



One Pretext: One Hundred Years of Hits



In its second event in London, under the name of “Hundred years of Hits”, which took place in Logan Hall on the 21th of October 2007, the Toos Foundation celebrated the old and new famous singers, together with the music and lyric composers of Iran.

The medieval history of hits since the past centuries from the period of Sassanid and the hits composed during the time of Aref and Sheyda up to today’s pop music was revealed and displayed. In this program Jamshid Sheybani one of the country’s greatest masters, made a speech and thanked those responsible for the event. He

cheered the atmosphere with his special witticism.

Mrs. Azar Pazhuhesh was another speaker who commended arts and the artists of Iran. She expressed her satisfaction for being involved in such profession and being able to associate with such great artists and masters.

Mr. Turaj Negahban was the founder of Tanin Studio who was thanked and asked to give a speech. He spoke about his past activities in music and also thanked the people behind this program.

Mr. Atā'ī was another one of the guests who was asked to speak about his social activities.

Mr. Munfaredzadeh was another speaker who spoke about the difficulties of his time in regards with the introduction of the hits during those days. He emphasized that he ceased his involvement with the Iranian radio, stating that an art dependant on a government cannot be a lasting one and one should always have the freedom of expression. Hence, there will be no cause for complaints.

Following this there was a mention of the time when a vast turnaround took place in the music industry. Mr. Cheshmazar was the next speaker to express his opinion.

At the end of the program, a statue of the great poet of Persia “Firdawsi” was given to the singers and artists by the Toos Foundation as a token of appreciation for their years of service and efforts. The Persian Weekly also expresses its appreciation for the artists and the singers of Iran, and announces its readiness as a cultural medium to broadcast all the cultural news as fairly and as accurately as possible.

Postscript:

- ❖ The speech of Mrs. Ansari was fairly long and thus, caused some objections by the audience.
- ❖ The event was in general successful; however, as usual, the mobile phone nuisance was somewhat irritating for the attendees.
- ❖ At the beginning of the program there were some problems with microphones and the sound systems. This problem was

mentioned by Sattar the famous Iranian singer. Aref another famous singer also experienced the same.

- ❖ Obviously, the only one who was prohibited from using camera flashes was our reporter, whereas, everybody else was taking pictures “with flashes”.