



## GOOD NEWS FROM IRAN

2-16 November 2013

Emerging Iranian Artists | Curated by: Amir Farhad

ENDJAVI-BARBÉ ART PROJECTS  
GENEVA, SWITZERLAND

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### **How we are seen by others?**

Historically, Iran's image outside of Iran has consisted of verse, wine, carpets, mysticism, saffron and the invasion of foreign armies. In recent decades, the context has shifted to petroleum, revolution, coup d'états, sanctions, 5+1, nuclear energy and film. Media biases intensify this new focus — not even Iranian art is immune from the prevailing news of gloom.

In this instance, the news is good! The "Good News from Iran" exhibition aims to unveil another reality behind the bad news. It will not feature calligraphy and exotic art, no art featuring the chador, and no art focused on gender and protest. The goal is to show a different side of the contemporary Iranian arts scene.

Perhaps this exhibition will infuse some optimism for this ancient land and Iran will come to be seen as the land of eternal flowers, merry creatures, traditional weddings, disarmed weapons, the calm of still life, cupcake girles, hearts that are beating with love, luxurious palaces no longer occupied by dictators, people picnicing in the embrace of nature, and families enjoying their time together.

My purpose in gathering the works of this exhibition is to illustrate the vibrant sense of fantasy that young Iranian artists today possess. We have no intention of changing mainstream Iranian art. Simply throwing into question the viewer's preconceived notions of Iran will suffice. "Good News from Iran" invites viewers to take a fresh look at what is essentially a message of hope from the upcoming generation of artists.

Amir Farhad  
November 2013



# Ayda Alizadeh

Born in 1985, Tehran, Iran

AA degree of graphic design, Vali e asr University, Tehran, Iran

Studying Sculpturing at Art university of Tehran, Tehran, Iran

## Exhibitions:

International poster exhibition, Urban jealousy, Amir aliGhasemi, 2009

Group illustrating exhibition, Seven image's instrument, Atashzad gallery, 2009

Group illustrating exhibition, Unknown on paper, Parkingallery, 2012

Group painting exhibition, Little paintings, Arya gallery, 2012

Group photography exhibition, Unknown on photograph paper, Parkingallery, 2012

Group exhibition, It's Normal, Villa Kuriosum, Berlin, Germany, 2012

Group photography exhibition, Sketch, Homa gallery/ Khorshid cafe gallery, Lavasan, Tehran, Iran, 2012

Group illustrating exhibition, Warm up, Laleh gallery, Tehran, Iran, 2012

Group exhibition, Shemage, Homa gallery, Tehran, Iran, 2012

Everything is made of different parts. For example, the human body is composed of the heart, brain, lungs, kidneys and more. Human emotions are in the same vein: happiness, sadness, loneliness, fear and more. Sometimes humans with all these components get sad or cry.

Sometimes I have a feeling different people are inside of me. One who is always angry, one who always tells jokes to people next to him and laughs, one who is complaining all the time. Some days I'm happy and full of energy like a carnival. Another day I could

have so much emotions, feeling like a bird is singing in my heart, another day it feels like a cloud heavy with rain.

When the cloudy days last too long I realize the Carnival has left the city and it is not supposed to come back again. Then we go back to the nagging person or even the angry one.

We wait and wait and wait till the Carnival comes back again. Carnival has many different parts like clowns, musicians, singers, acrobats and...

Everything is made of different parts.



Clown & his assistant, From the *People inside of me* series, Laser jet print on silk paper, 18.5x27.5 cm, 2013



# Negar Fadaei

Born in 1983, Tehran

B.A in graphic design, Alzahra university, 2009

M.A in illustration, Art university, 2012

## **Solo exhibition:**

Sin gallery, 2012

## **Group exhibitions:**

Final encore, in association with Azad art gallery, 2012

Painting exhibition, Sin gallery, 2012

Painting exhibition, Laleh gallery, 2009

Painting exhibition, Laleh gallery, 2005

Painting exhibition, Laleh gallery, 2004

Drawing exhibition, Behzad gallery, 2002

Participatong in Tasvire Saal, by the film "Daavat", 2010

Participatong in "Adyan-e Toohidi" illustration exhibition, Imam Ali museum, 2006

The camera in our hands, if we are not a professional photographer, is looking for happy and promising moments to record. The moments that bring us to life and promise us a probable, not absolute, blissful life.

There are not so many people who hold the camera when someone beloved has passed away to record agony and grief. We pass the time of difficulty and sorrow and do not try to remember it. We do not want to remember what we have been through in the past, since recalling those moments is repeating the agony and pain in the moment. In contrast, we reminisce our happy memories over and over, laugh about them and experience the joy of those moments over and over.

To me, painting the negatives was approaching those moments. A closer step than printing and putting photos in a family photo album.

It does not make any difference if the subject of the photographer is me or my family and what matters is to record happiness in my homeland's people's lives once again. The people who feel alive by nature and without green plants it seems they lose a promising element in their daily routine's life. In my paintings, these plants have turned into the texture and background which demonstrate the importance and consistency in existence of them in my life. A daily routine in which parties, birthday parties and family or friends' reunions fade away sadness.



*Untitled*, Acrylic on canvas, 40x40 cm, 2013



# Habib Farajabadi

Born in Shahroud, 1982

## **Solo exhibitions:**

Homa Gallery, Tehran, 2013

Homa Gallery, Tehran, 2012

Homa Gallery, Tehran, Iran, 2011

Gallery Rotor2, University of Gothenburg, Gothenburg, Sweden, 2010

Drawing Exhibition, Iranian Artist Forum, Mirmiran Gallery, Tehran, 2007

Afrinsh Gallery, Shahroud, 2004

Aftab Gallery, Shahroud, 2000

## **Group exhibitions:**

"Contemporary Iranian Calligraphy", Galerie Kashya Hildebrand, Zurich, Switzerland, 2012

"Alternative Calligraphy", Homa Gallery, Tehran, 2012

"Summer Collection", Gallery Homa, Tehran, 2011

The Fifth Annual New Generation Painters, Pardis mellat Gallery, 2010, Tehran

Group traveling show of Good 50×70 posters design, Triennale, Norrbottens Museum, Sweden, 2009

Imam Ali Museum, Tehran, 2009

Kanoon Parvaresh Koodakan Va nojavanan, Tehran, Iran, 2007

The Visual Art Festival, Niyavaran Artistic Creations Foundation, Tehran, 2006

Baanoo Artistic Creation Foundation, Tehran, 2004

Atrocious artists are dreadfully talkative and they attempt to wrap the imperfection of their work between bunches of glib words. I am trained by observing rather than artistic education, and observation does not apply to writing. I always prefer simplicity, the idea that might be in this series of works.

As Robert Morris said, "Simplicity of shape does not necessarily equate with simplicity of experience."

Liberty and improvisation are the concerns that I have had for years. Hence, this occupation propelled my art to abstraction

and distanced it from the usual concepts of painting.

Emancipation is the concept of freedom from inhibition and any convention, so improvisation is the correspondent state of liberty that can be out of my control.

In this series of works, the mutual expectation between me and the painting occurred in a free fraternal interaction and without a doubt, this is an endless journey, a way in which you are invited to an unobstructed insight and visual enthusiasm.



Untitled, Oil pastel on paper, 35x35 cm, 2013





# Melodie Hojabr Sadat

Born in 1989, Paris  
Member of the MDI, The House Of Illustrators, France

## **Solo exhibitions:**

2010 "Mirage", Iran ASC, Créteil (FR)  
2009 "New Talent", MJC Village, Créteil (FR)

## **Group exhibitions:**

2013 "Drawing Week 1", Homa Art Gallery, Tehran (IR)  
2013 "Warm Up", Laleh Gallery, Tehran (IR)  
2012 "Voyage: regards et rencontres", Salon Du Livre, Montreuil (FR)  
2012 "4th Damounfar Painting Festival"  
2012 "Without Border 3", Iranian Artists Forum Gallery Tehran (IR)  
2012 "Big Auction", Apadana Gallery, Isfahan (Ir)  
2012 "Without Border 2", Isfahan Contemporary Museum of Art, Isfahan (IR)  
2011 "SohrabSephri' s Poems", Shafagh Gallery, Tehran (IR)  
2011 "Without Border 1", 1st Persbook Winner, Siin Gallery, Tehran (IR)  
2011 "De tous les horizons plastiques", MJC Village, Créteil (FR)

## **Awards:**

2011 Award winner of " The 2st Persbook event" Tehran (IR)  
2010 Award winner of " The 1st Persbook event" Tehran (IR)

## **Publications:**

2012 Calender, Edition "DanehAb" Tehran (IR)  
2012 "Khab", Edition "GolehAftab" Mashhad (IR)  
2012 Mokaab Magazine, Tehran (IR)  
2012 "Un Monde En Nuances", Museum Booklet, Museum IMA (Institut Du Monde Arabe) – Paris (FR)  
2011 "Norouz Gala", ICAM Catalog & Card, Monaco  
2010 Talk Magazine, Tehran (IR)

Aware of life's difficulties, I focus on the light that emerges at the most unexpected of moments.

My doodles, or tiny modern miniatures, are based on reality and includes a dash of imagination.

Leaves and petals dance among my

characters and superheroes — they symbolize an ascending leap.

I share the love and happiness that has been given to me on a simple sheet of paper. It is true that perfection does not exist, but if I ignore this sublime love, my name might as well be Pinocchio.



Persian style, Marker and pen on paper, 42x20 cm, 2013



## Maryam Hosseini

born in 1988, Iran

Lives and Works in Tehran, Iran

B.A. in Graphic Design, Sooreh Art University, Tehran, 2012

### **Group Exhibition:**

Prestressed, Mah Art Gallery, Tehran, 2012

Always wanted my paintings to represent what I've seen and lived. A world of secrets, dreams and awakening. Just like walking in my father's garden. The sunny world and nights full of fears whispering in my ears. When I start a new painting, it feels like a "deja vu", inspirations are composed of images from my visual archives and personal memories. As a child I lived in a mansion in middle of a garden with a forest atmosphere. It's like watching comic/horror movies, mixing fear with humor, which enhances the

surrealist in my work.

Persian miniatures with its delicate details and complications, medieval allegorical paintings, biblical scenes from the works of Gustave Doré, French landscape painters of the 18th and 19th centuries and Surrealists paintings of Rene Magritte are sources of my inspirations... These wide range of topics can create energy and dynamics on the surface and the layers of my work, creating a new image. Doing this is like building a new fire in which I burn century-old trees.



Scholar girl, acrylic on cardboard, 51x38.5 cm, 2013



# Elnaz Javani

Born in Tabriz, Iran, 1985

2013 Studies at The School of the Art Institute of Chicago

2005-2010 Bachelor of Painting, University of Art, Tehran, Iran

## **Solo Exhibitions:**

2013 "Dealing with People" was commissioned by CAC Ses Voltes International Residency Program, The works were produced in collaboration with Fundació Pilar i Joan Miró a Mallorca, Palma, Spain

2011 Homa Art Gallery, Title "Fate", Tehran, Iran

2010 Homa Art Gallery, Title "Flood Carried Sarah Away", Tehran, Iran

2009 The Art Gallery of Tehran Art University of Arts, Tehran, Iran

## **Group Exhibitions:**

2012 Homa Art Gallery, Title "Drawing Week1", Tehran, Iran

2012 Shirin Art Gallery, Title "Play" Tehran, Iran

2012 Bâtiment d'Art Contemporain Gallery, Title "Lost World" Geneva, Switzerland

2011 Sin Gallery, "Persbook Festival", Tehran, Iran

2011 Fravahar Art Gallery, Tehran, Iran

2011 Homa Art Gallery, Title "Summer", Tehran, Iran

2011 Mellat Gallery, Title "Progressive Youth", Tehran, Iran

2010 Mellat Gallery, 15th Contemporary Emerging Artists Painting Exhibition, Tehran, Iran

2010 Mohsen Gallery, Drawing, Tehran, Iran

2008 Niavaran Cultural Center, "Damoofar Festival", Tehran, Iran

2008 Aria Gallery, Drawing, Tehran, Iran

2007 The Art Gallery of Tehran Art University of Arts, Art Students, Tehran, Iran

2006 Saba Cultural Center, "Young Art", Tehran, Iran

2005 Festival of Illustration between Art Schools, Tabriz, Iran

## **Awards:**

2013 Receiver of the New Artist Society and Merit Scholarship from SAIC

2011 Selected in First Internet Festival "Persbook", Tehran, Iran

2010 Selected in First Visual Art Festival of Contemporary Art, Tehran, Iran

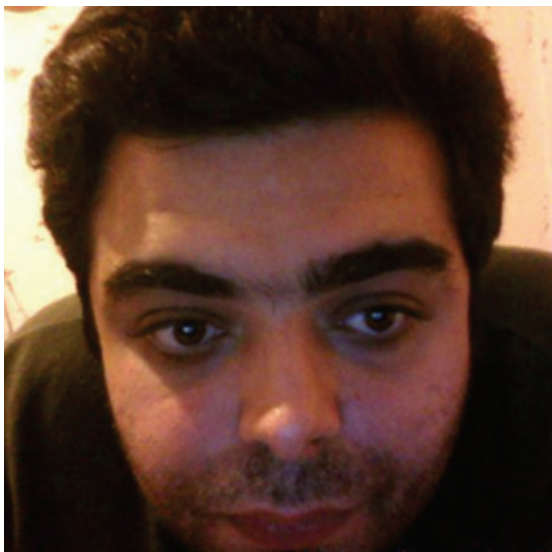
2005 Selected in Festival of Illustration between Art schools, Tabriz, Iran

Drawing through sewing is a dual act. On the one hand representation by sewing is connected to the conscious layers of the mind, and on the other hand, the essence of sewing is related to hidden and unconscious layers. This state of drawing with thread and needle seems to be in an organic relationship

with art. Perhaps a dream like condition reveals itself that pulls out its surreal aspects from endless forces of creativity, materiality, and gender; a perspective on life through the hands of a talented young artist on the rise.



*Ability*, Sewing on fabric, 40x30 cm, 2012



# Poorang Pirataei

Born in 1985, Tehran

## **Solo Exhibitions:**

Homa Gallery, Tehran, 2013

Homa Gallery, Tehran, 2010

## **Group Exhibitions:**

Dastan Gallery, Tehran, 2013

Homa Gallery, Tehran, 2012

Aria Gallery, Tehran, 2006

House of Artists, Tehran, 2009

Fourth annual new generation, Pardis Melat Gallery, 2009

The Museum of Imam Alim Tehran, 2010

My very first contact with painting as a child was an ambiguous idea. From a distance one cannot recognize reality. Painting remains the same challenge for me. My paintings and children's actions have the same thing in common - emphasizing something outside of their reality. My visual language is independent from cartoon/ punk/ pop art, but it gives me freedom in my expression and creativity. Oil, pastel, old cardboards,

choosing comic creatures keeps my relations with paintings both vague and alive. I try to dream in a real world. For me the fact is that human concepts are deformed, such as love/ freedom/ peace/ hope/ dreams. So I began dealing with it in my dreams and recreating a new meaning, like running away, childlike, from reality.



From the *Happy* series, Oil pastel on paper, 30x21.5 cm, 2013





# Mohammad Piriaei

Born in 1984

B.A. in Handicrafts, University of Kashan

Teacher of Drawing and Visual Arts lecturer at the University of Kashan

## **Awards:**

Drawing, Illustration and Poster design Award, Qom, 2007, 2008 & 2009

Drawing Award of the Youth Arts Festival, 2007, 2010

## **Solo exhibitions:**

Homa Gallery, 2013

Drawing and illustration show, Qom, 2005, 2007

## **Group exhibition:**

Annual exhibition of new generation, Tehran, 2013

I was lost somehow and there was no path. Neither in realistic drawings, nor the figurative paintings. This process was making painting a challenge and at one point I was ready to give up. Seeing one of «Ardeshir Mohasses's», sketches helped me to put me back on the road. His motivation was more important than his skills, and it was a great lesson for me. The paintings and sculptures start from sketches in my notebooks. The concept

of my artworks comes out of them, with slight changes. The initial sketches are to my paintings as condiments are to food. Sometimes some works become spicy to enhance the message. The other parts of making my art are defined with technical skills and dealing with the printmakers or the ceramists. To be honest I have faith on my sketches and take them seriously.



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From the *Accident behind the fountain* series, Silkscreen print & pvc color on cardboard, 100x70 cm, 2013



## Setare Sanjari

1986, Tehran-Iran

B.A. in Graphic design, Alzahra University, Tehran-Iran

### **Group exhibitions:**

Participated in 5 group exhibitions, Tehran, 2009-2010

Shirin Gallery, Tehran, 2012

Silkroad Gallery, Tehran, 2013

Tehran Art Walk, Sadabad palace gallery, Tehran, 2013

### **Awards:**

Excellent work of "Contemporary House" photo contest, Tehran, 2009

Received Diploma of Honor, Image of the Year, Tehran, 2012

### **Solo Exhibition:**

Aun Gallery, Tehran, 2012

### **A Celebration of Annihilation**

The celebration of death, to which we attach a great significance in this land, is always accompanied by a lavish procession. It includes rituals and cultural traditions that sometimes verge on superstition. The procession is held so splendidly that it is as if the departed are more cherished than the living, as if death precedes life. It is perhaps the price we pay to deny the truth that annihilates fears.

The photographs in this collection visually captivate the audience at first sight. Their lighting, composition and rich presentation capture our attention and invite us to look at them. A perception and subsequent

interpretation of a work is made possible once you set eyes on it, and this doubles the aesthetic value of each work in the collection. The photographs are reminders of a period in art history. All share this capacity to take us back to the past. It carries us from the past to the present, calling upon us to contemplate.

One of the advantage of photography is that it can capture time, immortalize an image, and try in vain to deny annihilation. Nevertheless, the creator of this collection of photographs portrays both trivial ends and mortality – which is an inevitable end in itself. She satirizes immortality and bears witness to a magnificent celebration of annihilation.



*Untitled 1*, Archival Print, 50x75 cm, 3 editions + 1 AP, 2012



## Ashkan Sanei

1984, Uromieh-Iran

Graduated in painting from the School of Art and Architecture - Islamic Azad University, Tehran  
BA in painting - Art University of Isfahan

### **Group Exhibitions:**

Shirin Gallery, 2013

Homa Gallery, 2012

"The sixth year of new generation", Homa Gallery, 2011

Elaheh Gallery, 2011

Hoor Gallery, 2011

Dey Gallery, 2011

Golestan Gallery, 2009, 2011

Shirin Gallery, 2010

Museum of Contemporary Art in Tehran, 2008, 2007

Museum of Contemporary Art Isfahan, 2005, 2004

Barg Gallery, 2003

### **Solo exhibitions:**

Azad Art Gallery, 2011

Hoor Gallery, 2010

### **Awards:**

Annual Exhibition of Contemporary Painting Workshop-Isfahan, 2007

Cum on young Experimental Arts Festival, 2007

Fourth Annual Exhibition of Contemporary Espahan, 2004

Design Festival-Hamedan, 2003

### **Golden Island**

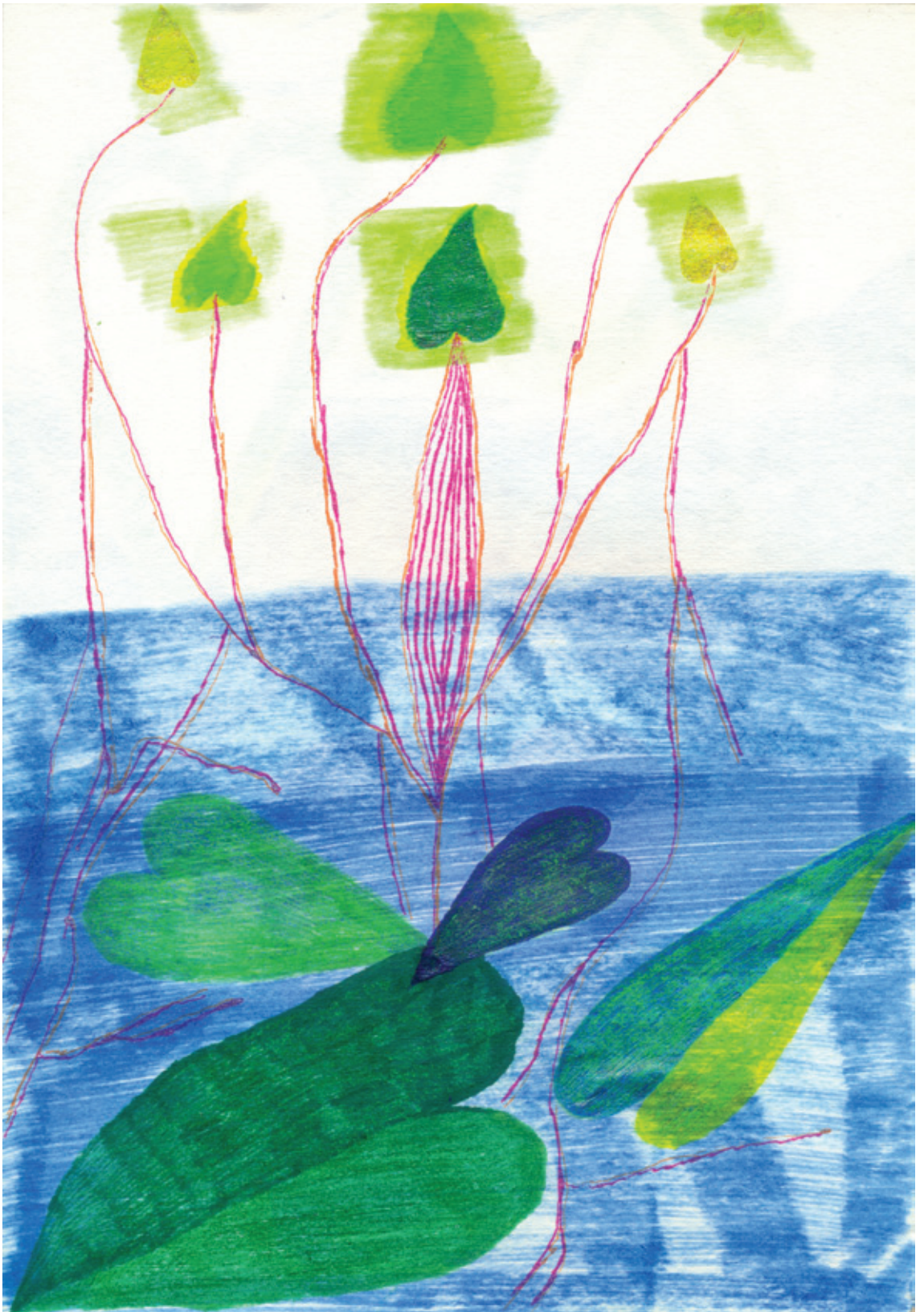
Ticking

Ticking

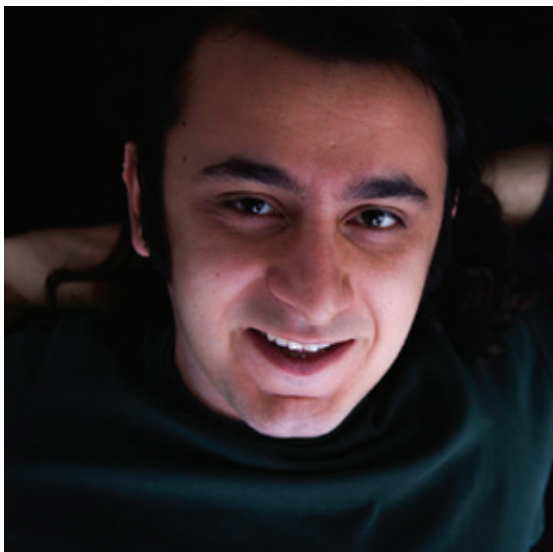
Ticking

The story begins with the first signs. Other signs follow one after another. Not only in a political geography but also in memory of people in the world. Exactly when the juxtaposition of these signs appears is the meaning of my work.

These paintings are formed in a moment of stretch. In fact they are between consciousness and the unconscious. Happiness is like being a dot or a small island where life has taken form with colored paper and the women are the beautiful points of these small islands. You can create a simple connection with these paintings. No need to look for sophistication in their meanings. Simply enjoy it.



From the *Golden Island* series, Permanent marker on paper, 30x21 cm, 2012



## Sale Sharifi

Born in June 1989

Diploma in Fine Arts, boys school of Tehran, 2006

Associate painting Yazd University, 2009

BA in Graphic design, Azad University of Tehran, 2011

### **Solo exhibition:**

Gallery "Ashian-e Naghsh-o-Mehr", 2010

### **Group exhibitions:**

The School of Visual Arts Exhibition, Tehran, 2005, 2006

Tehran house of Artists, 2012

Gallery Aria, 2012

Shirin Gallery, "Seventh new generation" exhibition, Tehran, 2013

Ahvaz museum of contemporary arts, "Seventh new generation" exhibition, Ahvaz, 2013

To me, flowers are of great visual charm and have a strange erotic attractiveness.

In this series of works, I passionately rejoiced the flowers and started working; the suspended flowers and their delicacy caused me to face a challenge in the composition of my works.

Painting flowers, I gradually took interest in their meticulous presentation. Drawings of flowers, sixteenth century flower paintings,

and manuscripts and drawings of botanists, who were never considered as painters, all inspired me greatly.

The process of painting is merely composing flowers, leaves and plant details on a blank paper or canvas.

And the liquid coming out of the flowers brings these words to my mind: water, nourishment, tears, liquid!



*Untitled*, Acrylic on paperboard, 70x50 cm, 2012





**Mojgan Endjavi-Barbé**, was born in Iran. After her high school studies she left Iran to study political science and sociology at the University of Alabama in Huntsville, U.S.A. She lived 4 years in Paris, followed by 3 years in Tokyo and 10 years in London. She has been living in Geneva since August 2000. Her frequent travels to Iran made her realise how hard Iranian artists are working and to what extent they have advanced in expressing their skills and language. There is a great need for bridges between Iranian artists and western audiences. Simply viewing photo exhibitions, installations or videos of their work does not give an accurate portrayal of the message they are attempting to communicate today with their work.

Iranian artists are playing an increasingly important role in the art worlds of the Middle East and other regions. Their works are present at international art fairs, in world-renowned galleries and museums, at biennials and achieve impressive records at auctions. Iran's youth represent 60% of the country's population of 75 million. We intend to represent a selection of some of the most promising emerging artists. Their energy and talent have given me the motivation to pursue this mission.

**Our objectives:** The promotion of Iranian contemporary artists internationally by placing their works in private and public collections.

The placement of the works of represented in selected art galleries internationally.

Assisting our young artists to enter masters programs internationally.

Encouraging dialogue between Iranian artists and the international community of artists, critics, collectors, and the public.

#### **Art residencies**

We are actively seeking opportunities for young Iranian artists to complete residencies outside of Iran and to, in turn, facilitate residencies for non-Iranian artists in Iran.

**Art consultancy:** We offer consultancy services to clients seeking guidance in navigating the contemporary art scene in Iran and those looking to build cultural bridges between Iran and the international community.

**Art funds:** In order to realize the original ideas and projects of our artists in Iran or at art residencies around the world we seek funding support from patrons and collectors.

**Art awards:** To encourage talented young artists, an annual award will be given out through a jury selection.

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#### **REMERCIEMENTS**

AMIR FARHAD for endless efforts for curating the exhibition *GOOD NEWS FROM IRAN*  
Galerie Frank Pages, Geneve  
M. Ali Derakhshan, USA  
Mme. Neptune Ingwersen, Geneve  
Mme. Homa Shojaei, Singapore

M. Shahrouz Nazari, *Homa Art Gallery*, Tehran  
Mme. Hengameh Moammeri, Tehran  
*Steiner Graphics*, Geneve  
Mlle. Narges Farshi, Tehran  
Mme. Soheila Moghaddam, Tehran  
Mme. Homa Delvaray, Tehran  
M. Reza Hajjarian, Tehran

Ayda Alizadeh / Negar Fadaei / Habib Farajabadi /  
Melodie Hojabr Sadat / Maryam Hosseini /  
Elnaz Javani / Poorang Pirataei / Mohammad Piriaei /  
Setareh Sanjari / Ashkan Sanei / Sale Sharifi

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2-16 November 2013 | Galerie Frank Pages  
2 grand-rue, 1202 geneve  
Ouvert- lundi a samedi 11h a 19h  
(ou sous rendez-vous) | Tel: +41 79 670 36 93