

# Iran's cinema halls once again resonant with cinemagoers

Social Desk

EXCLUSIVE

There's something magical about walking into a darkened theater, the nostalgic smell of bologna sandwiches and buttered popcorn wafting through the air, and taking your seat among a sea of strangers. As the lights dim and the previews start to roll, you feel a sense of excitement and anticipation building within you. This is the joy of watching a movie in a cinema hall.

Fortunately, recent statistics show that cinema halls in Iran are experiencing another boom post-COVID, and cinemagoers are finding the activity increasingly pleasant.

But what is it that attracts individuals to these darkened rooms?

For many of us, going to the movies has been a beloved pastime since childhood. It's a chance to escape from reality for a few hours and immerse ourselves in a different world. The big screen, the booming sound, and the larger-than-life images transport us to another place and time, allowing us to forget our worries and lose ourselves in the story unfolding before us. But it's not just about the movie itself. Watching a movie in a cinema hall is a social experience, a chance to come together with friends or family and share a common experience. There's something

special about sitting in a room full of people who are all experiencing the same emotions, laughing at the same jokes, and gasping at the same twists and turns. It's a reminder that we're not alone in this world and that we're all connected by our shared humanity.

And then, there's the communal aspect of it all. Before the movie starts, you might strike up a conversation with the person sitting next to you, discussing your favorite movies or actors. During the movie, you might share a laugh or a gasp with your neighbor and feel a sense of camaraderie with someone you've never met before and in all probability, will never meet again. After the movie, you might linger outside the theater, discussing what you liked or didn't like about the film or speculating about what might happen next.

Watching a movie in cinema halls is also an opportunity to learn and grow. Movies have the power to challenge our beliefs, broaden our horizons, and expose us to different cultures and perspectives.

And let's not forget the pure joy of it all. There's something so satisfying about sitting in a comfortable seat, munching on popcorn or candy, and losing yourself in a story that's bigger than yourself. It's a chance to indulge in a little bit of escapism, forget about the stresses and pressures of everyday life,



IRNA

and simply enjoy the moment.

In a world that's becoming increasingly isolated and disconnected, watching a movie in cinema halls is a reminder of our shared humanity. It's a chance to come together, to laugh and cry and feel all the emotions that make us human. Cinema in Iran has always been hugely popular. The country has a thriving film industry that produces a wide range of movies each year. Despite some restric-

tions, Iranian filmmakers have found ways to tell powerful stories that resonate with audiences both at home and abroad.

Many Iranian films have won international awards and critical acclaim, helping showcase the country's rich cultural heritage and artistic talent. Despite the challenges facing the industry, cinema remains an important part of Iranian culture, bringing people together and providing a platform for creative ex-

pression.

Now, after a few not-so-impressive years for the Iranian cinema in terms of sales, it seems the recently-released movies are more appealing, and the cinemagoers have had a change of heart.

The recent statistics indicate a new box office boom for the Iranian cinema, with the ticket sales in the month of Farvardin (March 21-April 20) alone surpassing \$2 million, according to IRNA.

## New dawn for dementia treatments on the horizon



Today's generation of elderly people could be the last to face the specter of untreatable Alzheimer's disease, according to the co-chair of the UK government's new dementia mission.

Hilary Evans, the chief executive of Alzheimer's Research UK, appointed by ministers last month, said the world was "on the cusp of a new dawn" for dementia treatments that meant devastating neurodegen-

erative illness would no longer be regarded as an inevitable part of old age, according to The Guardian. However, she warned that an overhaul of NHS dementia care was required to ensure patients could access the first effective Alzheimer's drugs that could be approved in the UK as soon as next year. "This could be the last generation that doesn't have access to drugs," she said. "For those in their mid- to

late-70s and 80s, it might be a bit late, by the time they're symptomatic, for these drugs to be effective. "I'm in my 40s [and] my generation really will be the generation that will benefit," she added. "For people in their 60s, there will, I hope, be quite a shift from where we are now."

Evans was appointed last month to co-chair the UK government's national dementia initiative, which

aims to draw lessons from the COVID vaccine taskforce to accelerate dementia research and comes with a commitment to double funding for dementia research to £160m a year by 2024 to 2025.

It follows breakthrough trial results last year, in which lecanemab, developed by Eisai and Biogen, was shown to be the first ever drug to slow cognitive decline in early stage Alzheimer's patients.

### PIC OF THE DAY



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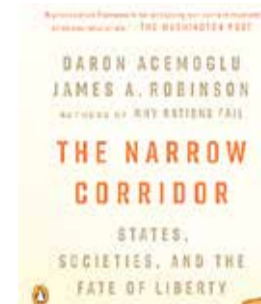
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### IRAN READS

'The Narrow Corridor'  
by Daron Acemoglu and James A. Robinson



One of Iran's bestsellers this week is 'The Narrow Corridor: States, Societies, and the Fate of Liberty' by Daron Acemoglu and James A. Robinson. It should come as no surprise since the pair's 'Why Nations Fail' was a phenomenon in Iran's book market.

'The Narrow Corridor' is a thought-provoking and insightful book that explores the tension between liberty and power in human societies. The authors argue that the existence of a narrow corridor, where both liberty and power are balanced, is necessary for the development of successful democracies.

Acemoglu and Robinson begin by examining the history of human societies and the various forms of government that have emerged over time. They argue that societies that have been able to balance power and liberty have been more successful in achieving economic growth and political stability. The authors use examples from history, such as the rise of democracy in Athens and the fall of the Soviet Union, to illustrate their points.

One of the key arguments made by Acemoglu and Robinson is that the balance between power and liberty is not static, but rather a dynamic process that requires constant vigilance. They argue that institutions such as the rule of law, free press, and independent judiciary are necessary to maintain this balance. The authors also emphasize the importance of citizen participation in politics and the need for a vibrant civil society.

'The Narrow Corridor' is a well-researched and engaging book that offers a unique perspective on the development of human societies. The authors make a compelling case for the importance of balancing power and liberty in creating successful democracies. The book is written in an accessible style that will appeal to both academics and general readers interested in politics and history. Overall, 'The Narrow Corridor' is a must-read for anyone interested in understanding the complex relationship between power and liberty in human societies. It offers a fresh perspective on the challenges facing democracies today and provides valuable insights into how we can create more successful and sustainable political systems in the future.