PERSIAGRAMS

BRAIN FOR BEAUTY
PLANNING CRÉATIF POUR LE LUXE ET LA BEAUTÉ
CHEZ MLC

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D'après une photo de Ramin Haerizadeh

Project Title: J.S Bridal Maison (Iran)

Design Team: N.A.M- Lead Architects: Arash Heidarian and Fahimeh Montaseri, Project team: Ali-Asghar Yaghoubian/ Ali Youssefzadeh/ Behzad Hasanzadeh/ Morteza Motahari/ Mona Zamani/ Katayoun Youssefi/ Alireza Salari/ Samaneh Ghazizadeh/ Ali Gholamzadegan/ Kazem Nezami (Iran)

« New Northern Tehran style »

1 % of the 12 millions of Tehrani's who drive the luxury market :

« A class who drive Porsches, wear suits worth €20,000 and need to eat out," said Saeed Leylaz, an economic analyst. "The government of president Mahmoud] Ahmadi-Nejad created this political class but now they are only loyal to their wealth and want to have peace."

New segment of high end restaurants ,
often with fusion or exotic food, to reflect their opening tastes.

(A ref, Diwan Group)

« When Iran shut itself, people would mostly travel to the Middle East, and Dubai taste had a huge impact.
Now, the younger affluent generations are keen on a modern international style and more open to outside influences.
But, it is our role, architects, to keep alive and reinvent the beauty and specificity of the Persian architectural heritage. »
Shirine Zirak, Architect and interior designer

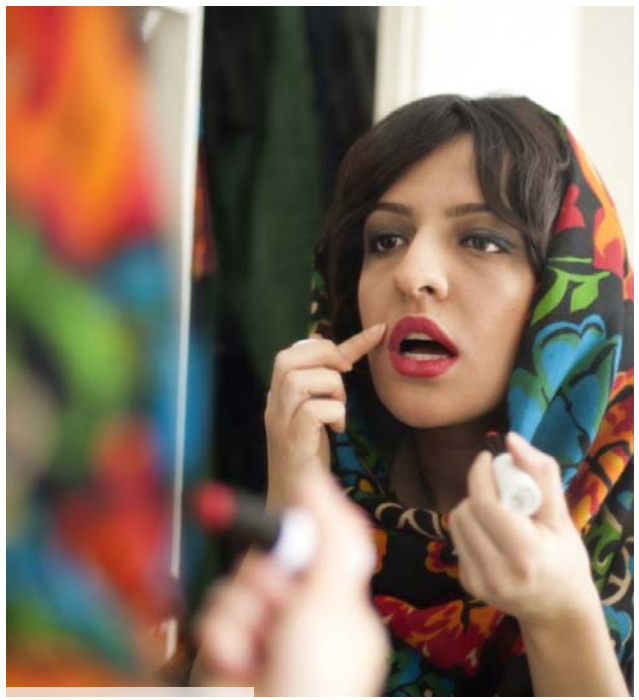
Divan North Tehran, Leon, park Place (Chinese) , Bice (Italian) , some of the most exclusive restaurants of the Capital, Sam Center, the exclusive Mall.

Young Girl with dog, by Shirin Aliabadi

Jay Ahr Showroom by Shirine Zirak

Private Hammam in Switzerland by Shirine Rizak

JS Bridal (Asian Architecture Awards)



Manboubeh Jaramli "Au réveil" 2010

Makeup : me and my public face

Learning to show your colors

« Very early, the daughters are taught to take care of themselves before going outside. You don't even go buying

bread without applying makeup »

Franco-iranian Interior Designer and Architect Shirine Zirak :
Left, pictured in France, right pictured in Iran, with touch-ups from the photograph

Mahboubeh Karamil, « Wake Up » series :
Morning portraits of girls of her own age,
Free of makeup, and the residue of the former day' makeup

Colored lenses are very popular., here in a shop in Sanandaj

Kiana Hayeri, « Your veil is a battleground » (below, and following pages), a series about the public/private face of women

Merci !

Thank you :

Shrine Zirak, Fahti Armandeh, Simine Farjadi, Shadi Parand (right), Vista et Elika Bavar, Annie Ziliani, Marina Jafari Tadi, Guita Maleki, Aryana and Azar Urbani,

And Reza

Marion Brazier & Emma Potiron

(Identité graphique)