

# **IRAN vs USA**

## **Love and Hate**



The United States and Iran have resumed their talks on a nuclear deal and the lifting of the embargo. But in the streets of Iran, there is still a lot of propaganda against the Americans, showing Obama as a traitor and U.S. Marines as murderers. At the same time, Iranian people increasingly appear to be adopting an American way of life, using iPhones, eating in fake KFCs, drinking Pepsi, and wearing Nike shoes.



In the neighborhood of Yazd, this billboard blasts the USA for not respecting human rights. It depicts Obama as Yazid, who was responsible for the death of Shia Imam Hussein. A man is holding a Palestinian baby. The arrowhead aimed at them bears the Israeli Star of David. The Great Satan and the Little Satan (Israel) are shown as baby killers.



On a building in Valiasr Square in central Tehran, a giant picture depicts Barack Obama alongside Shmer, a villain in Shia Islam who killed Imam Hussein. It shows Obama as a friend of this enemy and therefore a traitor.





“Raising the Flag on Iwo Jima” is a historical photograph showing U.S. Marines raising an American flag atop Mount Suribachi during World War II. Iranians have made a different version depicting American soldiers raising their flag on top of the victims of their wars. The giant billboard is located in Tehran.



An Iranian version of the Statue of Liberty on the walls of the former American embassy in Tehran, which was captured in 1979 during the Revolution. The building is now home to a militia base and a sports club.



This combination of the Israeli and American flags together with symbols of the United States used to be on the walls of the former American embassy in Tehran. They were erased in 2015 when Iran resumed talks with the United States.



On the wall opposite the former American embassy, new graffitis have appeared. This one "Down with USA" was done in a very hip-hop style.





Behind the American embassy in Tehran, a graffiti on the pavement reads, "The honesty and friendship of America." It is of course ironic since the American hand looks like a devil's...



Behind the American embassy in Tehran, a new slogan reads, *"The end of the USA,"* in American and in Farsi.



Behind the American embassy in Tehran, these new graffitis feature the message "*Humans without rights*" and are about Iran's right to have nuclear power, which will mean the end of America.



*"Down with USA" on the walls of the former American embassy in Tehran. When they saw me taking this picture, many young Iranians stopped and whispered to me, "This is not the real Iran."*



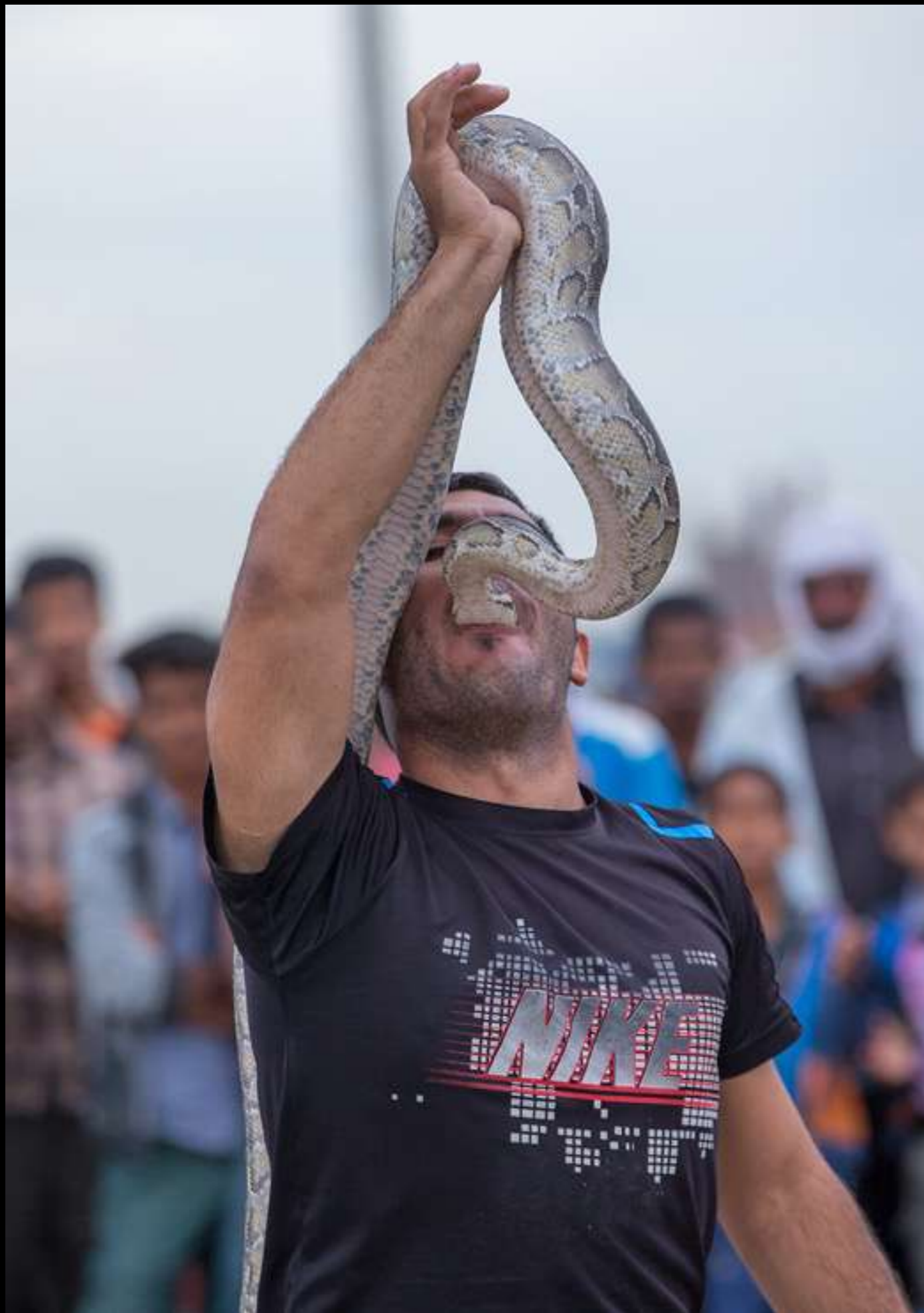
The embargo may be lifted soon but big corporations are already here...



Microsoft's Xbox is for sale everywhere in the electronics quarter.



A Nike store inside a giant mall. During the week, very few people visit the mall, which is in the suburbs of Isfahan and was built by the Emirates.



An Iranian man wearing a Nike t-shirt during a show in Minab market. He puts the head of a snake in his mouth before selling snake oil to the spectators, mixing circus, business and prayers to Shia Imam Hussein.





A CAT store in Isfahan. American brands are already in business in Iran. This is also a way to fight the counterfeit products made in China and sold in the bazaars.



An old American car with a U.S. plate parked in the streets of Tehran. Like in Cuba, these old cars have been kept by their owners.



Iranians are crazy for Apple and fake Apple stores can be seen all over the country, like these in Tehran and Isfahan.



Apple's logo can be found everywhere: in the cars for luck, on t-shirts advertising local shops and even in hotels like on those beds in Qeshm.



Iranian student taking pictures with her iPhone in Isfahan. The phones cost a fortune for the average Iranian – more than one month's salary. Many mobile phones actually come from Dubai.



A young Iranian girl in Laft village wearing a Muslim veil adorned with the Apple logo...



Two months ago, this restaurant was opened by its Iranian owners under the name of KFC. But following pressure from the American company, they had to close it and re-open it under the name of... ZFC, while keeping Colonel Sanders' image for their marketing and advertising.



**IFC** مرغ سوخاری ایران  
اعطای نمایندگی در سراسر کشور  
۰۹۱۲ ۱۱۳ ۹۰ ۷۸  
iranfriedchicken.com ifcco.ir  
فست فود  
**IFC**  
تهران < اصفهان (شهرضا) < نوشهر < نمک آبرود < جزیره زیبای کیش

Near Kashan, a highway billboard for IFC, Iranian Fried Chicken...





Another KFC cousin in the giant Milad tower in Tehran.



Doubtful whether the CEO of Pizza Hut in Dallas has heard of Iranian cousin "Pizza Hot," who uses the same marketing and social media to get customers.



In Bandar Kong, on the Persian Gulf, an advertisement mixing local shisha pipe and American cigarette brands like a badly photoshopped Marlboro and Winston.



An Iranian young woman at a shrine in Kerman. She hides a Mickey Mouse t-shirt under a veil, which is mandatory for women visiting the religious area.



In Tehran, a man in a Mickey Mouse costume is trying to attract people to a baby shop.

A shop in the Bandar Abbas bazaar selling carpets decorated with Minnie Mouse.

Batman and Disney postcards for sale in a shop in Isfahan.



American cartoon characters like SpongeBob SquarePants or those from the Looney Tunes or Disney films are famous in Iran.



A Pepsi can with text in Farsi. Coca-Cola has a bottling factory in Mashad, one of the most religious towns in Iran.



A fake Starbucks cafe in the Armenian neighborhood of Tehran.





At the holy shrine of the Holy Sultan Amir Ahmad, all visitors leave bills. Many are dollars!

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