

Challenging perceptions: Edinburgh Iranian Festival line-up is announced!

For immediate release

The sights, sounds and tastes of Iran are coming to town in February, when the fourth season of the Edinburgh Iranian Festival kicks off. In a diverse and interactive line-up, festival-goers will be able to take tea in a Persian teahouse, sample renowned Iranian cinema, and even learn traditional music and calligraphy.

The Edinburgh Iranian Festival, which will run from 6th-16th February 2015, aims to span both Iran's rich traditions and its contemporary cultural life. The festival's organisers hope to address misconceptions by introducing Scotland to the heart and soul of Iran – from its art and music, through to its history, food and – for the first time in the festival's history – its fashion.

Highlights include:

- A **fashion show** showcasing womenswear and accessories by contemporary Iranian designers, and a Scottish designer inspired by Iran. It will be set to Iranian music, in the Grand Gallery at the [National Museum of Scotland](#), and followed by a panel discussion on Iranian fashion pre- and post-Islam.
- An Iranian **film season** organised in collaboration with the [Filmhouse Cinema Edinburgh](#)
- An **art exhibition** of works inspired by Iran based on the theme of Perception, at [Summerhall](#), as well as a separate exhibition of the works of renowned Iranian artist Hassan Meshkinfam at the [Sutton Gallery](#).
- A reading by poet Rab Wilson from his Scots rendering of the Rubaiyat of Omar Khayyam as part of the festival's Opening Ceremony
- A performance by the Glasgow-based Arazoo Symphony Orchestra at St John's Church as part of the festival's **Opening Ceremony**.
- A **lecture series** that will cover everything from Iranian tourism to ancient Persian history.
- **Workshops**, where participants can learn traditional music and calligraphy.
- Other elements of the programme include Persian **cuisine** on the menu at Nawrouz restaurant, an Iranian **teahouse** set up within Persian Rug Village, and **curated book selections** at Word Power and Blackwells.

Festival founder Sara Kheradmand said: "I am privileged to have seen this festival grow over the past 5 years from a modest, student-run project to the wide-ranging and hugely exciting programme we have on offer today. It is thanks to the open-mindedness and curiosity of the Scottish public that we continue to grow and diversify.

"With over 5,000 Iranians currently living in Scotland, and given the celebrated tradition for cultural events in the capital, Edinburgh really is a natural home for this festival."

"I am delighted that this year we are showcasing fashion for the first time, and I can't wait to share the wealth of talent we have curated, across art, cinema, music, and many other disciplines, with the residents of Edinburgh and beyond."

The 2015 festival season is partnered with British Council Iran as part of their UK-Iran Season of Culture.

Notes to Editors

1. Edinburgh Iranian Festival is a registered Scottish Charitable Incorporated Organisation, charity number SC044795
2. Further information can be found at <http://www.ediranfest.co.uk>
3. For interview and filming requests, or to be sent photographs of previous festivals, please contact Mona Vaghefian at press@ediranfest.co.uk / 07944 360 328
4. The Edinburgh Iranian Festival is entirely organised and run by volunteers and is affiliated to Edinburgh University Persian Society (EUPS).