

## 

Norwegian Villas Special Issue

Annual Edition VILLAMAGAZINE.IR ISSN: 2538-3647 NO.11

## **Villas in Norway**

Dune House Villa Berge Rabot Tourist Cabin Red House Villa by the Ocean Unbuilt Villa

Mylla Villa Troll Hus Meier Villa Ridge Villa

Villa Nipe Villa Stjerneveien **Element House** Maison de l'ecriture -montricher suspended

A House To Die In **ZEB Pilot House** 

Villa Norderhov Villa on an Island Villa Holtet

Villa Bergheimveien

## CONTEMPORARY NORWEGIAN VILLAS

## Dialogue With Nature

Villa History Villa Typology

Villa Form & Style Villa Ideology

Villa Culture

Villa Life

Villa as a Sign Villa as a Media

Villa & Nature Villa Purpose

Role of Villa in Norwegian Architecture

Jarmund/Vigsnæs AS Arkitekter MNAL Rintala Eggertsson Architects Mork-Ulnes Architects Snøhetta

Atelier Oslo Lie Øyen Arkitekter Skapa





# IN HARMONY WITH NATURE When going to the mountains, you wis life behind you and be filled with a feel mony. You hope to have a totally relaxi pressures of your day-to-day life. Here every moment together with your love

When going to the mountains, you wish to leave everyday life behind you and be filled with a feeling of pure harmony. You hope to have a totally relaxing break from the pressures of your day-to-day life. Here you can enjoy every moment together with your loved ones. The places you spend time in should evoke a warm feeling both inside and outside. Let us imagine how you might spend your day:

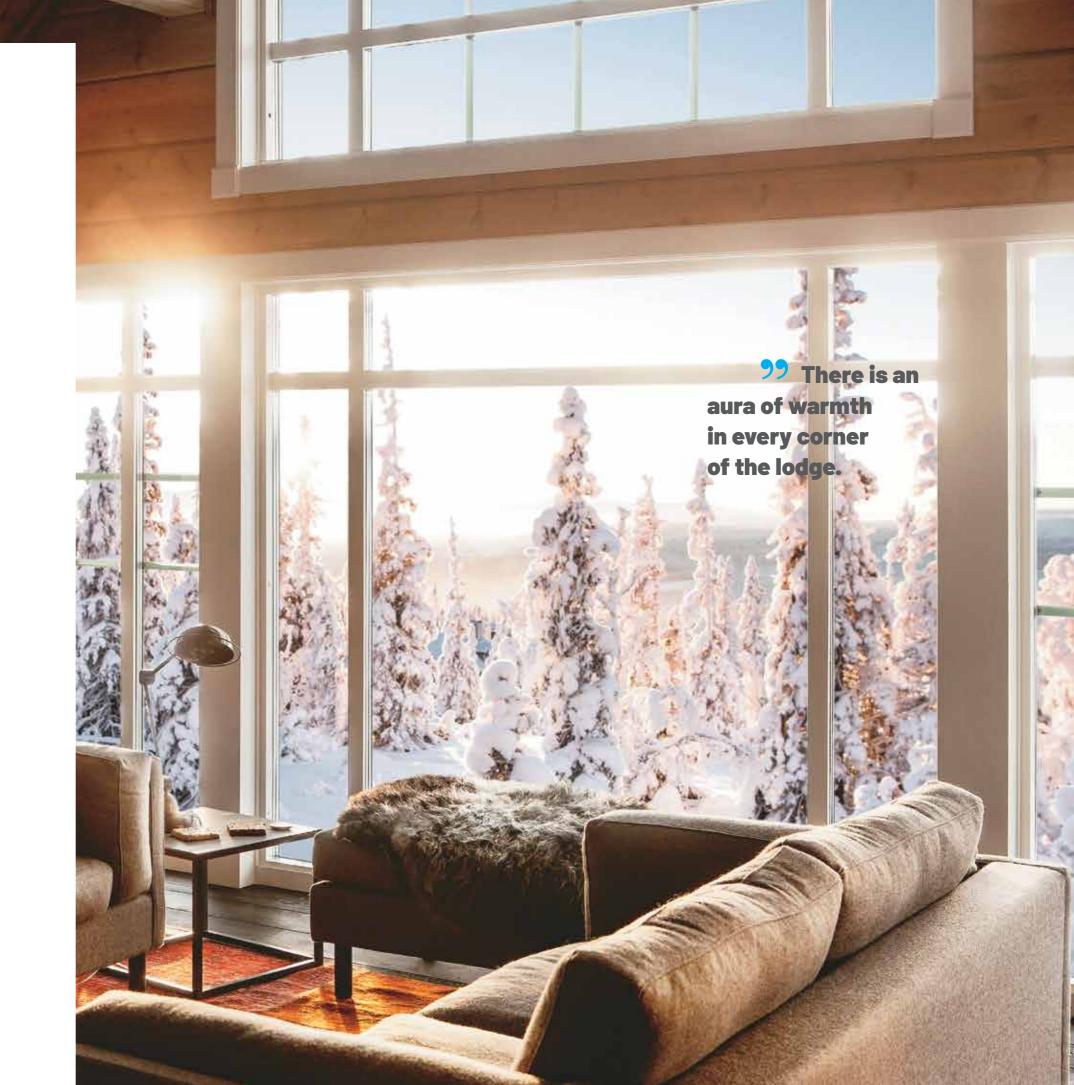
You wake up in the morning to the stunning mountain scenery. You can open the door and take your way right to the beautiful mountain world, or you can freely wander where your heart takes you.

After a rewarding day of activity, you curl up in front of the fire, wrap a blanket around you and relax with a cup of hot chocolate. Enjoying what you see both indoors and outdoors.

The warm colours of the fire splendidly mix with the mellow, natural colours in the materials. In the kitchen, the family cooks together for dinner in a cozy atmosphere, and there is an aura of warmth in every corner of the lodge. Lights, smells, and textures give their touch to the whole ambiance.

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اميرعباس ابوطالبي

معماری معاصر نروژ در واکنش به تغییر شرایط اقتصادی و فرهنگی این کشور با شتاب فراوان در حال پیشروی است؛ تا جایی که توانسته است نظر بسیاری از علاقهمندان معماری را در سرتاسر دنیا به خود جلب نماید. مسائلی از قبیل دوام، نو آوری، سنت، فن های پیش ساخته، زیبایی شناسی، رفاه، فن آوری دیجیتال، منابع زیستمحیطی و مسائل اجتماعی از رویکردهای اصلی در معماری معاصر نروژ هستند که تحت تأثیر سیاست های دولت این کشور قرار دارند.

پروژههایی که در این ویژهنامه معرفی میگردند، ارائههای جدی معماری و مدلهای خلاقانه از گویشی جدید را در زبان معماری نروژی بیان میکنند؛ از سوی دیگر، این پروژهها در تلاش هستند تا یك گفتمان معماری را با جهان اطرافشان رقم زنند و در نتیجه بیانیهای از معماری معاصر نروژ را منتشر سازند که بهشدت به طبیعت سخت خود وابسته است.

طراحی معماری این آثار نه تنها انعکاسی از معماری سبك زمانه است، بلکه به ایده آلهای محیطی در راستای تحقق اهداف معمارًان توجه دارد؛ اهدافی که به منظور تأکید و پاسخگویی به نیازهای انسانی و زیست محیطی مورد نیاز این آثار

در راستای به ثمر نشستن این ویژه نامه به کشور نروژ سفری داشتم و با مدیران معماری شش دفتر برجستهی نروژی که در جنبش معماری معاصر، مطرح و فعال

آثار ویلایی که از ایشان دریافت نمودم، تولیدات ادبی معمارانهای برای ایجاد گفت و گوهای تازه در باب «اکتشافات معماری» هستند که به نوبهی خود در مستندسازی جنبش معماری معاصر نروژ نقش مهمی را ایفا کردهاند.

نسخهی چایی این ویژه نامه با حمایت معنوی سفارت سلطنتی کشور نروژ در ایران در کشورهای نروژ، قطر و ایران یخش می گردد.

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## WINNER 2021

## Strawberry Chandelier

Honorable Mention

Design Team

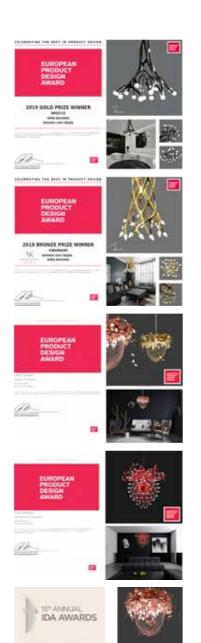
Siavash Sufi Nejad / Nima Bavardi

The CIA jury committee certifies that the project STRAWSERRY CHANDELIER designed by STAVASH SUFT NEIAD with NIMA BAYARD of VILLASUFIA has been awarded Hoographic Mantion in Blumbarton (Chandelliers









Siavash Sufinejad was born in 1978 in Tehran. Having graduated from the National Talent Development Organization (SAMPAD), he entered the Faculty of Civil Engineering of Tehran Azad University in 1996, and then in 2001, continued his education in the Faculty of Art and Architecture of Azad University of Tehran, majoring in Architecture and He ended his education with a Doctorate in Philosophy. His academic career started in 2006 when he established the Department of Interior Design and Architecture at a private College. He has attended various Television and radio programs as an architecture and interior design expert. Translating articles, compiling books in the field of decoration, and publishing them in interior design magazines, are of his other activities.

**Siavash Sufinejad** has been active since 2009 as a designer and producer of furniture. And it has been a while that he's been designing and producing decorative objects with his brand "Villasufia". He also has got 7 medals from the European Product Design Award.

His statement about his motivation and goal is: "Our goal and desire are to work as an international luxury brand. And with this hope, we strive in our field of production, which is designing and producing furniture and lighting objects. Due to the devaluation of the Rial, we are capable of producing furniture at a reasonable price for the global market. And since we have strong knowledge and industrial foundation in Iran, we are well qualified to cooperate with other countries. In our way forward, we will persevere with more faith and effort to introduce Iran in the world with the art of the new generation and its culture and background ".

**Siavash Sufinejad** continues his journalistic activities as a producer, making documentaries from interviewing Iranian designers, artists, and architects, to introduce and support Iranian art, creativity, and culture.

## Villa Sufia Interior Product Design

Inastagram: @siavashsufinejad

## 1. 1- ---

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VILLA IS A SYNONYM TO IDEA





## "THE VILLA MAGAZINE IS OF OUTSTANDING **QUALITY AND SETS** HIGH STANDARDS.

IN THE FIELD OF ARCHITECTURE, THE **VILLA MAGAZINE SURPRISED ME BOTH** WITH INTERESTING **CONTENT AND WITH** A SPLENDID VISUAL **EXPERIENCE"...** 



© Photo: German Embassy to Tehran

"The Villa magazine is of outstanding quality and sets high standards.

As head of the Cultural Section at the German Embassy, I welcome any cultural exchange between our two countries. In the field of architecture, the Villa magazine surprised me both with interesting content and with a splendid visual experience. Looking forward to a German edition, which could shed light on important architectural developments in Germany – most importantly the Bauhaus movement! We just celebrated its 100th anniversary and the upcoming German edition might show that elements can still be recognized in today's modern architecture. Best of luck to the team of Villa magazine for this ambitious project!"



## SWISS EMBASSY IN COOPERATION WITH VILLA MAGAZINE ON "SWISS VILLAS" SPECIAL ISSUE



In a meeting with the Cultural Counselor of the Swiss Embassy, Dr. Hosna Pourhashemi has discussed the provision of the next special issue of Villa Magazine entitled "The Importance of Villas in Swiss Architecture".

During the meeting, Mr. Thomas Widmer praised the editorial activities of Villa Magazine and expressed his hope for the cooperation of the Swiss Embassy in this special issue.

## THE FINNISH VILLAS ISSUE **RELEASE CEREMONY WAS HELD** IN VIP VILLAGE- ENGHELAB **SPORT COMPLEX** TEHRN - IRAN



© Photo: Kiana Amirmazaheri

The one-night party kicked off here Thursday, attracting hundreds of Villa Magazine enthusiasts of all art and architecture groups to the Enghelab Sport Complex.

Well-known figures, Iranian architects, academics, art, and architecture researchers, and building material and product managers celebrated the party in a cozy outdoor area.

Amirabbas Aboutalebi, editor in chief of Villa Magazine, welcomed the guests, praised the Villa

Magazine editorial efforts, and highlighted the importance of Villas in architectural inventions, conversations, and future movements.

Kamran Afsharnaderi, Architect and Journalist, referred to human primitive essence and needs, pointing cabins, shelters, and villas to collect natural elements of nature throughout history.

Firouz Firouz, Architect and founder of Firouz-Architects, appreciated the idea.

Firouz indicated the relationship between architects and building materials and products in table talk with Sadra Boushehri CEO of Bocavelli Kitchen, that the architect's experience and reviews share can be essential to a brand's publicity.

© Photo: Arash Vakilzadeh







© Photo: Kiana Amirmazaheri



© Photo: Kiana Amirmazaheri

Ali Sanjabi, Architect, and researcher recommended an academic seminar as "Villas throughout history" at Zurich University by Amir Abbas, in table talk with Dr. Hosna Pourhashemi.

In this conference, wooden Villas systems were introduced as one of the construction methods with special structural and environmental advantages for contemporary Iranian architects compared to stone, concrete, and brick villas"



© Photo: Arash Vakilzadeh





© Photo: Kiana Amirmazaheri





Villa News Aug 12, 2020 NORVANTO NAMES VILLA MAGAZINE NEW IN TERMS OF VISUAL EXPERIENCE AND CONTENT

**OUT OF PUBLICATIONS** I HAVE SEEN HERE OR IN EUROPE, I THINK IT'S **SOMETHING COMPLETELY NEW IN TERMS OF VISUAL EXPERIENCE AND** CONTENT.

**Keijo Norvanto** Ambasador of Finland to Tehran



© Photo: Finland Embassy to Tehran

Architecture is created through dialogue, exploration, and ambitions. With us, the so together we can start the exciting and rich journey towards a unique project.

## Role:

With local and international experience Skapa has established a large network of young and experienced professionals in various fields. For each project, we compile a team to solve the project task.

## Responsibility:

With influences from our experiences working and studying in Copenhagen, London, and New York, we create playful, bold, and contextual architecture rooted in our Scandinavian context.

## Biggest Challenge:

Being able to manage the latest tools within technology gives us a great advantage. We can easily test a broad spectrum of schemes and concepts, effectively finding the right approach for each project.



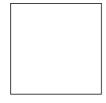




















© Photo: Herman Drever

## Villa Bergheimveien

The site's location and natural elements have been a key factor for the design of the inside spaces.

TEXT: Skapa

he architectural potential that lies in an existing house and structure has been the base and driving force in the work with this Moelven prefabricated house. The house in the waterfront has been transformed into a spacious and modern house for a family that wanted to create a home for the future.

In order to continue and emphasize the stereotypical gabled shape of the

Moelven house, a main focus has been to remove roof eaves and transform the façade- and roof materials to cedarwood. Hidden gutters and scarce transitions create a defined volume that represents the architecture of our time inspired by the everyday house.

176 پالا سالنامه اختصاصی معماری

## **Lie Øyen** Arkitekter

This introduction is based on an interview by Amirabbas Aboutalebi with Tanja Lie

## Location:

Oslo, Norway

## Year Founded:

2009

## Firm Leadership:

The firm leadership consists of three architects; Tanja Lie, Kristoffer Øyen and Tai Grung who are all educated at the School of Architecture in Oslo. The three partners share a sound common basis for the projects developed, but also complement each other in abilities, theoretical backgrounds, practical experiences, and interests. Being three ensures a never-ending discussion and healthy lability.

Tanja Lie was born in 1970 in Oslo. She is educated at the School of Architecture in Oslo and UNL in London has an intermediate subject in art history in modern architecture. After completing her diploma, she taught at the Department of Urbanism at the



School of Architecture and has later also been engaged as a teacher.

Kristoffer Øyen was born in 1970 and graduated from the School of Architecture in Oslo in 1998. Through his studies, he has worked for, among others, Olav Christopher Jenssen in Berlin, and made smaller jobs for offices such as ØKAW Arkitekter, Jensen & Skodvin Arkitektkontor, NAM, and C.-V. Hølmebakk.

Tai Grung has been employed by Lie Øyen since January 2009 and partner since 2011. Tai has an architectural education from AHO and The Royal Academy of Arts Copenhagen. She has been an hour teacher and guest critic at AHO, and her urbanistic background from here. As a former partner in FET\* architecture (along with Franco Ghilardi and Ellen Hellsten), Tai has won several architectural competitions

## Firm Size:

10 architects, three carpenters, one office manager

## Opinion:

Each new assignment has its own possibilities and limitations. The project one searches are unique every time and found within these boundaries.

The office's interest lies in the span between making an meaning: The office has its own workshop

and three highly skilled carpenters. building some of Lie Øyens houses as well as serving many of the projects with details and fitted interiors. As an office mainly dealing with housing projects, the other end of the scale is taking part in the urban discussion, doing regulation plans, and housing areas for several hundred houses. The villa, or one of a kind house, is a continuing challenge that has been the main task all along.

## Responsibility:

Making the most out of it.

## Favorite Project:

The next.

## Selected Projects:

Villa Nipe, Villa Stjerneveien

## Biggest Challenge:

Bridging the gap between urbanism and the homemade detail.

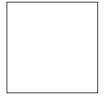
## Special Item inLie Øyen Arkitekter studio space:

Lucy



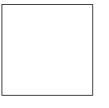
















## **Snøhetta**

Selected Projects: ZEB Pilot House, A House To Die In

## **ABOUT SNØHETTA**

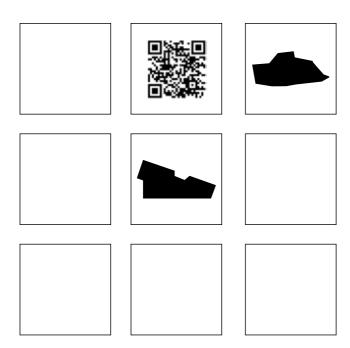
Snøhetta (Norwegian pronunciation: ['snø: hɛta]) began as a collaborative architectural and landscape workshop, and has remained true to its trans-disciplinary way of thinking since its inception.

Their work strives to enhance the sense of surroundings, identity and relationship to others and the physical spaces we inhabit, whether feral or human-made. Museums, products, reindeer observatories, graphics, landscapes and dollhouses get the same care and attention to purpose.

Today, Snøhetta has grown to become an internationally renowned practice of architecture, landscape architecture, interior architecture, product, graphic, digital design and art, with 280 employees of more than thirty different nationalities, and an equal gender distribution.

Snøhetta practice has a global presence, with offices spanning from Oslo, Paris, and Innsbruck, to New York, Hong Kong, Adelaide and San Francisco.

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## FIND YOUR ARCHI-TECT

HTTP://VILLANEWS.IR/EN/ARCHITECTS



## **Mork-Ulnes Architects**

Selected Projects: Mylla Villa, Troll Hus, Meier Villa, Ridge Villa

## ABOUT MORK-ULNES

With offices in San Francisco and Oslo, Mork-Ulnes Architects approaches projects with both Scandinavian practicality and Northern California's 'can-do' spirit of innovation.

Rigorous and concept-driven, the practice is based on built work characterized by both playfulness and restraint and informed by economies of means and materials. Mork-Ulnes Architects have worked on projects ranging in scale from masterplans to 100 square foot cabins, and have realized buildings on 3 continents.

Mork-Ulnes Architects has been the recipient of numerous national and international honors, including Architectural Record's 2015 worldwide Design Vanguard award.

The work of Mork-Ulnes Architects has also been widely featured in international publications such as The New York Times, Wallpaper, Mark, and Dwell.





















## Rintala Eggertsson Architects

Selected Projects: Boxhome, Element House, Maison de l'ecriture montricher suspended huts

## ABOUT RINTALA-EGGERTSSON

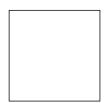
An important part of Rintala and Eggertsson's work is teaching and lecturing, which they have done in numerous university departments of art and architecture, symposiums and seminars. Their method is usually in the form of hands-on workshops where students and clients often are challenged to participate in the shaping of the human environment in a realistic 1:1 situation. Recent examples are the "Into the Landscape" installations around the lake Seljord, Norway and the "Miilu" pavilion for the Venice biennale in 2010. The previous year, the importance of their sustainable architecture teaching methods leads them to win a Global Award for Sustainable Architecture.

Rintala's own work is based on narrative and conceptualism. The resulting work is a layered interpretation of the physical, mental and poetic resources of the site.

In 2009, at the request of the Alvar Aalto Academy, Rintala was invited to choose the theme for the 2009 international "Alvar Aalto Symposium" held every four years in the city of Jyväskylä: Rintala selected the conference theme of "Paracentric Architecture".



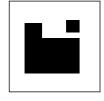
















## VILL A NE NS

HTTP://VILLANEWS.IR/EN/NEWS



## Jarmund/Vigsnæs AS **Arkitekter MNAL**

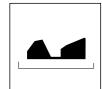
Selected Projects: Dune House, Villa Berge, Rabot Turist Cabin, Red House, Villa by the Ocean, **Unbuilt Villa** 

## **ABOUT JARMUND**

Jarmund/Vigsnæs AS Arkitekter MNAL was established in 1996 by Einar Jarmund and Håkon Vigsnæs. The firm is located in Oslo, Norway, and recent number of employees is 22.

They are working in a wide architectural range with commissions mainly in Norway but also in other European countries. The majority of their finished works are public buildings and housing projects. JVA are also involved in urban planning and building interiors; aiming to cover all corners of the architectural field. They are focusing on the independent concept for every single project, avoiding general stylistic approaches.

JVA give priority to early participation in creative programming and an attentive relation towards the surroundings.



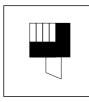




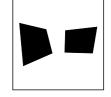


















## VILLA DONATE

## SUP-PORT OUR FU-**TURE**

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Established in 2016, Villa Magazine is an architecture and design magazine founded in 2015. Villa tries to recognize outstanding ideas that redefine architecture design through the implementation of novel technologies, materials, programs, and aesthetics along with studies on globalization, sustainability, and health. The main approach of the magazine is setting priorities and defining categories of research and investigation of villa architecture to promote awareness and basic analysis of architects, architecture students, consumers, construction industry owners, and villa builders. Most of the information and photos, used with the author's or copyright holder's permission and negotiate with them. And if you find something that violates copyright principles, we claim it as a "Fair Use", used in purpose to elevate awareness of architecture and inform the public. You are only free to use the texts and information by the mention of villa magazine name, number, and date of publishing.







Mork -Ulnes

Snøhetta 🗠



LIE ØYEN ARKITEKTER

Skapa

Do you want to publish your **Iconic Project?** 

Is it trying to develop an architectural dialect and a contemporary manifestation?







## http://villamagazine.ir/en/submit

Now you can be a part of the pioneer spirit by submitting new ideas; the crystallization of architectural concepts and theories.

A house tends to be simple in structure and to conserve ancient forms that do not require the invention of a designer while the villa is typically the product of an architect's imagination and asserts its modernity.

The villa is a paradigm not only of architecture but of ideology; it is a myth of fantasy through which is generated by psychological rather than utilitarian needs. It is not limited to any particular architectural type, culture, or historical moment but rather is a social and ideological phenomenon discernible throughout history.

Villa is as one of the more utopian setting for conversations of "Architectural Inventions".

Please send text and images of your Villa project to one of the following addresses:

villamagazine.ir@gmail.com

Please provide a link to the project materials using a free file storage service such as dropbox or google drive. Project materials include:

**Submission Materials** 

Images – high quality - jpg format Photographs - high quality - jpg format project's description - word document format Architect's info (biography and profile image) drawings and diagrams (jpg or pdf format) sketches or any other related content

We don't have formal criteria for selecting projects but in general are looking for content that is fresh, innovative, newsworthy, has a good story behind it and fantastic images.

Submission via Villa Magazine Website http://www.villanews.ir/en/submit

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Villa History Villa Typology Villa Idealogy Villa Form and Style Villa Culture Villa Life Villa as a Sign

Villa as a Media Villa and Nature Villa Purpose



## Villas in Norway

Role of Villa in Norwegian Architecture







## Rintala Eggertsson Architects

Villa Dialogue Boxhome Element House Maison de l'ecriture -montricher suspended huts



## Jarmund/Vigsnæs AS Arkitekter MNAL

Villa Dialogue Dune House Villa Berge Rabot Tourist Cabin Red House Villa by the Ocean Unbuilt Villa



## Mork-Ulnes Architects

Villa Dialogue Mylla Villa Troll Hus Meier Villa Ridge Villa



## Snøhetta

A House To Die In ZEB Pilot House



## Atelier Oslo

Villa Norderhov Villa on an Island Villa Holtet



## Lie Øyen Arkitekter

Villa Nipe Villa Stjerneveien



Skapa







Volume 11, Special Issue, Winter 2021

Norwegian Villas Issue





the Pantone® value for the red is 186 C and the corresponding hexadecimal code is #C8102E.

On the cover: Icons of selected projects. Designed by Villa Magazine Design Studio

The issue color; Red is defined as "Philippine Red" or "Norwegian Red". As per the exact color specifications,



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Founder/Sponsor: Saman Mesgarian

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AmirAbbas Aboutalebi

There is a growing interest in Norwegian architecture, which has revolved in response to changing economic conditions and cultural shifts. Furthermore, issues such as durability, community, innovation and tradition, aesthetic and well-being, digital technology, and environmental resources are key concerns in today's Norwegian architecture which is highly affected by government policy.

In this edition you will find 7 Norwegian offices and 21 individual villa projects, which are statements of an effort and a documentation of a movement of "Norwegian Contemporary Architecture".

Iconic projects selected in this special issue are both architectural formal expressions, and models of creations that are trying to develop a norwegian architectural dialect, and thereby a Norwegian contemporary manifestation.

The architectural design of these projects are reflecting not only the style of their time, but the environmental debate over the purpose the architectural studios were intended to serve and emphasize the human and ecological needs.

To learn more about this interview, visit www.norway.no/en/iran/

## **Sigvald Hauge**

The Norwegian Ambassador To Tehran



y grandfather designed and partly built his own house, what later became my childhood base in Haugesund, Norway. Simple, solid and well kept, it had an atmosphere that I think mass-produced houses never will have. Even today, when I visit what is now my sister's home, I can smell his coarse pipe tobacco, some 50 years after he passed away. The scent still sits in the walls.

Norwegian architecture, like in many other countries, has developed from "homemade homes", via relatively cheap mass-produced houses to



custom-made personal design, all within one generation. From providing shelter along stormy coastlines and during harsh inland winters, the villas that are being put up these days are often architectually unique, climate-friendly, and integrated into the surrounding landscape, based on a rediscovered respect for our nature and climate.

It is therefore a timely topic that Villamagazine is focusing on. First, by presenting the importance of villas in Finnish architecture in its previous issue. This time, by show-casing Norwegian villas to the Iranian public for the first time.

As you will see, most Norwegian villas are made of wood, which is a renewable resource. And so they were during the middle ages, too. But today, wooden houses are also pointing towards the future, by using green building materials that let out as few greenhouse emissions

as possible in the production process. Wooden houses are not only homes anymore, they are also a storage of carbon.

Our architects are leading on in developing more climate-friendly private homes, winning international prizes in the process. Some of them are presented to you on these pages. I trust that you will find them interesting.

Sigvald Hauge Ambassador of Norway



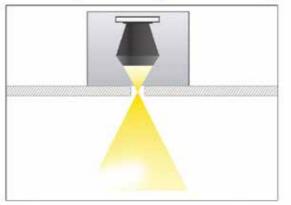
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## Norwegian Villas Issue **Annual Edition**



۱۸ اسفــــند ۱۳۹۹

دوشنب\_\_\_\_ه

از ساعت ۱۶ الی ۱۸

دهکده سبز زندگی، جاده سلامتر

مجموعه ورزشي انقلاب اسلامي تهران

## WHEN:

2.00 PM-6.00 PM Monday 8 March 2021



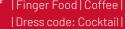
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Lualdi is a leading Italian manufacturer of high-quality doors, interior furnishings and modular systems. Known for its commitment to great innovation and design with a strong emphasis on the technical process of construction and production, Lualdi is widely regarded as one of the world's leading manufacturers of luxury doors.

A fifth-generation Italian company, Lualdi is built upon a long tradition of craftsmanship that dates back to the 1880's. Following over a half century of woodwork, the Lualdi family began manufacturing windows for the rebuilding of post-war Milan.

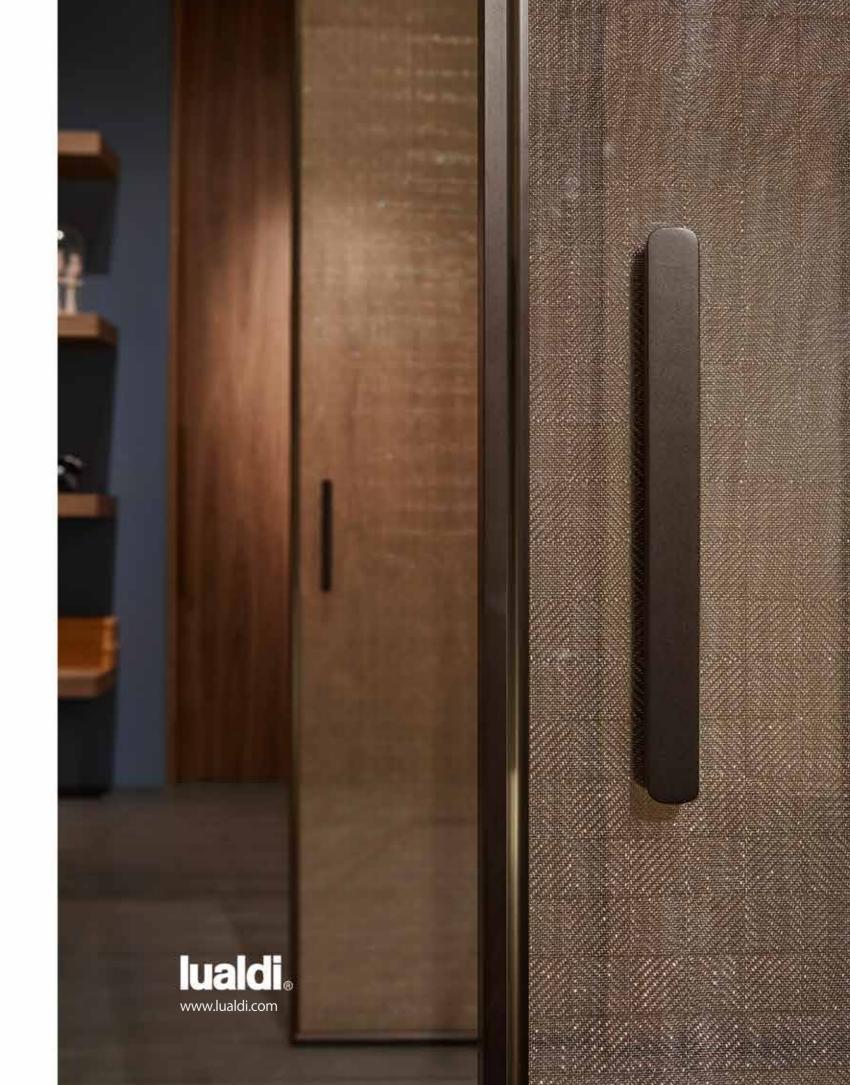
In the early 1960's, Bruno Lualdi transformed the family business into the Lualdi brand, creating tailor-made furniture and custom windows that garnered a reputation of superior technical quality among contractors.

youb

Representative of Lualdi in Iran

tel: +9821 22085908 fax:+9821 22379952 email: Info@youbgroup.com web: www.youbgroup.com In turn, Lualdi quickly became known as the architect's manufacturer of choice, early on developing projects with renowned Milanese architects such as Vico Magistretti, Ignazio Gardella, and Luigi Caccia Dominioni. Caccia Dominioni's 1962 collaboration with Lualdi on a villa for the Pirelli family would include the first example of industrial design applied to a door through the innovative use of a high-gloss polyester finish. Caccia Dominioni's door would go into production and remains to this day, Lualdi's best-selling product.

Lualdi continues to be based 15 km outside of Milan, where the family business began over a century ago. Under the guidance of its President, Alberto Lualdi, the Lualdi name continues to be synonymous with quality, craftsmanship and innovation.



















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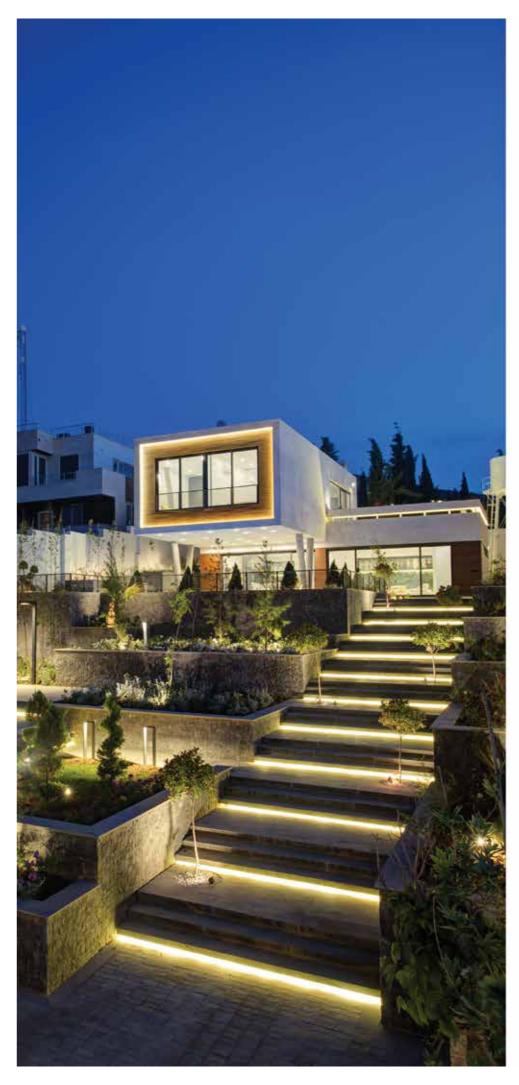
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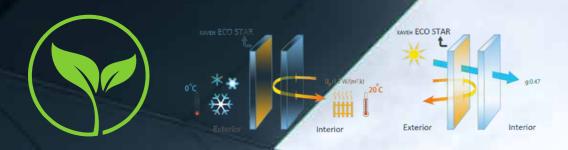
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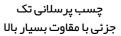
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VANDAR ARCHITECTURE GROUP

## THINK PRE FAB



n the last 12 months or so, we have been challenged with a new reality due to the global pandemic. Naturally, this has translated into new learning opportunities – about life, and business. When searching for the latest news on international exhibitions, we came across HEMSTAD and their innovative business model.

Their motto being "Your 365 Days Open Exhibition", HEMSTAD claims to be the Next Generation of international trade from Sweden. Their objective is to help their Subscribers (their Customers) to achieve organic growth in high-potential markets by providing them a local presence and a regional exposure – and only for the cost of an international exhibition, without any hidden costs nor sales commissions.

In brief, HEMSTAD caters to the Construction and Building Materials industries -including Interiors and Decorations- by showcasing their Subscribers' brands and products both at their physical showrooms in Dubai and/or Tashkent and on their digital platform Hemstad.live. Theirs' is a comprehensive marketing offer combining the physical with the digital to help generate a constant flow of international leads to their Subscribers. Their goal is to be operational in 10 countries by 2025.

We have had a chance to speak to Helia Rad, their regionally acclaimed chief Architect and Interior Designer who is responsible of HEMSTAD Showroom buildings around the World. Helia elaborated when asked about HEMSTAD's value offer: "Well, we are living in a global village nowadays despite the COVID19- caused lockdowns. As HEMSTAD, we do actually offer the most cost effective and efficient solutions to our Subscribers who want to enter and expand in new international markets."

HEMSTAD does seem to have a point since exposure is crucial for many SMEs and their export business Worldwide, especially now with the ongoing pandemic which prevents international exhibitions.

Helia Rad added: "HEMSTAD also has a genuine concern about environmental issues. You see, HEMSTAD Subscribers will be able to cut down on their international travels since our Brand Presenters are doing the heavy lifting in the target markets which helps reducing the carbon emissions caused by the commercial airliners"

In brief, although HEMSTAD strongly assures us that their innovative business model was created and developed well before the COVID19- crisis hit the World, we cannot help noticing the clear advantages of HEMSTAD Showrooms moving forward – and not only for its' Subscribers, and their

target Customers but also for the environment. So, like they said: "Let your products travel the World, instead of yourselves!".



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