

Call and Guideline for the “1st Fajr international Crafts festival 2023”

Concentrating on promoting application and utilization of handicrafts in everyday life

The Fajr International Crafts Festival is an event in which the latest fine and excellent production of master Artisans in terms of quality of raw materials, technique, applied design, and cultural basics are selected, evaluated and exhibited in order to modelling the procedure for masters, youth and interested ones according to intended objectives.

Objectives:

- Exhibiting the latest handicrafts and traditional arts products during last year (previous February to the next) in various fields: creativity, innovation, research, commerce, knowledge-based affairs
- promoting application and utilization of handicrafts in everyday life
- Immediate acquaintance of audience and interested ones with the latest fine and excellent production of handicrafts and traditional arts in current year
- Introduction of the region handicrafts and traditional arts
- Discovering new talents

Terms and conditions for submitting products

- Products must be created handmade, and must be distinguished and creative in terms of design, artistic quality, originality, production technique, identity and functionality
- The criteria of evaluation and selection of products includes Excellence, authenticity, Innovation, Marketability.
- The products can be made of natural/recycled or composite materials such as textiles, natural fibers, ceramics, wood, metal, stone, composite and recycled materials
- Every artisan is allowed to submit 3 of his/her latest created products in case of not submitting it/them to other events/programs.
- All submitted products should have separate ID card including the following: Name of product, production technique, raw material, and name of creator/artisan
- All applicants are requested to submit high quality photo of the product along with name of product, production technique, raw material, name of

creator/artisan, city, country, telephone and mobile number and post address to fajr.handicrafts@gmail.com no later than 25 January 2023

- Products are selected in 2 phases:

Phase 1: the photos of products are evaluated by the jury,

Phase 2: the products are evaluated by the jury and in case of fulfilling the criterion would be exhibited in the festival exhibition.

For applicants of the region countries:

- Products should be submitted by WCC-APR or Cultural attaché of embassies to the secretariate of the festival
- Products could be carried by one person regarding weight and size
- In case product needs a box or special package should be submitted with required equipment.

Time and venue:

Deadline for submitting application form and photo: 25 January 2023

Virtual evaluation and announcement the primary results, phase 1: 1 February 2023

Deadline for submitting products to secretariat for 1st Fajr international Crafts festival: 7 February 2023

The secretariat venue: Kushk Mansion, no: 31, Mohanna Ally Corner, Taghavi St, Ferdowsi St, Tehran, Iran

Final physical evaluation, phase 2: 12 February 2023,

Inauguration of Exhibition: 13 February 2023

Venue of Exhibition for selected products: Iran National Museum, no:1, professor Rollen St, 30 Tir St, Emam Khomeini St, Tehran, Iran

Open to visit: every day except Thursdays and Fridays, from 10 to 14:30

Announcement of awards: 20 February 2023

Awards: Sarv-e Simin Award and cash/non cash award for 6 award winners, 3 finalists from Iran and 3 Finalist from the countries of the region, honorary Diploma

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Contact person/s:

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Side events:

- Celebrating handicrafts and traditional arts veterans (Hoday-e Honar)
- Choosing the best MA and PHD thesis in the field of handicrafts and traditional arts of Iran
- Celebrating top producer of handicrafts and traditional arts in Iran
- Celebrating the best product packaging of handicrafts and traditional arts
- Celebrating the best functional design for handicrafts products
- Celebrating top exporter of handicrafts and successful brands,

- Celebrating children who continue the path of their parents in producing handicrafts, (Rebirth of SARV)
- Holding specialized meetings,
- Celebrating top documentaries on handicrafts and performing local dances.

Accommodation and transport:

Please note that the nominees need to incur the following expenses:

- Travel, Stay, Food and other applicable cost during visit to Tehran for the award ceremony
- I.R.Iran will pay all the above-mentioned costs for one person from each sub region.

Application / Nomination Form: IFHF 2023

Name of the Candidate:

Gender:

Address:

Country:

City:

Phone: Country Code:

Phone:

Mobile Number:

Email:

Name of Craft:

Production technique:

Raw material:

Description of Craft:

Work Experience in Craft Sector (in Years):

Name:

Date:

Signature:

Important note:

-All applicants are requested to submit high quality photo of the product along with this application form to fajr.handicrafts@gmail.com no later than 25 January 2023

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