



# IRANIAN BUSINESS SCHOOL PROJECT

25th October, 2013

*Creating the Opportunity, Realising the Potential*

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# Message from the Trustees

On behalf of the Trustees of the Iranian Business School Project (IBS), we are delighted to welcome you to our Sixth Annual Fundraising Event in London. It is your continued dedication to seeing IBS fulfil its mission of establishing a world-class business school in Iran that has brought us to where we are today. Your confidence in the School has been all the more gratifying during what has been a turbulent period for Iran. We are happy to have come through these challenging times together and together usher in a period of promising new developments for our nation. After many years of political and economic instability, there are renewed reasons for hope and we are extremely pleased, with your support, to play a part in ensuring the next generation of Iranian business leaders have the necessary skills and resources to take the country forward.

We are also pleased to be able to report to you on the continued progress we are making across all fronts. Under the leadership of Dr Mostafa Karimian-Eghbal, **the executive team in Iran has continued to assume greater responsibility** for the execution of the School's strategy and its growth. This has included the expansion of the team itself with the addition this past year of Dr Khashayar Emami, who has recently returned to Iran from Canada to serve as the School's Academic Programme Director. This comes at a critical time when we are focused on the further development of our curriculum in line with the needs of the local marketplace.

After the successful completion of two rounds of our Senior Executive Leadership Programme, the team in Iran recently conducted **an extensive survey to identify market requirements and gaps for management education** – particularly in the current climate. This included a comprehensive analysis of management programmes offered in local universities and institutions. The results of the

survey have led to the development of new strategies and proposals suited to helping Iranian businesses address new circumstances and challenges.

Other key developments during the year have been the **design of new executive education courses including several management workshops**.

These included: Accounting for Non-Financial Managers, Quality in Services, Negotiations and Communications Skills and Leading Organizations and Human Resources in Challenging Times.

Dr Bita Mashaykhi of the University of Tehran, Dr Kourosh Jenab of California State University-Northridge, Dr Mohsen Fatemi of Harvard and Dr Ali Dastmalchian, ex-Dean of the University of Victoria Business School were among the faculty teaching these courses.

On another important front, we have been exploring the possibility of organising a **joint EMBA programme with the cooperation of an international business school**. About 40 high

ranking universities were selected for consideration. A short list of 10 schools was then prepared and our Academic Advisory Board communicated with each. Discussions with one European institution are proceeding well and we are hopeful that we can move to a final agreement and an official announcement shortly.

At last year's event, we also announced our intention for exploring the utilization of e-learning techniques to supplement our academic strategy. We are actively exploring this option in our development of the joint EMBA programme and are assessing potential local and international companies to work with in this regard.

Importantly, we also continue to see **greater engagement in Iran and support from the local community for IBS and our mission**. Just last month, in September 2013, we held our second annual fund raising event in Tehran. The event was met with great enthusiasm and was attended by more than 300 of the country's leading businesspeople, academics and prospective students.

With these ongoing strides, we are confident that **we are well positioned for even further progress** as we go forth. We are optimistic about the future of the School and the nation, but recognise that on both fronts more work remains to be done.

In closing, we would like to express our gratitude for the tremendous guidance provided by the Governing Board of the School, which is comprised of leading figures from the Iranian private sector and academia. Equally we are ever grateful for the on-going support of our Founders and patrons from throughout the Iranian Diaspora and in Iran for continuing to bring immeasurable value to IBS.

Sincerely,  
IBS Project Trustees

# Art Auction

Once again, this evening's Art Auction is among the highlights of our programme and the most important aspect of our fundraising efforts.

Proceeds from your generous bids on these exceptional works on offer will act as an important source of support for the Iranian Business School and our ongoing efforts to build a world class institution in Iran.

We are delighted to have the privilege of auctioning some exceptional works from some of the most dynamic Iranian artists. For their contributions to our auction and their support of the IBS, we extend our deep appreciation to:

**Hamid Reza Hakimi  
Pooneh Jafarinejad  
Shahrzad Kamel  
Wahed Khakdan  
Fereydoun Omidi  
Mehrdad Shoghi  
Parviz Tanavoli**

This year's auction will be presided over by Mr Edward Rising, a veteran auctioneer who works with numerous charities on their fundraising efforts and was formerly a senior auctioneers at Sotheby's.

Details of the unique works on offer and of the participating artists can be found on the pages that follow and we encourage those art enthusiasts among you and supporters of the School to utilise this opportunity to enhance their collections and simultaneously make an important contribution to this noteworthy cause.

We would like to extend a warm thanks to our art auction bidders from last year (November 2012) for making our event and fundraising efforts such a great success. They are:

Mr Hessam Khalatbari, Mr & Mrs Jawad Kamel, Mr Alireza Rastegar and Mr & Mrs Mehdi Metghalchi.

We would also like to acknowledge the generous contributions of Mrs Farideh Lashaei (1944-2013), who supported IBS with her iconic works of art over the years.

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## Edward Rising



*Edward Rising*

Edward Rising was formerly one of the senior auctioneers at Sotheby's and was responsible for selling many millions of pounds worth of fine Art. He still works within the Fine Art World but dedicates more and more of his time to raising funds for charities with his unique auctioneering style. He has conducted various auctions all around the world and has helped generate over £6M for various worthy causes. Edward recently made an appearance in Danny Boyle's latest film 'Trance' as the 1960s auctioneer.

# MEHRDAD SHOGHI

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Mehrdad Shoghi is one of the few artists who has made Kufic script their realm of creation and is endeavouring to realize the true capability of this ancient script. His particular art form is devised by combining his extensive knowledge of traditional forms of calligraphy with his academic studies. The swift and revolving strokes combined with the inherent rigidity of Kufic script has yielded a unique style of writing which comprises the platform for most of his works. His first grouping of works using this new form of calligraphy was exhibited in Tehran's Reza Abbasi Museum in 2000. A major characteristic of Shoghi's work involves the juxtaposition of words with no adherence to their readability – a quality that invites the viewer to journey through this multi-faceted space; a souvenir of spiritual contemplation.

Shoghi has held exhibitions in prestigious galleries around the world and his works are featured in numerous reputed public international collections such as the British museum, Islamic Art Museum Malaysia and the Modern art museum in Tehran-Iran.

*Untitled, 2013*

Acrylic and gold leaf on canvas

Dimensions: 147 x 97 cm

Estimate: £7,000-10,000



# SHAHRZAD KAMEL

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Shahrzad Kamel was born in San Francisco, California to Iranian parents. She received her BA in Politics and Geography from Queen Mary College, University of London. She has an MA in Photography from NYU, and an MFA in Photography and Video from the School of Visual Arts in New York City. She has worked as an assistant to Turkish photographer Alp Sime, and also as Studio Manager to legendary American photographer Bruce Davidson.

Shahrzad has exhibited internationally since 2005, most recently in an exhibition entitled “Sea Stories Between the Tides” at Highlight Gallery in San Francisco, 2013; The Hickory Museum of Art in North Carolina, 2013; The Art Institute of Atlanta, 2013 and Watkins College of Art, Nashville, 2012. Her work has also been exhibited at The Southeast Museum of Photography in Daytona Beach, FL in 2008.

Her works are in the permanent collections of The Southeast Museum of Photography in Florida, The House of Photography (Fotografevi) in Istanbul, and numerous private collections.

*Dervish*

Istanbul, 2004

Archival pigment print on paper

Image: 66 cm x 101 cm

Sheet: 73.6 cm x 109.2 cm

Estimate: £3000-5000



# HAMID REZA HAKIMI

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Born in 1963, Hamid Reza Hakimi is a celebrated Iranian Sculptor. He was the first winner of the Contemporary Iranian Artists' Biennial Exhibition in 2000 at Tehran Museum of Contemporary Art. His work has been exhibited in renowned galleries, including Etemad Gallery, Niavaran Cultural Centre (both in Iran, and Germany's Signature Gallery). His Sculptures are part of the permanent collections at numerous institutions and museums around the world as well as many private collections.

Hakimi describes his work as a tool to tell a story. Where language is not sufficient, art will rescue the story as well as the storyteller. Even when a poem is created in an artistic structure, there are no other ways for the poet to achieve his vision but to cross the boarders presented by language.

Hakimi is also celebrated for his giant installations, seven of which are located in the following venues in Iran: Boostane Goftegu Park, the gardens of the Museum of Iranian Arts, the Maryam Park, the gardens of Artists' House (Khaneye Honarmandan), the Andishe Park in Tehran, the Ahmad Abad boulevard in Mashhad and the DIDI Contemporary Arts.

*Untitled, 2012*

Chrome on oak base

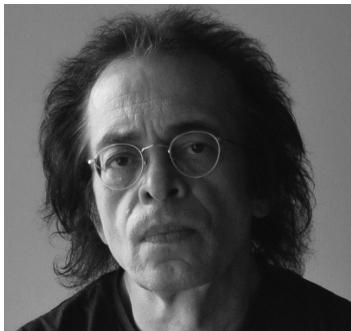
Dimensions: 31 x 90 x 29.5 cm (max)

Estimate: £5,000-7,000



## WAHED KHAKDAN

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Born in Tehran in 1950, Wahed Khakdan studied at the College of Decorative Arts and received his B.A. in 1971. The artist's first solo exhibition in Tehran was held at the prominent Ghadriz Gallery in 1974. Although a well – known abstract painter, in 1975 Khakdan decided to dedicate his artistic career to figurative art. Khakdan has exhibited extensively in solo and group shows since 1974 in Iran, Germany, USA and the UK. His masterpieces have been part of major exhibitions, such as Art Basel OF 1976, Tehran Museum of contemporary Art in 1981 and Ludwig Gallery in 1989. Khakdan currently works in Germany, where he has lived since the early 1980s

One of the recurring themes in the artist's work is "the neglected rooms". Khakdan is not trying to tell a specific story. Rather, the artist reflects on the abandoned houses he saw during his childhood in Iran. The depicted objects illustrate their ephemeral nature, the passage of time and express the fragility of human nature – the old wooden pieces, parts of clothing that no longer have any usage or old portraits.

The artist allows the viewer to reflect on his or her own story.

*Smiling Bride, 2013*

Oil on canvas

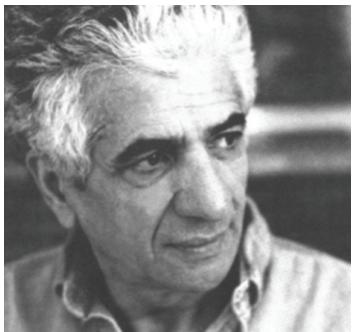
Dimensions: 120 x 90 cm

Estimate: £15,000-20,000



# PARVIZ TANAVOLI

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A leading practitioner of the Saqqakhaneh School, Tanavoli is a sculptor, painter, lithographer, collector, and a scholar of Persian art. Tanavoli has exhibited in major museums and art galleries around the world and his works reside in the permanent collection of museums such as the British Museum, UK – The Museum of Modern Art, New York; Walker Art Center, Minneapolis; New York University Art Collection; Minneapolis Institute of Art; Ludwig Forum, Aachen; Museum of Modern Art, Vienna; Museum of Contemporary Art, Tehran and numerous public and private collections. Tanavoli lives and works between Vancouver, Canada and Tehran.

One of the most symbolically profound themes, present in many phases of Tanavoli's artistic career is the 'Heech'. The Persian word for 'nothingness', the Heech in Tanavoli's work has been interpreted in many ways. The three letters that constitute the word Heech in Persian resemble the human body in Tanavoli's sculptures. Heech could be read as a reflection of the feelings of unworthiness and frustration of the modern man. However, referring to Sufism and making use of spiritual metaphors of traditional Persian poetry, the artist explains, "nothing" is an aspect of God who is in all things and therefore everything. The 'nothing' is not God, but is a place where God could be in his purest state."

*Standing Heech*

Bronze, edition 2/6

Dimensions: 50 cm tall

Estimate: £25,000-35,000



# POONEH JAFARINEJAD

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Pooneh has a BA and MA in painting from the College of Arts, Azad University, Tehran, Iran, and a BA in Fashion and textile design from the College of Arts, Alzahra University, Tehran.

Pooneh Jafarinejad is an internationally recognised Iranian artist. Her paintings have fascinated art collectors and they followed her development as an engaged Iranian women painter.

In her earlier works, Pooneh was drawn between a predominantly abstract art form of combining colors and shapes to comply with the constraints of official art in Iran and her wish to express her femininity in painting the women's body, although still maintaining an abstract formality. Pooneh experienced a personal liberation of this conflict during one of her exhibitions when the show was actually forced to close. Almost as a contradiction, Pooneh decided to free herself from her fears and to pursue unconstrained expression of her inner feelings. subsequently she exhibited these works in private but also in galleries. Pooneh also profited from attending many painting workshops and symposiums around Europe together with a range of international artists. Her success in Iran and abroad confirmed to her that she pursuing the right approach.

Pooneh organised the first International Painting Symposium in Tehran, summer 2007 for Imam Ali Museum of Arts.

*Untitled*

Oil on canvas

Dimensions: 120 x 100cm

Estimate: £3000-5000



# FEREYDOUN OMIDI



Born in 1967, Roudbar, Iran. High School diploma in Graphic Design, 1987, Tehran. R.A. in Painting, Islamic Azad University, Tehran 1993. M.A. in Painting, University of Art, 1998. Member of Azad University, aculty of art, Author of painting workshop (published by Ministry of Art). Member of Iranian Society of Painters.

## International Exhibitions

- 1999 Group Exhibition, Iranian Artist's, Jordan
- 2000 +30 Group and Gunen Group, Metroplitan – Tokyo
- 2000 +30 Group and Gunen Group, Kinza Gallery – Tokyo
- 2001 +30 Group, Paris Triennale
- 2002 Group Exhibition, Video Art
- 2003 +30 Group Exhibition, High Art – Yerevan
- 2003 Venice Biennal, Video Art
- 2004 Paris Group Exhibition, Cite des Arts
- 2007 Iranian Artist's Group Exhibition, Video Art (Elliot Lake), Canada
- 2007 Iranian Artist's Group Exhibition (Caravan) in Venice
- 2008 Middle East Artist's Group in Waterhouse & Dodd – London
- 2009 October Group Exhibition, vila marbllo zon, vila Terraglio – Italy
- 2009 Iranian Artist's, Nar Gallery – USA
- 2010 Group Exhibition, Besharat Gallery Atlanta – USA
- 2010 Group Exhibition, Art Gallery – Venice
- 2012 Group Exhibition, Rira Gallery – Dubai Fereydoon

## Solo Exhibitions

- 1995 Fereydoun Ave Gallery
- 1996 Fereydoun Ave Gallery
- 1998 Fereshteh Gallery, Collection of plants
- 2000 Barg Gallery, 4 Painters, 4 Gallery
- 2001 Azad Designers Gallery (painting on plates)
- 2001 Iranian Artist's House Gallery, Installation and Video Art (city)
- 2002 Iranian Artist's House
- 2003 Collage Iranian Artist's House – Tehran
- 2004 Square, Iranian Artist's House – Tehran
- 2006 Tehran Gallery
- 2007 Calligraphy, Feredoun Ave Gallery
- 2008 Calligraphy, Feredoun Ave Gallery
- 2008 XVA Gallery, Dubai
- 2009 Henna Art Gallery –Tehran
- 2009 Studio Piano Gallery – Venice
- 2010 Henna Art Gallery – Tehran
- 2012 Henna Art Gallery – Tehran
- 2012 XVA Gallery – Dubai
- 2012 Opera Gallery – Paris ('Lettres Persanes')

*Carpet, hand-made in Népal*

Composition: Wool and  
Natural Silk 75/25

Dimension: 300 x 250 cm

Estimate: £3000-5000

# MOMTAZ contemporary rug art



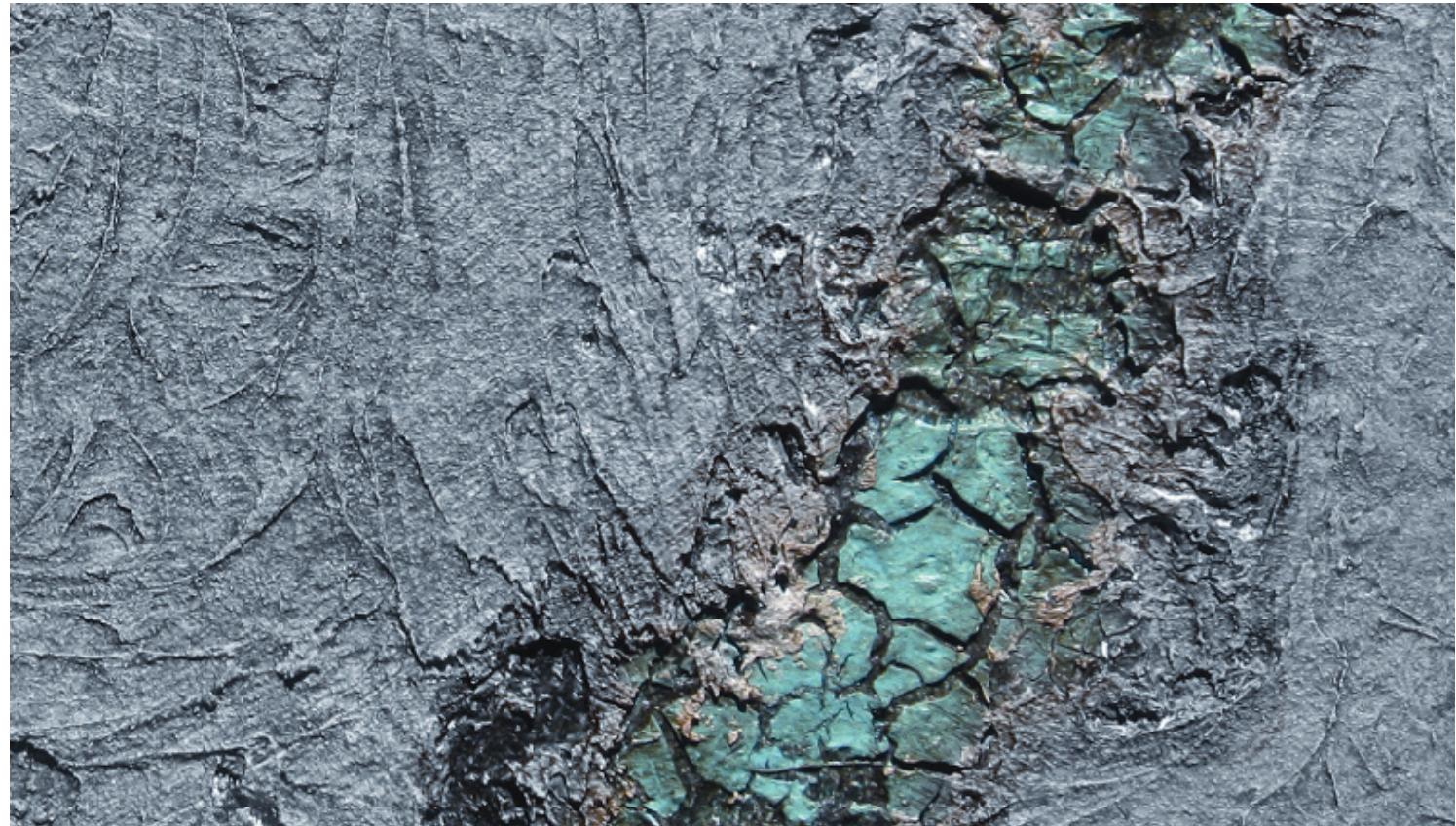
Acknowledged for its expertise and collection of Iranian carpets since the 1950's, Momtaz has a long family history.

Today, Phillippe and Patrick Momtaz, inspired and respectful of the carpet tradition of their Iranian ancestors, have witnessed the expansion of Momtaz into an International company that has developed a unique know-how in the world of contemporary hand-knotted carpets.

With a strong experience behind them, Momtaz has already launched a number of contemporary artists to create carpets: Soo Kyoung Lee - Pascal Kavarian - Albert Botton.

Inspired by Hessam Khalatbari who promotes contemporary and in particular Iranian artists, we have chosen to collaborate with one of the rising stars amongst Iranian artists - Fereydoun Omidi.

This piece, unique in its type, is offered in order to participate in the spirit of solidarity initiated by IBS for its educational program in Iran.



# Turquoise Partners

Largest foreign investment fund on  
the Tehran Stock Exchange

♦ Asset Management ♦ Brokerage ♦ Private Equity



TURQUOISE  
PARTNERS

# Non-Art Auction

## 7 Days Stay at a Luxurious Ski Lodge

Shemshak Lodge is a stunning chalet situated in an enviable position on the piste in the fabulous Courchevel 1850. The chalet has been finished to a standard to match this world-class resort.

Sleeping up to 10 adults and 3 children in 5 en-suite bedrooms, the chalet is Alpine chic at its best, with luxurious materials and furnishings designed by a top London interior designer. Bringing you a whole floor dedicated to your wellness and relaxation, Shemshak features a large swimming pool with panoramic views of the valley, separate jacuzzi, sauna, hammam and your own state-of-the-art gym.

Shemshak Lodge is positioned perfectly to enable you to ski in and ski out, given the advantage of a fantastic central location in one of the most glamorous resorts in the world. Along with direct access to the best skiing in the Trois-Vallées, the lodge's desirable location means that you are also within walking distance of the famous boutiques of Courchevel 1850.

Availability: 19th to 26th January 2014 or 22nd to 27th of March 2014.

*(Chosen dates must be imperatively communicated within week of auction)*

Flights are not included.

Reserve of £20,000



## 5 Night Stay for Two People at The Glamorous Ciragan Palace Kempinski in Istanbul

This package comprises five nights' stay at the 5 Star Ciragan Palace Kempinski, former home of Ottoman Sultans. The prize includes a luxurious room based on double occupancy (breakfast included), with breathtaking views over the Bosphorus. This unique holiday experience is valid until September 2014.





# WATCHES OF SWITZERLAND



## Ladies Twenty4 - 4910/10A-011

Timeless White Dial

Quartz movement

Caliber E15

Case set with 36 diamonds (0.45 ct.)  
diamond hour markers and gold applied

Roman numerals

Water resistant to 30 m

Stainless steel



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