



MAGICAL NIGHTS DUBAI 2012

For immediate release

March 2012 saw Magic of Persia once again a very successful auction raising over \$710,000 with their auction of contemporary Iranian art at the Jumeirah Emirates Towers. Magical Nights Dubai 2012 coincided with both Art Dubai and the Iranian New Year Celebrations. In the presence of prominent figures of the UAE, Magical Nights was once again indebted to the efforts of art patrons such as Sheikh Nahayan Bin Mubarak Al Nahayan.

A truly inspirational three-day event of music and art, Magical Nights sought to highlight the on-going Nowrooz celebrations with the spectacular vision of Ali Bakhtiar, whose attention to detail and extreme theme approach to quality event presentation, themed each night with his unique Nowrooz designs.

An undoubtedly memorable event, Magic of Persia brought together 59 of the 79 donating artists from across the world as guests of Magic of Persia. These guests included leading artists such as Farideh Lashai, Ali Banisadr and Mahmoud Bakhshi. Joining force, artists were gathered to experience Magical Nights as well as Art Dubai, also to start a dialogue with their fellow artists across the world, sharing their common talent and vision.

Celebrated contemporary Iranian artists donated artworks, which were exhibited from 12th-21st March in the newly opened Salsali Private Museum, curated by the talented Ali Bakhtiar. Works from prominent artists included Reza Aramesh's **Action 104** which led the sale at \$100,000, Shirin Neshat's **Ibrahim, from The Book of Kings Series** which sold for \$55,000 and Ali Banisadr's **Rock the Casbah 2**, going for \$55,000. The auction also included great works from emerging Iranian artists such as the MOPCAP 2011 winner Shirin Sabahi, Shahrzad Changalvae, Afsoon and Dariush Nehdaran to name a few.

Magical Nights 2012 opened their first event on 21st March with a silent bidding auction of 42 works at the Salsali Private Museum. These works were open for bidding online from the 12th March and concluded at the SPM.

On 22nd March, Magic of Persia hosted a magnificent concert at One and Only Royal Mirage with breathtaking performances by the Shanbehzadeh Ensemble and Mehran Atash, Winner of the Googoosh Music Academy 2011.

The Ladies Private View of the auction highlights, in the presence of HH Sheikha Shamma Bint Kahlifa Bin Hamdan Al Nahayan, and other prominent women of the UAE such as HH Sheikha Mouza Bint Mubarak, HH Sheikha Osha Bint Shaikhbut, HH Sheikha Sheikha Bint Saif and other members of the Al Nahayan family. Also on show was the unique 'Haute Joaillerie' by famed jewellers, Bogh-Art. Closing Magical Nights Dubai 2012, on the 23rd March, Magic of Persia hosted a Charity Auction Gala, attended by over 450 people. This night included a traditional Persian Nowrooz meal, followed by a wonderful Bogh-Art jewellery show, concluding with an auction conducted by Christie's raising over \$710,000.

Funds raised during Magical Nights in Dubai 2012 will be dedicated to supporting our beneficiaries, Kids Company, London; the Future Centre for Special Needs, Abu Dhabi; and the Omid Foundations as well as sustaining Magic of Persia's ongoing art initiatives. Magic of Persia also sponsors Artist's Talks at the British Museum, Saatchi Gallery Education Programmes and London Filmschool Scholarships which will be taking place during 2012.

Notes to editors:

For further information on the charity and images of the events please visit www.magicofpersia.com
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Magic of Persia - Charity reg. no. 1104066

Established in 2004, Magic of Persia is a UK-based charity which nurtures and develops Iranian cultural practitioners of the arts. This is accomplished by establishing initiatives promoting modern, contemporary and classical Persian art, music and media in partnership with world-class institutions.

Programs include residencies for talented young artists at the Delfina Foundation, Gasworks and Visiting Arts. In addition, Magic of Persia offers several MA scholarships at the London Film School and MFA grants at the Royal College of Art.

The Magic of Persia Educational Family Weekends, held at both the British Museum and the Victoria and Albert Museum, feature workshops and activities through which families can come together to learn about Persian culture and its unique contribution to modern society. This partnership between Magic of Persia and the British Museum continues through a series of informative Artists' Talks arranged in conjunction with the museum's acquisitions of contemporary Iranian art.

One of the charity's most established initiatives to date is the bi-annual Magic of Persia Contemporary Art Prize (MOP CAP); a global search to identify the next generation of Iranian artists. The MOP CAP nominating and judging panels are comprised of gallerists, curators, artists, and critics who are familiar with the Iranian art scene. In keeping with Magic of Persia's goal to provide maximum exposure for the applicants, the works of all shortlisted artists are exhibited in Dubai at a leading gallery during Art Dubai. Furthermore, finalists' works are exhibited for public viewing during Frieze Art Fair at the Royal College of Art, London. The MOP CAP winner is awarded a solo exhibition the following year at a leading arts institution such as the Saatchi Gallery.

At the heart of Magic of Persia is a mission to provide much-needed opportunities for talented individuals both inside and outside of Iran; supporting them in gaining well-deserved international recognition. Through its activities, the charity strives to make a notable contribution to the long-term advancement of Iranian art and culture worldwide.

Kids Company

Kids Company was founded by Camila Batmanghelidjh in 1996. It provides practical, emotional and educational support to vulnerable inner-city children in the greater London area.

Their services reach 16,000 children across London, including the most deprived and at risk whose parents are unable to care for them due to their own practical and emotional challenges. For many, the roles of adult and child are reversed and, despite profound love, both struggle to survive.

For more information visit: www.kidsco.org.uk

Omid Foundations

Founded in 2004, the Omid Foundations provide emotional and practical support for severely disadvantaged young Iranian women. These women are faced with relentless emotional and financial deprivation. The Charity enables them to achieve self-determination and self-sufficiency in modern Iranian society.

For more information visit: omid-e-mehr.org

The Future Centre for Special Needs

The Future Centre for Special Needs is a non-profit organisation based in Abu Dhabi. It specialises in the education and habilitation of individuals with disabilities, who may stay at the centre between the ages of 3 and 20.

The Future Centre has been an on-going beneficiary of Magical Nights in Dubai. In addition to being an incredibly worthy cause, the president of this commendable organisation is a longstanding patron and tireless supporter of Magic of Persia, His Excellency Skeikh Nahayan Bin Mubarak Al Nahayan.

For more information visit: www.future-centre.com