



A Thousand Stories of Iranian Clothing: Fashion and Music Performance





Project Managers:

Vice Presidency for Women and Family Affairs in cooperation with the Ministry of Culture and Islamic Guidance (Institute for the Development of Culture and Art)



Innovation

combination of Iranian contemporary women's fashion design, performance and music

Purpose

This program means to display eight splendid Iranian clothes as samples of culture and art of Iran, as well as the splendor of Iranian women's clothing from past to present. This event is a combination of art and thought, which has long become a part of Iran's cultural identity.

Effort is made to represent the authentic clothes of Iran's ancient eras to contemporary designs, with an eye on the Iranian art- architecture in specific- through the performance of two Iranian artists and pre-recorded electro-acoustic Iranian music.

It is hoped that displaying the culture, art and history of Iran, will be a step towards preserving and introducing one influential part of the cultural and artistic heritage of the world.

Description of the program

Description of the program: Clothing is one of the most powerful and influential cultural media which can bring the world together in peace and tranquility. In line with this, the present event intends to let the world see a special show of Iranian fashion, focusing particularly on Iranian women's clothing. This program, namely “One Thousand Stories of Iranian Clothing: Performance of Fashion and Music”, is a fusion of contemporary Iranian fashion design and music. The eight dresses to be displayed have been designed on the basis of Iranian culture and art, and for each of the dresses, a piece of music particular to it has been made, which will be played along with the video clips of the dress production and preparation processes. The costumes are led on stage by two performers with their special music, and each of them display a part of Iranian culture and art to the audience. In all, we will present eight clips of the preparation process, eight pieces of music and eight luxurious Iranian costumes.



The program in brief:

Artistic performance in the form of music, fashion, and clothing, directed by Mr. Reza Mousavi

Playing Eight video clips including the procedures of preparing clothes for screening during the performance

Playing eight pieces of music for the above-mentioned dresses under the supervision of Mr. Farshad Fozuni

Displaying on mannequins a collection of eight luxurious Iranian clothes from eight famous designers from all over Iran, along with the performance of two professional performers

A catalog of the event in three languages: English, Arabic and Persian



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Time Plan

We have planned to launch the program for three days in the time interval from June 22 to July 15, and we will do our best to hold it accordingly. However, re-arrangements will be made via the permanent mission of IRI in case moderate changes need to be made. The entire program will include an opening ceremony which comprises of a speech by IRI's ambassador in Geneva, a second speech by director general of international relations of IRI vice presidency for women and family affairs, and the performance of Iranian artists along with the women's clothes show.

Introduction of clothes



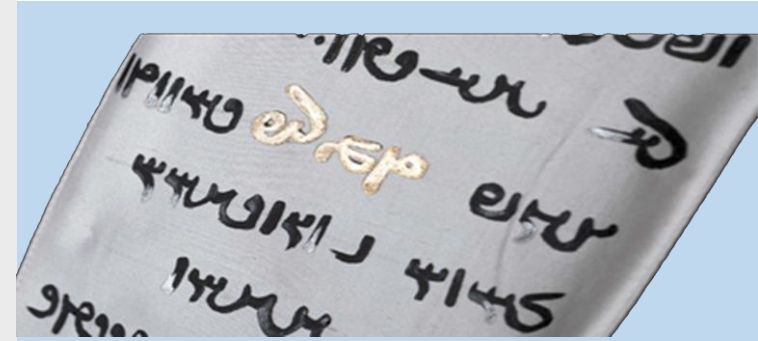


1. "Iran Dokht" (Iran's daughter) dress covers the totality of Iranian art, culture and architecture from the pre-Islamic period to the tile work of the Islamic period. With a breakthrough in Iranian architecture, from the windmills of Yazd to the dome of the Sheikh Lotfollah Mosque in Isfahan, it provides a magnificent glimpse of Iran from past to present.





2. "Rang and Kashi" (paint and tile) dress, which is the work of an Iranian painting artist on fabric, is a narrative of this authentic Iranian art from the Ilkhanate period, redesigned in the form of Qajar period tile work, including patterns that are more inspired by nature as is the characteristic of that period.



3. "Kiomars" (Iranian name) dress is taken from Iranian mythology, that is the name of the first human example in Avestaei ideology, and the first king of Iran in the Shahnameh. Scripts engraved on the clothes are the symbol of Persian culture and language.





4. "Saffron" dress, is inspired by saffron which is the most expensive and the best and most fragrant spice in the world, used in cooking. Saffron is an authentic Iranian souvenir and a valuable spice which has always been important for Iranians.





5. "Dastris Khorasan" (Khorasan hand knit) dress, represents Khorasan province in Iran, which is home to various Kurds, Turkmen, Turks, Kermanj, Fars and Tat tribes, and is unique in variety. The design, rank, and patterns of the hand-woven fabrics are all impromptu developed, and rooted in the beliefs of the weavers. Due to the diversity of ethnic races, we can find a fascinating variety of taste, art, creativity, and initiative of the artists of different races among them.





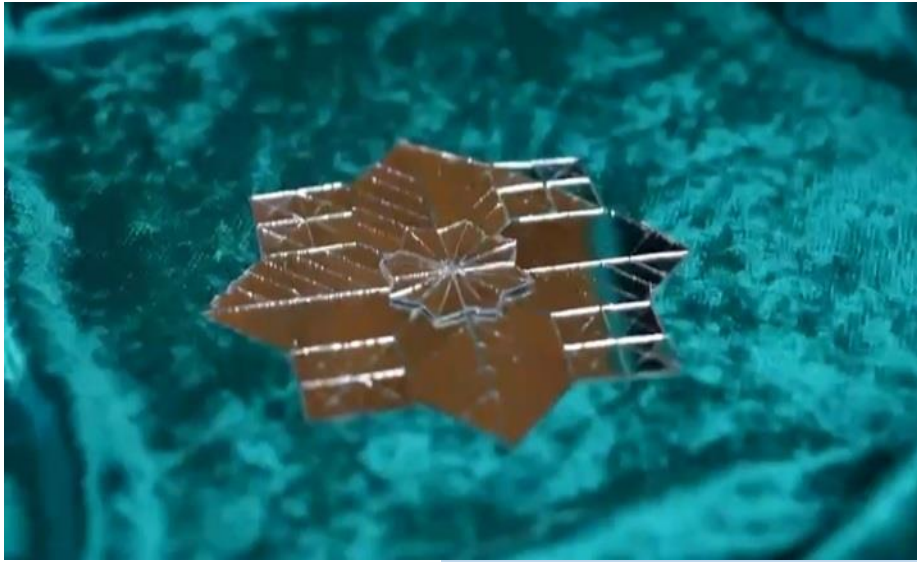
6. "Baloch Suzandoozi" (Baloch needlework) dress, Balochi needlework or Balochi embroidery is a collection of special types of needlework that is done by Baloch women and was created for the first time from the mind and creativity of Baloch women. Balochi needlework has a seal of authenticity from the UNESCO organization and is also registered in the list of spiritual heritage of the country.





7. "Zarbaft" (Gold knit) dress is among the museum dresses and is from the collection of an Iranian collector who tells the history of Iran during the Qajar period. The robe fabric of this dress was gifted to the Iranian king, Muzaffaruddin Shah, on his first trip to France.





8. The dress "Ayine dar Ayineh" (Mirror in the mirror) is a dress that depicts the history and culture of the Achaemenid period in the form of mirror work, this genuine Iranian art. The first appearance of traditional mirror art in Iranian architecture was in the decoration of the porch of Shah Tahmasb Safavid's house in Qazvin and (mirror house) in Isfahan, where numerous mirrors have been used to decorate the interior of this palace. Traditional mirror work on the ceiling, columns and walls of the porch and the main reception hall was done with small pieces of mirror. This art has similarly been applied to this dress.



