

FOR

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Pouyesh Group

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Taleghani Commercial and Office Building



Kar-Afarin Bank



Badab Soort AquaSerene Retreat

.Projects



Delta Residential Complex



Nikan Office Building



Farmanieh Tower Garden

.Projects



Sea Shell Residential Complex



Pardis Golbarg Residential Complex

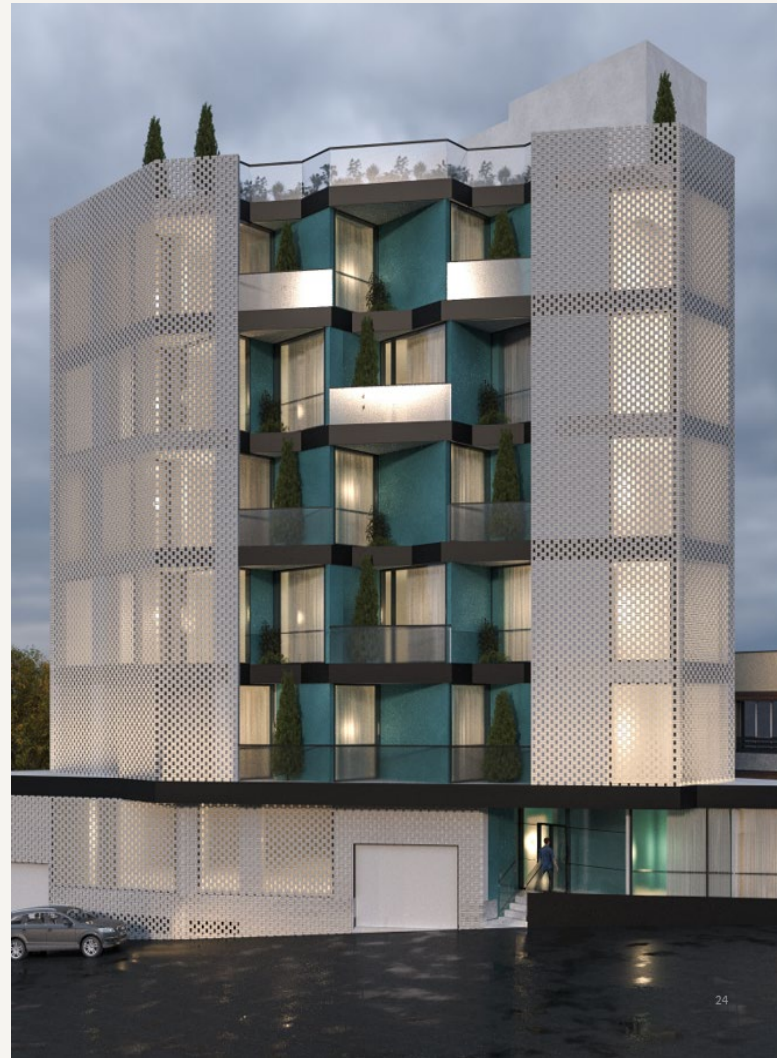


Him Royan Residential Building

.Projects



Irandokht Residential Building



Dezashib Residential Building



Arsa Residential Building

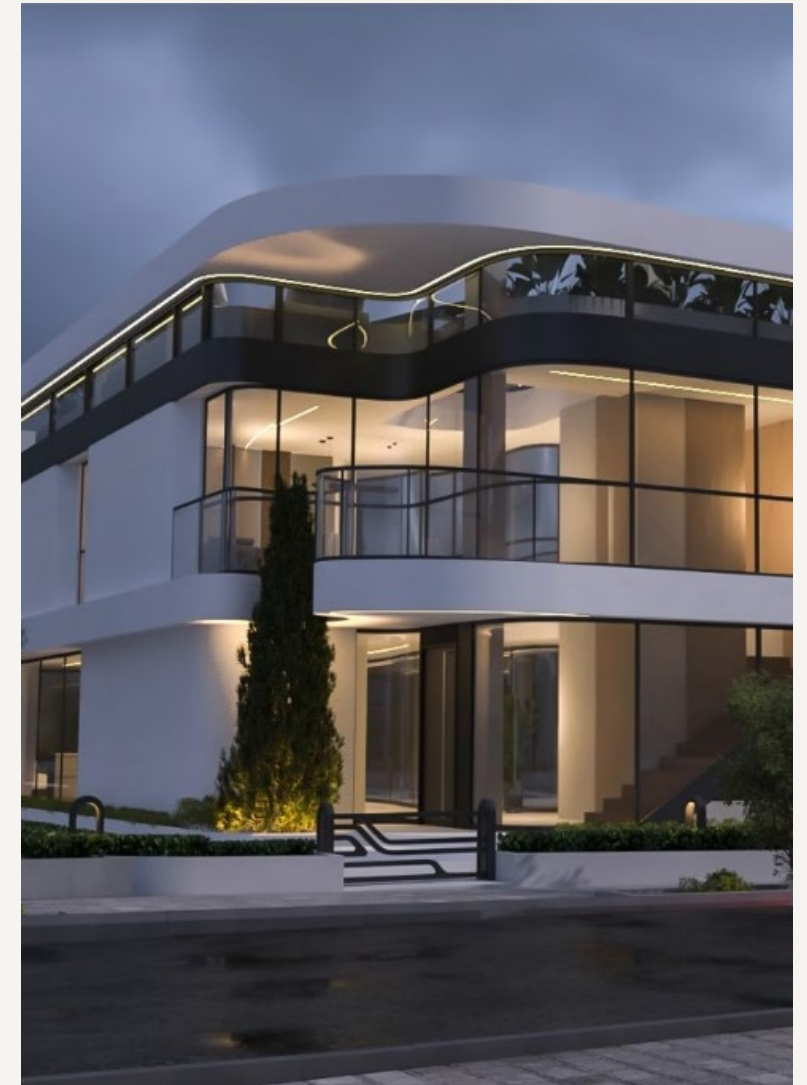
.Projects



Soumeh Sara Industrial Town



Lena Commercial Building



Ordibehsht Villa

. Taleghani Commercial and Office Building

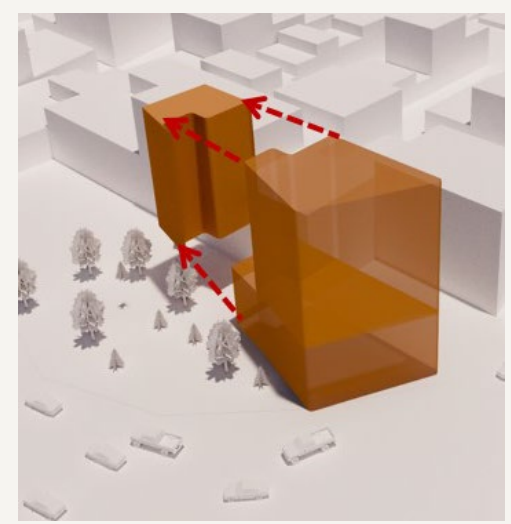
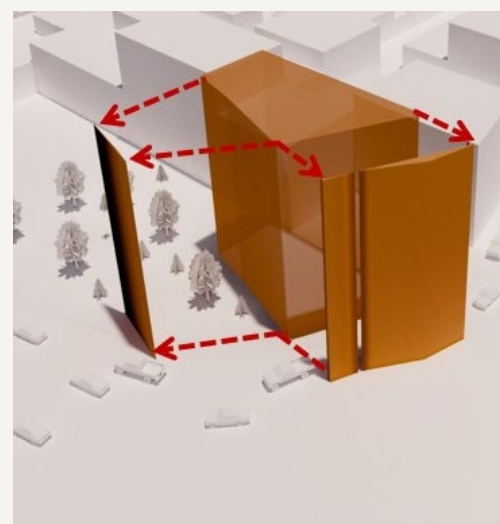
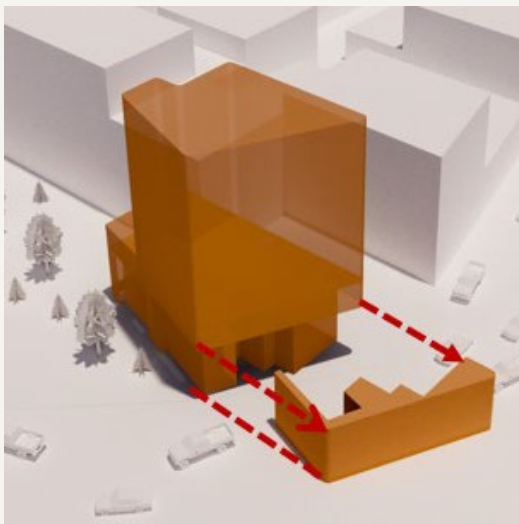
-Finalist of the design competition (tarh2tarh)

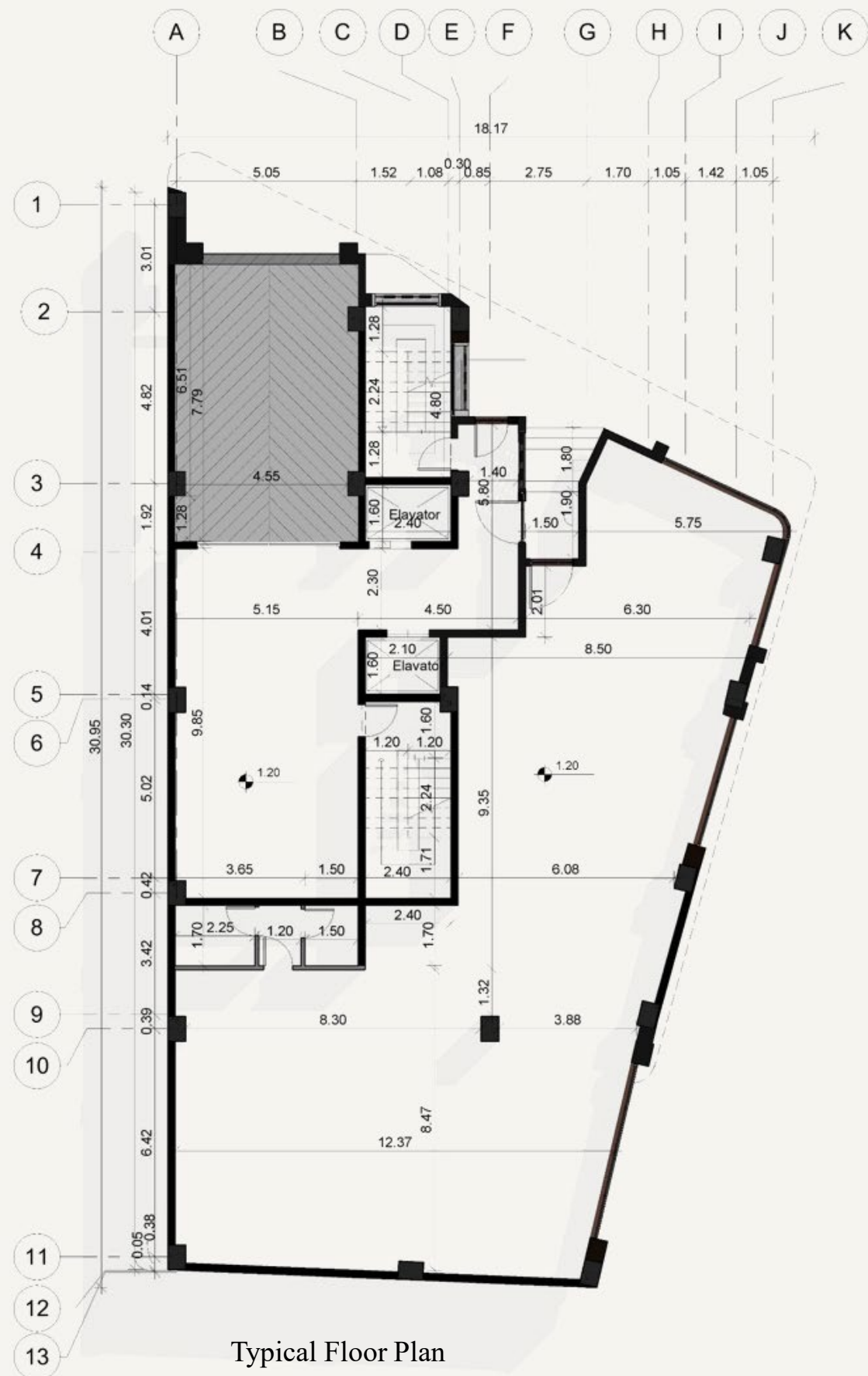
Taleghani Commercial-Administrative Project

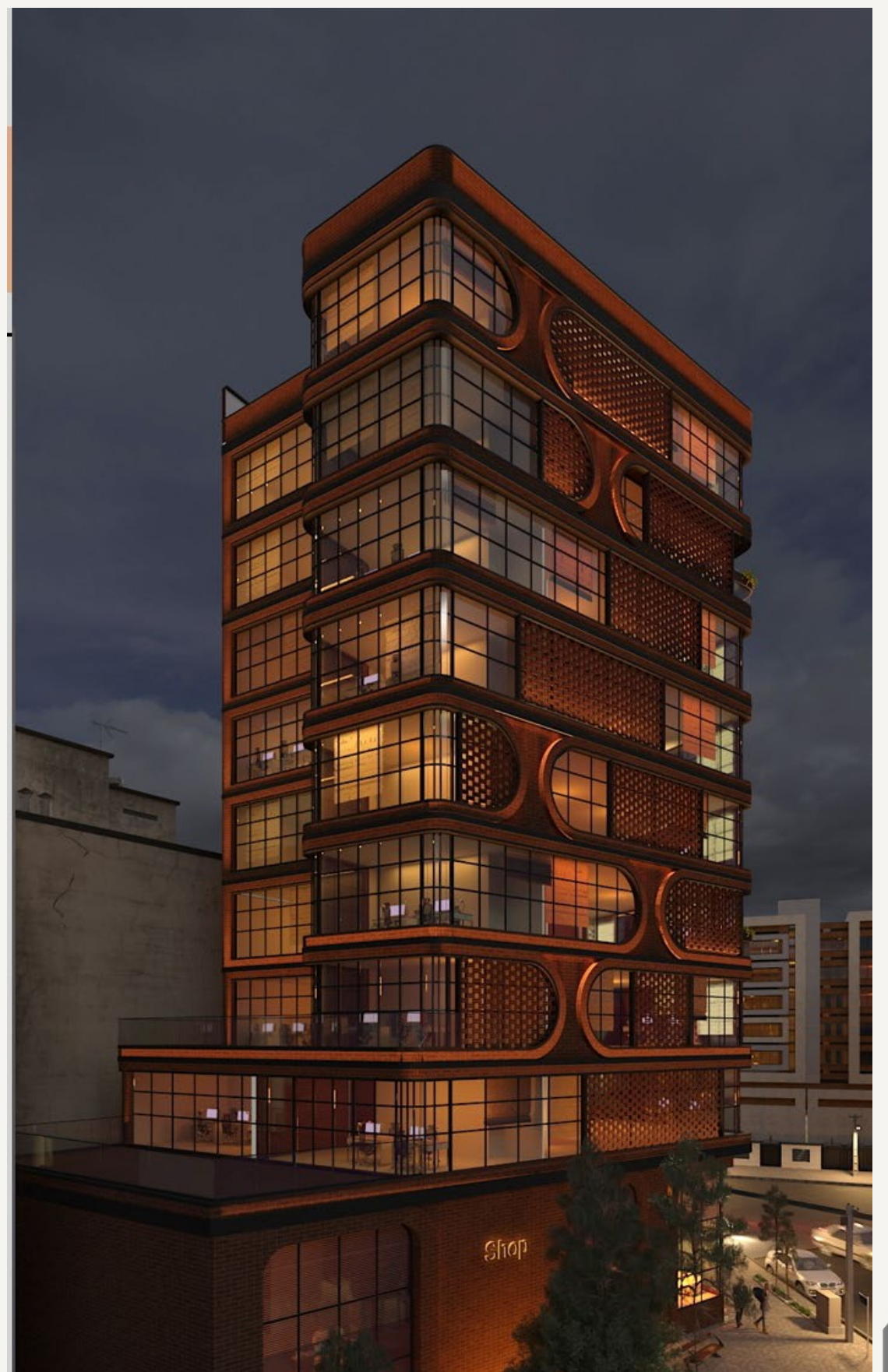
The Taleghani Project, a commercial and administrative complex with an area of 4,100 m', is located on Taleghani Street in Tehran. The project was commissioned by Mr. Sadeghi.

The floor plan and facade design were carried out with attention to the following considerations:

- Preserving the historical texture of the area
- Optimal utilization of available spaces
- Intelligent integration of traditional and modern elements
- Multi-functional development of commercial and administrative uses

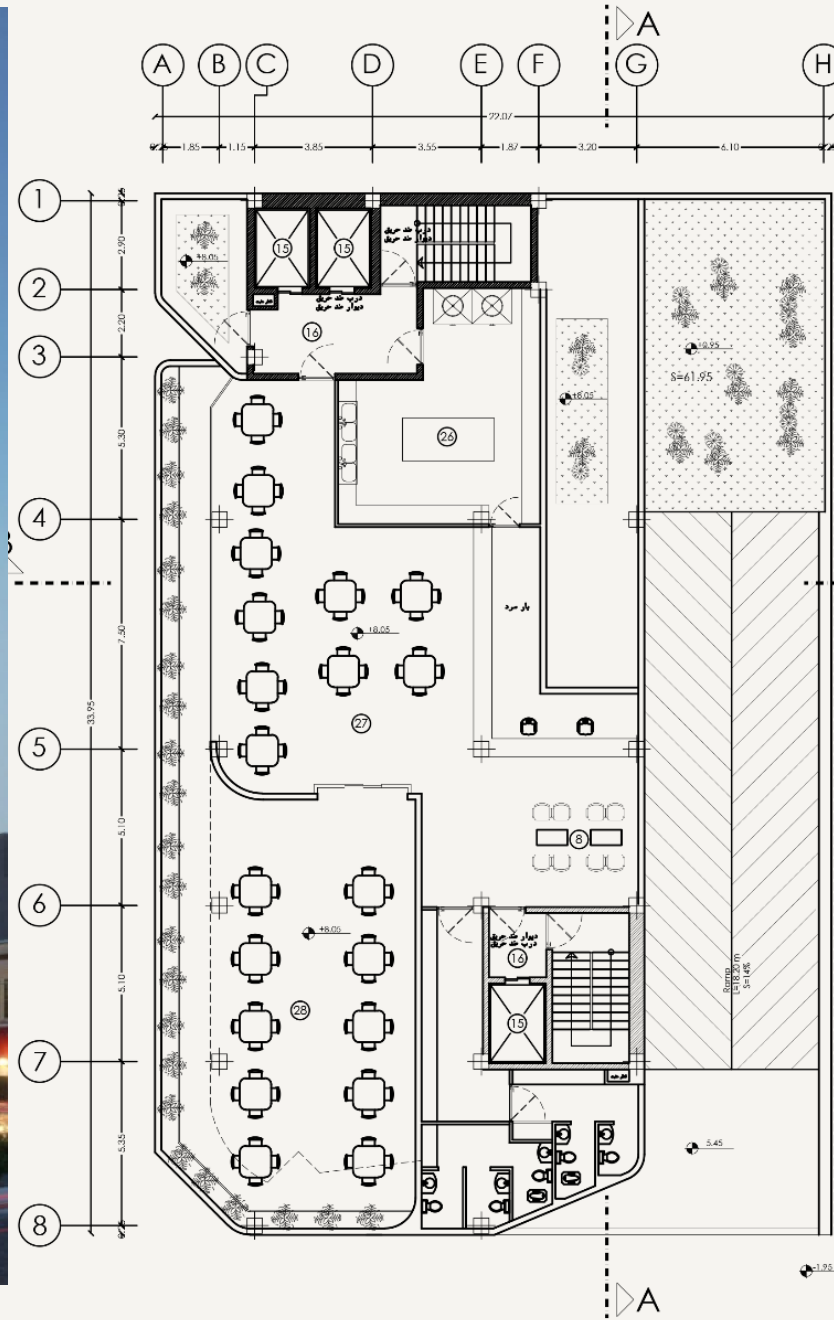




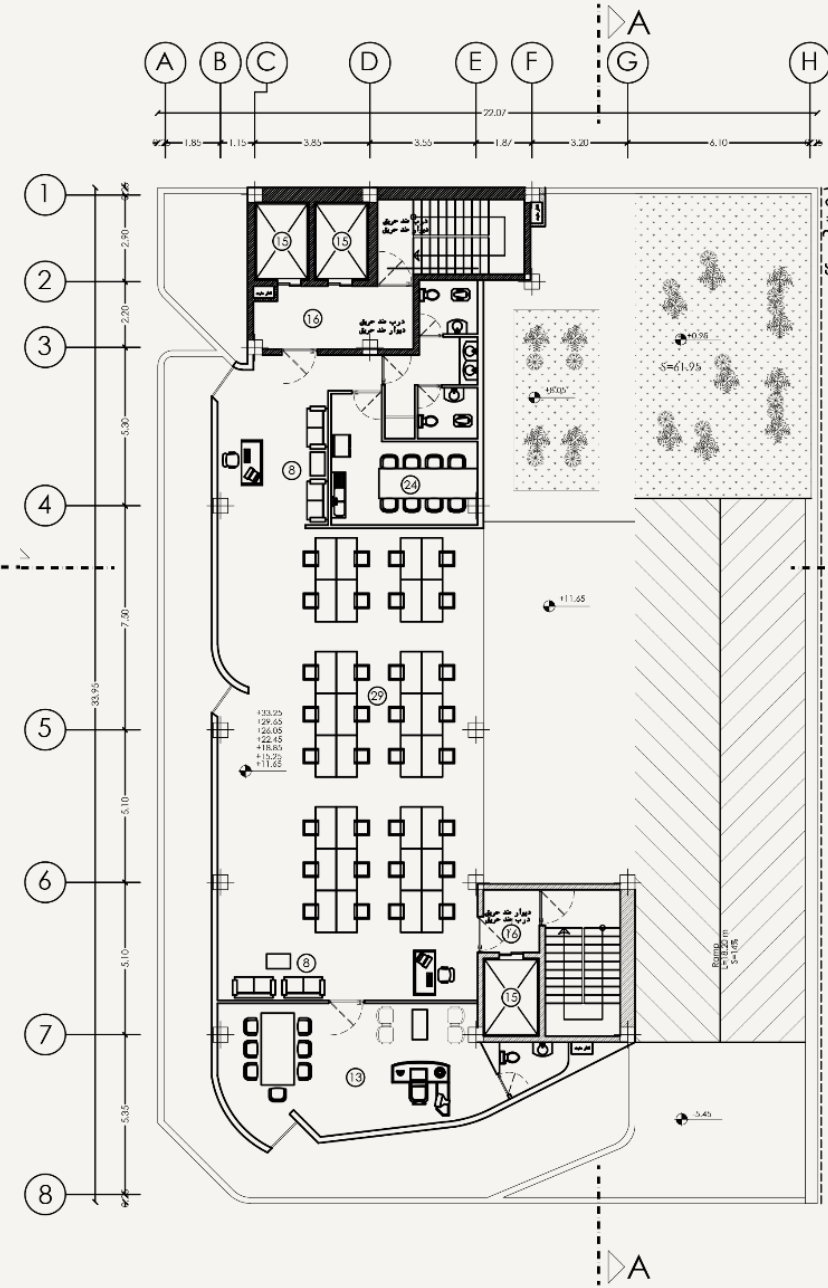


.Kar-Afarin Bank

-Ramin Branch



First Floor Plan



Typical Floor Plan



ZOUYESH
GROUP

. Badab Soort AquaSerene Retreat

-Publish in International Magazanie:

<https://amazingarchitecture.com/artificial-intelligence/badab-soort-aquaserene-retreat-a-sanctuary-of-tranquility>

Badab Soort Residence:

Project Location: Near Semnan Province, northern Iran, in the heart of the Alborz Mountains

Concept: Designed in the midst of the natural terraces of Badab-e Surt, known for their stunning orange, red, and golden colors alongside turquoise pools. The design emphasizes visual integration with the landscape, environmental sensitivity, and cultural significance of the site. The residence combines architectural innovation with traditional concepts of wellness and relaxation.



Badab Soort AquaSerene Retreat: A Sanctuary of Tranquility

Badab Soort Retreat is more than just a wellness destination—it is a sanctuary of tranquility and renewal, where architecture and nature meet in perfect harmony. The name itself reflects the essence of the experience: “Aqua” for the healing power of water, “Serene” for the sense of calm and mindfulness that permeates the retreat, and “Retreat” for the promise of escape, reflection, and rejuvenation. Together, the name embodies the core mission of the project: to create a space where visitors can immerse themselves in the therapeutic energy of one of the world’s most extraordinary natural landscapes.



Location: The Natural Wonder of Semnan Province

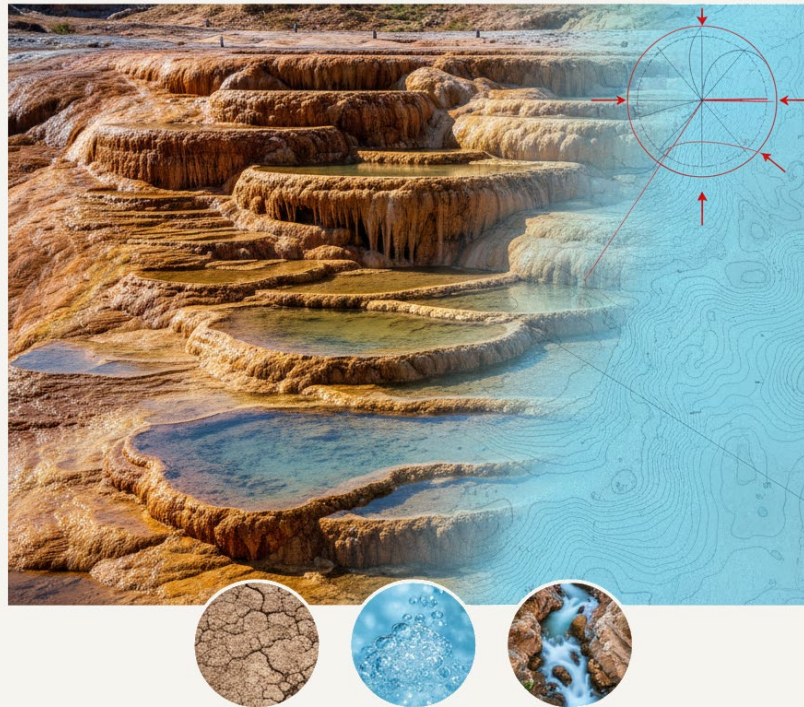
The retreat is located near Semnan Province in northern Iran, in the heart of the Alborz mountain range, at a site renowned for its breathtaking natural phenomenon: the Badab Soort terraces. The terraces glow in shades of orange, red, and gold, contrasting with the striking turquoise pools that reflect the shifting light of the sky. Badab Soort is more than a visual spectacle; it carries deep cultural and natural significance.

Architectural Concept: Where Nature Shapes Design

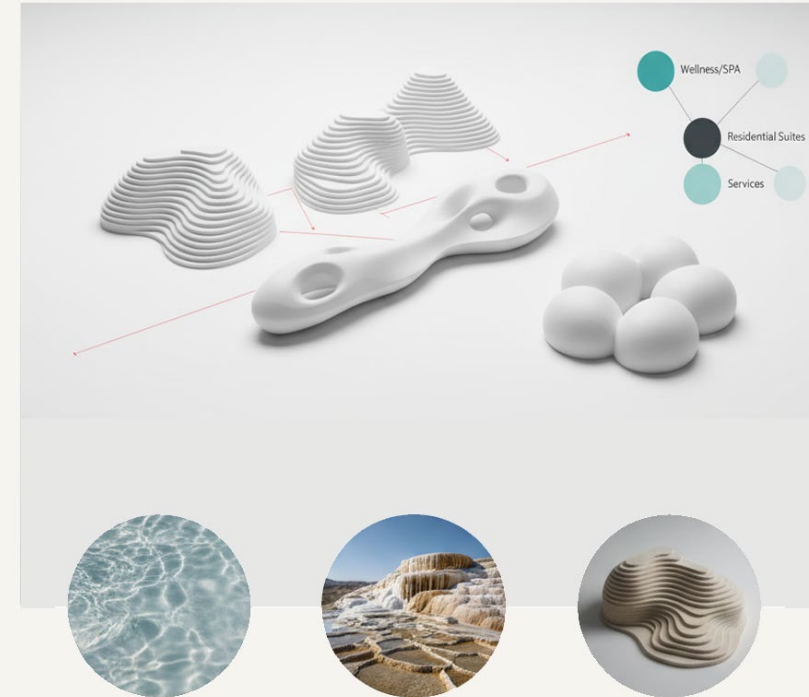
The design philosophy of Badab Soort AquaSerene Retreat is grounded in the belief that architecture should not compete with nature, but rather **emerge organically from it**. Inspired by the flowing geometry of the terraces, the retreat adopts a **biomimetic approach**, translating the language of water and stone into fluid architectural forms. The result is a complex that does not sit upon the land as an imposition, but rather grows out of it, echoing the curves and rhythms of the mineral pools.



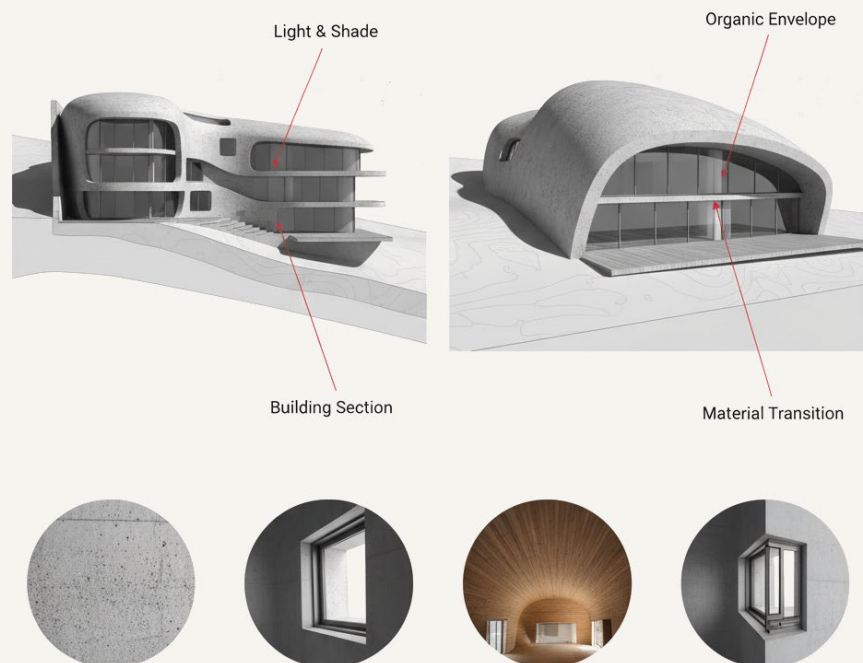
STAGE 1: SITE ABSORPTION



STAGE 2: INITIAL CONCEPTS



STAGE 3: MASSING REFINEMENT & SHELL DEVELOPMENT



STAGE 4: FINAL INTEGRATION - ARCHITECTURE ARCHITECTURE & WATER



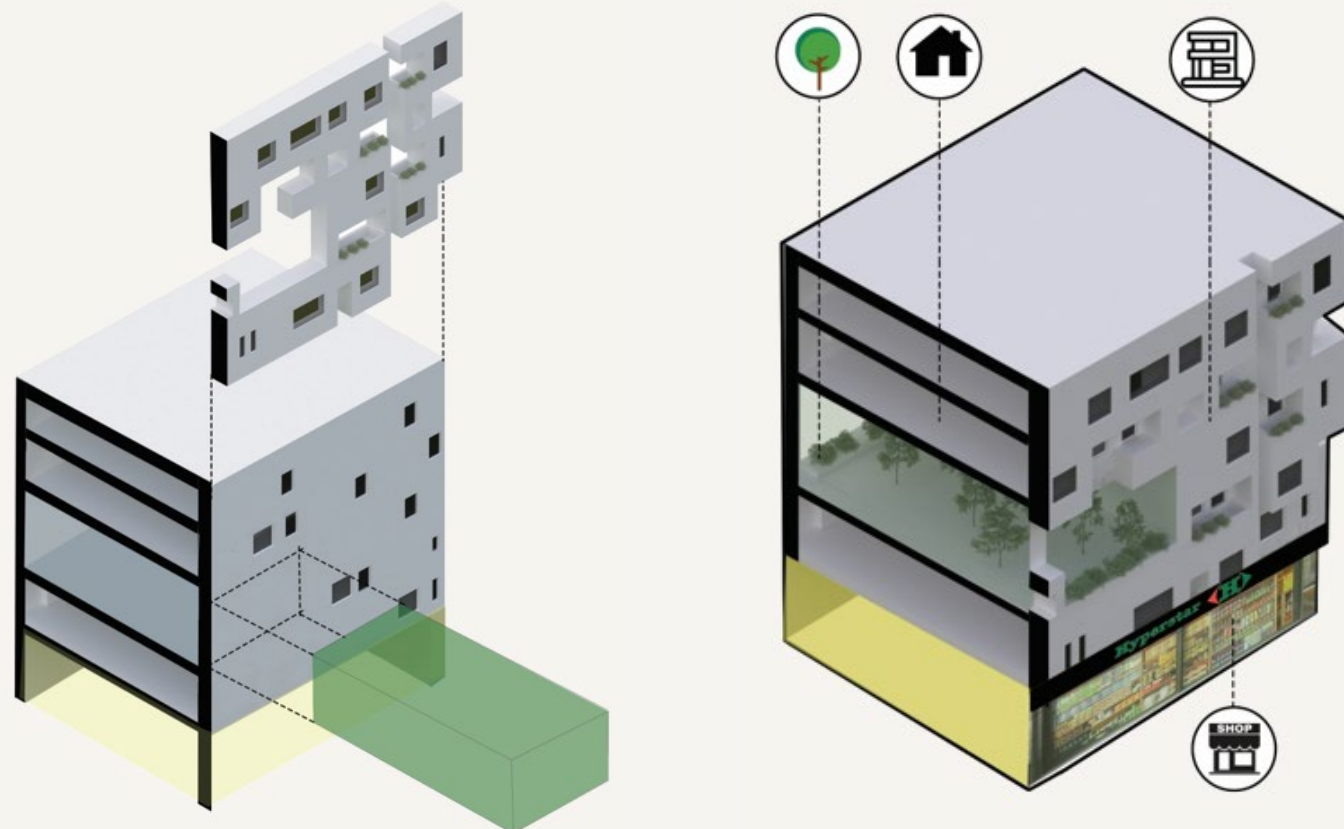
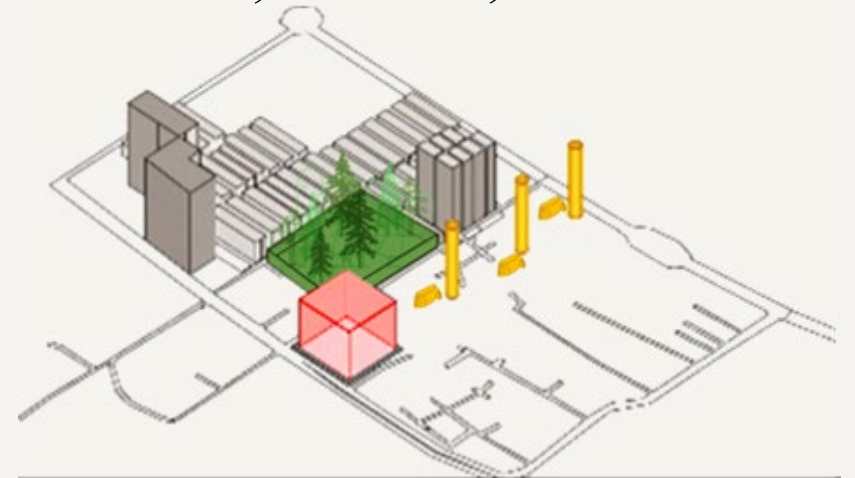


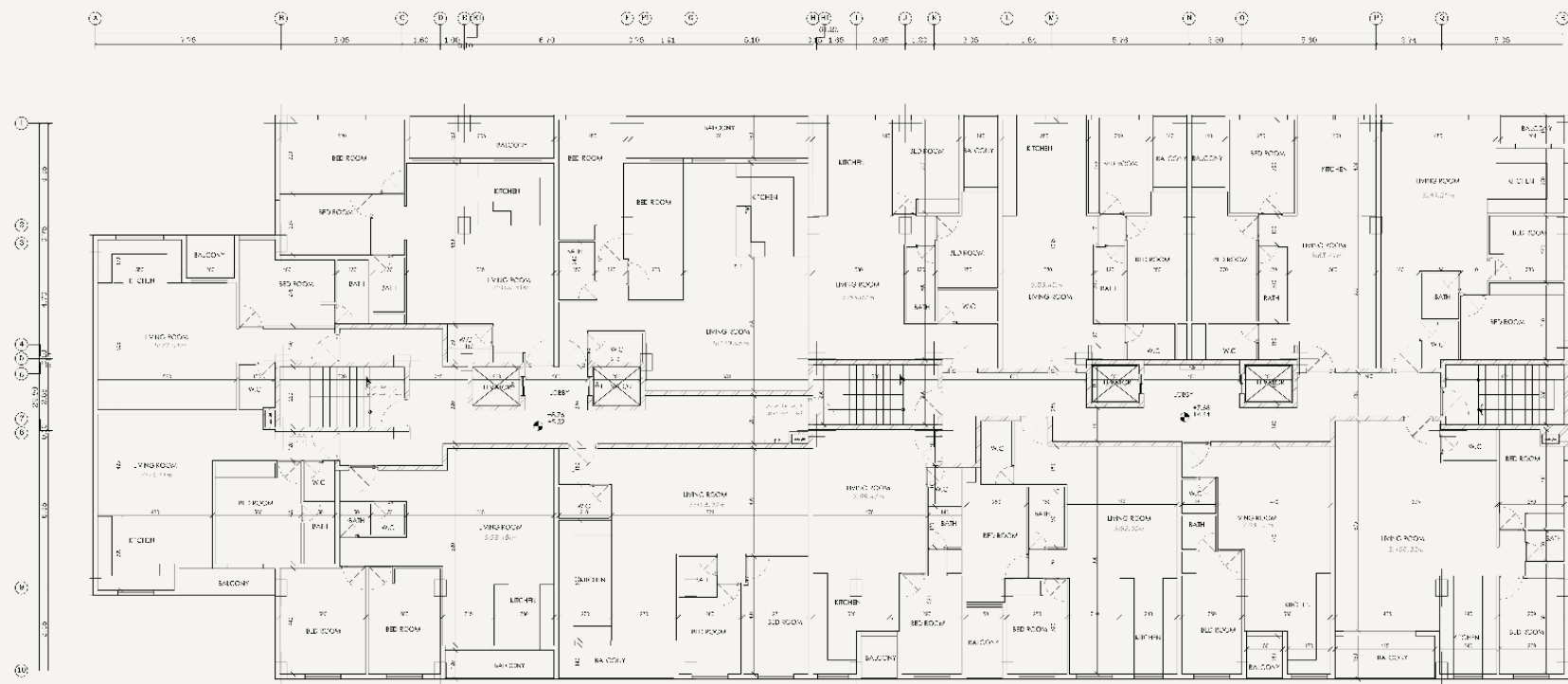
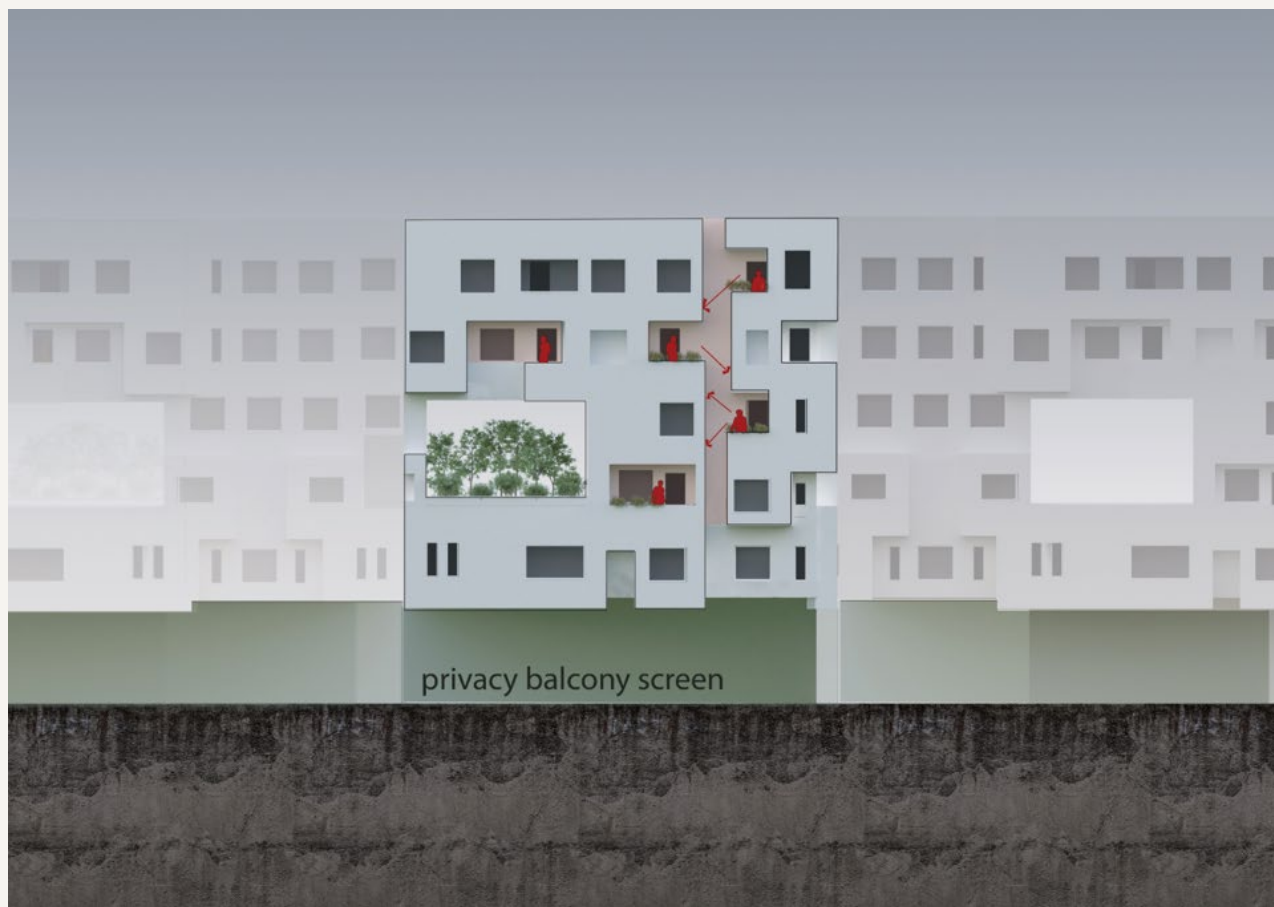
. Delta Residential Complex



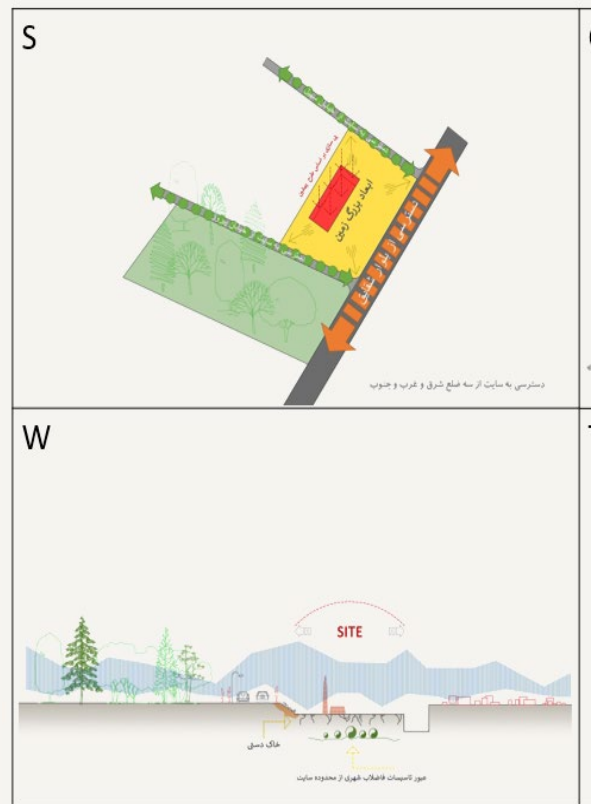
Delta Project

The Delta Project is located in District 19 of Tehran, on a site of approximately 30,000 m', with a total built-up area of 124,200 m'. The client for this project is Atisaz Company, in partnership with the Tehran Municipality Renovation Organization, with the aim of revitalizing the northern section of Shaghayegh Boulevard. The project was designed in three disciplines: architecture, structure, and MEP.





1,2 Floor Plan



.Nikan Office Building

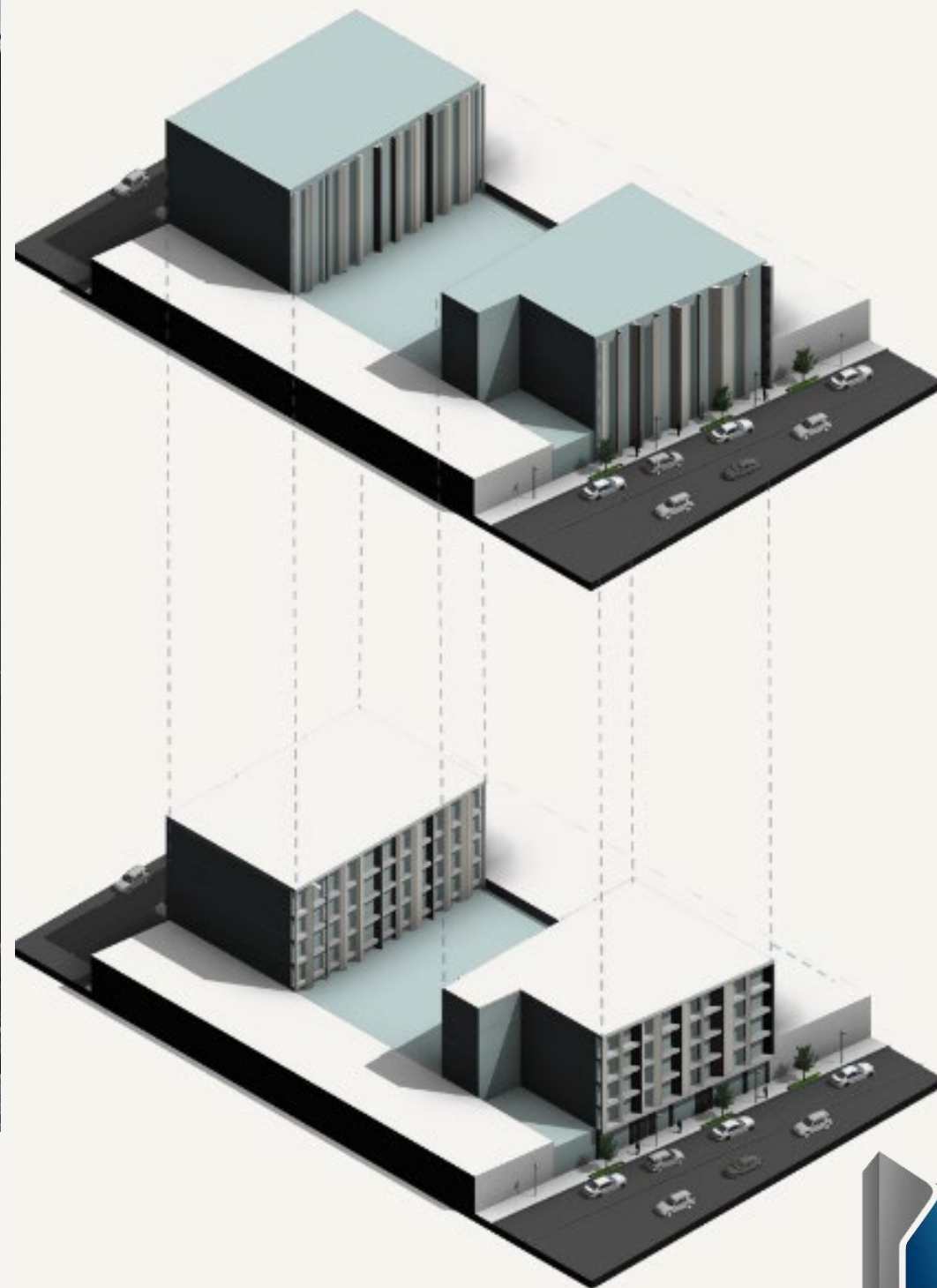
-second place in design competition (tarh2tarh)

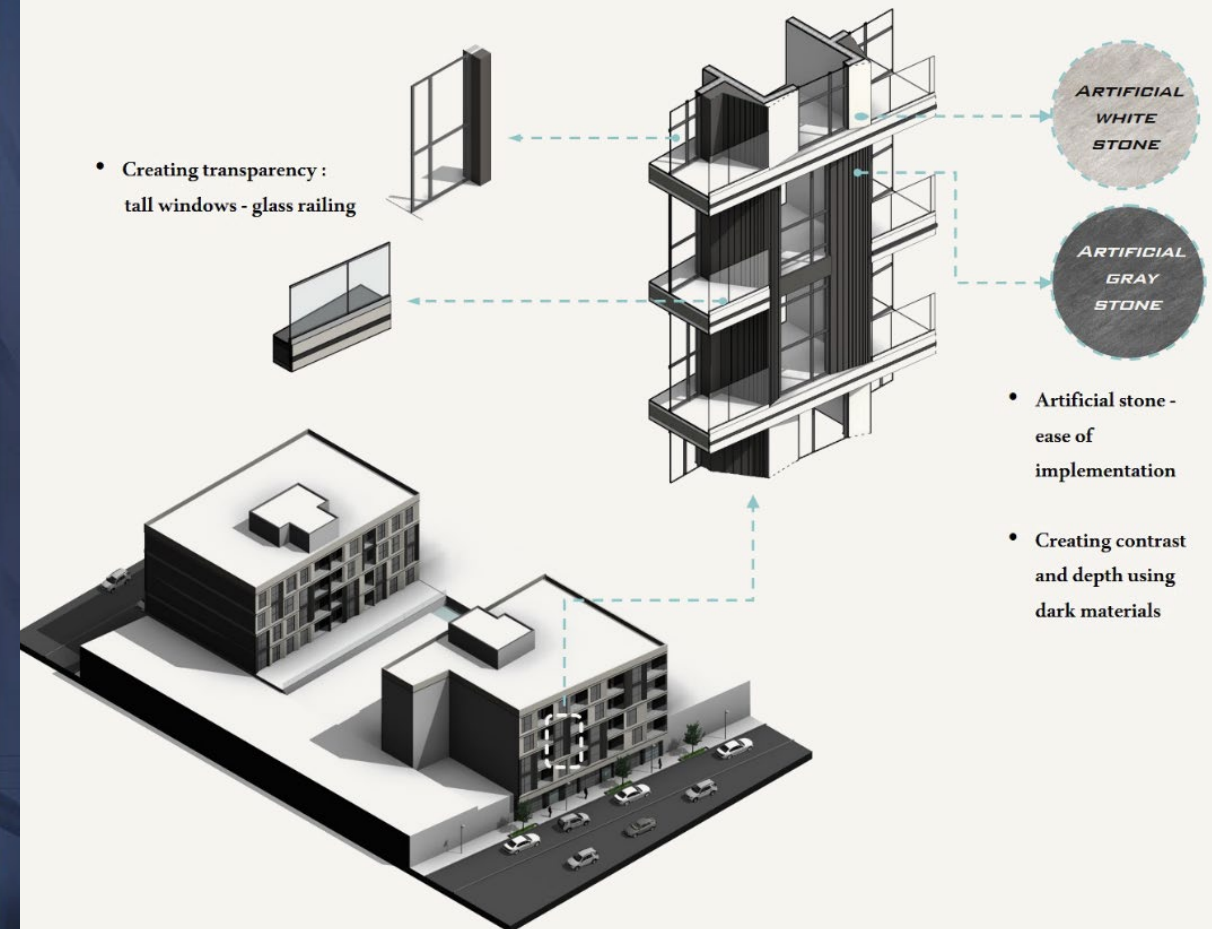


.Typology: Residential

.Area: 11375 m2

. Total Floors: 8





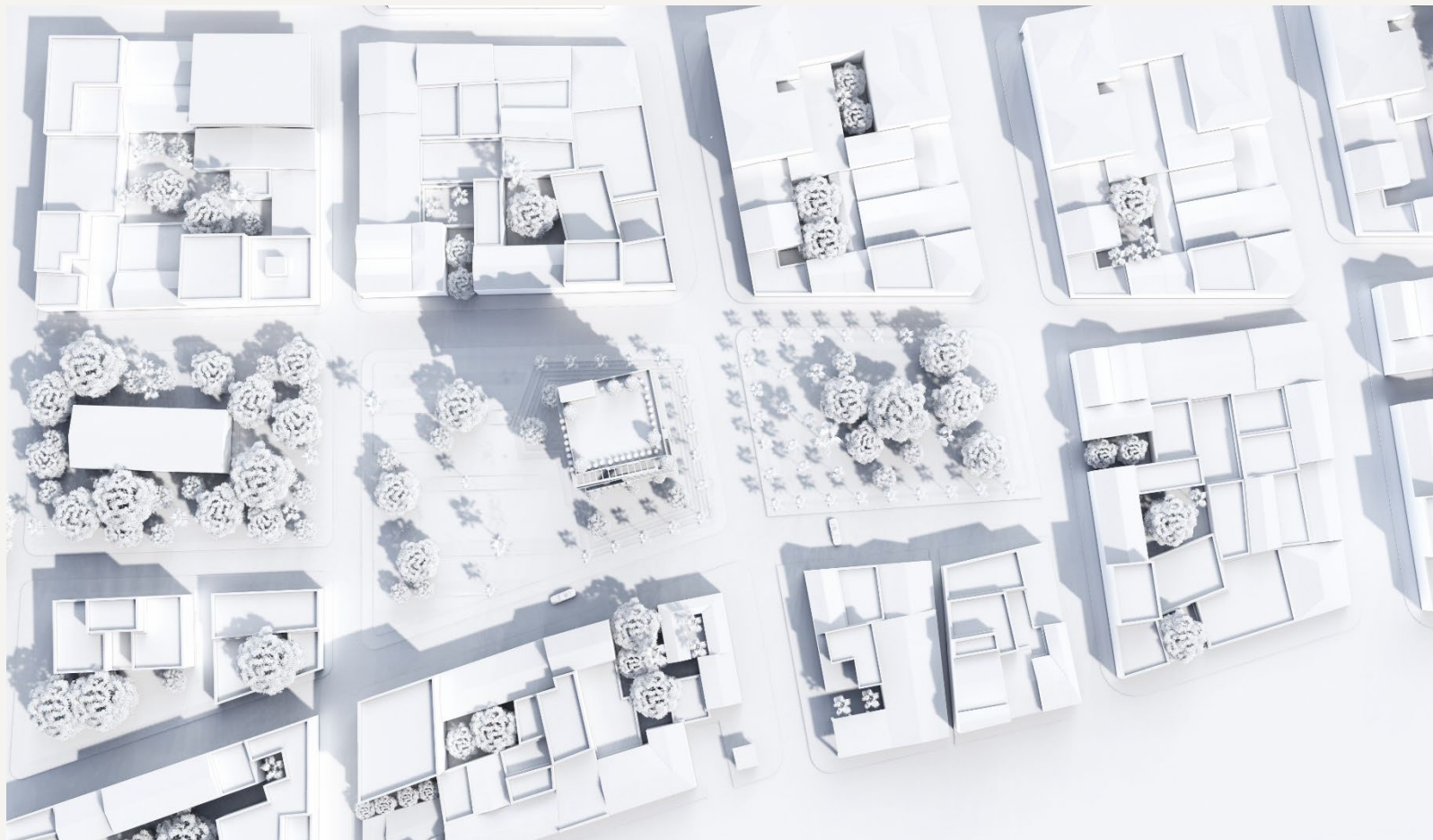
. Farmanieh Tower Garden



Farmanieh Tower Garden

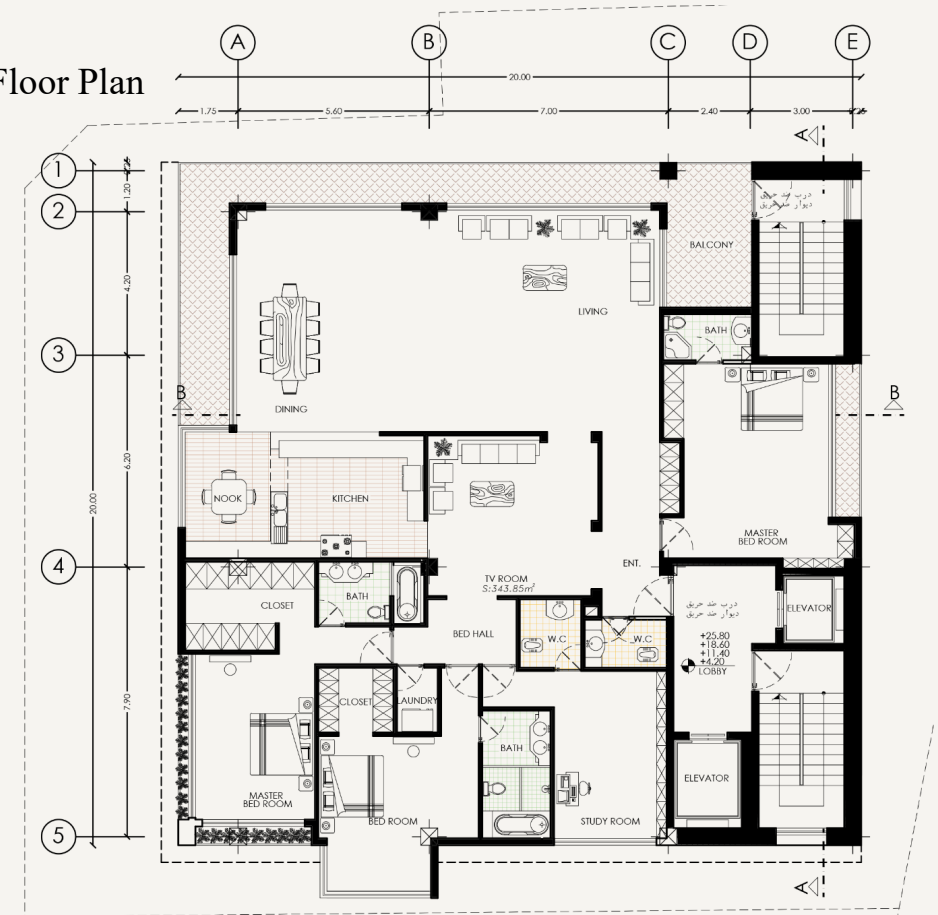
The area of this project is 10,000 square meters. It is designed as a single unit, each unit is 350 square meters.

All the trees in the yard have been preserved due to the design. It has 4 negative floors. It has duplex units, one in the middle of the tower and one on the last floor that has a private roof garden. The balconies are without any view and there is a lot of green space.

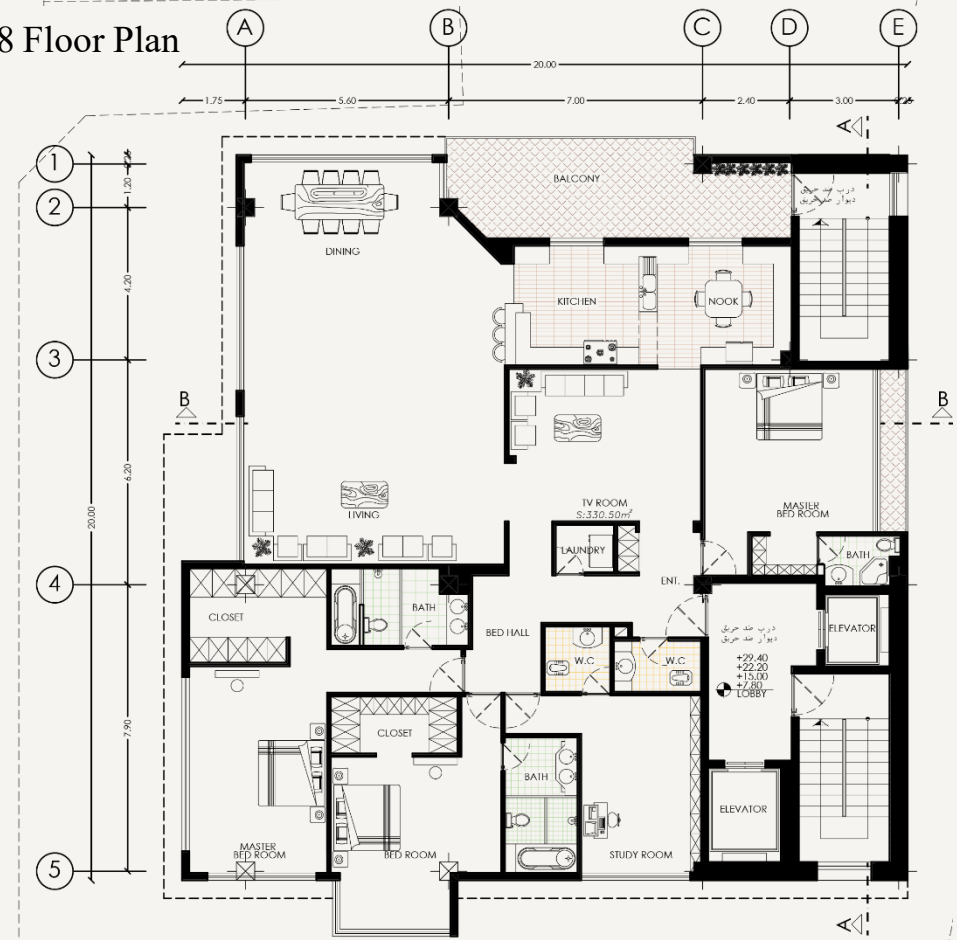




1/3/5/7 Floor Plan

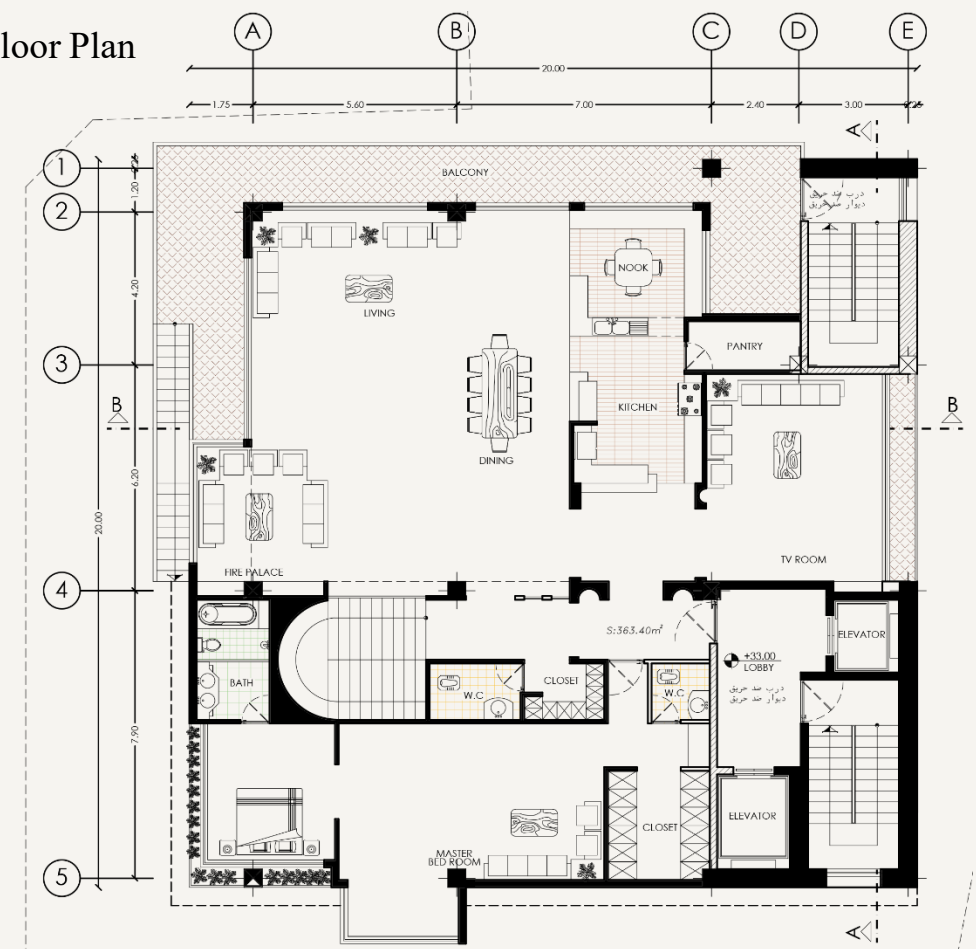


2/4/6/8 Floor Plan

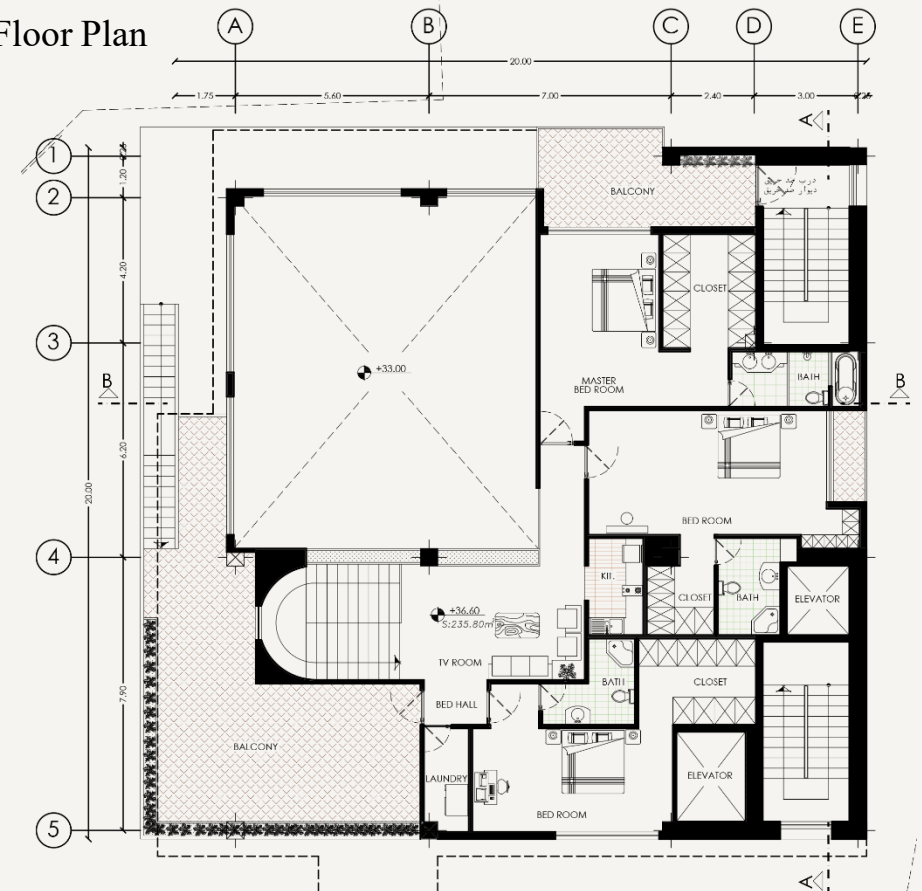




9th Floor Plan



Halrf 9th Floor Plan

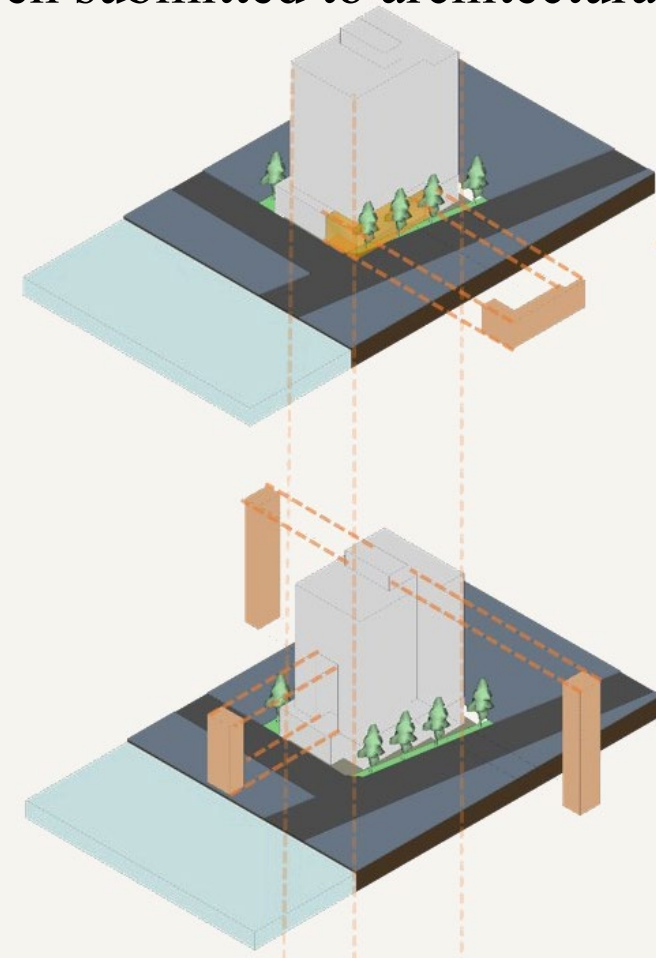


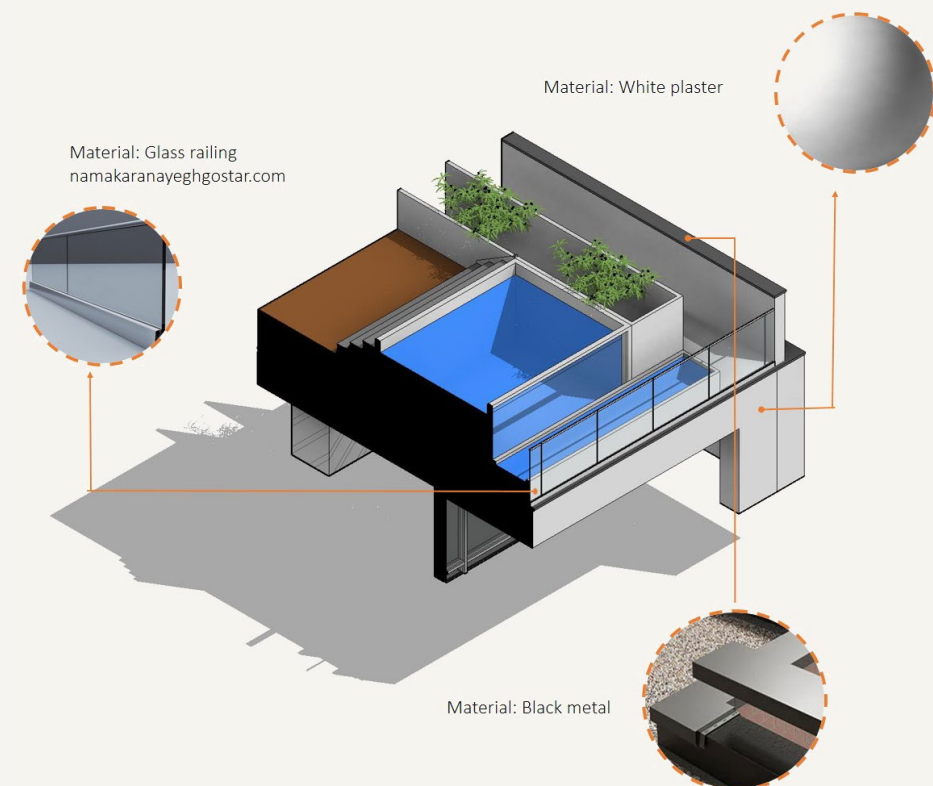
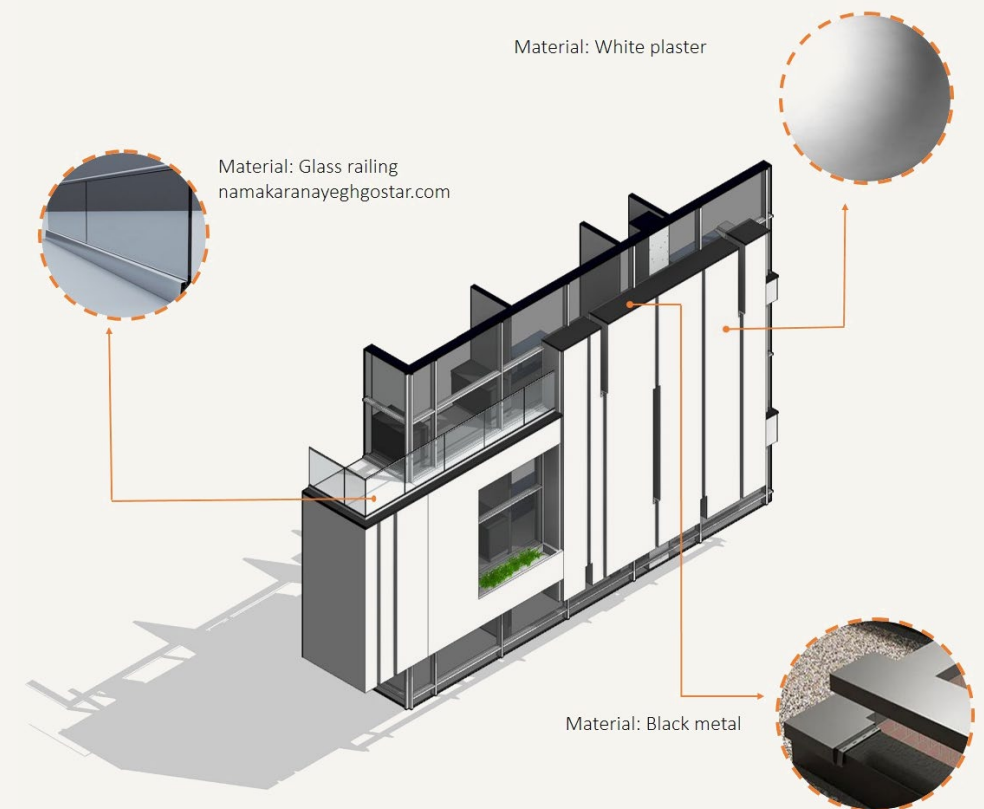
. Sea Shell Residential Complex

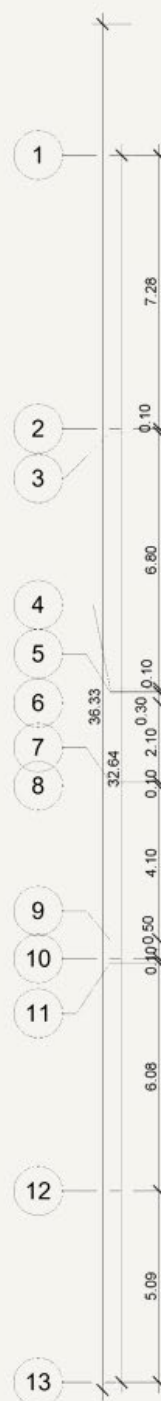
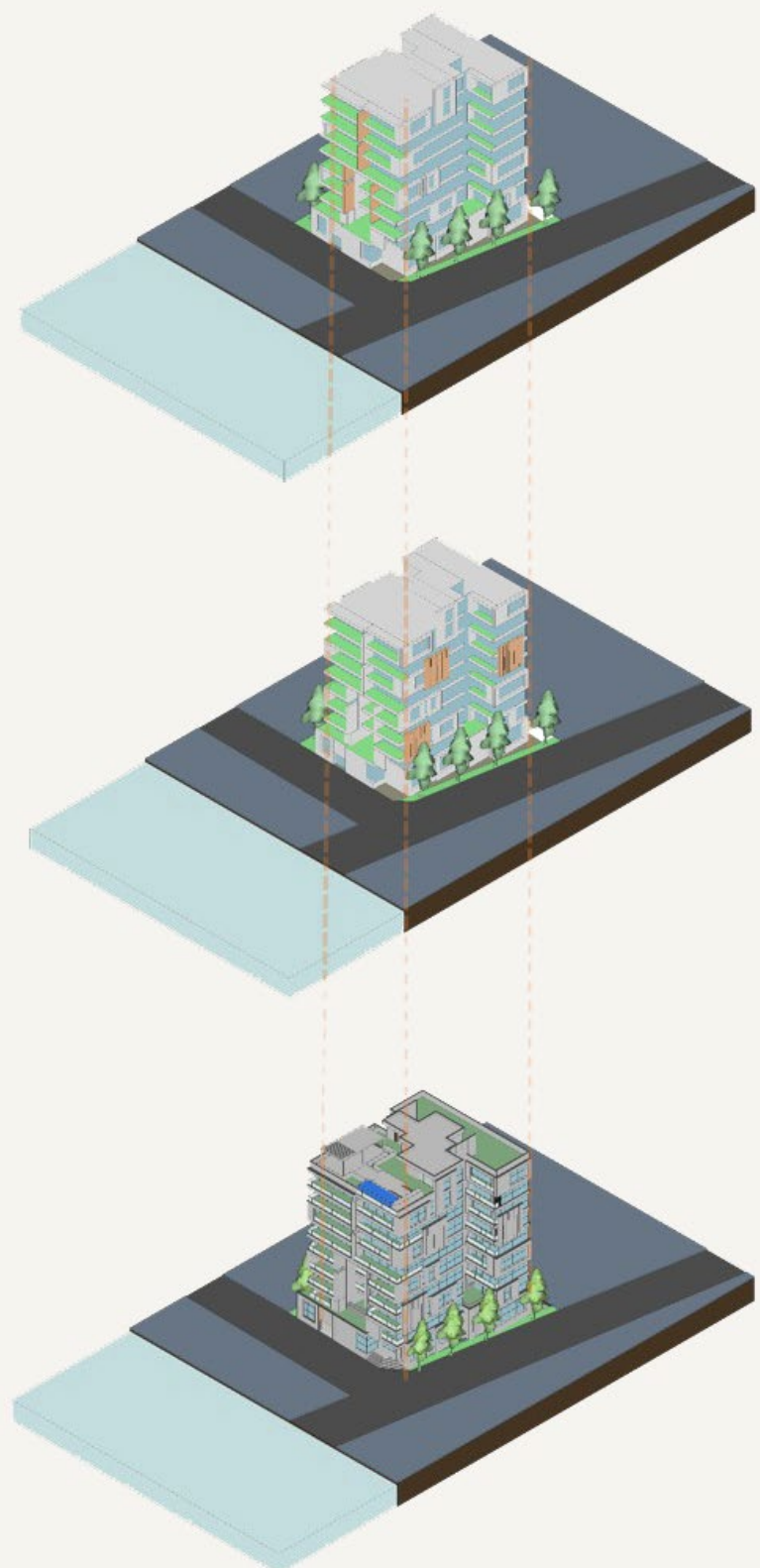


Sea Shell Residential Complex:

The Sea Shell Residential Complex, located in Mazandaran Province, spans 6,000 m'. The project includes both floor plan and facade design. Key design considerations included: eliminating unwanted angles, preserving existing trees and green spaces, and maintaining site coverage. This project has also participated in architectural competitions. Lena Commercial-Administrative Project The Lena Commercial-Administrative Project, with an area of 1,100 m², is located in Pardis - Phase 11. This project has also been submitted to architectural competitions.

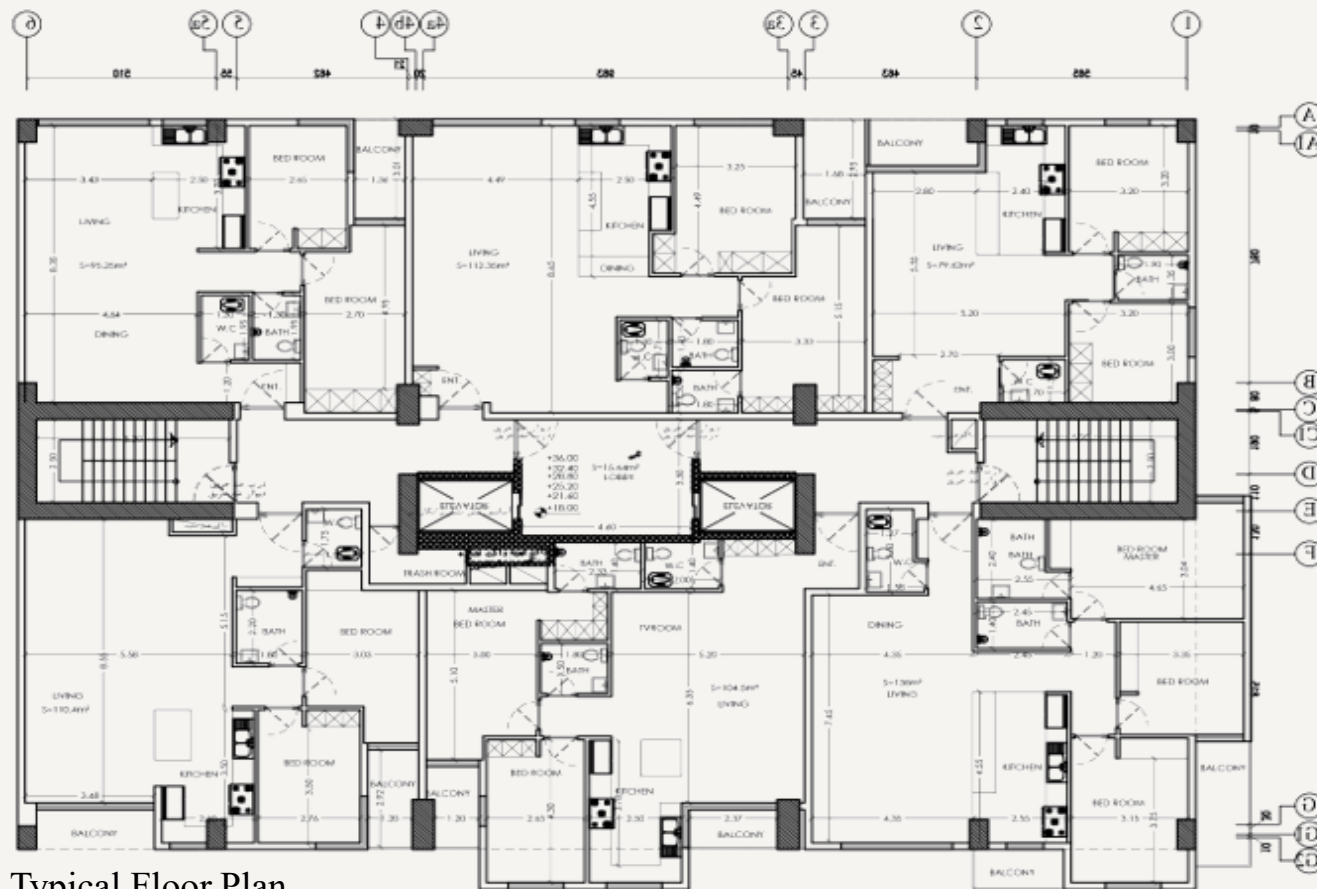






Typical Floor Plan

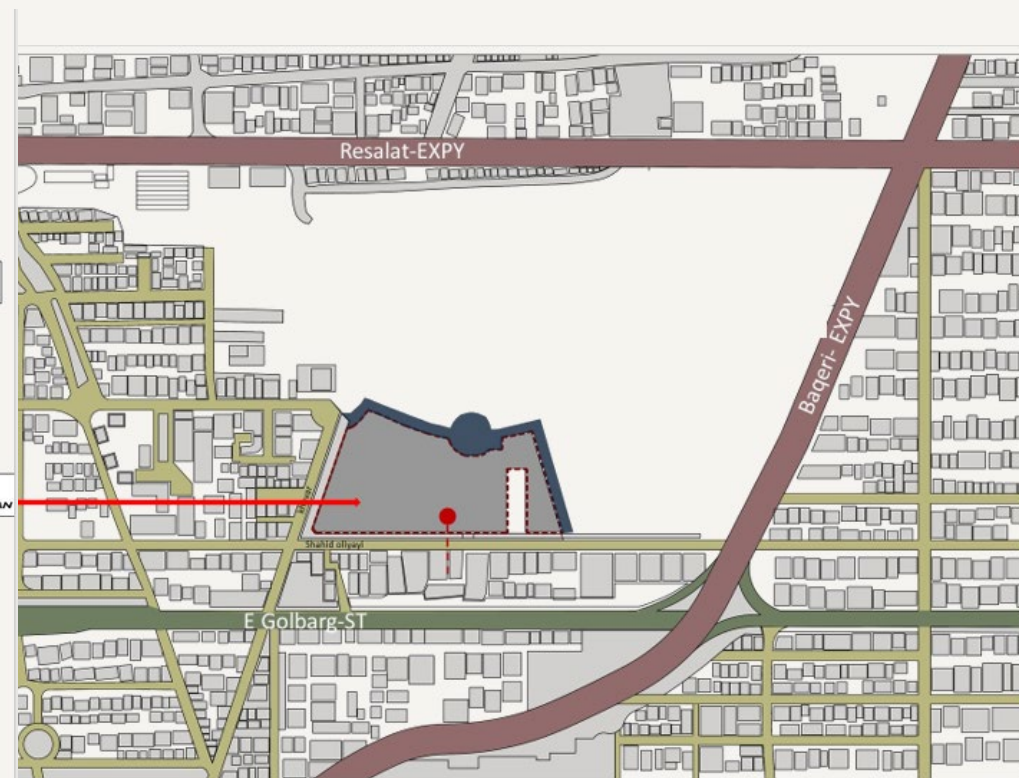
. Pardis Golbarg Residential Complex

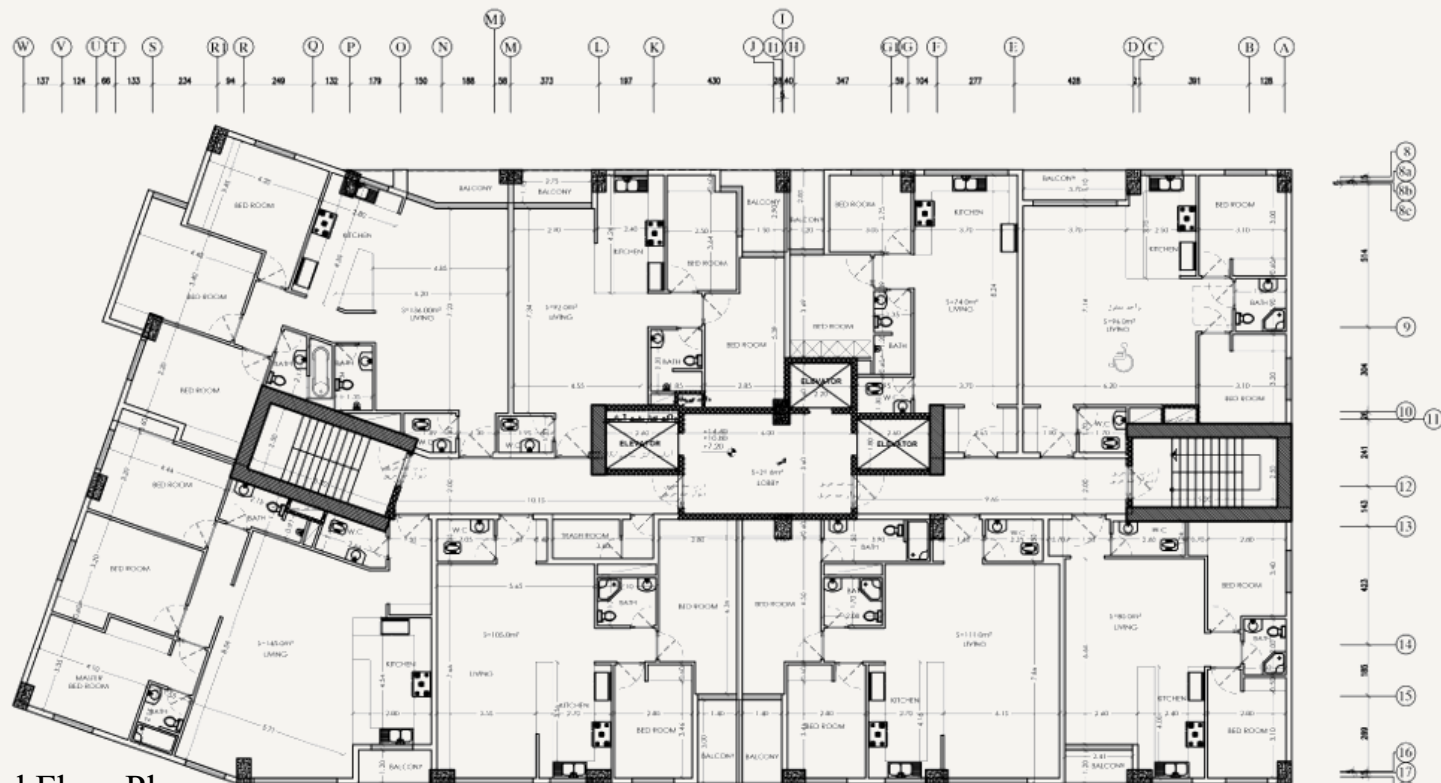


Typical Floor Plan

Golbarg Pardis Residential Complex

The Golbarg Metro Project, with a site area of 34,000 square meters and a total floor area of 190,000 square meters, is another project designed by Pouyesh Holding, covering architectural, structural, and MEP design. The project is located in District 15 of Tehran Municipality, and the client was the Housing Cooperative of Tehran Urban and Suburban Railway Company employees. The project was designed with 17 residential blocks.





Typical Floor Plan

. Him Royan Residential Building

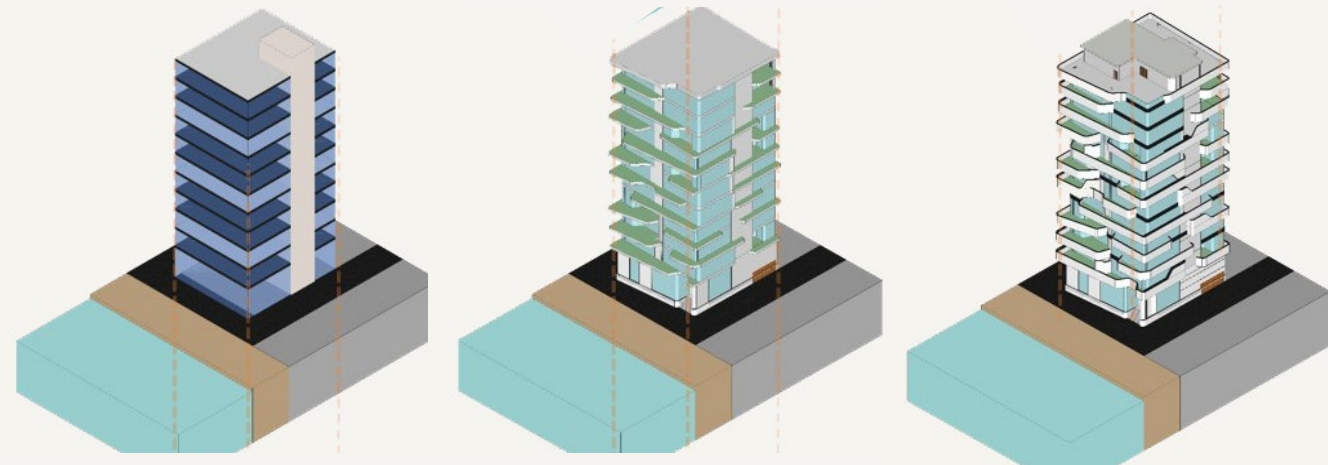


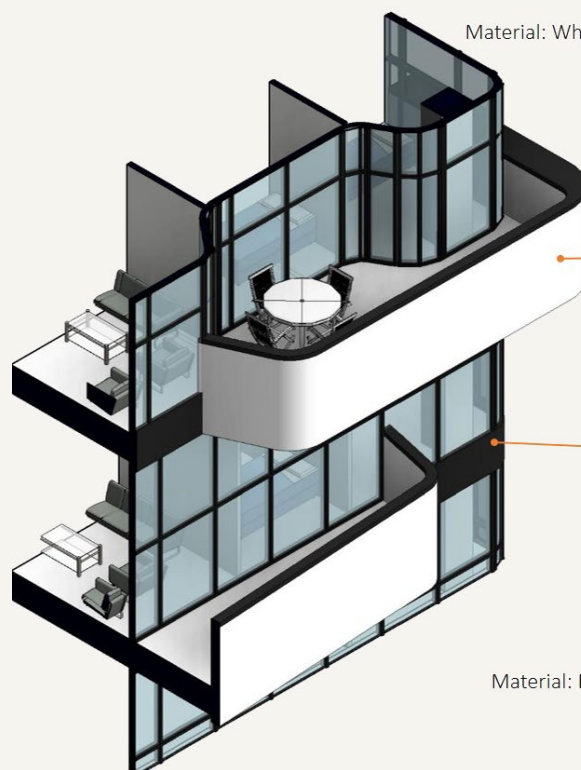
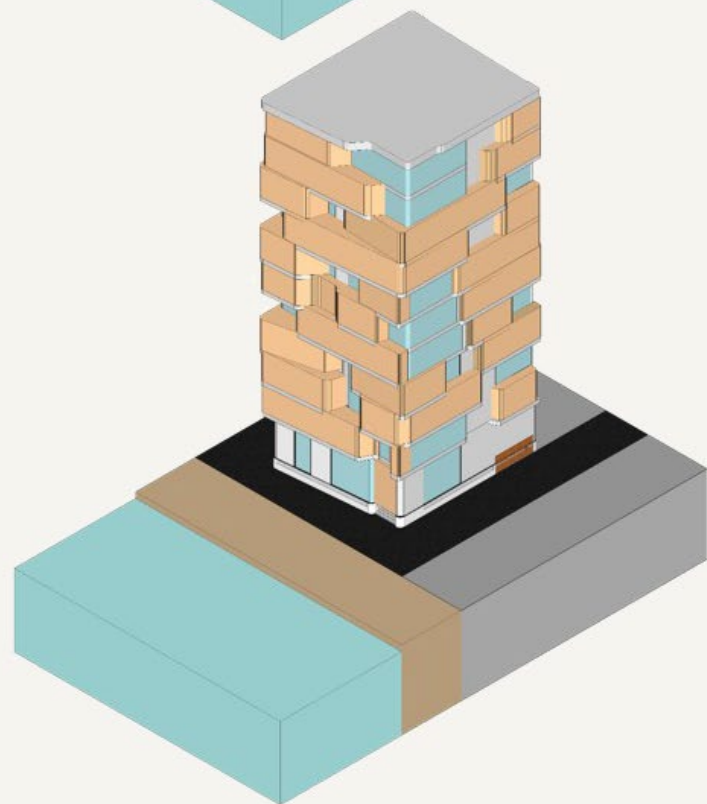
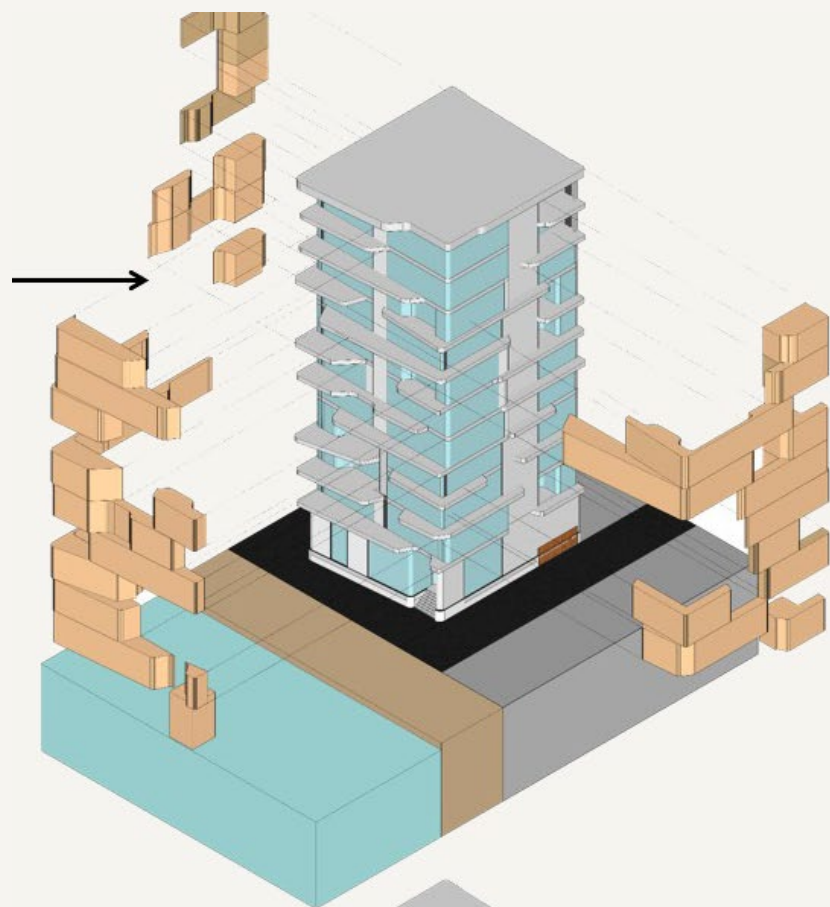
Royal Residential Project

The Royan Mazandaran residential project covers an area of 6,500 square meters.

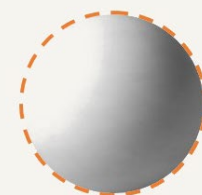
In the design of this project, the following points were considered:

- Placing the staircase on the western side to reduce undesirable sunlight
 - Creating shading for the windows
 - Providing transparency for better light and view
- Designing terraces for sea views

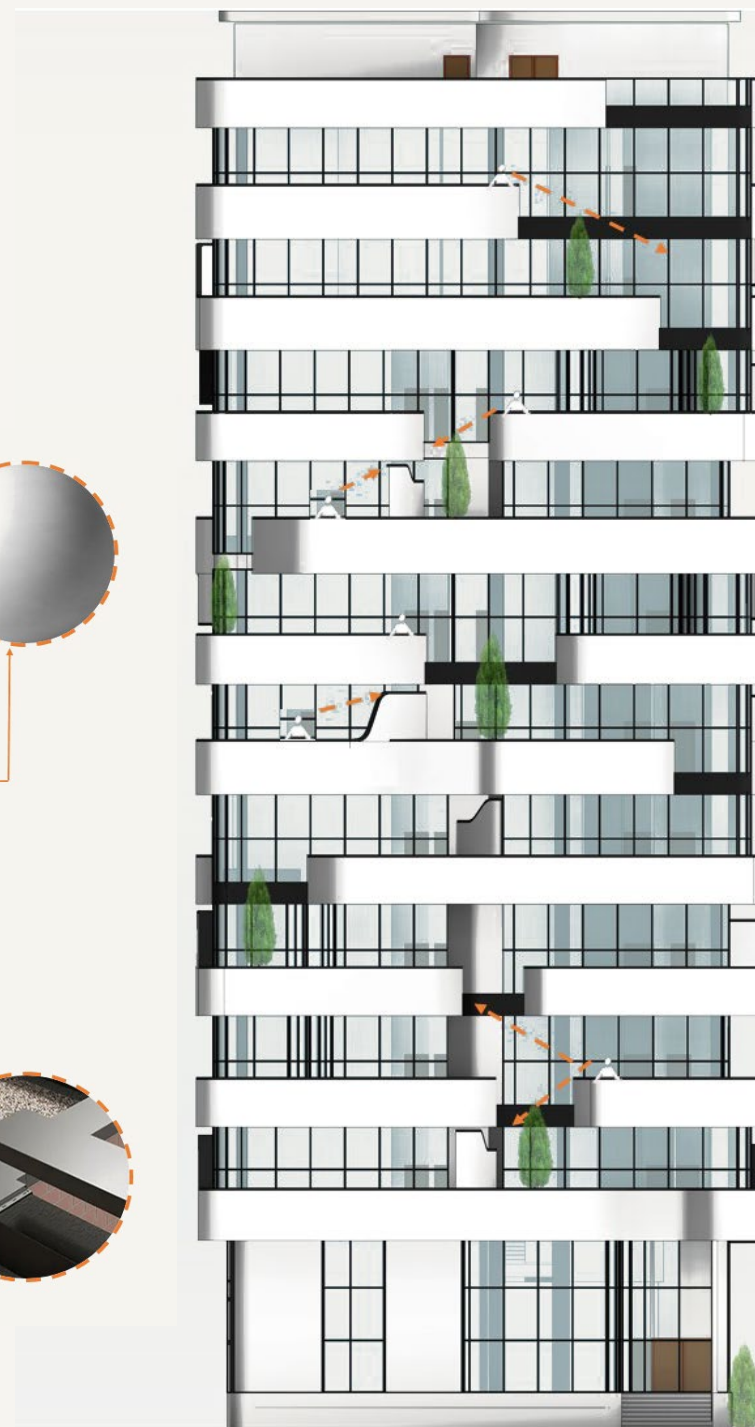


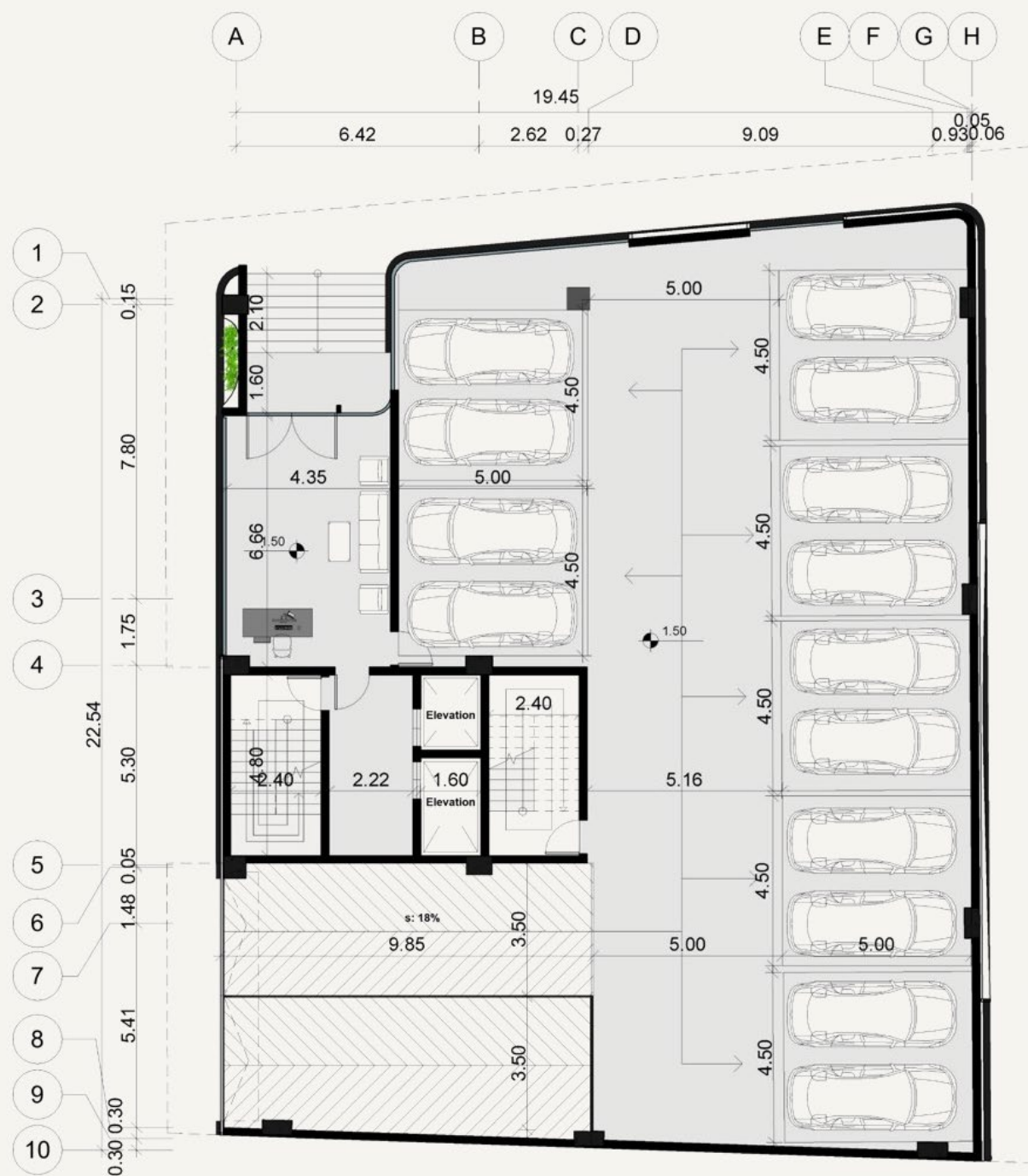


Material: White plaster

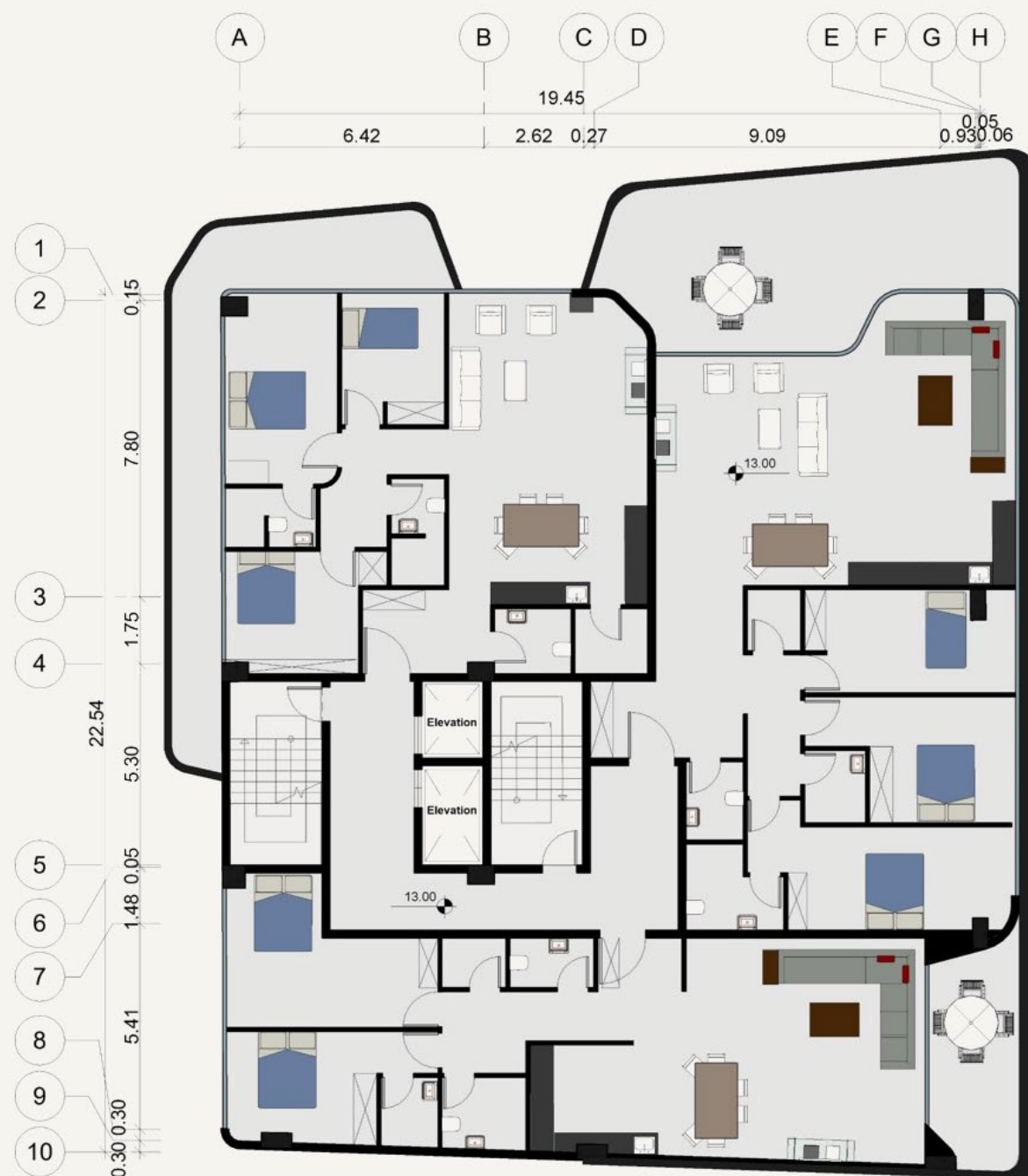


Material: Black metal





Parking Floor Plan



Typical Floor Plan

. Irandokht Residential Building

-Finalist of the design competition (tarh2tarh)



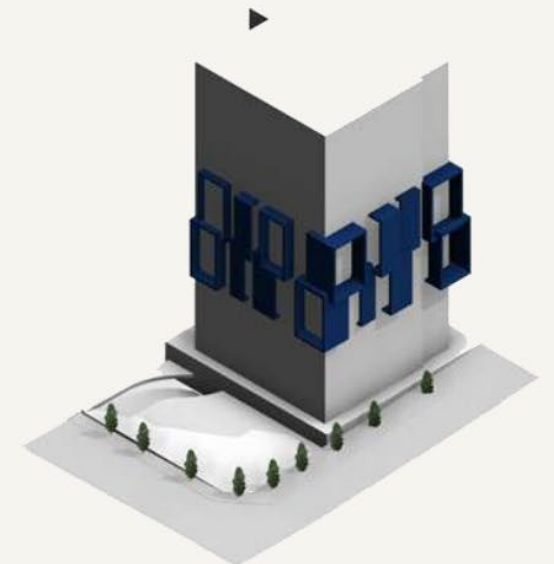
Irاندokht Residential Project

Use: Residential Area: 12,000 m²

Floors: 10 residential floors, 1 ground floor, 4 basement levels



Typical Floor Plan

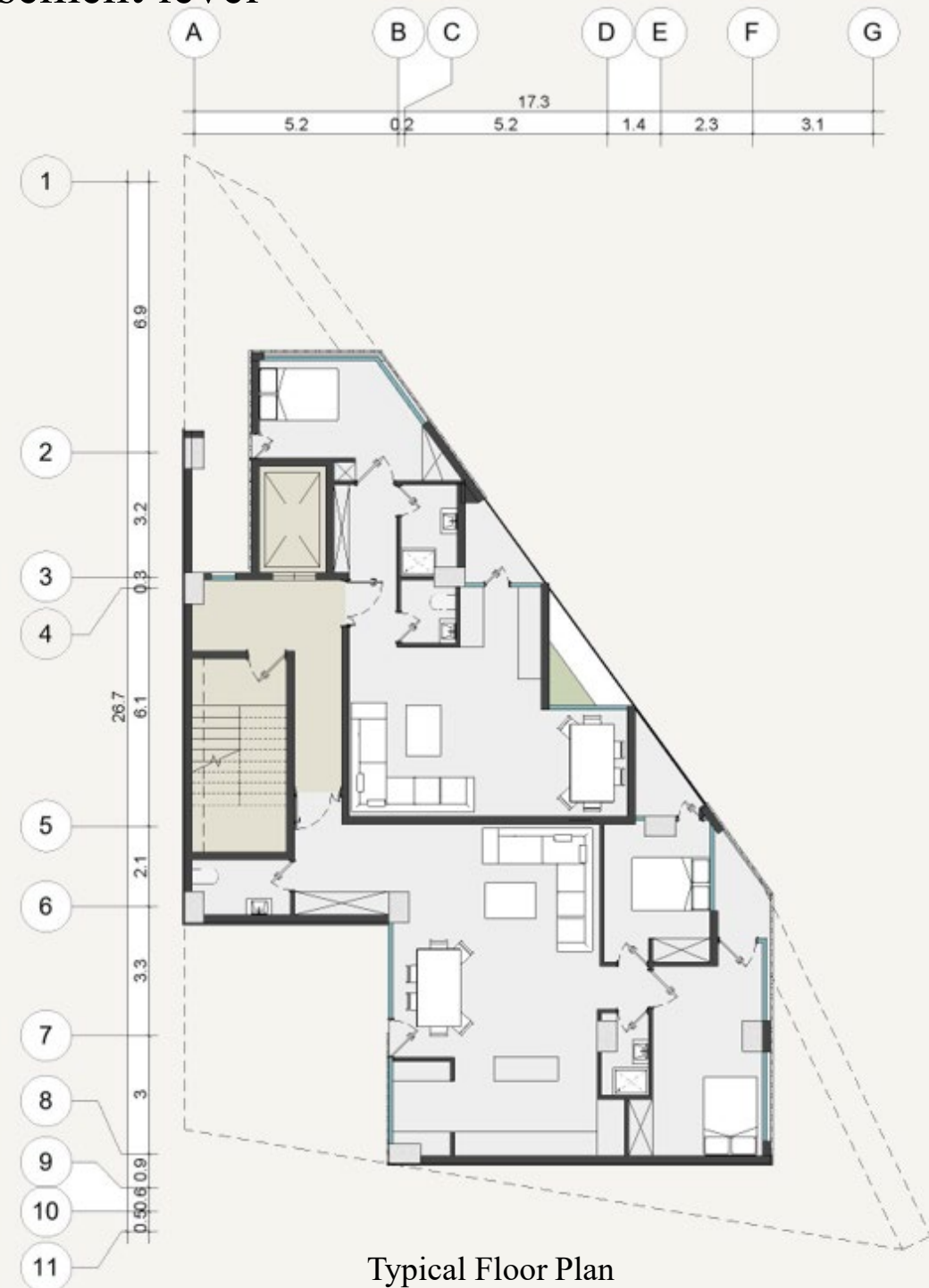


. Dezashib Residential Building

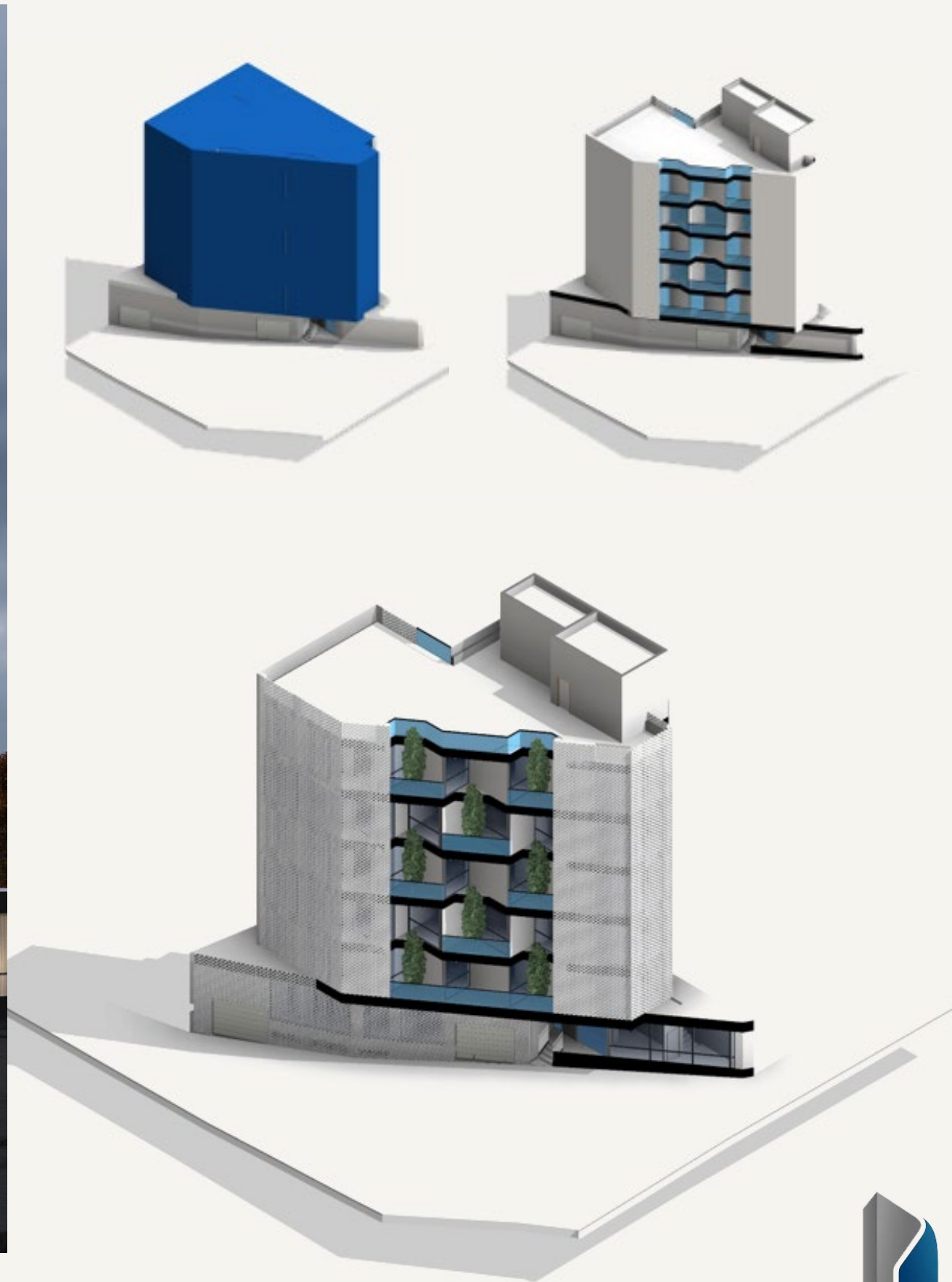
.Typology: Residential

Area: 1400 m²

Total Floors: 5 residential floors, 1 ground floor, 1 basement level



Typical Floor Plan



. Arsa Residential Building

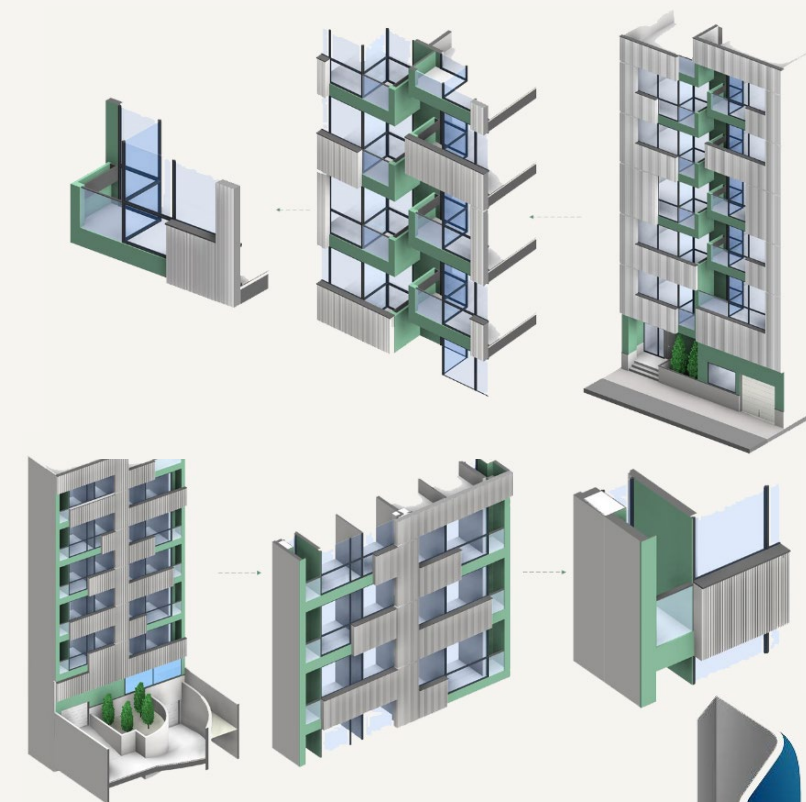


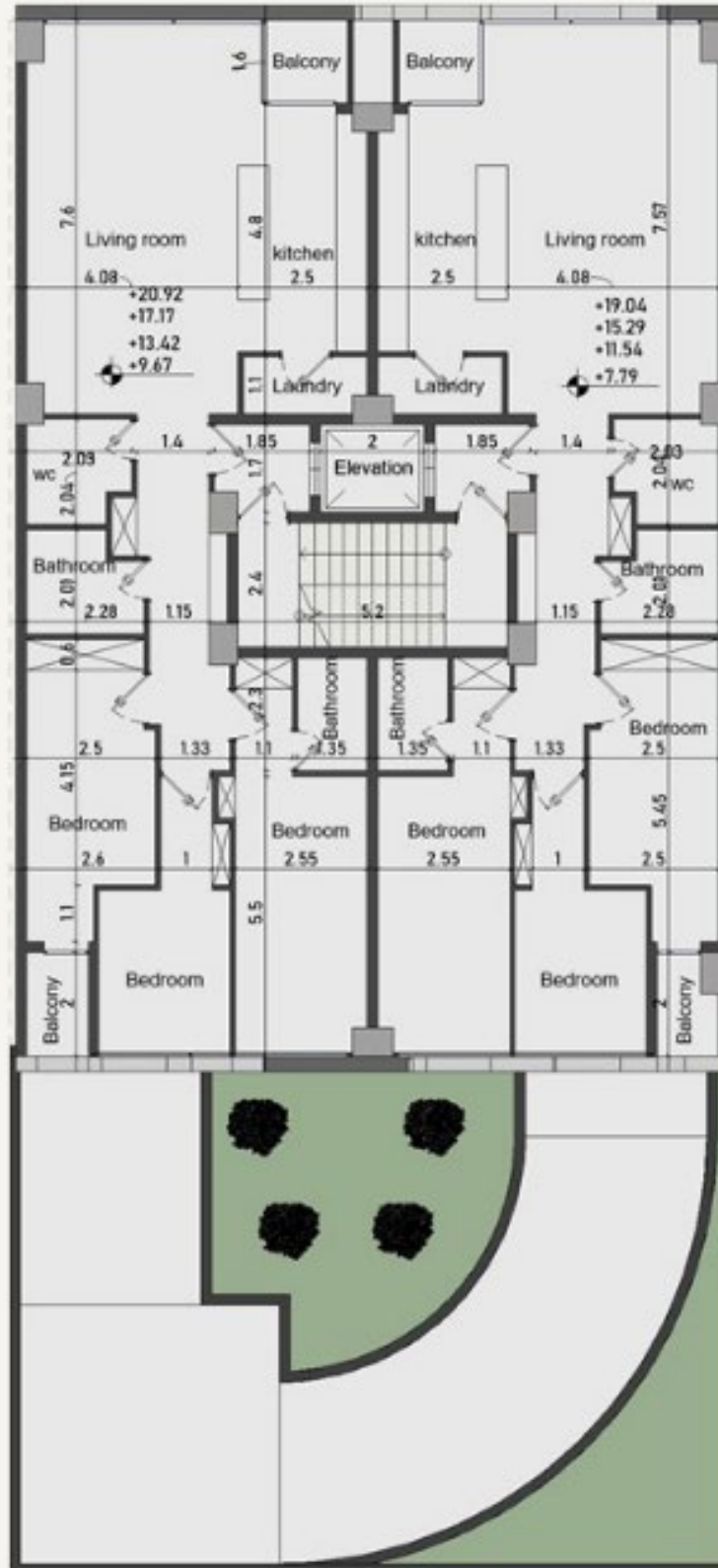
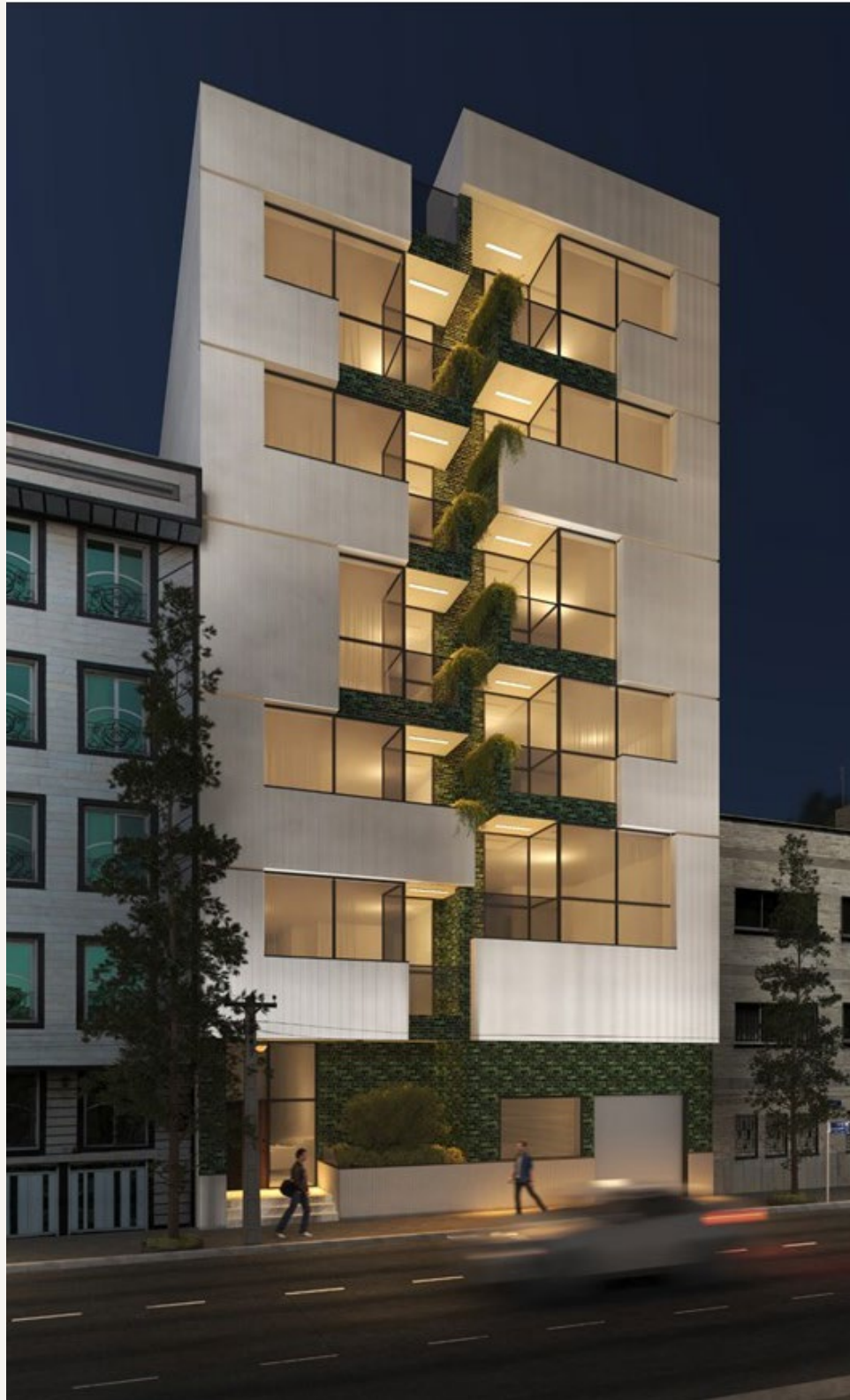
Arsa Residential Project

Location & Size: Residential building with a total area of 1,920 m² in Region 7 in Tehran

Configuration: One basement level, ground floor, and five residential floors, with two 125 m² units per floor

Circulation & Privacy: Each unit has a semi-private lobby accessed via a double-run staircase, providing an independent entry experience





Typical Floor Plan

Facade Design: Defined by roof breaks creating a visual rhythm while enhancing spatial quality and privacy. Main street-facing facade features a white grooved panel with patterned openings, integrating balconies within. Balconies are clad with green glazed brick; roof breaks minimize mutual sightlines between units.

Courtyard & Materials: Continuity maintained using glazed brick and large windows.

Additional Features: Rooftop garden and a prominent entrance lobby enhance both aesthetics and residential quality.

.Soumeh Sara

Industrial Town

-Multi-Functional Building



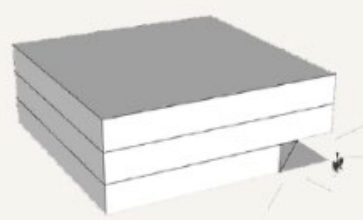
Soumeh sara Office Building

The Soumeh sara Project, with a total area of 1,200 m², integrates administrative, showroom, and residential functions into a cohesive architectural concept.

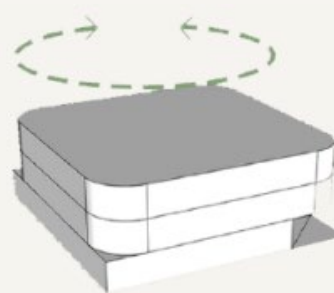
A dynamic ramp creates continuous connections between the office space on the ground floor and the showroom on the first floor, enhancing circulation and visual interaction.



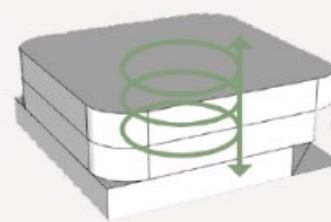
Clear programmatic identity



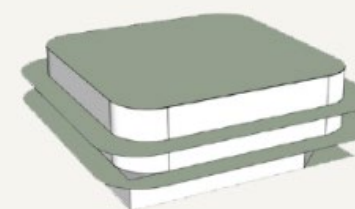
Connection with public space



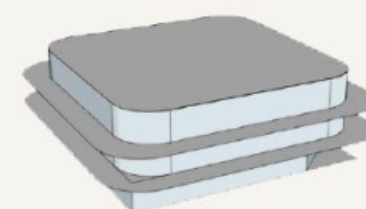
360 Panorama



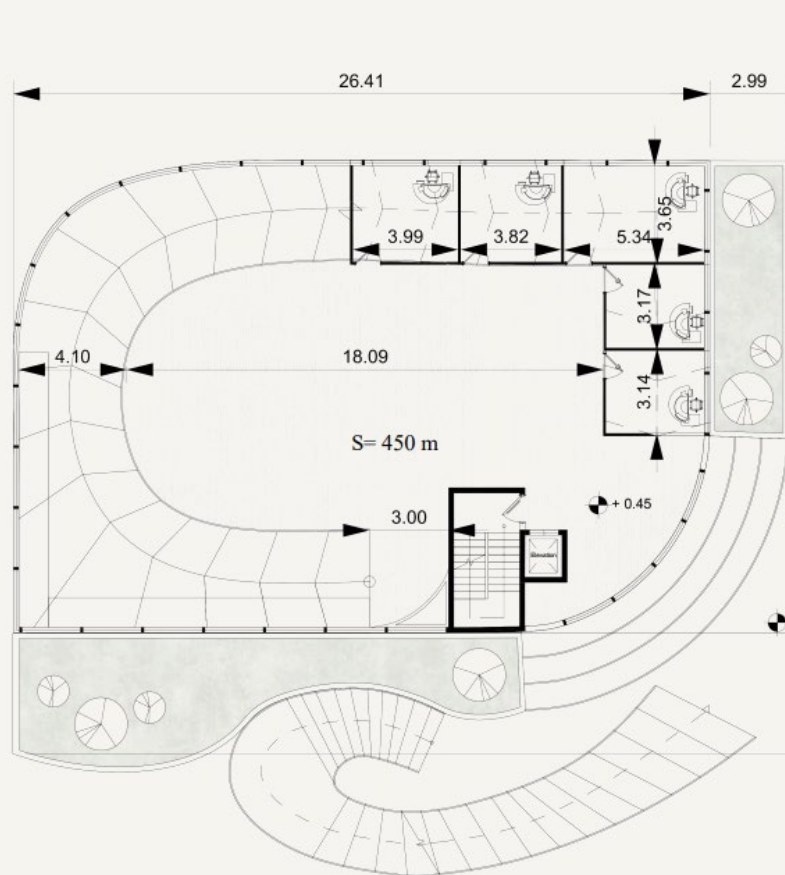
Vertical Connection



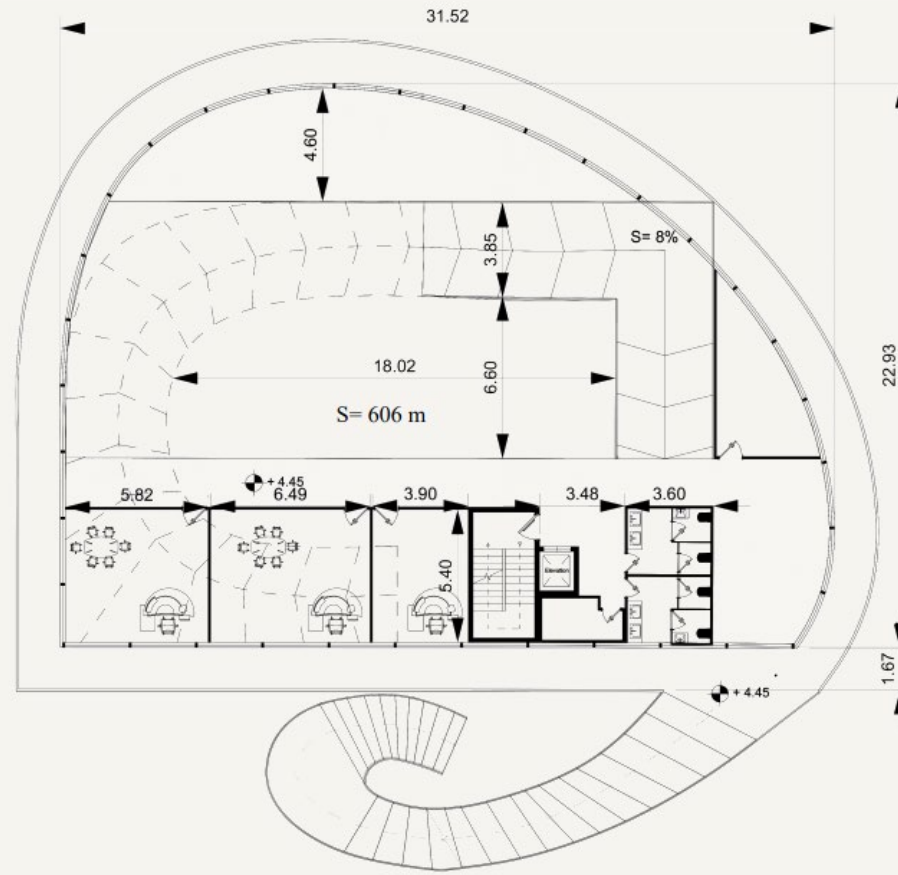
Generous Terraces



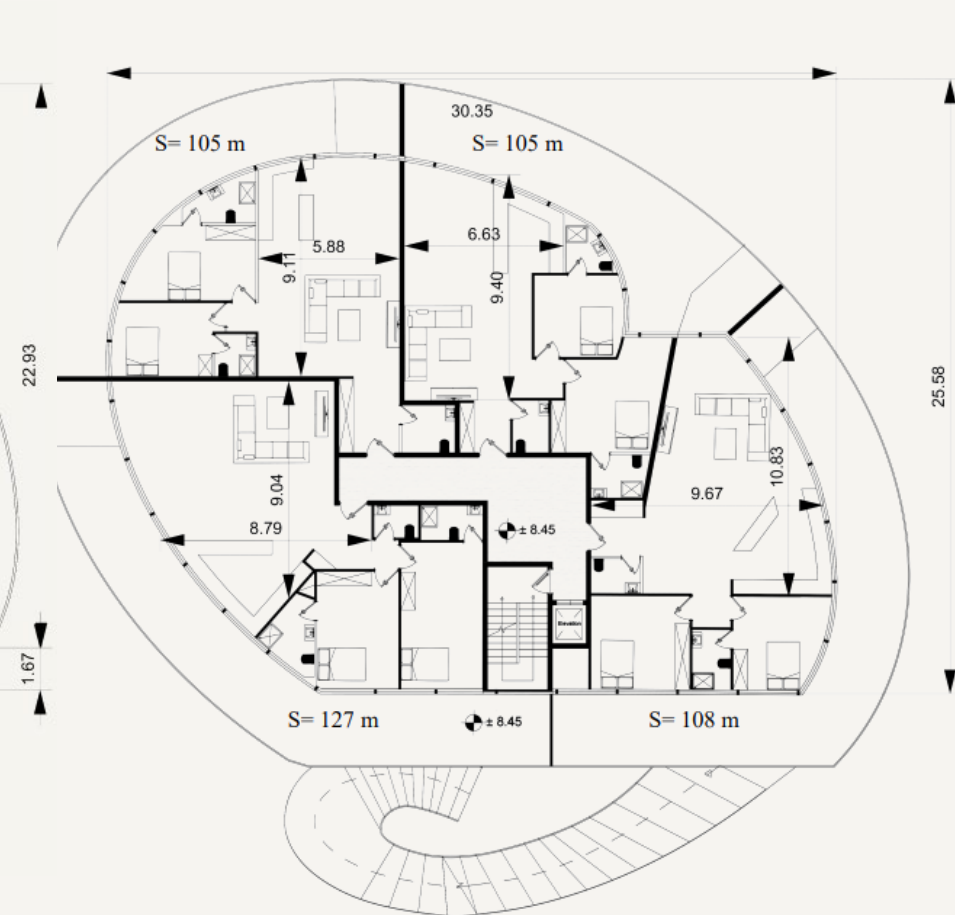
Transparent Shell



Ground Floor Plan

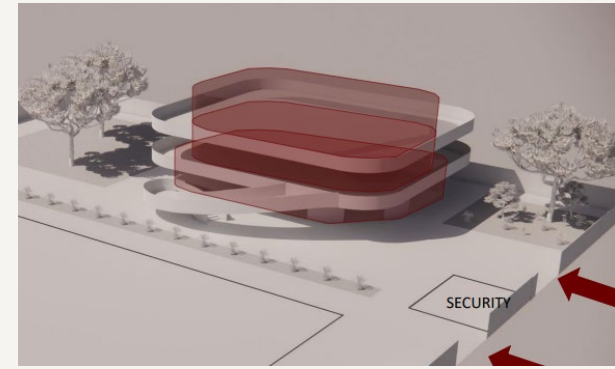
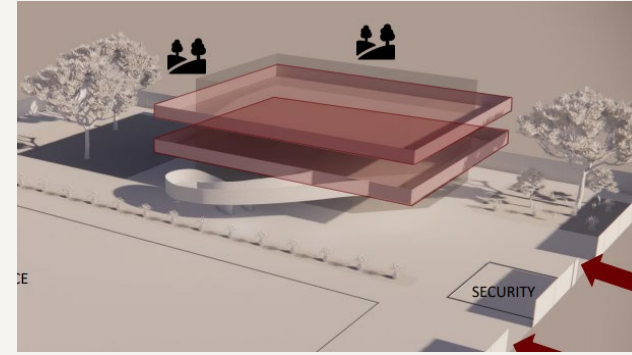
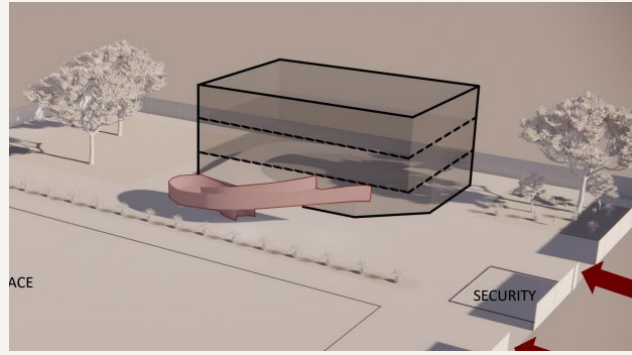
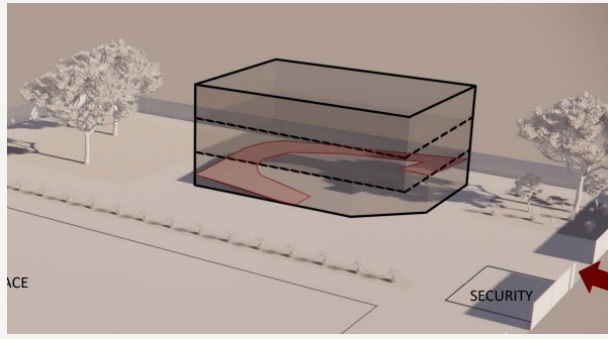


First Floor Plan



Second Floor Plan



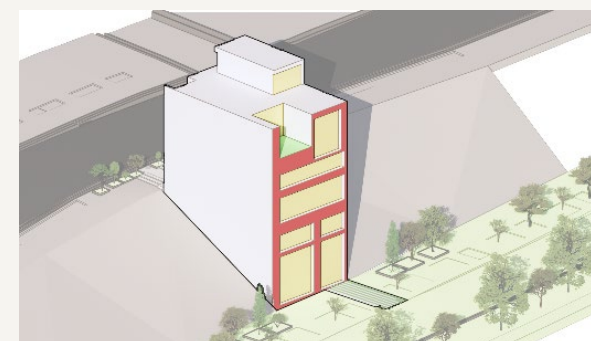
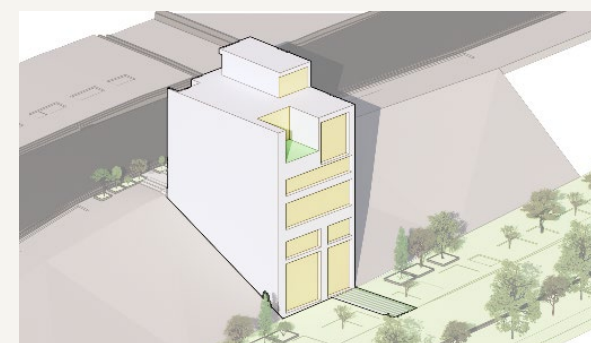
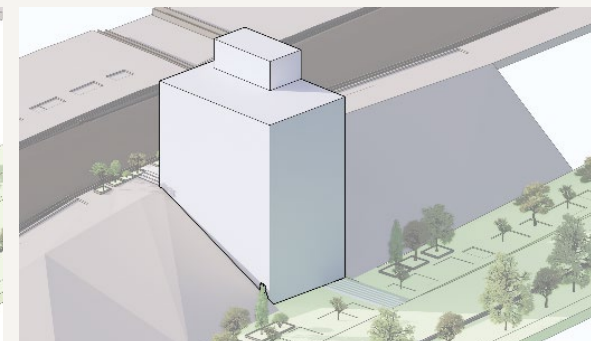


The program includes office spaces on the ground floor, a showroom on the first floor, and four residential units on the third floor. At the center of the building, a central void organizes the spaces, defined by a vertical architectural element - designed in accordance with height limitations establishing the project's spatial identity and experiential quality .

. Lena Commercial Building

-Finalist of the design competition (tarh2tarh)





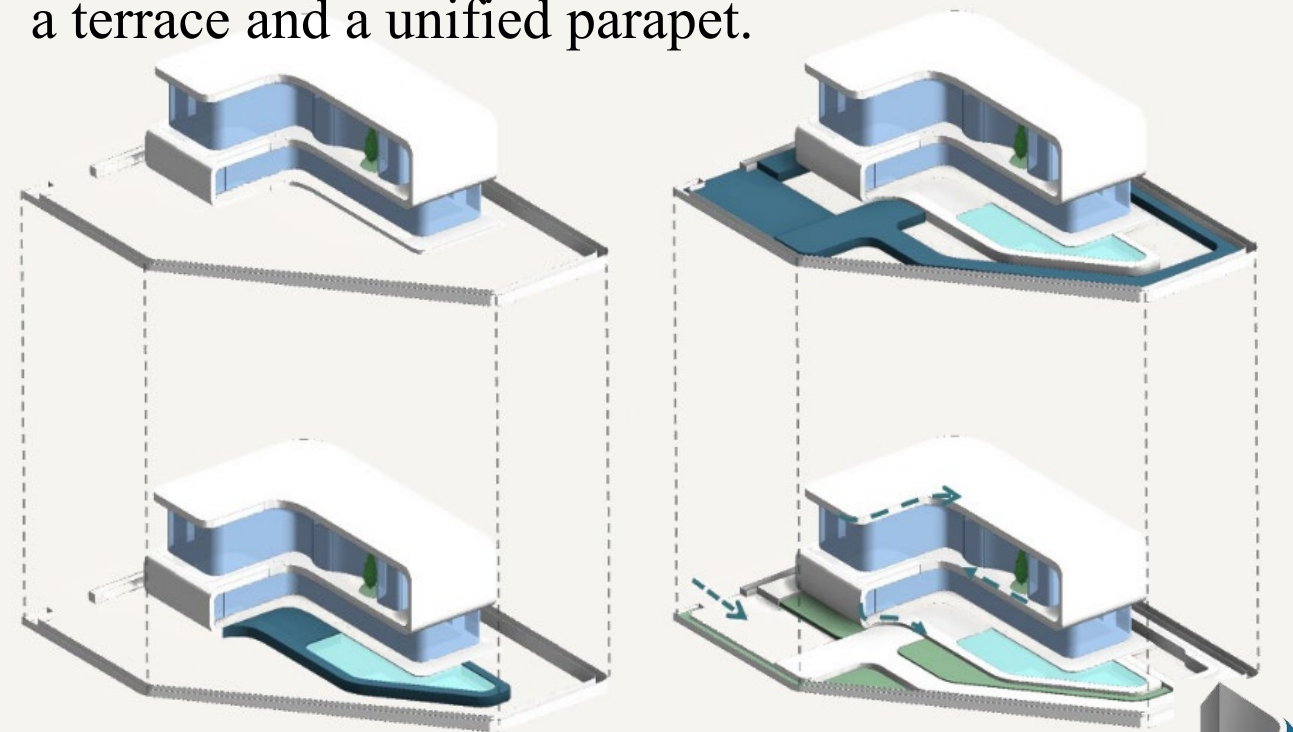
. Ordibehsht Villa

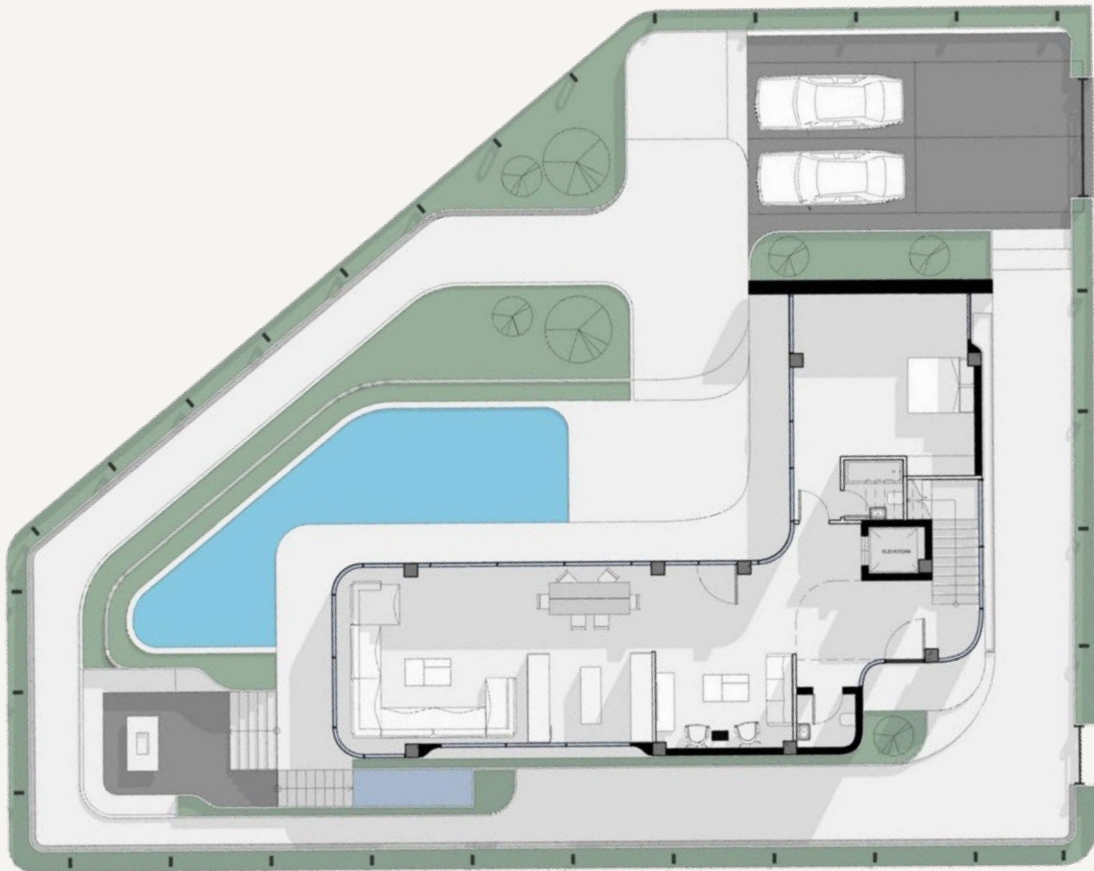


Ordibehesht Villa Design:

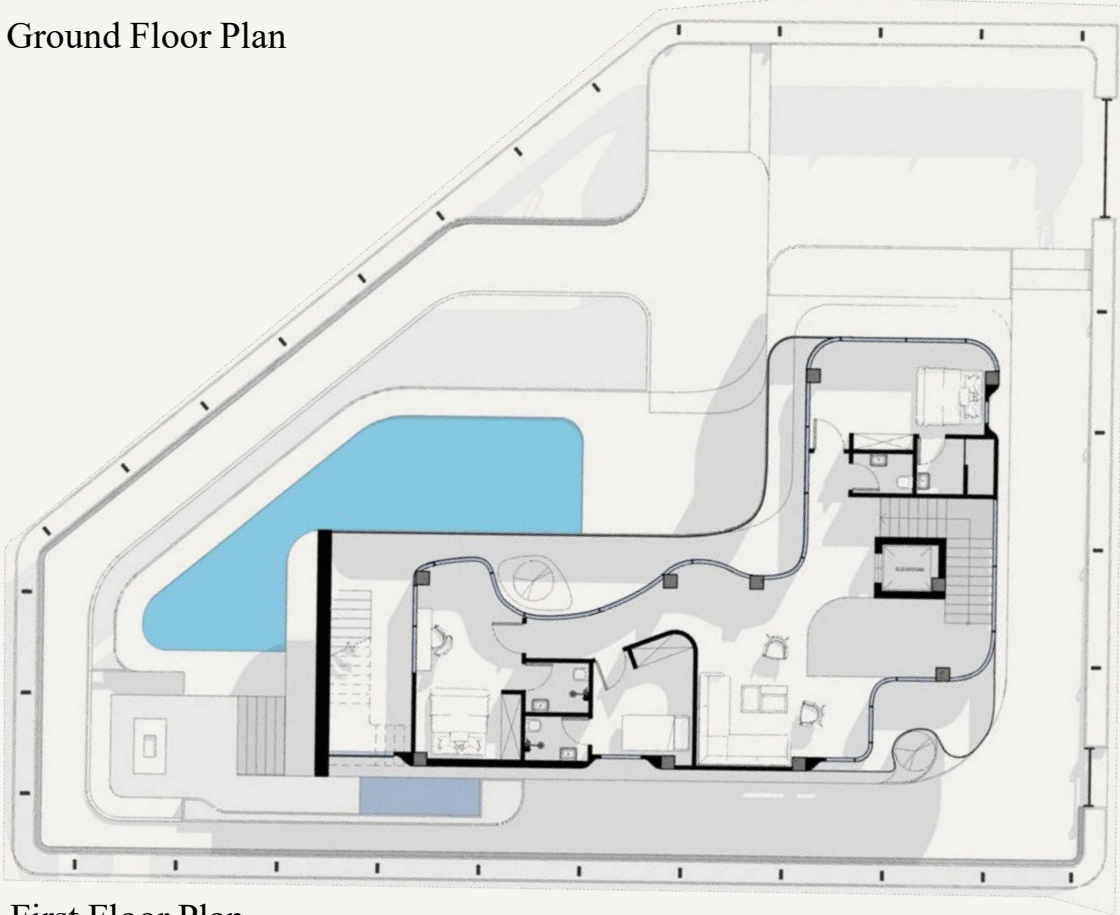
The design of Ordibehesht Villa, located in Salman Shahr, Mazandaran, with a total area of 400 m', has been requested, and both the facade and floor plans have been completed. This project considers a modern style, with two above-ground floors, one basement level, landscape design, and a swimming pool.

Building footprint limits Swimming pool placement
Height restrictions Site coverage Vertical connections between roof and basement
Vehicular and pedestrian access
Design Approach: Given the above constraints, the design process followed these steps: initially, part of the roof shell was removed to create a terrace and a unified parapet.





Ground Floor Plan



First Floor Plan

The END

Pouyesh group

Architectural design and supervision