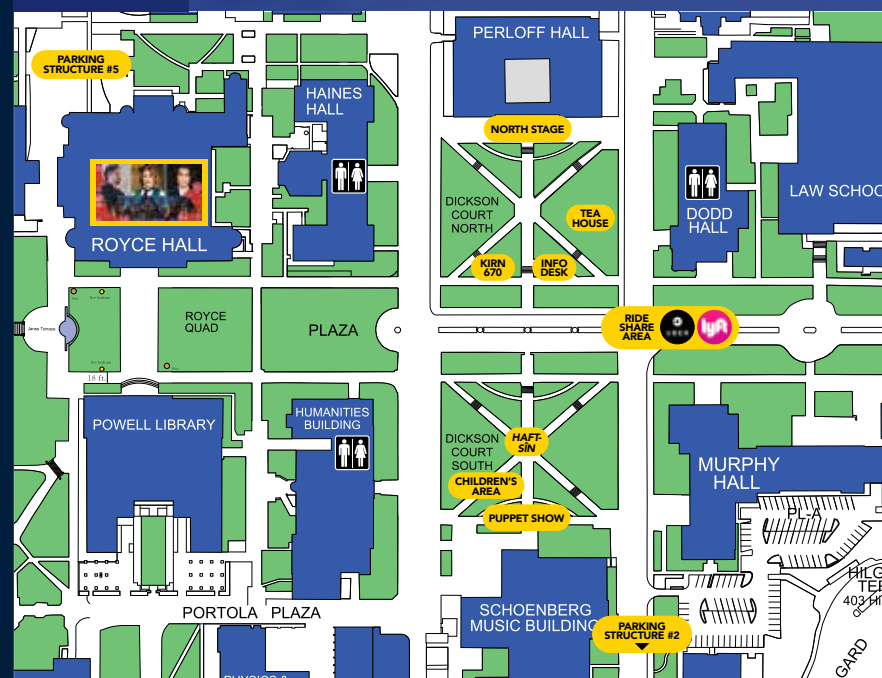
6:00 PM – ROYCE HALL



NOWRUZ CONCERT

Mahdieh Mohammadkhani
Shahab Paranj
Cameron Shahbazi
The Iranshahr Orchestra

The Nowruz Concert at Royce Hall is a ticketed event



CAMPUS MAP

NOWRUZ CONCERT

FARHANG FOUNDATION proudly presents the 2025 Nowruz Concert at Royce Hall, an unforgettable musical celebration of the Iranian New Year.

Experience the magic of Nowruz as the illustrious Iranshahr Orchestra, under the baton of acclaimed conductor and composer **Dr. Shahab Paranj**, takes the stage for an evening of **cultural richness and musical excellence**.

This special performance brings together **world-class musicians** for a journey through the vibrant tapestry of **Iranian music**, blending tradition with contemporary artistry. Farhang Foundation is honored to welcome two extraordinary guest vocalists: the **incomparable Mahdieh Mohammadkhani**, making her highly anticipated return to the Los Angeles stage, and renowned opera star **Cameron Shahbazi**, who will grace our stage in his Southern California debut.

MAHDIEH MOHAMMADKHANI



Mahdieh Mohammadkhani is a globally acclaimed Iranian classical singer, celebrated for her mesmerizing voice and profound dedication to Iranian traditional music. Trained under legendary masters such as **Gholamreza Rezaei** and the iconic **Mohammad Reza Shajarian**, she has established herself as one of the most influential vocalists in Iranian music today. In addition to her vocal artistry, she is skilled in playing the piano and daf.

With a career spanning many years, Mohammadkhani has captivated audiences worldwide through her soul-stirring performances and collaborations with esteemed composers and ensembles. Her discography includes several acclaimed albums, including **Darya Del**, **Yek Dariche**, **Dar Aghooshe Mah**, and **Tar o Poood**. Her music has been showcased at prestigious festivals and venues across Europe, North America, and Australia, where she has performed alongside celebrated musicians such as **Hamid Motebassem** and **Majid Derakhshani**.

In 2021, during the COVID-19 pandemic, Mohammadkhani collaborated with **Farhang Foundation** and maestro **Azad Mirzapour** on the breathtaking music video **MahaNegar**. The performance became an instant success, earning the distinction of being Farhang Foundation's most-viewed virtual performance of all time. This achievement further solidified her reputation as a global ambassador of Iranian music.

After more than a decade away from U.S. stages, Mohammadkhani is set to make her highly anticipated return at Farhang Foundation's Nowruz Concert at Royce Hall. This long-awaited performance promises to be a landmark moment in her illustrious career.

With her angelic voice, impeccable artistry, and unwavering commitment to the preservation and evolution of Iranian music, Mahdieh Mohammadkhani remains a true cultural treasure and an inspiration to audiences worldwide.

Instagram: @mahdieh_mohammadkhani



Mahdieh Mohammadkhani
Shahab Paranj
Cameron Shahbazi
The Iranshahr Orchestra



CAMERON SHAHBAZI

Rising countertenor **Cameron Shahbazi**, praised for his “full, voluminous” voice (*De Trouw*), is known for his dynamic interpretations of both baroque and contemporary music. In 2023 he won the **Opus Klassik Award** for “Innovative Concert of the Year” with *Woman.Life.Freedom.*, a benefit concert supporting human rights in Iran at Oper Frankfurt.

The **2024–25 season** sees Shahbazi making major debuts, including the **Gran Teatre del Liceu Barcelona** as Tolomeo (*Giulio Cesare*), **Vancouver Opera** as The Refugee (*Flight*), and reprising his acclaimed role in George Benjamin’s *Picture a Day Like This* in Paris, Strasbourg, and Luxembourg. He also performed a recital in Paris featuring Handel, Purcell, and Iranian music.

Recent highlights include his **Royal Opera House** debut as Hamor (*Jephtha*), performances at the **Glyndebourne Festival**, **Dutch National Opera**, **Bayerische Staatsoper**, and **Festival Aix-en-Provence**, as well as a critically acclaimed role in *Written on Skin* at Oper Köln. A sought-after concert artist, he has sung *Carmina Burana* with the Royal Stockholm Philharmonic and performed alongside Lang Lang at the Leipzig Bach Festival.

Shahbazi’s honors include the **Sylva Gelber Award**, the **Dame Kiri Te Kanawa Foundation Award**, and prizes at the **Belvedere**, **Cesti**, and **Veronica Dunne** competitions. Born in **Hamilton, Canada**, he trained at the **University of Toronto** and **Conservatorium van Amsterdam**, supported by the **Jacqueline Desmarais Foundation**.



SHAHAB PARANJ

Winner of the **2024 Hoefer Prize**, **Shahab Paranj** is a composer, conductor, instrumentalist, and educator. Born in Iran, he holds degrees from the **San Francisco Conservatory of Music**, **Manhattan School of Music**, and **UCLA**, where he studied with **Richard Danielpour**, **David Garner**, and **Ian Krouse**. Recognized as a pioneering Iranian composer, he blends Iranian and Western techniques.

Praised by the **San Francisco Examiner** as “extraordinary” and lauded by **John Adams** for his “unique voice,” Paranj’s music diverges from Eurocentric conventions, drawing on Iranian traditions.

His recent commissions include works for **Delirium Musicum**, the **Russian String Orchestra**, **Intersection Contemporary Music Ensemble**, **Long Beach Opera**, **Jāca Duo**, **Aleron Trio**, **San Francisco New Music Ensemble**, **One Great City Duo**, **MSM Symphony Orchestra**, and the **International Low Brass Trio**. His film score for *Dressage* was nominated at the **2018 Berlin Film Festival**.

As a conductor, he led **The Iranshahr Orchestra** in *Songs of Love and Loss* by **Richard Danielpour**, featuring soprano **Hila Plitmann** (Naxos, 2024).

A virtuoso tombak player, Paranj has performed with **Mohammad Reza Shajarian**, the **Tehran Symphony Orchestra**, and the **Pacific Symphony** under **Carl St.Clair**. He was a cellist in the **Iran National TV** and **Radio Symphony Orchestra** (2003–07) and a longtime collaborator with the **Shams Ensemble**.

His research on the Iranian Avazi style has been presented at SEM, AMS, and SMT. He has received awards from the Association of Professors and Scholars of Iranian Heritage (2024), Mehr Humanitarian Society, and the City and County of San Francisco.

Since 2023 he has been a faculty member and director of the **Gramian-Emrani Center for Iranian Music at UCLA**. He is also the founder of The Iranshahr Orchestra and artistic director of *du vert à l’infini*, a contemporary music festival in France.

PROGRAM FOR NOWRUZ 2025

ORNAMENT

Ahmad Pejman
Soloists: Tara Pirayandeh and
Naghme Sarang

SPRING

Hassan Riahi
Vocalist: Cameron Shahbazi

MORGH-E SAHAR

Morteza Neydavoud
Arrangement: Amir Eslami
Vocalist: Mahdieh Mohammadkhani

SWAN SONG

Richard Danielpour

DANCE OF DAYEREH

Heshmat Sanjari
Soloist: Aeen Meshkati

LULLABY

Vocalist: Cameron Shahbazi

AVAZ-E NOWRUZ

Shahab Paranj
Soloists: Sheng-Ching Hsu, Tigran
Zakaryan and Aeen Meshkati
Vocalist: Mahdieh Mohammadkhani

INTERMISSION

MAHANEGAR

Azad Mirzapour
Vocalist: Mahdieh Mohammadkhani

TWO FOLK SONGS

Reza Vali
Vocalist: Cameron Shahbazi

YADEGAR-E DOOST

Kambiz Roshanravan
Vocalist: Mahdieh Mohammadkhani

NOWRUZ-E 62

Hossein Alizadeh
Arrangement: Amir Eslami
Soloist: Tara Pirayandeh

MY IRAN

Mahin Zarin Panjeh
Arrangement: Houman Dehlavi
Vocalist: Mahdieh Mohammadkhani

BABAKARAM

Kaveh Mirhosseini
Vocalist: Cameron Shahbazi

IRAN

Sohrab Pournazeri
Arrangement:
Arash Salamieh, Shahab Paranj
Conductor: Shahab Paranj
Vocalists:
Mahdieh Mohammadkhani,
Cameron Shahbazi



Farhang Foundation is proud to partner with the UCLA Herb Alpert School of Music to launch the first-ever

IRANIAN MUSIC DEGREE PROGRAM



SUPPORT THIS HISTORIC PROGRAM

More info: Farhang.org/UCLAMusic

UCLA Herb Alpert School of Music
Department of Ethnomusicology



IRANSHAHR ORCHESTRA

The **Iranshahr Orchestra**, the first Iranian orchestra established outside of Iran, brings together some of Los Angeles' most accomplished musicians to champion Iranian composers, performers, and educators. Dedicated to promoting and preserving Iranian music, the orchestra commissions, performs, and premieres works that enrich this evolving tradition.

Blending cultural diversity with innovation, The Iranshahr Orchestra goes beyond the Western classical format by integrating Iranian and regional instruments, shaping a distinct musical identity. Since 2024, it has served as the official resident ensemble of the **Gramian-Emrani Center for Iranian Music at UCLA**, reinforcing its role as a leader in Iranian musical heritage.

Among its key initiatives, **Avāz-e Jān** highlights collaborations with esteemed Iranian musicians, while commissions from composers like **Richard Danielpour**, **Reza Vali**, and **Ian Krouse** further expand its repertoire.

In June 2024, the orchestra released its debut album on the **Naxos** label, featuring works by Richard Danielpour and Grammy-winning soprano **Hila Plitmann**, conducted by Shahab Paranj. The album earned a nomination for **Best Contemporary Classical Music** at the **International Classical Music Awards**, marking a major milestone in the orchestra's journey.

His research on the Iranian Avazi style has been presented at SEM, AMS, and SMT. He has received awards from the Association of Professors and Scholars of Iranian Heritage (2024), Mehr Humanitarian Society, and the City and County of San Francisco.

Since 2023 he has been a faculty member and director of the Center for Iranian Music at UCLA. He is also the founder of The Iranshahr Orchestra and artistic director of *du vert à l'infini*, a contemporary music festival in France.

MUSICIANS

TAR

Tara Pirayandeh

KAMANCHEH

Naghmeh Sarang,
Michael Aboutboul

PERSIAN PERCUSSION

Aeen Meshkati

SORNA

Tigran Zakaryan

HARP

Alaina Stark

FRENCH HORN

Michelle Yang,
Hannah Lee

VIOLINS

Sheng-Ching Hsu, Isabella MijaReyes,
Mizuki Takagi, Shelly Ren,
Xenia Deviatkina-Loh, Gabriel Esperon,
Ally Cho, Boryana popova, April Paik

VIOLA

Laila Zakzook, Jonathan Burns,
Ying-Chen Tu, Connie Song

CELLO

Niall Taro Ferguson, Jaewon Ahn,
Mark Bassett, Javier Iglesais

BASS

Chien-Chien Lee, Sara Gorman

TIMPANI

Robby Good



Nowruz

The New Year Celebrations in Iran

An excerpt by Professor Ehsan Yarshater

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. 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.

“ 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. ”



Haft Sin - UCLA



Beverly Center



Century City

ABOUT HAFT-SÎN SEVEN-S's

Haft-Sîn or the Seven S's is a major tradition of Nowruz. The *Haft-Sîn* 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:



SABZEH

Wheat, barley, or lentil sprouts growing in a dish

Symbolizing:
REBIRTH



SAMANU

A sweet pudding made from wheat germ

Symbolizing:
AFFLUENCE



SENJED

The dried fruit of the oleaster tree

Symbolizing:
LOVE



SÎR

Cloves of Garlic

Symbolizing:
MEDICINE



SÎB

Red apple

Symbolizing:
BEAUTY / HEALTH



SOMAQ

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:

TRADITIONAL PERSIAN SWEETS - Such as baghlava

LIT CANDLES - Enlightenment / Happiness

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 (Esfand to Farvardin)



Shally Zomorodi

Shally Zomorodi is a longtime **Fox 5 Morning News Anchor**, waking up San Diego for over a decade. She began her journalism career at **KTTV FOX 11** in Los Angeles before moving to on-air reporting in Texas. Her talent brought her back to Southern California, where she anchored **DAYBREAK OC** and reported for **Voice of America**.

Fluent in Persian, Shally blends global perspective with local expertise. A former pageant titleholder, she credits pageants for launching her broadcasting career.

Beyond news, she hosts the podcast **It Is What It Is with SHALLZ**, officiates Iranian American weddings, and shares her love of cooking and dancing. Shally and her husband Bruce have four children and cherish family travel.

Despite her many roles, she proudly says, "Nothing beats having the title of **MOMMY**."

For more, visit:
Shallz.com or
follow on Instagram:
@shallyzomorodi

KAMYAR

Kamyar is a multilingual vocalist and multi-instrumentalist whose music transcends borders. Born in Tehran, raised in Paris, and discovered in America, he blends global influences into his artistry. Singing in ten languages, he also plays piano, percussion, bass guitar, melodica, setar, santoor, and flute. Inspired by legends like Stevie Wonder, Queen, and Iranian greats such as Mohammad Reza Shajarian, Kamyar has crafted a unique sound.

Starting as a street performer in Paris, he later became the lead singer of the Iranian pop band **Black Cats** before launching a successful solo career. With **three studio albums** and over **fifty singles**, he has collaborated with icons like **Stevie Wonder**, **Googoosh**, and **Ebi**. He has graced prestigious stages worldwide, including the **Hollywood Bowl**, **Dolby Theater**, and **Grand Performances** and served as a coach on **The Voice: Persia**.

For more, visit:
MyStarAcademy.com
or follow on social:
@KamyarMusic





L.A. DAF ENSEMBLE

MUSICAL DIRECTOR: AREZOO KOOCHAKAN

Arezoo Koochakan was born in 1977 in Tehran. She has had a successful career of twenty 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 had over three hundred performances and continues teaching Daf and children's music (Orff) in Los Angeles.

PUPPET SHOW

BY NEGAR ESTAKHR & MARYAM RASEKH

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 in the famed Kolah Ghermezi show. Negar has also worked as an art director in both television and film with some of Iran's leading film directors, including Asghar Farhadi, Saman Moghadam, Homayoun Asaadian, Iraj Ghaderi, Feerydoon Jeyrani, and many more!

MARYAM RASEKH is a multifaceted artist with a diverse educational background. Graduating from Iran with a degree in directing, theater, and film, she later pursued further education in America, focusing on fashion design. Currently based in Los Angeles, Maryam's expertise spans acting, directing, costume design, and fashion, making her a dynamic presence in the creative industry. She has been involved in several theatrical projects as a main actress, director, and playwright.





SAAZ O DOHOL MUSICIANS
Rubik Harutyunyan, Gevorg Rostomyan



DJ ARIN



STILT WALKERS



FIRUZE DANCE COMPANY
DIRECTOR Robyn Friend

Melieka Fathi

Dance Company



Melieka Fathi is a choreographer, instructor, and performer of Classical Iranian dances, and the founder and artistic director of the Melieka Fathi Dance Company. She has worked with world-renowned artists and organizations in an effort to preserve and expand upon Iranian arts within diaspora communities. The company's unique style is defined as a blend of historic roots and diasporic inspirations.



DICKSON COURT SOUTH

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, photo booths, and Persian calligraphy illustrations by Mohtadi Mirak.

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



A storytelling series dedicated to our youngest Farhangees

Farhang.org/Stories





RASHID RAHNAMA

BANNER DESIGNER

Rashid Rahnama, born in Isfahan in 1984, has consistently delivered impactful work as a Graphic Designer and Art Director. Now living in Melbourne, Australia, he has nurtured a lifelong passion for art and design, culminating in a Bachelor's degree in Industrial Design and a Master's degree in Graphic Design.



With over fifteen years of professional experience as a graphic designer and art director, Rashid has immersed himself in the world of graphic design and advertising, continuously pushing creative boundaries and delivering exceptional results. His journey has been enriched by numerous international exhibitions and competitions, where his work has received significant recognition.

Rashid's work has been celebrated internationally. He has received numerous accolades including Gold Stellars at the PosterStellars International Poster Competition in the U.S. (2024), First Winner at the "YES! WE WANT JAZZ" International Posters

Competition in Poland (2021), and Silver Stellars at the PosterStellars Competition in the U.S. (2022). He has been honored in multiple competitions and exhibitions across the globe, such as the European Heritage Days by the French Embassy in Tehran (2021), and the International Poster Competition in Russia dedicated to EL LISSITZKY (2022). His work has also been recognized in prestigious

events in China, South Korea, Mexico, Indonesia, Australia, Pakistan, Azerbaijan, Poland, Iraq, and France, reflecting his influence and excellence in the field of graphic design.

Rashid's artistic philosophy is rooted in the belief that design is a powerful tool for communication and inspiration. He strives to create works that are not only visually striking but also thought-provoking and reflective of contemporary trends. His goal is to continue exploring new creative horizons and contributing to the global dialogue on design and art.



UCLA Celebration of

**JUNE
14-29**

**BILLY WILDER THEATER
at the HAMMER MUSEUM**
cinema.ucla.edu

CINEMA IRANIAN

Presented by

**UCLA
FILM &
TELEVISION
ARCHIVE**



In its sixteenth year, the 2025 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 28–July 28, 2025
TOP SIX ANNOUNCEMENT September 2025
AWARD CEREMONY September 27, 2025

FarhangFilmFest.org

FARHANG | PERFORMANCES

Celebrating the Performing Arts

Renowned Artists Performing at Home



Farhang Foundation celebrates
the performing arts online
with our global audience
of over four million viewers.



Watch All Performances Now At:
Farhang.org/Performances

FARHANG CONNECT

A Series of Talks with Influential Iranians



WATCH ALL EPISODES ON
FARHANG.ORG/CONNECT



MINOR IN PERSIAN STUDIES

AT THE UNIVERSITY OF CALIFORNIA, IRVINE

IRANIAN STUDIES AT USC

The only multidisciplinary program of studies
aimed at understanding
and leveraging
Iran's unique role
within the Middle Eastern region
and the broader global stage
when it comes to environmental sustainability



USC
Dornsife
Dana and David Dornsife
College of Letters, Arts
and Sciences
Department of
Middle East Studies

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.



Visit Farhang.org/UCI for more information on this program.

IRAN

THROUGH BOOKS

APRIL 26-27



Join Farhang Foundation at the country's
biggest annual book festival **Booth #949**

Los Angeles Times FESTIVAL OF BOOKS AT USC





HAPPY NOWRUZ!

Pacific Symphony and Music Director Carl St.Clair wish you a new year filled with the joy of music.



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NOWRUZ

THE CONCERT

The Return of The Masters

MARCH 29

ORANGE COUNTY



Pacific Symphony
CARL ST. CLAIR MUSIC DIRECTOR



FARHANG
FOUNDATION

Renée and Henry Segerstrom Concert Hall

Farhang.org/NowruzOC



PERSIAN 101

PERSIAN LANGUAGE AND CULTURE

AFTER-SCHOOL PROGRAM



IN COLLABORATION WITH:

CITY OF BEVERLY HILLS, BEYOND THE BELL,
STAR EDUCATION, and LAUSD

[FARHANG.ORG/PERSIAN101](https://farhang.org/persian101)

For info please contact us at info@farhang.org



*Each year's regrets are envelopes in which
messages of hope are found for the New Year.*

RUMI

CONGRATULATIONS TO FARHANG FOUNDATION

for completing 16 exceptional and
impactful years of celebrating and
promoting **IRANIAN ART and CULTURE.**

Wishing everyone a very

HAPPY and PROSPEROUS NOWRUZ.

Hormoz & Fariba Ameri

Nowruzetan Pirooz!

A heartfelt thank-you to the Farhang Foundation management team for once again organizing the 15th Annual Nowruz Celebration. The tradition of Nowruz is an invaluable reflection of our rich culture and heritage, and we are deeply grateful for the dedication and effort the team invests in bringing this beautiful celebration to life at UCLA. Your commitment ensures that our cherished traditions continue to be honored and shared with generations to come.

Shahrzad and Hadi Morshed

Celebrating together.

We are honored to join the Farhang Foundation for the world's largest Nowruz celebration and applaud the Foundation's continued commitment to supporting cultural programs in Southern California that enrich the diverse fabric of our community.



nossaman.com



SHAMADSTORE.COM

HAPPY NOWRUZ



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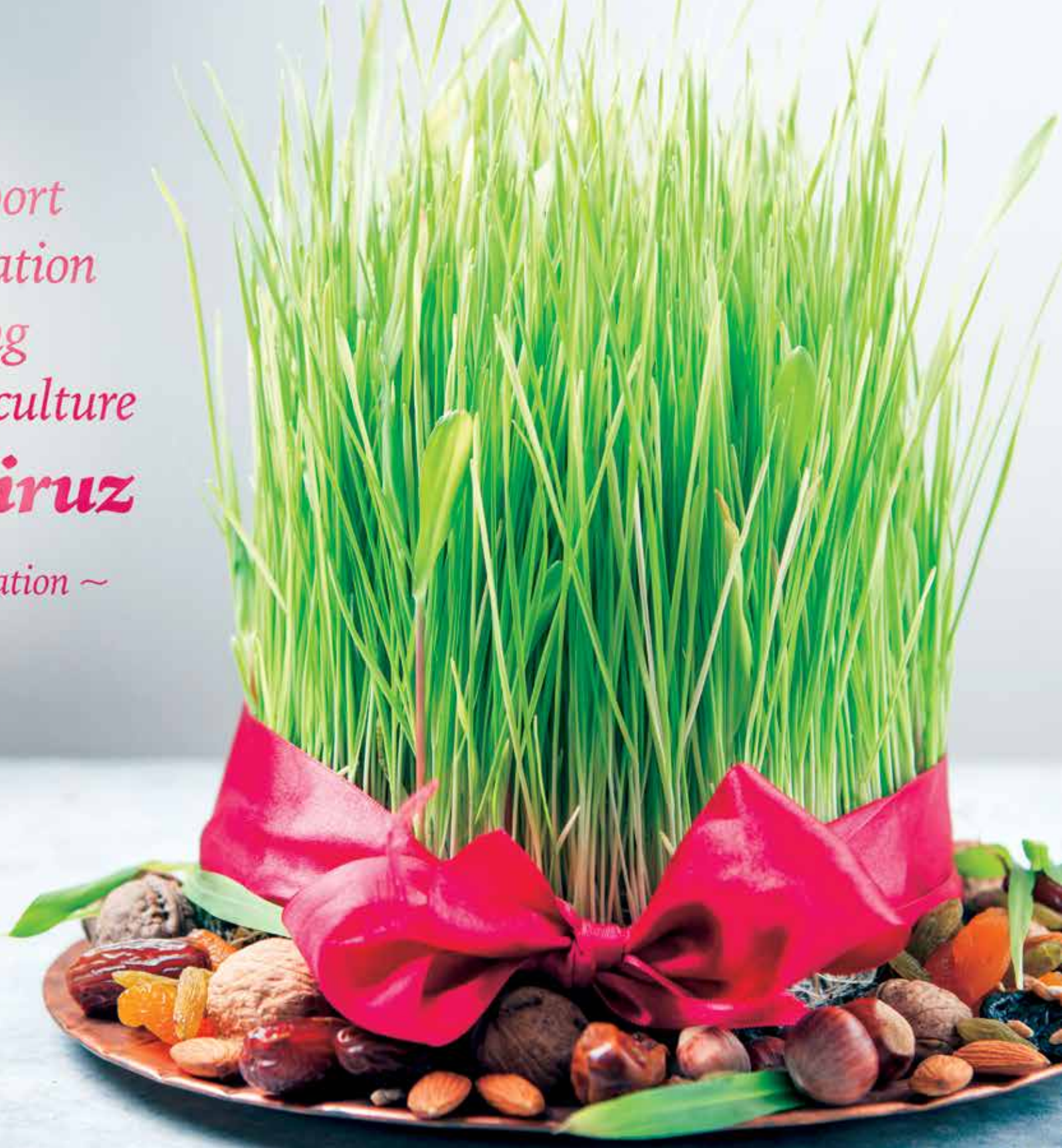
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*Wishing everyone a very
prosperous and joyous Nowruz*

نوروز پیروز

CELEBRATING NOWRUZ

1 4 0 4

OCIACC/LAIACC is a non-profit 501(c)(3) inclusive membership organization dedicated to supporting business owners and professionals through consistent networking opportunities.

Our mission is to advance business education, promote economic growth, and elevate community outreach, providing a platform for Iranian business voices to be heard through networking, marketing, and referrals.

We proudly support and celebrate Iranian cultural heritage through events like Nowruz, Mehregan, and Yalda, welcoming thousands of visitors each year.

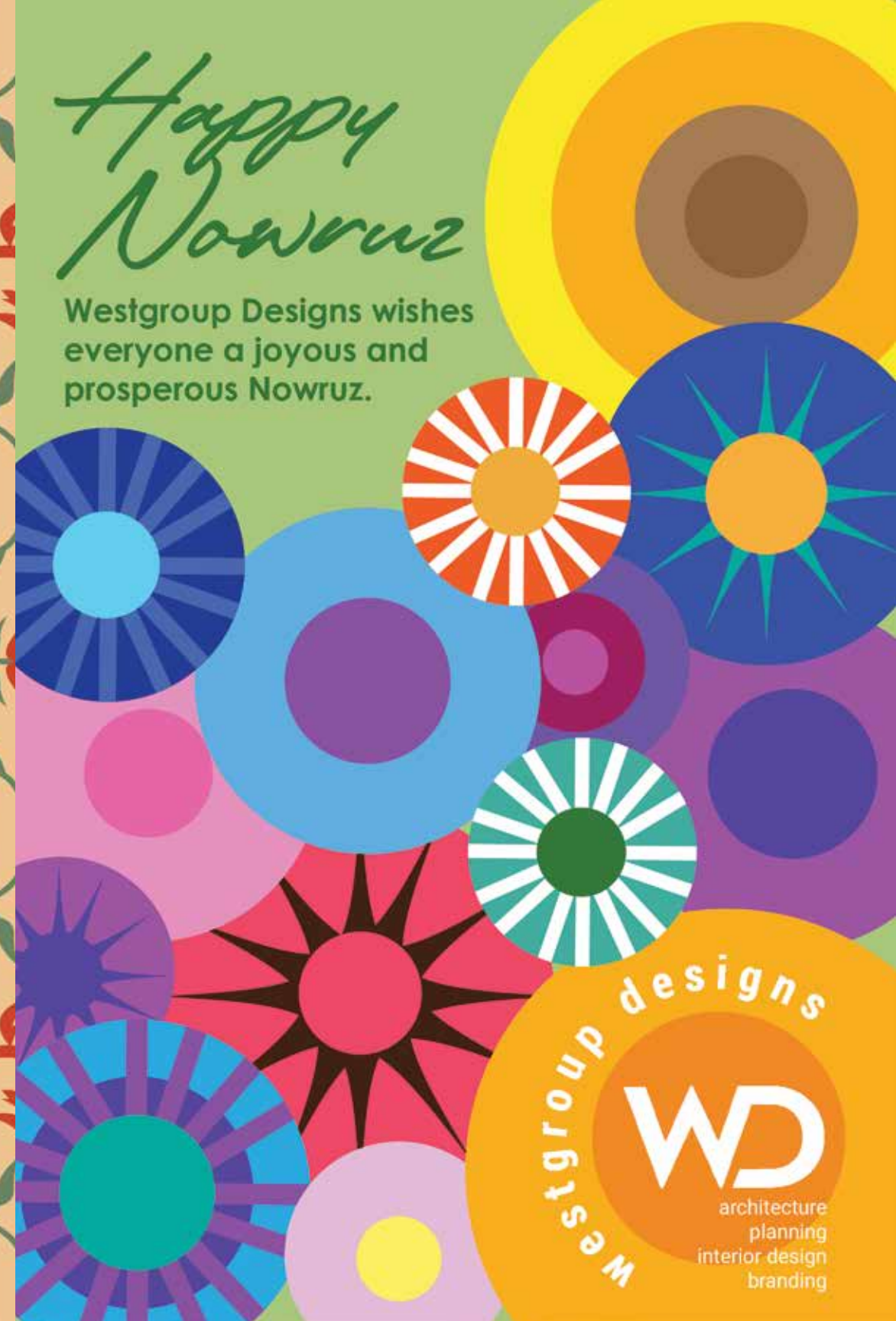
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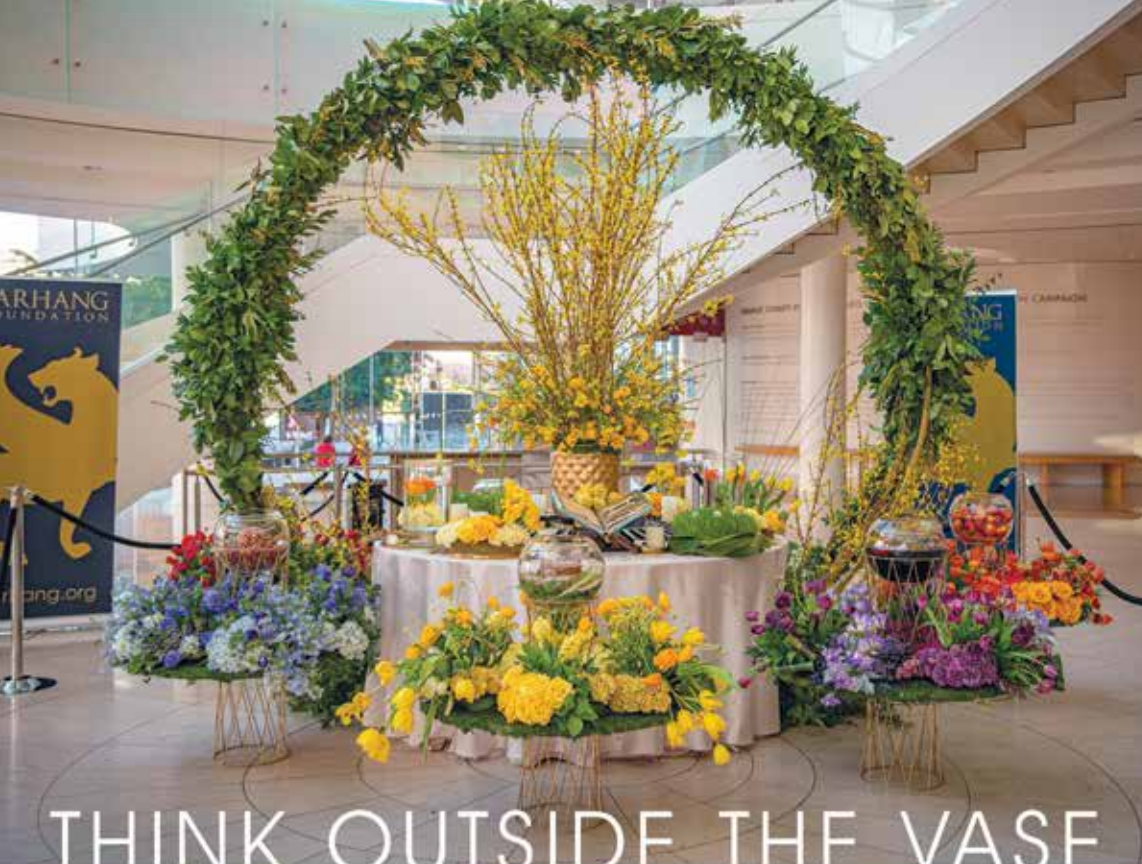
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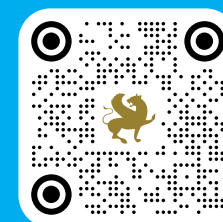
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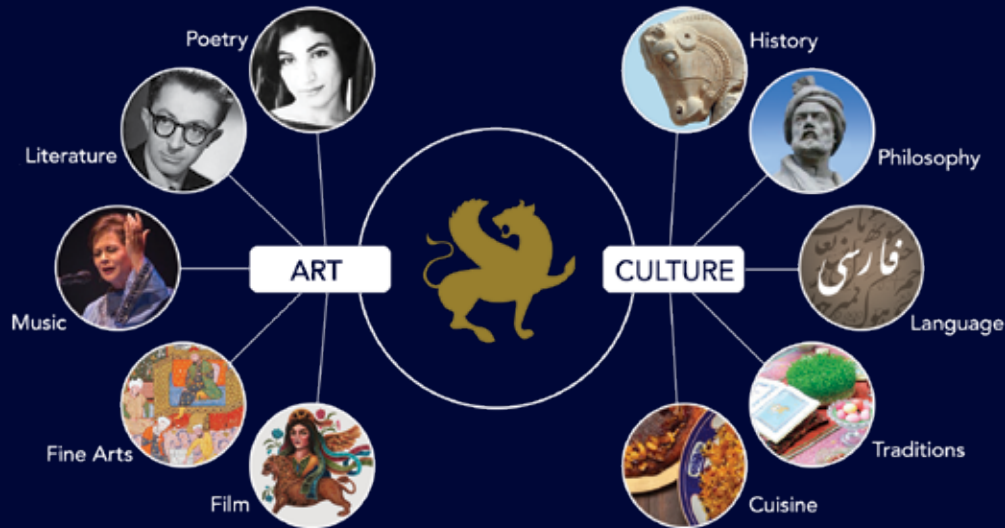
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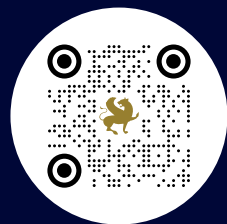
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Areas of Focus



Farhang Foundation is a **100% member-supported** nonreligious, nonpolitical, and nonprofit foundation established in 2008 to celebrate and promote Iranian art and culture for the benefit of the community at large.

The foundation supports a broad range of academic, cultural, and artistic activities through strategic partnerships with universities, museums, and cultural organizations in the United States. The foundation also organizes diverse Iranian cultural programs such as the annual celebrations of **Nowruz**, **Shab-e Yalda**, and more.



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