



Nobahar Design di Sogand Nobahar  
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## *THE DESIGNER - SOGAND NOBAHAR*

I cannot say I'm an artist, nor a designer, nor an engineer. I think I represent a right mix of all these things.

Thanks to a curious and highly dynamic mentality, I have always accepted the challenges that have arisen from time to time in my life and I have always dealt with new problems effectively.

Despite a strong interest in craftwork and a natural predisposition to painting and drawing, I decided to study mathematics. I subsequently specialized in Industrial Design in Tehran (Iran) and completed my training in design and engineering in Italy.

A strongly interdisciplinary training and some subsequent work experiences led me to found **Nobahar Design** and not to identify myself in any scheme.

As Nassim Nicholas Taleb claims:

“I want to live happily in a world I don't understand.”

Is it unconventional? Well, let it be **as unconventional as it is!**

## *THE FIRM - NOBAHAR DESIGN*

The word "Nobahar" literally means "New Spring" and therefore indicates a rebirth, a renewal, and a regrowth. These are the foundations on which **Nobahar Design** is born. Each design is built from a concept and every idea is translated into an object that represents it.

**Nobahar Design** is based on the concept of **mix and match**, which is the combination of tradition and innovation in every aspect: materials, design, and concepts. A new way of seeing and perceiving things, of interacting with the world around us and of building unique, identifying and expressive pieces.

## AWARDS

- **The Rebirth Of Lotus** bracelet, first prize winner of national contest  
A Jewel  
A JEWEL FOR LIFE, A SYMBOLIC JEWELRY TO SHOUT STOP  
VIOLENCE AGAINST WOMEN  
March 2017 - Italy
- **Fluidity Is The Way To Life** brooch, third prize winner at Venice design  
Week  
Talking about water: Fluidity, Movement, Transparency, Life  
October 2017 - Italy

## EXHIBITIONS

**March 8-18 2017**

**Giornata Internazionale della Donna**

Palazzo Ghizzoni Nasalli – Piacenza (PC) Italy

**April 4-9 2017**

Milan design Week (Fuorisalone) – Milan (MI) Italy

**April 22-25 2017**

Castello Anguissola – Travo (PC) Italy

**June 18-25 2017**

Palazzo del Podestà - Castell'Arquato (PC) Italy

**July 7-16 2017**

Museo della Città – Bobbio (PC) Italy

**September 24 2017**

Palazzo del Comune – Pianello Valtidone (PC) Italy

**October 7-15 2017**

**Venice Design Week**

Ca' Pisani Design Hotel – Venice (VE) Italy

**November 24 2017 – December 1 2017**

**Giornata Internazionale per l'Eliminazione della Violenza Contro le Donne**

Reggia di Caserta - Caserta (CE) Italy

**November 25 2017 – January 30 2018**

**Splendida Persia**

Museo Del Bijoux - Casalmaggiore (CR) Italy

**December 2-16 2018**

Presentation of The Rebirth Of Lotus bracelet and MyCity Tehran collection

Il Lepre Gallery - Piacenza (PC) Italy

**January 26-29 2018**

The Rebirth Of Lotus bracelet for NATURALIA exhibition

HOMI fair – Milano (MI) Italy

**February 2018**

Presentation of Fluidity Is The Way To Life brooch, The Rebirth Of Lotus bracelet and MYCity Tehran collection

OONA Gallery – Berlin, Germany

**February 22-25 2018**

**Milan Fashion Week - Artistar**

Palazzo dei Giureconsulti - Milan (MI) Italy

**March 2-6 2018**

Nowrouz Private Show

A private presentation for Persian New Year - Tehran Iran

**April 2018**

The Rebirth Of Lotus bracelet for NATURALIA exhibition

Royal Palace – Milano (MI) Italy

**April 17-21 2018**

Milan design Week (Fuorisalone) – Milan (MI) Italy