



# Projects 2019

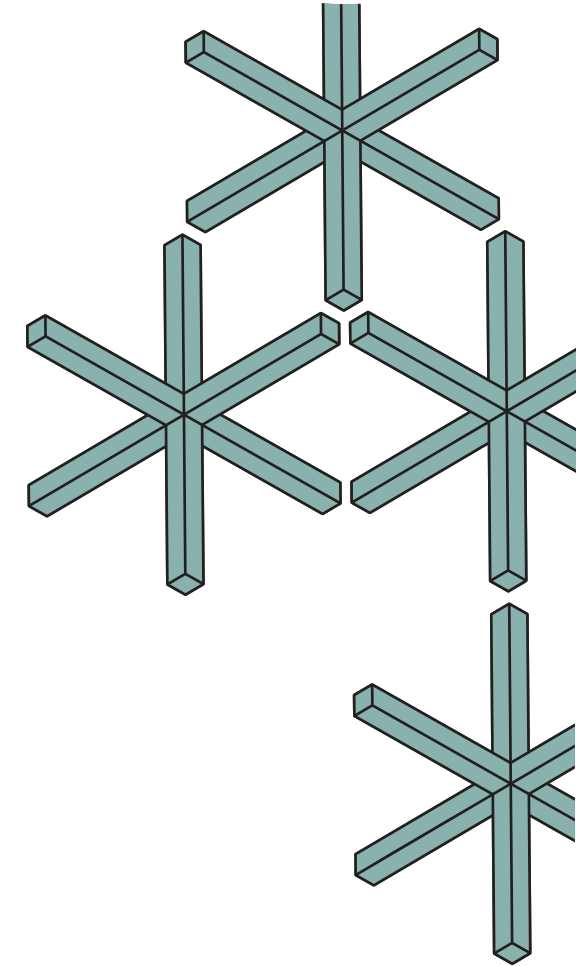


**paadiran**  
since 1974

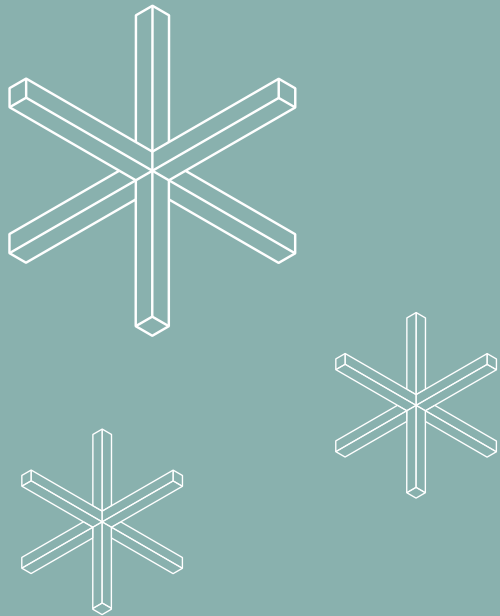


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Office work has existed in some form ever since people started writing on tablets and papyrus. Depictions of clerical staff are common in the Bible and on the walls of pyramids. In the mid 14th Century the Church of San Nicolò, commissioned the artist Tomaso da Modena to create the fresco in the chapter room of the church depicting forty monks of the order hard at it at their desks. The word office itself derives from the famous Uffizi in Florence, created in 1560.



# Fantoni Project 2019

The head office of Fantoni Company located in the wood industry improvement industrial town in Ahmadabad Mostofi with an area of 1400 meters was designed by Mr. Amir Ghasempour and in the same year won several awards in architectural competitions. One of the interesting challenges of this project for Paadiran was to build spaces with office uses in an industrial space. Avoiding the use of unnecessary decorative elements and observing the design topics of other spaces in the part designed by Paadiran was one of the most interesting parts of our work in this project.



**Amir Ghasempour**  
Architect







# Meeting Room

The corporate focus on health and wellbeing is part of a wider acknowledgment of the advantages of mindfulness and mental health, both in the workplace and in general





# Conference Desk

Designed to be ultra welcoming and comforting





# Conference Room



While the future of work is not new, the way companies approach it is. Companies are now faced with the challenge of reimagining the workplace and its purpose.





Partition Detail

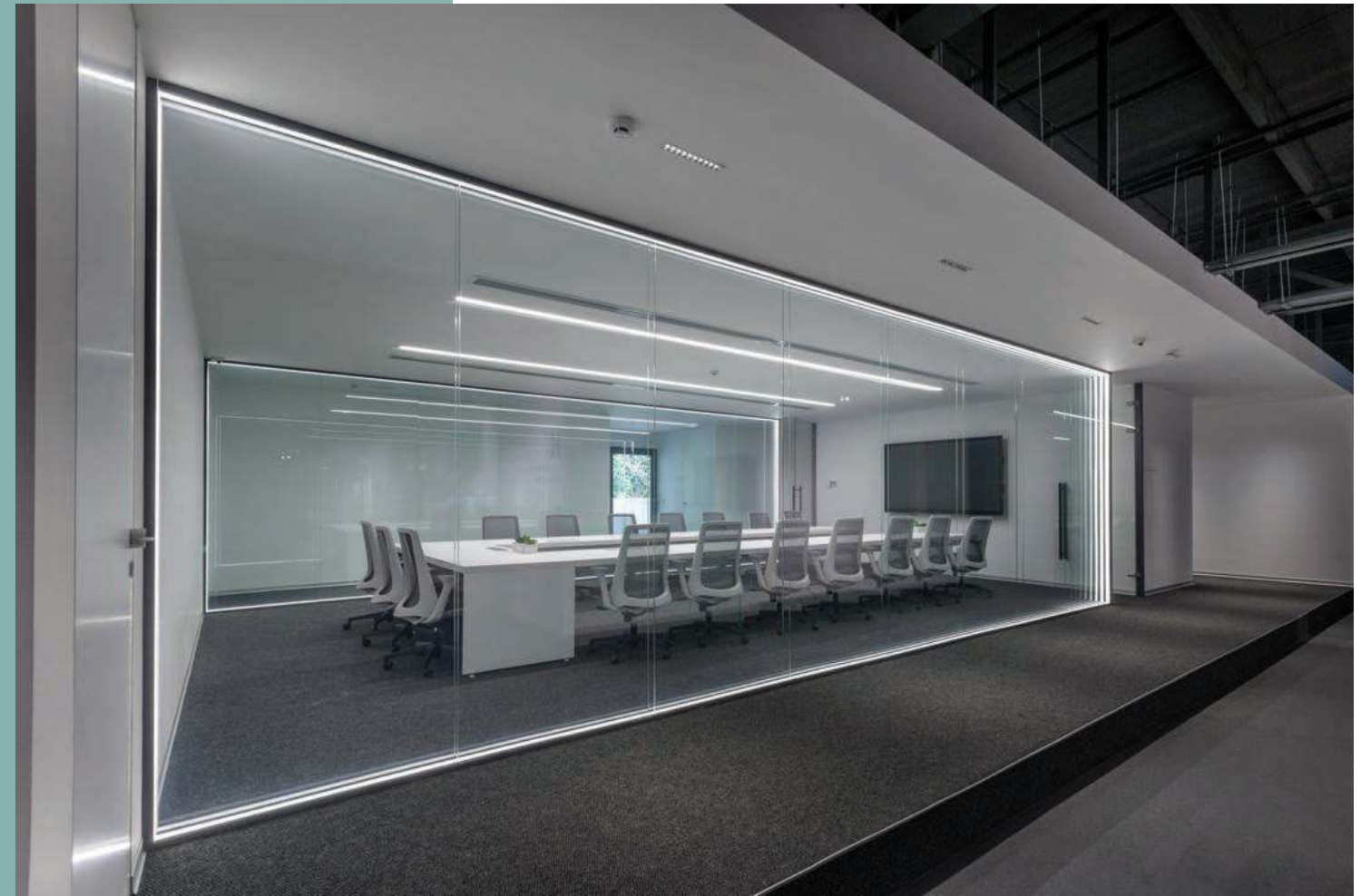


Designing a lower-density workplace model with purpose at the center is not only an interesting prospect, but one that will yield the greatest results for businesses.



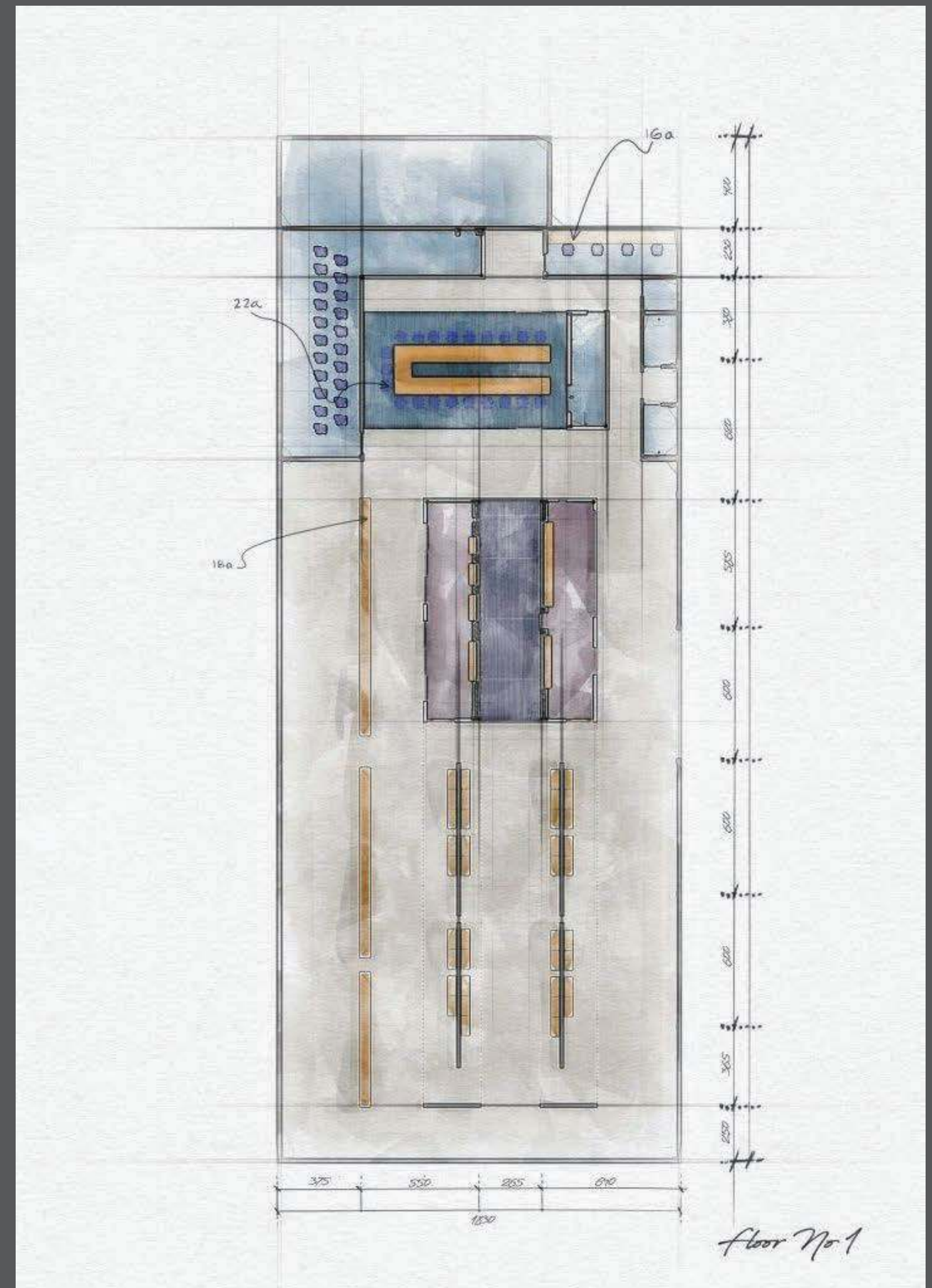
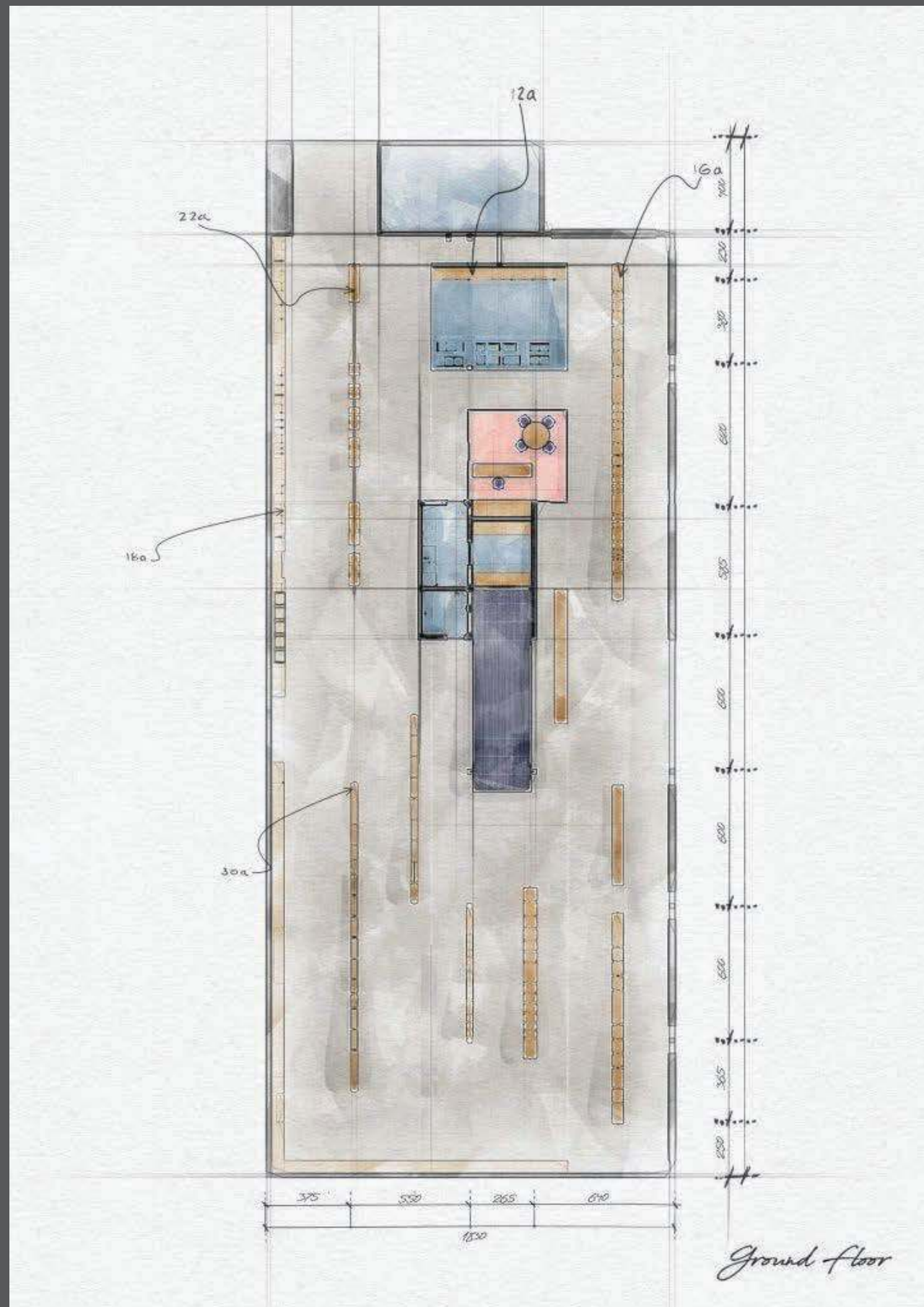
# Meeting Room

Numerous studies confirm that employees' mental wellbeing is crucial for engagement at work. Research by the University of Warwick in the UK, for example, found a 12 percent boost in productivity when people are happy, with companies that invest more in employee support reaping greater benefits. Now, more than ever, mental health in the office is an important design topic.





# Fantoni Project Plan





# Zar Macaron Project 2019



One of the major projects, which was one of the finalists in the 1998 Architect Award Reconstruction Group, is the 9-story Zar Macaron Building, which was built over two years and has 8,000 square meters of infrastructure. The design of this project, which is located on Sheikh Baha'i Street in Tehran, was done by Mr. Khoshrou in the Olgoo architecture office. The physical plan of the administrative building of the new building consisted of several general sections: management, offices of senior managers, group work halls and conference halls, which are arranged from top to bottom on 6 floors. During this project, based on years of experience, the expert team and machinery will design and produce customized products in accordance with the designs provided by the design team, taking into account standard and functional points for equipping floors.



Mehran Khoshrou  
Architect

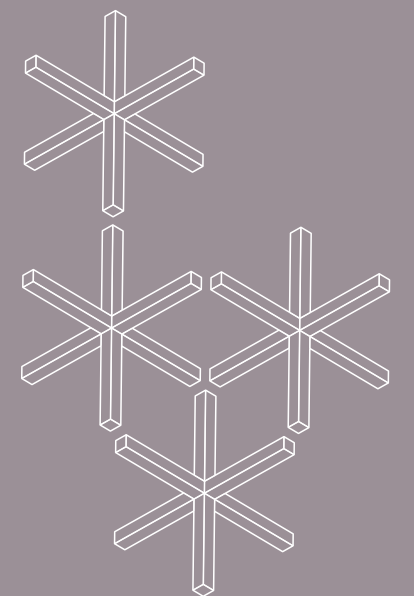
Mehran Khoshrou, born in 1974 in Mashhad, is a graduate of Shahid Beheshti University and established his own office called "Olgoo" in 2007.

Mehran Khoshrou started his professional life mainly by participating in architecture competitions. Mehran Khoshrou's portfolio is characterized by carrying out constructed projects with various scales and uses. He has won various domestic and foreign awards during his career. In the field of large-scale apartment residential architecture, Zafarani residential complex, which was completed in 2016, is one of his different construction projects in his group.



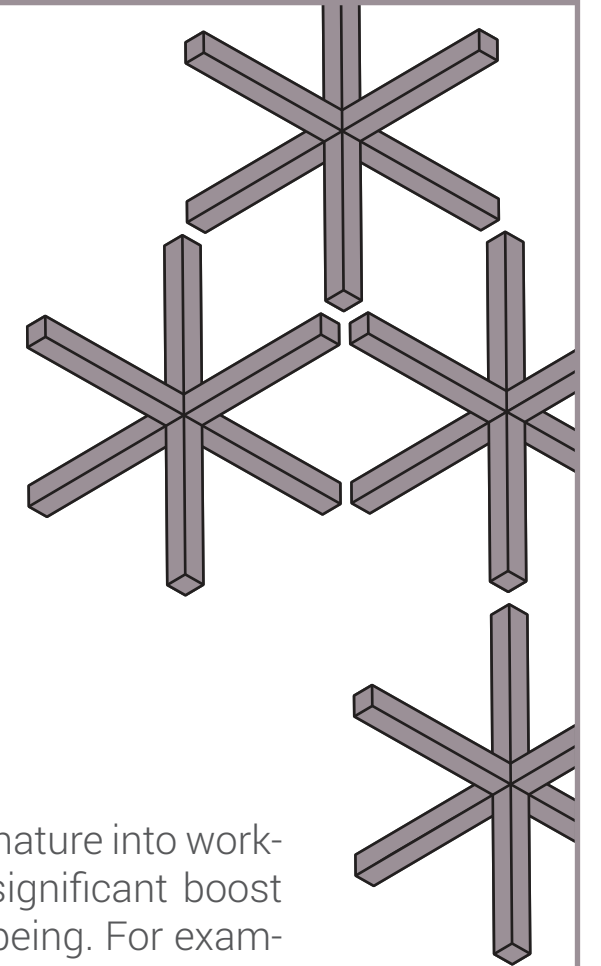
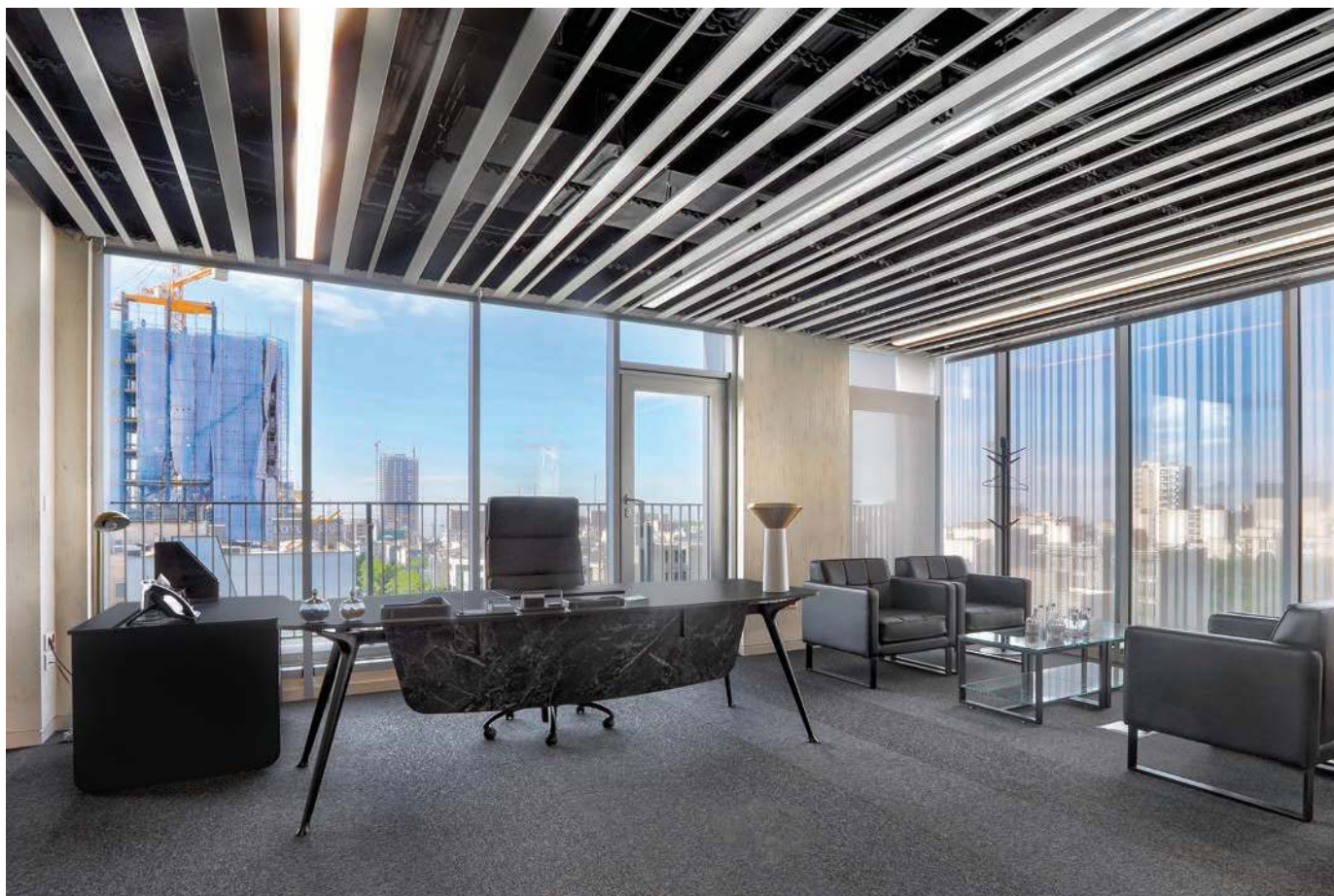


Almost all the staff comes to work in the office every day. The Activity Based Working model enables them to be mobile at the office. Providing spaces that provide a multitude of work environments enables employees to pick and choose where to sit depending on what they need to do.





# Executive Set



Incorporating elements of nature into workplace design can offer a significant boost to employees' mental wellbeing. For example, plants and wooden materials have been shown to reduce stress and natural daylight with a view of the great outdoors helps reduce anxiety.



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Meeting Room



# Conference Desk

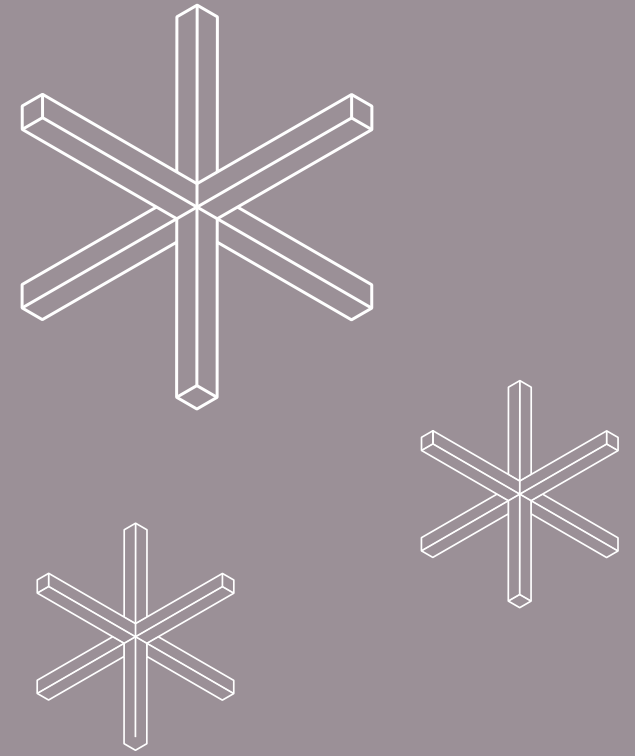
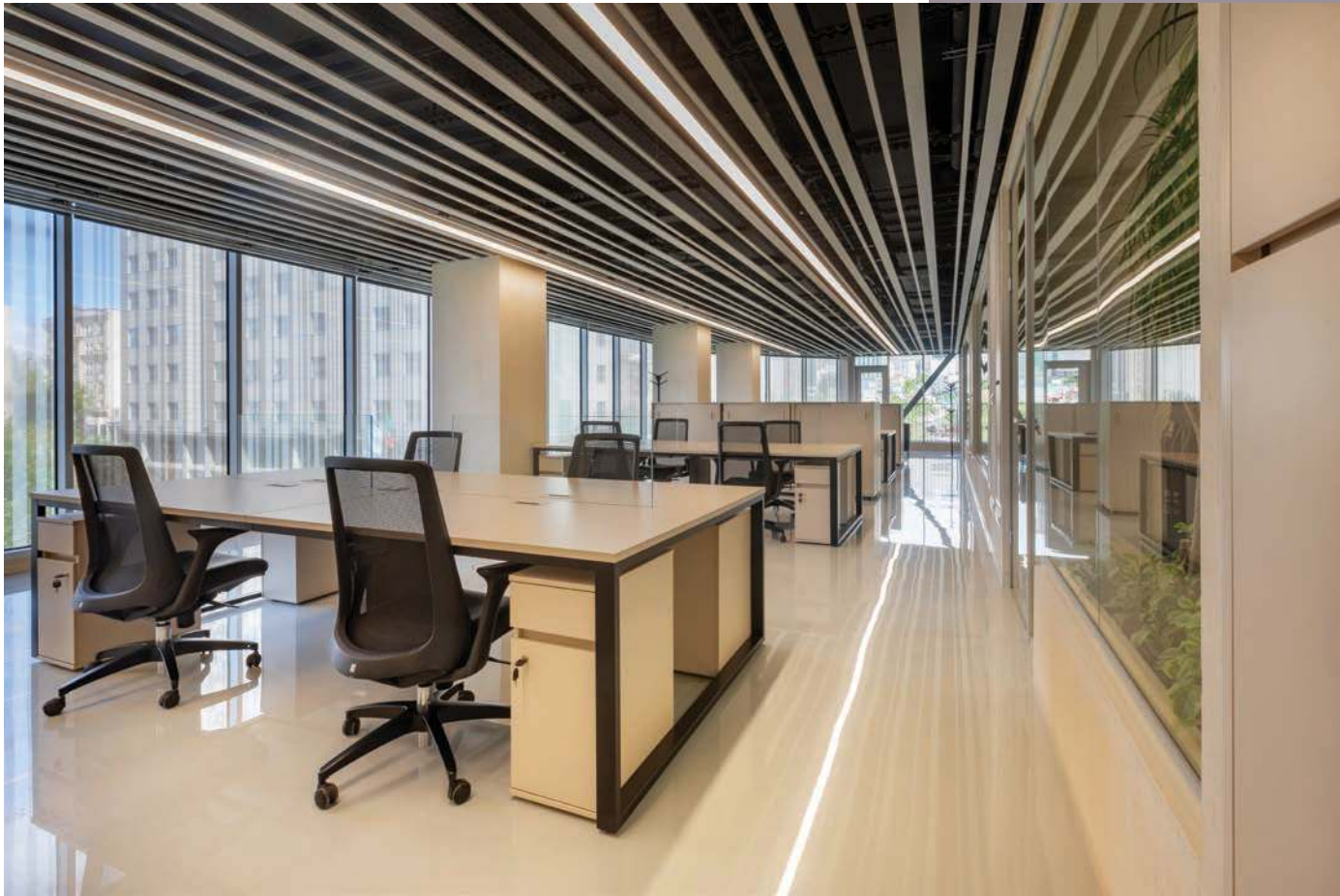


Designing a human-centered workplace is the key ingredient to ensure that an office is not only practical, but a pleasure to inhabit. Unearthing important aspects of the company's culture is essential to creating a productive workplace that's tailored to employee needs. As a result, the idea of the office as a clubhouse becomes an authentic and beautifully inspiring concept that enables workers to have a sense of familiarity, identity, ownership, and most importantly, pride.



We want to refocus on the collaborative and social features of the office in order to nurture the human experience, and the identity of the company. We all need to feel like we belong to something, and the office is an important space for people to feel part of a community and place that can heal not hinder our mental health.



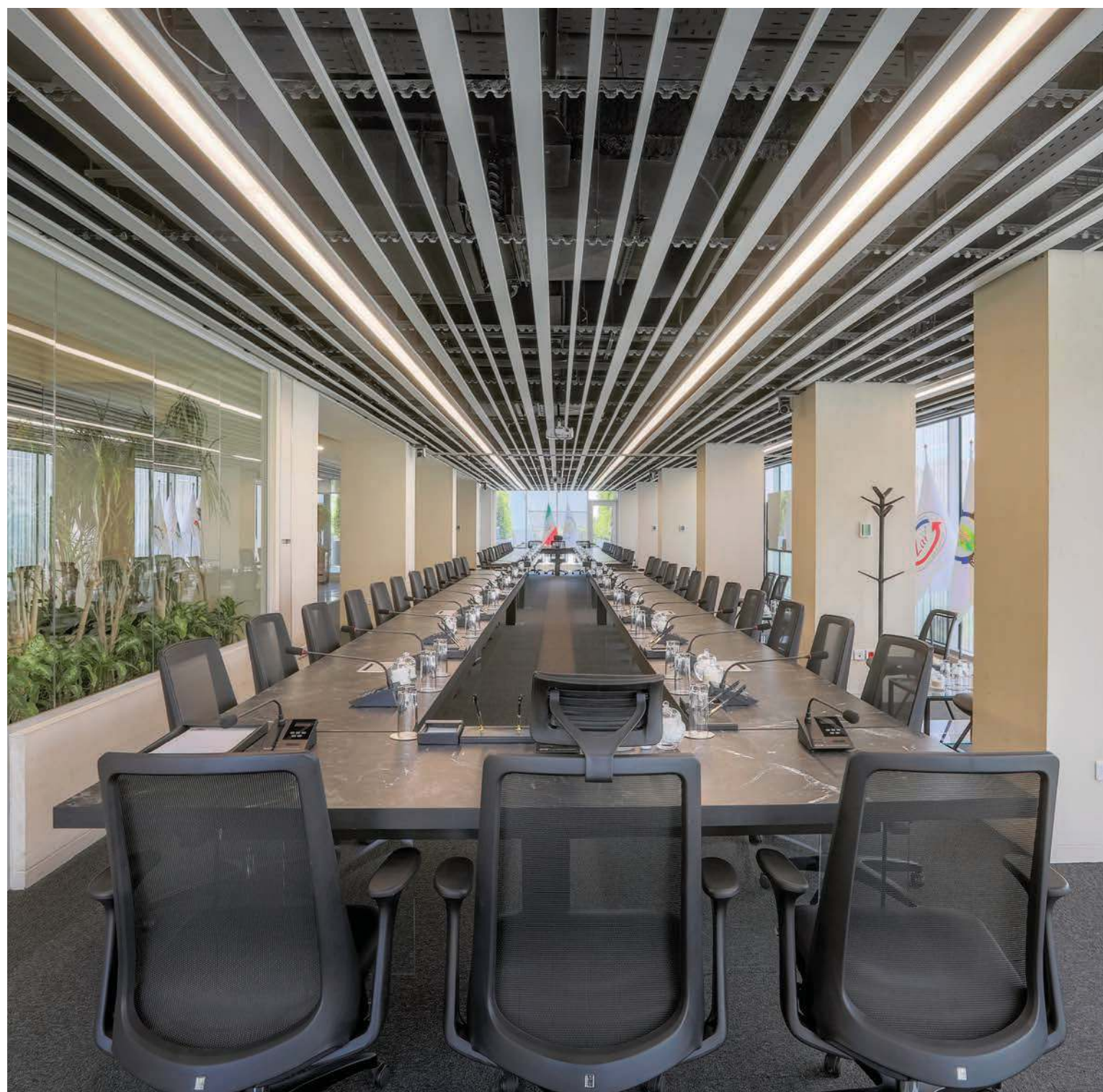


Historically, employers often made decisions based on real estate instead of on employee needs. Now employers are heavily influenced by the desire to attract talent—a significant departure from the workspace design approach of the past, which was more focused on productivity. Employers are acknowledging employee behavior and expectations for added amenity space.



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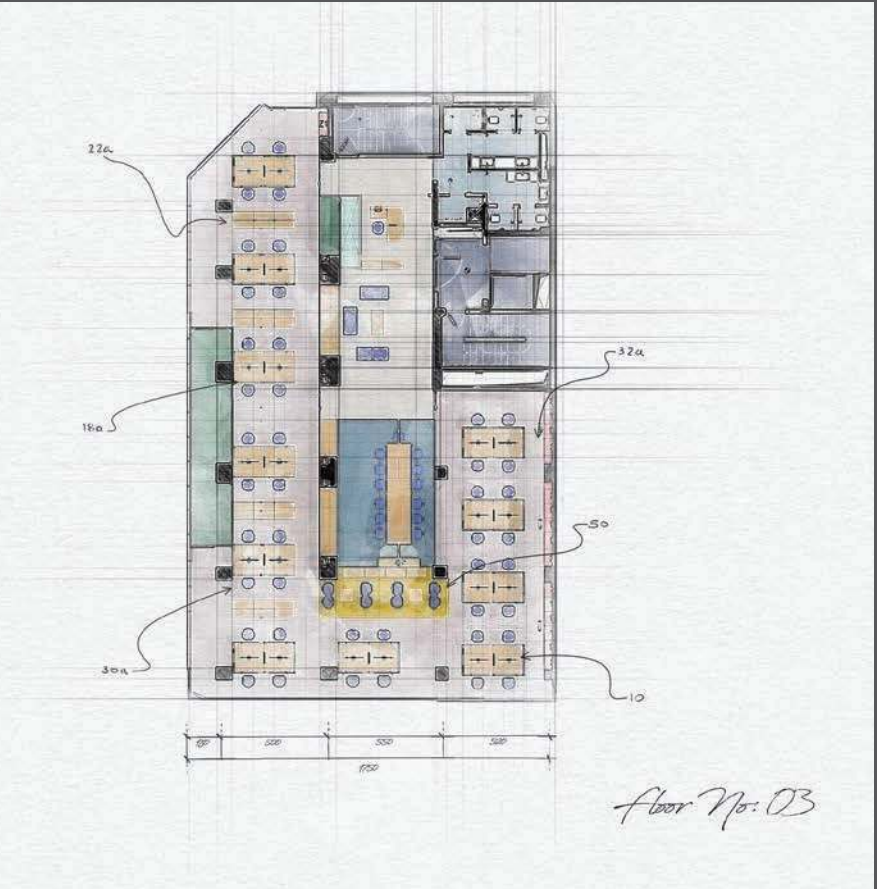
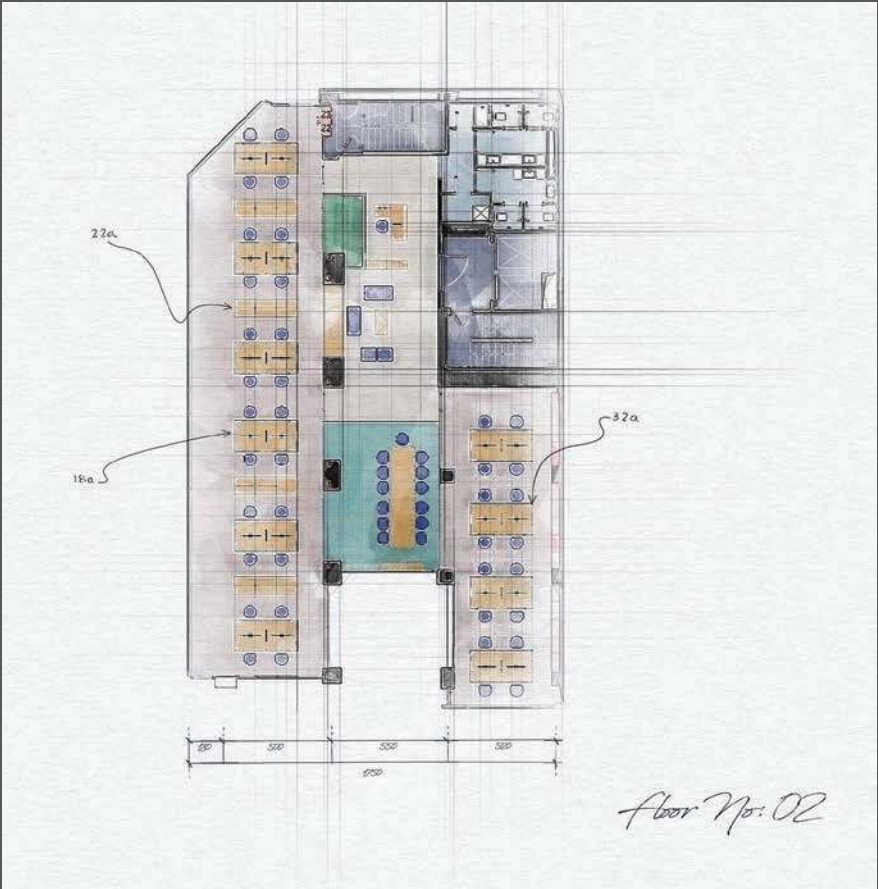
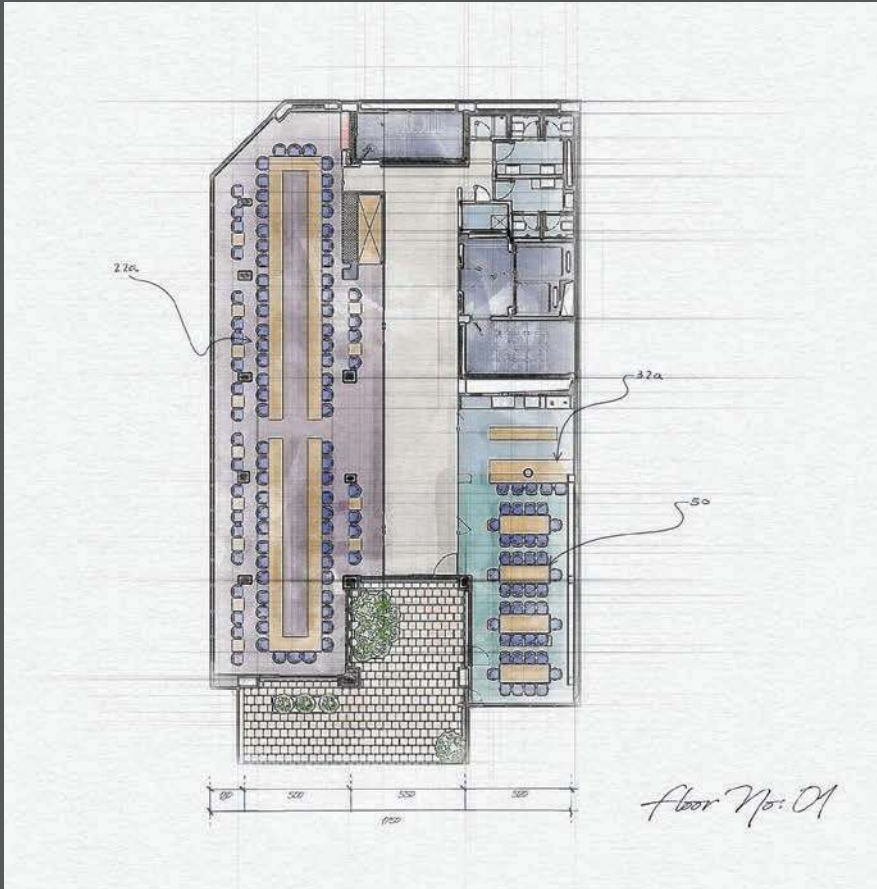


Open-plan offices, often linked to noise distractions and elevated stress, is minimised in favour of a layout with a range of work and meeting spaces, varying floor and ceiling heights, and multiple pathways. This not only helps with insulating noise between work zones, but also creates a sense of different types of spaces that encourages movement through the office.

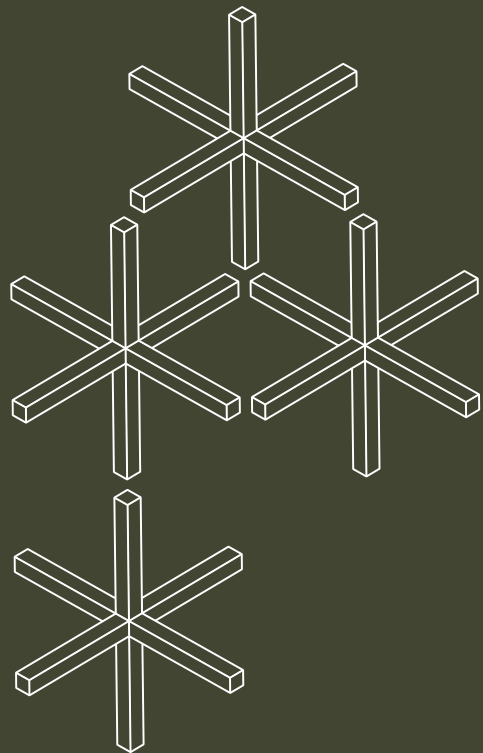




# ZarMacaron Project Plan







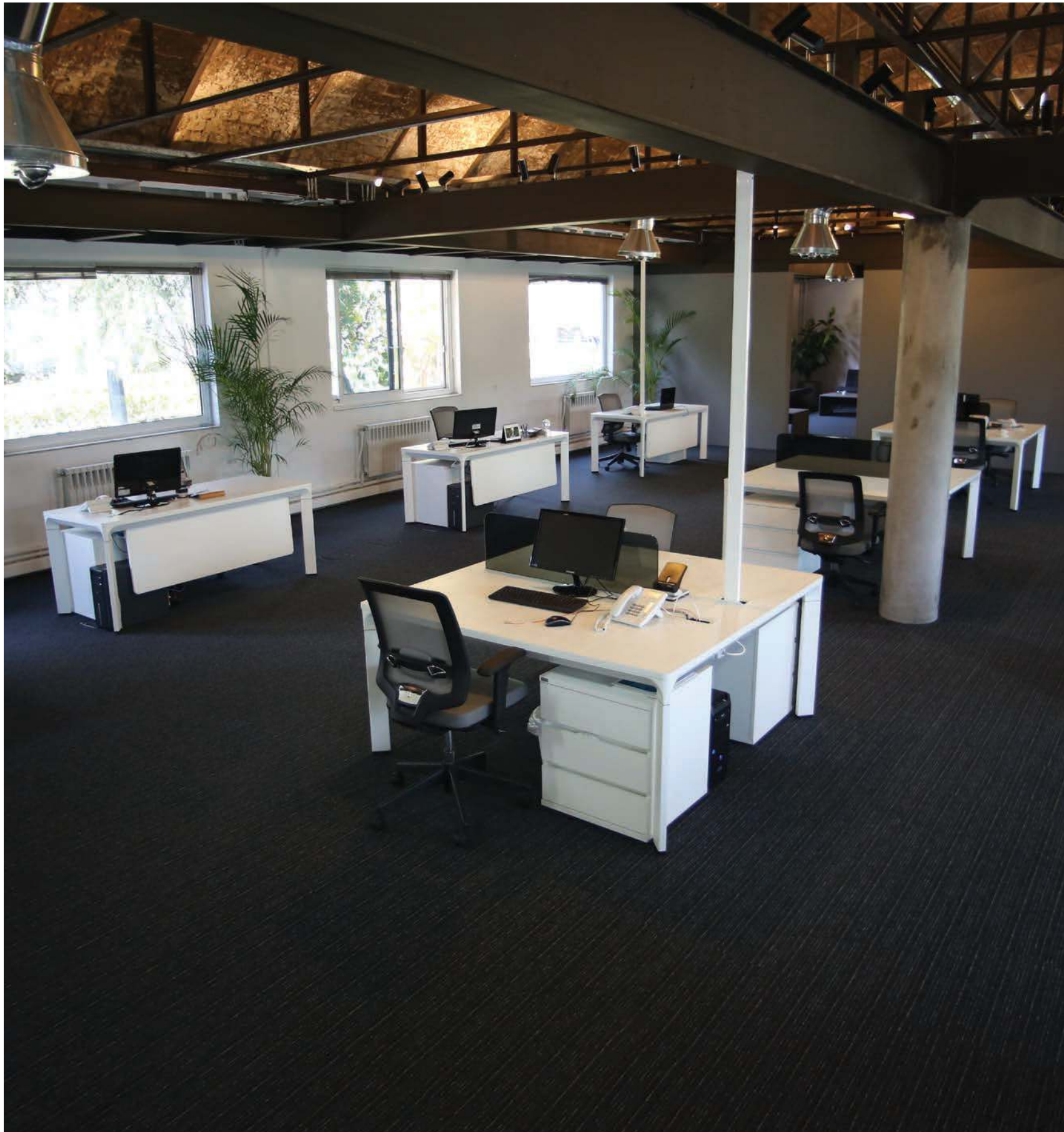
# Electrogen Project 2019



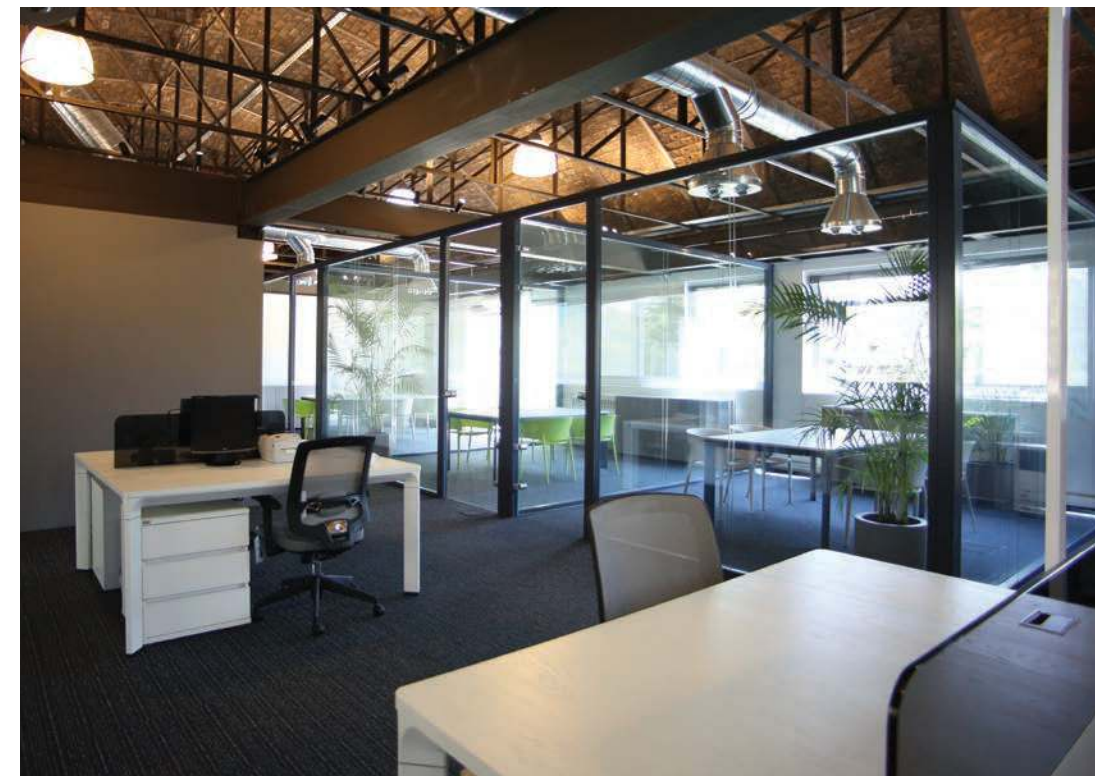
An abandoned stall in Ahmadabad Mostofi is the farthest space imaginable for an office work environment, but in this 1000-meter project, we were challenged to figure out how to respect the team's efforts in a remodeled space with a different use. Reconstruction and preservation of the revealed beauties of this building, a good performance was considered for all new uses. This project was one of the most attractive projects done by Paadiran Company.



# Workstation



In our own work, we are exploring the transformation of the workplace from a physical environment into an idea—manifesting the office function to break free of traditional notions. Workplace designs reflect today's commonly held belief that your work is integral to your identity. Employees want their values reflected in their workplace, and to find meaning in what they do. Purposely designed, a workplace can be a tool for both the attraction and retention of quality employees.





Leveraging the benefits of multiple office types means HQs can combine a strong focus on company community, with collaboration spaces such as amphitheatres, relaxation zones and event and breakout areas. In a time of economic uncertainty, a dispersed office model suits businesses by allowing downsizing in expensive city centers and smaller spaces to be leased in regional peripheries.

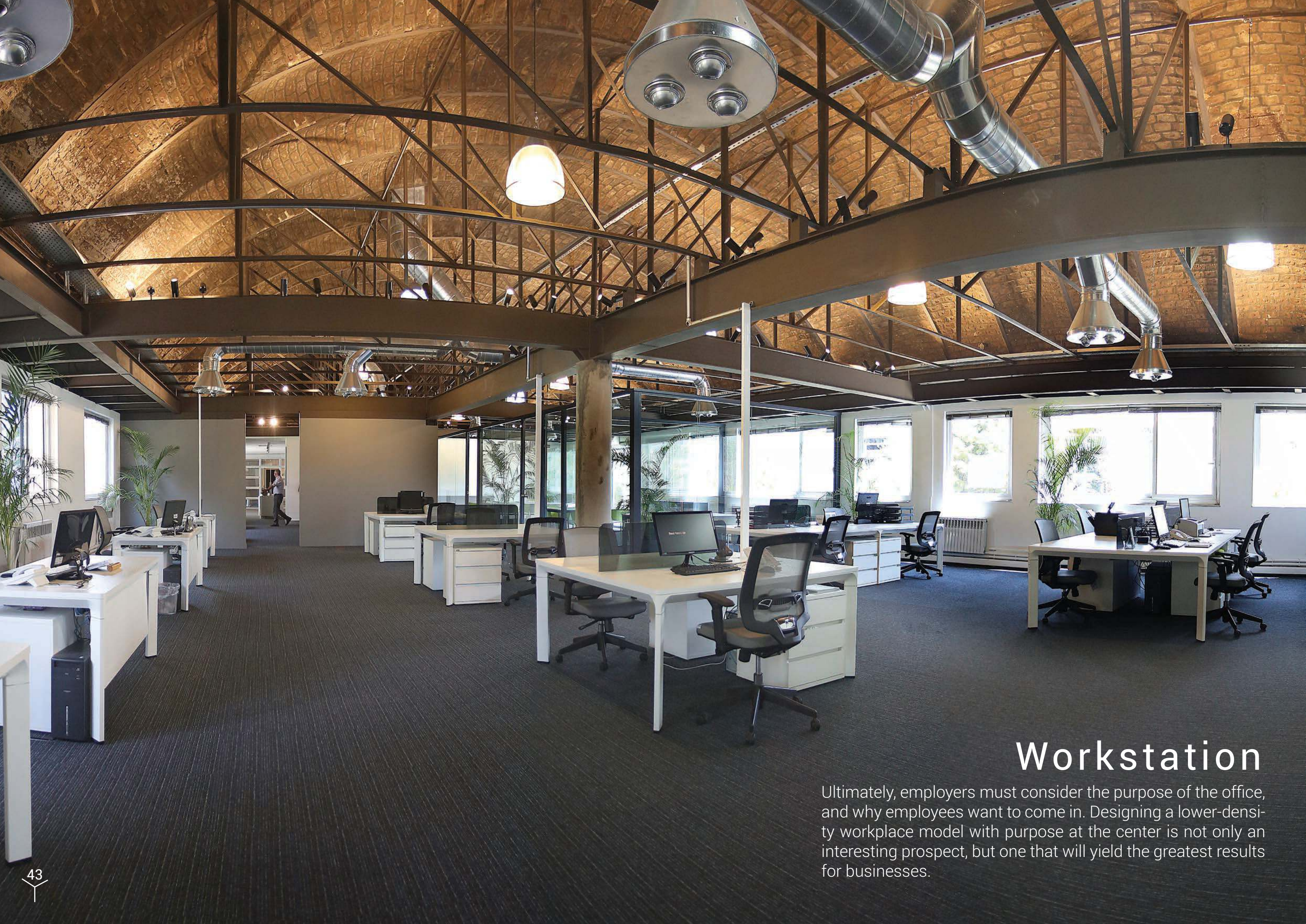




To support the hybrid work ecosystem, companies will increasingly lean on flexible space solutions to meet new expectations around working and living patterns. These types of workplaces will help meet the new purpose of the office: to become the center of social interaction and engagement while allowing companies to have a liquid, dispersed footprint.



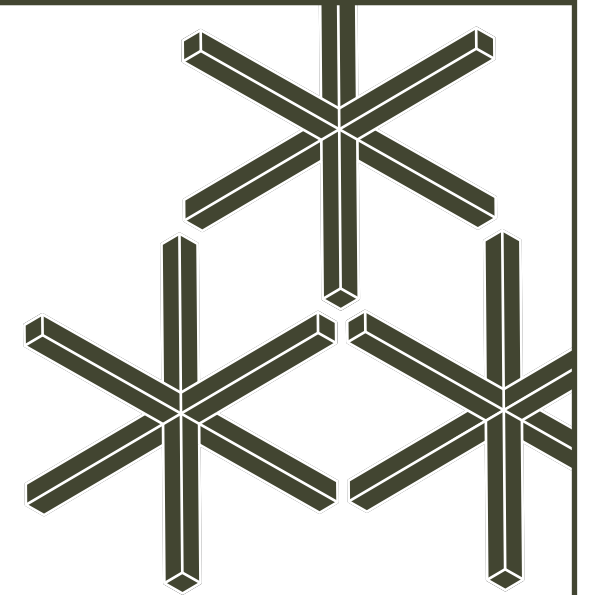
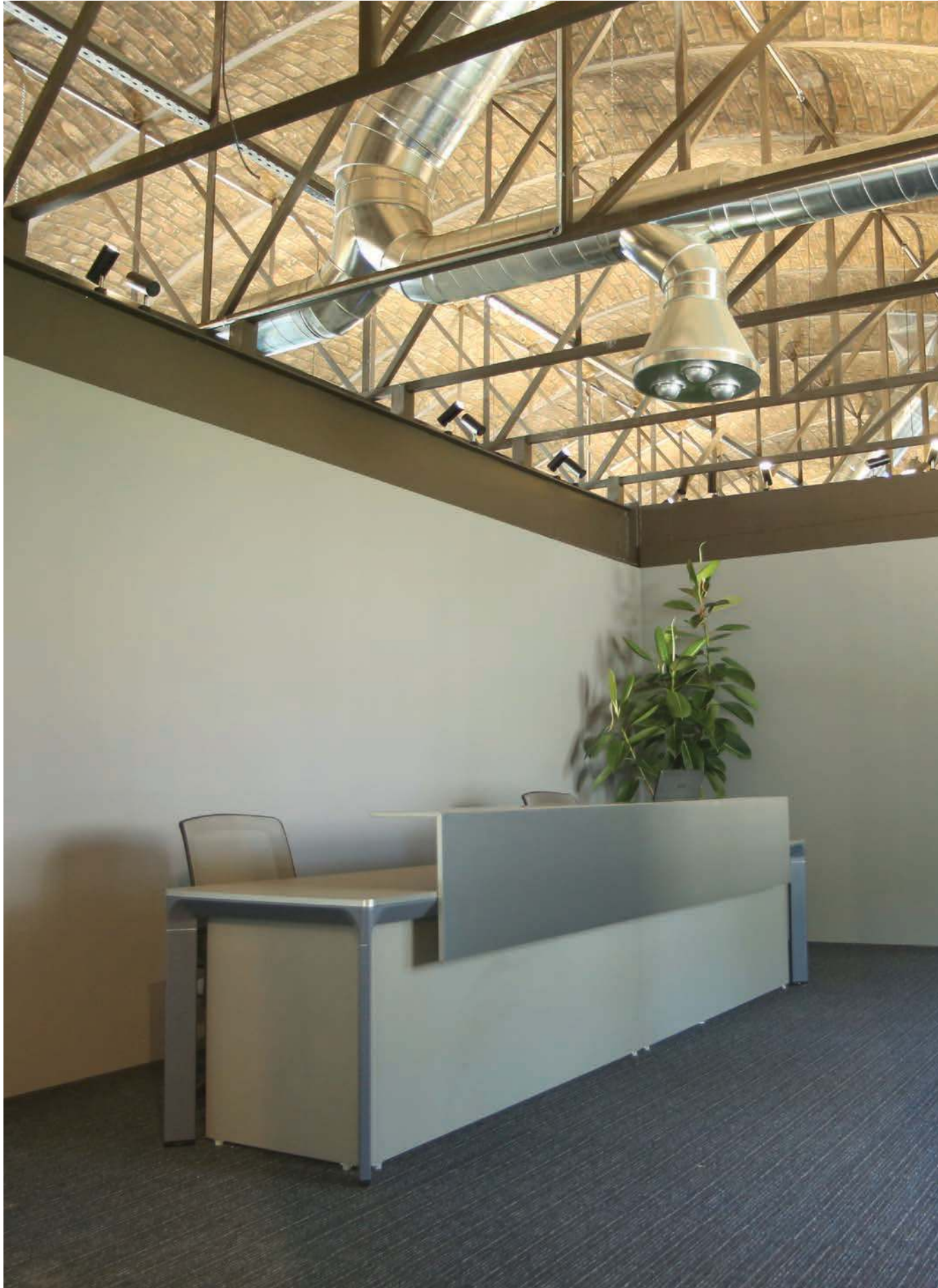




## Workstation

Ultimately, employers must consider the purpose of the office, and why employees want to come in. Designing a lower-density workplace model with purpose at the center is not only an interesting prospect, but one that will yield the greatest results for businesses.

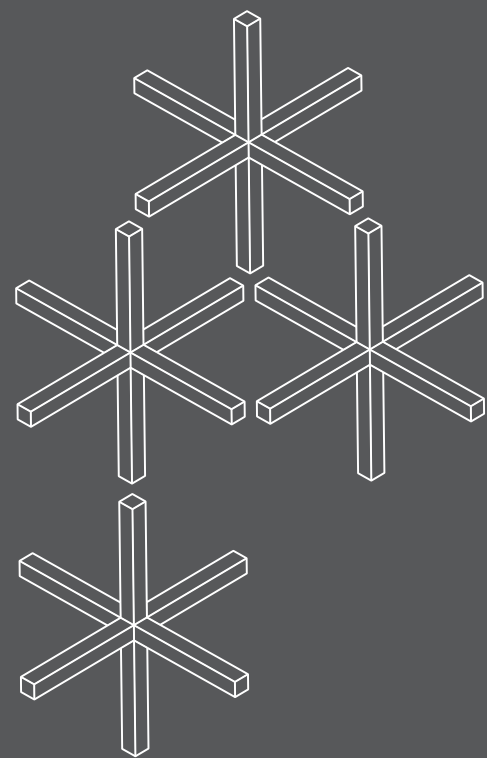




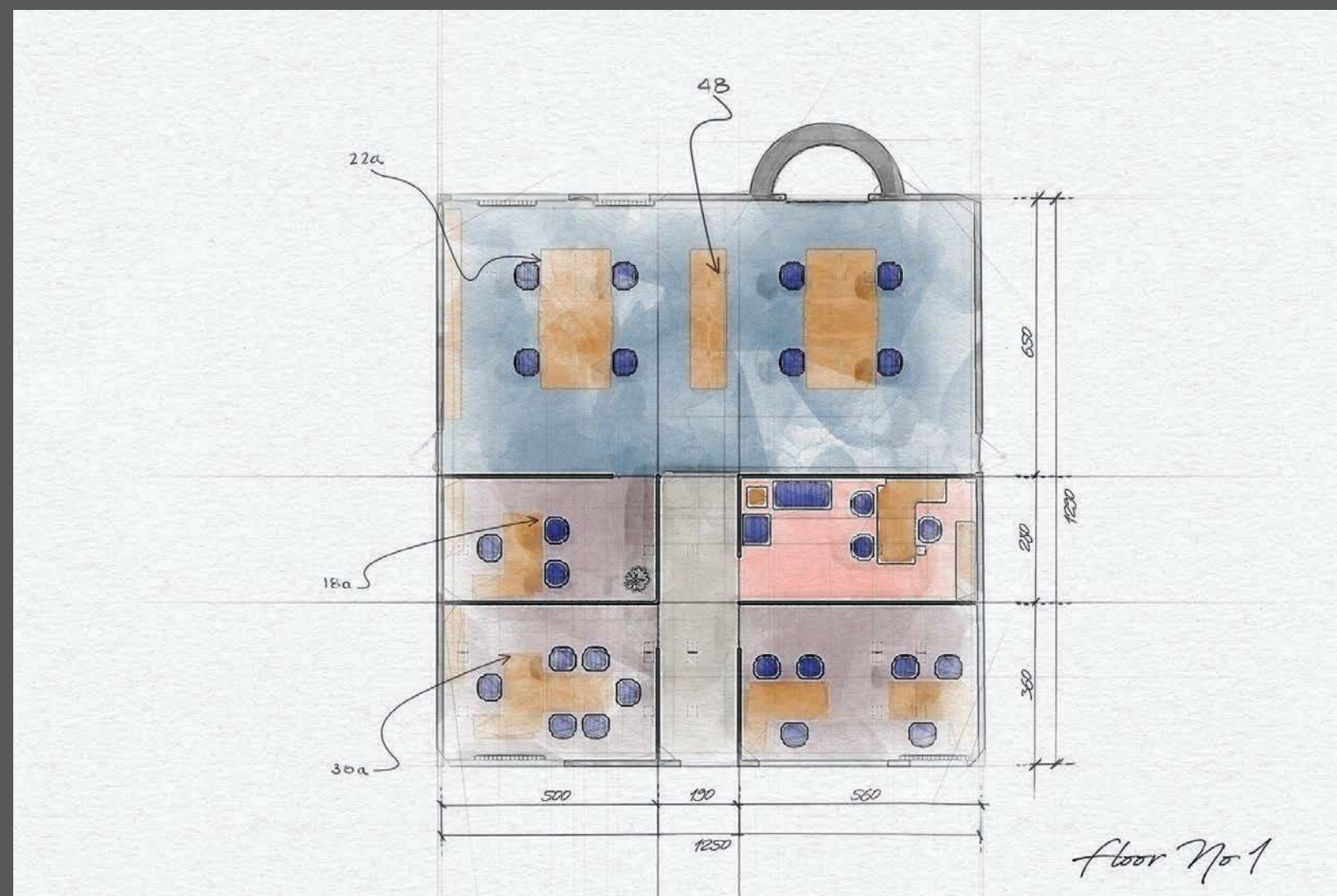
Within the office, design is influenced by a greater focus on health, safety, and wellbeing. Ensuring spaces are adapted to fit in with greater need for distanced workstations, fewer desks







# Electrogen Project Plan





# Erfan Hospital Project 2019



Erfan Salamat Clinic, with an area of 1800 meters, was one of the projects belonging to Erfan Hospital, which required a different and specific design for a different working group on each floor. In this project, designing light and using color was one of our most important topics.





# Executive Set





# Workstation

The future workplace will also be anywhere and anytime. Employees want flexibility in the way that they work, and the employee experience has become a growing priority for businesses to help people perform at their best. With the traditional office becoming the central hive of productivity, the office model is one of many instruments to drive sustained human performance, experiences and wellbeing.





# Workstation



Having concentration time; the ability to collaborate with a team to achieve a common goal; being inspired to be creative; have your mind and body nourished and an awareness that wellness supports all of the previous



Simply turning your head to communicate new client requests, clarify a question, request some help, bounce ideas, and socialize is now feasible. Sharing knowledge and information has never been easier. According to the data collection methods, this would not be counted as face-to-face collaboration.



## Manager Desk





# Counter

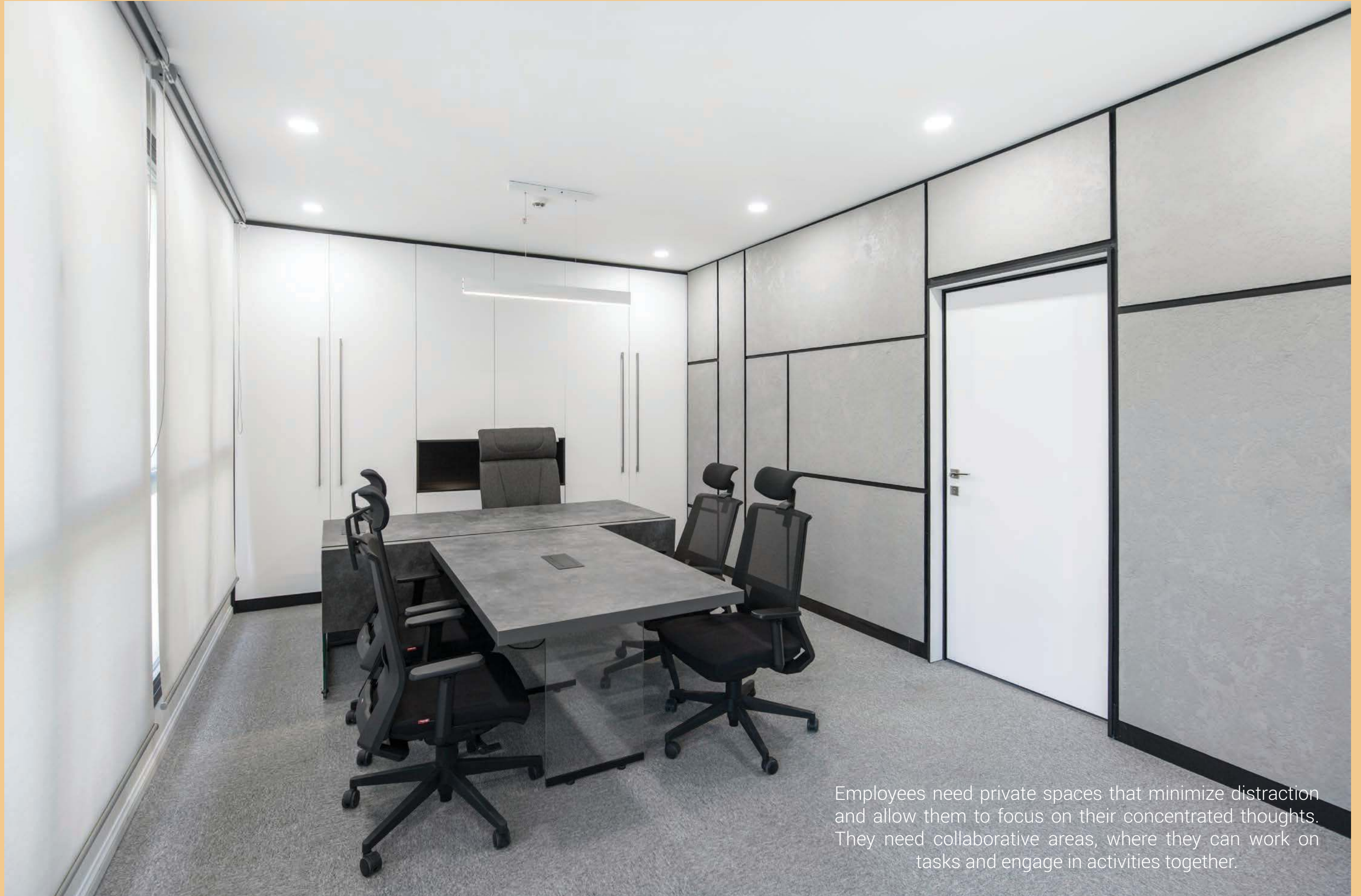


Companies of all kinds are seizing a once-in-a-lifetime opportunity to change the office model on both a macro and micro level, and to lean into workforce preferences. A new purpose for the workplace is emerging and employers need to be on the front foot by evaluating what that means for their business model and its working environment. We must collectively build toward a more connected, sustainable workplace that aligns with employee expectations to ensure a smooth transition to hybrid working.





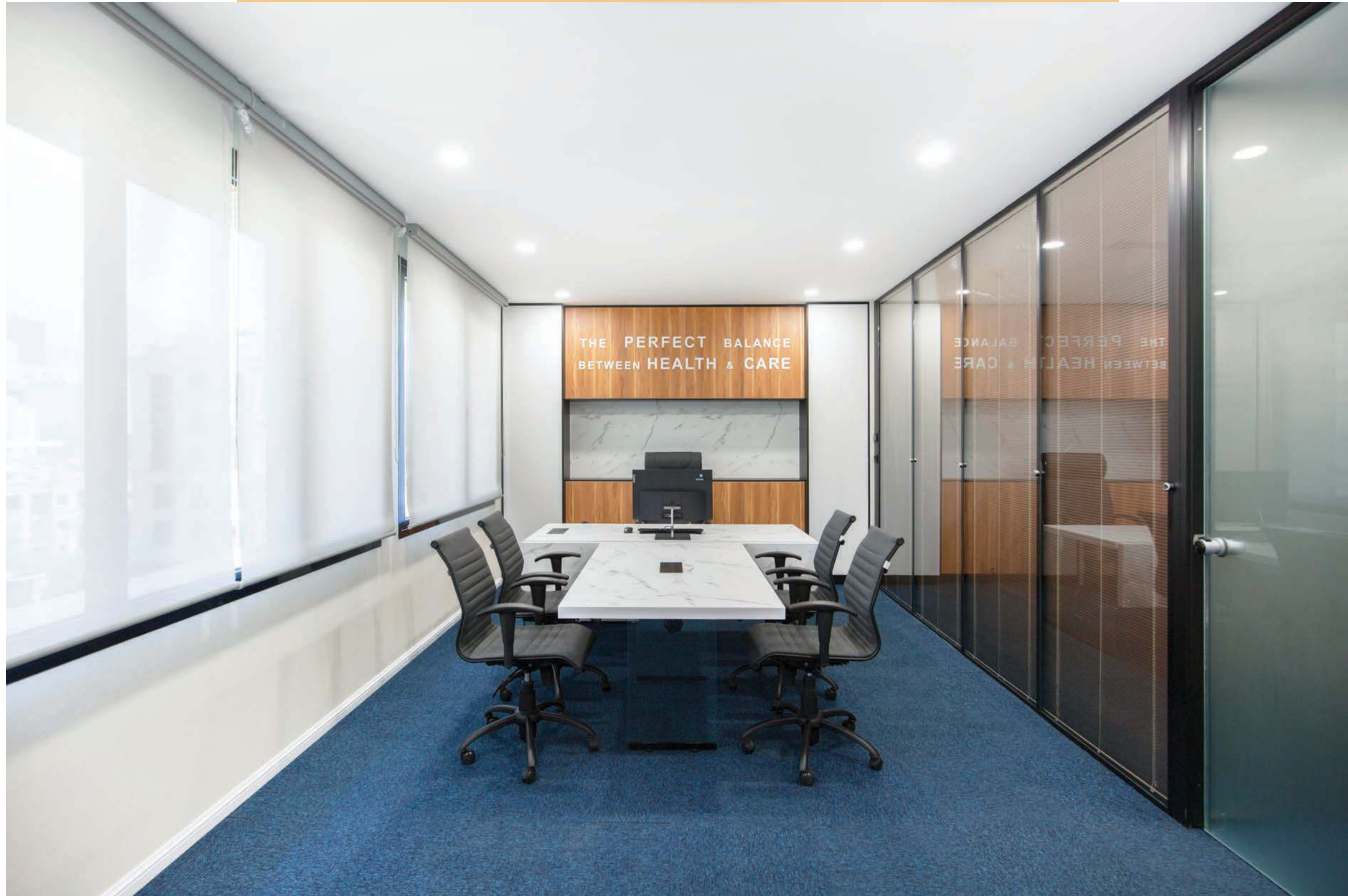
# Executive Set



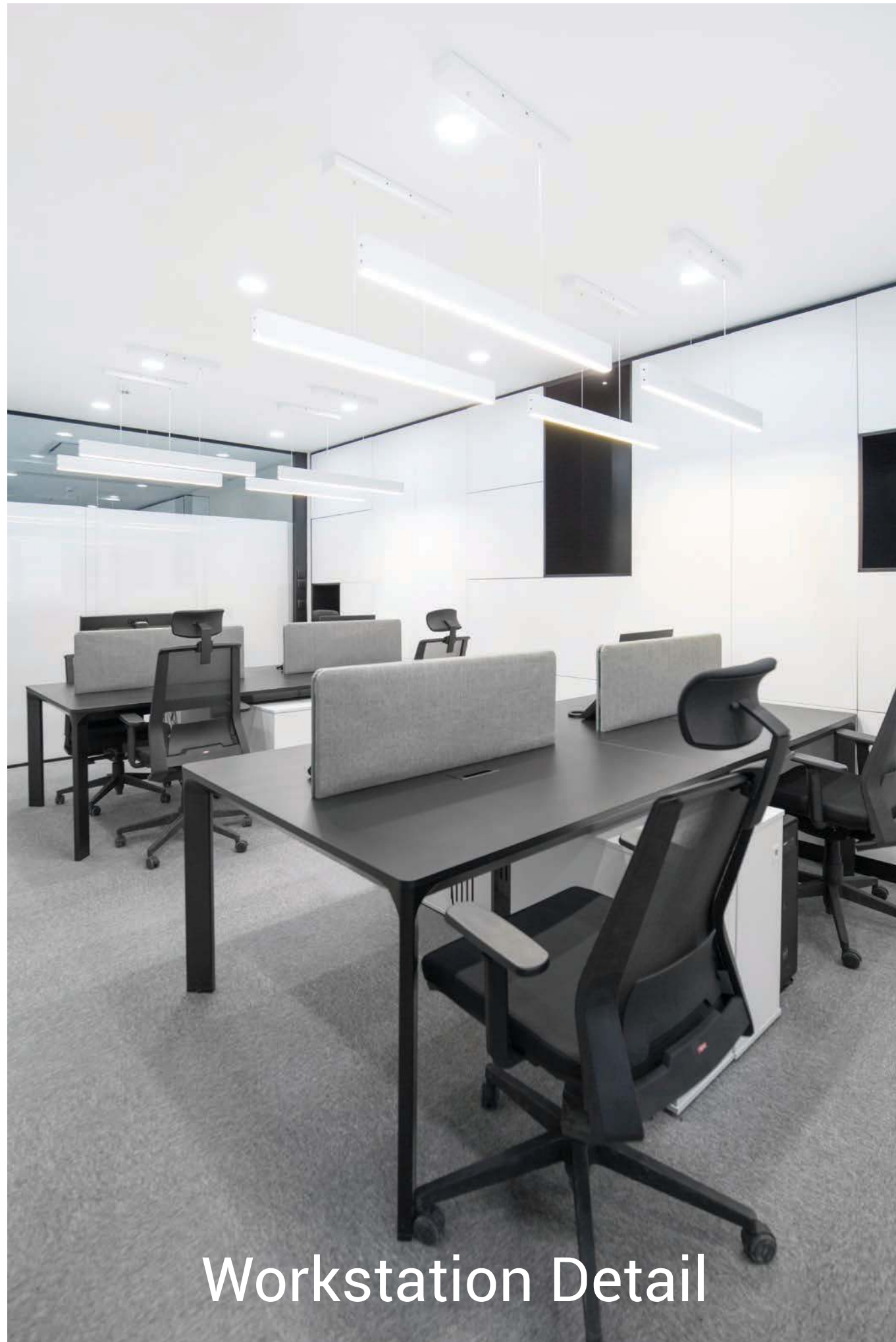
Employees need private spaces that minimize distraction and allow them to focus on their concentrated thoughts. They need collaborative areas, where they can work on tasks and engage in activities together.



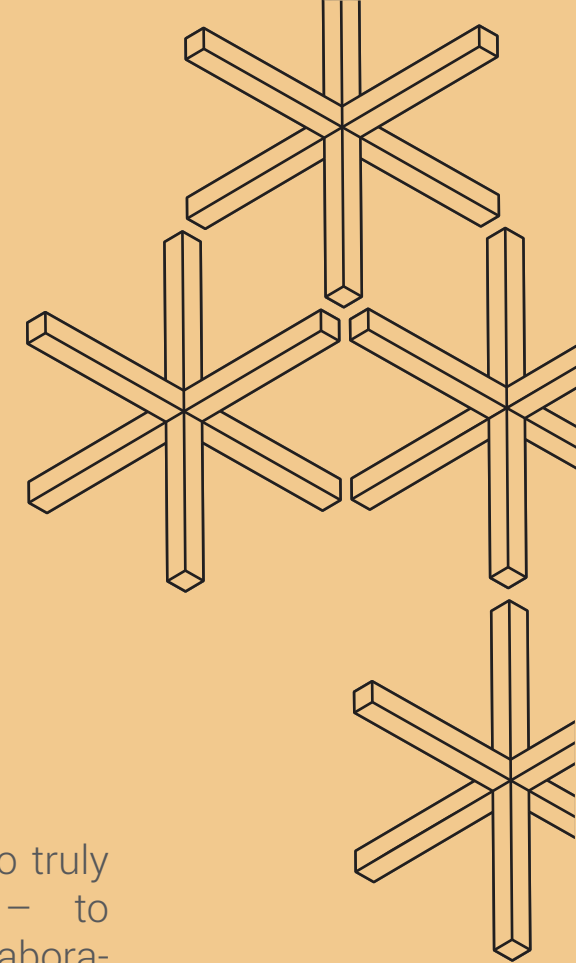
# Executive Set







Workstation Detail



If the purpose of an office is to truly and meaningfully change – to become a destination for collaboration and problem solving – then its design must also change. For some companies, this will mean decentralizing and downsizing headquarters. Central HQs can still impress and define company culture, and they might be complemented by smaller offices in multiple locations, closer to employees' homes.



# Erfan Hospital Project Plan





