

**Professional scientific sessions for art, architecture and urban planning Thursday evenings**

**Held in: Conference hall of Herampey Consulting Engineers**

**Date: 31.10.2019**

**Title: Asian Young Designer Prize in Iran (Competition for the selection of best students for the participation to the Asian competitions).**

**Speakers and panel members: Mr Izadyar Ahi, Mr Alireza Azimi and Mrs Ayda Farhang.**

Mrs Farhang presented herself as the representative of Nippon Co. and presenter of the competition of architecture and interior design for Asian young designers prize.

The competition AYDA is the abbreviation of young Designer Awards. The competition is being held for 11<sup>th</sup> consecutive years, having as goal the education of talents between students in architecture and interior design. She reported that up to know more than 20000 projects have been received by the organizer. Mr Farhang presented also the list of 15 countries that have participated to the competition.

Regarding the topic of the competition she explained that the aim of organizers was to push architects and designer to think about the necessities of the people, like environmental problems or future problems that through new proposals can be faced in social and cultural grounds, improving the lifestyle and the sustainable development in the cities.

Mrs Farhang explained that AYDA competition has gathered hundreds of famous and pioneer architects. During the past years many organizations, institutes and reputable universities have backed and sponsored the competition adding the competition because of its precious activities has attracted the attention of many Asian media. Talking about the process that characterize the competition, she explained that everything begins from an initial idea that must be completed with the aid of the professors and tutors that give and correct the ideas. The next step is the completion of the necessary documents requested by the organizers. The judgment is made in two phases when the projects are selected and during the second phase the participants have the opportunity to defend their works. She added that this year the competition will be held in Vietnam at March. The participants are also trained to how defend their projects when they present them to the judges. During their stay in Vietnam have the opportunity to enjoy educational tours and know international mentors and judges. Of course this is an excellent occasion to know and improve personal knowledge in various sectors and aspects of architecture.

Mrs Farhang talked also about the main novelty of this year competition that is the presence of famous architects and designers that have accepted to help both the organizers and participants. Talking about the prizes she said that the first prize is 6 weeks of summer course at Harvard University. The main sponsor of the competition is the Nippon Co. and the winner if desires can be part of the Nippon big family.

At the end of her speech Mrs Farhang presented the schedule of the competition thanking the organizers, sponsors and also Herampey Research Group that gave them the opportunity to present their activities.

The second speaker was Mr Ahi. He presented himself, saying that he is practicing the profession of architect since twenty years, working as designer and executor. He told that he learned to approach architecture from his father that has worked on important projects like the project of Azadi tower interior design and the project of the building of Islamic countries centre. Since 2002 Mr Ahi has founded his own studio working on design and interior design projects, cooperating also on cultural and some universities activities.

Talking about the activities regarding competitions and judgments, Mr Ahi explained that he has his own suggestions on this regard, proposing to focus more on interior design in order to don't ignore it. Talking about his personal projects like the project of TAG watches luxury shop in Tehran. As many may know, TAG is a German worldwide known brand. The project was selected as one of the Iranian outstanding design projects. The workgroup was composed by Italian, Swiss and Iranian designers, trying to introduce solutions to better present the famous brand. The font of inspiration for the design of exhibition-shop was inspired by both European and Asian countries, like Japan and China, using traditional architecture concepts and elements as font of ideas and inspiration.

Mr Ahi talked about the location of the exhibition and sells hall in Tehran and how they have adopted solution to present the product in high levels and satisfy also the high and particular position of the VIP clients, that pretend to have a particular service and approach. Mr Ahi explained that their aim has always been to be near to the contemporary architecture, even though they use classic solutions, inspired by foreign and local architectural solutions.

Talking about the optimal solution for those who intend to participate to international competitions, Mr Ahi expressed his personal opinion that the potential participants should be more open to international design principles, creating also the opportunity of cooperation with foreign design studios. Regarding the interior design of the projects, he said that the aim of the designer is to comprehend the necessities of the client, trying to satisfy the requests and desires. In this context many factors must be considered like climatic conditions and characteristics and the elements that must be in harmony with the product that must be presented to the clients.

Mr Ahi concluded his speech saying that the success key for a project is the order and continuation of the activities from the initial concept to the final realized product. This entire process and trend must have an integral conception, realized in different but regular steps.

The last speaker was Mr Azimi. He talked and presented the Asia award that has a record of 13 years. Talking about the activities of the competition in Iran, Mr Azimi said that their group has reintroduced the interior design as an important part of the competition. Regarding the problems

and high costs of participation, he reported that they have found sponsors ready to support the costs.

Concluding his speech Mr. Azimi expressed his regret that in Iran about %90 of the projects presented to the competition are architectural and only %10 are dedicated to the interior design and this shows how the interior design is ignored in the Iranian architectural world.