



CONCEPTUALER

BEST DESIGNS REQUIRE BEST PERFORMANCE

ABOUT US



CONCEPTUALER is an engineering group. We are proactive in finding solutions for our clients that best achieve their goals. Considering the architect idea and Client benefits so that all demands satisfied is our prominent priority. We believe that lasting relationships are the lifeblood of our business so we pay personal attention to our clients by focusing on them as individuals and our "respected friends".

Conceptualer is a group based on trust which consistently associated with the high standards of service quality and personal attention to clients.

We remain true to our basic values of quality, honesty and proper work. We do the right thing.

PHD Amirhossein Maleki
CEO

مفهوم نگار یک گروه مهندسی است که به مشتریان خود با یافتن راهکارهای مناسب اجرایی و نیروهای متخصص کمک می کند تا به بهترین وجه به اهداف خود برسند. مهمترین اولویت ما در نظر گرفتن حساسیت های مهندس معمار پروژه همراه با تامین منافع کارفرما است.

حفظ روابط سازنده به همراه احترام با مشتریان حین مراحل کار از ارزشهای حیاتی مجموعه مفهوم نگار بوده و مشتریان از دوستان قابل احترام ما بشمار می روند. مفهوم نگار در فعالیت های خود به ارزشهای بنیادین اخلاقی از جمله کیفیت، درستی، امانت داری و کار مناسب پایبند می باشد.

مفهوم نگار بر اساس اعتماد متقابل بنا شده و در کنار خدمات اصولی، استاندارد و با کیفیت به خواسته های کارفرما توجه می کند.

دکتر امیرحسین مالکی
مدیرعامل



W TESTIMONIALS Y



”تخصص ، تجربه و تحقیق برای بهترین روش های اجرا در کنار اخلاق کاری و تعهد در اجرای پروژه گالری طلای هیمه، همکاری با گروه مفهوم نگار را برای من تبدیل به تجربه ای خاص کرد.”
علیرضا تبریزی-کارفرما

Experience, skills, investigation of best execution methods alongside business ethics and liability in Himeh jewelry gallery project , make cooperation with CONCEPTUALER a special experience.

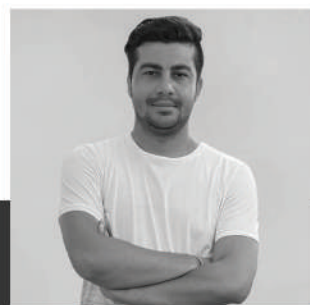
Alireza Tabrizi – Client



” گروه مفهوم نگار با جسارت و تکیه بر خودباوری و تجربیات خود ، برای طرح های به ظاهر ساده اما پیچیده ساختمان مسکونی سعادت آباد و رستوران تراس پارک که به گفته بسیاری اجرای آن غیر ممکن بود را ممکن کردند و متعهد به پیمان و صحبت های انجام شده ماندند.”
محمدرضا بسطامی-کارفرما

“CONCEPTUALER group rely on their self-confidence and experience for complicated but simple seemingly designs like terrace park and saadat abad residential project which seemed imposible while they made it possible. They remain faithful to their talks and contract.”

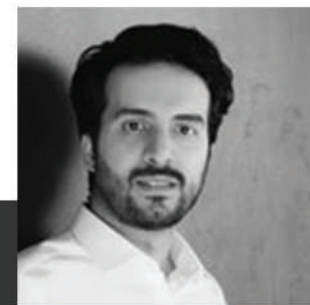
Mohammadreza Bastami – Client



” اعمال تغییرات روی پروژه که در روند اجرا به خواست معمار بوجود آمد از جمله دغدغه های همیشگی بود که در همکاری با گروه مفهوم نگار احساس نشد.”
امین اله وردی - معمار

“Performing modifications of project in the design process according to architect demands, is always concern; in collaborating with CONCEPTUALER group we did not feel.”

Amin Allahverdi – Architect



” ارائه راه کارهای اجرایی متناسب با معماری بنا و همکاری با گروه طراحی پروژه به منظور رسیدن به نتیجه مطلوب از خصوصیات تیم اجرایی مفهوم نگار است.”
محسن کاظمیان فرد - معمار

“Providing executive solutions compatible to the architecture of the project and cooperation with project design group in order to achieve desired results is CONCEPTUALER’s team executorial attributes.”

Mohsen Kazemianfard – Architect



پروژه کافه رستوران تراس پارک

استفاده از ورق های فولادی خام با قطع های سفارشی و نصب در کف سقف و جدار با ظریف ترین جزئیات و اجرای کنسول ۵ متری بدون ستون جهت افزایش فضای رستوران از مهمترین چالش های این پروژه بود.

افتخارات :

- پروژ تقدیر شده جایزه معمار ، سال ۱۳۹۸
- پروژه منتخب جایزه معماری-ساختمان سال ۱۳۹۸

پروژه اداری تجاری سعادت آباد

- رتبه سوم در جایزه معمار، بخش پروژه های عمومی، سال ۱۳۹۴
 - فینالیست جایزه معماری آسیا
 - کسب رتبه دوم در رقابت american architecture prize ۲۰۱۶

- رتبه سوم جایزه شایستگی معمار ایران سال ۱۳۹۹
 - انتشار پروژه در سایت های معتبر بین المللی مانند archdaily و dezeen در ماه نوامبر سال ۲۰۱۵ میلادی



پروژه تجاری میت مارکت

توجه به حجم سازی ها به صورت دقیق و پوزیندی آنها و در نهایت خروجی هماهنگ که گردش شیشه ها روی احجام پروژه را نمایان میکند برای فینیشینگ دقیق و بدون نقص لازم بود.

جایجایی دستگاہ پله ، جمع آوری و احداث آسانسور جدید، افزایش متراژ نیم طبقه و بتن ریزی محوطه سازی پله معلق با ظرافت بالا و... از جمله فعالیت های عمده این مجموعه بود.

افتخارات :

- فینالیست گروه بازسازی جایزه معمار ، سال ۱۴۰۰



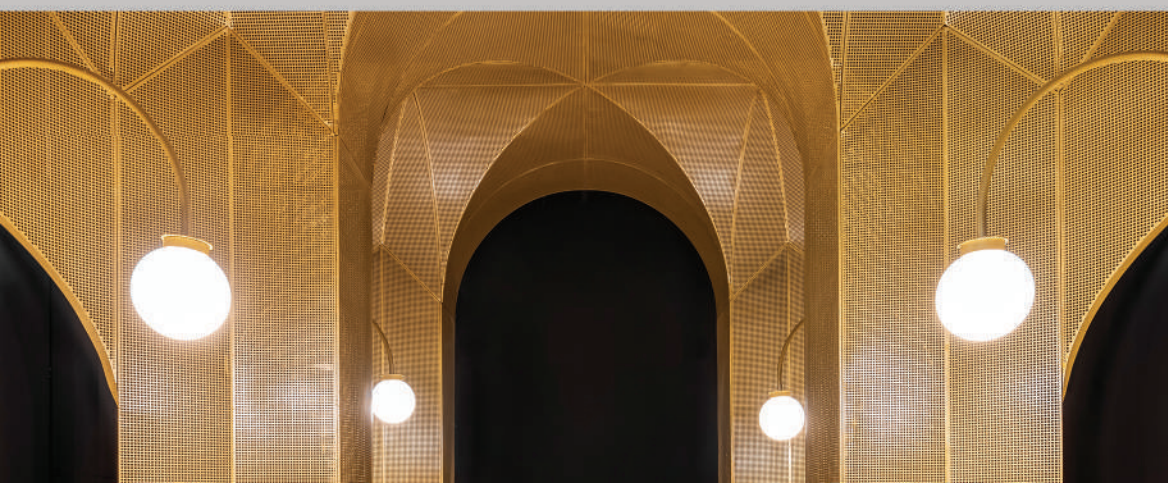
پروژه مسکونی سعادت آباد

- پروژ تقدیر شده جایزه معمار ، سال ۱۳۹۷
 - نامزد جایزه بین المللی ساختمان های آجری سال ۲۰۲۰

- انتشار پروژه در سایت های معتبر بین المللی مانند:

archdaily و dezeen در ماه دسامبر سال ۲۰۱۸ میلادی

- قرار گرفتن در لیست ۵۰ ساختمان آجری برتر جهان ، جایزه معماری آجری وین ۲۰۲۰



پروژه تجاری گالری هیمه

پوسته فلزی شامل پروفیل های فولادی خاص ، استیپنتر لیزر شده ، ورق پانچ با پترن سفارشی و در مجموع شامل ۱۲۴ پانل با کد منحصر بفرد ساخته شده و با کنار هم قرارگرفتن ۱۲۴ پانل، با خطای میلیمتری در ساخت و نصب پانل ها منجر به خطای چند سانتی متری در آخرین پانل میشد که میزان قابل توجهی بود، ساخت هر پانل طبق چک لیست ها پانل ها چک شده و حین نصب نیز تمامی زوایا و اندازه ها مطابق پوز هر پانل، آیتم مرتبط در چک لیست بررسی میشد.

افتخارات :

- راه یافته نیمه نهایی گروه بازسازی جایزه معمار ، سال ۱۴۰۰

پروژه تجاری رویان

محدودیت ها و مناسب نبودن روش های موجود شیشه نما از جمله کترین وال و فریم لس، جزئیاتی منحصر به فرد از ترکیب فلز و آلومینیوم طراحی شد، ساخت پروفیل اختصاصی آلومینیومی و شیشه رنگی مطابق با طرح سه بعدی از جمله دیگر چالش های این پروژه بود.





68

UNDER CONSTRUCTION PROJECTS

HIMEH JEWELRY STORE PROJECT

61

INTERIOR PROJECTS



HYPER PROTEIN PROJECT

49



TERRACE PARK CAFE & RESTAURANT PROJECT

41



35

ROYAN COMMERCIAL PROJECT

27

BANAFSHEH DEH VILLA PROJECT



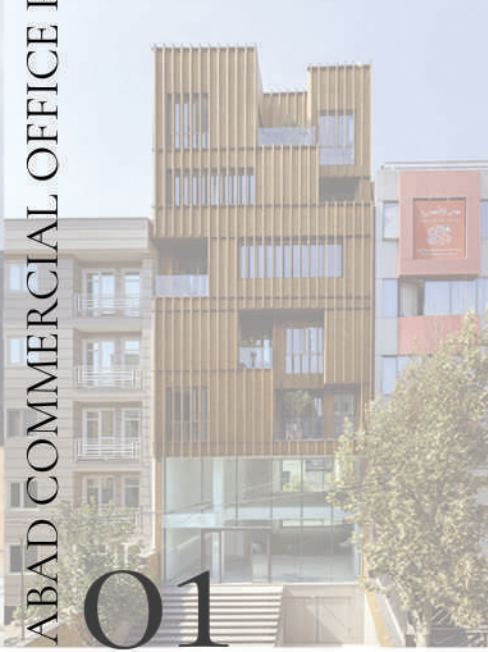
SAADAT ABAD RESIDENTIAL PROJECT

15



SAADAT ABAD COMMERCIAL OFFICE PROJECT

01



CONSTRUCTION PROJECTS

SAADAT ABAD COMMERCIAL OFFICE PROJECT

LOCATION: 35TH STREET, SAADAT ABAD BOULEVARD, TEHRAN

LAND AREA: 250 SQM

BUILT AREA: 1400 SQM

PROJECT MANAGER: AMIRHOSSEIN MALEKI

EXECUTIVE TEAM: PARHAM TEIMOORY, MOHAMMAD SHAHIDI

ARCHITECT: MOHSEN KAZEMIANFARD

HONORS:

- 3RD PLACE IN MEMAR GRAND AWARD, PUBLIC PROJECTS CATEGORY, 2015
- ASIA A2 PRIZE FINALIST
- 2ND PLACE IN AMERICAN ARCHITECTURE PRIZE GRAND AWARD, 2016
- 3D PLACE MERIT AWARD OF IRANIAN ARCHITECT 2020
- THE PROJECT PUBLISHED IN INTERNATIONAL REPUTABLE SITES SUCH AS ARCHDAILY & DEZEEN, IN 2015 NOVEMBER.



معمار



archdaily



2016
AMERICAN
ARCHITECTURE
PRIZE



dezeen
awards



معمار



CONCEPTUALER
BEST DESIGNS REQUIRE BEST PERFORMANCE



WOODEN CRUST SAADAT ABAD COMMERCIAL OFFICE PROJECT

Saadat Abad commercial office project with two face (north and south) and having area of 1400 square meter is located on saadat abad boulevard. It consist of one commercial unit, five office units on five floors, one parking floor and one warehouse floor. according to the architect design, the building has two different facades, with 40cm modulation. Wooden crust with different types od wood flows in the whole project. The common goal of Architecteure group and CONCEPTUALER group was constructing an iconic building from the point of view of experts in building industry and ordinary people. So that execution team arranged for this purpose.



SPECIAL DETAILS FOR NEW HORIZON

◀ NORTH FACADE ▶



CREATIVE DETAILS FOR DESIGN

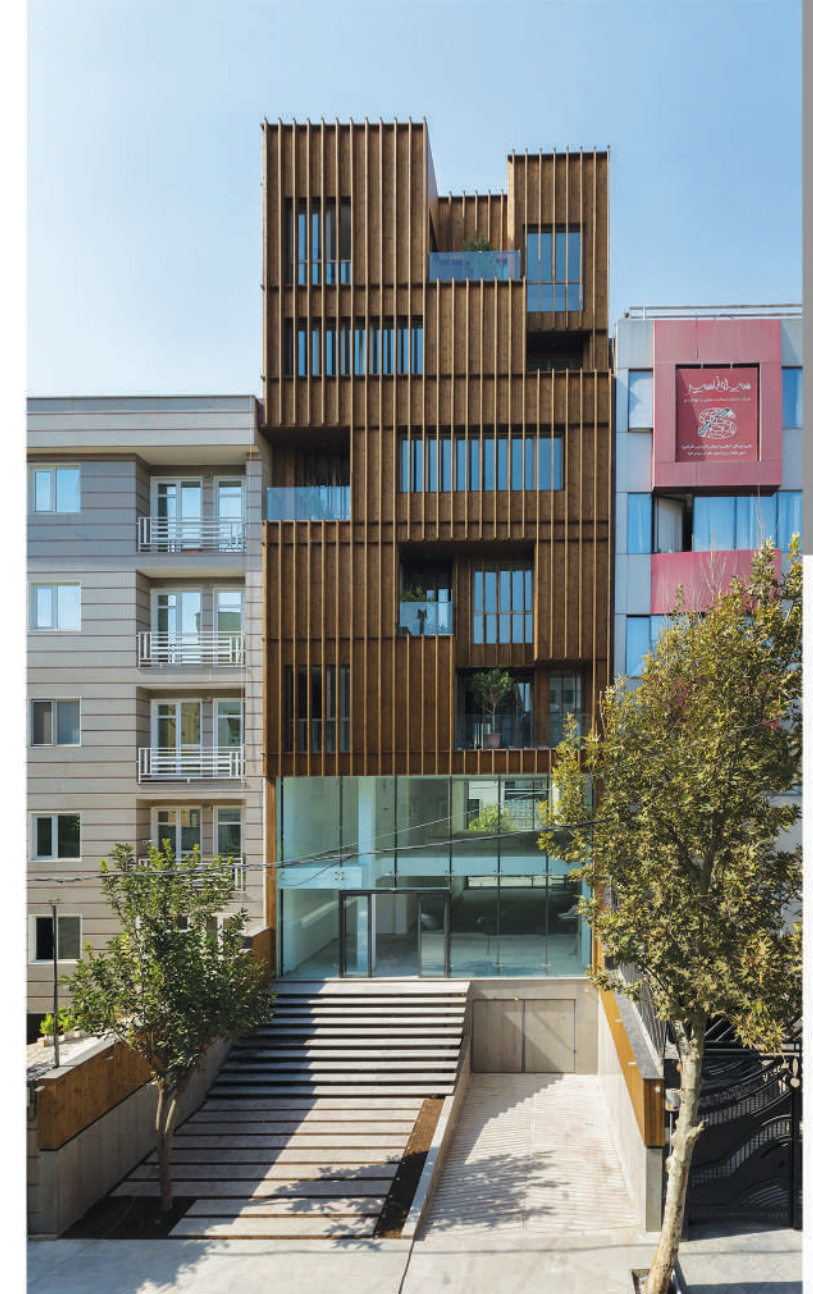
The north facade, has modules of 40cm which is separated by U sections. U-section of architect's desired shape, constructed and implemented by mapping cameras to secure accuracy of modules. the North Face Movable Louvers were built with the slightest detail in 3 different degrees (0,45,90) which promoted to fit targets. Designed detail has a quality in which when the Louvers are closed, they looked solid and hard to determine. Conceptual construction team has implemented the details in a way that with force of one finger louvers moves slightly.



MODULAR FACADE

In the south, vertical louvers with repetitive modulation of 40cm covers all over the facade.

CONCEPTUALER group for accurate execution of facades that matches to the plans and 3d designs. Organized an engineering team included agents of architectural, construction and elite contractors in line to create appropriate constructions details. This team with up to 50 hours of technical meetings instaled three samples with different proposed details. finally proper detail got attention of architect, contractor and construction group and construction trend started accurately.



▲ SOUTH FACADE



NO BORDER IN DETAILING

NO LIMIT FOR EXECUTION

Due to the design width of the facade louvers and the standard width of the existing thermal woods we had to build and design a cross section suited the desired width, which was for the first time in the World acknowledged by german wood experts. It was a huge risk and required high sensitivity. Other Important points for construction was aligning of all the louvers in the facade and the balcony and Control the distortion of the woods during the performance due to environmental factors. Designing Head-to-head louvre fittings and flushings and handrail-specific design according to the architect's Idea were other challenges for the project.



INTEGRATED QUALITY

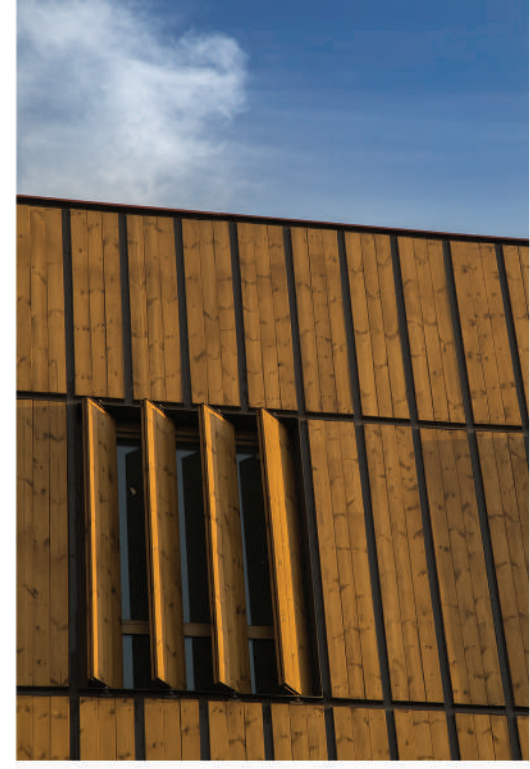
Transferring wooden shell and forty centimeter modulation of project inside interior decoration was another obligation. Hiding the window profiles and facade swinging mechanism, behind the louvers also was another one.



INTERIOR SPACES

UNIQUE AS A PROJECT

Assessing different detailing options without limiting and attending meetings for arriving to the best fit detail. So the Maximum satisfaction of client and architect is our duty and target.



SAADAT ABAD RESIDENTIAL PROJECT

LOCATION:NO47,31TH STREET,SAADAT ABAD BOULEVARD,TEHRAN

LAND AREA: 250 SQM

BUILT AREA: 1300 SQM

PROJECT MANAGER: MR BASTAMI, AMIRHOSSEIN MALEKI

EXECUTIVE TEAM: AMIRHOSSEIN MALEKI,PARHAM TEIMOORY

ARCHITECT: MOHSEN KAZEMIANFARD

HONORS:

- APPRECIATED PROJECT OF MEMAR AWARD, 2018
- NOMINATED PROJECT ON BRICK AWARD 2020
- PUBLISHING THE PROJECT ON INTERNATIONALLY ACCREDITED SITES SUCH AS:ARCHDAILY AND DEZEEN IN DECEMBER 2018
- PLACED AMONG 50 BRICK BUILDINGS IN THE WORLD , VIEN BRICK AWARD 2020



CONCEPTUALER
BEST DESIGNS REQUIRE BEST PERFORMANCE

BRICK FACADE

SAADAT ABAD

RESIDENTIAL PROJECT

saadat abad residential project has one commercial unit, one official and five residential units, one parking lot and one storage floor located south on 31st saadat abad boulevard. the project's architectural facade had two shells exterior and interior. these shells with 30 to 60 centimeters space, provide the required light for the units with holes between the bricks.





IMPOSSIBLE IS POSSIBLE

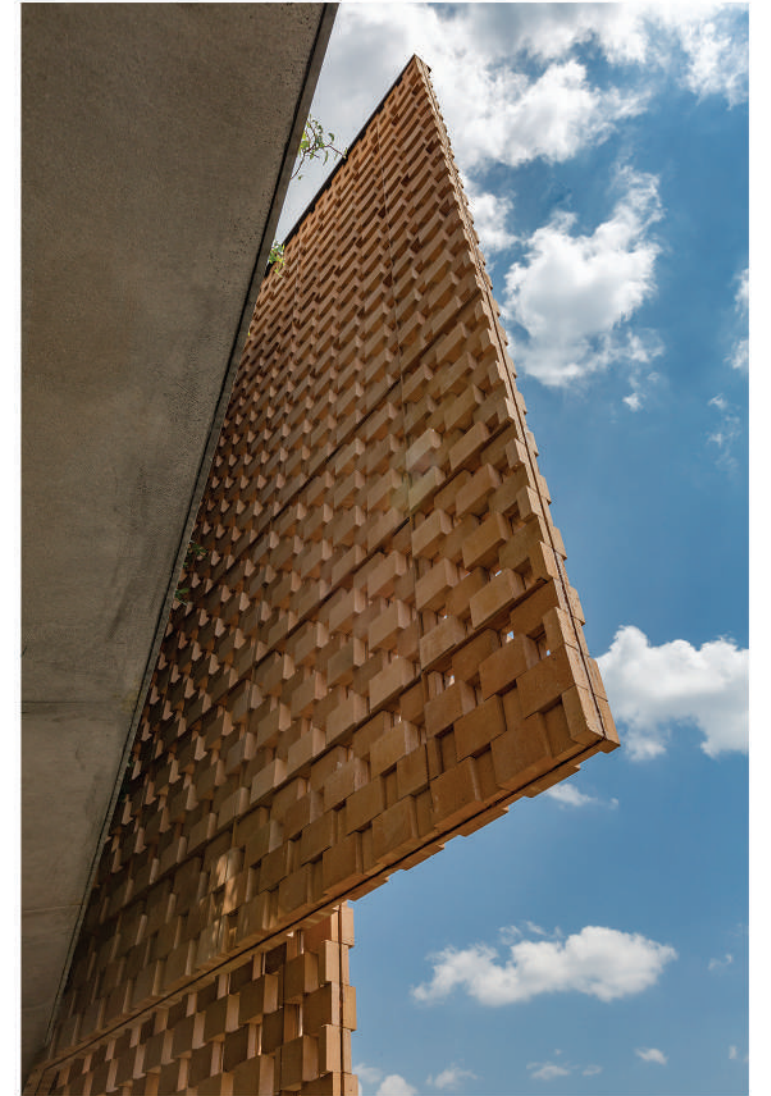
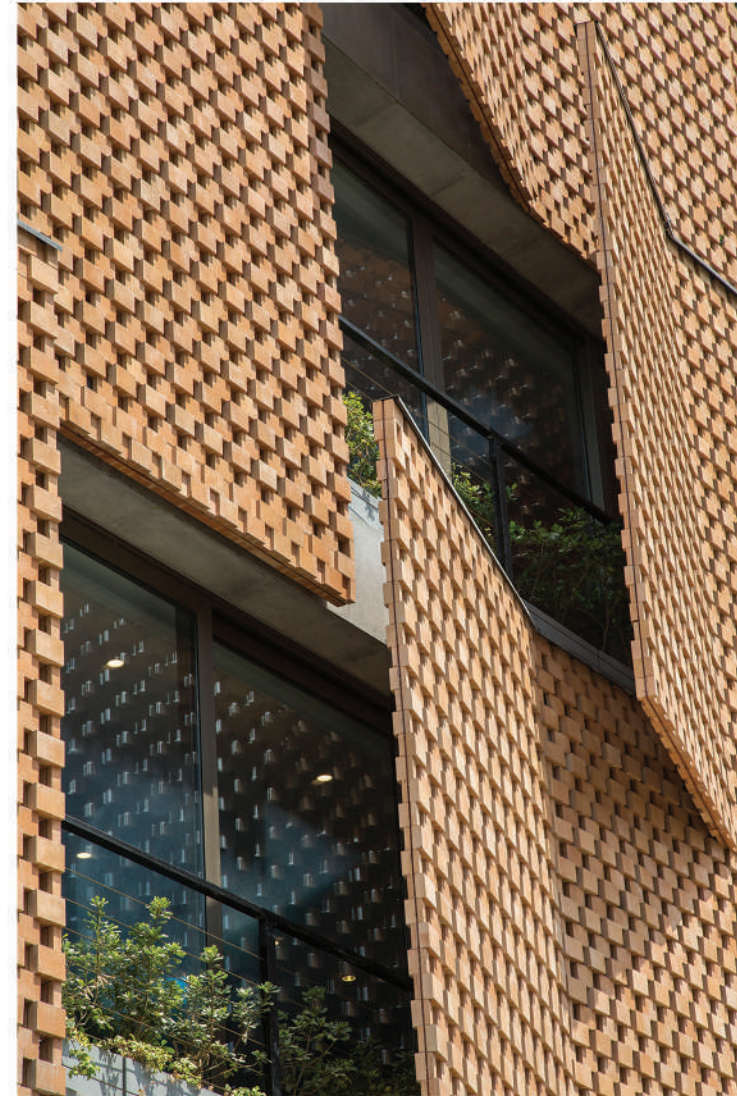
According to particular facade design, thin distended brick crusts were the first challenge. Prominent companies of brick announced debility and called the design "IMPOSSIBLE". In the procedure of execution, Conceptualer team presented a detail that satisfy all demands of architect and client together. This detail also have good static stability and sufficient dynamic. This detail has no other example and is unique.





INNOVATION IN EXECUTION

After presenting several different Constructional details, finally the CONCEPTUALER group modeled the details Of the proposed implementation. In the Finite elements based software and consulting with The accounting firm, then we survey Hybrid function with mother structure. Designing And executing the largest protrusion of this Facade, 2.75 m long, 5.30 m high and 12 cm thick Without any restraint, was one of the other Major challenges of the project. Huge punched panels and with brick coverage using the Latest engineering techniques of (punched bracing) substitute inefficient Traditional methods.





SPECIALISTS ARE VITAL

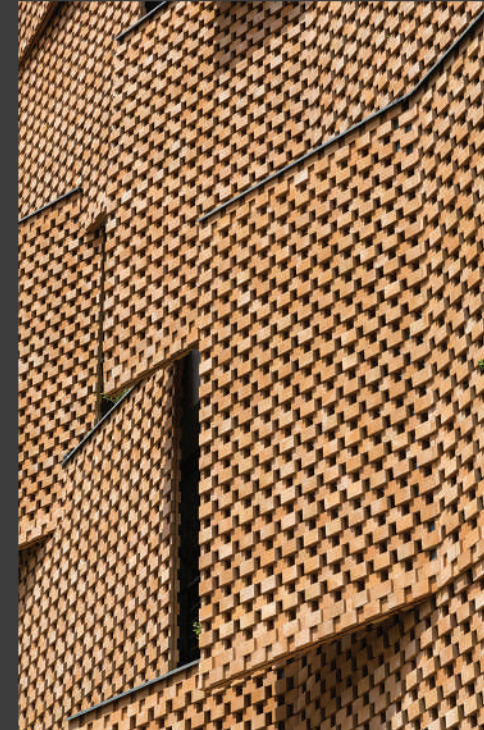
According to the architect's project the CONCEPTUALER group Was done as much as possible use effort to best hide the Structural components of the facade from the inside and the outside view, so that the design details of the implementation were Kept as strong as possible while retaining attention. Almost all details Hide Under the brick shell. For the purpose of strengthening the Facade, it was carried Out by experienced welders with complete supervision of the Type of welding .





GREAT EFFORT MEANS SATISFACTION

Many works that CONCEPTUALER has done was their first practice. Many details are innovative and has no other example. Hidden handrails, porcelain ceramics, new brick texture and so on.



WORK DIFFERENT, ENJOY DIFFERENT

BANAFSHEH DEH VILLA PROJECT

LOCATION: BANAFSHE DEH , KELARDASHT , MAZANDARAN

LAND AREA: 1100 SQM

BUILT AREA: 450 SQM

PROJECT MANAGER: AMIRHOSSEIN MALEKI

EXECUTIVE TEAM: GHASEM MALEKI, BAHRAM KASHEFI

ARCHITECT: AMIN ALLAHVERDI



www.conceptualer.com



CONCEPTUALER
BEST DESIGNS REQUIRE BEST PERFORMANCE



MODULAR DESIGN

BANAFSHEH DEH VILLA PROJECT

Banafsheh deh resort is located on the outskirts of kalardasht. The building consists of two Duplex residential floors and one parking. The villa is located on the eastern place of field hat has a higher elevation to provide a better View of the surrounding countryside. Banafsheh deh villa with its relatively open plans. The shell that connected by a specified pattern, such as an integrated chain, which opens in convex portions of the shell and Exhibits elastic behavior and closes in concave portions of the shell. This parametric texture was difficult indeed.

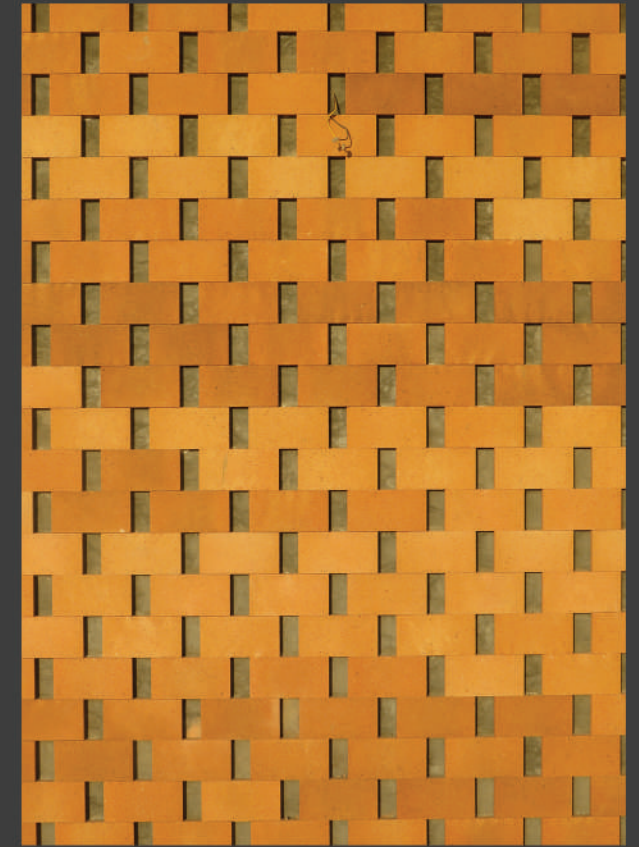


DYNAMIC PARAMETRIC

TEXTURE APPLIED

Overlooking the adjoining view, created an effective Privacy. The console of the second-floor have been disrupted by maintaining quality (air circulation and Landscape).

The challenges of this Project were the implementation of grate windows and brick Panels. In order to maintain the quality of the facade in sultry weather and heavy rains specific considerations applied.





WAVE GAMES

The lattice shell comes into the window in few parts and act as a filter which converts sunlight into attractive shades. In order to perform this suspended Lattice shell, in addition to keep the strength, the details had to be designed and executed hidden not interfering the visual appearance and light passing through the holes. Aligning these different part of façade with same pattern specially in curved spongy handrails was prominent challenge of this project.



ROYAN COMMERCIAL PROJECT

LOCATION: ROYAN, NOOR

BUILT AREA: 500 SQM

PROJECT MANAGER: AMIRHOSSEIN MALEKI

EXECUTIVE TEAM: PARHAM TEIMOORY

ARCHITECT: AMIN ALLAHVERDI



www.conceptualer.com



CONCEPTUALER
BEST DESIGNS REQUIRE BEST PERFORMANCE



Royan commercial project was 530 square meter in 3 stairs and a good roof garden. It has two faces in beach road in Mazandaran province. Seven rows of glass pannels with different angles in stairs and refraction of yellow glasses was very particular. In start there were no routine approach to begin the facde.

GLASS FACADE

ROYAN

COMMERCIAL PROJECT





HAND-MADE DETAILS

Neither of "curtain wall" system and "frame less" system work for this glassy textures. Conceptualer engineers present a Hybrid system that mixed steel subframe with made to order section of alluminium. This façade was another hand-craft by CONCEPTUALER team.



TERRACE PARK CAFE RESTAURANT PROJECT

LOCATION:NO47,31TH STREET,SAADAT ABAD BOULEVARD,TEHRAN

LAND AREA: 245 SQM

BUILT AREA: 133 SQM

PROJECT MANAGER: AMIRHOSSEIN MALEKI

EXECUTIVE TEAM: ABBAS AZARI

ARCHITECT: MOHSEN KAZEMIANFARD

HONORS:

- NOMINATED PROJECT OF MEMAR AWARD, 2019
- MENTIONED HONORABLE IN MEMARI-SAKHTEMAN AWARD 2019



CONCEPTUALER
BEST DESIGNS REQUIRE BEST PERFORMANCE

TERRACE PARK CAFE RESTAURANT PROJECT

The terrace park cafe restaurant project is located on a 133 square-foot commercial unit at 31 saadat abad boulevard .

The design goals of the project were to combine volumes of iron and concrete, along with warm elements and lighting in Harmony with the existing architecture of the building.

Prominent Challenge in this project was suspended balcony with 12 m2 area and 3.5 m long with no columns Designed, which was to be executed with the sensibility of the architecture.

Prevention of possible shocks, deformations due to loading and maintaining delicacy alongside the strength were conceptual mission.

entrance stairs made of iron sheet, suspended and compatible with the Balcony and also handrails with a delicate and durable appearance were the architect demands



HARD STEEL SOFT PATTERN

According to the plan of the architectural group, the iron material had to be used raw and the natural texture of the iron was displayed vertically in all parts.

Therefore, the performance of the sheets according to the design and with the least welding and distortion effect, high Accuracy in coordinating the floor seams and metal walls and precise execution of the design failures were among the Major issues of the CONCEPTUALER group .

Due to the unusual dimensions of the designed iron sheets the absence of these Dimensions in the market, in order for precise and high quality construction of sheets, the sheets were custom made cnc Laser cutter was used for preparation. The sheets were cut according to the workshop maps of the CONCEPTUALER group, And with special hidden details the heavy metal plates, just like big puzzle, formed a associated shell of the walls and Ceiling.





ACCURACY IS OUR DUTY



SENSITIVE CONSIDERATION

CONCEPTUALER group calculates engineering requirements including thermal expansion rate of steel sheets, and considers appropriate expansion joints to prevent distortion.

air temperature variations were also considered for different seasons, different hours of the day, and even temperature differences of the interior and exterior space of the cafe restaurant.



HYPER PROTEIN PROJECT

LAND AREA: 250 SQM

BUILT AREA: 185 SQM

PROJECT MANAGER: AMIRHOSSEIN MALEKI

EXECUTIVE TEAM: PARHAM TEIMOORY , MIAAD ASHTIANEE

ARCHITECT: MOHSEN KAZEMIANFARD

HONORS:

-FINALIST PROJECT IN MEMAR AWARDS RECONSTRUCTION GROUP 2021



CONCEPTUALER
BEST DESIGNS REQUIRE BEST PERFORMANCE

CHANGES ARE CHALLENGES

Meat market project with change in usage to hyper protein had little similarity to previous usage which was restaurant. The mechanical and electrical facilities renewed for its new concept and innovative design. Previous facilities despite good quality removed and changed. Constructing and positioning new volumes with high precision was our huge obligation. Composite of materials (glass, microcement, ...) should have had good coordination with each other in execution. Replacing stair box and elevator and constructing new elevator in store was principal changes. Landscaping and its problems with municipality was the most challenging part of the project that put in the rail.

HYPER PROTEINES PROJECT





RIGHT MATERIAL IN RIGHT PLACE

A green wall and its facilities in vicinity of wooden part needs extra consideration, another challenge was thickness of details that usual green wall systems didn't fit.

Burried glass handrails also has special component design in this project.

Wooden components in ceiling and walls with stationary module constructed carefully.





STAIRS WITH
MINIMAL DETAILING

Detailing of Suspended stairs with custom size of 37 millimeters (which ordered by architect) was most attractive part of the project. Hidden beautiful cable handrails and wooden ceiling with special detail also made perfect combination.





HIGH TECH MATERIALS

Usage of modern materials is visible in every parts of the project. Combination of application of microcement, polyurethane coating, epoxy colour, concrete base green wall, burried glass handrail(indoor & outdoor) and 4th generation of HVAC (VRF) are most remarkable.

Cognition and maintenance approach of this materials assessing in R&D part of the CONCEPTUALER group. The results share with execution team of the project in order for consideration.

UPDATED WITH TECHNOLOGY



ADORABLE FINISHING

Constructing the Facade volumes are one of the prominent parts of projects. Precise execution of facade boxes compatible with 3D design, demolitions and excavations in landscaping (in order for facility devices), building and installing custom shuttering was other challengeable parts.



HIMEH JEWELRY STORE

LOCATION: ATLAS MALL, NIAVARAN STREET, TEHRAN

BUILT AREA: 33 SQM

PROJECT MANAGER: AMIRHOSSEIN MALEKI

EXECUTIVE TEAM: PARHAM TEIMOORY

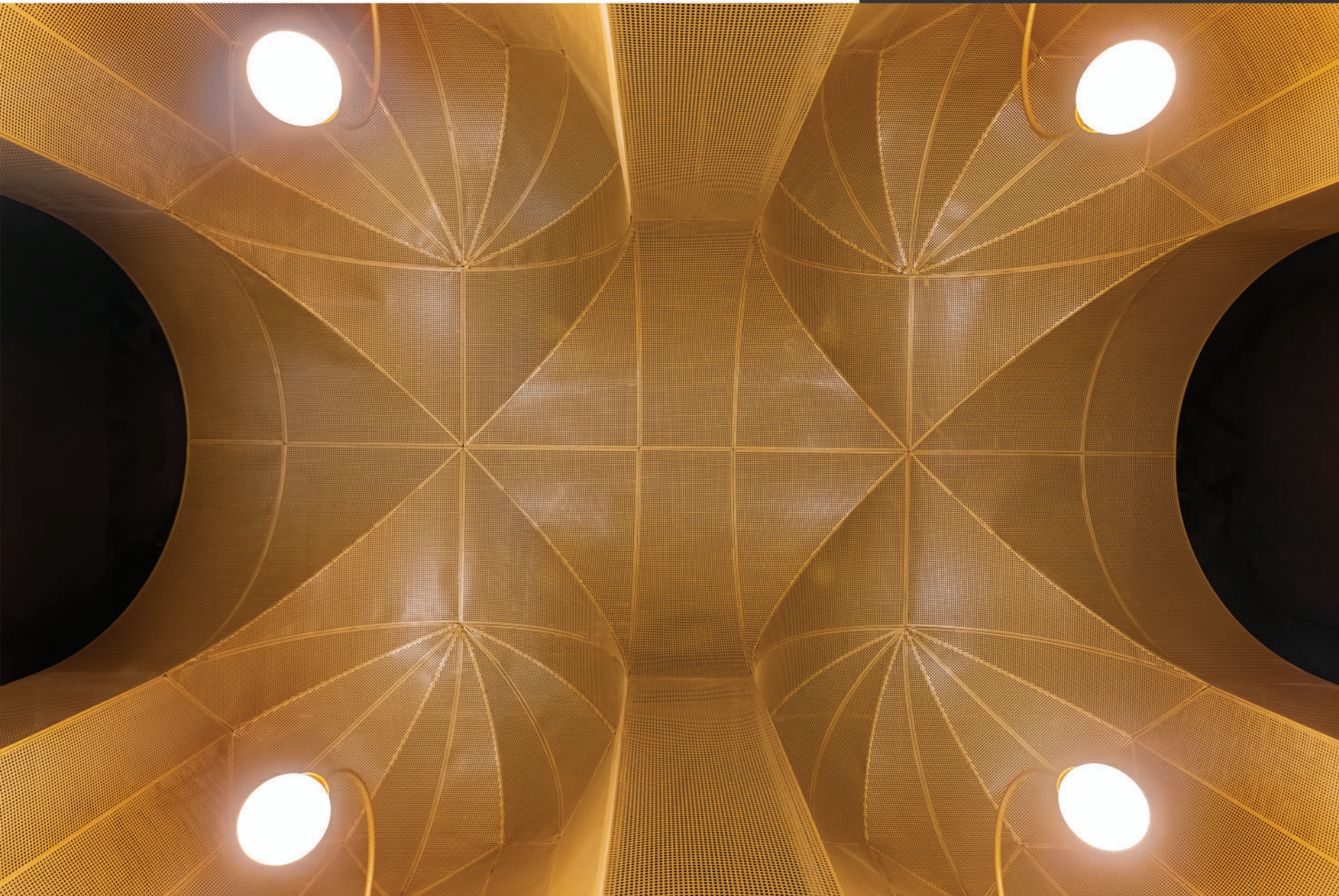
ARCHITECT: MOHSEN KAZEMIANFARD

HONORS:

-SEMI-FINALISTS IN THE RECONSTRUCTION GROUP OF MEMAR AWARDS 2021



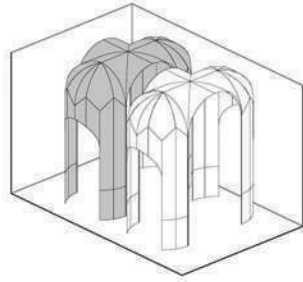
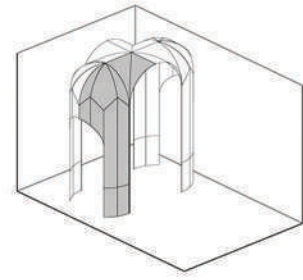
CONCEPTUALER
BEST DESIGNS REQUIRE BEST PERFORMANCE



JEWELRY HIMEH WORKROOM JEWELRY STORE

Due to particular design and adopted application approach prefabricated pannels were best choice for this punch metal.

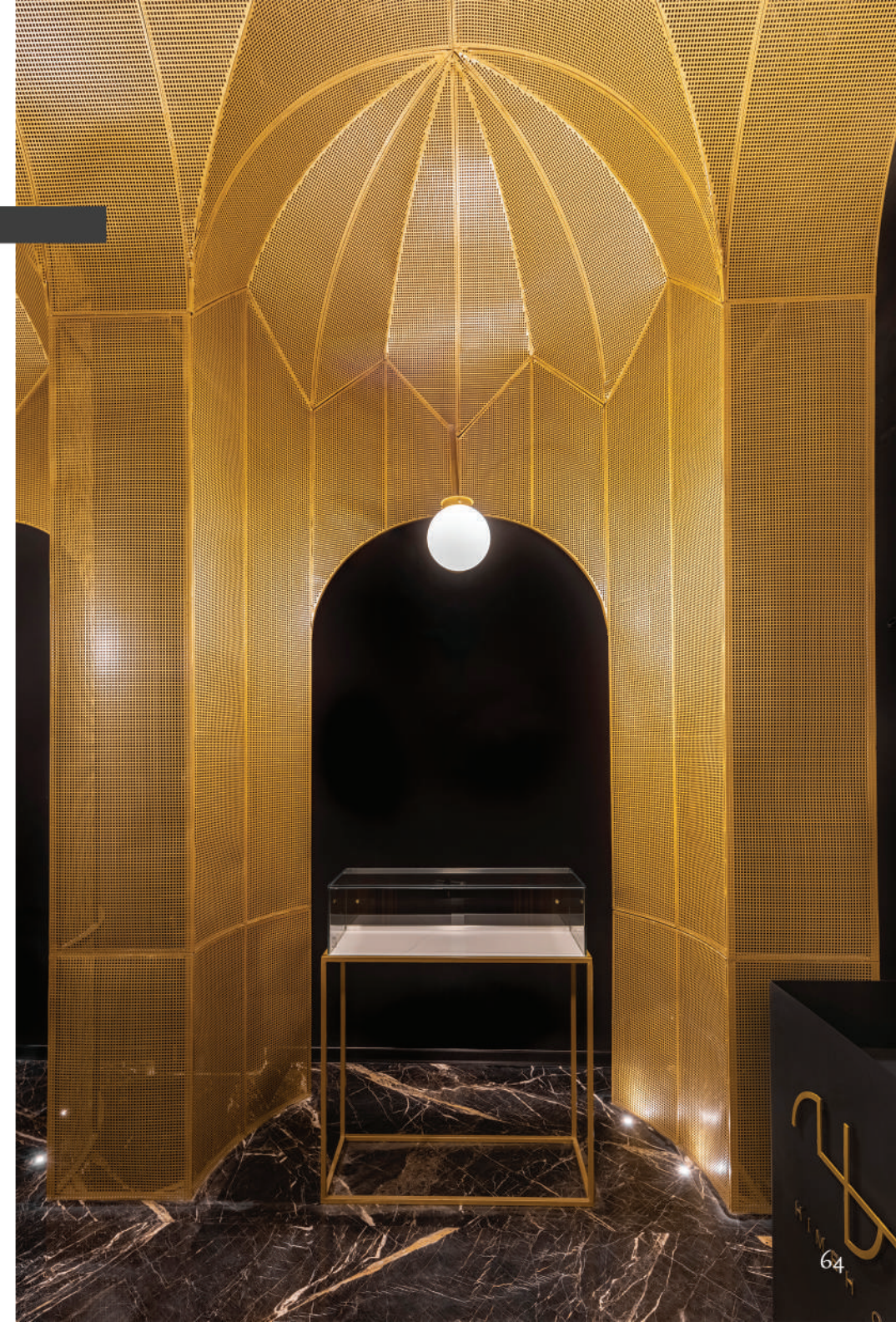
Considering the limitation of project site, pre-fabricated punch metals got exclusive codes then packed and transferred to project site and assembled. Keep quality in highest level in every and one parts of project was first CONCEPTUALER concern which affected time of project.



MODULAR DESIGN

MADLY ACCURATE

Due to placing these 124 pannels fit next to each other, few milimeters error could result in several centimeters conflict. Therefore executive checklist compiled, and after every steps details examined and compared with 3rd phase plans and its related checklist.





UNIQUE AND ICONIC

In 3rd phase design and detailing of this shell all steps defined. Steel shell with all its components and connections modeled in details. There were no place for error even milimeters. Building these pannels took part in 25 days which was amazing record.



UNDER CONSTRUCTION PROJECTS



BAHAR RESIDENTIAL TOWER PROJECT



SARV COMMERCIAL OFFICE PROJECT




CONTACT US:

 [CONCEPTUALER.COM](https://conceptualer.com)

 [INFO@CONCEPTUALER.COM](mailto:info@conceptualer.com)

 [CONCEPTUALER.ENG](https://www.instagram.com/conceptualer_eng)

 021-88688819

