



ELEMENTS OF
ARCHITECTURE



By Arghavan Sheibani



Our Mission

To provide passionate design
matched with fine detail
and an exquisite finish.

We travel with our clients through
their everyday life stories, enhanced
and beautified through design,
practicality and quality.



Our Services

Concept design
Architecture
Interior design
Project management
Implementation
Set Design



Our Scope

Restaurant
Cafe / Bar
Commercial
Residential
Retail
Hotels



Arghavan Sheibani PhD

Founder - Lead Architect
Set Designer - Lecturer

About

We are a highly experienced and trusted architectural, interior and set design company with a vast portfolio of completed projects. With over 20 wonderful years in the industry we still find every new project just as exciting as our very first. We believe that architecture provides a personal and scenic stage for human beings to play a central role in their theatrical lives.

Our female founder of EOA and the AS Design Studio is also the lead architect, interior and set designer and a highly recognised lecturer in colleges/private architecture schools. She maintains that to reach the ultimate solution for any design process, there should be a story being told by the designer, with realism, clear definition and beauty. While for the client, expectations need exceeding, passionate excitement is provided and value is always matched to detailed quality.

In Collaboration With:



Awards & Certificates



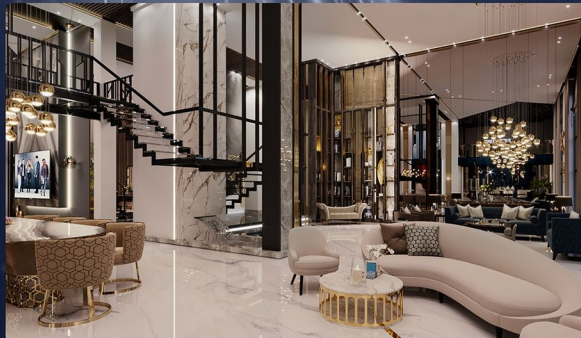
Juror



int Interior
Design Awards
2024

Arghavan Sheibani
Founder / creative Director

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By Arghavan Sheibani



2024 Asia's Best
**BOUTIQUE
INTERIOR
DESIGN FIRM**

ELEMENTS OF ARCHITECTURE

Dubai, UAE

DESIGNER

Arghavan Sheibani - Owner/Creative Director · Habibollah Sheibani - Senior Designer/Head Of Design · Alborz Sheibani - Senior Designer · Amir Haji Yousef

COMPANY

Elements Of Architecture

OWNER

Arghavan Sheibani

MANUFACTURER

Elements Of Architecture

OTHERS

Shareholders : Habibollah Sheibani - Alborz Sheibani

COMMERCIAL INTERIOR DESIGN

NOVEMBER 2023 VOL. 10 ISSUE 11
AN IFC MEDIA COMPANY PUBLISHED BY CEDIA



MATERIAL WORLD
Embracing the power of textures to weave colour and character into design.

POWER 50

Adriana Graur
Design director, dwp

Adriana Graur's role as design director at dwp has not only provided her the opportunity to lead a forward-thinking team of pioneering designers, but it has also showcased her ability to thrive through the art of innovation.

Her peers describe her membership as an art form—distilling budding designers, while simultaneously crafting and delivering an inspiring project, time and time again.

Recently, Graur stepped up to take the lead across a number of ambitious ventures including Jumeirah Emirates Towers, the Executive Council Dubai and Ora Headquarters in Dubai, and others. Her collaborations have breathed life into visionary concepts such as the Burj Hagopoff Offices and FTI. Graur was also short-listed for the Designer of the Year award at CID awards 2023 MENA.

Graur's prowess isn't limited to the Dubai studio alone; she plays a pivotal role in global design practices at dwp. With a keen emphasis on sustainable design, she actively contributes her expertise to various projects emerging from dwp's offices worldwide.



Agata Kurzeła
Founder, Agata Kurzeła Studio

Agata Kurzeła represents a force of creativity and innovation in the industry. Her distinctive approach has won her commissions from many global clients, who look to her to create spaces of a kind that exist in originality and execution. Her work designing a large office and co-working space for the UAE Government has been a recent highlight, earning the studio coverage across international press and a number of awards platforms.

In just the fourth year of business, Kurzeła's studio has swiftly amassed a significant hospitality portfolio, including both hotels and event spaces for home-grown brands and global heavyweights such as Kempinski.

Kurzeła and her team are also working on three high-end private residences ranging from full-scale architectural projects to renovations.



SPECIAL REPORT

POWER 50

Across the Middle East and North Africa, the design talent is unmatched. The rapidly evolving industry is the pioneer of innovative, luxury designs across the hospitality, F&B, retail and office sectors. Here, we reveal the region's 50 most influential designers who have helped to shape the world-renowned reputation of this region's design industry

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Ahmed Hussein
Founder, Ahmed Hussein Designs

Ahmed Hussein is an accomplished Egyptian interior designer and the founder of Ahmed Hussein Designs which he started in 2008. The studio specialises in high-end residential, administrative, and commercial projects, both locally and internationally.

With 15 years of professional experience, Hussein's portfolio boasts an impressive range of notable projects, showcasing his ability to adapt his design approach to different client preferences and project requirements. Since making his mark on the Egyptian scene, he has expanded across the UAE and KSA.



Arghavan Sheibani Founder, Elements of Architecture

As an award-winning architect, interior designer, set designer and lecturer, Arghavan Sheibani launched her own professional interior design boutique firm Elements of Architecture in 2010 where she works as the founder, creative director and head of design. In 2021, she expanded the firm's new branch in Dubai and has been primarily focusing on commercial projects in the region ever since. The firm boasts an impressive portfolio of over 100 multi-discipline projects.



Ayman El Nashar
Managing director & design director, Belhassan Interiors

Managing director and design director at Belhassan Interiors, Ayman El Nashar is responsible for the business development of the company and the design direction of projects. In 2023, El Nashar led a revenue increase of more than 200% year-on-year and has further established Belhassan Interiors as one of the most reputable and innovative interior design studios in Dubai. Key projects this year have included the Arab Authority for Agricultural Investment and Development Headquarters in Silicon Oasis, Qudus and Trevelin's staff accommodation in KSA, and penthouses on Palm Jumeirah. Under his leadership, Belhassan Interiors is on track to achieve its highest level of growth since its inception.

30 NOVEMBER 2023 commercialinteriordesign.com

NOVEMBER 2023 31

Recognitions

The 2023 CID Power 50 List Commercial Interior Design Magazine reveals the region's 50 most influential designers who have helped to shape the world renowned reputation of this region's design industry. Across the Middle East and North Africa, the design talent is unmatched. The rapidly evolving industry is the pioneer of innovative, luxury design across the hospitality, F&B, retail and office sectors.

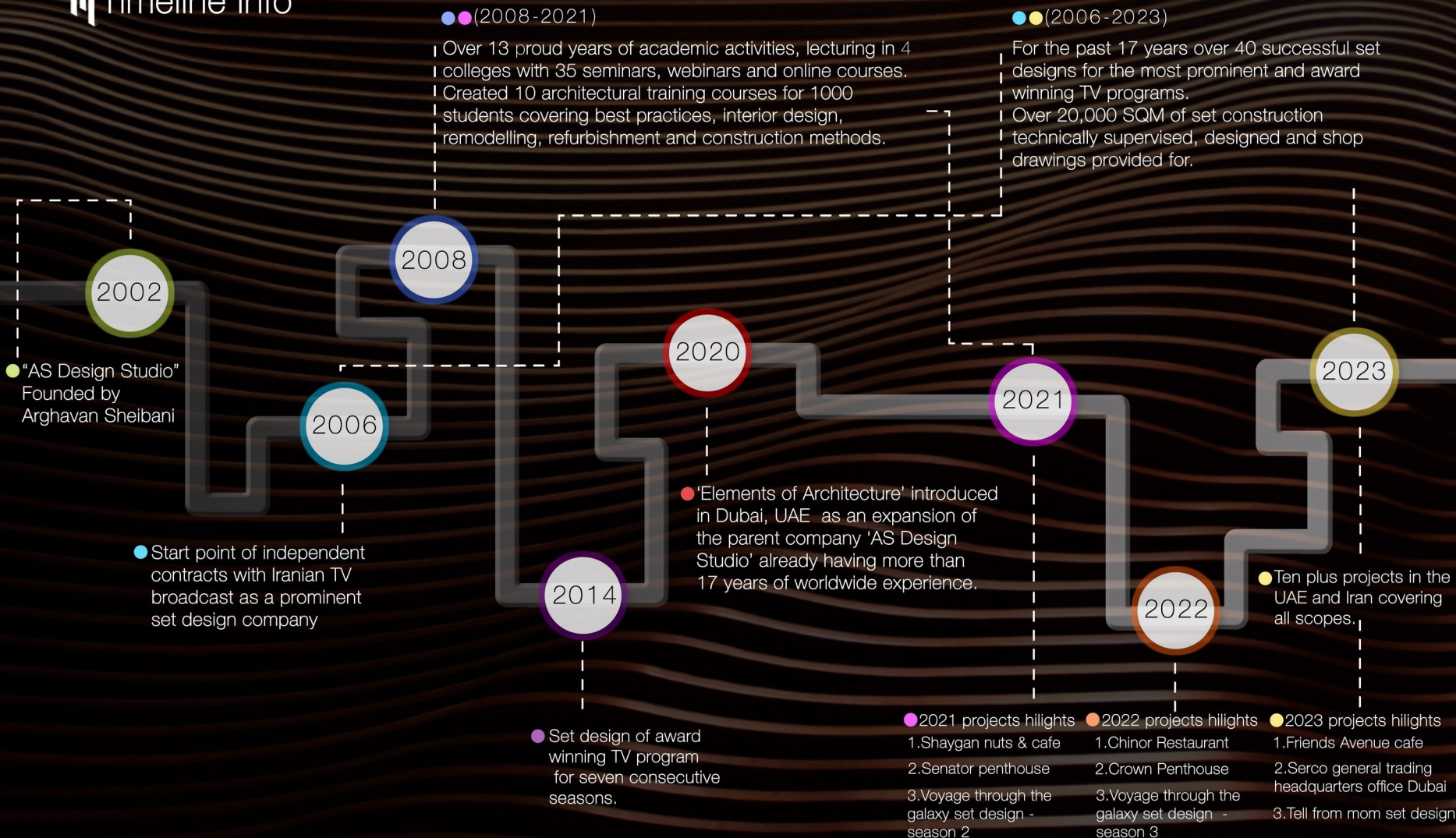
Arghavan Sheibani, Founder, Elements of Architecture

COMMERCIAL INTERIOR DESIGN POWER 50



As an award-winning architect, interior designer, set designer and lecturer, Arghavan Sheibani launched her own professional interior design boutique firm Elements of Architecture in 2010 where she works as the founder, creative director and head of design. On July 2021, she expanded the firm's new branch in Dubai, UAE and been primarily focusing on commercial projects in the region. With the aim of creating bespoke designs from a boutique interior design firm that would signify the abstract of design effectiveness, the firm boasts an impressive portfolio of over 100 unique multi-discipline. Her growing list of projects have been secured through recommendation, referrals and repeated business which is a true endorsement of the company's abilities under the passionate leadership of founder and creative director Arghavan Sheibani.

Timeline Info





Page
08

Resturant cafe & bar

Friends Avenue
Dubai - P9

Chinor
Dubai - P11

Persepolis
Qatar - P14



Page
15

Residential

Villa At Height - P16

Javaherian
Penthouse - P21

The Crown - P23

The Senator - P25

Bukan - P27

Zaferaniyeh - P29

Mosha Villa - P30

Jumerirah Villa - P32

Boulevard - P34

Jordan - P35

The Prince - P36

The Princess - P37

Farmanieh Villa - P38



Page
39

Commercial

The SCO Holding
Office H Hotel
Dubai - P40

Dibadin Bridal
Showroom - P43

Tavanir law Office
- P45

E-motion Yoga
Studio - P46

The Home Office
No.1 - P48

The Home Office
No.2 - P49



Page
50

Retail

Shaygan Nuts&Cafe
Dubai - P51

Pura Jewellery
Studio - P53

Devine Chocolate
House Dubai - P54

Pistachio land - P55

Pistachio land
Alternative Version
- P56



Page
57

Architecture

The Mehman Doost
Residential Complex
- P58

The mojhdeh
Residential - P59

Villa No.10 - P60

Villa No.11 - P61



Page
62

Set design

Voyage Through
The Galaxy-Season 2 - P63

Voyage Through
The Galaxy-Season 3 - P64

Tell Me From Mom - P66

Uncle Poorang Farm - P68

Gol O Bolbol
Neighbourhood-Season 1-7
- P73

A Little Bit Of A Smile - P77

The Country Bar - P79

The Pet Clinic - P80

The Castle Of The Wizard
- P81

The Gol O Bolbol Cafe And
Resturant - P83

Zoorkhaneh - P84

The New Town - P85

Salty Mouse - P86

Deliciousness - P87

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By Arghavan Sheibani

Restaurant-Cafe-Bar

Friends Avenue Dubai 2023

Size : 186 Sqm Status : completed



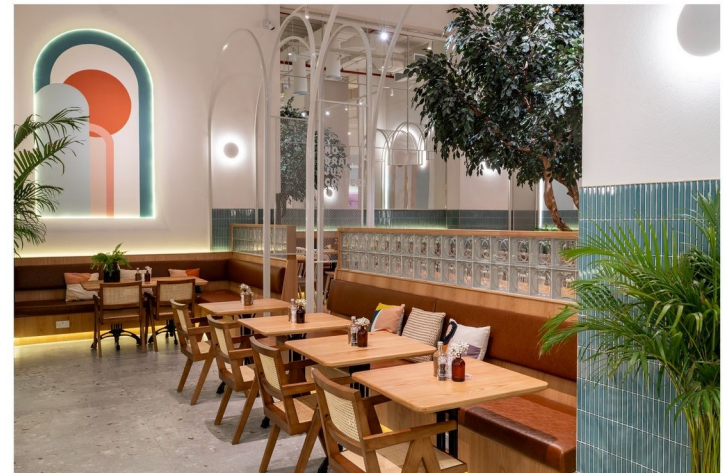
Friends Avenue Cafe is an Australian franchise interior design concept both here in Dubai and outside the UAE. Under construction and located at Silicon Central mall it will be excitedly handed over by quarter one 2023. The main architecture concept was to unify forms, proportions, decorative objects, materials, colours and patterns aligned with a fun, popular meeting destination.



Friends Avenue Dubai 2023

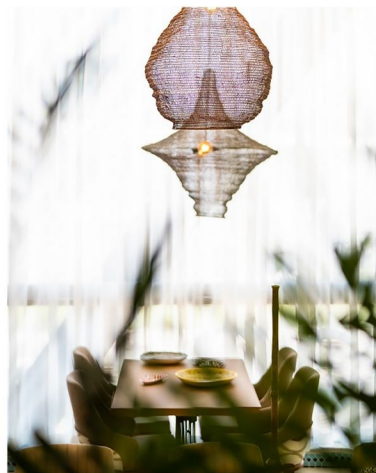


An exciting design and restaurant space coming soon for a regular and respected client of ours. It will be a light, airy eating and meeting area destined to be very popular we are sure. We are combining many natural elements with some signature focal points including a central over sized gorgeous tree to congregate around. We cannot wait to share with the owner and his clientele the finished project.



Chinor Restaurant Dubai 2022

Size : 235 Sqm Status : Completed



Chinor is a remodelled Uzbek restaurant that we designed and supervised presenting an atmospheric traditional fusion with a decorative mix of modernised Bohemian style. The main architecture concept presents a friendly and inviting vibe concentrating on the symbol of an old and valuable tree in Uzbek culture as a focus at the main welcoming point.



Chinor Restaurant Dubai 2022



A neutral colour palette, with natural materials and blended dressings combined with subtle controllable lighting and multiple separate dining areas all bring the project together for an unforgettable dining moment. Designed to be memorable and genuine with simplicity in design but intricacy if you seek it, a raised section, curtain secluded VIP area for floor seating/eating creates a special time for all.

Chinor Restaurant Dubai 2022

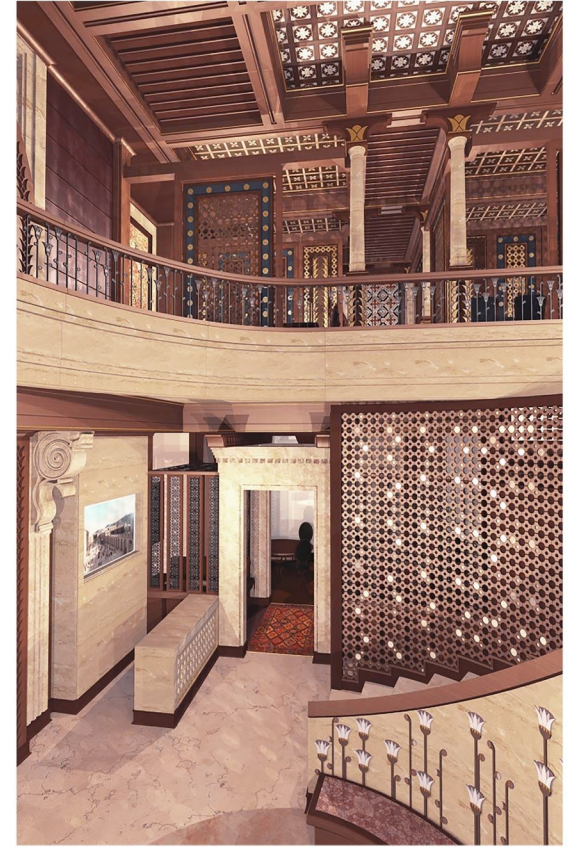
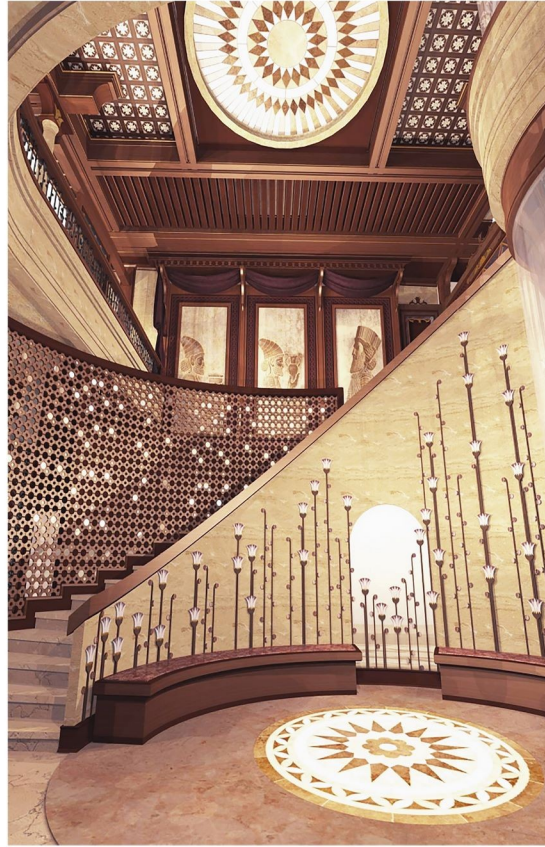


Panoramic high value cityscape view is the one to be intensified with the flexible slide and fold windows to make the whole atmosphere feel like outdoor experience with one main view point targeted the most famous landmark of the town 'Burj Al Arab'. The glass ceiling at the top of the semi outdoor zone could reflect exceeding day light and heat inside, but a layer of handwoven traditional Uzbek fabric shade is provided as the light shade for the sun coverage as a design solution.

Persepolis Restaurant Doha

Size : 850 Sqm Status : Completed 2022

For FIFA World Cup, Qatar



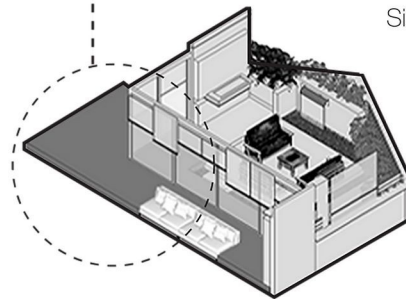
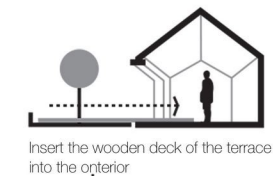
The design concept was to use the familiar and identifying elements of Iranian architecture symbols in the decorative details of various elements to define the layout of this two-storey complex with separate rooms to accommodate VIP and VVIP guests. All the decorative components used in detail design are customised for this project specifically and are made with the most exquisite materials such as bronze, handmade tiles, hazelnut natural wood, natural marble and onyx, handmade fabrics and silk Persian carpets.

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Residential



Villa At Height
Residential Penthouse
Size : 450 Sqm Status : Completed



A 450 Sqm country residence penthouse that provided a challenging concept to merge balance between two main contradicting keywords of the interior design process with transparency inside and solidity on the outside. Two inner courtyards play an intermediary role in between two independent spaces which reminded us of the privacy concept in Iranian architecture. This gave us a delightful opportunity to revive this contemporary taste within a beautiful environment.

Villa At Height Residential Penthouse

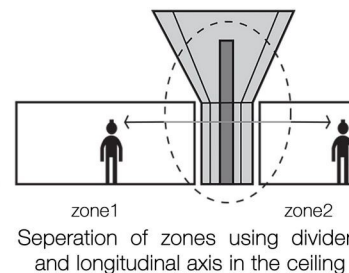


A design brief that was uniquely masculine, a modern day luxurious 'man cave' worthy of a top executive's mind space. Our Business Partner's and teams personal favourite.

Villa At Height Residential Penthouse



Easily suitable to work and relax, dine or entertain with company or just sit in contemplative solitude listening to music or reading. Truly delicious details across multiple textures, materials and moods. A quietly prestigious and beautiful space, blending seamlessly the outdoors, with minimal boundaries to within.



Villa At Height Residential Penthouse

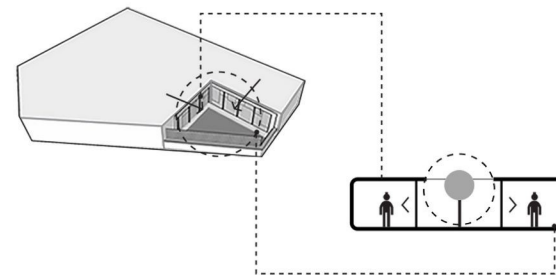
Exquisite and luxurious materials create a special and unique atmosphere. Nappa leather combined with bronze and natural marble give this project a perfect finish to it's luxury bar design element.



Villa At Height Residential Penthouse



In recalling the confidentiality and privacy in Iranian architecture two inner courtyards play a conceptual intermediary role in between independent sections. This gave us an opportunity to revive the contemporary, old and practical 'Androni' style with terraces becoming a natural blended link of internal and external spaces. The redirection of flow keeps the view and viewers exactly where we designed them to be.



Javaherian Penthouse 2023

Size : 400 Sqm Status : Completed



Javaherian penthouse is a contemporary style open plan layout demonstrating a modern luxurious residential with a touch of fusion in some design element like a traditional exposed structural ceiling and some of the decorative furniture and accessories. The design process challenge was to create a perfect layout plan for the 3 bedroom flat providing the maximum transparency inside and out. The geographic location of the project led us to install the maximum size of the windows to benefit from the spectacular views of the city of Tehran.

Javaherian Penthouse 2023

Size : 400 Sqm Status : Completed



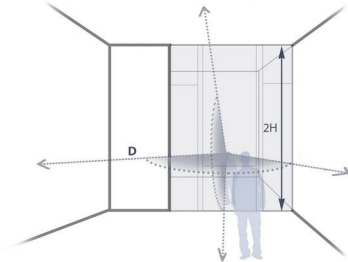
Due to the high ceiling of this unit, it was a complicated challenge to provide an access to the private rooftop. To solve the problem we decided to remove a part of the flat structural roof between intersections of four beams to provide a sloping roof which to match the fusion style we had in mind, it was built in a traditional exposed brick vaulted ceiling as the final finishing look. The staircase position due to its length affected by the height of the ceiling was another challenge which we could solve in the best way to have the access to the private rooftops and at the same time to play another role as a divider between the TV room and the dining area in the open plan layout. The result is an amazing tasteful design with a modern layout and materials and the luxurious dressings to bring the fusion vibe out of the place.

The Crown Penthouse

Size : 850 Sqm Status : Completed



Have you ever waited for something so much you held your breath? This is what the Crown Penthouse's interior and architectural design does to us while it is under construction. Mesmerising design, next level materials all coming together in a true tribute to finery. Breathtaking for sure, we hope you agree?



Maximum use of mirror reflection to insensibly increase
visual depth and height in space

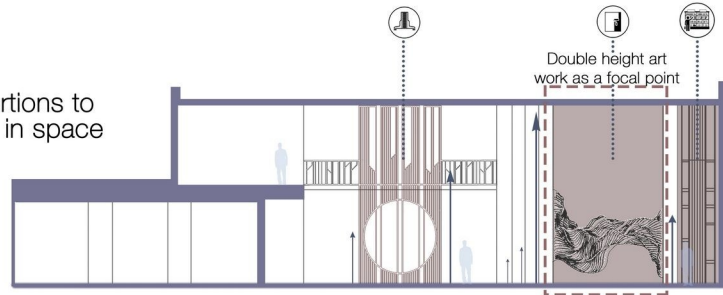
The Crown Penthouse

An ongoing project of 850 Sqm this luxurious triplex penthouse includes three bedrooms, home office, 600 Sqm private terrace and roof garden. It is also being outfitted with a pool and other facilities like a sauna, home gym and barbecue area.

Surrounded by mountain views, it will be supremely decadent, spacious and impressive. One for the design connoisseur with an appetite for the finest quality and materials.



Using decorative elements in vertical proportions to increase the visual impact of double height in space



The Senator Penthouse

Size : 780 Sqm Status : Under Construction



This luxurious triplex penthouse was completely remodelled as an open space layout. Alignments of horizontal decorative linear objects adapt with the demand for maximum transparency inside and outside at the same time. Various vertical decorative elements also intensify the impact of the double height interior.



The Senator Penthouse

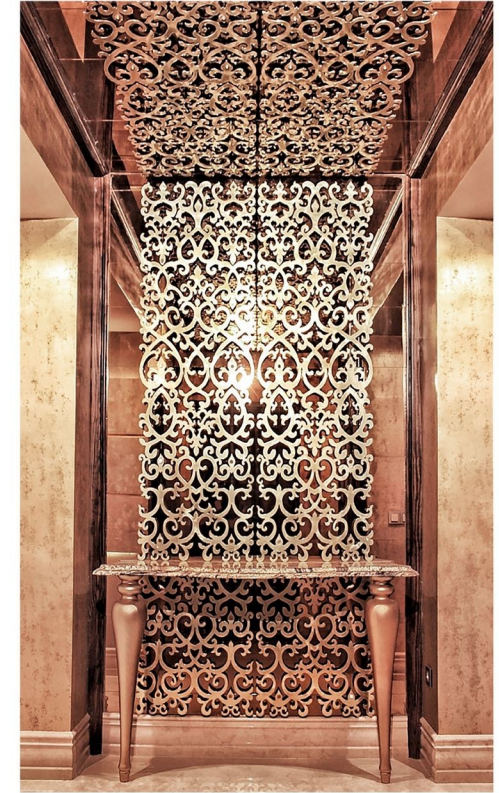


Benefitting from an external 360 Degree view over the city and the mountains. The design and materials being utilised come together to create one of the most exclusive, luxurious and contemporary penthouses in the city.



Bukan Residence

Size : 450 Sqm Status : Completed



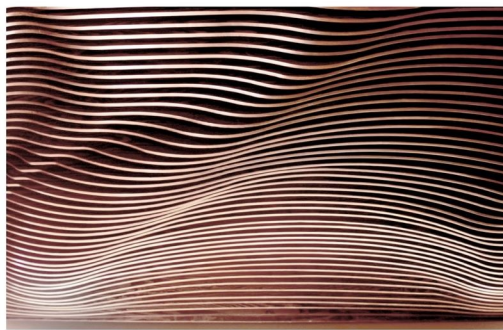
Ultra luxurious materials, architecture and interior design coming together in a beautiful environment is always an attractive proposition. Evoking thoughts of finer things and delicate delights meant to be enjoyed and shared. Detail and emotions beyond the norm for a truly rich experience, feel and visual. Tangible sensory enjoyment at the highest level, a feast for the eyes, heart and soul, this is Bukan.



Bukan Residence

Size : 450 Sqm Status : Completed

Handmade decorative fine detailing using high quality complementing materials for a completely new and luxurious apartment. The parametric fine wooden surface of the wall and ceiling in the TV room area combined with natural wood deck, provide a warm gateway for the family. Hand painted beauty by a prominent artist provide unique visual experiences in every corner.



Zaferaniyeh Residence

Size : 380 Sqm Status : Concept Design



An open palette design concept with complete freedom for us to create in, led to this combination of textures, light, space and materials. Many individual pieces blending comfortably in a clean, crisp, vibrant manner. The 'walking in a waterfall' wall a particular favourite of ours. Subtle, bewitching and highly emotive it leaves us in a serene mood for sure.



Mosha Villa 2022

Size : 300 Sqm Status : Full Refurbishment Completed

A fantastic fusion in a wonderful space that was immensely satisfying to design. We combined two units into one to allow for our concept to come alive, expanding the windows to allow the views in.



Mosha Villa 2022



Uniquely placed for maximum impact and enjoyment with stunning views complimented inside by the outdoor vistas. High quality materials, detail and finish coming together in harmonious and relaxing spaces. Beautifully calm, serene and warming, just joyous. Exactly that which we set out to achieve.

Jumeirah Villa

Size : 450 Sqm Status : In Progress



The interior design of Jumeirah Villa was entrusted to us for renovation/remodelling and was designed to adapt to new circumstantial changes contained within family life after relocation with the need for larger, integrated spaces. Maximum linear proportions and horizons were used to highlight the largest possible spaces.



Jumeirah Villa



When budget allows we always use high-end, luxurious and exquisite materials. Natural marble is used in the hall, bar and dining area, separated by brass finished, powder coated steel customised partitions. Warm materials are repeatedly utilised in the living room and more private family areas with natural wood finishes to the floor, wall claddings, customised book shelves and cabinets. Embracing a natural marble as a base for the (easily visible from the pool and kitchen) TV in the family room.

Boulevard Residence

Size : 115 Sqm Status : Completed

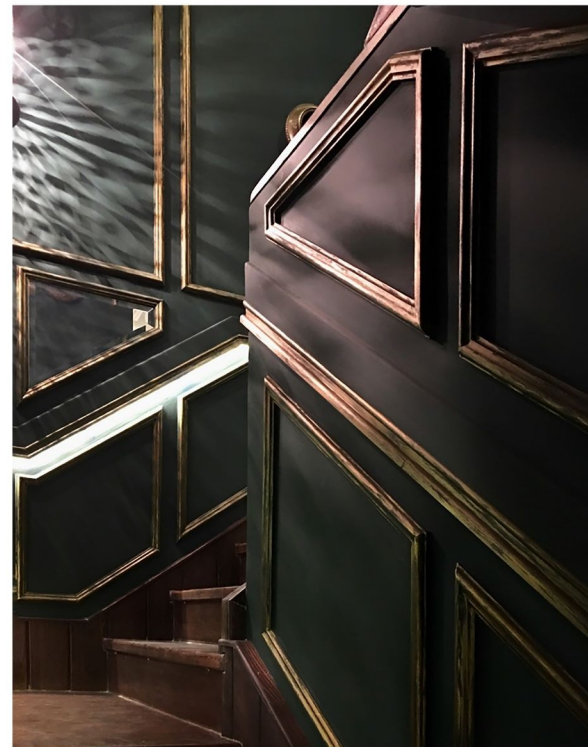
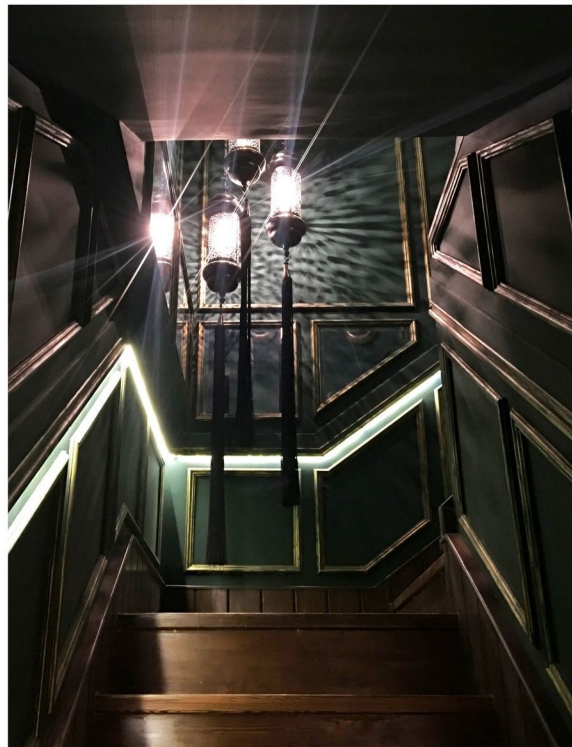


The Boulevard Residence Project was a smaller renovation designed to adapt the space for a family of four and to create a warm, intimate space. Modernised and matched to a life style that allowed to remove the family from the hustle and bustle of the busy city centre.



Jordan Residence 2019

Size : 240 Sqm Status : Completed



The Jordan Project was a 3 Bed super luxury duplex for a discerning client with exemplary taste and requirements demanding unique, unrepeatable details contained within its walls. Details make perfection, and perfection is not a single detail alone, particularly not in the design of the Jordan Project.

The Prince Residence 2019

Size : 240 Sqm Status : Completed

The Prince Project came to us for remodelling and furnishing purposes to achieve a luxurious and unique space.



Again using the most glorious materials on the market, many furniture items were individually customised for the client. Among them is the handmade Venetian mirror dining table and bespoke wallpaper which coordinates with the silk fabrics and fine furniture.



The Princess Residence 2020

Size : 190 Sqm Status : Completed



The Princess Residential interior design brief was to provide a luxury space using our trademark materials, decorative selections and intricate furniture to create a warm and intimate atmosphere for the client's gatherings and parties.

A personal favourite of the client were the handmade individual brass finished artworks overlaying the silk wall paper, creating an unrepeatable atmosphere in the room corners for her private contemplative retreats.



Farmanieh Villa

Size : 970 Sqm Status : Completed

A truly delightful, design insight into the history of the family and the founders of Elements of Architecture. Their very own loving family home built and designed over time by this entire passionate family of architects and our team. Inspired by their artistic lives, Iranian culture, art, heritage and identity. Every interior detail embedded with their personality, every antique object a combination of their thoughts and celebrated fusion of design.



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Commercial

The SCO Holding Office H Hotel Dubai

Size : 220 Sqm Status : completed



Modern, transparent, collaborative and vibrant, a treat for all employees in this shared space. Everyone is just a wave or smile away in a happy, successful and unified team environment. Quality finishes and fixings with form and function exaggerated bringing out the willingness to work at your best. Clear, crisp, clarity a signature of our designs here at Elements of Architecture By Arghavan Sheibani.



The SCO Holding Office H Hotel Dubai

Size : 220 Sqm Status : completed



Transparency as the initial idea and also the main slogan of SCO Holding in the executive hierarchy is the main conceptual and visual element of this project's concept. Therefore, the initial layout was based on glass partitions and open plan spaces, and several offices were arranged along the longitudinal axis to benefit from natural light and cityscape view alike.



The SCO Holding Office H Hotel Dubai

Size : 220 Sqm Status : completed



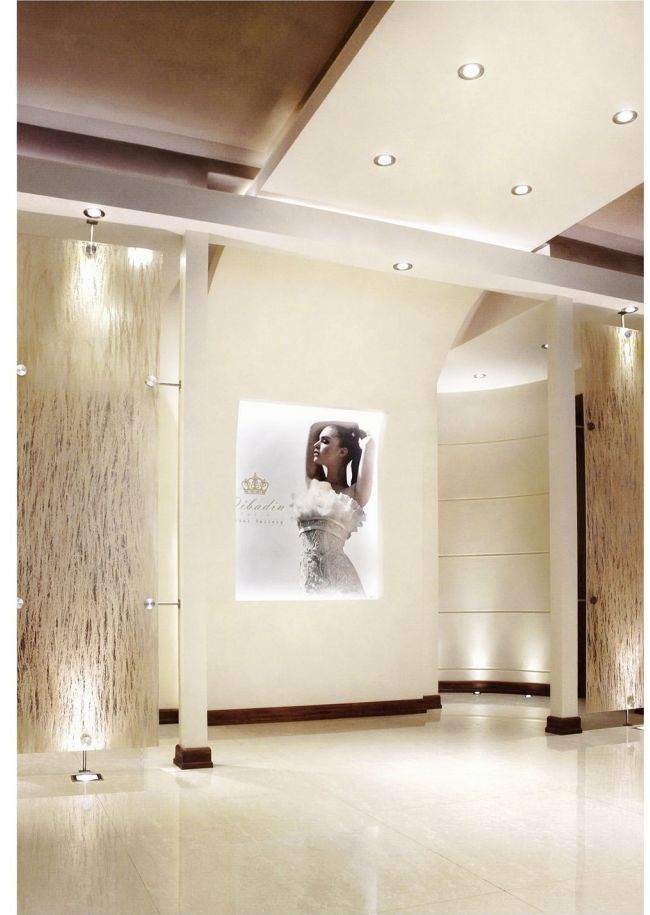
Panoramic view in this space was one of the valuable potentials that was considered as an important principle for maximising the use of view and natural light during the day and reducing energy consumption and maintaining the sustainability as much as we could as the main concept of the design.

Dibadin Bridal Showroom

Size : 140 Sqm Status : Completed



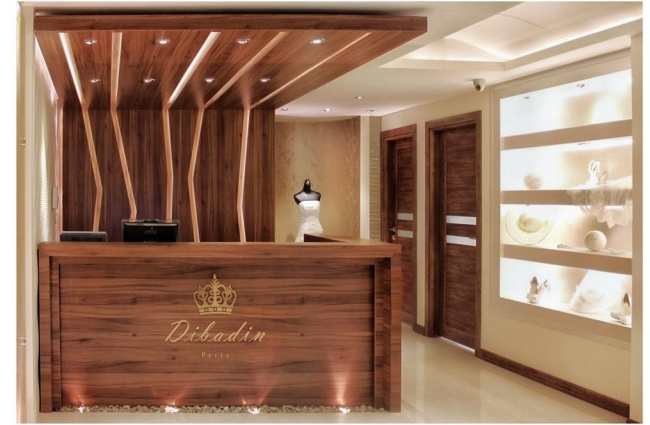
A perfect private showroom representing the luxurious bridal dress "Pronovias". The interior design concept was to focus on showcasing future brides and models on a stage at the two main axis intersection. Alongside decorative false ceiling components, simple elegant shapes, smooth curves, bright neutral materials and colours. Allowing nothing to detract from the Pronovias, only to enhance, compliment and promote the beauty.



Dibadin Bridal Showroom



Beauty embodied within a neutral luxurious environment with minimal distraction and maximum focus on the bride to be. Opulence and exquisite refined to an exemplary fine detail. It quietly and calmly invites you to enjoy your time spent within its space.



Tavanir Law Office

Size : 180 Sqm Status : Completed



The main goal for this project design was to create a trustworthy and friendly environment for the clients to immediately feel comfortable and welcomed. In this concept smooth curved shapes play an effective role in creating a pleasant and inviting atmosphere. Furniture, textures and materials were chosen to feel more homely than office typical which also helped the chilled ambience and comfortable interactions.

E-motion Yoga Studio

Size : 133 Sqm Status : In Progress



Transparency, fluidity and dynamic are the three keywords in "E-Motion" Yoga studio's layout design evolution. To achieve this goal, soft and curved forms as well as natural colors like cream, beige and pale blue reminiscent of the fluidity of sea waves have been used. Decorative fabrics in the ceiling are a light and transparent barrier to provide the desired fluid atmosphere in the waiting area. The space ultimately maintains its purity and simplicity of the functional hierarchy to provide a unique experience for the Yoga lovers.

E-motion Yoga Studio

Size : 133 Sqm Status : In Progress



To provide a piece of mind for both the tutors and the yoga learners, a kids play area is designed to play a role as a direct observation point for the ones who need to have their kids companionship while practicing yoga. The kids playhouse while taking advantage of the simple and primary form and proportions, reasserts itself as an extension element in space and blends into it. The ultimate transparency through in and out provides a safe and peaceful atmosphere for both kids and moms.

The Home Office No.1

Size : 80 Sqm Status : In Progress

With the event of covid many clients looked to us to convert parts of their homes into a viable work space. Somewhere they could close the door and be transported to an essential if not quintessential extension to the office.



The Home Office No.2

Size : 52 Sqm Status : In Progress

Benefitting from the freedom to express their own tastes outside of a corporate imagining, our clients made their work surroundings more of an event than ever before. Transforming the view of working remotely into something executively exciting.



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Retail

Shaygun Nuts and Cafe Dubai 2021

Size : 105 Sqm Status : Completed

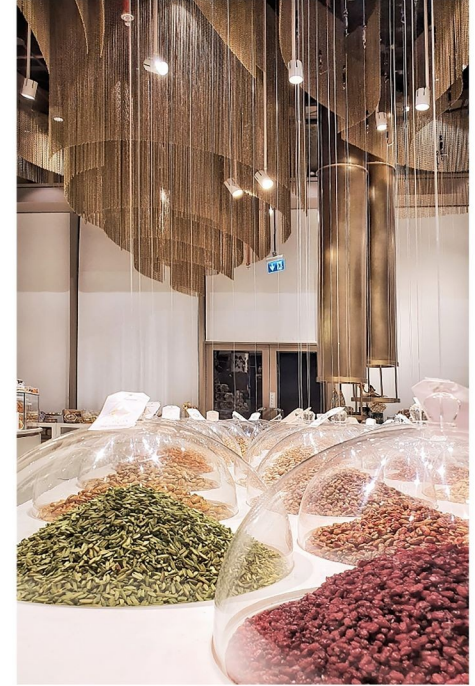
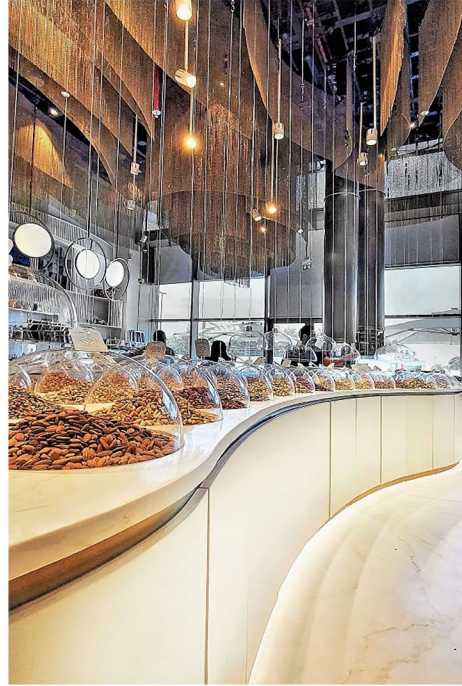
A luxurious retail space providing fine Iranian nuts and dried fruits with a cafe serving traditional Iranian flavoured beverages and sweets.

The interior design and architecture concept created an inviting, intriguing atmosphere by utilising smooth curved shapes throughout, these accompany the patrons through their journey around the specified paths to discover more than 700 different items within the store.



Shaygun Nuts and Cafe Dubai 2021

Bright colours and materials provide an appropriate platform to showcase the items for sale and are accompanied by high quality brass finish floating chains alongside hanging columns to increase the sense of fluidity. Graphical patterns inspired by Qajar Iranian art and calligraphies of some well-known old poems representing not to be forgotten art and culture. A true sense of occasion provided to every visiting customer, visible pleasure matched to the quality culinary concept.



Pura Jewellery Studio 2023

Size : 56 Sqm Status : In Progress



The interior designed Pura Jewellery studio is a double height retail space under construction with long, deep proportions and curved lines. Fluid depth is formed within a seemingly limitless and inviting luxurious space. Hanging double height oriental mirrored columns reflect the light and the textured patterns on the ground allowing pure transparency in the space. Infinite atmosphere is enjoyed within the different service area layouts designed for various customer services.

Devine Chocolate House Dubai

Size : 105 Sqm Status : Concept Design



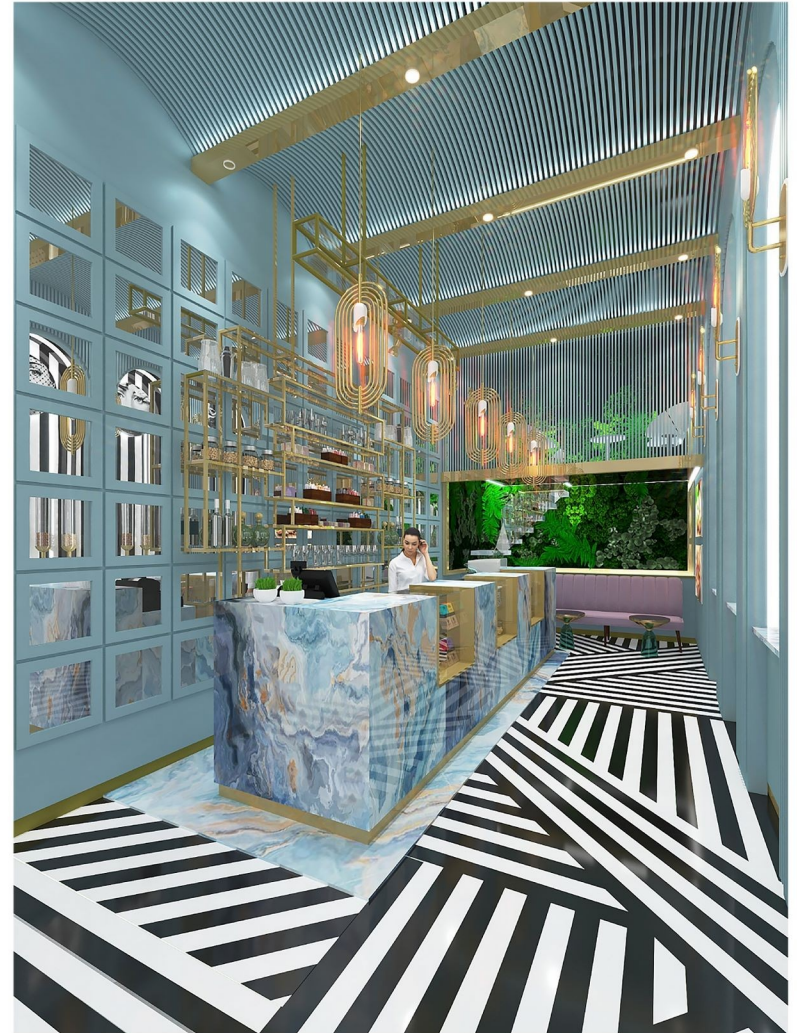
A funky and fun concept that allowed us to play within the environment as a test bed for future retail projects. Multiple sections simplified into a sensible yet vibrant shopping experience. A place to happily spend time and money, un-pressured and unassuming.

Pistachio Land

Size : 45 Sqm Status : In Progress



We loved the buried garden coffee area and contrasting stylised linings with a colour palette like no other. Vibrancy with quality openness and a truly inviting ambience matching a fun classy space. The ceiling and lighting only one favourite in a design of many likeable elements, typical of our approach and execution.



Pistachio Land Alternative Version

Size : 45 Sqm Status : Concept Design

Sometimes our creative team cannot contain themselves and we end up with multiple concepts in the office. We thought we would share an example on this occasion. This allows us an excellent test bed for expressive ideas that ultimately may end up better matched in another project. It's always an enjoyable and fun process for us, it is a design journey after all. The final destination stop is yours to enjoy.



ELEMENTS OF
ARCHITECTURE



By Arghavan Sheibani

Architecture



The Mehman Doost Residential

Size : 3000 Sqm Status : Completed

A nine storey residential building with the additional challenge of not disturbing the established trees where the project was located. Our solution to accommodate them we divided the site and layout into two main sections. A private zone containing; the bedrooms, family room and the other a shared zone which provides the kitchen, dining area and sitting room where the owners entertain guests. The two sections are connected by a transparent corridor with full height windows at both sides.



The Mojhdeh Residence

Size : 680 Sqm Status : Completed

680 sqm with four levels residential, one lobby, two parking levels and a roof garden on a footprint of just 140 sqm. A challenging project on this small piece of land in the city to create a four story building with a facade width of less than eight meters. We used the bricks as variety of form to make every curve, bump, joint and the gaps in between work with the flawless layout inside.



Villa No.10

Size : 360 Sqm Status : In Progress



The orientation of the site was against the regional wind direction so we placed the pool with shielding in between sections of the building and the connecting glass bridge. To provide client required maximum privacy the transparency is graduated through the build culminating in the more solid back section of the property. This pattern repeats for adjacent module blocks matching the whole community landscape layout concept.

Villa No.11

Size : 280 Sqm Status : In Progress

Utilising space, light, levels and high transparency.
The plot size impacted our design with an importance placed on both privacy but also public spaces within its one boundary. We added a full size winter roof garden for maximum usability as an extra room.



ELEMENTS OF
ARCHITECTURE



By Arghavan Sheibani

Set Design

Voyage Through the Galaxy– Season 2

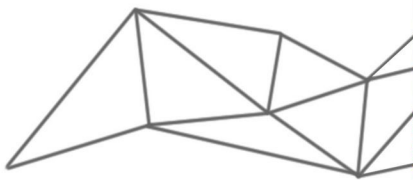
Size : 60 Sqm Status : Completed



A famous astronomy (national TV broadcast on channel 4) talk show from The Science and Knowledge Group in Iran required the design and concept to evoke an atmosphere between reality and the abstract. A monumental set containing illuminated backlit planets as the main elements of the milky way galaxy surrounding the sun. With a further illuminated background simulating the undefined boundary of space. The planets were layered to provide depths from every camera angle and variety of shots.

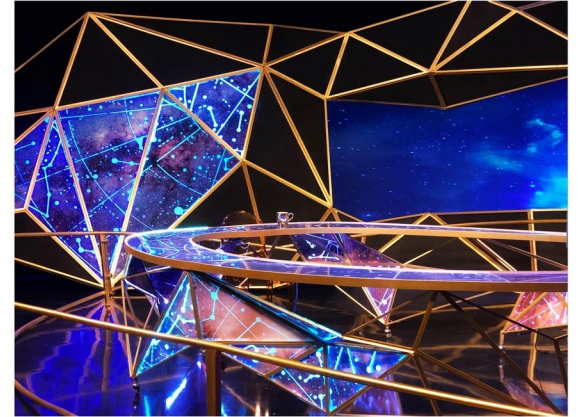
Voyage Through the Galaxy– Season 3

Size : 60 Sqm Status : Completed



The Science and Knowledge Group, Channel 4 National TV Broadcasters proudly asked back to create another thought provoking set for their celebrated season 3, we happily started from fresh once again. The background surrounded the central sitting layout in a 3 dimensional slice of a geodesic space frame created by non-organised shapes.

Voyage Through the Galaxy– Season 3



Two aligned orbits carry two golden globes representing planets, rotating around the focal point of the talk show. Both seasons show sets were highly enjoyable and superb, realised creativity for us and the team.

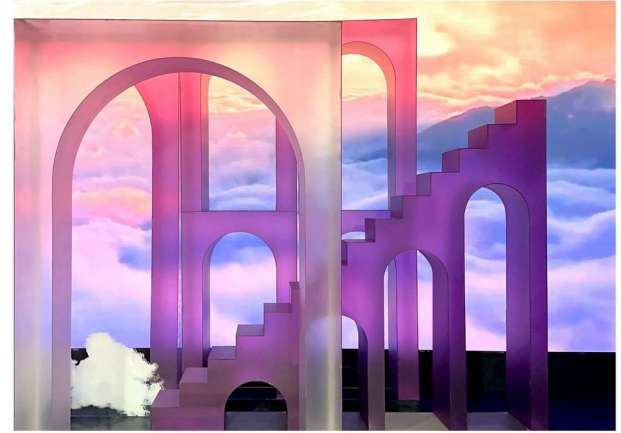
"Tell me from mom"

Size : 225 Sqm Status : Completed



"Tell from mom" is a talk show about women.

This dreamy composition inspired by Iranian Miniature in terms of perspective and aesthetics, provides a spectacular atmosphere through repetitive layers which the audience can find themselves some where between inside and out, accompanied with a huge screen at the background displaying a scenery of a colourful sky with moving clouds behind the layers of repeated arches which are of an initial Iranian architectural elements.



"Tell me from mom"

Size : 225 Sqm Status : Completed



The arches and other facade materials are all transparent and made of plexiglass and polycarbonate, in order to not cover the LEDs and allow the maximum use of space, at the same time, they define a garden-like space that is like nowhere and somewhere between the earth and the sky.

The clarity in this set is inspired by the feminine tenderness as a meaningful conceptual nature. Bright white and milky and purple spectrum are associated with the formation and completion of this concept as complementary elements.



Uncle Poorang's Farm

Size : 1000 Sqm Status : Completed



Uncle Poorang's Farm winner of favourite program for families and children aged 4 -15 Channel 2 national TV Broadcast Feb 2019-2020. This deeply satisfying project landscape set design includes many focuses like 'Tree House', 'Stable', 'Suspended Bridge', 'Scarecrow Watchtower' and Cafe' which are surrounded by the farm landscape including various ant nests.

Uncle Poorang's Farm



The program started shooting in Jul 2021 and lasted for 3 consecutive seasons over 14 months, with houses for the owner of the farms and homes for the animals. Challenging and rewarding, we were very happy with the result matching so closely to our vision and that the viewing families got so much joy from it.

Uncle Poorang's Farm



The set of Poorang's Farm contains his farm, which he runs alongside his farm animals and help from his herd of ants. Poorang lives inside a tree house he built in an old magic tree. Farm animal relations (whose actors are animal faced humans that benefit from our characteristics) are redefined based on contemporary relationships within society. They perform scenes that teach children about life today.

"Uncle Purang's Farm"



The show was produced mainly for the entertainment of ages 7 to 14 years and for indirect cultural, family, social and environmental education. In line with the multiple layers of this program, the methods of family and social interaction in the form of stories has been taught to children and their relatives. Respect for nature and the necessity of preserving it for future generations was also constantly considered in screenplays of different episodes, this message also had to feature visually.

Uncle Poorang's Farm



The design of the set for the Poorang's Farm program was entrusted to Elements of Architecture in a sizeable studio warehouse. Utilizing an area of over 2000 sqm and a height of roughly 6 meters. Previous clients within this group of producers needed us to design a couple of very popular TV show sets for children and families in the same stage space. In defining the new TV show in its own niche was a serious challenge along with the constant problem of a tight deadline, alongside the necessity to use relatively light steel structures in order to take advantage of the existing conditions. For example, the stables were built on the structure of one of the interior locations of the previous TV show, and we had to stick to its proportions and sizes as much as possible.

Gol o Bolbol Neighbourhood, season 1-7

Size : 2000 Sqm Status : Completed



Winner of favourite program for families and children aged 4 - 15 Channel 2 national TV Broadcast - Iran. A true honour to work on the most prominent child's TV show in Iran, educating both culturally and socially. A close neighbourhood with many different streets, interiors and houses designed for each character. The set captured the feel of Iranian architecture and urban design in a warm way that was relatable and captivated the young audience.

Gol o Bolbol Neighbourhood, season 1-7



The set is designed and built in a 2000 Sqm warehouse studio and its seven seasons series screen play indicates the social relations of the members of a neighborhood and indirect cultural education of the viewers, who are the children/adolescents and their families. Several set locations for the highly diverse plateaus of this award winning series are designed and built based on the story boards and screen play.

Gol o Bolbol Neighbourhood, season 1-7



Same gol o bolbol title please In designing all of the numerous elements and buildings in this neighborhood, we wanted to pay homage to Iranian architecture. While using simplified and understandable forms for the specific young audience. The main buildings in this neighborhood include bazaar, porches and sabats as a gathering place for local residents. Zurkhaneh, bakery, fruit shop, flower shop, bookstore, toy store and numerous houses are also inspired by traditional buildings in different parts of Iran.

Gol o Bolbol Neighbourhood, season 1-7



In the process of the set design and construction, it was very important for us to visually match the perceptions of the age group of the audience to the show. A mild representation of original Iranian architecture but at the same time, bright, bold attractive and with television fantasy proportions. A cheerful variety of vibrant colors in painting the facades of buildings, doors and windows can be seen along with complementing real materials such as wood, brick and stone were used sparingly.



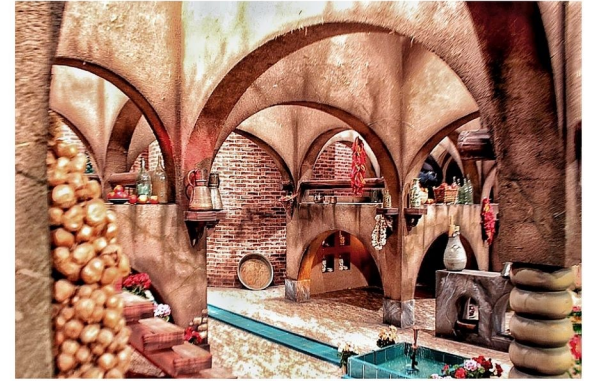
A Little Bit of a Smile

Size : 180 Sqm Status : Completed



A channel 2 National TV Broadcast for children aged 4 - 7 in Iran. Based on an exciting cooking competition experience, the design and concept needed to match the story. Centering around finding the cooking ingredients from a magical old kitchen called 'Matbakh' in Persian culture. Again for EOA the values and environments of traditional Iranian architecture needed to be more comfortable and comprehensible for the young audience.

A Little Bit of a Smile



A Little Bit of a Smile A set design based on the formations in old traditional Persian kitchens and architecture, focused intersections with four main arches evoke the low ceiling of old mansions basements. These nested arches create multiple zones and mezzanine floors assist to create a variety of circulation spaces for the actors and story. The patina textures plus the use of aged hand painted materials and surfaces intensify the required look, feel, vibe and the use of antique accessories gives this atmosphere a more natural spirit.

"The Country Bar"

Size : 80 Sqm Status : Completed



Country Bar is one of the exclusive locations of the entire "Amoo Purang Farm" complex run by farm animals. This special location, located in the Ranch of the Farm, is located in a tent-shaped structure and is the gathering place for the farm animals for intimate chats. The owner of the café also sells the farm's organic products at the café. In the design of this space, it was tried to take into account the overall structure and elements of the handmade as well as furniture and accessories with the style and style of country and privilege to be compatible with the identity of the characters in the series.

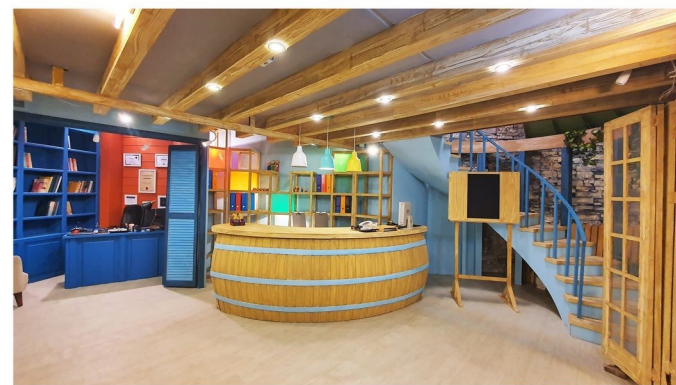
"The Pet Clinic"

Size : 120 Sqm Status : Completed



Veterinary set space is an extension location for the main set of "Uncle Purang's farm" in the second season, which was designed and built with the addition of new characters to the series. The veterinary facility operated by the farm veterinarian has a reception area hosted by one of the main characters of the show, examination room, dental and hospitalization area for the farm animals. The purpose of designing this space is to help children avoid fear of medical spaces by creating fantasies in screenplays and sets.

On the second floor of this veterinary clinic, there is a barbershop for the farm animals which there are some fun stories among the barber and animal characters in the show.



"The Castle of the Wizard"

Size : 250 Sqm Status : Completed



The Castle of the Wizard for the social group children of 5-15 and families, channel 2 National TV Broadcast - Iran Jul 2018. This location is the castle of the neighbourhood in the town where characters come to life with their new stories to be told. The proportional aspect of the forms and materials represent a royal castle for the main evil Queen character of the series who rules the 'New Town' in a related series.



"The Castle of the Wizard"



In the location of the palace designed for the Wizard of the Tale, the spaces and decorations in their television frame dimensions were inspired by the proportions and decorations of the fantasy Gothic style. Therefore, Gothic arches and exaggerated decorations and luxury materials such as natural marble, golden frames, velvet fabrics and similar and also antique accessories were used.

"The Gol o Bolbol" Café and Restaurant

Size : 120 Sqm Status : Completed

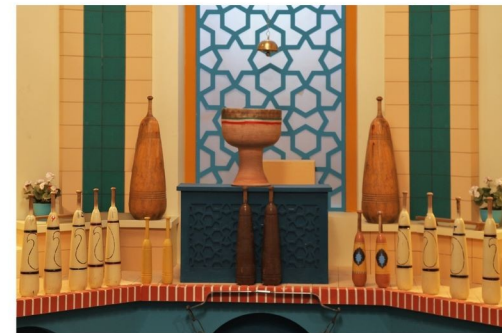


To make the maximum use of the long shots in the proportions of television frames, the restaurant facade was designed on one floor and one mezzanine floor. The balcony and outdoor space of the restaurant are provided for the communication of the community members of the neighbourhood. To instill a rustic vibe, natural and warm decorative materials such as natural wood and rock stones have been used to create a warm, intimate and inviting atmosphere. Colorful fabrics play an effective role in creating a fun and energetic atmosphere in the environment and to provide more fluidity and lightness in the space. Limited range of Iranian pattern handmade tiles make a brief reference to the fusion of contemporary space and Iranian interior design.



"Zorkhaneh"

Size : 80 Sqm Status : Completed



Zorkhaneh sport has a long history in Iran, which has always been respected among Iranians, and many of Iran's famous wrestlers became known from within this Zorkhaneh pit. Considering that zorkhanehs in Iran are considered as one of the first sports clubs in Iran, but with the advent of new and modern sports, this discipline was not paid as much as it should be. That's why we decided to reconsider this valuable old ritual to remind Iranian families and also to help children recognise about the Iranian cultural and sports values with a simpler, familiar and understandable perspective in the design with simpler forms and sharp colors, creating visual and conceptual connections between this location and the audience through the TV frame.

"The New Town"

Size : 400 Sqm Status : Completed

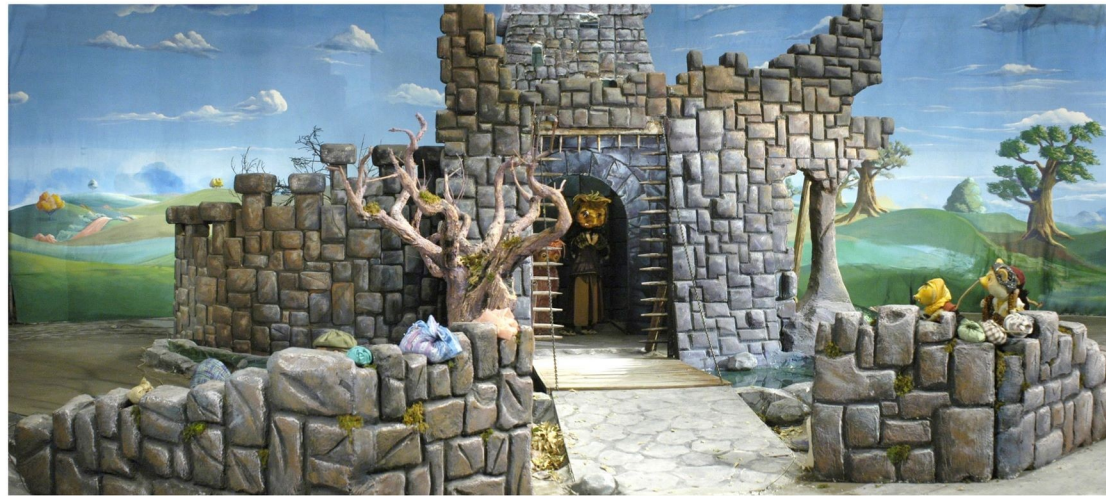


"The New Town" is an extension of another old neighbourhood, which for the unique screenplay it was written, depicts a community whose inhabitants enjoy a different culture than their immediate neighborhood, and this contrast is reflected in the architectural style and the diversity of forms, proportions and decorations. The classic fantasy architectural style of the buildings in this neighborhood resembles a diverse atmosphere for the viewers, and the hybrid plateau in the program along with the old neighbourhood creates contrasting and attractive images.



"Salty Mouse"

Size : 100 Sqm Status : Completed



The "Salty Mouse" puppet series was created for Channel 2 Iranian TV broadcast. The set was designed and built in several interior and exterior locations like the castle, dungeon, the mice family house and etc, this set was built on a platform with a total area of 100 square meters and height of 140 cm for the placement of the puppeteers. The Elements of Architecture was involved in designing and overseeing the implementation of parts of this amazing set. All the final parts, forms, textures and materials are all made and painted exclusively because of their unique proportions and colors.



"Deliciousness"

Size : 40 Sqm Status : Completed



"Deliciousness" is a program who's in it's limited numbers of plateaus the host and puppets perform in a part of the New Year's program which as a small part of the original show's schedule to change the audience's tastes visually needed a different layout, unusual proportions, and the presence of puppets in the musical show and happy songs. That's why we used familiar visual elements and forms to hide the puppeteers inside the huge scaled cup cakes and built a large scaled cup as the focal point of the set for the host and the guests to bring up a magical and happy atmosphere for the audience.



ELEMENTS OF
ARCHITECTURE



By Arghavan Sheibani

Thank you

+971 509205934

+98 9121489110

info@elements-architecture.com

elements-architecture.com



instagram.com/eoadxb

linkedin.com/company/elements-of-architecture-uae