

## Mona Erfanian Salim

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### ARTISTIC EXPERIENCES

Karlsruhe EATSA 2024 Special Creative Event (Art Gallery), Solo Exhibition, "Narrating the City", Germany, July 2024

Persian Art by Woman Persian, Atelier Afarideh, Group Exhibition, Paris, June 2024,

Pice Gallery, Virtual Group Exhibitions, "Feminine Brushstrokes, Portugal, March 2024

Pice Gallery, Virtual Group Exhibitions, "Poetic Canvas", Portugal, April 2024

Pice Gallery, Virtual Group Exhibitions, "Urban Canvas", Portugal, May 2024

Art&Tur International Film Festival, Solo Exhibition, "A cultural interpretation: A Story of the Caldas Rainha", Portugal (2023)

### EDUCATION

#### 2006-2012: PhD in Urban Design and Planning

Faculty of Design and Architecture, University of Putra Malaysia, Malaysia, (Graduate Research Fellowship) (<https://frsb.upm.edu.my/>)

#### 1990-1998: MA (Continuous) in Architecture

Faculty of Fine Arts, University of Tehran, Iran (<https://finearts.ut.ac.ir/en/home>)

### TEACHING EXPERIENCES

2011-Now: Assistant Professor, Faculty of Art and Architecture, Eqbal Lahoori Institute of Higher Education, Iran

2014- 2022: Invited Lecturer, Faculty of Art and Architecture, Islamic Azad University, Tehran

2011-2013: Faculty of Architecture, Urban Planning and Islamic Art, Ferdowsi University of Mashhad, Iran: Coordinator of Visual Expression

### RESEARCH PROJECTS

2019-2024: Member of Iran's team of researchers, Jondishapour Research Program on the Title of "Religious Tourism, Heritage and Urban Projects in Projects in the City of Mashhad",

2013-2018: Executive Management, "Research Projects of Urban Regeneration Company of Iran", Ministry of Road and Urban Development of Iran

2014-2015: Executive Management, "Documentation Projects of Urban Regeneration Company of Iran", Ministry of Road and Urban Development of Iran

2016-2017: Executive Management, "Identification of Managerial Capabilities of Employee Women", Ministry of Road & Urban Development of Iran

2016-2017: Executive Management, "Right to Organization by focussing on Gender Mainstreaming", Ministry of Roads and Urban Development

2016-2017: Management, "Identifying the Women's Issues in Cities and Transportation of Iran base on Approach of Gender Mainstreaming ", Ministry of Roads and Urban Development Iran

### PUBLISHED ARTICLES

Erfanian Salim, Mona, 2023, **The Story of the City through People's Narration**, Ilmondonuovo.Club, (The digital magazine of cultural & political transition, Italy)

Erfanain Salim M., Afshar A., 2020, **Bani Adam (Children of Adam)**, *Moondo*, Rome, Italy

- Erfanian Slaim M, 2019, **Chief-Editor note**, *Abadi* (Quarterly Journal in Architecture & Urbanism), Vol. 26-No. 81-82, Fall & Winter 2018-2019
- Erfanian Mona, 2019, **The Culture led Regeneration and Urban Management**, *Shahrdariha*, vol.21, No. 128
- Erfanian Salim M. 2019, **Gender: at the Heart of Regeneration**, *Abadi*, Vol. 26, and No. 81-82
- Erfanain Salim M, 2018, **Improving Quality of Life through the Place Branding of the Lashkar-Abad Neighbourhood in Ahwaz (IRAN)**, The J Knowledge of the City( *Konwersatorium Wiedzy o Mieście*),3 (31), University of Lodz Research
- Erfanain Salim M., 2018, Chief-Editor note, **A Review on the Current Status of the Concept of Urban Regeneration: from Content to Action**, *Haftshahr* (Journal of the Iranian Urban Development and Revitalization Corporation), No. 62
- Erfanain Salim M., 2018, Chief-Editor note, **The Role of Women Management in Increasing the Quality of Urban Life**, *Haftshahr*, No.61, Spring 2018
- Erfanain Salim M., 2018, Chief-Editor note, **Hope in the Contexts of Urban Regeneration**, *Haftshahr*, No. 59-60, fall & winter 2017-2018
- Erfanain Salim M., 2017, Chief-Editor note, **Transition from Physical Development to Citizenship and Social Development**, *Haftshahr*, Special Issue Them: Gender and Citizenship, No.57-58, Spring & Summer 2017
- Erfanain Salim M., 2016, Chief-Editor note, **Quantity Overcomes in the Process of Achieving Quality**, *Haftshahr*, No. 53-54, Spring & Summer 2016
- Erfanain Salim M., 2015, Chief-Editor note, **Quality Query; A Cultural Flow in National Scale**, *Haftshahr*, No.51-52, Fall & Winter 2015
- Sadaf Taghiyan and Mona Erfanian Salim, 2015, **Factors Affecting Mashhad Jennat Pedestrian Life**, Kurdistan University of Medical Sciences Journal
- Mona Erfanian Salim and Farzaneh Ahmadi, 2014, **How Crisscross Impacts on Iranian Architecture** (Before and After Islam), Proceedings of the First International Congress of New Horizons in Architecture and Urban Planning
- Mona Erfanian Salim and Azadeh Asgharzadeh, 2013, **Recognizing the Market Place of Sarshoor Bazar in the Current Structure of Mashhad**, *Haftshahr*
- Mona Erfanian Salim and Osman Mohd Tahir, 2013, **Gender Affecting Tourists' Needs for a Public Open Space**, *Tourism* (An International Interdisciplinary Journal), Institute for Tourism, Hungary
- Mona Erfanian Salim and Osman Mohd Tahir, 2013, **Tourism Motivation and Tourists' Needs in Public Open Space (Case Study: Kish Island)**, *TURIZAM International Scientific Journal*, University of Novi Sad, Serbia
- M. Erfanian Salim and Osman Mohd Tahir, 2012, **Important Built-environmental Factors of Open Public Space**, published in *Journal of Design & built (JDB)*, Malaysia, Volume 5
- M. Erfanian Salim and O. Mohd Tahir, 2012, **Kish as a Small Island toward Sustainable Tourism**, *Alam Cipta Journal*, Volume 5
- Mona Erfanian Salim, 2001, **Cultural Context, an Emerging Reality in Urban Perception and Organization**, *Haftshahr*, No.4
- Mona Erfanian Salim, 1998, **Investigating the Concept of Urban Restoration and Regeneration of Ancient Fabrics**, *Haftshahr*, No. 9

## PRESENTATIONS at CONFERENCES

Erfanian Salim, Mona, 2024, Co-creative Keynote, **Art, Storytelling, and Urban Tourism Plans**, the 7th International Conference of Euro-Asia Studies Association (EATSA), Karlsruhe, Germany

Erfanian Salim, Mona, 2024, Panellist and Co-creation Presenter, **City Storytelling; A Practical Approach for People Participation in Urban Tourism Development**, XIII International Scientific Conference Tourism in Social Sciences 2024, Jagiellonian University, Krakow, Poland

Erfanian Salim, Mona, 2021, **The Story of the City and Urban Tourism**, the 7th International Conference of Euro-Asia Studies Association (EATSA), University of the Ryukyus, Okinawa, Japan

Erfanian Salim, Mona, 2021, **The Significance of the Approach for Gender Mainstreaming in Housing Policies**, Conference on Social Affairs in the Seventh Development Plan of the Country with the Focus on Social Health,

Erfanian Salim Mona, 2020, **Developing "Maslow's Human Needs Hierarchy Models" in Interfacing between Urban Design and Tourism Knowledge**, The 6th International Conference of Euro-Asia Studies Association (EATSA), Sardinia, Italy

Afshar Ali, Erfanian Salim Mona, 2020, **Towards a Happy Island: Developing Tourists' Needs in Urban Open Public Space in Kish Island**, The 6th International Conference of Euro-Asia Studies Association (EATSA), Sardinia, Italy

Erfanian Salim, Mona, 2020, **Urban Tourism-Urban Open Public Space: An Opportunity for Sustainable Tourism**, 10Th India International Hotel, Travel & Tourism Research Conference

Erfanian Salim, Mona, 2019, **A Good Practice for Place Branding and Destination Marketing, Ahwaz, Iran**, The International Conference: Tourism Marketing and Design Branding, as a part of ART&TUR International Tourism Film Festival

Erfanian Salim Mona, 2019, **Women's Challenges and Issues in the Urban Space of Iran**, Series of Urban Development Discourse Sessions, Chapter of Women and Urban Space, Mashhad, Iran

Erfanian Salim Mona, 2019, **Selecting Principles of Sustainable Tourism in Small Island Developing for Kish Island**, the 5th International Conference of Euro-Asia Studies Association (EATSA), Necmettin Erbakan University and Akdeniz University, Turkey

Erfanian Salim Mona, 2018, **The National Quality Award for Urban Regeneration Practices: Good Practices of Public Space Regeneration**, The First International Conference on Future of Urban Public Space, Tarbiat Modares University, Tehran, Iran

Erfanian Salim Mona, 2018, **A Review of Approaches and Measures for Improvement and Renovation in the Objectives of Urban Regeneration**, Conference on Sustainable Urban Regeneration, University of Tehran, Tehran, Iran

Erfanian Salim Mona, 2017, **Explaining the Policy of Urban Regeneration, Improving the Viability and Quality of Life of Citizens**, National Conference on Urban Regeneration Experiences in Neighbourhoods and Target Areas of Iran with Emphasis on the Experience of Sabzevar, Sabzevar, Iran

Erfanian Salim Mona, 2016, **How can the Silk Road Benefit my Citizens (both Genders)?** Silk Road Forum, Qazvin, Iran

Erfanian Salim Mona, 2015, **Promoting Urban Resilience through Community-Based Innovations**, the Second Meeting of the Urban Summit Series - UN Human Settlements in Iran (Habitat)

Erfanian Salim Mona, 2015, **Social Approaches to the Document of Urban Regeneration**, Conference of the Society for Social Work and Social Responsibility, Islamic Azad University, Tehran, Iran

Soroush Saied, Erfanian Salim Mona, 2015, **Identification of the Effective Components in Designing Tourist Resorts based on the Ecotourism Approach-Case Study: Kalut area of Shahdad**, The first National Conference on Tourism, Geography and Clean Environment, Bu-Ali Sina University, Hamedan, Iran

Erfanian Salim Mona, 2014, **Tourism Motivation and Tourists' Needs in Public Open Space (Case Study: Kish Island, Iran)**, ITC'14 International Tourism Congress, Muscat, Sultanate of Oman, 2015

Erfanian Salim Mona, 2014, **National Strategic Document of Restoration, Revitalization, Renovation & Rehabilitation of Inefficient Deteriorated Urban Fabrics**, The National Conference on Social, Cultural, Economic and Health Dimensions of Informal Settlements, Sabzevar, Iran

Erfanian Salim Mona, 2013, **Urban Open Public Space Good Opportunity for Sustainable Tourism in Small Islands**, Conference of Contemporary Trends in Tourism and Hospitality – CTTH2013, Serbia

Erfanian Salim Mona, 2007, **Developing a Framework for Supporting Tourist Behavioural Needs in Public Space Design**, presented at Seminar of Research Methodology in Design, UPM, Malaysia

Mosavat Tooska, Erfanian Salim Mon, 1997, **Investigation of the Position of Urban and Street Elements in the Contemporary City and Comparing it with the Past**, The Conference of Urban Management of Urban Space, Shiraz, March 1997

## PROFESSIONAL CAREER

**2023-2018: Member of the board**, Sharan Consulting Engineers Company

**2016-2018: Member of the board**, of Urban Regeneration Corporation of Iran

**2013-2016: General Director of Office of Applied Studies and Extension Affairs**, Urban Development and Revitalization Organization of Iran

**2011-2014 (& 2002-2004): Manager of Mashhad Office (& Manager of Kish Island Office)**, Fanavarn (Construction Technology Developers) Consulting Engineers Company

**2003-2006: Technical Manager and Head of Architecture Department**, Kish Tower Company

**2001-2003: Senior Expert in Architecture and Urban Planning**, Urban Development and Revitalization Organization of Iran

## MANAGING CULTURAL-EDUCATIONAL PROGRAMS and EVENTS

**2019: Management of Competition of Urban Designing**, *Naeem* Green-way in the Historical Urban Fabric of Mashhad, Ivan-Mehr Company

**2014-2015: Representative Person** (Ministry of Road and Urban Development of Iran), “Tehran Projection of a City”, In Cite D Architecture in Paris

**2016: Member of Organizing Committee**, Conference “Building the Sustainable City”, The French Research Institute and the French Embassy in Iran

**2016-2017: Executive Management**, Thought and Civilization of *Iran-Shahr*, Ministry of Roads and Urban Development of Iran

**2014-2018: Senior Manager**, “National Award for Quality Research in Urban Regeneration Practices Iran”

## REVIEWING and JUDGING

**2021: Member of Jury Committee**, EATSA Art and Tourism Film Festival

**2019- Now: Scientific Reviewer**, Euro-Asia Tourism Studies Journal

**2012- Now: Scientific Reviewers**, Tourism Management Journal, Elsevier Publication