

Rumi belongs to all humanity



Arts & Culture Desk

Head of the National Library and Archives of Iran, Alireza Mokhtarpour, emphasized the cultural, linguistic, and religious commonalities between Iran and Turkey, stating that the works of well-known figures like Rumi are not only of high importance for Persian speakers but belong to all humanity, regardless of their geographical origins.

During a visit to various sections of the Iranian library, Darya Ors, Chairman of Ataturk Higher Institute of Culture, Language and History, met and held discussions with Mokhtarpour.

In the meeting, Ors expressed hope for broader cooperation in the fields of culture, language, written heritage, and archives, especially in light of reduced bilateral collaboration due to the COVID-19 pandemic.

Mokhtarpour emphasized the cultural, linguistic, religious, and neighborly ties between the two countries, highlighting that today, the works of great personalities such as Rumi, irrespective of their geographical origins, are not only of importance to Persian speakers but are the heritage of all humanity and all eras.

Mokhtarpour highlighted the importance of implementing the cooperation agreement between Iran and Turkey's national libraries, which had been disrupted due to the spread of the coronavirus.

Furthermore, Fatemeh Sadr, Deputy for Research and Digital Resources at the National Library and Archives of Iran, emphasized the scientific and research activities of faculty members in fields such as Iranian studies, Islamic studies, and artificial intelligence.

She also stressed the need for further cooperation in education, research, and digitalization of resources.

Esmat Momeni, deputy director of the Iranian national library, expressed hope for fruitful collaborations in book exchanges, especially in the fields of Iranian studies and Islamic studies, given the presence of over 7,000 libraries in Iran benefiting from library services.

During the Turkish delegation's visit, Yüksel Özgen, president of the Turkish Historical Society, Eger Ünale, head of the State Archives Organization under the Presidency of Turkey, Osman Murat, caretaker of the Turkish Language Foundation, and Faruk Özpilavcı, head of the Turkish Written Works Organization, were also in attendance.

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Children's cinema potential for box office growth in Iran

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Despite the thriving comedy genre dominating the Iranian cinema landscape, children's cinema may hold the key to sustained box office success.

A recent analysis of film production in the children and adolescent genre reveals that, despite numerous festivals dedicated to the theme within the country's film industry, it only accounts for just over 7% of total productions in the last decade.

Examining production statistics shows that the golden era of children's cinema in Iran was in the late 1980s and early 1990s. Since then, the genre has experienced ups and downs, leaving some critics concerned about its future, according to Tasnim news agency.

A decade-long examination of various film genres in Iranian cinema from 2011 to 2021 demonstrates that a total of 910 films were produced by industry professionals. Among these, children and adolescent films added up to a mere 7.14%, or 65 related works, with 15 of them being animated films.

Many cinema critics argue that besides its important role in educating the future generation, the economic potential of the children's genre should also permit special attention from industry

stakeholders and policy-makers. Properly planned production and marketing strategies for children's films could undoubtedly produce significant box office returns, given that children often visit cinemas with their families, reducing the reliance on single-ticket sales.

Economic significance

The economic significance of the children's genre becomes evident when examining sales figures for various genres during the same period. Children and adolescent films, with a total box office performance of \$2.67 million, ranked fourth in sales, after comedy, drama, and social genres, indicating the important economic potential of this genre if properly managed by industry authorities.

Iranian filmmaker Marzieh Broumand said, "It's a fact that children need to watch films and go to the cinema. While many watch films and series at home, going to the cinema is a 'shared experience'. It provides a space for laughter, tears, excitement, and group enjoyment."

Broumand emphasized, "We must produce contemporary children's and adolescent content that is not only entertaining but also controlled in terms of content. Thus, adapting existing regulations in children's cinema to cater to an audience that has changed



over the years and relates to different themes is essential."

Children's cinema must be taken seriously

Broumand added, "In every country, cinema requires various cinematic forms to maximize its audience reach, and children's cinema is one of them. Children's cinema and families can grow together. We need to take family cinema seriously."

Statistics regarding various film genres in Iranian cinema production from March 20, 2012, to August 23, 2023, demonstrate that a total of 910 films with various genres have been produced in that period. Thus, the drama genre tops the list, with 217 films, representing 23.84% of the total, followed closely by the social genre, with 201

films, making up 22.08%. Comedies come in third, with a 16.81% share, comprising 153 films.

Conversely, the documentary genre ranks fourth, with 93 films, making up 10.32% of the total productions. Next in line is the children and young adult genre, producing 65 films, with a 7.14% share, while romantic films secure a 4.94% share, with 45 works. War dramas rank fifth, with 43 films, and a 4.72% share.

A deeper look at the data reveals that over 73% of the total works produced in this period fall under the drama, social, comedy, and documentary genres. The remaining 27% is divided among the children and young adults, romantic, war, mystery, crime, thriller, historical, biographical, adventure, horror, fantasy, and sports genres.

Children's genre, a potential

Children and young adult films within the examined period have grossed a total of \$2.67 million. This places them in third position in terms of revenue, following comedies, dramas, and social films.

The statistics highlight the economic importance of the children's film genre and its potential to rejuvenate the Iranian film industry, given proper planning and investment by relevant authorities.

Mohammadreza Karimi-Saremi, an official from the Institute for the Intellectual Development of Children and Young Adults, emphasized the need for support and coordination in the field of children's cinema.

He stressed that animation, in particular, has the

potential for substantial returns, both economically and culturally, and should be promoted.

He also noted that cinema can play a vital role in education and upbringing, and children's cinema can serve as a valuable tool for diversifying and enriching the cultural and educational environment. In a nutshell, the analysis of the children and young adult film genre in Iranian cinema indicates both untouched potential and a need for increased attention and support. With its unique capacity to attract audiences and generate revenues, children's cinema could be a key driver of growth in the Iranian film industry, but it requires strategic planning, investment, and greater collaboration with educational institutions to fully realize its potential.



Mohammad Ali Rajabi
Cartoonist



Tehran's Golestan Palace hosts photo exhibit on Iranian capital

A collection of photos of the Iranian capital, Tehran, is on show at the UNESCO-designated Golestan Palace in Tehran. The three-day exhibition opened on October 8 at Shams-ol-Emareh ("Edifice of the Sun"), a 19th-century architectural gallery located within Golestan Palace. Organized to mark Tehran Week which, comes to an end on October 12, the event features a selection of 40 artworks taken by 20 photographers, CHTN reported. Golestan Palace was once the official residence of the Qajar rulers who ruled the country between 1789 and 1925. The decorated property displays a remarkable mixture of ancient Persian and contemporary European architectural styles, which characterized much of Iranian art in the 19th and 20th centuries.

The Iranian capital has many to offer its visitors including the Grand Bazaar, Treasury of National Jewels, National Museum of Iran, Glass & Ceramic Museum, Masoudieh Palace, Sarkis Cathedral, Tehran Museum of Contemporary Art, and Carpet Museum of Iran, among others.

