

N

O

L

O

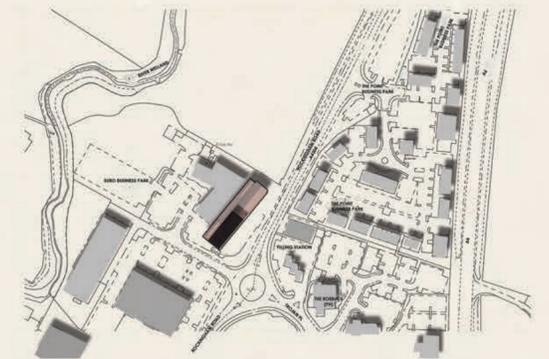
Interior Futures

This project is about rethinking familiar UK café, bars, and gym spaces, where culturally, they lack a choice of low and no stimulant products and low-intensity exercise. NOLO, an abbreviation for No and Low, is an idiosyncratic bar, gym, and café concept. A disruptive brand with a counter-cultural attitude, redefining customer choice to the mainstream approach.

'WHEN YOU FIND YOURSELF ON THE SIDE OF THE MAJORITY, ITS TIME TO PAUSE AND NOLO'

By excluding the common transactions of alcohol, caffeine, refined sugar, and elevated heart rate exercise, NOLO aims to shake up the concept of existing business models. NOLO's primary goal is to offer an alternative to products and the environment whilst socialising and exercising.

NOLO aims to be an expansive brand, transcending beyond the traditional. A fun, positive, social setting geared towards a natural high. It is especially pertinent for those preferring healthy living, sobriety as part of religious commitments, managing health conditions, fitness aspirations, mental health and well-being, menopause, conception, pregnancy, employment guidelines, restrictions from medication use, recovering substance addiction, and many more.



NOLO will be set within a sustainably designed building. The elevated design aims to exceed the ordinary through positive sensory enhancing lights, colours, materials, sounds and smells. The edge-of-town rural setting, in the Midlands, with agricultural overtones seen within the building construction, is conducive to the business model. Vibrant, upbeat, and energetic, it blends with peaceful, calming, and healing aspects. A highly creative, versatile space juxtaposed against traditional business parks.

The target audience will focus on GEN Z and MILLENNIALS, with an average population of over 12,000, within the Market Harborough area. The design will not exclude groups outside this demographic. Trending demographic behaviours confirm a positive and receptive approach to new experiences. Gen Z will be able to embrace an alternative choice to the traditional social models currently offered in the UK, which can influence future social models and attitudes. The Muslim, Hindu and Sikh population is collectively 38.2% of Leicester's religious demographic. All practice sobriety. NOLO will also be a destination setting from Leicester.

Proposed Outcome

Ground Floor Muwa - multi-usage wellness area, is a mind gym. In order to recharge and recoup, decompress and deeply relax, the numerous spaces offer the customer chance to re-balance. Soft curtaining divides areas of the gym into 5 activities. Resonate Beds stimulate the vagus nerve to soothe the nervous system, Forme Mirrors offer personal coaching customized for you, through an AI reflective mirror. The Body Stretch Area uses TRX Suspension Training helping with flexibility, whilst using your own body weight. Individual pods house beanbags for mind and breath work. The pre and post-exercise matting area offers the latest equipment for myofascial release.

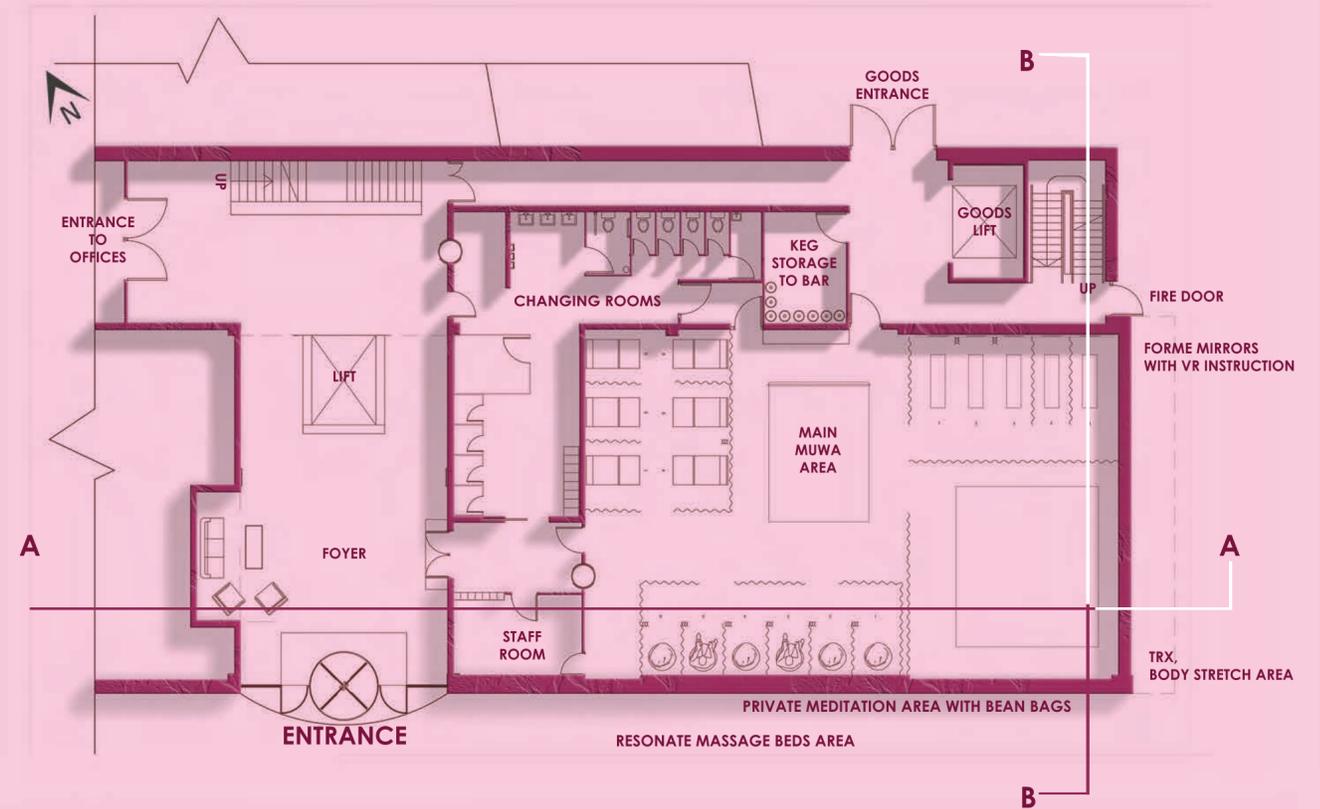
Second Floor NOLO BAR

A fully stocked bar offering a wide selection of non and low-alcohol beverages. All tables have an interactive ordering and payment screen integrated into the tabletops, enabling table service throughout. The self-serve beer wall allows customers to pre-load a payment card to serve their own drinks. Additional to this, are the ripple machines, which allow for personalized images to be imprinted on top of the foam. The mood is calming with fabric-covered light boxes and warm tones in the upholstery with a selection of multiple seating arrangements. Slatted styling is functional enabling partitions to create private areas for groups. Full bi-fold doors enables full exposure of the rural countryside.

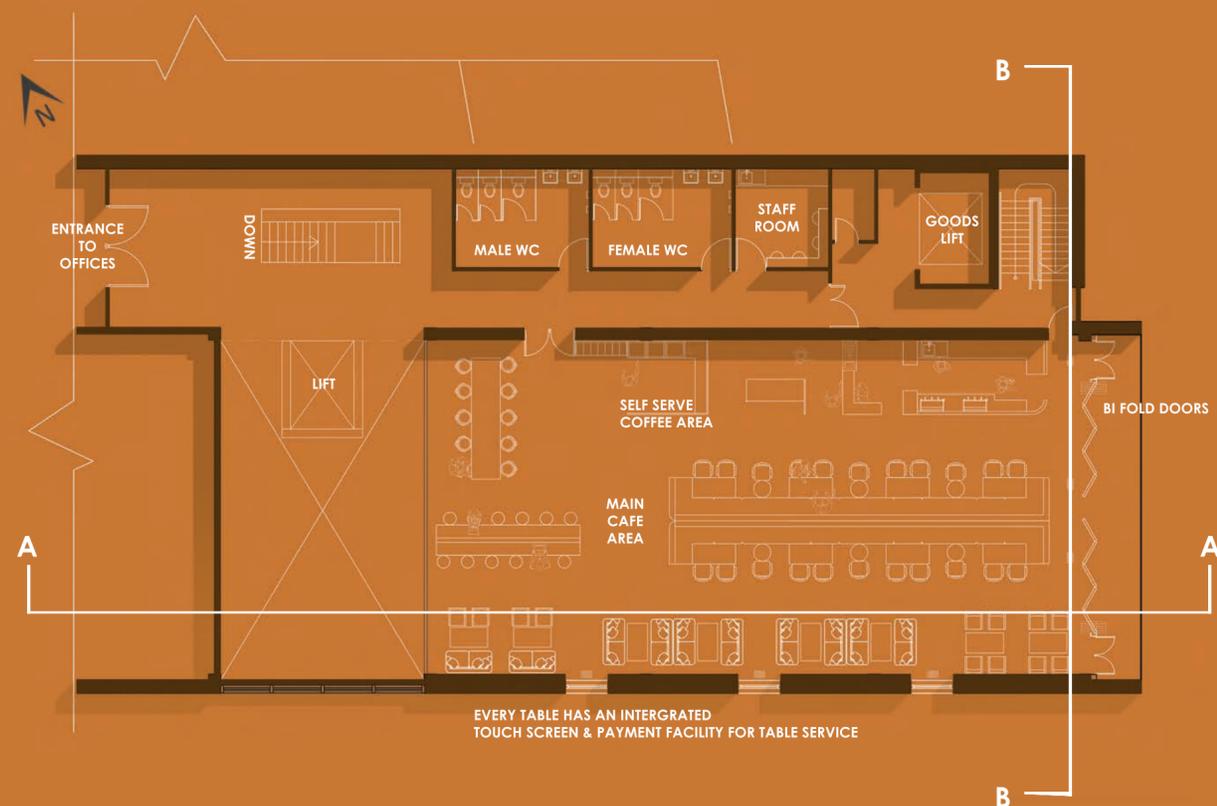
Second Floor NOLO CAFE

A light, airy environment offering a full standard coffee shop menu, with all low stimulants and decaffeinated products. There is the choice of self-serve coffee and ripple machines to take-away and full table service, using integrated, interactive tabletop screens. Seating is designed in designated areas for multiple-ranging use. High-top working areas have power points for laptops, areas suitable for meetings and larger groups, soft leather sofas and chairs for a more intimate and relaxed setting. Copper facias area reflect light and ambience is warm and welcoming.

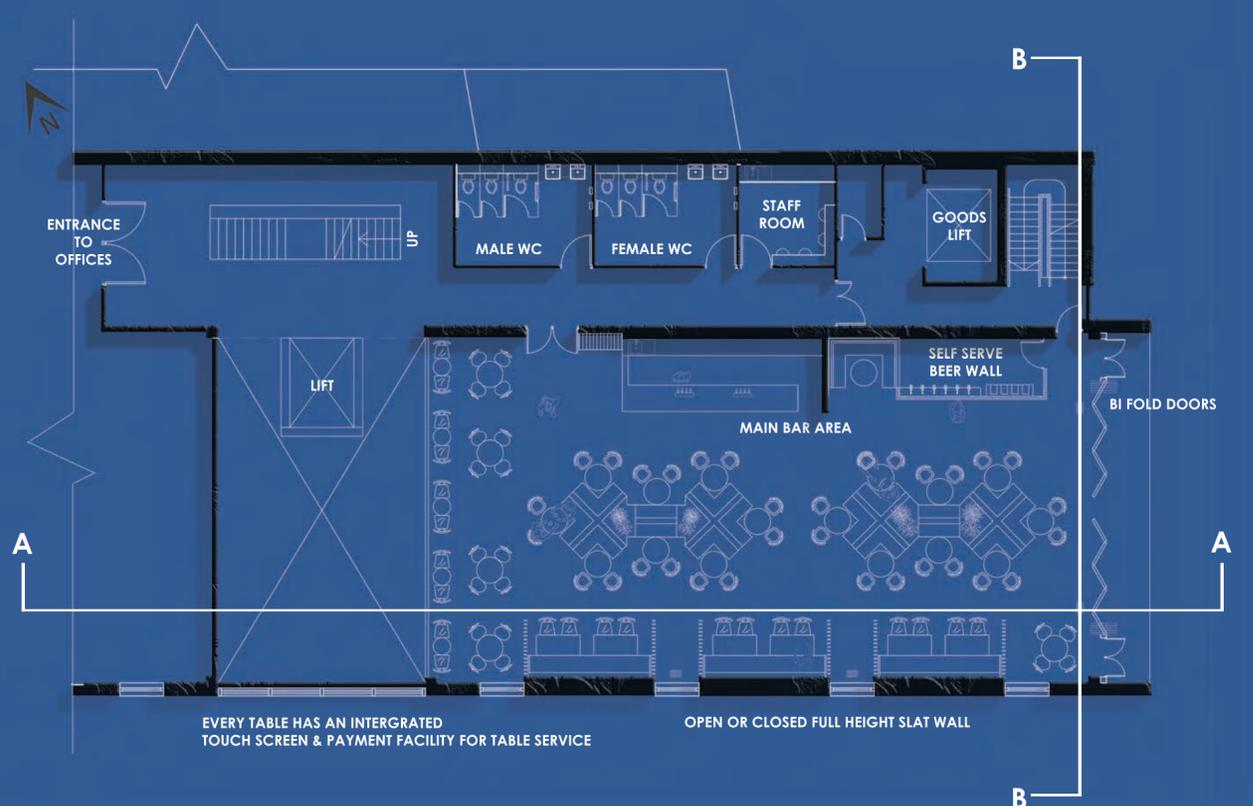
GROUND FLOOR PLAN

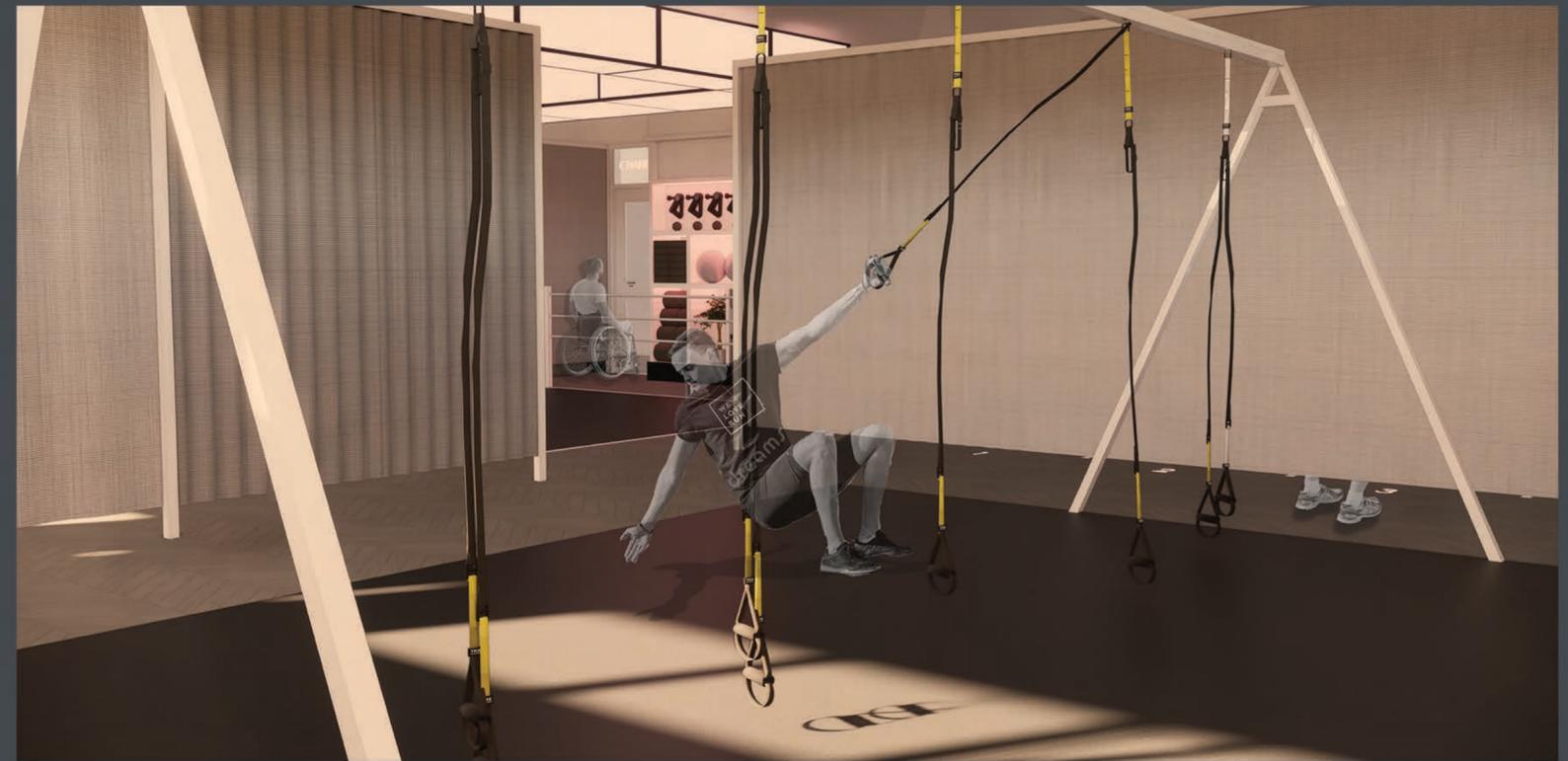
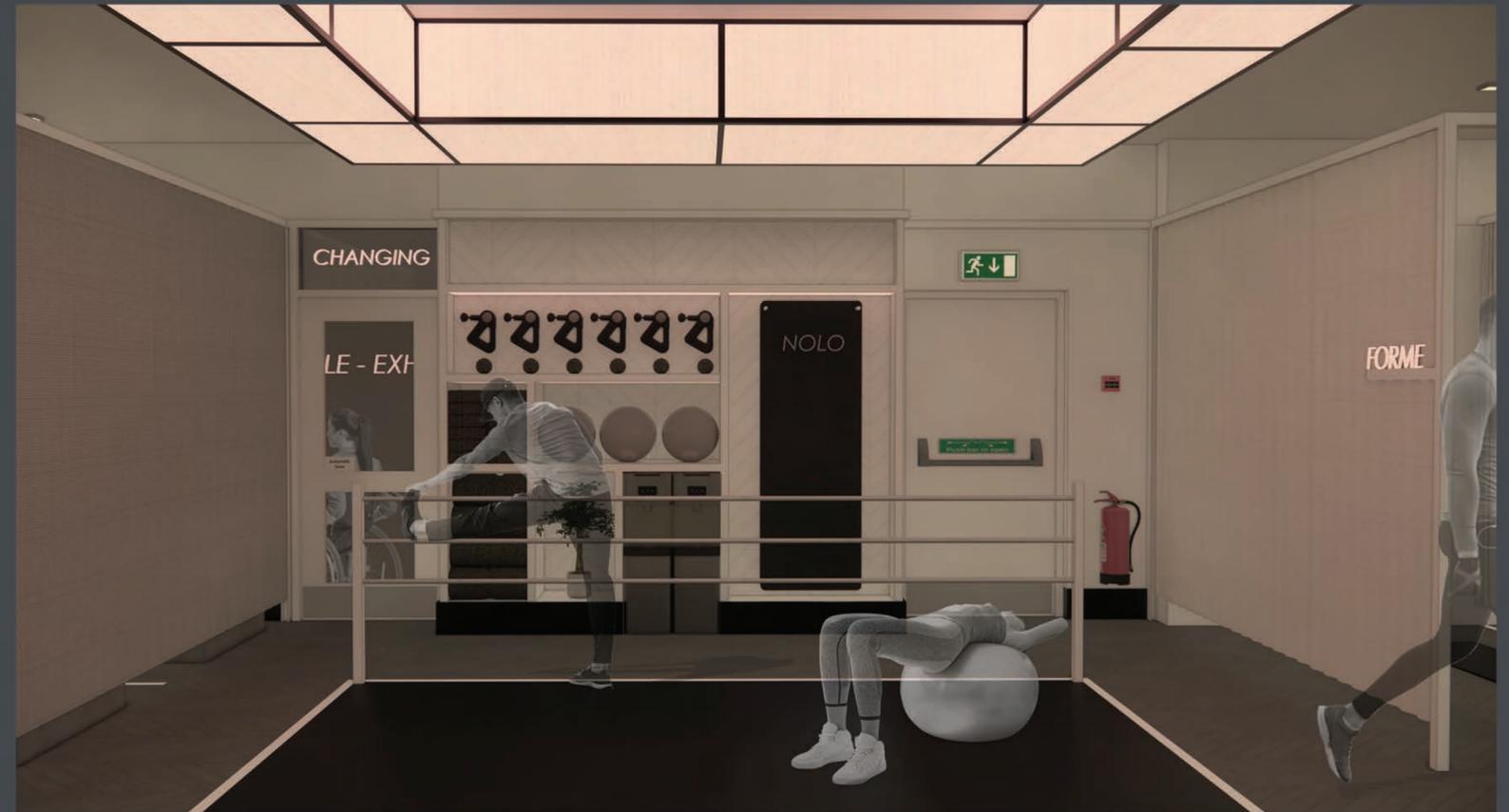


SECOND FLOOR PLAN



FIRST FLOOR PLAN

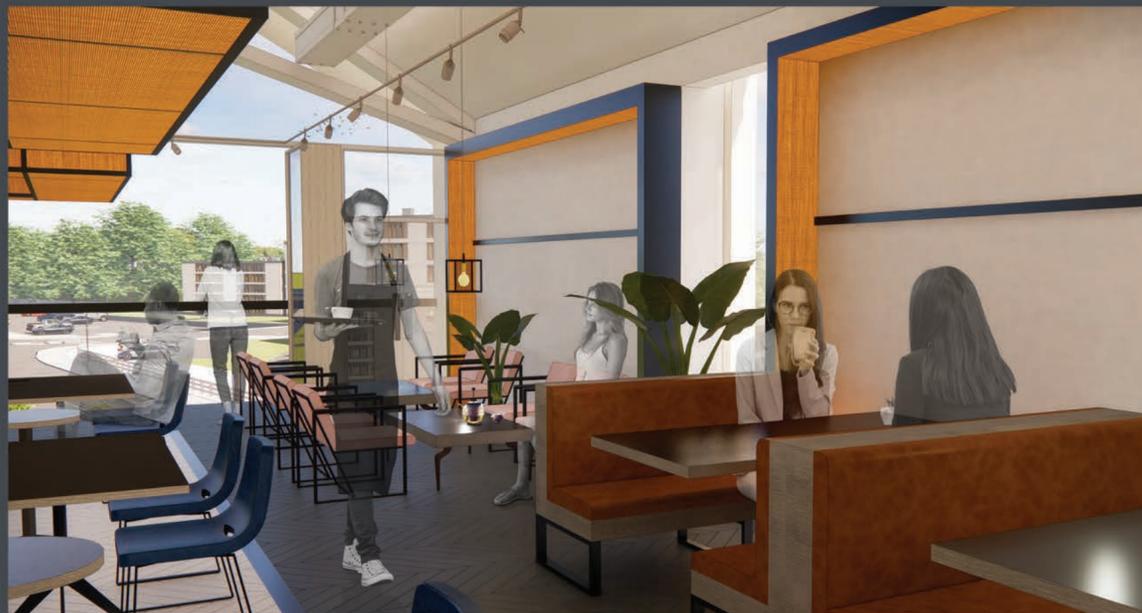




MUWA MULTI USAGE WELLNESS AREA



NOLO BAR



NOLO CAFE