

Museum of

Poetry

Shiraz, Iran



AMIRALI FIROOZKOUHI

ARCHITECTURE STUDENT | ISLAMIC AZAD UNIVERSITY OF SCIENCE AND RESEARCH

ABOUT ME

I am Amirali Firoozkouhi, an architecture student at Islamic Azad University of Science and Research, developing a design language rooted in emotion, atmosphere, and sensory experience.

My work explores how architecture can become a medium for memory: not only a container for program, but a sequence of light, shadow, movement, and pause.

This portfolio presents a museum proposal that translates Persian poetry into spatial form, linking cultural memory with contemporary architectural expression.

PROJECT AIM

The aim of this project is to translate Iranian poetry and music - often overlooked in contemporary architectural discourse - into an immersive spatial experience.

Located in Shiraz, the cultural heart of Persian literature, the project connects Eram Garden's historic landscape with a contemporary museum dedicated to movement, memory, and reflection.

The design creates a dialogue between nature, cultural continuity, and modern architecture, guiding visitors through arrival, transition, reflection, and departure.



EMOTION



MOVEMENT



SPACE



MEMORY



LANDSCAPE

“

Poetry is experienced here not only through words, but through light, shadow, movement, and silence.

MAIN CONCEPTUAL IMAGE

POETIC INTERPRETATION OF FORM
EXIT PLAZA AT TWILIGHT
SHIRAZ, IRAN



SITE + ACCESS

Movement / Entry / Landscape Relation

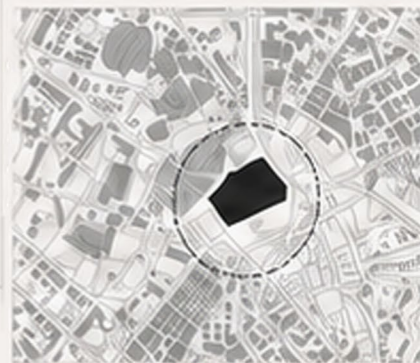
Museum of Poetry



ACCESS HIERARCHY

- MAIN ACCESS**
Primary entry from Eram Square.
- SECONDARY ACCESS**
Secondary connection from the south edge.
- SERVICE ENTRY**
Back-of-house access from the north-east edge.
- EXIT ACCESS**
Exit access to disperse and connect with the city fabric.
- PEDESTRIAN FLOW**
- GREEN AREA**
- SITE BOUNDARY**

- MAIN ACCESS**
- SECONDARY ACCESS**
- SERVICE ENTRY**
- EXIT ACCESS**
- PEDESTRIAN FLOW**
- GREEN AREA**
- SITE BOUNDARY**



CONTEXT DIAGRAM
Located near Eram Square in Shiraz, adjacent to Eram Garden and connected to the city's cultural and urban fabric.

SITE NARRATIVE

The project is located near Eram Square in Shiraz, adjacent to Eram Garden. The site acts as a mediator between nature, culture, and urban life. The access strategy follows the flow of people and the logic of landscape, creating a seamless connection between the museum, the garden, and the square.



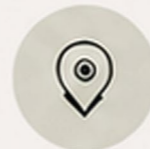
CONNECT
URBAN + NATURE



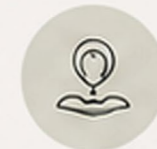
GUIDE
MOVEMENT



RESPECT
LANDSCAPE



DEFINE
ENTRY



ENHANCE
EXPERIENCE

VIEW ANALYSIS

Visual Relationship / Orientation

The project is visually connected to Eram Garden and Eram Square through major view corridors while minimizing exposure to less desirable urban edges.

MINI LEGEND

- VIEW AXIS
- VIEW POINT
- ➔ POSITIVE VIEW
- ➔ NEGATIVE VIEW (INSIDE TO OUTSIDE)

Positive views are oriented toward greenery and open spaces, while outward negative views are directed toward the eastern street.



TOWARD NATURE



VISUAL CONNECTION



OPEN VIEWS



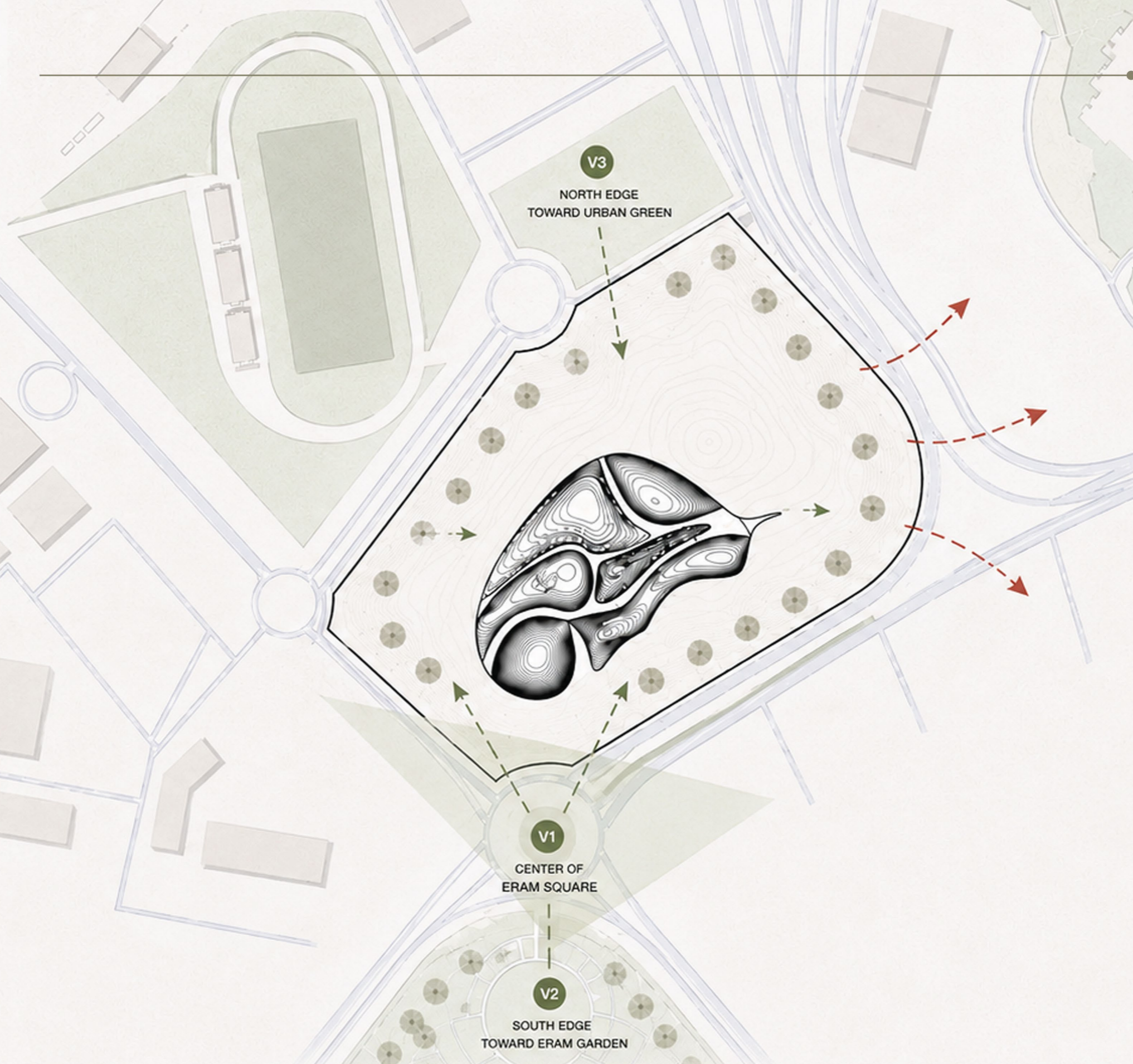
INSIDE TO OUTSIDE



LIMITED EXPOSURE



URBAN EDGE BUFFER



Museum of Poetry

LEGEND

VISUAL STRUCTURE

- VIEW AXIS
- VIEW POINT

VISUAL QUALITY

- ➔ POSITIVE VIEW (OUTSIDE TO INSIDE)
- ➔ NEGATIVE VIEW (INSIDE TO OUTSIDE)

VIEW POINTS

- V1** CENTER OF ERAM SQUARE
PRIMARY APPROACH AND MAIN VISUAL CONNECTION
- V2** SOUTH EDGE TOWARD ERAM GARDEN
STRONG LANDSCAPE CONNECTION
- V3** NORTH EDGE TOWARD URBAN GREEN
VISUAL CONNECTION TO URBAN GREENERY

NOTES

View axes highlight key visual relationships. Positive views are framed toward natural and open spaces, while negative views are separated and buffered by landscape and massing.



CLIMATE ANALYSIS

SUN + WIND
SOLAR ZONES

Museum of Poetry

LEGEND

SUN PATH

- SUN PATH
- SUNRISE
- MIDDAY SUN
- SUNSET
- SUN DIRECTION

SOLAR EXPOSURE

- HIGH EXPOSURE
- MEDIUM EXPOSURE
- LOW EXPOSURE

WIND

- MAIN WIND
- SECONDARY WIND
- AIR FLOW
- WIND DIRECTION

SHADE ZONE

- NATURAL SHADE
- ARCHITECTURAL SHADE

GREEN BUFFER

- EXISTING GREEN
- GREEN BUFFER
- LANDSCAPE CONNECTION

SOLAR EXPOSURE

- HIGH
- MEDIUM
- LOW

WIND

- MAIN
- SCONDRY

SHADE

- NATURAL
- ARCHITECTURAL

CLIMATE NARRATIVE

Located near Eram Garden in Shiraz, the project benefits from landscape cooling and open air circulation. Solar exposure is controlled through mass orientation and landscape buffering, while prevailing winds support natural ventilation across the site.



SOLAR CONTROL



NATURAL VENTILATION



GREEN BUFFER



COOLING EDGE



FILTERED SHADE



MICRO CLIMATE



0 20 40 60 100m

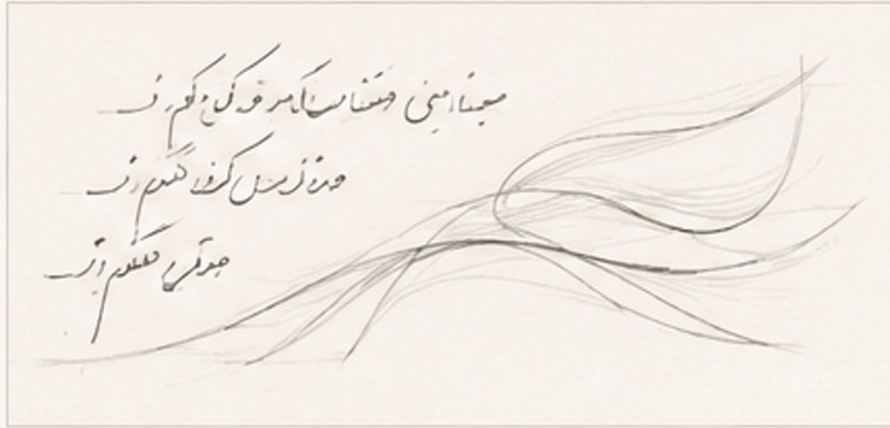
CONCEPT EVOLUTION

FLOW OF LIGHT

01 CONCEPT EMERGENCE

The initial idea is formed through the interpretation of poetry as a spatial condition.

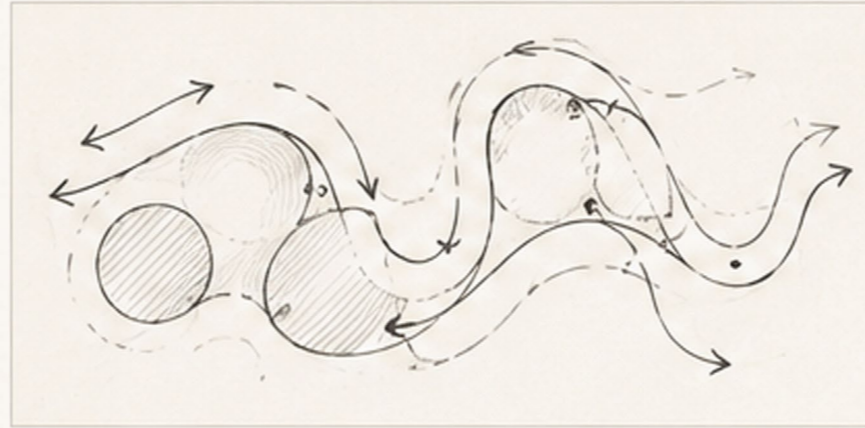
Simple organic gestures define the first spatial intuition of movement and flow.



02 SPATIAL FLOW ANALYSIS

The concept evolves into a structured system of movement and circulation.

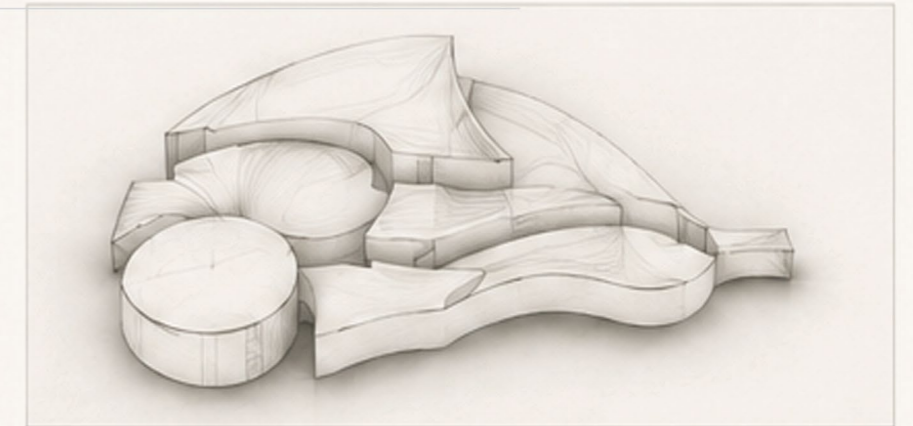
Paths begin to define spatial relationships between voids and programmatic nodes.



03 FORM GENERATION

The concept evolves into a structured The spatial system gradually transforms into a continuous architectural mass.

Curved surfaces emerge from the interaction between movement and enclosure.



DESIGN EVOLUTION

FLOW OF LIGHT / MASS GENERATION



POETRY



FLOW



MEMORY

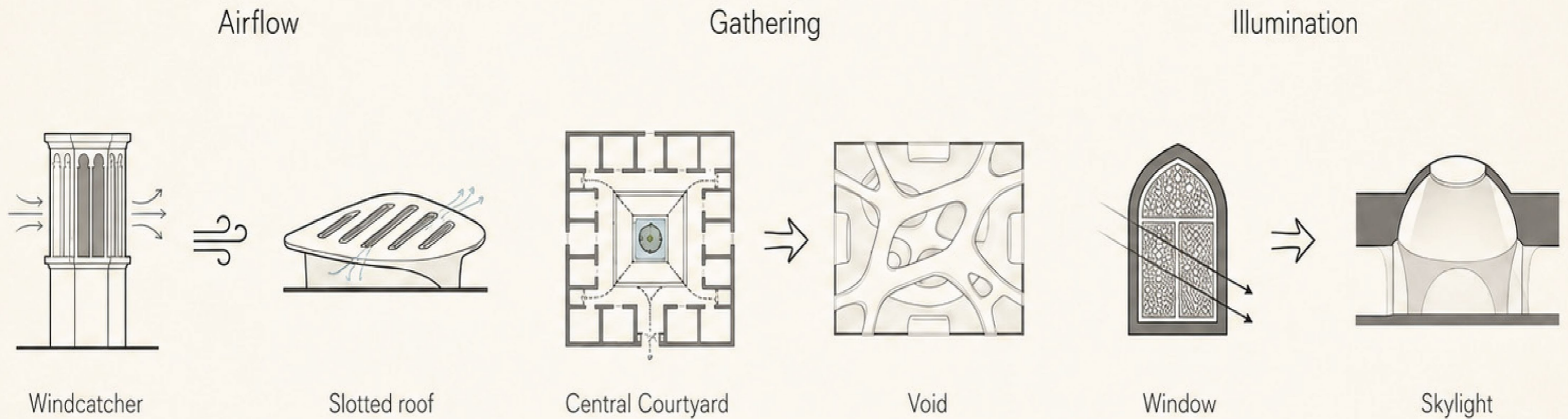


SPACE



FORM

Traditional to Modern Translation



TRADITION



TRANSLATION

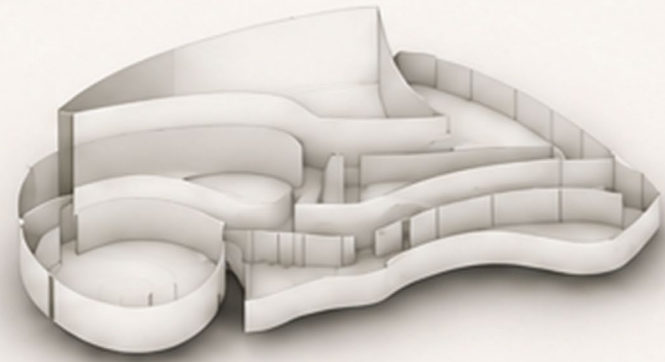


INNOVATION

Historical memory is preserved not through aesthetic imitation, but through the typological translation of light, air, and gathering.

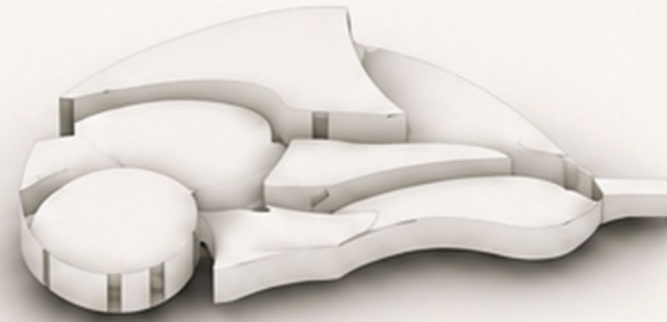
FORM DEVELOPMENT

FROM MASS TO LANDSCAPE INTEGRATION



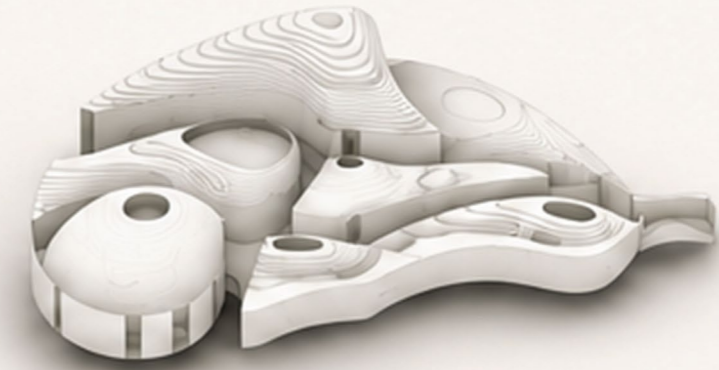
01 INITIAL MASS

A unified mass is placed on the site responding to the urban edge.



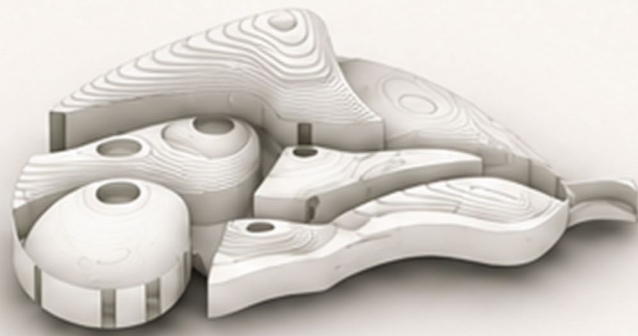
02 SPATIAL NODES

Key nodes are defined to organize main programmatic anchors.



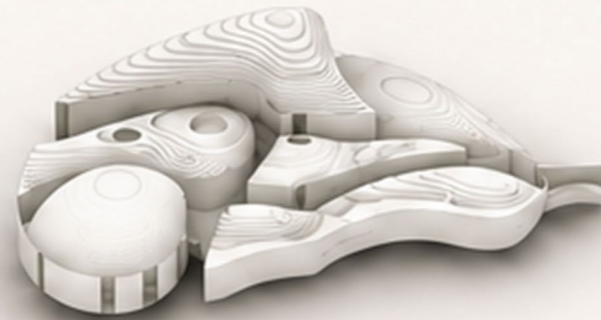
03 MOVEMENT

A continuous movement is introduced to connect spaces and guide flow.



04 VOID FORMATION

Carving voids brings light, creates courtyards and spatial depth.



05 FINAL FORM

The form is refined into a coherent architectural language.



06 LANDSCAPE INTEGRATION

The museum integrates with Eram Garden through paths, views and orientation.

DESIGN NARRATIVE

The form of the museum emerges from a continuous **movement** between the urban condition of Eram Square and the landscape memory of Eram Garden. Through a process of **carving, connecting and orienting**, the architecture becomes a mediator between **city and nature**, creating a fluid experience of **art, light and flow**.

DESIGN DRIVERS



MOVEMENT



TRANSITION



VOID



LANDSCAPE



CONNECTION



MEMORY

PROCESS LOGIC



SPATIAL ORGANIZATION

PROGRAM & LIGHT DIAGRAM



DESIGN NARRATIVE

The spatial organization is shaped by a continuous **movement** that connects **public, semi-public and private zones**.

The sequence of galleries creates a poetic journey from **voice to memory**, leading the visitor toward **reflection and transition**.

The design integrates programs fluidly while maintaining clear **orientation and hierarchy**.

MOVEMENT LOGIC



PROGRAM LEGEND

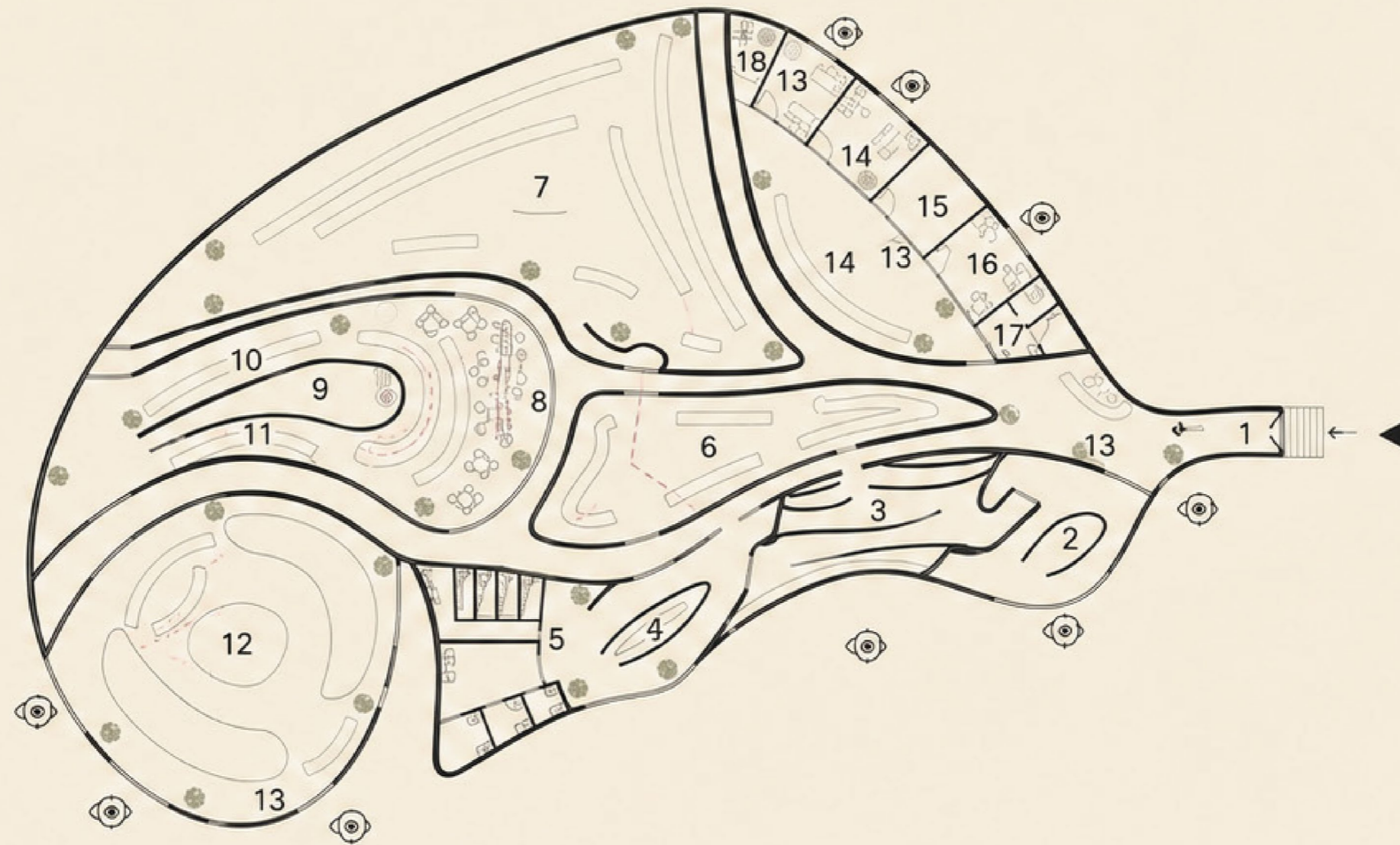
- ADMINISTRATIVE OFFICES
- GALLERIES
- CAFE & POUSE
- MAIN HALL
- PUBLIC WC
- EXIT

PATH & LIGHT LEGEND

- MAIN VISITOR PATH
- SECONDARY PATH
- SERVICE PATH
- ENTRANCE
- VIEW ORIENTATION
- NODE / FOCUS
- NATURAL LIGHT
- ↘ EXIT

SPATIAL ORGANIZATION

GROUND FLOOR PLAN



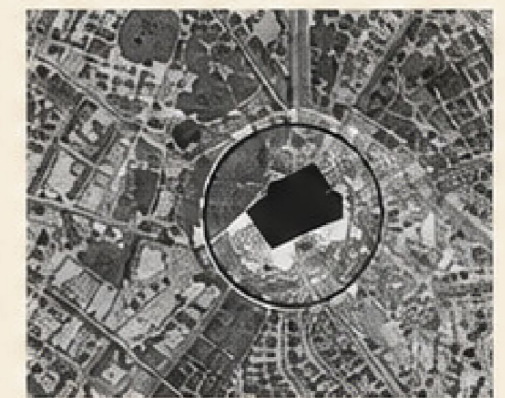
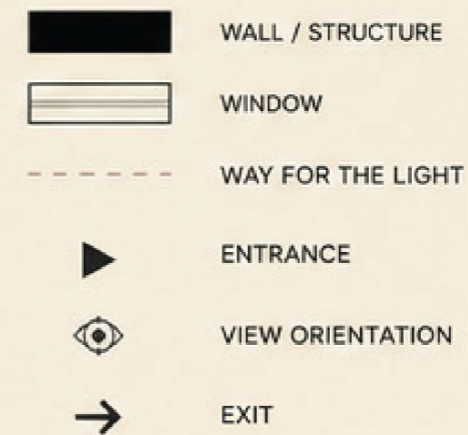
PROGRAM LEGEND

- ① Entry
- ② Introductory Gallery
- ③ Gallery of Memory
- ④ Detour
- ⑤ Public WC
- ⑥ Gallery of Voice
- ⑦ Emotional Hub
- ⑧ Café
- ⑨ Library
- ⑩ Reflection
- ⑪ World Poetry Gallery
- ⑫ Exit Zone
- ⑬ Security
- ⑭ Administrative Offices
- ⑮ Storage
- ⑯ Public Relations
- ⑰ Staff WC
- ⑱ Pantry

PLAN ICONS

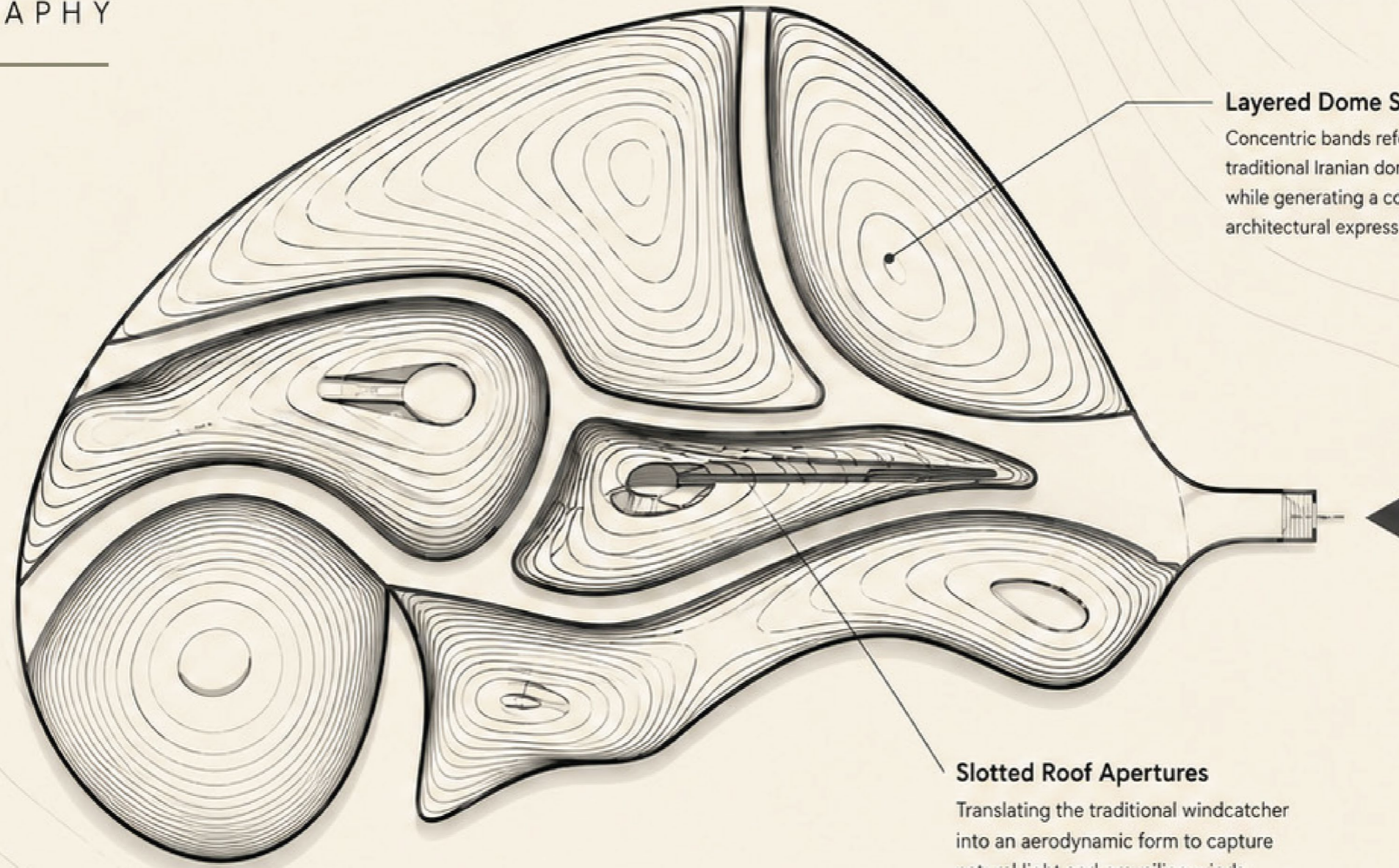


LEGEND



SPATIAL ORGANIZATION

ROOF PLAN & TOPOGRAPHY



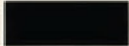





Layered Dome Structure

Concentric bands reference traditional Iranian dome geometry while generating a contemporary architectural expression.

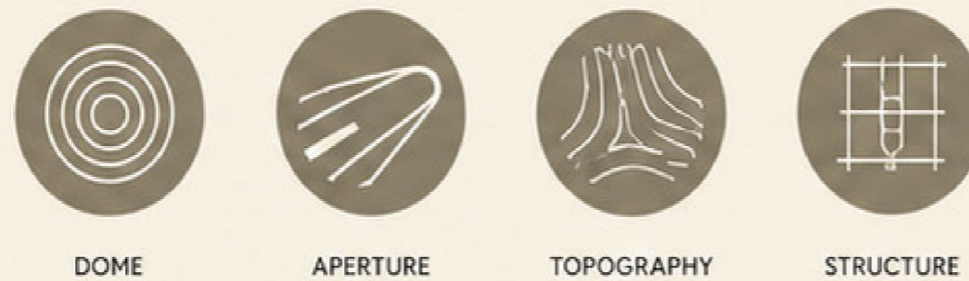
Slotted Roof Apertures

Translating the traditional windcatcher into an aerodynamic form to capture natural light and prevailing winds.

LEGEND

-  WALL / STRUCTURE
-  WINDOW
-  WAY FOR THE LIGHT
-  ENTRANCE
-  VIEW ORIENTATION
-  EXIT

ROOF PLAN ICONS

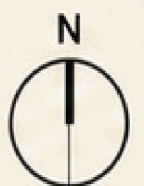


DOMES

APERTURE


TOPOGRAPHY


STRUCTURE



SPATIAL SECTION

MOVEMENT · LIGHT · TRANSITION

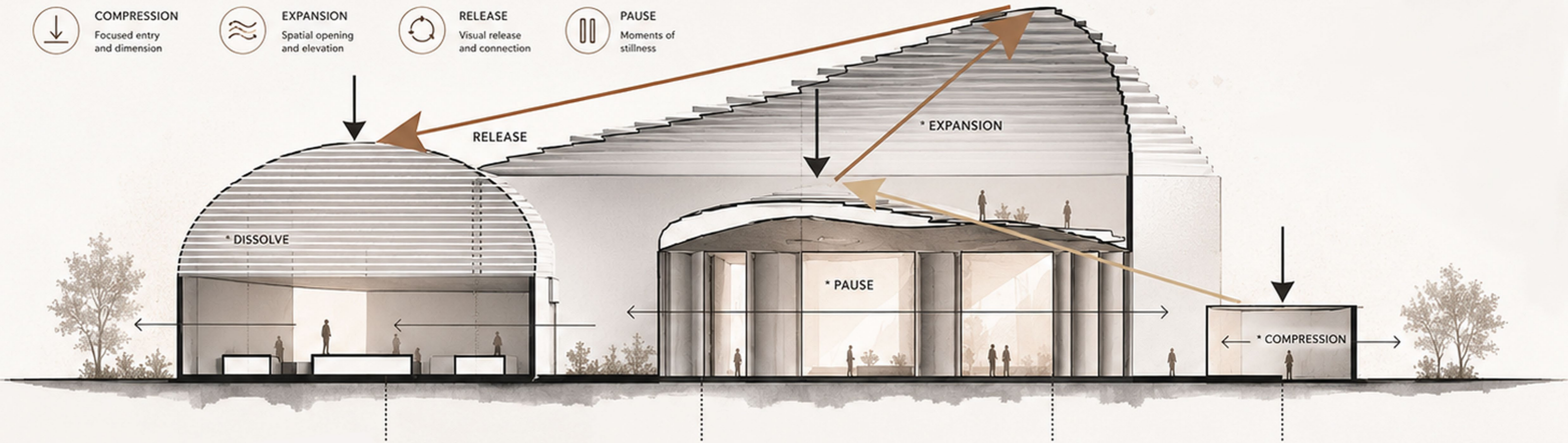
- 

COMPRESSION
Focused entry and dimension
- 

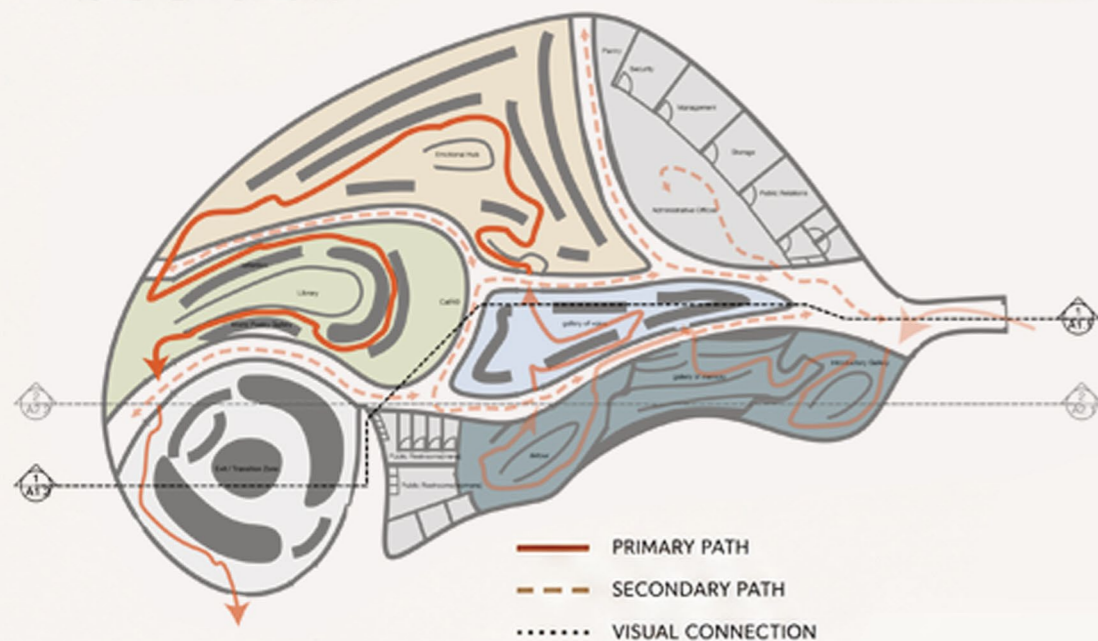
EXPANSION
Spatial opening and elevation
- 

RELEASE
Visual release and connection
- 

PAUSE
Moments of stillness



MOVEMENT DIAGRAM



SECTIONAL MOMENTS



01 COMPRESSION
Narrow entry and focused transition

02 PAUSE
Central void and vertical light

03 RELEASE
Light diffusion and spatial openness

NARRATIVE OF SECTION

The spatial experience of the museum is shaped through movement, light, and gradual spatial transition. Compression and expansion guide the visitor through a continuous sequence of visual and atmospheric moments.

KEYWORDS

- 

MOVEMENT
- 

COMPRESSION
- 

TRANSITION
- 

LIGHT
- 





PAUSE
- 

RELEASE

LEGEND

- A-1 A.1 Section 
- A-2 A.2 Section 
- A-1 SECTION CUT 01 
- A-2 SECTION CUT 02 

SECTION LEGEND

- PATH OF MOVEMENT 
- COMPRESSION 
- EXPANSION 
- RELEASE 

SPATIAL EXPERIENCE

FROM OUTSIDE TO IMMERSION

Museum of Poetry



MOVEMENT
Guided flow
through space



COMPRESSION
Narrowing spaces
for focus



LIGHT
Natural light
as a guide



TRANSITION
From arrival
to reflection

SCALE 1:100

0 5 10 15 20 25m



EXTERIOR EXPERIENCE

Architecture in Dialogue with Landscape

NARRATIVE

The building emerges from the landscape, dissolving boundaries between architecture, movement, and nature. The fluid geometry creates continuous spatial experiences where light, material, and context shape the journey.



LANDSCAPE



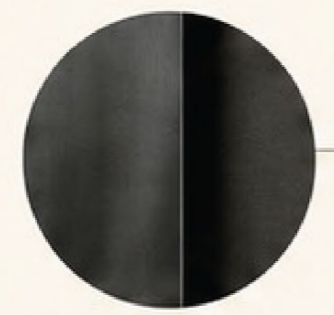
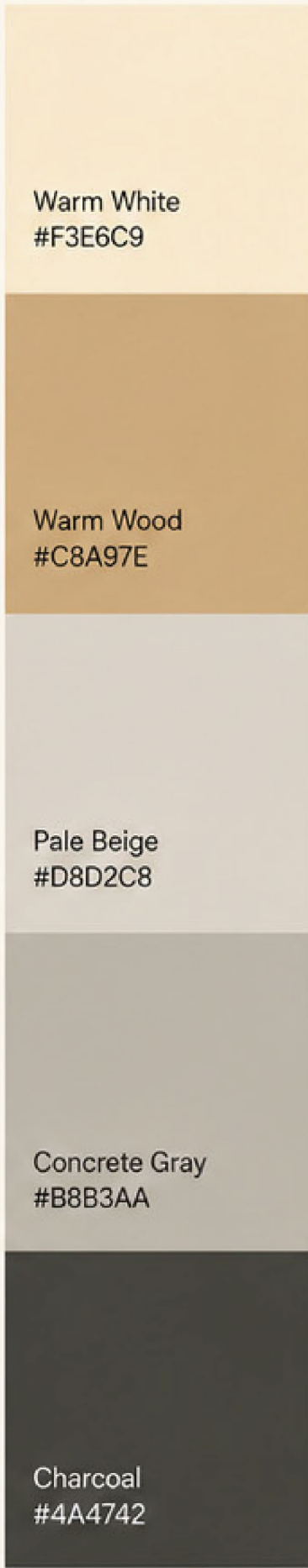
FLOW



LIGHT



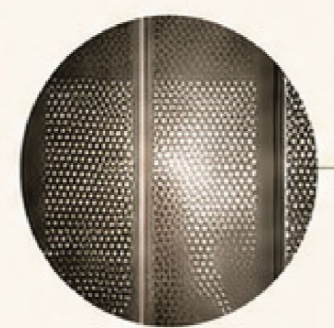
HUMAN SCALE



Matte Dark Steel
Deep shadow definition

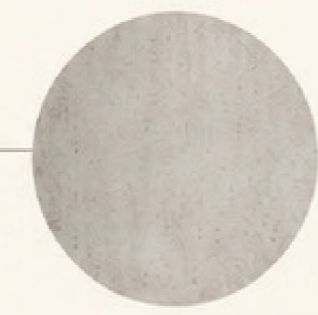


Layered Metal Canopy
Filtered light and rhythmic transparency



Perforated Openings
Controlled daylight and atmospheric glow

While the exterior form projects into the future, the interior deliberately returns to traditional Iranian materials — stone, wood, and textured plaster — creating a temporal paradox: the visitor enters tomorrow, but feels yesterday.



Light Concrete
Soft texture and diffused light response



Carved Stone



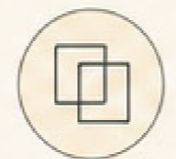
Warm Oak



Warm Ambient Light



TRADITION

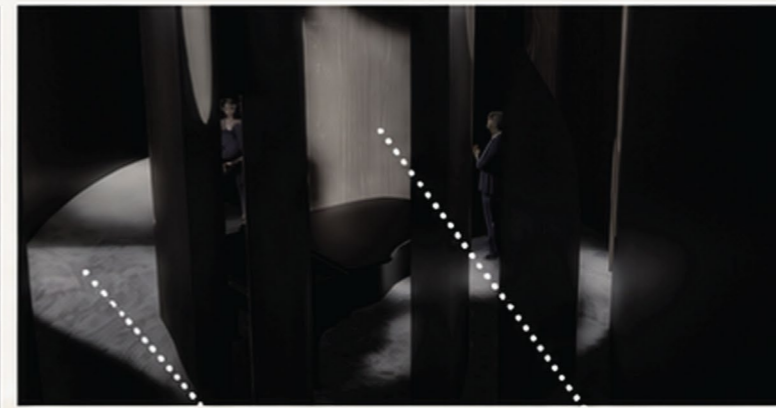
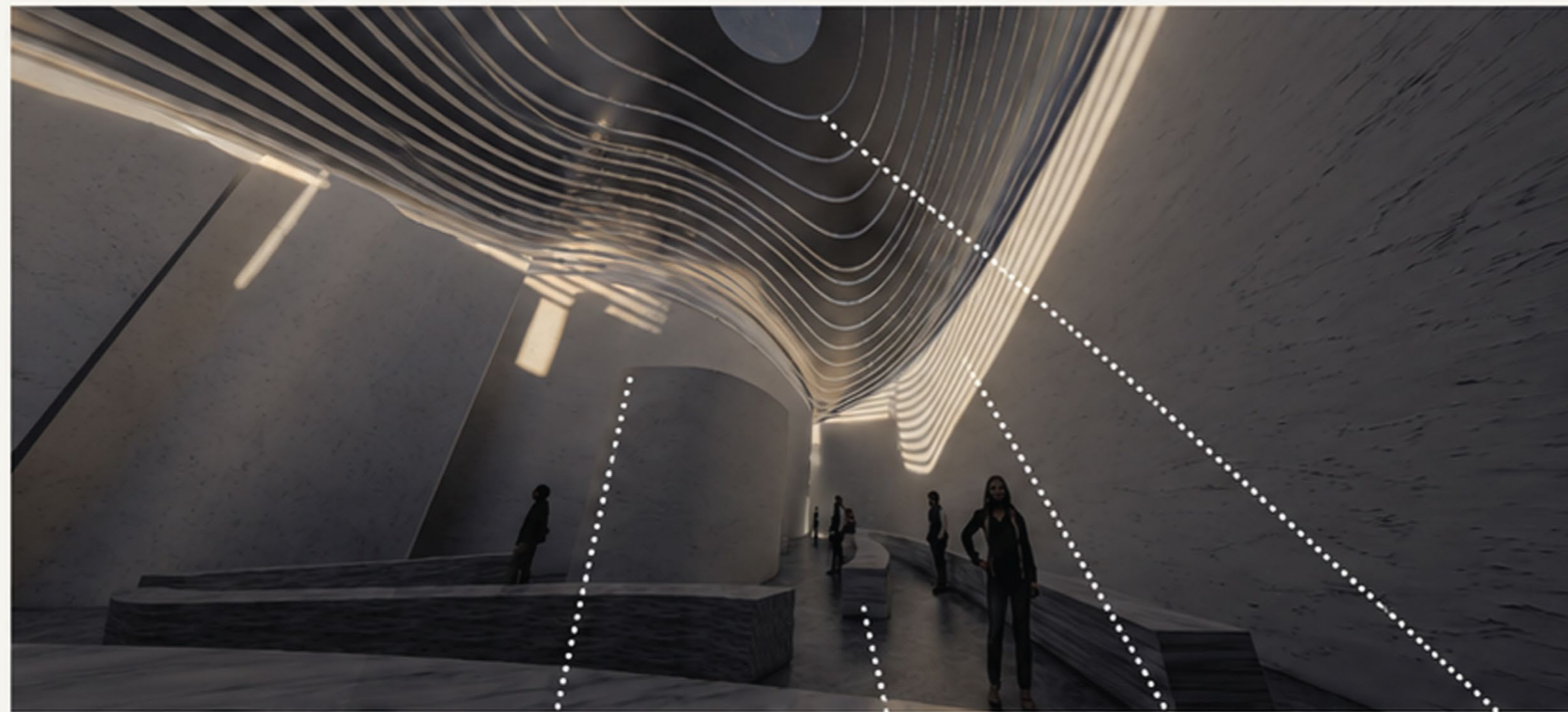



TRANSLATION




INNOVATION


Historical memory is preserved not through aesthetic imitation, but through the typological translation of light, air, and gathering.




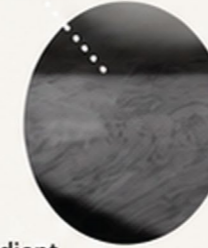
 Natural Light
Guided Light Paths

 Tactile Materials
Textured Surfaces

 Visual Comfort
Soft Glare Control

 Human Scale
Intimate Experience

 Biophilic Design
Nature Integration



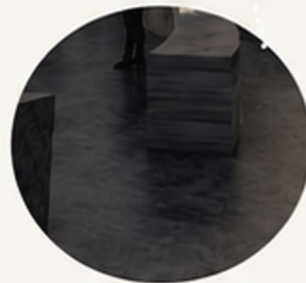
Shadow Gradient
Spatial transition / visual pause



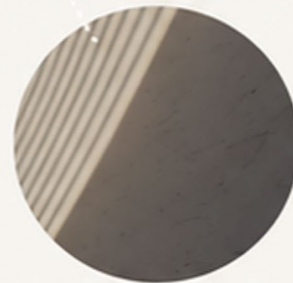
Warm Oak
Human warmth / tactile softness



Light Concrete
Soft texture / diffused light response



Carved Stone Bench
Monolithic presence / tactile stillness



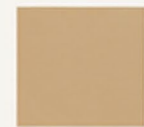
Warm Ambient Light
Atmospheric illumination



Diffused Glass
Filtered glow / softened vision



Warm White
#F3E6C9



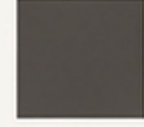
Warm Wood
#C8A97E



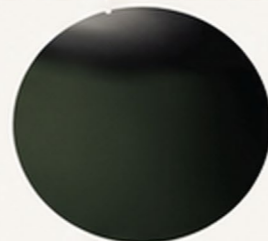
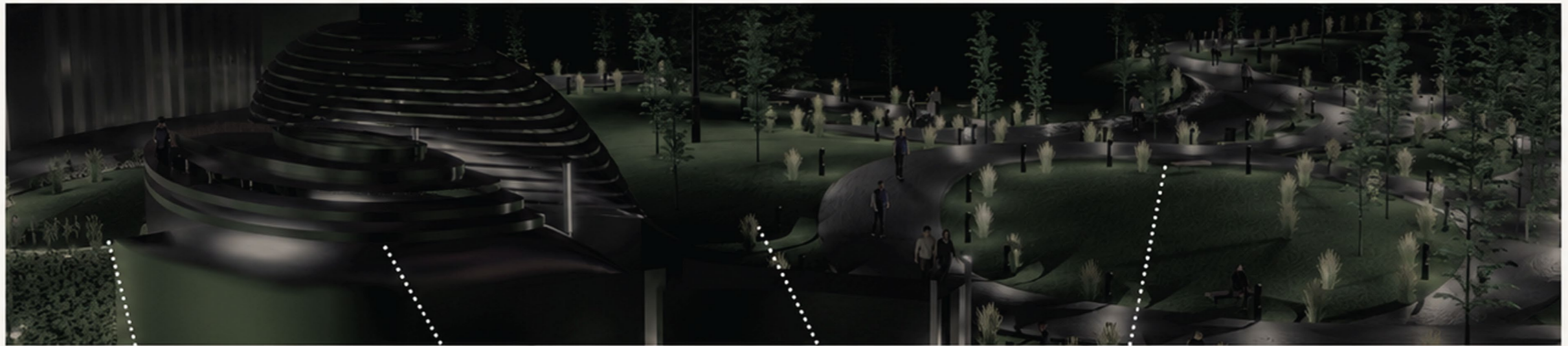
Pale Beige
#D8D2C8



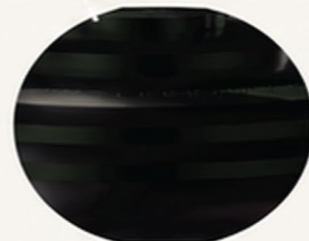
Concrete Gray
#B8B3AA



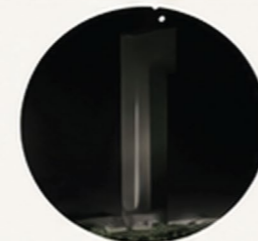
Charcoal
#4A4742



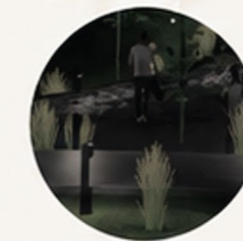
Matte Dark Steel
Depth / shadow definition



Layered Metal and Glass Canopy
Filtered light / rhythmic transparency



Perforated Light Openings
Controlled daylight / atmospheric glow



Soft Landscape Layer
Natural contrast / visual relief



POETRY IN ARCHITECTURE

MUSEUM OF POETRY

SHIRAZ, IRAN

THANK YOU
FOR YOUR TIME AND CONSIDERATION.

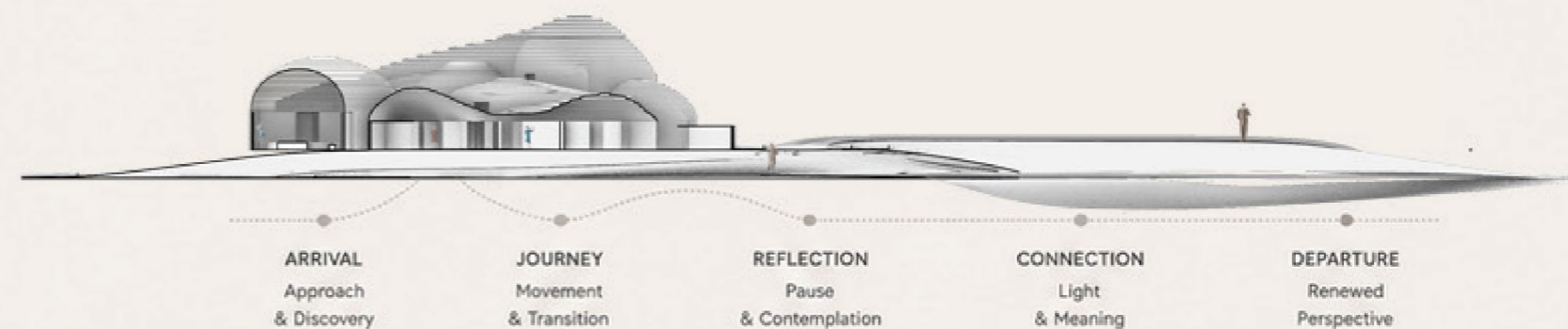
Where light writes,
and silence becomes meaning.



“

Inspired by the flowing nature of poetry,
the museum emerges as a journey of light, shadow, and movement.
Curved forms and perforated screens shape spaces for reflection and connection,
inviting visitors to slow down, feel, and find meaning within silence.
A place where architecture becomes a poem you walk through.

”



MOVEMENT



LIGHT



SILENCE



TRANSITION



REFLECTION



NATURE

PROJECT NAME	Museum of Poetry
LOCATION	Shiraz, Iran
YEAR	2026
COMPETITION	INSPIRELI Awards
DESIGNER	AMIRALI FIROOZKOUHI