



Tenia Town

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Booklet 1 of 3:

Master Plan Design Principles and Ideas

با توجه به نکات مطرح شده در جلسه کرکسیون، موارد زیر در طراحی مستر پلان لحاظ شدند:

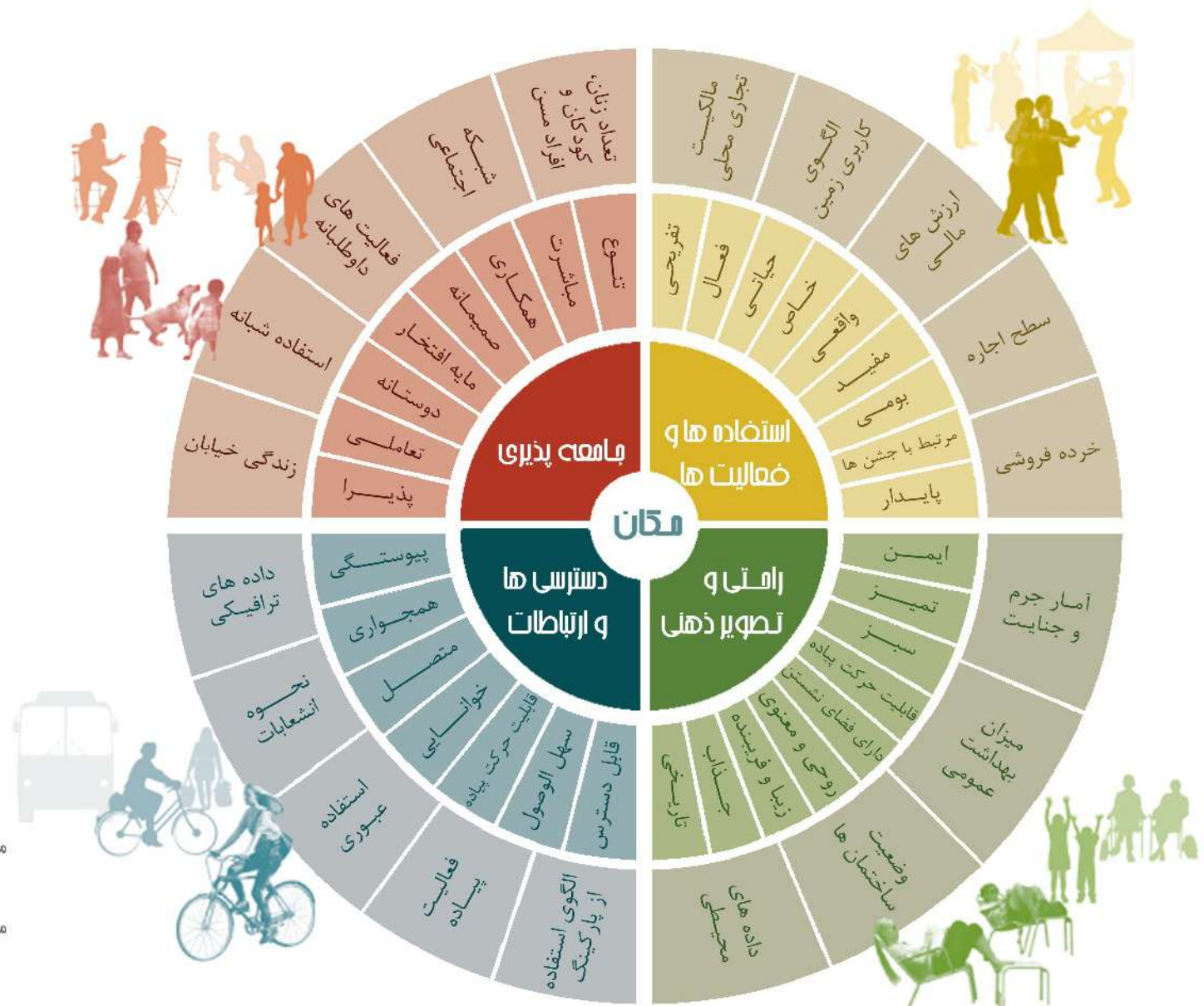
- طراحی مستر پلان با توجه به تئوری های جدید طراحی شهری (تمرکز بر مفهوم placemaking)
- استفاده از الگوهای بومی منطقه با بیانی مدرن و انعکاس روح و اتمسفر فضایی مناطق شمالی ایران در طرح
- ایجاد خوانایی در طرح با بهره گیری از نشانه های طبیعی (درخت نخل و سرو) و تاکید بر رشته کوه البرز به عنوان پس زمینه طبیعی طرح و انعکاس آن در طراحی سردر اصلی مجموعه
- ایجاد نفوذپذیری فضایی در طرح از طریق در هم تنیدگی فضای سبز و پیاده، فضای سواره و دوچرخه و استفاده از پرچین و فضاهای سبز متراکم و نامتراکم جهت تفکیک نرم فضاها از یکدیگر

Placemaking: The Principle Approach in Mastreplan Design



In evaluating thousands of public spaces around the world, PPS (Project for Public Spaces) has found that to be successful, they generally share the following four qualities:

- They are **accessible**
- People are engaged in **activities** there
- The space is **comfortable** and has a **good image**
- It is a **sociable** place



Placemaking Principles

Sociability

This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community - and to the place that fosters these types of social activities.

Access & Linkages

- You can judge the accessibility of a place by its connections to its surroundings, both visual and physical.
- A successful public space is easy to get to and get through;
- it is visible both from a distance and up close.
- Accessible spaces have a high parking turnover and, ideally, are convenient to public transit.



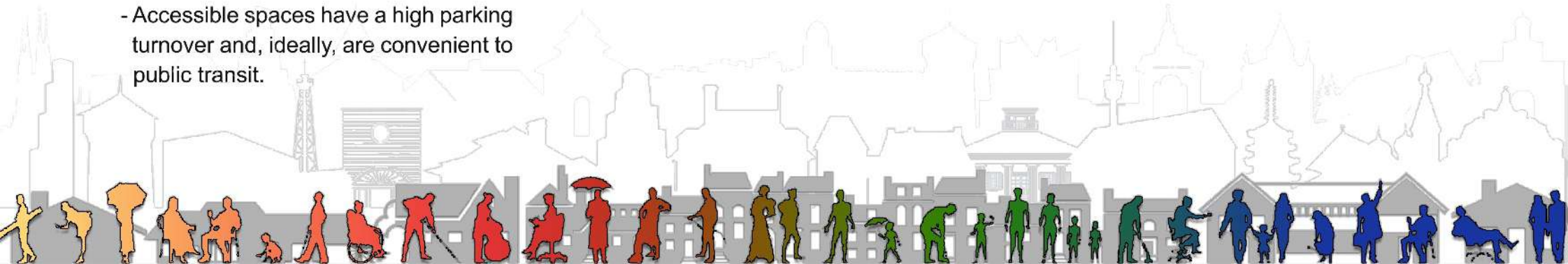
Uses & Activities

Activities are the basic building blocks of great places:

- The reasons why people visit in the first place, and why they continue to return.
- What makes a place special or unique. When there is nothing to do in a place, it will sit empty and unused—a sure sign something needs to change.

Comfort & Image

- Whether a space is comfortable and presents itself well - has a good image is key to its success
- Comfort includes perceptions about safety, cleanliness, and the availability of places to sit



The Main Items in Addressing Each Placemaking Principles

Questions to Consider on Sociability:

- Are people in groups? Are they talking with one another?
- Do people seem to know each other by face or by name?
- Do people bring their friends and relatives to see the place or do they point to one of its features with pride?
- Are people smiling? Do people make eye contact with each other?
- Do people use the place regularly and by choice?
- Does a mix of ages and ethnic groups that generally reflect the community at large?

Questions to Consider on Access & Linkages:

- Can you see the space from a distance? Is its interior visible from the outside?
- Is there a good connection between the space and the adjacent buildings, or is it surrounded by blank walls? Do occupants of adjacent buildings use the space?
- Can people easily walk to the place? For example, do they have to dart between moving cars to get to the place?
- Do sidewalks lead to and from the adjacent areas?
- Does the space function for people with special needs?
- Do the roads and paths through the space take people where they actually want to go?



Questions to Consider on Uses & Activities:

- Are people using the space or is it empty?
- Is it used by people of different ages?
- Are people in groups?
- How many different types of activities are occurring people walking, eating, playing baseball, chess, relaxing, reading?
- Which parts of the space are used and which are not?
- Are there choices of things to do?
- Is there a management presence, or can you identify anyone is in charge of the space?

Questions to Consider on Comfort & Image:

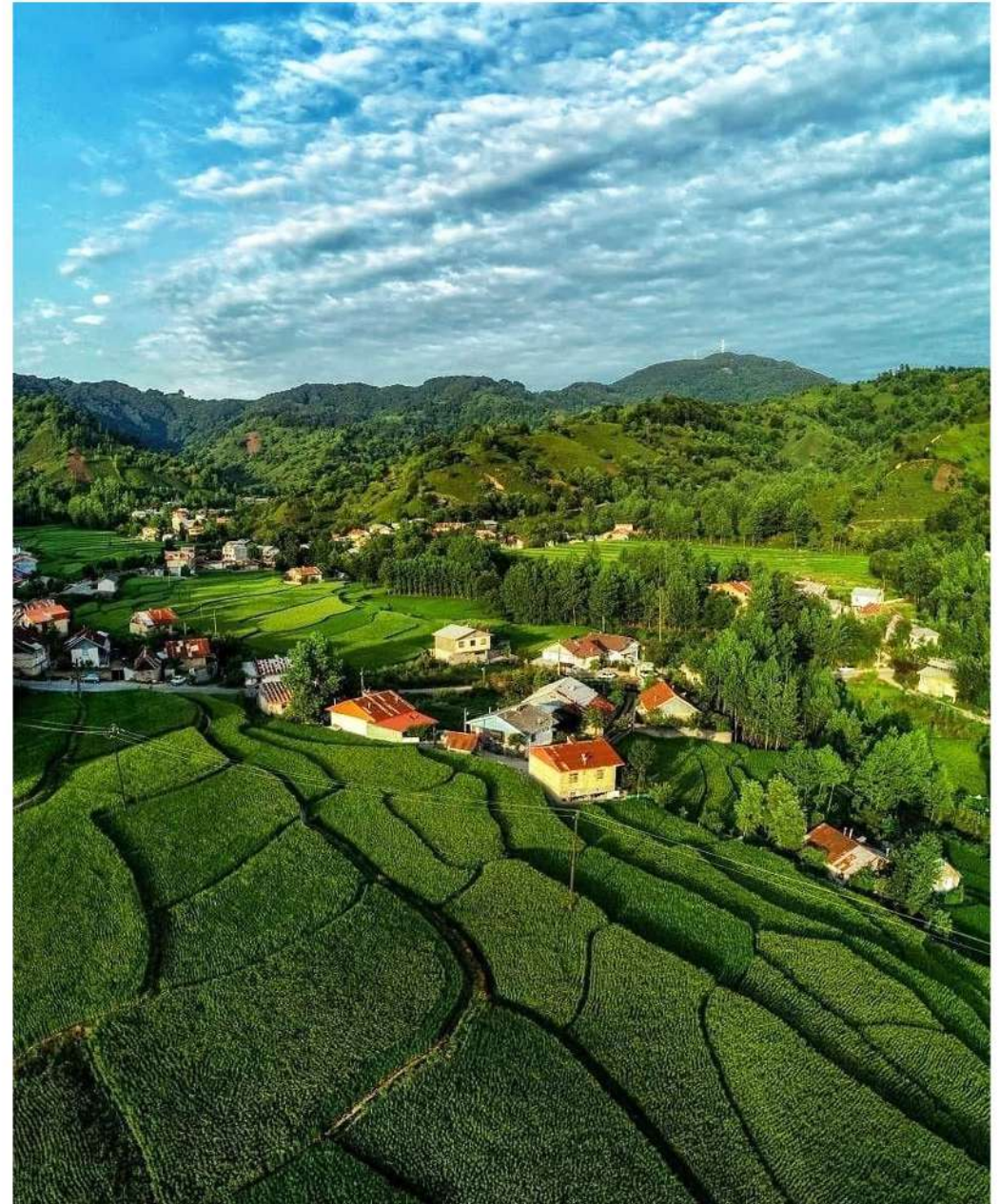
- Does the place make a good first impression?
- Are there more women than men?
- Are there enough places to sit? Are seats conveniently located? Do people have is a choice of places to sit, either in the sun or shade?
- Does the area feel safe? Is there a security presence? If so, what do these people do? When are they on duty?
- Are people taking pictures? Are there many photo opportunities available?
- Do vehicles dominate pedestrian use of the space, or prevent them from easily getting to the space?





Design Idea: Inspired by Local Environment

- In close connection with nature
- Using Alborze Green Mountain Chain as a natural background
- Mesmerizing scenery of surrounded natural environment
- Non-dense urban and rural environment due to climate features of this state



- در ارتباط نزدیک با طبیعت
- استفاده از رشته کوه البرز به عنوان پس زمینه طبیعی
- بهره مندی از مناظر زیبای طبیعت پیرامون
- بافت شهری و روستایی نامتراکم جهت سازگاری با خصوصیات اقلیمی منطقه



Section A-A



▲
A

▲
A



East Elevation

Landscape W-E Sections



Design Idea: Mountain as a Natural Background



تاکید بر رشته کوه البرز به عنوان پس زمینه طبیعی طرح





T E N I A

Town Gate

Gate Design Idea: Inspired by Alborz Mountain Chain (the Project Natural Background)



الهام از رشته کوه البرز (پس زمینه طبیعی طرح) در طراحی سردر مجموعه

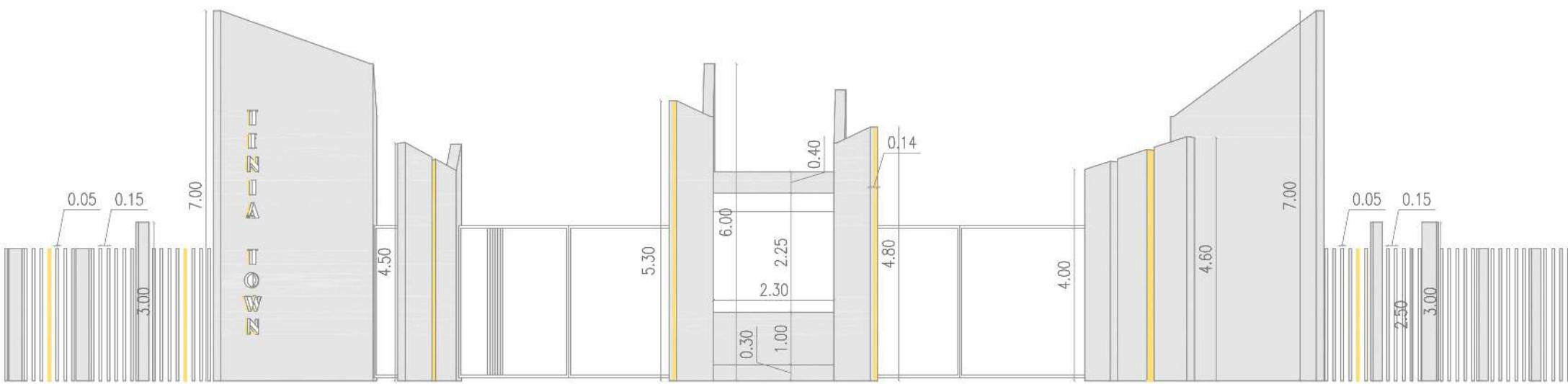
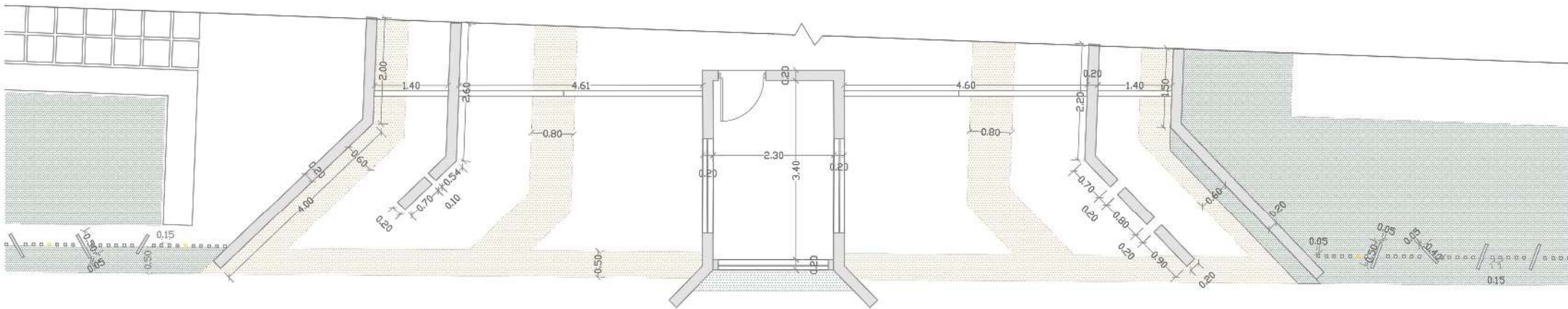
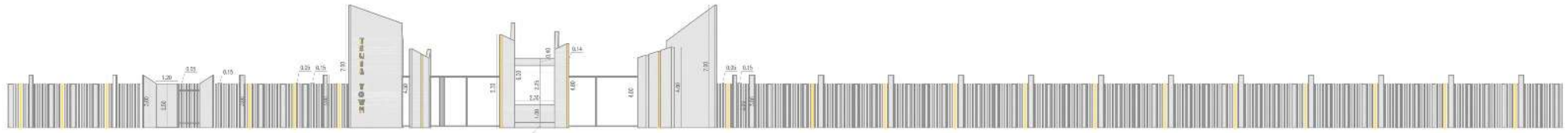
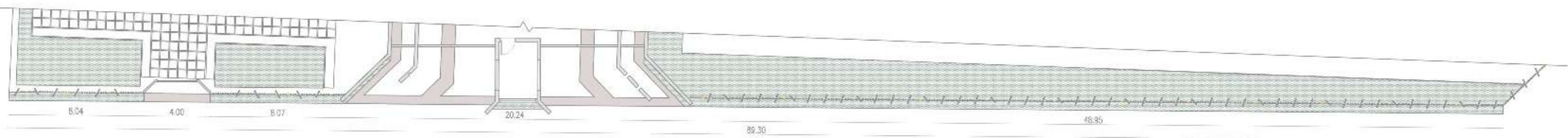




JENNIA

TOWN





The main gate of Tenia Town

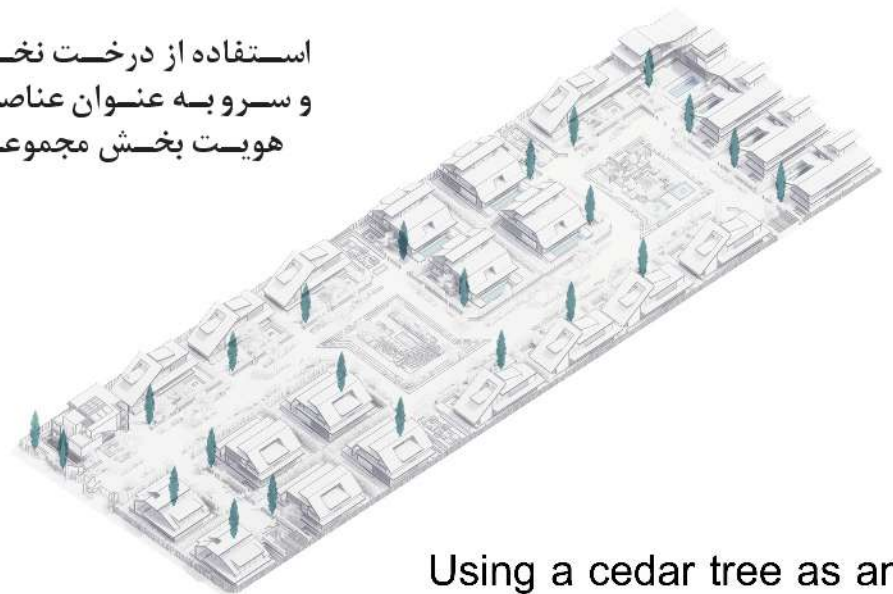
Design Idea: Using Trees as Landmarks

as we see in famous buildings in north of Iran



Using palm trees to define the town main axe

استفاده از درخت نخل
و سرو به عنوان عناصر
هویت بخش مجموعه



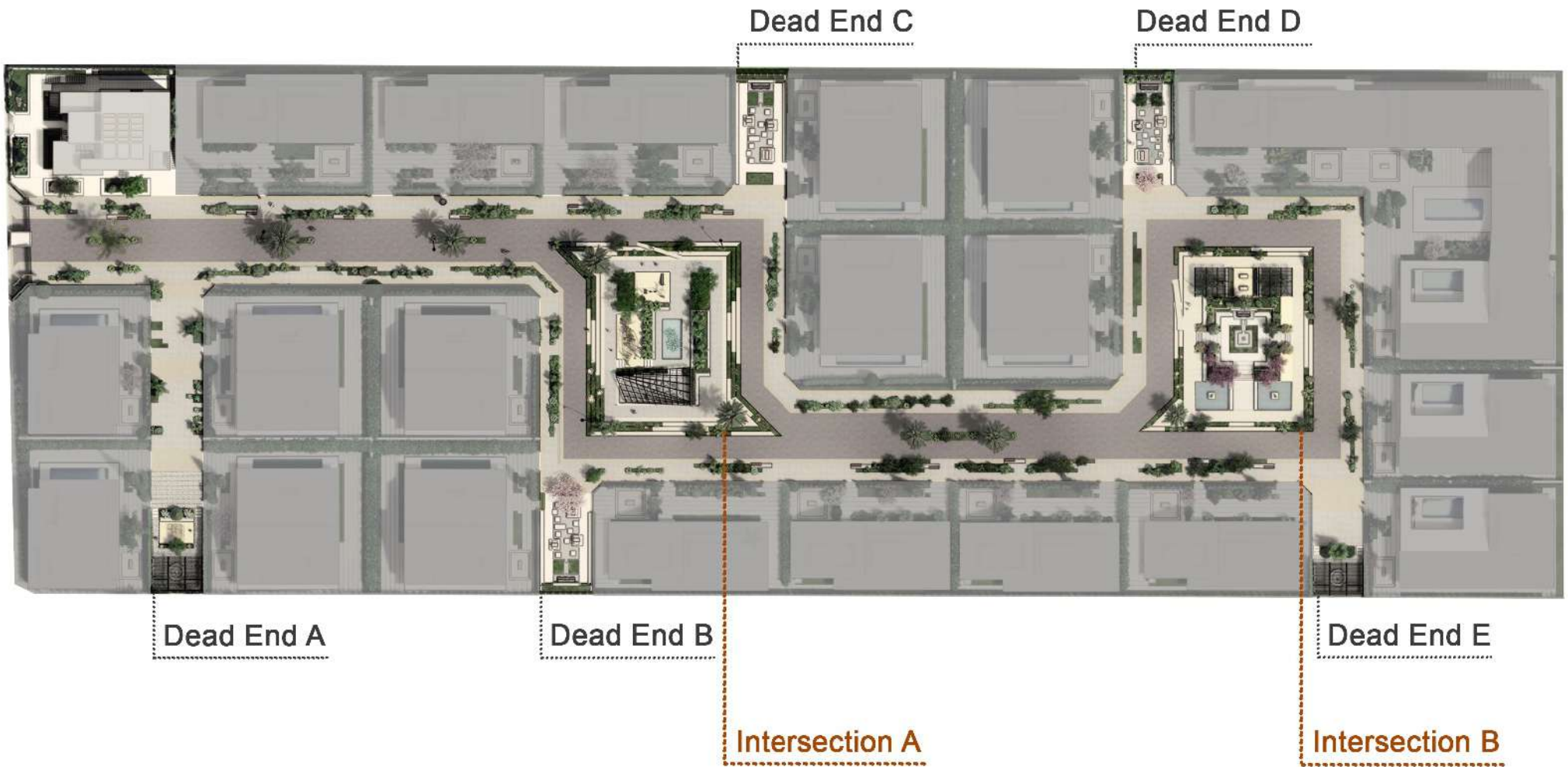
Using a cedar tree as an identity element of each building



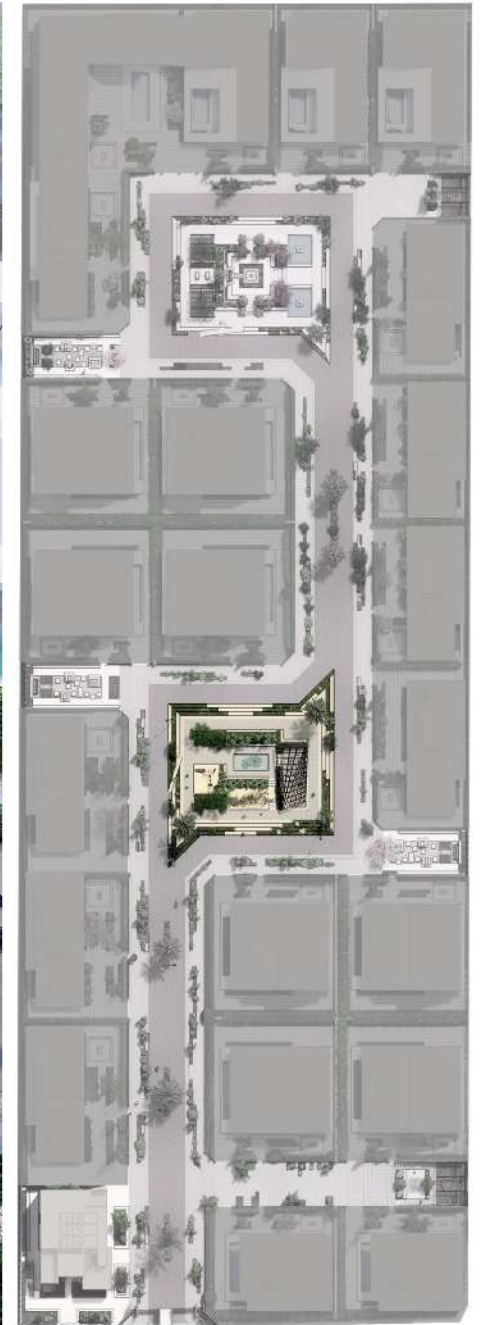
Green Spaces and Water



Public Spaces



Intersection A







Intersection B







Dead End B & C & D





Dead End A & E





Design Idea: Using a Combination of Wooden Fences and Plants -Allowing Visual Continuity- as Seperating Element

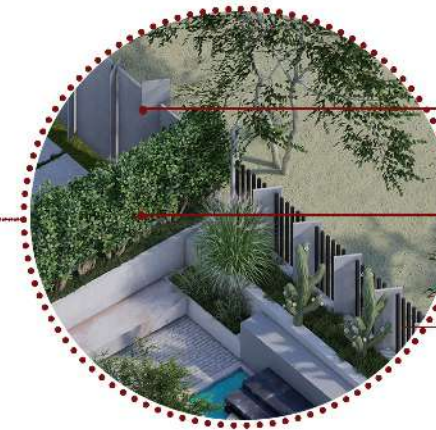


تداوم بصری از طریق استفاده از پرچین در ترکیب با گیاه





Design Idea: Using Different Types of Separating Elements



Concrete Panel
(Visual Discontinuity)

Box-Tree Fence
(Half-Visual Continuity)

Square Tube
Rectangular Profile
(Visual Continuity)



Fire pit



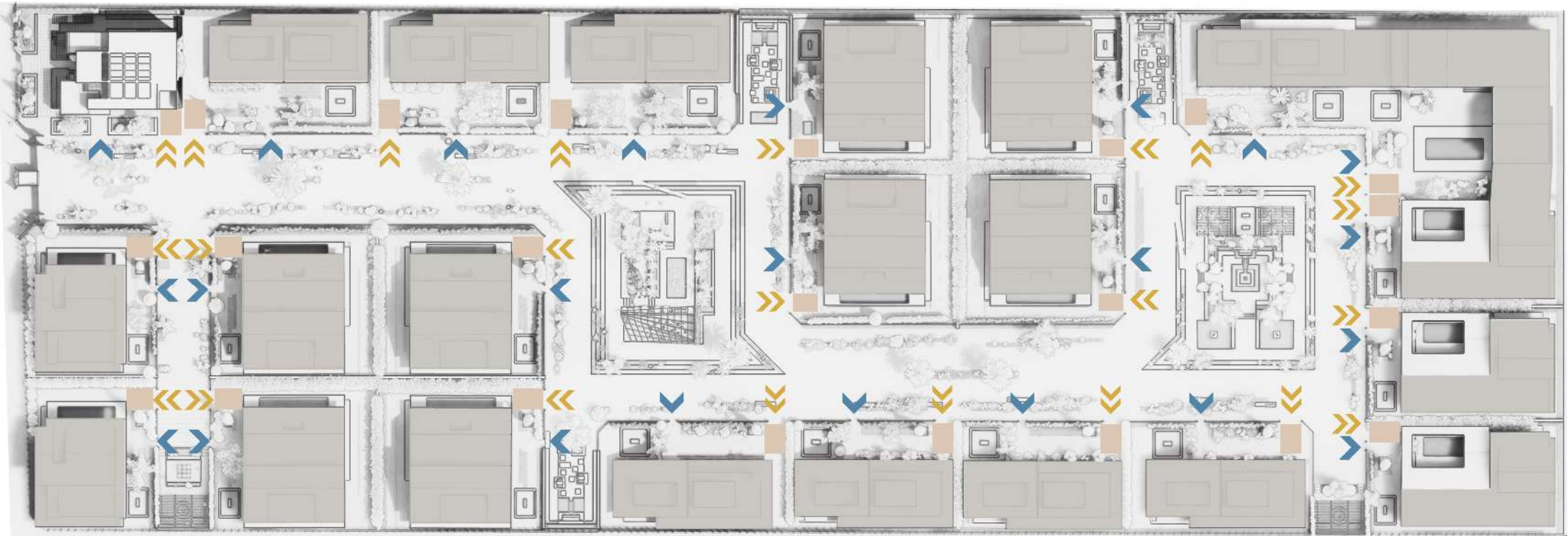
Dense Box-Tree Fence
(Visual Discontinuity)



Square Tube
Rectangular Profile
(Visual Continuity)



Design Idea: Entrances



Pedestrian Entrance >

Vehicle Entrance >>

Parking Lot

Booklet 2 of 3:

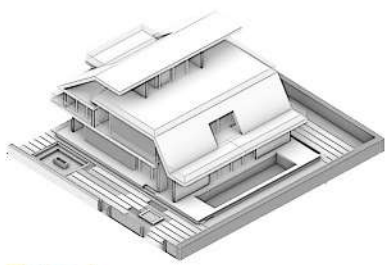
Villa Design Ideas and Types

با توجه به نکات مطرح شده در جلسه کرکسیون، موارد زیر در طراحی ویلاها لحاظ شدند:

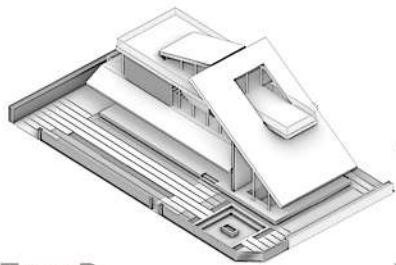
- تمامی ویلاها مورد بازطراحی قرار گرفتند.

- استفاده از الگوهای بومی منطقه با بیانی مدرن و انعکاس روح و اتمسفر فضایی مناطق شمالی ایران در طرح ویلاها
- طراحی ویلاها به نحوی صورت گرفت که ضمن آن که نماهای اصلی آن ها به سمت معابر است، تهویه طبیعی هوا در آن به خوبی صورت پذیرد.

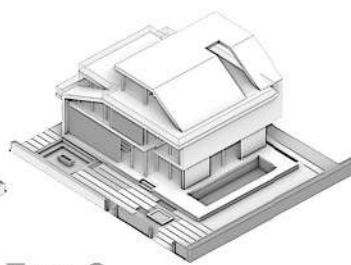
- بهره گیری از ویژگی های اقلیمی منطقه به نحو مطلوب



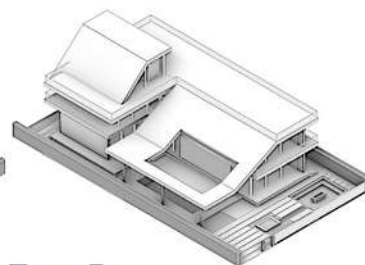
Type A



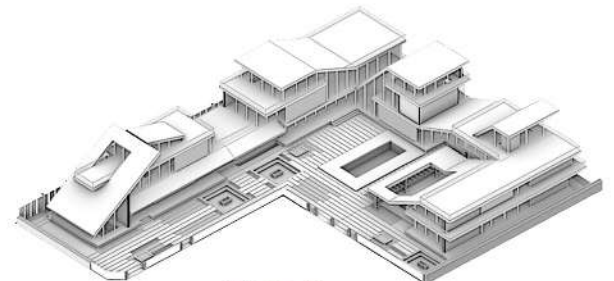
Type B



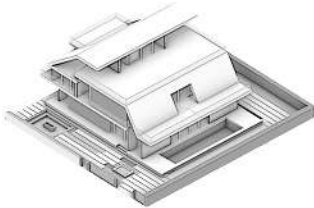
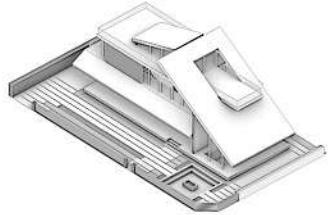
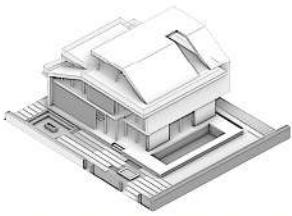
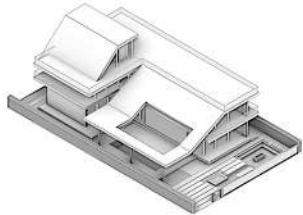
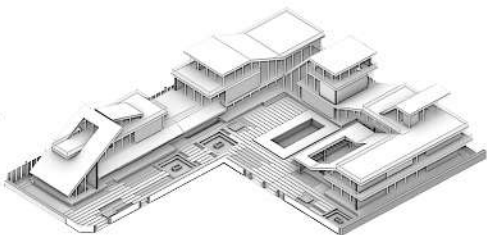
Type C



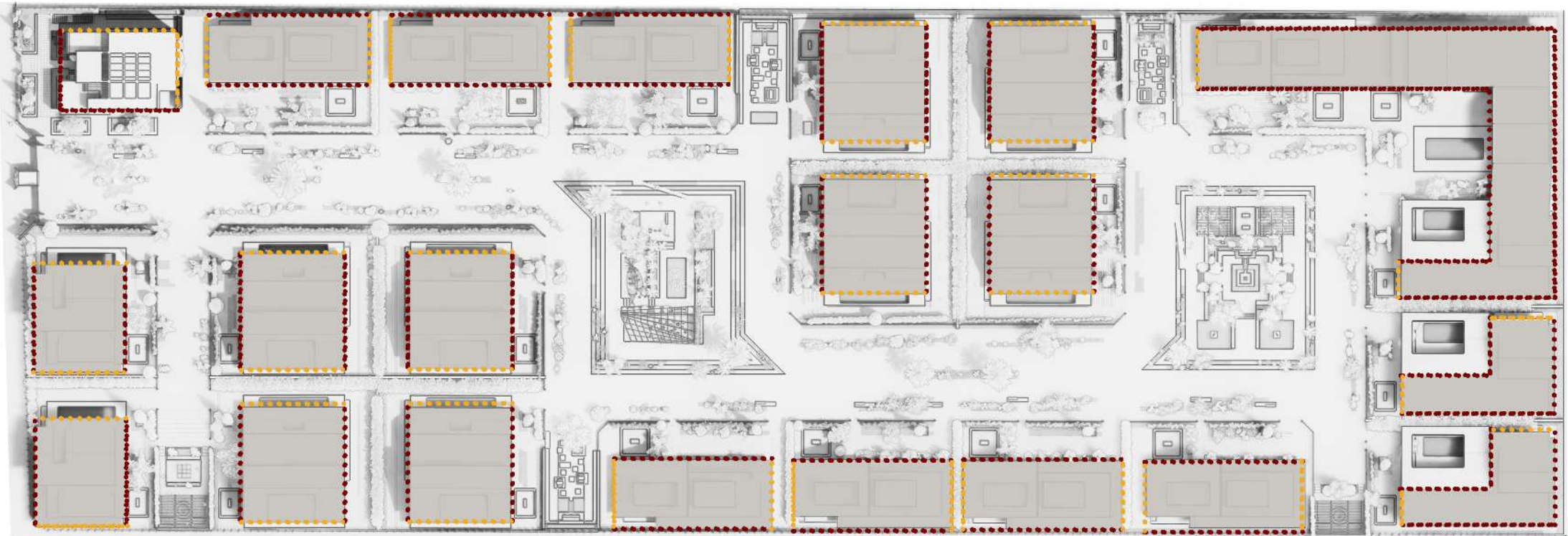
Type D



Type E

		Total Number of This Type	Footprint (Square Meter)	The Number of Floors above Ground	The Number of Underground Floors	Total Floors Area (Square Meter)
Type A		8	315	2	1	720
Type B		7	230	2	1	550
Type C		2	245	2	1	580
Type D		2	260	2	1	610
Type E		1	1100	2	1	2500

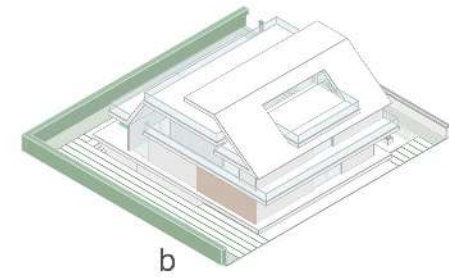
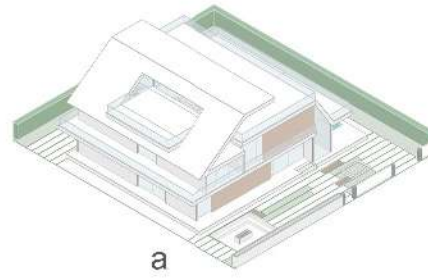
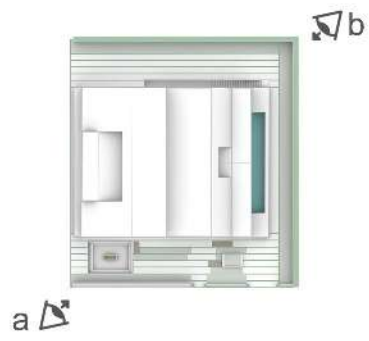
Design Idea: all-side view villas



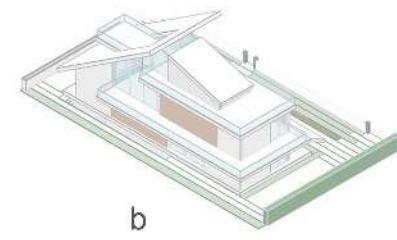
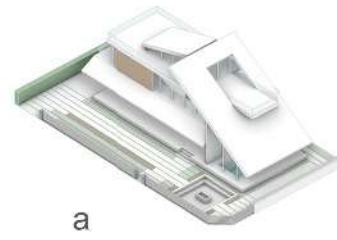
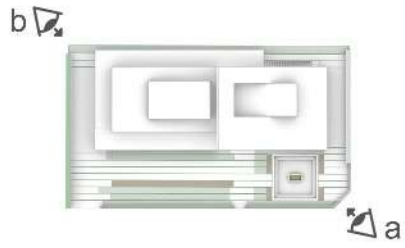
Main Facades
.....

Secondary Facades
.....

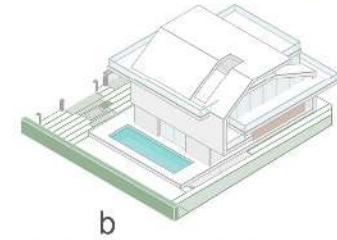
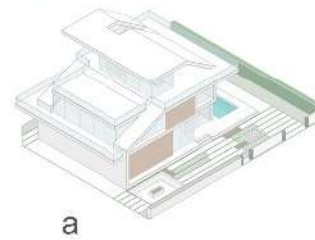
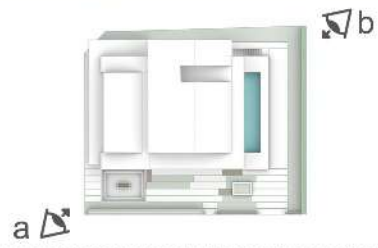
Type A



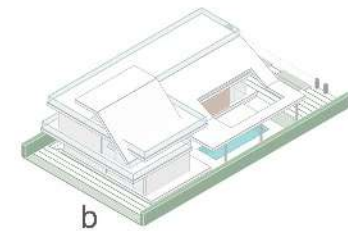
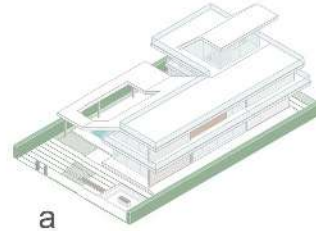
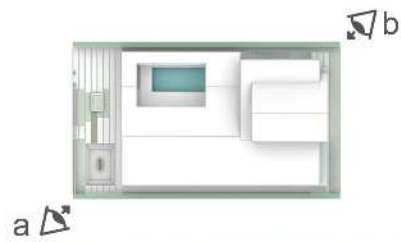
Type B



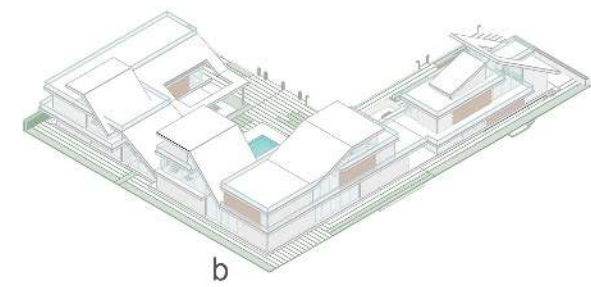
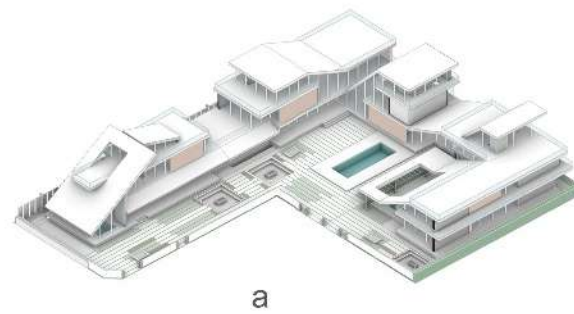
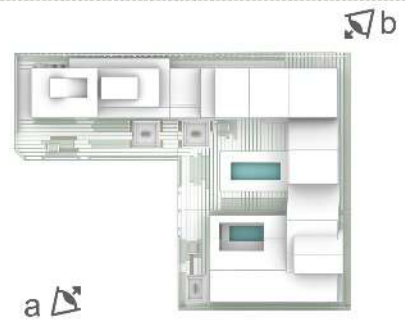
Type C



Type D



Type E



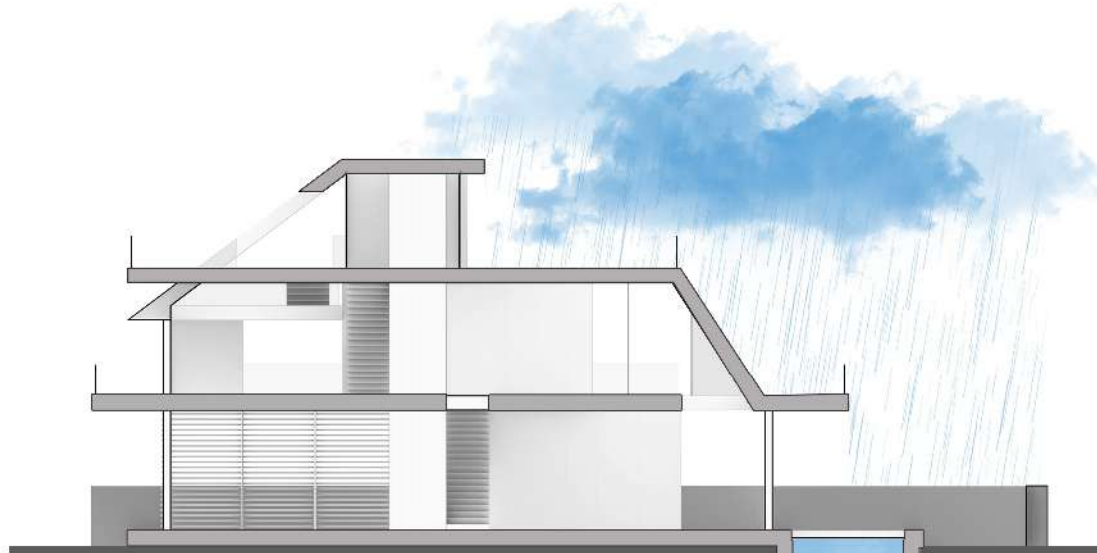
Design Idea: Inspired by Local Architecture

- In close connection with natural environment.
- Using Sloped Roof because of the intense rain
- Terrace as an interface element between outside and inside
- Locating windows in direction with prevailing winds (N to S)
- Having all sides views
- Using architectural elements that allow visual continuity such as green and wooden fences, textured wooden fences and ...

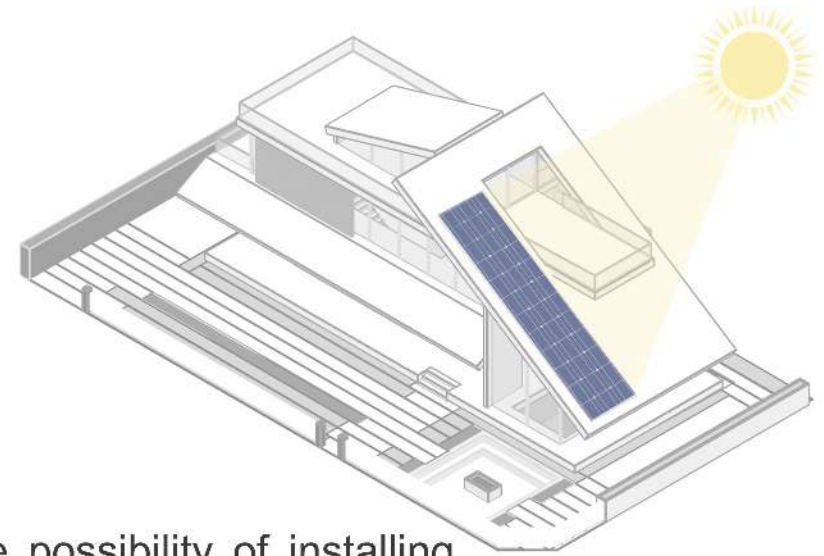
- در ارتباط نزدیک با طبیعت
- استفاده از سقف شیبدار با در نظر گرفتن شرایط اقلیمی
- تراس های سرتاسری به عنوان مرز میان داخل و خارج
- جانمایی بازشوها در جهت بادهای غالب
- داشتن ۴ نما جهت حداکثر بهره گیری از نور، تهویه طبیعی و منظر
- استفاده از عناصر معماری که امکان تداوم دید را در محوطه فراهم می کند، همچون پرچین های گیاهی و چوبی، نرده های چوبی



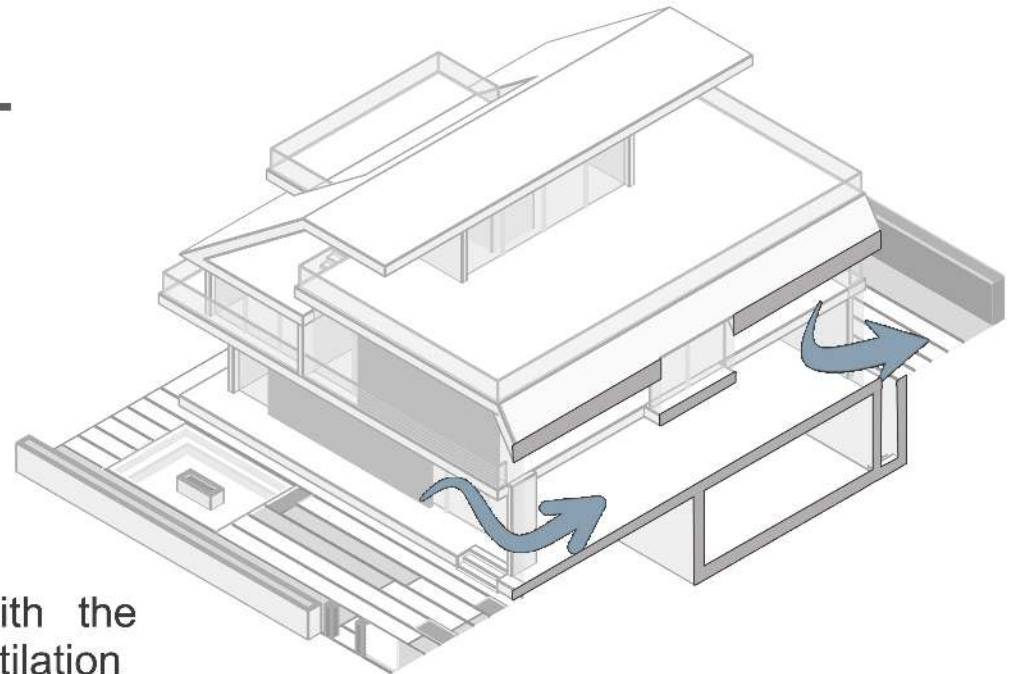
Design Idea: adoptability with climate features



The use of sloping roofs and protruded terraces to deal with heavy rains



The possibility of installing solar cells on sloping roofs

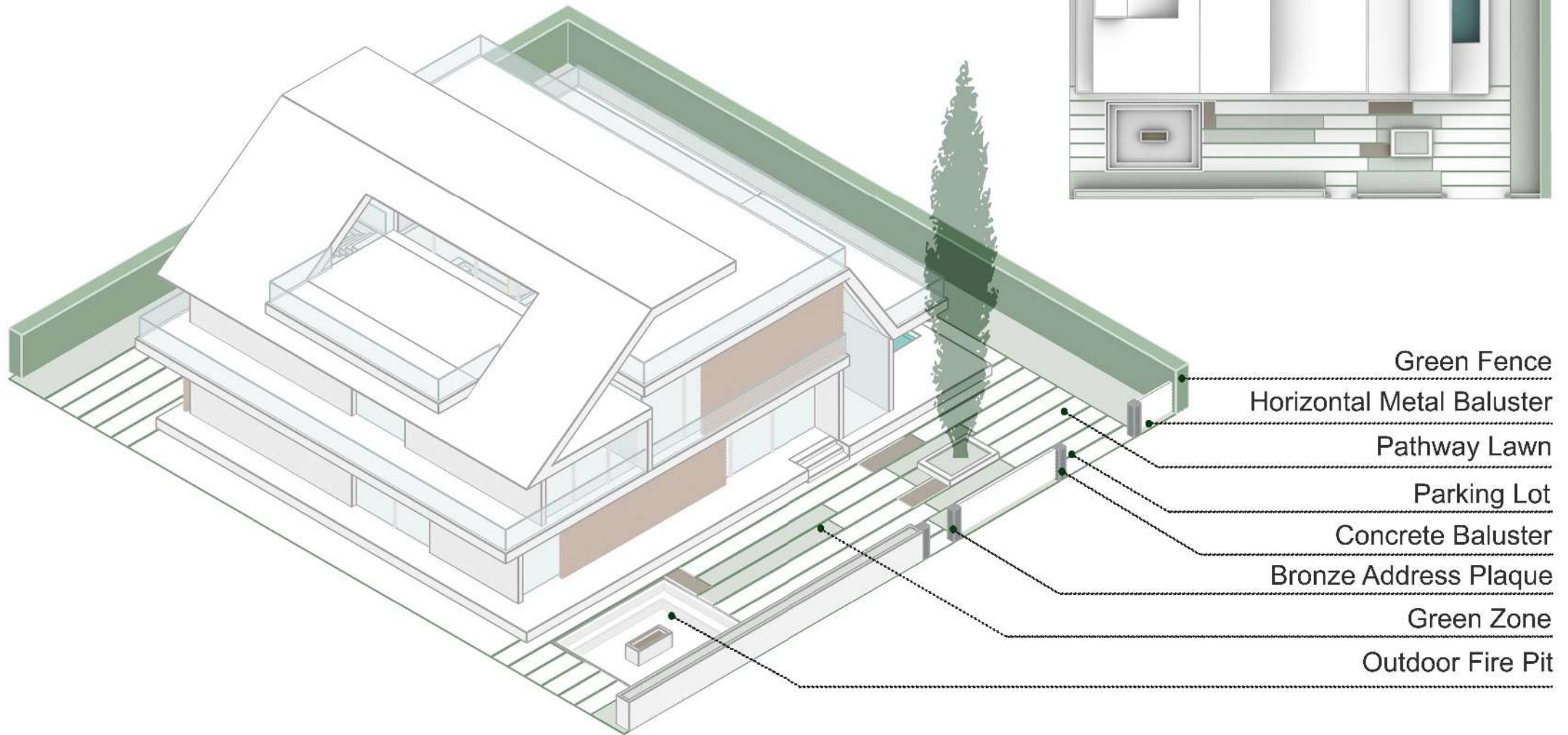


The location of windows along with the prevailing wind, facilitating natural ventilation

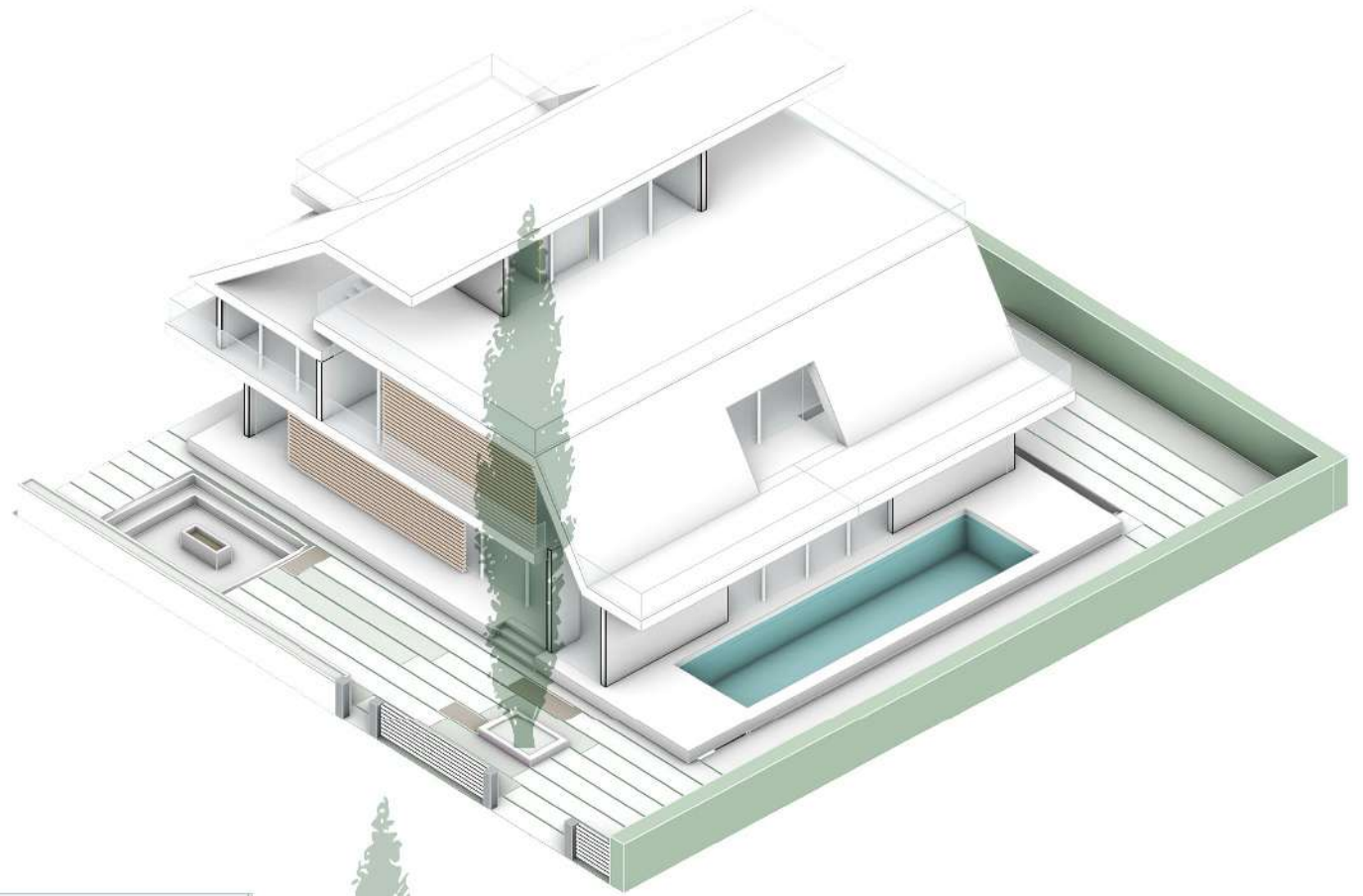


Villa A

Type A



Type A



+10.98



+7.92



+6.84



+4.32



+0.54

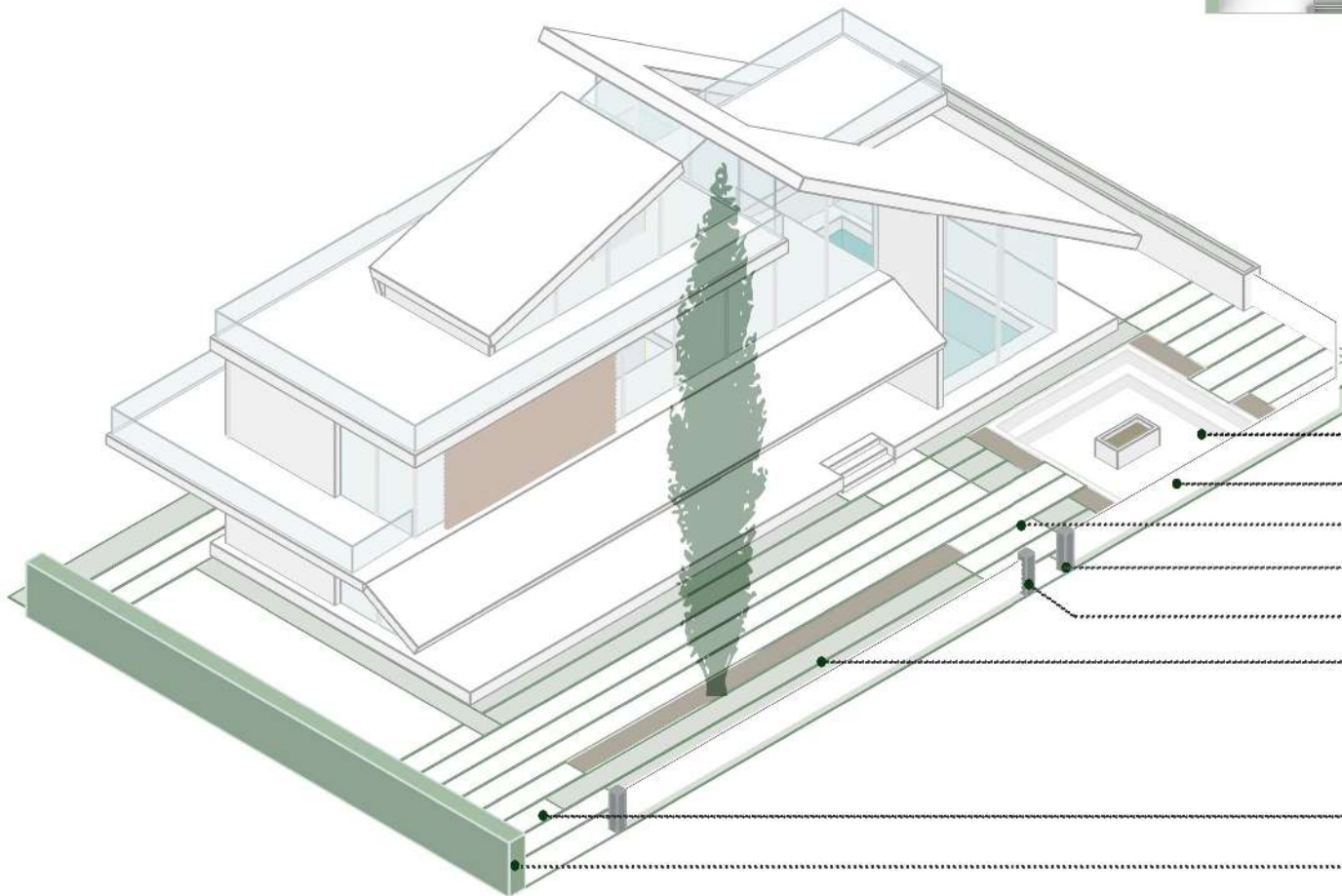
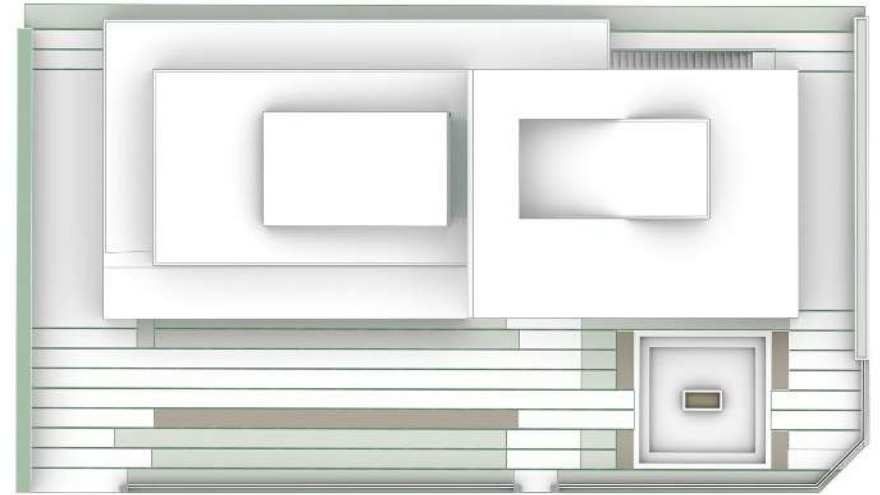
±0.00





Villa B

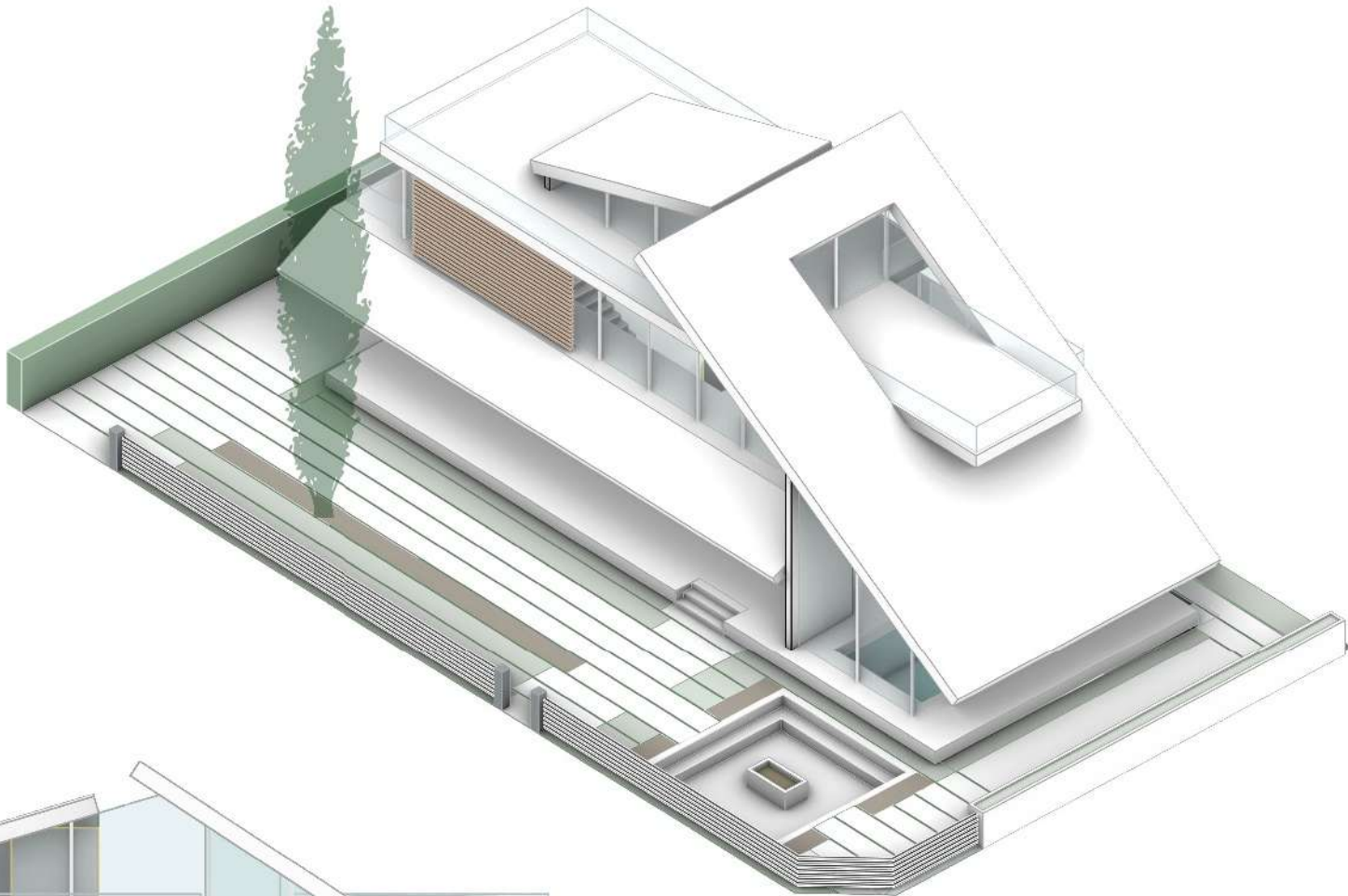
Type B



- Outdoor Fire Pit
- Horizontal Metal Baluster
- Pathway Lawn
- Bronze Address Plaque
- Concrete Baluster
- Green Zone

- Parking Lot
- Green Fence

Type B



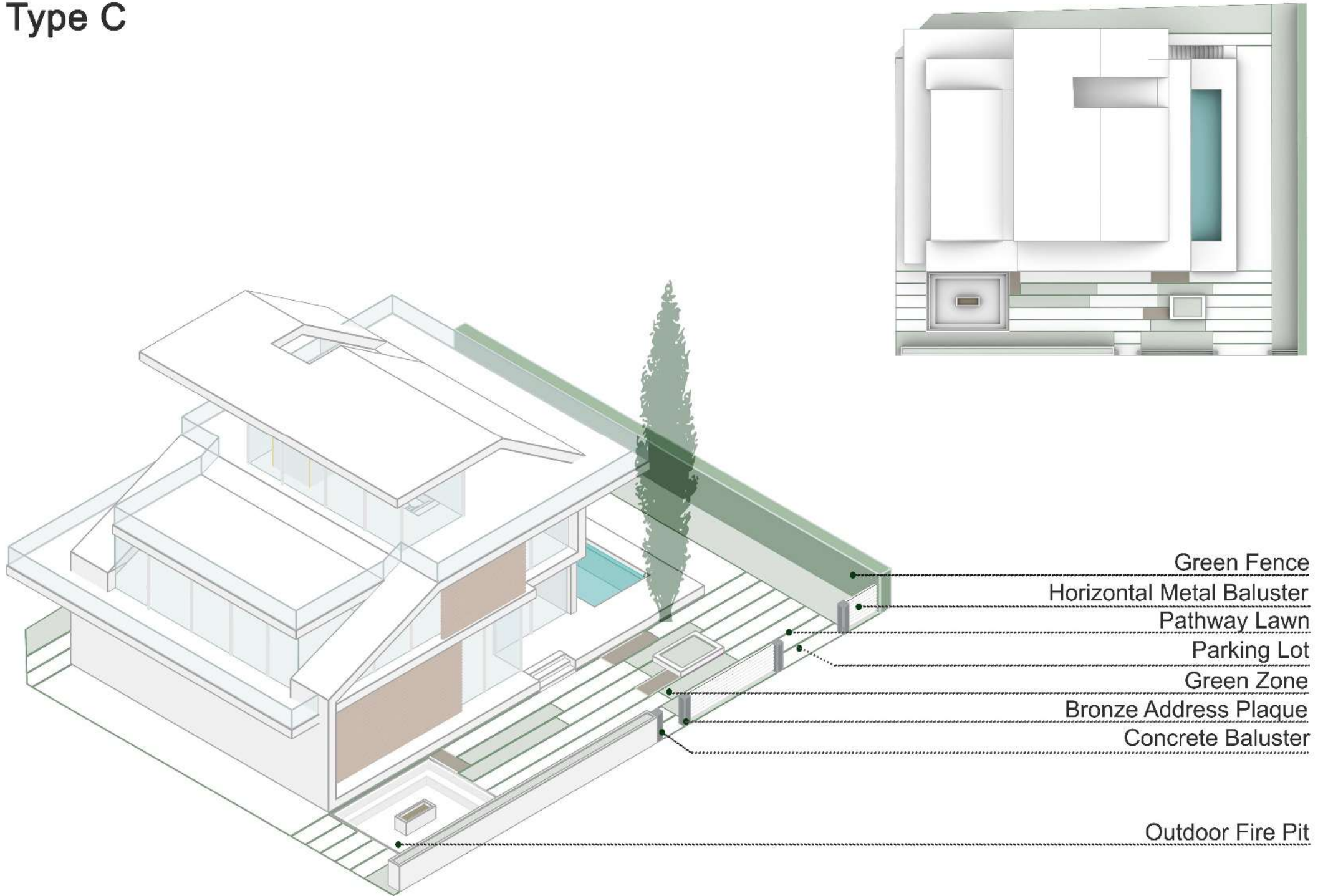
+10.98
+7.38
+4.14
+0.54
±0.00



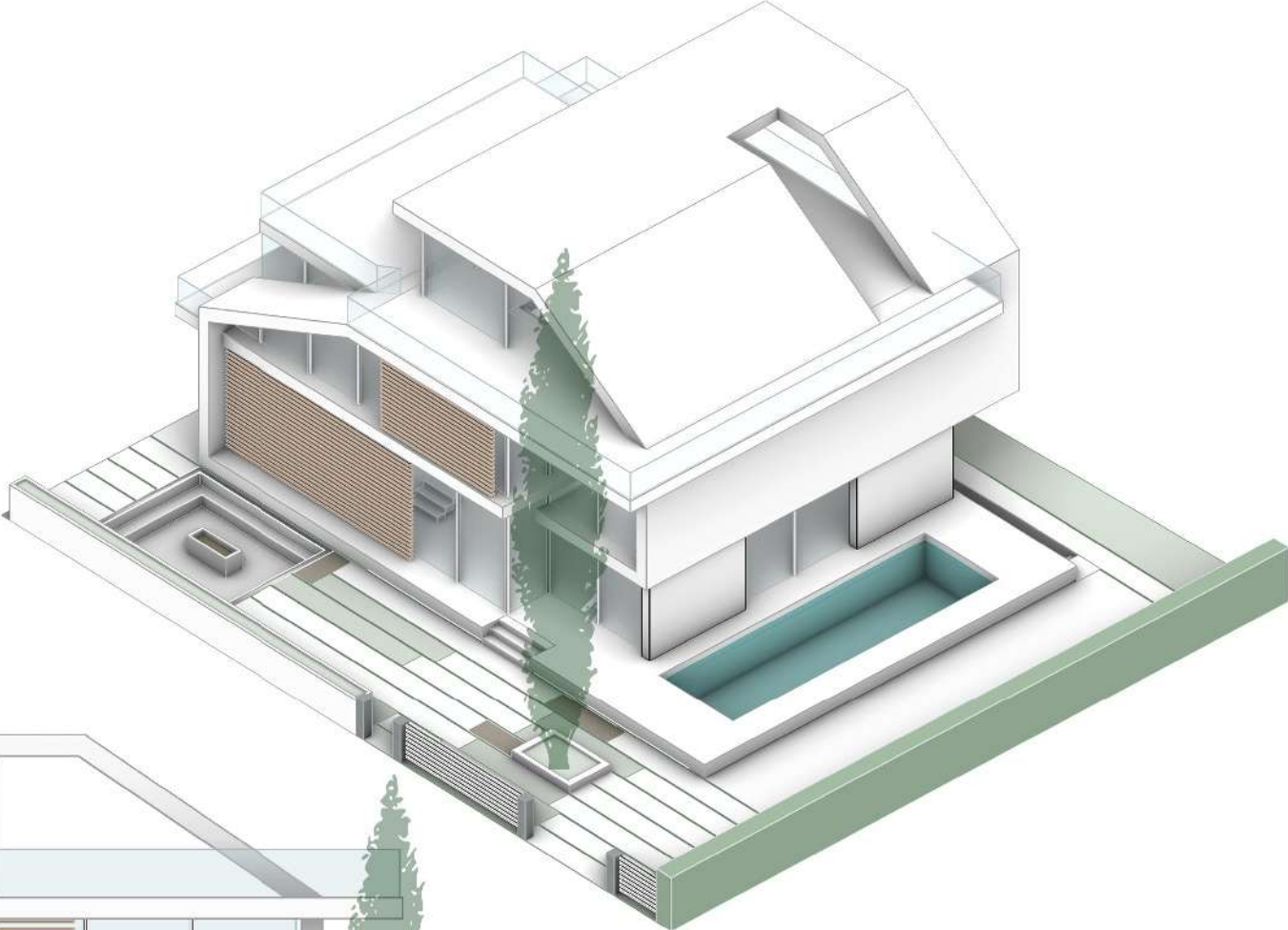


Villa C

Type C



Type C



+10.98

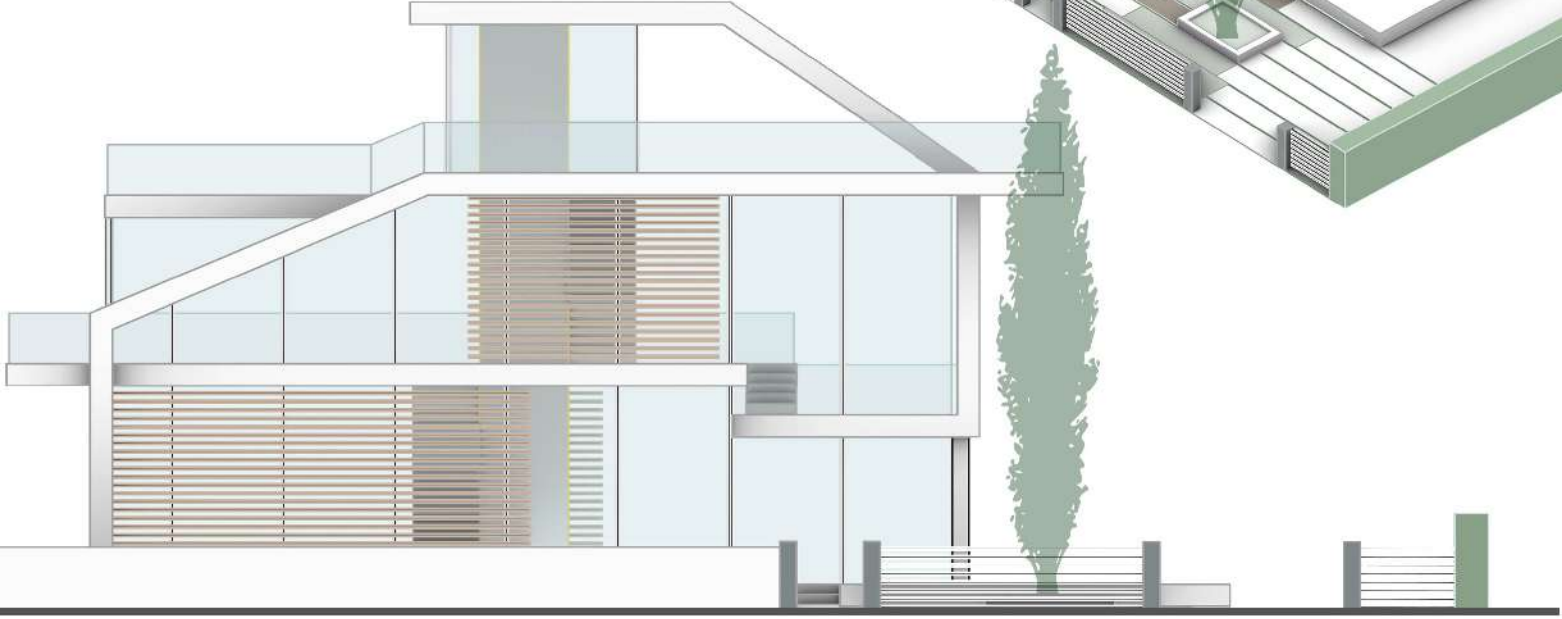
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+4.50

+3.60

+0.54

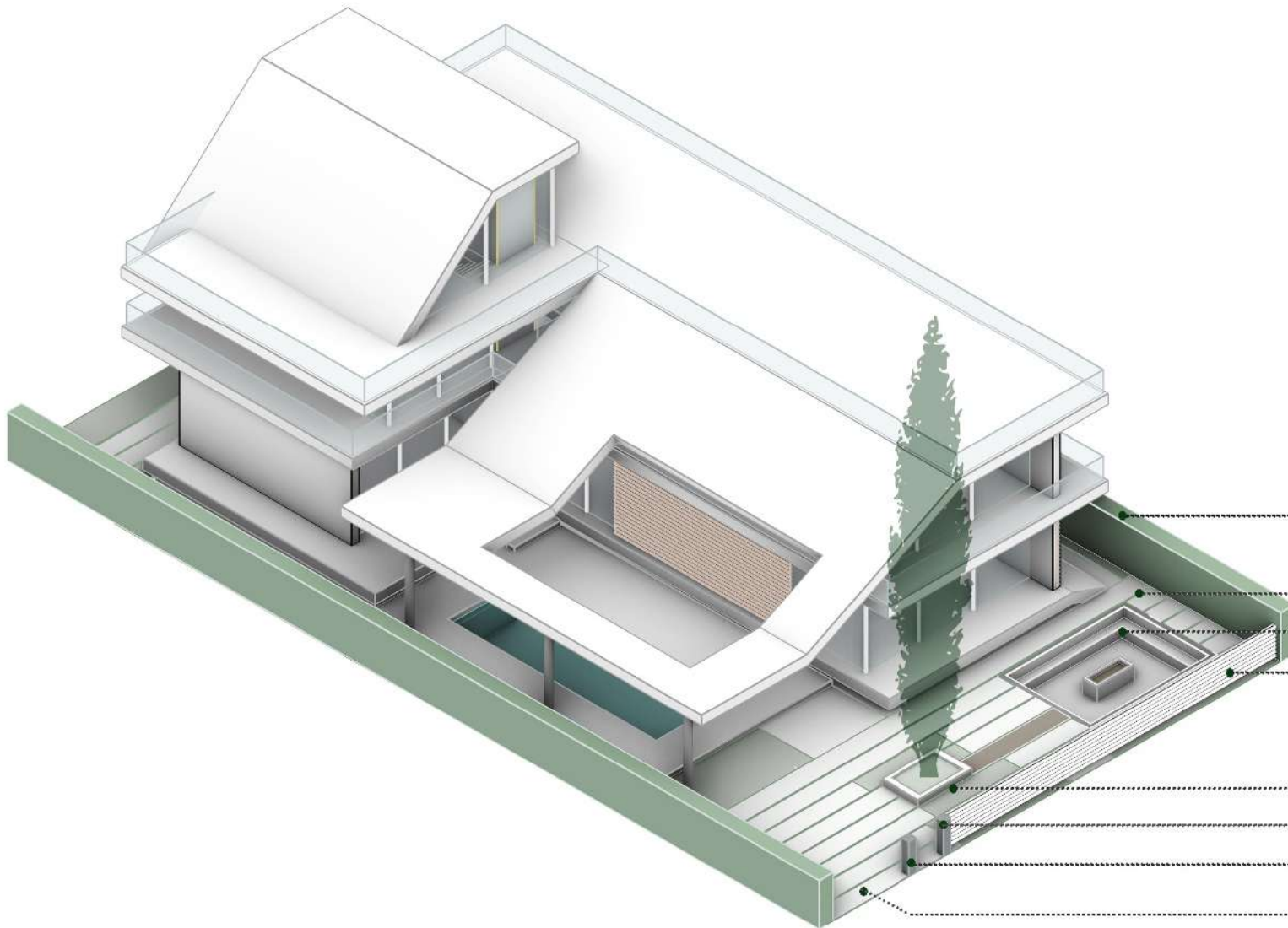
+0.00





Villa D

Type D



Green Fence

Pathway Lawn

Outdoor Fire Pit

Horizontal Metal Baluster

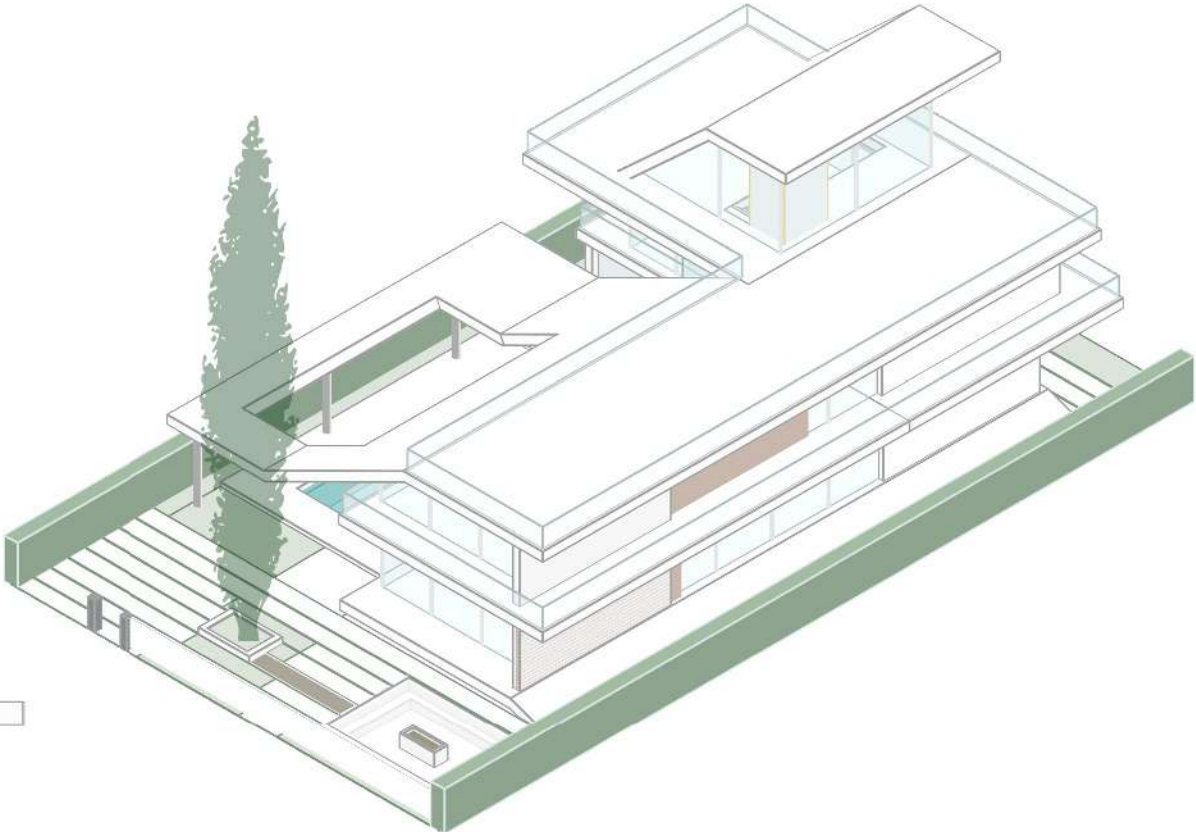
Green Zone

Bronze Address Plaque

Concrete Baluster

Parking Lot

Type D



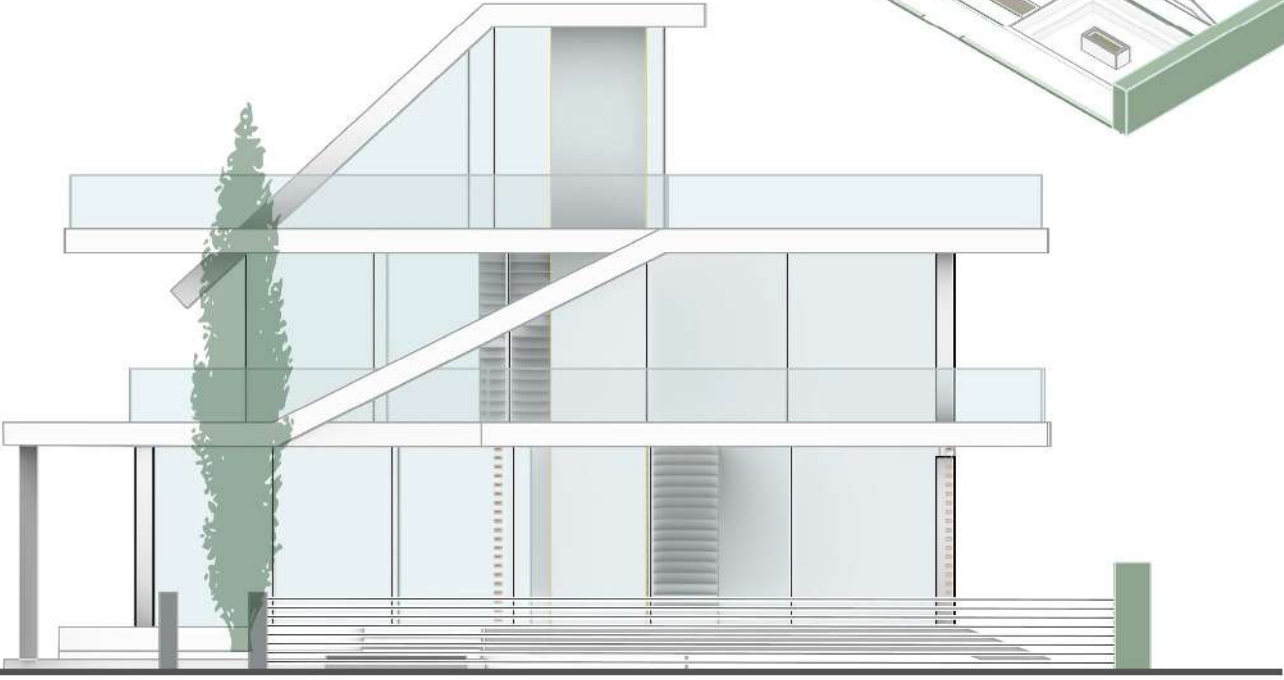
+10.98

+7.38

+4.14

+0.72

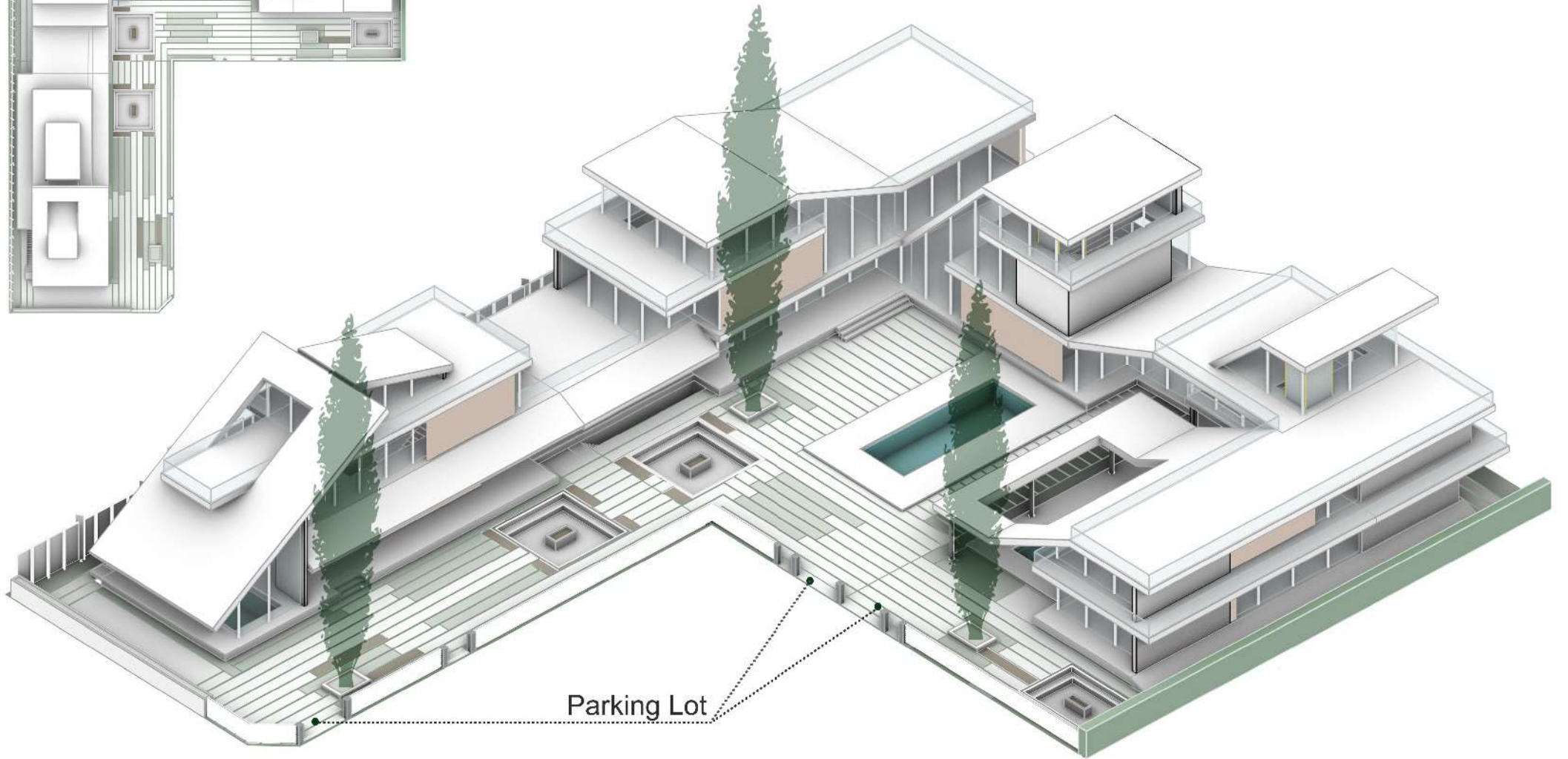
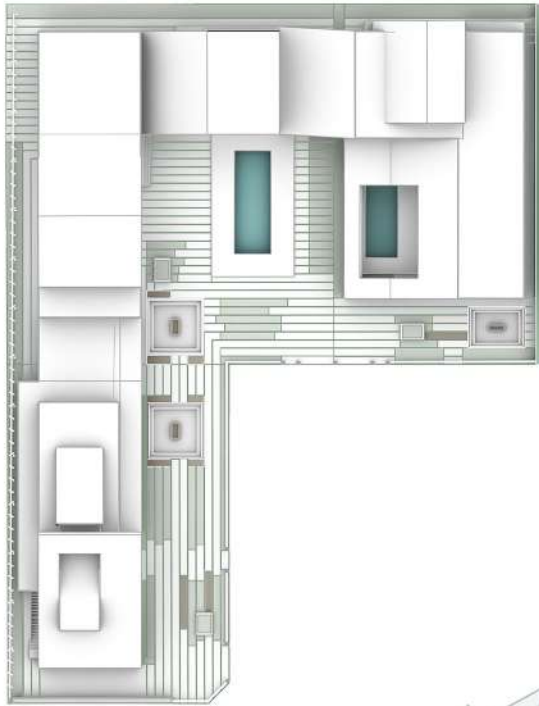
±0.00





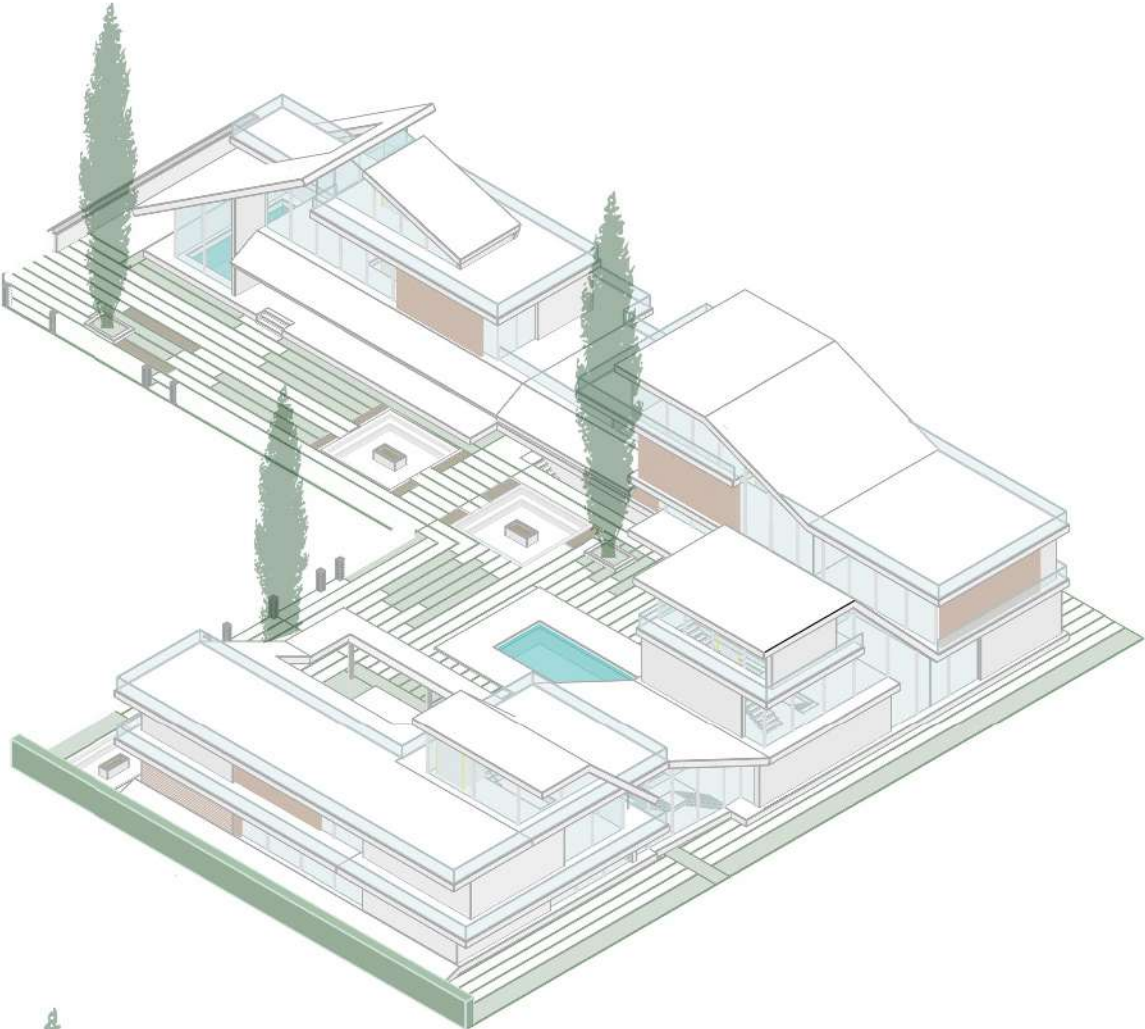
Villa E

Type E

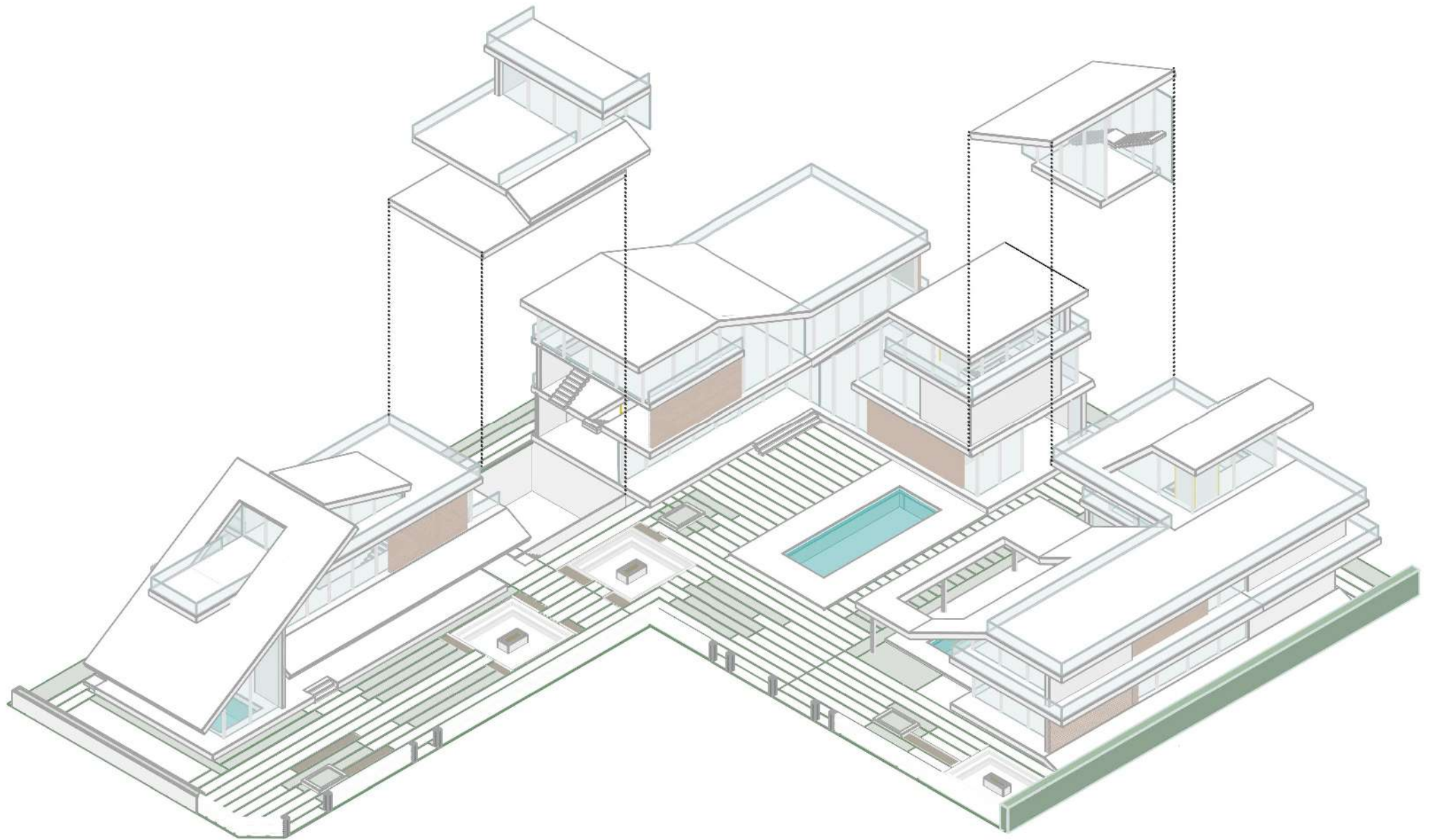




Type E



Type E



Proposed joints for Probable Connections Between the Villas Designed in Part 9, 10 & 11

Booklet 3 of 3:

Mixed Use Building Design Ideas and Drawings

با توجه به نکات مطرح شده در جلسه کرکسیون، موارد زیر در مورد ساختمان مشاعات قابل ذکر است:

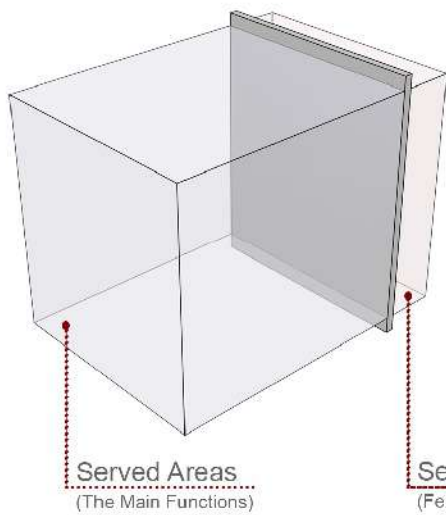
- بدلیل انتخاب قطعه یک و متراژ نسبتا محدود آن جهت ساخت ساختمان مشاعات و محدودیت سطح اشغال ۴۰ درصد و محدودیت ارتفاعی ۱۱ متر، جهت استفاده بهینه از فضا ناگزیر از جانمایی استخر و فضاهای متنوع مربوط به آن در طبقه زیرزمین بودیم و به همین دلیل در این طبقه مساحتی جهت تخصیص به فضای پخش فیلم و بازی های ویدئویی وجود نداشت.

به علاوه، از نظر ما این ساختمان علاوه به تمامی فضاهای مطرح شده، نیاز به یک سالن گردهمایی برای کلیه ساکنین مجموعه جهت گفت و گو و اخذ تصمیم برای مجموعه در زمان های مقتضی را دارد، فضایی که نمودی از جامعه دموکراتیک است. در همین راستا، فضای گردهمایی، پخش فیلم و بازی ویدئویی در قالب یک فضای واحد انعطاف پذیر در قلب پروژه تعبیه شد و جهت بهره گیری بیشتر از نور طبیعی، پنجره های سقفی در بالای آن در نظر گرفته شد که قابلیت پوشانده شدن توسط سقف متحرک همچون skyroof را دارد.

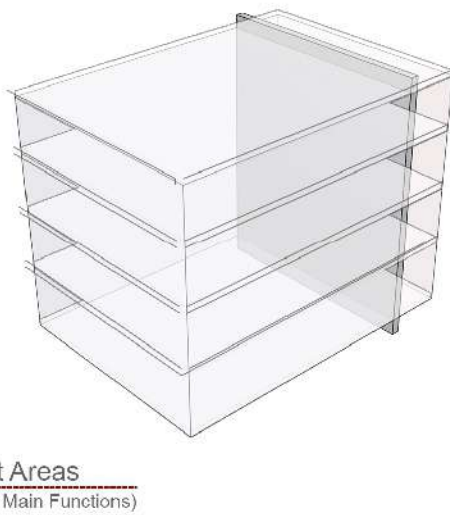
- برای محوطه این ساختمان ورودی جداگانه ای در ضلع جنوبی در نظر گرفته شد و طراحی دیوار و سردر در ارتباط با نمای جنوبی مورد بازبینی کامل قرار گرفت.



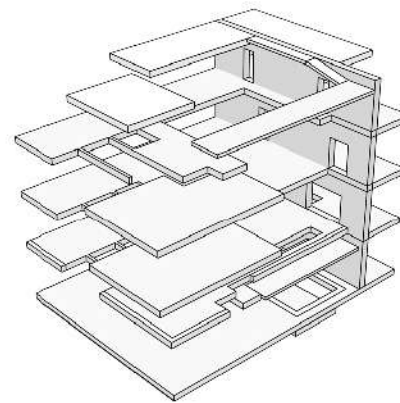
Mixed Use



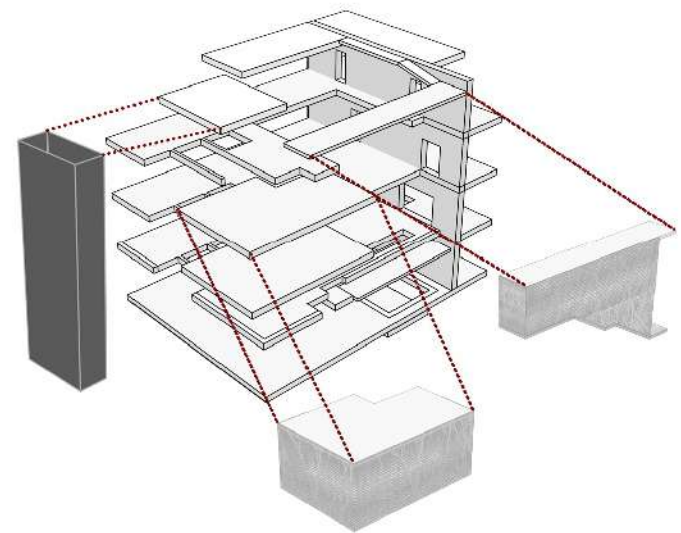
Dividing the Building into Two Main Sections of Served & Servant Areas Through a Distinguished Wall



Defining Levels & Adding Floors

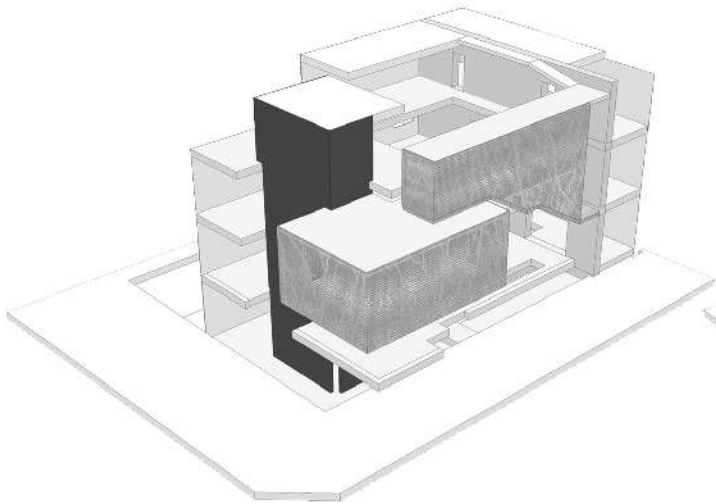


Editing Floors in Connection with Required Functions

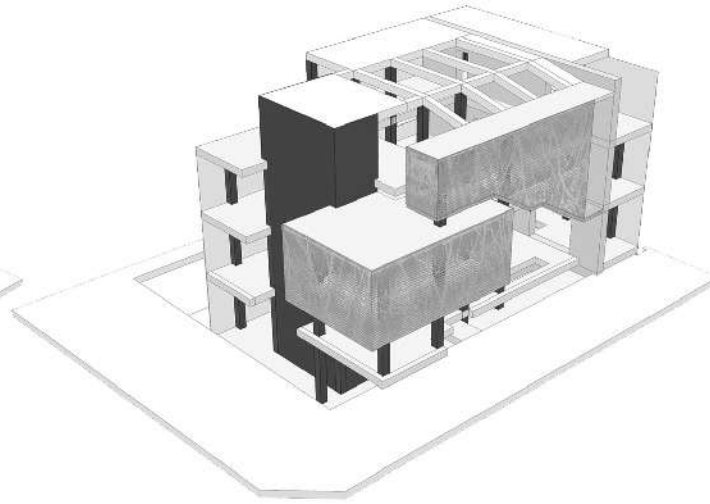


Adding the Main Elements of Facade

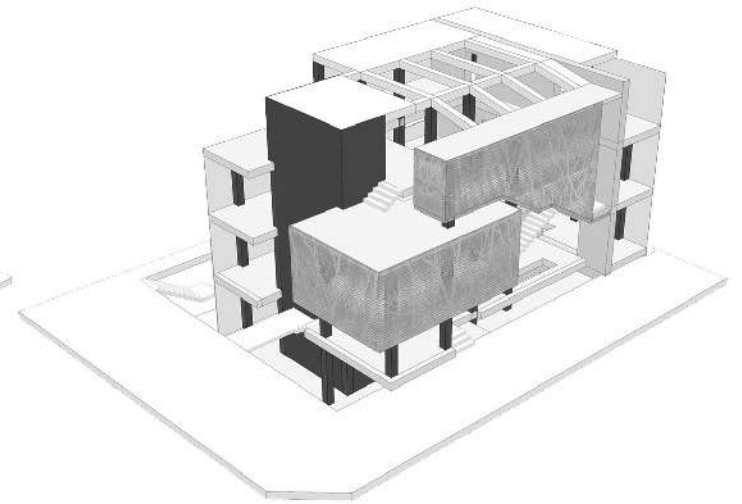
Schematic Diagram



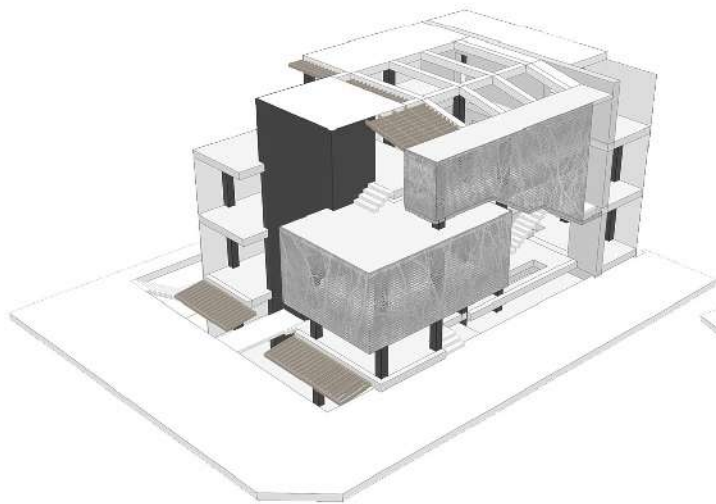
1 Floors and Facade Main Elements



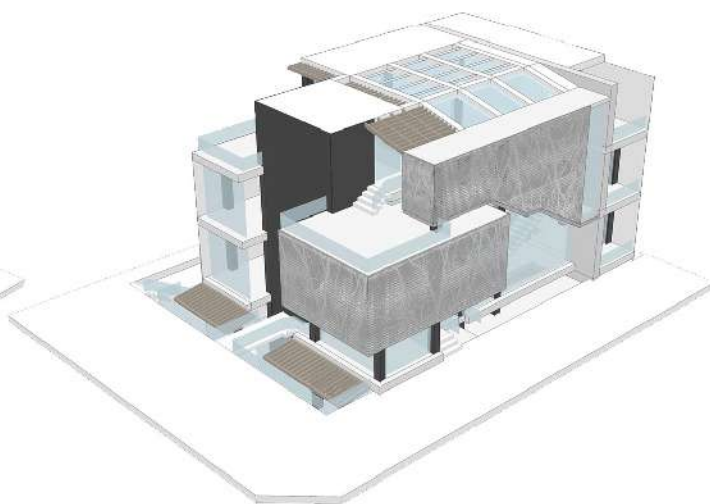
2 Adding Structure



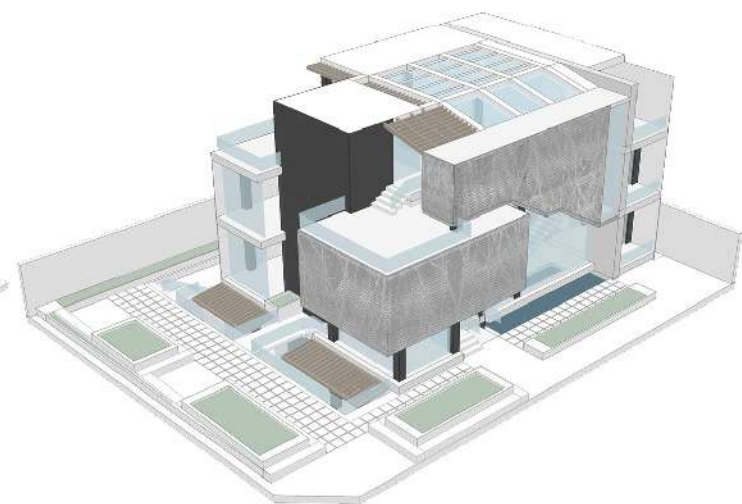
3 Adding Stairs and Vertical Accesses



4 Adding Pergolas

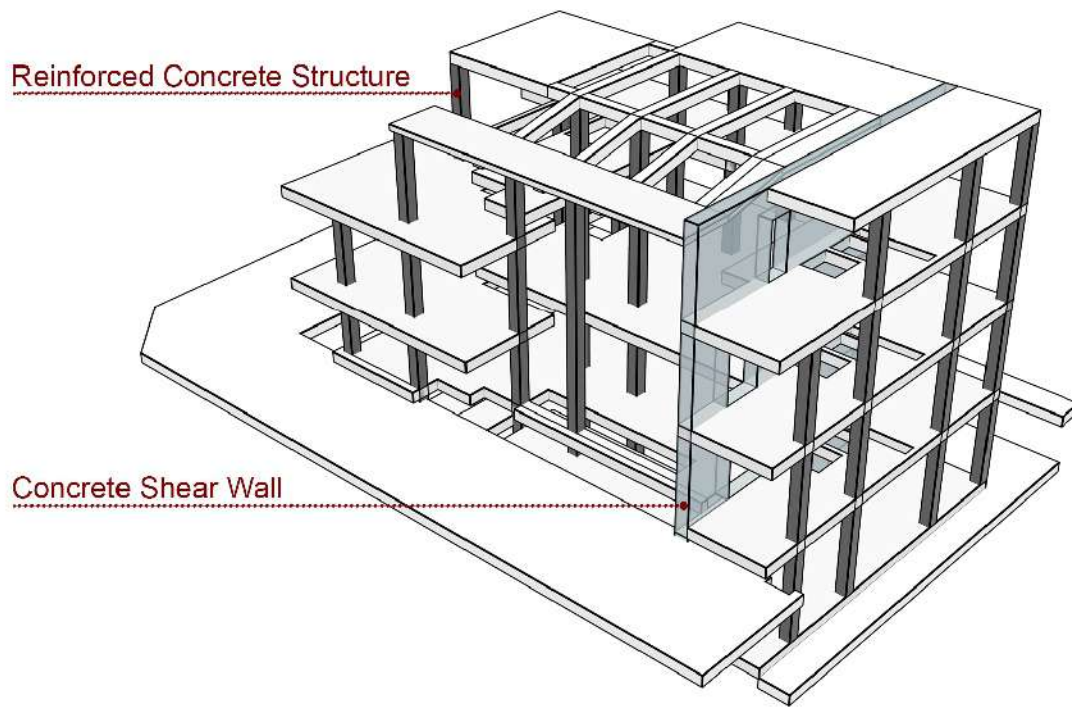


5 Adding transparent Facade Elements

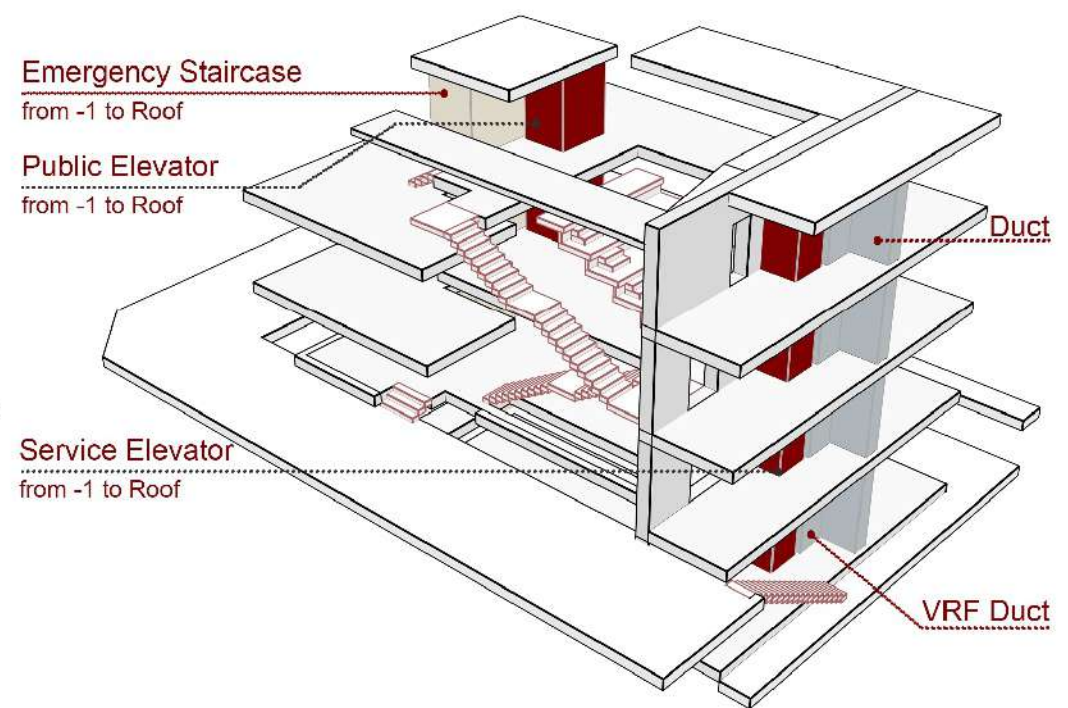


6 Designing Landscape

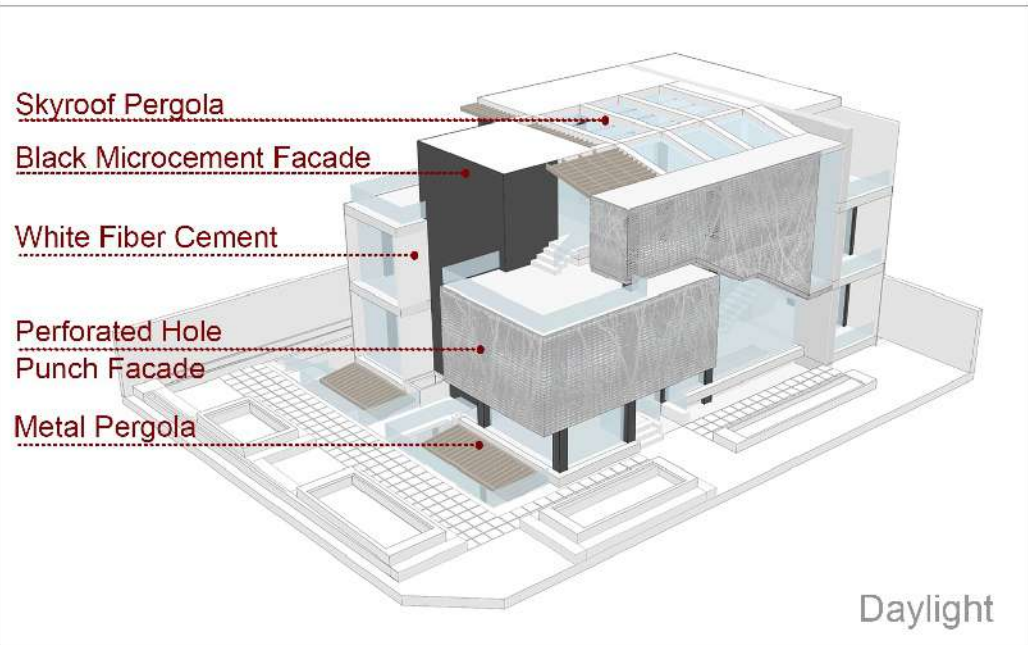
Formation Process



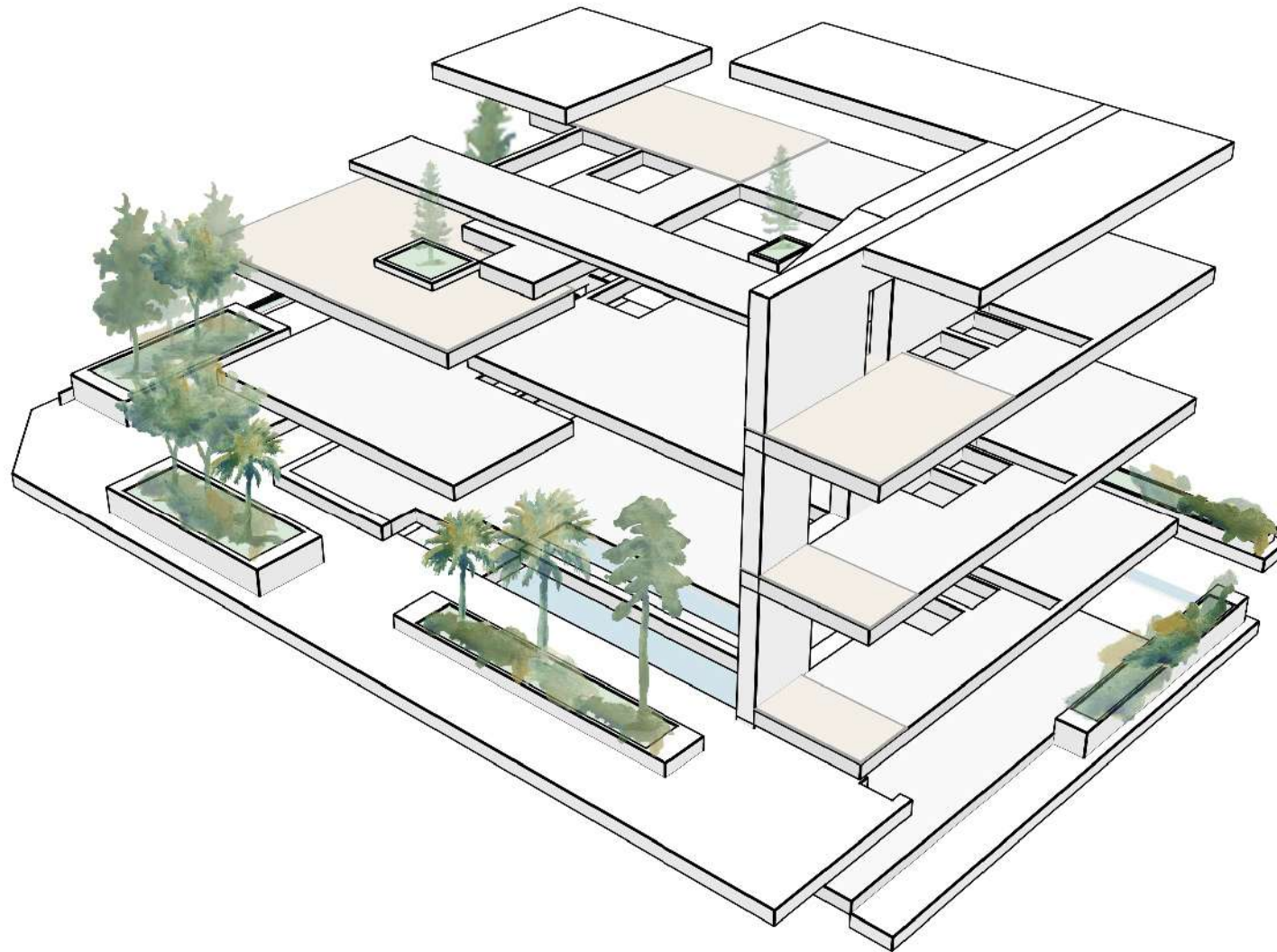
Structure Diagram



Duct & Vertical Access Diagram



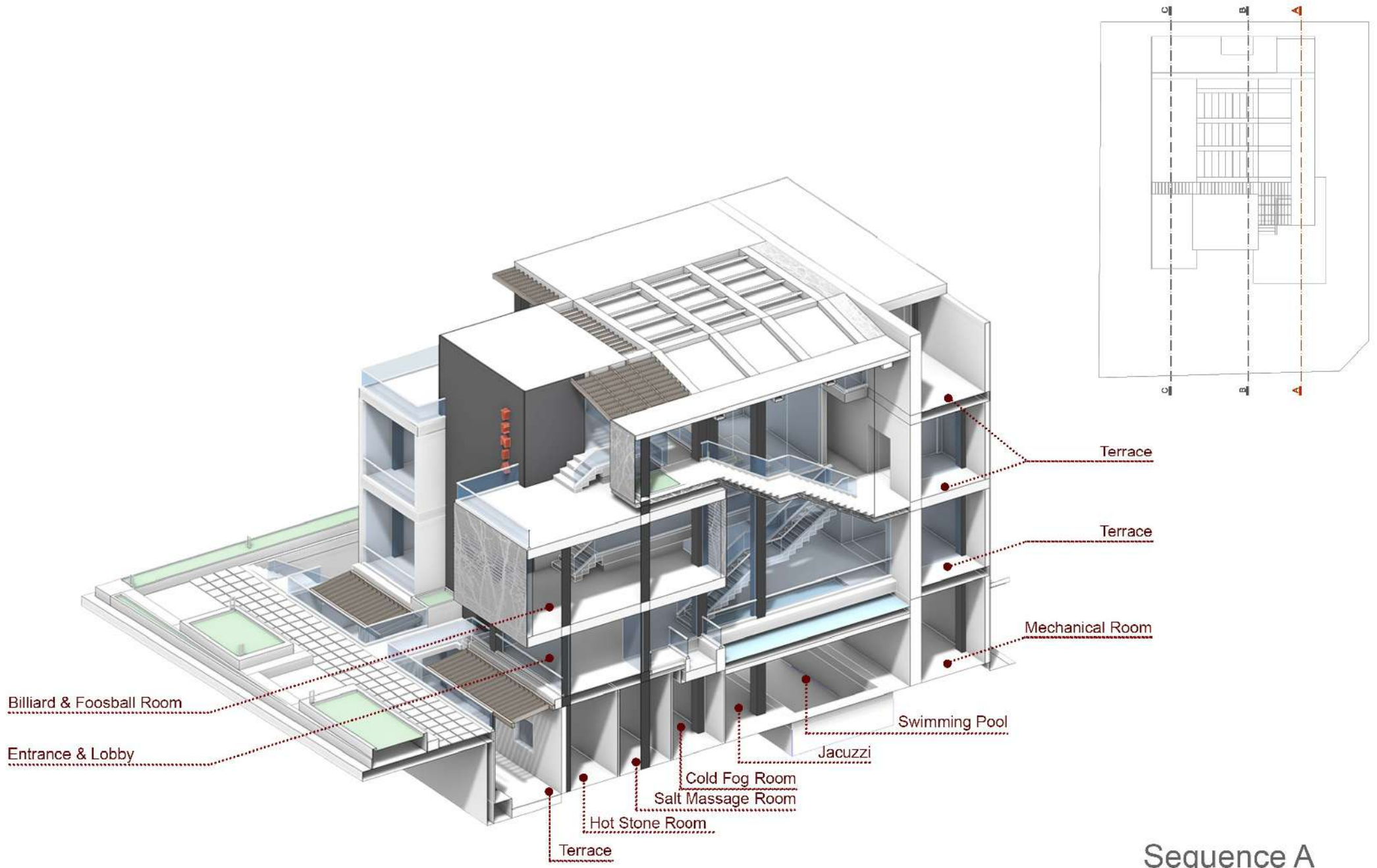
Material Diagram

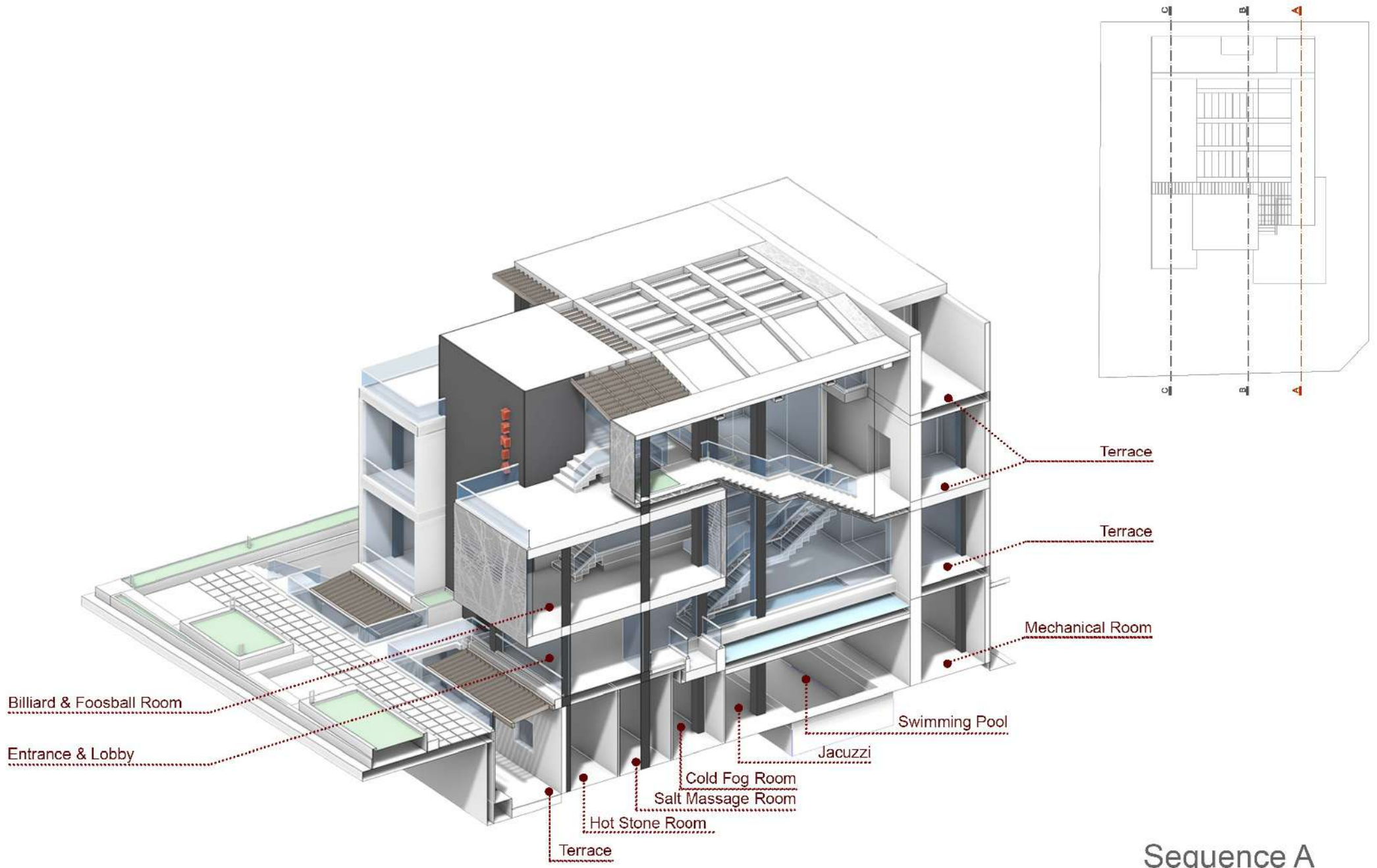


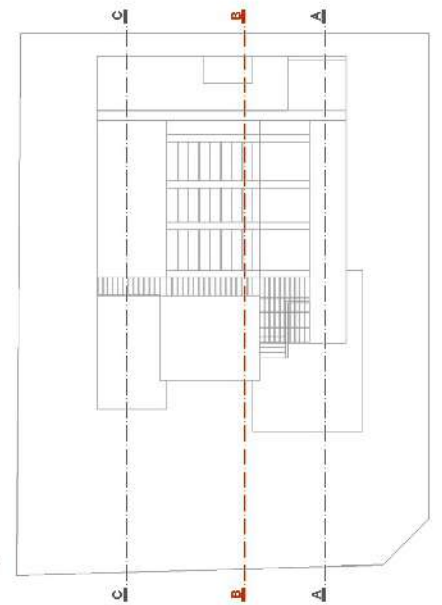
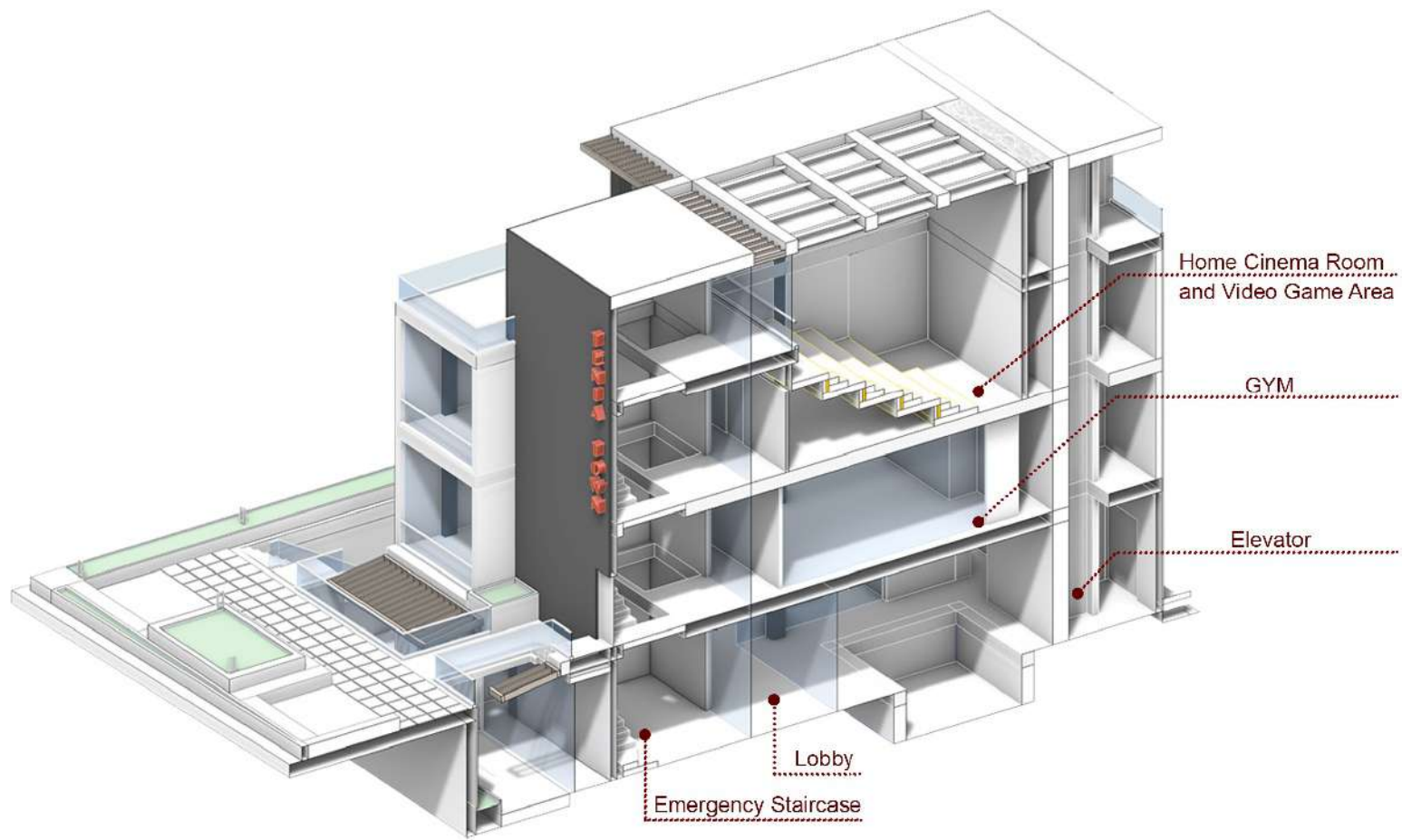
Location of
Green Zones, Terraces, Pool



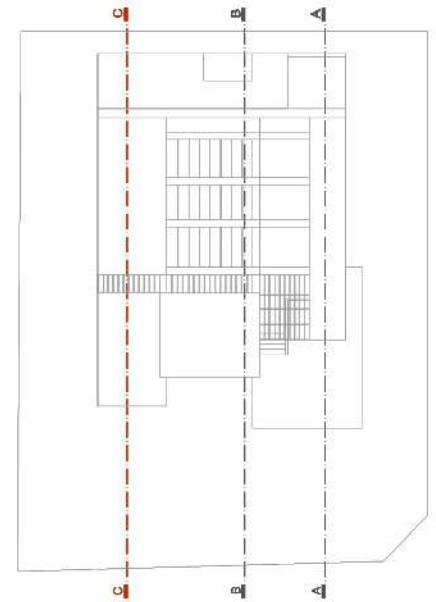
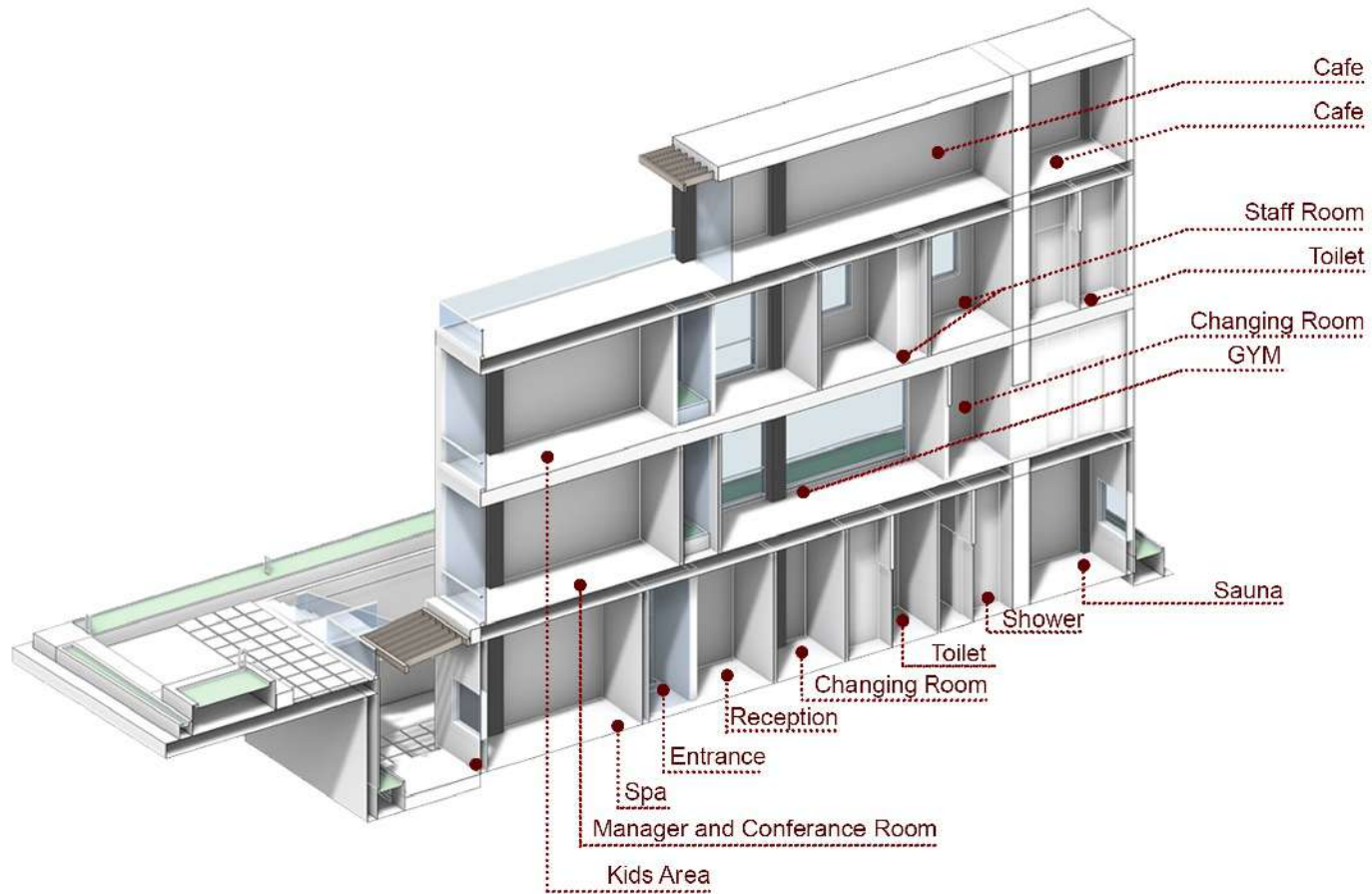
TECHNICAL



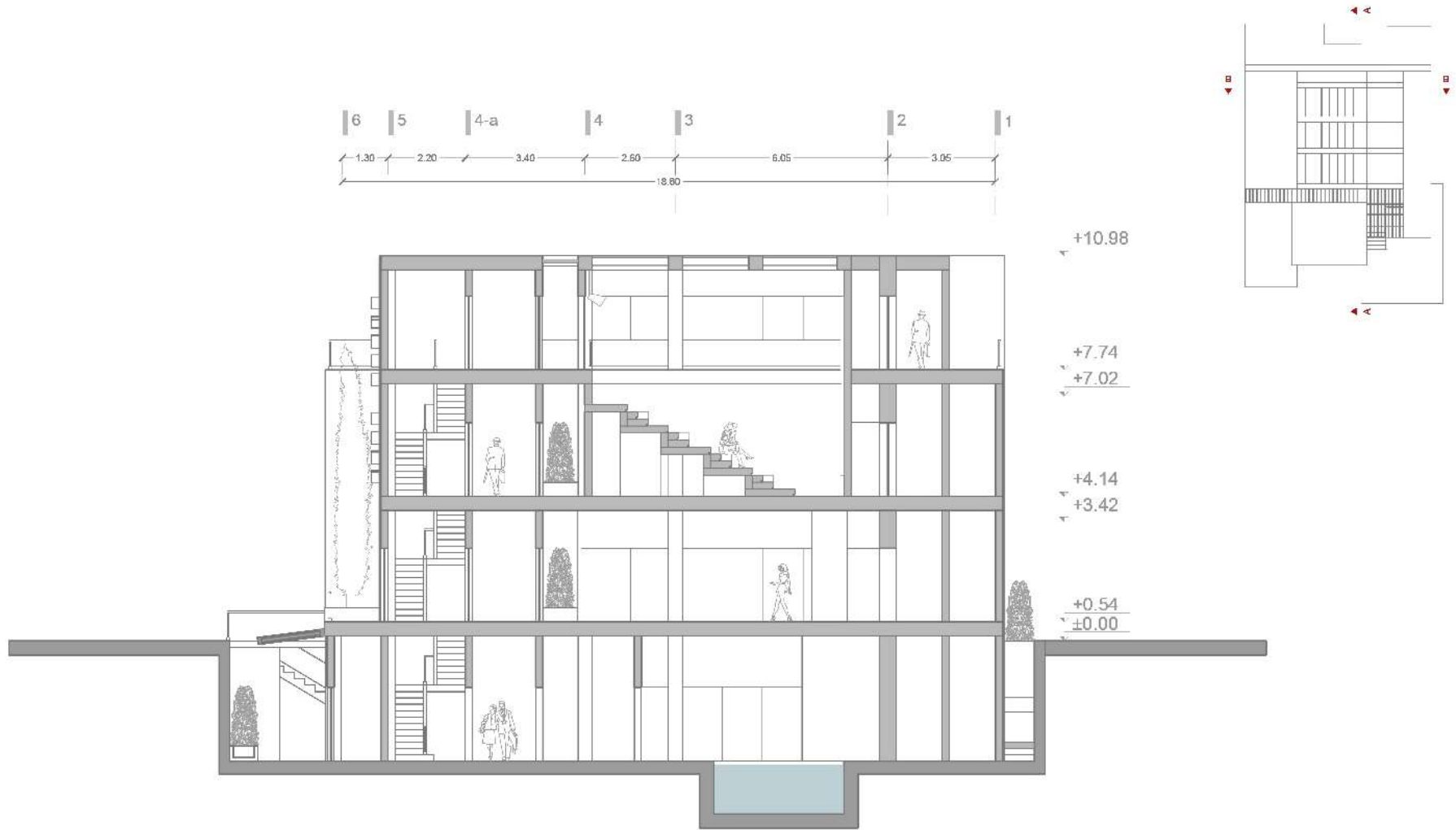




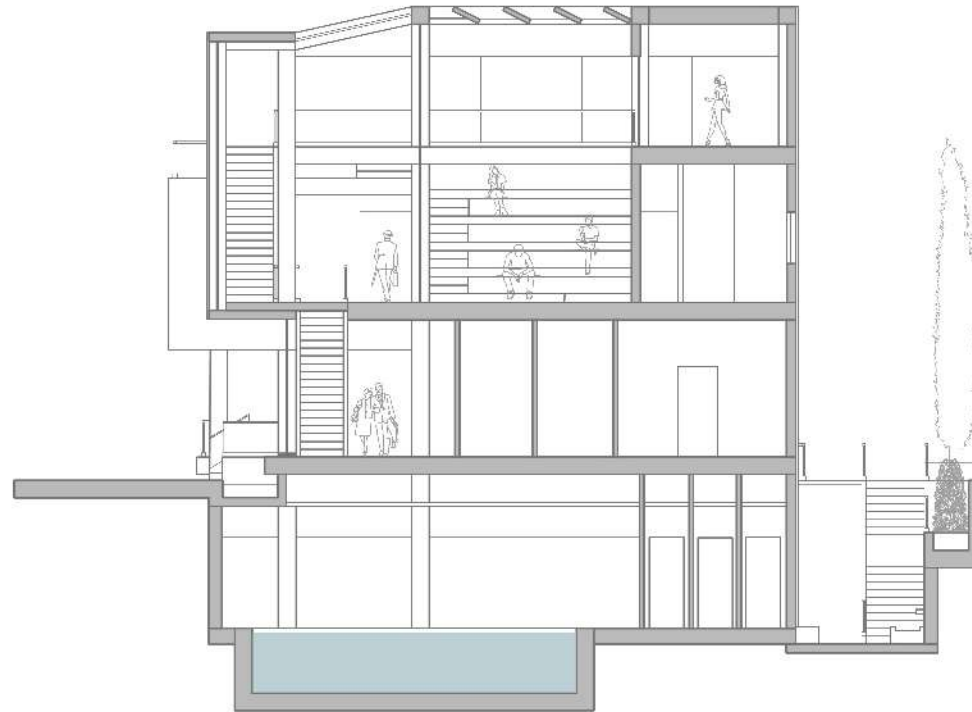
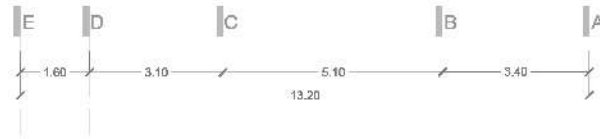
Sequence B



Sequence C



A-A SECTION OF MIXED USE COMPLEX



+10.98
+10.38

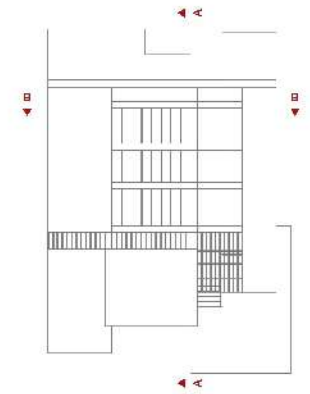
+7.74
+7.02

+4.14
+3.42

+0.00

+1.62

-3.78



A-A SECTION OF MIXED USE COMPLEX



EAST ELEVATION



SOUTH ELEVATION

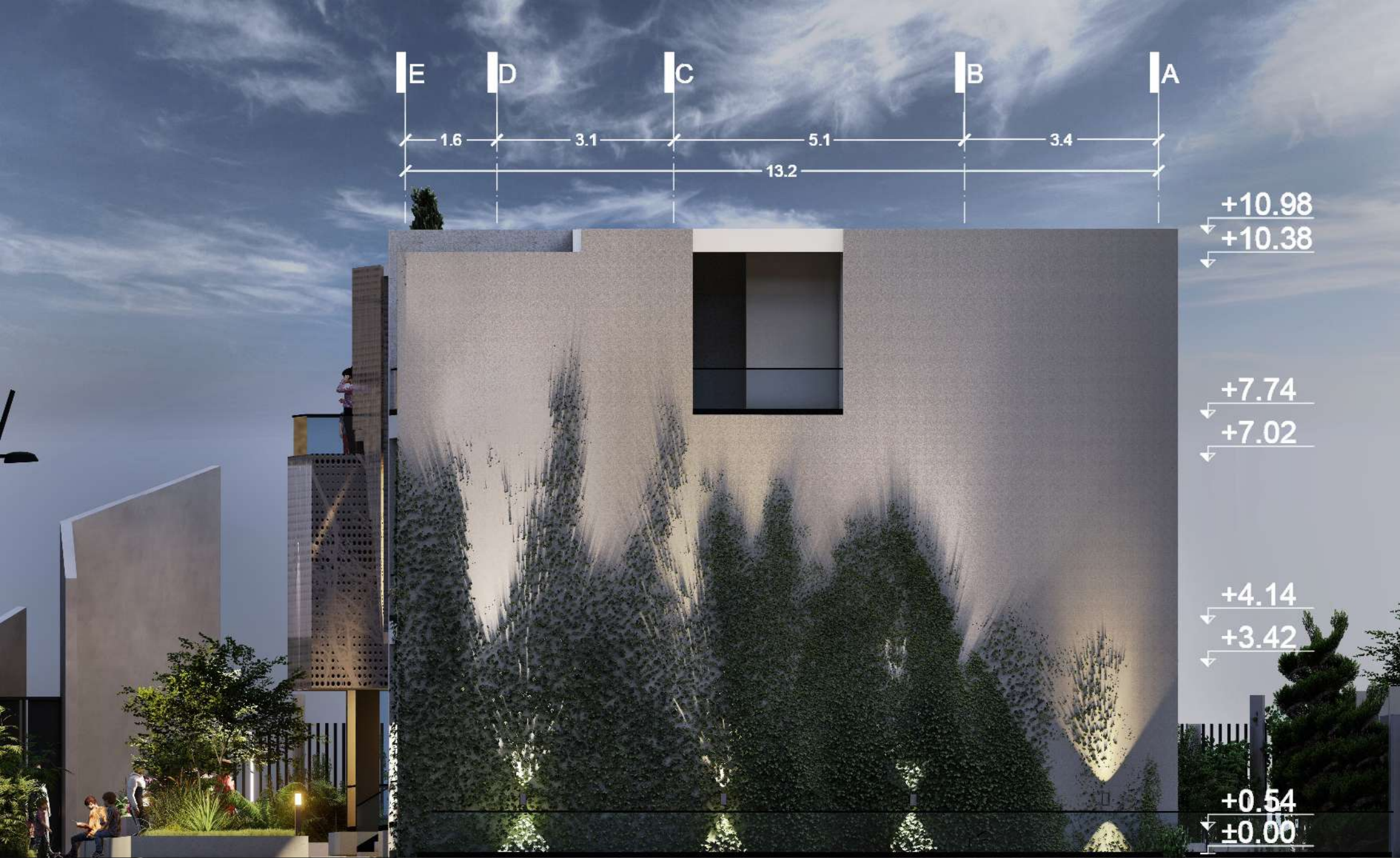


WEST ELEVATION

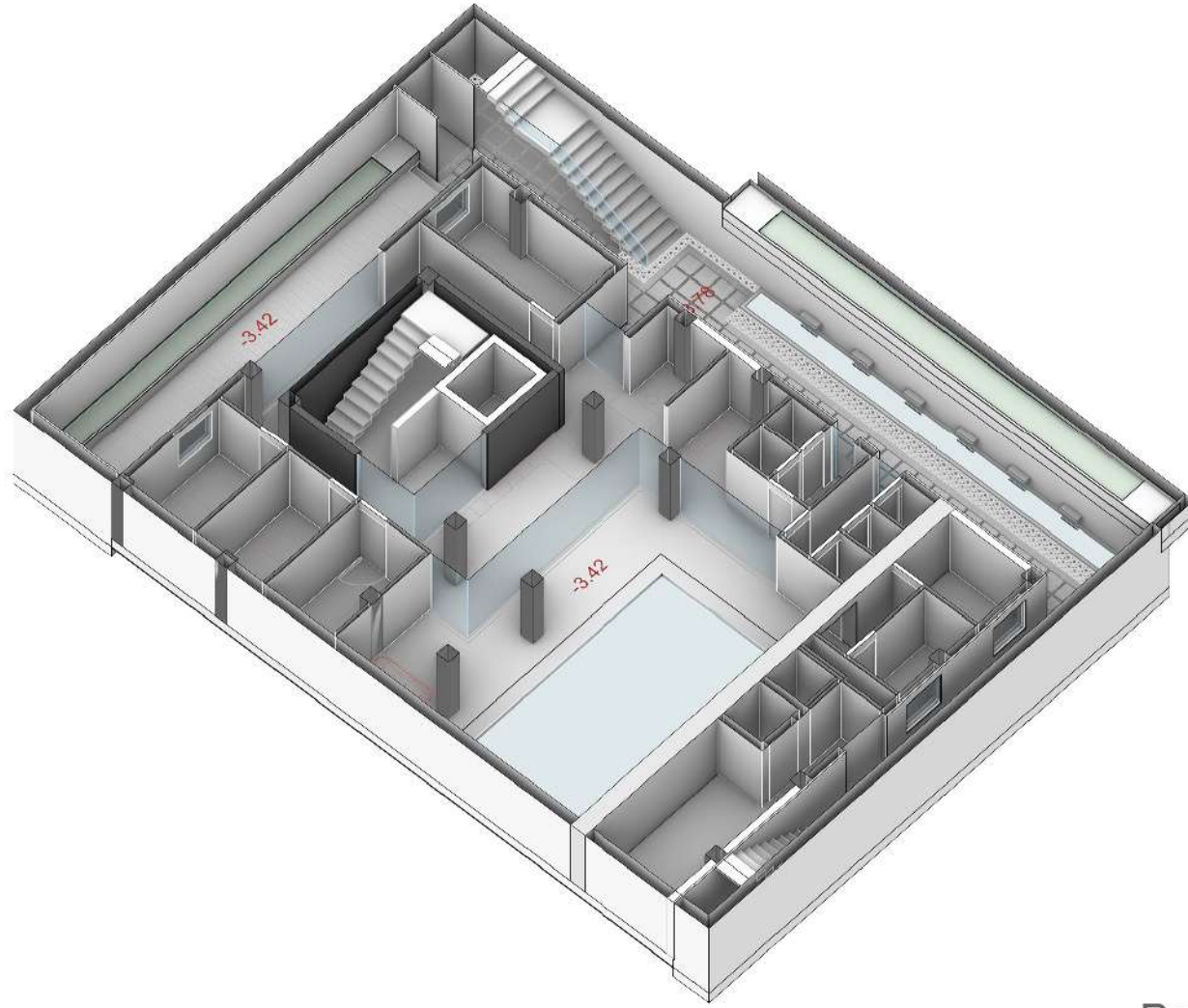




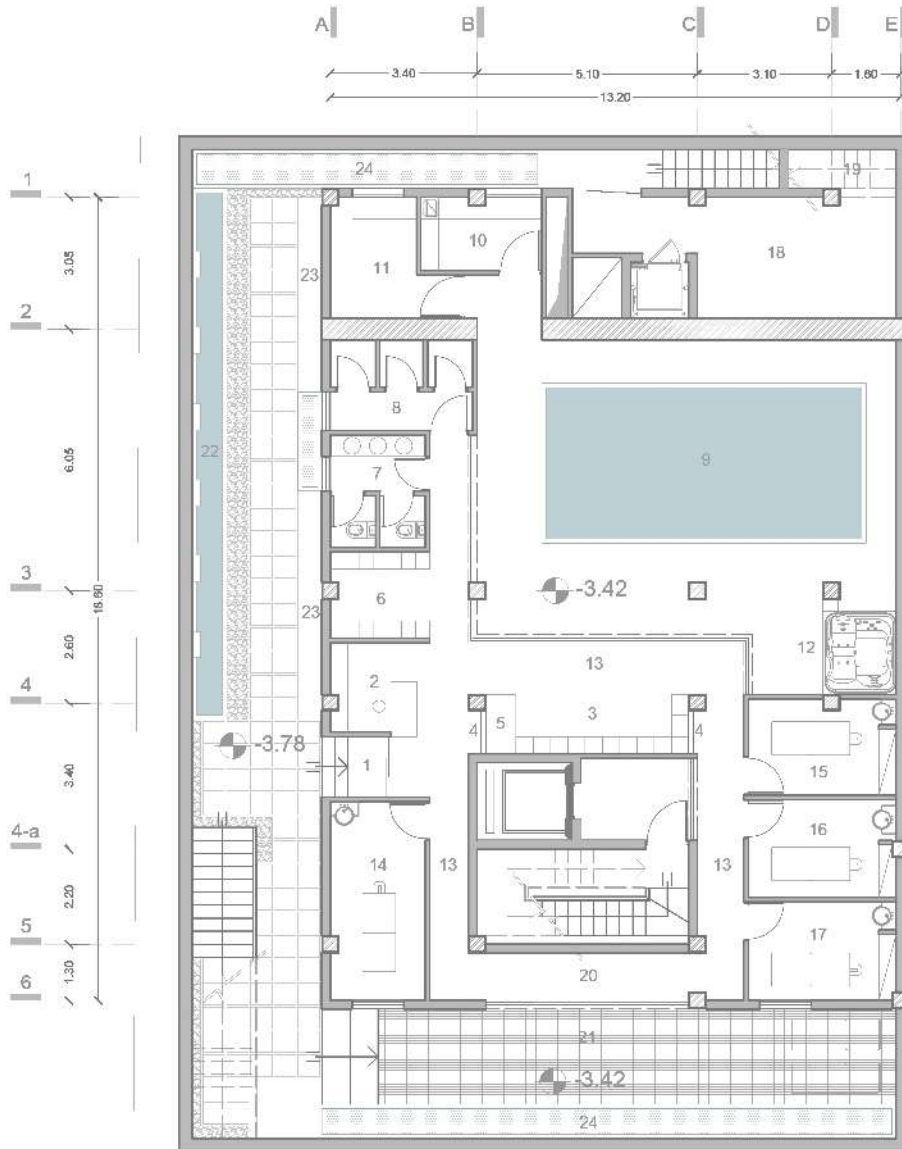
NORTH ELEVATION- Day



NORTH ELEVATION- Night

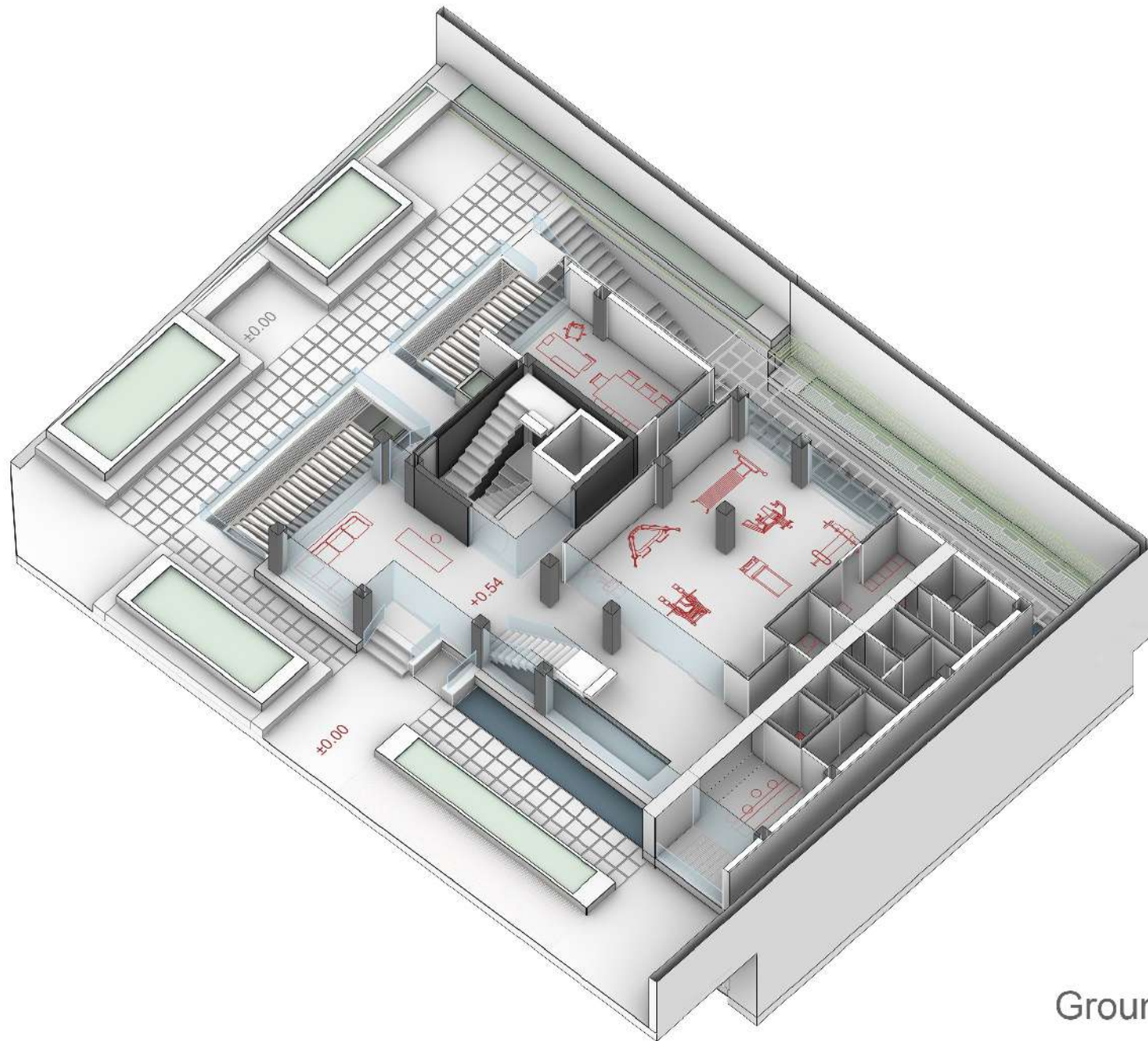


Basement Floor Plan

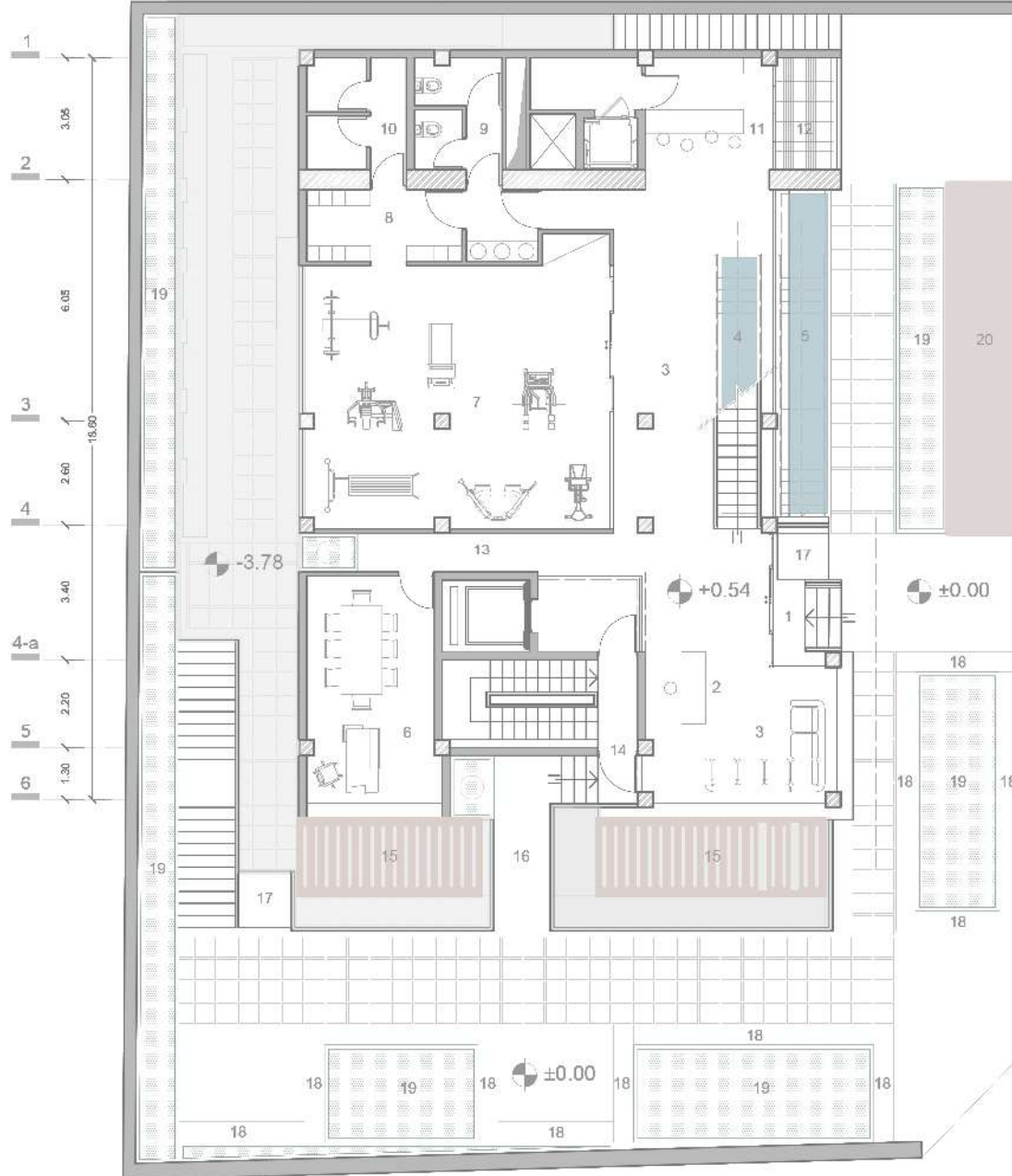
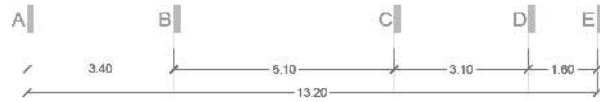


BASEMENT FLOOR PLAN

- | | |
|----------------------|----------------------|
| 1 Entrance | 13 Passage |
| 2 Reception | 14 Spa |
| 3 Lobby | 15 Cold Fog Room |
| 4 Information Board | 16 Salt Massage Room |
| 5 Vending Machine | 17 Hot Stone Room |
| 6 Changing Room | 18 Mechanical Room |
| 7 Toilet | 19 Storage |
| 8 Shower | 20 Resting Place |
| 9 Pool | 21 Terrace |
| 10 Sauna | 22 Wall Fountain |
| 11 Steam Sauna | 23 Bench |
| 12 Jacuzzi | 24 Green Area |
| 12-1 Hot Stone Bench | |



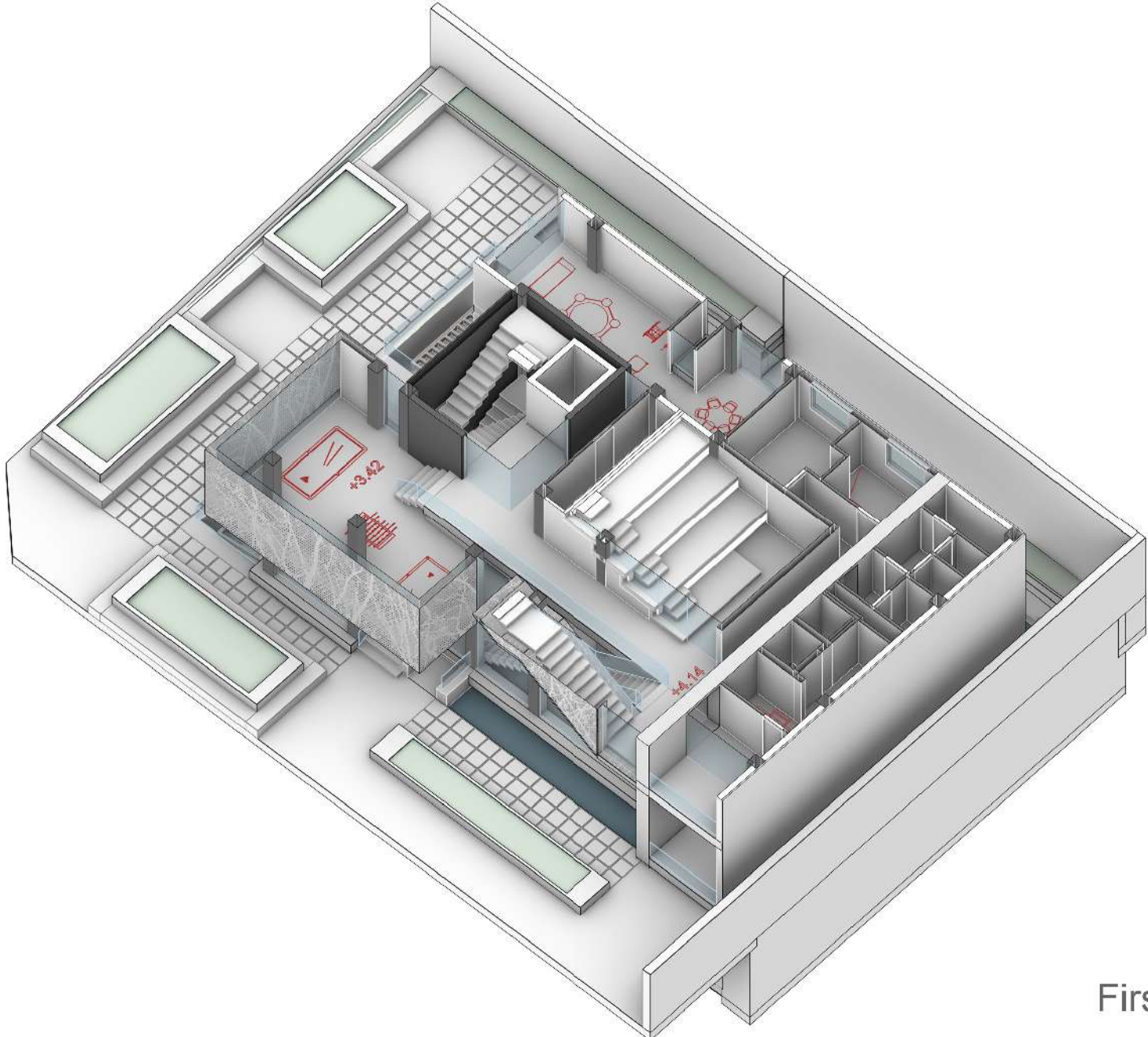
Ground Floor Plan



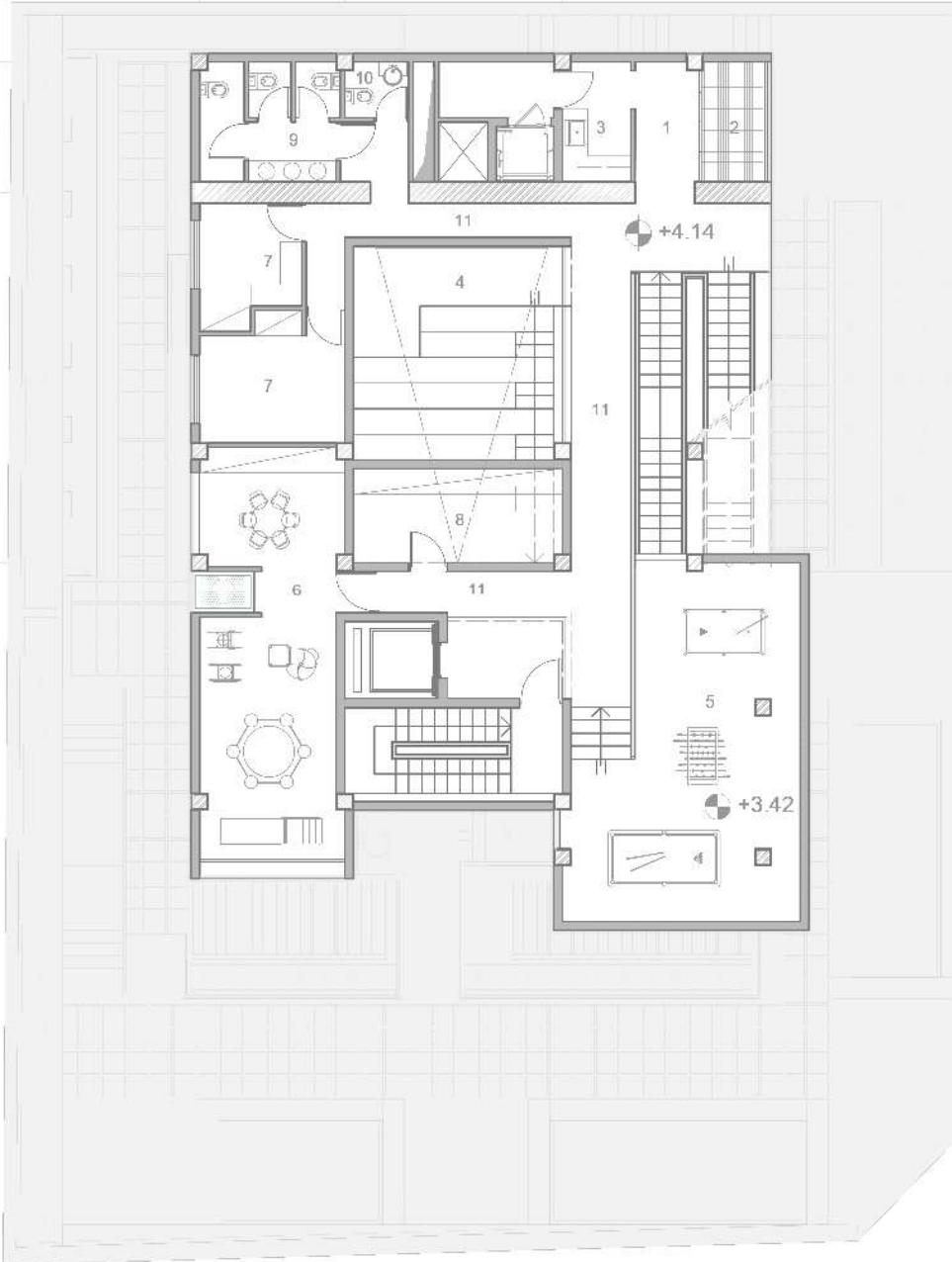
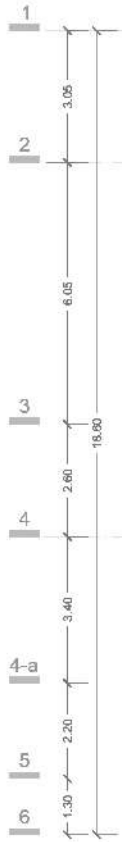
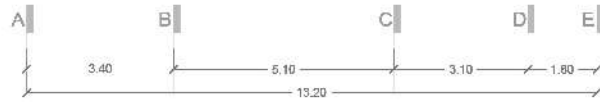
GROUND FLOOR PLAN

- | | |
|-----------------------------|---------------------------|
| 1 Entrance | 11 Juice Bar |
| 2 Reception | 12 Terrace |
| 3 Lobby | 13 Passage |
| 4 Inner Pool | 14 Emergency Exit |
| 5 Outer Pool | 15 Pergola |
| 6 Manager & Conference Room | 16 Bridge |
| 7 Gym | 17 Vertical Platform Lift |
| 8 Changing Room | 18 Bench |
| 9 Toilet | 19 Green Area |
| 10 Shower | 20 Bicycle Parking |





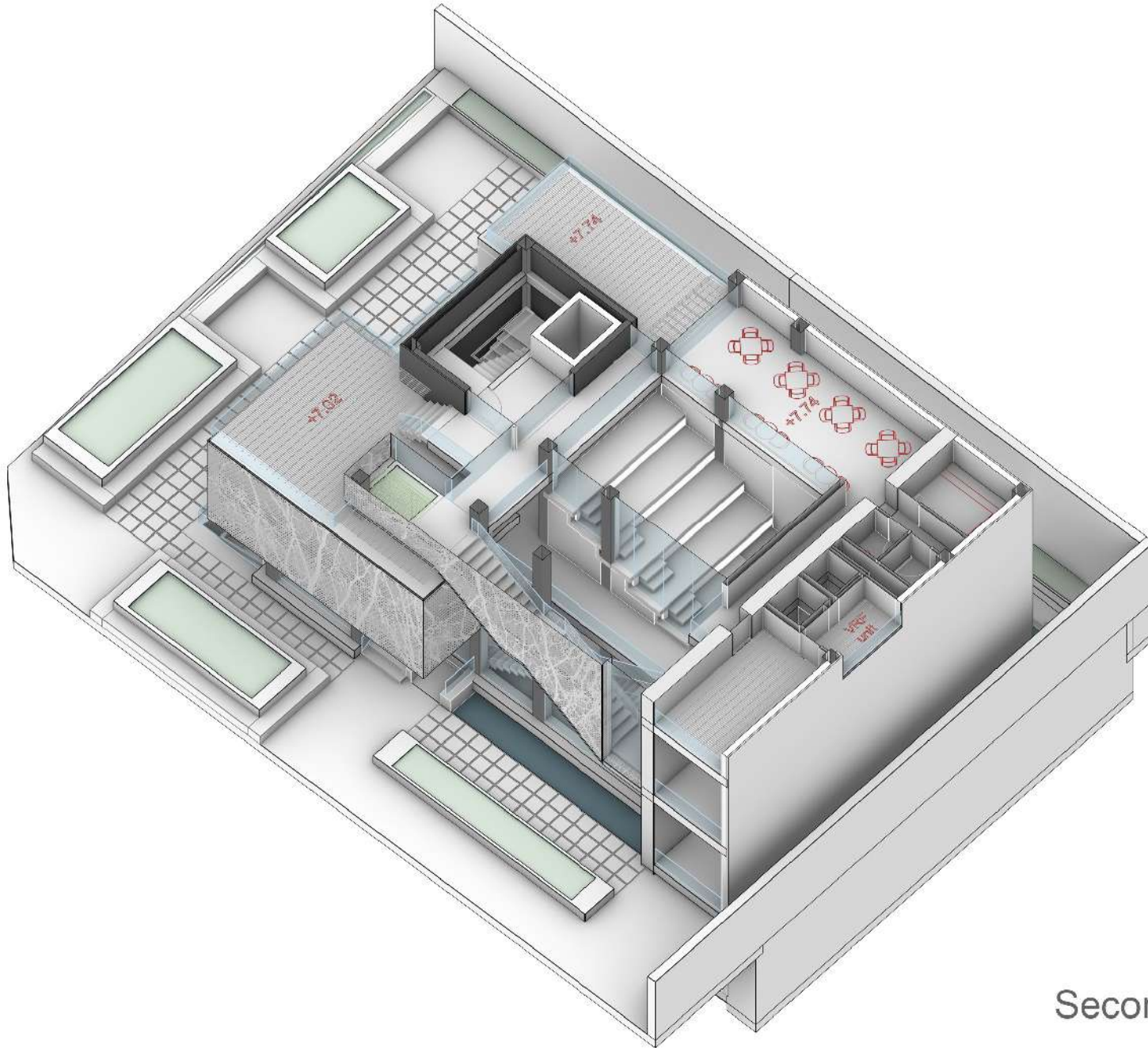
First Floor Plan



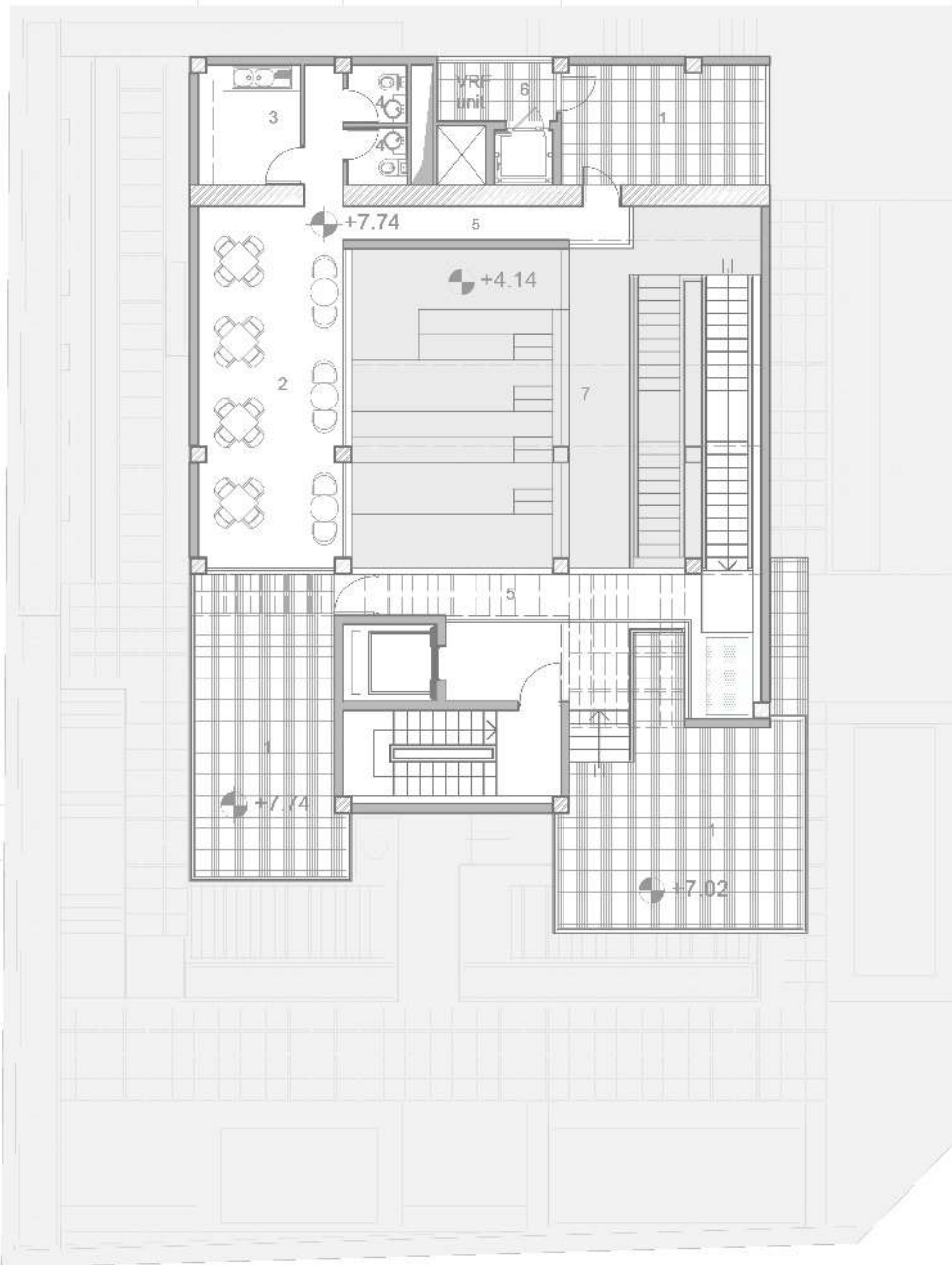
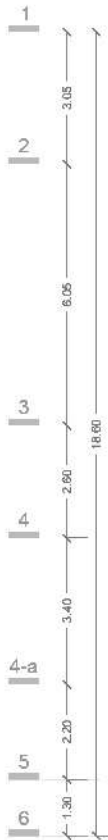
FIRST FLOOR PLAN

- 1 Foyer
- 2 Terrace
- 3 Pantry
- 4 Home Cinema Room & Video Game Area
- 5 Billiard Room
- 6 Kids Area
- 7 Staff Room
- 8 Storage
- 9 Toilet
- 10 Staff Toilet
- 10 Passage





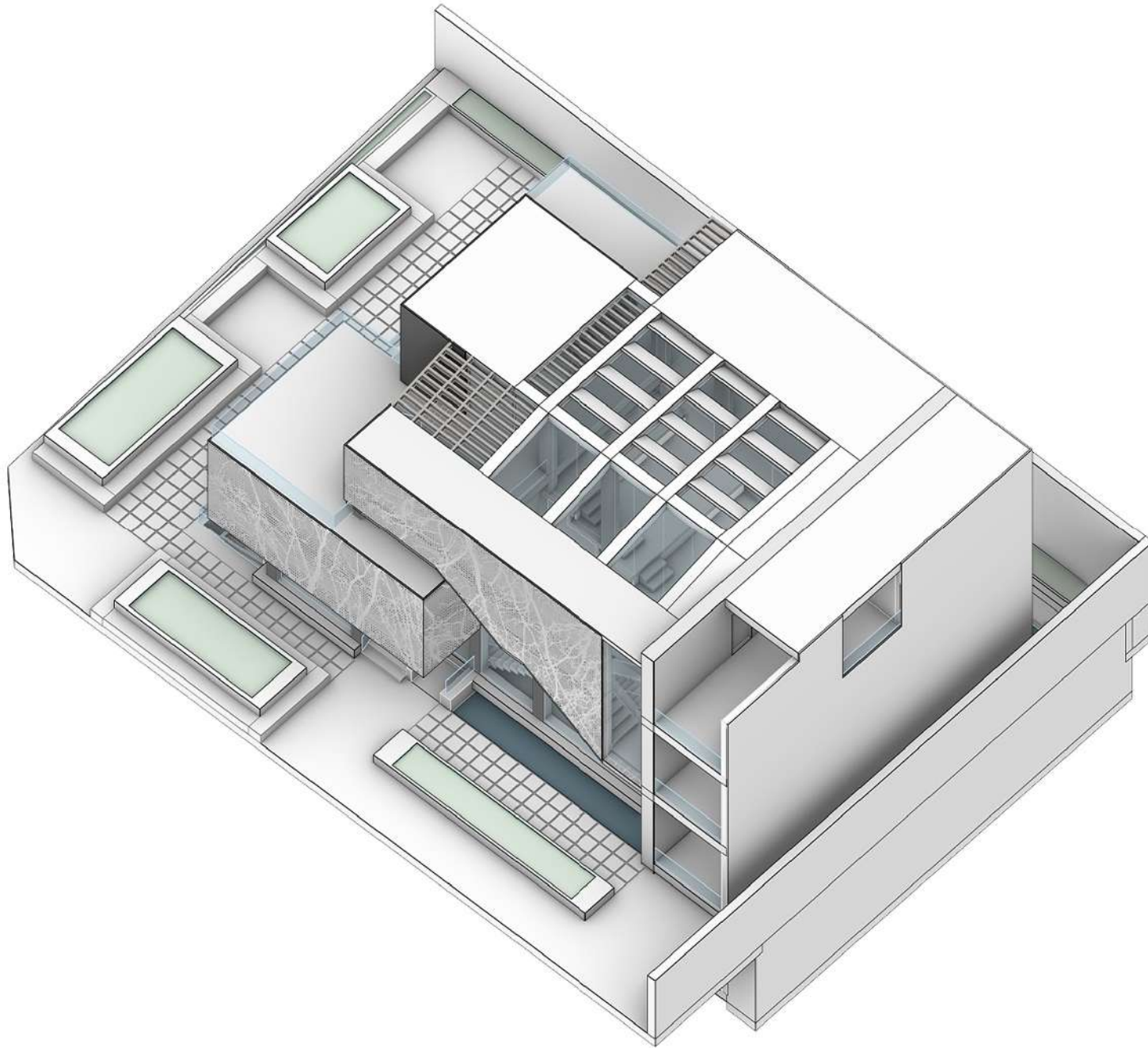
Second Floor Plan



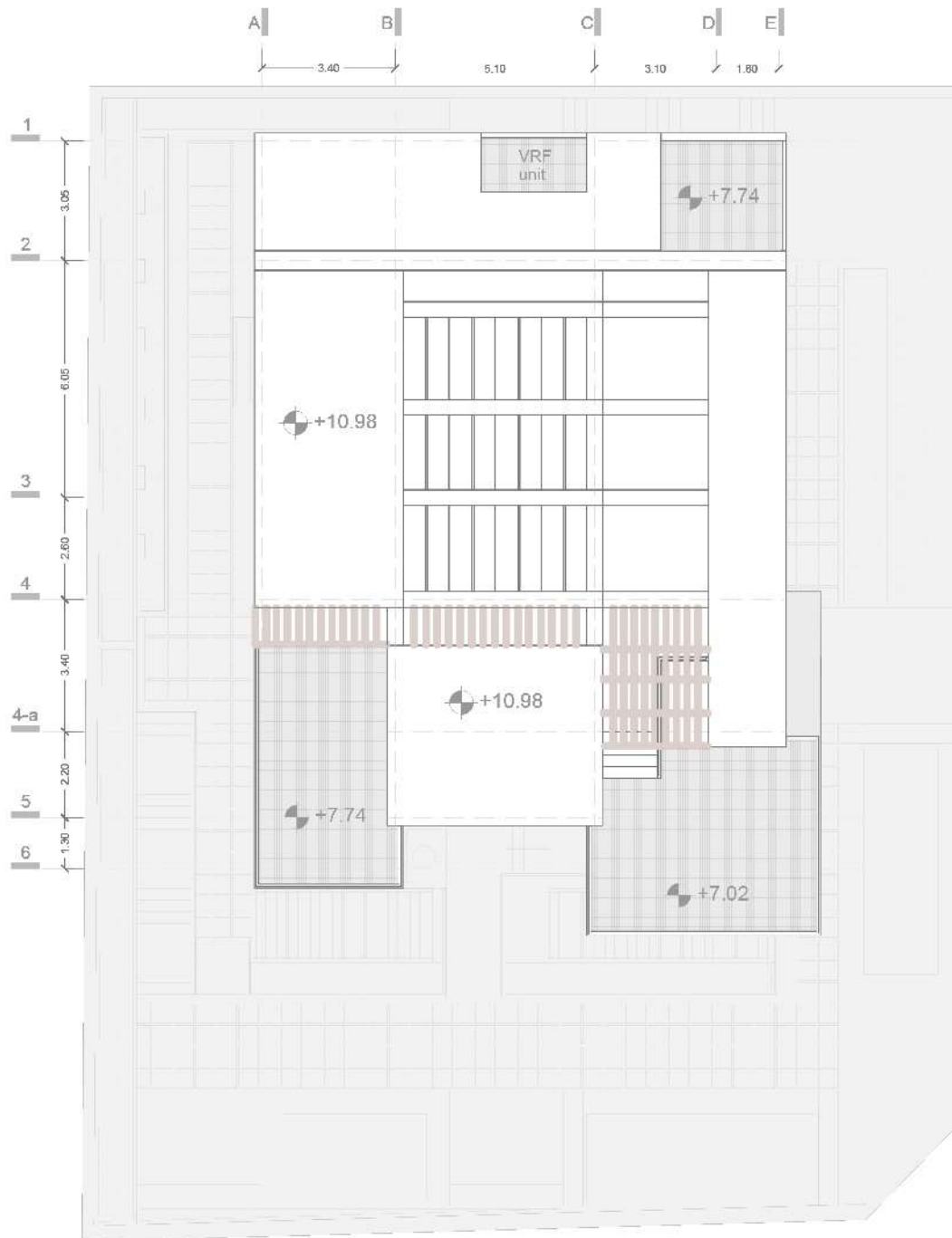
SECOND FLOOR PLAN

- 1 Terrace
- 2 Cafe'
- 3 Kitchen
- 4 Toilet
- 5 Passage
- 6 VRF Unit
- 7 Skylight



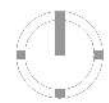


Roof Plan



ROOF PLAN

- 1 Pergola
- 2 Skylight





THANK YOU!