

# Projects 2021

**paadiran**  
since 1974

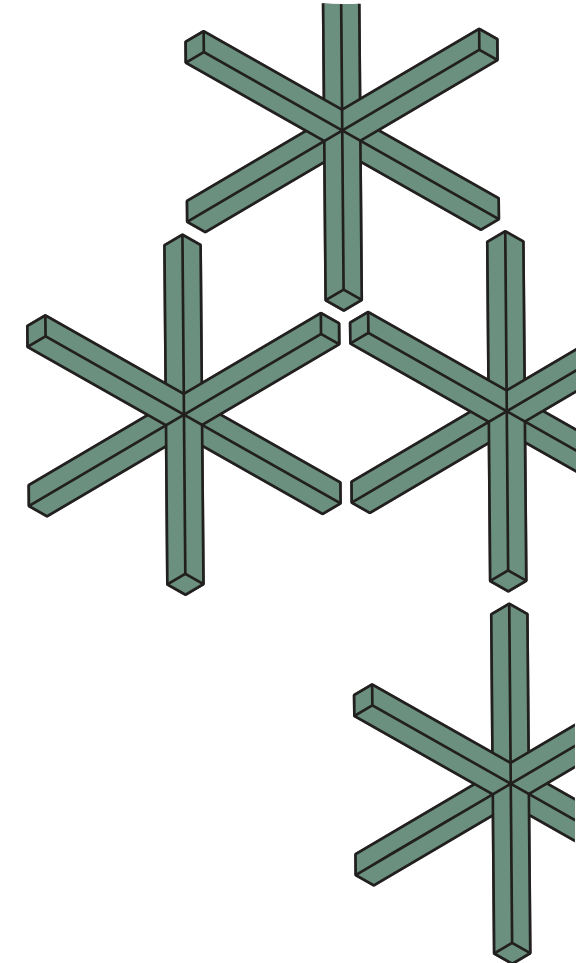


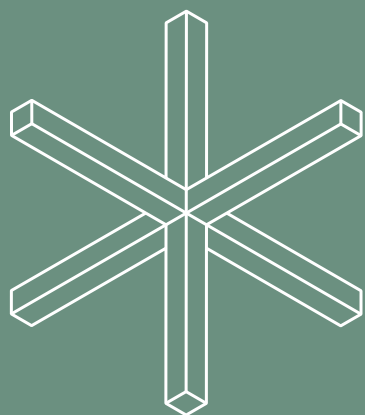
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## 2021 Projects

When employees do make purpose-driven visits to the office, they will have a number of tasks to take care of in those hours. Meeting with a client, brainstorming with colleagues, reviewing work, checking in with superiors. And if spending a whole day on site, they will likely need some desk time to work alone. Their spatial requirements will change throughout the day and an effective office must accommodate the full gamut.





# Hamrah Aval Project



هاله اول

One of the most exciting challenges of this project was the application of the employer's organizational identity based on the principles set out in the Hamrah e Aval brand book, in the design of the overall idea and products used. The key elements of this project were to create dedicated workspaces for a large number of people, to create spaces for meetings, to allow managers and supervisors to be present in the same space but in separate sections, and to facilitate the movement and access of all staff to coworking spaces. Another part of the project was a conference room for formal face-to-face and online meetings. It was also anticipated that one of the types of meetings that would be held in this space would require a separate space for meeting moderators, and would certainly be part of the sessions to discuss topics that would require special audio-visual facilities. In addition to these requests of the employer, in the design and production of furniture, we had to use organizational colors in various parts of interior design. Finally, the implemented project became one of the most attractive works of Paadiran in the last few years.

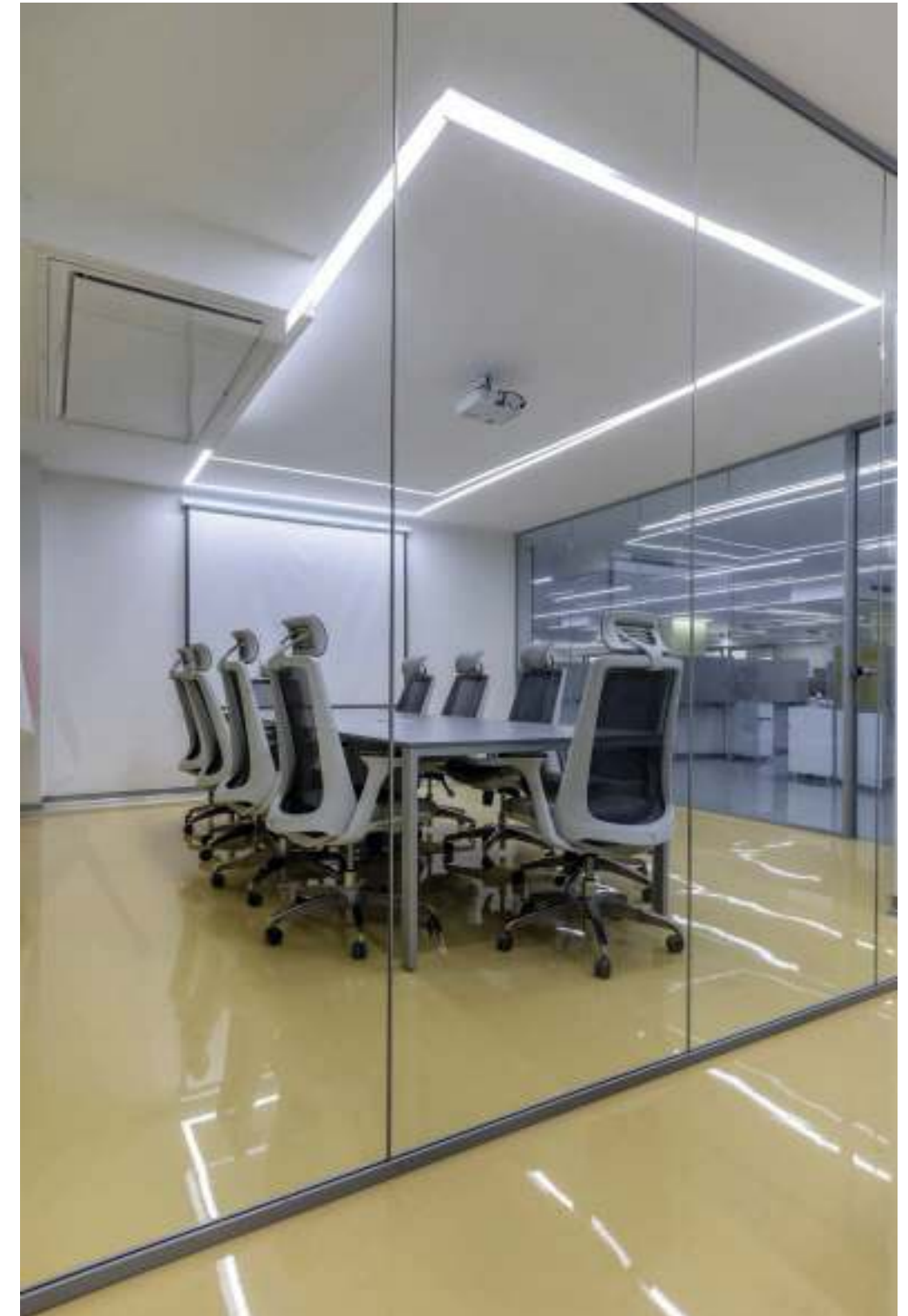
The biggest change the pandemic has brought is in our thinking. We have a new understanding that being productive doesn't mean being present. That flexibility truly does allow us to maximize potential and work more effectively. It's a new attitude that is sure to result in more inclusive, diverse and accessible workspaces. And that's a change we can all embrace.





# Conference Room

New office design helps to employees think, feel and work better in offices with more natural lighting, clean air, comfortable temperature, lovely views of the outside and inspiring design. The design introduces can lush shades of green and plants spread throughout the office to connect employees with nature. Ergonomic furniture and height-adjustable tables also provide a comfortable workplace to promote employee health and wellness.



# Workstation





When employees do make purpose-driven visits to the office, they will have a number of tasks to take care of in those hours. Meeting with a client, brainstorming with colleagues, reviewing work, checking in with superiors. And if spending a whole day on site, they will likely need some desk time to work alone. Their spatial requirements will change throughout the day and an effective office must accommodate the full gamut.







Adding acoustic properties to the partitions – as well as to fixed walls, ceilings, and even furniture – is a simple solution to increase adaptability





We'll be moving around in our offices more often and using furniture that can move with us is a simple way to bake in flexibility. For instance: a high-backed sofa light enough for an employee to swing around, transforming a corner into a huddle space. Or a rolling whiteboard that helps get the creative juices flowing and then spins to share ideas with another group. How about an upholstered chair that you can drag out of a breakout zone at the end of a meeting to work on your laptop in a quiet corner? Let's face it, we've all grown used to spending part of our work day curled up somewhere more inviting than a task chair and these types of furnishings also take some of the rigidity out of the office to create a more relaxed environment that fosters innovation and collaboration.

# Meeting Room



Values are used to define a brand, but the influence is now what's relevant in developing a sense of brand loyalty and pride to something, someone, or a cause.

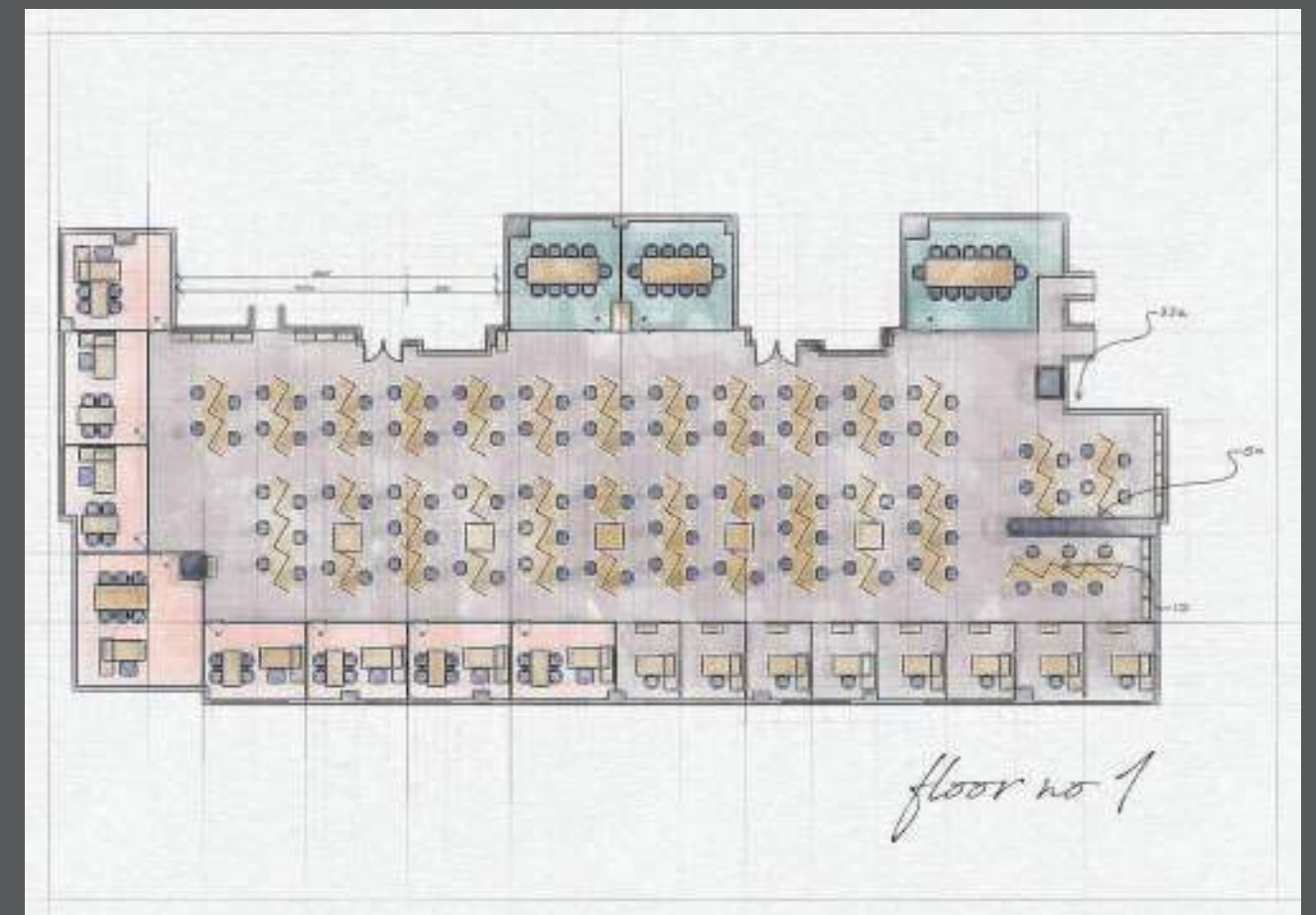
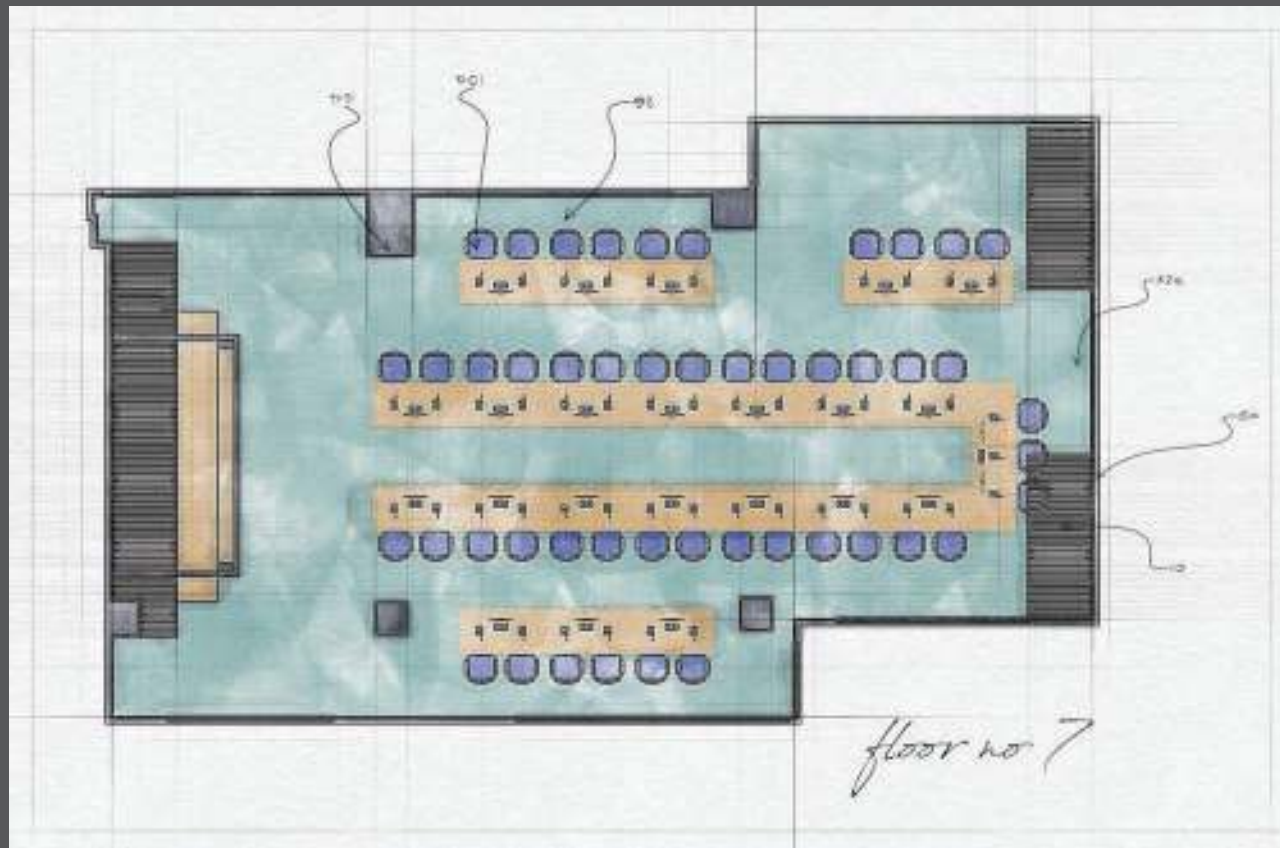


Design of experiential spaces should define that space's intention and carry users on an emotional journey with touch-points and sensorial aspects that push the narrative forward. Emotion plays a significant role in this design approach, along with memory, multi-modal sensory experience, and creating happiness.





# Hamrah Aval Project Plan





قطارهای فدک  
FADAK TRAINS

# Fadak Trains Project

In the project of designing and producing office furniture for the office building of Fadak Trains Company, we faced several challenges: First, an important part of the interior design of the building in this project had already been implemented and in the middle of the road had undergone changes that may have affected the nature of the design of office products and furniture.

For example, we used MDF with natural wood veneer on some tables and part of the wall coverings, so that we could bring together the inherently contrasting elements of the design.

In parts of this project, by using colored glass in the partition, which was one of the colors seen in the floor stone, while making changes in the beauty of the environment, we provide covered spaces that were requested by the employer.

The second challenge was that the furniture designed and produced had to match the visual identity of the company, which had previously been designed and implemented by other teams.

The third challenge was project scheduling, which had to be completed in a limited and fast time frame.

Finally, the project of designing and producing office furniture for the central building of Fadak Trains Company was successfully completed in March 2017 by Paadiran Office Interior Decoration Consulting Company.





## Workstation

Color temperature, location, and amount of a certain color in a space prompt particular emotions: warm vibrant colors like yellow and green can increase communication in a collaborative space, while purples and blues in another, smaller space can increase comfort, and in spaces intended for relaxation or reflection, blues are appropriate





# Executive Set

Now, more than ever, workplace strategy teams have an important part to play in helping to give clients the consultancy they need throughout the design and build process to ensure they get the very best out of their workspaces.





# Meeting Room







## Workstation

As design influencers, we play a pivotal role in fostering brand loyalty in the workplace. Yet, in today's world of brand (over)saturation, the notion of authentic brand loyalty has evolved.



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# Partitions

How we live and work has evolved; we can and do work anywhere. The workplace has evolved, and it needs to represent how we live and work – dynamic, flexible and agile



# Fadak Trains



There's a growing recognition of how meaningful design can transform corporate cultures and positively impact business performance





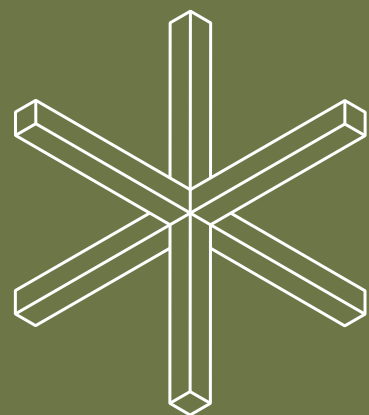
How each of us interact with the new office environment will depend entirely on the individual. There are those who have excelled in a work-from-home environment and may be more reluctant to return than those who gain energy from being in the office every day. What will matter for employers and building operators is to create the spaces that cater to different employee personalities and allow for the individualization of experience in the office. And what will become more prevalent are advanced technologies such as sensors, smart badges and digital apps, which hold the potential to enhance the experience of working in the building.





# Fadak Trains Project Plan





موزه هنرهای معاصر تهران



# Tehran Museum Of Contemporary Art Project

The Museum of Contemporary Art of Iran is one of the most significant works of contemporary Iranian architecture, which was built by Kamran Diba in 1977.

In the long years of its existence, this collection has always been one of the current-creating parts of Iranian art.

The design of office furniture for a part of the office building of the Museum of Contemporary Art, which is one of the leading buildings in contemporary Iranian architecture, in 1399 was assigned to the Paadiran office equipment design company.

Using bright colors, textures, and patterns similar to wood, using large volumes, avoiding the use of additional lines and textures in product design, observing the use of colors derived from nature that retain their charm over the years and the correct and appropriate use of the philosophy of open workspaces were among the principles that were considered in this project.

Working on this project was exciting for us in many ways. Matching the design and color of the desks with the part of the building's interior that was cement and had changed color over the years, but still represented the main spirit and essence of the building design.

In addition to maintaining, the simplicity and practicality of the products were one of the challenges of this project.



Social space is important, so we will want to include more flexible amenities like Town Halls and cafés. These offer a place for meetings large and small, socializing, and company events of all kinds.

# Conference Desk





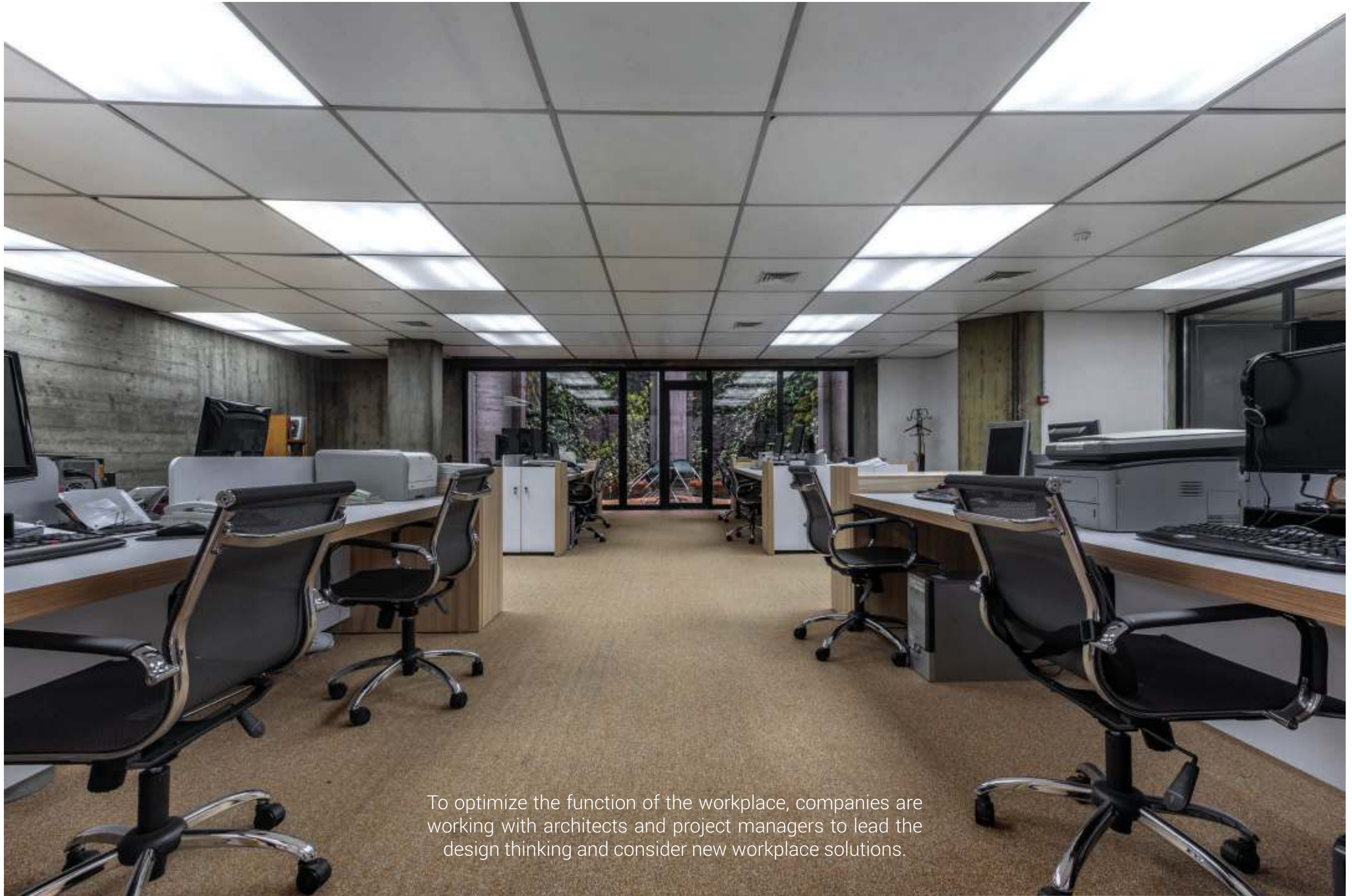


But collaboration is not just about group work, it actually requires solitude too. Effective collaboration happens when there's an ebb and flow of people coming together to work as a team and then moving apart to focus individually, process their ideas and follow up on assigned tasks. Too much together time, without enough individual focus time can result in groupthink.





# Workstation



To optimize the function of the workplace, companies are working with architects and project managers to lead the design thinking and consider new workplace solutions.



Cleanliness and happiness are closely linked, with numerous studies showing that clean and tidy spaces boost concentration, are more inviting and attractive to both internal and external clients, and have a positive impact on morale and productivity



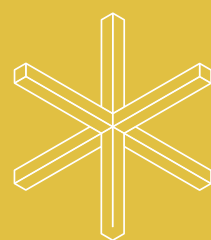
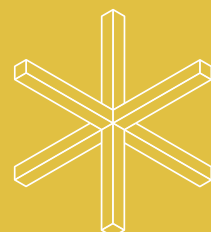
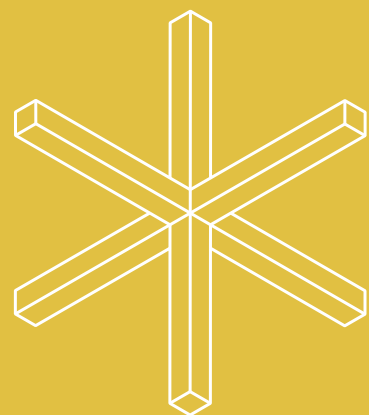




## Meeting Room

We find ourselves more fluid in both how often we are in one workplace as well as what we do when we are within a workplace. Our needs in the workplace change with the activity; making phone calls, 1 to 1 video calls, conference video calls, focus work, meetings, informal chats, group sessions, stand-up sessions, etc. and we need spaces that facilitate each of those most effectively.





# Arman Sabz Adineh Project

Arman Sabz Adineh Company is a large company in the field of preparation and production of agricultural and horticultural inputs and products, which started its activities in 2007.

The construction project of the company's head office on Sheikh Baha'i Street in Tehran was completed in late 1399, and at the same time with the development of the final parts of the building, the interior design and design and production of the office furniture of the company was left entirely to Paadiran Company.

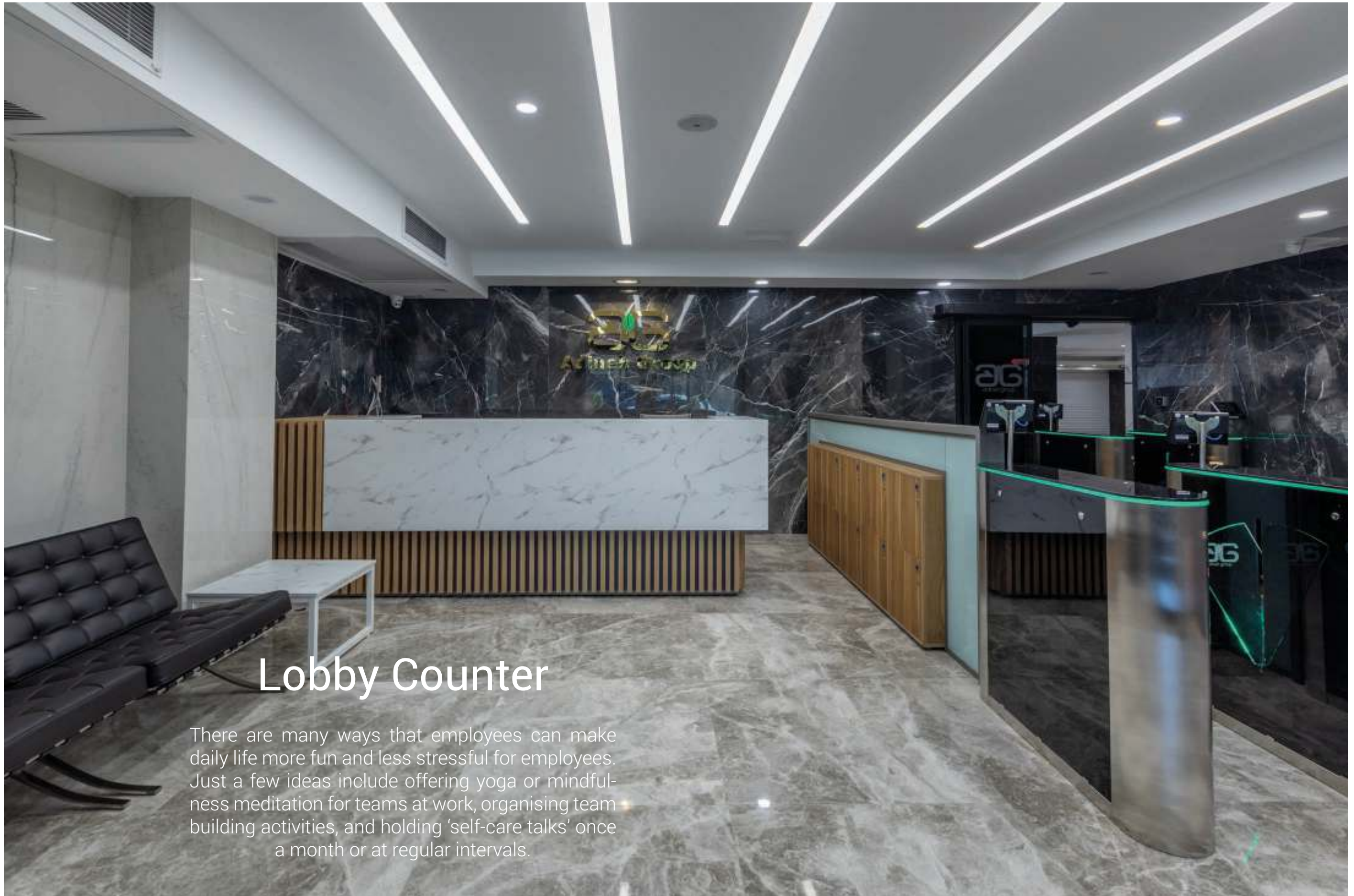
In designing this project, in addition to the previous conditions, due to the employer's time requirement to evacuate the company's scattered offices in several buildings and the integration of all activities of the organization in the new headquarters, time constraints had to be considered.

The central building of Arman Sabz Adineh Group, with 7 floors and an approximate area of 1800 square meters, was one of the projects carried out in 1400 by the Paadiran office interior decoration consulting company. The main challenge of this project was the scope of activities of this holding, each of which had different organizational identities, interests, needs, and necessities, and it was necessary to provide different designs and products for different parts of this organization. At the same time, organizational integrity had to be observed.

Also, the accompaniment of different parts of the organization, which was a combination of shared workspaces, private rooms, public and private spaces, increased the complexities of interior design and design and production of office furniture in this project.







## Lobby Counter

There are many ways that employees can make daily life more fun and less stressful for employees. Just a few ideas include offering yoga or mindfulness meditation for teams at work, organising team building activities, and holding 'self-care talks' once a month or at regular intervals.



# Workstations

Today, designers are just as valuable brand storytellers as any marketing campaign. We are social scientists. We have the ability to impact human behavior through our design decisions, influencing emotional connection to space in such a way to spark a sense of belonging and purpose.





# Counter

As designers, we must continuously strive to understand our audience – the end-user – and build spaces that reach both their hearts and minds. A large part of this leveraging design to create moments or memorable experiences that take users on an emotional journey through the company's brand.



Die Double-Glazed Partition





## Amphitheater

In the workplace, daylighting, the use of natural light to reduce traditional electrical lighting, continues to be increasingly common. Not only does it reduce energy consumption and offer a sustainable option that many consumers are seeking, its impact on personal health can be even greater



# Executive Set

Most of all, create exciting spaces that are a joy to be in.



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Paadiran Site



The reality is that no two workplaces, nor indeed even two people in the same role, are the same and will require the same solutions. We need to provide workplaces that offer enough variants of all types of spaces and that can provide dynamic solutions to variations in utilization.







Now, more than ever, companies seek out designers that can provide deeper meaning and authentic experiences within the environments we create – they look to us to tell the story of their brand.



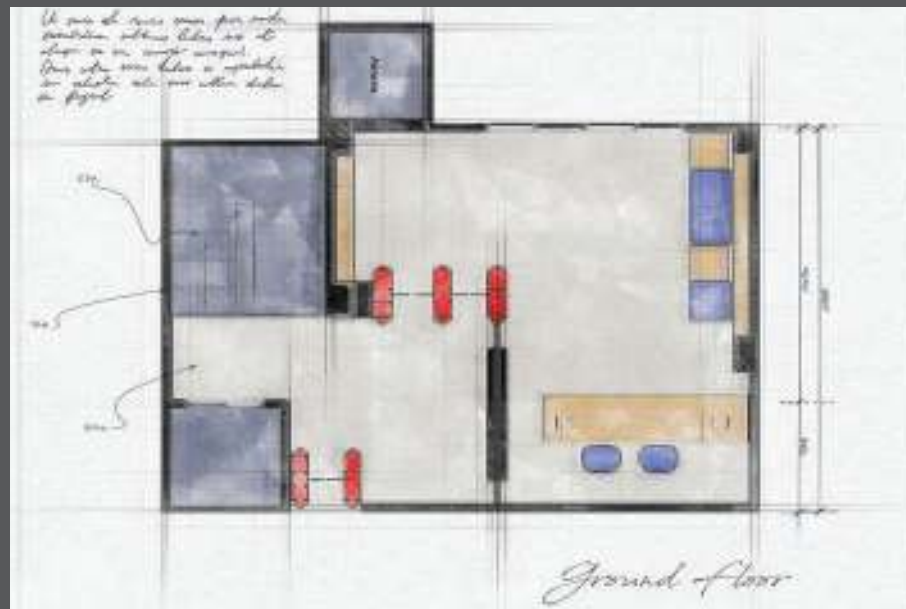
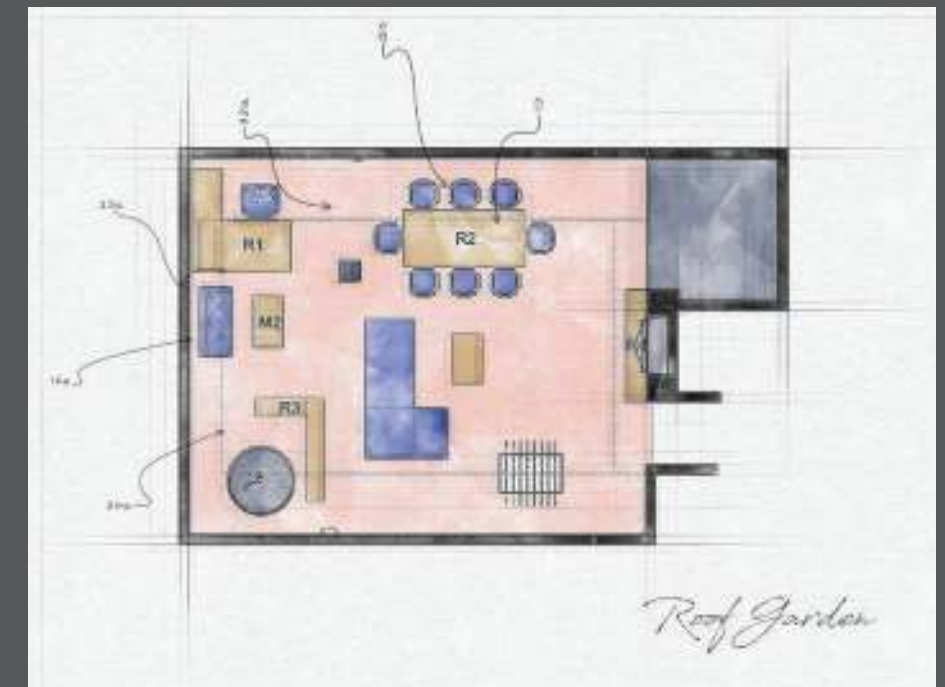


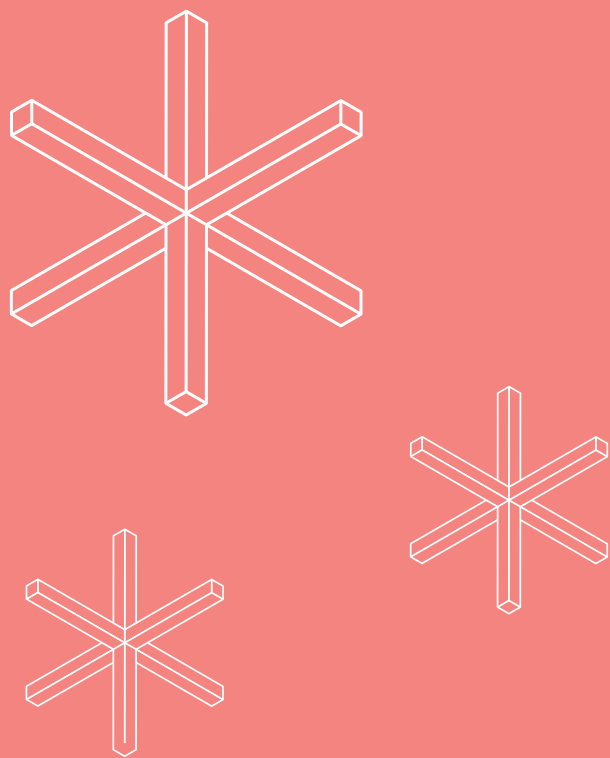
The office environment often reflects a business's core values and culture. Companies look to strive for collaboration and transparency, which is why we're seeing so many new open office layouts.





# Arman Sabz Adineh Project Plan





# Zarrin Barg Persia Project 2021



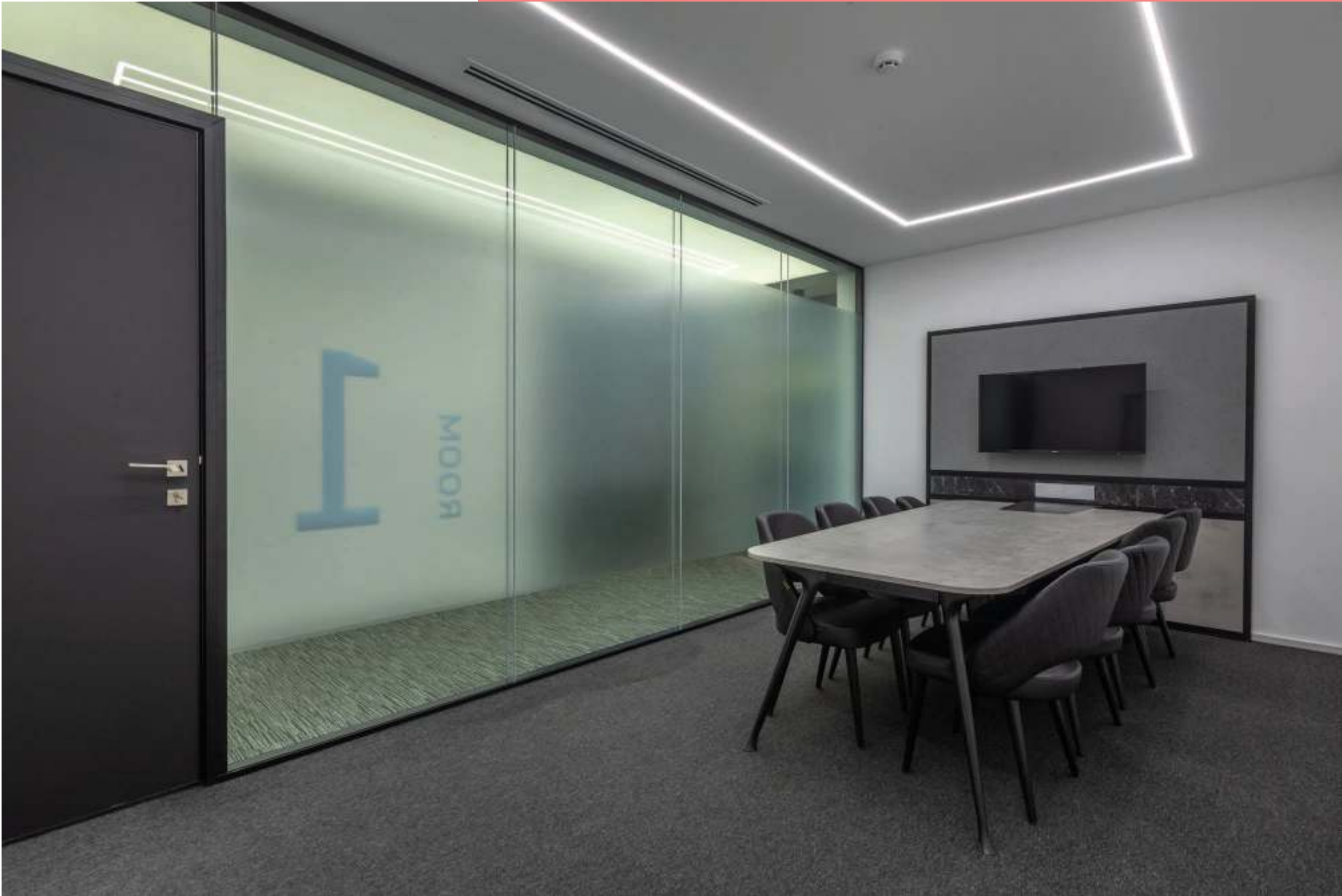
Design and production of office furniture for the head office of Zarrin Barg Persia Manufacturing Company, one of the largest factories producing tissue and sanitary textiles in Iran, located in Bokharest st., Tehran was Another project implemented by Paadiran Company in 1400.

In this project, according to the client's work style, modern and at the same time confidential spaces with two different styles of office furniture were used. We used double-glazed aluminum partitions with colored frames and glass covered with stickers, which created a modern look & provided the custom spaces desired by the client.

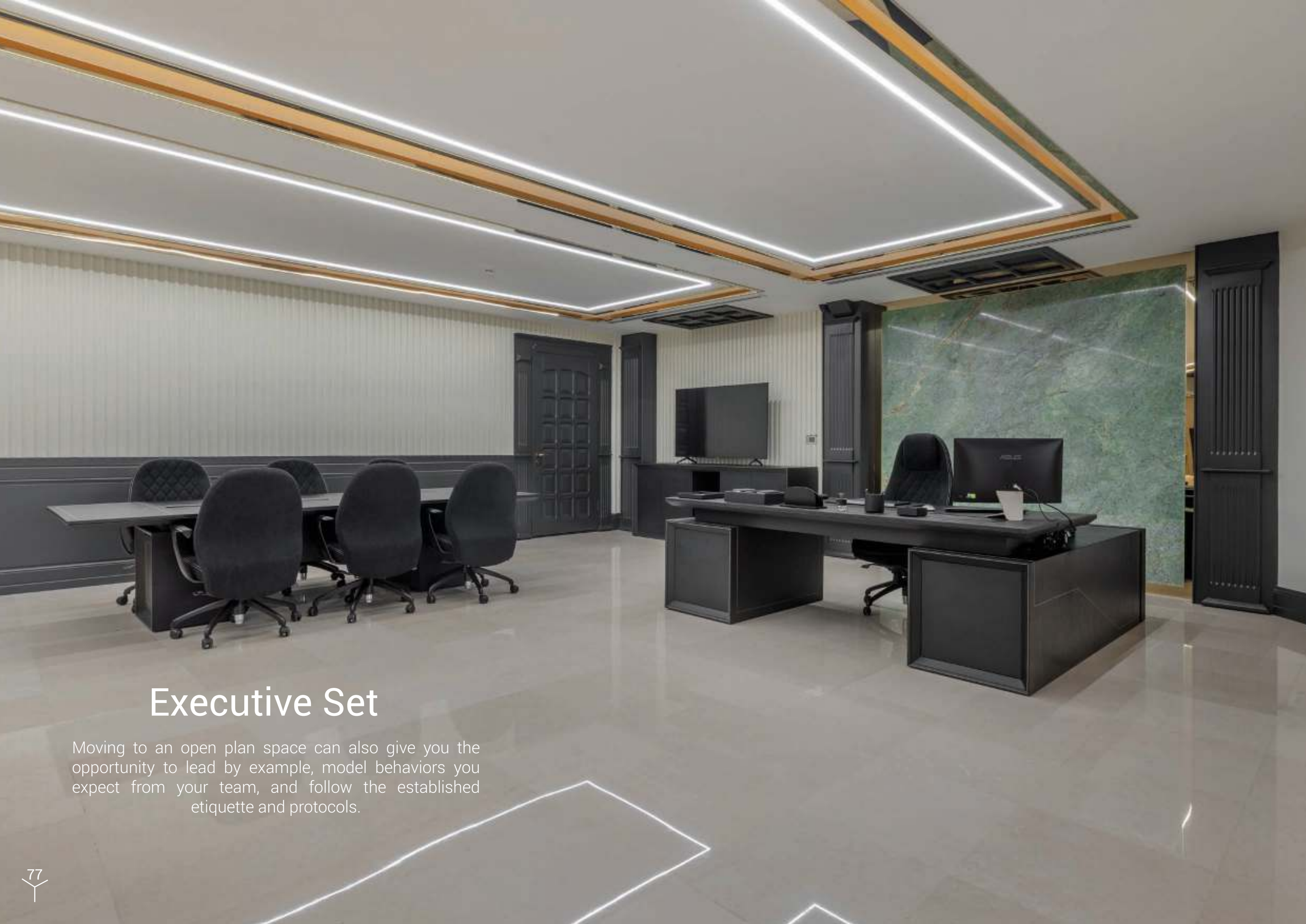
We also used neoclassical furniture with a luxurious design structure in parts of this project and modern and simple furniture in other parts. Also, due to the closed of most work-spaces, light design was very important and while providing the necessary amount of light for each environment, it had to follow a modern appearance and fit the overall structure of the project.



To support company culture and equip modern workers with the resources needed to succeed, you may consider incorporating activity-based work settings into your workspace design.



# Conference Desk



## Executive Set

Moving to an open plan space can also give you the opportunity to lead by example, model behaviors you expect from your team, and follow the established etiquette and protocols.



# Executive Desk



We enter into every project by asking the why of it. Regardless of client, location or market, designers must remember we are designing for people, first and foremost.



## Meeting Room

Today, the physical workplace acts as one of an organizations' greatest tools for implementing business strategy, second only to talent, by supporting a business's goals, driving the organization forward and creating the culture that defines the organization. A strategic, specific, and evolving change management plan can act as the user manual that aligns these impactful tools, talent and workplace, to create a high-functioning organization.





Another critical aspect in the design of your workspace is to understand how your culture is going to be reflected in the spirit of your space. Is the spirit of your space lively and inviting? Stark and modern? Artistic and expressive?



## Double-Glazed Partition

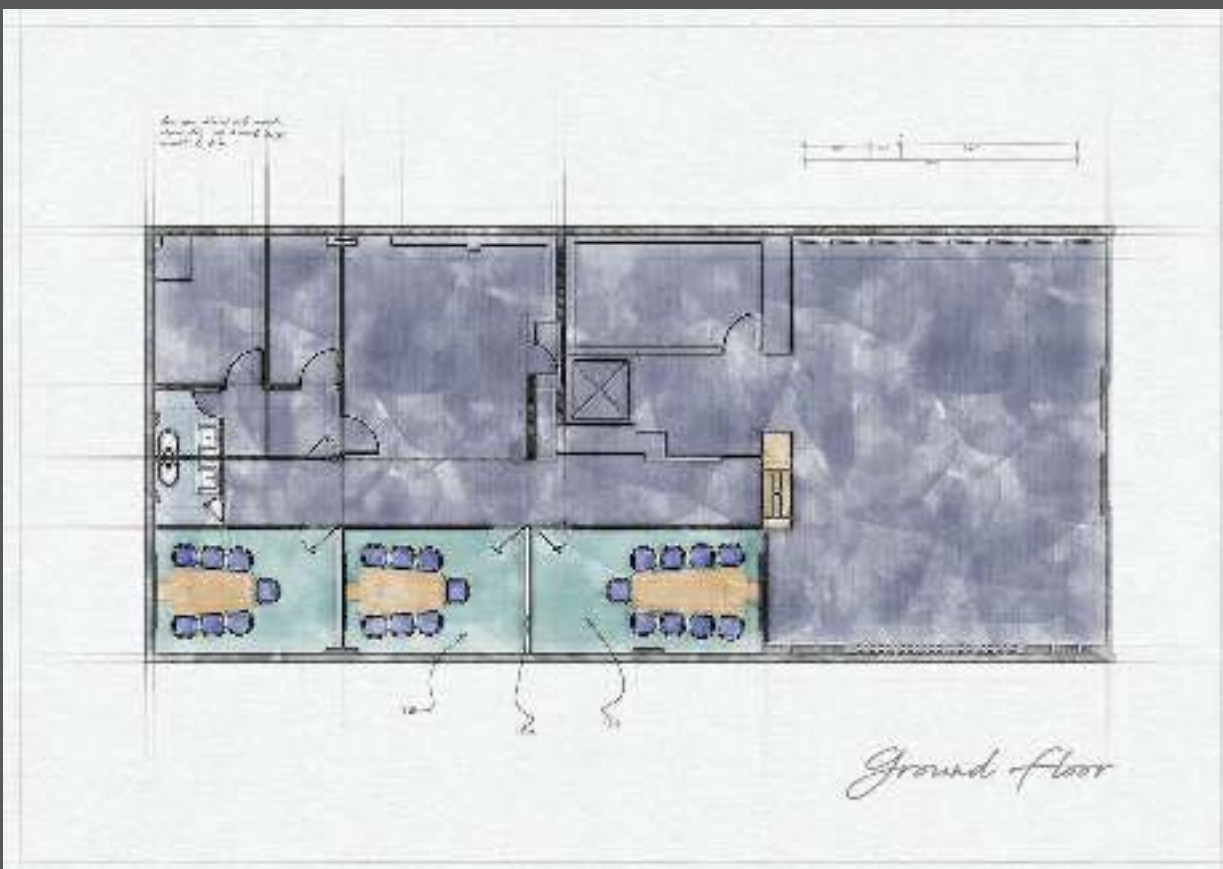
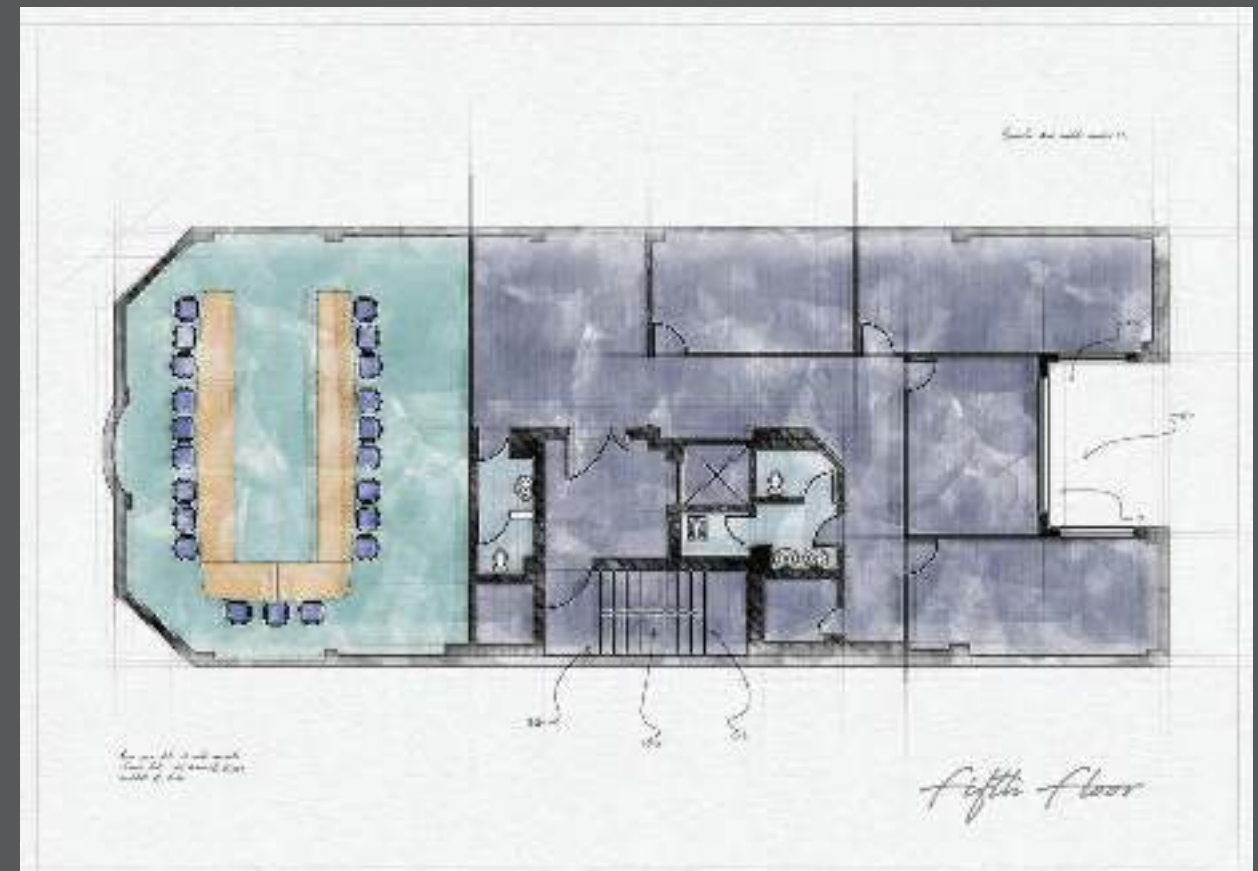
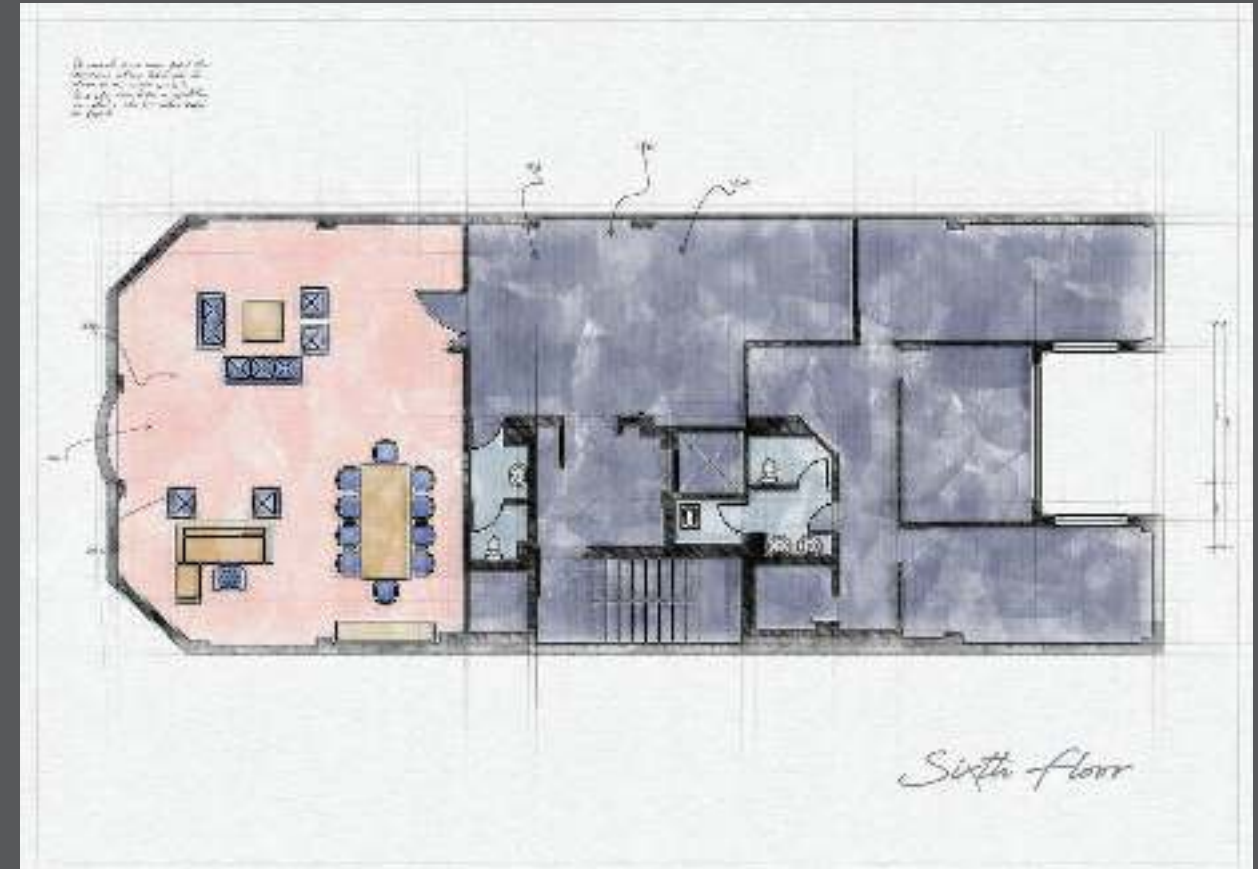
If collaboration and problem-solving are core values of your company, an open floor plan may not be the best approach. Open floor plans are a great idea in theory, but often end up sounding more like a library versus the collaboration and comfort found in offering private office spaces.

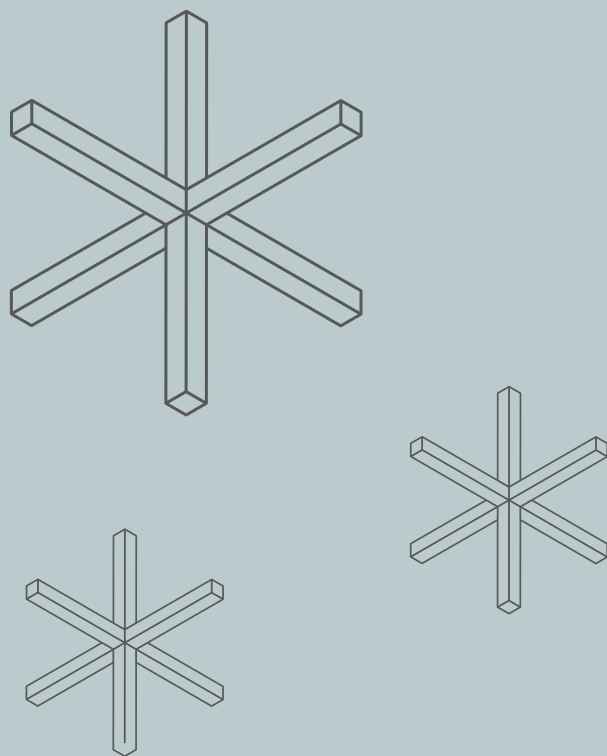




# Zarrin Barg Persia Project Plan

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.





# Sepahan Battery Project 2021

Design and production of office furniture for the head office of Sepahan Battery Industrial Company is another project carried out by Paadiran Company in 1400.

In this project, there is a building that uses elements such as a brick facade and large windows in the architecture of the building. The predominance of light gray in the interior also formed another part of the building's identity. In the first step, the needs of the employer were assessed based on the divisions of the work space and the way of workflow and personnel.

Also, due to the large windows and the visibility of parts of the brick facade of the building, we were convinced that we should use colored families similar to the facade of the building in the color of the office furniture, in order to create more harmony. The use of large windows has resulted in very good natural light in all parts of the building, and so we use the natural light in the interior divisions to create more harmony with the large glass windows of the building. We used glass dividers between people in workstations and partitions used in different sections.

This project was successfully completed in the summer of 1400.

**سپاهان باتری**  
**SEPAHAN BATTERY**  
انرژی برای زندگی





# Workstations



The spaces and walls in your workplace are an extension of this spirit because your business process affects your workflow process and space – start there



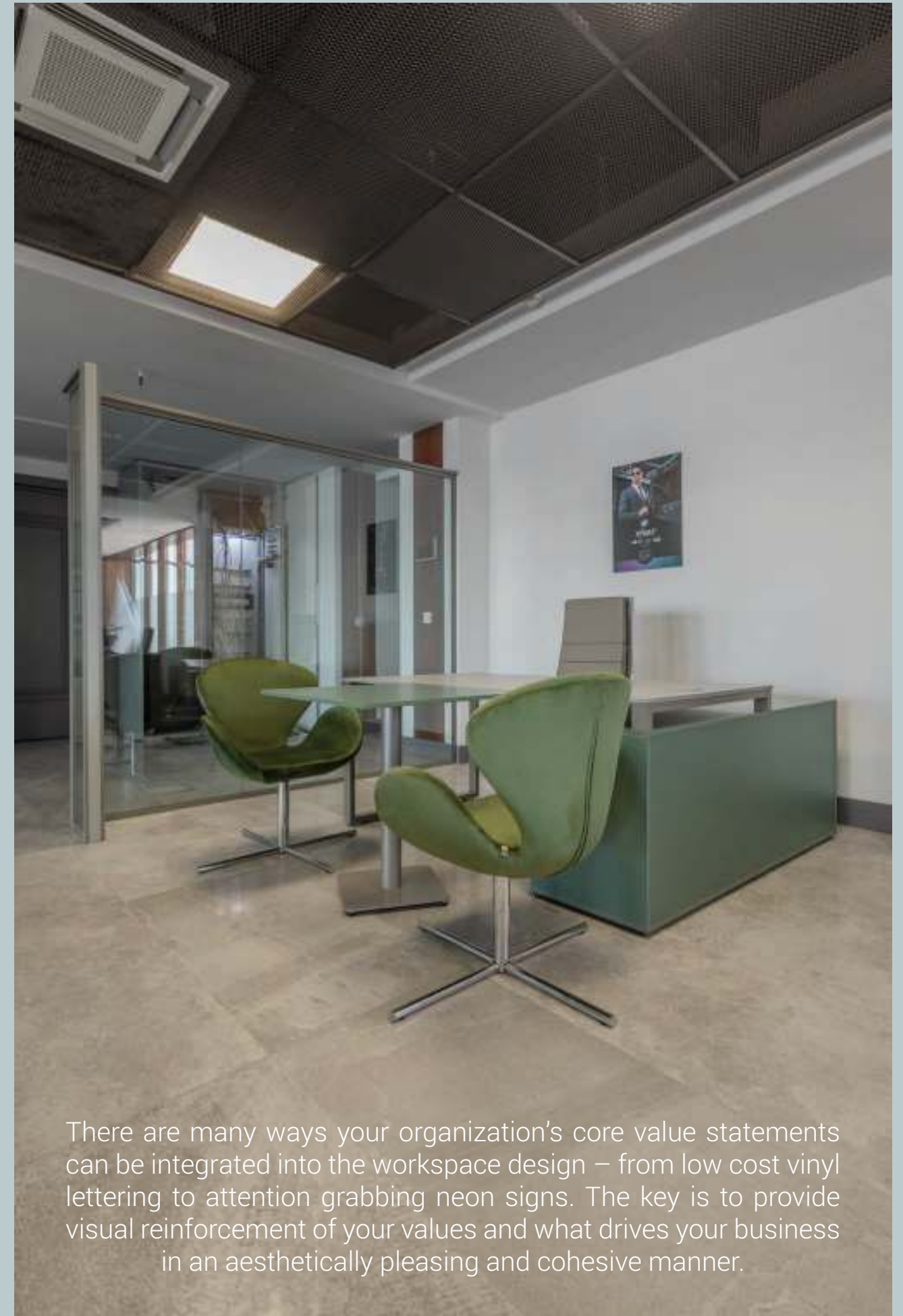
If creativity and inventiveness are major drivers of your business, your architect and designer may want to consider incorporating biophilic design elements into workspace design. Recent studies have suggested that spending time in nature can lead to enhanced creative thinking and even improvements in problem-solving abilities. While outdoor workspaces may not be practical or even possible for some businesses, integrating natural elements such as a living wall, live plants, unfinished woods, and natural tones can be cost effective options for inspiring creativity and inventiveness.







## Double-Glazed Partition



There are many ways your organization's core value statements can be integrated into the workspace design – from low cost vinyl lettering to attention grabbing neon signs. The key is to provide visual reinforcement of your values and what drives your business in an aesthetically pleasing and cohesive manner.



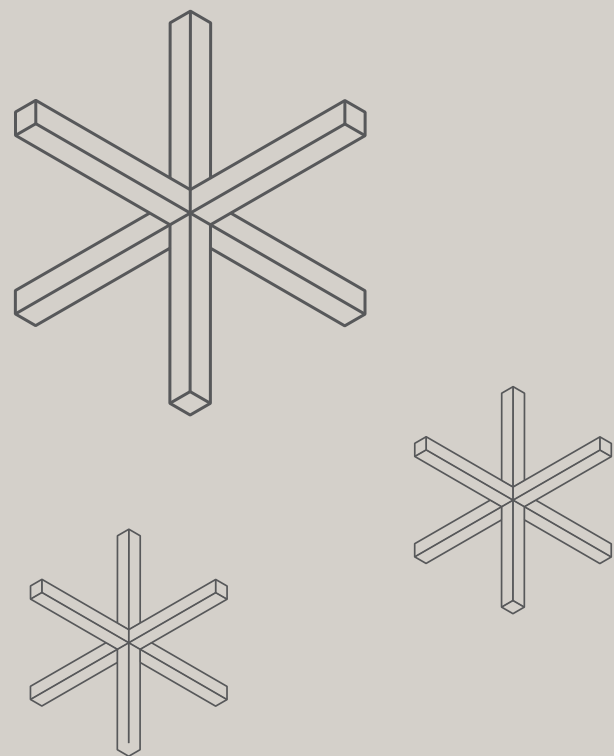
# Manager Desk

The variety of activity-based work settings that can be incorporated into workspace design are numerous. However, their inclusion in your workspaces should be guided by your organization's culture and values, and can include informal meeting spaces, formal meeting rooms, and project rooms.





[illegible]



# Solomon Carpet Project 2021

Design and production of office of Qali Soleiman Manufacturing Company was another project implemented by Padayran Company in 1400. In this project, we faced several challenges. First, the products of this company, which are carpets and rugs, mainly follow the frameworks and standards of traditional Iranian art, which creates a strong mentality for the audience.

So in the first step we had to determine whether we should follow this visual identity or not. Based on intensive and long-distance negotiations with the employer, the decision was to follow the visual identity of the central building of modern principles and independent of the mental identity of the company's products, because it has a modern and leading work structure among its other competitors despite being one of the most successful companies in the field of production which is taken from traditional Iranian arts,

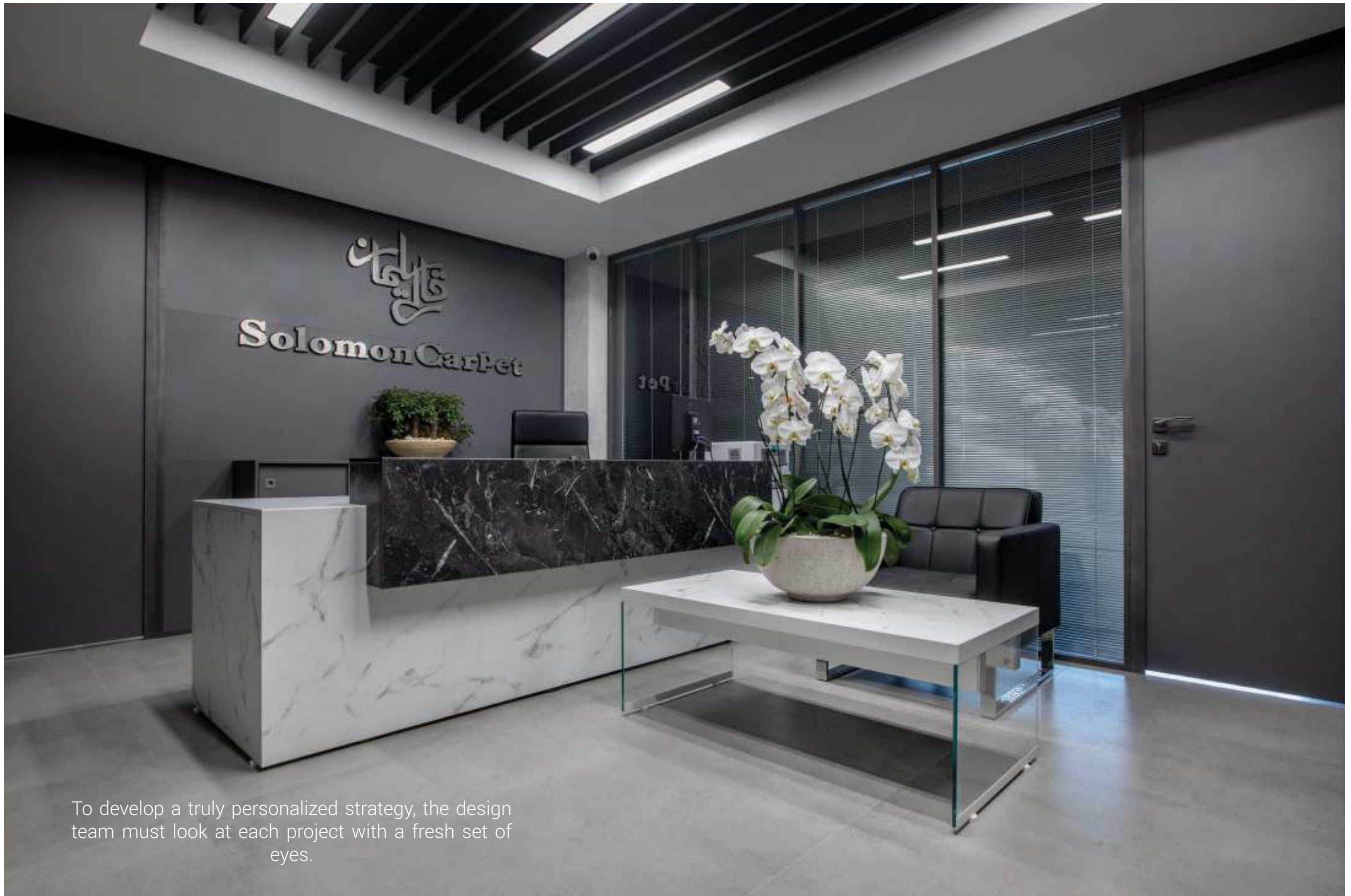
In the second step, we had to decide on how to divide the workspaces and to what extent these spaces are formal and informal, private and communal, open plan and closed rooms.

Based on the initial history that was compiled, we decided to use neutral colors, aluminum partitions with large partitions and glass with shutters for the possibility of using open or closed workspaces, tables with glass bases or Low-volume metal to reduce the visual volume of these items and the use of MDF with stone and cement coatings to enhance the modern feeling, were among the details that we considered in the implementation of this project.

In designing this project, we had the honor of accompanying Ms. Darya Afshar, one of the most famous and experienced designers in our country.



# Counter

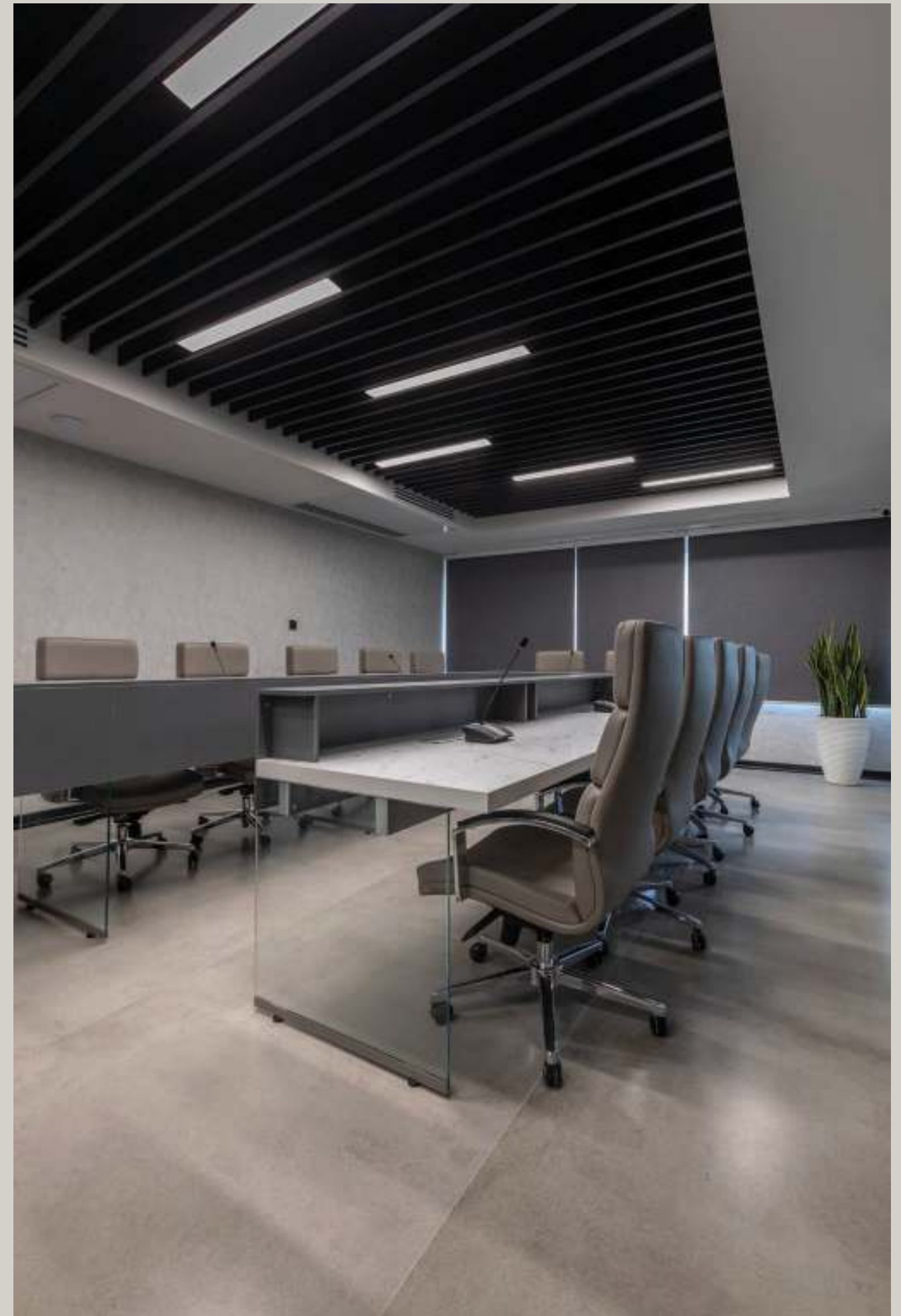


To develop a truly personalized strategy, the design team must look at each project with a fresh set of eyes.



# Conference Room

Presence driven cultures have led to expectations of longer productive work hours and anytime/anywhere technologies have driven that expectation of accessibility and availability into every evening dinner and straight through the domestic front door





Color palettes are trending in a more expressive direction, perhaps correlated with a “happiness” factor.





# Counter

Clients come to branding experts looking to differentiate their company in the market and create a sense of authenticity that sustains their competitive edge. Successful brand designers take time to listen and learn about all the nuances that make the client who they are and what they aspire to be.



Double-Glazed Partition





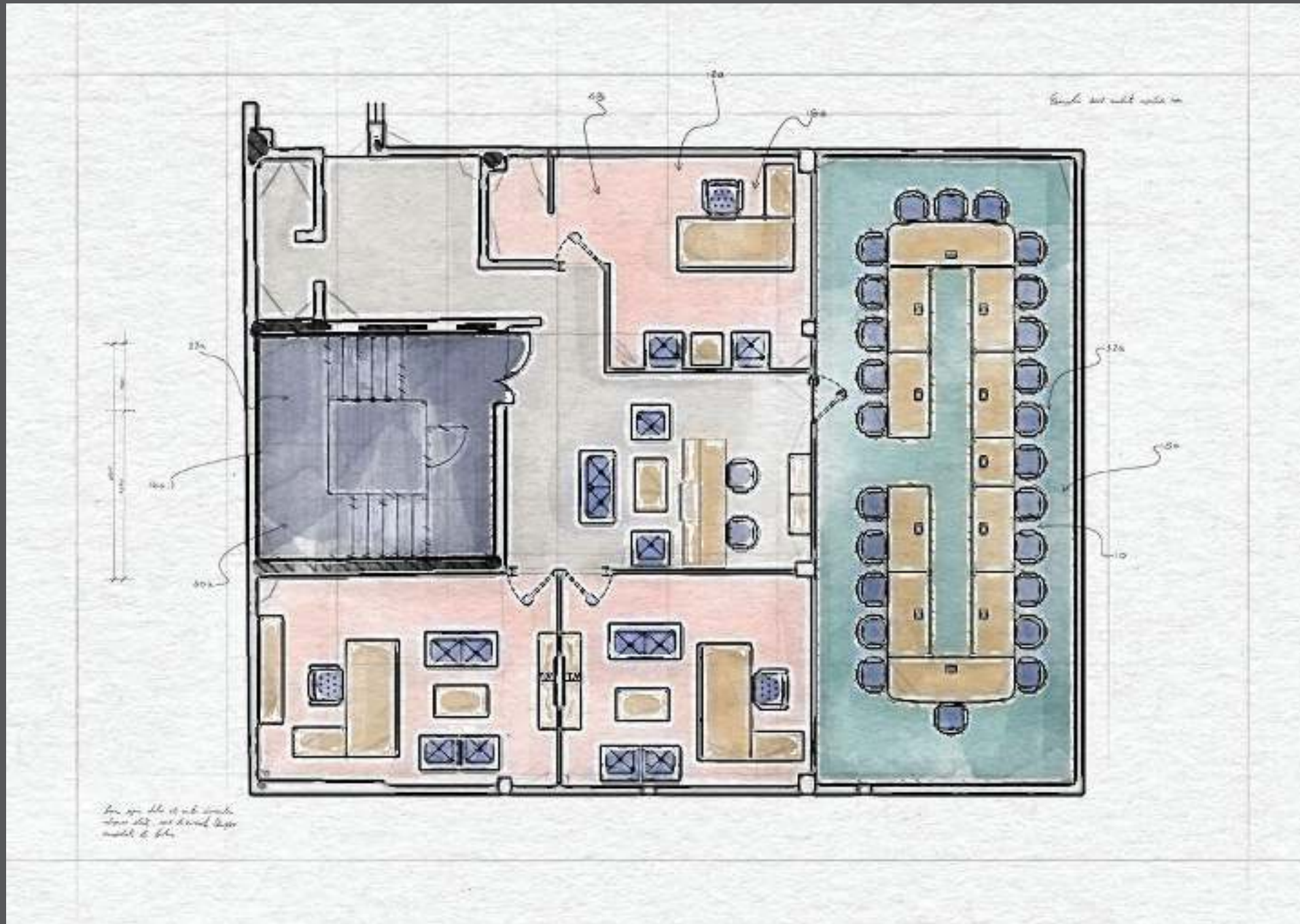
## Executive Set

As fewer people return to the day-to-day corporate office setting, it's more important than ever to invest in your work-from-home environment as it shows as a reflection of you. It's not just how you live; it's how you work, how professional you are, how professional your setup is. It's a reflection of you and your business.



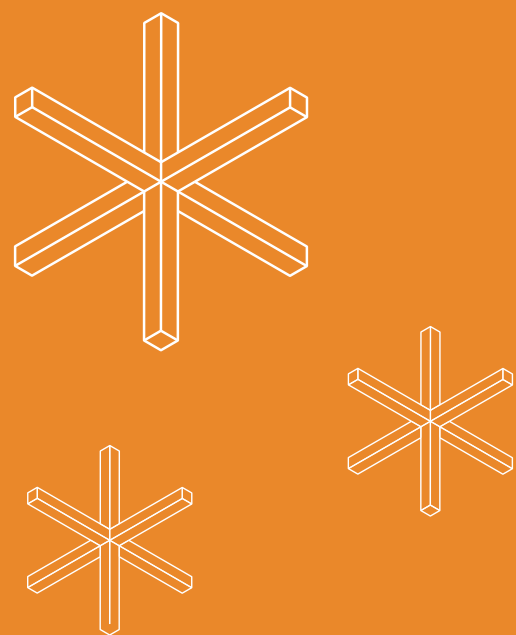
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Paadiran Site

# Solomon Carpet Project Plan



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.





# TisswoodProject 2021

Design and production of office furniture The project of Tis Choob central office in Tehran is one of the completed projects in 1400 of Paadiran company.

The main activity of this company is the preparation and production of various types of chipboard and MDF sheets, MDF coated sheets, MDF sheets with melamine and glass coatings and other related items in different dimensions and sizes and used in Is the furniture industry.

In this project, we had to follow some important principles: First, we had to choose furniture that has a high design flexibility and can simultaneously, taking into account the functional requirements and maintaining the same style in design in all tables, including the executive desk, conference desk, manager desk and workstation.

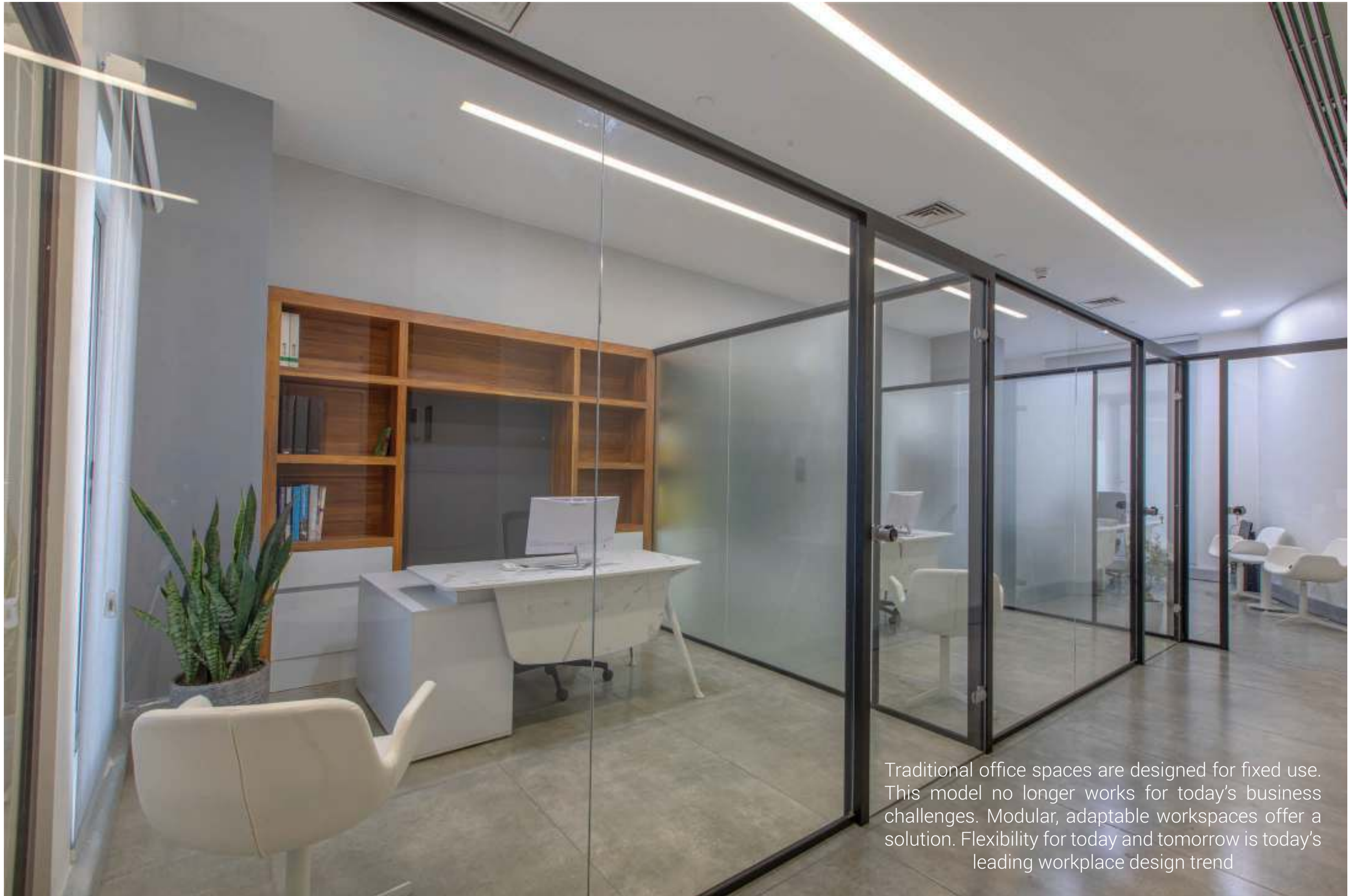
With the choice of the Fara table family, this challenge ended well. All tables used in this project are from the same family and while maintaining the integrity of the design, they also have different uses.

In the next step, due to the employer's desire to use color in the interior design of the workplace, we had to use single-glazed partitions in which colored glass or profiles could be used.

At the same time, we had to be careful so that the minimal atmosphere of the company's interior design was not disturbed and all sections of office furniture followed the same principles.

The selection of office chairs and sofas was the last and important part of this project, which had to follow all the previous principles and at the same time provide ease of use for different uses.

# Single-Glazed Partition



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





## Manager Desk

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.



# Executive Desk

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.





## Conference Room

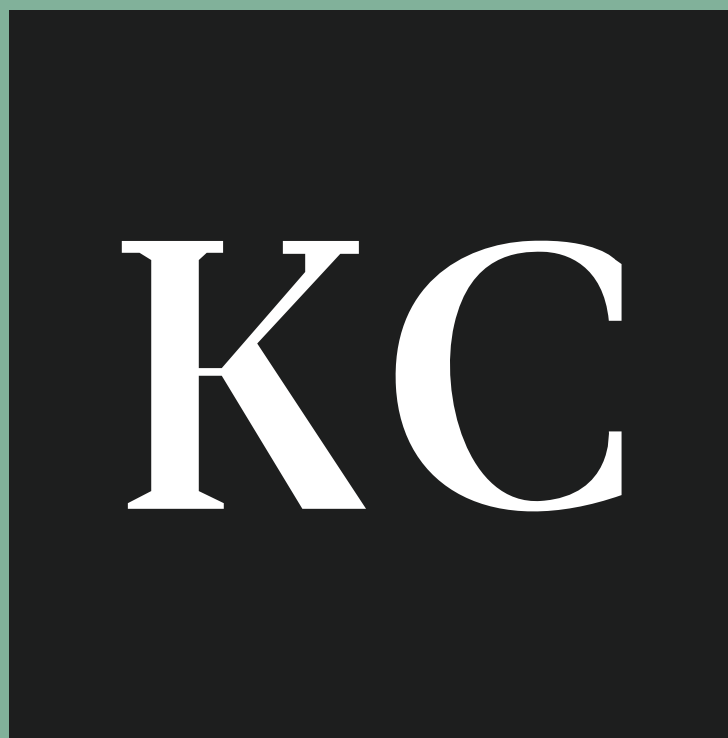
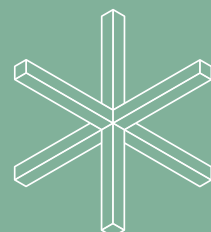
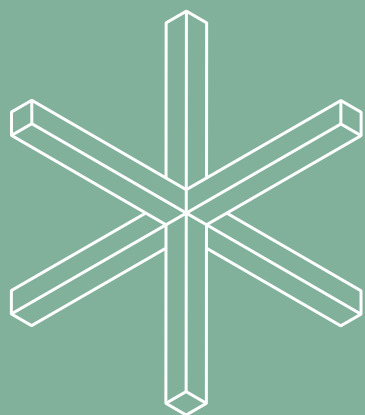
The future workplace, which will also embrace a hybrid reality, can continue to evolve and respond to people's needs by increasingly focusing on equity and inclusion efforts to strengthen company culture, to form new virtual and physical connections, and to ensure everyone feels welcomed and set up for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





# Tisswood Project Plan





# Karan Gostar Investment 2021

The project of designing, producing and equipping the office furniture of Karan Gostar Investment Company, located in the office tower of Shemiran Center, was one of the projects that Paadiran Company carried out in 1400 in collaboration with Diba Company.

In this project, one of the main elements that had to be observed in all different parts of the project and in all the details of the office furniture used, was the main and dominant color in the project.

Due to the main nature of the employer's job, which is activity in the financial field, in all work sections of this project, archive cabinets, filing cabinets, libraries and wall cabinets should have been used in large volumes. Also, this part of office furniture should be designed and produced in a way that does not occupy a large visual volume and at the same time has a high degree of flexibility.

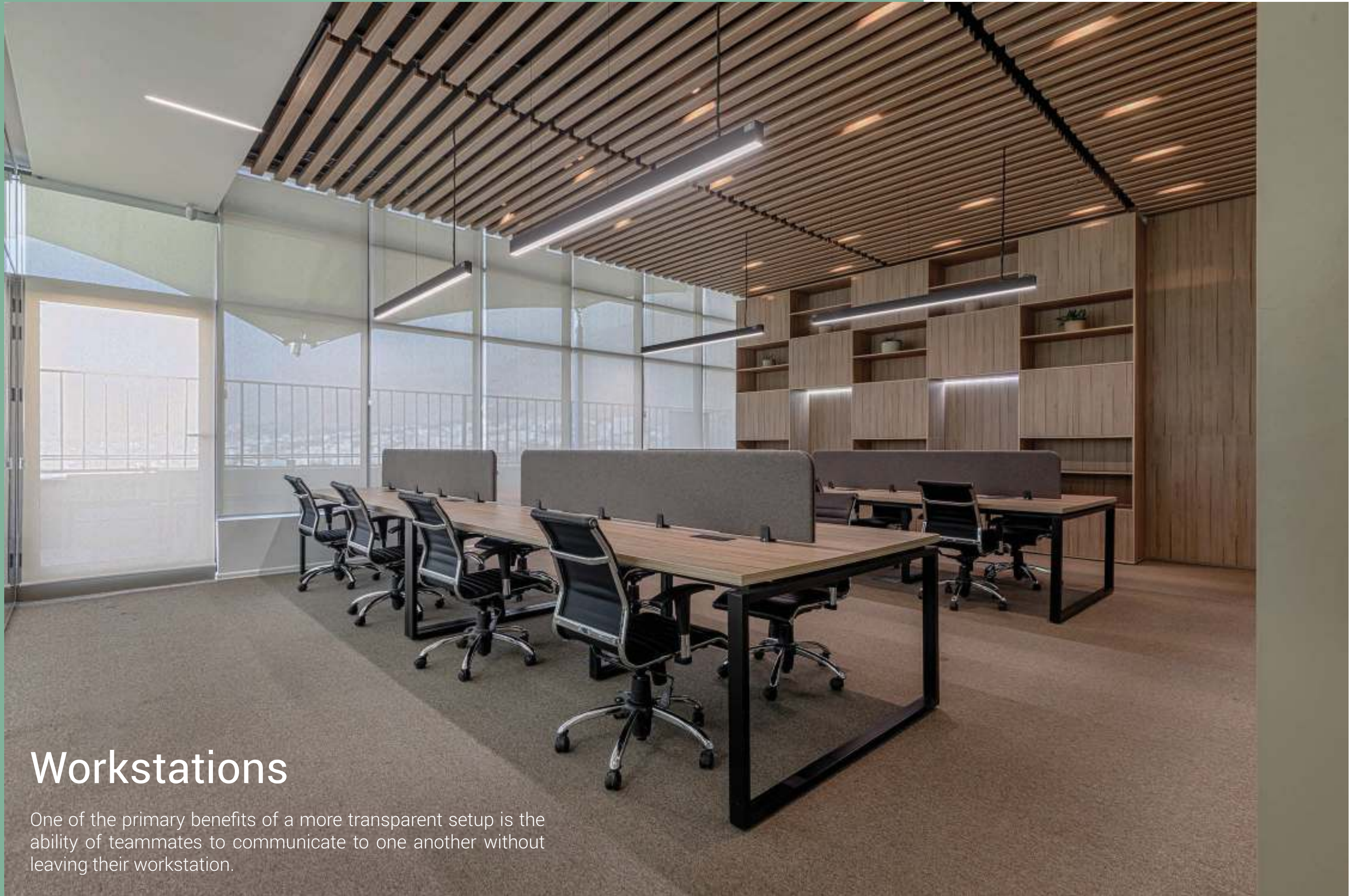
The geographical location of this office, which is located on one of the upper floors of an office tower in the north of Tehran, provided the opportunity to make the most of the natural design and attractive landscapes in the interior design.

As a result, the use of glass partitions with large slats is one of the design principles of this project. To create more harmony, all the profiles of aluminum partitions used in this project were painted in Paadiran factory with electrostatic coating.

Another feature of this project is the use of cupboards that are installed next to the windows and by installing a seating area, they have become flexible furniture for holding short working meetings and using environmental capabilities.

This project was designed by Diba Company and Ms. Leila Iraqian and Mr. Alireza Behzadian.





## Workstations

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



# Meeting Room







## Conference Room

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.

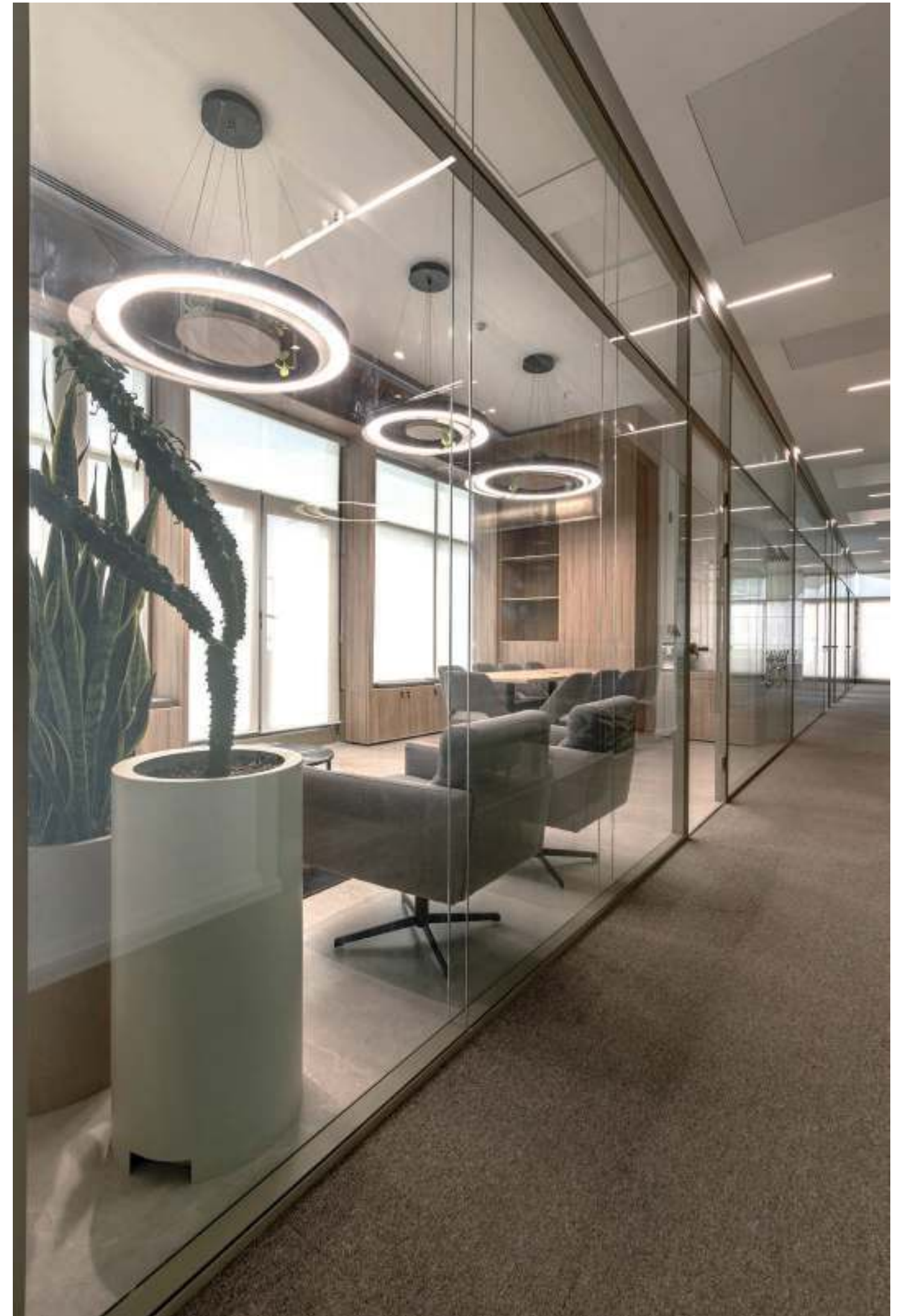


Every employee wants to produce and do well and have pride in their individual work, and as a team the workplace has to provide a tool for them to express creativity in a productive manner



## Di Double-Glazed Partition

When employees do make purpose-driven visits to the office, they will have a number of tasks to take care of in those hours. Meeting with a client, brainstorming with colleagues, reviewing work, checking in with superiors. And if spending a whole day on site, they will likely need some desk time to work alone. Their spatial requirements will change throughout the day and an effective office must accommodate the full gamut.







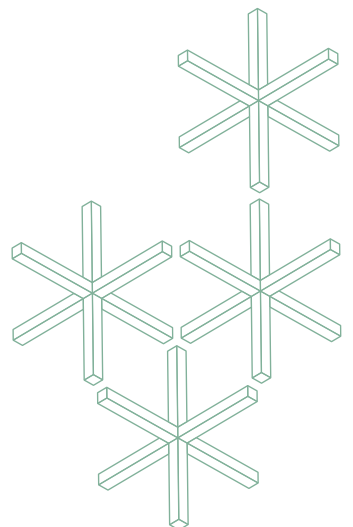
## Conference Room

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.





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





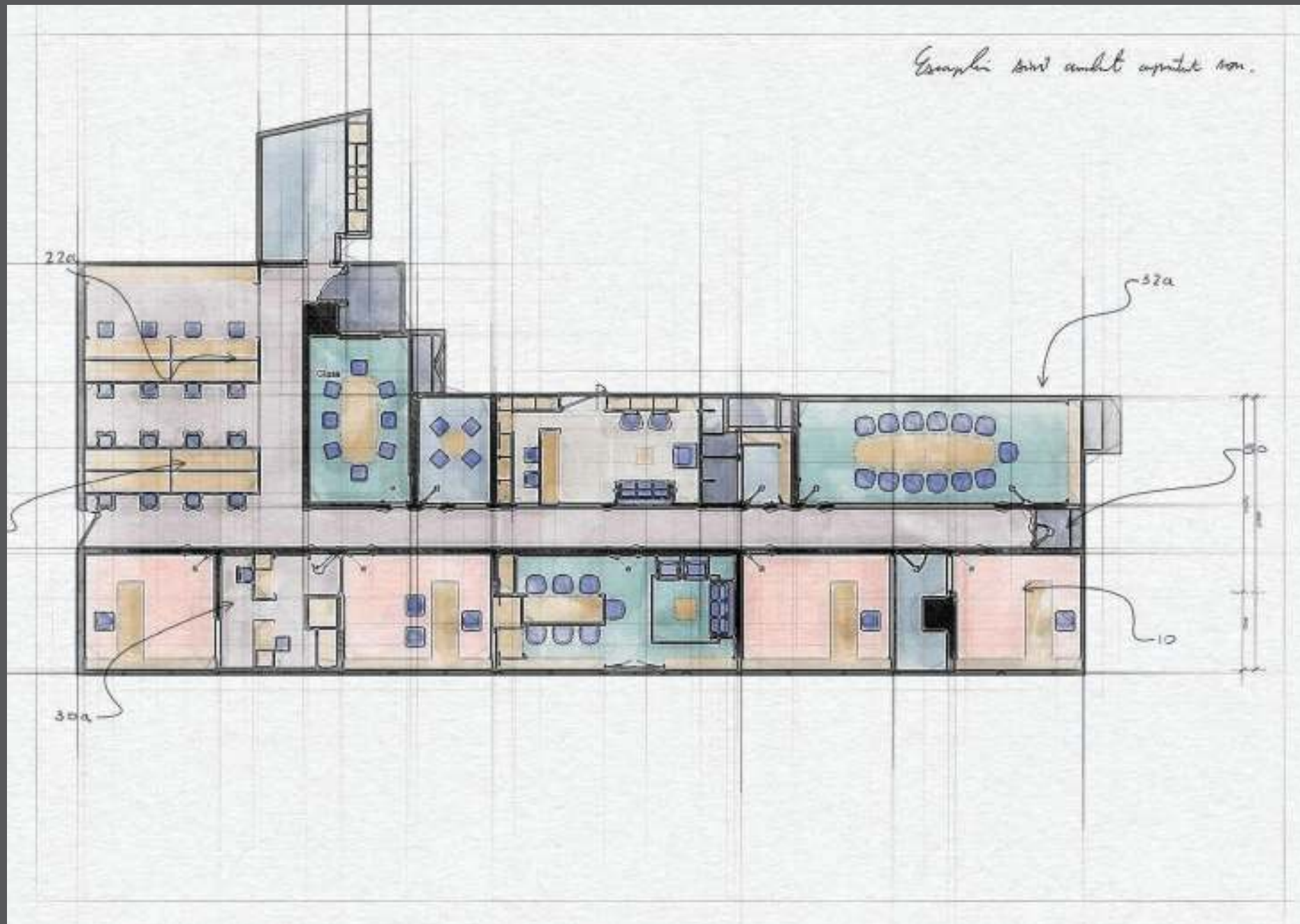
# Workstation



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.

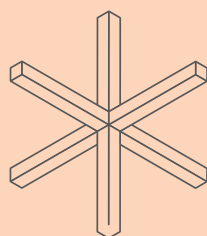
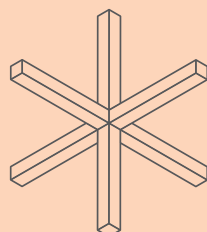
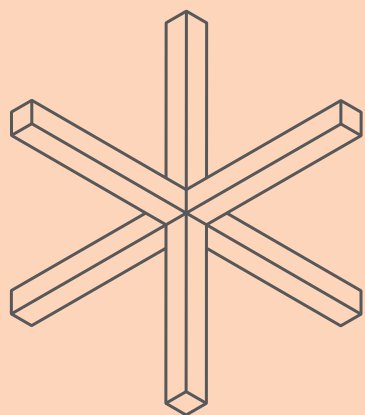


# Karan Gostar Investment Project Plan



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.





# ایران رادیاتور

## Iran Radiator Project 2021

Iran Radiator Production Company consists of several production units, with nearly 50 years of activity, it is one of the oldest and largest production units in the country, which operates in the field of producing all kinds of domestic and industrial cooling and heating systems.

Last year, we managed to successfully complete the design, production and implementation of office furniture for Iran Radiator Company's head office in Tehran.

In this project, which was implemented in 6 floors of 400 square meters and a total of 2400 square meters, a department with specified organizational tasks has been established on each floor.

Management, internal and external trade, after-sales, technical, IT and executive departments are located on the same floor.

Even though each class has a separate organizational division from other classes and naturally they should use office furniture designed based on the work style and related job description, at the same time, they should use the same approach in the DNA of designing office furniture and partition products. We used glass.

Observing these two principle at the same time has made it possible to make changes in the design of office furniture and partitions on each floor, while observing the functional characteristics of these products, the identity of the customer's brand is also respected and we do not face different designs when walking on different floors. The use of the dominant color theme of gray, the use of aluminum and glass, and the minimal and simple design of office furniture helped us to meet the demands of the client.

The precise and flexible design of Paadiran glass partitions made it possible for us to simultaneously use colored glass in one part, shutters in another part, and large and transparent glass in other parts for the different demands of the client to embed.



## Double-Glazed Partition

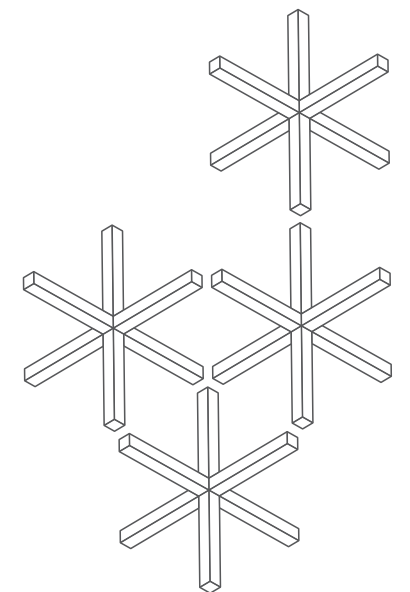
Co-creation is designed to unleash the hidden creativity, opportunities, and unique cultures of companies to create flexible, human-centric workplaces. It addresses elements of successful workplace design that are often not associated with architecture, such as culture management, open innovation, and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



# Decorative Partition

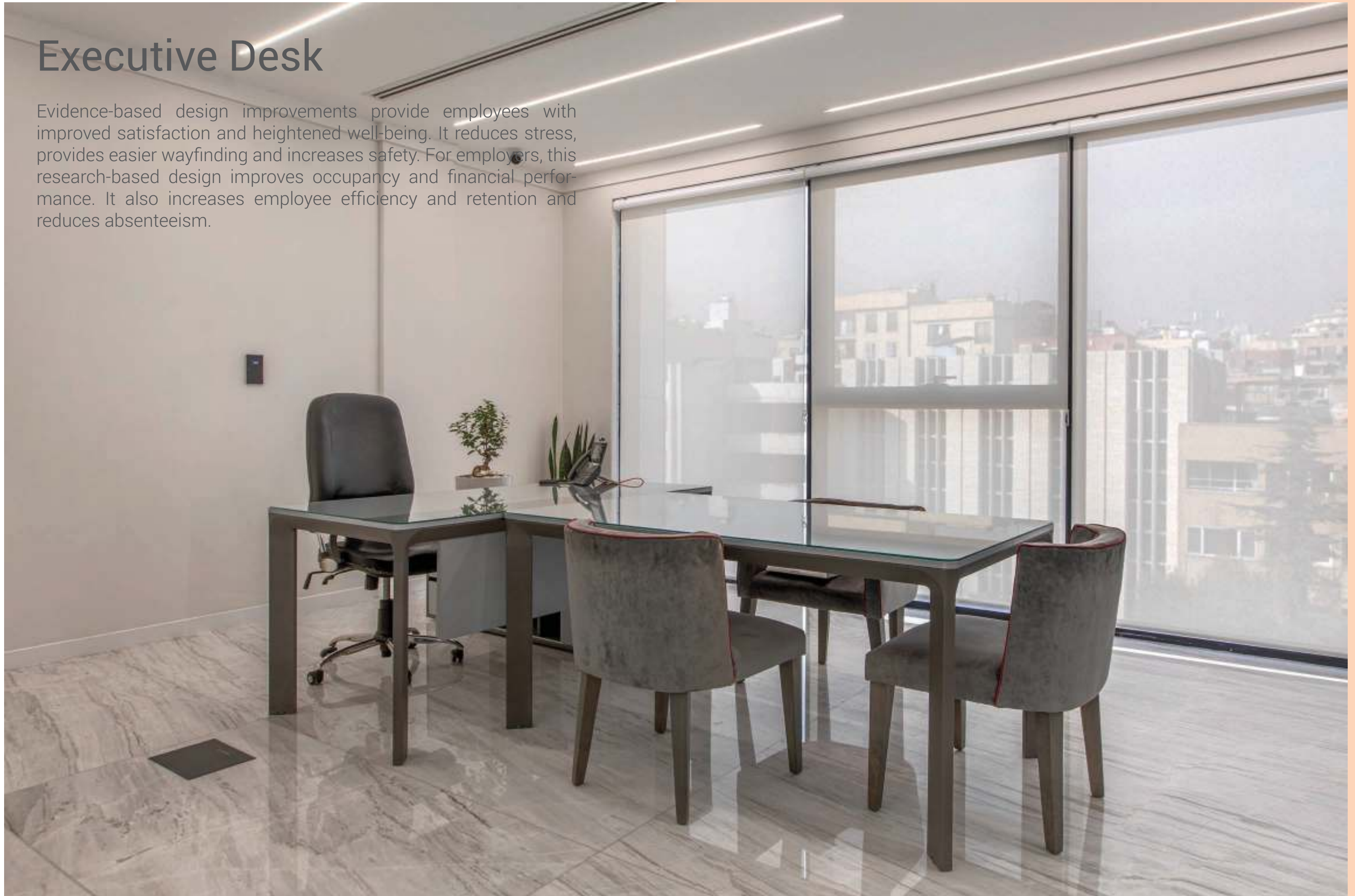


With each company having a finite amount of square footage to occupy, the best return on investment is to build spaces that support and are utilized by employees. It is not just the actual design that is the success or failure of a workplace design, it is the culture, policies, and procedures in place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

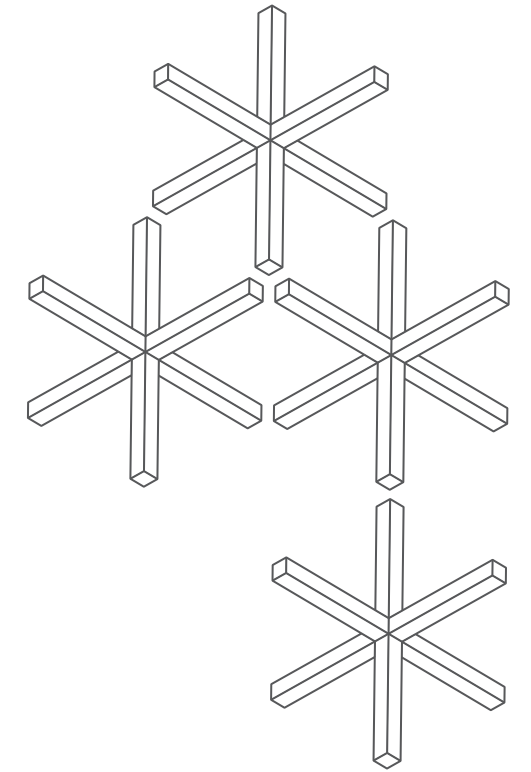


# Executive Desk

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.







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.

# Partitions



Slim Double-Glazed Partition



Single-Glazed Partition



## Counter

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.

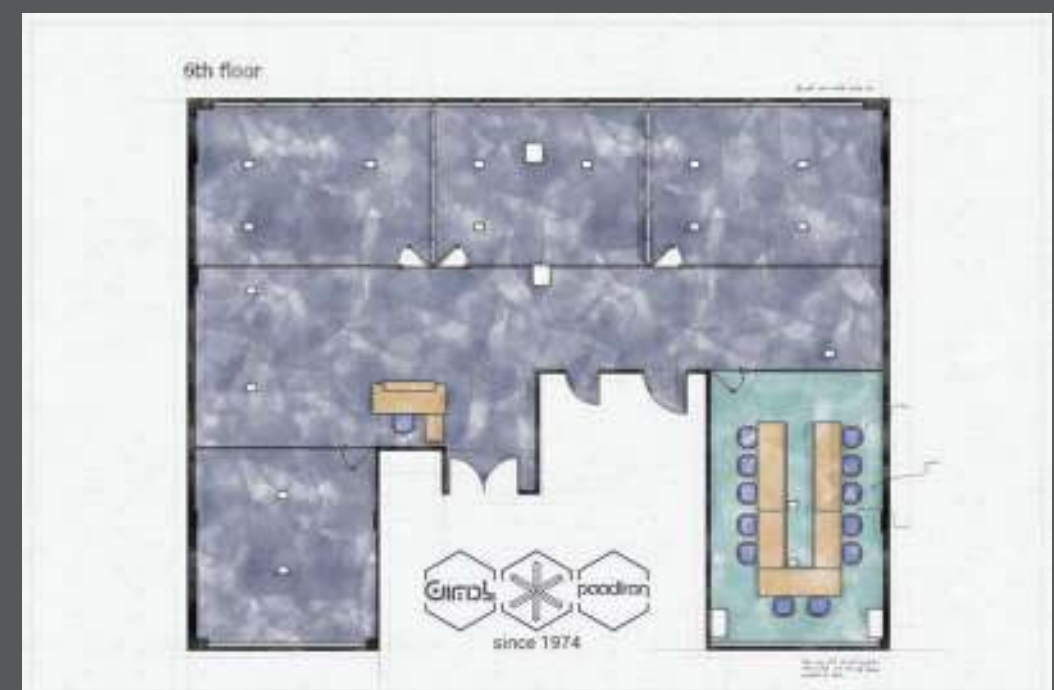


## Conference Room

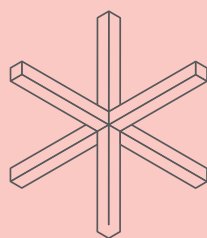
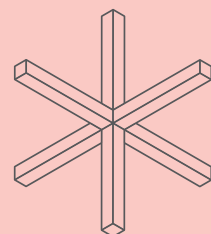
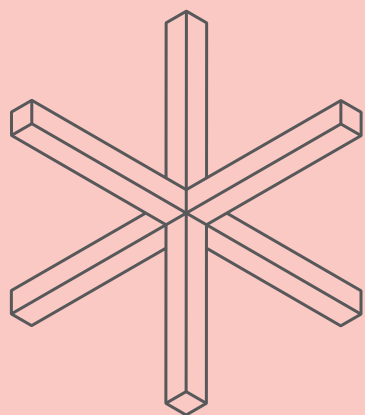
Decisions made during the co-creation process have proven to be wise. The activity-based work environment has resulted in a resilient workspace that supports the agile activities needed today. Bridging business goals, user needs, and design goals is the heart of the co-creation process, making it the 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.



# Iran Radiator Project Plan







TABRIZ TILE GROUP

# Tabriz Tile Project 2021

The design, production and implementation of the office furniture project of the head office of Tabriz tile Industrial Group in Tehran, with the cooperation and interior design of Mrs. Katayoun Rezaei, is one of the attractive and memorable projects of Paadiran.

The frame of all the single-wall and double-wall partitions, with different heights and different features, were all painted black with electrostatic powder paint so that, while creating distinction, the vertical and horizontal lines they make are in line with the interior design details of the building. In different parts of this building and at the same time, there are different departments such as management, formal and informal meeting rooms, co-working rooms, silence rooms and reception counters, which, while respecting the integrity of the design, should have appropriate functional and appearance characteristics.

Also, without occupying a large amount of work space, we should have installed a lot of closets and files for the employees.

We had the honor of long-term cooperation and friendship with another large and well-established company in Iran in this project, and Tabriz Tile Industrial Group was added to the group of friends of Paadiran.



## Partitions

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.





Single-Glazed Partition



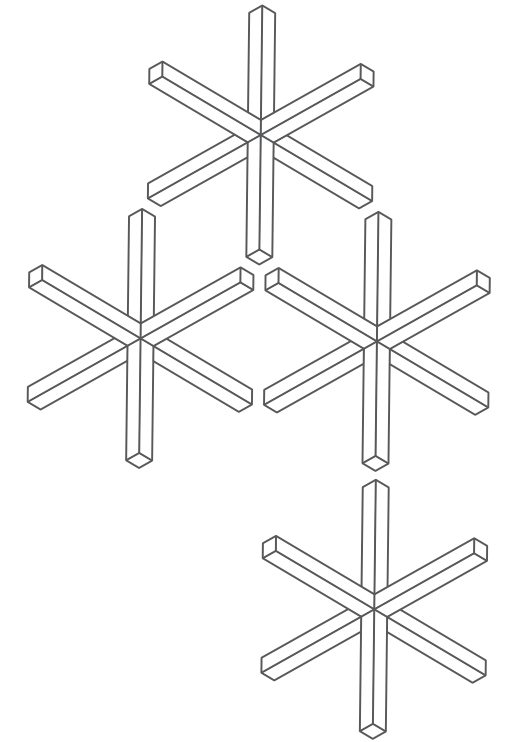
Workstation



## Meeting Room

Flexible-use spaces make it easy to adapt to changing employee, project, and company needs.





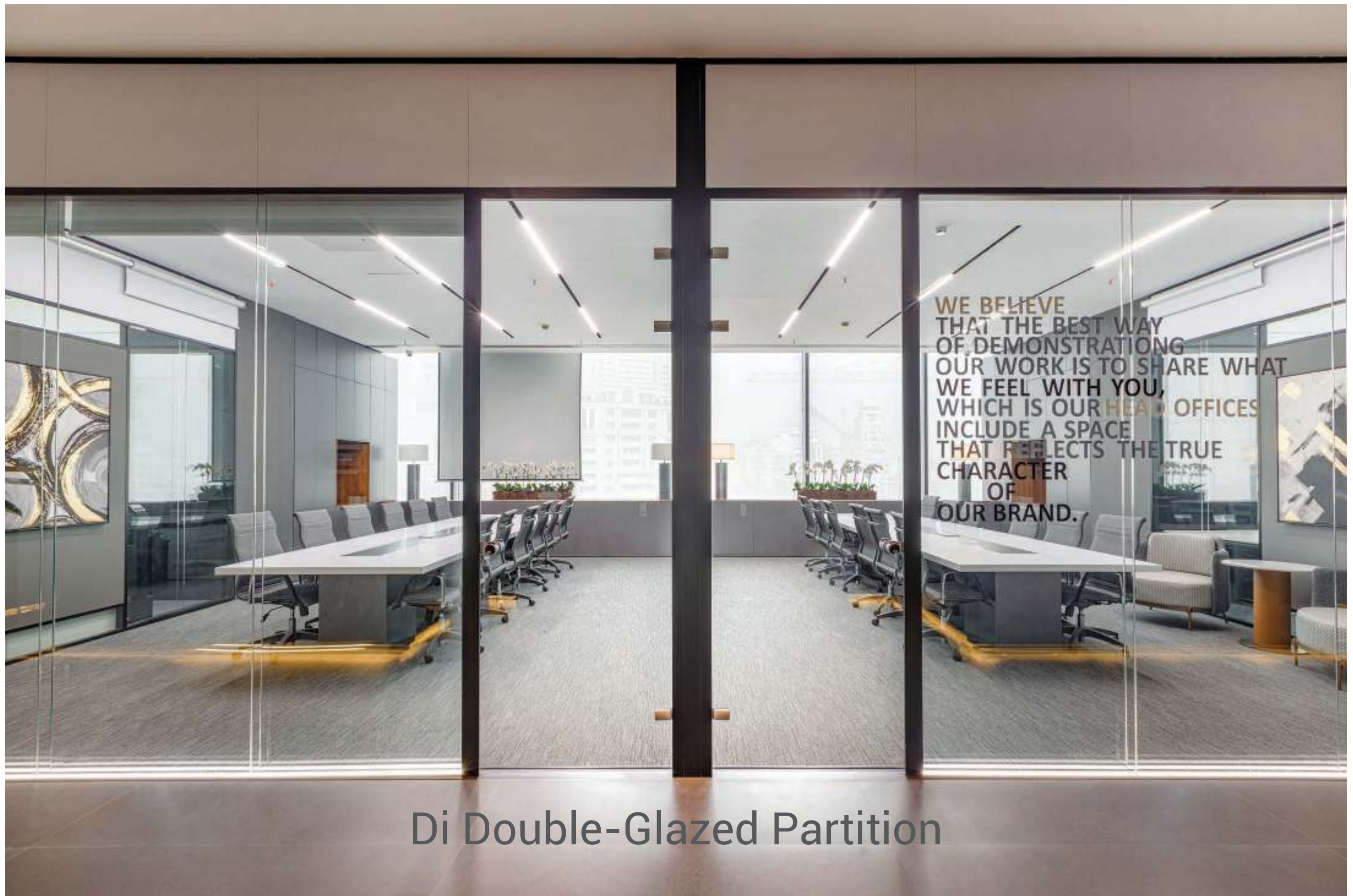
## Workstation

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.



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.





Di Double-Glazed Partition





## Conference Room

The proposal would also require ventilation systems to prevent air recirculating between different areas unless filtering technology is in place.

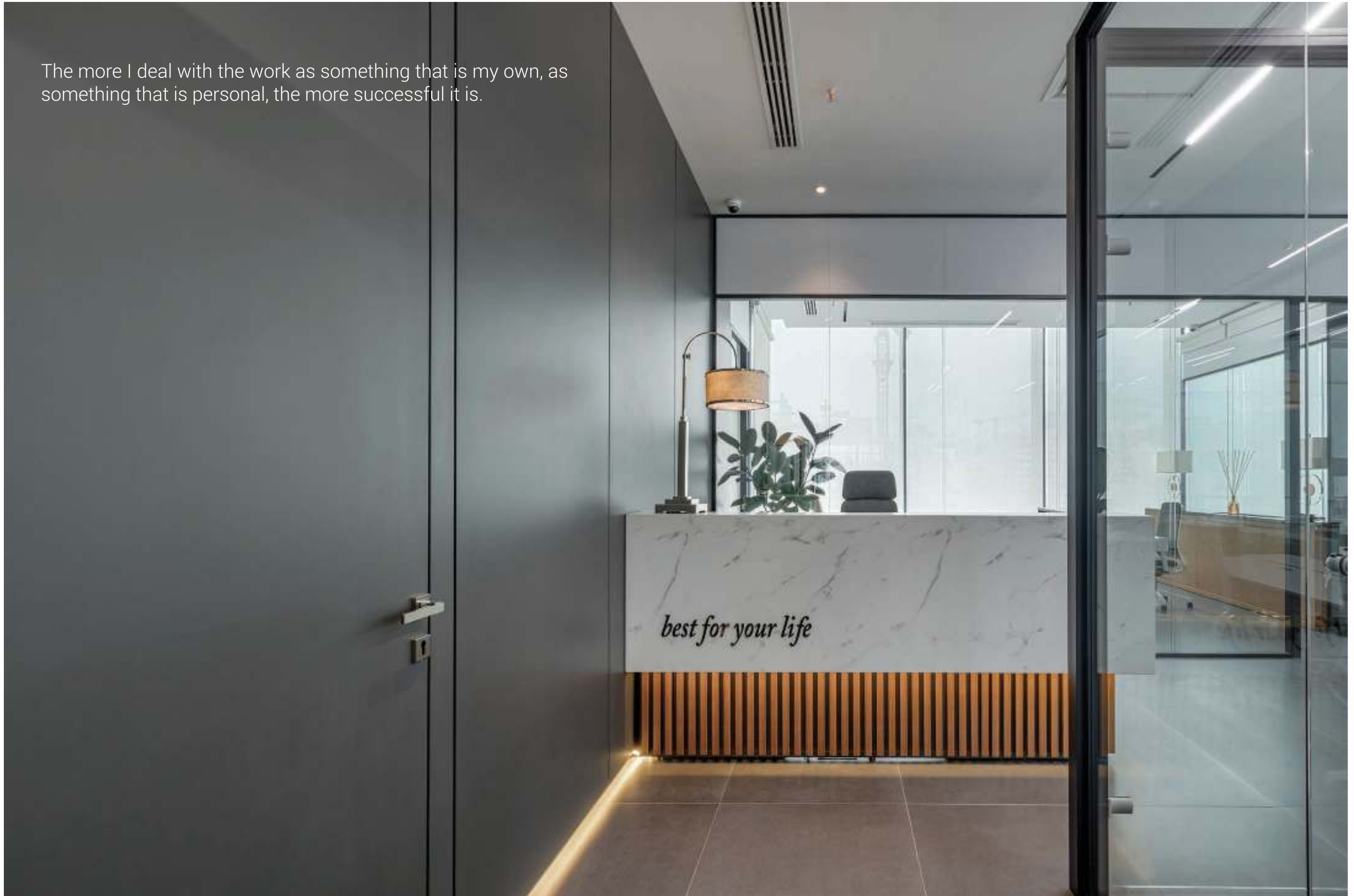




Co-creation regards every stakeholder as a creative contributor without hierarchical limits to their input. Companies possess much untapped raw material – data, experience, narrative, culture. Anyone, from the most junior line employee to the most senior executive, can provide key insights to a successful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

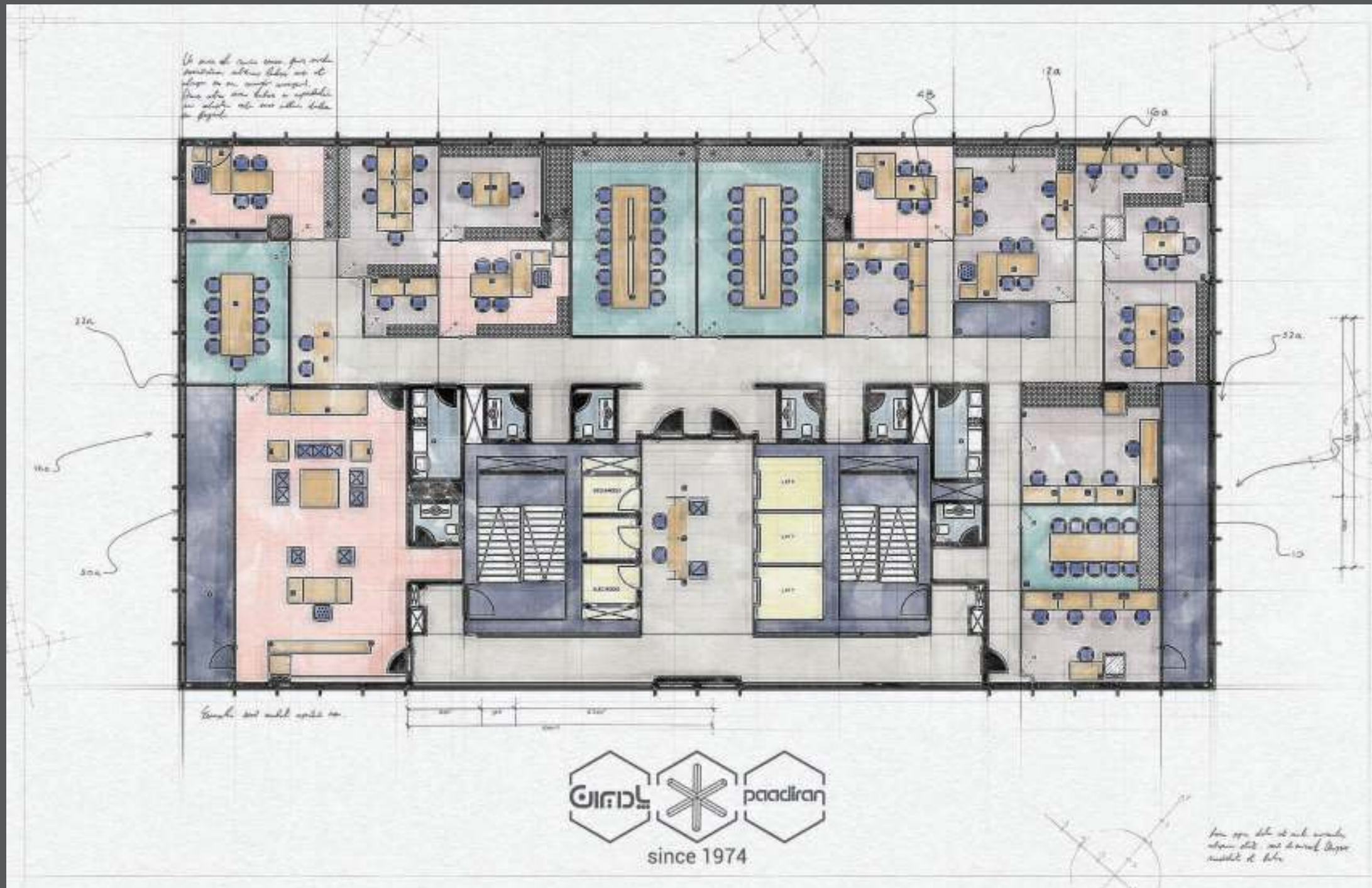


The more I deal with the work as something that is my own, as something that is personal, the more successful it is.

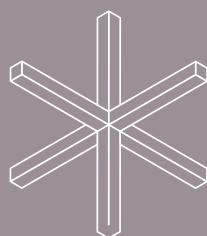
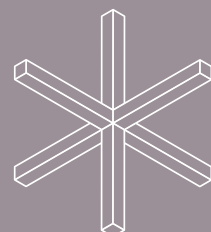
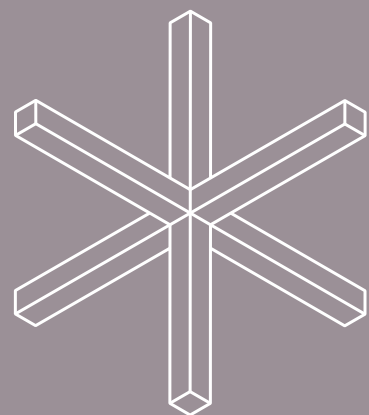




# Tabriz Tile Project Plan



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.



# Reyhaneh Gostar Afarinesh Project 2021

The design, production and furnishing of the office furniture of the engineering office of Reyhaneh Gostar Holding in 1000 square meters located in the Iran Zemin complex was one of the major projects of Paadiran. The parts of this project were a combination of management parts, shared and dedicated work spaces and public spaces. For work spaces, we used products from the Merta family, namely Merta bachelor desks and Merta group work desks. Long single-wall partition with sticker in some places covered by customer's request and painted aluminum frame, light cream colors of base and table cover, high quality office flooring, ergonomic chairs suitable for long-term sitting, installation of bags for all users. Using cable trays to hide wires and cables from sight, installing access points in the workplace to use electricity and network equipment, etc. are all coordinates of office furniture and interior decoration in the working spaces of this collection. . The conference rooms are equipped with two different styles of conference tables. Conference table with white color, thick plate and separator plate for more coverage and installation of larger electrical accesses for more use of relevant facilities for holding official meetings and table with black plate and smaller dimensions and removing electricity. has access At work to hold meetings with less formality. In the public spaces and lobbies of this project, in order to create more intimacy and empathy with the audience, counters with a large glass part painted in blue color, a large built-in buffet with the purpose of placing awards and certificates have been installed. Decorative vases are the main elements of this design. Also, in all the different parts of this project, built-in lights or linear lights that are designed for proper exposure to all these spaces have been used.



ریحانه گستر آفرینش  
REYHANEH GOSTAR AFARINESH



# Conference Room

The alternative to good design is always bad design. There is no such thing as no design

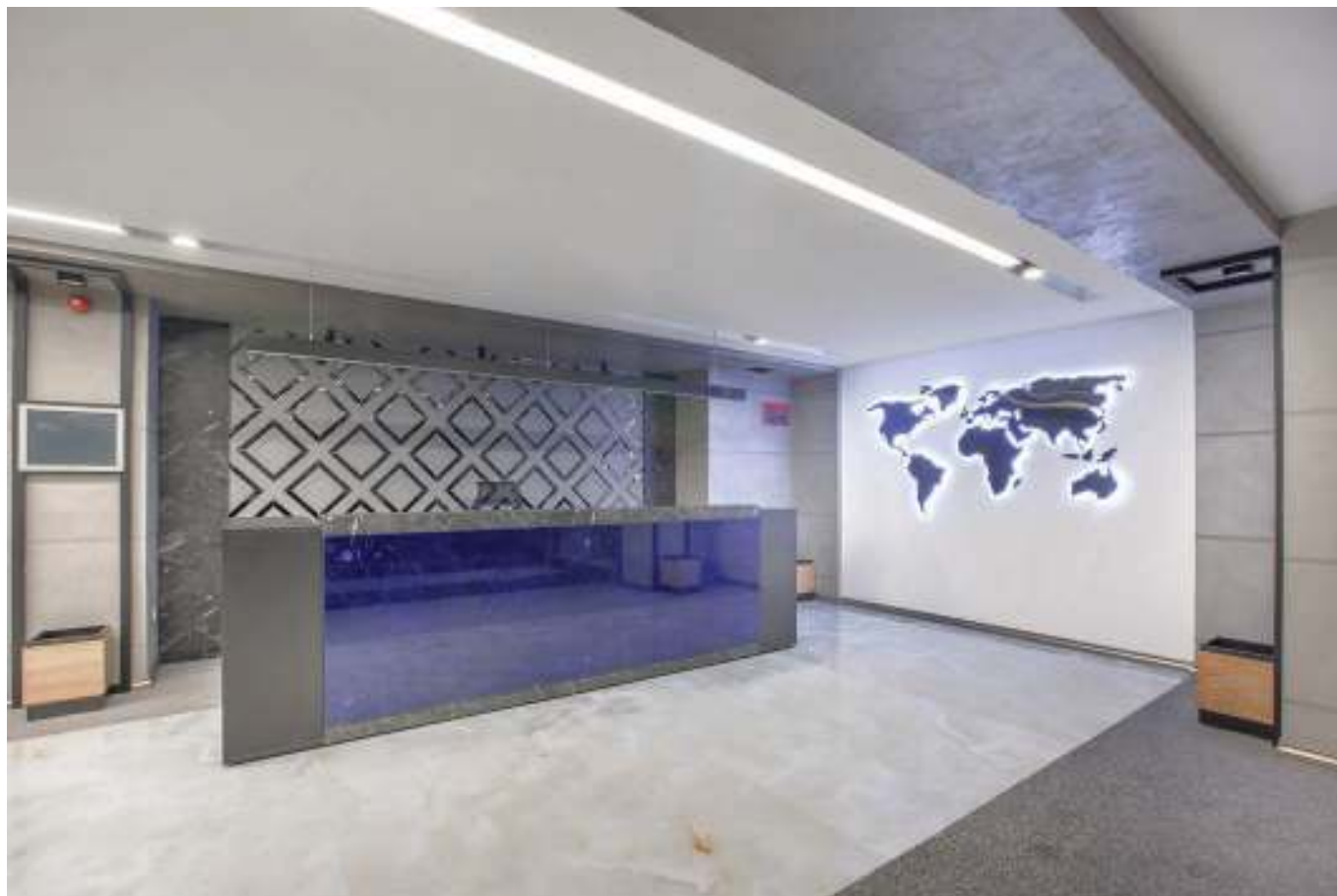






## Counter

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 breakout areas, and casual seating groups.







## Workstation

The essence of interior design will always be about people and how they live. It is about the realities of what makes for an attractive, civilized, meaningful environment, not about fashion or what's in or what's out."



# Conference Desk

Compare Visual Proposals Design is visual. Having proposals from different designers makes the decision easier and bases it on a designer's vision for the space. Decorilla is one interior design service that offers clients multiple design concepts. Through visual proposals you can feel confident in receiving the results you see.







## Single-Glazed Partition

While many will shift back to in-office work, businesses can not overlook the growing trend of remote working expedited by the pandemic. Finding ways to still incorporate artwork into your work-from-home employees' day-to-day is essential.



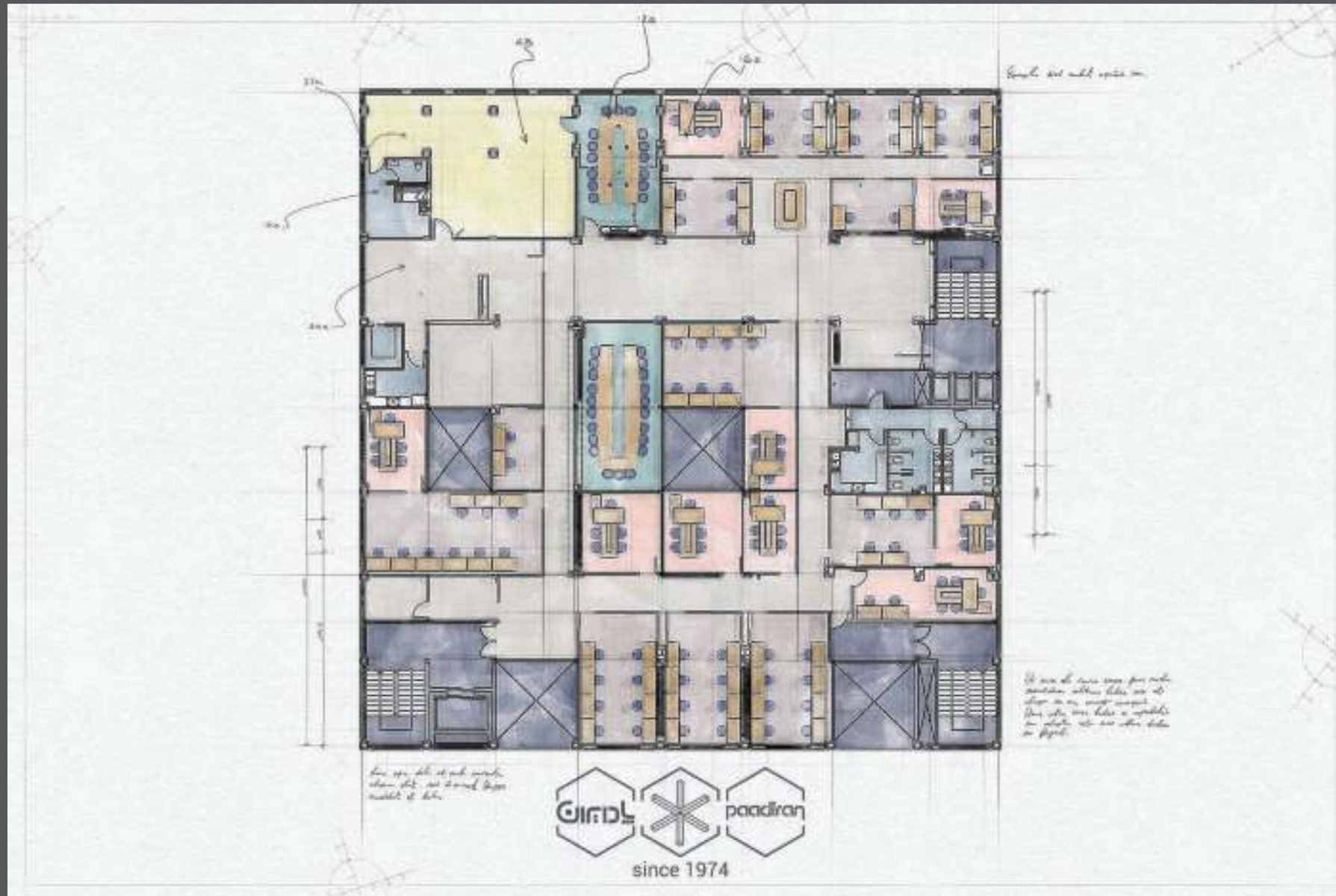


## Manager Desk

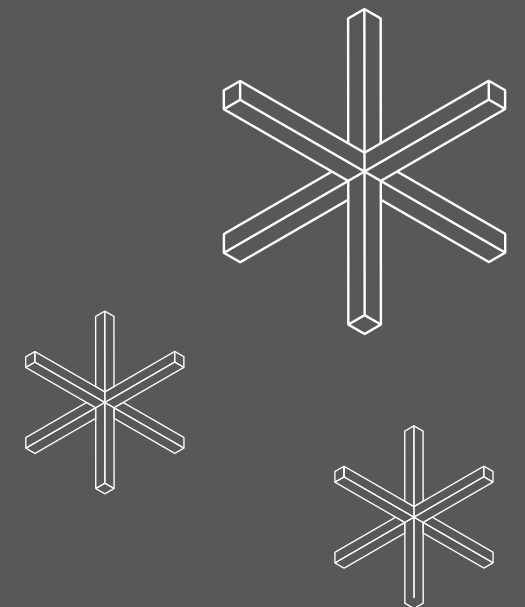
Acoustics will be a factor in designing outdoor offices. Planes flying overhead, wind, and construction noise in cities could interfere with meetings. Though for some individuals, these sounds could be the perfect white noise background for completing their heads-down focus tasks.

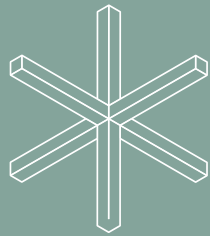
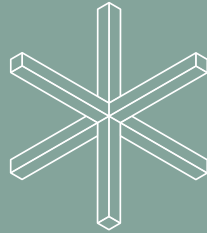
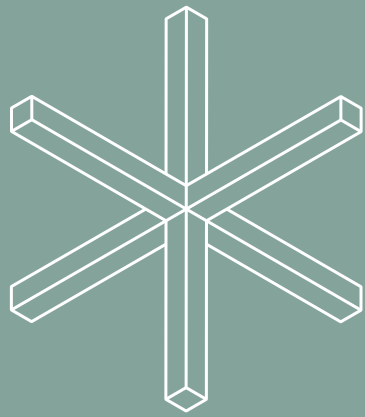


# Reyhaneh Gostar Afarinesh Project Plan



Currently, the Slim double-walled partition, as its name implies (Slim means narrow), is the narrowest structure of the double-walled partition and is a very suitable option for places that need a narrow partition in two layers of glass for more comfort.





# Maadiran Project 2021

The design, production and furnishing of the office furniture of Madiran household appliance factory was done by Paadiran in 1400.

In fact, this building is a part of the general atmosphere of the factory, which is located in Payam Free Zone.

Large spaces with high sloping and exposed ceilings, simple columns, large and glass facade, gray color theme that was used on the floor and most of the walls and columns created the atmosphere of an industrial environment.

Therefore, it was necessary for the office furniture and partitions to be in harmony with this atmosphere and the ceiling. Using the family of grid tables that have an industrial style was a smart choice by the designer of the collection.

This family of products, with simple bases, cubic structure and simplicity in form, are completely compatible with industrial environments. In addition, it has a wide variety of products and has management desks, group work desks, desks, buffets, libraries, files and closets with the same concept, and they are among the relatively economical category of Paadiran office furniture products.

The tall windows of the building were an important part of its identity and the best way to divide the interior spaces was to follow this feature. In addition, the use of glass partitions has made employees not deprived of natural light and available views.

The use of a limited color combination complemented these ideas and helped to maintain the coherence in the design and visual identity of this industrial environment.

The designer of this project was Ms. Engineer Leila Araghian, with whom we have had the honor of working with in several other projects...







How can the design of the workplace promote belonging? More than ever, it is important to cultivate human connection in all of our experiences, whether they occur in a virtual or physical setting. As we help our clients prepare for the future, we are focused on design strategies to bring people together, foster inclusion, and build a sense of community.



Our new norm of “work from anywhere” is better described as “I want the choice to work in an environment where I can be most productive and at my best.” It’s about creating a unique human experience in the workplace. For many years, that meant a dedicated workstation or office with family photos, personal touches, and allowing employees to make their spaces feel comfortable.



# Workstations



# Single-Glazed Partition

People are looking for that connection to the natural environment in the smallest and easiest ways. There is an opportunity for the workplace to become a space where people can once again connect. By incorporating safe distancing spaces filled with aspects of nature, the office can become a peaceful escape for employees and provide access to the needed natural elements many have lacked in their personal homes. The pandemic has caused everyone to rethink the elements of their day and office that they once took for granted.





## Conference Room

Reduce, reuse and recycle are not new concepts. In fact, they are the guiding principles for third-party sustainability certifications, like LEED, and can be applied to workplaces of the future to meet new, more challenging goals that will help alleviate the effects of climate change. By consistently integrating these core concepts into each step of the design process, from concept to occupancy, we can create more resilient, sustainable workplaces.







The public is more familiar with bad design than good design. It is, in effect, conditioned to prefer bad design, because that is what it lives with. The new becomes threatening, the old reassuring.

## Single-Glazed Partition

Flooring, and in particular carpet, has high embodied carbon content. Some manufacturers in the industry are taking the lead with their commitments to zero emissions, thus making the case for prioritizing their products in workplace design. For example, solution-dyed carpet tile features fade-resistant yarns that do not require as much energy to produce, compared to piece- or yarn-dyed.





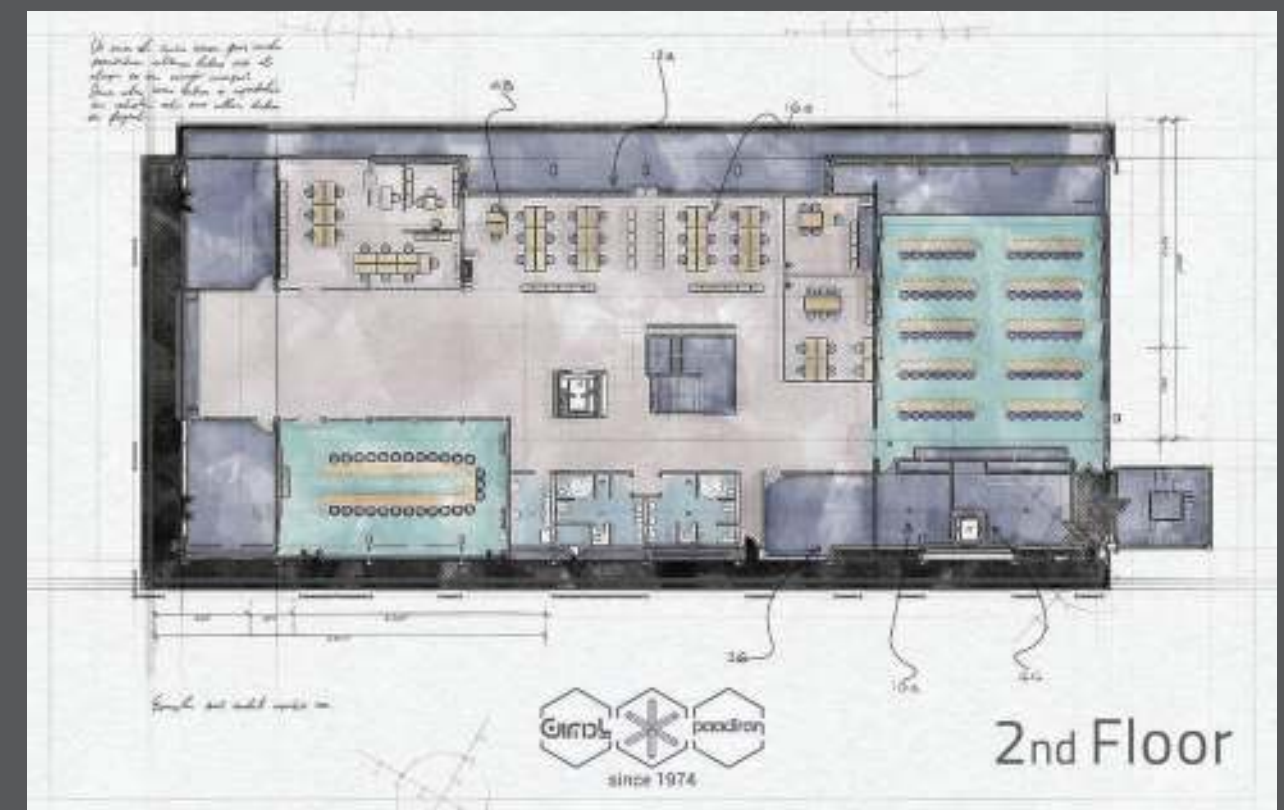
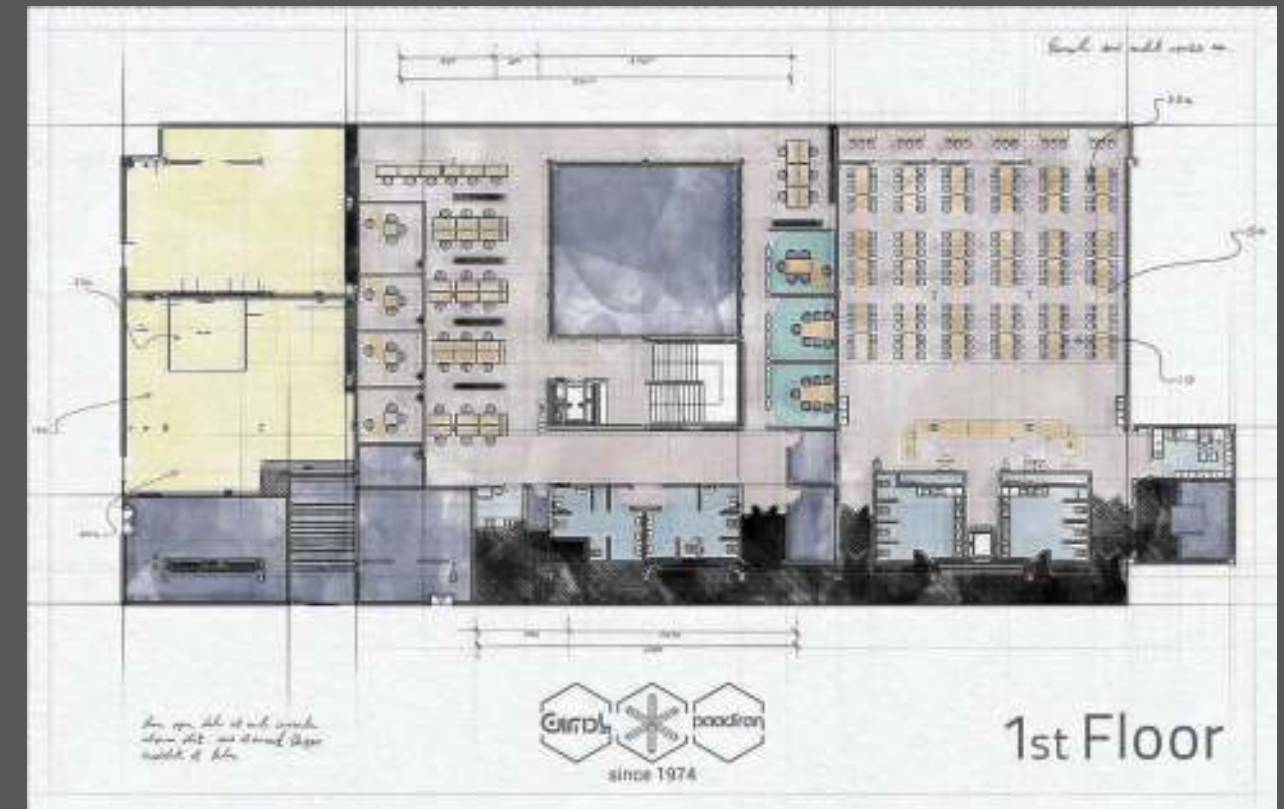


Flexibility in the workplace – defined for this purpose primarily as offering the ability to work from home or on a modified schedule – has been trending upward in importance in recent years, aided by new technologies and a growing awareness of both gender inequities for working parents and the long commutes faced by employees who cannot afford to live near their place of work. The pandemic has rapidly accelerated this trend, and as we embark on the start of a new year, companies previously skeptical of flexibility are being forced to consider how to change and grow.

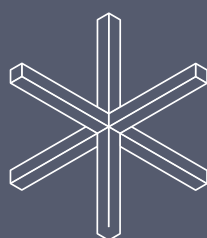
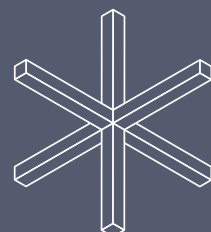
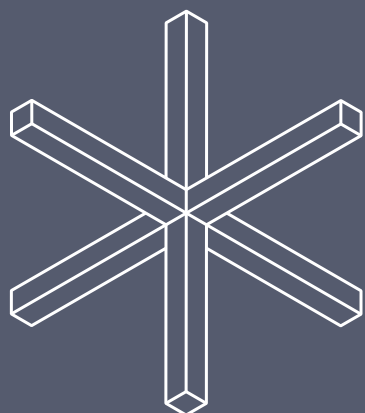


# Maadiran Project Plan

An intentional office design can aid in providing a soothing, comforting experience for those returning to in-person work. Showcasing artwork that evokes calming sensations or gives employees a sense of place can help ease the transition. In fact, 92 percent of people say art installations elicit positive feedback.







بانک کارآفرین

# Karafarin Bank Project 2021

The honor of cooperating with the Karafarin Bank was achieved for the second time for Paadiran, and the design and production of office furniture for the Taban headquarters building began.

This project was completed in the year 1400 with an infrastructure of 500 square meters in five office floors, located on Jordan Street. In the office furniture design of this project, in order to help the environmental graphics and visual identity of this organization, we tried to use colored single-paned glass partition, in line with the organizational color of the collection, on the floors.

Also, designing a meeting room and choosing a conference table that has the ability to be used for different uses and hold online and offline meetings with different organizational levels was also one of our other challenges in this building. which was designed and implemented for each user in order to increase the productivity and practicality of this office conference table with built-in audio-visual equipment.



Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated.





## Conference Desk

Personal space is often closely correlated to an employee's ability to personalize that space. As companies shift to a distributed workforce being more of the norm, employees need to shift their thinking from identifying with "Me Space" to identifying with a neighborhood, zone, area, or community. That's what we think of as "We Space."





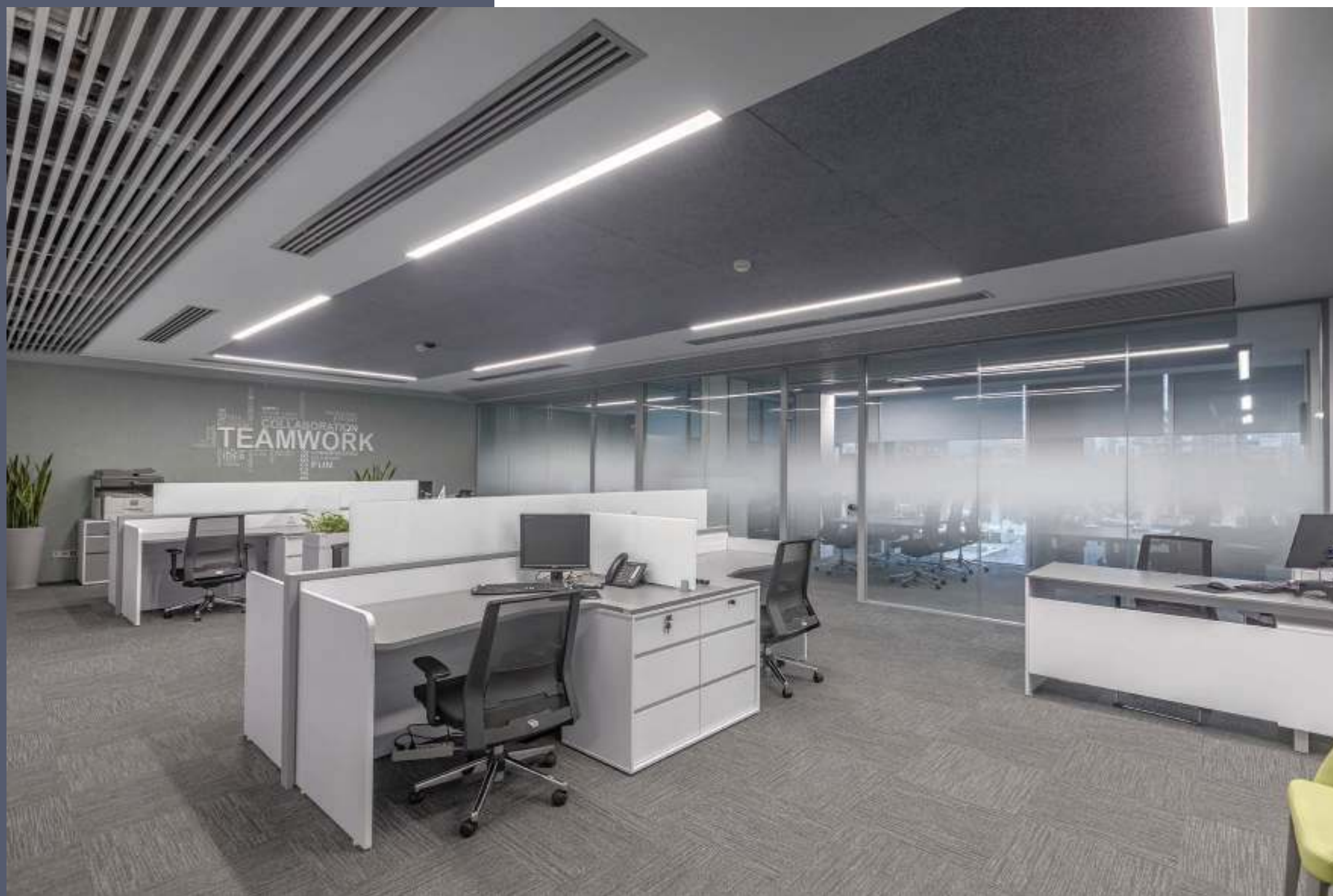
## Partions

Certainly, there is much to consider within this new world of work. For many organizations, understanding how physical offices and post-pandemic space needs fit into the picture are becoming mounting priorities. Remote work has ignited an honest and in-depth exploration into the role of physical office spaces, the level of flexibility that employees expect from their employers, and what companies are willing to embrace moving forward. And this is just the beginning of a widespread paradigm shift in work styles and modalities across industries, including architecture and design.





Be Inspired There are so many places to get design inspiration and they can even lead to you connecting with designers that can create the look that moves you! Elle Decor has a great LookBook where you can find an interior designer by room type and style. Don't forget to stop by your favorite furniture store where you can take your own inspiration photos too.





# Meeting 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.





## Executive Desk

There's a lot at stake for companies that don't offer flexible work options. Nearly half of people surveyed said they'd look for a new job if their employer didn't offer hybrid work.

For many employees, hybrid work is a requirement, not a nice-to-have. Employees may prove this in several ways. Turn-over will be the most obvious and have the biggest impact on the company. But employers shouldn't overlook the risks to employee engagement, productivity, and overall satisfaction.



## Manager Desk

When selecting materials and interior finishes, it is important to consider the energy required for their production and transportation. Durability and longevity of materials and products are also critical factors. Moreover, opting for timeless palettes of materials and color can help eliminate the need for frequent replacement when trends go out style. Given the quantity of offices and numerous leases with varying terms, specifying materials with low impact can have a positive effect on reducing embodied energy across the board.

# Karafarin Bank Project Plan

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





