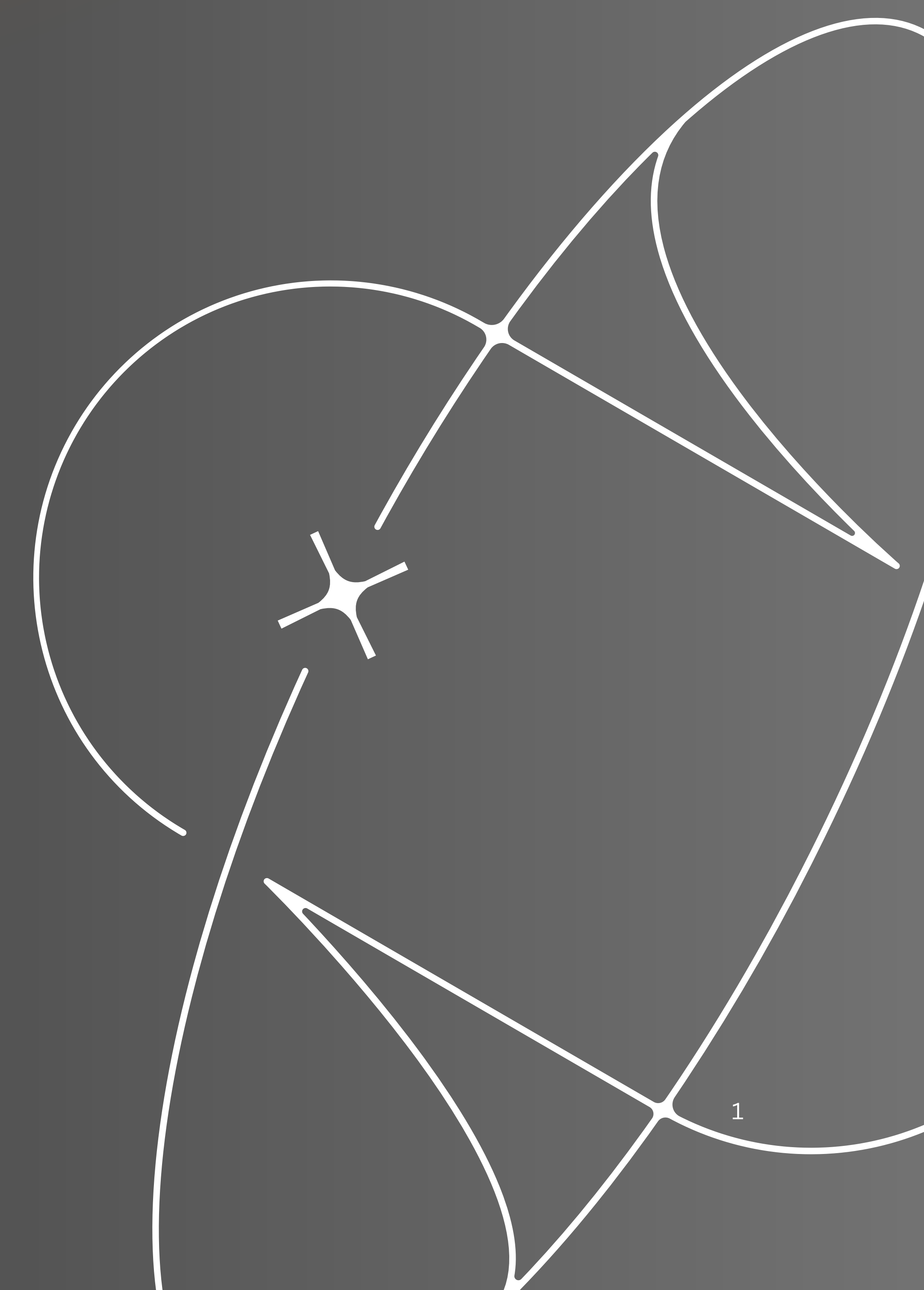


2024 Portfolio

ARMAN FARAHMAND → www.armanfarahmand.com



What goes around comes around

www.armanfarahmand.com

Embracing Life

It is not all about creation; sometimes, it is about having a little impact in shape of one. To gather as a one unified soul, to act and to embrace life with all its goods and bads. There is a limited time for all of us to live, laugh and spread love across the universe and our close community.

This was a charity event held in 2011 in Tehran/Iran to support Autistic children in a small community. We tried to be around them, play, dance, and laugh together, although they were disabled in life somehow, they could feel and share their moments with us with a heart full of love.



About Me

I am an industrial designer with over a decade of experience in creative design, product development, and system solutions. As a graduate of the Art University of Tehran, I've built my career on a foundation of design thinking, material expertise, and entrepreneurial ventures. My design philosophy blends sustainability, innovation, and human-centered approaches, which has earned me multiple design awards, including the Bronze A' Design Award and the SIT Furniture Design Award in 2024.

Throughout my career, I've led projects across diverse domains, from launching the "STARK" tool brand as CEO and Co-Founder of Tohid Abzar Kheradmand to managing one of Iran's first e-commerce furniture platforms named "Beraniko". My work background spans building reconstruction, furniture design, branding, and collaborative projects like augmented reality apps and startups.

I'm also engaged in the global design communities, having served as a teaching assistant and participated in international exhibitions. Fluent in English, I'm passionate about modular design, sustainable solutions, and mentoring the next generation of designers.



Education

A decade of experience in creative design products, solutions, and services. Deep learner and design lover with an entrepreneurial spirit and various successful experiences from the field of creative business card design to branding, marketing, and system design, all with a design thinking approach and sustainability concerns. Winner of several national and international awards.



2009

Mobtakeran High School

- Diploma in Mathematics
- Top student among 30 students
- Won the National Physics Competition



2010

Sooreh Art School

- University Preparatory School for the Arts
- Top student



2014

Art University of Tehran

- Bachelor of Industrial Design
- I have experience in design thinking, product, and service design here, along with different skills like prototyping. Worked with different materials like wood, steel, ceramics, glass, poly-woods, fiberglass, ABS.
- Ranked 46th among 25,000 candidates in Iran's public Art and Design universities entrance exam.

What defines me ...

www.armanfarahmand.com

It's all about Experience



Who I am

what defines me right now, is the diversity and variety of my work, I am an experienced guy, not an expert in any of those fields that I experienced. Keep in mind that, what you can see in my resume are some of my successful projects, my failure resume is way bigger than that.

[Click to see my full resume](#)



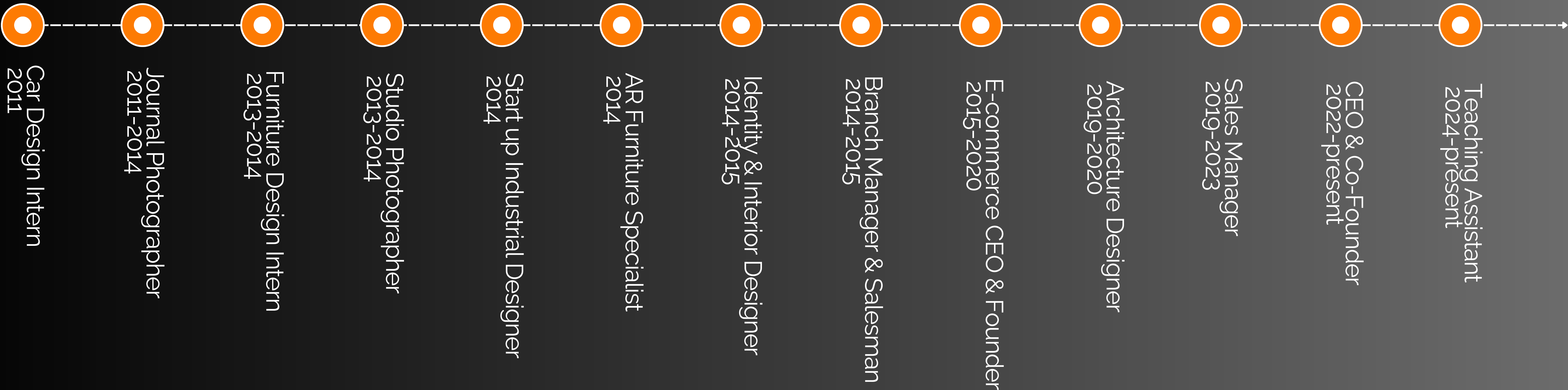
Who I want to become

Just want to become an **IMPACTFUL** designer, well-known all over the globe. Anything that can make an impact is my thing, sometimes sustainable design, sometimes , design or solution, just full of joy and beauty.

Work Experience

what defines me right now, is the diversity and variety of my work, I am an experienced guy, not an expert in any of those fields that I experienced. Keep in mind that, what you can see in my resume are some of my successful projects, my failure resume is way bigger than that.

[Click to see my full resume](#)



To the point...

Project Portfolio

See More →

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Part of Photography Project2
My classmate Alvand - 2011



2024

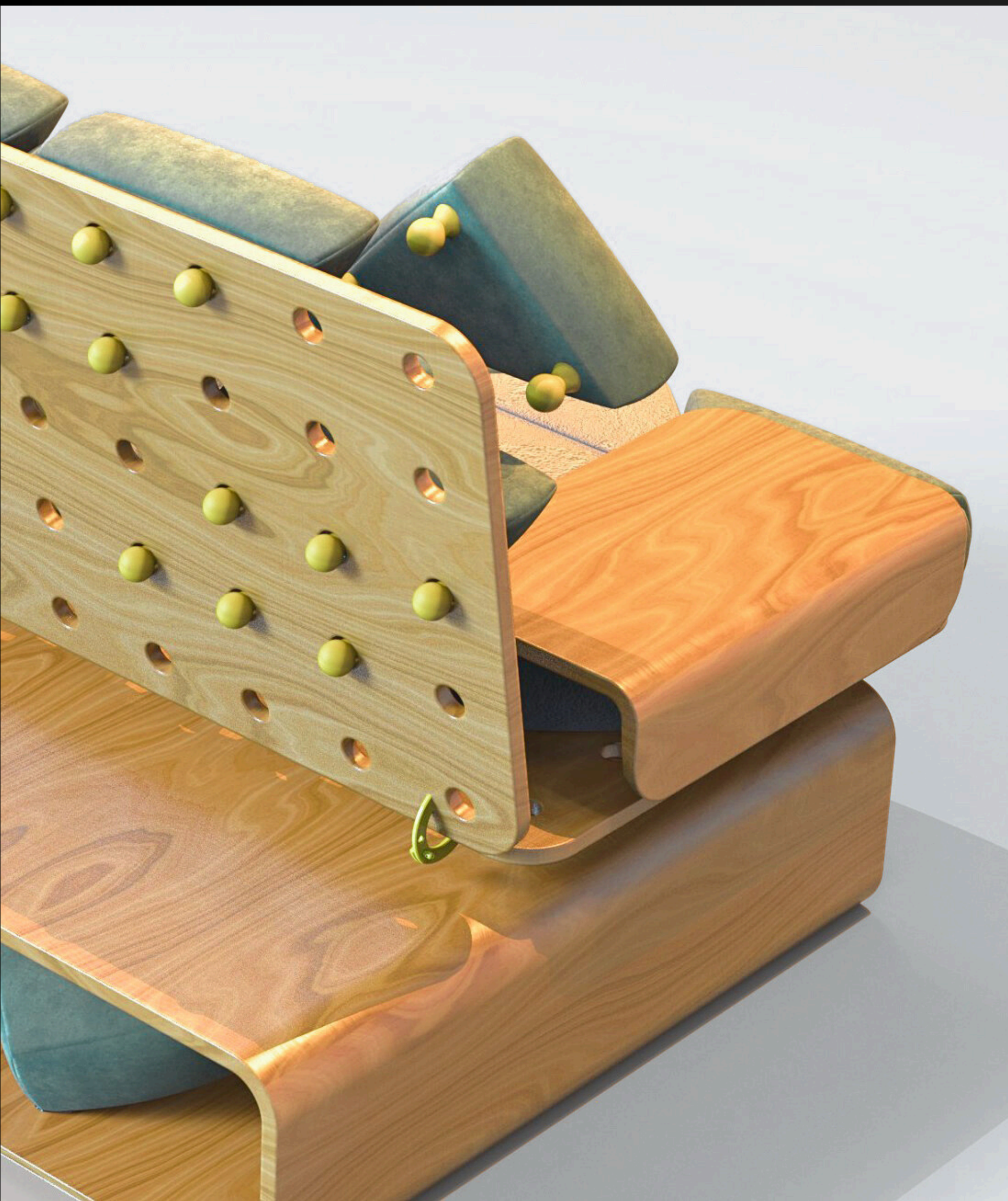
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Morfius



Say goodbye to Expensive Solid Furniture

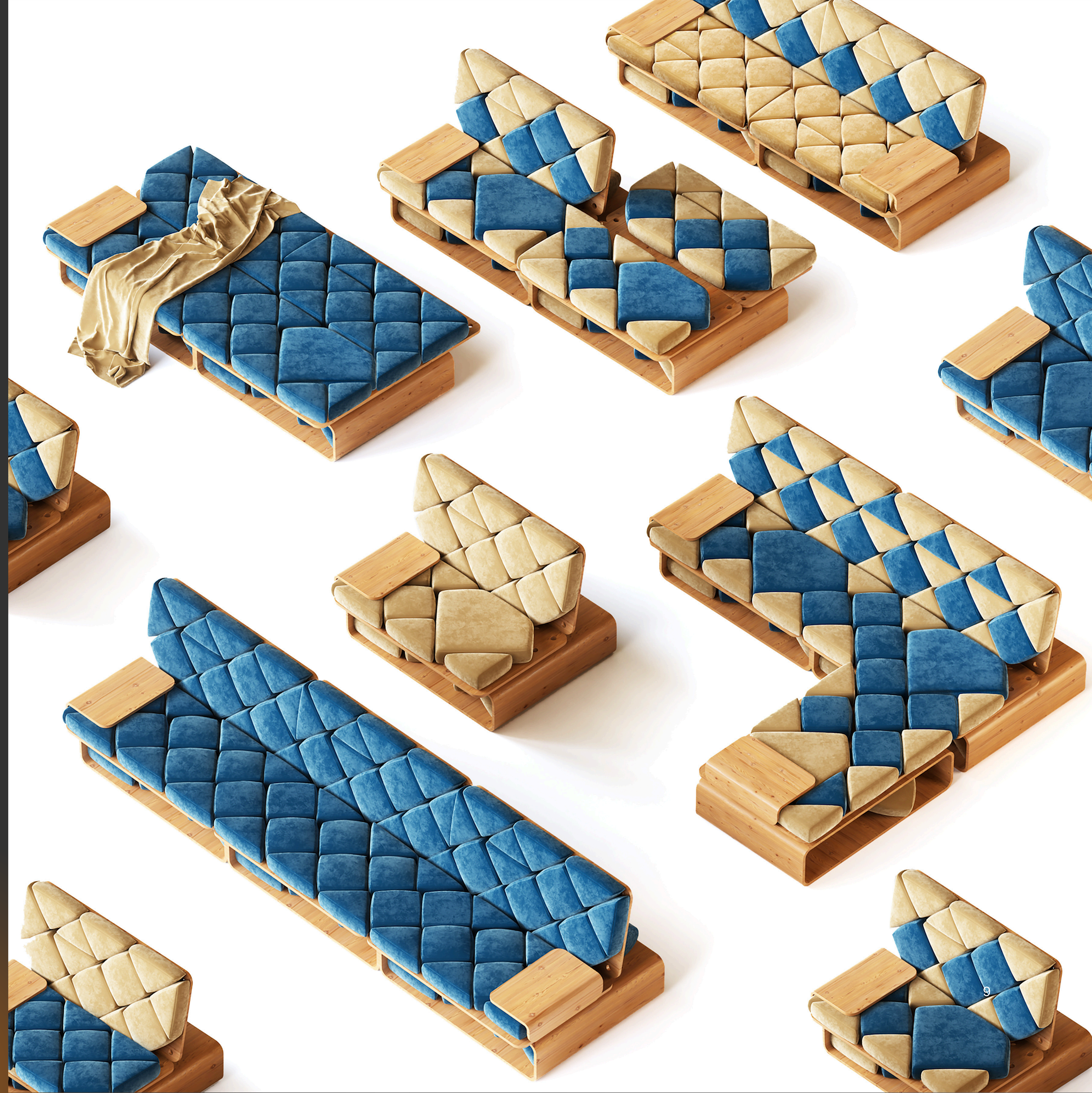
Flexibility is one of the obvious needs of modern lifestyles. Morfius is a **modular** solution for almost every space. This design is based on one modular structure and three different modular pillows that can vary in color. The idea is to reshape the modular perspective, It focuses not only on the functionality but on the aesthetics. The structure can be expanded in many different ways from one-person seat to an L-shape sofa, regular sofa, bed, long linear sofa, etc. When it comes to aesthetics you can consider rearranging pillows and mix and match between triangle, square, and diamond-shaped ones.

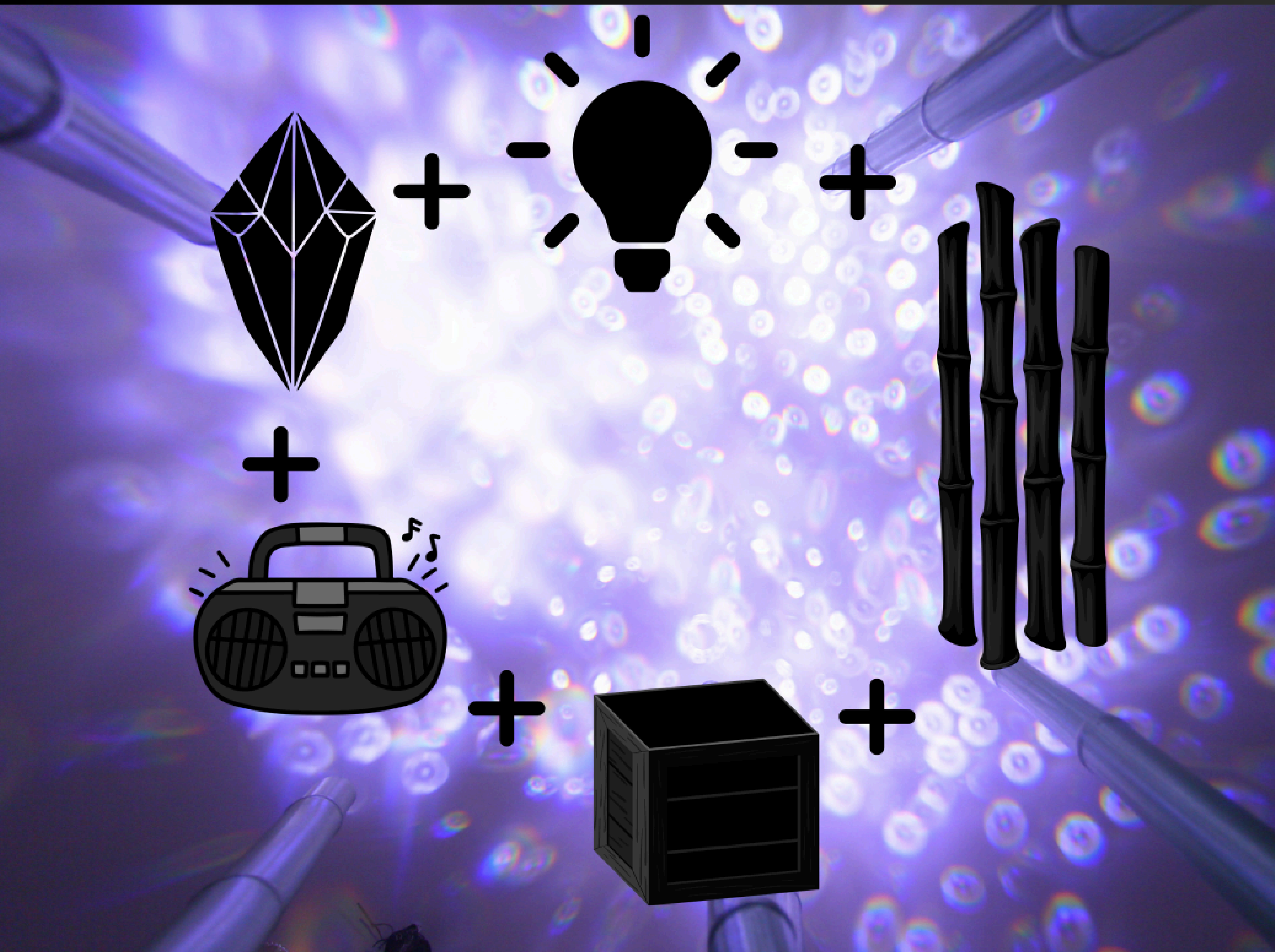


Design's Manifest ...

Extending a product's
life cycle is a key to
real **Sustainability**
solutions for
consumer product
design.

See More on website →





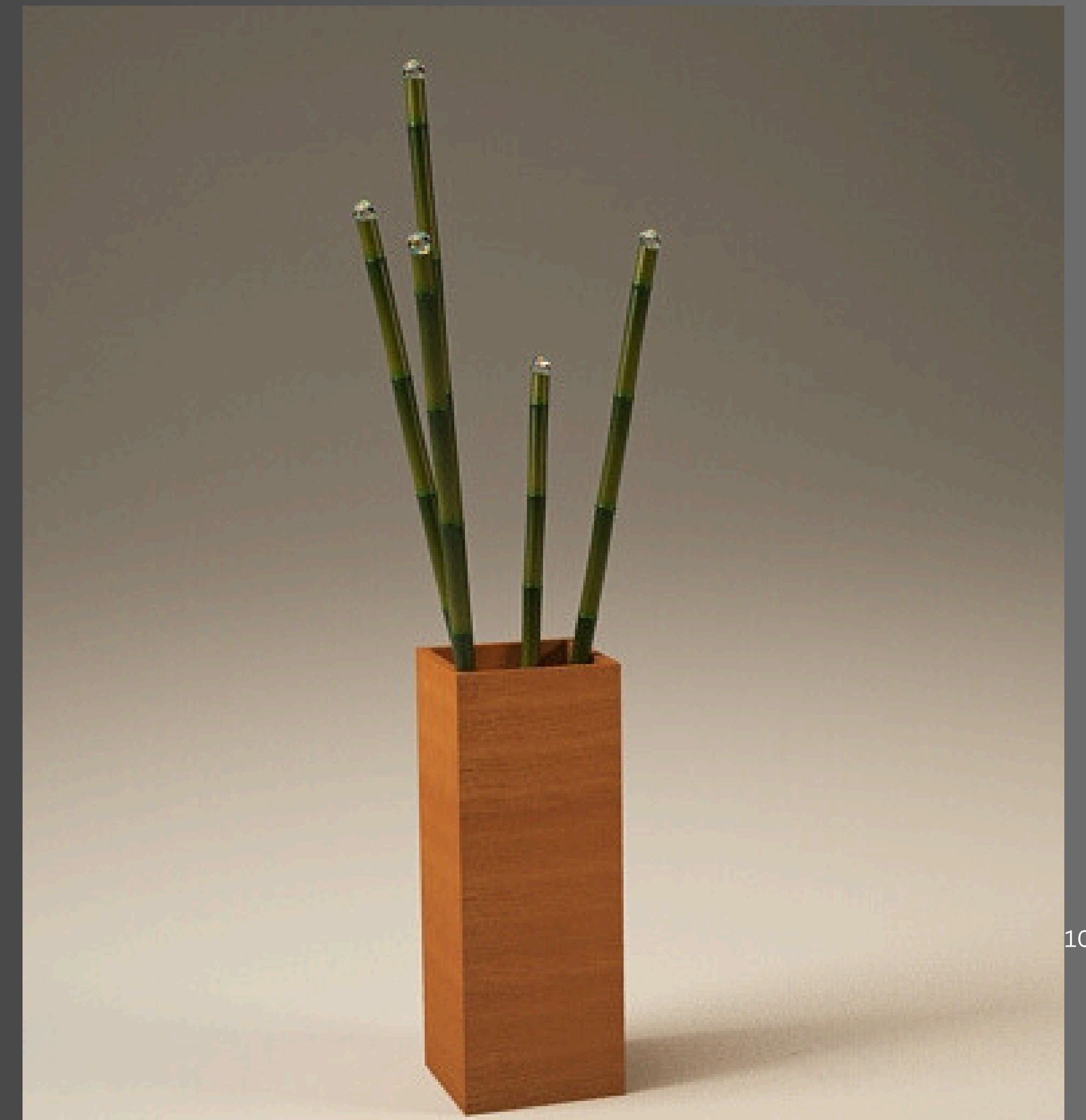
Angel's Island

Watch the video

A decoration piece full of peace

This project is designed to make a peaceful environment for humans. With its elegant reflections and Zen music, it will catch everybody's soul. I had to make a custom lamp to facilitate inner of each bamboo in order to direct the light to the crystals at the top.

Inspired by the Far East in combination with vivid dreams. The presence of light in the heart of shadows of darkness is the symbol of the presence of good, like Yin-Young.



Custom made lamps

Natural, painted Bamboo

Expressing Music in Design

Marketing package designed

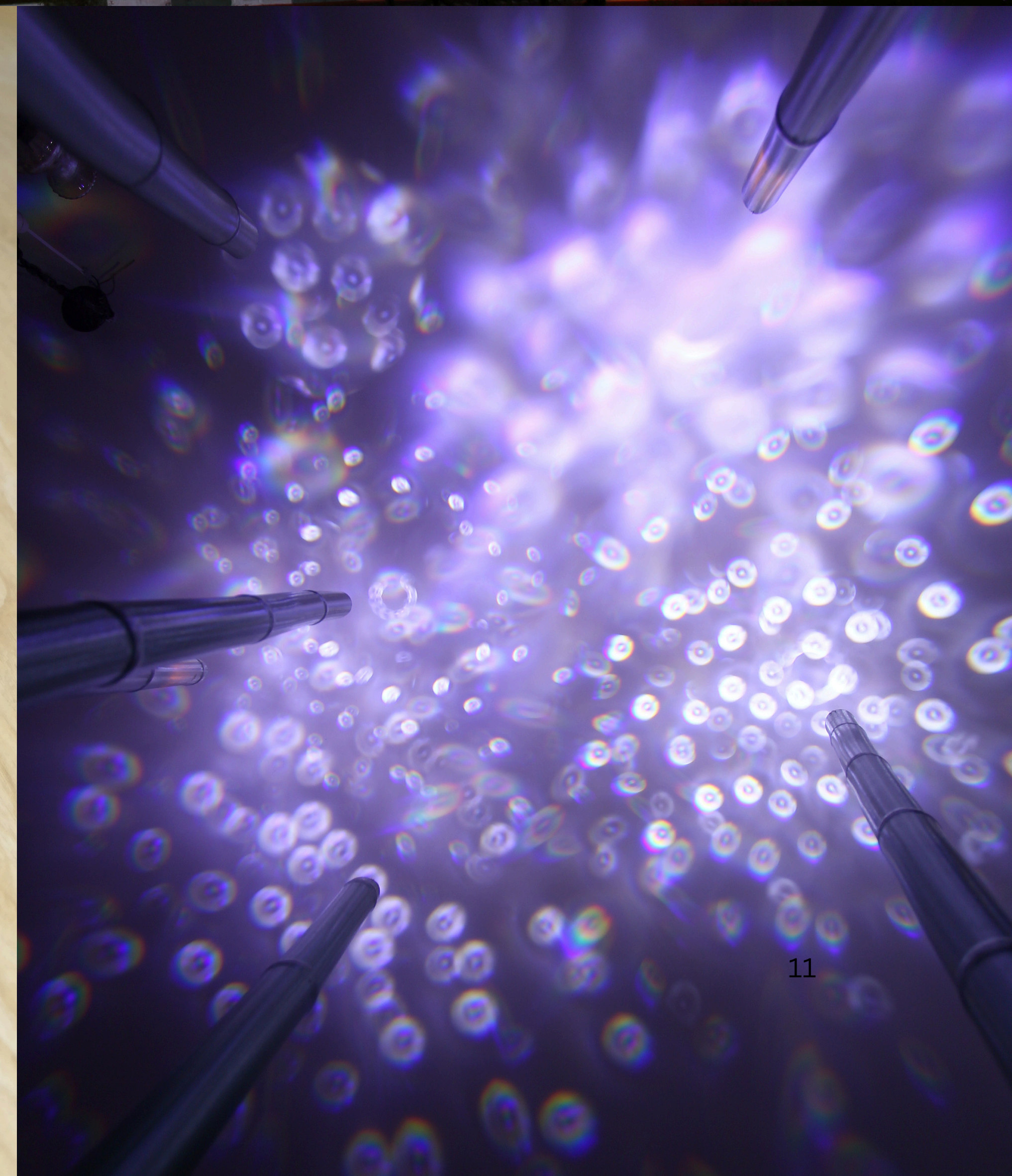
Magnifisent indoor light effect

Prototype made for indoor & outdoor

Participated in Milan Design Week 2013



www.arnanfarahmand.com



2019

MaHome



It's not just about reconstruction and redesign,
It's about blowing **Love** Spirit to the room!

We called it MaHome, "Ma" means "Our" in Farsi, so it actually means "OurHome". We just wanted our fingerprints all over the place, so we basically tried to turn our characters into plans and objects we used in the place. Every corner of this house has a separate story, from the Floating Garden to the Turning Cinema hall. From functionalities to colors and forms, all reflect our love and passion.





See my interview with
Chidaneh website, Iran's
leading architecture and
decoration online magazine.



2012

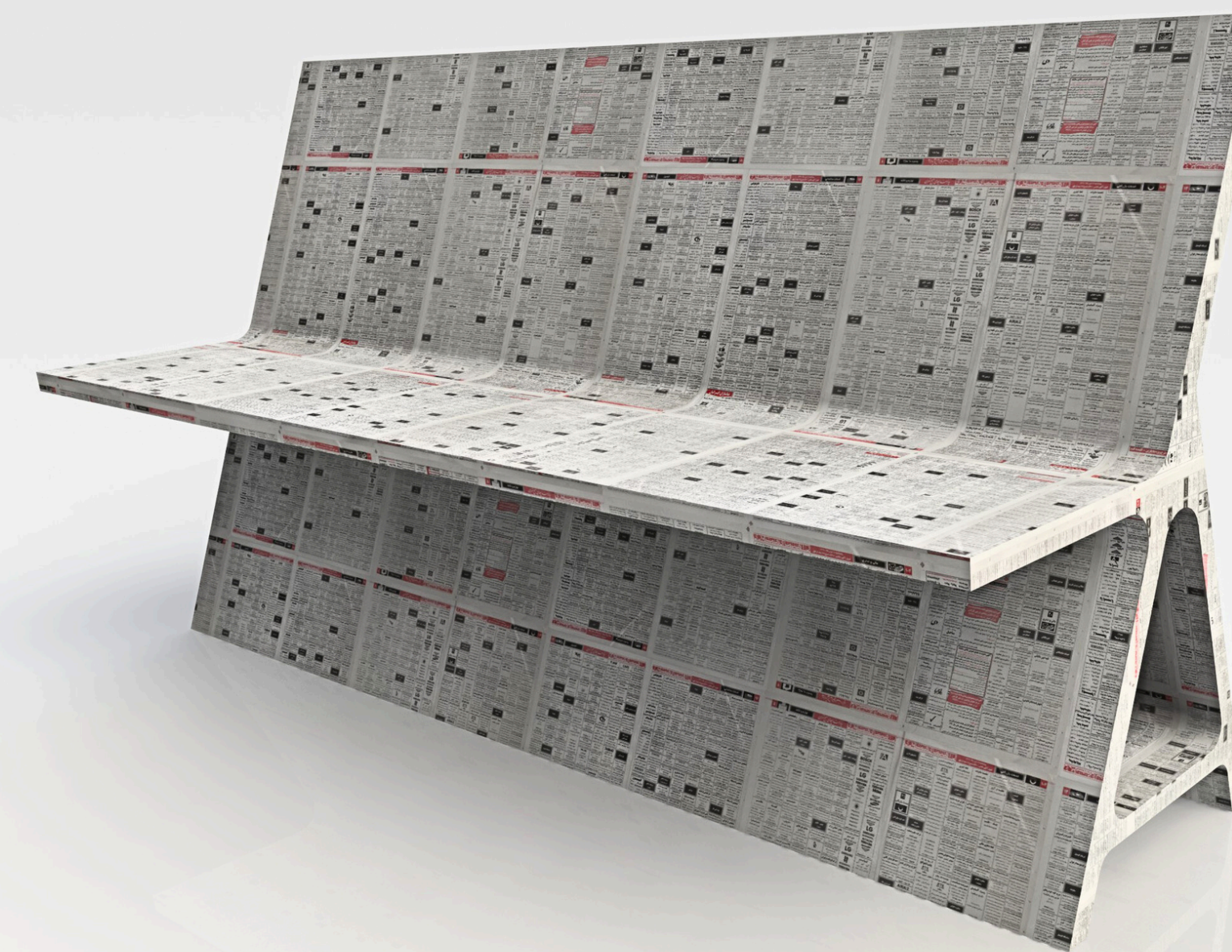
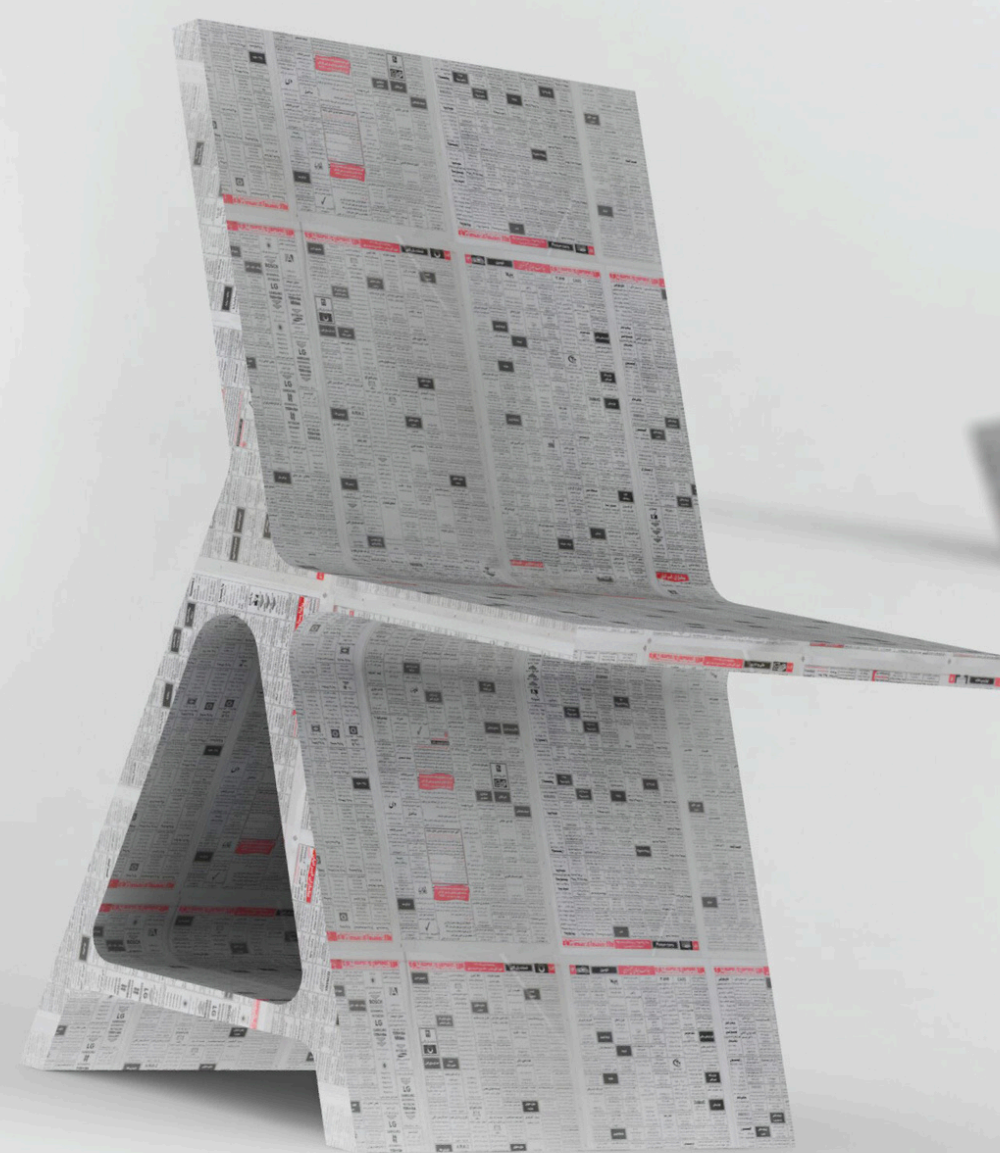
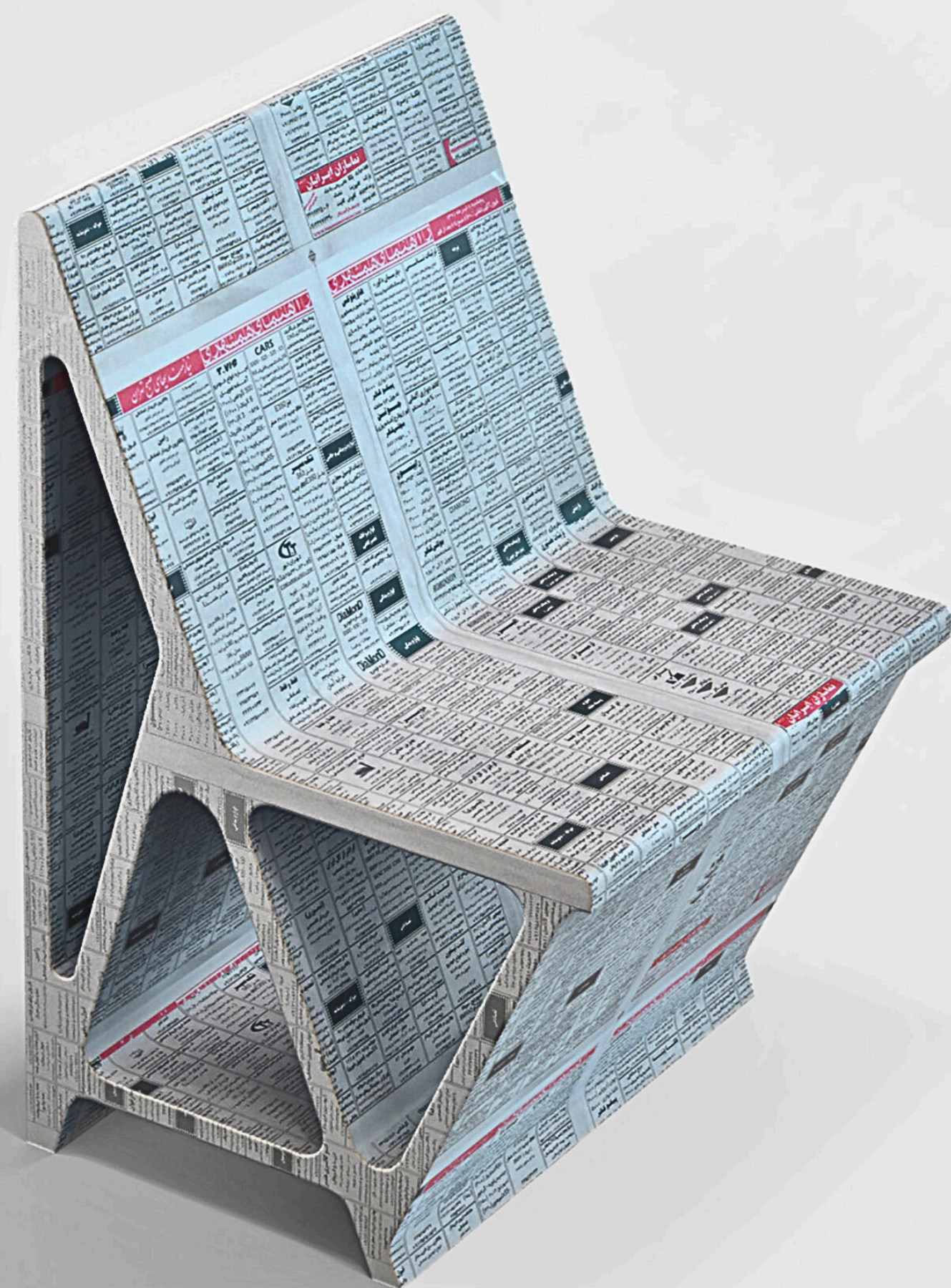
Newspaper Furniture

www.armanfarahmand.com

It is not about Form at all, it is about the **Idea**.

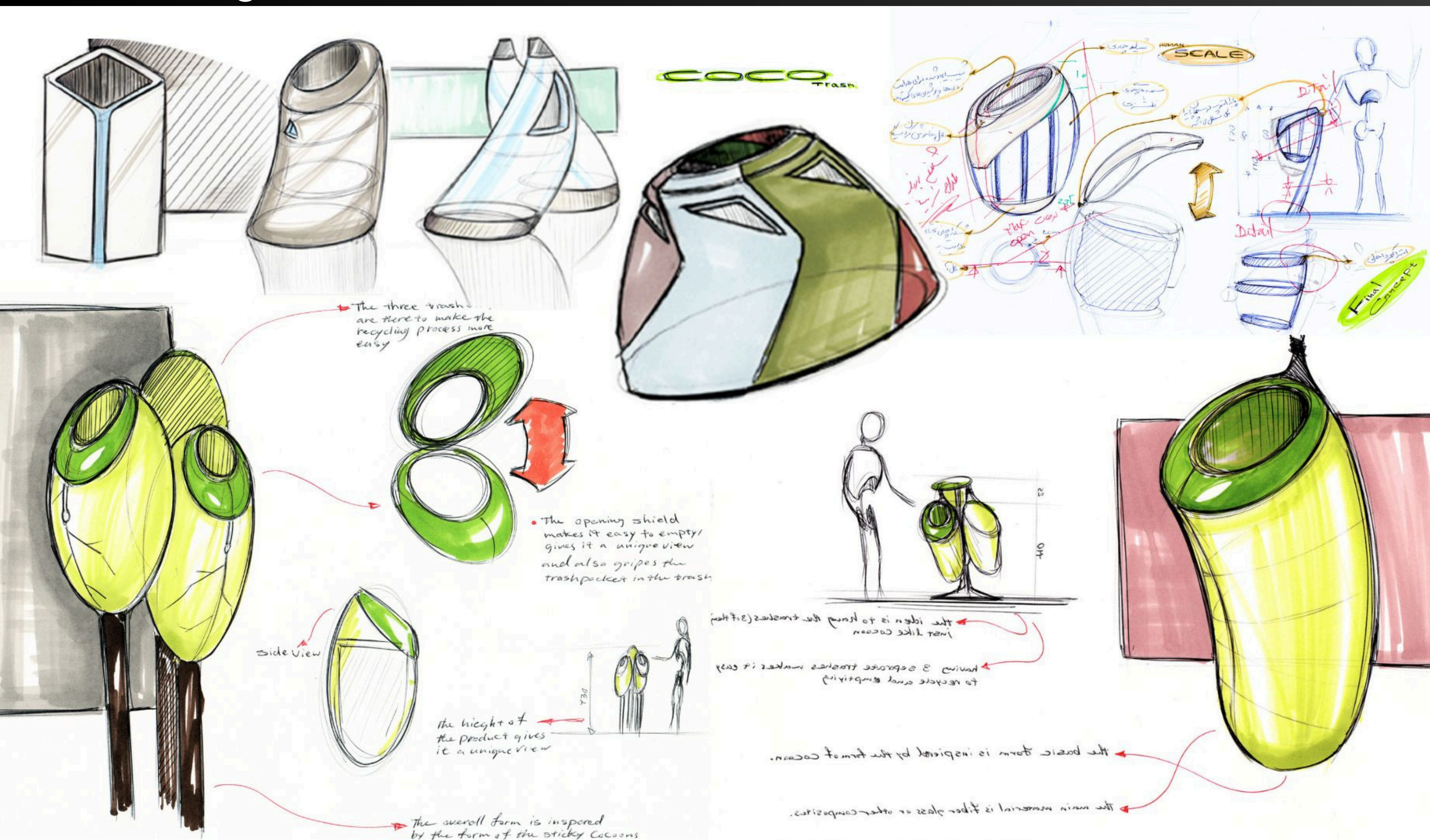
Here the concept is about recycling the newspaper and turning it into a piece of furniture, which is not developed for permanent use but for cases with the least life cycle. For example, we buy single-use cups for parties, so why we don't have this type of stuff in furniture? It is basically made of a thin aluminum structure molded with newspaper pulp, just like a newspaper pencil (with graphite inside instead). It can be easily mass-produced and sold at the cheapest price. This product is affordable and environmentally friendly.

See More on website



2013

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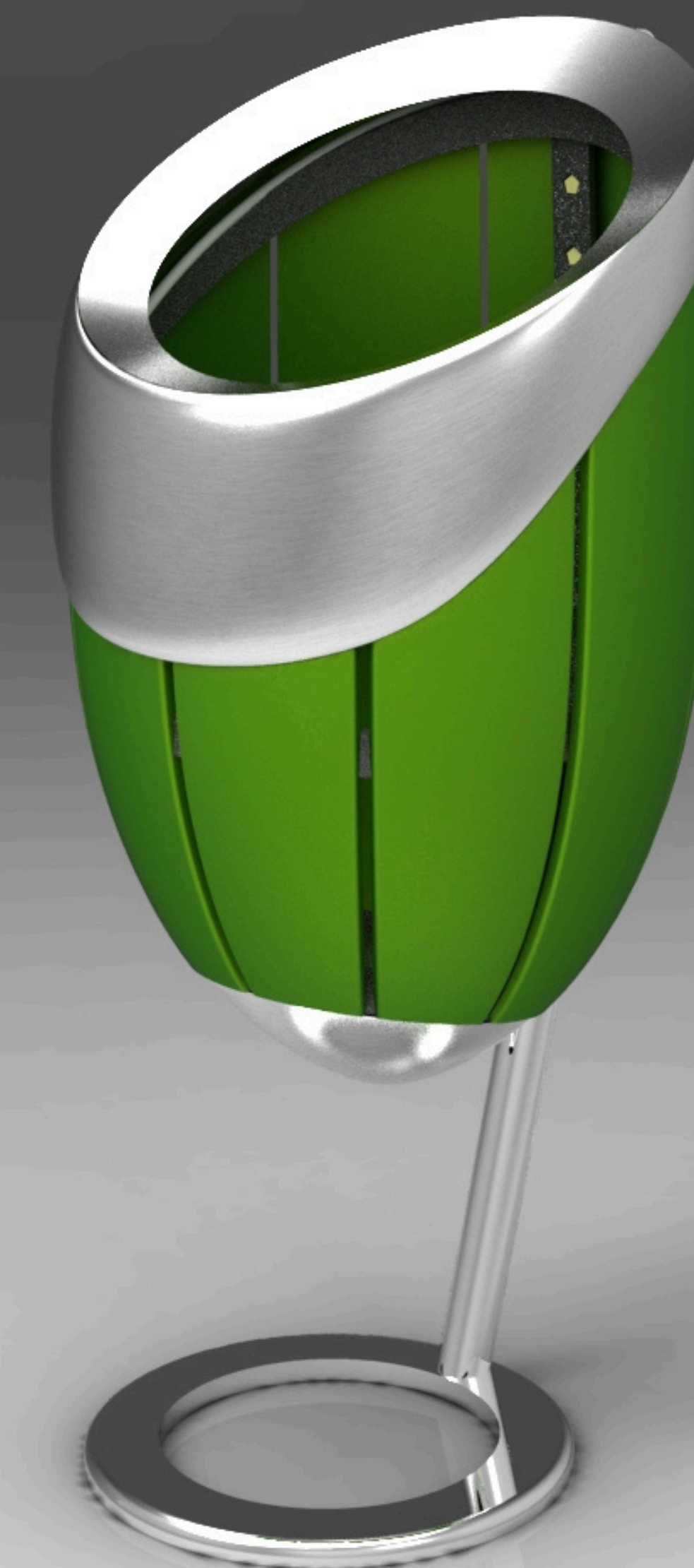
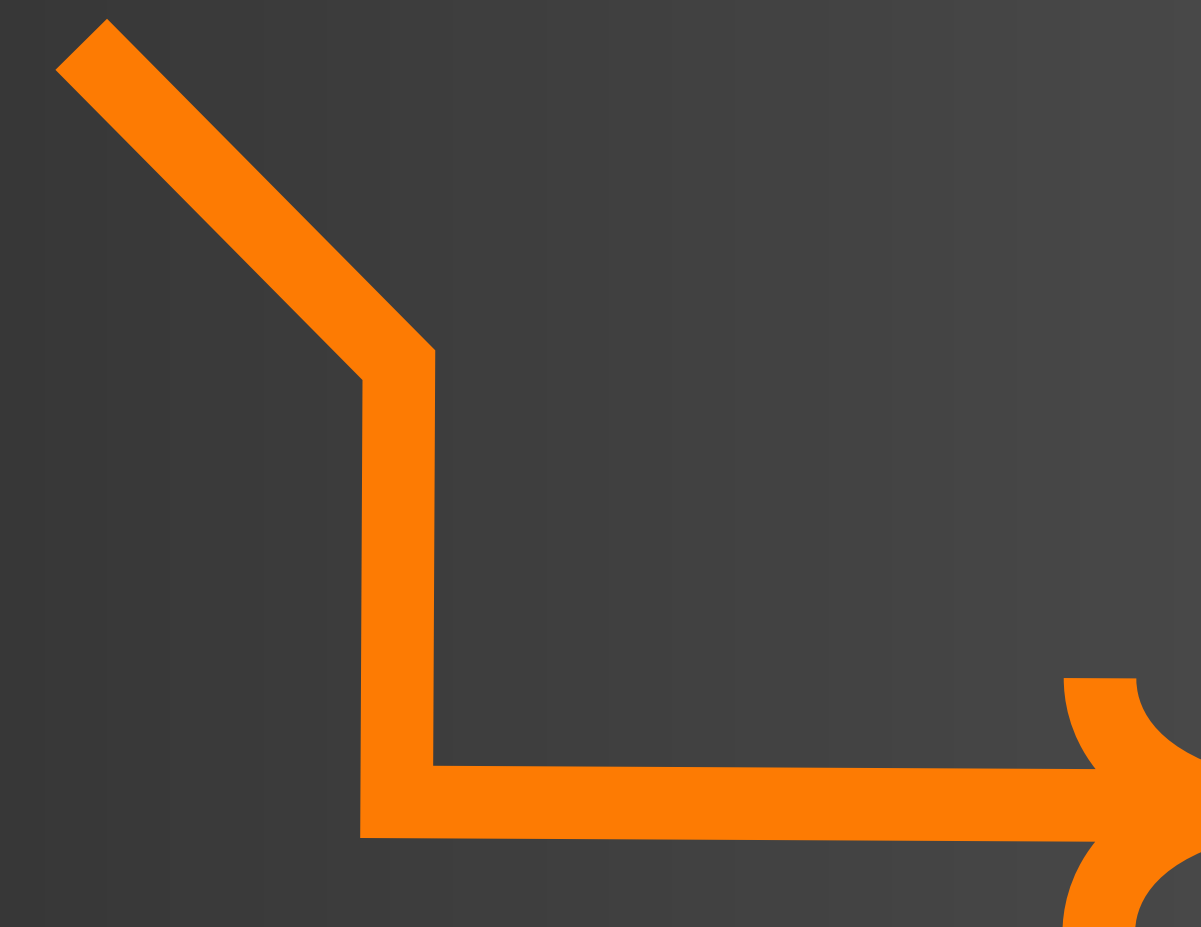


Cocobin



Human needs connected with nature

Urban space is affected by many objects. One of the most seen items is trash bins, so I decided to design a trash bin, considering urban problems with it and also somehow being not so far from nature. It is inspired by the cocoon shape and color.

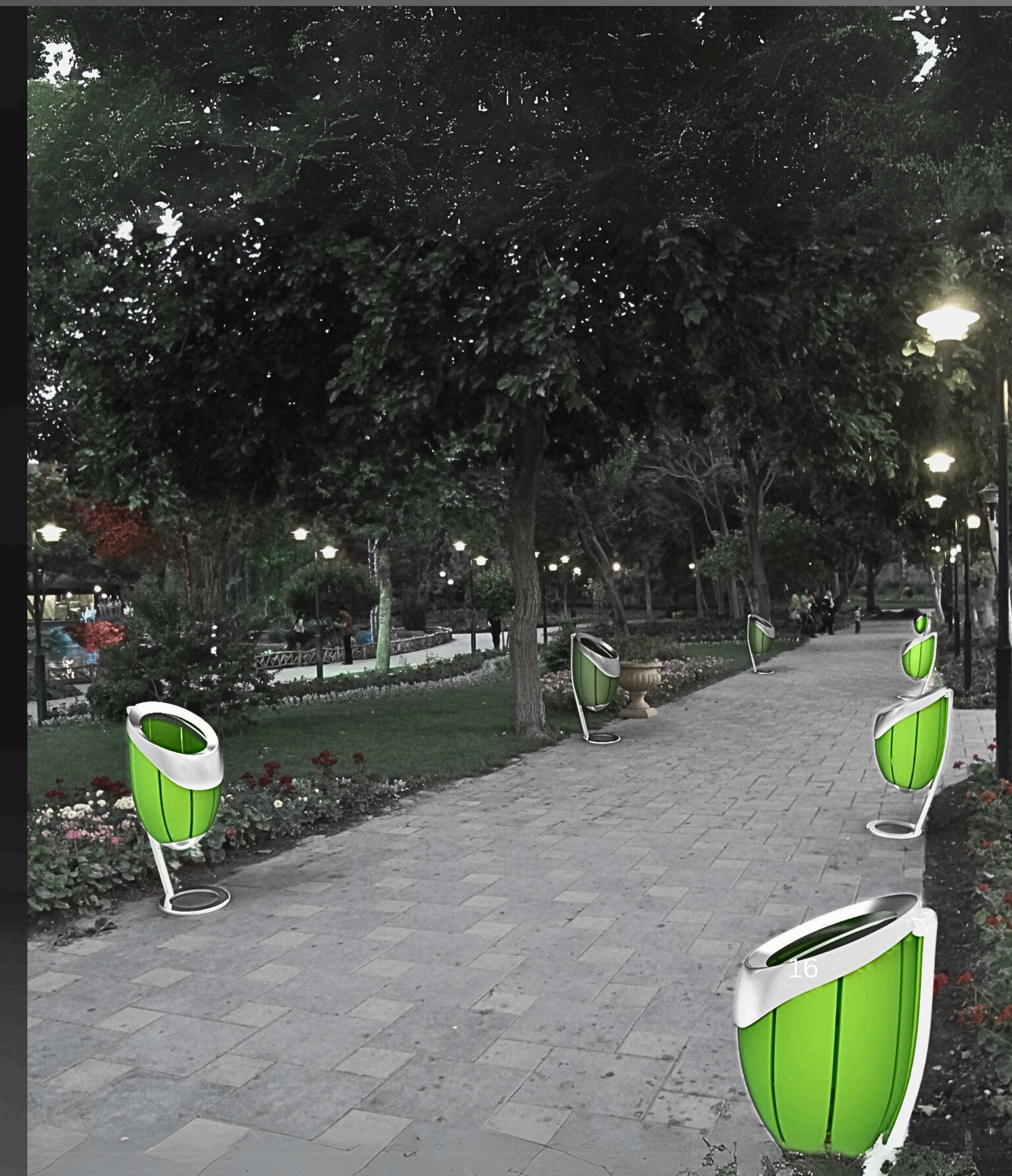
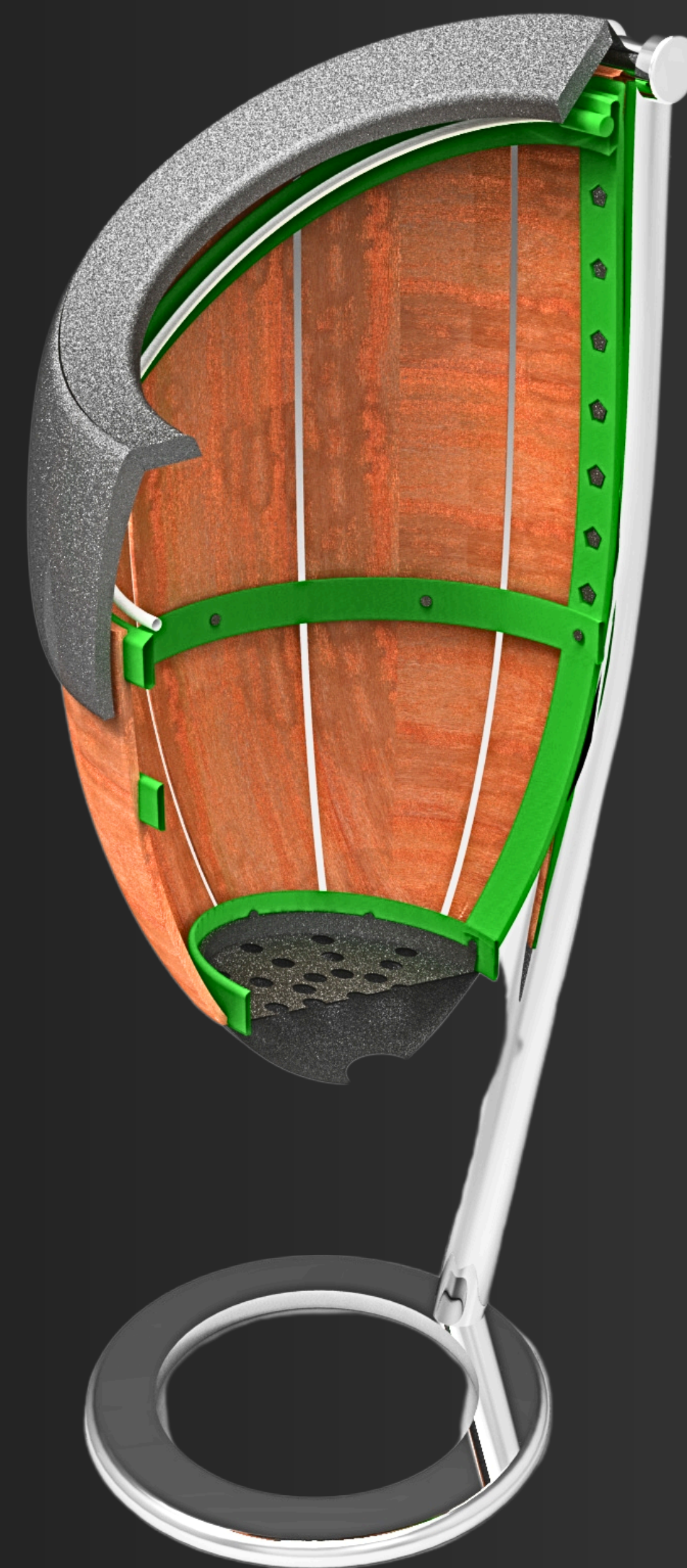


Major problems with similar public trash cans

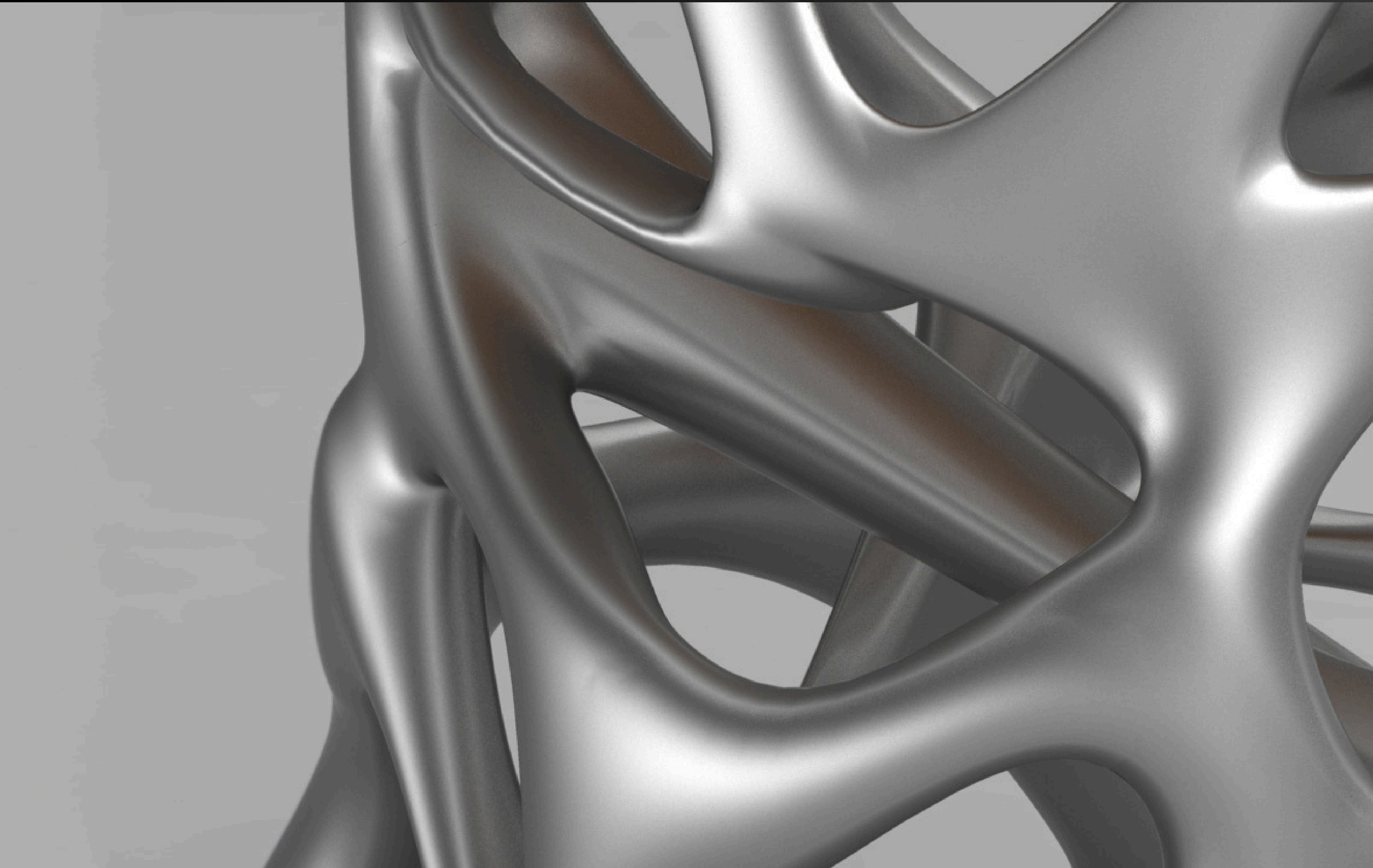
- Trash bag getting stuck into the bin
- The way parts join, could tear the bag
- Low volume space, less than 40L
- Outer body couldn't be produced easily
- It could not be easily located at night
- Liquid leak at the bottom of the container
- Bag displacement was a big trouble

Solutions offered by the Designed Object

- Form of the container is designed curvy to prevent the bag from getting stuck or teared
- The body has an efficient volume of 60 liters and can be produced with least effort
- The solid part at the bottom prevents leakage and is also equipped with LED for night
- Round metal wire would hold the bag inside, preventing it from any displacement



Bonchair

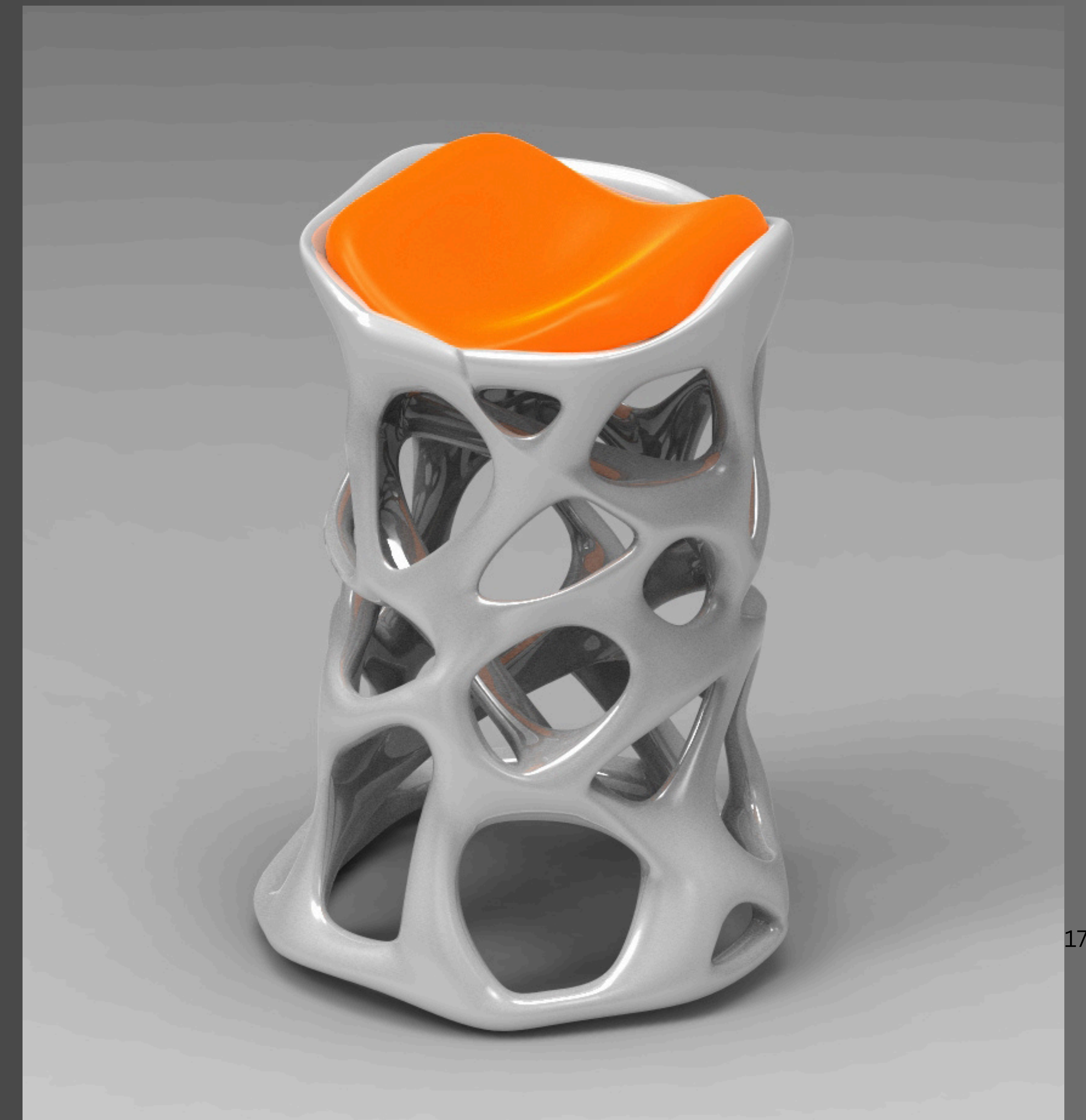


It is all about **Form**

This futuristic concept is inspired by spongy bone structure under microscope. Usually when we think of source of inspiration we look around us, but this time I took a deeper look and the result was amazing.

The name comes from combining "Bone" and "Chair". This design is super clear, showing itself inside out to everybody. It was a challenge to show how easily biological forms can turn into fascinating objects.

More images on website



2015-2020

www.bermanikocom.com



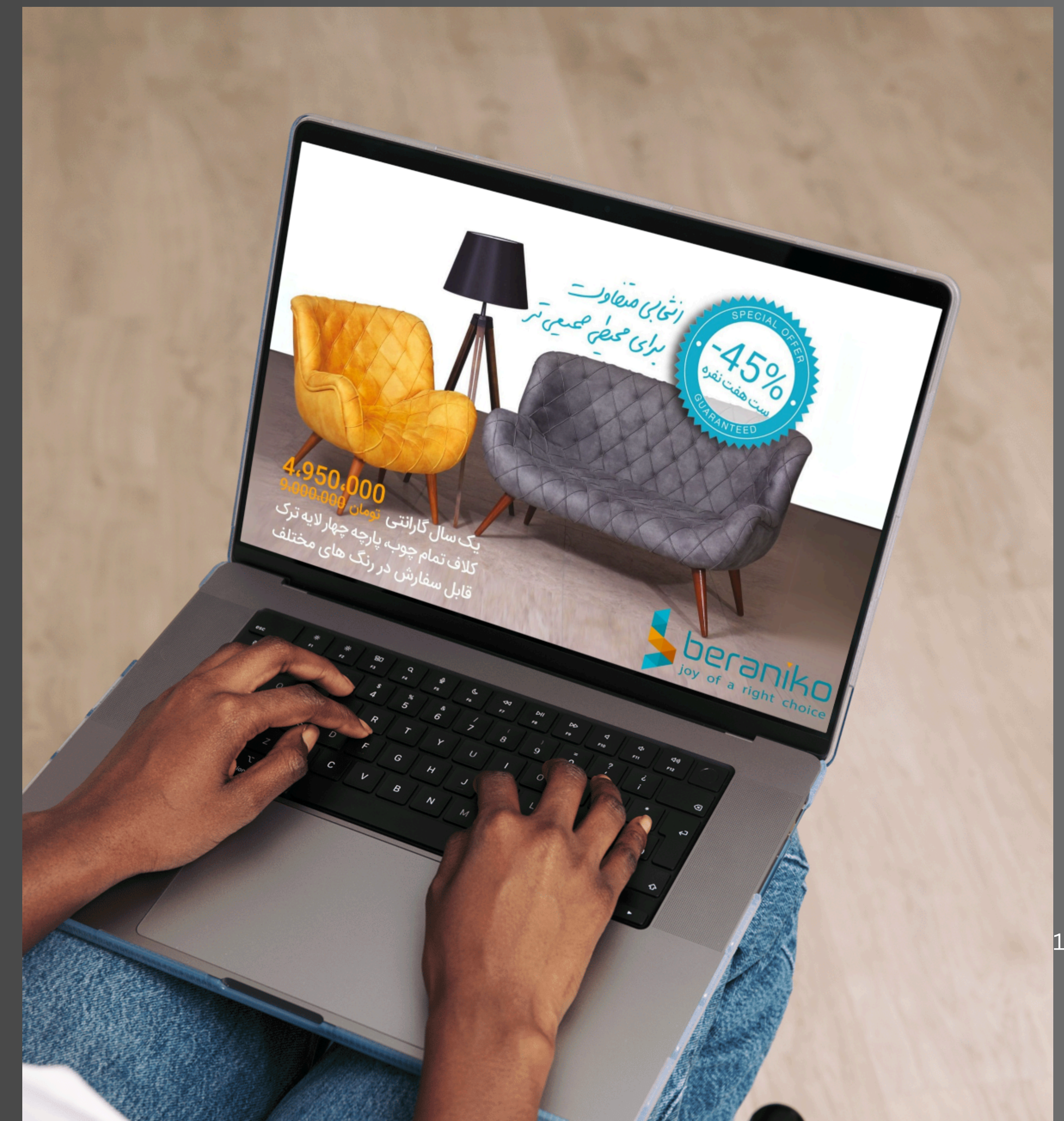
Beraniko.com

See more
products on
website

A dream comes to reality

It was a huge challenge to build a company from zero. At first it was a little start-up, then it became one of the most trusted online platforms in the field of furniture and decoration in Iran. The idea was to start from selling pieces then expand it to design and innovation, just like what Nike did in shoe industry.

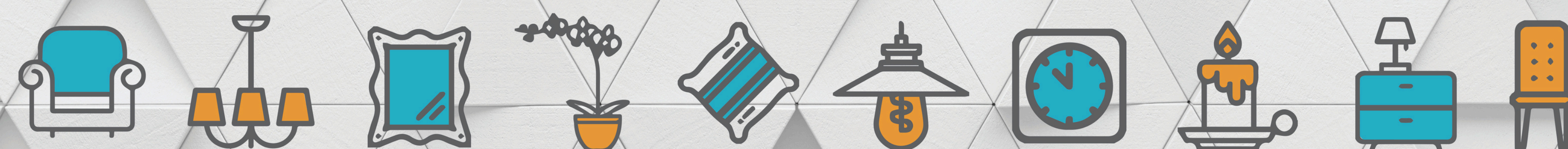
In this journey, we worked with lots of companies from inside and some outside Iran, then started to collaborate with Iranian designers. Somehow, we became a bridge to deliver design into people's homes. It was my first independent business, it taught me a lot.



Wide range of products
Worked with +20 manufacturers
The first Iranian decoration E-Commerce
Innovative business cards and prints
Designed and produced many pieces
such as lamps, cushions, tables, etc
Participated in national events like Deco
Opened a shop for the last three years

2016
Deco
2017
Deco

beraniko
decoration house
@beraniko_decoration_house



2010

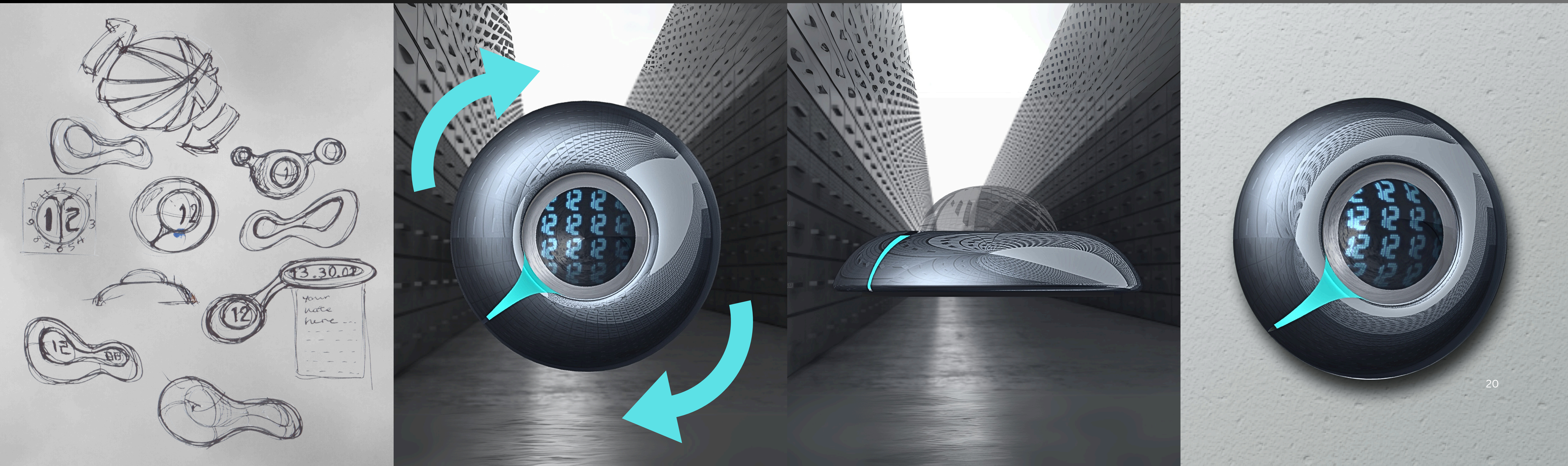
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Ufo lock

See More on website

A wall hanged clock that makes us **Move**

It is inspired by the iconic UFO's spaceship. It fits the modern urban lifestyle by displaying the running numbers, moving digits warn us to move as fast as possible because we are running out of time. The frame plate is moving to help the LEDs reveal their charm, also indicating the minutes, and the digital display shows the hours. This makes it a perfect choice for office use.



Design's Manifest ...

Build Your Space: **Sustainable**, Modular, Portable, and Interactive Furniture for a modern Lifestyle!

See More on website →



90% recycled material
Durable yet lightweight
Super portable design

Flexit

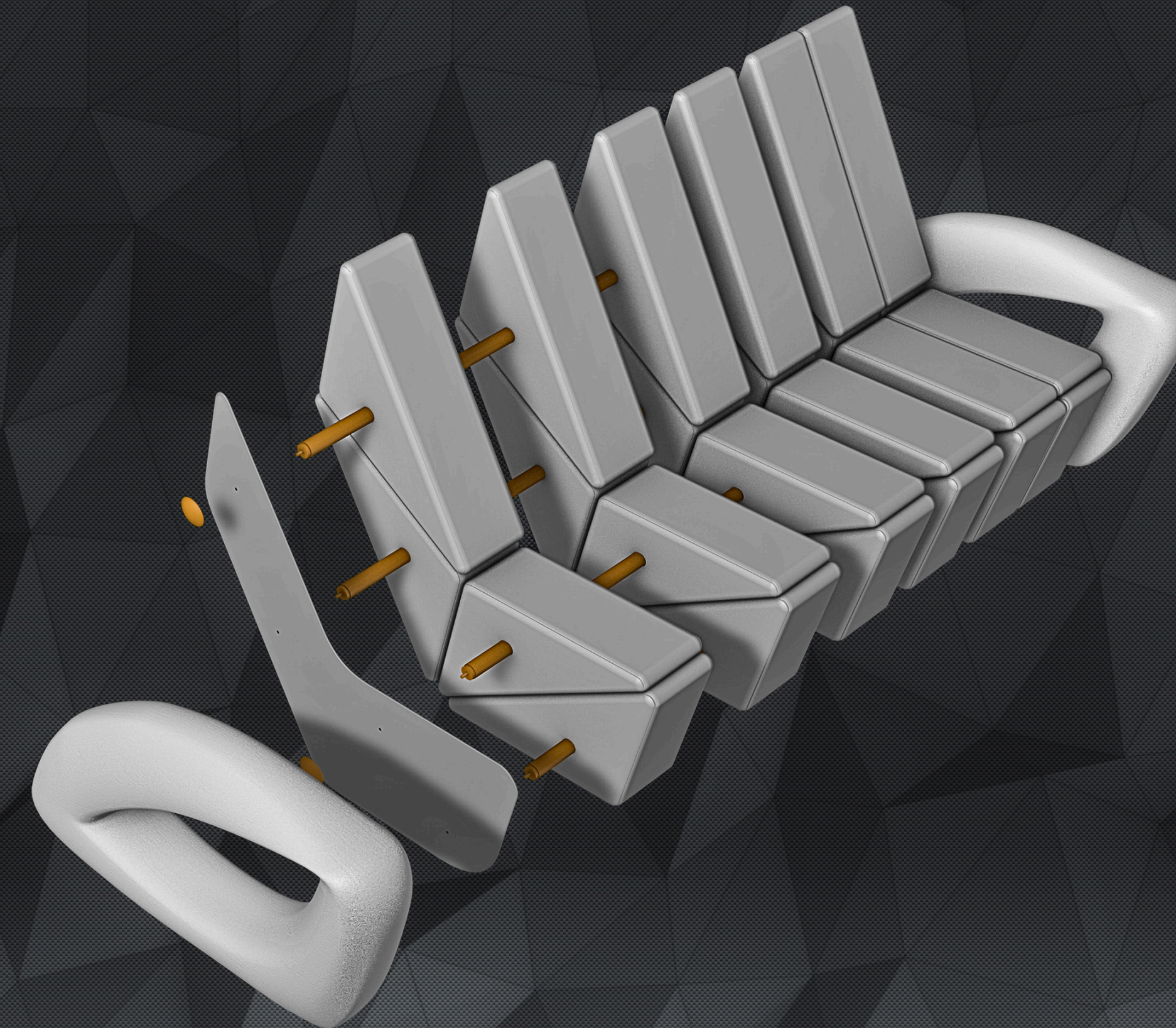
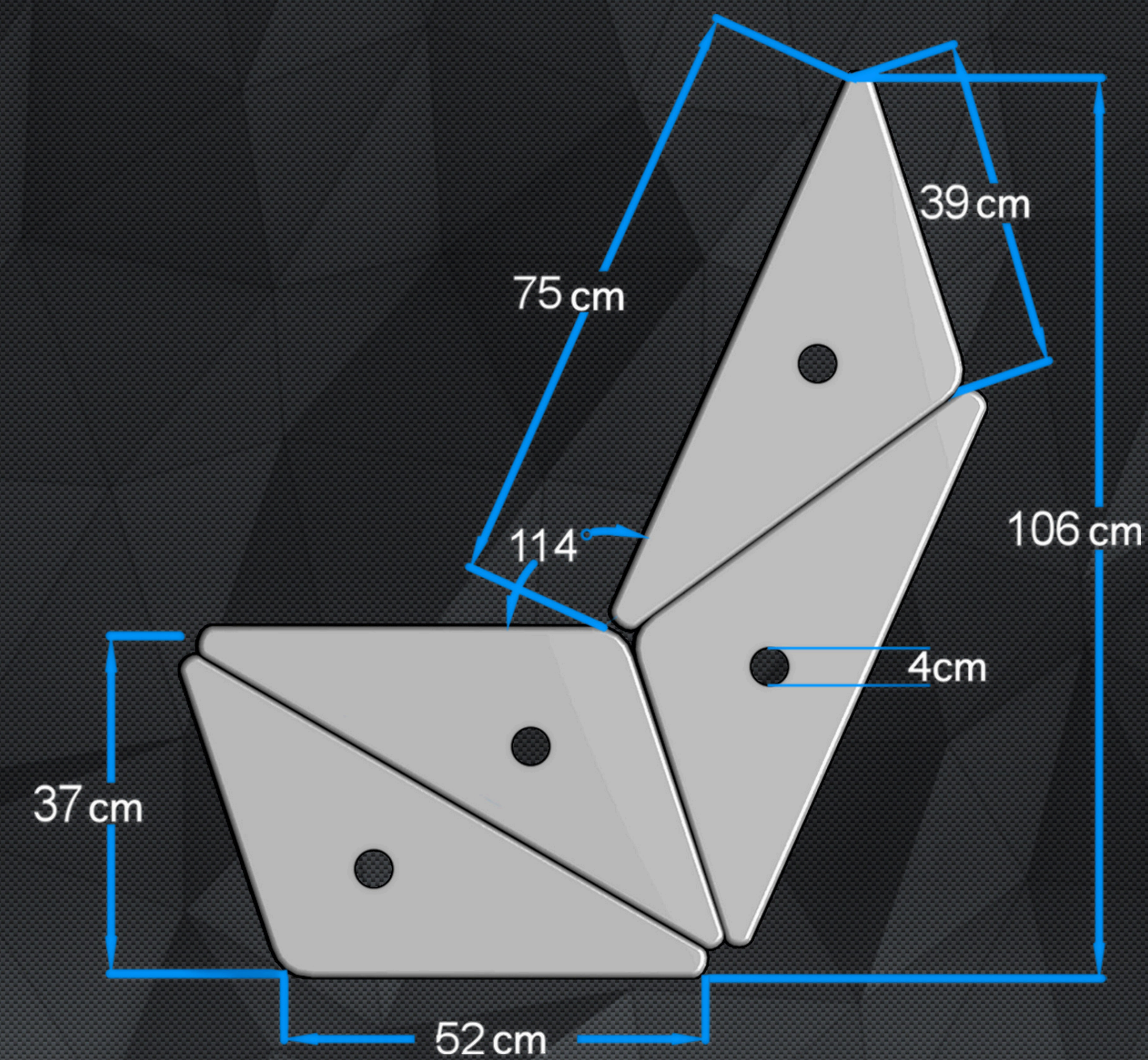
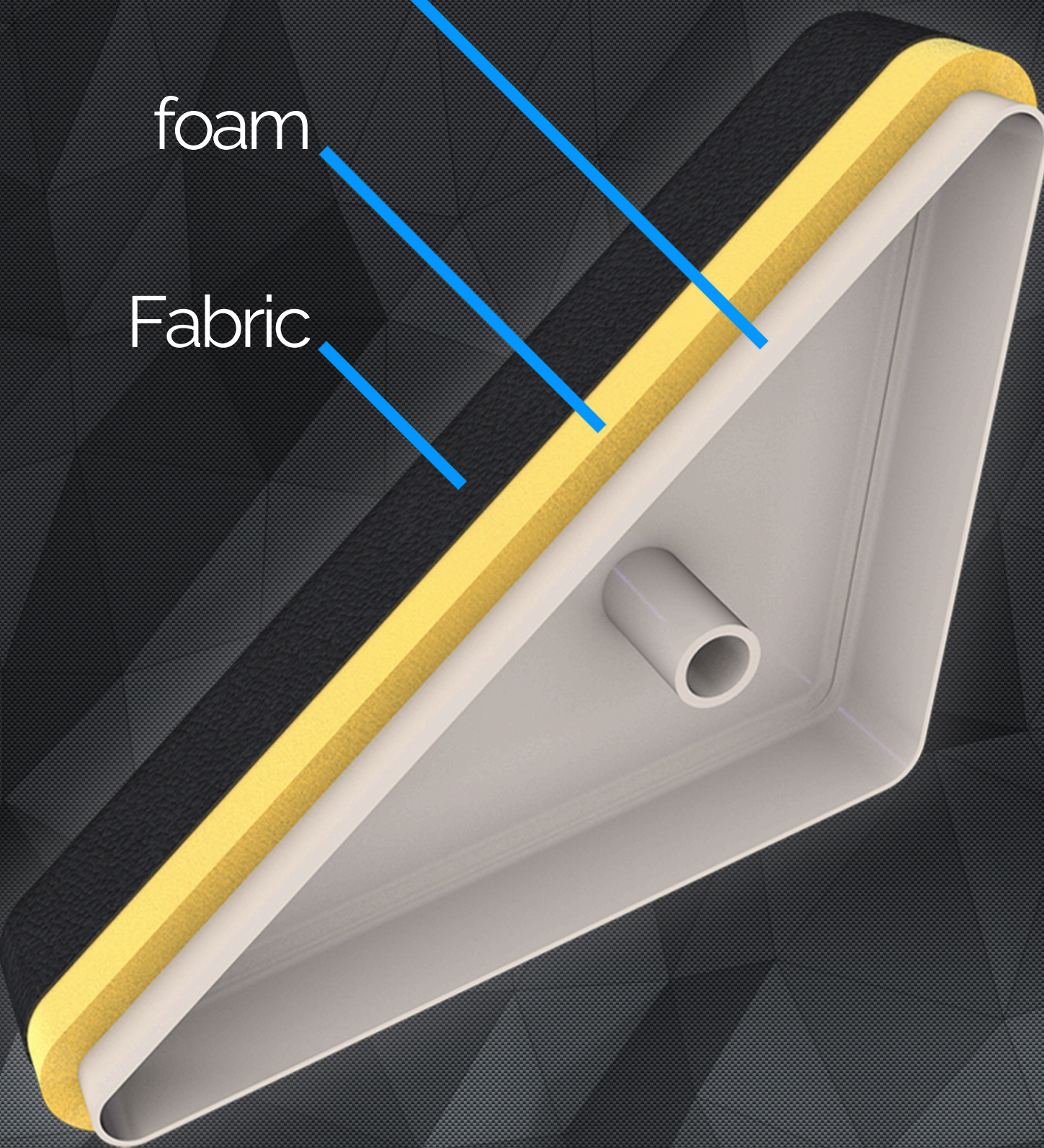
Build several pieces based on your need
Armrests can be designed to your taste
Won several prizes, including Idiran, the first Industrial design award in Iran in 2015



Molded Plastic

foam

Fabric



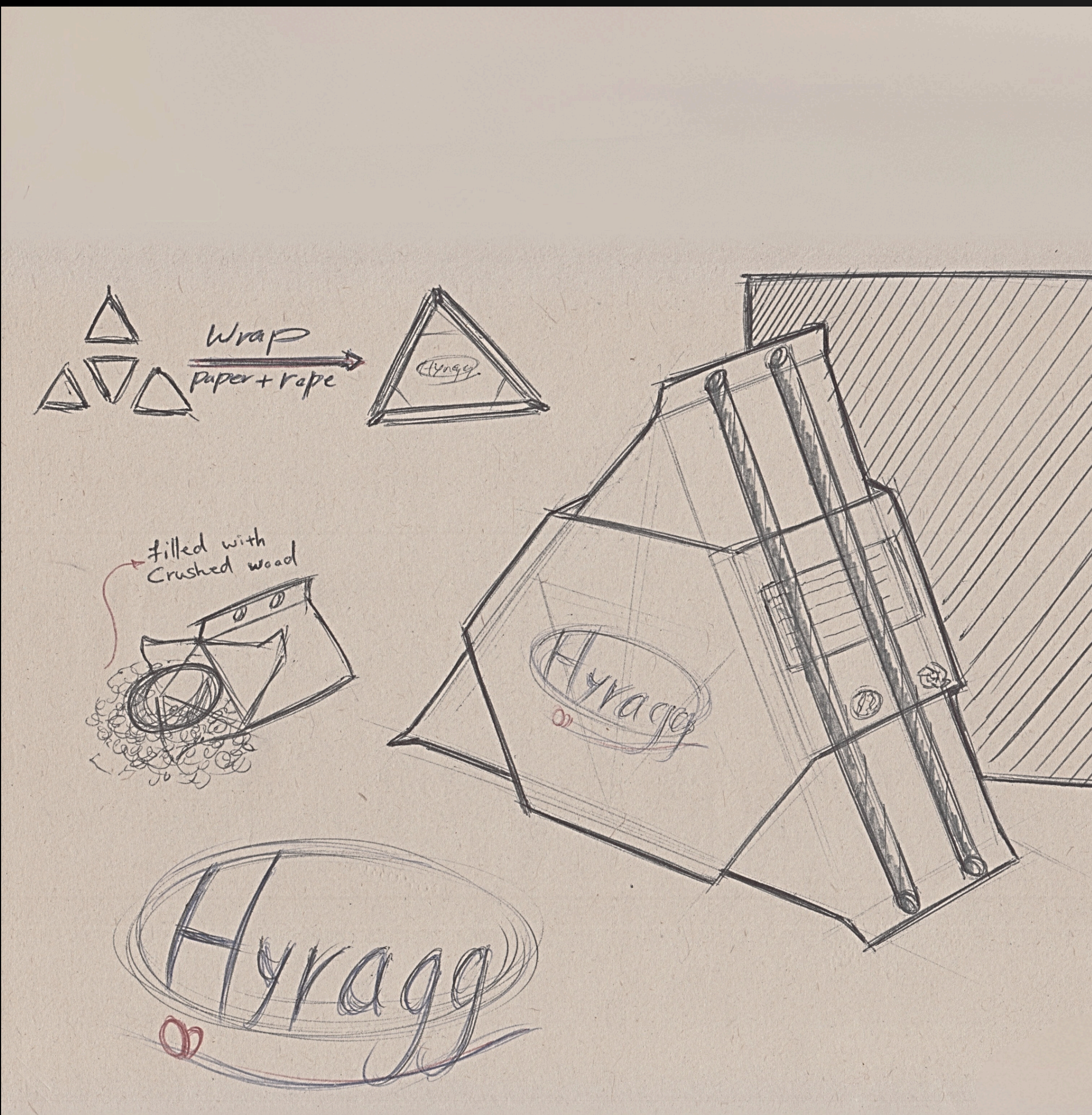
2012

www.armanfarahmand.com

Hyregg

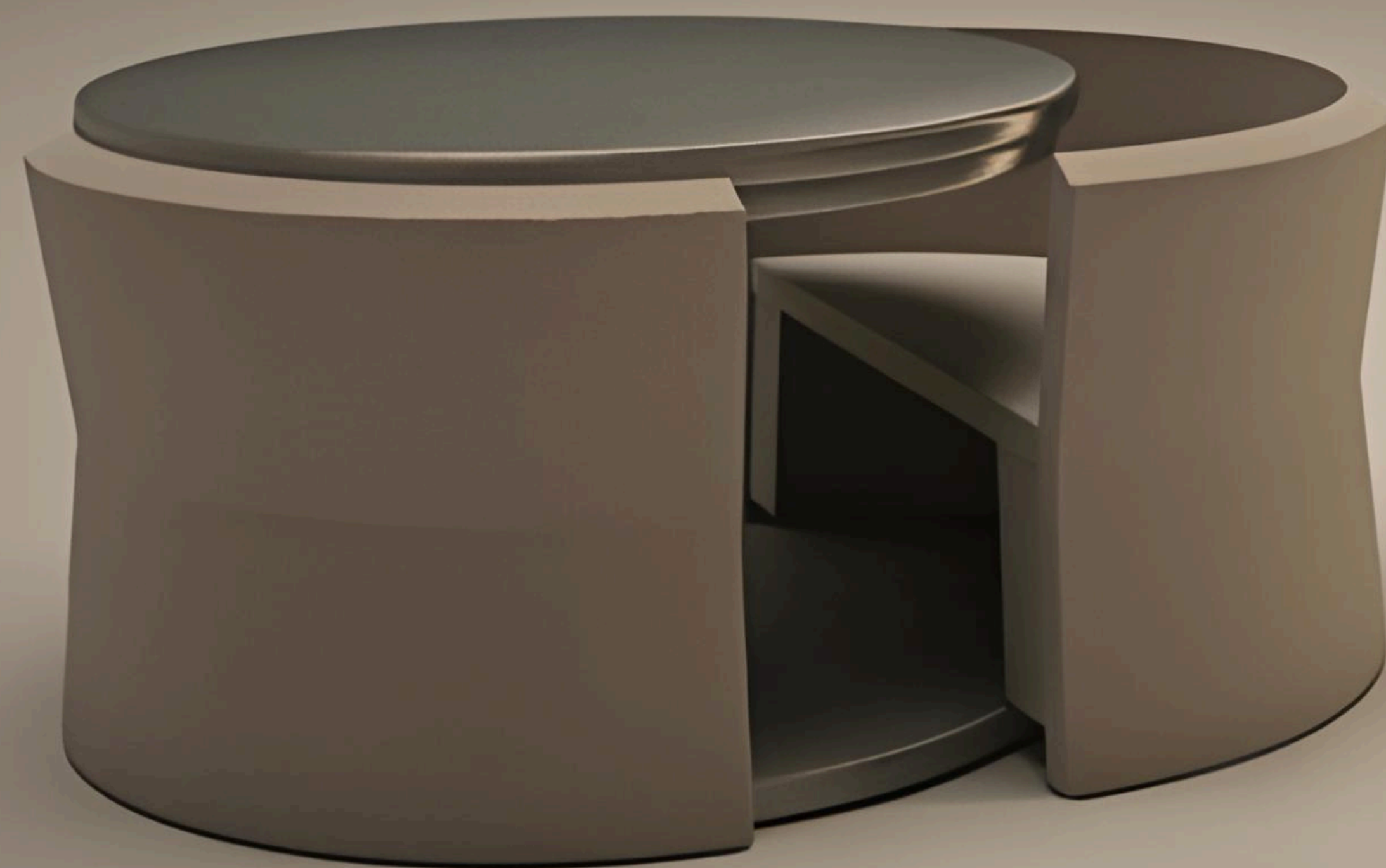
It is about the **Quality** and appreciation to nature

Crafted from recycled paperboard, exemplifies a commitment to sustainability and quality. This eco-friendly package is not only kind to the environment but also reflects the organic roots of its production. Emphasizing high-quality craftsmanship, it is designed with a geometric structure that ensures the safety and protection of the eggs inside. Each dimension is carefully considered to provide optimal support, minimizing the risk of breakage during transport. Beyond its practical benefits, the package's aesthetic appeal aligns with a modern, eco-conscious lifestyle, making it an ideal choice for consumers who value both sustainability and functionality.



2014

www.armanfarahmand.com



Corsay



HODex 2014

۲۶ دی تا ۴ بهمن ۱۳۹۲

See video and details

It is about Customs and Traditions

Korsi is the name of one of the oldest traditional products Iranians use to gather and warm up during the cold seasons. It consists of a very warm and heavy blanket on top of a square frame, usually with a heating source at the core. Due to modern life, there was no more space for it in homes. This is kind of a nostalgia for Iranians.

I tried to combine old fashions with modern life to bring out a sense of closeness to our costumes and also create an atmosphere to gather couples closer; this is why this set is for two. The bottom plate warms up with a simple mechanism, which is great for various physical chronic pains. It was a winner in Hodex 2014 furniture award.



2010

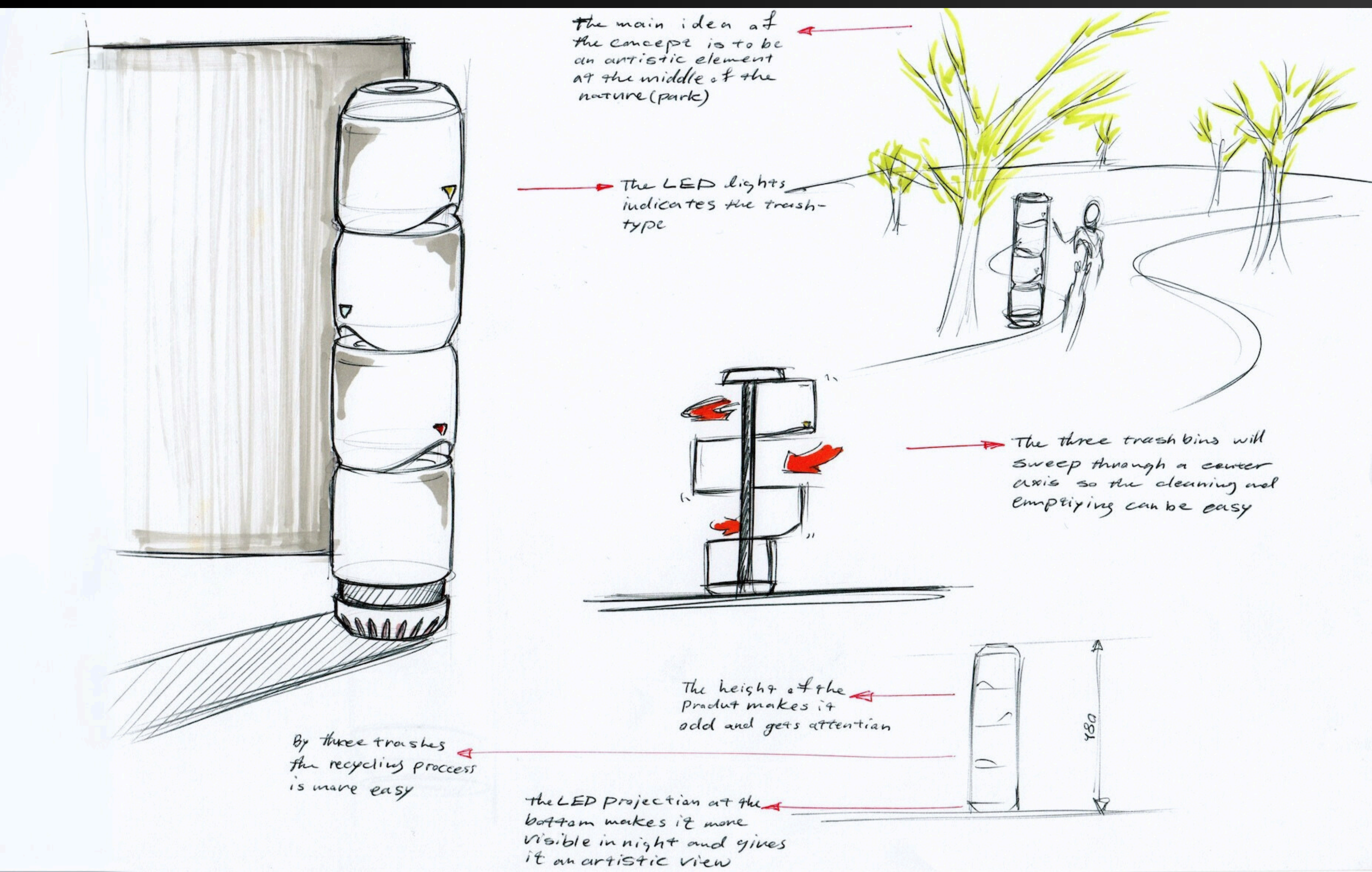
www.armanfarahmand.com

Whale tail

When Form, Function and **Context** matches the best

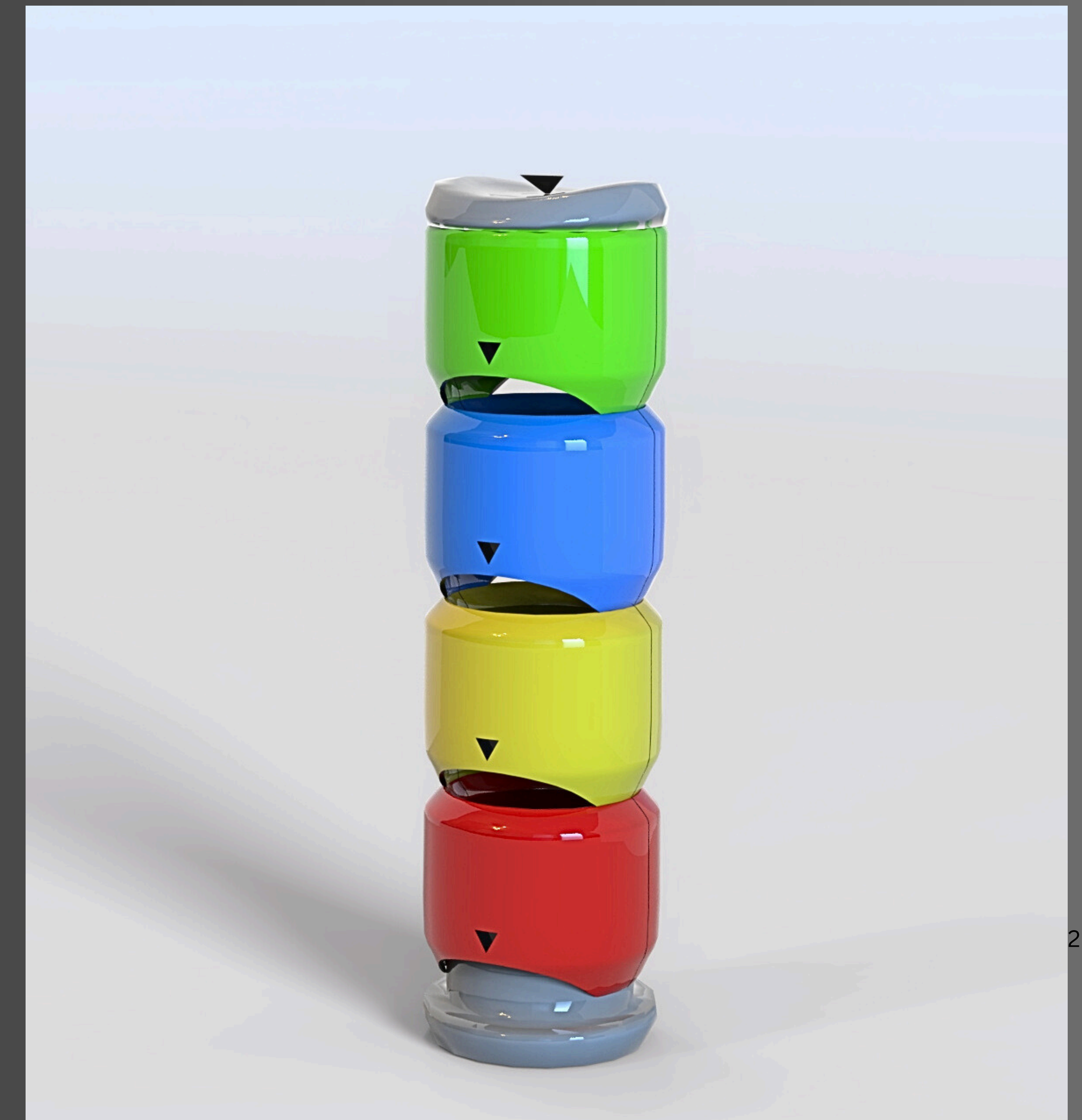
It is a multi-functional object beside swimming areas that works as a bench, towel dryer and also a sculpture. The iconic whale tail works as a bench and the other part works as a towel dryer with a gentel heat.





Natbin

More images on website



A design that invites your engagement

This bold and vibrant creation is not only a functional necessity but also an artistic statement that draws the eye with its striking colors and impressive volume. Designed to captivate both indoor and outdoor environments, it stands out with its dynamic shape and vivid hues, encouraging individuals to responsibly dispose of their waste.

Its intuitive design differentiates between compartments, making it easy to separate recyclables from general waste, thus promoting environmental consciousness. This recycle bin is a testament to how sustainability can merge with aesthetic appeal, transforming a simple act of recycling into an engaging and rewarding experience for everyone involved. By incorporating such an exotic volume into everyday spaces, it seamlessly blends utility with visual attraction, inviting everyone to contribute to a greener planet.

Thank You
So Much

[Website](#) ... [Email](#) ... [Linkdin](#) ... [Instagram](#) ... [Phone](#)

