



ARTLIFE

T E R Y A N

LIVE IN ART
IT'S AROUND YOU

FRONT VIEW

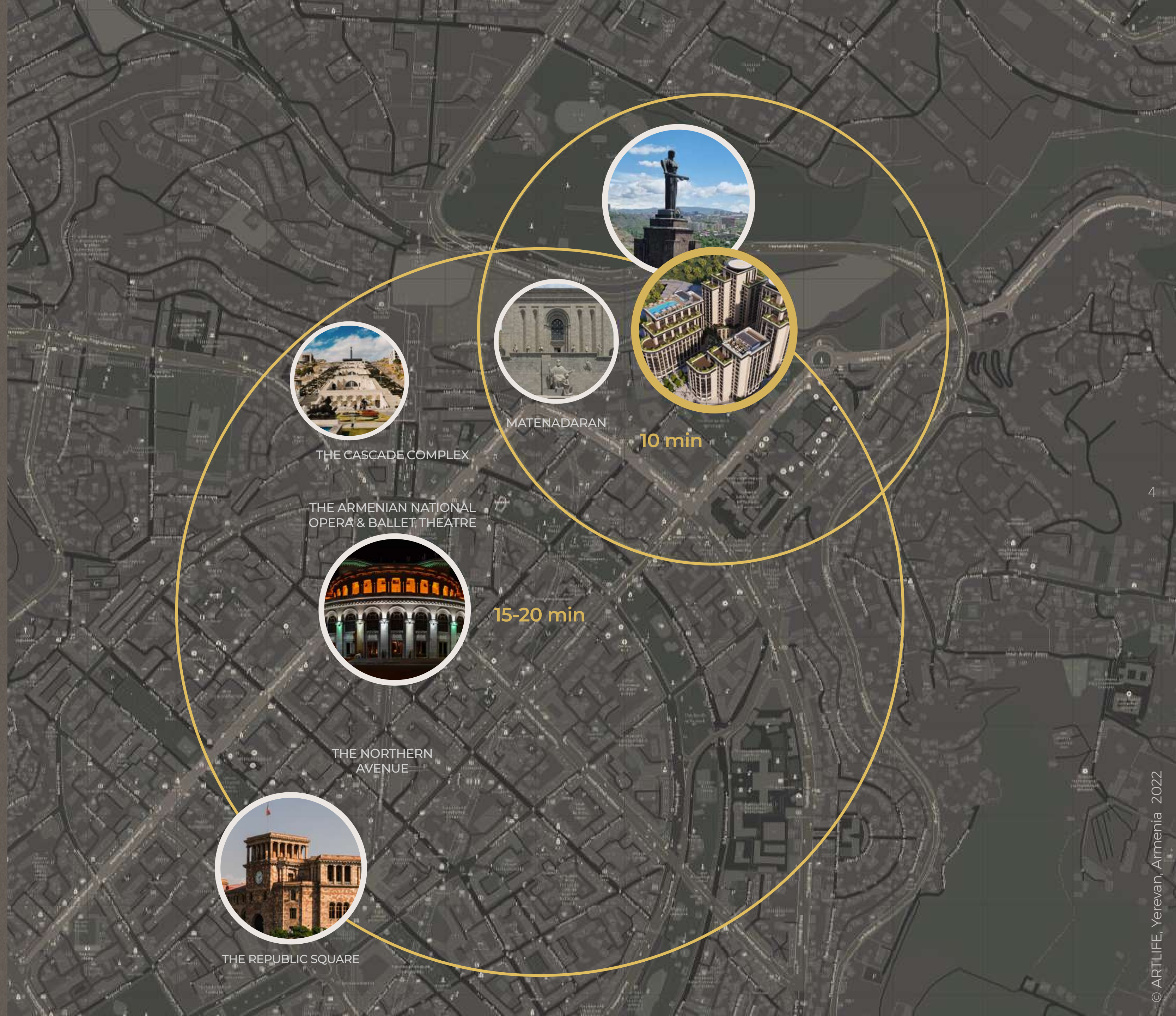
PROJECT BRIEF

ARTLIFE is the very first and the only luxury mixed-use complex in Armenia. The challenge was not only to create a complex that stood out in the market for its premium lifestyle experiences but also to construct a complex that would become part of the architectural heritage of the future. Our main ideology is to create an environment of art fit to live in.

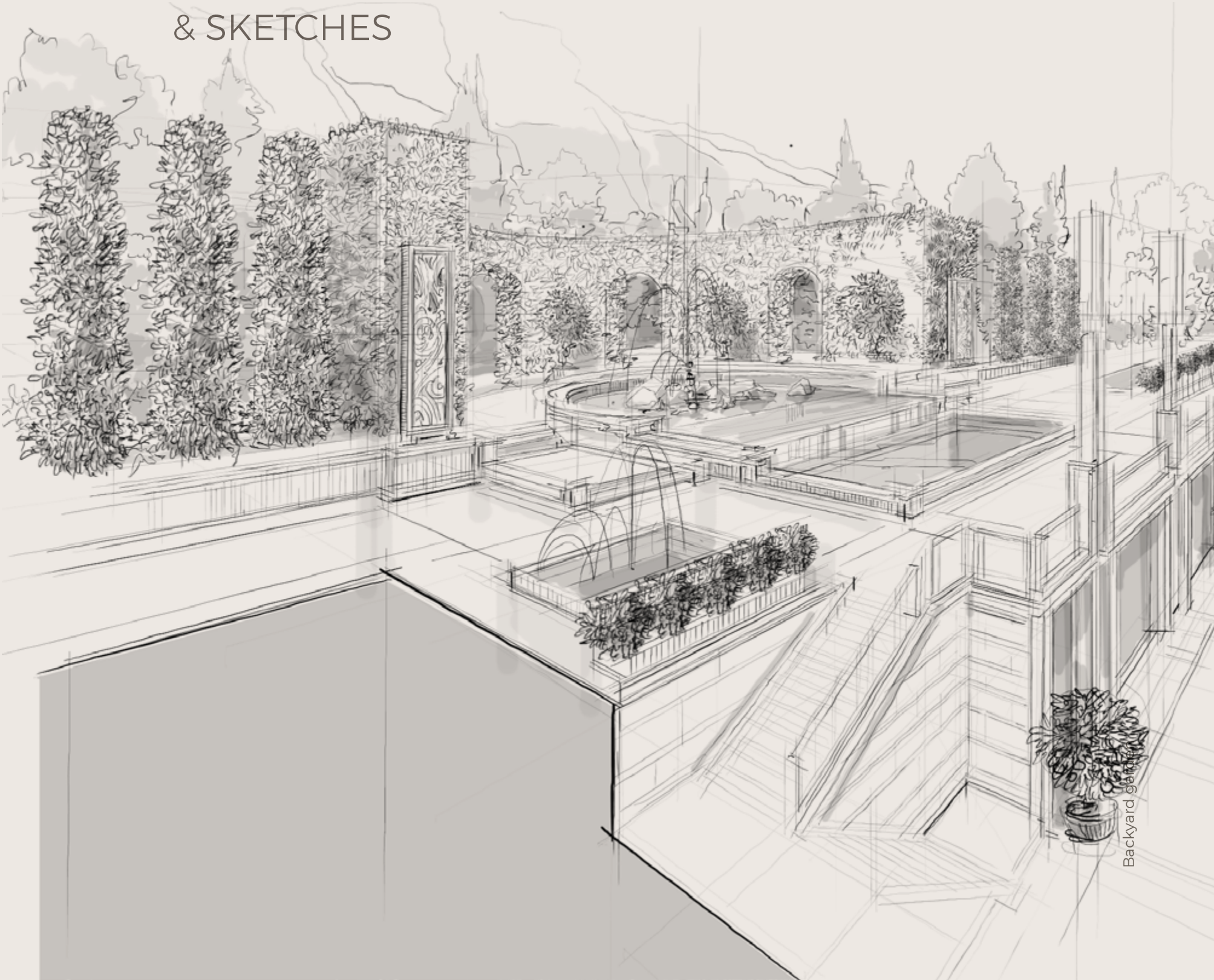
The design vision of ArtLife was to be based on two key principles: on one hand, it had to take stylistic cues and visual inspiration from cities such as Milan and Paris that paved the way for fashion, art and the bohemian way of living—all of which were inherently important qualities to bringing the semblance of luxury lifestyle to Yerevan. On the other hand, said design composition had to be seamlessly integrated with the prevalent architectural and urban image of the city.



LOCATION & POSITION

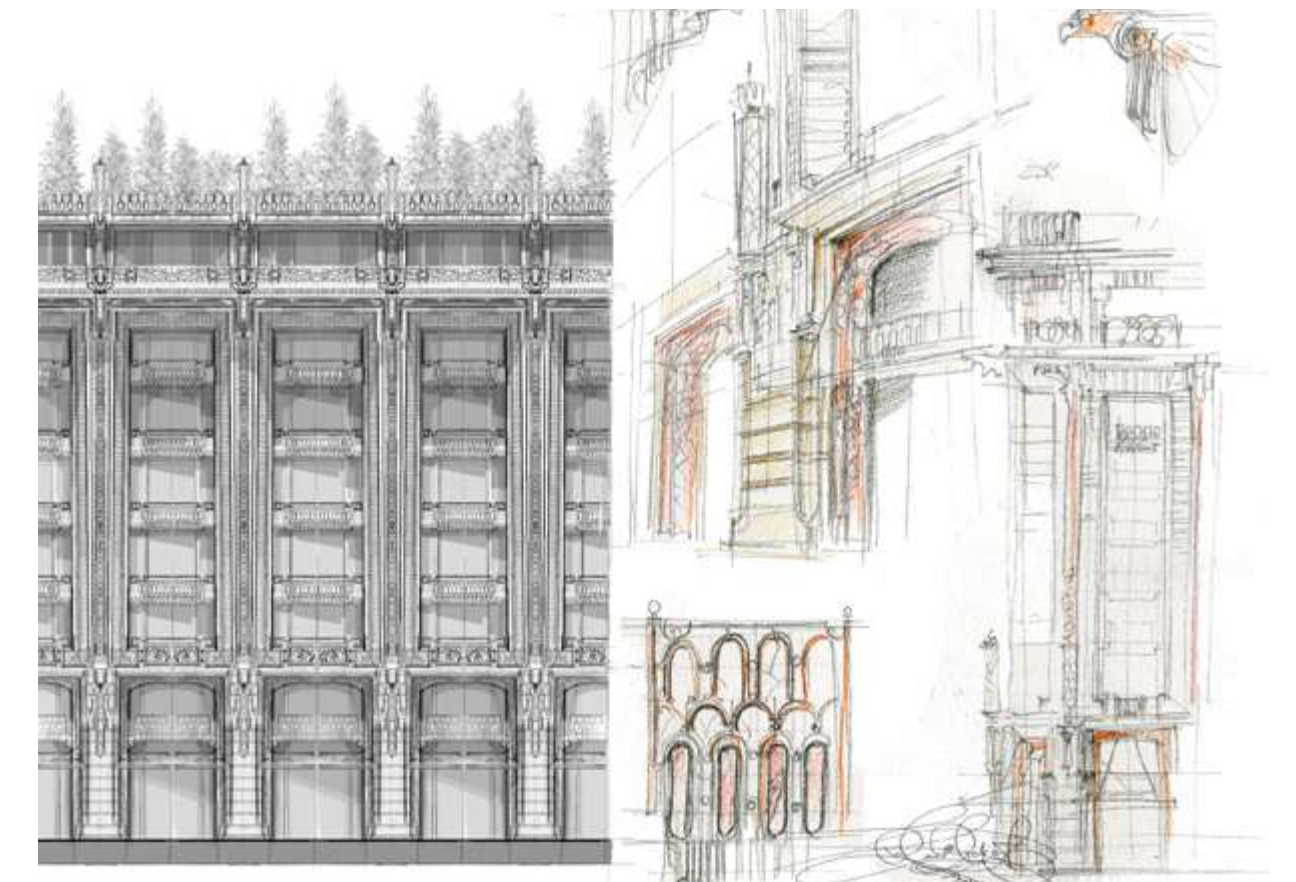


CONCEPT EVOLUTION & SKETCHES



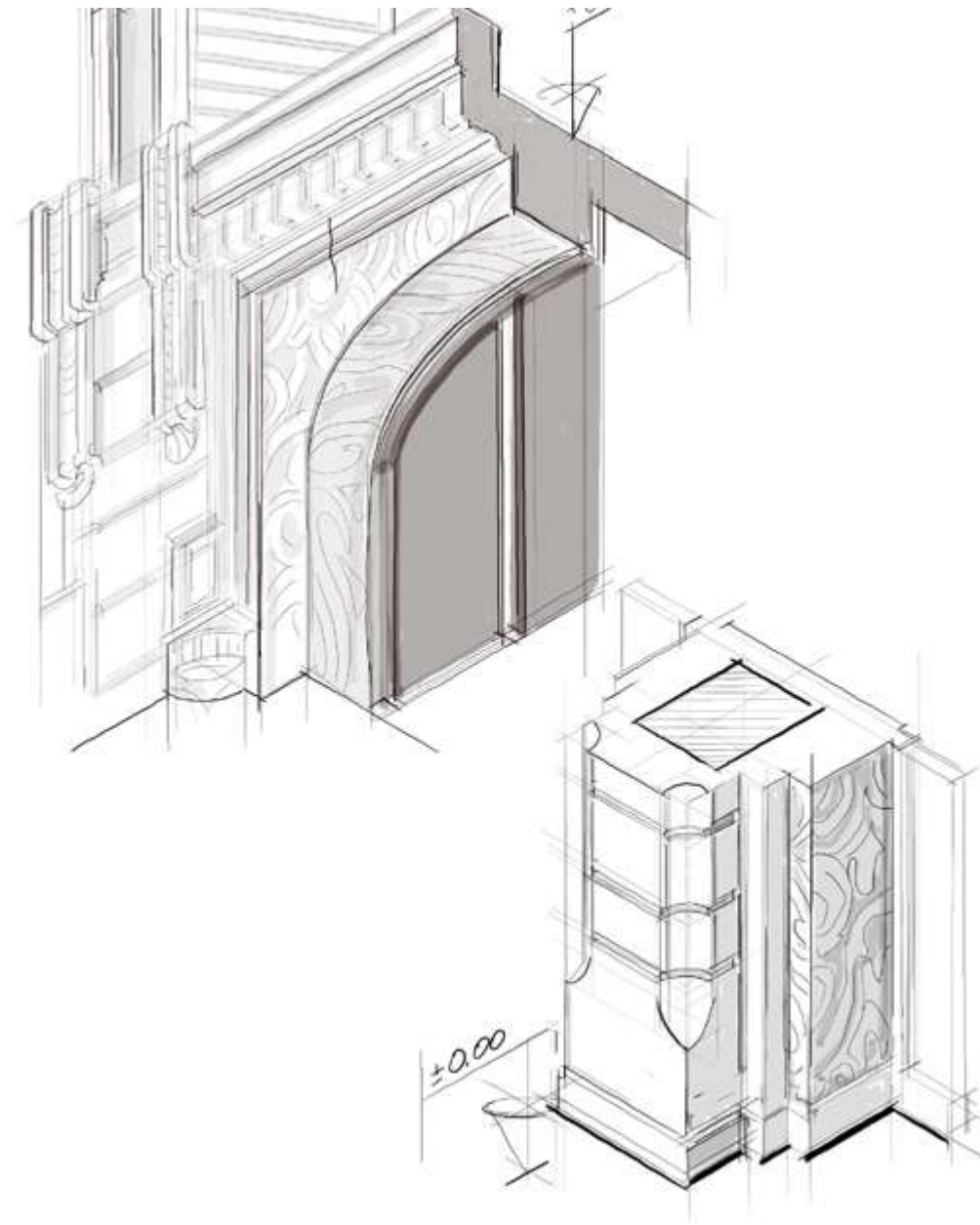
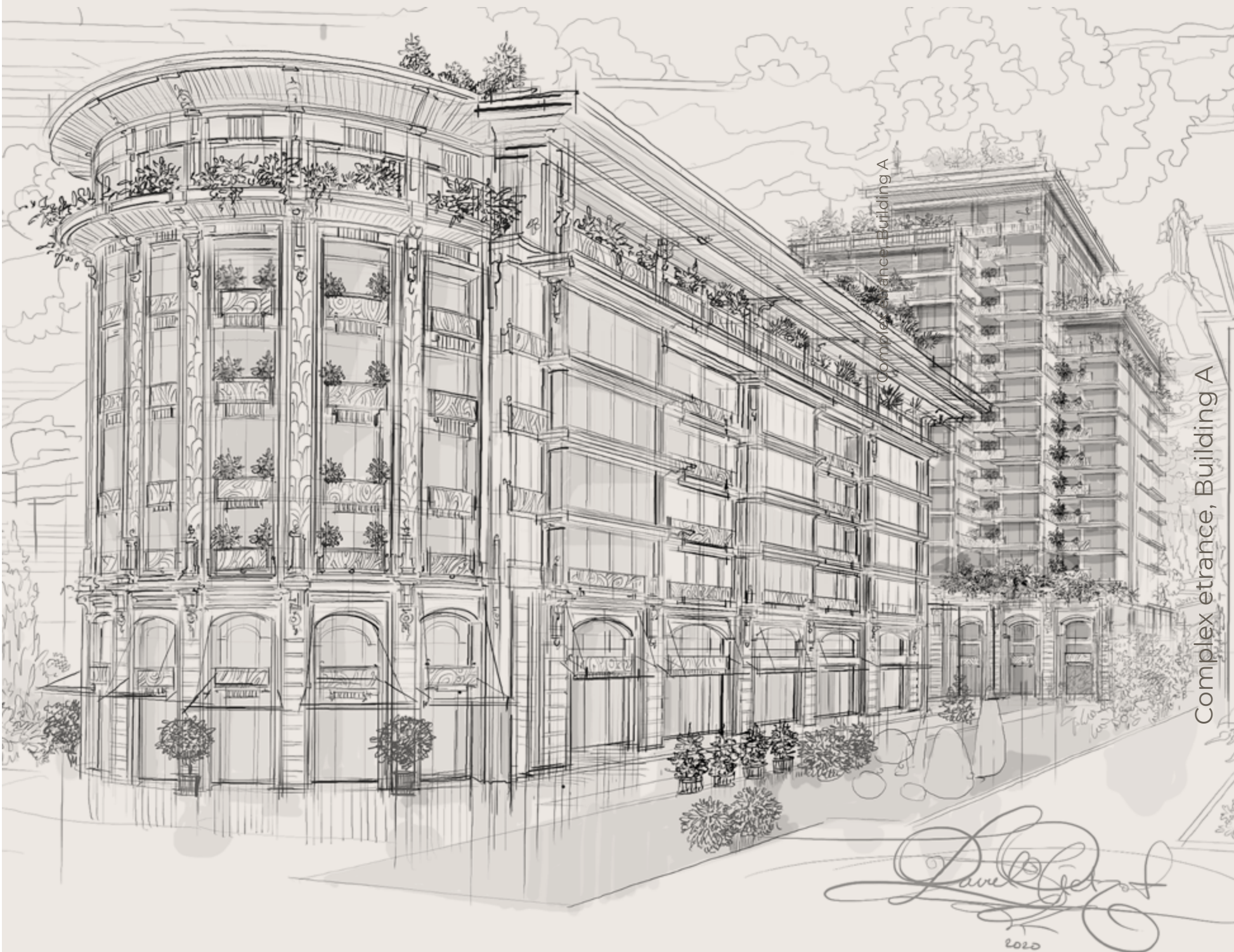
The design language of the project is a fusion between the old and the new. It manages to stay true to the existing architectural style of Yerevan while simultaneously bringing its own modern and unique twists. The design process of the project was developed by Narek Sargsyan, a disciple of the creator of contemporary Yerevan's master plan Alexander Tamanian, and Pavel Pietroff.

The former's intention was to maintain the sense of authenticity and integrity of the project, whereas the latter tried to give a breath of fresh air to the city style-wise.



Facade Elements-Version

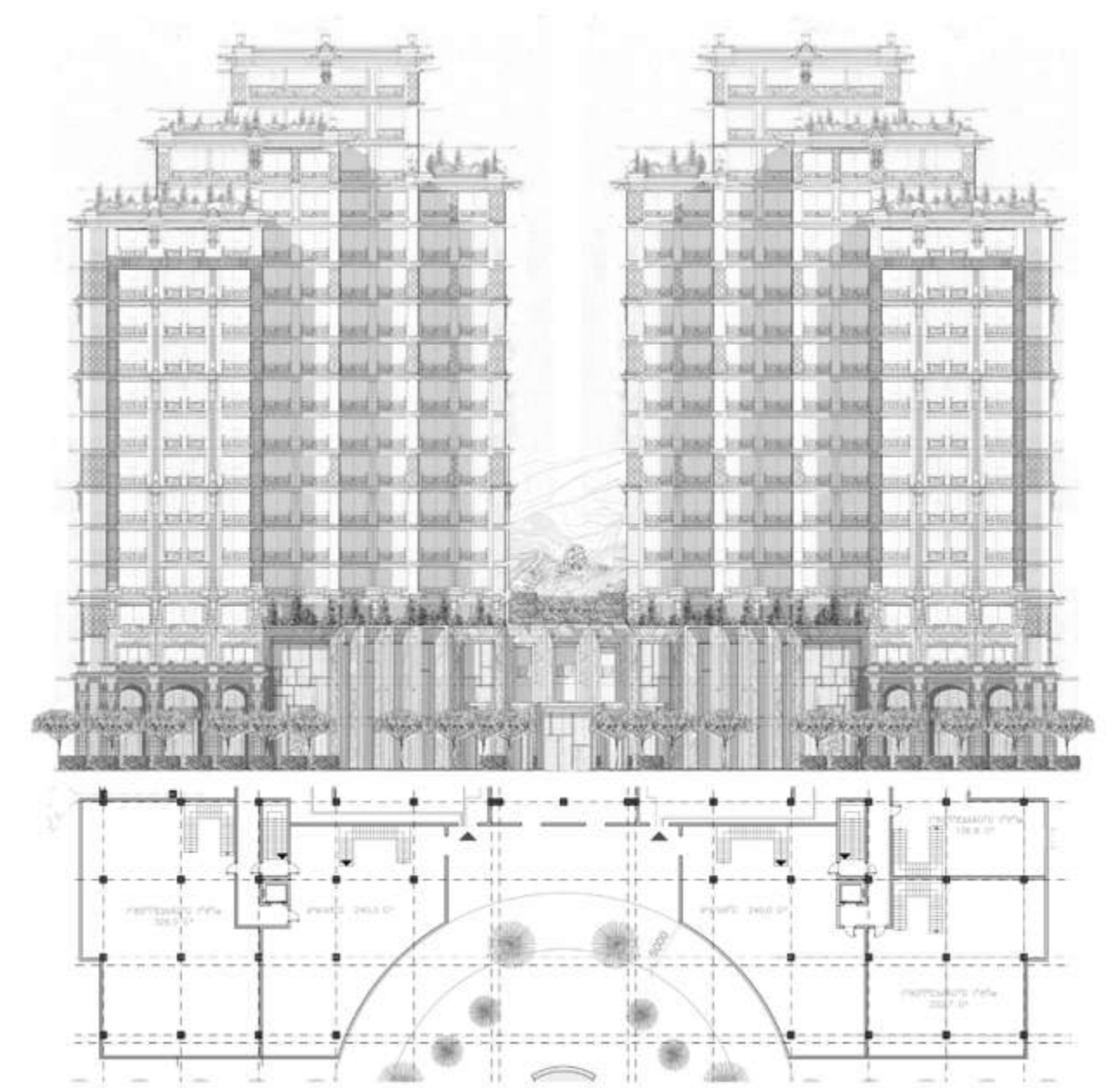
PROVEN VARIANTS



The result was a design that took inspiration from iconic architectural monuments of Yerevan and blended it with the art-deco style for a more modernized look. For example, the cascade-like form of the complex owes its design qualities to the renowned Cascade Complex. The idea behind the design language was to create a one-of-a-kind environment that was art-deco in spirit, yet managed to preserve the feeling of familiarity.



Commercial zone



B, G buildings

Having gone through 24 revisions of the master plan and 19 revisions of the façade design, the final version of the selected project concept combined the best elements of each design before it. The outcome was a design proposal which was a mixture of understated elegance, sophisticated details and an elite appearance full of native shapes and fresh architectural style.



Front fountain



LAYOUT ELEVATIONS

The complex consists of four buildings connected on the parking level and an inner, pedestrian only walking boulevard with fountains. Organizing the vehicle traffic on the underground floors (27,000 m² in total) allows for more room on the above ground area without interfering with the ease of which the complex is reached by cars.

- **1-2 floors:** luxury boutiques gallery, restaurants, cafes, bars, event hall, spa & wellness center, Men's club, art gallery, and other services,
- **3-4 floors B, G** Aparthotel
- **3-12 floors A, D** residential floors with branded apartments
- **5-18 floors B, G**
- **Rooftops**
 - A Swimming pool & Bar
 - D Rooftop Bar
 - B, G Hellipads

EXTERIOR LOOK

Sophisticated and graceful, each part of the facade composition is treated with a special approach down to the smallest details, finished in travertine and black tuff, with panoramic SunGuard glass, Shuco profiles and French balconies. The architecture, as a whole, is executed in art-deco and other relevant European classic styles.



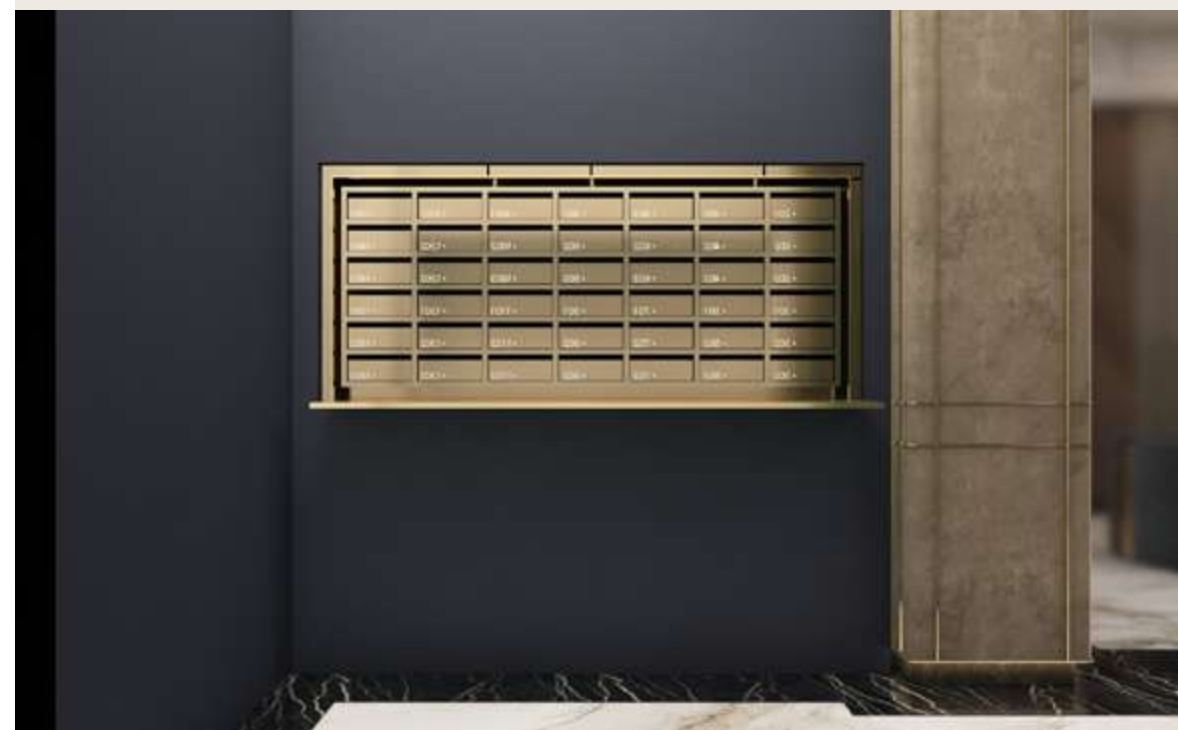
LANDSCAPE

The landscape design is developed in two main styles, a French Geometric style on the boulevard side working in tandem with an English landscape garden in the back of the complex. The edges of all terraces are green and with the special selection of plants, every season the complex will boast a different color-scheme appropriate to that season.



INTERIORS

The interiors of the lobbies and common areas in each building stay true to the ideology behind the complex—that living in art is possible. Details like marble floors and custom made chandeliers, accompanied by cutting-edge technologies like Face ID elevators, make for a luxurious environment that is enjoyable to live in. Furthermore, the use of high-class materials and quality construction methods, topped by interiors accessorized with pieces of art is a novelty in the Armenian real estate market.



ROOFTOP AMENITIES



Rooftop bar

Open infinity pool with bar



Helipads





AUTOMATED PARKING

Available in the 3 levels, the underground parking is equipped with the latest technology, such as express charging stations for electric vehicles and individual charging stations. Even the parking entrance has received a special design treatment, with light marble interiors finished off with wooden/golden details.

- ▶ -1 underground public parking space
- ▶ -2 and -3 floors only for residents
- ▶ Alternative vehicle parking
- ▶ The availability of express charging stations for electric vehicles and individual charging stations
- ▶ Residents' personal lockers
- ▶ Carwash



BEAUTY & WELLNESS



Professional beauty salon



Photography studio



SPA and a center for aesthetic
cosmetology



Fitness center



Indoor pool and an outdoor
pool-bar on the roof



A modern retail store interior featuring a large, illuminated display case with multiple shelves. The shelves are filled with various handbags and accessories, including a pink bag, a yellow bag, and a blue bag. The display case is set against a dark, textured wall. To the right, there are more shelves and a counter area. The floor is made of light-colored tiles.

EVENTS



Closed, private, and opulent events



The art gallery



Conference hall



Outdoor events on the boulevard: music, art, fashion, degustations, and more.



FOOD & BEVERAGE



Panoramic Lounge Bar



Wines and appetizers from the gourmet market



Branded coffee and tea shops



Cafes and teahouses from well-known brands



Four restaurants representing different cuisines of the world



OTHER FACILITIES



Aparthotel



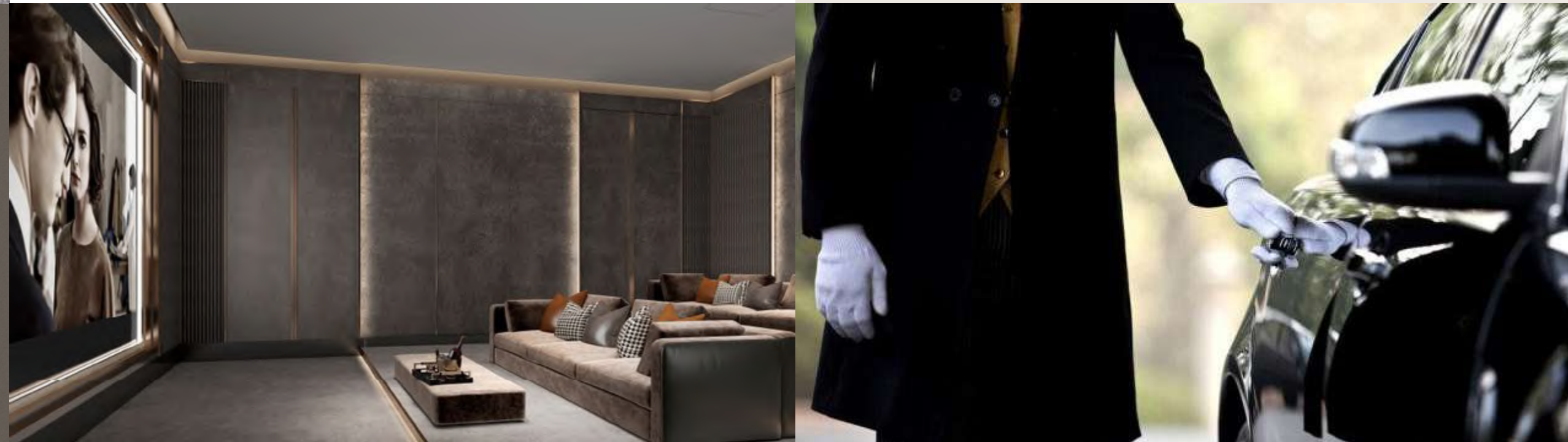
Children's entertainment center

Valet parking



Golf simulator

Individual cinema hall



NEXT GENERATION ENGINEERING SYSTEMS

- ▶ Autonomous power supply system
- ▶ Energy efficiency
- ▶ Central heating and cooling systems,
- ▶ No gas supply
- ▶ Drinking water reservoir
- ▶ Water hardness analyzer and control system
- ▶ Smart home system
- ▶ Automatic fire and earthquake alarm systems with voice



SEISMIC SECURITY ALARM AND INSTRUCTION SYSTEM

Despite the fact that Armenia is considered to be in the most risky zone of seismic activity, seismic safety is far from perfect. The seismic security system will detect seismic activity using special indicators on the roofs of the buildings and automatically perform all safety measures deemed necessary, for example, stopping the elevators on the nearest floor. Additionally, as in case of fire hazards, will navigate and organize evacuation by voice instructions through loudspeakers installed on each floor.

WATER MANAGEMENT

Water reservoir in the building is planned with a capacity of 168.8 tons, of which 73.1 tons are intact reserves intended for firefighting purposes, and 95.7 tons of drinking water for 2 hours (in maximum using range) in case of water interruptions.

Excellent technical solutions are made for hydraulic balancing of the system, minimization of damage caused by hydraulic leaks in the system, and in the project intended management of the hydraulic system with a BMS.

SMART SOLUTIONS

SMART HOME SYSTEM

Each apartment in the complex can be customized to the individual's needs using the Smart Home system with a voice-controlled control unit. In addition, all pipes will be equipped with emergency shut-off devices in case of leakage, which will prevent damage of apartments' interior.

ACTIVATION OF ALL ENTRANCES AND ELEVATORS VIA FACE ID, CARD, NFC OR APPLICATION

In an effort to eliminate the need of carrying multiple keys and cards in person, all features of the complex will be combined in a single card, personal cell-phone and Face ID. At the same time, the complex is equipped with a variety of smart features intended to reduce the number of daily steps taken by residents, e.g. when you enter the building, the system automatically calls the elevator.

FAST AND SMART ELEVATORS

The complex is equipped with high-speed KONE elevators, full of smart settings and features, intended to decrease the residents' time spent in an elevator.



FIRE PREVENTION

One of our core values is the safety of our residents, which is why we carefully designed Artlife's fire safety, fire alarm, and smoke removal systems

- ▶ Fire rated Kone elevators with emergency systems
- ▶ Targeted notification system and voice-activated system
- ▶ Fire sprinkler system on all common areas
- ▶ Buildings made out of certified non-combustible materials

FIRE ALARM AND INSTRUCTION SYSTEM

The standard fire alarm system fails to reduce or prevent panic in case of fire hazards and has proven to be inefficient in aiding evacuees with exit navigation. Consequently, the fire alarm system of the complex will have voice instructions played through loudspeakers that are installed on each floor, which will help navigate and organize evacuation without residents needing to search for an evacuation plan.

In this project designed a water sprinkler fire extinguishing system, despite the fact that in Armenia with dust fire extinguishing system is not yet prohibited by law, which is also an advantage considering that many countries have banned the dusting fire extinguishing system for its shortcomings



SMOKE CONTROL

There is an intended ventilation system with jet fans on the parking that allows to work according to CO² concentration in the air, localizing it on parts where the composition has increased and detects itself which way is optimal to blow polluted air.

ENERGY EFFICIENCY

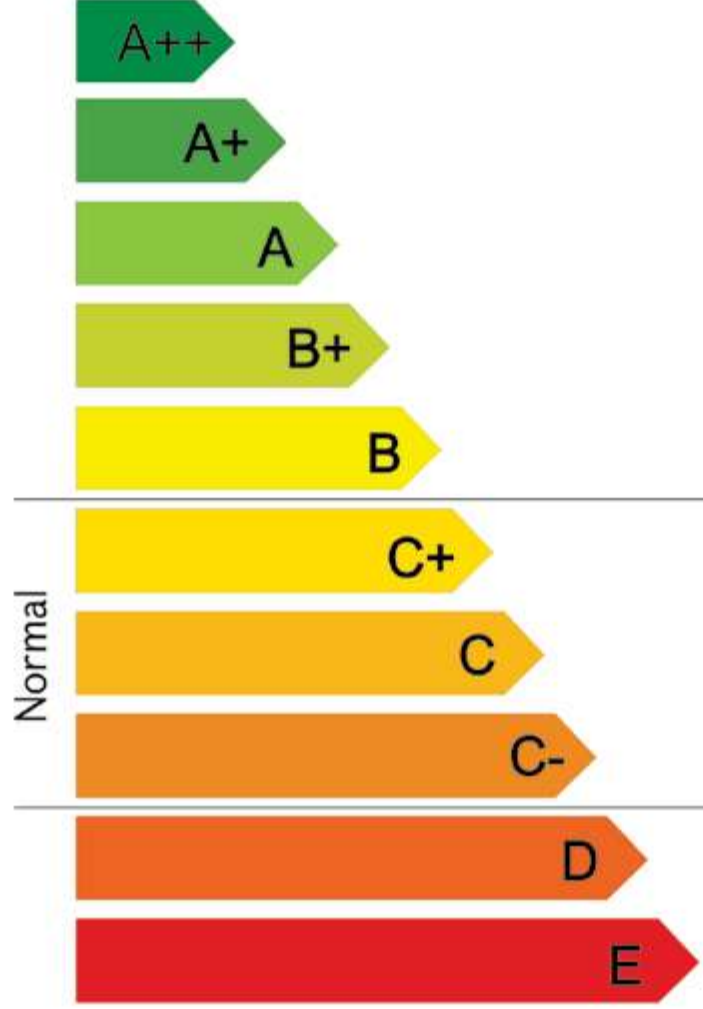

ARTLIFE project received an A class energy efficiency certificate.

The cooling systems are equipped with an air-cooled chiller with a heat recuperation function, which rejects the heat absorbed from the building or process directly to the outdoor air.

The heating systems are equipped with condensing boilers, which have a high thermal efficiency, through which the complex will have minimal gas consumption for getting heat energy.

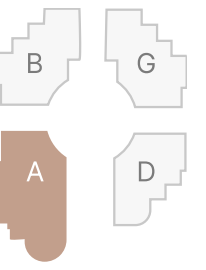
CENTRALIZED SYSTEMS AND ENERGY EFFICIENCY

Centralization of heating and cooling systems is more energy efficient, significantly reduces harmful emissions and does not violate the interior design of apartheid and the architectural composition of the complex's phases. The complex is A+ class energy efficient.

Building Energy Performance	
In line with AST 362-2013 "Energy Efficiency; Building Energy Passport (heating, ventilation); General Provisions; Standard Format.	Index
<p>Energy Efficient</p>  <p>Normal</p> <p>Non Energy Efficient</p>	A
<p>Energy performance is estimated based on energy audit of the design of the building.</p> <p>- Walls: thermally insulated - Roof: thermally insulated - Ground floor/Basement: thermally insulated - Ventilation: natural</p>	31.2 kWh/m ² year
<p>Administrative data</p> <p>Address: Block "A", 107 Teryan str., Yerevan, Armenia</p> <p>Total Area: 20,475 m²</p> <p>Date of Issue: 01 November 2021</p> <p>Issued by: AE Consulting LLC</p> <p>The certificate has an informational nature.</p> 	



Building A

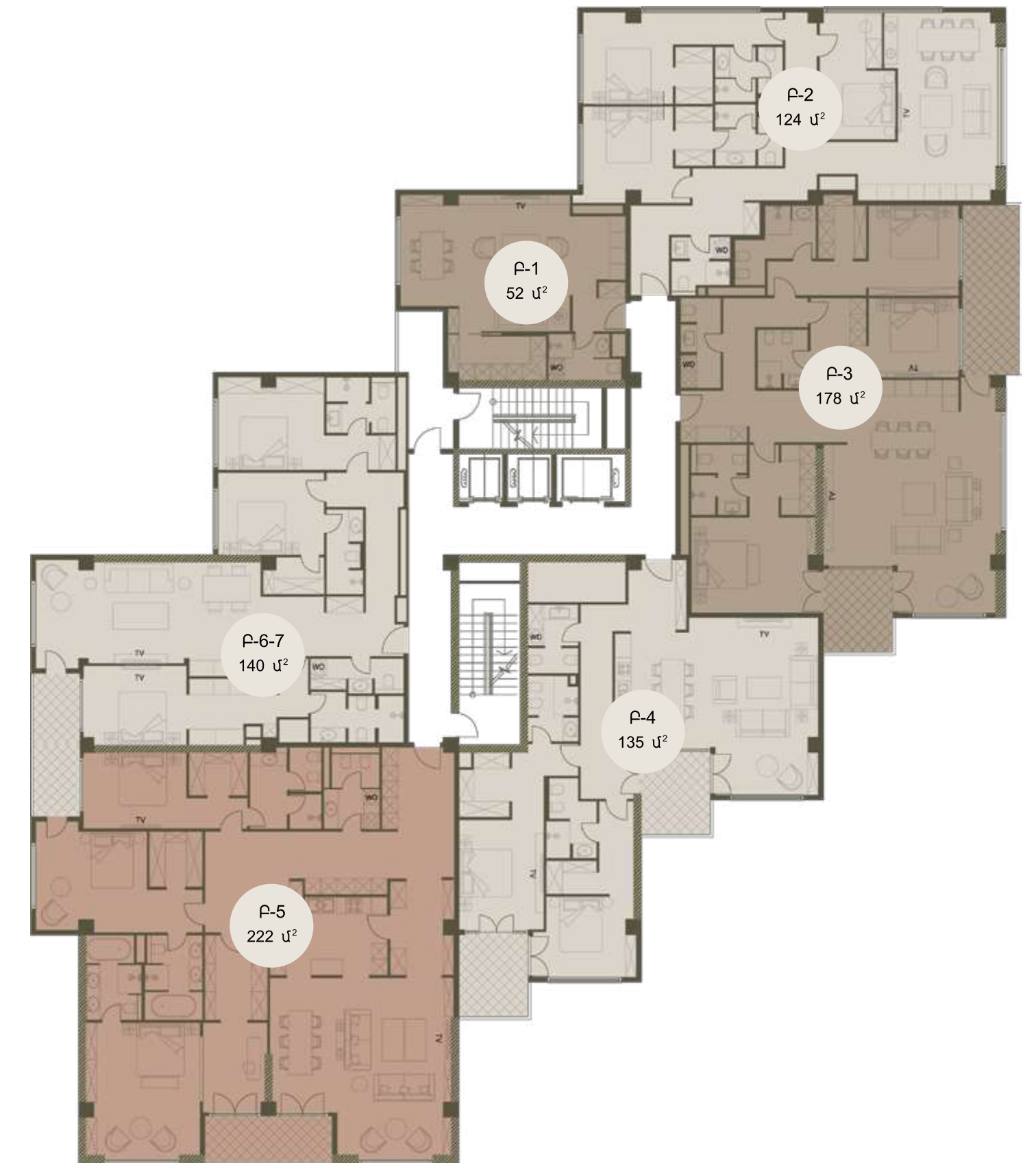
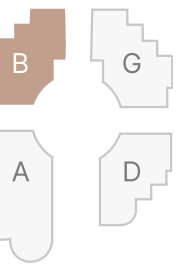


The preliminary design was sketched by designers experienced in designing luxury class buildings overseas.



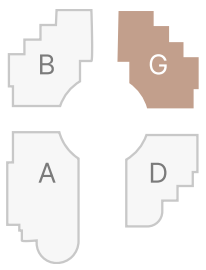
CITYVIEW

Building B



Almost every apartment has its own bathroom, a dressing room for each bedroom, and a separate bathroom for guests.

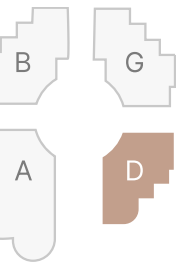
Building G



Penthouses - duplexes with their own terrace, large panoramic windows, and high ceilings (3.3 meters) - are located on the upper floor of the complex.

CLUB APARTMENT

Building D



In addition to floors with standard plans, there are others that consist of apartments with special design.



Panoramic windows from floor to ceiling and French balconies. Most apartments have a large balcony where you can set up a coffee table and enjoy the views of the boulevard or the city.



Life was made for days like these ...



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project by

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urban investments