

# BRIDGE OF PERSIA

FUNDRAISING AUCTION GALA | LONDON 2013



WELCOME TO

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# BRIDGE OF PERSIA

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14 OCTOBER 2013 | ROYAL COLLEGE OF ART | LONDON

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FUNDRAISING AUCTION GALA

# BENEFICIARIES

## MAGIC OF PERSIA BENEFICIARIES 2014/2015

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- △ OMID FOUNDATIONS, LONDON
- △ POPLI KHALATBARI CHARITABLE FOUNDATION, LONDON
- △ SNOWFLAKE SCHOOL FOR CHILDREN WITH AUTISM, LONDON
  
- △ BRITISH MUSEUM, LONDON
- △ DELFINA FOUNDATION, LONDON
- △ GOLDSMITHS UNIVERSITY OF LONDON, LONDON
- △ LONDON FILM SCHOOL, LONDON
- △ PARASOL UNIT FOUNDATION FOR CONTEMPORARY ART, LONDON
  
- △ MOP CAP 2015, LONDON & DUBAI
- △ EDUCATION, EXHIBITION, PUBLICATION, FILM AND MUSIC GRANTS



LOT **5** MOHAMMAD BOZORGI  
KINDNESS 1 2013

STARTING BID : £1,500

Acrylic on canvas  
150 x 150 cm  
Courtesy of the artist

## ABOUT MAGIC OF PERSIA

MAGIC OF PERSIA IS A NON-POLITICAL, NON-RELIGIOUS UK REGISTERED CHARITY (NO.1104066) ESTABLISHED IN 2004.

Magic of Persia (MOP) promotes Iranian art and culture to a wider audience outside of Iran, 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 programmes include:

- △ The Magic of Persia Contemporary Art Prize (MOP CAP): a global search for the next generation of Iranian visual artists.
- △ Art residencies and exhibitions for young Iranian artists at the Delfina Foundation, Parasol unit and Royal College of Art in London.
- △ Scholarships and grants in higher education at the Royal College of Art, London Film School, and Goldsmiths University of London.
- △ A series of artists' panel discussions entitled 'Different Perspectives on Modern and Contemporary Iranian Art' in collaboration with the British Museum.
- △ Family days bringing together more than 120,000 people at the British Museum and Victoria & Albert Museum in London.

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