

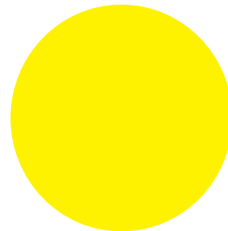
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‘Nowruznegar’ blossoms in Tehran

Arts & Culture Desk

EXCLUSIVE

As spring unfolds and the joyous festivities of Nowruz approach, Tehran’s Laleh Gallery opened its doors to the ‘Nowruznegar’ art exhibition, showcasing the beauty of nature through an array of artistic expressions. Mohammad Ali Saeidi, the gallery director and curator of the exhibition, told Iran Daily reporter that it is the second consecutive year the Laleh Gallery is hosting this distinguished event. The exhibition features approximately 120 pieces from 70 contemporary artists, all inspired by the delicate charm and liveliness of spring. “The majority of the artworks are presented in either realistic or abstract styles, with a portion created in the tra-

ditional Persian calligraphy painting technique,” Saeidi explained. “We focused on selecting pieces that embody bright, joyful colors, reflecting the positive energy of this season for our visitors.” Half of the participating artists are recognized figures in the Iranian art scene, while the other half consists of emerging talents who draw inspiration from nature in their creations. Saeidi added that last year’s exhibition attracted a significant number of tourists and travelers from across the country during the Nowruz holiday, many of whom are eager to explore art galleries featuring themes of spring and the New Year. The exhibition began on March 8 and will run until April 7, providing a month-long celebration of art and nature in the heart of Tehran.



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Int'l Holy Qur'an Exhibition wrapped up

Minister calls for broader appeal of Qur'anic teachings

Arts & Culture Desk

Iran’s 32nd International Holy Qur’an Exhibition wrapped up in Tehran, highlighting the need for a broader approach to the Qur’an’s teachings. Abbas Salehi, the Minister of Culture and Islamic Guidance, said that the Qur’an’s message should resonate not just with believers, but with all of humanity. “We must broaden our perspective,” he said during the closing ceremony in Tehran on March 17.

Salehi emphasized that the Qur’an addresses various groups, including the faithful, believers, and ultimately, all of humanity. He noted that Qur’anic initiatives, such as this exhibition, should aim to capture these layers of guidance. “Our primary concern should be the guidance of humanity,” Salehi added. He expressed hope that events like the Qur’an Exhibition would effectively convey its messages to a wider audience.

Hamidreza Arbab Soleimani, head of

the exhibition, remarked on the significance of holding the exhibition twice in one year. “This is the only event at the Ministry that aligns with the lunar calendar,” he noted.

He stressed the exhibition’s goals, which include promoting a Qur’anic lifestyle and enhancing understanding of its teachings among different societal segments, particularly the youth. Arbab Soleimani pointed out the exhibition’s focus on developing digital Qur’anic resources, particularly for

children and adolescents. “This aspect received considerable attention,” he stated.

The exhibition featured 37 sections, each tailored to specific audiences, and was managed by content experts. “One way to uphold the divine book is through Qur’anic events like this exhibition,” he concluded.

The event aimed to foster international dialogue, with participation from 15 countries, strengthening Qur’anic diplomacy among experts and artists.

Iran’s ‘Land of Kindness’ moves to Guangzhou



Arts & Culture Desk

The ‘Land of Kindness’ exhibition, showcasing Iran’s rich cultural heritage, is set to launch in its second destination in China at the Guangdong Provincial Museum in Guangzhou. Following a successful opening in Chengdu’s Sichuan University Museum earlier this year, the exhibition will officially open in mid-April 2024.

Organized in compliance with all legal and expert regulations, the exhibition is spearheaded by the Iranian Cultural Heritage, Tourism and Handicrafts Ministry, with collaboration from Tehran Governor-General’s Office and the University of Tehran, ILNA reported.

The exhibition features 151 historical and cultural artifacts selected from Tehran’s museums and the University of Tehran, highlighting the visual and thematic richness of Iranian heritage. The initial show in Chengdu received significant media coverage and was warmly welcomed by Chinese visitors, reflecting the exhibition’s success in promoting Iranian culture and civilization. The event underscores the vital role of museum exhibitions in fostering cultural understanding and cooperation between nations.

China, Kyrgyzstan extend Nowruz greetings

Arts & Culture Desk

Diplomats from China and Kyrgyzstan extended their congratulations on the occasion of Nowruz (Persian new year), emphasizing the festival’s cultural significance and its role in strengthening international ties.

In a message to Mehr News Agency, Kyrgyz Ambassador to Iran Turdakun Sydykov described Nowruz as a cherished tradition among the Kyrgyz people, symbolizing peace, harmony, and renewal. “For the Kyrgyz people, as well as for Iranians and many Central Asian nations, Nowruz is an invaluable heritage of our ancestors, a festival of unity and prosperity,” he said. Sydykov highlighted traditional Kyrgyz customs associated with the celebration, including the preparation of “sumolek,” a nutrient-rich dish made from sprouted wheat, cooked collectively by families and neighbors as they sing folk songs and share stories. He also noted that Nowruz festivities in Kyrgyzstan feature theatrical performances, sports competitions, and traditional equestrian games.

Recognizing the festival’s international significance, he recalled that UNESCO added Nowruz to its Representative List of Intangible Cultural Heritage in 2009, and the United Nations declared March 21 as International Nowruz Day in 2010. Sydykov expressed hope for continued strengthening of Kyrgyz-Iranian relations and extended his best wishes for peace and prosperity to the people of both nations.

Similarly, Chinese Ambassador to Iran Zong Peiwu, in his congratulatory message, under-



scored the historical and cultural connections between China and Iran. He noted that both countries celebrate traditional new year festivals—Nowruz in Iran and the Chinese Spring Festival—reflecting a shared appreciation for renewal and happiness.

“These two traditional celebrations, which symbolize the hopes and aspirations of the peoples of China and Iran for the new year, reflect the shared passion of two ancient civilizations for togetherness, happiness, and liveliness,” Zong said.

He further emphasized the enduring cultural

exchanges between China and Iran, dating back to the Silk Road era, and highlighted a recent cultural initiative by the Chinese Embassy in Tehran. The embassy hosted a joint concert, “Chinese New Year Together,” featuring performances by musicians from the University of Tehran, as part of efforts to deepen mutual understanding through the arts.

As both envoys acknowledged Nowruz’s spirit of renewal and unity, their messages reflected a broader commitment to fostering cross-cultural ties and strengthening diplomatic relations through shared traditions.