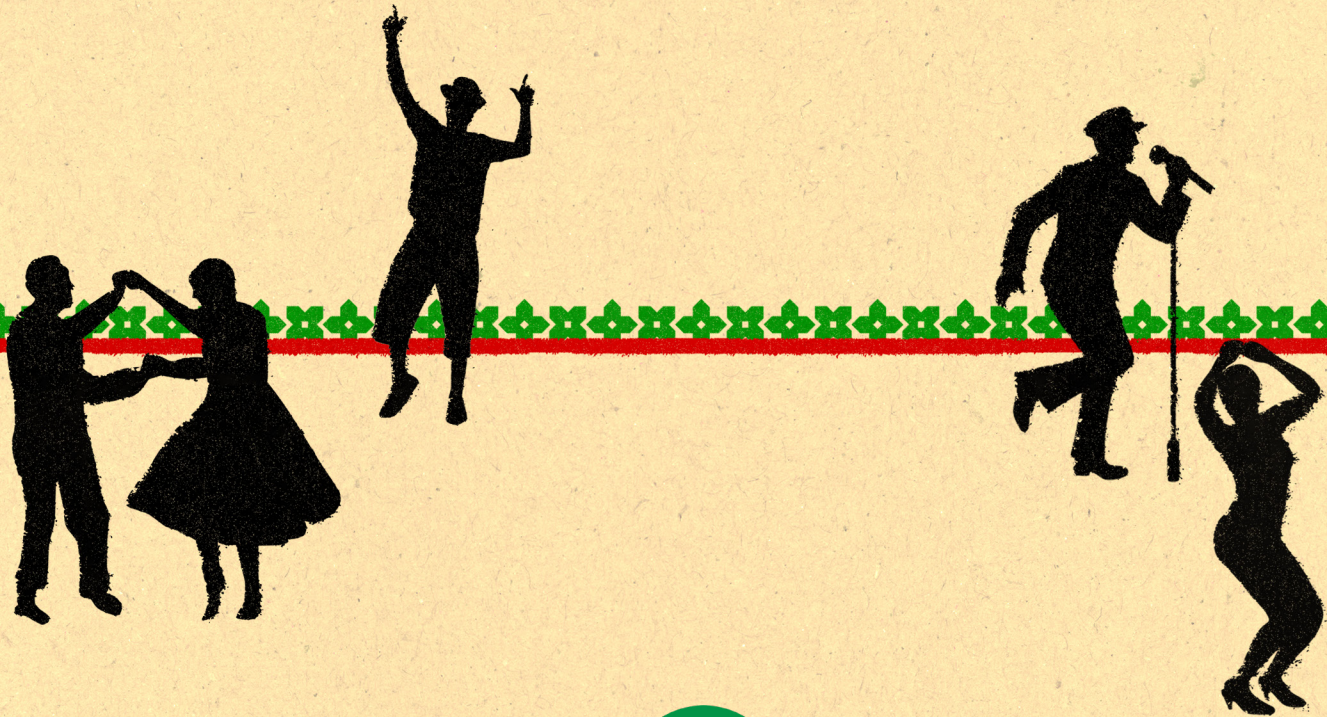


Persian New Year Festival



2025

Press Kit



PNYF.ORG

Persian New Year Festival

2025
March 1st

3:00 PM to 10:00 PM

Pre Festival Show Starts: 2:00 Pm

 **Scottsdale Civic Center**



The 7th
Persian New Year Festival | March 1st
2025
Scottsdale Civic Center



MC: Maz Jobrani

Headliners:
Ali Azimi
Siriya Ensemble



Address:
7380 E Second St.
Scottsdale, AZ 85251

3:00 PM to 10:00 PM

Pre Festival Show Starts:
2:00 PM



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What is Persian Nowruz?

Persian Nowruz, or the Persian **New Year**, is an ancient celebration marking the arrival of spring and the beginning of the Persian calendar year, typically falling on March 20th or 21st. With roots in Zoroastrianism and over **3,000 years** of history, Nowruz symbolizes renewal, rebirth, and the triumph of light over darkness. Central to the festivities is the **Haft-Seen** table, featuring seven symbolic items like **sprouts** (renewal), **garlic** (health), and **apples** (beauty), each representing themes of prosperity, love, and growth. Celebrations include fire-jumping on **Chaharshanbe Suri**, visiting loved ones, and ending with outdoor picnics on **Sizdah Bedar**. Recognized by **UNESCO** as an Intangible Cultural Heritage, Nowruz is celebrated across multiple countries—including Iran, Afghanistan, Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan, and among Kurdish communities in Iraq, Turkey, and Syria—uniting millions in a shared tradition of hope and renewal.





Persia or Iran?

The terms Persia and Iran both refer to the same country, yet they carry distinct historical and cultural connotations. "**Persia**" originates from "**Pars**" (or "Fars"), the cradle of the ancient Persian Empire, and is often associated with the nation's rich history, art, and literary heritage. Conversely, "Iran," derived from "Aryānā," meaning "Land of the **Aryans**," reflects the country's modern identity, encompassing its diverse ethnicities and cultures. While Persia evokes romanticized imagery of classical civilization, Iran represents the contemporary nation-state. The distinction between these names not only highlights the evolution of the country's identity over centuries but also underscores the interplay between its historical legacy and modern presence. Recognizing this duality enhances our appreciation of Iranian culture in both its traditional and contemporary forms.



Persian New **x** Year Festival



About the Persian New Year Festival (PNYF)

In 2019, co-founders **Lawdan Shojaee** and **Shideh Doerr** set out to bring the Persian New Year celebration to Arizona, recognizing the multicultural richness of Scottsdale. Their vision was to create a vibrant, community-driven festival that not only honored Persian traditions but also promoted cultural exchange and diversity. **The Persian New Year Festival (PNYF)** in Scottsdale has since become the premier cultural event celebrating **Nowruz**, the Persian New Year. Each year, the festival offers a rich cultural experience, immersing attendees in Persian traditions through music, dance, food, and art, while also featuring interactive activities that foster cross-cultural engagement. **PNYF** showcases the diversity and vibrancy of Persian culture, featuring both local and international artists, making it a key event for those seeking to learn about Persian heritage and celebrate its timeless traditions.



Persian New Year Festival

MARCH 7, 2020

SCOTTSDALE WATERFRONT



In its seventh year, the festival has expanded its influence with **Ehsan Matoori** joining as the artistic director. His leadership has brought a fresh vision to the event, emphasizing creative programming that highlights the dynamic and multifaceted nature of Persian culture. **PNYF** is officially hosted by the City of **Scottsdale**, and it continues to grow as a significant cultural and economic contributor to the region, attracting both locals and tourists alike. The festival brings in approximately **15,000 people** annually, with an estimated 1,500 to 2,000 attendees traveling from other cities, including visitors from Canada. One of the festival's goals is to be the "**Voice of Persia**" and to celebrate the arrival of spring and the rebirth of nature, staying true to the essence of **Nowruz**.



PNYF serves as a bridge between **cultures** and promotes **tourism** while supporting the local economy. By highlighting **Persian music, art, and cuisine**, the festival offers a platform for cross-cultural exchange and appreciation. The festival's programming reflects both traditional and contemporary expressions of Persian culture while embracing the diversity of the communities it serves. As a nonprofit organization, PNYF is dedicated to giving back to the community and donates annually to SSBTR (Students Supporting Brain Tumor Research).





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Persian New Year Festival



Ehsan Matooni

Artistic Director

As the artistic director of **PNYF**, **Ehsan Matooni** brings a wealth of experience in Persian classical music and cultural advocacy. A virtuoso of the **Santoor** and a World Music artist, Matooni is well-known for his compositions and collaborations with international artists. Matooni's commitment to blending traditional Persian sounds with contemporary global influences has helped elevate **Persian music** on the world stage. Matooni's expertise extends beyond performance; he is the founder of the **AramArt** Institute in Dallas, Texas, where he established a space for children and young adults to explore creativity through music, theater, and the arts. He also founded the **Sheed Film** Festival, which showcases **Iranian cinema** in the U.S. Through his work as a concert producer and cultural advocate, Matooni has become a key figure in the international arts scene, and his vision for PNYF has helped elevate the festival's impact, bringing an inclusive and dynamic approach to the celebration of Persian culture.





PNYF 2025



Lineup





1. Maz Jobrani

Comedian, Actor, and Cultural Ambassador

The legendary comedian Maz Jobrani will be both the **MC** and a **performer** at PNYF, delivering a comedic experience that blends sharp humor with cultural insights. Known for his **Netflix** special *Immigrant* and for roles in *Curb Your Enthusiasm* and *Shameless*, Jobrani's humor offers a nuanced commentary on the Iranian-American experience. He is an **internationally** recognized artist and is well-known within the Scottsdale community. His appearance at the festival is expected to draw a large audience, not only from Scottsdale but also from surrounding cities and even internationally, given the popularity of his performances across the U.S. and worldwide. Jobrani's presence will bring a lively atmosphere to the festival and attract many visitors to Scottsdale.



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2. Siriya Ensemble

Celebrating the Music of Southern Iran

The Siriya Ensemble from **Bushehr**, a port city in southern Iran, will bring its distinctive musical style to PNYF. Fusing Afro-Persian folk music with contemporary elements, the ensemble's performance will showcase the unique cultural heritage of southern Iran, where African and Persian musical influences converge. Along with the key part of PNYF's mission to promote unity among different cultural communities in Scottsdale, their performance will highlight the diversity of Iranian culture, showcasing the rich folk traditions of southern Iran. Their participation underscores the festival's commitment to diversity, and through their performance, Siriya will introduce Persian folk music to the Scottsdale community.



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3. Ali Azimi

Pioneering Iran's Alternative Music Scene

Ali Azimi, a prominent figure in **Iran's alternative music** scene, is both a singer and songwriter whose music blends Persian lyrical traditions with contemporary, genre-defying sounds. Over the years, Azimi has used his unique voice and insightful lyrics to gain recognition both in Iran and beyond. He has a large following among Persian speakers, He has built a large following among Persian-speaking communities and his music often reflects the experiences and emotions of modern Iranian youth. His participation is expected to draw large crowds from surrounding cities as his music resonates with many in the alternative and youth music scene.



A man with a beard and sunglasses is performing on stage. He is wearing a dark jacket over a dark shirt and is playing a light-colored acoustic guitar. He is singing into a microphone on a stand. The background is dark with blue and purple lighting. The text "Persian New Year Festival" is overlaid in the top right corner.

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4. Miriam Peretz and Nava Dance Collective

Traditional Persian and Silk Road Dance

Miriam Peretz, an Israeli **choreographer** and **dancer**, leads the Nava Dance Collective, which brings together both Persian and non-Persian dancers. Peretz has performed and taught globally, blending traditional movements with contemporary expressions. At PNYF, Miriam and her collective will present a stunning performance that celebrates the elegance of Persian dance, while telling stories of love, loss, and longing. Their choreography emphasizes the spiritual and emotional depth of Persian dance, offering an unforgettable experience for festival's audience. At PNYF 2025, their performance will be a perfect representation of the multicultural and diverse nature of the festival.



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5. Peyman Salimi

Blending Persian and Western Indie-Rock

Peyman Salimi, a **New York**-based singer-songwriter, is celebrated for his ability to blend Persian musical traditions with American indie-rock influences. Raised in Iran and later studying in Italy and the U.S., Salimi's music offers a unique fusion of **indie** and **Persian** styles, creating a sound that bridges cultural divides. His work as both a solo artist and a member of the band The Allophones has earned critical acclaim for its innovative approach to musical storytelling. At PNYF, Salimi's performance will bring an exciting fusion of Western and Persian musical elements, offering audiences a fresh and contemporary take on Persian music.

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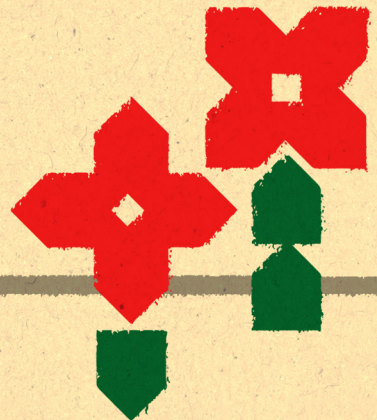




6. LA Daf

A Unique Ensemble of 15 Women Percussionists

LA Daf is a group of **15 women** percussionists who specialize in playing the **Daf**, a unique Iranian frame drum used in ceremonies, festivals, and rituals. Their participation in PNYF reflects the festival's significant effort to amplify underrepresented voices in Persian art, especially in the global music scene. The Daf, an integral part of Iranian music, will bring a new dimension to the festival's celebration of Persian heritage. Their inclusion in the festival is a significant effort to amplify underrepresented voices in Persian art, especially in the global music scene.





Persian New Year Festival

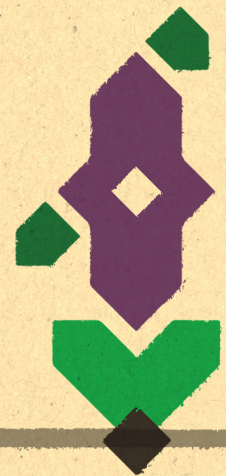




7. Sheenubb

A Fusion of Iranian Music and Deep House

Sheenubb is a young female artist who blends traditional Iranian music with deep house, gaining popularity among young audiences. Her performance at PNYF is in line with the festival's mission to provide opportunities for young women and emerging artists. Sheenubb's music offers a fresh and innovative take on Persian music that appeals not only to Iranian audiences but also to international listeners, introducing them to a new form of Iranian musical expression.



A woman with long braided hair, wearing a black dress with a red sash and a silver headband, is singing into a microphone on a stage. She has her hands raised in a gesture. The background is dark, and the lighting is focused on her.

**Persian
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8. Rashin Kheiriyeh

Celebrating Persian Culture for Children and Families

Rashin Kheiriyeh, an internationally acclaimed Iranian artist and author of nearly 100 children's books, will lead interactive sessions at the Persian New Year Festival 2025, focusing on Persian culture for children and families. She will read from her latest book, "Rumi: Poet of Joy and Love," introducing young audiences to Rumi's timeless poetry, exploring themes of joy, love, and growth. Following the reading, Rashin will guide children in a "draw-along" session, where they will create their own illustrations inspired by Nowruz and Rumi's work. Additionally, Rashin will host a Nowruz Handcrafts Workshop, where children can participate in crafting traditional Persian items, further enriching their experience of the holiday's cultural significance.

PNYF 2025: Celebrating Persian Culture and Heritage

PNYF 2025 will continue its tradition of offering a dynamic and inclusive celebration of **Persian culture**, with **performances, workshops, and activities** designed to engage all attendees. The festival's programming spans a wide array of artistic expressions, including live performances, interactive art installations, and **Persian cuisine**, providing a rich cultural experience for individuals and families alike.

With an emphasis on cultural exchange, **PNYF** strives to foster greater understanding and appreciation of Persian heritage. The festival serves as a platform for cultural dialogue, promoting the values of unity, diversity, and peace. As a significant cultural event in the region, it continues to offer a powerful reminder of the importance of artistic expression in building bridges between communities and nations.





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For further information about the **Persian New Year Festival (PNYF)**, its programming, or to request interviews, please contact:

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