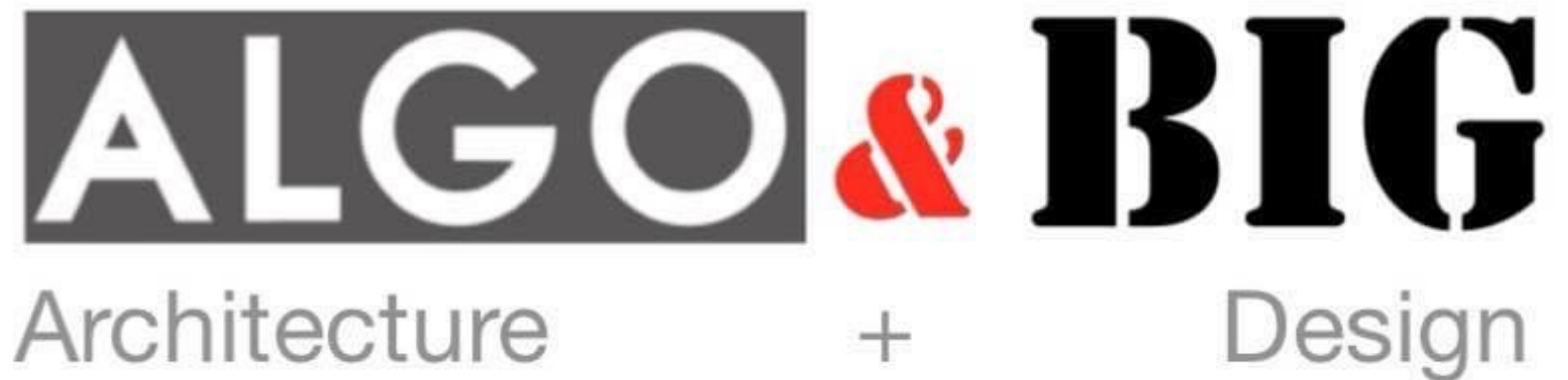


LONDON UK

KARACHI PAKISTAN

NORNASS - SWEDEN



.ARCHITECTS

.PLANNERS

.INTERIORS.

.CONSULTING ENGINEERS

.PROJECT MANAGEMENT

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SWEDEN

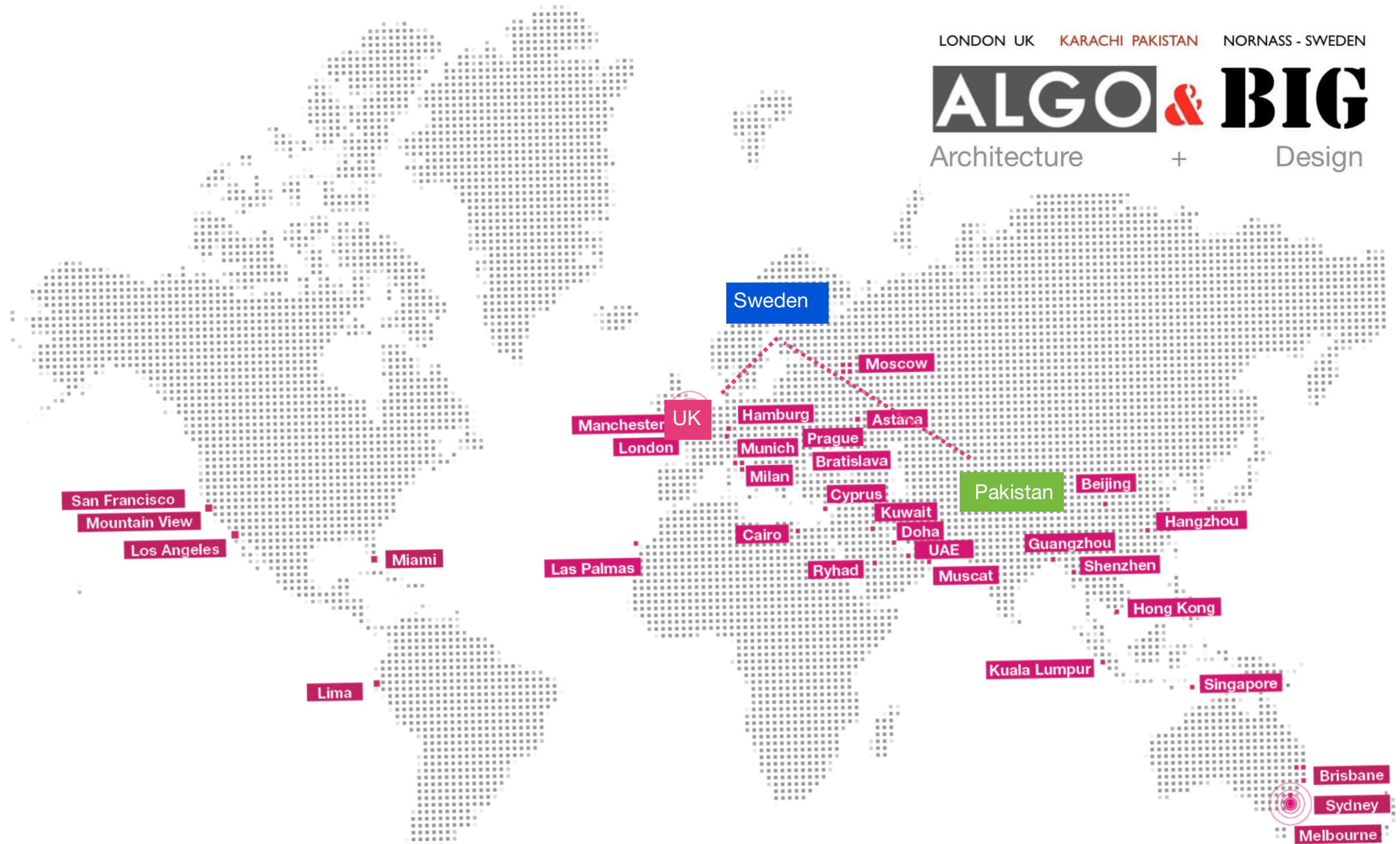
119 Norrnas Edsele 88041 Solleftea
T+46 (0) 7393 11844

PAKISTAN

82 B Midway Commercial
BAHRIA Town
T +92 (0) 3333 497929

LONDON UK KARACHI PAKISTAN NORNASS - SWEDEN

ALGO & **BIG**
Architecture + Design



Algo & Big believes the human experience of a space is paramount. We are an experience design agency based in Sweden, United Kingdom & Pakistan and working globally. Combining expertise in architecture, interiors, urban design and graphic communication we create places that are seamless and intuitive.

Established in 2000 – 22 Years of Effective Existence

Operations in Sweden, Pakistan & United Kingdom

Current Strength: 27 + Professionals & Support Staff plus more than 75 worldwide freelancers.

Extensive Experience, Diversified Clientele in Multinational & Private sector worldwide.

Comprehensive Consultancy Services in Architecture, Planning, Interiors & Consulting Engineers

Powered by



Registration & Memberships

C.S.D Chartered Society of Designers UK

P.C.A.T.P Pakistan Council of Architects & Town Planners

I.A.P Institute of Architects Pakistan

B.R.E.E.A.M Building Research Establishment Environment Assessment Method



Story of Algo & Big

Go big or go home is an exhortation to go all-out, to put all of one's effort into an enterprise, to experience something to its fullest, to be extravagant. Go big or go home is a philosophy that encourages one to be bold. The phrase is said to have originated as a sales slogan in the 1990s. A motorcycle parts company in Southern California incorporated the term go big or go home in its packaging for some oversized Harley Davidson pipes. However, there are some who say that the term was derived from the jargon of the sport of mogul skiing in the 1980s. According to this origin story, skiers taunted each other into more and more spectacular skiing runs with the terms go hard or go home and go big or go home. Others believe that go big or go home originated in the sport of surfing. In any case, it is probably safe to assume that the idiom go big or go home came out of Southern California in the latter part of the twentieth century.

As owner of my own growing architecture & design agency, I needed help. I had tasks that were being neglected in my businesses, keeping them from reaching their full potential. That's when I hired a freak of amazingness freelancer who had no job but he was creative and talented. Then I hired him. Then we hired another... and another..

I had the best team ever—they multi-tasked as highly Efficient People can, and used their skills from their creative and technical careers to get a wide range of projects done in record time. All on their own terms. All while being incredible people.

That experience inspired the idea for we all go big (Algo & Big). By Faran Lodhi

Vision

At Algo & Big we believe that the human experience of a space is paramount. Therefore we approach each design from a bottom-up 'user-centric', rather than a top-down perspective.

Our team combines expertise in architecture, interior urban design and graphic communication skills to create spaces that are engaging, seamless and intuitive. Working across scales, we focus on human 'touch points' - how people will interact with a building or space and how the building will 'talk' to its users. We work closely with our client to choreograph this journey to deliver added value through the most compelling, coherent experience possible.

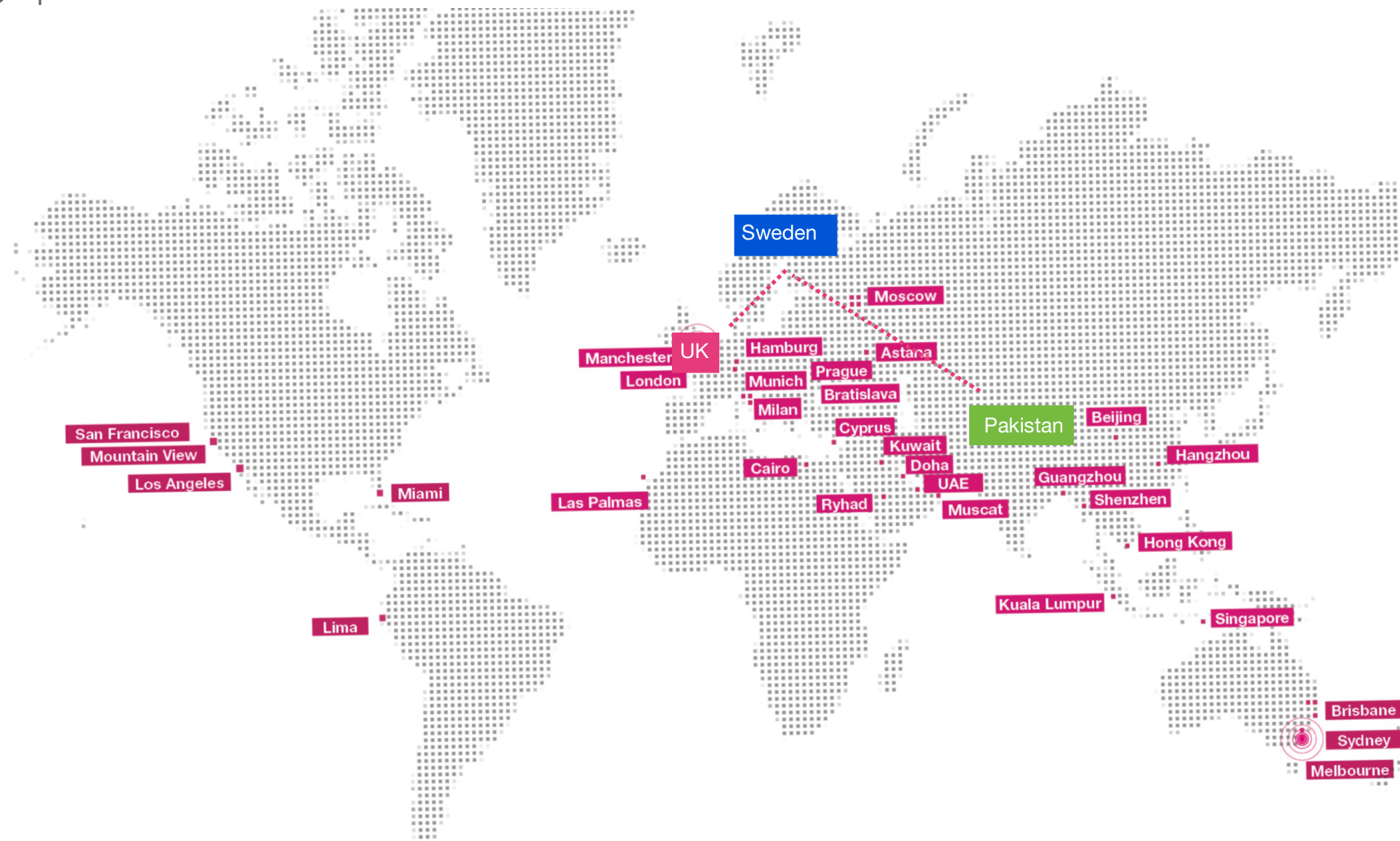
We are driven by a passion for excellence and re-imagining conventional ways of working and collaborate with like-minded architects, developers, brands and municipalities from around the world to deliver this experience.

Who We Are

Led by the founding partner **Faran Lodhi** and director **Marnie Lodhi**, Algo & Big's work is defined by their joint expertise; merging architecture, interiors, urban design and graphic communication.

Where We Practise

Algo & Big is a design and research agency based in Norrnas Sweden, London UK and Karachi Pakistan, dedicated to designing a better world. We are a global practice, with projects spanning five continents. The practice has a diverse and global base, from the USA, UK and Europe to the Middle East, Russia, Asia and Australia. We work as both lead and sub-consultants, collaborating with an international network of design partners who are at the forefront of innovation.



Faran Lodhi



Sweden based **Faran Lodhi** and Founder of ALGO & BIG. He established his Architecture & Design Agency in London in 2000. **Faran Lodhi** was awarded a Degree with **Distinction** in Architecture from National College of Arts, Lahore, Masters from Bartlett School of Architecture, London UK and MA in Design Studies from Central Saint Martins, London UK.

"At the age of six I realised my life mission. I have the freedom and cultural autonomy to understand and work with diverse cultures. As these cultural differences disappear and we become one world, I analysed and dissect everything from a global perspective instead of local or regional one. I have learned that the world is a vast, complex farrago beauty, and that the idea of an "international style" is an antiquated one. The world has layer upon layers of style that are not regional but, rather, hybrids of cultures, races, creeds and values. I see the world as if I were from another planet- observing, perceiving, engaging and contributing." Faran Lodhi

Marnie Lodhi



Marnie Lodhi Creative Account Director

London & Brighton based Marnie Lodhi is our Creative Account Director and has been with Algo & Big since 2018. She began her journey with us on a part time basis assisting with different projects globally. She very quickly adapted to the fast paced environment, and has consistently proved that she will go above and beyond.




Marnie holds a BA Hons in Marketing and has five solid years of working in Marketing and Client Management. Using her creative flair, determination and resilience Marnie has started her own venture within the company which will expand and grow Algo & Big into different territories. We are very excited to see what the future holds

Practice Profile



ALGO & BIG is an innovative Sustainable Architecture & Engineering DESIGN practice specialising in low energy, low environmental impact buildings and associated lifestyles. We are committed to good quality design based on careful analysis of end user needs. We offer a holistic and thorough approach to design.

Contents

-  Practice Philosophy
-  Practice Standards
-  Significant Projects


Practice Philosophy


A.R.C.H.I.T.E.C.T.U.R.E is

- A.R.C.H. Awareness of Regional & Cultural Hierarchy
- I. Imagination
- T.E.C. Technology of Engineering & Computing
- T.U.R.E. Trend of Urban & Recycle Environment

Practice Standards

 We believe that sustainable development is both affordable and achievable within current market constraints.

 Our design approach integrates as many building elements as possible into construction. This results in fewer components and finishes being needed. The associated cost savings allow a higher specification for low-energy and low-environmental impact components.

 The practice keeps up-to-date with both the technologies and performance parameters that influence building design. This enables us to use appropriate energy-saving and low environmental impact devices to suit our clients' practical needs. We aim to create beautiful structures that express the natural elements they seek to harvest.

Significant Projects

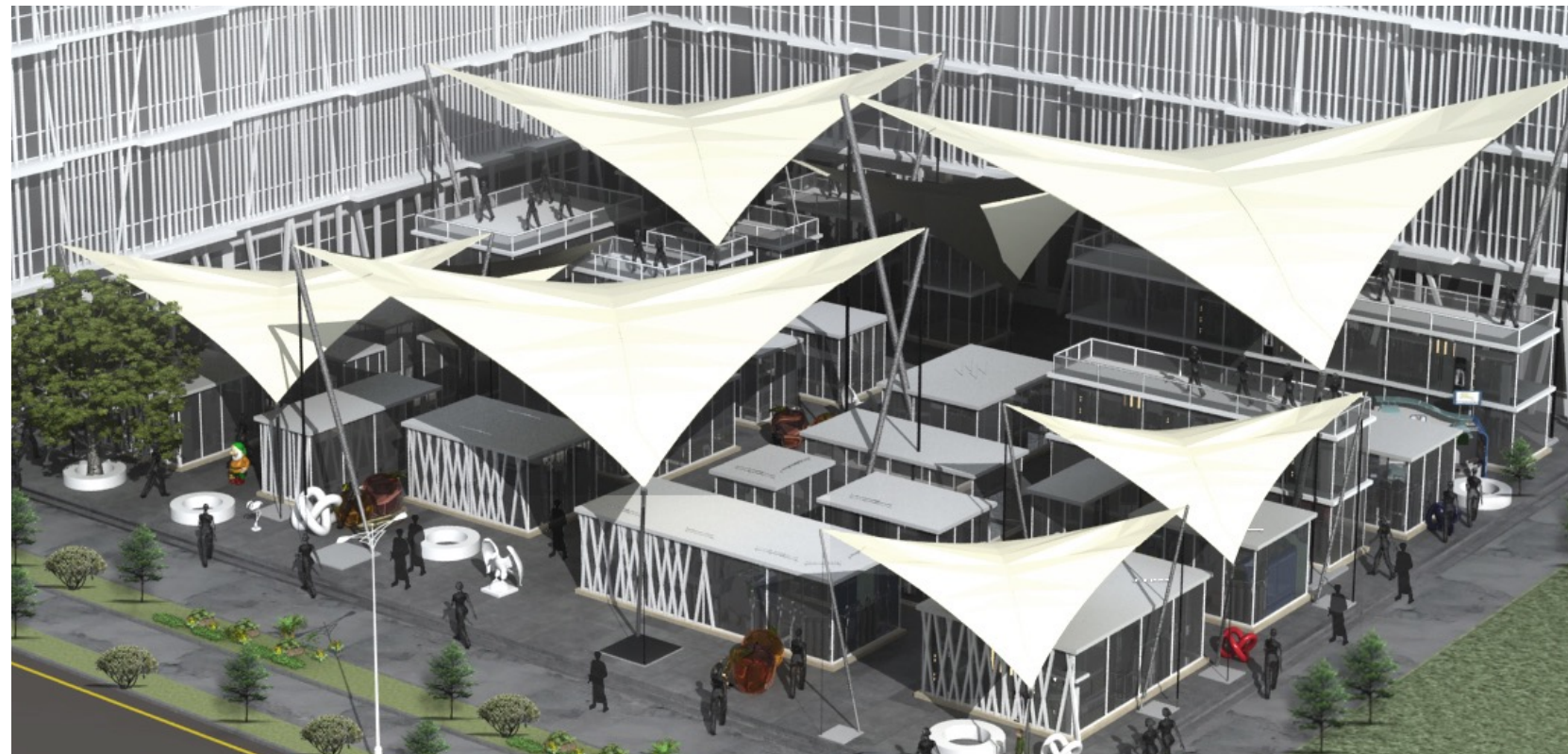
 **Architecture**

 **Interiors**

Mall of Sultan , Multan
Shopping Mall, Mixed Use &. High End Apartment
Area 750,000 SFT



Mall of Sultan , Multan
Shopping Mall, Mixed Use &. High End Apartment
Area 750,000 SFT



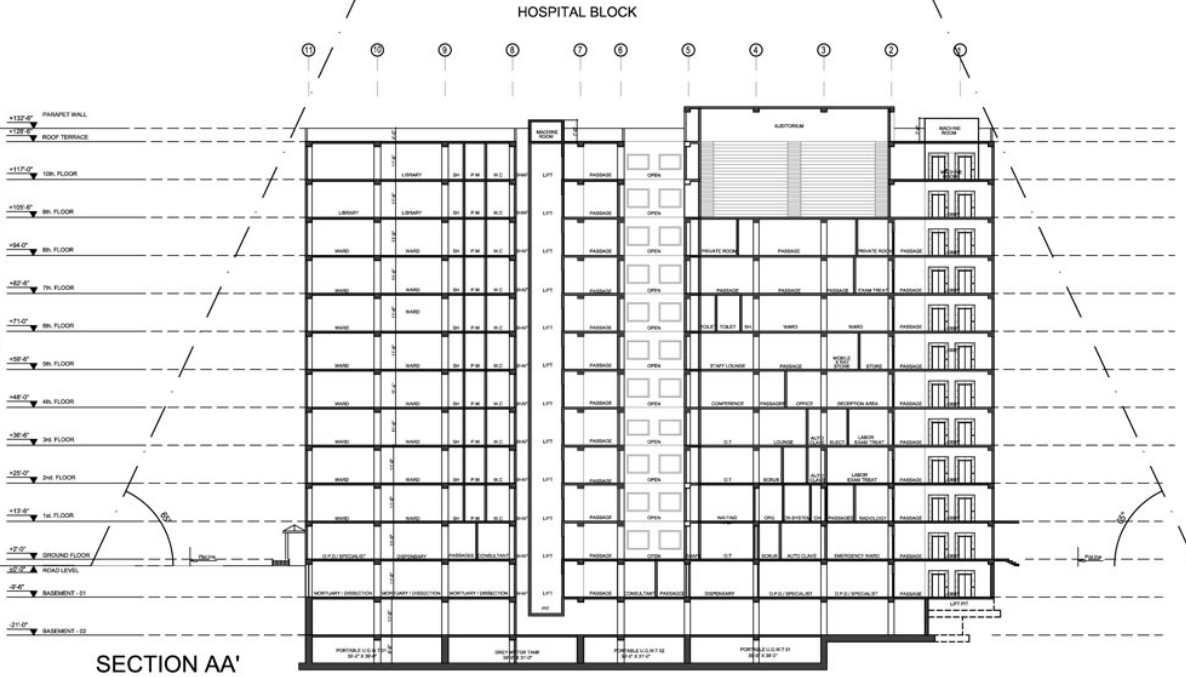
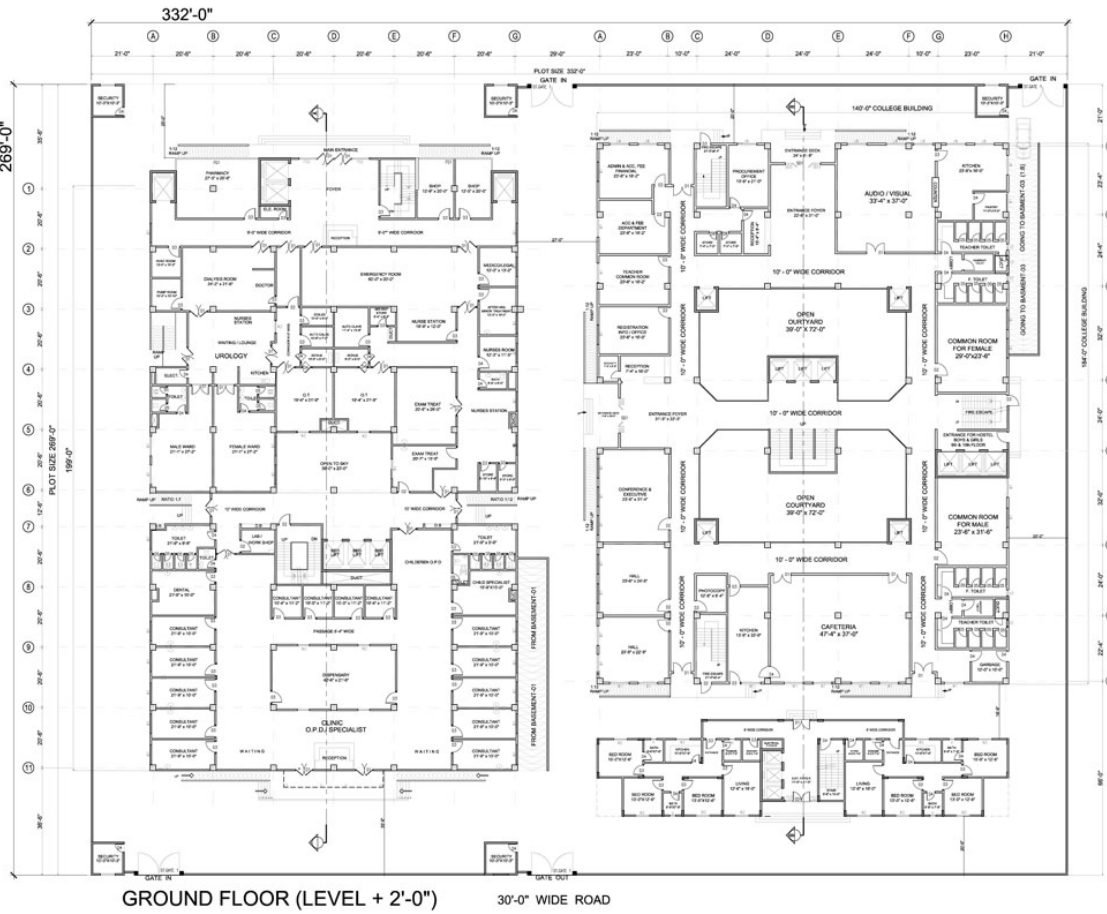
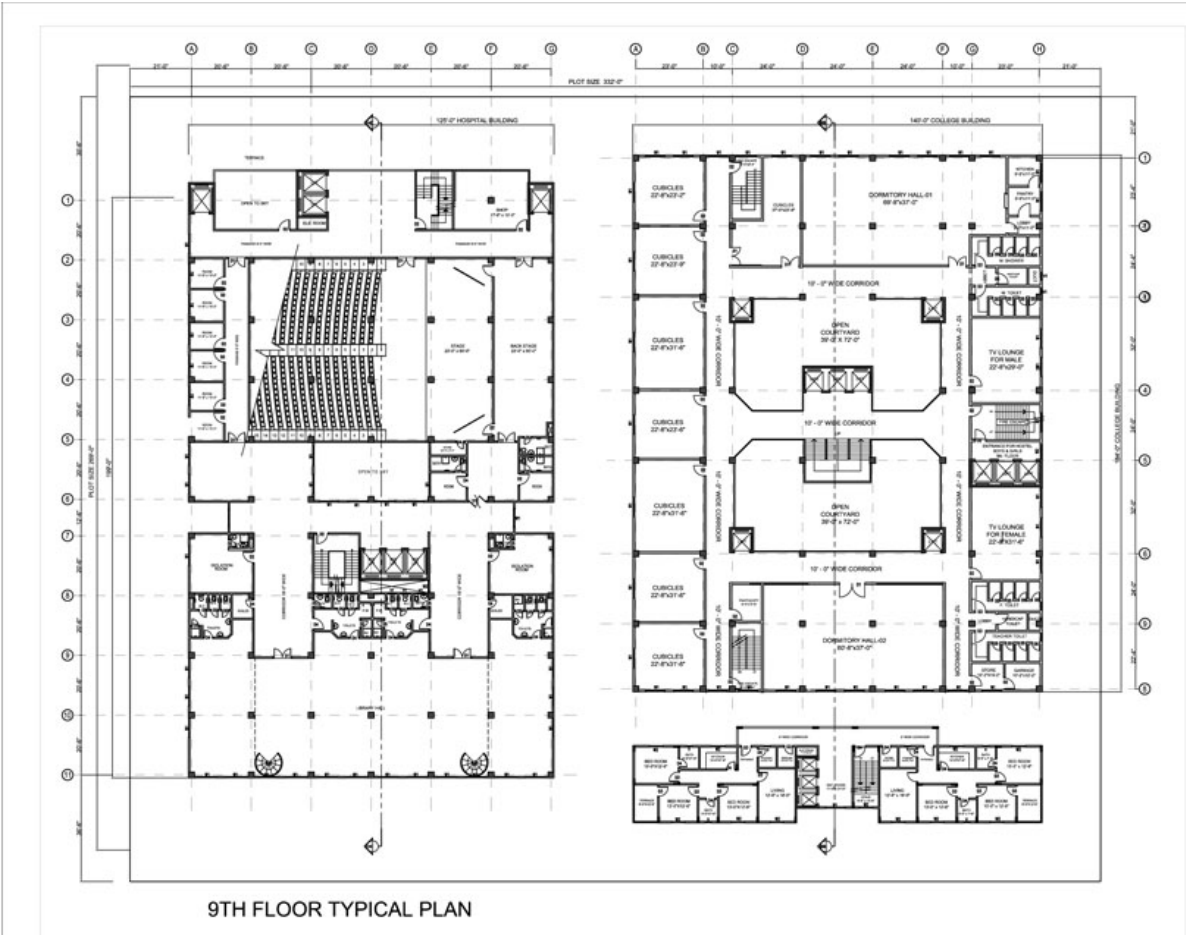
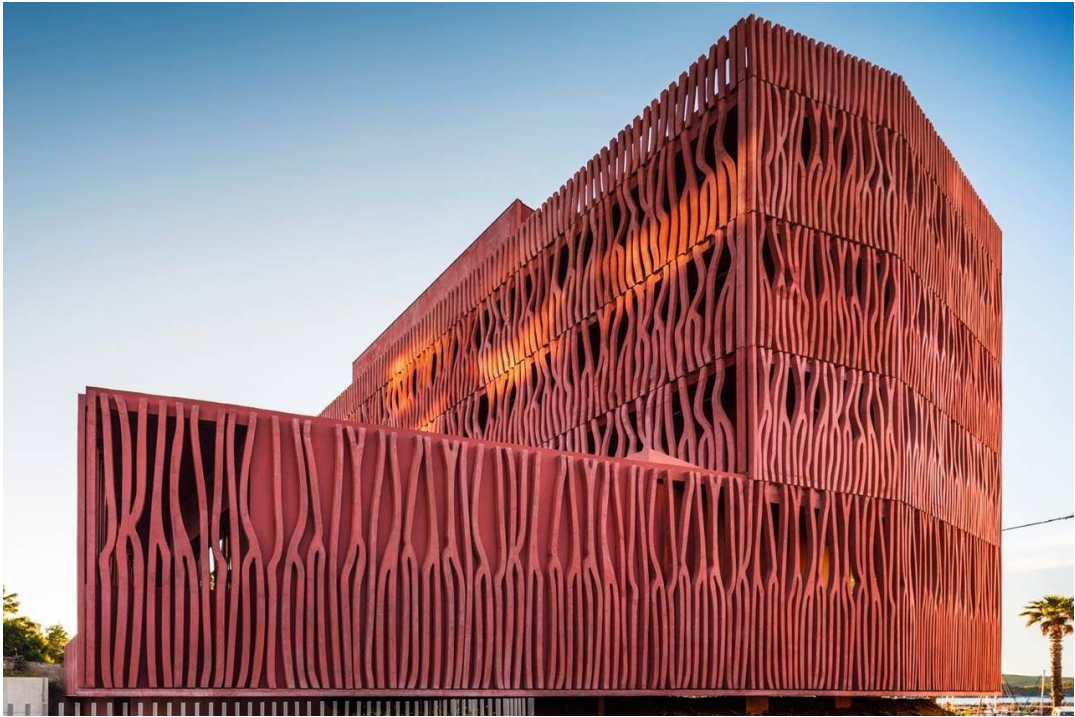
**Frontier Headquarter
D I Khan Pakistan
700 Acres Development**



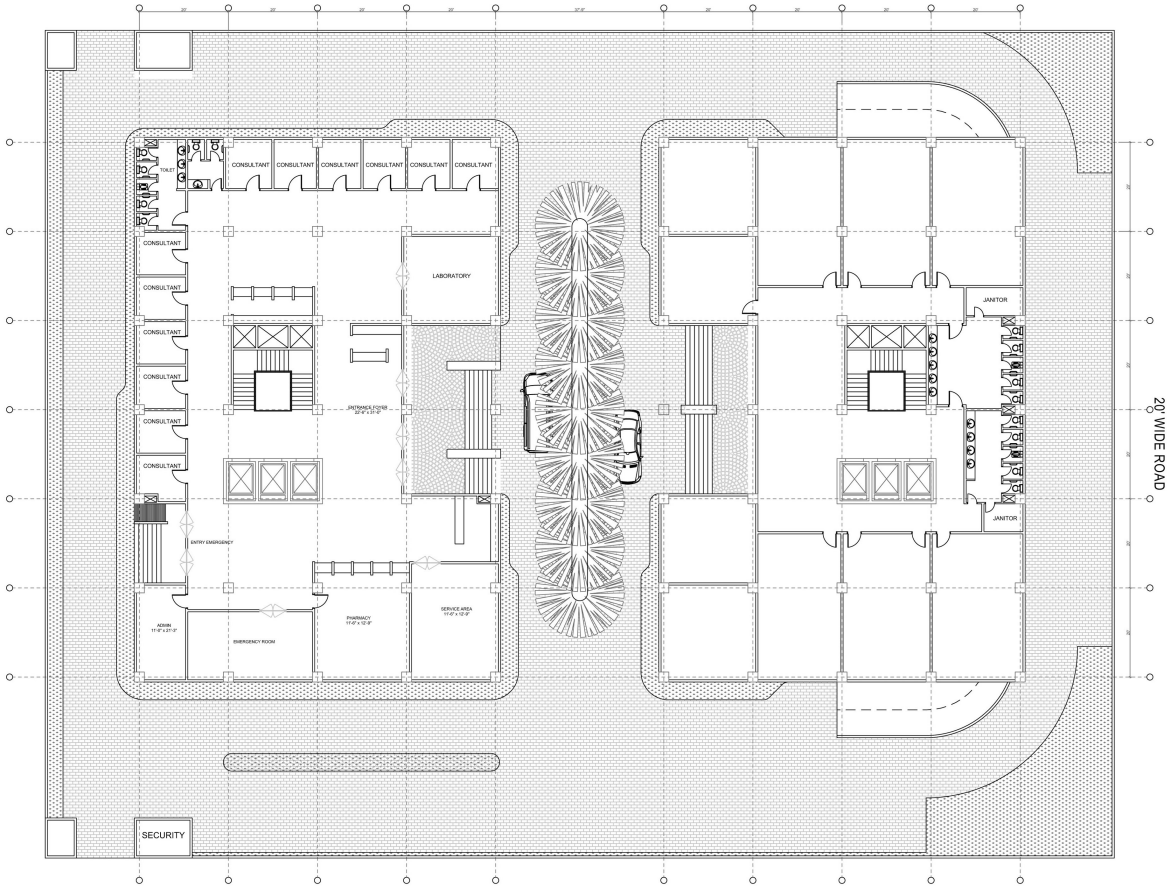
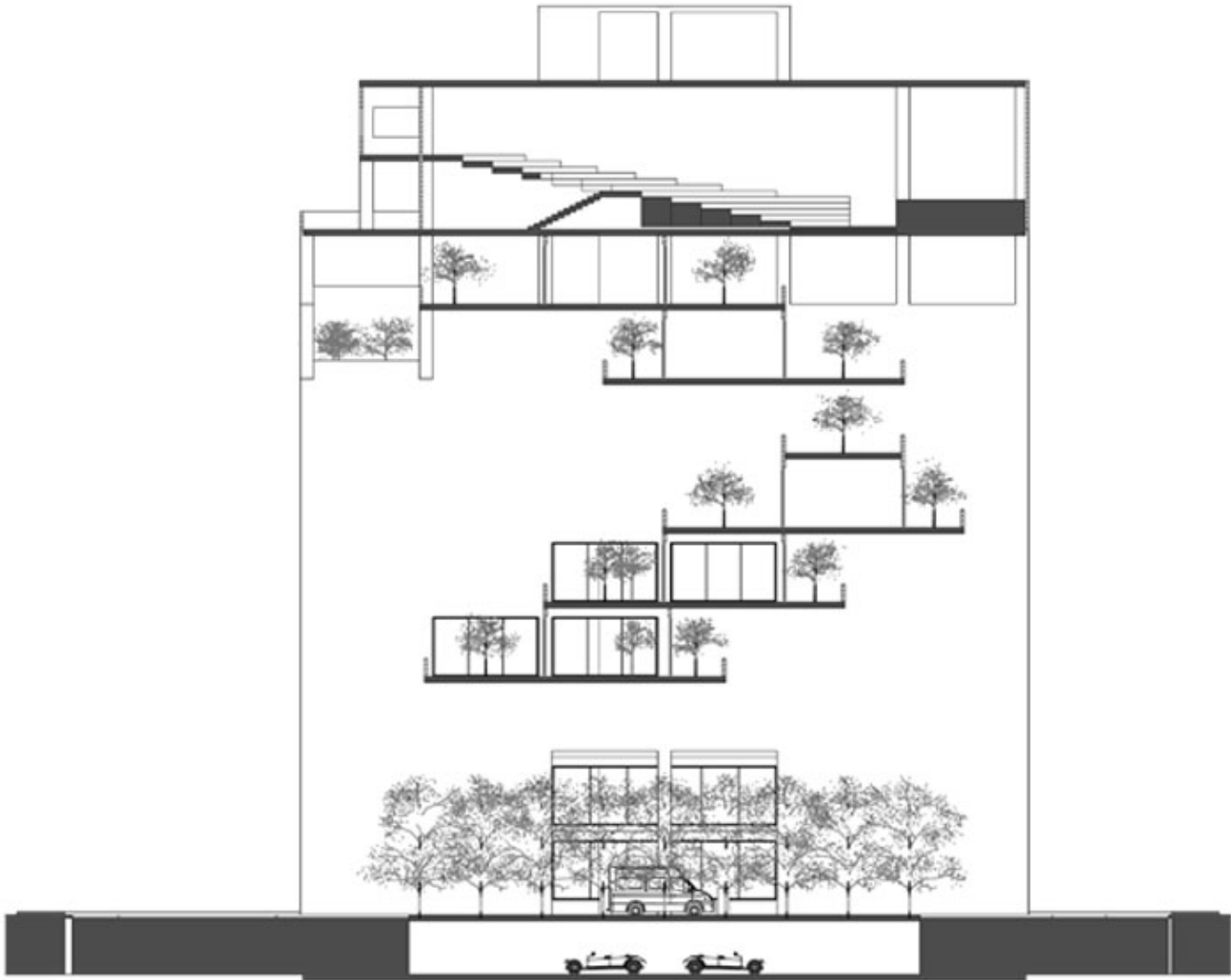
28 Acre Development Karachi



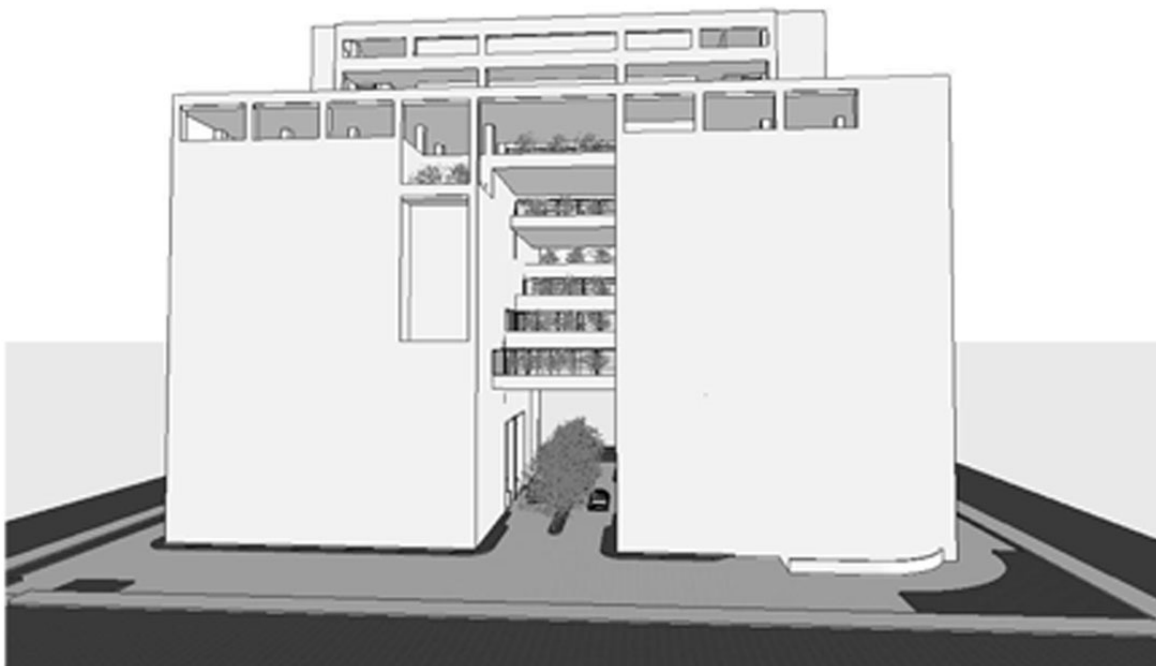
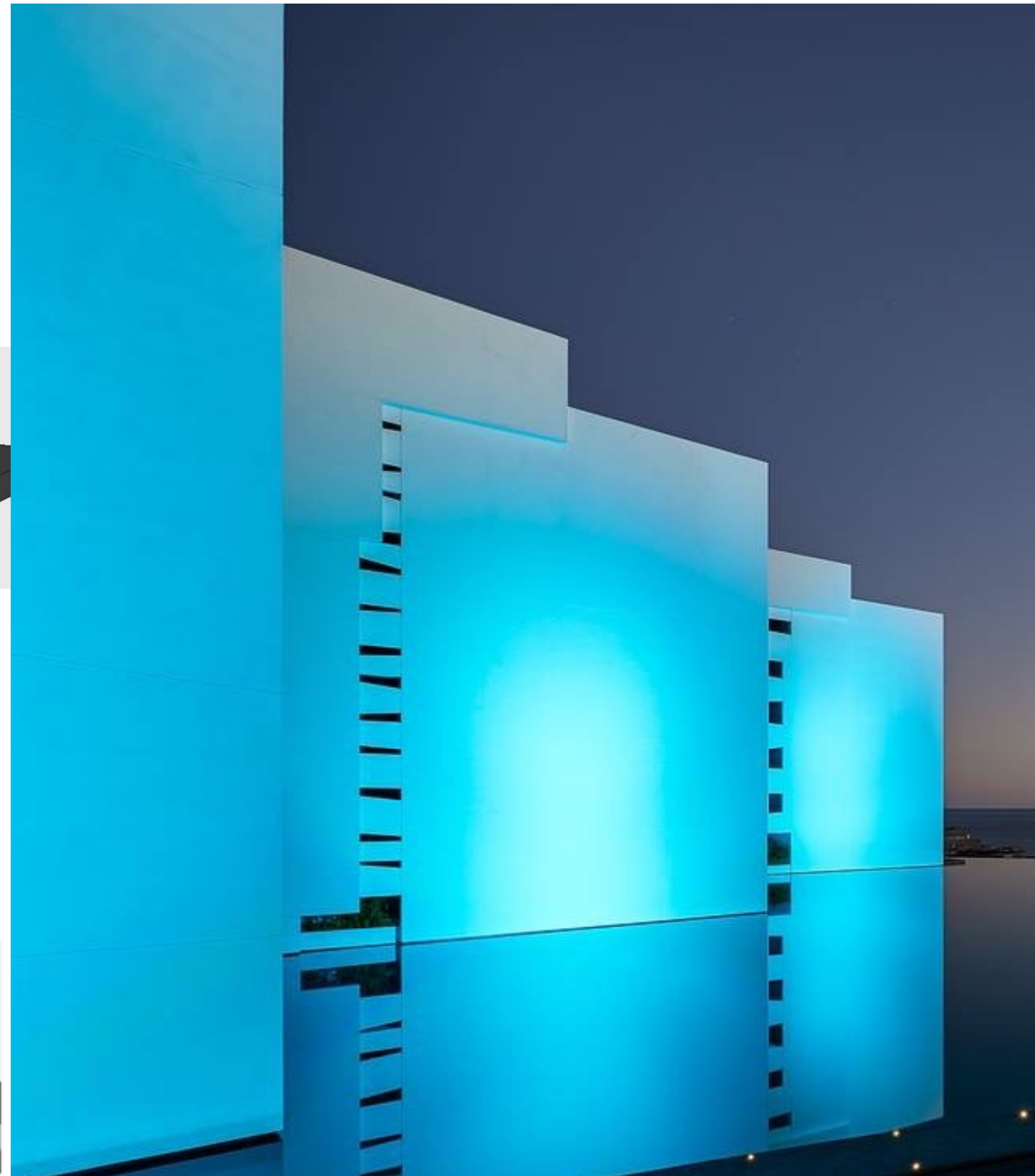
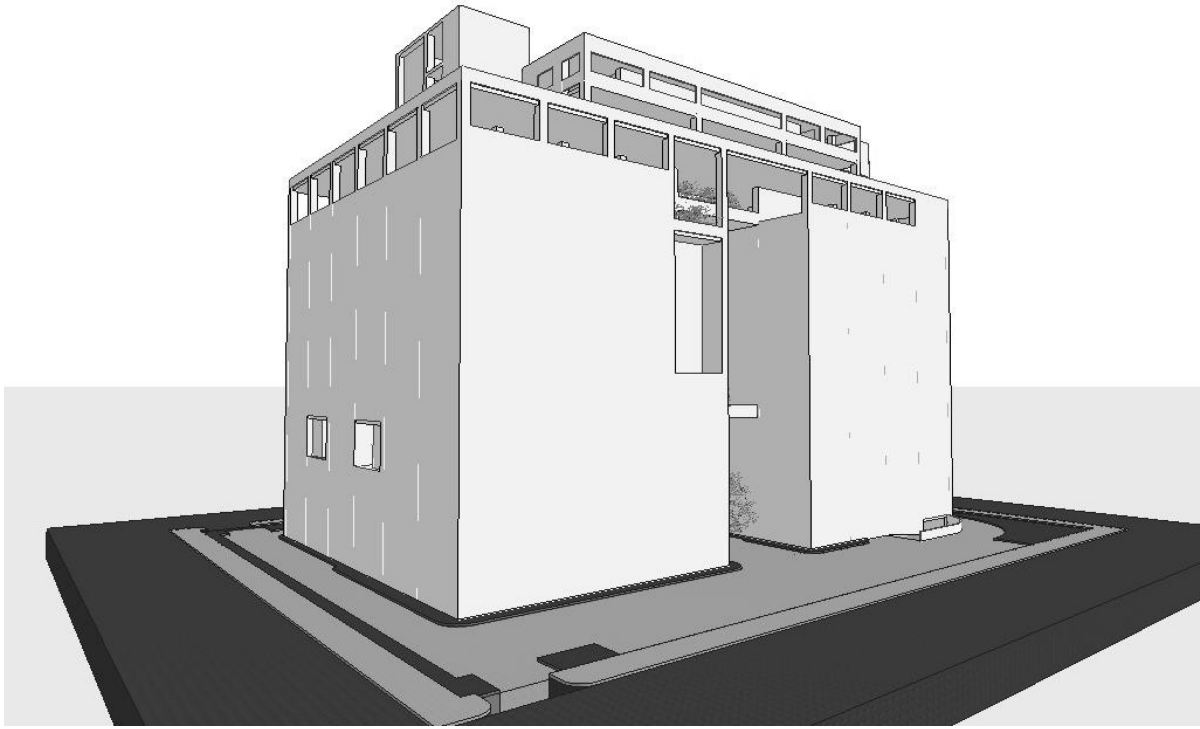
Indus Medical University and 500 Beds Hospital at Korangi Karachi



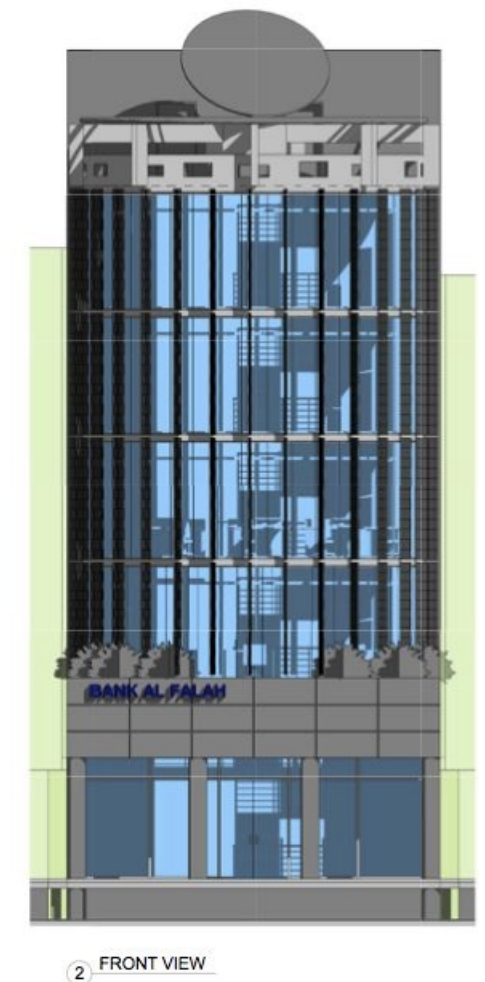
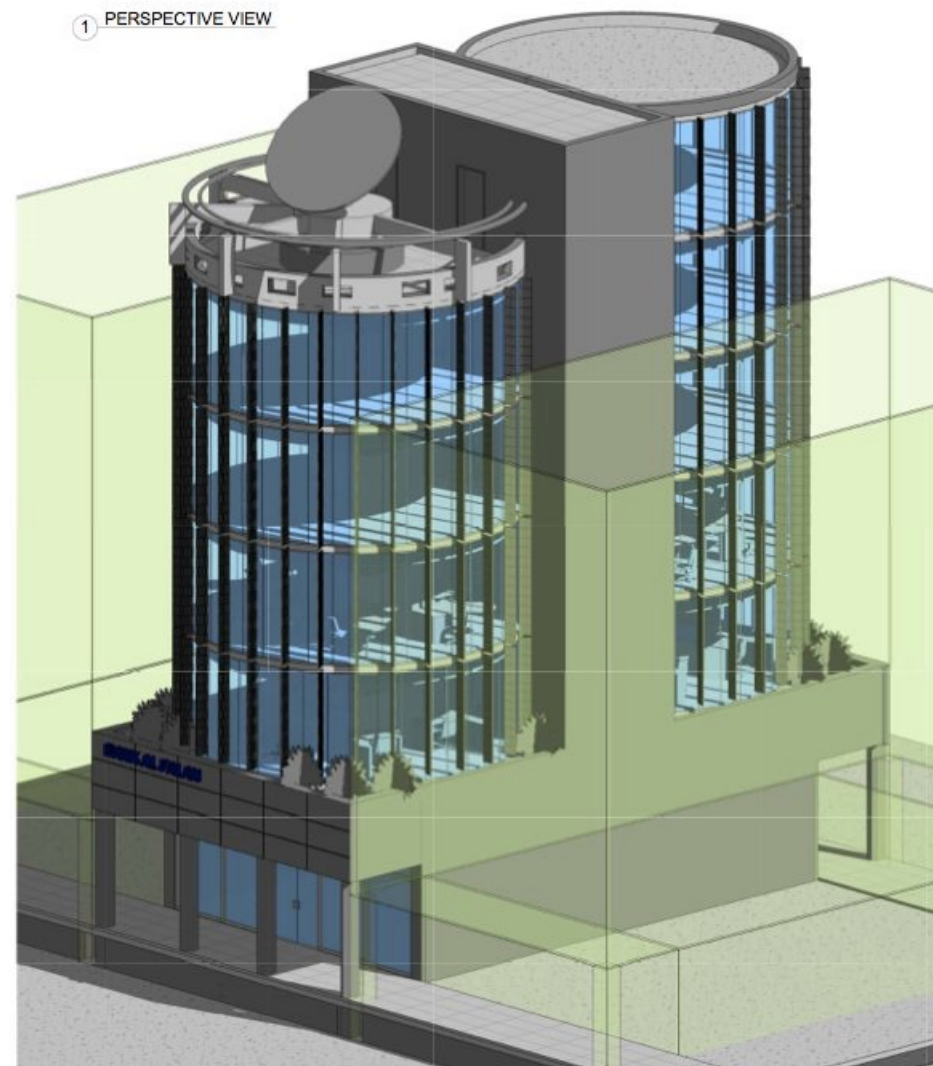
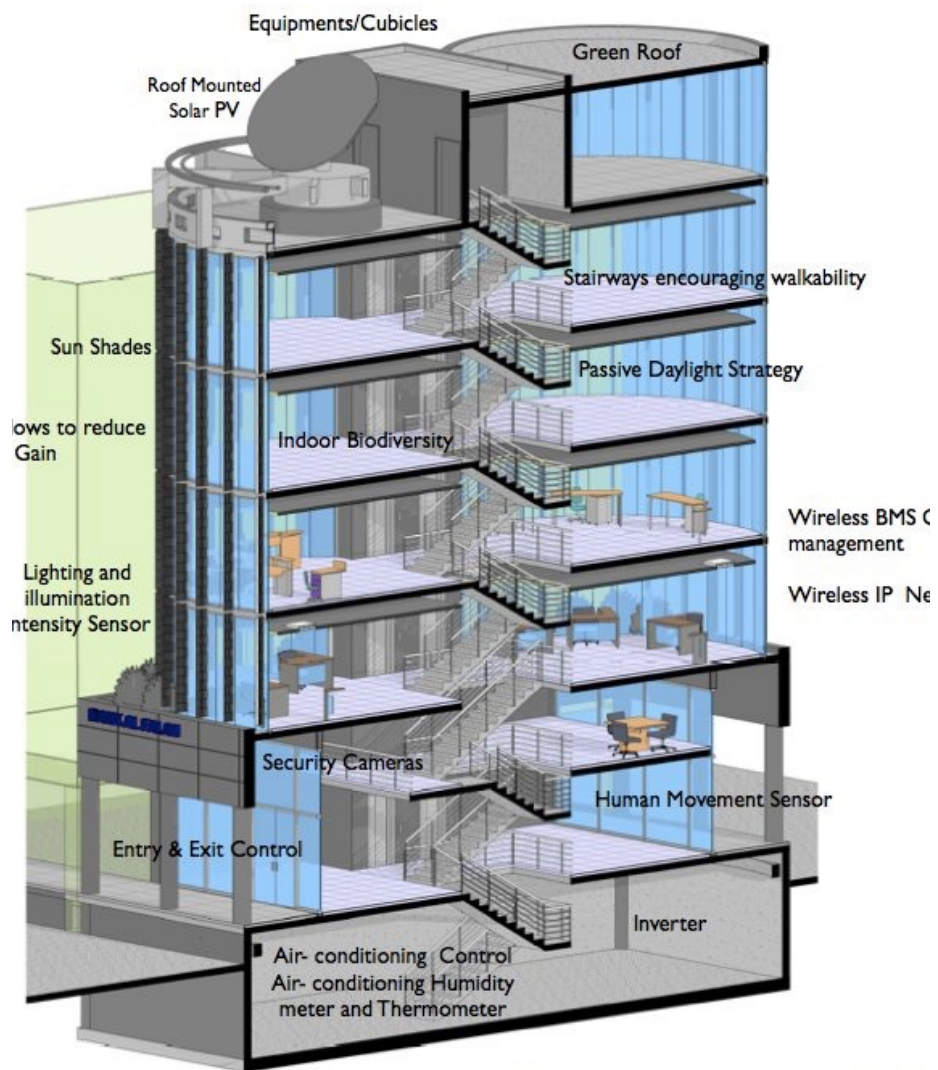
Indus Medical University and 250 Beds Hospital at North Nazimabad Karachi



Indus Medical University and 250 Beds Hospital at North Nazimabad Karachi



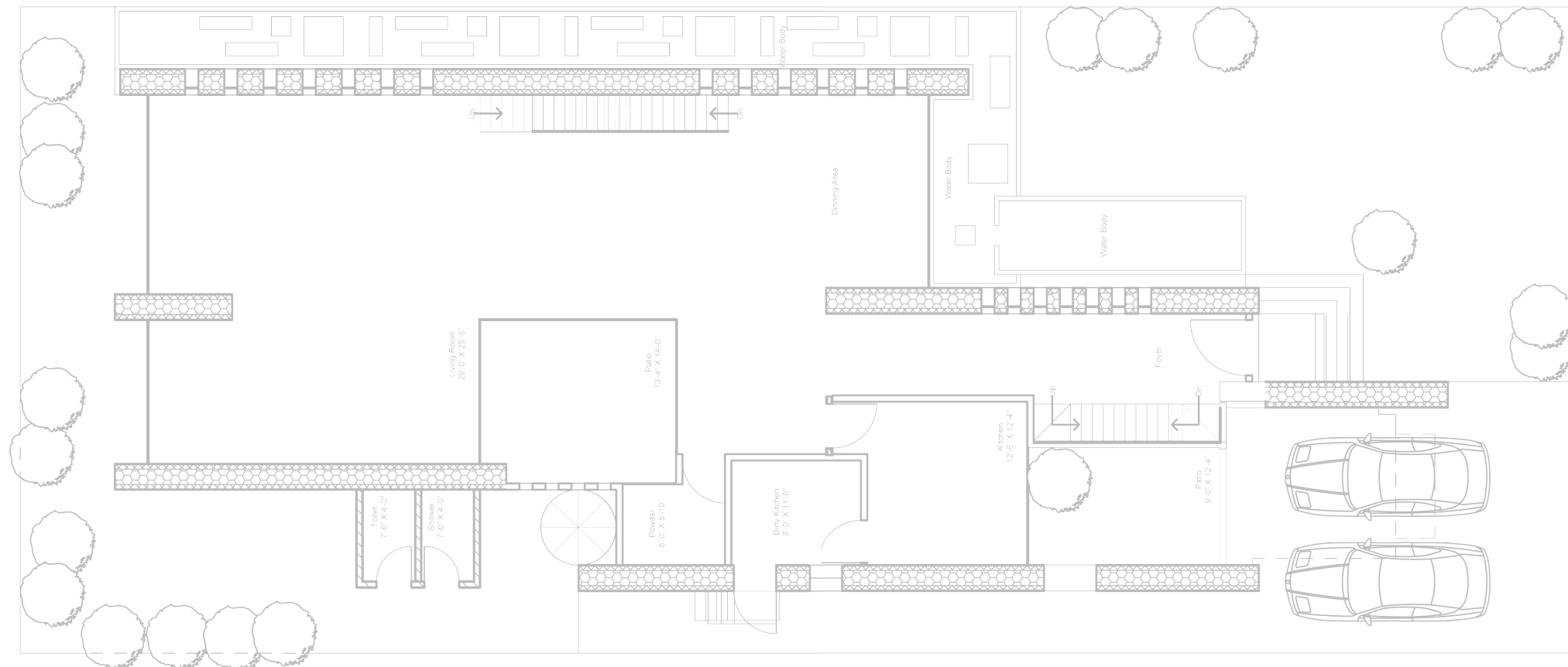
Eco Bank Building Al Falah Lahore



Y House

Senator Yousuf Baloch

DHA Karachi

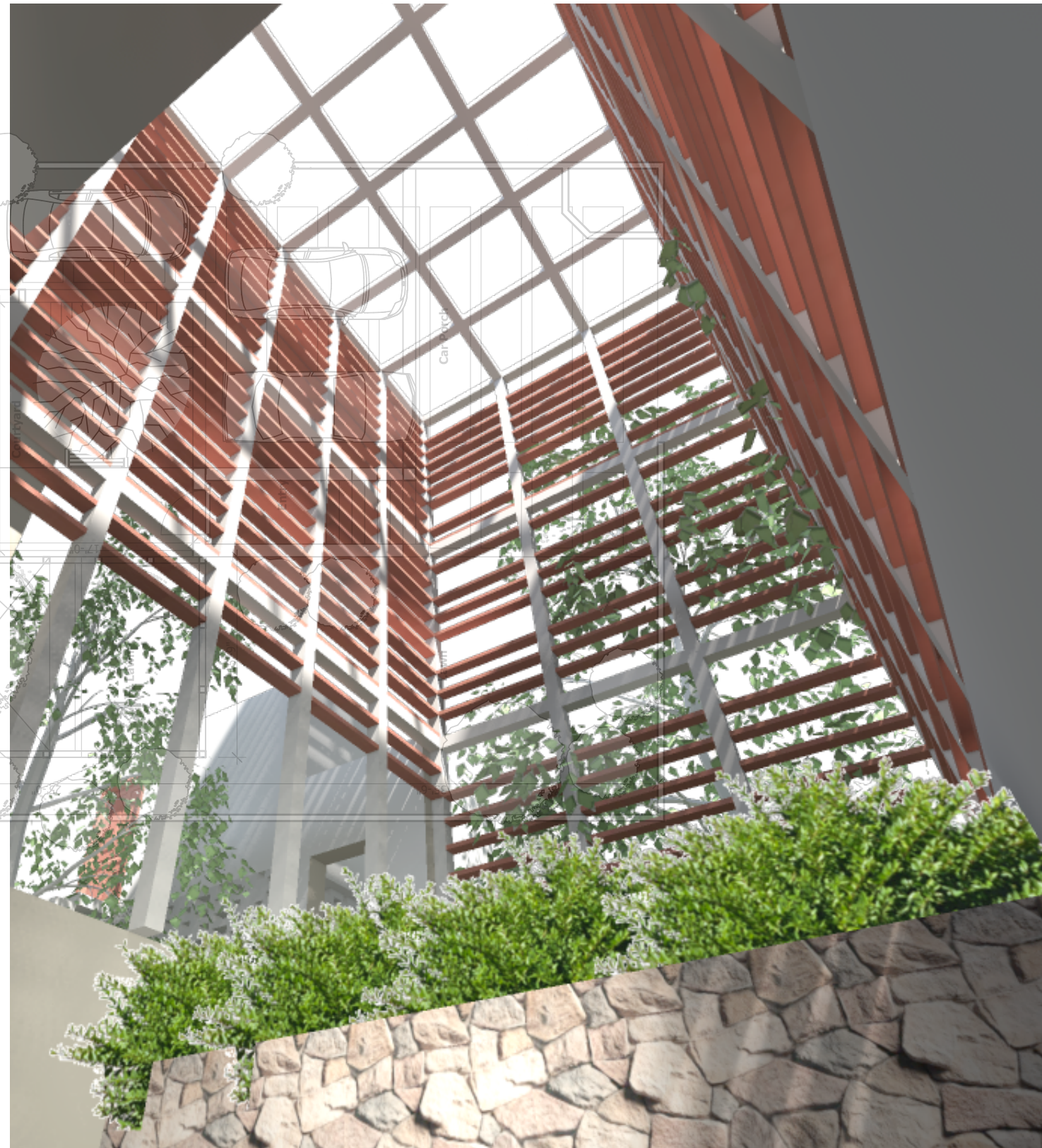
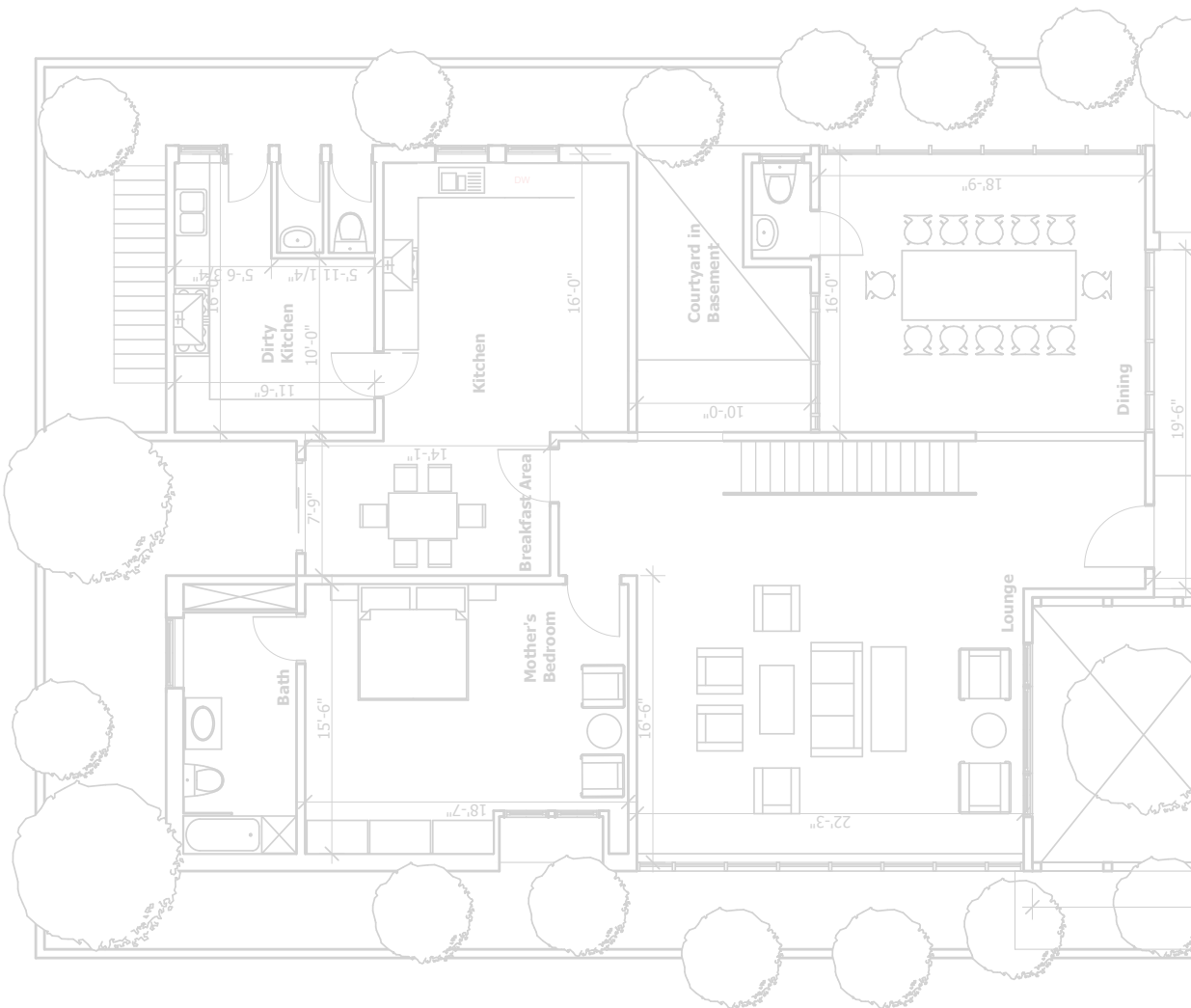


GROUND FLOOR PLAN

Title: F House
Client: F Khan
Area: 9300 sqft
Location: DHA VI Karachi



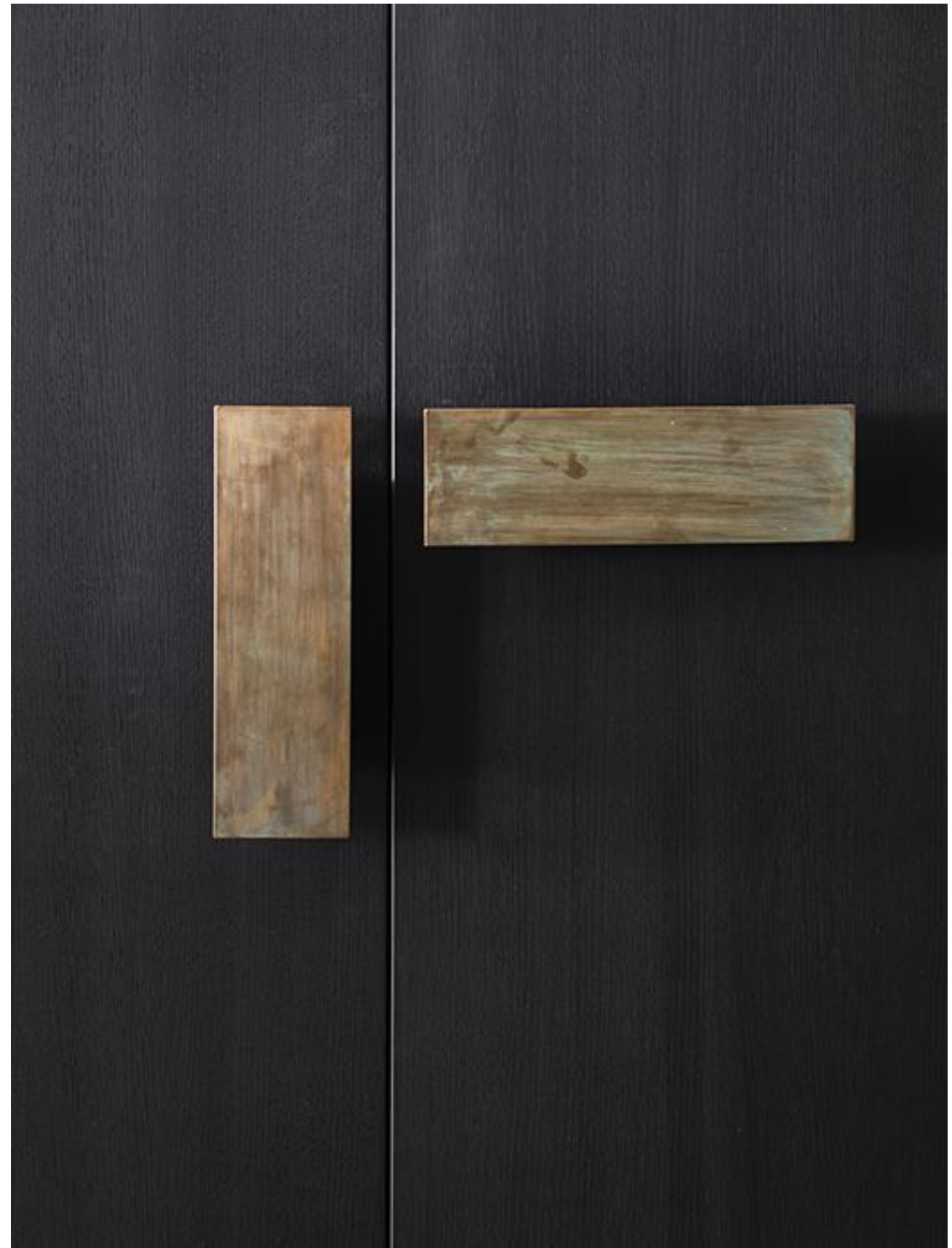
Title: F House
Client: F Khan
Area: 9300 sqft
Location: DHA VI Karachi



Canvas Art Gallery
Client: Sameera Raja
Area: 7500 sqft: Clifton Karachi



 **Interiors**



Residence in Netherlands



Residence in Netherlands



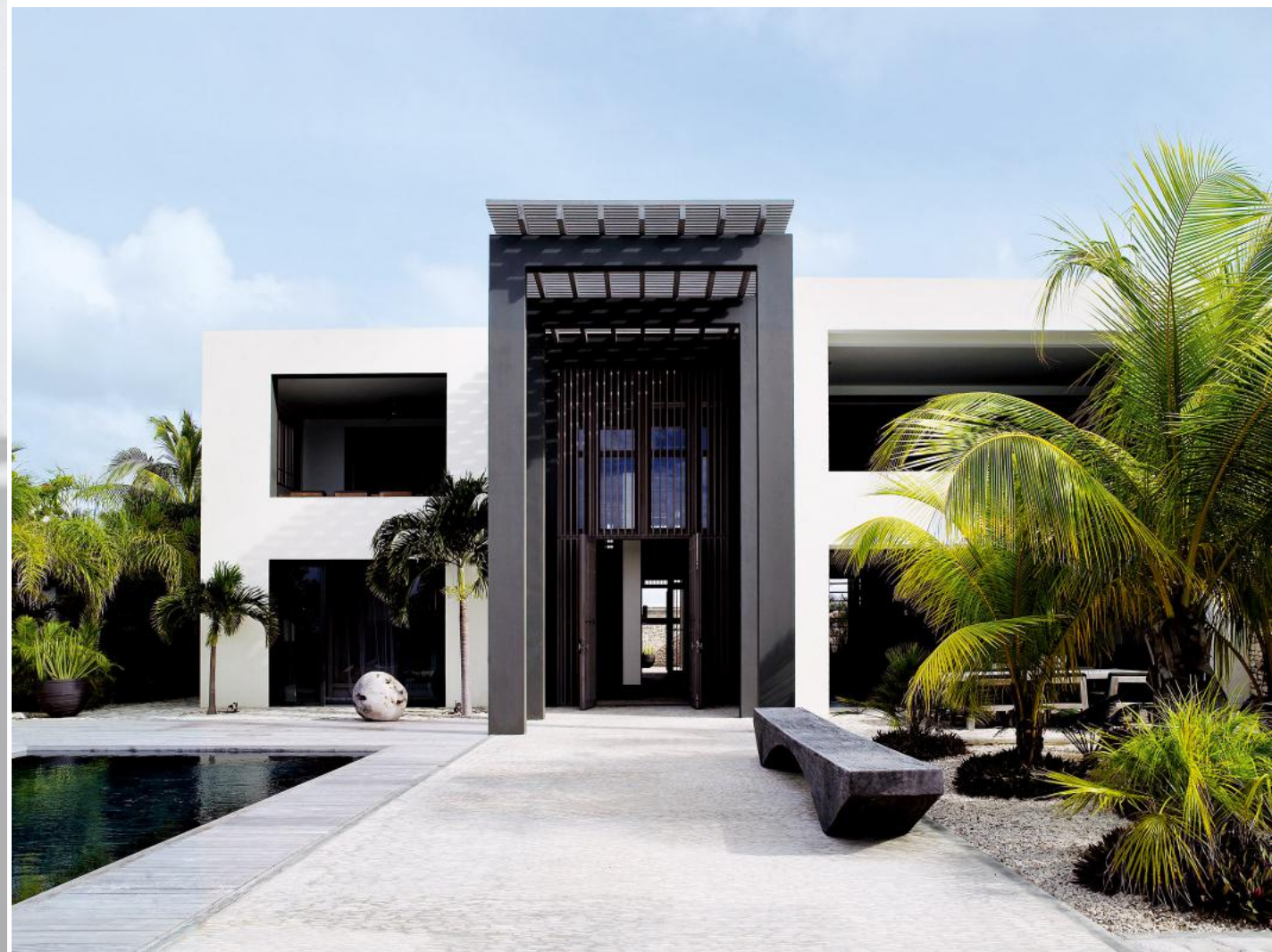
Beach Residence Kas Dorrie Bonaire



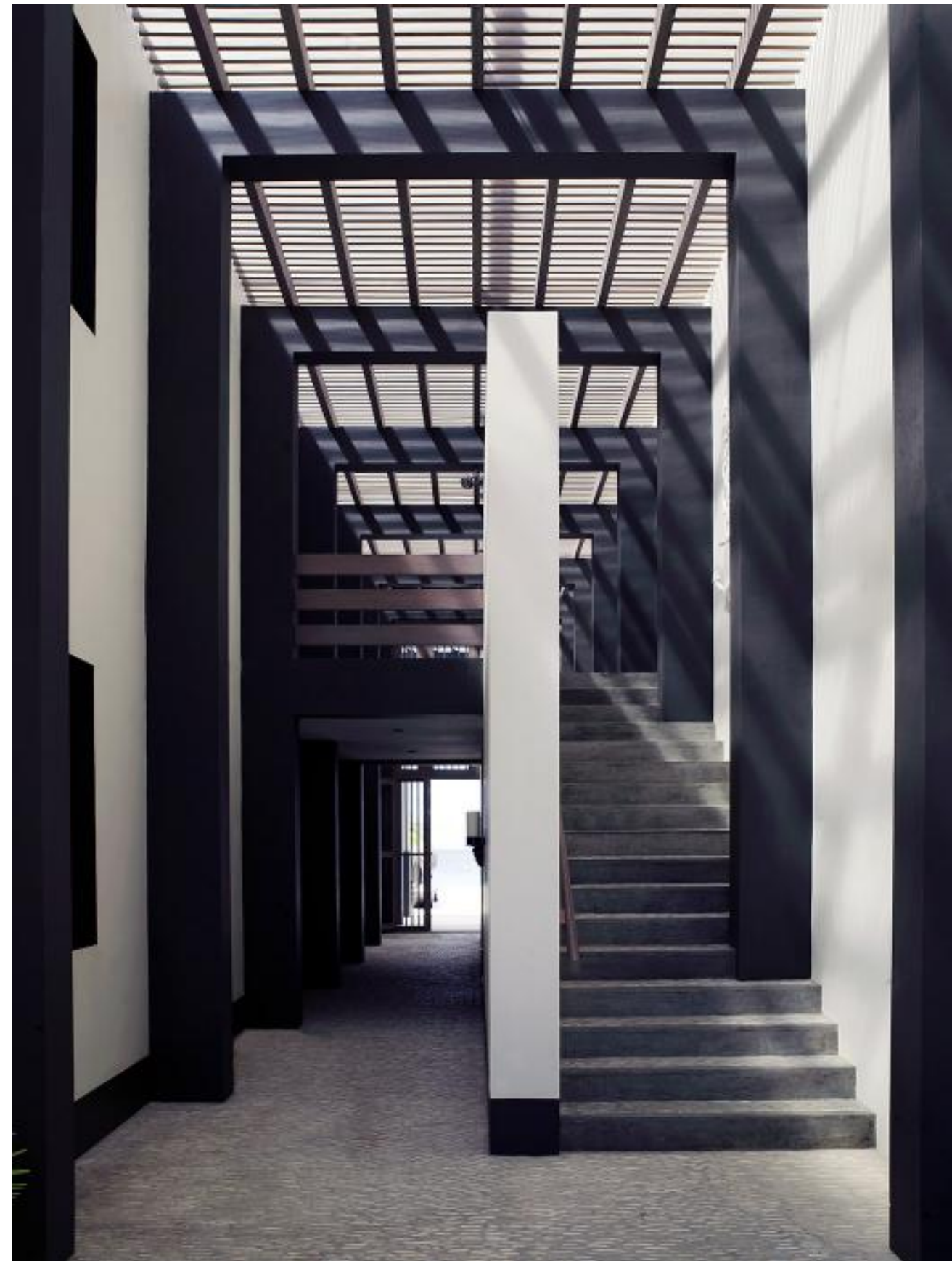
Beach Residence Kas Dorrie Bonaire



Beach Residence Kas Dorrie Bonaire



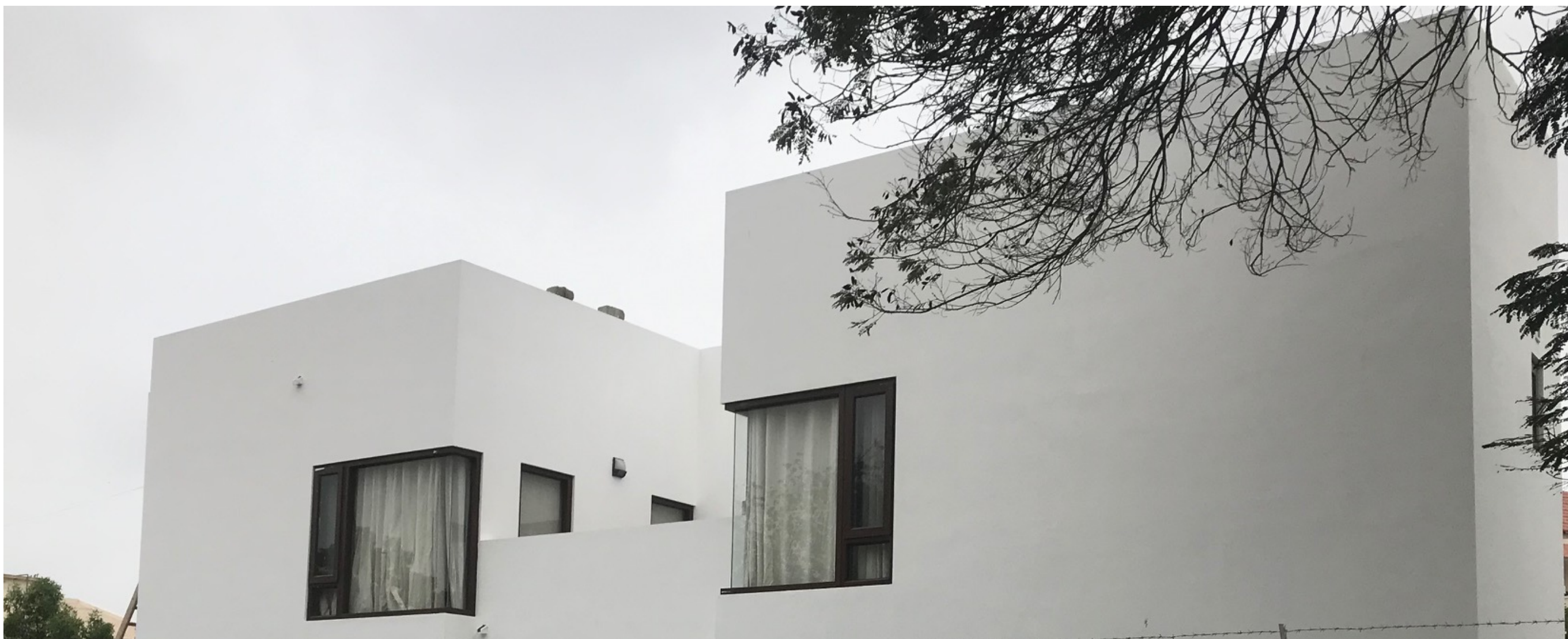
Residence in Portugal



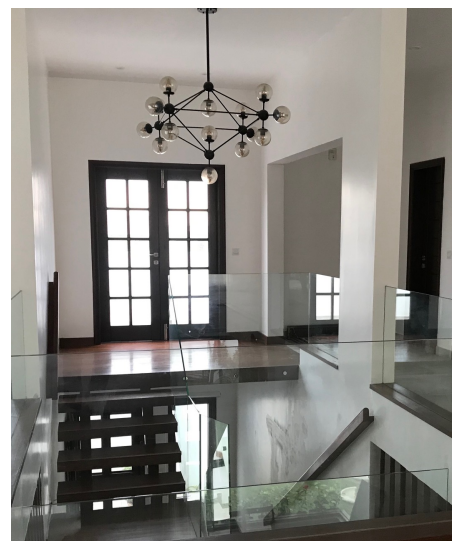
Residence in Portugal



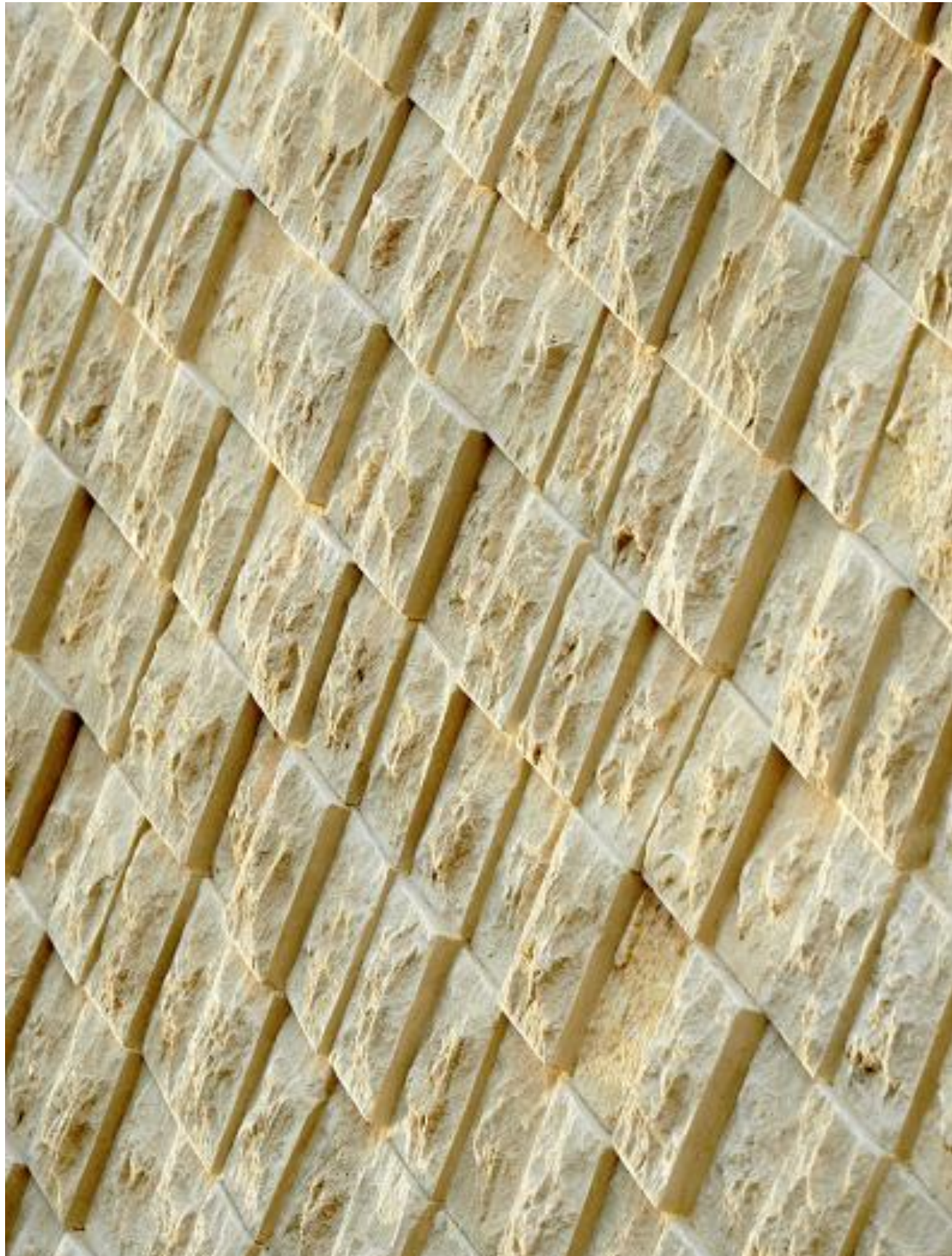
S House Sunset Avenue DHA II Karachi



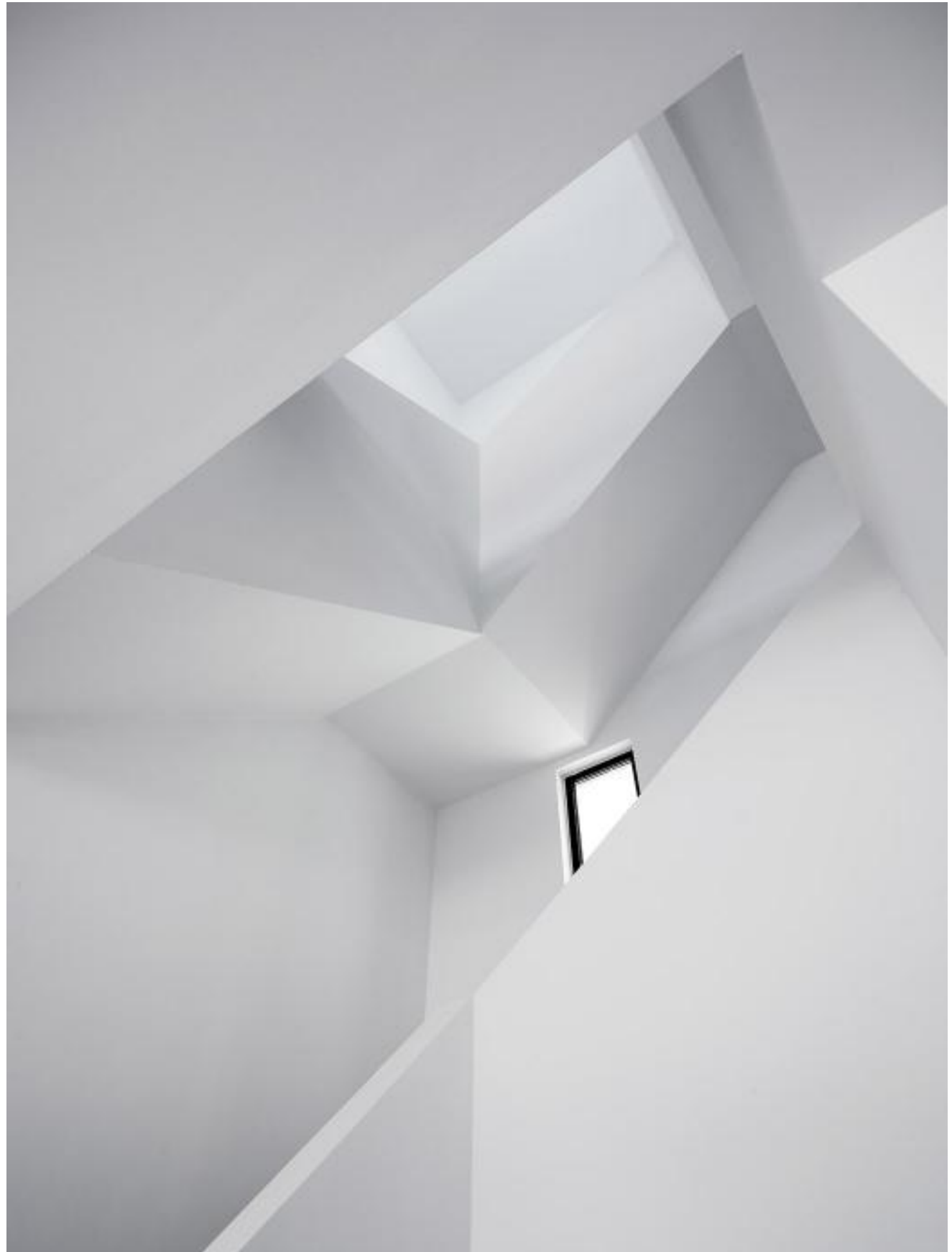
S House Sunset Avenue DHA II Karachi



Residence in Riyadh



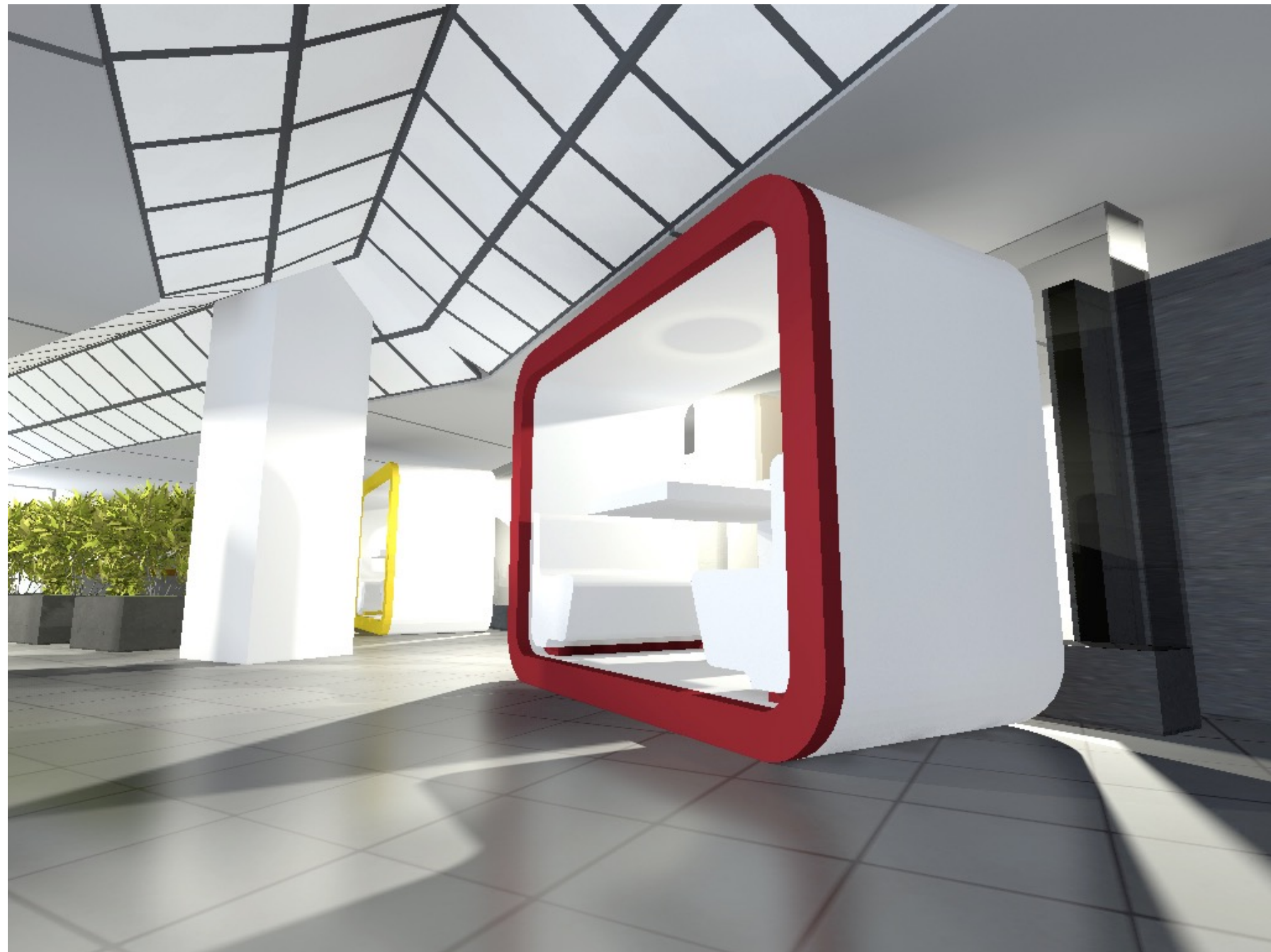
Residence in Riyadh



Residence in Riyadh



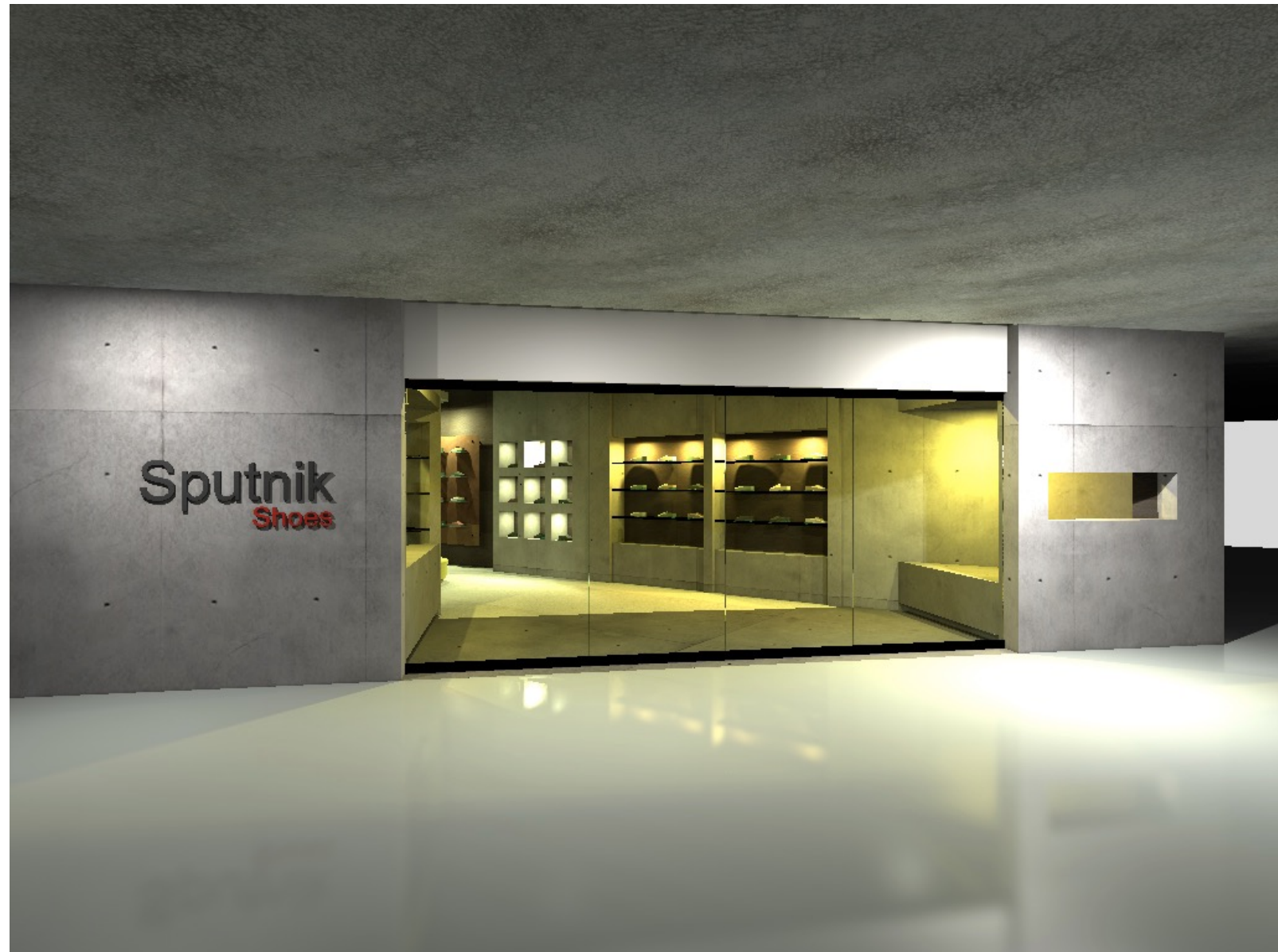
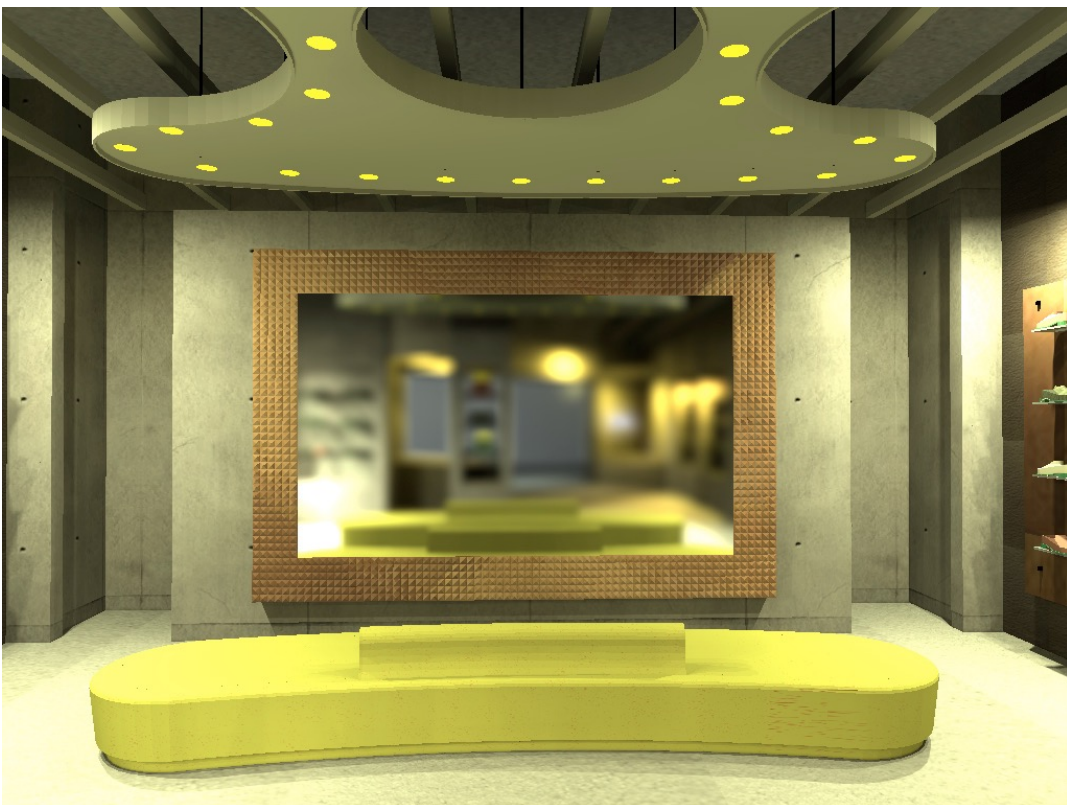
Interior of TCS Head Office

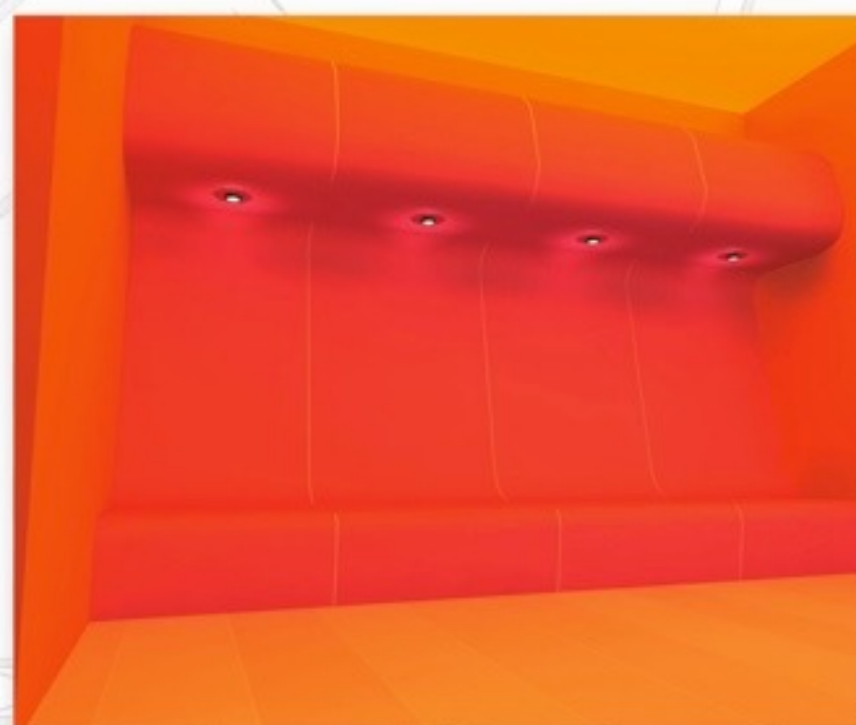


**Summit Bank
Dolmen Mall Branch
Karachi**



Sputnik Shoes
Area: 2400 sqft
Dolmen Mall Clifton, Karachi





ELEVATION OF SITTING AREA



ELEVATION OF RECEPTION AREA



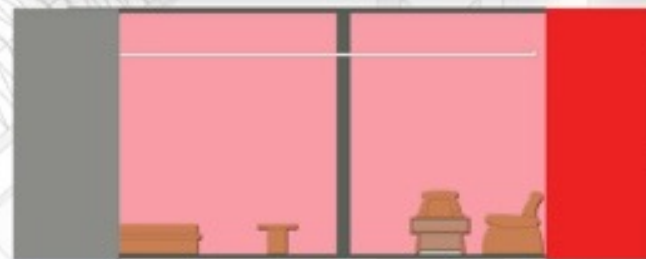
GROUND FLOOR PLAN



HOTEL LOBBY / RECEPTION PLAN

**Title: Paris Hilton
Tower Hotel
Location: Dubai**

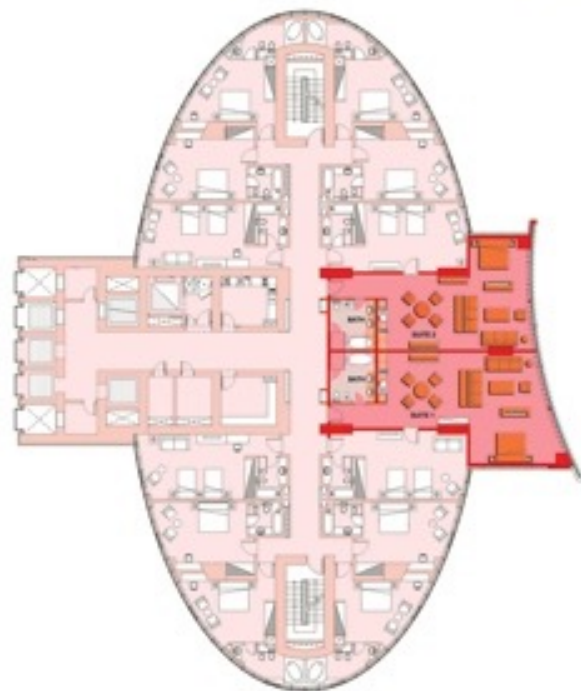
Client: Hydra



ELEVATION A



ELEVATION B



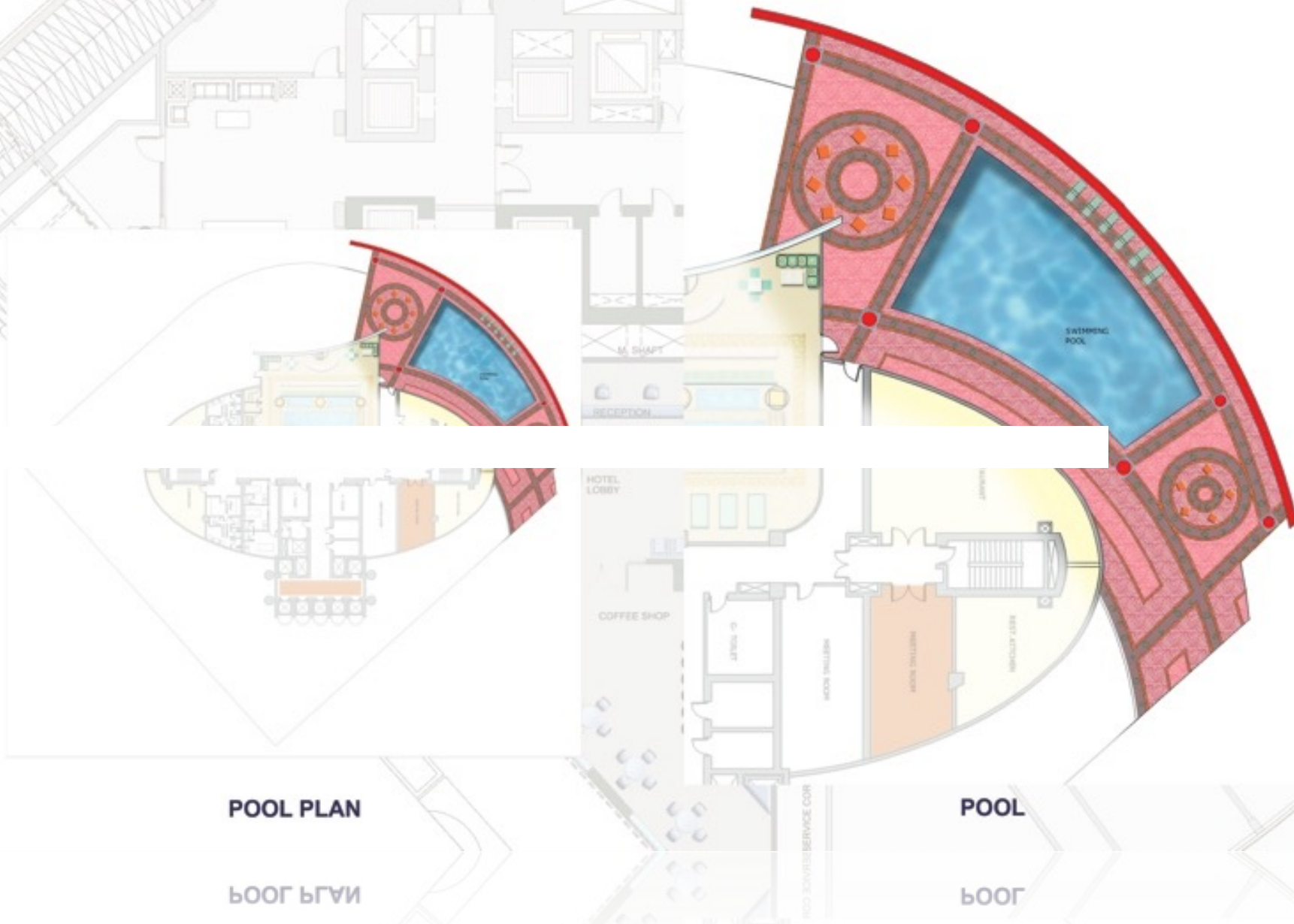
HOTEL SUITES PLAN



SUITES PLAN

**Title: Paris Hilton
Tower Hotel
Location: Dubai**

Client: Hydra



**Title: Paris Hilton
Tower Hotel
Location: Dubai**

Client: Hydra

Title: flagship outlet Naurattan Jewellers's

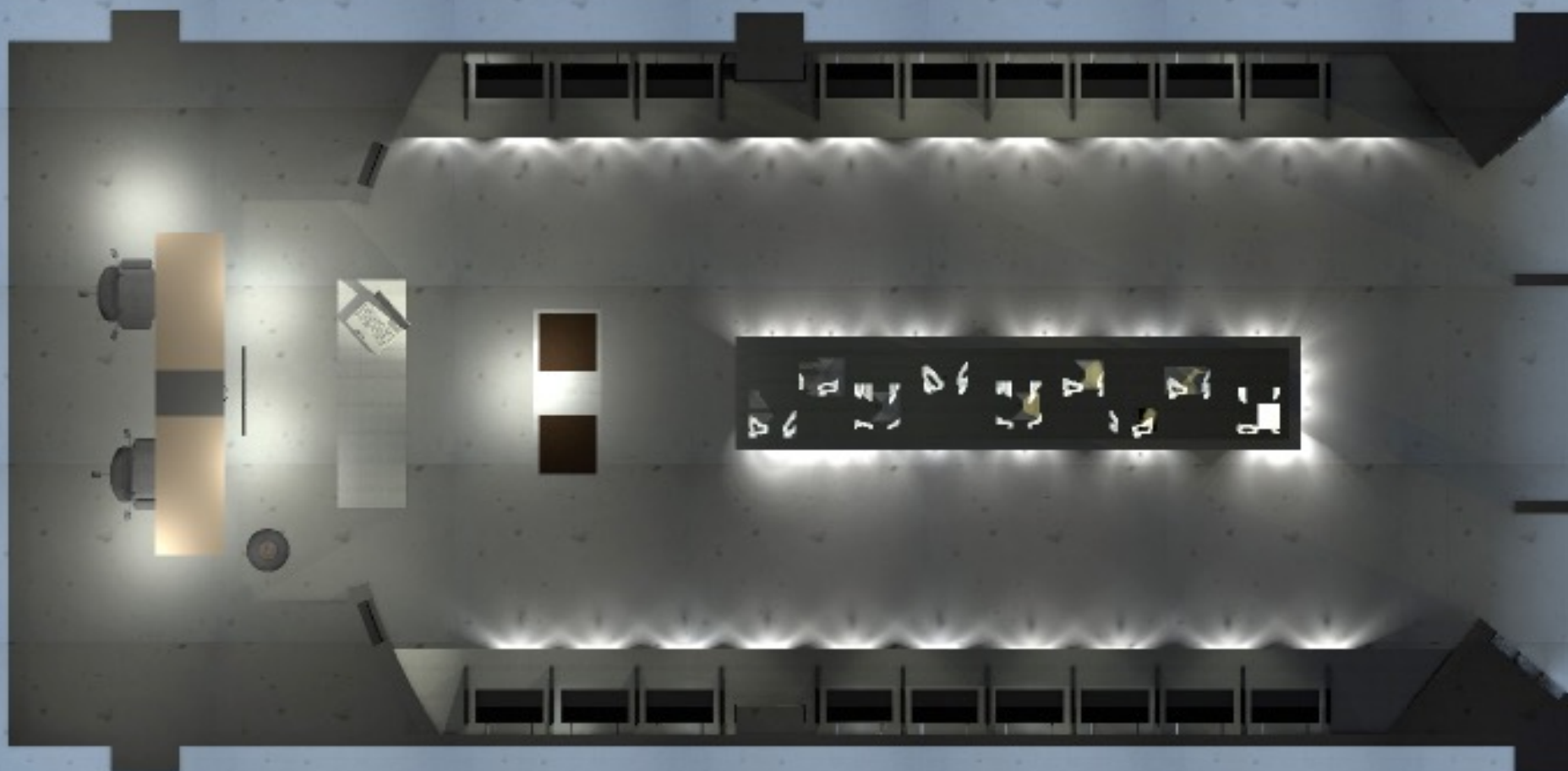
Client: Naurattan

Area 1450 sqft

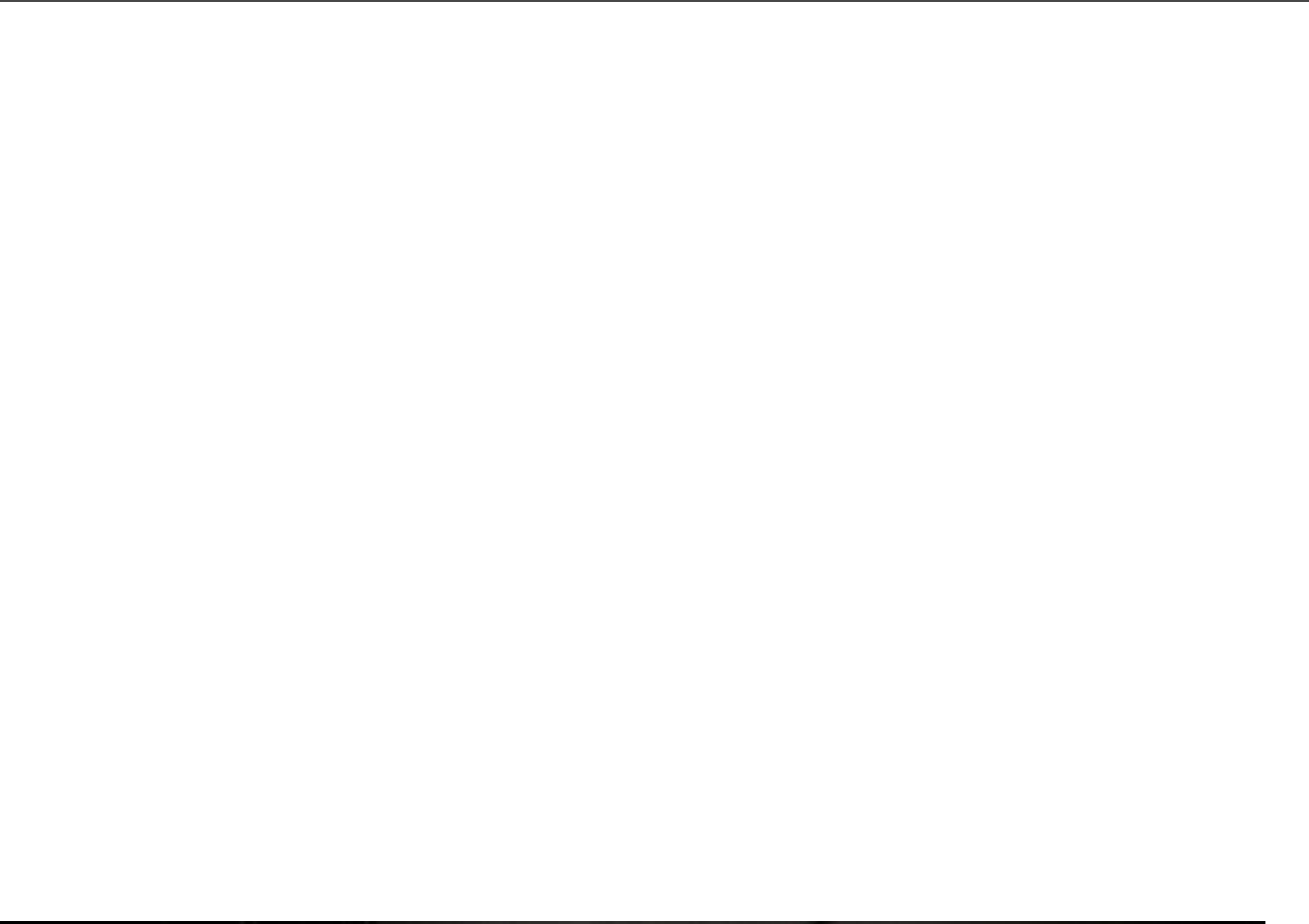
Cost Rs 3m

Location: Dolmen Mall Tariq Road Karachi

We believe in functional design, with no abuse of powers; its design has a crosswise usage that integrates and conforms itself. fluk factory ECOfecture is able to provide the best results coming from the relation between design and function, product and service, quality and investment. The Brand can also deal with "custom made" projects for customers who demanded fluk factor's quality, care and sensibility.



Title: flagship outlet Naurattan Jewellers's
Client: Naurattan



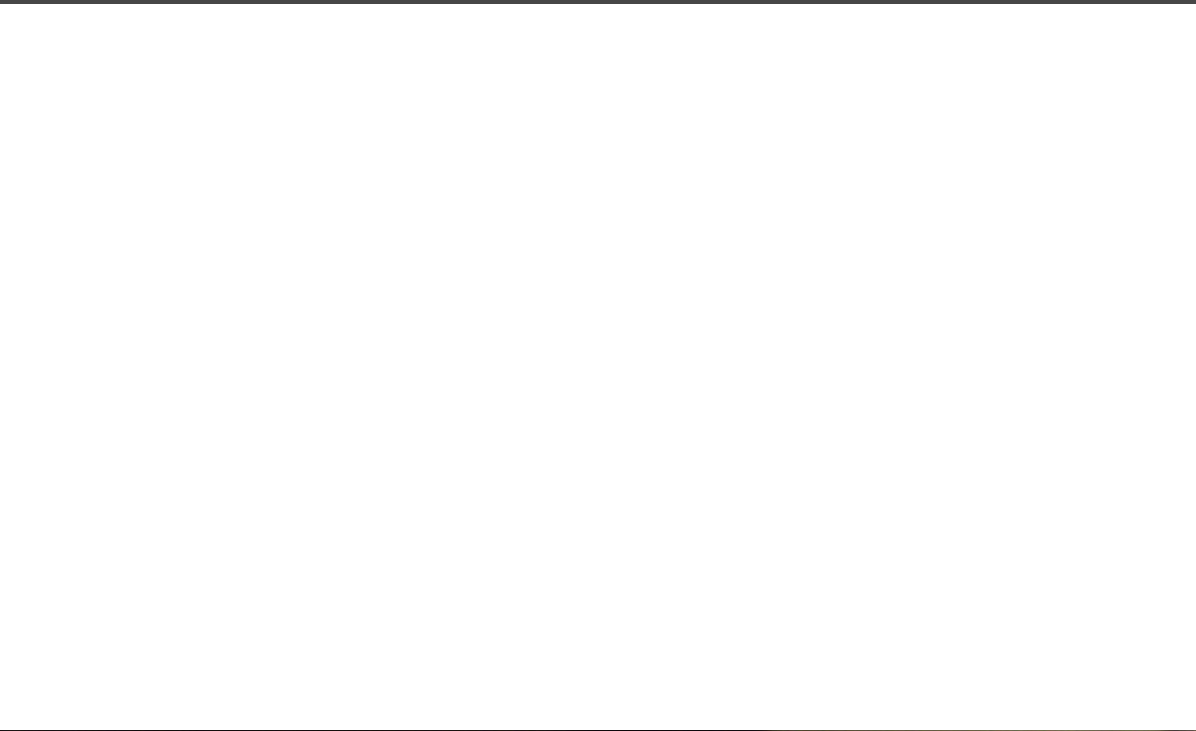
Title: make London School of Sustainable Architecture + Digital Design

Client: make

Area: 3200 sqft

Cost: Rs 45 m

Site: Karachi



make London School of Sustainable Architecture + Digital Design



**Art fest 2014
Frere Hall, Karachi**



Sattarbuksh Cafe



Sattarbuksh Cafe

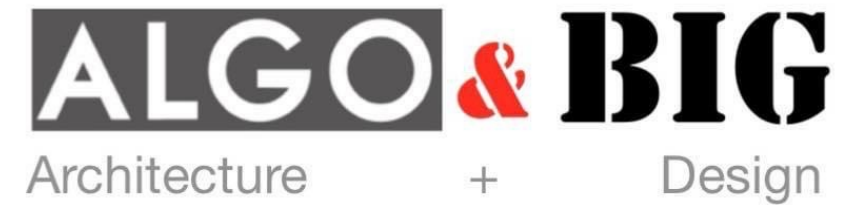


Sattarbuksh Cafe



[Who we are](#) [What we do](#) [Our Work](#) [Clients & Partners](#) [Contact](#)

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Clients & Partners



COEN+PARTNERS

make



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Design. Realised.



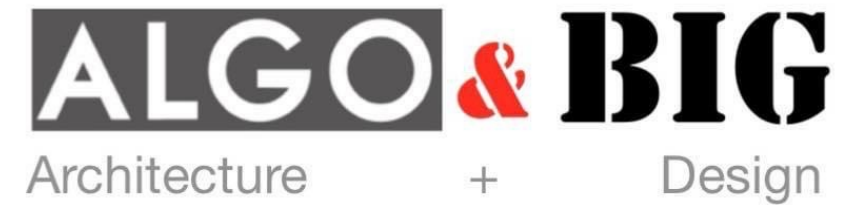
Universal Design Studio

BURO
FOUR

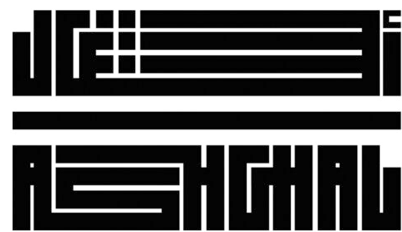
Nex—

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Who we are What we do Our Work **Clients & Partners** Contact



Clients & Partners



قطر تستحق الأفضل
Qatar Deserves The Best

اللجنة العليا
للمشاريع والبرث
Supreme Committee
for Delivery & Legacy



SOFTROOM



COX



جزيرة ياس
YAS ISLAND
أبوظبي ABU DHABI

+ +
Aedas

+ +

Zaha Hadid Architects

YOTEL



WILSHIRE
BOULEVARD
TEMPLE

WW+P



Clients & Partners

Gatwick
LONDON AIRPORT



Foster + Partners



**CLERKENWELL
DESIGN WEEK**



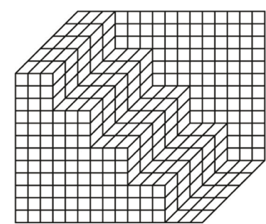
AECOM

**ART
POWER**

Squire and Partners

seam

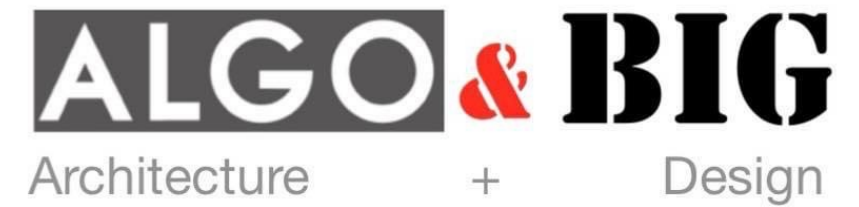
akt II



Buro Happold

movement
strategies

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