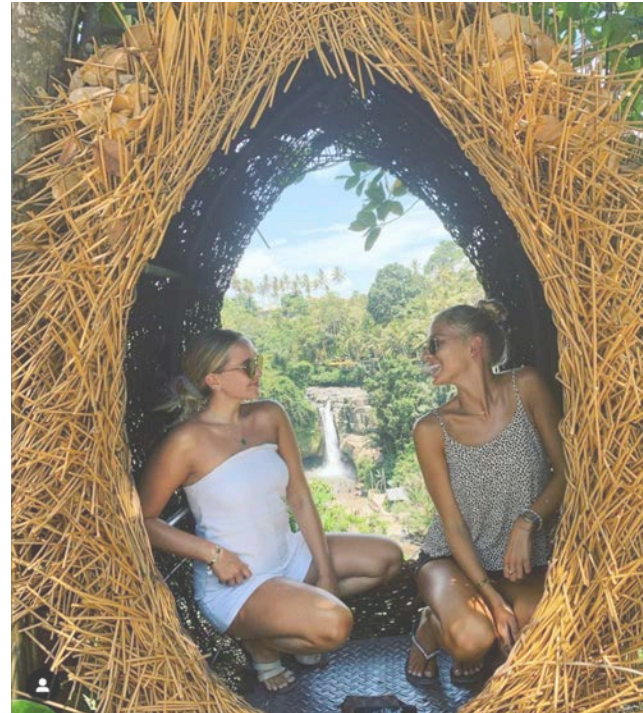




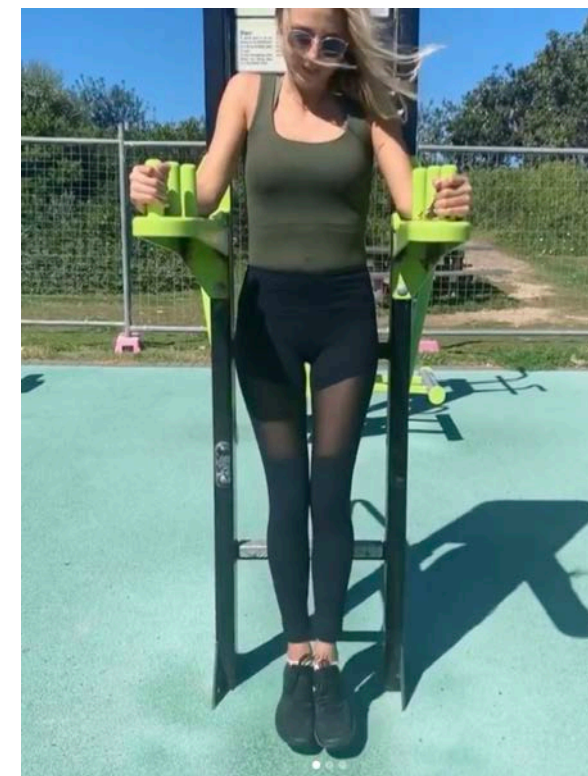
Fitness



Travel



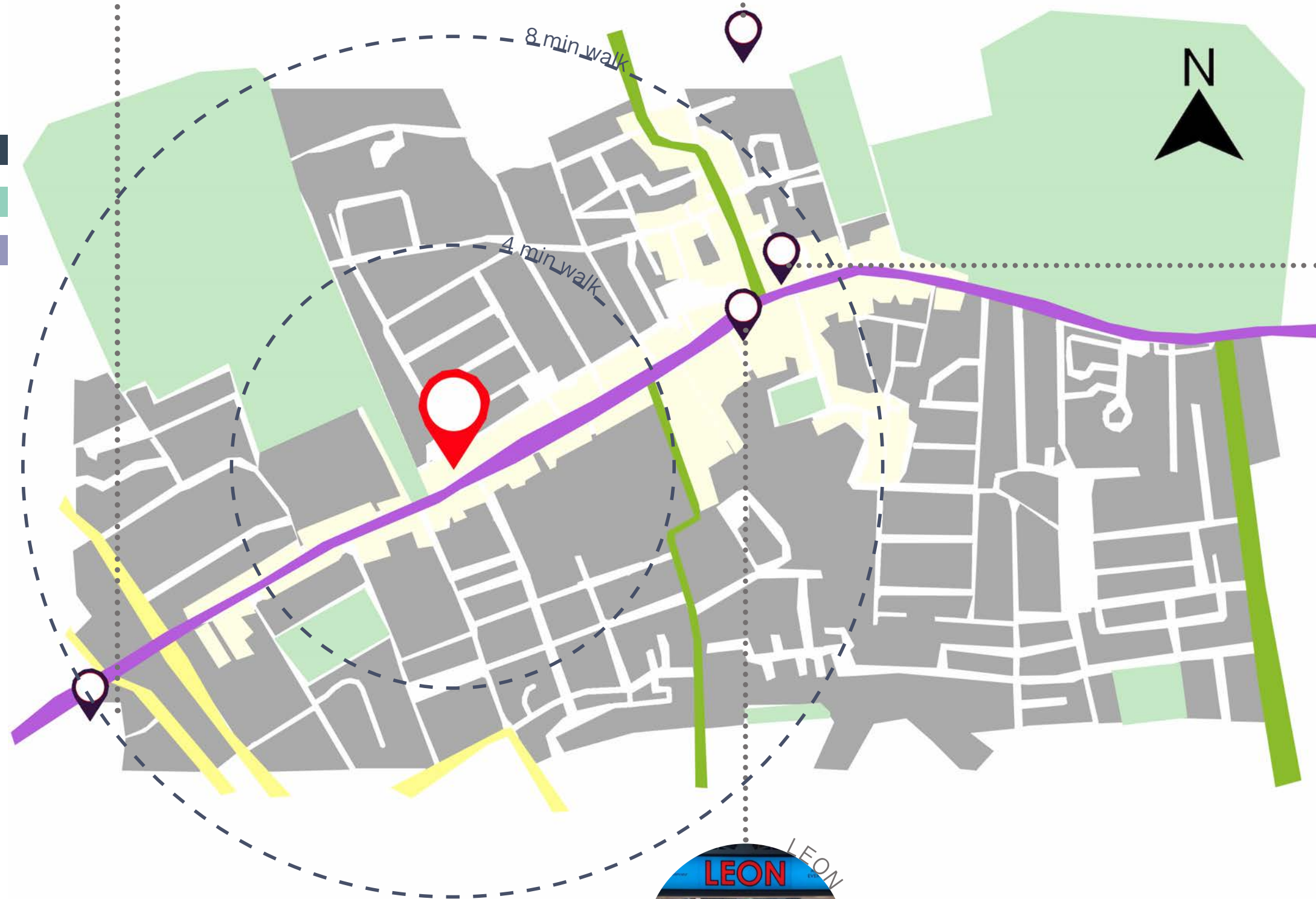
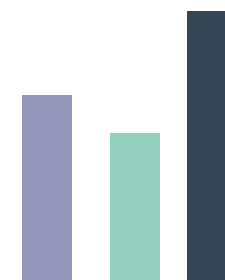
Community



Colourful



Inspire



SITE

“I’ll never be able to change how I eat.”

“I don’t have time to make changes.”

“I don’t like health foods.”

“Health foods cost too much.”

“I’ll be criticized or made fun of if I eat health foods.”

“I’m not good at making changes.”

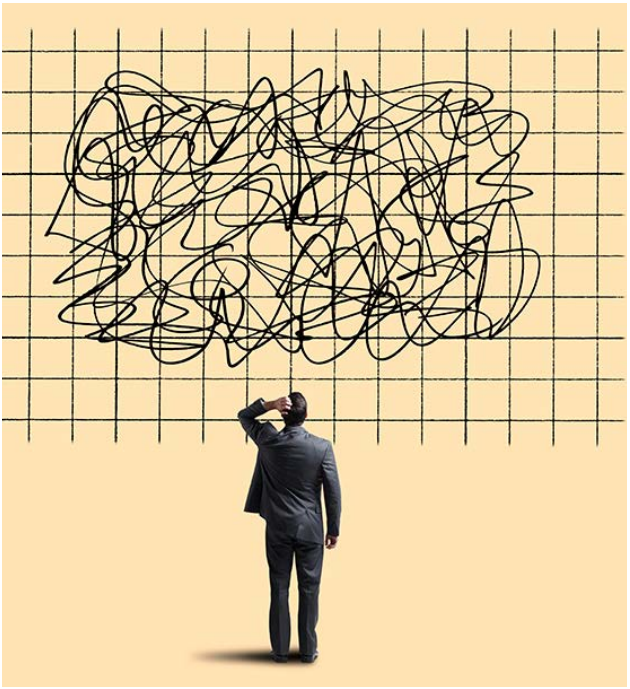
CUSTOMER

Empowered

Millenial

GEN-Z

Uncertainty



Ice Scream, New York



Hot Pod Yoga

CASE STUDIES

1 The spaces will encourage mental wellbeing within the users, with key themes being nostalgia and comfort.

2 The Cafe areas will be exciting and welcoming, taking visitors out of their busy city lives and into the fun world of Healthyhabits

3 The breakout space will be a multisensory yoga and wellness studio, where visitors of all skill levels can enjoy taking part in a variety of activities proven to improve mental health.

4 The branding will be reminiscent of modern memphis, to bring a familiar atmosphere to the spaces, encapsulating the ideas of nostalgia and comfort.

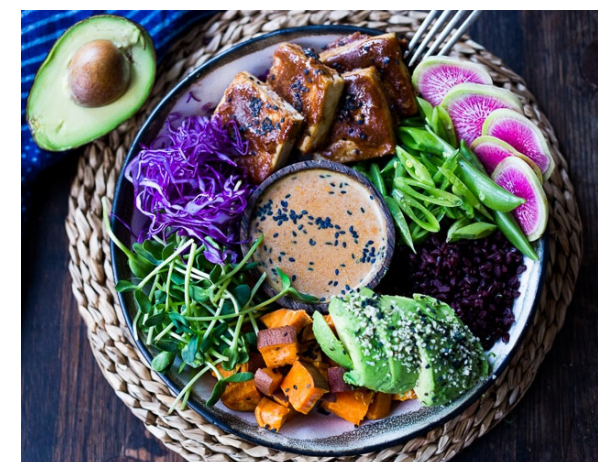
Nostalgia



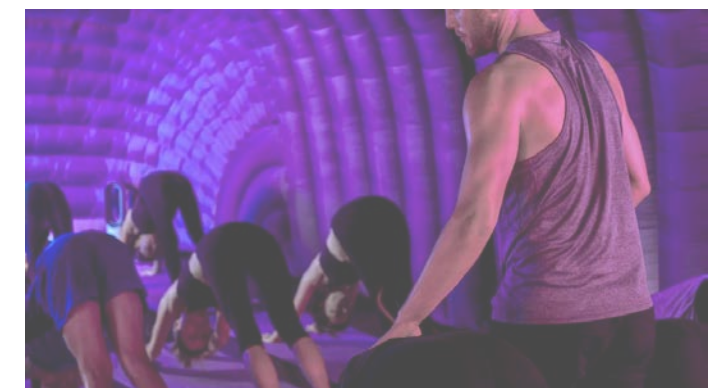
Pastel



Memphis

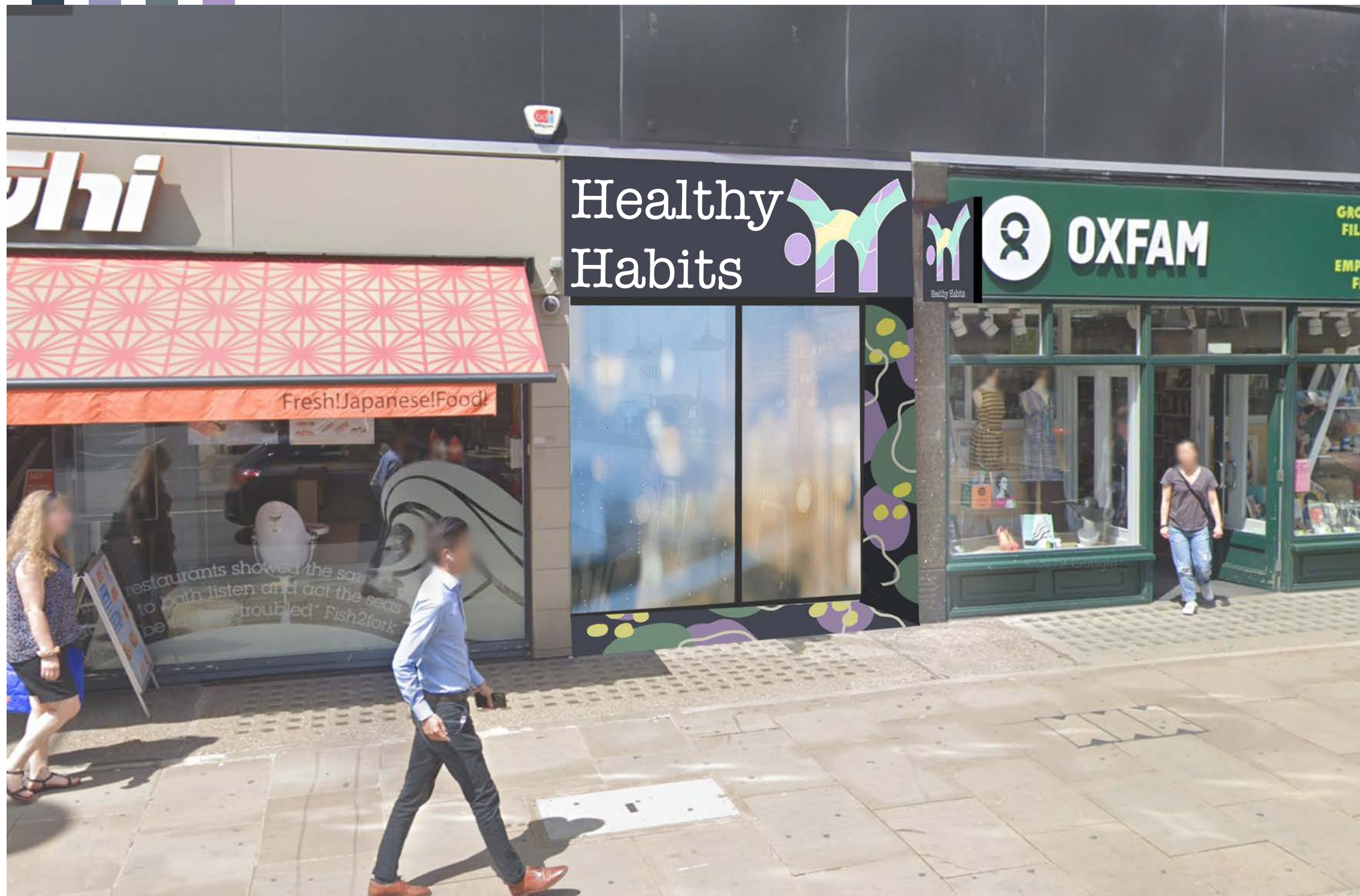
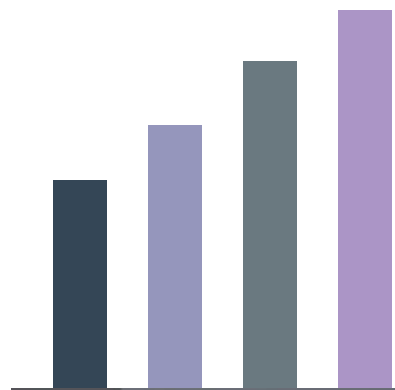


Comfort



Sensual

MOODBOARD & RATIONALE

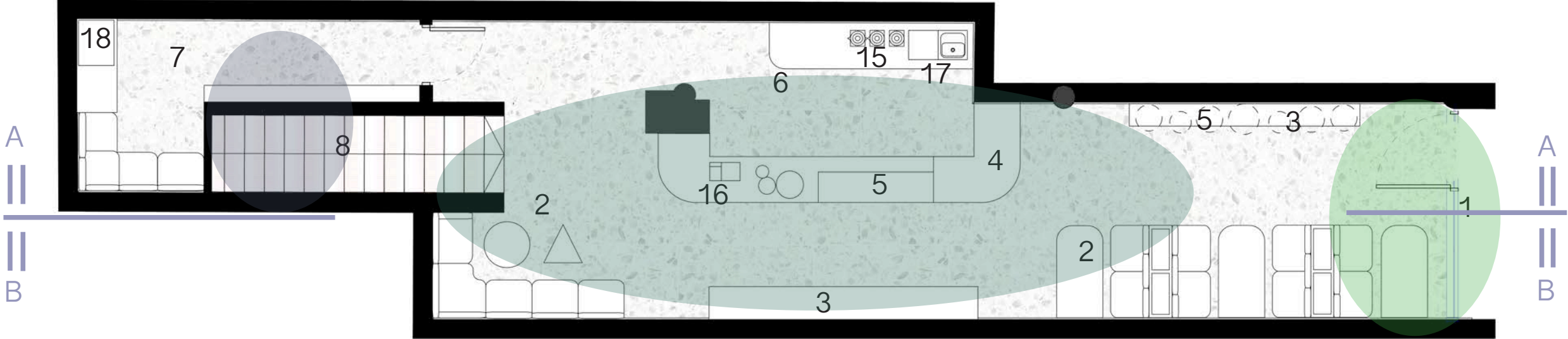


BRANDING AND STORE FRONT

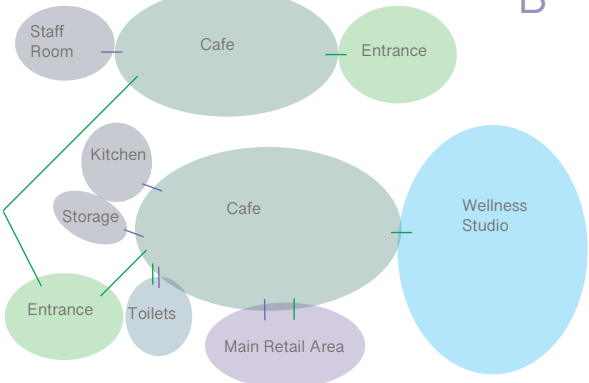
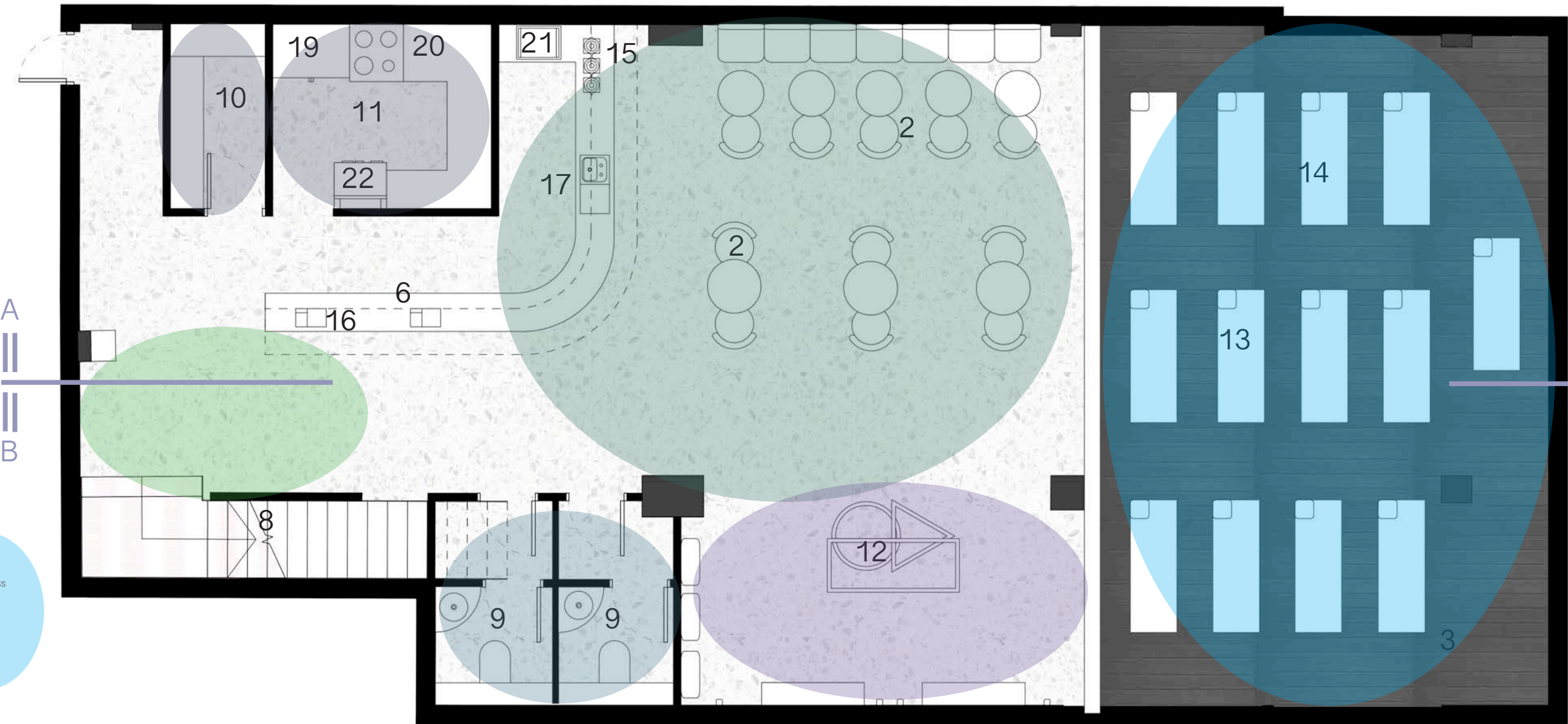
KEY

- 1. Entrance
- 2. Seating
- 3. Merchandise shelves
- 4. Display Fridge
- 5. Ambient food display
- 6. Bar
- 7. Staff room
- 8. Stairs
- 9. Toilet
- 10. Storage
- 11. Kitchen
- 12. Display stand
- 13. Wellness studio
- 14. Yoga mats
- 15. Blenders
- 16. Till
- 17. Sink
- 18. Microwave
- 19. Fridge
- 20. Oven
- 21. Ice tray
- 22. Ice Machine

FIRST FLOOR



GROUND FLOOR



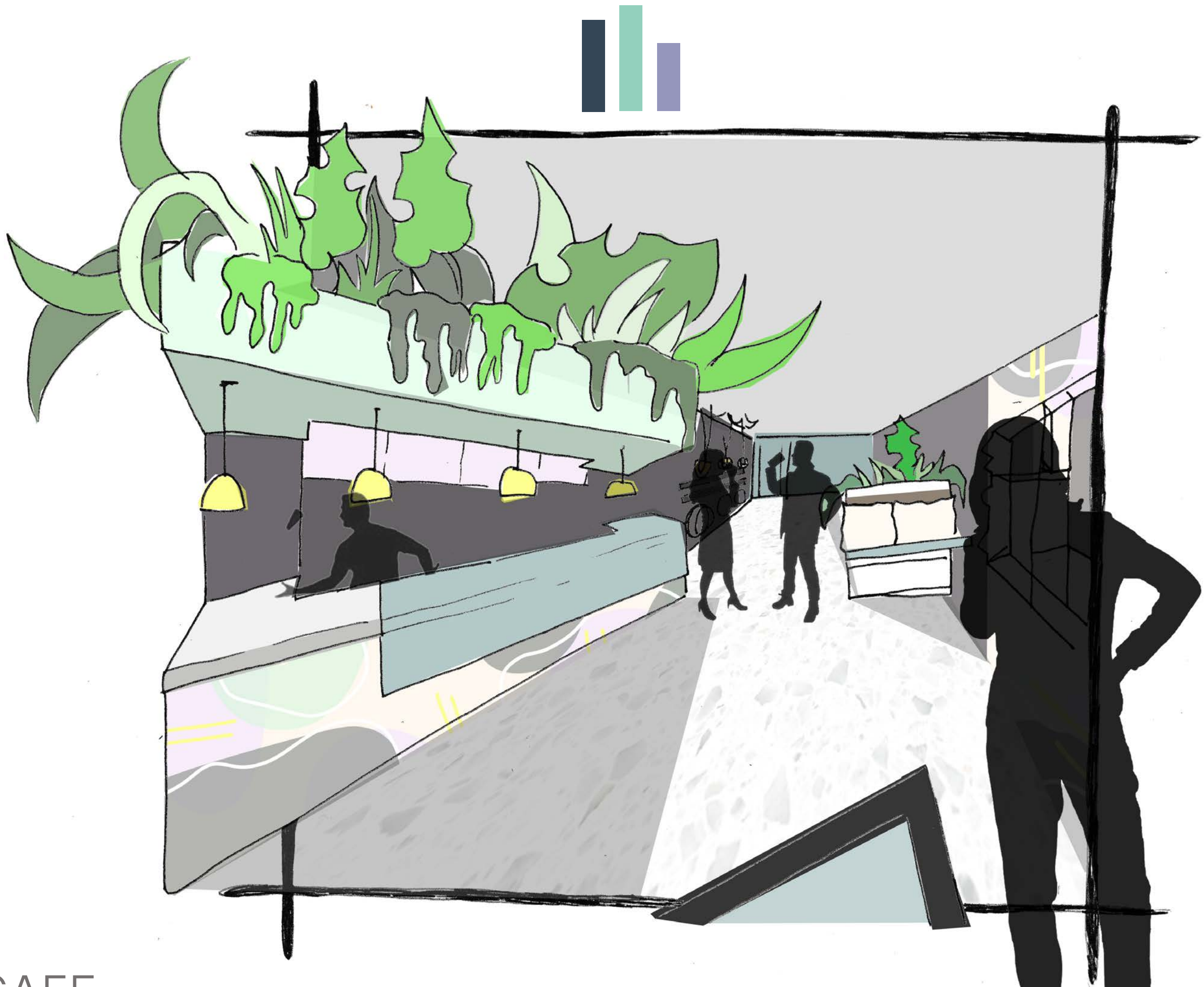
PLAN SCALE 1:100

SECTION A-A SCALE 1:100



SECTION B-B SCALE 1:100

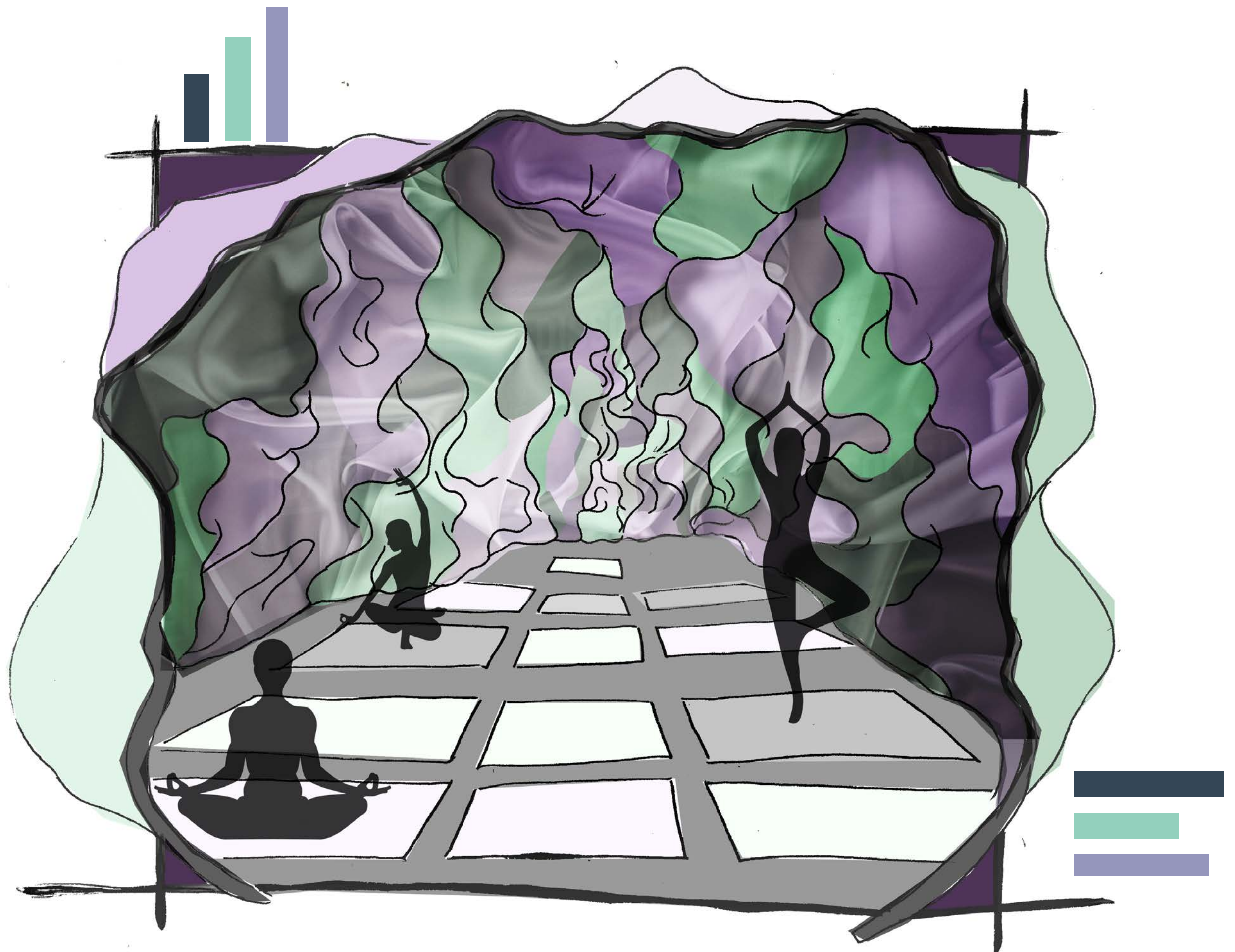




CAFE



RETAIL DISPLAY



WELLNESS STUDIO



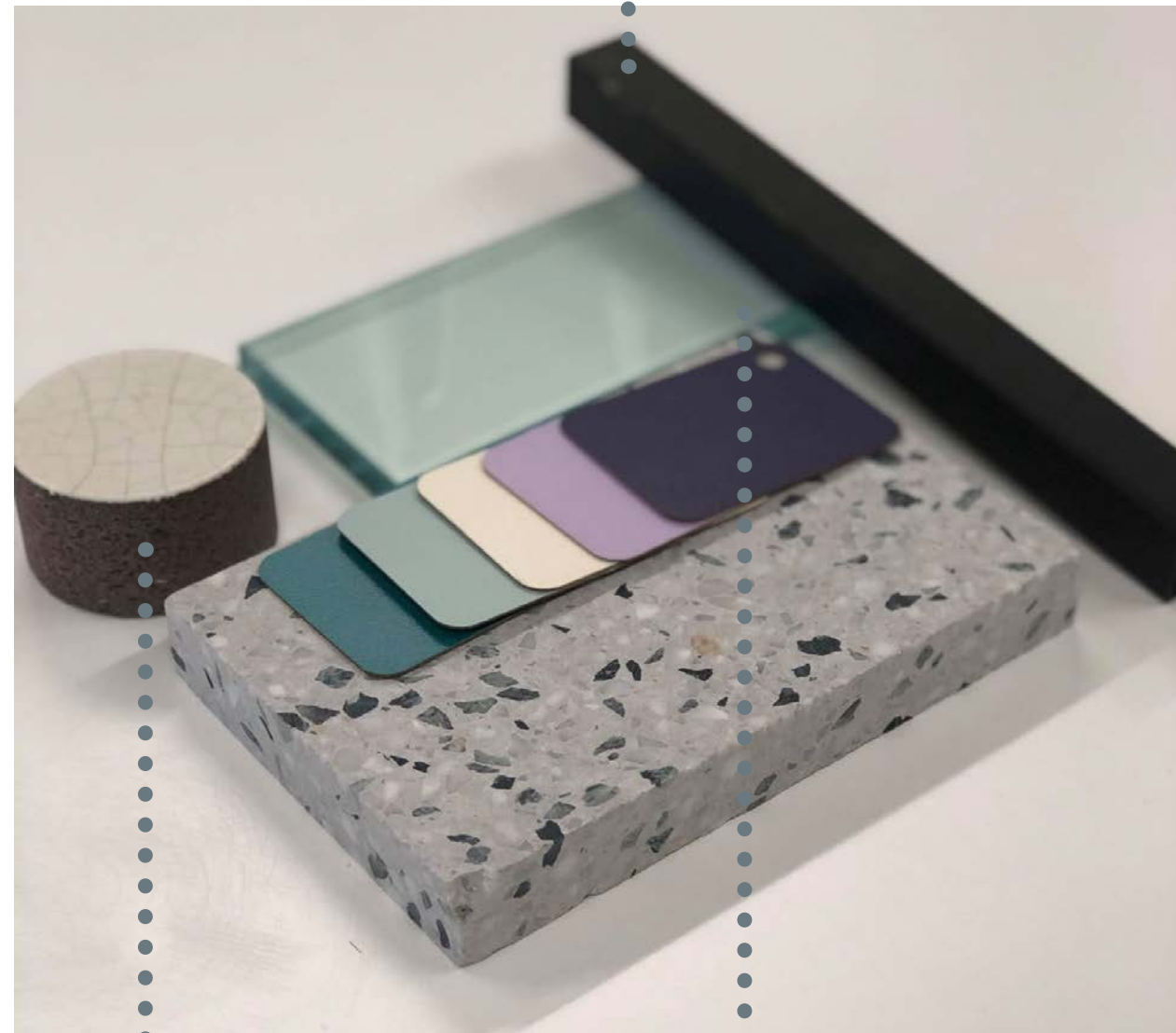
TABLEWARE

Coloured paint/vinyl



Light terrazzo style flooring

Powder black steel



'Perfectly imperfect'
ceramic

Recycled glass

MATERIALS

What is it?

A fabric made from banana plants cultivated in the Philippines.

Offers an alternative to synthetic fabrics which are used today

Who designed it?

Developed in collaboration between Swiss bag brand QWSTION, their Taiwanese weaving partner and a Taiwanese yarn specialist.

What are its properties?

Durable Strong
Waterproof Fully biodegradable

What can it be used for?

Mostly used for bags but can be used flexibly.

Has been used to build a chair in collaboration with PALAIUS



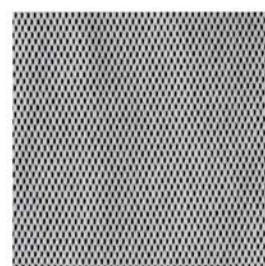
**Bananatex®
Natural White**

Product Code: BTX-01u
Composition: 100% Abacá,
uncoated
Width 1.53 m
Weight: 420 g/m2



**Bananatex®
All Black**

Product Code: BTX-02u
Composition: 100% Abacá,
uncoated
Width 1.53 m
Weight: 450 g/m2

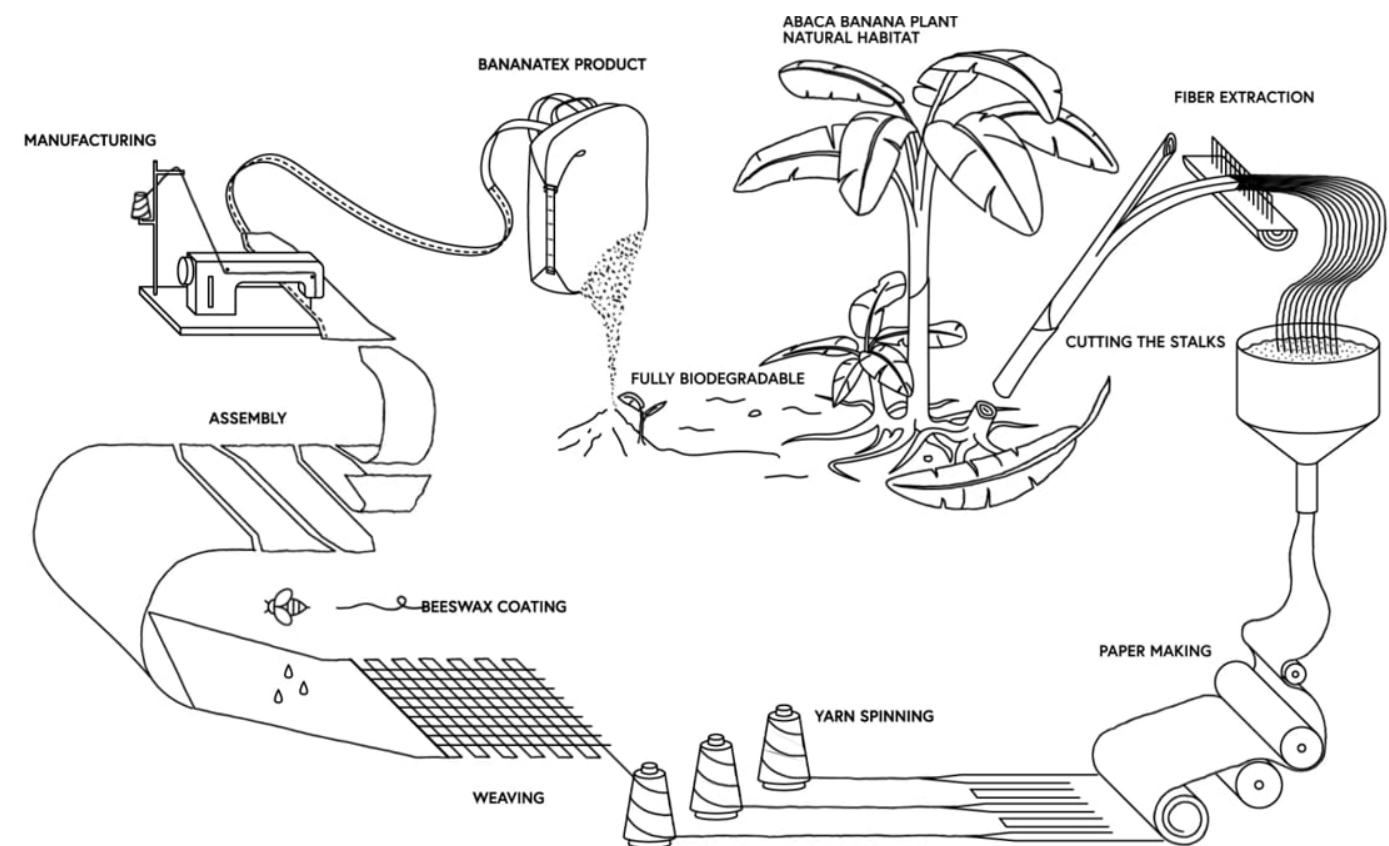


**Bananatex®
Gravel**

Product Code: BTX-03u
Composition: 100% Abacá,
uncoated
Width 1.53 m
Weight: 440 g/m2

BANANATEX

Life Cycle and how it's made



Why was it made?

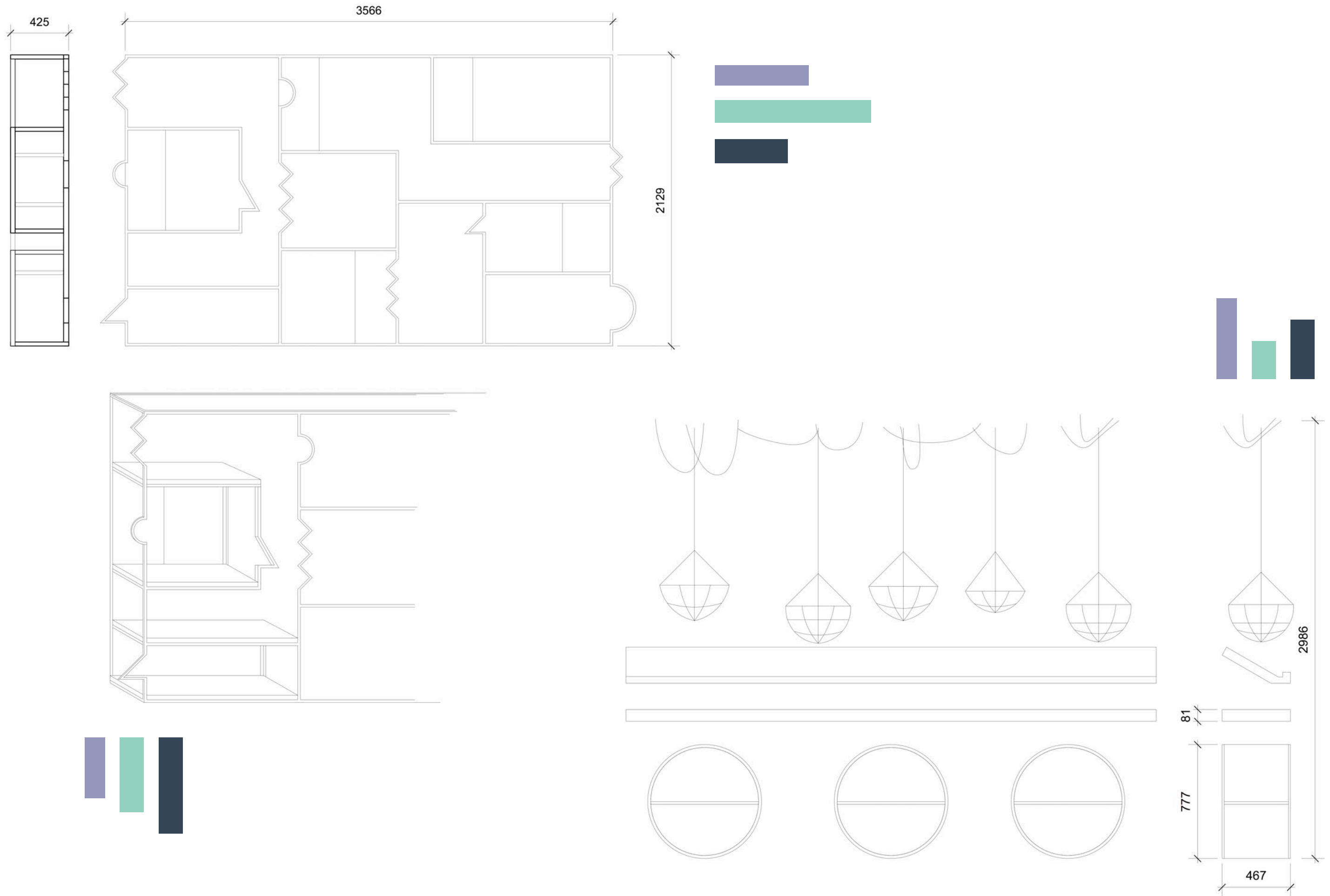
Founders were driven to make a more positive impact on the planet's future

Most bag fabrics are petroleum based and contribute high emissions in manufacturing

Environmental Responsibility

The plant requires no chemical treatments and is self sufficient. Makes it an important contributor to reforestation of areas once eroded by Palm plantations.

Cradle to cradle life cycle



COMPONENT DRAWINGS SCALE 1:20