CELEBRATING **NOWRUZ** THE IRANIAN NEW YEAR

MARCH 29, 2025







Our Sponsors MAKE EVERYTHING POSSIBLE

Gold mily Founda

Razi Family Foundation

Pilver

Emrani-Gramian Foundation

Bronze

Iranian American Chamber of Commerce (OCIACC), Iranian American Democrats of California (IADC), Melograno Drinks, Dr. Shazad Ghanbari & PariSima Hassani, Kayvon Goodarzy & Marjaneh Afkhami, Homayoun Shoroughi

Other

California Bank And Trust

PACIFIC SYMPHONY & FARHANG FOUNDATION WELCOME YOU TO OUR ANNUAL NOWRUZ CONCERT

The Pacific Symphony and Farhang Foundation's cherished annual Nowruz celebration returns with an unforgettable evening of music, marking the arrival of spring and the renewal of life. This year's concert, a highlight of Maestro Carl St.Clair's thirty-fifth anniversary season as Music Director, unites the symphony with the legendary Pournazeri Trio—Kaykhosro, Tahmoures, and Sohrab Pournazeri—renowned masters of Iranian classical and folk traditions.

The program unfolds with **Antonín Dvořák's Carnival Overture**, setting a vibrant and jubilant tone before transitioning into the mesmerizing world of Iranian music. **The Pournazeri Trio** leads the audience through compositions that fuse ancient melodies with contemporary innovation. **Kaykhosro Pournazeri's Afsaneh-e-Tanbur** (The Legend of Tanbur) explores the spiritual resonance of this timeless instrument, while **Story of an Iranian Girl** and **I Miss You**, by **Tahmoures** and **Sohrab**, evoke themes of nostalgia and resilience.

Adding to the evening's richness are two extraordinary Iranian vocalists, **Sahar Boroujerdi** and **Donya Kamali**, whose evocative voices bring these compositions to life with unparalleled depth and emotion. Their stirring interpretations of traditional **Kurdish melodies** and original works enhance the storytelling woven throughout the program. The brilliant violin soloist **Tina Jamegarmi** further elevates the performance, blending Iranian and Western classical styles with breathtaking virtuosity.

A mesmerizing tanbur solo by Sohrab Pournazeri transitions into the **Shams Tanbur Ensemble's** deeply expressive set, leading to a powerful conclusion with **Rouhollah Khaleghi's** *Ey Iran*, a moving tribute to the Iranian spirit.

As Pacific Symphony and these remarkable artists unite, the Nowruz concert becomes more than a performance—it is a bridge between cultures, a tribute to heritage, and a joyous welcome to the new year.

NOVRUZ THE CONCERT Return of the Masters



CARL ST.CLAIR

Music Director for Pacific Symphony

The 2024–25 season marks **Carl St.Clair's thirty-fifth year as Music Director of Pacific Symphony**, making him the longest-tenured American-born conductor of a major U.S. orchestra. Under his leadership, Pacific Symphony has transformed into a world-class ensemble, achieving global recognition, including its debut at Carnegie Hall in 2018, a successful tour of China, and acclaimed performances across Europe.

St.Clair's tenure has been defined by artistic innovation and commitment to community engagement. He has pioneered groundbreaking initiatives such as the highly acclaimed *American Composers Festival* and *Symphonic Voices*, which brings concert opera productions to Orange County audiences. His dedication to commissioning new works has resulted in an impressive catalog of premieres, including compositions by *Philip Glass*, *Richard Danielpour*, *Elliot Goldenthal*, and *Michael Daugherty*.

Beyond Pacific Symphony, St.Clair's distinguished career has taken him across the globe. He has conducted major orchestras throughout North America, Europe, and Asia, including the **New York Philharmonic**, the **Los Angeles Philharmonic**, and the **Boston Symphony Orchestra**, where he previously served as assistant conductor. In 2024, after a twenty-seven-year collaboration with Germany's **Sinfonieorchester Wuppertal**, he was named its **Honorary Guest Conductor for Life**. His tenure as Music Director of the **National Symphony of Costa Rica** further cemented his reputation as an influential leader in the orchestral world.

A passionate advocate for music education, St.Clair has been instrumental in shaping Pacific Symphony's extensive youth and community outreach programs, fostering the next generation of musicians and audiences. His long-standing association with **USC's Thornton School of Music**, where he serves as **Artistic Leader** and **Principal Conductor**, further underscores his commitment to mentorship and artistic development.

As he celebrates thirty-five years with Pacific Symphony, St. Clair's legacy continues to shape the orchestra's future, ensuring that it remains a vibrant force in the world of symphonic music.



KAYKHOSRO POURNAZERI

Kaykhosrou Pournazeri, born in Kermanshah (Iran), studied music under master musicians **Ostad Vaziri** and **Darvish Khan**. He began his university studies in engineering, but soon realized his musical interests were stronger and left engineering to start music training at the **Department of Fine Arts at Tehran University**.

In 1971 he began working at the **Department of Culture and Art**, studying and recording Kurdish music, and directing orchestras of both Kurdish and Persian

traditional music. After the Iranian Revolution he started to exclusively research the sacred, little-known tanbur, and began composing modern classical Persian music for it.

The establishment of the **Shams Ensemble** in 1980 by Kaykhosro was a turning point in the development of modern classical Persian music, combining a deep understanding of the music and the spiritual meaning of the tanbur with the poetry of Rumi and the daf frame drum.

Through the **Shams School of Music** that he founded, Kaykhosro has taught numerous students.



TAHMOURES POURNAZERI

Tahmoures Pournazeri is a musician and composer whose creativity and inventiveness have marked him as a distinguished artist of his generation.

He has been acclaimed by the **U.S. Senate** for composing music for the **International Nowruz Celebration** and collaborated with artists like **Joan Baez**, **Shujaat Hussain Khan**, and the great master **Mohammad Reza Shajarian**.

He has composed for fifteen albums covering six genres of music, participated in the **Avignon Festival** at the age of fifteen, won first honors among **Young Iranian Talents** at age fourteen, and performed with the **Shams Ensemble** at Iran's most celebrated concert halls starting at age twelve.

Tahmoures was born in February 1977 to the musical Pournazeri family. His father **Kaykhosro Pournazeri** is known as the father of **Sufi music** and of the tanbur, his grandfather **Haji Khan** was a distinguished tar player, and his passionate, compassionate mother is fondly remembered by the family members as their primary supporter.

Tahmoures's fascination with music is a result of growing up in this environment. At a time when even the simplest musical performance would be discouraged by the government and television programs were not allowed to broadcast the playing of instruments, the young Tahmoures had music and musical instruments as his only means of play and entertainment—and the poems of **Rumi** and **Hafez** were (and remain) his storybooks and guides.

Tahmoures's knowledge in the fields of Iranian tribal and traditional music, as well as Western-style composition, has allowed him to create a new and original style—which is considered a great accomplishment in Eastern music.

Along with his father Kaykhosro and his brother **Sohrab**, Tahmoures leads and directs the **Shams Ensemble**-considered one of Iran's foremost musical groups. He plays all the major Iranian instruments, concentrating especially on the tar, setar, tanbur, barbat, and daf–and has experimented with and composed for new instruments designed by **Mohammad Reza Shajarian**.

Tahmoures continues to compose in the fields of mystical music, modern Iranian classical music, Kurdish music, symphonic orchestral music, and modern fusion. He also has extensive experience in the field of music recording.

His cooperation with **Homayoun Shajarian**, the celebrated Iranian singer, has led to a best-selling album, **Beyond Any Form**, and the highest-grossing concert tour in the history of Iranian music, with a total audience of over 120,000. The album also features Sohrab Pournazeri on the kamancheh, American composer **David K. Garner**, Indian Sitar virtuoso **Shujaat Khan**, Venezuelan flautist **Pedro Eustache**, and American blues quitarist **Jimmy Johnson**.



SOHRAB POURNAZERI

Sohrab Pournazeri, a virtuoso of tanbur, kamancheh, and setar, stands as one of the pioneers in performing Iranian contemporary music. His father, **Kaykhosro Pournazeri**, who founded the **Shams Ensemble** in 1980, is a respected composer and tanbur player in Iran. Sohrab joined the Shams Ensemble at the age of twelve, and since then he has been captivating audiences through performances, recordings, and collaborations with world-class musicians globally.

Sohrab was born in 1983 to the musical family of Pournazeris. His father Kaykhosro Pournazeri is one of Iran's most influential composers, and his brother **Tahmoures** has engendered a new movement in Iranian music through his performances and compositions.

Sohrab has followed in the footsteps of his musical family, yet he has achieved distinct and idiosyncratic techniques that have rendered his method of playing into something entirely unprecedented. He also pursues vocalizing and composing with the same unique approach, and has been able to steer the distinct Pournazeri musical form (with its emphasis on passion, emotion, and inventiveness) towards new horizons.

In the summer of 2017 Sohrab performed the "C Project" for the first time alongside Homayoun Shajarian in Tehran's historical Saadabad Palace Complex, a project he created with the aim of reviving the "wisdom" and old traditions of the Shahnameh (The Book of Kings) for the young generation and familiarizing the audience with the roots of ancient Iranian culture and literature. In this project, Iranian musicians work alongside actors, artists, a film crew, and lighting and sound experts to create a unique multifaceted experience for the audience.

Sohrab is also well versed in the regional music of his native Iran, as well as western classical music, and holds a degree in **Music Performance**. As a soloist and vocalist, Sohrab has collaborated with artists and ensembles worldwide–including **Mr. Shajarian**, **Shujaat Hussain Khan**, the **Beyond Borders Project**, and **Pacific Symphony**.

In 2023 Sohrab was featured as a soloist in the inaugural concert of the **Iranshahr Orchestra** in Los Angeles, sharing the stage with **Hila Plitmann**.



SAHAR BOROUJERDI

Born in 1988 in Tehran, Sahar Boroujerdi is a celebrated Iranian traditional vocalist. She began her musical journey at fifteen, first studying the Setar before transitioning to singing under the mentorship of esteemed masters, including **Kaykhosro Pournazeri**, **Afsaneh Rasayi**, and **Hamidreza Nourbakhsh**. Recognized as one of the most talented young vocalists in Iranian traditional music, Sahar's commanding presence and refined artistry have earned her widespread acclaim.

Her diverse career spans performances in musical theater, puppet operas, and film soundtracks, including collaborations with Hossein Alizadeh and Mahyar Alizadeh. She has graced prestigious venues such as the Théâtre de la Ville in Paris, Queen Elizabeth Hall in London, and Berlin's Pierre Boulez Saal. In 2024 Sahar headlined Farhang Foundation's Nowruz Concert at Royce Hall alongside Sohrab and Tahmoures Pournazeri and performed with Kaykhosro Pournazeri at UCLA's Herb Alpert School of Music. Her ability to blend tradition with innovation continues to captivate audiences worldwide.



TINA JAMEGARMI

Born in 1983, Tina Jamegarmi is an accomplished violinist, composer, and educator whose musical journey began at six with the santoor before she discovered her passion for the violin at ten. As one of the pioneering female musicians to study at **Iran's School of Music** despite postrevolutionary restrictions, she later earned a master's degree in music, establishing herself as a leading figure in both classical and Iranian traditional music.

Tina's career spans solo and concertmaster performances with Tehran's Symphony Orchestra, Iran's National Orchestra, and the Iran Philharmonic Orchestra. She is the founder of the groundbreaking Scheherazade Quartet, an all-female ensemble that has won international acclaim, including the Musicema Award and the Iranian Grammy for Best Album. Her compositions and arrangements blend classical and Iranian folk traditions, with works like Story of an Iranian Girl reflecting themes of resilience and freedom.

A dedicated educator, Tina has spent over two decades mentoring young musicians, shaping the future of Iranian and world music with her expertise and innovation.

DONYA KAMALI

Born in 1991 in Kermanshah, Iran, **Donya Kamali** is an acclaimed instrumentalist and vocalist, known for her enchanting voice and expertise on the tanbur. Trained by notable musicians such as her father **Fereydoun Kamali** and her uncle, she emerged as a musical prodigy, winning several awards at **Kurdish Music Festivals** from a young age.

Donya gained prominence as the lead vocalist of the **Nishtiman Ensemble**, under the direction of **Sohrab Pournazeri**. She is featured on the album **Kobane** in the **Nishtiman 2** project, which received widespread acclaim. Her performances have lit up stages globally, including prestigious festivals like **Forde Festival** and **Au Fil Des Voix**.

Her collaboration with **Tahmoures Pournazeri** led to significant projects such as **Female Voices of Iran**. Additionally, Donya has been a vital part of the **Shams Ensemble**, performing at notable events like the **Barana Music Festival** and **Konya Sufi Music Festival**.

Her latest work includes the album **Zhina**, composed by Sohrab Pournazeri, where she serves as the vocalist.

PROGRAM

ANTONÍN DVOŘÁK'S: Carnival Overture, Op.92

KAYKHOSRO POURNAZERI: Afsaneh-e-Tanbur (The Legend of Tanbur)

Shams Tanbur Ensemble / Arrangement: Bardia Kiaras

TRADITIONAL: Shirin (Iranian Kurdish Music)

Donya Kamali / Arrangement: Tahmoures Pournazeri

TAHMOURES POURNAZERI: Story of an Iranian Girl Tina Jamegarmi / Arrangement: Tina Jamegarmi

SOHRAB POURNAZERI: I Miss You (Delam Gerefte Barayat)

Sahar Boroujerdi / Poem: Hossein Monzavi

TAHMOURES POURNAZERI: One Thousand and One Nights

Tahmoures Pournazeri / Arrangement: Bardia Kiaras

~ INTERMISSION ~

TANBUR SOLO

Sohrab Pournazeri / Shams Tanbur Ensemble

TAHMOURES POURNAZERI: Sareban Sahar Boroujerdi / Poem: Molana (Rumi)

KAYKHOSRO POURNAZERI: Yawaran Donya Kamali / Poem: Hayran Ali Shah

SOHRAB POURNAZERI: Shive Gary Sahar Boroujerdi / Poem: Molana (Rumi)

TRADITIONAL: Libly Guli

Donya Kamali / Arrangement: Sohrab Pournazeri

TAHMOURES POURNAZERI: I We You

Donya Kamali

SOHRAB POURNAZERI: Iran

Poem: Pooria Soori

ROUHOLLAH KHALEGHI: Ey Iran

Sahar Boroujerdi / Poem: Hossein Golegolab

Arrangement: Arash Salamie

ARTISTS

Carl St.Clair - Conductor

Kaykhosro Pournazeri – Tanbur

Tahmoures Pournazeri – Tanbur & Tar

Sohrab Pournazeri – Tanbur & Kamancheh

Donya Kamali – Tanbur & Vocalist

Sahar Boroujerdi – Vocalist

Tina Jamegarmi – Violin

Sepehr Ramin – Tanbur

Kimia Jamshid – Tanbur

Aliar Ghasser - Tanbur & Bass Tar

Hamid Khansari – Oud

Farzin Keshavarz – Santour

Shahab Paranj – Tombak & Kuzeh

Hussein Zahawy – Daf & Dohol

Negar Ezazi – Daf & Bendir

Pacific Symphony



MoWens The New Year Celebrations 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. 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.



Beverly Center



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)

10

SOODEH KHANI WINNING BANNER DESIGNER

Soodeh Khani is based in Kerman, Iran, and is an accomplished illustrator and art educator with a decade of experience in illustration, urban art, and teaching. Based in Iran, she has contributed to numerous public art projects, mural installations, and children's book illustrations while also mentoring aspiring artists.

As an art instructor since 2017, Soodeh has guided students in various artistic disciplines, fostering creativity and technical skills across multiple mediums. Her commitment to education extends to her own professional development, where she remains proficient in Adobe Photoshop and continuously explores new artistic techniques.

Her work in **urban art and mural projects** includes collaborations with municipal beautification initiatives in Ardakan, Bardsir, and Kerman. She has participated in the fifth Nowruz Urban Arts Festival "Experience" in Kerman (2022, 2023) and the Rafsanjan Nowruz Egg Festival (2023, 2024), as well as the prestigious ninth Tehran Urban Arts Annual "Baharistan" (2024) and the seventh "Nowbahar" Kerman Art Event (2025).

Soodeh's work has been exhibited internationally, including in the "Painted Masks" Online Art Exhibition in France (2021), and she has showcased her artistic vision in group exhibitions such as the "Dialogue of Spring" (2018).

Beyond public art, Soodeh has made significant contributions to **children's literature**, illustrating four books for the Dastaneh Man publishing house, demonstrating her skill in narrative illustration and character development.

She holds a Master of Arts in Art Research from Science and Art University, Yazd (2016), a Bachelor of Arts in Graphic Design from Sooreh University, Kerman (2014), and an Associate Degree in Graphic Design from Hazrat Fatemeh Technical and Vocational University, Kerman (2011).

With a passion for both studio and public art, Soodeh continues to explore innovative ways to engage communities through visual storytelling and creative expression.

CELEBRATING MARCH 29 THE CONCERT Pacific Symphony FARHANG Renée and Henry Segerstrom Concert Hall Farhang.org

"Winning this year's Nowruz Banner Design Contest for the Pacific Symphony's Nowruz Concert is an incredible honor. Nowruz is a celebration of renewal, beauty, and cultural heritage, and I am thrilled that my artwork is part of this magnificent event. I hope it captures the spirit of the season and brings joy to all who see it. My deepest gratitude to Farhang Foundation and the Pacific Symphony for including my design in this wonderful cultural celebration. I only wish I could be there in person to celebrate with you all."



Enjoying the Nowruz Concert?

DONATE TODAY

Help support Nowruz and Farhang's other free programs.

Farhang.org/Donate

or visit our info booth



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



SUPPORT THIS HISTORIC PROGRAM

More info: Farhang.org/UCLAMusic





FARHANG CONNECT

A Series of Talks with Influential Iranians



WATCH ALL EPISODES ON FARHANG.ORG/CONNECT



UCLA Celebration of

JUNE 14-29

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

Presented by

UCLA
FILM &
TELEVISION
ARCHIVE





Celebrating Iranian Heritage

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

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



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.





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



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

Los Angeles Times FESTIVAL OF BOOKS AT USC





PERSIAN 101

PERSIAN LANGUAGE AND CULTURE

AFTER-SCHOOL PROGRAM

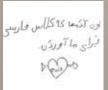
BY FARHANG
FOUNDATION

IN COLLABORATION WITH:
CITY OF BEVERLY HILLS, BEYOND THE BELL,
STAR EDUCATION, and LAUSD

FARHANG.ORG/PERSIAN101

For info please contact us at info@farhang.org













A storytelling series dedicated to our youngest Farhangees

Farhang.org/Stories (





Saturday NOV 1, 2025

BEVERLY WILSHIRE

Beverly Hills

A FOUR SEASONS HOTEL



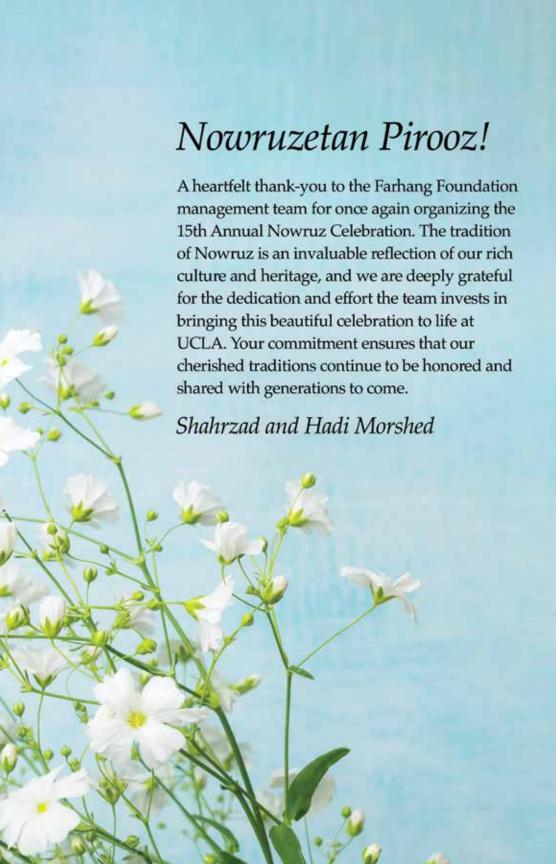
Each year's regrets are envelopes in which messages of hope are found for the New Year.

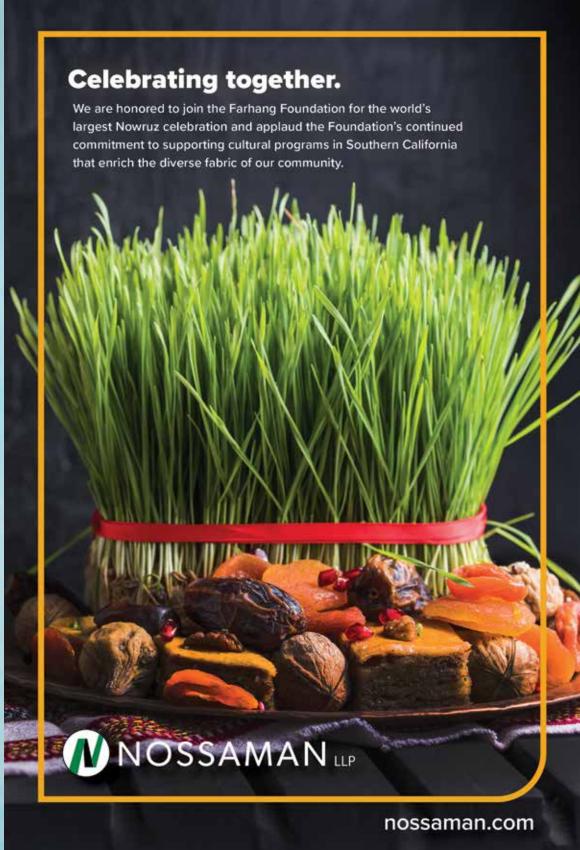
RUMI

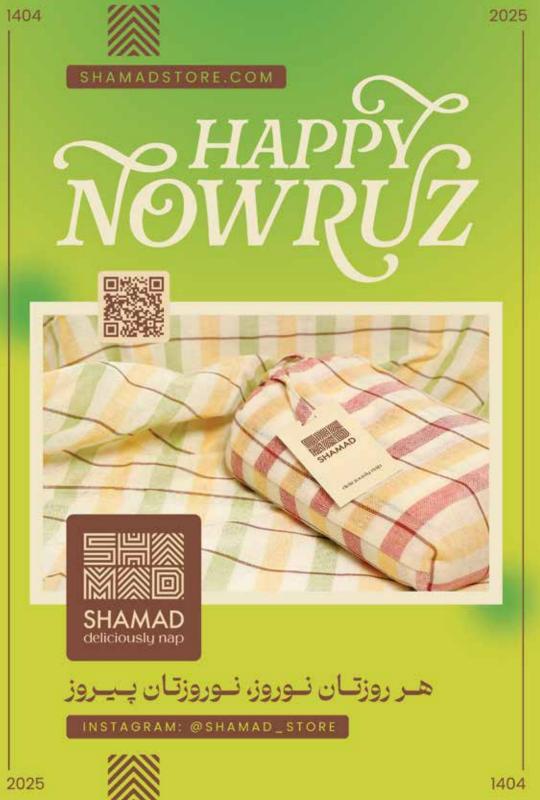
CONGRATULATIONS TO FARHANG FOUNDATION

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









Gramian-Emrani Center For Iranian Music

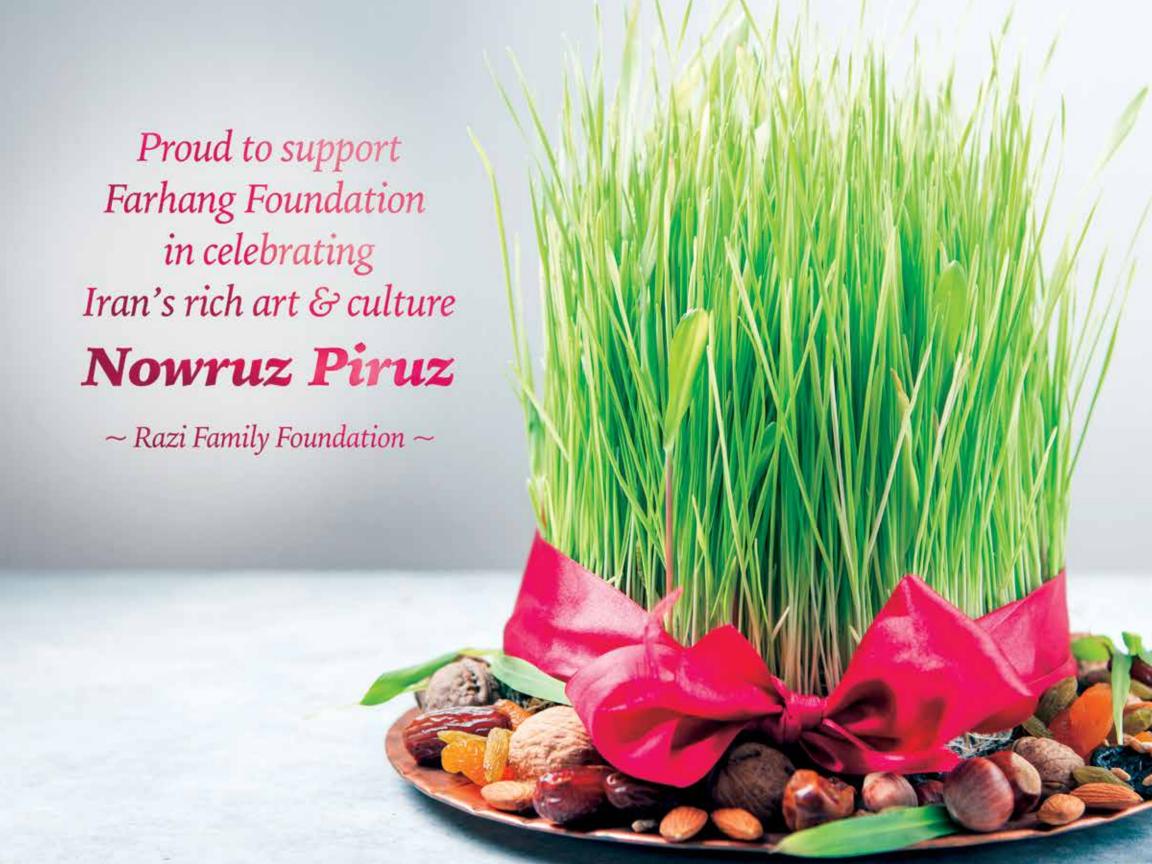
Preserving Tradition,
Inspiring Innovation:
Celebrating the Rich Legacy
of Iranian Music at UCLA



Herb Alpert School of Music







HAPPY NOWRUZ!



FROM

CARLYLE AVENUE

www.carlyleavenue.com



First Financial Capital

the bridge to your success

Over \$3 Billion Funded

\$1,000,000 - \$50M 1 to 3 Year Terms No Prepayment Penalty Fast Funding Commercial Properties Special-Use Properties Non-Conforming Nationwide Funding

Collateral based lending custom tailored to suit your needs.

(310) 694-5060

info@firstfincap.com

MELOGRANO

NOWRUZ PIRUZ

Rooted in a love for hospitality and the refined flavors of Persian culture, husband-and-wife duo Shiva & Reza Mortazavi created Melograno to elevate the ready-to-drink cocktail experience.

Drawing from centuries-old Persian traditions of using fine ingredients and bold flavors, each sip embodies elegance, balance, and sophistication.

Visit us at melogranococktails.com



DRINK RESPONSIBLY











فرا رسیدن فصل بهار و نوروز باستانی که شکوه ایران و یادگار نیاکان است خجسته باد. باشد که در این سال نو سه پاس گفتار راست، پندار پاک و رفتار نیک را گرامی بدانیم.

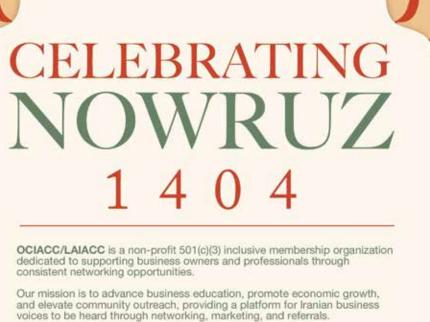


Iraj Roohani

Tax and accounting services

Santa Monica, California iraj@roohani.com 310 828 6655

Wishing everyone a very Nowruz prosperous and joyous 19/3



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

Visit our website to learn about our upcoming events at www.ociacc.com





Happy Nowouz

Westgroup Designs wishes everyone a joyous and prosperous Nowruz.

designs

architecture planning

interior design



The Hyatt Regency Newport Beach West is pleased to be a proud sponsor of Farhang Foundation and would like to extend our best wishes for a healthy and prosperous Nowruz!

HYATT REGENCY NEWPORT BEACH WEST

4545 MacArthur Boulevard . Newport Beach, California 92660

Phone: (949) 975-1234 • Fax: (949) 833-0187 hyattregencynewportbeachwest.com





A new year offers you 365 blank pages to write the most beautiful chapter of your life.

HAPPY NOWRUZ

SERVICES:
Floral Art & Design
Event Design
Boutonnières
& Corsages
Leis & Garlands
Henna Art

RENTALS: Luxury Tents Chiavari Chairs Lighting Staging a seed **M** and stone

FLORAL & EVENT DESIGN

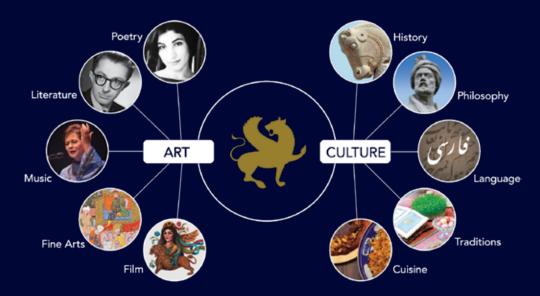






FARHANG FOUNDATION

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.



OUR TEAM

Board of Trustees

Dr. Haleh Emrani – Chair Farhad Mohit – Vice Chair Ali C. Razi – Founding Chair

Hormoz Ameri

Mahmood Michael Amin

Mark Amin

Philip Cohanim

Dariush Gabbay

Dr. Shazad Ghanbari

Karoon Monfared

Mark Moshayedi

Anoosheh M. Oskoujan

Dr. Hooshang Pak

Samaneh Tahbazof

Andrew Tavakoli

Patron Trustee

Mehraban Khajehnouri Ron Mavaddat

Management Team

Alireza Ardekani – Executive Director Mark Moshayedi – Chief Financial Officer

Tannaz Guivi – Assistant Director

Negar Attari Pour – Senior Project Supervisor

Haydeh Shirmohammadi – Special Projects Director

Sara Alvarez – Secretary

David W. Newman - Legal Counsel (Pro Bono)

Advisory Committee

Dr. Janet Afary – University of California, Santa Barbara

Dr. Fereshteh Daftari – Independent Scholar and Curator

Dr. Touraj Daryaee – University of California, Irvine

Dr. Layla Diba – Independent Scholar and Curator

Shirin Neshat – Modern Art

Dr. Nasrin Rahimieh – University of California, Irvine

Shardad Rohani – Classical Music

Kourosh Taghavi – Namâd Ensemble

Bay Area Council

Nazila Habibizad – Chair

Dr. Haleh Emrani

Nadia Nouri

Parichehr Pakpour Azari

Gita Meshkat Razavi

Yasamin Salehi Tahbazof

Samaneh Tahbazof

Cami Zarringhalam – Secretary

Fine Arts Council

Roshi Rahnama – Chair

Maneli Kaykavousi – Vice Chair

Ehsaan Mesghali – Vice Chair

Shirin Amin

Dr. Shazad Ghanbari

Maryam Gueramian

Arash Nassi

Sophia Rahbari

Ali C. Razi

Shelley E. Reid

Katy Saei

Reza Sarem Aslani

Mina Sharifi, DDS

Samaneh Tahbazof

Mojgan Vahdati-Nia

Iranian Studies Council at USC

Farrok Yazdi - Chair

Cyrus Ashayeri – Vice Chair

Sanam Hadavi – Vice Chair

Dr. Sohaela Amiri

Akbar Azad

Dr. Haleh Emrani

Mahta Emrani

Eli Gabbay

Hassan Izad

Shahrzad Morshed

Michael Saei

Orange County Council

Marjaneh Afkhami – Chair

Dr. Sheva Assar

Marjaneh Makarechi

Sidney Mehrdady

Anoosheh M. Oskouian

Fariba Toofanian

4



and MANDANA MAHOMOUDI

A SEED AND STONE for designing the beautiful Grand Haft-Sîn display.

SALEH SHIRAFKAN and our entire volunteer team for all their hard work and dedication.

ACUPRINT and **MOJAN SOWLATY** for assisting in printing this year's program books.

Hotel accommodations for Farhang Foundation provided by

HYATT REGENCY NEWPORT BEACH WEST

Funding for this program was provided by Farhang Foundation's Orange County Council with contributions from our sponsors.



Help Share Iranian Culture Become A Member Today!

Join member-supported Farhang Foundation in this mission. Today, during uncertain times, Farhang and the artists and cultural projects we support need your backing more than ever.

> So, please join today at Farhang.org/Membership



