

MDA
MORTAZAVI DESIGN ACADEMY



JEWELRY DESIGN CATALOG
2024

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2024

WWW.MDA.AC

Welcome



mohammad mortazavi
Jewelry designer
Founder & CEO
MDA

We are an international jewelry design team with over 18 years of experience in designing various styles of gold jewelry, diamond jewelry, fashion and high jewelry, both for mass production and custom design based on our customers' needs.

Since 2005 we have designed over 80,000 models of jewelry for many big companies around the world in countries such as Turkey, USA, Iran, Italy, Germany, Belgium, UAE, India and Morocco.

With more than 20 in-house designers, each month we design over 700 sketches and more than 300 3D models ready for printing and manufacturing with 3D printers and casting machines.

One of the biggest issues and concerns in the jewelry industry is the "Trust" between two companies which want to be partners, especially in design, which is one of the most important steps in manufacturing. Here in MDA we assure all of our customers that all of designing materials which belongs to them will be kept with high security policies.

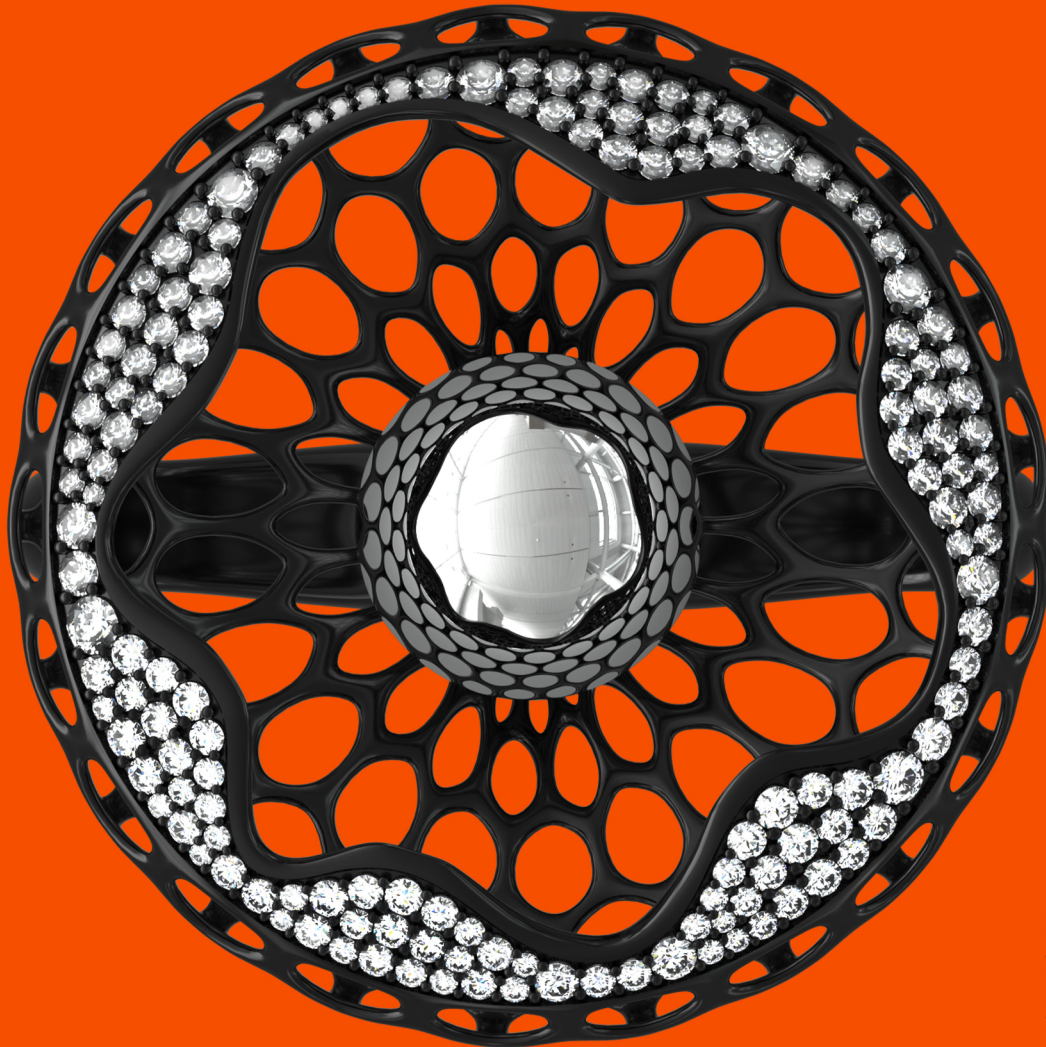
Using an outsource design team is always challenging for jewelry manufacturers and has its own advantages and disadvantages, but we are here to make easy for you.

Here we invite you to take a look at some of our jewelry design samples which have been designed for many companies around the world.

THE REFLECTION

Winner of

- ▶ A' DESIGN Award, 2014, Italy
- ▶ International Jewellery design Excellence Award, Distinction Award, 2015, Hong kong



International
Jewellery Desing
Excellence Award
2 0 1 1
Distinction Award

- ▶ Founder and CEO of Mortazavi Design Academy.
- ▶ Design director of MDA jewelry design team.
- ▶ Former Design director and concept designer of RHYTON's design team
- ▶ Jewelry design certificate from GIA, Florence, Italy in 2010.
- ▶ Accredited jewelry professional – AJP certificate from GIA, USA, 2014.
- ▶ Author of the "Designing jewelry with computer" Vol 1.
- ▶ Author of the "Designing jewelry with computer" Vol 2.
- ▶ Jewelry CAD design instructor in many institutes and universities for over 17 years.

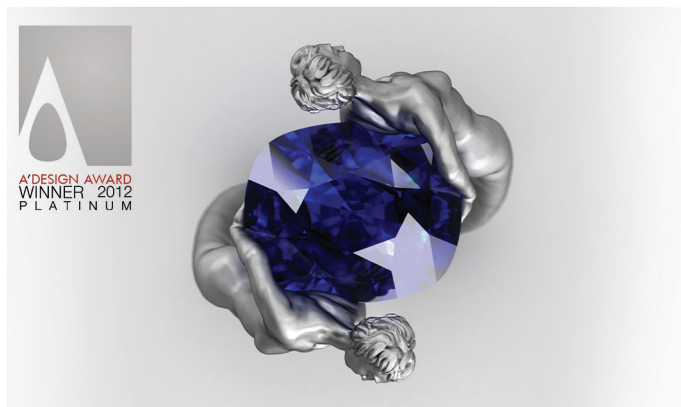
- ▶ Speaker in first, second and third jewelry designer forum in middle east- 2015, 2018, 2019 & UAE.
- ▶ Merit Award winner from International Jewellery Design Excellence Award 2011 competition in Hong Kong.
- ▶ Winner of 11 Jewelry design awards from the A'Design awards in Como-ITALY , 2011-2012-2013-2014-2016
- ▶ Winner of two awards, "Merit" and "Distinction" from the International Jewellery Design Excellence Award 2015 - Hong Kong.
- ▶ 7 Jury membership world wide including, Thailand, ITALY, IRAN AND UAE



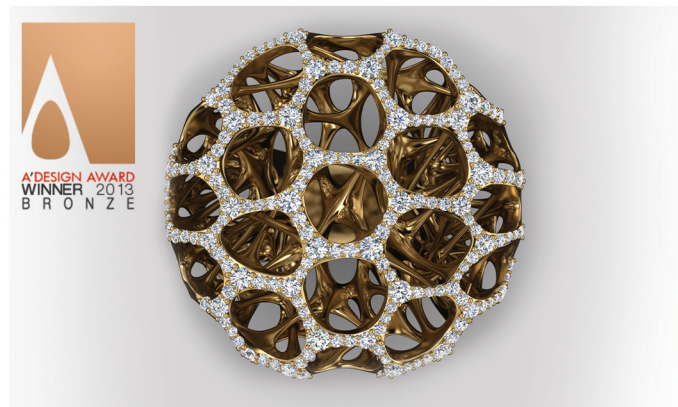
▶ A'DESIGN award winner 2013 gold Italy



▶ A'DESIGN award winner 2013 silver Italy



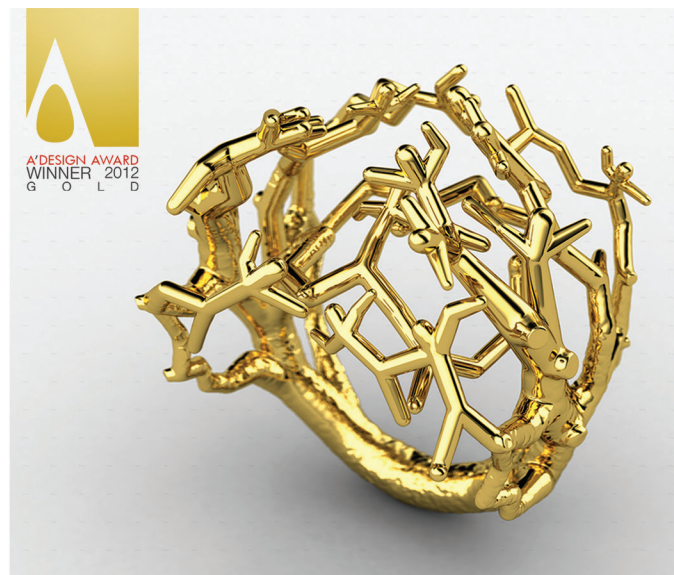
▶ A'DESIGN award winner 2012 silver Italy



▶ A'DESIGN award winner 2013 bronze, Italy



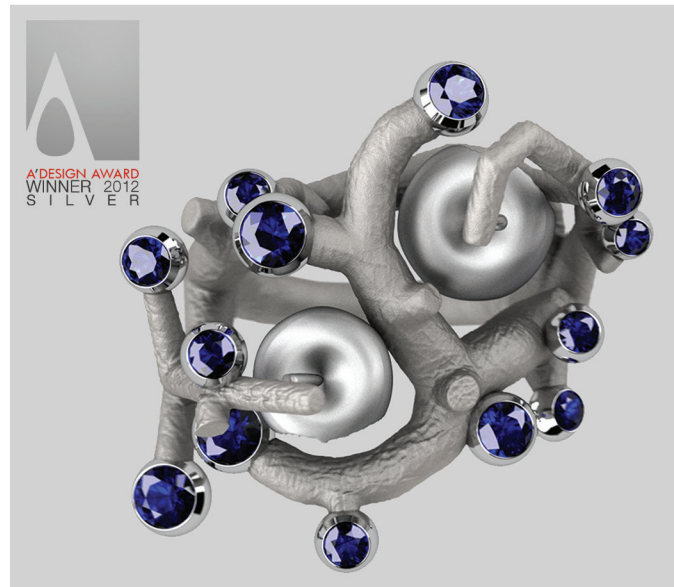
► International Jewellery design Excellence Award 2011, Merit Award, Hong kong



► A'DESIGN award winner 2012 gold Italy



► International Jewellery design Excellence Award 2015, Merit Award Hong kong
► A'DESIGN award winner 2013 gold Italy



► A'DESIGN award winner 2012 silver Italy

WHAT WE DO :

Finding Concepts and Ideas for jewelry companies.



Consulting and giving advises for jewelry design.



Drawing and designing Various gold and jewelry sketches for 3D modeling using jewelry design software.



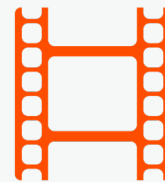
Making 3D models with CAD software for printing with 3D printers.



Making high resolution and photo-realistic images produced from your 3D files.



Making artistic Animation for your Social medias, Websites etc.



Our Design Process

The Design process normally depends on our customer's needs. Technically after we get familiar with our customer's style and design method, we start to making mood boards and draw rough sketches based on a "Concept" and then share it with our customers to hear their opinion. Then we finalize those rough sketches and turn them into final sketches. The final sketches demonstrate more than 90% of the manufactured jewelry.

The last step is to make the 3D model based on that sketch. In this step our 3D design team carefully make a 3D model with CAD software such as Gemvision Matrix, MatrixGold, Rhinoceros, Solidworks and ZBrush depending on the designs with taking into account all the jewelry making, diamond setting and goldsmithing standards (Also based on our customer's company standards).

We can prepare a 3D model for rubber mold making and also for direct casting method.

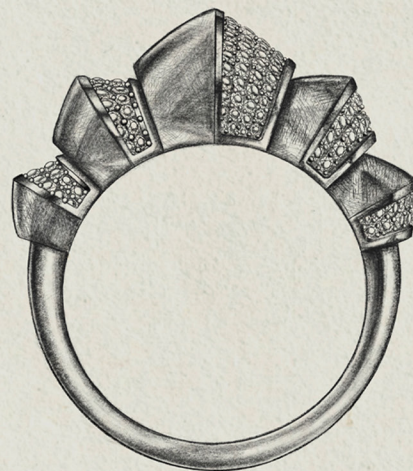
We can also make “support trees” for 3D models which can be printed with DLP 3D printers.

These are some of our mood boards which we made in our design atelier with our professional design team based on some of the famous styles and trends in jewelry design all over the world such as “Art Deco”, “Knots”, “Optical Illusion”, “Facet” and “Memphis design”, before starting the design process and drawing the rough sketches.

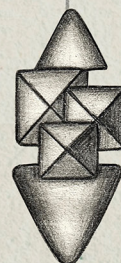
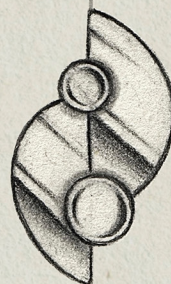
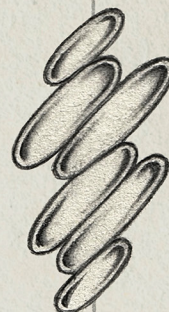
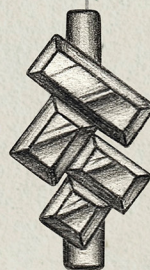
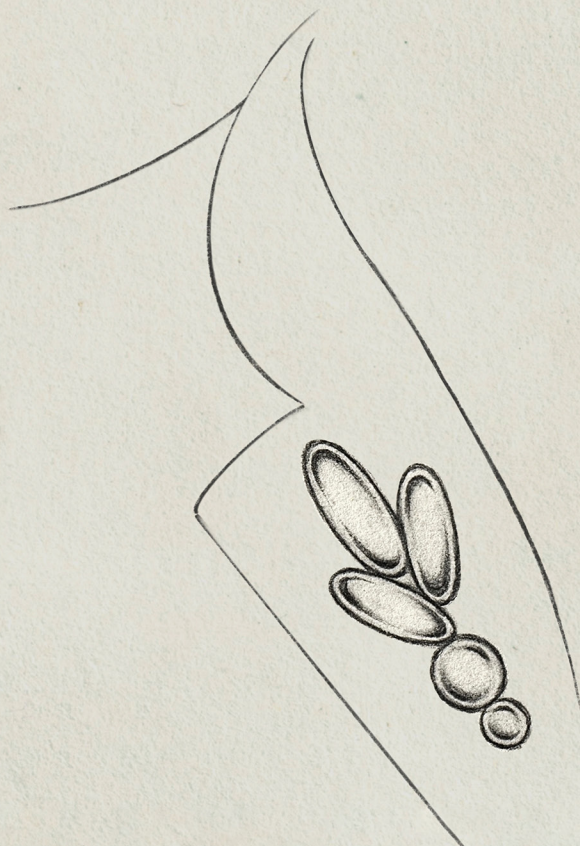
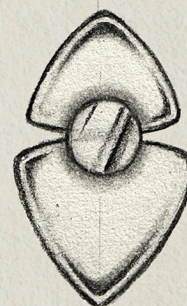
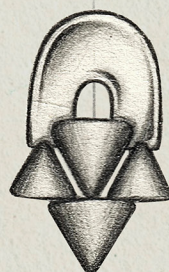
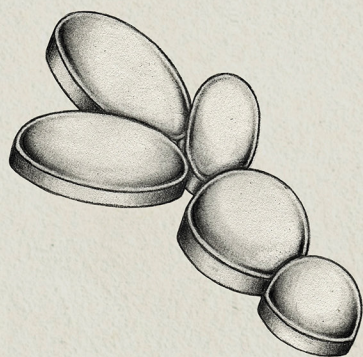


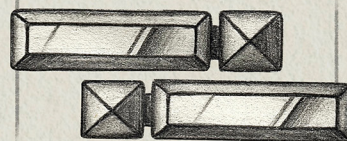
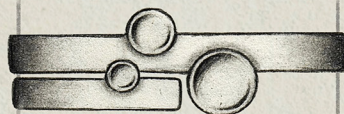
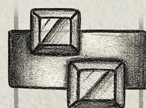
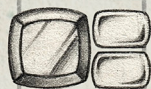
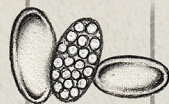
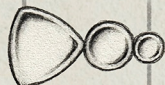
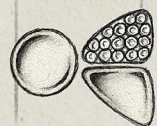
What we mean by using the term “Rough Sketch” is that we draw too many sketches in a fast and unprecise way to generate as many designs as possible in a specific time, then we choose the best ones from those rough sketches as the final ones.

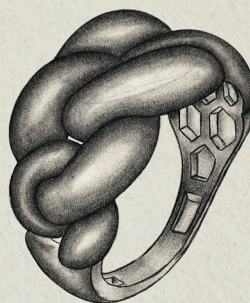
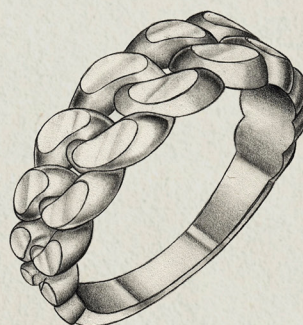
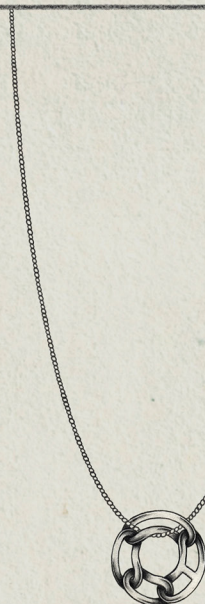
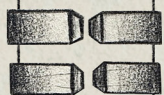
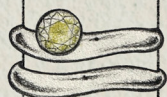
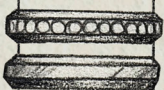
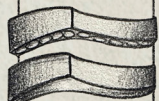
In this step we share our ideas with our customers to know their opinion on the process and if they want to change something or if they have any concerns or ideas about the sketches, we will do as they wish.

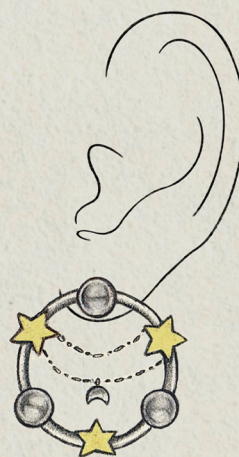
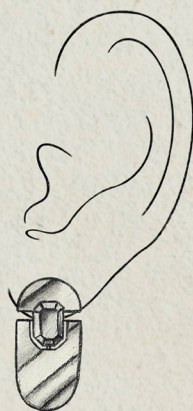
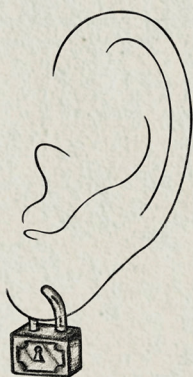
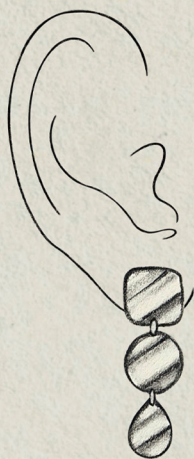










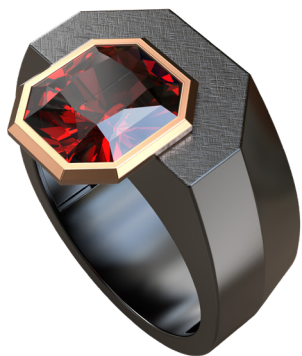


After selecting sketches by our customers, we design those sketches in "3D files".



Half Collection





H-02



H-03



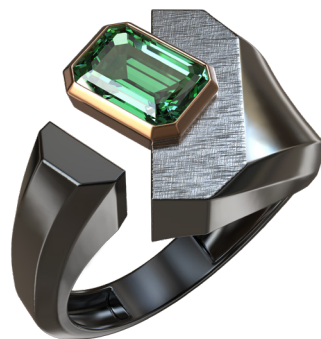
H-04



H-05



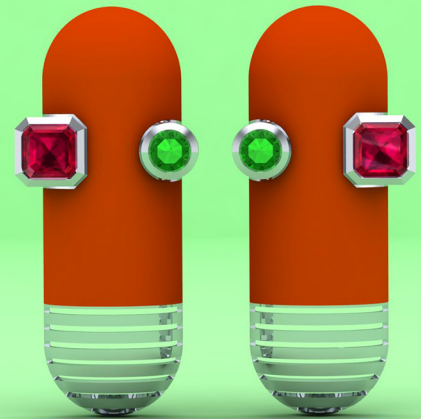
H-06



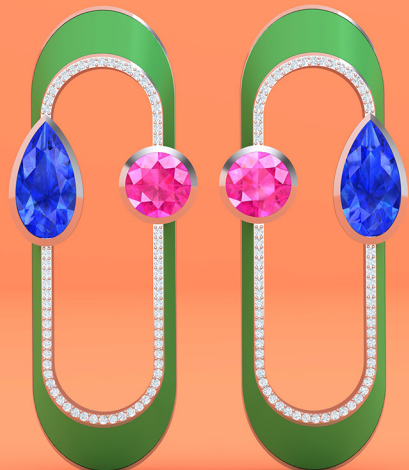
H-08

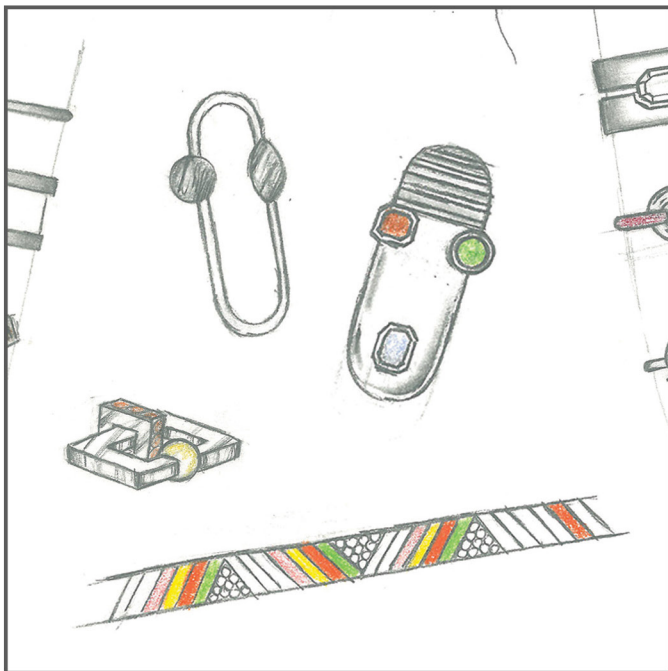
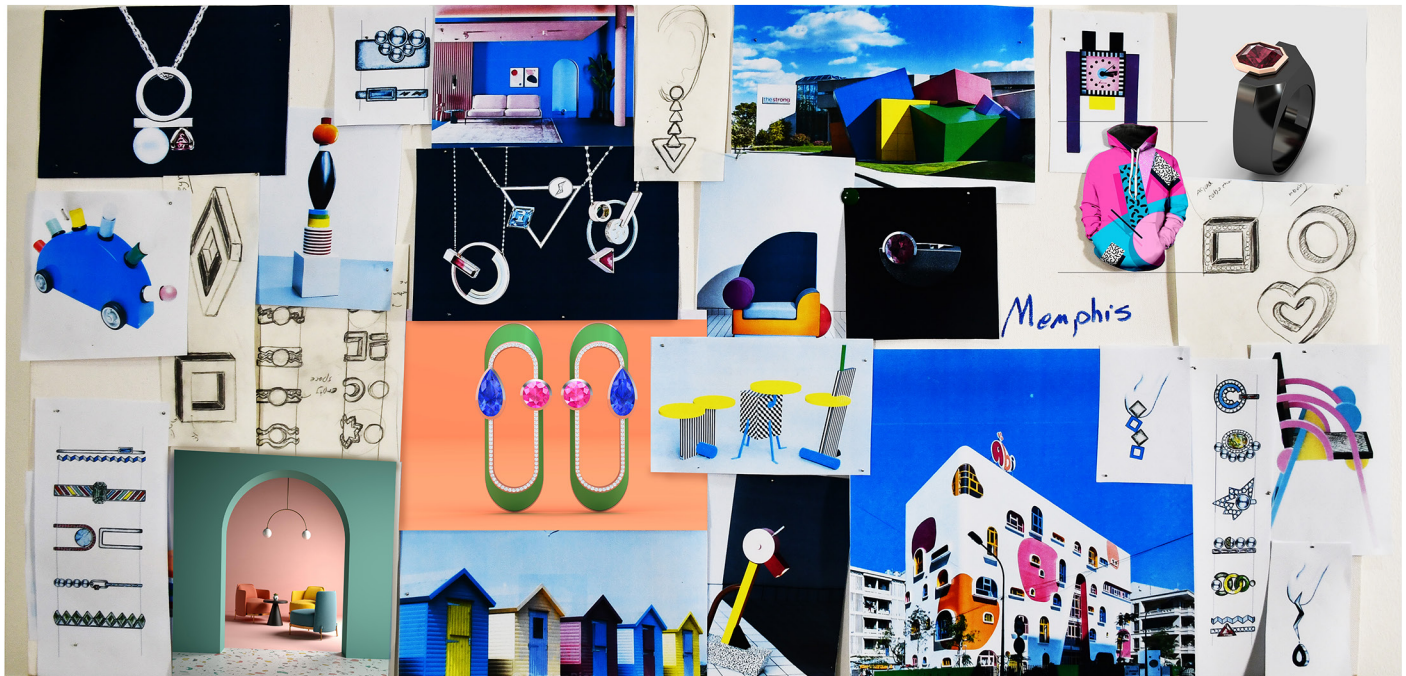


Memphis Collection



Memphis Collection





The memphis collection designed by s.mohammad mortazavi fetured in the vo+ magazine issue 162 november 2022

32

UNEXPECTED

Long Live The Memphis

The style of the exuberant movement, which exploded at the end of the 20th century in Italy, reinterpreted through the codes of daring fine jewelry by Seyed Mohammad Mortazavi – by ANTONELLA REINA



A pair of Memphis earrings featuring large negative spaces at the center, enamel frames, bold colors, small diamonds and big gemstones in various shapes and colors, Frame collection.

The encounter between jewelry and design has never been a simple matter because it involves disciplinary fields with different creative intentions: on the one hand, the rational and functional vocation of industrial production inextricably linked to a social context, while on the other, the artisan vocation aimed at defending traditional manufacturing and precious materials as synonyms of a timeless product. Things, however, change when the players in the match share the same sense of artistic freedom, opening up new creative avenues that transcend pre-established boundaries. «Unlike other jewelry designers who find Memphis an unsuitable style for fine jewelry, I think that, with the right interpretation of the forms and standards of this movement, fine and even high jewelry can be designed in this style,» explains Iranian designer Seyed Mohammad Mortazavi, Founder and CEO of MDA (Mor-

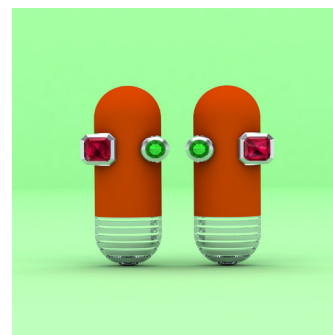
tazavi Design Academy), the largest jewelry school in Iran, Mortazavi has created three collections dedicated to Sottsass's iconic postmodernist movement. «The Memphis artists opened a new path in Italian design which was closer to American fashion and pop art, supporting free design made of exaggerated colors and shapes. These characteristics made it a potentially interesting concept for my designs.» The Frame and Capsule collections are particularly striking. Here the designer proposes a series of earrings that look like precious mini robots. With their aesthetics made up of negative and positive spaces, enameled profiles, bold colors, small diamonds and large gemstones of various shapes and shades, the items create an extraordinarily communicative bridge between the revolutionary cultural phenomenon of the 1980s and the younger Gen Z audience.





on Challenge

NOVEMBER 2022



«THE MEMPHIS ARTISTS OPENED A NEW PATH IN ITALIAN DESIGN WHICH WAS CLOSER TO AMERICAN FASHION AND POP ART. SUPPORTING FREE DESIGN MADE OF EXAGGERATED COLORS AND SHAPES. THESE CHARACTERISTICS MADE IT A POTENTIALLY INTERESTING CONCEPT FOR MY DESIGNS»

«GLI ARTISTI DI MEMPHIS HANNO APERTO UN NUOVO PERCORSO NEL DESIGN ITALIANO PIÙ VICINO ALLA MODA E ALLA POP ART AMERICANA. SUPPORTANDO IL DESIGN LIBERO, FATTO DI COLORI E FORME ESAGERATI. TALI CARATTERISTICHE LO HANNO RESO UN POTENZIALE CONCETTO INTERESSANTE PER I MIEI PROGETTI»

L'incontro tra gioiello e design non è mai stato cosa semplice, poiché coinvolge ambiti disciplinari con diverse intenzioni creative. Da un lato c'è la vocazione razionale e funzionale della produzione industriale indissolubilmente legata a un contesto sociale, dall'altro quella artigianale tesa a difendere una manifattura tradizionale e materiali preziosi come sinonimi di un prodotto senza tempo. Le cose, però, cambiano quando gli attori del match condividono lo stesso senso di libertà artistica, aprendo nuovi varchi creativi che travalicano i confini prestabiliti. «A differenza di altri designer di gioielli che trovano Memphis uno stile inadatto alla fine jewelry, penso che con un'interpretazione corretta delle forme e degli standard di questo movimento, si possano progettare gioielli raffinati e persino di alta gioielleria in questo stile», spiega il designer iraniano Seyed Mohammad Morta-

zavi. Founder e Ceo della MDA (Mortazavi Design Academy), la più grande scuola di gioielleria in Iran, Mortazavi ha creato tre collezioni dedicate all'iconico movimento postmodernista di Sottsass. «Gli artisti di Memphis hanno aperto un nuovo percorso nel design italiano più vicino alla moda e alla pop art americana, supportando il design libero, fatto di colori e forme esagerati. Tali caratteristiche lo hanno reso un potenziale concetto interessante per i miei progetti». Colpiscono particolarmente la collezione Frame e Capsule, in cui il designer propone una serie di orecchini che sembrano preziosi mini robot: con la loro estetica fatta di spazi negativi e positivi, profili smaltati, colori decisi, piccoli diamanti e grandi pietre preziose di varie forme e nuance, i pezzi creano un ponte straordinariamente comunicativo tra il rivoluzionario fenomeno culturale degli anni '80 e il pubblico più giovane della Gen Z. ♦

Above: Memphis earrings featuring large negative or small spaces at the center, enamel frames, bold colors, small diamonds and big gemstones in various shapes and colors, Frame collection and Capsule collection.

Sweet Dreams collection



We also offer 3D rendering services such as still image or animation video based on the customer's order.



SD-Lion



SD-Dog



SD-Wolf



SD-Monkey



SD-Mouse



SD-Deer



SD-B-01



SD-B-02



SD-B-03



SD-B-04



SD-B-05



SD-B-06



SD-B-07



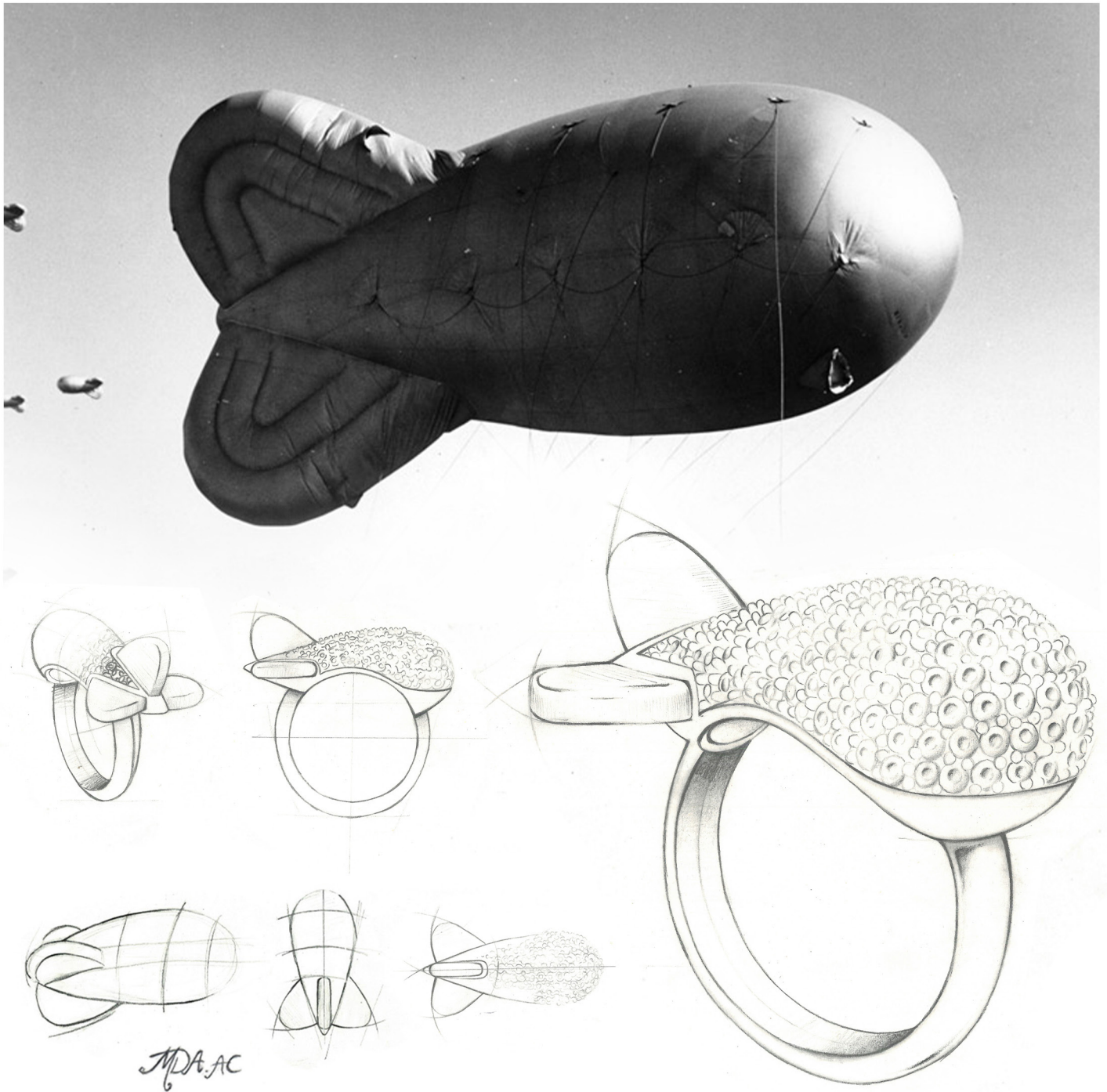
SD-B-08



SD-B-09

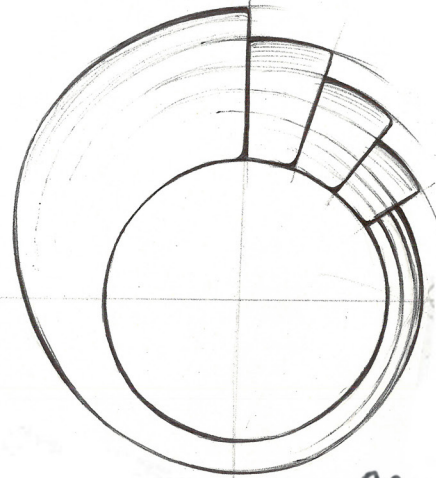
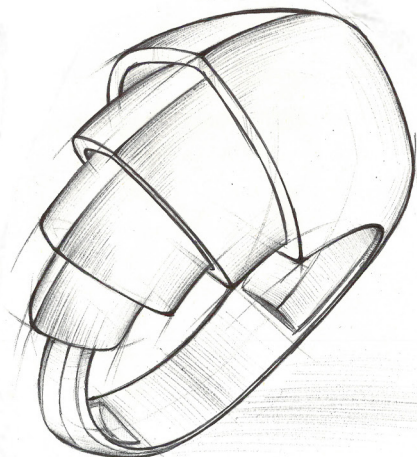
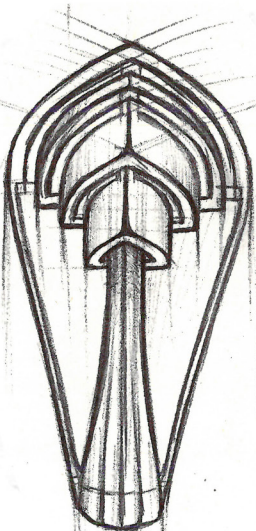
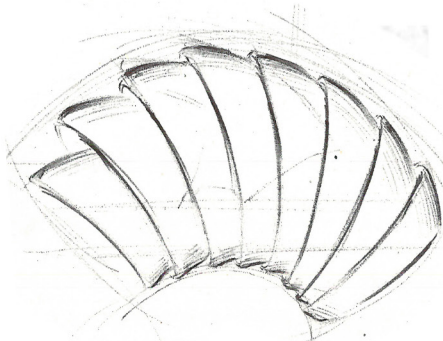
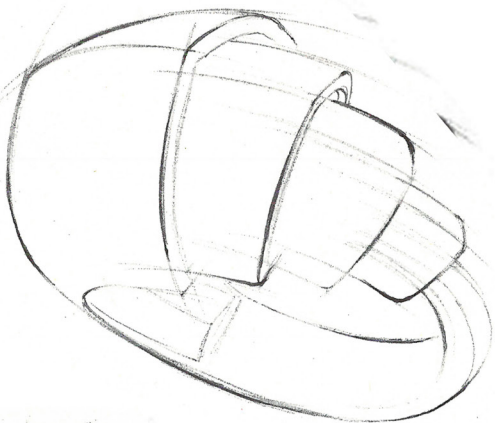
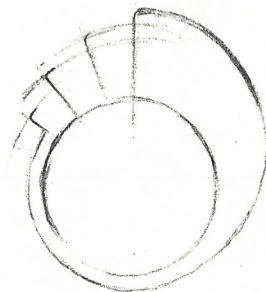
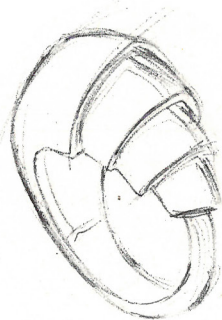
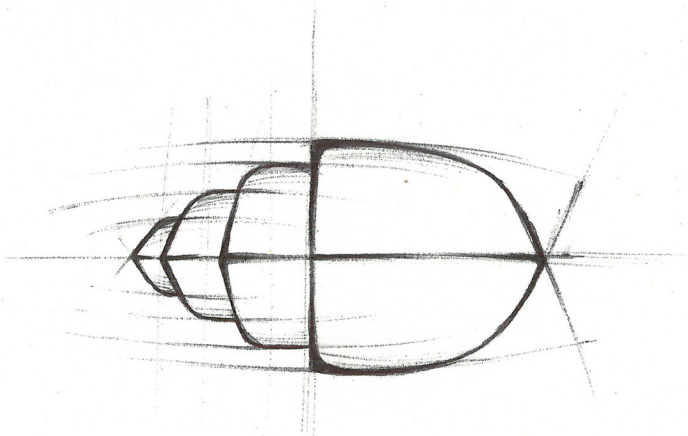
Balloon collection





Opera Collection





MDAC



O-D-01



O-E-01



O-D-02



O-E-03



O-D-03



O-E-04



O-E-06



O-E-07



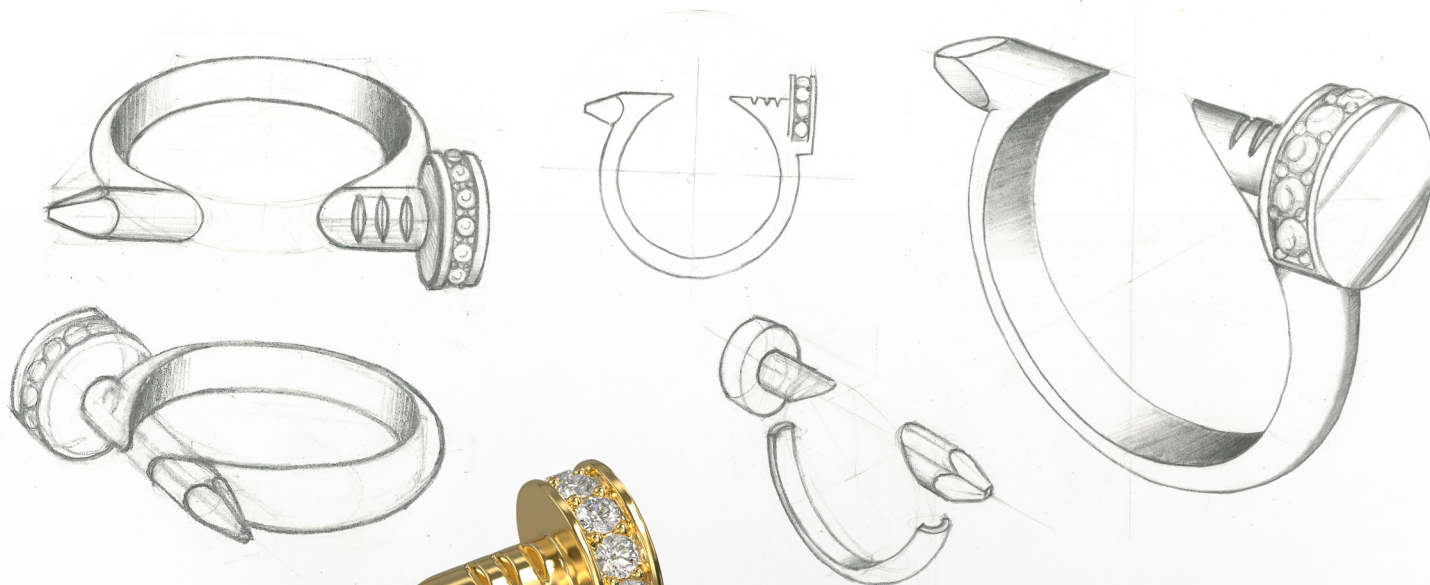
O-D-08

ART DECO IS THE ONE OF OUR ALL TIME FAVORITE STYLES WHICH WE HAVE A GOOD TASTE ON IT! IN THIS STYLE WE CAN DESIGN A VERY PURE AND GENIUNE ART DECO HIGH JEWELRY AND ALSO TRANSFORM IT TO NEW AGE- TRENDY AND MINIMAL FINE JEWELRY.



We choose the color palette of the renders with sensitivity and carefulness.





Nail Collection





N-01



N-01



N-03



N-03



N-04



N-04





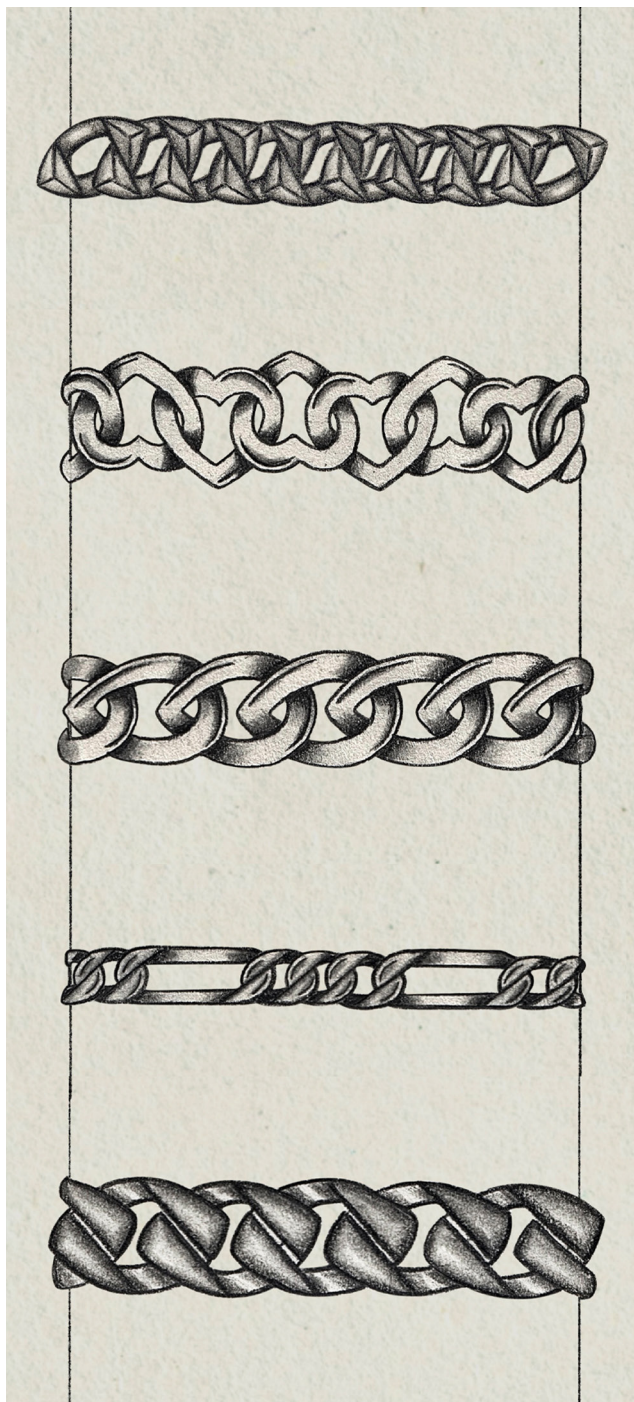




BYPASS TENSION

SAEED MORTAZAVI





B-01



B-02



B-03



B-04



B-05





B-06



B-07



B-08



B-09



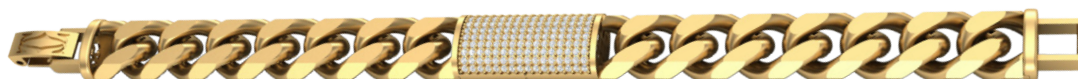
B-10



B-11



B-12



B-13



B-14



B-15



B-16



B-17



B-18



B-19



B-20



B-21



B-22



B-23



B-24



B-25



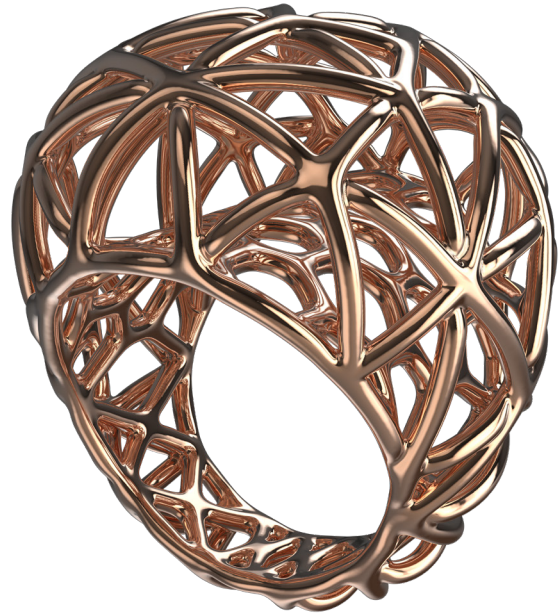
B-26

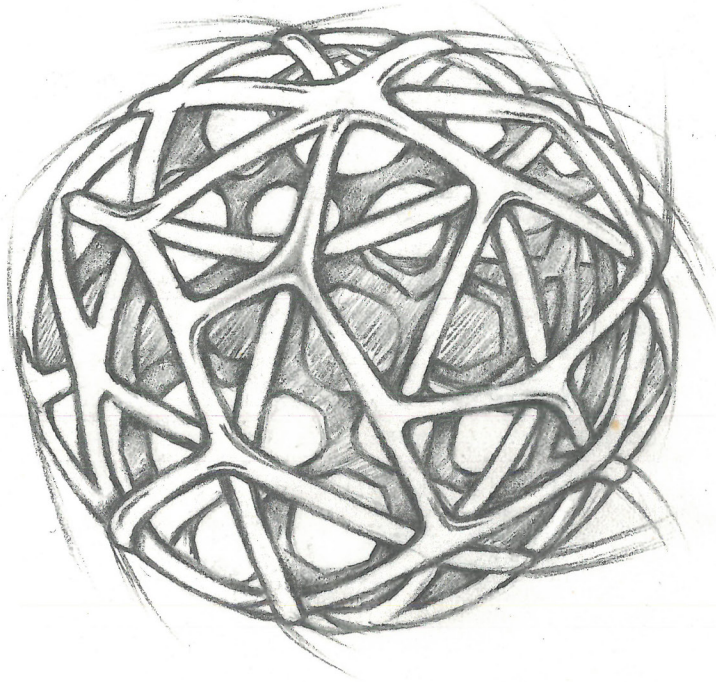


B-27



Nest Ring





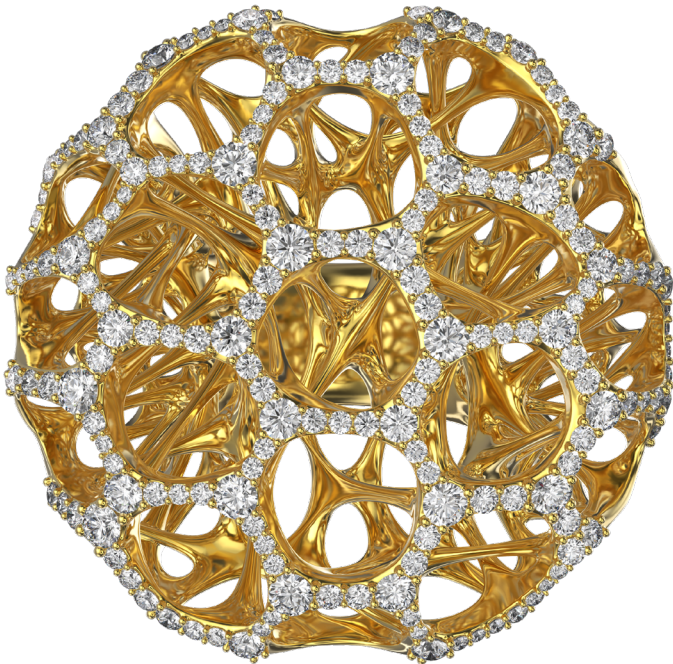
International
Jewellery Design
Excellence Award
2015
Function Award



A'DESIGN AWARD
WINNER 2013
G O L D



Trinity Ring



A'DESIGN AWARD
WINNER 2013
B R O N Z E





First National
Jewelry Design
Awards

IRAN 1388
First Place

Twin Paisley



International
Jewellery Design
Excellence Award
2 0 1 1
Distinction Award



contact



WEBSITE:
WWW.MDA.AC
WWW.SDMOR.COM



PHONE:
+98 21 26 42 3862



INSTAGRAM:
@MDA.AC
@SAEED.MORTAZAVI
@MORTAZAVIDESIGNACADEMY



WHATSAPP:
+98 912 189 1882



FACEBOOK:
MORTAZAVI DESIGN ACADEMY



E-MAIL:
SAEED.MORTAZAV@HOTMAIL.COM



YOUTUBE:
MORTAZAVI DESIGN ACADEMY



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