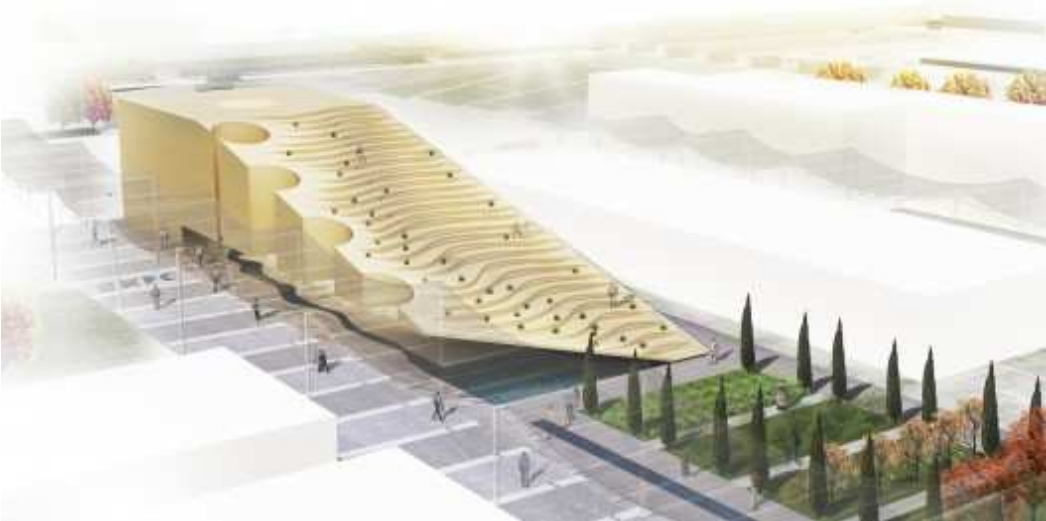


Milan Expo 2015: NJP, LAD Win Competition for Iranian Pavilion



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Naqsh,E,Jahan-Pars (NJP), in collaboration with the **Laboratorio di Architettura e Design (LAD)**, has been named winner of an international competition for the Iranian Pavilion at the 2015 Milan Expo. Based on “a living process narrative in the central plateau of [Iran](#),” the winning scheme responds to the Expo’s “Feeding the Planet” theme by exposing the underground channels of water that give life to [Iran](#)’s many desert cities.



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The winning design highlights the two important elements of modern Iranian architecture and city planning: the garden and “qanats,” underground water channels that use gravity to transfer water from higher elevations to cities. In form, the pavilion



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represents a section of land in which guides visitors through a qanat and ultimately to the crop it feeds. This garden will then provide the food that will be used to serve local Iranian cuisine to Expo visitors.

It is important to note that although this proposal won the competition, it is unclear whether or not the Iranian government will move forward with its development.

Competition: **Iranian Pavilion (Milan Expo 2015)**

Award: **First Prize**

Architects: **Laboratorio di Architettura e Design (LAD)**, Naqsh,E,Jahan-Pars
(NJP)

Project And Design Manager: **Hamid Mirmiran**

Design Consultant: **Iraj Etesam, Nasrine Faghih, Francesco Napolitano (LAD)**

Coordination Manager: **Farideh Saebi**

Co Designer And Coordinator: **Saman Sayar**

Design Team: **Maryam Rahimi Danesh, Hiva Farajpoor Bakhtiari, Saeed Amirzadeh (LAD) Project Associates: Maryam Shirsalimian, Shima Aghaei Karim, Mana Ghabussi, Azadeh Piroozmand, Tina Fazeli, Mina Shamisa**

Conceptual Programming: **Mohammad Salari far, Amin Masoodi**

Area Planning Studies: **Nader Roozrokh, Tohideh Yadegari**

Structure Studies: **Ehsan Sabaghi, Ali Etesam**

Mep: **Behrooz Alamdar Milani, Hamidreza Lahijani**

3 D Renders: **Majid Jahan-mehr, Nazli Milani**

Model: **Hossein Ghaffari, Saeed Toodeh Fallah, Alireza Khosravi Fard**

Photography: **Hamidreza Framarzi, Azad Zargami**

Graphic Design: **Reza Soltani-Zadeh**

Area: **800.0 sqm**

Year: **2015**

Photographs: **NJP, LAD**