

MAGIC OF PERSIA
BI-ANNUAL REPORT
YEAR ENDED DECEMBER 2009

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Registered Office

Magic of Persia Office of Special Events
16a Lowndes Square
London, SW1X 9HB
United Kingdom

Registered Charity Numbers

U.K. Registered Charity No. 1104066

Board of Trustees

Chairman	Shirley Elghanian
Secretary	Shirin Elghanayan
Treasurer	Vajihe Soleymani, Mehdi Metghalchi Farbod Dowlatshahi

Selection Committee

Nazenin Ansari	Sharareh Naghibi
Shirin Elghanayan	Sanam Oveyssi
Shirley Elghanian	Nikoo Saffari
Shadi Fahid	Asal Sobati
Shahnaz Guivi	Vajihe Soleymani
Reza Nader-Sepahi	Susan Zanganeh Lanz

Operations Management

Gaulaleh Eagle	Museum Events Coordinator/Editor
Shirley Elghanian	Chief Executive
Shadi Fahid	Editor
Saven Chadha	Executive Events Coordinator
Sharareh Naghibi	Bookkeeper/Treasurer
Goli Nili	Executive Director/Legal Consultant
Sanam Oveyssi	Arts Co-ordinator
Alexandra Terry	Executive Arts Coordinator/Project Manager
Boroumand & Associates	Accountants

STRUCTURE, GOVERNANCE AND MANAGEMENT

Magic of Persia is registered as a charity with the Charities Commission for England and Wales under number 1104066. The board members, registered office and professional advisors are listed on page 3. This report and the financial statements are represented in the format required by the Statement of recommended Accounting Practice- Accounting and Reporting by Charities (revised 2005).

Magic of Persia was established by Shirley Elghanian in September 2004.

The body responsible for the governance and control of fund distribution is the Board of Trustees. The board meets twice a year. It currently has 5 members. New trustees are appointed by the board on the recommendation of any existing board member and their appointment is ratified by the members at the bi-annual general meetings. Trustees can serve indefinitely with no set age of retirement. All new trustees receive a range of documents regarding their responsibilities as charity trustees. The board, while retaining overall responsibility, delegates certain functions to sub-committees and executive staff.

The day-to-day direction of Magic of Persia's affairs is the responsibility of the Executive Events Coordinator who reports to the Board through the Chairman.

OBJECTIVES AND ACTIVITIES

Summary of aims and objectives

Magic of Persia is a non-profit, non-political, non-religious charity registered in the UK that works with the leading institutions of the world to enable a deeper appreciation for Iran, its art, culture and history. Since 2004, MOP has been dedicated to bringing to light the positive aspects and contributions that Iranians have made and continue to make both inside and outside of Iran.

Magic of Persia promotes educational workshops and projects that encourage the study of Iran, from the pre-Islamic world to what is Iran today. The charity's many scholarships and residencies within the UK enable young Iranians to benefit from experiences that enrich both them and the culture they return to. MOP is passionate and committed to supporting the new generation of emergent Iranian artists and their imaginative connection with 'home'. The charity gives them the necessary platform to reach new audiences, and to inspire and challenge from within the relationship of Iran with world civilisation.

Magic of Persia is at the forefront of pioneering efforts to identify Iranian art as an essential form of international communication. Global in impact, MOP believes that this cross-cultural exchange is both necessary and vital to fostering a dialogue of hope and progress for future generations.

BENEFICIARIES: TO DATE

Proceeds have been awarded thus far to the following beneficiaries in addition to the Magic of Persia Education Programme.

• The Future Centre for Special Needs, Abu Dhabi

The Future Centre for Special Needs in Abu Dhabi is an institution dedicated to providing relevant educational programmes and rehabilitation services to more than one hundred and seventy students with special needs. Some of those students have already joined regular, mainstream education.

The Future Centre is committed to equip individuals with disabilities with the necessary knowledge and skills which will enable them to realise their full potential and lead fulfilling and joyful lives. The on going research and education done at the Centre, improves the quality of care and attention provided for the children. Families are also empowered and supported by the programmes offered. The Centre aims to educate the public about the issues resulting from disability and to engage people in the lives of students with special needs.

• Omid-E-Mehr Charitable Foundation

Established in 2004 as a privately-funded charity, Omid-E-Mehr aims at providing emotional and practical support for severely disadvantaged young Iranian and Afghani women (aged from 15 to 25) in Tehran. These women face emotional and financial deprivation, are desperately vulnerable to anti-social influences and struggle to remain engaged in society.

Omid-E-Mehr is committed to creating a better future for such young women, enabling them to strengthen their social, emotional and economic competencies and providing them with the opportunities to experience a full range of life. Omid-E-Mehr values and nurtures the voices, hearts and minds of these vulnerable young women and helps them transform their lives through therapeutic intervention, self empowerment, education and training.

The work of Omid-E-Mehr facilitates the social re-adjustments of its beneficiaries and provides different venues to help them realise their hopes and dreams.

• Al Noor: Centre for Children with Special Needs

A Centre for Children with Special Needs serving Dubai's multi-cultural population, increasing awareness in society, providing professional and effective training programmes, and to fulfil the needs of the Special Child from infancy up to functional integration into society.

The Al Noor Training Centre for Children with Special Needs opened its doors in Dubai on November 21st, 1981, starting with only eight children. Currently they serve 255 children and look forward to

accommodating up to 300 children in the new facility. The Centre runs under the auspices of the Ministry of Social Affairs. An appointed Board of Governors formulates the governing policies, which are then implemented by the Director of the Centre.

- **Encyclopaedia Iranica**

The Encyclopaedia Iranica is a project of Columbia University's Center for Iranian Studies and has been designed as a major research tool to provide a detailed and accurate picture of an important world civilization from prehistory to the present, a span of several thousand years. Covering a multi-lingual and multi-ethnic cultural continent, the Encyclopaedia Iranica encompasses all aspects of the life, history, and civilization of the peoples who spoke or speak an Iranian language; it also treats reciprocal influences and interactions between these peoples and the neighboring regions, as well as western and central Europe, Russia, and the United States.

In 1990 the Encyclopaedia Iranica Foundation was established in order to "promote the cause of the Encyclopaedia Iranica and assure its completion" by raising funds for it. All contributions to the Encyclopaedia Iranica Foundation as well as those to Columbia University are tax-exempt to the extent permitted by law.

- **The Snowflake School for Children with Autistic Spectrum Disorders**

Snowflake School is a new independent school for children with Autistic Spectrum Disorders that opened in 2008. Each child's programme is individually designed and integrated with the National Curriculum while taking into consideration the guiding principles behind the successful Carbone Clinic in New York. Communication skills among others are strengthened here which lead to rewarding relationships, well being and vocational productivity.

BENEFICIARIES: ONGOING

• Magic of Persia / British Museum Educational Workshops

Magic of Persia, in partnership with major institutions and museums, is committed to developing youth focused educational programmes, gallery visits, workshops and Persian-themed family days. These have attracted tens of thousands to the British Museum and Victoria and Albert Museum over two day event periods.

• Magic of Persia St Paul's School Bursary

St Paul's School is a boys' independent school, founded in 1509 by John Colet, located on a 45 acre site in the London suburb of Barnes. It was one of the original nine English public schools as defined by the Public Schools Act 1868. It is considered one of the top academic schools in the country, as measured by its position in the national league tables of GCSE and A level performance, as well as being among the top schools with respect to the arts and sport. Magic of Persia has in place the 'David Elghanyan Bursary' which supports one anonymous student.

• Aria Football Club

Magic of Persia has given sponsorship to the Aria football Team-which is dominantly made up of players of Iranian origin but not exclusively. They have welcomed players of all origins including Moroccan, English, Greek, Dutch, Kuwaiti, Libyan, Iraqi and Brazilian.

The squad consists of 24 players who are registered to play for the club. The average age of the squad is 24. The majority of the players are students or graduates who have attained employment in recent years. With the financial help of Magic of Persia, the club can plan ahead and continue to unite young people of all religious, ethnic and social backgrounds through football and to encourage them to work as teams making this arena beneficial for the development of future generations and represent a positive light on the cultures that the players represent, as well as empowering them to develop leadership skills.

• The British Museum

The British Museum's collection of seven million objects representing the rich history of human cultures mirrors the city of London's global variety. In no other museum can the visitor see so clearly the history of what it is to be human.

The Magic of Persia celebration of Norouz, the Persian New Year, at the British Museum attracted tens of thousands of people on the eve of the Persian New Year. The event included free family activities, performances, music, art and crafts.

• MOP CAP – Magic of Persia Contemporary Art Prize

The MOP CAP aims to build from this success and provide exposure and elevate emerging Iranian artists onto the international stage. As well as supporting the development of a new cadre of Iranian artists, MOP CAP will play an important role in generating sufficient revenue to fund a programme of art residencies for young Iranian students at leading art institutions in the UK, including the Royal Court Theatre, the Slade, the Delfina Foundation and the London Film School.

BENEFICIARIES : CURRENT AND UPCOMING

• Masters Programme at The London Film School

Magic of Persia has partnered with the London Film School (LFS) to provide a scholarship for an Iranian student to attend the two-year MA Filmmaking Course at the LFS. The student will be selected by the LFS from a shortlist of 12 students in Iran nominated by some of the most accomplished and talented Iranians in the filmmaking industry.

• Art Residency Programme

Magic of Persia in partnership with The Delfina Foundation offers a three-month residency in London for an artist from Iran. Selected from the MOP CAP shortlist, the artist will be provided with a career-defining opportunity at The Delfina Foundation to develop and share their work with UK-based artists, audiences, and cultural institutions

Founded in 2007, The Delfina Foundation, a non-political charitable organisation, facilitates cross-cultural dialogue between the West, the Middle East & North Africa. In partnership with leading cultural institutions, it creates innovative models of artistic exchange and establishes platforms to encourage exploration, conversation and collaboration.

Renowned art patron Delfina Entrecanales established the foundation as the successor to Delfina Studios. Over its 20 year existence, Delfina Studios became Britain's largest artist residency space and attained an unparalleled record with more than a dozen Turner Prize nominees. It had also supported many well known artists from the Middle East such as Shirazeh Houshairy, Khalil Rabah, Haluk Akakce, Susan Hefuna, and Farhad Moshiri. The Delfina Foundation aims to develop the next generation of international artists.

• Saatchi Gallery Show for Winner of MOP CAP (Magic of Persia Contemporary Art Prize)

The MOP CAP Winner, Mahmoud Bakhshi Moakhar, has been awarded a solo show at the Saatchi Gallery from 27th September 2010 to 10th October 2010. The Saatchi Gallery aims to provide a forum for contemporary art from around the world, presenting work by largely unseen young artists whose work has been rarely or never exhibited in the UK. This will be a fantastic opportunity for the MOP CAP Winner to be exposed to the international audience of the London art scene.

Many artists showing at the Saatchi Gallery are unknown when first exhibited, not only to the general public but also to the commercial art world. Many of these artists are subsequently offered shows by galleries and museums internationally. In this effect, Magic of Persia and the Saatchi Gallery also operate as a springboard for young artists to launch their careers.

EVENTS: 2007

• Backgammon Doubles Champion – 10TH & 11TH MARCH 2007

FUNDRAISING

Magic of Persia proudly presented its first backgammon team tournament fundraiser in London in March. Generously hosted by Home House and Chiva Tafazzoli, Tournament Director.

• Magical Nights in Dubai, Gala & Charity Art Auction – 21st-24th November 2007

FUNDRAISING

Magic of Persia exceeded all expectations with sales from a charity auction of contemporary Iranian art reaching \$1.2 million. 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 raise money for Magic of Persia's Education Programmes and Art Initiatives.

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.

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.

PERIOD ENDING 31 DECEMBER 2007

Donations received	38,621
Activities for generating funds	<u>654,515</u>
	£693,136
Less: Cost of generating funds	332,036
Less: Cost of Management and Administration	<u>54,321</u>
Surplus	£306,779

DISTRIBUTION

Encyclopaedia Iranica	102,695
Al Noor (Dubai)	25,675
Al Nour (Dubai): Restricted	8,080
Future Centre (Dubai)	25,675
St Paul's School	7,500
St Paul's School: Restricted	7,500
Omid-e-Mehr	3,535
Others	1,700
British Museum	<u>£ 35,875</u>
Total	£218,235

EVENTS: 2008

- **Backgammon Doubles Championship - June**

FUNDRAISING

- **Launch of Magic of Persia Contemporary Art Prize - September**

FREE ATTENDANCE

- **The 60th Anniversary of the Declaration of Human Rights - December**

FREE ATTENDANCE

Magic of Persia celebrated the 60th Anniversary of the Declaration of Human Rights with a talk by The Nobel Peace Prize winner, Dr Shirin Ebadi at the British Museum. The honorary speaker Dr. Irving Finkel from the British Museum extended his knowledge of Persian heritage with the large audience on this momentous occasion.

PERIOD ENDING 31 DECEMBER 2008

Donations Received	85,000
Activities for generating funds	<u>47,613</u>
	£132,613
Less: Cost of generating funds	50,825
Less: Cost of Management and Administration	<u>47,889</u>
Surplus	£ 33,899

DISTRIBUTION

St Paul's School: Restricted	7,500
Omid-e-Mehr Foundation: Unrestricted	3,489
Future Centre (Dubai): Unrestricted	3,489
Encyclopaedia Iranica: Unrestricted	14,005
British Museum: Unrestricted	25,000
Others	<u>51,236</u>
Total	£104,719

No remuneration was paid to trustees during this year.

EVENTS: 2009

• Norouz Family Weekend at the British Museum - March

EDUCATIONAL

The Magic of Persia celebration of Norouz, the Persian New Year, at the British Museum attracted tens of thousands of people on the eve of the Persian New Year. The event included free family activities, performances, music, art and crafts.

• Magical Night in Dubai, Gala & Charity Art Auction - April

FUNDRAISING

The Magic of Persia auction gala charity fundraiser held on 11th April at Dubai's Emirates Towers Hotel raised a staggering \$555,000 from the sale of over 50 works by the most established Iranian contemporary artists. The proceeds from the auction are allocated towards MOP's arts and education programmes.

• Backgamon Doubles Tournament - October

FUNDRAISING

• MOP CAP Facts and Illusions - October

FUNDRAISING

Magic of Persia presented a pioneering and unique exhibition of video work by 14 Iranian artists, in the RCA's Henry Moore Gallery. Curated by Dr Sami Azar, former director of the Tehran Museum of Contemporary Art, the show is the first time that contemporary Iranian video artists have been shown on such a scale in London. Established names such as Farideh Lashai and Avish Khebrehzadeh, displayed alongside younger video artists, providing a great opportunity to view the diversity of current Iranian video art.

PERIOD ENDING 31 DECEMBER 2009

Donations Received	39,194
Activities for generating funds	<u>489,718</u>
	£528,912
Less: Cost of generating funds	368,294
Less: Cost of Management and Administration	<u>81,765</u>
Surplus	£ 78,853

DISTRIBUTION

No remuneration was paid to trustees during this year.

Omid Foundation: Restricted	2,555
St Paul's School: Restricted	7,500
Future Centre (Dubai)	3,499
St. Paul's School: Unrestricted	15,000
Omid Foundation: Unrestricted	9,680
Future Centre (Dubai): Unrestricted	9,541
British Museum: Unrestricted	25,000
Others: Unrestricted	<u>20,248</u>
Total	£ 93,023

EVENTS: 2010

• Norouz Family Weekend at the British Museum - March

EDUCATIONAL

Magic of Persia hosted a wonderfully successful two-day celebration for Norouz at the British Museum in March 2010. Over the two days approximately 40,000 visitors enjoyed an array of musicians, dancers, installations and family workshops against the grand backdrop of the Great Hall.

• MOP CAP Exhibition at the Saatchi Gallery - September

BURSARIES

The MOP CAP Winner launches a solo show at the Saatchi Gallery in September 2010. The Saatchi Gallery aims to provide a forum for contemporary art from around the world, presenting work by largely unseen young artists whose work has been rarely or never exhibited in the UK. This is a fantastic opportunity for the MOP CAP Winner to be exposed to the international audience of the London art scene.

Many artists showing at the Saatchi Gallery are unknown when first exhibited, not only to the general public but also to the commercial art world. Many of these artists are subsequently offered shows by galleries and museums internationally. In this effect, Magic of Persia and the Saatchi Gallery also operate as a springboard for young artists to launch their careers.

This exhibition has been made possible by the support of the Saatchi Gallery, the continuous patronage of our established Iranian artists and most notably the generosity of Mr Farbod Dowlatshahi, a Trustee of Magic of Persia.

• Magic of Persia / London Film School Scholarship launch at the British Museum - July

BURSARIES

Dr Hamid Naficy and a panel of industry experts including Tina Gharavi, Kim Longinotto, Golshifteh Farahani and Babak Jalali will conduct a discussion on Iranian Diaspora and its Cinematic Imagination chaired by Naficy. The event takes place at The British Museum on Wednesday 7th July.

This event will launch The Magic of Persia MA Filmmaking Scholarship at The London Film School. The Scholarship student was selected by The London Film School from over 15 applicants who were nominated by members within the Iranian filmmaking community, including Bahman Ghobadi and Rakhshan Bani Etemad.

• Magical Nights in Dubai & Abu Dhabi – 5th – 7th November 2010

FUNDRAISING

Magic of Persia is privileged to host a spectacular Fundraising Gala in the presence of His Excellency Sheikh Nahayan bin Mubarak Al Nahayan, Minister of Higher Education & Scientific Research, U.A.E. This event is made possible by the continued generosity of our renowned donating artists, the incomparable designs of Ali Bakhtiar and the support of our auction partner, Christie's. Distinguished guests will enjoy a traditional evening of Persian music and dance, and dine under the stars in the Palm Gardens of The Yas Hotel, Abu Dhabi, home of Formula One.

Funds raised will go to Magic of Persia Educational Programmes and Art Initiatives. Beneficiaries also include The Future Centre for Special Needs, Abu Dhabi; Delfina Foundation Residencies, London; and The Saatchi Gallery Educational Workshops for Children, London.

CHAIRMAN'S STATEMENT

I am delighted to report that Magic of Persia has gone from strength to strength since our inaugural Gala in 2004. Today, we are tremendously proud to be one of the leading London charities, generating unprecedented interest and support globally.

In addition to our ongoing beneficiaries, we have been able to help previously unknown Iranian artists and students by providing them with a much-needed platform in the UK. Through our residencies and scholarships, these highly talented individuals have been able to interact with European counterparts and take back a wider perspective of the arts world to their adopted country of residence. This establishment of cross-cultural communication has enabled Magic of Persia to further promote our cultural and heritage worldwide.

With a number of exciting projects on the horizon, I am confident that we will achieve our many goals and continually exceed expectations.

I would like to personally thank all of the artists who have donated their work, our ever-generous sponsors and of course the dedicated Magic of Persia team. It is with this commitment, generosity and compassion that we are able to take on such rewarding projects and support so many worthy causes.

Shirley Elghanian

Chief Executive
Magic of Persia