

## Call for Entry:

### The 9th International Fajr Festival of Handicrafts (Sarv-e Simin)

20<sup>th</sup> -24<sup>th</sup> February 2025

Tehran, Iran

#### Introduction

The 9th International Fajr Festival of Handicrafts (Sarv-e Simin), held under the theme “**Cultural Diversity and Convergence,**” is a prestigious global event showcasing the finest creations in handicrafts and traditional arts. This festival provides a unique platform for a competitive display of the most outstanding and valuable works crafted by master artisans and renowned designers.

Designed with an international scope, the festival highlights exceptional creativity and innovation in design, technique, and the use of high-quality materials. By presenting these remarkable pieces as exemplary works, the festival serves as both a fair and inspiring competition and a model for fostering artistic excellence on a global scale.

#### Main Section of the Festival:

**Fine Handicrafts:** This section is dedicated to showcasing **exceptional works of fine (classic) handicrafts**, evaluated by a panel of expert judges based on criteria such as quality, craftsmanship, aesthetic appeal, and cultural significance. International participants are invited to submit their works that meet the highest standards of excellence and originality.

To participate in this section, artisans must register on the festival’s official website and upload high quality images along with detailed information about their submissions. This ensures fair evaluation and provides an opportunity for their work to be recognized on an international platform.

#### Judging Process

The evaluation of submissions for the 9th International Fajr Festival of Handicrafts (Sarv-e Simin) follows three stages listed below:

- **Initial Selection:**  
Submitted works are reviewed based on the images uploaded. The selection panel evaluates the entries and shortlists a number of works for the next stage, where the original pieces must be submitted. Shortlisting at this stage does not guarantee being accepted for the exhibition.
- **Physical Review:**  
The received works are compared to their submitted images to ensure consistency and quality. Qualified works are displayed in the festival exhibition.
- **Final Judging:**  
The works will be evaluated and scored based on listed criteria. Twenty nominees are selected for the last evaluation, and the final winners will be announced at closing event.

## Criteria

To determine the best submissions, the panel evaluates works based on the following criteria:

1. **Technical and Artisanal Quality**
2. **Innovation, Creativity, and Design**
3. **High-Quality and Sustainable Materials**
4. **Message and Artistic Narrative**
5. **Impact on Audience**
6. **Authenticity and Preservation of Traditions**
7. **Multicultural and International Collaboration**

## International Awards:

The 9th Sarv-e Simin International Festival offers two exclusive awards for international participants:

1. **International Award:**
  - Prize: €700 in cash (1 artisan) ○  
Recognition: Sarv-e Simin Trophy
2. **Honorable Mention for International Participants:**
  - Prize: €400 in cash (1 artisan) ○  
Recognition: Certificate of Merit

## Submission Guidelines for Artwork Photographs

Submitted photographs of artworks for the **9th Sarv-e Simin International Festival of Handicrafts** must adhere to the following instructions, designed to ensure clear, high-quality images suitable for evaluation by the jury: **Photo Quality and Resolution**

- Submitted photographs must be of **high resolution** with a minimum of **300 DPI**, ensuring all details of the artwork are clearly visible.
- Files must be in **JPEG format** with a file size between **1 MB and 2 MB**.
- The dimensions of the photographs should range between **1000 to 2000 pixels** in width or height.

## **Angles and Composition**

- Participants must provide at least **one main image** of the artwork, showcasing its entirety.
- Additional close-up photographs (maximum **4 images**) of specific details, highlighting intricate techniques or unique features, are encouraged to help judges better understand the craftsmanship.

## **Background and Lighting**

- Photographs must be taken against a **simple, pattern-free background** (preferably white or gray) to keep the focus on the artwork.
- Lighting should be **natural or professional**, avoiding harsh shadows or direct light that could obscure details. The aim is to capture images that closely resemble the actual appearance of the artwork. **File Naming and Submission**

- All photographs must be uploaded through the festival's official registration form on the website.
- Each file should be named with the **artisan's name** for easy identification.

## **Additional Notes**

Detailed photography guidelines, including text and video instructions, will be available on the festival's website to assist participants in preparing their submissions.

## **Description Form Submission Guidelines**

When submitting an artwork to **the 9th Sarv-e Simin International Festival of Handicrafts and Traditional Arts**, participants are required to complete a detailed description form.

Details to Include:

*Major:* e.g., pottery, textile weaving

*Name of the Artwork:* Include a unique and descriptive title for your submission

*Materials:* List the materials used in creating the artwork

*Method and Features:* Describe the techniques and processes used to craft the piece, along with any notable technical features.

*Dimensions & weight:* Length, Width, Height

*Inspiration and Concept:* The artistic message or cultural narrative embedded in the work.

*Cultural or Historical Background:* If the artwork draws upon cultural traditions, historical influences, or regional techniques, provide details. Highlight connections to traditional crafts or unique heritage.

*Innovative aspect:* Explain the artistic goals and any innovative features of the work.

## **Artwork Submission Guidelines**

International participants submitting their works to the **9th International Fajr Festival of Handicrafts** must adhere to the following conditions:

### **1. Design and Quality Standards:**

- Submissions must exhibit **exceptional craftsmanship, innovation**, and outstanding artistic quality.

### **2. Submission through Official Channels:**

- Works should be submitted via **cultural attachés of embassies** or in collaboration with the **World Crafts Council (WCC)** to ensure authenticity and proper representation.

### **3. Size and Weight Requirements:**

- Artworks must be of a size and weight that allows for easy transportation by one individual.

### **4. Packaging**

- If an artwork requires special protective packaging, participants must provide the necessary materials to ensure its safety during transportation.

### **Accommodation and Transportation:**

Artisans whose works are selected for display in the exhibition can coordinate with the embassy of their respective countries for assistance in sending the original works to the festival. Participants are encouraged to ensure timely delivery of their works no longer than 4th February 2025.

All expenses for the winners of the international section, including flight tickets, transfers, accommodation, and hospitality during their stay in Iran (23–25 February 2025), will be covered by the festival's organizing committee.

### **Delivery of International Works:**

Address: Mellat Palace, Sa'dabad Cultural and Historical Complex, Taheri St, District 1, Tajrish Sq., Tehran, Iran

Contact Person: Ms. Azadeh Nikouei (WhatsApp & Mobile: +989101452602)

Date: 4-7 February 2025

Time: 9:00 AM - 5:00 PM **Festival**

### **Timeline**

- **Registration Deadline:** 24 January,, 2025
- **Initial Judging:** 29 January – 1 February, 2025
- **Announcement of Initial Judging Results:** 2 – 3 February, 2025
- **Submission of Physical Artworks:** 4 – 7 February, 2025
- **Final Selection of Artworks for the Exhibition:** 8 – 9 February, 2025
- **The Exhibition Setup and Artwork Installation:** 11 – 12 February, 2025
- **Opening Ceremony and the Exhibition Launch:** 20 February, 2025
- **Final day of the Exhibition:** 23 February, 2025
- **Closing Ceremony:** 24 February, 2025

*The venue for the opening ceremony, exhibition, and closing event will be announced later.*

**Secretariat address:** Mellat Palace, Sa'dabad Cultural and Historical Complex, Taheri St, District 1, Tajrish Sq., Tehran – Iran.

Website: [Fajr.mcth.ir](http://Fajr.mcth.ir)

**Contact person:** Ms. Mahshid Ilkhani: (WhatsApp & Mobile: +989122496656)