

The Cultural Politics of Art in Iran

Modernist Iranian art represents a highly diverse field of cultural production deeply involved in discussing questions of modernity and modernization as practiced in Iran. This book investigates how artistic production and art criticism reflected upon the discourse about gharbzadegi (westoxification), the most substantial critique of Iran's adaptation of Western modernity, and ultimately proved to be a laboratory for the negotiation of an anti-colonial concept of an Iranian artistic modernity, which artists and critics envisioned as a significant other to Western colonial modernity. In this book, Katrin Nahidi revisits Iranian modernist art, aiming to explore a political and contextualized interpretation of modernism. Based on extensive fieldwork, interviews, and archival research, Nahidi provides a history of modernist art production since the 1950s and reveals the complex political agency underlying art-historiographical processes. Offering a key contribution to postcolonial art history, Nahidi shows how Iranian artistic modernity was used to flesh out anti-colonial concepts and ideas around Iranian national identity.

KATRIN NAHIDI is a postdoctoral researcher at the University of Graz. She has taught at the University of Graz, the University of Osnabrück, and the Ludwig Maximilian University of Munich. Her articles on Iranian modernism have been published in academic journals, including *kritische berichte*, *Stedelijk Studies*, and *Artl@s Bulletin*.



The Global Middle East

General Editors

Arshin Adib-Moghaddam, SOAS, University of London Ali Mirsepassi, New York University

Editorial Advisory Board

Faisal Devji, *University of Oxford*John Hobson, *University of Sheffield*Firoozeh Kashani-Sabet, *University of Pennsylvania*Madawi Al-Rasheed, *London School of Economics and Political Science*David Ryan, *University College Cork*, *Ireland*

The Global Middle East series seeks to broaden and deconstruct the geographical boundaries of the "Middle East" as a concept to include North Africa, Central and South Asia, and diaspora communities in Western Europe and North America. The series features fresh scholarship that employs theoretically rigorous and innovative methodological frameworks resonating across relevant disciplines in the humanities and the social sciences. In particular, the general editors welcome approaches that focus on mobility, the erosion of nation-state structures, travelling ideas and theories, transcendental techno-politics, the decentralization of grand narratives, and the dislocation of ideologies inspired by popular movements. The series will also consider translations of works by authors in these regions whose ideas are salient to global scholarly trends but have yet to be introduced to the Anglophone academy.

Other books in the series:

- 1. Transnationalism in Iranian Political Thought: The Life and Times of Ahmad Fardid, Ali Mirsepassi
- 2. Psycho-nationalism: Global Thought, Iranian Imaginations, Arshin Adib-Moghaddam
- 3. Iranian Cosmopolitanism: A Cinematic History, Golbarg Rekabtalaei
- 4. Money, Markets and Monarchies: The Gulf Cooperation Council and the Political Economy of the Contemporary Middle East, Adam Hanieh
- 5. Iran's Troubled Modernity: Debating Ahmad Fardid's Legacy, Ali Mirsepassi



- 6. Foreign Policy as Nation Making: Turkey and Egypt in the Cold War, Reem Abou-El-Fadl
- 7. Revolution and Its Discontents: Political Thought and Reform in Iran, Eskandar Sadeghi-Boroujerdi
- 8. Creating the Modern Iranian Woman: Popular Culture between Two Revolutions, Liora Hendelman-Baavur
- 9. Iran's Quiet Revolution: The Downfall of the Pahlavi State, Ali Mirsepassi
- 10. Reversing the Colonial Gaze: Persian Travelers Abroad, Hamid Dabashi
- 11. Israel's Jewish Identity Crisis: State and Politics in the Middle East, Yaacov Yadgar
- 12. Temporary Marriage in Iran: Gender and Body Politics in Modern Persian Film and Literature, Claudia Yaghoobi
- 13. Cosmopolitan Radicalism: The Visual Politics of Beirut's Global Sixties, Zeina Maasri
- 14. Anticolonial Afterlives in Egypt: The Politics of Hegemony, Sara Salem
- 15. What is Iran? Domestic Politics and International Relations, Arshin Adib-Moghaddam
- 16. Art and the Arab Spring: Aesthetics of Revolution and Resistance in Tunisia and Beyond, Siobhán Shilton
- 17. Tunisia's Modern Woman: Nation-Building and State Feminism in the Global 1960s, Amy Aisen Kallander
- 18. Global 1979: Geographies and Histories of the Iranian Revolution, Arang Keshavarzian and Ali Mirsepassi
- 19. Fixing Stories: Local Newsmaking and International Media in Turkey and Syria, Noah Amir Arjomand
- 20. Schooling the Nation: Education and Everyday Politics in Egypt, Hania Sobhy
- 21. Violence and Representation in the Arab Uprisings, Benoît Challand
- 22. A Social History of Modern Tehran: Space, Power, and the City, Ashkan Rezvani Naraghi
- 23. An Iranian Childhood: Rethinking History and Memory, Hamid Dahashi
- 24. Heroes to Hostages: America and Iran, 1800–1988, Firoozeh Kashani-Sabet
- 25. The Making of Persianate Modernity: Language and Literary History between Iran and India, Alexander Jabbari
- 26. Schooling the Nation, Hania Sobhy



The Cultural Politics of Art in Iran

Modernism, Exhibitions, and Art Production

KATRIN NAHIDI University of Graz







Shaftesbury Road, Cambridge CB2 8EA, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India

103 Penang Road, #05-06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment, a department of the University of Cambridge.

We share the University's mission to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781009361408

DOI: 10.1017/9781009361392

© Katrin Nahidi 2023

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press & Assessment.

First published 2023

A catalogue record for this publication is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Names: Nahidi, Katrin, author.

Title: The cultural politics of art in Iran : modernism, exhibitions, and art production / Katrin Nahidi, Université de Genève.

Description: Cambridge; New York, NY: Cambridge University Press, 2023. | Series: The global Middle East

Identifiers: LCCN 2023012068 (print) | LCCN 2023012069 (ebook) | ISBN 9781009361408 (hardback) | ISBN 9781009361378 (paperback) | ISBN 9781009361392 (epub)

Subjects: LCSH: Modernism (Art)-Iran. | Art-Political aspects-Iran.

Classification: LCC N7285.5.M63 N34 2024 (print) | LCC N7285.5.M63 (ebook) | DDC 709.55/0904–dc23/eng/20230515

LC record available at https://lccn.loc.gov/2023012068

LC ebook record available at https://lccn.loc.gov/2023012069

ISBN 978-1-009-36140-8 Hardback

Cambridge University Press & Assessment has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.



In loving memory of my father Essi, and Amoo Behrooz, whose respective absence and presence have been the motor for this research



Contents

List of Figures		page xi
Ac	cknowledgments	xiii
	Introduction	1
1	Exhibitions of Modernist Iranian Art: The Construction	
	of a Secular Heritage	19
	Iran Modern and the Iranian Diaspora	20
	The Tehran Modern: The Cancellation of an Exhibition Tehran Museum of Contemporary Art: The Tehran Modern	46
	in Iran	67
2	Cultural Politics in Pahlavi Iran: The TMoCA'S	
	Architecture and the Evolution of Gharbzadegi	
	in Arts and Politics	91
	Westoxification: The Discourse of Gharbzadegi	92
	Queen Farah Diba and Her Support of Arts and Culture	107
	The Architecture of Tehran Museum of	
	Contemporary Art	113
	Iranian Modernist Art and Jalal al-e Ahmad's Concept of	
	Gharbzadegi	131
3	"Saqqakhaneh Revisited": The Art-Historiographical	
	Construction of a Local Modernism	146
	Shi'ite Material Culture in Modernist Iranian Art	148
	Politics of the Period	162
	The Naming of Saqqakhaneh	167
	Saqqakhaneh's Existence as a Group	176
	The State's Recognition of Saqqakhaneh as	
	an Expression of a State-Sponsored Modernism	189
	Saqqakhaneh's Discursive Afterlife	193

ix



x	Contents
4 Jalil Ziapour and the Fighting Ro	ooster Association
(Korūs-e Jangī)	208
Cubist Aesthetics in Iran	208
The Fighting Rooster Association	229
Conclusion	256
Select Bibliography	265
Index	283



Figures

1.1	Mohammad Ehsai, Gerehaye Khayam, 1968	page 33
1.2	Bahman Mohassess, Fifi Sings of Joy, 1964	37
1.3	Nahid Hagigat, Escape, 1975	41
1.4	Ardeshir Mohassess, Untitled, 1978	43
1.5	Frank-Walter Steinmeier standing in front of the	
	painting Mural on Indian Red Ground (1950) by	
	Jackson Pollock at Tehran Museum of	
	Contemporary Art	47
1.6	Afshin Parvaresh, Khabar Furi (Breaking News), June	
	15, 2017	85
1.7	Afshin Parvaresh, Emrooz Ekhtetamiyeh, Fardah	
	Sham-e Akheir (Today is the closing day, tomorrow	
	the last supper), June 15, 2017	85
2.1	Exterior view of the TMoCA	115
2.2	Noriyuki Haraguchi installing Matter and Mind	
	(1971) at the TMoCA, 1977	117
2.3	Interior view of the TMoCA with Haraguchi's	
	oil pool	118
2.4	The monument Shahyad Aryamehr	122
2.5	Interior view of the TMoCA with view of	
	the rotunda	124
2.6	Andy Warhol and Iran's Empress Farah Diba, in front	
	of a screen print portrait by Warhol during a reception	
	at the Waldorf Astoria Hotel	130
3.1	Parviz Tanavoli, Heech and Chair II, 1973	187
3.2	Parviz Tanavoli, Heech and Table I, 1973	187
3.3	Saqqakhaneh Exhibition Catalog, 1977	191
3.4	Saqqakhaneh Exhibition Catalog, 2013	203
4.1	Jalil Ziapour, Zaynab Khatoun, 1953, repainted	
	in 1962	210

хi



xii		List of Figures
4.2	Jalil Ziapour, cover of Fighting Rooster magazine	
	[Korūs-e Jangī magazine], vol. 1, Tehran, 1948	236
4.3	In the name of the merciful, calligraphy in the form o	f a
	hoopoe, Iran, seventeenth/eighteenth century	237
5.1	Koorosh Shishegaran, For Today.	257



Acknowledgments

I am very thankful to Ali Mirsepassi and Arshin Adib-Moghaddam for publishing my manuscript in the Global Middle East Series and to the editor Maria Marsh and her assistant Rachel Imrie of Cambridge University Press for their terrific support during the publication process.

This book is an outcome of my doctoral dissertation. The field research was made possible by the generous support of the Swiss National Science Foundation (SNSF) within the Sinergia Project "Other Modernities – Practices and Patrimony of Visual Expression Outside the West" (2013–2017), for which I would like to express my gratitude.

I would like to thank Wendy Shaw, my *Doktormutter*, for supervising my dissertation and for her invaluable support and unconditional trust in this project.

I would also like to thank Burcu Dogramaci, my second supervisor, and Sussan Babaie, who encouraged me at the very beginning to turn this topic into a doctoral thesis. My thanks also go to Silvia Naef and Irene Maffi for their help and advice during the "Other Modernities" SNSF project.

Besides the professional support, it is, above all, the help and acceptance of friends and family that make such a mammoth project possible. I deeply thank my mom Heidi, my brother Michel and my sister Susi, and their families, who have been taking care of my emotional, physical, and culinary well-being throughout my life, particularly during the COVID-19–related lockdowns. To Vici, my dearest friend, for her constant motivation and encouragement. To Sandra, my dissertation comrade in Switzerland, for her relentless willingness to give me feedback on any writing and her unbridled optimism. Also, a big thank you to Tina and all our students in Baumschulenweg for showing me my privileges and their worldly wisdom. And to Kathrin, Anna, Charlotte, Yanna, Alireza, Haleh, Fati, and Evelina for their friendship during this period.

xiii



xiv

Acknowledgments

The field research for this study was not only a journey into the art of Iran but also a journey to my Iranian family, who welcomed me with open arms during my research trips and gave me a home in Tehran. I am forever grateful to Mahin and my cousins Elnaz and Roozbeh. Endless thanks also to my favorite travel group, Negar, Sanam, and Ali, with a special thanks to Leili, who have made my stay in Iran an unforgettable memory.

Without the active support of Hadi Abdollahi, Helia Darabi, Hamide Atashpah, and Ava Serjouie, I would never have found my way around the libraries and archives in Tehran.

Last but not least, I am immensely grateful to the artists and art critics who so generously and willingly allowed me access to their thinking and works.