



Shahrooz Zomorodi

Architect

Designer

CEO of Zaxis Consultancy

Shahrooz Zomorodi is the CEO of **Zaxis Consultancy**, formerly known as Zomorodi & Associates, which he founded in 2006.

A talented architect and trained civil engineer, Zomorodi was born to a prominent building contractor in Iran and was educated in Tehran. Now based in Dubai, he has spent a significant amount of time working in Germany and has collaborated with many international design firms.

Zomorodi is famed for his larger-than-life designs, which first came to prominence when he created The Address Food Hall in Tehran, a project that attracted more challenging projects, including many in the commercial and F&B segments.

Zomorodi approaches each project with the aim of creating unique, magical or surrealistic places. He particularly enjoys designing public spaces and most of his projects have an element of exaggeration and architectural surprise, creating fascination and inviting people to explore the places he creates. His ultimate aim is to create spaces that are seemingly impossible – that appear to challenge the basic laws of physics. In addition to heading up Zomorodi & Associates, Zomorodi is also a partner and creative director of the expanding DecoZ Studio. His architecture and interior portfolio is wide and varied, and covers everything from corporate head-quarters to hotels, commercial and residential projects, as well as lavish private luxury villas.



DecoZ Studio

Zomorodi established DecoZ Studio with his partner to create and manufacture luxury bespoke furniture designed in Dubai. Launched in 2022, the studio offers a new perspective on the fusion of art and furniture, with every piece delivering maximum comfort, freedom, flexibility and individuality. Having officially launched the DecoZ collection at the annual INDEX Interior Design exhibition in Dubai in 2022, Zomorodi's profile as an industrial designer is on the rise. Zomorodi strives to create furniture designs that meet the desires of modern consumers, who look for original pieces for their homes and projects; pieces featuring shapes and forms that they may be familiar with but with a new twist. The DecoZ Studio collection is a unique synthesis of contemporary living concepts created to deliver maximum comfort. Recently, leading Swiss textile manufacturing firm Christian Fischbacher invited Zomorodi to create an exclusive furniture collection, upholstered in Fischbacher fabrics. The Zomorodi x Christian Fischbacher collection will be presented during Milan Design Week 2023 as part of the Fuorisalone programme (April 23-17). Fischbacher has been creating exquisite textiles for over two centuries and last year presented 'The Contemporary Persian Collection' by Hadi Teherani. Later in 2023, the Zomorodi x Fischbacher collection will be presented in Munich, Germany.

Furniture Design

Zomorodi's interest in furniture design was sparked by a friend for whom, early in his career, he designed a TV table. From then on, he was hooked on creating unusual and challenging pieces of furniture, determined to overcome engineering challenges to make his designs a reality. For decades, he designed furniture for his projects. However, his burning desire was to create a completely unique collection for the retail market; a collection that would give a new perspective to furniture as pieces of functional art that meet contemporary lifestyle demands. Since undertaking the design of Tr88House – his first major project in Dubai, a -9,000square metre recreational complex including a food court and rooftop lounge terrace – Zomorodi has joined the who's who of the local design industry. He has recently collected two prestigious awards for the Tr88House project, including the Commercial Interior Design Awards 2022 and the Design Middle East Awards 2022. Italy's iconic Domus magazine has already recognised his talent, featuring both his concept for a unique contemporary Iranian restaurant and his furniture designs.

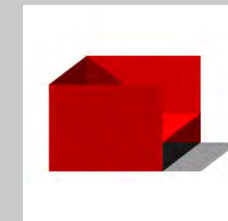
Awards



WAF 2023
Cultural - Leisure
Cadence Project



OPAL 2022
Hospitality - Restaurant
Tr88House



SIT Furniture Design Award 2020
Winner in Chaise Longue
Voyage



A Design Award 2023
Interior Design
Tr88House Project



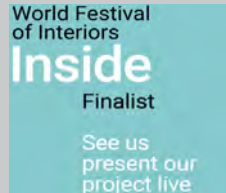
CID Design Awards 2022
Interior Design - Food & Beverage
Tr88House Project



Architecture Masterprize 2019
Architecture-Professional
Zaferanieh Residenal Complex



IDA Desgin Awards 2022
Product
Ark



WAF Inside 2022
Interior Design
Tr88House Project



Honar-E-Memari Awards 2018
Architecture-Proffesion
Address Food Hall Project



Design Middle East 2022
Interior Design - Food & Beverage
Tr88House Project



Honar-E-MemariAwards 2021
Concept Design
Tr88House Project



The Design Excellence 2018
Interior design
Address Food Hall Project



Architecture Masterprize 2022
Product
Flow



IDA Design Award 2021
Architecture-Multi Unit Category
Eram Project



IDA Desgin Awards 2017
Architecture-Renovation
Address Food Hall Project



IDA Desgin Awards 2022
Interior Design/Restaurants & Bars
Tr88House



London International Creative 2020
Architecture-Multi unit Category
Zaferanieh Residenal Complex

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Product Design

Cubo
Balloon
Tornado Family
Ark
Flow
Voyage
Rock
Note Family
Reve
Pin
Cushion
Cylinder
Block
Castle Family
Piece
Tehran Family
Parquets

Architectural Design

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Markiz Restaurant
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Arad Villa
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Universal Factory
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Sadeh Building
My Cinema
Naroon Villa
Zarand Building
Baran Diplomat

Architectural Design



FAMILY CENTER | AREA : 10,000 m2

Tr88House Project

The Tr88House project, located in Dubai, United Arab Emirates, with an area of 10,000 square meters, is like a forest that separates the user's mental space from the real world. The idea of creating this project, from the architect's point of view, goes back to a recurring nightmare in the world of childhood in which everything was bigger, rounder, and softer, that these dreams with a new scenario can evoke a surrealistic atmosphere, and all the executive details of this collection are influenced by this idea. The design ideas of this project turn a space envelope with the purpose of selling into an opportunity to exchange and create new experiences.

Creating an exaggerated and mysterious atmosphere and involving multiple senses, to create interaction between users and the architecture of the environment, are the main ingredients of Tr88House's architectural design. Exaggeration in a way that is not common in the real world, we can be humans in a Tr88House forest or small creatures in a meadow.

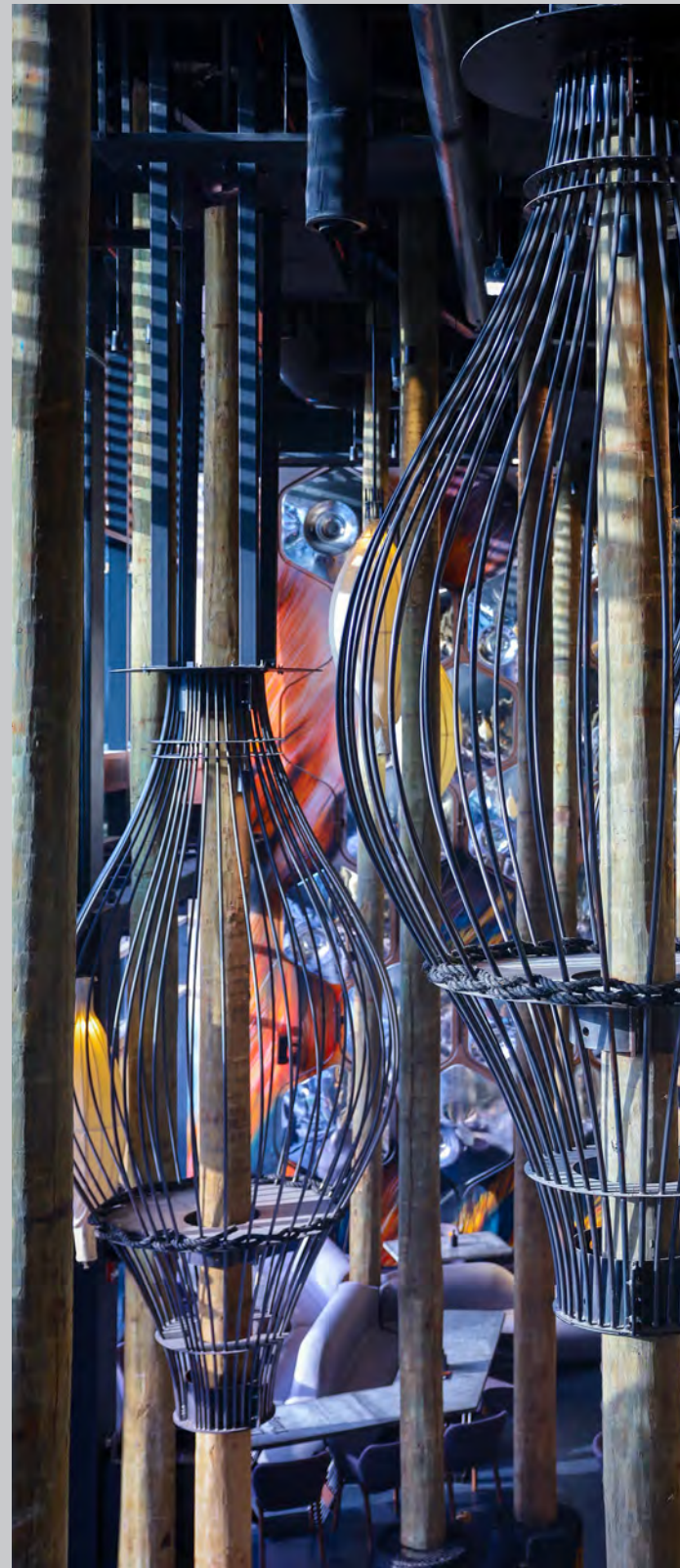
Design of mega food hall spaces, children's play area, trampoline, laser tag, mini golf, children's club, and rooftop lounge, along with details, biomimetic elements, surreal objects, mural arts, lighting equipment, characters, and furniture designed by the architecture group. Designed and implemented by many artists and craftsmen in this collection.



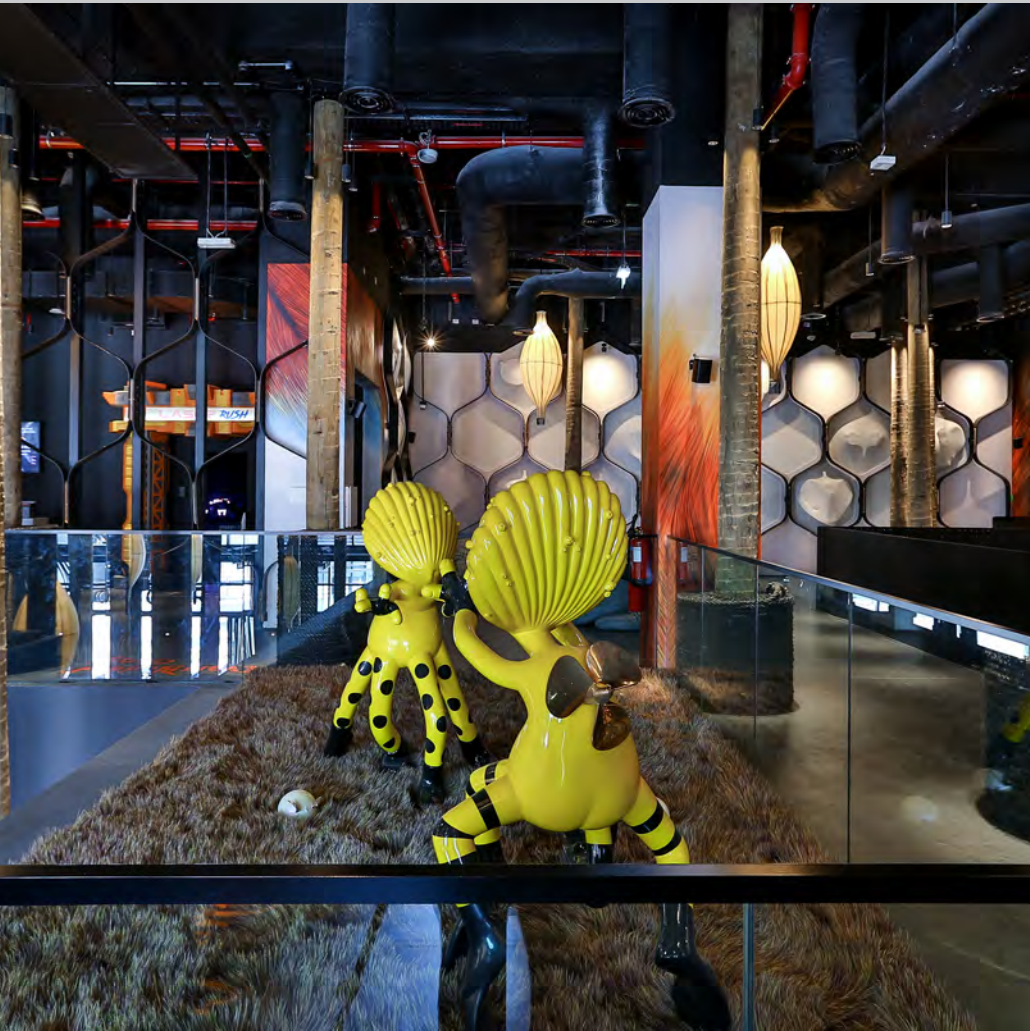
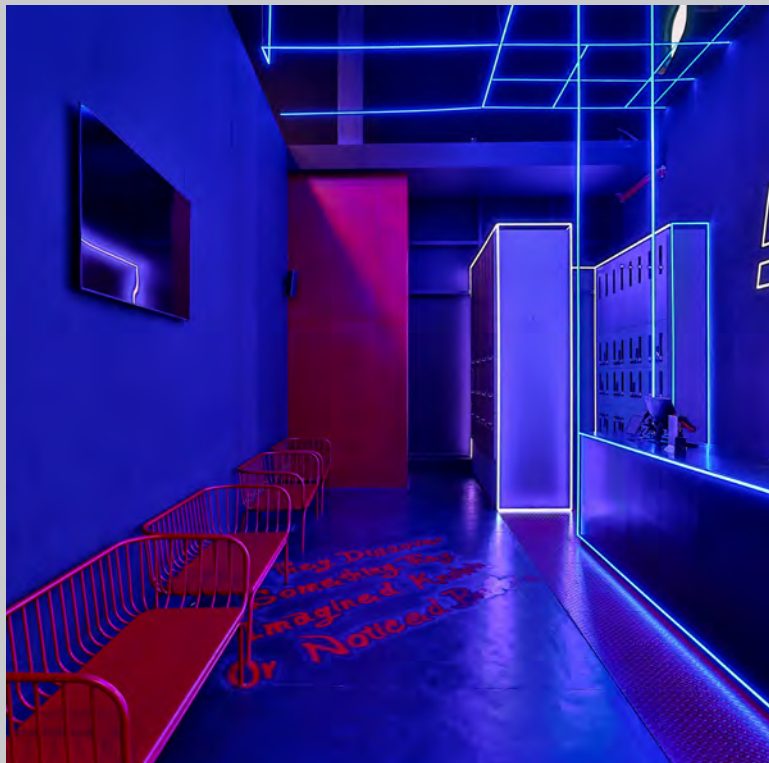
Tr88House Project designed by Shahrooz Zomorodi



The hexagonal modules of the walls are inspired by the idea of reproduction in nature, comparable to what can be seen in the proliferation of live cells. These shells themselves reflect living creatures dwelling in the forest, who are always staring at us with their eyes. Outside the shells, we see representations of creatures that are imprisoned in the forest's heart and yearn to leave, as well as hands pleading with us for assistance. The project's core features are tree dwellings and lights that resemble cocoons. They signify beings who have made room in their hearts for another world—a world that is both challenging and unreachable.

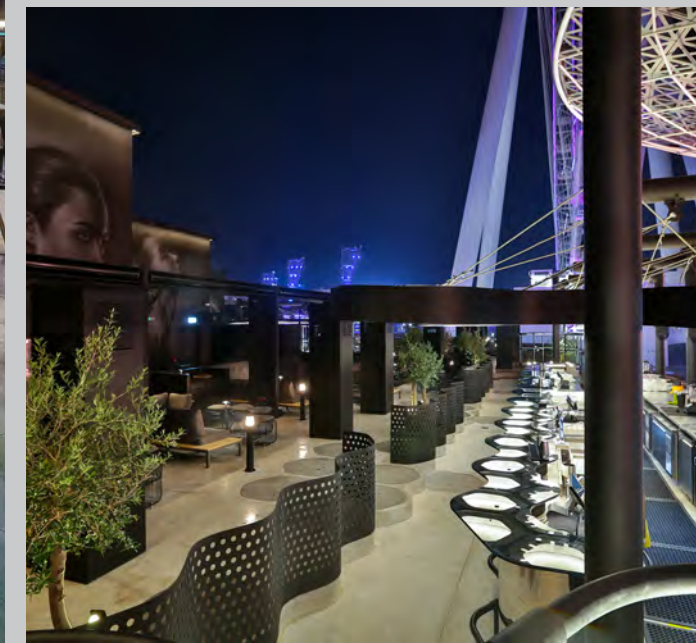






Tr88House Project designed by Shahrooz Zomorodi

One of the problems of the project was transferring it over to the architecture group during the joinery stage. The design team's recommendation to add a roof necessitated changes to the project's access points and structural layout. The wards and stairs have undergone significant renovations in order to add new entrances and emergency exits. The noise level has to be decreased from 105 dB to 45 dB outside due to the use of the roof as a hall and loud music. Around the ceiling, seven-meter walls with acoustic material coverings were used. Even the placement of the screws and the kind of paint that will be applied to them have been carefully thought out in order to preserve the acoustic qualities of this material.





Cave House Project

Cave House Project in Dubai's Bluewaters incorporates restaurants, a food court, entertainment spaces such as golf, an escape room, and laser tag. The project's ground floor houses the game space, while its first floor is more of a playground, allowing visitors to leave everyday life behind them. The architect incorporated his trademark surrealist sense, inspired by nature's lines and elements, resulting in an attractive space where visitors can happily lose themselves for hours.



Commercial | AREA : 3,000 m2





Cave House Project designed by Shahrooz Zomorodi





Residential | AREA : 45,000 m2

Royal Address Project

Royal Address features pathways for the wind to move around the main incline on which the project has been built. The solid form of a traditional tower was broken into two individual parts to bring natural light to every part of each unit and enable all residents to enjoy the great views. The floating gardens were the most intuitive way to bring greenery into the whole project, which had been presented in both sharp and soft incline to the employer. The project has 16 stories, with different plans. In all units, there are design qualities like separating the private and public spaces, best circulation and specifying the proper area for each space. first to seventh floor has 4 units in each floor with approximate 350 square meters for each unit with a great view to the southern garden. floors 8 to 16 have two units with approximate 700 square meters for each unit. Designing the large balconies with eye catching view to the city on the southern side, increase the value of these units. The penthouse 's area is about 1400 square meters.

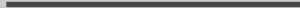






Royal Address Project designed by Shahrooz Zomorodi

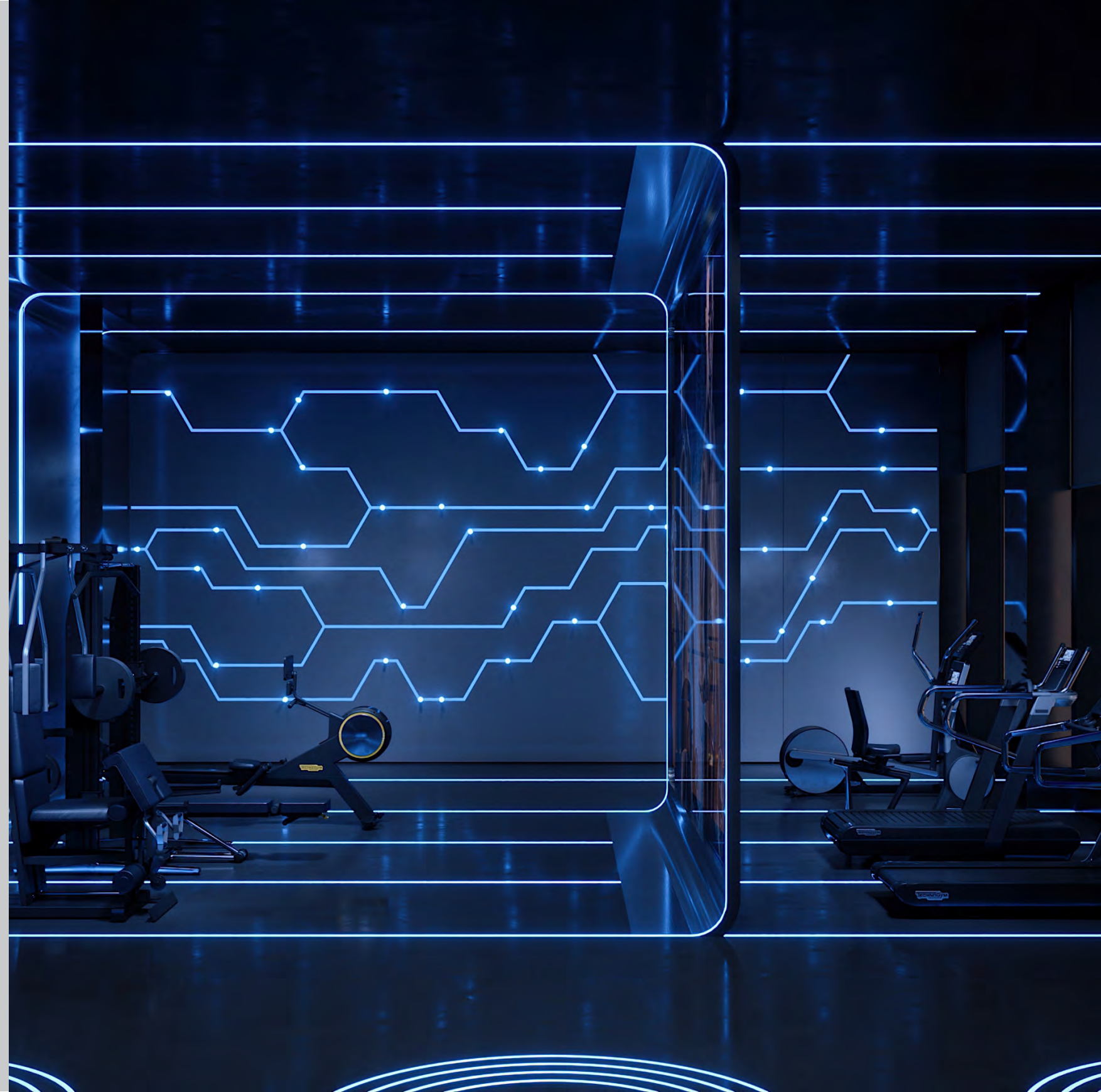




Royal Address Project designed by Shahrooz Zomorodi



Royal Address Project designed by Shahrooz Zomorodi

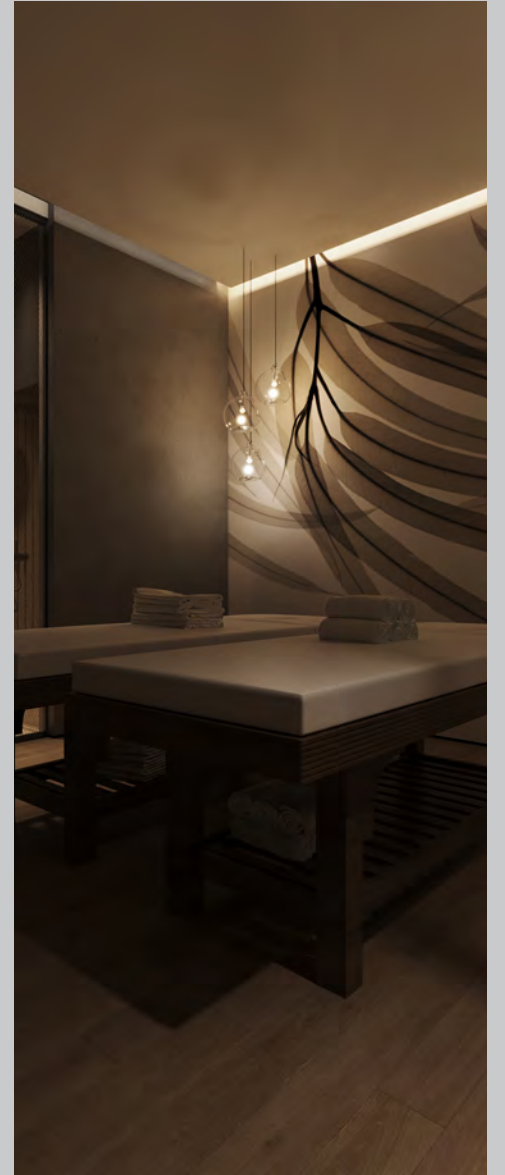
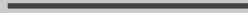




Royal Address Project designed by Shahrooz Zomorodi



Residential | AREA : 45.000 m2





Royal Address Project designed by Shahrooz Zomorodi





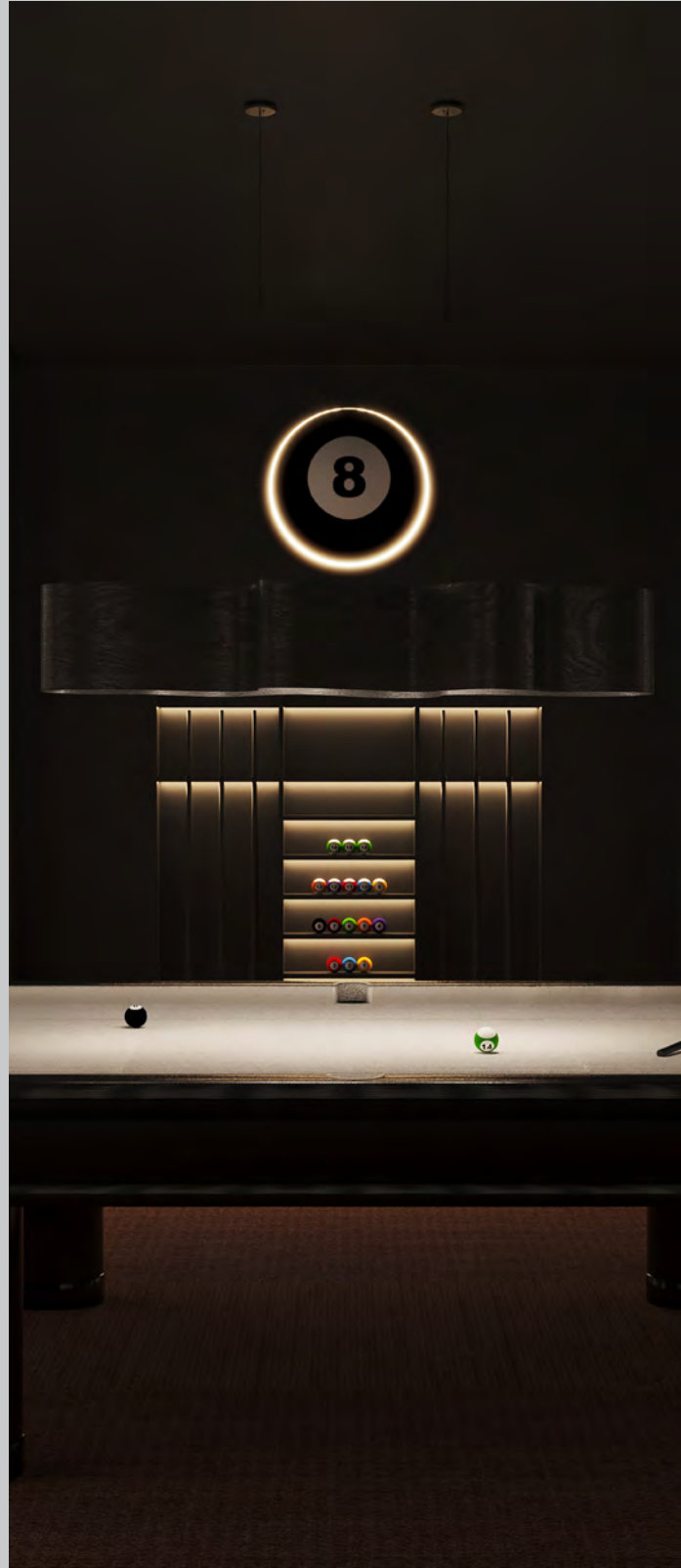


Royal Address Project designed by Shahrooz Zomorodi



Royal Address Project designed by Shahrooz Zomorodi





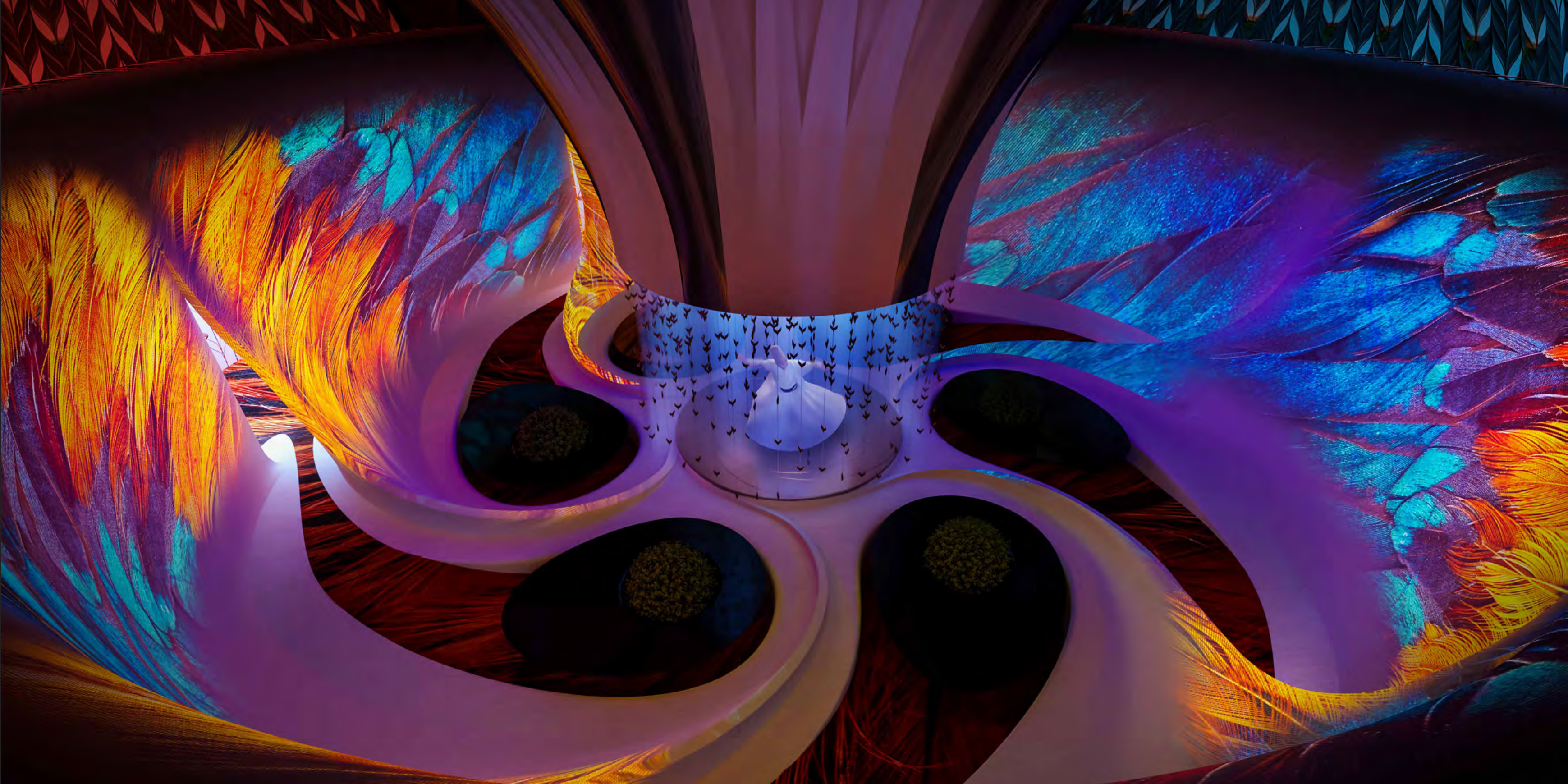


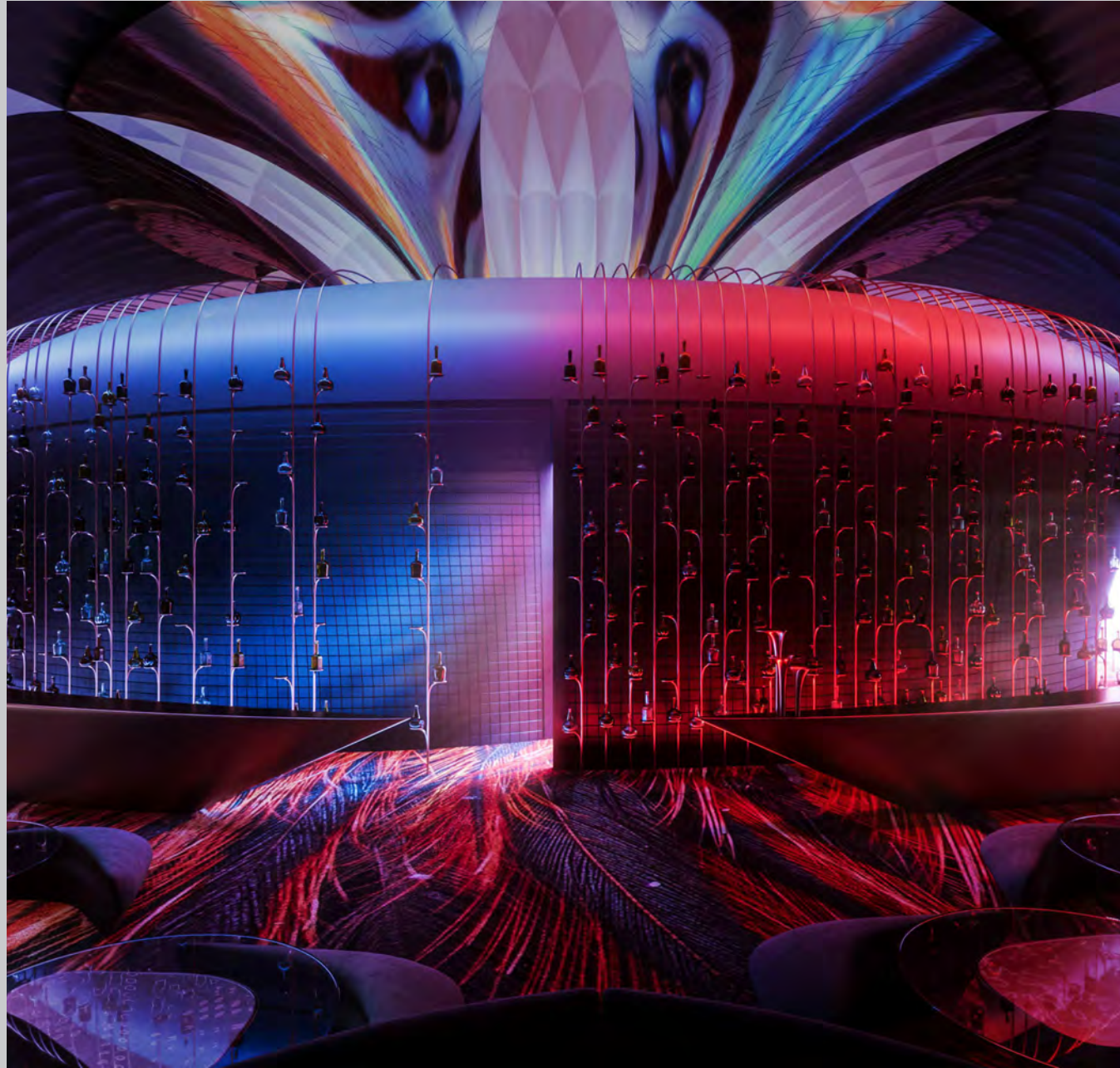


Restaurant | AREA : 3,700 m2

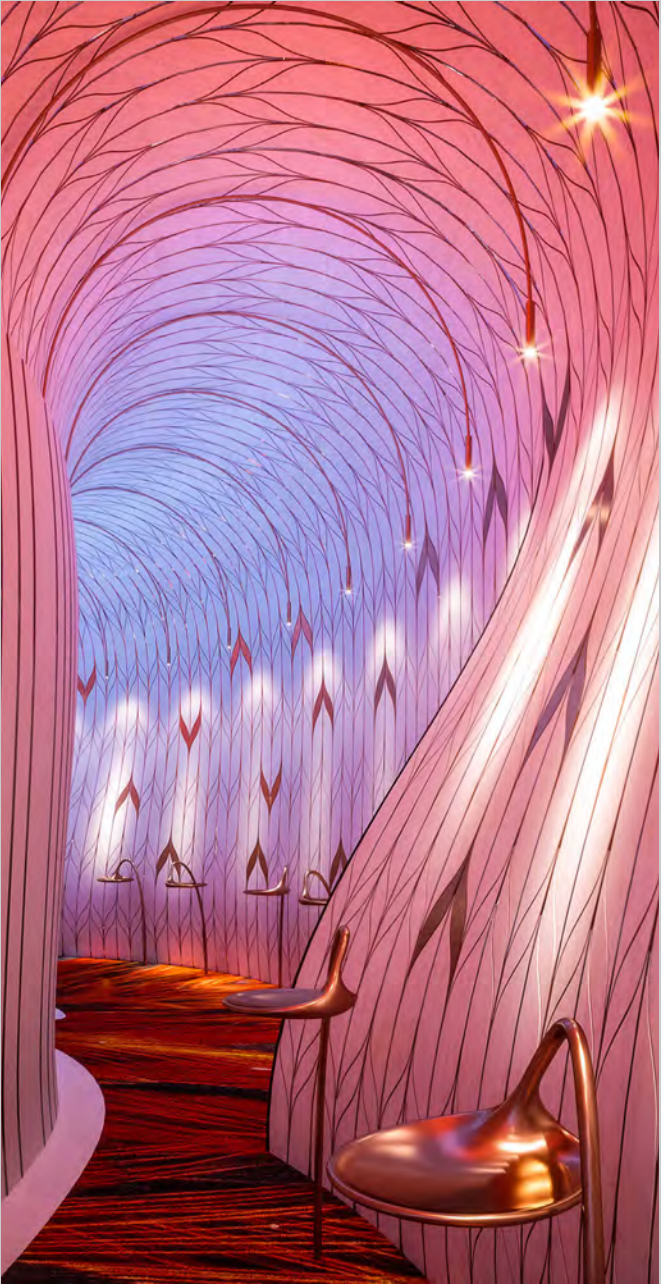
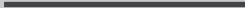
Simurgh Cafe Project

At Café Simurgh, a truly traditional dining experience is represented by various beverages and exquisite dining positions. The galley lounges include conventional dining tables and casual benches for active social encounters, while the bar stools offer a new take on ground-level sofreh dining. The Central Gallery allows standing and movement through the art of oriented passage. The cafe covers around 100 square meters and takes its name and inspiration from the Persian word Simurgh, which has its roots in the Avestan Mereyo Saeno ('the bird Saena'); originally a raptor, likely an eagle, falcon, or sparrowhawk. The Persian word Simurg derives from middle Persian Senmurw (and earlier Senmuruy), also attested in Pazend texts as Sina-Mru. The middle Persian word comes from Avestan Mereyo Saeno "the bird Saena", originally a raptor, likely an eagle, falcon or sparrowhawk, as can be deduced from the etymological cognate Sanskrit Syenah which also appears as a divine figure. On the other hand, the phrase Simurgh means thirty birds in Persian; this has been used by Attar of Nishapur in his symbolic story of The Conference of the Birds in which he played with name. At Café Simurgh, a true traditional dining experience is represented by various beverage and exquisite dining position. The valley lounges include conventional dining tables, casual benches for active social encounters and bar stools are a new take on ground level _sofreh- dining.





Simurgh Cafe Project designed by Shahrooz Zomorodi

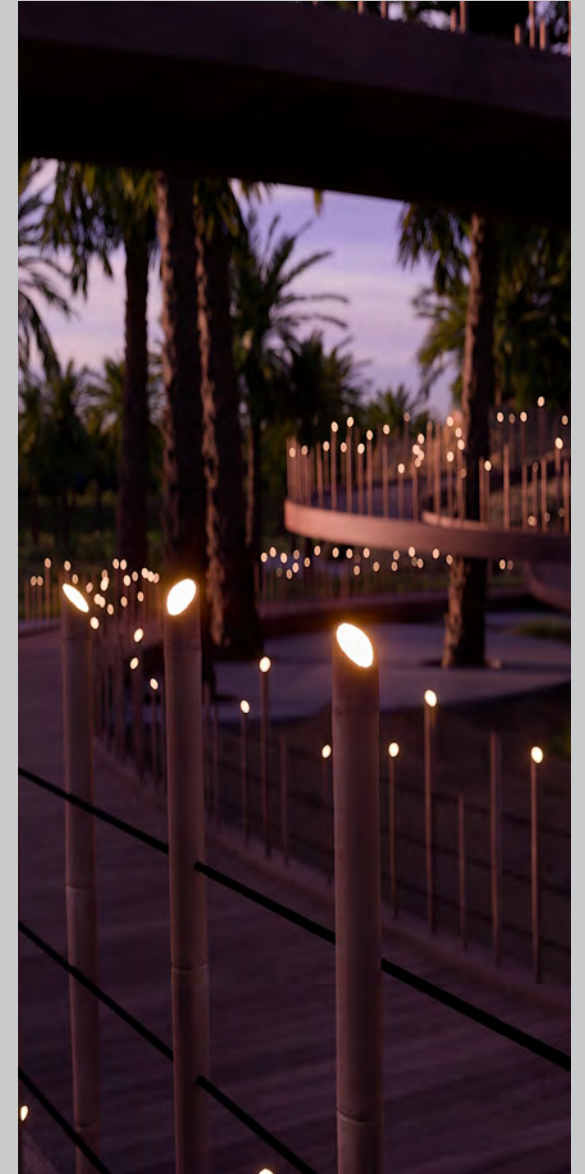




Commercial | AREA : 60,000 m2

Palm Project

This unique, innovative space for families, students, and tourists increase knowledge of the incredible Palm. The project employed natural and vernacular architectural design and rises to the sky in places where there is a palm tree, to emphasize the idea of reaching infinity. Its form is like a desert with low hills, through which palm trees rise to the sky. All areas of the site follow this flow form, including bike and walking paths.







Palm Project designed by Shahrooz Zomorodi



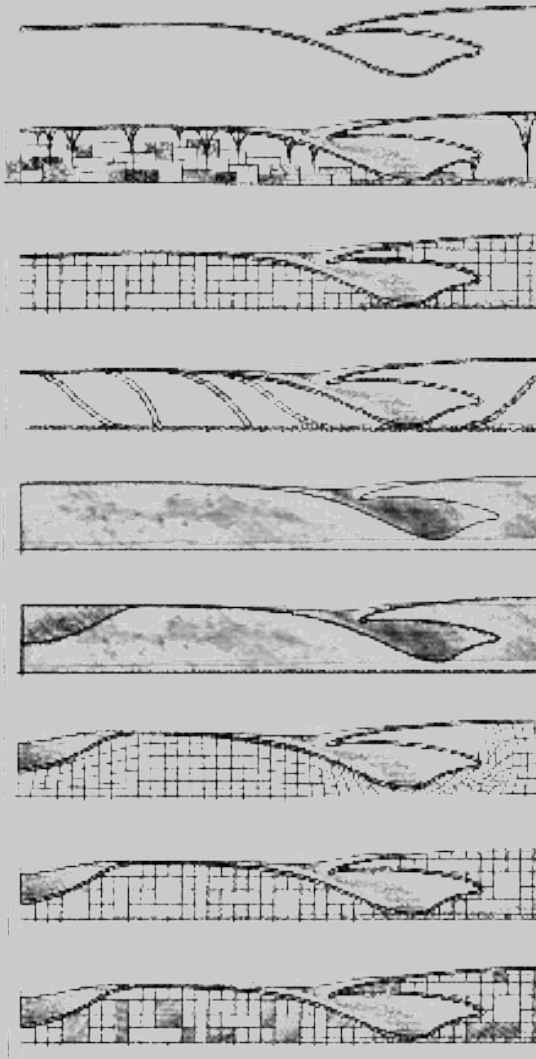
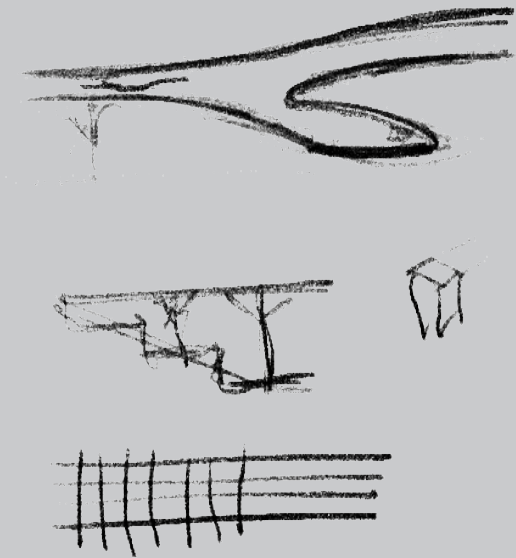


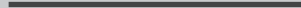
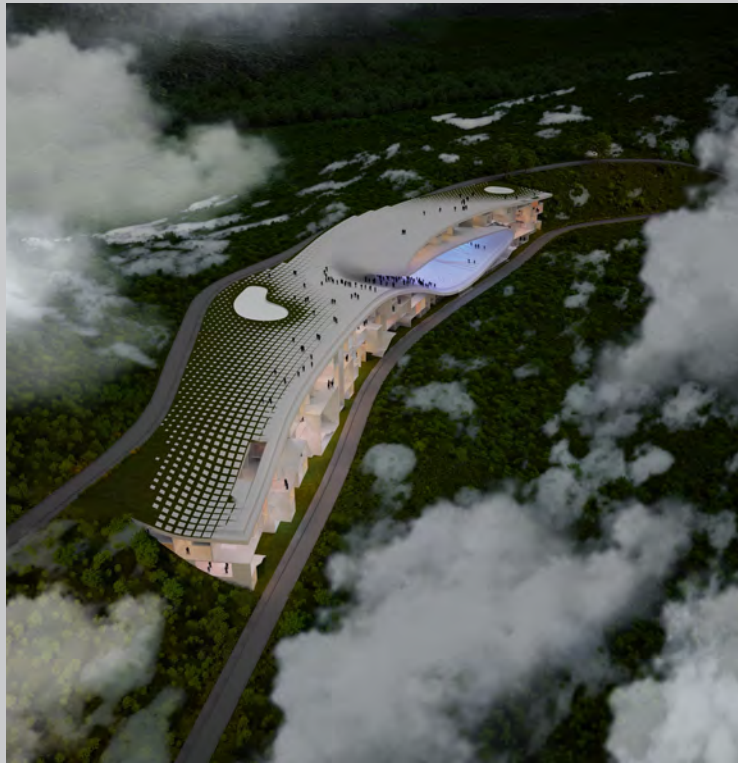
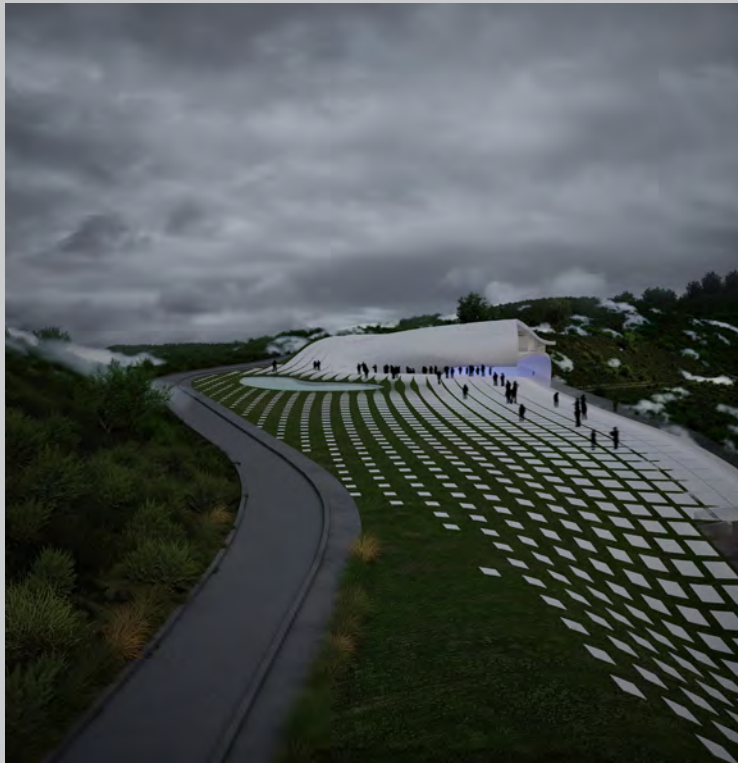


RECREATIONAL-COMMERCIAL | AREA : 27,000 m2

Cadence Project

The Cadence project, which is located in the nation of St. Kitts on a location with a distinct level, is a project having recreational, commercial, and cultural uses. The form of the Cadence art center is inspired by the combination of the flow of waves and breeze. There will be a low-lying gentle arch that allows for a clever play of shadows and light into the performance hall area, along with a nod to rippling waters on the west side of the island borders to the Caribbean Sea, and on the eastern coast faces the Atlantic Ocean. The unique view of the users to the stage and the sea is another design idea.





Cadence Project designed by Shahrooz Zomorodi





Cadence Project designed by Shahrooz Zomorodi



Cadence Project designed by Shahrooz Zomorodi



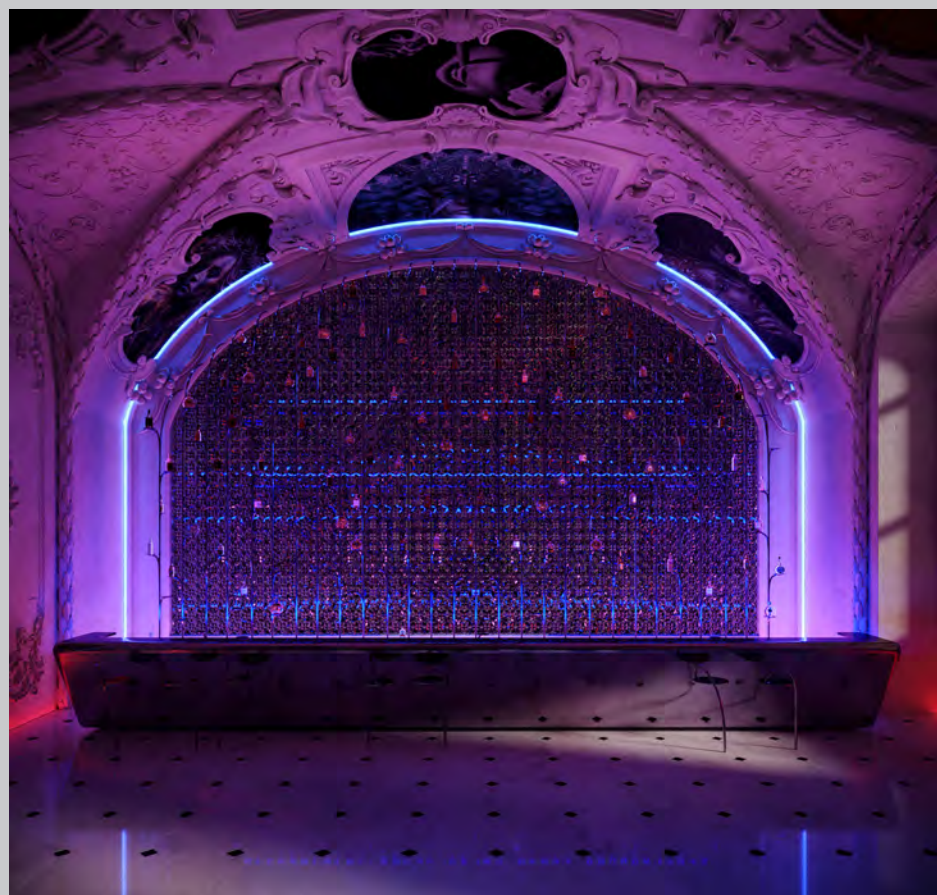


COMMERCIAL | AREA : 3,000 m2

Ocho Project

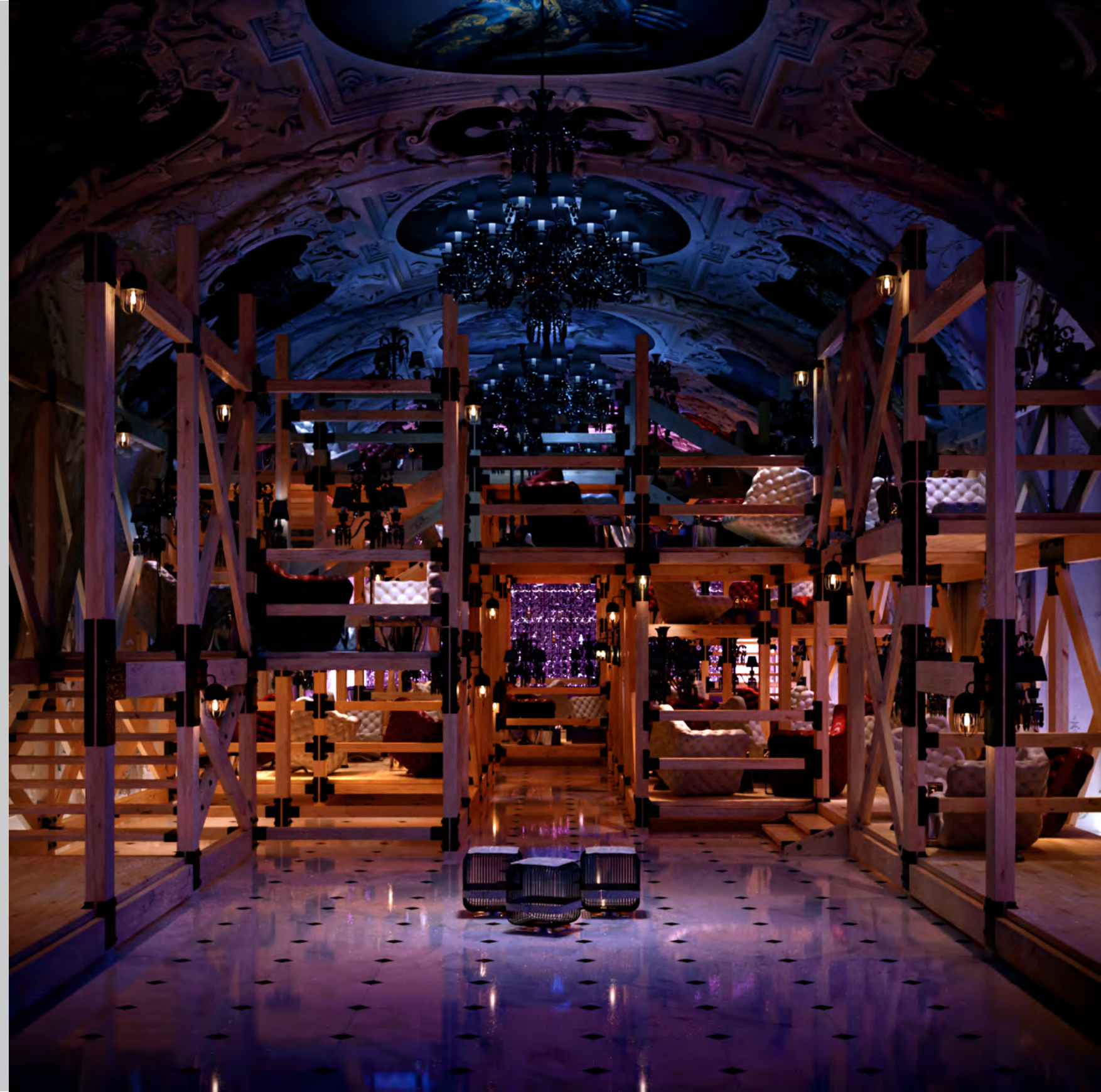
Classic setting with Renaissance approach mixed with entirely surreal paintings and details, with companionship of industrial events, furniture, classis and modern objects, this is the shortest explanation of our designed space full of contrasts. Cryptic by creating a surrounding looking at Renaissance architecture, dark with spot lightings and using elements such as paintings. Hallucination is the result of our design process, the outcome of lightings, environmental design style, unique and different elements which was our ultimate goal.





Ocho Project designed by Shahrooz Zomorodi

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Address Food Hall Project

The Address Food Hall can host up to 4,000 people per day and contains five restaurants and a cafe. Due to the limited surface area for dining, elevated platforms of various sizes are used to provide additional seating. These multi-level platforms allow for greater use of the ~12 meter-high space. A series of stairs and bridges connect these platforms and allow for the fluid movement of users from one level to another, with each platform becoming both a destination and a pathway. The configuration of the platforms creates multiple perspectives and viewpoints from which to view the inspired street artwork. The floors overlap, creating physical and visual continuity as users move from platform to platform.



Restaurant | AREA :1,500 m2

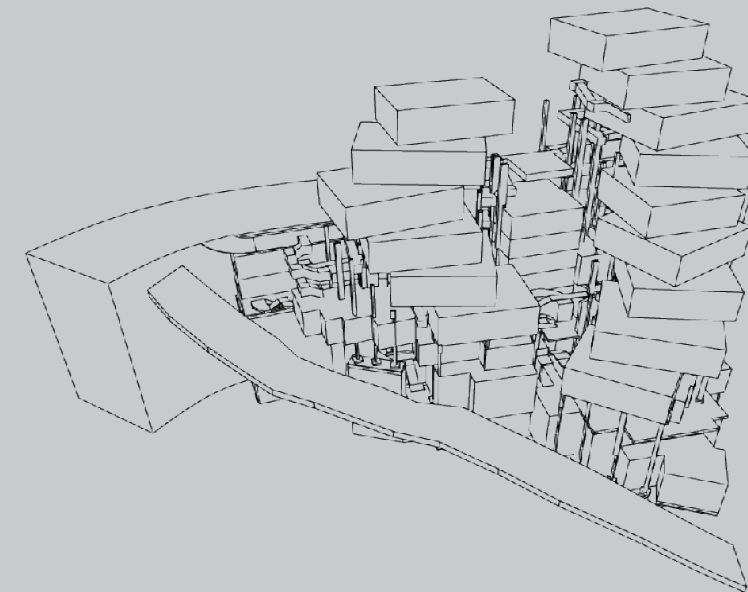


Address Food Hall Project designed by Shahrooz Zomorodi





Residential | AREA : 6,000 m2



Cedar Project

Cedar consists of 20 units, ranging in size from 80 to 550 square meters. While most residential projects aim to ensure peace by separating occupants into individual cubicles, Cedar has been designed to enhance physical, visual, and social interactions through the careful orientation of each level. As a result, the form benefits from daylight and varied scenery, while the terraces act as communal spaces in which neighbors can communicate and interact. Both towers are fabricated above a network of horizontal and vertical pedestrian pathways that create connections between the units and recreational features.

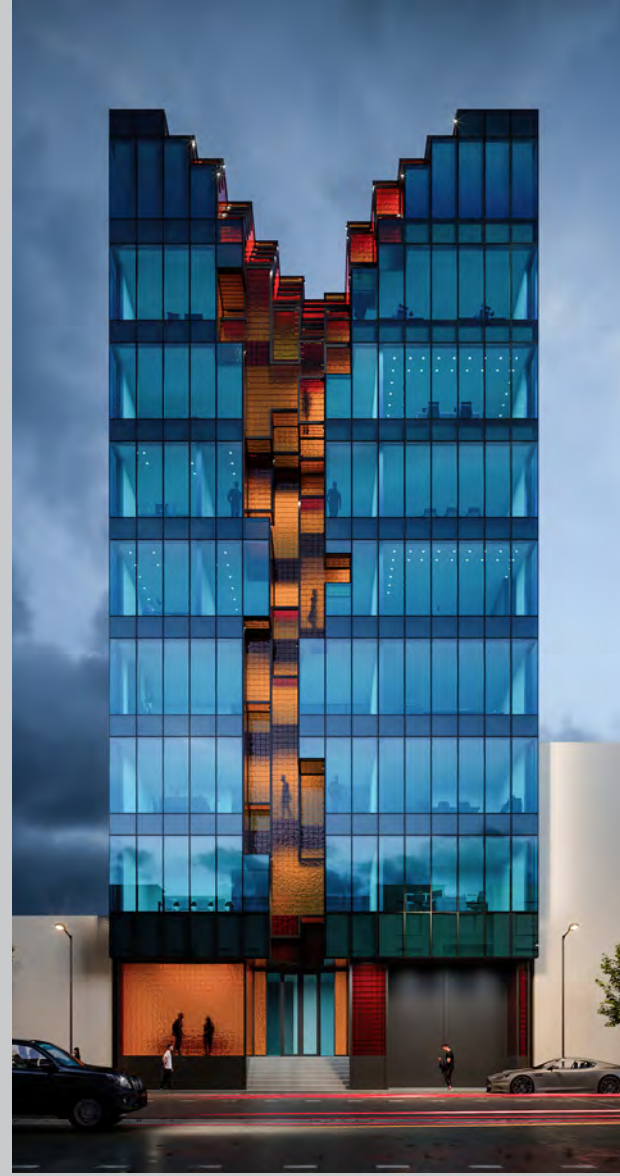




Cedar Project designed by Shahrooz Zomorodi



Cedar Project designed by Shahrooz Zomorodi



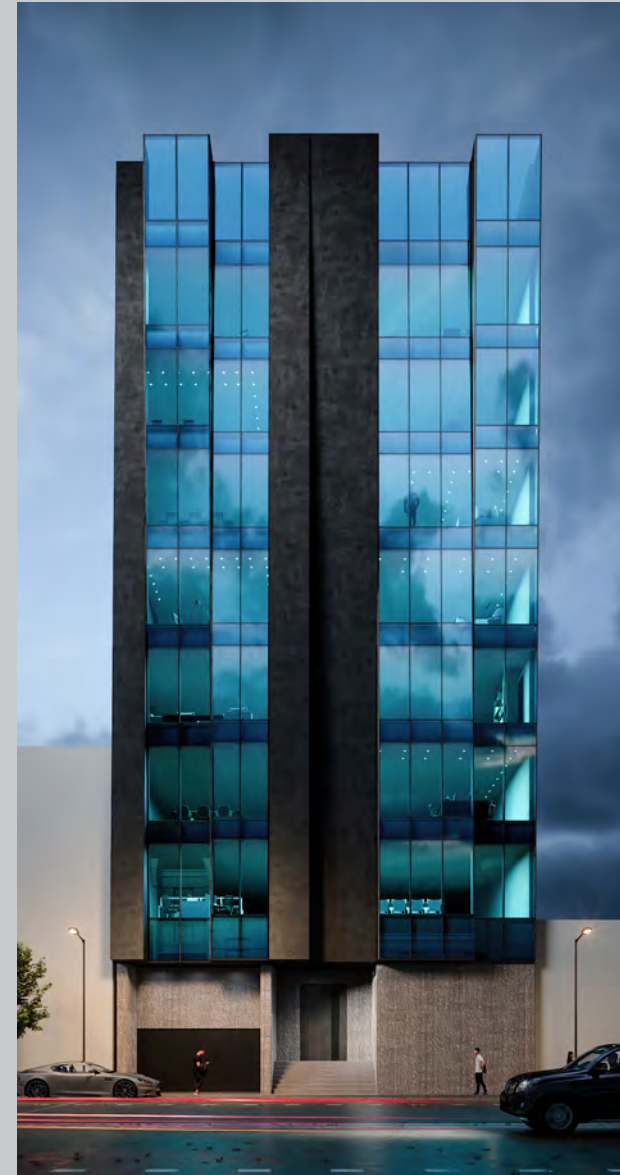
Commercial | AREA : 5,800 m2

KMC Building Alt No. 1

The project for The Kerman Motor office building was designed with a vision to attract attention to the area. With a total infrastructure spanning around 5800 square meters, this building was constructed with a unique perspective by utilizing glass material, creating a contrasting effect between the facades. The aim behind this was to provide a distinctive look and impression to the building, which would make it stand out amongst other structures in the area. The use of glass material in the building not onl.

KMC Building Alt No. 2

This was done in order to give the building a unique appearance and feel that would set it apart from other nearby buildings.



Commercial | AREA : 5,800 m2





Restaurant | AREA : 3,500 m2

Atlas Mall Project

This food court, which is situated on Aghdasiyeh Street, has an industrial design motif and many unique touches, such as dry joints. The design of all associated details and the utilization of such creative connections are distinctive. The entrance and the public spaces all have designs that draw inspiration from industrial design. Another noteworthy and unique aspect of this project is the usage of specialty furniture for the interior design of this room.





Restaurant | AREA : 2,000 m2

Sadaf Restaurant Project

Our architectural team was assigned with designing the inside of the Sadaf restaurant. To honor the building's external architecture, the curved forms of the façade has been extended into the middle void and inside of the building. From the negative spaces between the vertical elements of void, the positive space of the stairs is created. Minimal material selection with low color contrast is used to boost these elements. In other instances, these objects with their bent crowns have been transformed into platforms for sitting. The furnishings in the restaurant was designed by Zomorodi & Associates Architectural Team to match the complex's interior architecture.



Sadaf Restaurant Project designed by Shahrooz



Qazvin Building Project

In contrast to the previous atmosphere in Tehran, the Qazvin office building project was created with the intention of attracting attention to the region. Built with brick and glass elements, which produced a contrasting impact between the facades, this construction has a distinctive perspective and a total infrastructure of around 1,200 square meters. This work was done to give the building a distinctive look and impact that would set it apart from other buildings in the neighborhood. This structure comprises 5 storeys, each of which has two office apartments. Two negative voids have been created in the facade of this building on either side for improved lighting of the interior rooms, and by adding plants, the facade has also become slightly more attractive.



Commercial | AREA : 1,200 m2



Kordan Villa Project

The interior design of the 4000 square meter Kordan Villa, which was presented to the design team during the cover and shell phase and according to the client's thoughts, was provided. The interior features and elements have been developed using this idea and include numerous places such as a cinema, club, big terraces, and suitable spaces for a family for a villa, in accordance with the client's requirements and the spherical lines that this structure has.



Residential | AREA : 4,000 m2





Kordan Villa Project designed by Shahrooz Zomorodi



Kordan Villa Project designed by Shahrooz Zomorodi

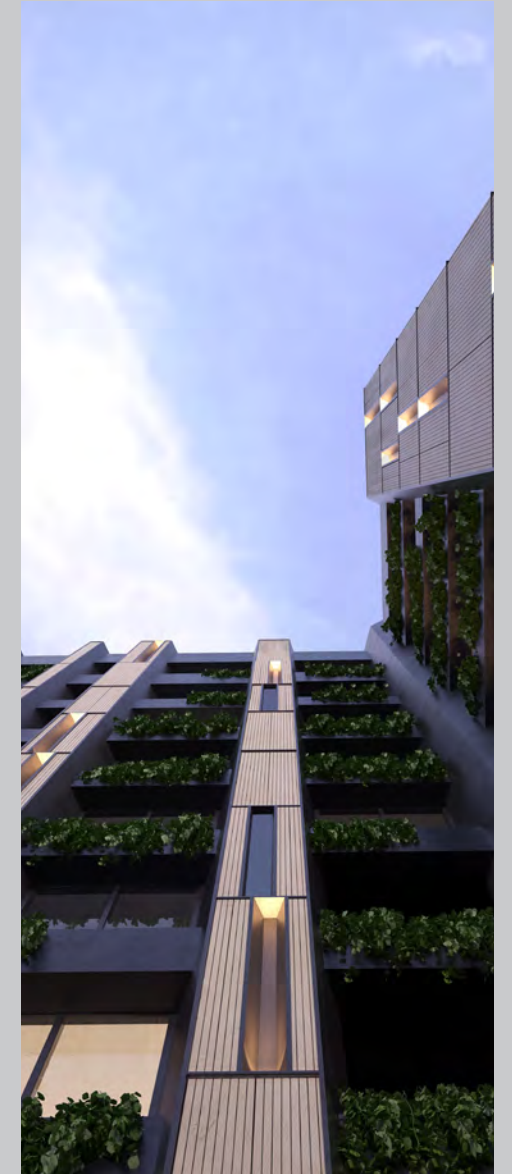




Residential | AREA : 20,000 m2

Arsh Project

Arsh is a -13 storey residential building with 70 units from 110 square meters to 1100 square meters in the Elahiyeh district of Tehran whose overall volume is formed by numerous horizontal and vertical seams and indentations. This formal gesture carves through the spaces and breaks the large, wall-less living rooms into two different parts.





Commercial | AREA : 70,000 m2

Eram Project

Eram with the area of about 70,000 square meters is a heavenly garden, full of greenery and trees, and the air is filled with pleasure and joy. These elements were the inspiration behind the design process and can be seen in every aspect and detail of the project. Eram definition is a heavenly garden, full of greenery and trees and air is filled with pleasure and joy. These elements have been the inspiration behind design process and it can be seen in every little detail and parts of the project.





Eram Project designed by Shahrooz Zomorodi





Residential | AREA : 2,000 m2

Fasham Villa Project

The spatial composition of the -4 bedrooms Fasham villa is influenced by its context and the elevational shift of its site, breaking the main volume of the house along the length of the site into two pieces. The first part of the house includes the semi-public spaces of the villa and access to the lower side of the site, while the second part contains the more private spaces of the house with access to the upper garden. The split in the overall mass of the villa creates large open terraces and decks which form various functions.







Fasham Villa Project designed by Shahrooz Zomorodi





Residential | AREA : 5,500 m2

Darbandsar 3 Project

The design team's main goal in creating a rocky surface with realistic mass and surface treatment was to be at one with nature and the mountains where the project is located. The project is formed from two different blocks – one providing residential accommodation, the other a hotel – that each have separate access.



Letaj Project

We got involved in the Letaj project after the main structure and walls had been built. Using triangular corners to embrace the site, from the interior to the elevation. These sharp angles were balanced out by the use of soft curves in the pool area. Despite the limitations presented by the already built foundations and interior walls, the design team achieved an aura of luxury that was modern yet respected the traditions of the region.



Residential | AREA : 9,000 m2





Letaj Project designed by Shahrooz Zomorodi



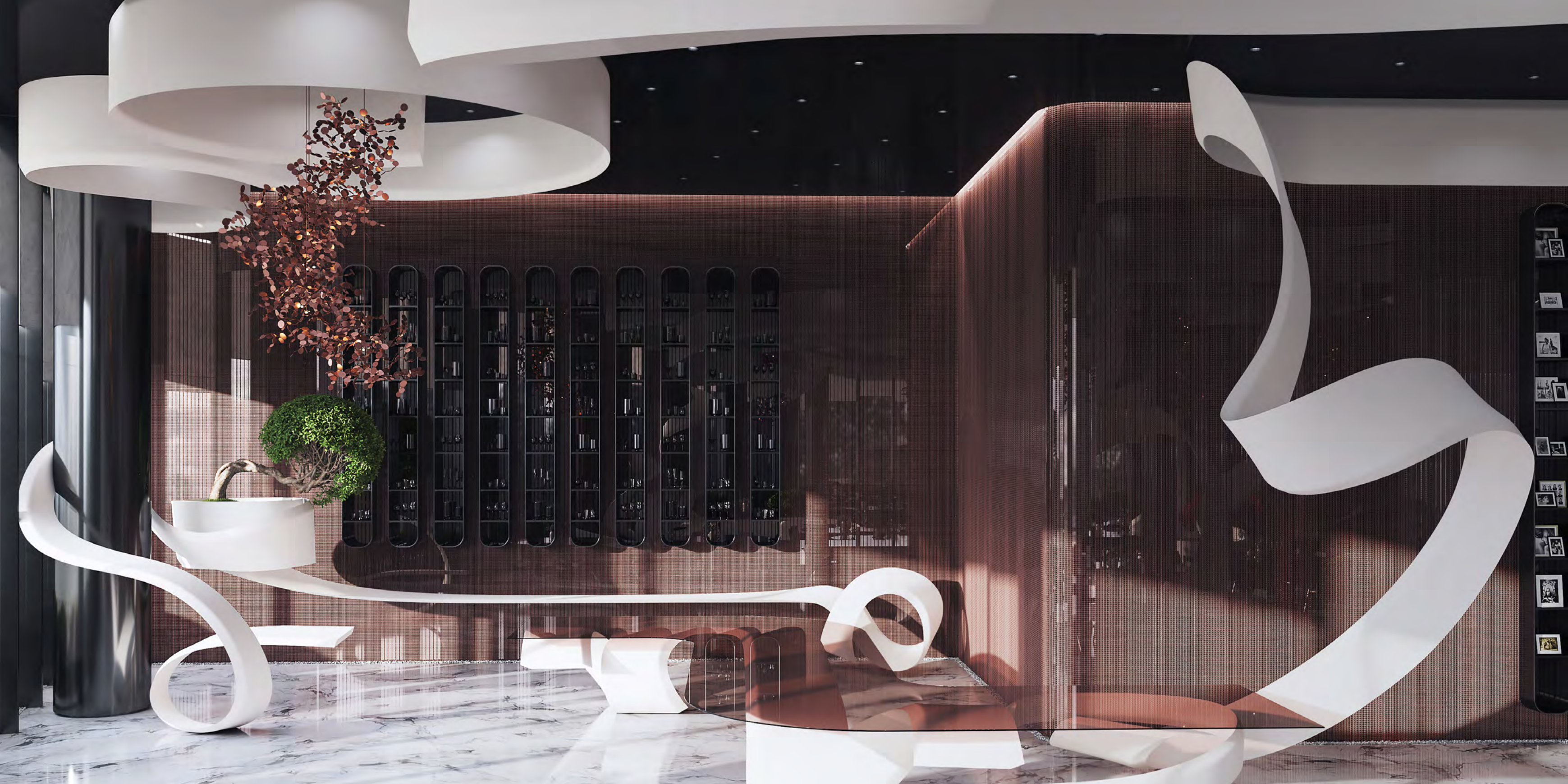
Letaj Project designed by Shahrooz Zomorodi



Restaurant | AREA : 3,000 m2

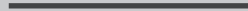
Ribbon of Light Project

One of the goals of Zomorodi & Associates have been to find unique names for each and every project that would reflect the exciting and extraordinary concepts and ideas behind them. For this specific project the name was Ribbon of Light and the name have been mirrored all over the project. Ribbon project consists of three different ribbons which have been released in infinity space that move and dance freely, it is like the rules of gravity doesn't apply there, in result they make beautiful and unrepeatable shape and forms that bring the whole thing together. The designer tried to create a peculiar and unconventional environment with flow and lose movements of the ribbons which start from the floors and rise to the ceiling and encase the place with no boundaries.





Ribbon of Light Project designed by Shahrooz Zomorodi





Restaurant | AREA : 2,500 m2

Platinum Food Court Project

The main concept was inspired from 60s style that was very famous and stylish in that time .and also food menus was leading us to design details of the project .



THIS WEEKEND

CASHIER

COMING SOON THIS WEEKEND

CASHIER

COMING SOON THIS WEEKEND

CASHIER

COMING SOON THIS WEEKEND



Residential | AREA : 1,830 m2

Mosha Villa Project

The four-bedroom, ~800 square meter Mosha villa gives its residents many exciting views of different parts of the project, as well as of the garden in which the project is located. Different parts of the villa are accessed via glass tunnels that pass through the garden. Big windows were used not only to create a variety of views but also to act as glass consuls and establish purtieus in the middle of the garden. The main goal was for the villa's mass to be resolved in the garden, becoming part of it rather than standing separate and alone.



Moshā Villa Project designed by Shahrooz Zomorodi





Tehran Business Club Project

Tehran Business Club is an -8 storey building situated in the bustling Fereshteh neighbourhood of Tehran. The project hosts an array of spaces and activities, such as public and private restaurants, open offices, multi-functional halls, galleries and recreational programs. Tucked away from the busy environment, private restaurant booths amplify, concentrate and confine the voices of business meeting members inside an overhung cylindrical shaft.



Commercial | AREA : 260 m2



Kerman Motor Project

Kerman Motor project contains several offices and the CEO office which eight floors have been assigned to offices and a floor is specified for lobby and the main entrance with a mezzanine. The goal of the project was clear from the beginning, so the design team path was clear and the design was according to plan.



Commercial | AREA : 7,500 m2



Kerman Motor Project designed by Shahrooz Zomorrod





Residential | AREA : 6,500 m2

Sarloo Project

This residential complex including 32 units from 80 square meters to 320 square meters, will be built on a site located in Darbandsar with a 40 percent incline. Although this building is a private residence, the extended and distorted terraces provide a venue for occupants to meet up and enjoy the picturesque landscape.







Sarloo Project designed by Shahrooz Zomorodi



The House of Passages Project

The House of Passages project calmly occupies a site of 400 square meters and includes five units, each with an area of between 28 and 140 square meters. Its minimalist design includes eight cubes, which bring in as much natural light as possible without the use of voids or patios. The cubic theme is reflected in the brick surface, with Fereshteh mirrored in each brick, and each brick resembling the whole project.



Residential | AREA : 3,500 m2



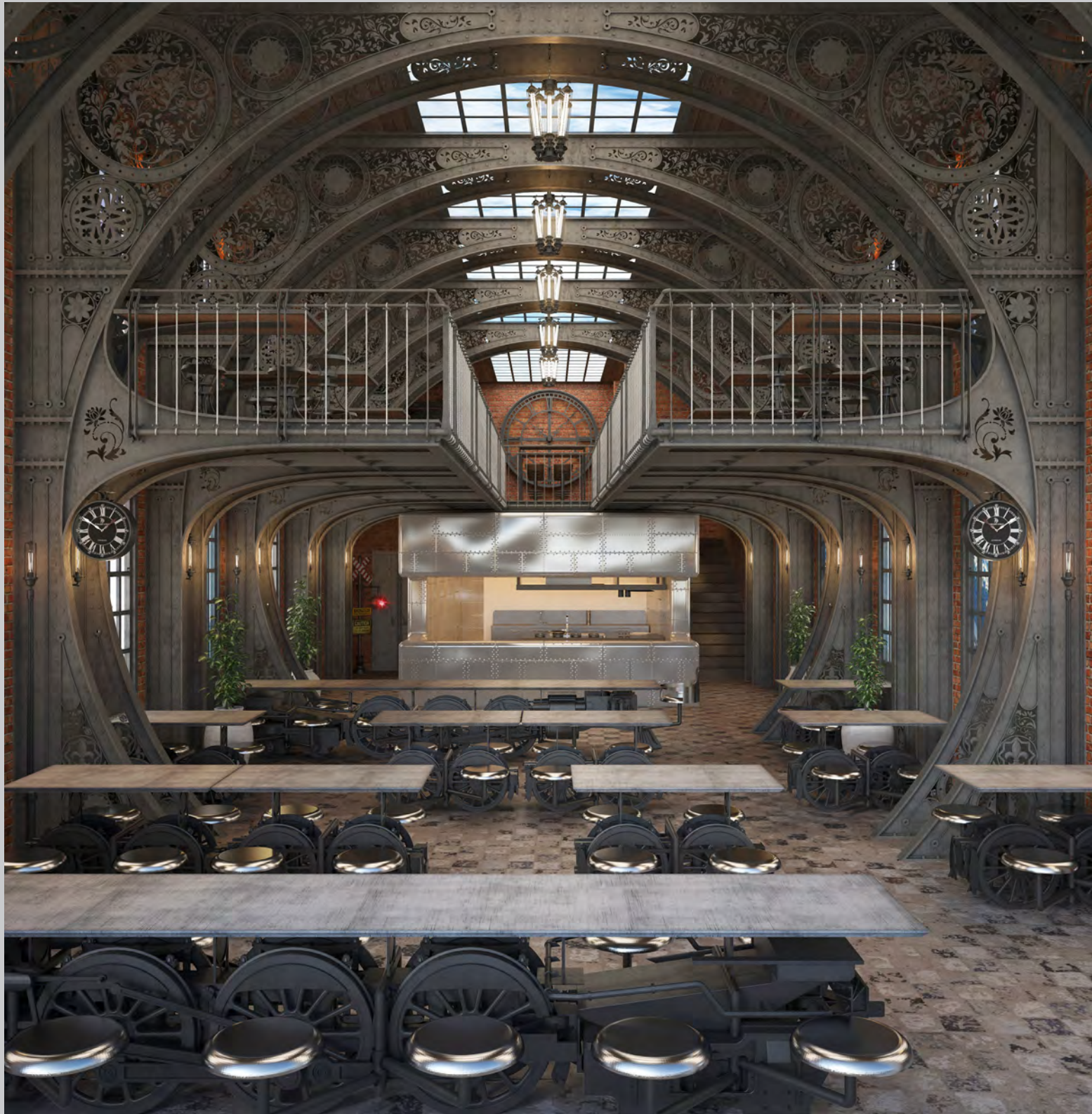


Restaurant | AREA : 350 m2

Tabriz Restaurant Project

The unique design of the Tabriz Restaurant establishes different exciting views for users. The concept of this project employs soft curves and shades of white to offer a minimal yet peaceful. However, high-contrast colours bring life to the whole project.



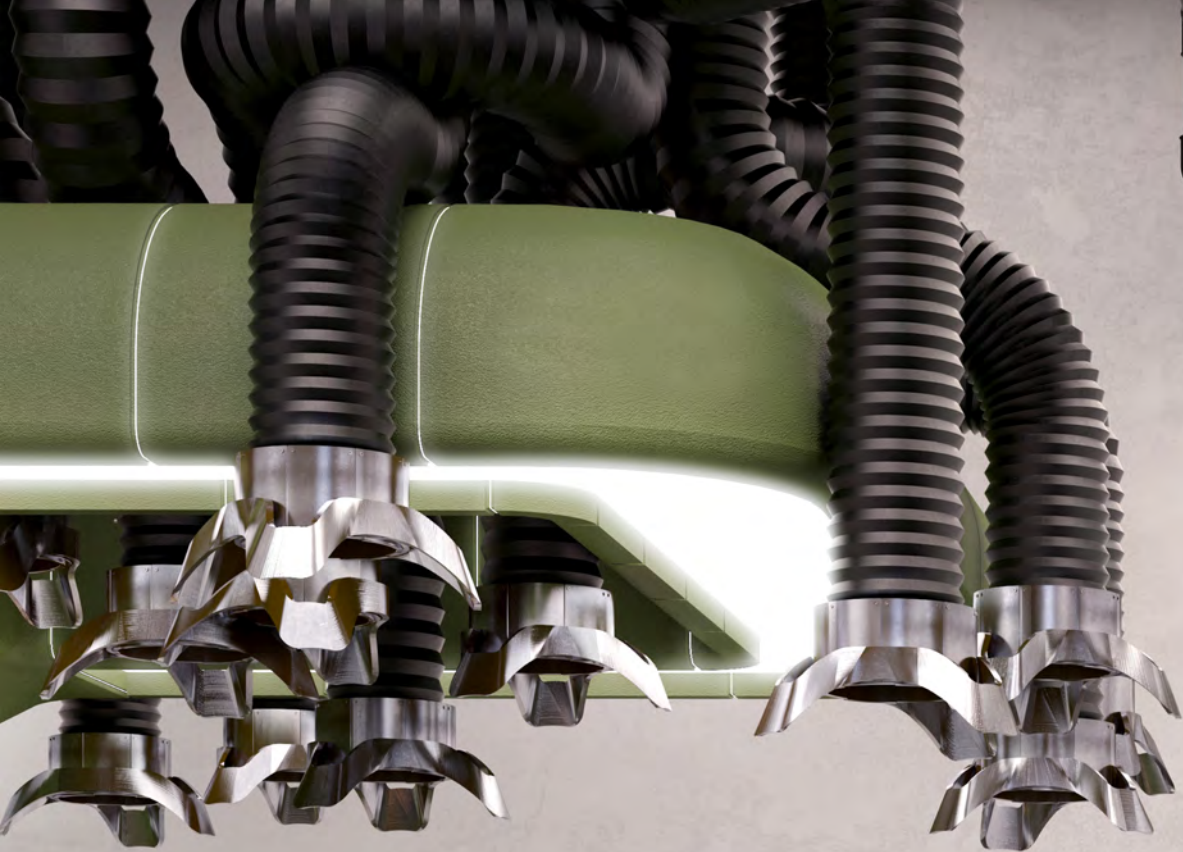


Kamranieh Restaurant Project

The concept for the Kamraniyeh Restaurant was inspired by an old train station and includes plentiful ornate iron details and high-rise windows that surround the building. The design team chose various paintings for each window background to resemble train station views and to emphasize the passing of time, while the tables are supported by the wheels and drivetrain of old steam locomotives.



Restaurant | AREA : 2,60 m2



FUEL BAR



PILATES





Commercial | AREA : 800 m2

Markiz Gym Project

Markiz Gym features an industrial design and covers approximately 800 square meters, which includes the training area, cafe (Fuel Bar), and locker area. The whole design is filled with futuristic style elements and every detail was designed to create an integrated space, including the motivational slogans that can be found everywhere.





Restaurant | AREA : 800 m2

Markiz Restaurant Project

Markiz restaurant is a Lebanese restaurant with industrial theme and Arabic interior design style with lots of details and shapes which is about 800 square meters. The division of spaces is based on the Iranian architectural traditional style, taking into account the entrance and semi-private and public spaces. Using plants and woods, warms the environment and make the place more intimate.found everywhere.



Terrace Project

This residential complex including 32 units from 80 square meters to 320 square meters, will be built on a site located in Darbandsar with a 40 percent incline. Although this building is a private residence, the extended and distorted terraces provide a venue for occupants to meet up and enjoy the picturesque landscape. Like all residential buildings located in Darbandsar, The Terrace complex follows the area's natural contours, mimicking its topography.



Commercial | AREA : 18.000 m2



GREEN
CENTRE

GREEN
CENTRE



Commercial | AREA : 100,000 m2

Green Mall Project

The Green Mall project, located in the Niavaran district of Tehran, covers 100,000 square meters and includes 30,000 meters commercial areas, 5,000 meters restaurants and 30,000 meters office spaces. Across many convenient spaces, we have created warm and interesting areas for offices and restaurants. Our design transfers natural light to the commercial sections of the project, illuminating the spaces and making them fascinating and inviting.





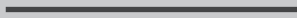
Arad Villa Project

The -5 bedrooms Arad's project is a villa that gives its residents many exciting views of different parts of the site. The main purpose of the concept of this project was to create a break in the volume and plan of this villa and to create a swimming pool inside this gap in order to see more of the outside from the interior spaces.



Residential | AREA : 700 m2





Arad Villa Project designed by Shahrooz Zomorodi



Residential | AREA : 600 m2

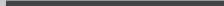
Palm B21 Villa Project

The B21 Villa project, nestled in the prestigious enclave of Palm Jumeirah, epitomizes a harmonious blend of opulence and innovative design. Spanning approximately 600 square meters, this remarkable residence is a testament to contemporary luxury living.

What sets the B21 Villa apart is its extraordinary facade design, characterized by gracefully curved surfaces that create a visually striking and one-of-a-kind architectural masterpiece. This unique feature not only sets it apart from its peers but also showcases the fusion of cutting-edge design concepts with the natural beauty of Palm Jumeirah.

As you step inside, you'll be greeted by a spacious and meticulously designed interior that complements the avant-garde exterior. The villa offers a seamless transition between indoor and outdoor spaces, creating an atmosphere of openness and connectivity with the surrounding environment.

The B21 Villa is not just a home; it's a statement of refined taste and a testament to the epitome of modern living. With its stunning facade, spacious interiors, and prime location on Palm Jumeirah, this property offers a lifestyle that's as unique as its design. It's an invitation to experience luxury and sophistication in a setting that's as iconic as it is exclusive.



Residential | AREA : 600 m2





B21 Villa Project designed by Shahrooz Zomorodi





Industrial | AREA : 11.850 m2

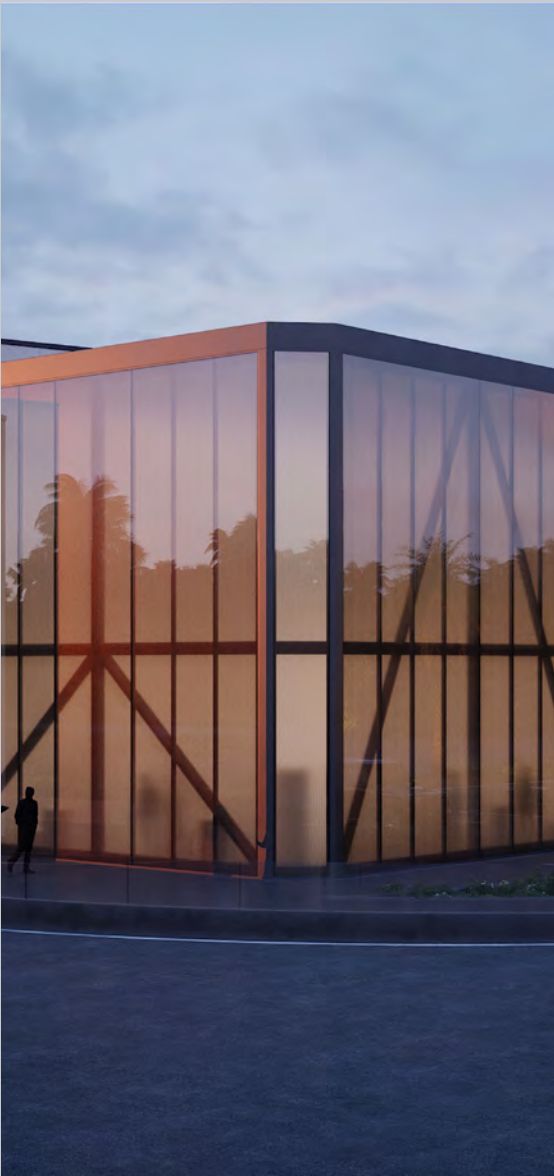
Universal Factory Project

The Universal Factory project, situated in the bustling city of Dubai, is a cutting-edge belt manufacturing facility spanning an impressive 11.850 square meters. What sets this factory apart is not only its scale but also its distinct concept and design, which seamlessly incorporates elegant curves into the functional aspects of its operations.

The unique design concept of the Universal Factory elevates it beyond the ordinary industrial facility. Its incorporation of curves adds a touch of sophistication and innovation to the traditionally utilitarian industrial landscape. These curves are not merely aesthetic; they are intelligently integrated into the functional elements of the factory, optimizing the workflow and production processes.

This factory is a testament to Dubai's commitment to combining functionality and aesthetics in its industrial infrastructure. With its forward-thinking design, the Universal Factory not only delivers on its manufacturing capabilities but also serves as an architectural landmark within the cityscape.

In the heart of Dubai, the Universal Factory stands as a symbol of progress, where form meets function, and innovation meets industry. It represents a harmonious blend of industrial prowess and visionary design, setting new standards for manufacturing facilities in the region.







Residential | AREA : 600 m2

Palm M06 Villa Project

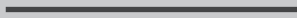
The M06 Villa, nestled in Palm Jumeirah, is a -600square-meter testament to contemporary luxury living, seamlessly blending opulence and innovative design. Inspired by nostalgic house roofs, the architecture integrates traditional forms with a modern aesthetic, emphasizing light and simple materials for warmth and intimacy.

Situated in an exclusive enclave, the M06 Villa faced structural challenges that necessitated a comprehensive redesign, showcasing the architectural team's adaptability and problem-solving skills. This project represents a formal expression of architectural prowess, harmonizing tradition with contemporary sensibilities on the distinguished landscape of Palm Jumeirah.



Residential | AREA : 600 m2





M06 Villa Project designed by Shahrooz Zomorodi



Sadeh Building Project

The Sadeh Project is a residential building consisting of two units across five stories, covering an approximate surface area of 1900 square meters. The primary obstacle encountered during the project was the limited width of the building's facade. However, despite this challenge, we successfully devised a design approach that not only harmonized with the building's aesthetics but also resulted in the creation of terraces.

Our design solution addressed the fullness and emptiness of the building's volume, effectively integrating terraces into the overall view. To achieve a cohesive visual experience, we extended the lines of the main facade to the adjacent side facade. Although regional regulations constrained us from designing beyond the permitted limit, this approach ensured the continuity of the sense of fullness and emptiness throughout the building. Consequently, the terraces are exclusively present on the main facade, while the overall concept is still perceptible from all perspectives.

Another notable aspect of the project's design was the deliberate choice of brick as the primary construction material. While the implementation technique using bricks may be straightforward, the inherent form of the building grants it a distinctive appearance. This selection of brick material adds character and visual interest to the structure, enhancing its overall aesthetic appeal.



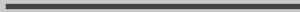
Residential | AREA :1,900 m2



Sadeh Building Project designed by Shahrooz Zomorodi

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Sadeh Project designed by Shahrooz Zomorodi

My Cinema Project

My Cinema is a cinema chain that seeks to expand internationally and provide a high-quality experience for VIP patrons in the Middle East, offering them a new and captivating cinematic journey. The architectural identity of My Cinema is characterized by distinct sections, each with its own unique features. These sections are built upon the foundation of the infrastructure layers, which encompass all the physical elements that constitute each cinema within the chain. The design and construction of the remaining layers of this architectural framework are derived from these foundational details. Every aspect of the project, including the materials utilized and the formation of each architectural layer, contributes to the holistic identity of the cinemas. In essence, the details within each section serve as the primary representatives of their respective types and play a pivotal role in the design process. The ultimate objective is to create a personalized, family-friendly environment where the audience can enjoy their chosen programs, akin to having a private viewing space within their own homes. By adhering to specified standards, the cinemas achieve an integrated and systematic approach to their operations, enabling centralized management and logical implementation based on predefined principles. This approach effectively minimizes any disruptions or inconsistencies. Each element of the architectural design is carefully crafted and encompasses a comprehensive plan. The cinema chain is designed to cater to a wide spectrum of society, ensuring that individuals can make choices tailored to their personal preferences, needs, and budgetary considerations.



Cultural | AREA : 24-50 m2

MY CINEMA.
BRONZE TYPE





My Cinema Project designed by Shahrooz Zomorodi

MY CINEMA.
SILVER TYPE





My Cinema Project designed by Shahrooz Zomorodi

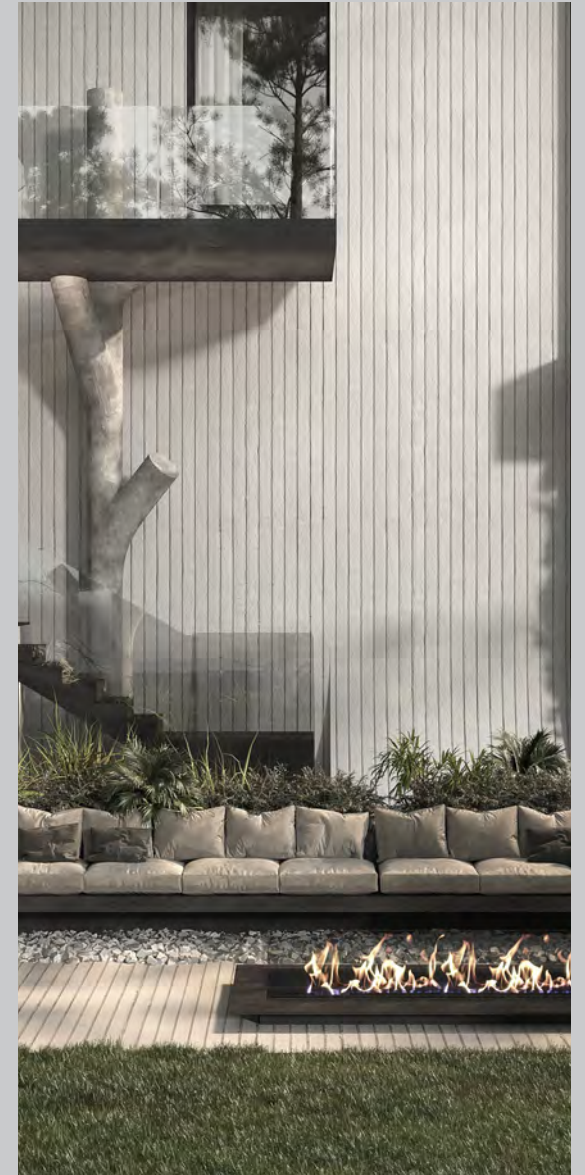




Residential | AREA : 1500 m2

Naroon Villa Project

Nestled in the picturesque landscapes of Lavasan, Tehran, Iran, the Naroon Villa stands as a testament to architectural ingenuity and modern luxury. With a sprawling 1500 square meters of space, this villa is a private oasis that seamlessly blends nature-inspired design elements with opulent comfort. Lavasan Villa is more than just a home; it's a sanctuary of lavish living. Five master bedrooms, each exquisitely designed and meticulously appointed, offer a retreat within your own sanctuary. These private enclaves are a haven of relaxation, featuring stunning views of the surrounding landscape.





Naroon Villa Project designed by Shahrooz Zomorodi



Zarand Building Project

The Zarand Building is a modern office building with a unique façade design, showcasing urban elegance. Divided into three sections, it features intricate box shapes and heights, and individual terraces for each residential unit. The Zarand Building is more than just a structure; it's a testament to the harmonious fusion of architectural innovation and urban elegance. It transcends the conventional office space, offering a unique and inspiring environment where aesthetics meet practicality, and where each section tells a story of contemporary design excellence.



Office | AREA : 24.000 m2



Zarand Project designed by Shahrooz Zomorodi



Baran Diplomat Project

The Baran Diplomat Residential project redefines luxury living by offering an unprecedented fusion of architectural artistry and well-being. The cave-inspired pool design and the gym sanctuary create a harmonious residential environment where residents can escape the urban hustle and find solace in the beauty of nature-inspired aesthetics. Baran Diplomat represents the pinnacle of modern residential living, where every detail is crafted to provide an extraordinary living experience.



Residential | AREA: 600 m2

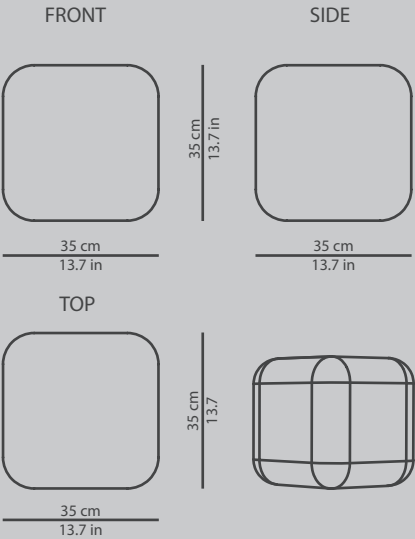
Product Design



Designed by Shahrooz Zomorodi

Cubo

The Cubo sofa is a unique sectional piece comprising high-density foam cubes that can be mixed and matched in whatever configuration is best to create a traditional sofa or Middle Eastern majlis-like seating. A sofa like no other, Cubo's modular form allows a high degree of personalisation. Cubo can be configured in many ways, including 'L' form and 'U' forms, enabling it to perfectly fit into almost any space. It delivers outstanding comfort, while its desirability is further enhanced by the fitment of random, interchangeable fabrics.





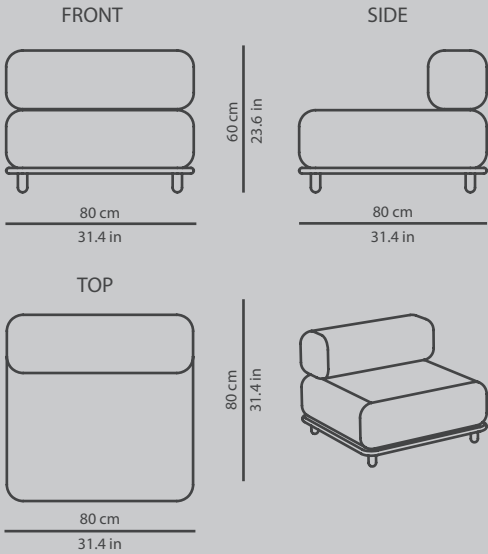
Designed by Shahrooz Zomorodi





Balloon Family

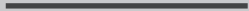
Balloon is a low-slung, welcoming, and comfortable suite of furniture, with a design based on childhood memories, that invites users to leave the world behind and relax fully.



Balloon Sofa & Table



Balloon Sofa



Designed by Shahrooz Zomorodi



Designed by Shahrooz Zomorodi

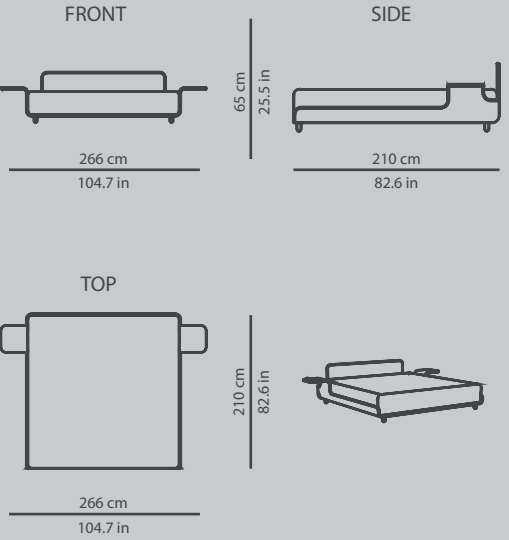




Balloon Bed

Balloon Family

Its minimalistic wooden legs are available in natural or lacquered finish and support a wood or glass tabletop or soft, cossetting high-density foam backrests, armrests, and seat bases. The modular sofa and table sections can be rearranged into the perfect form for any social space.

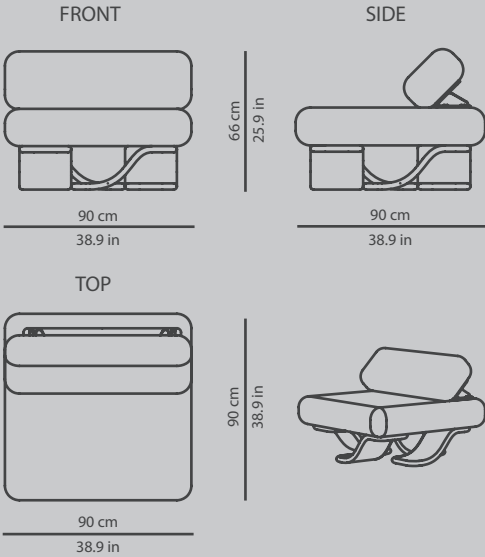


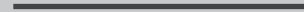
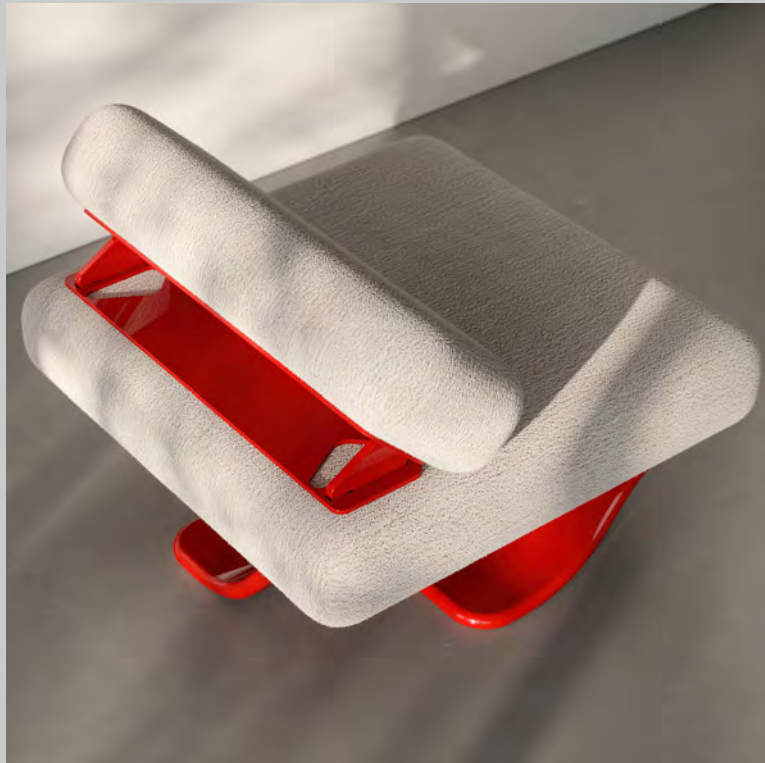
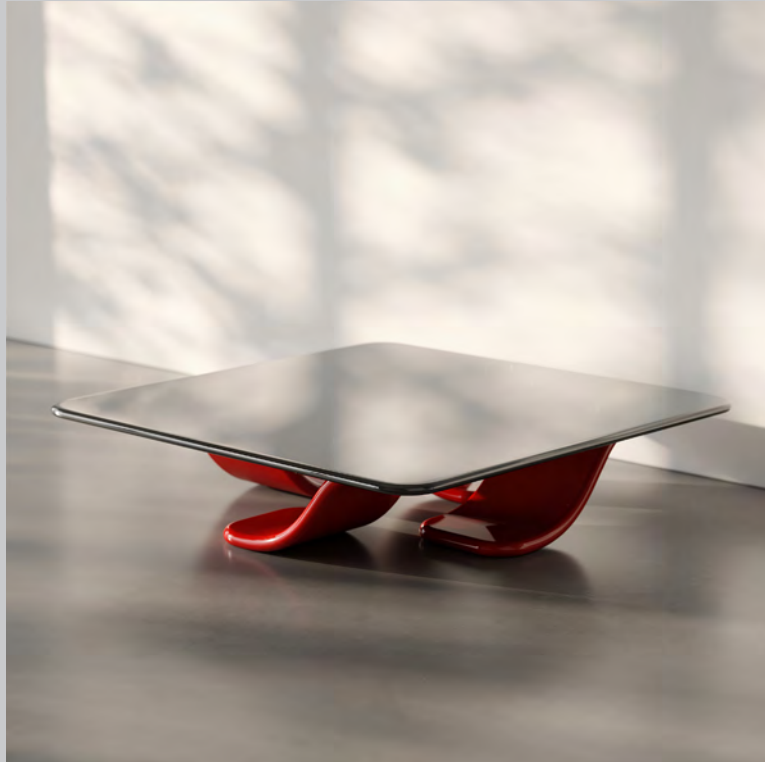


Tornado Sofa & Coffee Table

Tornado Family

At the center of any tornado is a peaceful and calm place. Tornado is a suite of furniture that brings comfort, as well as a unique style, to any space. Curved plywood legs in natural or lacquered finish support a wooden tabletop – also available in natural or lacquered finish – or supportive foam chair upholstery.

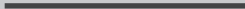




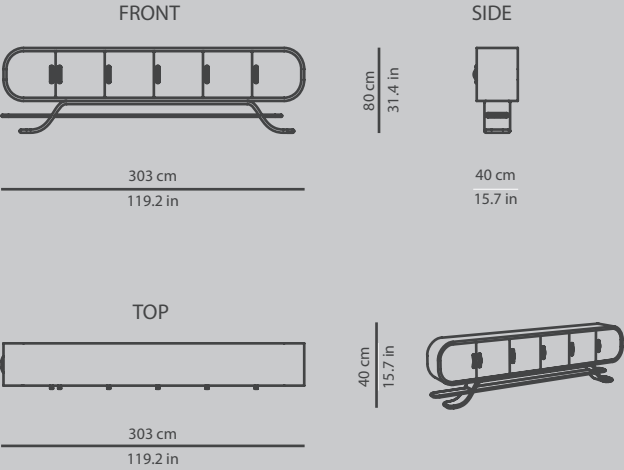
Tornado Sofa & Coffee Table



Tornado Bar

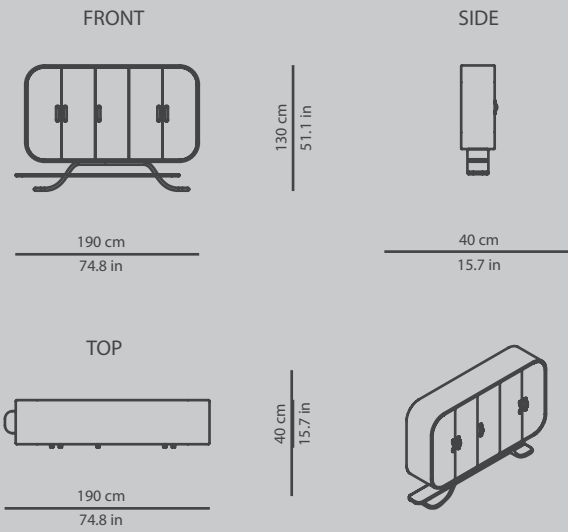


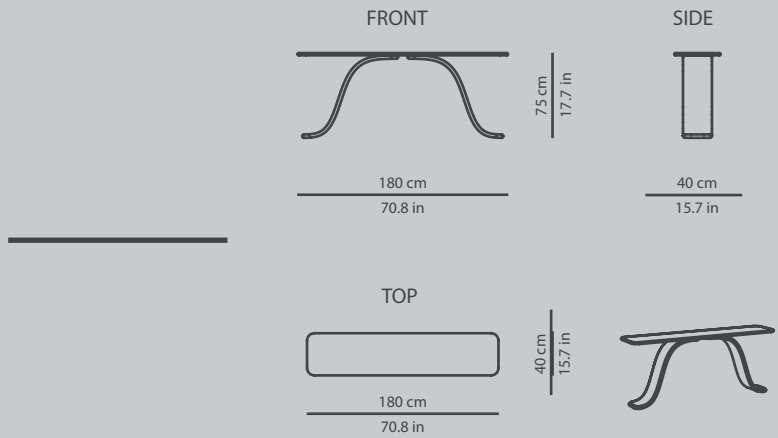
Tornado Bar





Tornado Bar



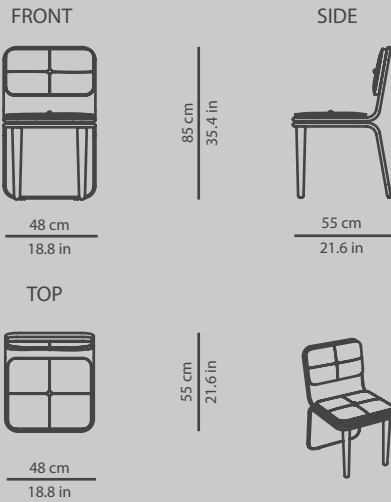
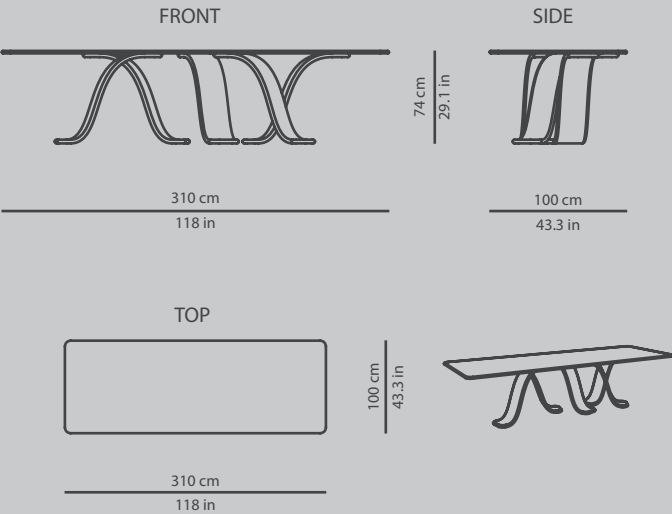


Tornado Console





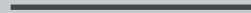
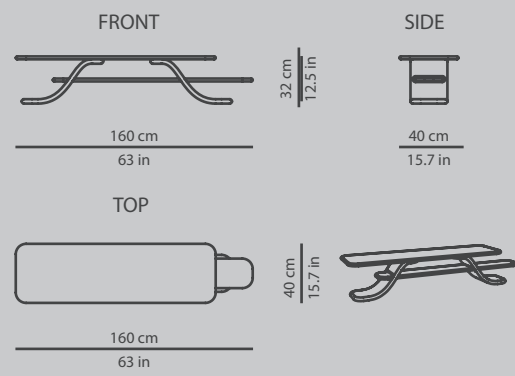
Tornado Dining Table



Tornado Chair

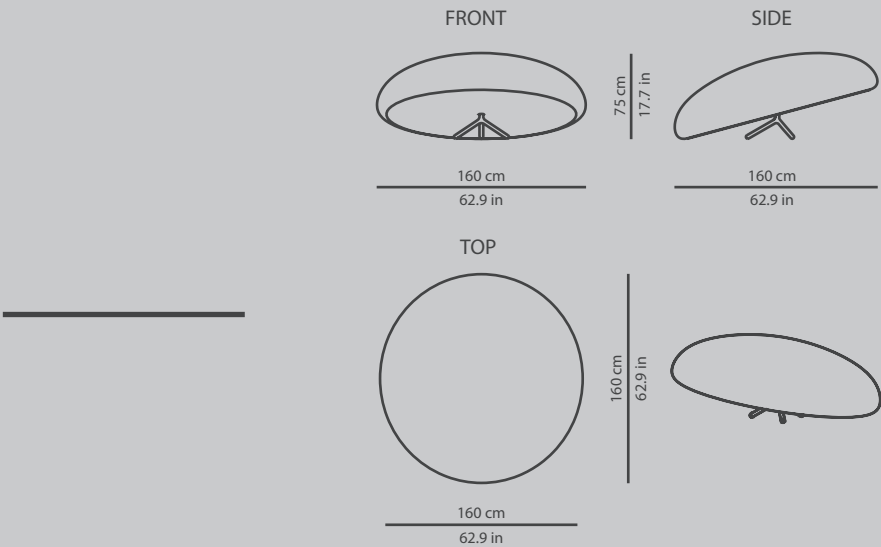


Tornado Tv Table



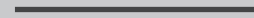


Ark design by Shahrooz Zomorodi

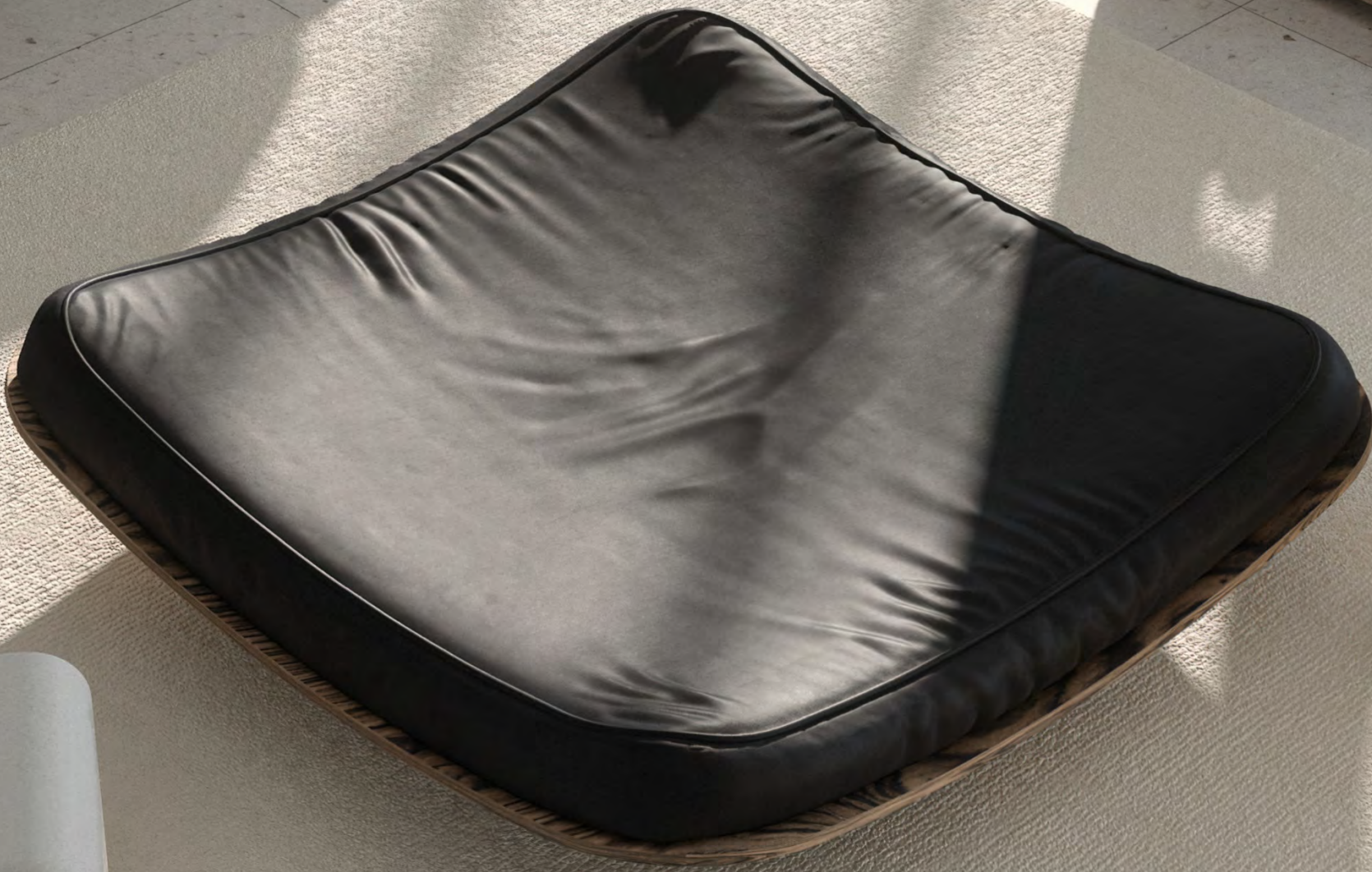


Ark

The rotating Ark lounge chair invites you to flop in and feel like you're flying – supporting a relaxed lifestyle with individuality, comfort, and quality. Ark is the furniture piece that takes you away from life's worries and conventions. Whoever rests or lies on Ark retakes control of their mind and destiny, with no storm capable of disturbing their revery. Ark is covered with a soft and gentle fabric that creates a comforting feeling and is handmade and upholstered by experienced craftsmen.

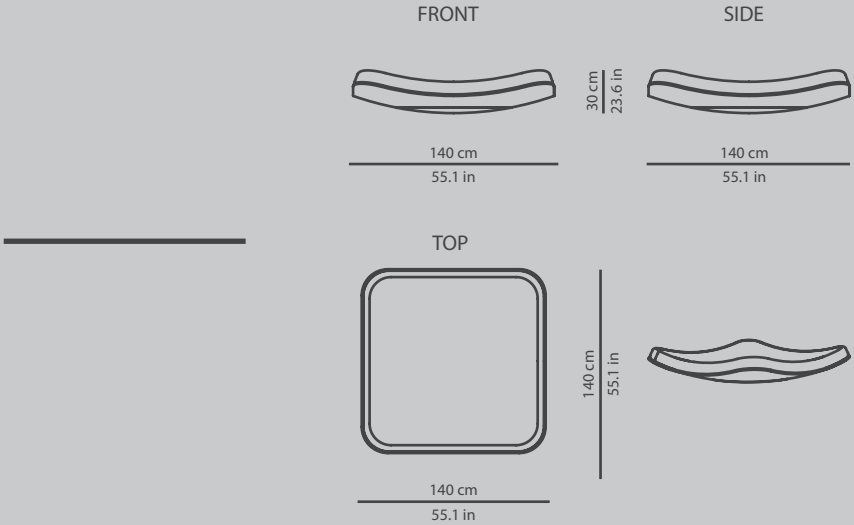


ARK





Flow design by Shahrooz Zomorodi

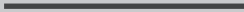


Flow

Flow was inspired by the constant ocean waves that deliver calm to the human soul. Its shape and curves resemble the flow of water, leaving the user with the feeling they are resting on a vast and peaceful wave. The result is a peaceful adventure, unlike any other experience. Entirely handmade, Flow expresses the perfect balance between innovation, function and emotion, in a unique style.



Flow

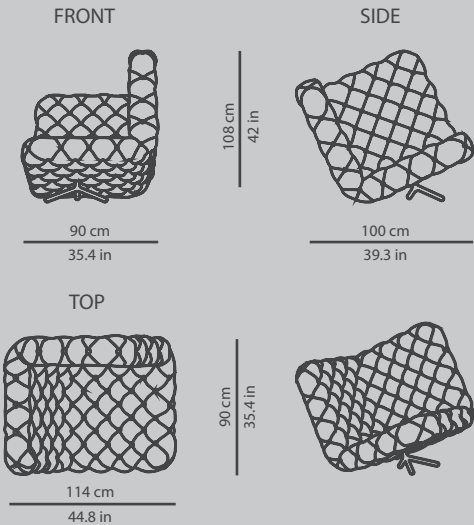


Designed by Shahrooz Zomorodi

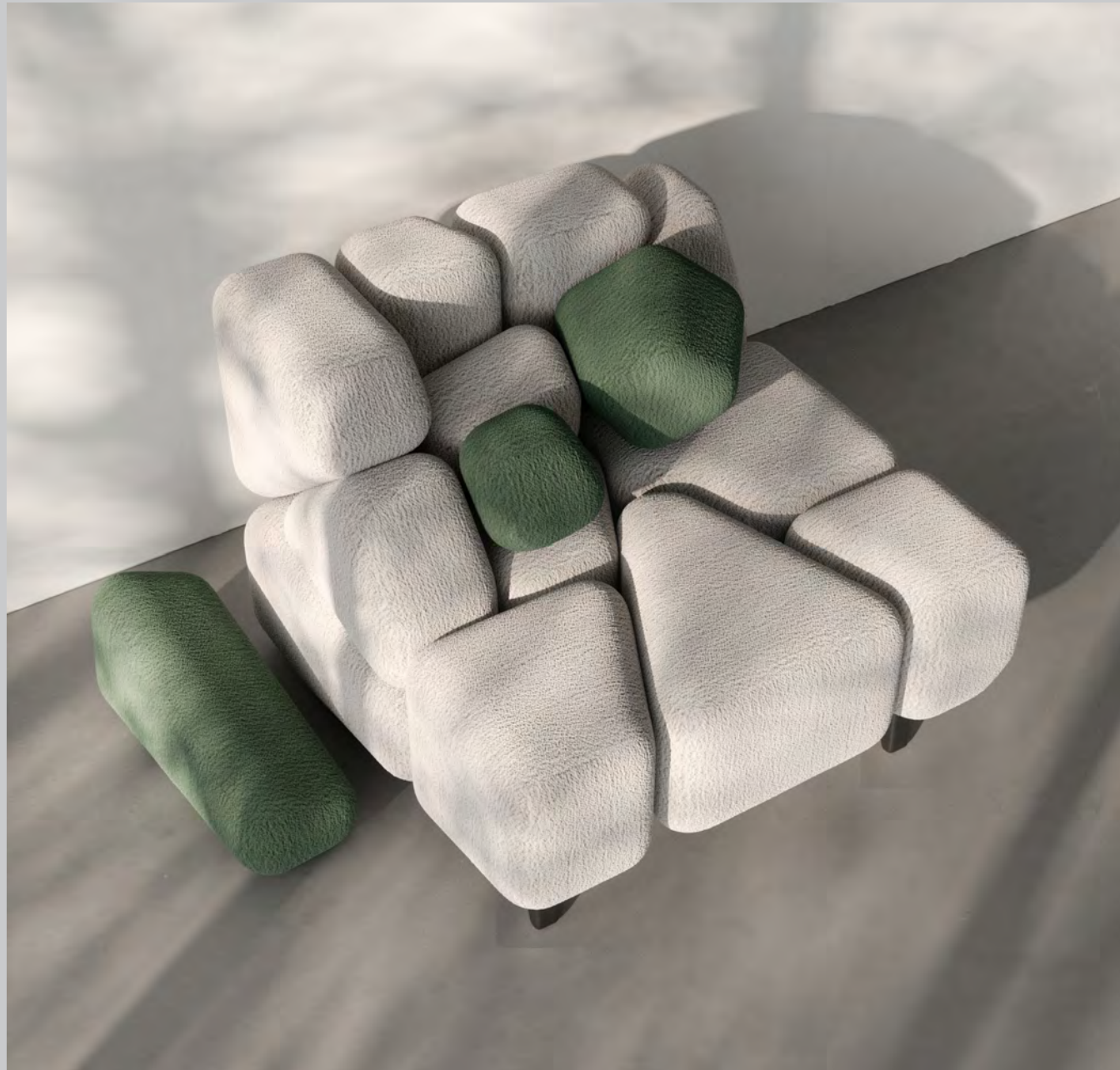


Voyage

Voyage is a whimsical, classically styled leather-studded design with Middle Eastern values, providing a cocoon in which to relax. An impeccable marriage of comfort and elegance combining classic design and Middle Eastern values, Voyage boasts generous dimensions and outstanding ergonomics, making it comfortable to put your feet up and lean back. Its -26degree reclined angle is perfectly in tune with the human body, providing the user with an extraordinarily relaxing experience, every time they sit on it. Voyage comes in black or white leather inspired by classical design and the infinite care that goes into making the finest leather goods.



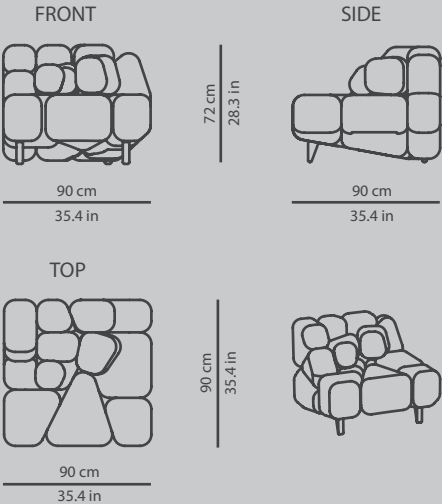
Voyage



Rock Designed by Shahrooz Zomorodi

Rock

Rock is a chair like no other, with multiple cushions resulting in a unique form that looks like a group of rocks gathered or pushed together. Despite its appearance, Rock is nothing like a rock or a hard place! The high-density foam ensures comfort, while the gently raised back and single arm support multiple seating positions.



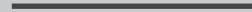


Rock Designed by Shahrooz Zomorodi





Rock



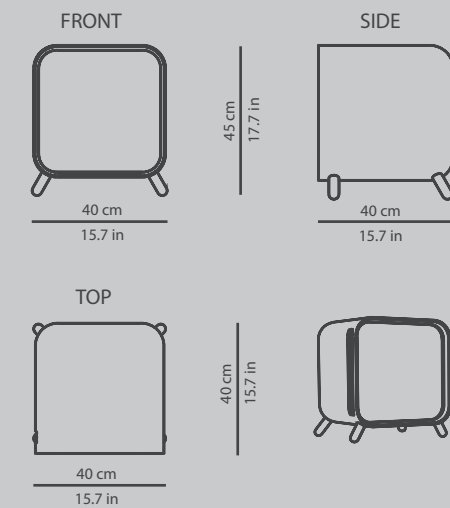
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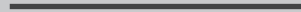


Pouf design by Shahrooz Zomorodi

Note Family

The Note family of products is cute yet practical, minimal yet flexible, with multiple uses. Unique colors are a talking point itself, making it a true objet d'art. It can be placed anywhere, however small in size it is, the presence of whole area is changed by the particular design which has been shown. NOTE defines how flexible the furniture could be while being minimal. Named after the musical note, its soft-touch matt finish inside is available in six colors: green, yellow, blue, red, white, and black. Alternatively, it can be specified with colored external edges and a natural wooden inside finish. At home in any situation, the gracious Note redefines how flexible furniture can be. Wherever it is placed, no matter how large or small, this handmade piece transforms the look and feel of the whole area through its vibrant design and inimitable presence.



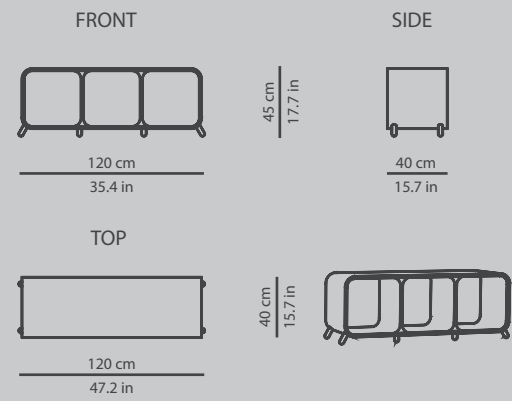


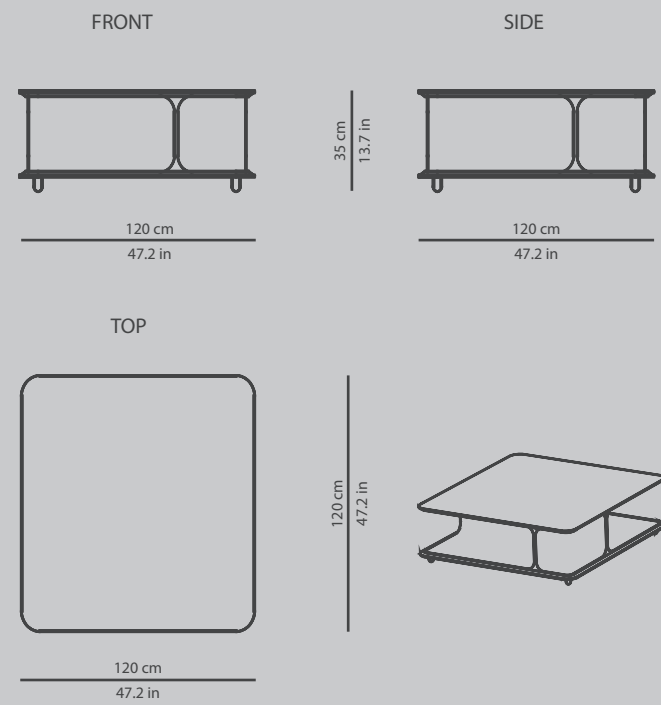
Pouf design by Shahrooz Zomorodi





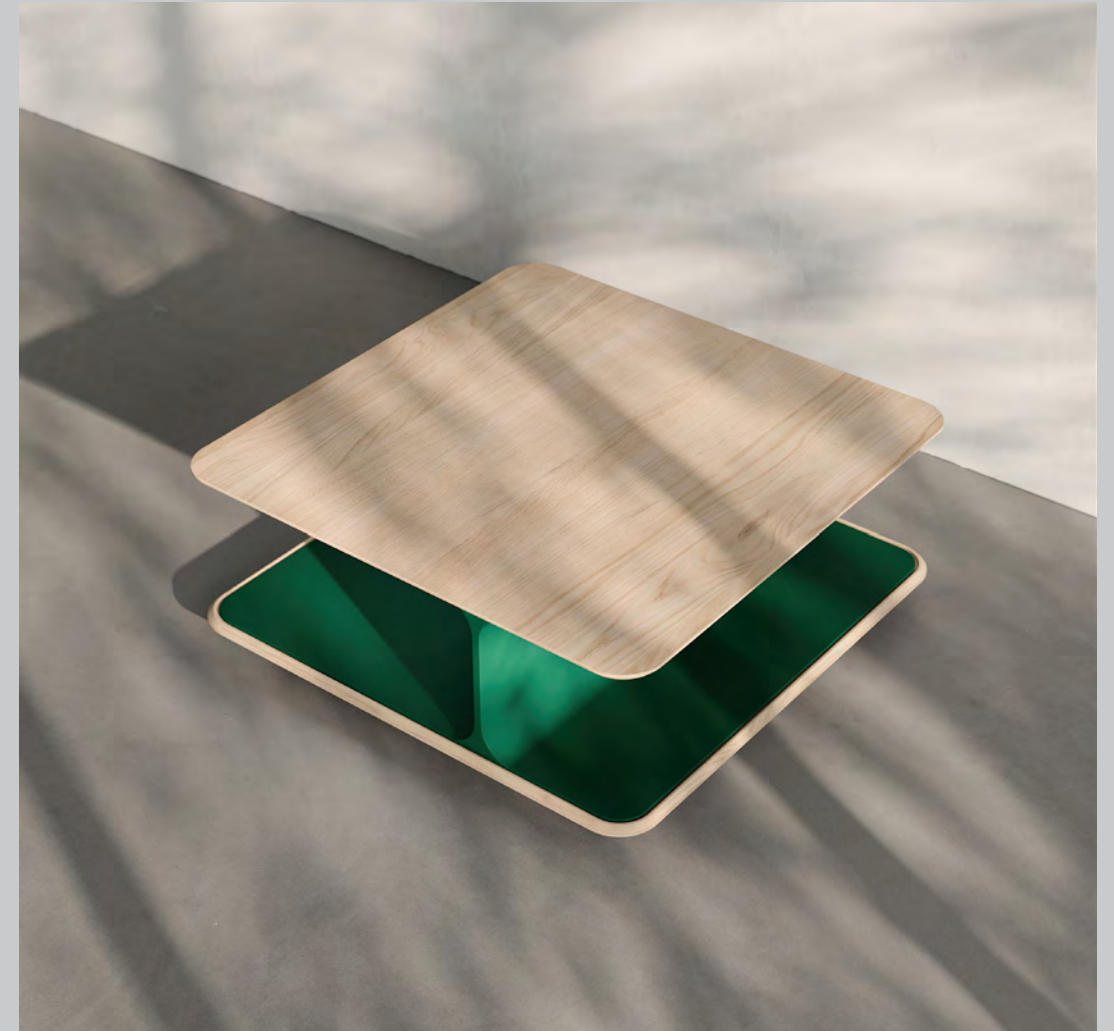
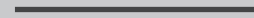
Note Tv Table



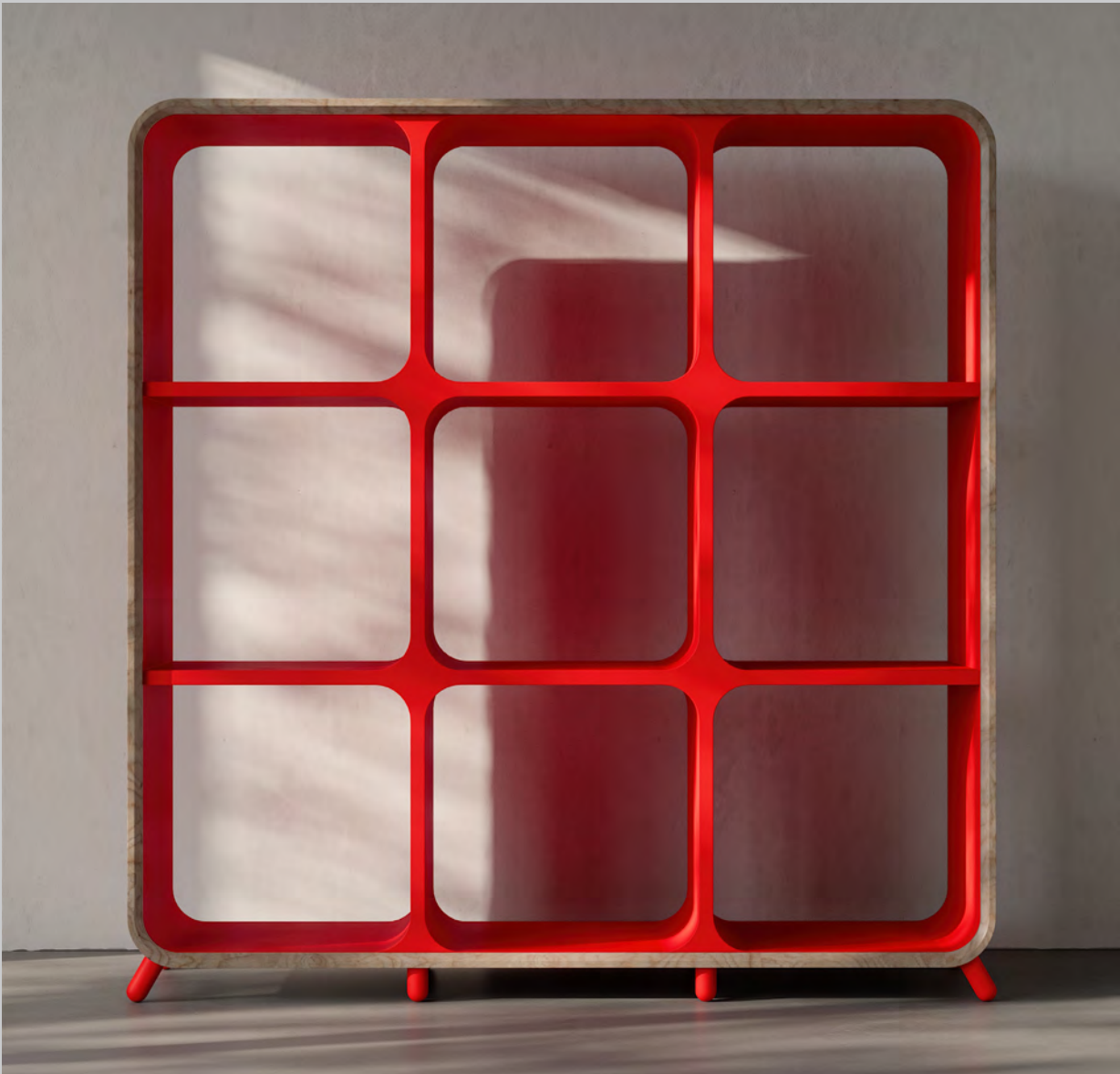


Note Coffee Table

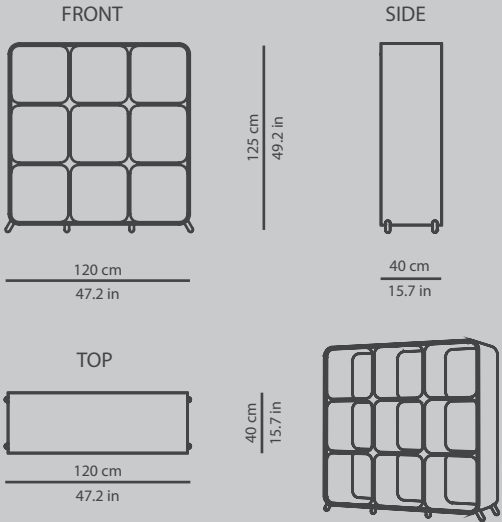




Note Coffee Table



Note Book Case



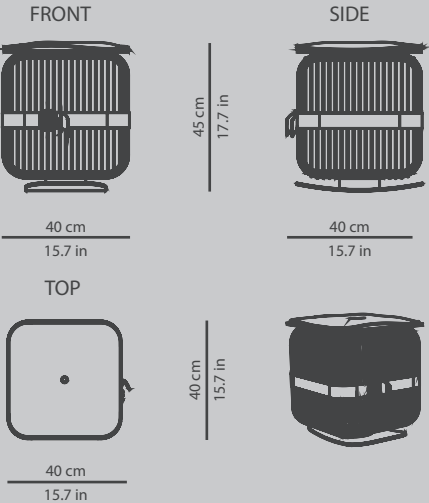




Reve Designed by Shahrooz Zomorodi

Reve

The Reve poufs reflects our fascination with the rocking movement. Its thin steel metal structure sits either on a rocking chrome base or, for a more stable footstool, on legs. An eclectic outdoor furnishing piece, Reve is a light, strong celebration of the simple form of a square and a demonstration of the skill of DecoZ in combining different materials. This rocking stool is also designed to be used as a seat, a footstool and, when required, a support surface – making it a perfect companion for reading, dining and lounging outdoors.

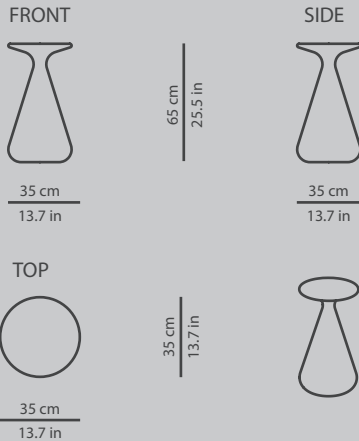




Pin

Pin

Reminiscent of a pin, this stool is just as practical and elegantly simple as its namesake. Formed from wood, its elegant form is naturally balanced and smoothly contoured, adding grace and harmony to any space. Pair with one or more Pin tables to bring people together in style, whether for meetings or parties, or other social gatherings. Pin is available in different types of wood, all with a natural finish.



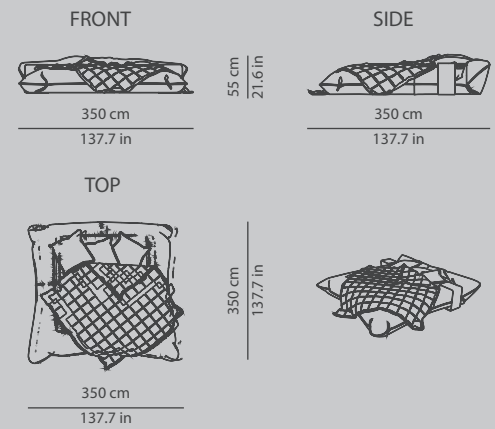




Cushion Bed

Cushion Bed

The leather-upholstered, configurable Cushion bed provides complete relaxation or deep, restorative sleep. Its high-quality padding relieves stress on pressure points.







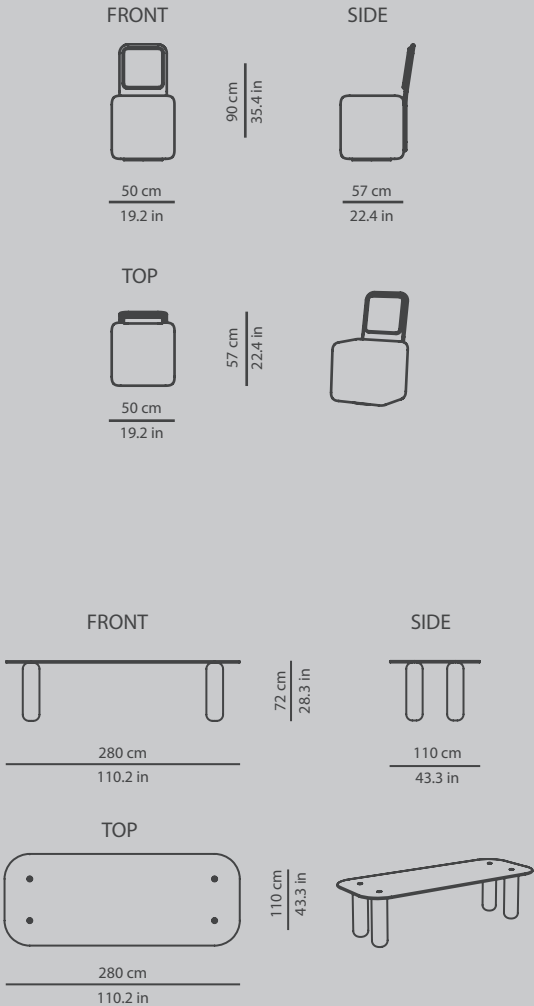
Cylinder



Cylinder Chair

Cylinder

Simple, striking, and stylish, Cylinder shows just how fascinating simple furniture can be. Cylinder pairs elegant, slender chair backs and tabletop with plump, supportive chair cushions and sturdy wooden table legs to deliver signature style and demonstrate mastery of materials. The table legs are offered with a natural or lacquered finish, while the 2cm-thick tabletop is available in terrazzo, glass, or wood. The chairs are upholstered in high-density foam and feature high-gloss backrests with a spotted design, reminiscent of dominoes.



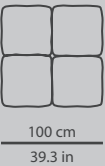


Block Designed by Shahrooz Zomorodi

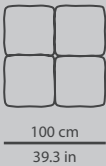
Block

Solid in form yet surprisingly comfortable, Block is a modular system of cubes that can be arranged in whichever way you want, to create whichever form you desire.Blocks are formed from solid walnut wood, with a natural finish or covered with a polyurethane surround, with a green, yellow, blue, red, white, or black soft-touch glossy finish.

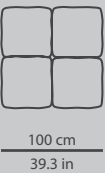
FRONT



SIDE



TOP





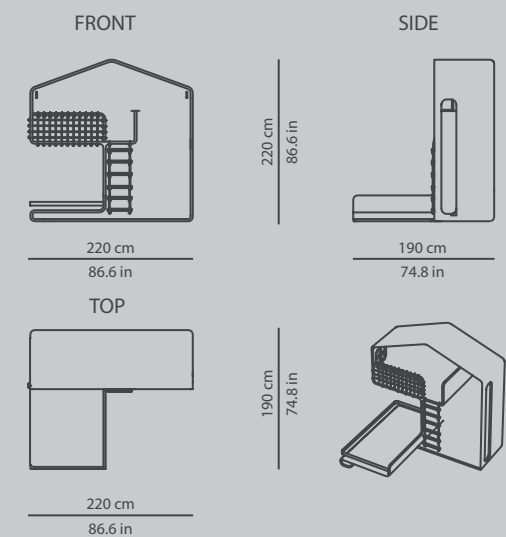


Kidsbed design by Shahrooz Zomorodi

Castle Family

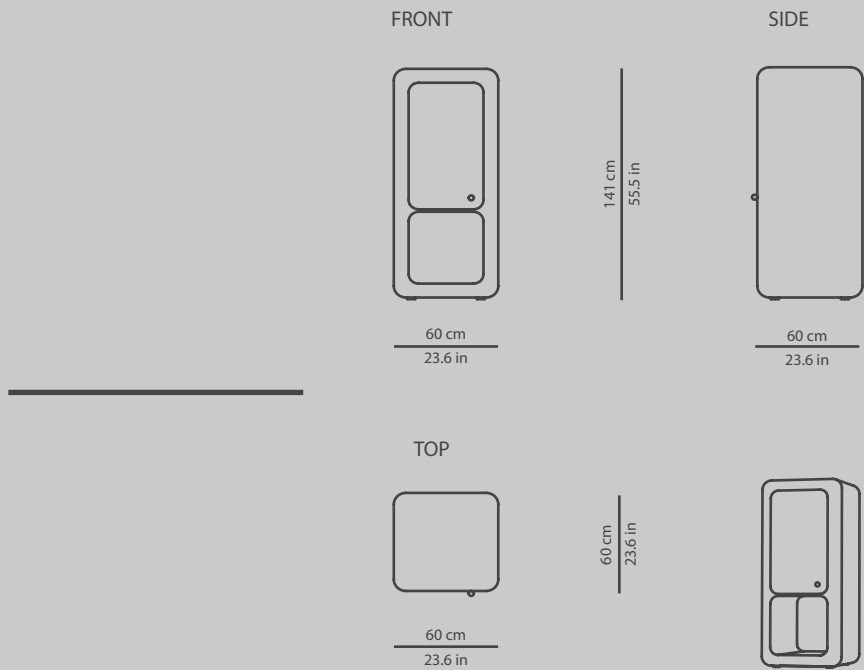
Castle is the perfect bunk bed system for any modern child who dreams of fairy-tale castles and fortresses. Structure and frame in solid wood. Coloured polyurethane coating, with kid-friendly, non-toxic soft-touch matt finish inside.

The various Castle components work perfectly together or as standalone pieces. They are both playful and sophisticated, with a hard-wearing colored polyurethane coating, ensuring they can continue to be used even as children grow up.



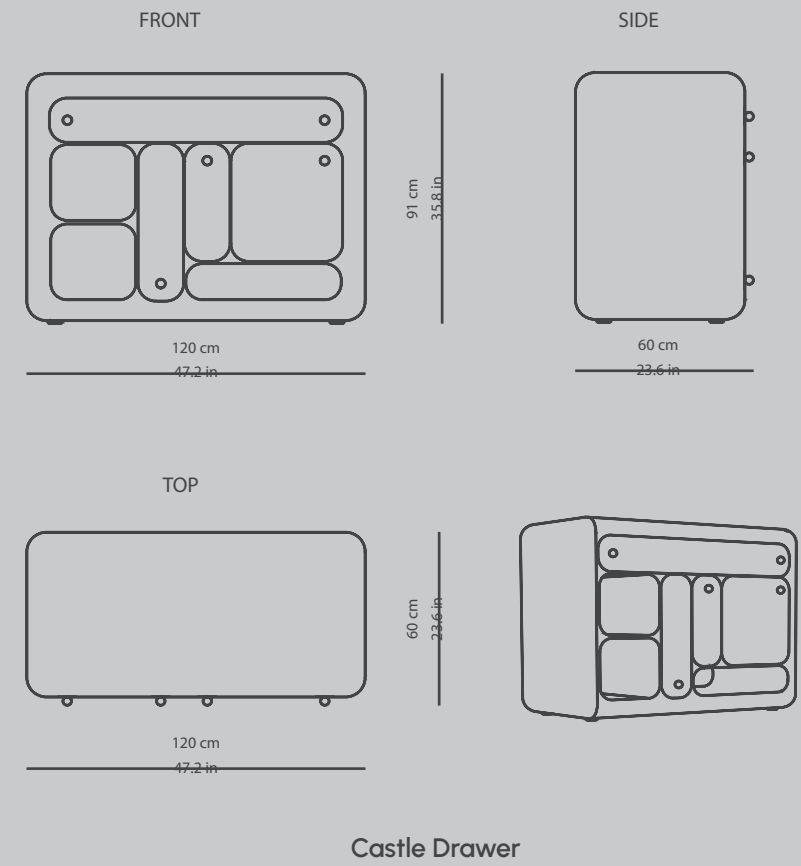
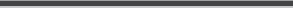


Kidsbed designed by Shahrooz Zomorodi

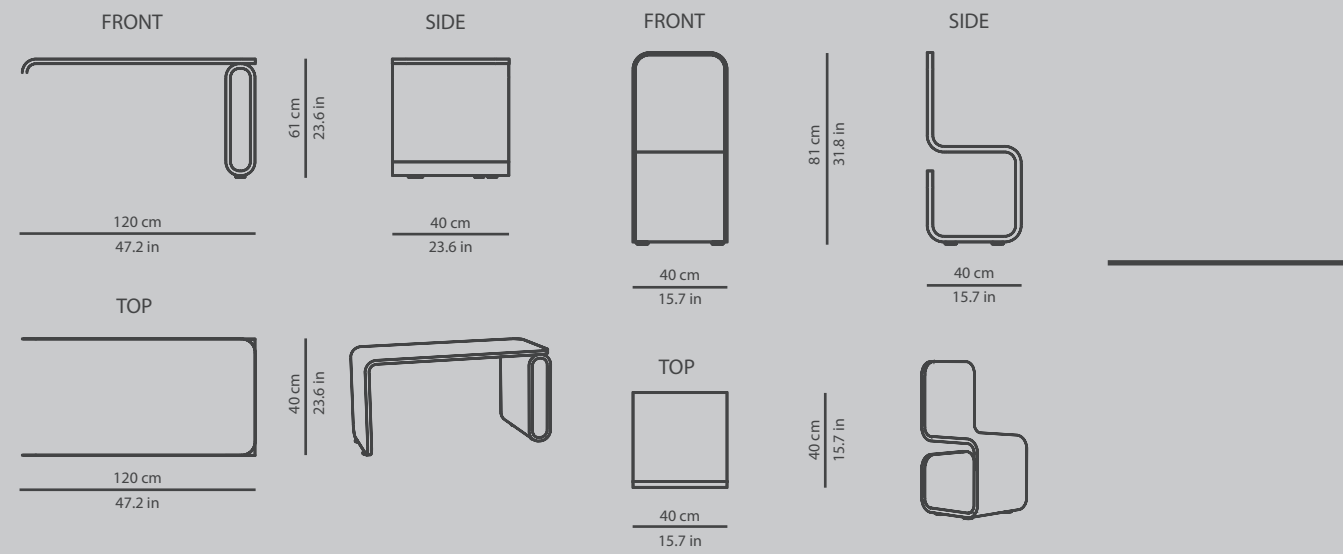


Castle Bookcase









Castle Desk





Piece

Piece is a flower pot like no other. Made from clay and terrazzo, its modular form allows you to truly personalize, arranging the minimal, simple components into whatever form you desire. Piece is available in 5*10*10cm and 5*20*20cm sizes.



Piece designed by Shahrooz Zomorodi



Tehran Collection design by Shahrooz Zomorodi

Tehran Family

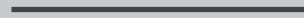
Tehran Sofa & Bed Collection is not merely a piece of furniture; it's a testament to the artistry of design. Each detail is meticulously crafted with precision and care, evident in the intricate stitching that adorns its surface.

The essence of opulence is woven into every fiber of this masterpiece. Sumptuous leather, chosen for its unmatched luxury and durability, envelops the sofa, inviting you to experience the epitome of comfort. Its tactile allure is further enhanced by the velvety suede accents that caress your senses, creating a tactile journey that indulges your touch.

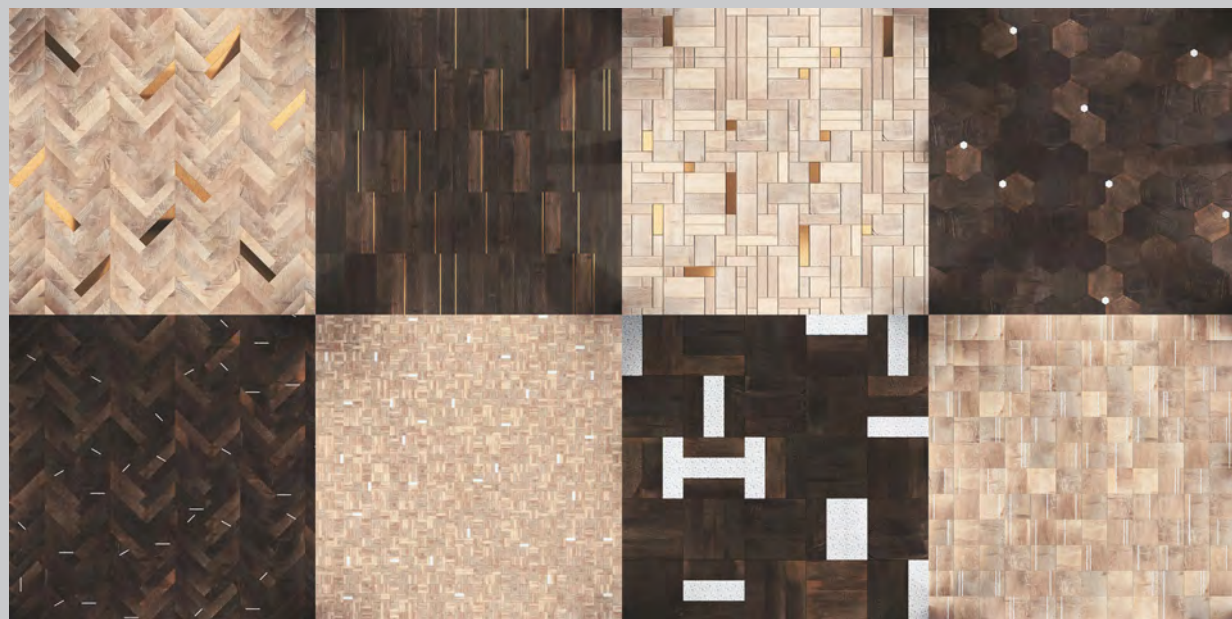
Yet, it's not just about the materials; it's about the harmony they create. The exquisite blend of sumptuous leather, velvety suede, and the finest linen fabric forms a symphony of textures that captivate the eye and elevate the aesthetic. Each element has been thoughtfully chosen to complement the others, resulting in a design that transcends mere functionality.

In every stitch, in every choice of material, the passion of our craftsmen shines through. The Tehran Sofa is a statement of sophistication and an ode to the pursuit of excellence in design.





Tehran Collection design by Shahrooz Zomorodi



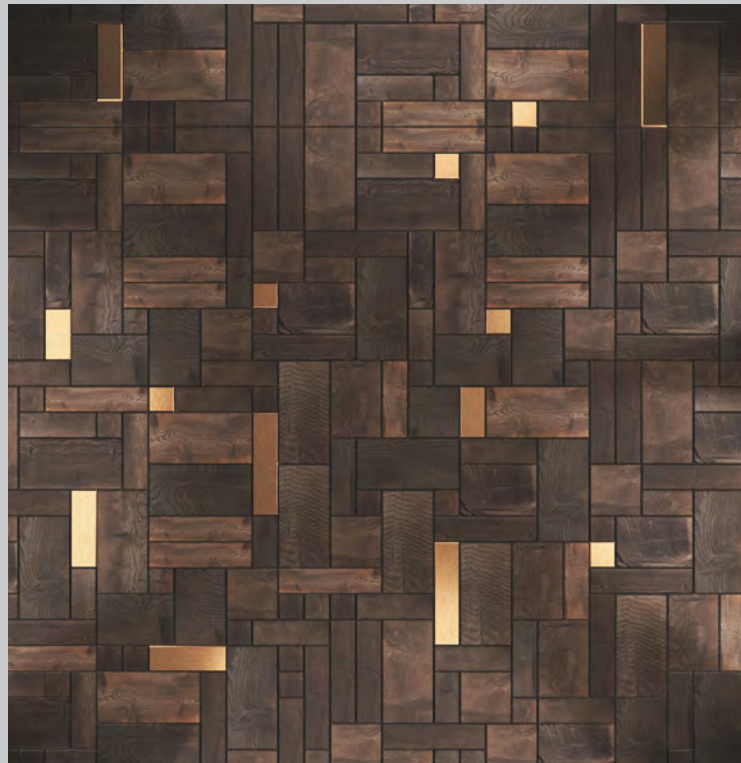
Parquets design by Shahrooz Zomorodi

Parquets Collection

We are delighted to present our latest parquets collection, an extraordinary collaboration between the visionary designer Shahrooz Zomorodi and Omid Haeri by Enzo. This collection represents a remarkable blend of artistic vision and impeccable craftsmanship, where every aspect has been meticulously curated to achieve perfection. Featuring an array of exquisite materials such as Beachwood, polished brass, scratched chrome, polished chrome, black mirror, terrazzo, and glass, each design emanates an air of grace and refinement. Not only have we meticulously designed the intricate drawings and construction details, but we have also given careful thought to naming each pattern, adding an element of enchantment and elegance to our collection.

The Captivating Parquets Collection features eight mesmerizing patterns, each with its own unique character and allure.

- 1.Clavier
- 2.Effimero
- 3.Estasi
- 4.Incanto
- 5.Luminosa
- 6.Melodia
- 7.Serenita
- 8.Sinfonia



CONTACT US

TEL: +971 4 596 4855

WEBSITE: WWW.ZOMORRODI-ASSOCIATES.COM

EMAIL: Zomorrodi@zomorrodi-associates.com

ADDRESS: Zomorrodi LLC, Office M11, M floor,
Jumeirah Living Marina Gate, Dubai Marina,
Dubai, United Arab Emirates

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