



MAGIC OF PERSIA  
NOWROUZ  
AUCTION GALA  
BENEFIT

---

JUMEIRAH EMIRATES TOWERS | DUBAI | 2015

# ABOUT

## MOP FOUNDATION

A NON-POLITICAL, NON-RELIGIOUS, UK/US REGISTERED CHARITY

Established in 2004, Magic of Persia promotes Iranian art and culture to a wider audience and strives to make a notable contribution to its long-term advancement worldwide. This is accomplished by establishing programmes in modern and contemporary Iranian art, music, media and academia in partnership with world-class institutions.

MOP's Art & Education programmes include:

- A series of artists' panel discussions entitled 'Different Perspectives on Modern and Contemporary Iranian Art' in collaboration with the British Museum
- Art residencies and exhibitions for young Iranian artists at the Delfina Foundation and Parasol unit in London
- Curate Archive, online residency
- Publication Grants
- Scholarships and grants in higher education at the Royal College of Art, London Film School and Goldsmiths University of London
- The Magic of Persia Contemporary Art Prize (MOP CAP); a global search for the next generation of Iranian visual artists
- The MOP CAP Artists' Directory

The charity's primary source of funding derives from the auction of artwork generously donated by established and emerging Iranian and international artists. Conducted by Christie's and Sotheby's and held in the UK and the UAE, the success of these fundraising events relies entirely on the participation and support of artists and patrons alike. Sponsorship from organisations and individuals also supports MOP's various projects.

# BENEFICIARIES

MAGIC OF PERSIA SUPPORTS A NUMBER OF  
CHARITY ORGANISATIONS & DEVELOPMENT PROGRAMS

- ABOOKNESS, A project of documentation of Iranian movie posters, Tehran
  - Al Noor Training Centre for Children with Special Needs, Dubai
    - Future Centre for Special Needs, Abu Dhabi
  - Ilia School for Afghan Refugee Children – Shahre Rey - Tehran
    - Parasol unit, Education workshops, London
- Sponsorship of Symposia Iranica, Iranian Studies, University of St Andrews, Fife
  - Magic of Persia Art & Education programmes



LOT **10**

MOHAMMAD BOZORGI

Déjà Vu 2 / 2014  
Mixed media on canvas  
150 x 201cm  
Courtesy of the artist

STARTING BID: \$8,000

# THE AUCTION LOTS

---

CONDUCTED BY CHRISTIE'S

AUCTIONEER | JULIEN-VINCENT BRUNIE

---

TO PLACE AN ABSENTEE BID PLEASE CONTACT  
[ABSENTEEBIDDINGS@GMAIL.COM](mailto:ABSENTEEBIDDINGS@GMAIL.COM)



[WWW.MAGICOPPER.SIA.COM](http://WWW.MAGICOPPER.SIA.COM)

ISBN 978-0-9572007-6-3