



SAHAR ESHGHI SANI

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Graphic designer / Fashion designer / Photographer / NFT Artist

www.sahar-eshghi.com

Languages: Persian / English / French

Born: Tehran – 1980

Contact

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linktr.ee/safarehonar

Creative design based on

- Multimedia requirements analysis, specification and conceptualisation
- Perceptual analysis and mapping

- Multimedia platform design and development
- Photography

Over 20 years experience with the following Computer-Aided Design Tools:

- Photoshop
- Corel draw
- Flash
- Illustrator
- Html
- Indesign

Education and Work Experience

- Diploma in Maths/Physics: 1998
- Isfahan Open University, BSc in Applied Mathematics: 2002
- Certified web designer from Cavendish college London-England. 2002
- Established my own Creative Design Agency 'Sefid-Graphics': 2003
- Granted membership of Iranian Graphic Designers Society in 2004
- Basis of Negotiation Course: 2005
- Basis of Reza Abedini's graphic design courses. 2007
- Basis of Majid Abbasi's poster design courses. 2009-2010
- Professional Photography: 2010-2012
- Participated in "Ten Images for Ithaca" Design workshop, Led by pi6 Communication Design. (Rena Chrysikopoulou and Michael David Ochs). Ithaca, Greece, July 2010.
- Participated in Design workshop Led by Cyprus EMU university. Vije school, Tehran 2010. Theme: Exlibris.
- Participated in Design workshop Led by Bruno Monguzzi. Vije school, Tehran 2010. Theme: The Form of Function.
- Participated in Design workshop Led by Niklaus Troxler. Vije school, Tehran 2011. Theme: Construction and econstruction
- Basis of Mehdi Saeedi's Typography design course. 2012
- Various Exhibitions Photography and poster: 2012-2013
- Established my own fashion brand 'NazBanoo' 2013
www.maisonbanoo.com
- Business Development – art and fashion related: 2013-Now
- Established my own marketing/promotional group 'Safarehonar' 2019
www.safarehonar.com

- Participated in the fashion design course, Led by Sinem Azman from Turkey. The course took place in Tehran, Iran, 2020.

Art Exhibitions

- NFT Liverpool art exhibition took place in Adelia Gallery, Liverpool, England, 2022.
- Expo Metro exhibition, "The World Largest Collective Artwork" Los Angeles, USA , Jun. 2022
- Design The cover for international community of designers ShowUsYourType, 2021. Theme: Tehran
- Expo Metro exhibition, New York, USA , Dec. 2021
- Contemporary Iranian artists art exhibition, Led by Gozar art group, Curated by Sahar Eshghi, The exhibition took place in "Artists Union of Armenia", Yerevan, Armenia, 2021.
- "Distance" Art group exhibition, Iran Artist Forum, Led by Safarehonor, Curated by Sahar Eshghi, Tehran, June. 2021
- Art group exhibition, Linda Farrell gallery, Led by Safarehonor, Curated by Sahar Eshghi, Paris-France , Dec. 2019
- "The Mystery of the Georgian Script", Solo Typography Exhibition, ECO Cultural Institute (ECI) Tehran, May. 2012
- "The Mystery of the Georgian Script", Solo Typography Exhibition, I. Javakhishvili Tbilisi State University, Tbilisi-Georgia , Apr. 2012
- "From Paris to Acropolis", Solo Photography Exhibition, Iran Artists Forum Gallery, Tehran, Sep. 2011
- "Didar", Graphic design group exhibition of Vije school students, Ilia State Univesity, Tbilisi- Georgia, Mar. 2011
- "5 years of experiences by Vije School", Graphic design group exhibition, Iran Artists Forum Gallery, Tehran, Jan. 2011
- "The best works of 1388", Graphic design group exhibition, Vije gallery, Tehran, Mar. 2010
- "The river and the city", Poster group exhibition, Vije gallery, Tehran, 2010
- "Being 20", Poster group exhibition, Vije gallery, Tehran, Mar. 2009
- "Avay Khak", Ceramic Group Exhibition, Azadi Gallery, Tehran, Aug. 2001
- "My town Tehran", Painting group exhibition, District 1 Gallery-Municipality of Tehran, Tehran, Nov. 1993

Business Development Background and Experience

My business development background is mainly related to clothing and life-style consumer goods market sectors.

As such, I have gained appreciable operational experience in converting a business idea, in the market sectors specified above, into an operational business plan .

A common process to all aspects of business development and management is Project Management. In all business sectors that I have been involved with, Services Development and Management have been an integral part of operation.

From a technical perspective, I have over 15 years of experience in internet- based multi-media design and development.

I have sub-grouped my business background and experience in the above specified market sectors based on the well known 4Ps of Marketing, namely Product, Place, Price and Promotion, in order to give it a palatable assessment structure.

My fashion brand 'NazBanoo':

www.maisonbanoo.com

Articles

- "Untitled" Published in Javanane Emroz magazine, Tehran, 2009
- "Untitled" Published in Golestaneh magazine, Tehran, 2009
- "France Itinerary" Published in Javanane Emroz magazine, Tehran, 2009
- "Gold" Published in Javanane Emroz magazine, Tehran, 2009
- "Interview with Issa Omidvar" Published in Gilgamesh magazine, Tehran, 2013
- "The note from Kashan" Published in Gilgamesh magazine, Tehran, 2013
- "The Exhibition in dust" Published in Bahar Newspaper, Tehran, 21 August.2013
- "Are Iran's handicraft doomed to demise?" Published in Forsat Newspaper, Tehran, 25 Jun. 2015

Books

- "From Paris to Acropolis", Tehran-Iran, 2011
- "The Glass", Tehran-Iran, 2020