

Evaz leads new wave of literary tourism

Iranica Desk

In the heart of a dry yet intellectually and socially rich region, the city of Evaz in southern Fars Province has earned the title of “Book Capital of Iran,” attracting nationwide cultural attention. The distinction, officially marked during the opening ceremony of the 33rd Iran Book Week, marks a new chapter in the city’s cultural development and literary tourism.

Evaz, with its long-standing history in culture, commerce, and charitable initiatives, now stands at the forefront of Iran’s cultural spotlight. The city not only boasts deep-rooted cultural traditions but also benefits from remarkable public participation, earning it the prestigious title of Iran’s Book Capital. Its selection in May and the hosting of the Book Week opening ceremony represent a milestone in Evaz’s journey toward becoming a national destination for cultural tourism, [chtn.ir](#) wrote.

The city’s recognition did not happen by chance. For years, Evaz has leveraged a unique model of community engagement and locally driven cultural management to establish a prominent place on Iran’s cultural map.

Hossein Ali Amiri, governor of Fars Province, described Evaz as a “symbol of knowledge, scholarship, and love for learning.” Historically, the city has been known for its religious schools, active libraries, and the presence of prominent scholars and intellectuals, establishing a



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deeply rooted culture of written knowledge.

According to Seyyed Abbas Salehi, Minister of Culture and Islamic Guidance, Evaz serves as “a national model of social participation in culture.” The city’s longstanding tradition of philanthropy extends beyond schools and hospitals to include supporting libraries, cultural projects, and social investment in literacy initiatives.

High-traffic libraries, active literary associations, and the engagement of younger generations in cultural activities created an environment in which Evaz naturally earned its place in the competition for Iran’s

Book Capital.

The title now acts as a powerful driver for cultural tourism in the city. While tourism in Fars Province has traditionally centered on Shiraz and its historic landmarks, Evaz is emerging as a cultural brand: an authentic, people-centered, and book-oriented destination in southern Fars.

This recognition has drawn the attention of national and provincial authorities to developing tourism infrastructure in Evaz. Key initiatives include:

- Developing literary-themed eco-lodges in historic homes
- Promoting handicrafts and cultural products inspired by

the region’s literary heritage

- Designing literary-historical tourism routes, including visits to libraries, cultural centers, and landmark institutions
- Attracting specialized, high-quality tourists

Evaz today attracts cultural tourists, writers, poets, researchers, and book enthusiasts. These visitors travel with clear objectives, stay longer, and contribute significantly to the local economy.

The title has also fostered a sense of social pride and belonging among Evaz residents, providing an opportunity to showcase the city’s lesser-known capacities on a

national stage.

Evaz not only holds cultural significance but also possesses notable social and architectural potential. Its history, vernacular architecture, local traditions, and lifestyle provide a strong foundation for literary and cultural experiences. Initiatives such as establishing an anthropology museum, launching book cafés, and revitalizing historic houses for cultural use can deepen this connection.

High civic engagement — including an 83.4% voter turnout in the presidential election — reflects Evaz’s socially and culturally active community. This social capital offers a strong

foundation for developing cultural tourism. Moreover, Evaz’s large and influential diaspora in the Persian Gulf countries presents a strategic opportunity to boost inbound tourism and strengthen regional cultural diplomacy.

Despite this golden opportunity, Evaz still faces challenges in reaching its full potential. Since becoming a county in 2019, several key offices have yet to be fully established, creating difficulties for tourists, investors, and residents. Local authorities also cite gaps in water supply, the need for dual-lane roads, and the establishment of fully equipped healthcare centers — all crucial for sustainable tourism development.

Being named Iran’s Book Capital is not a ceremonial accolade for Evaz; it is a cultural and economic investment that can drive sustainable regional development. The title provides a platform for Evaz to showcase its rich cultural heritage, hospitality, and tourism potential to the nation and the world.

If infrastructural challenges are addressed through national and local cooperation, Evaz could serve as a model for small cities in Iran, demonstrating how culture can become the axis of urban development.

For Evaz, the Book Capital designation is not a temporary title but a new identity — one that should be reinforced through lasting cultural experiences for tourists. A new era in the story of Evaz and its literary heritage has now begun.

Saveh to host Fourth National Pomegranate Festival

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The head of the Cultural Heritage, Tourism, and Handicrafts Department of Saveh, Markazi Province, announced that the Fourth National Festival of Saveh Pomegranate will be held in the city.

Reza Ayaz stated that the festival will take place from November 27 to December 6, 2025, in the historic complex of the Jaame Mosque of Saveh. This major cultural event, held this year under the theme “Festival of Iranian Ethnic Groups,” offers a unique opportunity to showcase the excellence of Saveh’s pomegranates while presenting the rich cultural diversity and traditions of Iran to the public and visiting tourists, [chtn.ir](#) wrote.

Saveh’s pomegranates are renowned across Iran for their exceptional quality, long shelf life, and rich flavor profile. The region’s favorable climate, fertile soil, and centuries-old agricultural practices have made Saveh one of the country’s most important centers for pomegranate cultivation. Many varieties

grown in the area are highly prized for their deep color, balanced sweetness and acidity, and their suitability for both fresh consumption and industrial processing. These qualities have helped establish Saveh as a leading supplier of pomegranates to domestic and international markets.

Highlighting Saveh’s significant capacity in pomegranate production, Ayaz added that the festival not only serves as an economic platform for promoting local pomegranate-based products and handicrafts, but also creates an important cultural gathering. By bringing together various Iranian ethnic groups and their vibrant traditions, the event aims to strengthen national unity and introduce the historical and cultural attractions of Saveh.

He concluded by noting that Saveh — recognized as the pomegranate capital of Iran — seeks once again, through this major cultural, agricultural, and economic event, to reaffirm its status as one of the country’s leading pomegranate-producing centers as well as a cultural and tourism hub.



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Experts urge protection for Javin’s ancient hand-carved architecture



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Javin village, located in Semnan Province, not only has the capacity for national heritage registration but also holds potential for recognition on a global scale.

A cultural heritage enthusiast, Hossein Tarhomi, highlighted the village’s unique hand-carved structures in an interview with ISNA. He noted, “Unfortunately, little attention has been paid so far to the architecture of Javin and several other villages in the region, including Abdollahabad.”

A member of the Scientific Committee of Master Craftsmen and Ancient Technologies of ICOMOS-Iran, he added that last year a report was prepared and published on the region’s distinctive hand-carved architecture, particularly in the villages of Javin, Ij and Abdollahabad.

“Around 10 to 12 years ago, Iran’s Cultural Heritage Organization conducted research on Javin, which led to the national registration of the village’s hand-

carved castle,” he said.

He explained that Javin features terraced architecture, with some houses containing hand-carved sections that have received little attention. “In previous studies of this historic village, several structures, including its bathhouse, were overlooked,” he noted.

According to him, Javin is a unique village in Semnan Province with structures such as a Seljuk or Ilkhanid mihrab and a hand-carved castle that have not yet been nationally registered.

Tarhomi emphasized the need for national registration of the village, warning: “The lack of official recognition has made it difficult to protect the village’s ancient architecture, as construction in the village is often carried out without consideration for the heritage value of its buildings, which damages the authenticity of the architecture.”

He further stressed that both the village fabric and its historic bathhouse should be registered, adding that raising awareness and educating the local community could help better preserve the village.



● [IRNA](#)

He also mentioned that Abdollahabad village has a hand-carved castle and houses with similar architecture. Likewise, Ij village contains hand-carved structures both within the village and in surrounding areas.

Highlighting that Javin is a living village with ongoing daily life, he expressed concern about the threat to some structures in these villages. “The construction of concrete and metal structures within the traditional village fabric and the operation of a nearby mine pose threats to the historical heritage. In contrast, Abdollahabad has a limited population and almost no new construction,” he explained.

Javin village is located 42 kilometers from Sorkheh, in the central district of the province. Among its registered historical sites are a historic castle, a Seljuk mihrab, and a wooden pulpit of Imamzadeh Abdollah. The mountainous village sits along the Javin River and on the southern slope of the Mian-Tigh Mountain, at the southern edge of the Alborz Mountain.