

ARSA.

.RESIDENTAIL

in
architectural
design
2025

INTRODUCTION
SITE PLAN, DIAGRAM

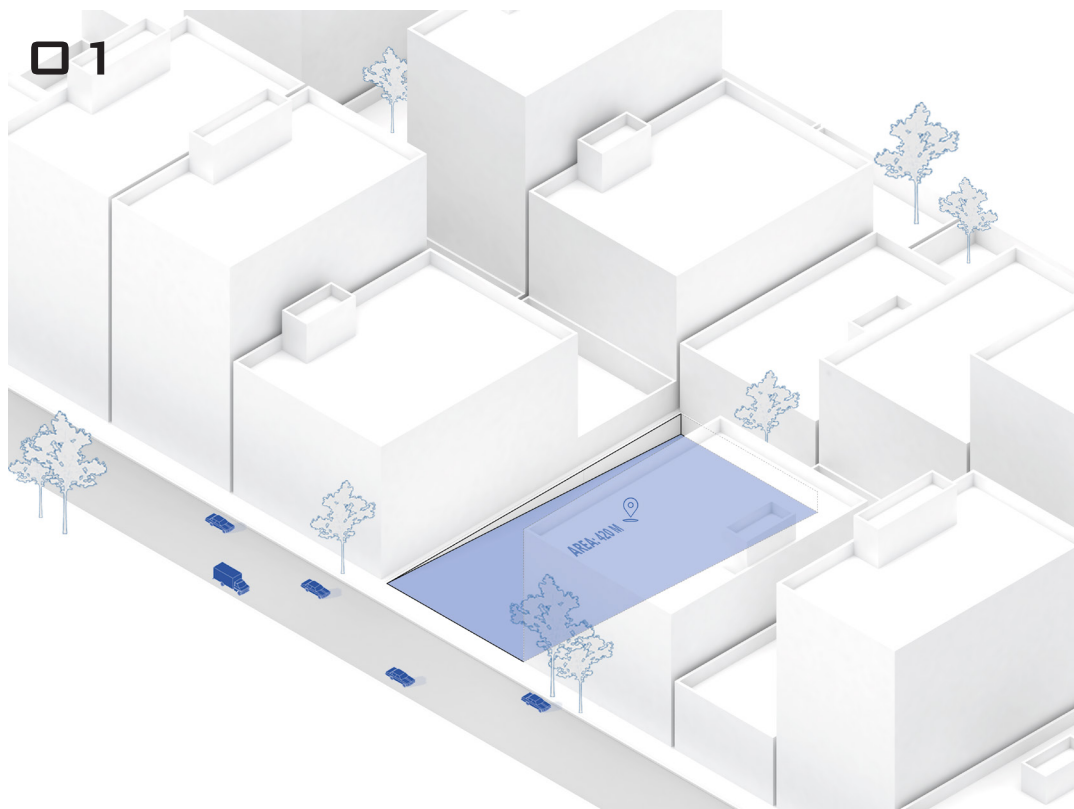
INTRODUCTION
PLANS

EXTERIOR DESIGN
EXTERIOR VIEWS

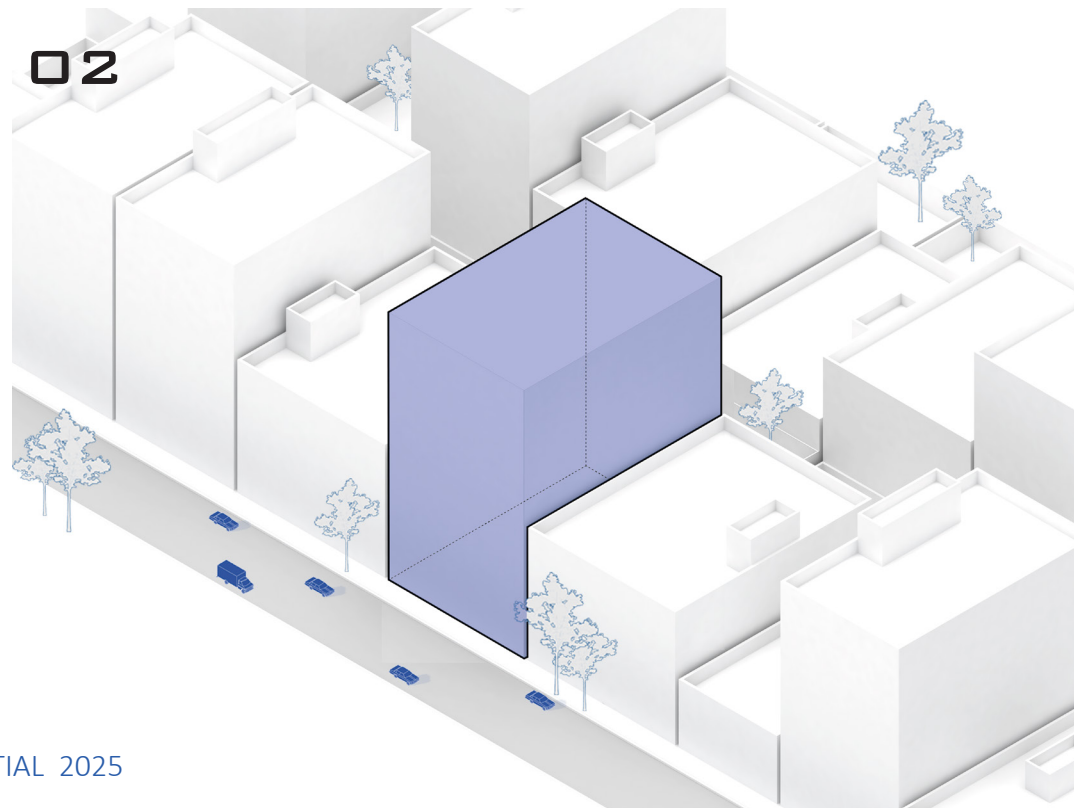
SECTION DESIGN
A-A , B-B

INTRODUCTION

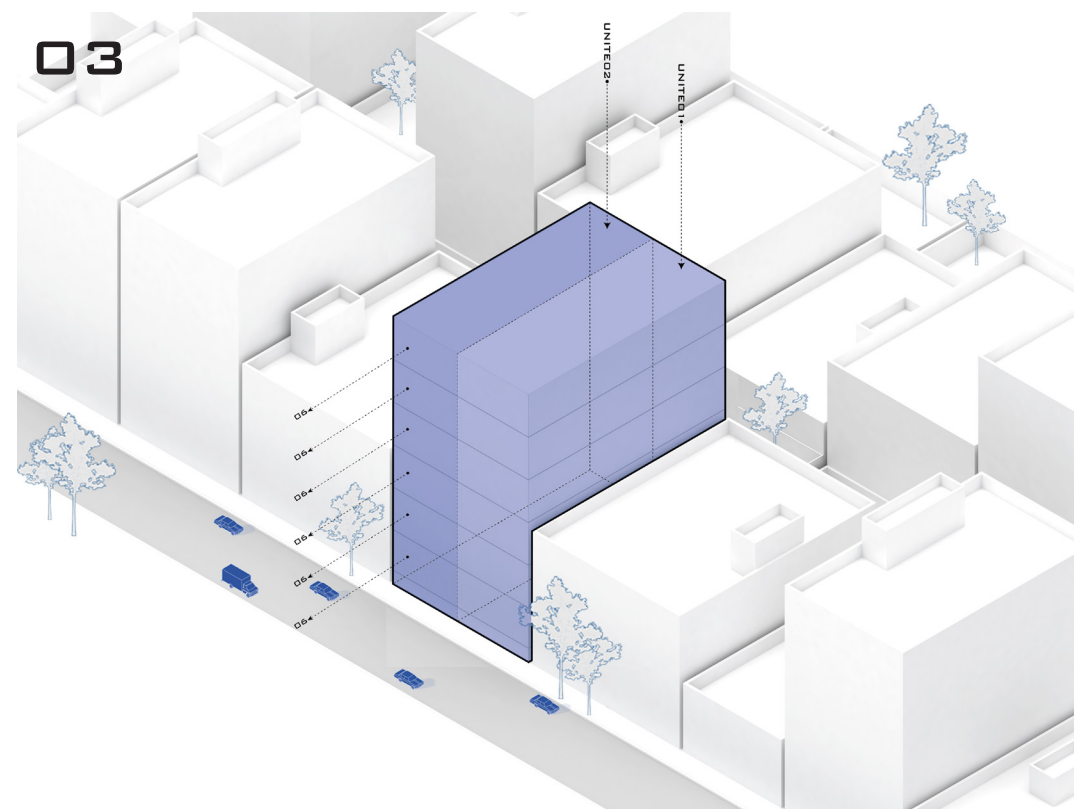
CONCEPT , DIAGRAM



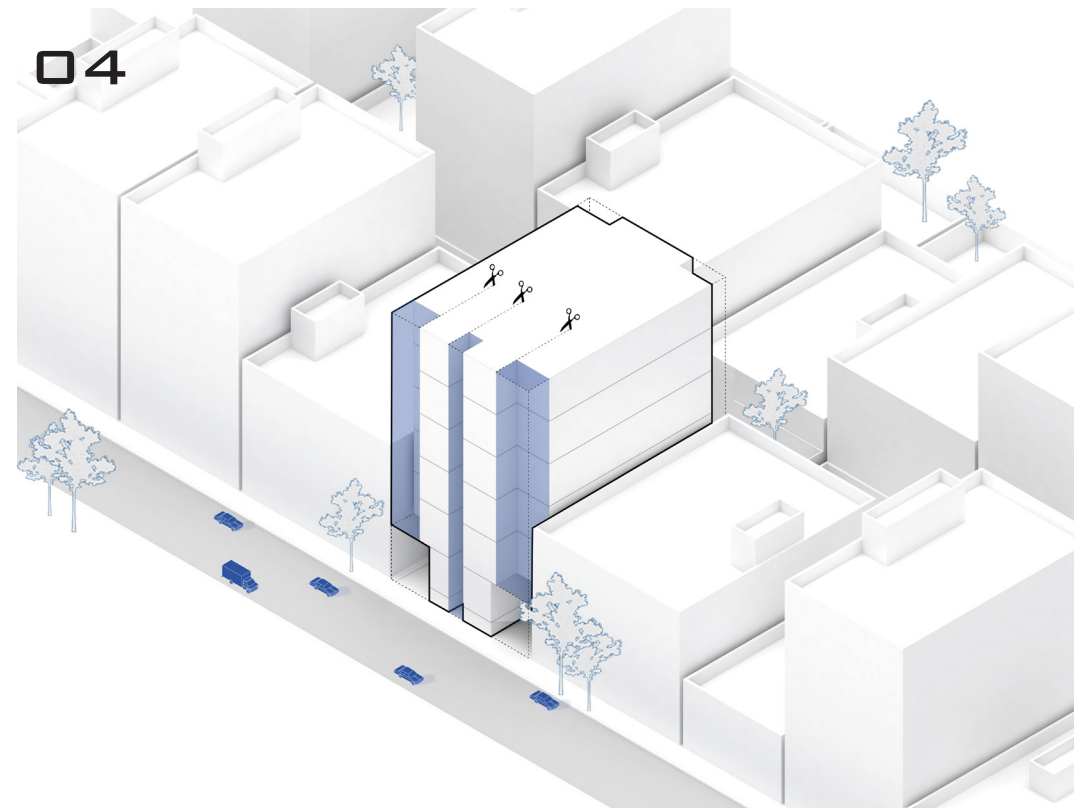
D1- SITE SELECTION
IN THIS STEP, THE VACANT LOT WITHIN THE EXISTING URBAN FABRIC IS IDENTIFIED AND SELECTED AS THE PROJECT SITE.



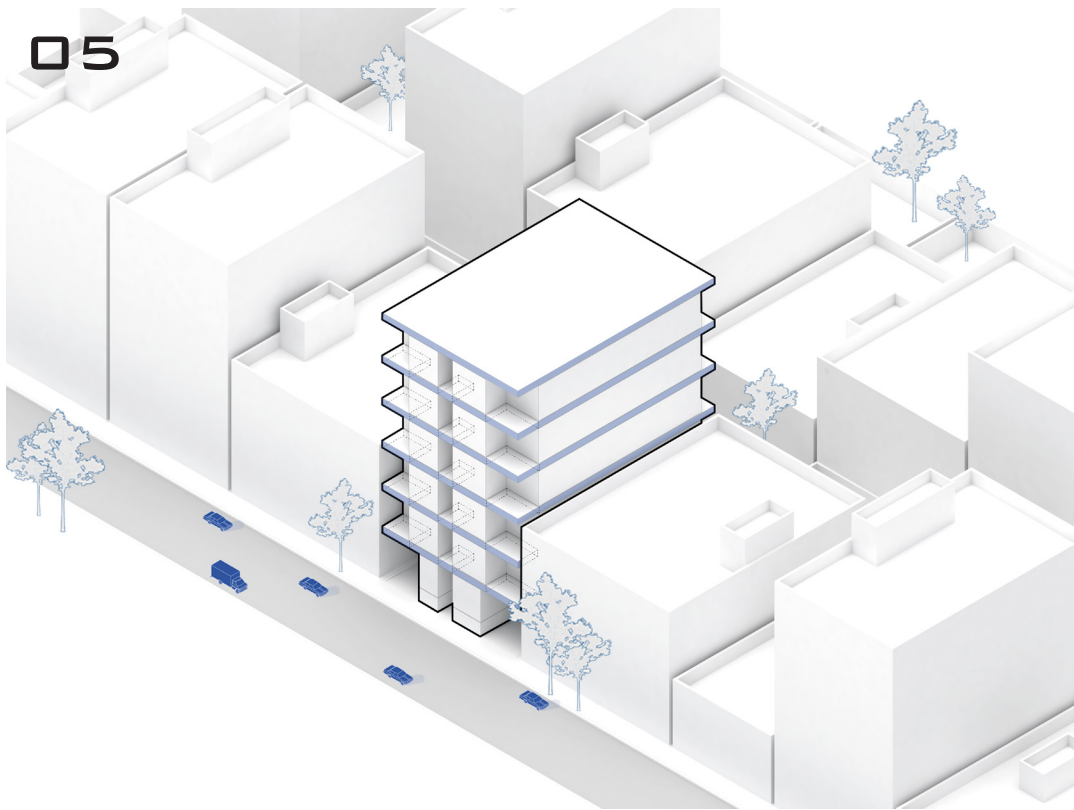
D2- BASE MASSING
A SIMPLE CUBIC MASS IS PLACED ON THE PLOT, RESPECTING SITE BOUNDARIES AND NEIGHBORING BUILDING HEIGHTS AS THE BASE VOLUME.



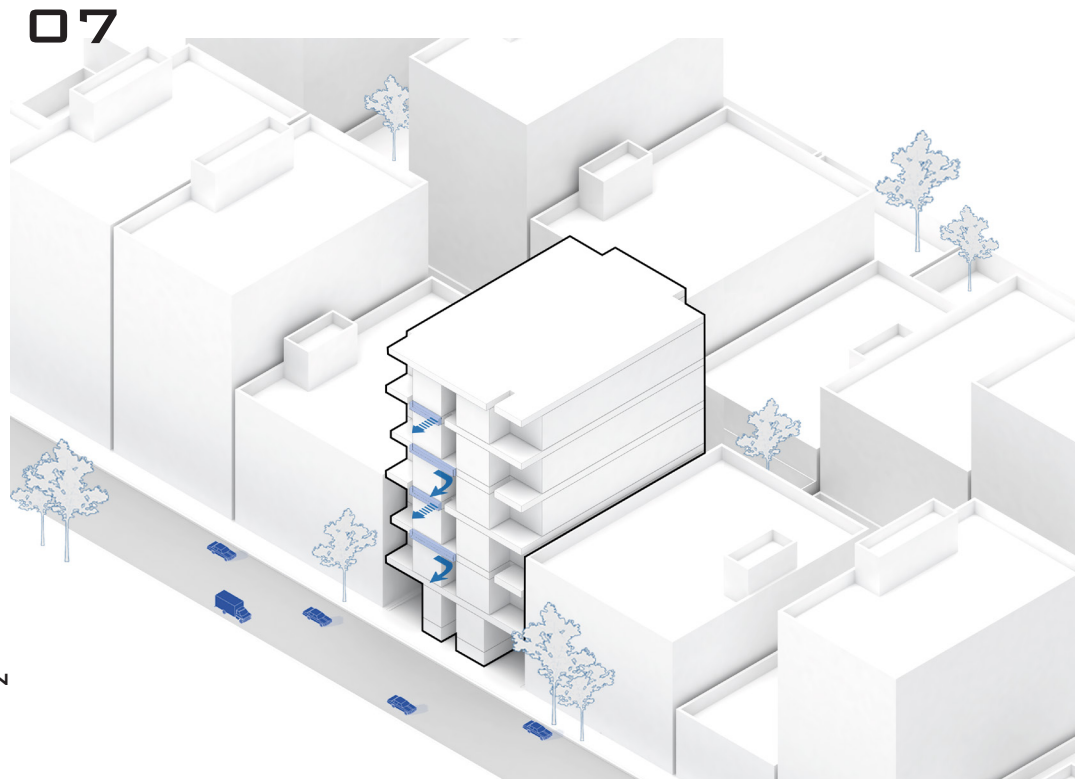
D3- SKYLINE ADAPTATION & VIEW FRAMING
THE MASS IS ADJUSTED BASED ON THE SKYLINE AND KEY URBAN VIEW ANGLES TO ENHANCE THE PROJECT'S VISUAL QUALITY.



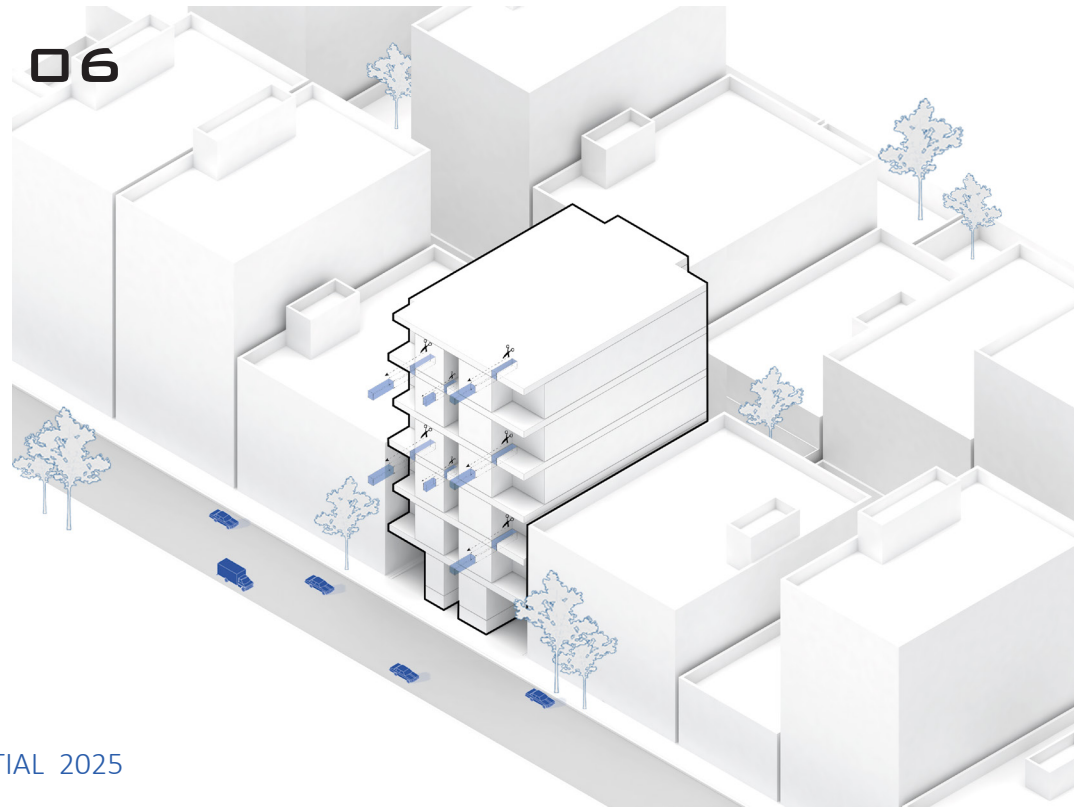
D4- VERTICAL FAÇADE ARTICULATION
THE FAÇADE IS VERTICALLY ARTICULATED TO INTRODUCE RHYTHM AND A DISTINCT VISUAL LANGUAGE.



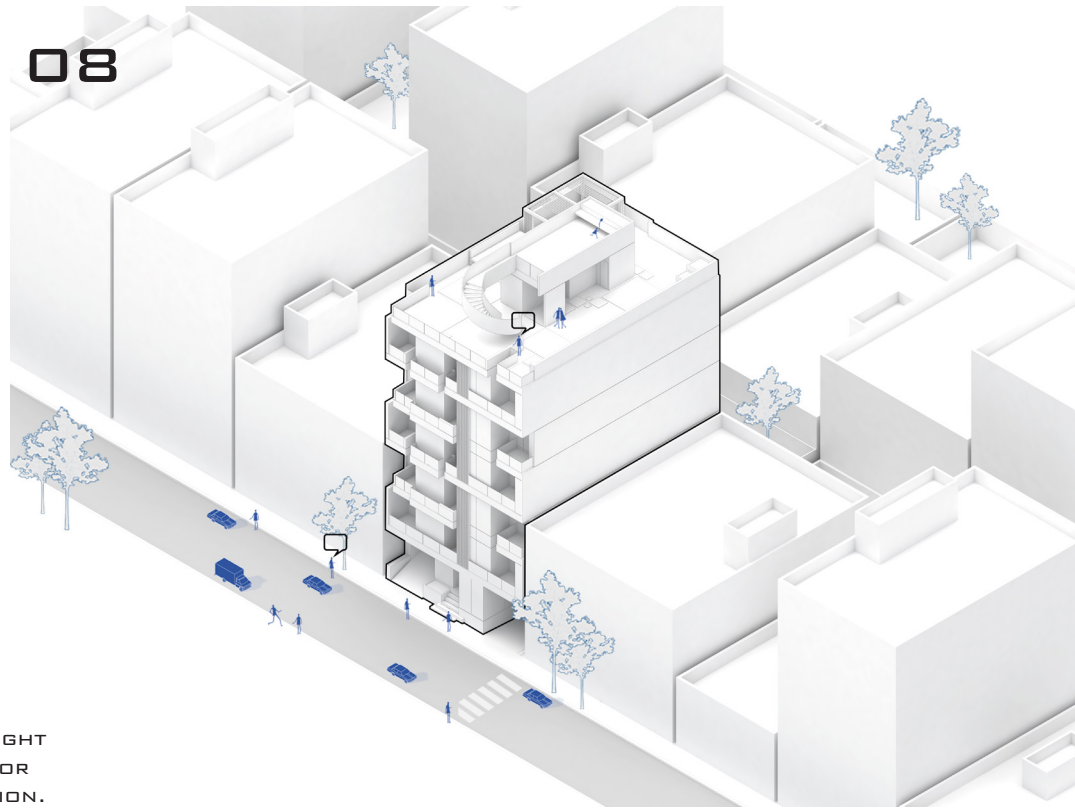
D5- HORIZONTAL LAYERING & FLOOR DIVISION
THE BUILDING FLOORS ARE DEFINED AS DISTINCT HORIZONTAL LAYERS, ESTABLISHING CLEAR SPATIAL ORGANIZATION.



D7- FORMATION OF DYNAMIC FAÇADE ELEMENTS
PORTIONS OF THE FAÇADE ARE DESIGNED AS MOVABLE ELEMENTS, ALLOWING FOR ADAPTABILITY AND ACTIVE INTERACTION WITH THE ENVIRONMENT.



D6- DOUBLE-HEIGHT TERRACES & VERTICAL CONNECTIONS
SOME FLOORS FEATURE DOUBLE-HEIGHT TERRACES TO CREATE OPEN, FLUID SPACES. RAMPS OR STAIRS ARE ADDED TO ENHANCE VERTICAL CIRCULATION.



D8- FINAL FORM DEVELOPMENT
THE FINAL FORM EMERGES THROUGH THE INTEGRATION OF ALL DESIGN ELEMENTS, ACHIEVING HARMONY WITH THE URBAN CONTEXT AND INTERNAL FUNCTION.

PLAN DESIGN
PLANS , FURNITURE

ARCHITECTURAL DESIGN NARRATIVE & FAÇADE CONCEPT

OVERALL DESIGN APPROACH

THE DESIGN PROCESS FOR THIS PROJECT WAS INITIATED WITH THE INTENT OF CREATING A CONTEMPORARY ARCHITECTURAL EXPERIENCE THAT REMAINS ROOTED IN THE REGION’S CULTURAL AND CLIMATIC CONTEXT. LOCATED IN A DENSE URBAN FABRIC, THE PROJECT’S SITE REFLECTS A MIX OF VERNACULAR ARCHITECTURE AND URBAN TRANSFORMATION. AS SUCH, THE FAÇADE CONCEPT IS BASED ON A BALANCE BETWEEN AUTHENTICITY AND MODERNITY, EXPRESSED THROUGH A REFINED COMBINATION OF NATIVE MATERIALS AND CONTEMPORARY FORMS, CLEAN LINES WITH ARTICULATED MASSES, AND A THOUGHTFUL PLAY OF LIGHT AND SHADOW ON TERRACES AND FAÇADE LAYERS.

SPATIAL ORGANIZATION & BUILDING STRUCTURE

THE BUILDING COMPRISES SIX RESIDENTIAL FLOORS ABOVE A GROUND-LEVEL PILOTIS. EACH RESIDENTIAL FLOOR CONTAINS TWO SEPARATE UNITS DESIGNED FOR OPTIMAL NATURAL LIGHT, VENTILATION, AND URBAN VIEWS. THE GROUND FLOOR ACCOMMODATES PARKING, A LUXURIOUS ENTRANCE LOBBY, A MULTIPURPOSE GATHERING HALL, AND ACCESS TO A TIERED COURTYARD. THE BASEMENT LEVEL INCLUDES STORAGE ROOMS, SECONDARY PARKING, AND A LOWER GARDEN SHAPED BY THE SITE’S NATURAL SLOPE. FINALLY, THE ROOFTOP HAS BEEN TRANSFORMED INTO A FULL-FEATURED ROOF GARDEN WITH GREEN SPACES, SHADED AND OPEN SEATING ZONES, ENHANCING COMMUNAL LIFE.

ROOF GARDEN & GREEN SPACE

THE ROOF GARDEN ACTS AS THE PROJECT’S SOCIAL AND CONTEMPLATIVE CORE. A PORTION OF THE ROOFTOP PENTHOUSE IS LANDSCAPED TO PROVIDE AN ELEVATED VIEWPOINT OVER THE ENTIRE GARDEN, CREATING A MULTI-LEVEL EXPERIENCE. A SCULPTURAL METAL SPIRAL STAIRCASE CONNECTS THE MAIN ROOF TO THIS UPPER LEVEL, SERVING BOTH FUNCTIONAL AND AESTHETIC ROLES, BECOMING A VISUAL FOCAL POINT IN THE ROOFTOP DESIGN AND BUILDING FAÇADE.

FAÇADE CONCEPT & MATERIAL STRATEGY

THE FAÇADE IS CONCEIVED TO REFLECT COHERENCE, IDENTITY, AND DYNAMISM. THE TERRACES, AS PROMINENT VOLUMETRIC FEATURES, ARE COVERED WITH THERMO-WOOD CEILING PANELS, OFFERING THE WARMTH AND APPEARANCE OF NATURAL WOOD WITH DURABILITY AGAINST CLIMATIC EXPOSURE. THESE CEILINGS FUNCTION AS ARCHITECTURAL FRAMES, ACCENTUATING THE TERRACES WHILE INTRODUCING MATERIAL CONTRAST TO THE REST OF THE FAÇADE.

FOR THE MAIN SURFACE TREATMENT, TWO MATERIAL ALTERNATIVES ARE PROPOSED:

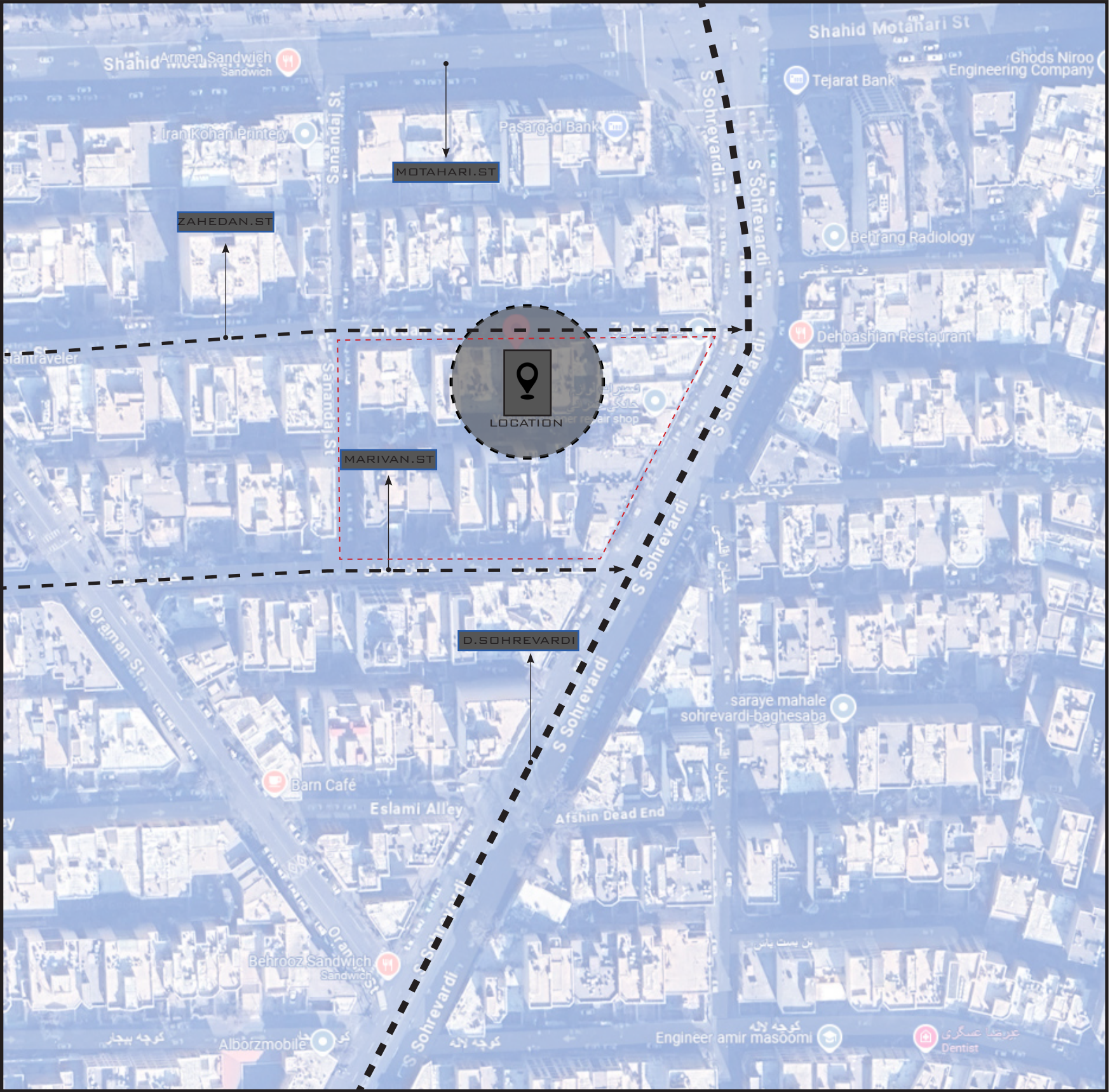
TRADITIONAL IRANIAN BRICK, WITH A NATURAL EARTHY TONE THAT EVOKES A SENSE OF CULTURAL ROOTEDNESS AND VISUAL WARMTH.

CEMENTITIOUS RENDER WITH NEUTRAL PAINT, LENDING A MINIMALIST AND CONTEMPORARY APPEARANCE, EMPHASIZING GEOMETRY AND SHADOW ARTICULATION.

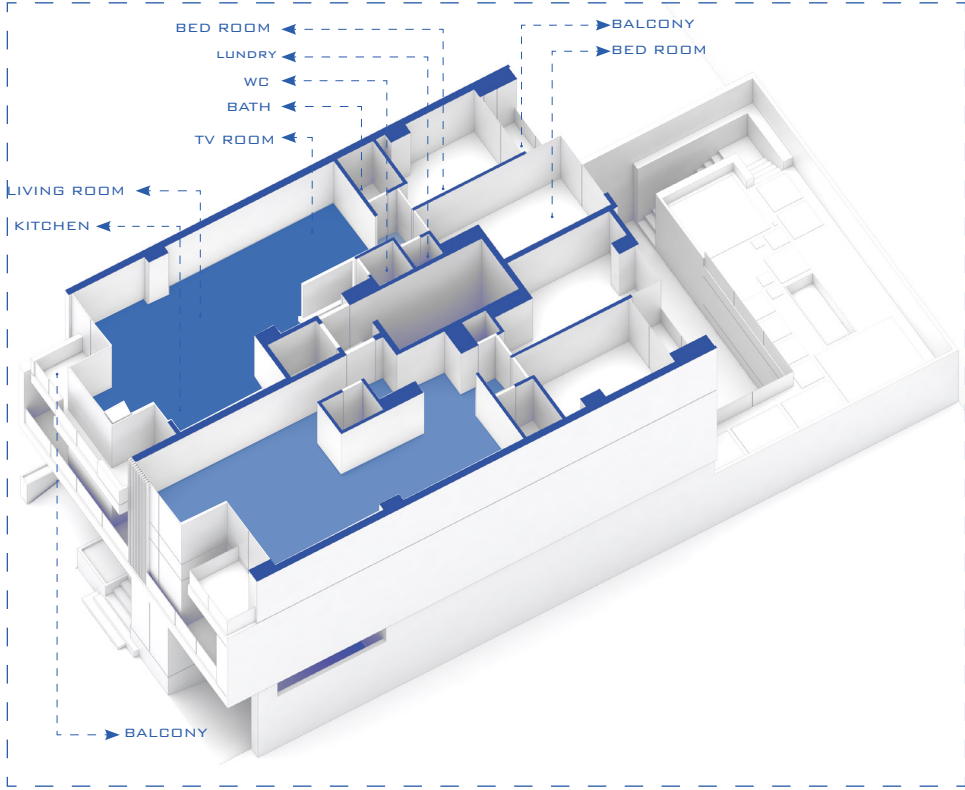
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SPECIAL FAÇADE ELEMENTS

AMONG THE PROJECT’S UNIQUE FAÇADE FEATURES ARE THE VERTICAL STRIPES THAT ANIMATE THE PRIMARY ELEVATION, BLENDING OPAQUE AND TRANSPARENT SURFACES TO CREATE RHYTHM AND MOTION. SELECTED FLOORS INCLUDE DOUBLE-HEIGHT TERRACES, ENHANCING SPATIAL DEPTH, PERSPECTIVE, AND DAYLIGHT PENETRATION. THE SPIRAL METAL STAIRCASE—VISIBLE FROM BOTH THE ROOFTOP AND THE STREET—ADDS A FUNCTIONAL YET ICONIC DESIGN GESTURE, BECOMING A SYMBOLIC ELEMENT WITHIN THE PROJECT’S ARCHITECTURAL IDENTITY.



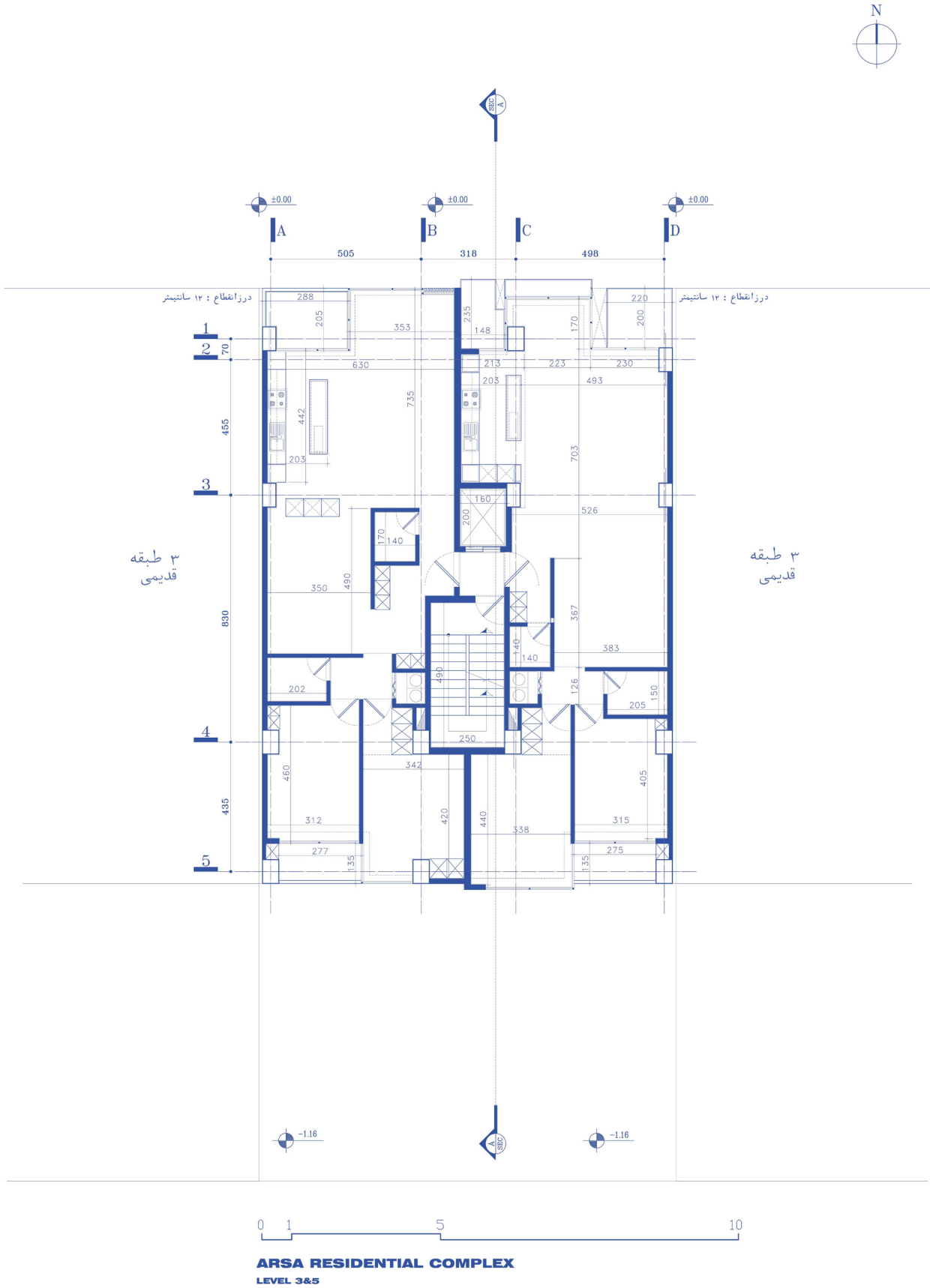


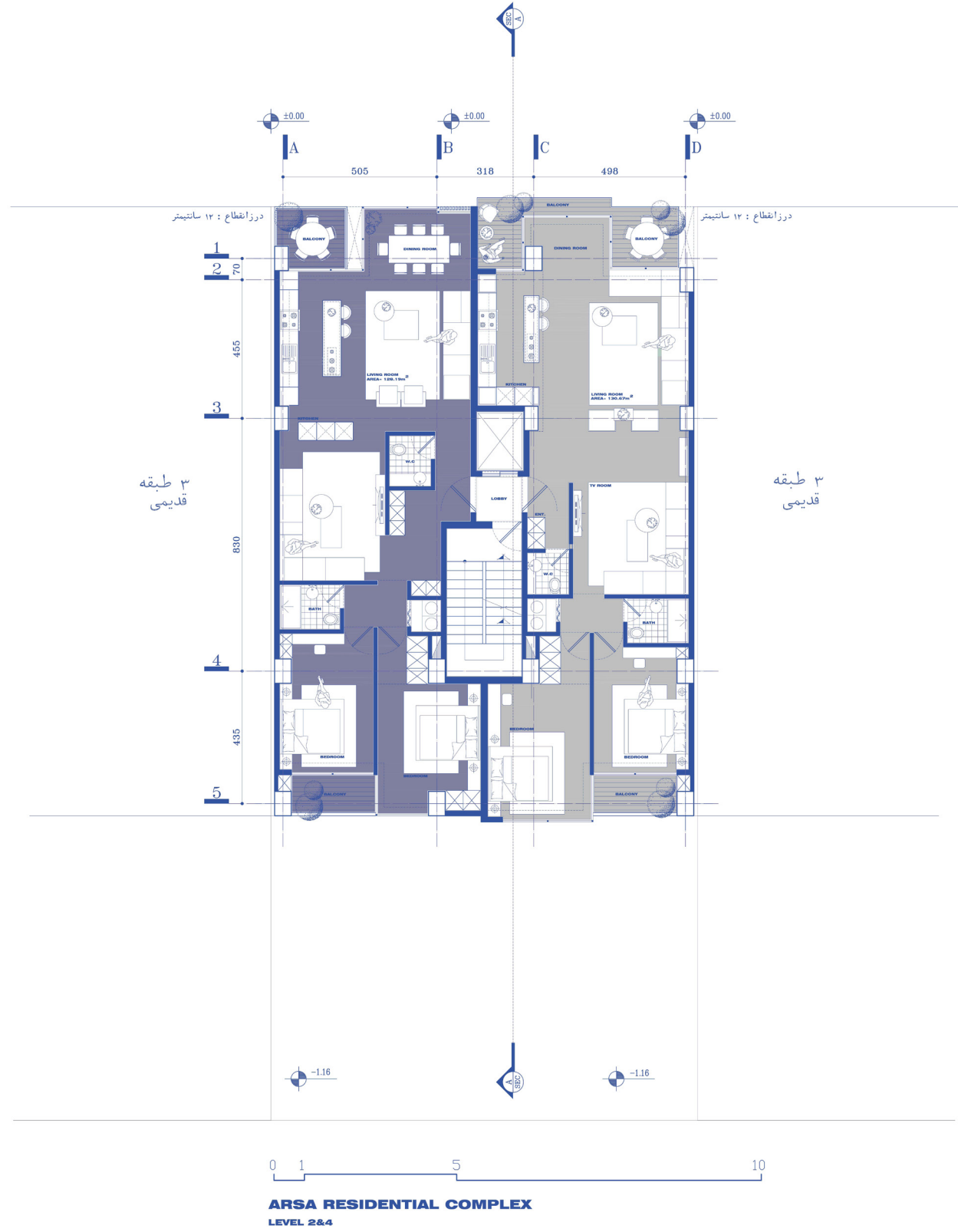
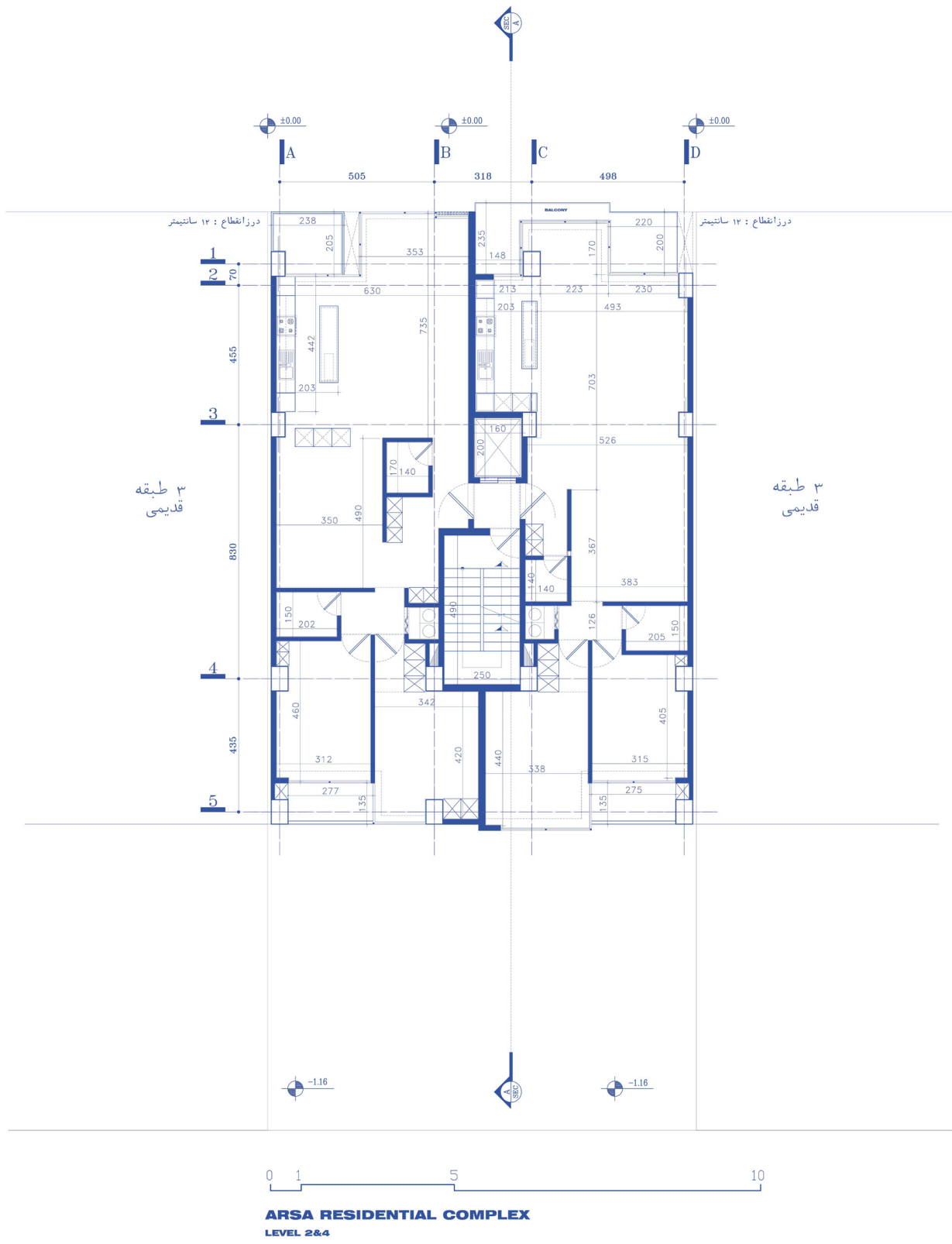
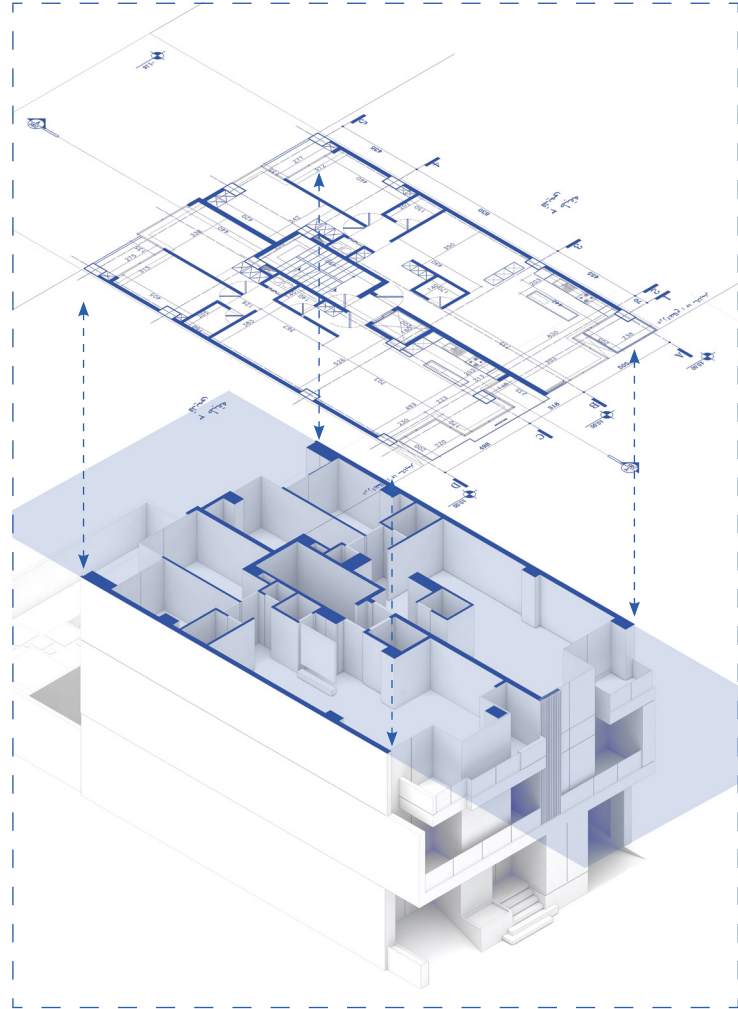


OVERALL DESIGN APPROACH

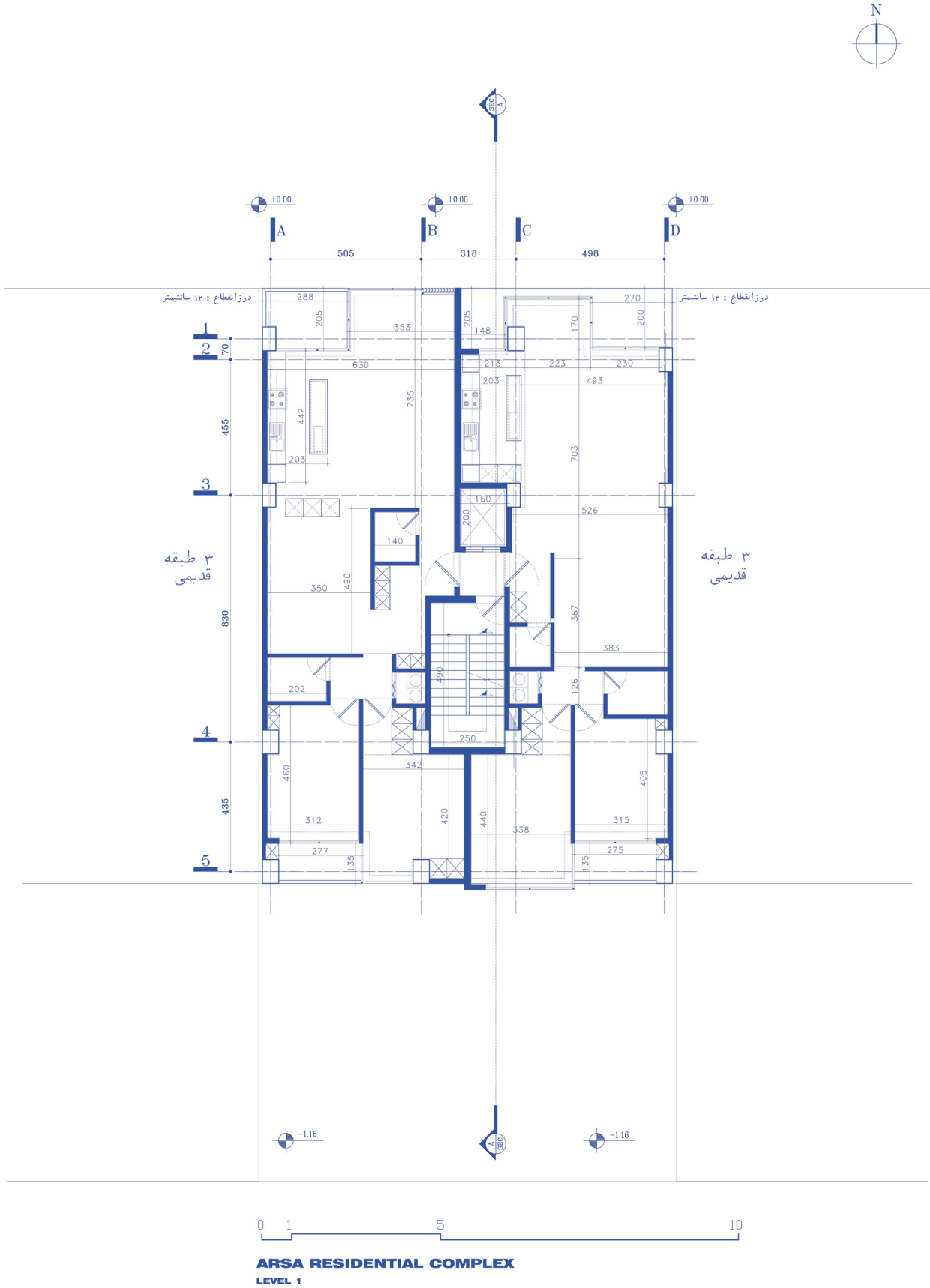


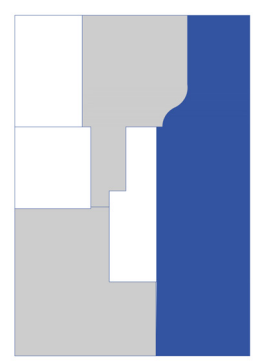
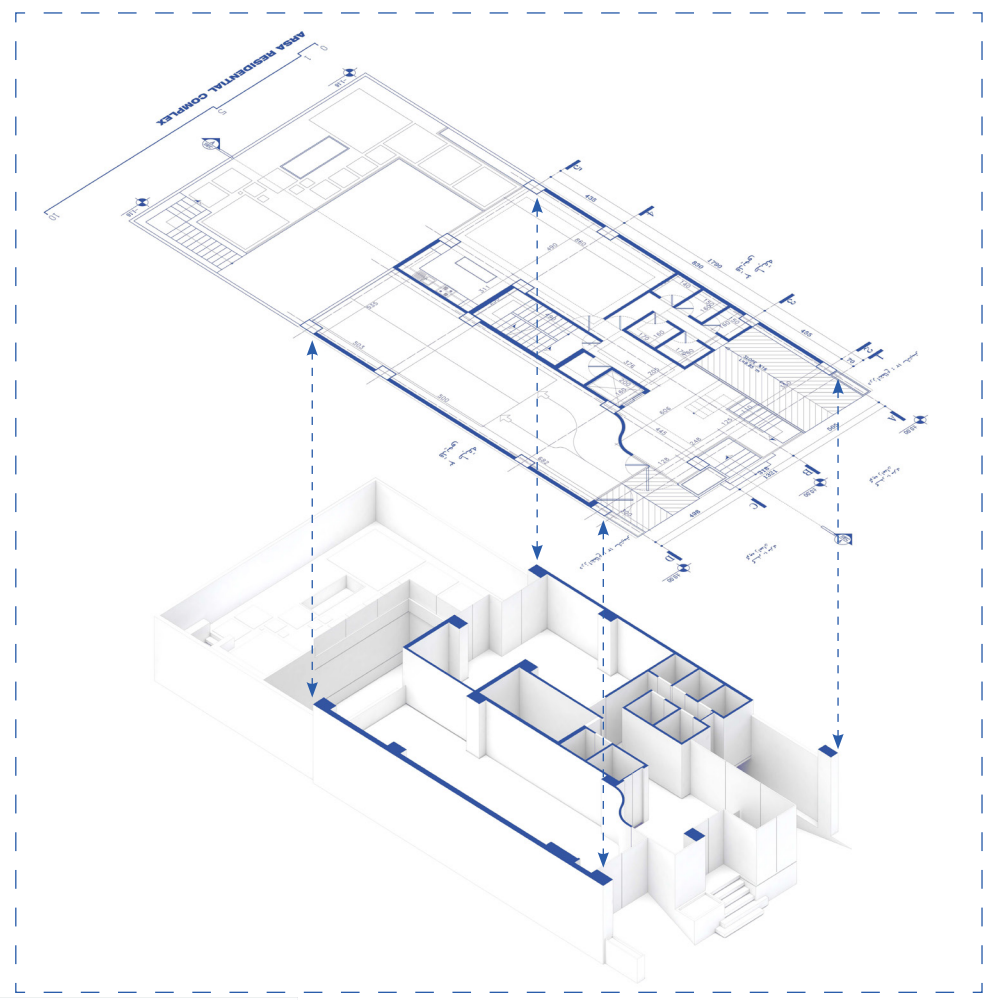
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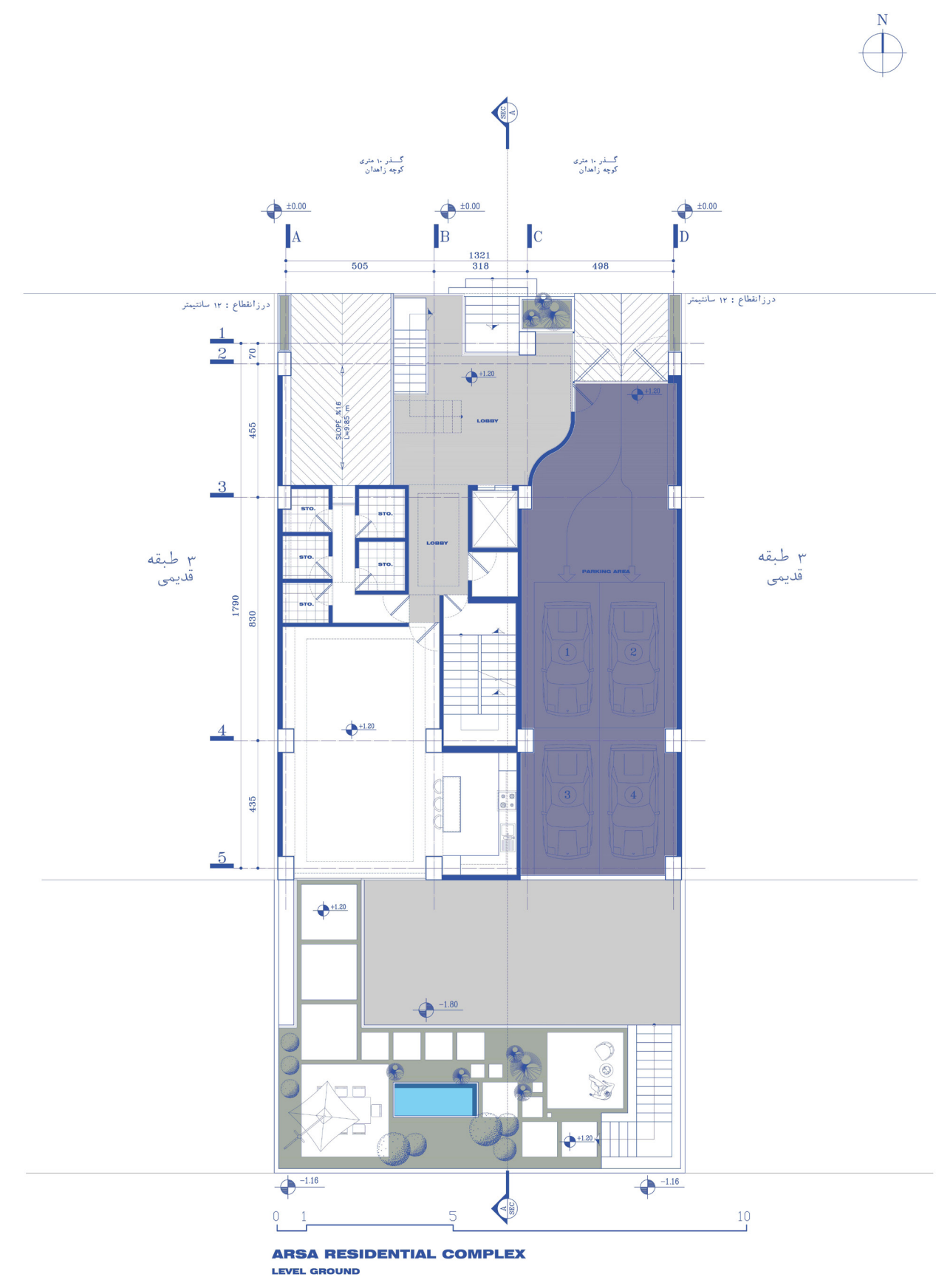
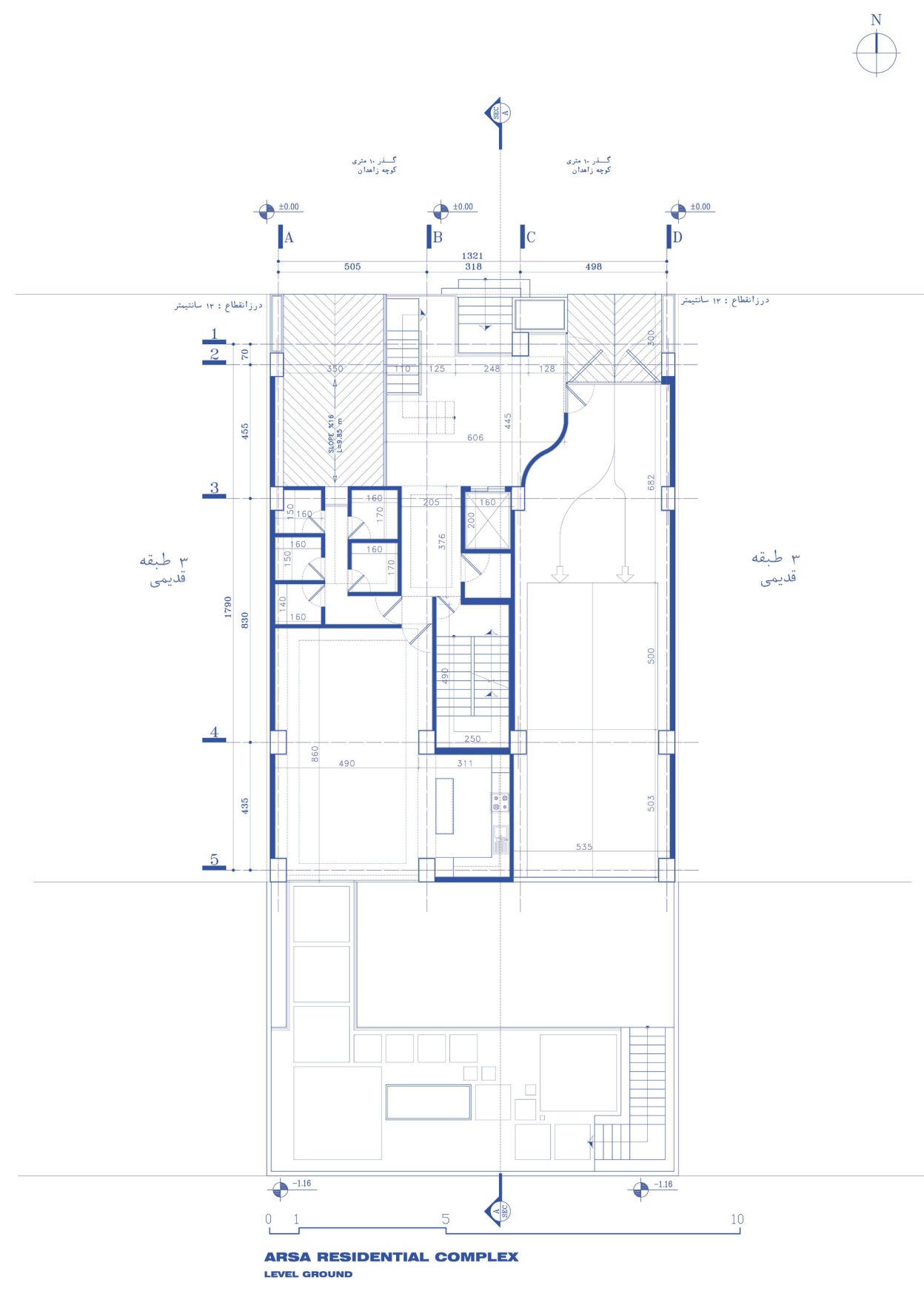


جدول مساحت کلی مسابقه آرسا							
کاربری	مساحت		پارکینگ	راه پله + آسانسورها	مساحت		مساحت کل طبقه
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زیرزمین ۱-	-	-	18	-	-	-	275.20
همکف	-	-	-	-	-	-	275.20
اول	2	000.00	-	18.40	واحد ۱ : 128.19 واحد ۲ : 128.61	-	275.20
دوم	2	000.00	-	18.40	واحد ۱ : 127.16 واحد ۲ : 127.61	-	273.17
سوم	2	000.00	-	18.40	واحد ۱ : 128.19 واحد ۲ : 127.40	-	273.99
چهارم	2	000.00	-	18.40	واحد ۱ : 127.16 واحد ۲ : 129.67	-	273.17
پنجم	2	000.00	-	18.40	واحد ۱ : 128.19 واحد ۲ : 129.37	-	273.99
جمع	مساحت مسکونی		مساحت گداز پارکینگ	-	مساحت مسکونی		مساحت کل مجموعه
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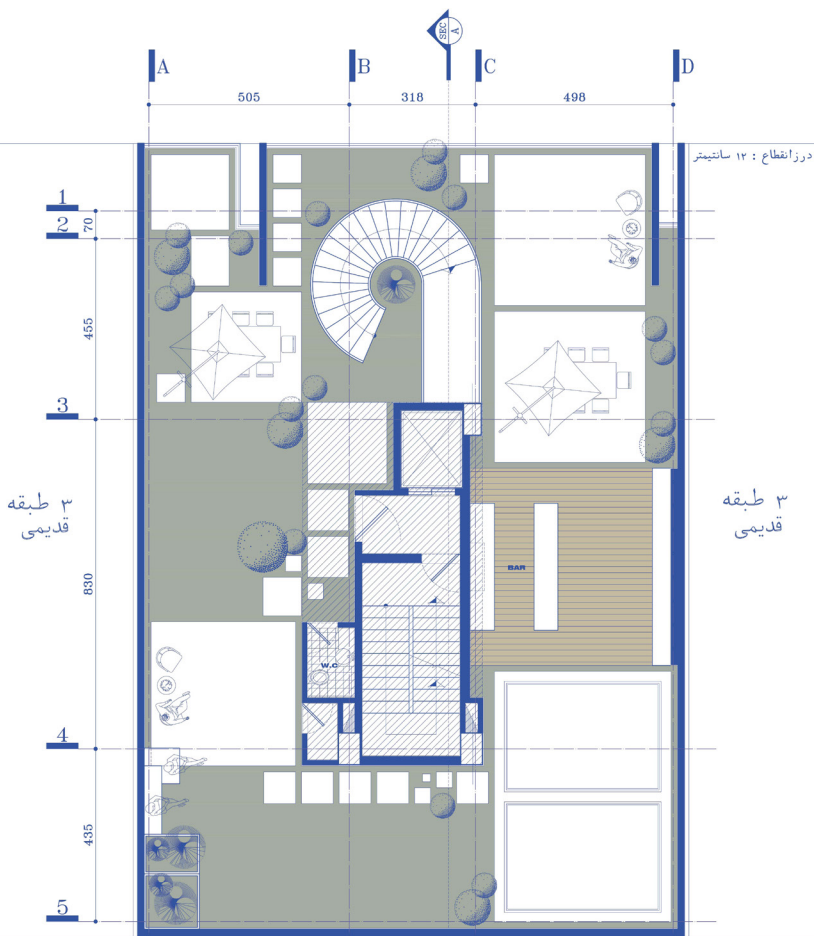




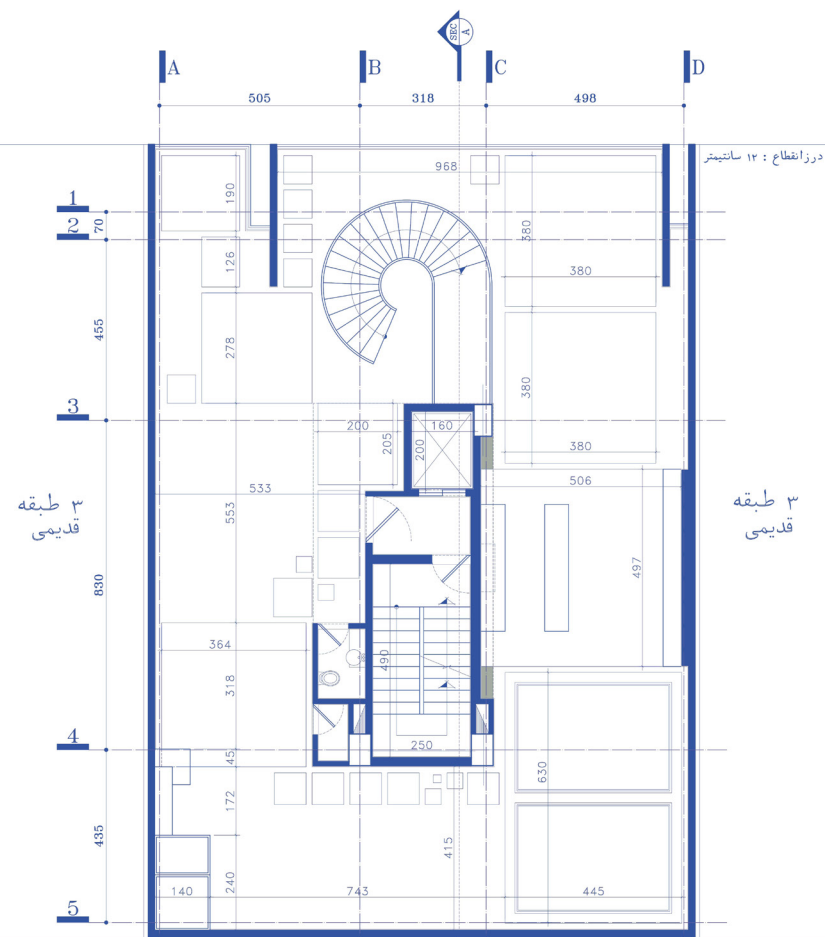
ARSA RESIDENTIAL 2025



THE ROOF GARDEN ACTS AS THE PROJECT'S SOCIAL AND CONTEMPLATIVE CORE. A PORTION OF THE ROOFTOP PENTHOUSE IS LANDSCAPED TO PROVIDE AN ELEVATED VIEWPOINT OVER THE ENTIRE GARDEN, CREATING A MULTI-LEVEL EXPERIENCE. A SCULPTURAL METAL SPIRAL STAIRCASE CONNECTS THE MAIN ROOF TO THIS UPPER LEVEL, SERVING BOTH FUNCTIONAL AND AESTHETIC ROLES, BECOMING A VISUAL FOCAL POINT IN THE ROOFTOP DESIGN AND BUILDING FAÇADE.



ARSA RESIDENTIAL COMPLEX
LEVEL ROOF GARDEN



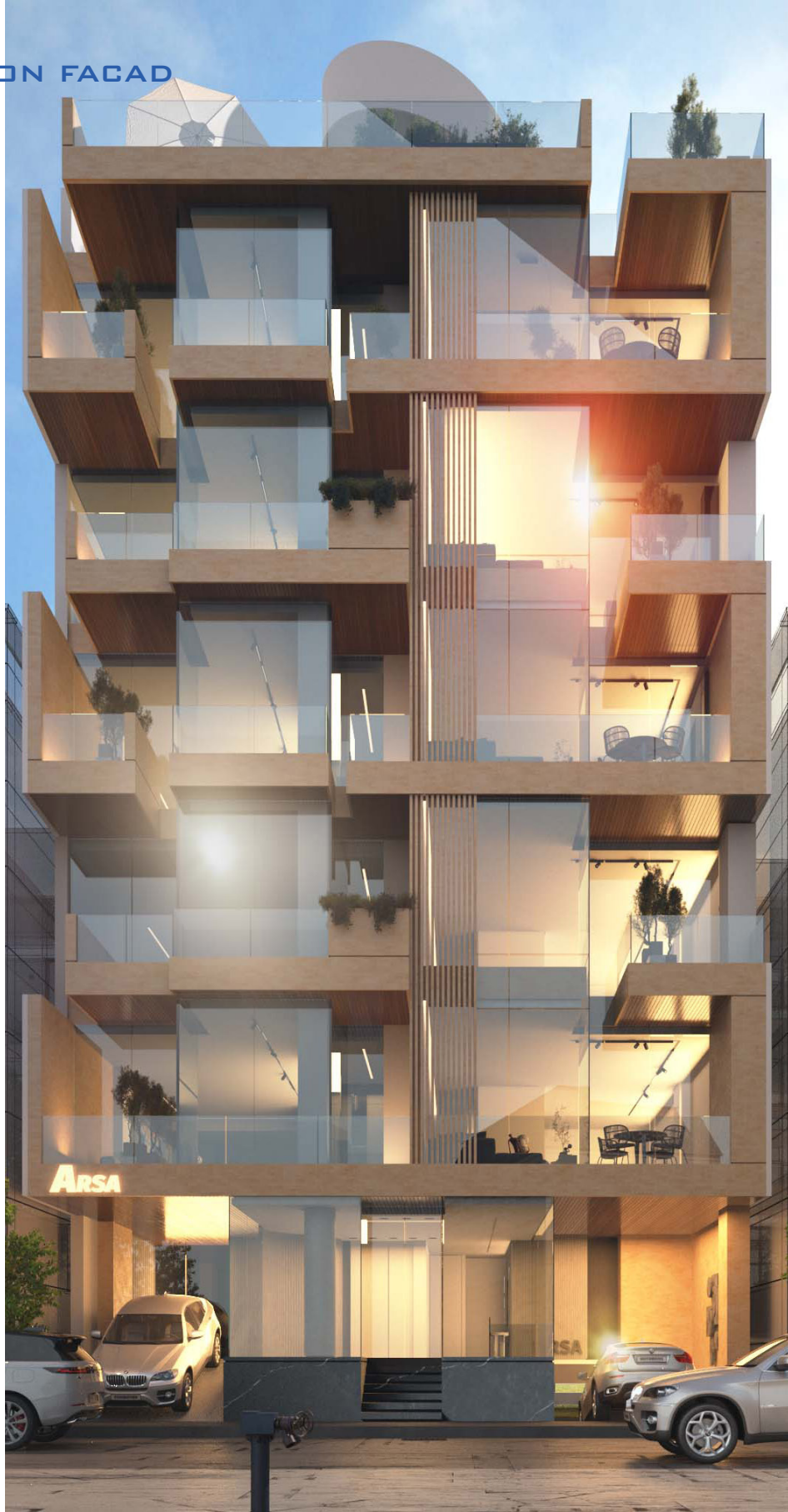
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ROOF GARDEN & GREEN SPACE

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ELEVATION FACADE DESIGN
RENDER



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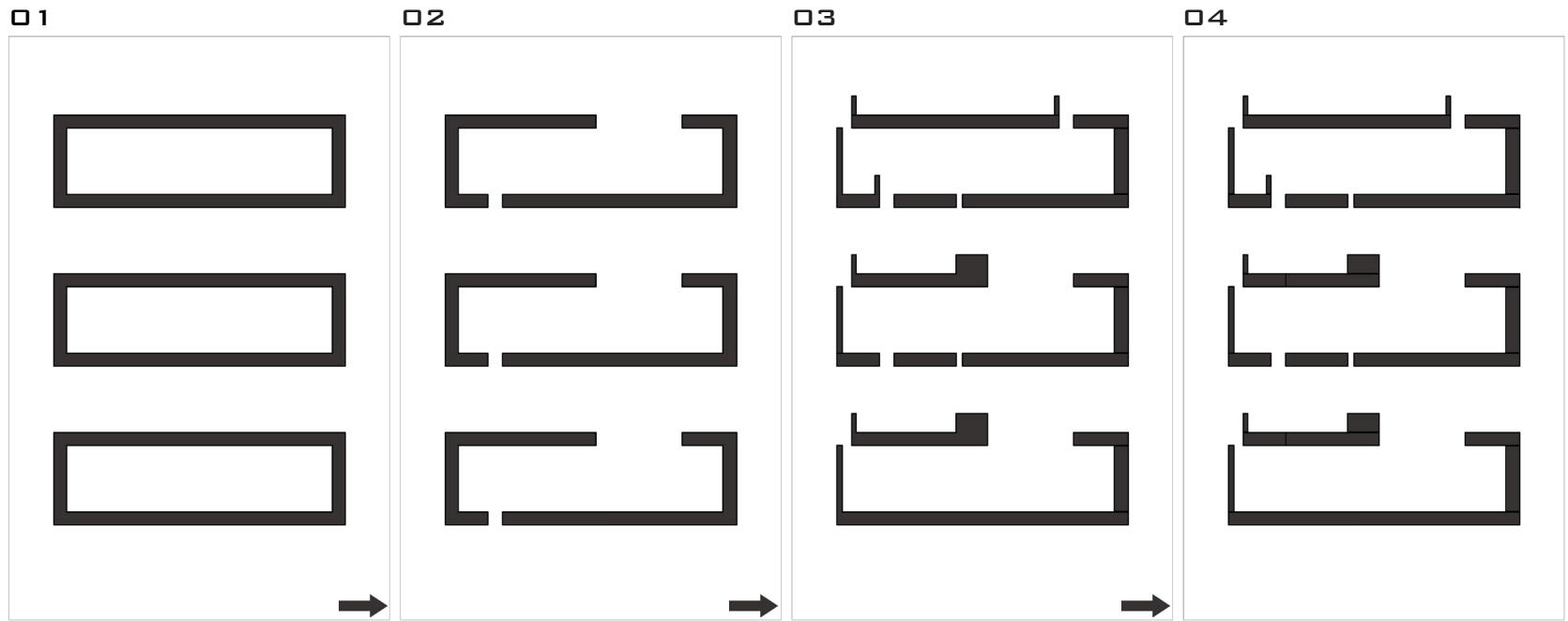
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1. MODULAR SEGMENTATION

THE INITIAL STEP IN THE FACADE DESIGN INVOLVES DIVIDING THE ELEVATION INTO SIX RECTANGULAR VOLUMES. THIS MODULAR SEGMENTATION ESTABLISHES THE STRUCTURAL FRAMEWORK OF THE FACADE, ALLOWING FOR A CLEAR SPATIAL ORGANIZATION AND A RATIONAL GRID SYSTEM THAT INFORMS SUBSEQUENT DESIGN DECISIONS.

2. STRATEGIC SUBTRACTIONS

IN THE SECOND STAGE, SELECTED PORTIONS OF THE BOXES ARE CARVED OUT. THESE STRATEGIC SUBTRACTIONS INTRODUCE A SENSE OF RHYTHM AND VOID WITHIN THE COMPOSITION, ENHANCING DAYLIGHT PENETRATION AND CREATING VISUAL CONNECTIONS BETWEEN THE INTERIOR AND THE SURROUNDING ENVIRONMENT.

3. VERTICAL ARTICULATION

VERTICAL LINES ARE INTRODUCED ACROSS THE FACADE SURFACES TO EMPHASIZE HEIGHT AND REINFORCE VERTICAL CONTINUITY. THIS GESTURE NOT ONLY ACCENTUATES THE ARCHITECTURAL LANGUAGE BUT ALSO CONTRIBUTES TO A MORE REFINED AND ELEGANT EXPRESSION OF THE FACADE.

4. DEPTH & SPATIAL PLAY

FINALLY, SELECT VOLUMES ARE SHIFTED FORWARD AND BACKWARD TO CREATE SPATIAL DEPTH AND DYNAMIC INTERPLAY BETWEEN LIGHT AND SHADOW. THIS MOVEMENT INTRODUCES A SCULPTURAL QUALITY TO THE FACADE, ENRICHING ITS VISUAL COMPLEXITY WHILE MAINTAINING AN OVERALL SENSE OF COHERENCE.



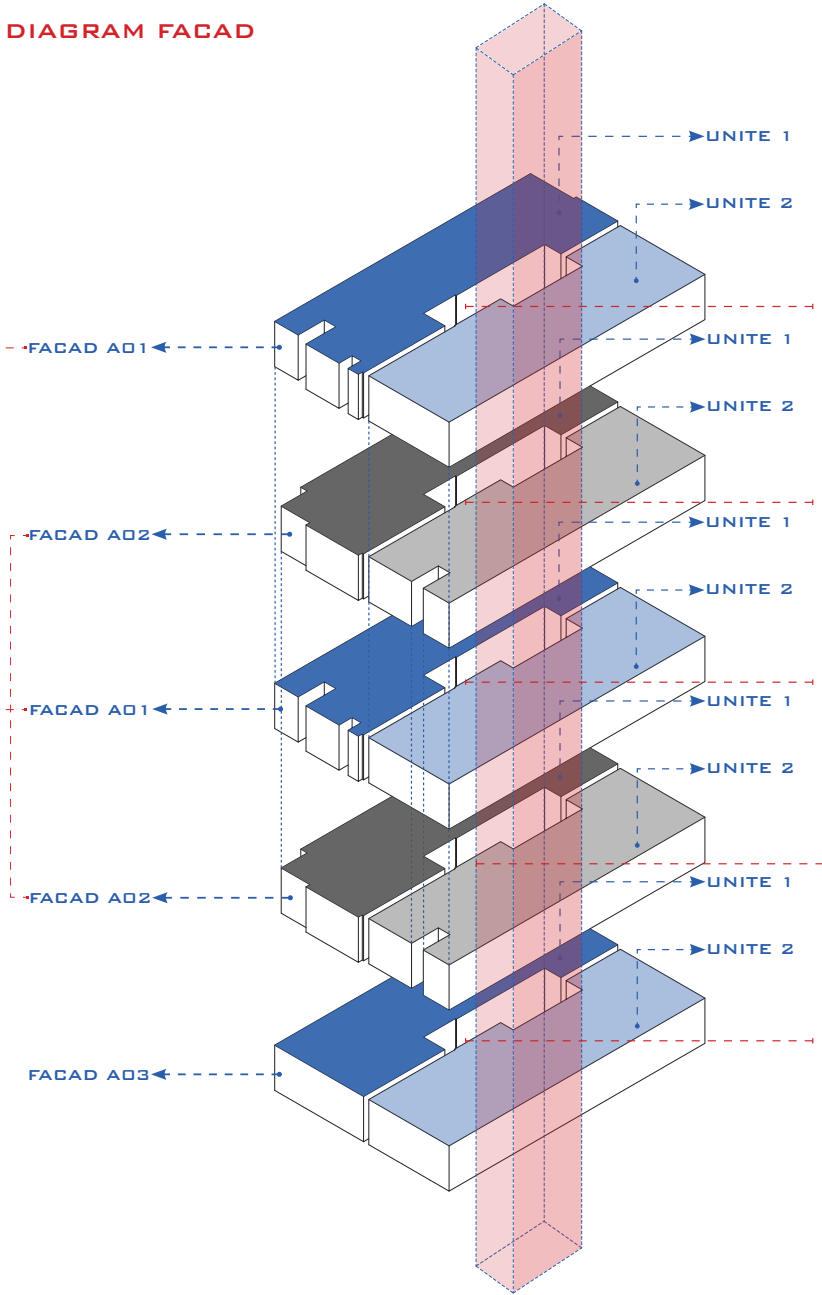
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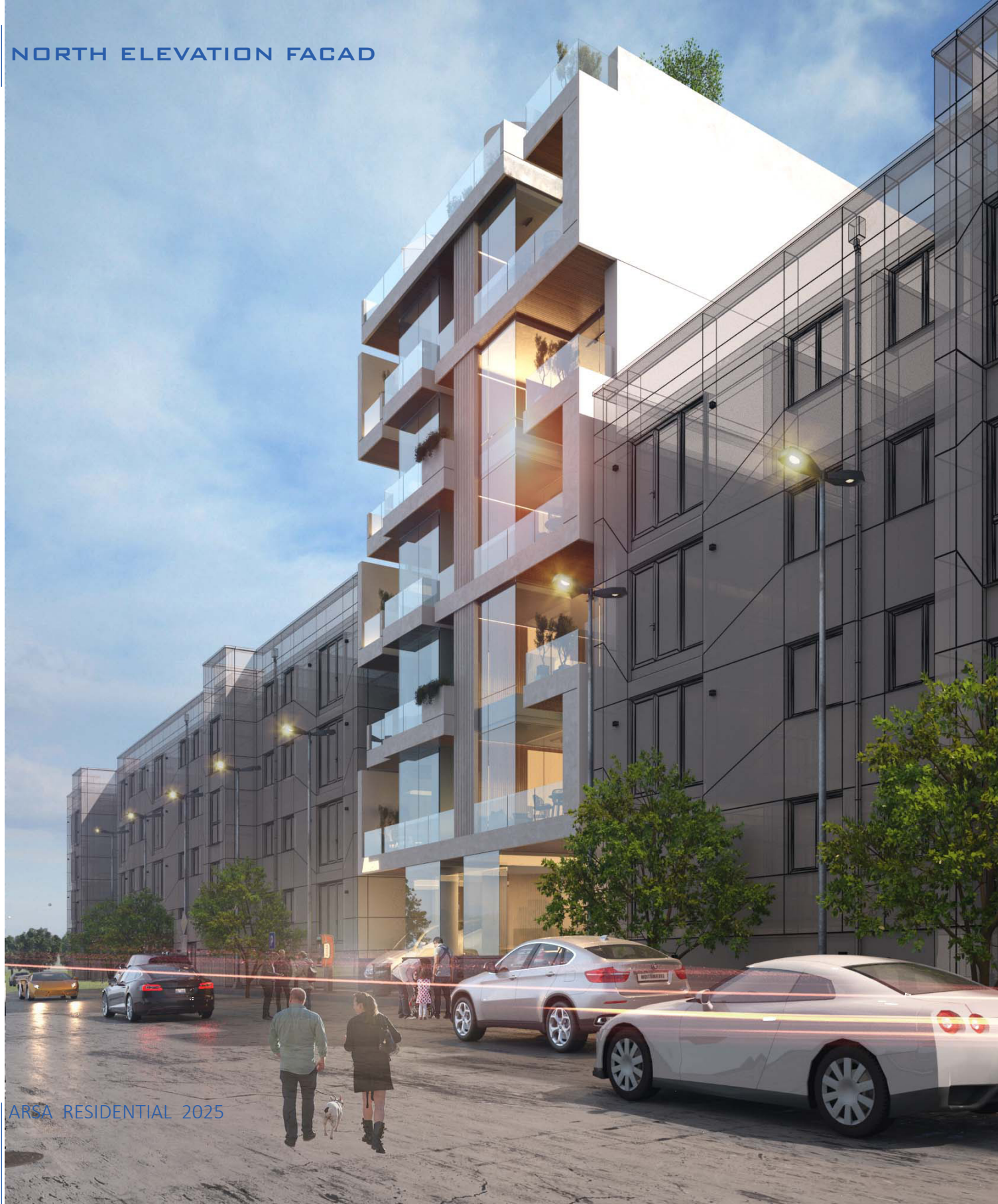




DIAGRAM FACAD







ABOUT DISTRICT 5 OF TEHRAN

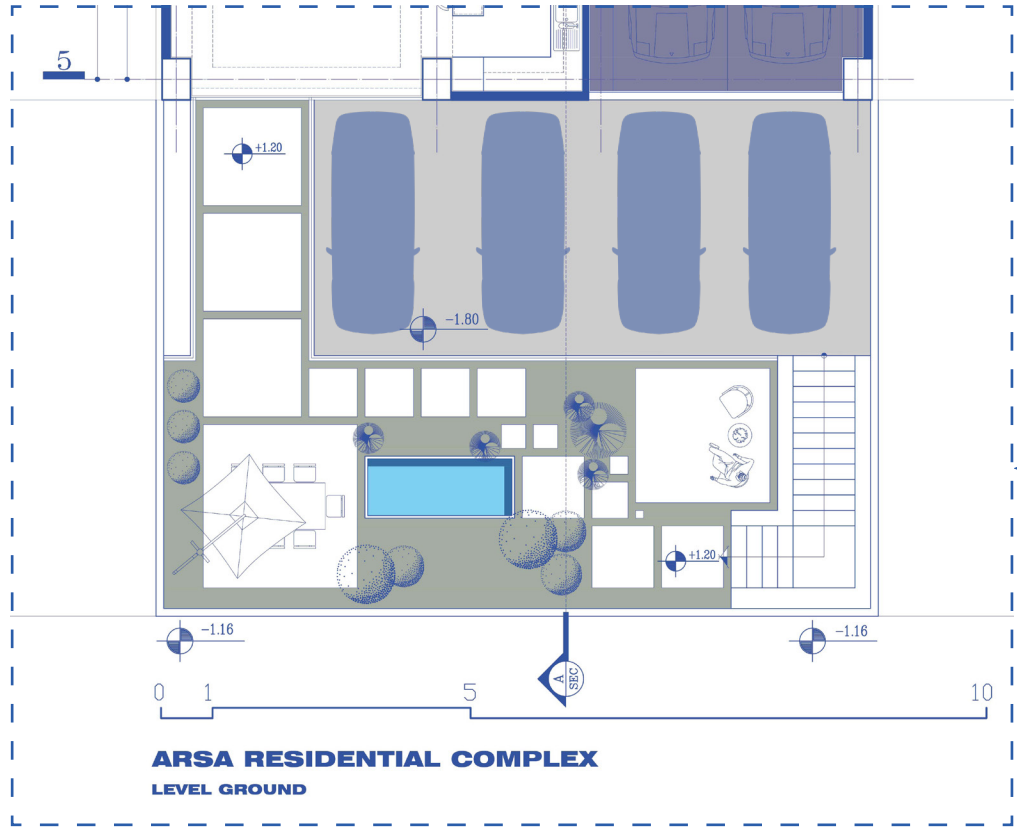
DISTRICT 5 OF TEHRAN MUNICIPALITY IS ONE OF THE MOST DESIRABLE AND FAST-GROWING AREAS OF THE CAPITAL, LOCATED IN THE WESTERN PART OF THE CITY. IT IS KNOWN FOR ITS EXCELLENT CONNECTIVITY TO MAJOR HIGHWAYS, A COMPREHENSIVE RANGE OF URBAN FACILITIES, PLEASANT CLIMATE, AND WELL-BALANCED URBAN FABRIC. THESE QUALITIES HAVE TURNED DISTRICT 5 INTO A STRATEGIC HUB FOR MODERN ARCHITECTURAL DEVELOPMENTS, ATTRACTING BOTH RESIDENTS AND REAL ESTATE INVESTORS ALIKE.





SECTION DESIGN

SECTION A-A B-B

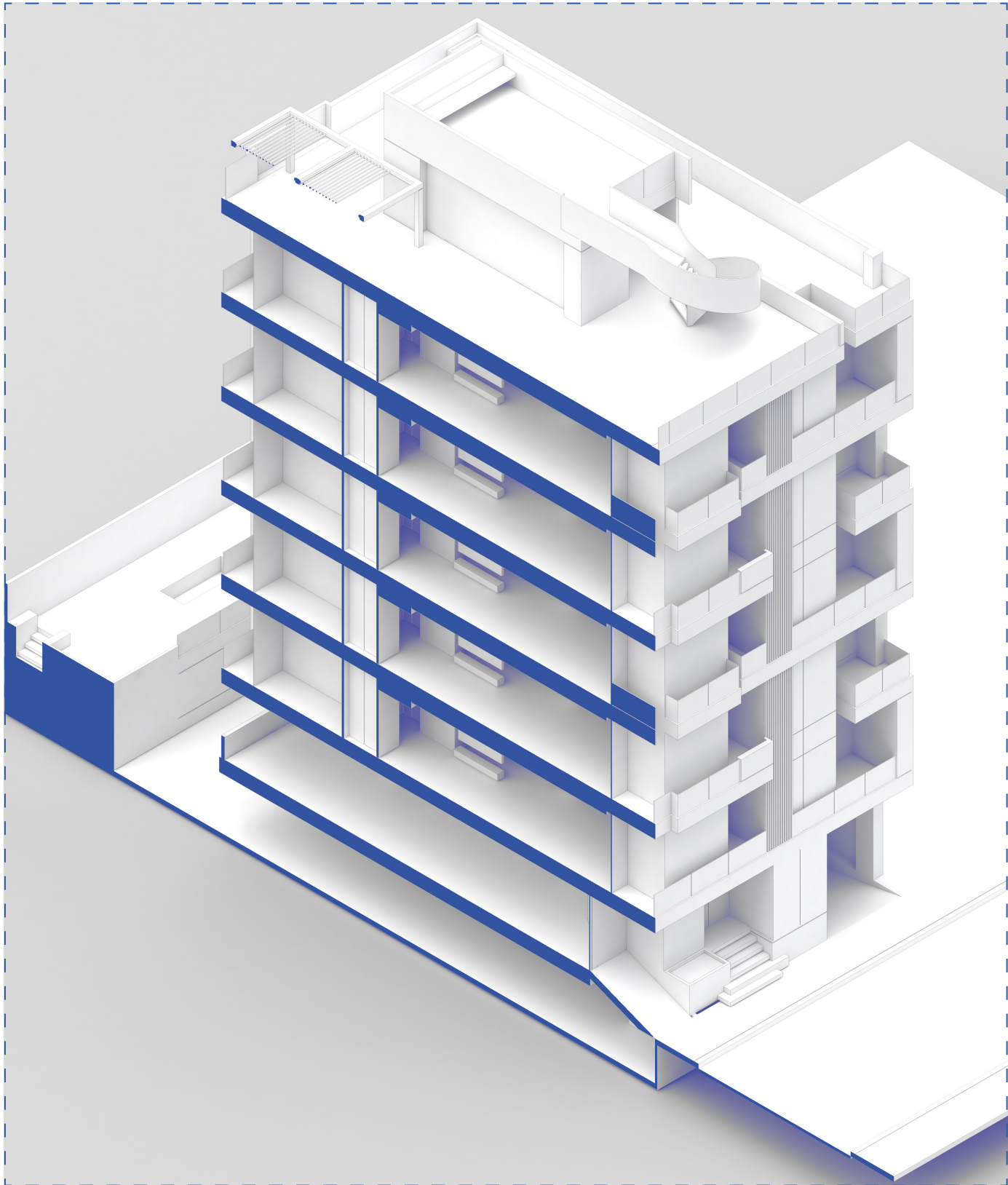
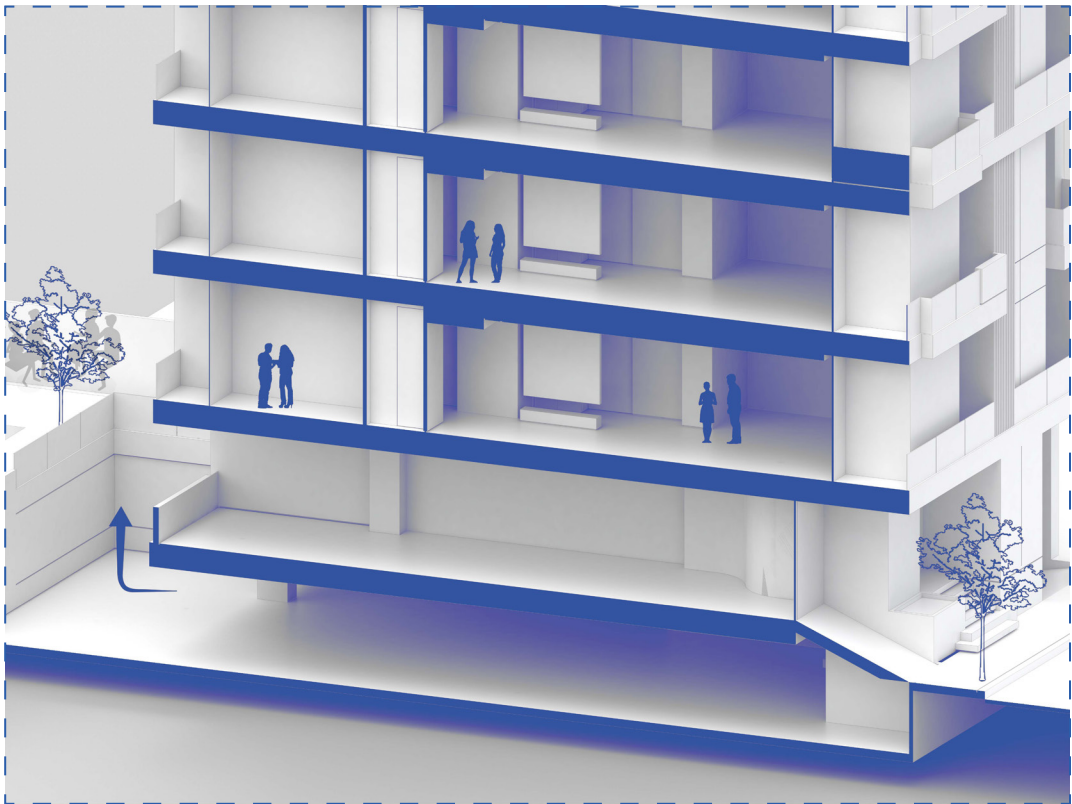


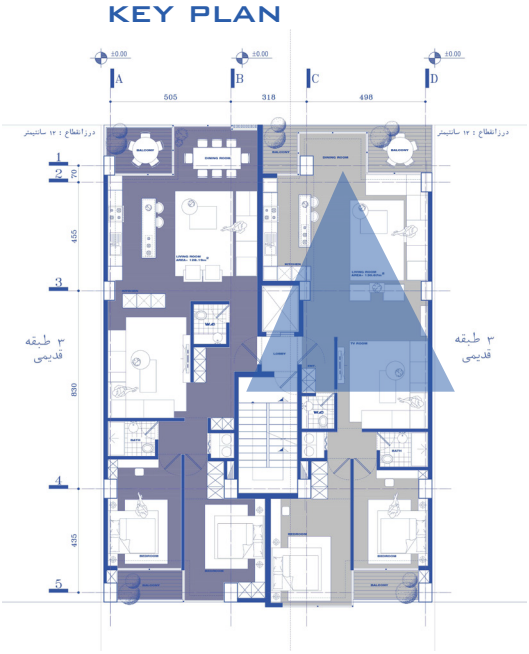
MULTI-LEVEL COURTYARD DESIGN
THE COURTYARD OF THE PROJECT HAS BEEN DESIGNED IN TWO DISTINCT LEVELS, CAREFULLY SHAPED IN RESPONSE TO THE NATURAL SLOPE OF THE SITE. THE UPPER LEVEL IS DIRECTLY CONNECTED TO THE GROUND FLOOR AND FUNCTIONS AS AN EXTENSION OF THE MULTI-PURPOSE HALL, PROVIDING A SEMI-PRIVATE OUTDOOR SPACE SUITABLE FOR GATHERINGS AND COMMUNITY EVENTS. IN CONTRAST, THE LOWER LEVEL IS ALLOCATED TO BASEMENT -1 AND FUNCTIONS AS AN AUXILIARY OPEN PARKING AREA. THIS SPLIT-LEVEL APPROACH NOT ONLY ENHANCES THE SPATIAL QUALITY AND UTILITY OF THE COURTYARD BUT ALSO ENSURES AN EFFICIENT INTEGRATION BETWEEN LANDSCAPE AND PROGRAM ACROSS THE TWO LEVELS OF THE BUILDING.

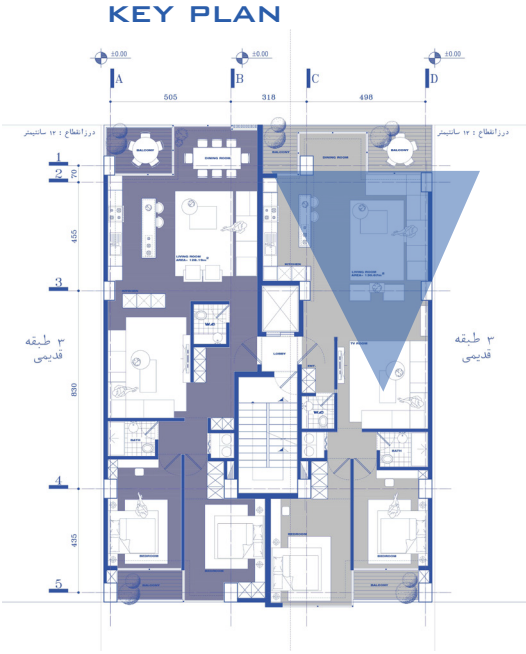


**SPATIAL
ORGANIZATION & BUILDING STRUCTURE**

THE BUILDING COMPRISES SIX RESIDENTIAL FLOORS ABOVE A GROUND-LEVEL PILOTIS. EACH RESIDENTIAL FLOOR CONTAINS TWO SEPARATE UNITS DESIGNED FOR OPTIMAL NATURAL LIGHT, VENTILATION, AND URBAN VIEWS. THE GROUND FLOOR ACCOMMODATES PARKING, A LUXURIOUS ENTRANCE LOBBY, A MULTIPURPOSE GATHERING HALL, AND ACCESS TO A TIERED COURTYARD. THE BASEMENT LEVEL INCLUDES STORAGE ROOMS, SECONDARY PARKING, AND A LOWER GARDEN SHAPED BY THE SITE'S NATURAL SLOPE. FINALLY, THE ROOFTOP HAS BEEN TRANSFORMED INTO A FULL-FEATURED ROOF GARDEN WITH GREEN SPACES, SHADED AND OPEN SEATING ZONES, ENHANCING COMMUNAL LIFE.







THE END.