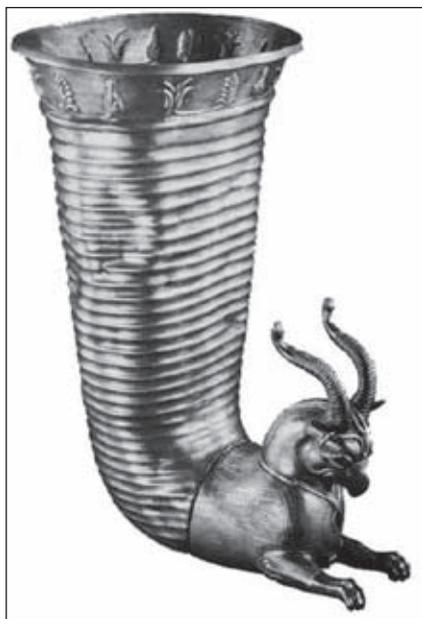




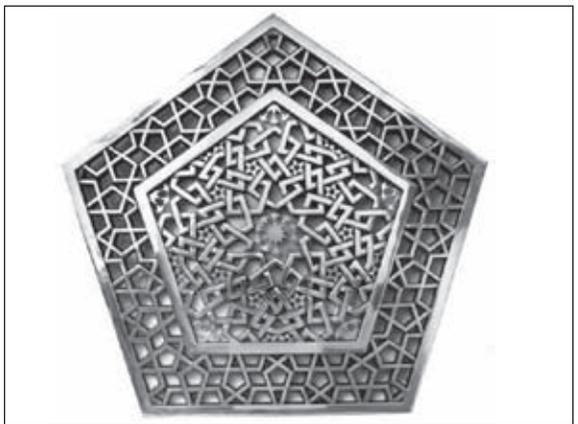
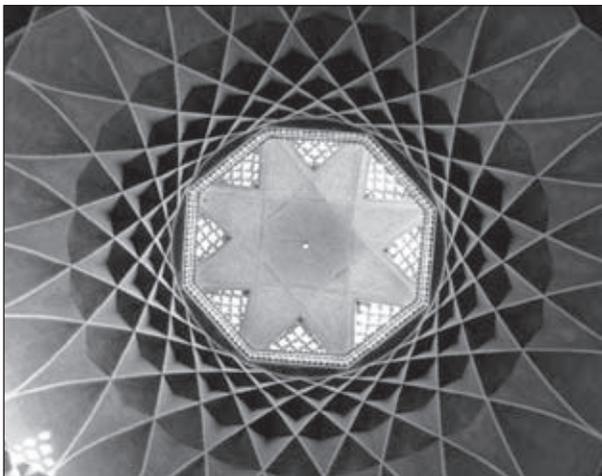
Persian Design

Mehdi A.Fallah

Iran is the origin of design. The grace and glory of seven thousand year old Persian art proves it. Earthen chalices of Susa and unique crockery of Sialk-Kashan are small pieces of Persian design treasures as like as the extraordinary bronze arts of Lorestan, the imperial bas-reliefs of Persepolis, the elegant tile works and inlays of Isfahan, the unique carpet weaving of Kashan, Tabriz and Ardabil and the Distinguished architectures of Yazd and Kashan, along with miniatures, textiles and metal works of the other regions of Iran.



Some Masterpieces of Iranian Art & Design



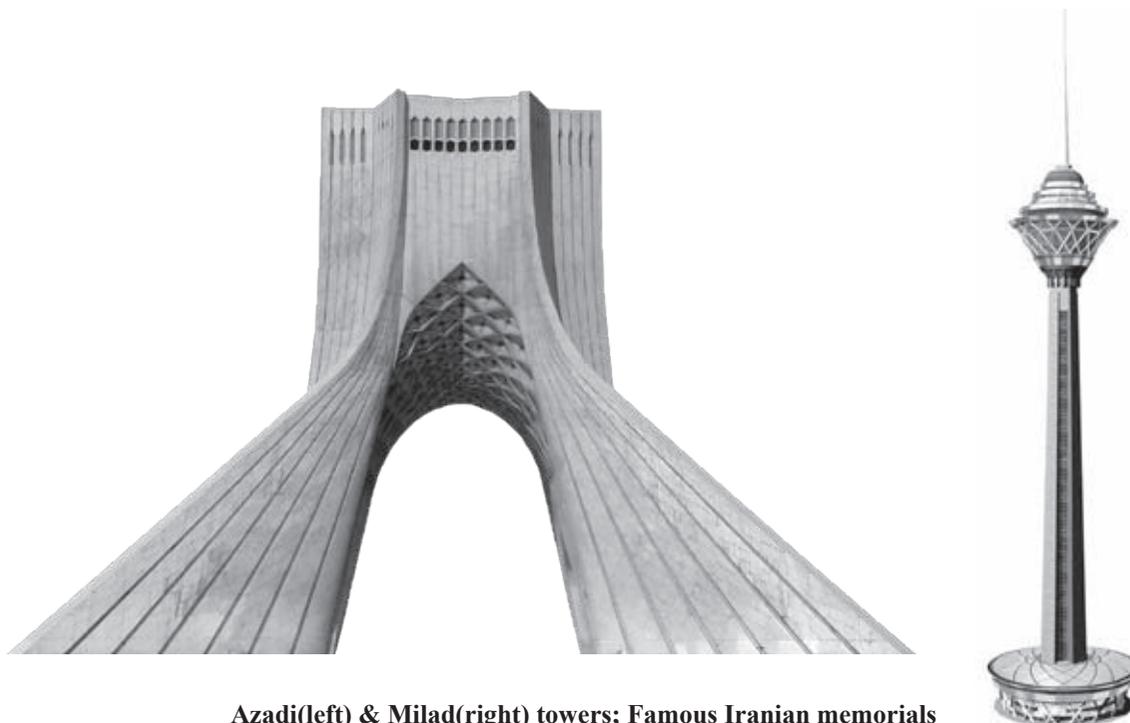
Some Masterpieces of Iranian Art & Design

For thousands years, Persians have been presenting their tastes and talents in different fields of design to the world. Many of these masterpieces are now registered and protected in the name of “the World Artistic and Cultural Heritages.”



Isfahan- Naghshe Jahan Sq. (Named as one of the UNESCO World Heritage)

Persian art and design are specified by features like glory, delicacy, accurate engineering, visual stabilities, functionalism and humanism. One of the sensible attributes of Persians’ art works is the combination of logic and emotion. This combination leads to create masterpieces that with no doubt are the human civilization achievements. These art works have always been the inspirations for many artists and designers all around the world, especially whom are fond of eastern arts. Along the history there were effective interactions between Persian artists and designers with other nations in creating unique masterworks.



Azadi(left) & Milad(right) towers; Famous Iranian memorials

By such history, “Industrial Design” was born as a dependent field of “visual arts” in 1970s in Iran. Industrial Design has been taught as an independent academic field in some art faculties since early 80’s. At present ten universities in Iran have bachelor and master courses of industrial design. Training of thousands of professional designers who are working in various fields of design is the outcome of these universities. Iranian industrial designers are working professionally in different fields like urban furniture design, packaging, interior design, exhibition, biomedical design and partly in product and car design. Also some of industrial designers are working in advertising and graphic design.



Some of Iranian Designers’ works

Left to right: Monza car concept by Iman Maghsoudi, Eslimi hanger by Mehdi Mojtabavi, Ruby Rocking Chair by Pouyan Mokhtarani

Industrial design is been considering as a developing academic field in high education program. But despite of being taught in universities for decades, it could not find its place in Iranian society. In recent years, some of Iranian designers have won several world design awards. Also it seems that the numbers of Iranian designers, that working in global famous design centers are increasing. These turn out the Iranian designers’ high talents and abilities and it is also a beginning for Iranian designers to have more effective roles in design world. Apparently, by considering of new design branches like system design, strategic design, corporate identity design, service design, entrepreneurial and design for export, the promotion of industrial design situation could be expected in Iran. Iranian Industrial designers could play a more substantial role in helping the national industries in global competitive markets. Developing industrial design activities to service and social aspects would be some new professional areas for industrial designers in Iran.

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