DanielStathamArchitects

_project

BENETTON BUILDING, TEHRAN, IRAN

The project is located at No.1742, Salmak Street, Vali Asr Avenue, Tehran, Iran. We decided to focus early on the vertical volume containing the maximum permitted gross floor area so that part of the street level elevation can be used as public space similarly to Middle Eastern and European squares.The approach we have taken conceptually is to create a volumetric 'Persian Iris Garden' where courtyards (voids) penetrate up through the building creating various volumetric conditions to connect the spaces. This has resulted in a game of shifting volumes from floor to floor to open up spaces and create voids that both happen horizontally and vertically.

The building mass at ground level retreats to allow the public to discover a void within the street elevation. When you address the building we wanted the public to realize the building has floor by floor aligned itself at roof level with the site edge condition which provides a dramatic cantilever over the top of you. It attempts to be a subtle twist in mass so the building with its contemporary appearance seems to sit comfortably and is enhanced by its neighbouring urban fabric.

The environmental strategy was to respond with a design that would be naturally suited to its environment by integrating intrinsic qualities of Persian/local architecture. Deep articulated facades/ courtyards though openings that encourage natural ventilation and finally vegetation and water features to soften the materiality in addition to oxygenating the immediate environment.The façade mitigates solar gain by tilting/twisting the South facing façade to the direct sunlight. With the multi layered fenestration treatment the solar gain is considerably reduced yet views to the outside context embraced. This approach also announces the new architecture to the street below by hovering over the pedestrian creating a sense of drama within the urbanisation of Tehran. Vertical and horizontal 'green' spaces/features create an internal experience that attempts to make the visitor/office worker calm and enjoy the spaces within.

The architecture is a combination of shear concrete cores and concrete basement walls that form the nucleus of the building. Concrete columns and fins at retail level address the transfer loads. A steel structural façade wraps the building to become a host to a variety of materials including glass, aluminium louvers (for M&E ventilation), marble and aluminium composite panels.The interior is a neutral white space using resins for floor finishes and typical substrate for partitions. This allows tenant flexibility with furniture and IT equipment. This is a contrast to the world outside yet is light, airy and modern. Flexible glass partition systems can be used to sub divide the office floor plates into more commercial cellular spaces.

Communal or public areas use natural local materials from green marbles and quartz tiles (Onyx Persian greens) with the landscape selected from local species of plants/ flowers. Shallow water pool are featured to provide reflections and symmetry. All these elements are coordinated to contribute to colorful and characteristic communal spaces making them distinctive from the other commercial areas within the building. These two very distinctive palettes help the user understand the building with clarity.