

Interior Design

Portfolio •

Tamryn Lynn McKie



Hello There

I'm Tamryn McKie!



My Design Philosophy

My design philosophy is rooted in the art of crafting spaces that harmonize modernity with timeless elegance. I am passionate about clean, contemporary designs that employ neutral colour schemes as a canvas for the interplay of light, texture, and form. Functionality is the bedrock of my approach, ensuring that every design not only serves its intended purpose but enhances the way individuals interact with their environment.

I believe that aesthetics should elevate daily life, infusing it with beauty and serenity. My designs tell a story of simplicity, sophistication, and the celebration of space. Through a meticulous blend of artistry and functionality, I strive to create interiors that evoke a sense of calm. Every design is a unique journey, a narrative that combines the practical and the poetic, the rational and the emotional, culminating in spaces that resonate with clarity, character, and the essence of contemporary living.

About Me

My name is Tamryn McKie, and I am 21 years old. I'm a dedicated Interior Design student at Vega University, set to graduate in 2023. My studies have equipped me with skills in creating functional, aesthetically pleasing spaces. Proficient in design principles, spatial arrangement, colour theory, and material selection. My practical skills include experience in 3D modeling, rendering, and spatial planning. I am extremely passionate about my chosen career path, with a keen interest in transforming spaces. I have a cheerful and easy-going personality, with a creative, and driven mindset to accomplish goals. As I approach the culmination of my academic journey, I am eagerly looking forward to leveraging my education, skills, and passion to contribute to the dynamic field of interior design.

Page of ~~Contents~~ •

01

Project 1 - Brew Pub

33

Project 2 - The Skin Clinic

59

Project 3 - Inclusive Home

83

Project 4 - PG Bison: #Worldsofdesire

104

Project 5 - Interior Collab Project

136

Referencing

PROJECT I

Brew Pub

Restaurant Design

Contents

03

Brief Requirements

04

Research

10

Conceptual Developement

16

Visual Branding & Identity

23

Final Design

30

Presentation Boards

32

Materials

THE BRIEF

Design a craft **beer brewpub**. The one stipulation is that some of the **microbrewery and its equipment** and workings need to be **visible** to the patrons of the pub. We are to **design** and **create the company's brand** and **visual brand identity** and ensure that the **design effectively reflects this**. To complete the **brewpubs' identity**, we are tasked to design the **menu** (including the food it is suggested to served) and the **labels for the beer bottles**.

SPATIAL REQUIREMENTS

- The micro-brewery (partly visible to the public)
- A bar with beer on tap
- A fast-food style restaurant
- Fast food kitchen to serve restaurant
- Ablutions according to the SANS 0400 regulations.

(The IIE, 2023).

RESEARCH

Precedent Study East Coast Brewery - South Coast

ABOUT THE BREWERY:

East Coast Brewing company began as a dream fuelled by passion. **Owner Rocco Fontana** travelled the world, learning from **brew masters and perfecting his craft**. After testing the market by producing beer overseas, the brewery was **established in Umkomaas in 2017** (East Coast Brewing, 2023).

Today, it is one of **Southern Africa's largest independent brewing facilities**. East Coast Brewing uses **state-of-the-art equipment** and the **highest quality natural ingredients**, adhering to **strict purity laws**. Their meticulously crafted beers offer a delicate, **balanced experience with crisp aromas, complex flavours, and citrus notes** (East Coast Brewing, 2023).



DESIGN FEATURES:

The exterior of the brewery may feature a combination of **natural materials like wood and stone**, **reflecting the coastal landscape**. Large **windows and open spaces** allow for **ample natural light and views** of the surrounding area (East Coast Brewing, 2023).



Inside, is an **industrial-inspired design** with **exposed brick walls, metal accents, and high ceilings**. **Wood accents and warm lighting** add a **touch of warmth and coziness to the space** (East Coast Brewing, 2023).



Seating areas - **bar seating, gathering around communal tables, or relaxing in comfortable lounge areas**. The furniture is a mix of materials, such as **wood, metal, and leather, creating a blend of rustic and contemporary elements** (East Coast Brewing, 2023).



Brew Pub?

A brewpub is a blend of a **brewery and a bar**, where beer is **served directly from the brewery**. To qualify as a brewpub, at least **25%** of the beer must be **sold on-site**. One unique advantage of brewpubs is the **direct dispensing of beer from storage tanks**, which often serve as an **industrial aesthetic focal point**. These tanks enhance the **atmosphere of authenticity**, appealing to consumers who appreciate the craft brewing spirit. Brewpub setups typically showcase the brewing process and highlight the technical expertise required for quality beer production. In areas where permitted, brewpubs may offer to-go services using growlers and distribute their products to off-site locations to strengthen their brand presence (Island, 2023).

Microbrewery?

Microbreweries are a distinct category in the brewing industry. They produce less than 15,000 barrels of beer annually, with at least **75% of it being served off-site**. While the term "microbrewery" is often used **interchangeably with "craft brewery,"** the **main difference lies in production volume**. Microbreweries must **meet craft brewing standards to be considered as such**. Another term, "nanobrewery," refers to a small-scale brewery typically run by one or two brewers, without specific production volume limits (Island, 2023).

Microbreweries offer **several benefits**, including a **focus on taste and flavour, the use of high-quality ingredients, higher alcohol content, and the passion and dedication of the brewers**. They also contribute to environmental protection, support the local economy, and have a positive impact on tourism. Microbreweries foster **innovation, encourage craft beer enthusiasts to explore brewing themselves, and add diversity and creativity to the beer industry** (Island, 2023).

Despite their smaller production volumes, microbreweries play a **vital role in local economies, contributing to charity, supporting local farmers, and attracting tourists**. Collaboration among nearby microbreweries further strengthens their collective impact, creating regional draws for visitors and customers seeking unique and exceptional brews (Island, 2023).

The Brewing Process

MASHING:

In this step, milled grain is combined in a vessel called a "mash tun" and heated. Enzymes in the malt break down starch into sugars, resulting in a malty liquid called wort.

LAUTERING:

Lautering is the separation of the wort from the grains. It takes place in the mash tun, where the liquid containing the extracted sugar is separated from the grains. The remaining extract is rinsed off with hot water.

BOILING:

The beer wort, obtained from the mashing process, is boiled with hops and other flavourings (if used) in a large tank known as a brew kettle. Boiling sterilizes the wort, removing unwanted bacteria and releasing hop flavours.

WHIRLPOOLING:

After the boil, the hopped wort is transferred to a vessel called a whirlpool. This allows solid particles to settle and be separated from the liquid.

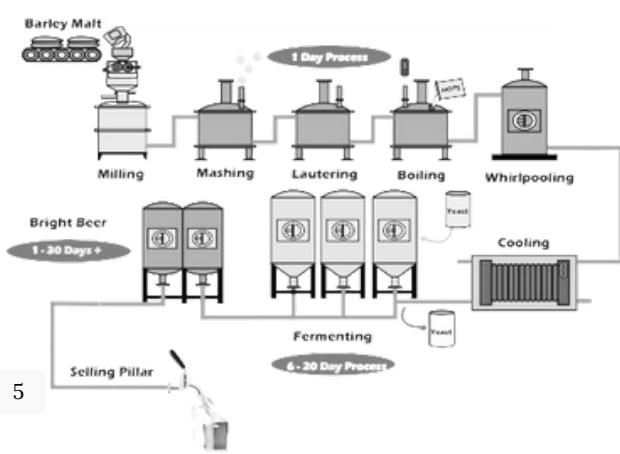
WORT COOLING:

The whirlpooled wort needs to be cooled down to fermentation temperatures before yeast can be added.

FERMENTATION:

Fermentation occurs in fermentation vessels. The cooled and aerated wort is combined with yeast, which converts the sugars from the malt into alcohol and carbon dioxide. This process produces beer. Once fermentation is complete, the beer is transferred into barrels or bottles for further maturation and storage.

(Prodebbrewery, 2023).



SA Iconic Features

DRAKENSBERG MOUNTAIN RANGE

The Drakensberg, also known as the **Dragon Mountains**, stretches across the **eastern part of the country and is renowned for its breathtaking beauty and majestic peaks**. Incorporating the Drakensberg Mountains into the branding and **visual identity of a South African beer brewery** could evoke a sense of **grandeur, adventure, and the rugged spirit of the land**.

WILDLIFE - MAJESTIC ELEPHANT

Elephants are revered **symbols of strength, wisdom, and resilience in African culture**. Incorporating imagery or symbolism associated with elephants into the brewery's brand and visual identity could evoke a sense of **power, authenticity, and a connection to the wild and untamed nature of South Africa**.

Vibrant and diverse cultural heritage, with numerous indigenous tribes and traditions.

Incorporating elements of **traditional African patterns, colours, or symbols** into the brewery's branding can celebrate the **cultural richness of the country and create a unique and visually appealing identity**.

ELAND

The Eland is the **largest antelope species** found in South Africa and **holds cultural significance in many indigenous communities**. It is revered as a **symbol of strength, majesty, and vitality**. By featuring the Eland in the brewery's branding, it can **evoke a sense of power, authenticity, and a connection to the wild and untamed nature of South Africa**. The Eland can be portrayed in a **stylized, artistic manner, showcasing its grace and grandeur**. Its presence on the labels and imagery can symbolize the brewery's commitment to **quality, tradition, and the spirit of the land**.

Colour Psychology

WARM COLOURS

- Red: Often associated with **energy, excitement, and stimulation**. It can create a **lively and vibrant atmosphere**, stimulating **conversation and social interaction**. However, excessive use of red may lead to feelings of agitation or intensity.
- Orange: Conveys **warmth, enthusiasm, and friendliness**. It can evoke a sense of **comfort and create a welcoming and inviting environment**. Orange can also stimulate **appetite and encourage socializing**.

COOL COLOURS

- Blue: Symbolizes **calmness, tranquillity, and reliability**. It can create a soothing and relaxing ambiance, making it suitable for a laid-back brewery experience. Blue may also enhance feelings of **trust and dependability in the brand**.
- Green: Associated with **nature, freshness, and harmony**. Green can evoke a sense of **balance and relaxation**, making it ideal for breweries focusing on organic or sustainable brewing practices. It also symbolizes **growth and can convey a sense of renewal and vitality**.

EARTH COLOURS

- Brown: Represents **warmth, stability, and a sense of tradition**. Brown can create a **cozy and rustic atmosphere**, often associated with craft breweries or establishments aiming for an **earthy and natural feel**.
- Amber: Reflects **warmth, richness, and a sense of comfort**. Amber hues can be reminiscent of the colour of beer itself, connecting with the brewing process and giving a **sense of authenticity**.

ACCENT COLOURS

- Gold/Yellow: Symbolizes optimism, celebration, and a **sense of luxury**. Gold or yellow accents can add a touch of **sophistication** and **highlight the premium quality of the brewery's offerings**.
- White: Signifies **cleanliness, purity, and simplicity**. White can enhance a sense of **openness and elegance**, allowing other colours or design elements to stand out.

(Maybray, 2022).

Labels & Packaging

Opting for a **minimal label design** with **clean lines and simple colours** can create an **elegant and modern look**. For this style, it is recommended to use a colour palette that reflects the **natural, amber tones of the beer itself**. Alternatively, the colours can be chosen to align with the specific beer style being represented.

Traditional, embracing vintage or old-school aesthetics, classic labels can be a great choice. In this case, colours such as **beige, gold, black, and blue** should be incorporated, reminiscent of the popular hues from the 1950s and 1960s. These colours will evoke a sense of **nostalgia and authenticity, paying homage to the brewery's roots**.

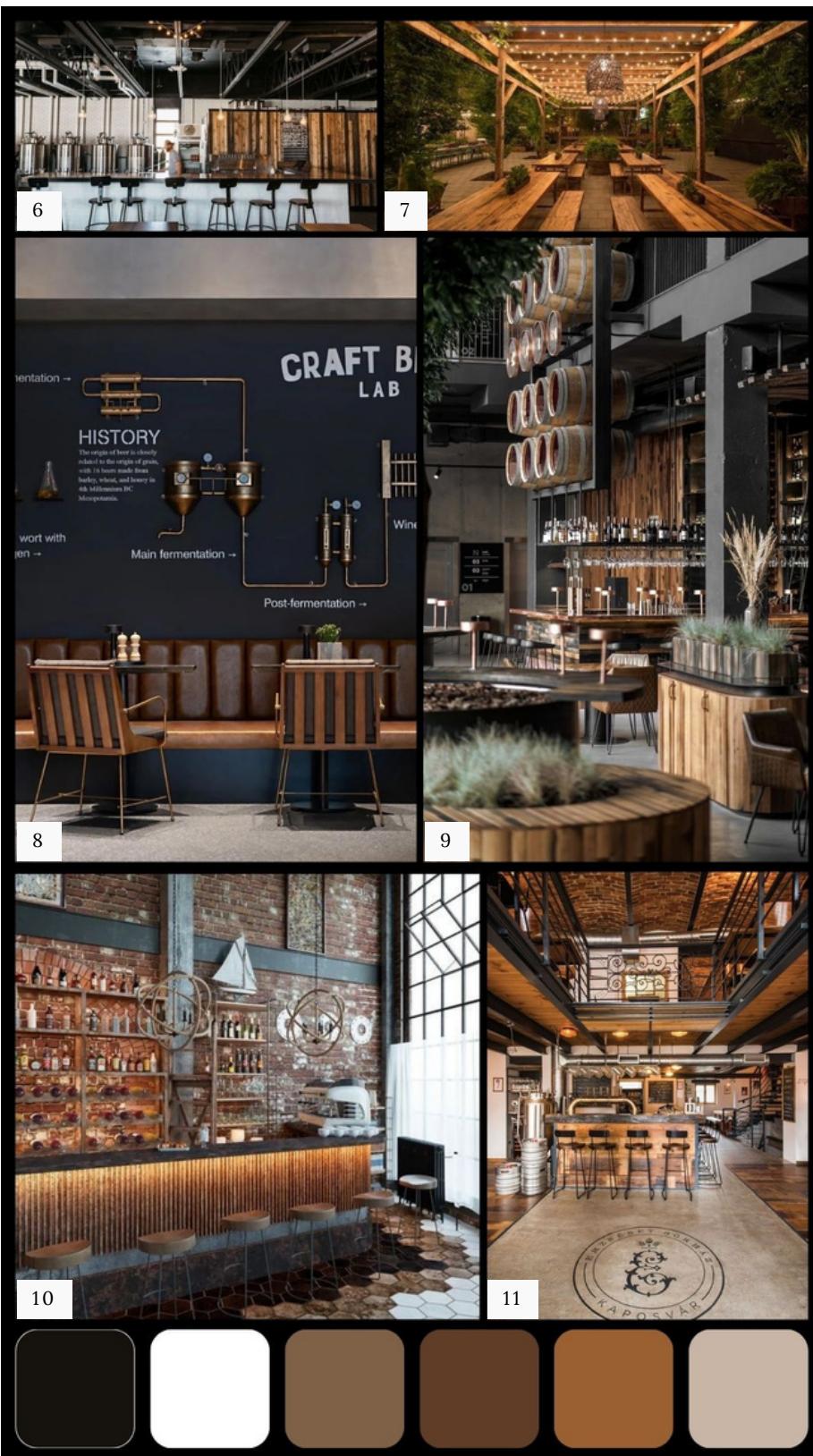
For craft beer labels with an old-school style, the primary colours should take centre stage. **Scarlet red, cobalt blue, and vivid yellow can be used, with minimal shading and bold black outlines**. This approach creates a **vibrant and eye-catching label** that captures the essence of the craft beer movement.

Illustrated craft beer labels offer an opportunity for bold and fluorescent colours, **abstract creations, geometric patterns, or realistic designs**. These labels have the potential to become a marketing phenomenon on their own, standing out on shelves and attracting attention from beer enthusiasts. The key is to **use colours** that are **vivid, vibrant, and visually striking, aligning with the overall design aesthetic and brand identity**.

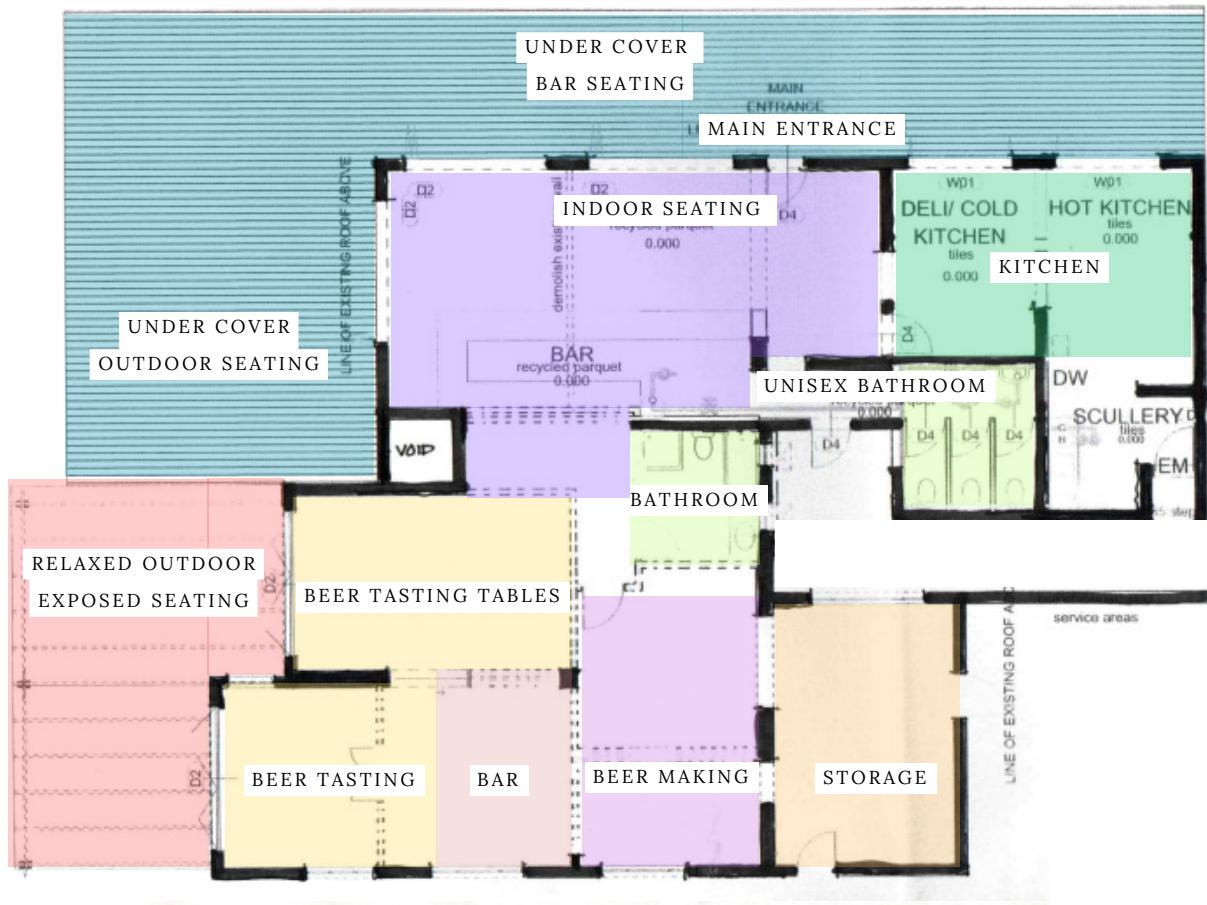
(Artuffo, 2020).

CONCEPTS

Mood Board

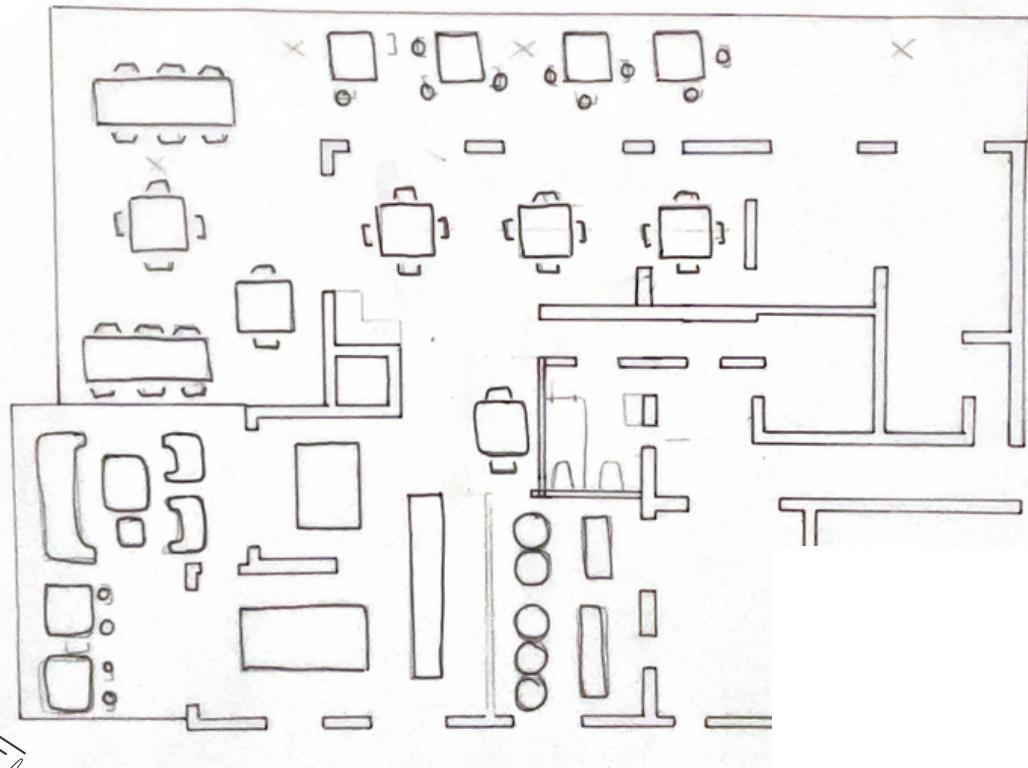


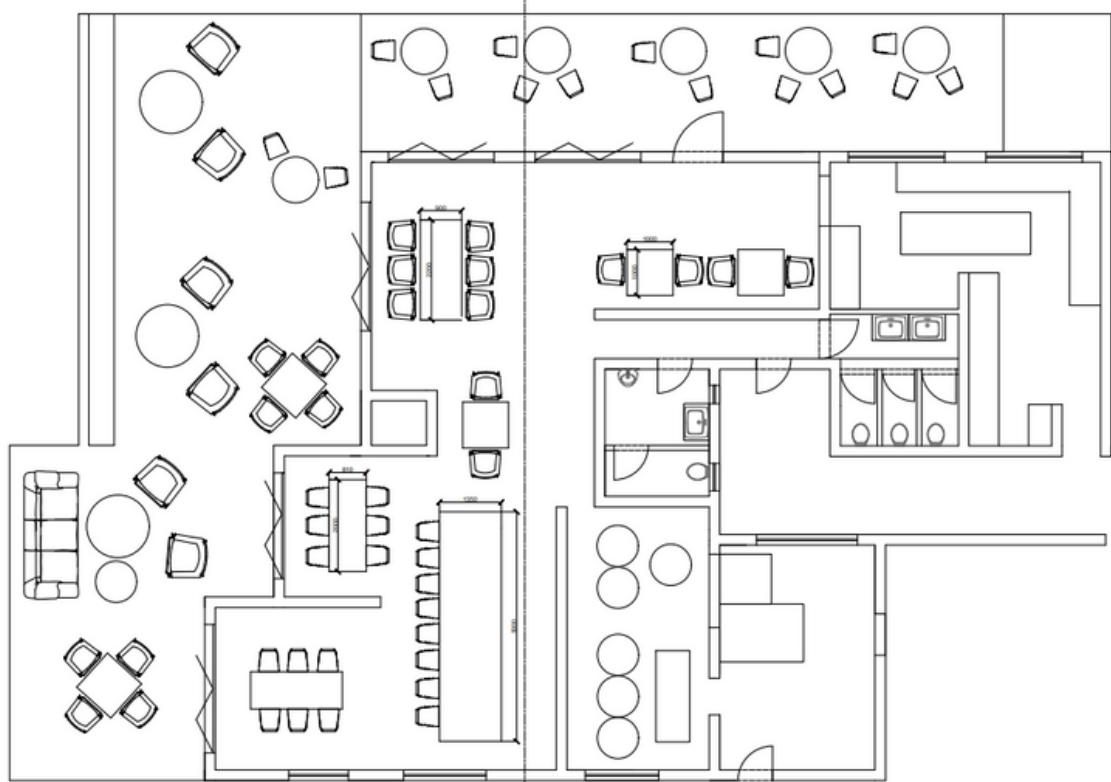
Floor Plan Process



SPACE PLANNING

N/A





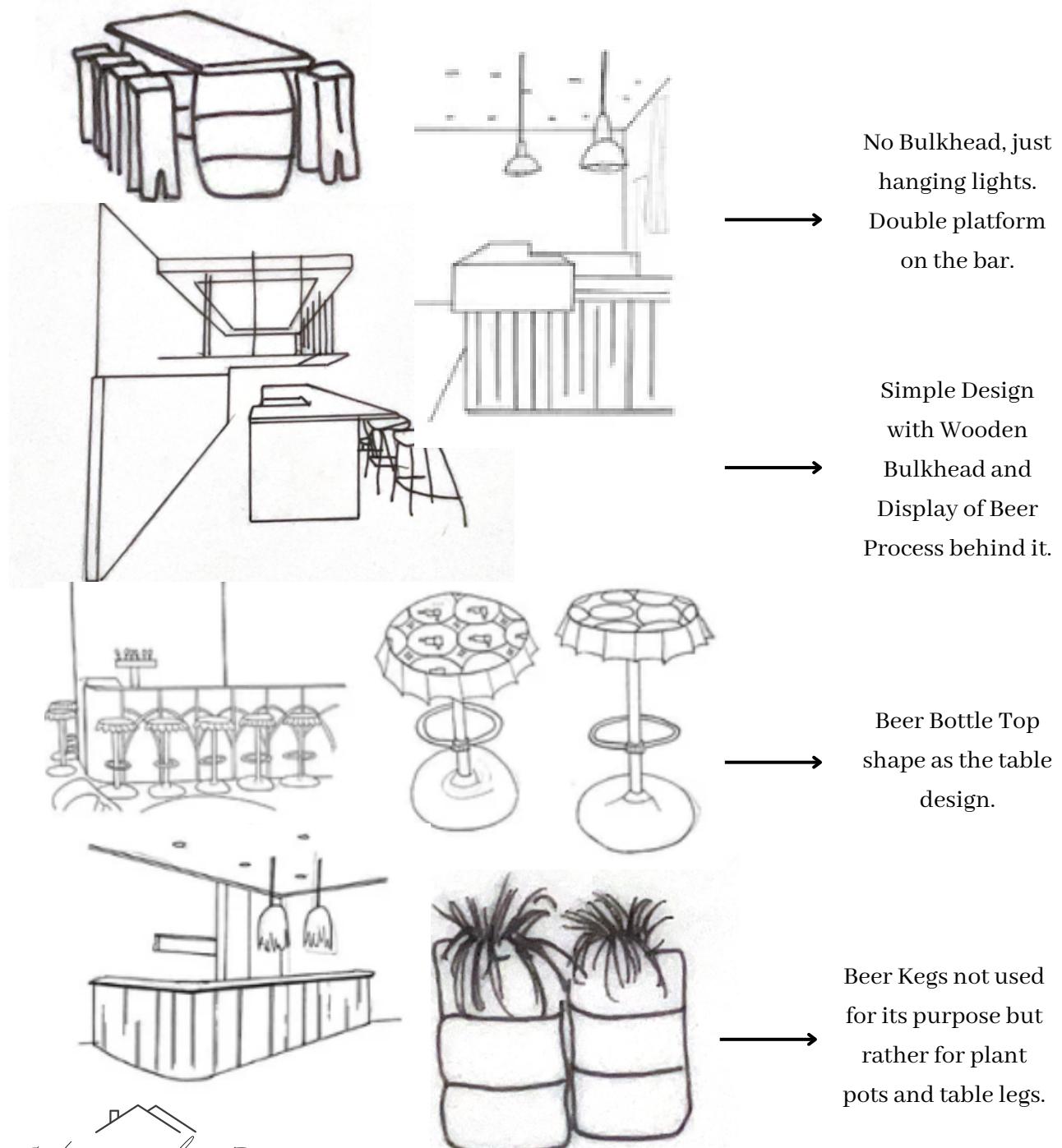
FINAL FLOOR PLAN

N/A

Sketches / Concept

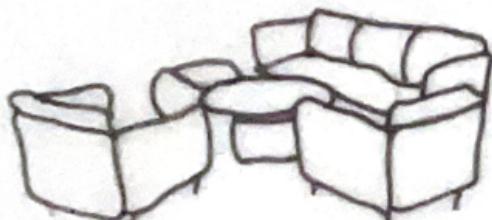
BEER BAR, KEGS, AND WALL FEATURES

The beer bar will include bar stool against the bar with the canisters showcased behind it for the customers to be involved and see the process. There will be 2 on-tap beers dispensers as the three beers created by the enthusiasts are more important than any other alcohol or wine. However, other alcohol will be sold and will be displayed with wine at the bar for a sophisticated effect.

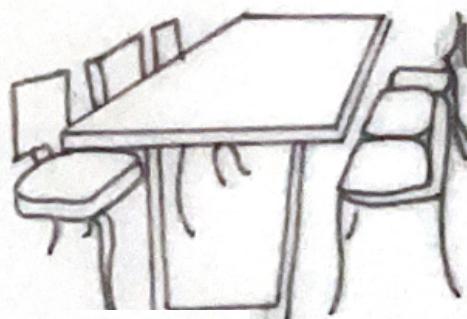


INDOOR & OUTDOOR FURNITURE

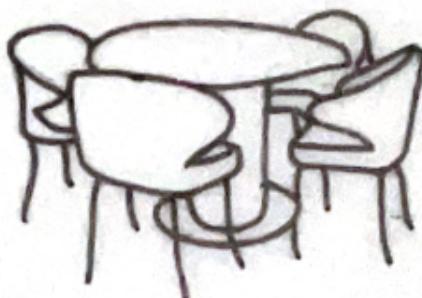
The furniture must be including a variety of seating arrangement that accommodate couples, to families, to group gathering but must also be comfortable and relaxing. This would include bar stools at the bar and bar 'tables', lounge furniture where groups can be comfortable whilst enjoyed their beer, beer tasting tables, and normal 2, 4, 6. and 8-seater table and chairs.



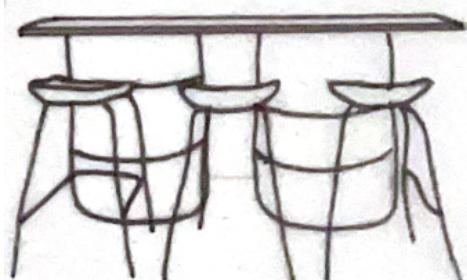
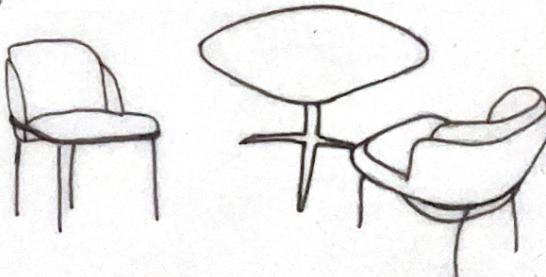
Variety of lounge seating that will seat larger groups for gatherings.



Normal 6 seater eating formal tables. Normal restaurant style,



Comfortable chairs with a different shape table, going away from the norm.



Bar Seating for Beer Tasting and outdoor Informal Seating. Concept explained above.

Design Rationale

“ BEYOND BEER.”

Bru'd Beer Co. offers more than just brews that capture the **essence of South Africa**; it provides an opportunity to **embrace tradition, embark on an adventure, and create lasting memories** within the beautiful **location in the Drakensberg Mountains**. Celebration of the country's rich **cultural heritage** is through the design of the beer labels. Additionally, Bru'd Beer Co. opens its doors for **beer tasting and workshops**, allowing visitors to witness the **craftsmanship behind their favourite brews**. Bru'd Beer Co. takes a **socially responsible approach** by launching an **initiative to address hunger in Africa** especially **children** using its **resources** to **contribute to local communities in need**. Through this holistic approach, Bru'd Beer Co. becomes more than just a brewery; it becomes a **catalyst for cultural appreciation, exploration, and positive social impact**.

BRANDING & IDENTITY

Brand Purpose

BRAND'S POSITION

What is the brand offering:

Bru'd Beer Co. positions itself as a destination where **tradition and adventure converge**, offering a truly immersive beer experience that celebrates the essence of **South Africa's iconic features**. By blending the **Drakensberg Mountains' rugged beauty, the majestic Eland's cultural significance, and the country's vibrant heritage**, the brewery creates a unique and authentic atmosphere.

Bru'd Beer Co. offers **handcrafted beers that reflect the spirit of South Africa**. Each brew is meticulously crafted, showcasing **unique flavours inspired by the country's natural resources and indigenous ingredients**. From robust stouts that capture the earthy depths of the Drakensberg to refreshing golden ales that echo the sun-drenched plains, every sip takes beer enthusiasts on a **sensory journey through the diverse landscapes of South Africa**.

& why:

Bru'd Beer Co. is driven by a **commitment to tradition, quality craftsmanship, and a deep appreciation for the spirit of the land**. The brewery aims to provide an exceptional beer experience beyond taste, inviting customers to **connect with the Drakensberg Mountains' rugged beauty and the country's cultural heritage**. By incorporating authentic African patterns, colours, and symbols into the beer labels, and neutral colour palette in the brewery creates a visually stunning atmosphere that immerses visitors in the **rich tapestry of South African culture**.

As a company, it offers more than just beer; but an opportunity to **embrace tradition, embark on an adventure, and create lasting memories**. Whether customers are beer enthusiasts seeking new flavours or explorers in search of authentic experiences, the brewery promises to deliver exceptional brews that capture the essence of South Africa. By combining tradition, adventure, and the spirit of the country, Bru'd Beer Co. aims to leave an indelible mark on customers' palates and offer an unforgettable journey through the heart of South Africa.

Brewery Visual Identity

NAME & SLOGAN

BRU'D BEER CO.

"Sip the Spirit of South Africa: Where Craft Meets Culture!"

Name Explanation:

"Bru'd" - play on the word "brewed," emphasizing the brewery's commitment to crafting exceptional beers. Slang term "bru," commonly used in South Africa to refer to a friend or buddy, creating a sense of camaraderie and inclusiveness.

Slogan Explanation:

"Sip the Spirit of South Africa": The word "sip" suggests a **leisurely, immersive experience, encouraging people to indulge in the distinctive spirit or essence of South Africa**. It implies taking the time to savour and appreciate what the country has to offer.

"Where Craft Meets Culture" emphasizes the intersection of two significant aspects of South Africa. "Craft" refers to the **country's artisanal and skill-based creations**, such as **traditional arts, handcrafted products**, and **locally produced beverages** like wine, beer, or spirits. "Culture" refers to the **rich heritage, traditions, customs**, and **diversity** found within South African society.

OTHER NAMES & SLOGANS

- Catchy and Memorable
- Simplicity
- "Crafted Flavour" - focus on flavour and craftsmanship.
- Cultural Reference
- Lack of Differentiation



- Evocative and Descriptive
- Adventure and Emotion
- Broad Appeal

LOGO

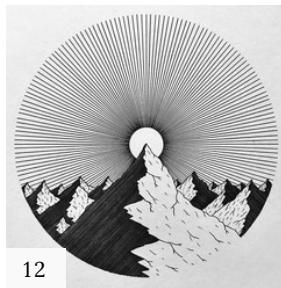


Logo Explanation:

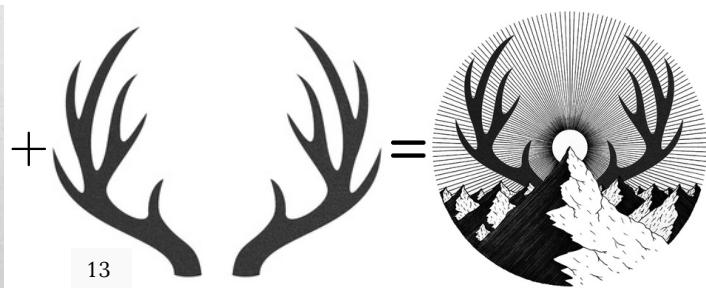
- **Simple design** with a black and white colour scheme, the Drakensberg Mountains, Eland horns and sun rays.
- When used with the patterns and colours of the South African culture, it will **stand out and not get lost**.
- **Easy to read** and can almost be placed anywhere within the brewery itself or on **advertising packages and on the beer bottle labels**.

LOGO PROCESS

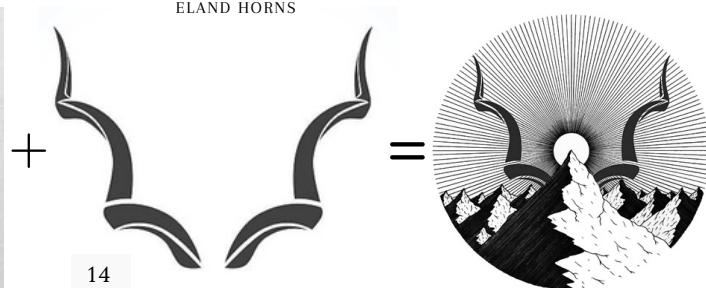
DRAKENSBERG MOUNTAINS



RAINDEER HORMS



ELAND HORMS



BRU'D BEER CO.

"Sip the Spirit of South Africa: Where Craft Meets Culture!"

Est. 2023



Visual Identity Colour Scheme —

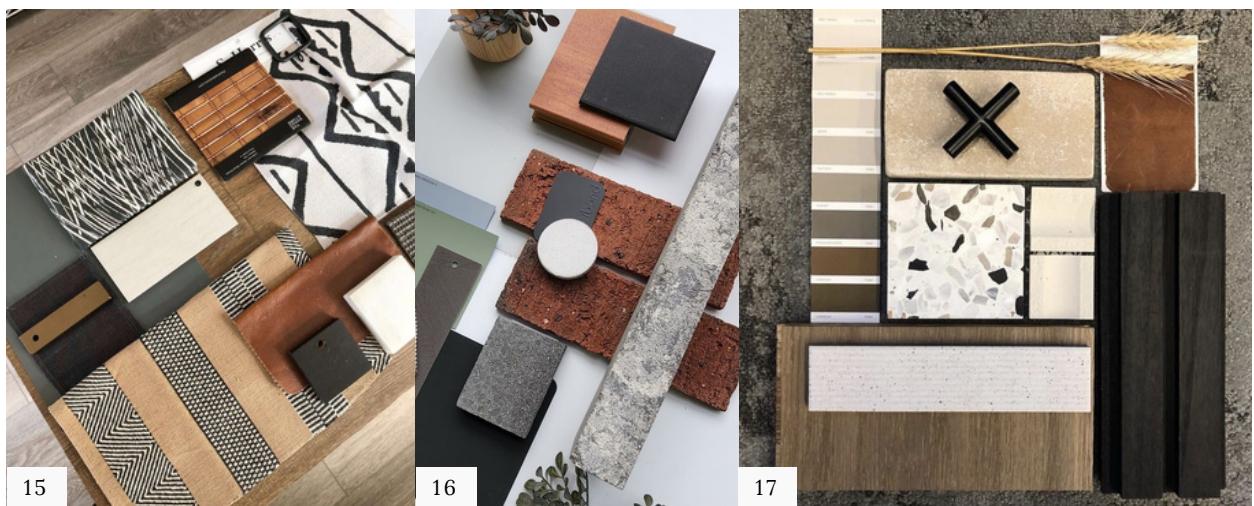
COLOURS

Black
White
Wood Accents
Brick Accents
Brown and Beiges (Leather)
Blues (Darker Hues)

Colours Explanation:

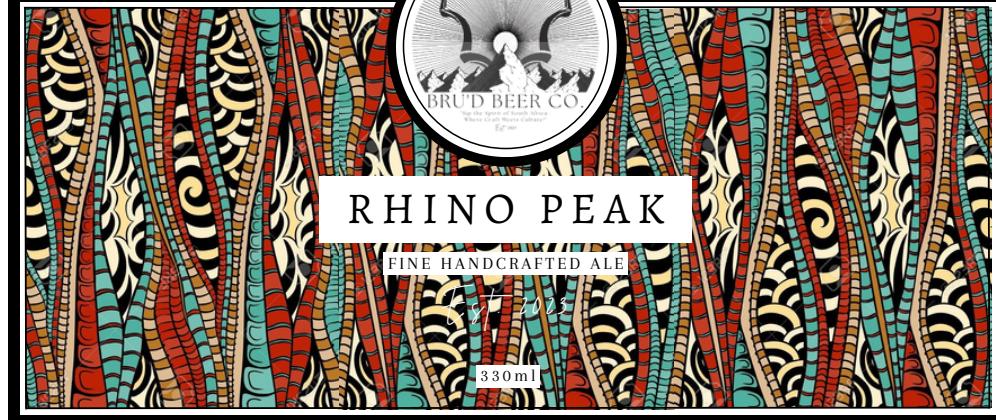
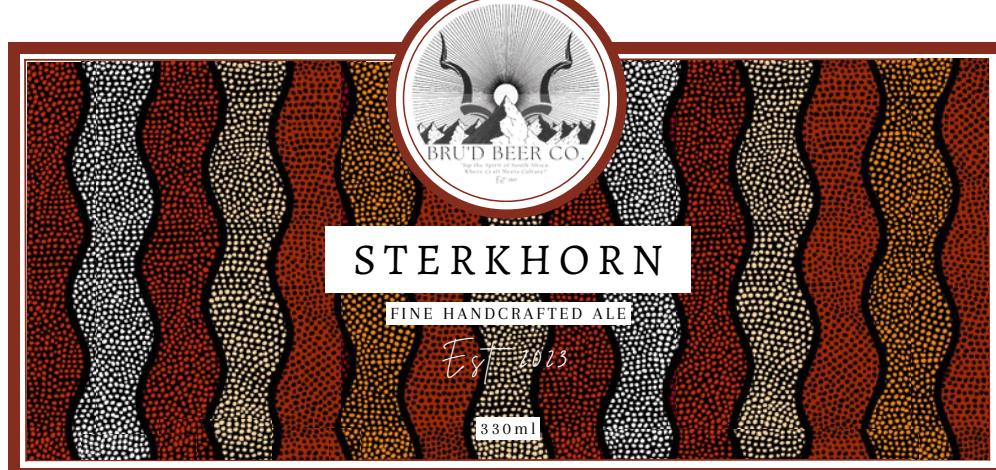
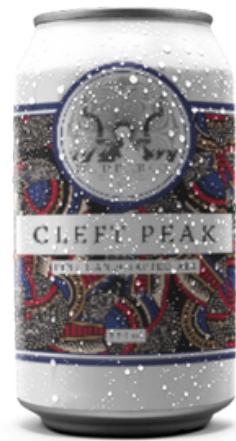
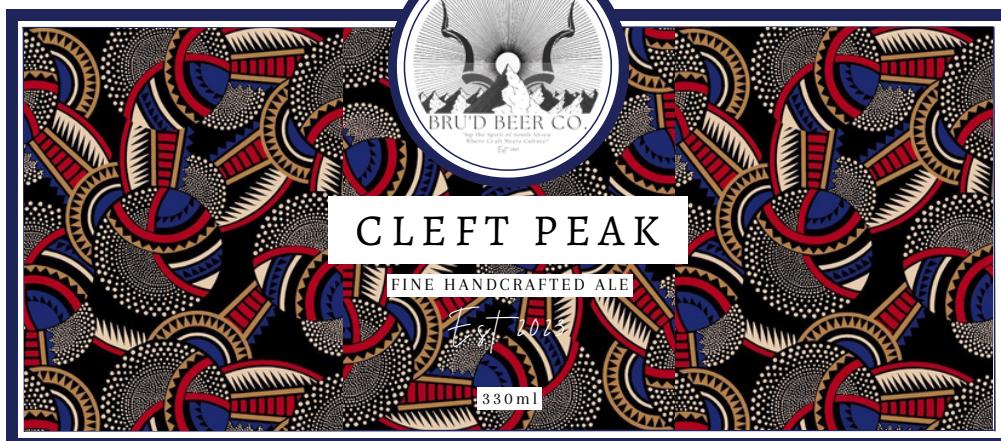
Black introduces **sophistication**, while **white** brings **cleanliness**. **Wood and brick** accents add **warmth and authenticity**, while **brown leather** evokes **tradition and luxury**. **Darker blues** promote **calmness**. Thoughtful colour selection contributes to a **cohesive and visually appealing brewery environment** that **reflects the brand's identity** and **appeals to the target audience**. By utilizing black for elegance, white for purity, wood and brick for rusticity, brown leather for refinement, and blues for serenity respectively, a brewery can create a **harmonious atmosphere** that enhances the brewing experience. Careful consideration of colour schemes allows for the establishment of a **welcoming and visually captivating space** where customers can immerse themselves in the **brand's unique identity and enjoy the art of brewing**.

INSPIRATION



Brewery Beer Labels

CAN LABELS

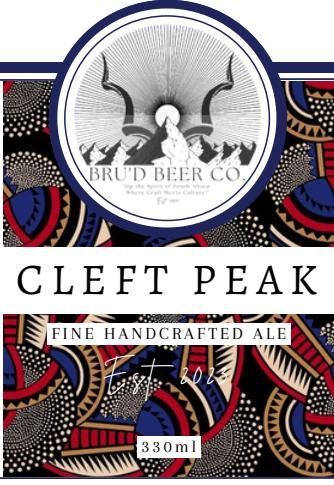


BOTTLE LABELS

Locally brewed in Drakensberg, South Africa.

We are committed to giving you the very best beer we have to offer. Aged and brewed with the very best ingredients.

15.5% ALC/VOL
Bottled On: 28 | 07 | 23
Best Before: 28 | 07 | 26



CLEFT PEAK
FINE HANDCRAFTED ALE
Est. 2013
330ml

Best Served Cold or Chilled

It is our top priority to produce nothing but the best tasting beer for our patrons.

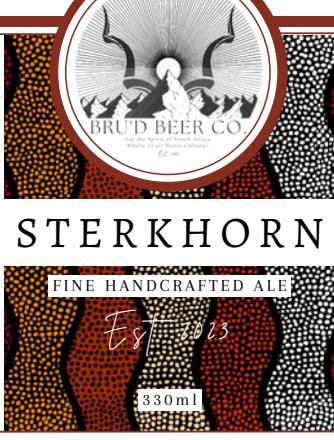
Bru'd.com
El Mirador Airfield, R600
Drakensberg Mountains



Locally brewed in Drakensberg, South Africa.

We are committed to giving you the very best beer we have to offer. Aged and brewed with the very best ingredients.

15.5% ALC/VOL
Bottled On: 28 | 07 | 23
Best Before: 28 | 07 | 26



STERKHORN
FINE HANDCRAFTED ALE
Est. 2013
330ml

Best Served Cold or Chilled

It is our top priority to produce nothing but the best tasting beer for our patrons.

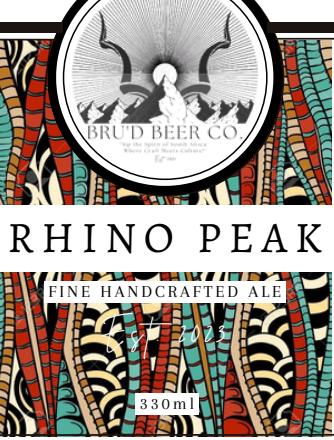
Bru'd.com
El Mirador Airfield, R600
Drakensberg Mountains



Locally brewed in Drakensberg, South Africa.

We are committed to giving you the very best beer we have to offer. Aged and brewed with the very best ingredients.

15.5% ALC/VOL
Bottled On: 28 | 07 | 23
Best Before: 28 | 07 | 26



RHINO PEAK
FINE HANDCRAFTED ALE
Est. 2013
330ml

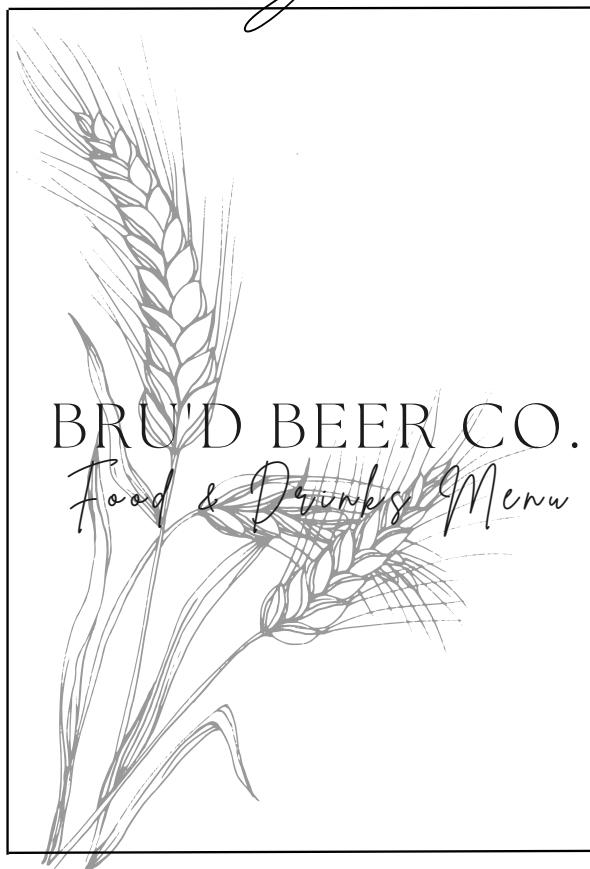
Best Served Cold or Chilled

It is our top priority to produce nothing but the best tasting beer for our patrons.

Bru'd.com
El Mirador Airfield, R600
Drakensberg Mountains



Brewery Menu Design



BRU'D BEER CO. FOOD MENU

PIZZA

MARGHERITA	R98
Tomato and cheese.	
THE DON	R130
Bacon, feta, and avocado.	
LA MIA BELLA NONNA	R125
Bacon, chicken, olives, & mushrooms.	
PEPPERONI	R135
Pepperoni salami, chilli & olives.	
GALLINA	R120
Chicken, peppadews, and avocado.	
HAWAIIAN PIZZA	R105
Ham and pineapple.	
REGINA	R98
Mushrooms and ham.	
FOCACCIA	R85
Herbs and olive oil.	

PANINI/ SANDWICHES

POACHED EGGS AND GRILLED BACON	R40/ R36
GRILLED MUSHROOMS, FETA & PESTO	R42/ R38
COOKED HAM, CHEDDAR, AND EMMENTHALIER WITH TOMATO	R42/ R38
CHICKEN MAYONNAISE	R42/ R38
MOZZARELLA TOMATO AND PESTO	R40/ R36
BRUD CLUB WITH GRILLED CHICKEN BREAST, BACON, LETTUCE, AND TOMATO	R60/ R56
CHICKEN MAYONNAISE AND CHUNKY PERI - PERI	R46/ 42

WRAPS

CHICKEN MAYONNAISE, BACON AND AVOCADO	R55
BRIE, BACON, SWEET ONION MARMALADE, AND LEAVES.	R64
BRIE, ROCKET, TOMATO, BASIL, AND PINE - NUT DRESSING.	R62
RARE ROAST BEEF FILLET WITH MUSTARD, CARAMELISED ONIONS, ROCKET, AND PARMESAN.	R70
GRILLED STEAK WITH MUSHROOMS, FETA, ONION, AND PLUM SAUCE.	R75
SPICED CHICKEN BREAST WRAP WITH AVOCADO, LEAVES, AND RANCH DRESSING.	R67

SALADS

ED'S SALAD	R73
Warm chicken breast, bacon, avocado, feta, sweet onion confit, and croutons.	
BRUD WALDOLF	R55
Blue cheese, roasted pecan praline, and apple.	
CLASSIC	R55
Bacon, avocado, feta, with sweet onion confit and croutons.	
CRUMBED BRIE	R70
With honey, roasted nuts, and onion relish.	
ROASTED VEGETABLES	R58
Butternut, feta, olives, and mixed toasted seeds.	
RARE SLICED BEEF FILLET	R70
Beef fillet with Thai style dressing, pickled ginger, and toasted sesame seeds.	

BRU'D BEER CO.

FOOD MENU

SMALL PLATES

BACON, CHEESE JALAPENO POPPERS	R58
Stuffed with cheddar cheese, and bacon, served with salsa and sour cream.	
CALAMARI	R74
Tender calamari tubes, slightly dusted and served with tartar sauce.	
POTATO SKINS	R65
With Napoli sauce, bacon, and melted cheese, served with sweet chilli sauce.	
STEAK PIECES	R74
Tender strips of beef, tossed in a creamy peri - peri sauce, served with toasted ciabatta.	
CHICKEN STRIPS	R70
Lightly dusted chicken breast strips served with tartar sauce.	

BUILD A BASKET

ONION RINGS	R18
Traditional and crispy.	
COCKTAIL SAUSAGES	R27
Mini juicy pork sausages.	
SAMOOSAS	R32
Traditional Durban style deep fried mince samosas.	
CHICKEN WINGS	R42
RIBLETS	R42
FALAFEL BALLS	R42
Deep fried traditional Middle Eastern chickpea balls.	
CHEESE GRILLERS	R32
Crunchy on the outside	
BOEREWORS BITES	R36
Boerewors bites.	

MAINS

PORK RIBS 500G / KG	R175/ R275
Slow cooked in our sticky BBQ sauce w/ side of choice.	
GRASS FED SIRLOIN STEAK (300g)	R160
Flame grilled with rocket, parmesan shavings and balsamic glaze w/ choice of side.	
FLAME GRILLED HALF CHICKEN	R140
Flamed grilled in lem & herb or peri - peri w/ choice of side.	
CALAMARI	R160
Dusted in seasoned flour and lightly fried, served with tartar sauce and choice of side.	
LOCAL LINE FISH	R150
Fresh fish of the day, grilled with chilli lime glaze and or beer battered w/ choice of side.	

BURGERS

BREWERY BURGER	R95
Homemade 100% beef patty with tomato relish, onion marmalade, lettuce, cheddar cheese on a toasted bun w/ choice of side.	
CLASSIC CHEESEBURGER	R110
Homemade 100% beef patty with lettuce, tomato, mature cheddar, and pickles on a toasted bun w/ choice of side.	
CHICKEN BURGER	R95
Home grilled peri- peri or lemon & herb chicken breast with lettuce, tomato, and mayo on a toasted bun w/ choice of side.	
FALAFEL BURGER	R95
Kale and carrot falafel patty with achar mayo and house slaw on a toasted bun w/ choice of side.	

BRU'D BEER CO. DRINKS MENU

BEER

BRU'D ON TAP

540ML	R40
1L	R70
1.8L	R120

CLEFT PEAK

GENERAL BOTTLES/ CANS

STERKHORN

HEINEKEN

GUINNESS

BUDWEISER

JOHN SMITHS

STELLA ARTOIS

CORONA

CIDERS

FLYING FISH 330ml

RED SQUARE 275ml

SAVANNA LIGHT 330ml

SAVANNA 330ml

BELGRAVIA GIN AND TONIC 275ml

BERNINI BLUSH 250ml

WINE

MERLOT	R75/ R220
Ruby red colour with aromas of red berries, plums, and a touch of oak.	
SAUVIGNON BLANC	R70/ R210
Intensely aromatic with aromas of figs, granadilla, and grapefruit.	
ROBERTSON	R45/ R149
Full bodied wine with flavours of bell pepper, green apple, and cut grass.	
DURBANVILLE DIEMERSDAL	R230
Aromas of ripe fruit.	
SPRINGFIELD LIFE FROM STONI	R99/ R345
Tones of passion fruit.	
NATURAL SWEET ROSE	R45/ R135
Coral colours with a sweet berry flavour.	

COCKTAILS

SIRENS SUNRISE	R145
Aperol, campari, martini, prosecco to spritz and orange juice.	
GOLDEN HOUR	R125
Belvedere vodka, lemon juice, monin vanilla syrup, and pineapple juice	
VIRGIN WINE SPRITZER	R60
VIRGIN MOJITO	R85

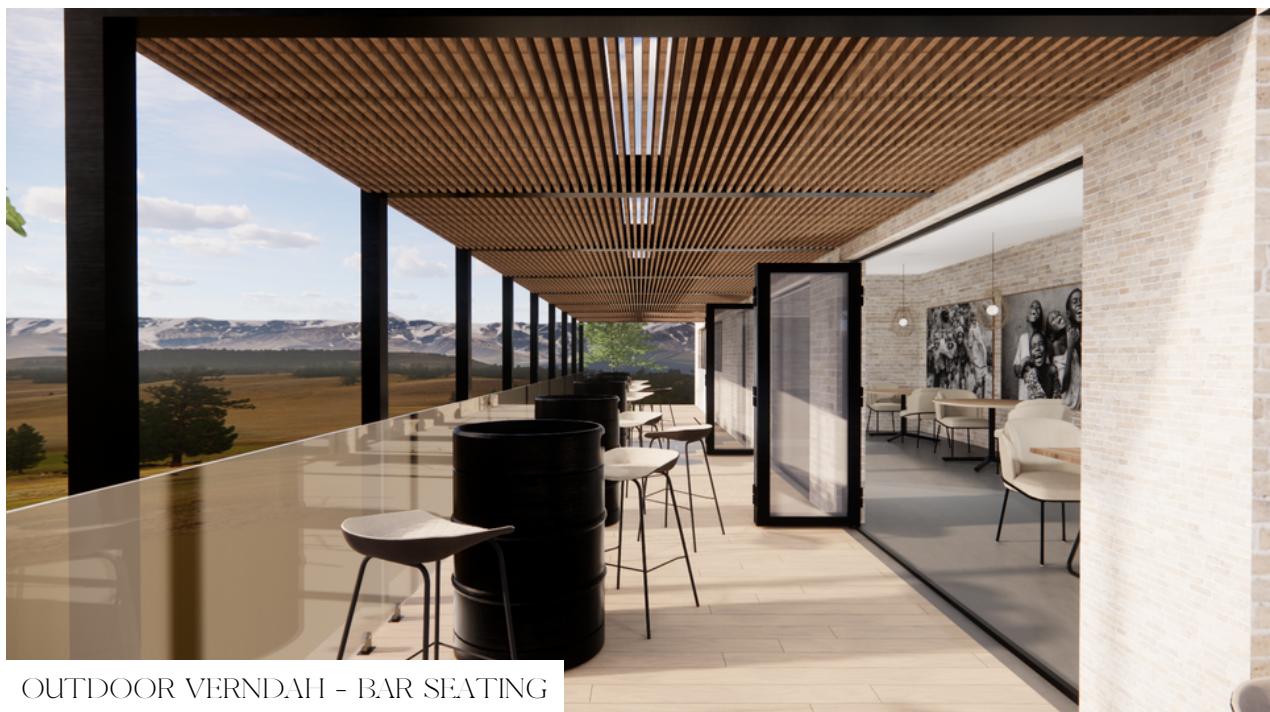
FINAL DESIGN

Renders





OUTDOOR VERANDAH - BENCH SEATING



OUTDOOR VERANDAH - BAR SEATING



OUTDOOR VERANDAH - BENCH SEATING



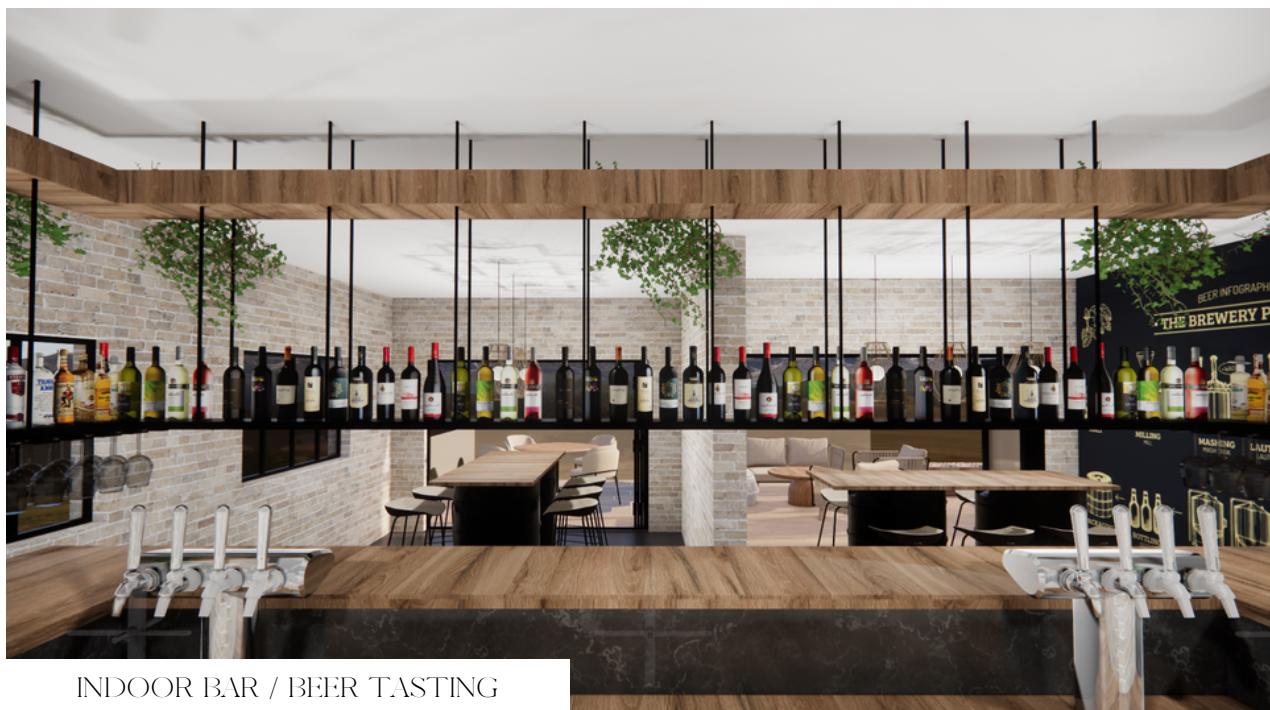
INDOOR SEATING - FAMILY TABLE

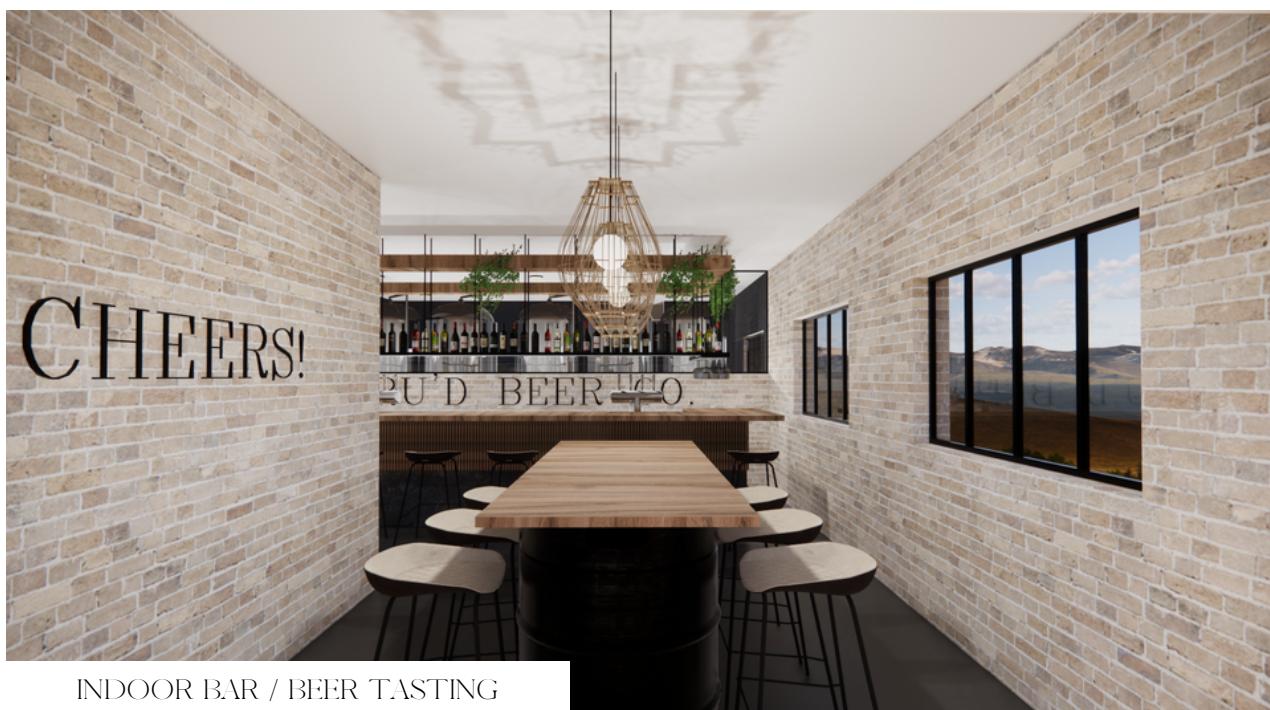
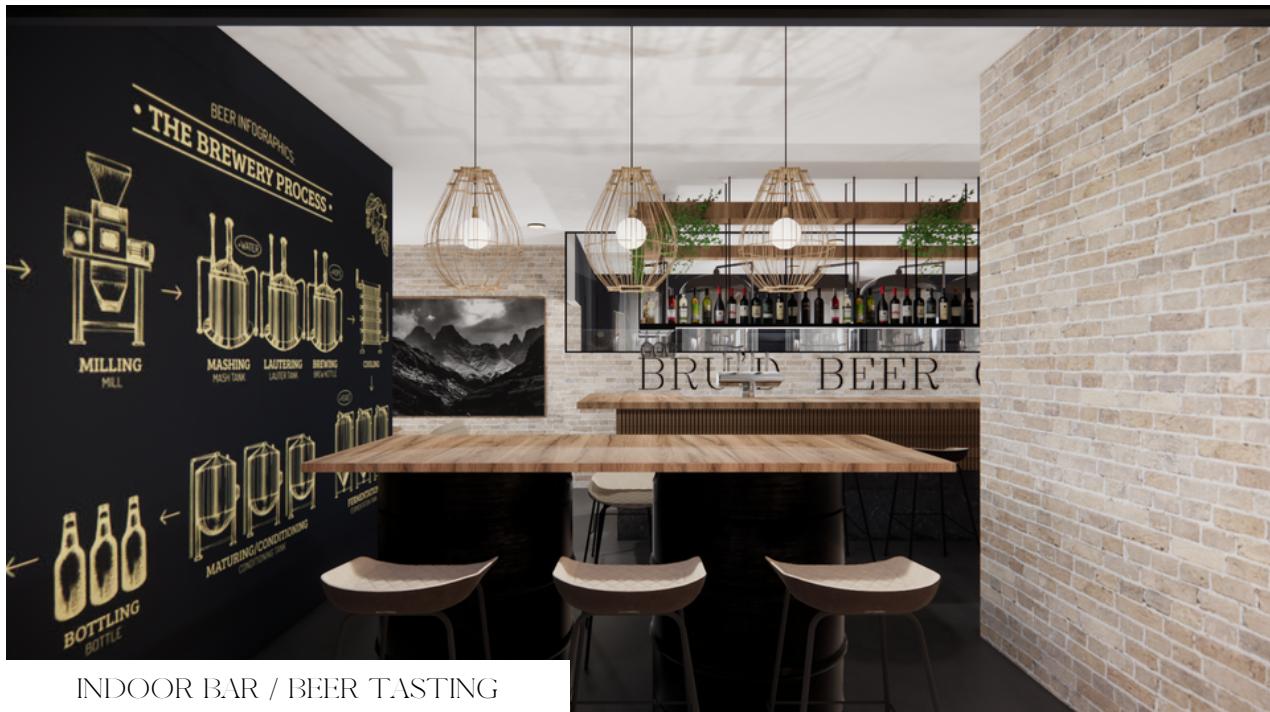


INDOOR/OUTDOOR



INDOOR SEATING - SMALLER TABLE





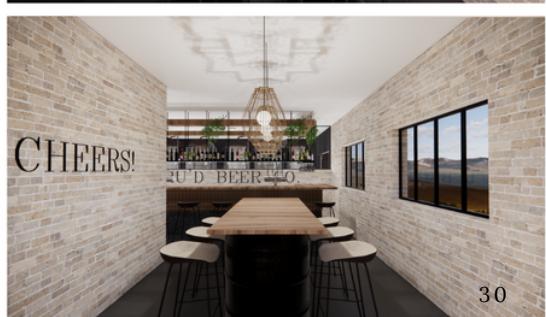
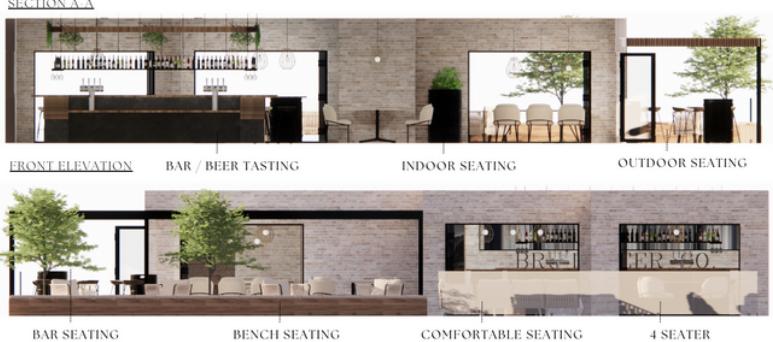
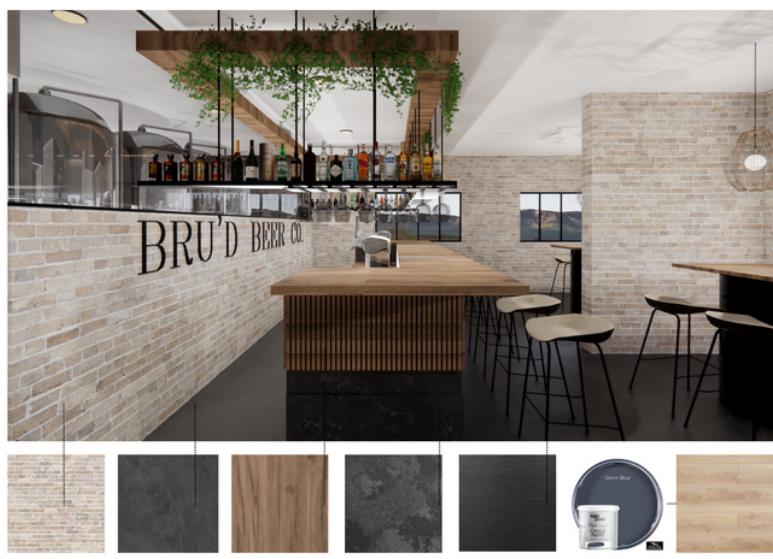
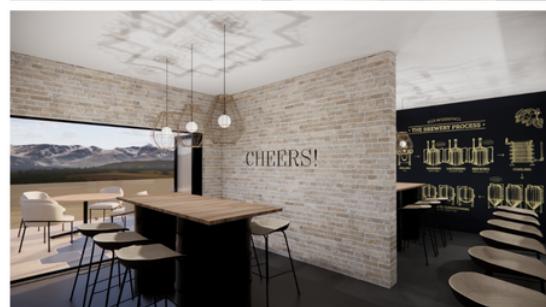
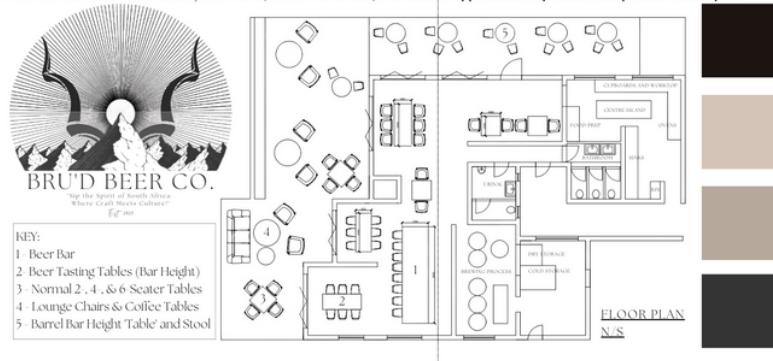


Presentation Boards



'BEYOND BEER!'

Bru'd Beer Co. offers more than just brews that capture the essence of South Africa; it provides an opportunity to **embrace tradition**, embark on an adventure, and create **lasting memories** within the beautiful location in the Drakensberg Mountains. Celebration of the country's rich cultural heritage is through the design of the beer labels. Additionally, Bru'd Beer Co. opens its doors for beer tasting and workshops, allowing visitors to witness the **craftsmanship** behind their favourite brews. Bru'd Beer Co. takes a **socially responsible** approach by launching an **initiative** to address hunger in Africa especially children using its resources to contribute to local communities in need. Through this holistic approach, Bru'd Beer Co. becomes more than just a brewery; it becomes a catalyst for cultural appreciation, exploration, and positive social impact.

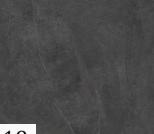




BEER LABELS AND CAPS.



MATERIAL LIST

MATERIAL	SPECIFICATION	REASON
WOOD FURNISHINGS	 <p>MelaWood Supergloss Tunari <u>Supplier:</u> PG Bison <u>Application:</u> Kitchen & Furniture</p>	Durable finish that is scratch and moisture resistant. It goes with the overall colour pallet and earthy aesthetic as it has a raw and natural effect.
FLOORING	 <p>CreteCote Concrete Screed Flooring Charcoal Matt Finish <u>Supplier:</u> Cemcrete</p>	Adds to the overall colour scheme, is eco-friendly, and has sustainable qualities. It has durability, aesthetics, and is easy maintenance.
	 <p>Natura AGT Laminate Flooring Colour: Line Trend <u>Supplier:</u> Curtain and Blind Workshop</p>	Used for its natural beauty, warmth, and inviting ambiance.
METAL FURNISHINGS	 <p>Black aluminium, Finish Brushed <u>Supplier:</u> Leroy Merlin <u>Application:</u> Windows & Lighting, Lockers</p>	Black chosen specifically for sophistication in the overall design and highlights the framing for elements that it is used on. It also has sustainable qualities.
WALLS & CEILINGS	 <p>Light, Limewashed Bricks Rough Finish <u>Supplier:</u> Builders</p>  <p>Fired Earth Chalk Furniture and Wall Paint - Storm Blue (1L) Matt Finish <u>Supplier:</u> Builders</p>	<p>It is a durable material and has components to reduce maintenance, renovation, and refurbishment costs over the lifetime of the building. Enhances the day-time light.</p> <p>Adds to the overall moody colour scheme, darker colours create less maintenance and it long lasting.</p>
BEER BAR	 <p>Mystic Grey Satin THE GRANITE COLLECTION Charcoal Colour <u>Supplier:</u> Rudi's Choice</p>	It reflects unique character, stability, and grandeur and adds to the earthy materials. Beautiful for the bar and is very eye-catching.

PROJECT 2

Skin Clinic

Medical Design

Contents

35
Brief Requirements

36
Research

43
Conceptual Developement

47
Final Design

56
Presentation Boards

58
Materials

THE BRIEF

The **Hillcrest Medicross** is undergoing an **expansion** to **accommodate a cosmetic dermatologist** facility known as the **[Skin Aesthetic] Clinic**. This expansion aims to diversify the range of **medical services** offered at the hospital. **Cosmetic dermatology** encompasses a **variety of treatments** designed to **enhance an individual's personal appearance**, with a particular focus on **addressing facial imperfections**. The treatments provided include **chemical peels, wrinkle fillers, microdermabrasion, and laser resurfacing**. Patients seek advice from the resident dermatologist to determine the most suitable treatments for their needs. Additionally, the clinic features a **selection of skincare products** that will be available at the **Skin Care Bar** within the facility. The **[Skin Aesthetic] Clinic** necessitates an interior environment that combines a **scientific and clinical ambiance** with an element of **delicacy** while focusing on **healing**, and aiming to **achieve a minimum five-star rating on the GBSCA Interior Tool**

SPATIAL REQUIREMENTS

Ground Floor

- Reception and Pay Point
- Waiting area for eight persons
- Skin Care Bar
- Small help-yourself juice bar
- Ablution facilities
- Kitchenette
- Consulting room
- Examination room
- Procedure room
- Medical Sundries Store

First Floor – **Five therapy rooms** for the following treatments:

- Chemical Peels
- Botox and Fillers
- Microdermabrasion
- Laser resurfacing
- Laser hair removal.

(The IIE, 2023).

RESEARCH

Precedent Study *Kindbody - Islyn Studio*

ABOUT:

Designed by: Islyn studio successfully caters to the end-user, creating a **supportive environment** with **organic forms** and **light playfulness** that is conducive to the **well-being of the client** (Calinisan, 2020).

Location: In Flatiron District, **New York City** in 2019.

About: Kindbody is a **women's health and fertility centre** with the goal of **easing the discomfort and uneasiness** often associated with **medical appointments**, especially those related to **fertility** (Calinisan, 2020).

AIM:

Islyn Studio, in 2023, revitalized **traditional medical settings** with a **feminine touch**, emphasizing **flowing curves**, **warm lighting**, **abstract art**, and **organic shapes**. This redesign fosters a **supportive, social atmosphere** that counters isolation. Their identity-focused approach brings **humour and a human touch** to **women's healthcare**, transforming **staff-patient dynamics** and reducing wait times. Harshness gives way to **gentle, instinctive elements**, with wood replacing metal and organic cotton benches

supplanting crinkly paper. Ultimately, the aim was to create a space **mirroring the woman within—confident, assertive, and in control of her journey** (Islyn Studio, 2023).

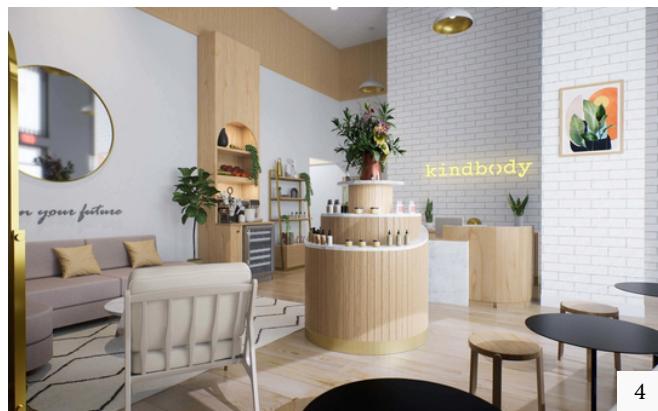




NATURAL LIGHT:

The role of light in our general well-being encompasses its influence on our visual perception of space, its impact on biological processes like hormone production, and its ability to **emotionally shape our mood and overall comfort** (Priya, 2022).

In the Kindbody project, the incorporation of light is realized through expansive **floor-to-ceiling windows** and the **integration of welcoming warm accent lighting** throughout the area, including **pendant lights, ceiling fixtures, and wall sconces**.



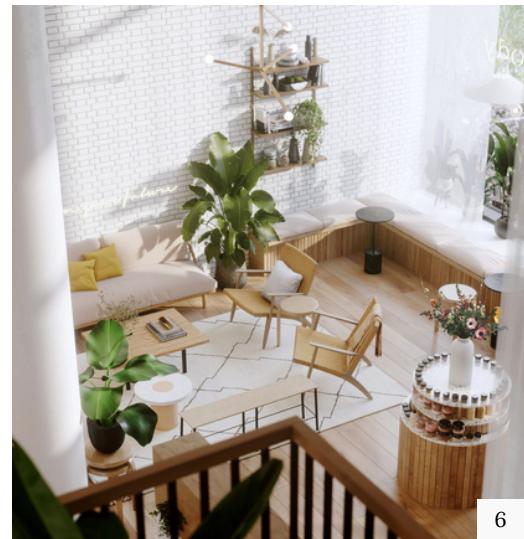
SOOTHING COLOURS:

Color exerts tangible physical effects. **Warm hues** activate the **nervous system**, while **cooler tones** induce a **soothing influence**. To optimize the environment, the **ceiling** and **walls** should be painted in the **same color**, with both surfaces offering a **soft, non-reflective finish**. Consider shades like **coral, colonial green, peach, rose, and pale gold** as excellent choices. Additionally, **blue and green tones** effectively **reduce glare and enhance visual contrast** (Priya, 2022).

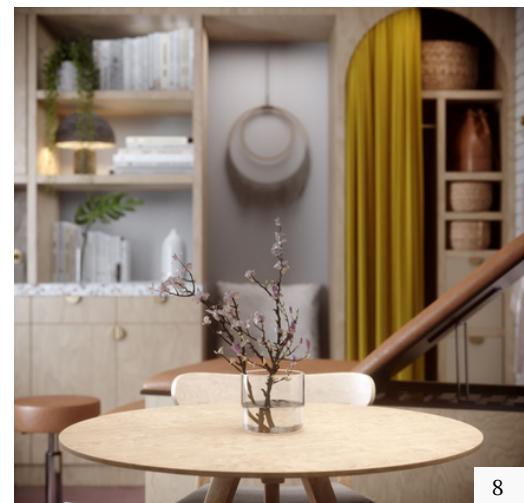
In the Kindbody project, warm tones were incorporated throughout the space, including **coral, colonial green** through the use of **plants, touches of yellow in decor elements, gold in light fixtures and furniture, and a rose hue for room flooring**. Wood tones were also integrated. The interplay between **warm and cool tones** maintains a consistent visual field and fosters a **visually tranquil and inviting atmosphere**.

TEXTURE:

Texture serves diverse purposes, often applied in furnishings, wall coverings, and art installations, with a primary focus on flooring. Within healthcare settings, it's advisable to **select flooring with a medium to medium-dark colour and tone**. Light, overly smooth, highly reflective, or potentially glare-inducing materials like bright or white flooring should be avoided to prevent accidents such as slips and falls. Carpet emerges as a preferred flooring option due to its anti-glare properties and reduced slip risk (Priya, 2022).



In the Kindbody project, texture is integrated into the decor, encompassing elements like **seating, pillows, and curtains**. The waiting room features **medium to dark-toned walls and flooring with a textured finish**, including a **brick finish** on the walls. The **floors are non-reflective, matte, and non-slip**, incorporating carpeting. Overall, a harmonious balance between smooth and textured finishes is achieved.



AROMAS & SENSATIONS

Promoting healing via sensory encounters entails the activation of human senses. The utilization of **natural scents** has the potential to influence the healing journey. The inclusion of **live plants** can further enhance this sensory healing strategy (Priya, 2022).

In the Kindbody project, an abundance of **indoor plants and flowers** are thoughtfully positioned throughout the space. This arrangement offers a range of **natural fragrances and sensations**, potentially fostering a **soothing impact on patients**.

Healing Space

Origin of the word "healing": Anglo-Saxon word 'healen' meaning '**to make whole.**' Healing as harmony of **mind, body, and spirit** distinction between healing and curing. Curing deals with fixed problems, eradicates diseases, and treats symptoms. Healing is more of an **experiential process**. Healing environments is defined as an **organizational culture aiding patient and family recovery from illness-related stress**. Characteristics of healing environments: Nurturing and therapeutic atmosphere. Benefits of well-designed healing environments: **Reduced patients from anxieties and stress. Accelerated recover. Shortened hospital stays. Lessened pain. Promotion of health and well-being.** (Priya, 2022).

Types of Healing Environments

Internal: The internal environment begins with the individual and his or her internal environment. It consists of personal wholeness or the healing thoughts within oneself.

Interpersonal: The interpersonal environment emphasizes enhanced healing outcomes through positive interactions between the healer and the patient.

Behavioural: Behavioural environment talks about the practice of healthy lifestyles that include adequate amounts of exercise, a nutritious and balanced diet, relaxation and stress management, a balance of work and leisure, sufficient sleep, etc.

External: External environment should evoke a sense of serenity and calmness. (Priya, 2022).

Design Principles

- Natural Light
- Soothing Colours
- Textures
- Aromas and Sensations
- Visual Stimuli - Artwork and Wallpaper

Green Star Rating

Thermal Comfort:

- LEED certification allows for various aspects of building design and operation, including occupant comfort.
- Install energy-efficient **HVAC systems**.
- Implementing **zoning and advanced controls**, choosing **sustainable materials** throughout furniture and decor, and promoting **natural daylight** and views with **large windows**.
- Conduct thermal comfort surveys, educate staff, and monitor energy usage to optimize your HVAC system's performance.
- **Maintain high indoor air quality** and collaborate with professionals experienced in green building practices.

Lighting Comfort:

- Create well-lit spaces that cater to occupants' lighting needs, the space needs to adhere to industry standards for appropriate lighting levels.
- Opt for **energy-efficient lighting** with controls like **dimmers and motion sensors** which can be placed in each room, harness natural light with large windows, and employ zoning for adaptable lighting.
- Consider **task-specific lighting** and **glare control** and use lighting quality and occupant feedback to guide your design in each room.
- Implement **daylight saving systems** and seek professional input for optimal results.

Visual Comfort:

- Prioritizing **natural daylighting**, optimize views through **well-placed windows**, and **control glare** with **effective shading measures**.
- Shading measures could be **window coverings or vertical shading design features** like wooden slats.
- Implement lighting controls, task-specific lighting, and lighting quality considerations, adhering to recognized visual comfort guidelines.

(Green Building Council South Africa, 2023).

Acoustic Quality:

- Employ sound isolation by applying wall **acoustic materials, room acoustic enhancements, and HVAC system noise control** as necessary.
- Consider noise control strategies and sound masking, if applicable. Regular acoustic testing and occupant surveys can verify the space's acoustic performance and identify areas for improvement.

Reduced Exposure to Air Pollutants:

- Prioritize occupant health through improved indoor air quality, begin by eliminating or minimizing potential sources of indoor pollutants with **low-VOC materials and effective ventilation systems**.
- Implement air quality monitoring and ventilation strategies, control humidity levels with implemented **air conditions**, and, where necessary, address radon exposure by implemented **no smoking polies**.
- Educate occupants on the importance of **indoor air quality** and encourage sustainable commuting.

Ergonomics:

- Focus on selecting **ergonomic furniture and equipment** that support proper posture and comfort. This could include comfortable, recline furniture options.
- Arrange workspaces to encourage good ergonomics and provide training to educate employees on ergonomically correct practices.
- Emphasize adjustability and ergonomic assessments, ensuring that workstations can be customized to suit individual needs.
- Possibly by the design of each workstation and the function it serves according to the need of the individual for example, different storage options.
- Incorporate health and wellness programs, as well as **biophilic design** elements to enhance overall well-being.
- Design **task-specific spaces** and ensure accessibility.

Indoor Plants:

- Provide occupants with a connection to nature, carefully select a variety of **indoor plants** known for their air-purifying and aesthetic qualities.
- These plants can be: **areca palm, snake plant, money plant, peace lily**, and the **spider plant**.
- **Position** these plants strategically throughout the space, considering natural light and airflow.
- Monitor indoor air quality. (Green Building Council South Africa, 2023).

Furniture & Assemblies:

- Prioritize eco-friendly choices. Select furniture made from **recycled or sustainable materials** and opt for pieces with certifications.
- Minimize environmental impact by choosing **durable, long-lasting options** that reduce the need for frequent replacements, and consider refurbishing or reusing existing furniture where possible.
- **Recycled and sustainable materials** include wood, bamboo, adobe, coconut, bio-plastics, stainless steel, recycled plastics, and aluminium.

Floor Coverings:

- Prioritize **environmentally friendly options**.
- Opt for flooring materials with **low VOC** (volatile organic compounds) emissions to ensure better indoor air quality.
- Choose eco-certified products, which ensures **low chemical emissions**.
- Prioritize recycled or reclaimed materials, like recycled glass, metal, or **reclaimed wood**, to reduce environmental impact.
- Select durable flooring that requires less frequent replacement, thus decreasing waste.
- **Durable flooring** solutions include **resilient flooring/vinyl, ceramic and porcelain tiles, laminate, solid hardwood, concrete, natural stone tiles**.

Wall Coverings:

- Prioritize **eco-conscious choices**.
- Opt for wall coverings made from **recycled or sustainable materials**, such as reclaimed wood, recycled glass, or **low-impact paints and adhesives**.
- Look for certifications like GREENGUARD, which validate **low emissions** and **sustainable production**.
- Choose **durable wall coverings** that require less frequent replacement, reducing waste and environmental impact.

Local Sourcing:

- Prioritize materials and products that are sourced from **nearby suppliers**.
- This approach reduces transportation emissions and environmental impacts associated with long-distance shipping.
- Establish relationships with local suppliers who offer sustainable, eco-friendly options that align with your project's goals.
- Emphasize the use of regional materials and products, supporting the local economy while minimizing the carbon footprint associated with transportation.

(Green Building Council South Africa, 2023).

CONCEPTS

Mood Board



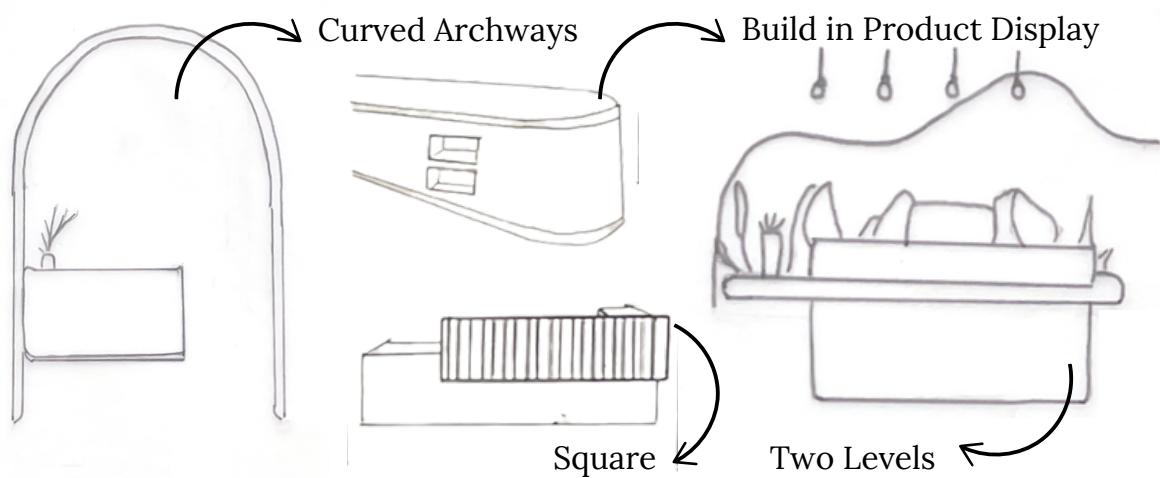
A Feminine Oasis

The **colour scheme** of this concept predominantly incorporates **soft and soothing pastel shades**, with gentle pastel pinks, lavenders, and light greens. These colours evoke feelings of **calm, peace, and femininity**, creating a **visually harmonious** and **healing environment**.

Sketches / Concept

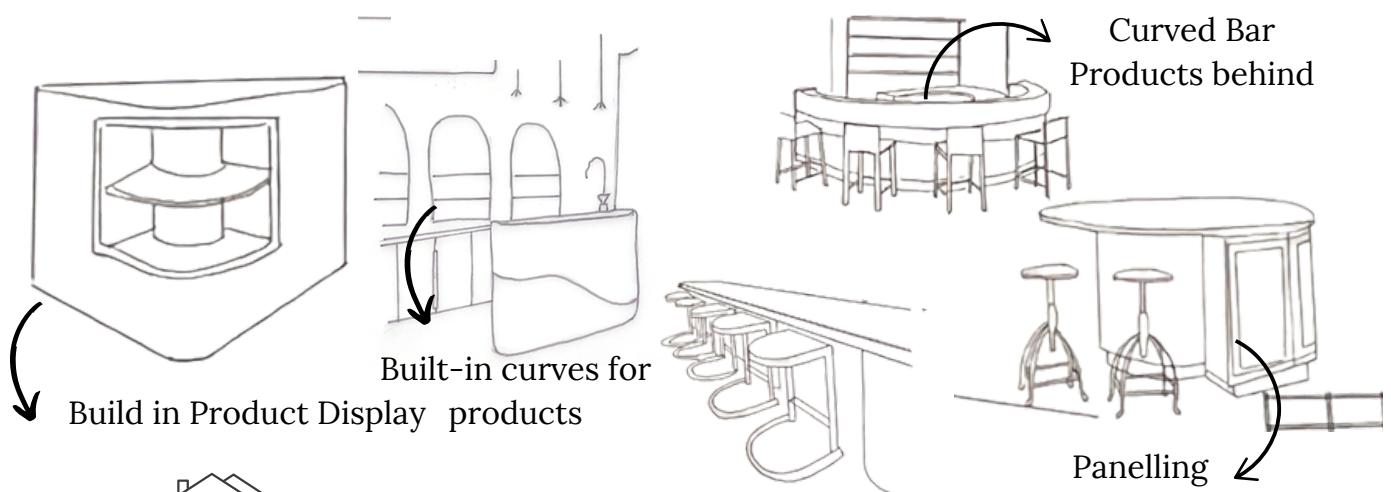
RECEPTION & PAY POINT

The reception and pay point area will be a **simple but elegant design** with a **curved shaped design** for the desk. It will be combined with **wood, marble countertops, with a bit of gold for detail**. Behind the counter will have a **floral/feminine backdrop** that sets the **mood for the rest of the skin clinic**. This will emphasize on the **colour scheme** and create a **calming mood** for when customers walk in.



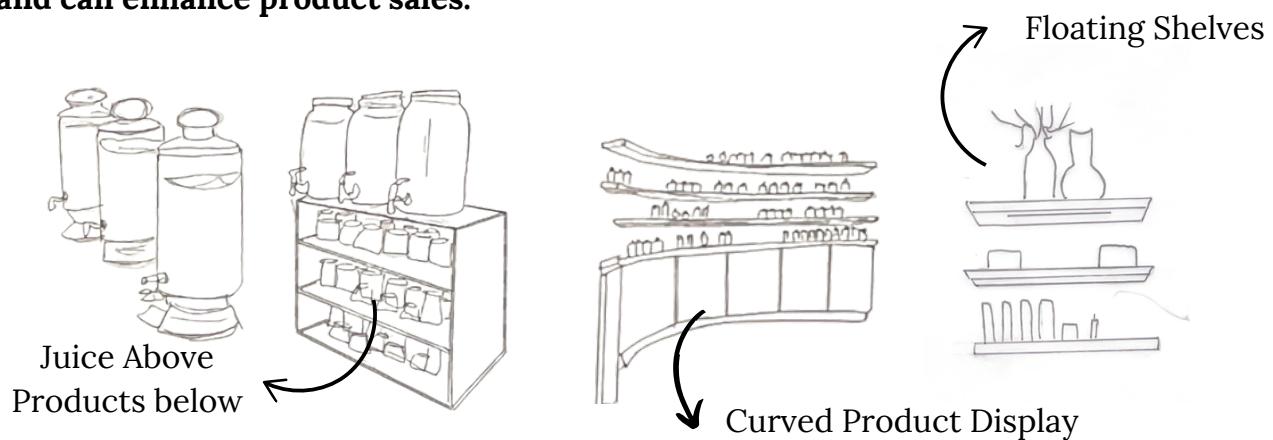
SKIN CARE BAR

The skin bar will have a similar design to the reception desk to continue the **same curved design feature** throughout the skin clinic. It will be in the **same colours, pink and marble, with maybe a touch of gold**, used in the decor on it. For example, the **mirrors and tap for the sink**. The **bar chairs** will be **round with thin legs** in gold. Behind the bar will be a wall with **wooden slats painted a beige colour with products displayed**. This will allow the pink bar to stand out making the bar the **focal point**.



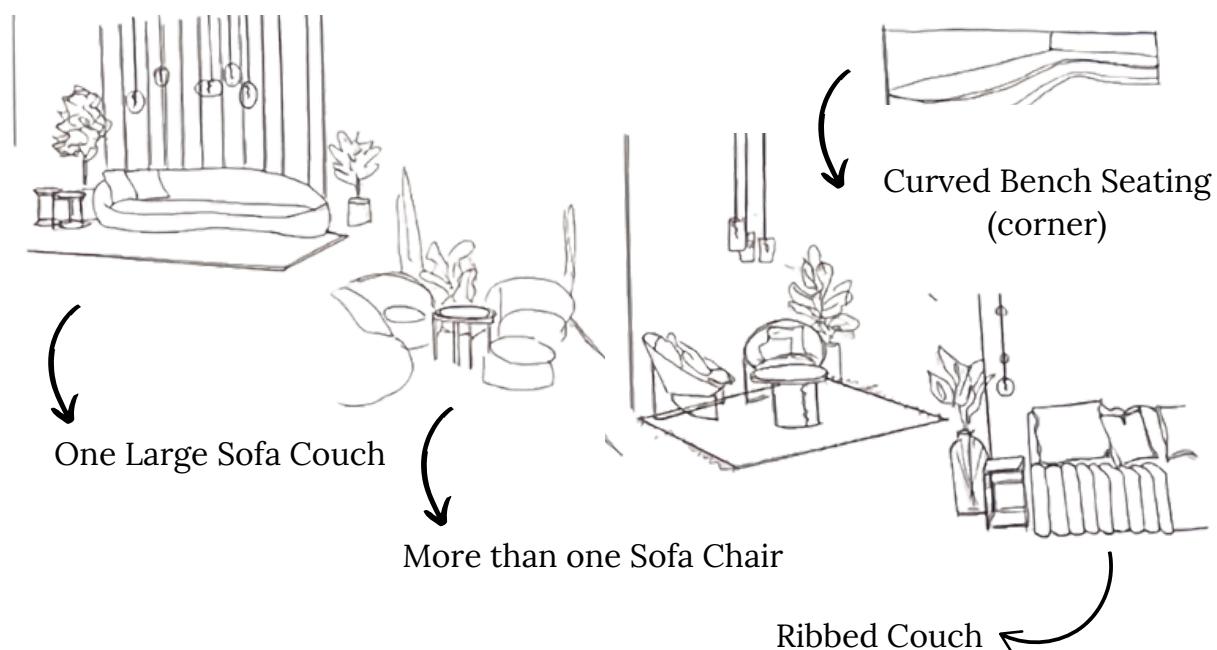
JUICE BAR & PRODUCT DISPLAY

Product display will be simple with **wooden shelving**, however, with **curves on each side to continue the same curved design throughout**. 3 - 4 shelves will allow all the products to be displayed. Next to it will be a round table with a beautiful diamond shape as its base to continue that **feminine design throughout**. This will be next to the skin bar and waiting area for it to be in **close proximity to customers waiting and can enhance product sales**.



WAITING AREA

Waiting area will be **simple design** with **one large sofa couches and some chairs**. This will be staggered for the waiting room to be by the reception desk and **directly outside of the rooms**. This will then allow for the customers to know which room they are going into. Material will be **suede and comfortable**.



Design Rationale

'ELYSIASKIN'

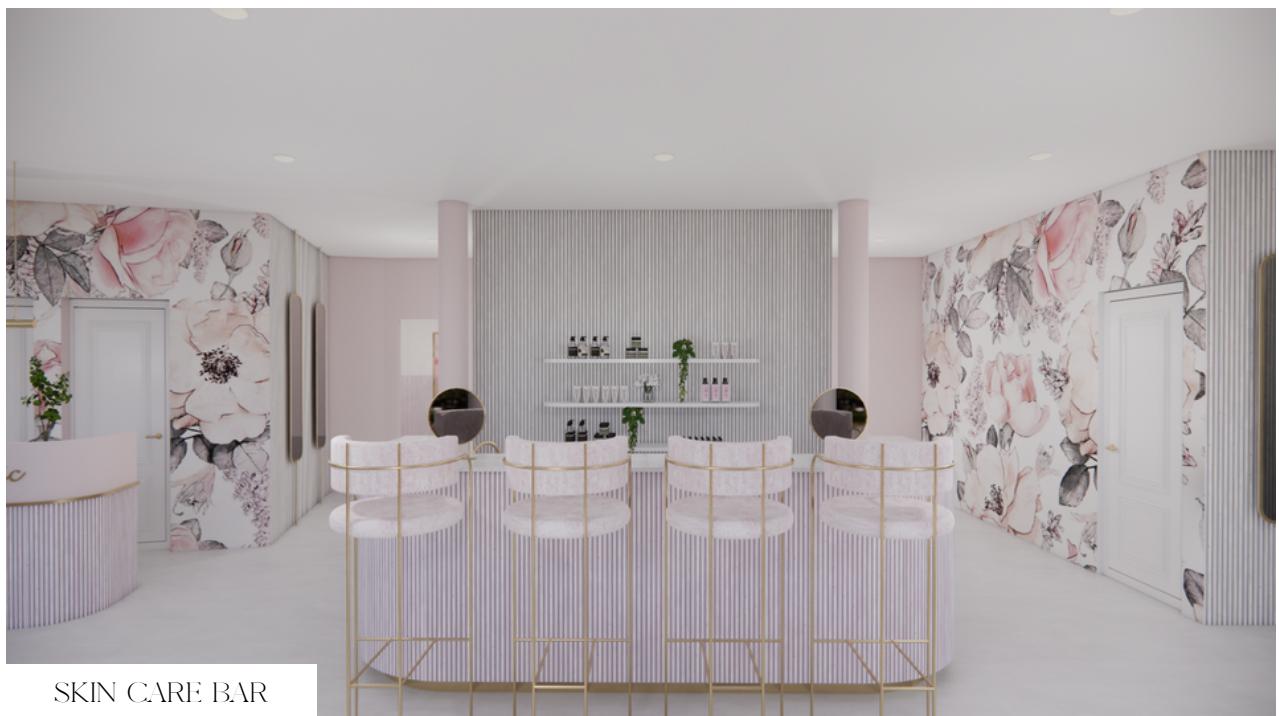
"WHERE HEALING MEETS BEAUTY"

ElysiaSkin redefines **beauty and wellness**. The feminine colour palette and nurturing atmosphere embody the essence of healing – **making you whole in mind, body, and spirit**. It is **distinguished between curing and healing**, offering an **experiential process** that **reduces anxieties, accelerates recovery, and lessens pain**. ElysiaSkin is a healing environment where **personalized care, mindful rejuvenation, and sensory delight** come together. Our mission is to promote not just skincare but **overall well-being, providing a sanctuary where every visit is a transformative experience**.

FINAL DESIGN

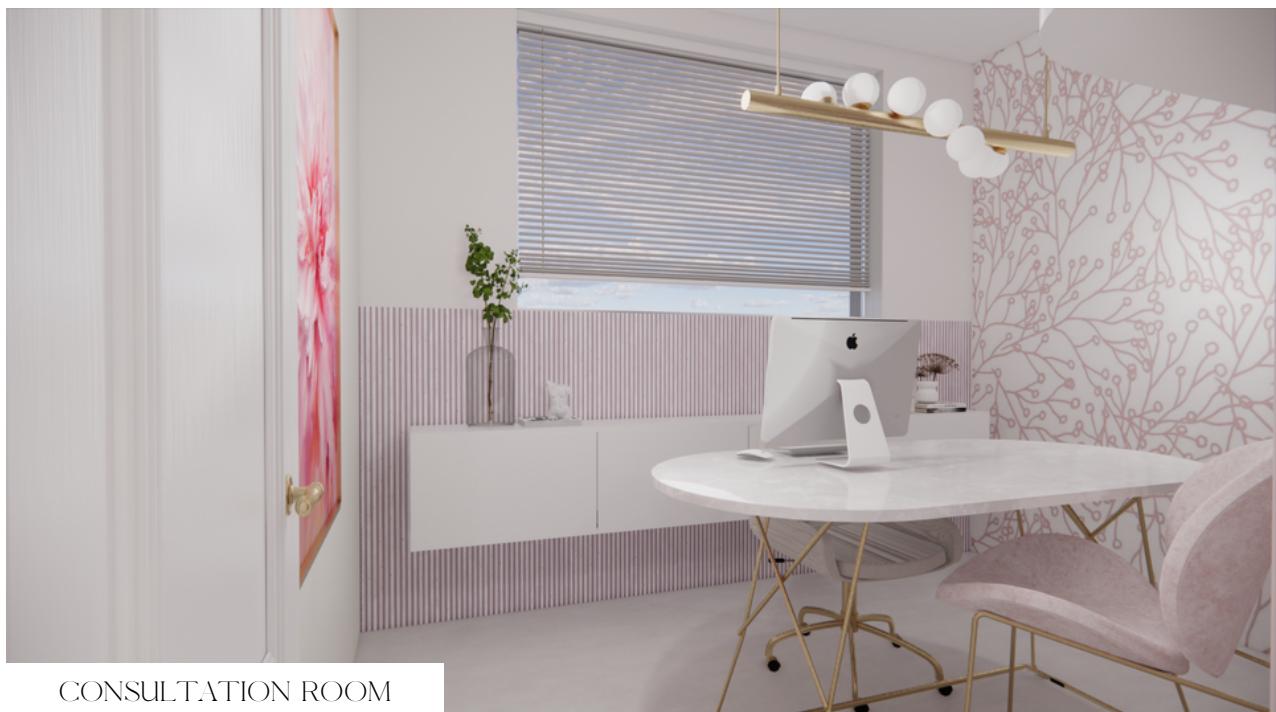
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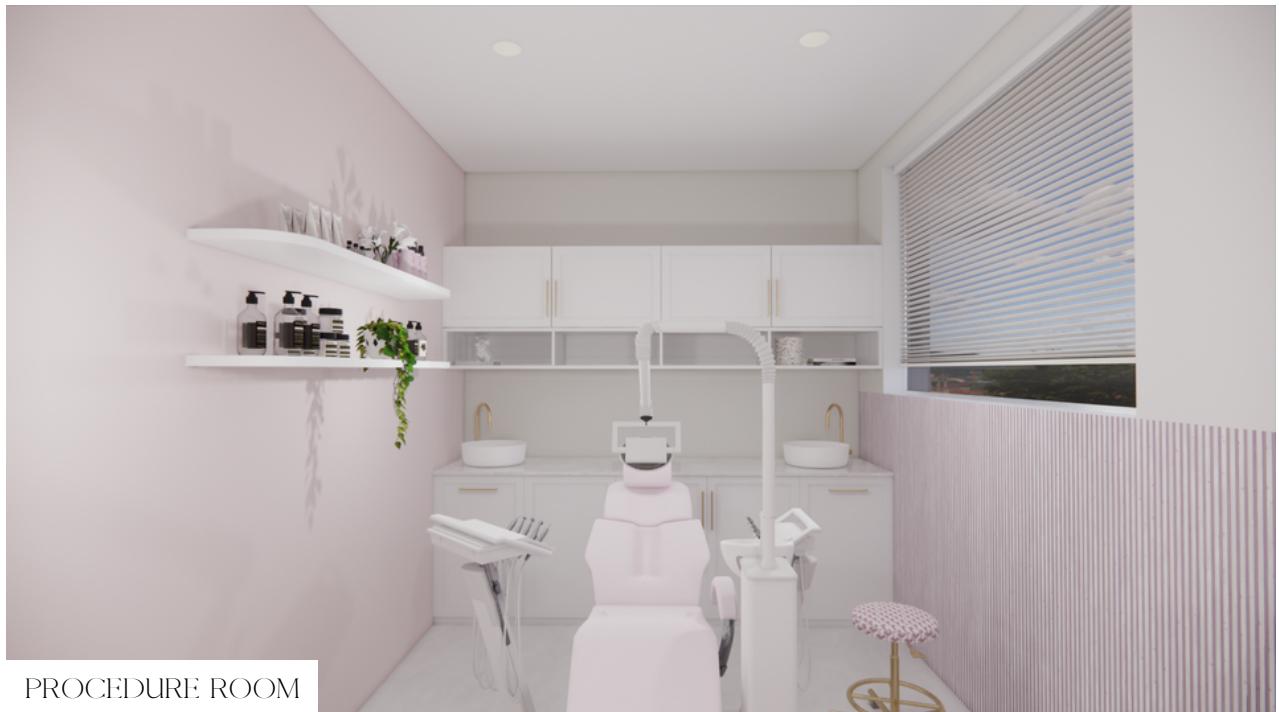




WAITING AREA / CONSULTATION ROOM



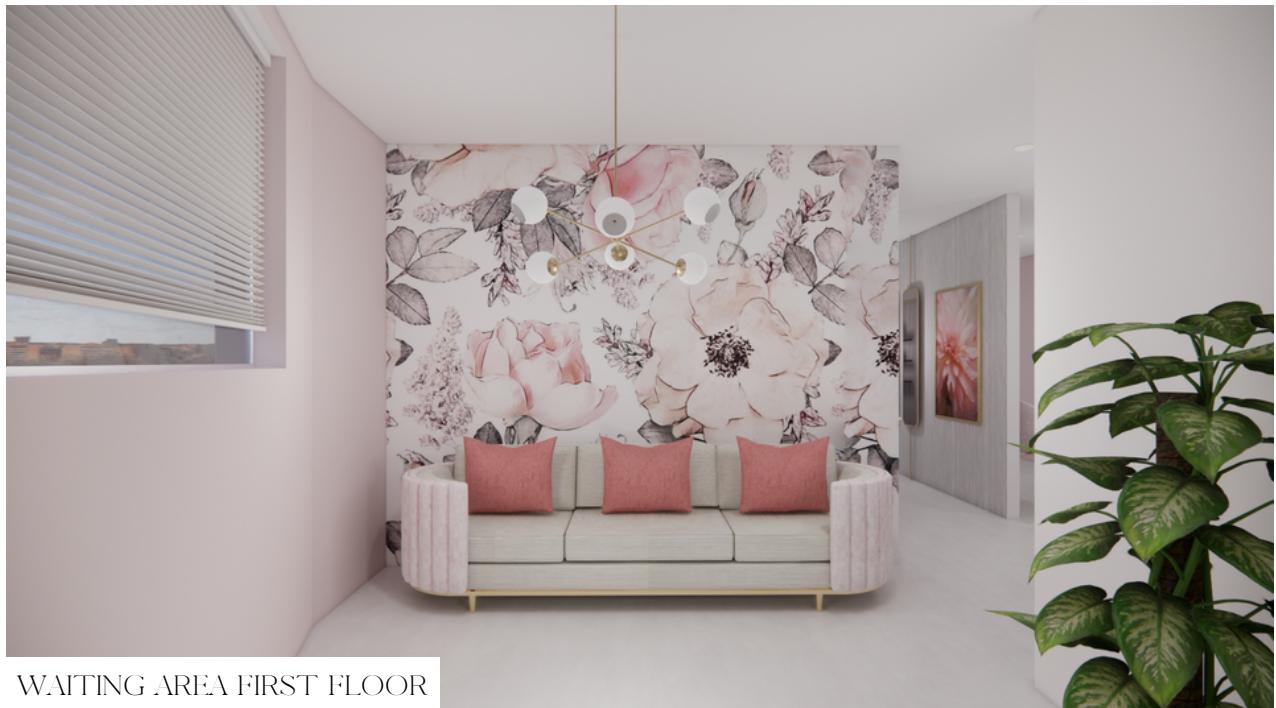
CONSULTATION ROOM



PROCEDURE ROOM



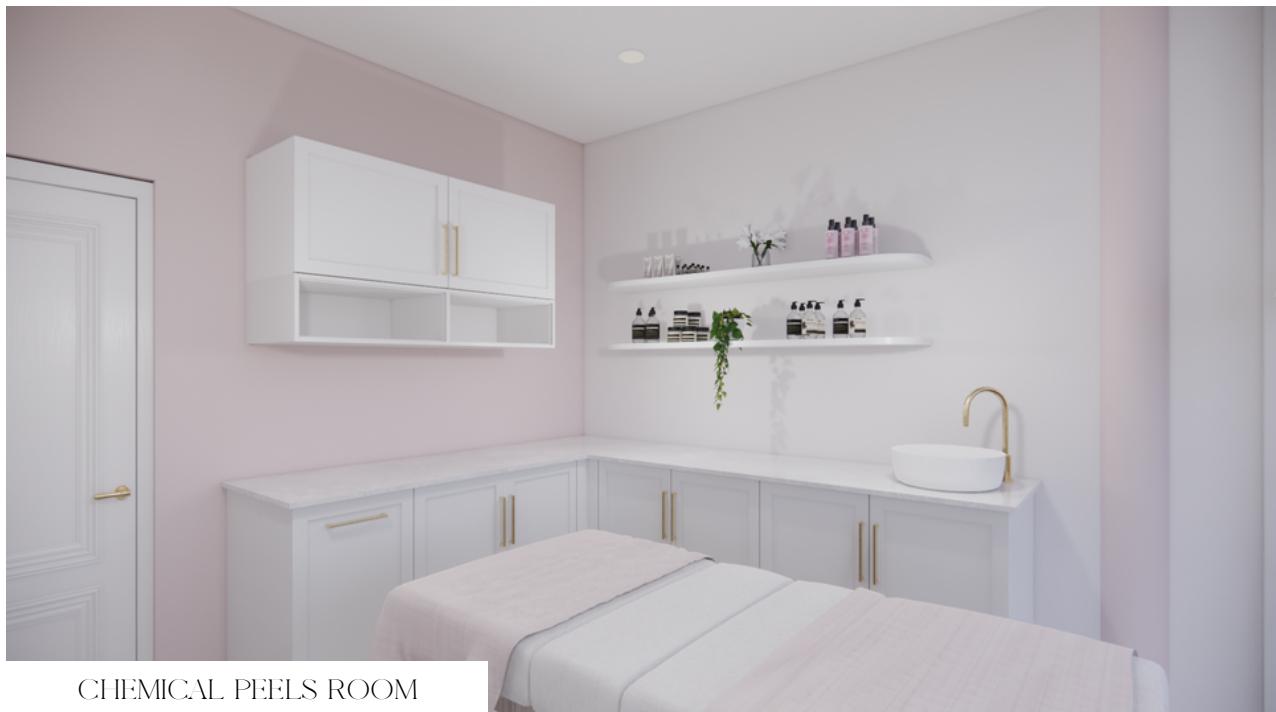
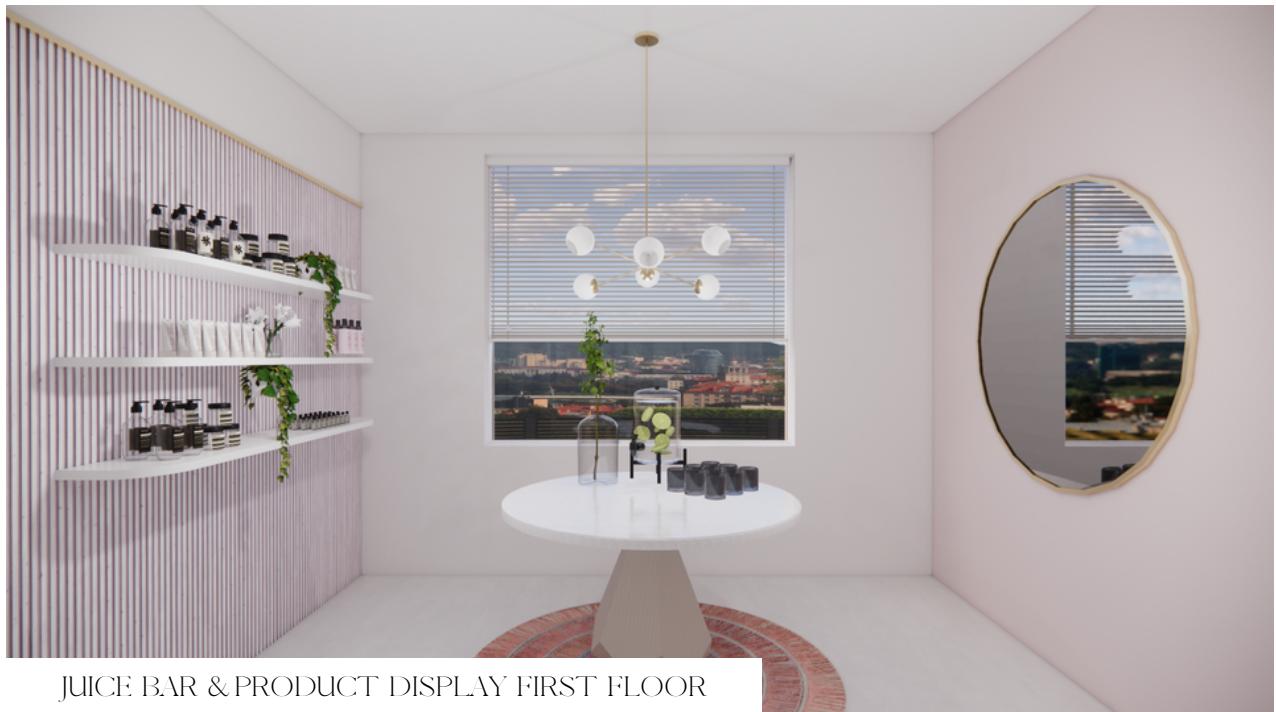




WAITING AREA FIRST FLOOR



FIRST FLOOR







BOTOX & FILLERS ROOM



MIRCRODERMABRASION ROOM

Presentation Boards



KEY:

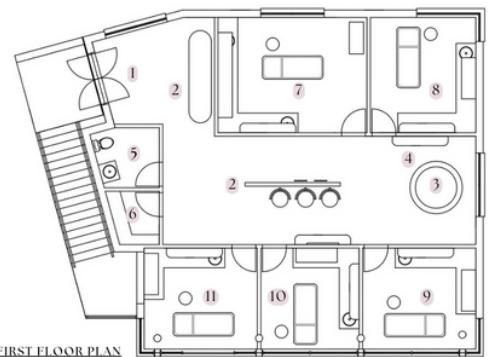
- 1 - Entrance to First Floor
- 2 - Waiting Area
- 3 - Help Yourself Juice Bar
- 4 - Product Display
- 5 - Ablution
- 6 - Medical Sundries Storeroom
- 7 - Botox & Fillers Room
- 8 - Microdermabrasion Room
- 9 - Laser Hair Removal Room
- 10 - Chemical Peels Room
- 11 - Laser Resurfacing Room

Senses

Vision - Feeling positive.

Touch - Away for customers to adapt to their environment.

Smell - Beautiful scents to create a calming & healing environment.



FIRST FLOOR PLAN

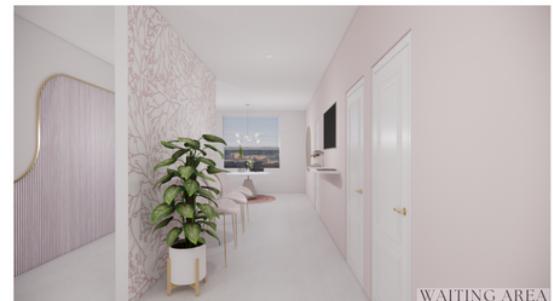
Greenery White Light Green Blush Pink Beige Baby Pink



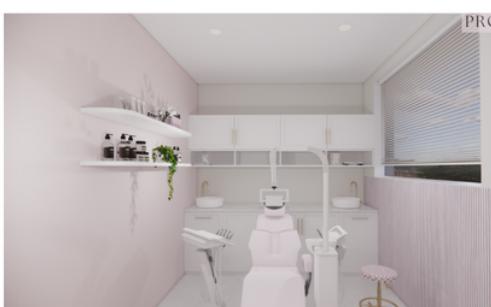
WAITING AREA



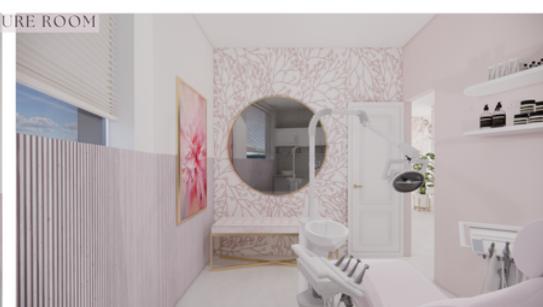
JUICE BAR & PRODUCT DISPLAY



WAITING AREA

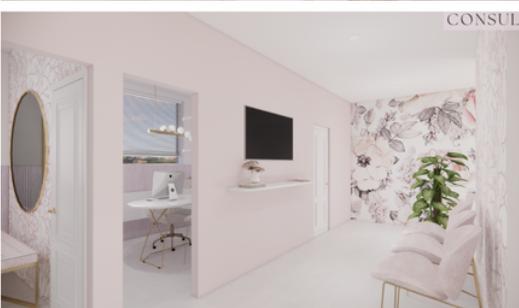


PROCEDURE ROOM



Healing Factors

- Open Spaces
- Biophilic Design
- Lighting
- Materials & Furniture
- Simple Design
- Colour Palette
- Visual Stimuli
- Texture

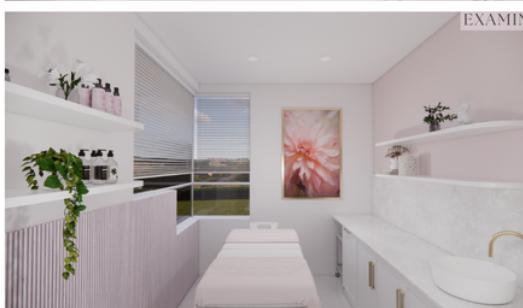


CONSULTATION ROOM



Materials

- Seated Concrete
- Blush Pink Paint
- White Paint
- Polished Gold
- Pink Jade Fabric
- Marble Stone
- Floral Wallpaper
- White Cotton



EXAMINATION ROOM



KEY:

- 1 - Entrance to First Floor
- 2 - Waiting Area
- 3 - Help Yourself/Juice Bar
- 4 - Product Display
- 5 - Ablution
- 6 - Medical Sundries Storeroom
- 7 - Botox & Fillers Room
- 8 - Microdermabrasion Room
- 9 - Laser Hair Removal Room
- 10 - Chemical Peels Room
- 11 - Laser Resurfacing Room

Senses

- Vision** - Feeling positive.
- Touch** - A way for customers to adapt to their environment.
- Smell** - Beautiful scents to create a calming & healing environment.

FIRST FLOOR PLAN
N-S

Color palette: Greenery, White, Light Grey, Blush Pink, Beige, Baby Pink

WAITING AREA

JUICE BAR & PRODUCT DISPLAY

Green Star Ratings

- Thermal Comfort** - Natural; Daylight, Ventilation, & HVAC
- Lighting Comfort** - Natural Lighting, Dimmers & Motion Sensors, Glare Control
- Ergonomics** - Simple Design & Open Spaces, Task Specific
- Visual Comfort** - Shading Measures & Daytime Lighting
- Indoor Plants** - Biophilic Design throughout the space
- Furniture & Assemblies** - Local, Natural, and Sustainable
- Flooring** - Environmentally Friendly, Durable Flooring
- Wall Coverings** - Acoustic Properties and Environmentally Friendly
- Acoustic Quality** - Noise Control in Wall Coverings, HVAC

Section A - A
N-S

LASER RESURFACING ROOM

MICRODERMABRASION ROOM

CHEMICAL PEELS ROOM

BOTOX & FILLERS ROOM

LASER HAIR REMOVAL ROOM

STAIRS TO FIRST FLOOR

RECEPTION

WAITING AREA & SKIN CARE BAR

JUICE BAR

PRODUCT DISPLAY

MATERIAL LIST

MATERIAL	SPECIFICATION	REASON
FLOORING	 <p>Johnson Tiles ZR-985 Zorah Tiles - Light Grey (400 x 400mm) <u>Supplier:</u> Builders</p>	Durable finish that is timeless, elegant touch to this modern, feminine design. Floors add contrast to the bright interior.
WALL COVERINGS	 <p>Fired Earth Chalk Furniture and Wall Paint - Bastille Pink (1L) <u>Supplier:</u> Builders</p>	Adds to the overall colour scheme, is eco-friendly, and has sustainable qualities. It is slip-resistant, ensuring safety around all water features.
	 <p>Wall Paneling Slatted Birch T10mm x W113mm x L2400m Code:SKU 81481660 <u>Supplier:</u> Leroy Merlin</p>	The wooden slats add depth, texture, and is a design features throughout the design. The slats will be sprayed in white colour below, and pink paint above.
	 <p>Fired Earth Chalk Furniture and Wall Paint - Pure White(1L) <u>Supplier:</u> Builders</p>	Adds to the overall colour scheme, is eco-friendly, and has sustainable qualities. It is slip-resistant, ensuring safety around all water features.
	 <p>Floral Wallpaper Colour: Pink Floral <u>Supplier:</u> Sticky Things</p>	The wallpaper has a fine texture to it with lots of colour. Chosen specifically for its florals and colours, it adds to the overall colour scheme and add some pattern to the design.
BEDS	 <p>Cotton Knit White Colour: White <u>Supplier:</u> Ragland Suppliers</p>	Beds are covered in a white cotton material, that is comfortable and lasts long. This adds to the overall colour scheme.
COUNTERTOPS	 <p>Porcelain Calacatta Matte L60cm x W20cm Code:SKU 81479472 <u>Supplier:</u> Stone Slabs</p>	Excellent resistance to scratching, impacts and common stains, and is not affected by the moisture. Adds a sense of elegance to the design.
CUPBOARDS	 <p>Ice Berg White Sprayed Melawood Supergloss <u>Supplier:</u> PG Bison</p>	Durable finish that is scratch and moisture resistant. It goes with the overall colour palette and adds contrast to the beige colours scheme.
FURNITURE	 <p>Bella Rosa Plain Velvet 140cm Rose Cloud <u>Supplier:</u> Ragland Suppliers</p>	Pink suede material used for its comfort and material quality. It adds texture and colour to the design.
	 <p><u>Polished Gold</u> <u>Supplier:</u> Leroy Merlin <u>Application:</u> Hardware, Furniture, Lighting</p>	Beautiful material. Adds to the colour scheme and adds a sense of elegance and sophistication to the whole design.



PROJECT 3

Inclusive Home

Residential Design

Contents

61

Brief Requirements

62

Research

67

Client Analysis

69

Conceptual Development

73

Final Design

80

Presentation Boards

82

Materials

THE BRIEF

The clients, **Zara (35)** and **Sam (40)**, bring **unique occupational backgrounds** as a **Graphic Designer** and **owner of a solar energy solutions company**, respectively. The project's **focal point** is **addressing Zara's limited mobility due to a congenital joint condition**. She relies on **forearm crutches** and **can't stand or walk for extended periods**. The **aim** is to **renovate their newly purchased house** into an **inclusive and functional living space**, accommodating Zara's needs while **reflecting their style**. The design should offer Zara **comfortable and independent movement** while **maintaining aesthetics and functionality**. The house has **three bedrooms**; **two** are required for **sleeping**, and the **third** needs conversion into Zara's **home office**. **Structural modifications** are **allowed internally**, except for external walls, with **justifiable changes to windows and doors**. The design must **prioritize accessibility, safety, functionality, comfort**, and the **contemporary open style** the clients prefer. While **no fixed budget** is given, a **balanced, mid-level cost approach is encouraged**.

SPATIAL REQUIREMENTS

- Bedrooms
- Home Office
- Kitchen
- Living Areas
- Bathrooms
- Hallways and Doorways
- Furniture and Accessories
- Safety Features
- Window and Door Modifications

(The IIE, 2023).

RESEARCH

Precedent Study Contemporary House

ABOUT THE HOUSE:

Designed by: **Otto Walker Architects** with interiors by **Studio McGee**.

Location: In the mountain community of Deer Valley, near Park City, **Utah**.

Aim: **Cohesive living areas** using a **simplified colour scheme**, resulting in a **sleek and unified aesthetic**. The designer ingeniously incorporated **captivating shapes, layers, and textures** to maintain an **engaging atmosphere** while adhering to a **strict colour palette**.

What the space offers:

Crisp, modern lines and a **neutral colour palette** that has been gently enriched through the addition of **various textures**. Incorporation of **cozy elements** and **accent pieces**, imparting a **welcoming ambiance** that permeates this residence in Utah.



LIVING ROOM:

- **Fireplace** displays **exterior stone** - echoed in the **cast stone** surround with a **square-edged trim** detail.
- Given the **interconnected layout** of the **dining room, kitchen, and living room**, the designer opted for **cohesive materials throughout**.
- Colour scheme: **neutral**, featuring **various textural layers** and **subtle pillow patterns**.
- A **draped throw** on the back of the sofa serves both as a **divider** and **adds texture to the space**.



HEARTH ROOM:

- **Back wall** is adorned with **vertical paneling**, while the **fireplace** incorporates **playful ceramic fireballs**, giving it a **contemporary twist** and a **heightened sense of proportion**.
- **Built-in bookshelves** arranged **asymmetrically**, drawing attention to a vase for a modern touch.
- Wall colour is **Swiss Coffee OC-45**, and **Natural Cream OC-14** accents the window trim.





4



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10



11



12



13

In the home office, the **desk takes center stage** as the focal point. The addition of **grasscloth wallpaper** adds a **tactile layer** of richness to the space. In the laundry room, **white oak cabinetry** and a **jute rug placed** on the gray slate tile floor bring in **textural elements**. A **white subway tile backsplash** contributes to a **refreshing** and **composed atmosphere** in the room.



The **primary bedroom** features **high vaulted ceilings** adorned with **oak wooden beams** and **centered around a concrete fireplace**. To harmonize with these soaring ceilings, an **abstract painting** adorns the wall above the bed. Consistent with the owner's preference for **soft, muted colours** and **warm wood tones**, the bedroom continues this theme, resulting in a **calm and welcoming atmosphere**.

In the **bathroom**, you'll find **marble flooring, countertops, and shower walls**. Above the **floating vanity**, an **elongated mirror** and **linear sconces** have been selected to complement the window. Adding **vibrancy** to this modern and sleek space is a **vintage rug, accompanied by textural accents**. Adjacent to the soaking tub, a vintage chair adds personality to the clean background, serving as a convenient spot for bath salts and towels.

Inclusive Home:

An inclusive home diverges from a standard residence through its design that caters to **diverse abilities** and **accessibility requirements**. It **encompasses universal design principles**, featuring widened spaces, ramps replacing stairs, lower counters, and adaptable features. Safety is prioritized with **slip-resistant flooring** and **well-placed lighting**, while **ergonomic furniture** and **smart technology** enhance functionality. The design **balances aesthetics with usability**, fostering independence and quality of life for all occupants. Inclusive homes reflect a **mindful approach** that **considers the needs and preferences of individuals**, ensuring a **welcoming, safe, and functional living environment** for everyone, regardless of their abilities.

Disability & Impact:

In consideration of Zara's limited mobility, the interior design must prioritize **easy movement**. Adequate space for her **forearm crutches** and **comfortable maneuvering** is **crucial in hallways, doorways, and pathways**. Accessibility remains a cornerstone, necessitating the incorporation of features like ramps for entryways and the **removal of obstacles throughout the home**. Zara's work-from-home arrangement requires an **ergonomic and functional office space**, while the **bedrooms demand designs considering her mobility needs**. Bathrooms should be adapted with **grab bars** and **accessible features**, and the **kitchen** must facilitate **meal preparation**. The **living area** should **blend mobility and comfort**, and **accessible storage solutions** are essential. While external walls remain unchanged, window and door adjustments might be needed. **Flooring choices** should prioritize Zara's **ease of movement**.

Design Elements:

- Design Approach
- Balance of Form and Function
- Personal Touches
- Openness and Airiness
- Colour Pallette
- Quality Materials
- Functional Furniture

Functional Requirements:

Accessibility and Universal Design:

- Space is accessible to all individuals, regardless of age or physical ability.
- Incorporate features like wider doorways, grab bars, and step-free access for enhanced usability.

Furniture and Furnishings:

- Furniture that suits the scale of the space and the needs of the occupants.
- Optimize placement to promote interaction and conversation.
- Comfortable and ergonomic furnishings that support good posture and relaxation.

Spatial layout & flow:

- Evaluate the existing layout and traffic flow within the space.
- Ensure that there is a clear and logical arrangement of furniture and elements to facilitate easy movement.
- Create zones for different activities.

Flexibility and Adaptability:

- Design the space to accommodate changes in needs and preferences over time.
- Use modular furniture and versatile layouts that can be easily reconfigured for different activities.

Colour and Materials:

- A colour palette that reflects the desired mood and ambiance of the space.
- Mix of textures and materials to add visual interest and depth.
- Materials that are both aesthetically pleasing and durable for long-term use.

Lighting:

- Variety of lighting sources, including ambient, task, and accent lighting.
- Use natural light to the fullest extent possible, while also providing options for artificial lighting during different times of the day.

(Home Made Simple, 2023).

CLIENT ANALYSIS

Client Description

Zara and Sam, a couple in their mid-thirties to early forties, are the client's seeking assistance in renovating their recently purchased house.

Interior Preferred Style - Contemporary design that feels open and comfortable.

ZARA:



Gender - Female

Age - 35 years old

Profession - Talented graphic designer.

Disability - Limited mobility caused by a congenital joint condition affecting her lower limbs: reliant on forearm crutches for support and is unable to stand or walk for extended periods.

Characteristics:

- Creative & Perfectionist
- Free Spirited
- Enjoys catering.
- Minimalist
- Conservative Homebody
- Introverted
- Friends and Family Orientated
- Ambitious

Hobbies:

- Reading
- Watching Movies
- Hosting
- Cooking

SIMILARITIES:

- Cooking
- Watching Movies
- Catering

SAM:



Gender - Male

Age - 40 years old

Profession - Owner of a solar energy solutions company.

Disability - None

Characteristics:

- Extroverted
- Conservative
- Enjoys cooking.
- Multifunctional
- Outgoing
- Friends and Family Orientated
- Handy
- Healthy Conscious

Hobbies:

- Hosting
- Watching Movies
- Gardening
- Cooking

Design Preferences

Contemporary interior design style that offers an **open and comfortable** atmosphere.

Value **modern aesthetics** that emphasizes **clean lines, functionality, and a sense of spaciousness**.

DESIGN ASPECTS & AESTHETIC INCLINATIONS INCLUDE:

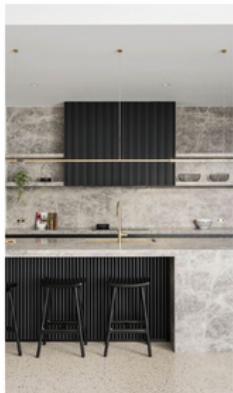
Contemporary Aesthetics

- **Spacious areas** and layout arrangements that promote a **sense of openness**.
- Sleek, clean lines.
- **Neutral colour palettes** highlighted by bursts of **colour from artworks**.
- Textured layers that **add depth and dimension**.
- **Sleek and streamlined outlines** featuring **geometric patterns**.
- **Eye-catching pendant lights** that make a statement.
- Diverse range of **materials**
 - Delicate fabrics
 - Carved wood
 - Natural woven components, such as jute
 - Balance of Form and Function
 - Minimalist Approach
- Personal Touches - reflect **their identities and experiences** like **artwork, photographs, or meaningful decor items**.
- Inclusive Design -**visually appealing, promote accessibility and inclusivity**, involving features such as **adjustable furniture** and **thoughtful placement of essentials**.
- Natural Light -maximize **natural light** and **promote a feeling of spaciousness**, even within the constraints of the existing layout.
- Colour Palette - **soft tones** and **muted shades** is preferred to contribute to a **serene ambiance** and serve as a **versatile backdrop for incorporating accents and personal touches**.

(McLaughlin, 2023).

CONCEPTS

Mood Board



Accessible Luxury Living

The concept is all about creating a contemporary home that exudes a **sense of calm** and **sophistication** while incorporating **modern functionality and sustainability**. It focuses on **quality over quantity**, allowing **each element to shine in its simplicity**.

Clean Lines and Simplicity

Neutral Colour Palette

High-Quality Materials

Open Spaces

Abundant Natural Light

Functional Furniture

Subtle Décor

Innovative Technology

Indoor-Outdoor Connection

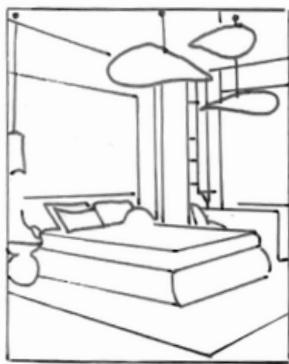
Sustainability

Sketches / Concept

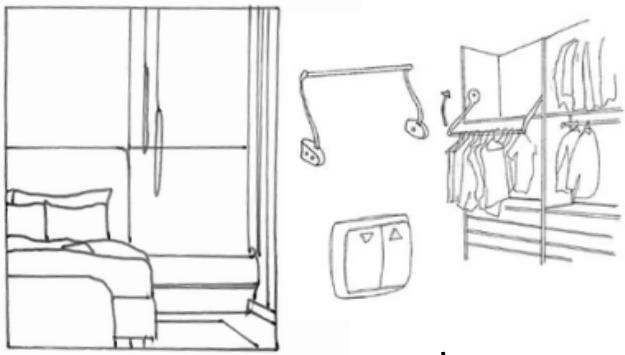
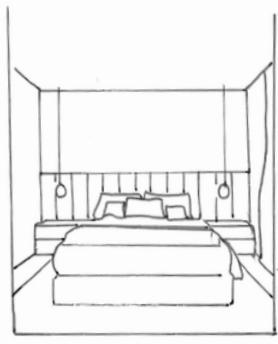
BEDROOM / BATHROOM

This modern contemporary bedroom design embraces **neutral colours**, and a **cozy ambiance** inspired by McGee and Co. **Neutral hues create a serene backdrop**, while **wall panels add depth and sophistication**. **Plush textures and layered textiles infuse warmth, inviting relaxation and restfulness**. **Uncluttered approach** for the **inclusiveness** of the design, **easy flowing** and **easy access to the bed, bath, and door**. Large windows for more **natural light**.

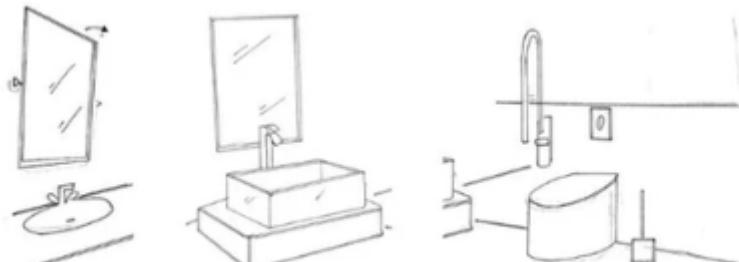
This contemporary **bathroom design** exudes **spaciousness and sophistication**. The dominant **beige palette** imparts a soothing **ambiance**, while **rose gold hardware accents add a touch of luxury**. A **stone-top vanity** adds **elegance and functionality**. The **inclusive design features a large shower with seating, ensuring comfort and accessibility**.



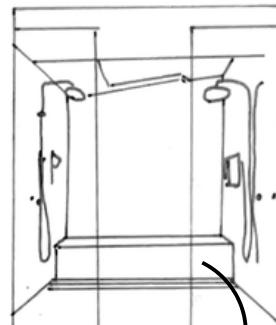
No bed feet - Flush bed base



Pull down cupboard rails



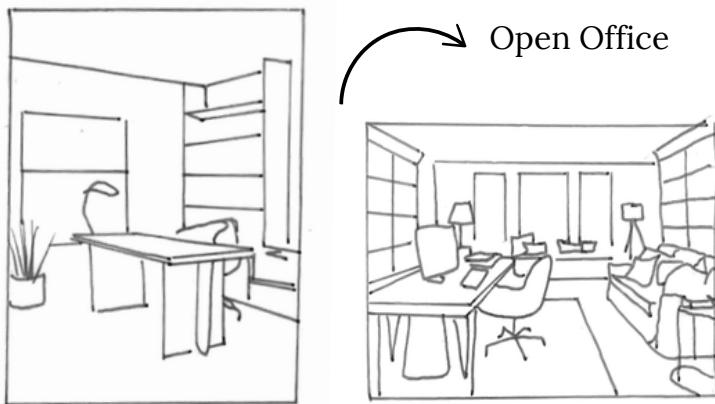
Easy Access Basin



Bench Seat in the Shower

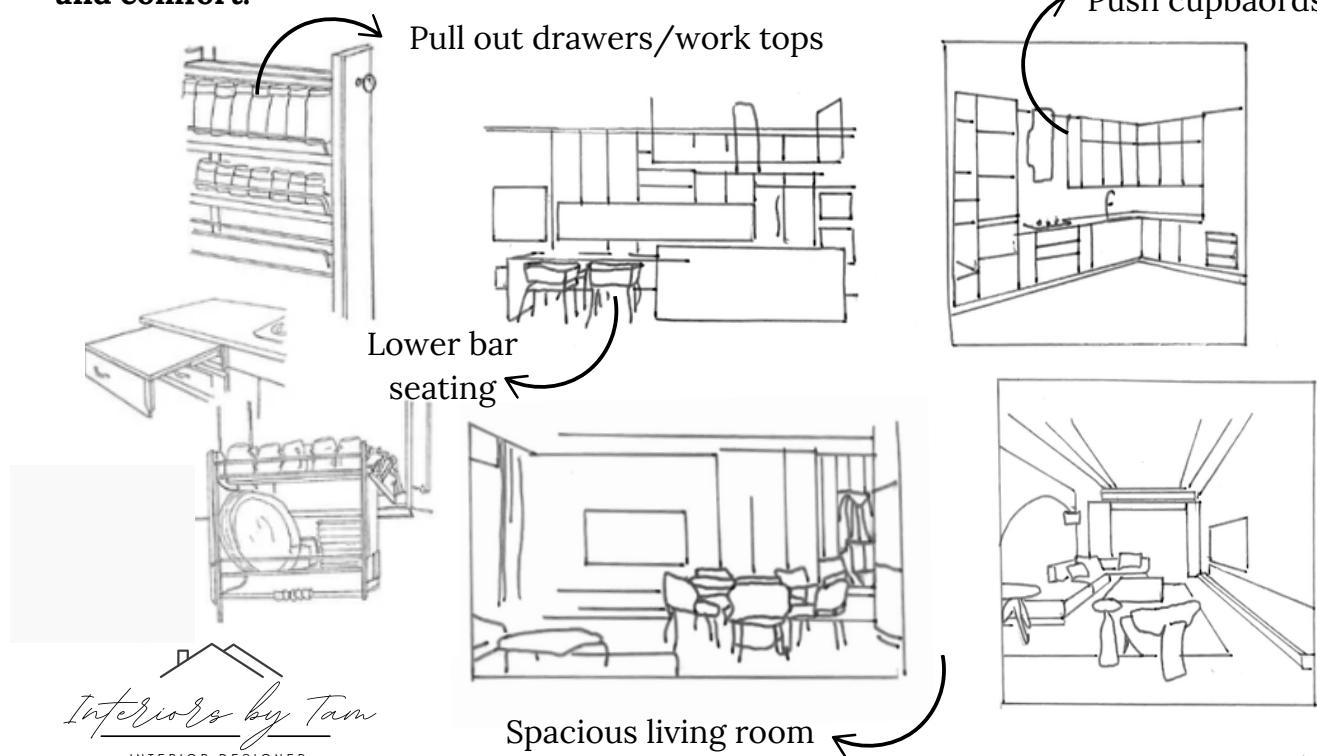
HOME OFFICE

The home office is a **haven for creativity**, featuring a **striking black marble desk**, **sleek contemporary wall shelves**, and a **cozy reading chair**. These elements blend **sophistication and functionality seamlessly**. Extended windows flood the space with **natural light**, enhancing the ambiance for a **productive and inspiring workspace**, elevating the overall design of the house.



LIVING / DINING / KITCHEN

This **contemporary kitchen** seamlessly blends **function and style** with **handle less push doors**, contrasting **white cabinetry**, and **sleek stone countertops**. The adjoining living area exudes **warmth and sophistication**, with **soaring ceilings**, a **stone wall fireplace**, and **ample shelving**. **Comfortable seating** and **abundant storage** create an inviting atmosphere. The **dining area**, opening onto the **veranda**, offers **versatile entertainment options**. This design harmoniously combines **modernity and comfort**.



Design Rationale

“ ACCESSIBLE LUXURY LIVING. ”

Accessible luxury living harmoniously combines **enduring classic beauty with clean, minimalist lines**. **Luxury living** is achieved through **well-crafted, timeless materials**, while it has **accessible elements that creates a serene, clutter-free environment** that **promotes both inclusivity and functionality**. This concept celebrates a design that remains **attractive and stylish over time, transcending fleeting trends**. ‘It embodies a **harmonious balance between enduring charm and contemporary minimalism**, resulting in a home that is **inviting, calming, and eternally appealing**, where **classic elements seamlessly coexist with modern design principles**.

FINAL DESIGN

Renders





KITCHEN



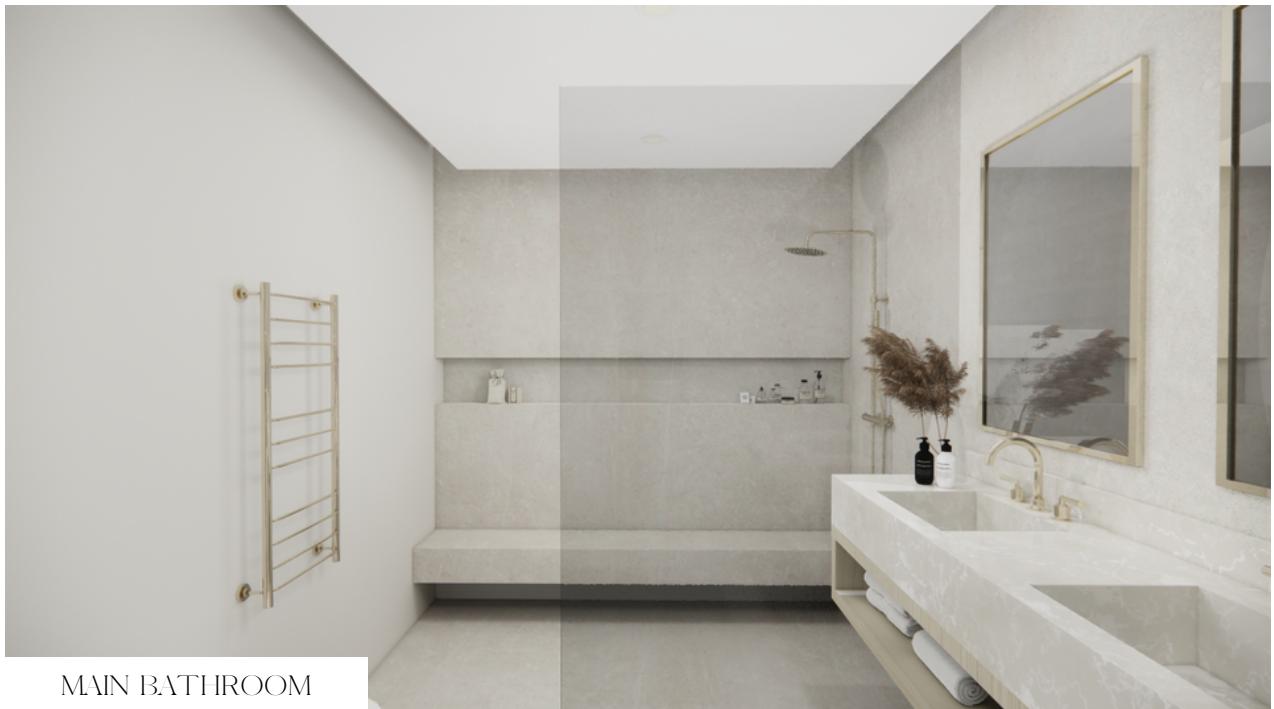
LIVING ROOM



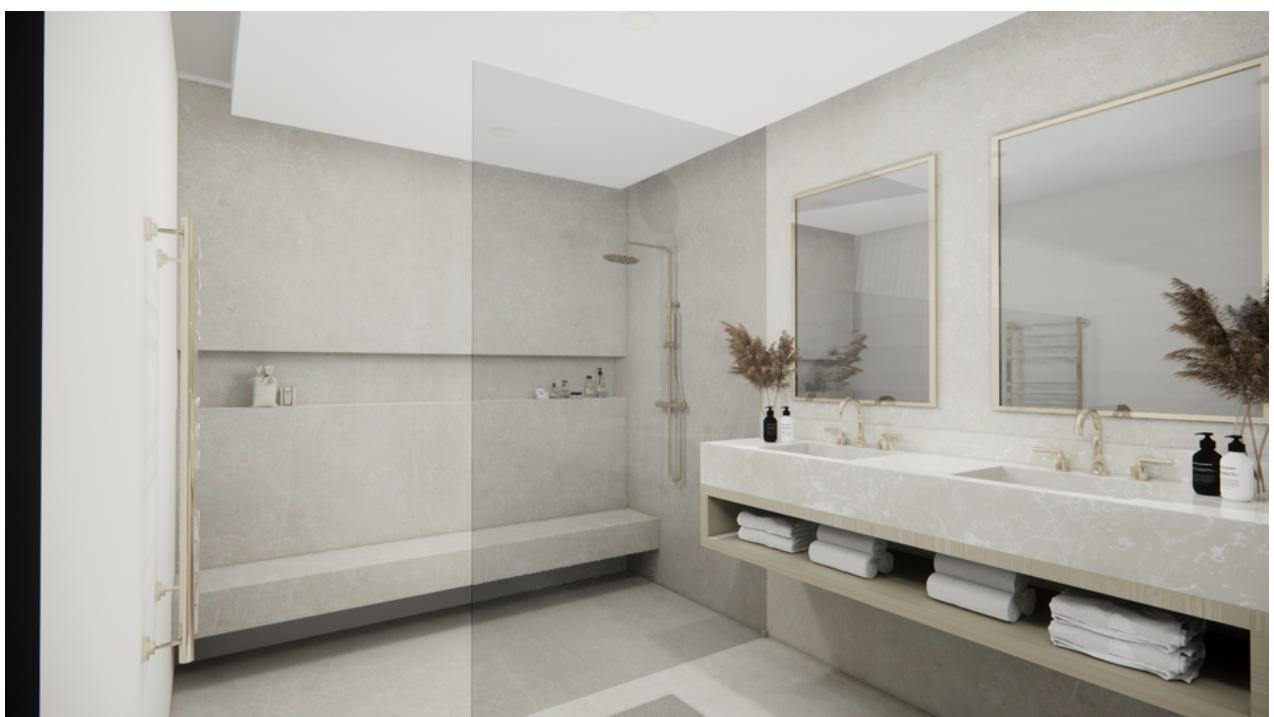
DINING ROOM / FOYER & VERANDAH



MAIN BEDROOM



MAIN BATHROOM





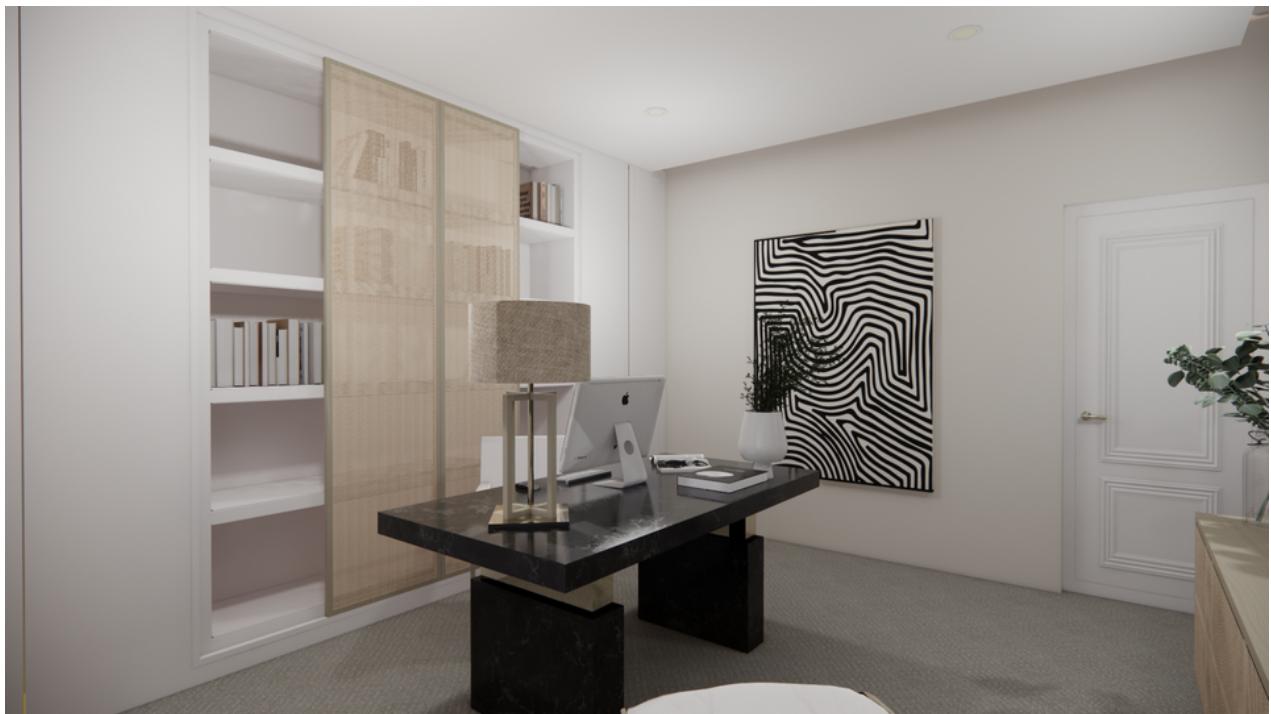
GUEST BEDROOM



GUEST BATHROOM



WORK FROM HOME OFFICE





OUTDOOR VERANDAH



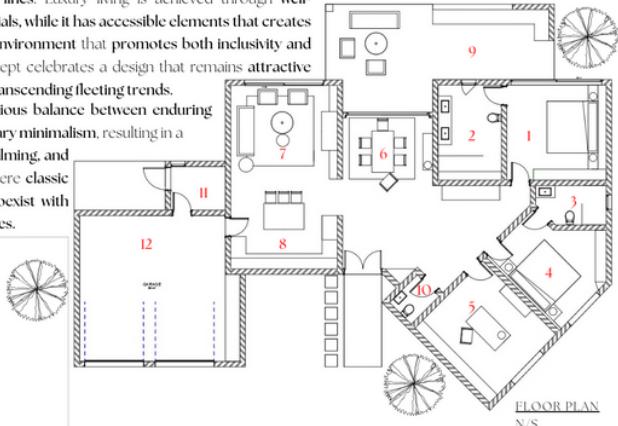
Presentation Boards



ACCESSIBLE LUXURY LIVING

Accessible luxury living harmoniously combines enduring classic beauty with clean, minimalist lines. Luxury living is achieved through well-crafted, timeless materials, while it has accessible elements that creates a serene, clutter-free environment that promotes both inclusivity and functionality. This concept celebrates a design that remains attractive and stylish over time, transcending fleeting trends. It embodies a harmonious balance between enduring charm and contemporary minimalism, resulting in a home that is inviting, calming, and eternally appealing, where classic elements seamlessly coexist with modern design principles.

KEY:
 1 Main Bedroom
 2 Main Bathroom
 3 Guest Bathroom
 4 Guest Bedroom
 5 Home Office
 6 Dining Room
 7 Living Room
 8 Kitchen
 9 Outdoor Veranda
 10 Guest Bathroom 2

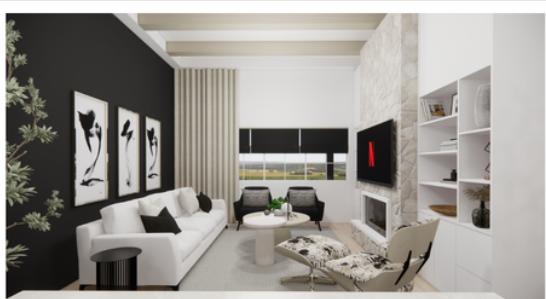
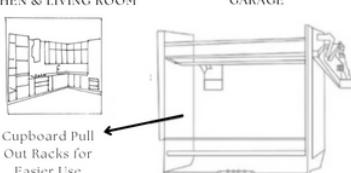


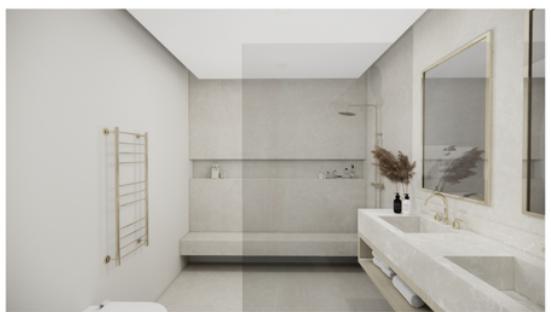
SECTION A-A



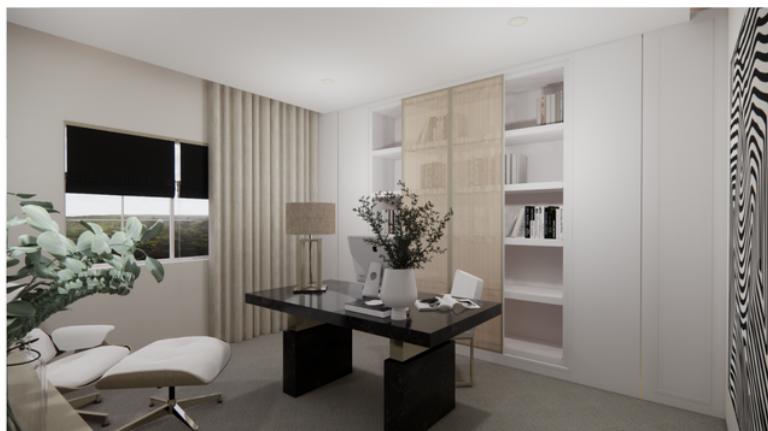
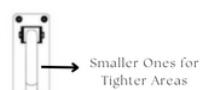
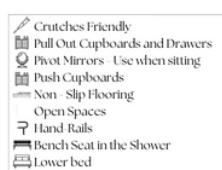
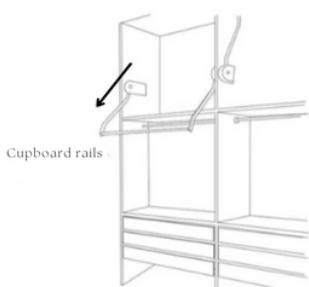
INCLUSIVITY:
 Limited mobility caused by a congenital joint condition affecting her lower limbs; reliant on forearm crutches for support and is unable to stand or walk for extended periods.

 Crutches Friendly
 Pull Out Cupboards and Drawers
 Accessible Appliances
 Push Cupboards
 Non Slip Flooring
 Open Spaces
 Hand Rails
 Natural Light
 Easily Moveable Furniture





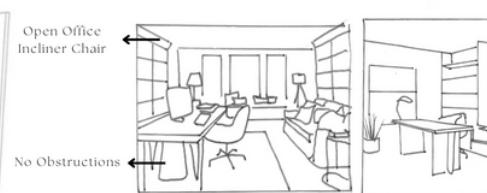
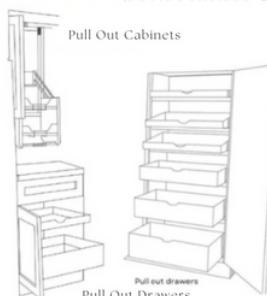
INCLUSIVITY DESIGN DETAIL DRAWINGS:



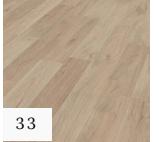
EXTERNAL ELEVATION



MAIN BEDROOM MAIN BATHROOM DINING ROOM & KITCHEN & LIVING ROOM SCULLARY GARAGE
& OUTDOOR BRAAI OUTDOOR SEATING



MATERIAL LIST

MATERIAL	SPECIFICATION	REASON
WOOD FURNISHINGS	 <p>Shale Oak Natural Touch Melamine Board Smooth Seal Finish Supplier: Timber City</p>	Durable finish that is timeless, elegant touch to this modern, contemporary home, floors, cabinetry, and furnishings with natural beauty.
FLOORING	 <p>Crassana Pearl INOUT Matt Rectified Porcelain Tile 1000 x 1000mm Supplier: Italtile</p>	Adds to the overall colour scheme, is eco-friendly, and has sustainable qualities. It is slip-resistant, ensuring safety around all water features.
	 <p>Tufted loop pile Polypropylene Fibre Living Matter Immerse Carpet, Finish Rough Colour: Warm Beige Supplier: Belgotex</p>	The beige carpet creates comfort under furniture and adds warmth to the spaces used in.
	 <p>Laminate Flooring Kronofix 7mm Studio Oak Supplier: Leroy Merlin</p>	Adds to the overall colour scheme, is eco-friendly, and has sustainable qualities. It is slip-resistant, ensuring safety around all water features.
METAL FURNISHINGS	 <p><u>Polished Gold</u> <u>Supplier:</u> Leroy Merlin <u>Application:</u> Hardware, Furniture, Lighting</p>	Light gold hardware complements the warm and sophisticated ambiance of the modern-contemporary home, adding a touch of luxury and cohesion.
FIRE PLACE WALL	 <p>Natural Stone Colour: Grey/Beige <u>Supplier:</u> Builders</p>	It is a durable material and has components to reduce maintenance, renovation, and refurbishment costs over the lifetime of the building.
VANITY & KITCHEN NOOK COUNTERTOP	 <p>Warm Beige Stone Finish Smooth <u>Supplier:</u> Stone Slabs</p>	Excellent resistance to scratching, impacts and common stains, and is not affected by the moisture and dramatic temperature shifts of bathroom and kitchen environments.
CUPBOARDS	 <p>Ice Berg White Sprayed Melwood Supergloss <u>Supplier:</u> PG Bison</p>	Durable finish that is scratch and moisture resistant. It goes with the overall colour palette and adds contrast to the beige colours scheme.
WALLS & CEILINGS	 <p>Fired Earth Walls and Ceilings - Plaster White (20L) Supplier: Builders</p>  <p>Fired Earth Chalk Furniture and Wall Paint - Bistro Grey (1L) Supplier: Builders</p>	Beige and charcoal paint choices infuse depth and richness into the design, creating a more balanced and cozy atmosphere compared to stark white, while still maintaining a modern, contemporary style.

PROJECT 4

Desert Oasis •

Residence Design

Contents

85
Brief Requirements

86
Research

90
Conceptual Developement

95
Final Design

100
Presentation Boards

103
Materials

THE BRIEF

A wealthy **content creator** recently bought land to **rebuild or remodel a residency** that has **visually appealing** and **interesting architectural and design features** for the purpose of **renting out the site to film and still photography crews** as well as to other **content creators**. Seeing a gap in the market, she plans to make her next property a **desert oasis**. The site is located in the **Tankwa Karoo National Park**, specifically chosen for its **semi-desert conditions**. The space should be a creation of an **eye-catching, experiential luxury residence** and **entertainment oasis** far from the city lights. Every aspect and feature of the design solution, including the **landscaping, and areas must be photogenic**, and be an **instagramable experience**. The design must include the **four elements of air, earth, fire, and water** where a minimum of **three water features** should be used. Creating unique experiences for each of these spaces by focusing on one or **multiple senses, being visual, auditory, tactile and gustatory** is important. The main focus is to offer her potential clients the opportunity to maximise their time and investment with a **variety of settings** for **filming and photographic shoots, all in one location**.

SPATIAL REQUIREMENTS:

Design proposal must celebrate the basic human needs of:

- Eating
- Sleeping
- Bathing
- Socialising

(The IIE, 2023).

RESEARCH

Precedent Study

CC House

ABOUT THE HOUSE:

Architect: **Parque Humano**

Area: **650 m²**

Year: **2011**

Developed as one **floating volume** and a **semi buried podium**. The **main floor** accommodates the **living and dining spaces, kitchen, studio** and the **master bedroom**. The **basement** accommodates a **multipurpose room** and **3 bedrooms**. The **challenge** was to **create a house in which each interior space is generally referred to more than one exterior**, creating a continuity between **landscape and building** and transcending conventional distinctions between **inside and outside** (Arch Daily, 2023).



HOUSE SURROUNDINGS:

Located on a magnificent **semi-arid site spanning 2,200 m²**. The **climate** in this zone is characterized by **maximum temperatures** exceeding **38°C** and **minimums** that occasionally dip slightly below **-8°C**, with frost occurring frequently between December and March, though **snowfall is rare**. According to the World Wide Fund for Nature, the Chihuahuan Desert could be the most diverse desert globally in terms of biological diversity, as measured by species richness and endemism (Arch Daily, 2023).



MATERIALS:

Steel and concrete for its structure, with **stone cladding** on the **exterior to blend in with the natural environment**. **Inside**, the walls are finished with **white stucco**, and the **ceilings** are lined with **wood** (Arch Daily, 2023).

Stargazing & Architecture

STARGAZING:

For centuries, **humans** have been **fascinated by the stars; their allure and enigma** have stirred up **narratives, verses, and creations** unlike anything else on this planet.

Observing the night sky remains a **prevalent activity** that transcends all societies and regions worldwide. Nowadays, **stargazing** is even **integrated into home architecture**, providing an exclusive opportunity for stargazing within easy access (Design Tips, 2021).

STARGAZING INTO ARCHITECTURE INCLUDE:

- **Lack of a ceiling** allows spectators to experience the stunning scenery authentically, including the captivating night sky visible from this lavish, **unobstructed area**.
- **Floor-to-ceiling glass walls** are an easy option that add the perfect mix of **natural light, spaciousness, and stargazing views** to your living space, dining area, or suite.
- The fully **open-wall concept** can be achieved easily in **ground-level dining rooms** and **living rooms** to make an **indoor/outdoor space** that **transitions seamlessly onto a patio or courtyard**, or in upper-floor suites where an open fourth wall could direct night sky viewers onto a balcony or terrace.
- A **rooftop terrace** for **entertaining purposes**.
- Placing a **skylight** in the main suite, living room, or any other room, providing a scenic vista of the night sky while safeguarding your home from precipitation and other weather elements.
- A **retractable roof** can be installed in a room with an **automatic shutoff mechanism** that activates during rainy weather, although this might require working with more than just a typical skylight installer.
- An **open-air courtyard** allows visitors to venture outside while still enjoying the comforts of home is an excellent option, complete with **outdoor seating and a fire pit**.
- **Atriums** are also a versatile option that can match any design style that you have chosen for the space.

(Design Tips, 2021).

Earthly / Semi Desert Materials

Sustainable building movement can be classified into different categories such as:

- Cob Building
- **Rammed Earth**
- Light Earth or straw clay
- Wattle-and-daub
- Earth bricks
- Earthen floors
- **Earth plasters and finishes**

(Designing Buildings, 2021).

- **Renewable organic** materials such as **timber, trees, bamboo, straw, and grass** should be used from sustainably managed forestry.
- **Non-renewable inorganic materials** such as **stone and clay** that can be reused and recycled are also appropriate.
- It is important to select **durable materials** and components to reduce maintenance, renovation, and refurbishment costs over the lifetime of the building.
- **Low embodied energy** materials and **low energy construction systems** should be used, such as **load-bearing masonry instead of steel frames**.
- Materials with a greater potential for **reuse and recycling**, such as **pure materials** like **bricks, soil blocks, wood, concrete, stone, and metal sheets** are preferred over composite materials.
- **Water-based acrylics** or **clay-based colours** for **paints, adhesives** with **low volatile organic compound emissions** for indoor use.
- The use of **metallic surfaces, metallic pipes, fittings, and fixtures** should also be **minimized**.
- In **semi-arid conditions** it is advisable to use **light-coloured** and **highly reflective wall** and **roofing materials** to **minimize solar heat gain** from unwanted solar radiation.
- To **enhance daylighting**, **light-coloured finishes** for **walls, floors, and ceilings** should be specified for interior finishes.
- The indoor air quality can also be improved by using **environmentally friendly paint and low-toxicity adhesives** that contain minimal levels of volatile organic compounds (VOCs).

(Ngungui, Blanco, Agevi, 2017).

Supportive Types of Glass

Toughened glass, also known as **safety or tempered** glass.

- **Glazing** much **stronger** than standard or annealed glass, with a **strength** that is **4-5 times greater**.
- Highly **resilient and durable**. It can **withstand fluctuations in temperature** without developing stress cracks, and even if it does break, it **shatters into small, round pieces rather than large, dangerous shards**, thereby significantly minimizing the risk of injury (Aiswebapp, 2020).

Frameless rooflights, also called "roof lights."

- Provided in a **window** without a **visible frame**, installed directly into a **solid roof structure**.
- The glass panel is supported by a solid upstand created by the builder.
- Finished with an **opaque band painted around the edge of the glass**, visible from the outside. This **band conceals all structural fixings** and offers a clean external appearance for the roof glazing (Clayton, 2023).

Securityglas

- This type of **laminated glass** features **specialized PVB plastic interlayers** that provide exceptional **intrusion resistance**. The lamination process does not impair visibility, allowing for **clear views** through the glass (Glass on Web, 2017).

Valuglas

- This laminated glass is **heat-strengthened**, offering **superior structural strength** and **durability**.
- It is free of distortion and features a 1.14 mm PVB interlayer (Glass on Web, 2017).

Securityplus

- This type of laminated glass is the **strongest available**, providing up to five times the strength of conventional laminating materials.
- It features a **reinforced layer of DuPont SentryGlasTM**, which offers unparalleled **structural stability** without the need for extensive support.
- It is commonly used in the design of hurricane- and **explosion-resistant structures** and can withstand high stress loads.
- Remains **clear and free of blemishes** (Glass on Web, 2017).

CONCEPTS

Mood Board



Earthy colours & elements integrated to create comfort, blending in with the existing environment. Water features, openness, and relaxing furniture to create a sense of calm.



6



7



8



9



10



11



13

FEATURES



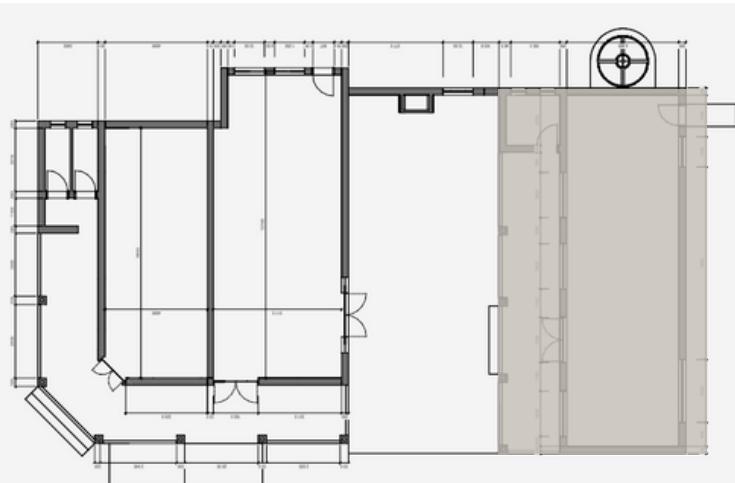
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14

Floor Plan Process

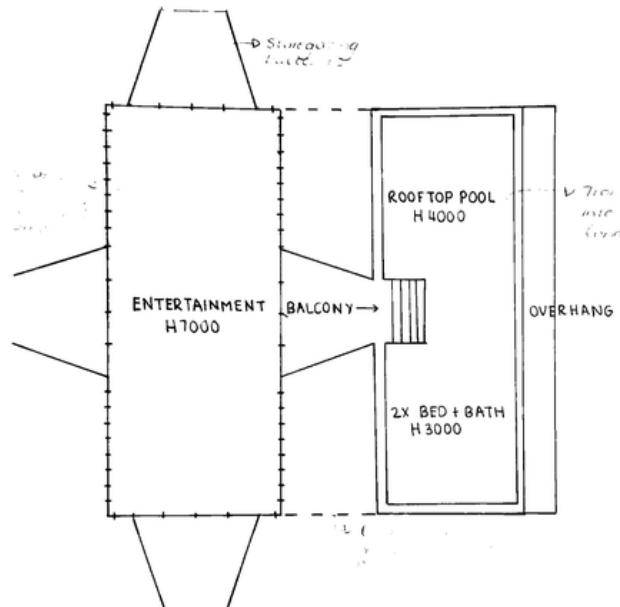
- Original floor plan - to **keep dimensions** of the **highlighted** part but **adding** to and **removing entrances** and **walls** will allow for a more **spacious residence**.



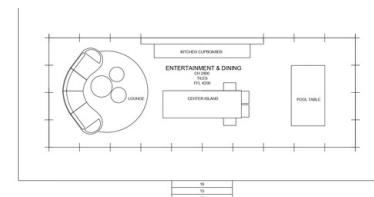
- A **taller building** will add a **vantage point for views** and will create a more **grandeur design**.

- Points of a **star** will become the **structural elements** and **architectural feature**.

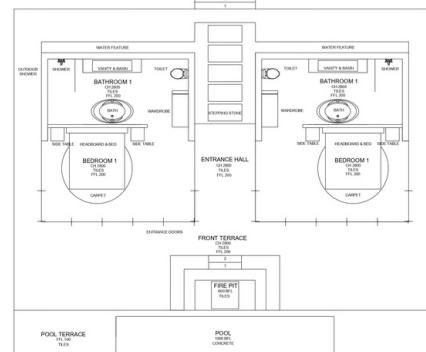
- 2nd floor plan designed around a **roof top pool**, with the **bedroom and bathrooms below it**.



- Take up **too much water** and would require **too many pathways and stairs**.
- Balconies** extended from the entertainment were to portray a **star shape**, however, they were not pointed.



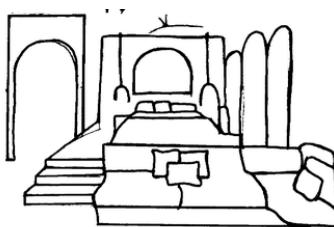
- Final floor plan is designed around **water features** and **two modern spacious bedrooms and bathrooms**.
- High entertainment area** that creates **360-degree views**.
- Both have **architectural columns** explained above to continue a stargazing concept.



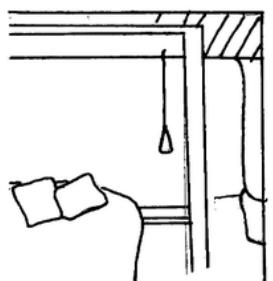
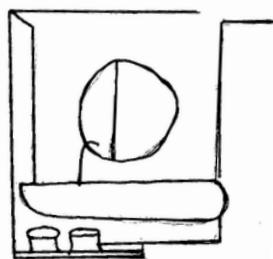
Sketches / Concept

BEDROOM & BATHROOMS

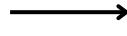
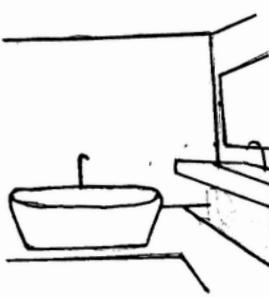
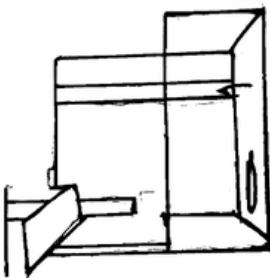
Bedrooms and bathrooms to appeal to a **mature audience**, with a **design** that does **not age**. Its **timeless appeal** with a **modern contemporary design** and **neutral colour pallet** fits well with its **semi-desert terrain**. **Two bedrooms and bathrooms** for a **smaller residence**, appealing to a **family, couples, or friends**. A **king size bed** with a **bath and shower** to show its **grand effect** and **open plan** to allow for a **more spacious room**. **Glass walls** to maximize the **surrounding views and natural light**.



Curved details
in the
bedroom.
Smooth
surface.



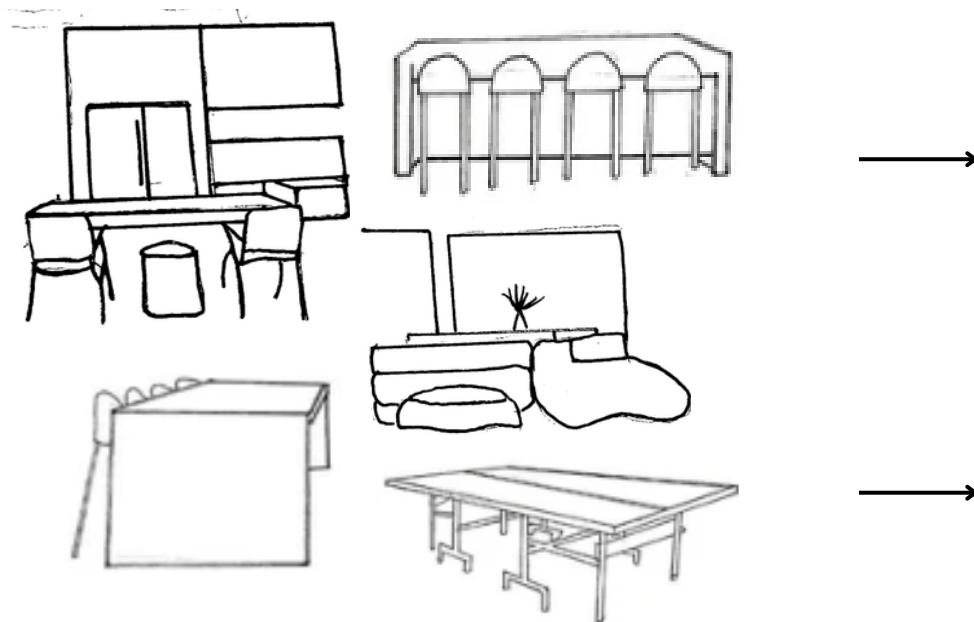
Straight Edges.
Wall
Headboard.
Colour on the
bed.



Floating Vanity
with Storage
Underneath.

SOCIALIZING & EATING AREAS

Socializing and **eating areas** are **separated** becoming **two functional view spaces**. Spaces include a **fire pit** with an **exterior lounge**, **exterior dining table and chairs**, **interior lounge**, **kitchen** with **breakfast nook**, a **pool table**, and a **pool**. Dependent on layout, each will serve its **own function** but get put together in a **functional** and **flowing plan**. Each will be designed to account for **views and stargazing aspects**.



Push Door
Cupboards,
Seamless
Design, with
big centre
island for 4 bar
stools.

Open plan
kitchen and
lounge with
pool table.

FOUR ELEMENTS

Water - main element to be used throughout the space.

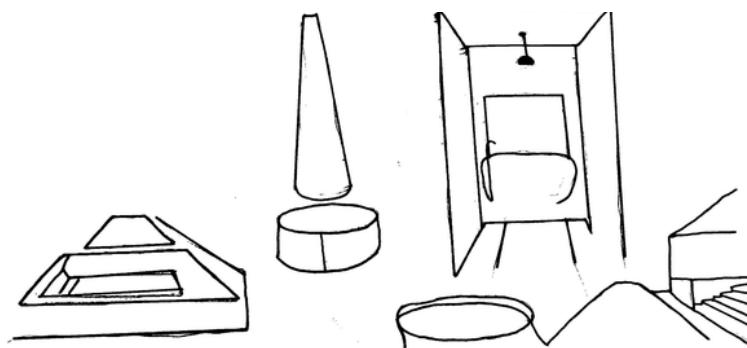
- Four features - a **wall waterfall** feature possibly in the **entrance**, a **pool**, an **outdoor shower**, and an **entrance hall** with **steppingstones above water**.

Earth - second element, its used throughout the whole space.

- **Pigmented concrete** with an **earthy colour pallet** and **texture** will be used on all **walls and ceilings**. Considering the environment, **sustainable materials** have been used to reduce the **impact on the environment**.

A **fire pit** with a comfort sofa seating surrounding it will symbolise fire and add warmth to the winter nights and days.

Air, being built in with the surround environment, however, **open plan spaces** and **glass walls** will account for that as well.



Design Rationale

FINDING SOLITUDE UNDER THE STARS:

“ STARGAZING IN A SEMI-DESERT EARTHY RETREAT.”

The **celestial wonders** of the **night sky** as within **Tankwa Karoo Park** is a unique setting to **experience the enchantment of stargazing** in a truly captivating way. Surrounded by the **semi-desert terrain**, the **earthy residence** provides the perfect **vantage point to observe the captivating cosmic display above**. The earthy residence is designed to **harmonize with the natural surroundings** with **large windows, open spaces, and vantage points to invite the night sky indoors**, allowing for a **connection to the universe** from the coziness of the abode. Enveloped by the tranquillity of Tankwa Karoo Park, the **rugged desert landscape**, adorned with **rocky outcrops and vast plains**, creates a **serene atmosphere** that **enhances** the **stargazing** experience. The design offers a unique and transformative experience that allows the **reconnection with nature and inner peace**. Immersing in the awe-inspiring beauty of the **night sky**, can embark on a journey of **self-discovery and rejuvenation**.

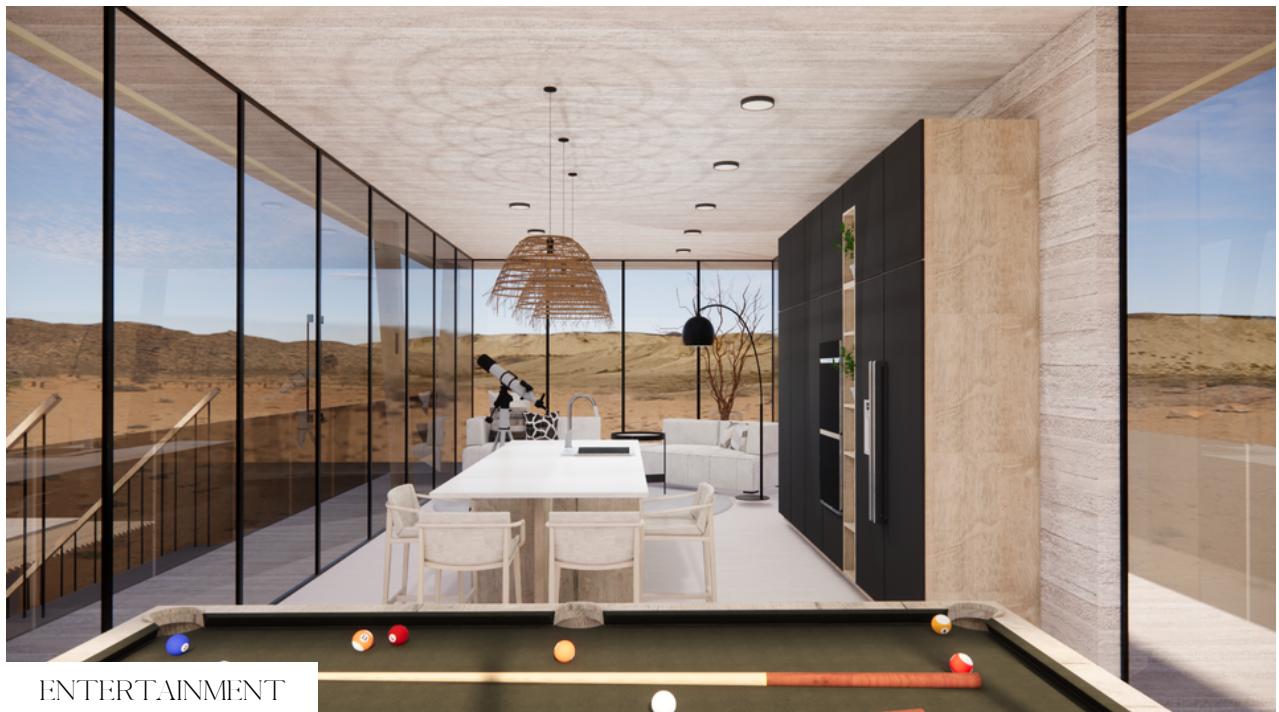
FINAL DESIGN

Renders



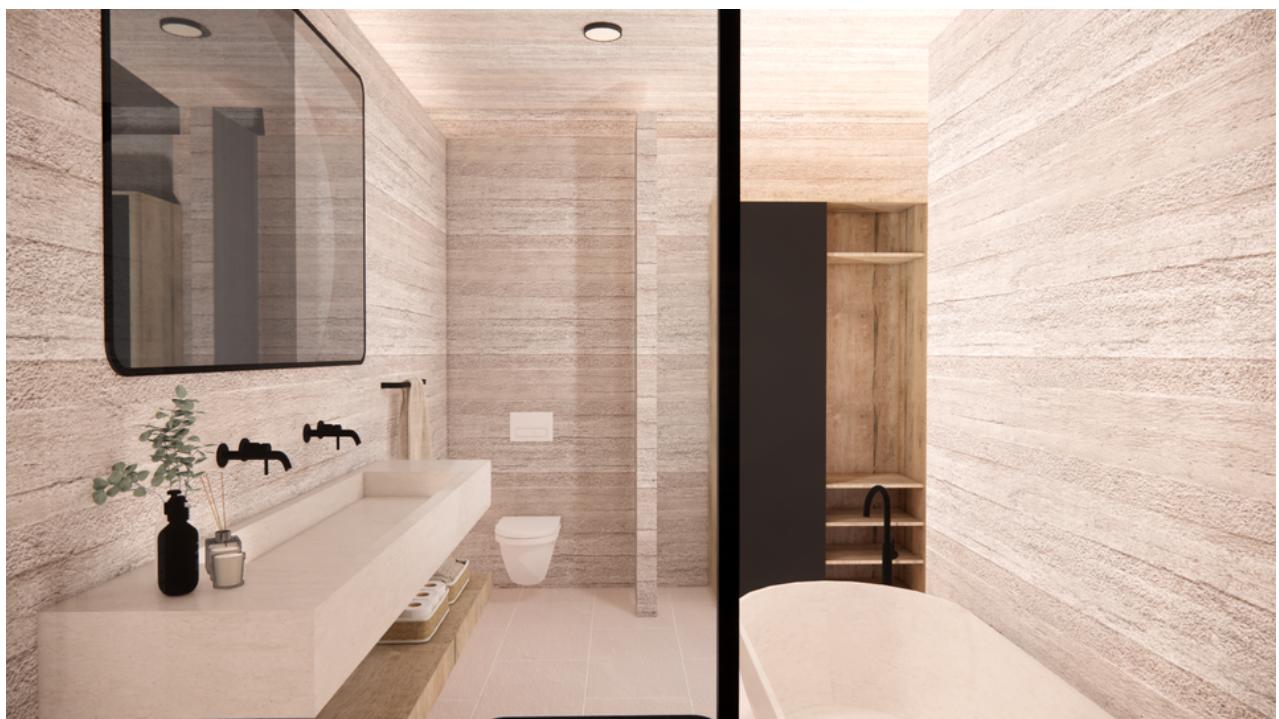
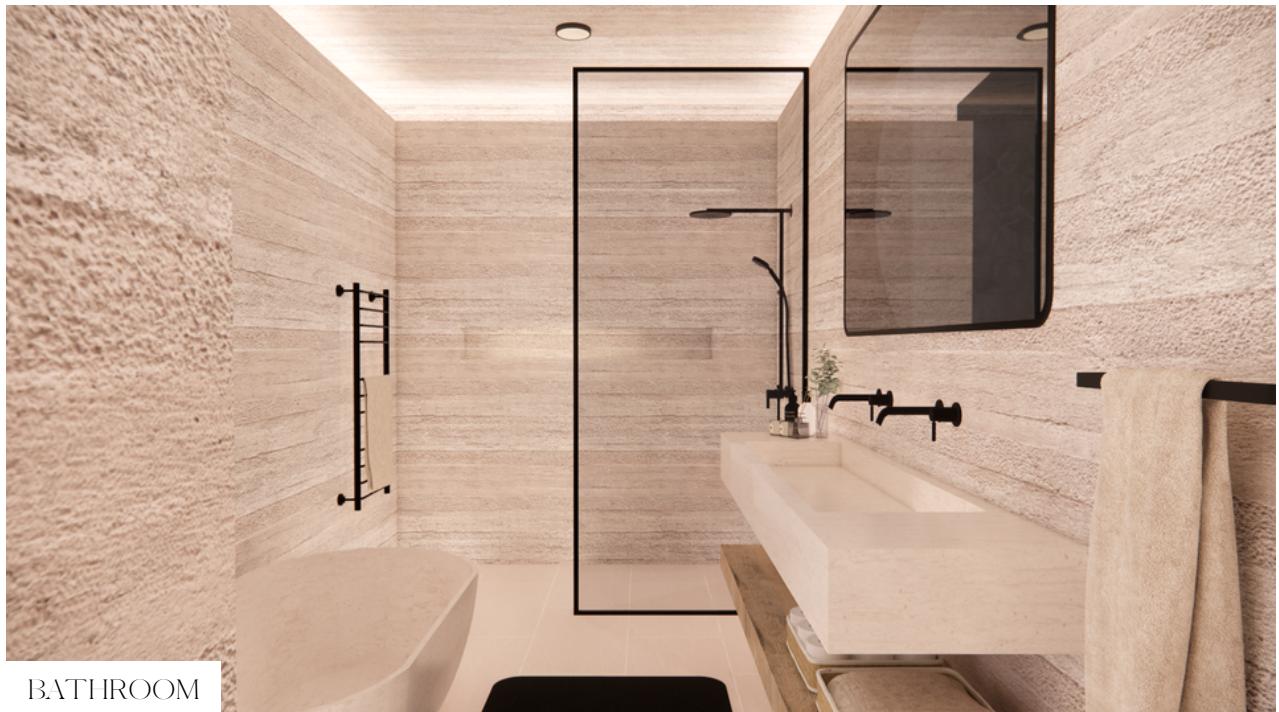


SLEEPING



ENTERTAINMENT







ENTRANCE TO FRONT TERRACE & BEDROOMS



FIRE PIT & POOL

Presentation Boards

CERES AURORA VILLA - DESERT OASIS RESIDENCE

PAGE 1

TANKWA KAROO, R355, BREEDE RIVER DC, 6835



CONCEPT DEVELOPMENT | TANKWA PADSTAL | HEIGHT | SKY | STARS | TRIANGULAR BEAMS | STARGAZING | REJUVENATION



Kept the highlighted part from original Tankwa Padstal, demolished the rest, added hallways and some dimensions, changed entrances, added height and took inspiration from a star for the support beams that act as an architectural design feature.

WATER ELEMENT | FEATURES

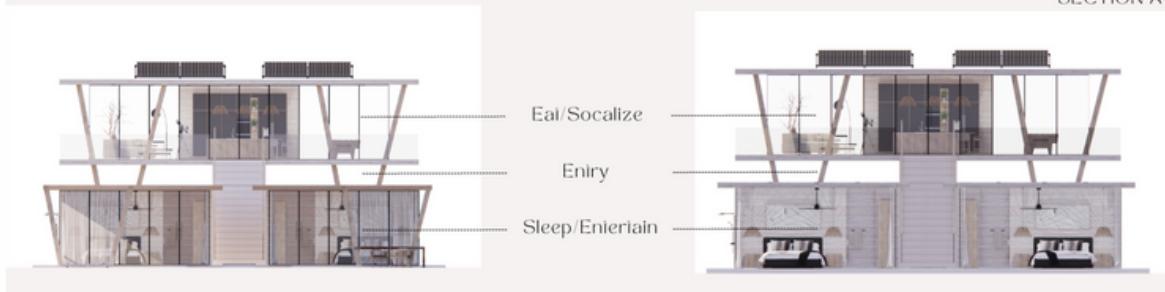


FINDING SOLITUDE UNDER THE STARS, STARGAZING IN A SEMI-DESERT EARTHY RETREAT

The celestial wonders of the night sky as within Tankwa Karoo Park is a unique setting to experience the enchantment of stargazing in a truly captivating way. Surrounded by the semi-desert terrain, the earthy residence provides the perfect vantage point to observe the captivating cosmic display above. The earthy residence is designed to harmonize with the natural surroundings with large windows, open spaces, and vantage points to invite the night sky indoors, allowing for a connection to the universe from the coziness of the abode. Enveloped by the tranquility of Tankwa Karoo Park, the rugged desert landscape, adorned with rocky outcrops and vast plains, creates a serene atmosphere that enhances the stargazing experience. The design offers a unique and transformative experience that allows the reconnection with nature and inner peace. Immersing in the awe-inspiring beauty of the night sky, can embark on a journey of self-discovery and rejuvenation.

NORTH ELEVATION

SECTION A-A



CERES AURORA VILLA - DESERT OASIS RESIDENCE

PAGE 2

TANKWA KAROO, R355, BREEDE RIVER DC, 6835
BEDROOMS | BATHROOMS | ENTRANCE HALL

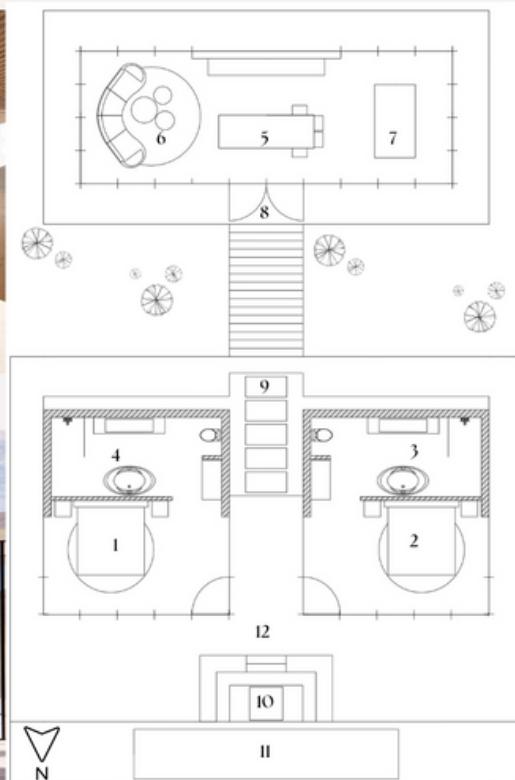
GROUND FLOOR PLAN



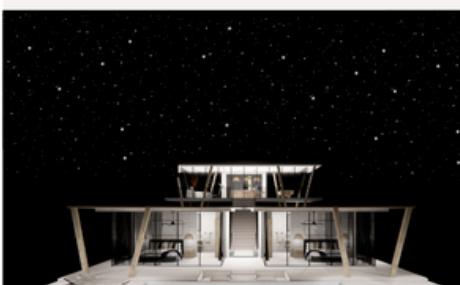
ENTERTAINMENT AREA | HEIGHT | STARGAZING



NIGHT TIME RENDER



SITE PLAN



KEY:	
1	Bedroom 1
2	Bedroom 2
3	Bathroom 1
4	Bathroom 2
5	Kitchen
6	Living Room
7	Entertainment
8	Entrance to Upstairs
9	Entrance to Bedrooms
10	Fire Pit
II	Pool
12	Verandah

ENTRANCE | VILLA SIDE VIEWS

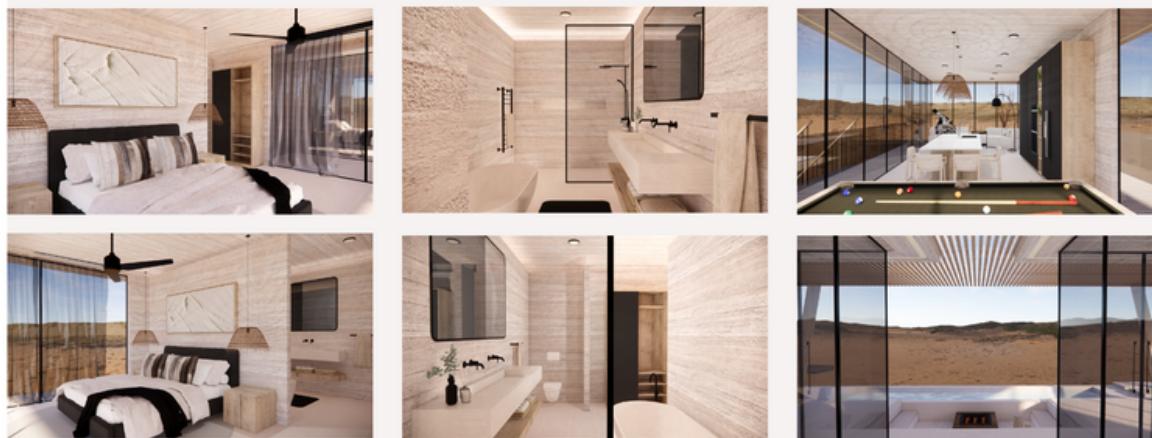


CERES AURORA VILLA - DESERT OASIS RESIDENCE

PAGE 3

TANKWA KAROO, R355, BREEDE RIVER DC, 6835

BEDROOM | BATHROOM | ENTERTAINMENT



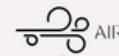
WATER
Pool
Outdoor Shower
Stepping Stone
Water Spreader



EARTH
Materials Used
Surroundings
Solar Energy



FIRE
Fire Pit
Indoor Heater



AIR
Outdoor Environment
Glass Walls
Open Plan
Fan



Melawood
Brookhill



Ivory
Ceramic Tile



Carpet



Aluminium



Pigmented
Concrete



Ivory/White
Travertine



Melawood
Brookhill



Natural
Stone



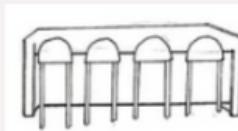
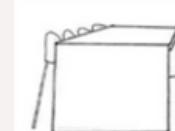
Concrete



Charcoal
Paint

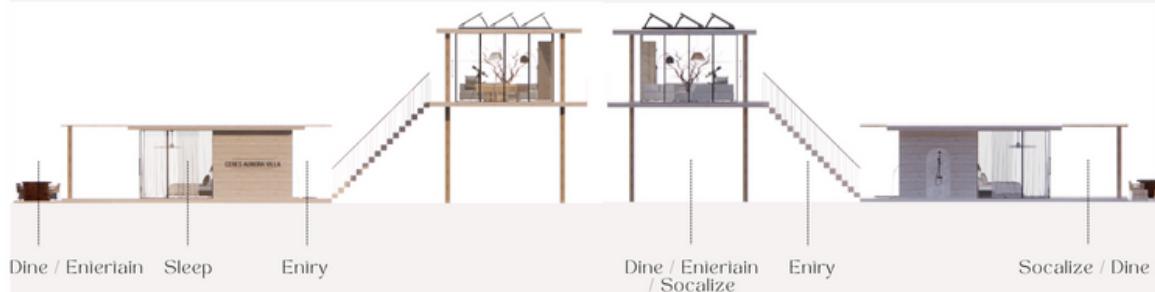


STARGAZING IS ACHIEVED BY:
Double Level - Heightened
Glass Exterior - Little Exterior Walls
Architecture
Telescope
Verandah



EAST ELEVATION

WEST ELEVATION



SUN CONTROL EXPLANATION.



SHADING - blinds, curtains, or exterior shading devices.

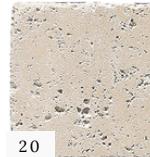
TYPES OF GLASS USED - varying levels of tint, reflective coatings, or Low-E coatings.

THERMAL MASS - materials with high thermal mass, such as stone or concrete, inside the house.

VENTILATION - natural ventilation strategies to regulate the indoor temperature.

REFLECTIVE SURFACES - mirrors or reflective coatings, to direct or bounce sunlight away.

MATERIALS

MATERIAL	SPECIFICATION	REASON
WOOD FURNISHINGS	 <p>MelaWood Brookhill Fusion <u>Supplier:</u> PG Bison <u>Application:</u> Kitchen & Furniture</p>	Durable finish that is scratch and moisture resistant. It goes with the overall colour pallet and earthy aesthetic as it has a raw and natural effect.
FLOORING	 <p>Floor Tile Ceramic Merida Ivory Eco 30 x 20 Matt Finish <u>Supplier:</u> Leroy Merlin</p>	Adds to the overall colour scheme, is eco-friendly, and has sustainable qualities. It is slip-resistant, ensuring safety around all water features.
	 <p>Tufted loop pile Polypropylene Fibre Living Matter Immerse Carpet, Finish Rough <u>Supplier:</u> Belgotex</p>	The grey carpet creates comfort under furniture and adds warmth to the spaces used in.
METAL FURNISHINGS	 <p>Black aluminium, Finish Brushed <u>Supplier:</u> Leroy Merlin <u>Application:</u> Windows & Lighting, Lockers</p>	Black chosen specifically for sophistication in the overall design and highlights the framing for elements that it is used on. It also has sustainable qualities.
WALLS & CEILINGS	 <p>Pigmented Concrete Colour: Grey/Beige <u>Supplier:</u> Builders</p>	It is a durable material and has components to reduce maintenance, renovation, and refurbishment costs over the lifetime of the building. Enhances the day-time light.
VANITY & KITCHEN NOOK COUNTERTOP	 <p>Light, Ivory, White, Chiaro Tumbled Travertine Finish Smooth <u>Supplier:</u> Stone Slabs</p>	Excellent resistance to scratching, impacts and common stains, and they are not affected by the moisture and dramatic temperature shifts of bathroom environments.
CUPBOARDS	 <p>MelaWood Brookhill Fusion <u>Supplier:</u> PG Bison</p>	Durable finish that is scratch and moisture resistant. It goes with the overall colour pallet and earthy aesthetic as it has a raw and natural effect.
	 <p>Mauiden Peen MelaWood Colour Finish Matt <u>Supplier:</u> PG Bison</p>	Adds sophistication and a pop of colour with the natural colour palette.
OUTDOOR SHOWER & WATER FEATURE	 <p>F/TILE Natural Stone 400X400 Colour: Beige <u>Supplier:</u> Leroy Merlin</p>	It reflects unique character, stability, and grandeur and adds to the earthy materials. Beautiful as a feature wall and is very eye-catching.
	 <p>Rectified Hardbody Concrete Grey ECO <u>Supplier:</u> Builders</p>	Good undercoat and water resistant for water features. The lighter concrete creates a more seamless effect with water.

PROJECT 5

Interior Collab

Coffee Shop Design
Group Design - Innov8 Interiors

Contents

01

Brief Requirements

02

Research

07

Client Analysis

09

Conceptual Development

13

Final Design

20

Presentation Boards

26

Materials

THE BRIEF

Interior Design Collaboration is a dynamic project for **2nd and 3rd-year Interior Design students**, fostering **real-world problem-solving**. Teams, consisting of both years, **collaborate with clients to innovate solutions for complex design challenges**. The focus is on creating **original and creative concepts** aligned with client needs. Teams develop a **Team Agreement outlining roles and responsibilities**, with adherence critical to final marks. Task 2 involves crafting a **team brand, enhancing cohesion**. Presentation requirements include clear client understanding, **thorough research, innovative concepts, and detailed design solutions**. Progress presentations ensure constructive feedback, leading to refined client presentations.

Our client is **Olivia Coetzee from DHQ Interiors** that selected **Lynca Meats** as our project. We were tasked in creating a **take-away/sit down coffee shop** that was joined but not joined to the **Lynca Meats Factory Store** including the **brand ethos, and visual identity** to make it cohesive with the other stores. Designing the **coffee shop logo, menus, and coffee bag was a requirement**.

SPATIAL REQUIREMENTS

- Coffee Bar
- Functional Furniture
- Entry Considerations
- Instagrammable Space

(The IIE, 2023).

MY GROUP

Group Members

- Tamryn McKie (I)
- Arbella Barco
- Njabulo Mbambo
- Kiara Naidoo
- Kara Nel
- Preston Pather

Brand & Visual Identity



Innov8 Interiors consists of dedicated and hardworking individuals that are always up for a new challenge. When it comes to interior design, we believe in **creativity and innovation**. We are dedicated to **style, vision, and unwavering services**. We strive to offer outstanding designs that take function, comfort, and originality into account. We seek to achieve the correct blend of timeless designs that reflect our clients' personalities and distinctive interests, with an avid interest in **contemporary trends**. We have an eye for the **subtle and delicate details** and a passion for delivering amazing outcomes.

What we Stand for as a Team

- Sustainability and natural materials
- Practical design
- Ingenuity
- Purpose Driven
- User-centered approach
- Compassionate

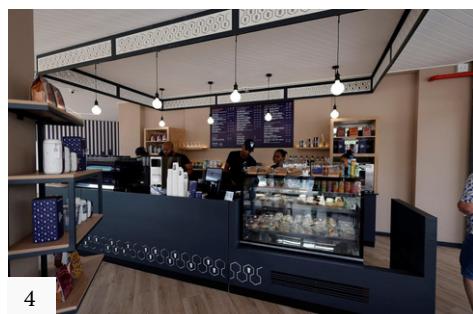
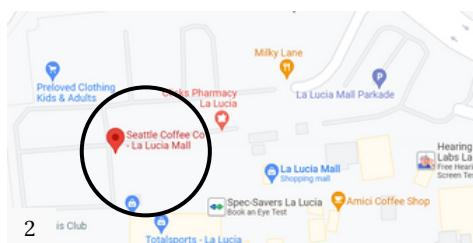
RESEARCH

Precedent Study

Seattle Coffee Company - La Lucia Mall

ABOUT:

Seattle Coffee Company was **founded in London** by Alley and Scott Svenson, a **husband-and-wife duo** who were **inspired by their experiences with speciality coffee businesses** in their **homeland of Seattle**. Best friends Pete and Barry, two South African residents, then brought Seattle Coffee Company to South Africa. In November 1997, our **first local store opened in Cavendish Square, Cape Town**.



AIM:

Seattle Coffee is a company that strives to capture the **artisanal approach towards crafting coffee**. Traceability of crops; handpicked harvesting; hand roasting and manual espresso manufacture - a '**quality-at-all-costs**' technique that cascades down from **farm to cup in your hand** (Seattle Coffee Company, 2023).

THE DESIGN:

- The atmosphere of this Seattle Coffee Company store is set by **high-quality real oak, marble, and plasma-cut steel sheets**.
- The use of **sleek linear shapes** contributes to an **impactful and outstanding aesthetic** that grabs the attention of everyone in the room.
- The **custom furniture** created is centred on **comfort and open engagement**, and it completes this appealing store.
- The design of this space promotes **elegance and simplicity**. With the use of **natural looking materials**, and **pops of the brand colours**, a **warm and comforting atmosphere** is created.
- This Seattle Coffee is on a **rooftop** outside La Lucia Mall, which provides **easy accessibility**.

USER EXPERIENCE:

- **Unique customer service** experience at Seattle Coffee shops (barristers interact with individuals).
- A constant **clean and welcoming environment** when you enter the coffee shop.
- As the space is surrounded by glass windows, there is a lot of **natural light** which aids to the functionality of the space.
- The **blue and earthy tones** in the space evoke **tranquillity**. The **well-balanced colour palette** contributes to the **welcoming environment**.
- The layout of the store adds easy directory routes straight to the coffee counter.
- **Seating options** add **variety** to the space and allows for **more than one target audience** to be in the store. For example, **simple tables** and chairs for **working points**, and **comfortable seating** for **relaxed zones**.



TAKE-A-WAY POINTS:

- **Industrial-Chic Aesthetics:** Embrace an industrial-chic design, which combines elements of raw, exposed materials like brick walls, concrete floors, and metal fixtures with cozy and inviting furnishings.
- **Warm and Earthy Colors:** The color palette could include warm and earthy tones like shades of brown, beige, and muted greens to create a comfortable and relaxing atmosphere.
- **Lighting:** As natural lighting is minimal, ambient lighting will need to be incorporated into the space to create a welcoming and comfortable space.
- **Placement of furniture and the overall layout:** Promotes a sense of openness and ease of movement. Comfortable seating arrangements and well-designed furniture make people feel at home.

Precedent Study

Woolworths Cafe - Lillies Quarters

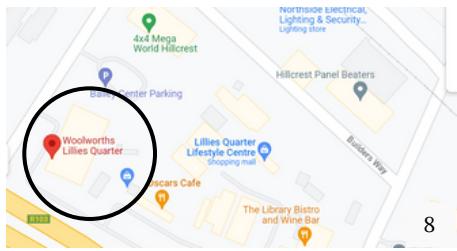
ABOUT:

Founded by Max Sonnenberg, Woolworths first opened its doors on 30 October 1931 in **Plein Street, Cape Town**, in the dining room of the recently closed down Royal Hotel. It was an immediate success, and two more stores were opened in the Cape. Since its opening the store has **expanded to even international markets, with stores all around Africa, and Australia.**

AIM:



Provide customers with a **comfortable and enjoyable dining experience** while offering **high-quality food and beverages**. It serves a range of **freshly prepared meals, snacks, and drinks, using fresh and locally sourced ingredients**. They also focus on **promoting healthy and sustainable food choices**.



THE DESIGN:

- Has an **industrial style decor**.
- The space **utilises exposed ducts and steel beams**, complemented by a **concrete-like, dark grey tile** as the **floor finish**.
- The use of **elements** like **exposed brick walls** and **accents timber and copper** bring this space together well.
- **Large aluminium and glass bi-fold doors** have been used to allow for an **ample amount of natural lighting and to create a multi-environment space** (bridges gap between the exterior and interior).
- The cafe makes use of **exposed track lighting along with oversized shades**, both with **warm light bulbs** creating a **comfortable and cosy atmosphere**.
- The use of **timber furniture** with **dark toned leather fabric** fills the space without taking away from the industrial look.



USER EXPERIENCE:

- The cafe is user centred with a friendly customer service as well as a **quick turnaround time on orders**.
- Having the **drink preparation area located at the front** of the cafe near the entrance allows for the clientele to be able to **order drinks on the go**.
- The wood and leather **furniture is comfortable** enough for customers to use for extended periods of time without getting a feeling of discomfort.
- The connection between the exterior and interior gives the user an opportunity to **experience the outdoors while inside the cafe**.



11



12

PROBLEM

Statement

The problem being faced by Lynca Meats Factory Shop in Meyerton is the **lack of a nearby take-away or sit-in coffee shop available for their clientele**. This creates a problem as it leads to **missed opportunities for customer satisfaction, engagement, and potential financial gains** for Lynca Factory Shop. To **address this issue**, Lynca Meats has allocated a **space near the entrance/exit of their factory shop**. However, this **allocated space presents challenges** due to its **small size and awkward positioning, which is it prone to harbouring birds' nests**.



BRANDING & IDENTITY

Brand History

Lynca Meats was **founded in 1988** (Lynca Meats, 2021), under the name Lyncavarkboerdery CC. The **well-known pork company started off as a small family run business** with a 100-sow piggery (Lynca Meats, 2021).

Today, Lynca Meats is one of the most **significant contributors to the South African Pork Industry, supplying a wide range of high-quality pork products** around South Africa and Sub-Saharan Africa (Lynca Meats, 2021).



Brand Relationships

Lynca Meats is a **trusted wholesale pork expert**, supplying a range of pork products for trade and export markets. The company has a **close relationship with their veterinarians and their supplying farmers who work hand in hand** and are the **foundation of their high quality food chain**. On their **website** they explain that, "we source only the very best pigs from a pool of loyal, independent contracted farmers who are expected to meet our high standards for quality and ethically raised pigs." (Lynca Meats, 2021). They also only use suppliers that are accredited as Pork 360 suppliers, making sure they meet the **highest standards of biosecurity, animal welfare and health standards** (Lynca Meats, 2021).

Customers, Products, Services —

THEIR CUSTOMERS INCLUDE:

- Butcheries
- Retailers
- Shops
- Food service markets (restaurants)
- Export their pork products around Africa and Asia

THEIR PRODUCTS AND SERVICES INCLUDE:

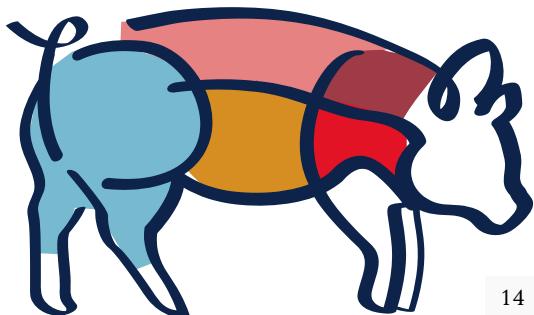
- A range of processed pork such as hams, sausages, bacon, cooked marinated ribs and smoked products.
- Fresh and frozen primal pork cuts
- Contract deboning and slaughter services

Care and family Approach —

"We are caring, humble and passionate humans driven by **ethical practices**. That means we **empower our people, work with trusted partners and take ownership of everything** we do in pursuit of our goals and to exceed expectations." (Lynca Meats, 2021).

Brand Purpose

The company describes its **purpose** as to continuously add value to society and change the lives of the Lynca Family for years to come by making quality pork accessible to all (LyncaMeats, 2022). They **strive to have a positive impact on their people, clients and surrounding community for generations to come**. They do this by providing their people with personal growth opportunities that can improve their livelihood. The **company also aims to bring together family and friends to help create memorable moments** (LyncaMeats, 2022).



14

Brand Values

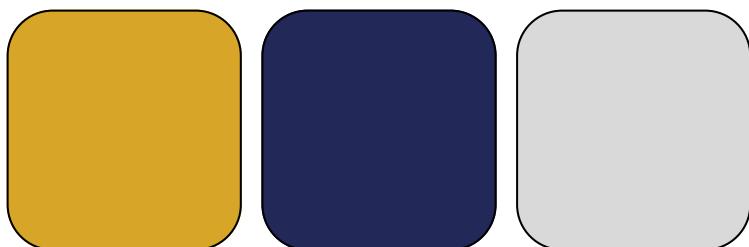
- **Ethics:** The company prides itself in being honest and ethical, they strive to do the right thing always. (LyncaMeats, 2022)
- **Humility:** The company is humble in their engagements, thoughtful in their interactions and egos have no space in their business. (LyncaMeats, 2022)
- **Ownership:** The company are fully responsible and accountable for the success of Lynca Meats, their individual actions contribute to their growth. (LyncaMeats, 2022)
- **Passion and Heart:** The company loves what they do and are committed to their success, they are resilient and driven by a common mission to build a successful business. (LyncaMeats, 2022)
- **Partnership:** The company describes their business as a family, their success is driven by meaningful relationships their people clients and partners. (LyncaMeats, 2022)
- **Building Together:** The company is committed to building a lasting legacy and positively impacting the lives of their people and the communities they serve. (LyncaMeats, 2022)

Brand Logo's

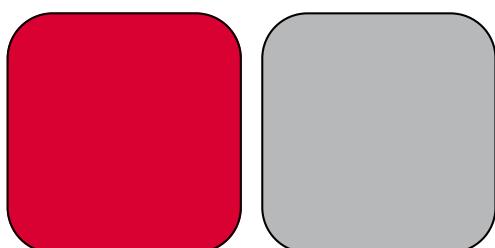


Brand Colours

PRIMARY COLOUR PALETTE:



SECONDARY COLOUR PALETTE



Inspirational elements - website

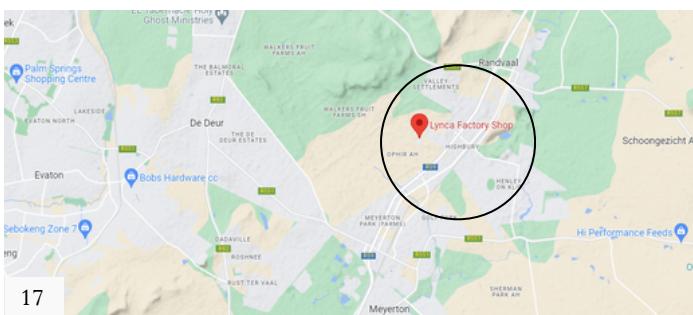


Factory Shop Location

Lynca Meats primary production factory is located outside Meyerton, 20 minutes south of Johannesburg, South Africa Lynca Meats, 2021.

The address is:

10 Leeu Rd
Valley Settlements
Meyerton
1961.



BEST PRACTICE

Of Brands

STARBUCKS:

Starbucks is a renowned coffee chain that has become synonymous with quality and consistency.

They utilise best practices such as:

- Starbucks invests heavily in **training their baristas** on the **art of coffee-making, customer service**, and **creating a warm and welcoming ambiance** (Kader, 2020). This helps ensure that customers receive **consistent and high-quality beverages and service**.
- **Customer engagement** is prioritised by creating a **comfortable atmosphere** in their **stores**, encouraging **customers to stay longer** (Kader, 2020). They also offer **personalised experiences** through their **rewards program, mobile app, and innovative partnerships** (Starbucks, 2023).
- Starbucks is committed to **ethically sourcing their coffee beans and promoting sustainability**. They **support farmers, promote fair trade, and implement initiatives to reduce their environmental impact** (Kader, 2020).



19



20

CHEESECAKE FACTORY:

This restaurant is known for its extensive menu and excellent customer service.

They utilise best practices such as:

- Utilising a **streamlined menu** that focuses on offering a **wide variety of dishes without compromising on quality** (Hayes, 2022). Their menu ensures **consistency and efficiency in food preparation**.
- Investing significantly in **training and development programs for their staff**. This includes comprehensive training on **food safety, customer service, and operational procedures** to ensure **consistency and professionalism** (Hubbard, 2021).
- Implementing **efficient kitchen operations** by making use of **standardised recipes and portion control techniques**. This allows them to **maintain consistency in taste and presentation** across all their locations (Hubbard, 2021).



CHEESECAKE FACTORY:

Popular doughnut chain known for its original glazed doughnuts.

Here are some ways Krispy Kreme utilises best practices in their stores:

- Krispy Kreme utilises a **"Hot Light" system** that signifies when freshly baked doughnuts are available (Krispy Kreme, 2023). This creates a **memorable and enticing experience for customers**, as they can enjoy **hot and fresh doughnuts straight from the production line** (Padia, 2022).
- Krispy Kreme strives to create a **positive and enjoyable customer experience** (Padia, 2022). They often have an **open kitchen design**, **allowing customers to see the doughnut-making process**, while also **offering limited-time specialty doughnuts** and **seasonal flavours** to keep customers engaged and excited (Padia, 2022).
- Krispy Kreme utilises **effective marketing campaigns to build brand awareness and attract customers**. They often partner with **local organisations or charities to create buzz and engage the community**. Their iconic **"Original Glazed"** doughnuts help maintain brand recognition worldwide.



VISUAL IDENTITY

Logo



Logo Explanation:

- **Simple and playful design** with the brand colours, of blue, white, and yellow.
- Use of the doodles that we used on the website.
- The pig symbolises the 'hog' and the beans and beans symbolise coffee. The pig sitting inside the cup gives it a **playful feel and energetic feel to the logo**.
- **Easy to read** and can almost be placed anywhere within the coffee shop or on **advertising packages and on the coffee bag designs**.

Coffee Bag Designs

OPTION 1 & 2



OPTION 3 & 4



Coffee Bag Designs

TAKE-AWAY OPTIONS



Menu Design



MENU COFFEE

CAFE			SMOOTHIES	
Americano	28.00	33.00	CAPPUCCINO COCOA	51.00
Cappuccino	30.00	35.00	Espresso, banana, cocoa powder, milk, honey & frozen yoghurt	
Double Espresso	30.00	33.00		
Cafe Latte	35.00	43.00	MUCHO POWER	54.00
Cafe Mocha	42.00	48.00	Grass-fed whey protein, peanut butter, banana, chia seeds & milk	
Vanilla Latte	36.00	41.00		
Hazelnut Latte	36.00	41.00		
Carmel Latte	36.00	41.00		
Dirty Chai	44.00	41.00		
White Mocha	42.00	49.00		
ICE BLENDED			SUPERFOOD BERRY	
Caramel	49.00		Blueberry, banana, apple, apple juice, chia seeds & superfood powder	54.00
Americano	35.00			
Cookies and Cream	52.00			
Hazelnut Mocha	52.00		OLÀ MANGO	49.00
Matcha Cream	60.00		Mango, banana, coconut, mint, apple & apple juice	
Mint Chocolate Chip	49.00			
Cafe Latte	37.00		STRAWBERRY SUPRESA	49.00
Espresso Lemonade	39.00		Strawberry, banana, apple juice & frozen yoghurt	
Vanilla Bean	39.00			
TEA			FRESH GREEN	
CLASSIC TEA			Cucumber, apple, mango, baby spinach, apple juice, lemon juice, chia seeds & mint	51.00
Ceylon, Rooibos	25.00			
SPECIALITY TEAS				
Earl Grey	29.00		THE ALMOND	54.00
Green Tea	29.00		Banana, almond milk, granola, almond & macadamia nut butter, honey & cinnamon (dairy free)	
Lemon & Ginger	29.00			

MENU

FOOD

TOASTIES

COOKIES

Poached Eggs and Bacon	40.00	Chocolate Chip	15.00
Grilled Mushrooms. Feta, & Pesto	42.00	Vanilla Chip	15.00
Ham, Cheddar Cheese, and Tomato	42.00	Oatmeal	13.00
Chicken Mayonnaise	42.00	Peanut Butter & Banana	18.00

CROISSANTS

MUFFINS

Poached Eggs and Bacon	38.00	Chocolate Chip	55.00
Grilled Mushrooms. Feta, & Pesto	38.00	Vanilla Chip	55.00
Ham, Cheddar Cheese, and Tomato	38.00	Lemon and Poppy Seed	55.00
Chicken Mayonnaise	38.00	Blueberry	55.00
		Cappachino	55.00

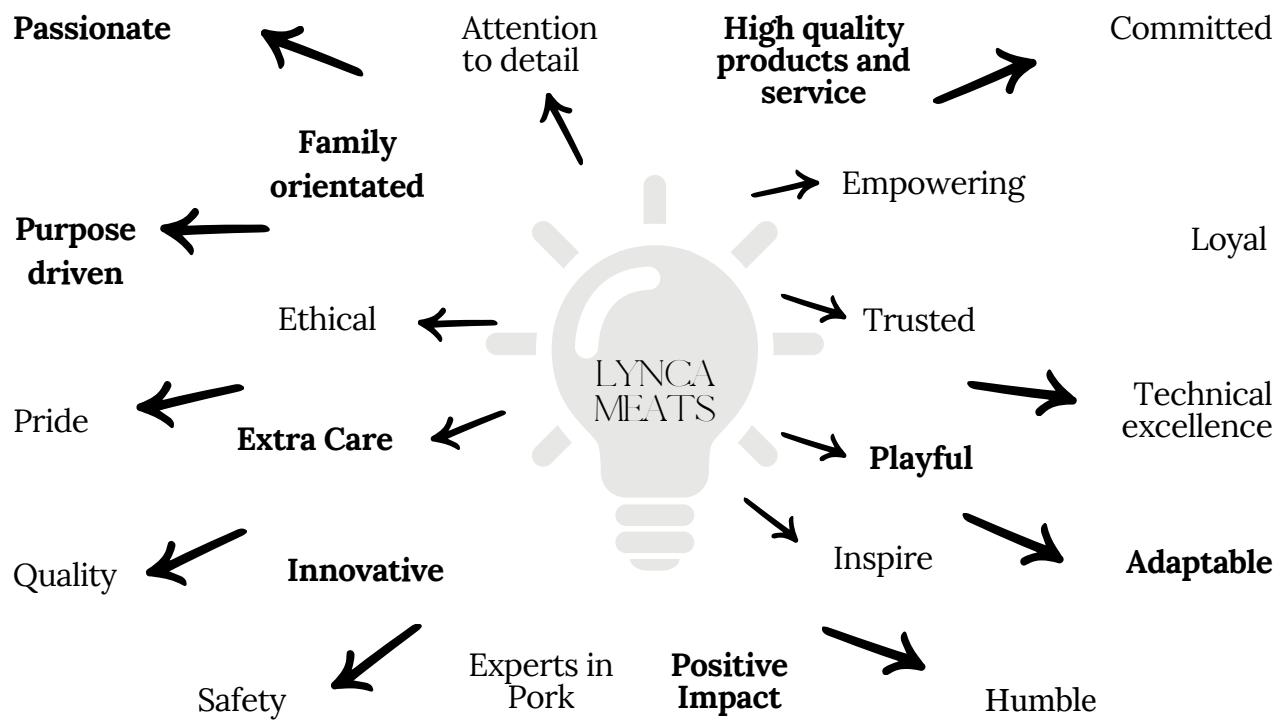
BAGELS

PASTRIES

Salmon and Cucumber	70.00	Custard Tart	33.00
Chicken Mayonnaise	50.00	Strawberry Tart	30.00
Egg & Avocado	48.00	Cinnamon Swirl	28.00
Cream Cheese, Chicken, Bacon and Avocado	70.00	Milk Tart	25.00
		Chocolate Elcaire	28.00

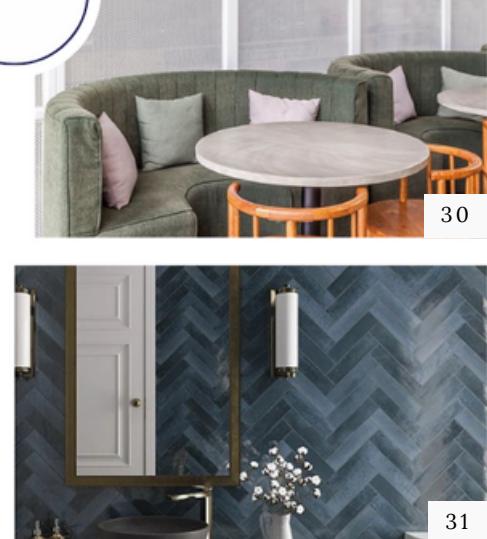
KEY DESCRIPTORS

of Brand



CONCEPTS

Mood Board

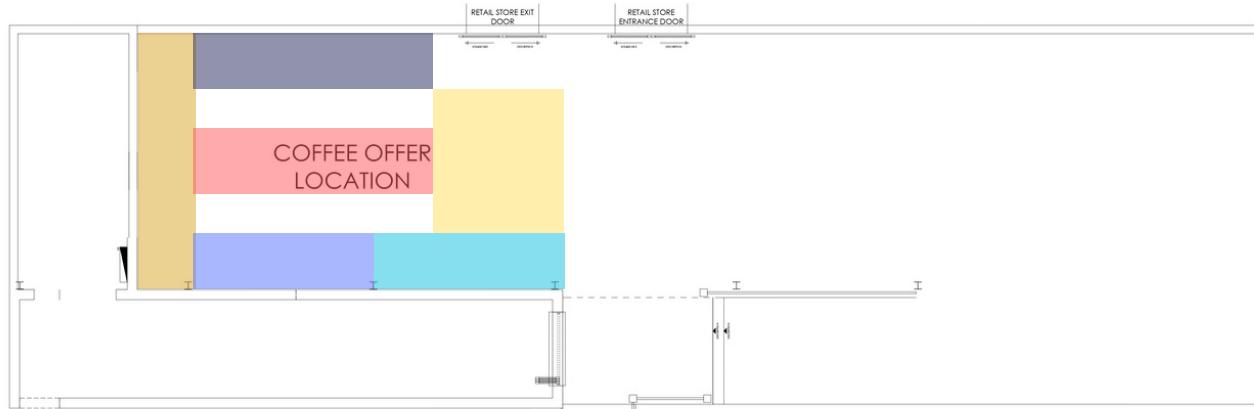


Essential

The colour scheme for our coffee shop, inspired by **simplicity and sophistication**, centres around navy **blue, yellow, and white**. Navy blue evokes a sense of **calm**, yellow adds **vibrancy**, while white maintains a **clean aesthetic**. This **harmonious palette** enhances the mood board, creating a **visually appealing and inviting atmosphere**.

Floor Plan Process

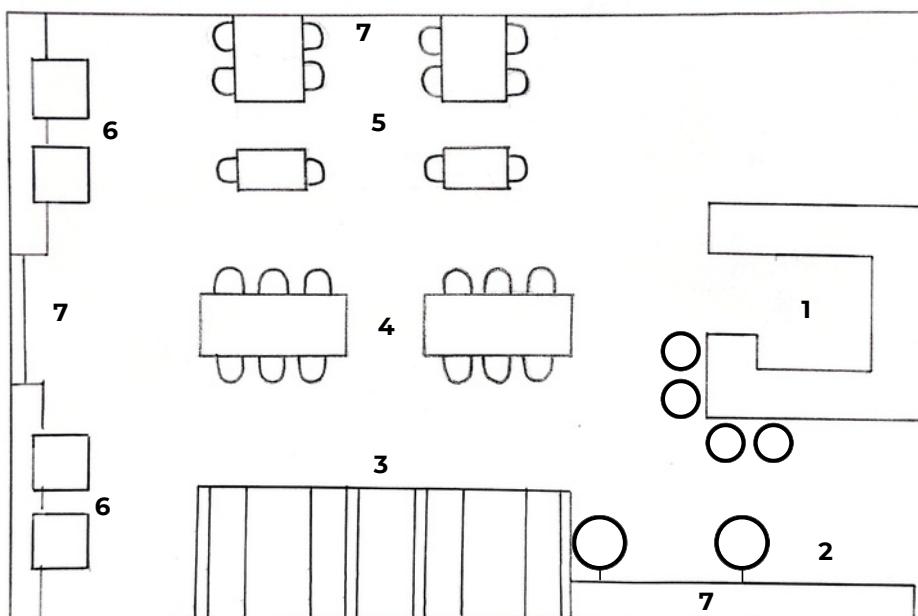
FACTORY SHOP
LOCATION



SPACE PLANNING

N/A

- WORK STATIONS AND INSTAGRAMMABLE WALL
- HIGH TABLES AND CHAIRS
- COMMUNAL TABLE
- COFFEE BAR
- BOOTH SEATING
- BENCH SEATING W/ WALL MOUNTED ROUND TABLES



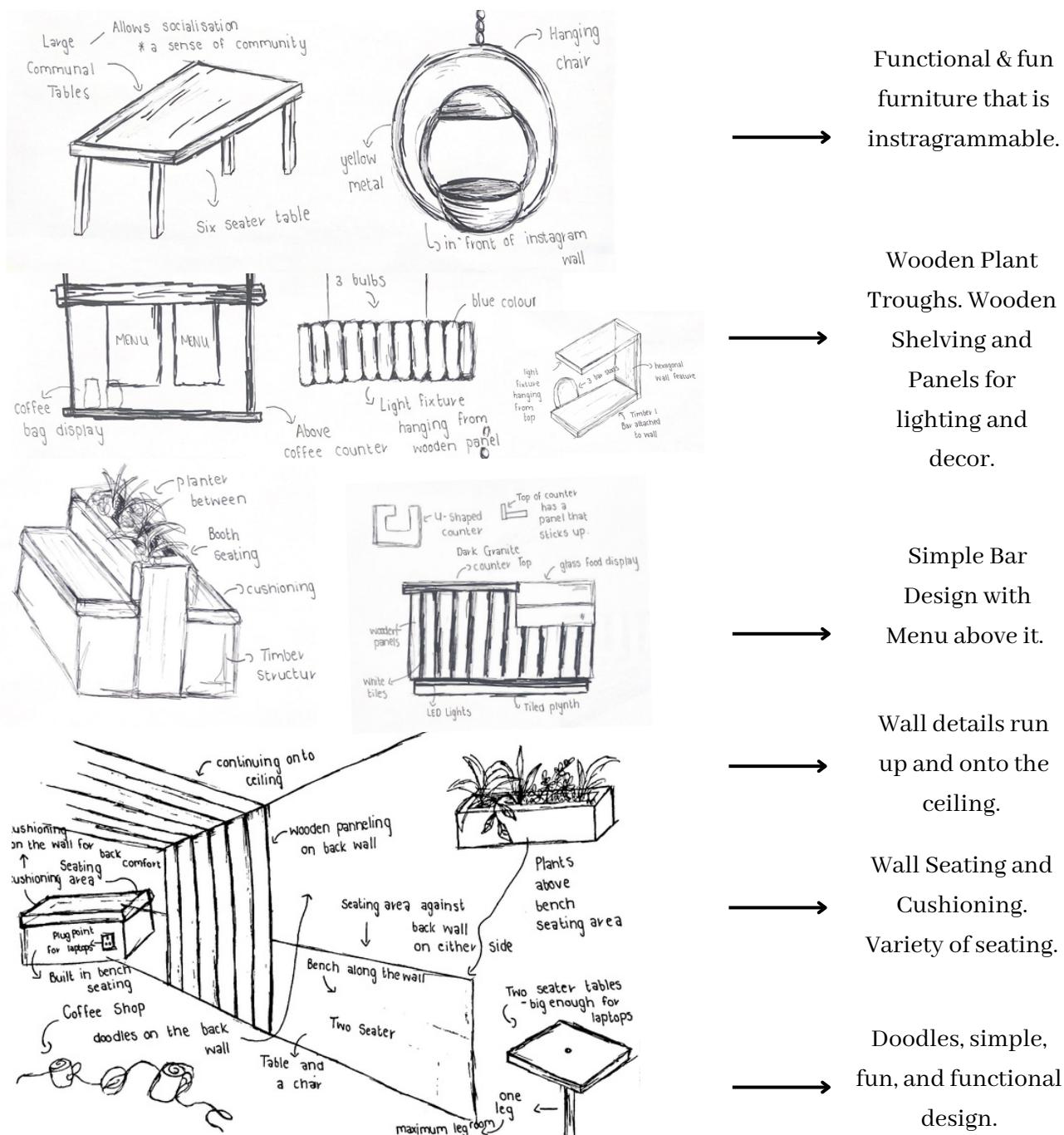
GROUND FLOOR PLAN

N/A

Sketches / Concept

FURNITURE / BAR / CEILING / FEATURES

Furniture embodies clean lines and geometric shapes, providing both comfort and a modern aesthetic. The bar showcases a sleek design, promoting efficient service. The ceiling features purposeful lighting, creating a warm atmosphere. Unique features, such as brand-specific doodles, add a personalized touch, ensuring a memorable and distinctive experience within the intimate confines of our coffee haven.



Design Rationale

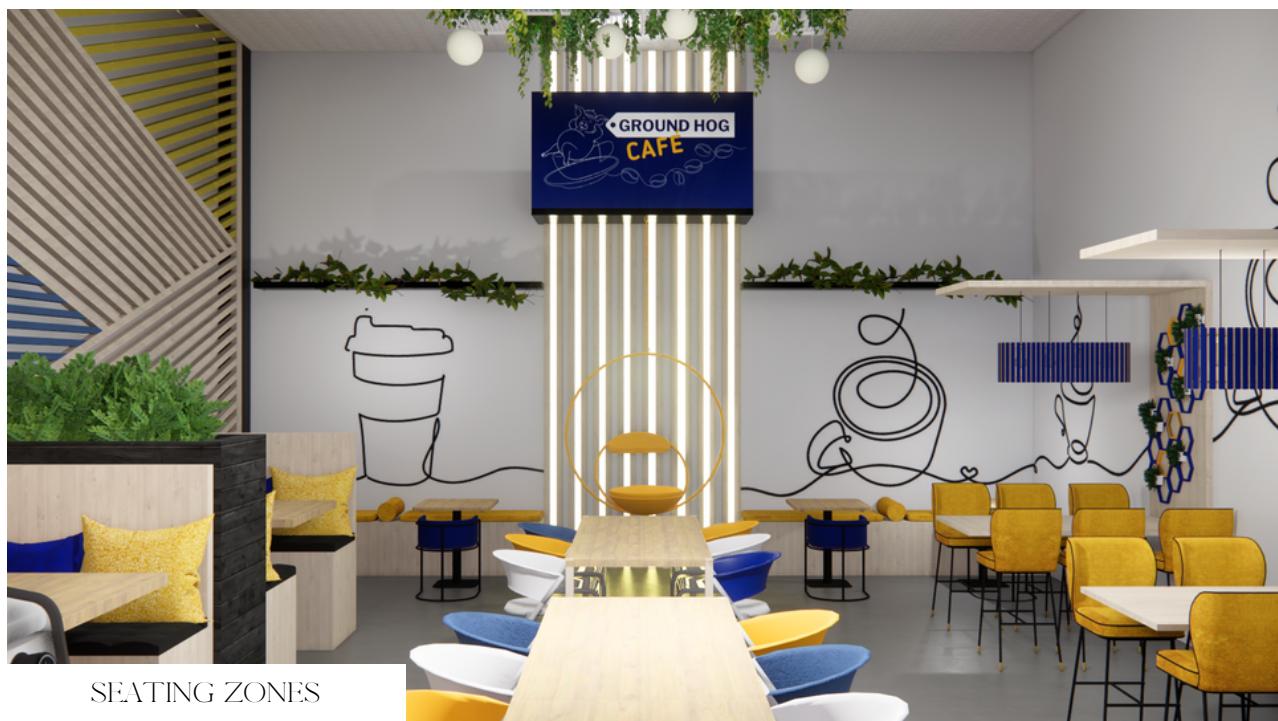
'ESSENTIA'

"THE ART OF SIMPLIFIED SIGNIFICANCE"

Inspired by the **Memphis Design movement**, our coffee shop is a celebration of **clean lines, neutral elegance, and purposeful design**. Our concept revolves around the **essentia of meaningful experiences**, ensuring that every visit goes **beyond coffee** consumption to become a **purposeful moment**. Incorporating the essence of Memphis Design, our space boasts **uncluttered simplicity with straight lines, geometric shapes, and a calming colour palette**. The integration of **brand-specific doodles** adds a **personalized touch, creating a unique atmosphere**. Purposeful lighting enhances the ambiance, emphasizing key elements. Our commitment to the **art of simplified significance** transforms the shop into a haven where patrons enjoy **high-quality coffee amid serene surroundings**. This design transcends traditional coffee shops, offering a space where **simplicity and meaningful encounters converge, making every visit a memorable and purposeful experience**.

FINAL DESIGN

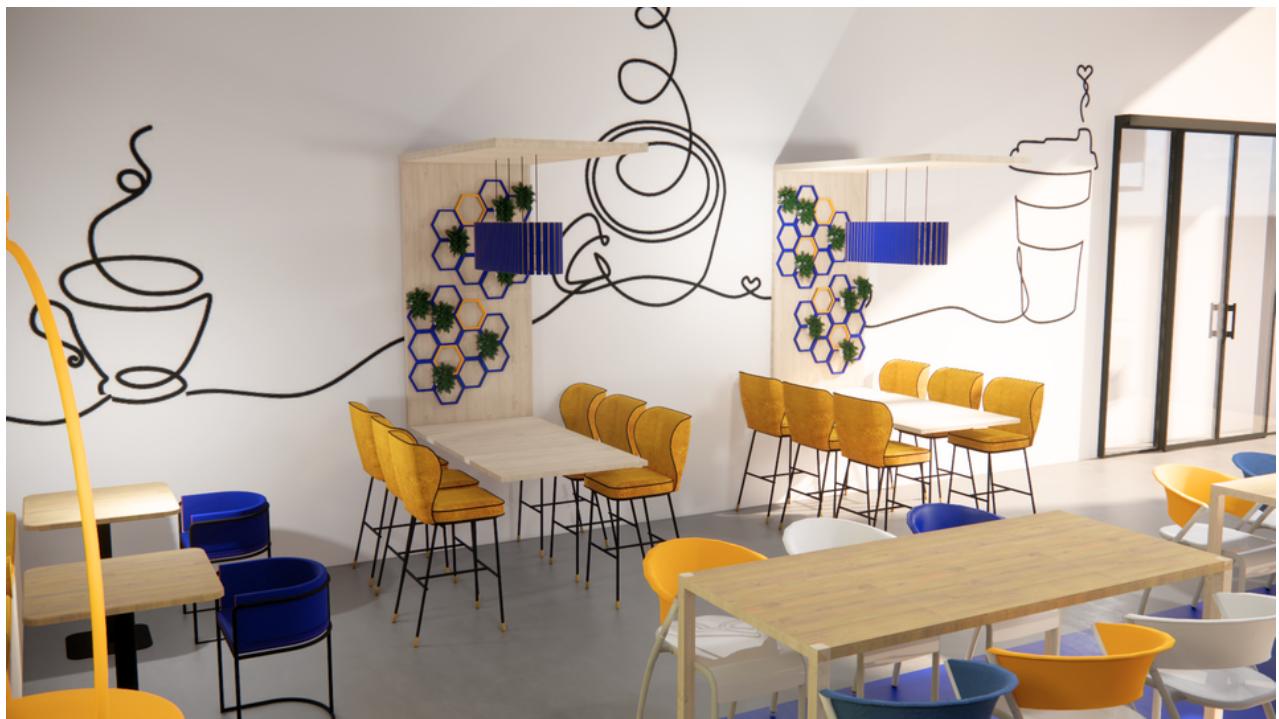
Renders



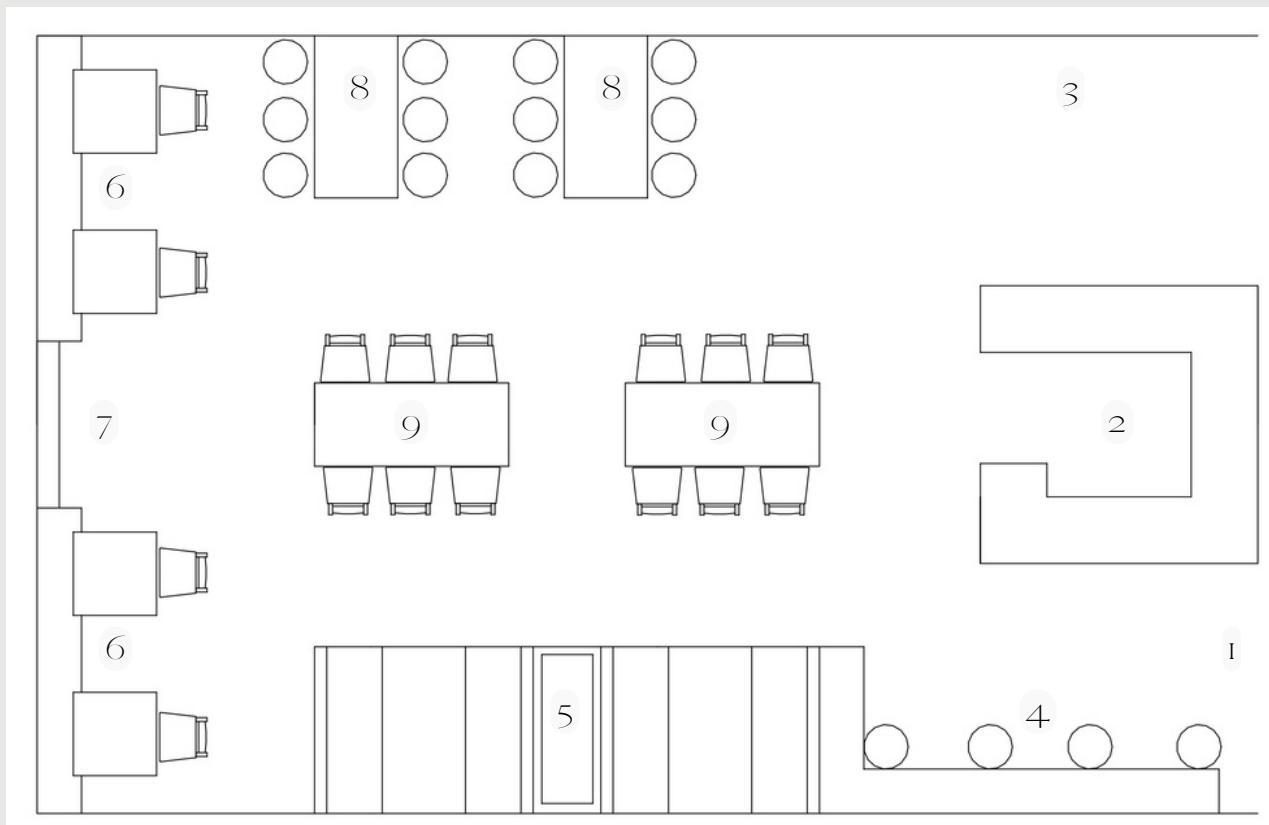


SEATING ZONES





Floor Plan, Sections & Elevations



GROUND FLOOR PLAN
N/S

DIFFERENT ZONES & VARIATION OF SEATING OF THE SPACE

CLEAN NEUTRAL COLOUR PALETTE WITH POPS OF BRAND COLOURS

MINIMALIST DESIGN WITH SIMPLE, CLEAN & LINEAR SHAPES

KEY:

- 1 - Entrance
- 2 - Coffee Bar & Pay Point
- 3 - Exit from Lynca Meats Store
- 4 - Wall Mounted Bench Seating with Tables
- 5 - Booth Seating Zone
- 6 - Work Stations
- 7 - Instagrammable Wall
- 8 - Bar Tables & Chairs
- 9 - Communal Tables & Chairs

BAR TABLES & CHAIRS

EXIT FROM LYNCA MEATS STORE

WALL MOUNTED BENCH SEATING & TABLE

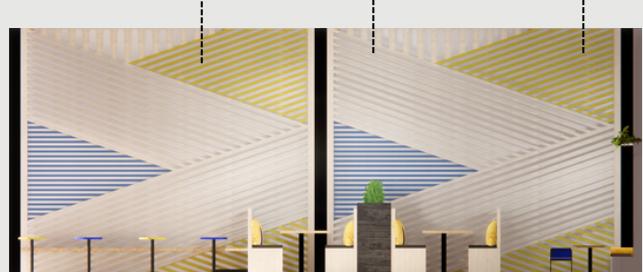
WORK

BOOTH SEATING STATIONS

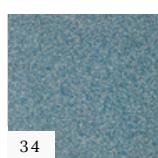
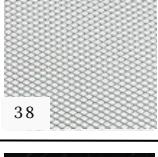
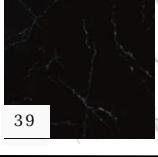
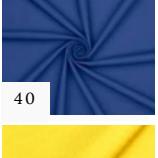


SECTION A-A

EAST ELEVATION



MATERIAL LIST

MATERIAL	SPECIFICATION	REASON
FLOORING	 <p>Cloud Grey Renocrete Colour: Grey Application: Sprayed-on <u>Supplier:</u> Cemcrete</p>	Durable finish that is timeless, elegant touch to this modern, feminine design. Floors add contrast to the bright interior.
	 <p>Dynamic Blue Flowfast Concrete Colour: Blue Supplier: Flowcrete</p>	It reflects unique character, stability, and grandeur and adds to the earthy materials. Beautiful for the bar and is very eye-catching. Adds zones to the area.
WALL COVERINGS	 <p>Wall Paneling Supagloss Melawood Colour: Petrol Blue T16 x W1830 x L2750mm <u>Supplier:</u> PG Bison</p>	The wooden slats add depth, texture, and is a design features throughout the design. Adds to the overall design scheme and part of the brand colours.
	 <p>Fired Earth Chalk Furniture and Wall Paint - Pure White(1L) <u>Supplier:</u> Builders</p>	Adds to the overall colour scheme, is eco-friendly, and has sustainable qualities. It is slip-resistant, ensuring safety around all water features.
	 <p>PG Bison Melawood Colour: Shale Oak <u>Supplier:</u> PG Bison T16mm x W1830mm x L2750mm</p>	Adds to the overall colour scheme, is eco-friendly, and has sustainable qualities. Used for its natural beauty, warmth, and inviting ambiance.
CEILING	 <p>Aluminium Perforated Metal Sheet <u>Supplier:</u> RS PRO Code: SKU262-2652</p>	Adds pattern and dimension to the design.
COUNTERTOPS	 <p>Quartz Countertop - Nero Silk Colour: Black Marble <u>Supplier:</u> Quartz Code: SKU81451604</p>	Excellent resistance to scratching and is not affected by the moisture. It reflects unique character, stability, and grandeur and adds to the earthy materials. Beautiful for the bar and is very eye-catching.
FURNITURE	 <p>Royal Blue Anti-tear vinyl, Water resistant <u>Supplier:</u> Rags and Fabrics</p>	Durable finish that is scratch and moisture resistant. Adds pops of colour to the space and adds comfort.
	 <p>Upholstery Plain Vinyl - Yellow, Water resistant Supplier: Rags and Fabrics</p>	Durable finish that is scratch and moisture resistant. Adds pops of colour to the space and adds comfort.
	 <p>Black aluminium, Finish Supplier: Leroy Merlin Application: Windows & Lighting, Lockers</p>	Black chosen specifically for sophistication in the overall design and highlights the framing for elements that it is used on. It also has sustainable qualities.

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