



Sofreh
The Art of Persian Celebration
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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 those interested in art and culture, especially Iranians worldwide, embracing and celebrating their cultural heritage
- Glossy full-color 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 centres 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 splendour and beauty of the *sofreh* been presented in such an intricate and novel fashion.

Maryam Khosrowshahi is an art enthusiast who has lived, worked and studied in Iran, the Netherlands, the United Kingdom, Canada, the United States and Switzerland, where she now works on research and design of her personal projects. **Dr Willem Floor** is an independent scholar specialising in the social and economic history of Iran, and is the author of more than 250 books and articles on a wide range of subjects. **Parviz Tanavoli** is an internationally recognised contemporary Iranian sculptor, artist, collector and author with a profound knowledge of the history and material culture of Iran. His work is represented in important public and private collections around the world. Please visit www.sofrehartofpersiancelebration.com for further information.