

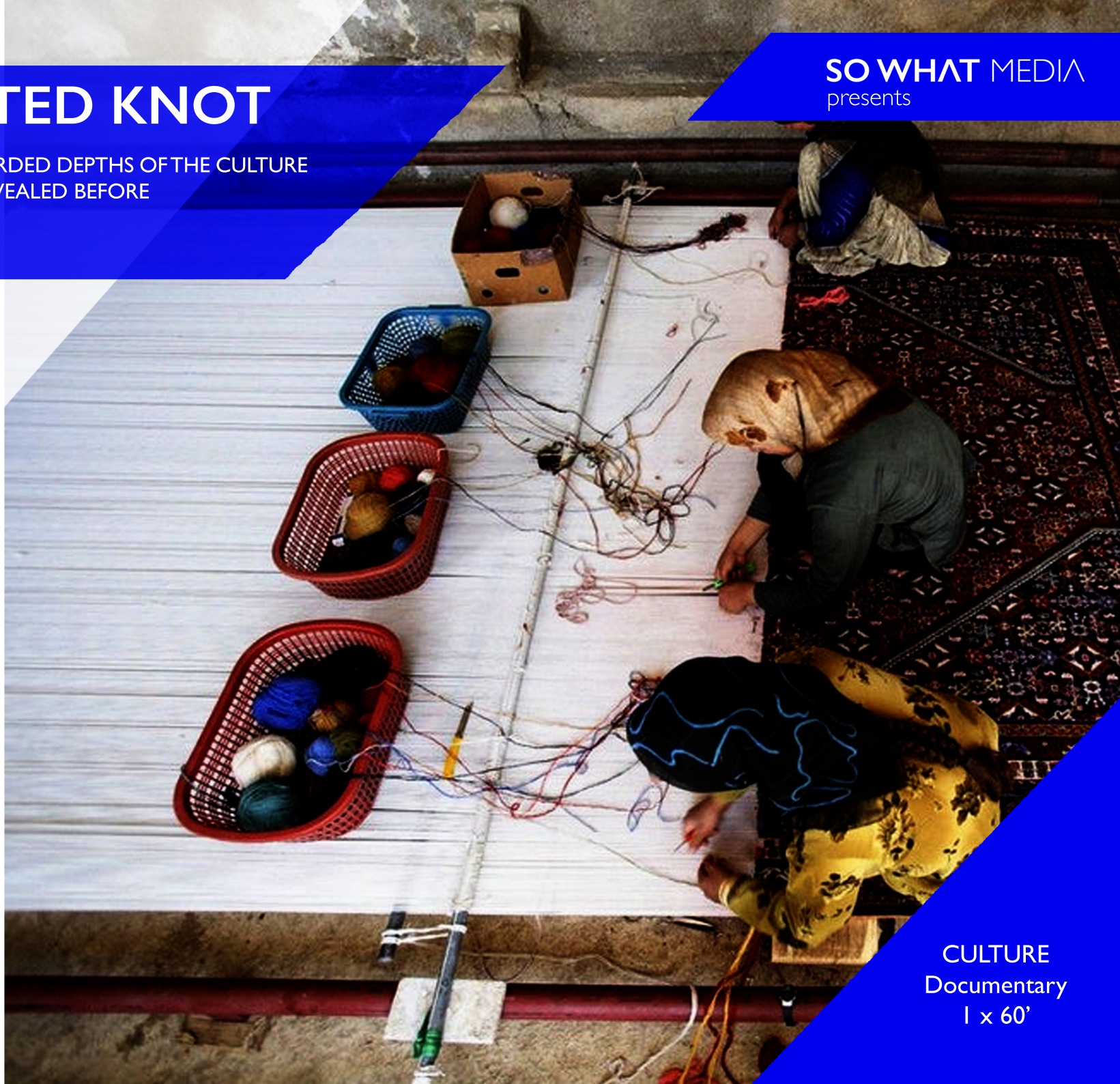
THE ENCHANTED KNOT

MOST INTIMATE AND JEALOUSLY GUARDED DEPTHS OF THE CULTURE OF ANCIENT PERSIA, MANY NEVER REVEALED BEFORE

SO WHAT MEDIA
presents

In the Western world, glittering Persian rugs are luxurious status symbols that only the rich can afford.

In Iran, these same rugs are simple tools, used by even the humblest of people, starting with the nomadic shepherds of the Zagros Mountains, to whom we owe the invention of these prized fabrics, woven of thousands of knots. Thanks to special access and unique footage, we are revealing the secrets hidden deep in the cultural tradition and heritage.



CULTURE
Documentary
1 x 60'

In association with:

EREBUS
productions

SO WHAT MEDIA

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SYNOPSIS

Only those who have experienced the true Iran can understand how important a role carpets play in society. Here, unlike in the rest of the world, these remarkable antiquities can be bought and sold everywhere. They are found on the most exclusive streets of major cities, amidst teeming bazaars and hidden within alleys in small villages. Everyone has at least one – regardless of their social status, financial means or level of education. Because carpets are an essential part of everyday life in Iran, just like clothes, shoes or cutlery. In the land that was ancient Persia, you simply cannot be an Iranian and a good Muslim without owning your own carpets.

This starts within the richly decorated tents of Iran's nomadic shepherds. Made to withstand the inclement weather of the steppes, stand the test of time and be easily transportable by donkey, these black tents woven out of goat hair are still filled with brightly coloured wool carpets and ornaments. It's a millenary textile tradition which has literally built the culture of the Qashqai and other nomads of the Zagros Mountains.

But where are such masterpieces of traditional craftsmanship born today, which go on to command premium prices in Europe? Who produces them, and how?

"The Enchanted Knot" offers a unique viewpoint into the backstory of these prized fabrics, with unparalleled access allowing for never-seen-before footage to be gathered.

This documentary will not only reveal the nomadic and ancestral life of the last shepherds of central Iran, but also the secret workshops where, almost hidden from the outside world, anonymous but incredibly skilled artisans tie thousands and thousands of small knots every day to create masterpieces of Persian textile art.

