

IQ

DREAM

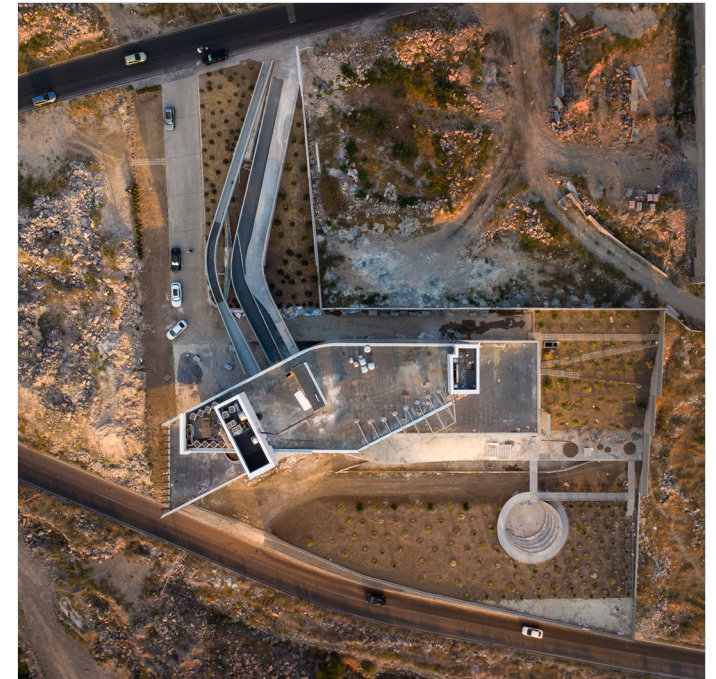
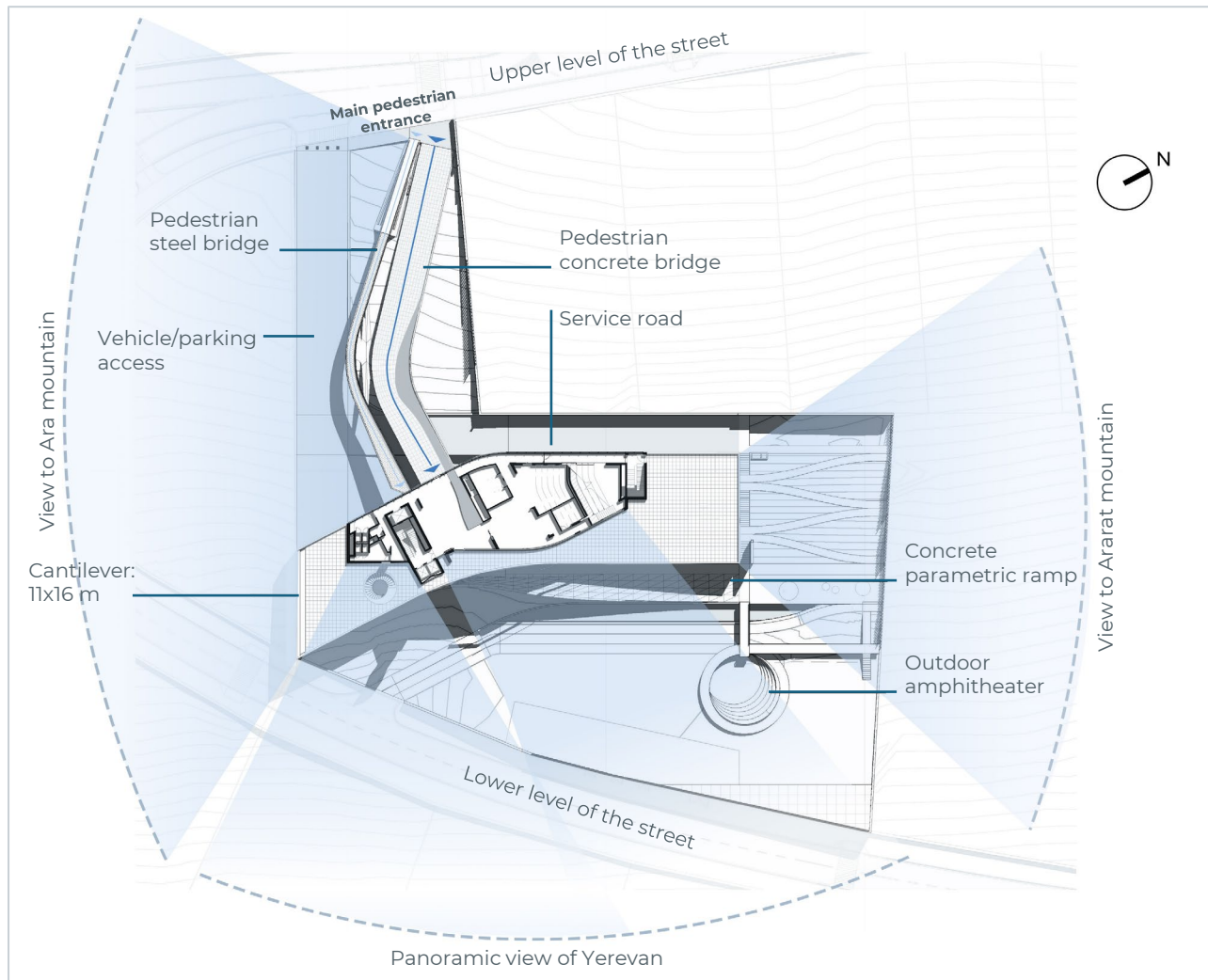
headquarter

Address: 24/28 Garegin Hovsepyan St, Yerevan, Armenia
Function: Corporate HQ with private amenities
Stage: Under construction
Area: 9800 sqm.



FROM
DREAM TO REALITY

The building begins with the slope, not against it

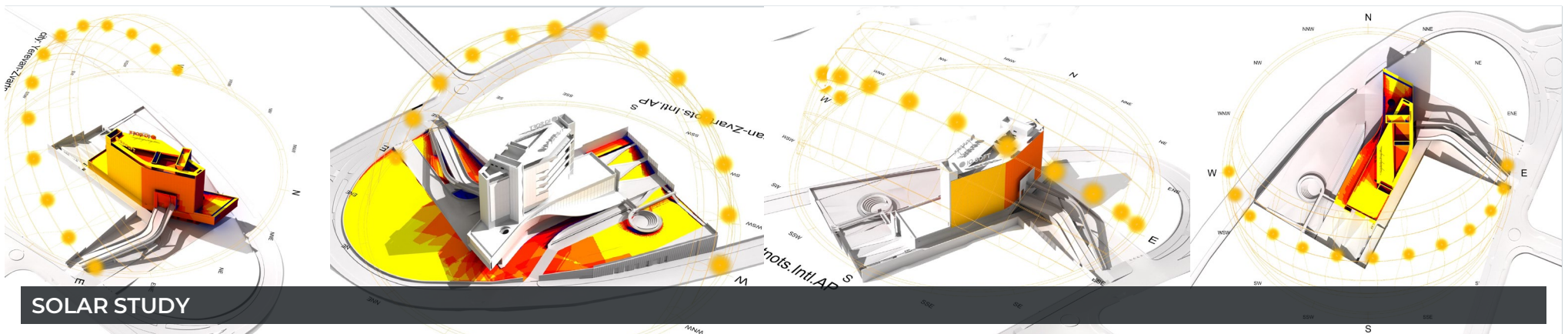
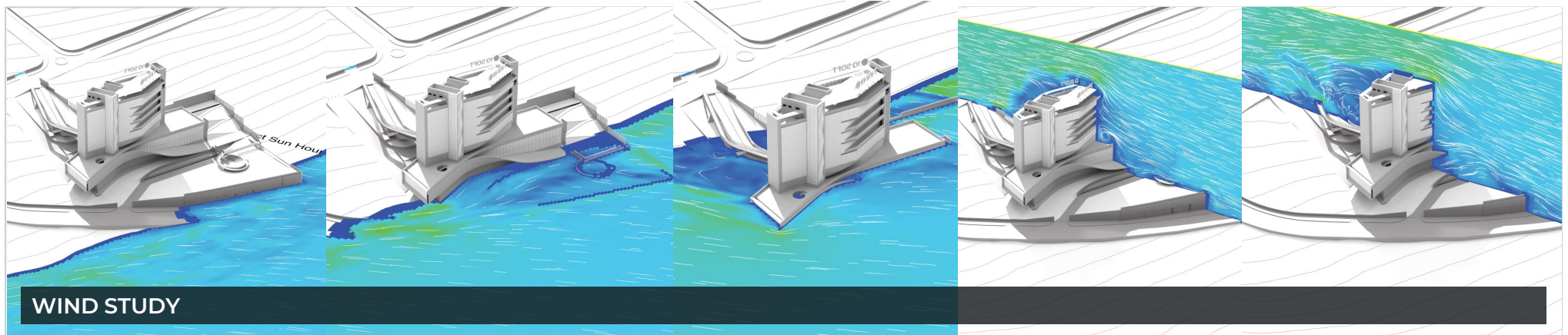


TERRITORY BECOMES CIRCULATION

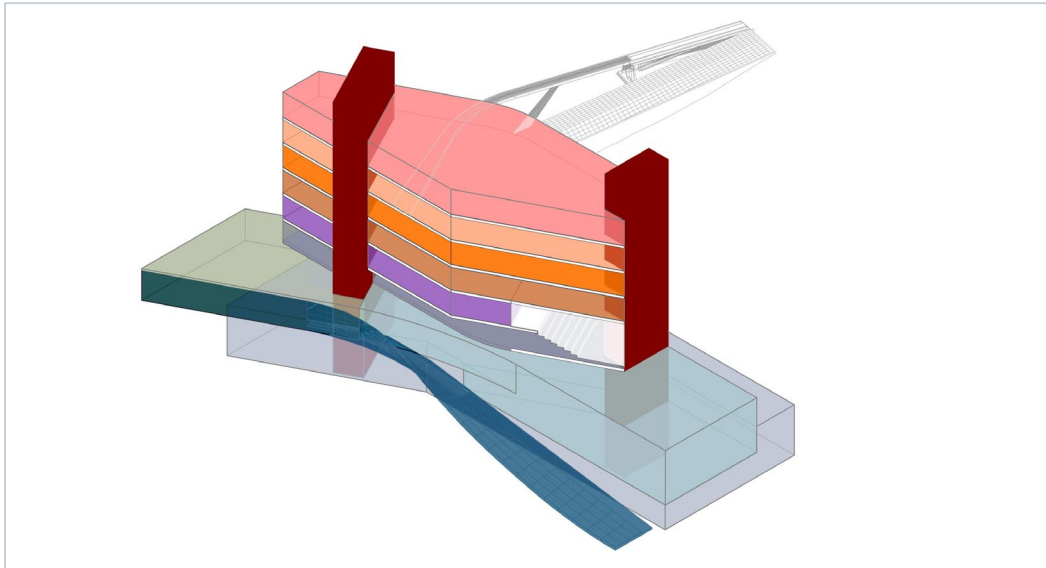
The site is steep and exposed. Instead of hiding the terrain, the building settles into it and frees the ground for ramps, terraces and places to pause.

Comfort was tested before the form was fixed

The studies focus on conditions people feel first-sun, wind and exposure along the approach. They guided the relationship between tower, podium and sheltered routes.



Program zoning – a human centered workplace

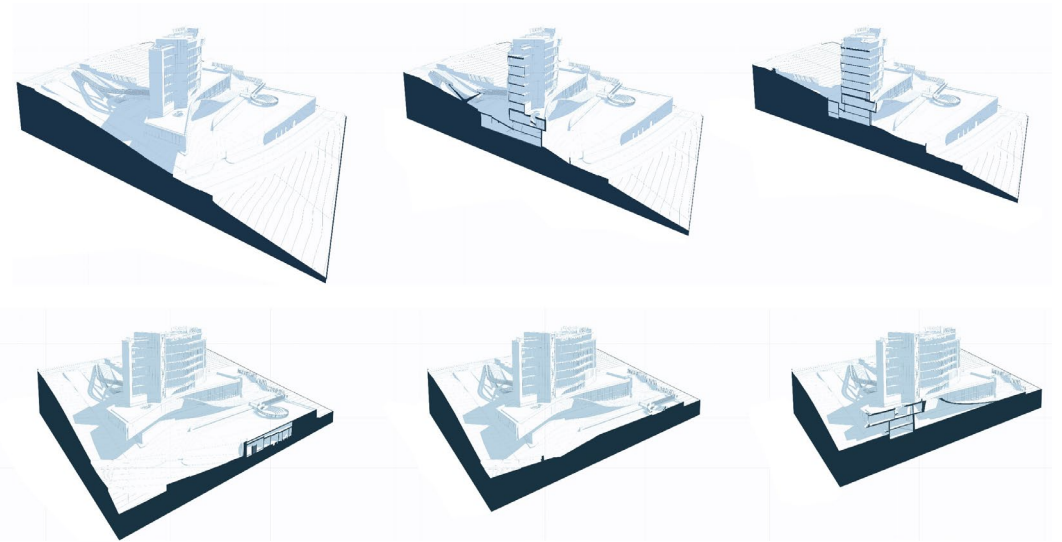


The building is conceived as a **complete workplace ecosystem**, designed around the people who use it every day. Rather than a conventional office box, it brings together **work, social interaction, recreation, wellness, and everyday amenities** within one walkable environment. The diverse programs encourage movement, interaction, and moments of pause throughout the working day. The project recognizes that people need more than a place to work — they need **daylight, movement, connection, privacy, and opportunities** to **recharge**. It creates a workplace that supports the whole person, making the everyday experience **more comfortable, active, and human**.



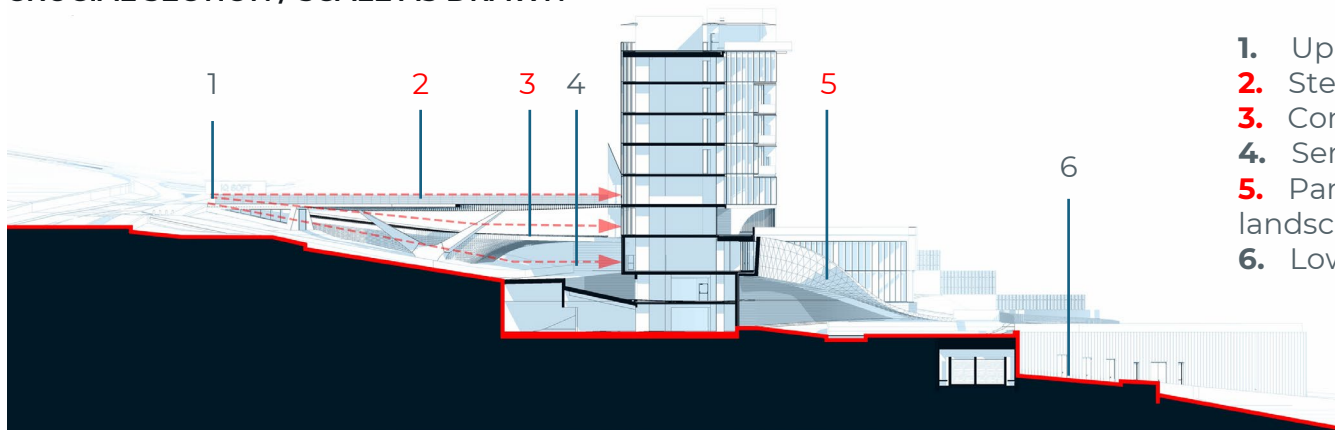
- A** CAFETERIA
- B** PRIVATE OFFICES
- C** OPEN-PLAN OFFICES
- D** COMMON AREA / CONFERENCE
- E** AUDITORIUM
- F** RECEPTION
- G** LEISURE & RECREATION
- H** POOL & SPA
- I** PARKING
- J** VERTICAL CORES
- K** PARAMETRIC RAMP

The section makes the steep site inhabitable



The sections show how building volumes and functions are organized within the steep terrain, allowing pedestrian circulation to connect different levels of the site

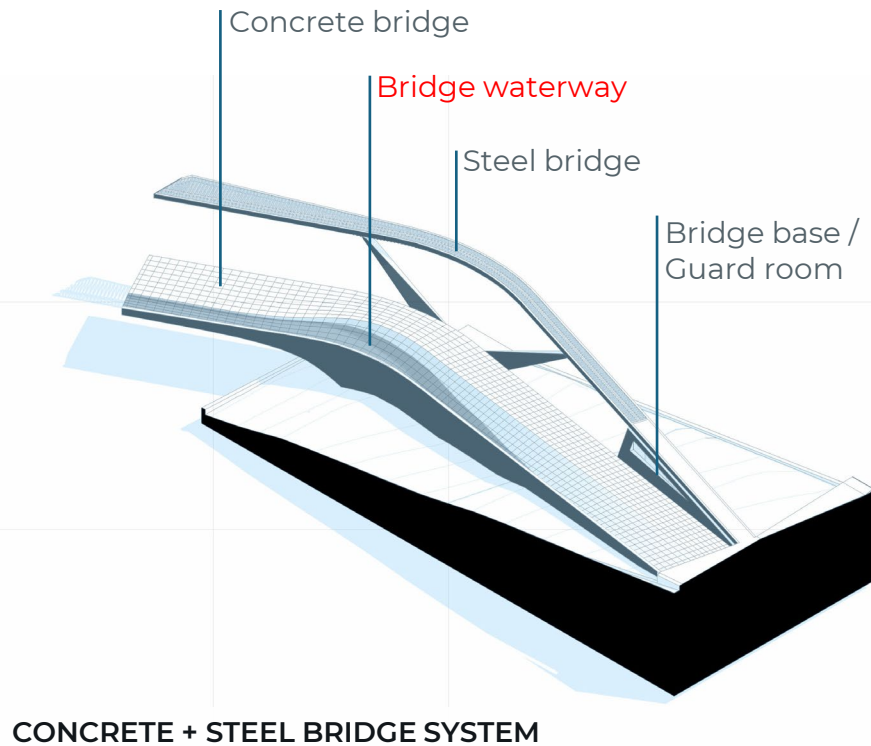
CRUCIAL SECTION / SCALE AS DRAWN



1. Upper street entrance
2. Steel pedestrian bridge leading to the auditorium
3. Concrete pedestrian bridge leading to the reception
4. Service road
5. Parametric ramp connecting the building with the landscape
6. Lower level street

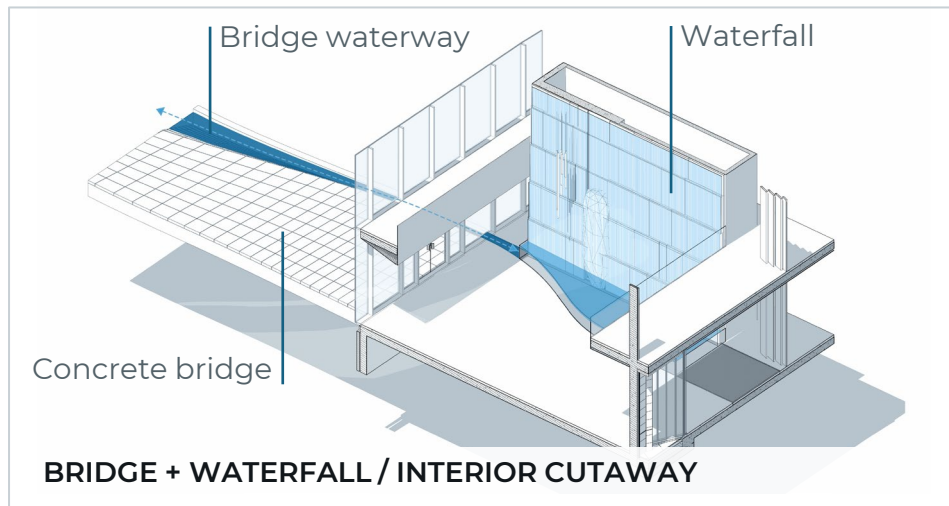
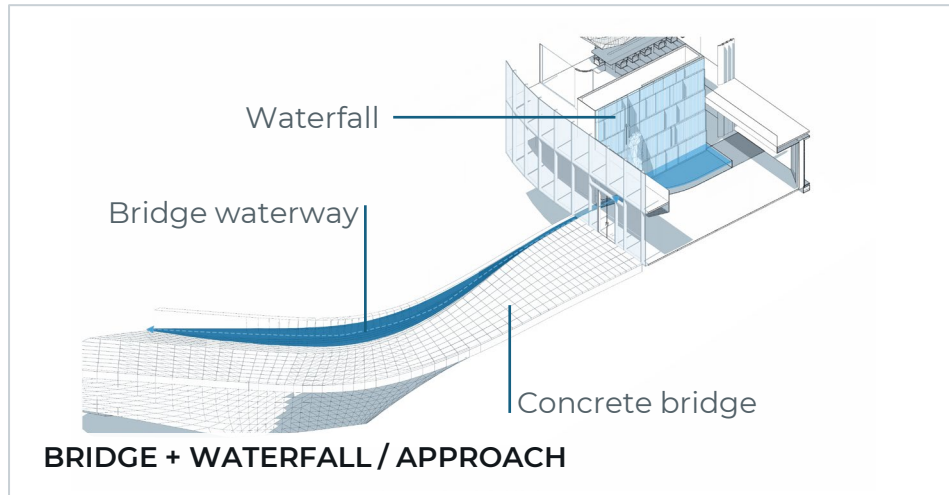
Bridges are structure and everyday route

The bridges were designed to make the steep site genuinely walkable by connecting distant levels through shorter, more direct routes with comfortable, nearly level slopes. They reduce unnecessary detours, overcome the difficulty of moving across the terrain, and preserve usable ground below, turning circulation into an integral part of the project's spatial identity.



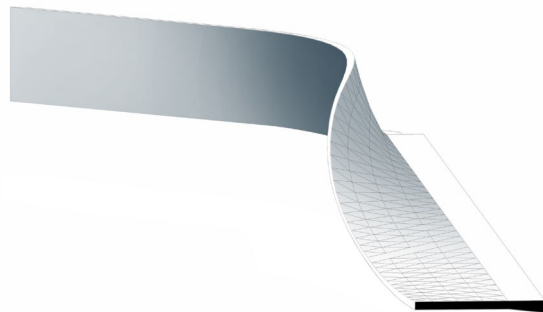


Water carries the route into the interior

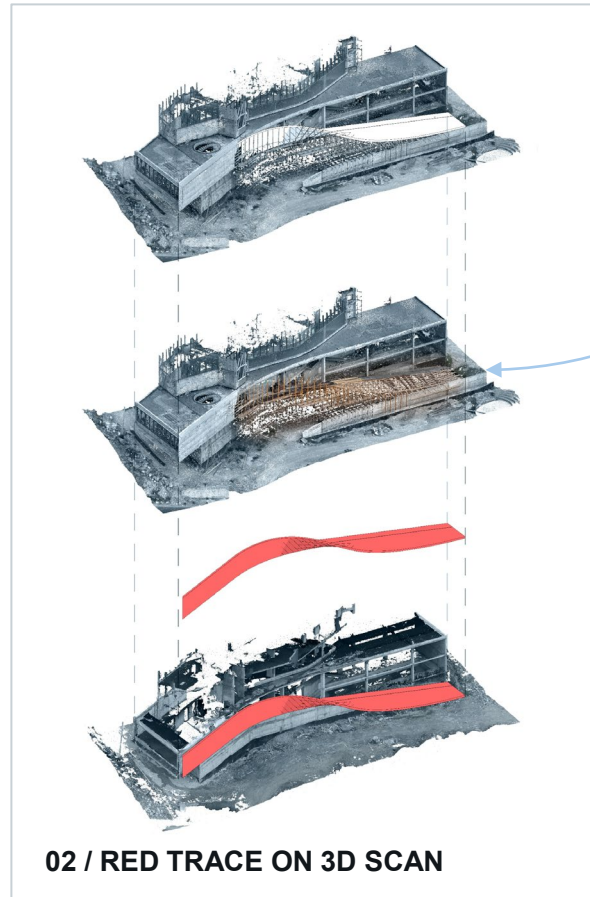


A parametric wall-ramp is tested against the real ground

Because millimetric accuracy was critical, the ramp area was 3D scanned before construction to capture deviations from the design geometry. The ramp model was adjusted to the as-built conditions and used to generate drawings for the polygonal formwork. A final scan of the formwork was then checked against the virtual ramp model before concrete casting, verifying the geometry prior to execution.

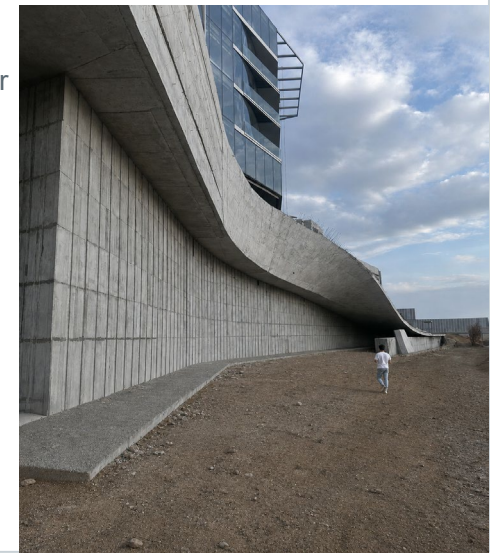


01 / WALL-RAMP GEOMETRY



02 / RED TRACE ON 3D SCAN

The ramp completes the pedestrian connection between the upper street level, the building functions and the lower landscape behind the building. Together with the front bridges, it creates the shortest and most comfortable continuous route across the site

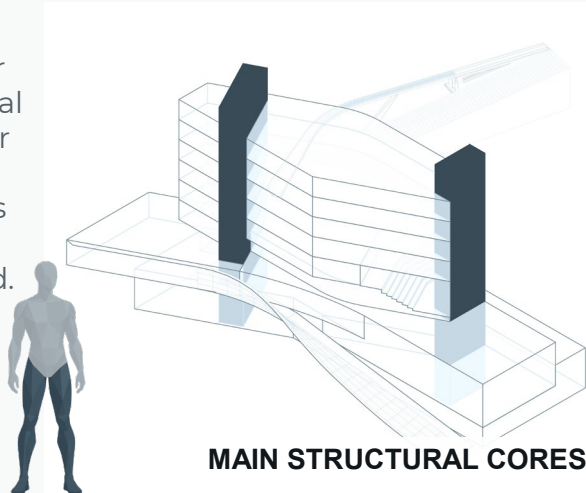


Two cores make room for longer, open floors

The project features one of the **largest cantilevered structure constructed in post-Soviet Armenia**, extending approximately **16 × 11 meters**.

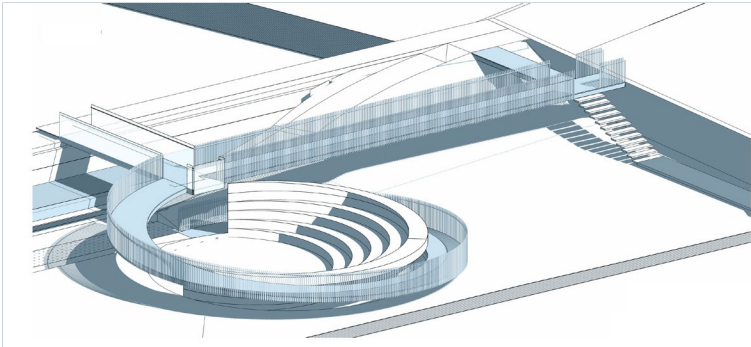


The two cores stabilize the tower and hold its vertical circulation. Longer spans keep the surrounding floors open, flexible and visually connected.

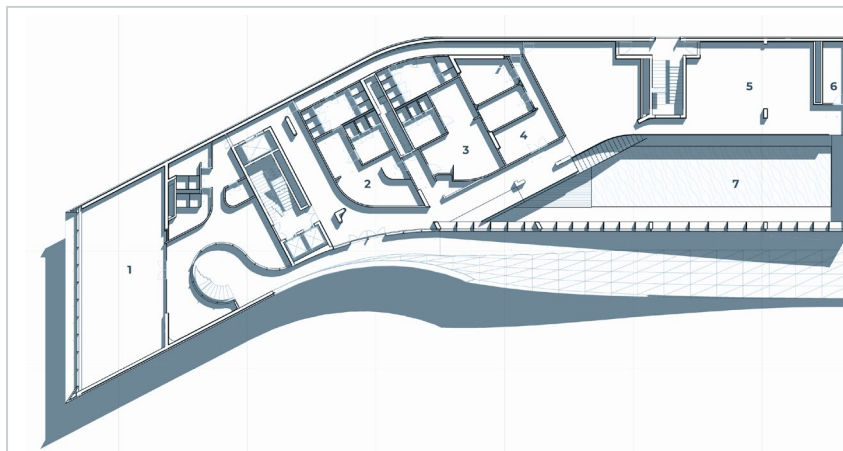




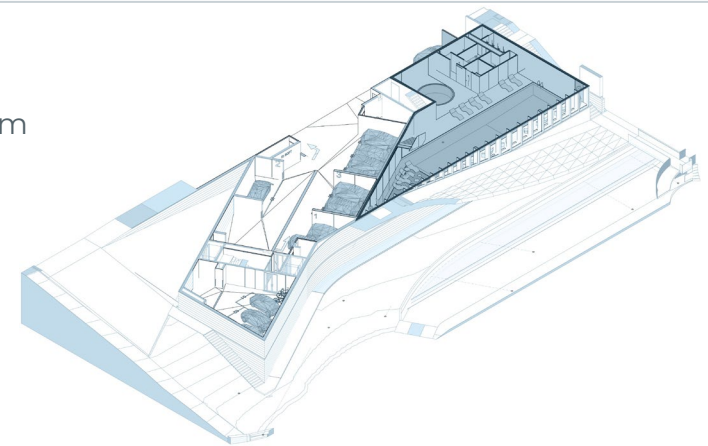
Outdoor amphitheater



Level -1



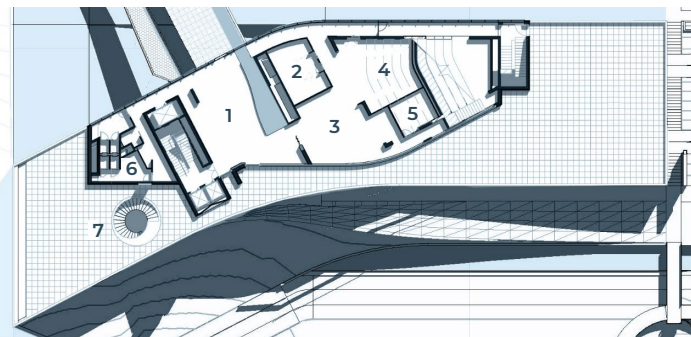
1. Leisure & recreation
2. Men's changing room
3. Women's changing room
4. Spa area
5. Gym
6. Technical room
7. Swimming pool



Level 0,1

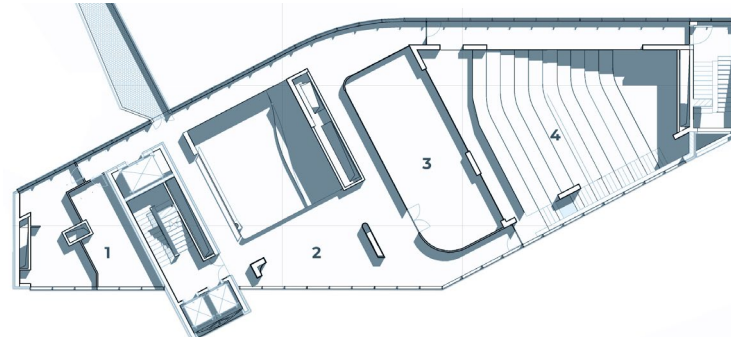


Level 0



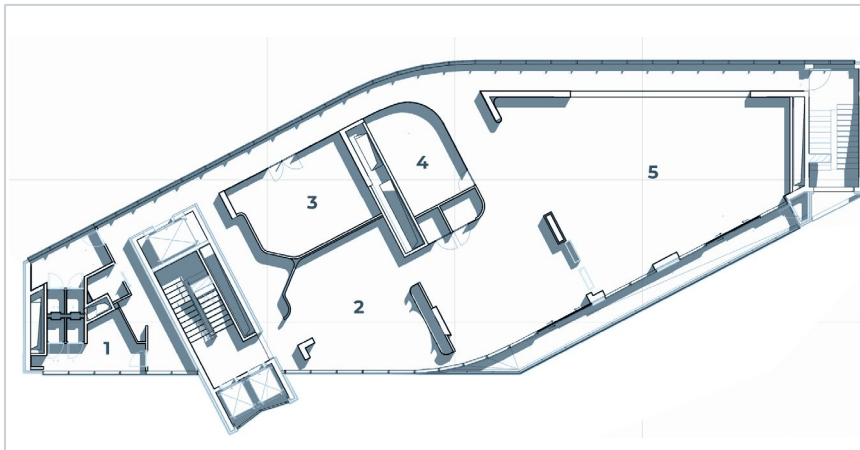
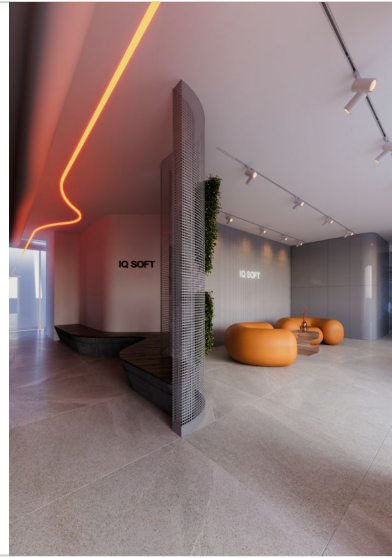
1. Reception
2. Storage
3. Lounge/bar
4. Bar storage
5. Cloakroom
6. WC
7. Landscape access staircase

Level 1

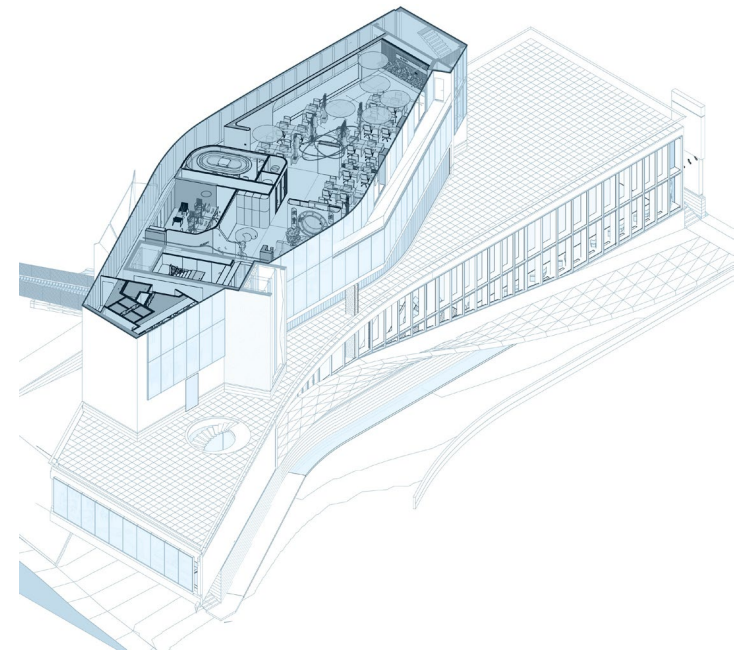


1. Staff room
2. Lounge
3. Conference room
4. Auditorium

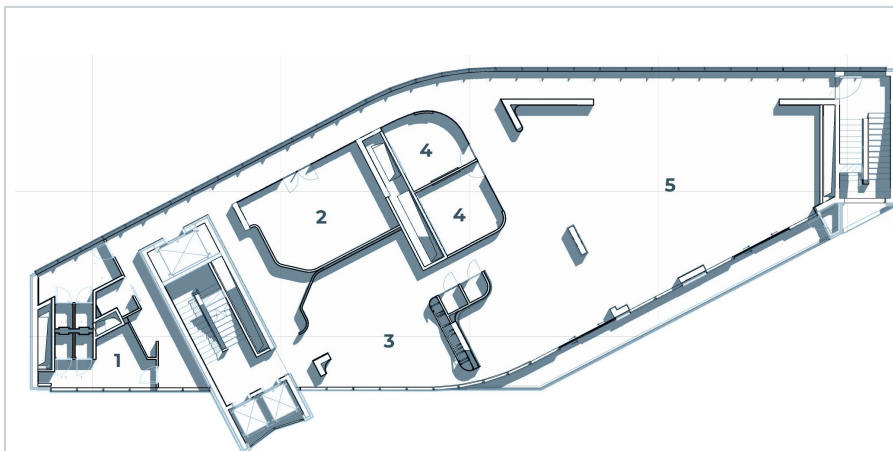
Level 2



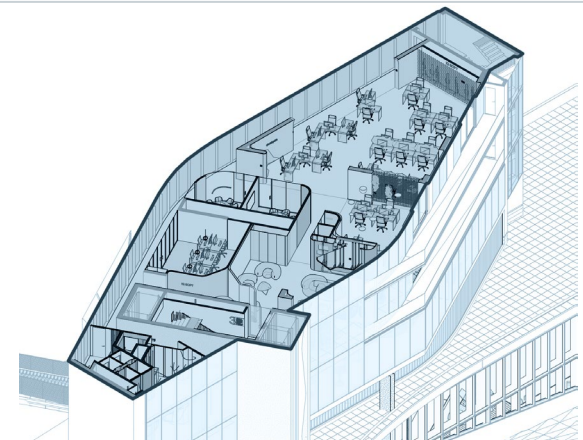
1. WC
2. Relaxation area
3. Private office
4. Meeting room
5. Open-plan office



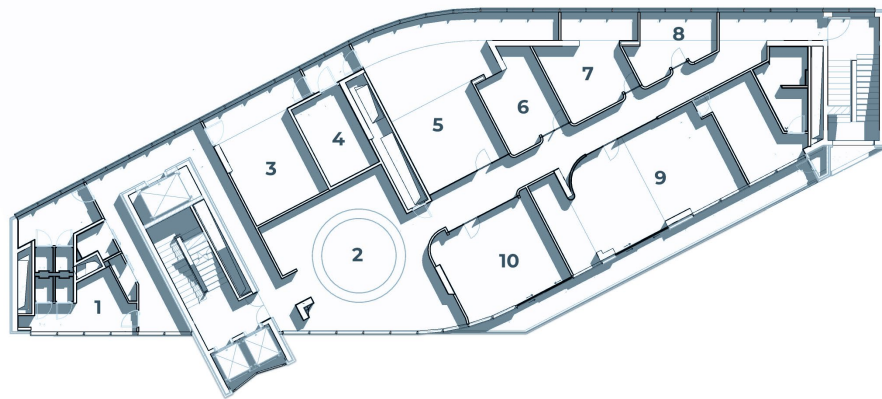
Level 3



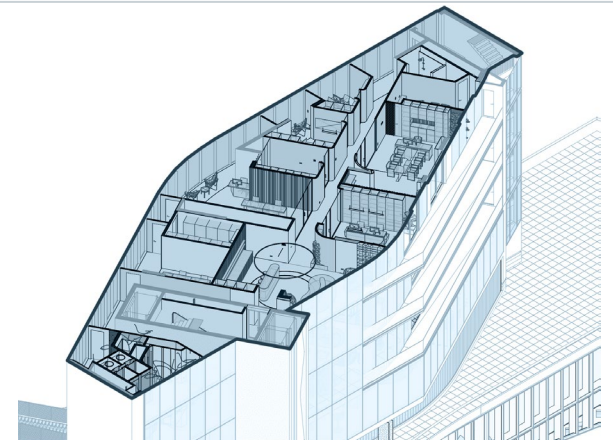
1. WC
2. Private office
3. Relaxation area
4. Meeting room
5. Open-plan of office



Level 4

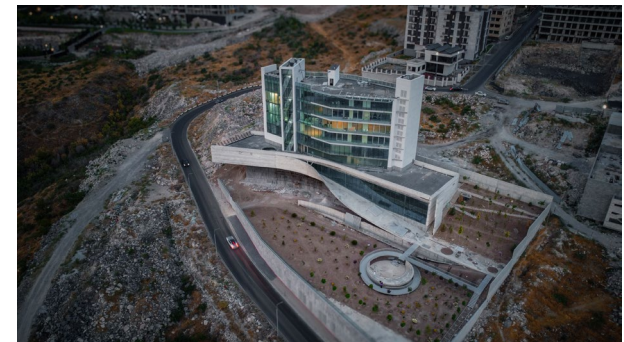
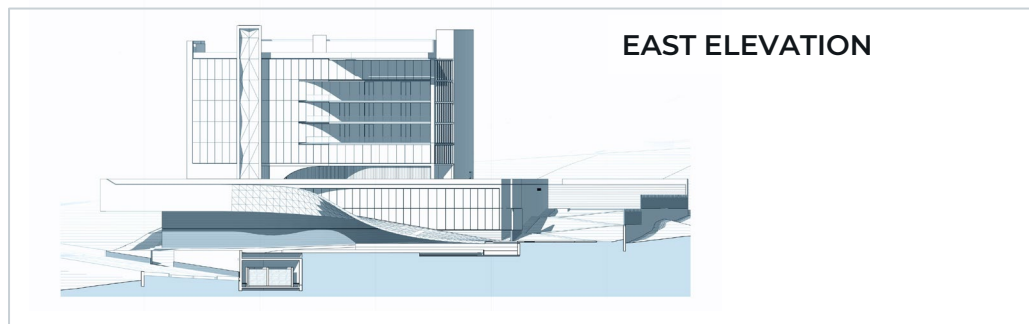
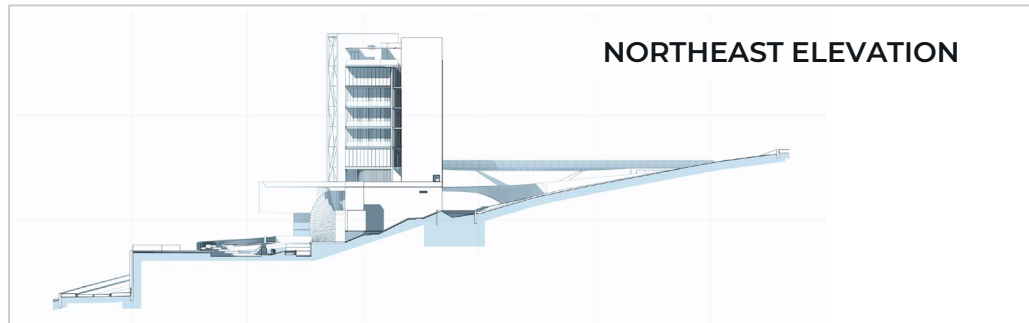
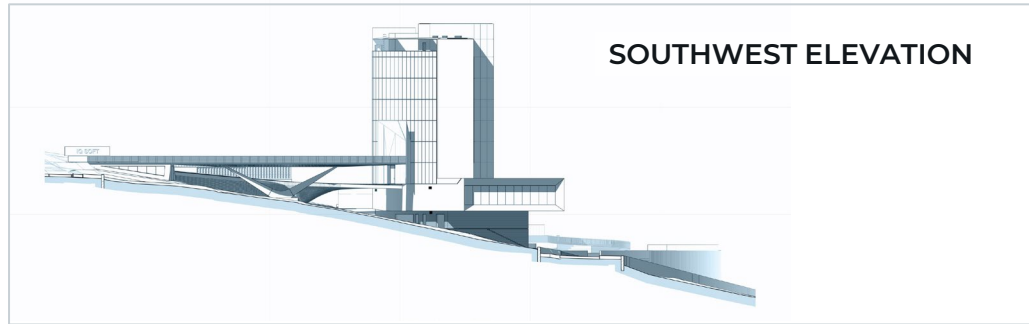


1. WC
2. Business lounge
3. Internal security
4. Server room
5. Security room
6. Private office 01
7. Private office 02
8. Private office 03
9. CEO
10. Private office 04

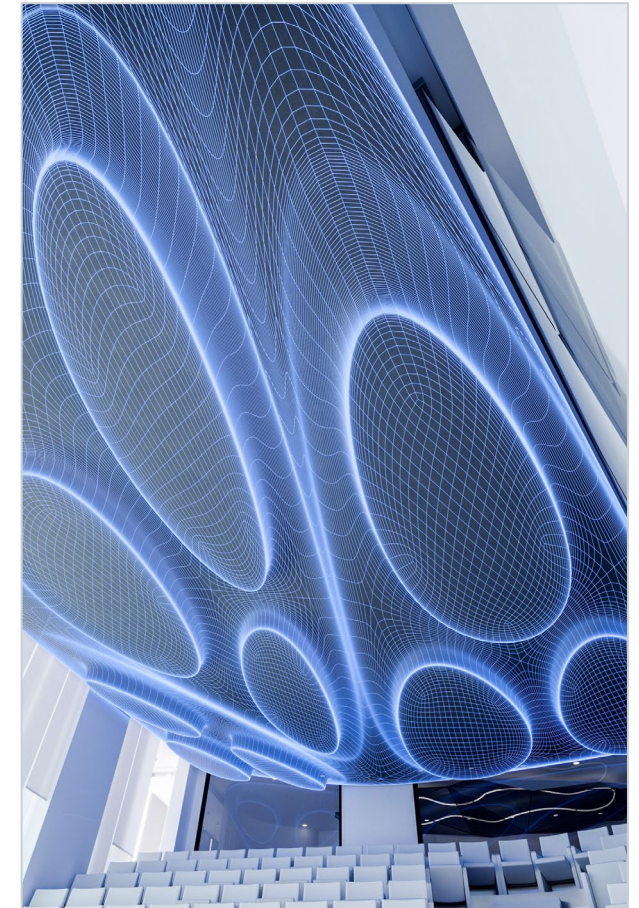
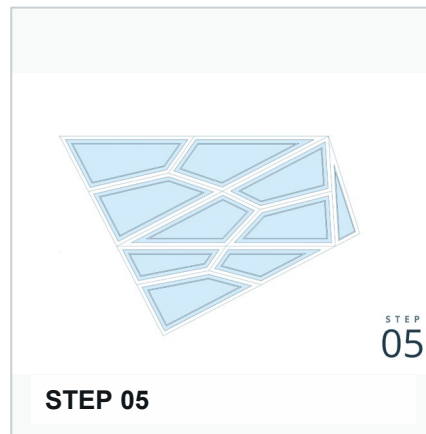
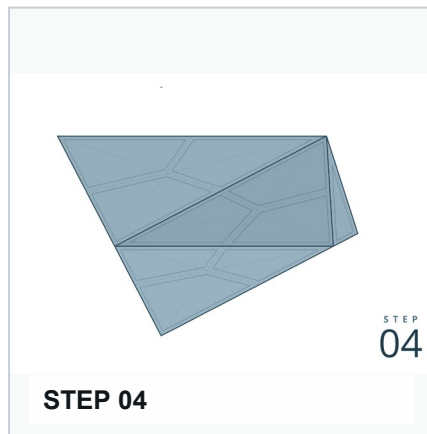




Elevations



Auditorium: when performance becomes form



The extensive glazing creates a highly reflective acoustic environment, placing performance at the heart of the ceiling design. Through a tuned geometric system, the ceiling introduces depth, pattern and acoustic absorption—transforming a technical necessity into a defining spatial experience

GEOMETRY → PATTERN → LIGHT

A BUILDING IN THE MAKIING





A WORKPLACE SHAPED BY MOVEMENT

IQ Dream is experienced as a walk: from exposed terrain, across bridges, beside water and into shared rooms. Along the way, work, wellbeing and collective life become part of one continuous daily experience.

