

# RAK

## CERAMICS



**HEADQUARTER OFFICE**  
CONCEPT DESIGN ALBUM  
JUNE 2023

TARH2TARH COMPETITION

# نیکا نقش ایرانیان

NIKA NAGHSH IRANIAN



## دفتر مرکزی راک سرامیک

آلبوم طراحی کانسپت / خرداد ۱۴۰۲

مسابقه معماری طرح تو طرح

# RAK CERAMICS



## HEADQUARTER OFFICE

### 1. CONCEPT & DIAGRAMS

مفاهیم و دیاگرام‌ها

**RAK CERAMICS**  
HEADQUARTER OFFICE / **CONCEPT & DIAGRAMS**

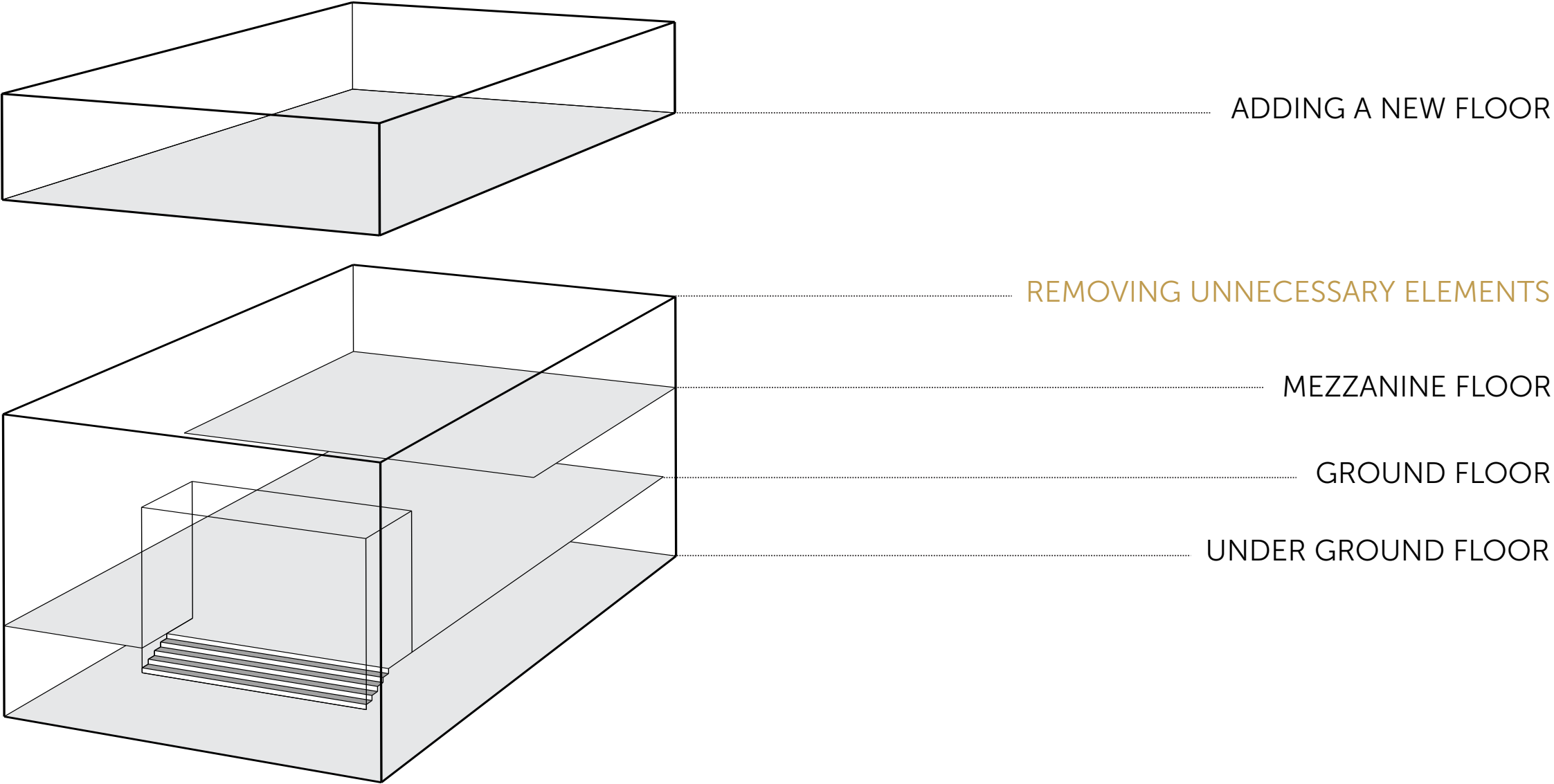


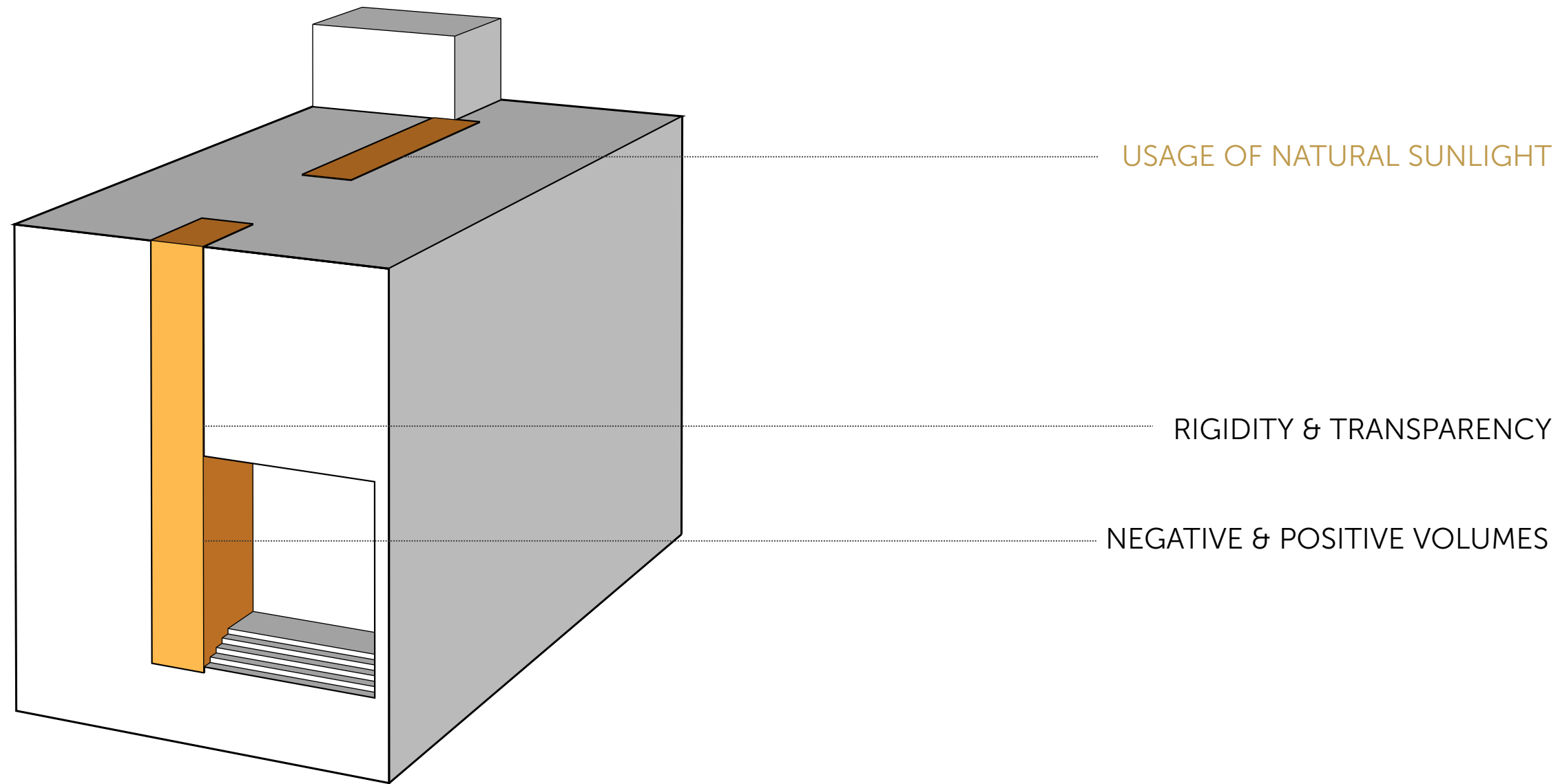
ADDING A NEW FLOOR

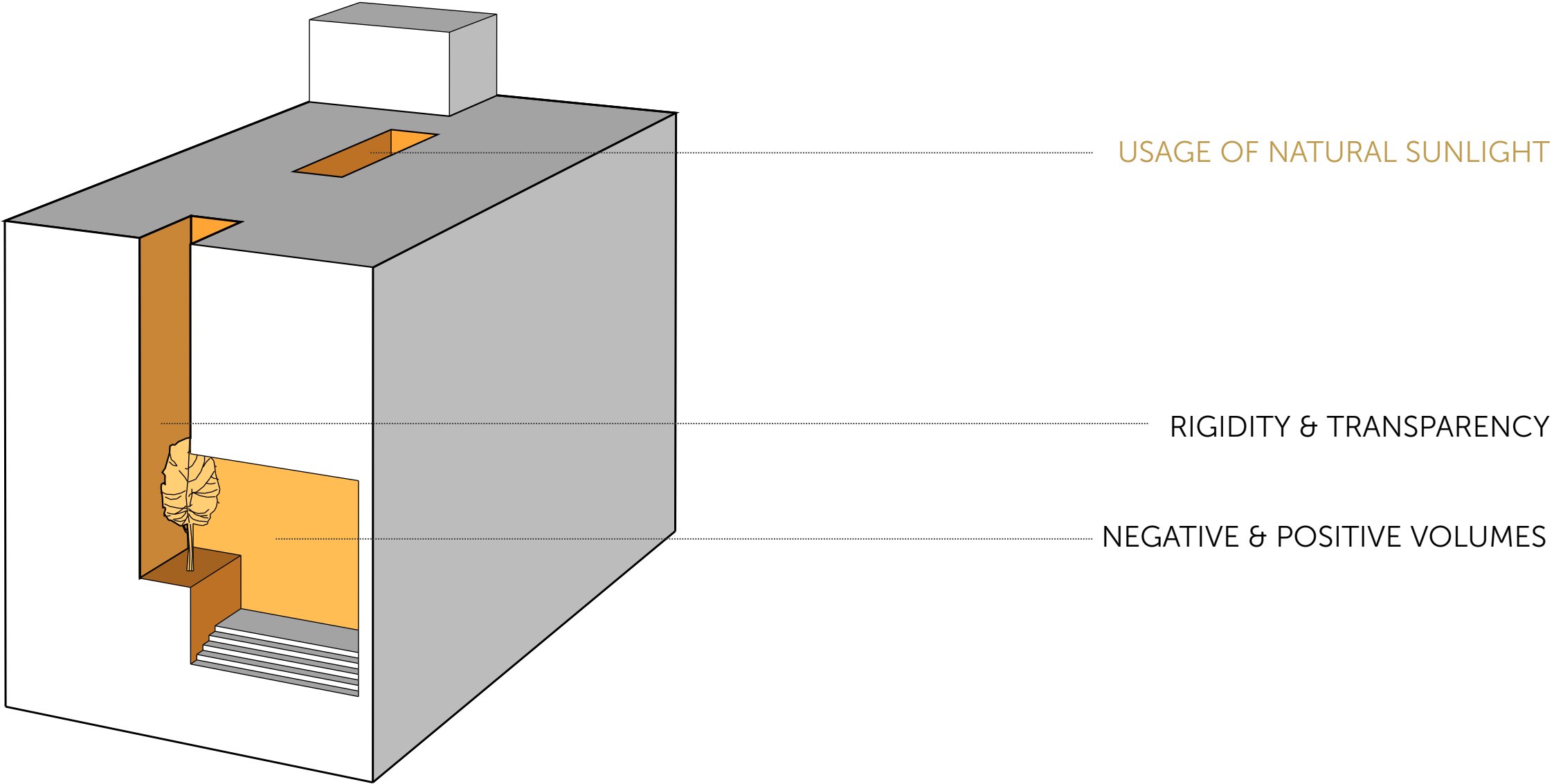
CREATION OF NEW VOLUME OUT OF THE MESS

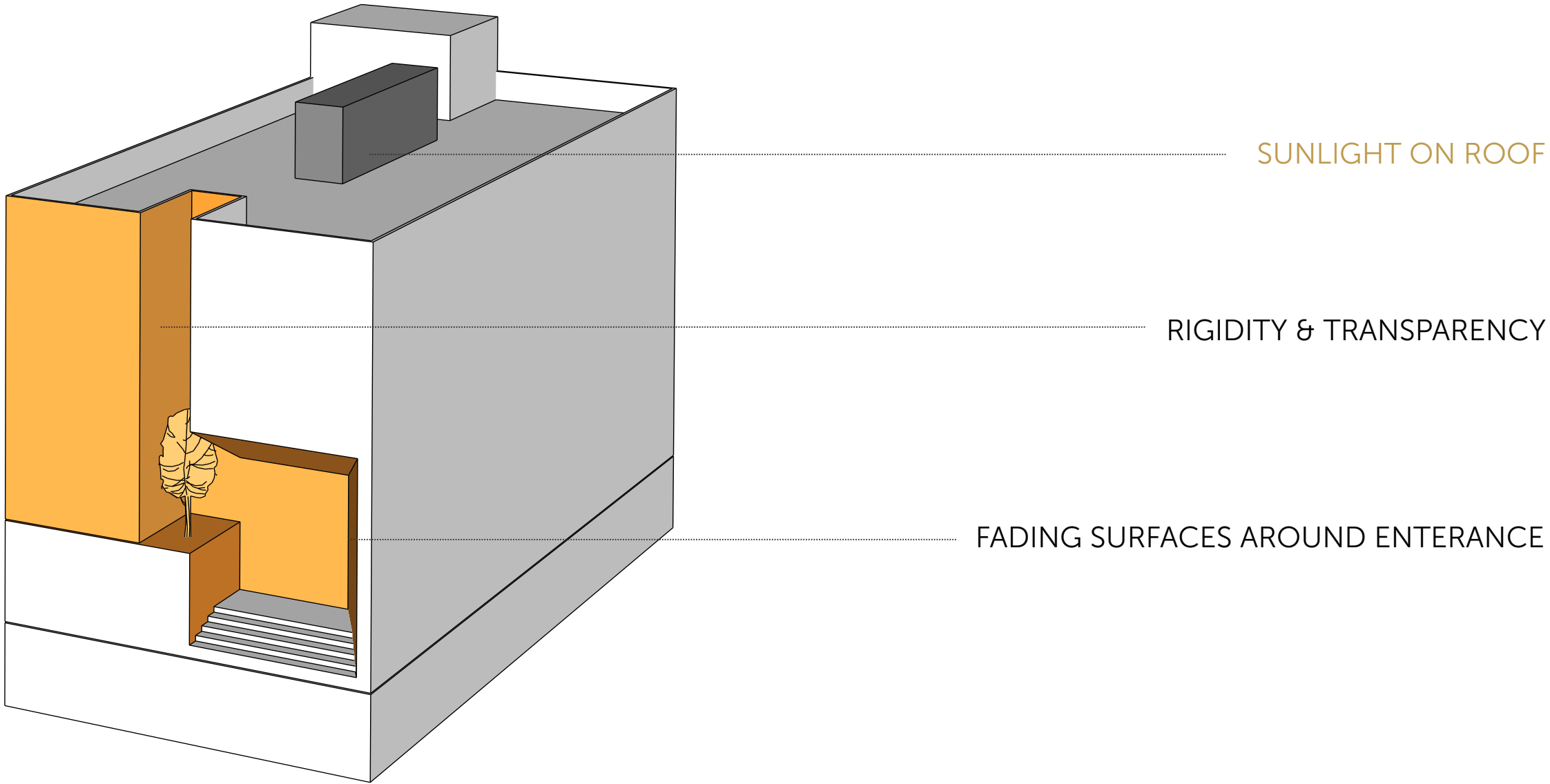
**CURRENT SITUATION PHOTOGRAPH / THE MESS**



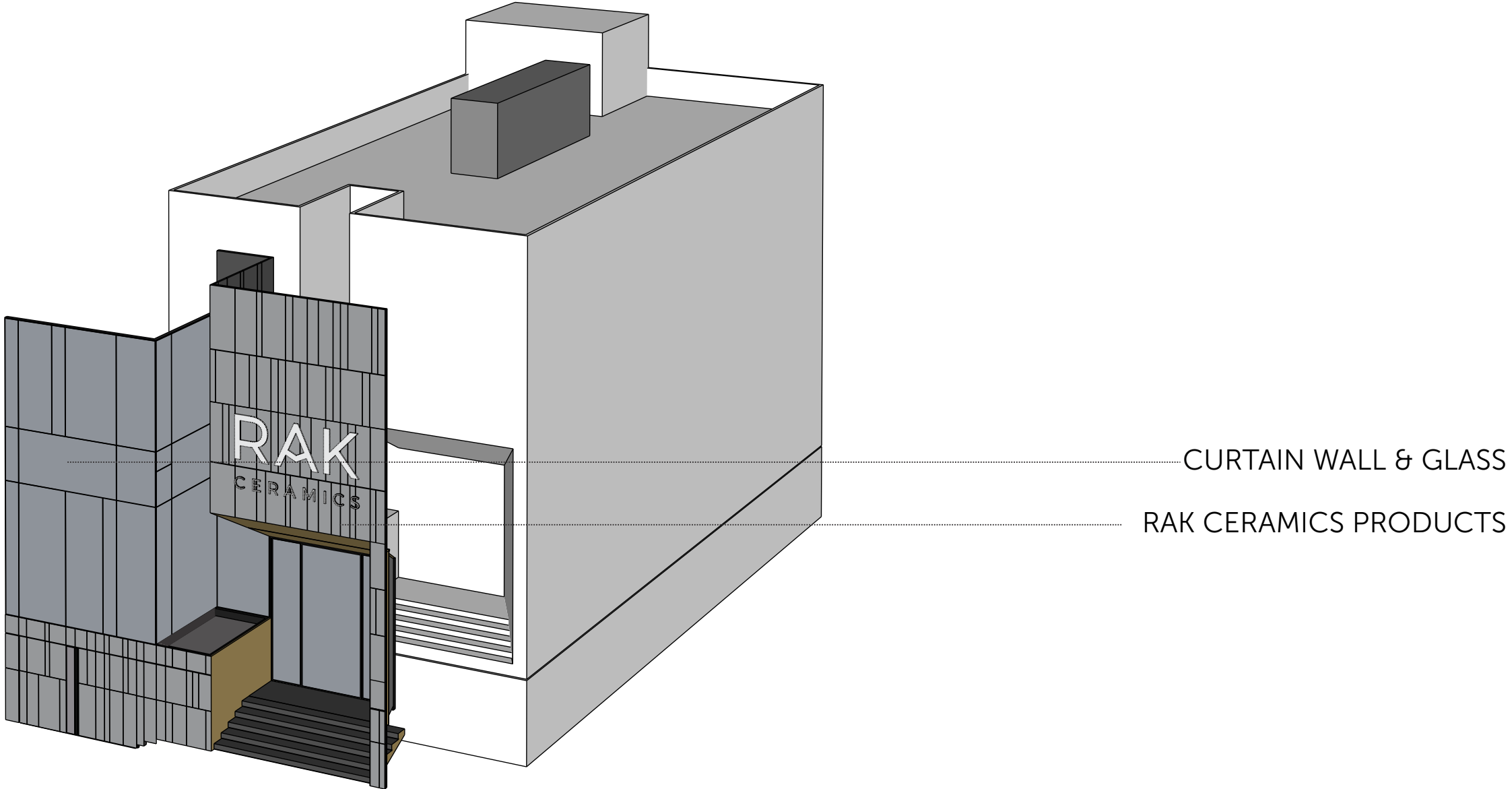




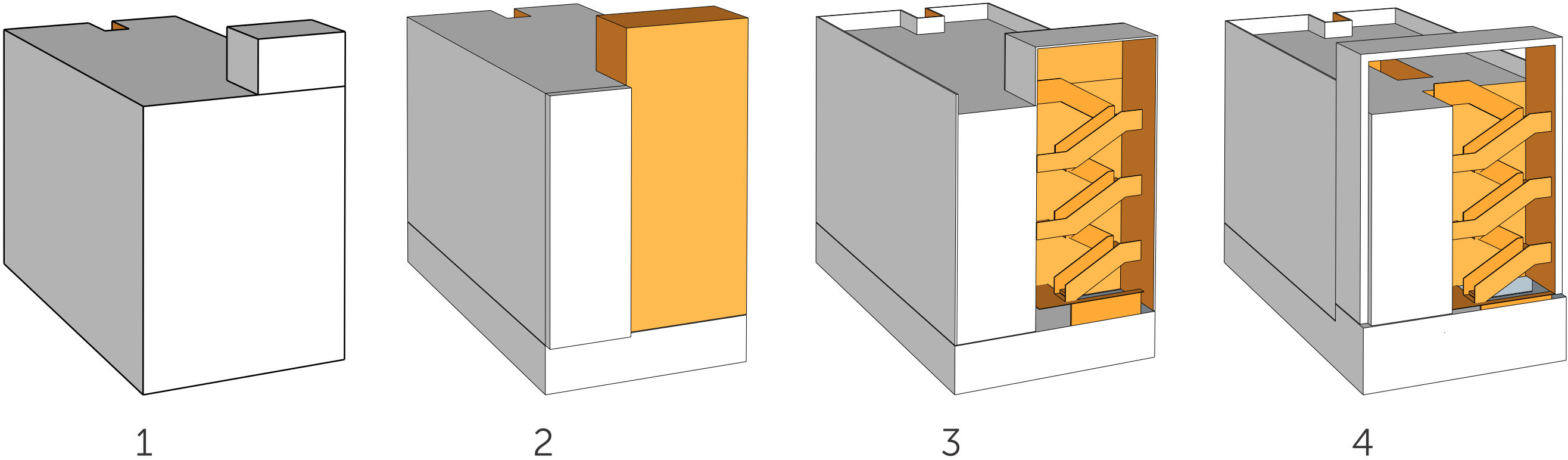




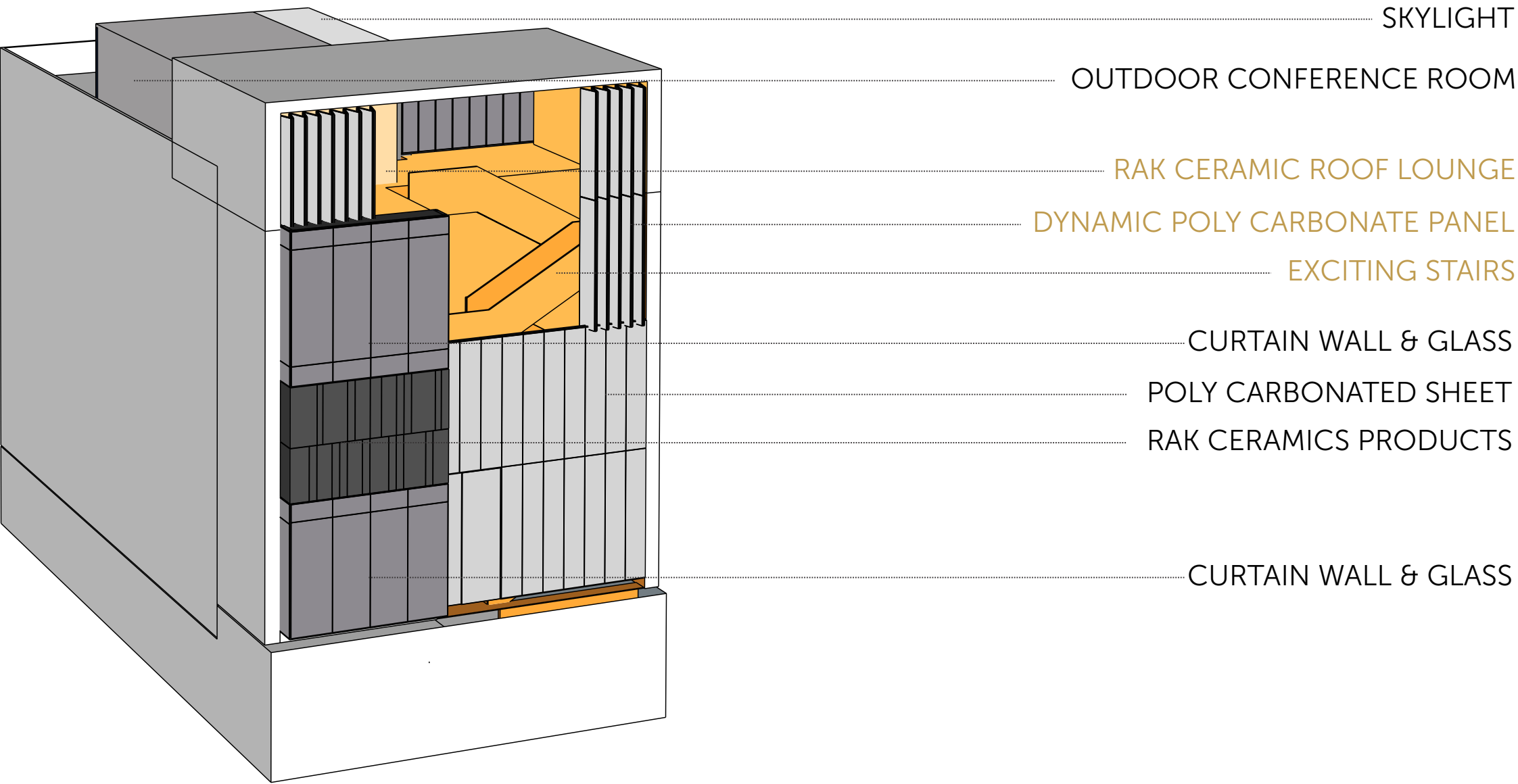
**RAK CERAMICS**  
HEADQUARTER OFFICE / **CONCEPT & DIAGRAMS**



**VOLUME DESIGN PROCESS / NORTH SIDE / 5. FACADE ATTACHMENT**

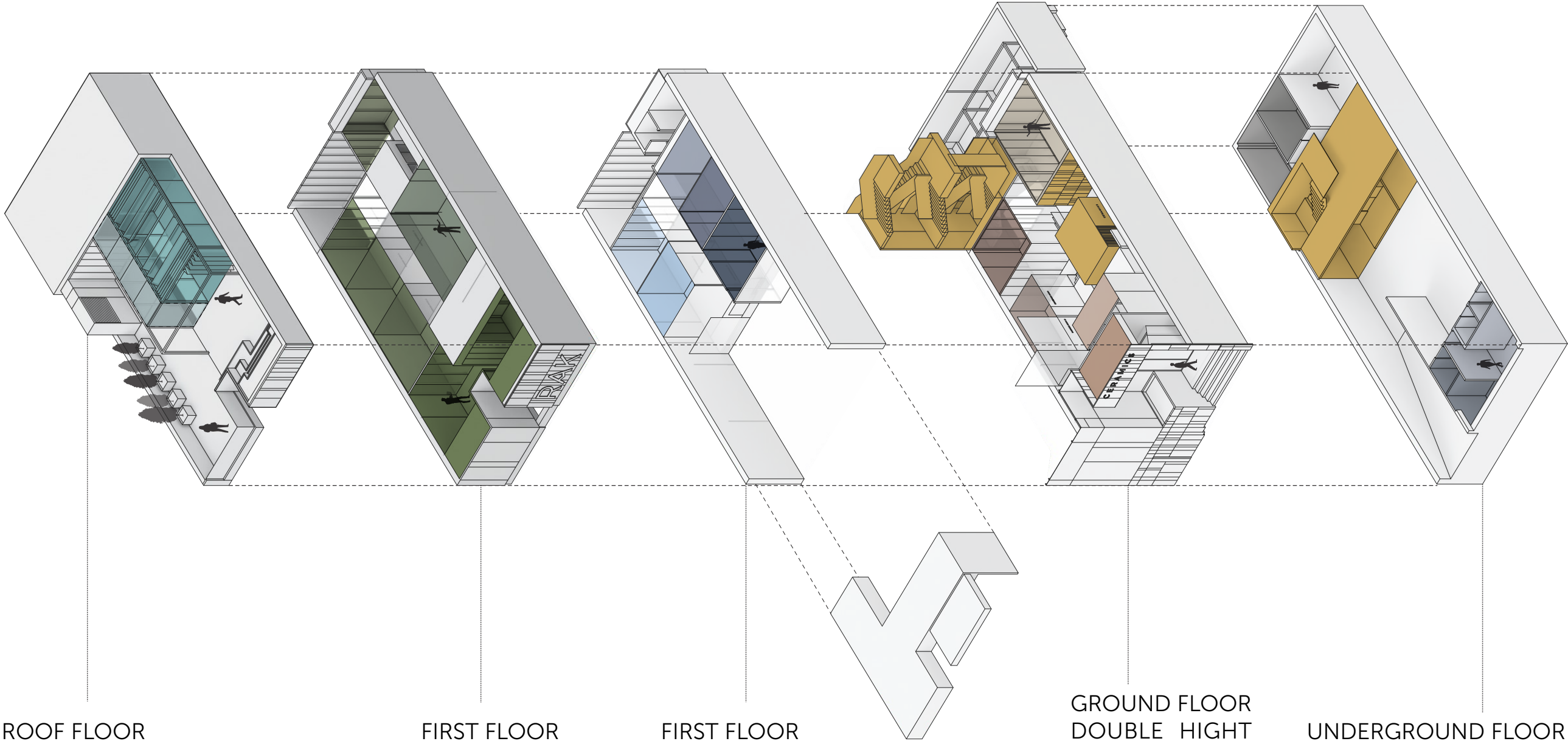


**RAK CERAMICS**  
HEADQUARTER OFFICE / **CONCEPT & DIAGRAMS**



**VOLUME DESIGN PROCESS / SOUTH SIDE / **FACADE ATTACHMENT****

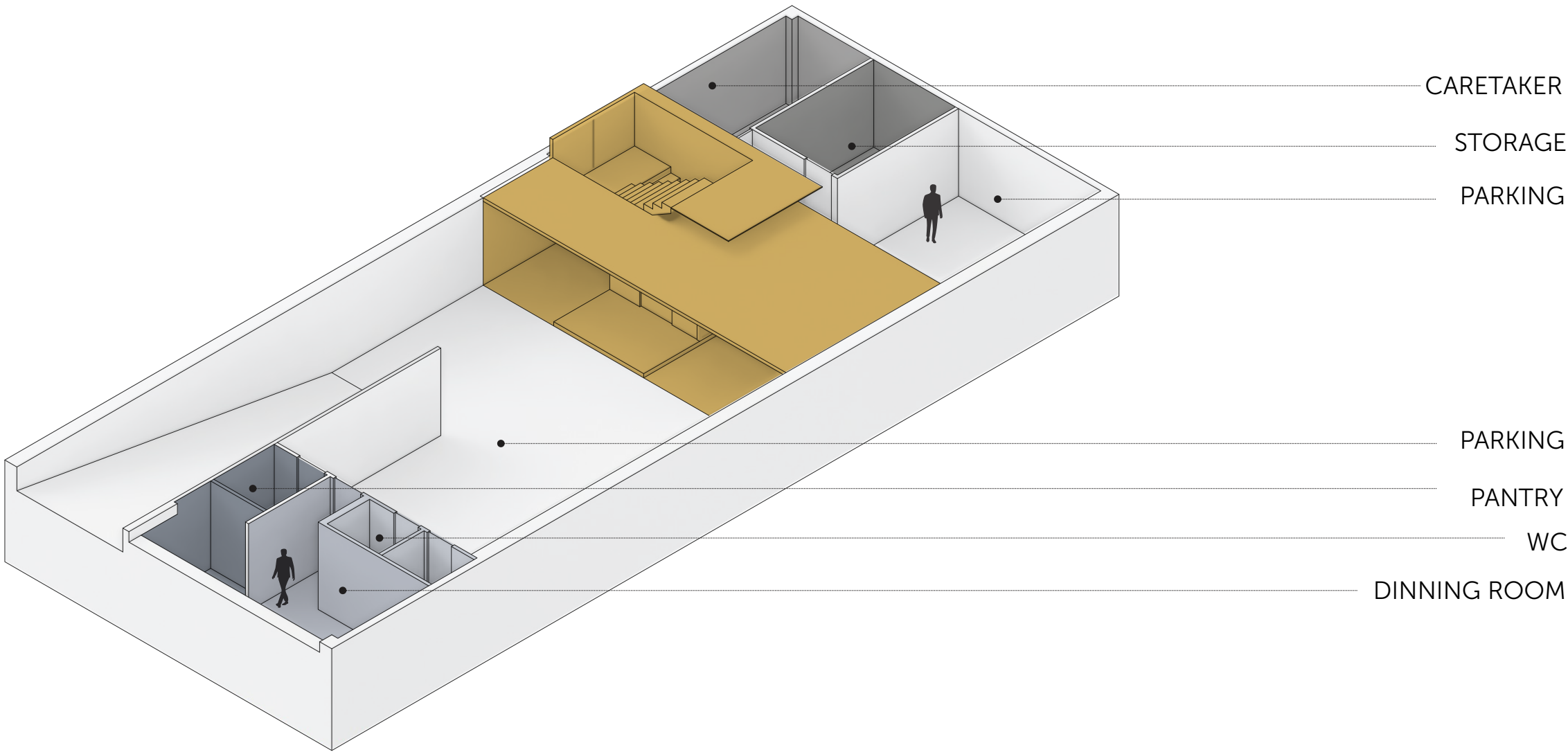
**RAK CERAMICS**  
HEADQUARTER OFFICE / CONCEPT & DIAGRAMS



EXPLODED VOLUME BY THE FLOORS / ROTATION NEEDED

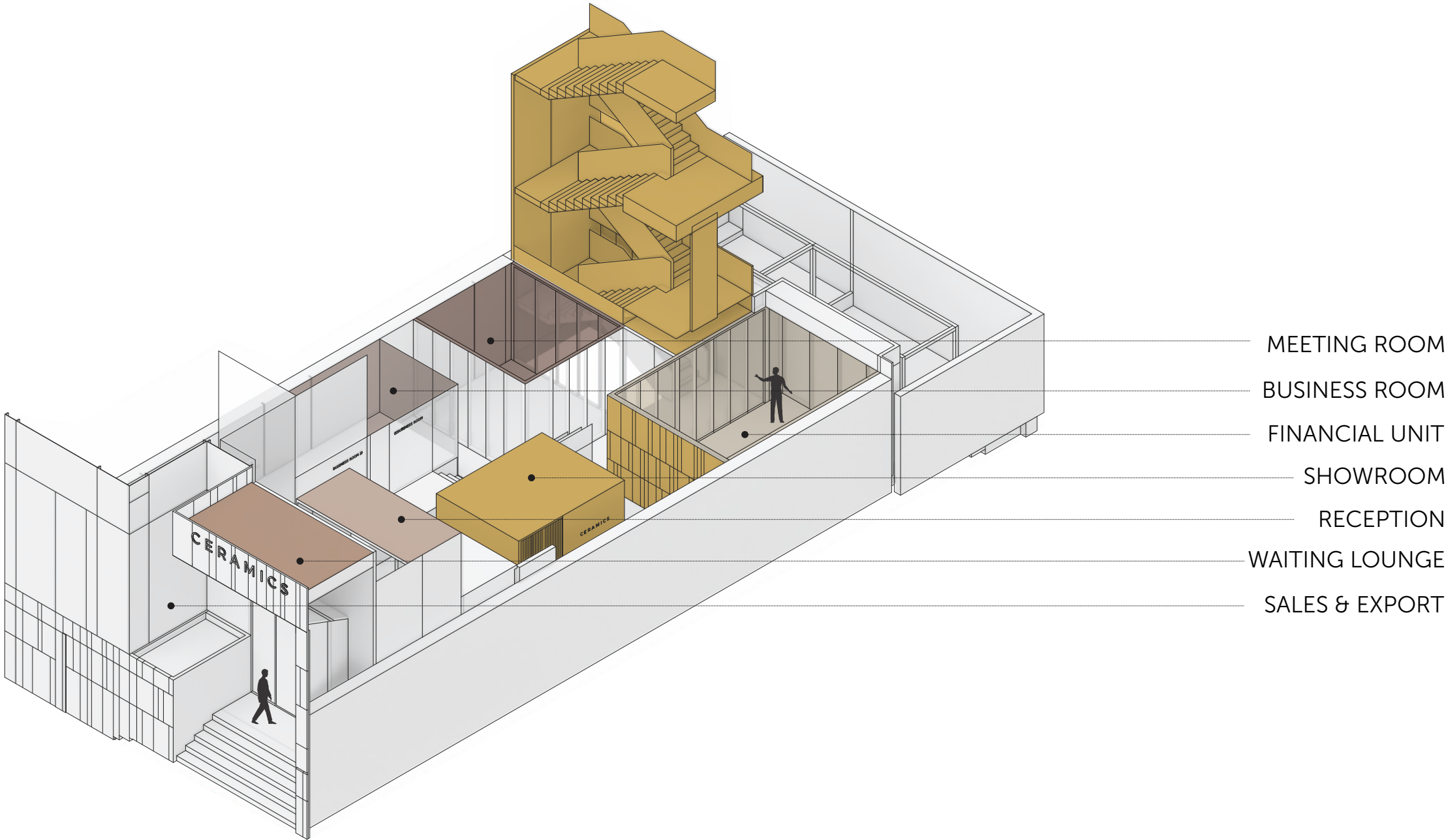


**RAK CERAMICS**  
HEADQUARTER OFFICE / CONCEPT & DIAGRAMS



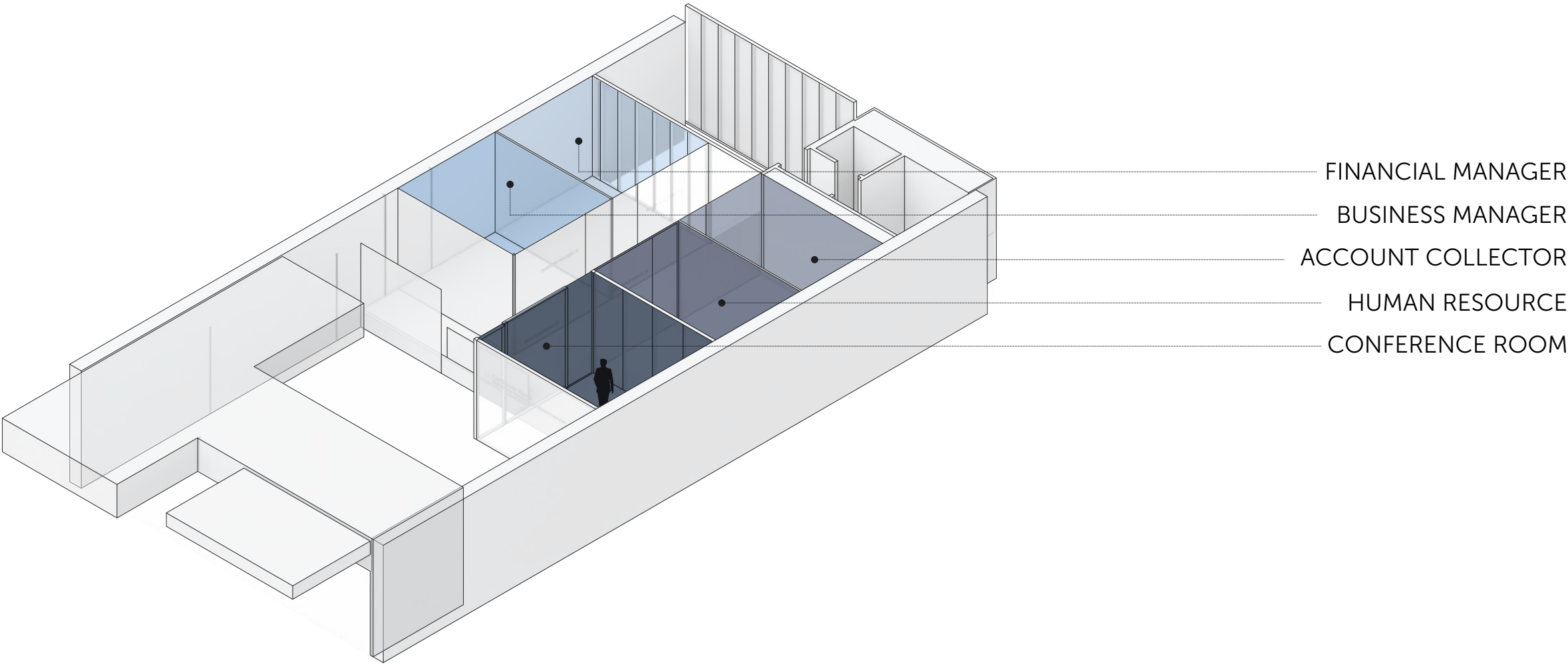
**ISOMETRIC PLAN VIEW / UNDERGROUND FLOOR / PARKING, SERVICES & STORAGE**

**RAK CERAMICS**  
HEADQUARTER OFFICE / **CONCEPT & DIAGRAMS**



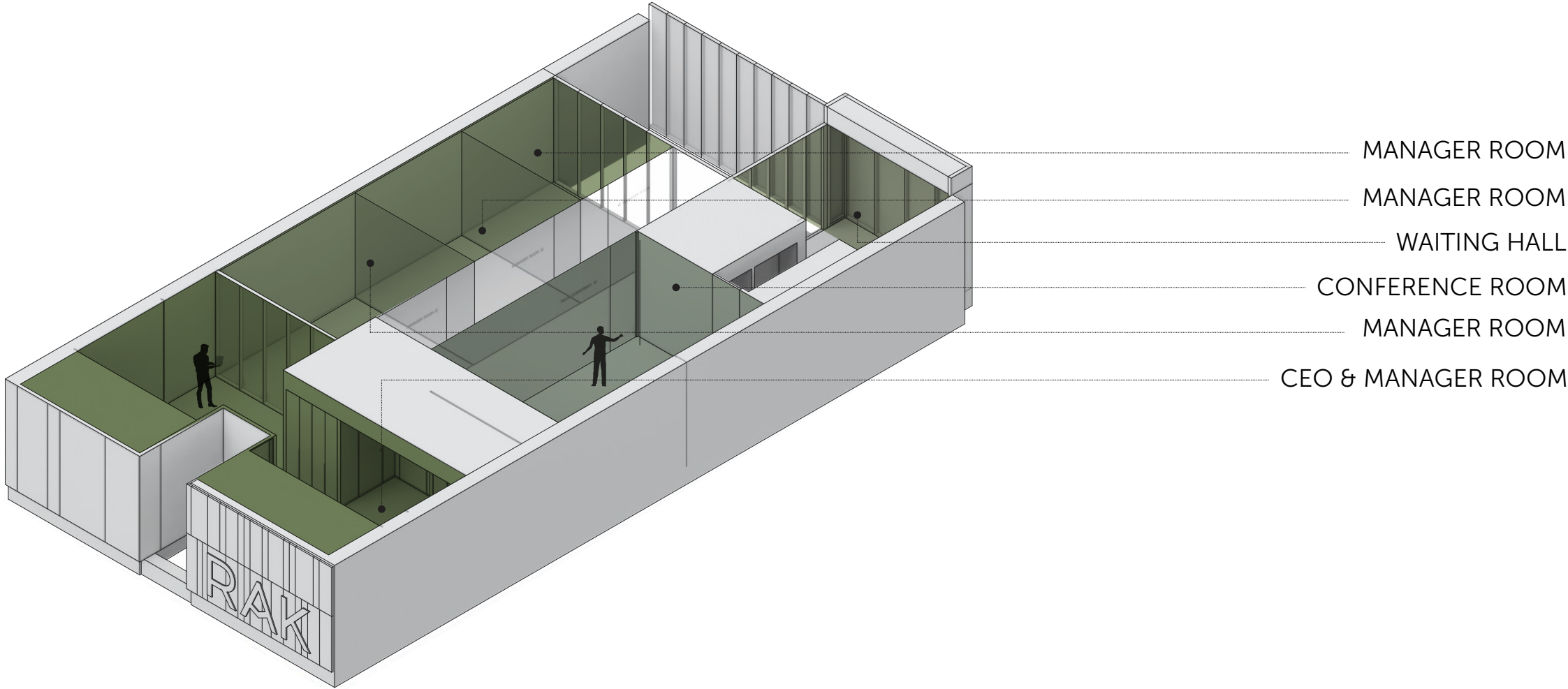
**ISOMETRIC PLAN VIEW / GROUND FLOOR / SHOWROOM & PERSONNEL ROOMS**

**RAK CERAMICS**  
HEADQUARTER OFFICE / **CONCEPT & DIAGRAMS**



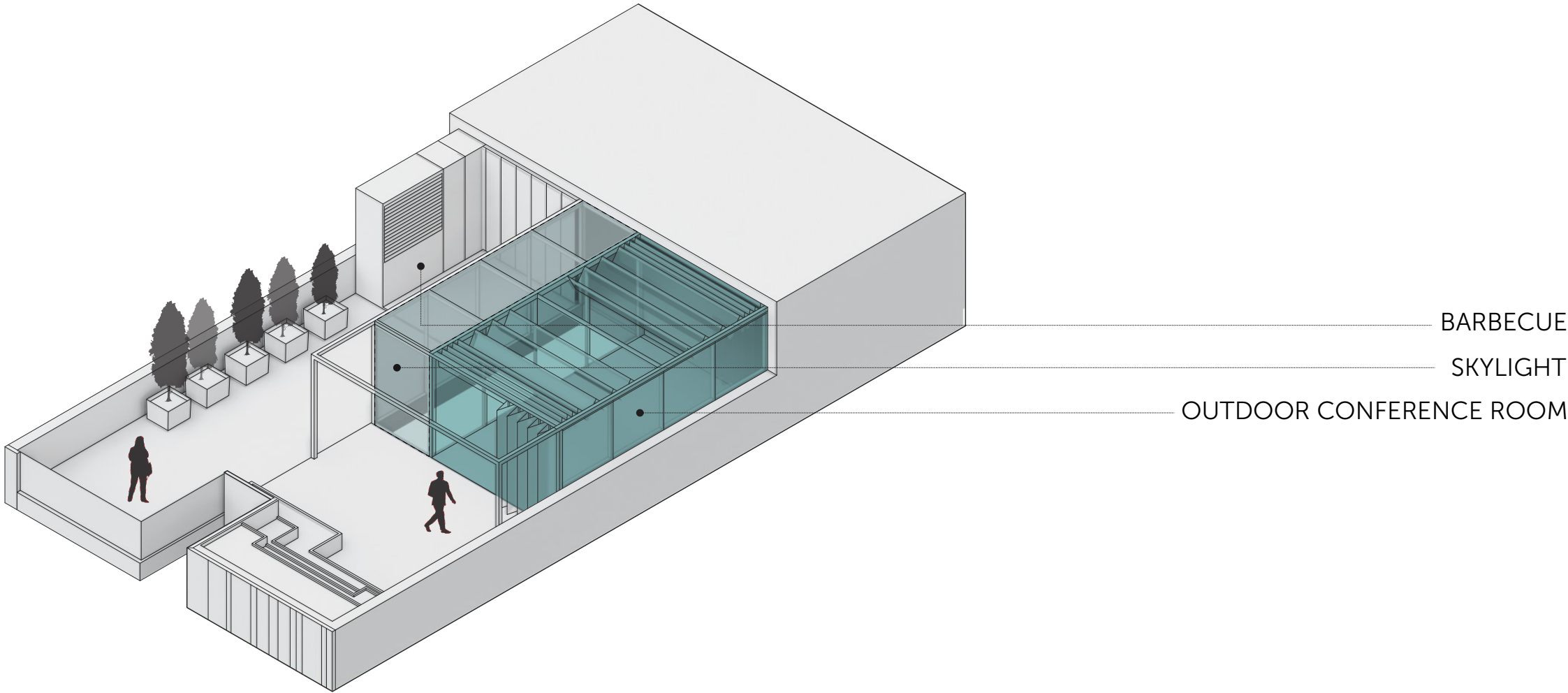
**ISOMETRIC PLAN VIEW / MEZZANINE FLOOR / CONFERENCE ROOM & PERSONNEL ROOMS**

**RAK CERAMICS**  
HEADQUARTER OFFICE / **CONCEPT & DIAGRAMS**



**ISOMETRIC PLAN VIEW / FIRST FLOOR / MAIN CONFERENCE ROOM, CEO & MANAGER**

**RAK CERAMICS**  
HEADQUARTER OFFICE / **CONCEPT & DIAGRAMS**



**ISOMETRIC PLAN VIEW / ROOF FLOOR / RAK ROOF LOUNGE & OUTDOOR CONFERENCE & SKYLIGHT**

# RAK CERAMICS

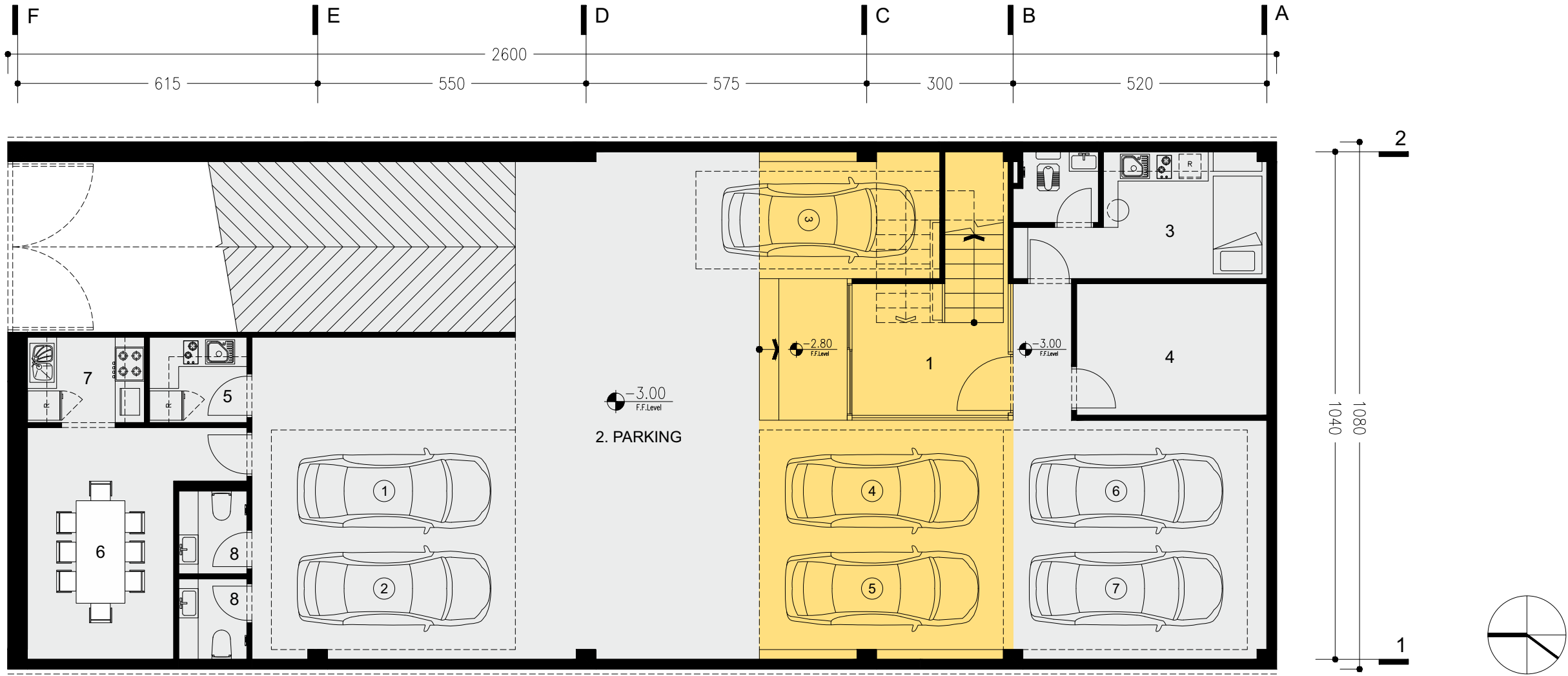


## HEADQUARTER OFFICE

### 3. ARCHITECTURAL PLANS

نقشه های معماری

RAK CERAMICS  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS

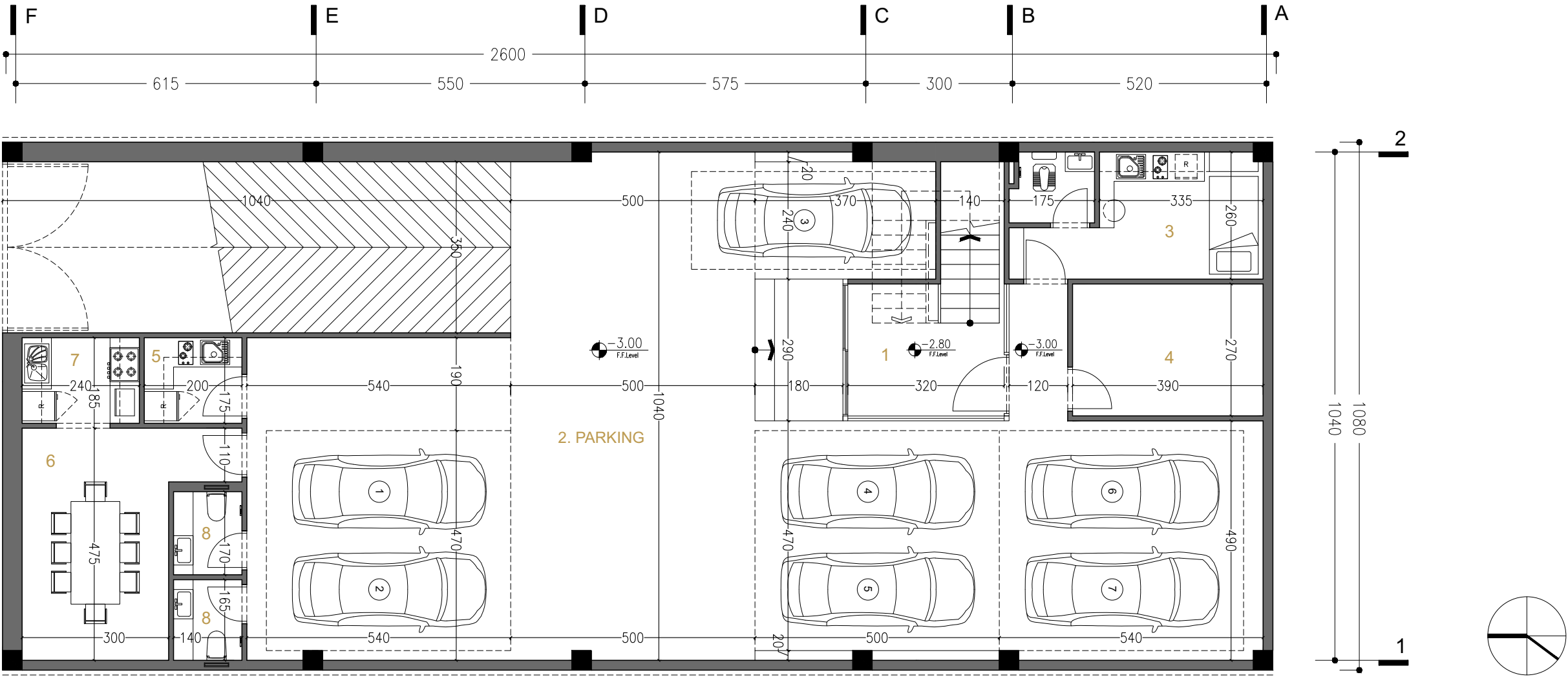


UNDERGROUND FLOOR / FURNITURE PLAN / SCALE: 1/100

1. ENTRANCE / 2. PARKING / 7 Cars / 3. CARETAKER / Area 14 m<sup>2</sup> / 4. STORAGE / Area 11 m<sup>2</sup> / 5. PANTRY / Area 4 m / 6. DINNING ROOM / Area 16 m<sup>2</sup> / 7. KITCHEN / Area 4 m<sup>2</sup> / 8. WC



RAK CERAMICS  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



UNDERGROUND FLOOR / DIMENSION PLAN / SCALE: 1/100

1. ENTRANCE / 2. PARKING / 7 Cars / 3. CARETAKER / Area 14 m<sup>2</sup> / 4. STORAGE / Area 11 m<sup>2</sup> / 5. PANTRY / Area 4 m<sup>2</sup> / 6. DINNING ROOM / Area 16 m<sup>2</sup> / 7. KITCHEN / Area 4 m<sup>2</sup> / 8. WC



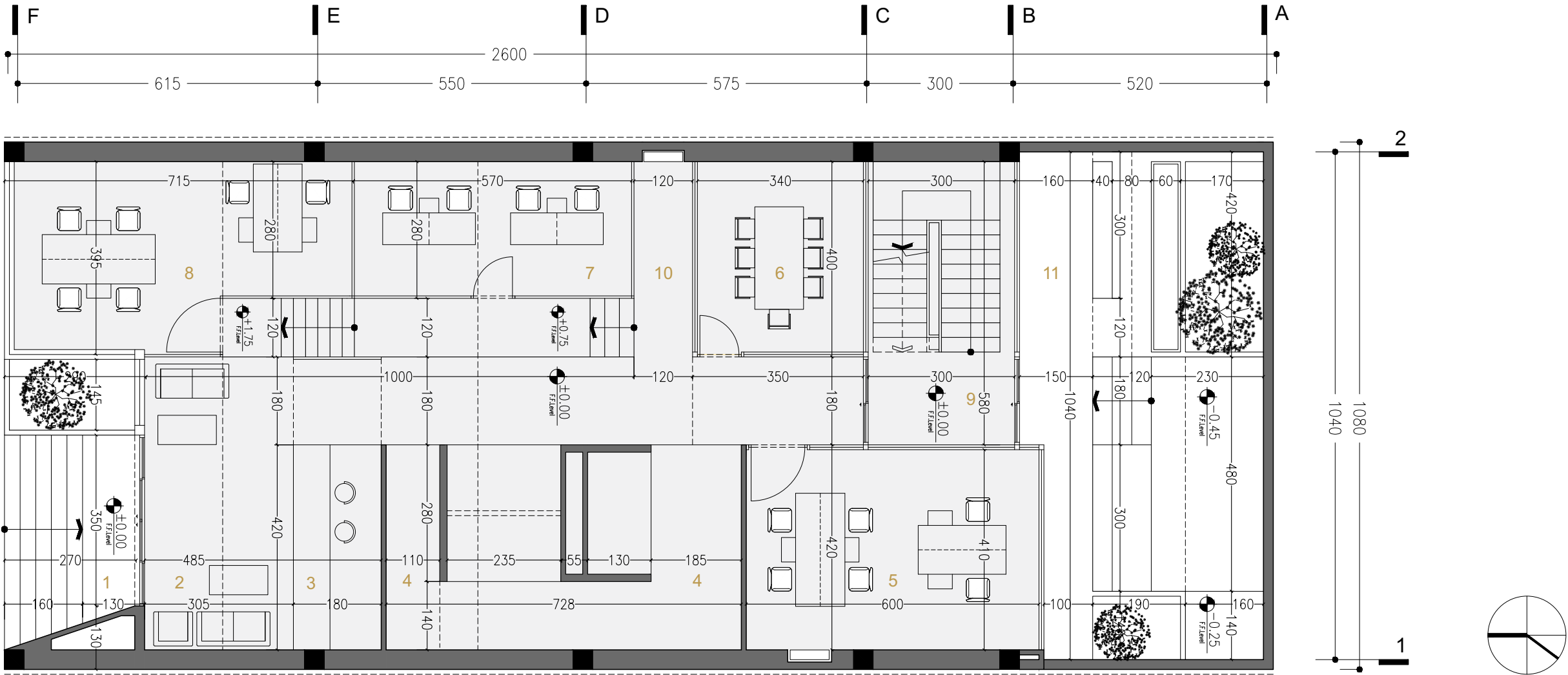
**RAK CERAMICS**  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



**GROUND FLOOR / FURNITURE PLAN / SCALE: 1/100**

1. ENTRANCE / 2. WAITING LOUNGE - Area 18 m<sup>2</sup> / 3. RECEPTION - Area 10 m<sup>2</sup> / 4. SHOWROOM - Area 30 m<sup>2</sup> / 5. FINANCIAL - Area 25 m / 6. MEETING ROOM - Area 14 m<sup>2</sup>  
7. BUSINESS - Area 16 m<sup>2</sup> / 8. SALES & EXPORT - Area 24 m<sup>2</sup> / 9. STAIRS / 10. LIFT (DEVELOPMENT PLAN) / 11. YARD & GREEN SPACE

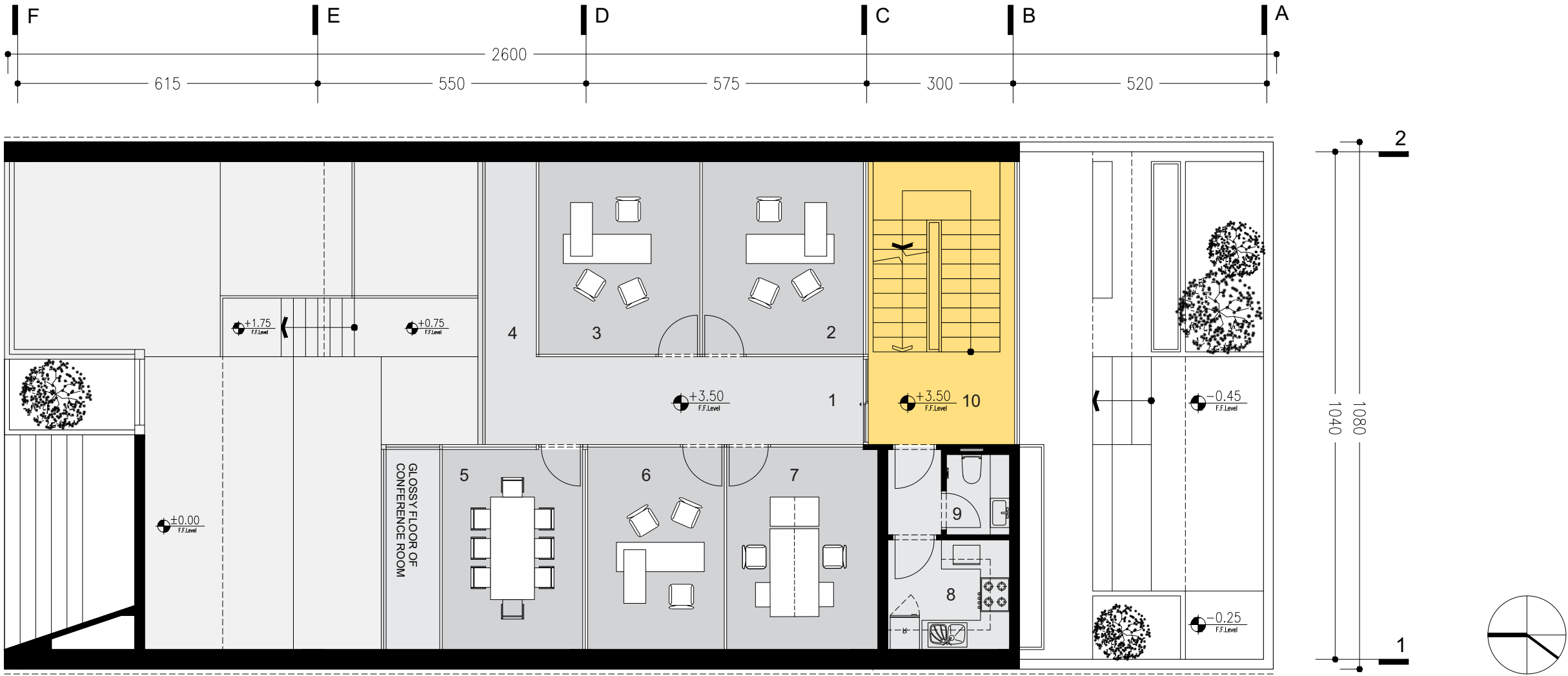
**RAK CERAMICS**  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



**GROUND FLOOR / DIMENSION PLAN / SCALE: 1/100**

1. ENTRANCE / 2. WAITING LOUNGE - Area 18 m<sup>2</sup> / 3. RECEPTION - Area 10 m<sup>2</sup> / 4. SHOWROOM - Area 30 m<sup>2</sup> / 5. FINANCIAL - Area 25 m<sup>2</sup> / 6. MEETING ROOM - Area 14 m<sup>2</sup>  
7. BUSINESS - Area 16 m<sup>2</sup> / 8. SALES & EXPORT - Area 24 m<sup>2</sup> / 9. STAIRS / 10. LIFT (DEVELOPMENT PLAN) / 11. YARD & GREEN SPACE

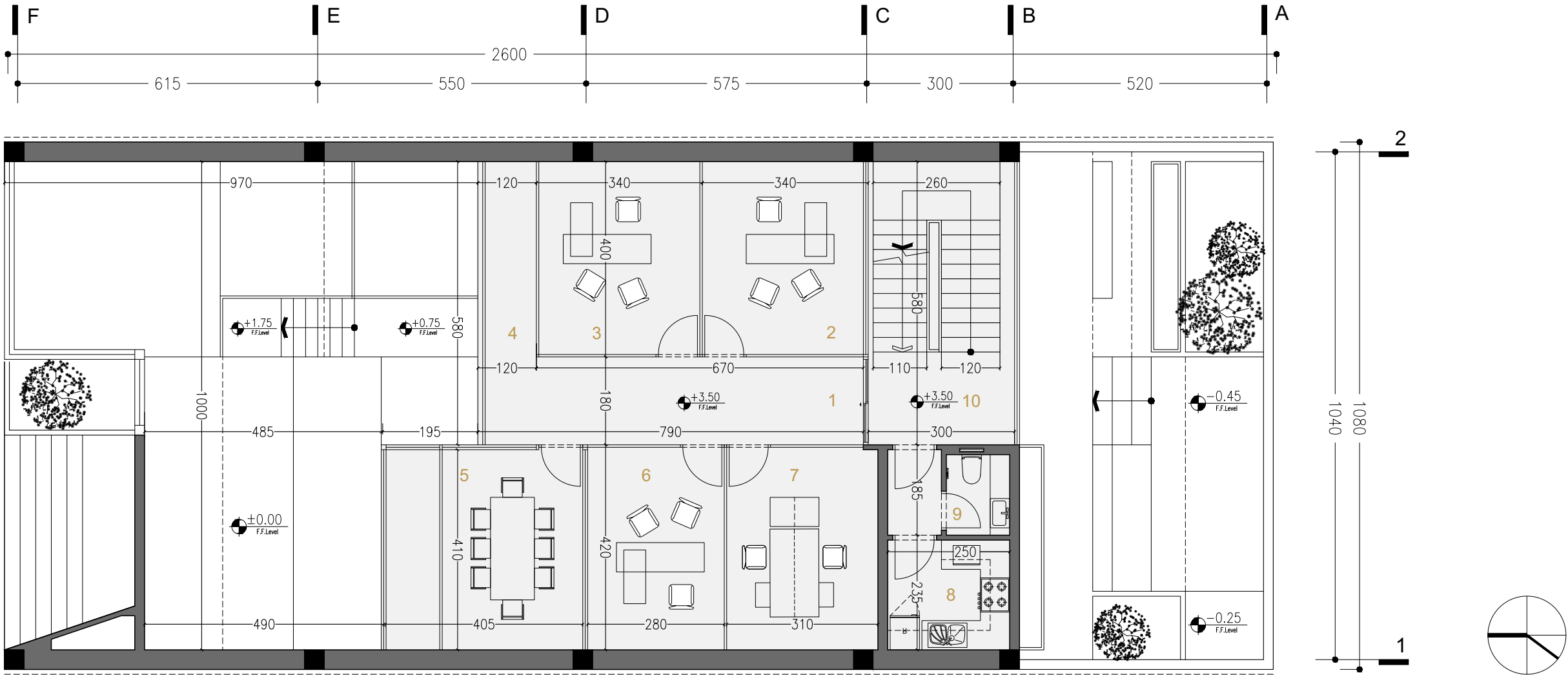
**RAK CERAMICS**  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



**MEZZANINE FLOOR / FURNITURE PLAN / SCALE: 1/100**

1. ENTRANCE / 2. FINANCIAL MANAGER - 13m<sup>2</sup> / 3. BUSINESS MANAGER - Area 13 m<sup>2</sup> / 4. TERRACE / 5. CONFERENCE ROOM - Area 16 m<sup>2</sup> / 6. HUMAN RESOURCES - Area 12 m<sup>2</sup>  
7. ACCOUNT COLLECTOR - Area 13m<sup>2</sup> / 8. KITCHEN / Area 5 m<sup>2</sup> / 9. WC / 10. STAIRS

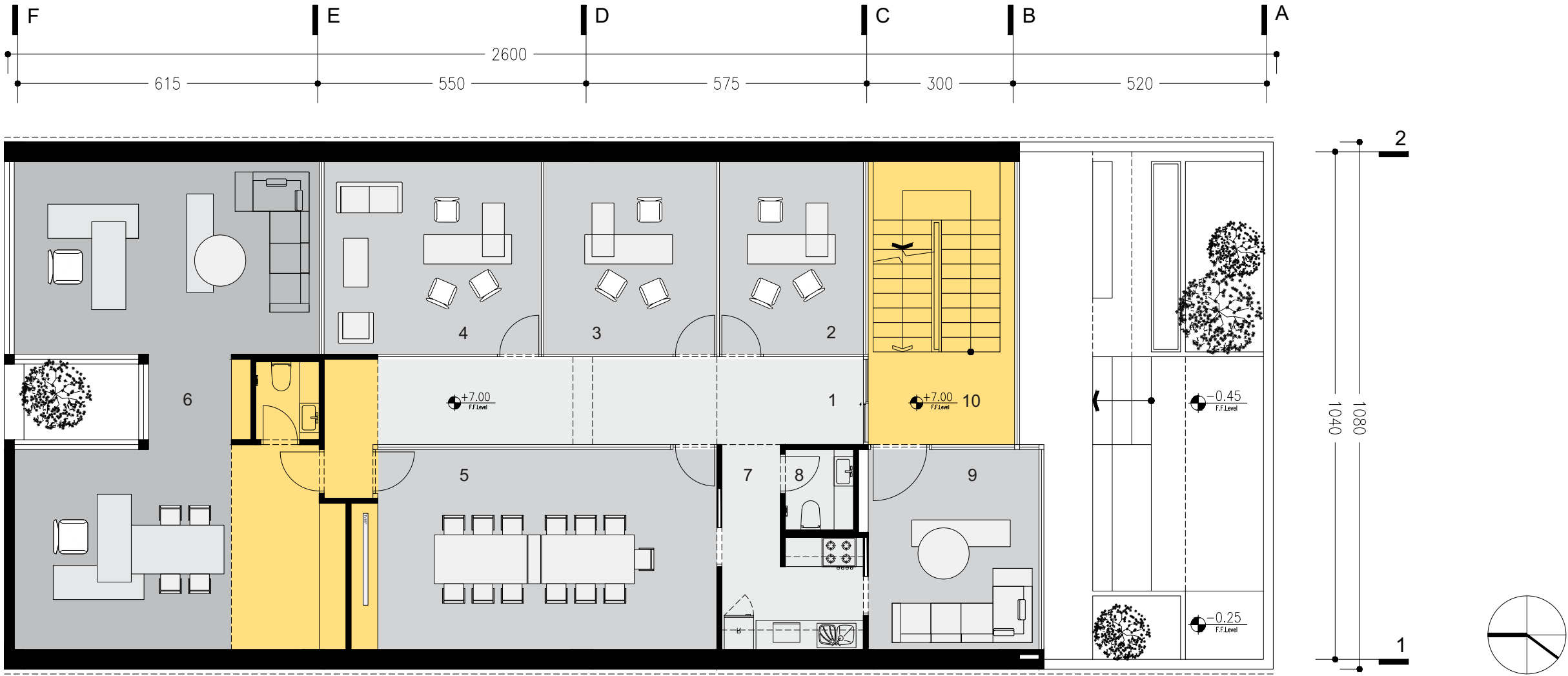
RAK CERAMICS  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



MEZZANINE FLOOR / DIMENSION PLAN / SCALE: 1/100

1. ENTRANCE / 2. FINANCIAL MANAGER - 13m<sup>2</sup> / 3. BUSINESS MANAGER - Area 13 m<sup>2</sup> / 4. TERRACE / 5. CONFERENCE ROOM - Area 16 m<sup>2</sup> / 6. HUMAN RESOURCES - Area 12 m<sup>2</sup>  
7. ACCOUNT COLLECTOR - Area 13m<sup>2</sup> / 8. KITCHEN / Area 5 m<sup>2</sup> / 9. WC / 10. STAIRS

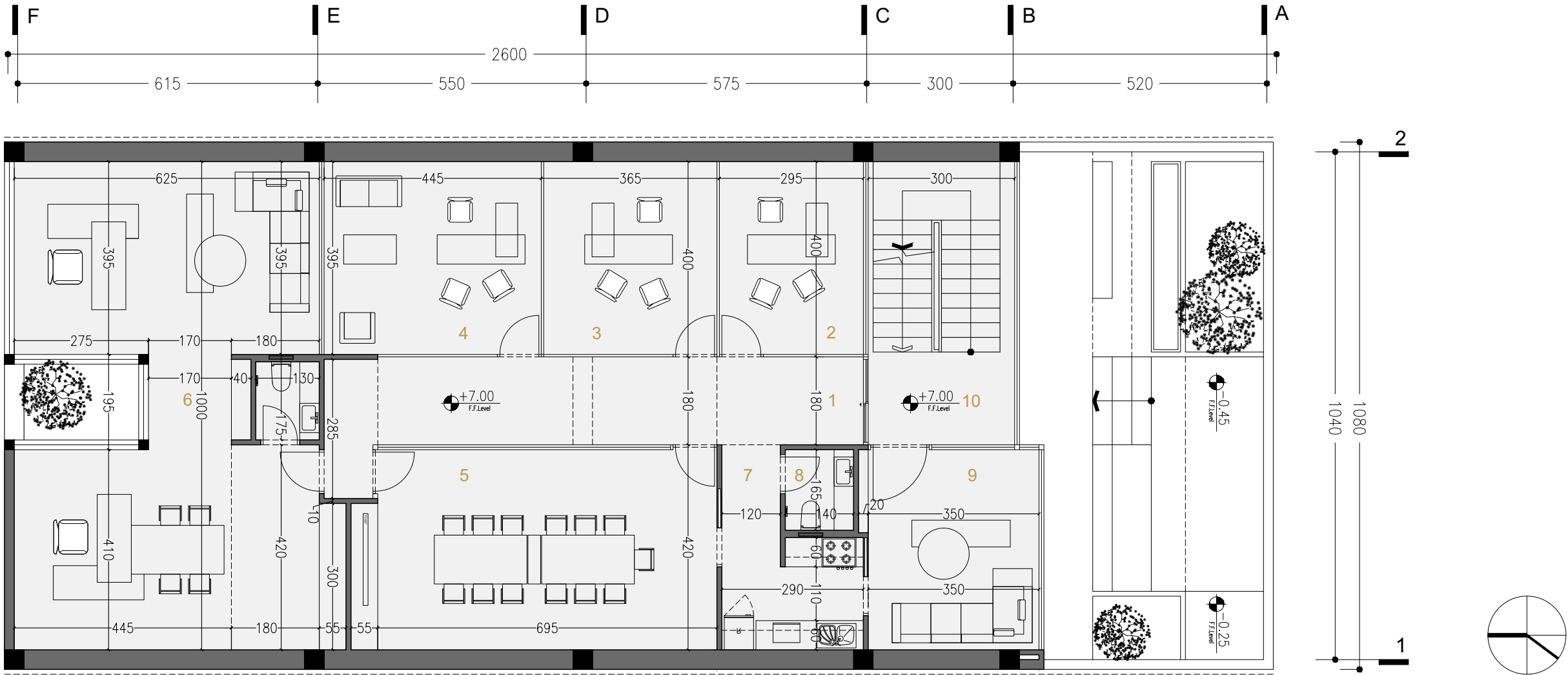
**RAK CERAMICS**  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



**FIRST FLOOR / FURNITURE PLAN / SCALE: 1/100**

1. ENTRANCE / 2. MANAGER ROOM - 12m<sup>2</sup> / 3. MANAGER ROOM - Area 14 m<sup>2</sup> / 4. MANAGER ROOM - Area 18 m<sup>2</sup> / 5. CONFERENCE ROOM - Area 30 m<sup>2</sup>  
6. CEO & MANSGER - Area 58 m<sup>2</sup> / 7. PANTRY - Area 4 m<sup>2</sup> / 8. WC / 9. WAITING HALL / 10. STAIRS

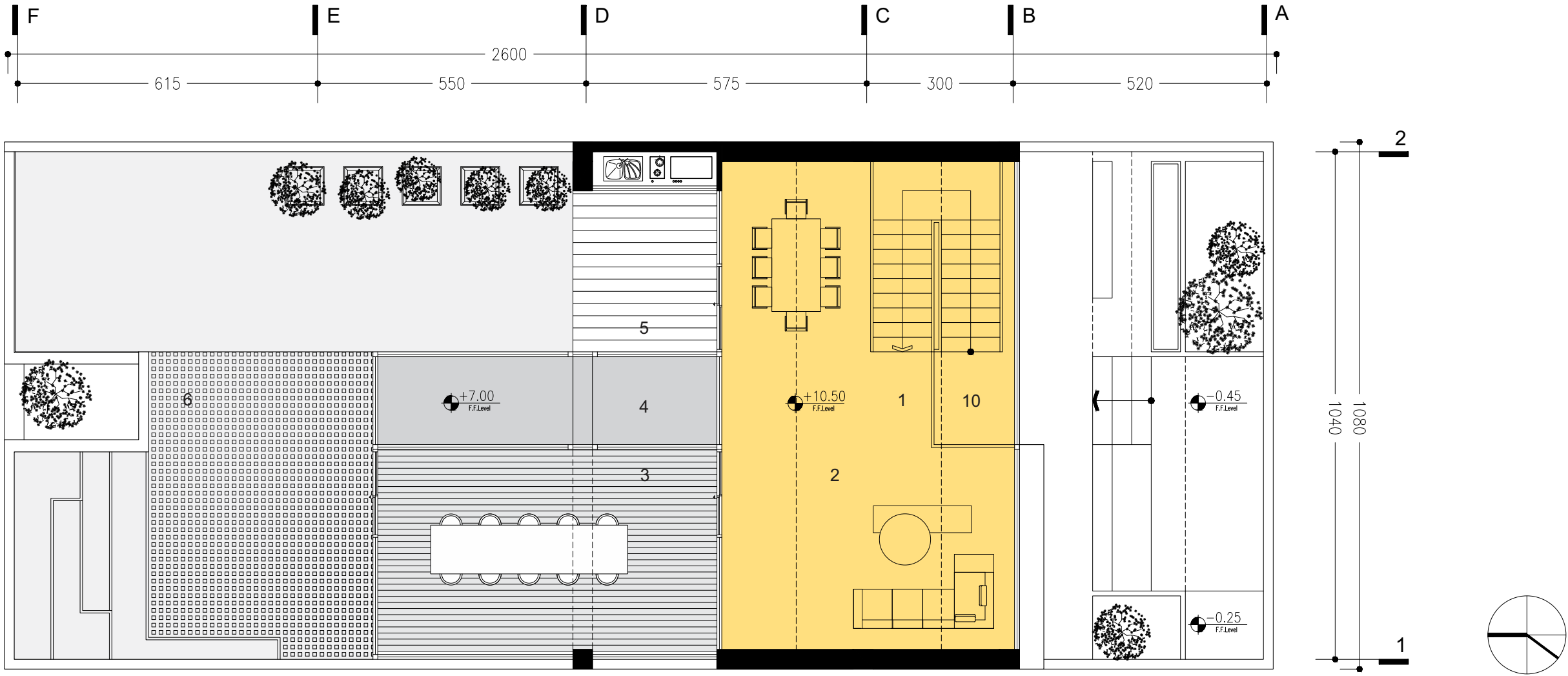
**RAK CERAMICS**  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



**FIRST FLOOR / DIMENSION PLAN / SCALE: 1/100**

1. ENTRANCE / 2. MANAGER ROOM - 12m<sup>2</sup> / 3. MANAGER ROOM - Area 14 m<sup>2</sup> / 4. MANAGER ROOM - Area 18 m<sup>2</sup> / 5. CONFERENCE ROOM - Area 30 m<sup>2</sup>  
6. CEO & MANSGER - Area 58 m<sup>2</sup> / 7. PANTRY - Area 4 m<sup>2</sup> / 8. WC / 9. WAITING HALL / 10. STAIRS

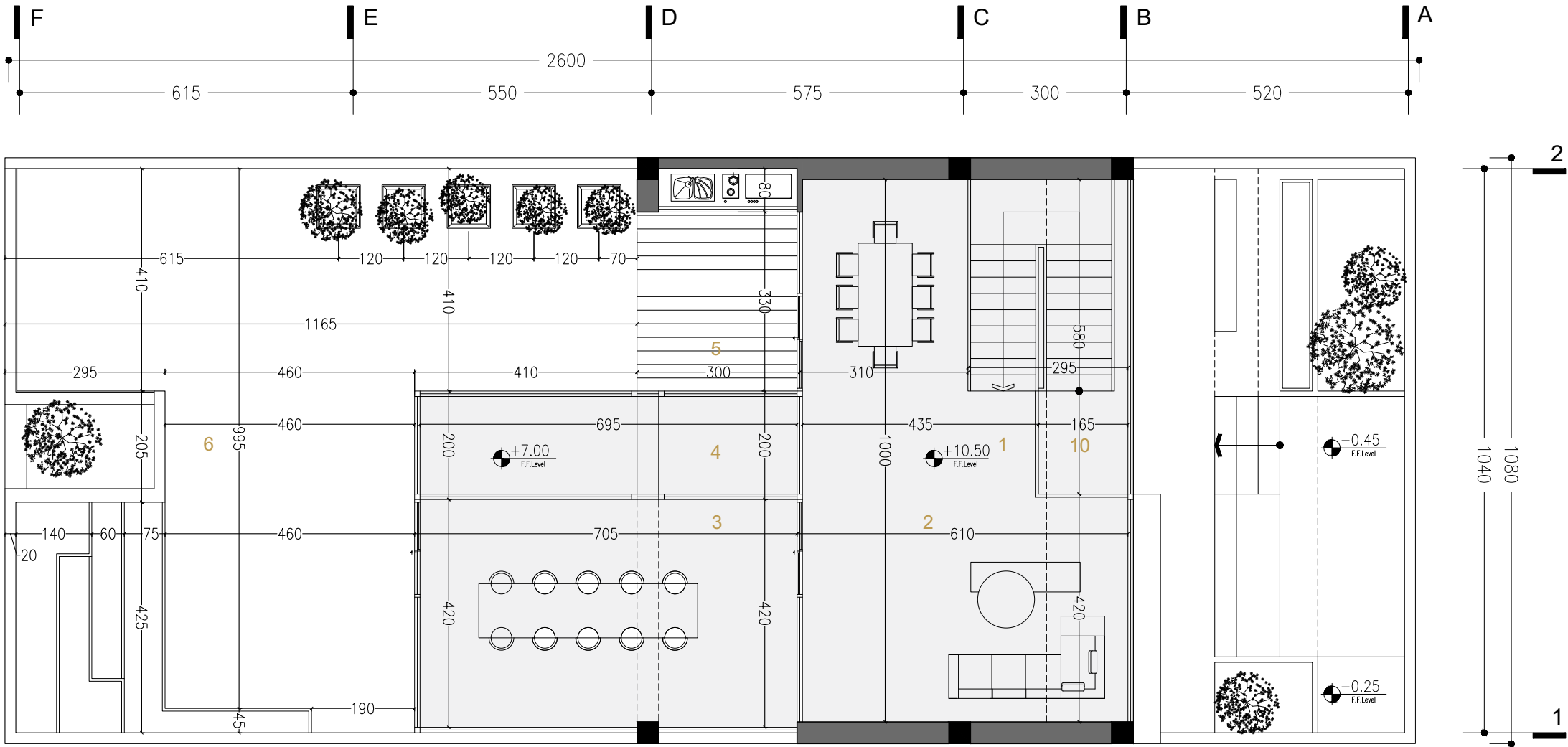
RAK CERAMICS  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



ROOF FLOOR / FURNITURE PLAN / SCALE: 1/100

1. ENTRANCE / 2. RAK ROOF LOUNGE - Area 60m<sup>2</sup> / 3. OUTDOOR CONFERENCE ROOM - Area 34 m<sup>2</sup> / 4. SKYLIGHT / 5. ROLL UP DOOR BARBEQUE

RAK CERAMICS  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS

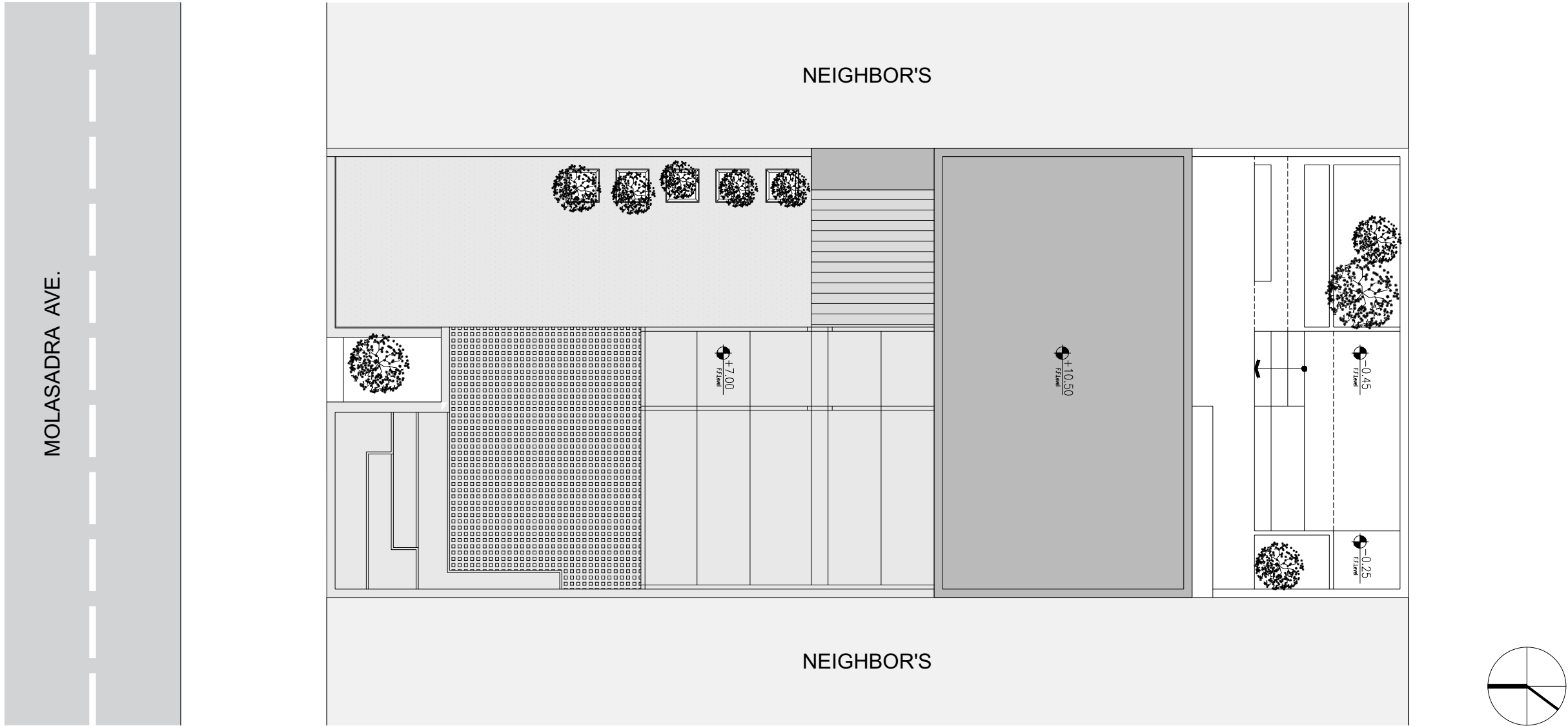


ROOF FLOOR / DIMENSION PLAN / SCALE: 1/100

1. ENTRANCE / 2. RAK ROOF LOUNGE - Area 60m<sup>2</sup> / 3. OUTDOOR CONFERENCE ROOM - Area 34 m<sup>2</sup> / 4. SKYLIGHT / 5. ROLL UP DOOR BARBEQUE

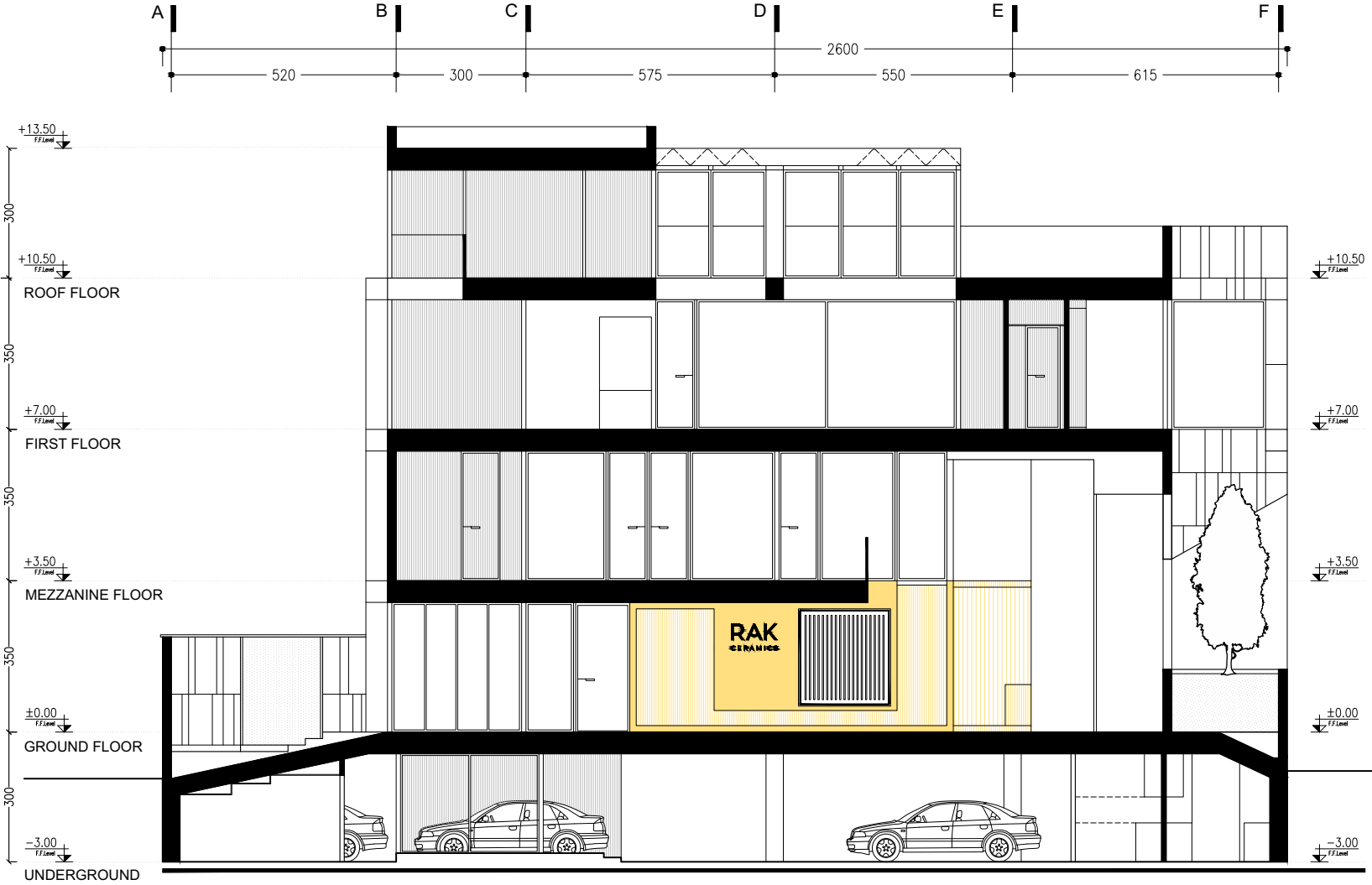


RAK CERAMICS  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



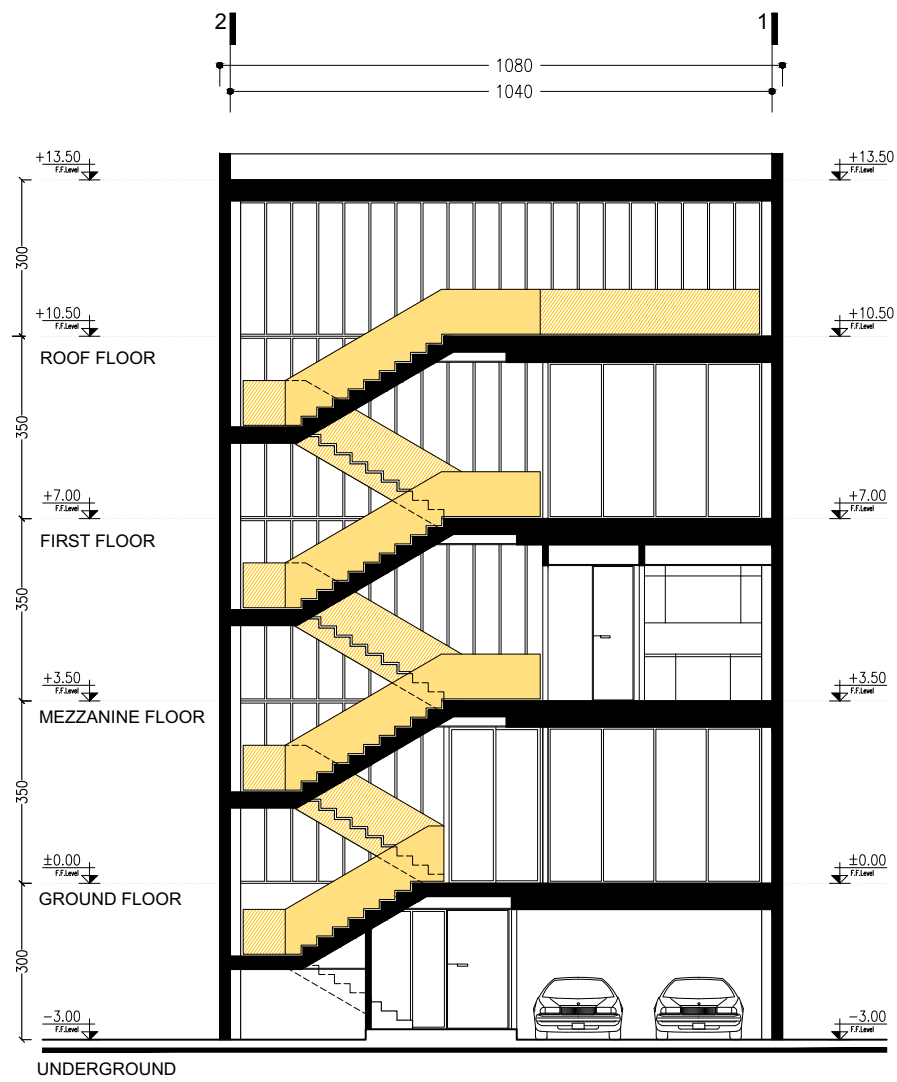
SITE PLAN

**RAK CERAMICS**  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



**SECTION A-A / SCALE: 1/150**

**RAK CERAMICS**  
HEADQUARTER OFFICE / ARCHITECTURAL PLANS



**SECTION B-B / SCALE: 1/150**

# RAK CERAMICS



## HEADQUARTER OFFICE

### 2. 3D RENDERING IMAGES

تصاویر سه بعدی



RAK CERAMICS HEADQUARTER OFFICE



NORTH ELEVATION / MOLLASADRA VIEW TO THE RAK CERAMICS HEADQUARTER OFFICE



RAK CERAMICS HEADQUARTER OFFICE



NORTH ELEVATION / MOLLASADRA VIEW TO THE RAK CERAMICS HEADQUARTER OFFICE



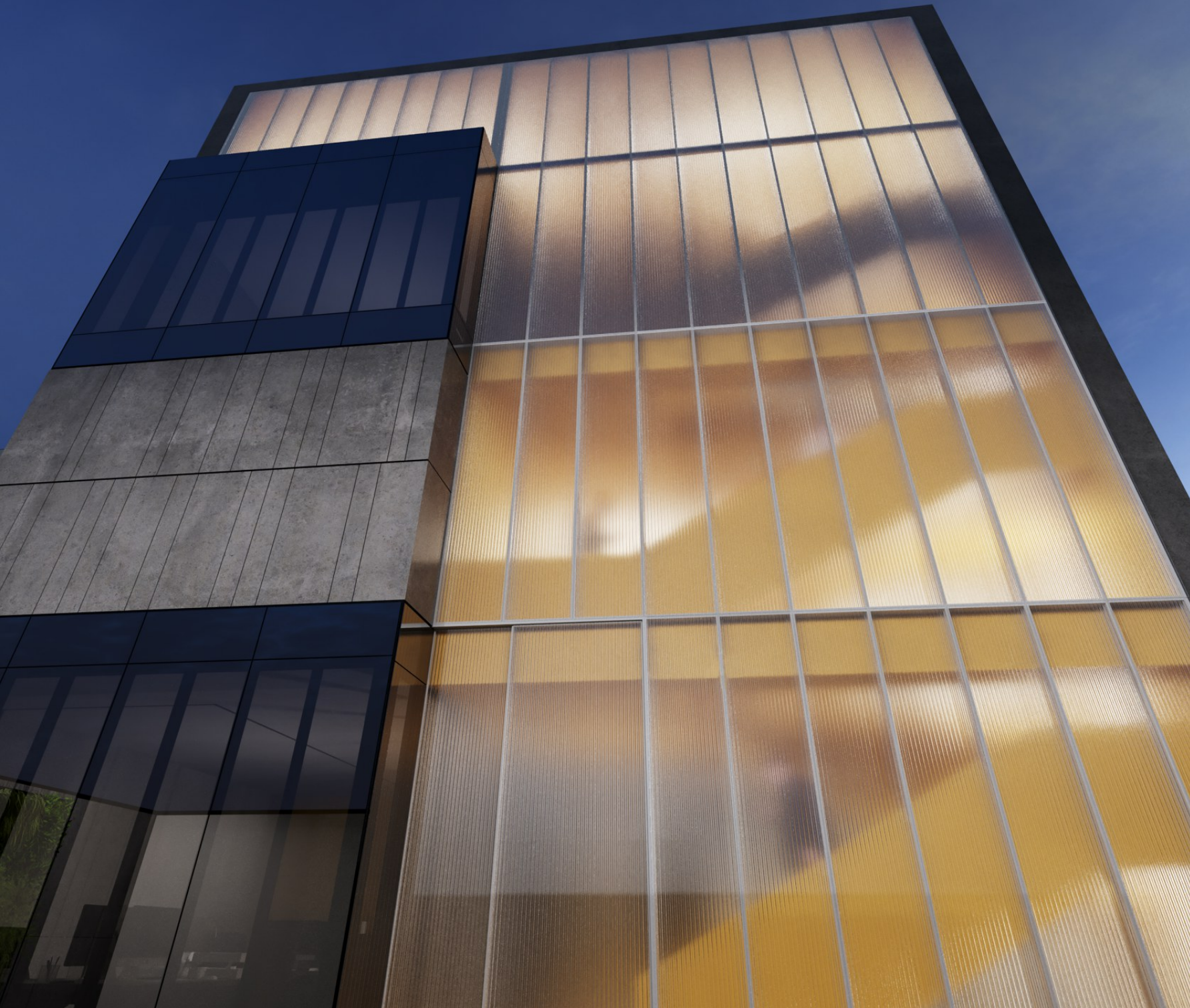
RAK CERAMICS  
HEADQUARTER OFFICE

RAK  
CERAMICS

NORTH ELEVATION / MOLLASADRA VIEW TO THE RAK CERAMICS HEADQUARTER OFFICE



# RAK CERAMICS HEADQUARTER OFFICE



SOUTH ELEVATION / MOLLASADRA VIEW TO THE RAK CERAMICS HEADQUARTER OFFICE

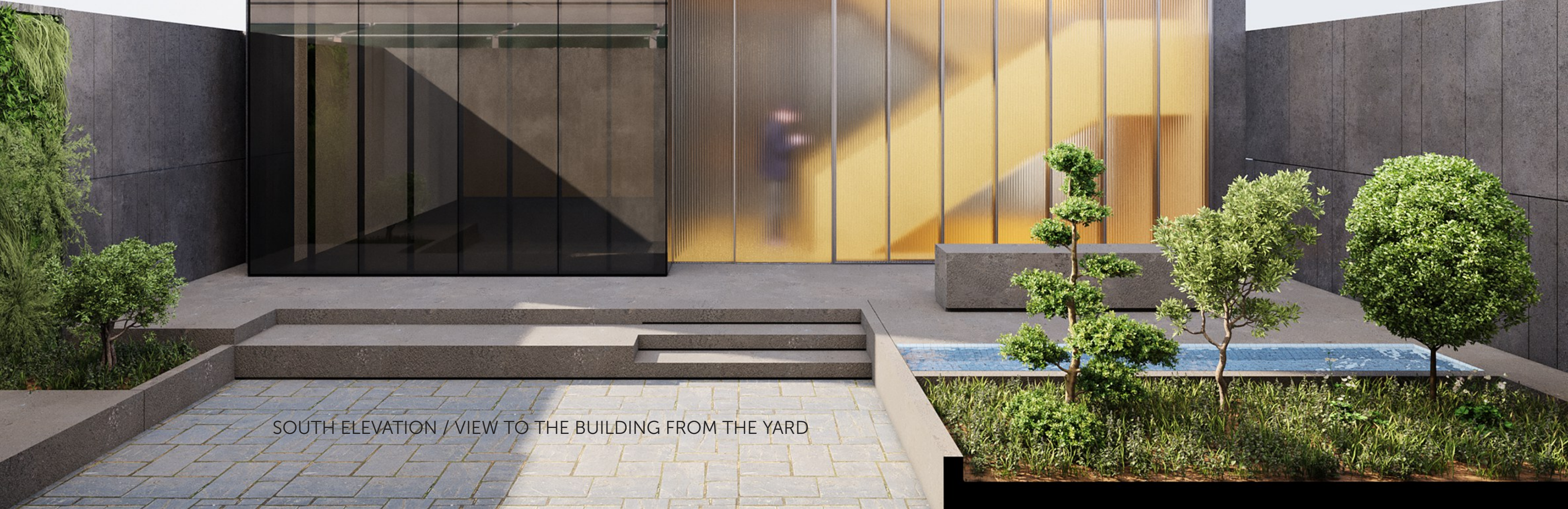




RAK CERAMICS HEADQUARTER OFFICE



SOUTH ELEVATION / VIEW TO THE BUILDING FROM THE YARD





RAK CERAMICS HEADQUARTER OFFICE

SOUTH ELEVATION  
VIEW TO THE BUILDING FROM THE YARD





RAK CERAMICS HEADQUARTER OFFICE



RAK ROOF LOUNG / BIRD EYE VIEW



RAK CERAMICS HEADQUARTER OFFICE



RAK ROOF LOUNG / VIEW FROM ENTERANCE TO THE ROOF



RAK CERAMICS HEADQUARTER OFFICE



نیکا نقش ایرانیان  
NIKA NAGHSH IRANIAN

GROUND FLOOR / RECEPTION & WAITING LOUNGE / VIEW FROM ENTRANCE



RAK CERAMICS  
HEADQUARTER OFFICE

# RAK CERAMICS

## Innovation and wide range

Innovation is the heart of Nika Naghsh Iranians' philosophy and the company is a pioneer in introducing hitech innovations that are a breakthrough in the industry and a world leader in the production of porcelain tiles ideal for use of indoor & outdoor spaces for wall & floor coverings for residential, retail & industrial projects. A wide range of technologies are used at its state of the art plant including advanced digital printing technology for industrial decoration & effects, double charged feeding systems, digital soluble salts, and other advanced technologies. Nika Naghsh Iranian is known for its wide product range and for its ability to produce bespoke ranges for both small and large scale projects, enabling its clients to bring their ideas to life while having unlimited flexibility.

GROUND FLOOR / SHOWROOM







# RAK CERAMICS HEADQUARTER OFFICE



## RAK CERAMICS

### Innovation and wide range

Innovation is the heart of Nika Naghsh Iranians' philosophy and the company is a pioneer in introducing hitech innovations that are a breakthrough in the industry and a world leader in the production of porcelain tiles ideal for use of indoor & outdoor spaces for wall & floor coverings for residential, retail & industrial projects. A wide range of technologies are used at its state of the art plant including advanced digital printing technology for industrial decoration & effects, double charged feeding systems, digital soluble salts, and other advanced technologies. Nika Naghsh Iranian is known for its wide product range and for its ability to produce bespoke ranges for both small and large scale projects, enabling its clients to bring their ideas to life while having unlimited flexibility.

GROUND FLOOR / SHOWROOM





BUSINESS ROOM »

« BUSINESS ROOM

LIFT LOCATION - DEVELOPMENT PLAN

RAK CERAMICS HEADQUARTER OFFICE

GROUND FLOOR / VIEW TO CONFERENCE & BUSINESS ROOM





RAK CERAMICS HEADQUARTER OFFICE

GROUND FLOOR / MEETING & YARD ENT.



RAK CERAMICS HEADQUARTER OFFICE

SOURCES

« CONFERENCE ROOM

BUSINESS MANAGER »

MEZZANINE FLOOR / CORRIDOR TO DOUBLE HEIGHT VIEW



RAK CERAMICS HEADQUARTER OFFICE



« CONFERENCE ROOM »

BUSIN

« SALES & EXPORT »

MEZZANINE FLOOR / CONFERENCE ROOM



RAK CERAMICS HEADQUARTER OFFICE



MEZZANINE FLOOR / CONFERENCE ROOM & TERRACE / VIEW TO THE STAIRS



RAK CERAMICS HEADQUARTER OFFICE

FIRST FLOOR / VIEW FROM STAIRS TO THE CEO ROOM





RAK CERAMICS HEADQUARTER OFFICE

FIRST FLOOR / MANAGER CONFERENCE ROOM





RAK CERAMICS  
HEADQUARTER OFFICE

FIRST FLOOR / CEO & MANAGER ROOM





RAK CERAMICS HEADQUARTER OFFICE



FIRST FLOOR / CEO & MANAGER REST ROOM



RAK CERAMICS HEADQUARTER OFFICE

ROOF / VIEW FROM SKYLIGHT





RAK CERAMICS HEADQUARTER OFFICE



MEZZANINE FLOOR / VIEW TO THE STAIRS



RAK CERAMICS HEADQUARTER OFFICE



UNDERGROUND FLOOR / VIEW TO THE ENTERANCE

# RAK

## CERAMICS



HEADQUARTER OFFICE  
CONCEPT DESIGN ALBUM  
JUNE 2023

TARH2TARH COMPETITION