

TEERTALKS 2018

Organized by Pejman Foundation

Conceived by Sohrab Kashani

Tuesday, 26 June 2018

Panel Discussion #1

Iranian Art Market

4-5:30 PM

This panel will focus on the evolution of the market inside and outside Iran over the past twelve years, and also on how the primary and secondary markets have developed subsequently. The panel poses questions such as how the local and international auctions have evolved in their selection process, how they may or may not have influenced the market as a whole, how this in turn has affected the local and international galleries representing Iranian artists and whether or not it has influenced artists' production. It will also compare the market for Iranian artists who are part of the diaspora versus those who live in Iran, and explores how these artists have been evolving alongside the development of the markets and how they continue to evolve alongside their institutional progress. It will also examine the collector base which has grown as a result of this evolution, both inside the country and abroad, and seeks to find out whether these are collectors, patrons or speculators. Lastly, we discuss how the market can sometimes be misread due to its unusual evolution which, unlike most markets, initially received attention from a boom at auction and later developed into a standard primary and secondary market.

Moderator: Dina Nasser-Khadivi

Dina Nasser-Khadivi is an independent curator and consultant, specializing in international contemporary art. Her initial focus over the past decade was on the Middle East, Iran in particular, with additional selected areas of the Caucasus. Originally a 19/20th century Orientalist art specialist at Christie's, Dina began to work on Middle Eastern and Iranian contemporary art in 2006, developing an international platform for the artists by organizing numerous awareness-raising initiatives, such as the landmark symposium "An Introduction to the World of Iranian Modern and Contemporary Art" held at the Guggenheim Museum in New York, the Houston Museum of Fine Arts and the Museum of Contemporary Art in Los Angeles in the fall of 2010. Working on her diverse projects including curating private collections and advising major institutions, Dina divides her practice between New York, London, Geneva, and Dubai.

Exhibitions she has curated include "Love Me, Love Me Not" (2013) at the 55th Venice Biennale, which later travelled to the Zaha Hadid-designed Heydar Aliyev Center (2014), as well as Shirin Neshat's inaugural exhibition in Baku, "The Home of My Eyes" (2015). In addition to contributing to the catalogues of these exhibitions, she edited and produced Farhad Moshiri's monograph published by

SKIRA (2016) and collaborated with the Andy Warhol Museum in Pittsburgh on Moshiri's first retrospective "Go West" (2017). Dina is currently an International Consultant for Christie's, a board member of the Middle Eastern North African Art Committee at Tate Modern, and an ambassador for Art Dubai.

Panelists:

Zahra Jahan-Bakhsh

Zahra Jahan-Bakhsh is PhD graduate from Sorbonne University in Paris specialized in modern and contemporary art value of the Middle East. She carried most of her research in France, Iran, Lebanon and Dubai. Zahra organized for Tehran Auction house several Educational Programs dedicated to gallery directors and private collectors on the Middle East art market, with a special focus on Iranian art market. She has participated in international conferences in France and Switzerland, and in order to promote and support Middle Eastern young artists in France and Europe, she created a Paris-based platform called BADGUIR, which recently set up a public exhibition called IRAN PHOTO.

William Lawrie (Skype)

William Lawrie is the co-founder of Lawrie Shabibi. He was the founding director of Contemporary Middle Eastern Art Department at Christie's, holds a First Class MA in History of Art from Edinburgh University, specialized in Islamic Art. In 2004, he joined Christie's Islamic art department as a specialist for miniatures and manuscripts. Highlights of his years working with Islamic Art were the discovery of the earliest dated version of the Thousand and One Nights, and possibly the earliest known Chinese Qur'an, a 14th century manuscript from the period of Mongol rule in China. In 2005, he became the first auction house specialist to concentrate on Contemporary Middle Eastern Art Department, instigating, in 2006, the Christie's auctions in Dubai this field, putting together the first nine Christie's auctions in Dubai between the period 2006 to 2010; together these auctions sold over \$100 million of modern and contemporary art, and are often cited as the catalyst for commercial and institutional interest in the field. He has participated in talks and panel discussions in Cairo, London, Istanbul, Kuwait, Abu Dhabi and Dubai and provides a commentary on the Middle East art market for international publications including the Financial Times, The Daily Telegraph, The New York Times, Le Monde, Le Figaro, and The Art Newspaper. Formerly the Middle East consultant for the Fine Art Fund, he regularly conducts auctions for charitable organizations and non-profits and has recently held a course on classic Islamic art for Art Experts+ in Dubai. Lawrie Shabibi is a contemporary art gallery housed in Dubai's Alserkal Avenue, founded in 2011. From its inception, the gallery has supported the long-term development of the careers of young international contemporary artists with a focus on those from the Middle East and North Africa, and on diasporic identity. Since 2015, it has been listed as one of the world's top 500 galleries by Modern Painters.

Roxane Zand (Skype)

Harvard and Oxford educated Roxane Zand began a career in museum and arts administration after three years in UNESCO. She left Iran after the Revolution to resume her professional activities in London in the field of education and the arts, and as one of the founding members of the Harvard Club of London. Ms. Zand was an officer of the Iran Heritage Foundation before moving to Asia House, as well as a freelance consultant for numerous projects for the British Museum

and elsewhere in the art world before joining Sotheby's in 2006, where she is now Deputy Chairman for the Middle East. Currently, she sits on the Advisory Council of the Pictet Art Prize, the Development Board of the University of the Arts London, and has been appointed as a Deputy Lieutenant for Greater London for her services to Middle Eastern art and culture. She is also arts editor for the Encyclopedia Islamica. At Sotheby's, she has played an instrumental role in developing and contributing to sales of Arab and Iranian art and has conducted a number of charity auctions to benefit causes in the MENA region.

Panel Discussion #2

The Role of Art Fairs in Boosting Local and International Art Market 6-7:30 PM

Art fairs are one of the key facets of the global art market. They have proliferated in recent years and can be found in large numbers all over the globe, providing a crucial infrastructure for the sale and exhibition of works of art. This panel adopts an observing approach to better understand art fairs' modus operandi including their network-like structure and how they perform as the core business structure of the contemporary art world.

Moderator: Maryam Majd

Born in 1971 in Tehran, Maryam Majd is a research curator specialized in Iranian modern and contemporary art. She is also the Co-Director of one of Tehran's most highly acclaimed art galleries; Assar Art Gallery. She has curated and co-curated numerous retrospectives, solo and group exhibitions and has published, contributed to and edited many catalogues, art publications, lectures and interviews worldwide. Her current interest lies particularly in the visual language of the arts and its relations and effect on contemporary culture. She has made extensive cultural research and co-operations with numerous cultural centers in Iran and has taught Dramatic Arts at Tehran's University of Art since 2000.

Panelists:

Myrna Ayad

Myrna Ayad is the director of Art Dubai. An independent arts writer, editor and consultant, she was born in Beirut, Lebanon in 1977, and has been based in the UAE for over thirty years. She has written prolifically for publications including The New York Times, The Art Newspaper, Artsy, Artforum, Artnet and The National among others, and published books on major collections and art movements in the UAE and Saudi Arabia. Previously Editor of Canvas, a leading magazine for art and culture from the Middle East and Arab world where she worked for eight years (2007-2015), Ayad is recognized as one of the Middle East's leading voices and cultural commentators.

Hormoz Hematian

Hormoz Hematian is based in Tehran. He founded Dastan Gallery in 2012 and has been showcasing and exhibiting contemporary artists with a focus on young and emerging Iranian artists since the gallery was founded. Dastan Gallery features

an extensive and multi-dimensional program, focusing on exhibitions, events and publications on Iranian contemporary and modern art. Hormoz is also the co-director of TeerArt.

Wednesday, 27 June 2018

Panel Discussion #3
Collecting Contemporary Art
4-5:30 PM

This panel examines the significance of the collector's approach to selection and its profound impact on the formation of a body of collected works. Different ways of reading and studying contemporary art either for financial or promotional purposes, and the long-term management of such studies to help acquire collections that can serve as further references are also discussed. In addition, the panel compares public and private collections in terms of their advantages and disadvantages, and concludes with a Q&A discussing the methodologies and definitions each panelist has arrived at through their experience as a "contemporary art collector."

Moderator: Hamidreza Pejman

Hamidreza Pejman was born in Tehran in 1980 and obtained a Bachelor's degree in Theater Directing from Tehran's Sooreh Art University in 2005 followed by a Bachelor's degree in Mining Engineering from Tehran's Azad University South Branch. After finishing his studies, he lived in London and studied in Barcelona before moving back to Tehran and working on his family business. Hamidreza is the founding director of Pejman Foundation, an independent and non-profit art foundation in Tehran established in 2015. Pejman Foundation supports art and culture through a vibrant program of exhibitions, talks, and events at its multiple sites including Argo Factory, Kandovan, and Café Musée Project. Hamidreza is also a collector and a patron. He started collecting from 2006 and has since supported and made contributions to art and culture in Iran.

Panelists:

Daniele Balice

Daniele Balice is the co-founder and co-director of Balice Hertling gallery in Paris. Balice Hertling was founded in Paris in 2007 by Daniele Balice and Alexander Hertling. Balice Hertling was one of the first galleries to open in the district of Belleville. Since its earliest stages, the gallery program has focused on the emerging scene, both locally and internationally. Balice Hertling was the site of the first solo exhibitions of artists like Julie Beauvils, Neil Beloufa, Jonathan Binet, Sebastian Black, Camille Blatrix, Will Benedict, Xinyi Cheng, Isabelle Cornaro, Morgan Courtois, Buck Ellison and Puppies Puppies. The gallery has also hosted exhibitions with artists of older generations, such as Michelangelo Pistoletto, Gianfranco Pardi and most recently Enzo Cucchi, and represents the works of British conceptual artist Stephen Willats and Syrian-

born painter and sculptor Simone Fattal, both of whom have been showing since the 1960s and 70's and have influenced many of the younger generation of artists. As expats living in Paris, Daniele Balice and Alexander Hertling have worked to build up an international community by supporting foreign artists in France and introducing French artists abroad. To this end, from 2012 to 2016, they also operated a project space at the Film Center Building in Hell's Kitchen, Manhattan, where they hosted many first solo exhibitions for American artists, in addition to projects curated by the gallery's friends and frequent collaborators. In 2017, Galerie Balice Hertling was pleased to celebrate the occasion of its 10th anniversary by adding a second location. This new ground-floor gallery space is in the center of Paris, mere blocks from the Centre Pompidou.

Kamran Diba (Skype)

Kamran Diba (b. in 1937) is a prominent Iranian architect, artist and collector residing in Paris. He is primarily known for designing the new campus of Jondishapur University in Ahvaz, the Tehran Museum of Contemporary Art, and the Niavaran Cultural Center in Tehran. He was a visiting scholar at Cornell University. Diba left Iran and his large practice called "DAZ Architects, Planners and Engineers" in 1978, a year before the Revolution. Since then he has worked in London and Washington D.C. and presently works in Paris, and Costa del Sol, Spain. Diba is an Aga Khan Award winner. His "Shushtar New Town" has been exhibited at the Venice biennale and in the Los Angeles Museum of Contemporary Art's travelling exhibition "AT THE END OF THE CENTURY". He has served on a variety of international architectural juries and has given numerous lectures worldwide. As the architect and later founding director of Tehran Museum of Contemporary Art, he amassed a sizeable collection of modern and contemporary art for that institution.

Huma Kabakcı (Skype)

Huma Kabakcı (b. in 1990, London, UK) graduated from BA Advertising & Marketing at London College of Communication in 2011, and later on graduated from her MA in Curating Contemporary Art at Royal College of Art, London. She worked and interned in various galleries, museums and auction houses, both in the UK and Turkey, including Sotheby's New Bond Street (Contemporary Art Sales department), The Albion Gallery (London), Pera Museum (Turkey). She has also worked on three major collection exhibitions in museums during the 2010 Ruhr & Pecs Capital of Culture project. Since graduating, Kabakcı has founded Open Space Contemporary and collaborated with organizations including Alt, Artkurio, Block Universe, Delfina Foundation, IKSU, TheArt Department and SALT. Her curatorial and research interests include subjects such as the diaspora, cultural identity, gender, memory and the body. Kabakcı is currently taking part in a curatorial fellowship at Liverpool Biennial, supported by ICF (International Curators Forum).

Lecture and Q&A #1

The Rise of the Global Art Market / Collecting Photography

6-7:30 PM

In his talk, Jeffrey Boloten will discuss how and why the often mysterious global art market functions and operates, and particularly how it has grown at such a speed over the past few decades. He will look at the key factors that influence and determine each of the key art sectors' success, with a focus on the increasing

dominance of Contemporary art, and as well on the current state of the Middle East art market today.

Jeffrey will also explore the vibrant Photography Market in greater detail, a market that has been of intense interest in the Middle East market, and will also provide a hands on guide for Collectors of essential issues to consider when collecting-photography.

Lecturer: Jeffrey Boloten (Skype)

Jeffrey Boloten is the Course Leader for the Art & Business Program, at Sotheby's Institute of Art, London, and is Co-Founder and Managing Director of ArtInsight Ltd., the education partner of art market research firm, ArtTactic. He was a director with several leading international publishers, including Penguin Books, and has held posts at the Tate and as General Manager of a London art college. Boloten is a frequent speaker and lecturer at international art fairs and conferences on topics including the global art, photography, and art investment markets. He is a Founding Member of PAIAM, Professional Advisors to the International Art Market, and is on the Advisory Board of the Photo Shanghai Art Fair.

Thursday, 28 June 2018

Panel Discussion #4

The Role of Vision in Gallery Processes

4-5:30 PM

This panel will discuss 'vision', its importance in different periods of a gallery's work, and its role in gallery processes. Each of the panelists will talk about their experiences in founding an art gallery and share their thoughts on the role of 'vision' in different aspects of managing a gallery and its program.

Moderator: Ashkan Zahraei

Ashkan Zahraei (b. 1989, Tehran) is a graduate of English Literature, working as a writer, curator and artist in Tehran. He is the artistic director of Electric Room (A Dastan:Outside Project), as well as publications manager and an associate curator at Dastan. Ashkan has been involved in several local and international curatorial projects, and written articles on a diverse set of subjects in contemporary art and critical studies.

Panelists:

Amir Hossein Etemad

Amir Hossein Etemad is the director of Etemad Gallery in Tehran. In 2002, he co-founded Etemad Gallery with Mina Etemad. Mina Etemad, a pioneer of contemporary art in Iran, was amongst the first to join the Tehran Museum of Contemporary Art. She was instrumental in helping to position Iran as one of the biggest collectors

of western art during the 1970's in the Middle East. Etemad Gallery is committed to raising the profile of Iranian contemporary art by featuring emerging and established artists. The works exhibited range from abstraction to figuration, with adherence to innovative techniques and aesthetic styles.

Orkideh Daroodi

Orkideh Daroodi (b. 1982, Tehran, Iran) graduated with a BA in Comparative Literature from UC Davis in 2004. A few years after her return to Iran, she started working at Assar Art Gallery for about four years, where her appreciation for art grew significantly. She translated the book "Everything You Always Wanted to Know About Gallerists but Were Afraid to Ask," by Andrea Bellini into Farsi, published by Nazar Art Publication. In 2014, Orkideh Daroodi established O Gallery, exhibiting artists such as Ali Nassir, Mohammad Khalili and Shideh Tami along with a range of young artists such as Shahab Fotouhi, Ali Meer Azimi and Mohammadreza Mirzaei. It's Daroodi's preparedness to integrate both established artists and more unconventional artists into her program and her dedication to support and promote young and also lesser known artists from other cities in Iran that set her apart in Tehran's art scene.

Yasaman Matinfar

Yassaman Matinfar (b. 1988) is the co-director of Ab/Anbar. After graduating with a degree in Management from the University of Tehran, she started her career in arts management through working with Azad Art Gallery. After about a year and a half, she started working for Ayyam Gallery gaining experience on the international level. Later after Ab/Anbar Gallery was founded in 2014, she started to work as the gallery's co-director.

Ehsan Rasoulof

Ehsan Rasoulof (b. 1979) started his career in art and culture by setting up Mohsen art gallery. Focusing on presenting contemporary art in Tehran, Mohsen gallery was founded in the memory of Mohsen Rasoulof in January 2010. Since then, Ehsan has been trying to provide new opportunities for both artists and the audience by his attempts to bridge the gaps in the context of Iranian art through promoting cultural and artistic events, with a particular emphasis on younger artists. His projects over the past decade include starting Tehran Annual Digital Art Exhibition (2011), Darbast non-profit interdisciplinary platform (2012), Kooshk Residency (2014), and Tehran Annual Interdisciplinary Performance Event (2017).

Panel Discussion #5

Institutional Collecting through Art Fairs

6-7:30 PM

This panel discusses developing and expanding collections for institutions such as museums, cultural institutions, universities - i.e. public collections - through local and international art fairs. The panel poses a number of questions to the panelists including the following: How art fairs alongside biennials and exhibitions (both at galleries and institutions) help institutions develop their own collections, track artworks, and patronize movements? How will these acquisitions through art

fairs affect the market and its taste? Since these artworks are acquired by museums, will it encourage galleries and artists to copy or reproduce works that have already been collected by these museums? What are the general procedures for collecting these artworks and who is in charge of facilitating the process of acquisition? How other types of institutions like Foundations get involved in this process?

Moderator: Yashar Samimi Mofakham

Yashar Samimi Mofakham Iranian artist-curator, writer and archivist established the Bread & Salt Projects in Tehran, along with her partner and collaborator Tarlan Rafiee. Bread & Salt, a curatorial project, archive and collection, intended to present lesser seen, or previously unseen, aspects of modern and contemporary Iranian art and culture. Bread & Salt, therefore, organizes art, archival, and curatorial exhibits, and collaborates with other organizations, such as institutions, museums, and freelance curators, to present and support art events around the world, participating in lectures, contributing works, and lending its collection and archives. Samimi Mofakham has organized and curated several nationally and internationally exhibitions, and has collaborated with various museums and institutes, including Tehran Museum of Contemporary Art, Isfahan Museum of Contemporary Art, Adam Mickiewicz Institute, British Museum and Impact: International Printmaking Conference.

Panelists:

Clare Davies (Skype)

An assistant curator of modern and contemporary art in Middle East, North Africa, and Turkey, Clare Davies has contributed to a wide range of research, programming, and archival projects related to art and photography in the Middle East since serving as the associate curator of the Townhouse Gallery in Cairo between 2004 and 2006. She completed her doctoral dissertation on Egyptian modern art at New York University's Institute of Fine Arts, and was subsequently awarded the inaugural Irmgard Coninx Prize Fellowship at the Forum Transregionale Studien, Berlin. She is the co-author of Robert Morris, Object Sculpture: 1960-65 (Yale UP, 2014) and has published regularly on contemporary art from the Arab world.

Louisa Macmillan (Skype)

Louisa Macmillan is an independent curator, writer, editor and specialist in Arab art. She is Head of Research and Archives at the studio of Dia al-Azzawi, and has started to build a modest private collection of Middle Eastern art. She was the Eisler curator of contemporary and modern Middle Eastern art at the British Museum, where she helped set up the CaMMEA acquisition group, which she later joined as a patron.

Venetia Porter (Skype)

Venetia Porter is the curator responsible for the collection of Islamic art, in particular of the Arab World, Turkey and Iran as well as developing collections Middle Eastern modern and contemporary art. She studied Arabic and Islamic art at Oxford University and obtained her PhD on the medieval history and architecture of Yemen from the University of Durham in 1992. Her areas of research and interest have focused on Islamic pottery, tiles, Islamic coins, and medieval Yemen, as

well as cultural studies in the Islamic world. She has curated several exhibitions for the British Museum, Ian Potter Museum in Australia and Islamic Arts Museum in Malaysia. Remarkable exhibitions such as Hajj: Journey to the heart of Islam, exhibition (2012), Word into Art: Artists of the Modern Middle East (2006, 2008), Mightier than the Sword (2004) curated by her focused on art and culture of the Middle East and on one of her recent exhibitions, "Iranian Voices" (2016), she exhibited lesser known, yet important aspects of Iranian modern and contemporary art at the British Museum.

Friday, 29 June 2018

Lecture and Q&A #2

How the Art Market has Tremendously Changed in the Last Years?

2-3:30 PM

Lecturer: Judith Benhamou-Huet

Judith Benhamou-Huet is a French journalist, independent curator and author, specialized in art and the art market. She encounters artists, talks about artists, writes about exhibitions, about the value of art and the art market, and offers all the latest news from around the world. Direct, uncensored and with passion and curiosity. She is a weekly columnist for the French newspaper Les Echos, the magazine Le Point and the author of a number of books.

Judith Benhamou-Huet Reports: <http://www.judithbenhamouhuet.com>

Panel Discussion #6

Prints & Multiples: Developing Collections

4-5:15 PM

Apart from the historical importance of printmaking (and graphic arts) as one of the primary mediums for artists, especially during the modern and contemporary era, the significance of this medium played a major role in developing and planning collections for professional collectors, museum collections, and historical archives and studies. This panel explores the importance of this medium and the reason prints and multiples are considered as the basis of many historical and major collections; The role of art markets and exhibitions in encouraging the audience and collectors to collect such works is also discussed.

Moderator: Yashar Samimi Mofakham

Yashar Samimi Mofakham Iranian artist-curator, writer and archivist established the Bread & Salt Projects in Tehran, along with her partner and collaborator Tarlan Rafiee. Bread & Salt, a curatorial project, archive and collection, intended to present lesser seen, or previously unseen, aspects of modern and contemporary Iranian art and culture. Bread & Salt, therefore, organizes art, archival, and curatorial exhibits, and collaborates with other organizations, such as institutions, museums, and freelance curators, to present and support

art events around the world, participating in lectures, contributing works, and lending its collection and archives. Samimi Mofakham has organized and curated several nationally and internationally exhibitions, and has collaborated with various museums and institutes, including Tehran Museum of Contemporary Art, Isfahan Museum of Contemporary Art, Adam Mickiewicz Institute, British Museum and Impact: International Printmaking Conference.

Panelists:

Ali Bakhtiari

Ali Bakhtiari is a Tehran-based curator focused on cultural studies and modern and contemporary art. He has collaborated with many international museums and centers such as Tehran Museum of Contemporary Art, British Museum, Museo MAXXI, Muse Art Moderne de la Vile de Paris and Centre Georges Pompidou. In 2011, he founded ABBookness project, the first Middle Eastern project that collaborates with artists on publication of their Artist Books and multiples. He has written for many Iranian and international art journals and has published books on Iranian Art and Cinema.

Richard Noyce (Skype)

Richard Noyce is a renowned British writer, scholar and art critic, known especially for his important international role in the world of printmaking. He writes and speaks regularly on the visual arts and, in addition to many reviews and articles published in British and European magazines, he has written several books on contemporary painting, graphic arts, and printmaking, such as Contemporary Painting in Poland (1995), Contemporary Graphic Art in Poland (1997), Printmaking at the Edge (2006), Critical Mass: Printmaking Beyond the Edge (2006, reprinted 2008, 2010, 2013), Printmaking Off the Beaten Track (2013). He was awarded the 1996 AAASS/Orbis Polish Book Prize and is an experienced international competition juror, serving as President of the Awards Jury at the Kraków International Print Triennial, 2003, 2006, 2009 as well being a juror for numerous other international print biennials and triennials. He has been a visiting professor and lecturer in a number of universities in North America, Europe and Asia. He is a regular contributor to Printmaking Today and is the contributing Editor (Europe) for the Art Bahrain.

Tarlan Rafiee

Tarlan Rafiee is an artist, curator and archivist based in Tehran. In 2008 she founded KA:V Studio along with her partner Yashar Samimi Mofakham, a printmaking leading studio in Iran, which in 2011 announced its new identity and renamed to KA:V Editions by launching a new series of limited-edition by Iranian prominent artist, Parviz Tanavoli. KA:V Editions has placed its projects with major museums and collections such as the British Museum, Mantova Palace Museum and LACMA. Rafiee, as a freelance curator, as well as the co-director and curator of Bread & Salt Projects, has organized several exhibitions nationally and internationally and has collaborated with various museums and galleries, including Tehran Museum of Contemporary Art, Isfahan Museum of Contemporary Art and the British Museum. Her most recent curatorial project, "Good Morning... Good Night" commissioned by Mantova Palace Museum in Italy, challenges the role and the identity of Iranian women through the past century.

Saturday, 30 June 2018

Panel Discussion #7

Making Private Collections Public

4-5:30 PM

This panel explores the significance of collections as publicly available sources, why their dynamism is closely tied up with whether they are accessible to and readable by the public or not, and the structural difference between the collections which are publicly available and those that are not. The role of collectors in art and cultural studies as well as historiography is also discussed.

Moderator: Ali Bakhtiari

Ali Bakhtiari is a Tehran-based curator focused on cultural studies and modern and contemporary art. He has collaborated with many international museums and centers such as Tehran Museum of Contemporary Art, British Museum, Museo MAXXI, Muse Art Moderne de la Vile de Paris and Centre Georges Pompidou. In 2011, he founded ABookness project, the first Middle Eastern project that collaborates with artists on publication of their Artist Books and multiples. He has written for many Iranian and international art journals and has published books on Iranian Art and Cinema.

Panelists:

Mohammed Afkhami (Skype)

Mohammed Afkhami is the founder and managing partner of Magenta Capital Services, which acts as an advisor in capital placement to private equity, real estate and infrastructure firms on capital placement in the Gulf Region, Brunei and Malaysia. Mohammed is also founder and managing partner of MA Partners DMCC, a Middle East based commodities consultancy, and vice chairman of London Strategic Land. Mohammed is a founder member of the British Museum and co-chairman of Guggenheim Museum Middle East and North African art acquisition committees, an advisory board of Art Dubai, and a patron friend of both the Sharjah Art Foundation and the Agha Khan Museum. Over the past year, Mohammed has also exhibited a part of his Iranian art collection with the Agha Khan Museum in Toronto and the Houston Museum of Fine Art under the titled show "Rebel, Jester, Mystic, Poet: Contemporary Persians". In addition, he has published two books on Iranian art, the latter titled "Honar: Afkhami collection of Modern Contemporary Iranian Art" by Phaidon press. Mohammed is also the founder of the Mohammed Afkhami Foundation which finances an annual scholarship for Middle Eastern students at his alma mater, the University of Pennsylvania and finances publications books and art shows related to the Middle East art world. Mohammed obtained his BA in Economics with a concentration in finance from the Wharton School of the University of Pennsylvania.

Ehsan Lajevardi

Born in 1982 in Tehran, Ehsan Lajevardi has studied painting, architecture and photography and received his master's degree in visual communications of art. Even as a high school student, Ehsan Lajevardi was very keen on collecting art.

He started his collection at a young age by sourcing all forms of art from his peers and professors in school. He then started collecting professionally as his interest in art grew. Over the years, his vision and taste have evolved as he has grown passionate towards different ways to archive and promote contemporary Iranian art and artists and the distinguishing of various types of art. In 2005, he published "Negareh," a visual arts magazine. A few years later, he established 'Contemporary Art Publication', a publishing house with a focus on art related books and artists' monographs. "Tehran Art - A Popular Revolution," "The Collection of International Prints at Tehran Museum of Contemporary Art," "Gunter Uecker's Homage to Hafiz," "Bobak Etminani" and "Selected Works of YZ Kami," are some of the titles published to date. Lajevardi Foundation which encompasses all his activities also has an exhibition space where he has shown the collection of private collectors such as Fereydoun Ave's among some others. In addition, The Lajevardi Foundation has sponsored and created various artistic and cultural projects, collaborating on diverse programs with different institutes and international artists both in Iran and abroad.

Hamidreza Pejman

Hamidreza Pejman was born in Tehran in 1980 and obtained a Bachelor's degree in Theater Directing from Tehran's Sooreh Art University in 2005 followed by a Bachelor's degree in Mining Engineering from Tehran's Azad University South Branch. After finishing his studies, he lived in London and studied in Barcelona before moving back to Tehran and working on his family business. Hamidreza is the founding director of Pejman Foundation, an independent and non-profit art foundation in Tehran established in 2015. Pejman Foundation supports art and culture through a vibrant program of exhibitions, talks, and events at its multiple sites including Argo Factory, Kandovan, and Café Musée Project. Hamidreza is also a collector and a patron. He started collecting from 2006 and has since supported and made contributions to art and culture in Iran.

About Pejman Foundation

Pejman Foundation began its activities in 2015 with a focus on contemporary Iranian and international art. Throughout recent years, the activities of Pejman Foundation have expanded beyond building its collection and its grant and sponsorship program. Through the organization of workshops, lectures, and panel discussions, the invitation of international experts, its artist exchange programs, as well as its support for cultural research and publications, Pejman Foundation has become a creative hub for art practitioners and initiatives in Iran and abroad.

Today, Pejman Foundation supports art and culture through a vibrant program of exhibitions, talks, and events at its multiple sites including: Argo Factory, Kandovan, and Café Musée Project.

www.pejman.foundation