

HERITAGE AND THE ORDERING RULES OF RAY CEMENT
FACTORY’S ATMOSPHERE
FOR AN ADAPTIVE REUSE PROJECT



BAHAR GOSHTASBPUR

Thesis submitted to the Department of Architecture and Design at the Politecnico di Torino in partial fulfillment of the requirements for the master degree of Architecture for Heritage.

FEBRUARY 2026

Approved by: Matteo Robiglio

Methodology Flowchart: From Flâneuring to Sanjaghi Negari

1. ACKNOWLEDGEMENTS

This thesis has evolved from numerous conversations, observations, and moments of quiet reflection that took place within and on the grounds of Ray Cement Factory. First of all, I would like to thank Prof. Matteo Robiglio, who has supported me throughout this thesis and has helped shape it into what it is today. I would like to thank him for his insightful and clear thinking, as well as for keeping me on track and focused on that which is most essential; space, ambiance, and human presence within that space.

Also, I would like to thank people who have helped me comprehend Sanjaghi Negari, especially Sara Rahmati Sayeh, who has helped me formulate this research through her methodology and insight, and through which a doorway opened for me that taught me to learn, perceive, interpret, and express this 'atmosphere' of delicate rigor.

To all of you, members of my precious family and friends, thank you so much for being that one constant in this crazy world that holds me down and grounds me through it all. Your help has made this journey possible every step of the way.

And finally, I would like to thank, personally, the Ray Cement Factory itself; its silence, its dust, its light, its echoes, its memory. This thesis is, above all, a gesture of listening.

Thank you.

2. ABSTRACT

Heritage and the Ordering Rules of Ray Cement Factory's Atmosphere for an Adaptive Re-use Project

Each space is recognized by its distinct atmosphere. The aura, vibes and the whole body, together which are recognized as a unique atmosphere. Comprehensive sensory perceptions of the atmosphere would enable us to process it thoroughly with our mental abilities (memory, remembrance, and thinking capabilities). The investigation which in turn, prepares us properly to discover and understand the specific space and the distinct atmosphere.

We understand the atmosphere with our 5 senses. The atmosphere is perceived through our senses by practicing flâneuring and being present in the moment. The practice by which we build the capability to understand and represent the atmosphere as it is.

The "Sanjaghi Negari" method "سنجاقی نگاری" - meaning evaluation of atmosphere – invented by Sara Rahmati Sayeh is "a means to communicate, a method to organize and combine findings in new rearrangements, and guide decisions for creative design in the presence of possibilities".

Based on the theoretical foundations of this thesis, heritage is considered to be the ordering rules of atmosphere. Understanding and applying these ordering rules enable us to adequately (authentically, genuinely, and sufficiently) address any request for the transformation of the current atmosphere into a new atmosphere. As a result, the work of this thesis concludes with discovering, understanding, and presenting these rules.

From the author's standpoint, the body is ordered by aura and atmosphere. So, when we know the ordering rules that serve as the connective way between the current atmosphere and new atmospheres, we can easily understand the arrangement of new possible bodies. Sanjaghi negari is a delicate means through which, discovering and understanding the atmosphere and thereby the ordering rules of the atmosphere are achieved. The insight and understanding which ultimately empowers us to properly reach the purpose of adaptive reuse.

Keywords: Heritage, The Ordering Rules, Ray Cement Factory, Atmosphere, Adaptive Reuse, Senses, Flâneuring, Being present, Represent, Sanjaghi Negari, سنجاقی نگاری, Transformation

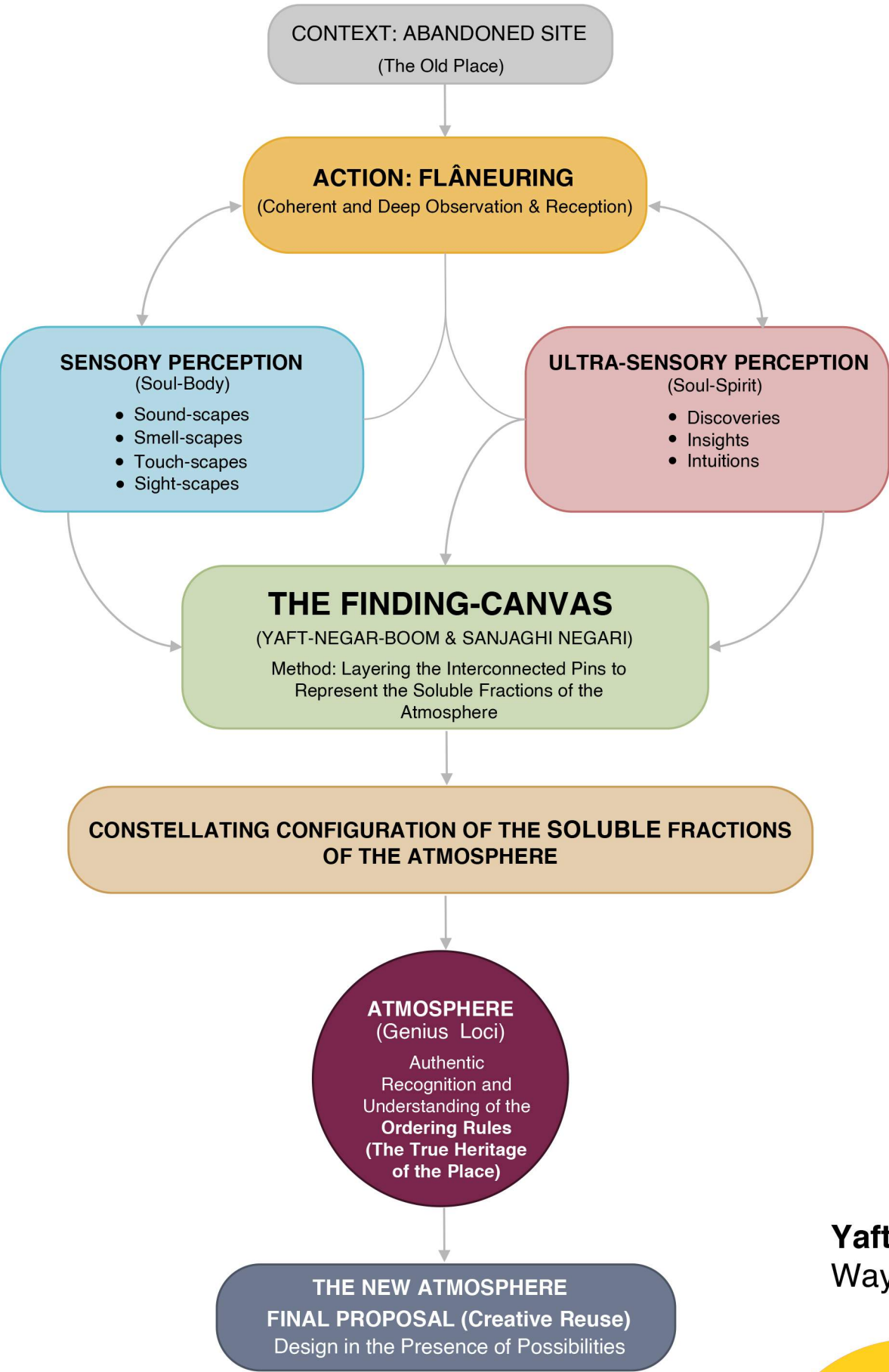


TABLE OF CONTENTS

- 1. Title Page
- 2.Acknowledgements
- 3.Abstract

PART I - INTRODUCTION & CURRENT CONDITION

- 6. What is Rey Cement Factory?
- 7. Methodology

PART II - INTERVENTION STRATEGY & PROJECT DEVELOPMENT

- Flâneuring around the factory
- Flâneuring inside of the factory
- Flâneuring inside of the factory and south side of the factory
- Flâneuring for sound-scape
- Sound-scape
- Flâneuring for smell-scape
- Sound-scape
- Flâneuring for touch-scape
- Sound-scape
- Flâneuring for sight-scape
- Sound-scape
- Flâneuring for visual-scape
- Sound-scape
- Flâneuring for light-scape
- Light-scape
- Sanjaghi Negari
- Gens
- Senkh
- Atmosphere
- ordering rules
- Sanjaghi Negari
- Gens
- Senkh
- Atmosphere

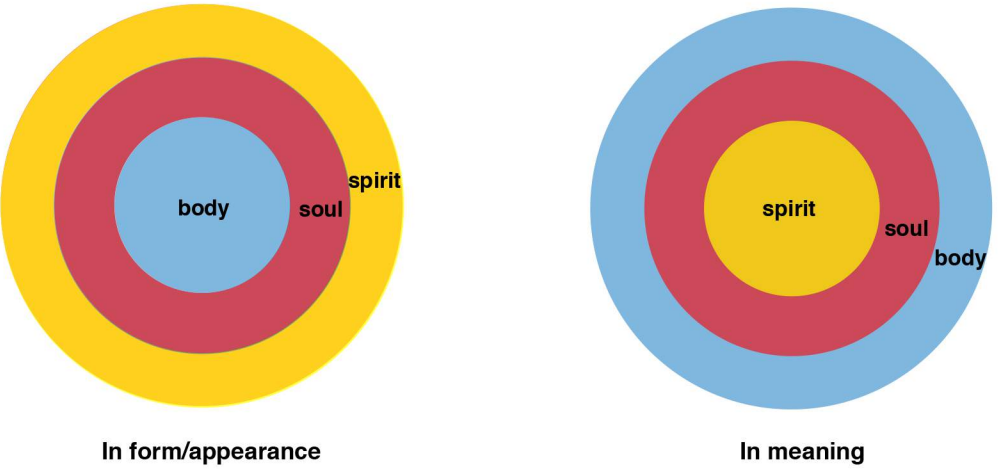
PART III - A SUGGESTED ALTERNATIVE

- Flâneuring for the stories of the factory
- Flâneuring of the suggested alternative
- 3D Cuts
- Ground lelev plan
- Facades and sections

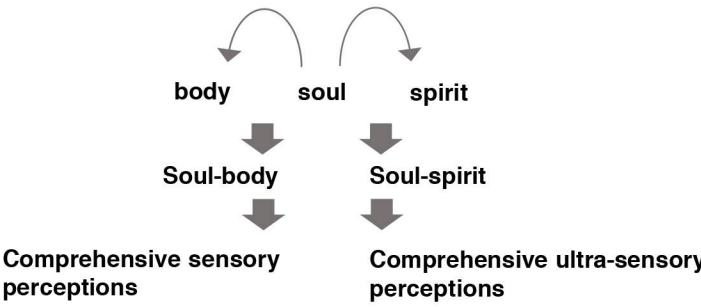
PART IV - A SUGGESTED ALTERNATIVE

- 19. Bibliography
- 20. Appendices

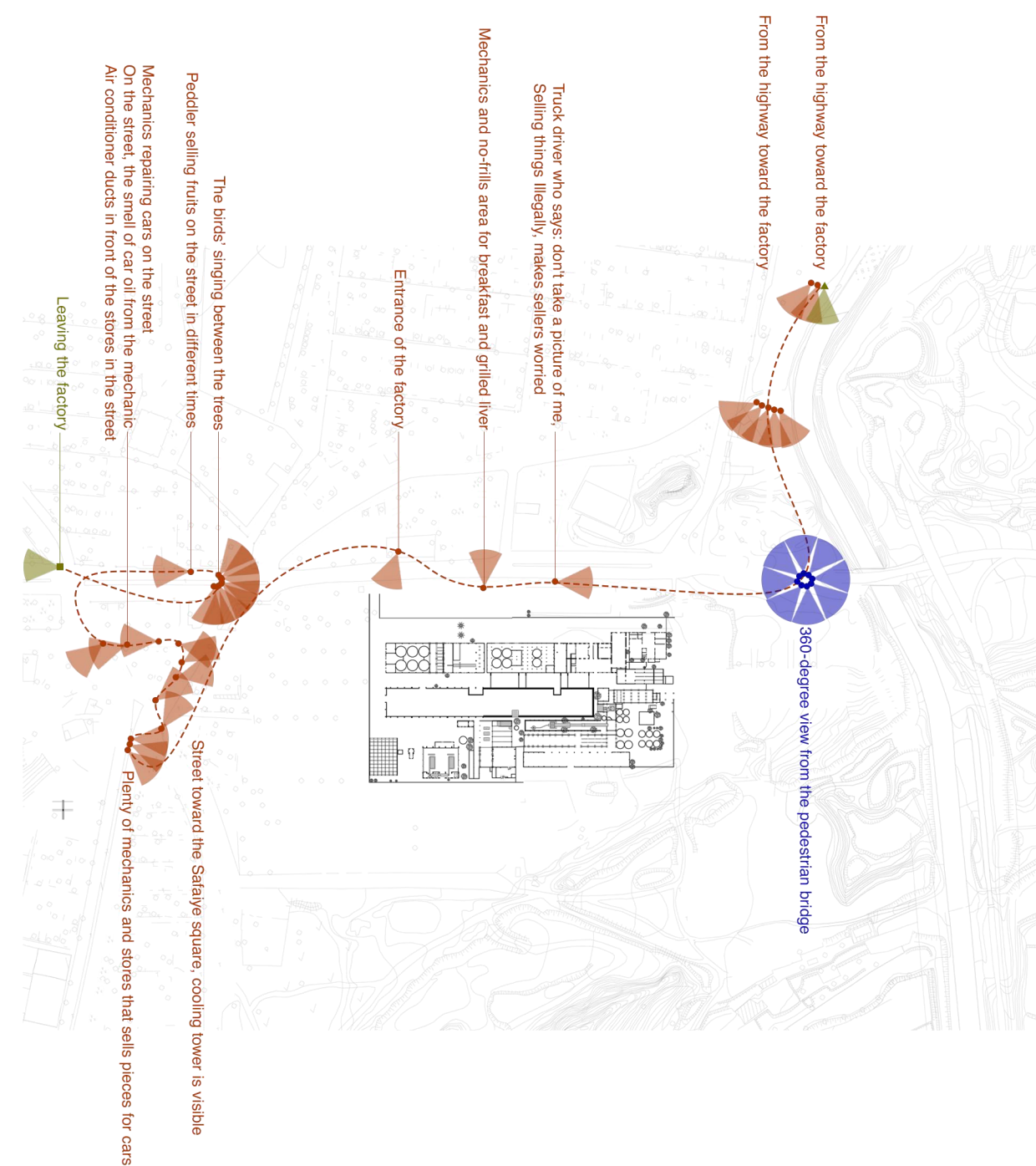
Yaft Simply Means Perception, and this is the Way through which We Perceive the World



arrange the graphic



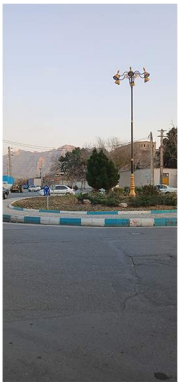
FLÂNEURING FOR SOUND PERCEPTION



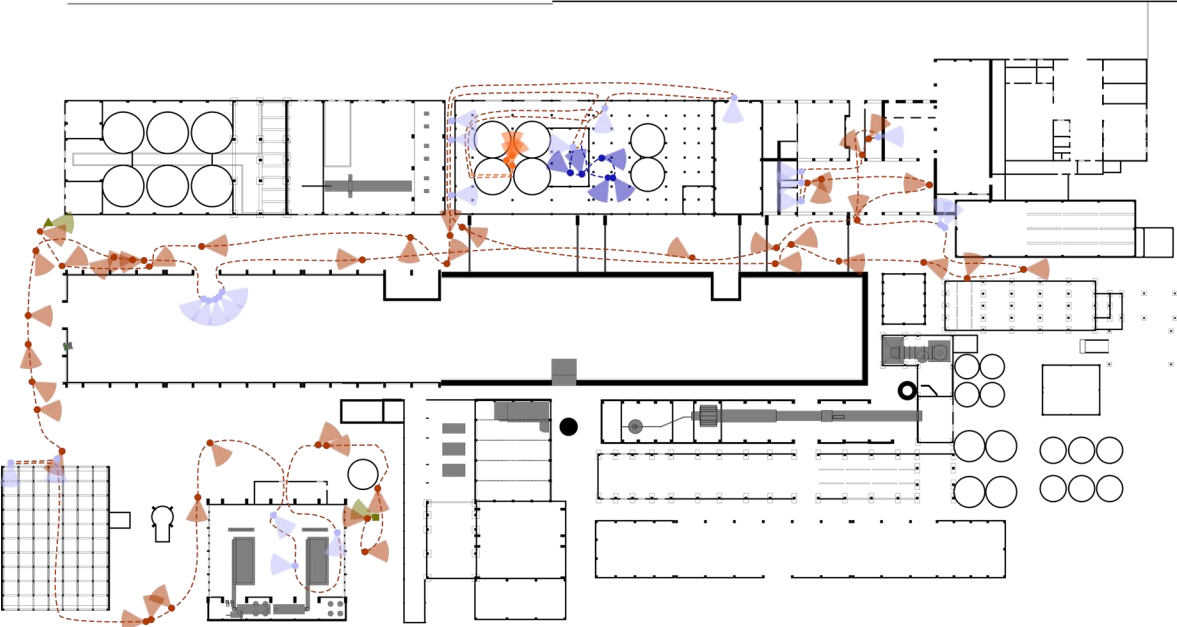
LEGEND

- Legend
- Flâneuring path
 - Start point
 - End point
 - View from upper levels
 - View from ground level
 - View from underground level





FLÂNEURING FOR SOUND PERCEPTION

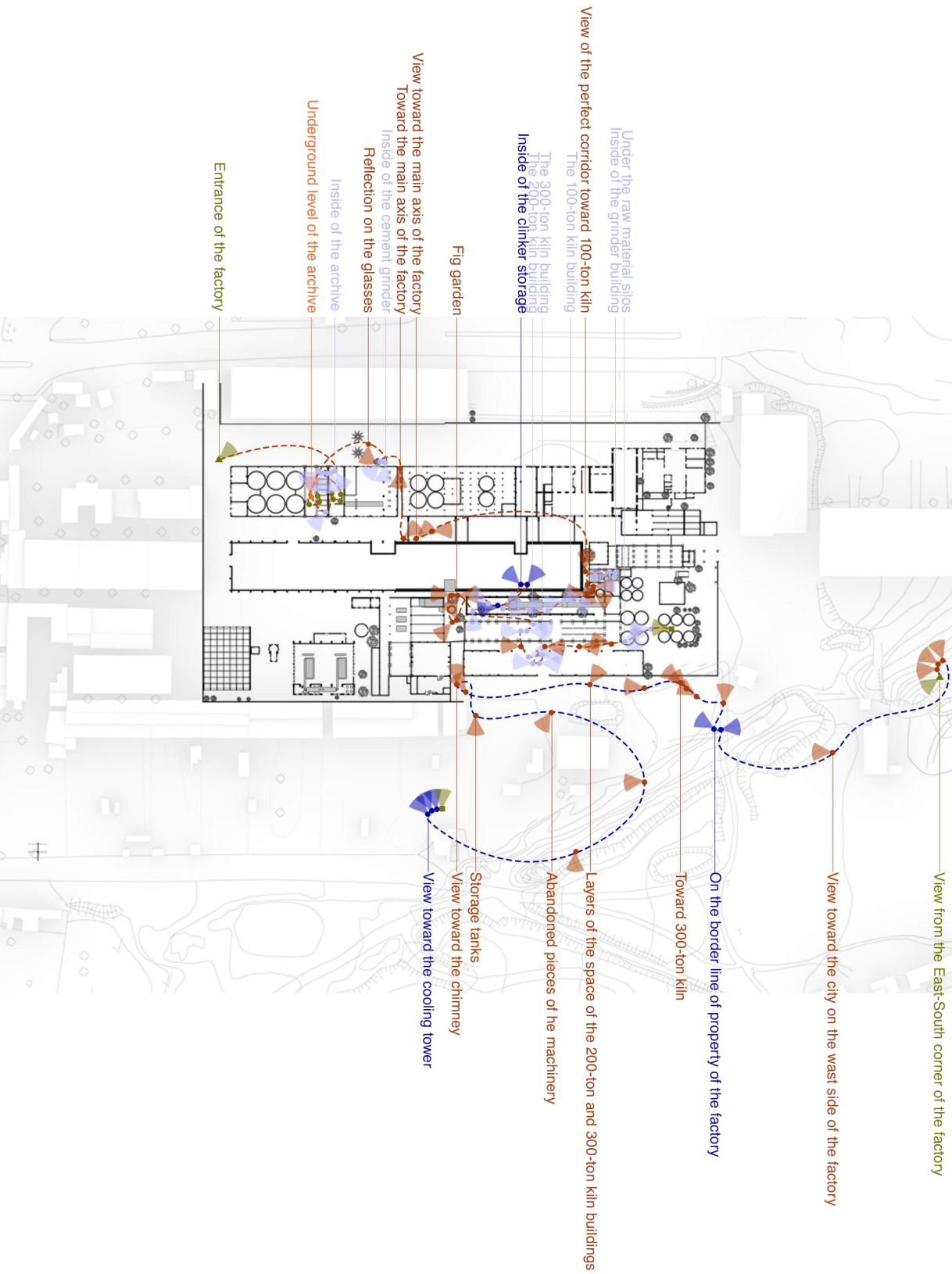


LEGEND

- Flâneuring path
- Start point
- End point
- View from upper levels
- View from ground level
- View from underground level

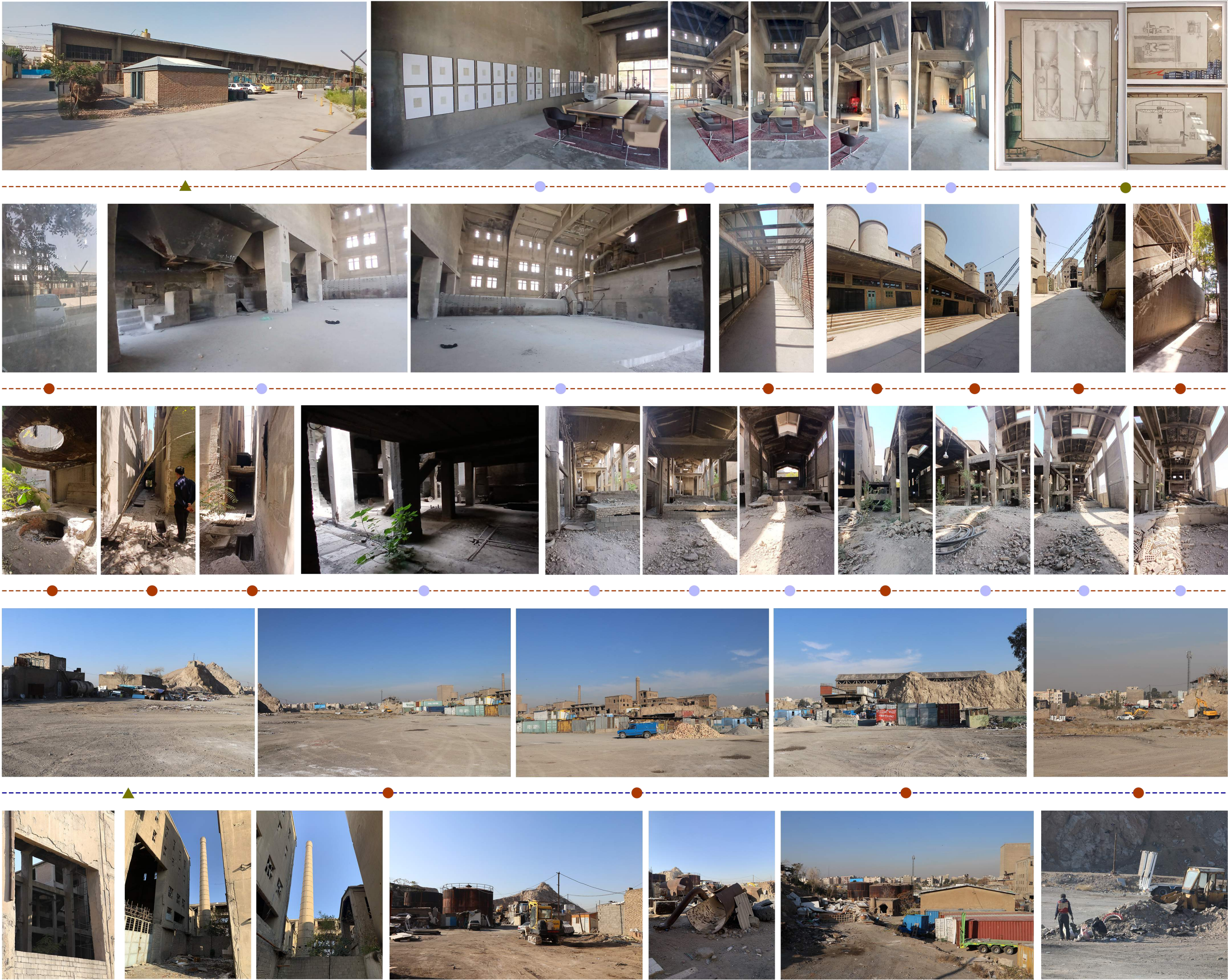


FLÂNEURING FOR SOUND PERCEPTION



LEGEND

- Flâneuring path
- Start point
- End point
- View from upper levels
- View from ground level
- View from underground level





FLÂNEURING FOR SOUND - SCAPE

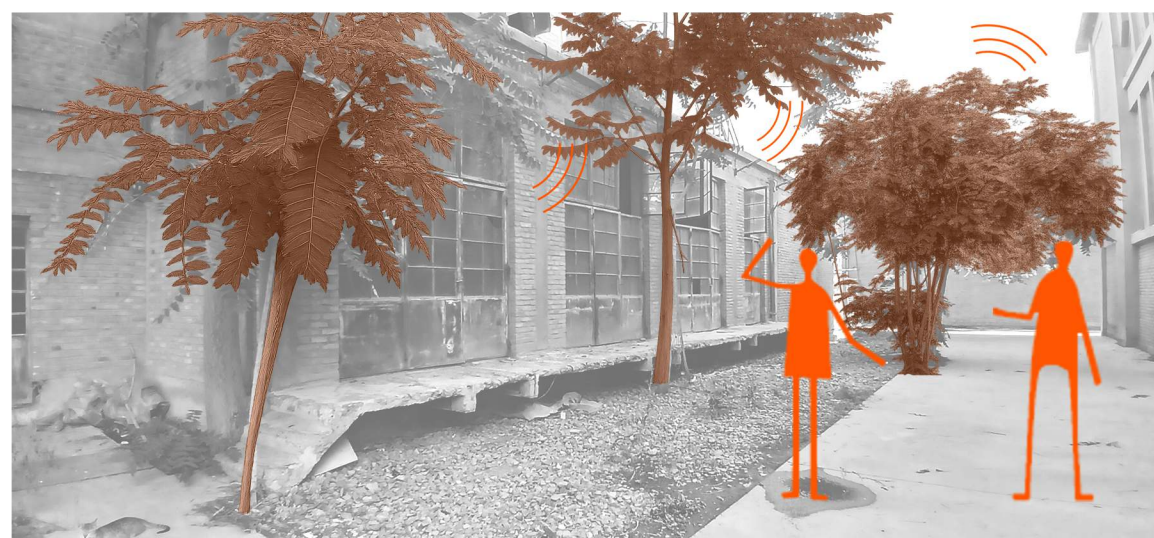


Figure X. Sound of birds in the power house west courtyard, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Wind in the cooling tower, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Wind in the cooling tower, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Green area near the entrance, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Sound corridor in the archive, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Passage toward the kiln buildings, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.

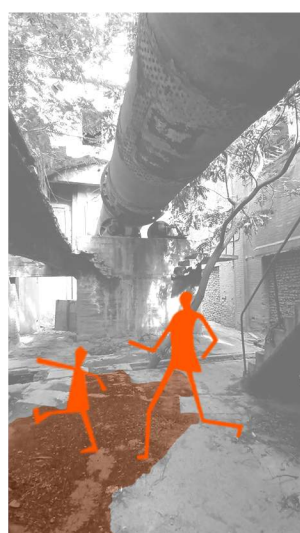


Figure X. Open area of the 100-ton kiln, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. East silos of the 100-ton kiln, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Power house of the east courtyard, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. The 200-ton kiln building, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Between the 200-ton and 300-ton kiln buildings, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. The 300-ton kiln building, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Warehouses on the south side, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. Machinery on the south side, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. Machinery on the south side, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi. November 2024.



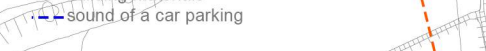
Figure X. Sorkhe Hasar River, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. Construction site on the north side, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi. November 2024.



Figure X. Traffic on the main street on the north side, Shahr-e Rey, Tehran
Photograph by Amirali Tousi, November 2024.



FLÂNEURING FOR VISUAL - SCAPE

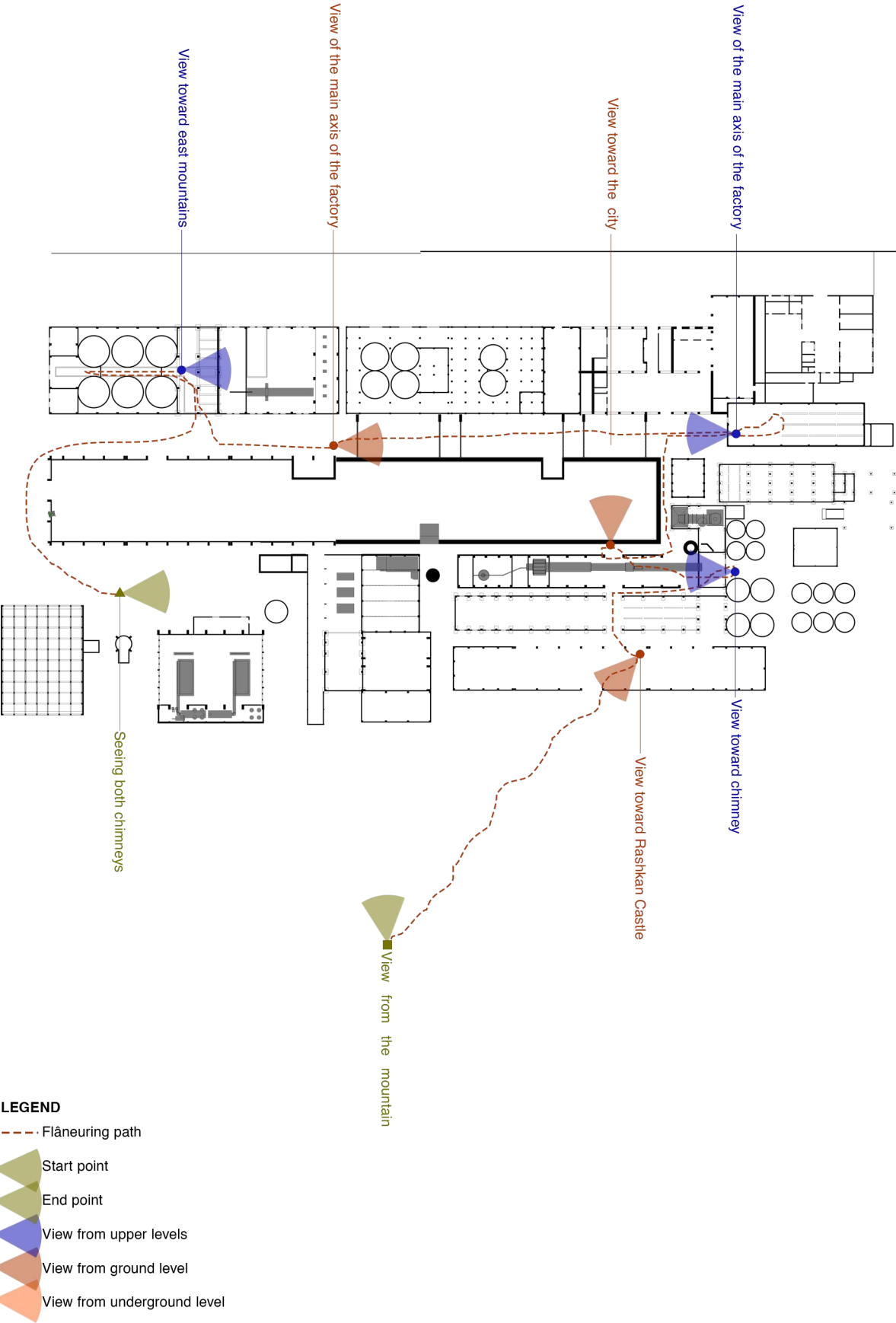


Figure X. View of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Moslem Zare, December 2022.

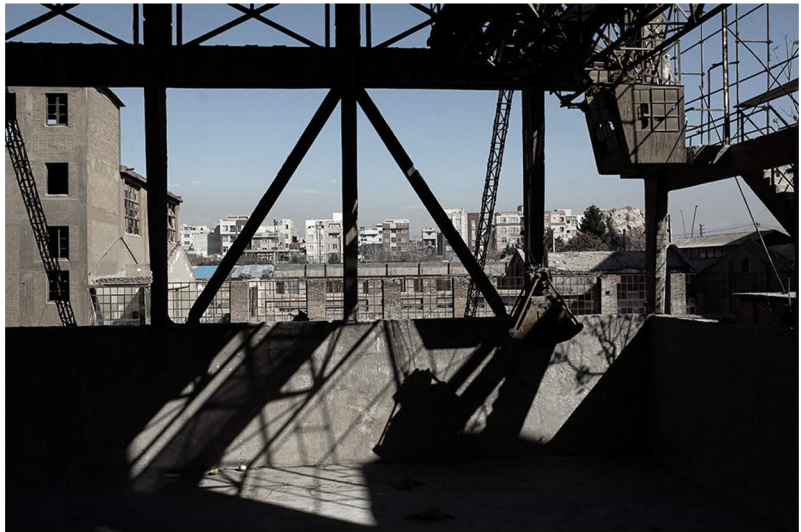


Figure X. Interior view of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph published by BORN News. Accessed December 16, 2025. <https://borna.news>



Figure X. View of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Seyyed Bahaddin Banitaba, published by Mashregh News, April 23, 2018. <https://cdn.mashreghnews.ir>



Figure X. Rooftop view of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph published by Mehr News Agency, February 27, 2022. <https://media.mehrnews.com>



Figure X. Interior view of the Rey Cement Factory, Shahr-e Rey, Tehran. Image sourced from Di-balls.com, accessed December 2024.



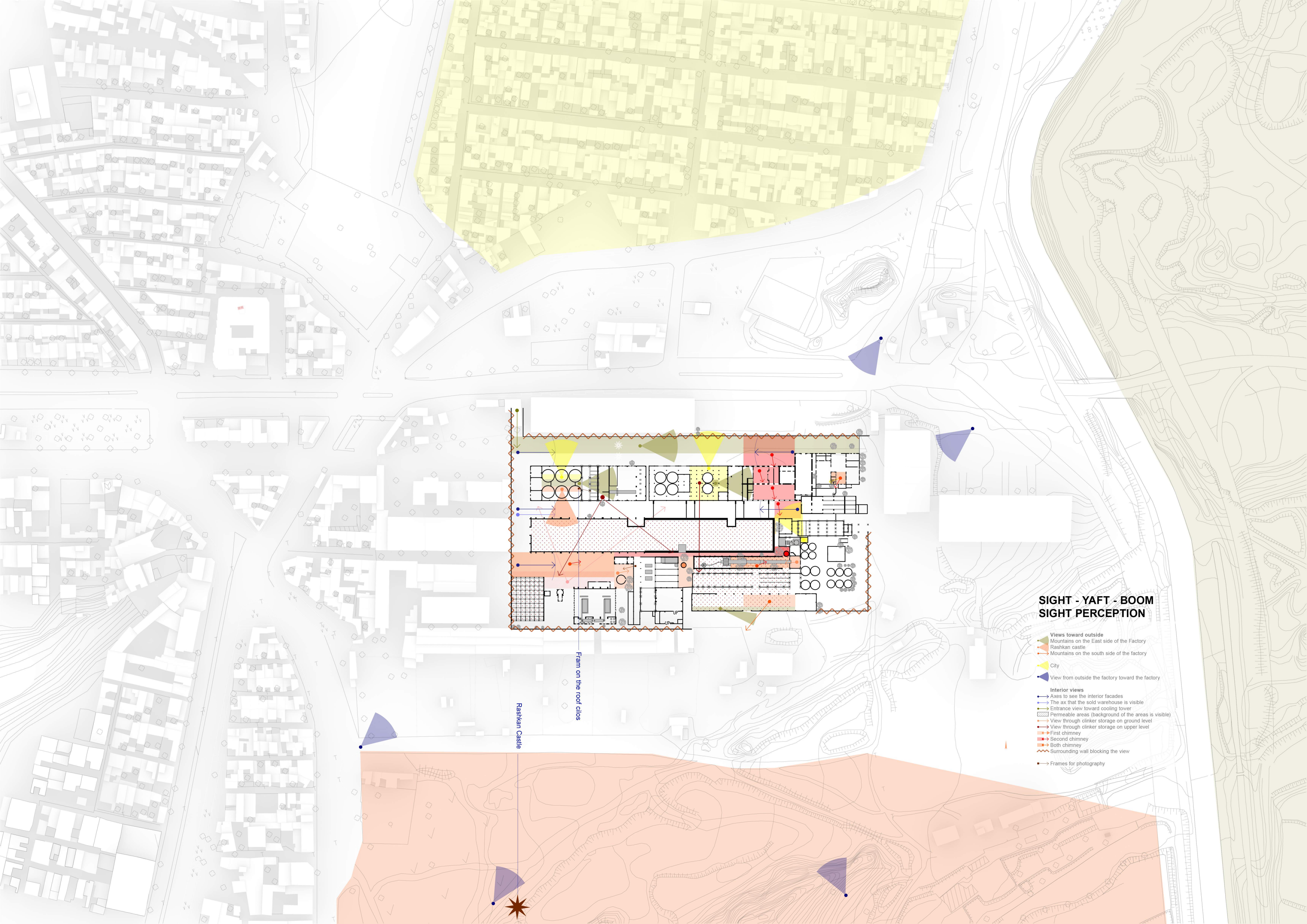
Figure X. View of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Seyyed Bahaddin Banitaba, published by Mizan News Agency, 2018. <https://cdn.asriran.com>



Figure X. View of the Rey Cement Factory and nearby quarry, Shahr-e Rey, Tehran. Photograph published by BORN News, 2022. <https://borna.news>



Figure X. Aerial view of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph published by ISNA (Iranian Students' News Agency), April 9, 2018. <https://cdn.isna.ir>



SIGHT - YAFT - BOOM SIGHT PERCEPTION

- Views toward outside
 - Mountains on the East side of the Factory
 - Rashkan castle
 - Mountains on the south side of the factory
 - City
 - View from outside the factory toward the factory
- Interior views
 - Axes to see the interior facades
 - The ax that the sold warehouse is visible
 - Entrance view toward cooling tower
 - Permeable areas (background of the areas is visible)
 - View through clinker storage on ground level
 - View through clinker storage on upper level
 - First chimney
 - Second chimney
 - Both chimney
 - Surrounding wall blocking the view
 - Frames for photography

FLÂNEURING FOR LAND - SCAPE

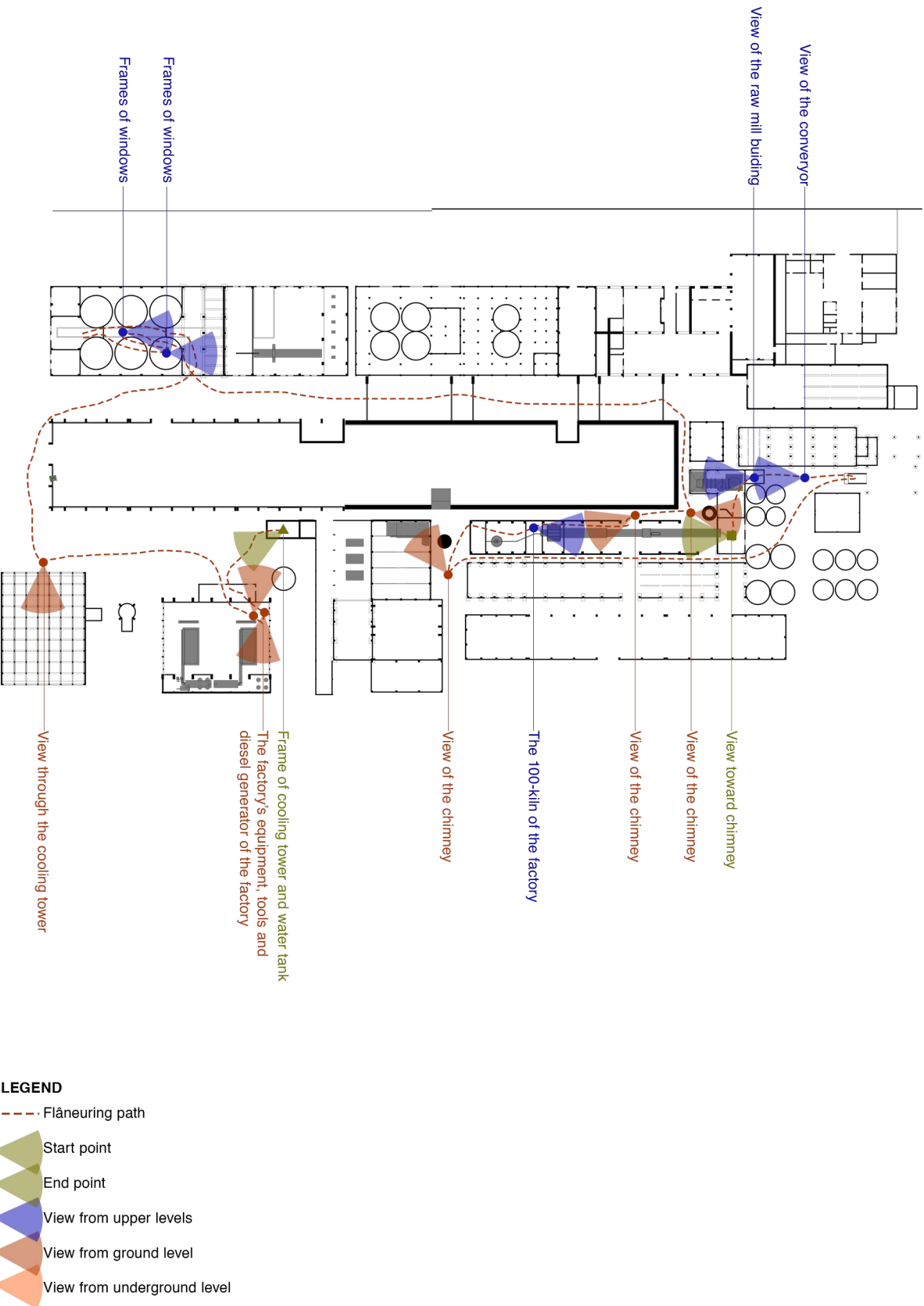


Figure X. View from power house and turbine hall of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Mostafa Roudaki, published by Mizan News Agency, n.d. <https://mizanonline.ir>



Figure X. Diesel Generator Building of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. Tools of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Hadi Zand, published by ISNA (Iranian Students' News Agency), 2022. <https://cdn1.ruydadran.com>

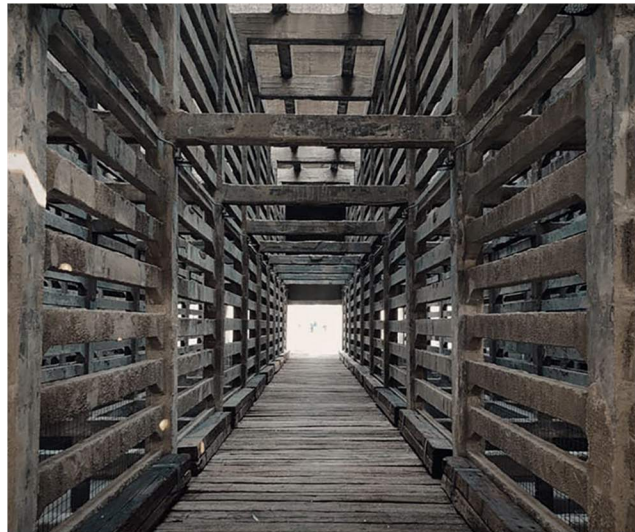


Figure X. Interior corridor of the Rey Cement Factory, Shahr-e Rey, Tehran. Image published by Dibats.com, n.d. <https://dibats.com>, accessed December 2024.



Figure X. The 300-ton Silos of Rey Cement Factory, Shahr-e Rey, Tehran. Photograph published by ISNA (Iranian Students' News Agency), February 28, 2022. <https://cdn1.sana.ir>

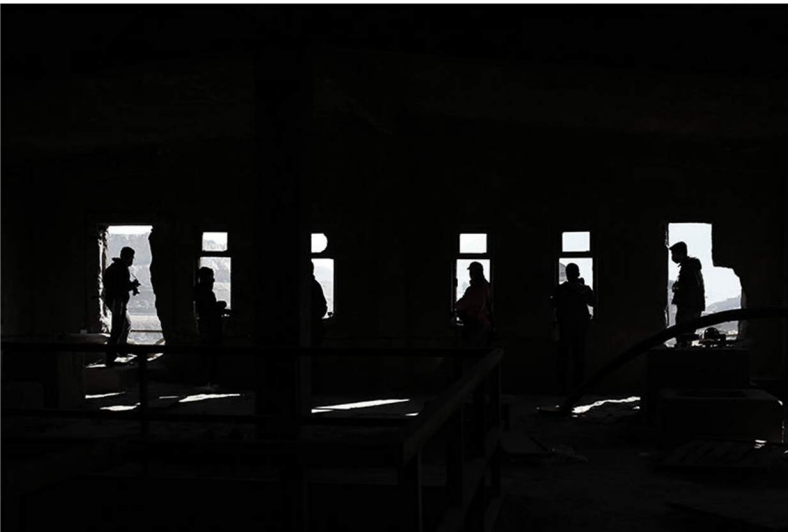


Figure X. Above 300-ton Cement Silos of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph published by BORNA News, n.d. <https://cdn.borna.news>



Figure X. The Passage toward 100-ton Kiln of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Mostafa Roudaki, published by Mizan News Agency, n.d. <https://www.bultannews.com>



Figure X. The Chimney of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Moslem Zare, December 2022.



Figure X. Machinery and stacked kiln sections inside the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amin Ahouei, published by Tasnim News Agency, February 24, 2022. <https://news-media.tasnimnews.com/>



Figure X. View of The Chimney of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Seyyed Bahaedin Banitaba, published by Mizan News Agency, n.d. <https://mizanonline.ir>



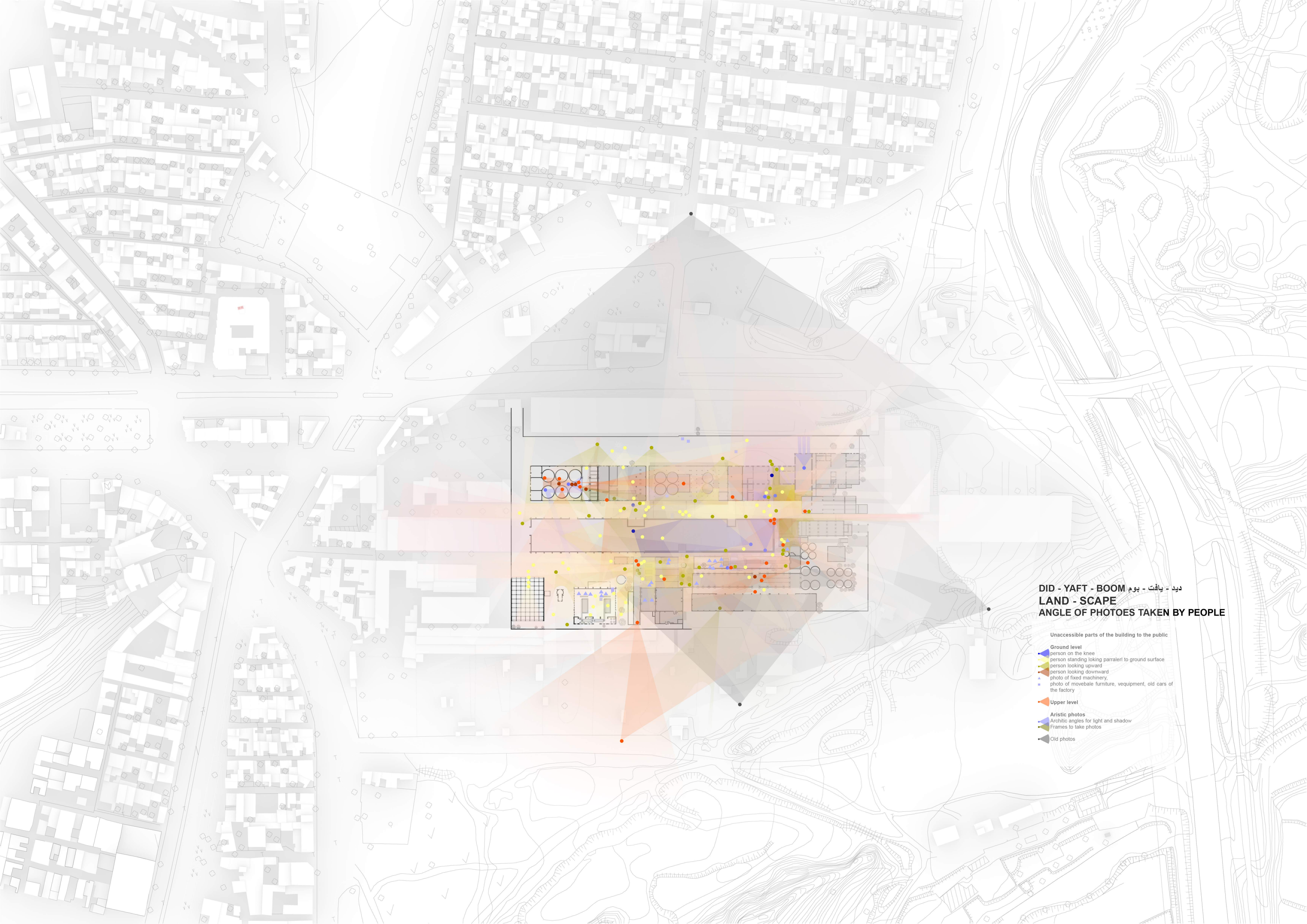
Figure X. Conveyor corridor inside the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Shayan Mehrabi, published by Tehran Picture Agency, 2021. <https://www.tehranpicture.ir/>



Figure X. Conveyor corridor inside the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Shayan Mehrabi, published by Tehran Picture Agency, 2021. <https://www.tehranpicture.ir/>



Figure X. View from Raw Mill Building of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Shayan Mehrabi, published by Tehran Picture Agency, 2021. <https://www.tehranpicture.ir/>



دید - یافت - بوم يوم
LAND - SCAPE
ANGLE OF PHOTOES TAKEN BY PEOPLE

- Unaccessible parts of the building to the public
- Ground level
 - person on the knee
 - person standing loking parraleri to ground surface
 - person looking upward
 - person looking downward
 - photo of fixed machinery
 - photo of movebale furniture, vequiment, old cars of the factory
 - Upper level
 - Aristic photos
 - Architic angles for light and shadow
 - Frames to take photos
 - Old photos

FLÂNEURING FOR LIGHT - SCAPE

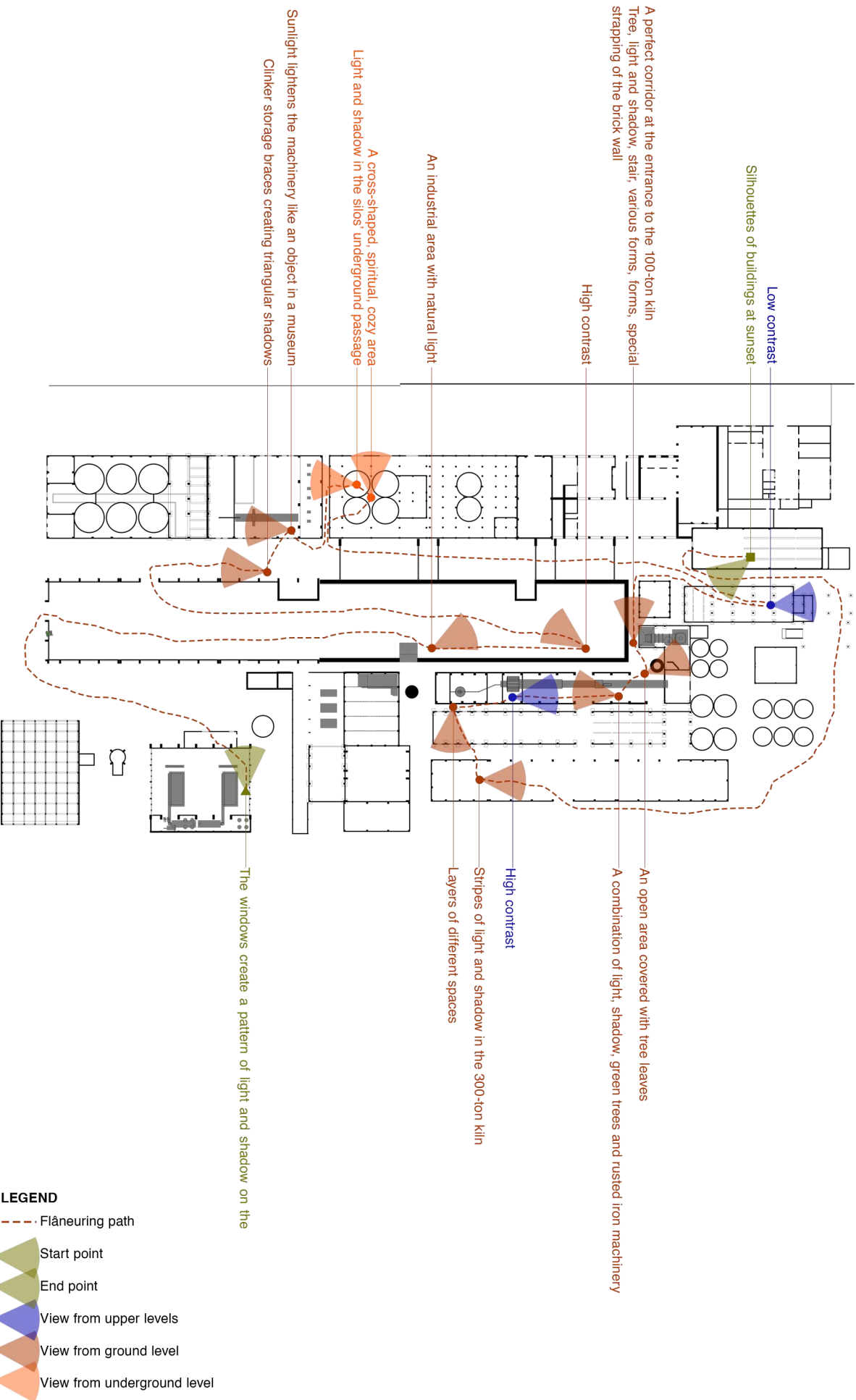


Figure X. Diesel Generator Building of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Mostem Zare, December 2022.



Figure X. Clinker Storage of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. Clinker Storage of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph published by BORNA News, n.d. <https://cdn.borna.news>.



Figure X. Main axis of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. Cement Mill Building of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Mostafa Roudaki, published by Mizan News Agency, n.d. <https://mizanonline.ir>.



Figure X. 200-ton Cement Silos' Underground passage of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. 200-ton Cement Silos of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. The Raw Mill Building of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph published by Balad.ir, n.d. <https://cdn.balad.ir>.



Figure X. The Passage to 100-ton Kiln of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. The Passage to 100-ton Kiln of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Seyyed Bahaddin Banlilaba, published by Mizan News Agency, n.d. <https://mizanonline.ir>.



Figure X. The Passage to 100-ton Kiln of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. The Chimney of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph published by BORNA News, n.d. <https://cdn.borna.news>.



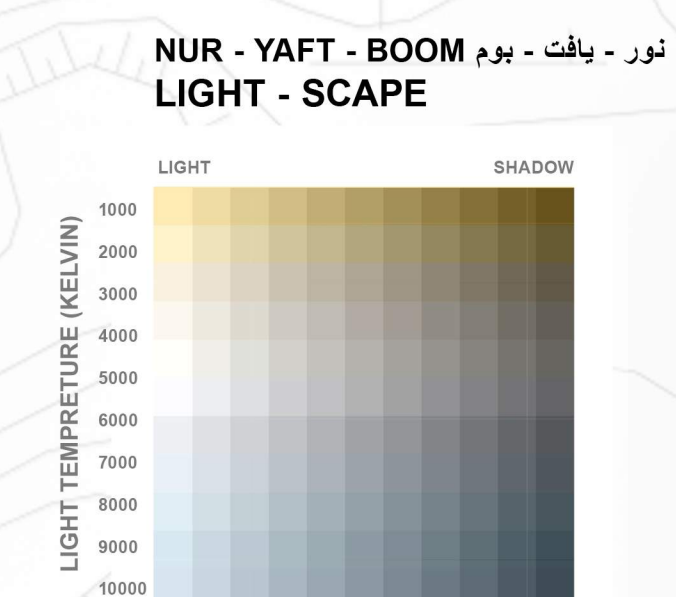
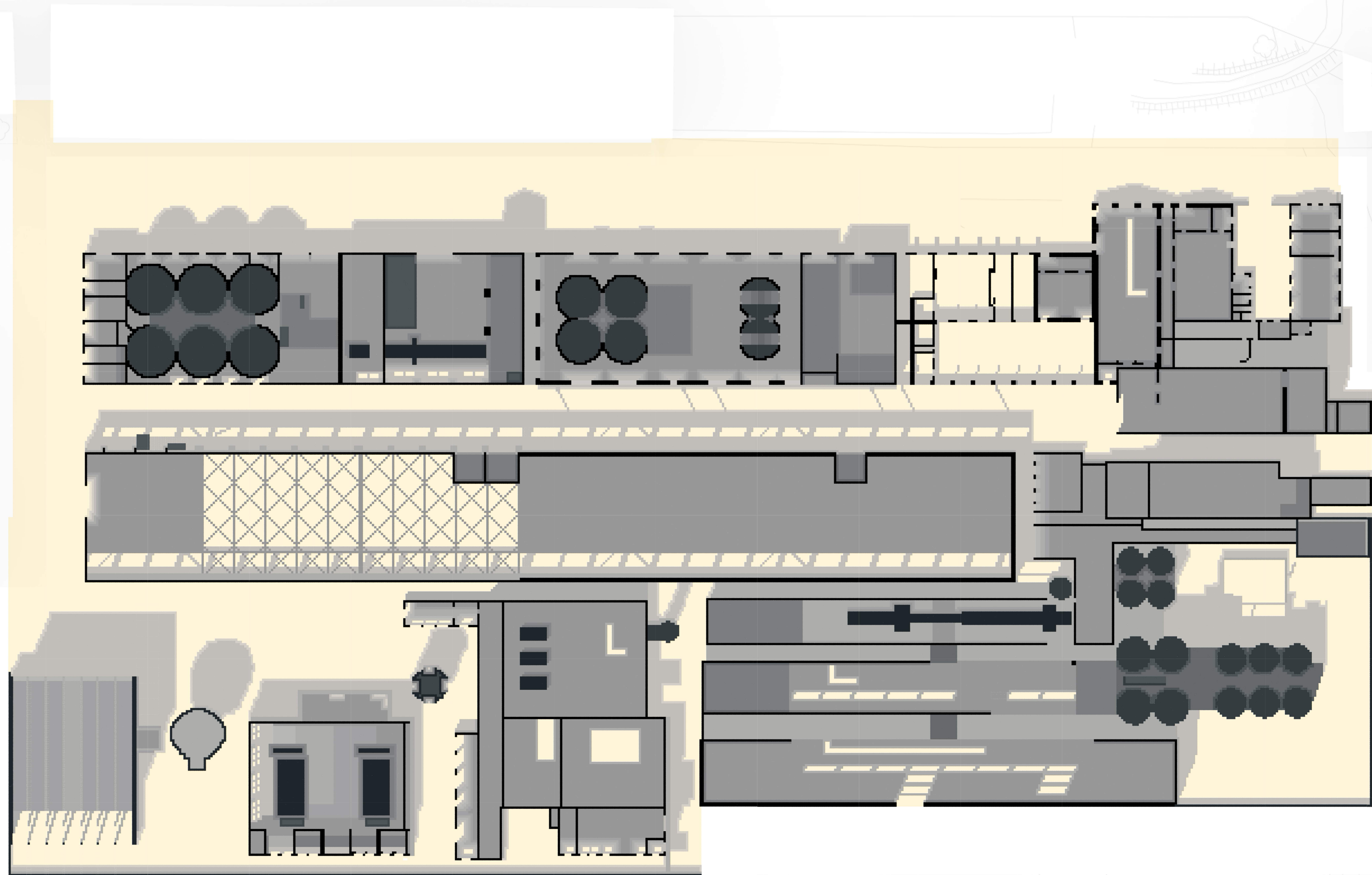
Figure X. The 200-ton Kiln Building of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. The 300-ton Kiln Building of the Rey Cement Factory, Shahr-e Rey, Tehran. Image sourced from Dibats.com, accessed December 2024.



Figure X. The Raw Mill Building of the Rey Cement Factory, Shahr-e Rey, Tehran. Image sourced from Dibats.com, accessed December 2024.



FLÂNEURING FOR SMELL PERCEPTION

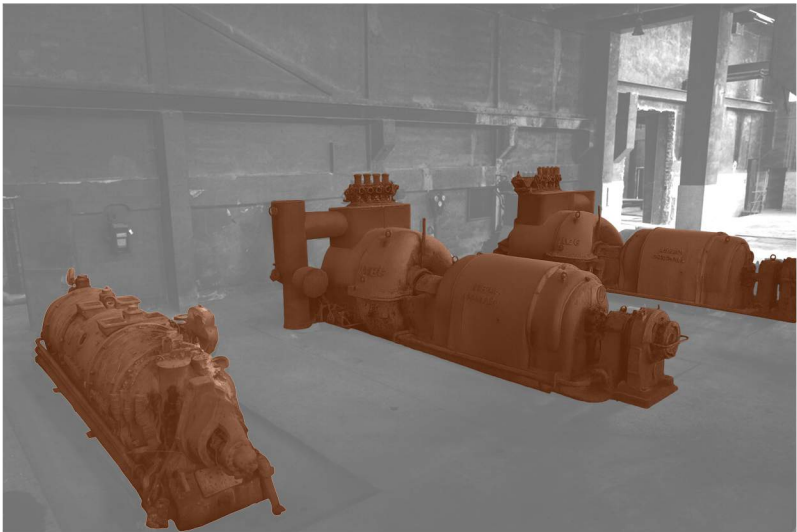
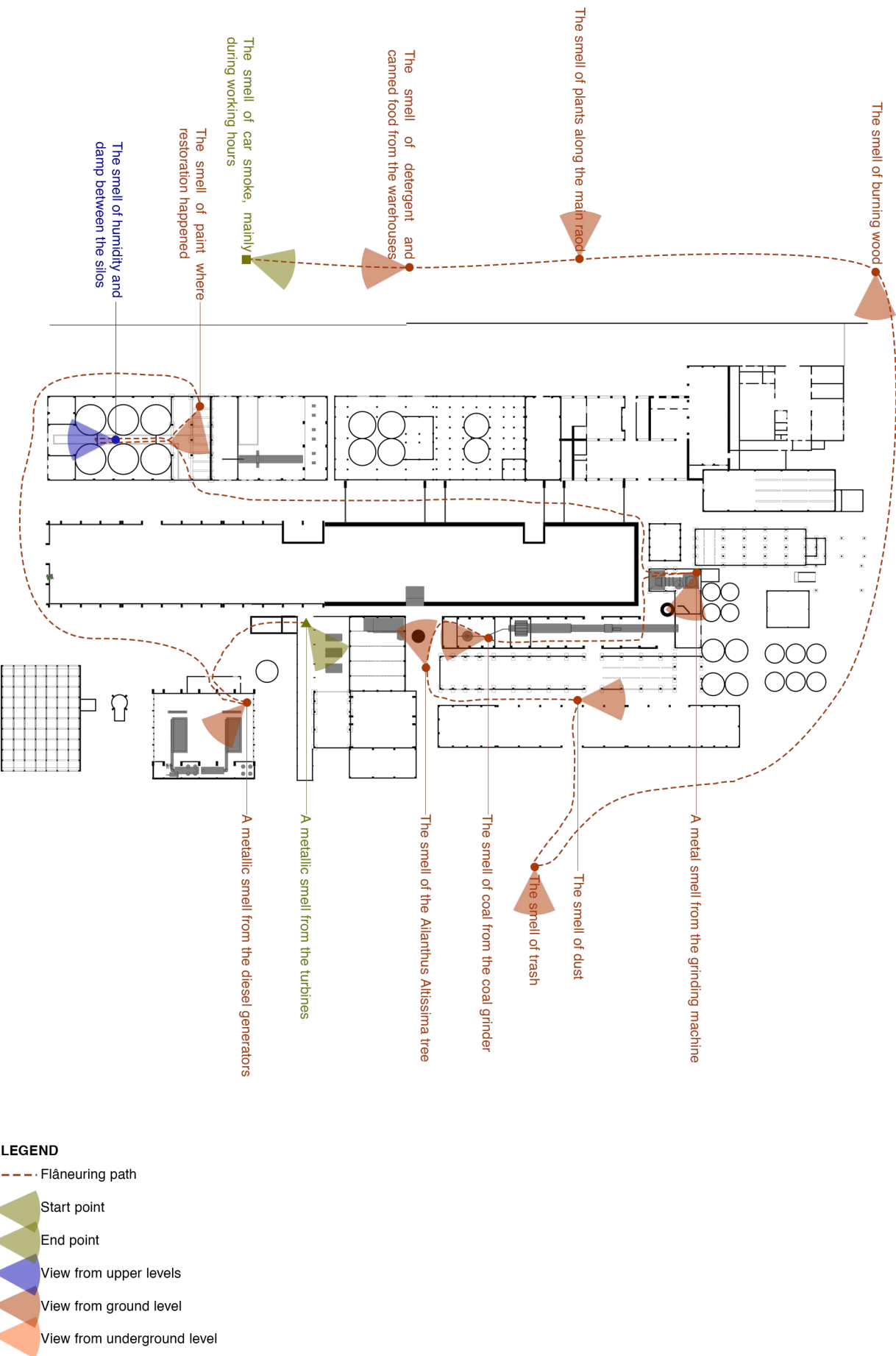


Figure X. Power House and Turbine Hall of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph published by IranTours-mOnline, n.d. <https://irantoursonline.com>

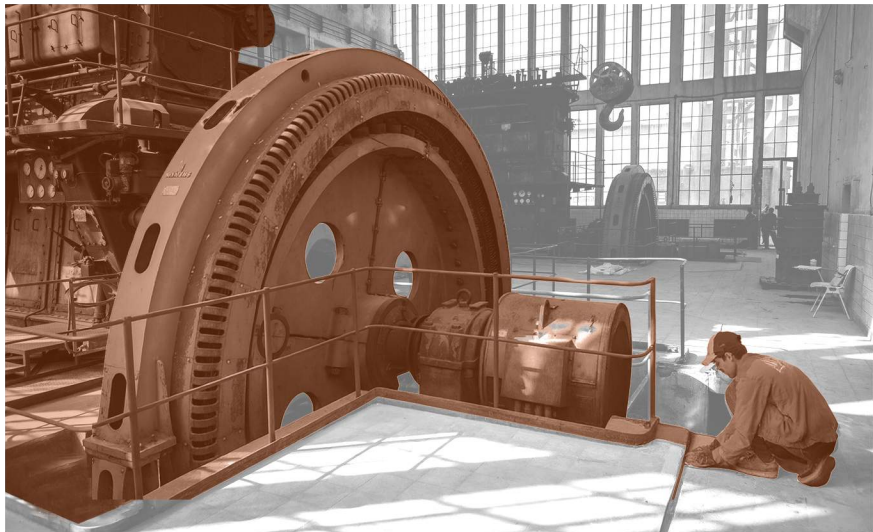


Figure X. Diesel Generator Building of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Pantea Gharbani, published by Tehran Picture Agency, n.d. <https://tehranpicture.ir>



Figure X. The 300-ton Cement Silos of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. Interior stair and platform between silos at the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Shayan Mehrabi, published by Tehran Picture Agency, February 17, 2021. <https://www.tehranpicture.ir>

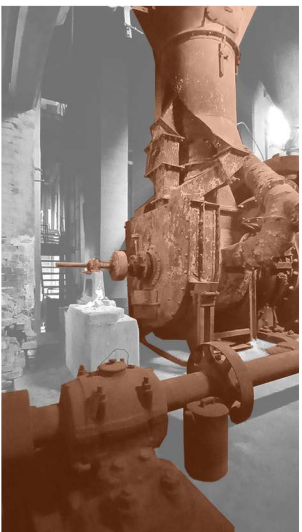


Figure X. Main axis of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. The Coal Grinder Machine of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.

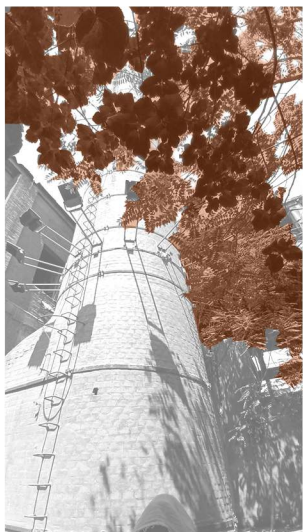


Figure X. Interior Courtyard of The Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. Between Kih Buildings of The Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. The Coal Grinder Machine of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. The North Side of The Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



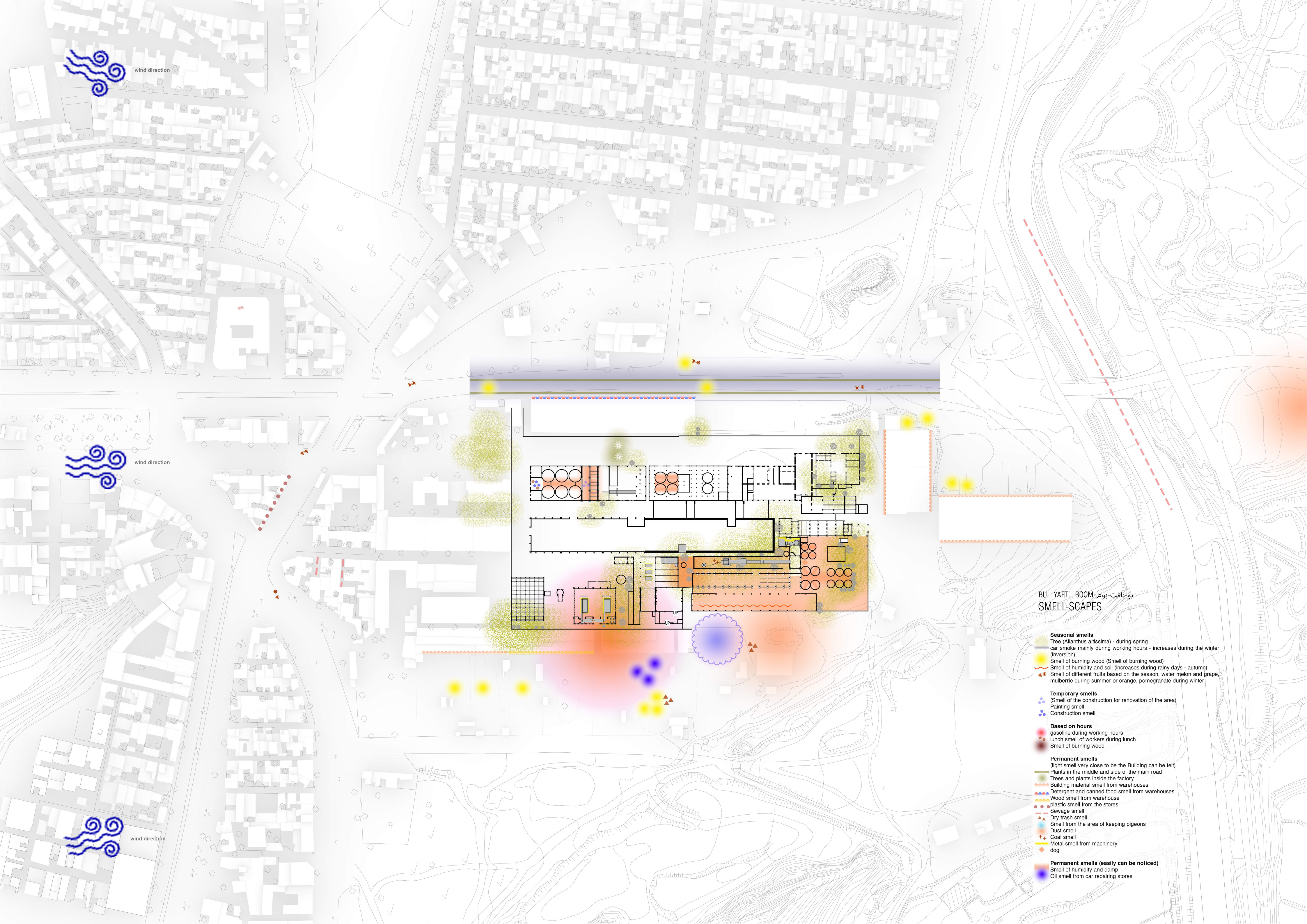
Figure X. Vegetation on The North Road of The Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. The North Warehouse of The Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. The North Road of The Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



wind direction

wind direction

wind direction

BU - YAFT - BOOM بو یافت بوم
SMELL-SCAPES

- Seasonal smells**
Tree (Allanthus altissima) - during spring
car smoke mainly during working hours - increases during the winter (inversion)
Smell of burning wood (Smell of burning wood)
Smell of humidity and soil (increases during rainy days - autumn)
Smell of different fruits based on the season, water melon and grape, mulberry during summer or orange, pomegranate during winter

- Temporary smells**
(Smell of the construction for renovation of the area)
Painting smell
Construction smell

- Based on hours**
gasoline during working hours
lunch smell of workers during lunch
Smell of burning wood

- Permanent smells**
(light smell very close to be the Building can be felt)
Plants in the middle and side of the main road
Trees and plants inside the factory
Building material smell from warehouses
Detergent and canned food smell from warehouses
Wood smell from warehouse
plastic smell from the stores
Sewage smell
Dry trash smell
Smell from the area of keeping pigeons
Dust smell
Coal smell
Metal smell from machinery
dog

- Permanent smells (easily can be noticed)**
Smell of humidity and damp
Oil smell from car repairing stores

FLÂNEURING FOR TOUCH - SCAPES

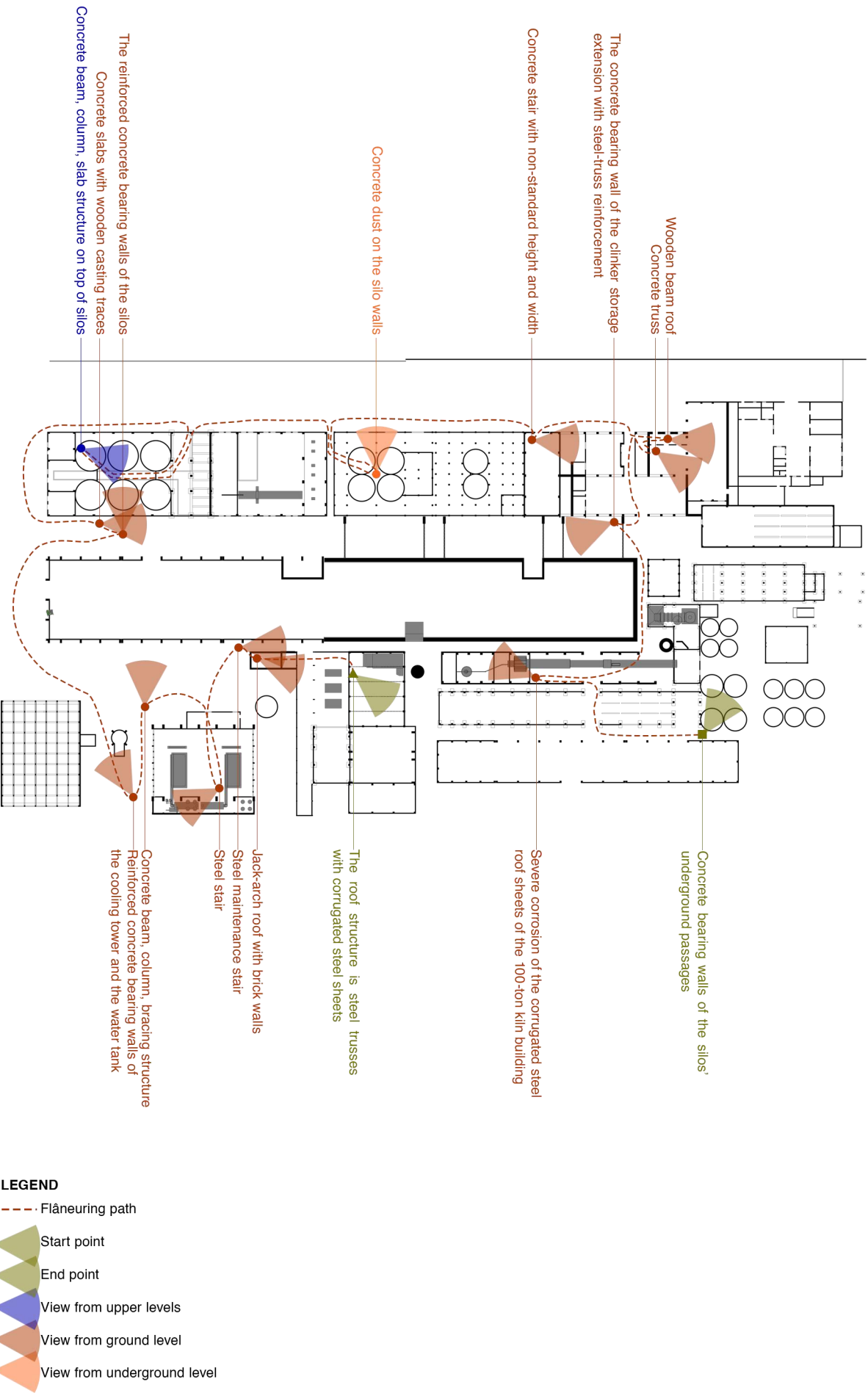


Figure X. The power house of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amin Jalali, published by IRNA (Islamic Republic News Agency), 2022. <https://tehsazhavamianeh.ir>.



Figure X. The power house entrance of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. South path of the clinker storage of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. Diesel generator building of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. South side of the clinker storage of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. The cooling tower and the water tank of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, June 2024.



Figure X. The 300-ton cement silos of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Concrete slabs with wooden casting traces, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Head house on top of the 300-ton cement silos, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Mostafa Roudaki, published by Mizan News Agency, n.d. <https://www.mizanonline.ir/>



Figure X. Between the silos of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Concrete stair of the cement grinder building, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.

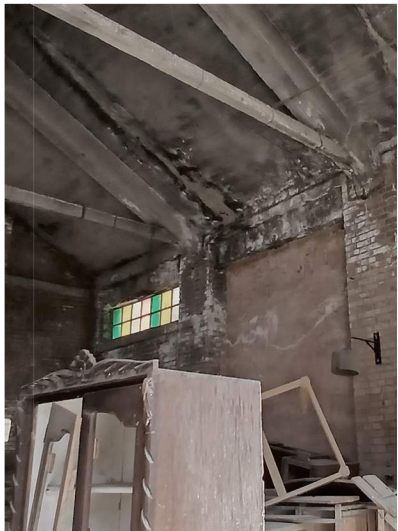


Figure X. Concrete truss of the maintenance building, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Wooden beam roof of the maintenance building, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. The main axis of the Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Fereidoon Ghorbani, published by Tehran Picture Agency, n.d. <https://www.tehranpicture.ir>

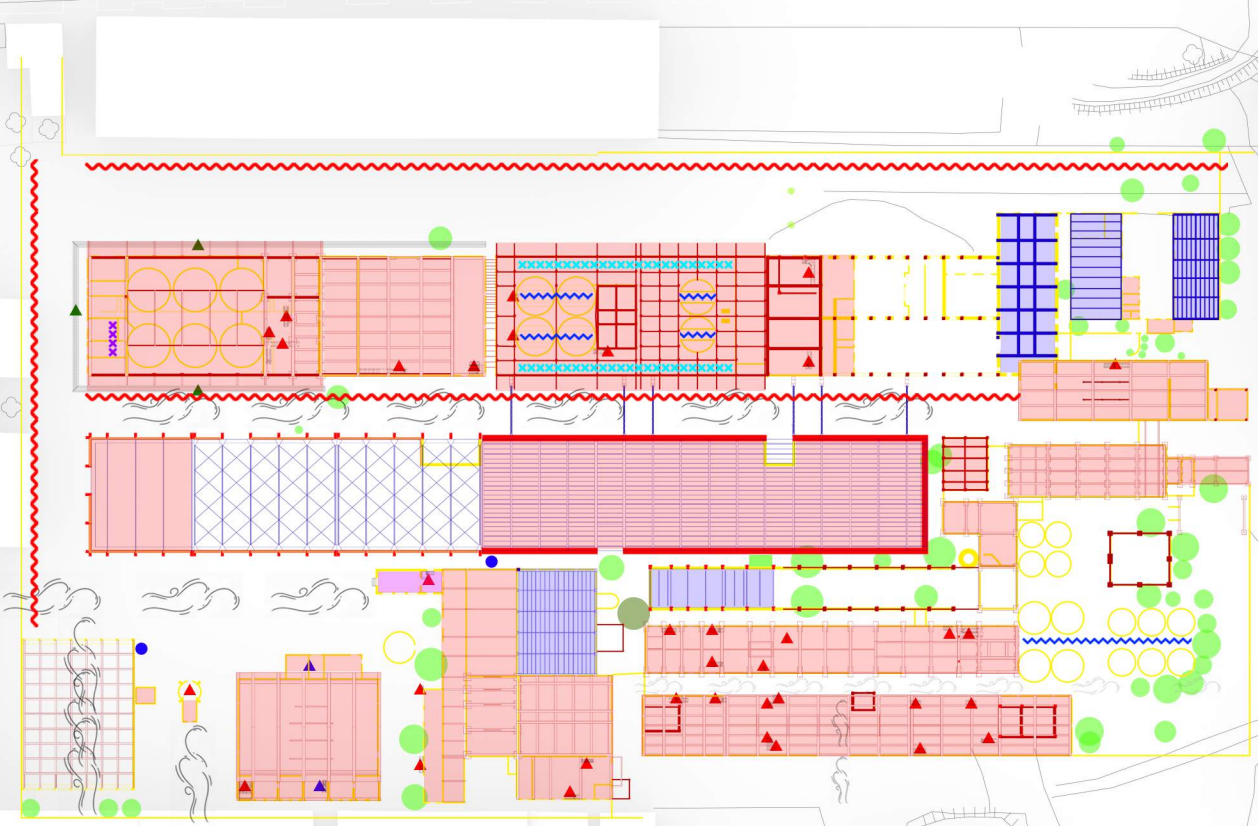


Figure X. Severe corrosion of the corrugated steel roof sheets of the 100-ton kiln building, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Mostafa Roudaki, published by Mizan News Agency, n.d. <https://www.bultannews.com/>



Figure X. Concrete bearing walls of the silos' underground passages, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.

CHANGE COLORS
FOTS



لامسه - یافت - بوم
TOUCH - SCAPE

- Steel structure
- ▲ Galvanized sheet metal roof stairs
- ▲ Steel stairs
- Steel maintenance stairs
- Machinery and equipment
- Concrete structure
- Concrete roof
- Concrete wall
- ▲ Concrete stairs
- Machinery and equipment
- Concrete and steel roof
- Brick wall
- Brick and concrete wall
- Wood floor
- ▲ Concrete and wood stairs
- Alanthus altissima tree
- Date tree
- Fig tree
- ~~~~~ Colder temperature compaed to other places
- ~~~~~ Warmer temperature compaed to other places
- ~~~~~ New mechnical system to provide cold temprature
- ~~~~~ New mechnical system to provide cold and warm temprature
- ~~~~~ Breeze
- ~~~~~ Wind

FLÂNEURING FOR HERITAGE - SCAPE

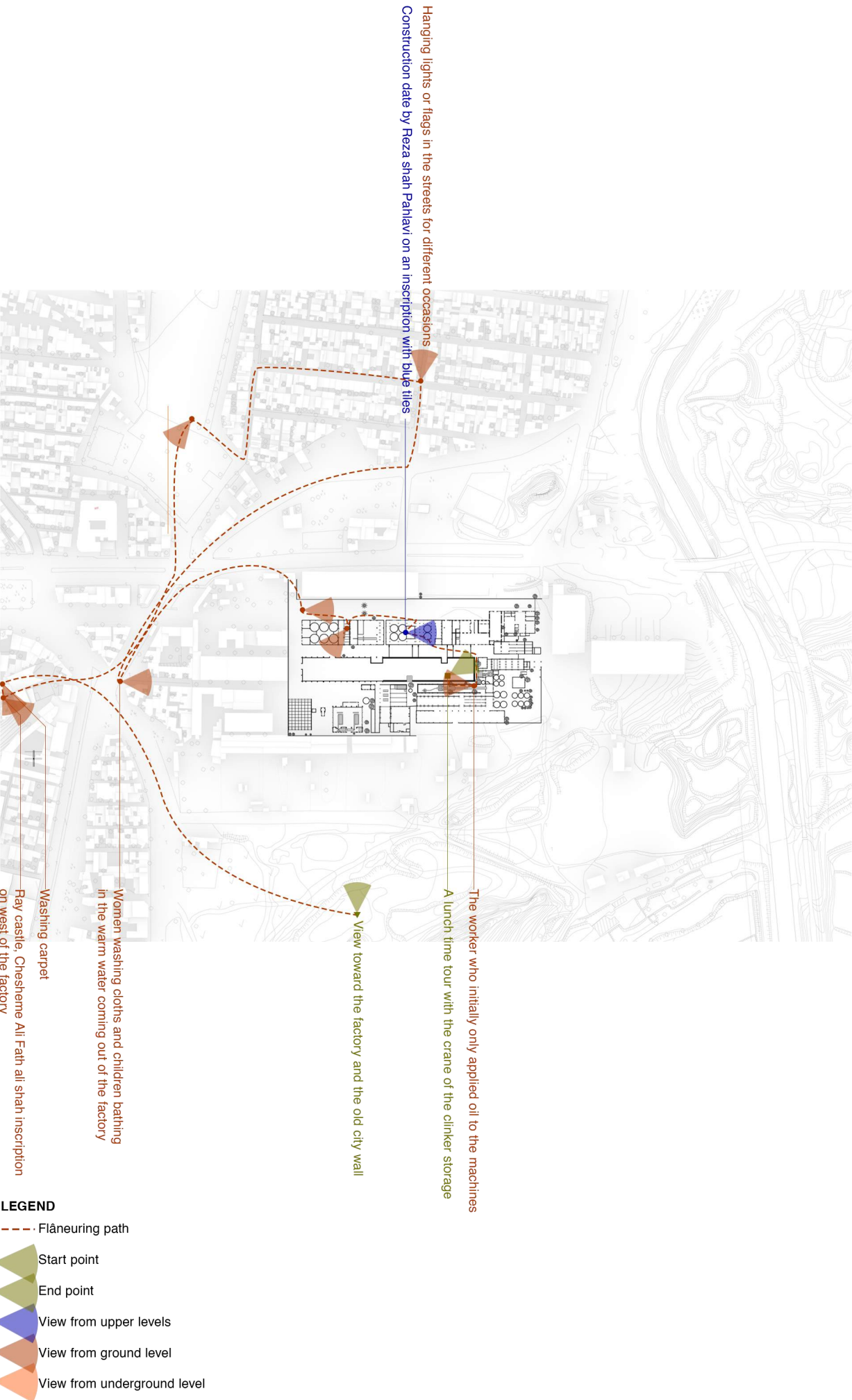


Figure X. Sound of birds in the power house west courtyard, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.

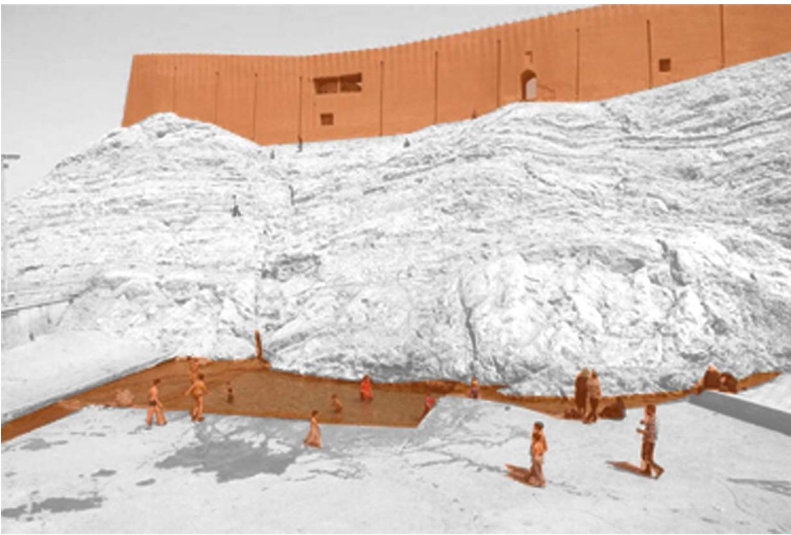


Figure X. Green area near the entrance, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Sound corridor in the archive, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Passage toward the kiln buildings, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Open area of the 100-ton kiln, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. East silos of the 100-ton kiln, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.

Figure X. Power house of the east courtyard, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.

Figure X. The 200-ton kiln building, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.

Figure X. Between the 200-ton and 300-ton kiln buildings, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.

Figure X. The 300-ton kiln building, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by the author, January 2024.



Figure X. Warehouses on the south side, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. Machinery on the south side, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



Figure X. Machinery on the south side, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.

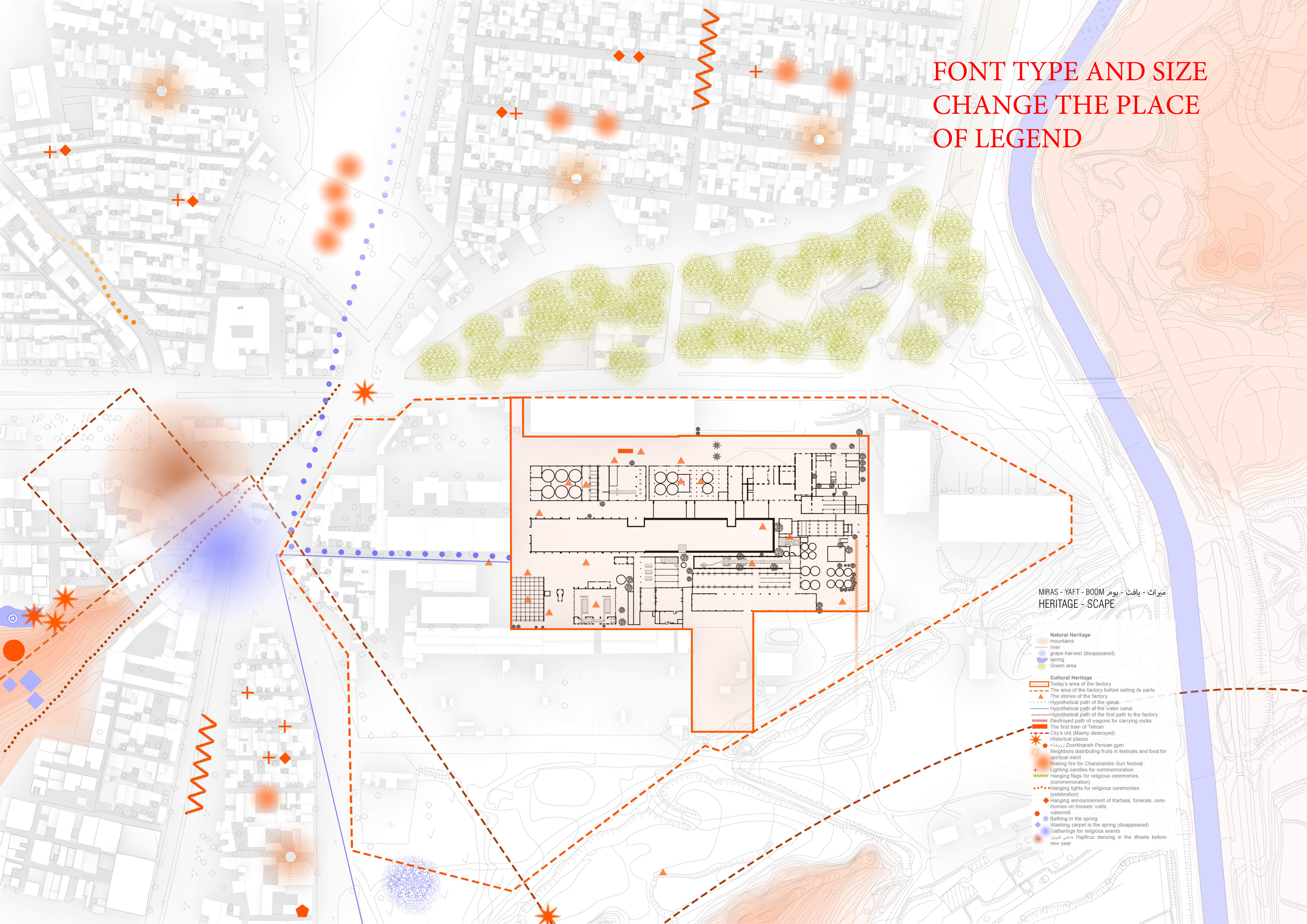
Figure X. Sorkeh Hasar River, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.



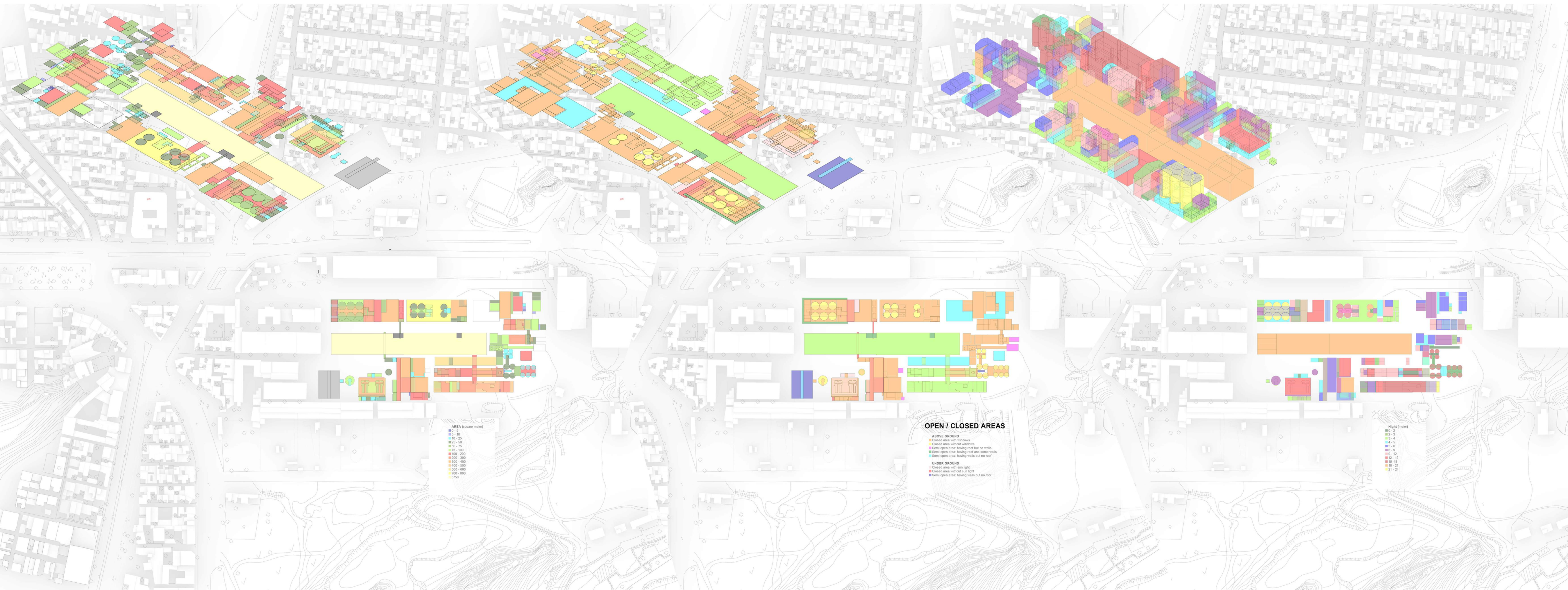
Figure X. Construction site on the north side, Rey Cement Factory, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.

Figure X. Traffic on the main street on the north side, Shahr-e Rey, Tehran. Photograph by Amirali Tousi, November 2024.

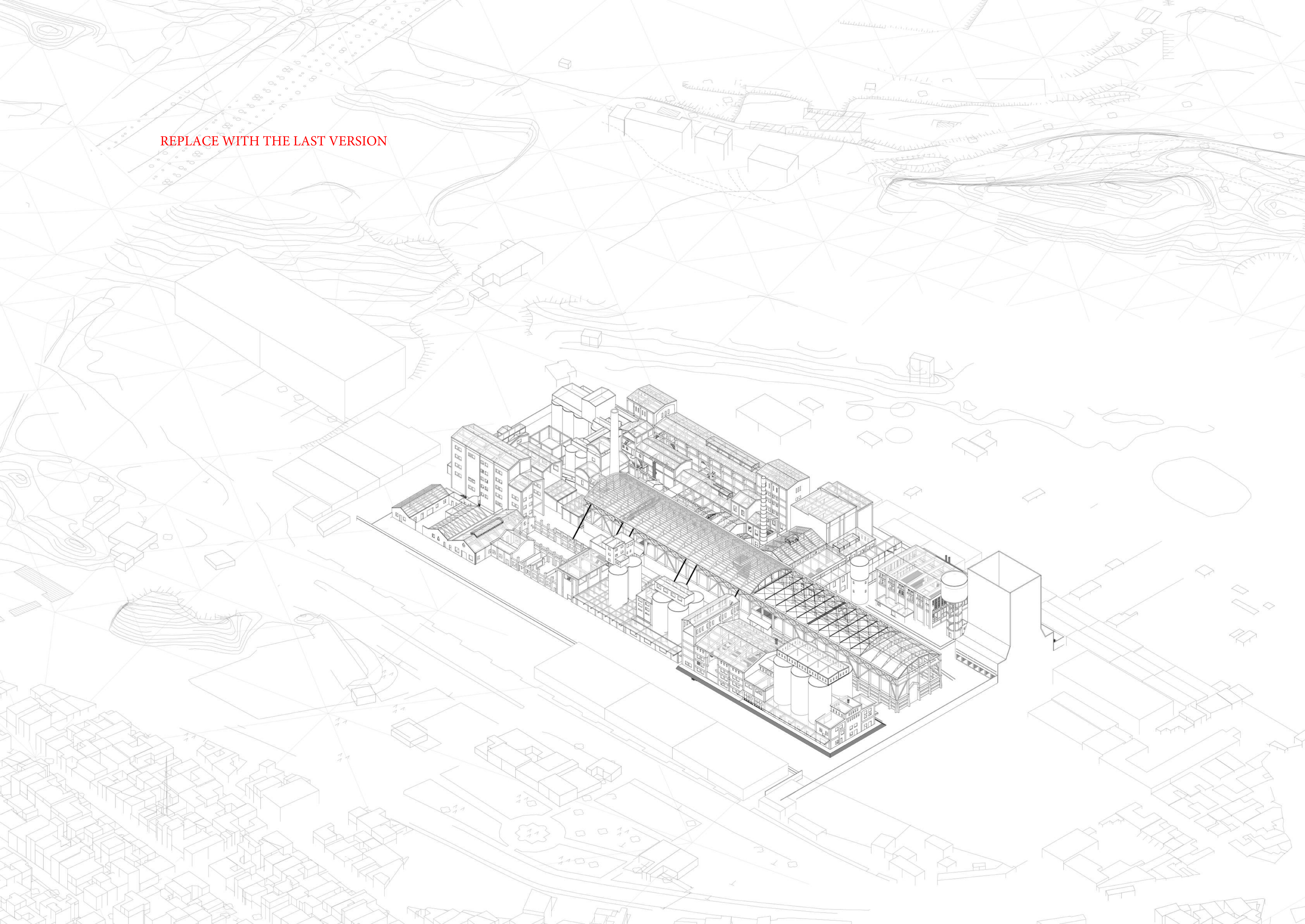
FONT TYPE AND SIZE CHANGE THE PLACE OF LEGEND



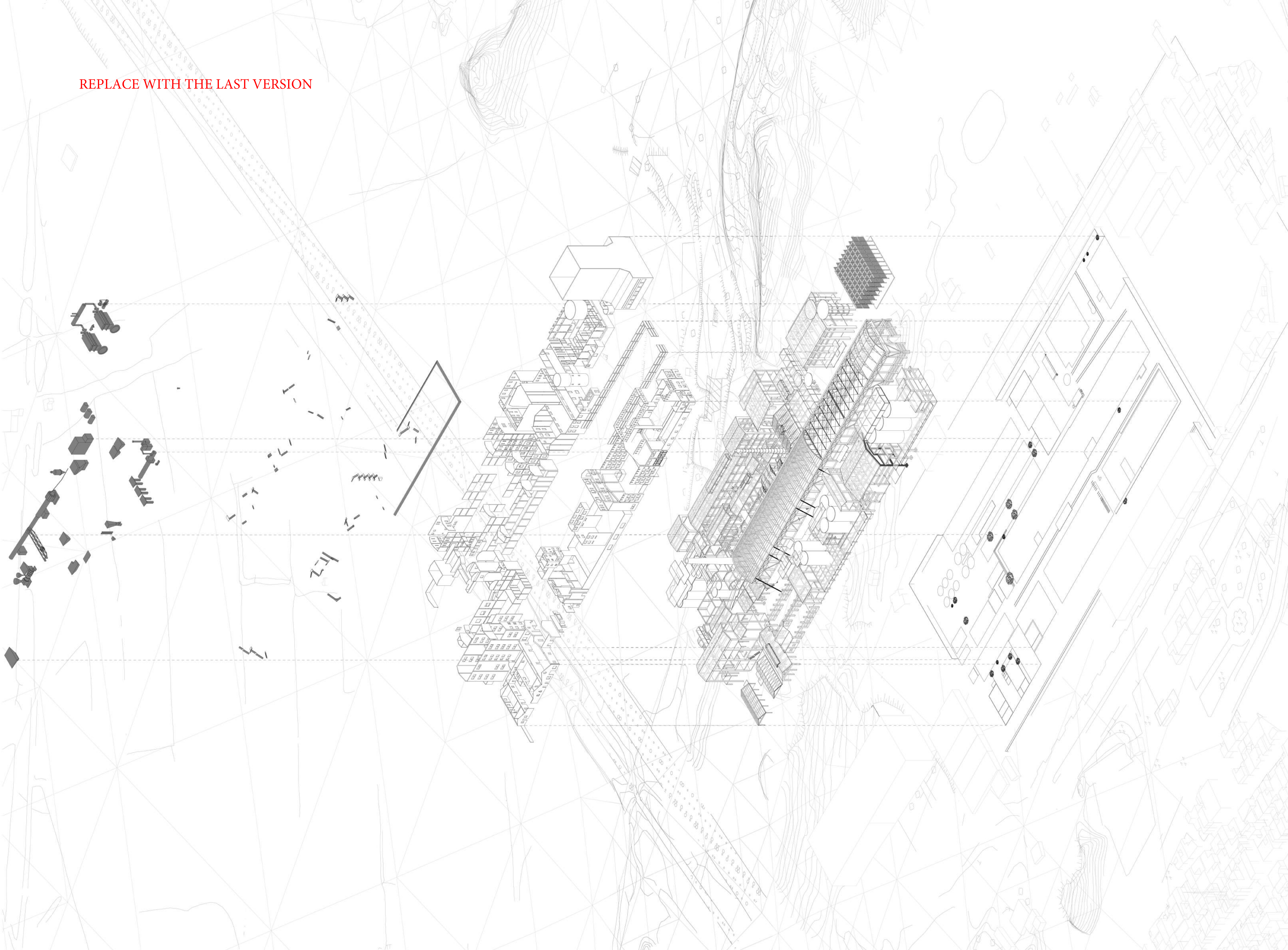
CHANGE COLOR



REPLACE WITH THE LAST VERSION



REPLACE WITH THE LAST VERSION



SANJAGHI NEGARI

[illegible]

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque semper placerat. In id cursus mi pretium tellus duis convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. Iaculis massam nisi malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

X.X. RAY CEMENT FACTORY - NEGAR - BOOM
ATMOSPHERIC LAYERS / (GENS / جنس)

SURROUNDING WORLD
BETWEEN WORLD
INSIDE WORLD
UNDERGROUND WORLD
RULES AND PIECES OF GAME
PLAYFULNESS
FACTORY'S HARD SPACES
FACTORY'S SOFT SPACES
BRIGHT AND DARK
RAY FACTORY IN THE IMAGE OF LIFE
ABANDONED
USED WHAT WAS AVAILABLE
DECAY
HARMFUL INTERVENTIONS
BENEFICIAL INTERVENTIONS

SURROUNDING WORLD

BETWEEN WORLD

INSIDE WORLD

UNDERGROUND WORLD

RULES AND PIECES OF GAME

PLAYFULNESS

FACTORY'S HARD SPACES

FACTORY'S SOFT SPACES

BRIGHT AND DARK

RAY FACTORY IN THE IMAGE OF LIFE

ABANDONED

USED WHAT WAS AVAILABLE

DECAY

HARMFUL INTERVENTIONS

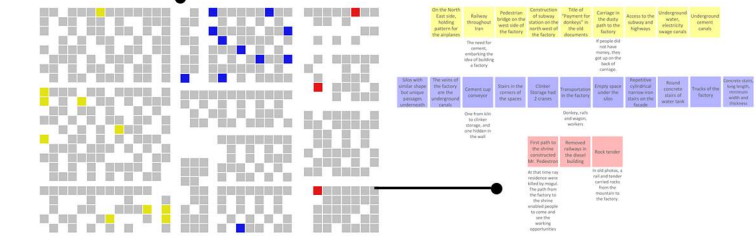
BENEFICIAL INTERVENTIONS

ATMOSPHERIC VARIABLE TYPES
(SENKH - سنخ)

The atmosphere of
Ray Cement Factory
in soluble phase (A)

A portion of “A”

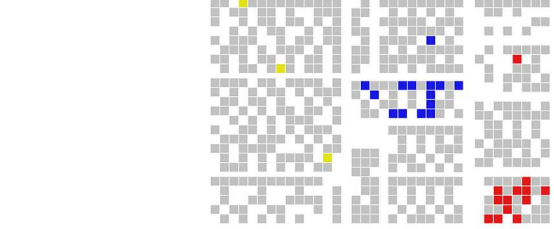
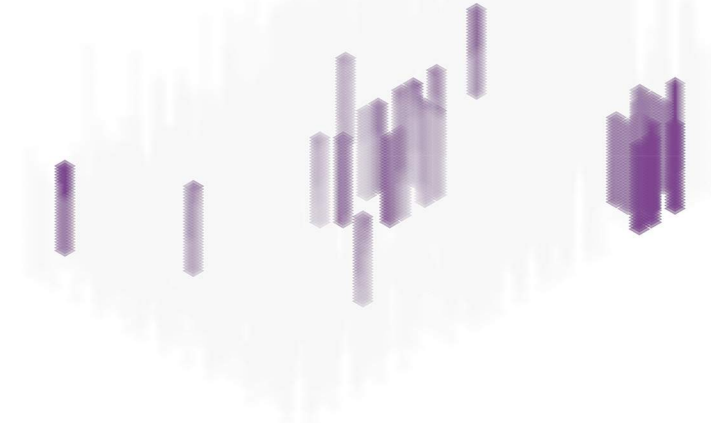
Disclosure of the content of a portion of “A”



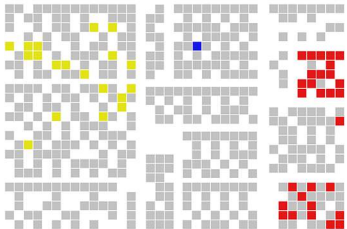
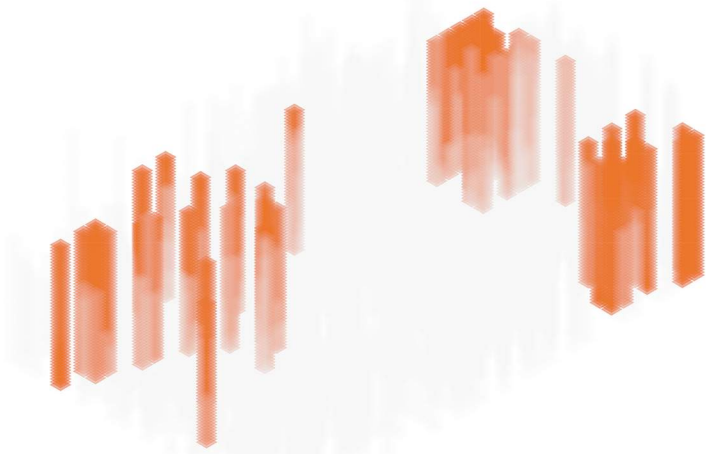
Combination Sanjaghi

Sanjaghi's consellation

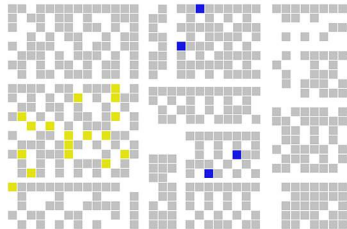
TRANSPORTATION



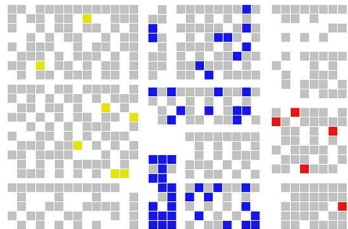
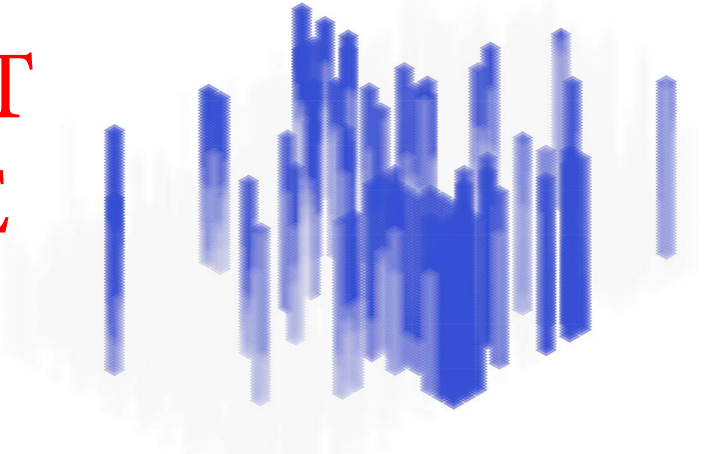
NATURE



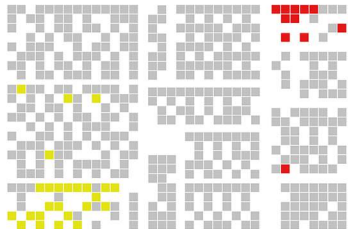
DESTRUCTION



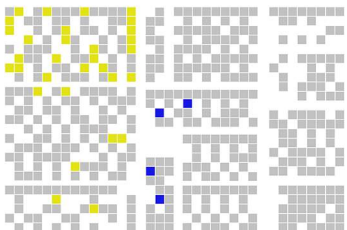
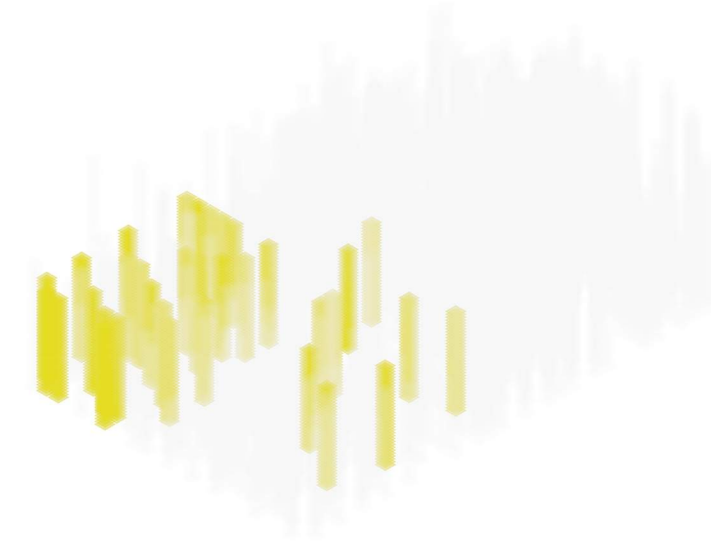
SPECIALS



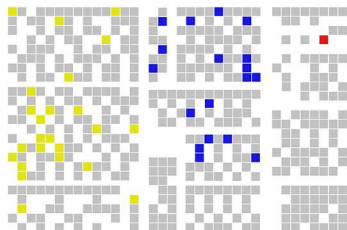
PERMEABILITY



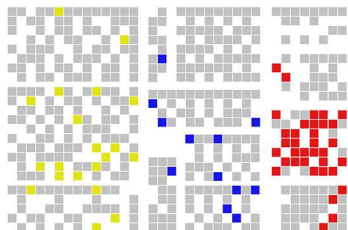
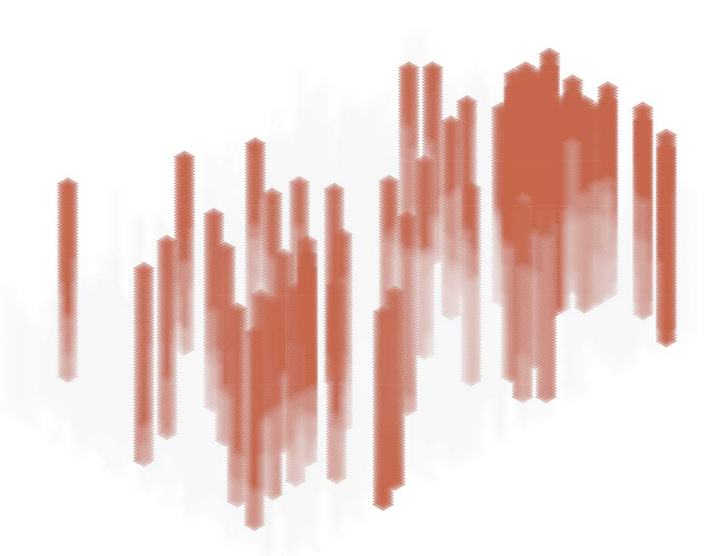
SPIRIT OF THE WORKERS



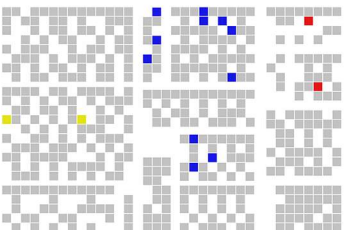
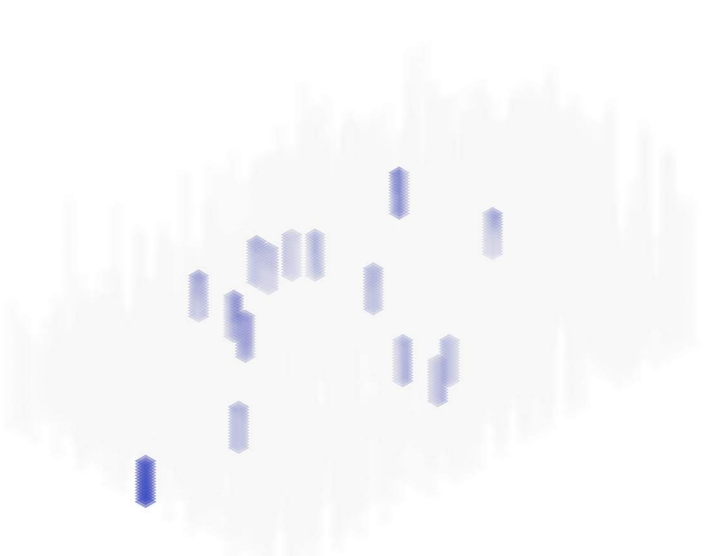
CULTURE



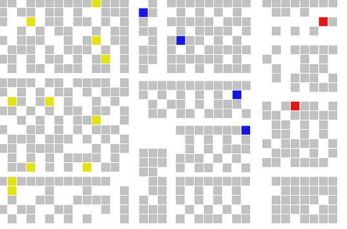
CONSTRUCTION



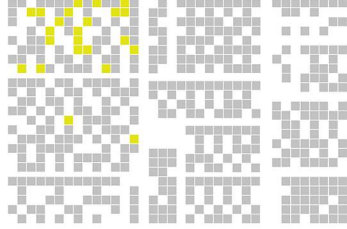
NEW LIFE



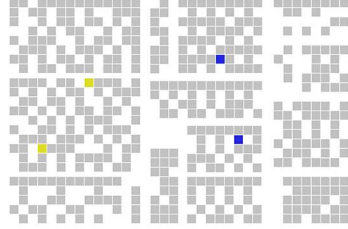
ENERGY



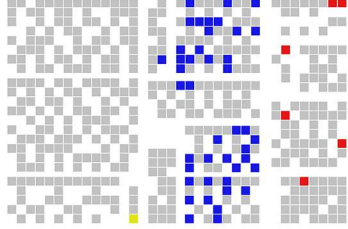
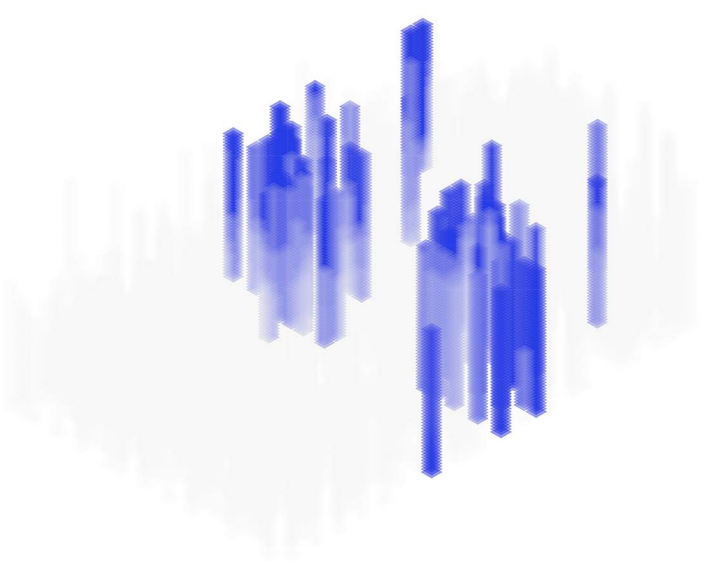
WATER



ENVIRONMENT

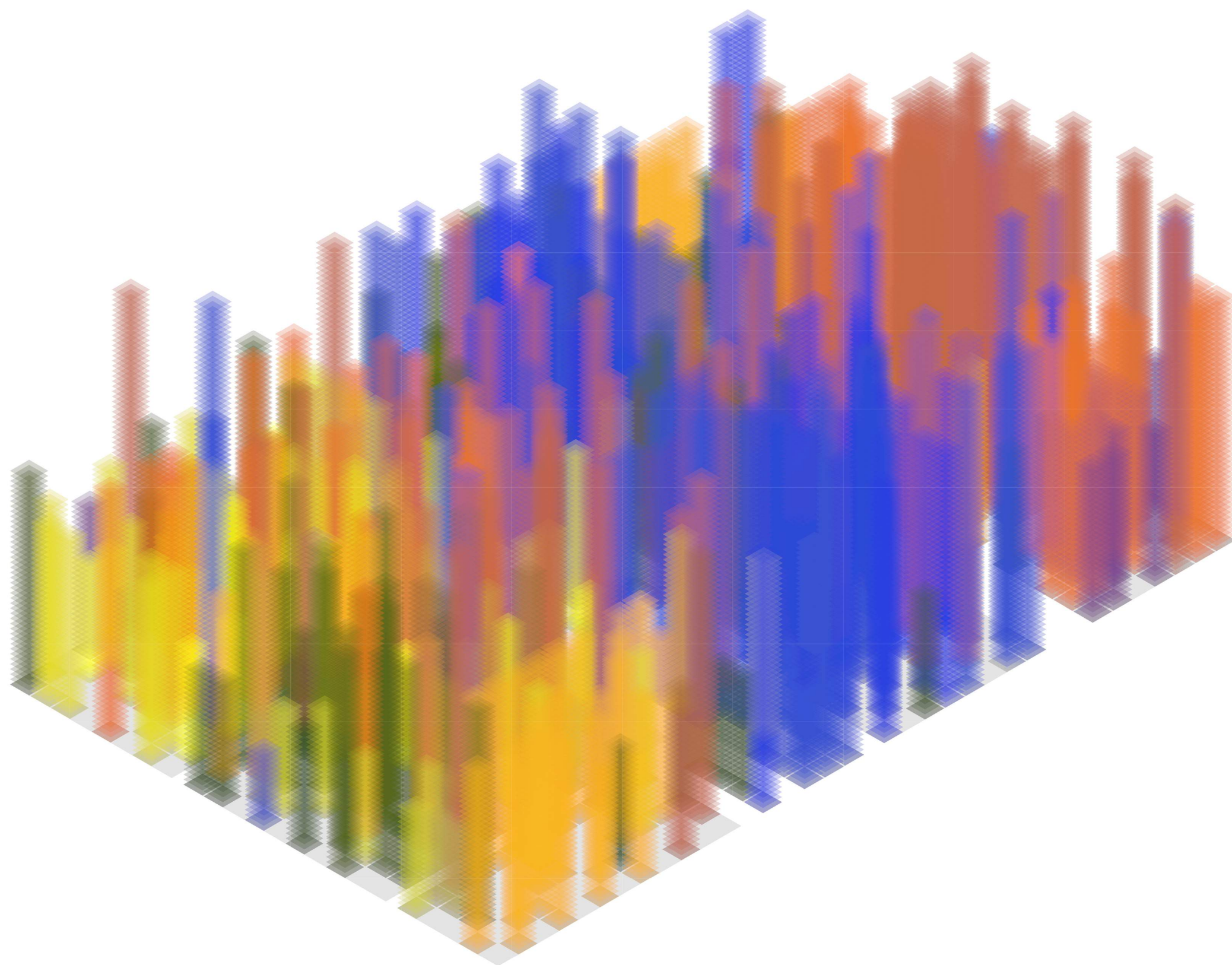


TRIPLE



STRUCTURE

EDIT
FONT
TYPE
AND
SIZE



REPRESENTING CONSTELLATION OF THE RAY CEMENT FACTORY ATMOSPHERE

6 ORDERING RULES RESULTED FROM UNDERSTANDING THE FACTORY'S ATMOSPHERE

- 1 - GROWTH AND DEVELOPMENT
(CULTURAL DEVELOPMENT)
- 2 - JOINT CONNECTION (PERMEABILITY)
- 3 - TRIPLE
- 4 - NATURE, WISDOM, AGRICULTURE
- 5 - INTERCONNECTED DOMESTIC AND INTERNATIONAL RELATIONS AND EFFECTIVENESS
- 6 - TECHNOLOGY IN THE SERVICE OF THE HUMANITY

The ordering rules or in other words heritage, is the constant part of the atmosphere upon which different appearances are formed.

Based on the theoretical foundations of this thesis, heritage is considered to be the ordering rules of atmosphere. Understanding and applying these ordering rules enable us to adequately (authentically, genuinely, and sufficiently) address any request for the transformation of the current atmosphere into a new atmosphere.

From the author's standpoint, the body is ordered by aura and atmosphere. So, when we know the ordering rules that serve as the connective way between the current atmosphere and new atmospheres, we can easily understand the arrangement of new possible bodies.

The atmosphere is a unified and omnipresent entity, only a part of which is represented here.

1. ANALYSIS

X.X. NEW RAY CEMENT FACTORY - NEGAR - BOOM ATMOSPHERIC LAYERS / (GENS / جنس)

Roof's holes become skylights	Informal education	Seeing and being seen	Planting flowers in pots to tell in for the new year	Haji first جشن اول سال, dances and plays with children	Having international programs with Turkey, Japan embassy	Keeping the residential area on the west of the factory as it is	Changing galleries and interior of the museum frequently	Asad University is willing to give the area back to the factory	Using underground tunnel for light installations	Natural light on the machinery	Open to television program studios or movie scene	Cultural, artistic and recreational hub from local to international scales	Weekly bazar and chatters for traditional events
Gathering places	Depending on the story telling, reading books, discussion, painting, self development) some specific parts can be used.	Sound of crowd	Green house and planting classes	A character for the new year that dances and sings in the streets	Interventions	Usually one day workshops, held in clinker storage, kiln area	Children's voice while playing	Showcase	Event-oriented public spaces	The sound of autumn leaves underfoot	Electrical building	Embracing building decay to open up spaces for visibility	Norouz نوروز, Yalda یلدا, Chaharshanbè چهارشنبه سوری, Valentine days (in foreign culture) مهرماه
Movable furniture, mechanical system	Semi open area of kiln 200 and 300 for as appropriate for this purpose	Qanat	Tehran's north south ax	Mainly are inside the buildings and minor changes would appear on the facades	Closing the clinker storage with movable panels	How the classes are set up	Transparent facades with lighting at night, people seeing art and culture	Cleaning wall scribbles	The area includes offices, gathering salons that can be redefined by the schools looking appropriate educational areas or used for working area	To prevent gentrification 'local' cultural development is need	The big area in is appropriate to have TV programs and theater salons, the south part has different levels for interactive theater of light performances	One of the branches of book store chain	Sustainability
Providing people with some furniture and allow them to use the area as they want	Improving the culture of protecting heritage	Emphasizing on the entrance point and elevation 's story of water	Emphasizing more the ax with the factory's and area's development	Children's workshops	The factory's development more the ax with the factory's and area's development	Administration office can hire teachers and enroll students or rent out the class to teacher who have their own students	Connecting and strengthening green layer	Protecting the machinery moved to open area	The mechanic lab	Production and self-sufficiency, social life, local economy	Protect the 100 ton kiln	Production and self-sufficiency, social life, local economy	Sound performances
Adding elevator for the bays on top of silos	By creating spaces that people do their activities close and inside the museum and around	Sun rays on the brick walls	Attaching small area of existing kilns and turns to a larger area with some dividers that do not attach to silos	Dynamism and vitality	Workshop of painting and storytelling from Shabname شایسته	The cube on 6 cement silos turns to observation point	Skylights	Expanding the museum	Night lighting	Holding classes for mechanic student, and workshops for people	Using light weighted material like tent, balloon, glass	3 theater salon	3 theater salon
Small areas for selling local foods, snacks, sweet	Coffee shop	Coffee shop	Coffee shop	Productivity	Movable panels to close and divide the area	Clinker storage can be rented for the schools to have exhibitions	Clazy botanical garden	Adding grinder, 200 ton silos, 100 ton kiln, inner garden to the existing	People singing and dancing	Self-organization	Protecting, strengthening heritage is close restaurants to provide food, short term accommodation on top of the silos	Protecting, strengthening heritage is close restaurants to provide food, short term accommodation on top of the silos	Yoga days
con, beefsteak, snack, with 4 different foods prepared by local women	Plants with pots in kiln area	Having variety in sitting on the ground, lying on a couch or sitting behind a table, with cozy ambience	Having classes in the area's gardens	Producing agricultural goods that and vegetables, artworks by locals	Small of events, homemade food, agricultural goods	Cement silos turn to galleries	For children and interested individuals, with educational purposes	Giving an artist's look to the store, selling mechanical system canals	Restoring the silo and pond in the cooling tower	Linking the store selling mechanical system canals to the factory, with some designed colorful canals starting from the stores and ending in the area	Expanding through time, and attaching wild parts to the factory	Using audio to tell the stories of the factory	Small areas, with no window, for a group of friends or family, to be rented for couple of hours with place selling snack and popcorns
Vibrant environment	Projecting movies and images of the museum on the walls	Keeping the spiritual area between 4 silos	Reusing the factory through time	Improves cultural awareness, boosts community spirit	With small openings to have accessibility	Restoring the silo and pond in the cooling tower	Linking the store selling mechanical system canals to the factory, with some designed colorful canals starting from the stores and ending in the area	Expanding through time, and attaching wild parts to the factory	Using audio to tell the stories of the factory	Small areas, with no window, for a group of friends or family, to be rented for couple of hours with place selling snack and popcorns	Expanding through time, and attaching wild parts to the factory	Using audio to tell the stories of the factory	Small areas, with no window, for a group of friends or family, to be rented for couple of hours with place selling snack and popcorns
Event oriented - museum	Completing the machinery with wire	Based on the existing condition, first the museum expands and then some cultural areas will be added.	Creativity	Birds' singing	Removing barriers, canal street, linking green areas, linking historical area, strengthening connection between people and the factory	Using the same parking area for the workers	Like Zoonhane زوونخانه to have shows	Multifunctional art salon	Removable stages for the concerts and spectacles	Using patterns and colorful glass to form the sunlight passing through the holes in walls and roofs	Happiness	During abundance, to use the factory as a storage, some spare and windows were closed, such as 100 and 200 ton kiln, the corridor in the new material grinder section	Promenade
No specific limitation for the museum, The museum is not just for preventing the machinery, is allocated to the various events for the public and artists	Emphasizing on historical points and artists	New experiences	Colorful interior	Gathering places, workshops, event-oriented public spaces	Urban agriculture	Using clinker storage cement cone as coffee shop	Reimagining underground canals to evoke Iranian garden's water streams	Using two building of raw material grinder for light performance, interactive theater	Removing the curtain walls inside the 200 ton cement silo	Open air cinema in the clinker storage	Open air cinema in the clinker storage	Open air cinema in the clinker storage	Open air cinema in the clinker storage
Getting back the wild cement producing moquette	Connecting historical and cultural areas with creating an ax or frames on the windows that historical places are visible from	Creating frame on the windows with special views	Performance's lighting is visible from outside	For the museum garden, cinema	Getting back the historical and cultural areas with creating an ax or frames on the windows that historical places are visible from	Performance's lighting is visible from outside	For the museum garden, cinema	Getting back the historical and cultural areas with creating an ax or frames on the windows that historical places are visible from	Performance's lighting is visible from outside	For the museum garden, cinema	Getting back the historical and cultural areas with creating an ax or frames on the windows that historical places are visible from	Performance's lighting is visible from outside	For the museum garden, cinema
Cooperation with local for the installations	Local library	Considering the fifth facade	Buildings look like a light house in the night	Keeping the existing museum area as they are	In this condition, with removing the walls, the factory could attach to the city from the north	Stripes of light and shadow in 300 ton kiln	Recreational area	TV shows, open gathering areas, event-oriented spaces, ...	Installation' galleries with the theme of each festival	Keeping the new glass roof behind the diesel generator	That move and after traditions	Open area on north of the factory becomes a public place	Selling handmade artworks for different festivals
Artists getting help from experienced locals (balloons, capertent) to make their idea	Local library	Considering the fifth facade	Buildings look like a light house in the night	Keeping the existing museum area as they are	In this condition, with removing the walls, the factory could attach to the city from the north	Stripes of light and shadow in 300 ton kiln	Recreational area	TV shows, open gathering areas, event-oriented spaces, ...	Installation' galleries with the theme of each festival	Keeping the new glass roof behind the diesel generator	That move and after traditions	Open area on north of the factory becomes a public place	Selling handmade artworks for different festivals
Using triple in the interventions	Accommodation for artists coming from long distance or abroad	Checking the strength of the structure	Many outside of the factory and they send to the coffee shops	Night life	Colorful furniture	TV shows, open gathering areas, event-oriented spaces, ...	Installation' galleries with the theme of each festival	Keeping the new glass roof behind the diesel generator	That move and after traditions	Open area on north of the factory becomes a public place	Selling handmade artworks for different festivals	Open area on north of the factory becomes a public place	Selling handmade artworks for different festivals

Roof's holes become skylights	Informal education	Seeing and being seen	Planting flowers in pots to tell in for the new year	Haji first جشن اول سال, dances and plays with children	Having international programs with Turkey, Japan embassy	Keeping the residential area on the west of the factory as it is	Changing galleries and interior of the museum frequently	Asad University is willing to give the area back to the factory	Using underground tunnel for light installations	Natural light on the machinery	Open to television program studios or movie scene	Cultural, artistic and recreational hub from local to international scales	Weekly bazar and chatters for traditional events
Gathering places	Depending on the story telling, reading books, discussion, painting, self development) some specific parts can be used.	Sound of crowd	Green house and planting classes	A character for the new year that dances and sings in the streets	Interventions	Usually one day workshops, held in clinker storage, kiln area	Children's voice while playing	Showcase	Event-oriented public spaces	The sound of autumn leaves underfoot	Electrical building	Embracing building decay to open up spaces for visibility	Norouz نوروز, Yalda یلدا, Chaharshanbè چهارشنبه سوری, Valentine days (in foreign culture) مهرماه
Movable furniture, mechanical system	Semi open area of kiln 200 and 300 for as appropriate for this purpose	Qanat	Tehran's north south ax	Mainly are inside the buildings and minor changes would appear on the facades	Closing the clinker storage with movable panels	How the classes are set up	Transparent facades with lighting at night, people seeing art and culture	Cleaning wall scribbles	The area includes offices, gathering salons that can be redefined by the schools looking appropriate educational areas or used for working area	To prevent gentrification 'local' cultural development is need	The big area in is appropriate to have TV programs and theater salons, the south part has different levels for interactive theater of light performances	One of the branches of book store chain	Sustainability
Providing people with some furniture and allow them to use the area as they want	Improving the culture of protecting heritage	Emphasizing on the entrance point and elevation 's story of water	Emphasizing more the ax with the factory's and area's development	Children's workshops	The factory's development more the ax with the factory's and area's development	Administration office can hire teachers and enroll students or rent out the class to teacher who have their own students	Connecting and strengthening green layer	Protecting the machinery moved to open area	The mechanic lab	Production and self-sufficiency, social life, local economy	Protect the 100 ton kiln	Production and self-sufficiency, social life, local economy	Sound performances
Adding elevator for the bays on top of silos	By creating spaces that people do their activities close and inside the museum and around	Sun rays on the brick walls	Attaching small area of existing kilns and turns to a larger area with some dividers that do not attach to silos	Dynamism and vitality	Workshop of painting and storytelling from Shabname شایسته	The cube on 6 cement silos turns to observation point	Skylights	Expanding the museum	Night lighting	Holding classes for mechanic student, and workshops for people	Using light weighted material like tent, balloon, glass	3 theater salon	3 theater salon
Small areas for selling local foods, snacks, sweet	Coffee shop	Coffee shop	Coffee shop	Productivity	Movable panels to close and divide the area	Clinker storage can be rented for the schools to have exhibitions	Clazy botanical garden	Adding grinder, 200 ton silos, 100 ton kiln, inner garden to the existing	People singing and dancing	Self-organization	Protecting, strengthening heritage is close restaurants to provide food, short term accommodation on top of the silos	Protecting, strengthening heritage is close restaurants to provide food, short term accommodation on top of the silos	Yoga days
con, beefsteak, snack, with 4 different foods prepared by local women	Plants with pots in kiln area	Having variety in sitting on the ground, lying on a couch or sitting behind a table, with cozy ambience	Having classes in the area's gardens	Producing agricultural goods that and vegetables, artworks by locals	Small of events, homemade food, agricultural goods	Cement silos turn to galleries	For children and interested individuals, with educational purposes	Giving an artist's look to the store, selling mechanical system canals	Restoring the silo and pond in the cooling tower	Linking the store selling mechanical system canals to the factory, with some designed colorful canals starting from the stores and ending in the area	Expanding through time, and attaching wild parts to the factory	Using audio to tell the stories of the factory	Small areas, with no window, for a group of friends or family, to be rented for couple of hours with place selling snack and popcorns
Vibrant environment	Projecting movies and images of the museum on the walls	Keeping the spiritual area between 4 silos	Reusing the factory through time	Improves cultural awareness, boosts community spirit	With small openings to have accessibility	Restoring the silo and pond in the cooling tower	Linking the store selling mechanical system canals to the factory, with some designed colorful canals starting from the stores and ending in the area	Expanding through time, and attaching wild parts to the factory	Using audio to tell the stories of the factory	Small areas, with no window, for a group of friends or family, to be rented for couple of hours with place selling snack and popcorns	Expanding through time, and attaching wild parts to the factory	Using audio to tell the stories of the factory	Small areas, with no window, for a group of friends or family, to be rented for couple of hours with place selling snack and popcorns
Event oriented - museum	Completing the machinery with wire	Based on the existing condition, first the museum expands and then some cultural areas will be added.	Creativity	Birds' singing	Removing barriers, canal street, linking green areas, linking historical area, strengthening connection between people and the factory	Using the same parking area for the workers	Like Zoonhane زوونخانه to have shows	Multifunctional art salon	Removable stages for the concerts and spectacles	Using patterns and colorful glass to form the sunlight passing through the holes in walls and roofs	Happiness	During abundance, to use the factory as a storage, some spare and windows were closed, such as 100 and 200 ton kiln, the corridor in the new material grinder section	Promenade
No specific limitation for the museum, The museum is not just for preventing the machinery, is allocated to the various events for the public and artists	Emphasizing on historical points and artists	New experiences	Colorful interior	Gathering places, workshops, event-oriented public spaces	Urban agriculture	Using clinker storage cement cone as coffee shop	Reimagining underground canals to evoke Iranian garden's water streams	Using two building of raw material grinder for light performance, interactive theater	Removing the curtain walls inside the 200 ton cement silo	Open air cinema in the clinker storage	Open air cinema in the clinker storage	Open air cinema in the clinker storage	Open air cinema in the clinker storage
Getting back the wild cement producing moquette	Connecting historical and cultural areas with creating an ax or frames on the windows that historical places are visible from	Creating frame on the windows with special views	Performance's lighting is visible from outside	For the museum garden, cinema	Getting back the historical and cultural areas with creating an ax or frames on the windows that historical places are visible from	Performance's lighting is visible from outside	For the museum garden, cinema	Getting back the historical and cultural areas with creating an ax or frames on the windows that historical places are visible from	Performance's lighting is visible from outside	For the museum garden, cinema	Getting back the historical and cultural areas with creating an ax or frames on the windows that historical places are visible from	Performance's lighting is visible from outside	For the museum garden, cinema
Cooperation with local for the installations	Local library	Considering the fifth facade	Buildings look like a light house in the night	Keeping the existing museum area as they are	In this condition, with removing the walls, the factory could attach to the city from the north	Stripes of light and shadow in 300 ton kiln	Recreational area	TV shows, open gathering areas, event-oriented spaces, ...	Installation' galleries with the theme of each festival	Keeping the new glass roof behind the diesel generator	That move and after traditions	Open area on north of the factory becomes a public place	Selling handmade artworks for different festivals
Artists getting help from experienced locals (balloons, capertent) to make their idea	Local library	Considering the fifth facade	Buildings look like a light house in the night	Keeping the existing museum area as they are	In this condition, with removing the walls, the factory could attach to the city from the north	Stripes of light and shadow in 300 ton kiln	Recreational area	TV shows, open gathering areas, event-oriented spaces, ...	Installation' galleries with the theme of each festival	Keeping the new glass roof behind the diesel generator	That move and after traditions	Open area on north of the factory becomes a public place	Selling handmade artworks for different festivals
Using triple in the interventions	Accommodation for artists coming from long distance or abroad	Checking the strength of the structure	Many outside of the factory and they send to the coffee shops	Night life	Colorful furniture	TV shows, open gathering areas, event-oriented spaces, ...	Installation' galleries with the theme of each festival	Keeping the new glass roof behind the diesel generator	That move and after traditions	Open area on north of the factory becomes a public place	Selling handmade artworks for different festivals	Open area on north of the factory becomes a public place	Selling handmade artworks for different festivals

REPRESENTING CONSTELLATION OF THE NEW ATMOSPHERE OF RAY CEMENT FACTORY

The atmospheric transformation that is represented is in accordance with ordering rules.

The new atmosphere is created through the same way as the existing atmosphere

REMAINING THE SAME
BODY CHANGES
FLEXIBLE CHANGES
SENSORY CHANGES
FUNCTIONAL CHANGES
EFFECT

1. ANALYSIS

X.X. ATMOSPHERIC LAYERS / (GENS / جنس) IN UPPER LEVEL AFTER INTERVENTION



REPRESENTING CONSTELLATION OF THE NEW ATMOSPHERE OF RAY CEMENT FACTORY

The atmospheric transformation that is represented is in accordance with ordering rules.

The new atmosphere is created through the same way as the existing atmosphere

INVISIBLE BUT FEELABLE LINKS
BELONGING

COLLECTIVE ACTIVITY

INTEGRITY
CULTUR AND ART HUB

■ LIGHT

■ DEVELOPMENT

■ VITALITY

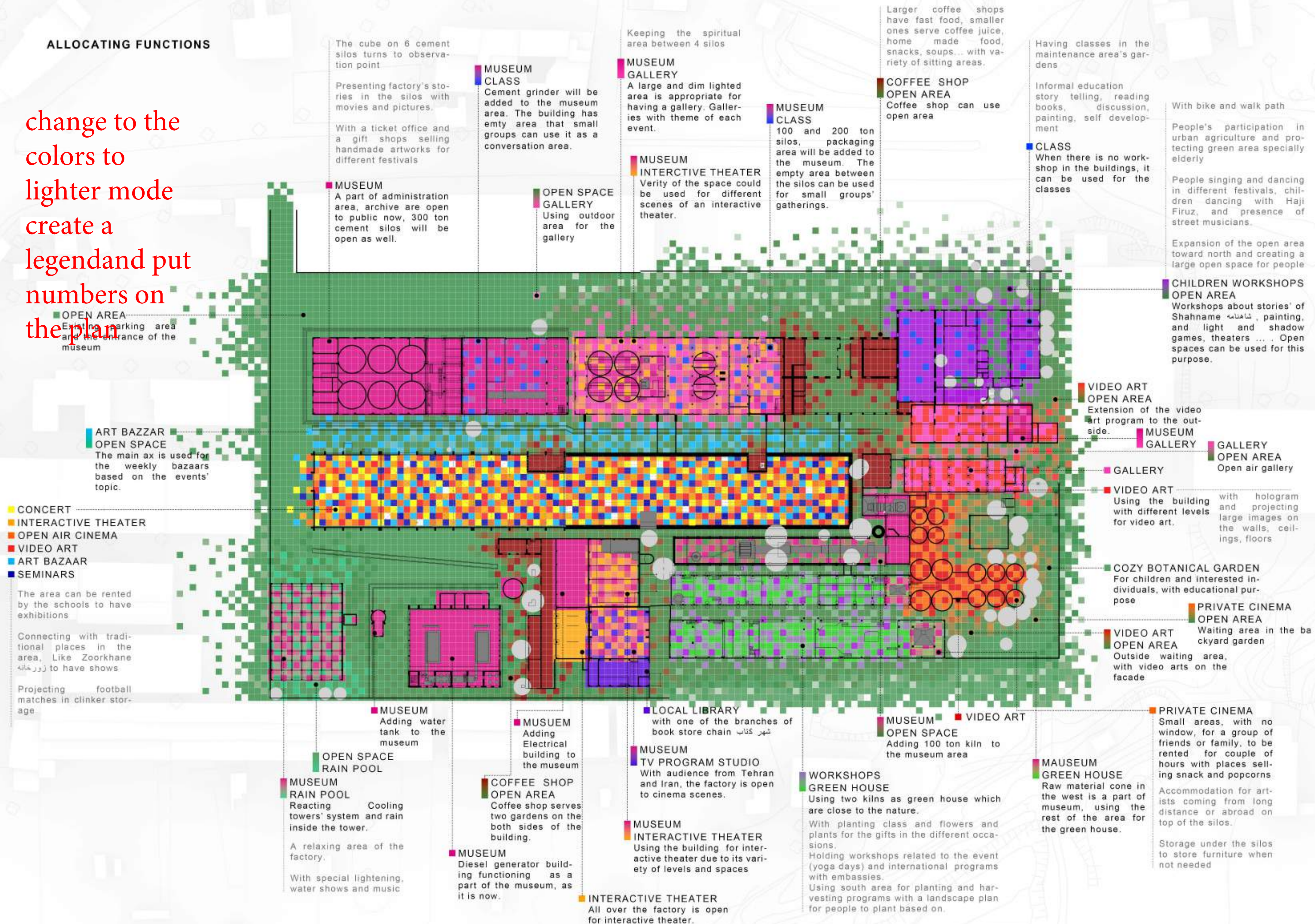
■ MUSEUM
■ NATURE

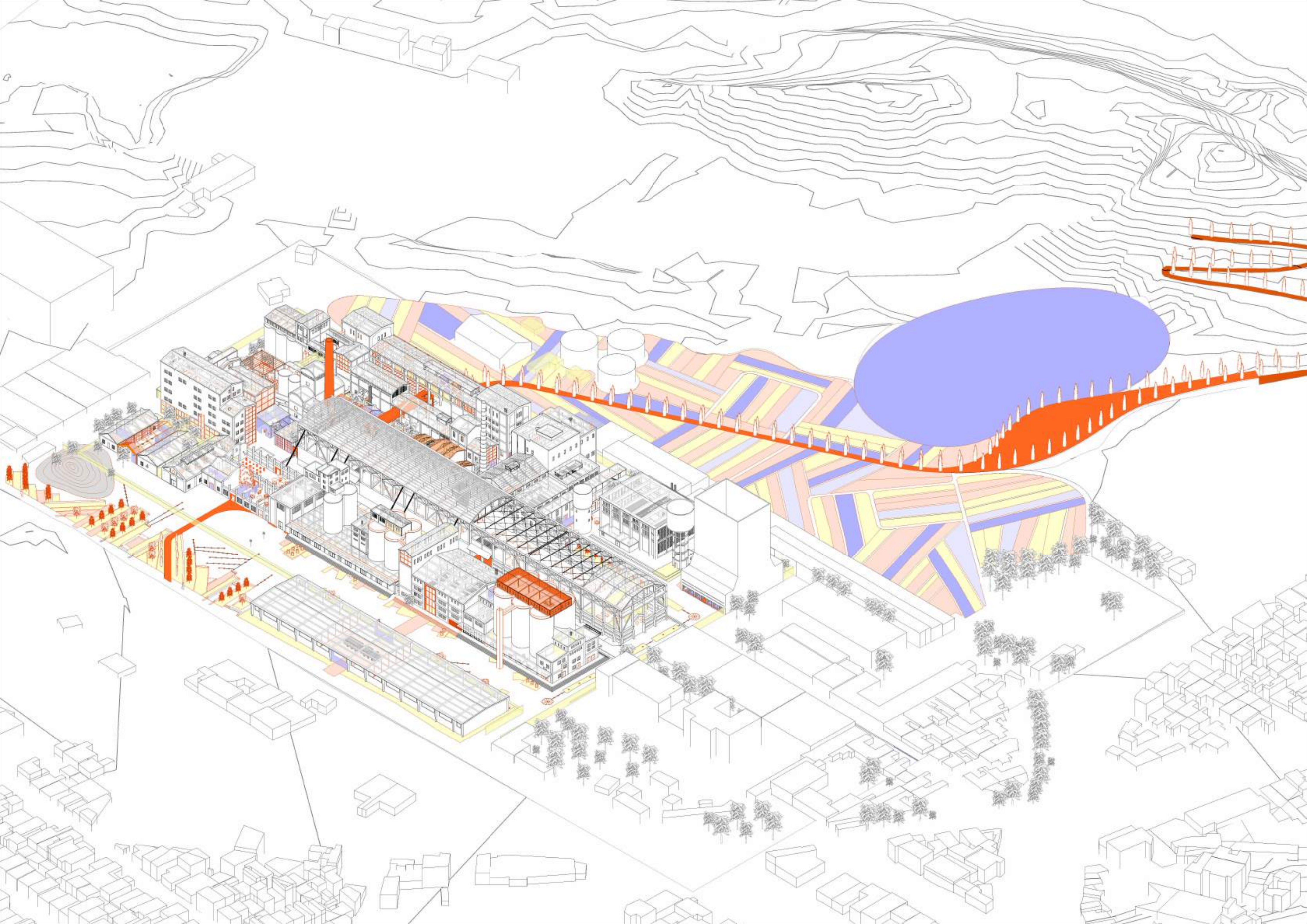
■ DARK

■ INTERVENTIONS

ALLOCATING FUNCTIONS

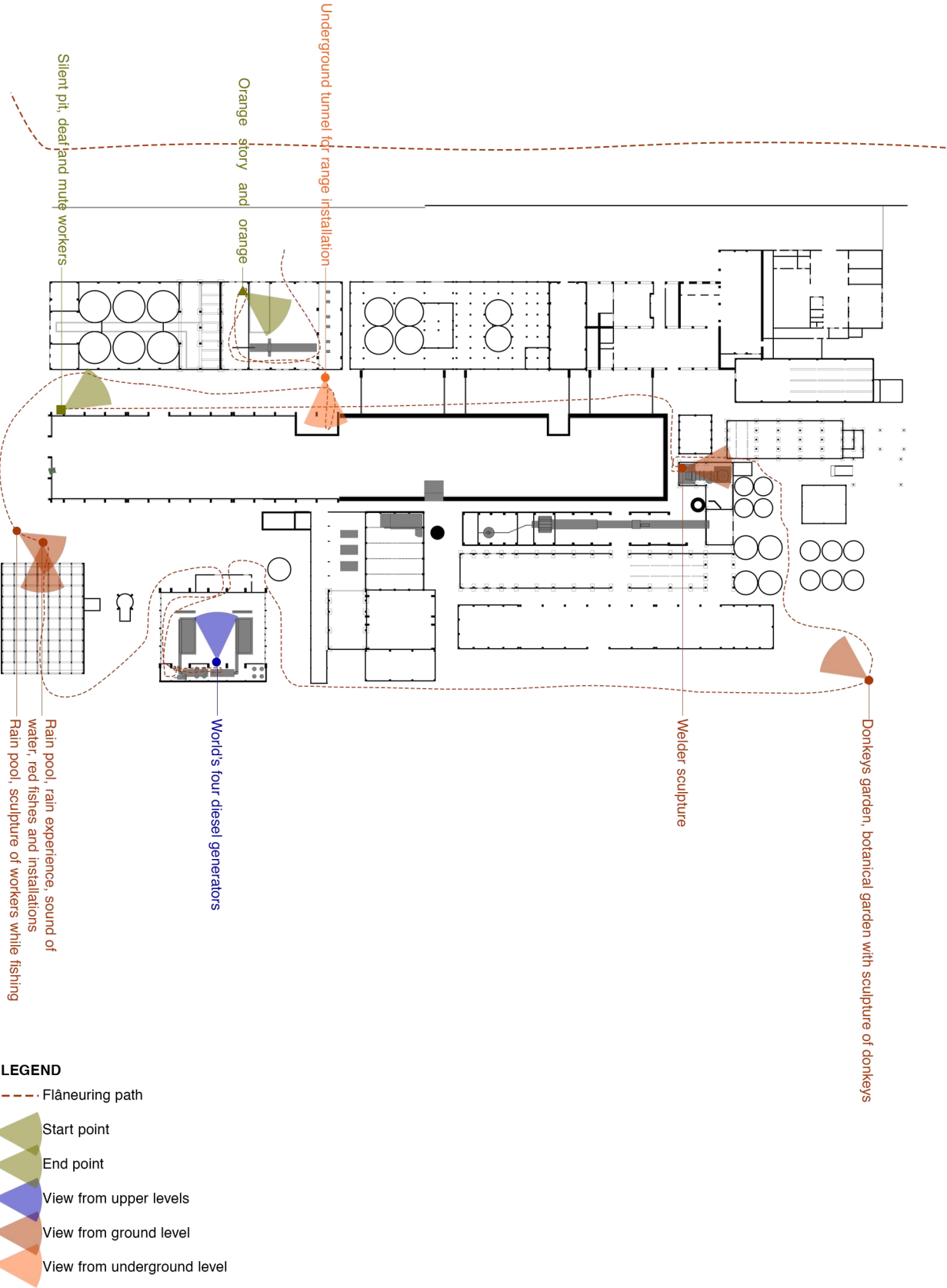
change to the colors to lighter mode create a legend and put numbers on the plan





EDIT IMAGE

FLÂNEURING FOR STORIES OF THE FACTORY



ORANGE STORY:
On the opening day, at 4 p.m., Reza shah gave some oranges to the workers, and they didn't know what an orange was. They smelled and someone told them how to eat the orange.

NARRATIVE:
Having an artificial huge orange tree in the building.



Visitors writing down their stories or experience about the factory

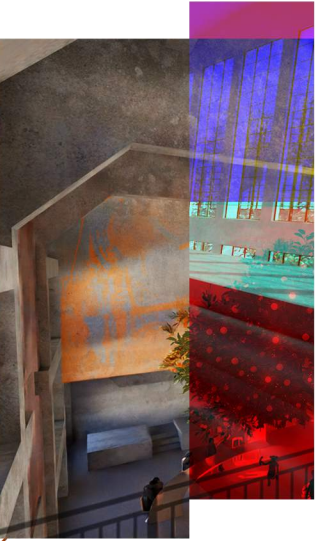


Scanning the stories



Linking stories to the orange on top of the tree

The orange with a story will lit.



FOUR DIESEL GENERATORS STORY:
There are two diesel generators in the factory. Generators of this types in the world. One sank with Turkey.

NARRATIVE:
Two concave mirror will be installed in front of smaller image of them. On one mirror, there is try's border with the sentence stating that one of is located here. On the other one, there is another sentence explaining that one of the four diesel ship. People will notice that the remaining dies behind them.

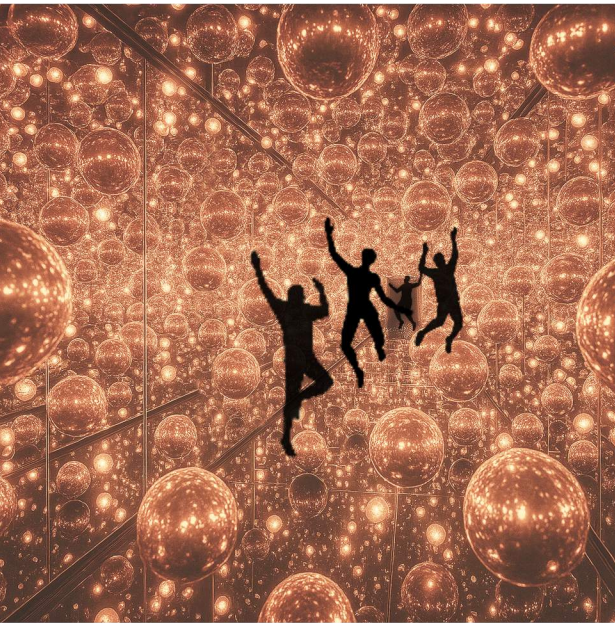


10re installations in the factory and based on the people's experiences some development can happen throughout the factory.

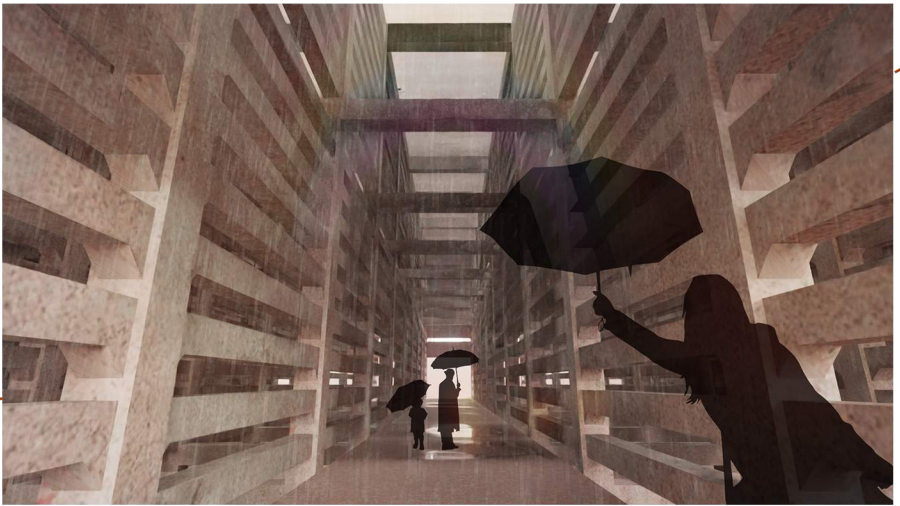
NARRATIVE:
There is an underground passage full of floating balls. The balls are floating with a gentle blow of mechanical system.



When people touch the balls, they release orange scent and light up.

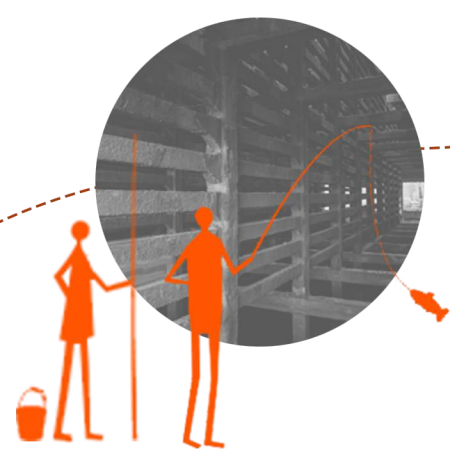


RAIN POOL STORY:
Water was poured down into the cooling tower to be chilled, creating a scene that looked like it was raining

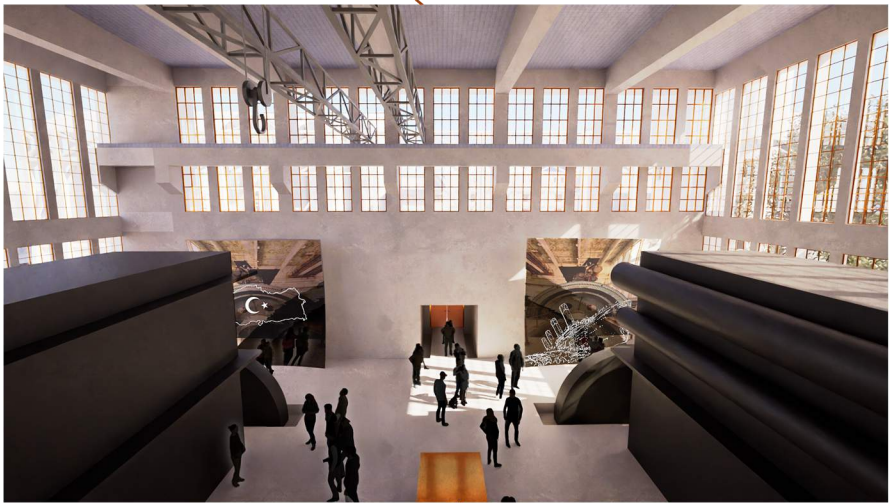


NARRATIVE:
Restoring the cooling tower to its original condition, creates the rain effect inside and sometimes rainbow as sun ray passes through the droplets.

RAIN POOL
STORY:
Fishes coming from qanat were caught by the workers



NARRATIVE:
Red fishes with their cultural significance in Iran inside the pool evokes the fishing memory
There are sculptures of works while fishing. Empty sculpture that people can take picture with.
There can be voice of the workers talking about catching fish and installations of red fishes, or projection of the walls.



FOUR DIESEL GENERATORS
STORY:
There are two diesel generators in the factory. Only there are 4 diesel generators of this types in the world. One sank with the Titanic; and one is in Turkey.

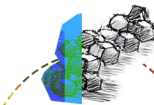
NARRATIVE:
Two concave mirror will be installed in front of the generators to reflect smaller image of them. On one mirror, there is an outline of Turkey country's border with the sentence stating that one of the four diesel generators is located here. On the other one, there is an image of Titanic, with the sentence explaining that one of the four diesel generator was aboard the ship. People will notice that the remaining diesel generators are the ones behind them.



SCULPTURES
STORY:
Illiterate workers become experienced expert. initially a worker just put oil on 100ton kiln. A worker become so experience that repaired a grinder machine with welding. Donkeys of the factory were used for transportation.
NARRATIVE:
short stories will have a sculpture that people can use the sculpture to be in their position to take a picture to experience the existing memory and create a new memory for themselves.



SILENT WELL
STORY:
A deaf and mute workers broke down the extracted stones from the mountain



NARRATIVE:
There are some balls with irregular hexagonal shapes.

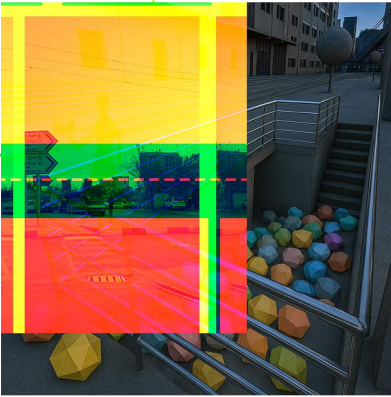
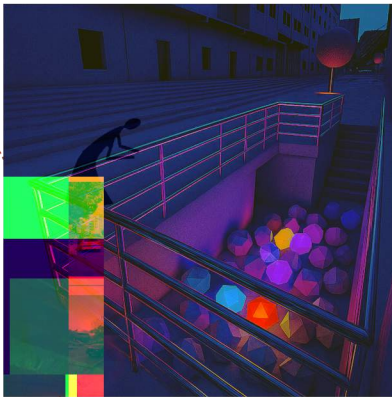


People throw the balls in the well.



The silent balls illustrate the silent world of the deaf and mute workers, and when they glow, it shows the value of their work.

The silent balls illustrate the silent world of the deaf and mute workers, and when they glow, it shows the value of their work.



EDIT IMAGE

FLÂNEURING FOR INSIDE THE FACTORY

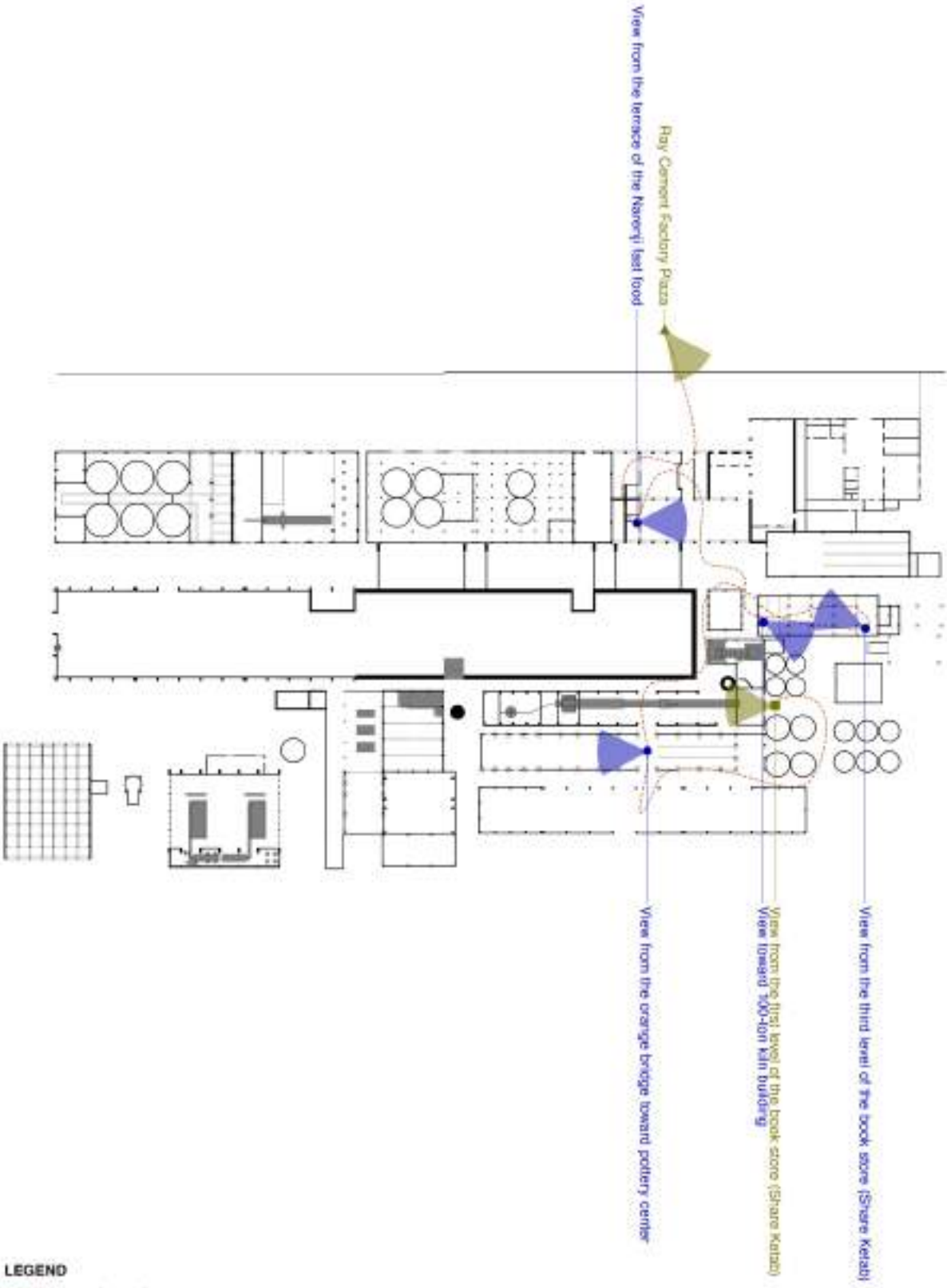


Ray Cement Factory plaza is a place where people gather to celebrate events (for example Charshambe suri, last Wednesday of the year)



When people touch the balls, they release orange scent and light up.

An orange bridge connects to sitting areas in the two buildings of Share ketab

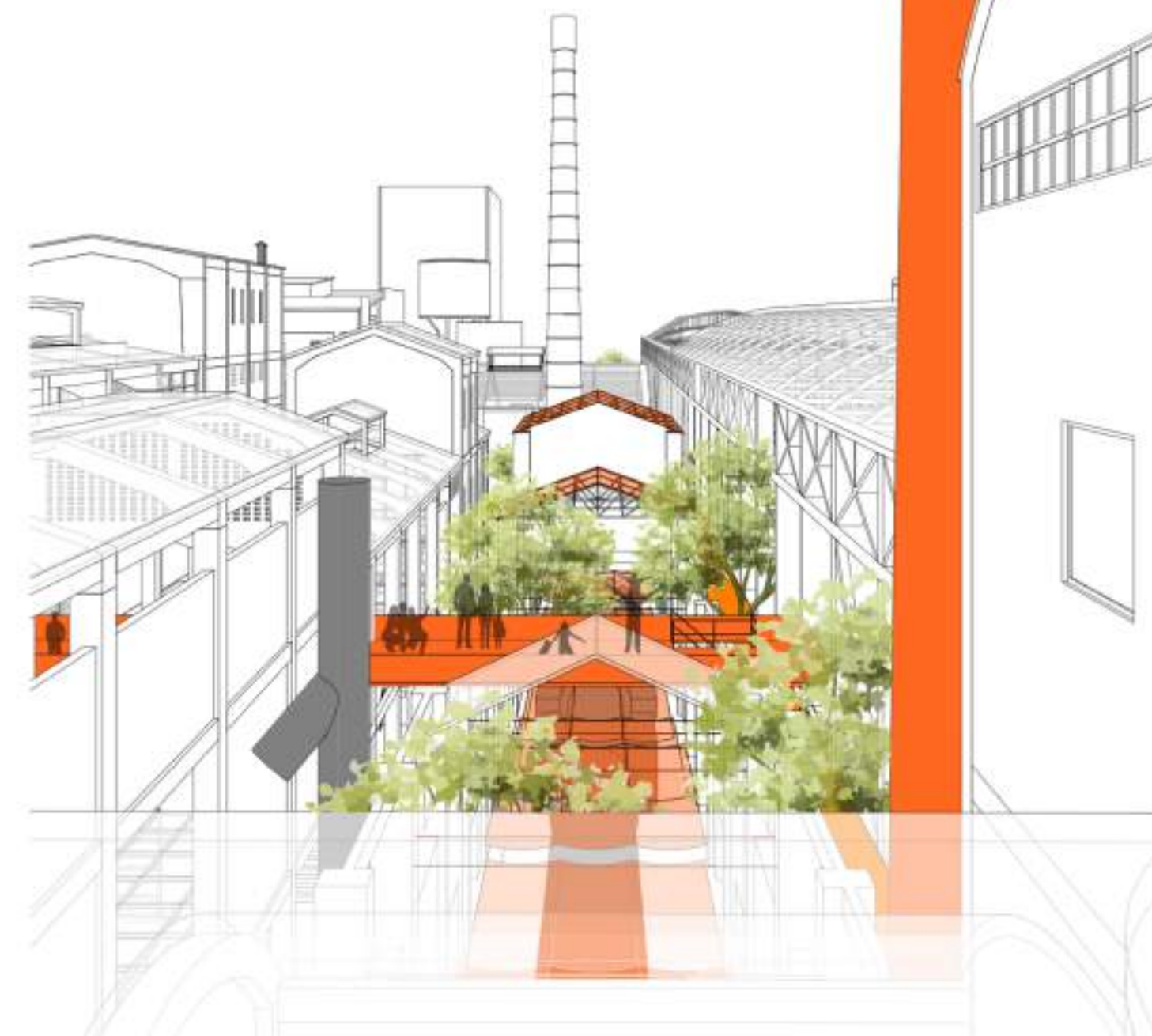


- LEGEND
- Flâneuring path
 - Start point
 - End point
 - View from upper levels
 - View from ground level
 - View from underground level

add more
images



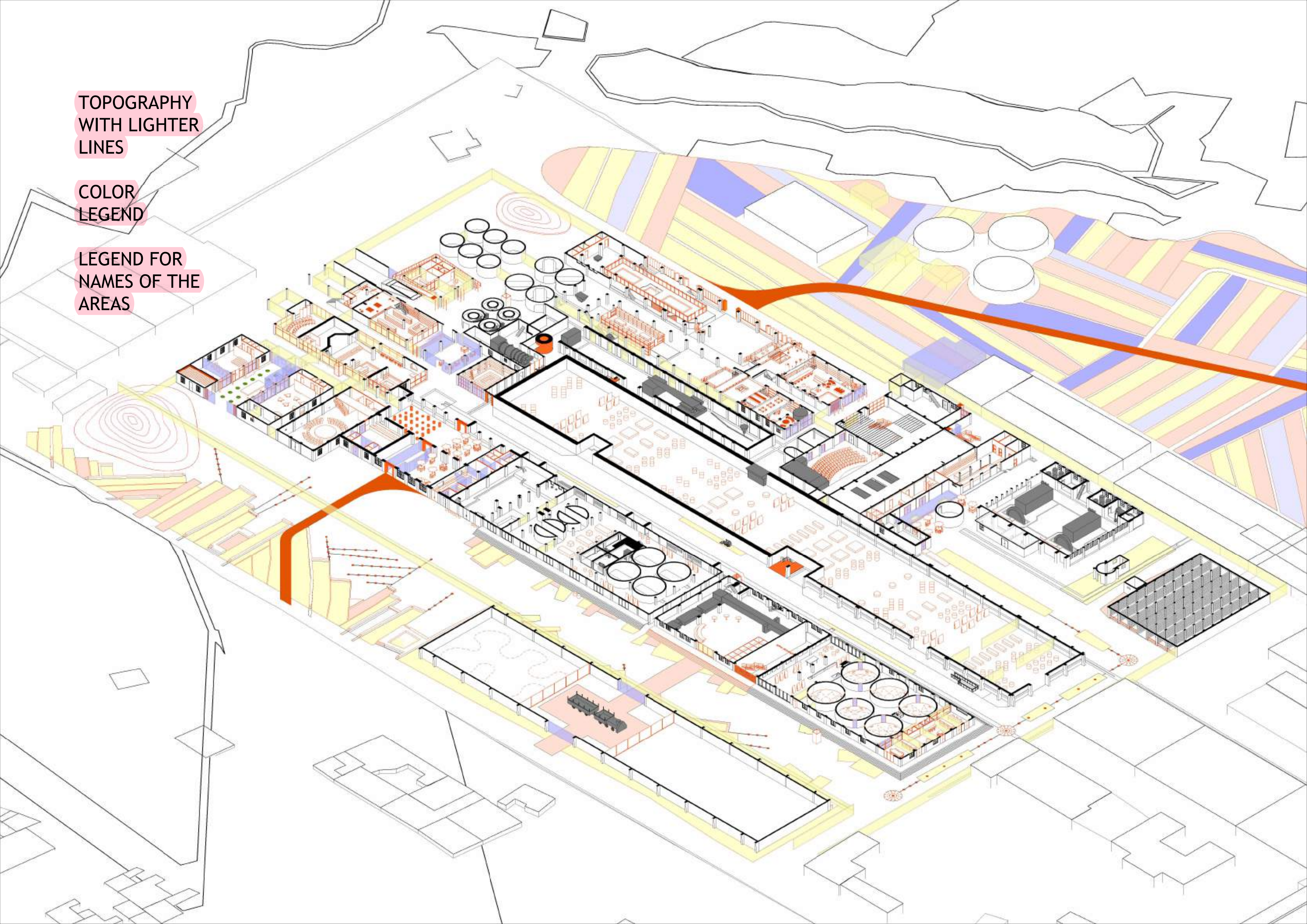
This area is the symbol of the factory's sprint, it makes us feel sublime. the
k100-ton kiln will be protected with some removable sheets

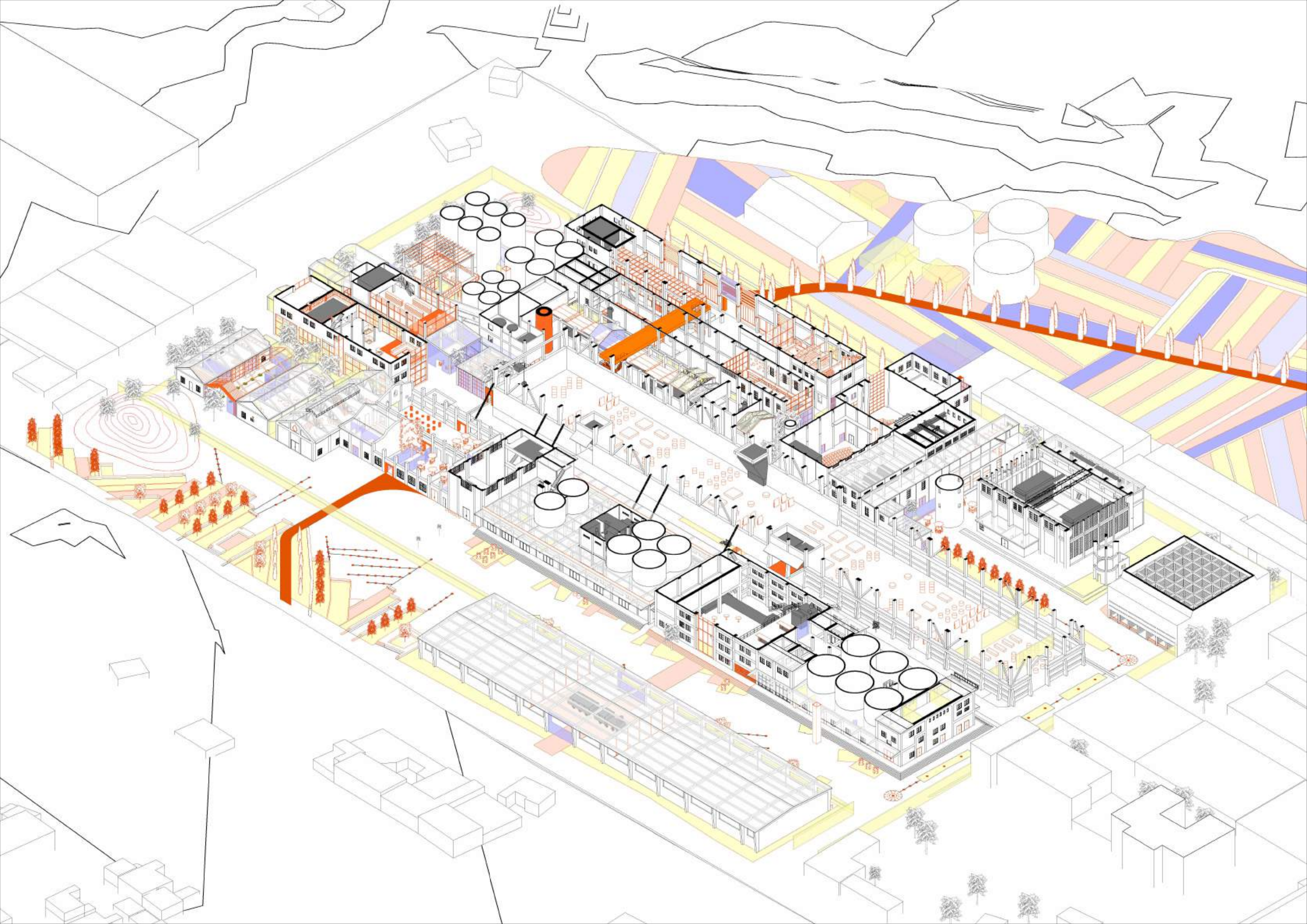


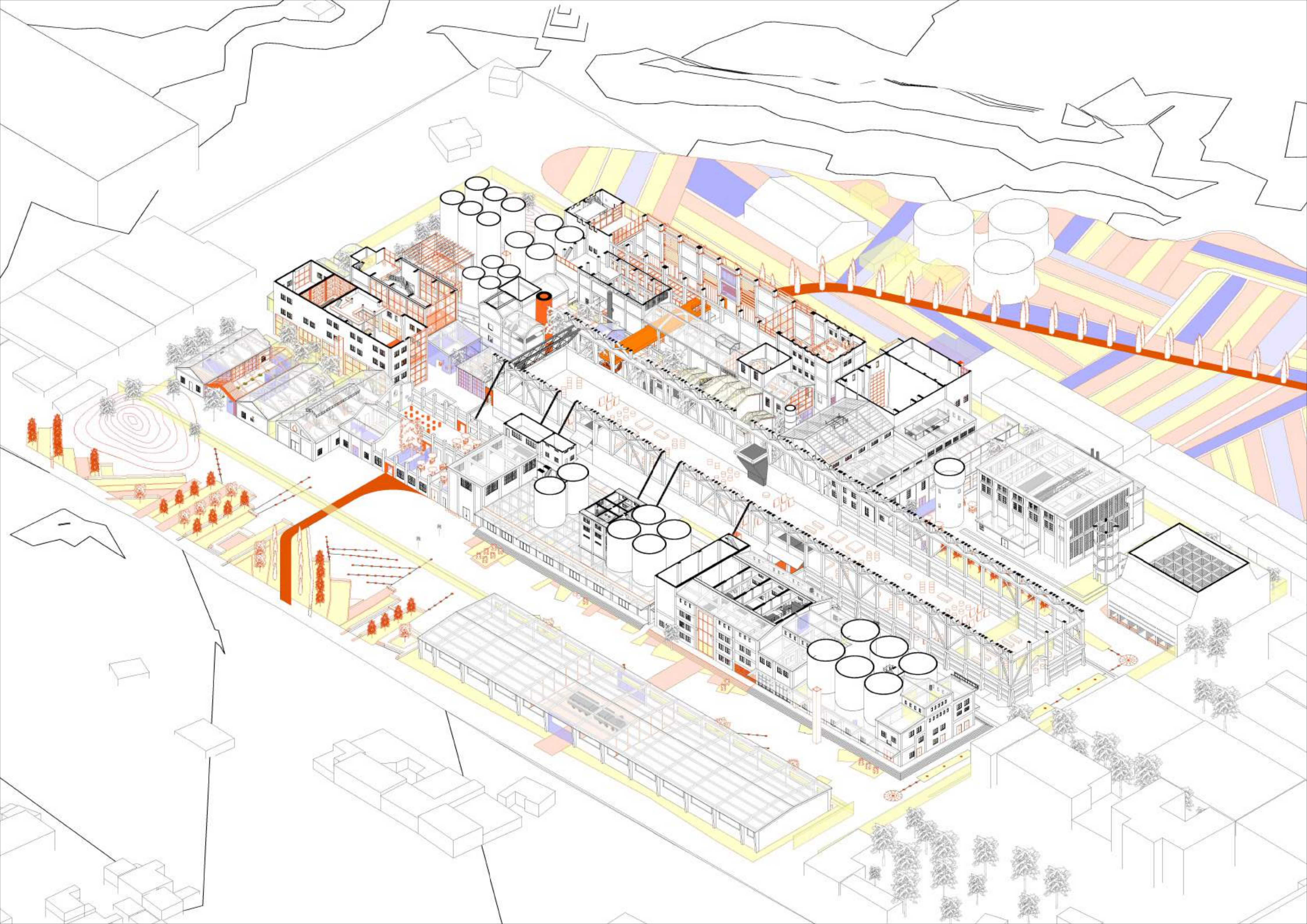
TOPOGRAPHY
WITH LIGHTER
LINES

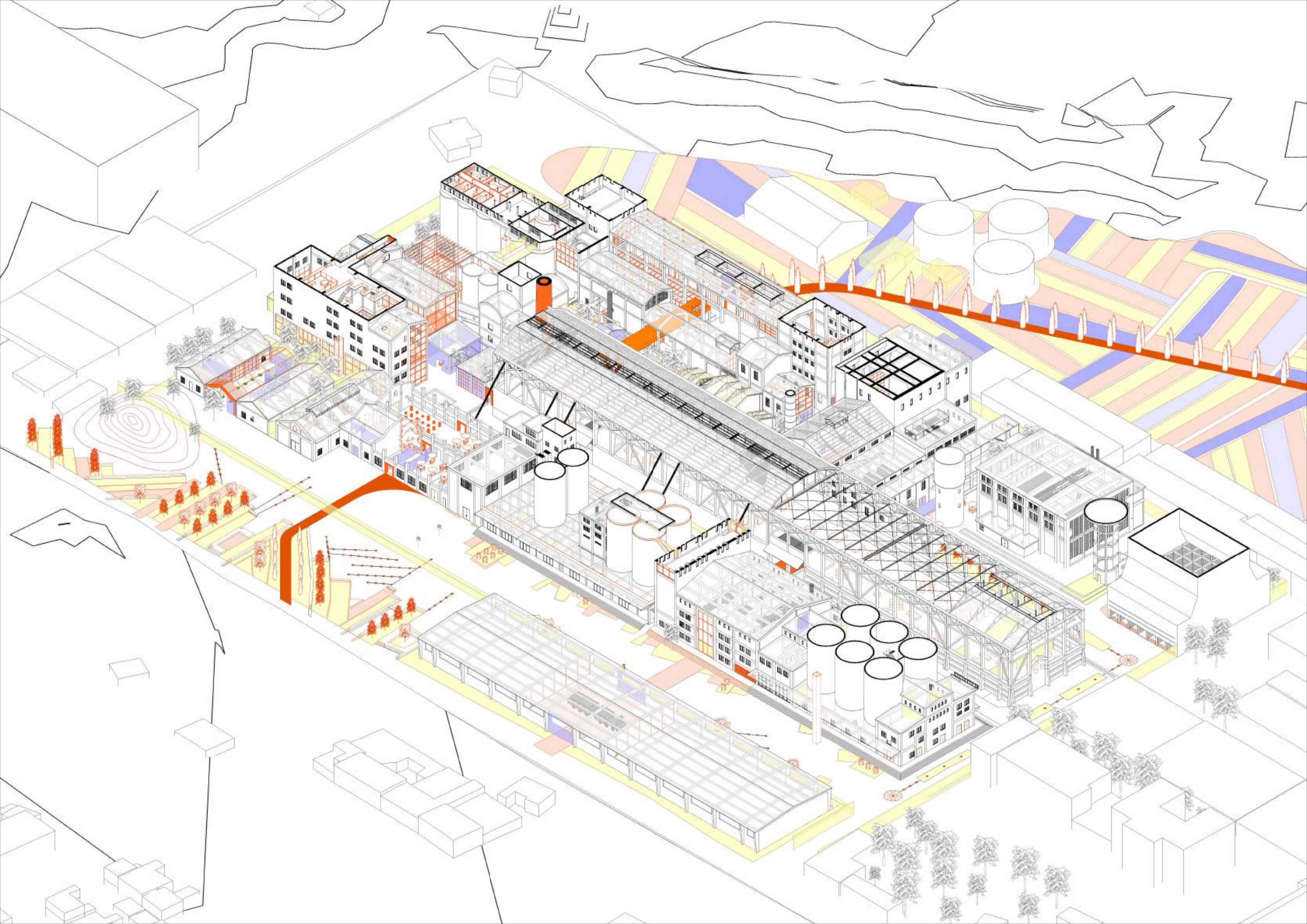
COLOR
LEGEND

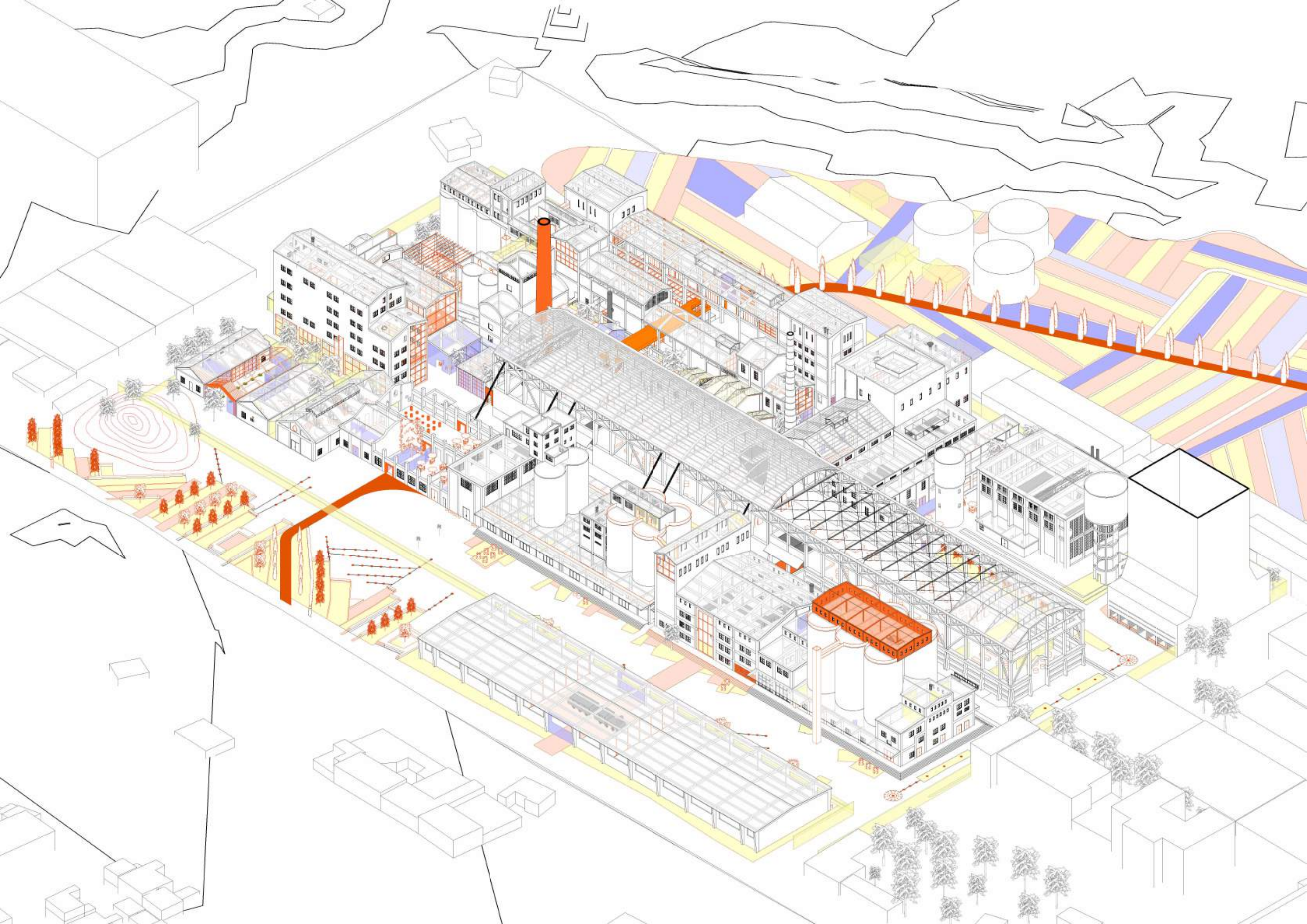
LEGEND FOR
NAMES OF THE
AREAS

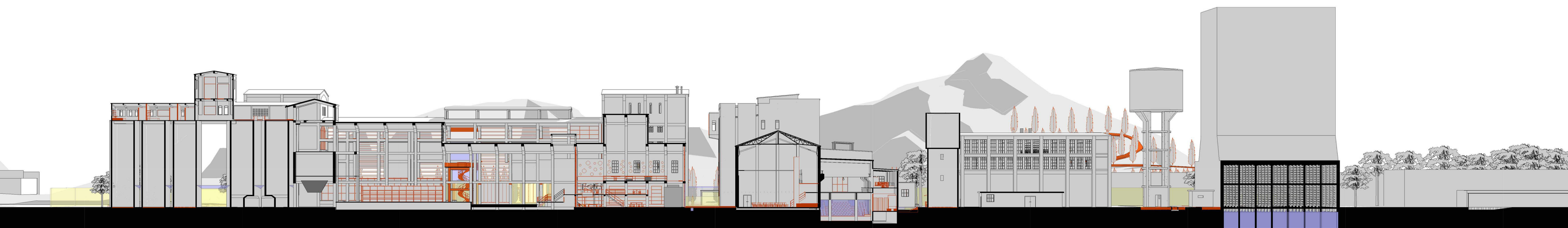












- REY MUSEUM**
1 Ray history museum
- RAY CEMENT FACTORY FORECOURT**
2 Temporary open-air exhibitions based on the events
- 300-TON CEMENT SILOS**
3 Site-view stage
4 Cement museum
- RAY CEMENT FACTORY STREET**
5 Silent pit (in memory of the deaf and mute worker)
- CLINKER STORAGE**
6 Multi-functional area for installations, exhibitions, concerts, gatherings
- RAIN COURTYARD**
7 Outdoor sitting area
- COOLING TOWER**
8 Rain experience, red fish pool and installation area (in memory of the fishing story)
- CRAFT WORKSHOPS AND STORAGE**
9 Mechanical and fabrication, sewing, carpentry ...
- URBAN FARMING**
10 Planting area for citizens
- LAKE**
11 Existing excavation pit used to collect water for the urban farming

add key plan

- REY MUSEUM**
1 Tehran first train
2 Sculpture of playing children (in memory of the first train)
- RAY CEMENT FACTORY FORECOURT**
3 Temporary open-air exhibitions based on the events
- 300-TON CEMENT SILOS**
4 Site-view stage toward the old city wall
5 Museum corridor
6 Cement museum (movie and photo presentation area)
7 Archive corridor
- RAY CEMENT FACTORY STREET**
8 Main axis of the factory toward the city
9 Presenting machinery of the factory
- CLINKER STORAGE**
10 Existing concrete hopper
11 Multi-functional area for installations, exhibitions, concerts, gatherings
- RAIN COURTYARD**
12 Outdoor sitting area
- DIESEL GENERATOR MUSEUM**
13 Siemens diesel generator
14 Mirror installation (in memory of Titanic and the four diesel generators)
- CRAFT WORKSHOPS AND STORAGE**
15 Mechanical and fabrication, sewing, carpentry ...
- URBAN FARMING**
16 Planting area for citizens



Dry Deck Fountain
create freshness and an interactive space



Fish installation (Architect, Xu Bing – Phoenix installation at St. John's Tower, New York, 2022. Accessed Nov 2025)



Water effect for the whole tower (teamLab: Universe of Water Particles in the Tank, TANK Shanghai, 2019)



Art installation for different events (StarsSystem Magazine, Stephen Knapp – Lightpainting installation, July 2025. Accessed Nov 2025)



Red fish for new year (iStock / Getty Images, View of fish swimming in lake, accessed Nov 2025)



Interactive installation in which fishes are attracted to the coins thrown in the pool



Borage



Cornflower



Cotton



Lavender



Peppermint



Verbena



Play and entertainment space between agricultural plots



Curved panel to present the movies and photos of the factory in the museum (EIKI Projectors, Curved projection setup with immersive digital scene, 2021. Accessed Nov 2025)



Jujube Shrub



Grape



Sunflower



Tomato



Cucumber



Eggplant



Common mallow



Hyssop

- REY MUSEUM**
1 Ray history museum
- RAY CEMENT FACTORY FORECOURT**
2 Temporary open-air exhibitions based on the events
- CEMENT MILL BUILDING**
3 Site-view stage
4 Memory installation
5 Existing concrete hopper
- RAY CEMENT FACTORY STREET**
6 Presenting machinery of the factory
7 Orange underground passage (in memory of the orange story)
8 Orange Bar (orange juice, cake, chocolate ...)
- CLINKER STORAGE**
9 Multi-functional area for installations, exhibitions, concerts, gatherings
10 Existing concrete hopper
- POWER HOUSE AND TURBINE HALL**
11 Turbine (existing machinery of the factory)
12 Waiting area
13 Mechanical room and storage
14 Backstage
15 Theater hall
16 Open-air waiting area
- CRAFT WORKSHOPS AND STORAGE**
17 Mechanical and fabrication, sewing, carpentry ...
- URBAN FARMING**
18 Planting area for citizens



Immersive installation for the Orange Story, where individuals can draw what they want to become real



Immersive installation for the Orange Story (teamLab, Phenomena Abu Dhabi – Morphing Continuum, 2024. via Abu Dhabi Department of Culture and Tourism, accessed Nov 2025)



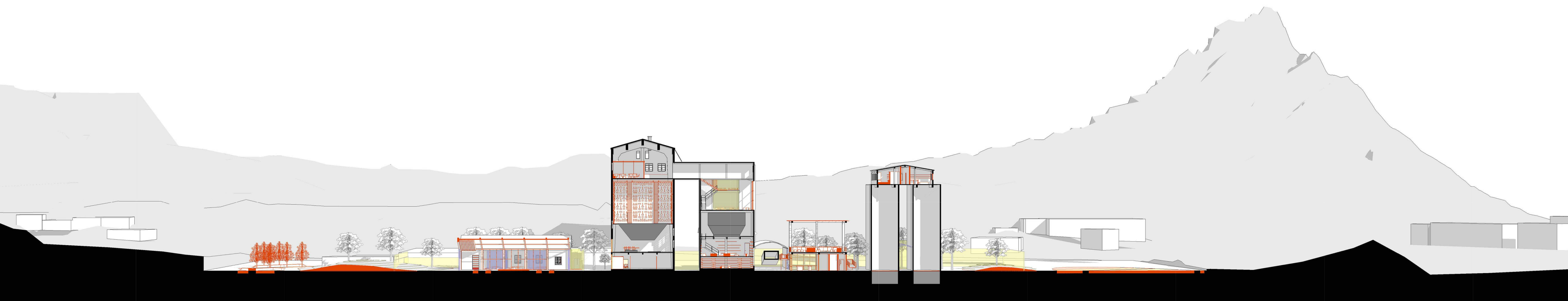
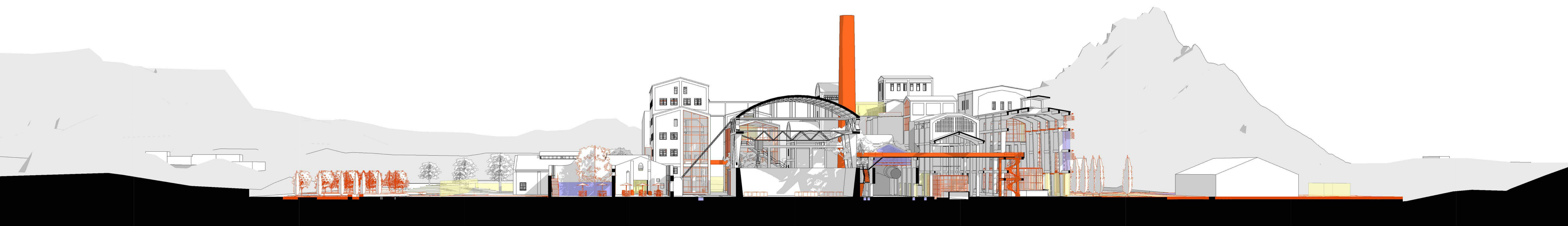
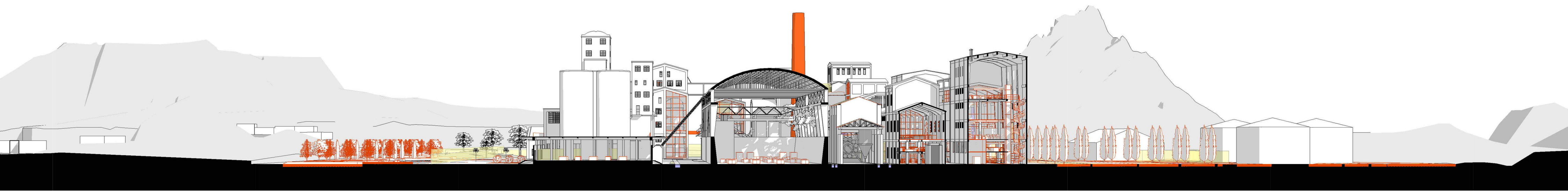
Chamomile



Lemon balm

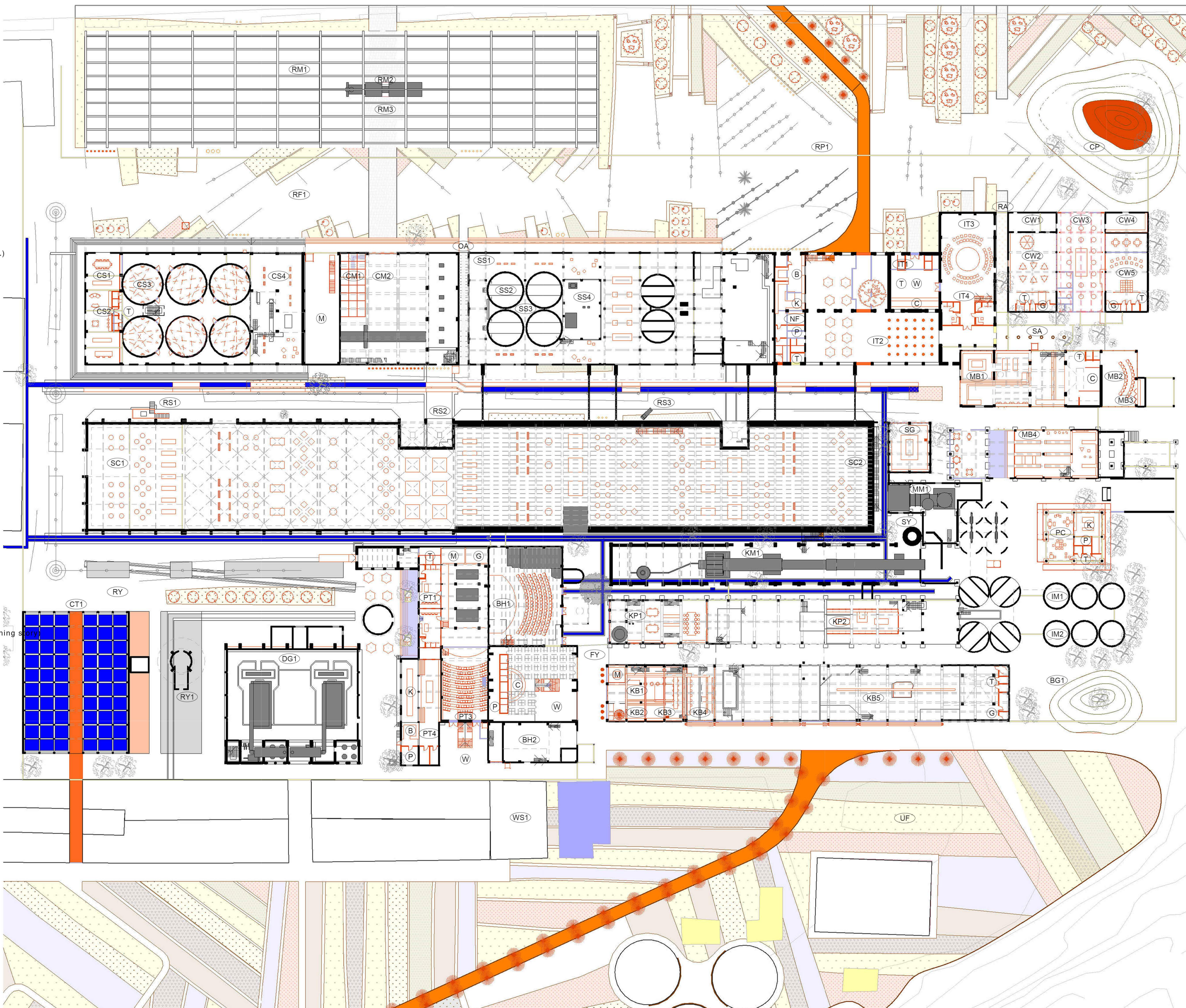


Linseed



- RM REY MUSEUM**
RM1 Ray history museum
RM2 Tehran first train
RM3 Sculpture of playing children (in memory of the first train)
- RP RAY CEMENT FACTORY PLAZA**
RP1 Gathering area for public events
- RF RAY CEMENT FACTORY FORECOURT**
RF1 Temporary open-air exhibitions based on the events
- CP CHILDREN'S PLAY HILL**
- CW CHILDREN'S WORKSHOP**
CW1 Teachers' room
CW2 Workshop (poetry reading, storytelling, painting, ...)
CW3 Children's planting garden
CW4 Plant store
CW5 Shadow workshop (light and shadow play, storytelling, puppet making, ...)
- CS 300-TON CEMENT SILOS**
CS1 Documentation center (for volunteers to arrange existing documents)
CS2 Control room
CS3 Cement museum (movie and photo presentation area)
CS4 Gallery of museum drawings and models
- CM CEMENT MILL BUILDING**
CM1 Exhibition area for machinery of the factory
CM2 Orange tree (in memory of the orange story)
- OA ORANGE ALLEY**
- SS 200-TON CEMENT SILOS AND 100-TON CEMENT SILOS**
SS1 Art gallery
SS2 Cement museum (silos)
SS3 Light cross
SS4 Cement museum (cement packaging area)
- NF NARENJI FAST FOOD (ORANGE FAST FOOD) قست فود نارنجی**
- IT INTERACTIVE THEATER**
IT1 Ticket office
IT2 Narenji Garden (orange garden) نارنجی باغ
IT3 Interactive theater hall
IT4 Backstage
- RA RAZ ALLEY (SECRET ALLEY) کوچه راز**
- SA SHAD ALLEY (HAPPY ALLEY) کوچه شاد**
- RS RAY CEMENT FACTORY STREET**
RS1 Silent pit (in memory of the deaf and mute worker)
RS2 Orange Bar (orange juice, cake, chocolate ...)
RS3 Presenting machinery of the factory
- MB RAW MILL BUILDING BOOKSTORE (SHAHRE KETAB CHAIN STORE)**
MB1 Stationery
MB2 Seminar room (book or film critiques)
MB3 Catering area
MB4 Bookstore
- SG SAYEH GIFT SHOP (SHADOW GIFT SHOP)**
- SC CLINKER STORAGE**
SC1 Multi-functional area for installations, exhibitions, concerts, gatherings
SC2 Sculpture in the overhead crane (in memory of the lunch tour)
- MM RAW MILL BUILDING MUSEUM**
MM1 Welder sculpture (in memory of the experienced welder)
- SY SHADOW COURTYARD**
- PC PICHAH CAFÉ (IVY CAFÉ) کافه پیچک**
- RY RAIN COURTYARD**
RY1 Water tank
- CT COOLING TOWER**
CT1 Rain experience, red fish pool and installation area (in memory of the fishing story)
- DG DIESEL GENERATOR MUSEUM**
DG1 Mirror installation (in memory of Titanic and the four diesel generators)
- PT POWER HOUSE AND TURBINE HALL**
PT1 Backstage
PT2 Theater hall
PT3 Control room
PT4 Salad Bar
- BH BOILER HOUSE**
BH1 TV studio
BH2 Local library
- FY FIG COURTYARD**
- KM 100-TON KILN MUSEUM**
KM1 Oiler sculpture (in memory of the illiterate worker)
- KP 200-TON KILN POTTERY CENTER**
KP1 Pottery making area
KP2 Ceramic shop
- IM IMMERSIVE MEDIA SILOS**
IM1 Private cinema
IM2 Event-based hologram presentation area
- KB 300-TON KILN BOTANICAL CENTER**
KB1 Cashier desk
KB2 Gift and accessory shop
KB3 Plant display and customer planting area
KB4 Delivery , cleaning and waste-disposal zone
KB5 Indoor botanical garden
- BG BOTANICAL GARDEN**
BG1 Donkey sculpture (in memory of the donkey story)
- WS CRAFT WORKSHOPS AND STORAGE**
WS1 Mechanical and fabrication, sewing, carpentry ...
- UF URBAN FARMING FOR CITIZENS**

- T toilet
M mechanical room
G storage
C coffee shop
W waiting area
B Back-of-house (cold and dry storage, washing area, waste-disposal area)
K Kitchen
P Personnel room



Cement Factory is in on South of Tehran



Regarding Land use zoning of Tehran the factory is in the historical zone of Tehran



APENDIX
X
ADD REFERENCES
to the last sheet

TEHRAN CITY DEVELOPMENT

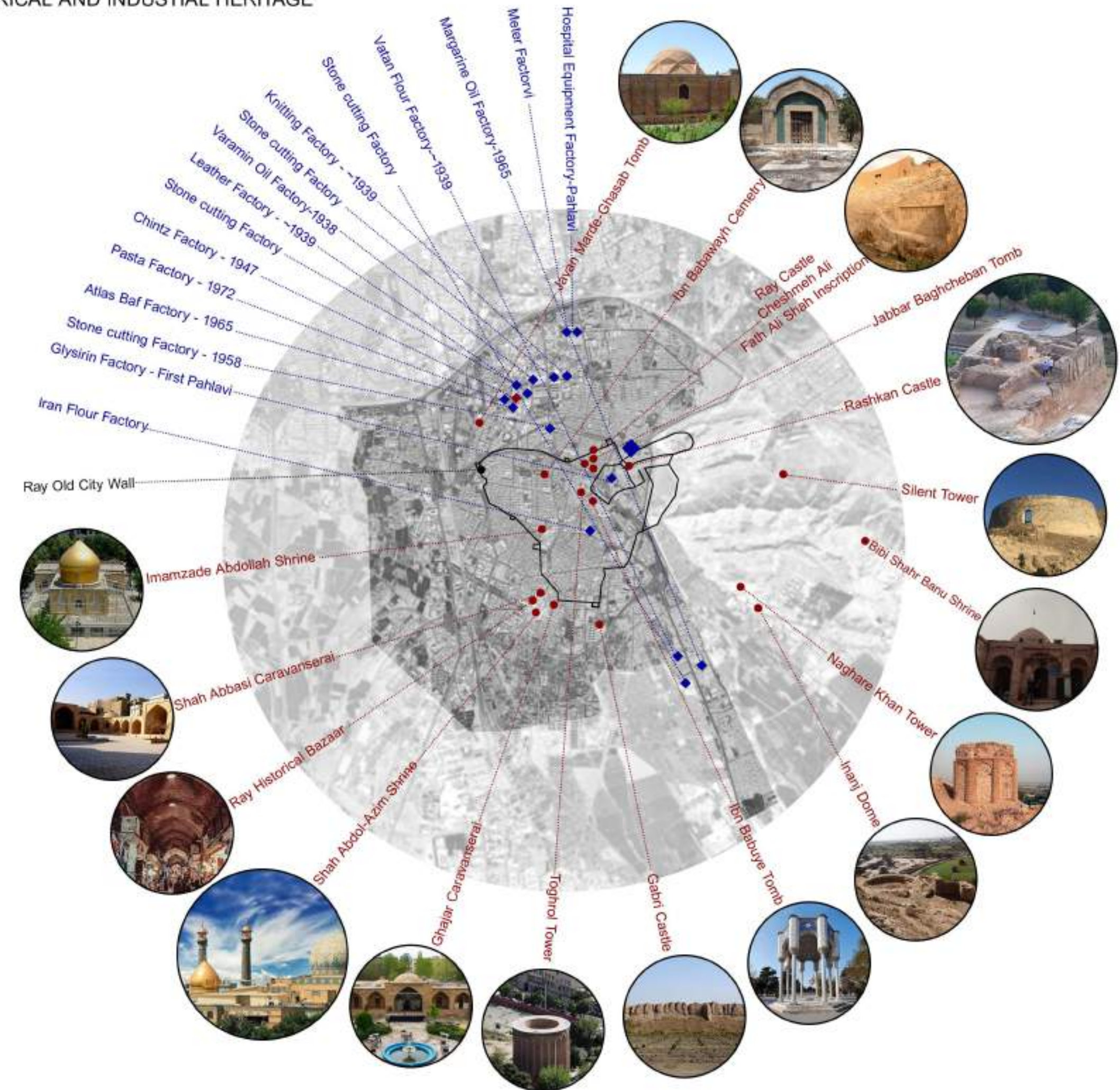


TRANSPORTATION
15minutes distance by private car, cab, bus and metro have been shown on the map. Due to heavy traffic jams, moving from northern or western parts of Terhan to the factory would take more than 1 hour, therefore the new function of the factory should be something that serves more the people living close to the factory and people in the 220th region of Tehran.



remove this

HISTORICAL AND INDUSTRIAL HERITAGE



Google maps

Tehran Industrial Heritage, Dr.Somayeh Fadaeinezhad Bahramjerdi, Dr. Sara Teymourtash, Tehran University, 2021
Documents of International competition for the adaptive reuse and renovation ideas for the Ray Cement Factory

<https://farsnews.ir/tehran/news/>

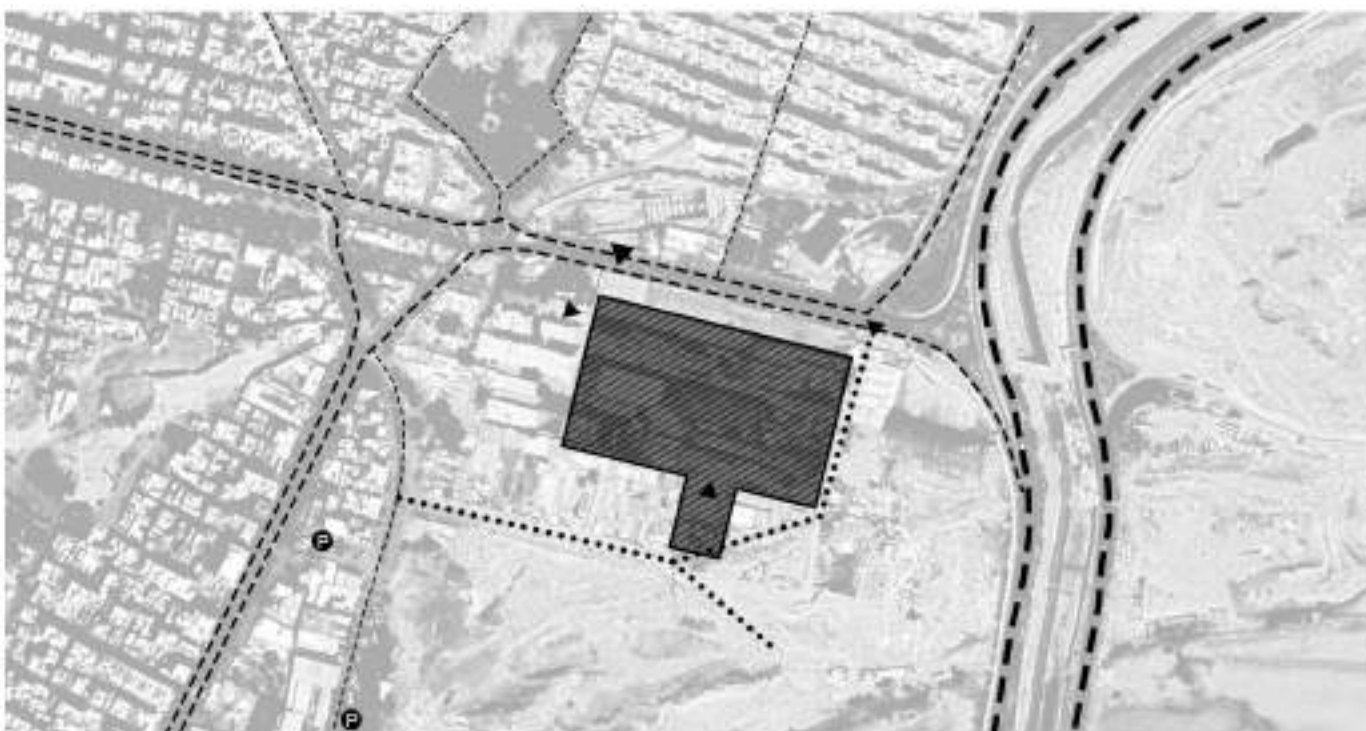
<https://www.donyayemadan.com>



- RAY CEMENT FACTORY
- FOOD MARKET: supermarket - bakery - butcher - candy store - fruit and vegetable store
- RESTAURANT and COFFEE SHOP
- EDUCATIONAL AREA: school - kindergarten - high school - conservatory - tailoring school - driving school
- ADMINISTRATIVE CENTER: bank - insurance - governmental office - private office - real estate - charity organization - telecommunication company
- HEALTH CARE CENTER: hospital - clinic - pharmacy - health care educational center
- CULTURAL CENTER: cultural center - tourism, cul-
- RELIGIOUS AREA: mosque - religious center - religious institution
- SHOPS: clothing - building materials supplier - auto gallery - motorcycle - electronics - computer equipment - game - photo taking - tailoring - stationary - leather goods
- SPORT CENTER
- BEAUTY SALON
- MECHNIC AND AUTOPART STORE: vehicle repair shop - oil change service - motorcycle repair shop - auto parts store - glass store - lock store - alarm system store
- INDUSTRIAL AREA: glycerin Factory - warehouse - agricultural machine repair center - mobile phone repair

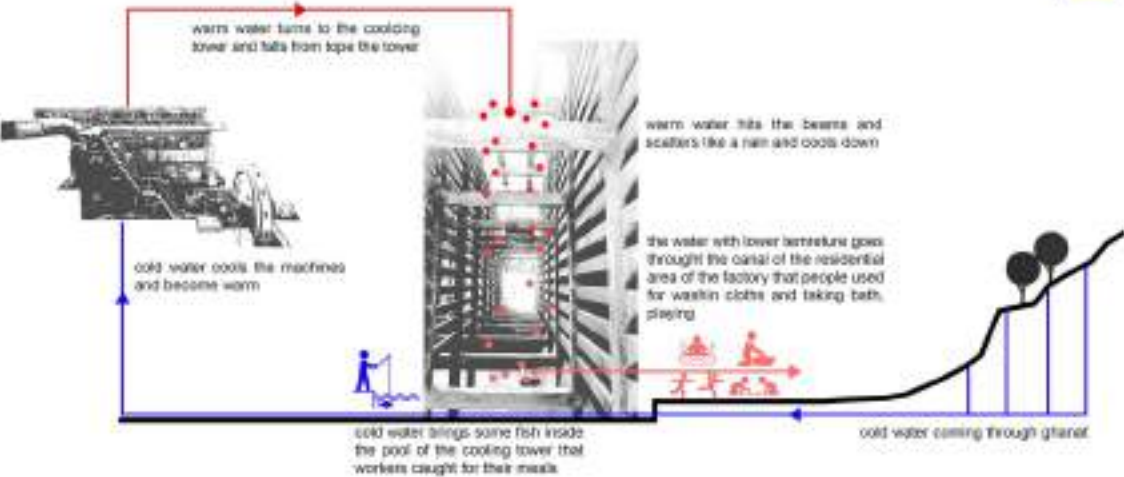


- Factory area: monopoly of municipality for 30 years
- Property of Azad University of Tehran: Negotiated to be sold to municipality
- Property of citizens: The need for negotiation and making decision



- Factory area
- Highway
- Main Road
- Secondary Road
- Dirt Road
- Main Entrance
- Entrance
- Parking Area

WATER SOURCE OF THE FACTORY
With a ghanat water reached to the factory. There are underground canals to access water to the different parts of the factory to cool the machines. The cycle of the water has been shown in the diagram.

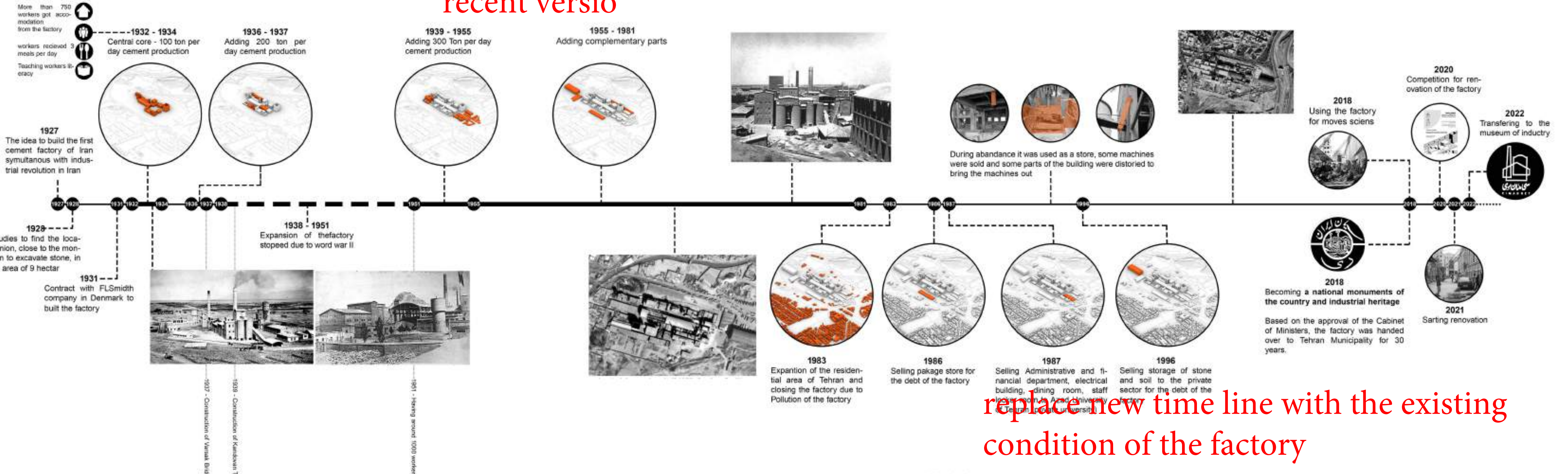


- LEGEND
- Tehran city
- Cement Factory
- Tehran province rivers



change this with its recent versio

remove these two



replace new time line with the existing condition of the factory

The ax that Tehran was planned to develop along

The ax of Tehran's development

TEHRAS' DEVELOPMENT
Emphasizing on the north south ax of Tehran with the development of the factory,

TEHRAN'S MUSEUMS

EXISTING MUSEUM

Keeping existing museum as it is. (Guard, 300ton cement silos, clinker storage, cooling tower and diesel generator)

ADDITIONAL PARTS TO THE MUSEUM

Adding 100 and 200 ton silos, 100 ton kiln, water tanks.

TEHRAN'S CULTURAL CENTERS

TEHRAN'S CINEMAS AND THEATER

MULTI FUNCTIONAL AREA

Tehran's third open air cinema of in the clinker storage, and exhibition, concert, seminars area

TEHRAN'S GALLERIES

TEHRAN'S EMBASSIES

GALLERY AND WORKSHOP

Being held by embassies and private sectors in the 100 and 200 ton cement silos.

CULTURAL CENTER

Having classes, coffee shops, TV program salon, local library, to improve culture and educate workers.

GARDEN CENTER

Teaching planting skills in 200 and 300 ton kiln's semi open areas with connection to the south, and workshop area

PRIVATE CINEMA

In raw material silos, being rented by families and group of friends

INSTALLATION AREA

Availability of the factory in all of the stages for installations.

TEHRAN'S PARKS AND AMUSENET PARKS

UNITING AZAD UNIVERSITY

Having working areas and being rented by the schools that have insufficient spaces.

UNITING THE NORTH STORAGE

Multifunctional area (Theater, seminar, cinema saloon)

UNITING THE SOUTH STORAGE

Shopping areas for agricultural tools and working area for fruit and vegetable products

UNITING EAST STORAGE

Arranging mechanics and creating lab

OPEN TO THE CITY

Removing the barriers and opening the factory to the public from west

ATTACHING TO THE CITY

Giving courts to people to plant

ATTACHING TO THE MOUNTAINS

Planting for private purpose or to sell

EAST OPEN AREA

TEHRAN MAPS' LEGEND

- Most popular places
- Hidden gems
- Less popular places