“Art and Experience” cinematic group is an opportunity to show worthwhile movies chosen from non-commercial ones, in order to demonstrate the brilliance of their creators in the cinema community. It also makes a profound impact towards improving Iranian filmgoer’s knowledge regarding movies as well as flourishing artistic aspects of Iranian cinema. In this program, the term “art film” refers to any cinematic work— including short films, feature films, documentary and animation films—whose forms and content can impress the viewer’s aesthetic-tastes and emotions and bring in immense satisfaction. An art film should also enhance the viewer’s tact and discrimination in terms of visual aesthetics. Furthermore, the term “experimental film” refers to movies which present new methods of expression and cinematic narratives, on the contrary to the commercial and mainstream movies. It is worth mentioning that brilliant and distinguishable movies that belong to mainstream cinema have not found the opportunity to be screened and are now given a chance to be shown in this group. Art and Experience cinematic group invites the filmmakers and producers whose works meet the following requirements to submit their works to the office of this group. The requirements and conditions are as follow:

Any person (private or official) can submit his/her movie for showing in this group.

Obtaining the public performance license from the ministry of culture and Islamic guidance is mandatory for screening movies.

The request to show a movie in this group must come from either the owner of the movie or his/her official representative.

The directorate of this group is in charge of accepting the qualified movies for screening.

Meeting the technical standards, having a decent video and audio quality to respect audiences and their rights, is one of the key factors for movies to be chosen by this group.

The financial support for each feature film, for its publicizing and advertisement, is allocated from the budgets set for the program, and the directorate determines the amount of the money will be spent on movies by the executive managerial team.

The financial support for producing a documentary film is 20 million Rials.

The financial support for producing a short film is 5 million Rials.

The executive manager of this group encourages the filmmakers and producers to publicize and advertise their movies.

Submission of a digital copy of films and meeting the standards for
screening in movie theaters is responsibility of film owners and there is no budgets allocated for it in this program. The profit coming from selling the rickets totally goes to the film owners budget of this program. The arrangement of opening, proceeding, and finishing the screening of selected movies will be announced in a different statute. The process of preparation, advertisement and distribution of movies will be undertaken by the executive manager of the program according to a contract with film owners or their official representative. The start date for screening the selected movies will be announced subsequently after determining the movie theaters in Tehran and interest for screening the movies of this group from movie theaters across Iran, the executive manager will take the proper action to screen the films in those cinemas.

Bittersweet Days of Art and Experience

Since summer 2014, when the “Art and Experience” cinematic group started its activities, so many pros and cons, positive and negative ideas about it, came to existence. Some welcomed it and eagerly looked for its success in practice. On the contrary, many people claimed that this group is nothing but the repetition of the similar pervious plans like “open sky”, that ended in failure. Hojatollah Ayoubi who is the deputy of culture and Islamic guidance minister and the head of Iranian cinema organization as the main supporter, all the members were appointed by him. Amir Hossein Alamalhoda, who is executive manager and secretary of directorate, along with seven well-known veterans of Iranian cinema, namely Jamal Omid, Houshang Golmakan, Jafar Sanaei Moghadam, Iraj Taghipour, Shahram Mokri, Mohammad Reza Faraji, Majid Meschi and Seyfollah Samadian are the members of directorate of “Art and Experience” cinematic group.

Starting of the Activity

Finally the group started its job on 5 October 2014 and had a well-received opening which leaded to have more than 60 feature films and the same number for documentary and short films in secretariat within the first months. Hojatollah Ayoubi attended a co-creative meeting and joined cinematic people who were fond of this group and
exposed his supports, expectancies and hopes. Seyfollah Samadian, Houshang Golmakani, Shahram Mokri and Amir Hossein Alamalhoda spoke in that meeting too and in fact the whole words ended up shaping the aims and future path of “Art and Experience” group. In the meeting concerns like the rotating movie schedules like festivals, the low numbers of cinema halls and the method of becoming aware of screening schedules were mentioned and answered.

**Building Trust among Cinema People**

But there were some points which could capture the relative trust and satisfaction of cinema people too. This cinematic group was established to give an opportunity to the movies that have lower chance of being on screen. The purpose of the group was not to solve the screening problems of the movies which have been waiting for screening; the duty of the group was to show the movies with art and experience quality and to support them. The movies which have cultural structure are going to be culture builders will be on screen in here.

“Art and Experience” cinema group not only provides a suitable atmosphere for screening artistic and experimental movies, but also it can make a convenient environment for the growth of youngsters’ thoughts that are interested in seventh art. This group is an effort for screening those worthwhile movies chosen from the non-commercial ones, in order to demonstrate the brilliance of their creators in the cinema community. It also makes a profound impact towards improving Iranian filmgoers’ knowledge regarding movies as well as flourishing artistic aspects of Iranian cinema.

**Advertisement Support**

This time was cinema people’s turn to know what will happen to their artworks and what will across the way of their movies which they have made with lots of hopes and wishes. In an announcement released by the group, the traits of the artistic and experimental movies and also the executive policies, which were going to be used in this path, were mentioned. But the emphasis was on the fact that movies will evaluate in this group which haven’t had the possibility to be on screen till now and in a different and supporting action on the basis of movie ranking will receive a financial support for advertisement.

**Screening Method**

“Screening works of cinema masters, Beyzai, Sohrab Shahid Sales, Kamran Shirdel, and Shahid Avini”

Informing people about art and experience group and its theaters was followed by screening old and famous movies of Iran’s cinema. Examples of these movies are “Amoo Sibiloo” (Uncle Mustache) and “Safar” (Travel) by Bahram Beyzai in Pardis Koorosh, A Simple Event
from Sohrab Shahid Sales went on screen in cinema museum and The Night It Rained by Kamran Shirdel was screened in Pardis-Hoveyze of Mashahad and was the introducer of the theaters and cinema halls. “On” (That) by Shahid Avini was on screen in Azadi cinema.

Welcoming of Cinema People

According to the list that has been released from this cinematic group, from 217 Iranian movies which have been proposed to them, 112 Iranian movies were able to be on screen and 105 of them were not. In the past year 48 Iranian movies have been on screen that 33 of them were having their first screenings and 5 films among them were experiencing their second screenings. 10 foreign feature movies have been also on screen in this group which 6 of them were having their first screenings and 4 of them were experiencing their second screenings.

Among Iranian documentaries 158 films have been presented which 86 Iranian documentaries were able to be shown and 72 of them were not. During past year 29 documentaries have been on screen in Art and Experience cinema group which 26 of them were Iranian documentaries and 3 of them were foreign documentaries. Between Iranian documentaries 17 of them were having their first screenings and 9 of them were experiencing their second screenings and the three foreign films were having their second screenings.

According to these statistics from the whole 302 Iranian short films which were presented to Art and Experience group, 141 of them were able to be on screen and 161 of them were not. During the last year 49 Iranian short films have been on screen and 43 of them were having their first screening and the other 6 movies were their second screening.

Among Iranian animation movies, there were 19 Iranian animation movies who were interested in being on screen of Art and Experience group which 8 of them were able to be on screen of this group and 11 of them were not. In the last year 4 animation movies have been on screen in this group.

In total 696 Iranian movies have been interested in being on screen of Art and Experience group which 347 Iranian movies were possible to be shown and 349 Iranian movies were not. In total 130 films were screened in Art and Experience group which were 117 Iranian movies and 13 foreign movies. 97 Iranian movies were experiencing their first screenings among them and 20 of them were having their second screenings. Between 13 screened foreign movies, 6 of them were having their first screenings and 7 of them were experiencing their second screenings.
“Statistics of Annual Screenings of Art and Experience Cinematic Group”

33 Movies, first screening:

5 Feature Movies, Second Screening:

17 Documentaries, First Screening:

9 Documentaries, Second Screening:

43 Short Films, First Screening:
6 Short Films, Second Screening:

4 Animation movies:
“Junk Girl”, “All the Winter’s I Haven’t Seen”, “Insan”, “Lady with Flower”

“Presence of “Art and Experience” Movies in the World Festivals”

“Tehran to Paradise” (Praised in Montreal, Rotterdam, Sidney, Washington, Terry Bern California Festivals)

“Harmonica” (Gold medal of Giffoni IFF in 1369 and bronze griffon a Dominica macule memorial)

“A Place To Live” (Chosen in Doc Film section of Canne Festival and Belgium Millennium Film Festival)

“Meeting Leila” (Best director award in Tashkent Film Festival, Golden Panther, Leila Hatami for best actress, in Iranian Film Festival, San Francisco, and attendance in International Film Festivals of Chicago, Sao Paulo (Brazil), Bari in Italy and BAFICI in Argentina)

“The Cow” (Awarded by critics of The 32nd Annual Venice Film Festival)

“Fish and Cat” (Attendance in competitive section of horizons of 70th Venice Film Festival in 2013, screened in Arcobaleno Film Center of Milan, 2013. Attendance in competitive section of a window to the cinema of Asia, 18th Pusan Film Festival (South Korea) 2013. Attendance in competition section of 37th Sao Paulo Film Festival, 2013. Attendance in competition section of 13th Lisbon and Estoril Film Festivals in Portugal, 2013 and awarded for the best film in Tertio Millennium Film Festival, Italy and the 10th Dubai festival. The special award of jury and nominee for best director in 7th annual award of cinema in Asia and Pacific, Australia, 2013. Attendance in 43rd Rotterdam Film Festival, Netherlands, 2013. Attendance in independent Film Festival, Istanbul, 2013. Awarded for best movie and best movie of critics. Attended to 43rd newbie directors, new films of New York, 2014. Attendance in 19th Vilnius Film Festival, Lithuania, 2014. Attendance in competition section of 28th Freiburg Film Festival, Switzerland, 2014. Awarded for best youngsters’ jury’s movie and FIPRESCI International federation of cinema critics.

“Ashkan, the Charmed Ring and Other Stories” (Attendance in Pusan, Santa Barbara, Tbilisi, Sao Paulo, Granada, Mumbai Festivals.)

“Objects in Mirror Are Closer than They Appear” (Awarded for the
best leading actress and people's choice award in silver horse Film Festival, Russia. best director award from women's Film Festival of France. Special European premiere tour award and chosen film in Asia-Pacific Film Festival, Los Angeles, Shanghai in China, Middle East, Italy)

“I Hate the Down” (Went on screen in a review on cinema in Iran, in Edinburgh festival in the year 2013, and in UCLA, in 2014.)

“The Story of Maryam’s disappearance” (Attended to International Festivals of Rotterdam, Tribeca, Pusan, Thessaloniki, Edinburg, Montreal, Hong Kong, Rio de Janeiro, Copenhagen, Manaki Brothers, Deauville, Cologne, Morocco, International Environmental Film Festival of Paris, Winner of First Jury’s Special Mention at the 53rd Thessaloniki IFF; Winner of Jury Prize at the 12th Marrakesh International Film Festival, Morocco, Winner of Critics’ Prize at the 15th Deauville Asian Film Festival, France, Winner of Night Award at the 11th International Festival Signes de Nuit, Paris, France, Special Film for Paris International Environmental Film Festival's Ending, One of the top 10 movies of indie wire in 2013 which haven’t been on screen, One of the top 10 movies of France Cult in 2013 which haven’t been on screen)

“Sunlight, Moonlight, Earth” (Praised in Film Festivals of Montreal, Rotterdam, Sydney, Washington and tribern, California.)

“Exteriors” (3 continents festival of nantes,2006. and premiered in Koln, Prague, Oslo, Munich and Paris)

“Unripe Pomegranates” (Chosen in the main competition section of international Moscow Film Festival, chosen in the main competition section of international Sao Paulo Film Festival. praised by FIPRESCI, international federation of film critics. Praised by authentic Hollywood cinema media, Reporter.)

“A Minor Leap Down” (Winner of FIPRESCI’s Award at the 65th Internationale Film festspiele Berlinale-Panoram, Germany, 2015)

“Certified Copy” (Award for the best leading actress in Canne movie festival, 2010, and a nominee for golden palm, Canne Festival.)

“Have You Another Apple?” (Attended to Venice, Brooklyn, Stockholm, Cairo, Tokyo FilmeX, Uruguay, Reykjavik, Hong Kong, Sao Paulo, Leeds, Karachi Film Festivals and first prize in Abuja Festival, Nigeria.)

“Acrid” (Attended to the main section of 8th Rome Festival of Italy and Winner of the knight statue for best performances in 2013 and attended to Festivals of Gutenberg, Poona of India, Cambridge of London, Dabat of Russia)

“Taboor” (Attended to International Festivals of Rotterdam, Tribeca, Pusan, Thessaloniki, Edinburg, Montreal, Hong Kong, Rio de Janeiro, Copenhagen, Manaki Brothers, Deauville, Cologne, Morocco, International Environmental Film Festival of Paris, Winner of First Jury’s Special Mention at the 53rd Thessaloniki IFF, Winner of Jury Prize at the 12th Marrakesh International Film Festival, Morocco, Winner of Critics’ Prize at the 15th Deauville Asian Film Festival, France, Winner of Night Award at the 11th International Festival Signes de Nuit, Paris, France, Special Film for Paris International Environmental Film Festival’s Ending, One of the top 10 movies of indie wire in 2013 which haven’t been on screen, One of the top 10 movies of France Cult in 2013 which haven’t been on screen)

“Parviz” (Jury’s Special Mention at the 60th San Sebastian 2012, Silver Apricot Prize at GOLDEN APRICOT Yerevan International Film Festival, Armenia, Suvarna Chakoram /Golden Crow Pheasant for Best Film at the 18th Kerala International Film Festival, India 2013, Best Performance by an Actor Levon Haftvan at the 13th Dhaka International Film Festival, Bangladesh, NETPAC Award at the 13th Asiatica-filmediala, Rome, Italy, Sepanta Award for Best Film, Best Director, Best Screenplay, Best Performance by an Actor Levon Haftvan, Best Cinematography at the 6th Iranian Film Festival San Francisco, USA.)

“316” Mill Valley Film Festival (2-12Oct.2014/USA), Int’l film festival Mannheim – Heidelberg (6-16 Nov.2014/ Germany) , Gene Siskel F.F. (February 2015/ USA), Prague international Film Festival (march 2015/ Czech) , Varna international Film Festival (August 2015/ Bulgaria)

“Atlan” (Nominated for best documentary film in TRT Festival of Turkey)

“Molfe Gand” (Nuremburg International Human Rights Award for best movie, Special award of Jury’s in Kassel Festival, Best original film award of Belgian Festival, Critics award in Brussels Millennium Festival, California University’s Choice, Boston Film Festival, Screening for a month in different cities of San Francisco, Los Angeles, Vancouver, Toronto, New York, Washington, San Diego, Waterloo University of Canada’s Choice, Special Screenings for students and artists, Chosen documentary in Munich of Germany, Screening in festivals and academic centers of cinema in the world)

“Zero Point Orbit” (Best Documentary Film in International Med Fest of Italy, Chosen Film in FILMINI International Festival of Sofia in Bulgaria, Winner of special Brede named as Don Jose Louis J. the Ital-
ian documentary filmmaker, Statue and Honor Diploma for the best documentary movie from Varesh Film Festival, Chosen and Screened in many international festivals

“Kahrizak, Four Views” (Winner of Special Jury’s choice in Dubai Festival of 2012)

“From Iran, A Separation” (Attended to Festival International des Cinémas d’Asie of France, International Documentary Film Festival of Qatar and Al Jazeera, DOCUDAUS UA International Human Rights Documentary Film Festival, Iranian Film Festival Germany- Köln, Copenhagen of Denmark Festival)

“I Want to Be a King” (Chosen in IDFA Festival 2014, Silver Docs of the USA 2015, Sheffield Festival of England 2015, Doc Fest Festival of Munich 2015, Millennium Festival of Belgium 2015, Poland PlatDocs Festival 2015, Finalist award in TRT Festival of Turkey 2015, Flahertiana Festival of Russia 2015, DMZ Festival of South Korea 2015, Zurich Festival of Switzerland 2015)

“Trucker and the Fox” (Attended to Docs-Canada Documentary Festival, Chicago International Film Festival in the USA, Visions du Reel of Switzerland, Doc Point Festival of Finland, Documentary Festival in Montreal of Canada, Karaka Festival in Poland)

“Doll” (Golden medal and honor diploma from National Festival of Austria, Ebensee 2000, Silver and honor diploma of Unica 2000, Statue and honor diploma of Liechtenstein, 2000)

“The Unclean” (Cannes Film Festival Short Film Corner, France, 2014 Wins Best Iranian Film, 2014 Certificate Of Appreciation Of Pink City International Short Film (PCISFF), Rajasthan, 2014 Festival Internazionale del Cinema Second Award MIKROPOLI, Serbia, 2014 Special Mention Awarded di étranger Film Festival, Italia, 2014, Special Mention At Festival del Cortometraggio ‘O Curt XIV Povero SPECIAL PRIZE - CITY OF ISPRA, Ispra, Italy, 2014, Best film from the eyes of audiences in Australia)

“11” (Winner of best screenplay of short movie in the 4th Iranian Film Festival of London)


“After the Class” (Seen and Heard Festival, Australia, 2013- Clermont-Ferrand Short Film Festival, 2013- BANG! SHORT FILM FESTIVAL, UK, 2012- 60th Belgrade Documentary and Short Film Festival, Dawn Breakers Film Festival, Switzerland, 2013- Corto Helvetica al

“Table, Newspaper and three dots!” (Second award of best experimental film in Varesh Festival, Attended to Iranian Festivals of Paris)

“Tehran, Khaniabad, 1366” (Winner of best film in peace section of Golden Pars Film Festival of Turkey 2014, Chosen in Hidden Film Festival of New York 2014, Chosen in Iranian Film Festival of London 2014)

“IMPTENSION-XPS160” (Award-winning Best Picture of the Hollywood Island Los Angeles, Award-winning Best Picture of the South Asia Award, Nomination for Best Film the camera image - Poland Award-winning Best Picture of the Kolkata - India, The award-winning Best Picture/ art - America Prize-winning, Best Picture and Video of the Asian on film - America Award Nomination for Best Film of the take two film - New York, Award winning best film and best cinematography in Asians On Film Festival 2014, Nominated for best film in Rome Independent Film Festival 2014, Attended to Seattle True Independent Film Festival 2014, Best art and experience movie of Red Dirt International Film Festival, US 2013, Attended to competitive Eastern Breeze International Film Festival in Canada, Attended to Christian Life International Film Festival of England)

“Annual Sales Statistics”
Amir Hossein Alamalhoda as the executive director of “Art and Experience” announced that the whole budgets assigned to this project is 2 billion Tomans. And also announced the annual sales statistics as 2 billion Tomans by having 6 theaters, 4 theaters in Tehran (Cinema Museum, Artists House, Farhang Cinema, and Pardis Koorosh) and 2 theaters in Mashahad and Isfahan with capacity of 940 seats from the whole 140 thousand seats of the country’s theaters which are the hosts for 310 thousand audiences.

“Comments of Artists who had Movies on Screen in Art and Experience Group”
Alireza Davoodnejad, Director of “Snake Oil”
I was one of the people who were attended to regulation drawn up of guild council for creating Art and Experience group and I insisted on the creation of this group a lot. Because I thought we have a long row of unscreened movies. We need to make a screening capacity for these kinds of movies so that they can find their market in these limited screenings.
Majid Barzegar, Director of “Parviz”:
Presumably the people who try that much of different experiences, in any way, I won’t mention the amount of success, maybe we were successful, maybe we weren’t, it’s an experience, they have some assumptions of the amount of their success because in fact they predict that their movies won’t be screened or if they do they won’t sell well. As Art and Experience say themselves, this group is not going to screen the movies that are waiting in the line for screening but they will choose and try to screen the movies which can place in the definition of “Art and Experience” with any price, even if they don’t gain any audience.

Abolfazl Safari, Director of “From Tehran to Paradise”:
Art and Experience cinema group will gradually teach their audience and increase their mind creativity. As a filmmaker I will do my best to support this cinematic group’s path. This group should be preserved because in this way many good movies which less people have seen will be preserved.

Piroz Kalantari, Creator of “The Gay Science” episode and “Kahrizak in four views”
Art and Experience group is good for screening different and experimental movies. Even the definition lies in its name, artistic and experimental movies which may be seen less in public screenings. Screenings of these works in Art and Experience group gives hope due to providing a place for discussion, introducing movies and identifying them for showing in television.

Majid Mostafavi, Director of “Unripe Pomegranates”:
In Art and Experience group the duration of the screenings are longer and the fact that for screening your movie you won’t cut the length and width and you won’t follow the wrong rules of screenings, is good and the movie will find its own audience. This is the most important help which can be given to this kind of cinema.

Mohsen Amiryousefi, Director of “Hamlet in Kahrizak” episode and “Kahrizak in four views”:
Starting of the Art and Experience group is one of the positive events which have happened in moderate government. Art and Experience cinema is a stream itself and it has already started a wave. This wave is having the burden of high percentage of awards and International credit of Iran’s cinema on its shoulders. Creation of Art and Experience is just paying off the debts to cinema, which was a duty for 35 years, and finally that happened.
Kiarash Asadi Zadeh, Director of “Acrid”:

Art and Experience has helped to Iran’s cinema. In my opinion Art and Experience with the power that it already has will change Iran’s cinema’s path. In near future, it will think of producing and it will start a contemplation which leads to enhancing the quality of Iran’s cinema productions. It will have positive influence on audience’s choices too. From the time Art and Experience started its work until now we can see the growth of taste in movie watching choices of audiences. I hope Art and Experience group continues their work.

Arash Lahooti, Director of “Trucker and the Fox”:

Just the fact that people are getting used to have documentaries in their cultural purchases or buy the tickets and watch the documentaries, these are good events per se. I think the goal of Art and Experience from screening documentary movies is to make people interested and attracting documentary lovers to cinemas. If this event happens, it will have a positive influence on documentary productions. If the producers of private sector feels like the money they spent will come back a little by screenings, they will more cooperate.

Payman Haghani, Director of “316”:

If this idea moves in a right direction, it will result the growth of new generation of filmmakers. I have made both of my pervious works myself. If Art and Experience wasn’t existed, I couldn’t make my next movie because I have sold all I had for “316”. But being on screen of Art and Experience made me hopeful. The new generation of filmmakers will grow right through Art and Experience’s heart

Hamed Rajabi, Director of “A Minor Leap down”:

Here, the audiences know what kind of movie they will watch and I like this. In fact the audience has chosen Art and Experience movies because they say; I want to watch a different movie. Now, he or she may like this different movie after watching or not, this is not important. Feeling the difference is more important. At the end the audience won’t come out of the theater unsatisfied

Mahdi Pakdel, Director of “Tomorrow”:

Art and Experience gives a screening chance to the filmmakers who are the prestige of Iran’s cinema. This matter is true while each of Art and Experience movies can influence on mind, thoughts and the kind of fate audiences possess. Because the use of art is not just for entertainment and in cinema we should search for other things than wasting the audience’s time.

Mehdi Ganji, Director of “I Want to Be a King” documentary:

When we provide a place for screening special movies and documentary
movies like all over the world, not only we help these people to have their movies on screen but also we improve the taste level of the people who look at the cinema differently. I’m happy about the event that has happened for Art and Experience group.

**Mahmoud Rahmani, Director of “Molfe Gand”:**

If Art and Experience was not existed, these movies would Sweep under the carpet again. Our expectancies are to get more attention in documentary section in Art and Experience. Documentary cinema can be more culture making and influential. It is good to redefine the meaning of Art and Experience with different tastes, with more updated tastes and more creative people. When we talk about experience, we don't mean skill. It’s not deconstruction but it is running away from any construction. It’s making new forms.

**Vahid Vakilifar, Director of “Taboor”:**

I’m happy that this historical chance is at the same time of our filmmaking era and the young generation who needs more audiences to see their works and this event that after the short time of Art and Experience creation, audiences welcomed the good movies in this group is overwhelming and it shows this plan will have its influences in long term process. This cinema may be a light and turning point in culture of this country in far future.

**Mojtaba Mirtahmasb, Director of “Six Centuries, Six Years”:**

The methods that has been chosen for screening Art and Experience movies, has similar pattern in the world and it looks like a new cultural environment is going to be created which has different quality compares to the usual cinema. I feel positive about this matter and we should let the experiences happen and the objections come to an end and see how much these people who are gathered in Art and Experience group will be successful.

**Toraj Aslani, Director of “Ginkgo”:**

This cinematic group is the best event to stop brain drain from the country. It has added a new taste to Iran’s cinema and some audiences are going to watch these movies. Even though the movies of this cinematic group are not full of stars, they are full of intelligence. Cultural movies are mainly the border guard of cinema and culture and this group is protecting the cultural section of cinema.

**Kaveh Ebrahimpour, Director of “Yahya didn’t keep quiet”:**

I was trying to tell a good story. I was never thinking of the sales and now I feel satisfaction from Art and Experience event. Any way this group is a new progress which can attracts more audiences with advertisement to this respectable cinema.
Hopes of Hojjatollah Ayyoubi as Manager of Cinematic Organization were that to start a group for art and experience cinema movies and the words he has mentioned several times is: The hopes I have for Art and Experience group not only is to have good screenings but also is to be an avant-garde group in cinema management and new experiences for theater management, advertisement, discussion and movie sessions. I hope this group presents new experiences and to be for the whole cinema industry and many of the experiences I like to happen in cinema, first become successful in Art and Experience group and then expand in the whole cinema and gift positive energy to it.

And…An Out of Reach Wish for Art and Experience Group

In early days, the authorities were hopeful that in a few years a suitable location with a number of movie theaters would be established for “Art and Experience Group”. It was said that the group should not just concentrate on screening movies. With this sort of welcoming and acceptance, it can be hoped that a place would be appointed to the group as a stamping ground and the group would work on and participate in producing and supervising such movies. It can also become a shelter for the enthusiasts of this kind of cinema.

“Who Has Watched “The Art and Experience” Movies?”

Some great events have occurred during the activities of “Art and Experience Group”. Unconventional movies that have received numerous awards all over the world have been screened. These screenings have been host to the community of prominent artists, celebrities and politicians. List of famous people who have attended these events is long and includes the following names:

Ahmad Masjed Jamei, Sayyed Mohammad Beheshti, Leili Golestan, Abbas Kiarostami, Asghar Farhadi, Kamran Shirdel, Parisa Bakhtavar, Mahmoud Dowlatabadi, Babak Karimi, Levon Haftvan, Mahtab Keramati, Mehrzad Danesh, Reza Dorostkar, Kiumars Pourrahmad, Tina Pakravan, Sattar Oraki, Hayedeh Safiyari, Mohammadreza Delpak, Fereydoon Amouzade Khalili, Abbas Abd, Ali Reza Shoja-Nuri, Esmaeil Mihandoust, Mona Zandi, Khosrow Dehghani, Antonia Shoraka, Mohsen Beigagha, Kaveh Ebrahimpour, Amin Hayai, Hamed Behdad, Pejman Bazeghi and… are among those famous names who were the movies guests. We can also add these names to this list: Mohammad Sarir, Farhad Tohidi, Majid Barzegar, Hamid Farokh-Nejad, Mostafa Alahmad, Negar Javaherian, Jafar Panahi, Navid Mahmoudi, Ebrahim Sheibani, Mahnaz Mohammadi, Ali Jakan, Alireza Tabesh, Mahdi Hashemi, Soroush Sehat, Sajad Afshar, Nezamoddin Kiaei, Malek Jahan Khazai, Golab Adineh, Jamshid Gorgin, Peyman Ghasem Khani, Mohammad Shirvani, Mahdi Naderi, Reza Dormishian, Navid Mohammadzadeh, Vahid Mousaian, Azita Mogouei, Pezhman Hadaevi, Amir Abedi, Maziar Fekri Ershad, Masoud Salami, Mahmoud Jafari,
Negin SedghGooya, Shirin Bina, Amir Jadidi, Omid Rouhani, Naghi Masoumi, Sirous Hassan Pour, Ahmad Talebinejad, Amir Pouria and many more.

“Stars in “Art and Experience” Movies”

Perhaps many people thought that unknown and novice actors would be presented in most of these movies. However, on the contrary, a brief survey of the names enlightens us of the presence of stars. Even though Saeed Ebrahimfar and Babak Karimi are on top of the list, Mahnaz Afshar, Leila Hatami, Reza Kianian, Parviz Parsotou, Haniye Tavasoli, Soheila Golestani, Hamid Farokhnejad, Elnaz Shakerdoust, Niloufar Khoshkholgh, Fatemeh Motamed Arya, Rambod Javan, Negar Javaherian, Saber Abar, Hedieh Tehrani, Ana Nemati, Homan Seyedi, Roya Nownahali, Abbas Ghazali, Hengameh Gha- ziani, Baran Kosari, Siamak Safari, Kambiz Dirbaz, Mitra Hajar, Gelareh Abbasi, Shams Langeroodi, Shabnam Moghadami, Pantea Bahrami and other thespians in these movies. The directors of these movies are well-known filmmakers or filmmakers who have taken their first steps successfully. Along with accomplished and international directors such as Abbas Kiarostami, Rakhshan Bani E’temad, Mojtaba Mir- tahmasb, Mohsen Amiryousefi, Niki Karimi and Alireza Davoodnejad, directors such as Shahram Mokri, Majid Barzegar, Abouolfazl Saffari, Mohammad Shirvani, Mostafa Alahmad, Mostafa Razzaghkarimi, Ali Ghavitan, Vahid Vakilifar, Peyman Haghani, Adel Yaraghi, Arash Lahooti, Mahmoud Rahmani, Kiarash Asadizadeh, Danesh Eghbali, Siavash Mostafavi, Bayram Fazli, Hamed Rajabi, Narges Abiar, Mehdi Ganji and Behtash Sanaeeha have different awards in their repertoire.

comments of Artists about "Art and Experience"

During this time, many comments have been given about “Art and Experience” group and the classic and updated movies of Iran and the world shown in this group. Some of the statements were in ceremonies and some come from the directors who had movies on screen in this group. Some of the statements are accompanied by some concerns and personal views about improvement of scheduling and screening conditions.

Hojjatollah Ayyoubi, Manager of Cinematic Organization:

There are people in the directorate of this group who have true belief and faith in “The Art and Experience” movies; so the best theaters have been provided for the movies of this group. We are the only country in the world that supports “The Art and Experience” in this way and I should state that we are the only country that screens short films. I see a very bright outlook for “The Art and Experience”.

Faezeh Azizkhani
Soheila Golestani
Houshang Golmakani, Member of Directorate:

Screening movies of filmmakers like Shahid Saleh, Beyzai, and Shirdel is a delightful event that has occurred by starting this Group. When we live in a country that margins can keep away and lock up a movie like “The Night It Rained” for years, “The Art and Experience” could be a possibility that today’s or previous generations do not be regretful that they haven’t seen a movie like this.

Abbas Kiarostami:

I’m glad that there is an opportunity that I can watch the film after 40 years because I haven’t seen the movie since it has been made and I hope we like “The Traveler” after 40 years. Obviously “The Traveler” has technical problems and sometimes my heart yearns to gain this experience in the cinema, the experience which will provide a worthy hand for advancing the technics but I wish I didn’t gain them because as much as technics I gripe as much interest I lose. The profit of stabilizing such a cinematic organization will include the totality of our national cinema, especially the young filmmakers in the field of experimental cinema. “Art and Experience” belongs to young filmmakers who have devised new resolutions for Iranian cinema and naturally it is one step ahead of cinema box office.

Seyfollah Samadian, Member of directorate:

Creation of “Art and Experience” group in cinematic organization is a huge event in the world cinema because I haven’t seen anywhere in the world that a responsible cinematic organization pre-purchase the theaters of a group provide the possibility of young filmmakers screenings in cinema. But fortunately cinematic organization pre-purchased the charge of 5 theaters for a year and provided this possibility for young filmmakers.

Jafar Panahi, Filmmaker:

In general, it is a good event that such movies are screened and find their special audiences. I strongly agree with this activity and hope those who are looking for all kinds of Cinematic approaches are able to watch these movies. It is probable that some people don’t like this kind of cinema and get bored watching these movies, but for cinema lovers this is a pleasurable opportunity.

Asghar Farhadi, Cinema Director:

This event is an event which is very rare and in my opinion in this short period it found itself pretty well. The movies which look like to have low audiences are well-received in this group and audiences leave the theaters satisfied most of the times because the taste of this kind of audience is close to the definition that this group has given from itself. I congratulate the people who started this idea and try to expand it.
Rakhshan Bani-E’temad:
The Starting of this group is the beginning of a new movement to salute the taste of Iranian audience. “The Art and Experience Group” is a bracing opportunity for unseen documentaries to be seen.

Kianoush Ayari, Director of Cinema:
Creation of Art and Experience group is a good event for the movies which never get the chance to be seen under the high pressure of cinema’s body known as the main cinema. The creation of this group gave the power to show a notable number of movies which doesn’t have any relations to triviality. No one should expect from all the movies to be good but there is mutual trait between them and that’s the fact that they are far away from triviality. “Art and Experience” cinema group place were empty in our cinema for many years and the existence of it is multiple energy for those who are going toward independent cinema and it can promise that the experimental movies will increase and it will find its way to professional cinema at the end. Naturally the creation of these movies will improve Iran’s cinema.

Kamal Tabrizi, Director of Cinema:
Art and Experience has found most of its audiences from artistic people, while experimental cinema has potential audience in other crowds too. It should be search for hidden and lost audience. Art and Experience is the need of society too and in some way makes idols and in a process and development will build the cinema. This group can save our cinema from inactivity and slump and create a new situation.

Kamran Shirdel, Director and Documentary Creator:
I’m 76 years old and I left Iran when I was 18. I remember that the same problem existed in Italy and some movies didn’t have the opportunity to be seen. But, in a damp basement of a house, there was a place for screening of some special movies and I became a member of that place when I was 20 years old. The importance of “Art and Experience” is that young generation can watch worthy movies of Iranian Cinema. I believe that a movie is like a letter that must be delivered to a place and its recipient.

Reza Kianian, Actor of Cinema:
In our cinema people are searching for a solution for these kinds of movies. In the last decade, they have buried these movies and ignored the elephant in the room. People in Art and Experience group are in fact the body of our future cinema and will be influential in future that the main body continues to grow and become strong and under their shadow and protection some people will become the result of their upbringing. These branches are not strong yet and Art and Experience cinema are giving nutrition to the roots of these sprouts.
Kiumars Pourahmad, Director of Cinema:
Mainly the creation of “Art and Experience” is urgent need for the cinema which every year a group of young people can buy its tickets and each of them are like their talents. I think until now “Art and Experience” group has found its place and audiences and I see bright horizons for this group. One year has passed from the birth of this group and undoubtedly it will gain more audiences and more tenacious place in the next years. All the successful filmmakers have given credit to the cinema and have gotten credit from it. This includes “Art and Experience” group too.

Bahman Farman Ara, Director of Cinema:
I’m glad that some movies which never grab attention now are presented by Art and Experience group. The amount of talents that exists in this country is unbelievable. In my opinion there is not this much talent in any country.

Fatemeh Motamed Arya, Actress:
I have been thinking for many years that there should be a group like this in Iran, the existence of it is a cinematic necessity. The most important event in Art and Experience is that you can go forward none stop with any quantity; your quantity is infinite in Art and Experience. Art and Experience is a young blossom which has to be preserved so that it can go forward beautifully and to know that there is an infinite creativity in it.

Abolfazl Jalili, Director and Screenwriter:
One of the good events which are happening in cinematheques of France is that whenever anyone with any kind of taste wants to watch a film, he or she can do it. Maybe we should use this method too. Even we can screen movies which were on screen fifty years ago. In real meaning it can be a successful plan in any aspect, continuing with a good schedule to see the results in long term period.

Khosrow Sinai, Director and Filmmaker:
I’m fond of this cinematic group. Nowadays the possibility to have movies with different outlooks among huge amount of our feather movies is provided. So different kind of movies will be created which are not cliché and this process is usual all around the world. This event helps the expanse and expose of the cinema and it makes Iran’s cinema fresh and new.

Ebrahim Haghighi, Member of International Graphic Designers Society, Manager of Central Council of Designers and Advertisement Managers of Iran’s Cinema:
An event called Art and Experience cinema group is really good be-
cause from what we have witnessed, the movies which have been screened after the establishment of this group had the experimental and artistic capacities and I hope this progress remains. Art and Experience wants to continue that unique cinema which we have gained and seen how it made a noise in the world. The main thing is to pay attention to nature of cinema and films and social matters which are fortunately became alive in Art and Experience and made these movies attention grabbing and being watched.

Babak Karimi, Actor:

I’m not only happy for the movies that I have a role in them but also I’m happy for Iran artistic cinema and the creators of these movies who have a place for screening their movies now. Many of the filmmakers are praised in foreign festivals and win notable awards but many people in Iran don’t have any information about their success. Nowadays we are facing a new wave of young passionate talents in this field who makes pretty good films.

“Mehr NEWS Agency’s Interview with Abbas Kiarostami”

“The Art and Experience Group” is an outcome of a pioneering contemplation

Abbas Kiarostami is one of the Iranian cinema directors who is famous all around the world talked about screening of experimental works in “Art and Experience” cinematic group which has started its activity in limited theaters in Tehran and other townships: The screening of experimental movies of Iranian cinema in “The Art and Experience Group” is an outcome of a pioneering contemplation which will give results with group determination and elimination of individual behaviors. This filmmaker stated: The profit of stabilizing such a cinematic organization will include the totality of our national cinema, especially the young filmmakers in the field of experimental cinema. Because of that I’m not just happy for screening my own works but I’m happy for screening “Where Is the Friend’s Home” by Kianoush Ayari and other Iranian cinema works.

The director of “Where Is the Friend’s Home” by mentioning that “Art and Experience” cinematic group is presenting new solutions for cinema, added: In my opinion “Art and Experience” is presenting new solutions and on the other hand this kind of cinema belongs to young filmmakers who have devised new resolutions for Iranian cinema.

Kiarostami in the answer of the question if the screenings of “The Traveler” and “The Wedding Suit” in “Art and Experience” cinematic group was satisfying or not?, said: Screening of these movies means more than the word satisfying to me. Especially when I watched “The Traveler” after forty years with people, I got many good feelings from
this gathering. Kiarostami about the possibility of screening “Certified Copy” said: It was going to be on screen several times but it didn’t happen and this time the managers of “Art and Experience” gave some promises about the screening of this movie but I hope “Certified Copy” don’t get the fate of “Shirin”. He added: “Shirin” didn’t get good screening and it didn’t even become clear who took the profits and I didn’t find out whether or not the audiences liked it. This famous Iranian director stated in the end: If “Shirin” had gotten screenings like “The Wedding Suit” and “The Traveler”, I would be more satisfied.

Suppiants can deliver their movies to Art and Experience secretariat in working hours in below address: Num. 224, Opposite of Bimeh Iran, Sindokht St., Dr. Fatemi St., Tehran with postal code 1415/1581

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