



**WELCOME
TO
IRAN PAVILION
expo67**



Situation of Iran Pavilion at the Universal and International Exhibition of 1967.



The Pavilion of Iran is situated on Ile Sainte-Helene, just across from the Metro station (B-318).

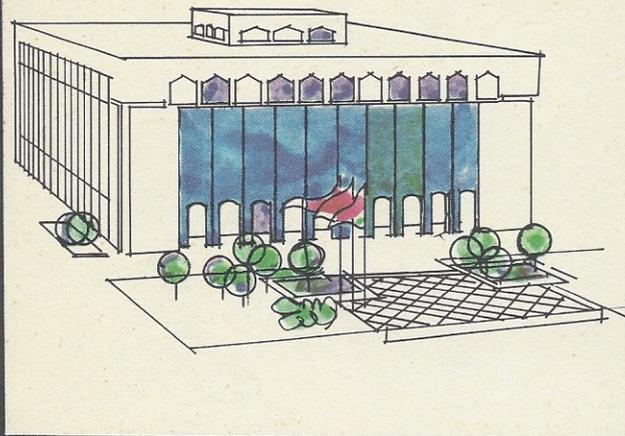
In style it was inspired by an ancient Iranian structure, dating back to 1087 A.D. The 2000 S.F. tile work that decorates the columns of the Pavilion is an authentic example of Iranian decorative art.

Iran of the past, the present and the future: this is the subject within the framework of Man and His World the Expo 67's symbol, which the Pavilion adopted as its theme.

On the ground floor events from the ancient history of Iran are depicted graphically. They show the immigration of the Aryans into Iran and the formation of the great Persian (Iranian) Empire. Then there are the special arts of the Iranians, their dress; food; their hospitality, and based on these facts are presented the possibilities and programmes of interest to tourists who visit Iran.

Under the caption "Iran the Land of a Thousand and One visages", a section of the same floor has been allocated to show the physical features of Iran. This section comprises scenes showing these features and their particular characteristics, such as the seas and rivers; deserts; jungles; tropical regions and the colder regions the places of interest and the beauty spots of the country which are worth visiting and finally the people of Iran who, while descended from different racial stocks, have preserved their distinctive original traits and have come together to form the Iranian nation.

On the first floor whatever catches the eye belongs to the present era: industry, health and sanitation, agricultural, social patterns,



communications and other walks of life in Iran. Comparison of possibilities and methods of exploitation of natural resources in ancient times and in the modern era have been graphically represented in another section of the same floor. Through these models one can see that Iranians were the first to exploit subterranean water resources to be found in dry areas. So were they the first to harness horses and use them for riding as well as running their communication system. They were also known to have first cultivated wheat to provide food for themselves. Alongside these charts are depicted present conditions in Iran with reference to natural resources on land, in the seas and in subterranean deposits. Petroleum which forms the greatest of these underground resources of Iran, has been given a prominent place in this section.

The section to be visited last has been devoted to the latest socio-economic changes which have taken place in Iran — changes which have radically transformed the image of this ancient land and have brought into being completely new social, economic and cultural standards — all these changes going far to form what is now called modern Iran.

Lighting and colours used in the Pavilion reflect original Iranian hues. The presentation seeks to reproduce both the atmosphere and the spirit of Iran.

On the ground floor patio programmes and displays are staged from time to time and a bar serves Iranian spirits and wines with caviar and pistachio nuts and other specialties.

SYSTEM OF GOVERNMENT

Iran is a constitutional monarchy. The Constitution, adopted in 1906 is modelled on those of the European democracies, but contains special provisions relating to the Iranian circumstances. It provides for a government composed of three branches—executive, legislative and judicial. The Legislature comprises a National Assembly (called Majlis) elected by direct vote, and a Senate.

REIGNING MONARCH AND ROYAL FAMILY

His Imperial Majesty Mohammad Reza Shah Pahlavi, the Shahanshah. Her Imperial Majesty Farah Pahlavi, Shahbanoo, His Imperial Highness Crown Prince Reza Pahlavi, Her Imperial Highness Princess Farahnaz Pahlavi, His Imperial Highness Prince Ali Reza Pahlavi. Her Royal Highness Princess Shahnaz Pahlavi, a daughter of His Imperial Majesty from first marriage.

FOREIGN POLICY

The Iranian government carries on the tradition of maintaining and strengthening good relations with neighbouring countries and of cooperation with all friendly states; it upholds the U.N. Charter, and strives for the peaceful settlement of international disputes.



THE PEOPLE

In the middle of second millienum B.C. the early Aryans occupied the high plateau of Iran. The Iranians or Persians are the direct descendents of the Aryan stock from whom the Indo-European races spring.

POPULATION

There are over 25 million people living in Iran.



IMPORTS Fabric and yarns, machinery and manufactured goods; motor cars, chemicals and pharmaceutical products.

EXPORTS Oil and petroleum products, cotton, carpets and rugs, refrigerators and heaters, shoes, dried fruits, wool, mineral ore and caviar.



CAPITAL Capital of Iran is Tehran, and its main cities are: Tabriz, Mashad, Isfahan, Shiraz, Ahwaz and Abadan.

INTERNAL REFORMS

On the sixth of Bahman 1341 (January 26th, 1963) His Imperial Majesty the Shahanshah submitted a Six Point Programme of reform to a national referendum, the result of which was an overwhelming vote of approval. Subsequently three other points were also added, together as follows:

1. Land reform
2. The sale of shares in government-owned factories to underwrite land reform
3. The nationalisation of the forests
4. The participation of workers in the profits of factories
5. Electoral reform, enfranchisement of women.
6. The creation of the Literacy Corps
7. The creation of the Health Corps
8. The creation of the Expansion & Development Corps.
9. The creation of the Houses of Equity.

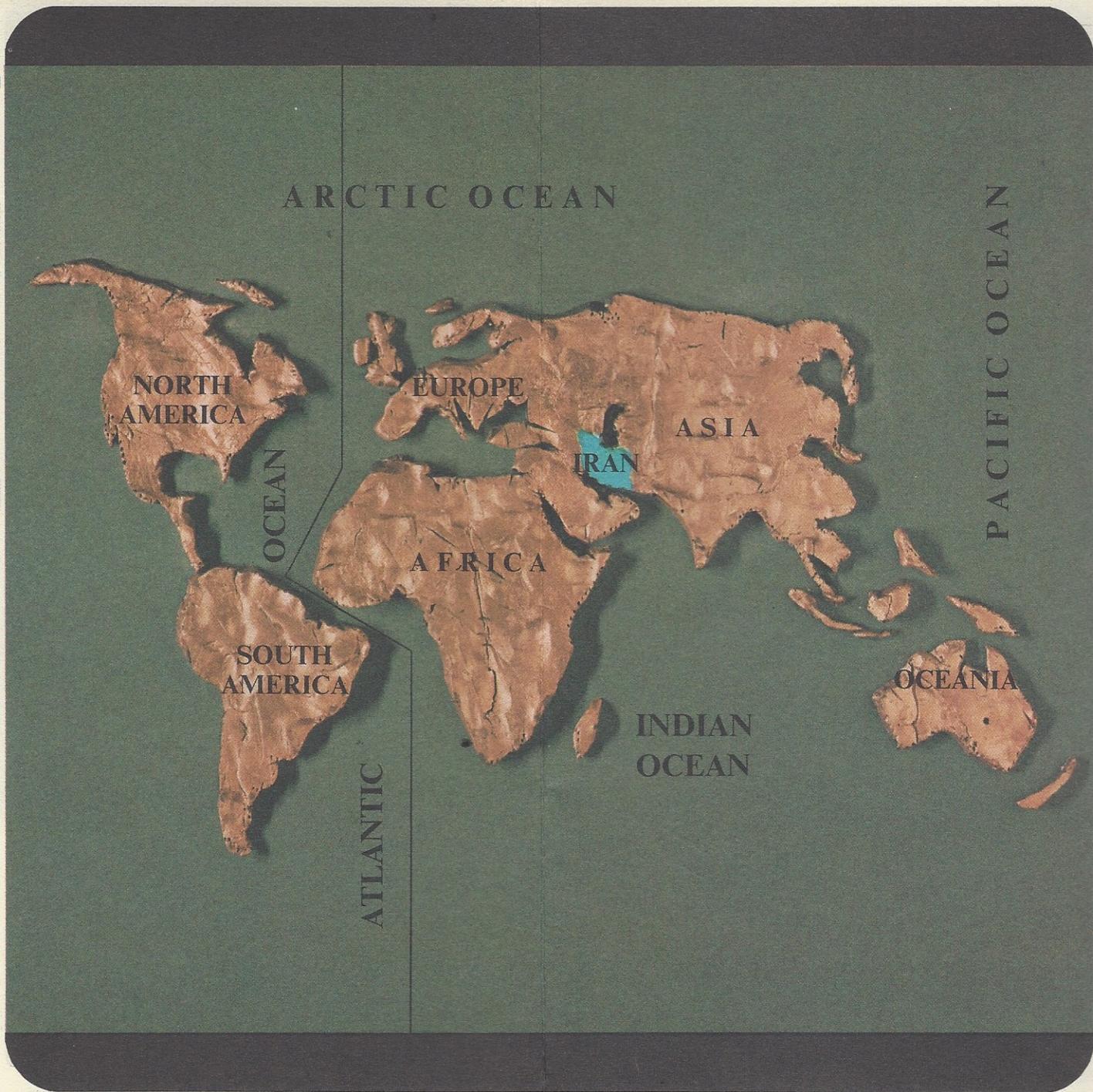


RESOURCES

Oil, iron, ore, copper, zinc, antimony, manganese dioxide, nickel, potassium bicarbonate, borax, oxide, sulphur, magnestic, marble and alabaster, carnelion and turquoise, rock salt, alum, lead and gypsum.

INDUSTRY

Oil production and refining, petrochemicals, electrical appliances, motor cars, transport equipment and tires, textile, carpets, cement, cotton, cigarettes, sugar refining, copper, silk, tea processing, caviar and fisheries.



LOCATION

A great land bridge connecting the bulk of Asia with Europe, Iran lies within the great Alpine-Himalayan fold system.

AREA

Its area is 628,000 square miles, one-fifth of the size of the U.S.A., and 1/197th of the surface of the globe.

CLIMATE

The climate ranges from the severe winters of the highlands to the tropical heat of the Persian Gulf littoral. The central plateau has a bracing climate about 9 months of the year, but the almost rainless summers are hot. In the highlands spring is delightful with a moderate temperature, the asureblue skies, the crisp air and the multi-coloured flowers of the fall display a special charm.



HAMADAN

Hamadan, known classically as Ecbatane is one of the ancient cities of the world. It is probably 1000 years old. Tomb of Avicenna is in this town.

TABRIZ

Capital of Azarbaijan province, and the second largest city in Iran, Tabriz embraces several historical buildings including the famous Blue Mosque.

ABADAN

Abadan is the centre of the Iranian oil industry with the third largest oil refinery in the world.



KERMANSHAH

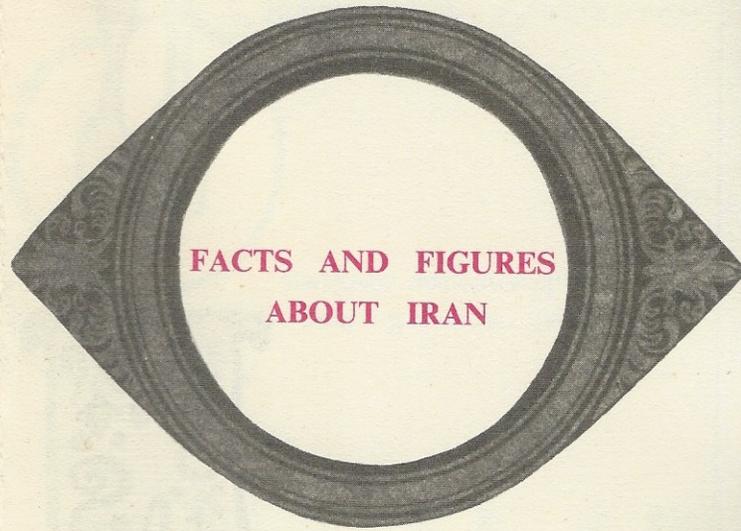
Kermanshah has important historic sights such as the Bisotun Rock (Achaemenian) and Tagi Bostan grotto (Sassanian).

YAZD

Yazd is the last stronghold of Zoroastrians in Iran with a Fire Temple and about 10,000 faithful adherents of the Zoroastrian faith. It has several ancient places of interest to tourists.

CASPIAN SHORES

After busy weeks or months of sightseeing there is no more pleasant finale to an Iranian sojourn than a short vacation on the shores of the Caspian. About 100 miles from Tehran, through some of the most exciting natural beauties in the world, lie countless charming fishing and resort villages. Continuing down the mountains, a tourist soon finds himself amid a ravishing change of scenery, where gentle vistas of orange groves, palms and whole vallays carpeted with wild violets surround everything. Flower-bordered avenues and golden mimosa blooms remind seasoned travellers of the European Riviera. Fine hotels in all price ranges, dot the coastline all the way to Ramsar, one of the most beautiful resorts anywhere.



FACTS AND FIGURES ABOUT IRAN

- * The Iranian Empire was founded 550 B.C.
- * The population of Iran is 75 % rural and 25 % urban.
- * Iran's national income rose from \$3,613 million in 1960 to \$5,257 million in 1966.
- * Since 1949, Iran has implemented three development plans, the fourth plan commencing 1968.
- * Iran's Third Development Plan (1962-1967) has assigned \$240 million to education.
- * Iran is one of the five countries selected by UNESCO to participate in a pilot educational experiment.
- * There are, at the moment, 7 universities in Iran. The country's first university, Gundi Shapur, was created at the end of the 5th century A.D.
- * Oil was first found on May 26, 1908 in Masjid-i-Sulaiman.
- * The Iranian oil industry was nationalised on March 30, 1951.
- * The largest oil pipeline in diameter is in Iran, the submarine pipeline of the Kharg Island.
- * Kharg is the world's largest oil loading terminal.
- * Iran's crude oil production for 1966 totalled 770,884,524 barrels.
- * Iran is one of the world's main producers of caviar, exporting approximately \$2.5 million worth annually.
- * Since 1949 six hydro-electric dams have been constructed in Iran.
- * 3,500 kilometres of railroads carry 4 million passengers and 3.5 million tons of freight annually. The length of roads asphalted or otherwise is 34,486.
- * There are 23 airports in Iran of which three are open to international air traffic. Iranian air lines carry passengers to Europe and America.
- * There are five television channels in Iran, four in Tehran and one in Abadan.
- * The Majlis (the Lower House) has 200 members, and the Senate 60, both having the term of four years.

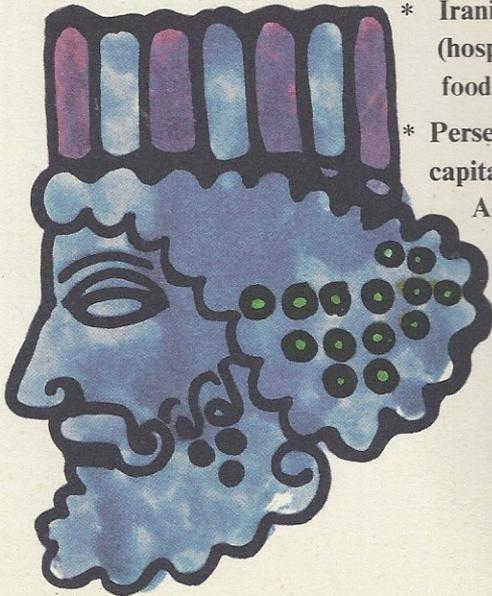
Following is a more detailed guide to the Pavilion:
 Coming in from the main entrance
GROUND FLOOR

INFORMATION

- * Hostesses at the Information Desk to welcome visitors
- * On the right, section on Tourism in Iran



- * Typical Iranian Architecture

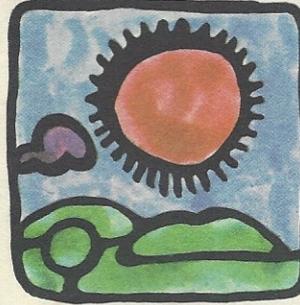


- * Iranian way of life (hospitality, clothes, food, etc.)
- * Persepolis, the ritual capital of Achaemenids



- * History of Ancient Persia

- * Landscapes and views of Iran

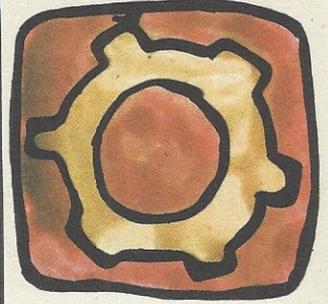


- * Persian Art



- * Patio, where performance of Iranian folk dances and music takes place.

FIRST FLOOR



- * Industries and Mines

- * Public Health



- * Iran and its Reforms



- * Handicrafts



* Agriculture



* Transport and Communication



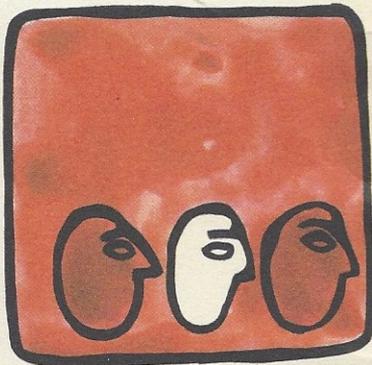
* Carpet Industry, carpet weavers at work

* Education

* Manpower Resources

* Sources of Energy

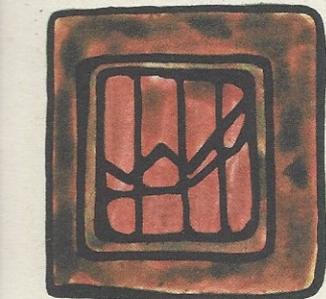
* Oil Industry



* Rural Development



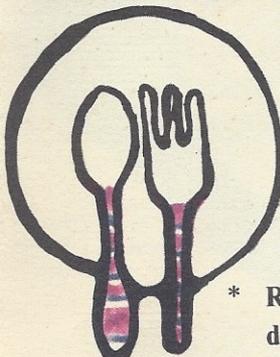
* Natural Resources (agricultural, maritime, underground, etc.)



* Statistics, Demography, etc.



* Public Works



* Restaurant, where delightful Iranian dishes will be served.