



Bank Refah Facade Competition

espAr Studio

RESIDENTIAL	SENIOR	2013	> 100+ M2	SMALL BUILDING	SMALL COMPLEX	TEHRAN	COMPLETED	1ST PRIZE
COMMERCIAL	PROJECT MANAGER	2012	> 1,000+ M2	MEDIUM BUILDING	MEDIUM COMPLEX	IRAN	UNDER CONSTRUCTION	2ND PRIZE
CULTURAL	ARCHITECT	2011	> 10,000+ M2	LARGE BUILDING	LARGE COMPLEX	OTHER COUNTRIES	COMPETITION	3RD PRIZE
OFFICE	3D DESIGNER	2010	> 100,000+ M2	INTERIOR	X-LARGE COMPLEX		CANCELED	HONORABLE MENTION
PUBLIC		2009						

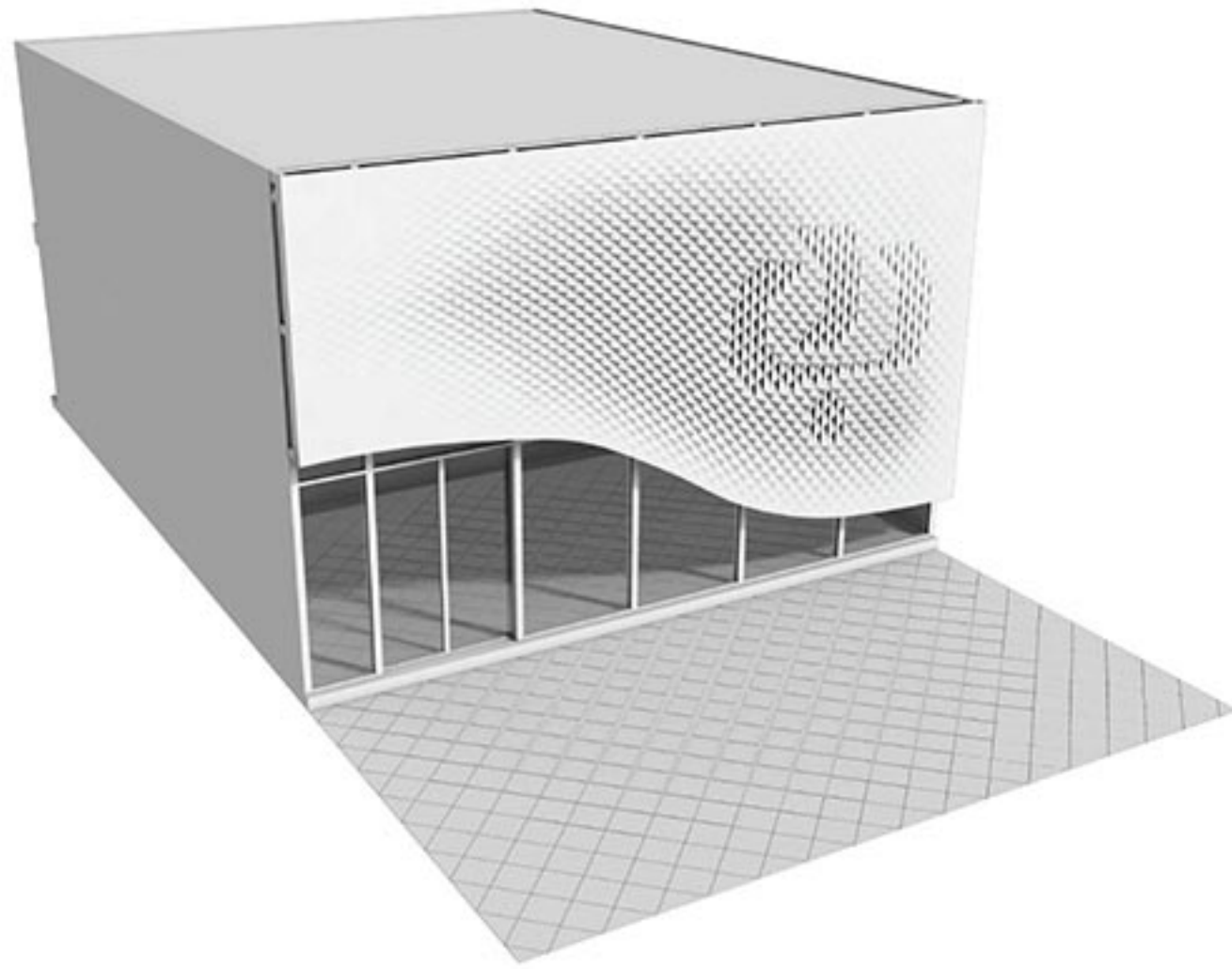


35° 45' 19" N - 51° 24' 37" E

NEGATIVE-POSITIVE

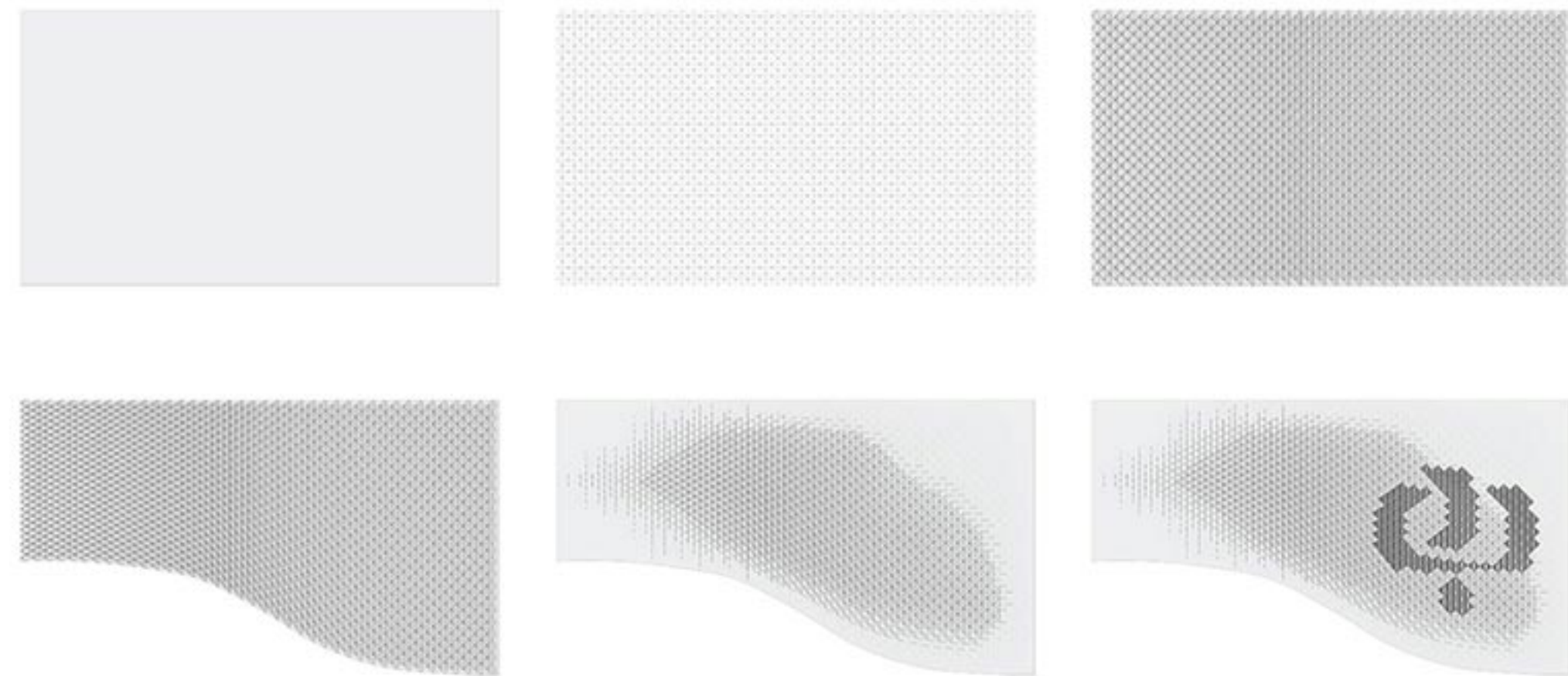
In the world of contemporary art, VISUAL ART is one of the most active types of art. It is possible to create activity by the means of some fixed elements. For pedestrians it would be attractive to have different sorts of understandings with each simple change of location.

Tehran, Iran, Professional Project, 32 sqm
 espAr Studio
 Won the 3rd prize
 2011



Responsibility :

Member of the design team in competition, proposed the idea of OPTICAL ILLUSION made by Light and Movement. Also responsible for Modelling, Rendering and Post Production.



In façade design for Bank Refah with this concept and using fixed details we reached to a visual activity. Designing light openings in two directions, Generates two different types of pattern for the spectators in different locations toward the façade. The logo of Bank Refah is what is shining in the pattern. And the pattern works differently in day and night.

In nights by passing along the façade the spectator sees a passage from negativity to positivity, from a pattern to the complete opposite pattern in the other side.

In days this scenario is repeated inside the bank. In different hours the day, different shapes of shadows of the logo is seen on the walls.

