artnet Auctions Announces Sale to Benefit Magic of Persia, September 13–20, 2012

artnet Auctions is proud to feature the Sale to Benefit Magic of Persia, a unique selection of 23 exciting works in all mediums by Persian artists.

Rokni Haerizadeh
We Will Join Hands in Love and Rebuild Our Country, 2010
Watercolor and gesso on paper
47.25 x 85 in.
Est. US$30,000–42,000
© Rokni Haerizadeh, 2012

New York / Berlin, September 13, 2012—artnet Auctions is proud to partner with Magic of Persia, a non-profit UK-based organization founded in 2004 to foster Contemporary Persian arts, film, and culture. artnet Auctions is the exclusive host for Magic of Persia’s online charity auction, live for worldwide bidding from September 13 to 20, 2012. The proceeds from the sale will directly benefit Magic of Persia. This sale features a curated selection of 23 exciting works in all mediums by established as well as emerging Persian artists. Presale estimates range from US$2,000 to 42,000.

We Will Join Hands in Love and Rebuild our Country (2010), by critically acclaimed artist Rokni Haerizadeh (Iranian, b.1978), is a highlight of the sale, and is estimated US$30,000 to 42,000. There are also important paintings by artists such as Abol Atighetchi (Iranian, b.1948), Masoume
Bakhtiary (Iranian, b.1966), Samira Eskandarfar (Iranian, b.1980), Yasmine Esfandiary (Iranian, b.1955), and Ahmad Morshedloo (Iranian, b.1973). Another notable lot is Khate Poolsaze Parsi (est. US$18,000–26,000), a 2010 work by internationally-renowned Persian artist Mahmoud Bakhshi (Iranian, b.1977). The title of this visually and conceptually powerful work comes from the Farsi text inscribed across the eight canvas panels that comprise the work, and translates to “The Money-Making Persian Calligraphy.”
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- To register to bid on artnet Auctions: https://www.artnet.com/auctions/register-to-bid
- To learn more about Magic of Persia: http://www.magicofpersia.com

About Magic of Persia:

Established in 2004, Magic of Persia (MOP) is a UK-based charity, which nurtures and develops Iranian cultural practitioners of the arts. This is accomplished by establishing initiatives promoting Modern, Contemporary and Classical Persian art, music, and media in partnership with world-class institutions. Programs include residencies at the Delfina Foundation and Gasworks. MOP offers MA scholarships at the London Film School and MFA grants at the Royal College of Art. The MOP supports Educational Family Weekends, held at both the British Museum and the Victoria and Albert Museum. This partnership between MOP and the British Museum continues through Artists’ Talks arranged in conjunction with the museum’s acquisitions of Contemporary Iranian Art. One of the charity’s most established initiatives is the bi-annual MOP Contemporary Art Prize (MOP CAP), a global search to identify the next generation of Iranian artists. At the heart of MOP is a mission to provide much-needed opportunities for talented individuals both inside and outside of Iran, supporting them in gaining well-deserved international recognition. Through its activities, the charity strives to make a notable contribution to the long-term advancement of Iranian art and culture worldwide.

About artnet Auctions:

With 24/7 worldwide bidding, artnet Auctions is the world’s first online auction platform to buy and sell Modern and Contemporary paintings, prints, photographs, sculptures, and more. artnet has been online since 1995, and is host to approximately 2 million visitors each month. Through the artnet Price Database of all auction sales results worldwide since 1985 and artnet Galleries, artnet is the leading online resource for the international art market.