pnoé

: an ancient Greek word that means breath or wind

the future of lifestyle is slowing down - "taking a breath"

A holistic space that addresses the body, the mind and the soul with the aim to promote **a future way of living** a more conscious and balanced life. The philosophy behind **pnoé** derived from the Ancient Greek quote **"Pan Metron Ariston"** which means **"Everything in moderation"**. The space responds to the excess of living in a fast-paced city and it invites people of all age to slow down and **"take a breath"**.

body
(το σώμα)

movement
rhythm
pace
nourishment (θρέψη) -
to be fed
skin care

physical wellness

healthy diet,
good nutrition,
and regular exercise

cross-over

mind
(το μυαλό)

library - reading
poetry
study
thirst for knowledge,
learning,
teaching

social wellness
intellectual wellness
emotional wellness

cross-over

soul/(η ψυχή)
spirit (το πνεύμα)

meditation
thinking
stimulations - music

spiritual wellness

In the realm of **future living**, the covergence of **body, mind, and soul** becomes an essential focus. The Venn diagram is showcasing the **interconnectedness and cross-overs** between these aspects of human existence. The diagram demonstrates how the **holistic approach** of **pnoé** intergrates these elements in the context of **future living.**
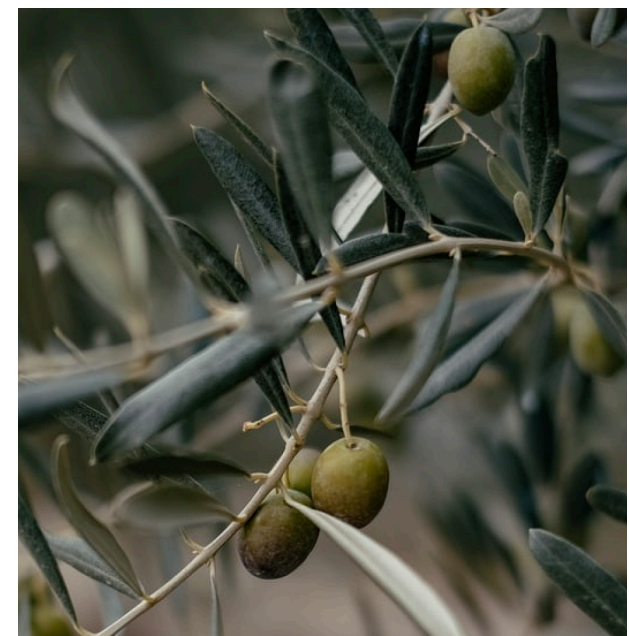
soup of the day:

avgolemono

(chicken, rice, lemon juice, eggs)

fasolada (V)

(beans, vegetables, fresh herbs from the roof garden)

revithosoupa (V)

(chickpeas, onions, garlic, lemon juice)

laser custom design of olive branches cut-outs from metal

**m
e
n
u**

orektika / to start

soup of the day

bread with olives and dried tomatoes

tzatziki

greek salad

halloumi
steamed in our garden's herbs

feta saganaki
marinated feta with honey and sesame

kirios / main

chicken souvlaki

moussaka

kalamari

orzo stuffed peppers and zucchini
(V)

roasted eggplant (V)

epidorpio / dessert

baklava

halva (VE)

"Let food be the medicine and
medicine be the food".
Hippocrates

THE MENU

The food philosophy of **pnoé** is all about celebrating fresh, local, seasonal flavours, that nourish the body and the soul.

The Greek Mediterranean restaurant aims to encourage healthy eating, as this diet is known for its health benefits.
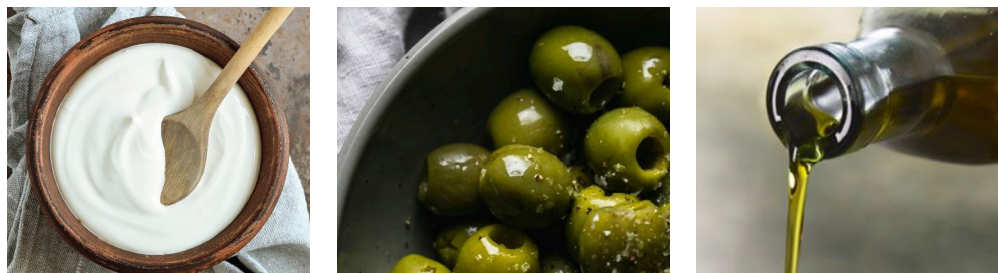
This space aims to embrace the raw and natural beauty of the human body, through the use of materiality as the textures of the walls are resembling the aging hand textures.

raw / honest / natural

Celebrating Ancient Greek beauty rituals with products made out of natural ingredients, such as yogurt, olives, and olive oil.
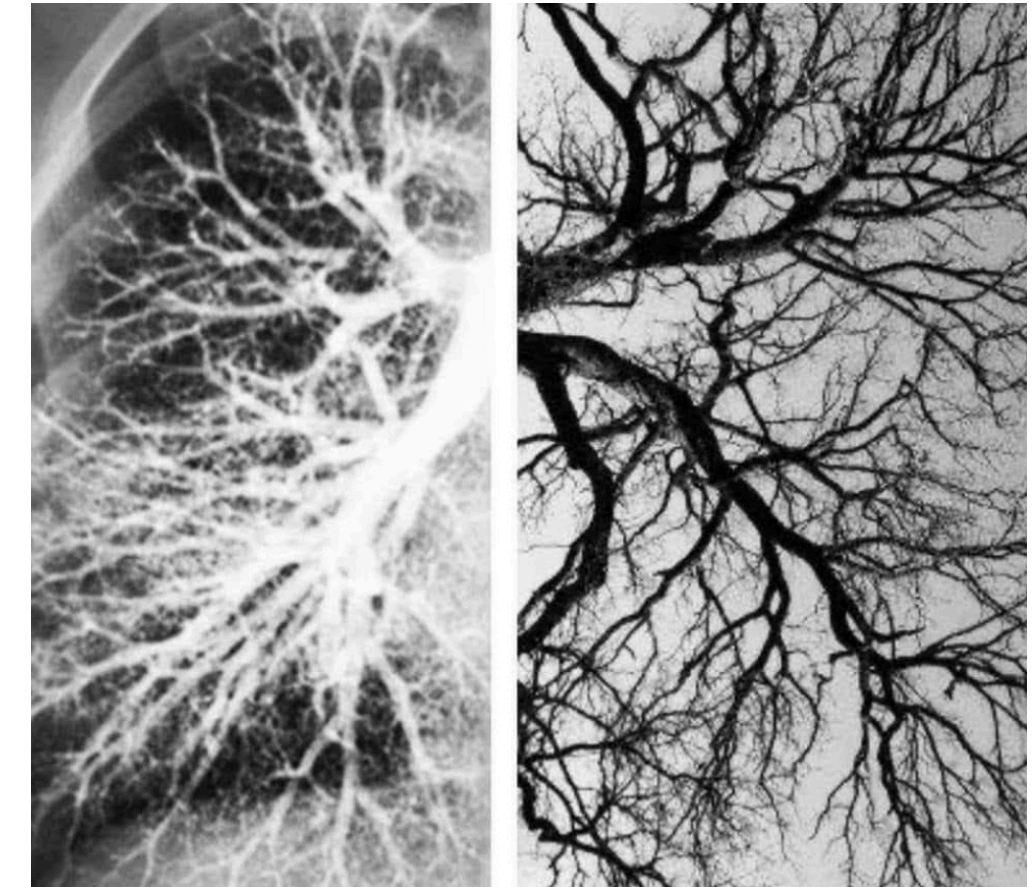
my grandmother's hand

organoid - skelettblattla

Humans and Nature

"we breathe in what trees breathe out, and they breathe in what we breathe out - we are nature." (source unknown)

The mug of Pythagoras

Aimed at **suggesting and observing the measure, metron ariston,** made by the Samian philosopher, mathematician, geometer and music theorist.

In addition to restricting the consumption of wine through a "smart glass", Pythagoras wanted to teach his students **temperance and moderation.** When the measure is exceeded it is <<ύβρις>> "hustle", which results in the punishment, <<τίσις>> "tisis". All people should enjoy in moderation what is provided to them without eagerly seeking more.
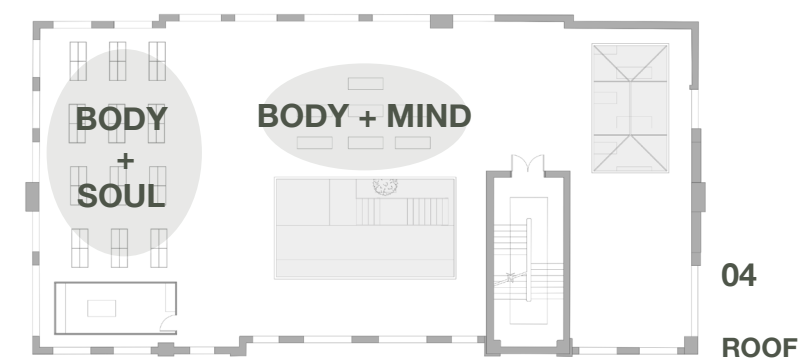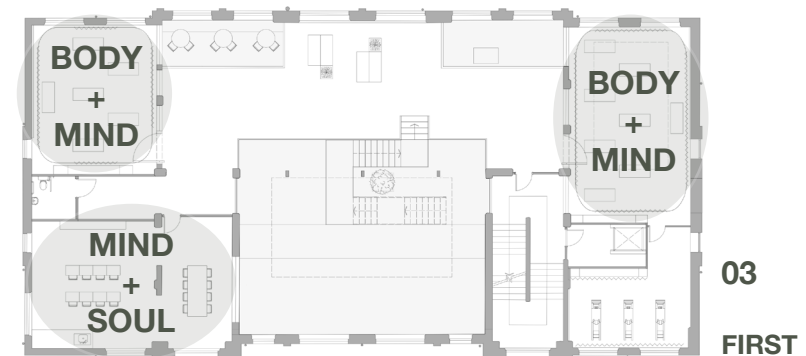
A B

C D
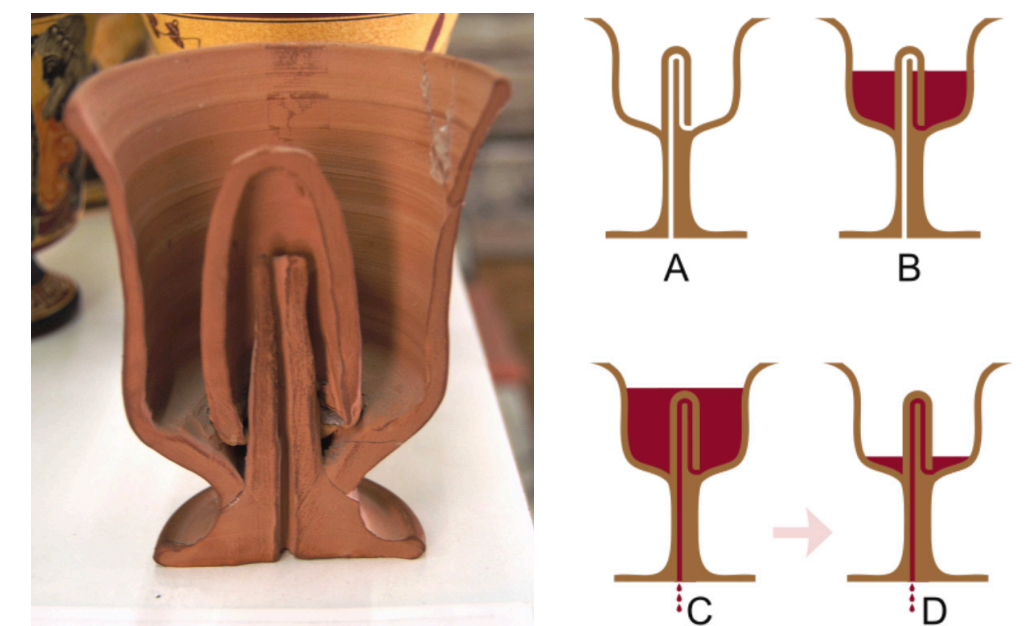
This space is for people to come together, and connect with like-minded individuals who share similar interests and goals. People go away with new skills to apply in their daily lives and continue their personal growth journeys.
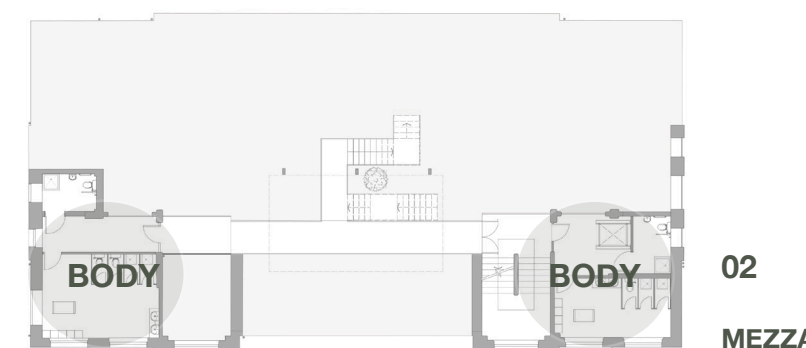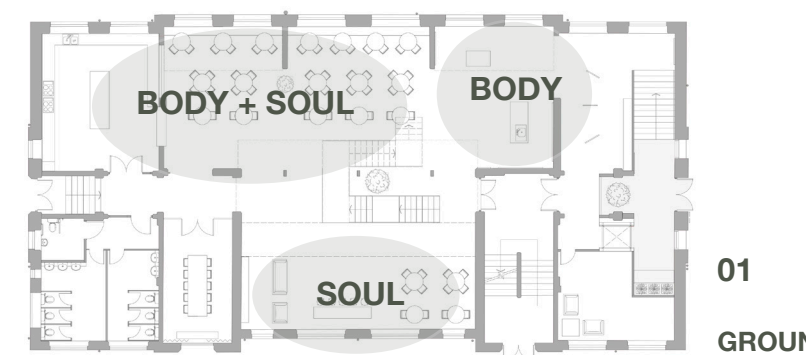
BODY + SOUL

BODY + MIND

04

ROOF

BODY + MIND

BODY + MIND

MIND + SOUL

03

FIRST

BODY

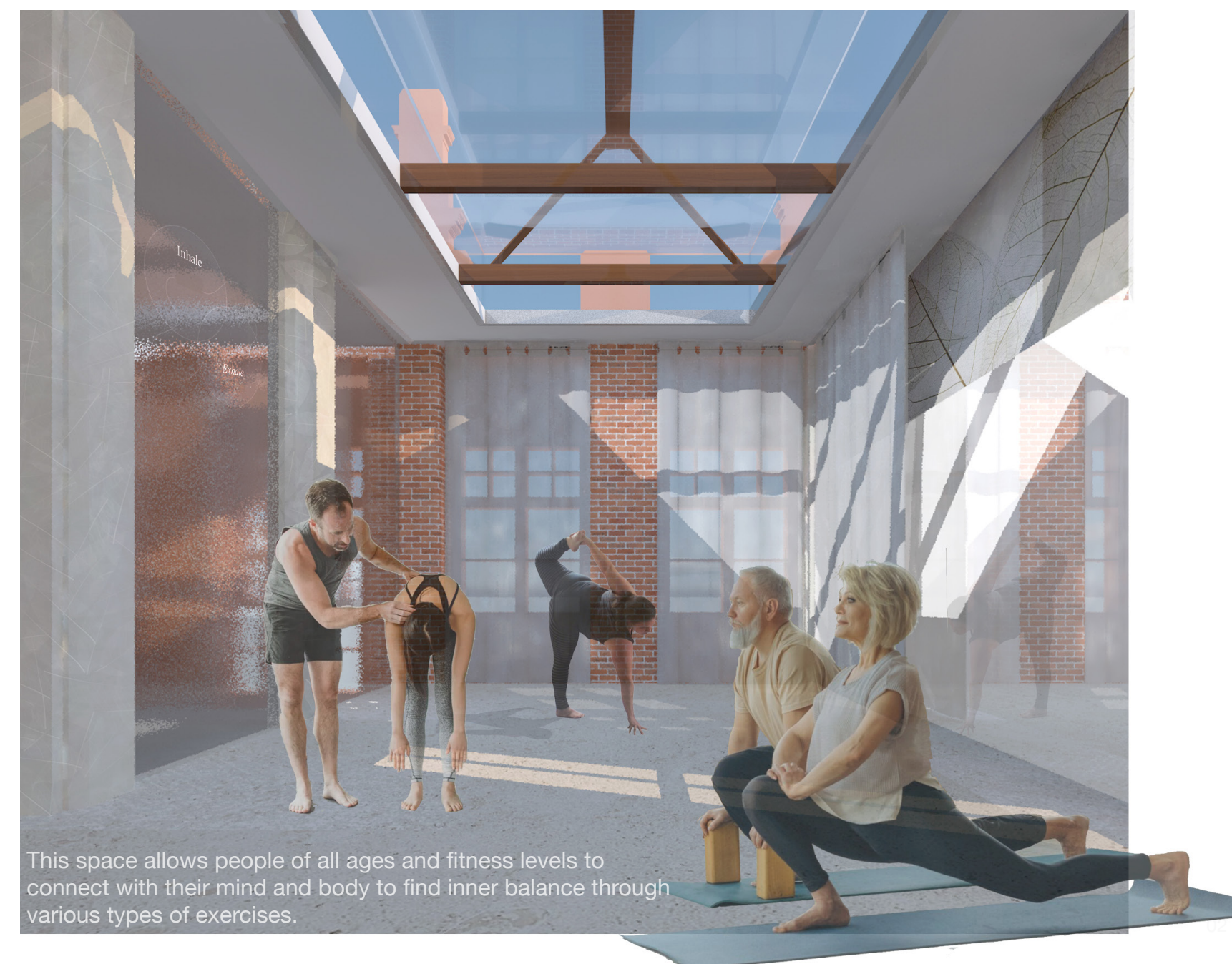BODY

02

MEZZANINE

BODY + SOUL

BODY

SOUL

01

GROUND

THE BREATHING ROOM STUDIO 2 + 3

This space allows people of all ages and fitness levels to connect with their mind and body to find inner balance through various types of exercises.
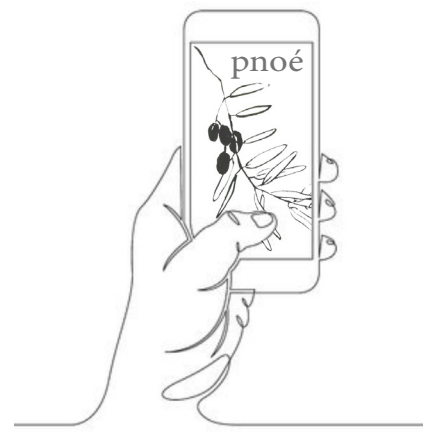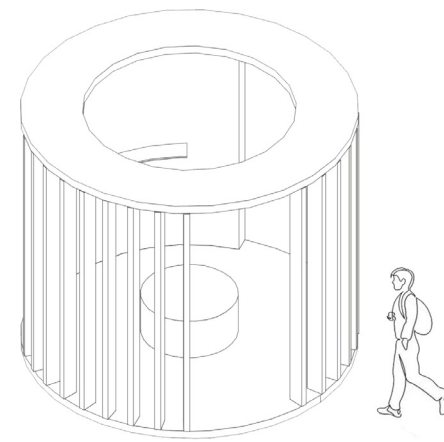
pnoé

THE POP-UP

The pop-up is aimed for **health-conscious individuals** who are interested in natural, organic, and non-toxic skin care products. People are invited to enter the space, take a break and **escape from the hectic fast-paced city life.**

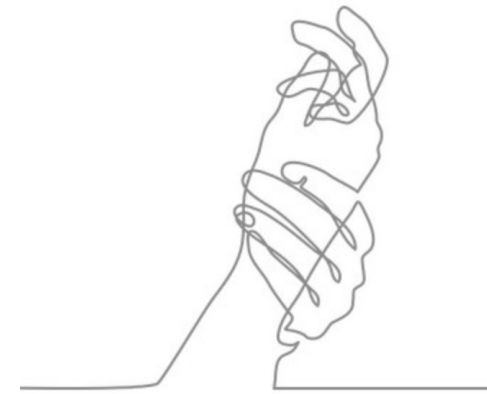Customer journey between the two locations:

1. DISCOVERY
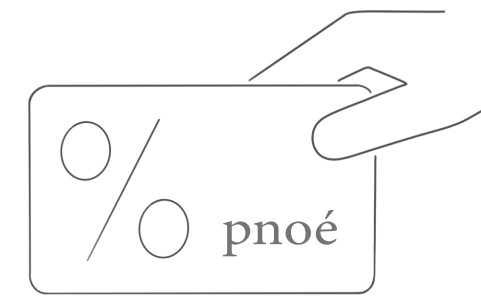
pop-up promotion through social media

2. VISIT

visitor enters through the space

3. SAMPLES

visitor gets a sample, applies the product and **breaths it in** for five seconds

4. DISCOUNT CARD

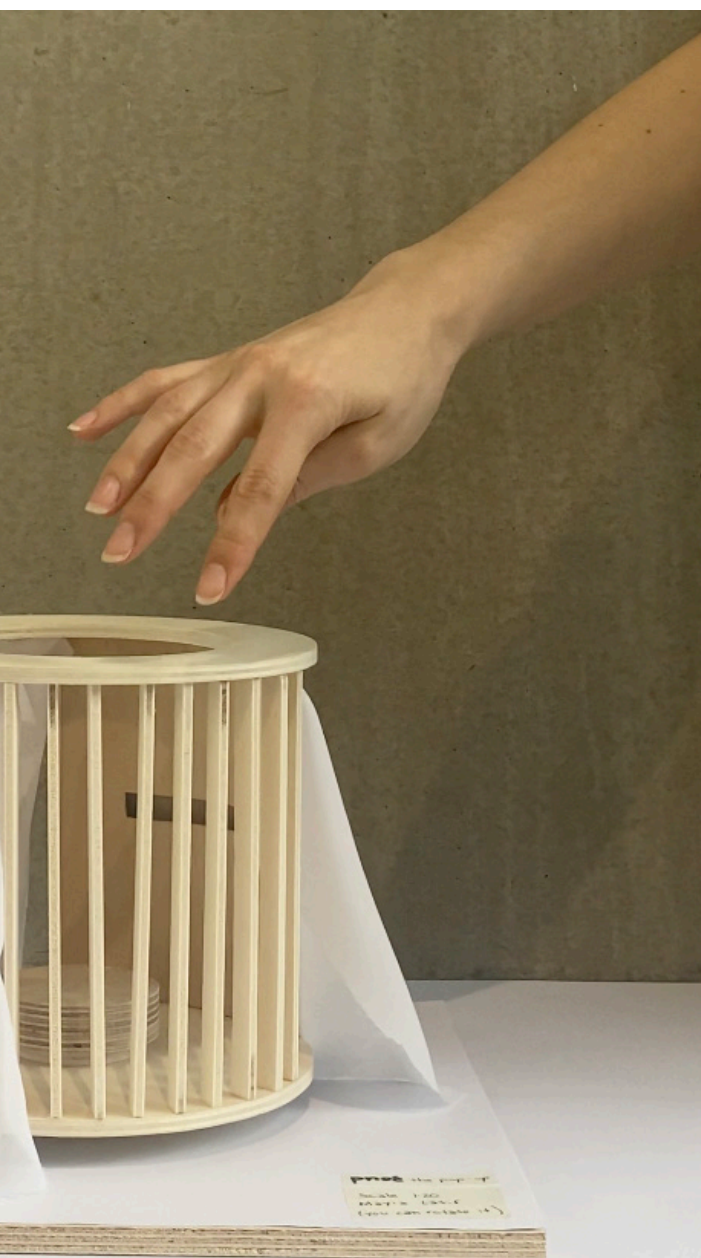visitor receives a discount card that can be used at **pnoé**

5. UNWIND

visitor can sit, relax and enjoy the present moment

6. PURCHASE

visitor visits **pnoé** to purchase anything out of the skin/ body care shop using the discount card

a sphere-shaped timber structure with airy fabric, intended to resemble a **deconstructed tree trunk**.