

# BRUTAL BETON

2023



ITS ALL ABOUT

EMOTIONS



ITS ALL ABOUT

CONCRETE

# INDEX

|     |                        |
|-----|------------------------|
| 8   | BRUTALIST              |
| 10  | ABOUT US               |
| 12  | ARGO FACTORY           |
| 20  | PRECAST                |
| 20  | OMEGA                  |
| 22  | MOTION                 |
| 24  | BAMBO                  |
| 28  | ZAGROS                 |
| 30  | BARCODE                |
| 32  | ZEBRA60                |
| 34  | ZEBRA84                |
| 38  | ZEBRA86                |
| 42  | ZEBRA163               |
| 44  | ENERGY                 |
| 46  | MAHOOR                 |
| 48  | KALIMBA                |
| 50  | TETRIS60               |
| 54  | TETRIS161              |
| 58  | GRAVEL                 |
| 60  | PARKWAY                |
| 64  | ROCK DESIGN            |
| 66  | WOOD DESIGN            |
| 70  | SIMPLE PANEL           |
| 78  | POROUS PANEL           |
| 88  | VOLUMETRIC PANELS      |
| 90  | TERRAZZO               |
| 92  | STAIR                  |
| 94  | CAST IN PLACE CONCRETE |
| 100 | LARGE PANEL            |
| 102 | EPOXY FLOORING         |
| 104 | MICROCEMENT FLOORING   |
| 106 | G.F.R.C                |
| 110 | FLOWER BOX             |
| 112 | ACCESSORY              |
| 114 | MAKE YOUR OWN TEXTURE  |
| 116 | COLOURS                |
| 118 | TECHNICAL INFO         |

# فهرست

|     |                   |
|-----|-------------------|
| ۸   | بروتالیست         |
| ۱۰  | درباره ما         |
| ۱۲  | کارخانه آرگو      |
| ۲۰  | پنل های پیش ساخته |
| ۲۰  | لکا               |
| ۲۲  | موشن              |
| ۲۴  | بامبو             |
| ۲۸  | زاگرس             |
| ۳۰  | پارکد             |
| ۳۲  | زیرا ۶۰           |
| ۳۴  | زیرا ۸۴           |
| ۳۸  | زیرا ۸۶           |
| ۴۲  | زیرا ۱۶۳          |
| ۴۴  | انرژی             |
| ۴۶  | ماهور             |
| ۴۸  | کالیمبا           |
| ۵۰  | تتریس ۶۰          |
| ۵۴  | تتریس ۱۶۱         |
| ۵۸  | گراول             |
| ۶۰  | پارک وی           |
| ۶۴  | طرح سنگ           |
| ۶۶  | طرح چوب           |
| ۷۰  | پنل ساده          |
| ۷۸  | پنل متخلخل        |
| ۸۸  | پنل های حجمی      |
| ۹۰  | ترازو             |
| ۹۲  | پله               |
| ۹۴  | بتن درجا          |
| ۱۰۰ | لارج پنل          |
| ۱۰۲ | ایو کسی           |
| ۱۰۴ | میکروسمنت         |
| ۱۰۶ | جی.اف.آر.سی       |
| ۱۱۰ | قلاور باکس        |
| ۱۱۲ | اکسسوری           |
| ۱۱۴ | طرح های سفارشی    |
| ۱۱۶ | رنگبندی           |
| ۱۱۸ | اطلاعات فنی       |



PETER AND ALISON SMITHSON



LE CORBUSIER



HOSHANG SEYHOUN



DENYS LOUIS LASDUN



MINORU YAMASAKI



ERNO GOLDFINGER

## Brutal Derived from Brutalist

Brutalist is a style of architecture that has its roots in the French word concrete brute meaning «raw concrete». It was first used in 1953 by Peter and Alison Smithson. Brutalist style gained a lot of fans in England, especially in the middle of the 20th century, due to the economic decline after the Second World War. However, some architects chose this style for its honest, sculptural and anti-bourgeois nature, even with sufficient budgets.

The term Brutalist was used by Le Corbusier to describe his particular method of using concrete, the method by which he built many of his post-World War II buildings. Other architects associated with this movement include Erno Goldfinger and Sir Denys Louis Lasdun.

Brutalist architecture in Iran is as old as its European types, and the design of the head at the University of Tehran by Hoshang Seyhoun during the Pahlavi era can be considered the first example of the use of Brutalist architecture in Iran.

Among other prominent structures of this style in Iran, we can mention Shiraz International University designed by Minoru Yamasaki.

بروتالیست سبکی از معماری است که ریشه در واژه فرانسوی بتن برت به معنای «بتن خام» دارد. نخستین بار در سال ۱۹۵۳ میلادی توسط پیتر و آلیسون اسمیتسون، مورد استفاده قرار گرفت.

سبک بروتالیست در انگلستان به ویژه در اواسط قرن بیستم با توجه به افت اقتصادی پس از جنگ جهانی دوم طرفداران زیادی پیدا کرده بود. با این حال، برخی معماران حتی با وجود داشتن بودجه کافی این سبک را به دلیل ماهیت صادقانه، تندیس وار و ضد بورژوازی انتخاب می کردند.

عبارت بروتالیست توسط لوکوربوزیه برای تشریح متد استفاده خاص او از بتن به کار برده می شد. متدی که توسط آن بسیاری از بناهای پس از جنگ جهانی دومش را ساخت. از دیگر معماران وابسته به این جنبش می توان از ارنو گلدفینگر و سر دنیس لسدون نام برد. معماری بروتالیست در ایران قدمتی به اندازه انواع اروپایی آن دارد و طراحی سر در دانشگاه تهران توسط هوشنگ سیحون در دوران پهلوی را می توان نخستین نمونه از کاربرد سبک معماری بروتالیست در ایران دانست.

از دیگر سازه های شاخص این سبک در ایران می توان از دانشگاه بین المللی شیراز به طراحی «مینورو یاماساکی» یاد کرد.

# YOUTHFUL DYNAMIC CREATIVE

Brutal Beton Group was founded and started operating in the field of exposed concrete in 2015 with the aim of providing services in the field of construction and implementation of high-quality construction projects, based on the expertise of its founders, with the slogan of young, creative, dynamic.

This group is trying to improve the quality of products and services, preserve and protect the environment, support human resources and design and produce concrete products, in line with the needs of the architectural community and construction activists.

With several production lines in Tehran and Fars provinces, Brutal Beton team has the capacity to meet the needs of this industry in domestic and foreign markets. Today, our collection has the ability to produce prefabricated concrete panels with no limitations in dimensions, all types of concrete flooring, terrazzo, stairs, lighting, sinks, doors and concrete furniture, and to produce any type of concrete piece based on the order and design of the clients, and also in The field of exposed concrete structures (exposed concrete in place) has a brilliant history and high capacity.

The installation services of the parts produced by the experienced and trained teams of this collection are performed based on the existing standards

And the training of technical teams of employers and contractors is another part of Brutal Beton activities.

The technical and engineering unit located in the head office and agencies is ready to cooperate and provide services to architects and construction workers regarding the provision of new ideas and advice on the use and placement of products, preparation of phase 2 maps and executive shop in projects.

Today, relying on our capacities, facilities and brilliant history, we are standing by your side with a familiar and reliable name in the exposed concrete industry, and we hope that with beneficial cooperation in the future, we will be able to contribute to the progress and improvement of this industry.

# جوان خلاق پویا

مجموعه بروتال بتن با هدف ارائه خدمات در حوزه ساخت و ساز و اجرای پروژه های باکیفیت ساختمانی، بر اساس تخصص بنیانگذاران خود با شعار جوان، خلاق، پویا در حوزه بتن اکسپوز در سال ۱۳۹۵ تاسیس و آغاز به فعالیت نموده است.

این مجموعه با دیدگاه ارتقا کیفیت محصولات و خدمات، حفظ و حراست از محیط زیست، حمایت از منابع انسانی و طراحی و تولید محصولات بتنی در تلاش است. هم راستا با نیاز جامعه معماری و فعالین حوزه ساختمان گام بردارد.

تیم بروتال بتن با داشتن چندین خط تولید در استان های تهران و فارس، ظرفیت تامین نیاز های این صنعت را در بازارهای داخلی و خارجی دارا می باشد امروز مجموعه ما توانایی تولید پتل های پیش ساخته بتنی بدون محدودیت در ابعاد، انواع کف پوش بتنی، ترازو، پله، روشنایی، روشویی، درب و میلمان بتنی و تولید هر نوع قطعه بتنی بر اساس سفارش و طراحی کارفرمایان را دارا بوده و همچنین در حوزه اجرای سازه های بتن اکسپوز (بتن اکسپوزدر جا) از سابقه ای درخشان و ظرفیتی بالا برخوردار است.

خدمات نصب قطعات تولید شده توسط تیم های مجرب و آموزش دیده این مجموعه بر اساس استانداردهای موجود انجام می شود

و آموزش تیم های فنی کارفرمایان و پیمانکاران بخش دیگری از فعالیت های بروتال بتن می باشد

واحد فنی، مهندسی مستقر در دفتر مرکزی و نمایندگی ها آماده همکاری و ارائه خدمات به معماران و فعالین حوزه ی ساختمان در خصوص ارائه ایده های جدید و مشاوره در استفاده و چانهایی محصولات، تهیه نقشه های فاز ۲ و شاپ اجرایی در پروژه ها می باشد

امروزه ما با تکیه بر ظرفیت ها، امکانات و سابقه درخشان خود با نامی آشنا و قابل اعتماد در صنعت بتن اکسپوز در کنار شما ایستاده ایم و امید است با همکاری های سودمند در آینده بتوانیم سهمی در پیشرفت و ارتقاء این صنعت داشته باشیم.



# ARGO PROJECT

Argo Museum of Contemporary Arts and Cultural Center is the result of the reconstruction of an old brewery of the 1920s in the heart of Tehran.

In 2015, Pejman Foundation purchased Argo Factory with the aim of creating its own exhibition space and artistic cultural center, emphasizing the preservation of the originality of this building and special respect for the old context of Tehran. The main reconstruction of this structure was done by engineer Ahmedreza Schricker, architect, author and founder of ASA North architectural group located in New York.

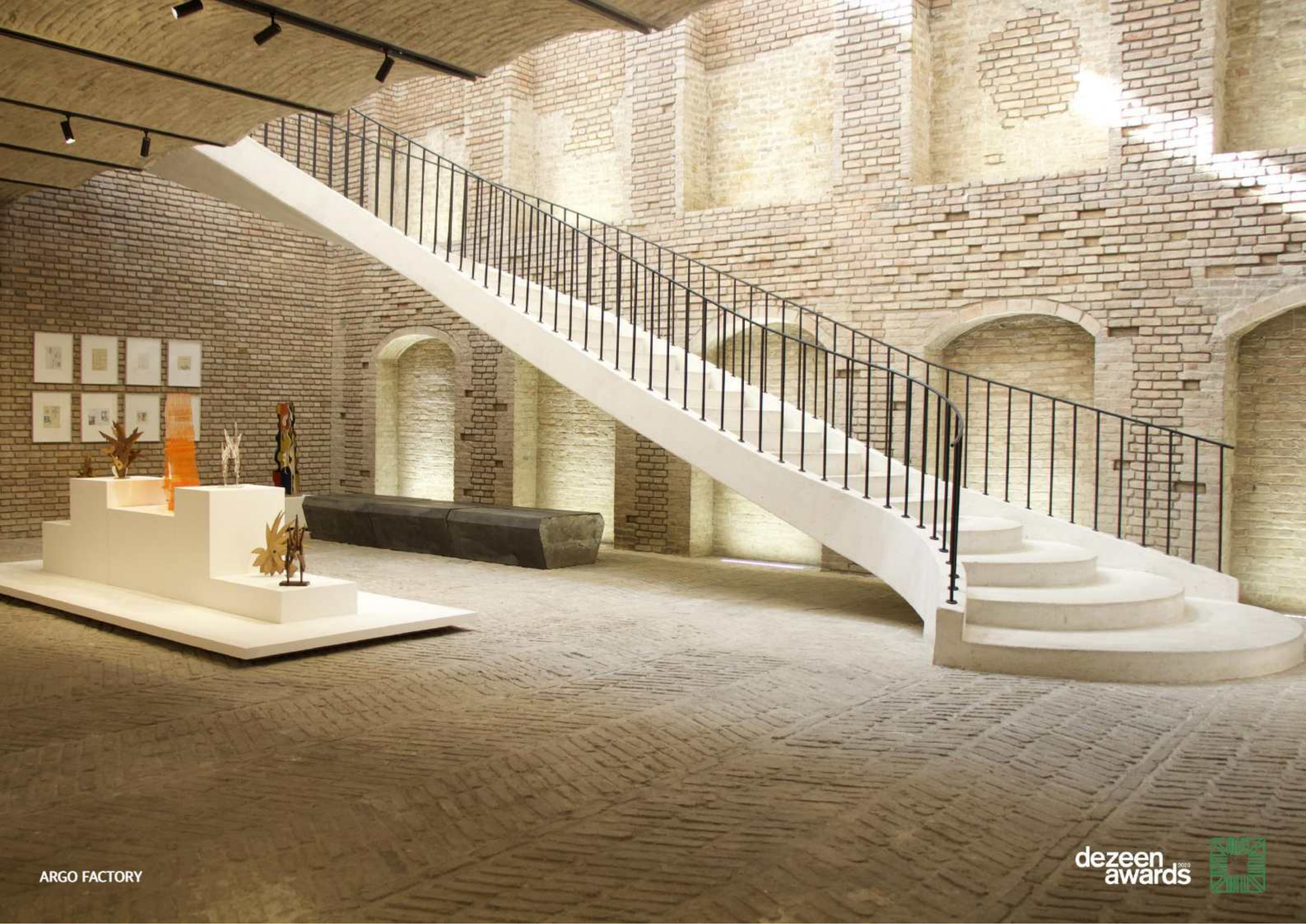
Argo has been reconstructed with a different and new look, a look that has come to life from its bed and is loyal to it.

This expert team has been narrating the history of the building for several decades and tried to revive it, and they did not try to destroy and cover up any appearance of the previous situation, but in the process of restoration, they made all their efforts to be faithful and adhere to the historical flow of the past. In this way, with the least intervention in the shape of the space, the most restoration has been done on the dead body of the building.

Argo collection won two Aga Khan and Design awards in 2022.

The Aga Khan Award, which is awarded every three years by the Aga Khan Development Network Foundation (AKDN) to one or more living architects in the world, is considered the best architectural award in the world financially. The focus of this award is on native and Islamic methods and ancient and modern architectural methods in the development of the third world.







The dezeen architecture award is organized by the dezeen website, one of the worlds most influential architecture and design websites. Every year, this award presents the best architecture, interior decoration and design in the world, as well as unique studios and designers. It is a standard for recognizing the best international designs and admiring architects and designers around the world.

In the fifth edition of these awards, Argo Factory was among the names of selected projects in the cultural buildings section in the final stage of this international competition, and became the final winner of this section. Brutal Beton, sponsor and financial sponsor of Argo project revival, relied on the knowledge and experience of its team in various fields, including structural reinforcement and exposed concrete, as the driving arm of the project. Bold presence in this valuable architectural project and event is part of our pride.





# OMEGA

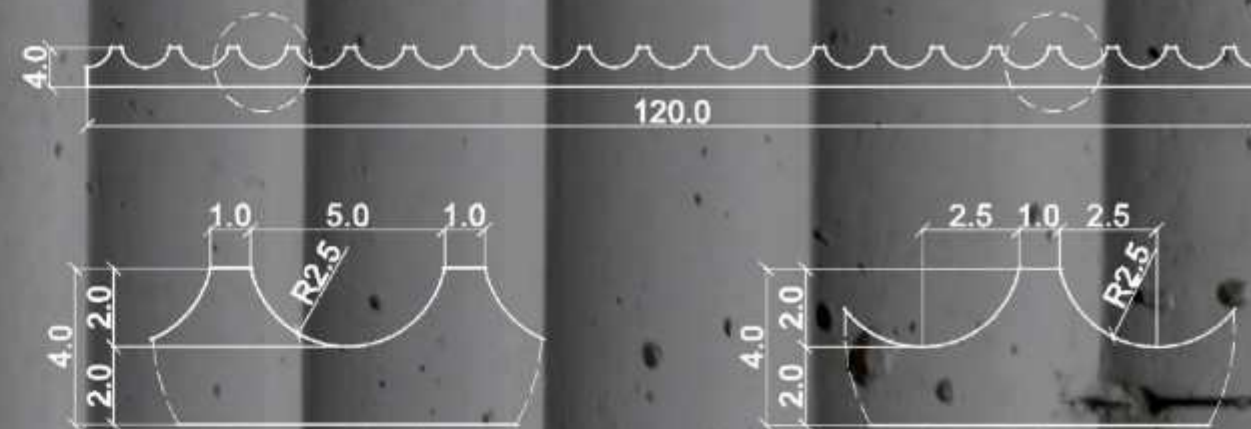
Material:Fiber/Resin/Concrete

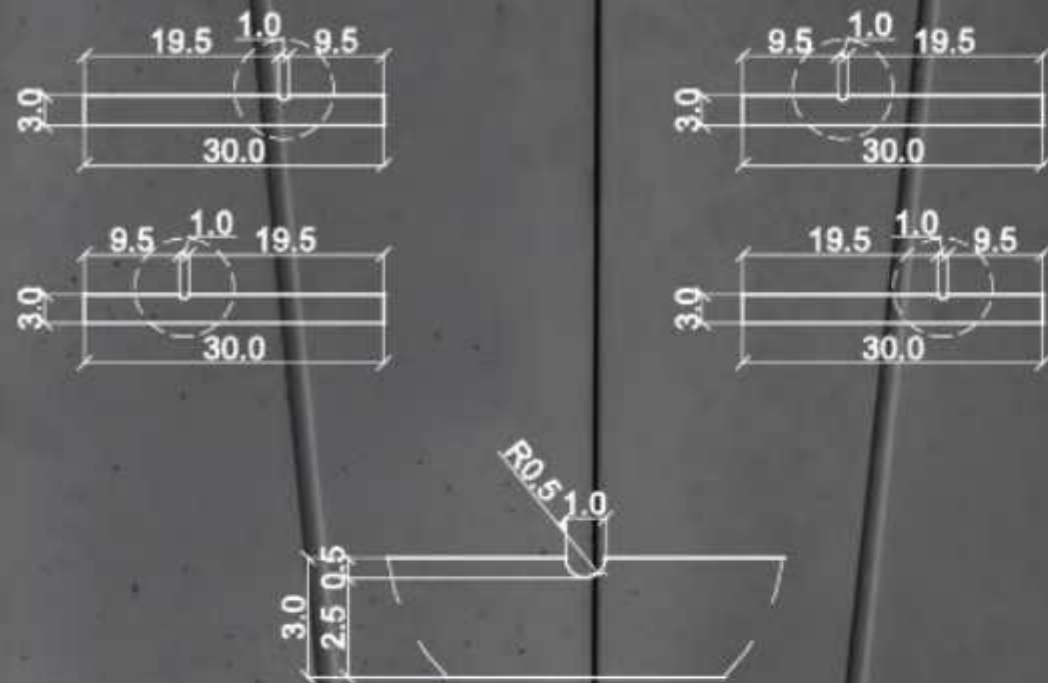
Weight : 27/89 kg

SpecialWeight :1400kg/m<sup>3</sup>

Dimensions : 60×120 cm

Generaltolerance:+/ -3mm





## MOTION

Material: Fiber/Resin/Concrete

Weight : 12/60 kg

Special Weight : 1400kg/m<sup>3</sup>

Dimensions : 100×30 cm

General tolerance: +/ - 3mm

# BAMBO

Material:Fiber/Resin/Concrete

Weight : 231/84 kg

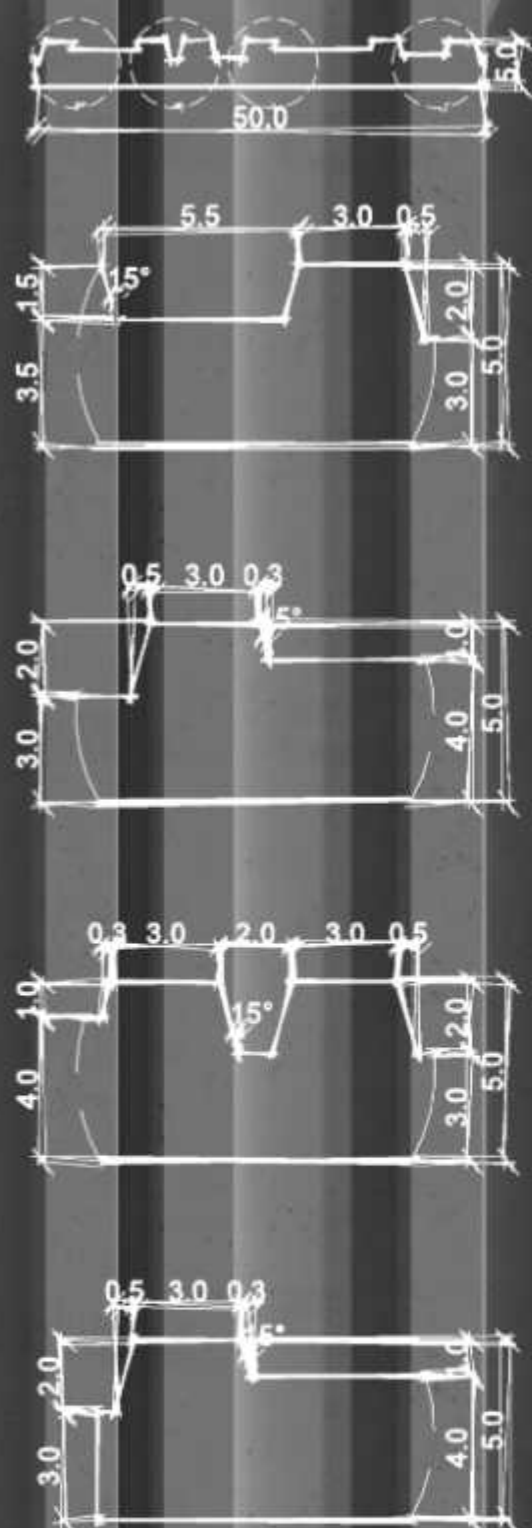
SpecialWeight :1400kg/m<sup>3</sup>

Dimensions : 345x80 cm

Generaltolerance:+/ -3mm







## ZAGROS

Material: Fiber/Resin/Concrete

Weight : 29/68 kg

Special Weight : 1400 kg/m<sup>3</sup>

Dimensions : 100x50 cm

General tolerance: +/- 3mm

# BARCODE

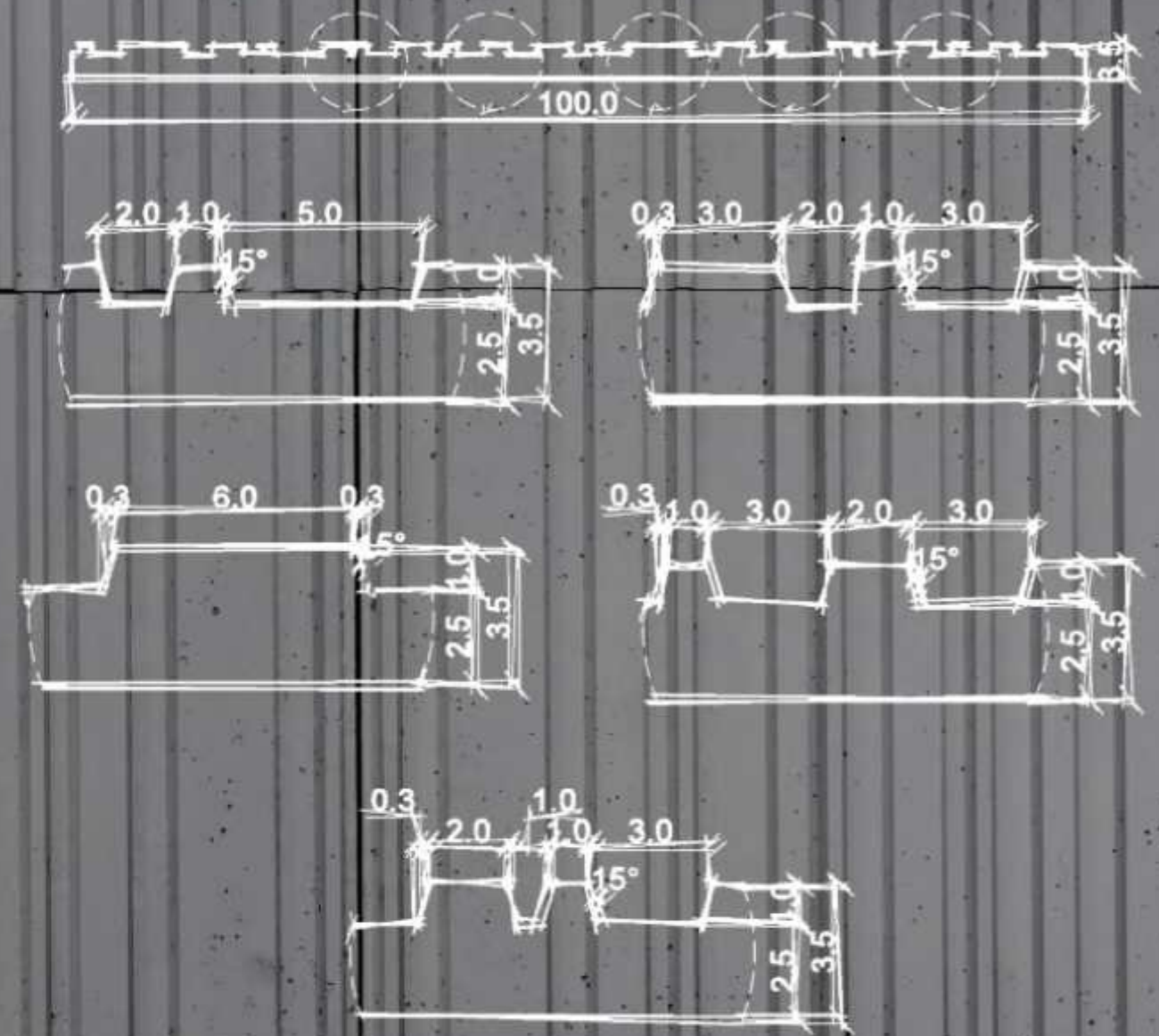
Material:Fiber/Resin/Concrete

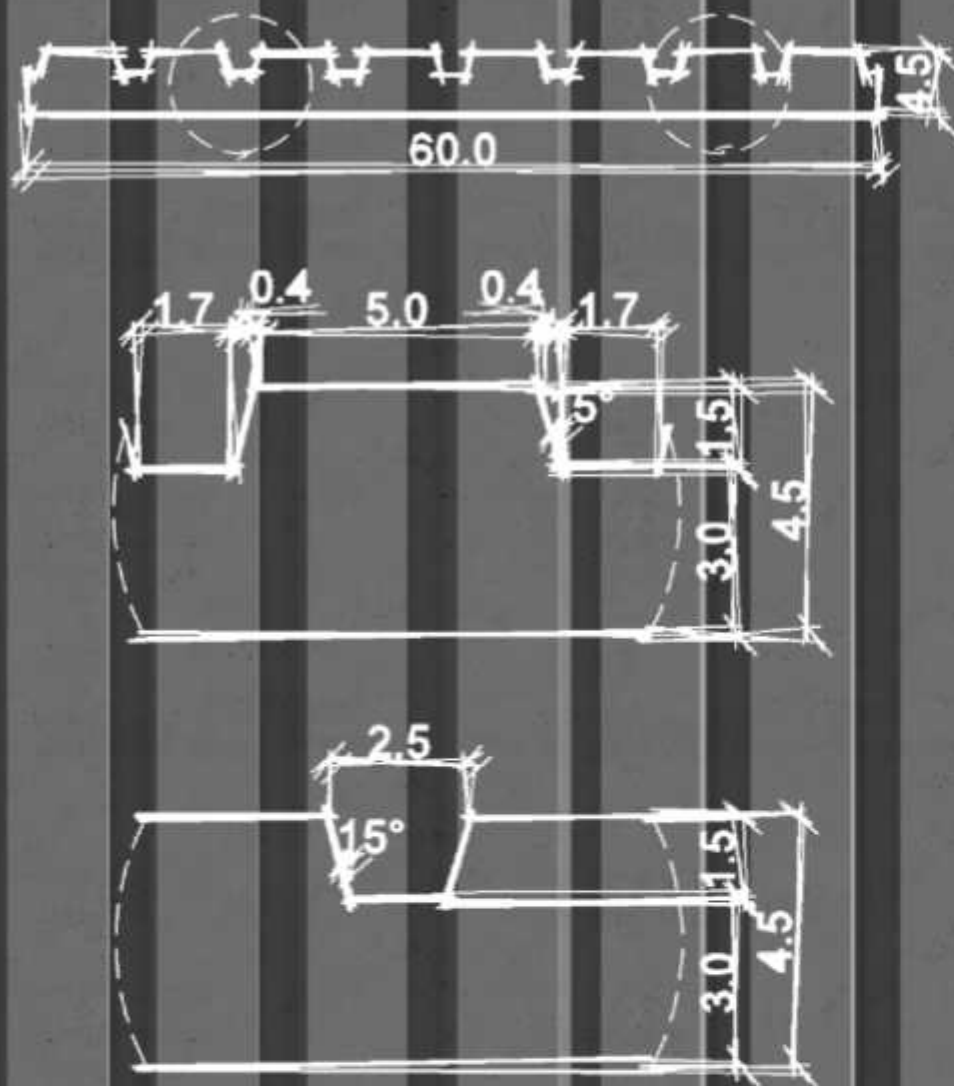
Weight : 21/07 kg

SpecialWeight :1400kg/m<sup>3</sup>

Dimensions : 100x50 cm

Generaltolerance:+/ -3mm





## ZEBRA60

Material: Fiber/Resin/Concrete

Weight : 41/16 kg

Special Weight : 1400kg/m<sup>3</sup>

Dimensions : 60×120 cm

General tolerance: +/ - 3mm

# ZEBRA84

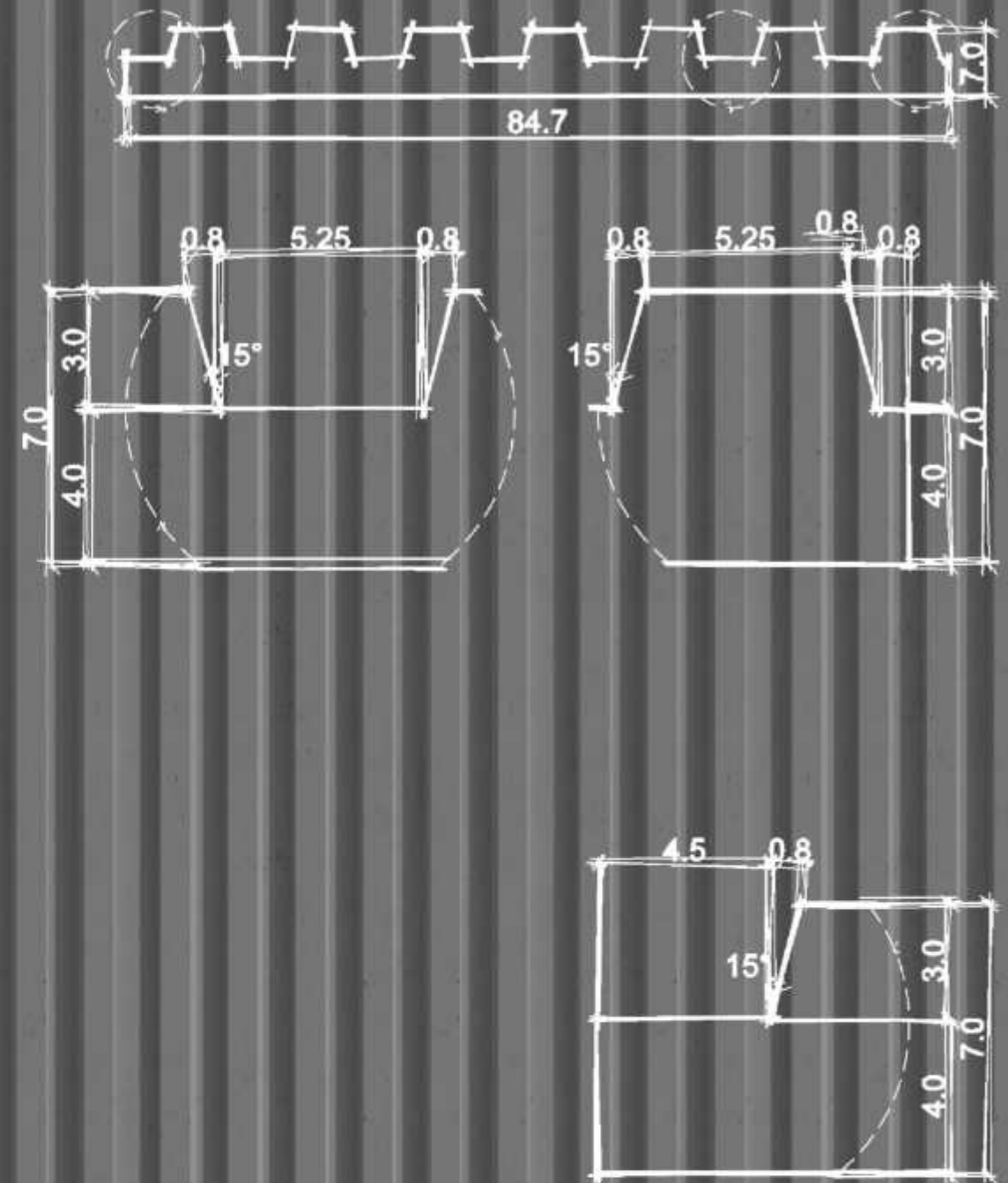
Material:Fiber/Resin/Concrete

Weight : 241/38 kg

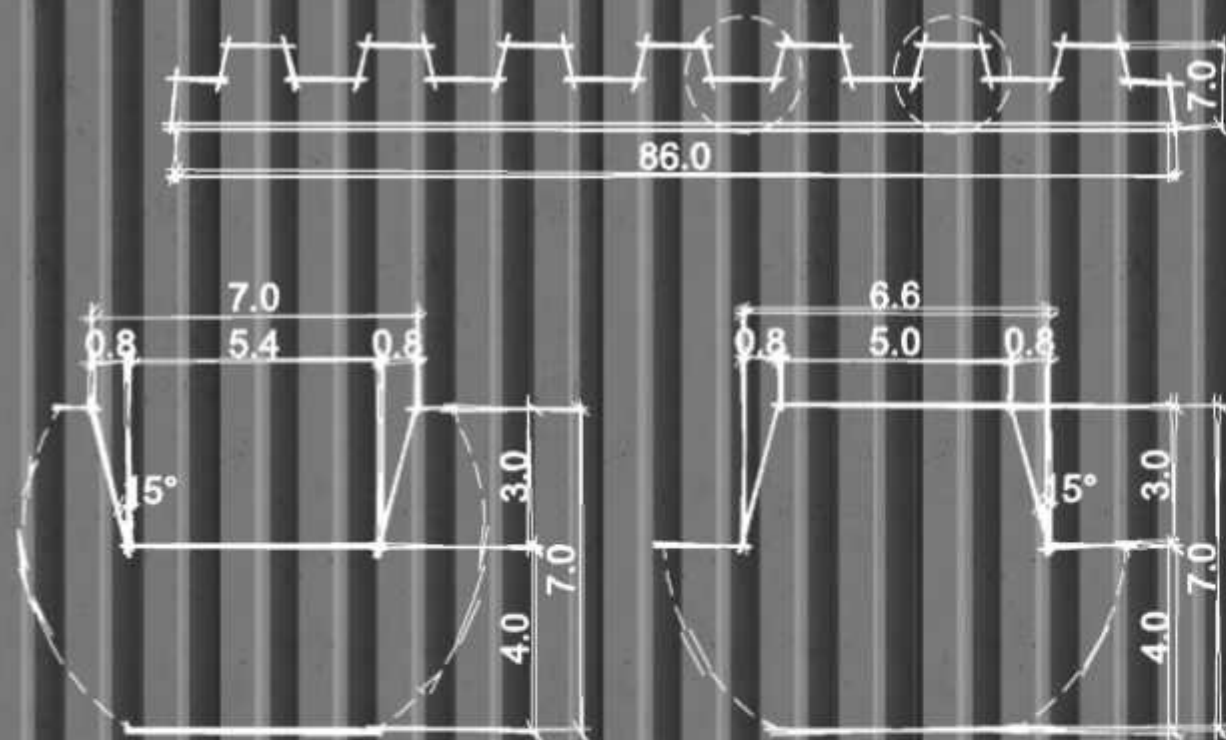
SpecialWeight :1400kg/m<sup>3</sup>

Dimensions : 7/84x370 cm

Generaltolerance:+/ -3mm







## ZEBRA86

Material: Fiber/Resin/Concrete

Weight : 267/48 kg

SpecialWeight : 1400kg/m<sup>3</sup>

Dimensions : 86x410 cm

General tolerance: +/- 3mm



# ZEBRA163

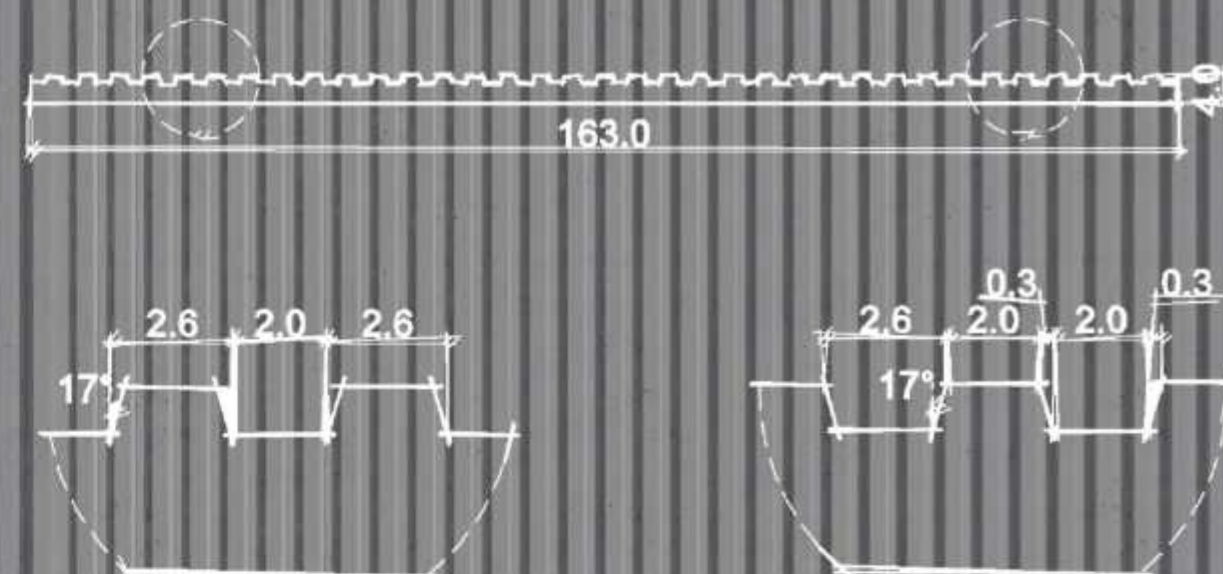
Material:Fiber/Resin/Concrete

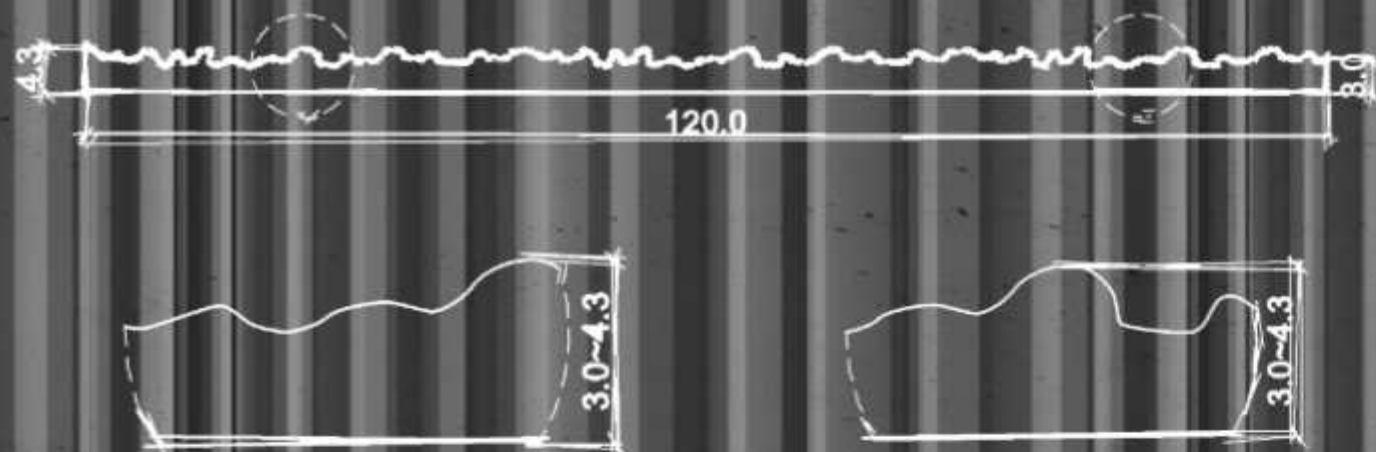
Weight : 229/02 kg

SpecialWeight :1400kg/m<sup>3</sup>

Dimensions : 163x287 cm

Generaltolerance:+/ -3mm





## ENERGY

Material: Fiber/Resin/Concrete

Weight : 36/28 kg

Special Weight : 1400kg/m<sup>3</sup>

Dimensions : 60×120 cm

General tolerance: +/ -3mm

# MAHOUR

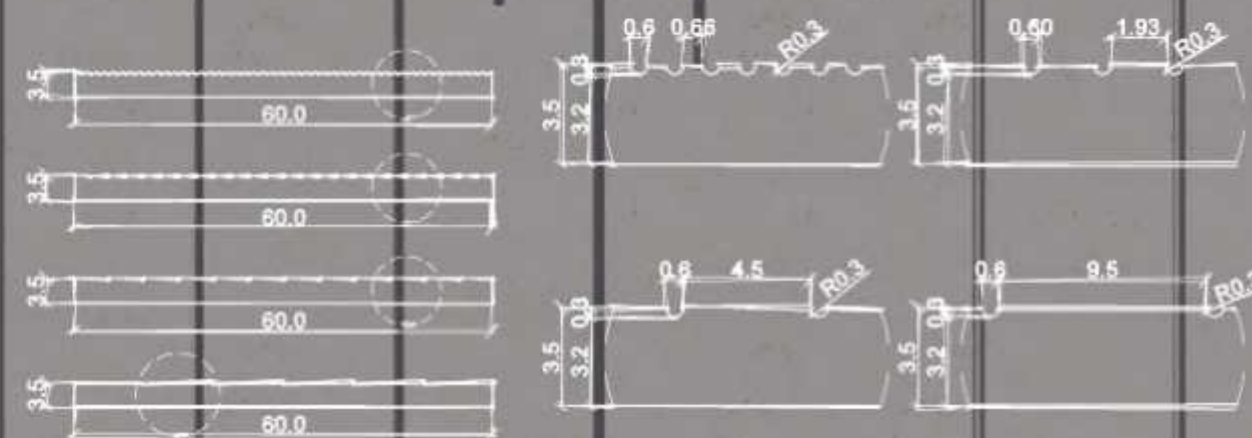
Material: Fiber/Resin/Concrete

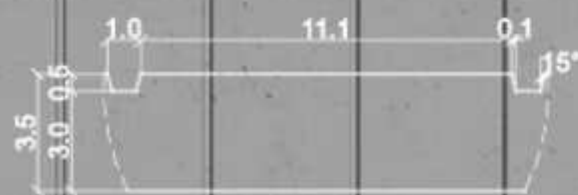
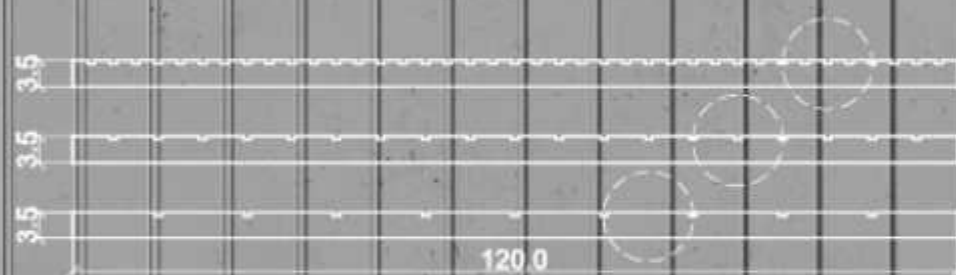
Weight : 35/11 kg

SpecialWeight : 1400kg/m<sup>3</sup>

Dimensions : 60×120 cm

General tolerance: +/ -3mm





# KALIMBA

Material:Fiber/Resin/Concrete

Weight : 34/94 kg

SpecialWeight :1400kg/m<sup>3</sup>

Dimensions : 60×120 cm

Generaltolerance:+/ -3mm

# TETRIS60

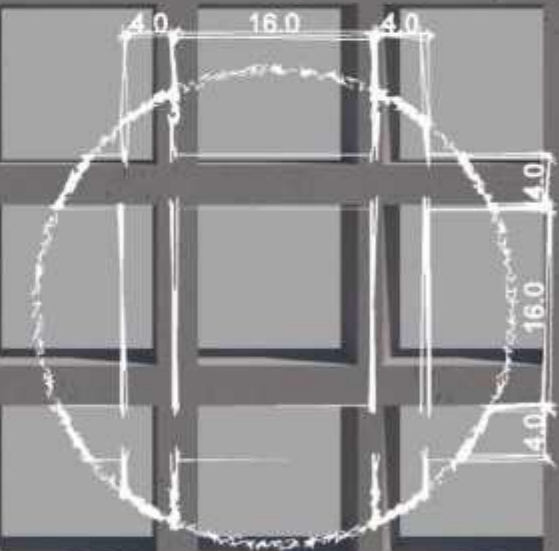
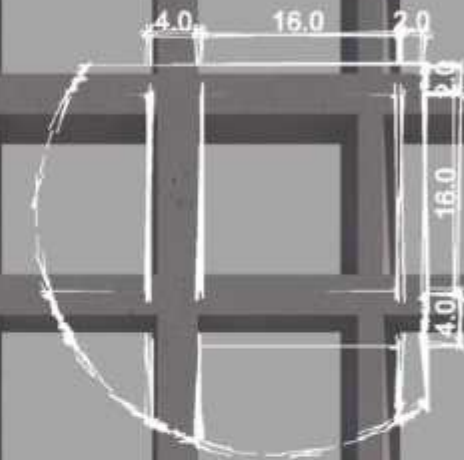
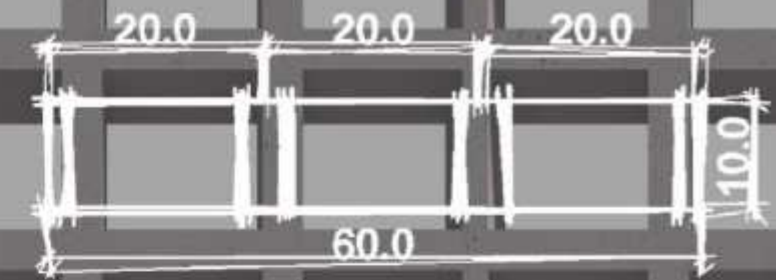
Material:Fiber/Resin/Concrete

Weight : 78/62 kg

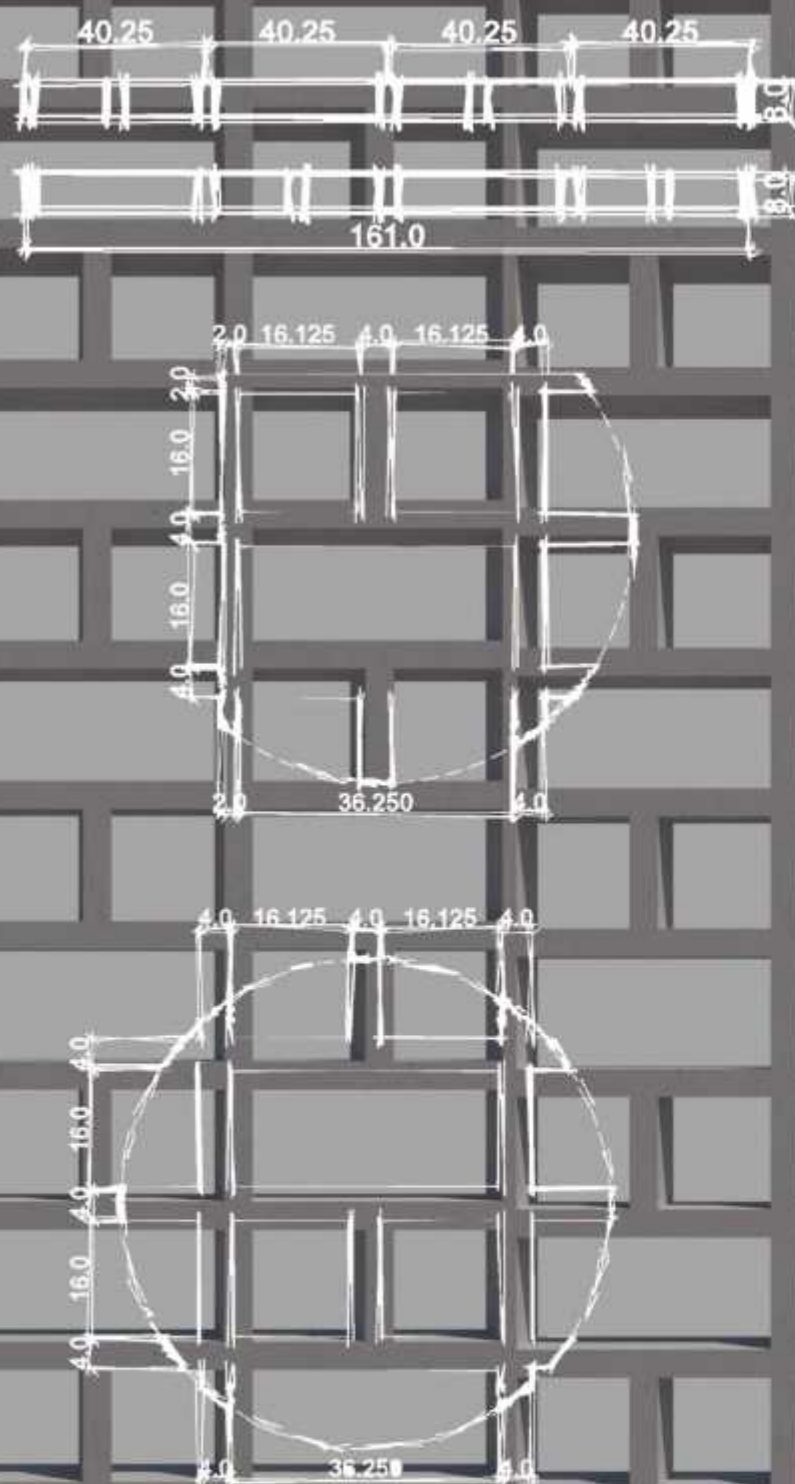
SpecialWeight :1400kg/m<sup>3</sup>

Dimensions : 60x260 cm

Generaltolerance: +/- 3mm







## TETRIS161

Material: Fiber/Resin/Concrete

Weight : 196 kg

Special Weight : 1400 kg/m<sup>3</sup>

Dimensions : 340x161 cm

General tolerance: +/- 3mm



# GRAVEL

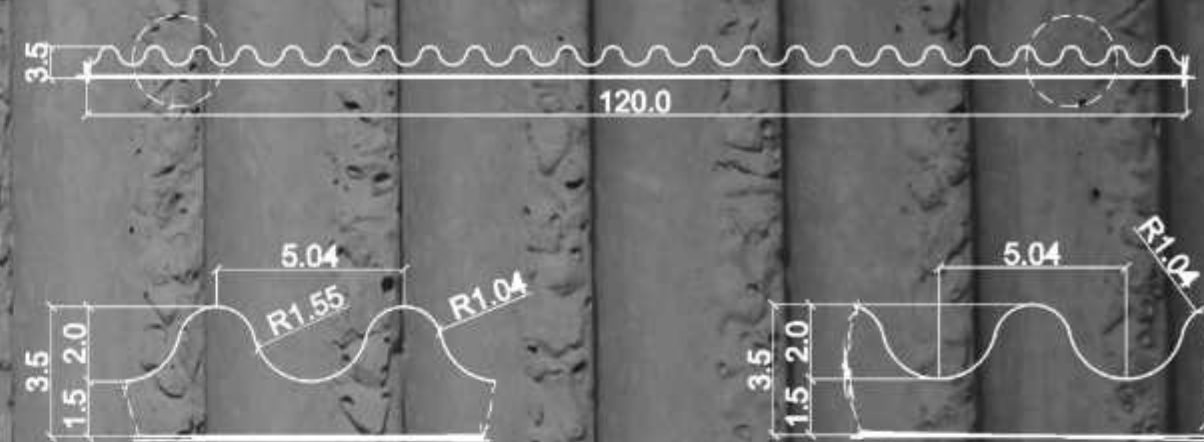
Material:Fiber/Resin/Concrete

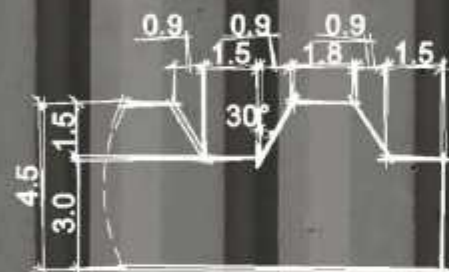
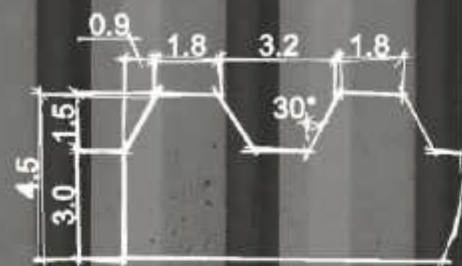
Weight : 26/37 kg

SpecialWeight :1400kg/m<sup>3</sup>

Dimensions : 60×120 cm

Generaltolerance:+/ -3mm





## PARKWAY

Material: Fiber/Resin/Concrete

Weight : 38/22 kg

Special Weight : 1400kg/m<sup>3</sup>

Dimensions : 60×120 cm

General tolerance: +/- 3mm



PARKWAY PROJECT

# ROCK DESIGN

Material:Fiber/Resin/Concrete

Weight : 300 kg

SpecialWeight :1400kg/m<sup>3</sup>

Dimensions : 300x100 cm

Generaltolerance:+/ -3mm





## WOOD DESIGN

Material: Fiber/Resin/Concrete

Weight : 18 kg

SpecialWeight : 1400kg/m<sup>3</sup>

Dimensions : 18x180 cm

General tolerance: +/- 3mm



GRAY CUT PROJECT





**SIMPLE PANEL**

**#S04B**

**COLOURS**

**WHITE/GRAY/BLACK**





**SIMPLE PANEL**

**#S02B**

**COLOURS**

**WHITE/GRAY/BLACK**





**POROUS PANEL**

**#P02B**

**COLOURS**

**WHITE/GRAY/BLACK**



SHIRAZ

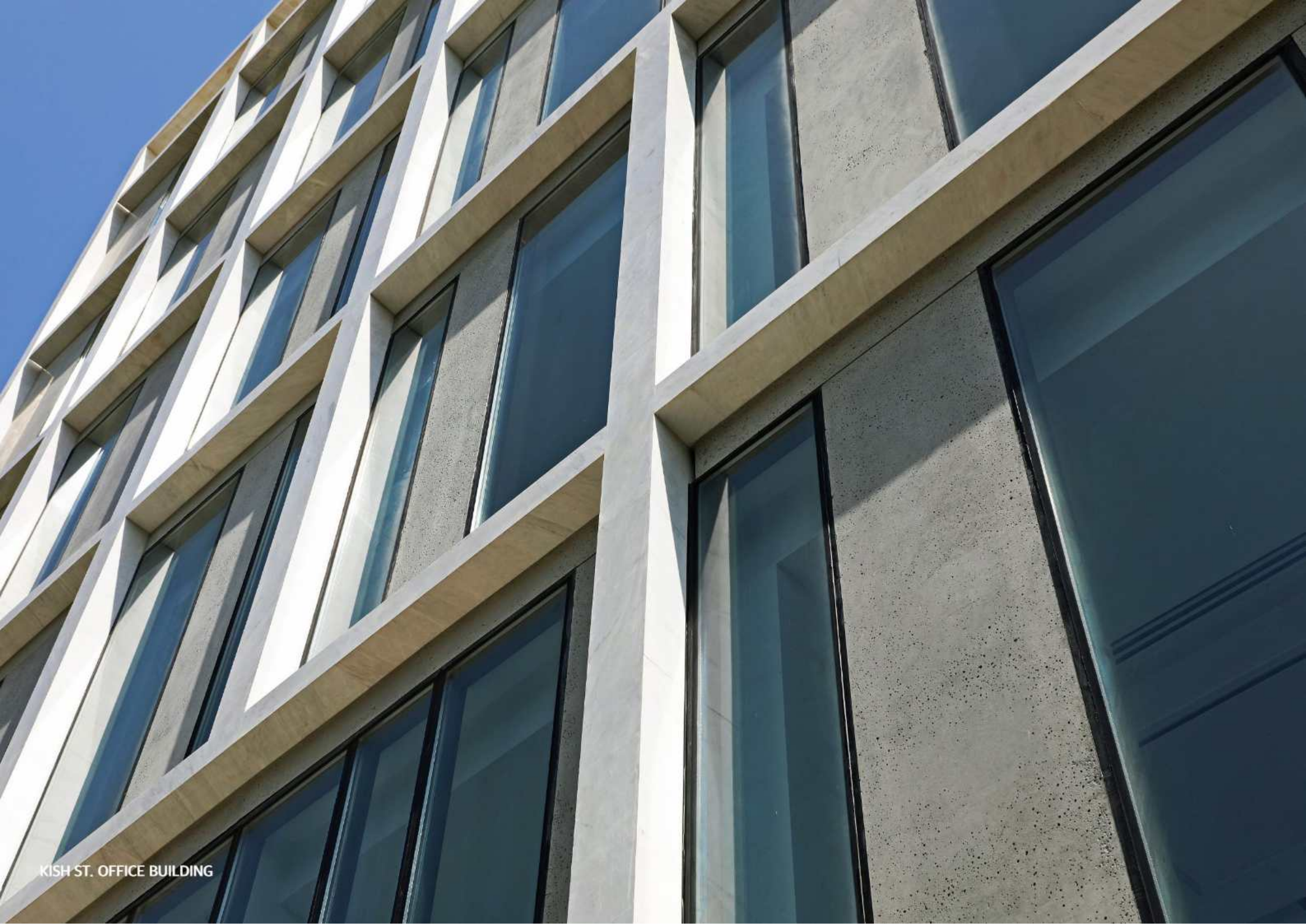


**POROUS PANEL**

**#P00B**

**COLOURS**

**WHITE/GRAY/BLACK**



KISH ST. OFFICE BUILDING



HAKIM AZAM BUILDING



VOLUMETRIC  
PANEL

CLIENT:  
CHILAK PROJECT



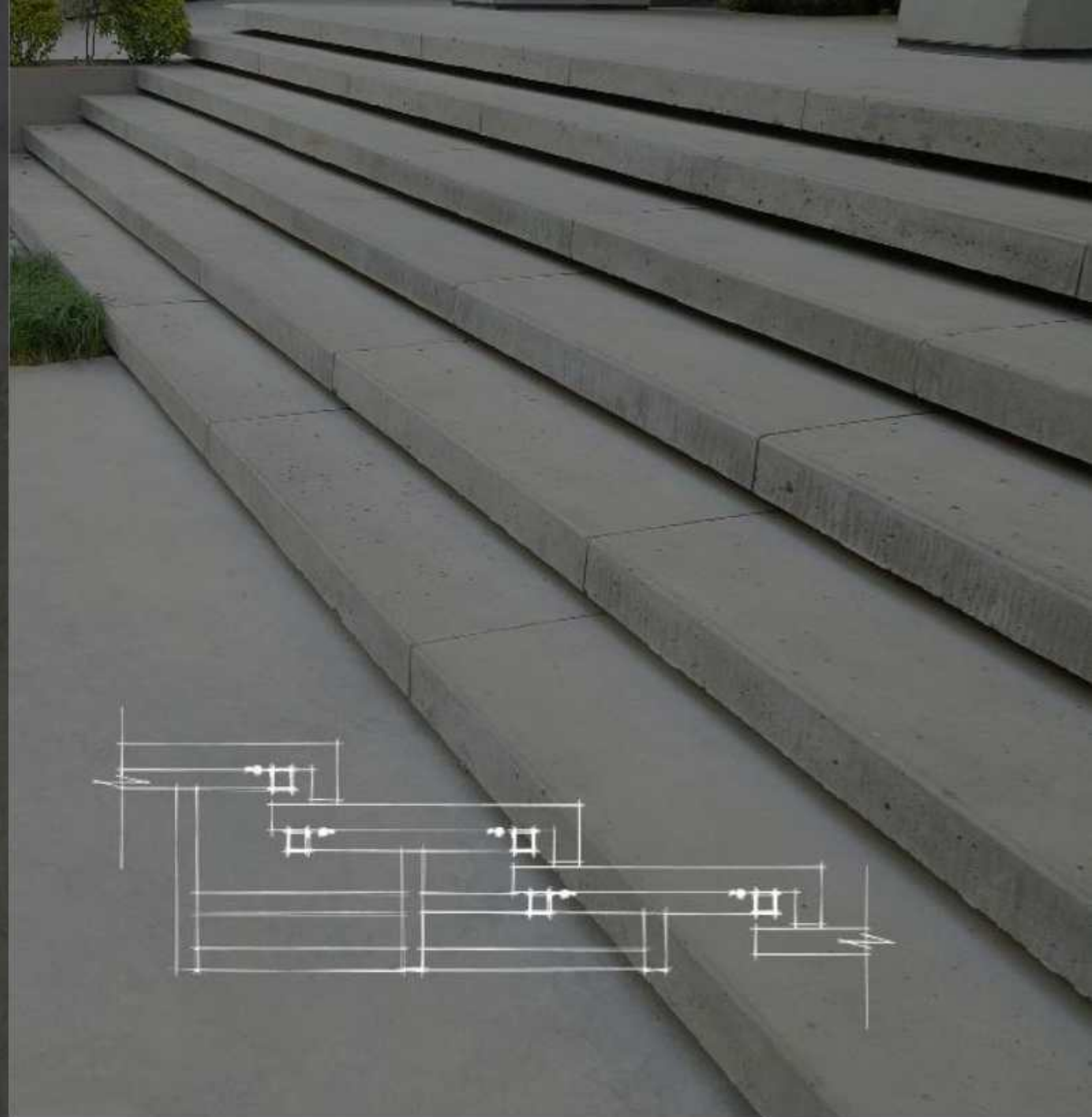
TERRAZZO



IN ANY TUXTURES  
IN ANY COLORS



STAIR



PRECAST AND  
CAST IN PLACE



CAST IN PLACE  
PANEL

CLIENT:  
PERLIT HEAD OFFICE





BETON FACTORY



LARGE  
PANEL

PROJECT:  
SOGOL PROJECT



**EPOXY  
FLOORING**

**PROJECT:  
SARV PROJECT**



MICROCEMENT  
FLOORING

PROJECT:  
DORSAOFFICIAL PROJECT



**G.F.R.C**  
**GLASS.FIBER.REINFORCED.CONCRETE**

**STRONGER THAN**  
**CONCRETE**





**FLOWER BOX**



**COLOURS**  
**WHITE/GRAY/BLACK**



## ACCESSORY



## COLOURS WHITE/GRAY/BLACK

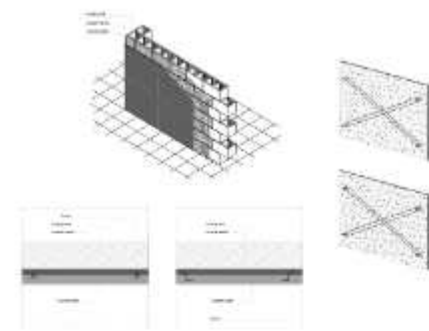
MAKE  
YOUR  
OWN  
TEXTURE



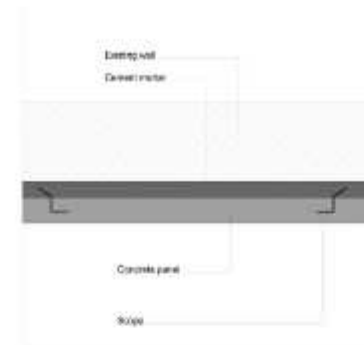


IN  
ANY  
COLORS  
FOR  
YOU

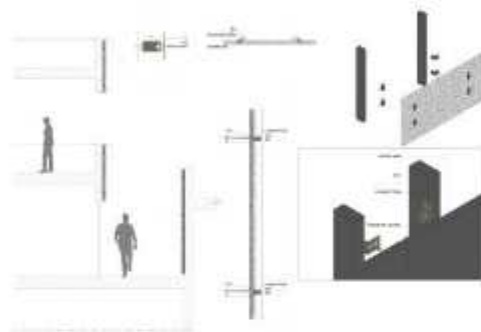
## INSTALLATION



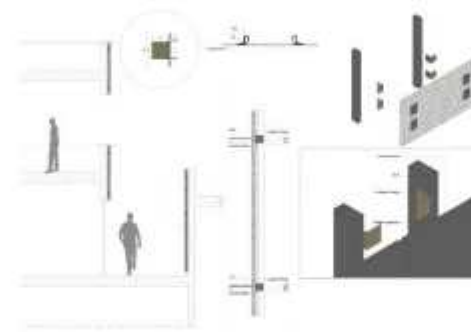
Masonry Installation



Masonry Installation



Welding Installation  
(Bolt and nut)

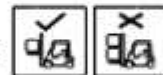


Welding Installation  
(plate)

## HANDLING AND STORAGE INSTRUCTIONS

### Using Fork Lift:

Use fork lift for loading and unloading the crates. Ensure that the crate is well balanced and centered to the fork of the forklift. It is not advisable to stack multiple crates while loading and unloading.



### Moving Panels:

Panels/boxes should be lifted and moved vertically with the longer edge facing the ground. Lifting and moving the panels with face parallel to the ground may lead to bending and breaking of panels.



### Stacking Panels:

Panels/boxes have to be stacked next to each other, perpendicular to the ground. The longer edge of the panels/boxes should face the ground. The panels should never be stacked horizontally on top of one another. This may damage the panels.



### Storing Panels:

The Panels should be placed on two wooden planks on the ground as shown in the figure. The panels could be damaged if placed directly on the ground. The edges and corners of the panels/boxes should not collide with the floor of walls while handling, this may damage the panels.



### Handle With Care:

Litheoz panels need to be handled with care. Gloves must be clean, oil and grease can stain the panel surface.

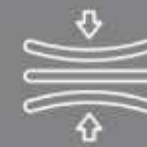


### Keep Dry:

Litheoz panels need to be protected from moisture at the job-site and in long-term storage.



## TECHNICAL INFO



compressive strength



Potential for texture



UV Resistant



Resistant to climatic changes



Resistant absorption



Flexural strength  
5 to 7 Mpa



Homogeneously colored



High density



Potential for  
custom moulding



Mottled tones

### Size:

Variation of %1 can be expected in the dimension of the Litheoz panels.

For appropriate alignment of the panels during installation, use of spacers is highly advised.

### Thickness:

Variation of %10 can be expected in the thickness of the Litheoz panels.

### Cracks:

Visible cracks on the panels are considered as defects caused with improper handling while storing or transportation. Hairline cracks on the panels are NOT considered to be defects. They are a natural characteristic of the material and do not tamper with the functionality. These cracks which are developed over the years are minute, surficial and generally not visible to the naked eye.

### Pinholes and Air Bubbles:

Concrete naturally has some air trapped in it while manufacturing. The occurrence of holes / bubbles is an inherent attribute of the material. Therefore no panels are imitable.

### Smooth Natural:

The Litheoz panels with this texture is one of our most sophisticated yet earthy offerings. You can expect a few small pinholes on the surface of the panel. This is not considered a defect.



