

Farhang Foundation Hosts the Seventh Annual Nowruz (Iranian New Year) Celebration at LACMA

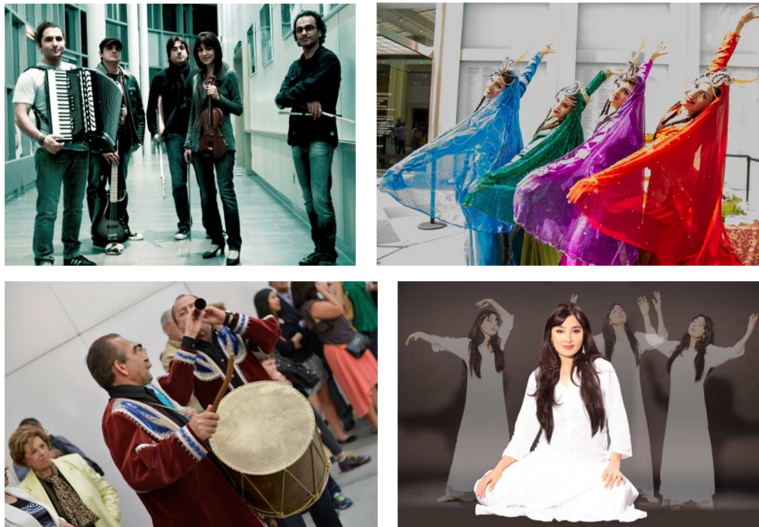


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WHO & WHAT: Farhang Foundation, in collaboration with the Los Angeles County Museum of Art (LACMA), hosts its seventh annual Nowruz (Iranian New Year) festival at the museum. Celebrate the arrival of spring with a full day of activities taking place throughout LACMA's campus, including live performances, music, storytelling for children, a traditional Nowruz display known as *Haft Sin*, and Persian-inspired dishes by Rui Wang, chef at the Patina Group at LACMA. The event will feature a traditional Iranian costume parade, in which individuals of all ages are invited to participate.

WHEN: **Sunday, March 22, 2015**

11:30 am–5 pm

Haft Sin Display (Los Angeles Times Central Court)

11:30 am–4 pm

Children's Puppet Show by Vida Ghahremani (Director's Roundtable Garden)

Noon–4 pm

Saaz o Dhol Musicians and Traditional Persian Dancers (throughout campus)

Noon–5 pm

Screening of Top Six Short Films (Brown Auditorium)

View the top six nominated films of the 2015 Farhang Foundation Short Film Festival.

1–2 pm

World Premiere of *The Sounds of a Persian Spring* by Zohreh Jooya (Leo S. Bing Theater)

The multimedia performance combines instrumental music, dance, poetry, and theater to create a sonic and visual interpretation of the coming of spring.

3–4 pm

Traditional Iranian Costume Parade (Los Angeles Times Central Court)

5–7 pm

Musical Performance by KIOSK Band (BP Grand Entrance)

Live musical performance by the groundbreaking Iranian rock band

WHERE:

LACMA

5905 Wilshire Blvd.
Los Angeles, CA 90036

TICKETS:

Free and open to the public. Performances which take place in the Bing Theater require tickets. Bing Theater events: \$20.

To purchase tickets, visit lacma.org, call 323 857-6010 or visit a LACMA Ticket Office in person.

About LACMA

Since its inception in 1965, the Los Angeles County Museum of Art (LACMA) has been devoted to collecting works of art that span both history and geography, in addition to representing Los Angeles's uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection that includes over 120,000 objects dating from antiquity to the present, encompassing the geographic world and nearly the entire history of art. Among the museum's strengths are its holdings of Asian art; Latin American art, ranging from masterpieces from the Ancient Americas to works by leading modern and contemporary artists; and Islamic art, of which LACMA hosts one of the most significant collections in the world. A museum of international stature as well as a vital part of Southern California, LACMA shares its vast collections through exhibitions, public programs, and research facilities that attract over one million visitors annually, in addition to serving millions through digital initiatives such as online collections, scholarly catalogues, and interactive engagement. LACMA is located in Hancock Park, 30 acres situated at the center of Los Angeles which also contains the Page Museum and La Brea Tar Pits and the forthcoming Academy Museum of Motion Pictures. Situated halfway between the ocean and downtown, LACMA is at the heart of Los Angeles.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036 | 323 857-6000 | lacma.org

Press Contact: press@lacma.org 323 857-6522

Connect with LACMA



@lacma #NowruzLACMA

About Farhang Foundation

Farhang Foundation is a non-religious, non-political and not-for-profit foundation established in 2008 to celebrate and promote Iranian art and culture for the benefit of the community at large. The Foundation supports a broad range of academic activities in Southern California by funding university programs, publications and conferences. The Foundation also supports diverse cultural programs such as the celebration of Nowruz and Shab-e Yalda, theater, dance performances, film screenings and poetry reading in Southern California. And, in cooperation with various cultural and academic institutions, Farhang Foundation funds major programs and exhibitions about Iran and its culture. However, the content, viewpoints or biases expressed by individual artists, academics, institutions or events supported by the foundation belong solely to each individual party and do not necessarily reflect the views of Farhang Foundation. For more information visit Farhang.org.

@FarhangFound

Image captions (clockwise): KIOSK Band; traditional Perisan dancers, photo by Vafa Khatami; Zohreh Jooya; musicians, photo by Vafa Khatami