

Mehregan Festival

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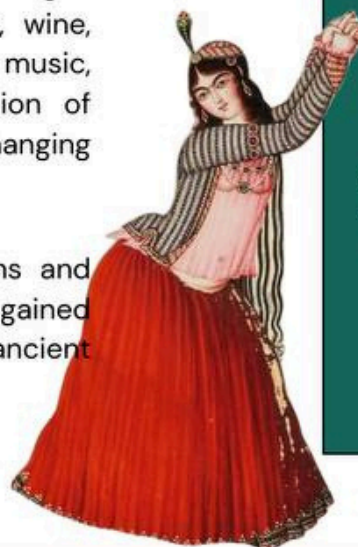
Mehregan is one of the oldest Iranian festivals, celebrated in honor of the deity Mehr (Mithra) and symbolizing the victory of light over darkness. This festival typically takes place in early autumn, on the "Mehr" day of the "Mehr" month (corresponding to October 2 or October 8 in the modern calendar), and it is in a way a harvest festival and a time to express gratitude to nature.

Mehregan is linked to Zoroastrianism and the Mithraic faith, dating back to pre-Zoroastrian times. The festival symbolizes peace, friendship, love, and fidelity. Mehregan also references the victory of Fereydun over Zahhak, the tyrant king, as told in the Shahnameh.

Rituals and Traditions:

Mehregan is celebrated with specific rituals, such as setting a special table known as the "Mehregan Table," adorned with autumn fruits, flowers, wine, incense, and rue. The festivities often include music, poetry recitals, and dancing. A key tradition of Mehregan is wearing colorful clothing and exchanging gifts as symbols of love and kindness.

This festival is still observed by Zoroastrians and some Iranians, and in recent years, it has gained renewed attention as a symbol of Iran's ancient cultural heritage.



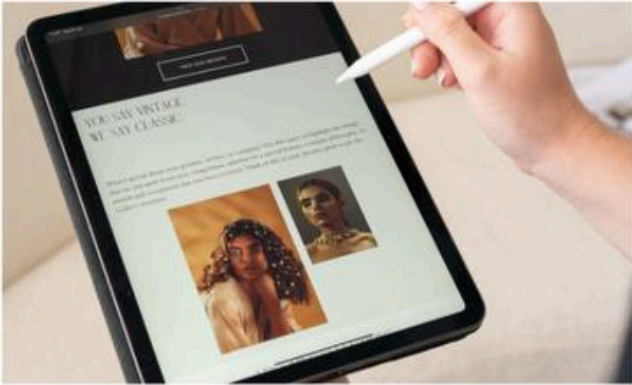
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About Ellement

Story of Neda Rad

Ellement team x



About Ellevent



This magazine acts as a bridge, facilitating exchange between the cultures and markets of Iran and Turkey, and providing an opportunity for inspiration and idea-sharing. By focusing on success stories and real experiences of entrepreneurs, it helps readers become aware of the challenges and opportunities that come with migration and business expansion.

This magazine can serve as a source of inspiration and information for individuals on a similar path or those considering business growth, offering a comprehensive perspective on the opportunities available in regional and global markets.



Story of silver and stone

With Neda Rad , Iranian designer and founder of Neda Rad Collection



Where did the story of Neda Rad collection begin ?

My personal interest in stones began in childhood, stemming from my constant question about their origin and how stones are formed from the soil beneath my feet. This fascination turned into a passion for collecting both decorative and non-decorative stones, becoming a significant source of joy in my childhood. However, I never had the opportunity to nurture this interest.

My entry into the world of art through painting, sculpture, pottery, and playing the tanbur rekindled my attention toward jewelry making. After migrating to Canada, I decided to study a new field alongside my other artistic activities. While searching for a new artistic discipline, I discovered the field of jewelry design and creation, which I chose to pursue.

To learn this art practically, I attended a short course in Iran, where this craft is taught more thoroughly and at a higher quality, with prominent instructors in the field. This course lasted about one to two months, during which I acquired the necessary skills.

After returning to Canada, I learned other techniques through trial and error and began my work fully, from design to handmade creation. My work is inspired by Iranian elements and combines them with modern styles, marking the beginning of my professional journey in this field.



What's your brand 's slogan?

Zivar, the unmatched adornment
Zivar, the reflection of inner depth
Zivar, the soul of the lifeless
Stone and metal, the whisper of the earth's silence

What features make your brand stand out?

The design of my jewelry is based on the inherent characteristics of the materials used. The designs consider the dimensions, brilliance, cut, type, and color of the stones. Thus, each handmade piece differs from another, making every creation unique. In other words, the jewelry you favor is exclusively yours and has no equivalent. This feature becomes more pronounced in custom-made pieces, where the design aligns with the personality of the art-loving client.

What concepts and elements inspire your designs?

The foundation of most of my designs is rooted in the ancient and contemporary symbols of Iranian culture. The materials used—precious and valuable stones from this land—alongside silver, a metal with a long history in adornment, play a significant role. Ancient Iranian festivals and occasions, such as Mehregan, Tirgan, Yalda, and Nowruz, are all infused with the same enthusiasm that has brought joy to a nation, and this spirit is reflected in my handmade jewelry creations.

In addition to this significant influence, I have maintained an innovative and modern perspective on design, incorporating elements commonly found in jewelry art. This has resulted in works that are more modern and aligned with contemporary concepts.

What's is Neda Rad's current position in the market?

Work that comes from the heart inevitably finds a place in the heart. The heart must resonate and share roots; it should embody both joy and sorrow.

My designed pieces, with their Iranian roots and symbolism, require a shared emotional connection to resonate deeply. Being away from Iran for several years has limited opportunities for this kind of companionship. However, when the goal is to touch the heart, distance becomes inconsequential.

I am glad that my works and designs have found resonance, and I have companions who, through further gatherings, will undoubtedly create a more significant place for themselves in the hearts of Iranians and lovers of Iranian art.



Tell us about your brand's achievements:

My presence in the realm of Iranian arts alongside esteemed artists is a source of pride. Studying under skilled masters and collaborating with artists from my homeland fills me with honor. I hope to achieve more success through a more serious presence in this field, which will be increasingly vivid going forward. Participation in various events, festivals, and exhibitions in Canada, Iran, and Turkey; involvement in conceptual art events and the creation of acclaimed conceptual works has provided me with valuable experiences and opportunities for achievements.

What challenges have you faced along this journey?

The challenges in this journey, like any path of growth and development, are abundant and filled with ups and downs. Learning, practicing, repeating, and once again repeating are my initial and ongoing challenges. Distance from Iran, as the origin of my art and the place where my materials, ideas, and design concepts come from, might be the greatest challenge I face. Being a stranger thousands of miles away from Iran, with a heartfelt concern for my culture and homeland, complicates the pursuit of art and creativity.



What is your opinion on Iran's jewelry industry?

The Place of the Jewelry Industry in Iran:

The jewelry industry in Iran has a long history and is considered one of the important and valuable handicrafts of this country.

Let me know if you need any adjustments or additional help! Iran has long been known for its rich mines of gemstones like turquoise, agate, and lapis lazuli, as well as the high skill of its jewelers in stone-cutting and jewelry making.

Cities such as Isfahan, Mashhad, and Tabriz are important centers for producing and cutting gemstones. Mashhad, in particular, is world-renowned for the turquoise mine in Neyshabur. Isfahan, known as the cradle of handicrafts, holds a special place in producing silver jewelry and ornaments.



Why did you choose to start your brand in Turkey, and how do you view Turkey within this industry?

Although, as I mentioned, I didn't begin my work in Turkey, having started my craft in Canada and further developing it in Iran, Turkey is nonetheless one of the best places worldwide for branding due to various reasons.

Turkey's jewelry industry is one of the country's prominent and renowned industries. Its special place in the region and the world is attributed to its geographic location, rich history, and multilayered culture shaped over centuries. Istanbul is recognized as one of the most important jewelry centers in Turkey and worldwide and serves as a global market for jewelry and gemstones.

Turkey became a significant center for jewelry during the Ottoman Empire. Jewelry from this era is known for intricate designs and the use of precious stones such as emeralds, rubies, and diamonds. Istanbul, as the heart of the jewelry trade in Turkey, hosts large and historic jewelry markets like the Grand Bazaar, one of the world's largest jewelry trade centers since the Middle Ages. Turkish jewelers have managed to blend traditional designs with modern styles, leading to the success of Turkey's jewelry industry in both domestic and international markets. By focusing on exports and staying updated in design and quality, Turkey's jewelry industry has become a profitable and vital sector for the country.

What advice do you have for those interested in this field?

Just start—simply begin! If you have a genuine, deep-rooted passion for this work, take courses to learn the necessary skills. With practice and repetition, you can eventually channel your talent, creativity, and ideas into your art.

What is your vision for the future of your brand?

My focus is on creating a heartfelt connection with those who cherish the art of bringing life and meaning to silver and stone. I am confident that my meticulous approach in crafting pieces that symbolize this love and embody the culture of my homeland will secure a special place among those who appreciate artistic creations. My art will become a treasured part of Iranian history and culture in the lives of these art lovers.

