

Kooye Sanaat, Asiyae Road pass Ferdowsi T-Junction
Mashad, Iran

Programme

This new factory is sited alongside the existing plant and has successfully quadrupled output. Conceived as a monument to the marriage of tradition and technology at the heart of Iranian craft industries, the domed roof and earth-stone cladding exterior contain the latest technology and a highly efficient plan form internally. Natural daylight and airflow have been optimised to reduce costs and enhance the working environment and the slope of the site is accommodated in synergy with the landscape. The deprived industrial surroundings have benefitted both from increased employment and investment, as the building has acted as a catalyst to local redevelopment.

<i>Building Type</i>	<i>Industrial Facilities</i>
<i>2010 Award Cycle</i>	<i>3703.IRA</i>

A wide-angle photograph of a large, long industrial building with a dark, gabled roof. The building features numerous vertical supports and large windows along its side. It is situated in an open area with some trees and a clear sky in the background.

The external design of the main manufacturing hall emphasises the client's own values of frugal elegance, prestige without excess and simplistic effectiveness.

A photograph of the Ishtar Gate in Baghdad, Iraq. The image shows a large, ancient brick structure with a prominent archway. The walls are made of reddish-brown bricks and feature many small, arched windows. The archway is the central focus, leading to a darker interior space. The sky is overcast and grey. The foreground is a flat, dusty area with some sparse vegetation.



Transportation routes have been optimised throughout the site.







The dome shape is also a symbol of hope: the plant was developed on a declining industrial estate in a deprived part of Khorasan province. It has since catalysed a major local economic surge and brought increased investment. In addition to directly employing over four hundred staff, the factory indirectly employs thousands in related local industries.

MASHAD



▲ Satellite images of the local area during the development contrast the outstanding beauty of the local landscape against its underdeveloped look. The new Toos Chini plant has brought new prosperity to the area whilst complimenting rather than damaging the natural surroundings.

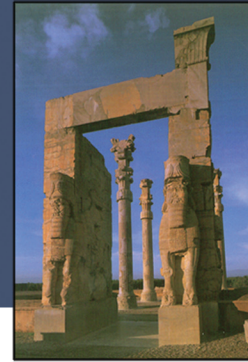
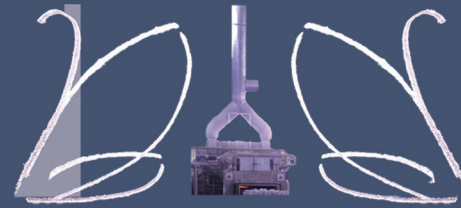
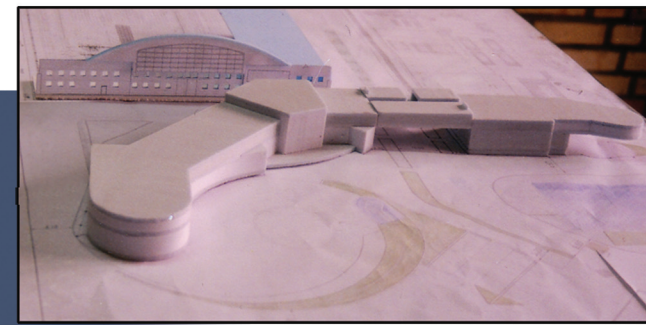
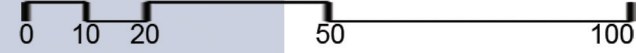


- Employees' Orchard 
- Existing Factory 
- ong (Under Construction) 
- ected Manufacturing hall 
- Heavy trucking Route 
- Light trucking Route 



Longitudinal Section

Scale: 1/1250



The latest technology has been customised to support local craftsmanship

- Laboratory
- Storage
- Toilet
- Dining & Kitchen
- Utilities
- Staircase & Lift
- Under Construction
- Pedestration walk-path

- Storage
- Laboratory
- Printroom
- Design Unit
- R&D
- Toilet
- Prayerroom
- Dining & Kitchen
- Cloakroom
- Utilities
- Staircase & Lift
- Under Construction
- Office
- Administrative Access

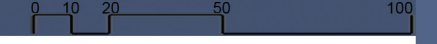
Ground Floor Plan

scale: 1/2000



First Floor Plan

Scale: 1/2000



Interior design throughout the factory reflects its prestige and entrepreneurial culture