

Original Choreography & Scoring

داستان نوروز به روایت موسیقی، نمایش و رقص



THE STORY OF
NOWRUZ

NOROOZ | NAWROUZ | NEWROZ | نوروز

2022



Mar. 19, 2022 - Mar. 20, 2022

San Mateo Performing Arts Center



Niosha Nafei-Jamali
**Producer and
Director**

Majid Mirfakhraei
Art Director

Shahin Yousefzamani
**Music Composer,
Band Leader**

Kambiz Naraghi
**Technical Director
Co-Director**

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Graphic design : www.KouroshBabaei.com

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The Story of Nowruz represents one of the most ancient traditions, Nowruz, told as a live story through the universal language of movements and music, making it the very first of its kind. Performed live by world renowned musicians and professional dancers, this adaptation will surely bring to life the treasured traditions of Nowruz, while taking you on a visual journey of colors and sounds that spring brings into the homes and hearts of us all. The Story of Nowruz is a celebration of spring, told through original choreography and musical composition and will employ state-of-the-art





technology and visual effects to showcase the artistic elements of traditional Persian and folk dances from different regions displaying the diversity among all who celebrate Nowruz.

The Story of Nowruz takes you on a mesmerizing journey through 7 scenes that display the true meaning of the full 13 days of traditions celebrated by millions throughout the 17 plus countries that celebrate Nowruz. As winter comes to an end and there begins the hustle and anticipation of the arrival of spring, of course spring cleaning is a must!

We welcome our live audience of all ages and backgrounds as you are about to experience a world of enchantment which will leave you with a lasting impact. We invite you for Eid Didani (intermission) with tea, sweets, ice cream, and family photos along with a surprise gift of eidi for all attendees.





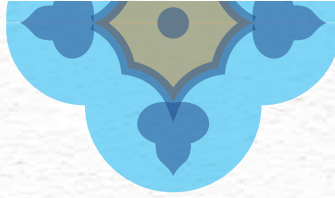
About Niosha International Conservatory of Arts (NICA)

7,630 miles, 12,279 kilometers, is the physical distance between California and Iran. Culturally the differences span thousands of years, passed down through a rich history of dance, music, theater, food, and language. Heritage is conferred onto us when we are born. What happens when we are born into a culture that is both home and also 7,630 miles away from our deeply-rooted heritage? Can we integrate and pass down the rich heritage of our ancestral homeland while embracing the culture and customs of home?

As global and domestic changes hardened the attitudes of some towards different cultures, Niosha made the decision to create a new foundation dedicated to preserving and promoting all cultural traditions and heritage in America. In January 2018, the Niosha International Conservatory of Arts (NICA) was approved as a 501(c)(3) nonprofit charitable organization, with the mission of promoting the arts, culture and literature of local communities by providing access to various creative experiences such as lessons in visual and performing arts, theater production, music instruction, language classes and various art programs.

Niosha Nafei Jamali created a home for Persian heritage of the past and the new cultural evolution at NICA (the Niosha International Conservatory of Arts). She could see the longing for a distant homeland within her community and the desire to preserve Iranian culture and traditions in this new home. The NICA Foundation presents modern and traditional art forms that bridge time and space, connecting people from all cultures and walks of life.





When we sit in that darkened theater or walk through a well-lit gallery, our hearts expand to explore and understand experiences different from our own. Stories shared through sight, sound, color, or spoken word help us enter journeys of introspection, and we're opened up to interpretations of life through the eyes of others. Very often when we open up to compassion our empathy expands, and our ability for discourse grows. Dialogue, new ideas, and understanding are all made possible through our direct interaction with art. Today, in a world where forces beyond our control can lead us into extreme or polarized places, art is needed more than ever.

Niosha International Conservatory of Arts (NICA) is taking its role to heart. Through promotion of the arts, culture, heritage, and traditions of communities in the Bay Area and abroad, NICA enables the journey to bring people of all colors and creeds together, united in a common humanity. Through our efforts, our aim is to highlight harmony and togetherness that unite us all.

Art, Music, Dance
Rhythms of Humanity
All Unity
All Fluidity
All Beauty
Joy & Purity



NICA invites you to join our community. You can contribute to the cultural events we create through our many membership or sponsorship opportunities.



Scan Me



Raised in Iran through high school, **Niosha Nafei Jamali** came to the United States to pursue an education in Psychology and Computer Science. She won the 1992 Miss Iran pageant in Los Angeles, CA. After college, Niosha founded Niosha Dance Academy (NDA), teaching modern and traditional dance to students of all ages. Growing into one of the most prolific Iranian dance schools in the nation. NDA paved the way for Niosha and her elite performers to tour the United States, performing at festivals, professional sporting events including NBA Warriors halftime show. She took her dance academy team to one of cable television's top shows, America's Got Talent. Niosha has been featured on VOA, Manoto, "Ladies' Home Journal", "San Francisco Chronicle" and "Experience Life" Magazine. Niosha was realizing her dream of sharing the artistry of Persian dance, connecting with people from all walks of life and backgrounds.



Niosha Nafei-Jamali
Producer and
Director



In the midst of her career, Niosha's work almost ground to a halt at age 31 when she was diagnosed with Non-Hodgkins Lymphoma and given a less than 40% chance of survival. Never one to be afraid of the odds, she rallied her optimism, and refusal to quit to recover from her disease. Her family and the Iranian Bay Area community drew in tight around her, supporting her miraculous recovery and her dream lived on. Niosha was stronger and even more determined to preserve and promote her culture as a staunch community-organizer with the belief that art is the common unifier of all peoples around the world. In January 2018, Niosha International Conservatory of Arts (NICA) was approved as a nonprofit charitable organization, celebrating cultural diversity and harmony through art, music, theater, dance, and a united humanity. Niosha lives in the Bay Area with her husband and children, among the community she loves.



With an extensive background in creating immersive environments of sound and visuals, **Kambiz Naraghi** brings his bold vision and unique style as Technical Director of The Story of Nowruz.

With nearly two decades of expertise in photography and video production, Kambiz has served at the helm of his company, AV Land, as both Technical Director and Video Producer since 2015. He specializes in not just bringing his broad base of technical knowledge to vast

creative projects, but helping craft nuanced elements of sound and visual design that bring stories to life. Kambiz has created projects for Facebook, Google, Apple, eBay, Cisco, Oracle, EA, and more.

With his unique blend of artistry and technical prowess, Kambiz Naraghi has been a driving force behind NICA's production endeavors.



Kambiz Naraghi
Technical Director
Co-Director



Majid Mirfakhraei
Art Director

Art Director, Production Designer

Majid Mirfakhraei, one of the foremost art directors working in Iranian cinema today.

Majid Mirfakhraei is an Iranian Art Director and award winning Production Designer. He received a B.A. in Stage Designing from Faculty of Dramatic Arts from Tehran in 1974 and a Diploma in Stage designing and Painting from Royal Academy of Dramatic Arts (R.A.D.A) from London in 1976. Mr. Mirfakhraei's talents are in high demand in his native country of Iran. He has worked on stage

design both in Tehran and London. His works include production designer for the PBS special "Islam, Empire of Faith", N.H.K. special "Alexander". He has worked on over 40 feature films such as Sharzad, Joseph Prophet and Imam Ali. Mirfakhraei has worked on 15 International productions such as ALGERIA FILM Production, Iran & India Bollywood, Iran & Japan Co- NHK Production and many more. He has also worked on several National TV Series such as PBS Production.



Shahin Yousefzamani was born in Iran and at a very young age began learning piano from his father, master of music, Mr. Hossein Yousefzamani. Shahin attended Tehran Conservatory and studied Double bass and Gheychak. He studied composition with Professor Thomas Christian David and so many other professors in different genre of music (styles of music). He performed with the Tehran Symphony Orchestra from 1992 to 2005. Subsequently, he has performed internationally with many renowned artists including Mohammad Reza Shajarian, Googoosh, Iraj Bastami and Alireza Assar.



Shahin Yousefzamani
**Music Composer,
Band Leader**



Amongst many of Shahin's top compositions since 1994 till now includes Dasht which was recorded for Mr. Homayoun Shajarian and was nominated for the first three runners up at the Young Composers Festival. This composition was conducted by Maestro Seiji Ozawa. Shahin is also known for his work on Fantasia Shoushtari, conducted and recorded by Professor Thomas Christian David.

In his work in Pop Music, Shahin's production of "Faghat To" was recorded by top Iranian pop music group, Black Cats. He works with many outstanding pop music performers such as Shahrokh, Morteza, Helen, Shahla Sarshar, Houshmand Aghili, and Kamyar. His most recent work "Donya Khanoom" has been recorded by Martik. Last but not least, "Spring of Love" composed for Mojgan Shajarian will be hosted by Pacific Symphony Orchestra soon. Shahin's media presence has been numerous and also been featured on Fox TV Network.

In the world of performance, Shahin has pioneered "Rasa Ensemble", an exceptional musical group performing all over the USA. Most notably the songs of "Dream" and "fragrance", from the album of "hope", performed also at LACMA, were the recipient of Global Music Award twice in 2019 and 2020. Shahin views these accomplishments not the end, but rather the beginning of many other creations.



Bay Area native and proud Iranian - American, **Fouzhan Yousefi** serves as Project Manager of The Story of Nowruz. With a background in digital marketing and brand management and as founder of the agency The Muse Cloud, Fouzhan has helped craft 20+ corporate narratives across a broad range of industries for startups, scale-ups, stay-ups, foundations, and individuals on a global level. After joining the NICA team in 2019, Fouzhan has enjoyed a unique privilege of taking part in every aspect of The Story of Nowruz, from the inception to its completion. Fouzhan's greatest joy has been being involved in this grand artistic and cultural project that she gets to share with her beloved family, friends, and community.



Fouzhan Yousefi
Project Manager



Jadell Lee
Dance Director

Preparing dancers for the center stage of life, **Jadell Lee** is a professional dance educator, touring adjudicator, published author, and TEDx speaker who brings a fresh perspective of life to audiences across the country.

Trained in Hip Hop, Ballet, Contemporary, Jazz & Modern, Jadell has served as Adjunct Professor of Dance at Seton Hill University and has been represented by Go 2 Talent Agency. Jadell is assistant Director of CRU Dance Competition, touring faculty with Thrive Dance Experience and guest master instructor for Abby Lee Dance Company. Detailing the

success of his career, mental health advocacy and coaching program—helping dancers start and grow their professional dance educator career, Jadell has also been featured in Yahoo Finance, FOX, CBS, NBC, Authority Magazine, Influencive, Thrive Global, Accesswire, News Break & more. He has worked with YG, Jussie Smollett and Dance Mom's Season 8's Sarah Georgiana.

Teaching others to grow both personally and professionally, Jadell is the author of *Your First Position: A Simple Guide to Self-Discovery, Activation & Breakthrough*—a book written to help readers become the person their dreams demand them to be through social-emotional learning. Jadell Lee holds a Bachelor of Arts Degree in Dance with an emphasis in experimental and unconventional choreography from the University of California, Riverside.



Raeeka Shehabi-Yaghmai possesses a unique fusion of versatility, strength, and sensitivity in both her singing and stage presence. She's performed roles such as Violetta (La Traviata), Nedda (Pagliacci), Mimi (La Bohème) and the title roles in Suor Angelica and Madama Butterfly with companies such as Phénix Opera, West Bay Opera, Escenia Ensemble of Mexico City, and Opera Brasov of Romania amongst others. Born and raised in Iran until the age of 19, she's an avid interpreter of Persian folk songs and melodies. She founded the Persian Melody Project in 2007 collaborating with composer David Garner and performed the songs with Oakland East Bay Symphony, and Redwood Symphony. Additionally, she's a certified relationship coach, Amazon bestselling author, award-winning dating blogger, and the founder and CEO of Dating with Confidence™ where she mentors driven, successful women to create a healthy love life that feels authentic and empowering to them. She's an avid advocate of love education which is strongly missing from the traditional academic system – as well as women empowerment. She's been featured on CBS, Blog Talk Radio, K.I.R.N. Radio, Bustle, and Elite Daily.



Raeeka Shehabi-Yaghmai
Singer, Vocalist

Soheila Sohrabi graduated from Woman's University of Tehran with a B.S. in sports and nutrition. Her first experience in entertainment was as an art design apprentice and assistant production manager in the TV Series "Sarbedaran". She continued in the realm of entertainment as a trainer in Acting School for five years. After moving to US she continued her studies in Art & Production Design. Her works include: "Nourooz", "Asal", "Tarke Albalo". Movies: "Anarestan", "Farewell My Bird" and "Fermys". She was also a part of a production in Algeria with Gérard Depardieu. In 2018, she worked on plays called, " Alice in wonderland " and "Sogoli" as an Art Director. Her last work was in Canada for the Movie " Playing with Stars " in 2019.



Soheila Sohrabi
Costume Operations



Jila Saber is a fashion designer known for her unique ideas and modern structured gowns. With over 20 years experience in the fashion industry, Jila has worked with some international brands such as Pennyblack and Solar. She established Jila Atelier in 2012 with her first Ready To Wear line featuring asymmetrical and structured pieces. Jila Atelier carries two fashion lines, Haute Couture and Ready-To-Wear. Haute Couture, Bridal, and Evening-wear are done by using the best Chantilly laces from France and the silks from Italy. All appliqués and embroideries are hand finished and lined in the Silk Charmeuse. The RTW collection is also made of high-end luxury fabrics such as novelty silks. Jila Atelier's main focus is all about Individuality and Artistic expression, making women feel unique and beautiful. Women will now have something unique to share with others.



Jila Saber
Costume Designer



Kourosh Babaei
Graphic Designer

Since he was a child in Iran, **Kourosh Babaei** was drawn to visual arts and music. His creative abilities led him to pursue the the arts, receiving his bachelor's degree in graphic design. Later, Kourosh Babaei served as manager and shareholder of Kimia Advertising Company, overseeing the visual graphics team. Kourosh has been a dedicated collaborator with Niosha Dance Academy for a decade. In 2016, he emigrated to Canada, where he continues to work in graphics and music. His business website www.Bolddat.ca offers a glimpse into his three decades of expertise, including offerings in graphics and printing services. As his work with *The Story of Nowruz* conveys, Kourosh strives to create art that elicits positive emotions, while leaving a lasting impression for all who experience it.



The Story of Nowruz is presented to you in 7 scenes (Haft-Scene)

Scene 1- Zemestan (Winter)

Winter, with all its beauties and treasures, is coming to an end, and thus the magical transition to spring begins. Nane Sarma (“Winter Queen”) ushers out the final moments of winter through a chilling song and dance with the promise of returning next winter. A sound is heard from the heart of the soil. This is the sound of sprouts growing. Spring is on its way. Nowruz commemorates the rebirth of earth and nature.

Narrator:

Raeeka Shehabi-Yaghmai

Winter Queen:

Parichehr Tejdan

Dancers:

Bahar Ghauomi
Diego Garcia
Keira Howard
Molly Rose Young
Nacari Jones
Nazmehr Marzban
Parmis Karbassi
Sahar Ahghari
Serena Yee
Tara Hassanzadeh
Zoya Ehsani



زمستان

زمستان با همه خاطره ها و زیبایی هایش کم کم به پایان می رسد با وجود سرمای گزنده و برف و زمین یخزده، حس امید و نوآوری در میان شاخه های درختان پوشیده شده با برف وجود دارد. در حالیکه همه با شور و هیجان با آخرین برفهای زمستان بازی میکنند، ننه سرما خانواده را بدور هم بودن در زیر کرسی دعوت میکند تا به استقبال بهار بنشینند. صدای پای بهار می آید و معنایش اینست که وقت، وقت خانه تکانی و زیر و رو کردن خانه رسیده



Scene 2 - Khāne-takānī (Spring Cleaning)

As the celebration of Nowruz nears, many traditions take place to prepare for its welcoming. One such tradition is Khāne-takānī, which translates to “shaking the house”-- and shaking the house they sure do! Traditionally, homes were turned nearly upside down as a practice of cleansing the living environment--every nook and cranny--and making everything new again for the new year. A very customary aspect of this tradition is washing rugs, windows and curtains in order to rid of all the dirt left over from the previous year. This act provided a basis for a much needed health routine. Once everything has been turned over, fragrant scents of flowers such as hyacinths and baked pastries waft throughout the home as you begin to sense the nearing of Nowruz. It takes your average spring cleaning ritual to the next level and it seems as though Iranians are not alone in this practice, as other countries such as China and the U.S. participate in similar traditions. Out with the old, in with the new!

Narrator:

Raeeka Shehabi-Yaghmai

Performers:

Ariana Ofogh
Justin Rice
Kimiya Khoshkhou
Nic Bennett
Roya Oreo
Samin Afnani

Lamps:

Sahar Simari
Sina Panah



خانه تکانی

به پایان سال که نزدیکتر میشود و ماه اسفند از راه می رسد، دغدغه و شور و حال عیدهم در بین اعضای خانواده ها به وجود می آید تا برای عید همه زوایای خانه را بشورند و بسابند و خانه تکانی به لرزاندن و زیر و رو کردن همه جای خانه تبدیل میشود. شیطنتهای بچه ها و شور و شوق باهم بودن غیرمعمول نیست و به انسان حس زندگی می دهد. این رسم برگرفته از تازگی و نو شدن می باشد افراد گرد و غبار خانه های خود را زدوده و طراوت و رونق خاصی به زندگی خود می بخشند. رایحه شادابی و پاکیزگی به فضای گرم خانه روح تازه ای می دهد. با تغییر و تحول در رفتار و افکار خود قلبهایشان را صاف و دلپایشان را از کینه ها و کدورتها تهی می کنند و نوید عشق و بذریه محبت در دلهای یکدیگر می کارند و آماده پذیرایی از بهار میشوند



Scene 3 - Chaharshanbeh Suri

The troubadour of Nowruz is the character of Haji Firooz. While singing and dancing, Haji Firooz parades through the streets with tambourines, while dressed in brightly colored (often red) outfits of satin. Similar to the sounds of Christmas carols during the holidays, Haji Firooz appears to spread good cheer and news of the coming new year. While traditionally a male character, in the spirit of promoting diversity and unity, NICA has expanded the role of Haji Firooz to include both men and women, as well as individuals of all ethnic backgrounds. Taking place at sunset on the last Tuesday of the year, is the ancient tradition of Chaharshanbeh Suri. Essentially a fire jumping festival, as well as a purification ritual, Chaharshanbeh Suri is arguably one of the most popular and widely recognized traditions of the entire Nowruz season. Burning Bushes and firewood are lined up in the streets and yards. People of all ages gather around and take turns jumping over the fire while chanting, “Give me your beautiful red color and take back my sickly paleness!” or “Sorkhi-ye to az man, zardi-ye man az to”! By this act, it is believed that, of the four elements of nature, fire is the most revered due to its purifying nature, and therefore, the healthy glow of the fire will take away all of the past year’s ailments, bringing forth blessings.



In conjunction with Chaharshanbeh Suri, is the jovial tradition of Ghashogh Zani (Spoon banging). It was believed that the living were visited by the spirits of their ancestors on the last day of the year, so children and adults alike reenacted these visits by wrapping themselves in blankets/chadors and strolling through the streets by the light of the bonfire and banging on pots and pans using wooden spoons to beat out the last unlucky Wednesday of the year, while knocking on doors and asking for treats. This tradition is the American equivalent of Halloween and Trick or Treating. Although this tradition has strong historical roots, it has been somewhat neglected in today's modern day celebrations of Nowruz. It's quite possibly time for a revival! The irony cannot escape us that although miles apart, the U.S. and Iran yet again share in a very similar tradition.

Performers (Haji Firooz):

Diego Garcia
Keira Howard
Molly Rose Young
Nacari Jones
Serena Yee
Jadell Lee
Justin Rice

Fire Jumpers & "Ghashogh-Zan"

Ariana Ofogh
Ben Brown
Elika Ehsani
Hedieh Hekster
Mitra Golnazar
Nic Bennett
Nikki Lavasani
Sahar Simari
Sina Panah



قاشق زنی

در این شب زنان و مردان چهره خود را با چادر نماز می پوشانند و گاه نقابی بر چهره دارن که ناشناس بمانند. آنها با قاشق بر کاسه یا قابلمه میزنند و یا بر در خانه می کوبند و اهل خانه را از آمدن خویش آگاه می کنند. اهل خانه کاسه خالی را با مستی آذوقه یا گاهاً بجای آذوقه، پول نقد به قاشق زن پرداخت می کنند

فلسفه قاشق زنی بر این میناست که توانگران به یاری نیازمندان میشتابند و بدین وسیله موجب خرسندی و دل شادی آنها می شوند
آیین قاشق زنی از آنجا سرچشمه گرفته است که ایرانیان باستان معتقدند که ارواح پاک نیاکان به صورت ناشناس به دیدار بازماندگان می روند و وابستگان برای یاد بود و تجلی روح آنها خیرات و هدیه می دهند



Chaharshanbeh Suri

چهارشنبه سوری

جشن چهارشنبه سوری که (کلمه "سور" در زبان فارسی به معنای سرخ بودن، نور و روشنایی است) سنتی دیرینه است که با برگزاری آن مردم با شور و هیجان به استقبال بهاری دل انگیز می روند تا در غروب آخرین سه شنبه سال با آغوشی پر از نور و گرما برای پاک کردن افکار آتشی بیافروزند، کینه ها را بسوزانند، زردی خاطرات بد را به آتش و سرخی عشق و سلامتی را از آتش بگیرند. آتش نفرت را در دلها خاموش کنند و رنگی تازه به روح و روان خود ببخشند

در همین حال و احوال، حاجی فیروز مزده رسیدن بهار را می دهد. رنگ سرخ لباس حاجی فیروز نمادی از تحول در طبیعت است

ایرانیان باستان معتقدند که آتش این عنصر سوزان مظهر پاکیزگی و یکرنگی است

هنگام تاریک شدن هوا با برپا کردن آتش، شعله های سوزان، شعاعی از روشنایی ایجاد می کند تا ظلمات شب را مغلوب کنند. در شب چهارشنبه سوری ۳ بوته آتش فروزان برپا می شود که هر یک نشانه ای از ۳ پند بزرگ ایرانیان باستان یعنی رفتار نیک، کردار نیک و پندار نیک است



Scene 4- Haft-Seen

A physical symbol of Nowruz is the arrangement of a Haft-Seen table or sofreh. Haft-Seen, is the tradition of placing 7 symbolic objects on a table whose names commence with the letter “S” in Farsi. These elements are Sabzeh (wheatgrass grown in a dish-rebirth-), Samanu (sweet pudding made from wheat germ-sweetness & abundance-), Senjed (sweet dry fruit of the lotus tree -love-), Serkeh (vinegar-patience & cleansing-), Seeb (apple-health & beauty-), Seer (garlic-health & medicine-) and Somagh (sumac-sunrise as the spice of life-). Other common symbols to be placed on the table include a candle (light), mirror (self reflection), painted eggs (fertility), goldfish (life) , gold coins (wealth) and a book of wisdom which might be a Quran, Bible or more commonly a book of poetry by Hafez, Saadi, or Ferdosi. Just as Christmas is most recognized by a decorated tree, so is the Haft-Seen for Nowruz.

Performers:

Bahar Ghauomi - Serkeh
Kimiya Khoshkhou - Senjed
Nazmehr Marzban - Seeb
Roya Oreo - Somagh
Sahar Ahghari - Samanou
Samin Afnani - Sabzeh
Tara Hassanzadeh - Seer



Haft Seen



هفت سین

هفت‌سین سفره ای است که ایرانیان و پارسی زبانان هنگام نوروز می‌آرایند. این سفره، منشور همبستگی در رنجها و شادیاها است و عدد هفت عددی خوش یمن و نشانه جاودانه بودن است. همه افراد خانواده با عشق، صفا، صمیمیت و پاکی در زمان تحویل سال در کنار سفره هفت‌سین می‌نشینند. رسم است که سفره را تا سیزده روز پس از نوروز نگه می‌دارند

سفره هفت سین اشاره به هفت سمبل است که با حرف سین شروع می‌شود و دارای نام پارسی هستند و ریشه گیاهی دارند که عبارتند از

- سبزه - نماد نوزایی و تولد مجدد
- سیر - نماد تندرستی و مناعت طبع
- سیب سرخ - نماد زیبایی و سلامتی
- سرکه - نماد صبر و بردباری
- سمنو - نماد قدرت و برکت
- سماق - رنگ طلوع آفتاب و نماد زندگی
- سنجد - نماد عشق جاویدان

در کنار هفت سین، برای زینت و کامل کردن سفره، نمادهای دیگری نیز با مفاهیمی چون باروری، زایش، فراوانی و ثروت قرار می‌گیرند. از جمله می‌توان از آینه (نماد جهان بی پایان و بی ریاو انعکاس دهنده زیباییها)، کتاب قرآن و یا هر کتاب مقدس از قبیل دیوان حافظ و شاهنامه فردوسی (نماد ایمان و توکل) شمع (به تعداد اعضای خانواده و نماد روشنایی جاودانه)، تخم مرغ رنگی (نماد پیوستگی و همبستگی نژادها و افزایش نسلها)، گندم (نماد برکت)، شیرینی (نماد شیرین کامی)، آجیل، نان (نماد تغذیه)، آب و گلاب (نماد تازگی و باروری) عسل یا شکر (نماد شیرینی زندگی)، ماهی قرمز (نماد سلامتی)، انار یا ترنج شناور در آب (نماد شناوری زمین در کیهان) را نام برد



Scene 5 - Bahar (Spring)

Nowruz is the Spring Equinox, when the sun rotates exactly one full circle around the earth and reaches a point where the length of night and day are equal. From this moment on, spring begins with the official sounds of Nowruz, Sorna, and Dohol, as they ignite joy and commence the arrival of spring celebrations.

Amoo Nowruz is a symbol of Nowruz and a legendary figure in Iranian folklore. Amoo Nowruz is a wise old man with white hair and beard who brings gifts to children, similar to Santa Claus on Christmas Eve. He is accompanied by Lady Spring, a blossoming beauty representing all the floral scents and beauties of spring. Haji Firooz also sings, dances, and announces the arrival of spring with a tambourine in his hand.

Lady Spring:

Shireen Haghshenas

Amoo Nowruz:

Roham Shaikhani

Sorna & Dohol:

Mohammad Ebrahimi

Niknam Fathi

Performers:

Elika Ehsani

Hedieh Hekster

Nikki Lavasani

Parmis Karbassi

Samira Shemirani

Zoya Ehsani



بهار

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عمو نوروز، این پیرمرد افسانه ای با لبی خندان، ریشی سفید همراه آواز و صدای ساز و دهل با دادن عیدی، کودکان و بزرگسالان را مشتاقانه به نزد خود فرا میخواند و آنها را شاد می کند. عیدی نشانه عطوفت، مهربانی و رحمت یک انسان به نگاه هم نوع خود می باشد

نوروز مژده بیداری طبیعت و نوید بهاران را به ارمان می آورد. بهار با شکوهی شگفت انگیز بساط سبزینه و رنگین خود را بر طبیعت بی جان می گستراند. عطر گلہای سنبل، سوسن و یاس فضای دشت و دمن را پر می کند



Scene 6 - Eid Didani (Meet and Greet)

During the 13 days of Nowruz, people are expected to pay visits to nearby elders, enjoy refreshments and a brief chat, and perhaps arrive with flowers or other small gifts. Traditionally the elders would give the young ones gold coins, nowadays younger family members are gifted crisp new dollar bills. To pay the utmost respect to a loved one, visit them on the first day of the new year.

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Volunteer Coordinator	Pantea Izadi Lotfi
Decor & Design Coordinator	Farnaz Soltani - Fera Interiors
Haft-Seen Display	Farahnaz Fatehi - Booseh by Nazy
Meet & Greet Refreshments	Gol Ice Cream, Quality Tea, Jaleh Bakery, Itty Bitty Patisserie, Sweet Star Bakery, Heavenly Bites by Parisa, Tamesh Cakery, Mar Kitchen

Photo Stations

Nazanin Marandi, Afsoon Elahi,
Melieka Dehghan, Ramin Karchangi,
Nina Fathi, Negar Monazami
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Scene 7- Sizdah Bedar (Nature Day)

Sizdah Bedar is an Iranian festival held annually on the thirteenth day of Farvardin (the first month of the Iranian calendar), during which people spend time picnicking outdoors. It is an official holiday in Iran, known as Nature Day. During their outdoor gatherings, families dance, eat and celebrate each other and the coming new year. At the end of the picnic, the "Sabzeh"-wheat sprout- they've grown is discarded into a flowing river/stream taking away the bad omens of the year.

It is also customary for young single people, especially young women, to tie the leaves of the greenery before discarding it, expressing a wish to find a partner.

In addition to all the fun, "Lie of the Thirteen" is the Iranian version of the prank-playing April Fools' Day which is practiced on this day.



سیزده بدر
Nature's Day



سيزده بدر

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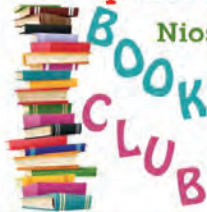
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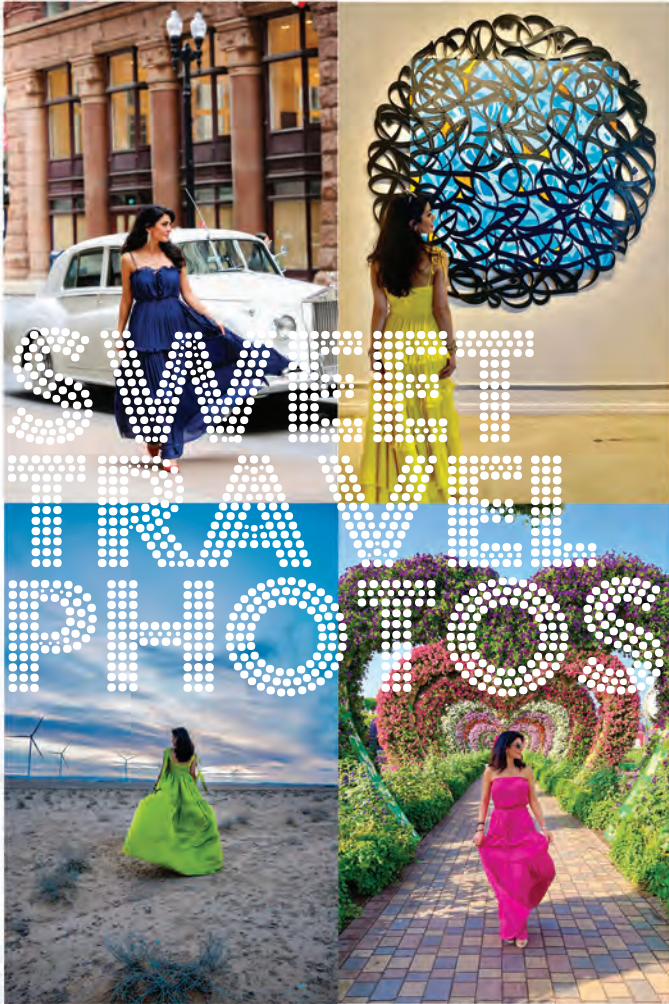


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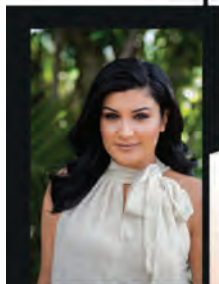
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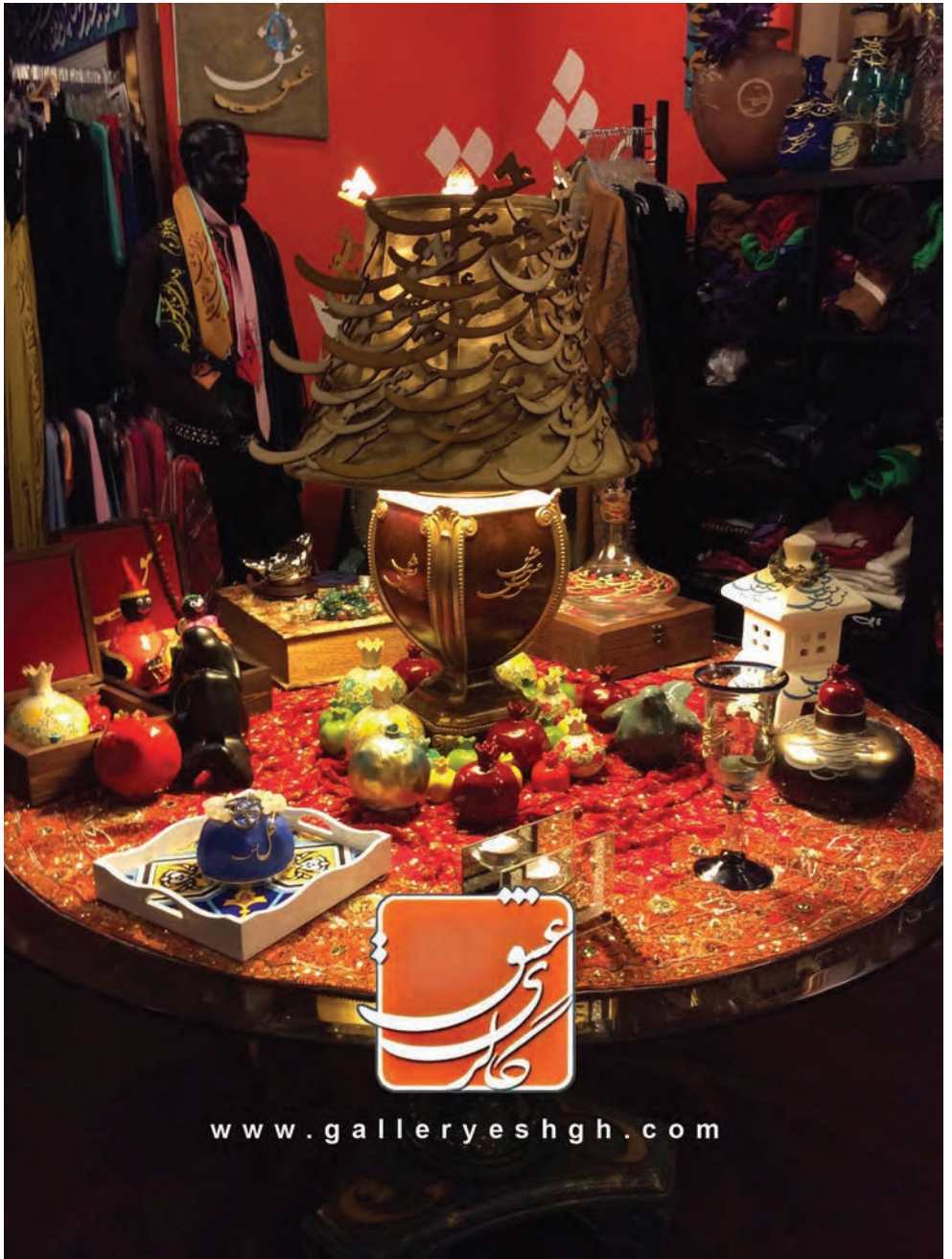
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Co-Director & Technical Director	Kambiz Naraghi
Music Composer	Shahin Yousefzamani
Art Director & Stage Manager	Majid Mirfakhraei
Stage Manager Assistant	Gitta Boroumand
Audio Visual Team	AV Land
Animation Team	Ashkan Rahgozar, Zahra Moradi, Shideh Toloei, Mystic House of Production
Additional Animation Scoring	Sylvain Carton, Mouzhan Yousefi-Carton, TZME Productions
Sound Engineer	Hamidreza Maleki
Backstage Manager	Shadan Khaiambashi, Farnaz Soltani
Costume Designer	Jila Sabet
Costume Makers	Shirin Kochaki, Mahnaz Ebrahimiyan, Farnaz Soltani
Dressing Room Coordinator	Soheila Sohrabi
Hair Stylists	Farahnaz Rostamy, Samira Mirzaei
Makeup Artists	Atena Lotfi, Samira Esthetics, Roja Janitermi. Mojgan Teleschian-Babaei

INTERACTIVE MEDIA

Marketing	Kaizen Sigma
Public Relations	Amplify PR
Project Manager	Fouzhan Yousefi
Graphic Designer	www.KouroshBabaei.com
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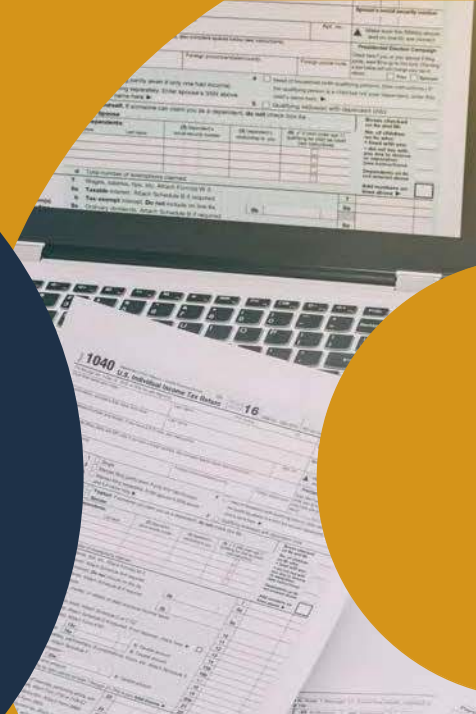
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spirit of rebirth and
renewal guide us all
to better days.
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The spice of every performance is the talent brought by its musicians. NICA is indebted to the following accomplished musicians:

Musicians of “The Story of Nowruz”

Aidin Ahmadi Nejad	Cello
Aidin Okhovat	Tar
Ali Moradi	Vocals
Aman Cowell	Trumpet
Amir Zaker	Violin
Andrew Maloney	Sax
Elyse Ader	Viola
Greg Ellis	Percussion
Jervonny Collier	Bass
Khatereh Gharagoozloo	Santour
Kianoush Khalilian	Ney
Kourosh Babaei	Kamancheh
Matthew Major	Violin
Micheal Schwab	Guitar
Miguel Recendez	Trombone
Mohammad Ebrahimi	Sorna
Nariman Assadi	Daf
Nicknam Fathi	Dohol
Raeeka Yaghmaei	Singer
Ramin Yousefzamani	Violin
Shamiram Ghashehpour	Vocals



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