

BUSIGN

Innovative Interdisciplinary Solution

Business | Design | Architecture | Tech

BUSIGN Magazine | No.21 | December 2023

BUSIGN

Happy 2024

Location: Tehran, Iran
Architecture Firm: MAKH Design Studio
Architect & Furniture Design: Majid Ahmadi Khoshbakht
Design Team: Ali Ahmadi Khoshbakht
Date: 2023
Built area: 120 sqm
Type: Commercial Renovation
Electrical: Reza Karimi
Style: Minimal
Construction: MAKH Design Studio
Client: Denis Tricot Company

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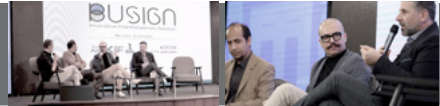
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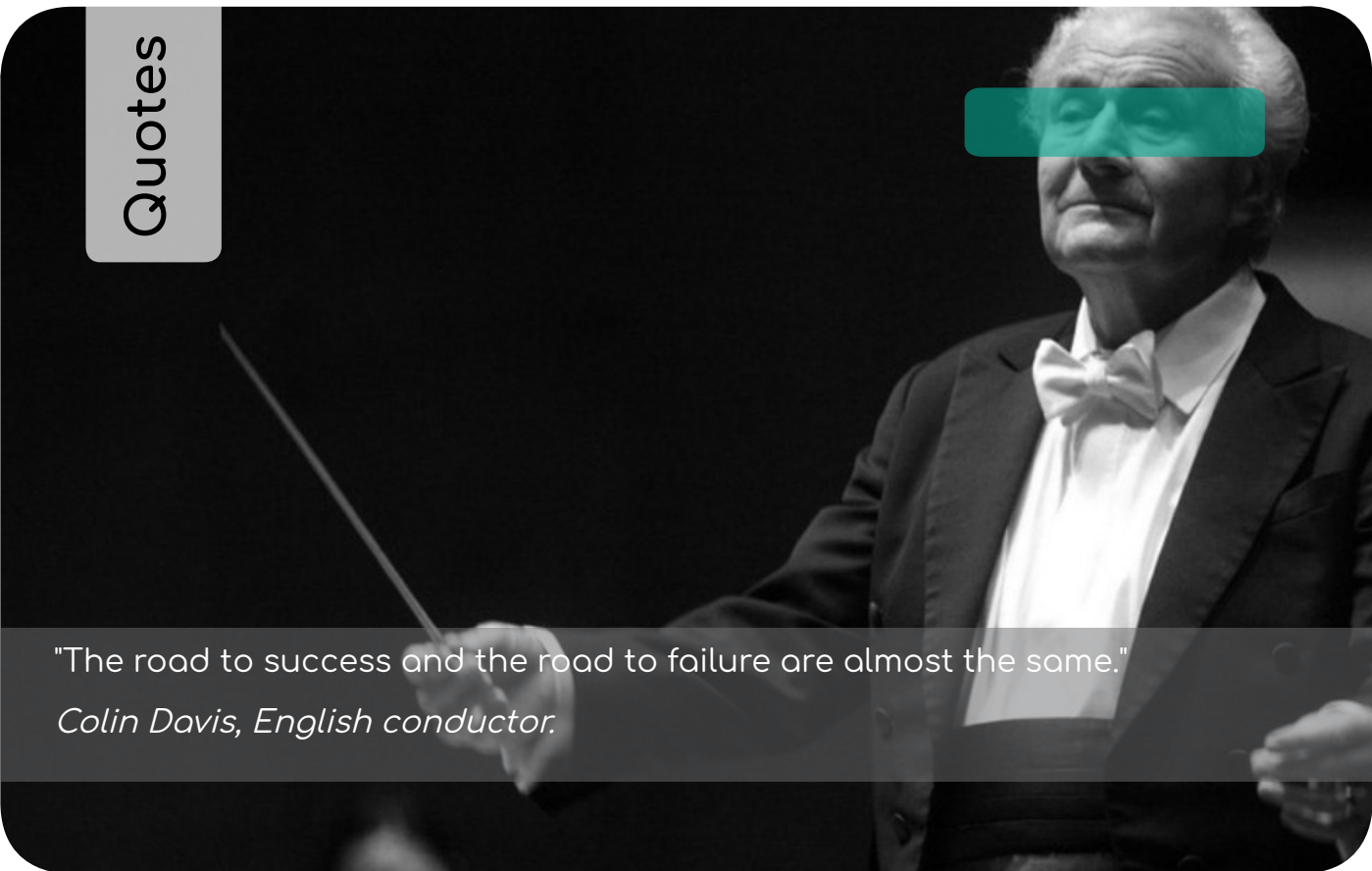
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Special Issue for end of 2023


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Quotes



"The road to success and the road to failure are almost the same."
Colin Davis, English conductor.



"Far and away the best prize that life offers is the chance to work hard at
work worth doing."

Theodore Roosevelt, American politician

What's New On Blog?

Design Thinking Impacts Boosting Sales



Majid Ahmadi Khoshbakht
CEO of MAKH



11 min read

Every business problem can be investigated and analyzed with different methods. But based on the design thinking process, as a human-centered method, the problems, needs, and demands of the users should first be examined to reach the solution. In general, considering the user in the buying and selling process is a priority. Companies and businesses think about different reasons why they experience a drop in sales compared to their annual planning and targeting. Many organizations refer to their supply chain problems and start their analysis and reviews from their organization's process. There can be different reasons that over time have led to a drop in sales losing the market and handing over market share to competitors. Design thinking examines this problem with its method and offers a unique solution.

Surveying the problem

How to investigate the problem depends on what product you are offering to your customers. And whether your business deals with the end consumer or with intermediaries can make a difference in how you look at the problem.

Businesses that provide their services to other businesses (B2B), not to the end user, have different problems than companies that deal with the end user. Is the problem analysis model of these two forms of communication/ and sales also different? Usually, in critical situations, when organizations experience a drop in sales, they investigate the reasons within their organization. The fact that the decrease in sales is due to the decrease in the quality of the service or product, or that the organization's

marketing team has not properly provided the goods and services to the customer, can all be important reasons for the decrease in sales.

But the issue can be seen differently based on the design thinking process; You can start the issue from the consumer and the customer, not from within the company!

That is, the issues and problems that caused the drop in sales should be asked of the customer. Why the product or service is not welcomed will be told by the customer himself better than anyone. Empathy with the customer and the design of quantitative and qualitative questions according to the persona of the brand audience is the beginning of this process. It is crucial and helpful for the customer to be capable of telling us why he no longer uses our products



and services in a proper environment and based on intelligent questions. In a world full of changes, customers and consumers are constantly changing. In addition, their reasons for choosing our competitor over us are significant. What criteria have caused the customer to stop choosing us? Furthermore, we could no longer keep our buyers, without knowing that we were losing the market to our competitor.

A decrease in our company's sales means a decrease in purchases, a decrease in choice, or a change in the customer's preference in the market. Investigating the reasons for each of these cases and knowing their causes can inform the sales team and the entire supply chain about the reasons for the drop in sales.

Rooting the problem

It is vital to understand the problem and listen to the customer's voice and demand and express the reasons for not buying our goods and services, But the customer is not supposed to tell the reason for not selling our product. In essence, customers articulate their reasons for not purchasing our product from their perspective; however, the underlying issue and resolution should be examined by design thinking experts and each organization's internal team.

Finding the root of the problem helps us to understand where the problem

originates from so that the customer no longer chooses us. Again and again, after finding the root of the problem, we realize that the main reason for the drop in sales has nothing to do with the sales team. Its roots can even go back to the macro and strategic decisions of the organization's senior managers. Decisions made in the past and their effects are visible today. There are different methods for finding the root of problems, such as the "5 Whys" technique and the "House of Quality" technique, which help us find the root of the problems, desires, and needs that the customer told us in the research process. Many organizations skip this step and think that it is a time-consuming and unnecessary step, and as soon as the customer has expressed his problems, they can go to find a solution for them; Without finding their roots. Defining the problem is exactly half of the design thinking process. Without this, reaching the correct answer and solution is not possible. The perfect ideation for the wrong problem is a trap that most organizations fall into.

Ideation and solution presentation

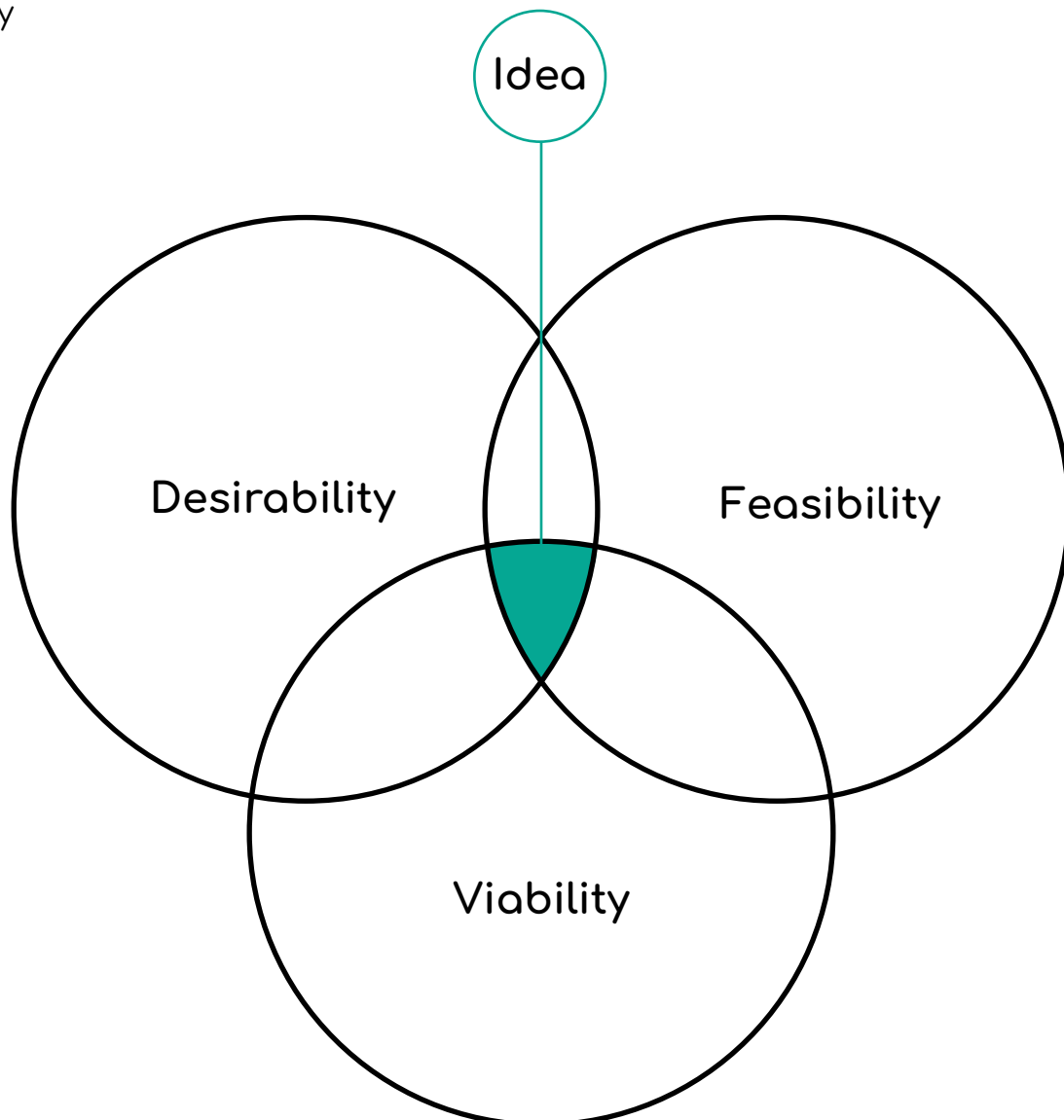
Once the root of the problem is identified and the main issues are prioritized according to the organization's strategy and policies, operational solutions can be explored. In the previous section, the "House of Quality"

technique helps us determine the priority of the root of problems for businesses. As mentioned, the root of the problem of sales decline can be traced back to any part of the organization. The root of the problems can help us understand that the customer's habits and behaviors have changed, and solutions should be provided based on that.

Therefore, we start brainstorming based on the importance and priority of the issues.

Different techniques give ideas and solutions based on them to increase organizational sales. The techniques of triz, brainwriting, mind mapping, etc. can all give us creative solutions. But one point should be considered for all of them, the best solutions should touch 3 important parts simultaneously. In fact, among different ideas, the best idea should have these characteristics:

- Feasibility
- Desirability
- Viability



The most important ideas and solutions in the sales world are created based on the common point of these three areas. We provide our sales solution according to the customer's demand and the implementation possibilities in line with the durability and stability of our business.

Conclusion

There are different techniques and methods to solve the problem of sales decline. However, the difference in the design thinking method is to prioritize the customer and provide creative solutions based on his wishes and needs. Today, old methods are no longer responsive to customer needs. In a competitive and ever-changing world, some businesses can endure and thrive by offering a unique customer experience during the sales process.

It does not matter if this process is physical or digital, that is, online or offline. The customer values a distinct experience crafted through various service designs and unique product presentations while shopping. In fact, by designing a different purchase process and creating a new experience, you can provide unique value to the customer. Customers have been seeking new experiences and value, rather than just purchasing goods and services, for quite some time. Design thinking is an effective and precise approach to generating experiences and value for both online and in-person buyers during the sales process of businesses.



BUSIGN Panel

Discussion Panel in
Tehran Tech Summit Event

The logo for BUSIGN features the word "BUSIGN" in a bold, black, sans-serif font. The letter "B" is stylized with two overlapping circles: a blue one on top and a green one on the bottom. To the right of the logo, the text "Discussion Panel" is written in a smaller, black, sans-serif font.

Discussion Panel



17 min read

*Report by
Amirreza Morakkabati*

The BUSIGN panel centered on the same topic was held at the first event of the Tehran Tech Summit with experts in the fields of technology, digital, fashion, NFT, and design in Tehran.

This panel was hosted by Mr. Majid Ahmadi Khoshbakht, CEO of MAKH, and attended by Dr. Ramin Samizadeh, CEO of Jabar and member of the board of directors of Nirvana Furniture, Mr. Hani Hardanian, Marketing Director of Modiran Khodro Company and Mr. Habib Ghorbani, CEO of Rost Furniture Company.

Mr. Majid Khoshbakht:

The word BUSIGN was created by the research and development team of the MAKH team, we realized that there is a gap in the market and that the industry has not yet been able to use the potential of design in business, so we introduced this missing link with BUSIGN, which is between business and design. Create an addition. We called the name of this missing link BUSIGN, and even by searching the Internet, you can see that the contents of this word are related to MAKH.

Why don't businesses go towards design in the sense of innovation and creativity?

Mr. Ramin Samizadeh:

We have to redefine our concepts in the context of time because concepts change over time. Design comes from

creativity and innovation to meet a need, in general, any output comes from a need, whether for the present or for the future, which need is one of the most important levels for design. Once upon a time, buying clothes was to avoid the cold, but nowadays maybe the need to buy clothes is that I want a plaid coat. We must know that we respond to the needs or desires of the customer. Some businesses, like Apple, respond to our future needs, and some businesses create the needs for us. One of the reasons why designs don't succeed is that everyone thinks the customer is always right, we have to pay attention to the beneficiaries as well, can we please the customer but not make our HR team happy? Beneficiaries are all suppliers, contractors, customers, organizations, and others. So, if we have a design in mind, we must support all beneficiaries in different



layers with a 360-degree view. Needs to change every day.

The word change is significant in the industry, but we are used to solving issues with a static view and have nothing to do with it. If the nature of needs and businesses are accompanied by changes, these changes can be felt in people's relationships with each other. One of the reasons that relationships are interrupted is that people don't update the value they give to each other. In the field of design, we must look at the beneficiaries, recognize the needs of the beneficiaries first, and then provide them, and also recognize the changes so that we stay caught up in the world and we can prepare for the future.

Summarized by Mr. Khoshbakht:

Businesses can work with designers when the designer can create a value based on needs and wants and can constantly update that value.

Mr. Hani Hardanian

We should talk about redefinitions, how much can we redefine our definitions in the postmodern era?

Design is a broad concept, which cannot be equated with art, design is a plan, sometimes a business or economic plan. When art is created and we intend to turn it into a design, we have to see if it can enter the market as a mass product or not. Today, in marketing and marketing, products play a role.

As an automobile manufacturer, it becomes important for me when I know that I can control the future market with a design. But I have to see if I can have this design as a mass-production product or not. The important point is that once people had to stand in line to see the Mona Lisa painting, but today the Mona Lisa image can be on all phones. The question is, has this art become vulgar or not?

Automotive is a high-tech industry that is made up of many factors, and finally, the market is important to us. We have to look at this issue, what is the path between design and industry?

Making change requires courage, we have to see what added value we create for the audience and for the company itself with the changes we apply. What added value did or will the things I changed create for my audience?

European automakers are known for their strong body, but Chinese automakers introduce themselves with a strong brain, and each of these items is important for a particular segment. Change and acceptance of change is a difficult task for organizations because we live in the age of peak capitalism. It is important to preserve the principle of capital first so that industries can survive.

Rost has chosen a good part of the market, which is being minimal, under what conditions are you willing to use designers in line with your goal?



Mr. Habib Ghorbani

If Rost is successful today, it is because it examines the needs to understand the customers in the best way and to be able to provide a good service. Most of the designers I see in Iran can be successful on a domestic scale, not in the global arena. Designers who see themselves on a national scale cannot have a say in the world arena. I wonder if one day the global gates are opened, does my collection have something to say on a global scale? Or I will be removed.

Mr. Khoshbakht:

Organizations must have a design culture in their supply chain so that the customer can touch the output, the question is, how well have businesses prepared themselves to work with designers?

How much attention is paid to design-book in organizations?

What happened in Italy, Germany, and America should also happen in Iran.

How much should organizations keep themselves up to date, so that the design process happens in them? Where can design help organizations?

Mr. Ramin Samizadeh:

We generally work in reverse, our universities work upside down. In the world, the university responds to the needs of the industry, that is, first the industry announces what it wants, and then the university trains students in

that knowledge and skills by planning.

But in Iran, when we reach an output, we consider that output as an answer until the end.

I always say that with every day that passes from today, I am less of an engineer because of new and up-to-date events around the world, and we are happy with our educational qualifications, and in organizations when registering, a checklist of We put the pre-defined as a platform in front of us to hire the person. In Jabar's company, education does not have a special position; Who said that after four years, if someone is given a piece of paper, that person is an expert? Changes should be made in universities to respond to the needs announced to them by the industry.

In the topic of design thinking, they say that the game starts with the customer, the same thing should happen in university courses. The industry must declare its need, we need a redefinition.

Regarding education, when organizations intend to train their people, they enroll them in courses. In this regard, the word "teaching" is not accurate, but the use of the word "learning" is correct. Because learning is for someone who needs to learn. Future organizations are learning organizations, not teaching organizations, organizations that know how to learn from the market and international companies and adapt themselves according to the training they receive.

We must have the courage to change our paradigms, so as not to lag behind organizations and businesses. An organization must first know all the beneficiaries and their needs. In the meantime, the customer is one of the most important beneficiaries, and the whole organization should try to meet the needs of the beneficiaries, while the designer is also in line with the needs and knows what direction to take. Needs change and we must have the courage to change, which is a very difficult task. As long as we reward performance regardless of whether it works or not, we will not grow; We need to create new value for the needs of our beneficiaries.

Mr. Khoshbakht:

In the learning department, before presenting the product, MAKH Academy organizes a training course for the members of the organization so that the entire supply chain and people understand design thinking.

How much space is available in MVM to use new and original ideas? Have you provided this platform?

Mr. Hani Hardanian

MVM company in Iran is mostly active in the assembly sector and can apply a percentage of product changes. In this regard, a series of cases can be redesigned according to our geography, for example, in Iran, due to the quality of the



asphalt, we have increased the crotch of the tire.

In MVM company, the average age of people is under 30 years old, how ready are we to use a person who does not have enough experience but has enough potential? If we or the people who work with us do not read a few articles a month, we will be removed from the market, the market itself will remove these people. How open we are to things or how we can update ourselves is very important. China, which does not have the support of oil and dollars and is in the second economic position, definitely knows the principles and techniques of the market and market taking, this country has focused on education in all its fields and platforms, and this means that which has focused on the future generation and getting them. In Iran, we can see the good things through bench mark, so that we can adapt them according to the needs of our country.

To what extent did the organizations and companies create a suitable platform for the use of designers?

Mr. Habib Ghorbani

At Rost, we are very focused on innovation and creativity, and less than 1 month ago, we received the Red Dot Award, Completely creative discussions happen in Rost Innovation, which is currently our focus to enter the fields of NFT and Metaverse; There is a space for the use of designers in the rest, provided that they can adapt themselves according to the design book.



Mr. khoshbakht:

Design can show itself in the product when it is mentioned who the designer is. This shows how the product was created and this is different from copying. Growth does not require creativity, but development requires creativity.

How have you ever promoted innovation and creativity in Jabar?**Mr. Ramin Samizadeh:**

Jabar is in the direction of time and space management with the definition that "instead of me waiting for the package, the package waits for me".

The world doesn't have complex formulas, it's the same in business, and in general, there are a few main keywords that we will grow if we take them seriously.

Some of these keywords are:

Customization, the world is not looking for hard solutions, but Customization is important now.

Being smart is everywhere, and the meaning of smart must be translated into every business. Sustainable development, compatible with the environment.

The network, the network in its nature brings expandability.

Jabar:

We need much more than this to exchange ideas between different industries, we need to tie a string together somewhere, in our culture, working is an island and we like it.

Rost:

Copying a good design is better than creating a disaster.

MAKH:

Design does not only mean a product, every organization and individual, even if they copy, should gradually have their voice in design thinking.

News

Design
Startup
Architecture

The Best Of
2023

Selected By BUSIGN
Magazine



10 min read

At the end of 2023, BIUSIGN's inter-specialist team chose the best of the year based on the magazine's fields of activity.

It was done in three fields:

design, startup and architecture.

In the product design section, they were selected as one of the most prestigious competitions in the field of product design based on the output list of Red Dot contest winners. In the architecture section, the projects were selected based on the elections made by the Dezeen jury. In the startups section, the projects that were effective and successful last year were selected.

Design

Red Dot Award

Lenovo Smart Mouse

The Lenovo Intelligent Voice Mouse features powerful speech recognition so that the user can perform various operations such as translation, search or commands via voice control. A striking feature is the orange button on the top which hides a function speeding up operation. The mouse housing has a smooth design so that it fits snugly in the palm of the hand. The wavy structure on the sides ensures a good grip. The jury was enthusiastic:

“The mouse impressively combines an iconic design language with modern functions. Added to this is a fresh colour scheme that gives the mouse a stylish touch.”



Rollbuddy

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“The mouse impressively combines an iconic design language with modern functions. Added to this is a fresh colour scheme that gives the mouse a stylish touch.”



Nano 10

Introducing Nano, the ultimate powerbank that delivers unrivaled charging power in a compact design. Available in two variations, Nano 10 with 10000mAh capacity and Nano 20 with 20000mAh capacity, these portable powerbanks are your perfect companion for staying charged on-the-go.

Nano powerbanks are engineered to provide you with an exceptional charging experience. With their high capacity, you can effortlessly charge multiple devices multiple times, ensuring you never run out of power when you need it most. Designed for convenience, Nano powerbanks are sleek, lightweight, and easily fit in your pocket or bag. Whether you're traveling, working remotely, or enjoying outdoor adventures, Nano is your reliable power source that keeps you connected.

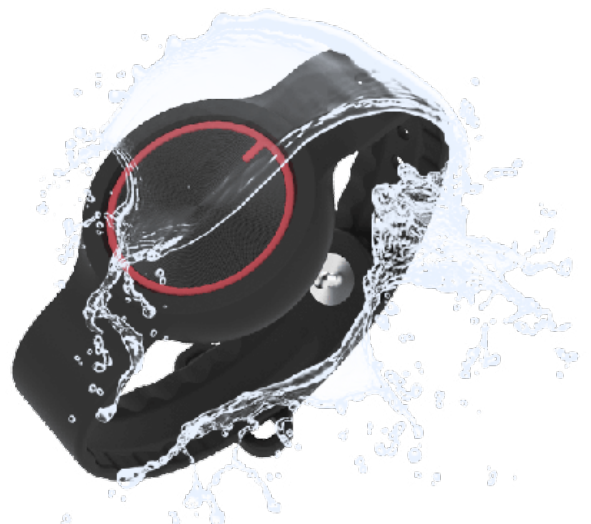


B10 Emergency Wristband

B10 Wristband Emergency Button designed for pregnant, elderly or care-dependent people, the B10 Emergency Button is equipped with the latest processor technology as well as Bluetooth LE 5.0 and can quickly transmit the wearer's location and activity level to the caregiver in the event of an emergency call using indoor positioning technology and an accelerometer. Due to haptic feedback, the device is also well suited for people with visual and hearing impairments. In addition to home care, possible areas of application include care facilities and disaster relief. The medical alert button can be worn as a bracelet or on a lanyard.



*There are two options so far.



Architecture

Selected by Dezeen

House (urban) of the year 2023

Ao-ft has designed Spruce House and Studio in London, United Kingdom. Spruce House and Studio is a newly built family home and self-contained design studio built using cross-laminated timber (CLT) on an infill site in Walthamstow, East London. The project captures studio Ao-ft's commitment to sustainable construction, intending to create living environments that prioritise well-being through bio-based natural materials.

Envisioned as a mini masterplan, a series of garden spaces connect interiors with strategically positioned glazing and floor levels to allow inhabitants to feel at one within their surroundings. Judges comments:

"Presenting a distinctive yet coherent facade to the street, and an expressive volumetric cascading composition to the rear, this new house is an example of building sustainably with timber. Thoughtfully designed and beautifully detailed, the building is in continuity with its context. A self-build project that exemplifies where design makes a difference to the quality of architecture."





Workplace project of the year 2023

Estudio MMX in collaboration with Luis Campos has designed the Campus Betterware Guadalajara (CBG) in El Arenal, Mexico.

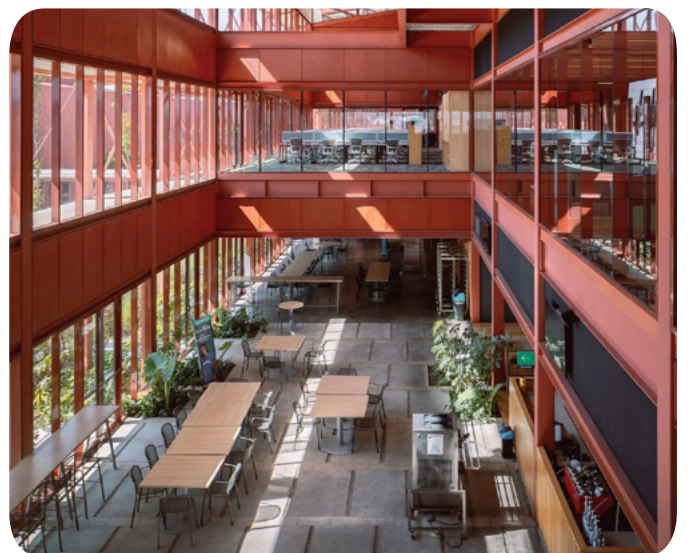
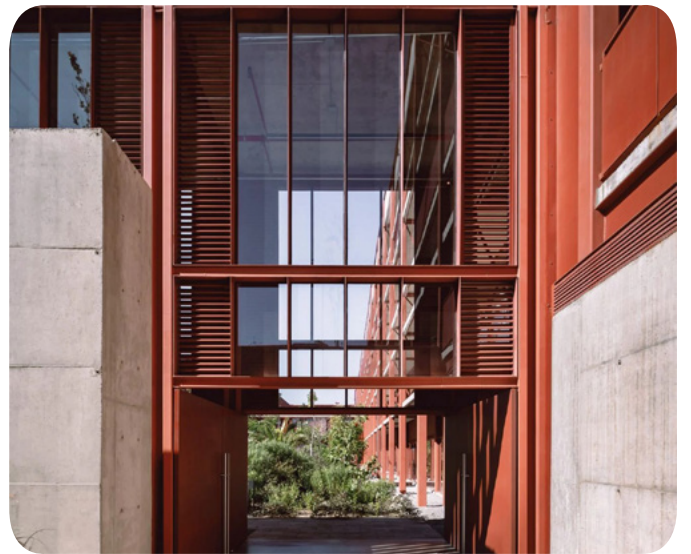
Situated on a 7.5-hectare site, the 15,000-square-meter campus serves as a key facility for Betterware, offering administrative spaces, warehouses, and worker amenities including a cafeteria, gym, leisure room, hairdresser, laundry, infirmary, and children's nursery.

The design focuses on continuity between different programmatic areas, with nine individual buildings set within lush garden landscapes, connected by pathways. CBG's exterior features red-toned concrete and steel, while the interior showcases voluminous spaces and exposed structural elements.

Sustainable features include passive ventilation, natural lighting, solar panels, and a rainwater harvesting system.

Judges comments: "In a typology that is often overlooked by architects, the warehouse, distribution facilities and associated workspaces in this project have been designed as a more human-centred series of spaces for the workers. The project balances the industrial efficiency of the warehouse with a clear spatial and structural order. Its arrangement and creative use of standard structural elements result in playful and visually interesting spaces that serve to make the mundane humane."





Health and wellbeing project of the year 2023

Ibuku Studio has designed Lumi Shala in Bali, Indonesia.

Lumi Shala is the gathering, yoga, and meditation space at the Alchemy Yoga Center in Bali. Featuring natural materials with artisanal and innovative systems, its form promotes wellness.

Encircled by earth-rendered walls that offer a buttress for yoga practices, it has a comforting sense of enclosure.

“Five grid shell roof petals are arranged so that gradients of natural light wash across each convex interior, bringing the focus inward while illuminating a space that best helps us embody the yoga practice,” said Ibuku Studio.

Bamboo arches soar overhead landing on mounded foundations, a balance that reflects the human form, simultaneously grounding and extending.

Judges comments: “A simple and elemental shelter, this pavilion is primarily a meeting place for yoga and wellbeing but also acts as a symbolic marker within the landscape. The interior forms create light and airy spaces for activity, which amplify the material qualities of the primary structure to create interest and delight.”





Education project of the year 2023 Architecture project of the year 2023

Architectural Pioneering Consultants in association with Wolfgang Rossbauer has designed the Simba Vision Montessori School in Ngabobo Village, Tanzania.

The Simba Vision School provides a unique spatial solution for Montessori teaching in rural northern Tanzania.

Rather than following a traditional school design brief, the spaces developed by the architects and users were designed around the idea of 'Montessori patterns' – spatial ideas derived from the principles of Montessori education.

The school not only sits amidst a vast mountainous backdrop, but Maasai tribes, who are slowly shifting their traditional, semi-nomadic lifestyle to permanent settlements with irrigated agriculture and motorised transportation, form the school's clientele.

The architecture supports the students undergoing a change of lifestyle by incorporating Montessori design principles.

Judges comments: "The design of this project is both a radical proposition and a template for schools of this type. The clear, structured order of the plan feels generous and intuitive in access and circulation."





Startup

ZeroTier is a platform used to deploy and maintain secure peer-to-peer networks. The virtual networks are encrypted, and only the owner has access to the encryption keys, adding another layer of security to the network. According to the startup, their platform currently hosts over 1.2 million networks that handle over 3 million connected devices.

ZeroTier



Computer programmers love simplicity more than anything else, and StackBlitz serves up a suite of nuts and bolts tools in a single platform. Critical tools like source code editors, automation, and debugging are all accessible in a “Google Suite” type cloud environment. StackBlitz is already being used by Google and other leading enterprise developers worldwide.

StackBlitz



OnlyFans is essentially Patreon (crowdsourced funding that goes directly to creators) for NSFW content. With net revenues of 2.5\$ billion in 2022 and a dedicated user base of 7 million fans per month, there's no doubt that OnlyFans is one of the fastest-growing private companies in the world. However, OnlyFans' public image has prevented the app from receiving mainstream VC backing

OnlyFans



Cradlewise sells smart bassinets with built-in baby monitors. Their bassinet monitors sleep depth and can automatically soothe the baby as soon as they display signs of waking up. Last year the company was awarded an Innovations Award at the CES 2022 event, accelerating interest in the new company.

Cradlewise



Coming Up Events

IMM Cologne

14 to 18 January 2024
Cologne, Germany

The imm cologne will once herald the new interior design year and set the trends of tomorrow. With a clear focus on **business, inspiration and networking**, the fair offers the international interior world a unique platform and the central access point to the European furnishing market. The imm cologne represents the entire spectrum of products and services of the industry - from innovative furnishing solutions from up-and-coming start-ups to the high-end designs of established market leaders.

Join us on this exciting journey towards a reconceptualized trade fair that began with the imm Spring Edition and continues with imm cologne.

To read more about the event please click on the link below.

<https://www.imm-cologne.com/>

The logo for IMM Cologne features the lowercase letters 'imm' in a bold, white, sans-serif font, with a small square above the 'i'. Below 'imm', the word 'cologne' is written in a smaller, white, lowercase sans-serif font. The entire logo is centered on a red rectangular background.

Design Academy Eindhoven Master Talk and Tour

16 January 2024

Eindhoven, The Netherlands

The Design Academy Eindhoven (DAE) hosts the Master Talk and Tour programme to explore the school's five Master departments: Critical Inquiry Lab, Information Design, Geo-Design, Social Design and Contextual Design. The in-person and online event includes a series of talks led by tutors, alumni, the student administration department and housing officers. Alongside the talks, visitors are offered tours of the campus and insights into workshops, as well as the opportunity to receive portfolio advice.



Maison & Objet

18 to 22 January 2024

Paris, France

In 2024, to celebrate the 30th anniversary of Maison&Objet, the fair will show its participants a revitalized future that combines technology and nature! This season's theme, TECH EDEN, will enliven the January edition with reinvented feature spaces oriented toward the retail, residential, or hospitality industries. Places where nature will be very much on hand, not necessarily in a literal sense, but sometimes digitally speaking and, to varying degrees, mineral, lush, and hybrid. It's a mix of nature and technology that's sure to re-energize the concept of sustainability and create a truly desirable vision of the future!

To read more about the event please click on the link below.

<https://www.maison-objet.com/en/paris>

MAISON 30 & OBJET
years

DesignTO

19 to 28 January 2024
Toronto, Canada

DesignTO is best known for the non-profit DesignTO Festival, Canada’s leading and largest annual design festival that celebrates design’s role in creating a sustainable, just and joyful world with 100+ free exhibitions and events forming Toronto’s design week every January. DesignTO returns in 2024, hosting a programme of exhibitions, talks, tours, workshops and installations.

The 2024 edition marks the online and in-person festival’s 14th anniversary, which explores industrial, interior, furniture experience and graphic design, as well as architecture and craft.



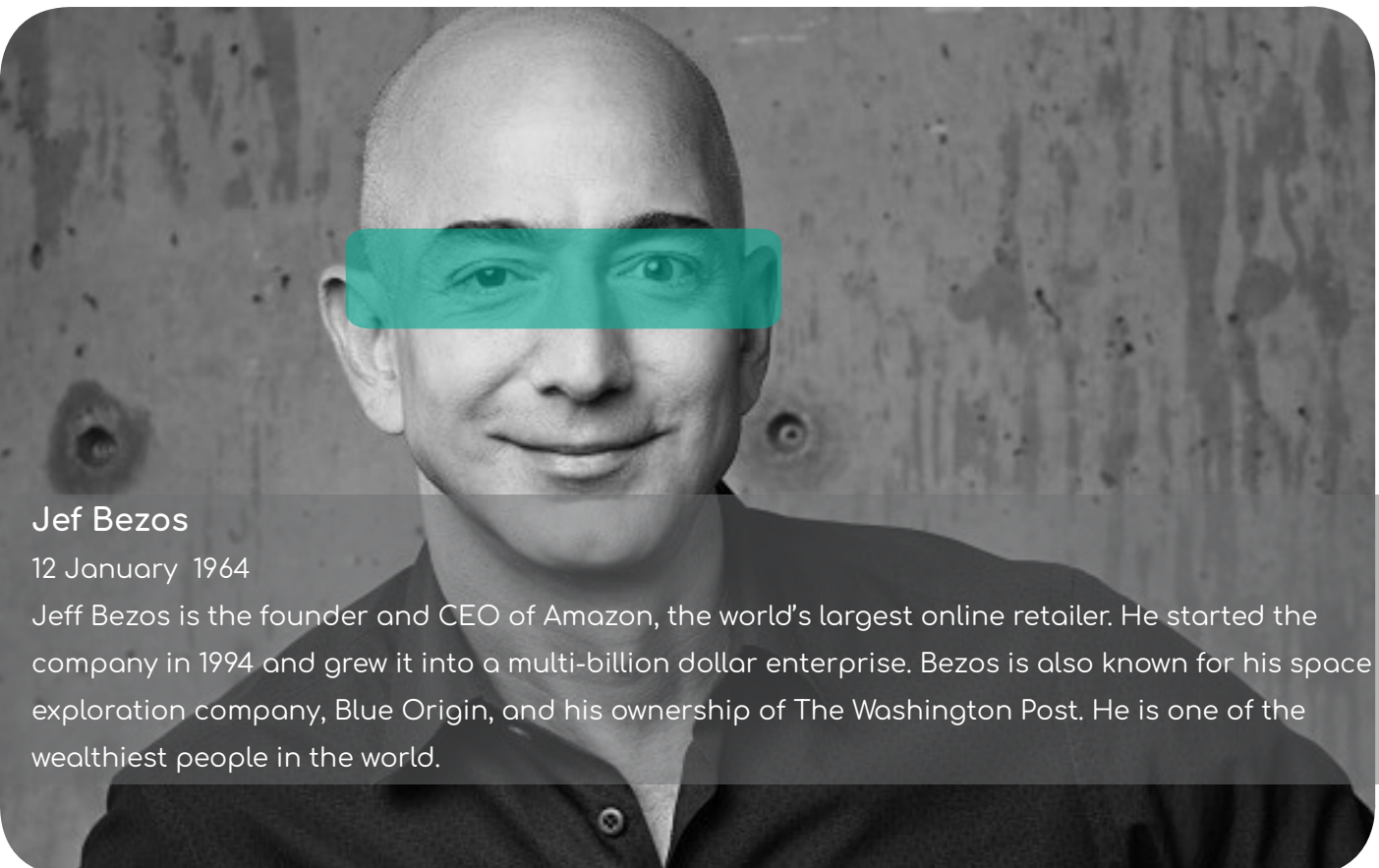


Coming up Birthdays

Marcello Nizzoli

2 January 1887

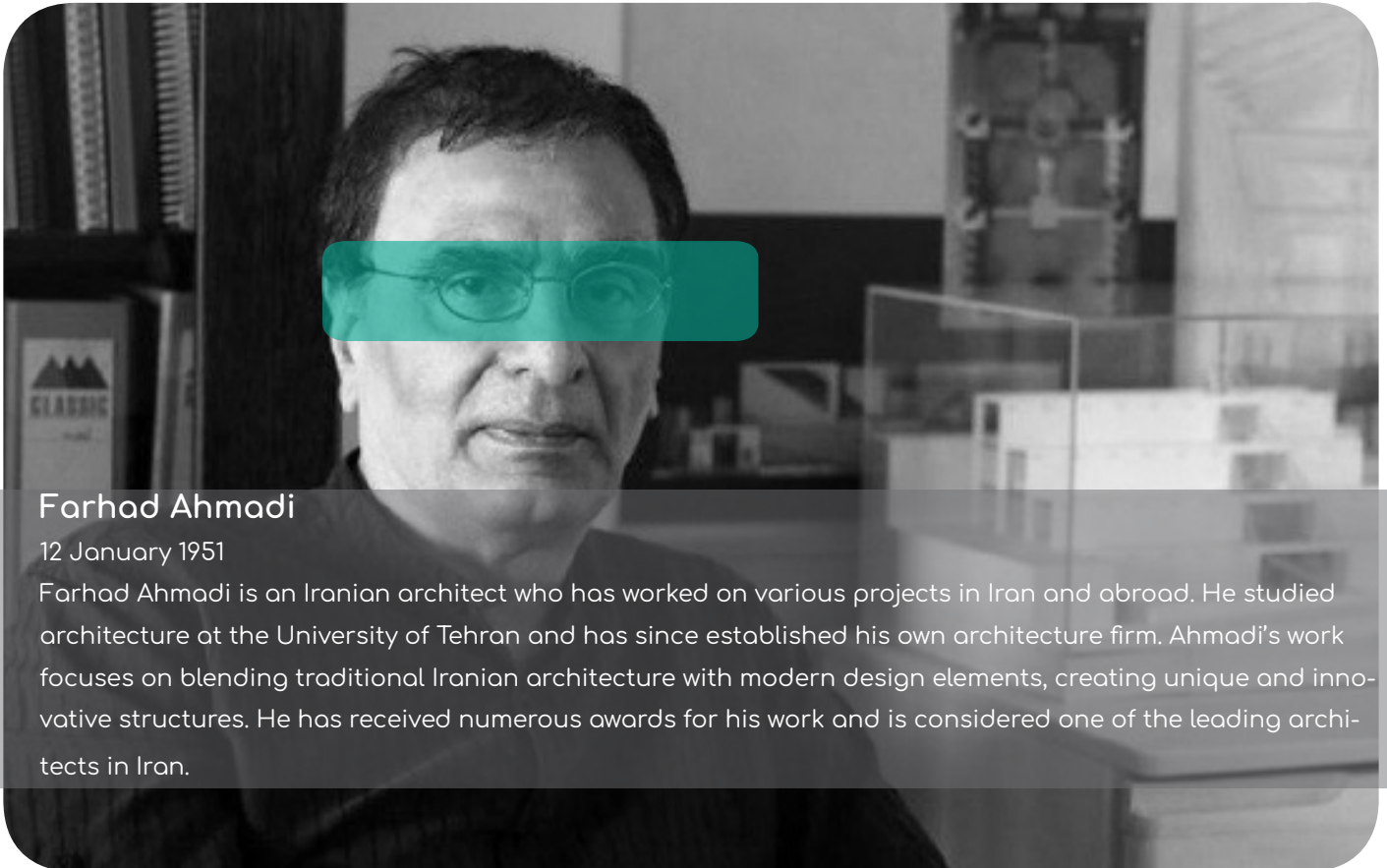
Marcello Nizzoli was an Italian industrial designer who lived from 1887 to 1969. He is best known for his work with Olivetti, where he designed a number of iconic typewriters and other office equipment. Nizzoli's designs were characterized by their sleek, modernist aesthetic and attention to detail. He was a key figure in the development of Italian design in the mid-20th century.



Jef Bezos

12 January 1964

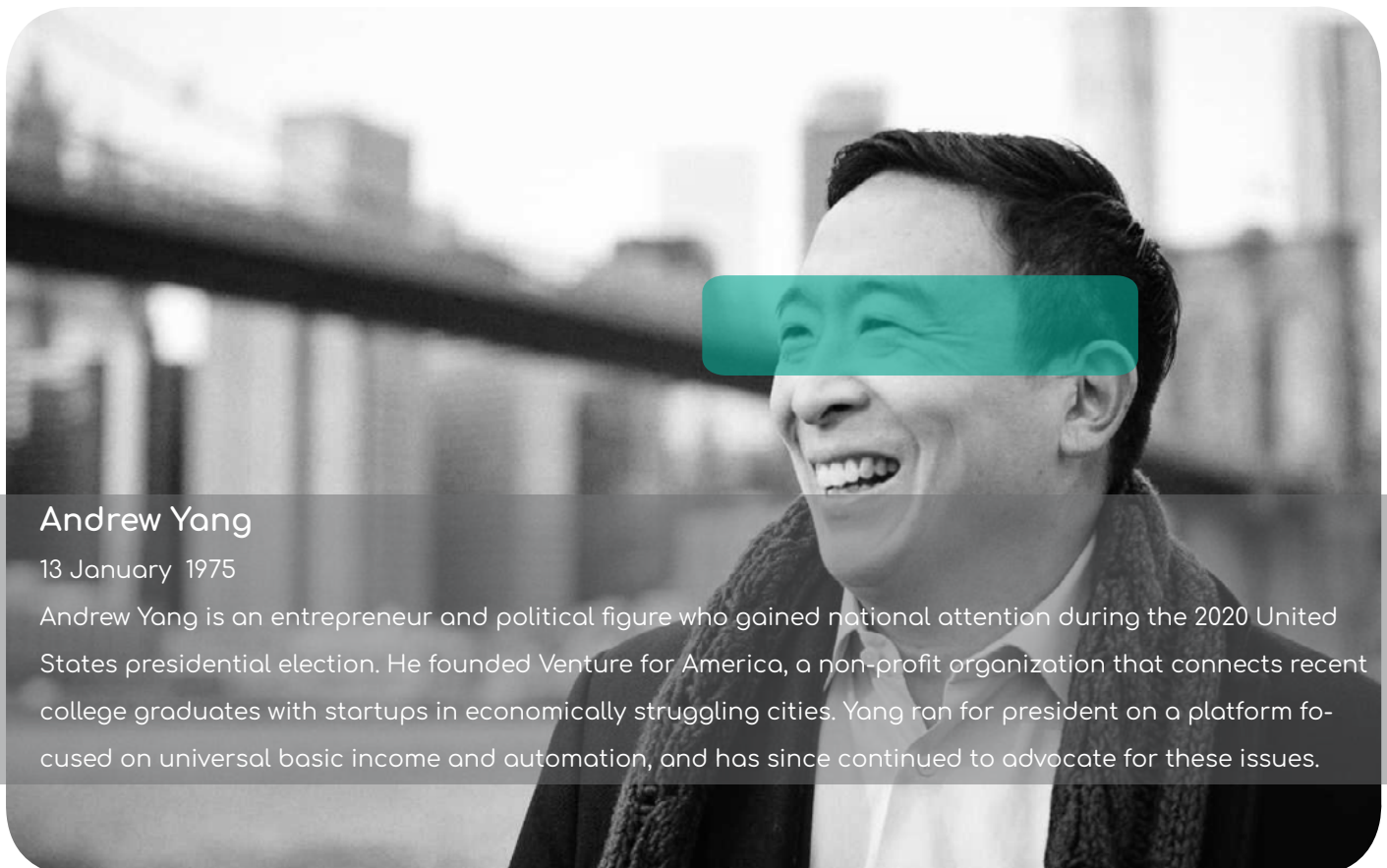
Jeff Bezos is the founder and CEO of Amazon, the world's largest online retailer. He started the company in 1994 and grew it into a multi-billion dollar enterprise. Bezos is also known for his space exploration company, Blue Origin, and his ownership of The Washington Post. He is one of the wealthiest people in the world.



Farhad Ahmadi

12 January 1951

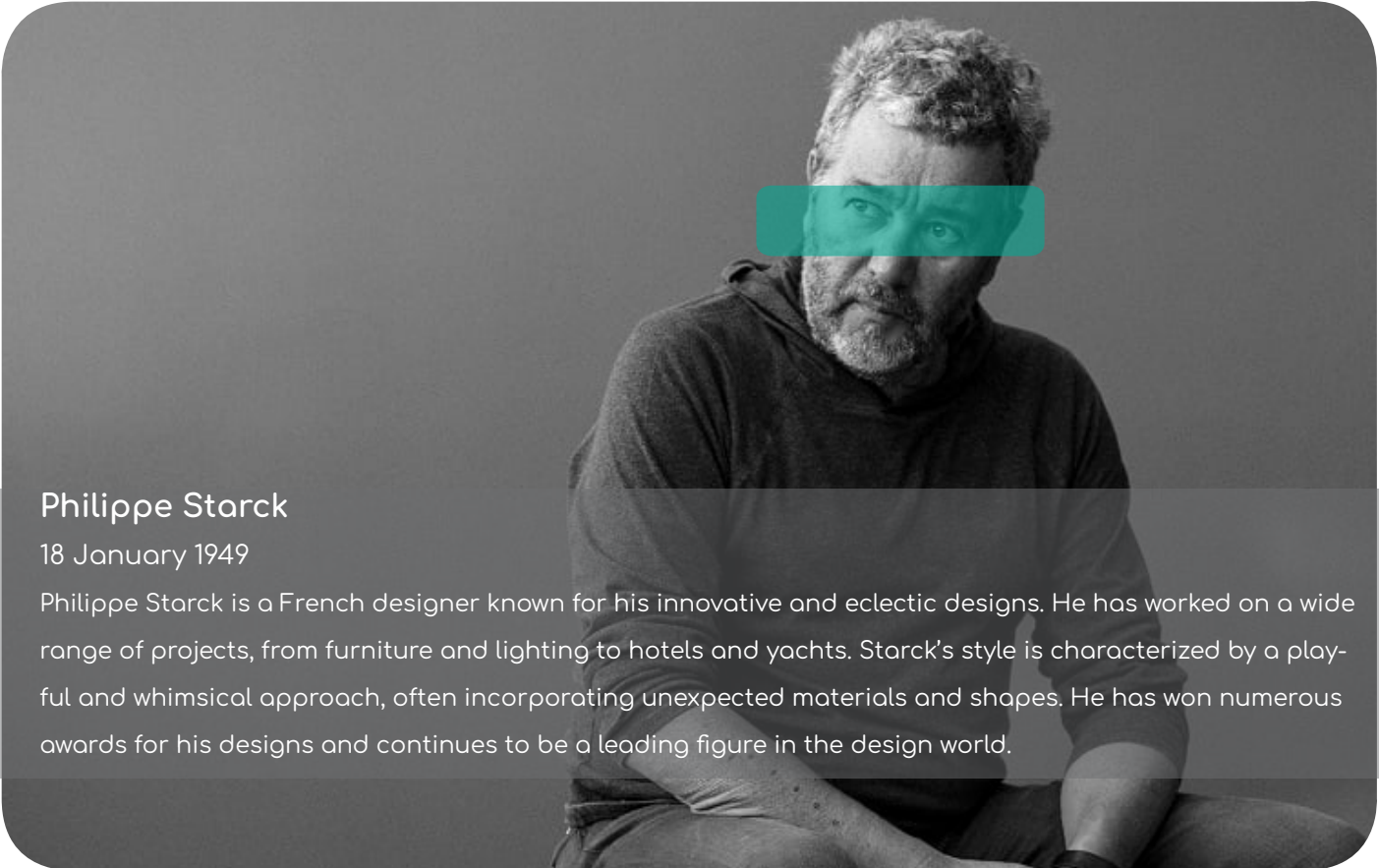
Farhad Ahmadi is an Iranian architect who has worked on various projects in Iran and abroad. He studied architecture at the University of Tehran and has since established his own architecture firm. Ahmadi's work focuses on blending traditional Iranian architecture with modern design elements, creating unique and innovative structures. He has received numerous awards for his work and is considered one of the leading architects in Iran.



Andrew Yang

13 January 1975

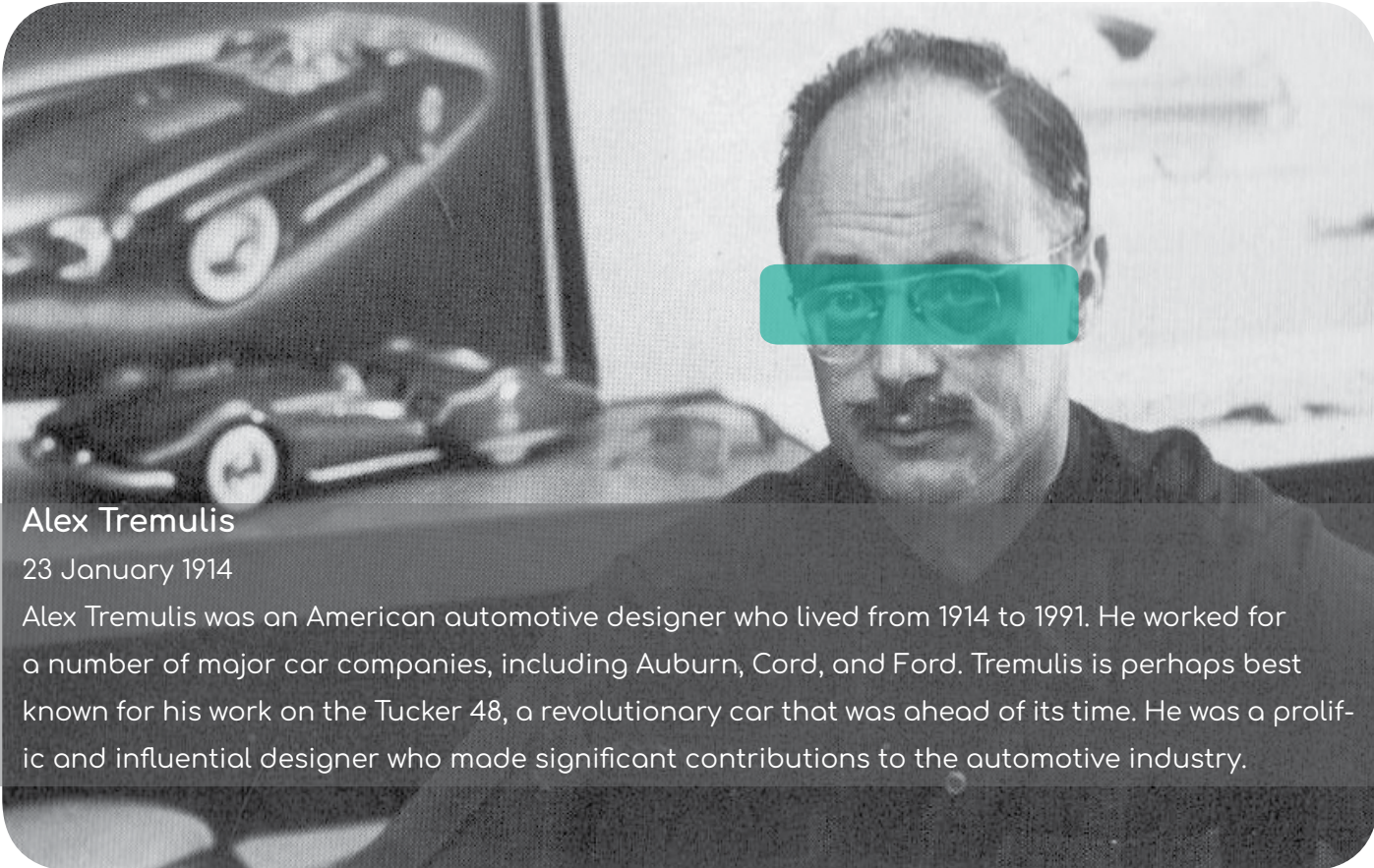
Andrew Yang is an entrepreneur and political figure who gained national attention during the 2020 United States presidential election. He founded Venture for America, a non-profit organization that connects recent college graduates with startups in economically struggling cities. Yang ran for president on a platform focused on universal basic income and automation, and has since continued to advocate for these issues.



Philippe Starck

18 January 1949

Philippe Starck is a French designer known for his innovative and eclectic designs. He has worked on a wide range of projects, from furniture and lighting to hotels and yachts. Starck's style is characterized by a playful and whimsical approach, often incorporating unexpected materials and shapes. He has won numerous awards for his designs and continues to be a leading figure in the design world.



Alex Tremulis

23 January 1914

Alex Tremulis was an American automotive designer who lived from 1914 to 1991. He worked for a number of major car companies, including Auburn, Cord, and Ford. Tremulis is perhaps best known for his work on the Tucker 48, a revolutionary car that was ahead of its time. He was a prolific and influential designer who made significant contributions to the automotive industry.

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