

CONTENTS

ABOUT Farzaneh Art Studio	1
Mission Statement	3

PRODUCTS	5
Terracotta Tiles	7
Cement Tiles	11
Furniture	15
Dishes	17
Accessories	19

TREE OF LIFE	21
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ABOUT

Farzaneh Art Studio is a handmade pottery business created by a wife, *Leila Farzaneh*, and husband, *Hossein Memarpour*, team.

Leila runs the creative side and Hossein the business side. Leila became a potter after dabbling into many art forms while at university but was looking for a long lasting form usable in daily life through which to represent her artistic expression. She began creating everyday dishes with the longitude of her art in mind. Eventually, she found that in making handmade tiles, since tiles can last up to centuries in any given structure. This was her evolutionary point of departure.

The traditional Persian tile-making method which has been around for centuries and famous for its beauty, uses only seven colors, and at the time, the modern tile making was in denial of traditions altogether. Leila daringly chose to bend both sides of the spectrum by using as many colors as she wanted and yet based her designs in Persian traditions.

She believes that sticking to strictly traditional ideas is the major reason why tiles were no longer used in the 20th century and contemporary buildings, because the Persian tile designs had not evolved with the architectural evolutions and needs of the times. Therefore, decorative tiles in buildings were eliminated all together or imported from foreign countries. She is the revolutionary woman who changed all that and with her slow but steady success others followed! Once this new idea was established property owners, their designers and architects became loyal customers of Leila's artwork and the need for a business side became essential. Hossein then left his other job and together they founded 'Farzaneh Art Studio' in 2008.



MISSION STATEMENT

Farzaneh Art Studio's mission is to create art in as many enduring forms useful in daily life through pottery. Furthermore, to advance their purpose Leila Farzaneh, the creator, has revolutionized tiling in Iran's modern architecture while fully loyal to its traditional roots, methods and techniques. Every product is handmade with pride and in highest quality.





At Farzaneh Art Studio it is our mission to create contemporary long lasting artistic handmade products accommodating our modern customers and their lifestyles while keeping our techniques based in our traditional Persian legacy.

In doing so we have a limitless color palette, a departure from the traditional Persian palette of only seven colors. On the other hand we always start our designs from a Persian artistic inspiration point and the end result is a well-balanced marriage of classical and modernity created by hand in our studio of the highest quality available.

The image features a top-down view of a floor with a complex geometric tile pattern in shades of grey and black. In the center, a semi-transparent grey square contains the word "PRODUCTS" in white, serif, all-caps font. Surrounding this central text are five small, light-colored ceramic bowls, each filled with a mix of fresh raspberries and blackberries. The bowls are positioned at various points: one in the upper right, one on the left side, and two in the lower half of the frame. The overall composition is balanced and visually appealing, suggesting a focus on natural, fresh ingredients.

PRODUCTS

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CREATED TO CREATE

- TERRACOTTA TILES
- CEMENT TILES
- FURNITURE
- DISHES
- ACCESSORIES

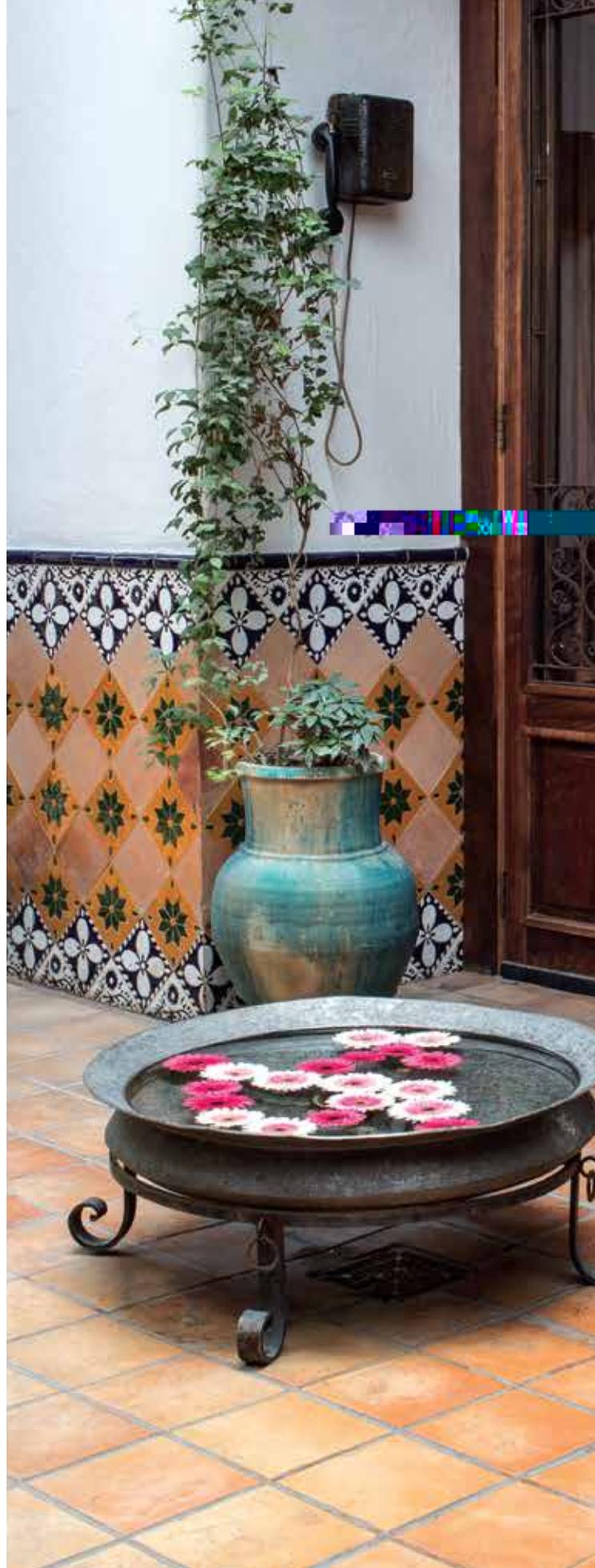
TERRACOTTA TILES

All our tiles are double baked in various degrees depending on the specific need of color and product. We have them available from 5cm to 40cm in size.

For bigger projects such as hotel and restaurants that require identical designs we transfer the design by hand then paint and bake them. For more artistic projects we paint directly on the tile before baking and most often we create an exclusive design based on the needs of the project.

Our tiles are available in the following categories:

- **Glazed**
Painted and glazed tiles.
- **Terracotta**
Neutral with no designs or additional colors.











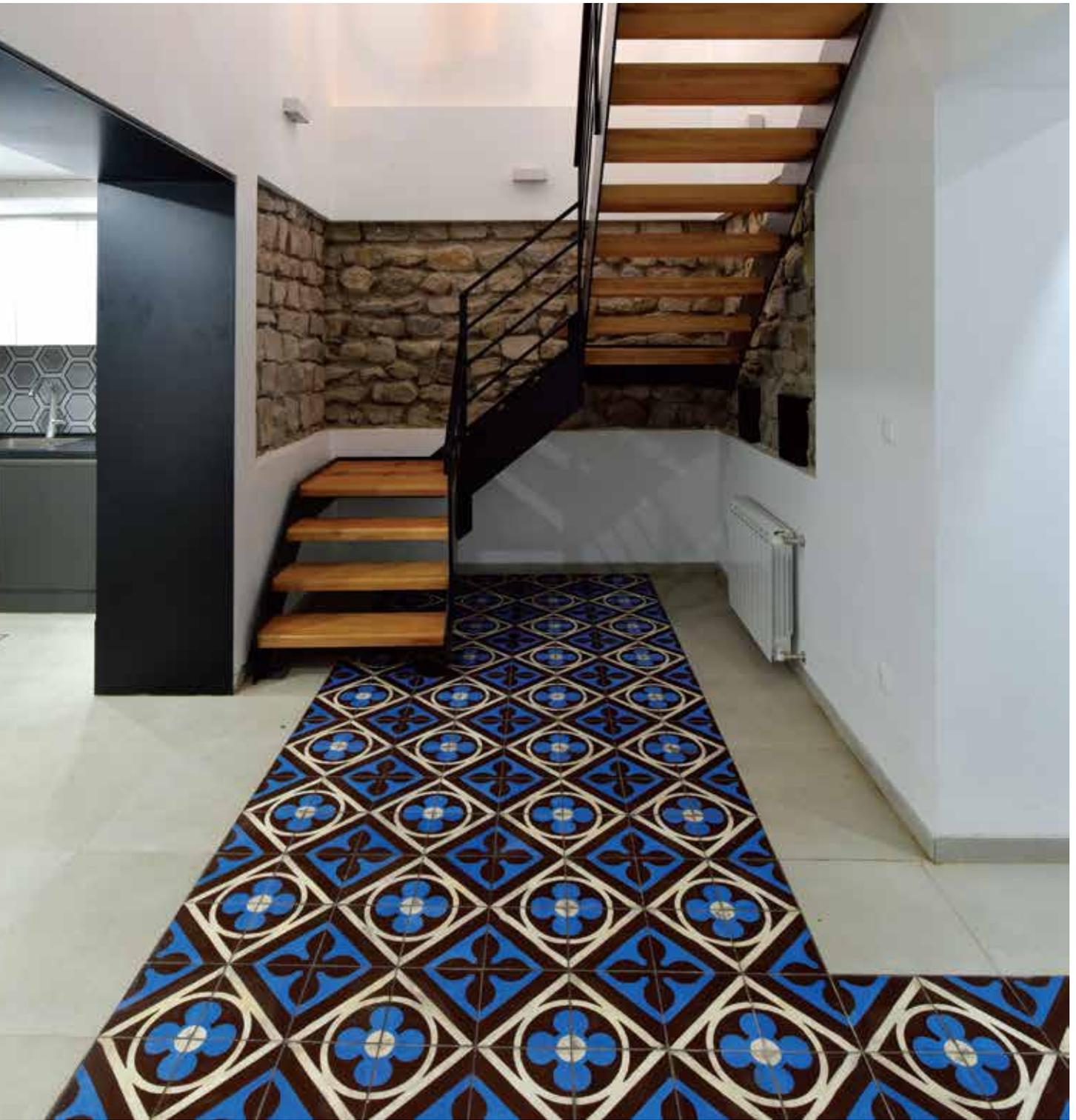
CEMENT TILES

The base material used for making cement tile is cement.

The designs' colors are mineral pigments. The pigment layer is hydraulically pressed into the surface and becomes part of the tile. There is no glaze. It is not baked. It is left to dry over 21 days. It is ideal for large-scale projects because of lower cost and faster manufacturing processes.







FURNITURE

We have a variety of available tables, coffee tables, side-tables, bars, benches, wrought-iron chairs and headboards. We can also make items based on special orders.







DISHES

This is a dear to our heart section for us because this was our point of departure. It is also where people connect by touching and using them in every day life and how we transfer our love and passion for our work to a greater mass of society even though it is the smallest part of our business.

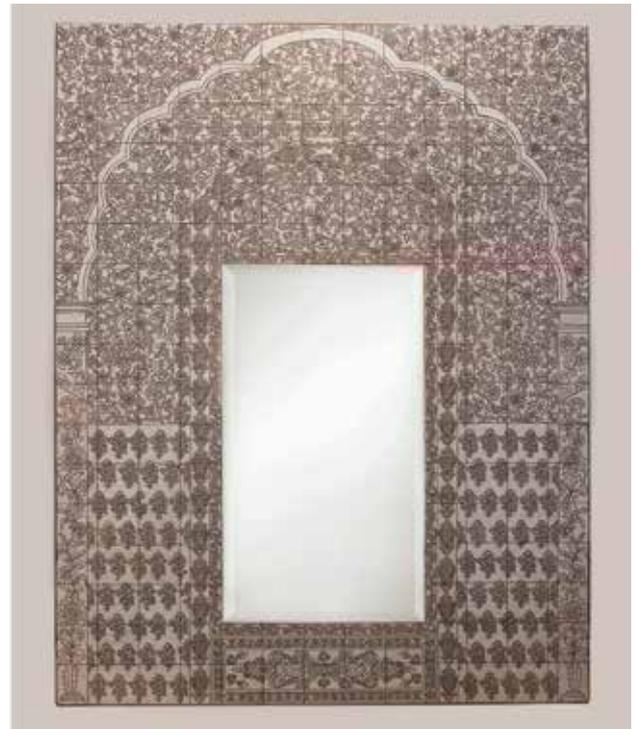
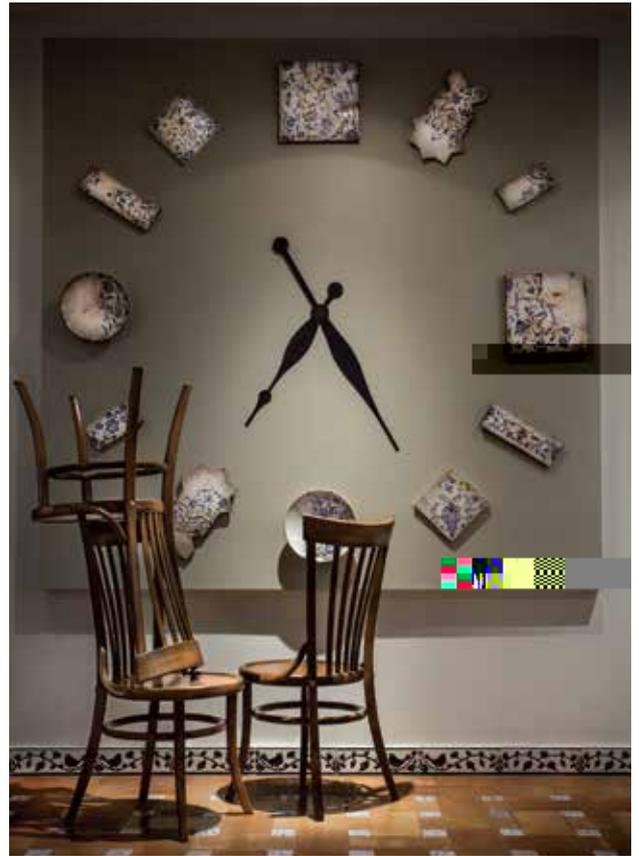
We make limited editions of about 400 pieces at a time. Each edition is different from the last and the next and will not be duplicated.



ACCESSORIES

Mirrors, backsplashes for fireplaces, bar trays, framed art(dishes and tiles), clocks, etc.







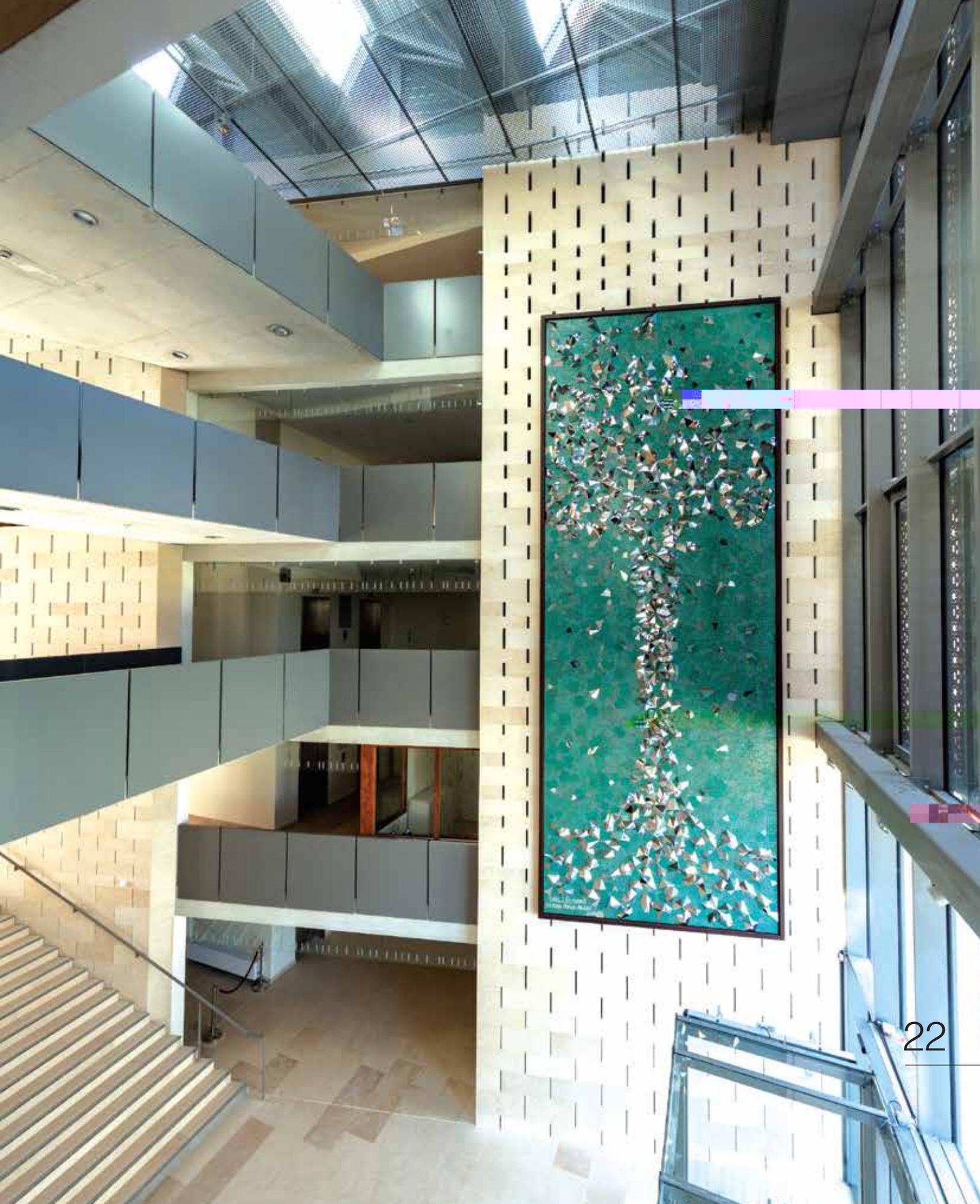
“TREE OF LIFE”

“TREE OF LIFE” is the symbol of a new beginning in life, positive energy, good health, growth and a bright future. Tree ages, but through its seeds containing its very essence becomes immortal. Our “TREE OF LIFE” represents the entire cycle of life; birth, growth, and death.

It is based on the concept of the sacred tree manifested in many symbolic formats in most ancient territories, cultures and religious beliefs including Persia, China, Mesopotamia, Judaism, and North America; Zoroastrianism, Urartu, Buddhism, Hinduism, Christianity, and Islam. The work measures approximately 9.50x3.50m and contains about 3500 hand-painted ceramic flat tiles of different geometric shapes and 360 irregular pyramids composed of stainless-steel mirrors and thousands of hand-painted ceramic pieces with Persian calligraphic motifs.

The work is a joint creation of Kamran Afshar Naderi (designer) and Leila Farzaneh (ceramic artist and calligrapher), donated to IFCM in Lyon, France on February 2019.

The installation is the result of collaborative efforts of a team of architects, artisans and engineers lasted 18 months.



SINCE

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97

