

REPARAMETRIZE

LEBANON - SYRIA - PAKISTAN - GERMANY

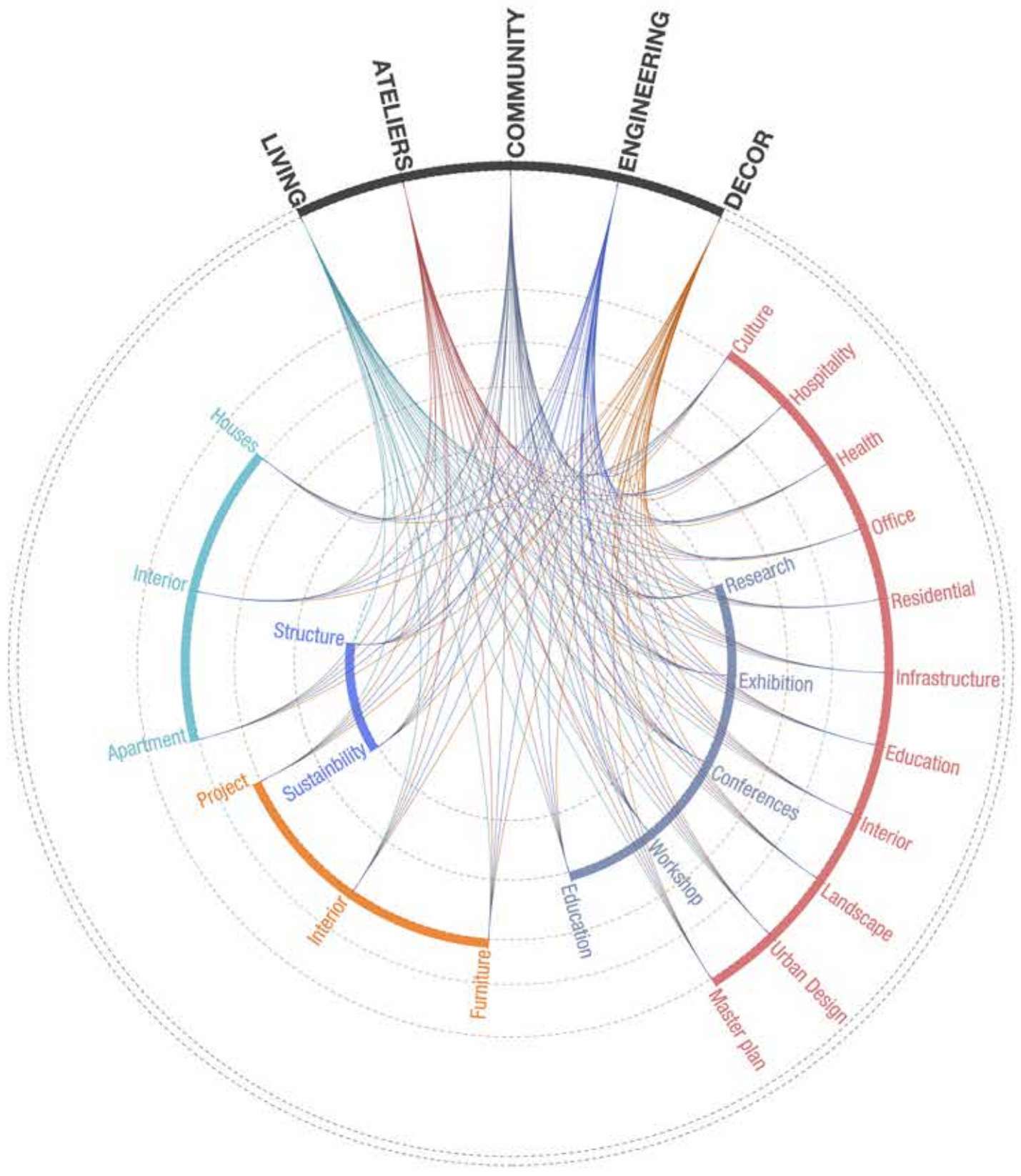
ABOUT US

Discover Reparametrize Ateliers, where architecture becomes an immersive journey. Founded in 2016 by the visionary Bilal Baghdadi, we redefine spaces across Asia, Middle East, and Europe. The firm employs a distinctive approach founded on the integration of computational intelligence and an “information-driven design” methodology, coupled with a core commitment to sustainability, we craft Smart Design Systems that adapts to variable scales.

From our roots as Reparametrize we’ve evolved, into Ateliers (RPA), Decor (RPD), Living (RPL), Engineering (RPE), and Community (RPC). This evolution springs from our unyielding commitment to diverse client needs. Our innovation is seamlessly LACED into each Project, leaving an indelible mark on the canvas of design.

At the heart of our success is our exceptional team. Our professionals are not just architects; they are dream weavers and problem solvers. Their expertise knows no bounds, and they go above and beyond to turn imagination into tangible structures, consistently surpassing our clients’ expectations. Their passion and skill are the cornerstones of our achievements.

in our Projects consistently strives to combine design ingenuity with technical proficiency in every project. Operating through the cohesive structure of the LACED framework allows the firm to deliver advanced, innovative architectural outcomes that aim to contribute significantly and positively to the broader built environment.



COMPANY STRUCTURE

Our latest Transformation, Reparametrize LACED, represents a further commitment to this collaborative approach. This acronym encompasses Reparametrize Living, Ateliers, Community, Engineering, and Décor – a powerful network of in-house expertise fostering a multifaceted perspective on design.

The collective strength of our individual talents ignites a collective creative genius. The incremental contributions of each member coalesce to form the transformative force that is Reparametrize LACED.



Reparametrize Living fosters exceptional residential experiences through a collaborative design process. We prioritize open communication to translate your vision into a bespoke living space, meticulously crafted with sustainable luxury principles and an unwavering commitment to detail and quality. The result is a residence that embodies your individuality, minimizes environmental impact, and stands as a testament to enduring design excellence.



Reparametrize Ateliers, we envision architecture as a transformative force for a more sustainable and inspiring future. We transcend the limitations of conventional practice, rejecting the false dichotomy between impractical, purely expressive designs and solely functional, yet uninspiring solutions. Our design philosophy, “Sustainable Innovation,” embraces a dynamic nexus where cutting-edge parametric design principles converge with unwavering environmental responsibility.

C

Reparametrize Community fosters a more equitable and inclusive future for architecture by empowering the next generation of design leaders from diverse backgrounds. We achieve this through a comprehensive suite of programs, including workshops, courses, and acclaimed internship opportunities. These initiatives equip students with the necessary skills and knowledge to flourish within the architectural industry.

E

Reparametrize Engineering transcends traditional engineering boundaries by offering a comprehensive suite of services encompassing structural, mechanical, electrical, and environmental engineering disciplines. This integrated approach fosters unparalleled project efficiency and a holistic understanding of each project's long-term social and environmental impact.

D

Reparametrize Decor understands that exceptional architecture extends beyond the blueprint. It's a meticulously woven tapestry of design elements that create a seamless and enduring user experience. This philosophy transcends the physical boundaries of a space, influencing the very objects that inhabit it. Reparametrize Décor, our dedicated design studio specializing in bespoke furniture, lighting, and fixtures, embodies this holistic approach.



Bilal Beghdadi

Founder

Bilal founded Reparametrize in 2016, drawing from his experience in multinational architecture firms. His vision centers around seamlessly integrating cities and buildings with the evolving human experience. He emphasizes local cultures, climate patterns, and contemporary life as cornerstones of his design philosophy. His commitment to “information-driven design” ensures that each project reflects a deep understanding of its context and purpose.

Sustainable Approach: Bilal champions cutting-edge solutions such as renewable energy integration and sustainable materials. These aren't mere options but integral to his design process. His dedication has led to a portfolio of impactful projects recognized globally for their elegance and positive environmental impact.

Accolades: Reparametrize's work has garnered attention. The studio was shortlisted for The Tamayouz Award Excellence and the Mohamed Makiya Prize for Architecture in 2020. Additionally, it was recognized as one of the 300 World Best Practices on Sustainability and Innovation by the Global Entreprs Awards and 5Gcitizens International Congress.

Exhibition and Outreach: Reparametrize's projects have been showcased at prestigious events like the Bi-City Biennale of Urbanism/Architecture, Design for Peace Architectural Exhibition in New York, and London Design Biennale. Bilal's engagement extends beyond practice he's actively involved in lectures, workshops, and seminars at universities worldwide.

OUR TEAM



Our team comprises architects, designers, and sustainability specialists with a collective wealth of experience and a unifying passion for design excellence. Their diverse skillsets, combined with a collaborative spirit, ensure the delivery of exceptional results on every project.

OUR SERVICES

CONSTRUCTION SUPERVISION

Our team of on-site supervisors acts as a vital bridge between design and execution and guarantees Quality assuring strict adherence to the highest technical standards and Agile Problem-Solving Anticipating and resolving real-world construction challenges is paramount. Our team provides clear and immediate solutions for unforeseen site conditions, guaranteeing the integrity of your design vision construction with full adherence to relevant regulations.

URBAN DESIGN

Our team seamlessly integrates civic design, landscape architecture, and infrastructure engineering, fostering vibrant and functional spaces at every scale – from intimate plazas to bustling city centers. Amenities are meticulously planned to prioritize user needs, sustainability, and optimal functionality.

MASTER PLANNING

Our Team elevate master planning beyond mere site allocation. We meticulously craft comprehensive visions that seamlessly integrate with the surrounding environment, fostering vibrant and sustainable communities for generations to come.

ENGINEERING & STRUCTURAL DESIGN

Our team leverages their expertise in sustainable design principles to craft cost-effective solutions that minimize material usage. Structural integrity is paramount; our engineers possess unparalleled proficiency in earthquake engineering, ensuring structures can withstand even the most formidable seismic challenges. We embrace a technologically advanced approach, utilizing Parametric Design software and cutting-edge design tools to deliver engineering solutions with exceptional precision and efficiency.

PLANNING

Our planning services extend beyond ensuring regulatory compliance. We employ a holistic approach, meticulously analyzing all facets critical to project success. This includes conducting in-depth location studies to identify optimal sites based on feasibility, infrastructure, and long-term impact.

EXTERIOR & INTERIOR ARCHITECTURE

Our commitment to meticulous attention to detail guarantees the highest quality finished product, translating your vision into a tangible reality that surpasses expectations. This collaborative approach fosters a strong partnership, ensuring that our expertise is seamlessly integrated to bring your unique design needs to life in the final execution.

CONTENTS.

LIVING

HOUSE

APPARTMENT

INTERIOR

ATELIERS

ARCHITECTURE

CULTURE

RESIDENTIAL

HOSPITALITY INFRASTRUCTURE

HEALTH

EDUCATION

OFFICE

INTERIOR

PLANNING

LANDSCAPE

URBAN DESIGN

MASTER PLAN

COMMUNITY

RESEARCH

EXHIBITION

CONFERENCES

WORKSHOP

EDUCATION

ENGINEERING

STRUCTURE

SUSTAINABILITY

DECORE

PROJECT

INTERIOR

FURNITURE



Ik House

HOUSES

The result is a thoughtfully curated living environment that showcases the precision and attention to detail characteristic of RPD's design expertise.



House of Silence



Cliff House



MA House



H House



House Of Serene Harmony



House Of Shadow



Tiny House



Tranquil Flux Residence



Farm House



The Line House



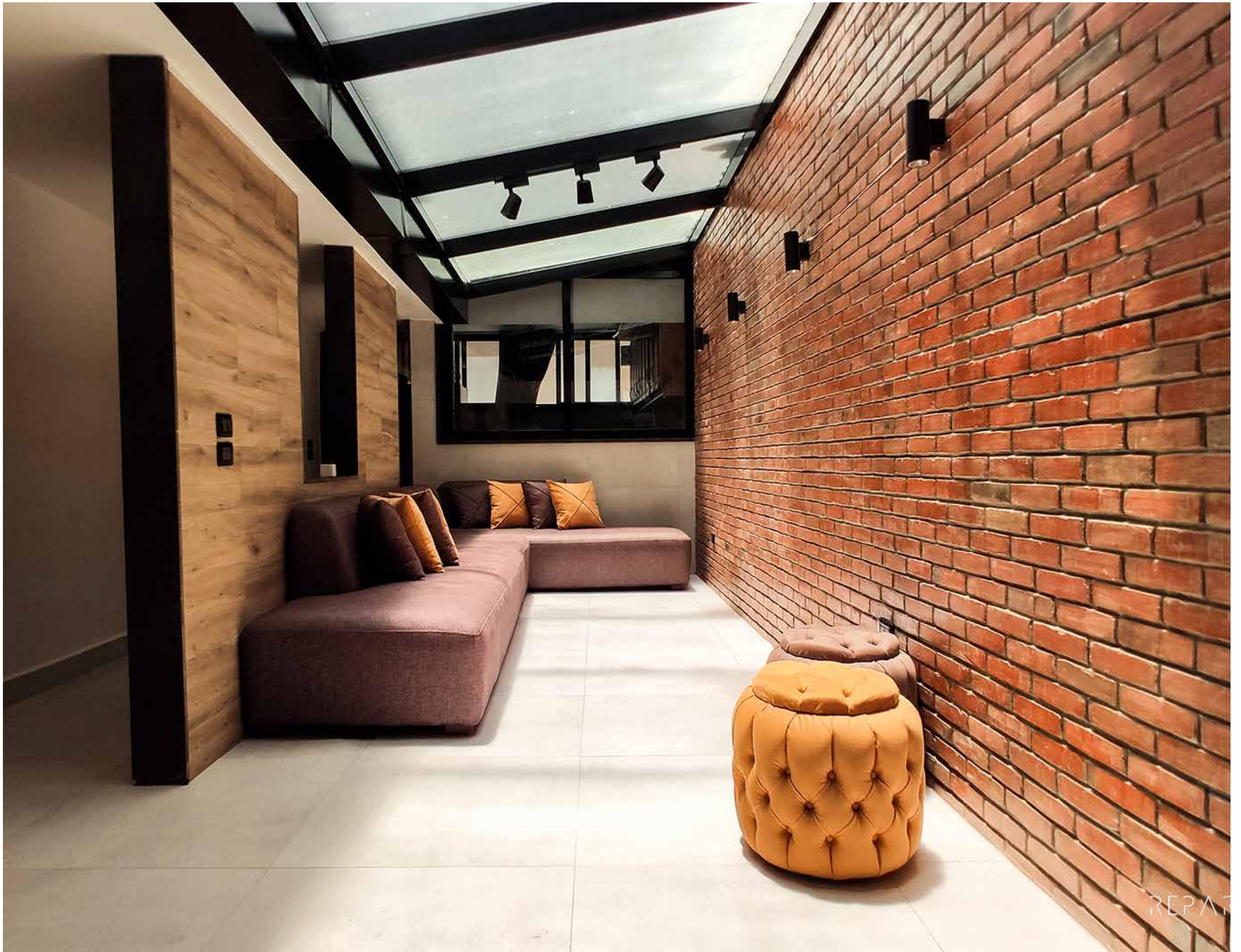
APT#113

APARTMENT

The result is a thoughtfully curated living environment that showcases the precision and attention to detail characteristic of RPD's design expertise.



Dummar Terrace



APT#01



IK House

INTERIOR

The result is a thoughtfully curated living environment that showcases the precision and attention to detail characteristic of RPD's design expertise.



The Line House



H House



MA House



House Of Shadow



House Of Silence



Cliff House



IK House



H House



MA House



Farm House



Son Bedroom



Farm House



Ahsan House

CULTURE

Reparametrize fosters a deeper connection between communities and their heritage. We design spaces that tell stories, creating a distinct sense of place. Our comprehensive approach goes beyond aesthetics. Through collaboration and research, we develop a rich understanding of the cultural context. This informs impactful design solutions that resonate with the community.

HOSPITALITY

we create transformative hospitality experiences that seamlessly integrate innovative design, unwavering environmental responsibility, and exceptional guest comfort. We believe that the future of luxury lies in a harmonious relationship with the environment. Our team of architects and designers fosters a collaborative partnership to craft exceptional spaces that transcend the ordinary.



Kuma Museum



AL Jala'a Hotel



Muslim Youth Power



Al Nouri Complex



Square Showroom



DHA Food Court



Brixel Tower

OFFICE

in today's competitive landscape, Reparametrize Ateliers understands the critical role the workplace environment plays in attracting and retaining top talent. We go beyond traditional office design, crafting strategic workspaces that cultivate innovation, collaboration, and employee well-being.



Cuboscape Tower



The Sine



Feroze Tower



Regalia Tower



AL Sham Bank



Jasmin Tower

RESIDENTIAL

we transcend the boundaries of traditional home design, crafting bespoke residences that embody a harmonious blend of innovative design, unwavering environmental responsibility, and unparalleled comfort. We collaborate with discerning owners to create living experiences that elevate everyday life.



Marissa Villas



AL Hafeez Square



Cactus Tower



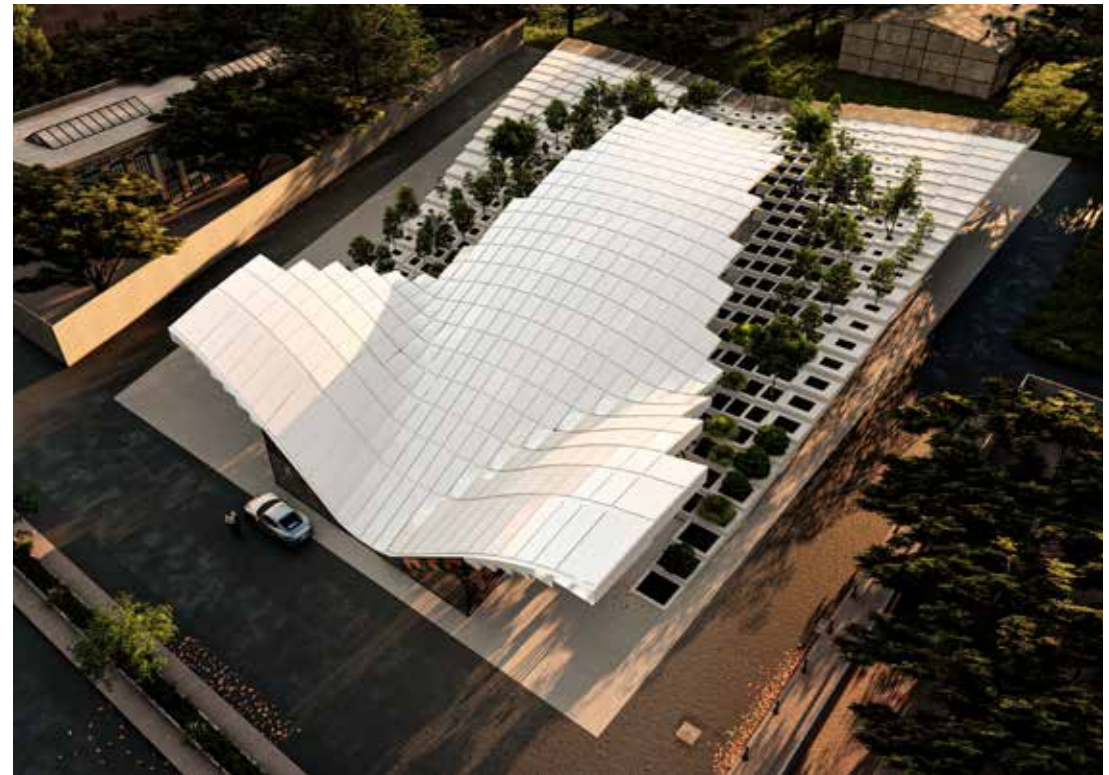
Recoding Smart Building



Zamalka Into The Future

INFRASTRUCTURE

we adopts a holistic approach to infrastructure design, prioritizing both functionality and environmental responsibility. We collaborate closely with stakeholders to deliver future-proof infrastructure solutions that promote community well-being and a sustainable future.



Ecoscape Station

EDUCATION

we transcend the confines of traditional classroom design, fostering a love of learning through transformative educational environments. Through a collaborative partnership with educators and administrators, we design spaces that champion pedagogical innovation and optimize learning outcomes.



Quran Memorizing Institute



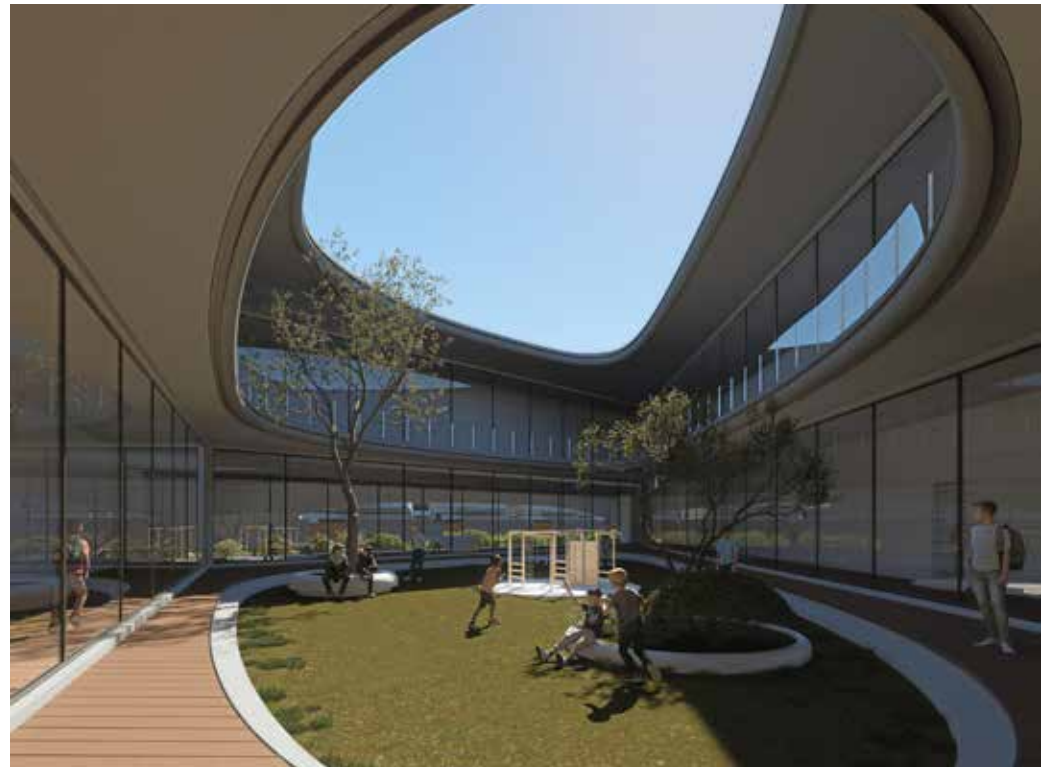
Future City



Future City



Timeabu Kindergarten



Marhaba Garden



DK Restaurant

INTERIOR

Our commitment to meticulous attention to detail guarantees the highest quality finished product, translating your vision into a tangible reality that surpasses expectations. This collaborative approach fosters a strong partnership, ensuring that our expertise is seamlessly integrated to bring your unique design needs to life in the final execution.



SA Garden Studio



Morphic Design



A Triangular Odyssey



Royal Swiss Suites



Continental Food Court

PLANNING

LANDSCAPE

elevates landscape design beyond aesthetics, crafting cohesive outdoor environments that seamlessly integrate with built structures. We prioritize a holistic approach, fostering a profound connection between people and the natural world while promoting environmental responsibility.

URBAN DESIGN

we recognize cities as complex, dynamic ecosystems. We move beyond traditional paradigms, crafting resilient and vibrant urban landscapes that prioritize environmental sustainability, social equity, and human well-being.



The Verdant Oasis



Eco Urban Oasis



Iqbal Garden



Future Academic Spaces



Recoding Smart Oasis



Future City

MASTERPLAN

Reparametrize Ateliers elevates master planning beyond mere site planning, crafting visionary roadmaps that shape the future of entire communities. We take a holistic approach, integrating expertise in architecture, landscape design, sustainability, and urban design to create comprehensive plans



Abtabad Masterplan



Great Green Wall Belt



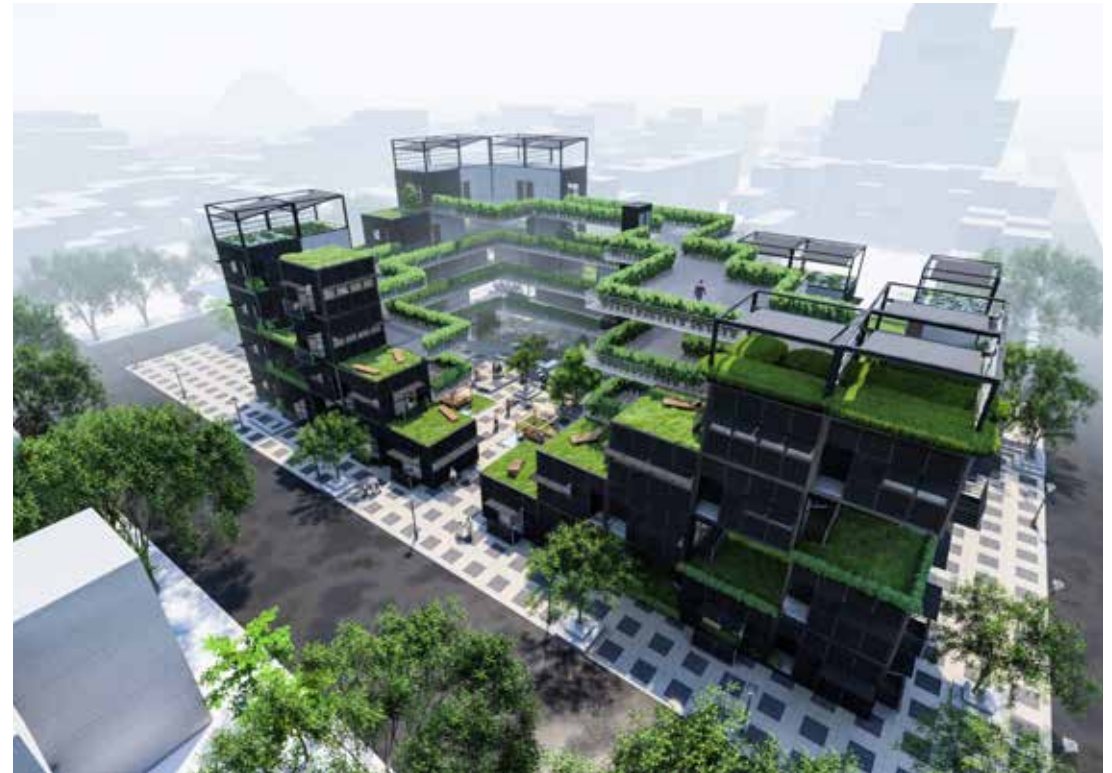
Marhaba Garden



Abtabad Masterplan



Abtabad Masterplan



House Recoding

RESEARCH

The result is a thoughtfully curated living environment that showcases the precision and attention to detail characteristic of RPD's design expertise.



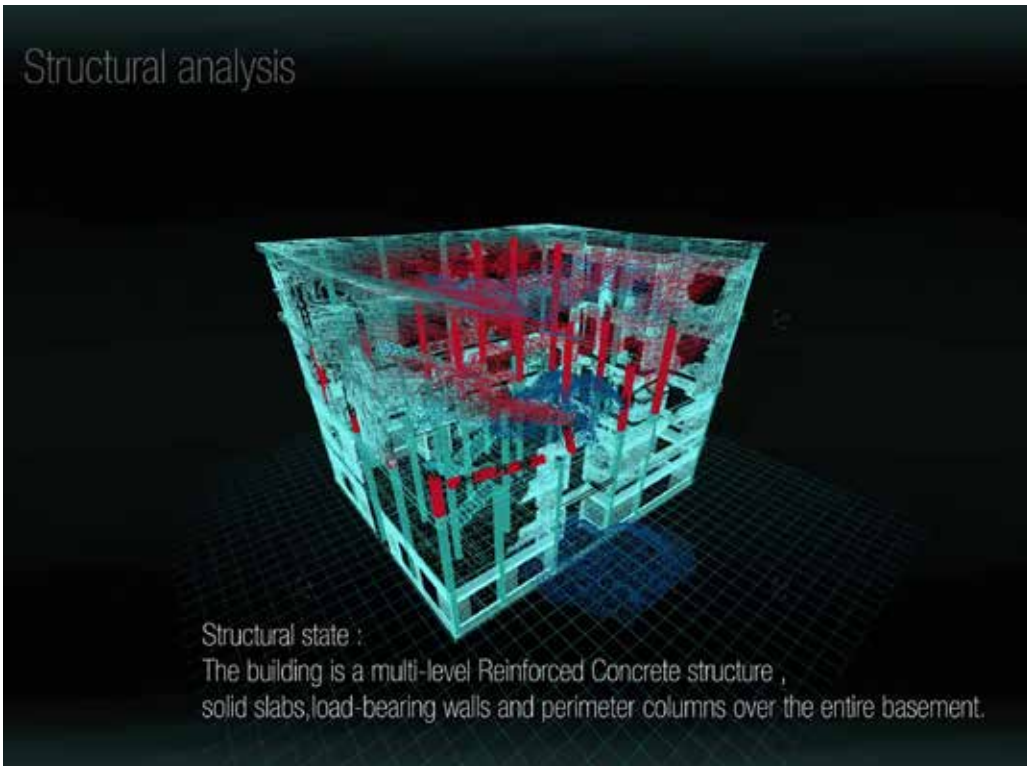
Tiny House



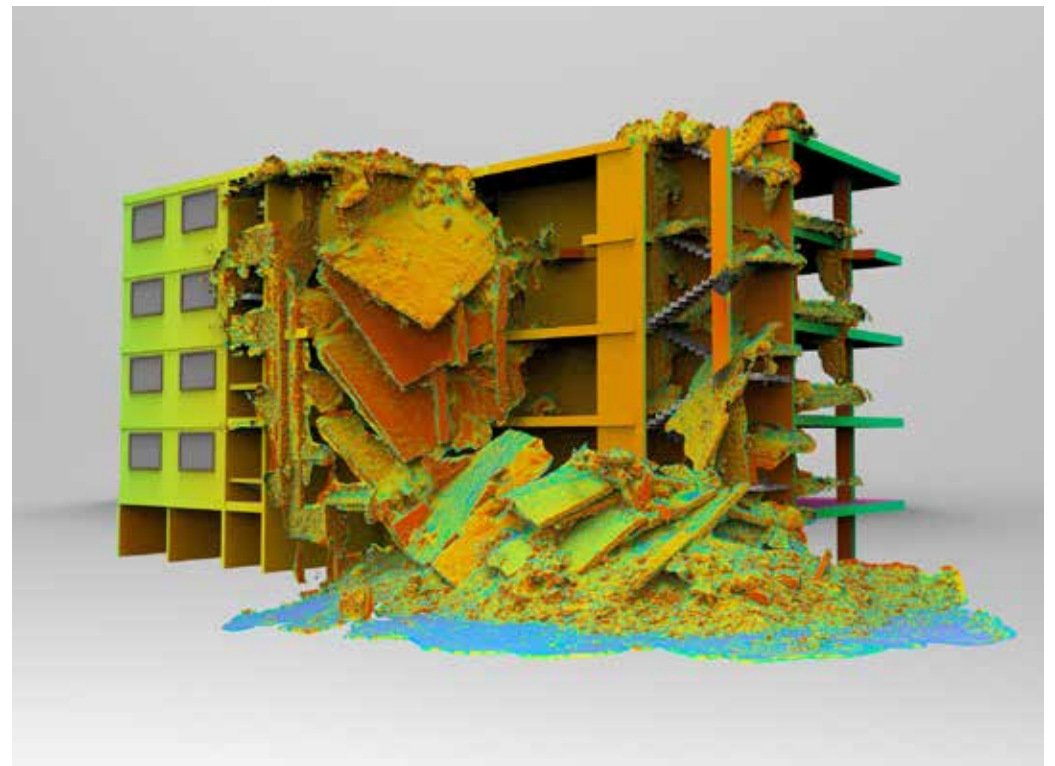
Recoding Smart Building



Zamalka Into The Future



Re-Coding Post-War Syria



Recoding Smart Building

EXHIBITION

The result is a thoughtfully curated living environment that showcases the precision and attention to detail characteristic of RPD's design expertise.

CONFERENCE AND LECTURE

The result is a thoughtfully curated living environment that showcases the precision and attention to detail characteristic of RPD's design expertise.



Cooper Hewitt, Smithsonian Design Museum



International Reconstruction Conference
قُتَمَرِ الدَّوَلِي العِلْمِي الأَوَّل لِإِعَادَةِ الإِعْمَارِ
International Reconstruction Conference



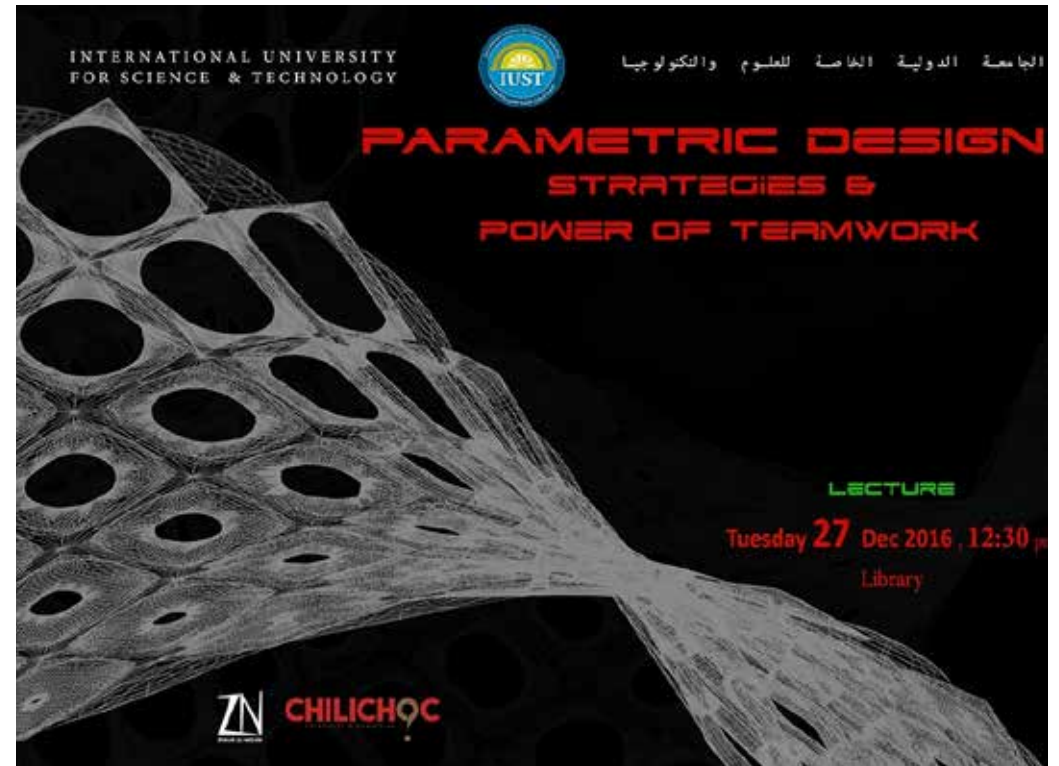
Bi-City Shenzhen Biennale 2019/2020_UABB



London Design Biennale 2021



Parametric Design –Grasshopper



Parametric Design Strategies&power of team work



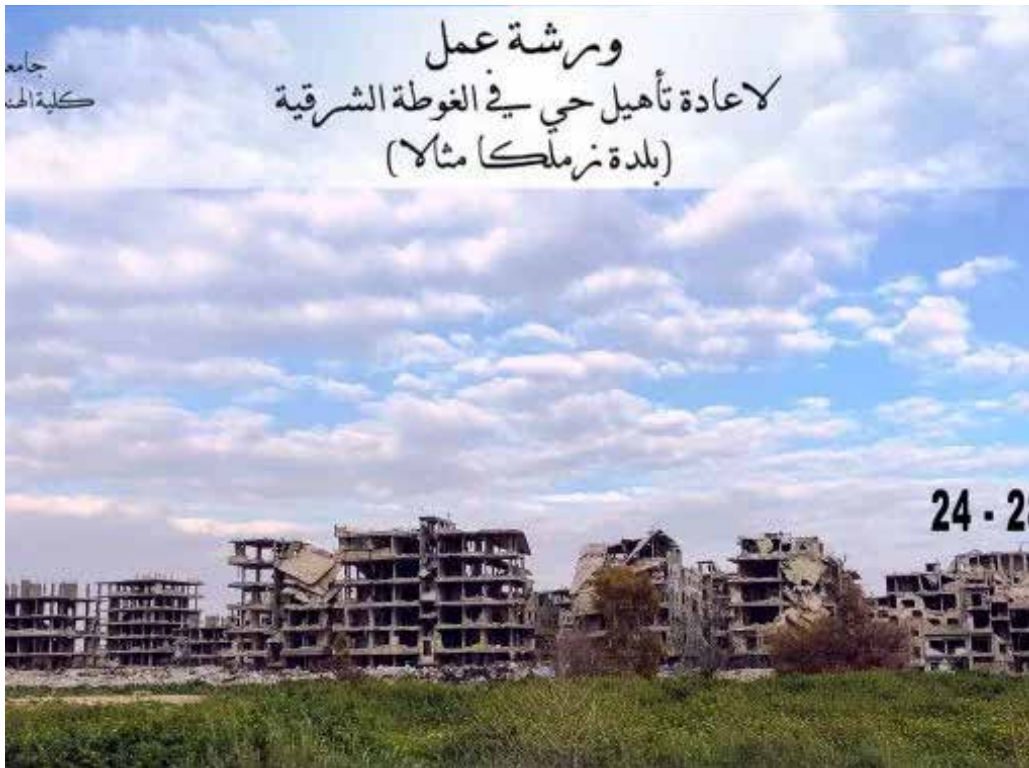
Re-Coding V _ Echo of Children

WORKSHOP AND EDUCATION

The result is a thoughtfully curated living environment that showcases the precision and attention to detail characteristic of RPD's design expertise.



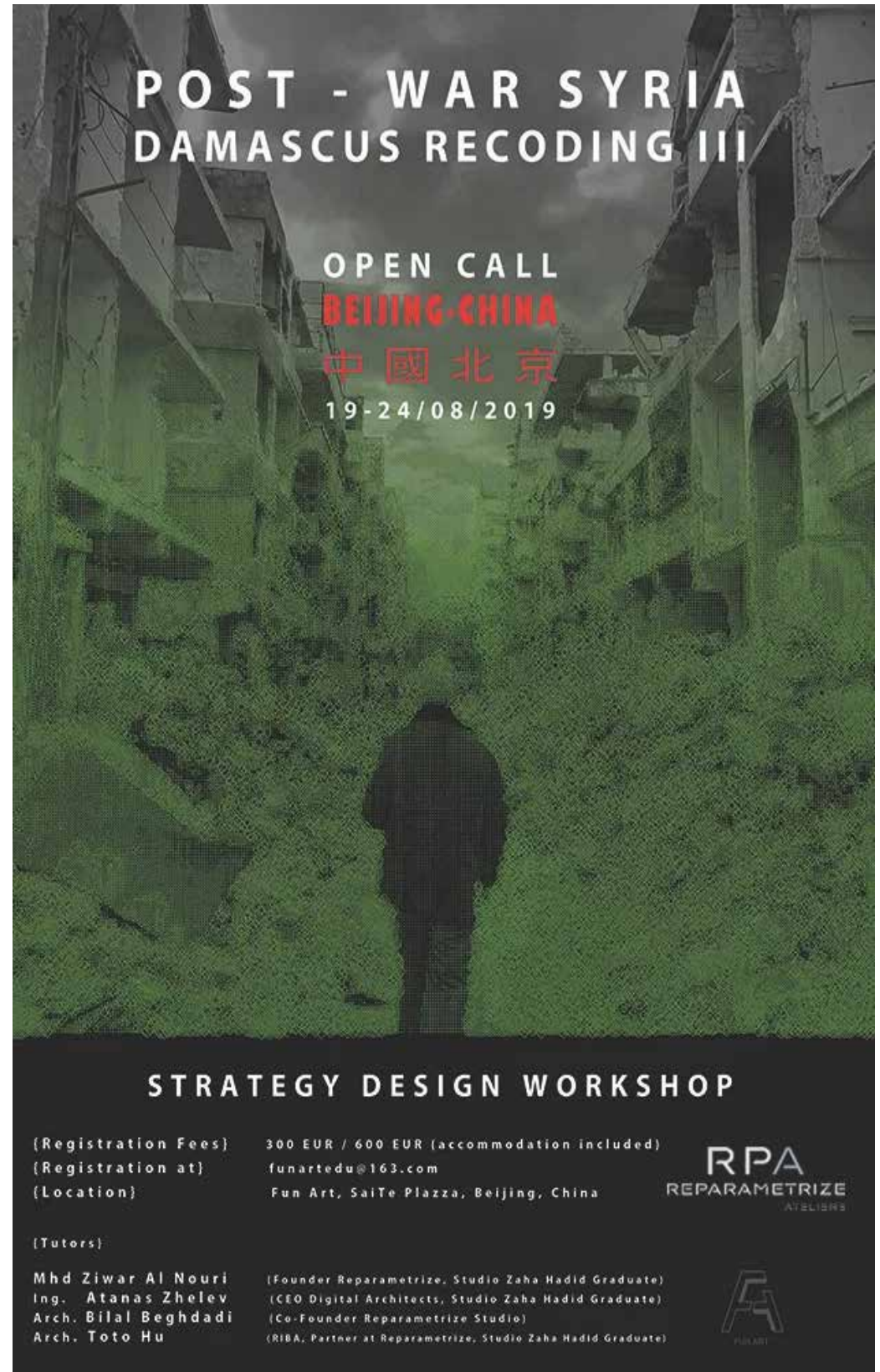
Digital Fabrication_Workshop



Re-Coding II _Rehabilitation Workshop in Al-Ghouta East



Modeling and Render_Workshop



RECODING III WORKSHOP _ PostWar Syria

Execution and supervision

Our team of on-site supervisors acts as a vital bridge between design and execution and guarantees Quality assuring strict adherence to the highest technical standards and Agile Problem-Solving Anticipating and resolving real-world construction challenges is paramount.

Our team provides clear and immediate solutions for unforeseen site conditions, guaranteeing the integrity of your design vision construction with full adherence to relevant regulations.



Al Hafeez Tower



Al Hafeez Tower



Clif House



H House



Clif House



H House



House Of Silence



House Of Shadow



House Of Silence



House Of Shadow



IK House



MA House



IK House



MA House



DK Restaurant



DK Restaurant



DK Restaurant



Morphic Design



Morphic Design



Morphic Design



Marhaba Garden



Marhaba Garden



Marhaba Garden



Farm House



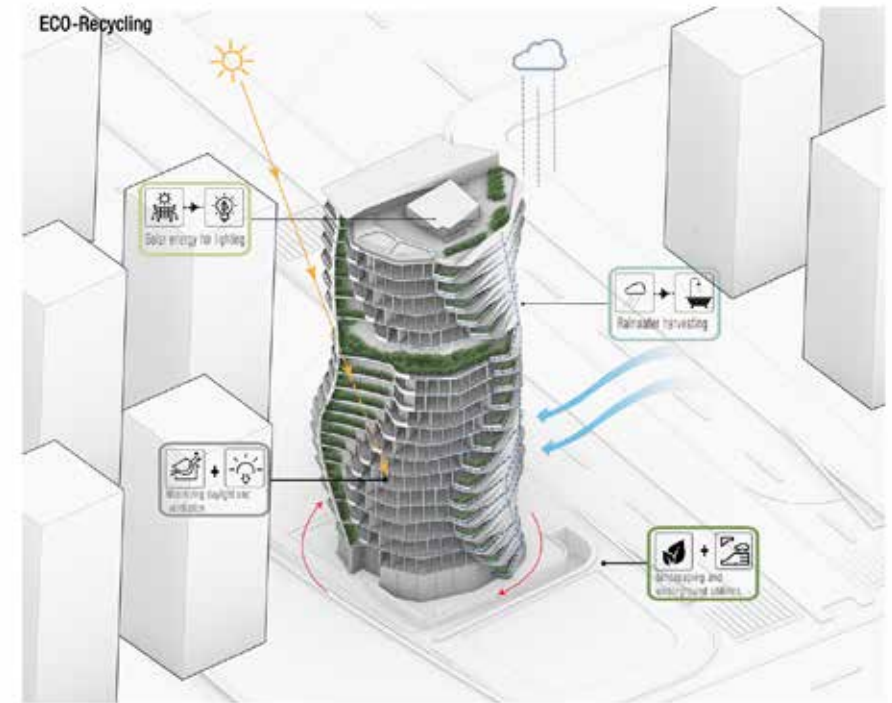
Farm House



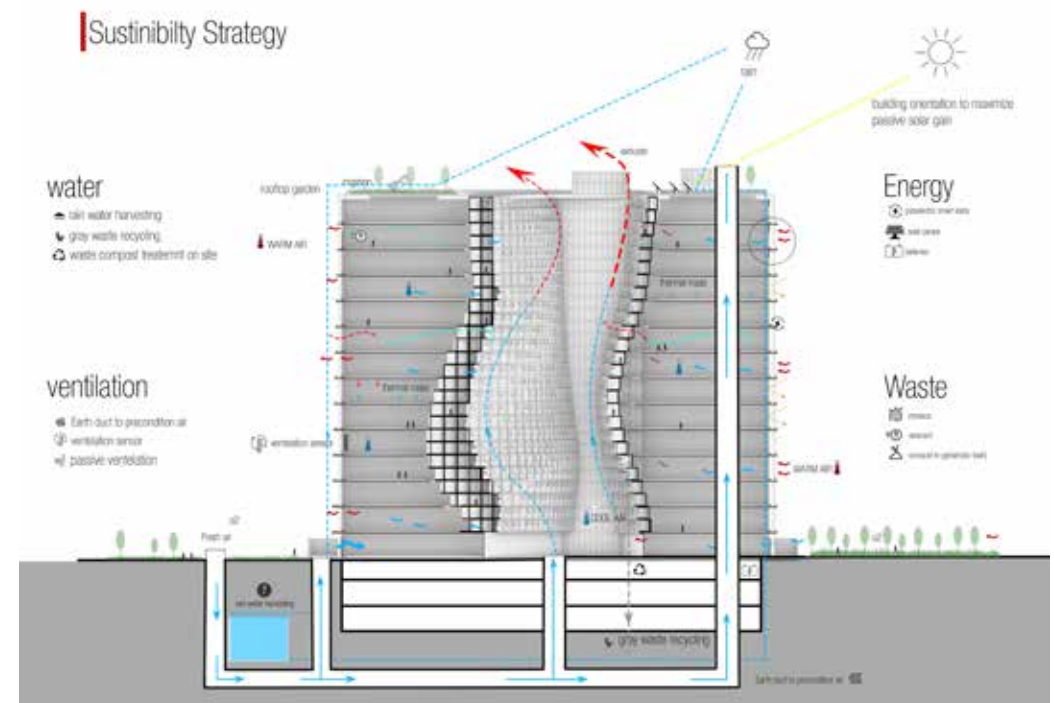
Farm House

SUSTAINABILITY

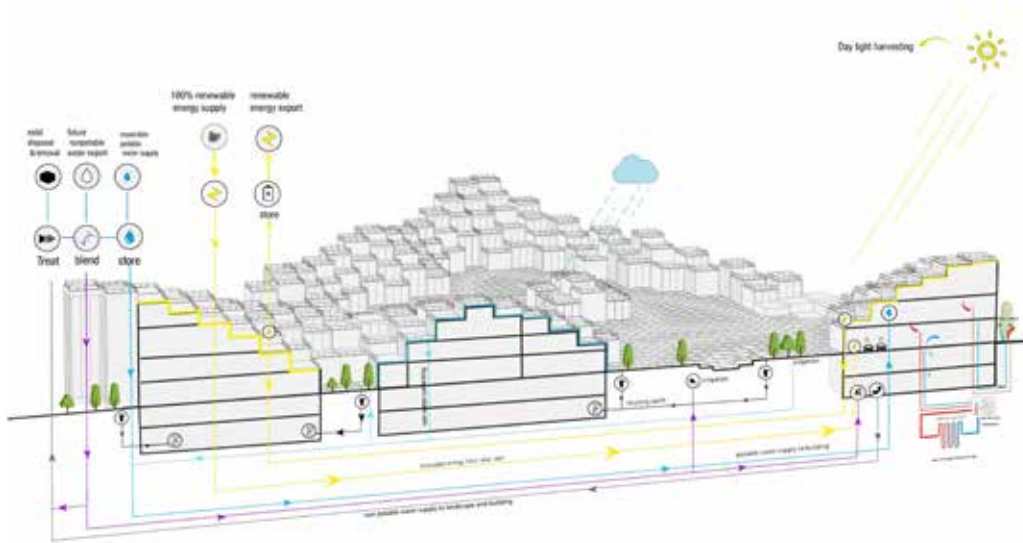
The tower prioritizes sustainability through various features. Rainwater harvesting systems are integrated to promote water conservation. The twisting design enhances natural lighting and ventilation, reducing reliance on artificial sources and energy consumption. Green terraces aesthetically enhance the surroundings and contribute to environmental well-being, acting as green spaces that absorb carbon dioxide and support biodiversity. Overall, the design seeks to minimize the environmental footprint, creating a harmonious balance between modern architecture and ecological responsibility.



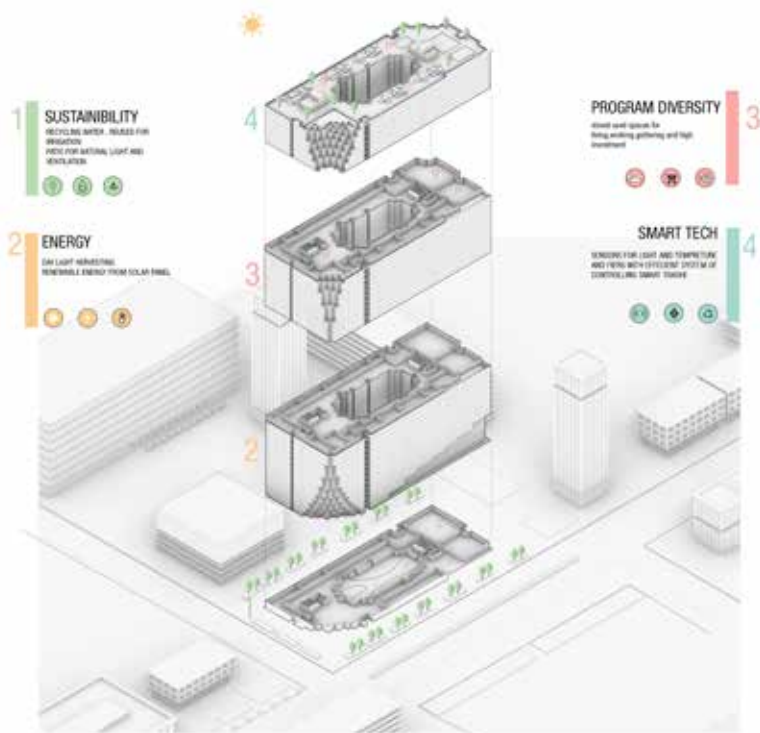
Jasmine Tower_Sustainability



Feroze Tower

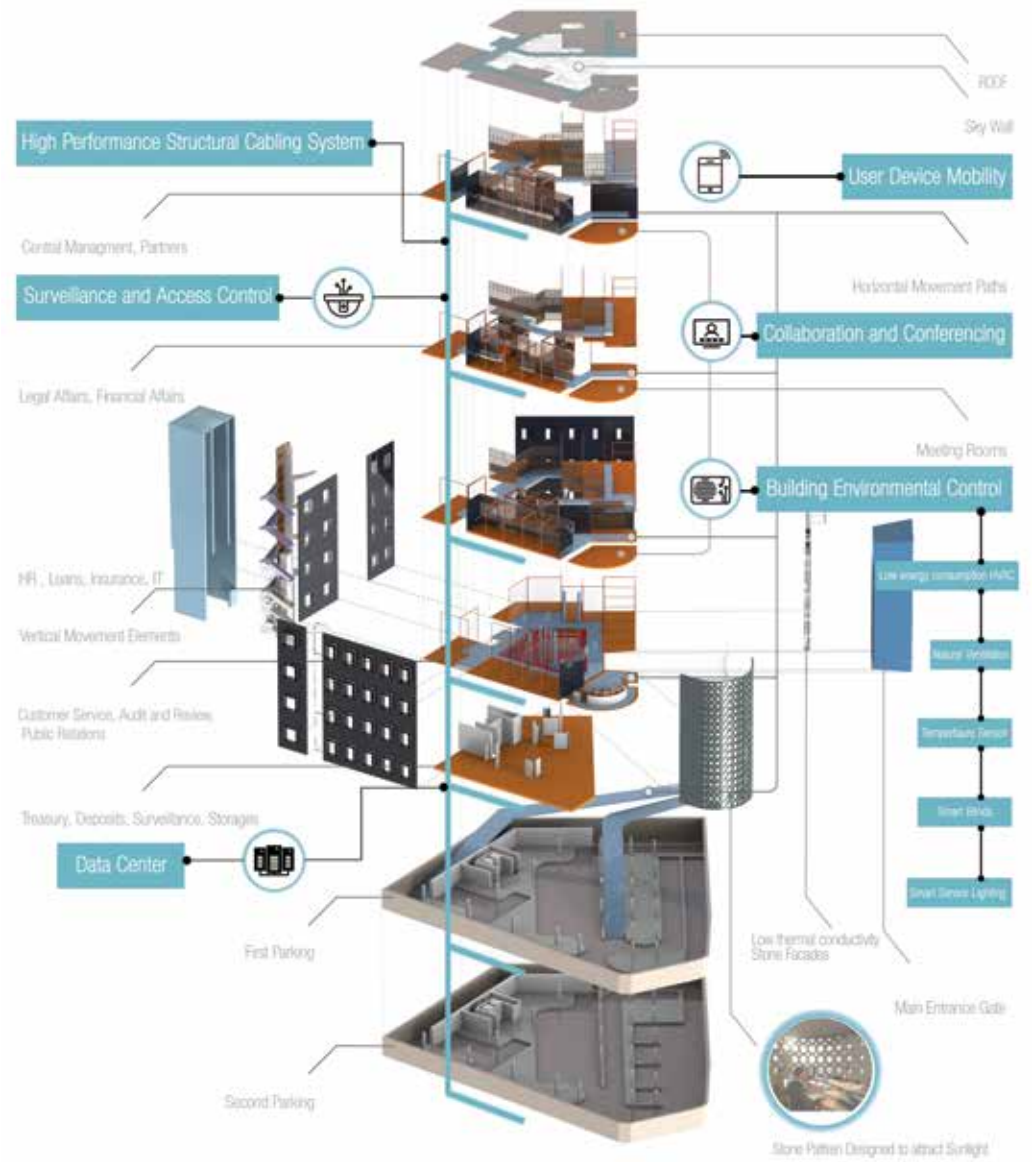


Eco Urban Oasis_Sustainability



Brixel Tower

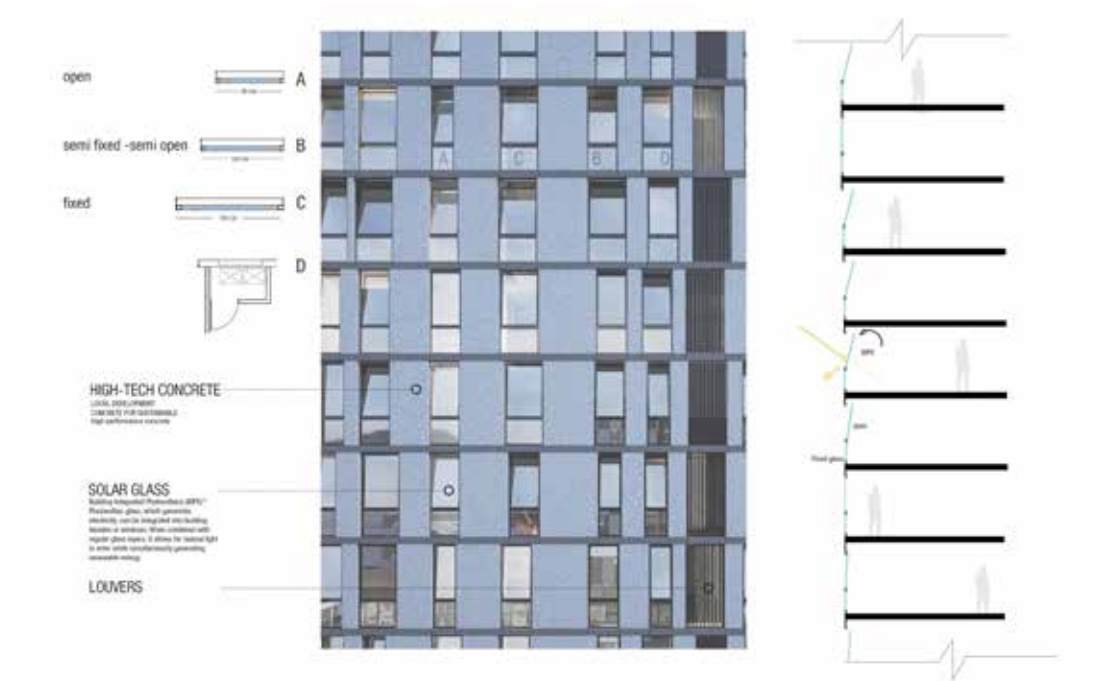
Exploded Smart Analysis



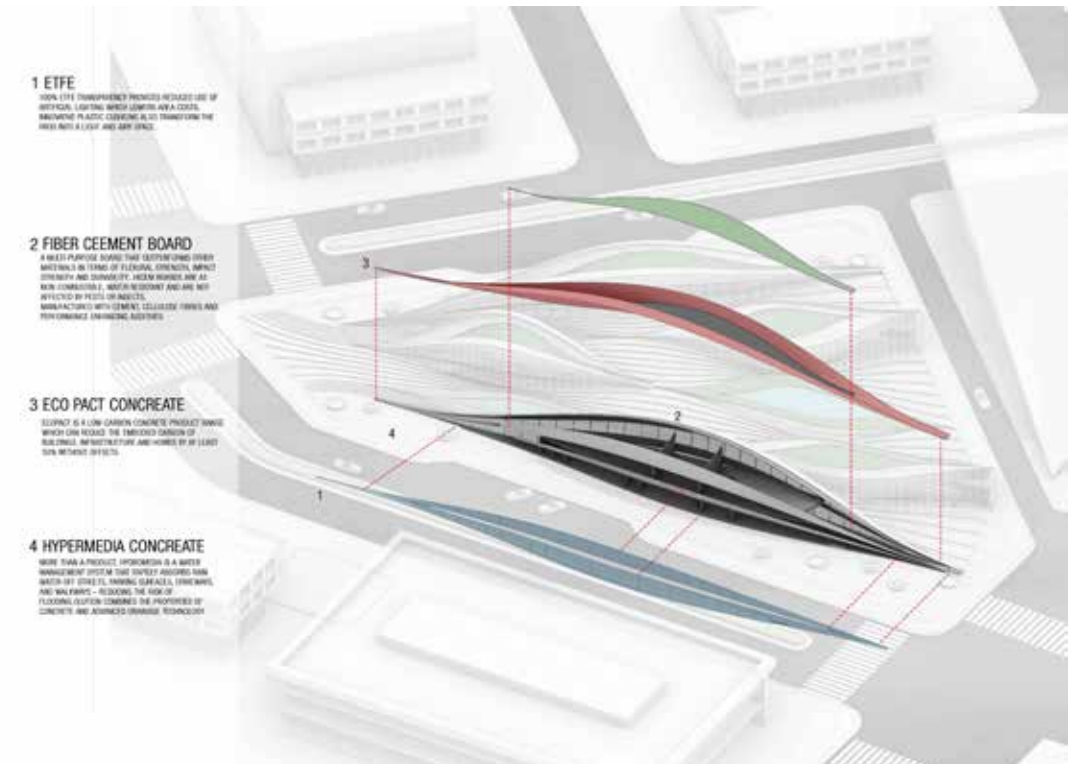
AI Sham Bank

MATERIAL

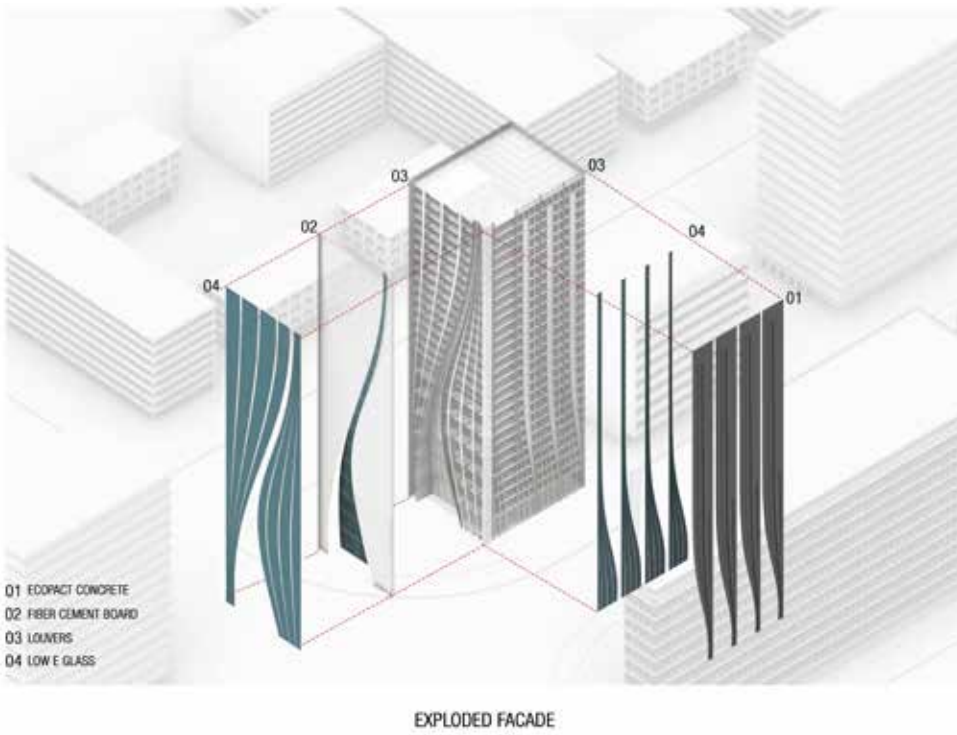
This skin design emphasizes sustainability with a composition of low-E glass and Glass Fiber Reinforced Concrete (GFRC). Low-E glass enhances energy efficiency by minimizing heat transfer, while GFRC provides durability and flexibility with its lightweight properties, offering a sustainable alternative to traditional concrete. It also facilitates intricate detailing, allowing for the seamless incorporation of the geometric patterns inspired by the Umayyad Mosque's ornamental elements.



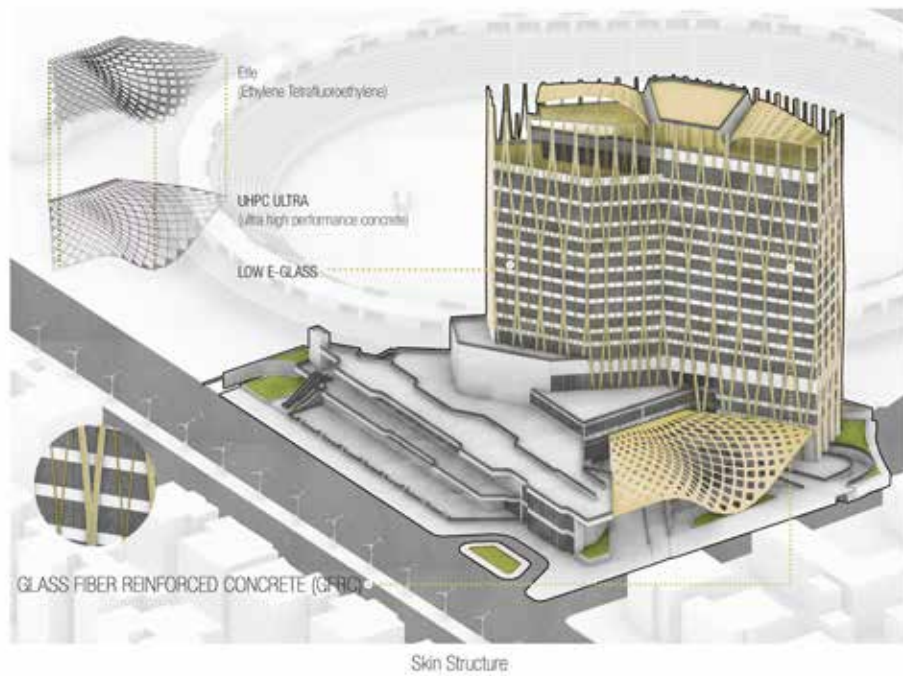
Al Hafeez Tower



DHA Food Court

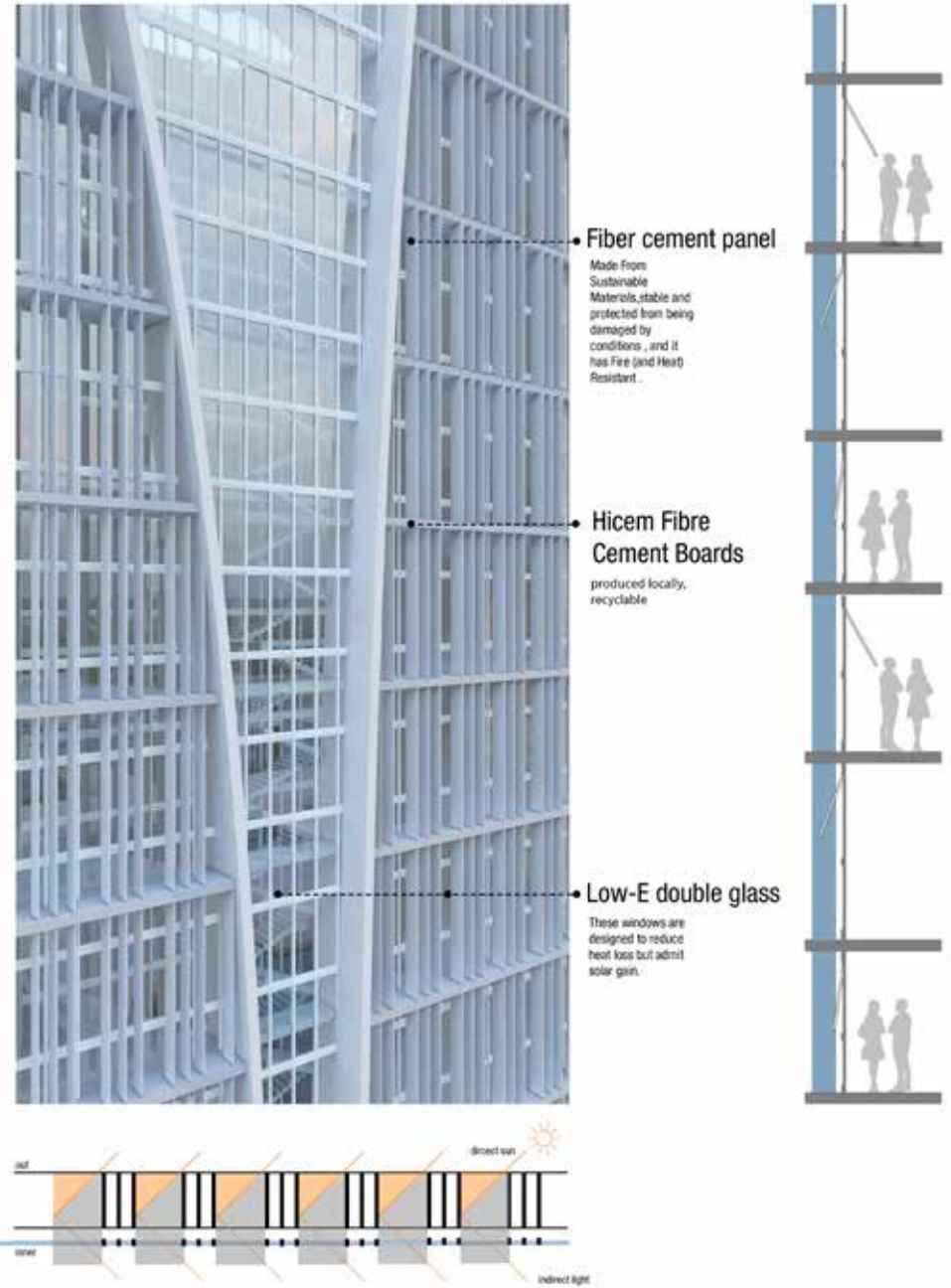


Regalia Tower



Al Jalea Hotel

Elevation



Feroze Tower



MA House

PROJECTS

Reparametrize fosters a deeper connection between communities and their heritage. We design spaces that tell stories, creating a distinct sense of place. Our comprehensive approach goes beyond aesthetics. Through collaboration and research, we develop a rich understanding of the cultural context. This informs impactful design solutions that resonate with the community.



MA House



House Of Shadow



IK House



House Of Shadow



IK House



A Triangular Odyssey



A Triangular Odyssey



A Triangular Odyssey



A Triangular Odyssey



DK Restaurant



The Transition



DK Restaurant



The Transition



Sayed Brother

INTERIOR

we create transformative hospitality experiences that seamlessly integrate innovative design, unwavering environmental responsibility, and exceptional guest comfort. We believe that the future of luxury lies in a harmonious relationship with the environment. Our team of architects and designers fosters a collaborative partnership to craft exceptional spaces that transcend the ordinary.



DHA Raya Office



Morphic Design



SA Garden Studio



Ahsan House



DR Office



IK Office



OH House



DHA Raya Office



DHA Raya Restaurant



DHA Raya Restaurant



DHA Raya Office

FURNITURE

we create transformative hospitality experiences that seamlessly integrate innovative design, unwavering environmental responsibility, and exceptional guest comfort. We believe that the future of luxury lies in a harmonious relationship with the environment. Our team of architects and designers fosters a collaborative partnership to craft exceptional spaces that transcend the ordinary.

SOFAS

CHAIRS & ARMCHAIRS

TABLES

SMALL TABLES

OFFICES

CONSOLS

BEDS

WALLS

KITCHENS

BATHROOMS

LIGHTING

DECOR

DOORS & LOUVER



Ceiling Light



Consol



Dining Table



Consol



Armchair



Consol



Sofa



Sofa and Side Table



Office and Chair



Consol and Stool



Bed



Bed



Center Table



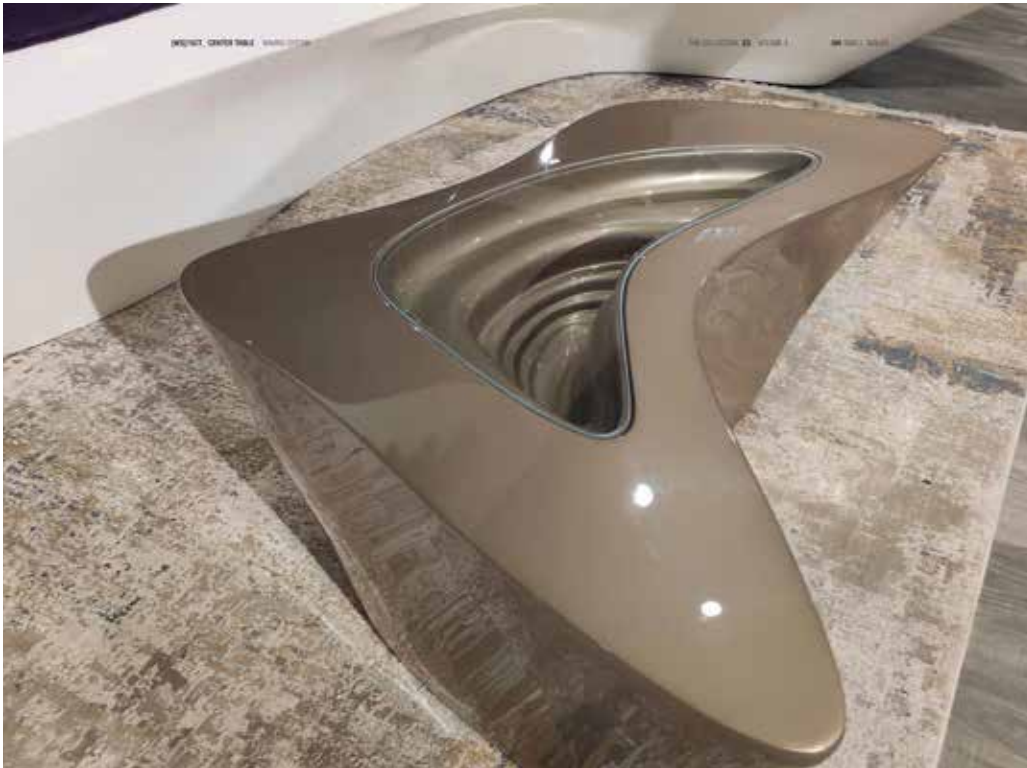
Feature Wall



Sofa



Side Table



Center Table



Sofa



Sofa



Office



Armchair



Dining Table

RP

REPARAMETRIZE

Lahore: +92 315 4996645
Damascus: +963 969 872084
Beirut: +961 715 85492
Germany: +491 7660412293

info@rpateliers.com
www.rpateliers.com