



Handicrafts museum for Muharram tradition to be launched

The deputy tourism minister for handicrafts at the Ministry of Cultural Heritage, Handicrafts, and Tourism announced the establishment of a specialized crafts museum dedicated to Muharram tradition. Maryam Jalali-Dehkordi stated that there is also a proposal to incorporate a section related to the Qur'an within the museum, which is currently under consideration, IRNA wrote.

Efforts underway to refurbish Taq-e Bostan



● yaldamedtour.com

Iranica Desk

Taq-e Bostan historical site is located on a hillside with the same name and next to a fountain in the north of the city of Kermanshah, the capital of the western province of Kermanshah. Head of Taq-e Bostan historical site, Mohammad Feyz-Aqaei, said that plans have been devised to restore the historical complex

and equip it with new facilities by mid-March 2024. He added studies have been carried out to provide the necessary facilities required by the handicapped to visit the complex, ISNA wrote. He added that measures were carried out to improve lighting in the historical site, adding special light sources are expected to be installed on the arches of the monument.

"Preliminary studies have been conducted in this regard in cooperation with one of the best consulting companies of the country," he said. Feyz-Aqaei said that according to correspondences made with the Cultural Heritage, Tourism and Handicrafts Ministry, an expert is expected to visit Taq-e Bostan to study the restoration of the 600-year-old tree lo-

cated in the complex. He believes that renovating measures undertaken in Taq-e Bostan would help pave the way for the world registration of the valuable historical site. "Taq-e Bostan has been registered on UNESCO's Tentative List of World Heritage Sites in 2007. We have tried to pursue its permanent global registration, which needs a national determi-

nation," he noted. He said that the global registration of the monument would lead to an increase in the number of Iranian and foreign tourists choosing Kermanshah as their destination. Taq-e Bostan, which literally means 'The Arch of the Garden' in Persian, is a site famous for its Sassanid (224-651 CE) rock reliefs. Located five kilometers from

Kermanshah, at the heart of the Zagros Mountains, the site contains some of the best preserved reliefs from the Sassanid era. The site includes scenes such as the investitures of Ardashir II (reigned from 379-383 CE), Shapur III (383-388 CE), and Khosrow II (570-628 CE). The Ardashir II relief shows the king standing on top a bearded figure believed to be the Roman emperor Ju-

lian the Apostate (330-363 CE), receiving the ring of kingship from Ahura Mazda, which means 'Wise Lord' or 'Lord of Wisdom' in the Avestan language. The second relief, which is located in a manmade cave built in the form of an ivan (terrace), shows two kings believed to be Shapur III standing next to his father Shapur II (309-379 CE), the conqueror who defeated the Romans. A third manmade ivan at the site contains reliefs showing the investiture of the last great Sassanid king Khosrow II. To his right stands Ahura Mazda offering him the ring of kingship and to his left stands the water goddess Anahita holding a small jar of water and offering Khosrow II another ring. There is also a relief of Khosrow II in full battle gear mounted on his favorite horse, the legendary black stallion, Shabdiz, which means midnight and was reputed to be the fastest horse in the world. Khosrow II is seen holding a lance in this relief.

Milad Tower to host toys, entertainment exhibit



● ANA

Social Desk

The sixth exhibition of toys and entertainment, with the aim of supporting Iranian goods, promoting production and business, increasing sales, and enhancing market share through direct communication with consumers, will be held in Tehran's Milad Tower this fall. The event will take place October 8 to 13, 2023. The exhibition will showcase various product groups, including educational and learning aids, intellectual toys, cultural toys, artistic toys, dolls, movement toys, and electronic toys. These products represent investments and the result of Iranian thinking and culture,

according to Azad News Agency (ANA). Kambiz Aqaei, the exhibition director, discussed the use of toys to teach correct social behavior to children. He mentioned that some toys are designed to teach lifestyle, apartment living, traffic culture, and cultural issues. "Fortunately, there are many examples of such toys in Iran's national production complex," he said. Aqaei also commented on the quality of toys in the country. "The quality of production in certain areas, such as cardboard and paper products, as well as plastic toys, has almost reached acceptable limits," he said, adding that some

products even meet international standards and are exported. The expert in marketing and sales development emphasized the importance of exhibitions and festivals. He explained that participating in exhibitions is crucial for businesses as it attracts the target market and leads to increased customers and sales. "Exhibitions also provide cost-effective advertising, marketing opportunities for different seasons, and direct sales," he noted, adding, "Thousands of people interested in toys attend exhibitions to gather information about products and services, making it an excellent opportunity for producers to advertise and

sell their offerings." Regarding the impact of the exhibition on families and children, Aqaei mentioned that it provides an opportunity for toy manufacturers and retailers to showcase their achievements. "Families can conveniently find and purchase the right toys at reasonable prices in one place," he said. The exhibition, along with other side programs, also allows families to make informed choices by involving their children in the selection process, according to Aqaei. He further highlighted that this year's exhibition is the first toy sales exhibition in Tehran. With the presence of manufacturers and suppliers, the event will showcase the competition and development within the industry. It aims to introduce the capabilities and production capacities of the toy industry at the highest level. "The exhibition also includes cultural and educational programs, featuring artists, trainers, family competitions, group games, and a painting station," he said. The sixth Toy and Entertainment Exhibition will be held from October 8-13, 2023 at the tallest structure in Iran and the sixth tallest telecommunication tower in the world. It will feature the participation of the country's toy industry producers.

Two Iranian museums among world's best



Arts & Culture Desk

The National Museum of the Islamic Revolution & Holy Defense in Tehran and Jondishapur Museum of Trade History in Shiraz have earned places on the prestigious list of the world's top museums, as reported by Museum World Ranking. In this international ranking, the former secured the 322nd spot, while the latter obtained the 335th position, IRNA wrote. Topping the current ranking is the renowned Louvre Museum in

France, which holds the prestigious first position among museums worldwide. Museum World Ranking, an independent European research institution, evaluates and ranks various museums worldwide based on a comprehensive set of quantitative and qualitative criteria. These criteria encompass effectiveness, cultural management and organization, profitability, competitiveness, innovation, and information provided by the museums' representatives to the institution,

such as establishment year, budget, the number of visitors, staff count, welfare facilities, and more. The rankings are meticulously curated by experts at Museum World Ranking, who carry out their own verification process. This involves examining museum websites, considering visitors' feedback, and monitoring social media activity related to the museums. The list is thoroughly updated on an annual basis, reflecting the dynamic nature of the museum landscape.