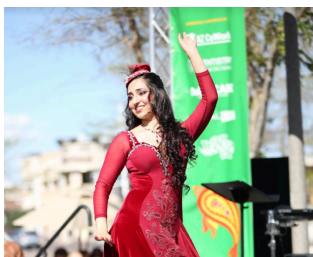


Written by Tyler Hollis

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Persian New Year Festival to Unveil Largest "Haftseen" Art Installation in Arizona's History

Experience and Celebrate the Third Annual Event with COVID-19 Safe Measures on the Scottsdale Waterfront

In honor of the Celebration of Life Nowruz (Persian New Year), the third annual Arizona Persian New Year Festival, a 501(c) nonprofit, has pivoted its plans to host an in-person festival in 2021 and will instead be unveiling interactive art installations. The art installations will be available for public viewing on Saturday, March 6, and Sunday, March 7, 2021, from 11 a.m. to 6 p.m. at the Marshall Way Bridge at the Scottsdale Waterfront (4420 N. Scottsdale Rd.).

"We are thrilled to be able to still celebrate the Persian New Year in a way that allows the public to remain safe and socially distanced during the COVID-19 pandemic," said the Founder of the Persian New Year Festival, Lawdan Shojaee. "The art installations are a beautiful way for our community to learn more about Persian culture and tradition while enjoying a safe and responsible experience."

The Persian New Year Festival and the City of Scottsdale have partnered with local artist, Masha Page. Page has over 20 years of experience in the design, art and architectural industry and has been involved with projects in over 10 countries that have been published both nationally and internationally. She is working with the festival to reveal the largest "haftseen" art installation in Arizona's history. A haftseen is an arrangement that is traditionally displayed during the celebration of Nowruz (New Year). The display has seven symbolic items (which is considered a lucky number), representing the beginning of spring. Page's art installation will have three different takes on haftseens, with one of the installation's featuring backdrops from three other local artists.

"I'm passionate about promoting social and cultural awareness, which is why the haftseen art installations spoke to me," said Page. "Growing up in Iran, I'm thrilled to be able to share more about the culture with our Arizona community."

Each of the installations will be displayed on tables and volunteers from the Persian New Year Festival committee will be onsite to discuss the art pieces and answer questions. Posters will also be available at each exhibit to explain the display and theme of the haftseen. Event-goers will also hear Persian music played throughout the event. Items for the installation will be provided by Dang Fine Rentals and 9th Gallery Arts will provide the individual art pieces on display.

After the Persian Festival's opening weekend, the installations will then be moved to the Scottsdale Quarter on Monday, March 8, 2021 and they will be available for public display

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through the end of the month.

The Persian New Year Festival's art installations are following strict COVID-19 health guidelines and social distancing measures. Traffic is being directed in one direction and all volunteers have been trained on stringent safety protocols. For more information about the free event, visit:

<https://www.persiannewyearfestival.org/>.

About Persian New Year Festival

For over 3,000 years every Spring, the Persian New Year has been celebrating family, community, food, music and dance. In 2020, the second annual Persian New Year Festival drew an estimated 10,000 happy participants with rave reviews. The third annual Arizona Persian New Year Festival, a 501(c)(3) public charity, has pivoted their plans to host an in-person festival in 2021 and will instead be unveiling an interactive art installation. The art installations will be available for public viewing on Saturday, March 6 and Sunday, March 7 from 11 a.m. to 6 p.m. at the Marshall Way Bridge at the Scottsdale Waterfront (4420 N. Scottsdale Rd.). For more information about the free event, visit <https://www.persiannewyearfestival.org/>.