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TFO
LIO

Shiva Aghababaei

2023



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Shiva Aghababaei, born in 1972, is an award-winning RIBA chartered architect and interior designer with a proven record of accomplishment in large-scale multi-disciplinary projects. Her inclusive knowledge of all disciplines involved in design and construction has been the key factor in successful completion of some iconic projects across the country. Besides her expertise in creative design, she has overseeing construction of important construction projects in her professional background, many of which have been recognized by international design circles such as Society of British Interior Designers (SBID), A'Design Awards, and International Design Award (IDA).

In 2013, she was introduced by "Architecture and Construction Magazine" as one of the most influential Iranian female-architects due to her significant role in design and construction of internationally recognized projects.

Her approach to architecture is a combination of love, perfection, and creativity, which has been well presented in the name she chose for her company back in 1998; "Tarh Va Afarinesh" means "Design and Creation". This approach is also signified in the company logo, which is a combination of a nine-piece mandala and the word "Design" (in Persian).

In 2019, she was introduced as a "UK Construction Role Model" by the UK Construction Week 2019 organizer, and her newly developed concept for SHIMRAH Pedestrian Streets was presented in Innovation Zone of the same event.

Being a SBID certified international designer since 2019, she is currently a jury member of the Ninth National Interior Design Award organized by "Art of Architecture Publication".

SHIVA AGHABABAEI

Tehran, 2nd of May, 1972

CV

Education

1991-2000 — M.A. of Architecture; Art University - Isfahan Campus

Work Experiences

- TARH Va AFARINESH Architectural & Engineering Consultants Company Since 1998 — Lead Architect and Interior Designer
- Pajuhesh Va Memari Consulting Engineers Company
1993-1998 — Assistant Architect

Memberships and Certificates

- SBID Accredited Design Professional (Since December 2019)
- RIBA Chartered Architect (Since December 2019)

Awards and Achievements

SBID International Design Excellence Awards (2021)

- Shortlisted Finalist of Lighting Product Design Category

Jury Member of the Ninth National Iranian Interior Design Awards 2021

Jury Member of Armitage Hotel Design Contest -Kish 2021

- Organized by Art of Architecture Publication

UK Construction Role Model (2019)

- UK Construction Week 2019 - Birmingham, UK

IDA International Design Awards (2016)

- Honorable Mention of the Interior Design Category

SBID International Design Excellence Awards (2016)

- Shortlisted Finalist of Restaurant Design Category

SBID International Design Excellence Awards (2015)

- Winner of the Best Hotel Design Category

International Hotel & Property Awards (2015)

- Winner of Restaurant Design and Spa Design Categories

Shortlisted Finalist of Hotel (+200 Rooms) Design Category

2A Asian Architecture Awards 2015

- Honorable Mention of Hotel Design Category

A' Design International Design Awards (2015)

- Winner of Interior Design Category

Middle East & North Africa (MENA) Design Awards (2014-2015)

- Shortlisted Finalist of Hotel, Restaurant, Spa, and Landscape Categories



SBID is the leading British professional accrediting body and representative of global interior design, supporting professional trading standards for UK interior designers, architects and manufacturers.

In 2009, SBID led the way to create trading standards through measured knowledge and education for the profession of interior design. As a dynamic organization representing its members in professional practice, SBID recognizes that the industry is stronger with an appropriately equipped workforce. As well as accrediting industry professionals, SBID is authorized to accredit course content for professional application. Accrediting suitable interior design courses provided by universities with degree awarding powers.

I have been an accredited SBID member since December 2020.

RIBA 

The Royal Institute of British Architects (RIBA) is a professional body of architects primarily in the United Kingdom, but also internationally, founded for the advancement of architecture under its royal charter granted in 1837, three supplemental charters and a new charter granted in 1971.

Founded as the Institute of British Architects in London in 1834, the RIBA administers some of the oldest architectural awards in the world, including President's Medals and the Royal Gold Medal.

Currently, the RIBA acts as a regulatory organization assigned by the Council of Art to assess and evaluate the professional capacity of architects in UK.

I have been a RIBA Chartered architect since 2020 after passing through an extended evaluation process.

RIBA 
C H A R T E R E D A R C H I T E C T

WORK PROCESS

1. The Brief

The initial meeting, helps us understand the client needs and their design ambitions for the project. Here we leverage our knowledge and experience to explore the creative, financial and practical feasibility of the site or concept, assessing its potential with the client to achieve the finest outcome

2. Presentation

The design proposals are communicated to the client at this stage, through tactile mood-boards, technical drawings and visualizations. This presentation process involves our client and is intended to allow them to really visualize the final outcome creating high-end interiors that embody our signature style.

3. Design Development

Here is where we begin our detailed design development. With our clients' brief at the forefront, along with our expertise in spatial planning and by now our understanding of both the client and their property, we can refine our initial concepts.

Many of our projects require architectural expertise, which shall be provided by in-house architects in the course of a creative collaboration.

The myriad of options available can be overwhelming; therefore, we use our trained eye along with discoveries from international travel to source furniture and finishes suppliers, to select the right ones. When required, we have our award winning product designers to design the bespoke furniture and finishes that cater the project exclusively and supervise production of the designed products.

4. Project Management

Our design and architecture team oversee the entire project from concept to installation, attending regular site meetings to ensure our designs are being achieved to the exact specifications, on-time, and on budget.

Our effective management of the manufacture process and strong relationships with trusted suppliers in different countries results in a seamless transition through to installation.

We offer full turnkey and styling services, believing that home accessories are like the jewellery to an outfit.

INDEX

- 01. NOVOTEL-IBIS CLUSTER HOTEL**
IKIA | 2011-2015
- 02. VADI RESTAURANT**
IKIA | 2011-2015
- 03. TIME TRAVEL RESTAURANT**
IKIA | 2011-2015
- 04. OOPEN RESTAURANT**
IKIA | 2011-2015
- 05. RESIDENTIAL VILLA**
UNITED ARAB EMIRATES-DUBAI | 2023
- 06. RESIDENTIAL VILLA**
KHEZERSHAHR | 2018-2019
- 07. MARINA RESIDENTIAL COMPLEX**
ANZALI | 2021
- 08. TORANJ RESIDENTIAL COMPLEX**
MAHMOUDABAD | 2010
- 09. OPAL FOOD HALL**
TEHRAN | 2018

INDEX

10. JAMEJAM RESTAURANT
TEHRAN | 2018-2019
11. KIAN EXCHANGE
LONDON | 2023
12. CHICKEN SHACK RESTAURANT
LONDON | 2023
13. NADERI HOTEL
TEHRAN | 2018-2019
14. PARTIYA HOTEL
GORGAN | 2020
15. PARTIYA HOTEL (RESTAURANTS)
GORGAN | 2020
16. BANQUET HALL
TEHRAN | 2021
17. KANDOVAN CAVE HOTEL
EAST AZERBAIJAN PROVINCE | 2006
18. SAFAIYEH HOTEL
YAZD | 2007

INDEX

19. AWARDS & ACHIEVEMENTS



01

Ibis—Novotel Cluster Hotel

2015 | IKIA
55,000 m²

This award winning cluster hotel with a total built area of 55,000 m² is located in IKIA (Tehran's newly established international airport). The project is designed and built within the framework of an EPC contract and includes two hotels under Ibis and Novotel brands of Accor Group of Hotels (France); the former with 200 and the latter with 300 guestrooms. In addition to guestrooms, the building includes variety of public and service areas including parking, three restaurants, a main ballroom (dividable to three), six meeting rooms, separate health centers for men and women, business centers and coffee corners, central kitchen and laundry, as well as an exclusive crew lounge for the airline crews.

The project has appeared successfully in creditable international design contests such as SBID Design Excellence Awards 2015, A'Design Awards 2015, IDA Awards 2016, International Hotel and Property Awards 2015, Venice Biennale of Art 2015, and MENA Interior Design Awards 2014 and 2015.



INTERNATIONAL **design et al**
HOTEL & PROPERTY AWARDS 2015
SHORTLISTED
Best Hotel with 200 Rooms & More



INTERNATIONAL **design et al**
awards 2015
INTERNATIONAL **design et al**
awards 2015
INTERNATIONAL **design et al**
awards 2015

2015 FINALIST
BEST HOSPITALITY PROJECT
2015 FINALIST
BEST LANDSCAPE PROJECT
2015 FINALIST
BEST RECREATIONAL PROJECT

Biennale Arte
09.05. - 22.11.2015
Venice
Italy

Ibis Novotel (KIA) Hotels
2015

LOBBY LONGE
IBIS (KIA) ▶



ACTUAL IMAGE ▲



Ibis Novotel (KIA) Hotels
2015

◀ LOBBY LONGE
IBIS (KIA)



ACTUAL IMAGE ▲

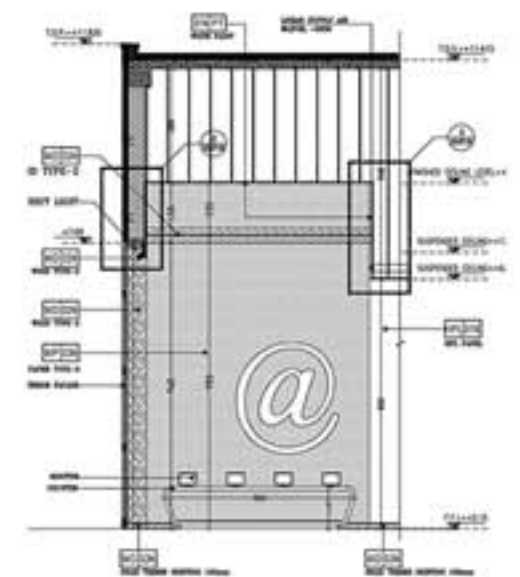


◀ LOBBY LONGE
NOVOTEL (IKIA)

◀ BUSINESS CENTER
NOVOTEL (KIA)



ACTUAL IMAGE ▲



Ibis Novotel (KIA) Hotels

2015

CONNECTION CORRIDOR
NOVOTEL (KIA) ▶



ACTUAL IMAGE ▲



Ibis Novotel (KIA) Hotels
2015

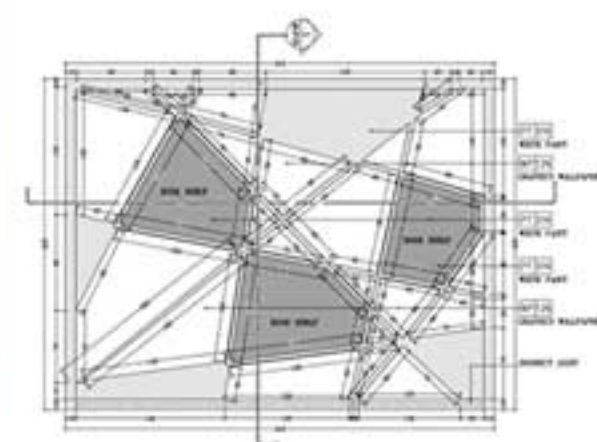
◀ LOBBY LONGE
NOVOTEL (KIA)



ACTUAL IMAGE ▲

Ibis Novotel (KIA) Hotels
2015

CREW LONGE
NOVOTEL (KIA) ▶



At the end of the hall the graphic image of autumn forest printed on large format wall paper has been concealed by a modern designed library.





◀ GLASS STAIRCASE
) NOVOTEL (KIA

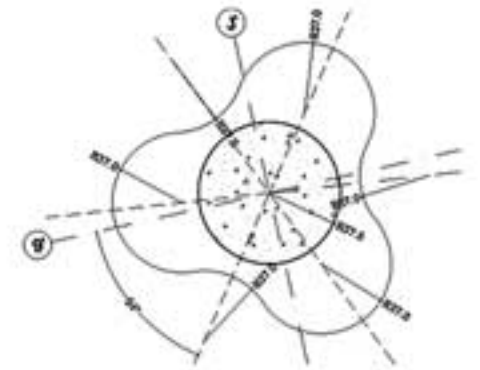
This 8m staircase connects
Time Travel Restaurant to the
Second Mezzanine Floor.

Ibis Novotel (KIA) Hotels
2015

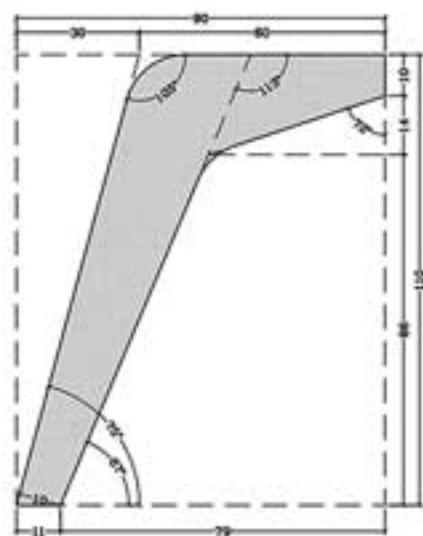
◀ TWISTED COLUMNS
NOVOTEL (KIA)



ACTUAL IMAGE ▲



Ibis Novotel (KIA) Hotels
2015



◀ SPA CORRIDOR
NOVOTEL (KIA)

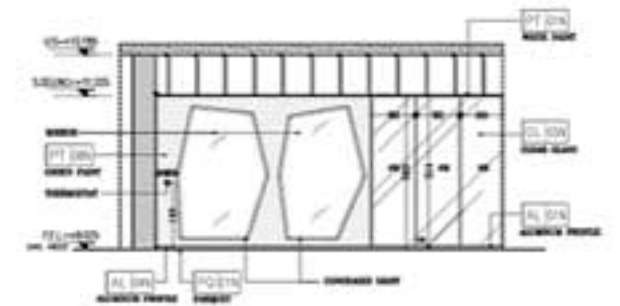
ACTUAL IMAGE ▲

Ibis Novotel (KIA) Hotels
2015

◀ HEALTH CENTER
) NOVOTEL (KIA

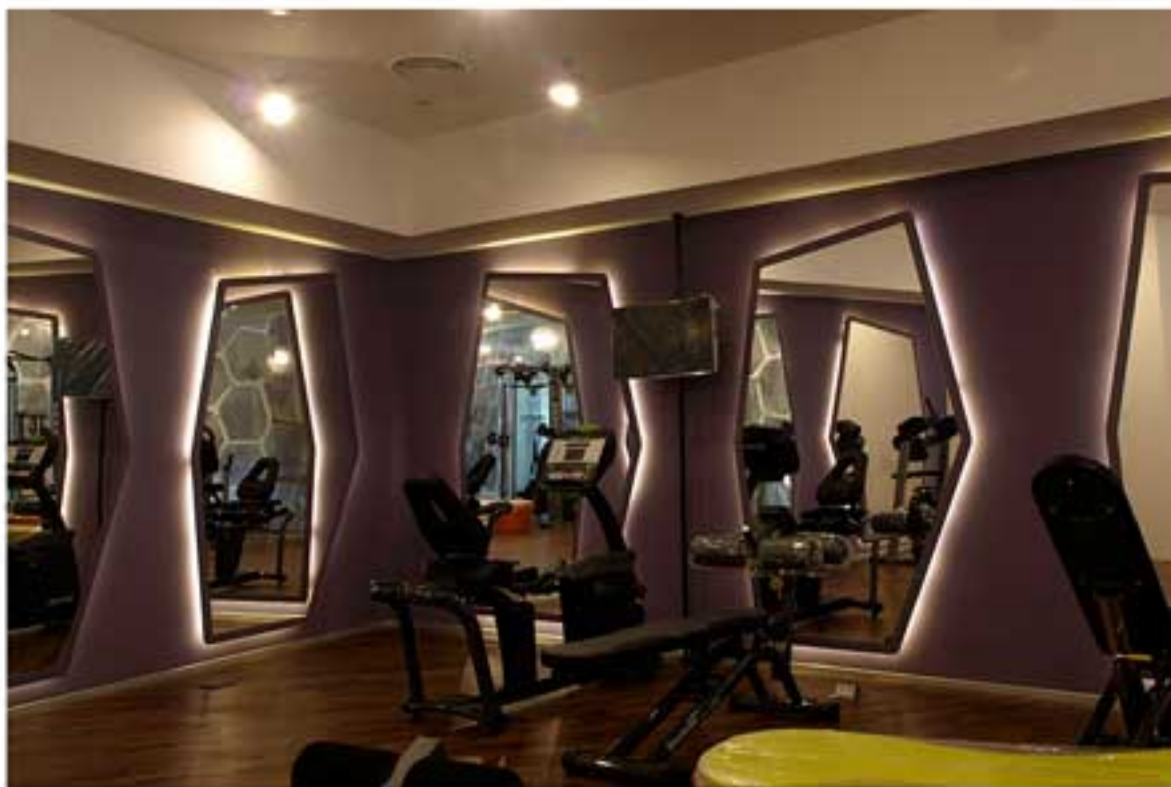


ACTUAL IMAGE ▲





HEALTH CENTER
NOVOTEL (IKIA



ACTUAL IMAGE ▲



Ibis Novotel (HKA) Hotels
2015





02 Vadi Restaurant

2015 | IKIA
208 m²

The concept is based on the seven valleys of love narrated by Attar of Nishapur, the 12th century Persian poet and philosopher in his "Conference of the Birds".

The restaurant consists of a buffet table, long sofas, and conventional tables separated by satin curtains, and a dedicated VIP area separated from the main restaurant by large glass panels.

Design of furniture and ornaments are inspired by the classical Iranian style, while the sharp blue, yellow, and orange colors break through the conventional use of grayish colors in the Iranian architecture. Silk curtains and black painted glasses used in the interior design to promote the sense of illusion and give every corner of the restaurant an elusive image, that is the evident characteristic of Persian poetry.

The restaurant was the honorable mention of IDA Design Awards 2016 (USA), and winner of A' Design Awards 2015 (UK).



Award Winning Project



This is where the dream comes real and takes away the viewer's breath; just like the ancient Iranian myths, where there are no boundaries between dream and real; the myths we have been accustomed to from childhood. We have lived with these myths and my fathers and forebears have left their legacy of joys and sorrows to us through these myths and whispered them to every beat of our heart; the myths reflective like a mirror, where you see all you want.

Sometimes looking inwards, and sometimes looking outwards; which concept has been the designer's concern?

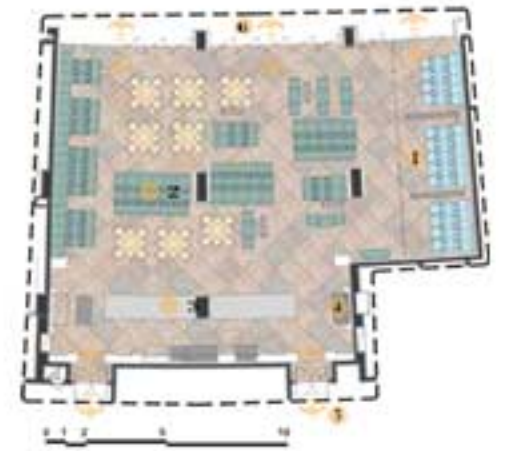
The designer ascends motives derived from Iranian carpet from earth to the heaven and places them on the ceiling, wishing to exalt the Iranian culture one more time.

The silk curtains like blue dreams separate one space from the other reflecting mysteries of the ancient Persian myths.



Plan

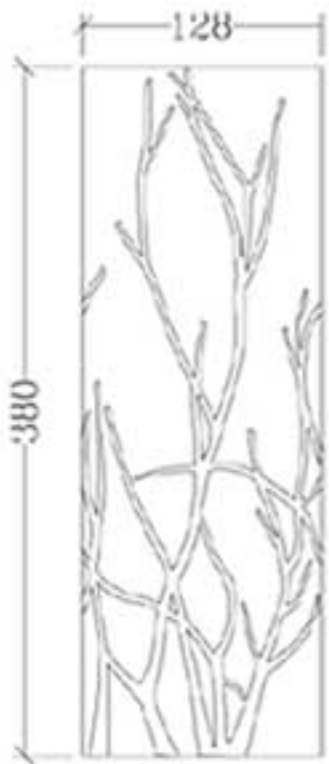
- 1 - VIP Lounge
- 2 - Tables
- 3 - Serving Counter
- 4 - Cutlery Shelf
- 5 - Exit to Service Area
- 6 - Entrance



Vadi Restaurant | Novotel (IKIA
2015

CONCEPT DESIGN ▶

Concept of the restaurant is inspired by Attar's "Seven Valleys of Love". Tree branches are engraved on exterior side and Attar's poems narrating the myth are engraved on the interior side, to show the passage from material to the spiritual world. Since autumn is the main concept of lobby areas, the trees appear without leaves.

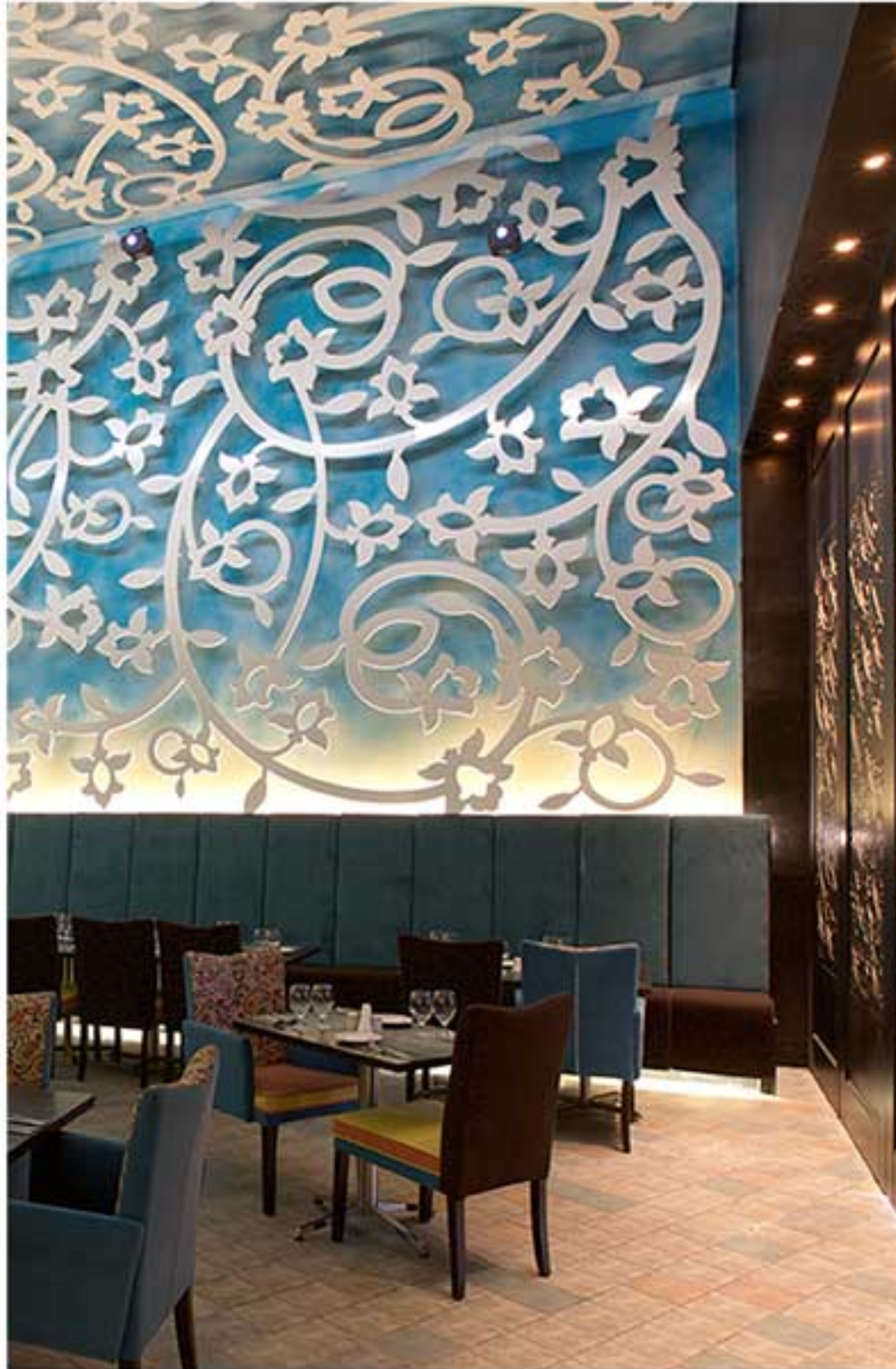


ACTUAL IMAGE ▲



Vadi Restaurant | Novotel (KIA)
2015

DECORATIVE WOOD PANELS
NOVOTEL (KIA) ▶



ACTUAL IMAGE ▲



The motives has been historically used as the most popular background of Iranian carpets. Evolution, from earth to the heaven is well represented by reflecting the carpet patterns on the wall panels ascending to the ceiling. The background color starts by earthly gray and continues to the pale blue of the sky.



ACTUAL IMAGE ▲

All wood works are designed exclusively for this project and produced at the project site.





Sharp colors used for the loose furniture are inspired by the sharp blue, orange and yellow colors of traditional Iranian tiles, which are reflected in a modern way.



This glass partition with a height of 4.4m separates the main sitting area from VIP part of the restaurant.



The stretch ceiling lamps are designed exclusively for this project and printed on stretch ceiling by Barrisol® in France.



The black back painted mirrors are specified intentionally so that each viewer sees the space from a personal perspective.

03 Time Travel Restaurant

2015 | IKIA
168 seats

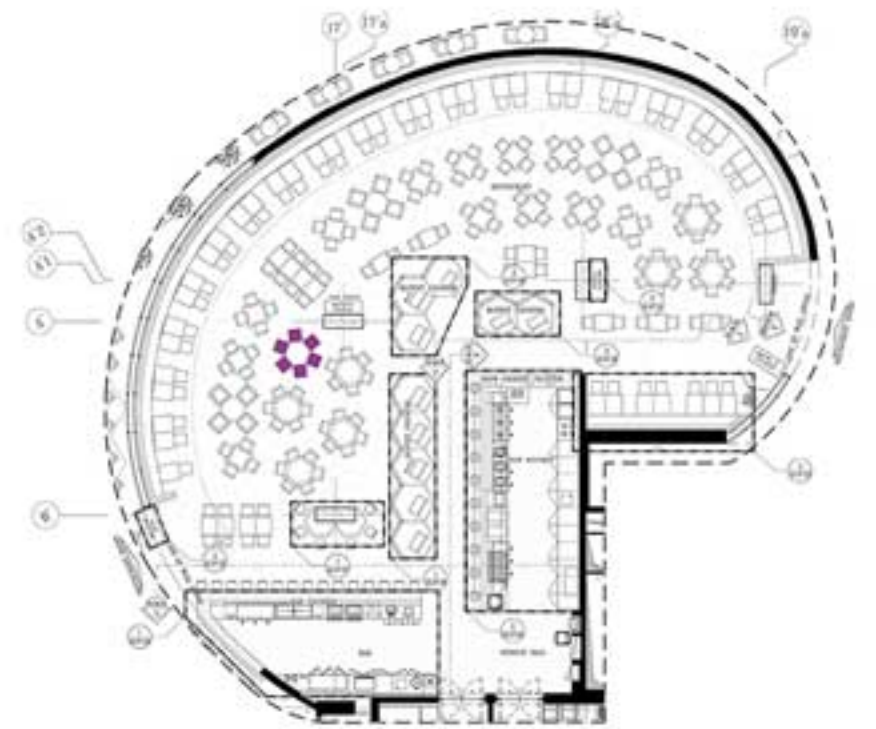
Time Travel is one of the three restaurants in Ibis-Novotel Cluster hotel (IKIA) with the capacity of 168 seats. The humans' endless journey throughout the time is the main concept of this restaurant implied by the relatively dark and illusive atmosphere of the restaurant, as well as layout and form of the furniture, which signifies a galaxy. Images of the galaxy are well presented on ceiling by stretch ceiling lights in circular forms representing the constant moves of the sky in utmost perfection.

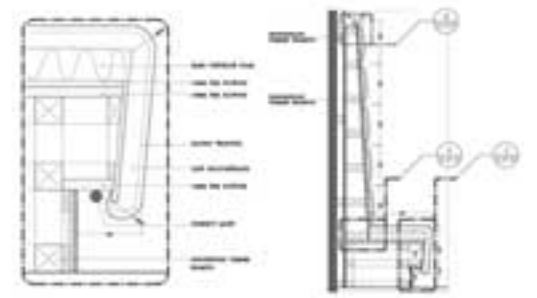
There are no solid boundaries between this restaurant and other areas of the hotel. The stainless steel curtain separating this area from the lobby has a transparent effect, and the 3D wallpapers, with square patterns showing multiple aspects of time and place, and cubes reflecting stability and tranquility, used on the walls have an infinite depth. Purple and black colors in combination with exclusive lighting design of the restaurant emphasize the illusion as an implication to the restaurant, which is near an airport and serves those who are going on or returning from a journey. This is the journey of the time which nobody knows where has started and where shall end.





PLAN





)Time Travel Restaurant | Novotel (IKIA
2015



◀ ALTERNATIVE FURNITURES
3D ILLUSTRATIONS ▼





04 Oopen Restaurant

2015 | IKIA
121 Seats

Oopen Restaurant is a country style restaurant and bistro with capacity of 121 seats in Ibis Hotel (IKIA), where the hotel guests can choose their meal from a selection of pasta and grills, or take refreshment while watching TV show or sports on the designated flat screens.

In line with the minimalistic design of the three star hotel, the restaurant is furnished by very light furniture colored in sharp red and black.

The restaurant is connected from one side to the main lobby, and opens from the other side to a terrace where the guests can enjoy their meal in the open air with a view to the hotel landscape.

Ceiling of the restaurant is formed by rough black painted steel mesh on which logo of the restaurant is artfully cut on the ceiling panels. Above the mesh ceiling, acoustic panels are placed to absorb the reverberations and provide acoustic comfort of the restaurant.

The bespoke wallpaper, on the west wing, is extracted from the preliminary sketches of the project giving the viewer an outlook to the entire complex.

This restaurant was winner of "Design et al International Hotel and Property Awards 2015" in the "Best Restaurant within a Hotel Category".



INTERNATIONAL **design**etal
HOTEL
& PROPERTY
AWARDS **2015**
WINNER
Best Restaurant within a Hotel
Award Winning Project

Open Restaurant | IBIS (IKIA)
2015



ACTUAL IMAGE ▲



Open Restaurant | IBIS (KIA)
2015



ACTUAL IMAGE ▲



ACTUAL IMAGE ▲

PLAN



1. corridor
2. kitchen
3. serving counter
4. entrance
5. exit to service area
6. terrace

Open Restaurant | IBIS (KIA)
2015



ACTUAL IMAGE ▲



ACTUAL IMAGE ▲

Design of this wallpaper is derived from 3D sketches of the project design
Design of this wallpaper contains a real size man



05 Residential Villa

2023 | United Arab Emirates-Dubai
200 m²

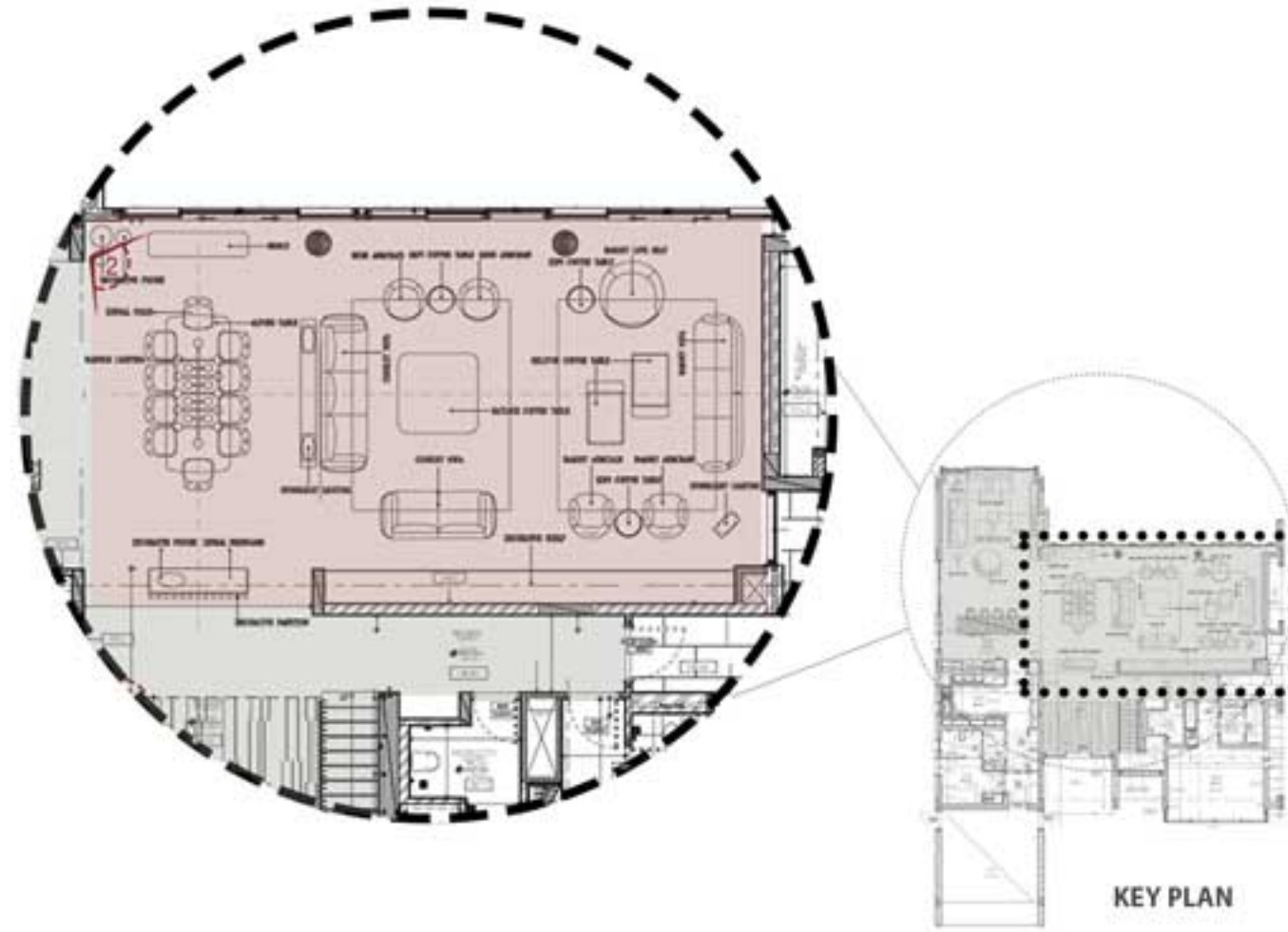
This interior design project includes ground floor of a residential villa in Dubai, consisting of entrance lobby, corridor, foyer, dining room, sitting room, and private living room.

Considering the client's requirement, we selected modern design style with high-end signature furniture and light colors. Handmade Persian carpets and ceramic statues produced by well-known Iranian artists were included in decorative items to give an oriental touch to the design.



Residential Villa | United Arab Emirates-Dubai
2023

PLAN - LIVING ROOM ▶



FURNITURE ▼

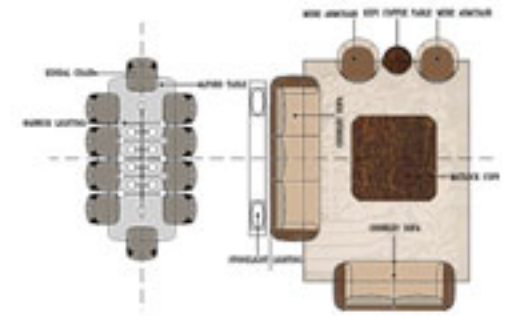








3D VIEWS OF LIVING ROOM



MATERIAL USED IN PROJECT ▼

LEATHER



Collection Vermont Lux



TOP - MARBLE



Calacatta marble



Valenine Grey marble

VENEER



Burr Walnut



Smoked Liquidambar Glossy



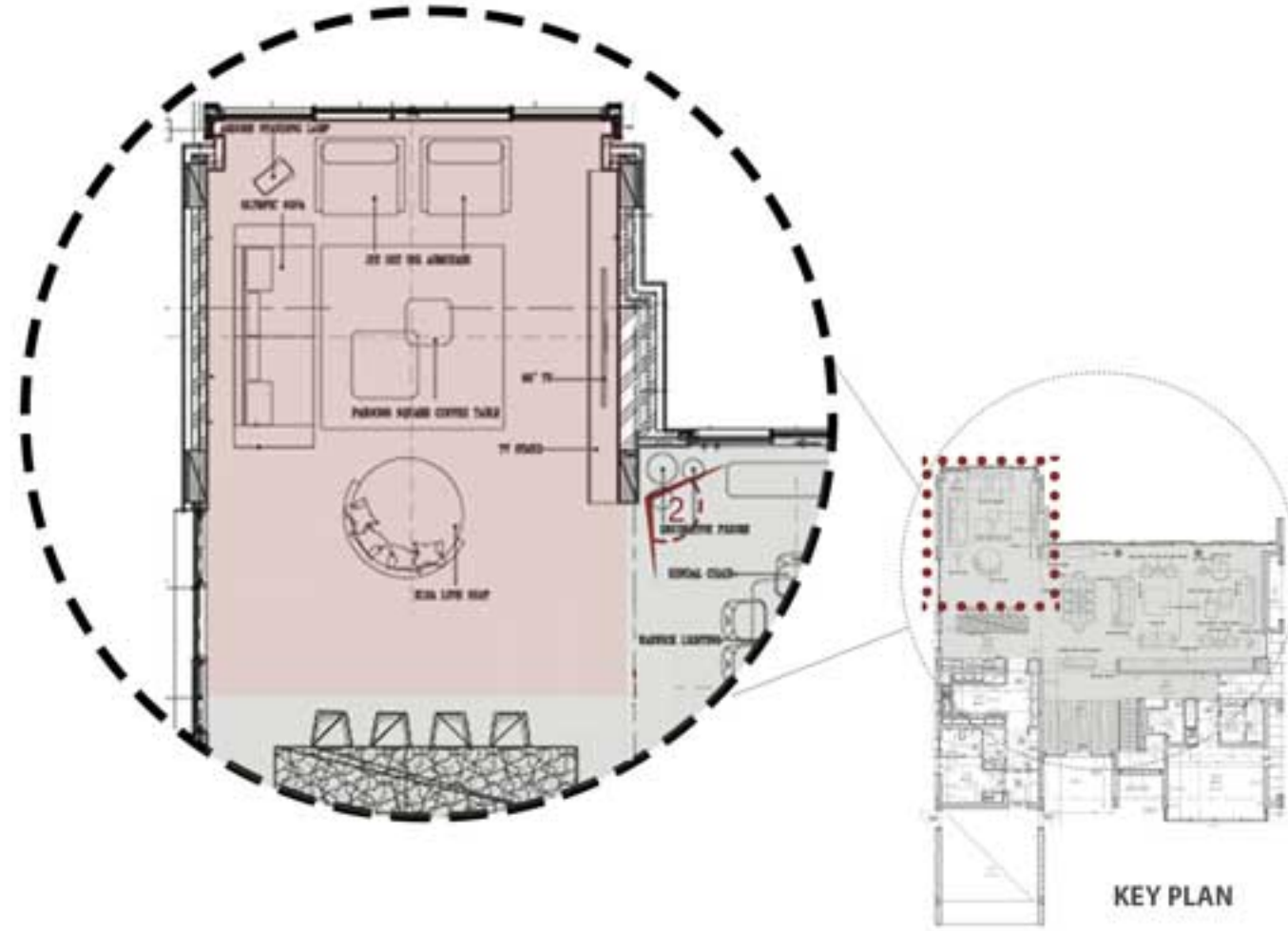
Smoked Liquidambar Matt

ART WORK ▼

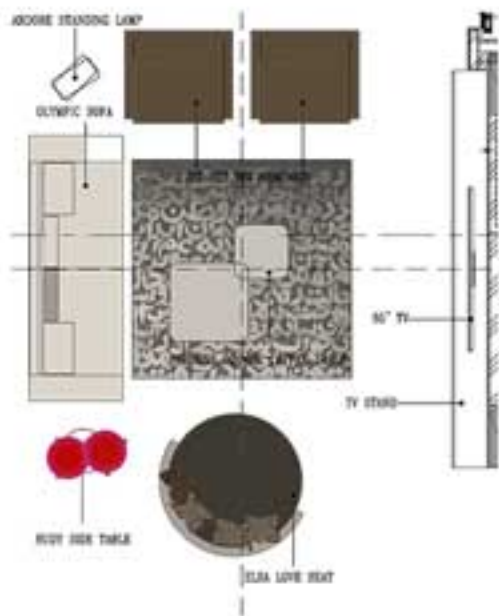


Residential Villa | United Arab Emirates-Dubai
2023

PLAN - TV ROOM ▶



FURNITURE ▶







▼ 3D VIEWS OF TV ROOM

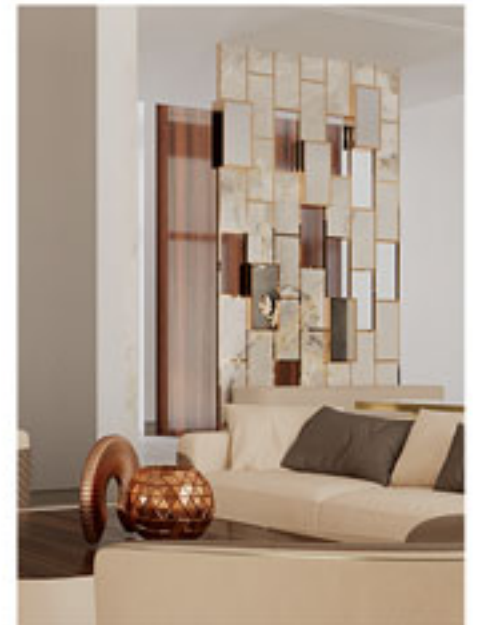




◀ 3D VIEW
OF TV ROOM



◀ 3D VIEW OF
CORRIDOR



06 Khezershahr Residential Villa

2018 - 2019 | Khezershahr
660 m²

This villa with a total built area of 660 m² is located in a coastal town in Khezershahr. The employer's intention of building this villa is to spend the weekends away from the congested and stressful urban life in a mega-city like Tehran.

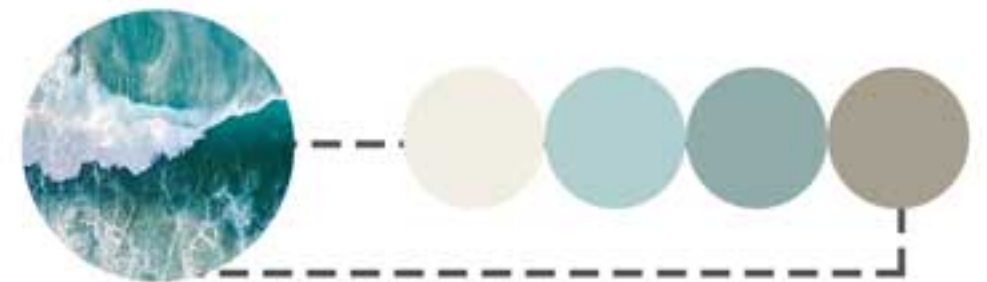
The major concern in design is creating a relaxing and pleasant space. Accordingly, I maintained the current design trend of the region in the classical form of the building to keep in harmony with the neighboring villas.





I avoided excessive use of fancy decorative elements and lofty furniture, although the employer could afford doing so, and rather focused on creating a minimalistic interior architecturally using light blue and white colors resembling the sea, large sitting areas with elevated ceilings, and large windows decorated by curtains as tall as two floors.

Large natural stone slabs, extracted from Iranian stone mines, are used on the TV wall. The stone texture is fine and magnificent enough to replace a work of art. On the opposite side, a mirror wall resembles the traditional Iranian mirror works appearing historically in palaces and sacred monuments. The simplified wooden lattice separating the sitting room from the mezzanine floor is inspired by the traditional wooden lattices used in rural houses of northern Iran. Finally, the modern fireplace in the main sitting room makes an eclectic combination with the classical theme of the building.



Residential Villa | Khezershahr
2018-2019

◀ LIVING ROOM

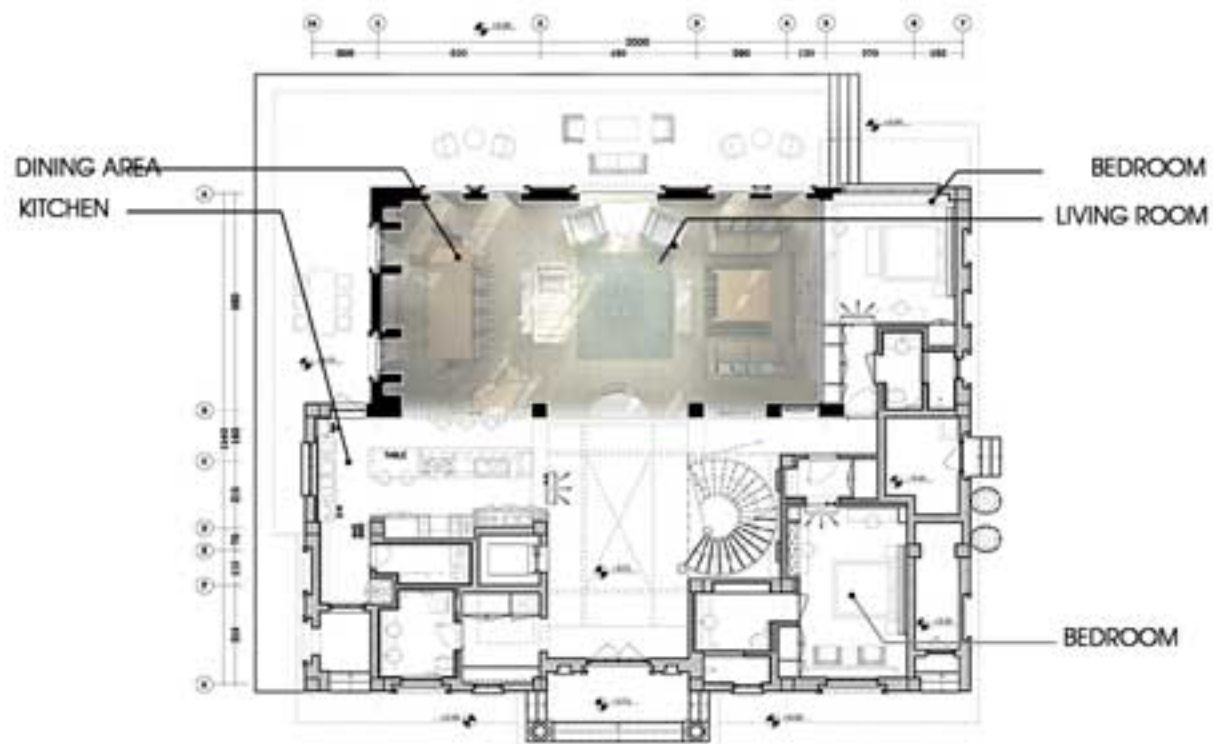


Residential Villa | Khezersshahr
2018-2019

LIVING ROOM ▶



PLAN ▶





Residential Villa | Khezersshahr
2018-2019

CENTER VOID ▶





Residential Villa | Khezersshahr
2018-2019

KITCHEN ▶





07 Marina Residential Complex

2021 | Anzali Free Zone
10,000 m²

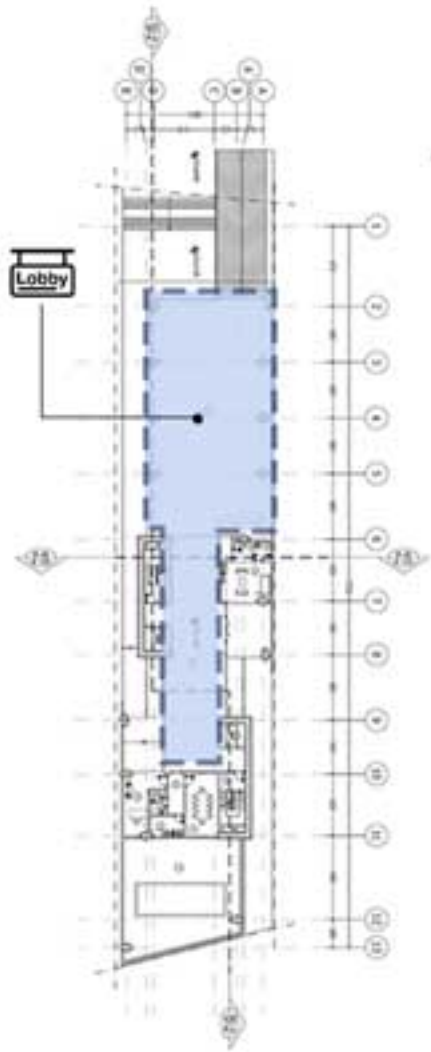
Marina Residential Complex, with a total built area of 10,000 m² is designed for development on a 1,400-m² land plot located in Anzali Free Zone of Gilan Province. High-rise and transparent towers, balconies with unlimited view to the surrounding landscape, sea view, and coherent outward movement of the spaces are the most important features of Marina Residential Complex.

The building appears in an attractive form, which is designed to overcome the constraints imposed by the project site. Making maximum use of sunlight in interior spaces and necessity of limiting radiations on the east and west wings, which contain the largest walls, made it inevitable to divide the land plot into two parts.

Marina Residential Complex is an interactive project. Facilities like gym, swimming pool, and sauna in the first mezzanine floor; multipurpose ballroom in the first floor; and roof gardens at the 10th and 13th floors are the exclusive features of this building.



LOBBY ▶



Ground Floor Plan



3D ILLUSTRATION ▲

GR
MARINA TOWER



GR
MARINA TOWER

INFORMATION

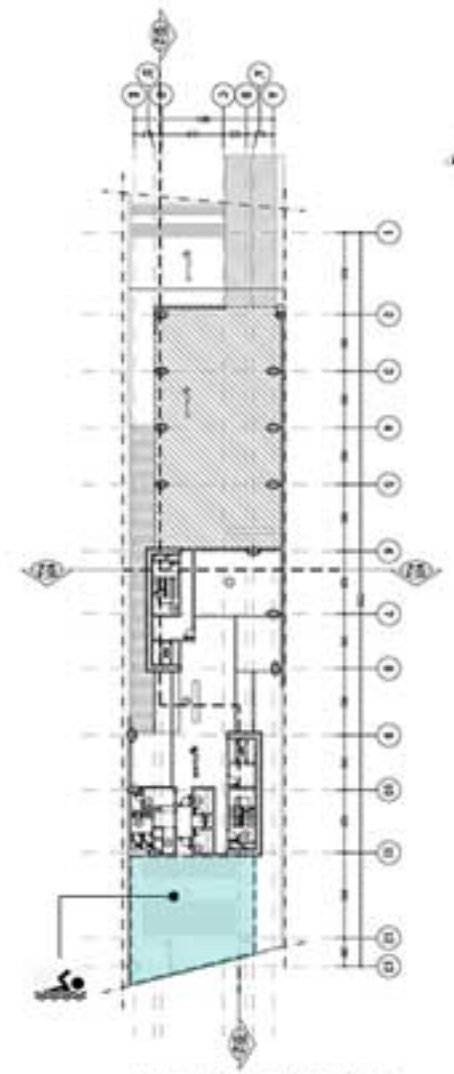


HAVE A BREAK



3D ILLUSTRATION ▲

◀ SWIMMING POOL

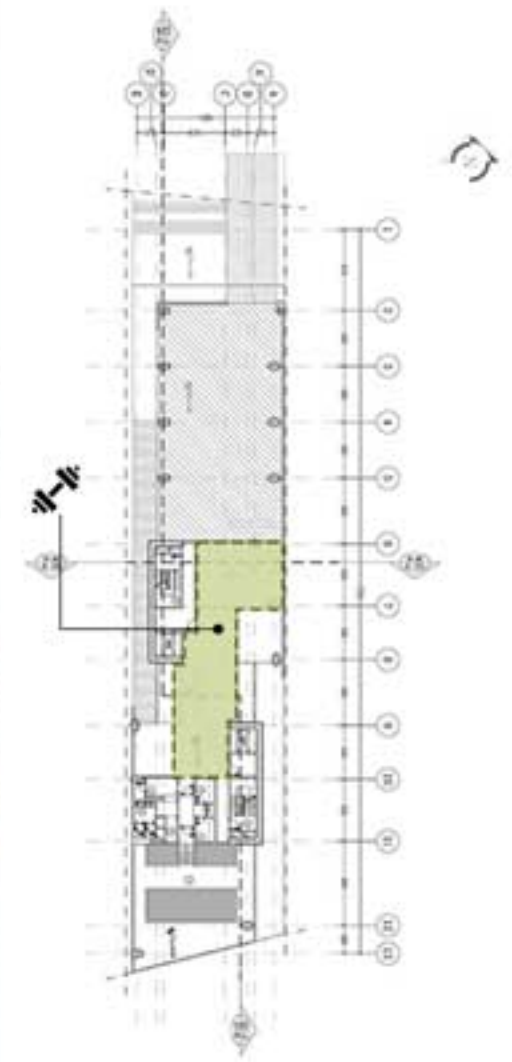


Ground Mezz Floor Plan



HOPE
IT BE WORTH IT?
ALWAYS

◀ GYM



Ground Mezz Floor Plan

3D ILLUSTRATION ▲



Marina Residential Complex | Anzali
2021

◀ FLOOR LOBBY



3D ILLUSTRATION ▲

◀ BANQUET HALL



3D ILLUSTRATION ▲

▼ TERRACE



RESIDENTIAL UNITS ►





Marina Residential Complex | Anzali
2021

RESIDENTIAL UNITS ▶



TERRACE ▼



3D ILLUSTRATION ▲





08

Toranj
Residential Complex (Renovation)

2010 | Mahmoudabad
1882 m²

This project with a total built area of 1700 m² is located in Mahmoudabad along the central Caspian Sea coastline. The building consists of six floors containing three types of residential apartments and a penthouse.

The interior design concept is inspired by climatic conditions of the region with a touch of the local architecture.

A green roof is developed on the seventh floor as a venue for social interactions.



PLAN ►



UNIT C

Area: 118 m²

View: City

Direction view: South







KITCHEN



LIVING ROOM



BATHROOM



BEDROOM

09 Food Hall

@Opal Tarde Center

2018 | Tehran
2300 m²

Opal food hall, with a total area of 2,300 m² is developed on the highest floor of an upscale trade center in northern Tehran. The mall context consists of spacious retail areas allocated to high-end apparel, cosmetics, and home appliance brands as well as automobile showrooms.

Design concept of the food hall is based on the designer's concern about the missing human relationships in the modern urban life. This concern is manifested by the human figures and quotes about social life appearing around the space. Cozy corners are designed in the eating area, which shelter the occupants from stress of the urban life and meanwhile make no solid barriers between them.

Plants and other green elements make an implication to the missing relationship between the modern urban society and the nature.



ID SBID
INTERNATIONAL
DESIGN
AWARDS
2021
FINALIST

**SBID
AWARDS
FINALIST
2021**



Opal food hall is developed on the ninth floor of an upscale trade center in northern Tehran. The mall context consists of spacious retail areas offering high-end apparel, cosmetics, and home appliance brands.

Design concept of the food hall is based on the designer's concern about the missing human relationships in the modern urban life.

This concern is manifested by the human figures and life quotes appearing around the space.

Cozy corners are designed in the eating area, which shelter the occupants from stress of the urban life and meanwhile make no solid barriers between them.

Plants and other green elements make an implication to the missing relationship between the modern urban society and the nature.



ACTUAL IMAGE ▲

Plan ▼



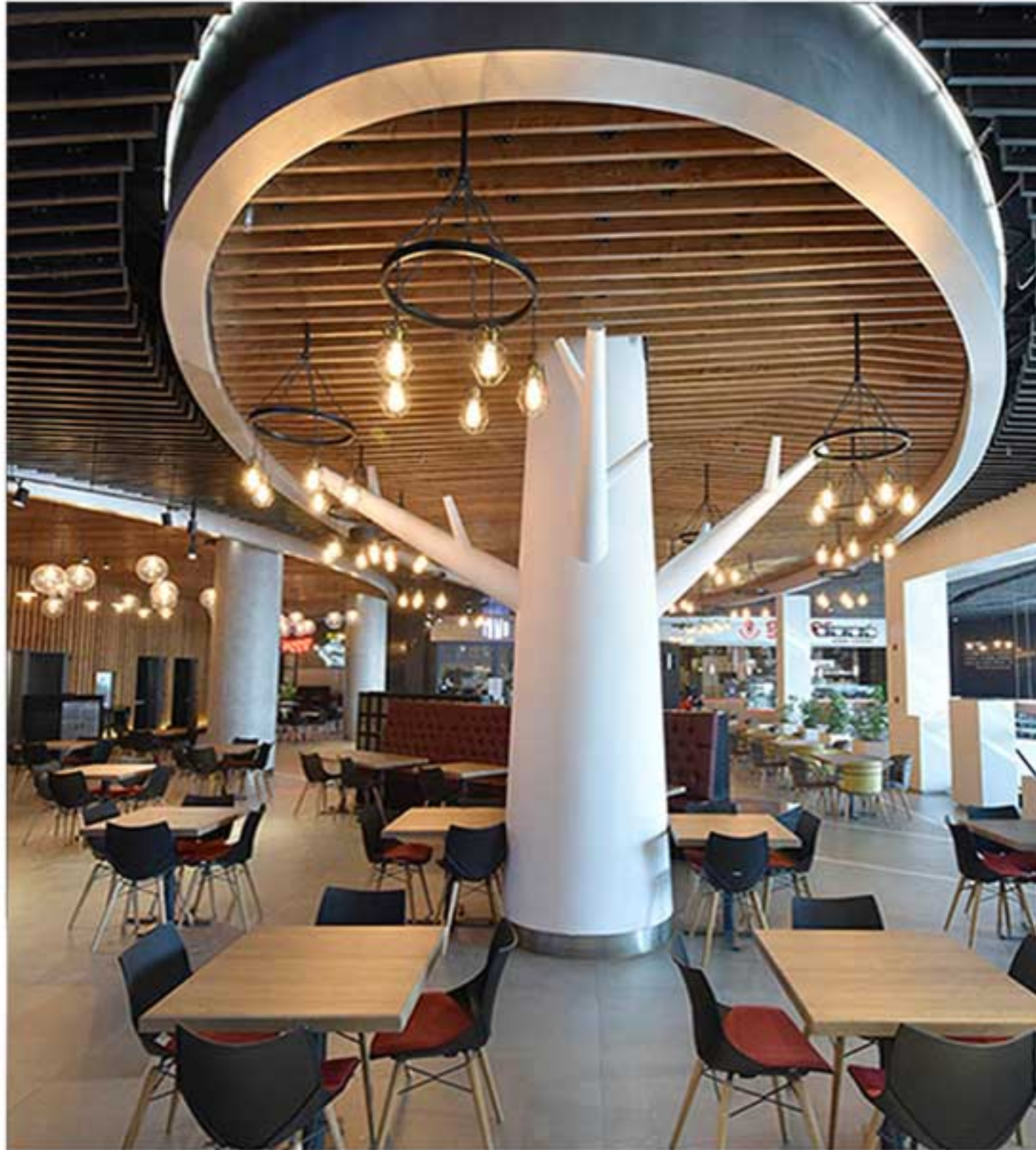
Opal Foodhall | Tehran

2018

TREE-SHAPED COLUMN ▶

Trees made of engineered solid surface material appear in an abstract form and exaggerated size to emphasize missing them in urban life.

The tree, as icon of the nature, is made of solid surface (Corian) material, which is a modern industrial material.



ACTUAL IMAGE ▲

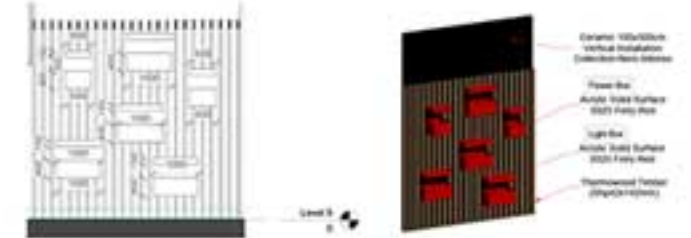


Opal Foodhall | Tehran
2018

WALL FLOWER BOX ▶



ACTUAL IMAGE ▲



Plants and other green elements make an implication to our need in the modern urban society to get in touch with the nature. Flower boxes with indoor plants reconcile the audience with the real green.



ACTUAL IMAGE ▲

Life is the core idea of the design concept. Life quotes written using different materials on walls of the food hall are remind the diners important life lessons which might not come to their sight in their busy urban life.



◀ 3D ILLUSTRATION



HUMAN FIGURES

Young or old, poor or rich, many of us are experiencing the solitude in spite of living in populated modern societies. The abstract human figures appearing in unusual size and proportions refer to the burden on this loneliness.

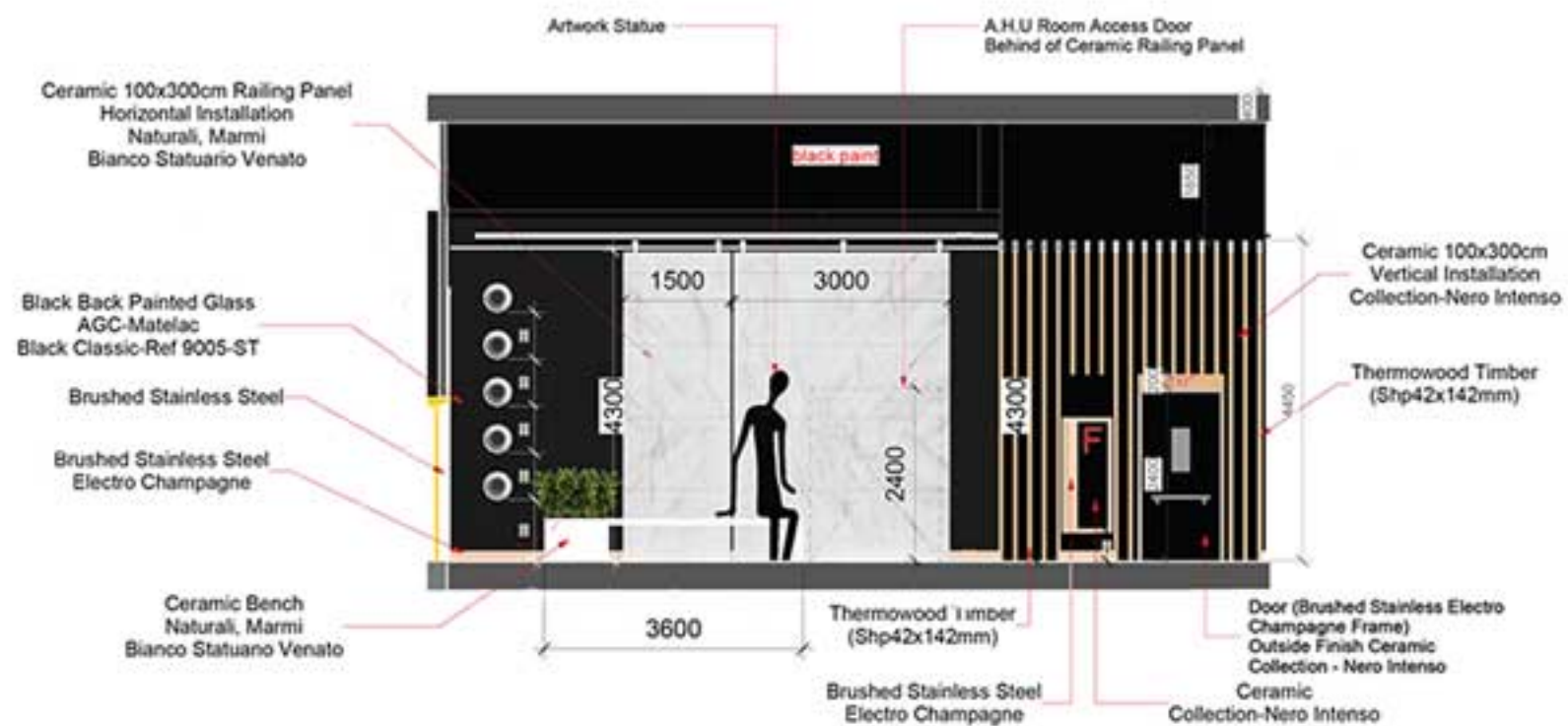
◀ HUMAN FIGURE



3D Illustration

Actual Image

◀ INTERIOR ELEVATION



The bench with a white background and a sitting human figure is designed as a photo spot at the main entrance of the food hall. Although the client did not use the human figures in the project, most of the diners take picture at this point, which shows that the design objectives are mostly met.

Opal Foodhall | Tehran
2018



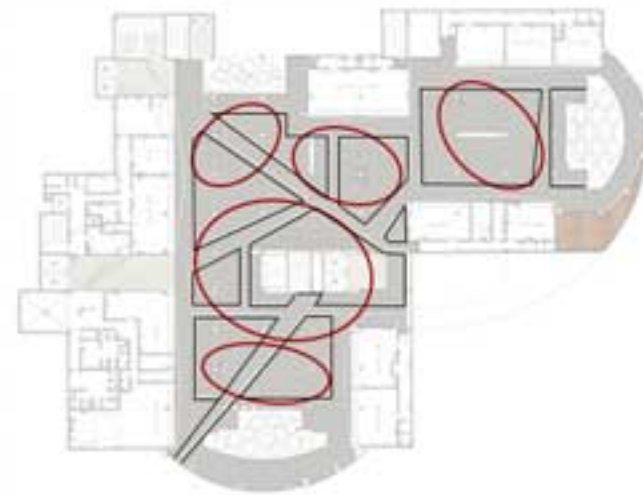
ACTUAL IMAGE ▲



Poster-size wall papers were specified for different parts of the food hall as a visual means of telling the project story. Unfortunately, the client failed to use this important media as per designed.



ACTUAL IMAGE ▲



This food hall is intentionally designed in contradiction with the classical design of the other parts of the mall.

This contradiction is aimed to attract the visitors and invite them to rest and dine in a relaxing atmosphere.

The eating area is divided into different zones, which are differentiated by color of the built-in and loose furniture, type of pendant lamps, and oversized ovals on the ceiling.



Opal Foodhall | Tehran
2018

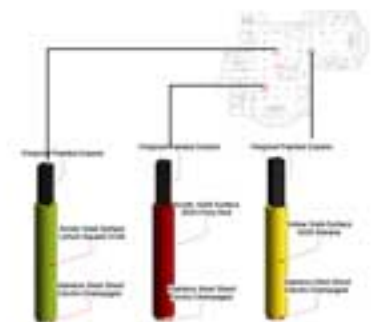


ACTUAL IMAGE ▲

The three main colors (red, yellow, and green) are used in this project to differentiate different zones, where they are used in built-in elements and loose furniture.



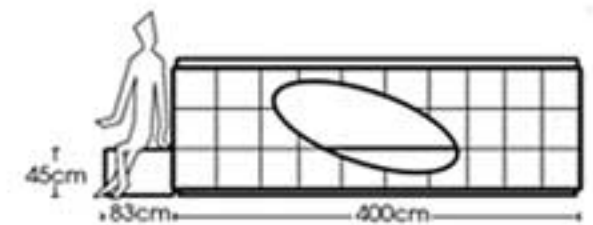
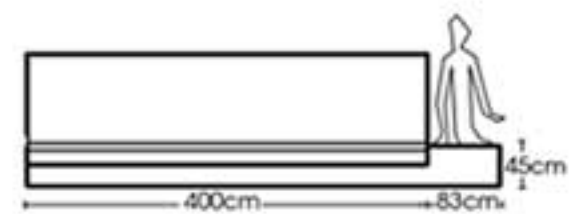
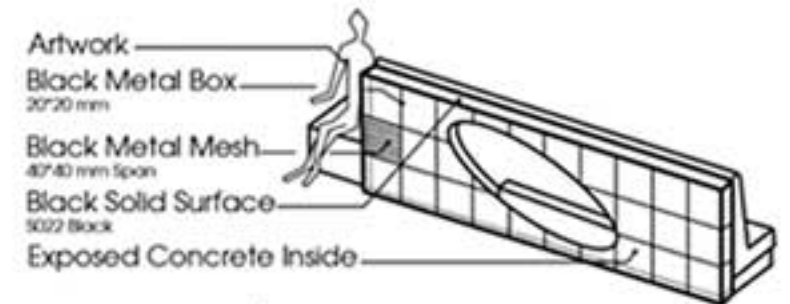
Strong Stimulants: Yellow, Orange and Red
Mild Stimulant: Green
Suppressant: Purple and Blue





◀ BESPOKE BENCHES

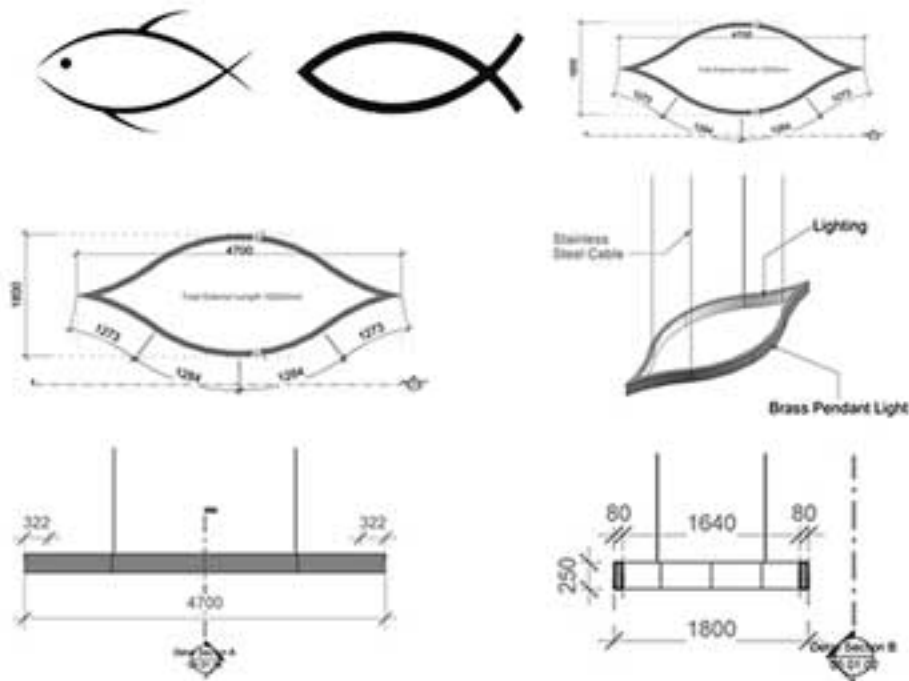
Although some major design elements were altered by the client/contractor due to certain limitations, the project preserves the design aesthetics.



PENDANT LAMPS TYPE1 ▶

The Pendant Lamps Designed Exclusively for This Project were the Shortlisted Finalist of SBID Awards 2021 in Lighting Product Category.

These pendant lamps are designed for void area of a food hall located in an upscale shopping mall. Being closed to the seafood stand, form of these lamps imitate an abstract form of fish. The outer surface of the lamps is made of brushed brass giving a luxurious and meanwhile modern touch.



SBID
AWARDS
FINALIST
2021

Opal Foodhall | Tehran
2018

PENDANT LAMP
TYPE2 ▶



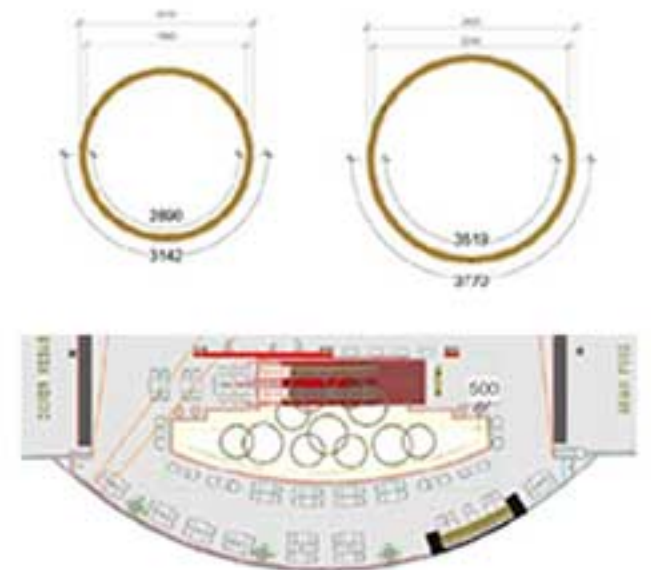
ACTUAL IMAGE ▲



◀ PENDANT LAMP
TYPE3



ACTUAL IMAGE ▲



10

Jame Jam Restaurant

2018-2019 | Tehran
300 m²

Jame Jam Restaurant, with a total area of 300 m² is located in an upscale trade center in northern Tehran. The client has operated upscale Iranian restaurants for more than a decade, and this restaurant will be of the same context, but targets an exclusive market limited to the opulent business persons and high-ranked officials, which require an extravagant interior.

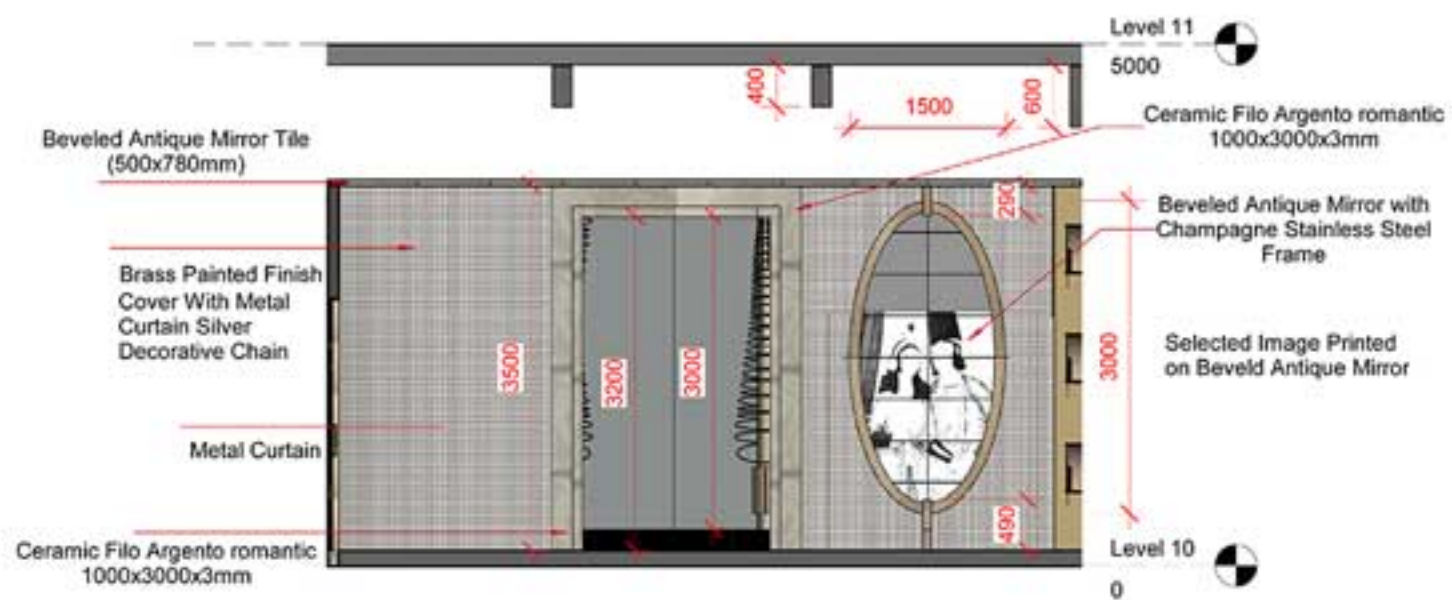
The design concept is based on traditional Iranian elements with a modern and lavish touch, including but not limited to oversized miniature paintings, cedar shaped floor lamps, and Iranian motives.





▼ CONCEPT
FOR DECORATIVE MOTIVES



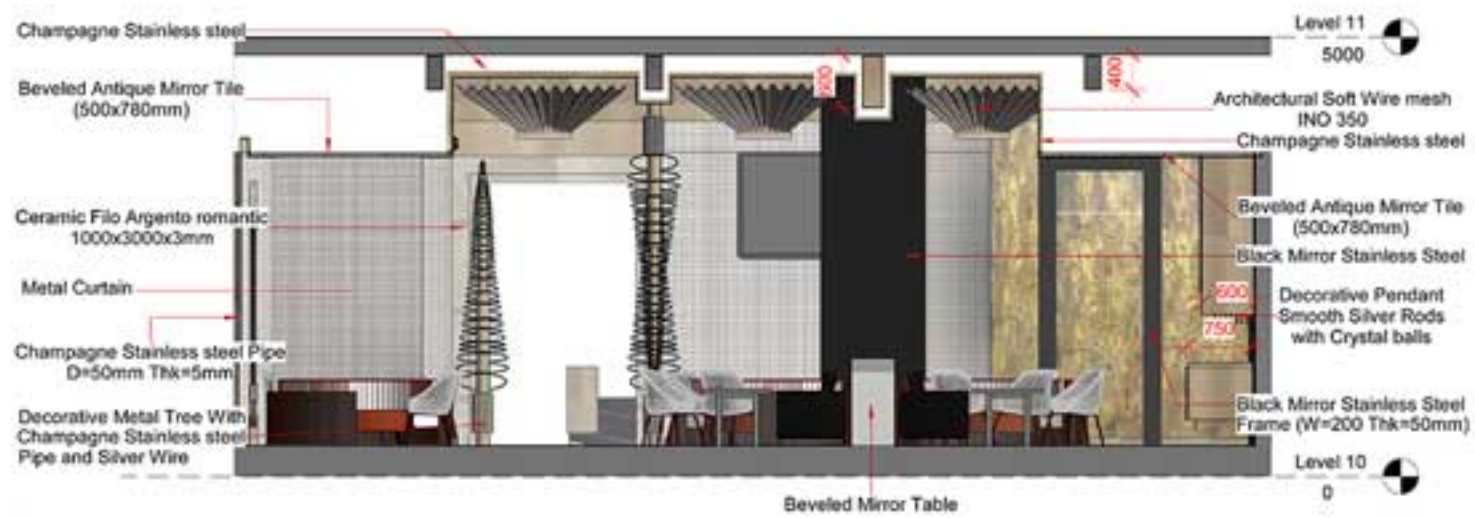


◀ INTERIOR ELEVATION

Jame Jam Restaurant | Tehran
2019-2018



INTERIOR ELEVATION ►







11

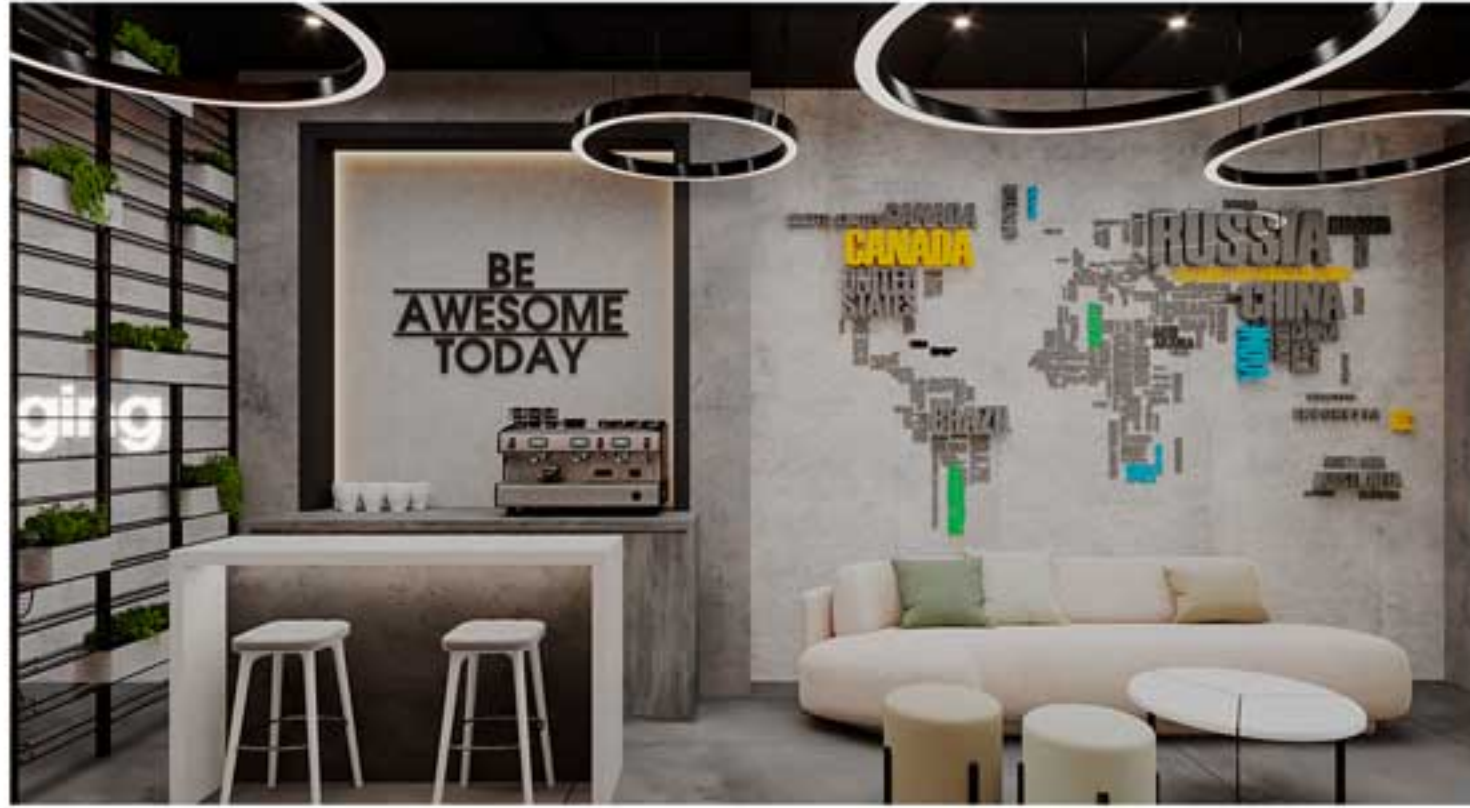
Kian
Exchange

2023 | London

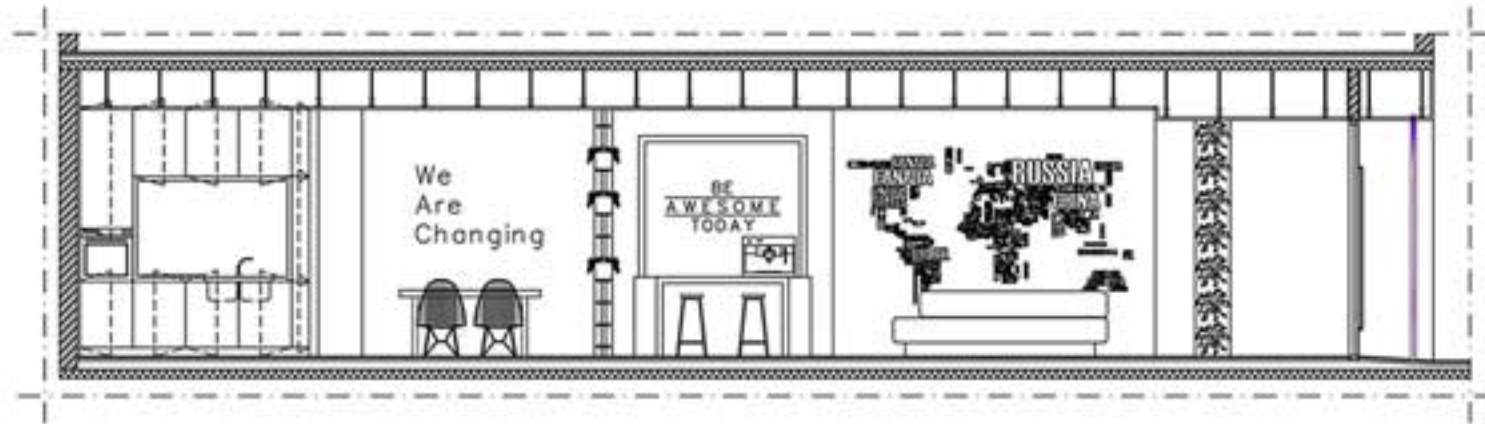
This project with a total built area of



Kian Exchange | London
2023



INTERIOR ELEVATION ►





BE
AWESOME
TODAY





BE
AWESOME
TODAY

Charging



3D ILLUSTRATION ▲



**BE
AWESOME
TODAY**

**We
Are
Changing**



◀ FURNITURE PLAN





12 Chicken Shack
Restaurant

2023 | London
2300 m²

Chicken shack Restaurant , with a total area of



Chicken Shack Restaurant | London
2023



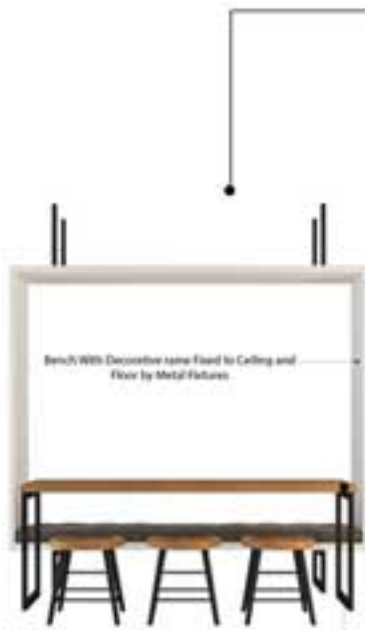
FURNITURE PLAN ▼



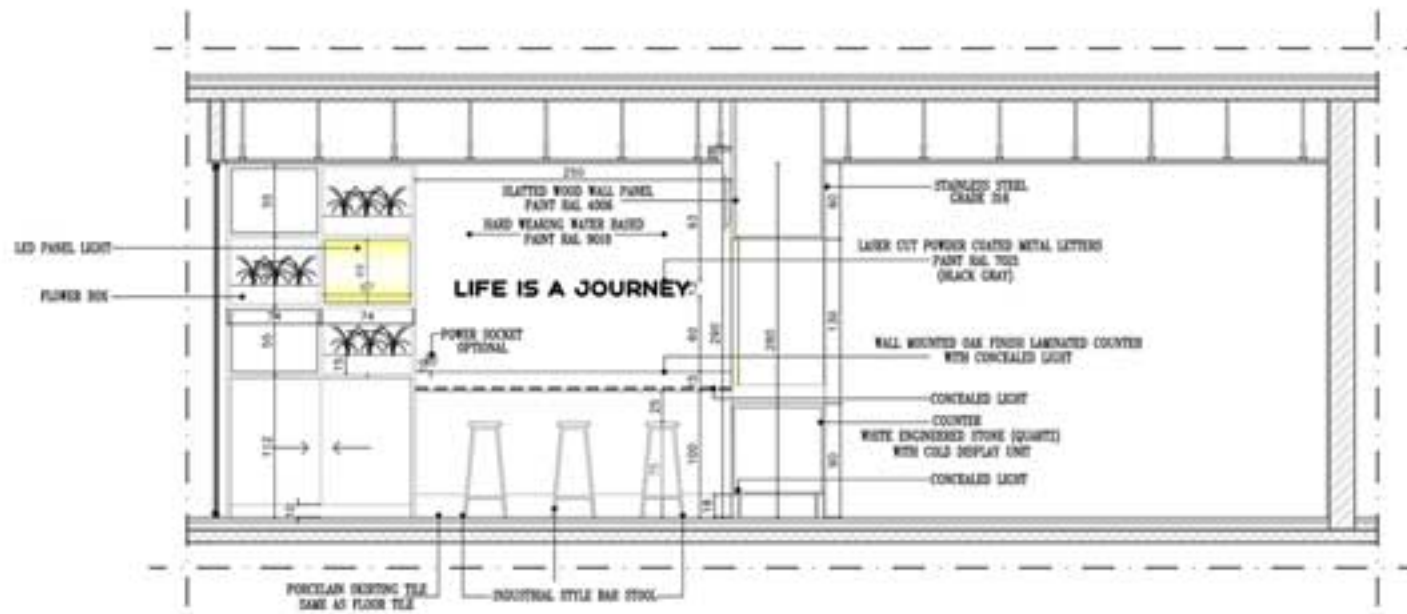


LIFE IS A JOURNEY

Chicken Shack Restaurant | London
2023



INTERIOR ELEVATION ►



SCALE: 1:30

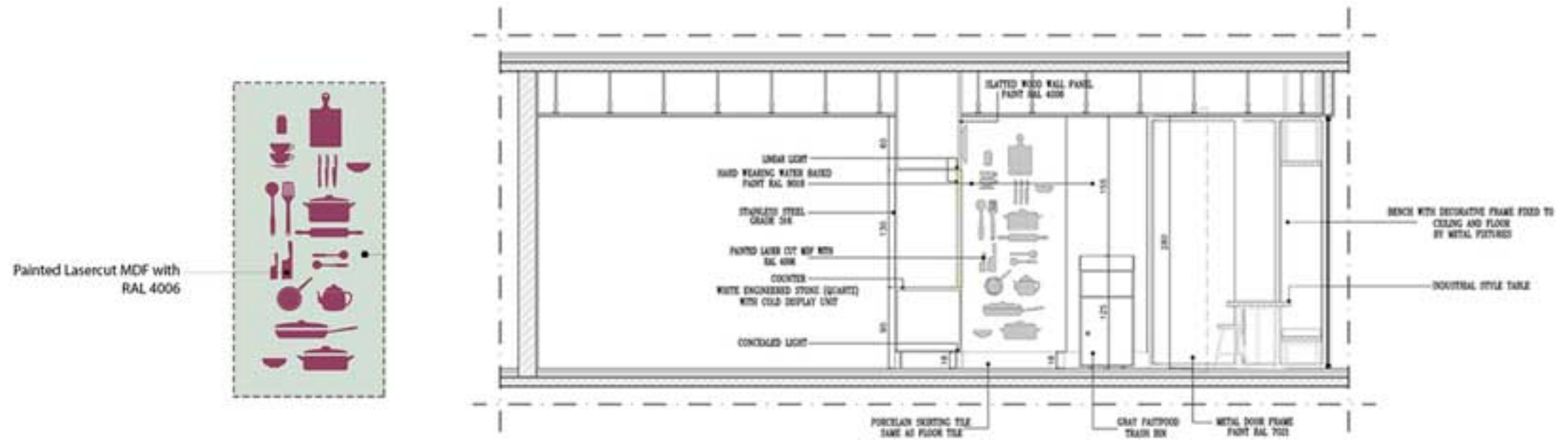
LIFE IS A JOURNEY



Chicken Shack Restaurant | London
2023



INTERIOR ELEVATION ►





13 Naderi Boutique Hotel

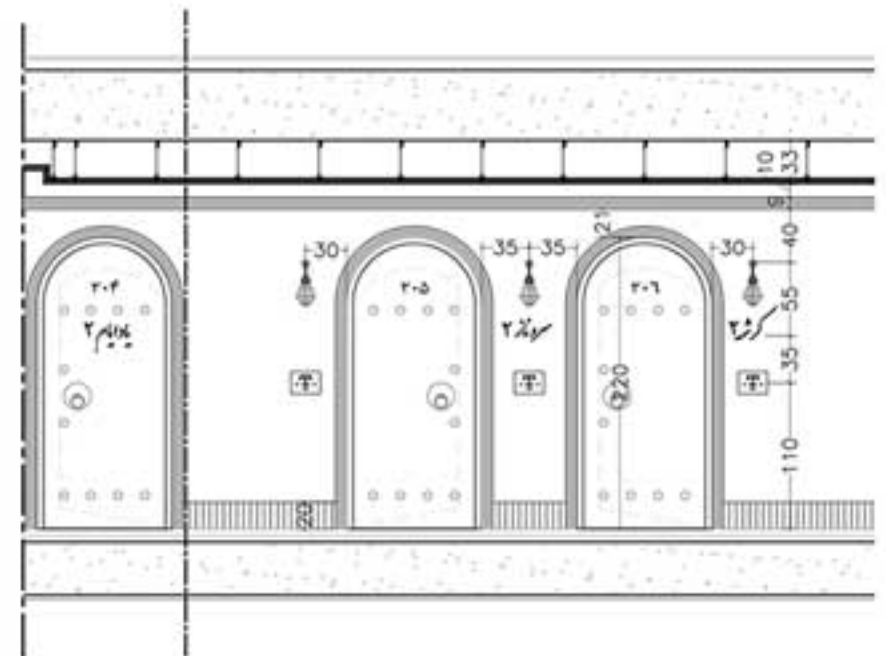
2018-2019 | Tehran
3000 m²

Naderi Boutique Hotel is located in the vicinity of Panzdah-e-Khordad Square in Tehran. Being close to Panzdah-e-Khordad Pedestrian Street, Grand Bazaar, and City Park are the main potentials of the project site. Being located in the crowded historical neighborhood of Tehran, this project can play a significant role in the experience of urban life. Considering the findings of a field study on famous hotels and restaurant in historical parts of District 12 of Tehran, it was concluded that the project can be designed as a boutique hotel-restaurant, with a touch of traditional and historical texture of the Qajar Era buildings around the project site.





▼ DESIGN CONCEPT



The design concept included traditional restaurant, Iranian restaurant, and guestrooms in two separate floors, as well as service areas and amenities appearing in a building inspired by Qajar Era architecture with brick surfaces, stucco works, sloped roofs, and wooden windows.



3D ILLUSTRATION ▲

Naderi Boutique Hotel | Tehran
2019-2018

INTERIOR DESIGN1

Blue and light pink colors are used in furniture and interior design elements besides materials such as wood and brick in order to create a relaxing place away from the mess of Tehran Grand Bazaar to shelter the local and foreign visitors.

The balconies are used to create open top areas like breakfast room on the roof and Moroccan Restaurant in the first floor.



3D ILLUSTRATION



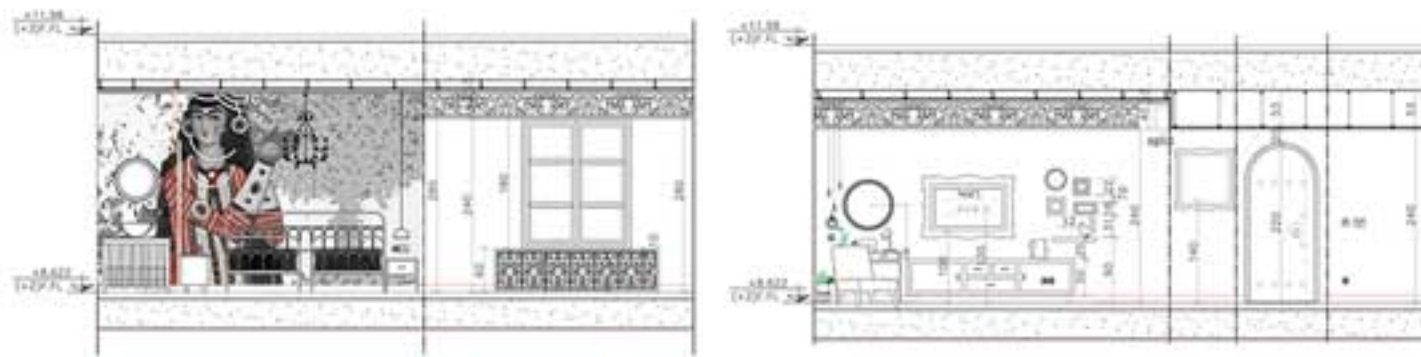


Naderi Boutique Hotel | Tehran
2019-2018

INTERIOR DESIGN2



INTERIOR ELEVATION







14

Partiya Hotel

2020 | Gorgan
34,000 m²

This project with a total built area of 34,000m² is located in Naharkhoran, a forest area near Gorgan. The project concept is inspired by the nearby forest; i.e. liquidity of the forest forms the basic lines of the concept.

Convergence of the building components, such as ceiling and floor, was our main concern in design; accordingly, modern colors and objects are used extensively in this project.

The hotel includes 176 guestrooms, three restaurants, and other convenient public areas.

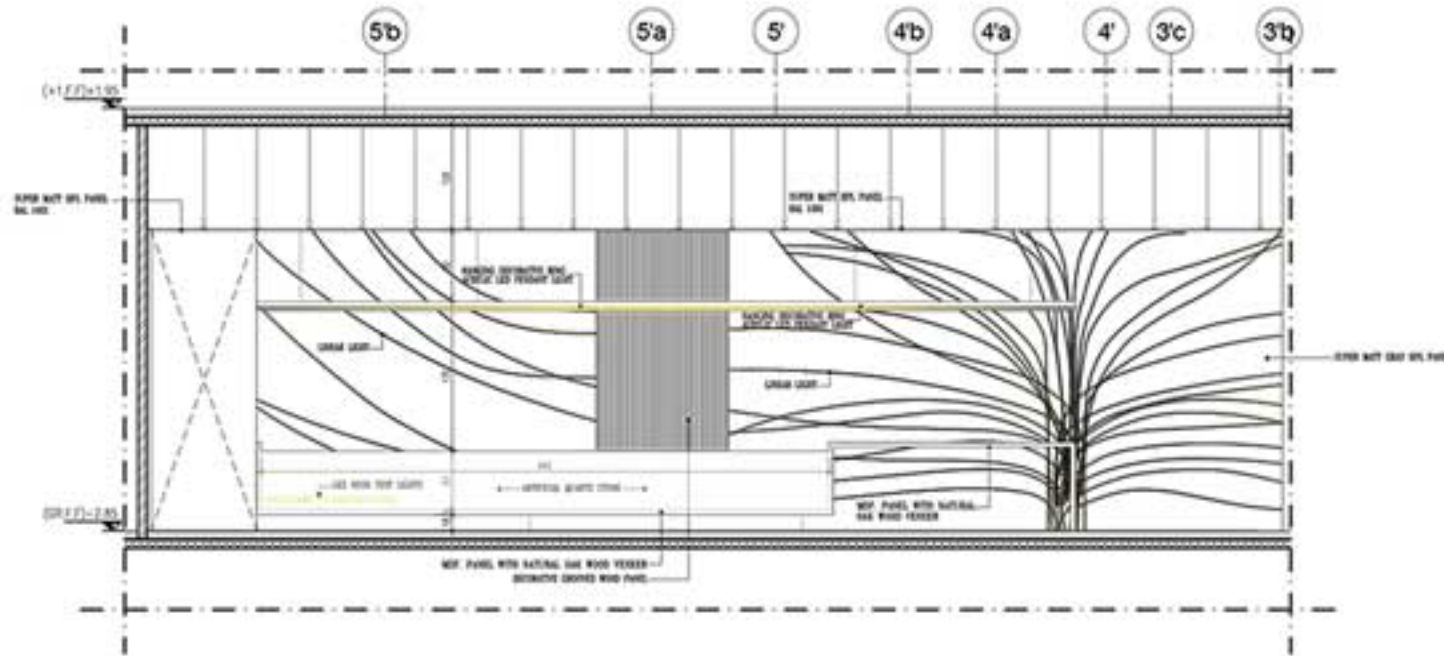


Partiya Hotel | Gorgan
2020

LOBBY ▶



INTERIOR ELEVATION ▶







◀ BANQUET HALL



3D ILLUSTRATION ▲

SWIM HARD.
DREAM BIG.



◀ SWIMMING POOL
MEN



3D ILLUSTRATION ▲





▼ SWIMMING POOL
WOMEN



3D ILLUSTRATION ▲



3D ILLUSTRATION ▲

Partiya Hotel | Gorgan
2020

GUEST ROOMS ▶



3D ILLUSTRATION ▲





15

Partiya Restaurants

2020 | Gorgan
1700 m²

This project with a total built area of 34,000m² is located in Naharkhoran, a forest area near Gorgan. The project concept is inspired by the nearby forest; i.e. liquidity of the forest forms the basic lines of the concept.

Convergence of the building components, such as ceiling and floor, was our main concern in design; accordingly, modern colors and objects are used extensively in this project.

The hotel includes 176 guestrooms, three restaurants, and other convenient public areas.



Partiya Hotel | Gorgan
2020

RESTAURANT 6TH ▶



DREAM BIG





◀ 6TH RESTAURANT



3D ILLUSTRATION ▲

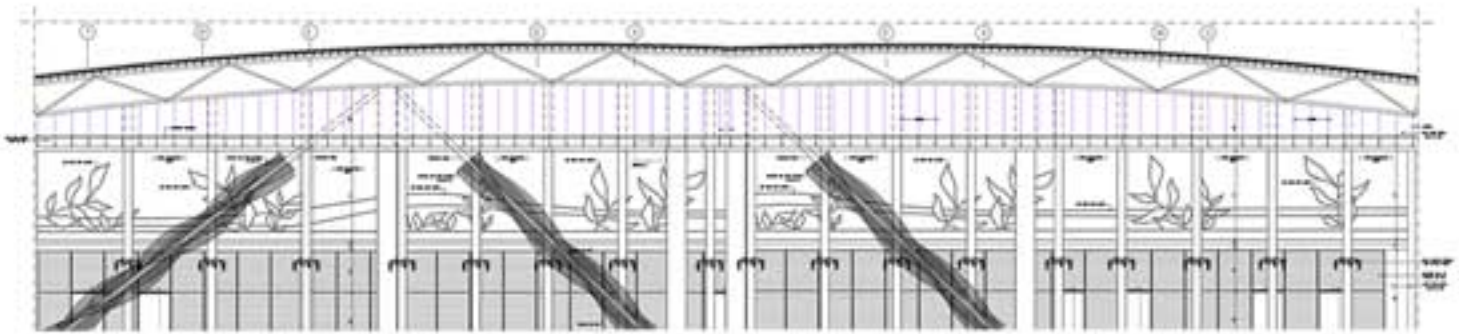




◀ 13TH RESTAURANT



3D ILLUSTRATION ▲



◀ INTERIOR ELEVATION

Partiya Hotel | Gorgan
2020

FOOD COURT ▶



3D ILLUSTRATION ▲



feel good

16 Banquet Hall

2021 | Tehran
700 m²

This banquet hall is located in a high-end residential complex. It is used primarily as a common public area for different neighbors' assemblies. Meanwhile, it can cater private parties and gatherings by the apartment owners.

Considering the project constraints, utmost efforts were made to utilize the existing structure in design; e.g. the dents on the premier walls were used as sitting areas.

The design mood is selected modern and luxury given the context of the residential units.

Design of this concept was assigned to Tarh Va Afarinesh Architectural and Engineering Consultants Co. as the interior-design consultant.



Banquet Hall | Tehran
2021





17

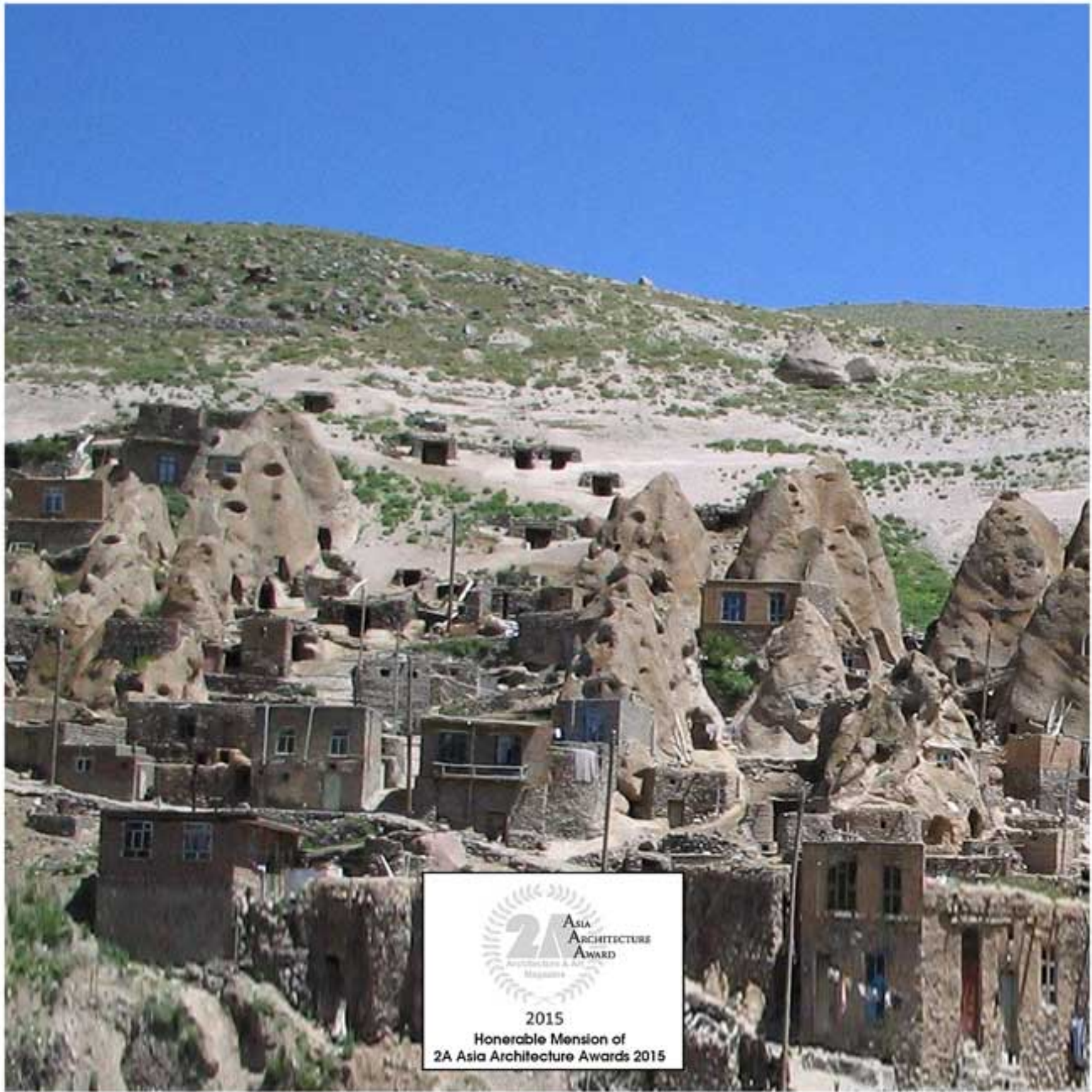
Kandovan Cave Hotel

2006 | East Azerbaijan Province
11 Rooms - 5100 m²

The hotel consists of 15 suites excavated into the volcano rocks in the same manner the local people have developed their houses for more than 700 years.

It was decided to develop the hotel rooms exactly in the same manner that the local people dug their houses into the surrounding volcano rocks. This was quite the challenge in design and construction, as we had to find out the optimum excavation depth to maintain stability of the rock structure. Therefore, the design was practically develop at site after finalizing dimensions of each suite. Another important challenge was the limited design and construction time, due in part to the climatic conditions of the village. A development plan was also prepared for the hotel including back of the house and public areas, some of which were not constructed.

A development plan was also prepared for the hotel including back of the house and public areas, some of which were not constructed. The project was the honorable mention of Asian Architecture Awards 2016 for maintaining the natural-historical structure of the village.




2015
Honorable Mention of
2A Asia Architecture Awards 2015

Kandovan Cave Hotel | Kandovan

2006



What has been the most important about this project is how this building improved the social life in the village. The hotel has attracted local and international travelers to such a remote part of the country, which has had a positive effect on economy of the village





ACTUAL IMAGE ▲

MEP installations and heating lines were also concealed under the Flooring in order not to affect the natural texture of the suites. Also, there is no cooling system due to the relatively cold climate of the region. The suites include comfortable bathrooms equipped with Jacuzzi tubs, toilet, and wash basin, all selected to match the traditional concept of the project.



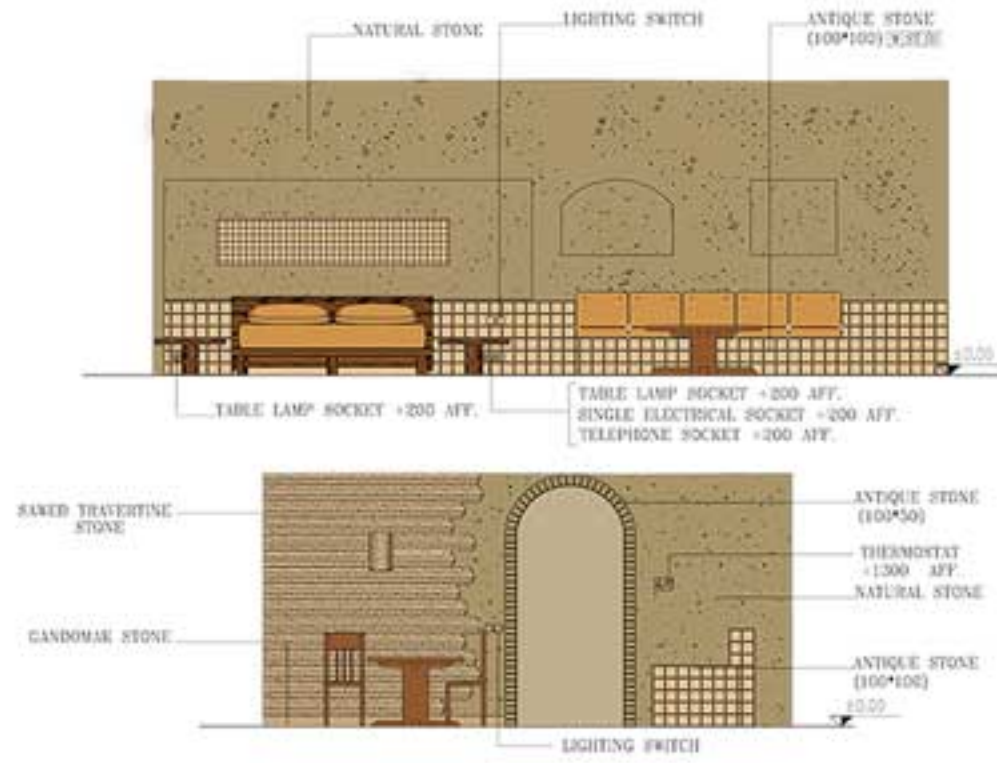


ACTUAL IMAGE ▲

Kandovan Cave Hotel | Kandovan
2006



INTERIOR ELEVATIONS ▶





ACTUAL IMAGE ▲

18 Safaiyeh Hotel

2007 | Yazd
11,000 m²

Safaiyeh Hotel is a four star hotel with a total built area of 11,000 m² and capacity of 105 keys, located in Yazd, one of the most important provincial capitals of central Iran.

The hotel is developed in landscape of a former motel with guestrooms dispersed around an aged garden.

The design is inspired by traditional architecture of central Iran, which consists of extensive use of mud, stucco, and cornice ceilings.

The furniture is composed of natural wood and the traditional textile woven historically in the region.

The project was appreciated by the then director of Yazd Province Urban Development Organization as the best building project of the province in the year 2006.

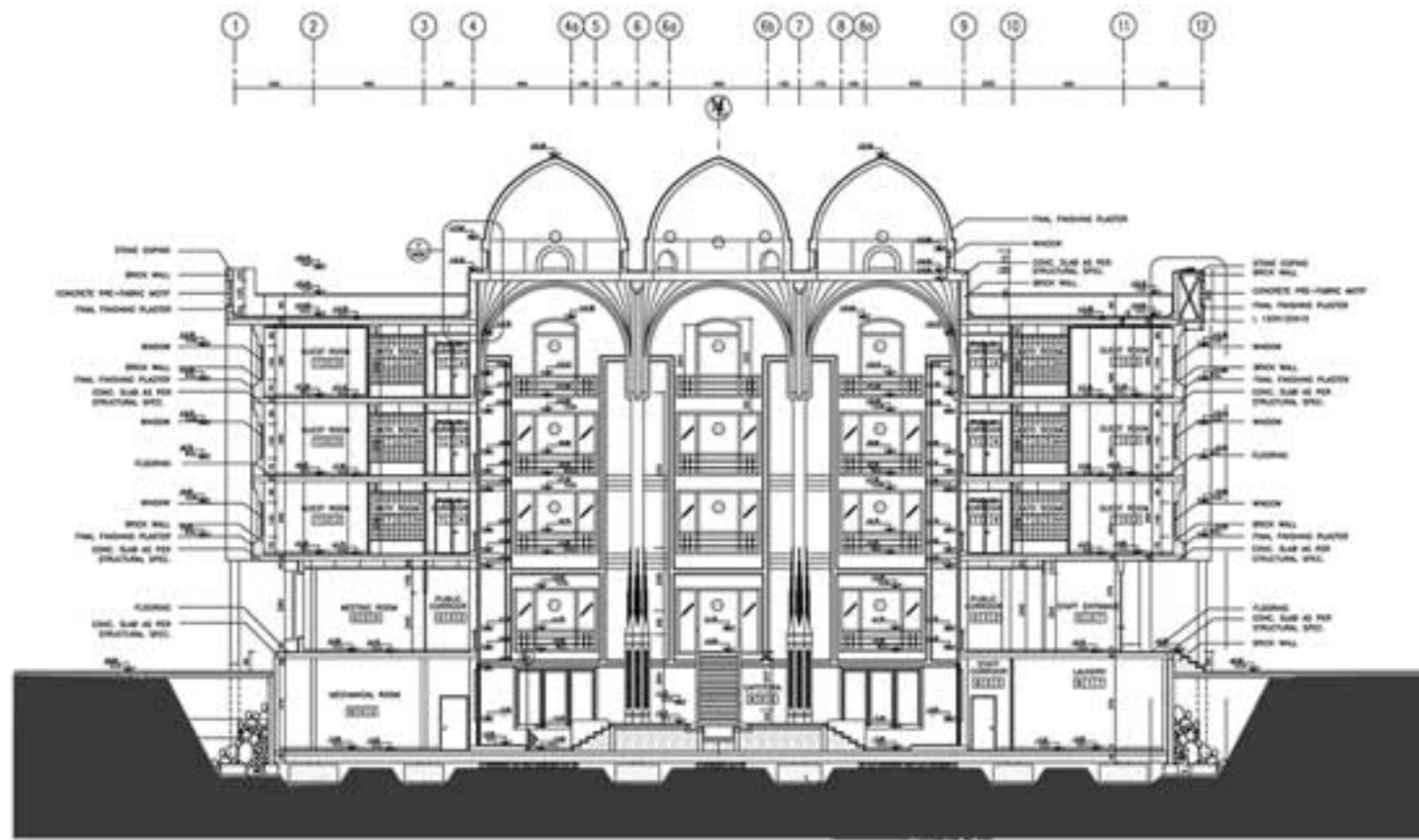


Safaiyeh Hotel | Yazd
2007

▶
HOTEL VIEW- 1

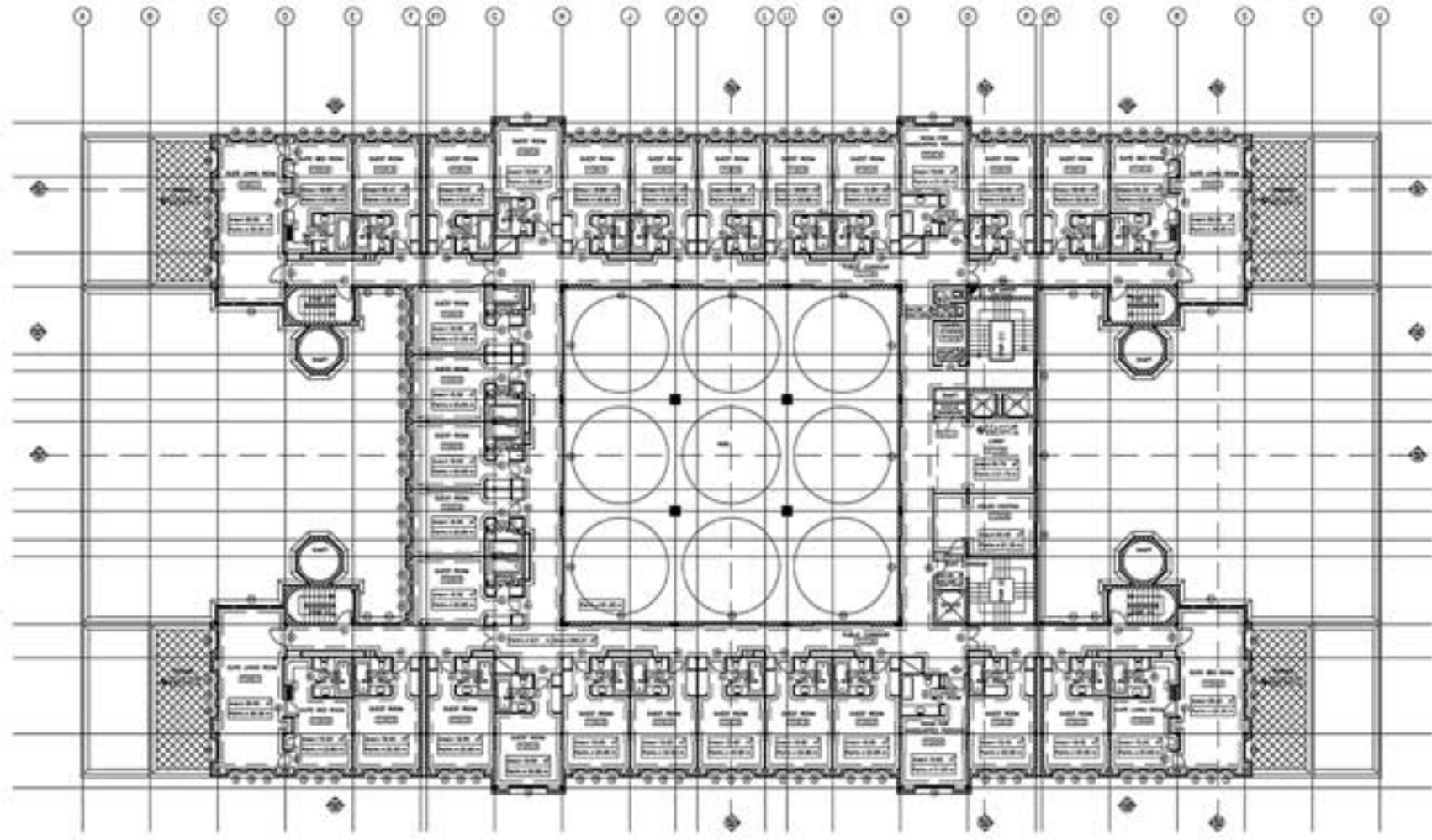


▶
HOTEL VIEW- 2





Safaiyeh Hotel | Yazd
2007





Safaiyeh Hotel | Yazd
2007



ACUAL IMAGE

The design concept is inspired
by the traditional architecture
of Isfahan.

INTERIOR VIEW





Safaiyeh Hotel | Yazd
2007

The design concept is inspired by the traditional architecture of Yazd



FACADE
Inspired by Traditional
Architecture of Yazd





PLAN

هتل سفایه

اصفهان

SAFAIYEH
HOTEL

19

Awards & Achievements 2014-2021

UK CONSTRUCTION ROLE MODEL 2019

A* DESIGN AWARDS 2015

IDA DESIGN AWARDS 2015

2A ASIA ARCHITECTURE AWARDS 2016

VENICE BIENNIAL ART OF 2015

SBID INTERNATIONAL DESIGN AWARDS 2021

SBID INTERNATIONAL DESIGN AWARDS 2016

SBID DESIGN EXCELLENCE AWARDS 2015

INTERNATIONAL HOTEL & PROPERTY AWARDS 2016

MENA INTERIOR DESIGN AWARDS 2015

MENA INTERIOR DESIGN AWARDS 2014



UK CONSTRUCTION ROLE MODEL 2019

In an announcement ceremony held on Wednesday, 9th of October, in UK Construction Week 2019, Ms. Shiva Aghababaei, Vice CEO and Principal Architect of Tarh Va Afarinesh Architectural and Engineering Consultants Co. was announced an UK Construction Role Model (2019).

The recognition was based on her 25 years of active involvement in design and construction of iconic construction projects, and her contributions to the perceived experience of the designed spaces.

The event also exhibited SHIMRAH, a recent urban plan developed in Tarh Va Afarinesh under her lead in the Innovation Zone.

UK Construction Role Model Program is an annual event organized by the UK Construction Week. The event seeks to recognize the unsung heroes and talented professionals in the construction industry and showcase the many varied career opportunities within it, attracting others into similar roles by sharing inspiring stories and career journeys.



Awards & Achievements 2021-2014



A' DESIGN AWARDS 2015

A' Design Award and competition "is one of the world's largest design competition awarding best designs, design concepts and products and services.

The award is endorsed by como department of culture, bureau of European design associations, international federation of interior architects and designer, international council of communication design, international council of societies of industrial design since 2010.

highlight, Advertise and Advocate good design, designers, and design oriented companies for a better future is core mission of the award.

Winning the A'ward is a certificate of excellence for designers, a proof of quality for companies. Having the A'ward attracts the eyes of design oriented audiences worldwide; winners will be able to find better and higher profile jobs and sales leads.

Ibis- novotel(IKIA) hotels project was entered to 2015-2016 period of A'Design award by Tarh va Afarinesh Architectural and Engineering consultants co, EPC contractor of the project, and was announced winner of "Hotel design" and "Restaurant" design categories.



IDA DESIGN AWARDS 2015

International Design Award is a context organized by the American Designers Association. A handful of designers, thinkers and entrepreneurs created the International Design Awards in 2007 as a response to a lack of recognition and to celebrate smart and sustainable multidisciplinary designs. The competition consists of five categories including architectural design, interior design, graphic design, fashion design, and product design.

Tarh Va Afarinesh entered two projects, namely Ibis-Novotel Cluster Hotels (IKIA) and Vadi Authentic Iranian Restaurant (IKIA) to the interior design category of the 2015 competition, and both projects received the honorable mention of the juries.



Awards & Achievements 2021-2014



2A ASIA ARCHITECTURE AWARDS 2016

2AAA is that series of Architecture Awards that have been designed to recognize the significant Architectural contributions of various organizations and individuals worldwide. In spite of being a multinational - global Architecture award, 2ACAA still preserves the essence of uniqueness among all the continents. It is indeed a prestigious and unique global opportunity for architects all across the world to enrich and expand their Architectural knowledge and vision through the profound, in-depth and fascinating exchange of ideas from different parts of the world influenced by multiple cultures, customs, traditions, beliefs, inventions, themes and experiences. These Architecture Awards is a forum that facilitates professional interaction among participants about the new endeavors of the architecture world, and it's about exploration and discussion of the major accomplishments of the Architectural Arena.

In 2015, Tarh Va Afarinesh Architectural & Engineering Consultants entered Kandovan Cave Hotel, designed by Shiva Aghababaei, Vice CEO and Principal Architect of the company, to this competition, and the project received the honorable mention of the jury.



VENICE BIENNIAL ART OF 2015

The Venice Biennial has for over a century been one of the most prestigious cultural institutions in the world. Ever since its foundation in 1895, it has been in the avant-garde, promoting new artistic trends and organizing international events in the contemporary arts in accordance with a multi-disciplinary model, which characterizes its unique nature.

The Architecture section of the Venice Biennial was established in 1980, although architecture had been a part of the art biennial since 1968. As well as addressing the academic side of architecture, the Biennial is an occasion where big-name architects and designers can showcase new projects, arranged in different pavilions, each with different themes.

Ibis-Novotel IKIA was selected by coordination committee of Iran Pavilion for presence of Iran's contemporary architecture in 56th Episode of Venice Biennial 2015 and showcased in the event for 6 months. The committee appreciated Tarh Va Afarinesh Architectural & Engineering Consultants Co, the EPC contractor of project, and Ms. Shiva Aghababaei, architect and interior designer of project



Awards & Achievements 2021-2014



SBID INTERNATIONAL DESIGN AWARDS 2021

The SBID International Design Awards has firmly established itself as one of the most prestigious interior design Awards in the global design calendar.

This Award for design standards attracts entries from across the world, making it truly an honor and a sign of industry recognition that is the best for the deserving winners.

The awards recognize, reward and celebrate design excellence across a broad range of categories spanning Interior Design, Fit-Out and Product. Winning a SBID International Design Award is a high achievement - they are evaluated by leading industry experts for their technical content and aesthetic creativity while the design-conscious public also have a say in voting for the most inspiring projects.

The SBID International Design Awards became the first interior design award scheme to be accredited with the GOLD Standard Awards Trust Mark by The Independent Awards Standards Council, who commended the program as "exemplar in how awards should be operated".

In 2021, Tarh Va Afarinesh entered the pendant lamps designed by Shiva Aghababaei, Vice CEO and Principal Architect of the company, exclusively for food hall of Opal Trade Center, to this award. The design was recognized as the shortlisted finalist of "Lighting Product Design Category".



SBID INTERNATIONAL DESIGN AWARDS 2016

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In 2016, Tarh Va Afarinesh Architectural & Engineering Consultants Co. entered Vadi Authentic Iranian Restaurant, designed by Shiva Aghababaei, Vice CEO and Principal Architect of the company, to the Restaurant Design Category of this competition. The project was a shortlisted finalist of this award.



Awards & Achievements
2021-2014



SBID DESIGN EXCELLENCE AWARDS 2015

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INTERNATIONAL HOTEL & PROPERTY AWARDS 2016

Hosted by design et al, a leading interior design magazine based in the UK, The International Hotel & Property Awards are different to other design awards as they are not judged by a panel. Short listed projects are presented online, and voting is open to industry professionals as well as design et al readers, clients and customers. At design et al, our aim is to commend design, recognize talent, and create opportunities. We are looking for places that inspire our senses from a design perspective.

The awards invites and receives entries from the world's top architects, designers and hospitality operators. Ibis-Novotel IKIA was entered the 2015 awards by Tarh Va Afarinesh Architectural & Engineering Consultants Co and managed to take the below titles amongst 168 iconic projects in the final stage including Sofitel, Sheraton, Kempinsky, Hyatt Regency, Fairmont, Ritz Carlton, Rivers, NH, etc, relying on public votes:

- Winner of Best Spa Hotel 2015
- Winner of Best Restaurant in a Hotel
- Finalist of Best Hotel with 200 Rooms and more

Trophy of the award was presented to Ms. Shiva Aghababaei, architect & interior designer of the project, and Mr. Mohammad Nemati, chairman of Tarh Va Afarinesh Co. on Thursday 16th July 2015 in the Awards Ceremony held in Portofino-Italy..



Awards & Achievements 2021-2014



MENA Interior Design Awards 2015

The Middle East and North Africa Interior Design Awards recognize and reward outstanding interior design and architecture projects across the Middle East and North Africa. The awards are open to all Interior Designers, Interior Architects, and Architects for design projects located in the MENA region, including Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kingdom of Saudi Arabia, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Sudan, Syria, Tunisia, Turkey, United Arab Emirates, and Yemen. The awards are divided into 15 categories covering the entire spectrum of architecture and design projects across the residential, commercial, retail, hospitality, and leisure sectors.

Ibis-Novotel Hotels (IKIA) were entered to the 2015 edition of this contest by Tarh Va Afarinesh Architectural and Engineering Consultant Company and were nominated as the shortlisted finalist in the best hospitality project, the best landscape project, and the best recreational project categories.



MENA Interior Design Awards 2014

The Middle East Interior Design & Architecture Awards is hosted yearly as an affiliate of INDEX Exhibition in Dubai-UAE. The award aims to recognize and reward outstanding interior design and architecture projects across Middle East & North Africa.

The award is open to all interior designers, interior architects, and architects for design projects located in the MENA region.

Ibis-Novotel IKIA was entered to the awards in 2014 by Tarh Va Afarinesh Architectural and Engineering Consultants Co as the EPC contractor of the project and was announced the shortlisted in the following category:

- Best Hospitality Project



Interior Design Portfolio 2023