

News Release

25th November 2007



Dubai Auction of Iranian Contemporary Art raises \$1.2Million for charity

- Farhad Moshiri's *Only Love (Faghat Eshgh)* leads auction sales at \$300,000
- Y Z Kami's *Endless Prayers* doubles starting bid to sell for \$80,000
- Shirin Neshat's photograph from the '*Tooba Series*' and Parviz Tanavoli's *Bronze Heech* equal sales at \$55,000 each
- All funds raised go direct to local and international charities

Dubai, Sunday 24 November – The London-based charity Magic of Persia exceeded all expectations with sales from their charity auction of contemporary Iranian art reaching \$1.2 million.

Iranian art continues at its peak in Dubai following the Christie's sale last month. Highlights of the evening included, the sale of **Farhad Moshiri's** Swarovski crystal adorned painting *Only Love (Faghat Eshgh)* which sold for \$300,000, YZ Kami's *Endless Prayers* for \$80,000, and Shirin Neshat's photograph from the *Tooba* series and **Parviz Tanavoli's** *Standing Heech* both of which sold for \$55,000. Y.Z. Kami and Parviz Tanavoli were present at the live auction.

The auction, at the Jumeirah Emirates Towers hotel, was attended by over 450 guests, with additional absentee bids accepted. Auction sales for other major Iranian artists included, Iran Darroudi whose painting *Land of Kindness (Mehraban Abad)* sold for \$55,000, Rokny Haerizadeh, whose painting *Evolution* sold for \$50,000; and Behzad Behnam, with his two paintings *Shiraz* and *Calligraphy with Poems by Omar Khayyam* sold for a combined total of \$64,000.

31 Iranian artists in total donated work for **Magical Nights in Dubai**, a charity fundraiser and unique auction of significant contemporary Iranian art in Dubai from 21-24 November 2007 to benefit the charity Magic of Persia.

Shirley Elghanian, Chief Executive of **Magic of Persia**, says: "We are truly overwhelmed by the generosity of our world renowned Iranian artists and stunned by the generosity of the collectors and art lovers who came from all parts of the globe to support us here in Dubai."

The Auctioneer for the evening was **Jussi Pykkänen**, President of Christie's Middle East and Europe, with the auction catalogue produced by **Canvas**.

To complete the auction art works by children from the two UAE charities supported by the Magic of Persia, Al Noor Training Centre for Children with Special Needs (Dubai) and Future Centre (Abu Dhabi), were sold for a combined total of \$23,000.

Ends



Notes to editors:

- Funds raised at auction will support the Magic of Persia Education programme sponsoring educational workshops as well as free family days in leading museums around the world and Encyclopaedia Iranica, Professor Ehsan Yarshater's lifelong project. In addition, humanitarian grants will be awarded to The Future Centre for Special Needs, Abu Dhabi and Al Noor Training Centre for Children with Special Needs, Dubai. Artwork by children from the Al Noor and Future Centres' will also be auctioned as part of the event.
- Magic of Persia is a non-profit, non-political charity, registered in the UK and the USA, which educates young people on the value and unique contribution of Persian culture to society. Magic of Persia achieves its mission through the development and promotion of education and communication programmes, in partnership with world-class institutions. For further information contact www.magicofpersia.com
- A full list of auction sales figures and participating artists is attached.
- Magic of Persia's charity auction marked the end of a 4 day programme of events in Dubai from 21-24 November. The programme included a Pro/am Golf Tournament and visually stunning Persian themed evenings. Events had been themed entirely and in generosity by Ali Bakhtair.

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Auction Results

**Magical Nights in Dubai: Auction of Iranian Contemporary Art
24 November 2007, Dubai.**



AFSOON	<i>Verbal Nostalgia</i>	\$6,000
NADER AHRIMAN	<i>Speck of Dust</i>	\$11,000
SHIRIN ALIABADI	<i>Miss Hybrid 3</i>	\$32,000
KAMROOZ ARAM	<i>Untitled</i>	\$3,000
KAMROOZ ARAM	<i>From the Series Nothing Heavenly</i>	\$3,000
POOYA ARYANPOUR	<i>Nameless</i>	\$19,000
ANDISHEH AVINI	<i>Spider Skull</i>	\$24,000
BEHZAD BEHNAM	<i>Calligraphy with Poems</i>	\$32,000
BEHZAD BEHNAM	<i>Shiraz</i>	\$34,000
HENRY DALLAL	<i>Tent Pegging at Sunrise</i>	\$17,000
IRAN DARROUDI	<i>Land of Kindness</i>	\$55,000
MOHAMMAD EHSAI	<i>Allah</i>	\$28,000
YAGHOUB EMDADIAN	<i>Untitled</i>	\$16,000
BITA FAYYAZI	<i>Rabbit's Head</i>	\$28,000
SHAHAB FOTOUHI	<i>Security Love and Democracy</i>	\$7,000
SHADI GHADIRIAN	<i>My Press Photo</i>	\$12,000
RAMIN HAERIZADEH	<i>Wonders of the Creatures</i>	\$22,000
ROKNY HAERIZADEH	<i>Evolution</i>	\$50,000
PEYMAN HOUSHMANZADEH	<i>A Rough Estimate</i>	\$7,000
BAHMAN JALALI	<i>Image of Imagination 4</i>	\$20,000
Y.Z. KAMI	<i>Endless Prayers</i>	\$80,000
AVISH KHEBREZADEH	<i>Fountain 3</i>	\$12,000
FARIDEH LASHAI	<i>Untitled</i>	\$30,000
FARHAD MOSHIRI	<i>Only Love</i>	\$300,000
SHIRIN NESHAT	<i>From the Tooba Series</i>	\$55,000
NASSER OVISSI	<i>Three Horses</i>	\$22,000
MARYAM QUIEL	<i>Carnival</i>	\$35,000
MARYAM QUIEL	<i>Holidays</i>	\$22,000
BEHROUZ RAE	<i>Began</i>	\$30,000
GHASS ROUZXHOSH	<i>London 2</i>	\$22,000
SHIRANA SHAHBAZI	<i>Ania from the Series Mir</i>	\$22,000
SADEGH TABRIZI	<i>Lovers on Horseback</i>	\$32,000
PARVIZ TANAVOLI	<i>Standing Heech</i>	\$55,000
MOHAMMAD TATARI	<i>Untitled</i>	\$12,000

Additional Auction Sales:

Al Noor Training Centre for Children with Special Needs	\$16,000
Future Centre for Special Needs (Abu Dhabi)	\$7,000

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