

**The Persepolis World Heritage Site, Regional Research Centre for Safeguarding Intangible Cultural Heritage in West and Central Asia, Under the Auspices of UNESCO, Cultural Heritage, Tourism and Handicrafts of Fars Province, the General Directorate of National and World Heritage Sites, the Vice-Chancellor of Cultural Heritage and the Nowruz Nations Foundation, is organizing:**

**"International Nowruz Conference"**

Topic:

**"Nowruz, the Culture of Peace of Nations in the Persepolis World Heritage Site"**

**Date:** Monday, March 17th, 2025- Time: 9:00 AM.

**Location:** Persepolis World Heritage Site, Entrance Conference Hall

➤ **Please Use the Link Below To Join the Meeting:**

<https://meet.google.com/ubf-vrzu-aky>

➤ For more information, view the PDF file uploaded on the Persepolis World Heritage Site website at: <https://www.persepolis.ir>

Or, call +982191011425 (Administration Office).

➤ **Register and submit** speech topics through the Permanent Conference Secretariat at the Persepolis World Heritage Site at:

[nowruz.int.conference@gmail.com](mailto:nowruz.int.conference@gmail.com)

➤ **Deadline** for registration and submission of speech titles: February 28, 2025

## **In the Name of God**

### **Call for Papers: International Nowruz Conference**

#### **"Nowruz, the Culture of Peace of Nations in the World Heritage of Persepolis"**

Nowruz, this invaluable human heritage, is a celebration of unity, a harbinger of peace, and a reflection of the bond between humans and nature. An ancient tradition that has traversed territorial and cultural borders throughout history, Nowruz has become a global symbol of sustainable development, intercultural dialogue, and regional convergence. Nowruz is not only renowned in the lands of its historical origin, but also in seas and coastal regions, where it is recognized as a universal ritual. The land-based and maritime Nowruz are two manifestations of this living heritage, rooted in the history of ancient civilizations and the cultural ties between people of land and sea. From the grandeur of Nowruz celebrations in the plains of Iran to coastal and maritime rituals along the shores of the Persian Gulf, the Caspian Sea, and beyond, it has always inspired common human values. An ancient ritual with deep roots in glorious celebrations, Nowruz has, through millennia and centuries, overcome geographical, ethnic, and religious borders to become a symbol of love, unity, and hope.

Nowruz has not only found a place in ancient civilizations but also in the teachings of various religions and beliefs. The teachings of Islamic culture and civilization, which emphasize the values of peace, justice, and coexistence, have found an inseparable connection with the spirit of Nowruz. From the revival of nature and the promise of resurrection to the promotion of ethics, love, and philanthropy, Nowruz has always held a special place in the hearts of people and has been in harmony with Islamic teachings and culture.

Nowruz can play a very useful and major role in the dialogue of civilizations between nations and countries, and be a basis for peace, friendship, and cultural exchanges among nations and countries that take steps to protect and value Nowruz in some way and it will provide the conditions for unity, agreement, a vibrant and lively life, peaceful coexistence, and respect for the rights of all the long-standing customs and traditions of ethnic groups and nations.

**Conference Topics:**

This scientific and cultural event will examine various aspects of Nowruz, including:

- Explaining the philosophical, scientific, and cultural foundations of Nowruz in strengthening identity, national unity, and shared cultural ties among Nowruz countries.
- The philosophy of Nowruz and its position in the growth of wisdom in the creation of natural and cosmic knowledge.
- The intertwining of Nowruz with other religions and its connection with Islamic culture and civilization, reflecting in shared human values.
- The relationship between Persepolis as a symbol of Iranian civilization and the global Nowruz tradition.
- Nowruz in ancient Iranian civilizations: in prehistoric villages; Elamite, Medes, Achaemenid, Seleucid, Parthian, Sassanian, and Islamic era Iranian dynasties.
- Nowruz; the culture of peace among nations.
- Nowruz in Islamic narrations and hadiths, texts, and sources.
- Nowruz and local communities; Iranian ethnic groups.
- The role of Nowruz in the sustainable development of local communities within the boundaries of national and global heritage sites.
- Nowruz and the shared cultural ties between Iran and its neighbours.

**Conference Goals:**

- Nowruz, the caravan of love and the muse of peace (analyzing Nowruz's role in strengthening human values and promoting peace, friendship, and global convergence).
- Recognizing Nowruz as the intersection of ancient civilizations and Islamic teachings, contributing to a shared cultural identity among Nowruz countries.

**Invitation to Participate in the International Nowruz Conference:**

Nowruz, the caravan of love and the harbinger of peace, a testament to the culture of peace among nations, offers a unique opportunity for scholars, researchers, and enthusiasts from around the world to come together and promote the peace-bringing message of Nowruz, expanding mutual understanding of this timeless heritage, which has resonated throughout history. Therefore, we aim to further play an active role in strengthening cultural diplomacy by enhancing the capacities of Nowruz. Iran's cultural heritage offers a well-defined capacity for Nowruz within the cultural life of local communities. Nowruz has historically been celebrated in these sites and in the context of both national and world heritage monuments. Efforts to understand the past and preserve customs and traditions demonstrate that contemporary Iranian society is committed to preserving its

traditions. These traditions are deeply rooted in history, and the local communities surrounding historical sites play a vital role in preserving the country's intangible heritage, particularly in the celebration of Nowruz.

For more information and registration, please contact the permanent secretariat of the International Nowruz Conference at Persepolis:

[nowruz.int.conference@gmail.com](mailto:nowruz.int.conference@gmail.com)

Or please contact the automated phone line at +982191011425 (internal office of management).

### **Establishment of the Permanent Secretariat of Nowruz: The Peace of Nations at Persepolis**

According to various studies, Persepolis was built as a platform for dialogue about peace and Nowruz. The concept of Iran is a comprehensive notion of the cultural philosophy of Iranian society, with its foundation rooted in Persepolis. Persepolis is not just an ancient monument; it is the birth of Iranian history. All the people of Iran perceive their existential philosophy in relation to Persepolis because Persepolis embodies the epistemic system of the Iranians. Persepolis unites the internal cultural unity of the Iranian people with the peoples of all neighbouring countries, as many present-day Middle Eastern nations are inheritors of the ancient Iranian period. The roots and identity of many countries, from the Mediterranean coast to the Indus Valley, and from the Balkans to Eurasia and Africa, have their roots in Iranian soil. The artistic and cultural reflection of Persepolis, in connection with the peoples of the Middle East during the Achaemenid era, became institutionalized, and this factor continued to sustain the cultural unity of Greater Iran in later periods. The construction of Persepolis incorporated artistic elements from across the ancient Middle East, and its artistic styles were established with national cohesion based on the historical culture of the Achaemenid Empire's territorial domain. As a result, to this day, not only the people of Iran but also the ancient peoples of the Middle East seek their connection to the core of that culture, which is Persepolis.

In order to preserve national unity both within the homeland and in connection with the cultural commonalities of the Nowruz countries, especially those neighbouring the historical land of Iran, starting from Farvardin 1404, the Permanent Secretariat of Nowruz: The Culture of Peace of Nations at Persepolis will be established.

### **Naming of Nowruz Day on the 1<sup>st</sup> of Farvardin in the Iranian Calendar at Persepolis in the National Calendar**

Nowruz is a significant aspect of the country's cultural capacity, as it has evolved within the context of nature, based on customary, religious, and calendrical systems, and over time has become a part of cultural heritage identity. From a customary, religious, calendrical, and natural festival perspective, Nowruz symbolizes the creation of the world, which includes the creation of the earth, sky, water, plants, animals, and humans. In essence, Nowruz is the symbol of the world's creation, made by the Creator, and in its context, the new ideas of the people of the world each spring are alive and dynamic, paralleling the transformation and evolution of cultural and social systems, much like the renewal of nature in spring.

Before the Zoroastrian religion, Nowruz existed as part of the natural system, based on a calendar and the celebration of nature. The Zoroastrian religion later built its religious framework on this

system in ancient Iran, so that during the Achaemenid period, Nowruz became a classic and defined ritual, belief, and faith system within the context of the 365-day solar calendar. This spiritual heritage resisted the cultural and political dominance of Hellenism during the Seleucid and Parthian periods, and in conflict with Roman myths during the Sassanid period, it evolved into a traditional religious culture. In the Islamic era, Iranian scholars, relying on both the solar and lunar calendars, preserved and expanded the solar year and lunar months within the celebration of nature, while also integrating these practices into the beliefs of the Islamic community in Iran and its neighbouring regions.

Today, Nowruz is recognized as a collection of natural celebrations, traditional customs, and the intangible heritage of the Iranian community, deeply connected with both the cultural bonds within Iran and with its neighbours. The concept of the creation of the world is interpreted and explained through the philosophy of Nowruz's origins in these lands, as a shared heritage. For these reasons, starting from the year 1404, the 1<sup>st</sup> of Farvardin each year will be officially designated as Nowruz Day at Persepolis in the national calendar.

**Alireza Askari Chaverdi,**  
**Director of Persepolis World Heritage Site**