# 1777

**DAYS FOR** 

#### **ARCHITECTURE DESIGN**















# AWARDS

#### **ARCHITECTURE**

Villa No.01 Villa No.02 Villa No.03

Villa No.04

Villa No.05

Shiraz Office Building concept.01 Shiraz Office Building concept.02

Shiraz Office Building concept.03

Shiraz Office Building concept.04

Arvinaj was founded in 2000 with main field of activity in furniture and accessories and with focus on office interiors, both as importer and manufacturer. Arvinaj tries to enhance the aesthetic design sensitivity of customers and concentrates on qualities of work space to define the practical principles of a contemporary Iranian design.

As one of pioneers in importing furniture, Arvinaj educated the visual taste of local interior designers and customers with modern style office interior design. The Group have worked as a media to introduce the forerunner international movements to the industry in local events and exhibitions. Today we can easily observe the effect of this approach in the furniture market.

In recent years Arvinaj was one of the most influential groups in the industry with attendance in numerous interior design projects as furniture supplier. The proficiency in production, flexibility in design and convenient material supplying experience have resulted in a successful career of interaction and teamwork with interior designers.

Arvinaj now have passed beyond limits and is seeking for brighter targets: Someday acting as "media" and narrating the foreign ideas and now is trying to be the "author" for Iranian design thinking. Now Arvinaj is cooperating with HAMOUN, a group of contemporary designers, to enhance the skills, expand the field of activity and to redefine the meaning of interior design and furniture design.

# Arvinaj

#### **\*AWARDS AND HONORS**

- ¥ |2023 | A'DESIGN AWARD | Silver Winner | Hexa
- ¥ |2023 | A'DESIGN AWARD | Bronze Winner | Ballerina
- ¥ |2023 | A'DESIGN AWARD | Bronze Winner | Shahrokh
- ¥ |2023 | A'DESIGN AWARD | Iron Winner | OO
- ¥ |2022 | A'DESIGN AWARD | Silver Winner | Gis
- ¥ |2022 | A'DESIGN AWARD | Runner Up | Afra
- ¥ |2021 | The 9th National Contemporary Iran Interior Design Award | Honored | Asas Collection
- ¥ |2020 | The 8th National contemporary Iran Interior Design Award | 1st Place In The Furniture Category | Argo Lounge
- ¥ |2020 | The 8th National contemporary Iran Interior Design Award | 3rd Place In The Furniture Category | Shahrokh





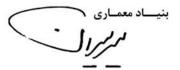


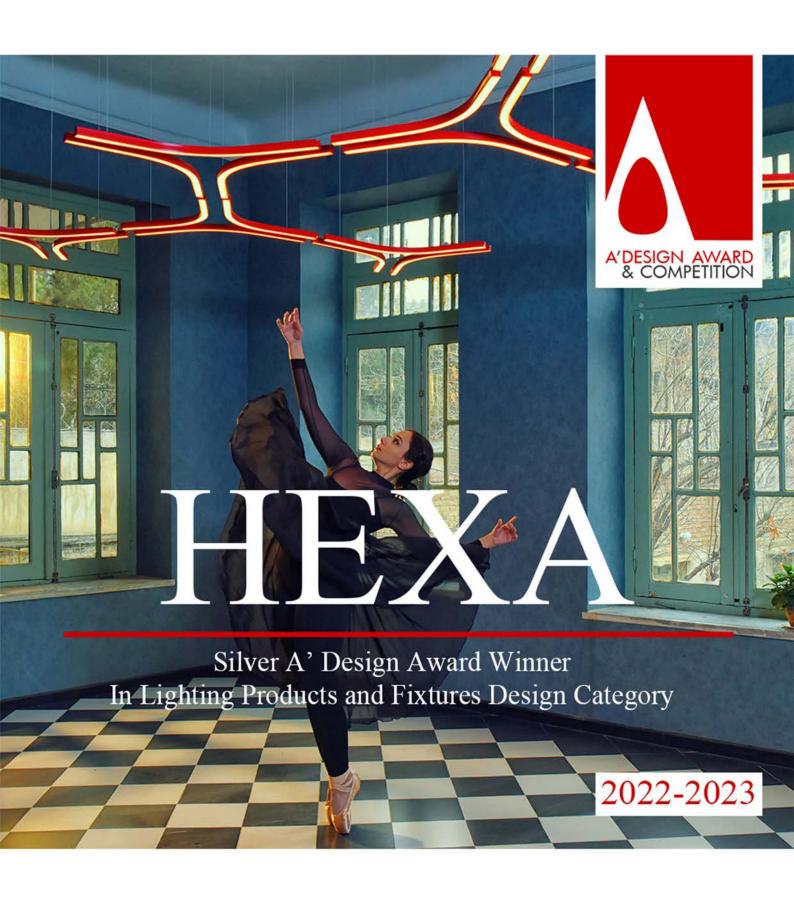
#### **YAWARDS AND HONORS**

¥ |2020| The 8th National Contemporary Iran Interior Design Award| 2nd place In The Concept Category| Dehliz Mansion

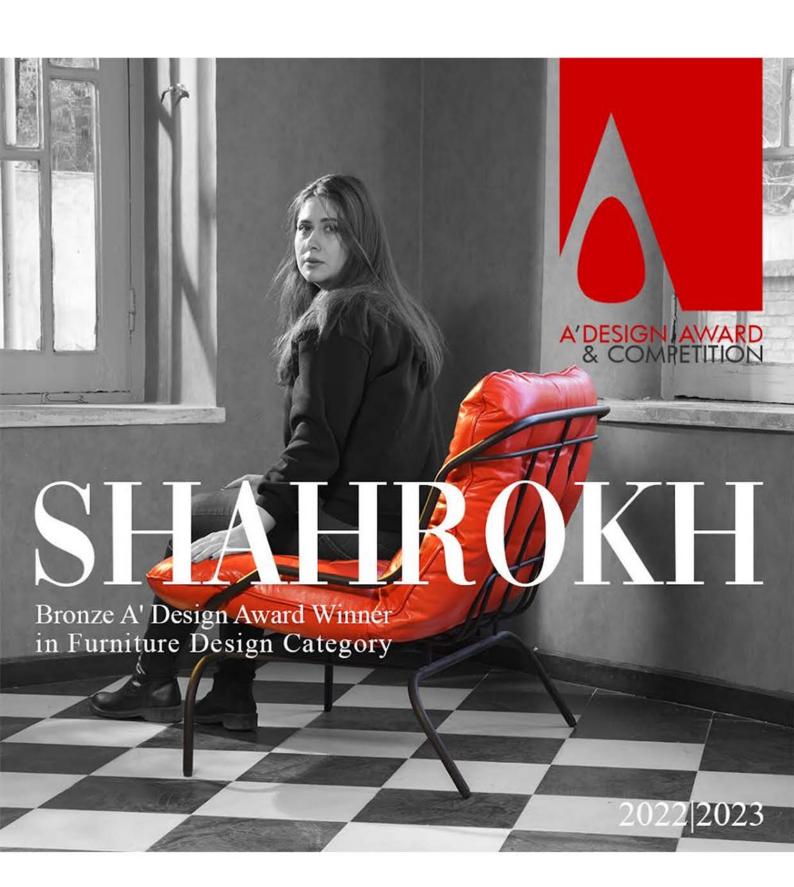
بوروجهمزی همر معما ری HONAR-E MEMARI

- Y |2019| The 7th National contemporary Iran Interior Design Award| The winner of Medal Of Honor| Konj-e-Hess
- ¥ |2019| Appreciated By The Mirmiran Foundation In The Article Category











SILVER WINNER

# GIS

MAY 2022 A'DESIGNAWARD RUNNER -UP

# AFRA

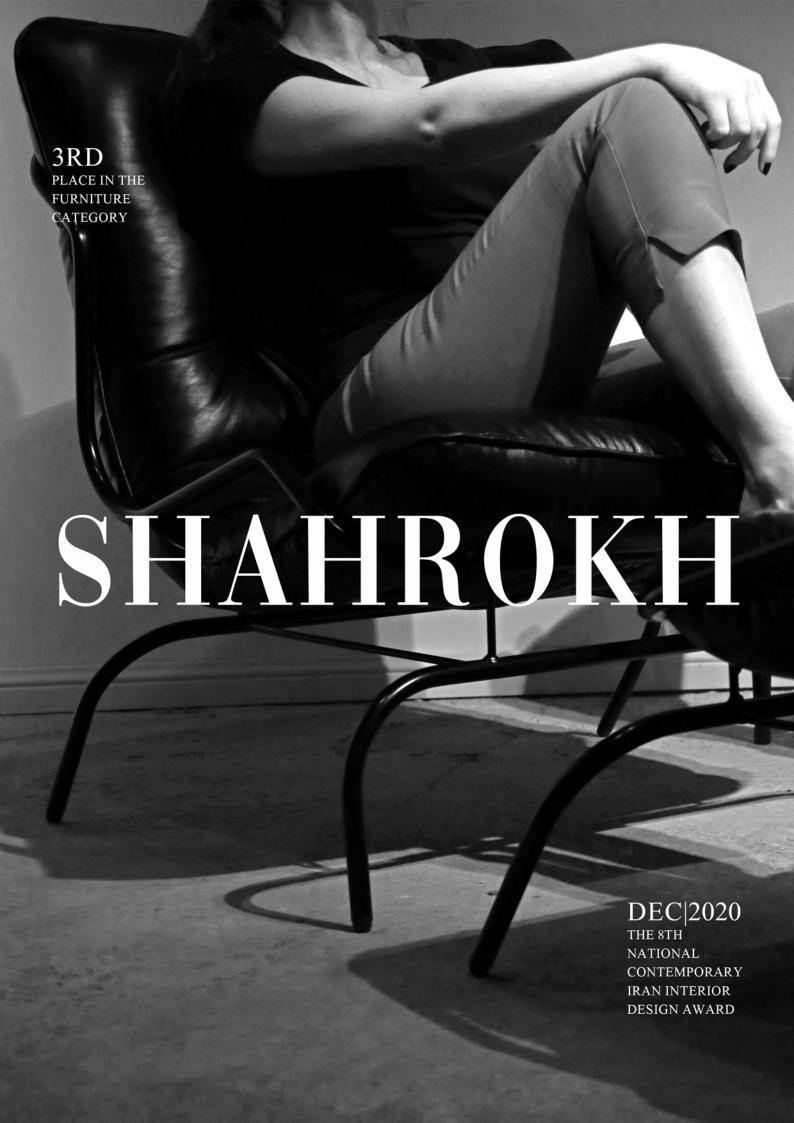
MAY 2022 A'DESIGNAWARD HONOR

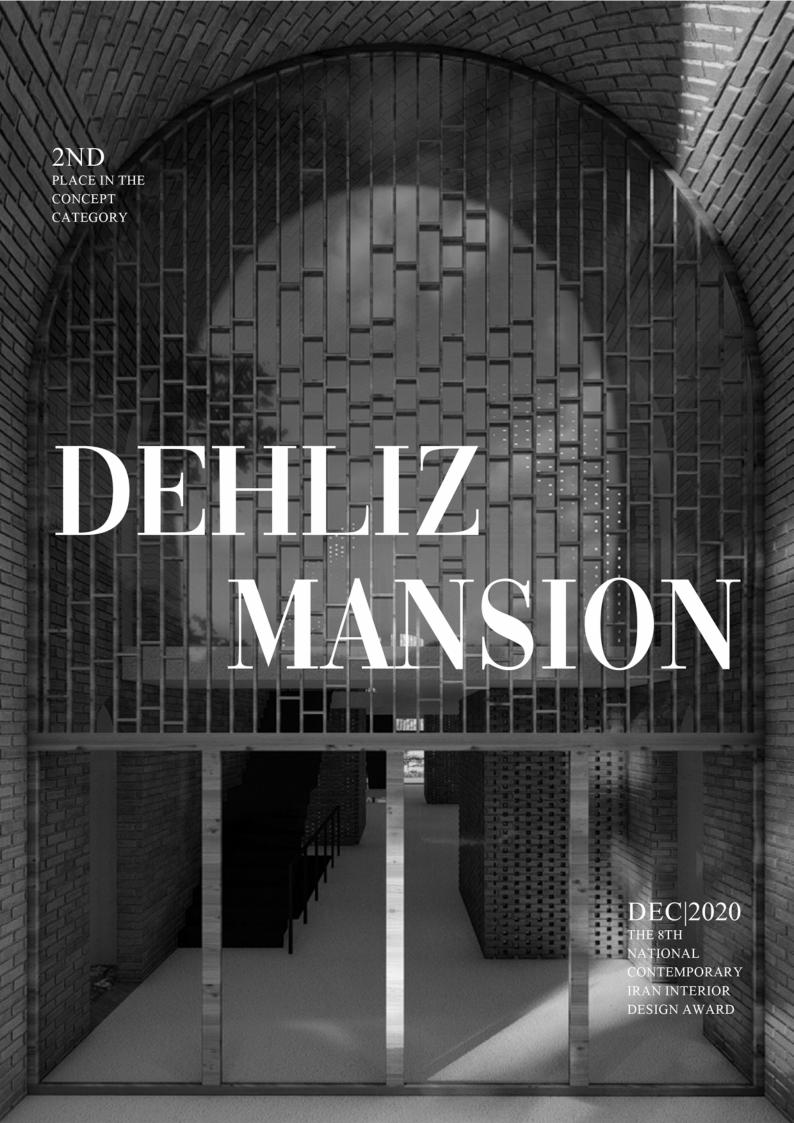
# ASAS COLLECTION

IN THIS COLLECTION, THE DESIGNER IS TRYING TO ACHIEVE A KIND OF THINKING AND SKILL IN CREATING FURNITURE THAT NOT ONLY SOLVES A NEED, BUT ALSO CAUSES EXCITEMENT, COMPLETES THE SPACE AND CREATES A SPIRIT IN LIFE. MAN IS ALWAYS ONNECTED WITH ARCHITECTURE. MEANWHILE, THE FURNITURE IS THE NARRATOR OF THIS RELATIONSHIP THAT LEAVES A MEMORY OF THE BUILDING FOR THE HUMAN AND A MEMORY OF THE HUMAN FOR THE BUILDING. ASAS (FURNITURE) IS A HERITAGE OF MAN THAT SHOWS HIS PRESENCE OR HIS EMPTY PLACE IN ARCHITECTURE. FURNITURE LEADS THE CHARACTER OF THE BUILDING AND MAKES LIFE FLOW IN THE ARCHITECTURE. THE FOUR OBJECTS INTRODUCED IN THIS COLLECTION ARE PARTS OF THE HOPE OF ACHIEVING A GOAL. IN THE ESSENCE OF HIS THOUGHT, THE DESIGNER REDEFINES THE FURNITURE AND IN ALL THESE OBJECTS HE TRIES TO SHOW THE IMPRESSION OF THE FURNITURE ON THE SPACE.

DEC 2021
THE 9TH
NATIONAL
CONTEMPORARY
IRAN INTERIOR
DESIGN AWARD

# 1ST PLACE IN THE FURNITURE CATEGORY DEC 2020 THE8TH NATIONAL CONTEMPORARY IRAN INTERIOR DESIGN AWARD









this is to certify that

#### Sepehr Mehrdadfar

has won the Silver A' Design Award in Lighting Products and Fixtures Design Category in 2022 - 2023 period with design #148179: Hexa - Light.

About The Silver A' Design Award

The Silver A' Design Award is a prestigious award given to top %5 percentile designs that have demonstrated an exemplary high level of excellence in design. Entries to the A' Design Award are judged by a grand jury panel that brings together World's leading professionals, prominent academics and influential press members. Ranking are based on blind peer-review process where entries are voted anonymously on pre-established evaluation criteria, with strict presentation guidelines and score normalization to remove biases. The ultimate aim of A' Design Award is to create a global awareness and appreciation for good design by featuring and promoting good design worldwide.

Herrente Dorot Joseph

Alessandro Deserti
PRESIDENT

Makpal Bayetova
VICE-PRESIDENT

(about)

15 April 2023, Milan / Italy.

Onur Mustak Cobanli COORDINATOR



this is to certify that

#### Sepehr Mehrdadfar

has won the Bronze A' Design Award in Office Furniture Design Category in 2022 - 2023 period with design #141890: Ballerina - Workstation.

About The Bronze A' Design Award

The Bronze A' Design Award is a prestigious award given to top %10 percentile designs that have demonstrated an exemplary high level of excellence in design. Entries to the A' Design Award are judged by a grand jury panel that brings together World's leading professionals, prominent academics and influential press members. Ranking are based on blind peer-review process where entries are voted anonymously on pre-established evaluation criteria, with strict presentation guidelines and score normalization to remove biases. The ultimate aim of A' Design Award is to create a global awareness and appreciation for good design by featuring and promoting good design worldwide.

Herryto Doret Soul

Alessandro Deserti PRESIDENT

VICE-PRESIDENT

COORDINATOR

15 April 2023, Milan / Italy.



this is to certify that

#### Sepehr Mehrdadfar

has won the Bronze A' Design Award in Furniture Design Category in 2022 - 2023 period with design #148185: Shahrokh - Chair.

About The Bronze A' Design Award

The Bronze A' Design Award is a prestigious award given to top %10 percentile designs that have demonstrated an exemplary high level of excellence in design. Entries to the A' Design Award are judged by a grand jury panel that brings together World's leading professionals, prominent academics and influential press members. Ranking are based on blind peer-review process where entries are voted anonymously on pre-established evaluation criteria, with strict presentation guidelines and score normalization to remove biases. The ultimate aim of A' Design Award is to create a global awareness and appreciation for good design by featuring and promoting good design worldwide.

Herryto Dorot Josef

Alessandro Deserti
PRESIDENT

Makpal Bayetova VICE-PRESIDENT Onur Mustak Cobanli

COORDINATOR

15 April 2023, Milan / Italy.



this is to certify that

#### Sepehr Mehrdadfar

has won the A' Design Award in Office Furniture Design Category in 2022 - 2023 period with design #148972: 002 - Desk.

About The Iron A' Design Award

The Iron A' Design Award is a prestigious award given to top %20 percentile designs that have demonstrated an exemplary high level of success in design. Entries to the A' Design Award are judged by a grand jury panel that brings together World's leading professionals, prominent academics and influential press members. Ranking are based on blind peer-review process where entries are voted anonymously on pre-established evaluation criteria, with strict presentation guidelines and score normalization to remove biases. The ultimate aim of A' Design Award is to create a global awareness and appreciation for good design by featuring and promoting good design worldwide.

Herruho Diret Joseph

Alessandro Deserti PRESIDENT

VICE-PRESIDENT

COORDINATOR

15 April 2023, Milan / Italy.



this is to certify that

#### sepehr mehrdadfar

has won the Silver A' Design Award in Furniture Design Category in 2021 - 2022 period with design #105645: Gis - Chair.

About The Silver A' Design Award

The Silver A' Design Award is a prestigious award given to top %5 percentile designs that have demonstrated an exemplary high level of excellence in design. Entries to the A' Design Award are judged by a grand jury panel that brings together World's leading professionals, prominent academics and influential press members. Ranking are based on blind peer-review process where entries are voted anonymously on pre-established evaluation criteria, with strict presentation guidelines and score normalization to remove biases. The ultimate aim of A' Design Award is to create a global awareness and appreciation for good design by featuring and promoting good design worldwide.

15 April 2022, Milan / Italy.

Herryto Diet Satur

Alessandro Deserti
PRESIDENT

Makpal Bayetova
VICE-PRESIDENT

Onur Mustak Cobanli
COORDINATOR



#### Certificate of Achievement

this is to certify that

sepehr mehrdadfar

has achieved runner-up status in Furniture Design Category in 2021 - 2022 period with design #140876: Afra - Chair.

About A' Design Award Runner-Up Status

The A' Design Award Runner-Up Status is a prestigious achievement given to top %30 percentile designs that have demonstrated an high level of success in design. Entries to the A' Design Award are judged by a grand jury panel that brings together World's leading professionals, prominent academics and influential press members. Ranking are based on blind peer-review process where entries are voted anonymously on pre-established evaluation criteria, with strict presentation guidelines and score normalization to remove biases. The ultimate aim of A' Design Award is to create a global awareness and appreciation for good design, by featuring excellent works such as this one.

Wernento Desert Their

Alessandro Deserti
PRESIDENT

Makpal Bayetova
VICE-PRESIDENT

Onur Mustak Cobanli COORDINATOR

15 April 2022, Milan / Italy.

#### VILLA NO.01

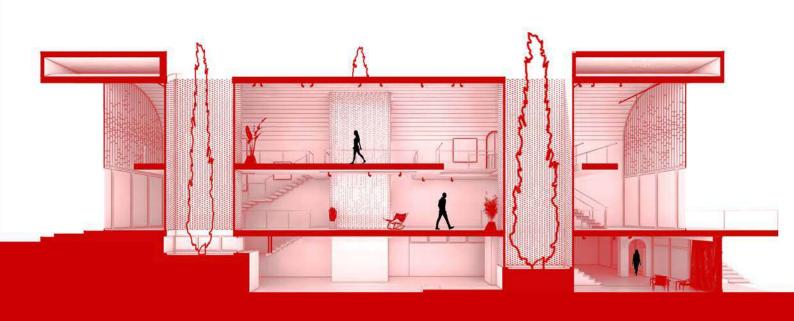
he main theme of the design of this building is to reach the living and working space for a painter. Two main things that are intermingled in the artist's way of life and are constantly present in each other's bed. "I live in my paintings and paint in my life. "My paintings are not separate from me and my life." Along with this quote from the landlord, the designer tried to create a place that is an amalgamation of life and painting. Perhaps, in general, every artist needs a space in the form of a workshop or studio to work, but at a higher level, "the main job of an artist is to live artistically" seems a tangible and believable truth. In this regard, the production of design thought has been formed from the inside to the outside of the building and the designer has tried to provide a space for a specific type of life pattern.





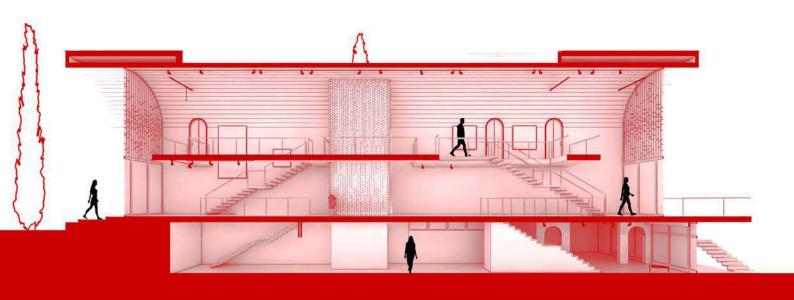


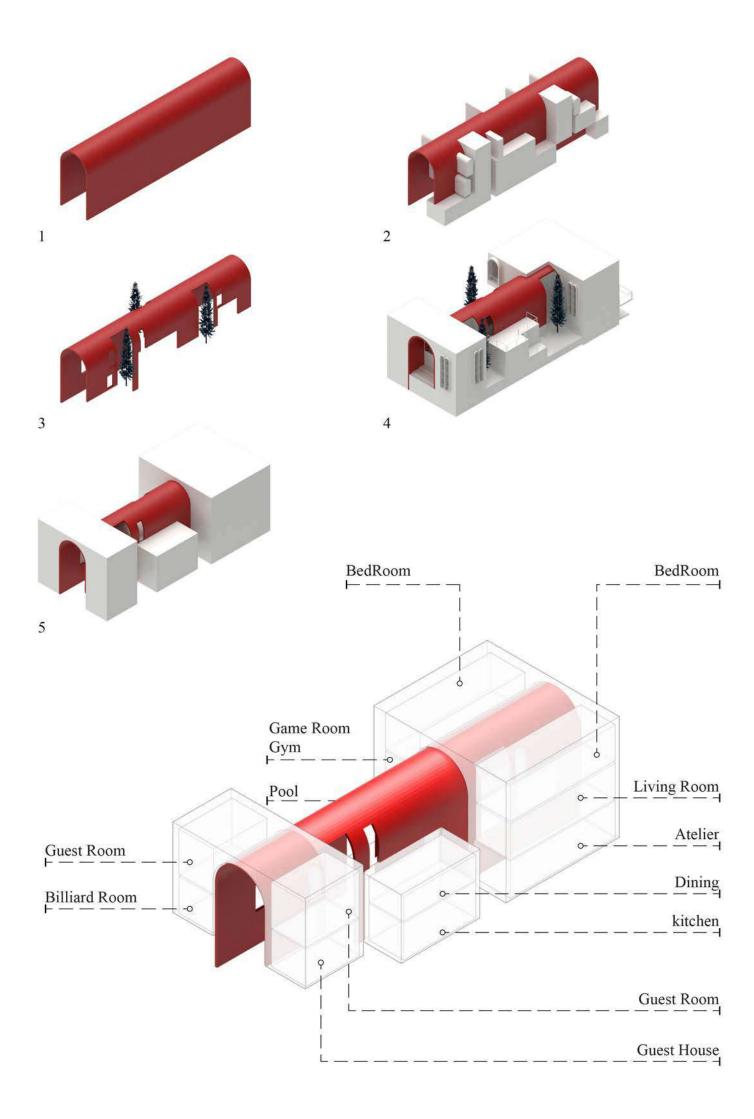


















#### VILLA NO.02

This plan was presented for a land with an area of 4000 m2 located in the city of Urmia (northwest of Iran). In winter, this region has very cold weather and frosty days. In the hot season, the weather conditions are moderate during the day and relatively cool at night. The physical planning of the building was designed to be suitable and sufficient for a family of four with guests to stay for 4 to 6 months of the year in the hot season. spaces such as bedrooms of the main members, guest rooms, private and public living rooms, party hall, dining area, etc. were considered for the building. It was decided that the physical program is generally organized in one floor and sometimes mezzanines or spaces with high ceilings are used, so the corridors and communication corridors became very important in the design of the building. The coexistence of arenas and communication corridors between them were designed in such a way that the boundaries are defined and the long corridors do not make the space boring, in other words, the movement paths and the main spaces are intertwined so that they function as an integrated system.









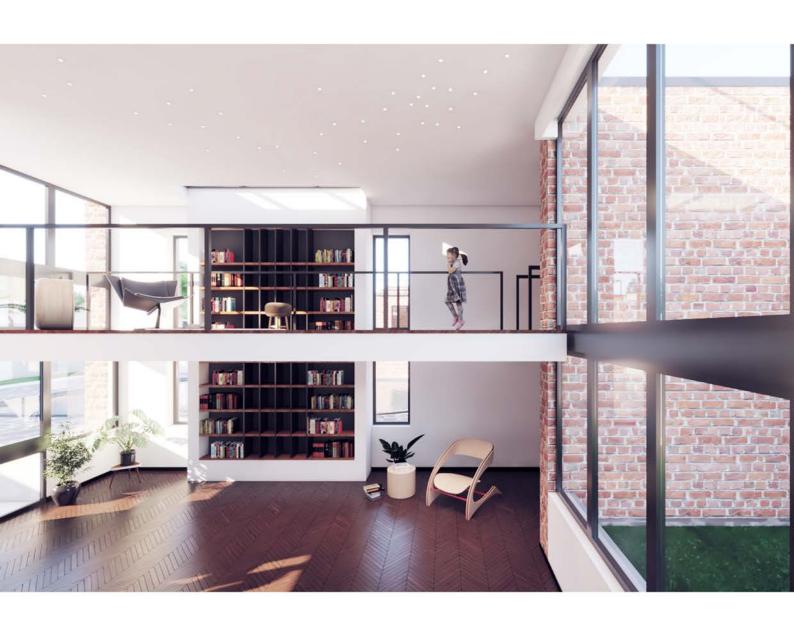


















Due to the one-story building and the vastness of the building (spreading the spaces on the ground), the connection of the interior spaces with the landscape and the surrounding environment became very important. For this purpose, shafts and gaps were created on the roofs to increase the possibility of natural light in the interior space.



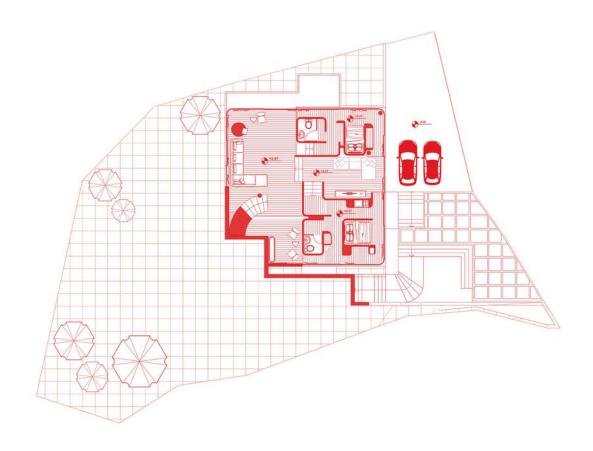


transparent window, it created a visual sequence that catching the eyes and made human to pause. These visual sequences were present in different parts of the interior plan and added to the biological qualities of the space. The key point in the presentation of this design is the "multi-yard" model in the architectural plan, which is inspired by the architecture of the old house in Iran.

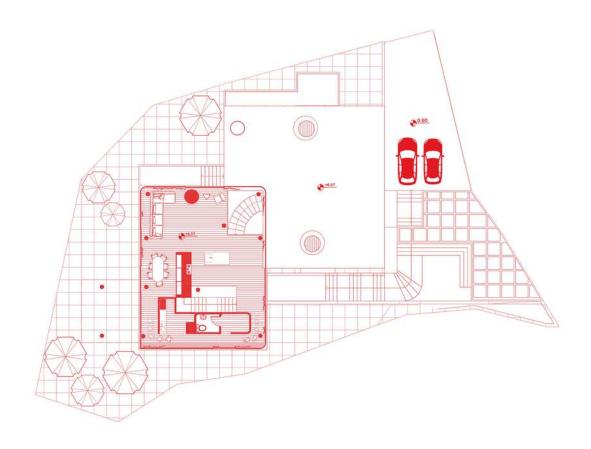




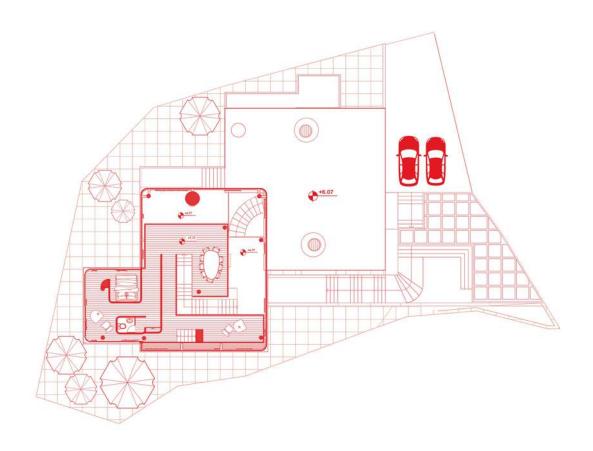




## LEVEL 0



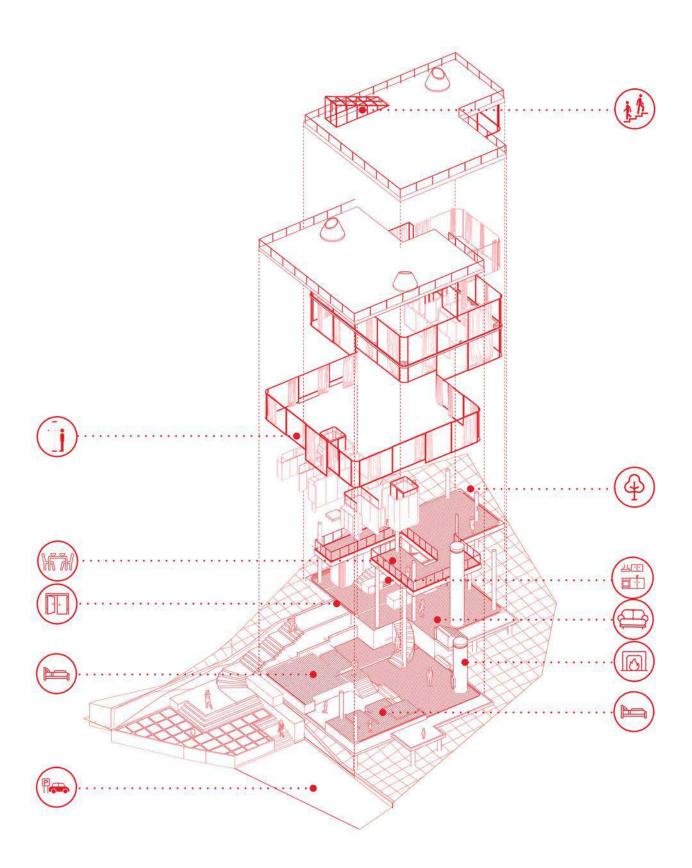
## LEVEL 1



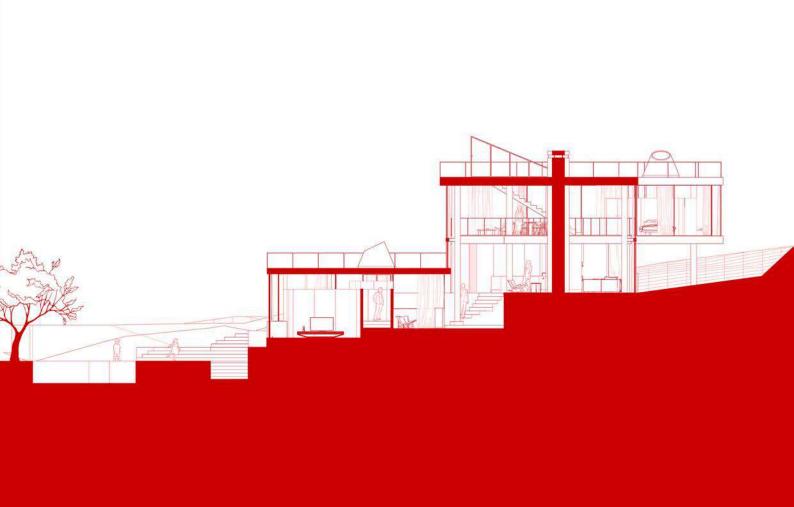
## LEVEL 2



In the meantime, the "wall" has been a significant issue because the designer has elevated it above its "transcendent" area and has given this element a "substantive" quality in the body of architecture. In this design, the wall plays a role not only as a separating member but also as a "space-creating" part, even sometimes it is placed in multi-layered and spiral positions to maintain privacy and realize its integrity without the need for a "door". In fact, the "spatial" quality of pastus is in a cause-and-effect relationship with the condition of the walls. There is a gap between the wall and the ceiling, not to create the feeling of "suspension", but to make the wall visible as much as possible.







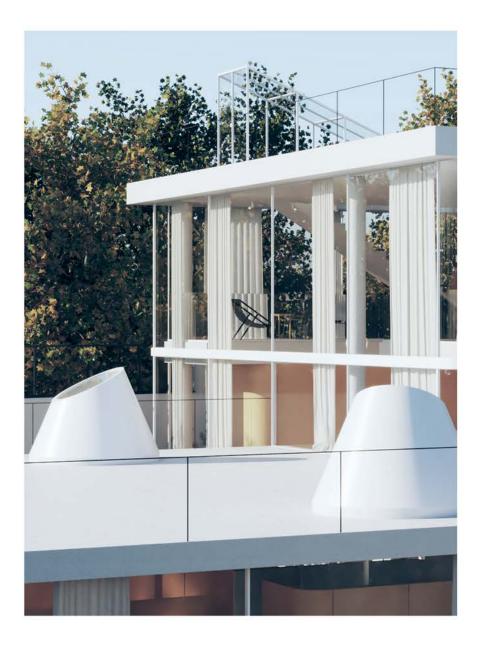
















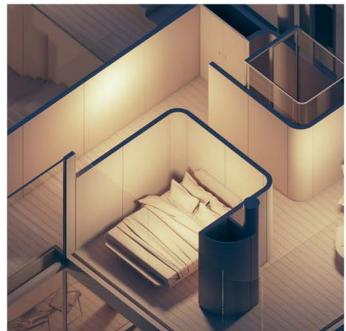


Another point of interest in this building is the external transparent wall, the designer has provided situations where the external view has the opportunity to wander inside by using the proximity of three areas, therefore the external shell of the building is considered to be transparent, which provides the opportunity for interaction between Man (inside) and the landscape of the site could always be stable and possible.



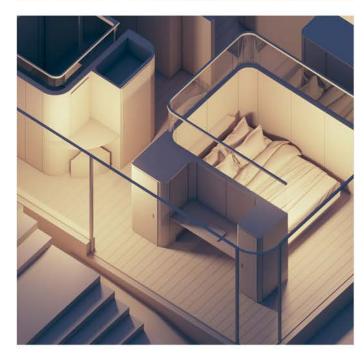


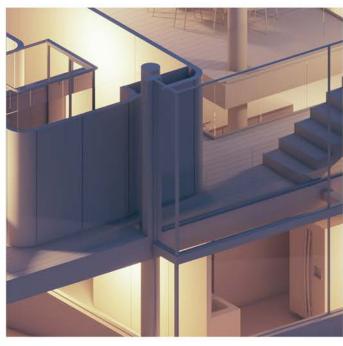














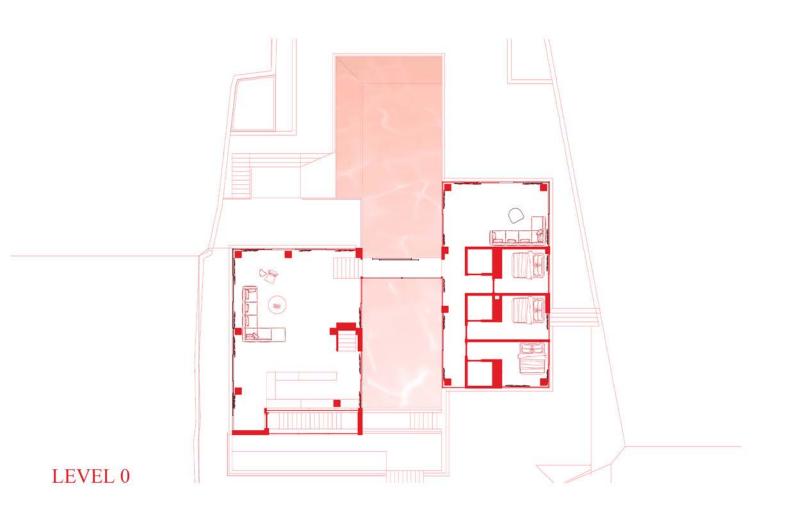


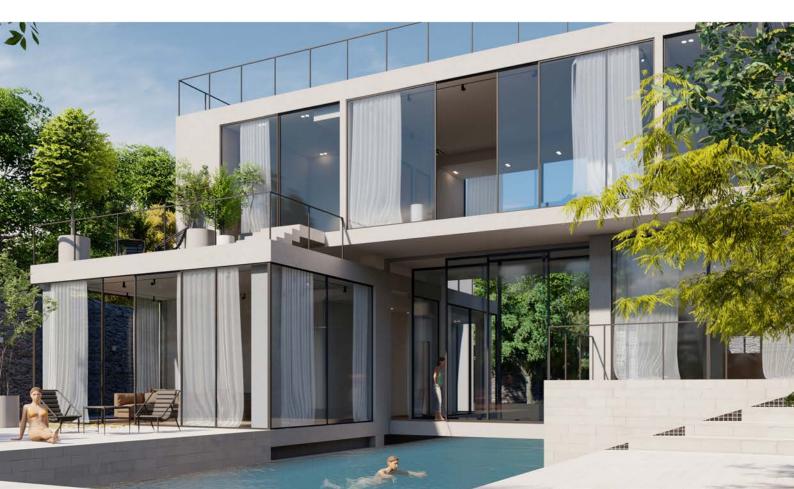


## VILLA NO.04

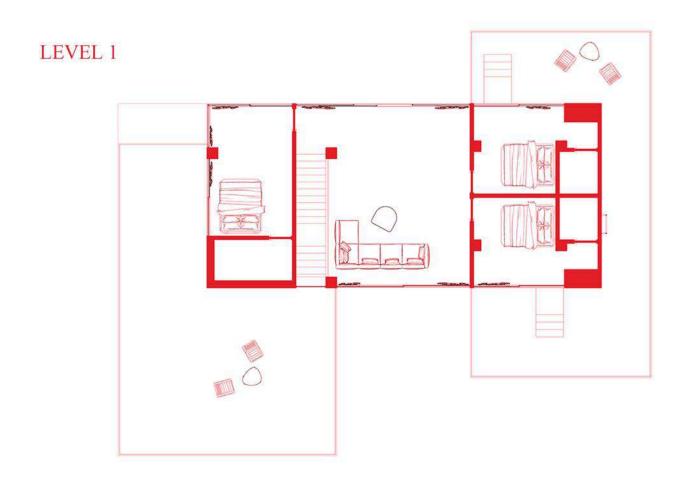
The key component for starting ideation in this project was the climatic characteristics of the region. This building is located in a village in the center of Iran, which is close to the desert texture with hot arid climate. The adaptation of the building to the climate was one of the essential and primary items in the design. The native architecture of this region has had arrangements in accordance with the weather conditions since the past, and the BADGIR (wind-tower, literally "wind catcher", a traditional structure used for passive air-conditioning of buildings) is one of the most well-known of them. Wind catchers were ridges or turrets that were placed on the roof, hollow and perforated forms that, due to being located at a height and in the direction of the wind, directed the air inside and caused the air to circulate quickly in the interior space. Sometimes water ponds were placed in the interior space under the wind catchers so that the air entering the building







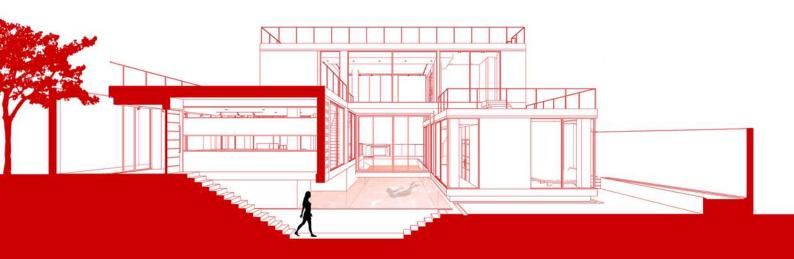


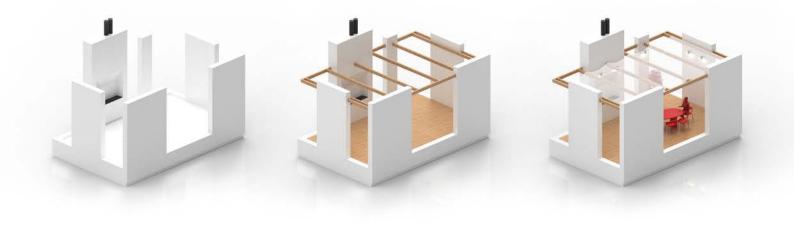




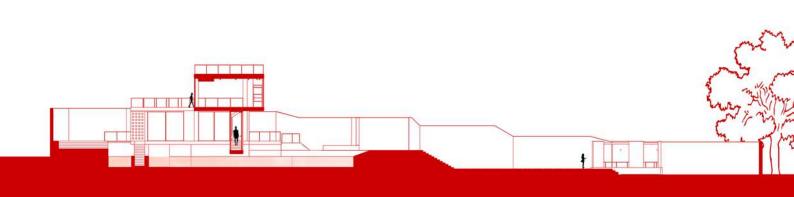


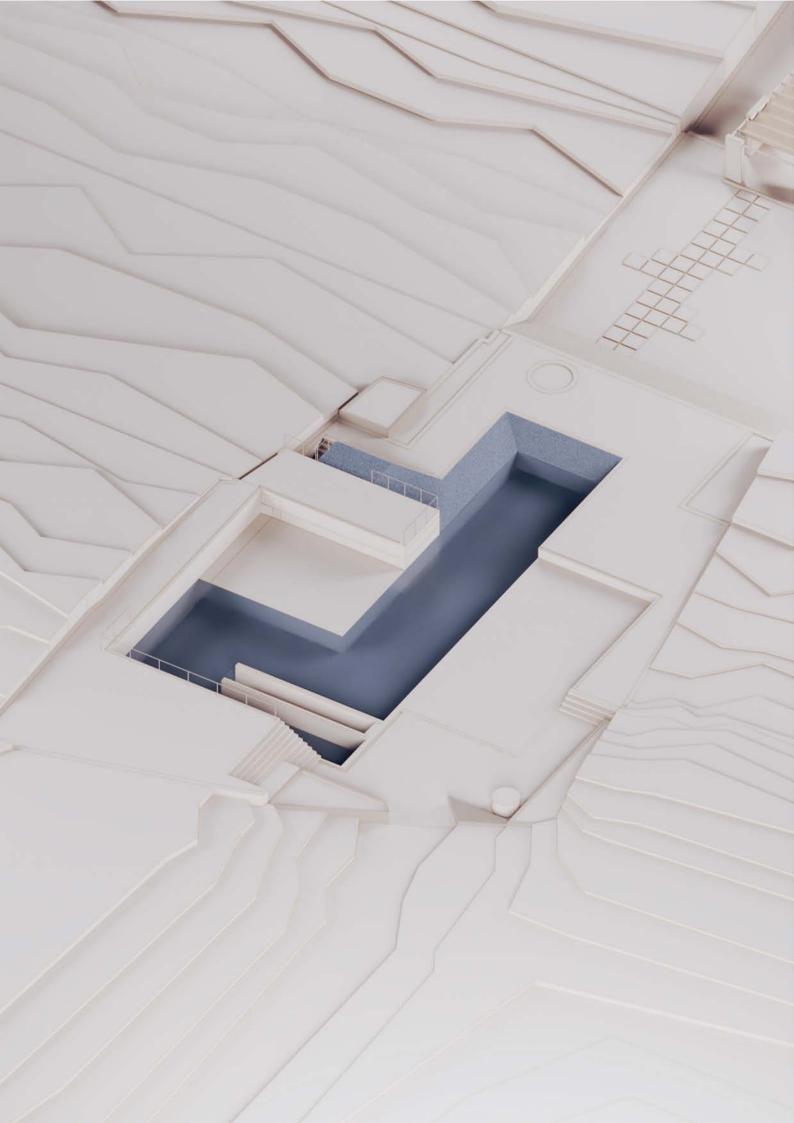


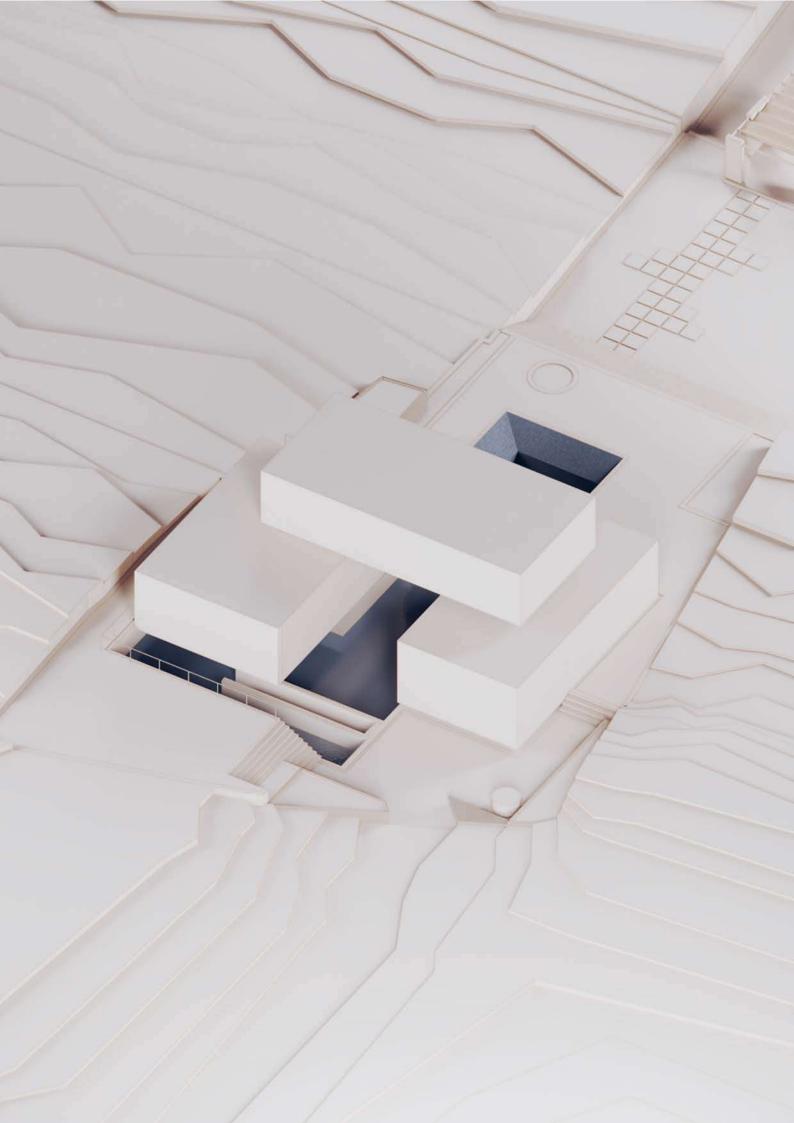


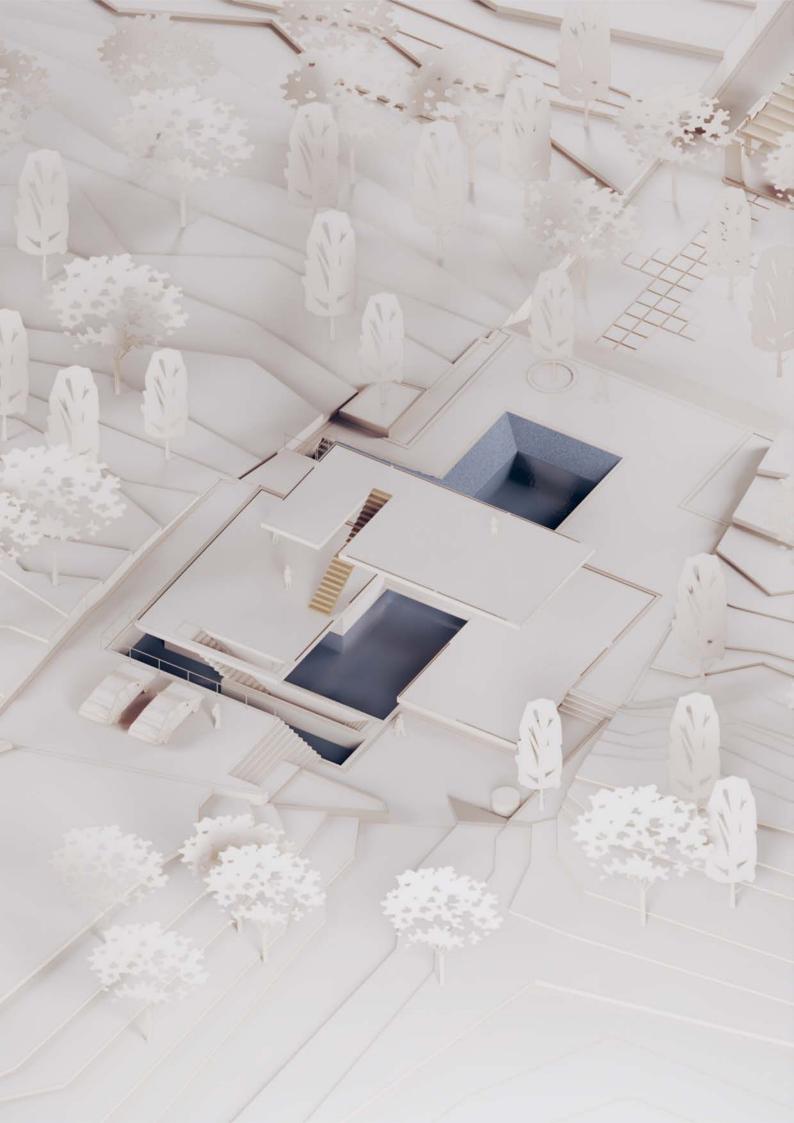


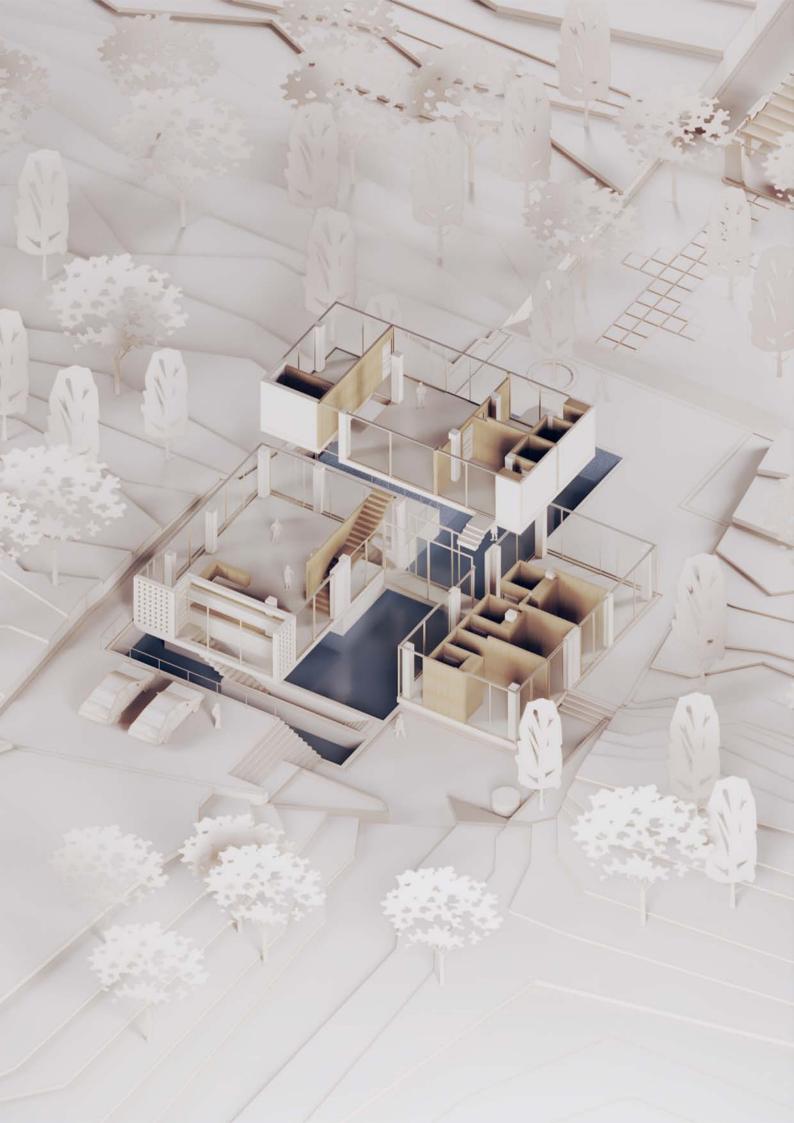














The wind catcher mechanism is used in this building with 90 degree rotation. Three cubes are placed on top of each other in such a way that the empty space between them is placed in the direction of the prevailing wind of the area and creates air current. Also, a waterway moves through this tunnel and connects the entrance pond and the main pool. It is expected that the flowing and dense air in this empty space will be cooled by the presence of water and flow in the interior spaces. The building form is combined with water in such a way that water plays a role not only as a visual (decorative) element but also as a functional (climate) component. Consisting of three cubes, the upper cube overlooks the pool and can be fully opened from both the north and south sides, this provides the space inside the cube with the maximum possibility of benefiting from the landscape and natural air flow. The western cube is located next to the waterway and due to its proximity to the middle corridor (Dehliz), it is possible to use fresh air flow and air current. The eastern cube that defines the entrance of the building is completely submerged in water and because of the sun's rays during the day and the surface evaporation of the entrance pond, it benefits from the humidity of the warm air.





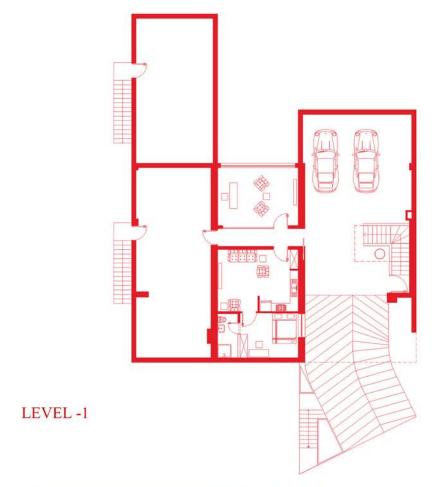
This mansion is located in one of the villages near the city of Kashan (a central city in Iran that has a hot arid climate). In the initial design, there was an attemp to create a simple, readable and responsive form. A large cube with an integrated material that has slight breaks in the openings to create a texture on the facade of the building by creating a shadow. The entire surface of the cube is covered with concrete, in the formulation of this concrete, there was a try to make the final color close to warm gray with stone powder and also to create a soft texture. The purpose of creating a warm color and soft texture for the concrete was to bring the face of the building closer to the traditional houses of the region.

The natural slope of the land was used to create a parking lot and installation system space under the main volume.

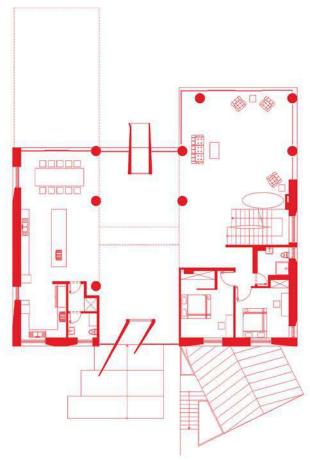
The natural slope of the land was from south to north, so the location of this cube was considered to be in the south of the land (near the main passage and the entrance of the land(to have overlook the garden and also act as a cover for the garden and provide the privacy of the garden.

According to the climate of the region, south, east and









LEVEL 0





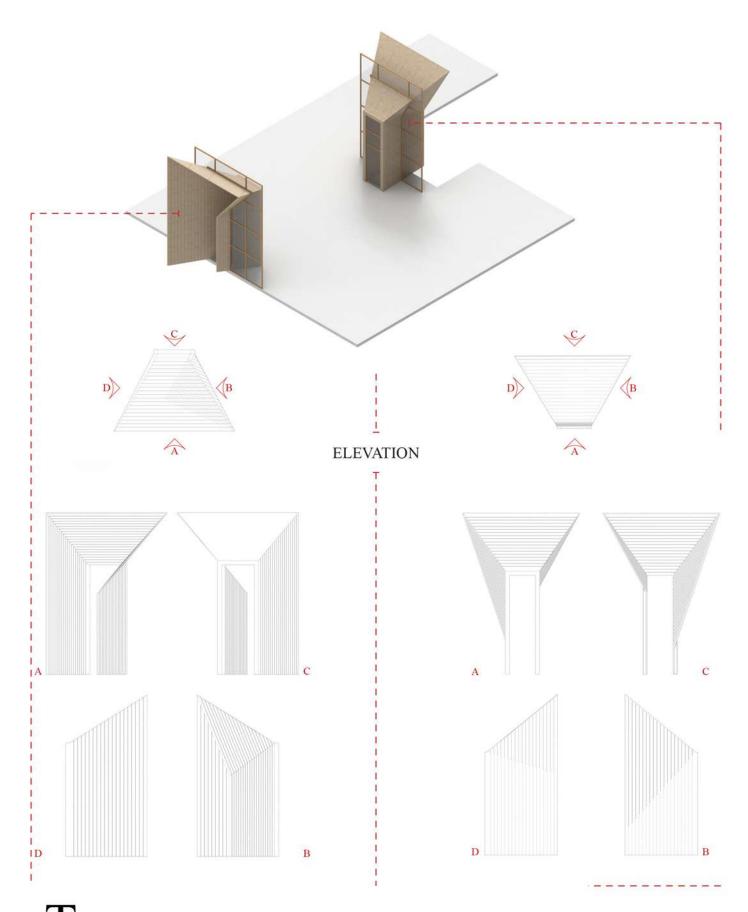
## LEVEL 1



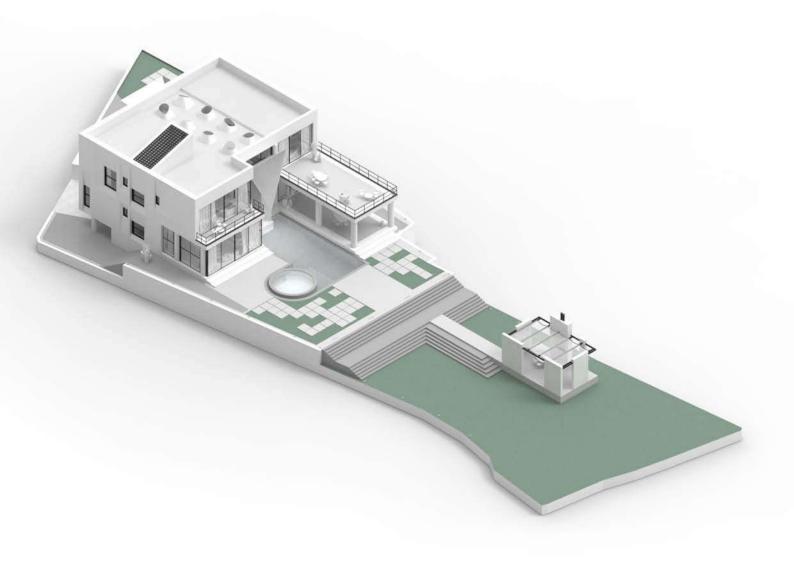








here are two large gates on the north and south sides at the entrance. The general form of the gates is made up of broken and intertwined surfaces, which creates a significant contrast with the simplicity of the main form. These two gates are reminiscent of the fabrics used in rural houses in these areas as a kind of cover and veil for the courtyard after the entrance doors.

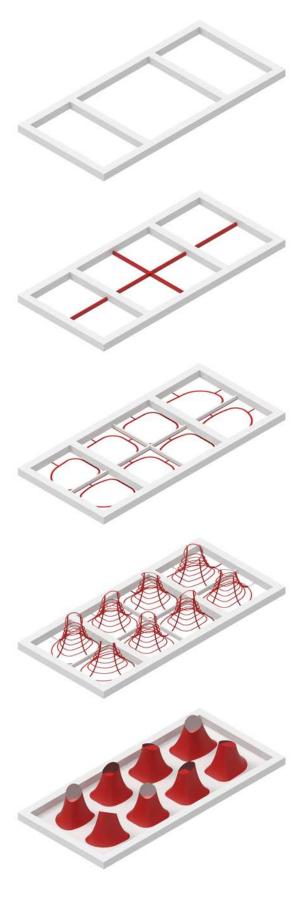


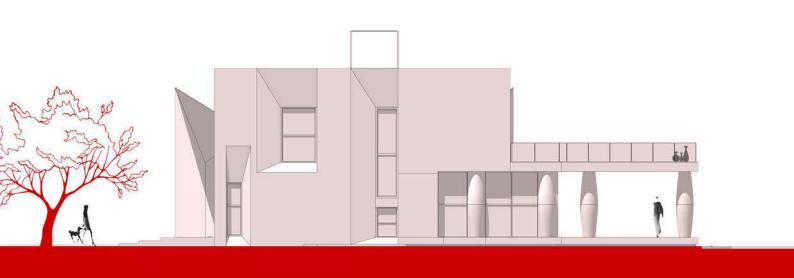




Inside the building, there is a large covered mezzanine, which acts as an organizing element of the plan and defines the location of other spaces and their contiguity and privacy. This space is inspired by an organ called "Dehliz" in traditional Iranian architecture. There are eight large holes on the high ceiling of the hall, which make the interior architecture of the building benefit from natural light and create a different experience of human interaction with the architectural space. These holes are known as "Hoorno" in the traditional Iranian architecture, Hoornos are usually seen in the traditional bazaars and shabistan of mosques. Inspired by Iranian Hoornos, the designer has tried to represent as much as possible the quality and style of design in Iran's past.







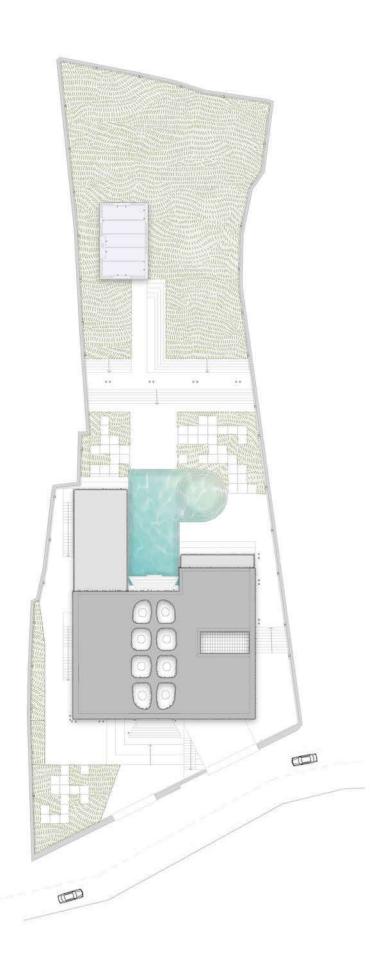






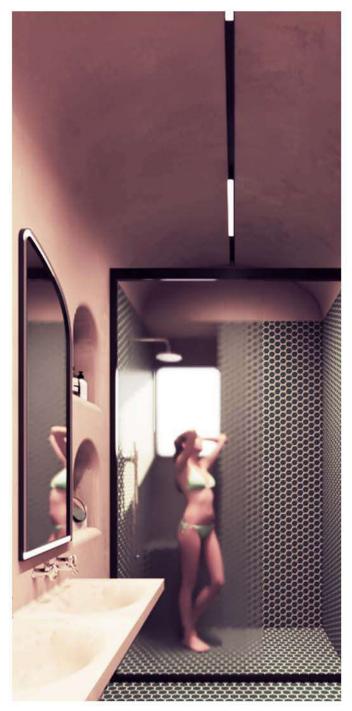












## SHIRAZ OFFICE BUILDING

## CONCEPT NO.01

he subject of the design was an office building in Shiraz industrial town (south of Iran). In the definition of the project, this building was supposed to be built next to a petrochemical industry equipment manufacturing and operated with an administrative-engineering function. In the first concept, the building was considered as a large glass cube, which provided six floors of office space on the ground and four floors below the ground for parking space.

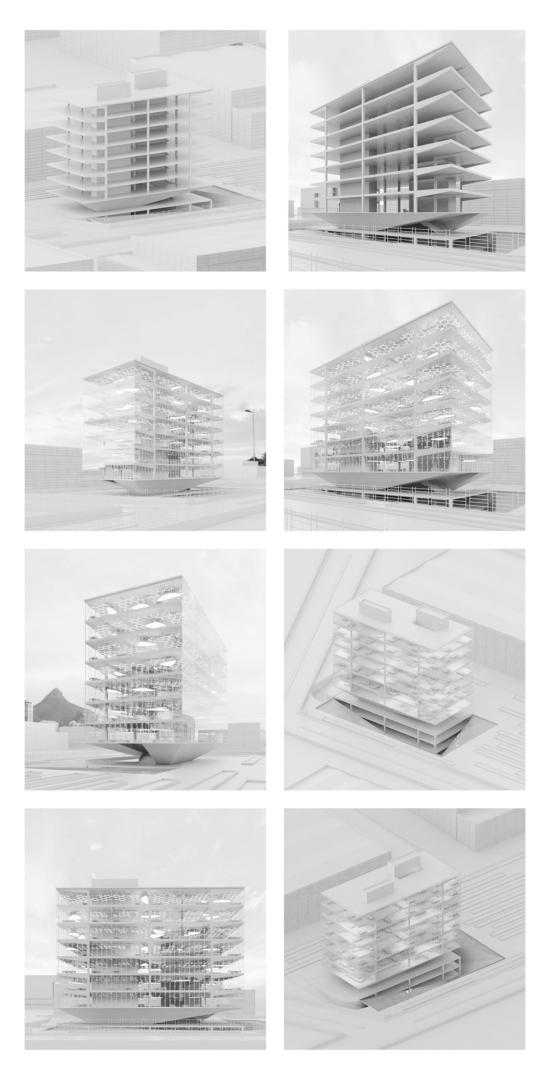
The structure of the building was designed in concrete and was fully visible due to the glass cover. A spindle-shaped volume of concrete was placed on the ground to connect the office floors and the parking floors.

This large concrete spindle provided both the integrity of the structure and created the visual suspension of the glass cube. Because of the large spindle, the glass cube was placed at a height of 7 meters from the ground level, so an open, flat and roofed arena was created on the ground floor of the building, which acted as a wide entrance and also a social space.

The way of connecting the building with the ground was considered as a big hole in which the building sank. This hole was designed so that the underground floors were visible from two sides and benefited from natural light and air current. In other words, this hole as a negative form was an inseparable part of the building that acted like a void. There were pools of water around the hole that flowed into the hole.

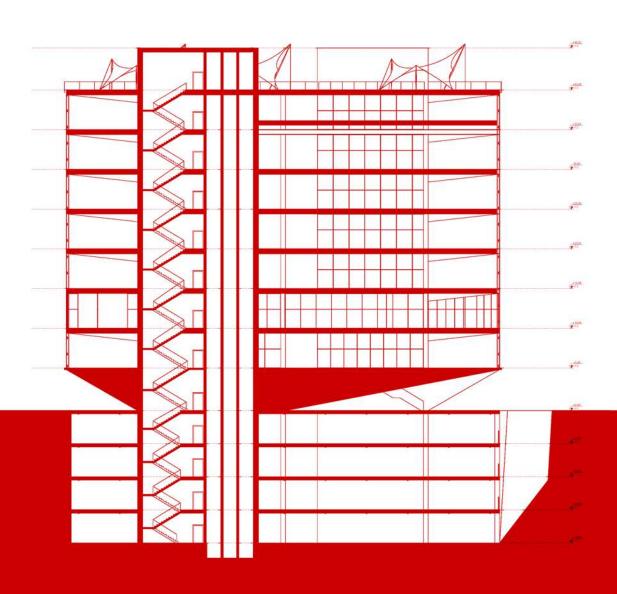


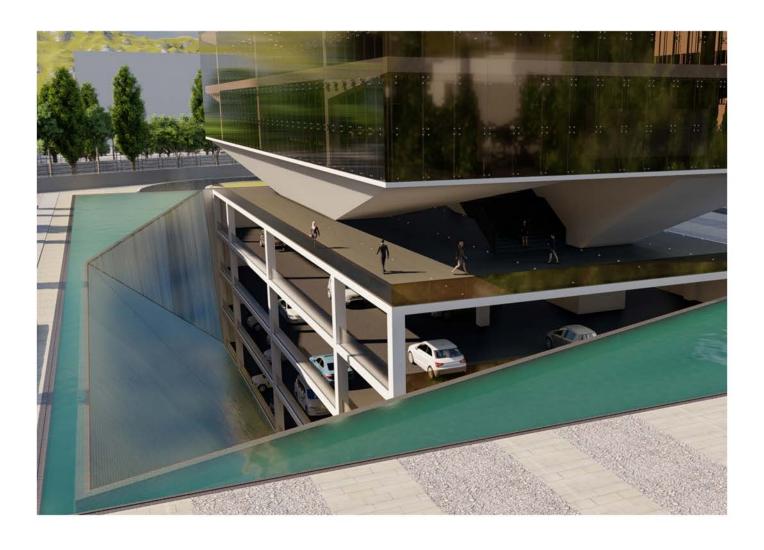


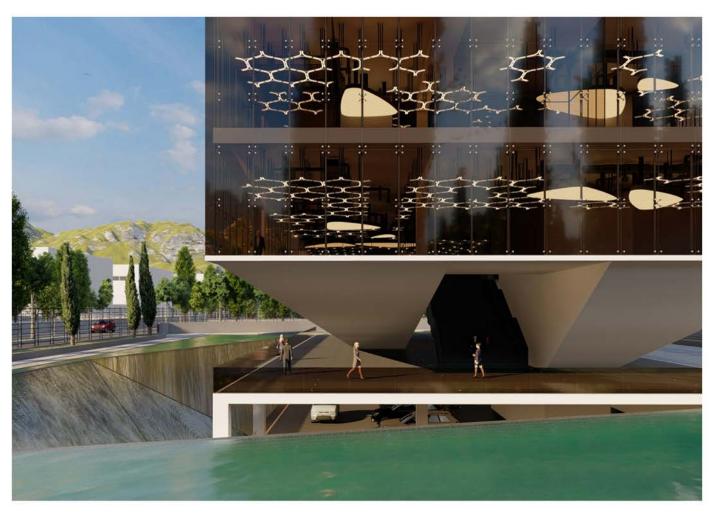


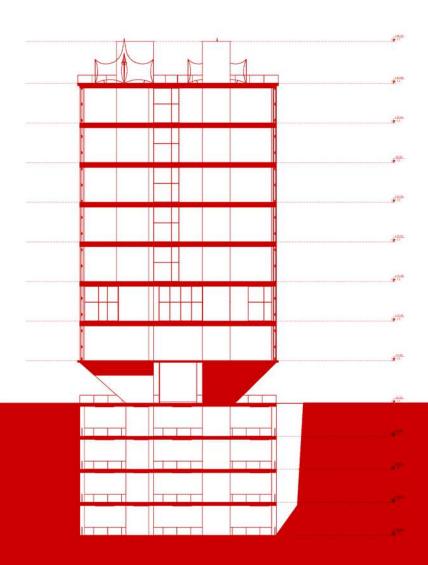
Maquette Render







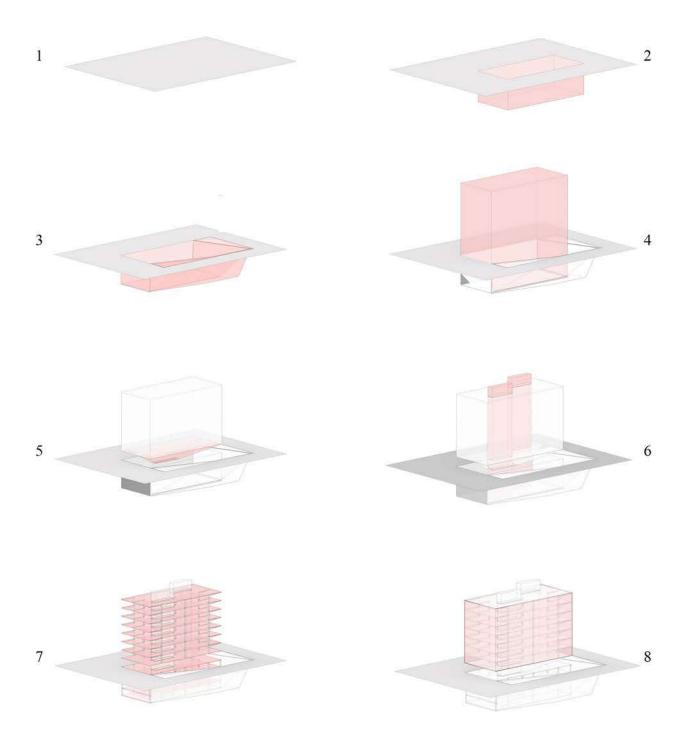




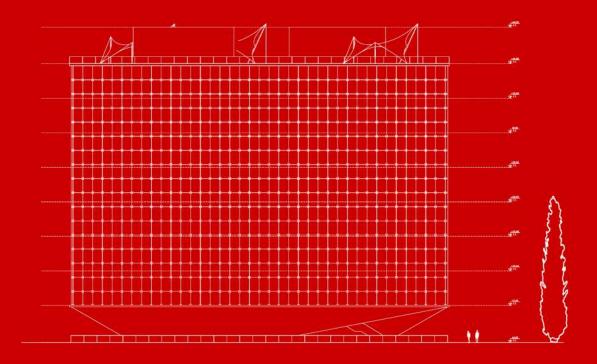


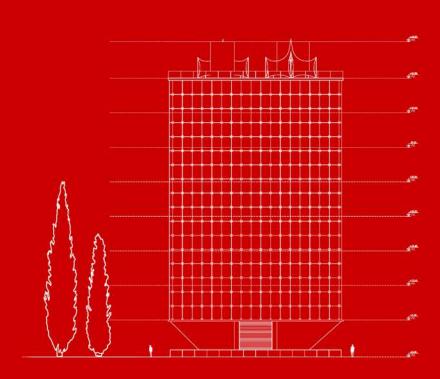




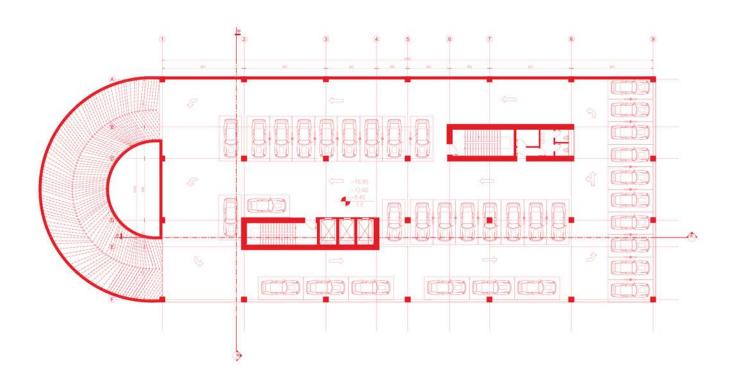




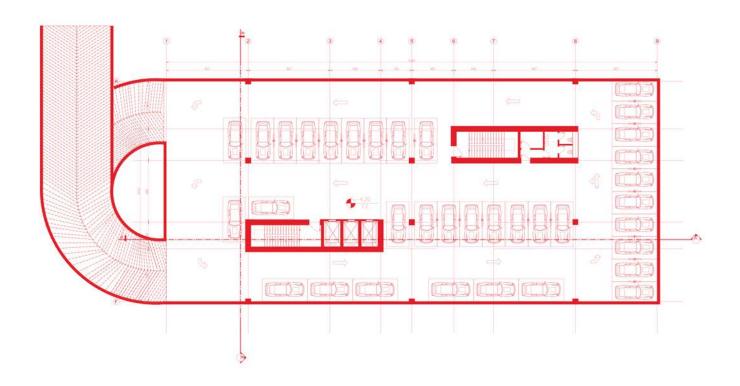




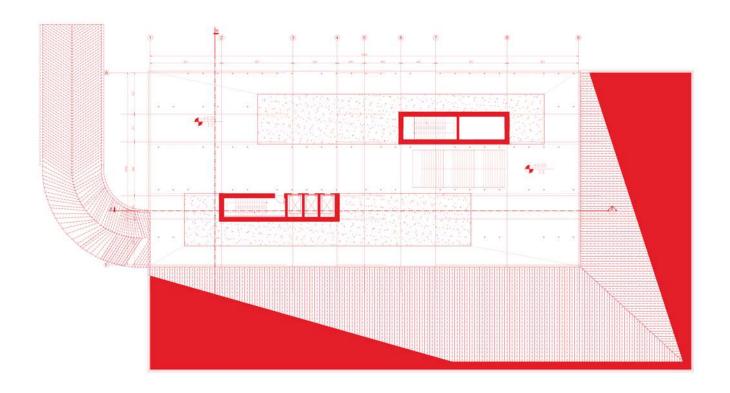




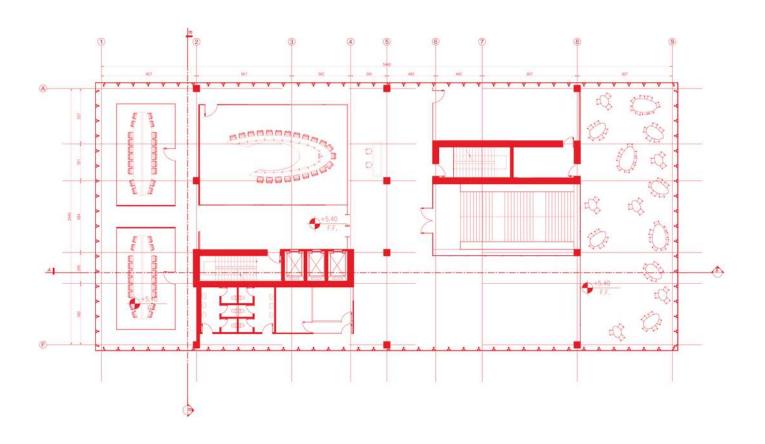
LEVEL -2 | -3 | -4



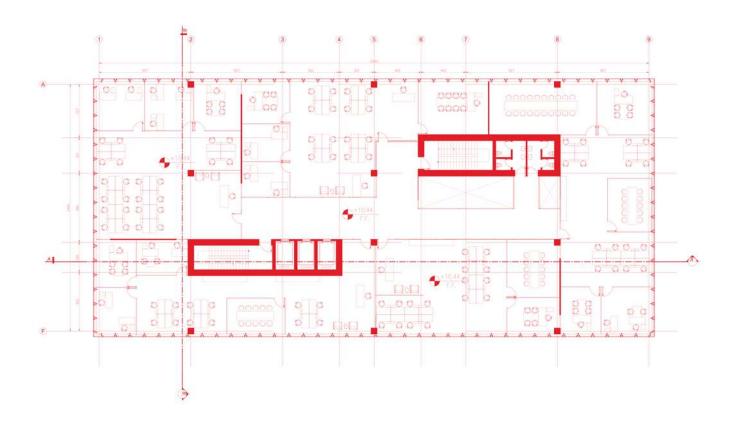
LEVEL -1



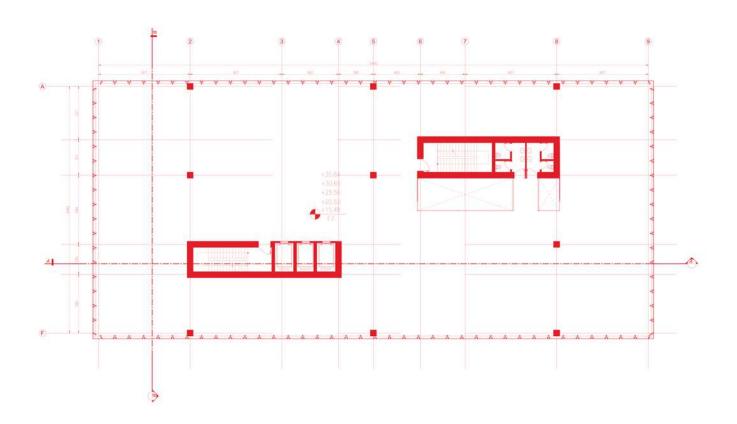
LEVEL 0



LEVEL 1



LEVEL 2



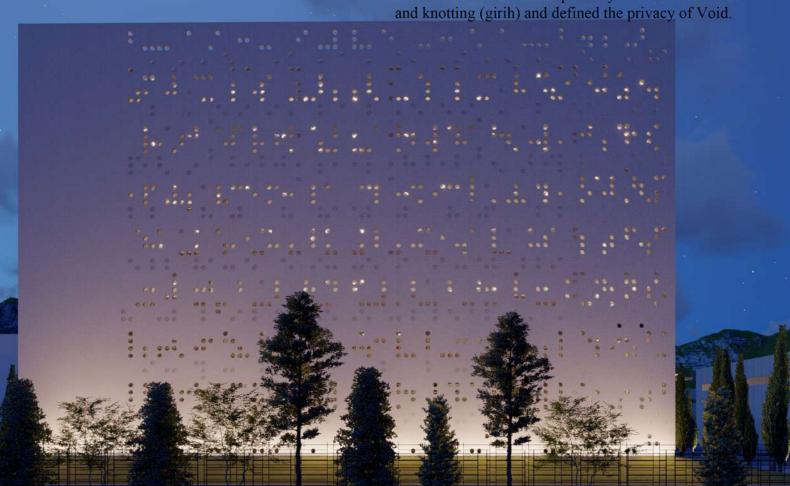
LEVEL 3 | 4 | 5 | 6 | 7

## SHIRAZ OFFICE BUILDING

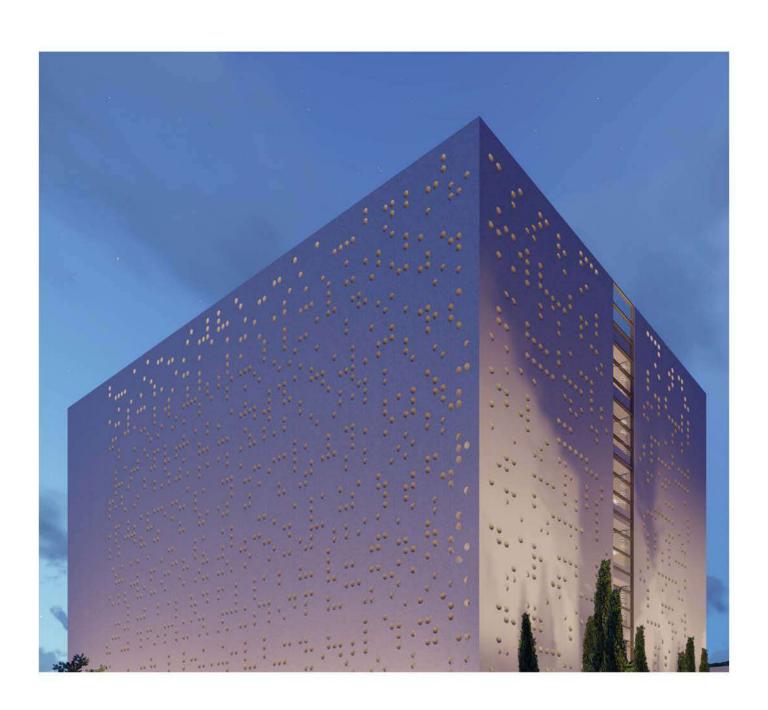
**CONCEPT NO.02** 

In this concept, a different path was considered. Completely contrary to the previous concept, all transparency and possibility of nobility of the building was removed and the building was designed with a completely introverted and independent approach from the industrial area. A solid volume of concrete that was placed on a pyramid covered with grass. Inside this form, a large void was considered, like a deep gap that divided the building into two pieces from the ground floor to the roof. All internal floors overlook this void from both sides, and this gap provides natural light and fresh air flow.

Two shells were designed for this concept, a concrete shell that was meshed with many circles (perforated) and as an outer shell controlled the entry of the sun. The second shell was inspired by Persian brickwork and knotting (girih) and defined the privacy of Void.

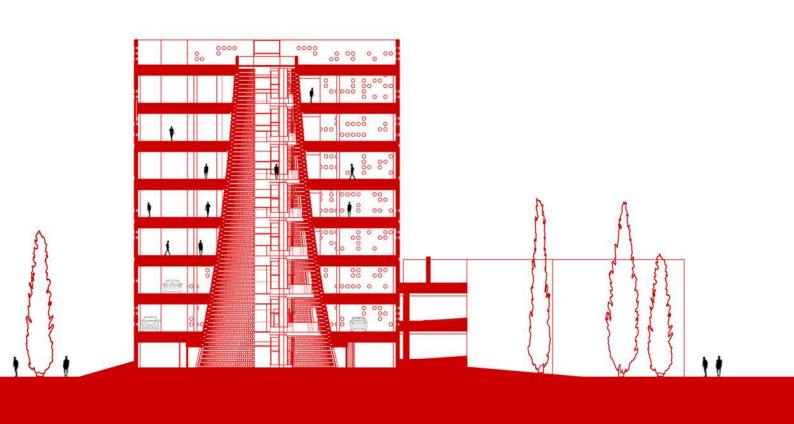


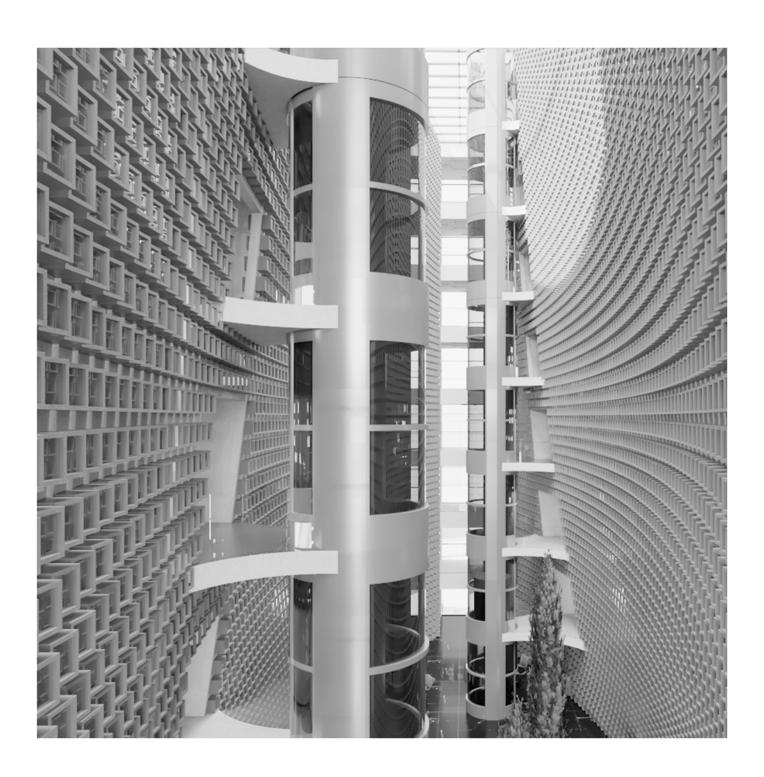


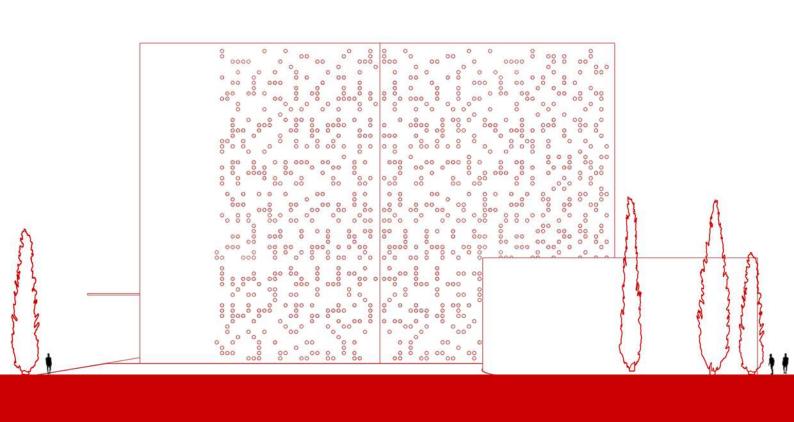






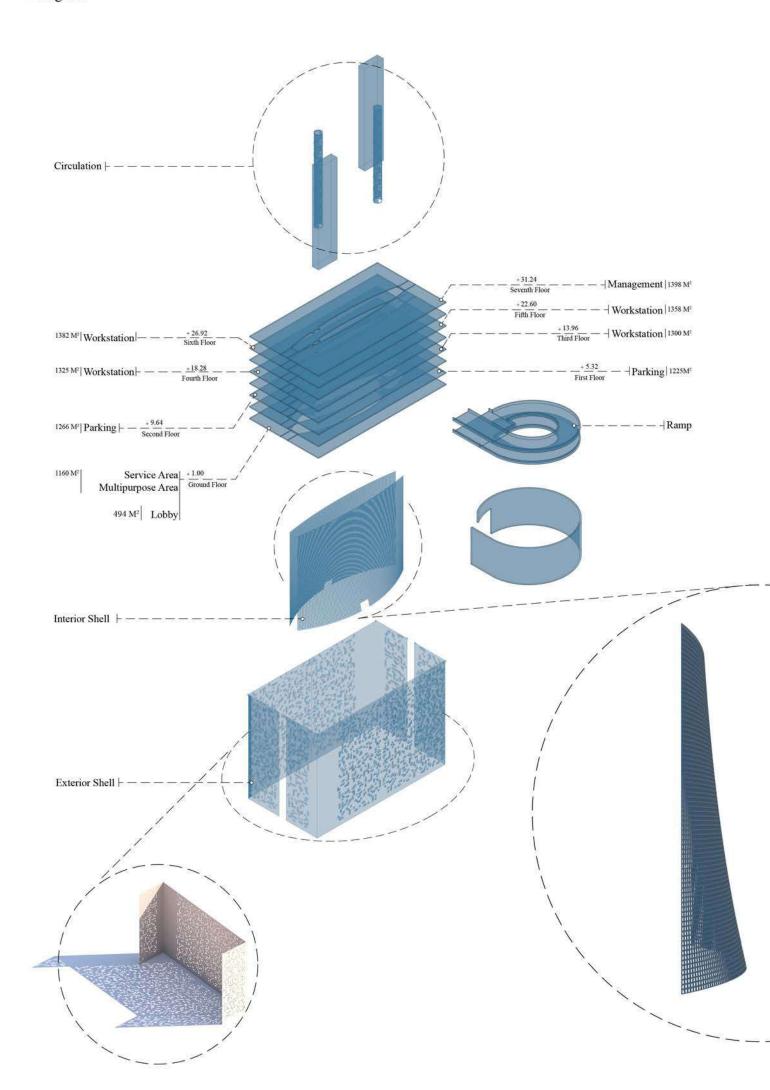


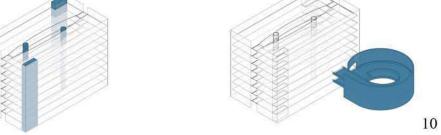


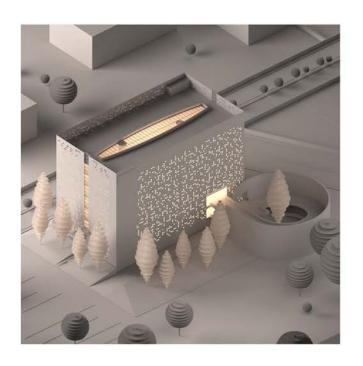


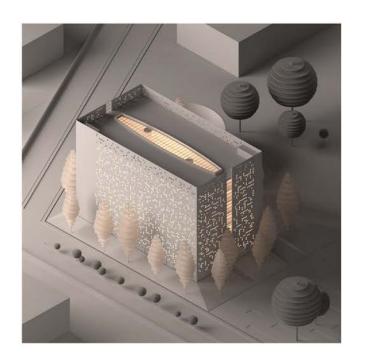


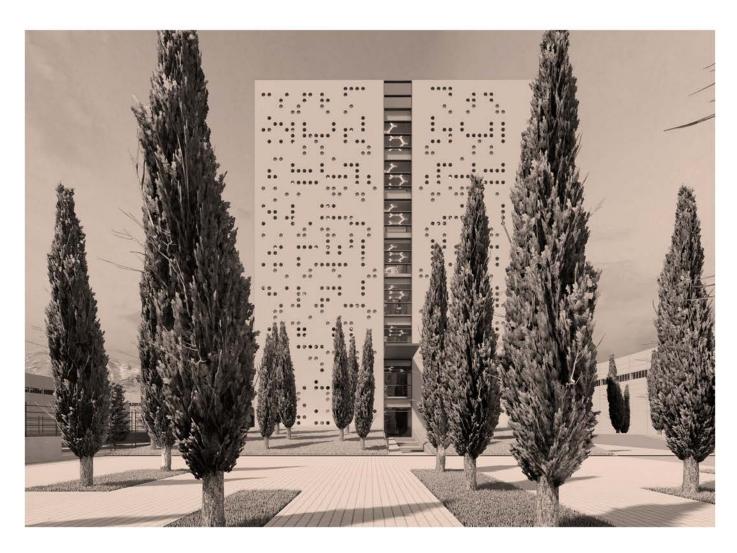


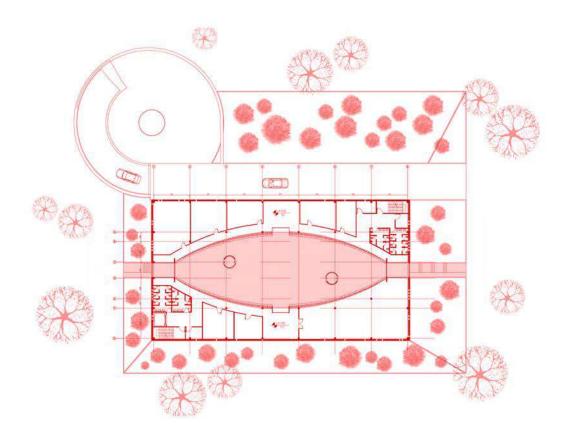




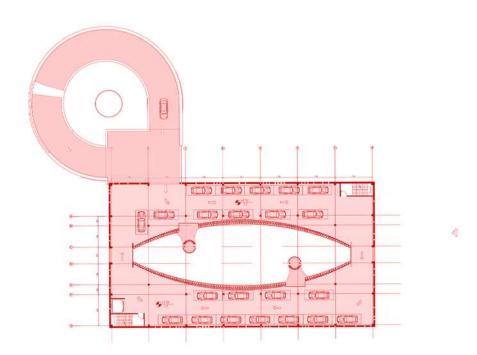




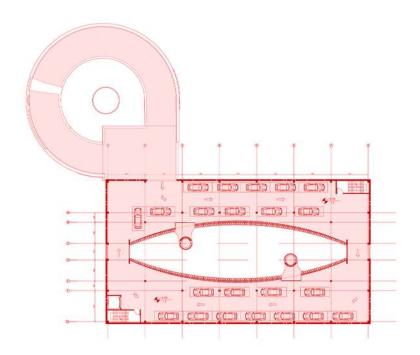




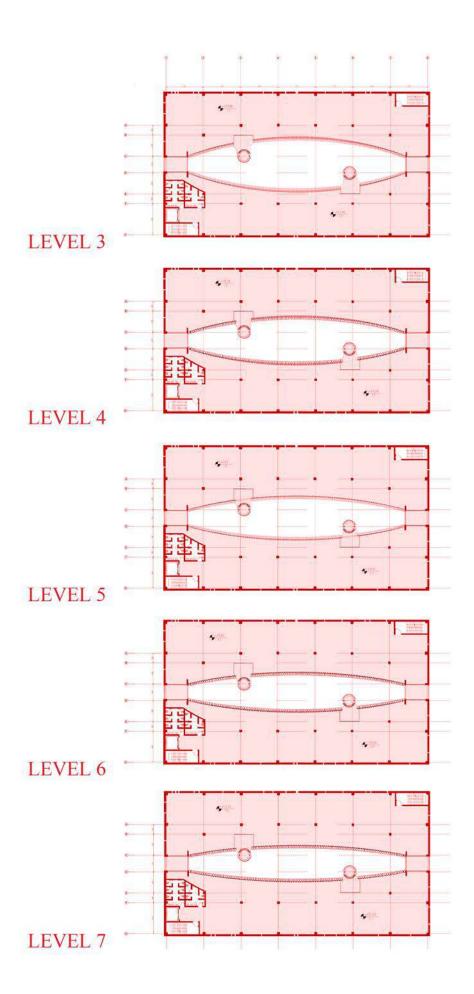
LEVEL 0



LEVEL 1



LEVEL 2



## SHIRAZ OFFICE BUILDING

**CONCEPT NO.03** 







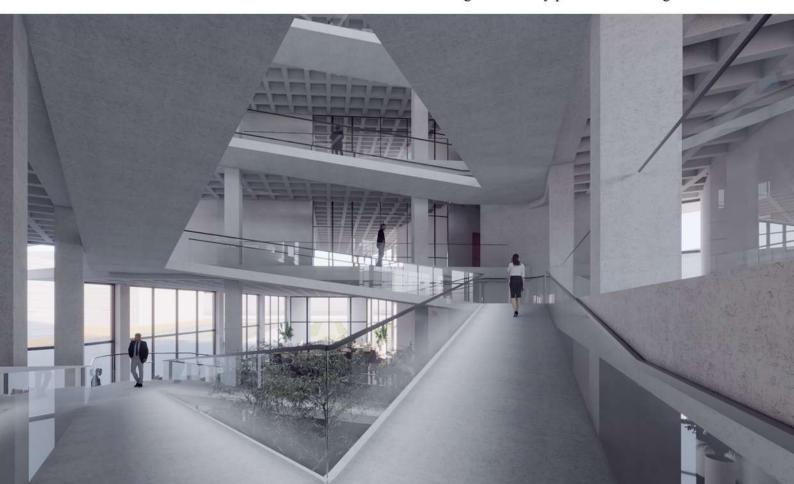


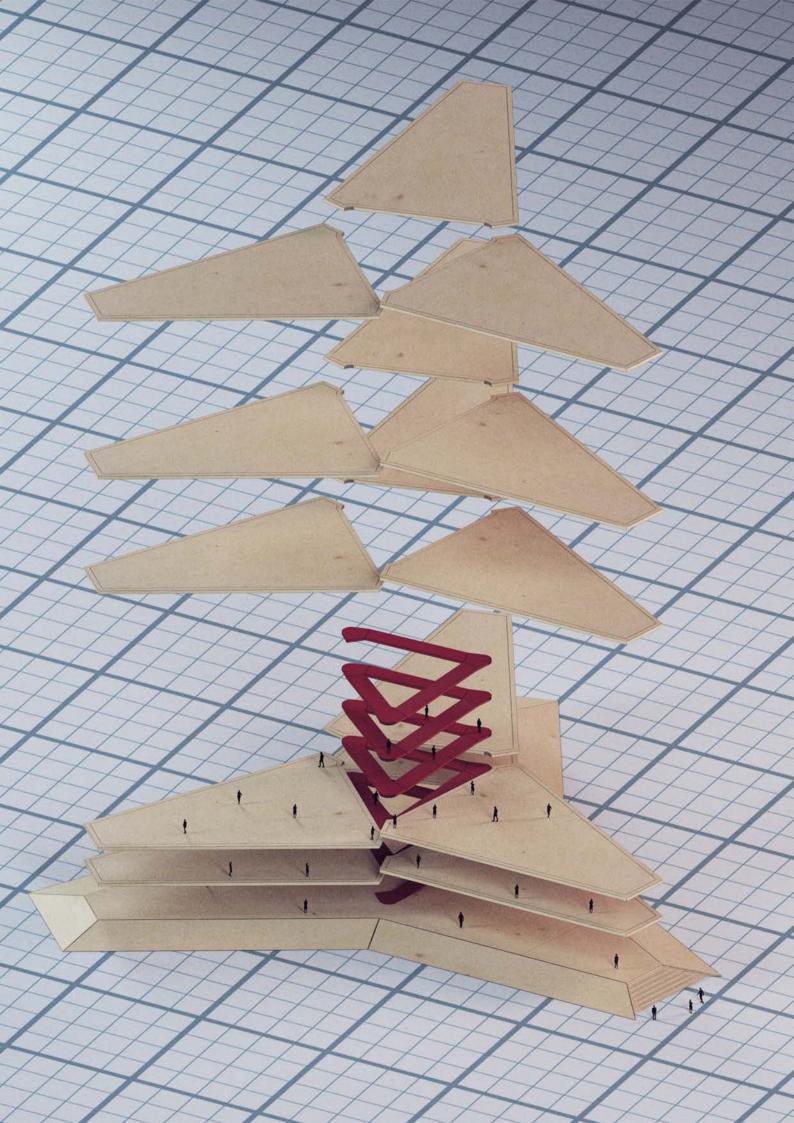
In the center of the form, the negative space was considered as void, which was the location of the large middle ramp. This ramp moves in a spiral in the vertical direction of the building and connects the floors and blocks. The floors' elevation codes were considered in such a way that in the clockwise direction, each level from each edge (a part of the three parted volume) was 5.1 meters higher than the previous floor (from the previous edge). In other words, the main ramp covered a height of 4.5 meters in each full rotation, which made up three separate levels of one floor.

This spiral mechanism created a height equivalent to 9 meters for the last level (on the last floor), which was considered as a shareholders' meeting room.

The difference in height between successive levels was a constant component that determined the slope of the ramp. This component was calculated so that the slope of the ramp is suitable for vertical movement on foot.

The ramp mechanism and the vertical movement of the building was the key point of this design.

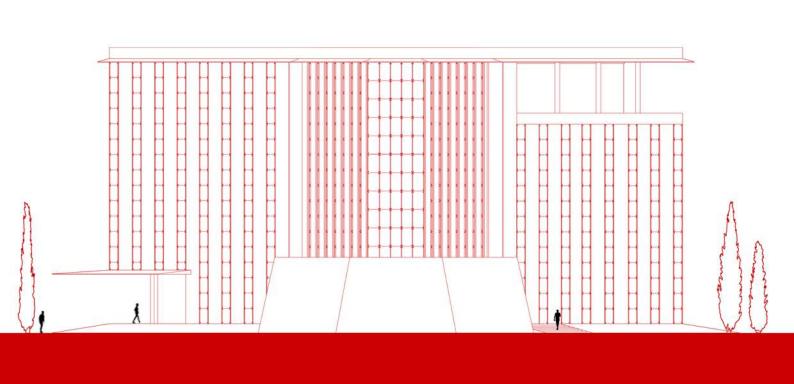




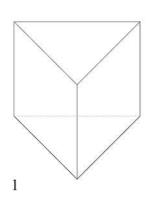


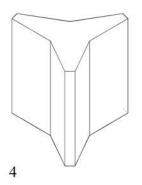


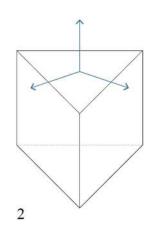


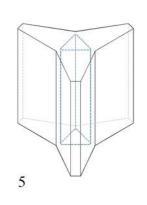


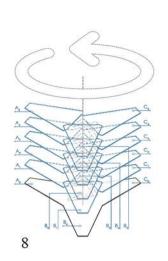


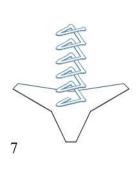


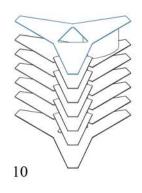


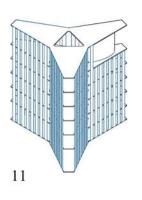


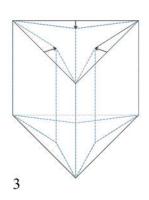


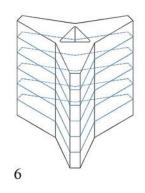


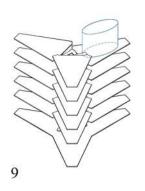


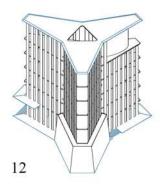




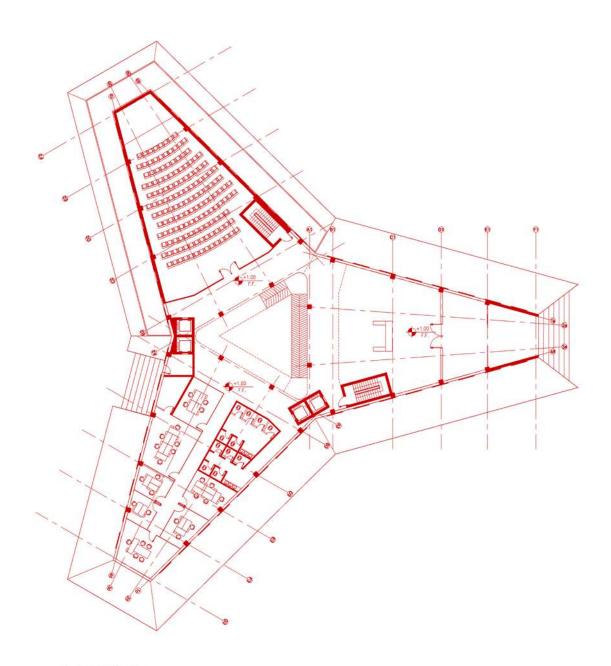




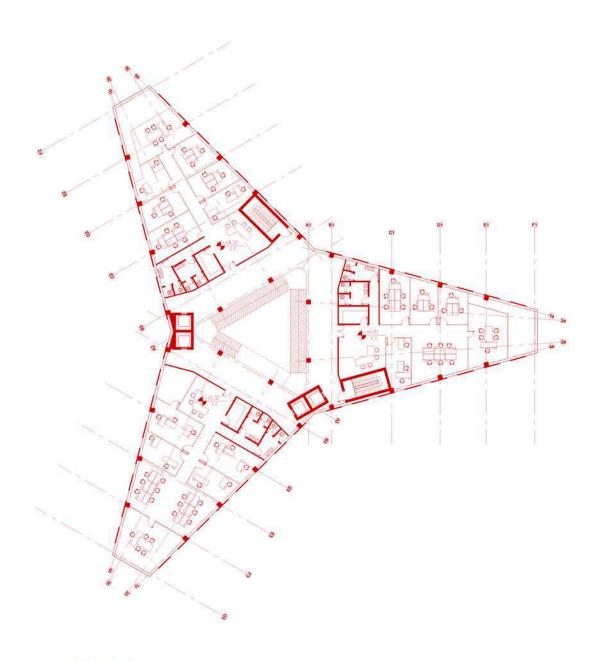




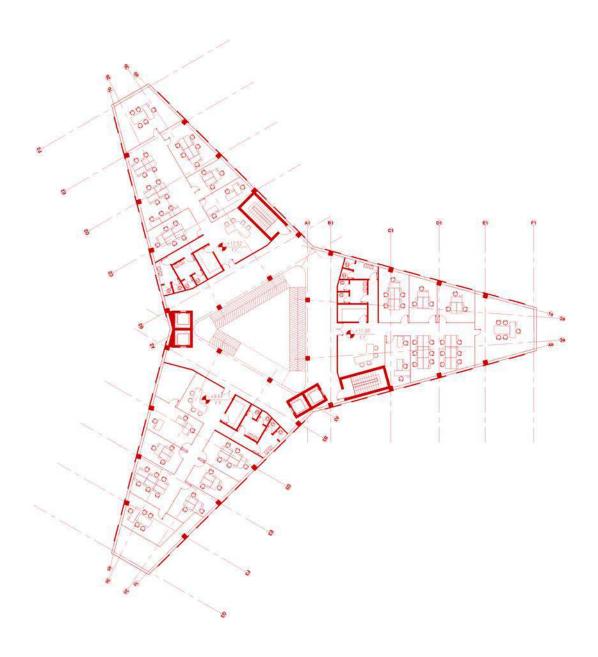




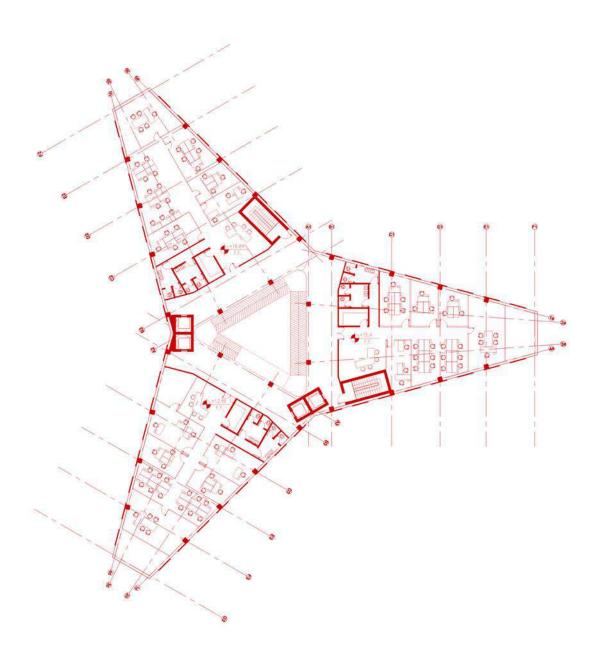
LEVEL 0



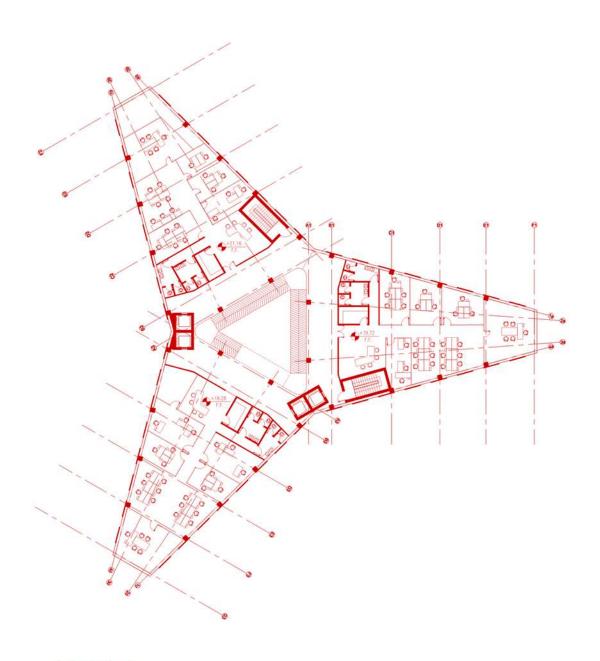
LEVEL 1



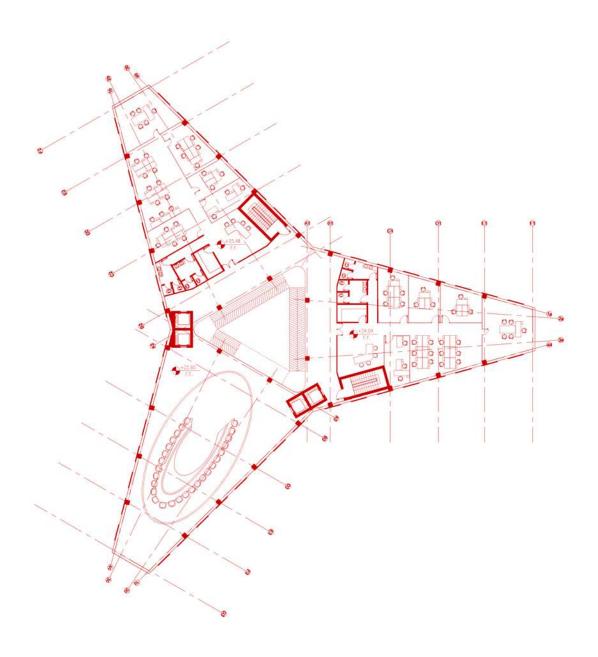
LEVEL 2



LEVEL 3



LEVEL 4

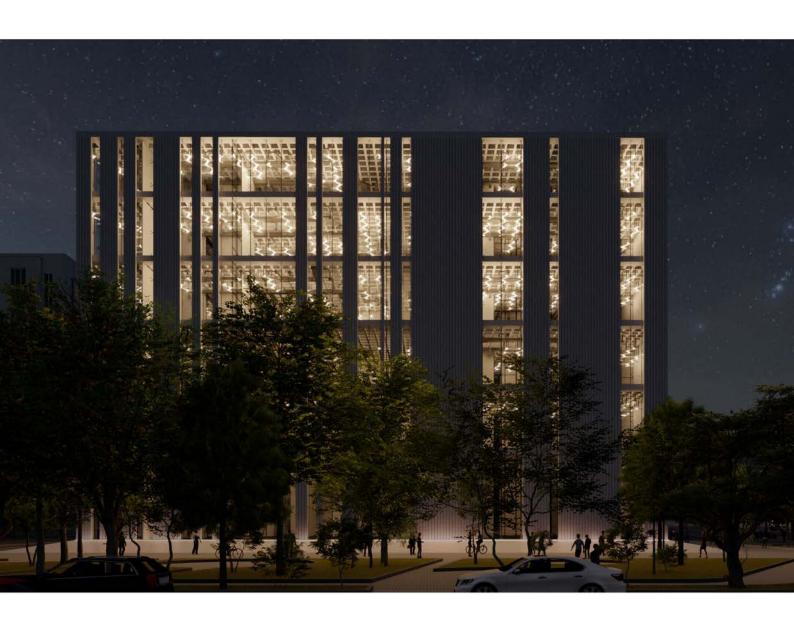


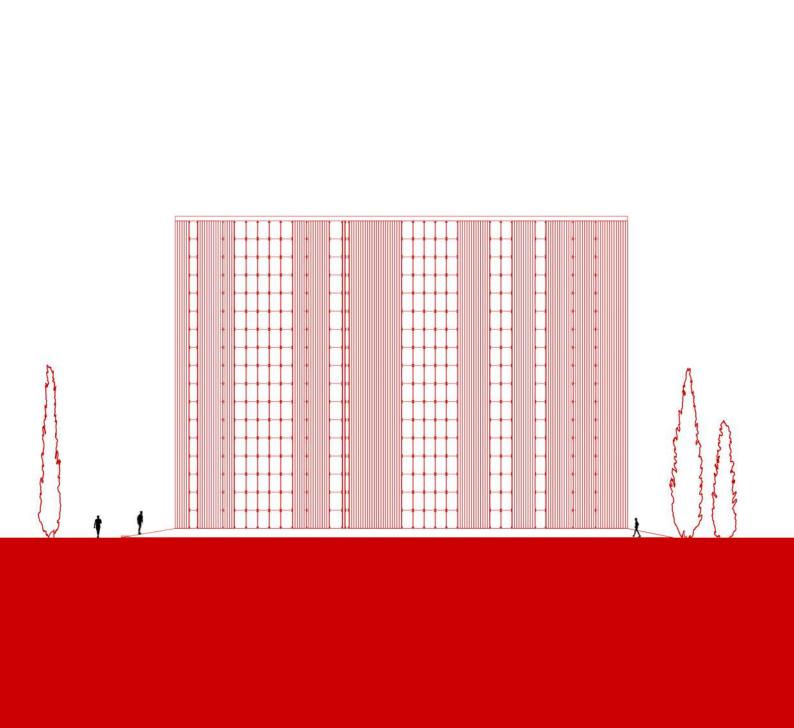
LEVEL 5

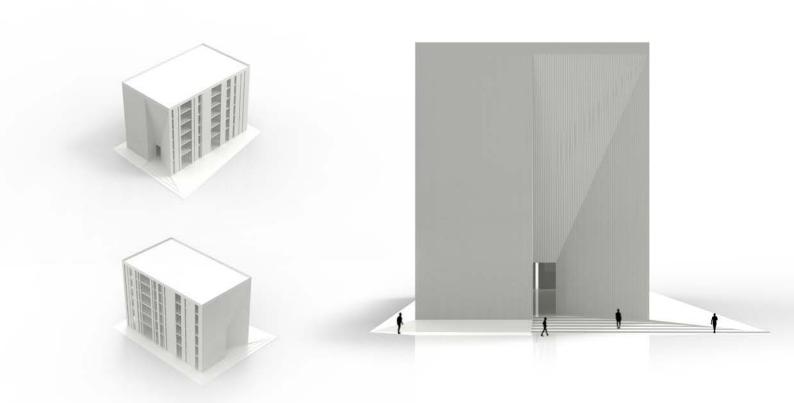
## SHIRAZ OFFICE BUILDING

CONCEPT NO.04

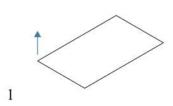


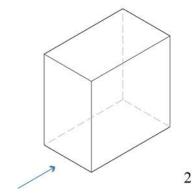


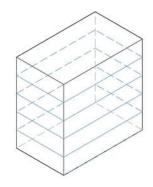


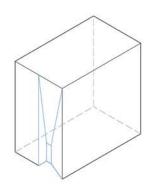


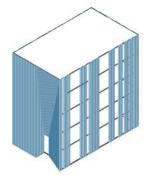


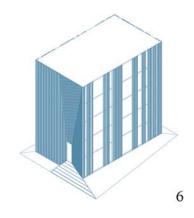




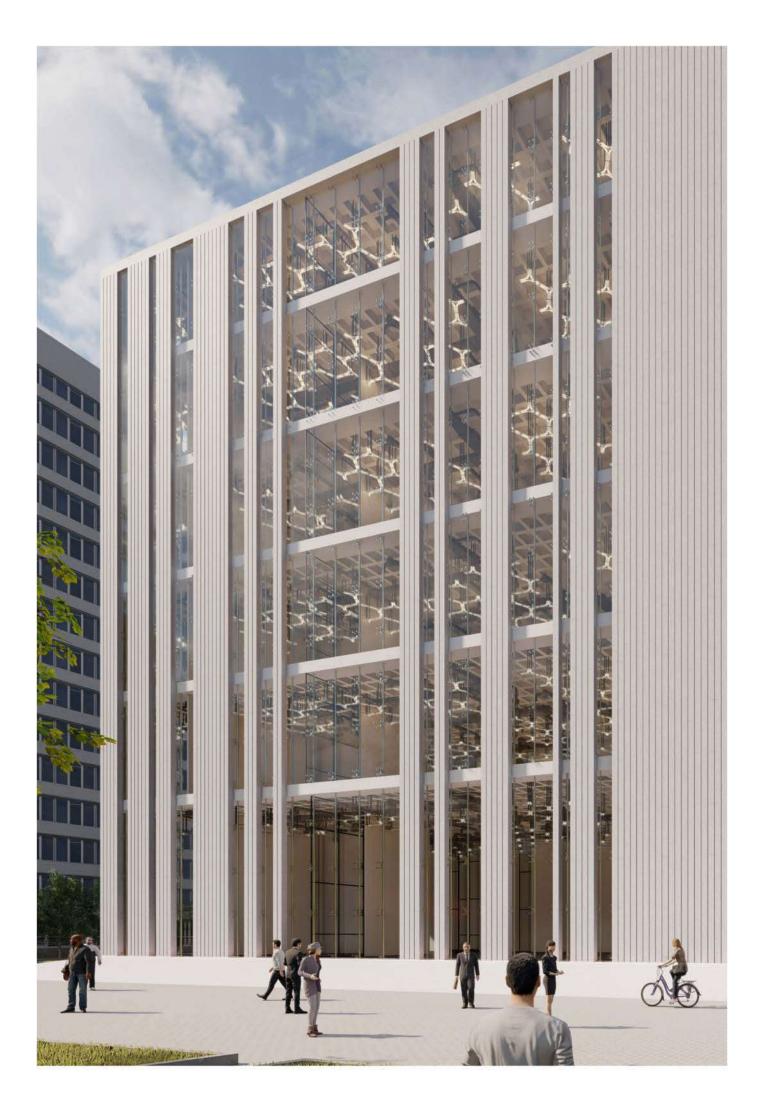














## Arvinaj