

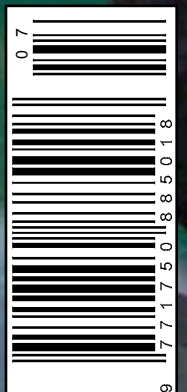
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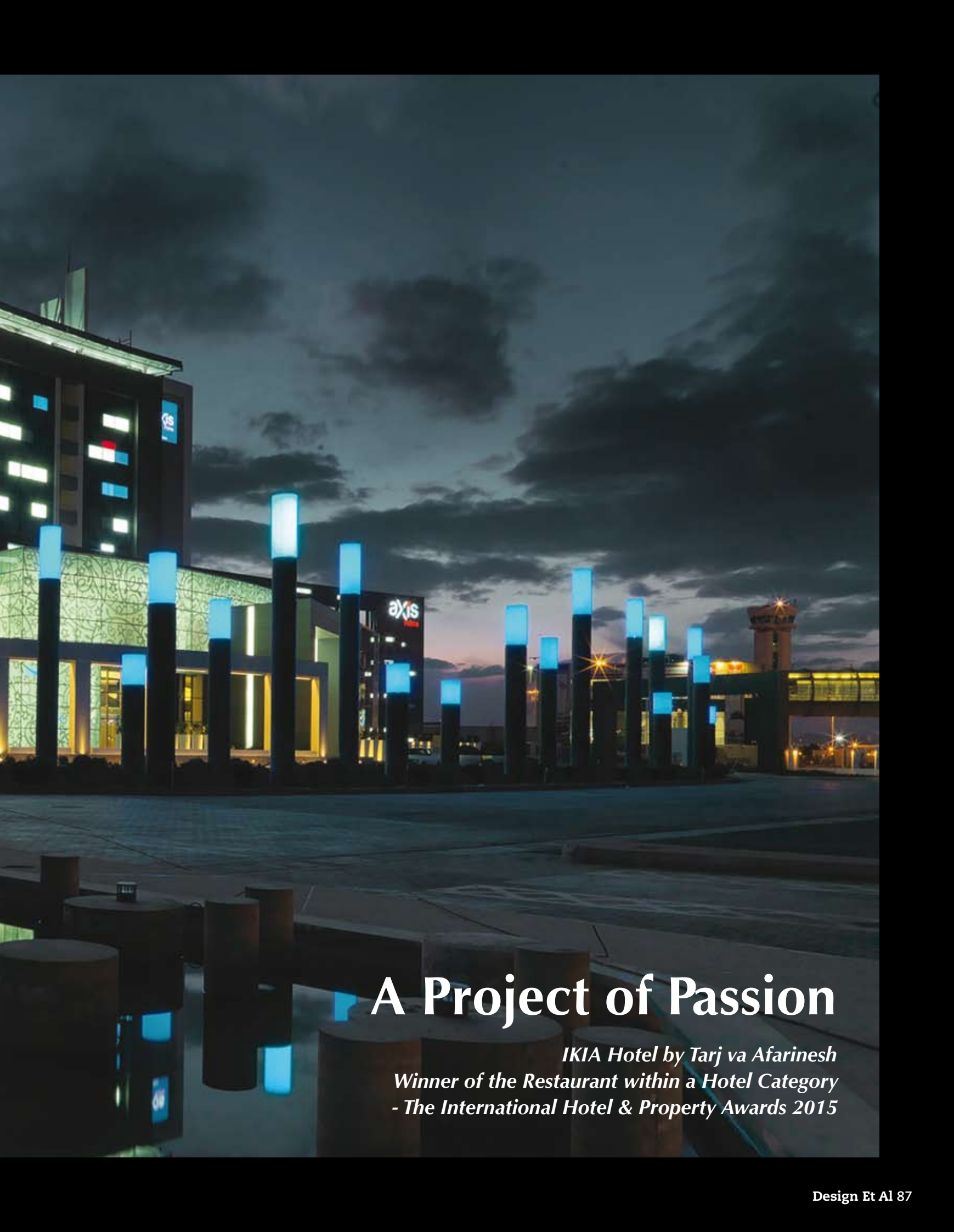
A BOLD STEP FORWARD

£4.80

AWARD WINNING HOTEL DESIGN SCHEMES

Inspirational Global Design





A Project of Passion

*IKIA Hotel by Tarj va Afarinesh
Winner of the Restaurant within a Hotel Category
- The International Hotel & Property Awards 2015*













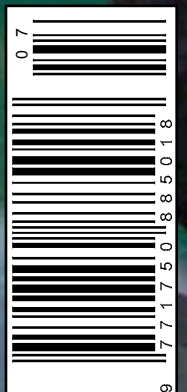
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“The design is inspiring and captivating; representing the hope and light woven into the lives of travellers and Tehranian nationals.”

If confirmation was needed about the global appeal of the International Hotel and Property awards, this year's shortlist showed the true extent of the competition's reach. Stunning projects from a map's worth of exotic and far-flung locations made this year's awards one of the industry's most prestigious on account of the amount of designs and work being recognised.

Just as the ceremony itself continues to expand and incorporate an impressive range of entries, the hospitality industry also develops year on year as the standard of design and architecture within the sector becomes more established and increasingly competitive.

A perfect example of this is evident in one of the International Hotel and Property Awards' most hotly contested categories; the Restaurant Within a Hotel (Global) Award. With the calibre of design ever seeking to better itself across all aspects of the hospitality industry it takes something particularly impressive, creative and original. The winner of the 2015 award achieves all this and more.

Pioneering Iranian architecture firm Tarh va Afarinesh have been awarded the prestigious accolade for their restaurant design project in Tehran's IKIA hotel. The boutique hotel has an enviable location opposite to the central terminal of Tehran's Imam Khomeini International Airport (IKIA). This project is the key component in an ongoing development of premier airport cities across the Middle East.

Comprising of just 500 rooms the hotel has an integral feel of a private, exclusive club for the world's most esteemed travellers and Tehran's elite. Tarh va Afarinesh's company director and principle architect, Shiva Aghababaei explains the scale of the project and the understanding behind the airport city concept.

“As principle of this project, I would like it to be known as “Rise of the Colors”. I have always loved designing hotels; places when people come and go joyfully. They are full of movement, experience, love, and energy. It is so pleasant looking at people enjoying the spaces I have created. They use all those spaces and corner which I have designed. Many of them apprehend the love concealed in my design beyond the spaces and surfaces; and I see this in their looks, in their happiness, in their joy of drinking a cup of tea, and when they though the finished surfaces; and this is the treasure of my life.”

“This hotel and restaurant project is particularly special to our company. It is the first airport hotel in Iran, the first building which guests to my country will see when they are welcomed to Iran. As always, the design began with pen on the paper. , I was keen to utilize the light and the patterns of traditional Iranian carpets in the concept to blend new and old world traditions.

“The design involved careful use of colors, as is evident in most Iranian architecture. In the old world, turquoise and ochre colors featured on the highest spots of the cities above the domes. As an extension of this custom, the restaurant design involves blue, yellow, and red hues to create a modern, multi-cultural, layered effect. The use of colours; “Rise of the Colors” reflect many aspects of society, wealthy, happiness, vibrancy and harmony within diversity. The design is inspiring and captivating; representing the hope and light woven into the lives of travellers and Tehranian nationals.”

Clearly a project of passion for the design team, the restaurant demonstrates a deeper level of creativity and inspiration than less personal commissions. Philosophy of unity and diversity is artfully imaged in this building whilst the design itself represents a desire to inspire future generations across the world.

Each element is gifted an exclusive design based on the intended function which separates the eating area from the bar, the waiting room from the kitchen and so on; yet there remains a constant synergy, merged each space like knots of an Iranian carpet.

The architect has created a journey between complexity of mysterious Iranian architecture and the transparency of modern, artistic architecture. Impressive floral motives recall designs standing still for centuries on Persian carpets and the sacred walls of mosques for a truly imposing effect.

Given the level of inspiration and care taken to deliver this design, it is inspiring to see the way in which the industry responded to the finished project to see it crowned this year's winner.

Forming the entrance to the country's many cultural and historic offerings, this design offers admirers a unique insight into the blended civilizations of old and new Iran. More than design, this project is an example of artistry, architecture and an archive to be admired for an age.

EPC By:

TARH VA AFARINESH
architectural & engineering consultants

IKIA HOTEL. Tehran-Iran

Opening: Feb. 2015

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