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Sofreh

The Art of Persian Celebration

Maryam Khosrowshahi

Willem Floor

Parviz Tanavoli

ISBN	9781851498581
Publisher	ACC Art Books
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- A one-of-a-kind book that examines Persian celebrations from their earliest incarnations to their present state
- Reaches out to Iranians worldwide, embracing and celebrating their cultural heritage
- Glossy full-colour photographs capture the spirit of these ancient traditions in the modern day

'Sofreh' is Persian for 'spread' – referring to the colorful arrangements of flowers, condiments and objects of spiritual or cultural importance that are displayed at Persian ceremonies. As the title promises, this book is a visual feast. Flush with lavish historical illustrations and contemporary photography, it documents Persian marriage and New Year celebrations in rich detail. Sofreh pays homage to ancient traditions, discussing the symbiosis of symbolism and culture. Despite their ancestral roots, the featured ceremonies are infused with life and creativity. Modern fabrics are welcomed alongside refined antique textiles, creative floral designs, unconventional pieces of furniture, and unexpected objects. References to Persian poetry, literature, art and folklore stimulate the imagination, and the text is illuminated with exquisitely detailed extracts from old manuscripts, antique woven textiles and embroideries. Each volume centers around a series of original and at times highly elaborate sofreh creations. Together they comprise an extensive project, involving research into Persian ceremonies and sofreh history by an eminent scholar, and the design and creation of stunning compositions. Book One is about the Persian New Year (Nowruz), which is celebrated on the first day of Spring. Book Two explores Persian marriage and wedding customs, and the elaborate settings for marriage ceremonies (Aqd). These two lavishly illustrated volumes which make an enduring gift are devoted to showcasing sofreh compositions in all of their glory. Never before have the splendor and beauty of the sofreh been presented in such an intricate and novel fashion.

Maryam Khosrowshahi is an art enthusiast, a modest collector and an avid floral designer who was born and raised in Tehran. She has lived, worked and studied in Iran, The Netherlands, the United Kingdom, Canada and the United States. Presently, she lives in Switzerland, and works on research and design of her personal projects. Willem Floor is an independent scholar who has written more than 250 books and articles, including: *The Persian Textile Industry in Historical Perspective 1500-1925* (1999); *The History of Theater in Iran* (2005); *A Social History of Sexual Relations in Iran* (2008); *Labor & Industry in Iran* 1850-1940 (2009); *Guilds, Merchants & Ulama in Nineteenth Century Iran* (2009); *Textile Imports into Qajar Iran* (2009); and *History of Bread in Iran* (2015). **Parviz Tanavoli** is an internationally recognised contemporary Iranian painter, sculptor, designer and collector with a profound knowledge of the cultural history of Iran. He studied sculpture in Tehran and at the Brera Academy in Milan. He was Head of the Sculpture Department at Tehran University until 1979. Today, his work is represented in important collections around the world.







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