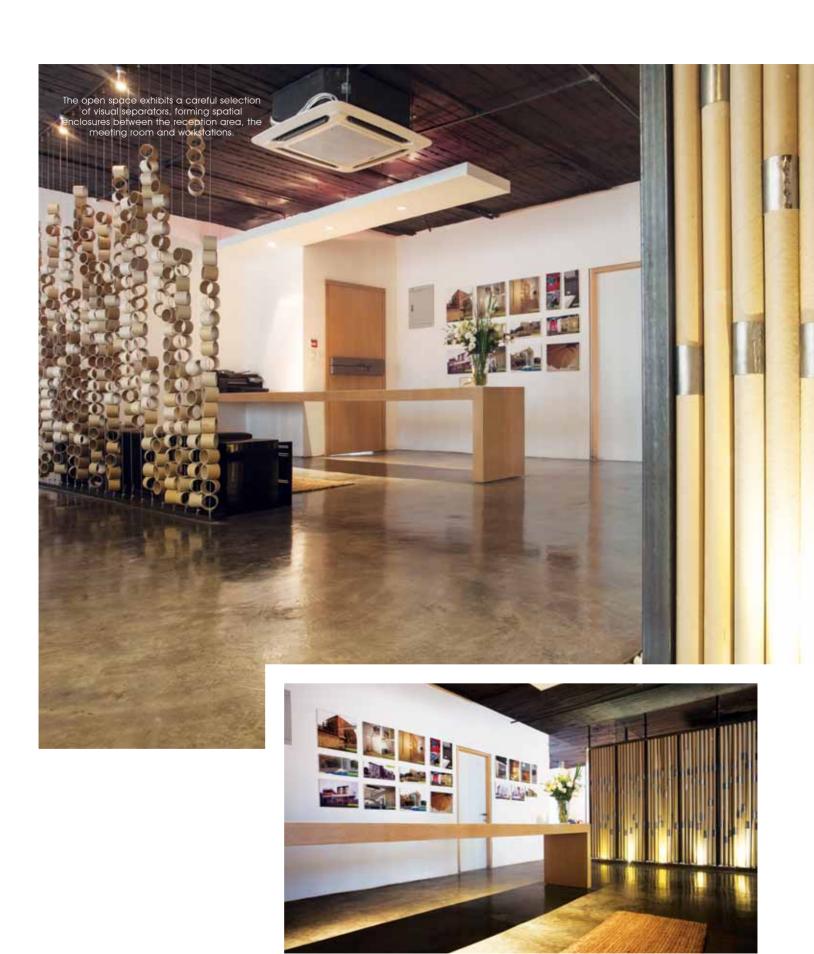


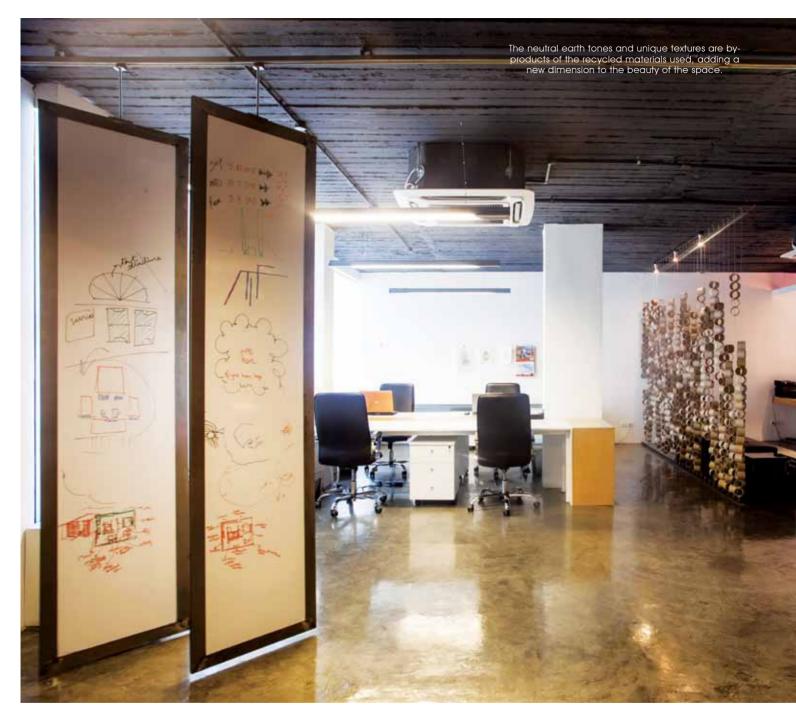


hen architects design spaces, they take into account the dynamics of function, form, circulation, psychology and the specifics of materials, colors and textures; they incorporate technology when needed and make use of what the existing site or nature itself has given. In short, spaces of value are works of passion, dedication and a thorough balance of these essential spatial components. In their essence, no two spaces are alike and each is a reflection of the users and their

outlooks. What is particularly interesting about Paradigm Design House is that it is designed by two passionate and talented architects to be their office and work space, reflecting a genuine understanding of their shared vision and approach.

Abdel Rahman Kaloti and Saja Nashashibi established Paradigm Design House in 2010, as a collaboration of talented architects and designers whose main objective is to transform realistic and



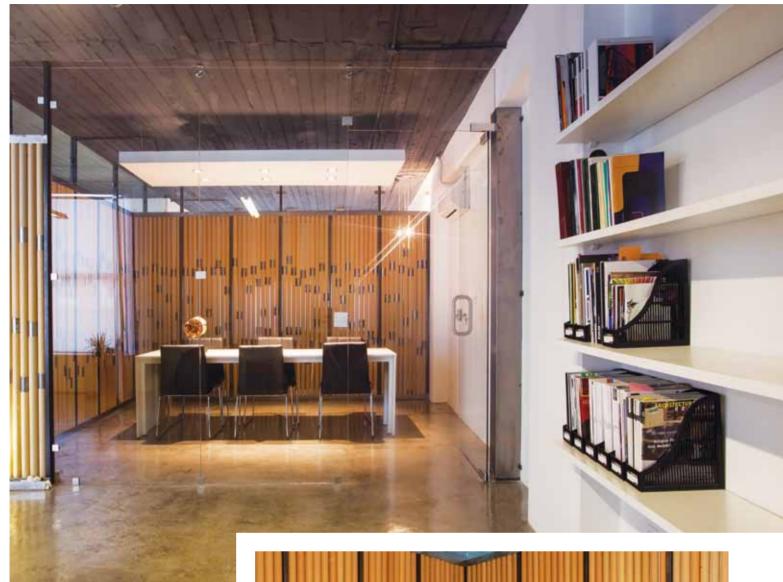


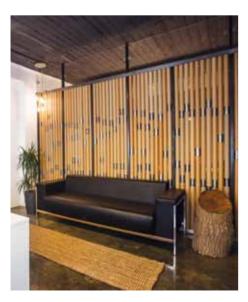
creative potential from within design opportunities. The firm is fully aware that everything it does holds expansive implications and consequences that reach beyond architecture and affect the environment, local economy and the community. Having previously worked in large corporations, the architects wanted to prove that architecture cannot be industrialized or institutionalized.

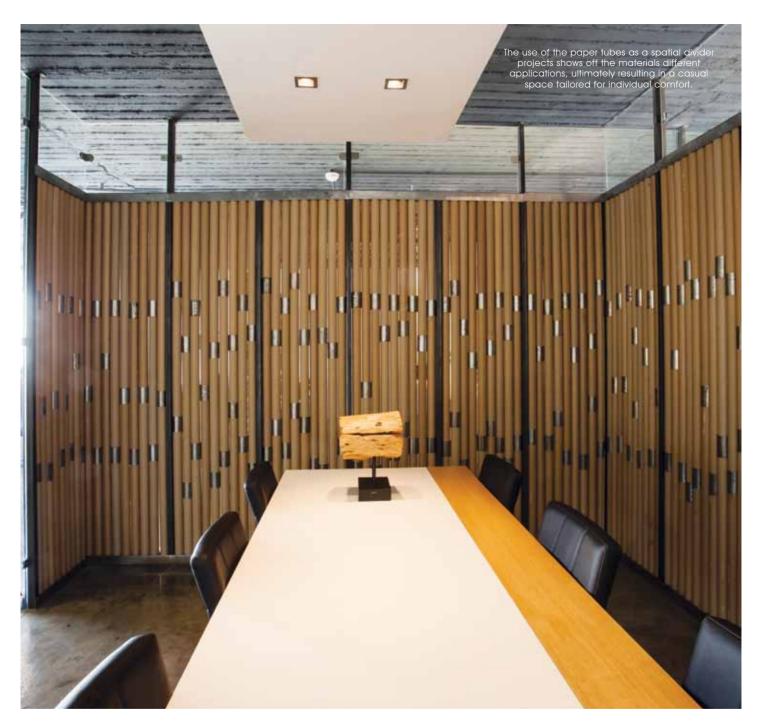
With a firm belief in "sweet simplicity,"

the duo ensured that their design studio would radiate with artistic spatial qualities designed ultimately for comfort. Being a very personal space, the team was part of the construction process. In terms of its intangible qualities, the simple space is reflective of the team spirit that is at the core of Paradigm Design House.

The open space exhibits a careful selection of visual separators, forming spatial enclosures between the reception area,







meeting room and workstations. Within the multi-functional space, these partitions could be stacked in a way to visually create one spatial entity when needed. The neutral earth tones and unique textures exhibited are by-products of the recycled materials used, adding an entirely new dimension to the beauty of the space. Minimal, modern and environmentally friendly, the office adopts a laid-back and casual ambience that departs from the traditional corporate look.

The winning outcome is a result of the recycled materials employed, stemming from an old obsession to discover new materials and their potential. The use of the paper roll tubes as spatial dividers projects the use of those materials with different applications, ultimately resulting in a casual space tailored for the individual comfort of each user. The choice of these raw materials with their natural characteristics illustrates their adaptability to change with time, building upon the potential of re-use.