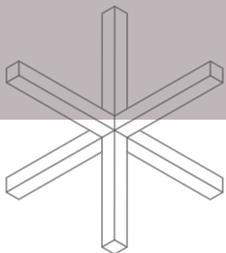
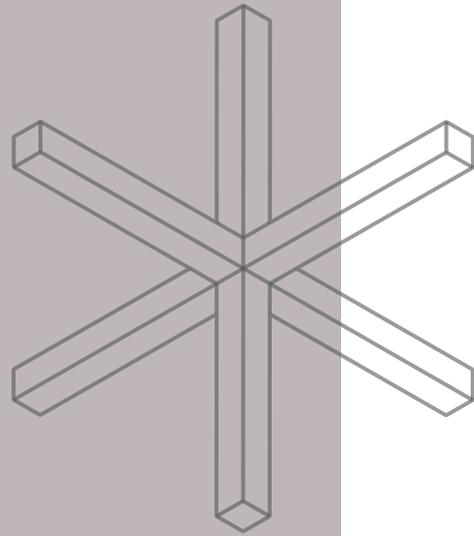
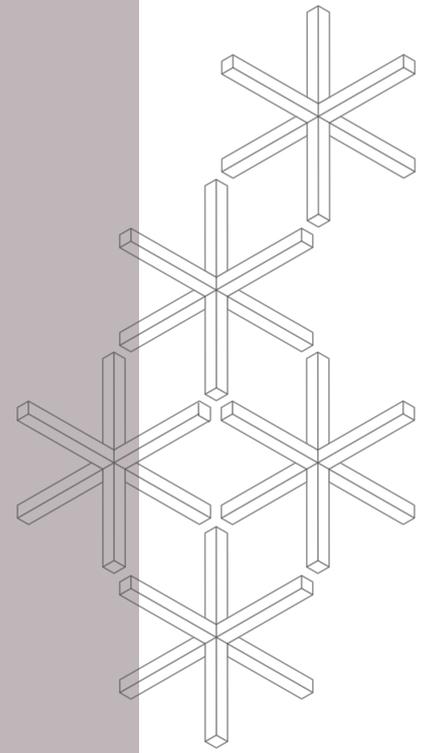
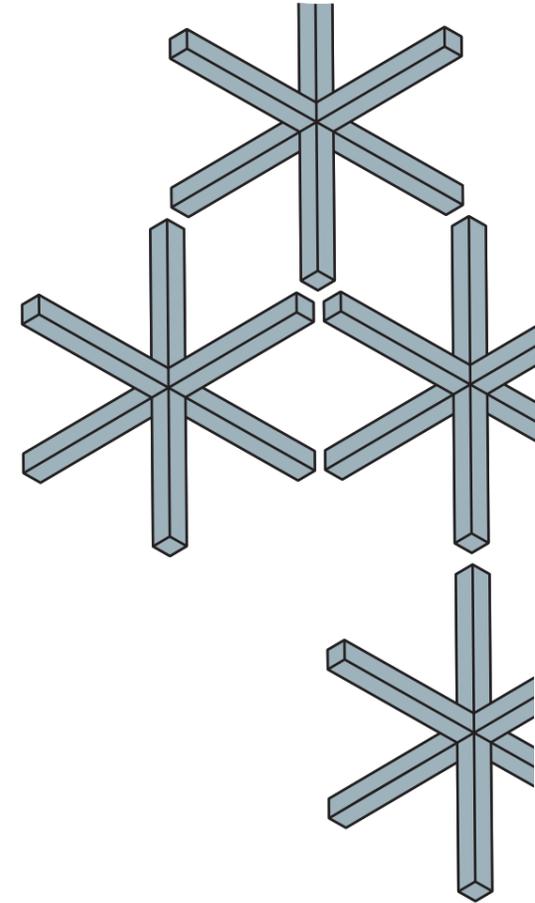


# Projects



**paadiran**  
since 1974



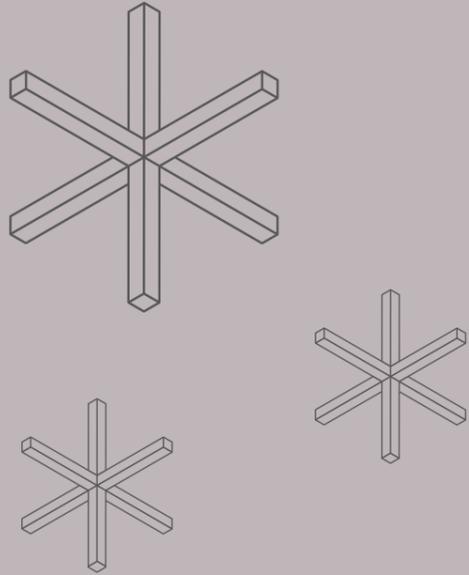
## Projects



Scan Me  
Movie About  
Paadiran Showroom

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Face-to-face interaction is not the only benefit of a more visible workplace. Learning and growth opportunities are not only significant factors in modern workplace design, but also a priority of new hires. Through witnessing and hearing your manager or other teammates' behavior – whether its listening to your manager on a call with a client or observing interoffice interactions, transparency and openness enable learning.

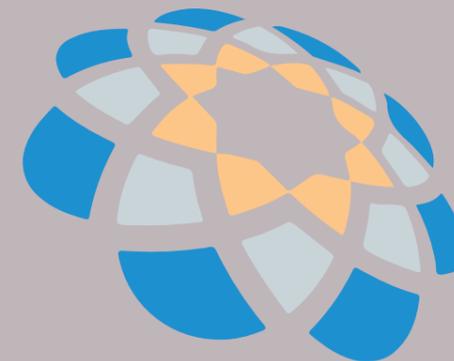


# IranMall Project 2017

بازار بزرگ ایران موسوم به ایران مال به عنوان یکی از پنج مال برتر جهان جزء عظیم ترین پروژه های تجاری، فرهنگی و اجتماعی است. که بین دو کلان شهر تهران و کرج واقع شده است

واحد اداری پروژه در ساختمانی 12 طبقه واقع در زعفرانیه بوده که 5 طبقه اداری آن توسط تیم پادایران تجهیز شده است

با توجه به ماهیت سازمان تلاش به تاکید بر پویایی کرده ایم که به این منظور از خطوط افقی بر روی شیشه ها استفاده شده است که پیش از پیش حس حرکت و پویایی را نشان دهد. همچنین استفاده از رنگ های خنثی ماهیت مدرن و پیشرو این مجموعه را به خوبی نشان داده است



**IMCC**  
IranMall Commercial Co.

Design is intelligence made visible.



Employees might congregate on soft seating while brainstorming ideas for a project and to enable creative they must have the “latest toys” at their call; equipped like smart boards or TV monitors to better explain their approach through visual presentations. Technology is the biggest investment you can make in your business and staff.

# Counter



Decisions made during the co-creation process have proven to be wise. The activity-based work environment has resulted in a resilient workspace that supports the agile activities needed today. Bridging business goals, user needs, and design goals is the heart of the co-creation process, making it the ideal vehicle to meet the needs of today's corporate leaders and their employees. Before the pandemic struck, today in the midst of the crisis, and as we move forward, the Publicis workplace is a powerful tool that will support and advance innovation far into the future.

# Meeting Room



One of the primary benefits of a more transparent setup is the ability of teammates to communicate to one another without leaving their workstation.



# Workstation

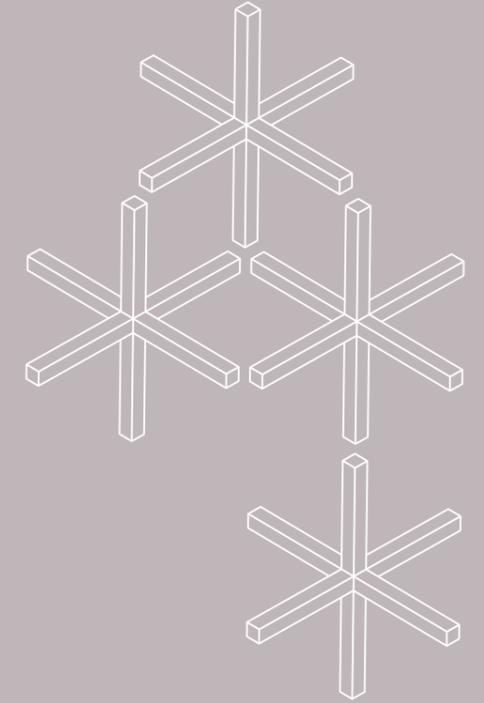
Successful hybrid offices also encourage a more efficient flow of employees. Along with wider corridors, one-way signage, in high-traffic areas such as reception areas, lockers and toilets, helps to dilute routes within the office. Meanwhile, effective design encourages distancing by giving subtle, visually pleasing cues as to where to sit, or to move.



# Executive Set

Co-creation regards every stakeholder as a creative contributor without hierarchical limits to their input. Companies possess much untapped raw material – data, experience, narrative, culture. Anyone, from the most junior line employee to the most senior executive, can provide key insights to a successful project.





With each company having a finite amount of square footage to occupy, the best return on investment is to build spaces that support and are utilized by employees. It is not just the actual design that is the success or failure of a workplace design, it is the culture, policies, and procedures in place at a company. It is the humanistic view that an organization must adjust its lens to when undertaking a workplace transformation.

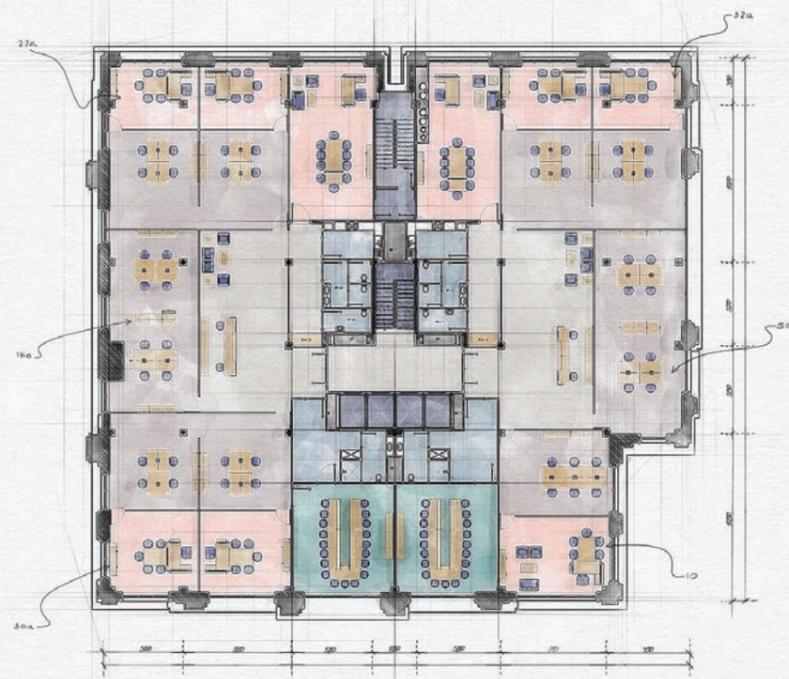


Co-creation is designed to unleash the hidden creativity, opportunities, and unique cultures of companies to create flexible, human-centric workplaces. It addresses elements of successful workplace design that are often not associated with architecture, such as culture management, open innovation, and agility

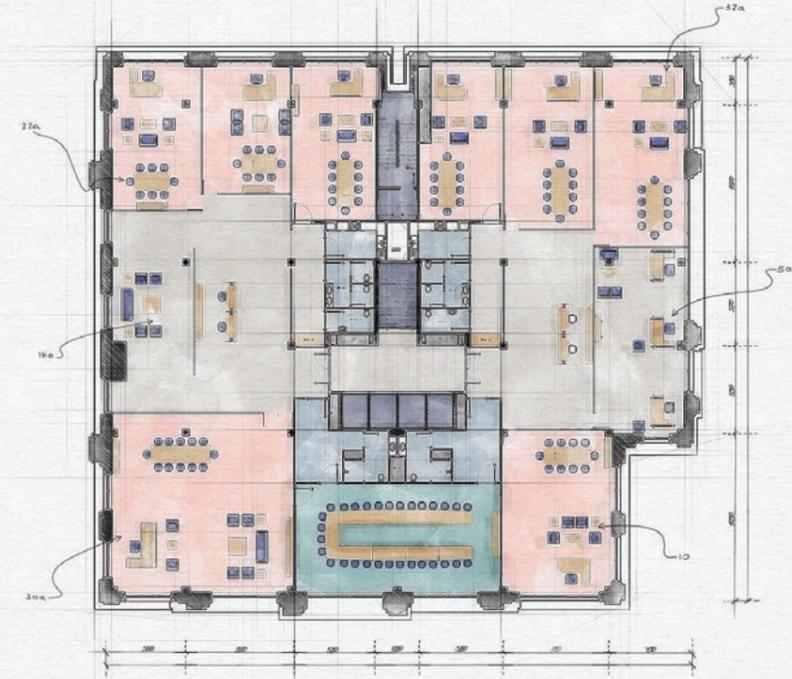
# Counter + Partition



Since the early years of the 20th Century up to today, the workplace has evolved from closed private offices to a sea of lined up desks back to individual office; to cubicles to communal places of work. The one thing that is consistent is that we are always looking for the next great idea to make our workplaces enhance creativity; avoid isolation and individual thoughts and build a collaborative team to achieve the mission of the place you work.

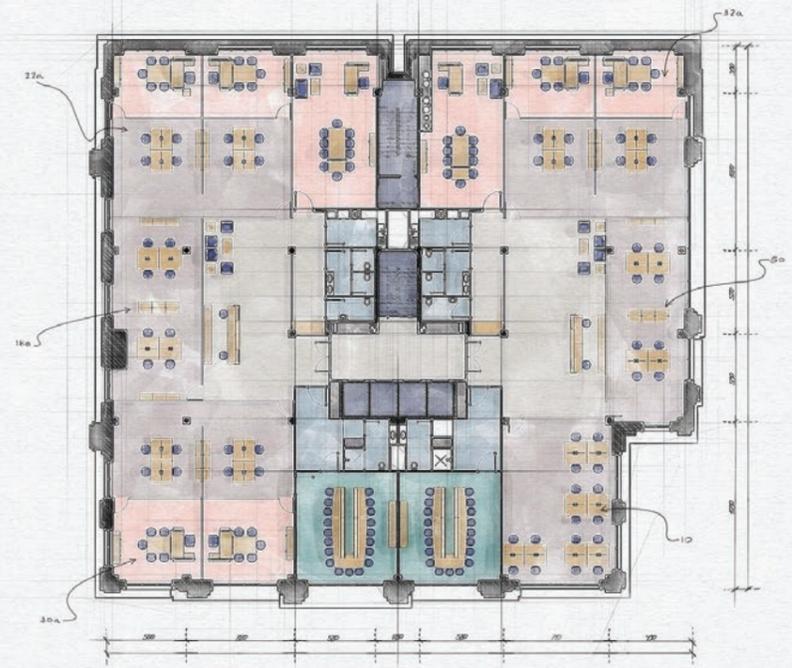


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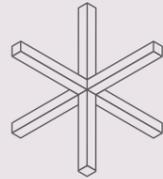
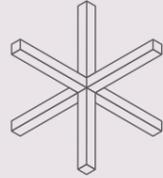
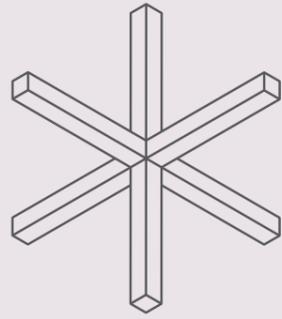


*floor No. 11*

# IranMall Project Plan



*floor No. 07*



شرکت سیاحتی و مراکز تفریحی پارسیان

دفتر مرکزی شرکت کشتیرانی پارسیان به عنوان یکی از شرکت های بزرگ و بین المللی در حوزه حمل و نقل دریایی از پروژه های نسبتا قدیمی تر شرکت پادایران است. در این پروژه به فراخور خواسته های کارفرما مبنی بر استفاده از رنگهای خنثی و بافت های کلاسیک مثل چوب و مخمل در کنار هم از شکل ترکیبی استفاده همزمان از اصولی مثل سادگی مبلمان مدرن در کنار اشکال و فرم های کلاسیک استفاده کردیم.

# Keshtirani Project 2017





Historically, construction materials and fabrics may not have been considered an amenity, but in this new world, they will take center stage. Offices built with construction materials that are inherently antimicrobial, such as copper, brass, and some laminates, as well as fabrics with antimicrobial properties embedded within the fibers or treated fabrics that may be bleach cleanable, will become more commonplace.

# Workstation

inviting workplace not only creates an environment where employees want to come to work, but also serves as a valuable recruitment tool to attract talent and new business.

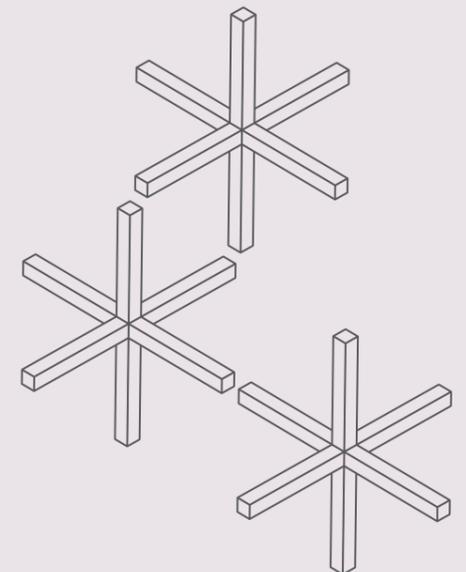


# Conference Desk

Every space is illuminated with natural light that transitions throughout the day to help employees feel more connected to nature. The open perimeter allows light to flow freely throughout the entire space, glass walls bring light all the way into the core of the building, and automated shades complement indoor light control for total daylight control.



Every employee wants to produce and do well and have pride in their individual work, and as a team the workplace has to provide a tool for them to express creativity in a productive manner



# Workstation

Feeling heard, being heard – these are powerful tools. Greater engagement equals a greater sense of ownership and personal investment, and eliminates resistance to change. Employees who participate in the design of their own workspaces show greater engagement and satisfaction in response to their employer's trust in their judgment. Employers who embrace the co-creation process make the most of their real estate investment.



# Counter

Traditional office spaces are designed for fixed use. This model no longer works for today's business challenges. Modular, adaptable workspaces offer a solution. Flexibility for today and tomorrow is today's leading workplace design trend

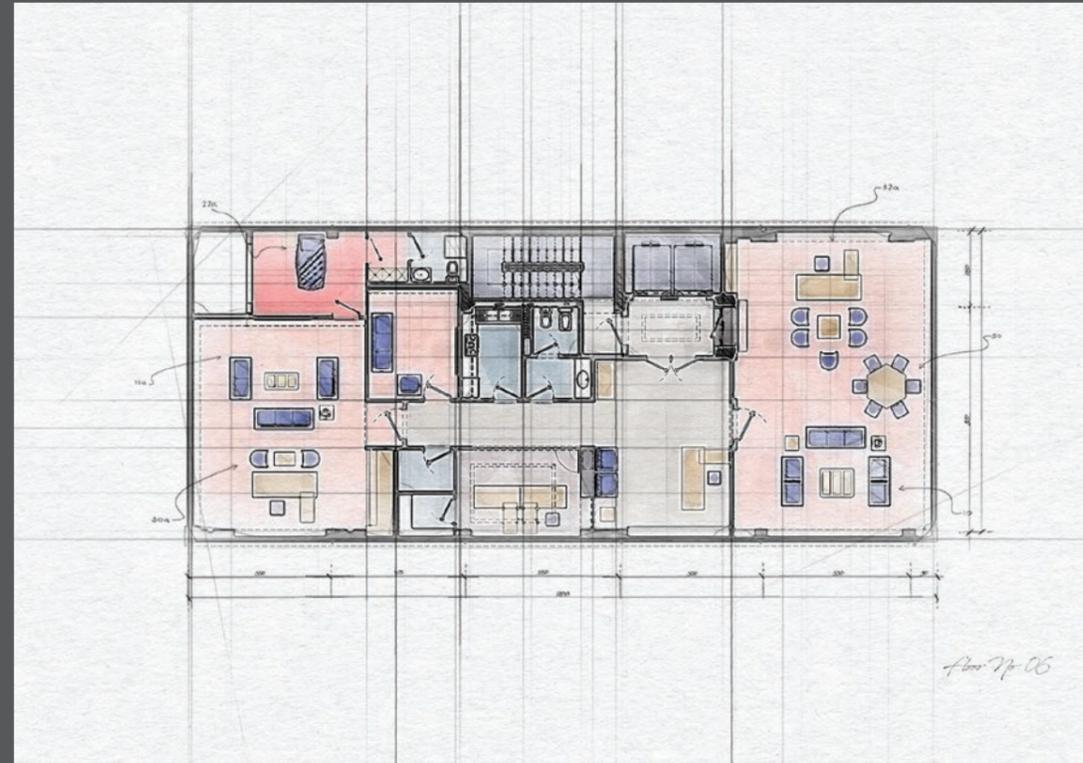


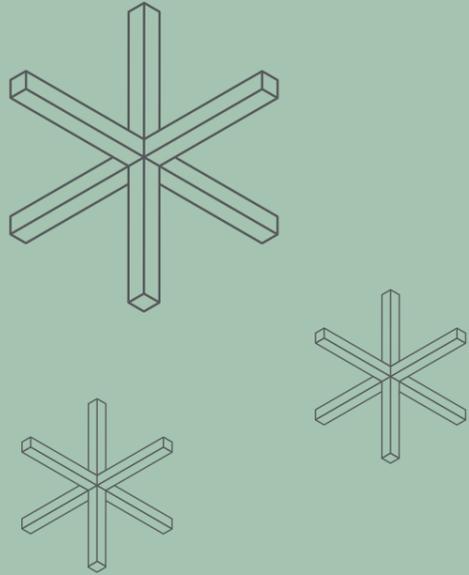


Up-and-coming generations thrive in social, collaborative environments. Nonetheless, there's still a need for privacy and focus. Open floor plans with a variety of functional spaces can provide an ideal solution. This idea of mixed-use space is the basis for workplace design trend number two. Blended offices offer a mix of private, semi-private, and open workspaces. This makes the most of the benefits of each type of spaces



# Keshtirani Parsian Project Plan





# Tehran Chamber Of Commerce Project 2017

یکی از پروژه های متفاوت پادایران ساختمان اتاق بازرگانی تهران بوده است. در این پروژه به دلیل ماهیت شغلی کارفرما و برگزاری جلسات و نشست های متعدد بین اعضا دولت و فعالین بخش خصوصی، ضمن رعایت این سرفصل ها در خطوط اصلی طراحی محیط، عمده فضاها برای برگزاری جلسات رسمی و طولانی مدت با تعداد مشارکت کنندگان کم یا زیاد طراحی گردید.

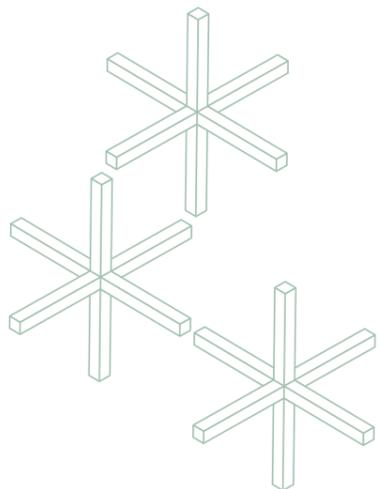


## Executive Set

Truly innovative organizations tie their office design into their brand story. They create a visual representation that aligns with who they are and what they stand for. An art experience that connects to your brand, mission and values is “absolutely critical” to business organizations, according to the State of the Art Consulting & Curating Business survey. It brings your brand to life.



Flexible-use spaces make it easy to adapt to changing employee, project, and company needs. It's an ideal solution for a rapidly changing world, where many essential positions didn't exist five years ago and companies are hard-pressed to predict the job functions they'll need in future years.



# Conference Desk

A 2003 study of workers at a call centre in California found that staff who could see out of a window to nature handled calls up to seven times faster than those who couldn't see outside. Researchers estimated the cost of installing more windows was \$1,000 per employee, bringing annual productivity savings of \$2,990 per person.

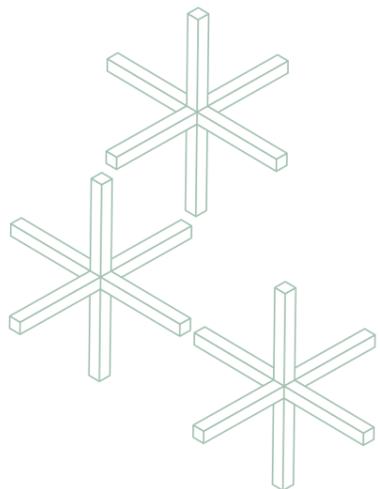


# Partition

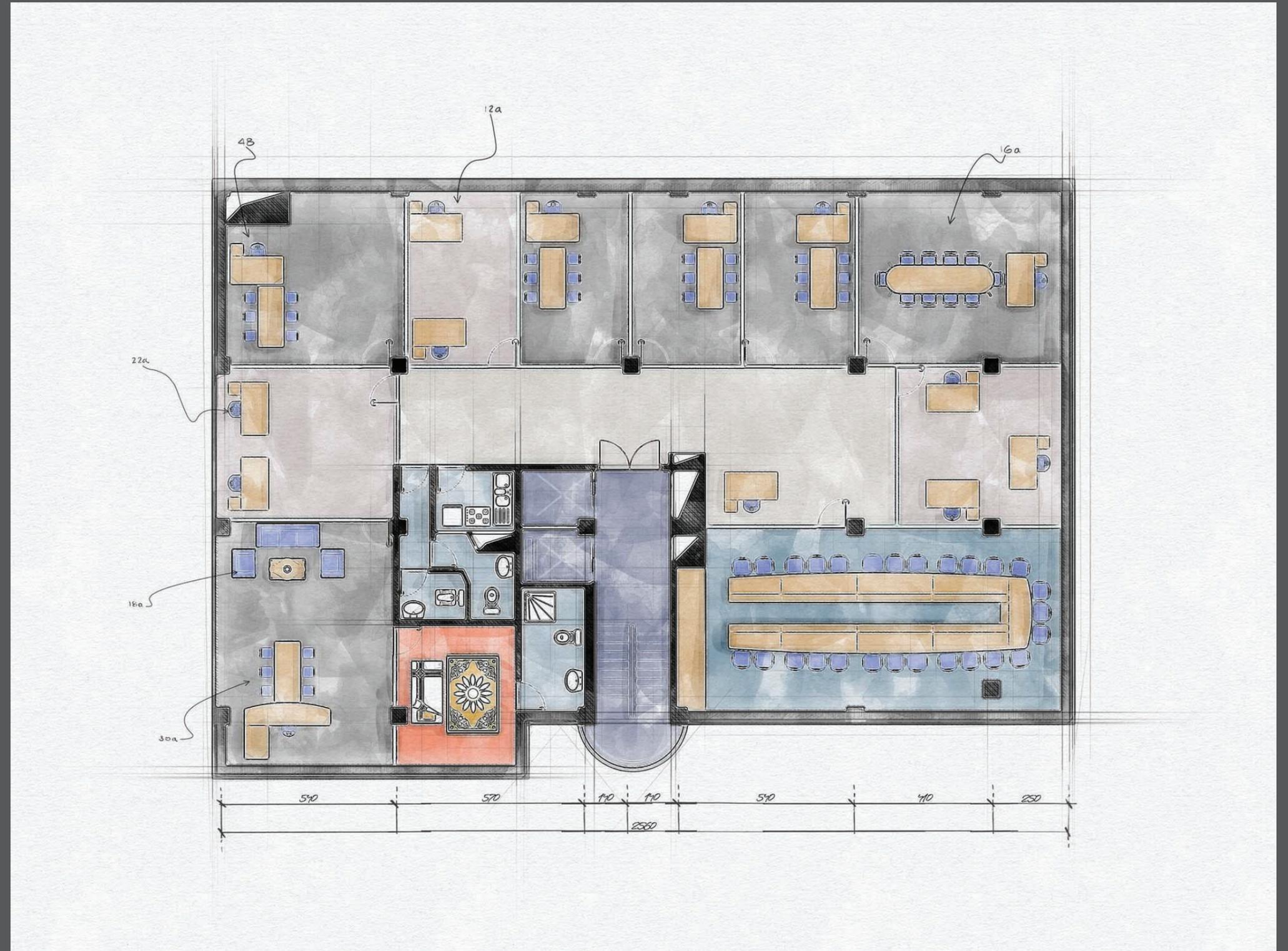
Coworking has become the new normal in that it has become the expected and preferred workplace of today's workforce. This is evidenced in the fact that large companies are increasingly seeking to enhance the workplace experience as a means to attract and retain talent, and that a significant percentage of workers who have the option to work from home or a coffee shop prefer to work from a coworking space.



Also called activity-based design, blended spaces are also typically modular and adaptable as well. Blended offices divide and define spaces for work styles and tasks. Most modern workplaces include one or more common areas, meeting rooms, unenclosed break-out areas, and casual seating groups.



# Tehran Chamber Of Commerce Project Plan





# Arian Shimi Project 2016



آرین شیمی از شرکت های فعال در حوزه صنایع چوب است، که تولید کننده ام دی اف خام و روکش دار است.  
با این دیدگاه که دفتر کار یک شرکت نشان دهنده شخصیت و هویت برند بوده، مدیران این شرکت با دقتی بیش از پیش به دنبال تجهیز دفتر کار خود بوده  
پادایران این اطمینان را ایجاد کرده که به بهترین شکل ممکن از تولیدات این شرکت در راستای تجهیز دفترشان استفاده کند. بی شک با حضور در فضا متوجه دقت و حسن انتخاب این شرکت خواهیم شد.

# Workstation

Ergonomics is the study of people at work that aims to reduce the physical stress and resulting injuries associated with working, such as overuse injuries, poor posture and more serious musculoskeletal disorders. Ergonomics aims to reduce such injuries by designing work spaces, tools, tasks and equipment that help maintain the physical health of workers.





Evidence-based design improvements provide employees with improved satisfaction and heightened well-being. It reduces stress, provides easier wayfinding and increases safety. For employers, this research-based design improves occupancy and financial performance. It also increases employee efficiency and retention and reduces absenteeism.

# Conference Desk

Biophilic design is a subset of the wellbeing trend. It brings natural materials, light, greenery, and views into building design. The popular plant wall is an example. This is more than an aesthetic trend. The use of biophilic design can improve productivity and creativity. It's a workplace design trend with the potential to make a major mark on business success.





## Executive Set

The location, design and quality of workspace is even more important with an increasingly agile workforce, not less. Office environments will be curated to increase flexibility of function, to provide inspiration, to support learning and mentoring, to reinforce purpose, to embody corporate culture and to accommodate meaningful experiences for employees.



Ergonomics intends to make sure that human requirements for safe and efficient working are met in the design of organizational systems. Getting a workplace evaluation or training in ergonomic practices can significantly reduce the chances of occupational injuries.

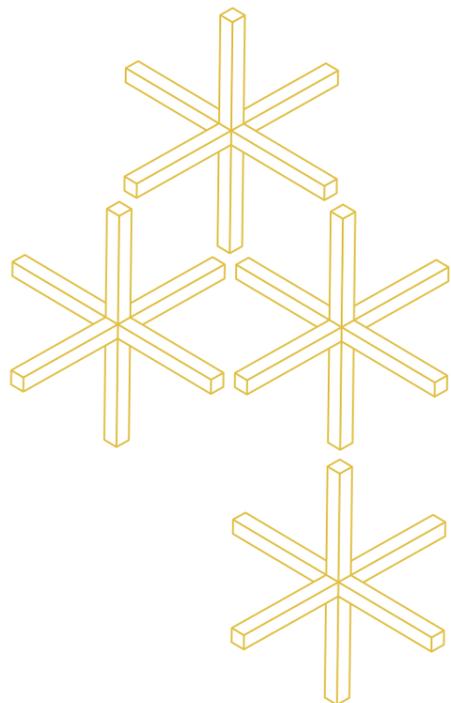


# Workstation

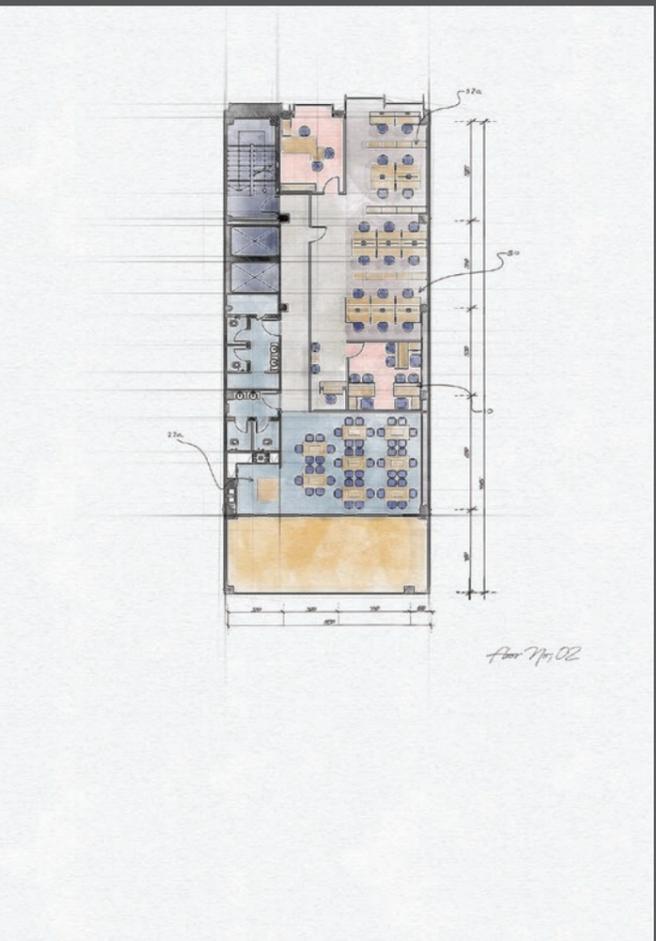
Variations in the intensity of a color can also change its effect on a space. Pure hues, those that aren't mixed with any others, are bright and cheerful, but can be too vibrant for most workplace activities. Similarly, blue that would otherwise elicit feelings of tranquility can become chilly and sombre in a different shade. It's also important to pay attention to the tint, tone, and shade of a color.



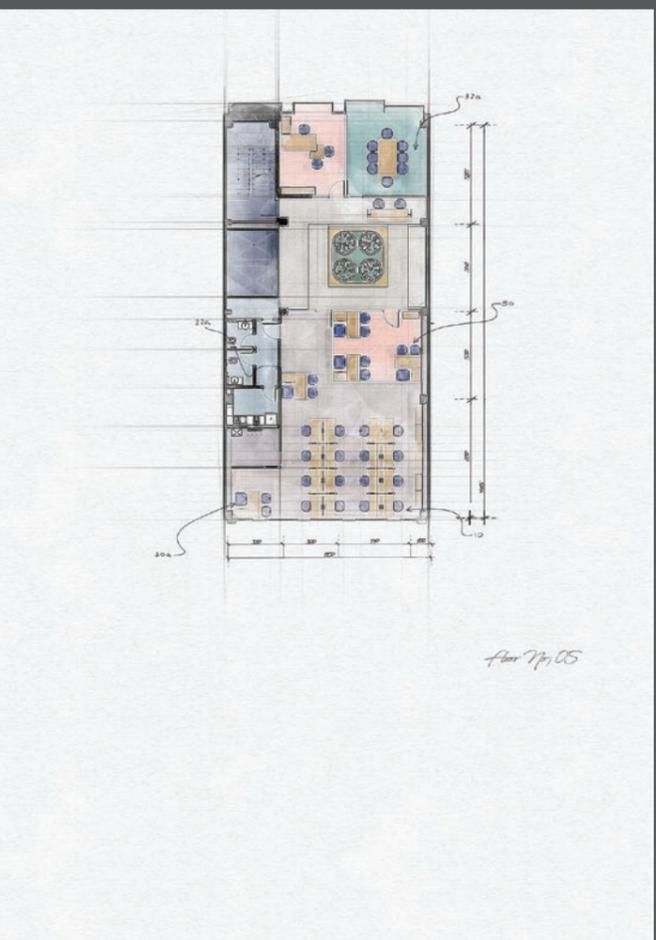
The future workplace, which will also embrace a hybrid reality, can continue to evolve and respond to people's needs by increasingly focusing on equity and inclusion efforts to strengthen company culture, to form new virtual and physical connections, and to ensure everyone feels welcomed and set up for success both working from home and back in the office.



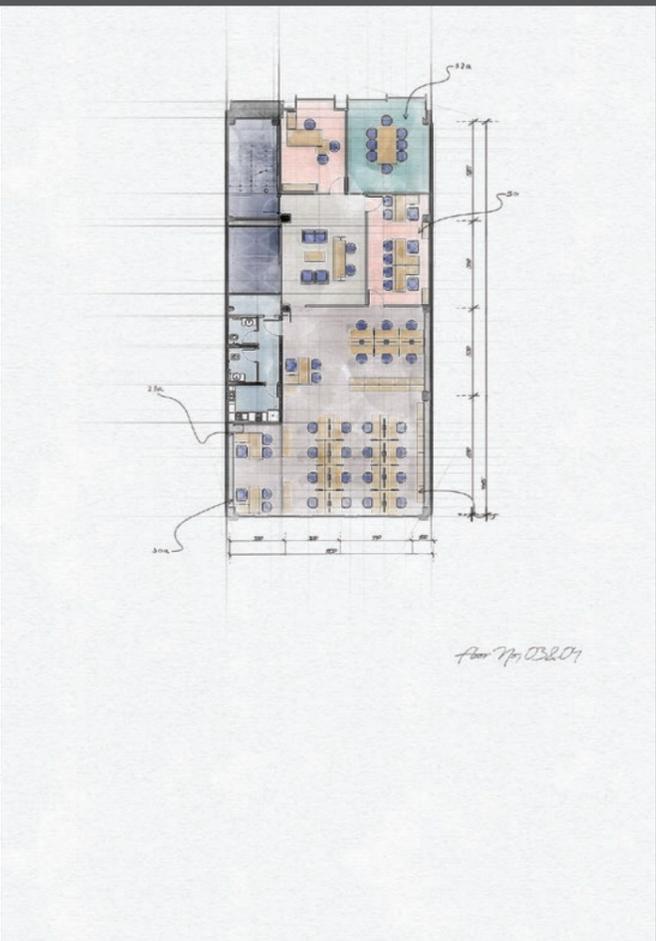
# Arian Shimi Project Plan



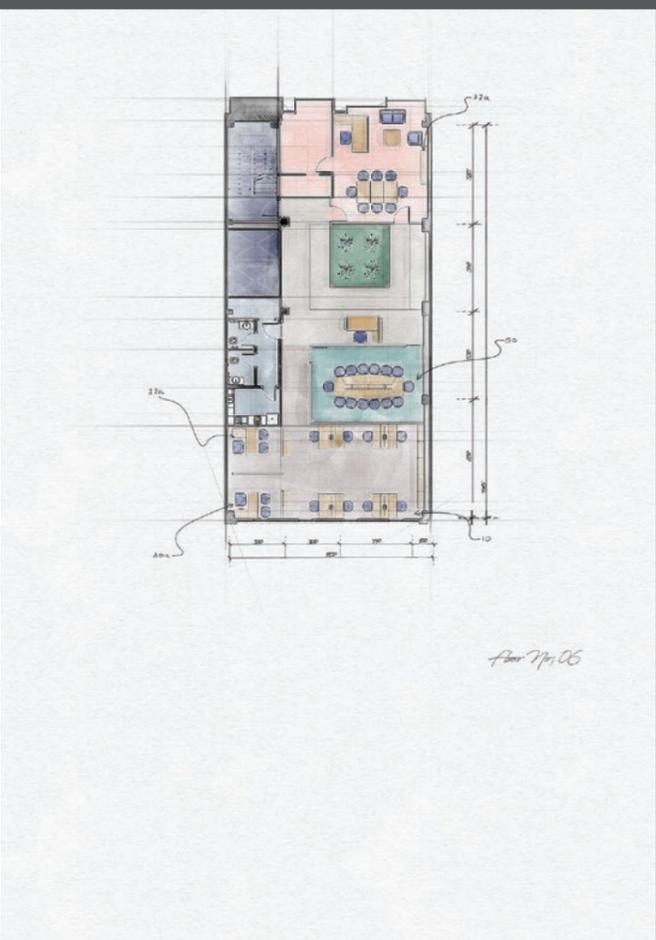
*floor 7p.02*



*floor 7p.05*



*floor 7p.03.201*



*floor 7p.06*



*floor 7p.01*



*floor 7p.0*

