

● License Holder  
● ICPI CEO  
● Editor-in-chief  
● Int'l & National Desk  
● Economy Desk  
● Sports Desk  
● Iranica Desk  
● Arts & Culture Desk  
● Language Editor

Islamic Republic News Agency (IRNA)  
Ali Motaghian  
Mostafa Shirmohammadi  
Javad Mohammad Ali, Amir Mollae Mozaffari  
Zohreh Qanadi, Sadeq Dehqan  
Amirhadi Arsalanpour  
Leila Imeni  
Hamideh Hosseini  
Mehdi Ebrahim

● Editorial Dept. Tel  
● Address  
● ICPI Publisher  
● Advertising Dept. Tel/Email  
● Website  
● Email  
● Printing House

+98 21 84711411  
208, Khorramshahr Ave., Tehran, Iran  
+98 21 88548892-5  
+98 21 88500601/irandaily@iranagahiha.com  
www.irandaily.ir/newspaper.irandaily.ir  
irandaily@icpi.ir  
Iran Cultural & Press Institute



> [irandaily.ir](http://irandaily.ir) | [newspaper.irandaily.ir](http://newspaper.irandaily.ir) | [IranDailyWeb](http://IranDailyWeb)

Vol. 7853 ● Wednesday, June 11, 2025 ● 100,000 rials ● 8 pages

## Russia's Cultural Week kicks off in Tehran

# Creative industries key to Iran-Russia cultural ties, Iran says

### Arts & Culture Desk

Iran's Culture and Islamic Guidance Minister Abbas Salehi told his Russian counterpart Tuesday that creative industries could "play a major role" in boosting cultural exchanges between the two nations, as Russia's Cultural Week kicked off in Tehran.

The bilateral cultural cooperation aims to deepen understanding between Iran and Russia through cinema, arts, media and entertainment sectors, according to officials from both countries meeting on June 10, IRNA reported.

Salehi met with Russian Culture Minister Olga Lyubimova to discuss expanding cultural partnerships.

The Iranian minister emphasized that creative industries spanning film, arts, media and entertainment "can contribute to strengthening economic relations between the two countries" as well.

"We have very diverse opportunities for cultural and artistic communications between the two countries, only a small part of which has been activated so far," Salehi said during talks with Lyubimova, who arrived in Tehran Tuesday morning for Russia's cultural week.

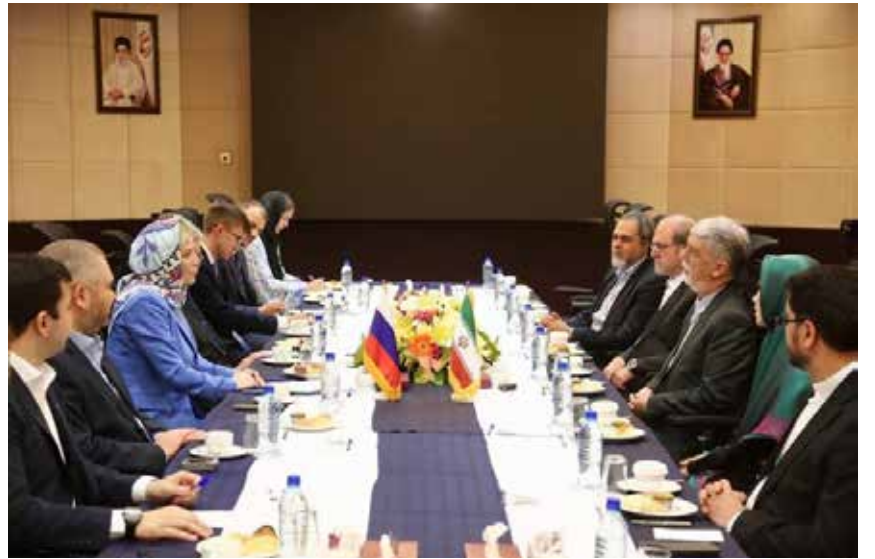
The Iranian minister stressed that media cooperation should be pursued "more seriously and deeply," noting that a joint media committee between Iran and Russia has been established with its latest meeting recently held in Russia.

Salehi argued that expanded media partnerships could help counter what he described as Western media efforts to present "distorted images" of both Iran and Russia to global public opinion. The cooperation "can help correct this image and present the cultural, historical and social realities of the two countries," he said.

More than 110 prominent Russian artists



Iran's Minister of Culture and Islamic Guidance Abbas Salehi (3rd R) and Russian Culture Minister Olga Lyubimova (3rd L) attend a bilateral meeting at the Iranian ministry's office in Tehran, June 10, 2025.  
● [farhang.gov.ir](http://farhang.gov.ir)



across music, film and visual arts will participate in the cultural week alongside an official delegation and cultural committee totaling around 130 people.

The program includes performances by Russia's Tchaikovsky Symphony Orchestra in Tehran and Isfahan, shows by the Lezginka artistic group, and Russian film screenings in Tehran and Isfahan.

The cultural exchange takes place under the framework of a comprehensive strategic partnership agreement signed between Iran and Russia in January 2025, which emphasized expanding cultural and artistic relations.

## Iran's civilizational treasures stand tall against Western media fear: Minister

### Arts & Culture Desk

Iran's Minister of Cultural Heritage, Tourism and Handicrafts Reza Salehi Amiri said that Western-backed media campaigns are pushing a "distorted image" of Iran to discourage global tourism, as the ancient city of Yazd officially received recognition as a world center for traditional jewelry crafts.

The minister's remarks came during a ceremony in Yazd where officials handed over the city's registration plaque as a global hub for traditional ornaments, IRNA reported.

Salehi Amiri argued that Iran's handicrafts and creative works showcase the country's true beauty to the world, countering what he described as deliberate misinformation campaigns.

"Media outlets today, backed by Western support, are working to display an ugly image of Iran, but their efforts to implement Iran-phobia projects will be neutralized," Salehi Amiri told the gathering on Tuesday.

The minister cited surveys showing over 85 percent of foreign tourists leave Iran with a "different perspective" than what they expected before arrival.



He called on all Iranians to help showcase the nation's artistic talents and creativity to international audiences.

Iran currently has numerous cultural sites awaiting global registration, a process Salehi Amiri said will take at least half a century to complete.

The country is conducting archaeological excavations in 36 regions, with new discoveries emerging daily and over one million artifacts identified for national registration.

"Iran sits at the crossroads of three major world civilizations, and if we're allowed to display what we possess, we're certainly the world's

premier civilization," the minister declared.

He claimed Iran's cultural reserves are "richer than the Central Bank's deposits."

Salehi Amiri dismissed what he called propaganda from certain countries portraying Iran as pursuing nuclear weapons, saying such "false images" cannot overshadow Iran's cultural giants like Ferdowsi, Sa'adi, Hafez and Rumi, who demonstrate the cultured and creative nature of Iranians.

The minister emphasized that handicrafts transcend mere economics, representing creativity and artistry.



Iran's Minister of Cultural Heritage, Tourism and Handicrafts Reza Salehi Amiri addresses the audience at a ceremony in Yazd Province on June 10, 2025.  
● [IRNA](http://IRNA)

Iran produces around 300 of the world's 400 types of handicrafts, which could serve as suitable alternatives to some industries with proper support.

He acknowledged that steel, copper, oil and petrochemical industries have overshadowed the country's cultural image, but stressed the importance of promoting Iran's artistic heritage.

While not opposing industrial development, Salehi Amiri said he takes pride in Iranian artisans who showcase the land's beauty through their creative works.

The minister called for educational institutions to better teach Iran's cultural heritage to younger generations, noting that even Iranian children don't fully understand Yazd's significance as part of the country's "golden triangle" geography.

Tuesday's ceremony marked the formal handover of Yazd's registration as a global center for traditional jewelry to provincial and city officials.

## Iranian short film 'Raana' awarded at Milan festival



### Arts & Culture Desk

Iranian short film 'Raana' claimed the best short film audience award at the Milan Film Festival during its first international screening, according to Iran's state news agency IRNA.

The social drama, written and directed by Ahmad Monajemi and produced by Mohammad Hasan Saadat Hindi, swept up the audience prize at the festival that ran from June 3-8 in Milan, Italy.

The 'Raana' story centers on a kindergarten teacher who faces a significant challenge when a prob-

lem arises with one of the children, leading to identification with the child. The film features Iranian actors including Afsaneh Kamali, Alireza Ostadi, Shaghayegh Farahani, Amir Sam Mousavi, Faramarz Roshanaei, Amir Miar, and Mahsa Shakouri.

Italian distribution company Patmos has picked up international distribution rights for the short film. The Milan Film Festival, which showcases independent films and emerging talent, provided a platform for the Iranian production to reach European audiences for the first time.

## Iran calls for global cooperation to save endangered Zagros forests

### Social Desk

Iran has appealed for international cooperation to preserve the endangered Zagros forests, a UNESCO-registered natural heritage site facing mounting threats from climate change and illegal exploitation, the head of the country's Natural Resources and Watershed Management Organisation said on Tuesday.

Ali Teymouri, speaking at an international conference on sustainable management of Zagros forests at the Foreign Ministry's research center, warned that the ancient woodland—home to over 2,500 unique plant and animal species—required urgent "global partnerships" to survive, IRNA reported.

Iran possesses roughly 14mn hectares of forest covering 7.5 per cent of the country's territory, with a per capita forest coverage of 1,700 square meters compared to the global average of 5,600 square meters, Teymouri said.

Iran boasts 300,000 hectares of forests registered as UNESCO World Heritage sites, making it home to some of the world's oldest woodlands.

The Zagros forests, spanning Iran's western regions, serve as a crucial lifeline for millions of local residents whilst playing a "pivotal role" in preserving biodiversity, securing water resources, and regulating local climate across the dry and semi-arid Mediterranean zone, the official explained.

These woodlands harbor exceptional genetic diversity due to their unique geographical position, hosting species found nowhere else on Earth, Teymouri noted.

However, this precious heritage now faces "serious threats" including climate change, recurring wildfires, and unlawful logging operations.

Iran's forestry authority has rolled out sustainable management initiatives involving local communities and stakeholders through social forestry programs.

Yet Teymouri acknowledged these domestic efforts fall short of requirements, stating the country needs enhanced international collaboration across technical cooperation, financing, regional partnerships, and scientific exchanges.

The official called for joint research projects, student exchanges, and shared expertise with experienced nations to design and implement sustainable forest management schemes. He emphasized that environmental challenges transcend national borders, making international funding mechanisms and global environmental facilities essential.

Regional cooperation with neighboring countries proves vital for tackling dust storms, protecting shared water resources, and combating cross-border fires, Teymouri added. Iran actively pursues forest restoration through various initiatives including a complete ban on timber harvesting from all Iranian forests, implementing nationwide forest protection schemes, and



launching a four-year program to plant one billion trees with public participation.

The deputy economy minister urged all countries and international bodies to join a comprehensive cooperation program for Zagros forest rehabilitation, describing such partnerships as "investments in our land's future and the entire region's environmental stability."