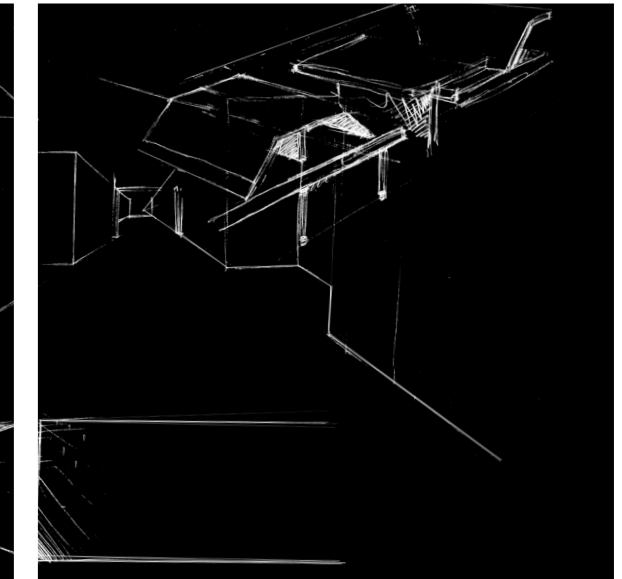
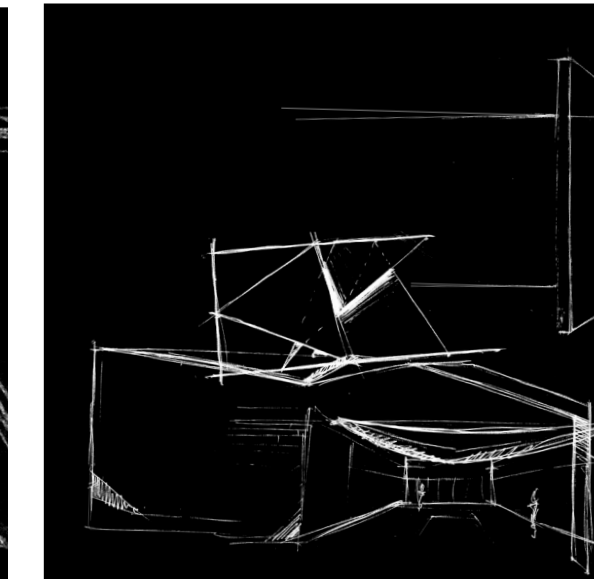
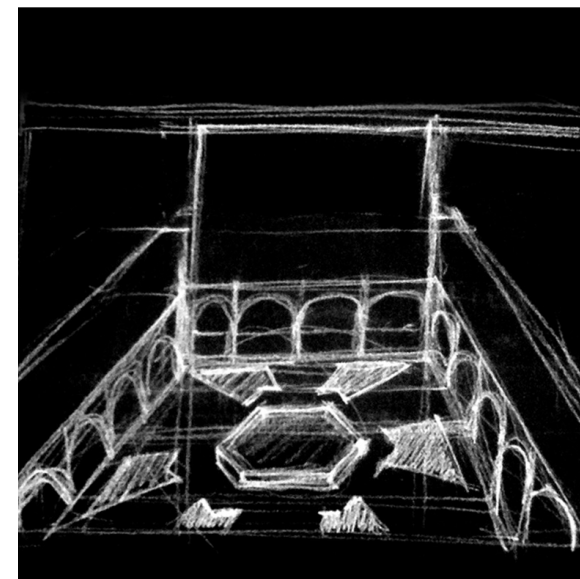
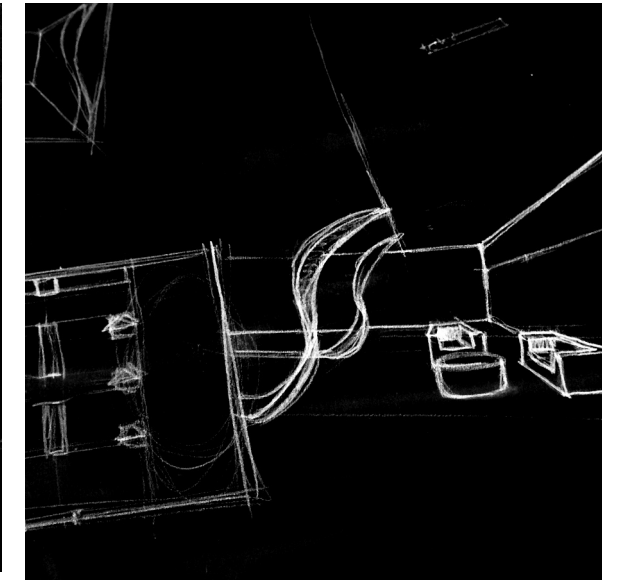
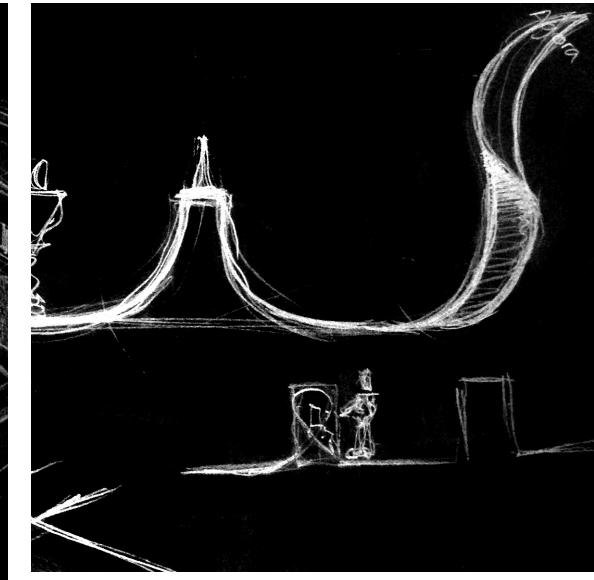
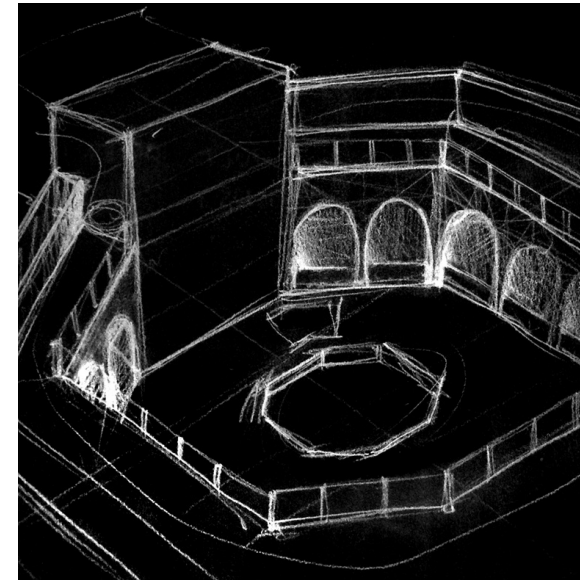




AMIN GHASSEMI DESIGNS

MY NAME IS AMIN GHASSEMI. BORN TO AN ARCHITECT AND A HISTORIAN, I WAS EXPOSED TO ART AND ARCHITECTURE FROM AN EARLY AGE. I AM A GRADUATE FROM THE PRESTIGIOUS INTERIOR ARCHITECTURAL DESIGN PROGRAM AT CALIFORNIA STATE UNIVERSITY, LONG BEACH. THIS BOOKLET WAS PUT TOGETHER TO PROVIDE A WINDOW INTO MY MIND, DEPICTING MY VIEW AND DEFINITION OF FINE ARTS AND DESIGN. IN MY JOURNEY BOTH AS A DESIGNER AND A STUDENT I HAVE VENTURED INTO MANY DIFFERENT FIELDS OF ART, WHICH IN MY OPINION

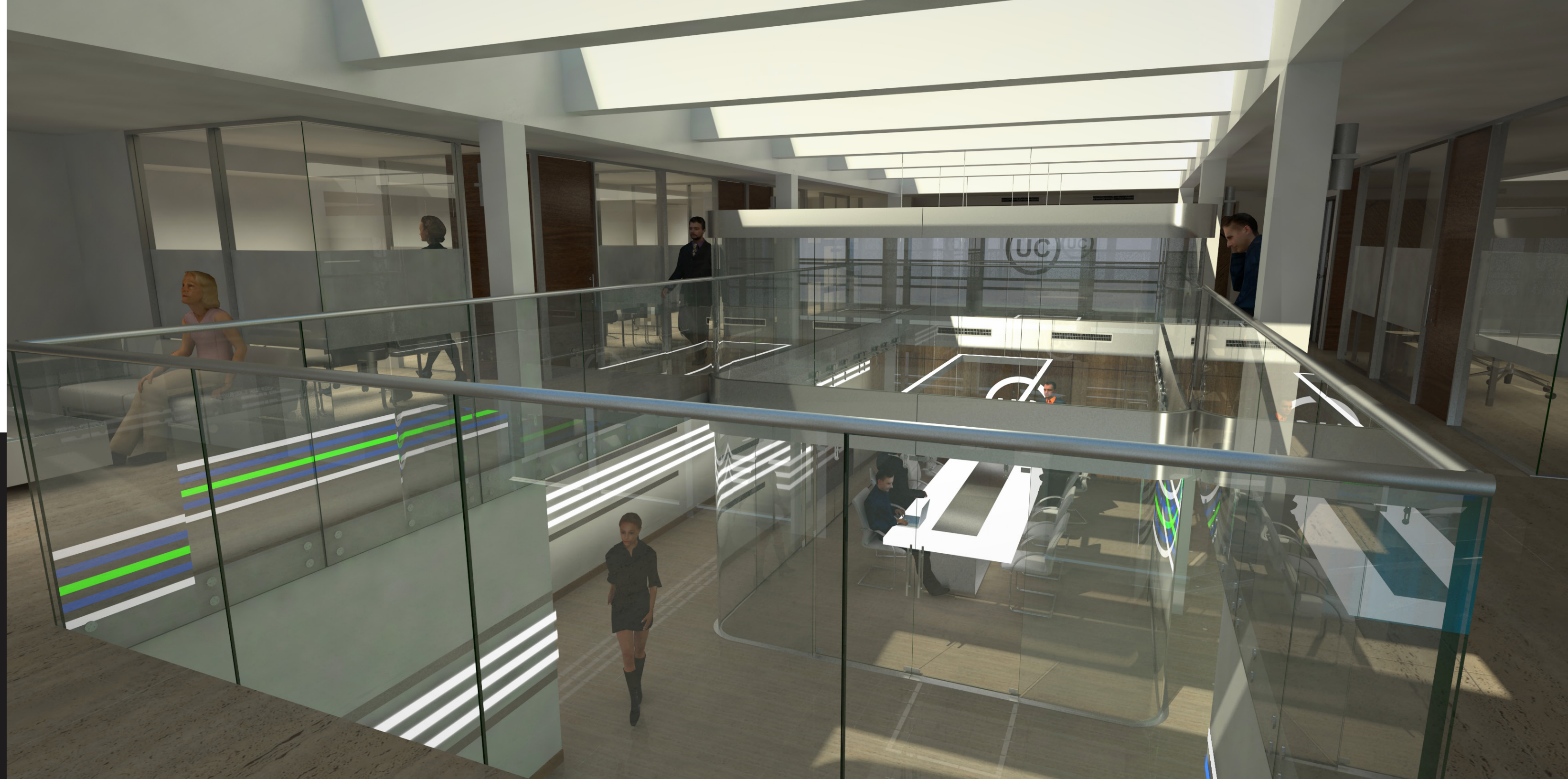
HAS MADE ME THE DESIGNER I AM TODAY. MY INTERESTS IN DESIGN ARE LEANING HEAVILY TOWARDS ARCHITECTURAL AND INDUSTRIAL DESIGN, BUT I THRIVE TO GROW AND EXCEL IN ALL ASPECTS OF FINE ARTS AND DESIGN. I AM A MEMBER OF PHI KAPPA PHI HONOR SOCIETY, IIDA AND A FORTUNATE THREE TIMES RECIPIENT OF CSULB'S PRESIDENT'S HONOR LIST CERTIFICATE OF EXCELLENCE.





## UNITED CARE

UNITED CARE IS AN ADVANCED BRAIN IMAGING CENTER SPONSORED BY BOTH **UCLA** AND **UCI** THAT FOCUSES ON SPECIAL CASES REFERRED ONLY BY THESE INSTITUTIONS. THIS FACILITY IS ABLE TO GENERATE **DIFFUSION MRI** SCANS. A METHOD THAT ALLOWS THE MAPPING OF THE DIFFUSION PROCESS OF THE MOLECULES, MAINLY WATER TO REVEAL MICROSCOPIC DETAILS ABOUT BRAIN MATTER'S CELLULAR ARCHITECTURE IN BOTH ALIVE AND DECEASED CELLS. THIS FACILITY WILL ALSO PERFORM JOINT VENTURES WITH OTHER ORGANIZATIONS TO FUNDRAISE FOR SCIENTIFIC RESEARCH.







## FULLSCREEN

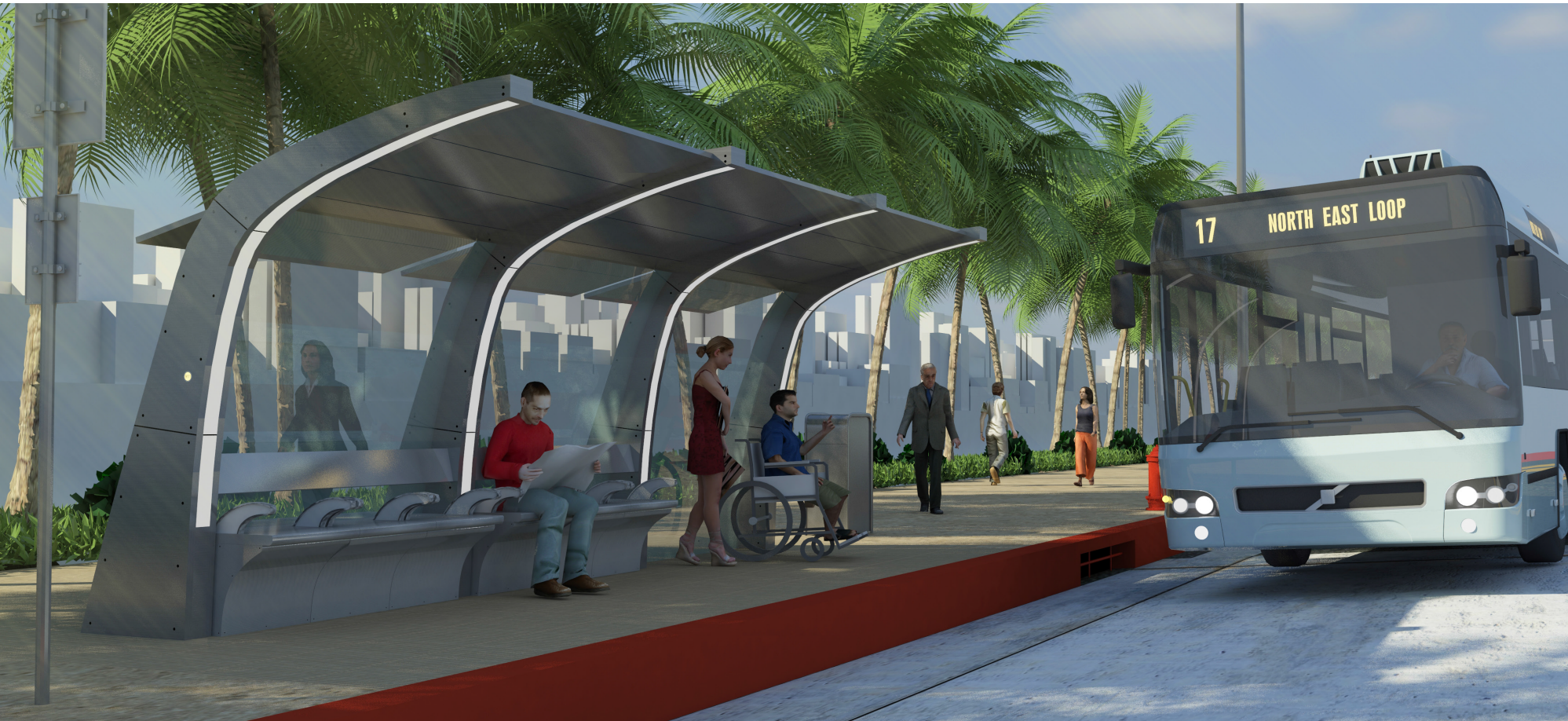
THIS PROJECT WAS SPONSORED BY "RAPT STUDIO" IN CULVER CITY. STUDENTS WERE ASKED TO DESIGN AN OFFICE SPACE FOR A NEW MEDIA COMPANY OF THEIR CHOOSING INSIDE A 10,000 SQUARE FOOT SECTION OF THE HERCULES CAMPUS.

FULLSCREEN WAS THE COMPANY THAT WAS CHOSEN FOR THIS PROJECT. THEY PROVIDE SERVICE TO A VARIETY OF DIFFERENT ARTISTS THAT OWN A YOUTUBE CHANNEL. FULLSCREEN WAS FOUNDED BY ONE OF THE CO-FOUNDERS OF YOUTUBE, GEORGE STROMPOLOS. THIS SAID PLATFORM IS AN ADDITION TO THE YOUTUBE CHANNEL'S USER INTERFACE THAT WILL ALLOW THE ARTIST TO ACCESS TARGETED DEMOGRAPHICS, CREATE REVENUE BY INCORPORATING RELEVANT ADVERTISEMENT ON THEIR CHANNEL, ELIMINATE THE NEED TO LOOK FOR SPONSORS AND GAIN ACCESS TO FULLSCREEN'S NETWORK OF PROFESSIONALS.



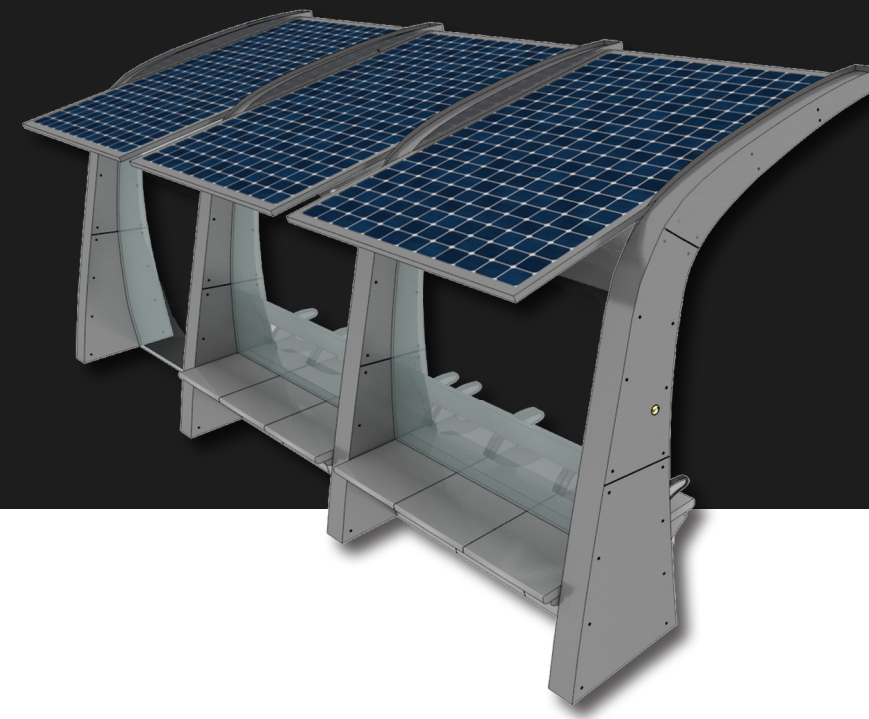
# FULLSCREEN





# SOLAR BUS SHELTER

CONVENIENT & SUSTAINABLE



LINK TO VIDEO

THIS BUS STOP IS DESIGNED TO HELP SAVE THE ENVIRONMENT BY HARNESSING THE POWER OF THE SUN DURING THE DAY TO GENERATE ELECTRICITY. EACH BUS STOP IS CAPABLE OF GENERATING **66 KWH OF ELECTRICITY PER DAY** ( AVERAGE HOUSEHOLD CONSUMES **573 KWH PER MONTH** ). NOT ONLY DEPLOYMENT OF THESE SHELTERS CAN HELP US REDUCE OUR DEPENDENCY ON FOSSIL FUELS, BUT IT CAN ALSO HELP LOWER THE COSTS OF GENERATING ELECTRICITY AND REDUCE THE AMOUNT OF GREENHOUSE GASES WE PUMP INTO OUR ATMOSPHERE. THIS SHELTER ALSO OFFERS SERVICES SUCH AS CHARGING STATIONS FOR ELECTRONIC PERIPHERALS, ALL NIGHT LED LIGHTING, HEATED SEATS AND 911 EMERGENCY CALL SYSTEM.



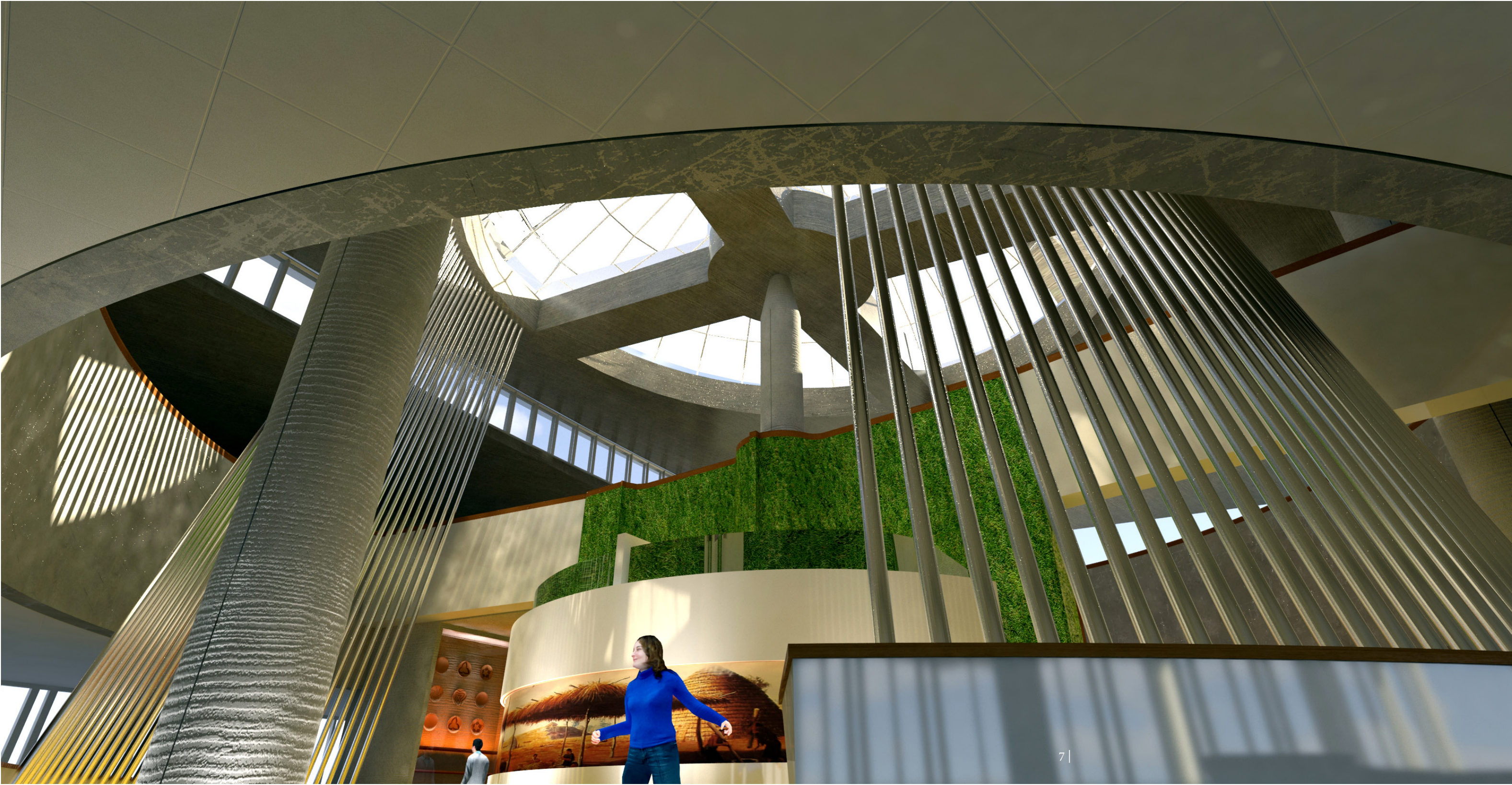
# newrap

newrap IS A COMPLETE STORE REDESIGN SOLUTION FOR CSULB'S 49ERS CONVENIENCE STORE. THIS STORE HAS THE LOWEST CASH REVENUE DESPITE THE HIGH TRAFFIC NATURE OF THIS LOCATION. IN ORDER TO RESOLVE THIS ISSUE, WE STARTED OUR SOLUTION WITH TWO MAIN PRINCIPALS: FIRST, OFFER A SERVICE (FROZEN YOGURT BAR) THAT IS UNIQUE TO THIS LOCATION AND NOT FOUND ANYWHERE ELSE ON CAMPUS. SECONDLY, THE DESIGN OF THIS STORE ALSO HAS TO BE UNIQUE AND OPEN WITH A



TOUCH OF MODERN TO CREATE A WELCOMING SPACE. COMBINING THESE TWO ELEMENTS WILL NOT ONLY ALLOW THE STORE TO DIVERT THE ALREADY EXISTENT TRAFFIC, BUT IT CAN ALSO INCREASE THIS TRAFFIC BY OFFERING THIS UNIQUE EXPERIENCE. THIS DESIGN SOLUTION ALSO FOLLOWS SUSTAINABLE STANDARDS BY USING BIO-DEGRADABLE MATERIALS, LED LIGHTING SYSTEMS, SMART PRESSURE SENSOR SLIDING DOORS AND RECYCLED WOOD.





## THE NATIVE AMERICAN INFORMATION CENTER

THIS PROJECT WAS SPONSORED BY THE ARCHITECTURAL FIRM “JOHNSON FAIN” IN LOS ANGELES.

IN THIS PROJECT STUDENTS WERE ASKED TO DESIGN A 10,000 SQUARE FOOT SPACE TO CREATE A CULTURAL INFORMATION CENTER FOR ONE OF THE AMERICAN INDIAN TRIBES OF THEIR CHOICE THAT WAS FORCED TO RELOCATE TO OKLAHOMA AFTER THE INDIAN ACT; THERE WERE 39 TRIBES TO CHOOSE FROM. STUDENTS WERE TO STUDY A TRIBE, TO CREATE THE FOLLOWING SPACES:

- A RECEPTION / LOUNGE
- A FORUM, USED FOR STORY TELLING PURPOSES
- AN INTERACTIVE GALLERY
- A RECORDING BOOTH TO RECORD STORIES
- A SPACE DEDICATED TO DISPLAY ARTS AND CRAFTS
- A CAFE

CADDO TRIBE ORIGINATED FROM THE PINEY FOREST IN THE EAST OF TEXAS. THEY WERE MOUND BUILDERS, BUT THEY ARE WELL KNOWN TO BE THE FIRST AMERICAN INDIAN TRIBE TO EVER CONSTRUCT PLAZAS. THEY OFTEN BUILT THEIR TEMPLES IN THE MIDDLE OF AN OPEN FIELD, AND ON TOP OF RAISED PLATFORM. THEY ARE ALSO KNOWN FOR THEIR ARTS AND CRAFTS, BUT WHAT REALLY SEPARATES CADDO FROM MOST OF THE INDIAN TRIBES IS THEIR DANCE RITUALS; EX. THE TURKEY DANCE IS A NARRATIVE OF THEIR TRIBE HISTORY THAT GETS UPDATED AS TIME GOES BY, EVEN TODAY.



THIS PROJECT ENTAILED A COMPLETE “RETAIL STORE” DESIGN FOR A DANISH COMPANY NAMED “BANG & OLUFSEN” WITHIN A SPECIFIC PERIMETER OF AN INDOOR SHOPPING MALL. THIS CONCEPTUAL RETAIL STORE DESIGN IS BASED ON THE ELEGANT AND MINIMALIST DESIGN OF BANG & OLUFSEN’S PRODUCTS.

THIS DESIGN IS BASED ON 3 MAJOR CONCEPTS:

- LAYERS
- SPACE WITHIN A SPACE
- MINIMALISM

MAJOR GOALS WITHIN THIS PROJECT ARE:

1. AN ACOUSTIC FOCAL POINT WITH THE STORE THAT SERVES AS:
  - A TESTING CHAMBER FOR THE CONSUMER TO TEST THE AUDIO EQUIPMENT
  - DISPLAY CASE THAT SHOWCASES AUDIO EQUIPMENT AND ACCESSORIES WITHIN THE TRAFFIC FLOW OF THE STORE
2. A LOUNGED CHECKOUT
3. INCORPORATION OF TOUCH-SCREEN DISPLAYS THROUGH OUT THE STORE TO ENABLE THE CONSUMER TO LEARN ABOUT DIFFERENT PRODUCTS.

BANG & OLUFSEN **B&O**





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