

Sesterzio, Rome, 91-92 A.D.



since 2000 years
think with wisdom, build with genius

SQF *design*
made in Italy

www.saf-design.it

who we are

Tradition and innovation come together to devise valuable building designed by the best craftsmanship that is intertwined in creating a unique work.

This is the Saf Design's philosophy, a company that wants to give possibilities to the best designers and European collaborators.

Our team of designers, competent and dynamic, by the utilisation of the latest technology, is able to create and manage complex projects with refined details and elegant design.

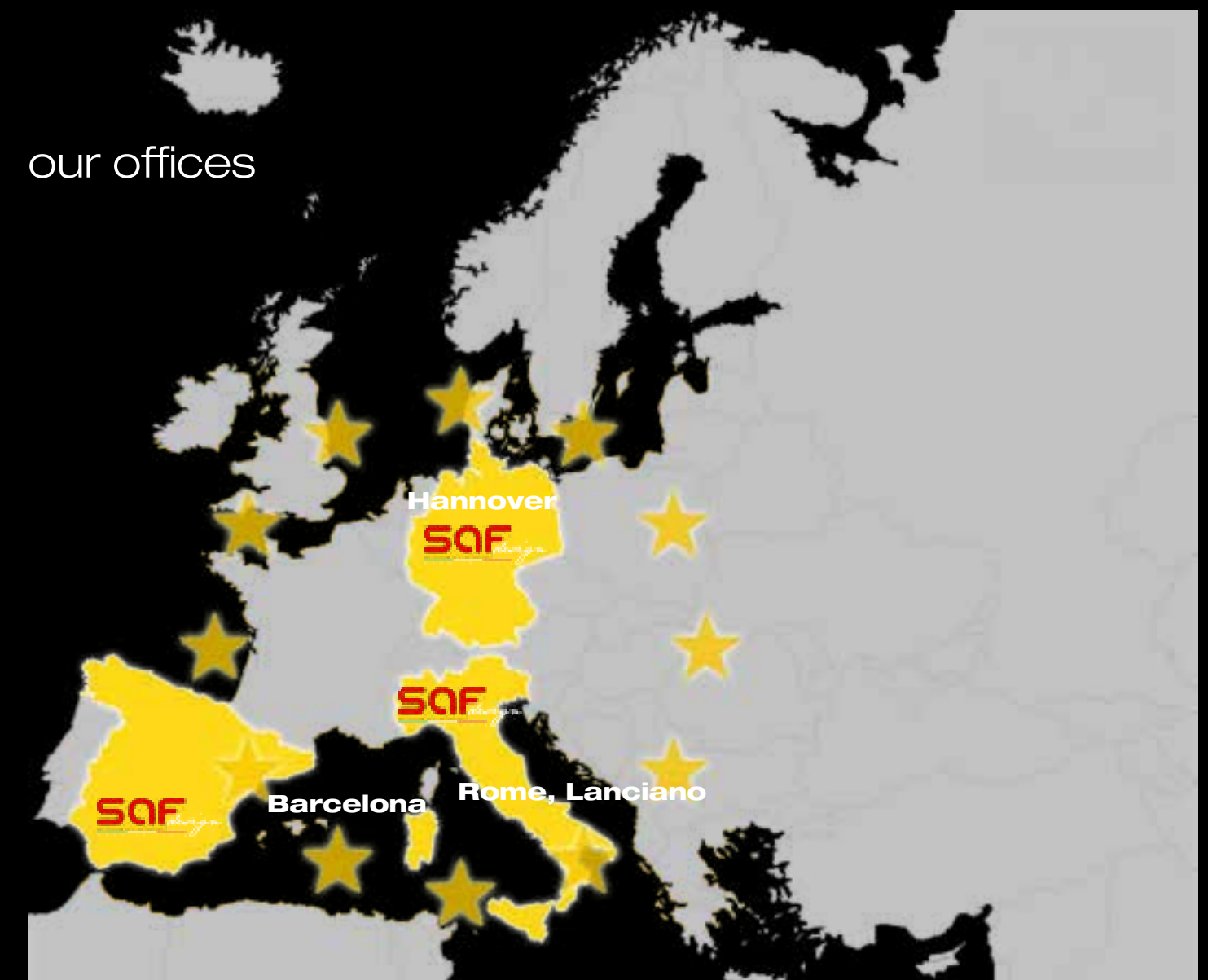
Our team is **entirely european**:

italian design,
german technology,
italian-spanish production.

"I want to see the things, this is my only trust. I put them here
in front of me on the paper, to see them.
I want to see, and for this reason, I design"

CARLO SCARPA

our offices



our objective

SAF Design operates searching innovative design solutions Made in Italy; it adopts philosophies and environmentally friendly construction techniques. The intervention areas consist of new building zones or existing buildings; they will be restructured and they are ready to live on the territory.

SAF Design operates with highly professional people and entirely european through a construction supervision entrusted to construction companies and to local staff, under the supervision of italian technicians and operators.



offers different solutions:

- project design;
- design and construction direction;
- turnkey.

Our design is very conscious and it is applied to different areas, to allow the use of environments, products and services to the widest variety of subjects, different in perceptual, motor and cognitive skills.

We propose us as a reference point, to overcoming the specific issues related to the conflict between man and environment.

We diffuse an increasing attention and sensitivity to inclusive design.

We try to explain to the people the social implications and quality life benefits, we highlight the competitive and economic advantages.

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design & architecture

1.1. residential

house in baku

The project is a part of Azerbaijan's beautiful landscape

The private villa is situated on a promontory that falls above the Caspian sea.

This morphology territorial guarantees to the villa and all the surrounding land a great view.

This is the main reason why it is decided to use large glass surfaces with contemporary design, a clean design that contrasts with the surrounding landscape irregular.

The villa is a part of a large property where they are located other buildings including a residence for the service staff totally underground.





1.1. residential

private library

A classic design, an evergreen that has made history.

This library wants to recall the baroque style of the late nineteenth century, clearly inspired by the Soviet.

The environment is colored with warm tones, is enhanced by constructive and decorative inlays.

Moldings, friezes and paintings are an integral part of the project, these elements enliven the linearity of the walls creating a continuous depth.

Large carpets adorn the floor, majestic chandeliers and important paintings decorate the ceiling, the white statues seem to want to revive and relive this wonderful space.

We wish you a quiet and a warm reading.





1.1. residential

towers

The design of these apartments is based on the concept of luxury.

Large, functional and recreational spaces allow to dominate from every single apartments corner the surrounding landscape.

The apartment consists of a large day room, a sleeping area, a relaxing area and a green interior space. The types of available apartments are simplex and duplex, with a total area of over 400 square meters.

The presence of green internal space regulates the environment's microclimate because it is based on the concept of internal greenhouse, manages to be an active part of a building that lives, it adapts and changes with time and with the seasons.

Energy efficient for a state of well-being that always ensures the highest level of comfort.

“The Dream” is the dream that becomes true.





1.2. commercial spaces

globus center

The commercial center is one of the favorite places to spend free time.

This is the reason why for the design was chosen a bright design, but at the same time it is simple and elegant.

Each floor is different from the other by choice of shapes, lights and colors.

On the first floor, for example, ceiling and floor are characterized by a blue color game formed by shaped cuts.

Walking through the commercial center, the attention of the people is captured by the materiality of the central volume, it is emphasized by the choice of a natural stone with his irregular cutting, and in the same time by the contrast with the rest of the environment where the predominant element is transparency.





1.2. commercial spaces

lotus mall

Water is the main theme that has inspired this project. The first level is dominated by a cover of blue waves interrupted only by a series of pillars that flare upward.

Once entered, in addition to the blue that accompanies our path, we are faced with the reception framed by a fountain that comes down from the ceiling.

Even locals' windows follow a curved and sinuous shape, which takes up the trend of coverage in waves.

Some walls are covered with local stone whose laying creates an interesting play of light and shadow.



1.3. landscape architecture

green design

Nature is an inspiration source.

Since ever nature and the landscape have been the inspiration source for artists, writers and poets. The attention to the green presence, the correct design and space division represent today themes that is not possible to pass unnoticed.

For this reason it is necessary to develop a precise and careful sensitivity to the nature theme, the landscape becomes an integral part of the architecture, it is necessary the birth of a symbiotic relationship between the parties, it is fundamental to establish a strong connection.

SAF Design is committed to fulfill every little aspect of the environment project, a meticulous attention inevitably leads to a unique architectural and impeccable result.

Be inspired.







1.3. building for the public

dental clinic

The perfect cube. The transparent cube.

Perfection and transparency represent the concept which underlies the whole project.

The building is cleverly designed to meet all the needs of customers; in fact, it communicates and it interfaces with green spaces that are intended to accommodate people waiting or simply want to enjoy relaxing moments.

On the other side of the site, however, there are all private spaces reserved for employees of the clinic with a perfect functional distinction.

The cube lives.

Inside there is a large light column space that creates with its irregular shape the movement and is perceived differently on each floor.

And this is the goal: to create the movement, break down the boredom of waiting.

The top floor houses the rooms intended for overnight accommodation.

All this features takes place in absolute perfection and transparency, as the cube wants to communicate.





1.3. building for the public

aicon pavillon

The pavilion Aicon floats. It floats on the sea.

Floats like everything that it means to represent.

A mild form, clear, visible from far away; its regular shape creates a contrast with the yacht lying next. However, this strong contrast increases the cohesion of the two parties.

The interior of the pavilion houses a recreation area at the ground floor and a bar at the first level, they look out towards the sea and from the yacht.

Wood, steel, soft and directional lighting; all materials and all the finishes inside the pavilion intend to recall the interior of the boats. This is because it wants to act like a yacht.

Elegance and sophistication are the decisive elements of the pavillon's architecture and of Aicon's boats, a real jewel for fans of this kind of sector and, at the same time, it becomes a catalyst for new users.



AICON GROUP

AICON
Morgan

AICON
YACHTS



1.4. Interior design

interior design slideshow

Elegance and simplicity are the elements that characterize our interior design.

The research moves toward achieving balance and harmony of the whole.

The solutions are always customized according to the characteristics of the room and preferences of the customer.





lee broom room

What distinguishes our work is the care with which we follow our customers from the design to the choice of the smallest detail. This room is the clear representation.

The customer is always followed and this is a very team work; it starts from his internal concept and it arrives at the finishing construction; in this process the customer can find the time to design, see the manufacturing, custom furnitures and the choice of all the accessories.

The details are made with quality materials and unique finishes. It follows the creation of a unique and charming product.



1.5. hotels

internal slideshow

Breath tradition. Soft and curved shapes, in complete elegance.

Enjoy the warmth of materials.

You need it.

Warm light to relax and warm up. The light is very important.

The choice of furnishings and materials of these interiors perfectly answers to all these kinds of needs.

Need to say more?







1.6. bar & restaurants

sushi bar

The base concept to decorating this environment is represented of the presence of white, simplicity and light.

The curve walls need to have a perfect dialogue with the furnitures, so every pieces is tailored hand-made.

Art & crafts merge together to create the best design result.

Smooth surfaces, purity and simplicity talk together to create a special and harmonious environment.

The ceiling is decorated with irregular light holes and in the centre of the room there is a very beautiful maple tree to remind to the public the dialogue with the japanese nature.





1.6. bar & restaurants

steak house

Fun and relax are the perfect ingredients to spend time in the best way.

Inside the steak house you can have it all.

A good meal, refreshments, music, whatever you want.

The environment concept is based on the fusion of the steak house traditional aspects - the wood presence, walls and dark floors, leather materials - with contemporary design.

In fact inside the room it is possible to see special red columns that refresh the whole environment, giving light and movement. The movement is guaranteed by sliding panels with holes to allow light to enter.

Of course, every furniture is comfortable, each color is chosen to ensure the best dialogue between all elements.

The result is simply wonderful.





1.6. bar & restaurants

wine & cigar bar

The wine culture, the cigar culture. These are the fundamental components of our design.

Do you succeed to imagine how it could be wonderful to sit, smoke and drink?

Probably this the most gorgeous thing that people want to live. The wine bar and cigar room are thought to guarantee this kind of pleasure.

The wine bar is thought to have comfortable seating because the most important thing is: relax, relax and see upon you. Yes, because upon you there a wonderful ceiling: it is created by a large number of cylinders that have a different high to realize a wonderful relaxing shape. Remember: every piece is hand-made. This is the demonstration of the powerful of design.

The cigar room is smaller, but comfortable in the same thing. You drink something good and taste the cigar bar.

You will remain securely satisfied.





1.6. bar & restaurants

bar

Spending time enjoying a great tea is a tradition deeply rooted in Azerbaijan's culture.

This is the base concept of this beautiful bar design.

The presence of large armchairs wall, stools around the counter and several tables guarantees the satisfaction of this kind of need.

The center environment is characterized by a large bar that rotates 360 degrees and that it intends to be the centerpiece of the whole architectural design.

The use of white marble makes this space rich and unique.

Marble on the walls. The client's desire was to emphasize a gold framework of marble.

Can you see it?

Marble on the counter. The marble falls down, gets out and turns into many filaments of matter and light.

The pillars are covered with a plastic surface treatment that guarantees quality, elegance, slimness and depth to any architectural element.

Are you still there?





1.7. ceremony halls and community spaces

cerimony hall

The ceremony hall stands out for its immense size. Great space and a big airiness are the environment's core.

It interacts with nature.

The whole room is crossed by an architectural curve and organic shape to connect conceptually whole environment with nature. This form is irregular, breaks the linearity of the environment without exaggeration and with a minimal impact always looking for a continuous dialogue with the present space.

The irregular shapes and organic are repeated even on the floor through the golden inlays that increase the quality of the environment.





1.7. ceremony halls and community spaces

thematic ceremony room

Even the ceremony room is inspired to the sea theme.

It is the sea.

From inside it is possible to admire the great artistic glass window depicting the seabed.

It seems to make a dip in the water.

The capitals of the columns are covered with date palms and sea anemones.

The center of the room has a glass floor floating; it floats on a layer of sand, full of shells and starfish.

It seems to walk on sea side.

The tables area, however, is paved with Carrara marble, a symbol of elegance and refinement.

The room is equipped with all the necessary technical equipment for the audio diffusion and video projections for the animation of the reception.

It seems to breathe the sea air.





1.7. ceremony halls and community spaces

external views - “the skat”

Khazar island is the new contemporary architectural pole in Baku.

The peninsula is the subject of a great engineering and architecture design intervention, this is the new challenge of the Azerbaijan's architecture.

The “skat” represents the propylaeum of the entire system architecture. It is located at the entrance of the peninsula and with its architecture outlines immediately the majesty of the intervention.

Recreation rooms, rooms, function rooms and office are located inside.

The “skat” is the new tourist attraction and ceremonial center, it ranks as an social element for the recreative architecture.





1.8. masterplan design

“the dream” masterplan

The Intervention area is located near a residential nucleus already established.

The site is easily connected to the historical center, to the city and to the airport.

The aim of the project is the redevelopment of the former quarry through the construction of a new residential neighborhood, full of equipment, services, and roads entirely in the greenery.

The predominant axis, which outlines the geometry of the project, is represented by a pedestrian path who wants to ideally represent Azerbaijan's independence from USSR, which took place October 18, 1991. The portal at the entrance of the site marks the beginning of the promenade, which goes up gradually to immerse in the water reflecting the moon and ends after 1991 feet, in the big building that will house amenities, shops, offices, cinemas and restaurants serving the entire district .

The path of independence, however, continues, crossing the building, and connecting with the existing network of streets with a monumental fountain inspired by October 18, 1991. The fountain, in fact, is composed of 18 waterfalls and the ground floor is characterized by geometric patterns that identify the 10 months.

The intersection of Independence Street and the road at north is highlighted by a second portal.

The connection of the new road with the existing road system opens the area to Baku, therefore becoming a monument of the independence of the whole Republic of Azerbaijan









1.8 masterplan design

“the dream” tower

The project of residential towers was created in collaboration with four universities.

The apartment buildings are developed in height following a spiral movement, a symbol of the continuing evolution.

The towers seem to be suspended due to the attack on the ground by pillars: in this way the green continues even under the buildings.

The study of housing units is based, first of all, on solar exposure.

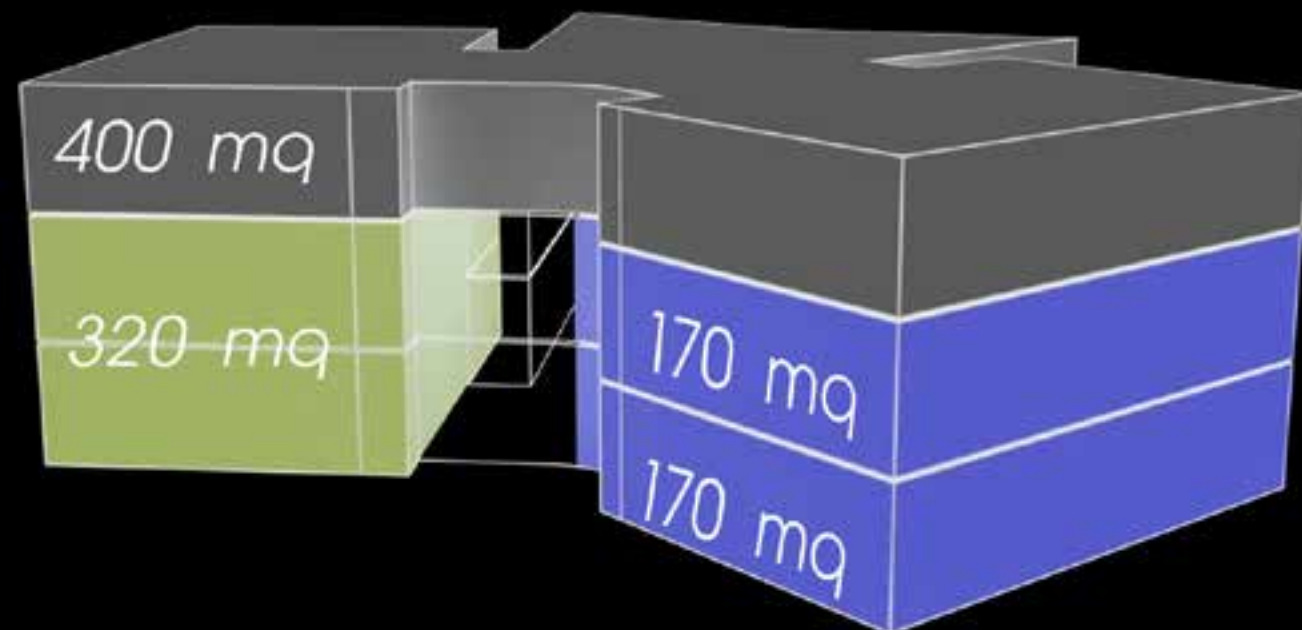
Each floor consists of a maximum of two apartments so that both can have a good exposure to the South: it implies that apartments are independent and in absolute privacy.

The towers are formed by three blocks of seven floors each, interspersed with empty floors that cover two functions: safety in emergency management and evacuation and pleasure in free time for inhabitants as there are feature pools and small spas.

All apartments, even small ones, are developed around a greenhouse: this aspect, in addition to characterizing the design of the interior, contributes greatly to improve the comfort and the micro-climate of the house.

To reduce the demand of energy, houses have been provided by mechanical ventilation system with heat recovery: the stale air is extracted and ejected outside by passing through a heat exchanger, thus yielding heat to the clean air coming from the outside. This will reduce waste due to the exchange of air by opening windows, it eliminates the problem of mold and adjusts better indoor humidity.

The electricity, finally, comes from wind turbines placed in the top of the street lamps placed throughout the subdivision.



The ever-green giant

4 universities, italian, german, spanish and dutch, have collaborated to design the “The Dream” tower. It is the first building in the world, of this kind of size, that has a energy needs coverage of 60% directly extrapolated from renewable energy sources;

The **green facades** protect the house from wind and rain for energy saving; the green helps the facades of their cooling, protects against noise, improves the indoor microclimate and filters the surrounding air: consequently, it improves the living comfort;

The **thermal insulation** guarantees the energy saving of the walls, it regulates the microclimate internal control, the electricity comes from wind turbines placed on the top of street lamps that are located through all the residential area, the mechanical ventilation system ensures heat recovery;

Smart emptied floors guarantee **safety** for the building evacuation in emergency cases;

Italian design, an accurate project of spaces, finishes and materials; they are chosen to fit the customer needs and preferences;

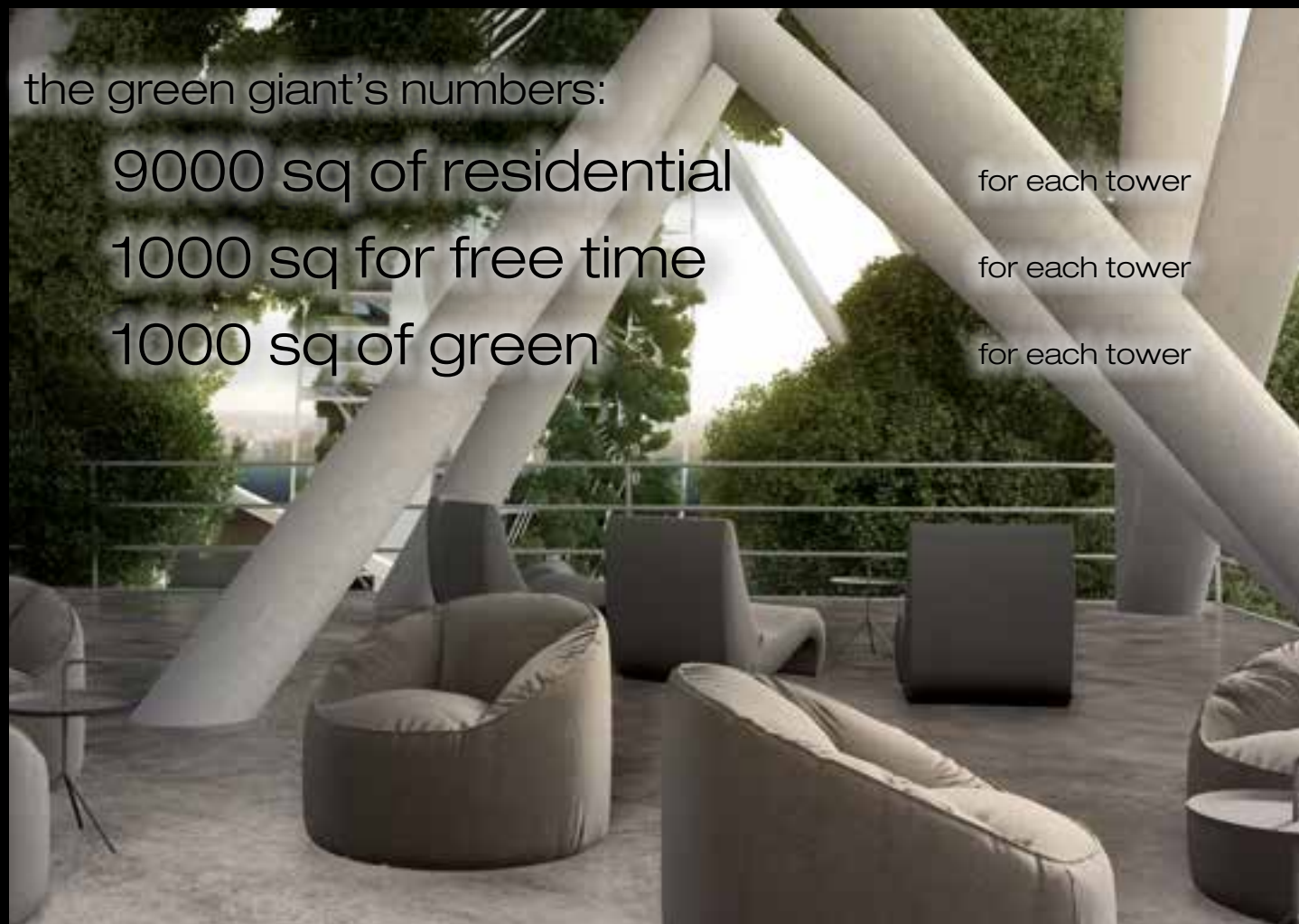
German technology, for everything related to technologic systems.

the green giant's numbers:

9000 sq of residential for each tower

1000 sq for free time for each tower

1000 sq of green for each tower



technology & architecture

2.1. vertical design

offices tower in brescia

The tower's structure is visible from the distance.

And that's the look that it wants to emphasize.

The structure as an integral part of the architecture, a very fundamental part that manages to be simultaneously a static functional element and even an architectural element delineating the building true style.

This is the concept outlined by Viollet Le Duc in the nineteenth century:

“... [] The building's outer form should reflect the building's structure”

The building is emptied in its elevation delineating a basement and the facade part well marked while the attack with the sky consists of a glassy structure, light, almost as if it wants to merge with it.



2.2. horizontal design

bridges and footbridges

Have you ever been stopped to think about the true importance of the horizontal connection of two precise points?

Have you ever thought about how life has subsequently simplified?

This is the magic of the horizontal connection. Bridges, viaducts, footbridges.

They were done to put into communication, to create a dialogue, to develop architecture.

Modern technologies allow to create this kind of connection fusing between them function and form.

The examples listed here under want to emphasize the steel's power that, with its nature, allows infinite building solutions, outlining shapes, colors and, of course, design.



2.3. relationship with the existing

footbridge extension

To create a connection between the past, present and future it does not necessarily imply the form and style revival of the existing.

The contemporary architecture's challenge, in many cases, aims precisely the creation of a conceptual connection between different eras through the repetition of forms, proportions but differentiating through the materials and technologies using.

The following example wants to show this kind of time connection and thus form strong roots to the bridge's proportions, reproposing size and leaving visible the base section; as if nothing had changed.

In fact, nothing is changed, it's just been reminded of our eyes.



2.4. roofing

internal steel roof

Often it is necessary to cover the spaces that were destined to outdoors.

Often it is possible to resolve this kind of need realizing purely functional covers.

Less often we think this kind of function can be associated with a architecture's form.

Even less often it can do so egregiously enlivening the available space.

And when it creates a structure that meets all the previous conditions creating a real architectural symbol that raises the space's quality, the building to which it belongs, so it is possible to realize that it was created a gem.

Looking at this beauty, if you can, try to say otherwise.



2.5. home automation and electric installation

the new future's "house"

Our lives are increasingly characterized by technology.

We breathe it, live it, but above we use it, we are all consumers.

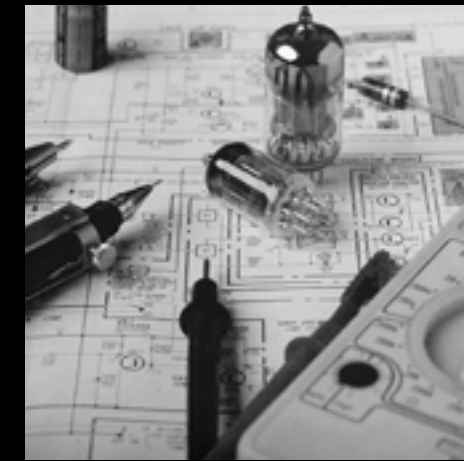
it is inevitable now think of an architecture which, in addition to a high level of visual and space comfort, also ensures a high technology level.

The devices come to life, they are always available to our needs, and it starts to think about the need to create energy systems and electrical systems that communicate each other and are constantly updated.

They live with us.

Saf Design operates in electric and energy systems trying to merge technology with architectural form, studying each case and always trying to know the customer's needs

The result is simply wonderful.



2.6. hi-tech details

bahrain pavillon

Our temporal age is different than previous ones for the great expression freedom.

It is in all its forms.

This example hi-tech architecture enters with bullying in today's scene.

The finishing, machining, materials, the colors chosen are all examples of matter's customing modeling, creating a unique message of modernity and progress.

We can do even that.



art & architecture







3.2. matter's design

reliefs and sculptures of stone



3.2. matter's design

design's elements









3.3. marbles

marbles and interior design



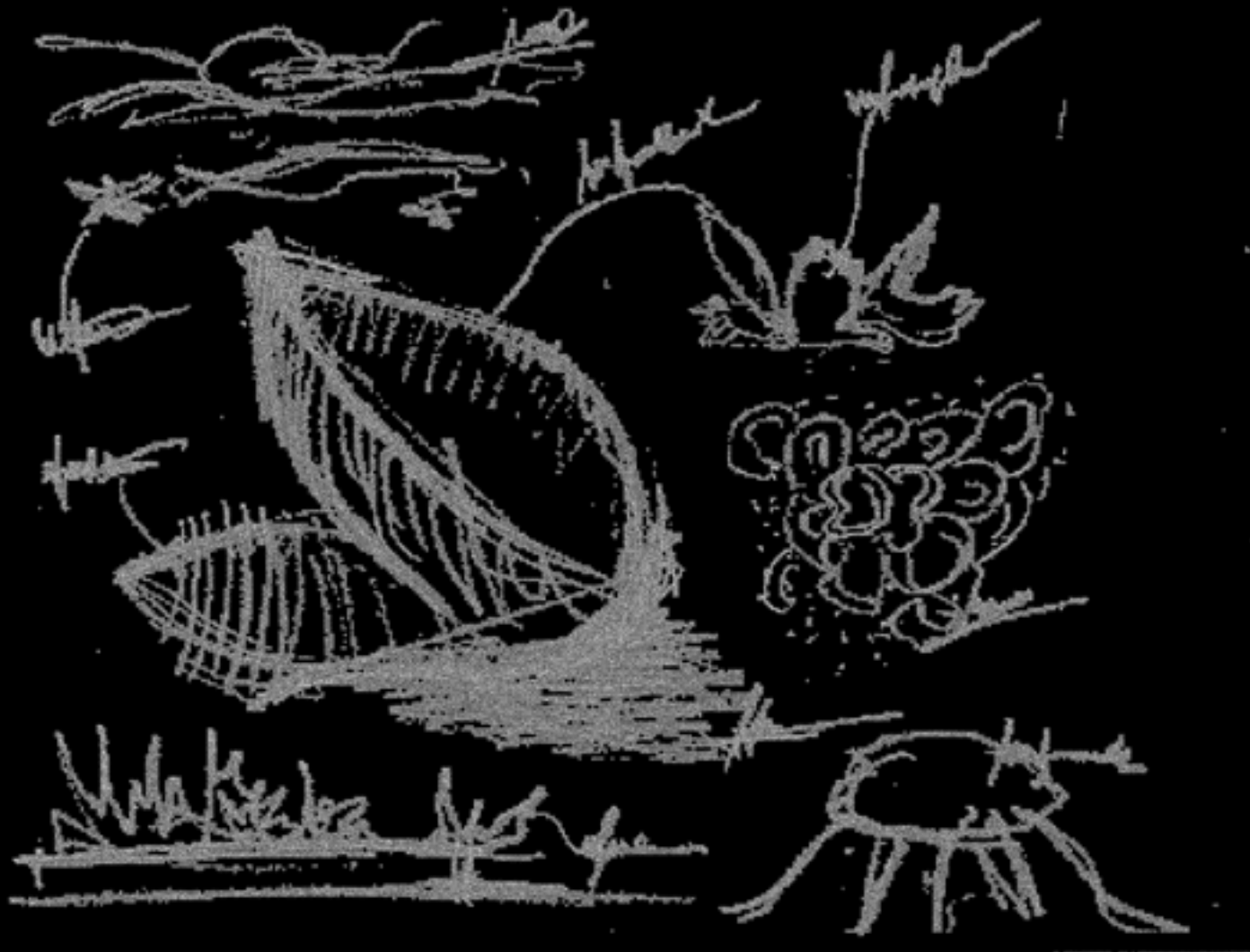
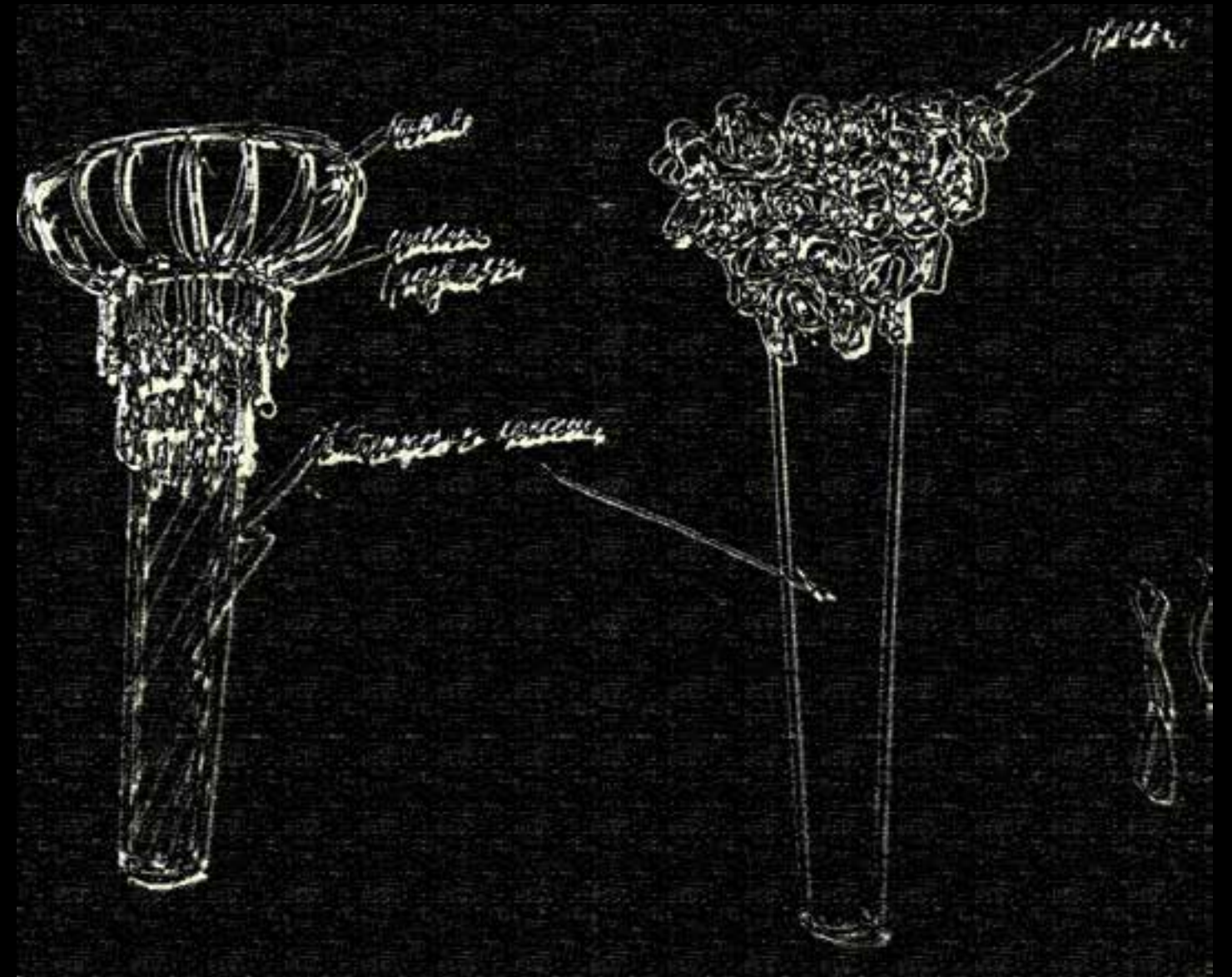












3.5. artistic glass

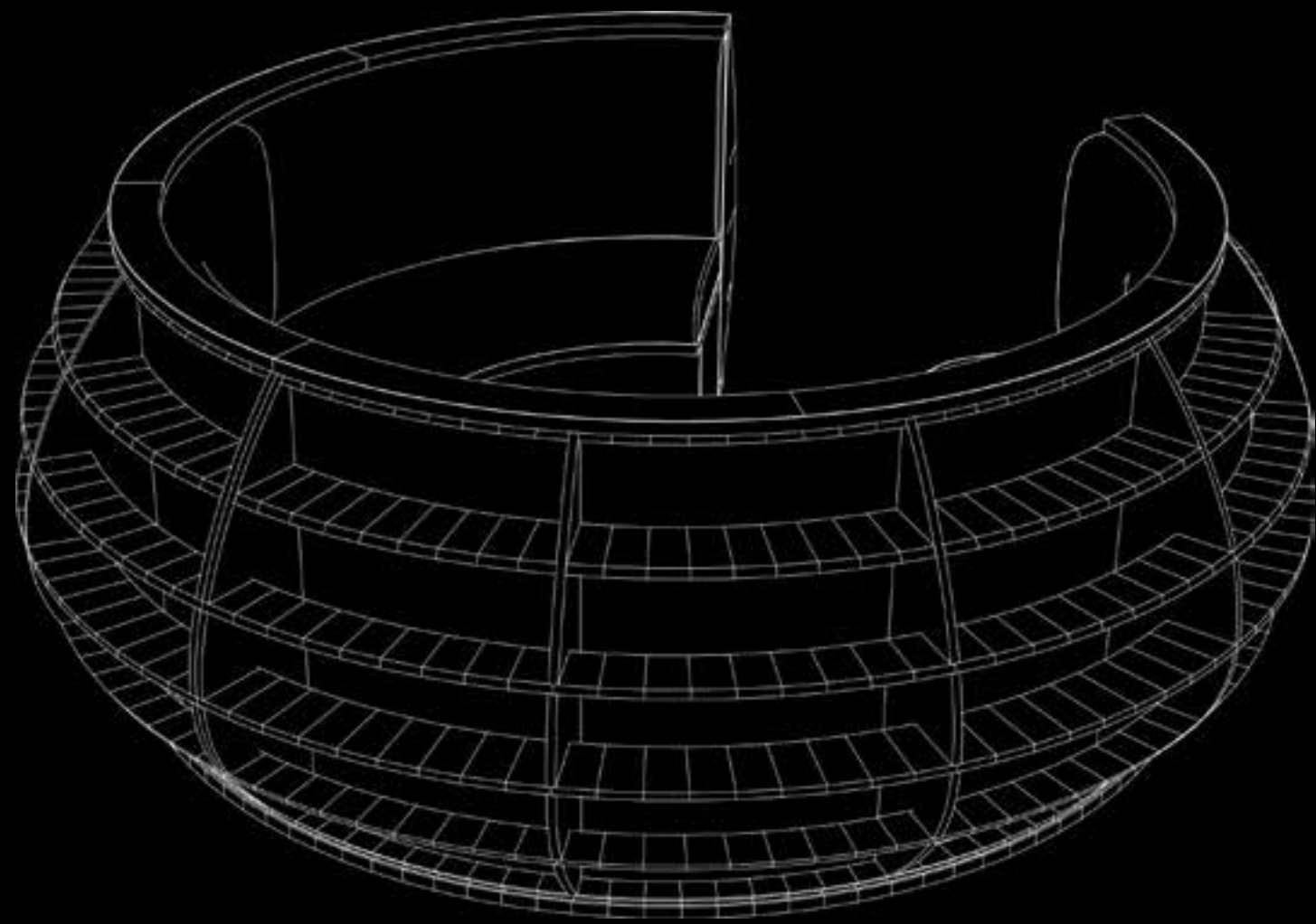
decorated artistic composition





3.6. customizing

hand-made furnitures





BELGIUM: Bruxelles
 ENGLAND: London
 ALGERIA: Oran
 GREECE: Athens
 CROATIA: Split
 FRANCE: Paris, Cannes, Bordeaux
 SPAIN: Jaen, Barcellona, Madrid
 GERMANY: Berlin, Duesseldorf, Cologne, Frankfurt, Essen, Munich, Nuremberg, Hannover
 UNITED STATES: Fort Lauderdale, Chicago, New York, Miami;
 CANADA: Toronto
 MOROCCO: Marrakech, Rabat, Casa Blanca
 EGYPT: Cairo
 TURKEY: Izmir, Istambul
 SYRIA: Damascus
 AUSTRALIA: Melbourne, Adelaide, Sidney
 CHINA: Shanghai, Hong Kong, Suzhou, Guandong
 SWITZERLAND: Zurich
 PORTUGAL: Santarém
 NETHERLAND: Amsterdam
 TUNISIA: Tunisi, Sfax
 BAHRAIN: Manama
 ROMANIA: Bucarest
 RUSSIA: Moskow
 SAUDI ARABIA: Jeddah
 SWEDEN: Stockholm
 UAE: Dubai
 AZERBAIJAN: Baku, Khazar Island

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