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PLANNING
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THINKING BEFORE DRAWING

The answer to the most important question of the project and the answer that shows what the architectural approach of the project will be a project w

3D SIMULATI
Showing the final rederings of the volum and completing the concept of the Madi

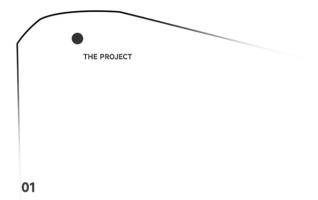


THE CONSEPT

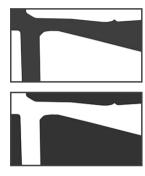
The project is in the "in-between" in all its aspects. The project's location is the beginning of the dualities that manifest themselves in issues such as scale, users, etc. And this duality remains with the project until the end. Like the image of a human being divided into two halves. A large, unified piece and a piece made up of smaller particles. We hope that by the end we will be able to define this duality correctly. And this is the starting point of Madai.



THINKING BEFORE DRAWINGS



The location of the project is the beginning of the dualities that we are always in between. This was the beginning of the continued discovery and finding of other dualities in the project. While the answer to these dualities is in fact the answer to the architecture of the project. Since we do not consider architecture to be anything more than finding the right answer to a problem, in the process of thinking about the project we first tried to discover and then respond to the dualities.



02

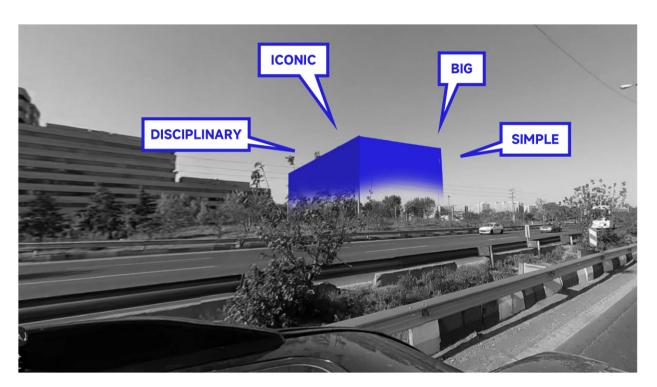
The project's location on the border of the city and the neighborhood is its starting point. the project overlooks and is connected to the Karaj highway, and thus has an urban connection and scale, and on the other hand, its main access is from within the Ekbatan town. This means that its location on the edge.





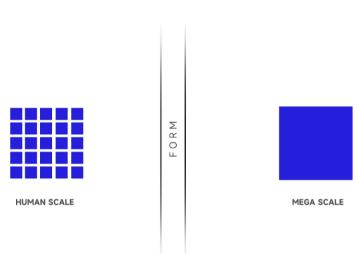
The project has different scales from two sides. On the one hand, on the metropolitan scale, it is not visible for more than a few seconds and must be recognized as a large volume. On the other hand, on the scale of residential buildings, it must pay attention to small details.

SCA

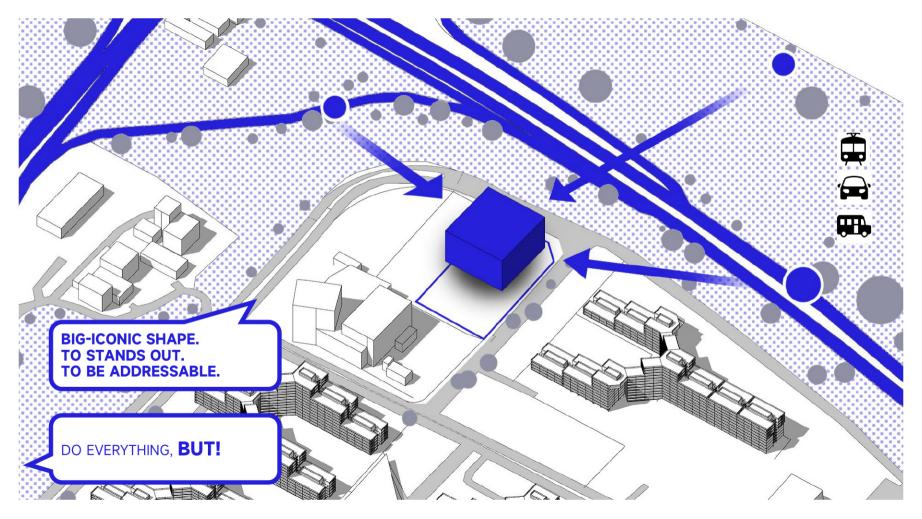


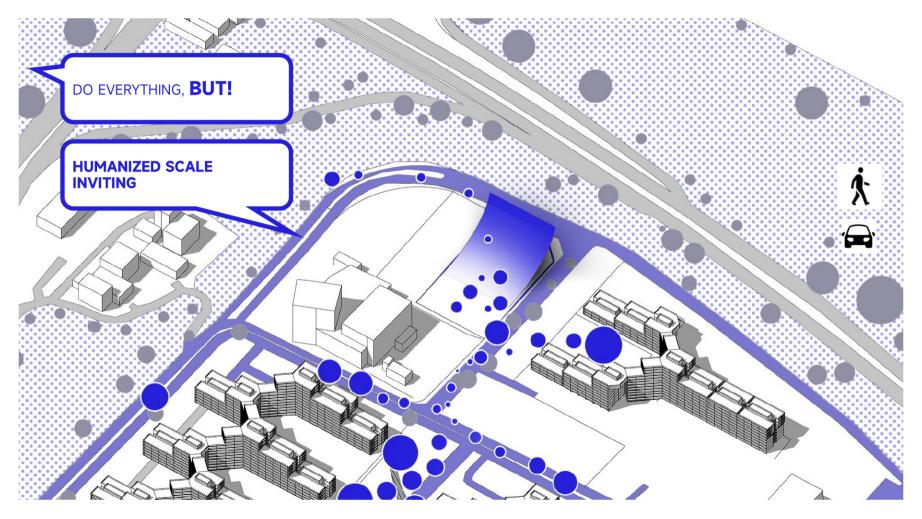
MEGA SCALE

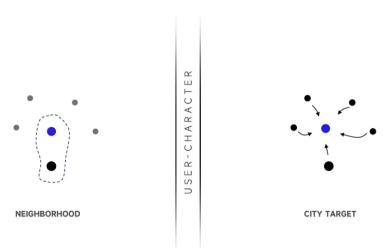
We expect the project to be simple on a large scale, iconic, disciplined, and to display a large, unified volume.



It's not just about beauty- it's about BEING RIGHT







The audience and users of the project are from two different nodes and categories. On the one hand, and considering the scale of the project, the audience from all over Tehran will be attracted to the Madai building, and on the other hand, this project is located in the neighborhood of the residents of the town and is in some way always or inevitably connected with them. These two audiences with different characters create another duality in the project.



COOL



DISCIPLINARY

The project audience is also divided into two categories in terms of discipline. On the one hand, the audience of the administrative part of the project, who requires a different level of discipline in behavior and program, and on the other hand, the audience who represents the culture and society of Ekbatan. These audiences are very different in behavior and lifestyle from the first category. And as a context audience, they cannot be ignored.

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USER-CHARA







THE EKBATAN

Perhaps no other area in Iran has as many unique features as Ekbatan. An element of the past that is the standard-bearer of the future generation. It has a very strong community and its own culture with a very strong historical and political background. All of this makes it an important element in the context of having a direct impact on the project.

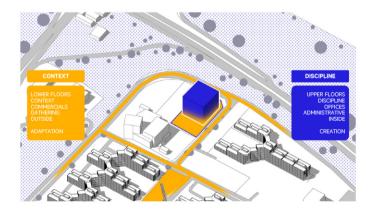
CONCLUSION

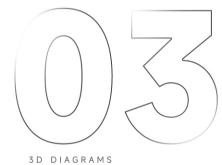
The project can be divided in two directions, horizontally and in height. In the horizontal direction, the closer the project is to the highway, the more discipline it needs, it needs a unified and iconic volume and it must show off its grandeur. On the other hand, the closer it is to the south and to the town of Ekbatan, it takes on the characteristics of a vibrant commercial building and will be dissolved in the culture of Ekbatan.

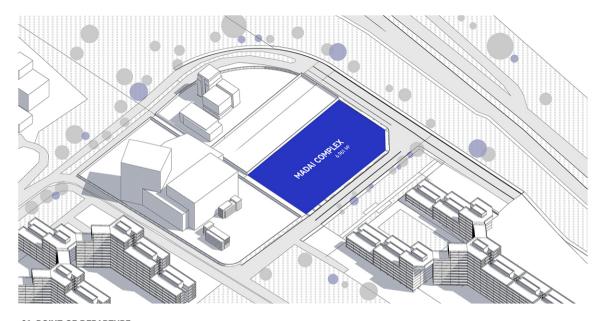
In the vertical division, as the building goes up in height, due to the location of the office floors and the view from the highway, it takes on more discipline, and on the lower floors and the point of connection with the ground, it tends towards the characteristics of a commercial building located in Ekbatan.

So our project must be able to respond to this structure. Regardless of whether we have beautiful architecture or not, we were trying to create the right architecture. An answer that is more than anything to solve the problems of the project.



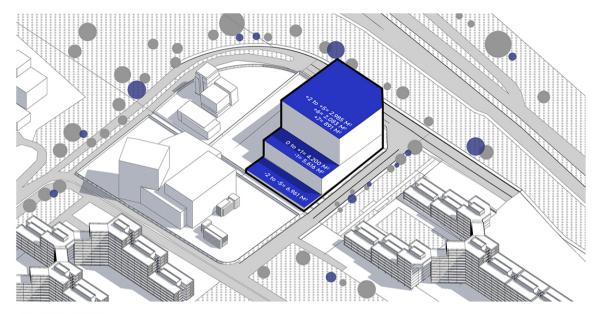






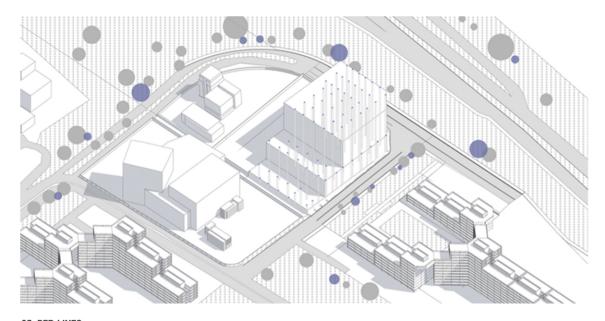
01: POINT OF DEPARTURE

The Madai project is located on a land area of approximately 7,000 square meters in the northwest of Ekbatan town and near the Karaj highway.



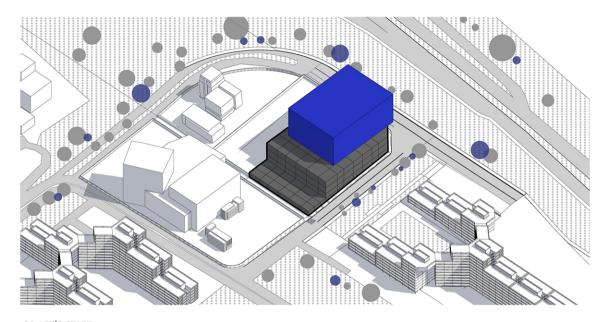
02: BOUNDING BOX

Based on the plan provided by the client, the project included 5 basement floors and 7 floors above the ground floor, and the zoning area and area of each floor were precisely specified.



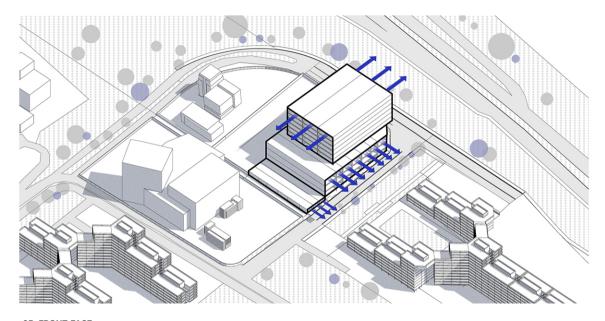
03: RED LINES

For various reasons, including time constraints, the pre-designed structure of the project had to be considered definitive and the project redesigned based on it. A very large and cumbersome limitation.



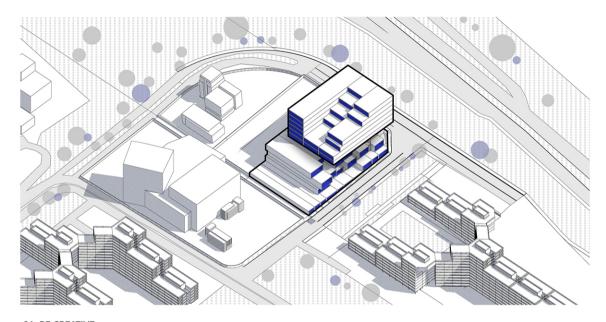
04: LET'S START

We divided the project into two parts. A large unified volume at the top and fine-grained subdivisions based on structural openings were formed at the bottom of the project.



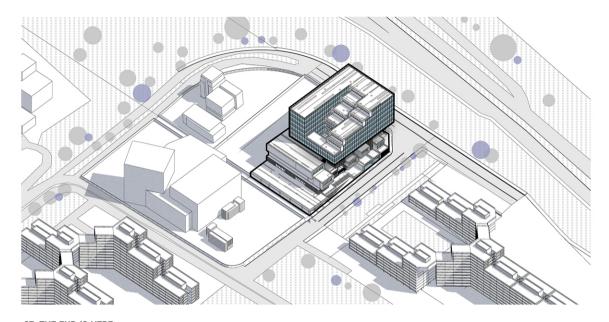
05: FRONT FACE

The project faces the highway at the top, but at the bottom and in the corridor spaces, it can have a better dialogue with the context by turning towards the Ekbatan town.



06: BE CREATIVE

Moving the volumes created to create more variety in the form and achieve the desired area of the program. Based on the volumetric needs, the project program was changed with a ten percent tolerance.



07: THE END IS HERE

Ultimately, the resulting form is a building that seeks to respond to existing dualities. It stands in between without ever favoring one over the other.





POSSIBLE ALTERNATIVE

graffiti/ calligraphy as acontextual pattern



WELCOME VIEW

The project from Ecbatana's perspective is a broken volume so that its large scale is not presented to the audience.



POSSIBLE ALTERNATIVE

graffiti/ calligraphy as acontextual pattern



BACK-FRONT

The building does not have a specific direction. Depending on the need, it sometimes faces the highway and sometimes Ekbatan.



RIGHT TIME, RIGHT PLACE

As the project approaches the north, the building gradually reveals its iconic facade, a facade that is set to be recognized as an urban landmark from the highway.



SKY BACKGROUND

On the north side of the building is a reflection of the sky and just a name. It simply wants to be a symbol and represent itself.



5TH FACADE

A building of this scale that will be a city landmark, and given its proximity to the airport and the flight path of airplanes, the project should have a designed fifth facade.



TURNING ONTO THE HIGHWAY

Based on the project's programmatic structure and massing, the building ultimately tends to lean toward the highway.



EKBATAN NIGHTS FEVER

In complementing the community and lifestyle of the people of Ekbatan, the project will be a new platform for people. Ekbatans can be part of the project and just spend time, not buy.



ENTRANCES

The project structure resulted in two entrances with similar qualities on the two ground floors and one basement floor.



PROJECTILES OF EXCITEMENT

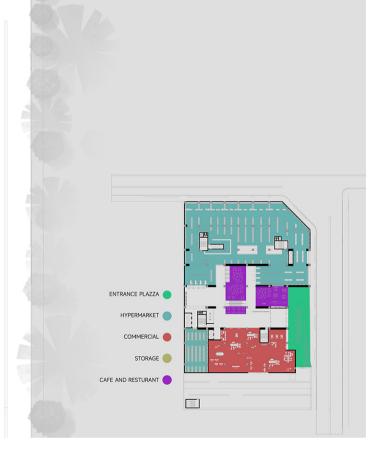
Each cube, like a point of light, seems to be moving towards the audience, and this fluidity is what the project wants to showcase.

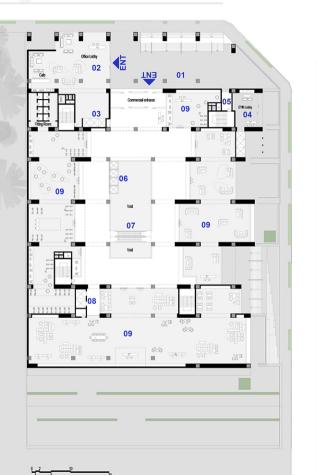


ENTRANCE PLAZZA 01 OFFICE LOBBY 02 OFFICE ELEVATORS 03
WELLNESS COMPLEX LOBBY 04 EMERGENCY EXIT 05 AMUSEMENT ELEVATORS 06 COMMERCIAL ESCALATOR 07 COMMERCIAL ELEVATORS 08 COMMERCIAL 09 WC 10 OFFICE 11 STAFF CANTEEN 12 HYPERMARKET 13 CAFE 14 STORAGE 15 HYPERMARKET ELEVATORS 16 PARKING 17 GYM 18 SPA 19 CAR SERVICE 20 BARBERSHOP 21 CLUB 22 CONCIERGE 23 INSTALLATION 24 LOADING DOCK 25 FOOD COURT 26 CINEMA 27 VR GAMING 28

▲N 1ST BASEMENT -3.75







CAR SERVICE 20
BARBERSHOP 21
CLUB 22
CONCIERGE 23
INSTALLATION 24
LOADING DOCK 25
FOOD COURT 26
CINEMA 27
VR GAMING 28

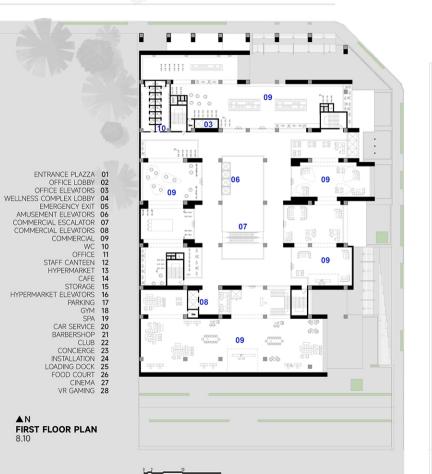
HYPERMARKET ELEVATORS 16

PARKING 17 GYM 18 SPA 19

ENTRANCE PLAZZA 01
OFFICE LOBBY 02
OFFICE ELEVATORS 03
WELLNESS COMPLEX LOBBY 04
EMERGENCY EXIT 05
AMUSEMENT ELEVATORS 06
COMMERCIAL ESCALATOR 07
COMMERCIAL ESCALATOR 07
OFFICE 11
STAFF CANTEEN 12
HYPERMARKET 13
CAFE 14
STORAGE 15

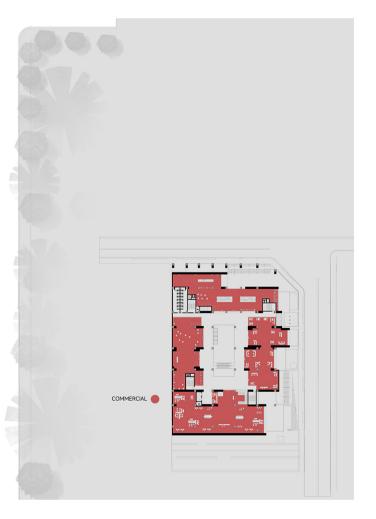
▲N GROUND FLOOR PLAN 1.60



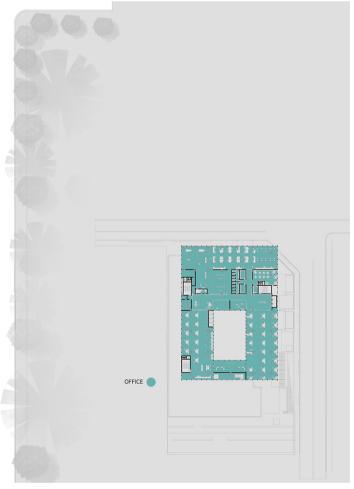


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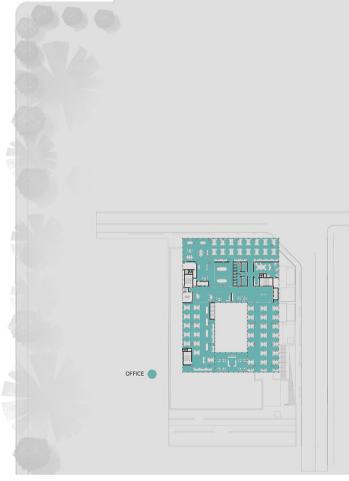
▲N FIRST FLOOR PLAN 8.10











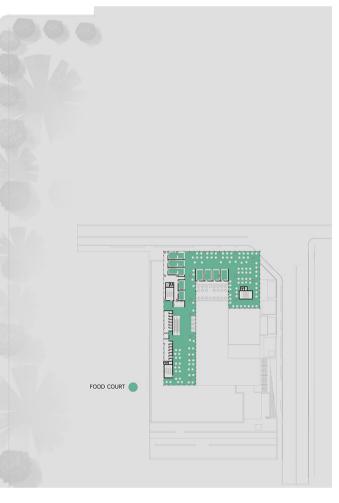


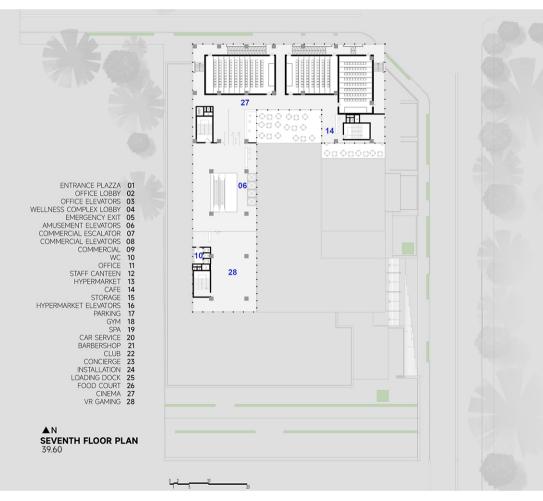




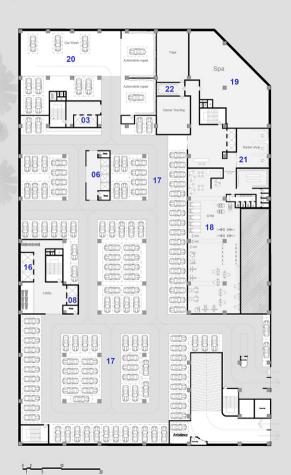
OFFICE











ENTRANCE PLAZZA 01 OFFICE LOBBY 02 OFFICE ELEVATORS 03
WELLNESS COMPLEX LOBBY 04 EMERGENCY EXIT 05 AMUSEMENT ELEVATORS 06 COMMERCIAL ESCALATOR 07 COMMERCIAL ELEVATORS 08 COMMERCIAL 09 WC 10 OFFICE 11 STAFF CANTEEN 12 HYPERMARKET 13 CAFE 14 STORAGE 15 HYPERMARKET ELEVATORS 16 PARKING 17 GYM 18 SPA 19 CAR SERVICE 20 BARBERSHOP 21 CLUB 22 CONCIERGE 23 INSTALLATION 24 LOADING DOCK 25 FOOD COURT 26 CINEMA 27 VR GAMING 28

▲N 2ND BASEMENT -7.05



03 17 ENTRANCE PLAZZA 01 OFFICE LOBBY 02 EMERGENCY EXIT 05 COMMERCIAL 09 WC 10 OFFICE 11 STAFF CANTEEN 12 HYPERMARKET 13 CAFE 14 STORAGE 15 PARKING 17 GYM 18 SPA 19 CAR SERVICE 20 BARBERSHOP 21 CLUB 22 STAFF 23 INSTALLATION 24 LOADING DOCK 25 FOOD COURT 26 CINEMA 27 VR GAMING 28

17

OFFICE ELEVATORS 03
WELLNESS COMPLEX LOBBY 04 AMUSEMENT ELEVATORS 06 COMMERCIAL ESCALATOR 07 COMMERCIAL ELEVATORS 08 HYPERMARKET ELEVATORS 16

▲N **3RD BASEMENT** -10.35



03 ENTRANCE PLAZZA 01 OFFICE LOBBY 02 OFFICE ELEVATORS 03
WELLNESS COMPLEX LOBBY 04 EMERGENCY EXIT 05 AMUSEMENT ELEVATORS 06 COMMERCIAL ESCALATOR 07 COMMERCIAL ELEVATORS 08 COMMERCIAL 09 WC 10 OFFICE 11 H -STAFF CANTEEN 12 HYPERMARKET 13 CAFE 14 STORAGE 15 HYPERMARKET ELEVATORS 16 PARKING 17 GYM 18 SPA 19 CAR SERVICE 20 BARBERSHOP 21 CLUB 22 CONCIERGE 23 INSTALLATION 24 LOADING DOCK 25 FOOD COURT 26 CINEMA 27 VR GAMING 28

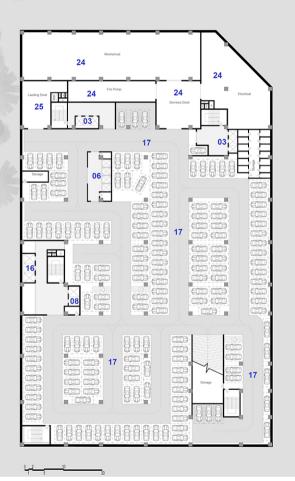
▲N **4TH BASEMENT** -13.65



PARKING

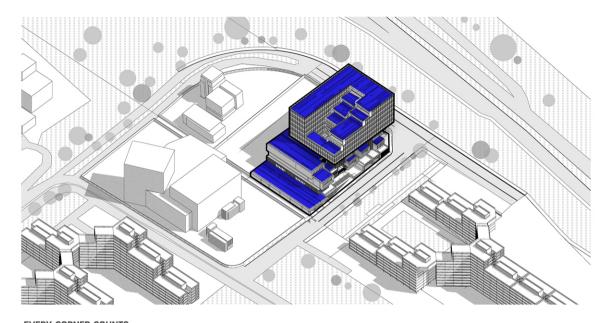
ENTRANCE PLAZZA 01 OFFICE LOBBY 02 OFFICE ELEVATORS 03
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▲N **5TH BASEMENT** -16.95



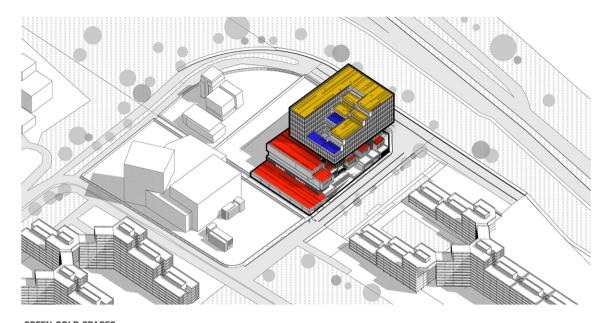


INSTALLATION (



EVERY CORNER COUNTS

An important design feature of this project is the terraces with different personalities around the project. To a large extent, these terraces were a result of the presented plan and to some extent they enhanced their design. These spaces may seem unwanted at first glance, but like the internal lungs of the body, they will deliver oxygen to the user and the spaces and today they have a very special place in the design of commercial-office buildings.



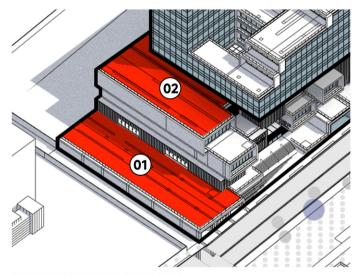
GREEN GOLD SPACES

Each terrace created depends on its back use. That is, the use of the terraces can be different depending on what kind of management and use of the complex will be in the future. However, these terraces, as shown, generally belong to three main uses. The larger, south-facing terraces are for commercial or recreational uses, and on the other hand, an attempt has been made to ensure that the area of the terraces of the office units does not exceed the usual limit.











01: PUBLIC AND USABLE

Given the characteristics of this space, which has direct access from both the outside and the inside and the ground floor, it can be a quality urban courtyard. A space to attract audiences from outside or an opportunity to relax next to the complex.

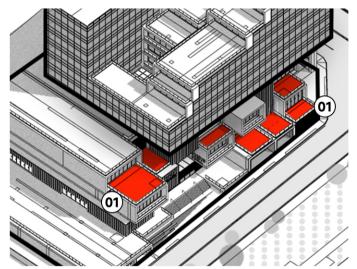


02: VIP OPEN SPACE

This space, with a dedicated access from the ground floor, is a courtyard with an area of 1400 square meters, which, depending on the future use, can be used from a fashion show and event space to a relaxation area or the open space of a large coffee shop.

SOUTHERN COMMERCIAL OPEN SPACES

The most important reason for creating these terraces is the project plan, which has major flaws in itself. Terraces or plazas with areas exceeding 100 square meters are a good opportunity for special uses.





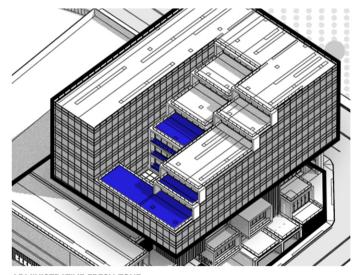






EASTERN COMMERCIAL TERRACES

The eastern terraces are smaller than other commercial terraces, ranging from 70 to 200 square meters. These spaces, which are dedicated to the commercial uses of the eastern side, can be located on the ground and first floors.









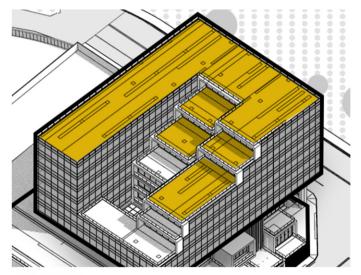
02: USUAL RESTING



03: ANNUAL EVENTS

ADMINISTRATIVE FRESH ZONE

Today, office design is much different than it was in recent decades. The more diverse lifestyles of Generation Z and the long work hours require the creation of quality and diverse spaces that can take employees away from the workplace for a moment. These spaces can also host periodic events in office spaces.

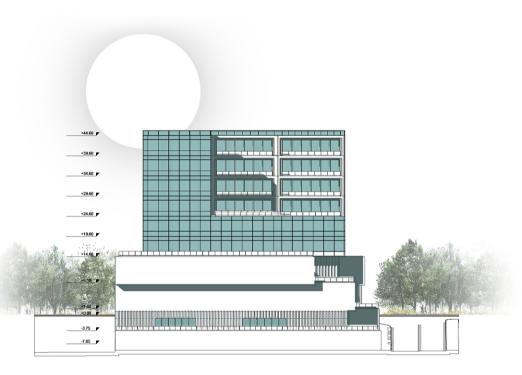


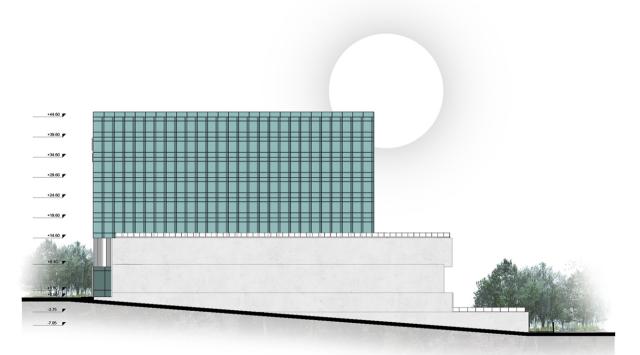




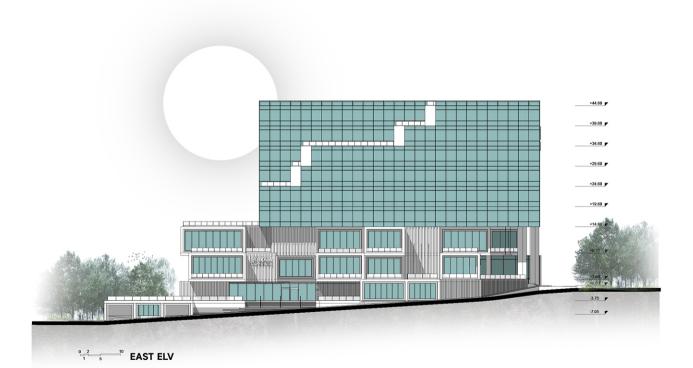
PANORAMA 360

The best use of terraces with an area of over 2,000 square meters will be in the recreational area - the foot court, where the appropriate height from the ground level and the absence of disturbance from neighboring units provide the user with a panoramic view of the city.









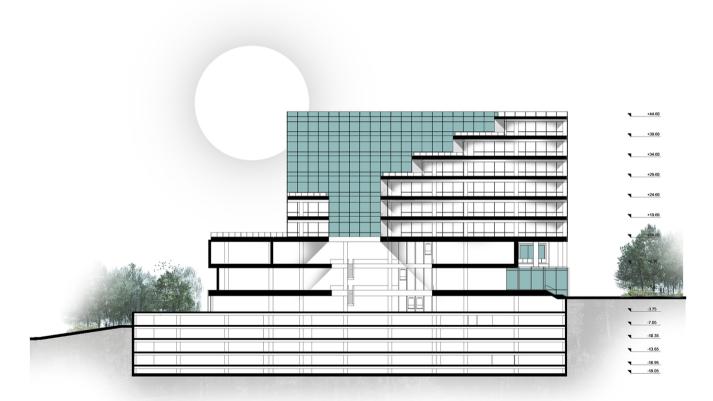


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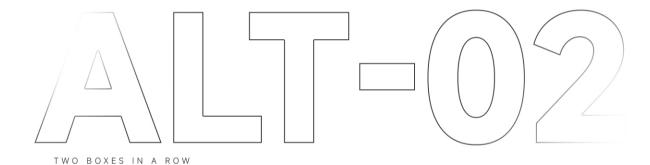
ALT-02

3D DIAGRAMS
Approaching the final project volume based on previous analyses

02

PLANNING

Displaying project planning in the form of plans, diagrams, and two-dimensional documents.





WELCOME VIEW

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PROJECTILES OF EXCITEMENT

Each cube, like a point of light, seems to be moving towards the audience, and this fluidity is what the project wants to showcase.



PLANNING

Alternative 2, as another answer to the problem solved, is similar in many ways to the first option. Refer to the first option for a review of the parking and commercial plans for this option. The only difference in this section is the plan for the office units. The building is divided into two separate blocks.



A SIMPLE END...

BUI;

... AN IMPORTANT START