

MOHSEN SHARIF

C A T A L O G U E
2 0 2 3

My Story_

(Born 1990 in Babol, Iran)

I am a product designer and manufacturer based in Babolsar, Iran.

Due to my inherent interest in our family business and after passing technical courses and personal studies, I entered the furniture and interior design industry professionally in 2012 with an official offer from Fouka furniture and interior design company.

In 2017, after the completion of the personal project called "Unit 6", the spark for starting a personal startup formed in my mind, and a year later, in 2018, I established my brand based on the production of wooden products. And after that, In addition to individual activities, I designed various products based on the three principles of proper execution, paying attention to details, and respect for the environment.

Products_

(listen to life, get inspired, design, and share... )



smoke planet
S M A R T B E N C H
2 0 2 3



Dimension : 2000.395.470 mm



A smart bench that was produced from colored wood veneer layers installed on 3 mm iron bases.

This product was designed for both indoor and outdoor spaces and equipped with a hidden wireless charger and a portable aluminum ashtray.





we built this city

L I G H T I N G
2 0 2 3





Dimension : 370.50.50 mm

At first, it seems to be a simple matter;
An urban structure can be established by combining different materials, but to have an actual one, we should consider the souls...



a m i r i
L O W S T O O L
2 0 2 3





Dimension : 400.400.450 mm





AMIR
Handmade in
Dongirab
117 Malliba
Belimbi
2020



This product was designed and produced in limited numbers (1/1) with the inspiration of the oak's fruit, and I named it "Amiri" in honor of all the Amiris who were influential during my life in Iran.



one more...

A S H T R A Y
2 0 2 3

| One More... |

y



Dimension : 104.104.320 mm



Just when I was ready to stop all of my projects temporarily, a new challenge was started; One more...!

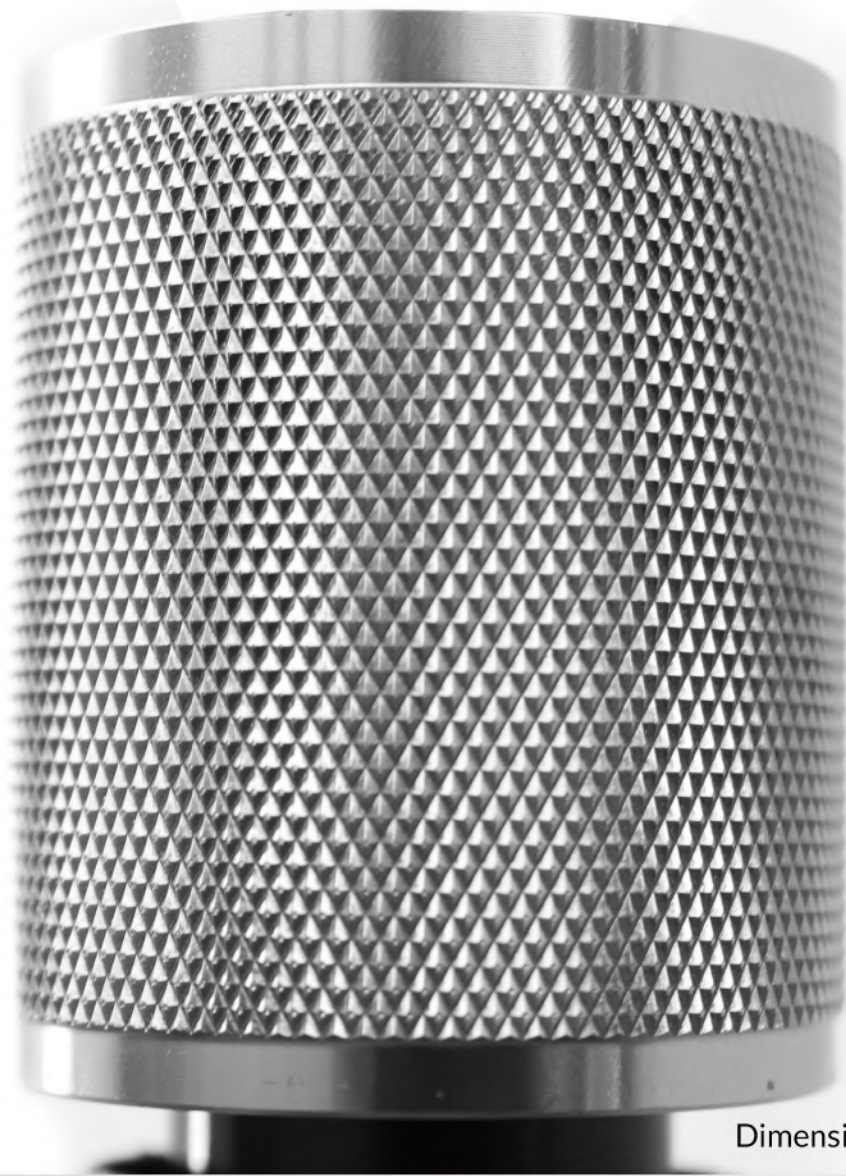






9:00 pm
L I G H T I N G
2 0 2 2





Dimension : 110.85.397 mm





- 9 : 00 P.M - has always been subject to strange events...



l u t
STORAGE
2 0 2 2



Inspired by the irregular sand patterns of “Dasht-e Lut”
(The 27th largest desert in the world, located in the southeast of Iran)



Dimension : 700.550.1200 mm

liberosis

M U G
2 0 2 2





Dimension : 55.90.146mm





John Koenig coined the term 'Liberosis' in The Dictionary of Obscure Sorrows. Liberosis is:

"...the desire to care less about things - to loosen your grip on your life, to stop glancing behind you every few steps, afraid that someone will snatch it from you..."

A limited-edition (1/1) mug made out of a combination of walnut wood and solid Aluminum, that designed and given to my best friend "Behzad Najafpour" as a memorial gift during his immigration program, and the design was archived forever.





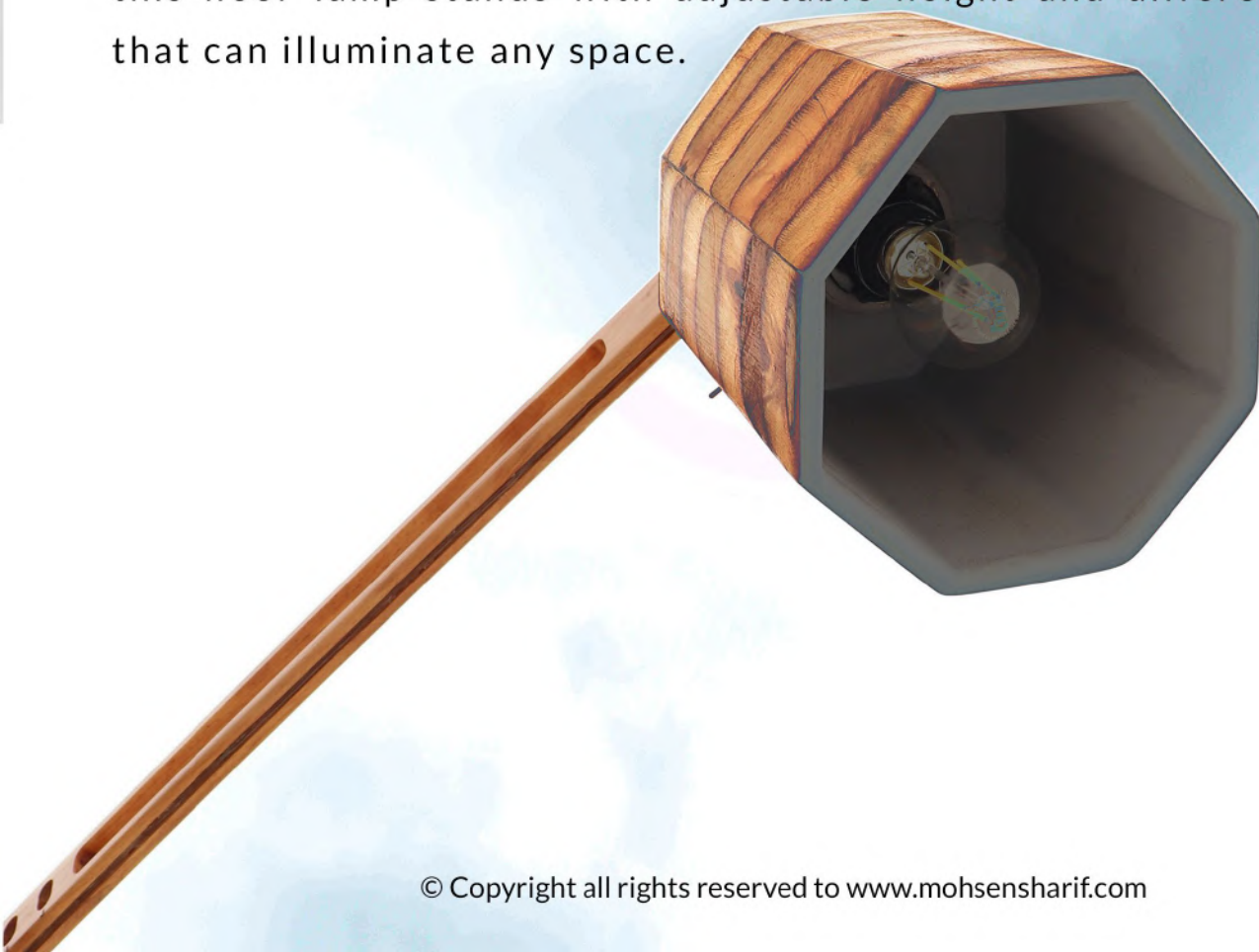
t - R e x
F L O O R L A M P
2 0 2 2



t-Rex; A kind dinosaur!

In the process of making this floor lamp, I spent 2 years achieving my desired result...

this floor lamp stands with adjustable height and different angles, that can illuminate any space.





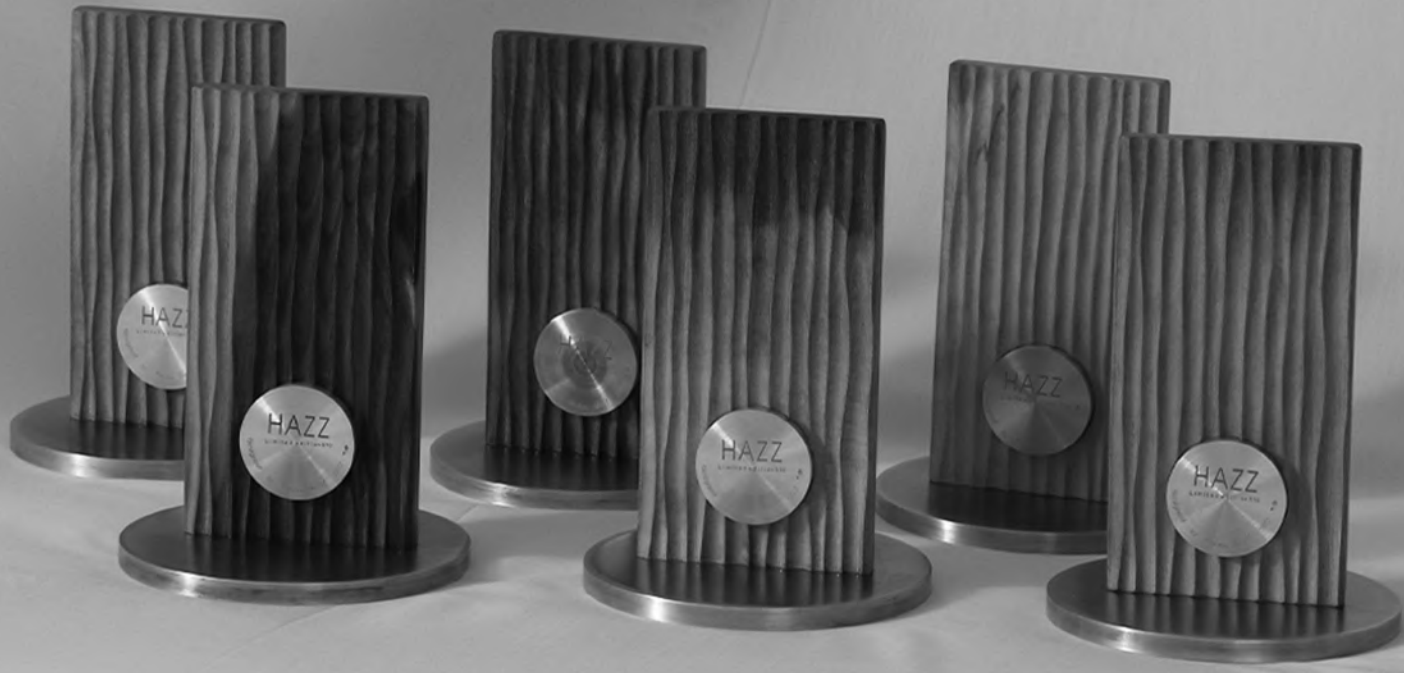
h a z z
S T A T U E
2 0 2 2



Dimension : 148.148.210 mm



A memorial statue made of walnut wood mounted on an aluminum base. It was designed and produced in 2022, by the official order of the Medical Organization of Babol for the ceremony of honoring exemplary doctors in limited numbers.



e - 0 9
BAGS PROJECT
2 0 2 2

**NO
THOUGHT
OR EFFORT
HAS GONE
INTO THIS
AT ALL**

www.mohsensharif.com

Dimension :
Large : 700.500.70 mm
Small : 400.250.50 mm

The flight code of my first solo flight (EP 1209)

The project of producing limited-edition handbags with microfiber fabrics that were initially designed to organize my flight equipment during pilot training courses.

Then I decided to print some simple words but in new roles on these bags aiming to challenge the confused mind of modern people at first glance.





I
STEAL
FROM
SHOPS

www.mohsenharif.com

Salmolu

NILL'S

SEUSSOOD

CHANEL

BAZAR

arj
TV STAND
2022



Dimension : 1690.425.500 mm



The TV stand which It's scheme is inspired by the pattern of Iranian's nostalgic heater which was called **Arj**.

This product was designed to revive and integrate the elements of the old Iranian house into the modern layout.



j o o r i
L I G H T I N G
2 0 2 2







It all started with a friendly conversation...
A request from "**Sarah Bazohori**" made me think and then suddenly a new challenge arrived.
Now we wanted a light with the ability to adjust in different axes!
...and this is how the idea of making "Joori" was born.

times
PORTABLE RACK
2 0 2 1



simple, stylish, and steady / assistant



Dimension : desk : 450.200.594 mm





A portable rack that is designed to be like an elegant but firm and hard-working companion.

cho-orag

H A R D C A S E
2 0 2 1



Dimension : 168.68.48 mm

A waterproof and anti-shock glasses protector, which was initially designed and produced in limited numbers as a souvenir gift for my close friends.

This product is dedicated to my grandfather, who was engaged in carpentry for over 70 years and always calls himself "**Choorag**".





tethys
TV STAND
2 0 2 1



Dimension : 1600.450.530 mm

A tv stand/console, which its patterns were inspired by the ruggedness of Tethys, Saturn's largest moon.





tirak
LOW STOOL
2 0 2 1



Dimension : 450.450.448 mm



The whole story was beginning with a simple question;
- Are you ready for a serious challenge?
Actually, I was born ready!!



- 0 -
HANGER
2 0 2 0

A fantasy hanger with a very comfortable seat and several shelves and closed cabinets on it, that is designed and produced under the **Fouka Furniture's** order.



Dimension : 1850.850.350 mm





source
COFFEE TABLE
2 0 2 1

This coffee table is made of solid oak wood, which was produced under the **Fouka furniture**'s order.



Dimension : 1368.740.416 mm

- z i -
DESK/BENCH
2 0 2 1



Dimension : desk : 1600.900.750 mm / bench : 1200.340.460mm



A seemingly simple table with lots of details...

It can be a special and valuable product because it chooses a modified height in its design and uses waterproof and anti-toxic substances in its production process.



This is a bench with a basic design in which you can find many details...



pr'ouve
C H A I R
2 0 2 0



Dimension : 420.510.810. mm



A chair with triangular rear legs and an angled back and seat, that is designed in a way that users feel the maximum pleasure of sitting on an ergonomic chair.



unit 6
TV STAND
2 0 1 9



Dimension : 1600.400.488 mm

The name "Unit 6" has been retrieved from my first and most favorite project.

a TV stand/console designed with patterned doors which move upon a hidden railed mechanism.

for respecting nature, I chose natural rubberwood sheets with details of walnut wood and a solid Aluminum base for its base materials.



a-tom
DESK / BENCH
2 0 1 9

No additional explanation, this product is the result of the designer's hyper-obsession with creating details in designing the product.



Dimension : desk : 1600.700.730 mm / bench : 1200.340.430 mm



Use finger joint junction in body connections



a-tom

LOW STOOL
2 0 1 9



My lovely cute son!

I called it a "domestic crane", which is the result of designing a hard structure made of wood and iron sheets.

a stool with adjustable height, that can be used for different desks and tables.

Dimension : 180.180.430 mm

classeur

SHELF / STORAGE
2 0 1 9

My first adventure in the mysterious world of design.

A cabinet of storing and classifying books and archival documents that have several shelves with different intervals/heights, to provide its user with different and unlimited spaces.



Dimension : 1568.890.300 mm





Iranian Buildings' Brand I

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Life-inspired designs_

As a designer, my most significant source of inspiration when designing a product is life itself!

I believe that our furniture indirectly carries our character, our tastes, and all the facts that make us who we are. Considering these facts, I try to create some objects by reflecting human spirits.

Also, inspired by today's modern lifestyle, aiming to design and produce a creative and functional product with anticipation and foresight in future designs, far from being an ordinary concept, my designs must constantly evolve like a living organism to provide objects by combining technology and comfort, which is suitable for future trends.

In my ideology, the tastes of contemporary human beings are constantly changing because uncertainty on social, economic, and cultural fronts is creating alterations, none of which are relevant to the past. Then, I must try to do my best to fill this gap effectively.

Quality and Environment_

I consider only natural and recyclable materials (such as wood and its products, solid metals, etc) for producing my products and I follow this environmental approach by minimizing the consumption of raw materials such as wood at every stage of the production process.

Also, giving great importance to human health, I try to produce eco-friendly and human-friendly products by using natural wood and materials and carefully selected fabrics and proposing a wide range of colors and UV furniture coloring that are harmless to human health. I aim to obtain my customers' satisfaction by combining designs in line with every period of life with excellent durability.

Contact_

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