



SYNC 1999

Interior Design,
Office Furniture

Arvinaj

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Interior Design,
Office Furniture

گروه **آرویناژ** از سال ۱۳۷۹ فعالیت خود را آغاز کرده است. این مجموعه در حوزه مبلمان و دکوراسیون با تاکید بر کاربری اداری فعالیت می‌کند و نه تنها به‌عنوان واردکننده بلکه در مقام تولیدکننده مبلمان و اکسسوری فضای کار به صورتی روش‌مند در مسیر قدرت بخشیدن به ذائقه دیداری مخاطبان خود گام برمی‌دارد. آرویناژ در بیشتر سال‌های فعالیت، توجه خود را بر کیفیت و کلیات فضای کار معطوف کرده و در تلاش بوده تا مفاهیم و اصول کارکردی اندیشه‌ی مدرن را در فضای کار ایرانی تفسیر کند

آرویناژ به عنوان یکی از اولین واردکننده‌ها در حوزه مبلمان در فرآیند انتخاب محصول و ورود محصول به بازار در واقع مصرف‌کننده ایرانی را در برابر بخشی از زیبایی‌شناسی مدرن قرار داده و در تربیت سلیقه بصری متقاضی و حتی طراحان داخلی موثر بوده است. به بیانی دیگر این گروه در معرفی جریان‌های پیشرو در رویدادها و نمایشگاه‌های بین‌المللی همچون یک رسانه عمل کرده و به روایت اندیشه‌ای پرداخته که آنچه امروز به عنوان یک شیوه‌ی طراحی در اکثر فضاهای اداری شاهد آن هستیم نتیجه‌ی همین روایتگری است

آرویناژ در سال‌های اخیر با تولید محصول در بسیاری از پروژه‌های طراحی داخلی حضور داشته و از موثرترین گروه‌های فعال در این زمینه بوده است. مهارت در تولید محصول، انعطاف پذیری در متن پروژه‌های طراحی داخلی و قدرت تامین انواع متریکال، موفقیت آرویناژ در تعامل و کارگروهی با طراحان داخلی را موجب شده است

گروه آرویناژ اکنون از مرزهای گذشته خود فراتر رفته و اهداف متعالی‌تری را دنبال می‌کند. اگر در گذشته همچون یک رسانه عمل می‌کرده، حالا در پی آن است که همچون یک مولف به فعالیت خود ادامه داده و اگر پیش از این راوی اندیشه‌ای خارجی بوده اکنون سفیر شیوه‌ای از تفکر "طراحی ایرانی" باشد



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تهران، خیابان ملاصدرا، خیابان

خوارزمی، مجتمع ملاصدرا، ساختمان ۲

AWARDS.



Tehran Design Week



Certificate of Achievement

this is to certify that

sepehr mehrdadfar, koosha darabnia

*have achieved runner-up status
in Furniture Design Category
in 2023 - 2024 period with design #159579:
BiBi - An armchair.*

15 April 2024, Milan / Italy.

About A' Design Award Runner-Up Status

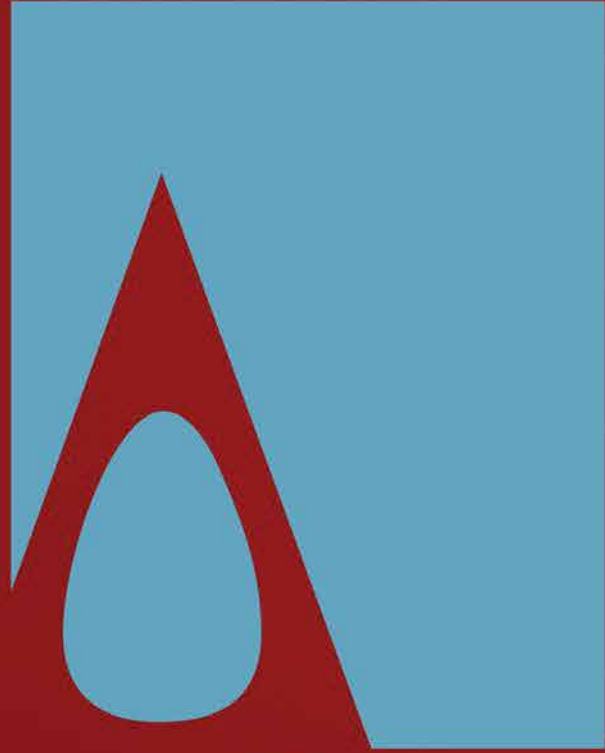
The A' Design Award Runner-Up Status is a prestigious achievement given to top %30 percentile designs that have demonstrated an high level of success in design. Entries to the A' Design Award are judged by a grand jury panel that brings together World's leading professionals, prominent academics and 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.



Alessandro Deserti
PRESIDENT
A' DESIGN AWARD & COMPETITION

Makpal Bayetova
VICE-PRESIDENT
A' DESIGN AWARD & COMPETITION

Onur Mustak Cobanlı
COORDINATOR
A' DESIGN AWARD & COMPETITION



A'DESIGN AWARD
& COMPETITION



A'DESIGN AWARD
RUNNER UP

B | B | I
2024

This armchair is called Bibi. It term in Polish that is often used to refer to grandmothers. The name makes the image of a kind, elderly woman sitting at the corner of a room on an old chair, with a warm and friendly smile that creates a sense of peace and love within us. The main inspiration for the design of this object was the subjective image that the name conveys. A cozy and padded chair that offers ultimate comfort and relaxation. With its simple and beautiful appearance, this armchair not only serves a functional purpose, but also establishes a meaningful connection with the architectural space and offers a sensory experience for the user. It is made of four main parts and is fully covered with fabric or leather.

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A'DESIGN AWARD
WINNER

IN OFFICE FURNITURE DESIGN CATEGORY

2022-2023 DESIGN BY HAMOUN



A'DESIGN AWARD
& COMPETITION



BRONZE
A'DESIGN AWARD
WINNER

IN OFFICE FURNITURE DESIGN CATEGORY



A'DESIGN AWARD
& COMPETITION

BALLERINA
2022-2023

BRONZE A'DESIGN AWARD WINNER IN FURNITURE DESIGN CATEGORY

SHAHROKH 2022-2023

Its form draws inspiration from traditional Iranian and Middle Eastern sitting patterns, where people often sat on the ground and used 'mukhta' ground chairs for comfort. Shahrokh echoes this practice with an integrated mattress reminiscent of mukhta, but elevated for contemporary use.

This chair consists of two main parts: a single mattress connected to the legs and back, and a metal frame. Perforations in the back and under the leather mattress allow air to circulate within the fibers, ensuring both initial softness and a return to its original shape after use.

With its blend of traditional and modern elements, the Shahrokh chair invites occupants to relax and connect with their surroundings in a harmonious and captivating space.

The Shahrokh chair was created to be an elegant and charismatic presence within any architectural space, achieving both simplicity and attention-grabbing allure. Harmony in diverse environments with various functions was a key design goal.



A'DESIGN AWARD
& COMPETITION

SILVER

A'DESIGN AWARD

WINNER

IN FURNITURE DESIGN CATEGORY

GIS

gis is a three-legged wooden chair with bronze feet and is carved out from two walnut logs with exquisite craftsmanship to seem as a sculpture. The wood knots and scars are remained exposed to give the objects a special characteristic. Despite its uncanny appearance, gis is ergonomic due to the careful design of curves and angles. The design is an exploration of solid wood possibilities and also is a walk on the edge of "Art" and "Design", "Beauty" and "Function".

2021-2022



A'DESIGN AWARD
& COMPETITION



A' DESIGN AWARD
& COMPETITION

AFRA

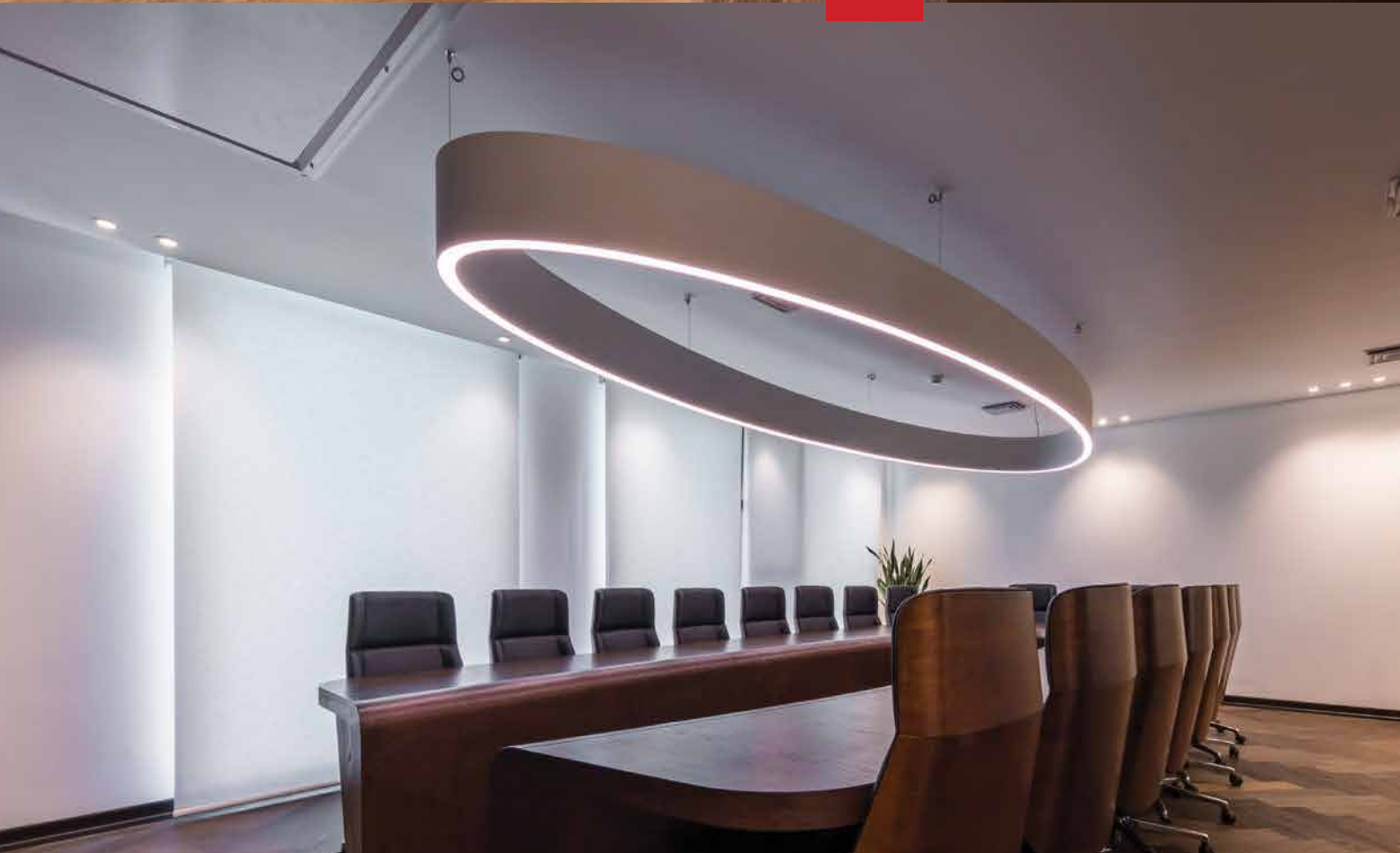
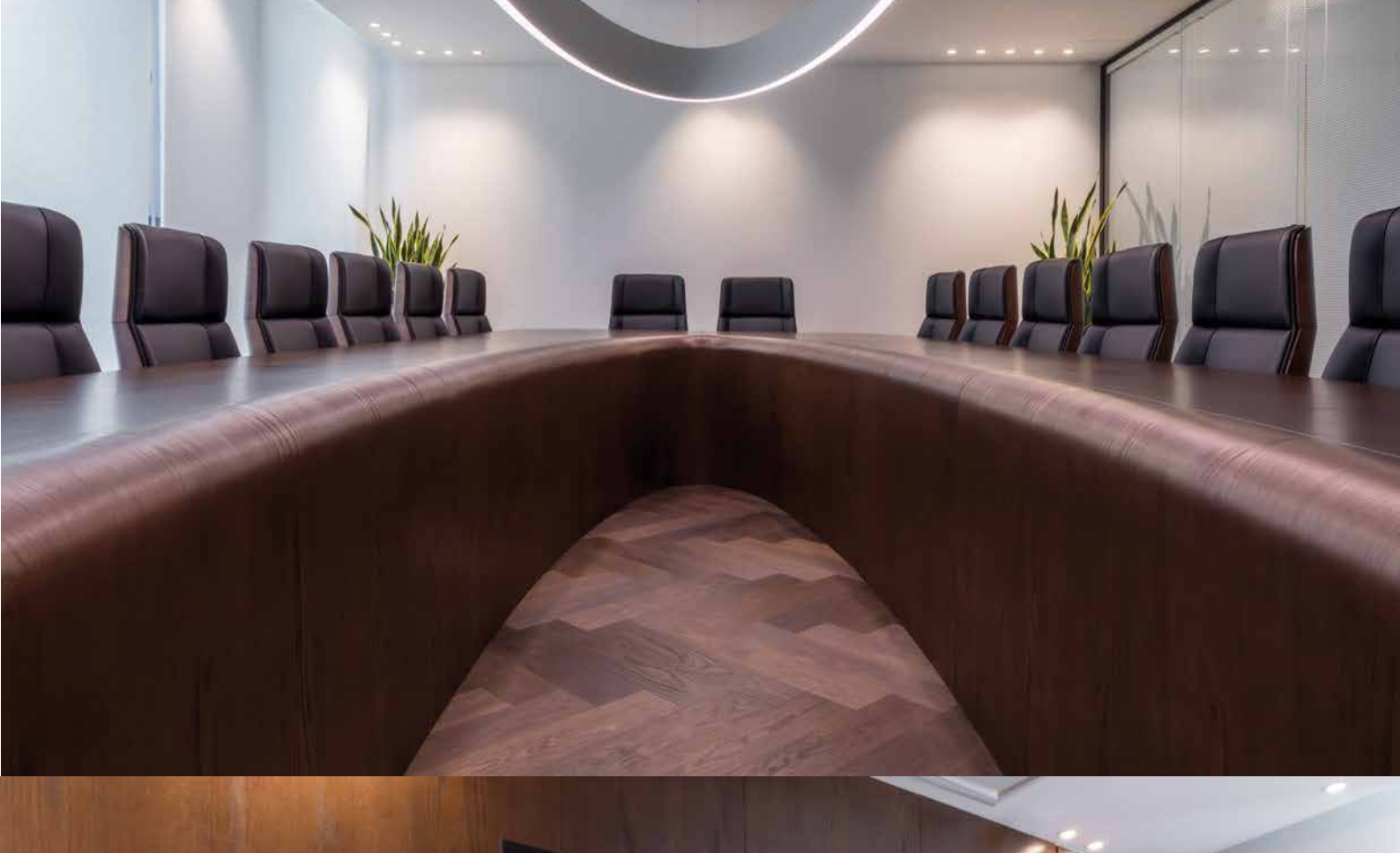
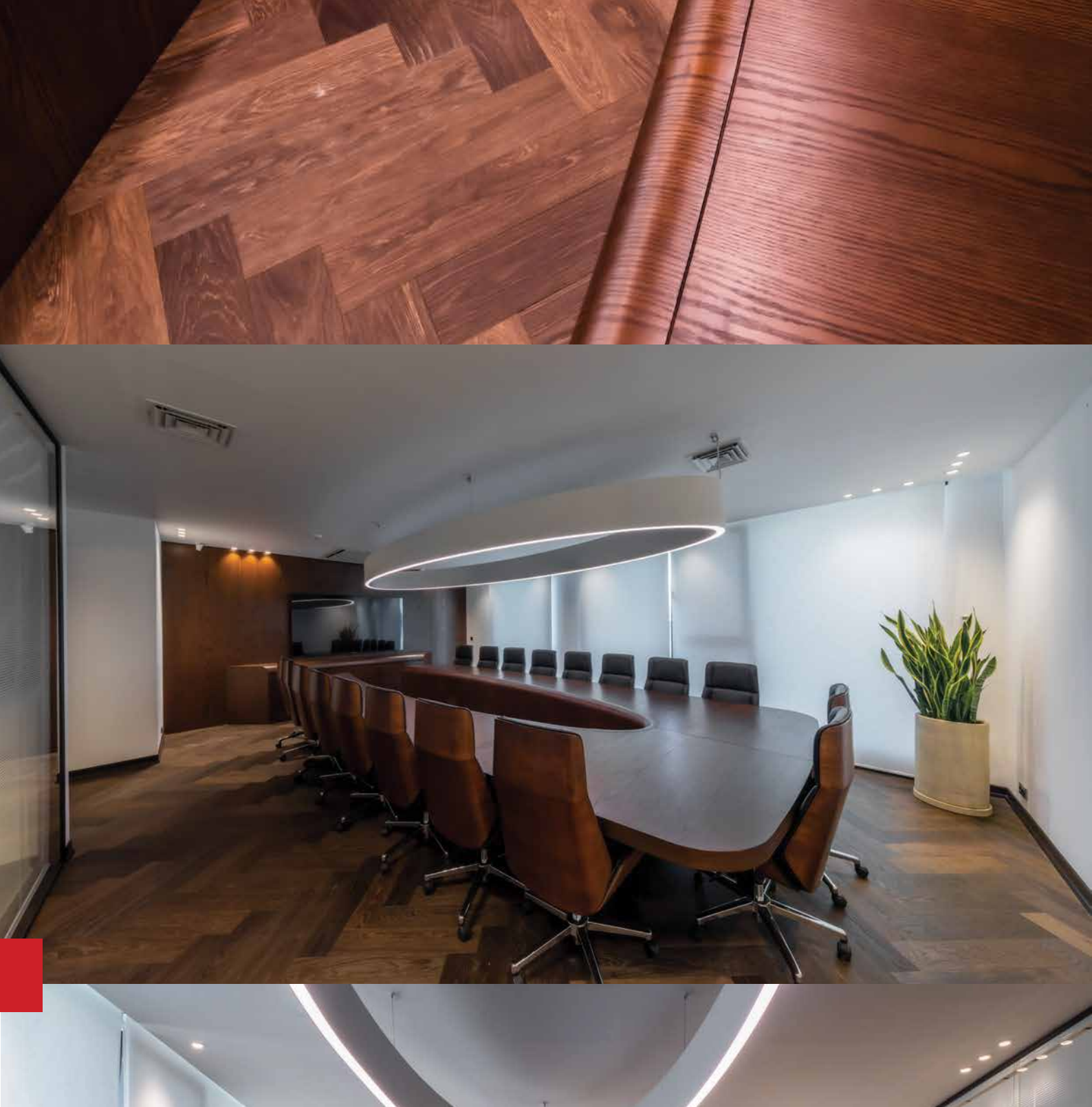
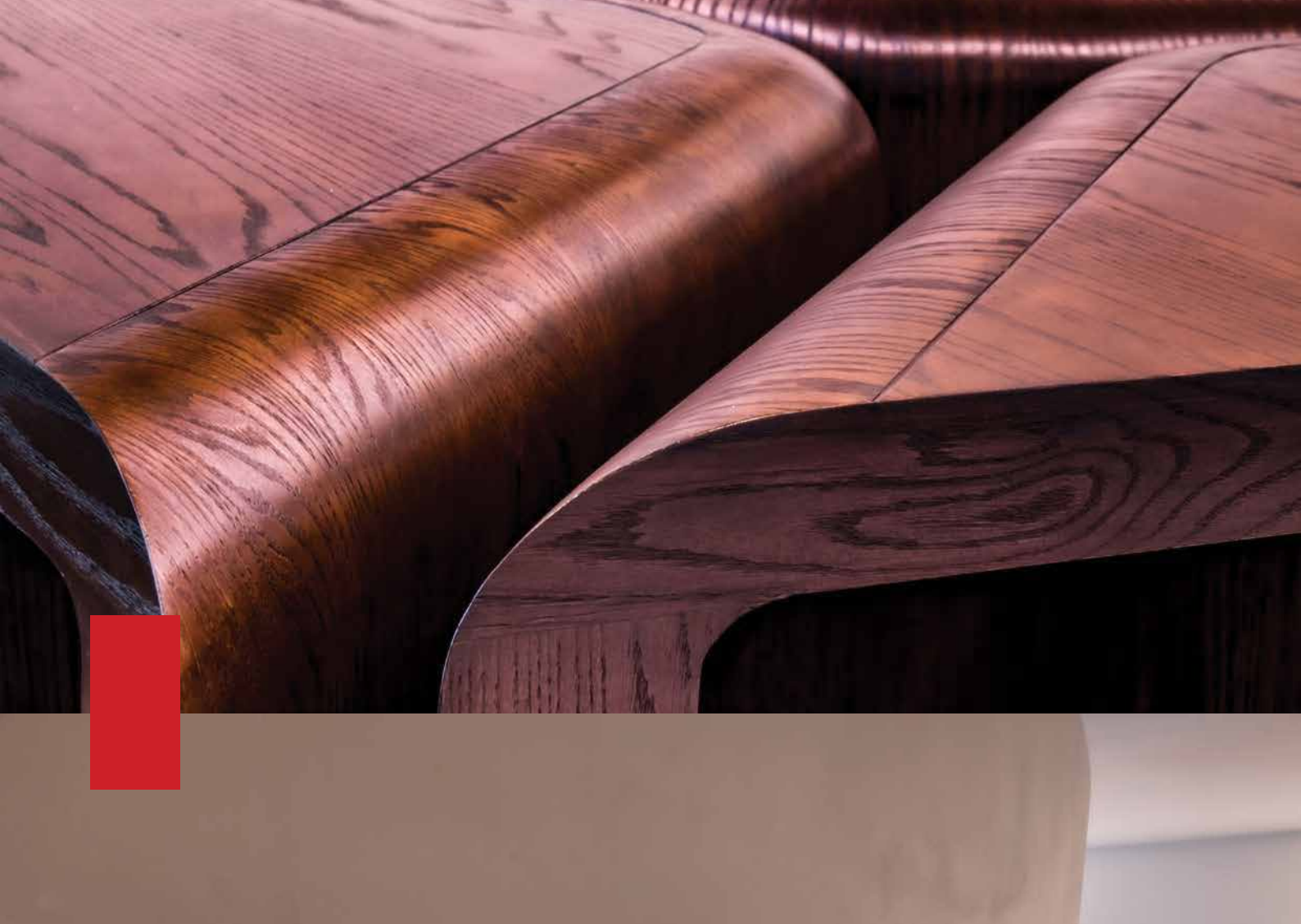
A' DESIGN AWARD
RUNNER UP

IN FURNITURE DESIGN CATEGORY

2021-2022



Projects.



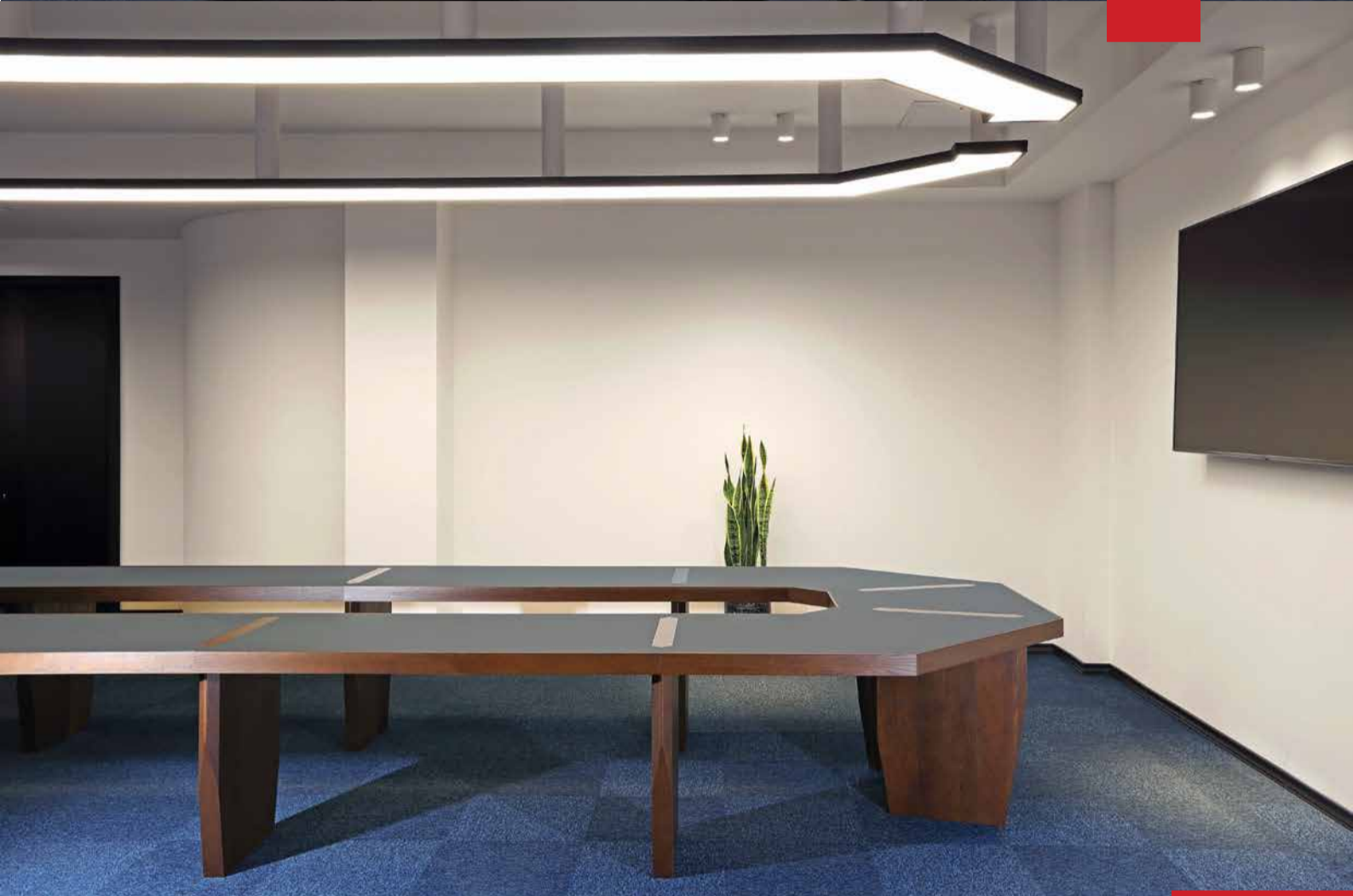
HAMILA FOODCOURT

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



OFFICE NO.03

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



MELAL

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



RONA

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



SEFID RESTAURANT

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



PHOENIX

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ





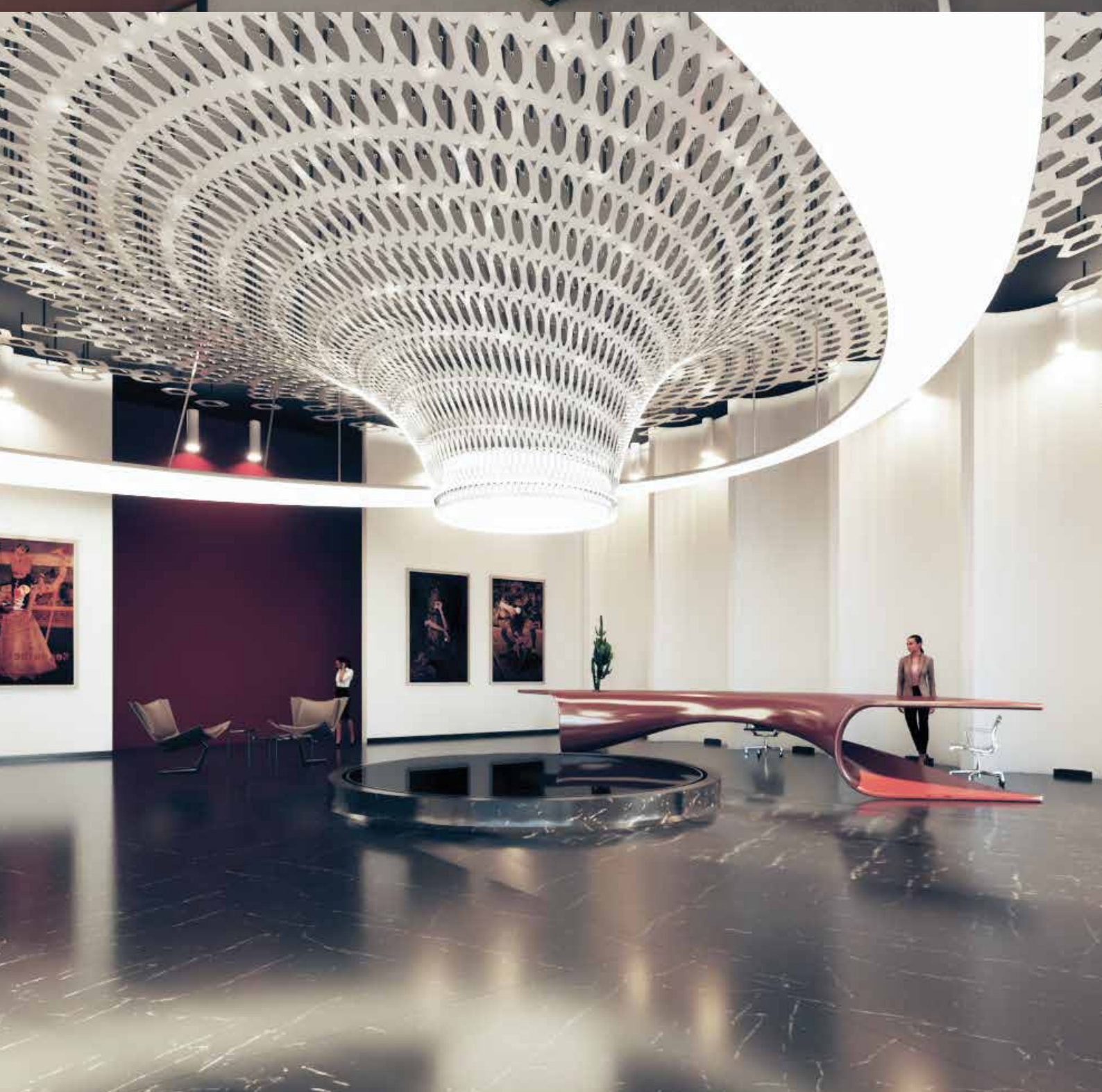
NIKO LAB

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



ARIN

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



MAHTAB BUILDING

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



Objects

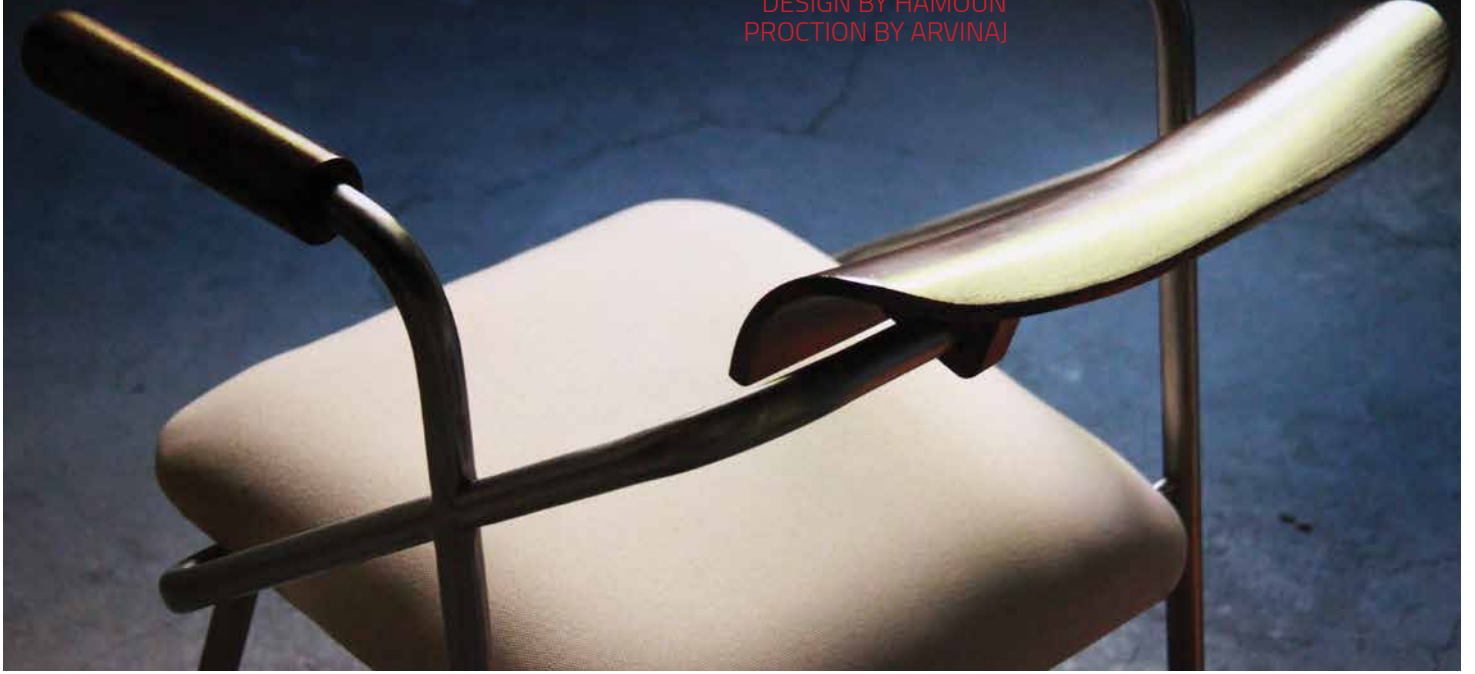
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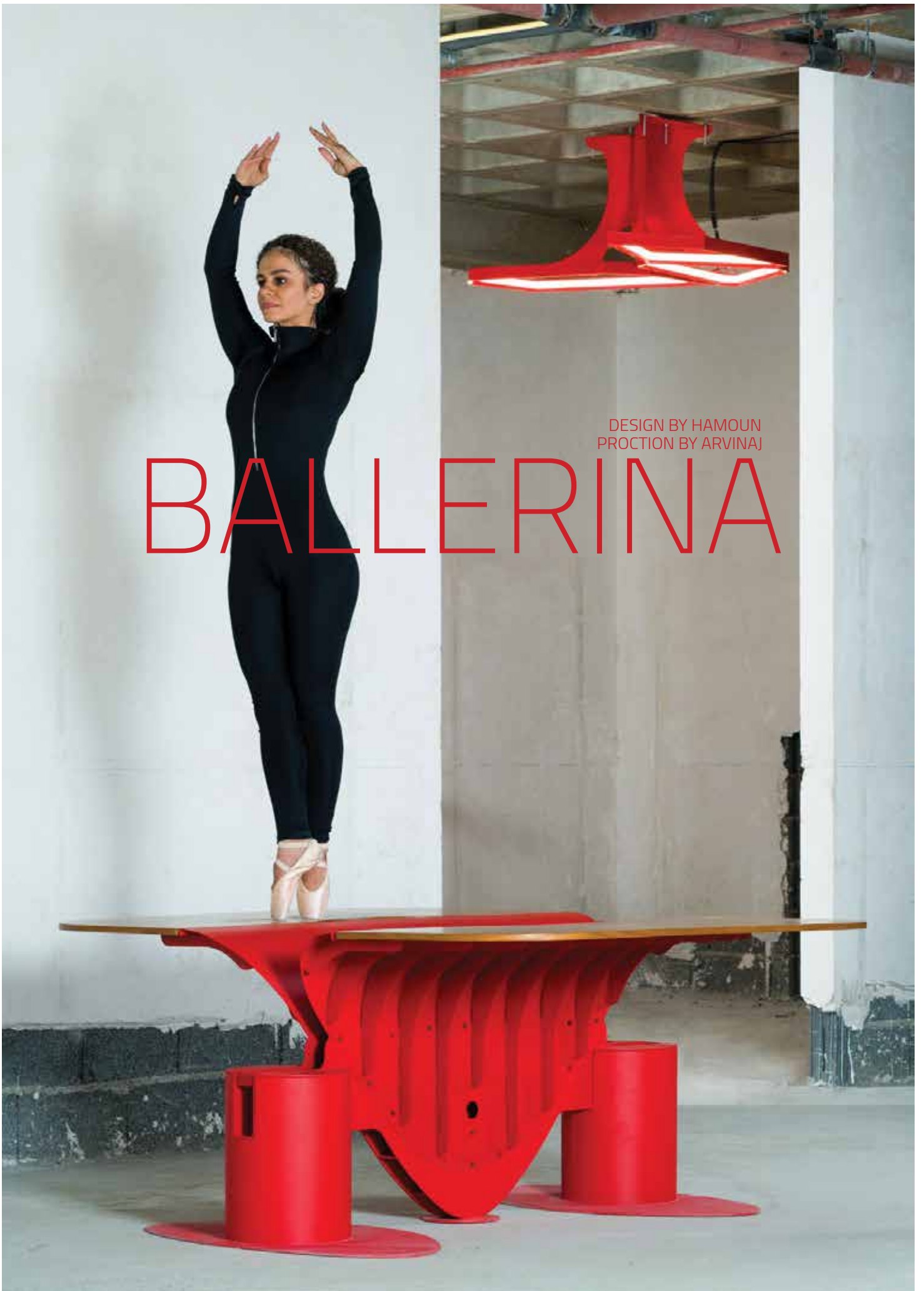
DESIGN BY HAMOUN
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AFRA

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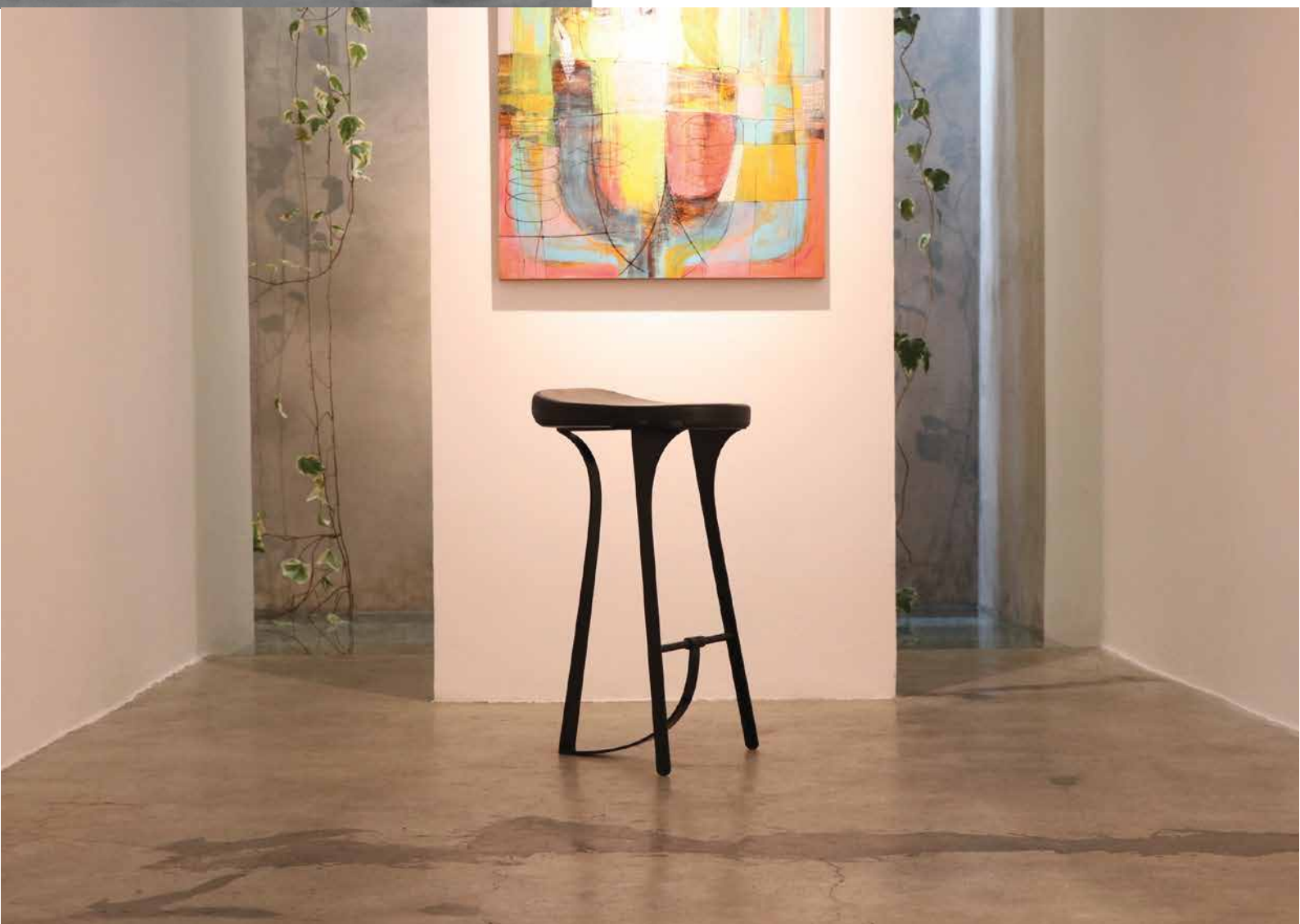
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BALLERINA



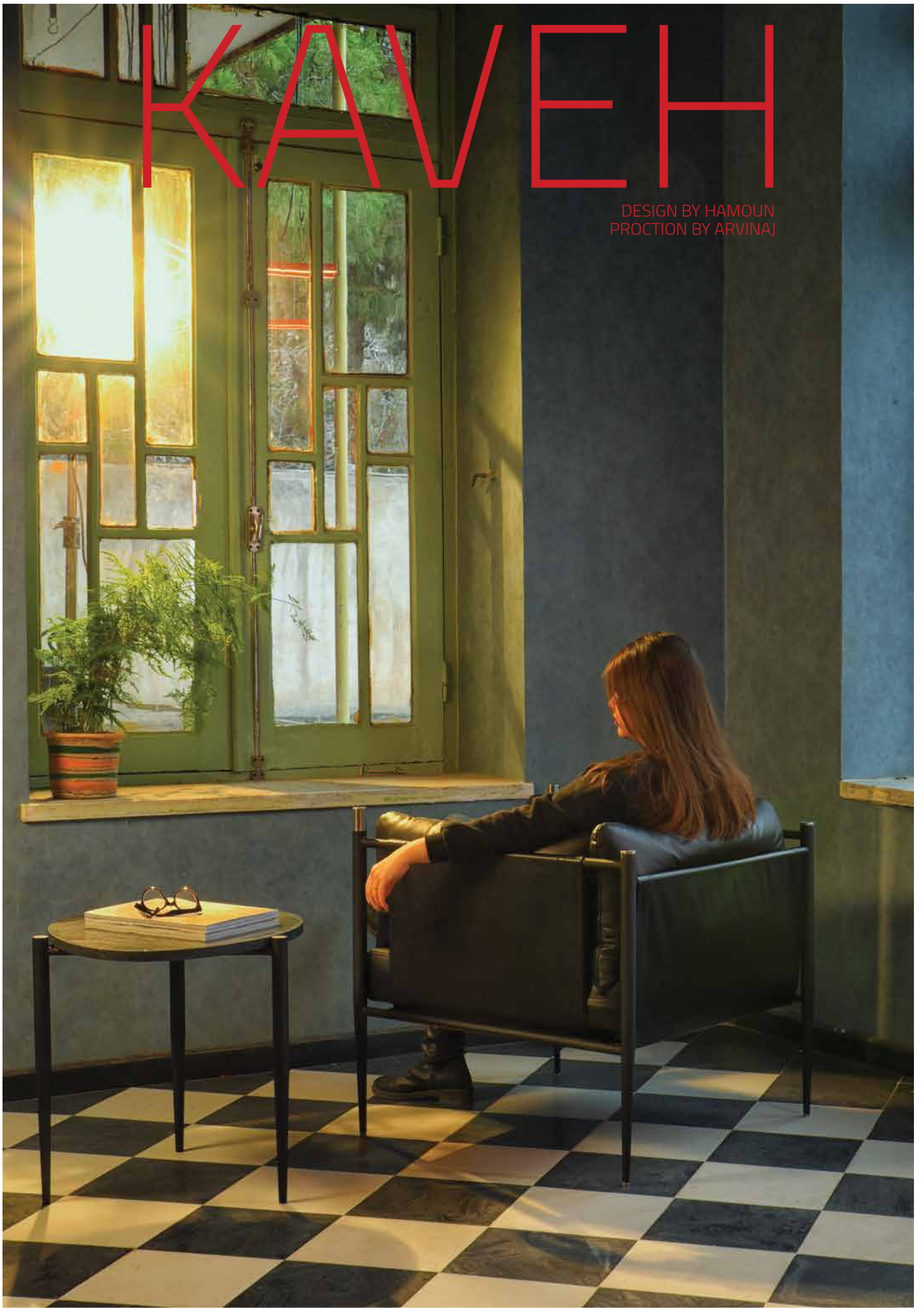
BORZIN

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



KAVEH

DESIGN BY HAMOUN
PROCTION BY ARVINAJ



SHAHROKH

DESIGN BY HAMOUN
PROCTION BY ARVINA



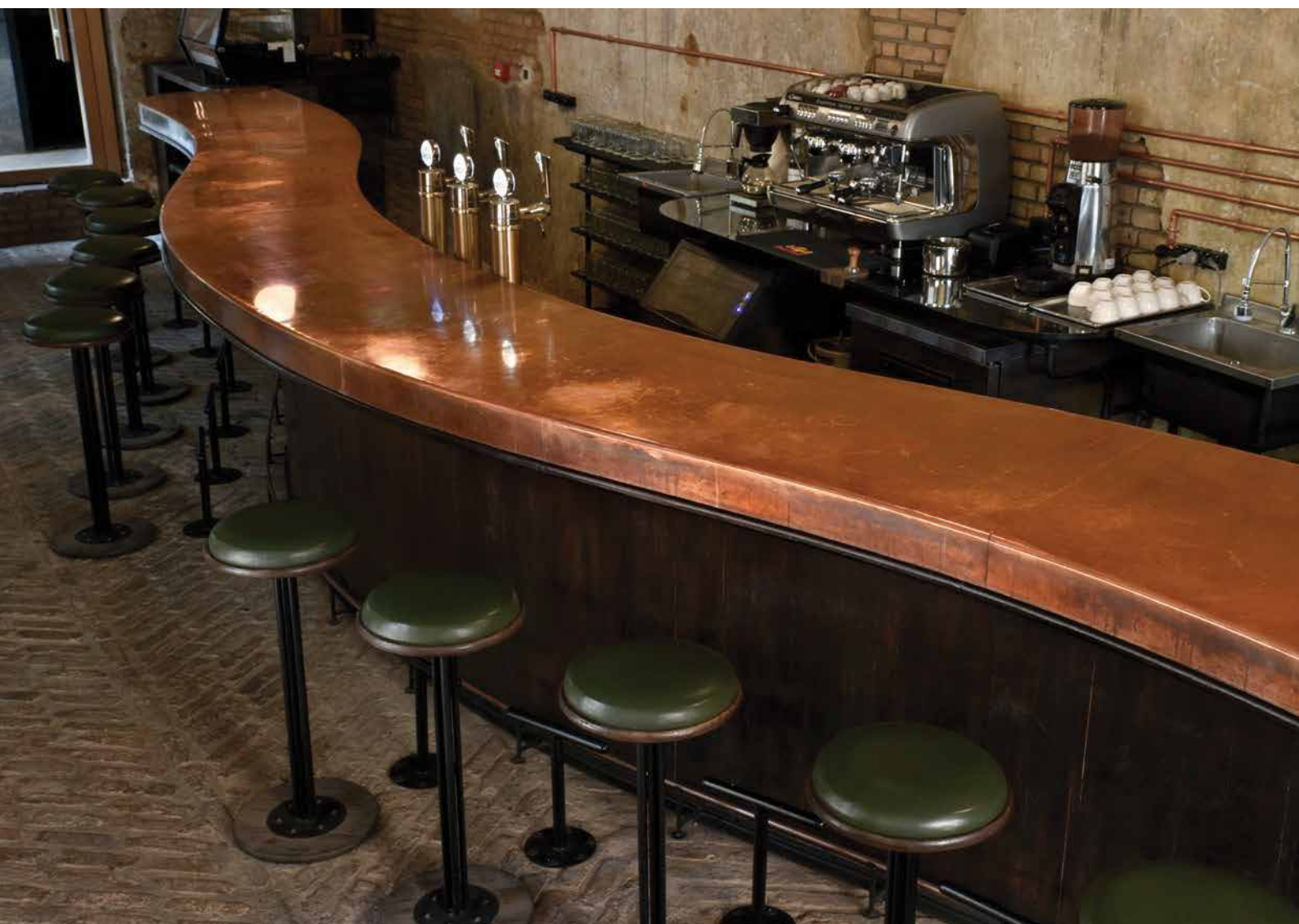
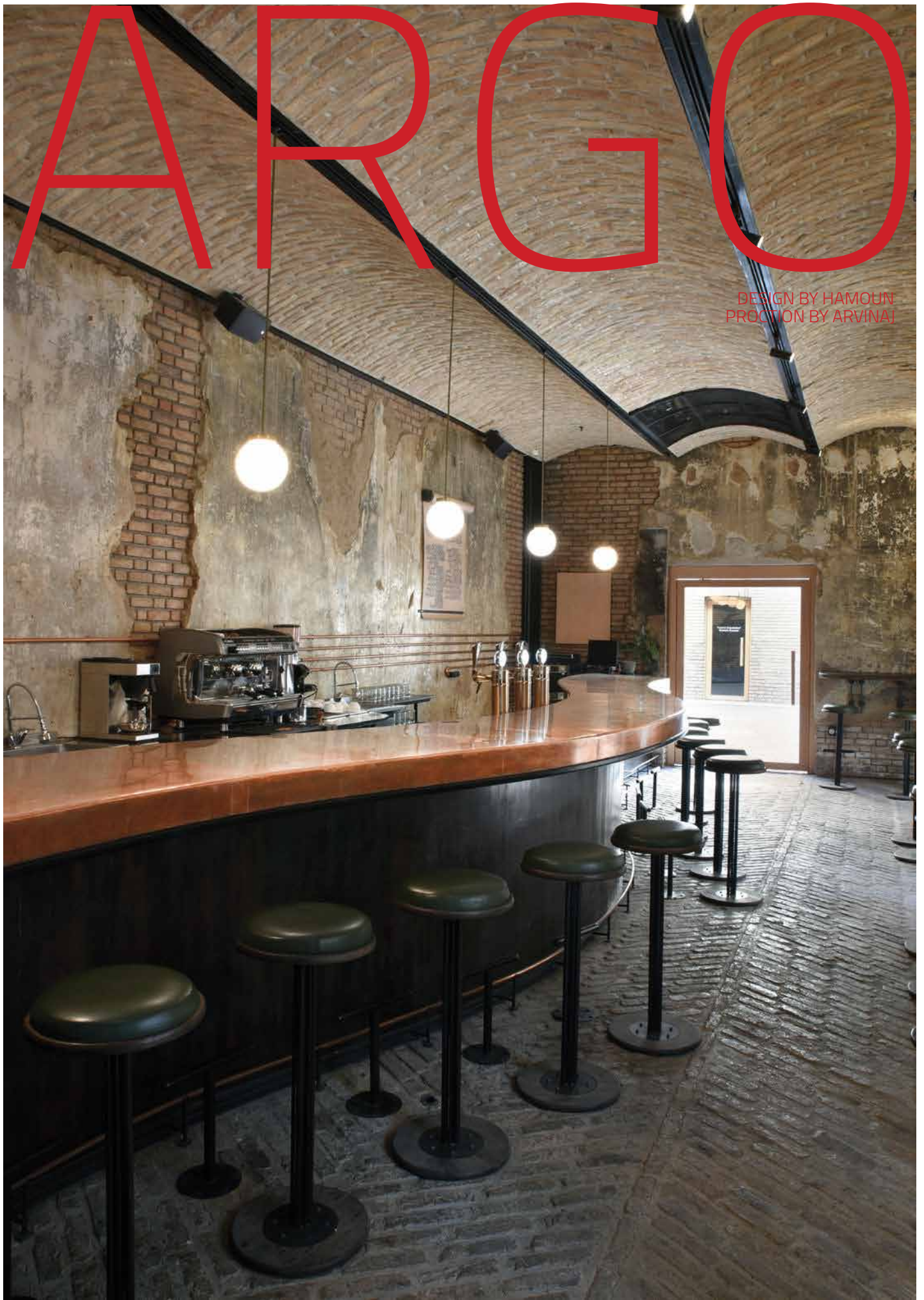
SOHRAB

DESIGN BY HAMOUN
PROCTION BY ARVINAJ



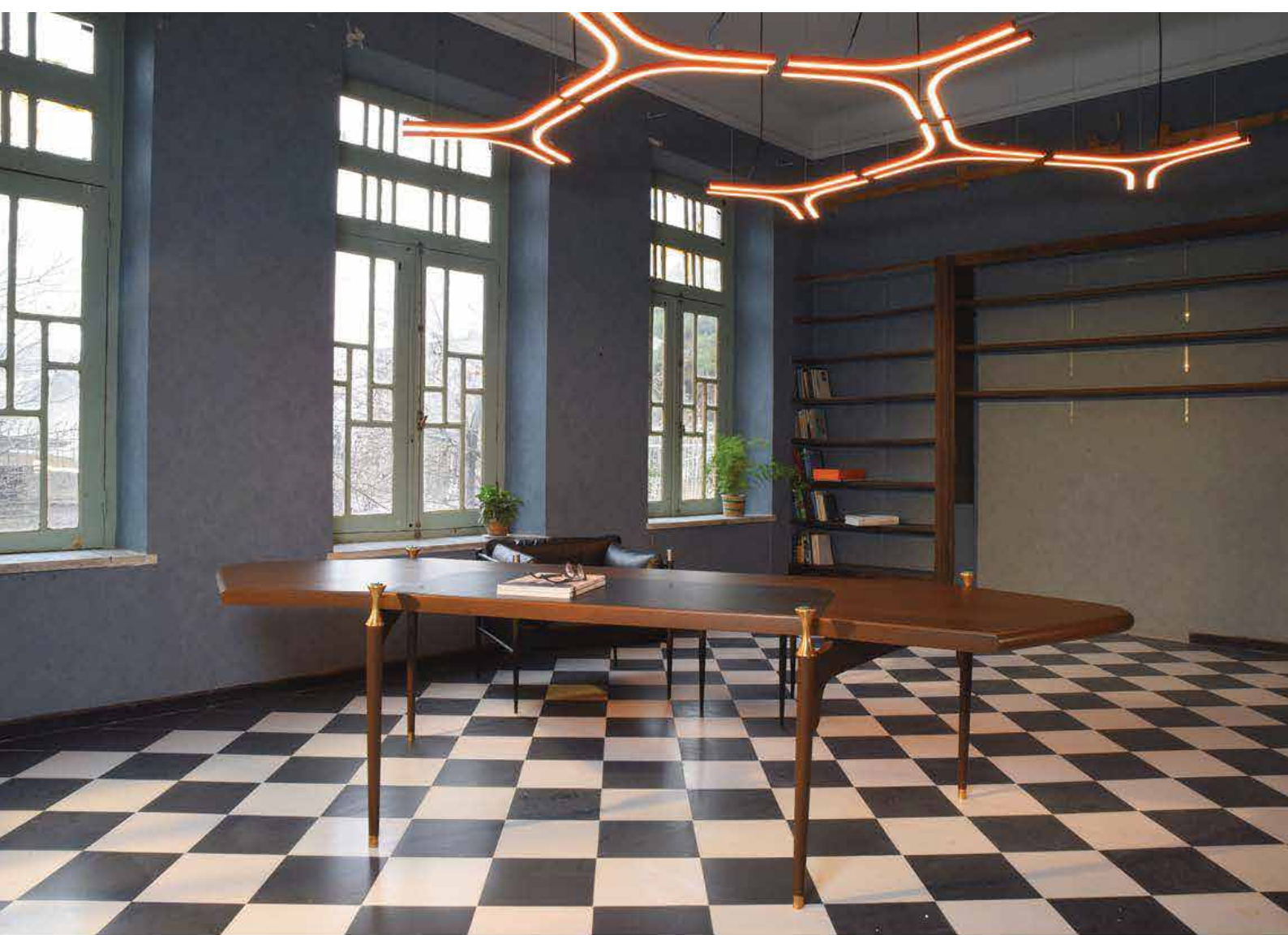
ARGGO

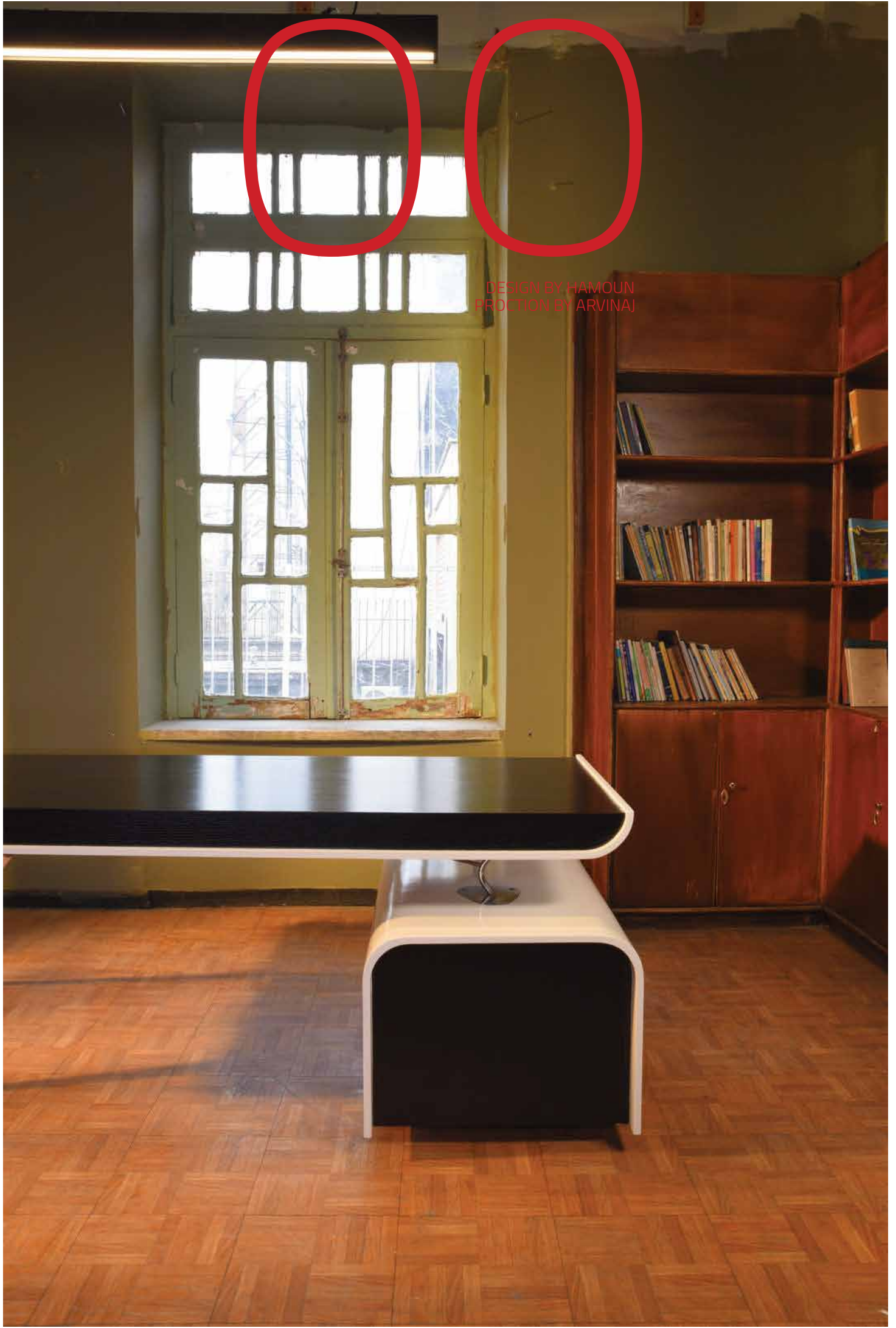
DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



QAJAR

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ







KIAN

DESIGN BY HAMOUN
PRODUCTION BY ARVINAJ



The background features four large, bold, red letters: 'A' in the top left, 'V' in the top right, 'A' in the bottom left, and 'V' in the bottom right. These letters are partially cut off by the edges of the page.

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