

# FARAMA

PROJECTS & CONTRACT DIVISION



*Our 2nd and 3rd generations standing  
in front of FARAMA first carpentry shop  
1960*



*Traditional Blacksea Laz wooden house circa 1897  
and first delivery vehicle Opel Rekord Caravan 1961  
1952*

**We are FARAMA and FARAMA is much more than a furniture design house.** It is a contemporary boutique of ideas, inspiration, and goodwill that transforms spaces into homes. We acknowledge that every home is different, carrying that individual spirit and feel, unique in every one of us. This is why we put an extra emphasis on creating interiors that nurture human wellness and embody a personal sanctuary.



Istanbul, TURKEY - 2019

### LUXURY HOTEL

Six Senses Bosphorus Hotel located in one of the most prestigious areas of Istanbul, Sariyer, has been designed with the exclusively manufactured products of **FARAMA!**

The renovation of this glorious mansion is made delicately to stay true to its original features. The fabrics, lighting articles, and accessories are carefully selected to maintain the historical atmosphere of the place while adding contemporary details.





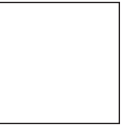
# ZAHA HADID

New York City, USA - 2018

## MODEL UNIT

An Exclusive Look Inside Zaha Hadid's First New York City Residence "It's sculpture inhabited. That's how Tiago Correia, the U.S. director of Zaha Hadid Architects describes his firm's condo building at 520 West 28th Street." "We made a building that very deliberately blurs the lines between art and architecture," he explains. "That's our way to pay tribute to the location, to Zaha's work, and to the burgeoning lifestyle in the area."

West Chin and Jennifer Post created interiors that both highlight Hadid's work and, in a sense, soften it for everyday living. Furnished with **FARAMA** Momy sectional sofa and Olivia bed.







Istanbul, TURKEY - 2015

### 5 STAR HOTEL

FARAMA Hotel, with its seafront location at the coast of Golden Horn, one of the historical textures of the European side, has a unique location for those who desire to discover the city thanks to its proximity to the city's historical texture, business centers, shopping and entertainment complexes or to make business visits, meetings and explore the city.









MIAMI, FLORIDA - 2022

**AZAMARA CRUISE SHIPS**

FARAMA furnished Aqualine Restaurant, Living Room, Prime C Restaurant, Atlas Bar, Spirits Lounge, Discoveries Lounge, and Mosaic Cafe for the luxury cruise ships company.







**ST REGIS**

Doha, QATAR - 2022

**ST REGIS, MARRIOTT**

Located in the prosperous city of Doha, St. Regis is designed with custom-made furniture that mirrors the essence of the city. Luxurious elements combined with eclectic style.







# HOTEL INDIGO®

New York, USA - 2020

## HOTEL - PENTHOUSE

Social facilities of Burj Alfardan which is located in the middle of Doha has been designed with the special products exclusively manufactured in the manufacturing plant of **FARAMA**. Furniture gave life to the common areas, which are designed with the aim of creating a chic and modern style, with matching color transitions and tones.







#### EXTENDED STAY

Consisting of 5 blocks and 164 residences, La Mirage Housings located in Doha, the capital city of Qatar, have been put into service with the products of **FARAMA**! All of 164 luxurious residences located in La Mirage Housings have been designed by using the products of **FARAMA**.

All of 164 luxurious residences located in La Mirage Housings have been designed by using the products of **FARAMA**.







Promenade  
VILLA  
\*\*\*\*\*



Promenade  
BOUTIQUE HOTEL VILLA  
\*\*\* \*\*\*\*\*

BULGARIA - 2018

### BOUTIQUE HOTEL - 50 ROOM | RESTAURANT

Promenade Hotel located in the sweet coastal city of Bulgaria, Burgas has been designed with the products of **FARAMA**! This chic hotel which is designed through meeting with Lazzoni's design process has started to host its guests with its total number of 12 rooms consisting of Apartment Rooms, Deluxe Rooms, and Grand Deluxe Studio Rooms and an elegant lobby designed with the products of **FARAMA**.

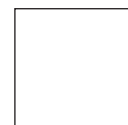




## LOUNGE RESTAURANT

Serdab Restaurant accentuates the historical texture that was brought to life with Lazzoni's designs. A light color palette that is used for main seating pieces enhances the refreshing atmosphere of the coastal view. The warmth of nature is reflected in the wooden bar design that creates an inspiring ambiance with greens and blues. A cozy character is built with comfortable armchairs, chairs, and sofas to make the guests feel at home.

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## RESTAURANT

Offering a peaceful haven for its valued guests, Toro Restaurant was designed with Lazzoni's custom-made pieces, accentuating a simple design. In this restaurant project, the design was created with a pleasant and welcoming space in mind. The simple atmosphere of the place is enlivened with dynamic colored chairs that blend with the stone walls, while the organic features of the space are enhanced with the natural wood details in chairs. The elegance of the restaurant is taken one step further with beige leather armchairs and bar stools.

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# ROYAL SUITE

Istanbul - TURKEY 2020

## EXTENDED STAY

Making a statement with its custom-made antique style in the cosmopolitan city of New York, Royal Suite is designed to create a unique experience for its visitors, making sure they feel the elegance in magnificent details.







SCOTLAND - 2015

**5 STAR HOTEL - Z200 ROOM | 3 RESTAURANT**

Carrying the name of one of the most famous three families in Scotland, Kimpton Hotel started a competition to design 4 different room types through Interior Arc England Magazine. One of the winners, Turkish designer C. Ozan Yazgan has designed 12 "nature rooms" of the hotel and later the lobby. The project was awarded by various design magazines in 2015 and 2016 under the title "simple and special" and lastly, it was crowned by winning the Jury's Special Award England's Architectural Association.







HAKKASAN

Doha, QATAR - 2020

### RESTAURANT

Standing out as the glamorous capital of Qatar, the city of Doha introduces Japanese cuisine with Hakkasan restaurant that was adorned with custom design pieces of FARAMA.





# SPANIA

Madrid, SPAIN - 2013

## CONCEPT RESTAURANT

All design processes of Zachary Restaurant located in Spain's capital city, Madrid was conducted by using **FARAMA** products. The hotel embodying this special restaurant/bar project was taken over by the Spanish brand 7 Isis today and the restaurant has continued its activity under the same name.





Bodrum, TURKEY - 2021

#### MODEL UNIT

Standing out on the blissful coast of Bodrum, Paradise creates the perfect balance of nature and design with Outdoor Collection pieces. Acting as a reflection of the heavenlike seascape it is surrounded with.







### CENTRAL PARK VIEW APARTMENT, NEW YORK

For this project, **FARAMA** introduces its never-before-seen articles that are exclusively customized for the residence. The latest modules of Milda Modular sofa make their grand debut in this project, offering modern solutions for large gatherings. Overall spaciousness of the Grand Salon is followed with light-colored upholstery in seating modules while adding a vibrant element with burnt orange of Arte accent chairs. Floor-to-ceiling windows maximize the views and light in the residence that is enhanced with the elegant harmony of reflective and transparent surfaces in table units. The delicate-cut ceramic dining table takes the spotlight in the living area that is accompanied by the soon-to-be-released glass accent and coffee tables.







Florida, USA - 2014

### RESIDENTIAL

Chic and modern house located in one of the most luxurious and elite living areas of The United States, Bird Key Island of Florida, has been designed with the products of **FARAMA**. Thanks to the garden of the house and frequent glass use, the living room is spacious and calm and furniture are selected in accordance with the ambiance of the house. Spacious style of the house is supported by the soft color tones selected for fabrics used.







GLASS HOUSE

New Jersey, USA - 2021



### RESIDENTIAL

Apartments designed by 5 famous brands and 5 interior designers gathered by one of the biggest interior design and estate magazines, Aspire Magazine made their debuts at Glass House! The luxurious apartment in Glass House located at New Jersey was designed by Lazzoni's designers. It is aimed to create a comfortable and joyful living area in the project and never to compromise on a chic style!







Alfardan®

Lusail, QATAR - 2019

#### OFFICE TOWER

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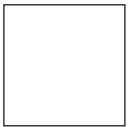




#### MODEL UNIT

Located in the captivating city of Bodrum, Paradise Bay suites invite the brightest cerulean blues to accompany your Mediterranean summers. For this private suite, pieces were selected from Lazzoni's latest outdoor collection along with custom-made products. To accentuate the breathtaking scenery right outside, off-white and creamy hues and oak accents were used in the entire place.

Lotus series make their debut in this project with knitted wicker details. While Lotus Chair was used in the dining area in its simplest form, Lotus Lounge Chair takes on a different look in the bedroom as a cozy detail. Arte armchair was used in the living area to experience both indoors and outdoors in 360. While Tubi Table and Bent Sofa were selected for the terrace area to bring comfort to an exclusive scenery.





**IN PROGRESS - EXTENDED STAY**

Inspired by the uncluttered and straightforward lifestyle of Switzerland, Lika was designed with clean lines and simple essentials in mind. Bringing a quiet design that speaks for itself.





CONCEPT

Located in the magnificent country of Balkans that is brimming with history and wonders of nature, Croatia hosts the exclusive Hilton Hotel which was designed with **FARAMA** products.







NEW YORK - 2022

### **TURKISH HOUSE, TURKEVI**

Turkevi Center, a 36-floor skyscraper located at 821 United Nations Plaza in Midtown Manhattan is furnished with the products of **FARAMA**.

Designed by Perkins Eastman Architects, Turkish House is known to be Turkey's largest investment outside of Turkey. The interiors of this momentous project were designed and manufactured by **FARAMA**.

*\*Interior photos are not shared for security purposes.*







Bringing in a new aesthetic for the living areas, the custom bookcase showcases elegance with wood and ceramic details. The slender grid structure of the unit combines shelves and doors creating various display and storage areas.

# MANHATTAN

Combining media unit with storage, work area and display shelves, the custom day system makes the most of grand living. LED light system and natural materials add to the chic look of the unit.





# PRIMELINE

An elegant intersection of wood, marble, and metal creates graceful lines while offering a luxurious look. Earthy tones of rich wood define the kitchen island that is accompanied by the cantilevered marble counter. Cream-colored cabinets with light details in soft hues bring balance to the overall brutalist design.





WE PRODUCE WITH CARB2/EPA PARTICLE BOARDS WITH LOW FORMALDEHYDE EMISSION, WHICH HAVE EPA CERTIFICATE ISSUED BY US ENVIRONMENTAL PROTECTION AGENCY



FARAMA FURNITURE, WHICH IS AN INTERNATIONAL BRAND OF TURKEY, IS CORPORATED INTO TURQUALITY PROGRAM BY THE MINISTRY OF TRADE OF REPUBLIC OF TURKEY.



FARAMA IS AWARDED WITH A CERTIFICATE BY ITALY-BASED ICRO CONFIRMING WATER BASED PAINTS THAT ARE UNHARMFUL TO ENVIRONMENT AND HUMAN HEALTH AND NON-CARCINOGENIC SUBSTANCES HAVE BEEN USED IN OUR PRODUCTS.



FARAMA PRIORITIZES THE SAFETY OF LIFE AND PROPERTY OF ITS CUSTOMERS AND AIMS TO GUARANTEE THAT ALL OF ITS FINISHED / SEMI-FINISHED PRODUCTS ARE MANUFACTURED IN ACCORDANCE WITH THE DIRECTIVES OF EUROPEAN UNION AND WORKS WITH ELIGIBLE SUPPLIERS FOR THIS PURPOSE.



FARAMA IS CERTIFIED BY BUREAU VERITAS FOR FOLLOWING AN EFFECTIVE AND EFFICIENT PROCEDURE IN HANDLING CUSTOMER COMPLAINTS.



FARAMA WHICH IS A GLOBALLY REGISTERED TRADEMARK BY WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO) IS ALSO A WELL-KNOWN TRADEMARK IN TURKEY.



FARAMA IS CERTIFIED BY US-BASED CARB (CALIFORNIA AIR RESOURCES BOARD) THAT THE SUBSTANCE (FORMALDEHYDE) USED IN ITS PANELS IS AT A LEVEL THAT DOES NOT POSE ANY THREAT TO HUMAN HEALTH.



FARAMA IS AWARDED WITH A CERTIFICATE BY GERMANY-BASED FOREST STEWARDSHIP COUNCIL (FSC) ON THE USE AND SUPPLY OF FORESTRY PRODUCTS APPROPRIATELY AND IN COMPLIANCE WITH THE LAWS.



FARAMA IS CERTIFIED THAT ITS PANELS ARE CLASSIFIED AS "DIFFICULT TO IGNITE" AND FIRE RESISTANT TO A CERTAIN EXTENT ACCORDING TO THE EUROPEAN NORMS.



FARAMA IS CERTIFIED BY INDEPENDENT ORGANIZATION BBS, WITH INTERNATIONALLY KNOWN INFORMATION SECURITY MANAGEMENT SYSTEM.



BY EMBRACING THE JAPANESE LEAN MANUFACTURING PHILOSOPHY AND SIX SIGMA METHOD, OUR COMPANY EMPLOYS MANUFACTURING PRACTICES TO MNIMISE THE ERROR RATE, INCREASE PRODUCTIVITY AND CUSTOMER SATISFACTION TO THE HIGHEST LEVEL.