

HADI MOHAMMADI

Architectural Photography/Videography



ABOUT

For nearly seven years, I have been working in architectural photography and videography, documenting spaces, buildings, and the ideas behind them. My journey began unexpectedly with commercial videography, which gradually led me toward architecture and a deeper interest in capturing the relationship between space, light, material, and design. Over the years, architectural photography has become more than just a profession for me; it has become a way of seeing and interpreting the built environment. My long-term vision is to build a creative team dedicated to architectural photography and visual storytelling, working across different cities and countries and collaborating with architects, designers, and studios to create a consistent visual language for their work. The goal is simple: to create images that not only document architecture, but communicate its atmosphere, character, and intention.



FROM

2019

ARCHITECTURAL
PHOTOGRAPHY

ARCHITECTURAL
VIDEOGRAPHY

PROJECT
DOCUMENTATION

VISUAL
DIRECTION &
CONSULTATION

PERSONAL
BRANDING
FOR ARCHITECTS

01 — CONTINUOUS IMPROVEMENT

I BELIEVE THAT THERE IS ALWAYS A BETTER WAY TO DO THINGS. I AM CONSTANTLY LOOKING TO LEARN, EXPLORE NEW PERSPECTIVES, QUESTION EXISTING PROCESSES, AND IMPROVE THE WAY I WORK. I NEVER CONSIDER A METHOD COMPLETE SIMPLY BECAUSE IT HAS WORKED BEFORE. EVERY EXPERIENCE IS AN OPPORTUNITY TO LEARN, REFINE, AND MOVE FORWARD.

02 — COMMITMENT TO EXCELLENCE

WHEN I TAKE RESPONSIBILITY FOR SOMETHING, MY GOAL IS NOT SIMPLY TO GET IT DONE. I AM COMMITTED TO TAKING IT AS FAR AS IT CAN POSSIBLY GO AND ACHIEVING THE BEST RESULT I CAN. EVEN WHEN DOING SO REQUIRES MORE TIME AND EFFORT OR INVOLVES A FINANCIAL COST, I DO NOT COMPROMISE ON THE QUALITY OF THE OUTCOME. FOR ME, DELIVERING WORK PROPERLY MATTERS MORE THAN TAKING THE EASIER OR MORE PROFITABLE PATH. I AM DRIVEN BY TWO PRINCIPLES: TO ALWAYS FIND A BETTER WAY, AND ONCE I COMMIT TO SOMETHING, TO SEE IT THROUGH UNTIL I AM SATISFIED WITH THE RESULT.