

PUBLISHING IN IRAN MAGAZINE

A quarterly reporting on the operation and development of the Iranian book market and publishing industry

**Iranian top bestsellers
books of the season**

**A glance at the
Current Situation
of Translation and
Publication in the
Area of Literature for
Children and Young
Adults in Iran**

**Tehran International Book Fair
1st Virtual Edition**

**Children's books by
Persian writers published in Spanish**

Iranian graphic novel "Arshia" published in London



Teaching the Persian Language Abroad

Meet the Duties of the Saadi

Persian language is one of the fundamental pillars of our national identity and teaching this language to non-Persian speakers of the world serves as a way of cultural exchange with other countries, which is an essential part of our public diplomacy. Many countries take serious steps in order to extend their languages beyond the geographical boundaries, so they established institutions such as The Goethe-Institut (Germany), Alliance Israélite Universelle (France), Instituto Cervantes (Spain), British Council (England), Dante Alighieri Society (Italy), Confucius Institute (China), Yunus Emre Enstitüsü (Turkey). Teaching language to those whose native language is a different one requires specialized knowledge such as compiling the appropriate book, producing various types of software in cyberspace, teacher training, as well as managing properly.

An independent foundation was established under the supervision of the presidency called the Saadi Foundation with the approval of the Supreme Council of the Cultural Revolution on October 26, 2010. This foundation tries to expand Persian language and literature abroad by cooperating with the Islamic culture and Relations

Organization, the Ministry of Foreign Affairs, and the Ministry of Science and Research by concentrating on some activities related to this field and utilizing existing capacities of the country, strategic management, and implementation of educational. Research, cultural and media ones.

Saadi Foundation has started its official activities in 2013. So far, it has been able to implement international modern methods for “Second Language Learning”. In addition to standardizing the teaching of the Persian language and compiling educational books based on these standards, it is also designing short-term and long-term Persian language courses, Persian Language teacher training courses, and standard exams. Designing such tests as AMFA which is similar to IELTS and TOEFL tests in order to determine the level of Persian language proficiency.

In addition, this foundation has some applications such as Vazh-e-Baazi 1&2, Vazh-e-Mina, Vazh-e-Yabi, and Persian Language Learning Software under Mina Web which can be downloaded from saadifoundation.ir, google play, or apple store.

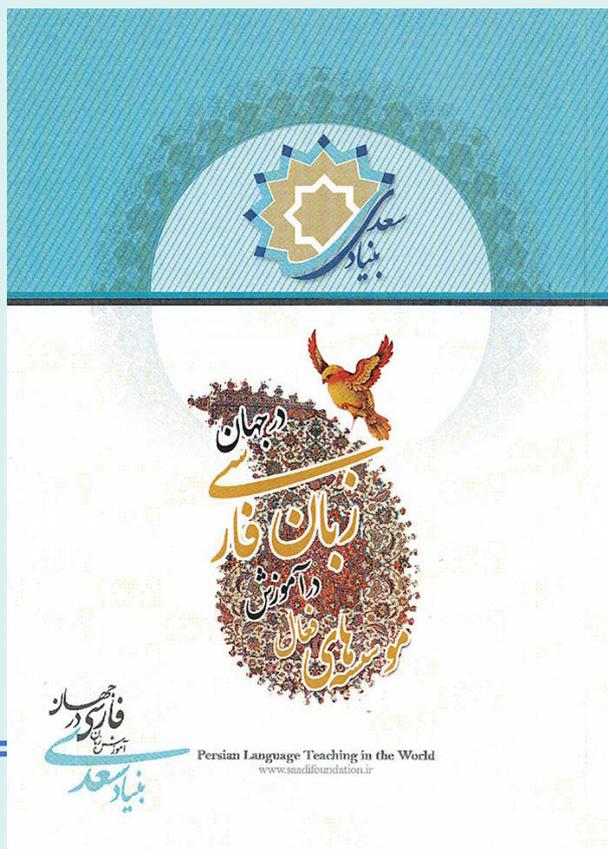
The online training system will be launched soon for enthusiasts around the world, especially the third and fourth Iranian generation residing abroad.

Further, a Persian mobile application was designed by Oxin in two versions of Android and iOS which is available in domestic and foreign markets.

Saadi Foundation has held annual conferences on “Persian Language Supporters in the World” since its establishment. All developed countries do their efforts for developing their languages in the world and various organizations including cultural, economic, industrial tourism, and international ones are cooperating consistently to achieve this goal.

Furthermore, it is necessary in our country to make this national determination more than before to witness the rapid expansion of the Persian language in the world.

In this regard, the airline of the Islamic Republic of Iran has been a contributor to the Saadi Foundation by Signing the Memorandum of Cooperation. It is hoped that the Persian language expands rapidly in the world with the help of this great collection. We will talk about the audience of this Foundation in the forthcoming issue.





PUBLISHING IN IRAN MAGAZIN (Quarterly)

A Magazine Exclusively on the Book Publishing and Book Market in Iran

Vol.06 / Fall 2020

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Ag glance at the Current Situation of Translation and Publication in the Area of Literature for Children and Young Adults in Iran



✍ By: Noushin Arab Torbati

Books enter a child's life from an early age and play a significant role in various stages of his/her growth and development, at home and school, in filling their leisure time, as well as in educating and guiding them to understand the principles that govern society. Ethnic and regional considerations, political, cultural, and social sensitivities, the involvement of influential institutions of power, and the likes and dislikes of translators and publishers in selecting the types of works for translation, illustrations, editing, etc., are of utmost importance. Besides, there is a large publishing industry that moves in the direction of its interests. Keeping in view the fact that child readers lack the ability to be critics and also have to read the products of the adult minds, it is the responsibility of critics and experts to evaluate the quality of this product. Today, most translations in Iran are done from English to Persian, and in the world of translation, the English language has come to hold a pivotal place. As some thinkers believe, the more translations from one language to another in the world, the more central will be the position of this (English) language in the global translation system (see Hilburn 1999).

Chesterman (1998) argues that the path of research is being distanced from analysis and philosophical concepts and it is

resorting more and more to empirical studies. Pim (2009), too, believes that if the repetition of theoretical issues is devoid of empirical aspects, it would eventually lead to impractical theoretical discussions and, hence, what the theory states must be subjected to quantitative or qualitative testing. As a part of children's literature, translation is influenced by social norms, laws, and culture. Therefore, the prevailing situation, which is the result of great social changes as well as crises or literary gaps, is of great influence on the whole system.

Iran is one of the cradles of civilization in the world. The history of ancient motifs having images of children as well as the oral literature about or for children in Iran goes back to more than 3000 years ago. The emergence of civilization began at the same time as the invention of the script and the need to transfer knowledge between different nations, which took place through writing travelogues and translation as a means of transfer of knowledge. Children's literature in the world has gone through the various stages of oral creation and transmission, compilation and writing down of oral works, creation of literature inspired by oral works, and creation of special works for children and young adults.

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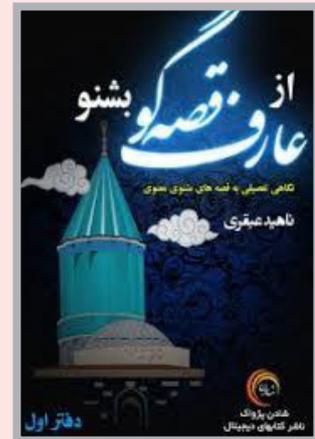
The present concept of children's (including young adults) literature is quite young and new in the world. The main weakness of the past educational views was that children were considered the minor version of adults and, therefore, the here and now of the children was neglected and all attention was focused on their future.

Owing to the importance given to introducing children to different worldviews, the translation of children's literature has always been given special attention, and the culture, history, and worldview of other nations have been introduced to children in the form of translated books and stories. Therefore, it is quite obvious that the translation of children's literature has played an important and influential role in interactions between different ethnic groups and languages.

Due to the age gap between the child and the adult translator or writer, the works produced for children are of certain weaknesses. This is because the decisions of the author, translator, publisher, teachers, and parents are different from the child's happy and bold enthusiasm in exploring the world around him/her. Generally speaking, adults, consciously and in a planned way, encourage their children to read educational material with cultural and moral values, and



Very few well-informed and trend-making publishers in Iran use the services of expert consultants. They either trust the name and taste of well-known translators and accept their proposed works for publication or submit them to a team of observers to review the proposed work based on the policies of their publishing house. Prominent publishers, with access to government funding, submit works to expert evaluators for pre-publication review. If all works were evaluated in the Ministry of Culture and Islamic Guidance in terms of their psychological, aesthetic, cultural, and national issues, the process of evaluation would go beyond the state of personal taste and mere sensitivity over certain words and terms and would, thus, be of value.



Entering into a contract for translating and publishing the book Listen to Aref the Storyteller in Arabic in Egypt

According to the public relations of the Pol Literary and Translation Agency, a contract for translating and publishing the book Listen to Aref the Storyteller (excerpts from the stories of Rumi's Masnavi) for translation and publication in Egypt was concluded between Bang Ney Publications and Pol Literary Agency from Iran and Ibn Rushd Publications from Egypt.

The book Listen to Aref the Storyteller is written by Nahid Abqari, an Iranian Rumi researcher scholar, and has been published in two volumes by Bang Ney Publications. In this book, Rumi's stories are narrated as short stories in simple and common language by explaining key terms. In this work, an attempt has been made to include the principles and foundations of theoretical mysticism alongside the principles of romantic mysticism and to provide a rational and completely logical answer to some of the miracles of the prophets and the miracles of the saints mentioned in the stories of Masnavi based on theoretical mysticism principles.

Ibn Rushd Publications is a highly reputable publisher in Egypt and other Arab countries that works in the field of fiction and non-fiction literature. ■■■

carefully try to avoid violence and disrespectful senses of humor about which children are quite curious. It is, thus, for this very reason that certain criteria are set for writing and translating books for children. For example, O'Sullivan considers four characteristics of children as the basis for the production of literary works for children. These characteristics include; not having learned their mother tongue properly; not having a complete understanding of literary structures; having limited fundamental knowledge, and having limited ability to understand foreign texts.

Patterson believes that literature can be a shield against propaganda lies and racial and cultural exploitation. He says that we need to introduce our children to friends from Iran, Korea, South Africa, Serbia, Colombia, Chile, Iraq, and other countries; because when you have friends in other countries, you cannot have ill wishes for the people of those lands.

Issues related to the selection, production, and distribution of translated works for children and young adults

Both the private and public sector (publishers) believe that the lower the price of children's works, the better they are received and the higher will be their sales and, of course, the producer will make more profit. Producing valuable works for children earns credit, but it requires expertise and a lot of effort. The activities of public and private publishers are governed by the law of the survival of the fittest. Private publishers want government support, reforms in the existing infrastructure for production, publication, distribution, and sales, as well as the cessation of the public sector production.

It should be kept in mind that such works are welcomed by parents, which are either of psychological basis and/or teach behavioral ethics to their children. Next, come moral and religious stories with an educational foundation. Fictional and thriller works, which are generally translated from other languages, also have a lot of fans. According to the producers of children's literature, electronic devices and cyberspace

transmit a lot of information to children over a short period of time and fascinate them. It is said that the ready-made images available in the virtual world destroy the dynamism and creativity of children's minds and life gets accelerated towards making things easier. Therefore, it is necessary to create coordination between the use of technology and reading books through serious planning and purposeful propagation at the social level.

There are very few well-informed and trend-making publishers in Iran who use the services of expert consultants. They either trust the name and taste of well-known translators and accept their proposed works for publication or submit them to a team of observers to review the proposed work based on the policies of their publishing house. Prominent publishers, with access to government funding, submit works to expert evaluators for pre-publication review. If all works are evaluated in the Ministry of Culture and Islamic Guidance in terms of their psychological, aesthetic, cultural, and national issues, the process of evaluation would go beyond the state of personal taste and mere sensitivity over certain words and terms and would, thus, be of value.

Today's professional translators follow the news of selected works through news websites and exert utmost care in



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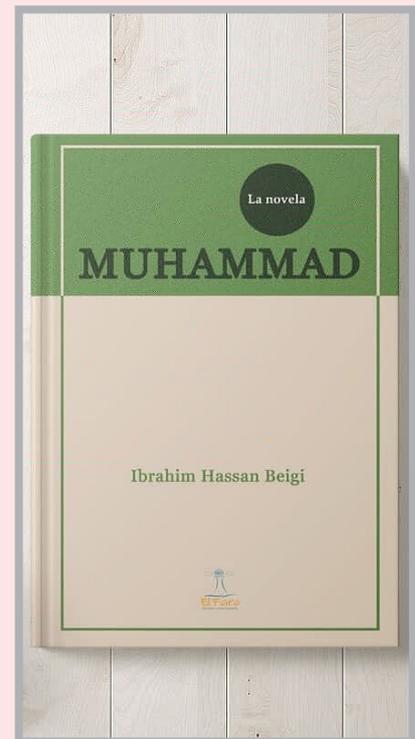
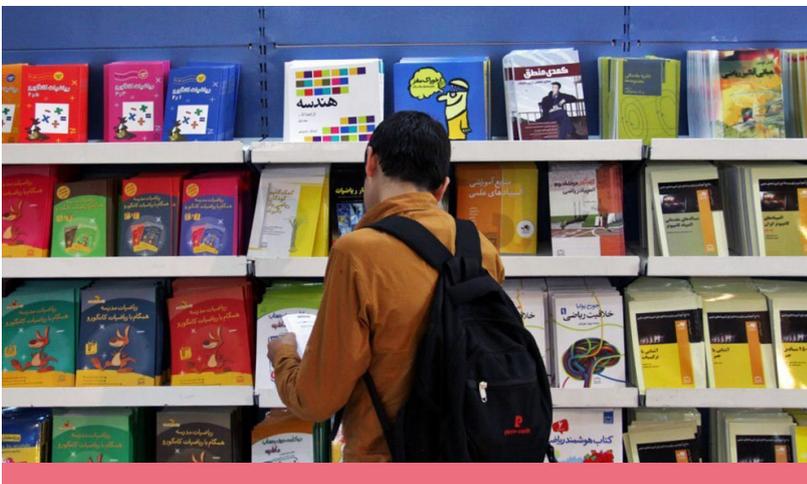


choosing their work. Publishers also welcome their choice because a group of tasteful people has declared these works to be the best at the global level and they have also been of prominence in the country of origin. These criteria and the compliance of the work with the policies of publishers and the publishing industry in Iran, resulting in the rapid selection and publication of the work. Professional translators of children's literature are only known in the publishing industry and to the publishers and people do not know them as such. Well-known publishers take into consideration the customer's criterion for selecting the work and believe that capable translators and writers consider working with them to be a better opportunity for presenting their works. The number of recent graduates in the field of translation is large but their knowledge of the Persian language is limited and, at times, their translation needs a comprehensive review and, therefore, is, more often than not, of no interest to professional publishers.

Profitability in reprinting and parallelism in the publishing industry as well as reprinting of works is a sign of the success of the work and enabling the publishers to make more profit. But parallel translations and publication of valuable works occur only because Iran is not a signatory to the copyright law. It seems that publishers are not dissatisfied with this issue; because they – either alone or simultaneously with other publishers – have access to and benefit from valuable global works without paying for copyright.

Today we are faced with global children and a world full of child literature. It would, therefore, be very appropriate to consider the position of children's literature, especially translation, as something international, such that it would reflect upon the universality, multiplicity, and racial-cultural diversity of children and their literature. At first glance, the production and consumption of children's works do not seem so complicated. It seems to be based on production and target group, but as it appears, many factors have an effect on the production and consumption of children's literature in the country.

Politics and children's literature are two separate issues. Children's literature means freedom of imagination and politics means the use of power and control; i.e., order and government. The views of producers and their political and ideological tendencies get manifested in the production of children's literature, but responsible parents, teachers, etc., should read the works written for children with a critical mind to defend the pure world and imagination of children. This is because children's literature is based on literary, artistic, moral aspects, and ideals. ■■■



Ebrahim Hassanbeigi's "Muhammad" published in Ecuador

A Spanish translation of Iranian writer Ebrahim Hassanbeigi's novel "Muhammad" has recently been published in Ecuador.

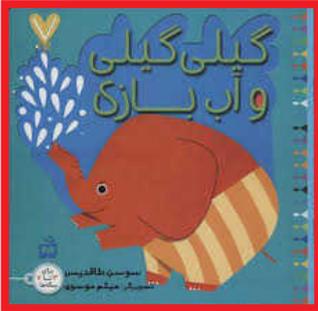
The book has been translated into Spanish by Angelica Maria Rojas and El Faro International Publishing House is the publisher of the book.

The book was published by El Faro in the Colombian capital of Bogota last year.

Venezuela will be the third destination of Hassanbeigi's novel "Muhammad".

In the novel, a Jew presents himself as a scientist, chosen by the Sanhedrin, the supreme council of Jews that controlled civil and religious law, to go to Mecca to kill the Prophet Muhammad (S) and to challenge his ideology.

"Muhammad" consists of 15 chapters and has been translated into Arabic, English, French, Turkish and several other languages. ■■■



Title: Gilly Gilly Books Series (7 volumes)

Author: Susan Taghdis
Illustrator: Meysam Moosavi
Publisher: Madrese Pubs.
Years of Publishing: 2017/2nd edition
No. of Pages: 20
Age Group: 3

About the Books:

Vol.1: Gilly Gilly and the Bird

ISBN: 9789640810859

Gilly Gilly is a plump and chubby elephant. One day, it met a small bird on a hill. It talked well of Gilly Gilly's big limbs, long trunk, and flat ears. The bird accepted his words and then flew away with its small wings. Gilly Gilly said itself: "If such a small bird can fly, why can't I with such big body?" It jumped up but it fell down and injured its trunk and ears. This illustrated book is one volume of Gilly Gilly books collection enjoying the short text, attractive stories, and beautiful illustrations. The author aims to teach moral and behavioral concepts to children.

Vol.2: What was Gilly Gilly Afraid of?

ISBN: 9789640810828

One day, Gilly Gilly encountered an angry rhinoceros. It attacked Gilly Gilly and hit it with its horn so strongly that Gilly Gilly fell down in a pit and its trunk became distorted. Gilly Gilly began to walk that its trunk hit a beehive and the bees stung it so badly that it had to be hospitalized. The message of this book to children is that when they are warned doing something is dangerous, they have to listen to that warning and follow that for sure.

Vol.3: Gilly Gilly is Hot.

ISBN: 9789640810873

It was so hot. Gilly Gilly went into Mr. Crocodile pond to swim. Older elephants warned him that Crocodile would not let him swim there and would eat it but before entering the pond, Gilly Gilly asked Crocodile the permission. Crocodile let it swim there provided Gilly Gilly would not make the water muddy and destroy the pond wall. But, right as Gilly Gilly entered the pond, it began to jump up and down, so he made the water muddy and destroyed the pond wall. The message of this book to children is that they have to keep their promises when they made them otherwise they will face problems. This book includes a simple text and beautiful illustrations.

Vol.4: Gilly Gilly in Shadow

ISBN: 9789640810880

On a hot day, Gilly Gilly was looking for a shadow of a tree. It found a shadowy vine which had a lot of grapes. After eating some grapes, Gilly Gilly liked them and ate all grapes of the tree and while his stomach, mouth, and trunk were full of grapes, it lost its balance, fell down and the grapes which were in its nose scattered all around it. The message of this book to children is that they try not to exceed what they like or overeat what pleases them.

Vol.5: Gilly Gilly Feels Sleepy

ISBN: 9789640810835

Gilly Gilly was sleeping under a tree. Other jungle animals asked it to play with them but Gilly Gilly refused as it thought if it played with them, it would be tired. Other animals played with each other without Gilly Gilly so they got tired and at night

they slept soon and without any problem but Gilly Gilly could not sleep that night until dawn. The message of this book to children is that if they rest all day long and be lazy, they do not feel relaxed at nights.

Vol. 6: Gilly Gilly Feels Sleepy

ISBN: 9789640810835

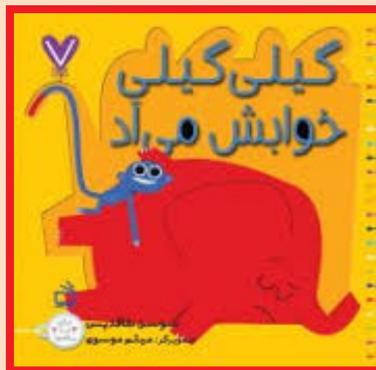
Gilly Gilly was sleeping under a tree. Other jungle animals asked it to play with them but Gilly Gilly refused as it thought if it played with them, it would be tired. Other animals played with each other without Gilly Gilly so they got tired and at night they slept soon and without any problem but Gilly Gilly could not sleep that night until dawn. The message of this book to children is that if they rest all day long and be lazy, they do not feel relaxed at nights.

About the Author:

Susan Taghdis (1959/Shiraz) has been a founder of the Iranian Association of Writers for Children and young adults. She is mostly known as the writer for preschoolers and children. Her stories develop with extreme brevity and sentences are short and simple. She wrote many books and some of them are translated into other languages. Some of them are: A gift for you (1993), Whose nose made that noise (2013), A long way (2010), My beautiful horse (2007). Best Book Award from Parvin Literary Prize, Best Book Award from Ghanipour Festival and Islamic Republic of Iran's Book of the Year Award are some of her awards.



Meysam Moosavi (Tehran/1984): Moosavi graduated in business management. He illustrated ten books for adults and children and held many exhibitions in Iran and other foreign countries. He also cooperates with different journals and newspapers.



Iranian writer Amirkhani's travelogue of North Korea released amid coronavirus outbreak

A travelogue of North Korea by Reza Amirkhani, the author of the bestselling Persian novels "Salvation" and "The Good Smell of Oil", has recently appeared in Tehran bookstores as Iranian people are fighting the new coronavirus.

"At this time as people are dealing with the massive disaster, why should one publish a book?" Amirkhani asked in a statement published after the release of his book "A Half of One-Sixth of Pyongyang" by the Ofoq publishing company on last Tuesday. He had received advice from experts suggesting that he not release his new book at present since the Iranian publishing industry is facing a severe recession. His book "Salvation" about the consequences of urban development for a young couple that live in Tehran, was selected as best novel in 2018 at the 11th Jalal Al-e Ahmad Literary Awards, Iran's most lucrative literary prize. Amirkhani visited the North Korean capital of Pyongyang for nine days during June 2018 as a documentarian. "I traveled to the country as a documentarian along with a political delegation, and the travelogue will likely be my next book, if they [critics] do not bemoan that, once again, I will be concentrating on a bitter story," he said in an interview with the Persian daily Farhikhtegan in September 2018. ■■■

Shahnameh's Series of Stories (12 Vols.)

Adapted by Atoosa Salehi

Illustrated by Niloofar Mir-Mohammadi

■ Selected as the Best Book in Salaam-Baacheha Journal (1999)

■ Winner of the Golden Plaque and Merit Award for Adaptation in Press Festival of Institute for Cultural and Intellectual Development of Children and Young Adults (1997)

About the Collection:

Among the Iranian literary works, the Shahnameh is a masterpiece especially due to its epical nature. The rich Persian prose and language of Shahnameh, written by the great Persian poet,

Ferdousi is still a reliable literary source for researchers and professors of Persian Literature.

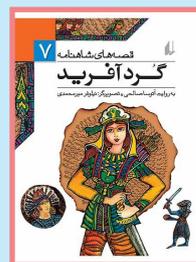
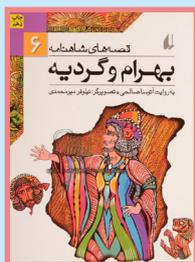
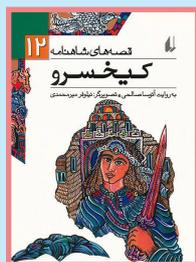
This epic enjoys several stories within itself, which can be hard for a young adult to read. The author of this series has adapted Shahnameh with having the keen young adults in mind as the the major audience of these six books. The author has avoided repetition of the fairy tales in order to create them through a new point of view.

1. Zahak, a Slave of Eblis

ISBN: 964-6003-91-5

48 pages

Two snakes have grown on Zahak's shoulders, a slave of Eblis, which is actually Satan. The snakes feed on young people's brains. Aramayl and Karmail, the two piteous and prudent brothers, intend to go to Zahak's court and become his cooks. They have decided to help one of the two captured young men run away so that one day they would finally help the others, who are imprisoned by Zahak. But what would possibly happen if Zahak discovers their plan?



2. Sphinx's Child

ISBN: 964-6003-92-3

56 pages

Saam, the warlord of the Iranian army, intends to take revenge on Salm and Toor, the unkind and cruel sons of Fereidoon, by the command of Iran's king, as they have cruelly killed his other son;

Iradj. Saam succeeds to defeat them. Saam's sole wish is to have a child to rely on in old age. Once he wants to return back, he is told that his wife is expecting a child soon. But how could he ever imagine that his son, Zaal, would be old and hoary from the first moment of his birth?



3. The Invulnerable Esfandiyar

ISBN: 964-6003-93-1

80 Pages

Gashtasb, the Iranian King and Esfandiyar's unkind father, has captured his own son. At the same time both of his daughters, Homa and Beh-Afarid are in the prison. When Gashtab lets Esfandiyar go, he hurries out to free his sisters. Esfandiyar has a complicated and difficult way ahead. He has to pass through the 'Seven Courses' and open the high and inaccessible gates of the Dedj Castle.

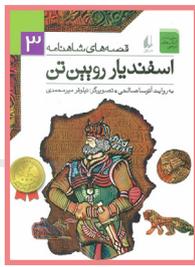
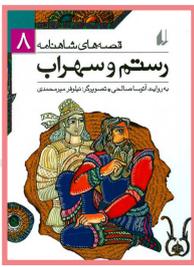
4. Forood and Jarireh

ISBN: 964-6742-95-5

72 pages

Forood, Siavash's son, is alone in the Calat Castle with his mother, Jarireh.

His grandfather, Afrasiab, the ruler of Turan Land, killed his innocent father years ago. And though a long time has passed by, Forood has not forgotten this crime. A magnificent army moves on from Iran towards Turan Land. At this point, Forood gets ready to go with them and take revenge. Finally His mother, Jarireh, who has always been terribly upset and crying for her husband's death, still dreams of taking revenge on his father Afrasiab too. But what is to take place if Afrasiab, the ruler of the Iranian army seeks to kill Forood, the grandchild of Esfandiyar who on one hand has the Turan's heritage and on the other hand has an Iranian origin?



5. Bizhan and Manizheh

ISBN: 964-6742-96-3

80 pages

Manijeh, the daughter of Turan's king, Afrasiab, is having a feast in her tent, which is on the border of TuranLand and Iran. There Bijan sees her and falls in love with her. Manijeh who is amazed by seeing a young man wearing a jeweled crown on his head like a prince, finds herself opening the garden fences for him. Bijan tells her about hunting boars and his courageous deeds. Since Manijeh is indeed in love with him, she makes him unconscious with a substance and takes him to the palace with the help of her servants. She hides the young man there. But what is he doing there, in the palace of his greatest enemy, Afrasiab? ! Could it be the start of another war between Iran and TuranLand?

6. Bahram and Gordoyeh

ISBN: 964-6742-97-1

80 pages

When Bahram returns from an exhausting war defeating Saveh-King, his brother Gordoyeh takes him in his arms. But just about the same time a messenger arrives and informs them about the serious anger of Hormoz, the Iranian king, who believes Bahram has treated his relatives badly in the war. Hormoz sends a woman's dress for Bahram to humiliate him. Bahram wears the dress in rage and sits among his army. His army becomes angry and rebellious. Gordoyeh who cannot stand another war now tries to calm down his brother. He well knows they do not have enough support and supplies. Nevertheless, no matter how much Gordoyeh tries, Bahram who has a witch's sayings at the back of his mind goes for the war. She had once told him that one day he will be the king of Iran.

7. Gordafarid

ISBN: 978-964-369-136-4

64 pages

Gordafarid, the daughter of Gozhdahem who is the ruler of Dezh-e-Sepid (White Fortress), foresees the forces of Afrasiab, King of Turan, attacking his father's dominion. But Afrasiab is unworried because Hajir, the warden of his fortress, is being sent to defend the fortress against the Turanis who are under the command of Sohrab, the son of Tahmineh and Rustam. She asks her father to call for help from the king of Iran, but he refuses. Hajir becomes captive. Gordafarid puts armor and helmet on, takes the sword, and sets out to the battlefield. During their battle, she loses her helmet and Sohrab finds his adversary being a woman, a brave and beautiful one. He falls in love with her. Gordafarid has no way, except fleeing. Sohrab is determined to pursue and get his strange enemy.

8. Rustam and Sohrab

ISBN: 978-964-369-437-1

64 pages

For Sohrab, it's impossible to forget Gordafarid. Along with ZhandehRazm, one of Turan's army commander, he is galloping to the zone, where Iranian forces have set up their camp. From a height, his look catches the camp. After returning to his own forces, he commands the soldiers to make a huge fire. Rustam goes to meet Kavoods, king of Iran and tells him that he has to encounter Turan's young commander. While leaving the king's place, he hides a poniard in his neck. At night he leaves for the fight with Sohrab. After killing ZhendehRazm, he returns to his camp and confides his desire, a son to rely on him, in Guiv, the brave Iranian commander. Sohrab orders to bring him Hajir and puts the nib of a lance on his throat but Hajir, to rescue his life, proposes collaboration with the Turanis, which means betraying the ruler of Dezh-e-Sepi (White Fortress). Both leave the camp for the place where Iranians have set up their camps. Sohrab is keen to find out which tent is Rustam's, but finds out that the Iranian hero has not still joined his own men. Finally, both rivals, the father and his son, initiate their battle. Rustam, unaware of Sohrab being his son from Tahmineh, is nearly killed by him but succeeds to survive. The day after, during the second round of their battle, Sohrab gets killed by his father, who by seeing the armllet, discovers that the corpse he is embracing belongs to his own son.

9. Siavash

ISBN: 978-964-369-438-8

80 pages

Kavoods, the king of Iran, has married Soodabeh, a deceitful and unfaithful woman. She accuses her stepson, Sohrab of having evil intentions about her. On the other hand, she wishes for the death of his husband. Kavoods becomes confused by the unjust charges and the defenses of his son and he cannot make a correct judgment. The high priest finds the solution in passing through a huge fire, each of these two. Only the honest one can survive such an ordeal. The king's men make the hugest fire ever seen until then and Siavash riding his own horse passes the fire, safely. Kavoods orders Soodabeh to be punished, but it is Siavash that pleads to his father to be merciful to his wife. Again, Afrasiab makes an assault on Iran. Kavoods offers the all-command of Iranian forces to Siavash. However, he reminds Kavoods of Rustam. Due to all his bad deeds to the great hero, the king is sure he would not accept taking the command of the army. Finally, Siavash makes his father happy by accepting his offer.



Iranian top bestsellers books of the season

✍ By Seyyed Mostafa Mousavi Sabet

Nimaj Publication House's Bestsellers

Iranian writer Ruzbeh Moein's romantic novel "The Cold Coffee of Mr. Writer" leads Nimaj's bestsellers, which is followed by "Rakhshid's Secret was Revealed", another romantic novel by Ali Soltani.

Iranian writer Sanaz Zamani's story "Silent House", not to be confused with a novel of the same title by Turkish writer Orhan Pamuk, was inscribed as third on Nimaj's bestseller list. The story of "Silent House" is set in winter 1979 when Kurosh, a young Iranian engineer, buys a listening device from a German engineer on his mission to Germany. He begins to use the device to learn the hidden secrets of some people who live around him.

The fourth book is "Journeys of the Writers" by Abutorab Khosravi. The book tells the story of Saeid and Eqlima, two scholars who team up to research the role of the saints in the development of societies.

"The Lion's Wound", a collection of 11 short stories by Samad Taheri, grabbed fifth place. And the Persian translation of Spanish writer Carlos Ruiz Zafon's first adult novel "La Sombra del Viento" ("The Shadow of the Wind") by Ali San'avi came next.

The list also includes Turkish writer Elif Shafak's novels "The Hidden" and "Three Daughters of Eve", both translated into Persian by Saber Hosseini.

"Beizai/Crocodile", two plays by Seyyed Mohammad Mosavat, and "The Hole/The Deep Sound of the Snow", two plays by Jaber Ramezani and Payam Saeidi, polled ninth and tenth places respectively.

Ruzbehan Publication House's Bestsellers

Ruzbehan's bestseller list begins with Iranian writer Nader Ebrahimi's novels "Fire without Smoke" and "On the Red Marine Roads", two masterpieces of modern Persian literature from the early 1970s the publisher republished in 2017.

Zahed Barkhoda's novel "He" placed third and Ebrahim's

other story "A Man in Permanent Exile" came next.

"Stories" containing 40 short stories by Palestinian author Ghassan Kanafani selected by translator Gholamreza Emami stands fifth on Ruzbehan's bestseller list.

The sixth bestseller is "Scorched", the second play from a tetralogy by Lebanese-Canadian writer Wajdi Mouawad translated into Persian by Mohammadreza Khaki.

Ruzbehan's other bestselling books are French writer Jean-Paul Sartre's play "No Exit" translated by Behrang Esmaeiliun, British theater director and vocal coach Cicely Berry's book "Voice and the Actor", "Professional Acting", a collection of articles by Scott Zeigler, Melissa Broder and several other experts translated by Ahmad Damud, and a Persian translation of American director David Mamet's book "On Directing Film" by Damud.

Qoqnus Publication House's Bestsellers

A Persian translation of Shafak's novel "The Forty Rules of Love", about the Persian mystic and poet Jalal ad-Din Rumi and his companion Shams, leads Qoqnus's popular books of the year. The book has been translated into Persian by Arsalan Fasihi, a Persian translator of Turkish literature.

Iranian writer Abbas Marufi's story "Symphony of the Dead", about the clash between tradition and modernity, came next while his love story "Year of Turmoil" earned third place. A Persian translation of Gabriel Garcia Marquez's "Love in the Time of Cholera" by Bahman Farzaneh was ranked fourth. "The Tears of My Soul", an autobiography of the former North Korean agent Kim Hyun Hee who had been transformed by her country into an obedient killing machine, was fifth on the list.

The list also includes Canadian author Margaret Atwood dystopian novel "The Handmaid's Tale" translated into Persian by Soheil Somi.

"Dear Leader: My Escape from North Korea", in which North Korea's senior propagandist Jang Jin-sung exposes shocking truths behind the regime, was the seventh on the list.



Turkish writer Ahmet Umit's book "The Dervish Gate" translated into Persian by Fasihi occupied eighth place. The story uncovers the secret behind the murder of Shams, the companion of Rumi.

"Nine Stories", a collection of short stories by American fiction writer J. D. Salinger translated by Ahmad Golshiri, and Iranian writer Yasaman Khalilifard's story "It Seems that I'm Not Myself" about the disorientation of people in modern times are Qoqnu's other bestsellers.

Cheshmeh Publication House's Bestsellers

Australian writer Steve Toltz's 2008 novel "A Fraction of the Whole" is on the top of Cheshmeh's bestseller list. The book translated into Persian by Peyman Khaksar follows three generations of the eccentric Dean family in Australia and the people who surround them.

"Like the Blood in My Veins", a collection of Persian blank verse poet Ahmad Shamlu's love letters to his wife Aida Sarkissian, came next.

French writer Jean Teule's 2006 black comedy novel "The Suicide Shop" and German writer Heinrich Boll's 1955 novella "The Bread of Those Early Years" occupy the third and fourth places on the list.

"No Friend But the Mountains: Writing from Manus Prison", an autobiographical account of Behrouz Boochani's perilous journey to Christmas Island and his subsequent incarceration in an Australian government immigration detention facility on Manus Island, was slated in fifth place.

"Outside of Door", a novel by veteran Iranian writer Mahmud Dowlatbadi that recounts a small portion of Afaq's life before the victory of the Islamic Revolution in 1979 came next.

The seventh-place was taken by "Autumn is the Last Season of the Year" by Nasim Marashi. The novel tells the stories of three women in their thirties.

"A Guide to Die with Herbal Medicines" by Iranian writer Atieh Attarzadeh captured eighth. The novel is about a blind girl whose world is defined in terms of her



collaboration with her mother at home to prepare herbal medicines. However, attending a family meeting outside of the home makes her into a different person.

"Theory of Music" by veteran composer Mostafa-Kamal Purtorab and "Art as Therapy" written by the Australian-Scottish art historian John Armstrong and Swiss-born British philosopher Alain de Botton was the last of Cheshmeh's bestselling books of the year.

Afraz Publication House's Bestsellers

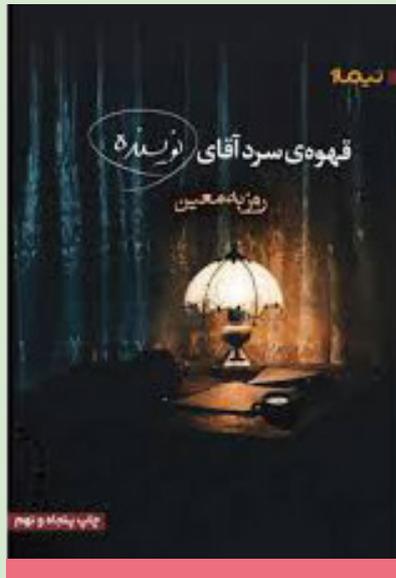
"T", a novel by Zahed Barkhoda, tops Afraz's bestseller list. The story narrates the internal voice of the autistic mind of its central character, which is continuously involved in playing with letters of the alphabet and numbers.

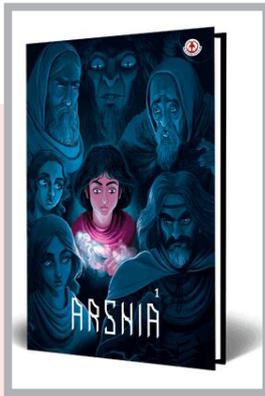
"At the Depth of 1.5 Meters" by Hanieh Soltanpur was listed as second. It is about a man who plans to marry, yet is strongly under the influence of his mother.

Saeid Jozani's story collection "A Year Has Two Seasons" appeared as the third. The collection contains four short and long stories, all of which are set in the northern Iranian region of Gilan. The fourth place was taken by "An Opera to Silence Rudaki Hall" by Jamshid Malekpur that narrates a story with artistic characters.

"Museum of Trash Objects", a story by Toktam Tavssoli about a woman who has been treated as a boy from childhood by her father, and Leila Babai's detective romance book "The Crickets in Qavam us-Saltaneh Garden" were slotted in fifth and sixth places on the list.

Four other bestsellers of the Afraz publishing company are as follows: American writer Robert McKee's "Dialogue: The Art of Verbal Action for Stage, Page and Screen" translated by Mahtab Safdari, Hungarian writer's "Theory of the Film Character and Growth of a New Art" translated by Morteza Latifi-Nezami, Franco-Belgian writer Eric-Emmanuel Schmitt's "When I Was a Work of Art" translated by Faramarz Veisi and Asieh Heidari, and American writer Stephen King's apocalyptic novel "Cell" translated by Mandana Qahramanlu. ■■■





Iranian graphic novel “Arshia” published in London

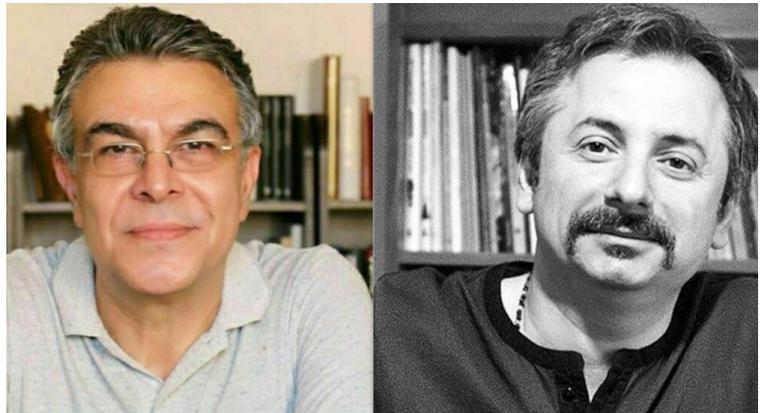
The first volume of the Iranian graphic novel “Arshia” written by Ashkan Rahgozar has been published in English in London.

Markosia, a leading UK publisher of graphic novels and comic books, is the publisher of the book whose original Persian version was published by Hoorakhsh Studio, an animation studio in Tehran that produced the acclaimed movie “The Last Fiction”.

“Arshia 1” is the story of a mysterious character born completely out of the writer’s fiction. Nevertheless, the relation of this character with the Shahnameh (The Book of Kings) and ancient Iranian mythologies is quite notable as Arshia, along with the main characters, is one of the most influential and important characters in the graphic novel series “Jamshid” and the animated movie “The Last Fiction”, both of which are loose adaptations of stories from the Shahnameh.

The young protagonist starts his life during the rule of Tahmures, father of Jamshid, and his life comes to a close during the reign of Afaridun with the defeat of Zahak. Throughout this collection of graphic novels, the mystery around Arshia’s long life is uncovered, and the number of secrets that have turned him into a mysterious character are revealed. “Arshia” is appropriate for all age groups, Hoorakhsh announced in 2019 when the Persian version of the book came out.

Markosia has earlier published Rahgozar’s graphic novel series “Jamshid”, which includes four books. ■■■



Jamshid Khanian and Pejman Rahimizadeh

Iranian nominees for Hans Christian Andersen Award 2022 named

Iranian author Jamshid Khanian and illustrator Pejman Rahimizadeh were introduced by Iran’s Council of Children Books to run for Hans Christian Andersen Award 2022 in the related categories.

The nominees have been introduced by the council to the International Board on Books for Young People (IBBY), a non-profit organization which represents an international network of people from all over the world who are committed to bringing books and children together. Jamshid Khanian is the acclaimed author of books such as ‘Babor’s Beautiful Heart’ and ‘Edson Arants Donasimento and His Himalayan Rabbit’. His books have garnered several national and international awards and honors, including the IBBY Honorary Diploma, the White Crow (Munich International Library for Children and the Youth), as well as national awards, including the Children’s Book Council Award.

He has also held many workshops and meetings on children’s literature, storytelling and literary criticism in various cities of Iran and foreign countries, such as China and Germany.

Rahimizadeh, who has illustrated books such as ‘The Lovely Hero of Our Story’, ‘Mad and the Well’, ‘Arash’, “Rustam and Esfandiar” and many other bestsellers, was earlier shortlisted for the award in 2016. His works have been showcased in numerous Iranian and international exhibitions around the world.

The Hans Christian Andersen Award is the highest international recognition given to an author and an illustrator of children’s books. Given every other year by IBBY, the Hans Christian Andersen Awards recognize lifelong achievement and are presented to an author and an illustrator whose complete works have made an important, lasting contribution to children’s literature.

The Author’s Award has been given since 1956 and the Illustrator’s Award since 1966. The Award consists of a gold medal and a diploma, presented at a festive ceremony during the biennial IBBY Congress. ■■■

A Guide to Death by Medicinal Herbs

Author: Atieh Attarzadeh

Publisher: Cheshmeh Pubs.

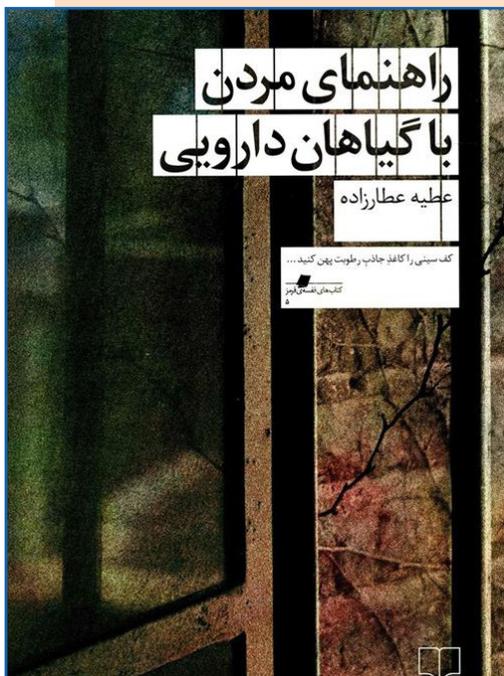
Years of Publishing: 2019/20th edition

Page: 117

Size: 14* 21

ISBN: 9786002298034

■ English text is available.



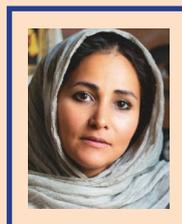
About the book:

The novel tells the story of a blind girl who has no connection to time or to other people, other than to her mother and the old house where they live. In the basement of this house, they prepare, mix, and package different Iranian traditional herbs. They sell these to Seyyed, an old herbalist; the only person who visits their house. The young girl lost her sight seventeen years ago, during a mysterious event that led to the separation of her parents. In all these years, she has lived with her senses of smell and touch, feeling different plants and becoming familiar with their sometimes deadly powers. Her world has other occupants as well: the greatest novels of

all time; Avicenna, the renowned Iranian philosopher and physician of the Middle Ages; and, of course, her mother with unusual beliefs, strange isolation, and a mysterious life story. The young girl searches the corners of this dark, quiet world to find missing pieces of her life, the shocking and terrifying pieces of a world where love and violence blend together. Everything is as usual until, one day, an unexpected event draws the girl and her mother outside the house, where she, for the first time, meets a young man, and this is the beginning of a storm that will lead to startling events...

About the Author:

Atieh Attarzadeh was born in 1984 in Tehran. She was raised in a family of physicians, but studied documentary film and earned a master's degree in film from University of Tehran. She primarily became known as a poet and painter, and her poetry collection won the prestigious "Shamlou Award" in 2016, and was selected for the "Reporters" poetry award. Her first novel, A GUIDE TO DEATH BY MEDICINAL HERBS, was published in 2017 and reprinted seven times in the course of eighteen months.



Iran Book and Literature House attends Indonesia fair

The Iran Book and Literature House is participating in the Indonesia International Book Fair (IIBF), which opened virtually on Monday.

The Iran Book and Literature House is promoting the history of the publishing industry in Iran for the participants in the fair, in addition to introducing top Iranian authors in the field of children and young adults, as well as introducing the Tehran International Book Fair.

The center is also introducing the works acclaimed at Iran's Book of the Year Awards and Jalal Al-e Ahmad Literary Awards, Iran's most lucrative literary prize.

The fair is an annual book exhibition established in 1980 under the name of the Indonesia Book Fair (IBF). To reach a bigger audience, in 2014 the Indonesia Book Fair became the Indonesia International Book Fair (IIBF) with Saudi Arabia as its first guest of honor, followed by South Korea in 2015 and Malaysia in 2016. ■■■

Secret of That Tree

(Based on a story by Rumi)

Illustrator: Firoozeh Golmohammadi,
 Publisher: Ofoq Pubs.
 No. of Pages: 32/hardcover
 Age Group:8+
 Size:24×29
 ISBN: 964-369-204-3
 ■ English text is available.

About the Books:

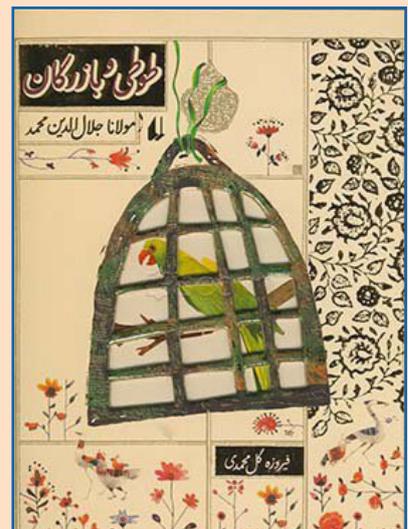
As the third edition in the series of "The Treasures of Persian Literature", the story of "The Merchant and the Parrot" resembles the paragon of Rumi's articulate ability of storytelling in poetry. The story takes place in Persia and India respectively. The images delicately portrait the detail of each culture and in this view, bright colors and influential paintings are combined masterfully Firoozeh Golmaohammadi has illustrated Persian and Indian cultures with such high accuracy and elegance that the images will stay in minds of audience for a very king time. From the first page, the reader will grasp that an amazing journey in the realm of art and story is just steps away; a journey as memorable as merchant's experience and as peaceful as parrot's freedom. Years and years ago, there lived a wealthy generous merchant, who

had an imprisoned garrulous, beautiful parrot. The parrot's voice was chanting and unique. The day the merchant decided to go to India for trading, he gathered everybody and asked them what they want from India. "Tell my species my greetings. Tell them how captive I am in a cage", the parrot said, hoping their reply would be the key to his freedom. The merchant did so, and suddenly, one of the parrots fell off the tree and died. He, affected tragically by the bird's demise, blamed himself for delivering of the message at the first place. When he returned, the merchant explained the unfortunate turn of events to his parrot. He then witnessed how his adorable parrot fell off, his face lost color, and the bird looked hackneyed. The mourning merchant took the departed parrot out of the cage. To his great surprise, the parrot came to life and flew to a high tree branch. "My glorious, unique singing kept me imprisoned. It was the simile of death, which opened my cage's door and freed me once more", the parrot said. He then, enlightened the merchant's life with some advices. That parrot finally flew high and said goodbye to his previous master.

About the Illustrator:

Firoozeh Golmohammadi, an Iranian painter and illustrator, is an artist with international achievements. She has been rewarded with many national and

international awards throughout her career. Moreover, she has published various illustrated titles, the most remarkable of which are "The Merchant and the Parrot", "The Secret of that Tree", and "Elephant in a Dark House". Her works have been exhibited many times in different parts of the world, such as the Middle East, Europe, and America. These works have also attracted great attention as "brilliant evolution in Iranian traditional painting schools". Golmohammadi was born in Tehran and now reside there with her family.



Tehran International Book Fair 1st Virtual Edition

Tehran International Book Fair is a large annual book fair. A first edition of the international cultural event was held in 1988. The first edition of the international book fair was staged with 16 thousands titles of book on show. The cultural event has turned into a landmark, momentous book fair in the Middle East and Asia after 32 editions in a row. Millions of visitors inspect the fair every year, including thousands of university students, scholars and their families. The event currently serves as the most significant cultural event in Iran.

This year due to pandemic and the increasing number of cases all around the world, we have decided to go virtual for the first time from 14-20 December, 2020. The ultimate goal of the virtual edition of Tehran International Book Fair like the physical version is to expand book reading. ■■■

Munich library picks four Iranian children's books for publication

Four children's books are seen among the titles representing Iran in the annual White Ravens Catalogue which is published by the International Youth Library (Internationale Jugendbibliothek, IJB) in Munich.

The books are "The Grand Wizard and the Queen of Color Island" written by Jamshid Khanian and "Simorgh, a Story from Attar Neyshaburi's Mantiq at-Tayr (Conference of the Birds)" rewritten by Marjan Fuladvand and illustrated by Mohammad Barangi.

"I'll Sow My Hands in the Garden" written by Forugh Farrokhzad and illustrated by Hoda Haddadi and "What a Brilliant Idea" written and illustrated by Narjes Mohammadi are also included.

Each year the language specialists (Lektoren) at the International Youth Library in Munich select newly published books from around the world that they consider to be especially noteworthy.

This list of books is compiled into the annual White Ravens Catalogue, which is published by the International Youth Library in Munich.

Rahi's mother informs him one day that he must go and work for their neighbor, the artist Ms. Parsa, to sit for his portrait in "The Grand Wizard and the Queen of Color Island".

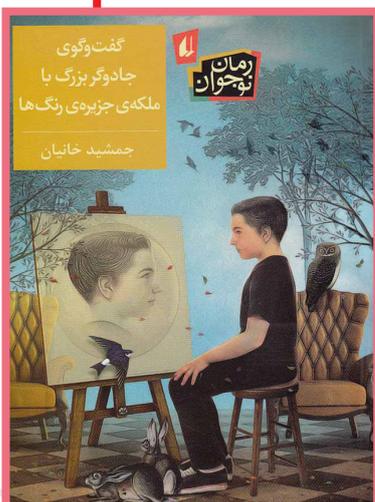
In return, Ms. Parsa will buy him his dream bicycle. The atmosphere of her house feels odd to him. Step by step, Rahi figures out that there once was a boy living in this house, whose room is still intact, including his clothes. Gradually, the readers put the pieces of the puzzle together and find out that Ms. Parsa's son, Amir Taha, drowned in the sea and that the resemblance between Amir Taha and Rahi is uncanny.

Simorgh, a bird in Iranian mythology and literature, plays a significant role in some Persian classics, such as Ferdowsi's Shahnameh and the story of Mantiq at-Tayr.

In Attar's parable-like poem, the birds of the world gather to decide who is to be their sovereign. The hoopoe, wisest of them all, suggests that they should find the legendary Simorgh. At the end of the long journey, only thirty birds remain. They realize that they themselves are the ruler they seek.

Farrokhzad was a controversial modernist poet. The book "I'll Sow My Hands in the Garden" anthologizes and illustrates those parts of her poetry that are more intelligible and linguistically less intricate and thus well-suited for young adult readership. This is a first step in making her poetry known to a new generation of adolescent readers.

"What a Brilliant Idea" is about Turnip who is unhappy with his big ears. He decides to wear a mask over his head to hide them. Everyone is amazed by his brilliant idea and decides to do the same. They're all hiding something they dislike about themselves, yet now no one is distinguishable from anyone else. This outcome makes Turnip wonder: Was this really a good idea? He is not so sure anymore. ■■■



Book series training children against COVID-19 released by Iranian publisher

A book series recounting educational stories for children on COVID-19 has been published by a Persian publisher.

The collection, which is composed of four books, has been published by Simaye Sharq Publications.

One of the books is "A Bride and Groom Wearing Face Masks" written by Zahra Musavi.

Illustrated by Meisam Musavi, the book tells the story of animals that face problems for violating an order to wear a protective face mask during the wedding party of the crow and goose. Musavi has also collaborated as an illustrator in "Take Care that Your Covid Doesn't Become 19", another book of the collection written by Nastaran Fat'hi.

The story is about Biju and Jibu, two rabbits whose friend should be quarantined as it has tested positive for coronavirus.

Another book of the series is "The Crow Did Not Reach Its House" written by Zahra Musavi is about a crow and its friends, which are deeply troubled for their disregard of health protocols during the COVID-19 pandemic. The book has been illustrated by Fatemeh Zamanero.

With illustrations by Sam Salmasi, "Hand Washing" is the last book of the collection. In a funny way, writer Shahram Rafiei teaches children how to wash their hands as the most effective way to push COVID-19 transmission down during the pandemic. ■■■

A Talk with Iranian Illustrator Rahele Jomepour Bell

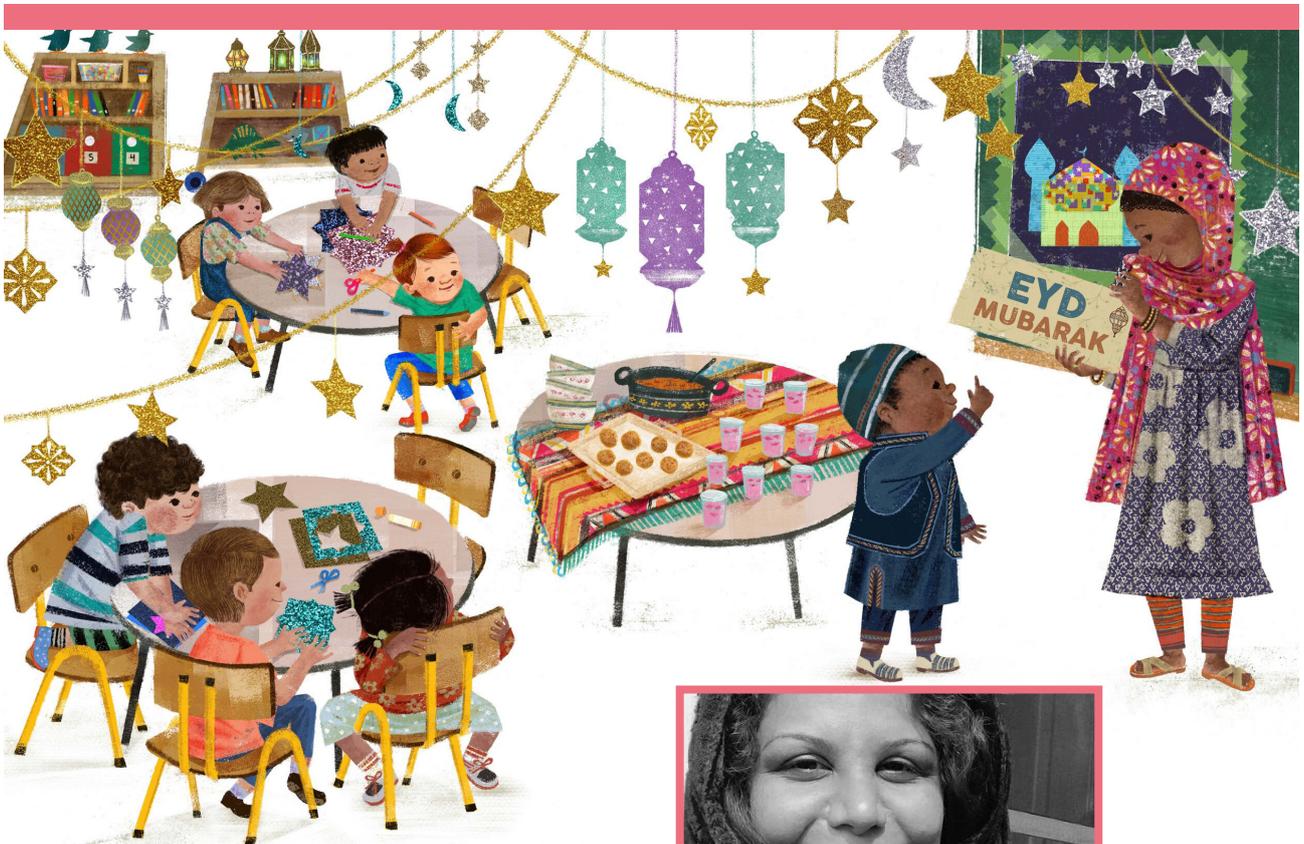
 BY: ELIZABETH BIRD

Rahele came to the United States in 2011 to pursue her dream of being a free international artist and graduated with an MFA in Integrated Visual Arts from Iowa State University in 2015. She now lives in the beautiful tiny city of Ames, Iowa, with her husband and her little girl Darya, and works as a full-time freelance illustrator in her home studio. She has been an active member of SCBWI since 2012 and has worked with Cricket Media, children magazines since 2016. Her Illustration work was selected as a finalist for the SCBWI Bologna 2016 and shortlisted for the SCBWI Bologna 2018. She has illustrated seven books published by an Iranian publisher in Tehran. She is the recipient of the 2018 Illustration Mentorship Awards from We

Need Diverse Books. In August 2018, she won the portfolio showcase grand prize award at the SCBWI LA National Conference. She also was the winner of the 2018 SCBWI Social Media Mentorship for Illustrators at the LA National Conference. Laurent Linn and Debbie Ohi were her excellent mentors.

In your case, what drew you to this particular book? What about it, do you like it the most?

The minute I read the story of Our Favorite Day of the Year; I knew there is a voice for me to speak up in this story as an immigrant artist. I could find myself between the characters in this story. I am a person who is open to all messages of caring love from all different cultures and religions in this world. I love to know more about people and their beliefs; I think these differences and contrasts bring pure beauty to this world. We do not have to be similar to get accepted in our society; we need to respect each other's minds. We can be friends with all sorts of cultural backgrounds and spiritual forms. I learned a lot from the characters of this book. This book had a challenge, and it was doing a lot of research during the process of making it. It includes a lot of ethnic, racial, and lifestyle referrals, and I needed to be careful not to make a single mistake in order to make the pictures. And I loved it.



What's your favorite holiday, personally?

My favorite holiday is Nowruz. I believe all people in the world celebrate coming spring everywhere, but perhaps no one takes the arrival of spring more seriously than Persians do. Persian people have celebrated the festival of Nowruz, the Iranian New Year, for thousands of years. Nowruz means "A New day." It's a holiday admiring rebirth and renewal filled with family, friends, feasting, music, poetry, and hope for a felicitous new year to follow. We set up A Haft-sin table decorated with symbols of spring and renewal on display. I have included its picture in the endpapers. Can you find it? The first thing we do on this day is taking a shower, put on the new clothes, and sitting around the Haft-sin table, then making wishes wordlessly, purifying our taste by trying the Norouz Persian pastries. Hugging and loving each other and telling this to each other: "Norouz Mubarak." Later, it is the most exciting part, and that is getting ready to go to Grandparent's house and spending the rest of the day with cousins and aunts, uncles. Ahh, it is the happiest day of my life. I am trying my best to keep it alive for my child Darya here as much as I can and let her experience the happiness of celebrating this beautiful day.



What can you tell me about the picture books you might find there? What are the top topics of interest? How does the business differ from publishing here in America?

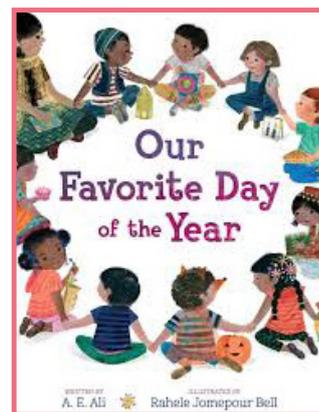
As a child born and grown up in Iran, from the beginning of life, I was exposed to lots of ornamental and detailed Persian patterns, from Persian rugs motives to my grandma's quilt. There have always been stories behind these images. I remember sitting and playing with my paper cut characters in the garden, knitted and pictured in the Persian rug in our living room. I told all of these to say that Iranian initially are illustrators. If any artist you find from Iran creates any form of art, you can find the origin of the narrative skill and storytelling in their artwork. I think because of that there are lots of great illustrators from Iran.

Iranian love fables and folktales. I found these books are a little bit less bold here in America compare to Iran. People in the literature field in Iran are trying their best to keep the

roots of this genre active. The taste of children's books I see published in Iran is more similar to East European books. Publishers and picture bookmakers are more in the act of exchanging their books with Europe through book fairs there such as having book exhibitions in Bologna book fair, Belgrade, and Frankfurt book fair.

The big difference I can point to is that there are more independent publisher houses in Iran to compare it with here in America. But the book marketing here is more organized and very well-delineated.

I love working as a picture book maker here in the US because I have the chance to be alongside many incredible artists and authors from different countries and getting published by US publishers. I love the diversity here in the publication industry, which we do not have in Iran. And it feels like a big gap there, I believe. When a country brings different people from different backgrounds and perspectives, it helps any form of industry always refreshed and new.



What would be your dream assignment? What kind of book for kids would you like most to illustrate?

My dream book project is picture booking my own stories with no boundaries to have the freedom to make both pictures and words. I know my readers are astute; children are super smart. I want to make books with less commercial cuteness but more explorative and imaginative concepts, including emotions and deep feelings, poetic.

I want to show children that there is no line to be creative and innovative through my art. I do not see any problem with having a little bit of bitterness and dark concept in picture books. Kids love this stuff. Short answer, just like Maurice Sendak's books.

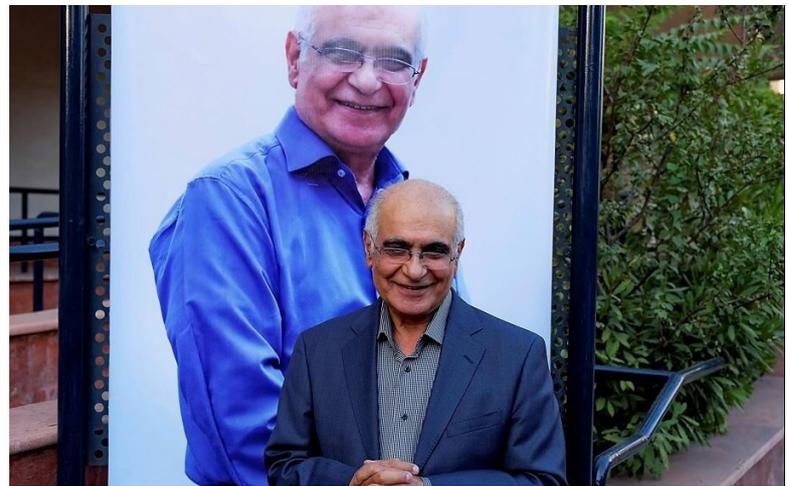
What are you working on now?

I am about to finish my third book's final artwork. I am going to miss working with the one and only Laurent Linn, my art director at Simon and Schuster. This book will be going to be loved by every single reader, I hope. I can't wait to share the Book's Big Adventure, with the world; written by Adam Lehrhaupt, publisher: Paula Wiseman Books.



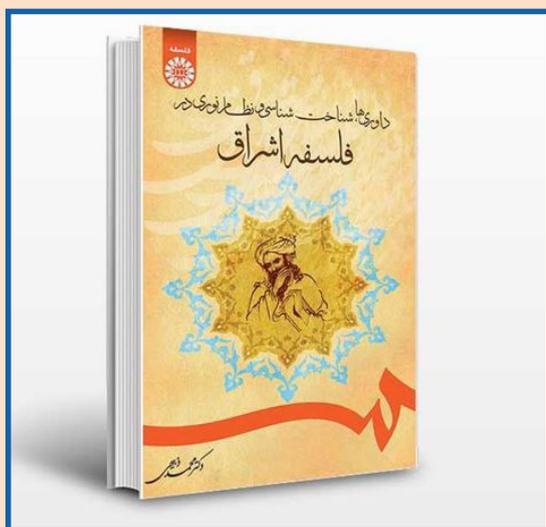
Iranian publishers attend smart Beijing Intl. Book Fair

Iranian publishers are attending the 27th edition of the Beijing International Book Fair (BIBF), which moved to a digital format in the Chinese capital this year. Dubbed “Smart BIBF 2020”, this year’s event will provide online resources to give publishers the chance to exhibit, network and negotiate virtually, which will be available for a year, the organizers have said. A number of award-winning Iranian books on Persian literature, art, children, religion and the Iran-Iraq war are on display at the virtual fair. The Iran Book and Literature House, the Alhoda International Publishing Group, Iran’s Institute for Intellectual Development of Children and Young Adults, the Pol Literary and Translation Agency are among the participating publishers. Right in line with other major fairs, festivals and trade shows of the publishing year, Beijing is describing its online offerings as being designed “to give publishers the chance to exhibit, network and negotiate virtually.” ■■■



Iran’s Hushang Moradi Kermani nominated for Astrid Lindgren Award

Iran’s Institute for Research on the History of Children’s Literature has nominated bestselling writer Hushang Moradi Kermani for the Astrid Lindgren Memorial Award in 2021. The award, administered by the Swedish National Council for Cultural Affairs, was established in 2002 to commemorate Swedish writer Astrid Lindgren and to promote children’s and youths’ literature from around the world. It is the world’s largest award for children’s and youths’ literature, and the second-largest literature prize in the world. The prize, five million Swedish kronor in cash, is awarded to one or more recipients including authors, illustrators, storytellers and promoters of reading. Over 260 figures and organizations from across the world have been nominated for the award and the winner will be announced on April 13, 2021. Iran’s nominations for the Astrid Lindgren Memorial Award are selected separately every year by the Institute for Intellectual Development of Children and Young Adults (IIDCYA), the Iranian Association of Writers for Children and Youth, the Children’s Book Council of Iran and the Institute for Research on History of Children’s Literature. The 76-year-old Moradi Kermani has been nominated for the award several times, the last of which was made by the IIDCYA in 2020. However, he failed to win the honor. Moradi Kermani is mostly known as a children’s writer, but his works also appeal to adults. He is the author of numerous bestsellers such as “You’re No Stranger Here”, “The Water Urn” and “A Sweet Jam”. Most of his works have been translated into English, German, French, Spanish, Dutch, Arabic, Armenian, Turkish and several other languages. “Hushang Moradi Kermani is the writer for those children and youths whose voices are heard in their society; from those children who work in the carpet weaving workshops to those who enjoy the minimum educational facilities in their schools in the remote rural areas,” the Institute for Research on the History of Children’s Literature wrote. ■■■

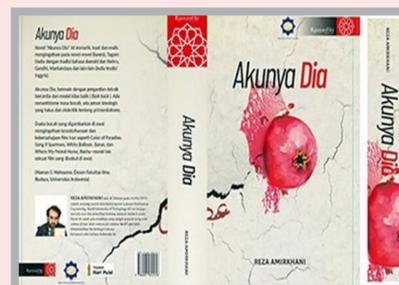


Judgments , Epistemology and Light System In the Illuminationist Philosophy

Author: Dr Mohammad Zabihi
 Publisher: Samt
 ISBN: 978-964-530-891-7
 362 pages | 16.5 * 23

About the Book

If we define philosophy as a human endeavor for rational understanding, the main and essential task of that effort is to understand the existence, human being, the creatures that are superior or inferior to human, and the characteristics of their interaction with each other, as well as to provide a rational analysis and interpretation about them. Human written history shows that man has always tried seriously to use religious beliefs and philosophical knowledge to find answers for many questions. Both religious beliefs and rational knowledge have each provided a person with intellectual support in order to distinguish the facts from superstitions. A glance over the positive or negative impressions of religious teachings on the old and modern philosophical schools, as well as the impressions of philosophical knowledge on our understanding of religious beliefs clearly testifies this claim. The range of the impressions that are interchanged between scientific ideas and natural phenomena in many sciences caused so great controversies that the field of philosophy – a fully rational knowledge – is considered an ecological and ethnical field with different attributions. This idea must be verified in a proper context, but this book aims to introduce Illuminationist Philosophy, but first of all, it tries to describe in what intellectual geography and political-social context had Suhrawardi (Shaikh al- Ishraq; Master of Illumination) grown up. Identification of the era and intellectual environment of Suhrawardi – this famous philosopher – helps philosophical scholars reach more plausible results in the verification of his ideas, but in order to reach a more authentic outcome, we must first know the nature and characteristics of philosophy, and then describe the intellectual, political, and social conditions of his age.



Persian novel “His Ego” published in Indonesian

Persian writer Reza Amirkhani’s novel “His Ego” (“Akunya Dia”) has been published in Indonesian.

The novel tells the story of Ali Fattah, a man from a well-established family in Tehran who falls in love with Mahtab, the daughter of their family maid. Due to Ali’s belief in a pure love, Mahtab declines to marry him until she becomes sure about her real love for Ali. Mahtab enjoys guidelines from a dervish named Mostafa, who is a key character in her life. In the end, however, Ali and Mahtab die unattached in order to marry each other in the future life.

Ofoq, a major publisher based in Tehran, released the original book in 1999. This novel is one of Amirkhani’s hugely popular novels, which has been republished 38 times. It has been translated into various languages including Arabic, Russian and Turkish. Armenia’s Darak Publishing House in Yerevan has purchased the rights for the Armenian translation of “His Ego”. Amirkhani is a bestselling novelist in his homeland. His book “Salvation”, about the consequences of urban development for a young couple that lives in Tehran, was selected as best novel in 2018 at the 11th Jalal Al-e Ahmad Literary Awards, Iran’s most lucrative literary prize.

Amirkhani visited the North Korean capital of Pyongyang for nine days during June 2018 as a documentarian. He is also the author of “The Good Smell of Oil”, “Ermia” and several other bestsellers. ■■■

Rich-Thinking Stories

(5 Vols.)

Author: Ali Asghar Seyed-Abadi

Illustrator: Alireza Goldouzian

Publisher: Ofoq Pubs.

No. of Pages: 32

Age Group: 8+

Size: 21x27

ISBN: 978-964-369-708-2

■ English text is available.

■ Winner of Bratislava's Grand Prix BIB (Golden Apple Tree)

■ Illustrations of the first title of series were exhibited in the "Illustrators' Café" in Bologna Children's Book Fair (2009) and were published in the catalogue of the book fair. Alireza Goldouzian, the illustrator of this series, honored in the ceremony.

About the Series:

"Rich-Thinking Stories" are all about those tales which has happened many times and we have heard them many times. But now, someone in each of these tales wants to change their destiny. Therefore their story has to be

altered. In each book of this series, a tale is being told, which the children of this land are acquainted with, but it also resembles to tales from other lands.

Each tales alter right at the twist of the narration and thus, the first guess takes shape. For the second guess, the kind of alteration does change. And another alteration in the tale has been devised for the third guess. Each of this tales, in each of the books, are told in three forms, but these are not all what this series proposes. At the conclusion of each, the reader is told that what they had read were just only guesses.

What is your presumption? If you don't want this tale to look like the preceding form, how should it be concluded?

Besides the charm of a sweet tale and its craftiness mixed with humorous hints, the series is calling its young readers to guess, too. Calling to guess for changing a tale, is the prelude to changing the world.

1. Where Were the Kids of the Ringing-Bell Goat?

ISBN: 978-964-369-582-8 ,Size: 21 x 27 cm ,24 pages

This funny illustrated short story for children relates how the famous Mother Goat, whose ringbell is tied around

one of her feet, becomes terribly worried when she returns home and discovers there is no sign of her beloved little goats. She fears that the cruel wolf has again swollen them up, or maybe they have gone somewhere and are trapped. The writer of this story wants the readers to think and guess for themselves. What has really happened to the three little goats? Whilst using modern characters and plot devices, he describes three different situations, combining them with comedy and humor.

2. Who Did Auntie Beetle Marry?

ISBN: 978-964-369-583-5 ,21 x 27 cm ,24 pages

There is a very famous and popular old story in the Iranian folktales, in which all lady beetles set out to the city of Hamedan to find a good husband, who is called Mr. Ramezan. But on their way, always a naughty and clever Mr. Mouse appears and before they realize what they have done, they accept his proposal and marry him. This time and in this new and interesting version of the old story, Auntie Beetle has made up her mind. She wants to be different and act in an unexpected manner, so that she is not seduced by a mouse and finds Mr. Right or in other words, Mr.



Ramezan. So Auntie Beetle makes us guess how she might possibly find her soul mate. The author suggests three different situations in which our hero has new plans; in one case she decides to ignore any mouse she meets, or even move in a different direction and go to Hamedan by bus instead of walking all the way.

3. When Did the Rolling Pumpkin Return?

ISBN: 978-964-369-584-2 ,21 x 27 cm ,24 pages

There is an old Iranian folktale about an old plump woman who just hides from her enemies by creeping into a rolling pumpkin, without being recognized. But she is so famous that after all these centuries. Even the lion, the leopard and the wolf of the Big Jungle have heard about her and wish to hunt her for their meal. They decide to wait for her somewhere along the way of the jungle and trap her. By now the plump old woman has become wise and clever and knows how to escape and save her life. One day as she passes through the jungle, the lion, the leopard, and the wolf appear in front of her one by one to trap her. She tells them that her daughter is pregnant and she just needs a short break. The old lady explains that once her daughter delivers her grandchild, she will return back to them. She even promises these greedy animals her grandchild and that is how she escapes again.

4. What Happened to the Wise Bear?

ISBN: 978-964-369-585-9 ,21 x 27 cm ,24 pages

If anyone had seen the "Dumb Bear" in this mess, they would not be surprised, but no one ever expected to see the "Wise Bear" in such a bad situation. What had happened to him? The Dumb Bear used to trick the goat, camel and even the other animals. But how could the Wise Bear prove he is different, does not want to harm the other

animals, and wants to live in peace? The poor Wise Bear was in a horrible shape; his head was broken, and there was blood in his mouth. His ribs were broken and badly hurt.

5. How Did the Fox Eat the Stork's Food?

ISBN: 978-964-369-586-6 ,21 x 27 cm, 24 pages

The deceitful fox invites the stork to his place and cooks a tasty food. But he deliberately puts the food on a stony tray so that the stork can't even touch the food. The fox laughs at his guest, when he sees how the stork struggles to eat something, hurting his beak each time it touches the hard, stony tray. The stork decides to take revenge on the fox, and it is his turn to invite the fox to his place for a meal.

About the Author:

Ali Asghar Seyed-Abadi (1971-Korasan)

To date, he has published about 60 books, some of which are on theoretical topics in children's literature and the rest on stories and poems for children and adolescents. Seyedabadi was introduced in 2018 by the Association of Children and Adolescent Writers as one of the Iranian candidates for the Astrid Lingren Award .

In 2014, he was awarded the 17th Book Festival of the Children and Adolescents' Intellectual Development Center for his three-volume collection of "Tales of the Bell-headed Goat" for "creatively using an old story to create new works, fostering critical thinking in the audience and a humorous view of the subject." Other award-winning works by Seyedabadi include the collection "Sweet Brain Tales" and "Who did Aunt Suske marry?" Pointed out. In addition, his research entitled



"Poetry in the Margins" about Iranian and adolescent poetry was selected in the sixth period of cultural research of the year. On Nowruz 2020, at the same time as the Covid-19 pandemic, he published the book "Hannah Our Hero", which was published shortly after and with the voluntary help of a group of illustrators and translators from around the world in English, Italian, French, German, Turkish, Arabic and Kurdish. , Translated into Spanish, and Polish. This work has not yet been physically published and has only been published and distributed on virtual networks.

About the Illustrator:

Alireza Goldouzian, born in 1977. He earned his MA. in Illustration at the Art and Architecture academy of Azad University. Goldouzian teaches



at Azad University. Alireza Goldouzian has so far earned several awards for his creative illustrations in both Iranian and foreign festivals, including:

- 2009: Selected Illustrator in Bologna Children's Book Fair; Italy
- 2006: Selected Illustrator in Bologna Children's Book Fair; Italy. He also illustrated the cover of the Fair's annual catalogue.
- 2005: Winner of Bratislava's Grand Prix BIB (Golden Apple Tree) Award.
-
- 2004: Selected illustrator in Bologna Children's Book Fair; Italy.
- - 2003: Golden Pen in Belgrade.
- - 2002: Winner of BAIJ award; Japan. Goldouzian has illustrated over 50 books so far; both in Iran and abroad.
- He has attended several international world fairs and exhibitions on illustration. He was the tutor of a workshop held in Spain in 2007 for art students of MadridArtsUniversity

Mehrab Ghalam Publishing House



Name of the Publishing House: Mehrab Ghalam

Add. No. 104, Shohadaye Zhandarmery Str. Inghelab Ave. Tehran-Iran
www.mehrabghalam.com
mehrabghalam@yahoo.com

Director: Abdolazim Freidoon

Mehrab Ghalam Publishing House was established in 1981 by a number of writers, cultural directors, and teachers for children and adolescents.

From the first year of its establishment, Iranian children and adolescents have always been considered as the main audience of Mehrab Ghalam, such that Mehrab Ghalam could be considered as the first specialized Iranian children and adolescents' publisher in the private sector that publishes books for this age group.

Since its establishment, Mehrab Ghalam has published many works for its audience in the fields of science, education, literature, art, and all kinds of reference books, i.e. general and specialized encyclopedias, and language dictionaries. The use of numerous councils and top experts in publishing books is a distinctive feature of Mehrab Ghalam publications.

Utilizing the best writers, illustrators, editors and graphic artists of the country have hugely enhanced the scientific

and artistic level of Mehrab Ghalam publications' books.

Mehrab Ghalam is ready to talk and interact with non-Iranian children and adolescent publishers to provide a platform for the exchange and development of written culture for all children in the world.

Accomplishments:

1 - Six times the country's distinguished publisher of the year in the years 1997, 1999, 2008, 2009, 2014, and 2018.

2 - Twice the country's acknowledged publisher of the year in the years 1999 and 2012.

3 - Four times the distinguished and acknowledged publisher at the Education & Training Roshd (Growth) Books Festival in the years 2000, 2004, 2007, and 2013.

4 - Distinguished publisher of the country's Public Libraries Agency in 2010.

5 - Three book titles, The Ruler's Whistle and The Dwarf King and One Thousand and One Legends in five volumes, were awarded as the country's books of the

year and acknowledged books in the years 1987, 2007, and 2019.

6 - The book Two Angels, Two Brothers was awarded as Velayat (religious supreme leader) book of the year in the year 2000.

7 - More than a hundred book titles recognized as distinguished, acknowledged, and appreciated books by domestic and overseas cultural centers.

Front List:

The 7-volume book collection entitled News Book

Now that schools are virtual, we also have a bunch of school news, all of which are fresh. That means no one has ever heard such news in his life! (Except for those who have just read our Newsbook.)

However, our news is not true. However, what's wrong with that? During the day, we hear a lot of true news, but none make us feel good. Instead, everyone enjoys listening to our news. Especially for children who have just learned to read and write. Or they have just started to read a book with the help of their teacher and parents. Because Mahtab (moonlight) News Book is written for primary school children. Nevertheless, older people can also enjoy reading it. Reading these books is also useful for

fostering children's creativity. A colorful illustrated book that can flourish children's creativity and artistic taste with poetic text and beautiful and fanciful images.

There is more! It

can be said that this book is also a kind of children's poetry. So, if you like poetry and you hate the real news, we





recommend that you read the News Book!

Title: Friendship Stories (15 Vols.)

This collection, written for preschool children, consists of 15 stories, of which nine has been published. All the stories are thematically based on friendship and sympathy. Iranian expert writers and skillful illustrators under direction of the renowned author, Majid Rasti, executive director of Mehrab-e Ghalam’s Board of Children’s literature, create the amusing tales and interesting illustrations. The artistic director of the board is Hoda Haddadi, the internationally acclaimed artist.

Encyclopedia of Iranian History for Children

This book acquaints children with the history of Iran, from the distant past to the contemporary period.

First, this encyclopedia contains amazing ancient relics that highlight the ancient Iranian civilizations. Monuments such as the Burnt City and Jiroft.

Then the civilizations of Elam and Assyria, the migration of Aryans and thereafter, the emergence of Zoroaster and the rule of the Medes and Achaemenids are mentioned, Darius and Cyrus and Xerxes and so forth.

The author then mentions the invasion of Alexander and the formation of the Seleucid state and then, the Sassanid dynasty.

The rise of Islam and the Arabs invasion and the formation of Iranian governments such as the Samanids and Ghaznavids, etc. is another part of this encyclopedia.

The next part of the book begins with the powerful Safavid rule, King Ismail and King Abbas, etc., and then continues with Afsharid and Zand dynasties.

In this book, in addition to familiarity with the history of Iran, children also get

acquainted with the customs, rituals, and religions of different periods and the scientific and cultural developments and personalities of each period.

Persian Dictionary of Today’s Children

The Persian Dictionary of Today’s Children, with more than 3,000 terms, 160 scientific articles, and 600 pictures, is a suitable reference for students in the last years of primary school. This book is the first student Persian dictionary that in addition to defining words, provides a lot of scientific information to the audience. In this dictionary, there is also information about grammar, the origin of borrowed words or foreign words common in Persian, synonyms, and antonyms, and words with the same root.

The use of Persian dictionaries, in addition to expanding the vocabulary of students, significantly enhances their comprehension and linguistic intelligence. It should be noted that having the comprehension power and language intelligence will lead to students’ progress not only in Persian language lessons but also in sciences, mathematics, and English language.

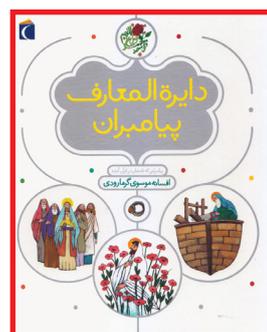
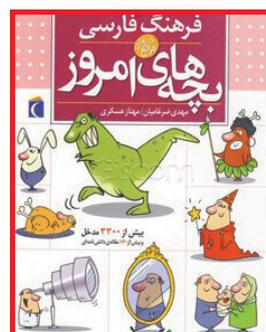
The Encyclopedia of Prophets

Encyclopedia of Prophets depicts the lives of all the prophets in chronological order as mentioned in Qur’an and cites their sayings according to the Muslims’ Holy Book. Encyclopedia of Prophets, first

publish in 2016, has sold over 50,000 copies. The simple language of the text accompanied by multicolored lively illustrations makes it easily accessible for primary students who are interested in Qur’an and religious studies.

Back list:

- Names (Index of Names for Today’s Children)
- My Illustrated Dictionary
- Toddlers’ Dictionary
- Persian Dictionary of children
- Persian Dictionary of Today’s Children
- Mahtab Persian Dictionary
- Index of Names of the Quran
- 3-Volume Encyclopedia of Iranian Heroes (ancient legends, women and girls, folklore)
- Encyclopedia of Iranian History
- Encyclopedia of Sports
- Encyclopedia of the History of Science in Iran
- Encyclopedia of Occupations
- Encyclopedia of the Prophets
- Encyclopedia of the History of Islam
- Encyclopedia of Money and Life
- Encyclopedia of the City and Life
- Encyclopedia of Environment and Life
- Knocking picture book
- The Secret of Proverbs
- Proverbs and Their Stories (12 volumes)
- The Turbulent Plain
- Forest of Toasted Gates Trilogy
- The Sea of Flying Oyster
- The Marble Palace Valley



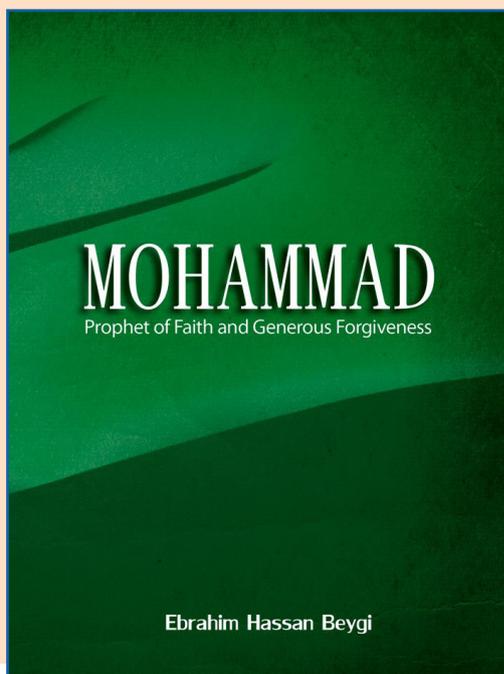
Muhammad (Prophet of Faith and Generous Forgiveness)

Author: Ibrahim Hassan Beygi
 Publisher: Madresse Publications
 Year of Publishing: 2014/6th edition
 No. of Page: 322
 Size: 21×14
 ISBN: 9789642667673

- English, Arabic, Turkish, Urdu, German texts are available.
- The Copyright was sold in England, 2013: Candle & Fog Publications.
- The Copyright was sold in Turkey, 2013: Ma'na Publications.
- Reprinted 5 times in Iran .
- Honored in Iranian Literary Festivals: Jalal Alahmad Prize (2013) , Golden Pen Prize (2014)

About the Book:

A Jewish man, on behalf of his noble master who was affiliated with the Committee or the Supreme Council of the Jews, is sent to Mecca as an agent or spy to collect information about the life and prophetic proclamations of an Arab man from an idol worshipping tribe, who presented himself as a follower of Ibrahim Khalil. The Jewish man is commissioned to stop such proclamation by any available means. Even to kill the Prophet or if he doesn't deem the murder viable, shatter the Muhammad's (PBUH) religion with the help of his friends in

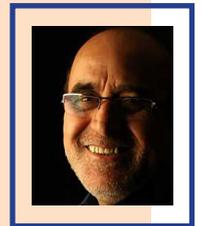


Yasreb. The agent acts according to the order of his superior and sends to him word – of – mouth reports related to the Prophet. The mission takes ten years and the agent, despite all seeds of hatred and hypocrisy dispersed among Muslims, cannot succeed, and defeated and tired, abandons his wife and child, and returns. And that is not possible, except with the unity of the Prophet (PBUH) and his comrades and their articulated reactions in response to every plot and planned division.

This is a realistic story. We are facing a real and truthful tale. But this real story has its own subsets. First, it is a historical and religious story and next, by the nature of the story it is a tale of beliefs. The language is simple and fluent and unofficial with its special charm. The narrative is linear and goes through the text without any kind of deconstruction in context. The author's exploitation of the type of language and its relationship with the old date of the issue has made the text fresh and special more than anything else. In this novel, representation of the character is preferred to its description and the author, instead of repeated explanation and description, shows off all the character's attributes ranging from mood and temperament, behavior, behavior, language, dialect, religion, etc. and through this, the character in its true meaning, is disclosed.

About the Author:

Ibrahim Hassan Beygi is one of the well-known and experienced writers in Iran who has written for children and young adults more than 30 years. He authored more than 50 books and at least 10 of them translated and published in other countries. His travels to all around Iran gave him the opportunity to collect drafts for his later stories. Hassan Beygi's books are characterized by a simple narrative with theme of social affairs. He has published 90 novels, adult short story collections and children and young adult books, which some of them are popular and high seller among teenagers and young adults. His books have been translated into other languages and published in different countries.



Awards:

- 1–Honored Diploma for the book "Eternal Roots", 13th Festival of Children Books, Iran, 2009.
- 2–The book titled as "The Root in Depth" selected as one of the best fiction issued in Iranian revolution and sacred war.
3. The book titled as "The Rosebud on the Rug" selected as one of the best book in the year 2000.
- 4–The winner of Iran Book of the Year's Global Prize, for the Book "Mohammad", Iran, 2013.
- 5–The Winner of Qhanipoor Literary Festival for the book "Amir Hossein and the enchanted Lamp", Iran, 2014.
- 6–The winner of Jalal AlAhmad Literary Festival for the Book "The Saint", Iran, 2014.



Elina in(3 Vols.)

Written by: Mojghan Kalhor
 Illustrated by: Sara Tabibzadeh
 Publisher: Ofoq Pubs.
 ISBN: 978-600-353-865-8
 Size: 14.5 x 18.5
 Pages: 88 (each Vol)
 ■ Sample English text is available.

About the Book:

My name is Elina. My friends call me Eli. I love going to the parties, pizzas, and cellphones. But of course, I don't have my own cellphone so I have to beg my mom to give me hers. I want to tell you two secrets: I hate homework and Fresh-herb Kuku. Isn't Elina all of us? She is an absolute powerhouse, who seeks adventure and fun and runs away from discipline and homework. Elina has the most imaginative mind around her and with her little brother, Mani, and a few good friends, she wants to make the world a better place. But first things first, she needs to ditch her mom and their nosy neighbour, who is an old lady

About the Author:

Mojgan Kalhor has created a lovely character, who is a sweet girl. All the young readers would love to read her stories and her honest, yet problematic accounts of the mischievous things she does. Moreover, the books are filled with interesting facts about nature, which are presented in the most interesting of ways. Along with Kalhor's fascinating narrative, we must proudly mention the books' illustrations.



About the Illustrator:

Sarah Tabibzadeh, an internationally acclaimed illustrator, has made Elina alive with her fun and simple drawings. The readers' minds will explore Elina's world through fun illustrations. This brand new series is perfect for children who love fun stories, and are beginner readers themselves. Short sentences, simple wording, and hilarious stories are what they really want!



Persian writer Hamid Hesam's "Just Be a Servant of Hussein" published in English

Iranian writer Hamid Hesam's book "Just Be a Servant of Hussein" has recently been published in English.

The book, for which Hesam was crowned the Islamic Revolution Artist of the Year in 2018, was unveiled during a ceremony in Tehran on Thursday.

The book is a biography of a war veteran, Hossein Rafiei, from a village in the west-central province of Hamedan, whose father's name was Gholam.

Speaking at the ceremony, Seyyed-Baqeri said that among the problems he faced in translating the book was the translation of some concepts such as martyrdom, bravery and freedom; however, he tried to make use of words that would be more tangible for an English reader.

"During the time that I was working on the translation, I was along with the narrator; sometimes he took me to the war, and sometimes to his close friends who were martyred with bravery and freedom," he concluded. ■■■

Elham Fallah

1983–Bushehr

Elham Fallah, one of Iranian awarded novelist, has been working in the fields of novel writing, literary criticism, and journalism for over ten years. She has published two story collections, six adult novels, and three adolescent novels so far. She is a columnist in the fiction magazine Kargadan, Iran newspaper, Hamshahri Fiction, Arman, etc. She is also a virtual lecturer of story criticism base at the Fiction and Poetry Literature Foundation.

Elham Fallah is a computer engineering graduate and her first serious experience in writing fiction was a novel called Cherry-Flavored Winter which was published in 2012. The main character of this novel is a woman caught in paranoid delusions for whom there is no borderline between her real and imaginary life. A woman who in her fantasies, is in love with someone other than her husband. Fallah's next work is a novel entitled Samar, which deals with two women of two different generations in parallel, both of whom face the same problem. Infertility and the inability to give birth from the past to the present time are among the few problems that can completely change the course of women's lives.

An interconnected collection of stories called The Fourteenth Country is another work by the author with episodic narratives that take place in Gilan in the 1960s at a fixed location with the same characters. This collection attracted the attention of many critics. Fallah's fourth novel is entitled Ecchymosis. The story of this novel was about the impact of the eight-year war on the lives of women who were unintentionally caught in the flames of the unwanted war. It narrated a mysterious romance during the war, which was selected in the seventh round of Parvin Etesami Literary Award and nominated for the Shahid Ghanipour Award. Her other novel All the Sea Girls is a socio-political novel that



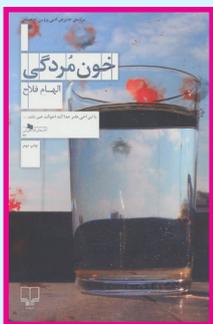
was published in the fall of 2016. In this story, as the name implies, the focus of the story is four women from four different strata. Women who happen to be on a trip and tell their own stories and concerns. Another novel by the author, Look at Me, was published in the summer of 2018. This novel describes the sufferings and concerns of women in today's society in the face of the complex crisis of having a disabled or sick baby or a child suffering from mental and motor disorders. Elham Fallah's latest novel is Bloodlust, which was released in March 2020. A story of the victory of love over hate and the kindling of the fire of war and doubt that arises from the heart of war over faith and belief. It is a story of fear and doubt about everything that is taught to people as sacred.

All of Fallah's works mainly deal with the women's issues and the men in the stories are defined in the face of women and the positions they take. Elham Fallah has also published several works in the field of adolescents fiction.

Some of her honors are:

- Ecchymosis, the novel won the 7th round of Parvin Etesami Literary Prize
- The people's votes section at the 11th round of Jalal Al-Ahmad Prize and has been nominated for Ghanipour Award.

Some of the works:



Title: Bruise

Publisher: Cheshme Pubs. No. of Pages: 224, ISBN: 978-964-448-296-0

- Awarded in Mandegar Literary Prize (2015), and Jalal Al-Ahmad Literary Prize (2016)

This is a different novel in the background of war that depicts the blackness and whiteness of this disaster differently and innovatively. This novel is about the story of a young named 'Amer' and a girl that loved him and about a strange destiny that war that is determined for them by war. The author in the present novel presents a new experience from a narration about the war in which he merges truths and lies. The setting of the story starts with wartime and continues until now. This novel is the story of a family that during these times encounters many events and incidents that have strong influences on their life and identity. The further the story proceeds, the readers face more incidents and accidents that are sometimes very moving. When the curtains fall down the spirits of the characters and their real face will be clear and the readers will find out who tells the right and who the liar is. In this

novel war is the setting of the story. War does not enter the people's life and influences them on their volitions. It enters people's lives and changes them unintentionally and sometimes for reasons except defending homes and the land of one's country. The protagonist was not in the habit of participating in a war, he was after something else for taking part in the war, and it finally determines his fate.



Title: Bloodlust

Publisher: Quqnoos Pubs. No. of Pages: 231, ISBN: 978-6002784919

Bloodlust is the story of Ahmad and his fears, confusion, and doubts. The story of waiting and arriving when it is too late. The story of doubt and suspicion of all beliefs and principles of cultural and customary order. Bloodlust tells the story of brothers from Iran and brothers from Iraq. The story of fratricide over belief. The legitimacy of opening fire on a person with the same bloodline and same religion. Bloodlust is the story of love's victory over war. Wars end and the ending point of any war is just love. A woman from one side of the frontline and a man from the other side must unite, hybrid boys must set foot on the ground, grow up, become men, and wars would not end other than in this way. When, in exchange for the shed blood, fresh blood boils in the veins of an impartial newly born. Bloodlust is the story of Betty, Leyla, Monica, and the rest of the women who control the fate of wars.

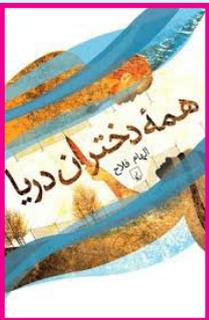


Look at Me

Publisher: Quqnoos Pubs. No. of Pages: 285, ISBN: 978-6002784100

The growing prevalence of autism among children is a concern for many parents today, particularly in a society where there are no reasonable facilities for these children. This book only addresses some of the autism problems and their impact on human relationships.

Negah, the son of Ibrahim and Ghazzaleh, is autistic. Ghazzaleh is a modern woman and is not willing to spend all her time and energy on a child whose world knows nothing. Ibrahim, on the other hand, basically denies their daughter's autism. The relationship between Ibrahim and Ghazzaleh deteriorates as a result of facing their child's problem. The problems that each of them has in caring for their child, the approach of society, families, and others to the problem of autism is the main theme of the novel Look at Me.



All the Sea Girls

Publisher: Quqnoos Pubs. No. of Pages: 352, ISBN: 978-6002782687

The present novel narrates the life of a woman who inadvertently got into the movements of political parties of the revolution years and this event overshadowed her entire destiny and even her emotional life. The woman is finally identified and taken care of by a group of three friends who go to a northern city for fun. The novel, more than anything else, expresses hesitation in choosing the way, companion, and destination in the path of life. What fate befell this woman in the end, is it her will and desire that was most impactful in creating her complicated situation or the social and political conditions of the early years of the revolution? At the end of the story, what is clear is that what a person gets and steps in that direction towards the future, depends solely on his or her own choice.



Cherry-Flavored Winter

Publisher: Quqnoos Pubs. No. of Pages: 288, ISBN: 9789643119638

A woman who is not on the same page with her husband inevitably fantasizes:

"I don't know how many days have passed since that last winter, the same winter when you took my cold hand for the first and the last time so that the warmth of your hand, which was a different kind of thing, something like a miracle and different from any other heat, could penetrate my hand to my whole body. Moreover, it is winter again. It is cold again and so are my hands, and how good this cold is. I do not know if I should believe that you are finally coming this winter or not. I want to believe. So that the days left until your arrival pass sooner, these useless hollow days of mine, all of which pass skewed and crooked. You know well what I'm saying. You know how bad my days are and even our nights."

Cherry-Flavored Winter is the story of a woman's worries who seeks her missed love in her fantasies to depict his presence in her loneliness.

Lend me your Skull Brother

Author: Mortaza Karbalaeeelou

Year of Publishing: 2017 / 3th Edition

Publisher: Shahrestan-e Adab

No. of Pages: 288

Size: 21× 13

ISBN: 97860068145837

■ sample English text is available.

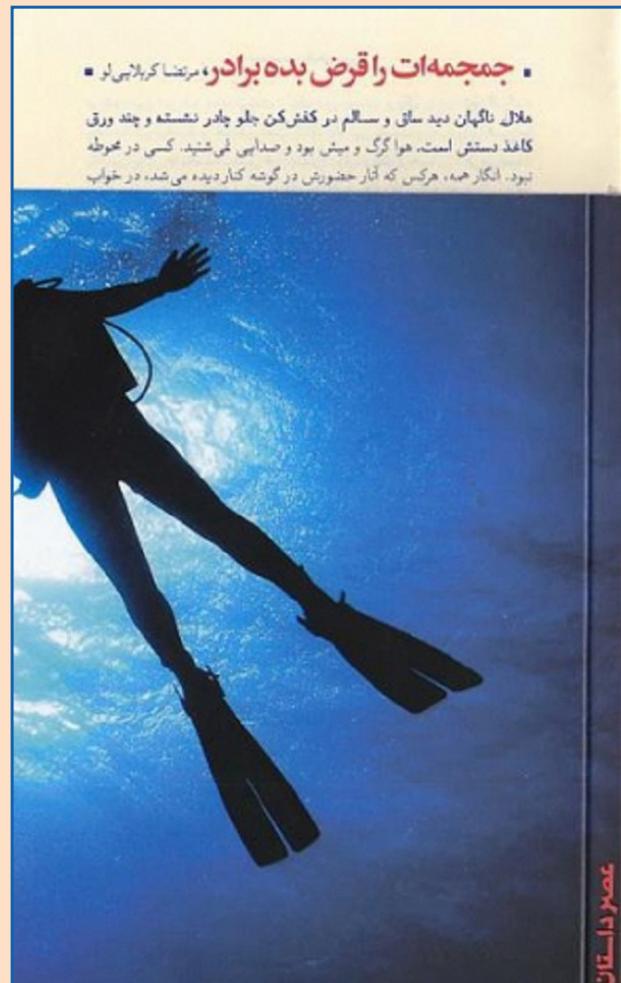
■ Award nominee of Ghalam-e Zarrin Literary Prize, Iran, 2013

■ Award nominee of Jalal AleAhmad Literary Prize, Iran, 2013

About the Book:

Abstract: Noorullah is heavily influenced by the bitter events of his personal life in the past, on the contrary, Salim is keenly thinking of the future. To the point where he leaves his comrades during a critical warfare mission on the edge of the Arvand River, he goes to the ruins of Cinema Rex in Abadan, where he prepares himself for the college entrance examination (higher education) through reading textbooks. Interestingly, in the midst of this crisis, a young girl named Layali appears beside him out of the blue, by mere chance. They fall in love. Salim offers his proposal for marriage to her. They have not known each other long enough to get totally acquainted. They do not know much about each other. Layalie, a girl whose house and city were destroyed by the enemy and their parents and all their family members were martyred, gives a positive answer to Salim, a combatant who left his companions in the most difficult conditions of the war.. ...

Introduction: Lend me your Skull Brother is the story of a group of Iranian scuba divers who are responsible for identifying the operation, have lost their commander recently (during the operations), and because they are unaware of what lies ahead by the upcoming events and the exact timing of the operations that are in progress, they find difficulty with their new commander. By commingling the realities of war with artistic creativity, the book "Lend me your Skull, Brother!" while being loyal to the history of the war, has been able to maintain its literary and artistic value as a personality-driven novel. The most distinguished and dramatic feature of this novel is the presentation of a profound and non-stereotyped narrative of the war and its people as well as the mood, the intricate and complex nature of the soul and the mood of the people involved in the war. This charming and fascinating novel is narrated by the scuba divers, diving in the midst of the troubled river of Arvand Rood, diving through the immortal heavenly kingdom, and pursuing pearls of knowledge in it! But at the expense of their lives!



About the Author:

Mortaza Karbalaeeelou (1977–Tabriz) describes as one the freshest, most original voices in contemporary fiction among Iranian acclaimed novelists. His first short-story collection, "I am Single, Lady" released in 2003, honored in Iran National Award for the Book of the Year.

He is the author of 16 books in the novel and short stories published by great publishers in Iran and won different literary prizes. He tries to establish his own style, considered as phenomena in Fiction sphere by critics.

Some of his Works:

- A woman with green stockings boots (short story)
- The Fox and Arabic Moments (short story)
- Gysuf" (short story)
- Imagines (novels)
- Mr. Mofid (novel)

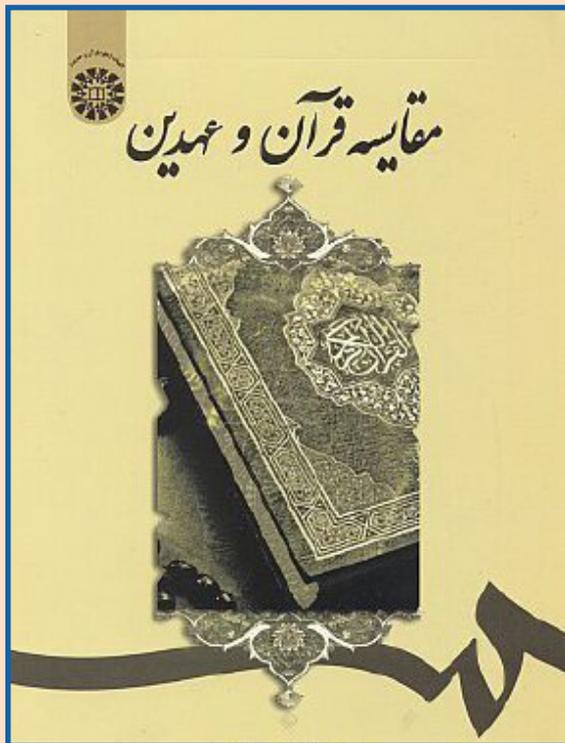


Comparative Study of the Quran and the Bible

Author: Dr Delara Nemati Pirali- Dr Leila Houshangi
Publisher: Samt Pubs.
ISBN: 978-600-02-0154-8 302
pages | 16.5 * 23

About the book:

What is the relationship between Holy Quran, the highest and the most complete sacred text, and Bible or the so-called Torah and Gospel? This is an important, engaging and at the same time challenging and controversial question. Similarities and differences between these two texts and between the two parts of Christian Bible, Old Testament and New Testament, as well as the status of Jewish Hebrew Bible from the viewpoint of the relevant believers are basic questions because they deal with the three text-based Abrahamic religions. In the long-established field of comparative studies and its different approaches, reaching a more accurate understanding about the existing commentaries basically requires researches that exclude presuppositions, common popular judgments, and are as objective as possible. In the present book, the authors try to explain as much as possible the different aspects of this question, especially from the perspective of the history of religions and religious studies in The Book I, and introduces in details the various parts and expressions and concepts of Holy Quran and Bible in The Book II. They also try to propose new horizons in the relevant discussions.



Turkey's Mevsimler publishes Iranian writer Farhad Hassanzadeh's "Kuti Kuti Stories"

Turkish publishing house Mevsimler has recently released Iranian writer Farhad Hassanzadeh's series "Kuti Kuti Stories".

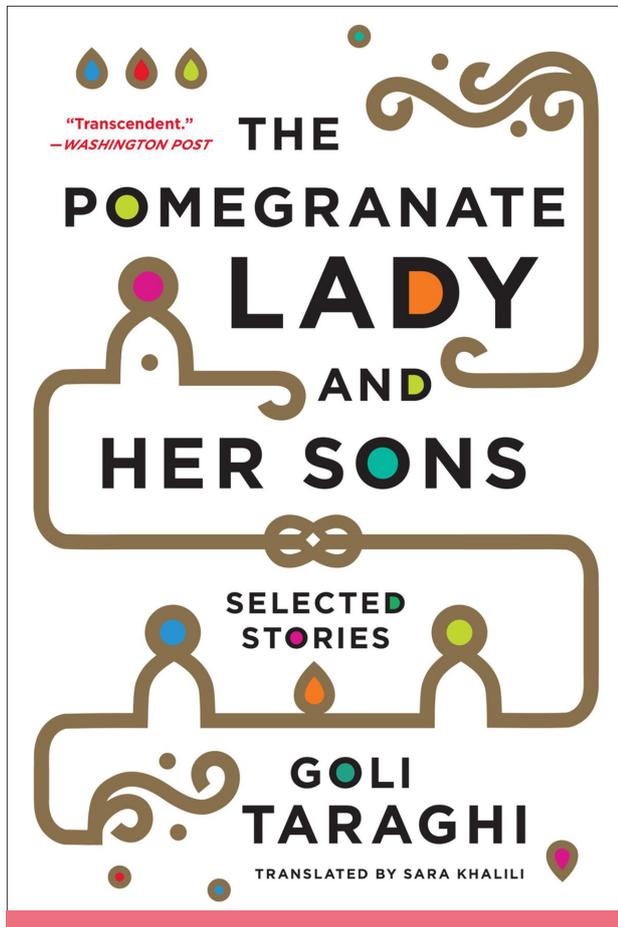
The series is composed of the three books "Dinner Got Cold Kuti Kuti", "Don't Catch Cold Kuti Kuti" and "Shake the World Kuti Kuti", which were originally published by Institute for Intellectual Development of Children and Young Adults (IIDCYA) in Tehran. Illustrated by Hoda Haddadi, the series recounts stories about a blue centipede and its problems, which have been among the Persian children's bestsellers over the past three years after its release.

This collection has previously been published in Arabic, Malay and English.

In 2017, Timas Publications in Turkey also bought the rights to two of Hassanzadeh's other novels, "Hasti" and "Call Me Ziba".

"Hasti" is about a twelve-year-old girl from Abadan, who is unlike any other teenage girl in her city. While the conservative society expects girls her age to play with dolls, do needlework and dream of their wedding days, Hasti dresses like boys, rides on motorbikes and plays soccer with boys. "Call Me Ziba" is about a young girl who wants to help her father escape from a mental hospital to celebrate her birthday together. ■■■

The Pomegranate Lady and Her Sons: Selected Stories



Author: Goli Taraghi
Publisher: W.W.Norton & Company
Pages: 320
Language: English
ISBN: 9780393350234

About the Book:

Rich in characters both whimsical and deeply poignant, humorous and real, the stories of Goli Taraghi have made her one of the world's most beloved contemporary writers from Iran. A best-selling author in her native country and widely anthologized in the United States and around the world, Taraghi's work is now made fully accessible to an English-speaking audience in this standout and long-awaited volume of selected stories, selected as a Best Book of 2013 by staff and critics at National Public Radio. Drawing on childhood experiences in Tehran during the reign of the Shah, her exile in Paris, and her subsequent visits to Tehran after the revolution, Taraghi develops characters and tales that linger in one's mind. In the title story, a woman traveling from Tehran to Paris is

obliged to help an old woman--the Pomegranate Lady--find her way to her fugitive sons in Sweden. In "The Gentleman Thief," a new somewhat polite, apologetic thief emerges from the wreckage of the revolution. In "Encounter," a woman's world is upended when her former maid becomes her jailer. In addition, in "The Flowers of Shiraz," a group of teenagers finally manages to coax a shy schoolmate out of her shell--only to once again encounter tragedy.

Reminiscent of the work of Nadine Gordimer and Eudora Welty, Taraghi's stories capture universal experiences of love, loss, alienation, and belonging--all with an irresistible sense of life's absurdities.

About the Author:

Goli Taraghi
 1939--Tehran

Goli Taraghi's father Lotfollah Taraghi was a member of parliament, publisher, and journalist, and her mother was from a widely cultured family. Born and raised in Tehran, she attended Drake University in the United States, gaining an undergraduate degree in philosophy. Returning to Iran, she obtained a master's degree from Tehran University in 1967 and worked throughout the 1960s as a specialist in international relations for the Plan Organization. In the 1970s, she taught courses in philosophy, mythology, and symbolism at Tehran University. After the Iranian Revolution, the universities were temporarily closed in 1980. Taraghi divorced her husband Hazhir Daryush and moved with her two children to become an expatriate in Paris, though she visited Iran throughout the 1980s.

Review:

Taraghi carves out space for mysterious forces ... in her stories. --Mythili Rao

Koenig not only understands the building blocks of social development but also is able to give a highly informative overview. . . . would be a great supplemental text to a course of developmental disabilities at the graduate or upper-level undergraduate level.

This book is a must-read for anyone engaged in clinical interventions for social skills in autism and related neurodevelopmental disorders. Koenig provides beautiful case descriptions and thorough, insightful analyses of how and when social skill interventions work. Her approach is developmentally grounded, a must for any comprehensive understanding of these disorders.

Readers of this book now have a new tool to add to their arsenal. . . . this resource guide is easy to read, practical, and contains a wealth of information for practitioners, educators, and the general public. Anyone interested in developing social skills



programming for individuals with ASD should invest in this book.

A seasoned clinician, Koenig knows of what she speaks, designing detailed, individualized, and practical social interventions that result in meaningful and lasting change in individuals with ASDs. This book is essential for like-minded clinicians, professionals, and parents willing to collaborate for the benefit of children.

Koenig promotes each child's success and determination and will settle for no less than real-life gains. Her book brings the magic of social skills training to all of us, in practical and cogent terms.

For Western readers, this fascinating collection might be most absorbing for the glimpses of daily life in Iran it provides, both in times of trouble and during more ordinary occurrences, like dance class for teenage girls in 1953 or a household antique sale during the 1979 revolution. Taraghi, born in Tehran in 1939 and currently living in Paris, also conveys the heartache and ambivalence of life in exile. The cumulative result is textured and nuanced, reflecting many different angles of upheaval and separation. In Amina's Great Journey, an Iranian mother of two who flees to France during the revolution witnessed the remarkable transformation of her maid, a Bangladeshi woman whose abusive husband controls her from oceans away until unpredictable circumstances change the situation. In Gentleman Thief, a college student uncovers how some people who could not leave Iran after the Shah's fall made do. Though overlong interior monologues slow the pace of a few stories, Taraghi's knack for dialogue feels fresh and intimate throughout. Overall, the reader is left with an acute understanding of what all of these characters have endured.

Taraghi's stories are deceiving in their simplicity. Clean sentences and unembellished plots provide the framework for rich, layered, and haunting worlds. Her 10 tales are intoxicating, told with the cadence of folktales but set in twentieth- and twenty-first-century Iran—a place crackling with tension below the smooth surface Taraghi creates. The conflicts range widely, from hostage situations to dinner parties, but whether large or small, Taraghi presents all her characters' troubles with equal seriousness and attention. An observant and thoughtful author, she creates characters without judgment: from an apologetic thief with no other options to an upper-class husband whose sudden mysterious illness unveils the shallowness of his decisions; from teenage girls flirting with boys after dance lessons to a woman visiting from Paris who is arrested by her former nanny, now working with the Revolutionary Guard. Through her characters, Taraghi conveys the many dimensions of Iranian life. ■■■

Three novels shortlisted for Jalal Literary Awards

Three novels have been shortlisted for the 13th edition of the Jalal Al-e Ahmad Literary Awards, Iran's most lucrative literary honor.

The nominees are "Mid-Day Incantations" by Mansur Alimoradi, "Hard Labor" by Mohammad Hanif and "The Imaginative" by Ahmad Hassanzadeh.

"Mid-Day Incantations" published by Nimaj tells two interrelated stories about the central character of the book in a magical journey to Iran's Lut Desert and a romantic life with a stage artist in Tehran.

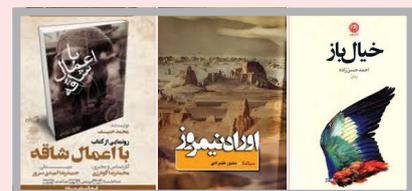
Published by Neyestan, "Hard Labor" is about a man who takes the readers through the maze of the novel by recounting stories about his life, other people and numerous situations.

"The Imaginative" is Elyas, an unusual little boy who lives with his bizarre family in a strange town. The physical and non-physical defects in Elyas and other central characters of the story symbolize the large number of blows from which the small town suffers.

The organizers have earlier announced the nominees in the categories of documentation and review.

"From Rey to Damascus", "Ten-Eighty", "Absolute Value of a Conspiracy", "My Poor Beloved Country" and "Gem of Patience" are among the nominations in the documentation category.

The nominees for the review section are "Mythology of Love in Iranian Culture", "Epic of Musayyebnameh", "History of the Body in Literature", "Narratology of Drama" and "Philosophy of the Story of Story". ■■■



Tehran International Book Fair

1st Virtual Edition

Tehran International Book Fair is a large annual book fair. The first edition of the international cultural event was held in 1988. The first edition of the international book fair was staged with 16 thousand titles of the book on the show. The cultural event has turned into a landmark, momentous book fair in the Middle East and Asia after 32 editions in a row. Millions of visitors inspect the fair every year, including thousands of university students, scholars, and their families. The event currently serves as the most significant cultural event in Iran.

This year due to pandemics and the increasing number of cases all around the world, we have decided to go virtual for the first time from 14-20 December 2020. The ultimate goal of the virtual edition of Tehran International Book Fair like the physical version is to expand book reading.

Number of publishers at hand and country of origin

Average 2500 domestic and 550 foreign exhibitors participate in the landmark event. The foreign publishers substantially offer their materials in English or Arabic. However, titles in French, German, Chinese, Korean, or Japanese are also available.

Publishers participating in the 32nd edition of the book fair in May 2019 represented 30 countries. The fairground was 130,000 square meters in area and the event ran for 11 days.

Panel discussions and other cultural programs

Hundreds of cultural programs are carried out during the term of the landmark TIBF event as sidelines activities, including book review sessions, face-to-face meetings with Iranian authors, lecture sessions, and writing workshops. In the latest edition of the TIBF event over 250 sessions of the kind were staged in a center in the fairground called House of Authors. At the virtual edition of the Tehran International Book Fair, we are going to have a series of professional meetings and events. Details regarding these events will be uploaded on the website soon.

Number of visitors

Over Four million people visited the 32nd edition of the TIBF which was held in APR. 24- MAY.4/ 2019 out of which an estimated one million people visited the halls dedicated to foreign publications.

Guest of Honor

Afghanistan, Oman, Russia, Italy, Serbia, China were the guest of honor in the TIBF from 2014 to 2019. In addition, Turkey will be the guest of honor in TIBF 2021.



Global Book Market

Calling for publishers, institutes, publishing associations, authors, literary agents, and scouts to participate in the Global Book Market of the Tehran Virtual International Book Fair to be held virtually by Iran Cultural Fairs Institute, 14-20 December 2020.

The Global Book Market is designed to promote the potentials of the Islamic Republic of Iran's publishing industry and expand its cultural exchanges. Depicting the capabilities of Iran's publishing industry to foreign publishers will pave a path to establish professional relationships between local and foreign publishers. The Global Book Market can enable a platform to examine the challenges of Iran's publishing industry in the international book market and provides a basis for possible solutions.

Direct book sale

All books are up for grab through direct sales during the event. In the TIBF event last year, over 1.3 trillion Rials (nearly \$39 million) worth of books were sold.

Number of titles on show

More than 137,000 foreign titles (104,000 Latin language and 33,000 titles Arabic language) and 300,000 domestic titles were shown.

If necessary help for Virtual TIBF – Hall of Countries, Embassies, Global Book Market & International Institutions, please call the following numbers:

Tel: +98-2166415540

Fax: +98-2166415498

Email: international@tibf.ir

If necessary help for The Virtual TIBF Latin and other languages exhibition venues and Arab Publishers, please call the following numbers:

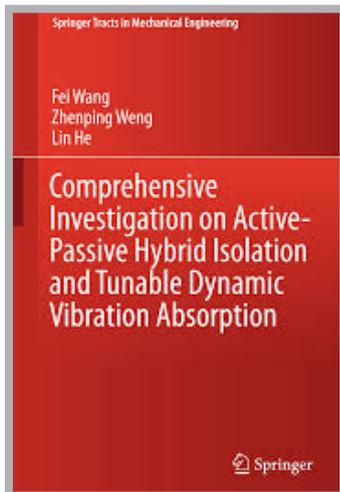
Tel: +98- 2188247701 (Latin Publisher)

+98- 2188247702 (Arab Publisher)

Fax: +98- 2188269661

Email: info@anjomannasheran.com

American publishing company Springer has published a book written by Iranian researchers in the field of Nanotechnology



The book, entitled “Computational Continuum Mechanics of Nanoscopic Structures”, combines fundamental notions and advanced concepts, covering both the theory of nonlocal elasticity and the mechanics of nanoscopic structures and systems. Mainly written for researchers in the fields of physics, biophysics, mechanics, and nanoscience,

as well as computational engineers, the book has been published in 12 chapters and 281 pages. It can also be used as a reference for senior undergraduate and graduate students, as well as practicing engineers working in a range of areas, such as computational condensed matter physics, computational materials science, computational nanoscience and nanotechnology, and nanomechanics.

By reporting on recent findings and discussing future challenges, the book seeks to foster the application of nonlocal elasticity based approaches to the emerging fields of nanoscience and nanotechnology. It is a self-contained guide, and covers all relevant background information, the requisite mathematical and computational techniques, theoretical assumptions, physical methods and possible limitations of the nonlocal approach, including some practical applications.

In addition, the book dedicates a whole chapter to exploring challenges, outstanding issues and future perspectives of this theory.

The book has been co-authored by Esmael Ghavanloo, Faculty Member of Mechanical Engineering at Shiraz University; Hashem Rafii-Tabar, Faculty Member of Medical Engineering and Physics Department of Shahid Beheshti University of Medical Sciences and member of Islamic Republic of Iran Academy of Sciences; and Seyyed Ahmad Fazelzadeh Haghighi, Faculty Member of Mechanics Engineering at the University of Shiraz.

It is now available on Springer Publishing website. Springer is one of the world’s largest publishers with more than 170 years of experience in publishing academic books and research journals. ■■■

Children’s books by Persian writers published in Spanish

Three children’s books by Iranian writers have been published in Spanish.

“Somos Exploradores” (“We Are Explorers”) by Shahrzad Shahrjerdi is one of the books that have been published by La Maleta, a publisher in the autonomous community of Asturias in northwest Spain.

Ghazal Fathollahi is the illustrator of the book, which shows fraternity, imagination, collaboration and self-improvement against the pain of war.

This book, through the love between two brothers and their imagination, leads us to reflect on the hardships suffered by some people as a result of conflicts in their countries of origin that force them to leave their homes in search of something better.

Another book is “Un Bosque Para Todos” (“A Forest for All”) by Nazanin Abbasi. Graphic designer Alireza Alaeddini and photographer Behdad Shirmohammadi have created the illustrations of the book.

It is about a beautiful green forest that stands proud under the blue sky. Forest animals run from one side to the other, playing, eating, building their nests and living in peace until one day, a human looking for a place to live arrives in the forest and begins to build his house. And everything changes afterwards.

La Maleta has also published “Un Paraguas con Mariposas Blancas” (“An Umbrella with White Butterflies”) by Farhad Hassanzadeh.

Illustrations by Ghazaleh Bigdelou embellish the book, for which she received a nomination at the Biennale of Illustrations Bratislava (BIB) in Slovakia in 2019.

This book introduces children to Noruz, the Iranian New Year celebration, and its beautiful traditions through three stories that end up interrelated.

Lawrence Schimel is the translator of the books originally published by Tuti Publications, the children’s branch of the Tehran-based publisher Fatemi.

Earlier in August, Fatemi released a Persian translation of Spanish author Anna Llenas’ book “The Color Monster: A Story about Emotions” by Sahar Tarhandeh. ■■■



POL

Pol Literary & Translation Agency

Founded in 2005, POL is a full-service agent that translates Iranian books and represents Persian language publishers, authors, and illustrators across the world. POL Try to make publicity of Iranian books through the introduction and presentation in major international cultural events such as book fairs to sell their rights as well as identifying and introducing useful books from other countries to translate and publish in Iran.

At present POL handles the rights of more than 60 Iranian authors and publishers' titles to sell their rights. As for buying right, we present the rights of many publishers from the different countries to buy their Persian Language right to Iranian publishers.

POL Publishes and distributes the quarterly titled "PUBLISHING IN IRN MAGAZINE" to report on the operation and development of the Iranian book market and publishing industry every season.

Services and Editorial Developments:

- Publicity of Iranian books through introduction and presentation of books in major international book fairs and through contacts and negotiation with literary agencies and publishers throughout the world.
- Handling the rights of more than 60 Iranian authors and publishers' titles to sell their rights.
- Representing the rights of many publishers from the different countries to buy their Persian Language right to the Iranian publishers.
- Translation and editing books from Persian (Farsi) into other languages and vice versa.
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