**Project description**

Short version

**HOMACCO**

**Iranian-British Architecture firm Arian Hakimi Architects [AHA] has released design for a mixed-use building in Shar-e-Ray, Tehran. A 10-story luxury tower is designed with ambition to meet the highest standards of modern living at an affordable price. Named after a sacred ancient Persian flower as a symbol of creation, the prime design motif inspired by Iranian calligraphy, employs the concept of transcending pattern into an architectural literature [Façade modules] to enrich and push the design toward spatial rationalism.**

200 - 500 Words

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**Massing development strategy**

**Due to the orientation and proportions of the plot, the massing is divided into two parts that are recessed and juxtaposed on podium level. This functions as 4 in 1, first to facilitate self-shading on the façade, secondly to create huge private gardens for the first floor apartments and furthermore, to integrate/engage itself to the surrounding buildings and provide a better scenery for the residents.**

**Floor layout**

**The 29000m2 HOMACCO building offers a variety of apartment sizes comprising of studio flats and 2 bedrooms, topped by spectacular penthouses.**

**Every apartment enjoys a minimum of 8m2 balcony acts as an extension of living room towards city, creating an opportunity for shading and balancing good internal daylight and view with reduced hear gains. The majority of the units are around 60m2 featuring a highly adaptable multi-function partition unit [Adds-On] which allows the residents to easily adjust and enhance the utilization and efficiency of the space.**

**Façade**

**Purified, clean and confident, Inspired by Persian calligraphy. The main objectives behind geometrical strategy of façade articulation were to bring beauty, pleasurable dimensions and renegotiate the relationship between inside/outside, and to transform the building envelope from surface into a spatial, porous and filter-like element.**

**Balcony [front garden]**

**Defined as an architectural space seeking to foster a sense of human scale and volumetric spatial unit, the geometric modules are clustered into space-packing pattern to construct in which each individual unit is related to human body.**

**The design language is further refined through panalisation and geometrical rationalization and also in scale, detail and material variation. Using Pre-Fabricated GRC panels expressed by cor-ten steel balcony ceiling fascia plays a key role in the identity of the building and is in fact the borrowed from traditional style of Persian architecture [Abyaneh Village]**

**Interior**

**Designed from inside-out and particular attention to details. All interior spaces, furniture and objects have been particularly tailored design to offer a multitude of expressions, hospitality and visual exploration to the occupants to make them feel like they are part of unique form of living style.**

**Amenities**

**From the pool/spa facility in B2 level to the raised ceiling grand lobby up to the roof garden with structural walkable glass connected via an atrium. HOMAACO offers a variety of collective leisure activities, such as health club, media room, café bar, kitchenette, banquet hall, outdoor garden and spectacular co-working space. 700m2 furnished lobby with an elegant front desk and stone wall art installation.**

**By placing the primary entrance at the center of the podium not only it eliminates unnecessary corridors but also opens out onto a new plaza, creating an active interface with the lobby and concealed co-working area at the mezzanine level.**