

Constituencies

A. Trustees, Council Members, Advisors & Supporters

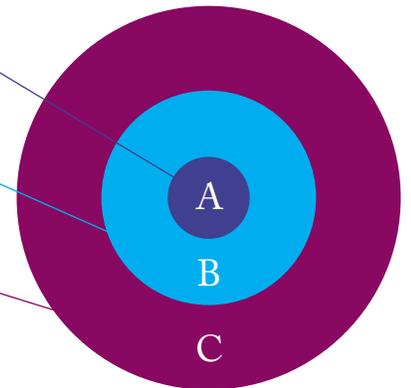
Iranians, Iranophiles and Iran Scholars who support the mission of Farhang Foundation and our programs by donating their time, knowledge and financial support.

B. Iranian-Americans (Iranians in our community)

These are the people that most immediately relate to and benefit from learning more about their art and culture. They are also the individuals who will later be our cultural ambassadors to the community at large.

C. Non-Iranians (Community-at-large)

We feel that Iranian art and culture can contribute positively and should be woven into the multi-colored tapestry of great cultures that comprise America. That's why our mission at Farhang Foundation is to celebrate and promote Iranian art and culture for the benefit of the community-at-large.



Frequently Asked Questions

Why does Farhang focus on art and culture only?

Because at Farhang Foundation we believe in putting our efforts only in areas that can bring people together and add value to the community where we live. Iranian art and culture are universally interesting and can be useful to anyone in our community, Iranian and non-Iranian alike. As an example, think of Iranian cuisine; who in the world does not enjoy Iranian food when they try it? Yet many non-Iranians in our community don't even know about and have not tried Iranian food. The same is true of Iranian music, philosophy, art and film. Each can be enjoyed by our whole community, yet, before Farhang, no organization has been focused on celebrating and promoting programs that make our art and culture accessible to the community-at-large.

Is it a surprise then that most of the associations that the community-at-large has about Iran are negative and divisive? At Farhang we're focused at changing this false image of Iran and Iranians, by celebrating and promoting the best parts of our art and culture in a way that is of benefit of the community at large. After all, America is a melting pot of the best parts of different cultures and so, it benefits from having our great culture added to it.

What does Farhang do?

- Build bridges by highlighting aspects of our culture that are of benefit to the community-at-large.
- Define the image of Iranians around positive aspects of our heritage instead of media stereotypes.
- Educate our constituencies on the positive aspects of our heritage.
- Rally around unifying elements (art and culture) to bring Iranian-Americans closer to the community-at-large.
- Create a platform for Iranian-Americans and the community-at-large to celebrate Iranian-American traditions, cultures and contributions to society.
- Become a trusted resource.

How does Farhang do it?

- By funding university programs, publications and academic conferences.
- By sponsoring art and cultural events such as Nowruz and Mehregan, art shows, musical performances, plays, dances, films, and poetry readings.
- By planning and funding exhibitions with local cultural and / or academic institutions, such as LACMA, UCI, USC and UCLA.