

ÑEŠHÀ





**OŨR STŒRY**

**Negin Shahr Ayandeh (NESHA)** is an architecture, planning and management firm, founded in 2001, that provides **diverse yet integrated services** to solve multidisciplinary problems in all scales: from urban areas to buildings. NESHA believes that today's complexity can be faced only by catching the overall picture and integrating it to every aspect of the project, the technologies, and the teams from design to management and construction.

Today **NESHA** has grown to a team of professionals consisting of **architects, urban designers and planners, landscape designers, civil engineers, managers, and beyond**, and has built up a valuable portfolio of stable collaborations with highly specialized teams that form an integral part of the services it provides to **public and private clients**. In addition, NESHA always seeks to bring together the expertise accumulated from **academia and the profession together**.

NESHA's commitment to ethos of collaboration, design excellence, natural and built environment, and exceptional client service, have made it a reliable reference and support for clients. **With a global perspective and a hands-on approach**, NESHA aims to broaden its services internationally and enhance its collaborations with international firms.

**OŨR VALUS**

## ◆ Trust

Trust is at the foundation of NESHA. Regardless of various uncertainties, we keep our commitments to ourselves, the network of our friends and colleagues, and our clients.

## ◆ Enthusiasm

Our team's enthusiasm and passion are the primary determinants in making a decision or choosing the path forward.

In every journey of exploration and discovery, and embracing challenge and change, our hearts blaze with enthusiasm.

## ◆ Accountability

At NESHA, we practice receiving recognition and taking responsibility. We hold ourselves accountable to achieving our highest potentials in organizational excellence and quality of our work.

## ◆ Learning

We believe that learning is the fundamental factor in personal growth. In NESHA we never miss the opportunity of continuous learning and improvement.

## ◆ Innovation

Innovation is the lifeblood of NESHA and our crucial responsibility to advance ourselves and our living environment.

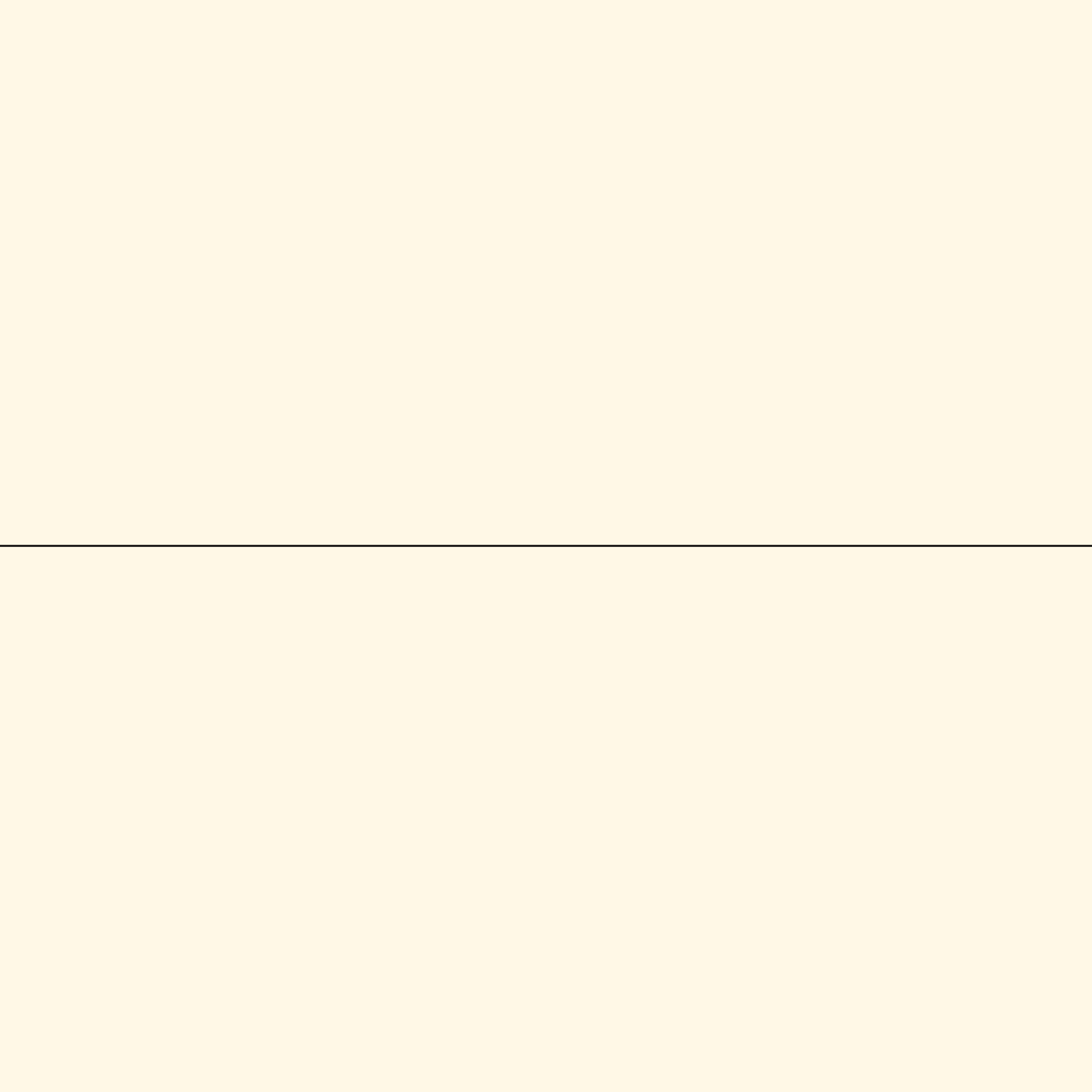
By fostering innovative ideas, we inspire growth for our team members and become one of the resources of practical knowledge and pragmatic solutions.

## ◆ Achievements

At NESHA, achievements are evidences of success and progress and the backbone for constant evaluation of individuals and the organization. These achievements lead us to learn from our experiences and discover new paths.

# **OFFICIAL DOCUMENTS & CERTIFICATES**





Official translation from Persian  
 \*\*\*\*\*  
 Official Gazette Quotation No.: 16372  
 Page: 10; Date: May 16, 2011  
 Notice No.: 32/3425; Date: May 03, 2001

**Notice of Establishment**

The summary of Registration Statement and Articles of Association of Negin Shahr Ayandeh Consulting Engineers Co. (Private Joint Stock), which was registered at this department under No. 173444 on May 03, 2001 and all signatures were completed on May 03, 2001, are published for public information in Abrar widely circulated newspaper.

**1- Purpose of the Company:**

Design, architecture, urban design, provision of comprehensive guidance plans and preparation of land, interior architecture, landscape architecture, providing consultancy services and managing construction projects, construction, implementation and renovation of buildings, supervision over implementation (construction) of buildings, production, purchase and sale of construction materials; selling the company shares to any natural and legal entity, buying shares from private or public companies, engaging in partnerships and investments, exporting and importing or carrying out similar affairs. Generally and in addition to the above-mentioned purposes, the company is eligible to engage in any activity which would be beneficial for the company or would be directly or indirectly related to the above-mentioned subject.

**2- Duration of the Company:** Unlimited since the registration date.

**3- Main Office of the Company:** No. 25, Agha Mohammadi Alley, Haft-e Tir Square, Tehran.

**4- Capital of the Company:** 4,000,500/- Rials divided into 90 registered shares, each amounts to 50,000/- Rials, in which the founders have paid 1,575,000/- Rials of this amount through bank certificate No. 108 dated April 21, 2001 issued by Bank Melli, Barzan Branch, and the and the remaining capital are due to be paid by the shareholders.

**5- First Directors of the Company:**

Mr. Ali YARAN, assigned as Chief Executive Officer and member of the Board of Directors; Mr. Hamidreza MOUSAVI, appointed as Chairperson of Board of Directors; Ms. Shadi AZIZI, appointed as Vice-chairperson of board of directors. The above-named were appointed for 2 years.

**6- Signatories:**

All deeds and documents are valid with the fixed signature of Chief Executive Officer and in his absence, these documents will be valid with the signature of Chairperson of Board of Directors and one of the members of board of directors, coupled with the seal of company.

**7- Chief Executive Officer Scope of Powers:** according to contents of Articles of Association.

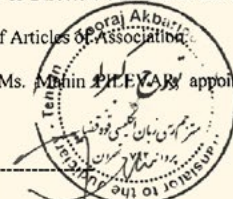
**8- The Principle and Alternate Inspector:**

Ms. Parisa PILEVAR, appointed as the Principle Inspector; and Ms. Amin PILEVAR, appointed as the Alternate Inspector. Both appointed for one year.

P 4930

Non-commercial and Companies Registration Department

True translation is certified. December 10, 2016 AHM/11549/ 13007



Emblem of the Islamic Republic of Iran  
President's Office  
Plan and Budget Organization

**Consultation Services Qualification Certificate**

Ref. No.: 89938  
Date of issue: May 21, 2022

To: **Mr. Ali NAGHAVI NAMINI**; Managing Director of NESHA Co. [Negin Shahr Ayandeh Co.]  
Registration No.: 173444

By virtue of resolution No. H28437T/20637, dated July 14, 2004 passed by Council of Ministers and considering fulfillment of requirements and confirmation of qualification of the company in the comprehensive system for assessment of qualification of technical and executive agents of the system, this is to announce the qualification of the company for rendering consultation services as of the issuance date of this certificate until the end of the assessment period, and up to **May 15, 2026** maximum.

**Company National ID: 10102158586**

For certificate details, please visit <http://SAJAR.MPORG.IR>

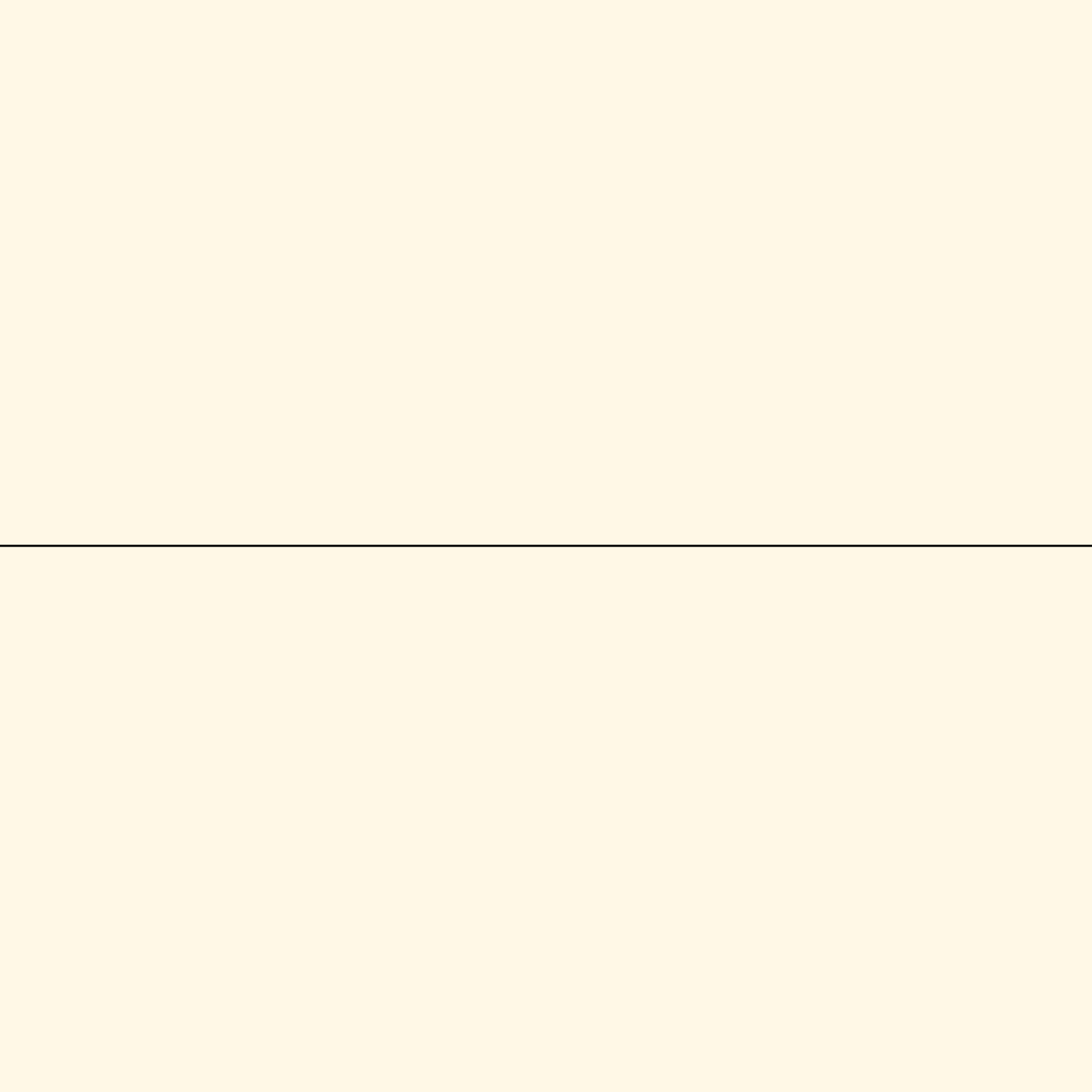
The company shall observe the Tender Act subject of notice No. 130890, dated February 6, 2005 issued by Islamic Consultative Assembly Speaker, related by-laws and permitted workload at the time of referral of any work.

- Any changes in the company's pillars and shares and information of the point providers (managing director, board of directors and point providing employees) shall be recorded in SAJAT webpage (at <http://sajat.mporg.ir>) within a maximum of three months.
- Any new contract shall be recorded in SAJAT webpage within a maximum of three months after conclusion of contract and new statements after being approved by the employer, so that their points will be considered at the time of eligibility assessment of the subsequent period and provision of the respective capacity.
- If the contents herein differ from the information existing at <http://sajat.mporg.ir>, the webpage information shall prevail.

Seyed Javad GHANEFAR, Head of Contractors, Consultants and Technical Executive System Affairs



**ŌŨR TEAM**



## BOARD MEMBERS



**HAMIDREZÁ MOUSÁVI**

**Chairman of the Board/ Construction  
Management Department Principal**

**Professional Experience:**

Founding Partner and Chairman of  
the Board  
Construction Management Principal

**Academic Experience:**

Assistant Professor, Islamic Azad  
University, Tehran Central Branch



**SHAĐI AZIZÍ**

**Vice Chairman of the Board/ Urban  
Department Principal**

**Professional Experience:**

Founding Partner and Member  
of the Board  
Urban Design and Development  
Principal

**Academic Experience:**

Assistant Professor, Islamic Azad  
University, Tehran Central Branch



**ALÍ NAGHAVÍ NÁMINÍ**

**CEO and Board Member/ Architecture  
Department Principal**

**Professional Experience:**

Founding Partner and C.E.O  
Architecture Principal

**Academic Experience:**

Assistant Professor, Islamic Azad  
University

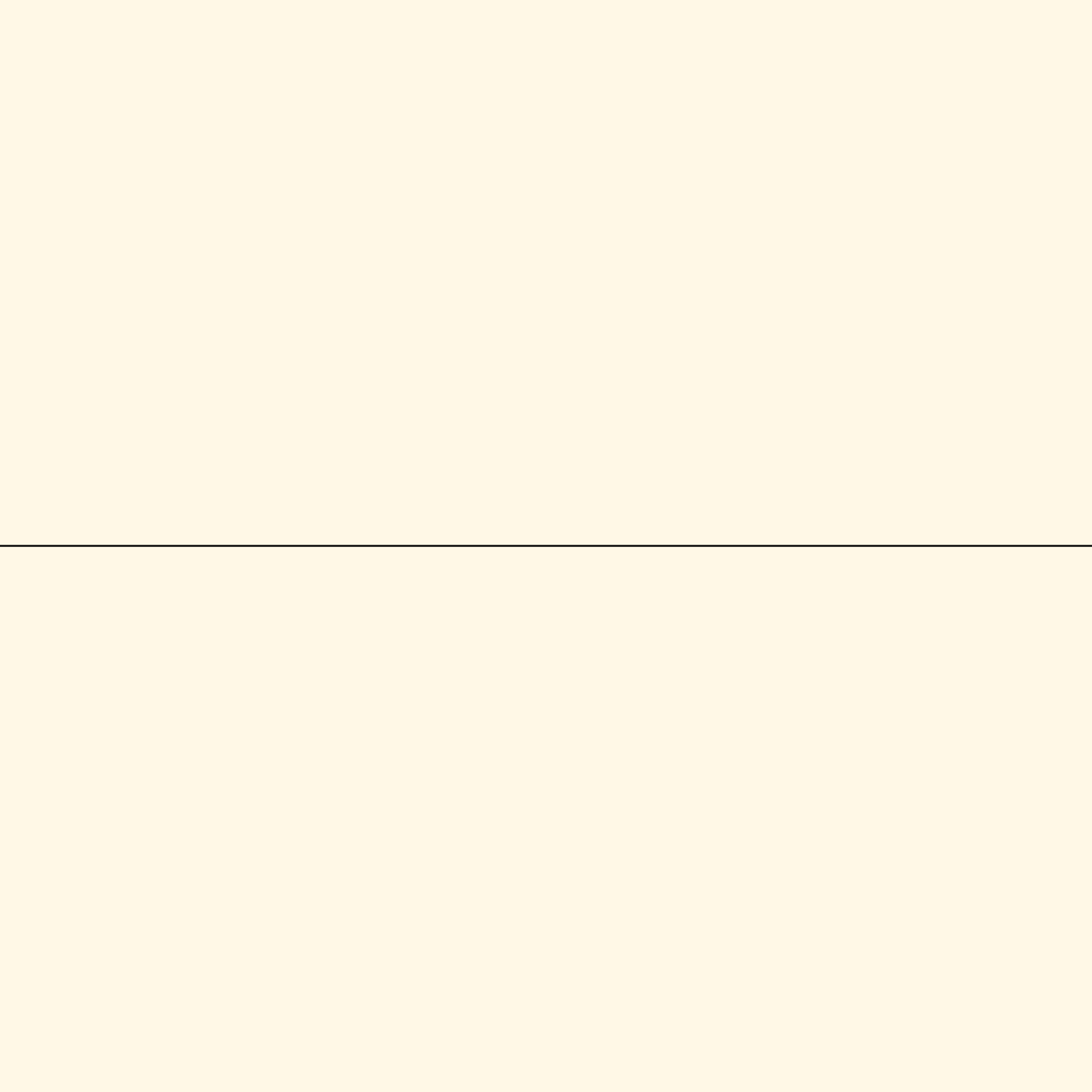
PROFESSIONALS



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**OŨR OŔGANIZATION**





### PARTNERS



#### NESHA PROPERTY DEVELOPMENT

- ◆ Property Management
- ◆ Project Development



#### NESHA B.V.

- ◆ Contract Management
- ◆ Procurement Services



#### FUTURE CITY INNOVATION LAB

- ◆ Business Development Consultancy

### DEPARTMENTS



#### ARCHITECTURE / INTERIOR DESIGN / LANDSCAPE

- ◆ Feasibility Study
- ◆ Concept Design
- ◆ Schematic Design
- ◆ Design Development
- ◆ Construction Document
- ◆ Supervision



#### STRATEGIC PLANNING / URBAN PLANNING AND DESIGN / URBAN DESIGN TOOLKIT

- ◆ Strategic Planning
- ◆ Urban Design Framework
- ◆ Master Plan



#### CONSTRUCTION MANAGEMENT

**PD:** Department of Property Development started its activity as one of the NESHA's departments in 2020, with the aim of entering the field of investment and construction. This department, with its specialized and experienced personnel, designs and deploys the property development system in the employer's organizational chart and the necessary networking, based on the needs of the property owner, to guide them to strategic opportunities in the real estate sector.

With integrated management from the Feasibility Study and Project definition to the Operation. The development department increases the profitability of the project and reduces the effective capital involved.

The general headings of the services of this Department can be classified into four main areas as follows:

- ◆ Land Banking: Field studies, project feasibility studies, physical planning, preparation of engineering and design documents, and obtaining the necessary permits.
- ◆ Investment and financial management: Use of different financing methods depending on the needs and nature of the project.
- ◆ Construction process management: Managing the construction or reconstruction of the project.
- ◆ Operation management: Preparation of instructions and operation team setup.

**NL:** NESHA B.V. Based in The Hague, the Netherlands, we have a global scope, providing solutions to contemporary architectural and urban issues in all regions of the world. Our highly collaborative, research-based design method involves clients, stakeholders, and experts from a

wide range of fields from early on in the creative process. NESHA's unique approach to design products vary, ranging from buildings of all types and sizes, to urban plans and visions, numerous publications, installations and exhibitions.

Through deploying our rich network, we are enabled to participate in projects where the needed requirements are beyond our relatively mid-sized firm in The Hague. Moreover, years of successful practice combined with sensitivities towards larger global issues has led us to address problems ranging from global sustainability in extensive studies to small, practical architectural solutions for natural crises-devastated areas.

**FC:** "FutureCity Laboratory" is a platform for creating ideas and developing entrepreneurship.

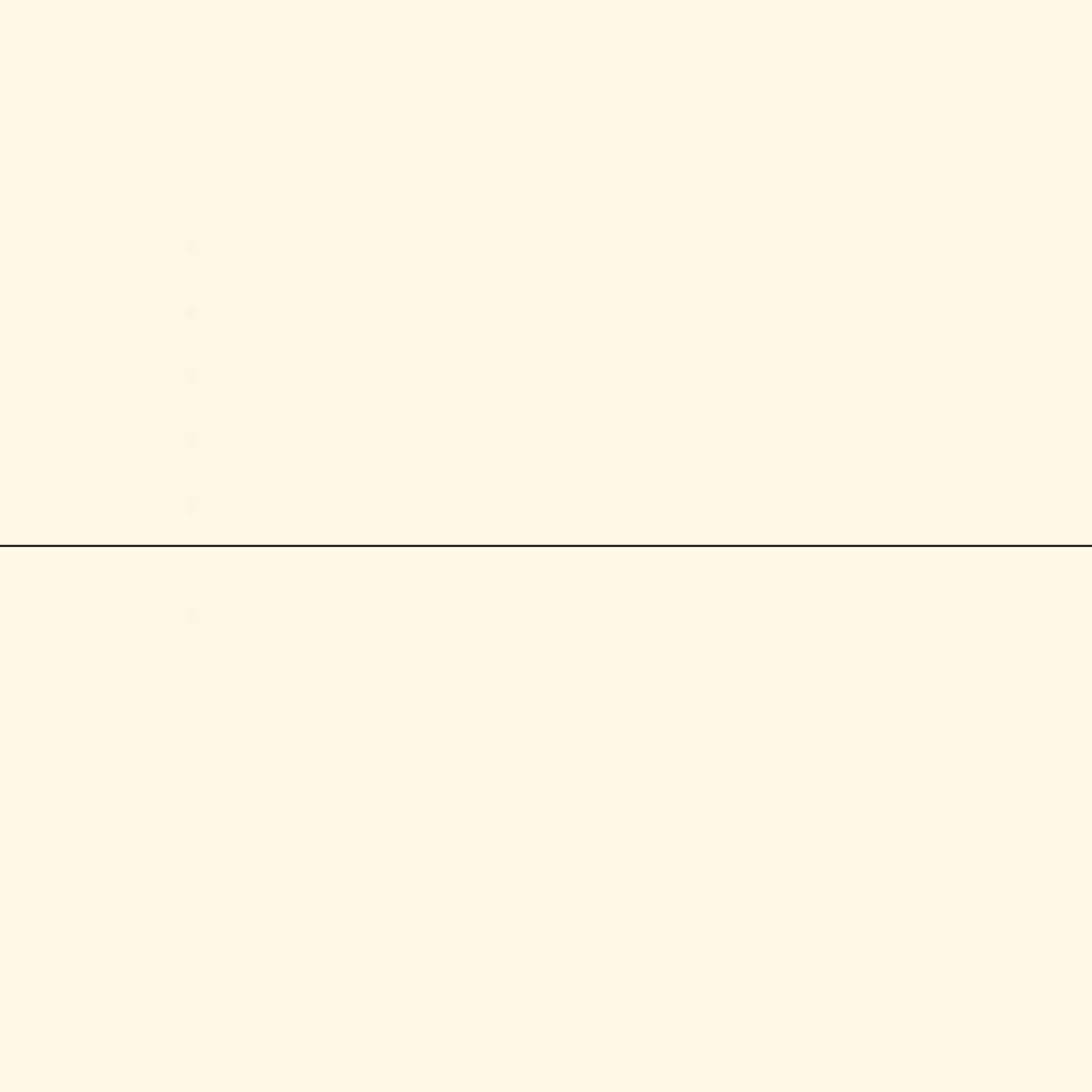
Creating a space between design specialties, applied knowledge, and emerging technologies to intelligently design issues related to the future of resources, the future of the city and urbanization, and the future of business, and to offer creative solutions.

We bring together hybrid, decentralized networks of entrepreneurs, investors, and professionals to help each other empirically, from creating innovative ideas to discovering unique solutions, to creating and developing value-creating businesses.

Together with an agile, courageous and professional team, and using design knowledge, business and emerging technologies, we strive to be a resource for generating forward-looking issues, processes and ideas, and empowering start-up entrepreneurs to provide opportunities for growth and investment in innovative areas.

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## EVENTS AND PUBLICATIONS



## EVENTS AND PUBLICATIONS

### SELECTED EVENTS:

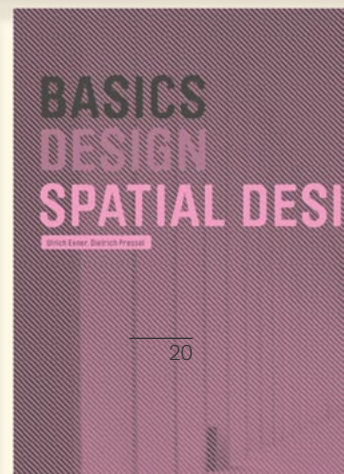
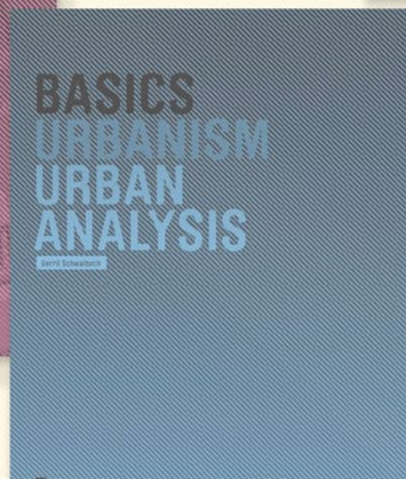
- ◆ 1st National Conference on Women Architecture and Cities, 2013.
- ◆ «Design Innovation» Instagram Live Series
- ◆ «Design Leadership» Online MasterClasses
- ◆ 4Days Workshop: "Will Design Save Tehran?"
- ◆ 3Days Workshop: «Design Sprint»





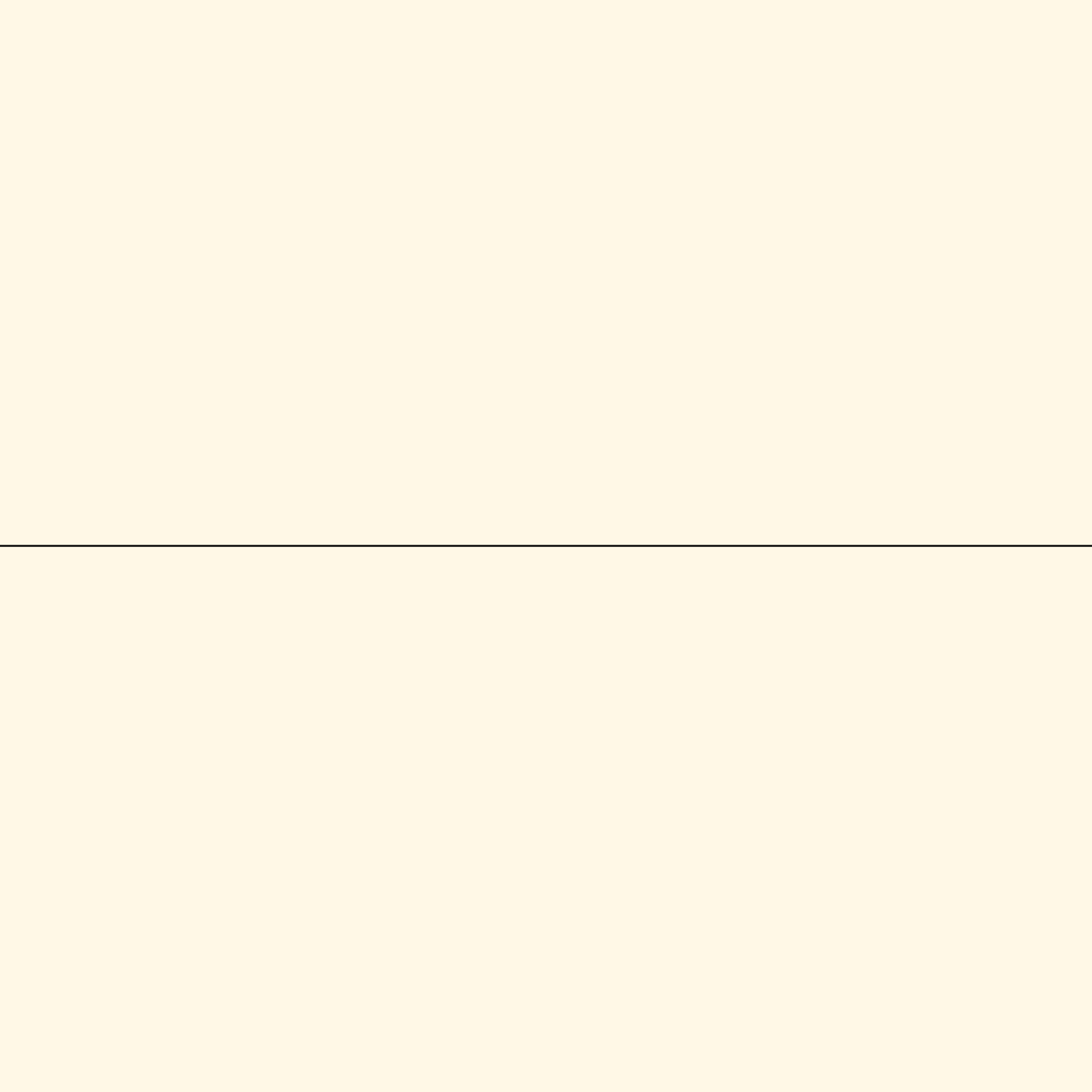
## SELECTED BOOKS:

- ◆ Bhabha for architects, Writer: Felipe Hernandez, Translator: Shadi Azizi and Sharin Shirmohammadian, Year: 2022
- ◆ Basics Design Ideas, Writer: Bert Bielefeld & Sebastian El Khouli, Translator: Shadi Azizi and Parisa Moghaddam, Year: 2017 & 2018
- ◆ Basics Spatial Design, Writer: Dietrich Pressel & Ulrich Exner, Translator: Shadi Azizi and Safoora Olanj, Year: 2017
- ◆ Basics in Design and Living, Writer: Jan Krebs, Translator: Shadi Azizi and Safoora Olanj, Year: 2017
- ◆ Basics Urban Analysis, Writer: Gritt Schwalbach, Translator: Shadi Azizi, Year: 2017
- ◆ Promenade Architecturale, Writer: Ali Naghavi Namini, Ali Abhari, Year: 2022



TIME LINE







**Haft Chenar Park**  
Design and Development

1st

2000

2001

**Engineering Studies, Design, and Architecture**  
Services for the Administrative Building of Iran  
National Bank

2002

**NamakAbrud Villa**

**Architecture Engineering Supervision**  
for a Residential Building in Molassara Street

2003

**Architecture Design for An Administrative Building**  
of District 17 Municipality

**Commercial-Residential Complex**  
in Kish Island

2004

**Goft-o-gu Park**  
Landscape Design

**Entrance & Gate of New Town of Baharestan**  
Design Competition



2nd

**Polic Park**  
Landscape Design

**Hedaiaf**

Commercial-Residential Complex  
**Taleghani Office Complex**  
Design Competition



2nd

**Zeid Street-Urban Design**

**Shariati Cinema Complex**  
Design Competition



1st

**Borujerd City-Rehabilitation & Urban Design**  
for the Deteriorated Areas

**Kish Island Sarina Residential Complex**  
Design Competition



1st

**Khol City-Economic Feasibility Study**  
and Upgradignfor the Deteriorated Areas

**Architctural Design**  
for Mixed-Use Buildings for District 15 Municipality

**Consultancy Services Competition for Study & Design**  
of Nader Shahr Residential Complex



3rd

**Rafsanjan City-Urban Design**  
for Deteriorated District

**SSF Company**

Administrative Building

**Preservation plan**  
of Historical District of the City of Mahallat

**Mahalat City-Rehabilitation & Urban Design**  
for the Deteriorated Areas

**Inam Khomeini International Airport Pilgrims Terminal**  
Design Competition



1st

**Bam City-Urban and Landscape Design**  
for Three Streets

**Abbas Abad Lands'**  
Entrance Design

2008

**Bam City-Restoration**  
After the Earthquake

**Zein-o-Din**  
Residential Complex

**Khol City-Rehabilitation & Urban Design**  
for the Deteriorated Areas

**Golestan Parking Design**

2009

**Rafsanjan City-Rehabilitation & Urban Design**  
for the Deteriorated Areas

**Architecture Competition of the 6th Phase**  
of Zeynodin Town, ~2 Hectare Land of Khezr-e Nabi



2nd

**Shahrkord City-Upgrading &rehabilitation**  
for the Informal Settlement

**Urban Design and Landscape**  
for Khorrad Neighborhood

**Mahalet**

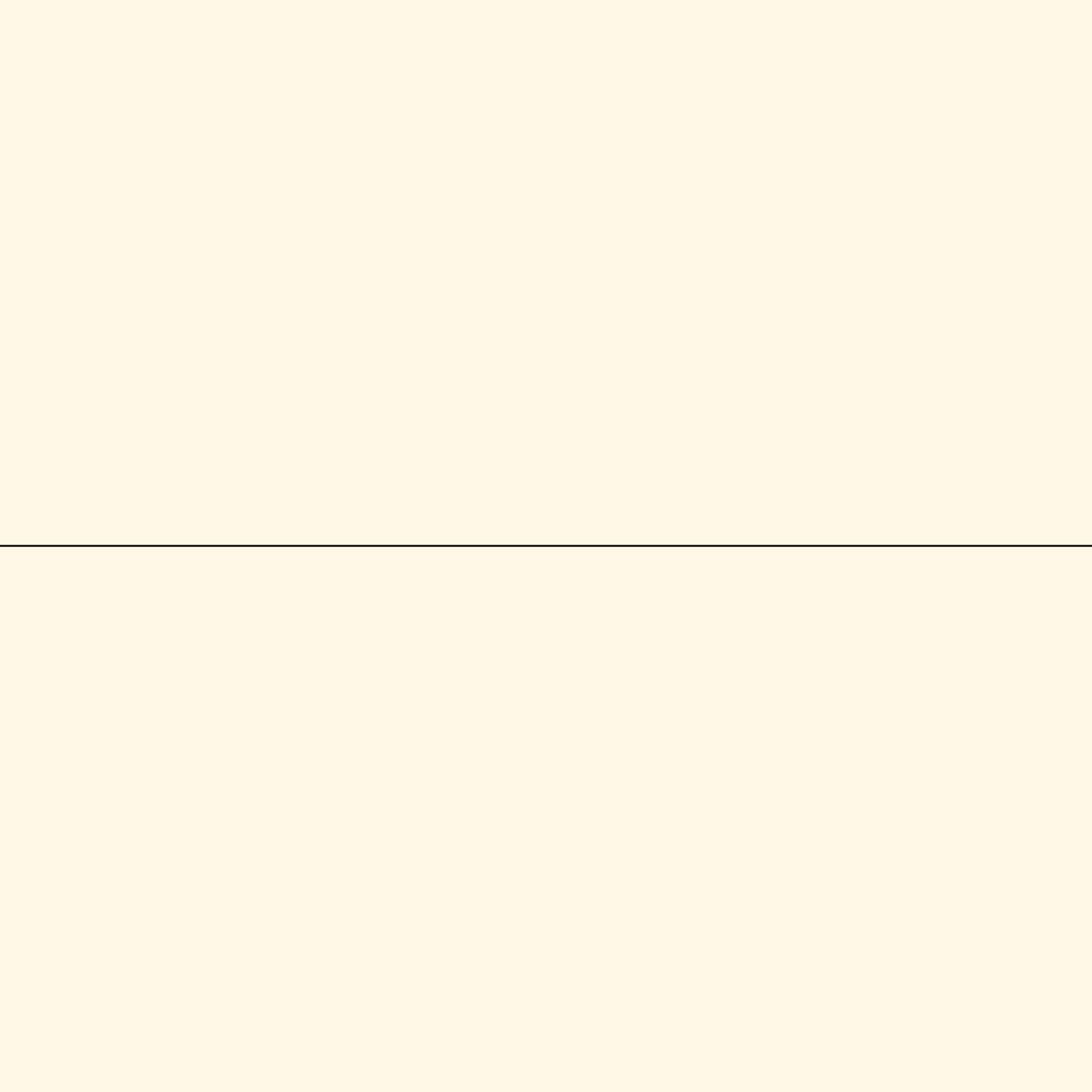
Multicomplex

2010

**Urban Design and Landscape**  
for Golbahar Neighborhood

[illegible]

## WORK HIGHLIGHTS



# NETHERLANDS

The Hague  
NESHA B.V.

# IRÁN

Tehran  
NESHA Headquarters



## Project>160

② West Azerbaijan

① Lorestan

④ Markazi

⑨④ Tehran

⑩ Isfahan

⑪ Alborz

② Chaharmahal & Bakhtiari

② Khuzestan

① Zanzan

⑤ Sistan & Baluchestan

④ Qom

⑨ Kerman

① Yazd

⑦ Hormozgan

③ Mazandaran

② Gilan

⑥ Kordestan





## ANNUALLY DURING THE LAST 2 DECADES

◀ 500.000 m<sup>2</sup>  
Architectural Design

◀ 18 States

◀ 3.500.000 m<sup>2</sup>  
Urban Design

◀ 30 Cities

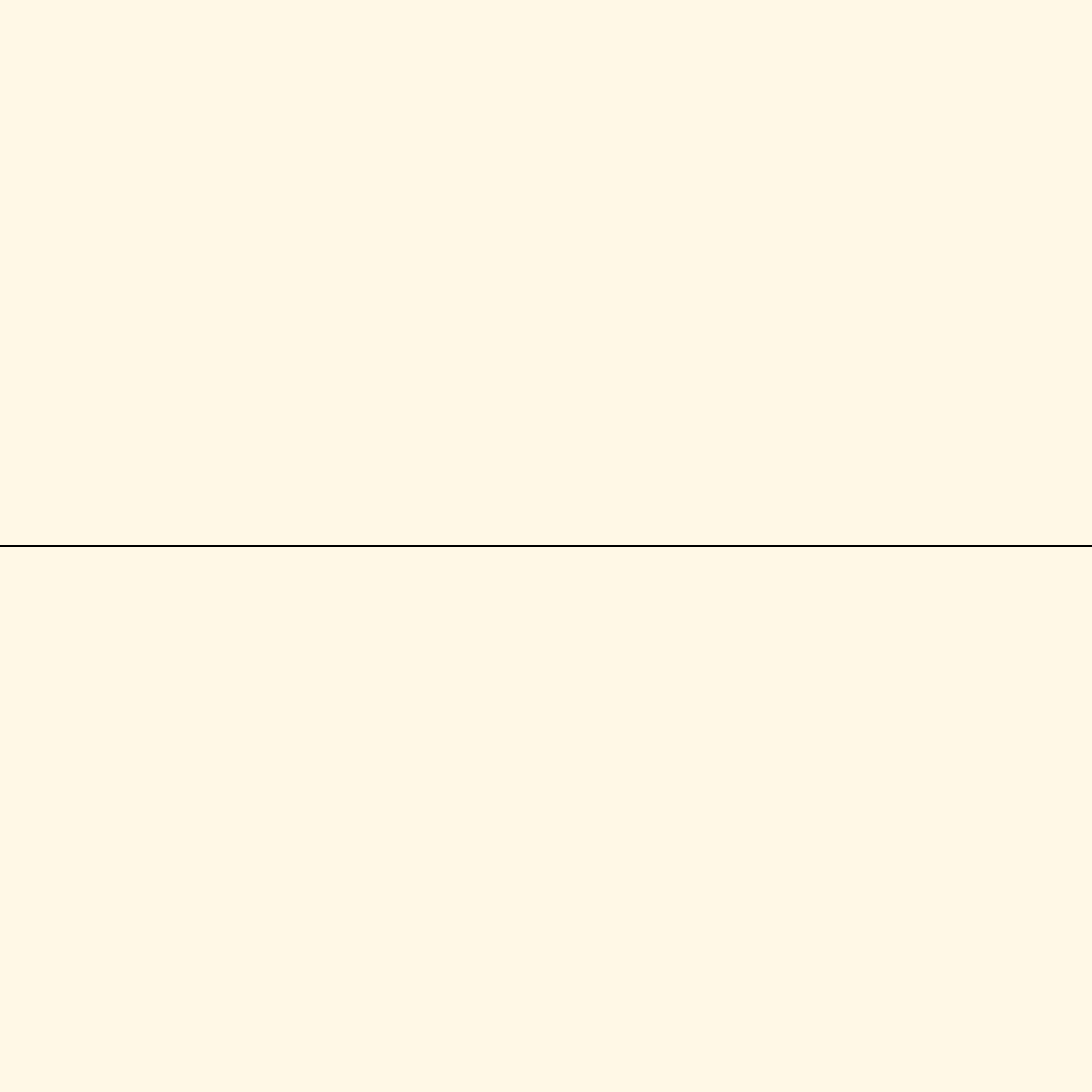
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**ŌŪR CLIENTS & PARTNERS**



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## SELECTED PROJECTS



A

## P.S.Co Headquarters

Client: Paydar Peysazeh Engineering  
Company  
Location: Valiasr, Tehran, Iran  
Program: Design and Supervision  
Year: 2017  
Status: Constructed





A

## NESHA Headquarters & Future City Innovation Lab

Client: Negin Shahr Ayandeh (NESHA)  
Location: Sohrevardi, Tehran, Iran  
Program: Development  
Year: 2018  
Status: Constructed

A

**Bagh Ferdos Apartment**

Client: Sara Mousavi  
Location: Tehran, Iran  
Program: Development  
Year: 2019  
Status: Constructed





A

## Emerald Beauty Salon

Client: Farzaneh Soltani  
Location: Elahie, Tehran, Iran  
Program: Development  
Year: 2019  
Status: Constructed

A

## Four-Seasons Residential Building

Client: Babak Ataee Moghadam  
Location: Mehrshahr, Karaj, Iran  
Program: Design and Supervision  
Year: 2019  
Status: Completed





A

## Baam Lab

Client: Negin Shahr Ayandeh (NESHA)  
Location: Tehran, Iran  
Program: Development  
Year: 2020  
Status: Constructed



## SELECTED PROJECTS

A

### Chehel-Sotoun Residential Building

Client: Fariman Hashemi Olia  
Location: Tehran, Iran  
Program: Development  
Year: 2021  
Status: On Going





## 06 Military Base Restoration Plan

Client: Omran Abshar Engineering  
Company  
Location: Tehran, Iran  
Program: Planning and Design  
Year: 2021  
Status: On Going





## Creating Pedestrian Paths in the Historical Zone of Tehran

Client: Tehran Municipality  
Location: Tehran, Iran  
Program: Planning and Design  
Year: 2011  
Status: Completed





## Farahzad River-Valley Restoration and Nahjolbalagheh Park Design and Development

Client: Tehran Municipality  
Location: Tehran, Iran  
Program: Planning and Design  
Year: 2013  
Status: Constructed





## Darband and Darabad Rivers Rehabilitation

Client: **Tehran Municipality**  
Location: **Darband, Tehran, Iran**  
Program: **Planning and Design**  
Year: **2016**  
Status: **Completed**





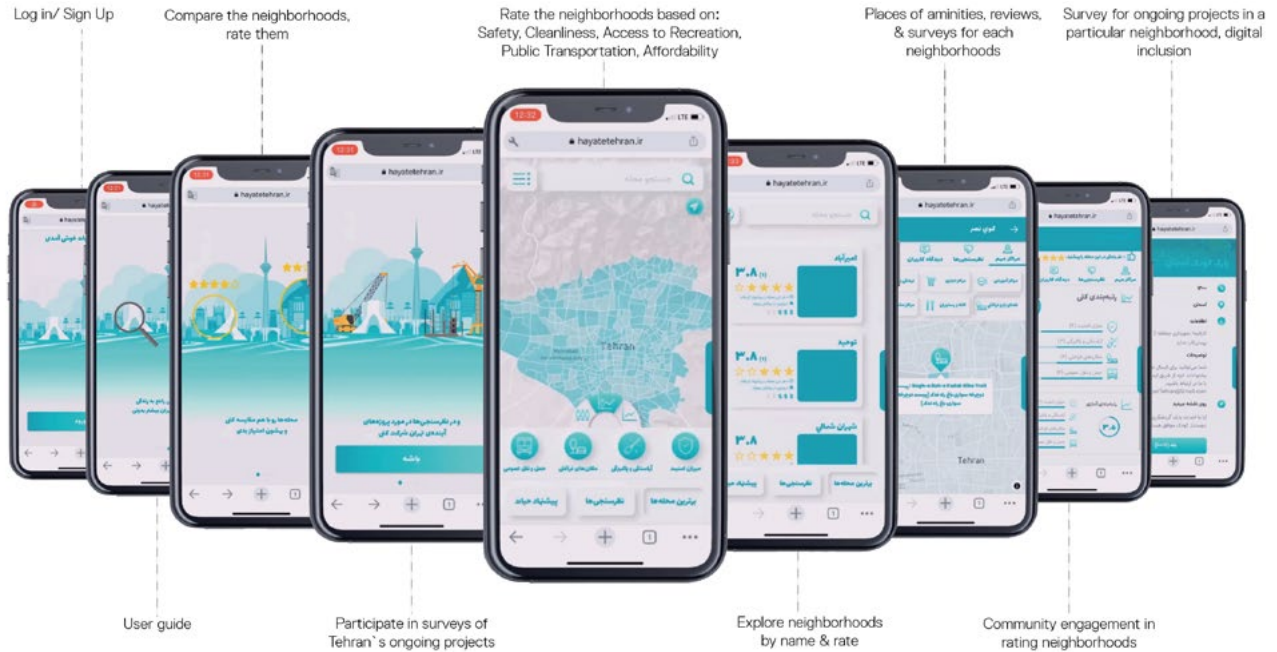
## Tehran Plain's Pulse of Life

Client: Renovation Organization of Tehran  
Location: Tehran, Iran  
Program: Planning and Design  
Year: 2019  
Status: Competition





## SELECTED PROJECTS



### Perceptions of Public Spaces in Tehran- An Evaluation Platform (HayateTehran)

Client: Tehran Municipality  
 Location: Tehran, Iran  
 Program: Urban Design Toolkit  
 Year: 2021  
 Status: Completed



M

## Iran Mall Hotel Facade Design Management

Client: P.S.Co Company  
Location: Tehran, Iran  
Year: 2019  
Status: Completed



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