



# 1394: IRANIAN NEW YEAR FESTIVITIES in Montreux, Switzerland

## *Charshanbeh Souri at Home: Villa Le Roses*



*Mr. Shahriar Gharibi, Ms. Laetitia Roch, Ms. Anne Zurcher*

The first day of spring and the Iranian New Year festivities are integral parts of our national identity; these are traditions deeply rooted in our cultural heritage.

Ardeshir Zahedi former Iranian Minister of Foreign Affairs and



*Mr. Michael Smithuis, Ms. Anne Zurcher, Mrs. Thérèse Gharibi, H.E. Ardeshir Zahedi, Ms. Laetitia Roch, Mrs. Anne-Rose Smithuis, Inf. Max Smithuis, Mrs. Soraya Gharegozloo, Mrs. Simin Mohajer*



*Mr. & Mrs. Gregory Udry-Jorgensen, H.E. Ardeshir Zahedi, Ms. Laetitia Roch, Ms. Anne Zurcher, Mr. Shahriar Gharibi, Mrs. Thérèse Gharibi, Mrs. Anne-Rose & Mr. Michael Smüthuis, Mrs. Simin Zahedi Mrs. Soraya , Inf. Max Smüthuis*



**From Left To Right: First Row:**

*Mrs. Soraya Gharagozloo, Mr. Jean-Claude Roch, Mrs. Myriam Wehrli, H.E. Ardeshir Zahedi, Mr. Laurent Wehrli, Mrs. Toto Vakili, Mr. Anton Mittermair*

**Second Row:** *Mrs. Simin Mohajar, Mrs. Barbara Mittermair, Ms. Ola Zahran, Ms. Laetitia Roch, Mrs. Mahin Zahedi, Ms. Sophie Leyvraz, Ms. Patricia Moreno, Mrs. Nouri, Mr. Babak Moghadam Tehrani, Mrs. Yassi Moghadam Tehrani, Miss. Pantea Moghadam Tehrani, Mrs. Khanetghai, Mr. Rolando Carrascal,*

**Third Row:** *Mrs. Michèle Rouillet, Mr. Mohamed Tammami, Ms. Céline Yousefzai, Mr. Hassan Yousefzai, Mr. Akbar Nouri*

Ambassador to the United States and the court of Saint James, throughout the 36 years that he lives in exile in Switzerland has always made sure that no one around him would ever forget the 3000 year old traditions of our country. With true devotion and loyalty, year after year, he organises special ceremonies in and around his residence

"Villa Les Roses" in Montreux to welcome the Iranian New Year.

On the last Wednesday of



*Ms. Laetitia Roch, Ms. Anne Zurcher, Mrs. Anne-Rose & Mr. Michael Smithuis*

event is “TAHVIL” or the exact moment of the new Year when equinox occurs. Everybody waits with anxiety for the moment to come and then family and friends exchange the New Year wishes. Tradition obliges

and the host, here The Ambassador, personally offered sweets and

the year, Chahar Shanbeh Souri, bonfires are lit in his garden and the guests dance around and jump over the fire to purge and purify their souls, to ring in the new and get ready for the New Year to creep in. While jumping on the fire they normally sing to the fire “Zardie man az to, sorkhie to az man” which means, “May my sickly pallor be yours (the fire’s) and your red glow be mine.”

The New Year major

*New Year Party  
at Victoria Hotel - Glion Sur Montreux*



*from left to Right: Mr. Laurent Wehrli, President of Grand Counsel of Canton De Voud and Mayoy of Montreux & Mrs. Laurent Wehrli, H.E. Ardeshir Zahedi*



*From Left To Right: Mr. Jean-Claude Roch, Mrs. Barbara Mittermair, Mr. Laurent Wehrli, Ms. Ola Zahran*

and protection. Thanks to you, we live here in security and peace. “

The Ambassador added, “Tonight we have gathered here to celebrate the coming of the new Iranian year or Nowruz which reflects the end of winter, the vernal equinox and above all symbolizes

Iranian delicacies to the distinguished guests.

At dinner time the Ambassador expressed his gratitude to the President of the Parliament and the Mayor for their hospitality and the generous attention to the Iranian community all over Switzerland. And said

“You have been hosting my dear compatriots in this beautiful country and never denied your support



*From Left To Right: Mr. Roch, Ms. Laetitia Roch H.E. Ardeshir Zahedi*



*From Left to Right: Mrs. Barbara Mittermair, Mr. Laurent Wehrli, Ms. Ola Zahran*

the rebirth of nature and renewal of life. It is celebrated all over the world particularly in Iran and Central Asia.”

Mr Zahedi then invited the attention of the guests to the central decoration of the New Year Table “Haft SEEN” or the table of 7 s’s and explained the significance and symbolism of the 7 s’s:

“Here you see

“SUMAC”, a crushed spice of wild berries for the sunrise and the spice of life; “Senjed”, a sweet fruit of the lotus tree for

love and affection; “Serkeh” , Vinegar, for patience and growth; “Seeb”, apple, for health and beauty; “Sir” , garlic for good health; “Samanu”, a sweet wheat pudding, for fertility and sweetness of life, energy and vitality; “Sabzeh” , sprouted wheat grass, for rebirth and renewal of nature. Besides there is normally



*From Left To Right: Mrs. Simin Mohajer, Mr. Toni Mittermair, Mrs. & Mr. Akbar Nouri*



*From Left to Right : H.E. Ardeshir Zahedi, Ms. Patricia Moreno, Mr. Rolando Carrascal*



*From Left to Right: Ms. Ola Zahran, H.E. Ardeshir Zahedi, Mrs. Barbara Mittermair*

## Sizdah Be Dar at

Restaurant du Montagnard

a mirror for the reflections of the past and a regard towards the future and a goldfish in a bowl symbolising life.

On the New Year's eve, Mr Zahedi hosted several of his friends, President of the Parliament, the Mayor, several ambassadors, their wives and groups of distinguished Iranians in the region with whom

he shared the joys of the season that have been cherished for thousands of years by people of dif-

ferent colour, faith and nationality and trace back to Mesopotamian civi-



*From left to right: Dr. & Mrs Pouyan, Mr. & Mrs. Gharibi, Mr. Mehdi Zahedi*



*From Left: Mrs. Danielle de Vreng, Tom, Max, Mrs. Anne-Rose SMITHUIS, Mr. Jay GAUER,*

lization and the dawn of the glorious history of the Persian Empire.

The Ambassador's Siz-deh Bedar reception was held at Montagnard

Restaurant, an ideal place for the guests' children to amuse themselves in the spacious garden on the hilltop.

The occasion, the 13th.

day of the New Year is traditionally devoted to outdoor festivities; it is a day of renewal of our ties with nature, a happy epilogue to the two-week long joyful rituals and an energising prelude to a new year of activities.

It is a celebration of marriage with nature, the myth of rebirth and rejuvenation and promise of the fruition of the spring blossoms.

It is in harmony with this spirit that young girls tie grass in knot to wish for a good loving husband the

*Marco, Mr. David, Mrs. Claudia and Mateo VON ARX*



following year.

It crowns the end of two weeks of festivities.

The happy souvenirs of

the three ceremonies in Villa les Roses, Victoria Hotel and Montagnard and the legendary hospitality of Ardeshir Zahedi

and admiration for his fidelity to his roots and traditions of his beloved country will certainly perdure in memories.



**From the Back**

**First Row: From Left to Right**

*Mr. Rolando Carrascal, Mr. David, Marco, Mrs. Claudia, Mateo Von Arx, Mr. Jay Gauer, Max, Mrs. Anne-Rose Smithuis, H.E. Ardeshir Zahedi, Mrs. Simin Mohajer, Mrs. Thérèse Gharibi*

**Second Row: From Left to Right**

*Ms. Patricia Moreno, Mrs. Toto Vakili, Dr. Paviz Pouyan, Mr. Mehdi Zahedi, Mrs. Mahin Tashakori, Mr. Shahriar Gharibi, Mrs. Pouyan, Mr. Mirashem*

**Third Row: From Left to Right** *Ms. Felicia, Ms. Laleh Mahjour*