

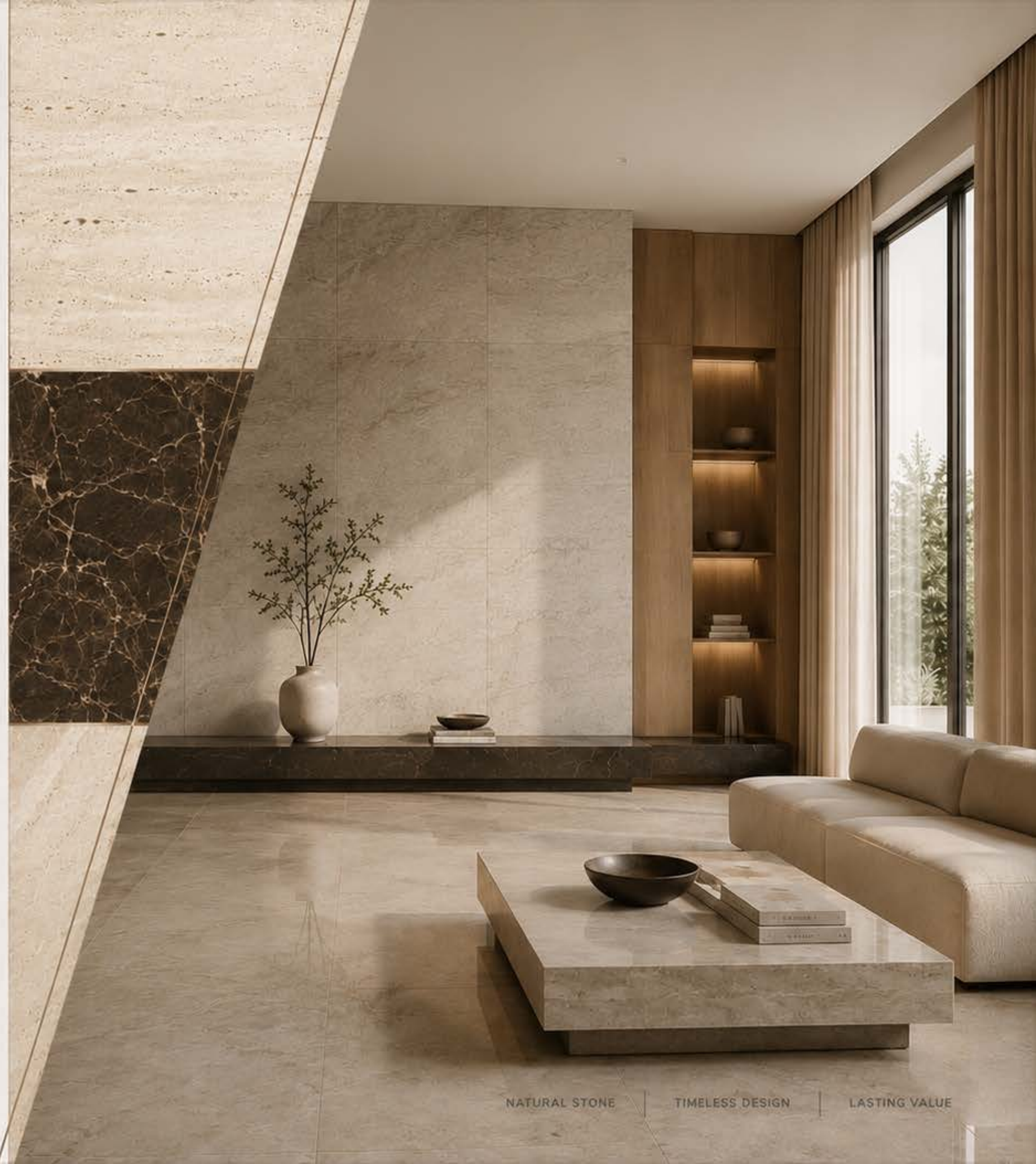
ARDURA

Standing with you,
solid as Stone

STANDARD PLAN MATERIAL-DRIVEN DESIGN PROPOSAL

Designing refined spaces through
the natural beauty of stone.

PROJECT	PRIVATE RESIDENCE
LOCATION	TEHRAN, IRAN
DATE	MAY 2025
PREPARED BY	ARDURA DESIGN STUDIO



NATURAL STONE

TIMELESS DESIGN

LASTING VALUE

PROJECT OVERVIEW

This proposal is developed based on the architectural information and materials provided by the client, with the goal of creating a coherent, refined, and material-driven spatial experience.

	PROJECT TYPE	Private Residence
	LOCATION	UAE / DUBAI
	TOTAL AREA	420 m ²
	SPACES IN SCOPE	Living Room, Dining, Kitchen, Bedrooms, Bathrooms, Entrance & Circulation
	SCOPE OF WORK	Material Selection, Layout Planning, and Visualization
	DATE	May 2025
	PREPARED BY	ARDURA DESIGN STUDIO

CLIENT INPUTS

-  Architectural drawings (Plans & Elevations)
-  Site photographs
-  Material preferences & inspirations
-  Functional requirements & priorities
-  Design direction & expectations



DESIGN READING

Our interpretation of the existing architecture helps define the material direction and spatial strategy for the project.

EXISTING ARCHITECTURE OBSERVATIONS

- 

CLEAR STRUCTURE
The architecture has a clear orthogonal structure with defined volumes and strong spatial hierarchy.
- 

NATURAL LIGHT
Main daylight from south and west openings creates soft, diffused illumination across spaces.
- 

SPATIAL CONNECTIONS
Openings and doorways connect key spaces, but material transitions are inconsistent.
- 

MATERIAL CONDITION
Current materials are neutral but lack warmth and cohesion. Various finishes exist without clear material logic.
- 

IMPROVEMENT OPPORTUNITIES
Opportunity to enhance material continuity, introduce natural stone, and strengthen the overall spatial identity.

EXISTING LAYOUT UNDERSTANDING



- 01 LIVING AREA
- 02 DINING & KITCHEN
- 03 ENTRANCE
- 04 CORRIDOR
- 05 BEDROOM
- 06 BATHROOM

NOTES

- Overall layout is functional and well proportioned.
- Some areas lack material continuity.
- Floor, wall and ceiling finishes vary in tone and texture.
- Opportunity to unify spaces through natural stone.

EXISTING SPACE IMPRESSIONS



01 | LIVING AREA



02 | DINING & KITCHEN



03 | ENTRANCE



04 | CORRIDOR



05 | BEDROOM



06 | BATHROOM

OVERALL OBSERVATIONS

- The existing space has strong potential but lacks material definition.
- Neutral palette and varied finishes reduce the sense of unity.
- Introducing a cohesive natural stone language will elevate the spatial quality.
- Opportunity to create a warmer, more refined, and timeless atmosphere.

KEY TAKEAWAYS


Strong architectural framework with good proportions.


Abundant natural light is a key advantage.


Material strategy needed to unify and elevate spaces.


Clear opportunities to introduce contrast, warmth and continuity.

CONCEPT & MOOD DIRECTION

A warm contemporary concept that embraces natural stone in its most authentic form. The design emphasizes calm, continuity, and refined simplicity, creating a timeless atmosphere that feels both grounded and sophisticated.

CONCEPT STATEMENT

“A calm and timeless interior where natural stone brings warmth, continuity, and enduring elegance.”



SPATIAL CHARACTER



COLOR DIRECTION



TEXTURE DIRECTION



REFERENCE IMAGES



ARDURA

Standing with you, solid as Stone

DESIGN INTENT

To create a seamless spatial experience through natural materials, soft tones and honest details, reflecting quiet luxury and lasting quality.

KEY DESIGN PRINCIPLES

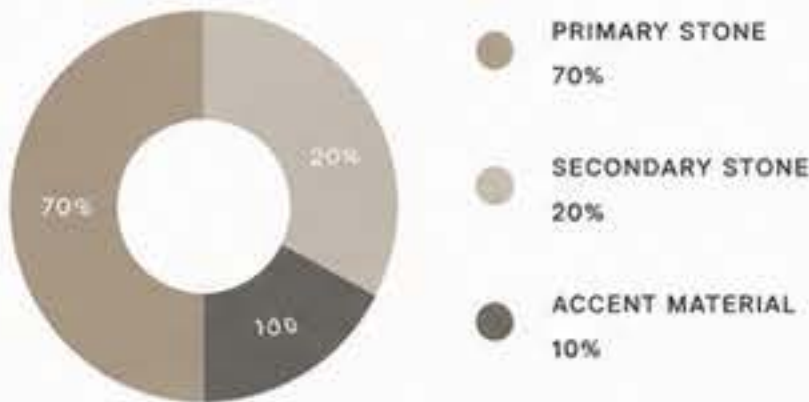
- Material continuity across spaces
- Warm, neutral palette for timeless appeal
- Natural textures for depth and authenticity
- Balanced contrast and proportion



MATERIAL PALETTE

A curated selection of natural stones and complementary materials, chosen for their quality, harmony, and ability to create a refined and cohesive spatial experience.

PALETTE OVERVIEW



KEY BENEFITS

- NATURAL HARMONY**
Earthy tones and natural textures create a warm and timeless atmosphere.
- MATERIAL CONTINUITY**
Coordinated materials ensure visual flow across all spaces.
- DURABILITY & PERFORMANCE**
Selected materials offer long-lasting beauty and high performance.
- TIMELESS APPEAL**
A refined palette that transcends trends and supports lasting design value.

PRIMARY STONE | 70%



ST-01 | BEIGE LIMESTONE

Finish: Honed
Origin: Iran
Warm beige limestone with subtle fossil patterns and soft movement, bringing calm and continuity to main surfaces.

SUGGESTED APPLICATIONS



SECONDARY STONE | 20%



ST-02 | DARK BROWN MARBLE

Finish: Polished
Origin: Iran
Rich dark brown marble with delicate veining, adding depth and contrast to define feature areas and create visual anchors.

SUGGESTED APPLICATIONS



ACCENT / COMPLEMENTARY MATERIALS | 10%



AC-01	AC-02	AC-03
Fluted Stone	Natural Wood	Brushed Brass
Finish: Matt	Finish: Veneer	Finish: Brushed
Application: Wall Panels	Application: Joinery	Application: Details

SUGGESTED APPLICATIONS



ARDURA
Standing with you, solid as Stone

NOTE
Natural stone is a product of nature. Variation in color, veining, and texture is inherent and adds to its uniqueness.

MATERIAL PALETTE IN CONTEXT



COMPOSITION LOGIC

A balanced composition of materials where each element plays a defined role. The hierarchy of stones, colors, and textures creates a coherent spatial experience with continuity, contrast, and refined accents.

MATERIAL HIERRACHY

- 70%

PRIMARY STONE ST-01
Foundation of the space.
Provides continuity and calm.
- 20%

SECONDARY STONE ST-02
Adds depth and contrast.
Defines key zones.
- 10%

ACCENT / COMPLEMENTARY AC-01 / AC-02 / AC-03
Introduces detail and character.
Highlights and elevates.

COMPOSITION PRINCIPLES

- CONTINUITY**
Use of primary stone across connected spaces to create a seamless flow.
- CONTRAST**
Secondary stone introduces contrast in key areas to add depth.
- ACCENT**
Accents are placed intentionally to highlight and refine the design.
- BALANCE**
Proportional distribution ensures visual harmony and material balance.

SPATIAL COMPOSITION DIAGRAM



MATERIAL USAGE BY SPACE

SPACE	ST-01 PRIMARY STONE	ST-02 SECONDARY STONE	AC-01 STONE DETAIL	AC-02 WOOD	AC-03 METAL
LIVING AREA	●	●	●	●	●
DINING & KITCHEN	●	●	●	●	●
BEDROOMS	●	—	●	●	—
BATHROOMS	—	●	●	●	—
ENTRANCE & CORRIDOR	●	—	●	●	●

DESIGN INTENT

The composition is designed to ensure a calm and continuous base (70%), with depth and definition in key areas (20%) and refined details that elevate the overall atmosphere (10%).

MATERIAL RELATIONSHIPS

- +

ST-01 + ST-02
Warm limestone combined with dark marble creates depth and a sophisticated contrast while maintaining harmony.
- +

ST-01 + AC-02
Natural stone with wood brings warmth and a soft, natural balance to the space.
- +

ST-02 + AC-03
Dark marble paired with brushed metal adds refinement and a touch of luxury.

TRANSITIONS & DETAILING

- FLOOR CONTINUITY**
Primary stone used continuously across main circulation areas.
- ZONE DEFINITION**
Secondary stone used to define key functional zones and volumes.
- VERTICAL ACCENTS**
Textured stone and wood elements add rhythm and visual interest.
- REFINED ACCENTS**
Metal details used in small touches to highlight and elevate the design.

ARDURA

Standing with you, solid as Stone

COMPOSITION SUMMARY

A thoughtfully balanced material composition creates a timeless interior with continuity, contrast, and refined accents.

MATERIAL ROLE OVERVIEW

- ST-01
Foundation
- ST-02
Definition
- AC-01 / AC-02 / AC-03
Accent & Detail



STONE APPLICATION OVERVIEW

A strategic application of natural stone across interior spaces, enhancing the architectural intent through material continuity, texture variations, and functional performance.

APPLICATION PRINCIPLES

- 

CONTINUITY
Using the same stone across connected spaces to create a seamless flow.
- 

HIERARCHY
Highlighting key areas through texture and finish variations.
- 

DURABILITY
Selecting appropriate finishes based on function, traffic, and maintenance.
- 

DETAIL INTEGRATION
Stone is applied with precision in junctions, edges, and transitions.
- 

NATURAL EXPRESSION
Allowing the beauty of natural stone to define the character of each space.

STONE APPLICATION PLAN



STONE FINISH STRATEGY



STONE APPLICATION BY SPACE



KEY TAKEAWAYS



Natural stone is used consistently to unify and elevate the design.



Each space is treated with the right finish for its function.



Accents and details bring depth, texture, and character.



The result is a timeless, cohesive, and refined interior experience.



FLOOR STONE LAYOUT PLAN

A cohesive stone layout plan that defines the material placement, pattern direction, and transitions across spaces, ensuring visual continuity, functionality, and refined detailing.

LAYOUT LEGEND

- **ST-01 | BEIGE LIMESTONE**
600x1200mm | Honed
Straight Lay
- **ST-02 | DARK BROWN MARBLE**
600x1200mm | Polished
Straight Lay
- **AC-01 | FLUTED STONE PANEL**
(Accent Band)
- **AC-03 | BRUSHED BRASS STRIP**
(Transition Detail)

GENERAL NOTES

- All floor levels are consistent unless noted otherwise.
- Stone joints to be aligned and minimal (2mm grout).
- Transition strips used at material changes.
- Refer to material palette for finishes and specifications.

FLOOR LAYOUT PLAN



PATTERN & DIRECTION

ST-01 | STRAIGHT LAY



ST-02 | STRAIGHT LAY



TRANSITION DETAIL



FLOORING BY SPACE

		ST-01 Beige Limestone Honed 600x1200mm Straight Lay
		ST-01 Beige Limestone Honed 600x1200mm Straight Lay
		ST-02 Dark Brown Marble Polished 600x1200mm Straight Lay (Accented Border)
		ST-01 Beige Limestone Honed 600x1200mm Straight Lay
		ST-01 Beige Limestone Honed 600x1200mm Straight Lay
		ST-02 Dark Brown Marble Polished 600x1200mm Straight Lay
		ST-01 Beige Limestone Honed 600x1200mm Straight Lay

ARDURA

Standing with you, solid as Stone

KEY TAKEAWAYS



Consistent use of natural stone ensures visual continuity.



Transitions are defined with refined details for a seamless flow.



Accent stone is used strategically to highlight key areas.



Durable and timeless materials selected for long-term performance.



ADDITIONAL APPLICATION PLAN

Detailed application of natural stone on vertical elements and built-in features, ensuring material consistency, refined transitions, and a cohesive architectural expression throughout the interior.

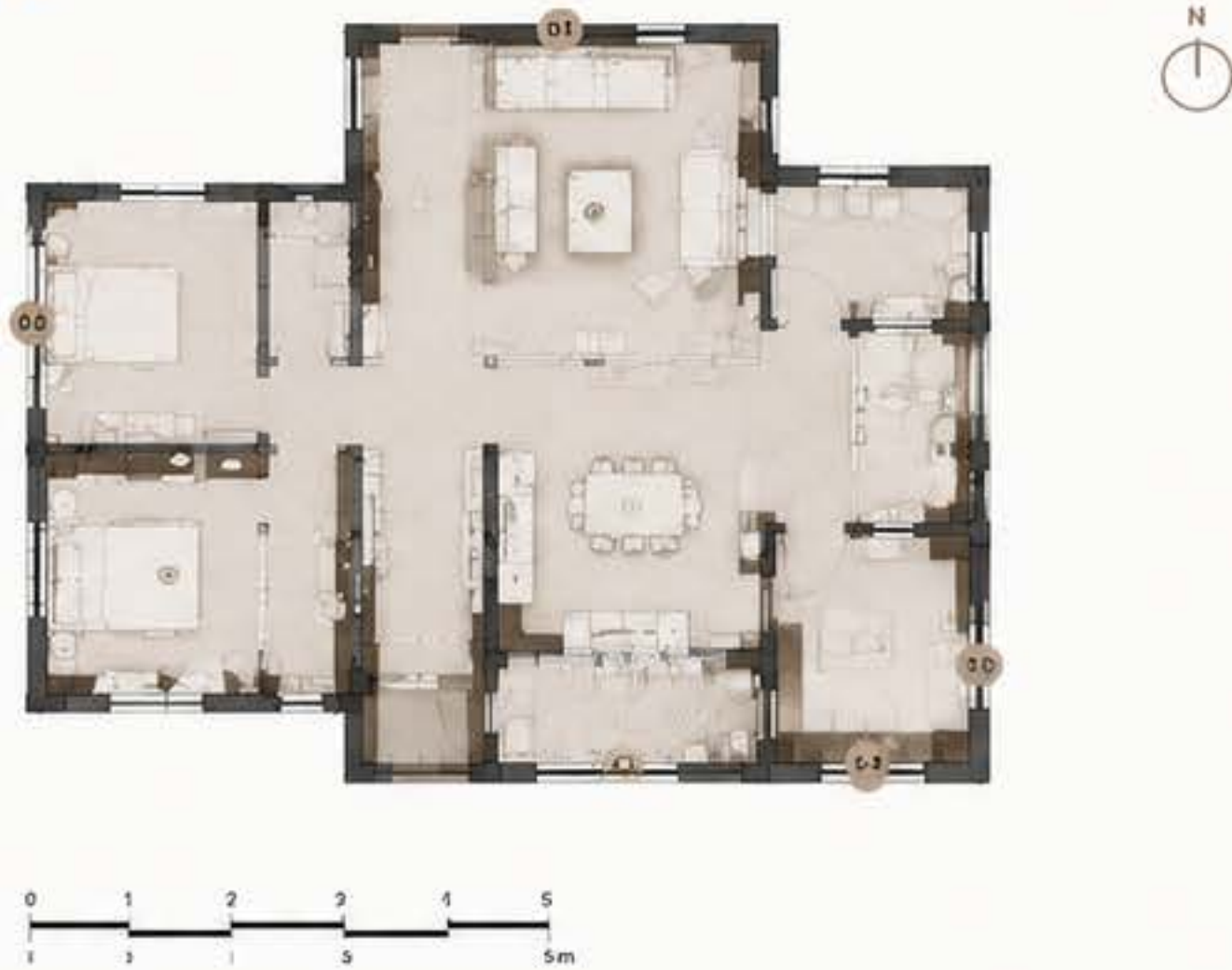
APPLICATION OVERVIEW

- 01 FEATURE WALL - LIVING AREA**
TV background and display niche
- 02 FIREPLACE WALL - LIVING AREA**
Stone surround and hearth
- 03 VANITY TOP - BATHROOMS**
Countertop and integrated basin
- 04 SHOWER WALL - BATHROOMS**
Full height wall cladding
- 05 BALCONY WALL & BENCH**
Wall cladding and built-in seating
- 06 WINDOW SILL & JAMB DETAIL**
Stone sill with return and jamb

MATERIAL REFERENCE



KEY PLAN - LOCATION MAP



GENERAL NOTES

- All stone applications to follow the approved material palette.
- Joints to be minimal (2mm grout), and aligned with design intent.
- Stone to be sealed as per manufacturer's recommendation.
- Refer to elevations and details for all dimensions.

MATERIAL LEGEND

- ST-01** Beige Limestone (Honed)
- ST-02** Dark Brown Marble (Polished)
- AC-01** Fluted Stone Panel (Matt)

FINISH STRATEGY

- Consistent use of natural stone across key architectural elements.
- Accent details highlight and elevate focal points.
- Material transitions are designed for visual harmony and durability.

01 FEATURE WALL - LIVING AREA



02 FIREPLACE WALL - LIVING AREA



03 VANITY TOP - BATHROOMS



04 SHOWER WALL - BATHROOMS



05 BALCONY WALL & BENCH



06 WINDOW SILL & JAMB DETAIL



KEY TAKEAWAYS

Natural stone elevates key architectural elements.

Consistent materials create a unified and seamless look.

Thoughtful detailing ensures durability and precision.

Every surface is crafted to reflect timeless quality.

ARDURA
Standing with you, solid as Stone



PHOTOREALISTIC SPATIAL RENDERS

A photorealistic visualization of the final design, highlighting material harmony, natural light, and refined spatial composition across all key areas.

MATERIAL IN CONTEXT



ST-01
Beige Limestone
Honed



ST-02
Dark Brown Marble
Polished



AC-01
Fluted Stone Panel
Matt

KEY TAKEAWAYS

-  Natural light enhances the veining and texture of the stone surfaces.
-  Consistent use of materials creates visual continuity and flow.
-  Thoughtful detailing elevates the overall spatial experience.
-  A timeless palette brings warmth, calm, and architectural clarity.



01 LIVING AREA
Warm, calm, and cohesive living space with balanced use of natural stone.



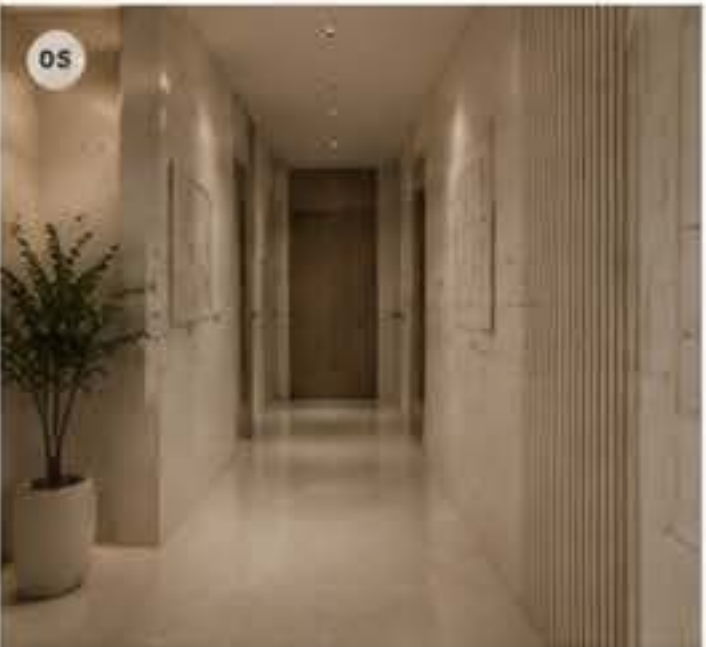
02 DINING & KITCHEN
Harmonious material combination adds depth and sophistication to the space.



03 BEDROOM
Soft textures and natural tones create a relaxing and intimate atmosphere.



04 BATHROOM
Stone surfaces bring elegance and a spa-like tranquility.



05 CORRIDOR
Continuous material flow enhances spatial depth and cohesion.



06 BALCONY
Outdoor extension with natural stone for durability and timeless appeal.

RENDER VIEW KEY PLAN

- 01** Living Area
- 02** Dining & Kitchen
- 03** Bedroom
- 04** Bathroom
- 05** Corridor
- 06** Balcony



PRELIMINARY MATERIAL SCHEDULE

A preliminary selection of natural stone materials for key applications, ensuring harmony, performance, and architectural consistency across the interior.

MATERIAL PALETTE (IN CONTEXT)



ST-01
Beige Limestone
Honed
Main Floor & Wall



ST-02
Dark Brown Marble
Polished
Fireplace & Accents



AC-01
Fluted Stone Panel
Matt
Feature Wall

PLEASE NOTE
This schedule is preliminary and subject to changes based on further design development, availability, and technical review.

CODE	MATERIAL	APPLICATION	LOCATION	FINISH	THICKNESS (mm)	ESTIMATED QUANTITY	REFERENCE IMAGE
ST-01	 Beige Limestone	Flooring	Living Area Dining & Kitchen Bedroom Corridor	Honed	20	Approx. 165 m²	
ST-01	 Beige Limestone	Wall Cladding	Living Area TV Wall Bathroom Walls Corridor Walls	Honed	20	Approx. 125 m²	
ST-02	 Dark Brown Marble	Fireplace Wall & Surround	Living Area	Polished	20	Approx. 8.5 m²	
AC-01	 Fluted Stone Panel	Feature Wall	Living Area (Behind Sofa)	Matt	18	Approx. 15.2 m²	
ST-01	 Beige Limestone	Bathroom Vanity Top & Basin	Bathrooms	Honed	30	Approx. 6 Units	
ST-01	 Beige Limestone	Window Sill & Jamb	All Windows	Honed	20	Approx. 21 lm	

GENERAL NOTES

- Quantities are estimated based on the current design intent and may vary.
- All stones are natural materials; variation in color and veining is expected.
- Final selection and approval to be confirmed with samples.
- Refer to technical drawings for precise measurements and details.

LEGEND

**ST-01** Beige Limestone (Honed)

**ST-02** Dark Brown Marble (Polished)

**AC-01** Fluted Stone Panel (Matt)

KEY PLAN



- 01 Living Area
- 02 Dining & Kitchen
- 03 Bedroom
- 04 Bathroom
- 05 Corridor
- 06 Balcony

KEY TAKEAWAYS



Carefully selected natural stones ensure visual harmony and cohesion.



Durable materials chosen for performance and long-term value.



Thoughtful application across all surfaces elevates the design.



Final selection will be confirmed upon sample review and approval.

ARDURA

Standing with you, Solid as Stone

CONTACT



design@ardurastone.com



ardurastone.com