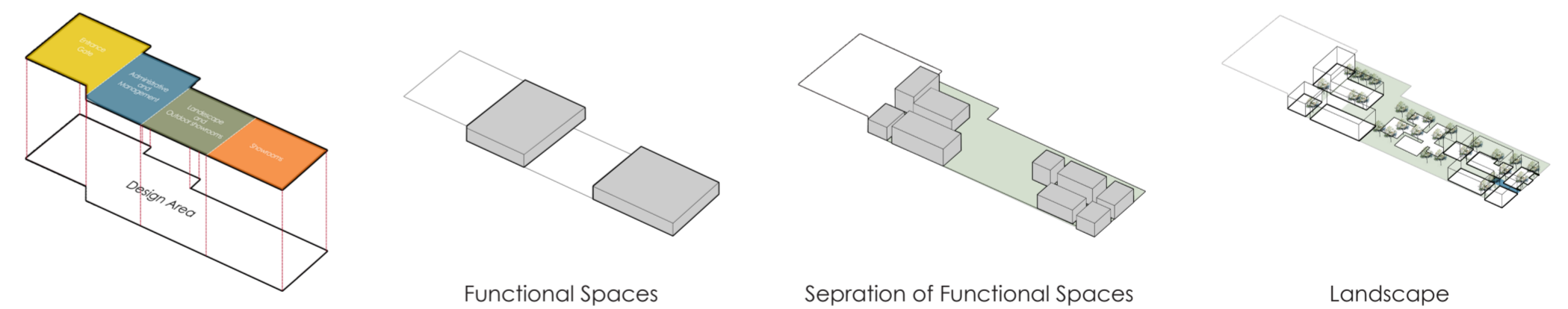
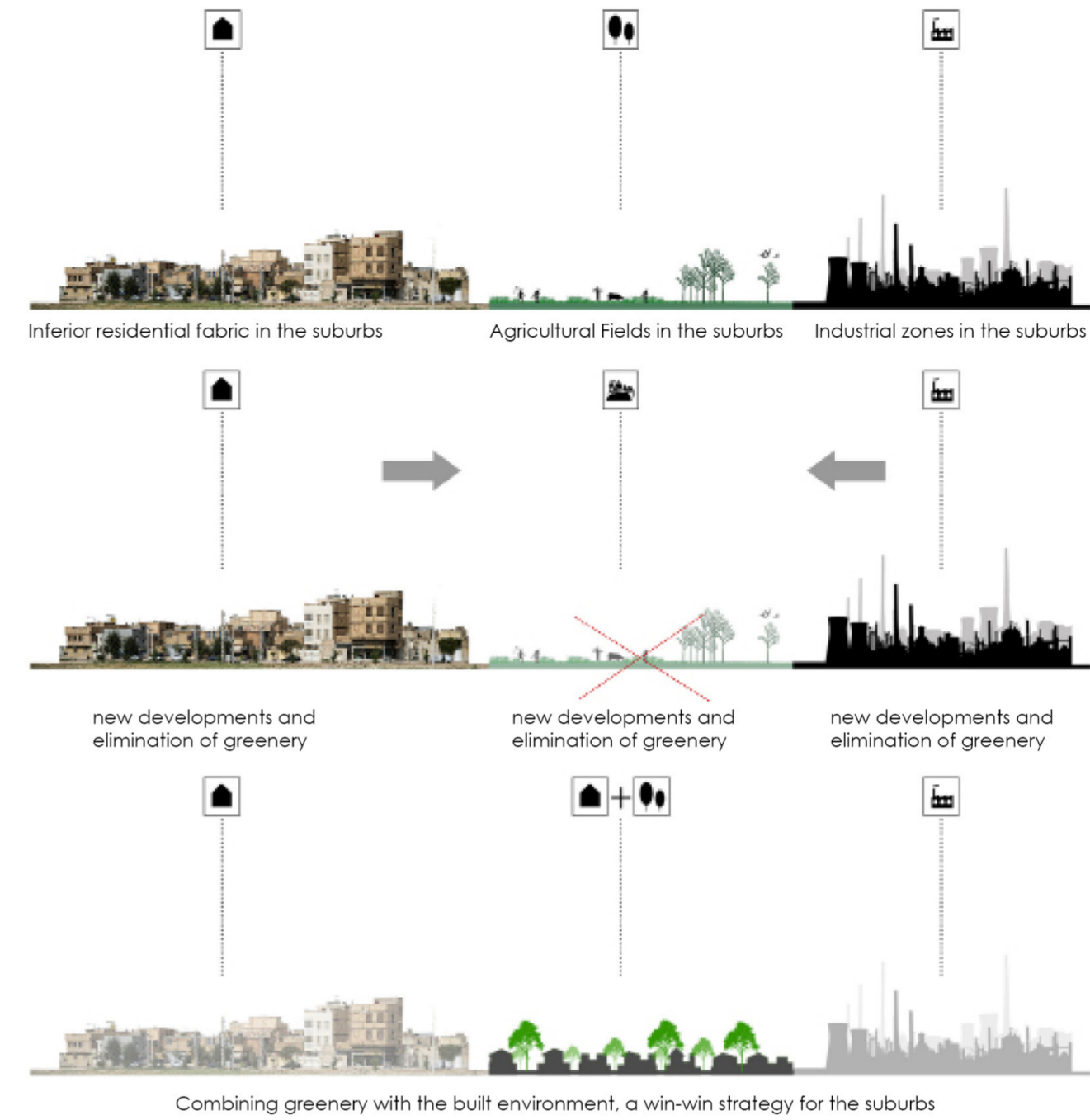


Aptus Factory Showroom

Karaj, Iran | 2019 - 2020
Commercial Category



The project brief consisted of an indoor-outdoor showroom, as well as administrative department of Aptus Concrete Block Manufacturing Factory in the suburbs of Karaj. The design process was initiated by considering the everlasting battle between different construction typologies in the suburbs; mainly industrial, agricultural, and inferior residential fabrics. The winner of such combat is usually the low-grade residential development and the losers are landscapes and agricultural fields which are demolished to be replaced by dense and low quality buildings.

The design criteria was to create a win-win pattern between greenery and the built environment. Another issue regarding outskirts developments is to provide cost efficient construction solutions which are also aligned with the latest standards. Considering the urge for cost efficiency, it was decided to eliminate finishing layers on the entire interior and exterior of the building and to use company's concrete blocks as the single material forming the entirety of the building envelope.