

PORTEOLIO

A L I F A R H A D I A N Architecture & Concept Artist



ALI FARHADIAN

ARCHITECT, INTERIOR DESIGNER CG ARTIST, 3D VISUALATION

> Hello, I'm Ali Farhadian Moghadam, a 30-year-old architect and interior designer. I became passionate about art from a young age and turned this **| Passion into a lifelong pursuit.**

> My skills include a strong sense of responsibility, effective teamwork, commitment to quality, and problem-solving abilities. These skills allow me to excel in every project I undertake, aiming for the best possible outcomes.

> With over a decade of experience in architecture and interior design, I've had the opportunity to collaborate on various projects, proving my capabilities. My affinity for art and a close connection to it positively influence my ideas in design and creativity.

> I am seeking new opportunities in the field of art and interior design, ready to apply my skills and experiences to diverse projects. With my abilities and motivation, I hope to contribute to progress and innovation in this domain.

Architecture

. Building plan design . Furniture design . 3D modeling . Materialization . Realistic renderings

illustration

. Environment design	
. Character design	
. Logo design	
. Digital painting	

Sometimes the sound problems can be solved by a handsfree without the need to build a separate music room and more costs.

How designers think - Bryan Lawson

EXPRIENCES

2016-2016 Intern Architect in Quadrangle Architects

2017-2020 Architectural Designer in Hariri Pontarini Architects.

2020-2023 Senior Interior Designer in ZAS Architects + Interiors

Present Upwork Freelancer



CONTENTS

Athena Facade Project

- Location: Riyadh, Saudi Arabia
- Design Style: Neoclassical
- Design Date: January 1st, 2021
- Specifications: Smart entrance system

Coral Project

- Location: Cape Town, South Africa
- Design Style: Modern
- Design Date: July 21, 2023
- Specifications: Terrace & Green Garden

Tamara Interior Project

- Location: Abu dhebi, UAE
- Design Style: Modern
- Design Date: July 15, 2020
- Area: 70 Square Meter

Athena Interior Design

- Location: Riyadh, Saudi Arabia
- Design Style: Neoclassical
- Design Date: November 21st, 2021
- Specifications: Smart entrance system



3D SOFTWERES





























Neolassic Building Executed H&M Group

- Project Name: Athena Classic Building
- Executing Group: H&M Group
- Project Start Date: January 1st, 2021
- Project End Date: December 31st, 2021
- Building Size: 8 floors
- Architectural Style: Classic with Neoclassical details
- Materials Used: White stone, metal material for the entrance door
- Smart System: Advanced smart entry system
- Main Use: Residential
- Unique Features: Fusion of classic design, high-quality materials, smart entrance system, and professional execution by H&M Group



"In the heart of Riyadh, Saudi Arabia, stands the magnificent 'Athena Classic Building,' a true masterpiece that intertwines classic design with the finest execution by the renowned H&M Group. This remarkable project, initiated approximately two years ago, reflects an architectural marvel that spans eight floors.

The timeless beauty of the neoclassical architectural style comes to life through every detail of this structure. Meticulously crafted white stone elevates the building's aesthetics, while a metal entrance door adds a touch of modernity to its traditional charm. Equipped with an advanced smart entry system, the building seamlessly blends classic elegance with cutting-edge technology.

The Athena Classic Building isn't just a residential marvel; it's a testament to the artistry of H&M Group and the fusion of classic design principles with innovative construction practices. As the project was completed around a year ago, its impact on the city's skyline continues to capture the admiration of passersby.

From the captivating entrance to the meticulously designed interiors, every aspect of the Athena Classic Building exemplifies the dedication to quality, aesthetics, and sophistication. This project serves as a reminder that architectural wonders, when envisioned by experts and executed with precision, can transcend time and create an enduring legacy."

Enhancing 2D Facade Design H&M Group



Double-Glazed Windows:

Double-glazed windows are a smart choice for enhancing the thermal and acoustic insulation of your home. These windows consist of two layers of glass with optimal spacing that increases thermal insulation and reduces sound penetration. By using double-glazed windows, you can enjoy the benefits of energy savings and increased comfort. Moreover, the modern and attractive design of these windows adds to the interior and exterior beauty of your home, enhancing your living environment. If you're looking to improve the quality of life in your home and add elegance and taste to your design, double-glazed windows are an excellent choice.

Columns with Stone Square Capitals:

One of the appealing features of a Neoclassical facade is the utilization of cylinder columns with stone square capitals. This design combination creates a sense of balance and harmony among the elements of the building's facade. Cylinder columns add elegance and beauty to the building's appearance, while the stone square capitals contribute their strength and stability to this composition.

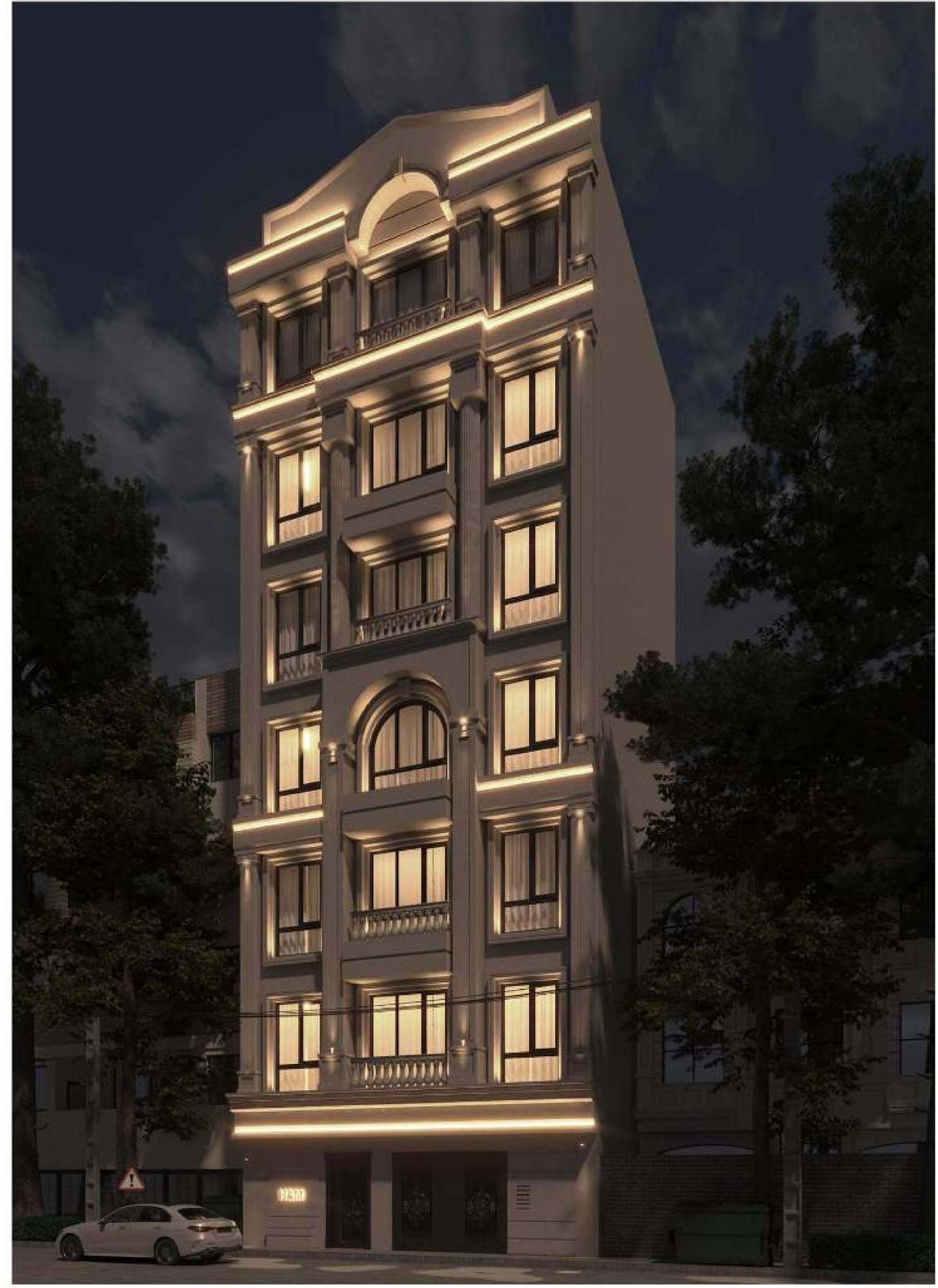
This design composition in Neoclassical facades results in a sophisticated and chic design that gives the building a distinctive character. Columns, as the primary elements of the facade, provide the building with a larger scale, and by achieving a harmonious proportion with the stone square capitals, they create diversity and equilibrium in

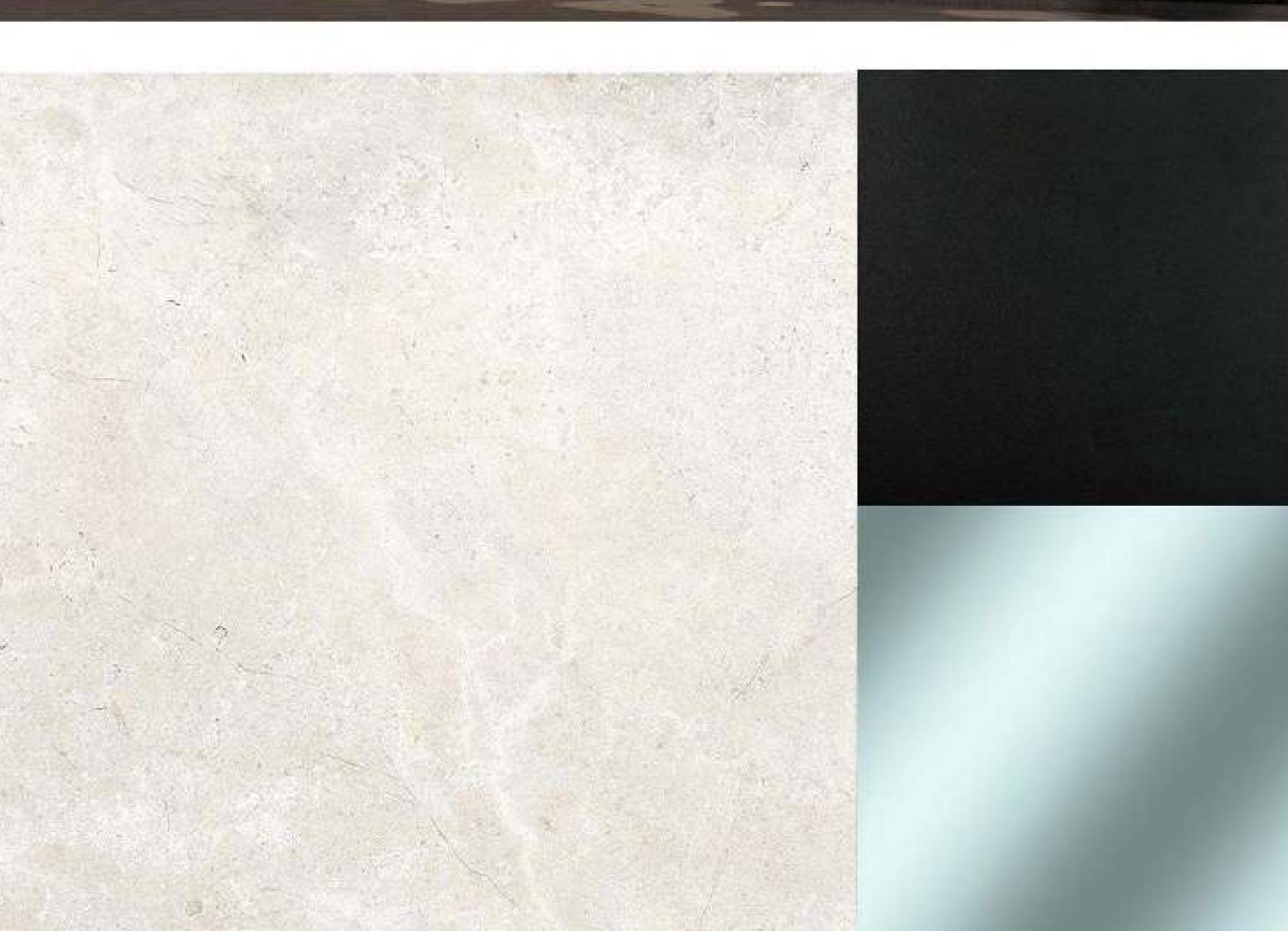
Flower Box: A Beautiful Touch for Your Home Entrance:

A flower box, designed elegantly and attractively, can easily adorn the entrance of your building. With carefully chosen flowers and plants, this box not only adds beauty to the space but also provides a welcoming touch to your home.



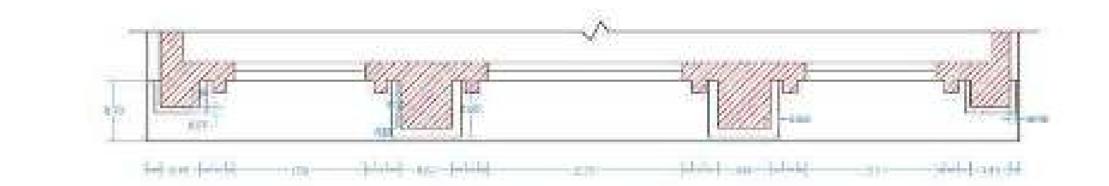
Vivid 3D Facade Renders





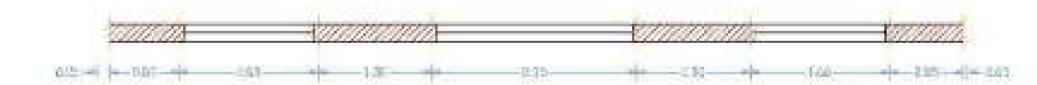
Window Placement in Architecture: Importance and Impacts:

Window placement, a fundamental element in building architecture, has significant effects on the appearance, natural lighting, and airflow within a space. Windows not only contribute to aesthetic design and spatial arrangement but also play a crucial role in efficient utilization of natural light and ventilation. When considering window placement, the principles of maintaining privacy while connecting with the external environment should be fundamental. Additionally, achieving harmony between windows and the overall architectural design, particularly in specific architectural styles such as Neoclassical, has a remarkable impact on drawing attention and creating coherence in the design.



Column Placement in Neoclassical Facades: Elegance and Symmetry:

The use of columns in Neoclassical facades serves as a defining feature, embodying the architectural ideals of symmetry, order, and timeless elegance. Columns are strategically placed to create a harmonious rhythm and balance that captures the essence of classical architecture. They not only provide structural support but also convey a sense of grandeur and sophistication. The precise alignment and spacing of columns emphasize the verticality of the building, while their ornate details and capitals add a touch of intricate beauty. In Neoclassical design, column placement is meticulously orchestrated to evoke a sense of timeless beauty and reverence for classical aesthetics.



Utilizing a Variety of Materials in Etna Project: Blending Aesthetics and Functionality:

In the Athena project, a meticulous selection of materials plays a pivotal role in crafting an inviting and stylish atmosphere. Incorporating a diverse palette, including natural stones that bring an organic touch, refined metals like wrought iron for a contemporary edge, and the timeless charm of wood, each material contributes to a seamless blend of Neoclassical elegance. The interplay of these elements transforms both the exterior and interior, establishing an exceptional and alluring environment for occupants and onlookers.



Coral.

Modern Building Executed Mr Shojaei

- Project Name: Coral Residence
- Location: Cape Town, South Africa
- Building Use: Residential
- Terrace: Includes a delightful terrace
- Number of Floors: Ground floor and 5 additional floors
- Land Area: 250 square meters
- Materials Used: Cream-colored stone
- Design Completion Date: July 21, 2023
- Consulting Engineer: Mr. Shojai
- Project Status: Under construction



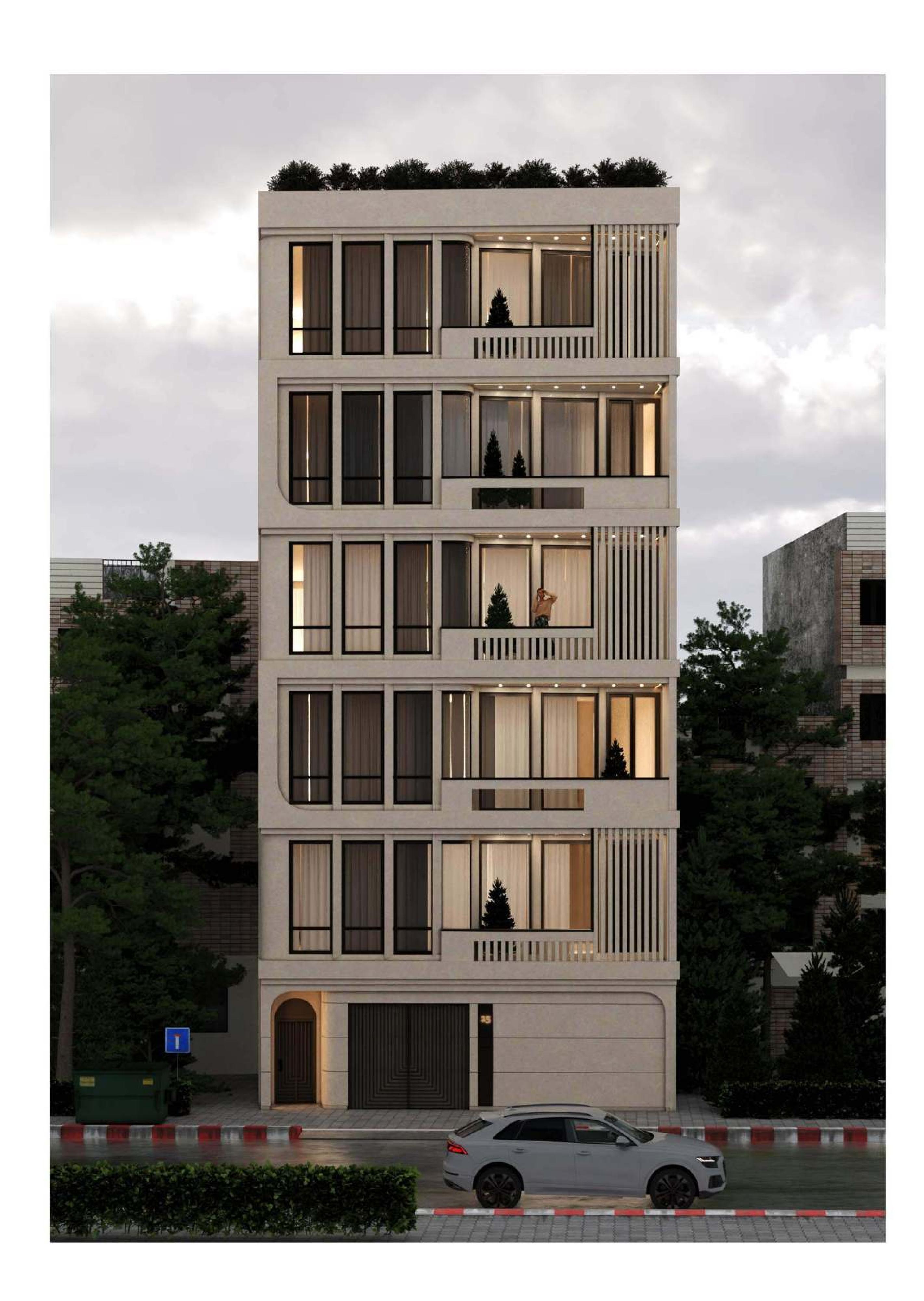
We are currently in the process of constructing and executing the 'Coral Residence' project. This modern and luxurious project spans five stories atop the ground floor in the Tehran area. The project covers a land area of 250 square meters and is designed for residential use. The design of this project was carried out by Mr. Ali Farhadian, with Engineer Shojai leading the project's execution.

One of the unique features of this project is its smart and thoughtful design, achieved using valuable and precise materials. The 'Coral Residence' project stands as a prominent example of modern design in the area, rejuvenated through meticulous reconstruction and the use of high-quality materials, delivering both aesthetics and functional excellence.

The project commenced on July 21, 2023, and is currently in its execution phase. Employing intelligent design and cutting-edge techniques in its implementation, we are committed to creating a modern and luxurious living environment for future residents.

Coral.

Modern Building Executed Mr Shojaei.



Utilizing Limestone in Modern Façade Design: A Harmony of Elegance and Functionality:

The use of materials such as limestone in modern façade design brings forth a captivating blend of Integrating the play of light and shadow, diverse textures, and the aesthetically pleasing impact it creates on the building's exterior are prominent attractions in modern architectural design. Limestone's ability to offer a beautiful and varied appearance plays a significant role in various aspects of the project, from exterior presentation to introducing diversity in texture and enhancing the entrance experience. As a versatile and visually appealing material, limestone has the potential introduce remarkable transformations in modern façade design.

Enhancing Comfort and Efficiency with Double-Pane Windows:

Double-glazed windows, featuring two separate glass layers with an air or gas-filled space in between, offer advantages such as improved insulation, reduced noise, energy efficiency, and protection against UV rays. Using these windows can significantly enhance indoor comfort and productivity.

The design strategy of vertical and

narrow boxes to induce alternating

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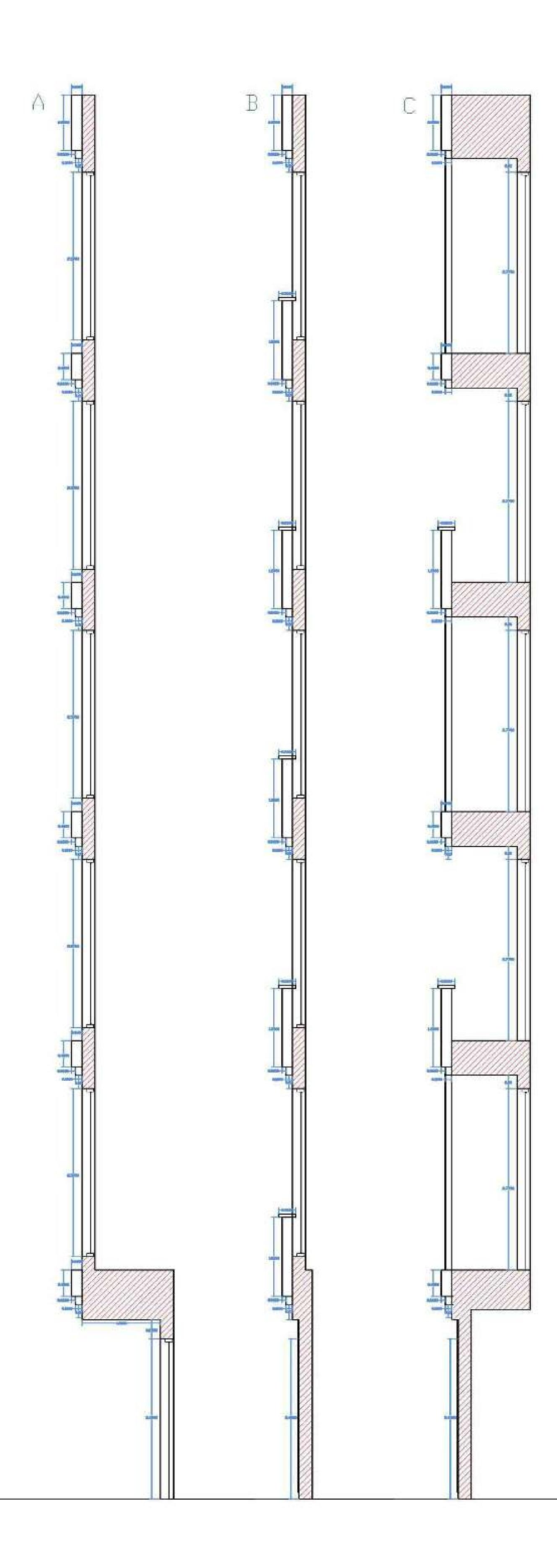
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Coral.

Vivid 3D Facade Renders Enhancing 2D Facade Design

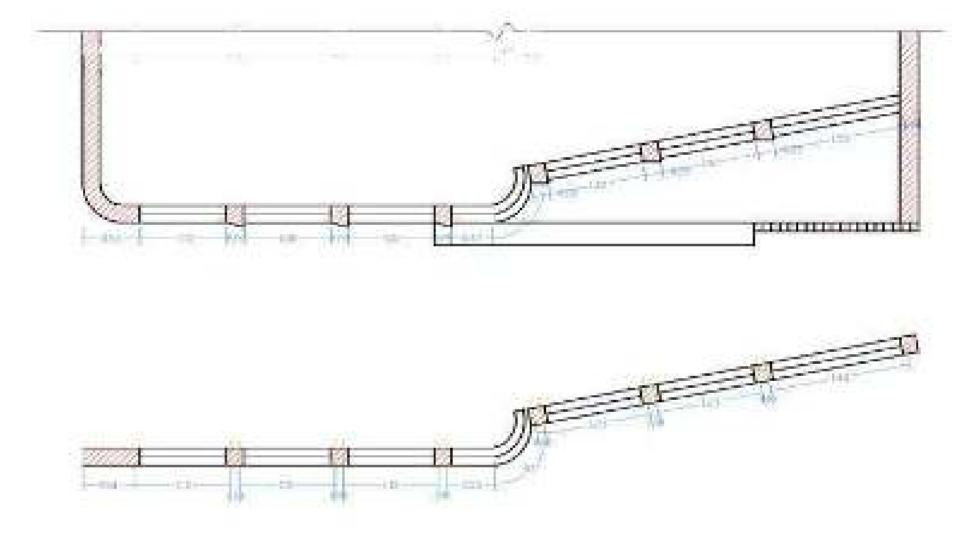


Urban Enhancement: Transforming Terraces into Captivating Gardens:

Terraces, once overlooked spaces, have now become integral parts of modern architecture, adding a touch of nature to urban living. The incorporation of terraces not only elevates the aesthetic appeal of buildings but also brings numerous benefits to the residents. These outdoor havens offer a unique blend of tranquility and vitality, allowing occupants to escape the urban hustle and bustle while staying connected to the environment.

Terraces offer a versatile canvas for creative landscaping, where lush greenery, colorful flowers, and even small trees can thrive. Strategic placement of seating areas, lounges, and recreational zones creates an oasis for relaxation, socializing, and rejuvenation. The interplay of natural elements, such as sunlight and fresh air, adds to the charm of these outdoor spaces, contributing to a healthier and happier urban lifestyle.

By turning terraces into vibrant gardens, architects and designers are reimagining city living. The transformation of these elevated spaces into functional and visually pleasing extensions of living areas redefines the boundaries between indoor and outdoor environments. As cities continue to evolve, these terraces offer an innovative solution to create sustainable, inviting, and aesthetically appealing urban retreats.



Enhancing Architectural Beauty: The Art of Stone Facade Illumination:

Lighting plays a pivotal role in enhancing the allure and elegance of stone facades. Through thoughtful illumination, the natural textures and intricate details of the stone come to life, creating a mesmerizing visual impact. The interplay of light and shadow on the stone surface adds depth and dimension, accentuating its unique characteristics.

Strategic placement of lights can highlight specific architectural elements, such as ornate carvings or intricate patterns, drawing attention to the craftsmanship of the facade. Soft and warm lighting can evoke a sense of warmth and welcoming, while dramatic lighting can create a captivating ambiance during the evening hours.

Moreover, the proper lighting design not only showcases the facade's aesthetics but also contributes to the overall safety and security of the structure. Illuminating pathways, entrances, and key areas ensures a well-lit environment, enhancing both the visual appeal and functionality of the stone-clad facade.



Tamara.

Tamara Interior Design:
Blending Modernity and Nature in Green Spaces
by Ali Farhadian

- Project Name: Tamara Interior Design
- Design Date: July 15, 2020
- Location: Abu dhabi, UAE
- Project Type: Interior Design
- Area Size: 70 square meters space
- Design Style: Modern
- Materials Used: Wood, Metal, and Artificial Stone
- Rooms: 2 rooms, 1 Kitchen, 1 Bathroom
- Wall Color: White
- Furniture: Black Metal Bases with Taupe or White Upholstery
- Client: Tamara Herbal Products Manufacturer

Celebrating Modern Elegance: Tamara Interior Design Project

Step into a world where modernity meets sophistication. The Tamara Interior Design project, conceptualized and brought to life in July 2020, is a testament to the art of creating harmonious spaces.

Situated within a 70-square-meter area, this interior design venture seamlessly blends modern aesthetics with a touch of timeless elegance. The choice of materials, including wood, metal, and artificial stone, adds character and depth to the space.

Inside, you'll find two beautifully appointed rooms, a well-equipped kitchen, and a stylish bathroom. The walls, painted in a pristine shade of white, provide a canvas for the interplay of light and shadows.

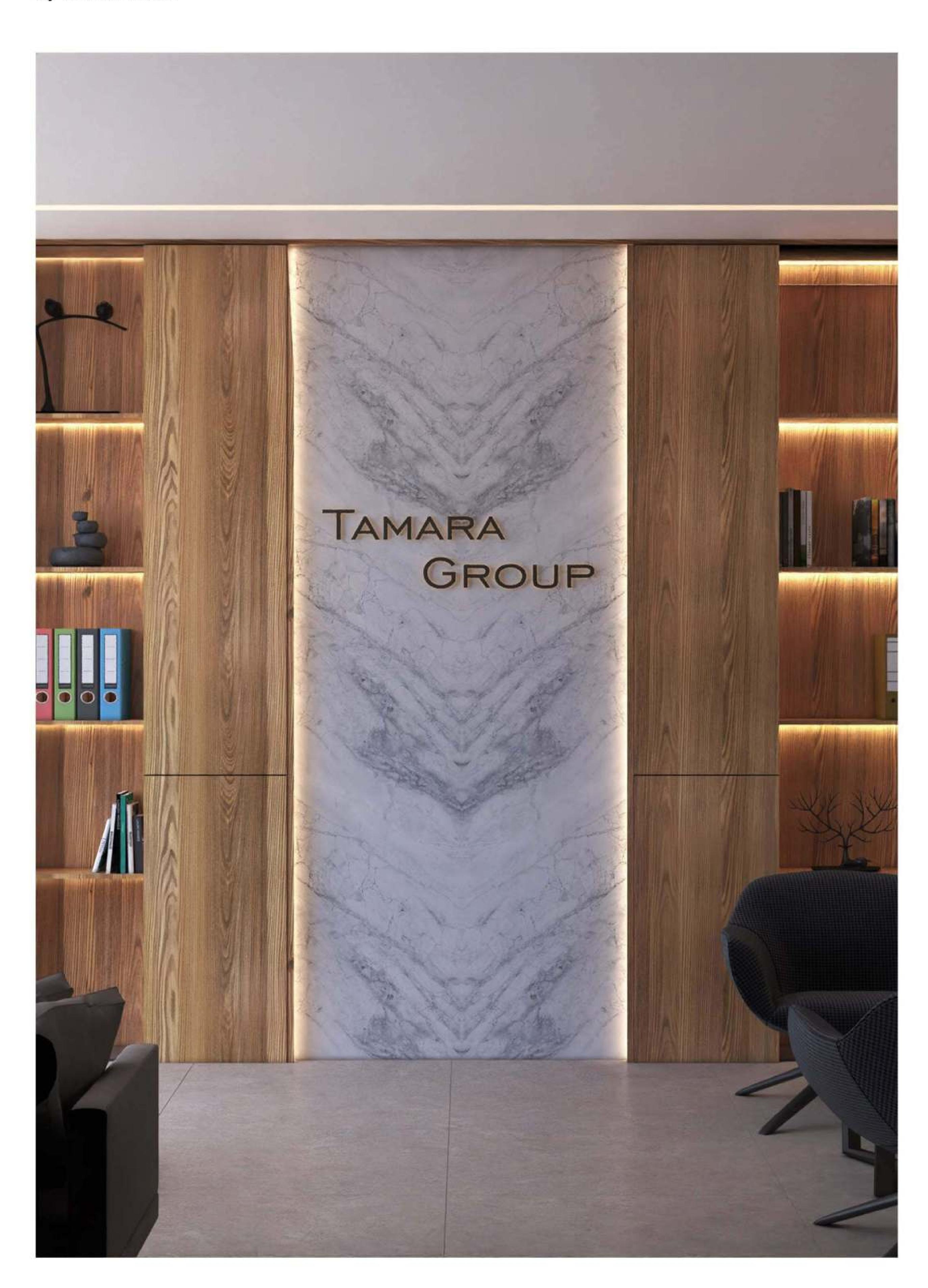
What truly sets this project apart is the furniture. Featuring sleek black metal bases and upholstery in soothing taupe or crisp white, the furniture pieces are a perfect marriage of form and function.

At the heart of this project lies the vision of Tamara, a prominent herbal products manufacturer. Through thoughtful design and meticulous attention to detail, this interior space not only reflects modern sensibilities but also offers a comfortable and inviting atmosphere.

Join us in exploring the Tamara Interior Design project, where every element has been carefully curated to celebrate the union of modern elegance and functionality.

Tamara.

Tamara Interior Design: Blending Modernity and Nature in Green Spaces by Ali Farhadian



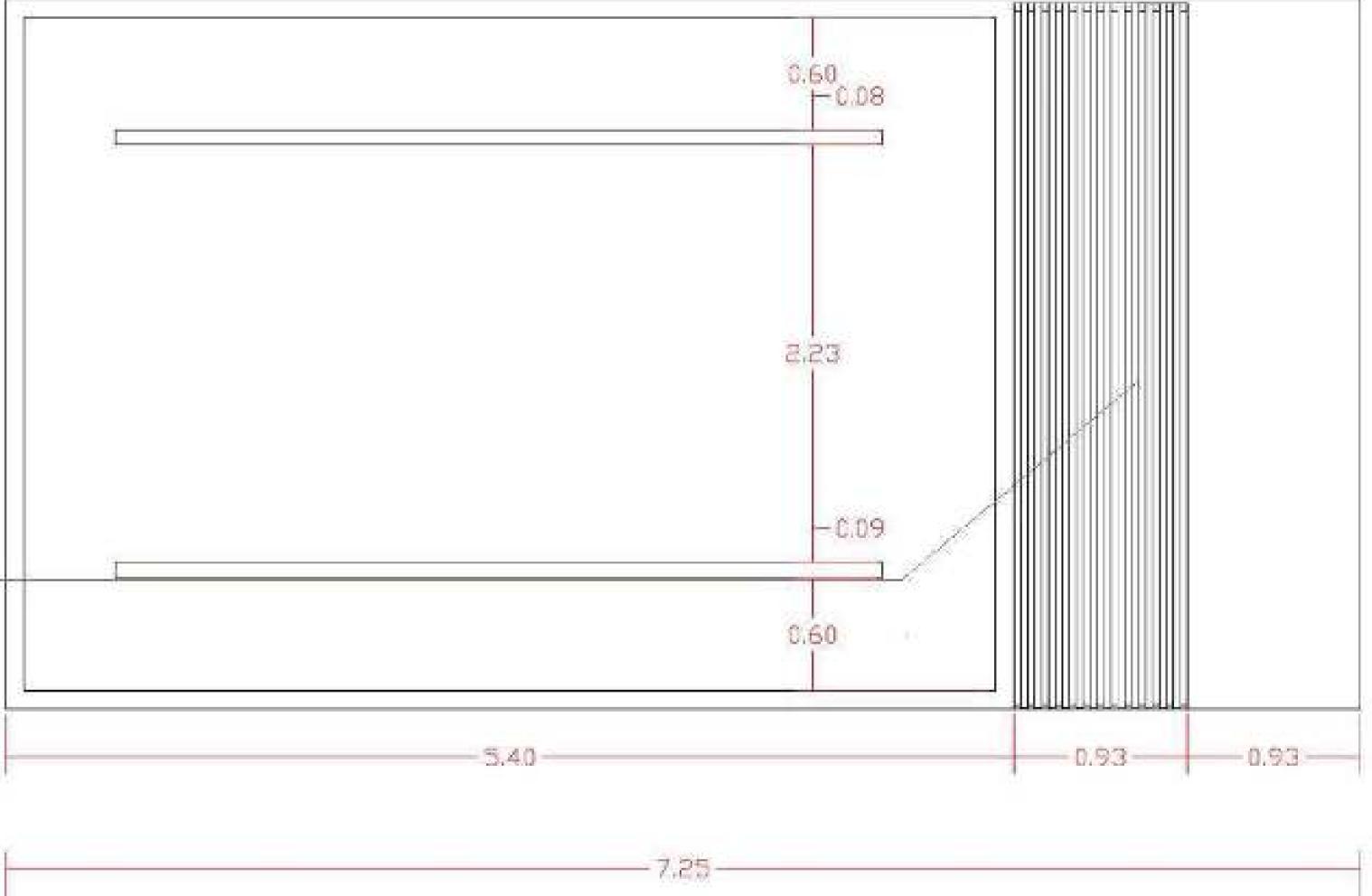
Utilizing Limestone in Modern Façade Design: A Harmony of Elegance and Functionality:

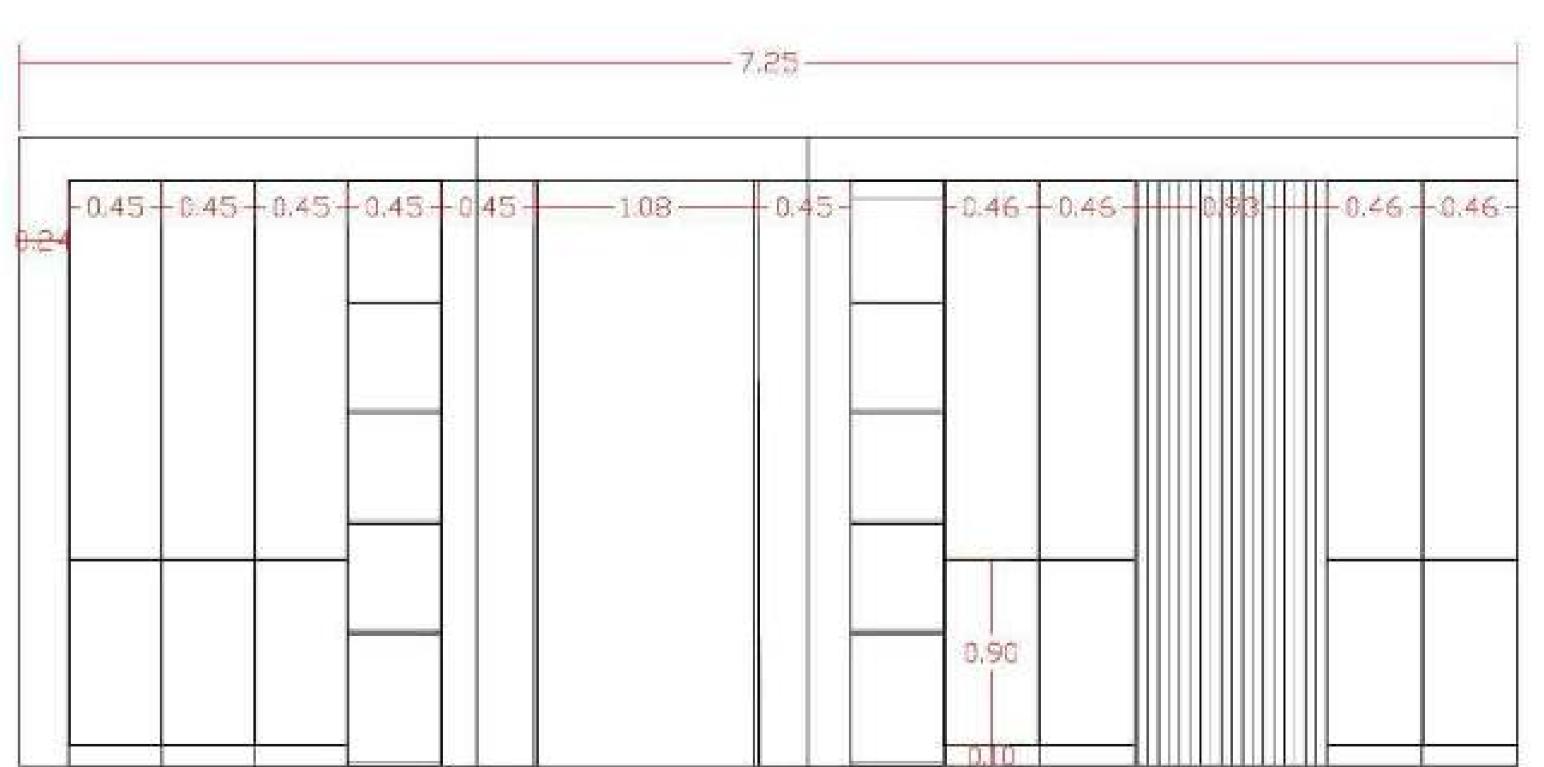
The use of materials such as limestone in modern façade design brings forth a captivating blend of Integrating the play of light and shadow, diverse textures, and the aesthetically pleasing impact it creates on the building's exterior are prominent attractions in modern architectural design. Limestone's ability to offer a beautiful and varied appearance plays a significant role in various aspects of the project, from exterior presentation to introducing diversity in texture and enhancing the entrance experience. As a versatile and visually appealing material, limestone has the potential introduce remarkable transformations in modern façade

Enhancing Comfort and Efficiency with Double-Pane Windows:

Double-glazed windows, featuring two separate glass layers with an air or gas-filled space in between, offer advantages such as improved insulation, reduced noise, energy efficiency, and protection against UV rays. Using these windows can significantly enhance indoor comfort and productivity.

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The design strategy of vertical and narrow boxes to induce alternating reflections of sunlight onto the terraces has a remarkable impact on the beauty and grandeur of these spaces. With careful consideration of the intricate design and the focus on creating a unique outdoor experience, the terraces transform into captivating and abundant spaces, serving as places of tranquility, leisure, and enjoyment for the residents.

Tamara.

Vivid 3D Facade Renders





BRINGING DREAMS TO LIFE: Realistic Renderings of Tamara's Interior Design Project:

Step into the realm of Tamara's interior design project through our breathtakingly realistic renderings. These digital masterpieces are more than just images; they're windows into the future, where dreams are transformed into tangible reality.

Our renderings meticulously capture every nuance of Tamara's design, from the rich textures of wood and metal to the soft elegance of furnishings. Each ray of light is faithfully recreated, dancing upon surfaces with unparalleled precision.

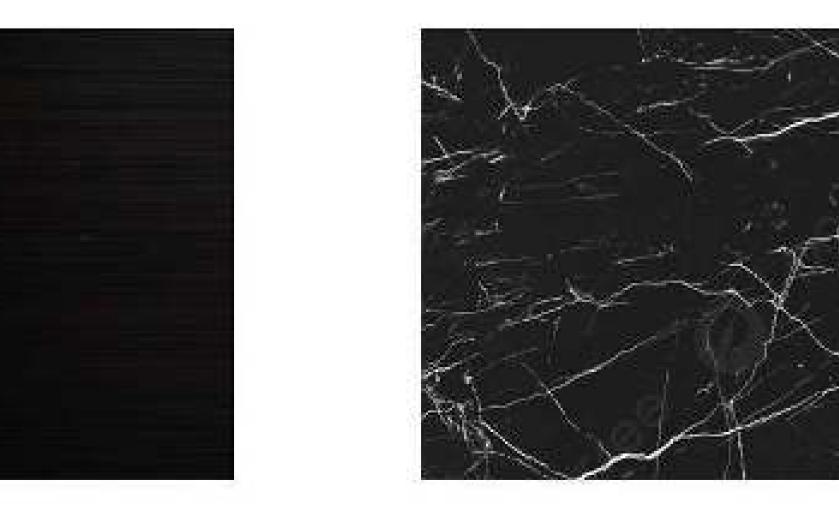
As you explore these renderings, you'll witness the interplay of materials, the soothing palette of whites, and the seamless harmony of modern aesthetics. Tamara's project transcends the ordinary, and our renderings ensure that you can experience its essence long before it becomes a reality.

Whether you're a homeowner seeking inspiration or a design enthusiast, our realistic renderings will immerse you in the beauty and functionality of Tamara's interior design. Welcome to a world where your dreams come to life.









CRAFTING MATERIALS: The Essence of Beauty in Tamara's Interior Design Project:

In Tamara's interior design project, materials take center stage as the primary driver of beauty and functionality. Meticulous selections of wood, metal, and engineered stone materials bridge the gap between the realms of modern design and timeless grandeur.

The use of wood in flooring and select pieces of furniture infuses the space with a warm and inviting ambiance. Wood seamlessly aligns with modern design principles while introducing a sense of natural comfort to the environment.

Metal, as one of the principal materials in furniture and other elements, bestows credibility and grandeur upon the modern design. With black metal bases, this material adds a touch of sophistication.

Additionally, engineered stone plays a pivotal role in creating surfaces within certain spaces. This material, with its weight and beautifully marked surfaces, makes a remarkable impact on the interior.

The amalgamation of these materials in Tamara's interior design project narrates a captivating tale of design. Meticulous selection and harmonious integration of these materials bring forth a truly distinctive expression of modern beauty.



Neolassic Interior Design H&M Group

- Project Name: Athena Residence
- Location: Riyadh, Saudi Arabia
- Design Date: July 15, 2020
- Project Type: Interior Design
- Area Size: 170 square meters space
- Design Style: Modern & Neoclassical
- Materials Used: Wood, Metal, and Artificial Stone
- Rooms: 2 rooms, 1 Kitchen, 1 Bathroom
- Wall Color: White
- Furniture: Black Metal Bases with Taupe or White Upholstery
- Client: H&M Group



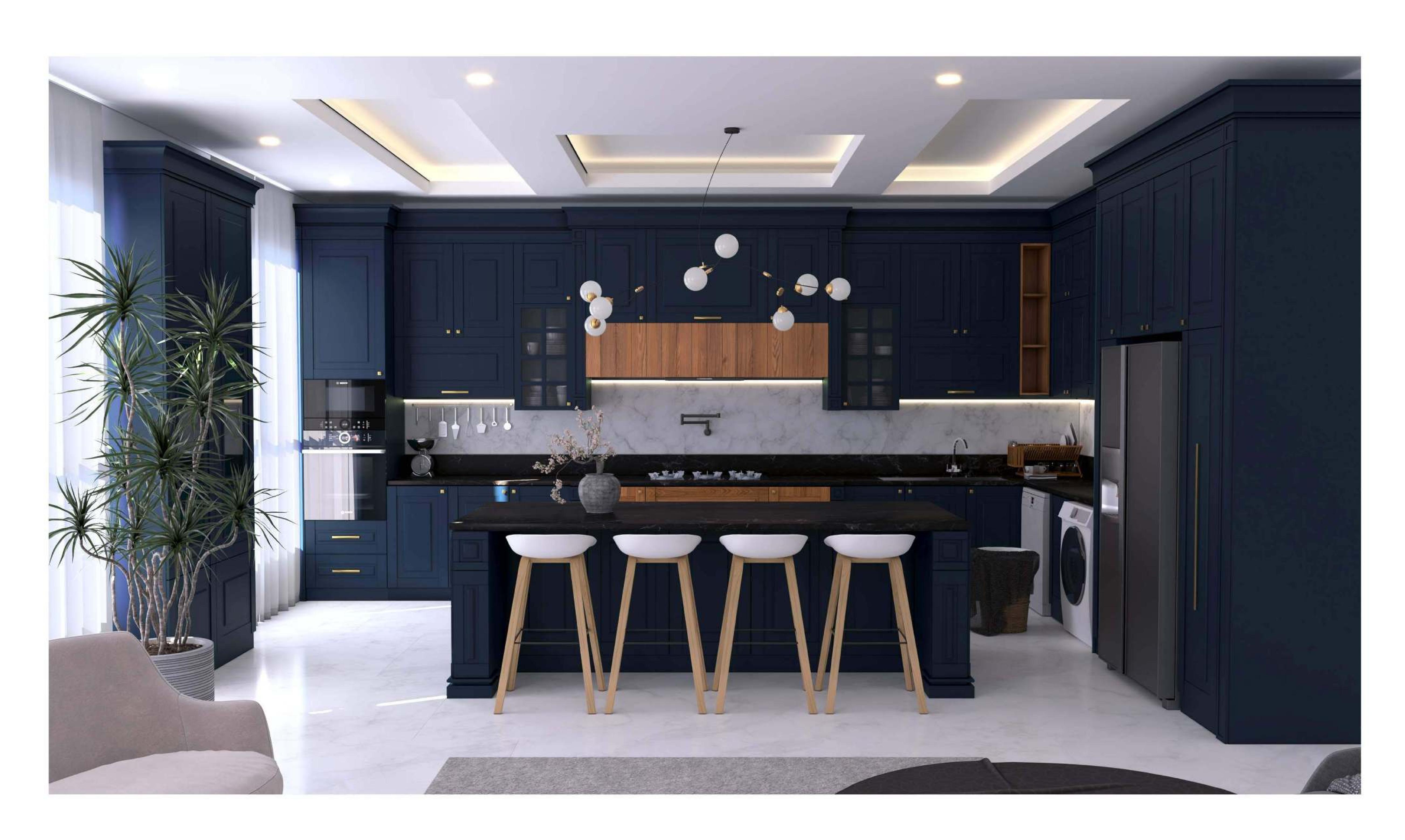
Project Athena showcases an exquisite blend of modern and neoclassical interior design. From the moment you step inside, you're greeted with a harmonious fusion of elegance and functionality.

Our interior design team meticulously curated each element, from the color palette to the choice of materials. Neutral tones with subtle accents create an inviting ambiance. Rich wood, sleek metal, and luxurious stone textures add depth and character.

The spacious living areas, well-appointed bedrooms, and thoughtfully designed kitchen and bathrooms all reflect a commitment to both aesthetics and comfort. Every detail has been considered to enhance your daily living experience.

Project Athena's interior design marries classic beauty with contemporary living, offering a sanctuary that's not just visually stunning but also truly livable.

Athena Interior Design: H&M Group



Kitchen Elegance with Dark Navy Cabinets and Marble Accents:

Step into the heart of the Athena Residence, where culinary artistry meets modern sophistication. The kitchen is a true masterpiece, featuring rich, dark navy cabinets that exude a sense of timeless elegance. These cabinets not only provide ample storage space but also serve as a striking focal point in the room.

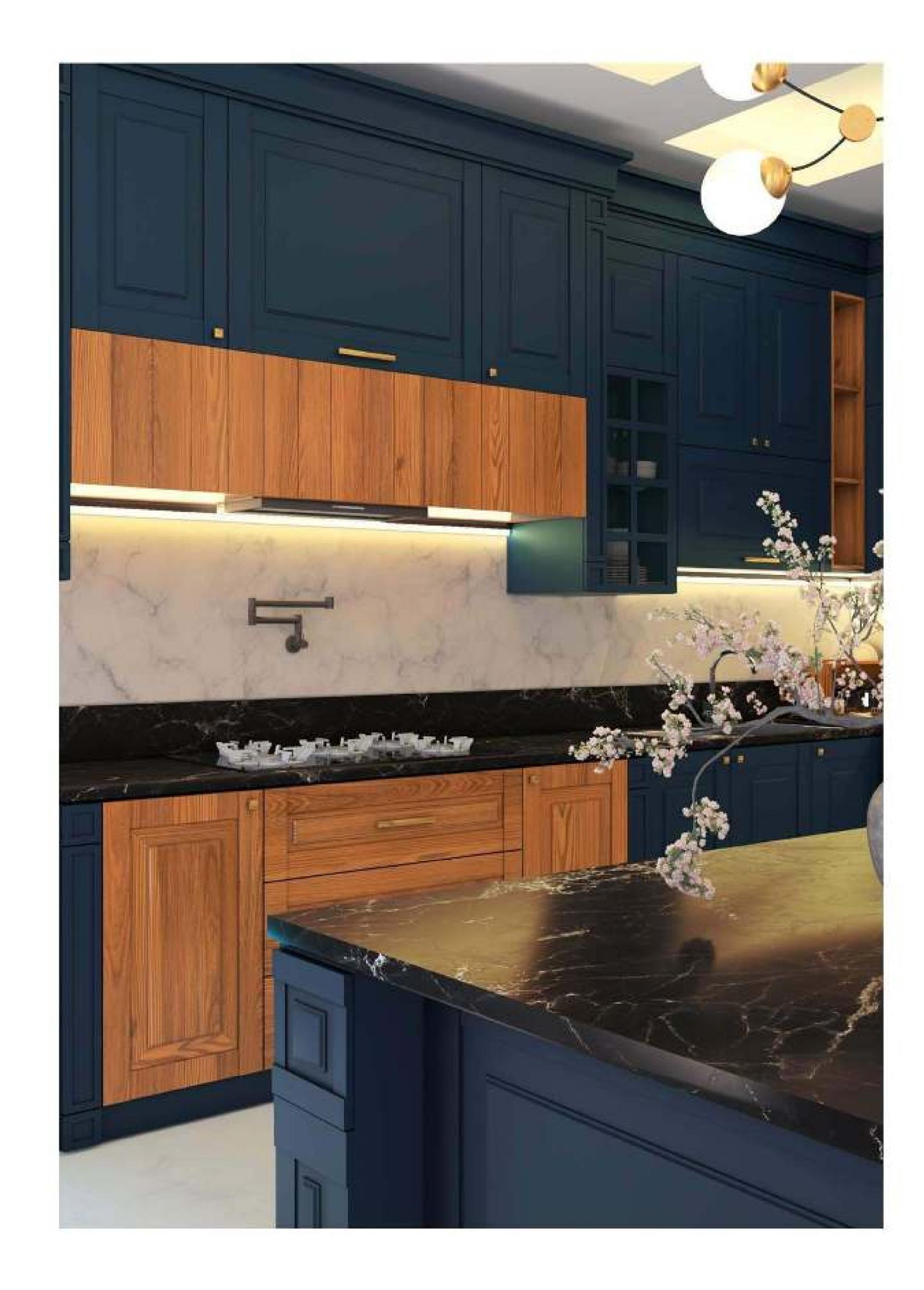
The cabinet doors are finished in a deep, lustrous navy, adding depth and contrast to the kitchen's overall design. The choice of this dark hue creates a captivating and luxurious atmosphere, making every moment spent in this space an absolute delight.

To complement the deep navy cabinets, the countertops boast exquisite black marble surfaces. This choice adds a touch of opulence and drama to the kitchen, enhancing the overall aesthetic. The veined patterns and natural variations in the marble create a sense of artistry and uniqueness that is truly captivating.

In addition to the black marble, a stunning white marble backsplash runs between the cabinets, creating a beautiful contrast that highlights the meticulous attention to detail in the design. The white marble's pristine appearance not only brightens the kitchen but also balances the darker elements, achieving a harmonious and visually pleasing result.

The combination of dark navy cabinets, black and white marble, and meticulous design transforms the Athena Residence's kitchen into a culinary haven where style and functionality seamlessly merge. Whether you're a passionate home chef or simply love to gather in an inspiring space, this kitchen sets the stage for memorable moments and culinary delights.

Vivid 3D Facade Renders



Interior Design of the Athena Project: Harmonious Elegance at Its Finest

The Athena Project is a masterpiece of coordination and beauty in interior design. This project is envisioned as a modern and luxurious residential space, with each aspect of its design carefully curated and executed with a golden touch.

From calming cream colors to pristine white walls, everything in this project has been meticulously chosen and arranged in a way that each room stands as an individual work of art. Precise materials and architectural engineering ensure that this project not only boasts visual appeal but also excels in functionality.

In the bedroom, the serene cream color and pure white walls create a peaceful and welcoming atmosphere. Dark wood and golden materials add a luxurious theme to this room, with dignified details complementing the simple beauty created by the white walls.









CRAFTING MATERIALS: The Essence of Beauty in Tamara's Interior Design Project:

Welcome to the tranquil haven of Athena's bedroom, where a harmonious blend of materials creates an atmosphere of timeless luxury. In this space, the design revolves around a palette of creamy beige, crisp white, rich dark wood, and lustrous golden accents.

Creamy Elegance: The bedroom's dominant material is the creamy beige, which envelops the room in a soothing, warm embrace. The choice of this color for upholstery, curtains, and bedding fosters an inviting and serene ambiance.

Crisp White Walls: The walls are adorned in a pristine white, providing a clean canvas that amplifies the room's spaciousness and airiness. White is not merely a color but a backdrop that accentuates the elegance of other materials.

Dark Wood Delight: The dark wood elements, such as the furniture and flooring, introduce a rich contrast to the softness of the cream and the purity of white. The deep, earthy tones of this wood infuse the room with a sense of grounded sophistication.

Golden Touch: To add a touch of opulence and sophistication, golden accents are strategically placed throughout the room. Whether in the form of gilded frames, elegant light fixtures, or decorative hardware, gold introduces an element of glamour and refinement.

The combination of these materials transforms Athena's bedroom into a sanctuary of comfort and style. The interplay of creamy beige, crisp white, dark wood, and gleaming gold creates a balanced and inviting retreat where elegance meets relaxation. It's a testament to how thoughtful material selection can elevate the essence of a space.

