

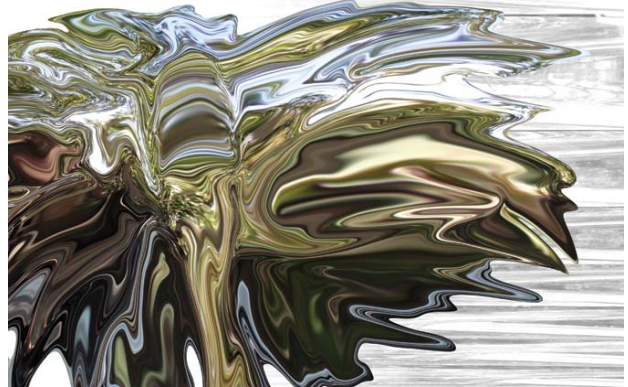
REFLECTING COLORS OF TEHERAN

PROJECT A

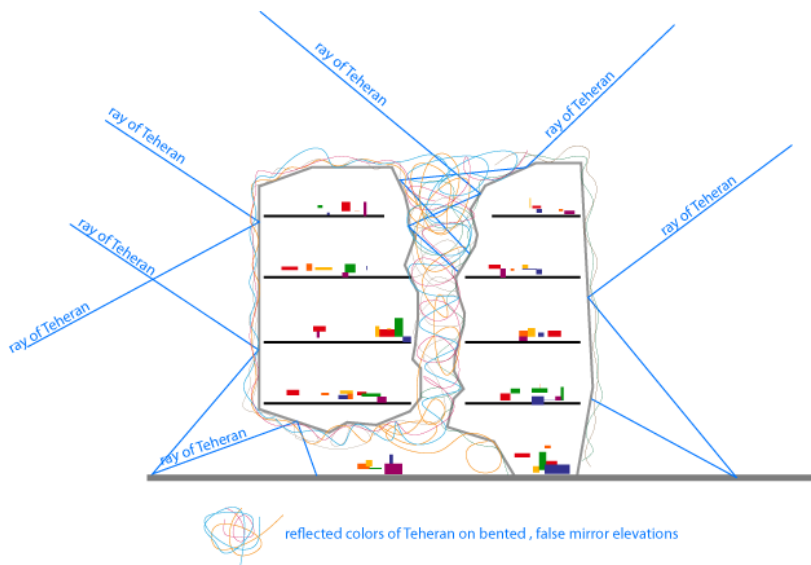
*It was in China, late one moonless night,
The Simorgh first appeared to human sight
He let a feather float down through the air,
And rumours of its fame spread everywhere;*

*Come you lost Atoms to your Centre draw,
And be the Eternal Mirror that you saw:
Rays that have wandered into Darkness wide
Return and back into your Sun subside*

REFLECTING COLORS OF TEHERAN



Simorgh found beauty when he saw reflection of himself. What else can be more sincere and true than perceive its own value. UNITED COLORS OF BENETON has defined colors. Colors of Teheran can be inspiration for the future collections. That is going to be a Benetton in Teheran. Let it be modern Teheranian building. Simple draw out from tale about Simorgh. Shop in Teheran can be associated with that marvelous magic bird.



Idea of a project is to reflect colors of surroundings. Elevations should be made out of different kind of false mirrors, reflecting materials, bent glass, enameled porcelain etc. Building should also engulf colors Elevation is not only from the street side but from inside as well. Building has a patio that is central colorful tube that sucks in reflections, lets more natural light to intrude interiors and gives quiet place, open space for residential floors. Interior design should stay as Benetton work it out very well. White and simple with colorful clothes inside.

Proposition is to get rid of architectural ego. Building with react to changing weather condition. Will catch and reflect colors of seasons. Teheran has all seasons in different, specific character. Bright from snow winters. Vivid from green spring. Burned from summer sun. Golden form leaves falling down.

Let's see how Teheran will create Benetton.