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كلية الفنون والتصميم  
FACULTY OF ART AND DESIGN



# Aēsop

## Internal environment and user behavior

- AMANI AYMAN DARAGHMEH
- 202420055



<https://www.aesop.com/>



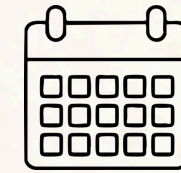


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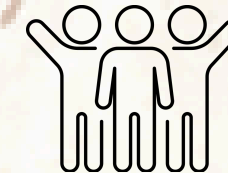
Founded  
1987



+400  
branch



Skin, body  
and hair care



25-55  
years



premium  
luxury

## THE ARCHITECTURE OF SENSORY LUXURY

Aesop is an Australian brand specializing in skincare, haircare, and body care products, founded in 1987. It is renowned for offering high-quality products based on plant-based and scientifically formulated ingredients, with exceptional attention to architectural design and the sensory experience within its stores.

The brand focuses not only on outward beauty but also strives to provide a holistic cultural and intellectual experience that blends design, art, and personal care.





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# LOGO AS DESIGN LANGUAGE

# Aēsop

## Visual analysis

# Aēsop



01

### Typography

The logo uses a very simple Sans Serif font, reflecting:  
Clarity ,Purity ,Confidence ,Quiet ,sophistication

### Black & White Identity

- Timelessness
- Luxury through simplicity
- Focus on the product, not the decoration

02



03

### Lowercase Simplicity

- Human closeness
- Visual tranquility
- A contemporary feel

### Visual Philosophy

The logo doesn't try to grab attention aggressively, but rather reflects Aesop's philosophy:  
"Calmness is more important than dazzling."

04





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# BRAND VISION AND VALUES

# Aēsop

## BRAND VISION AND ESSENCE

**ESSENCE :** A LUXURY CARE BRAND BASED ON QUALITY, AND SENSORY EXPERIENCE

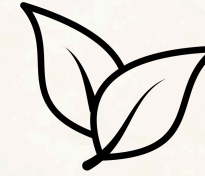
**VISION :** TRANSFORMING EVERUDAY INTO A REFINED EXPERIENCE

**FOCUS :** EFFECTIVENESS , SMART DESIGN + SUSTAINABILITY + SAFETY + AUTHENTICITY

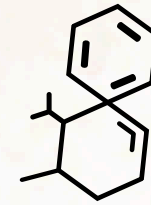
**“WE DON’T JUST MAKE PRODUCTS WE MAKE EXPERIENCES THAT STAY IN THE MEMORY”**

**-AESOP**

## CORE BRAND AND VALUES



**QUALITY AND EFFECTIVENESS**



**EFFECTIVE AND THOUGHTFUL FORMULATIONS**



**DESIGN AND INNOVATION**



**SUSTAINABILITY**

REDUCING ENVIRONMENTAL IMPACT  
ENHANCING SOCIAL RESPONSIBILITY



**AUTHENTICITY AND TRANSOARENCY**  
NOT CHASING TRENDS





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# Brand identity and customer profile

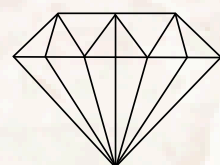
# Aēsop

## Brand identity ANALYSIS



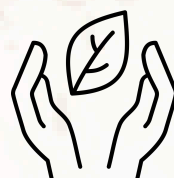
### VISION

DELIVERING EXCEPTIONAL SKINCARE PRODUCTS AND THE BODY AND THE PEOTRY



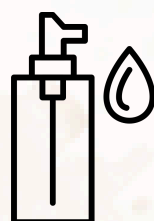
### MISSION

WE BELIEVE IN THE POWER OF HIGH QUALITU FORMULATIONS REFINED SENSORY EXPERIENCES AND ATTENTION TO DETAIL



### CORE VALUES

QUALITU , INTEGRITY , SUSTAINABILITY , SIMPLICITY , CULTURE



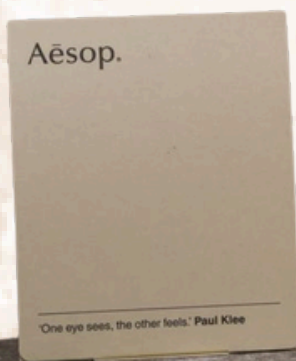
### PRODUCTS

PERSONAL CARE , SKIN CARE, HOME FRAGRANCE ,PERFUMES



### VISUAL IDENTITY

SIMPLE AND ELEGANT DESIGN , NATURAL COLORS , BROWN GLASS PACKAGING , CLASSIC TYPOGRAPHY



## Customer characteristics

### Demographics



25-55 **Age**



Male & Female **Gender**



Upper to Upper Middle **Income**



Major Cities - Global **location**

### Interests



Skincare & Wellbeing



Design,Architecture & Art



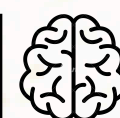
Sustainability & Clean Products



Travel & Premium Experiences



Culture & Reading



### PSYCHOLOGICAL & BEHAVIOR CHARACTERISTICS

- Values quality over price
- Seeks effective products with trusted ingredients
- Is drawn to simple and sophisticated design
- Prefers authentic brands with clear values
- Makes purchasing decisions based on ingredients, experience, and reputation, not advertising

### Typical Customer Personality

A conscious individual, concerned with health and wellbeing, who appreciates

simplicity and quality in every aspect of their life, seeking safe and effective products that reflect their refined and balanced lifestyle



# Retail Philosophy & Spatial Character

# Aēsop

## Brand identity ANALYSIS



**1. Experience Before You Sell**  
A holistic sensory experience  
Product testing  
Focus on scent and texture

**2. Consultative selling**  
The employee as a consultant  
Personalized recommendations  
Building trust with the customer

**3. Quality First**  
Premium products  
Conscious consumption  
Long-term value



## SAPTIAL CHARACTER



**1. Unique design for each store**  
Each branch is different  
City-inspired  
Respecting local culture

**2. Materials and materials**  
Concrete  
Stone  
Metal  
Raw Wood

**3. Sensory environment**  
Visual tranquility  
Warm lighting  
Minimal Design  
Meditative experience

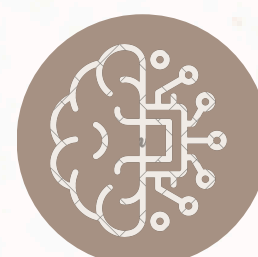
## the relationship between philosophy and space



**Quality:**  
Authentic raw materials  
and high-quality  
products



**Sustainability:**  
Natural materials and  
responsible use



**Sensory experience:**  
lighting + materials + direct  
interaction



**Simplicity:**  
Minimal design and  
no ornamentation





# Aēsop

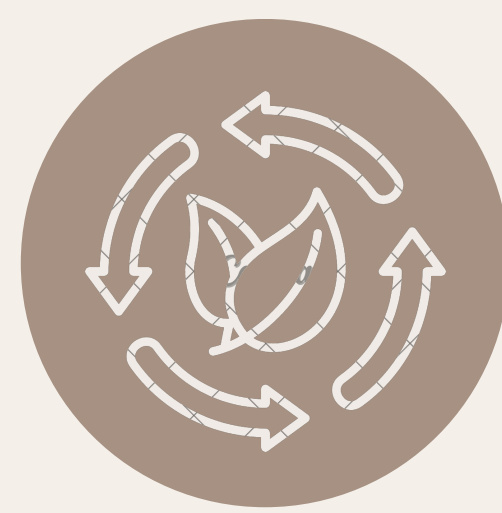
## User Behavior Analysis

This analysis aims to understand user behavior within the Aesop store by studying their habits, spatial interaction, emotional experience, as well as their requirements for comfort, privacy, and accessibility.

### The values



Nature and pure ingredients



Sustainability and environmental responsibility



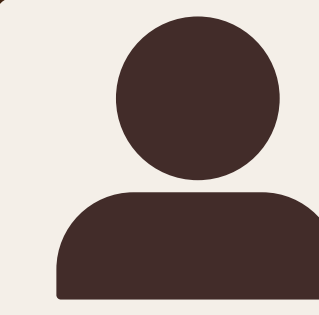
Quality and effectiveness



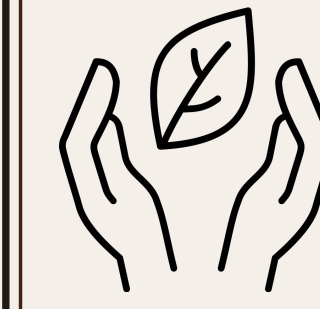
Personal experience And attention



Simplicity and calm design



### User habits and traditions



He prioritizes personal care as part of a balanced lifestyle.



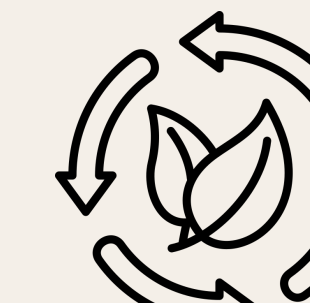
He prefers high-quality products with natural and safe ingredients.



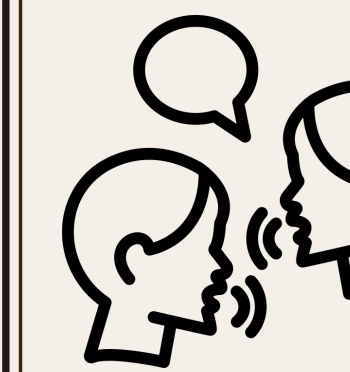
Read the ingredients and instructions for use before making a purchase decision.



It appreciates simplicity and elegance in design and packaging.



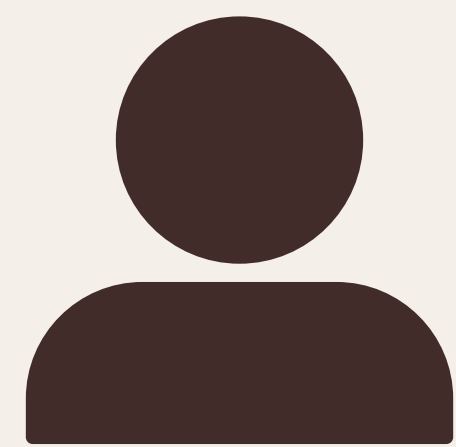
He cares about sustainability and chooses environmentally friendly brands.



It is recommended to try the products and get a personal consultation.

### Target user

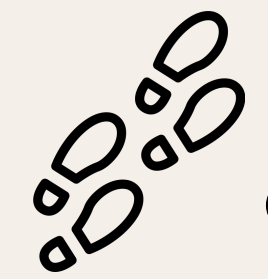
- Age : 25-55
- Gender : male - female
- Income : mwdium - high



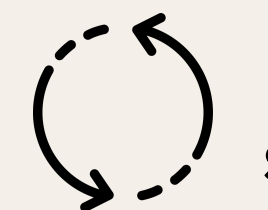
- the focus is on personal care , sustainability , minimalist design , and quality of life



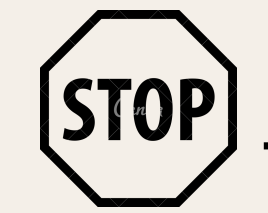
### Spatial interaction and circulation behavior



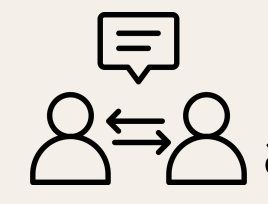
He moves around inside the store in an exploratory and organized manner.



It follows a free path that allows it to explore all sections easily.



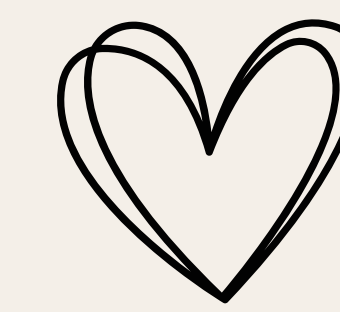
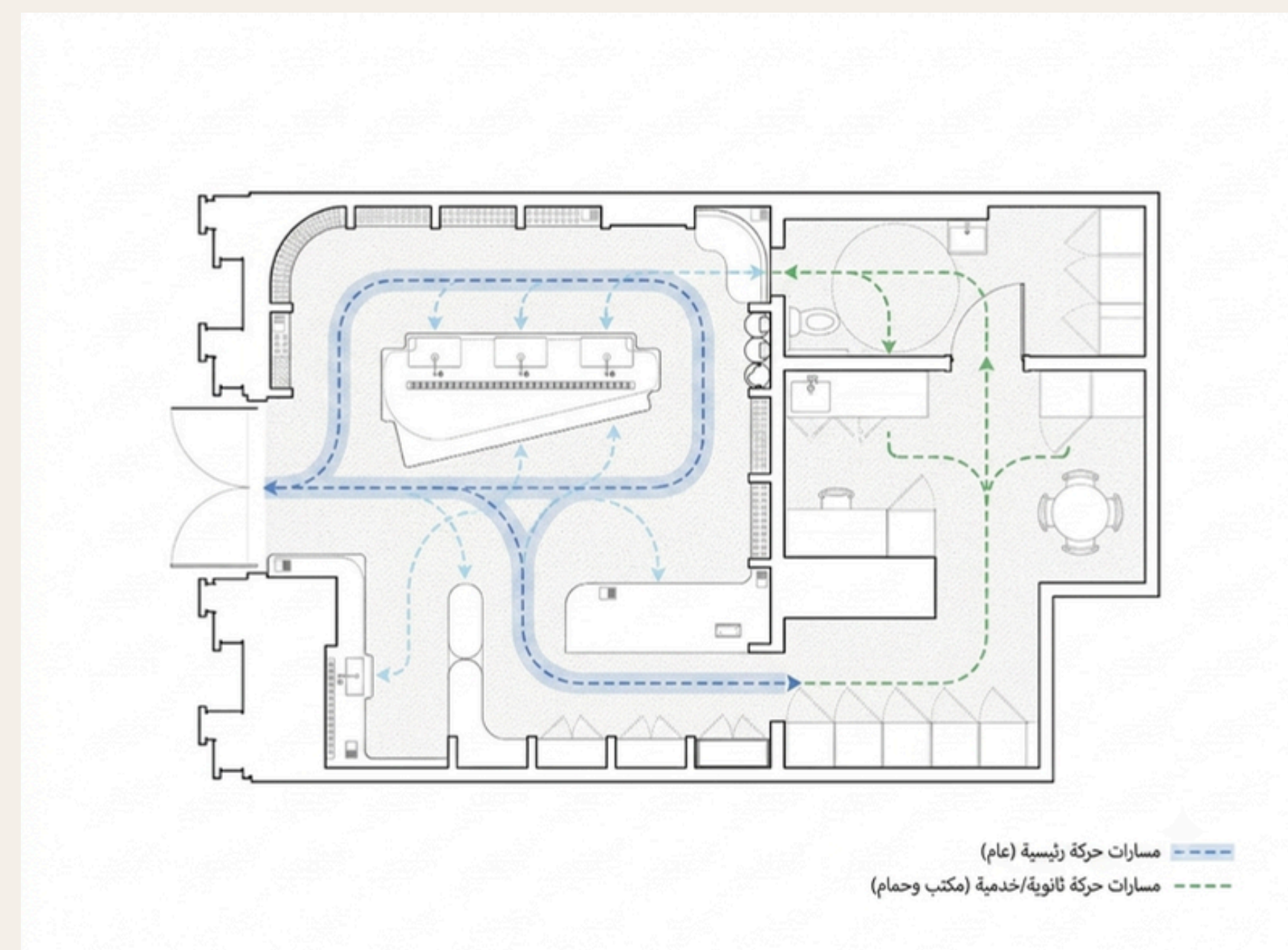
It stops at areas of product testing, such as texture and smell.



He interacts with employees to obtain personal advice.



Clear product arrangement and spacious areas are preferred, which promote a sense of calm.



### User experience and emotional response

• Expect a complete sensory experience including lighting, scents, materials, and soothing music.

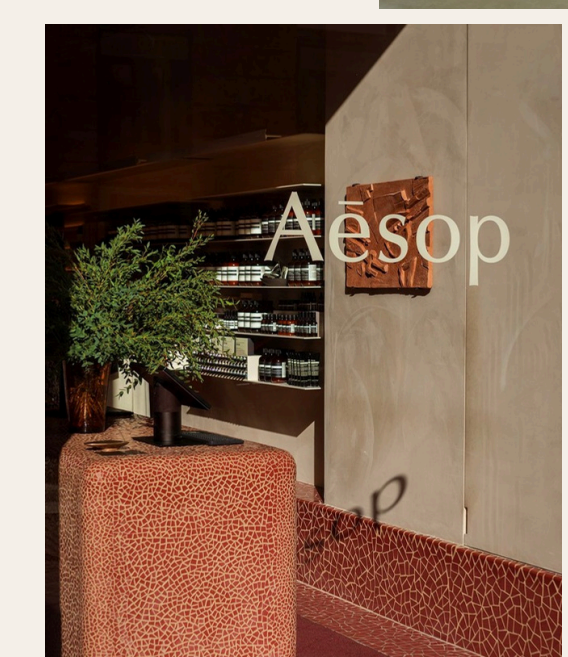
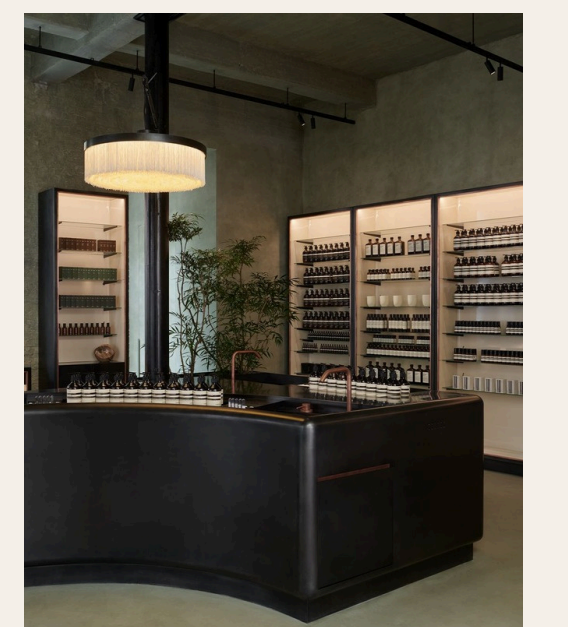
• He feels comfortable and relaxed in a simple and warm environment using natural materials.

• His sense of confidence increases when he receives personal advice without pressure to buy.

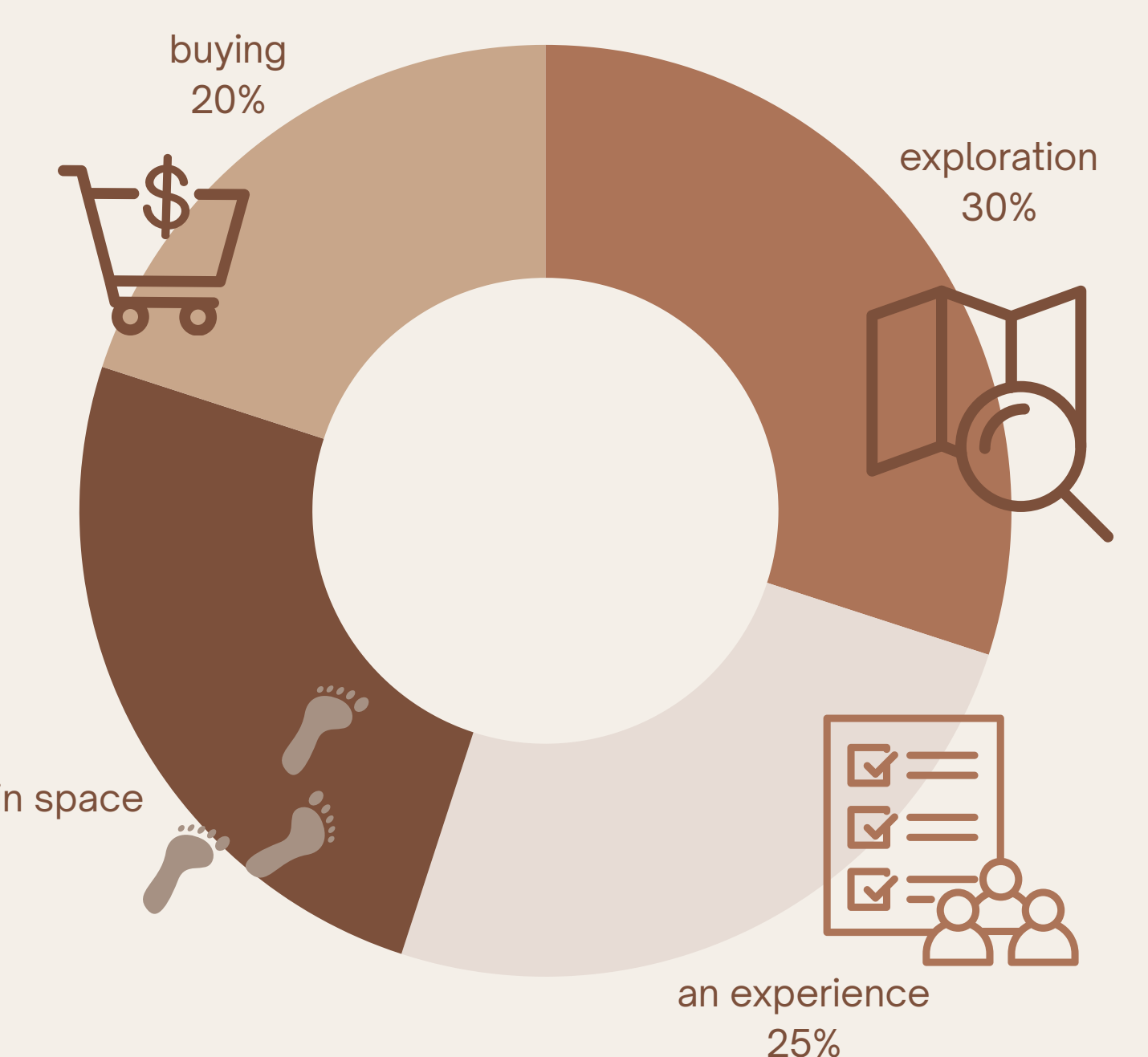
• The quality of the interior design links to the quality of the products, which enhances brand loyalty.

• A positive experience creates an emotional connection and increases

• the likelihood of repeat visits and purchases.



### Distribution of user time



### User journey



### Accessibility, privacy, and comfort considerations



#### Accessibility

- Clear and easy access for all users, including wheelchair users.
- Wide, obstacle-free walkways.
- Displaying products at appropriate heights.



#### privacy

- Designate quiet areas for product testing away from main traffic routes.
- Spaces that allow for one-on-one communication between the customer and the employee without disturbance.
- Reducing noise and clutter to maintain the user's sense of privacy.



#### Comfort

- Using natural materials gives a feeling of warmth and tranquility. Warm, indirect lighting reduces eye strain.
- Comfortable temperatures and humidity.
- Providing simple seating areas for customer comfort.

# SUSTAINABILITY ANALYSIS

# Aēsop

Aesop integrates sustainability through design decisions rather than relying on visible sustainable features.



## Materials

- Long-lasting natural materials
- Reduced use of synthetic materials
- Durable and reusable finishes



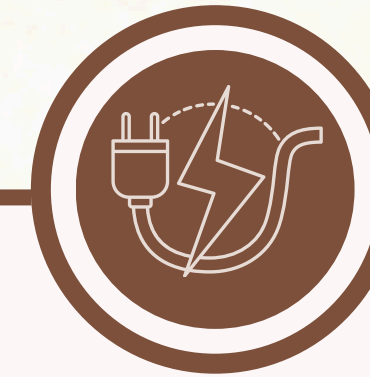
## Finishes

- Minimal decorative treatments
- Preservation of raw material character
- Reduced need for future modifications



## Architectural Design

- Timeless design approach
- Minimized renovation requirements
- Functional simplicity



## Energy Efficiency

- Low-energy lighting systems
- Indirect lighting strategies
- Reduced environmental impact

### Key Insight

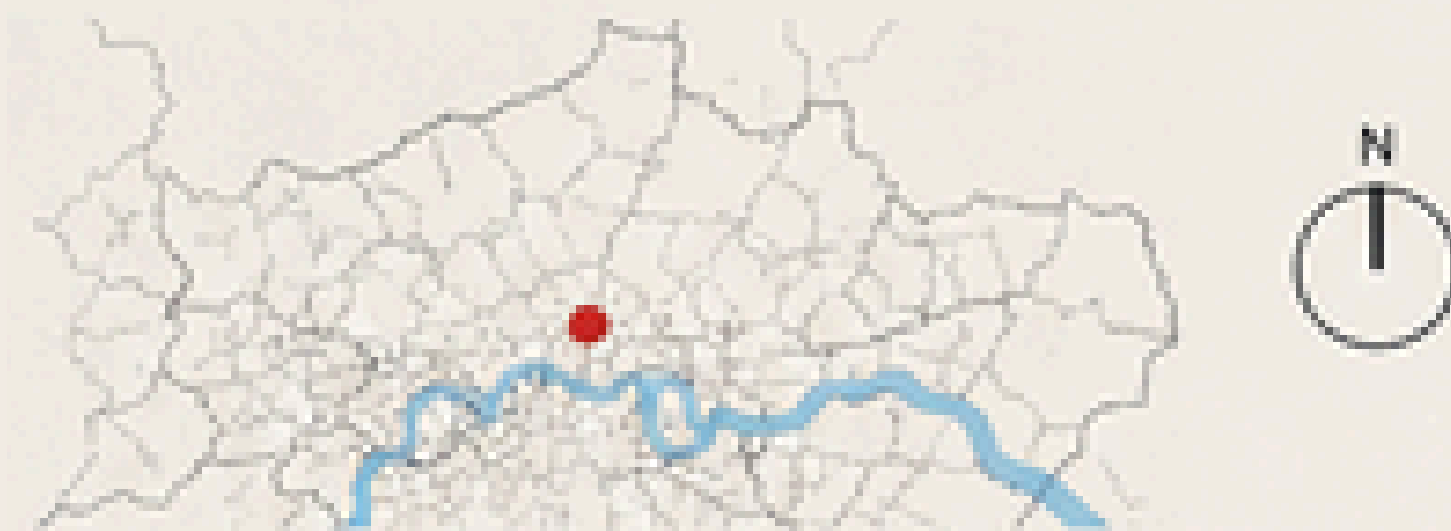
Sustainability at Aesop is achieved through material longevity, timeless design, and efficient resource use, creating spaces that remain relevant and functional over time.

# site analysis covent garden

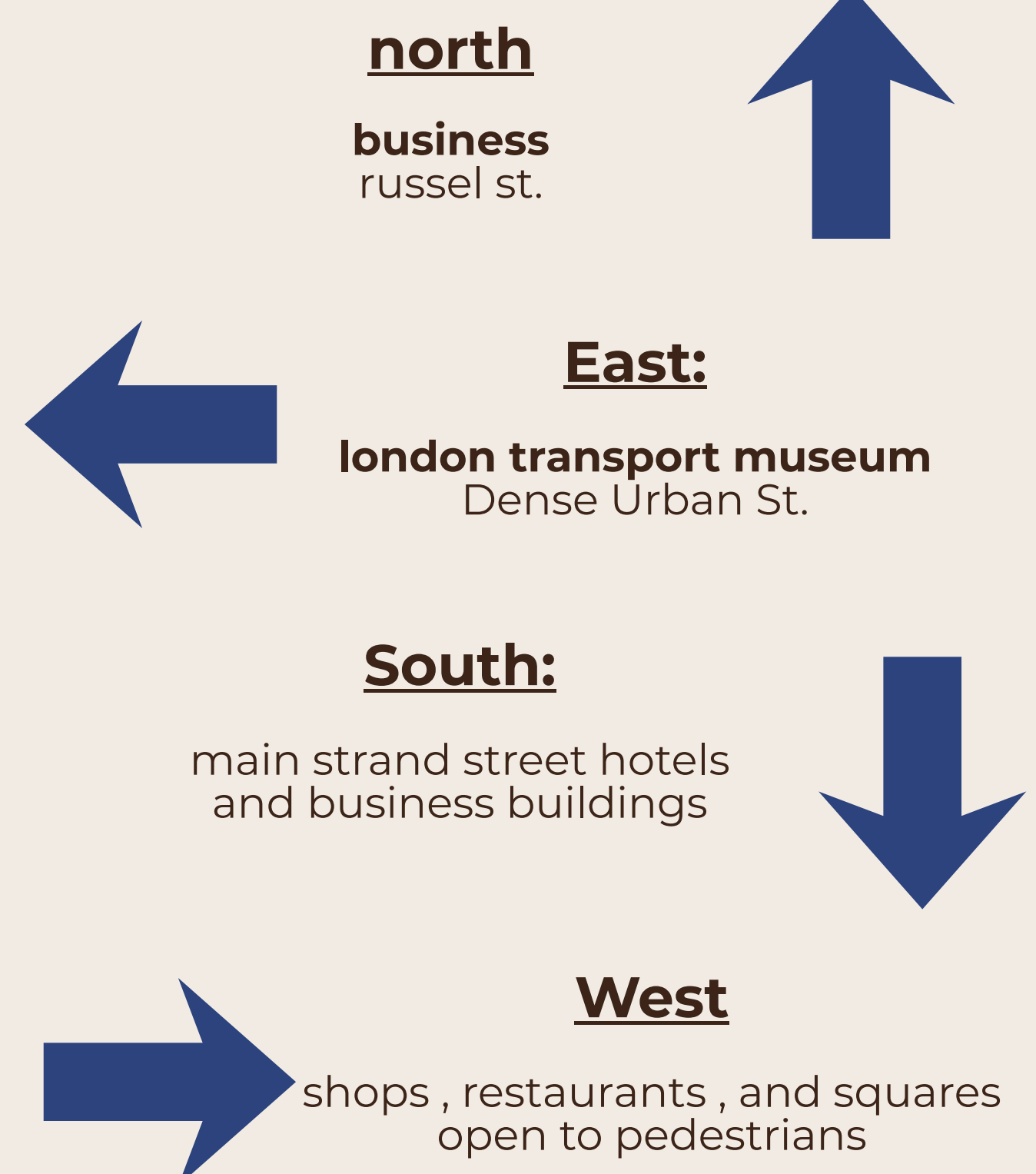
covent garden is located in the heart of London it is a commercial, cultural and tourist area of high historical value featuring a central public square surrounded by markets, restaurants, shops and cultural landmarks



## location in map



## surrounding elements



## ON THE SITE AND CONTEXT

- LOCATION:** WEST END - CENTRAL LONDON
- SPACE:** 3.2 HECTARES
- CURRENT USE:** COMMERCIAL - TOURIST-CULTURAL
- VERY HIGH TRAFFIC:** DENSITY

## LAND USES

- COMMERCIAL
- CULTURAL
- RESTAURANTS AND CAFES
- SERVICE
- SQUARES AND OPEN SPACES

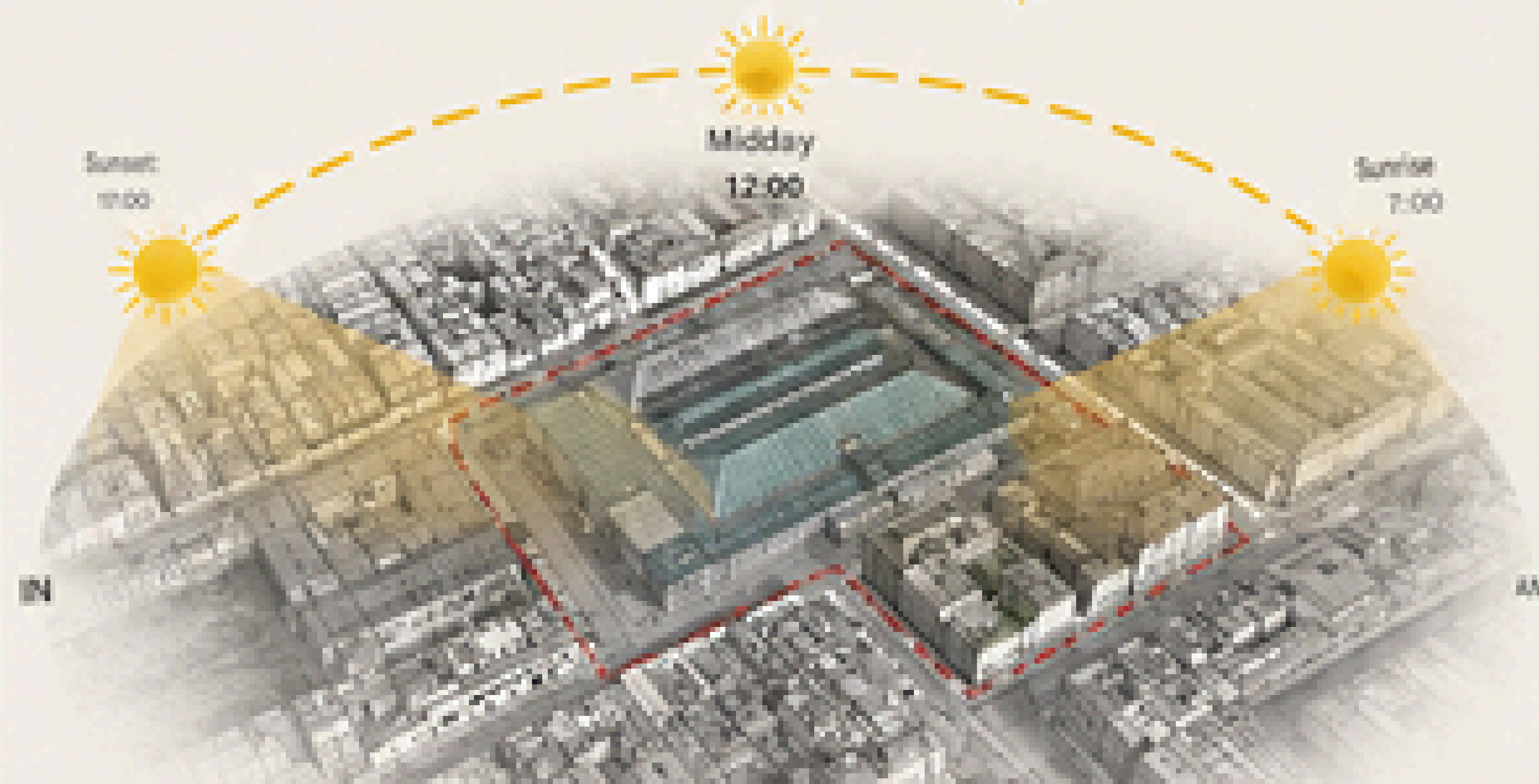
## MOVEMENT AND ACCESS

- PEDESTRIAN-FRIENDLY AREA:** EASY ACCESS ON FOOT
- UNDERGROUND:** PICCADILLY ON THE LINE
- BUSS:** SEVERAL LINES SERVE THE AREA
- CARS:** Limited car access

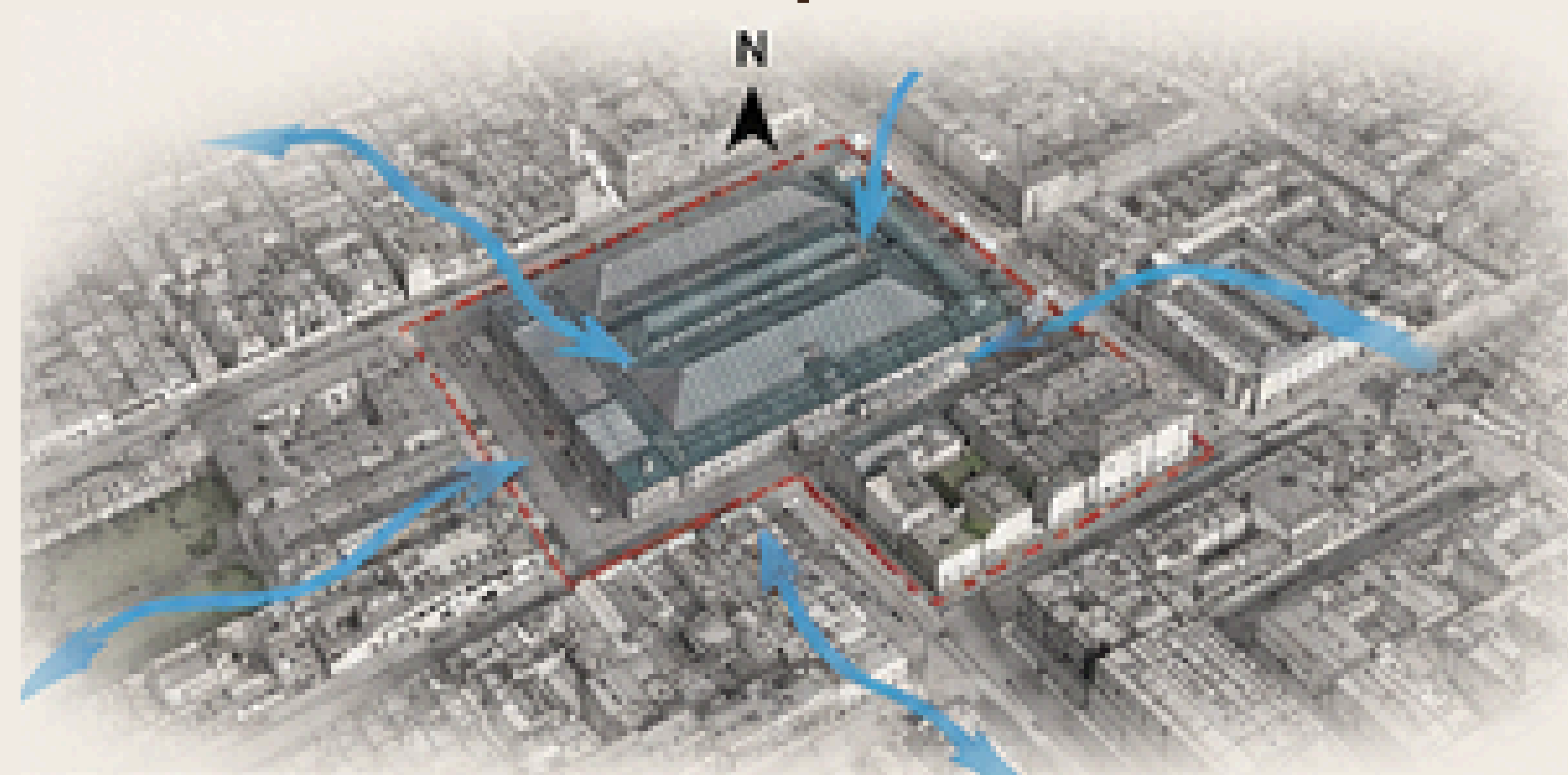
## WIND ANALYSIS

- PREVAILING WINDS IN LONDON**
- (SW) Southwesterly
  - (N) Northwesterly

## Sun path



## Wind path



## sun analysis

- surrounding buildings are relatively tall and cast shadows on the streets in the morning and evening
- north facades are less exposed to direct sunlight

## urban fabric

- dense and cohesive fabric
- historic buildings of medium height
- continuous street facing facades
- historic British architectural style

## open spaces

the main square is the most important open space used for performance events and public gatherings



## Strengths

- central and strategic location
- high historical and cultural value
- easy access via public transport
- active public square and tourist traffic

## Weaknesses

- severe congestion
- lack of green spaces
- limited vehicle
- high rental and property costs

## Opportunities

- enhancement of cultural and commercial tourism
- development of public spaces and activities
- use of roofs for renewable energy

## threats

- increased tourist pressure and congestion
- high operating and maintenance costs
- impact of climate change and flooding

# Aēsop

## The most important presentation strategies

### Retail Display Strategy and Product Placement Analysis

Aēsop relies on a presentation strategy based on simplicity and experimentation. Sensory elements, and telling the product story rather than relying on display density or traditional promotions, along with interior design, are an essential part of the shopping experience, where products are treated as displayed items. An art gallery is more than just merchandise on commercial shelves

#### 1 Display by usage category

Products are organized according to their function, such as:

- Skin care
- Hair care
- Body care
- Perfumes
- Home products



This division helps the customer easily access the products they are looking for

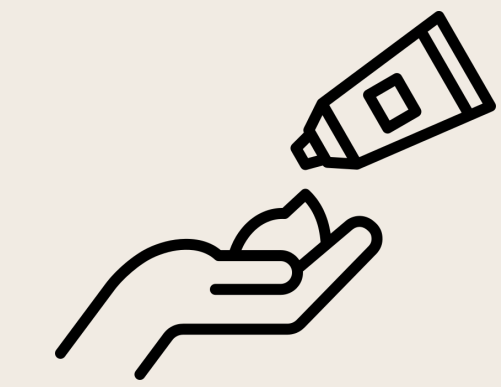
#### 2 Visual hierarchy



- Place best-selling or new products in key focal points.
- Use varying heights to highlight certain products.
- Leave negative space between products to give each product its own independent visual value

#### 3 Trial Offer

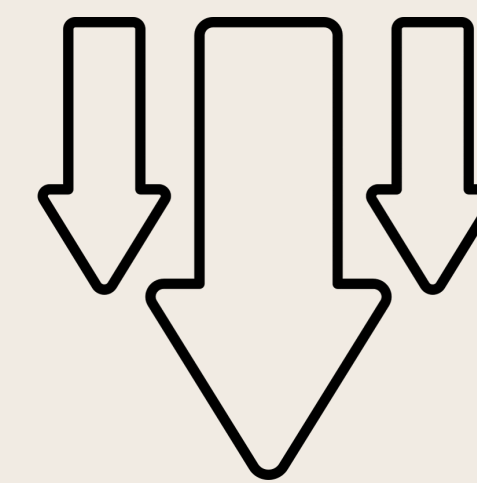
- Aēsop relies heavily on trying the product before buying through
- Washbasins for trying body products.
- Dedicated areas for selecting creams and perfumes.
- A staff member is available to explain how to use them



#### 4 Reduced display density

Not all products are displayed in large quantities; a limited number are selected for each shelf, achieving

- Visual clarity.
- Easy access.
- Enhanced sense of luxury



#### 5 Display using natural materials

Materials such as:

- Natural stone.
- Exposed concrete.
- Natural wood.
- Copper or steel.

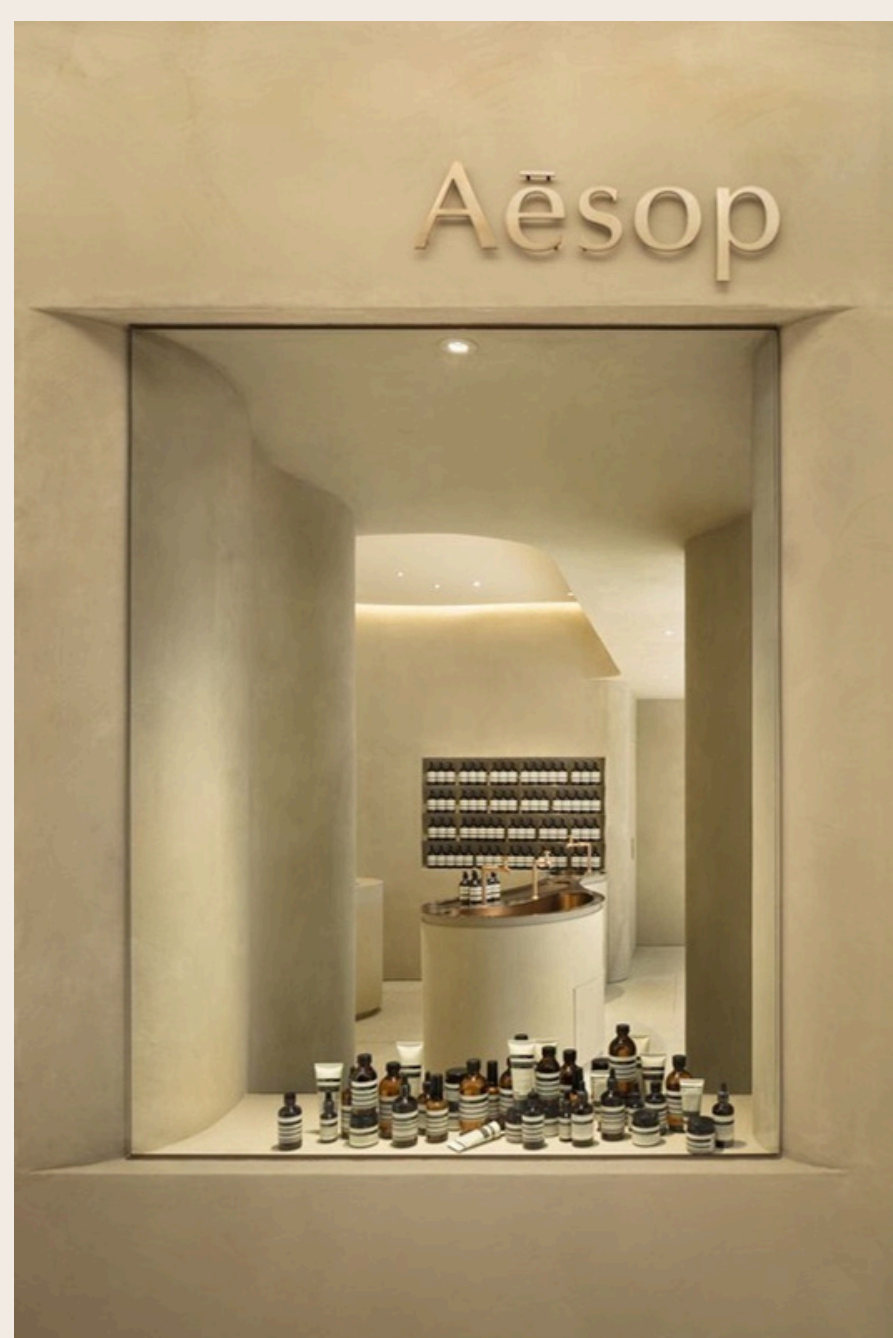


To create a neutral background that highlights the product packaging

## Analyzing product display locations within Aēsop stores

### Interface Area

#### (Window Display)



#### Objective

- Attract passersby.
- Express the store's identity.
- Display a limited number of products with an artistic or architectural element.

#### Strategy

- Simple design
- Focus on lighting
- Change the display seasonally

### Entry Zone

#### (Decompression Zone)



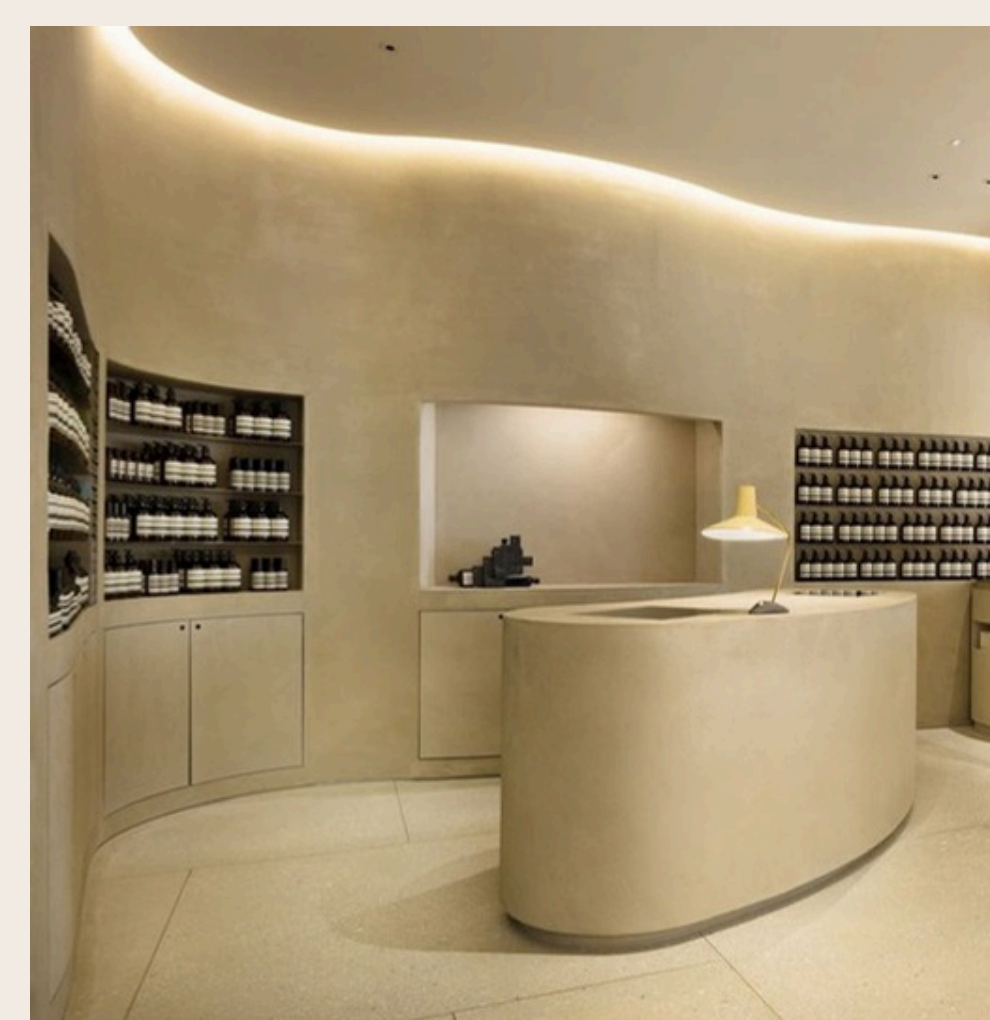
This represents the first space the customer enters. It is relatively free of products. To give them a chance to adapt to the interior environment.

#### Here:

- The store's identity is established
- What Materials and supplies are noted
- Attention is directed towards the main display point

### Center Display

#### (Feature Display)



It is usually located in the middle of the store. It is used to display:

- the newest products.
- seasonal collections.
- best-selling products.

It is often on a freestanding stone or wooden table that allows access from all sides

### Perimeter Walls

#### (Perimeter Display)



This represents the primary space for displaying products. And within it

- Products are arranged by category.
- A profitable viewing height is maintained.
- Shelving is integrated with the interior architecture so that it appears as part of the design

### (Testing Zone)



Key items from Aēsop stores.

#### Include:

- Water basins
- Mirrors
- Towels
- Free samples

### Payment Area

#### (Checkout)



Located near the exit, it features a simple, uncluttered design. May contain:

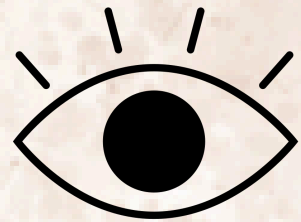
- Small-sized products.
- Gift sets.
- Special editions



# The Sensory Experience

an intergated experience based on the five senses

# Aēsop

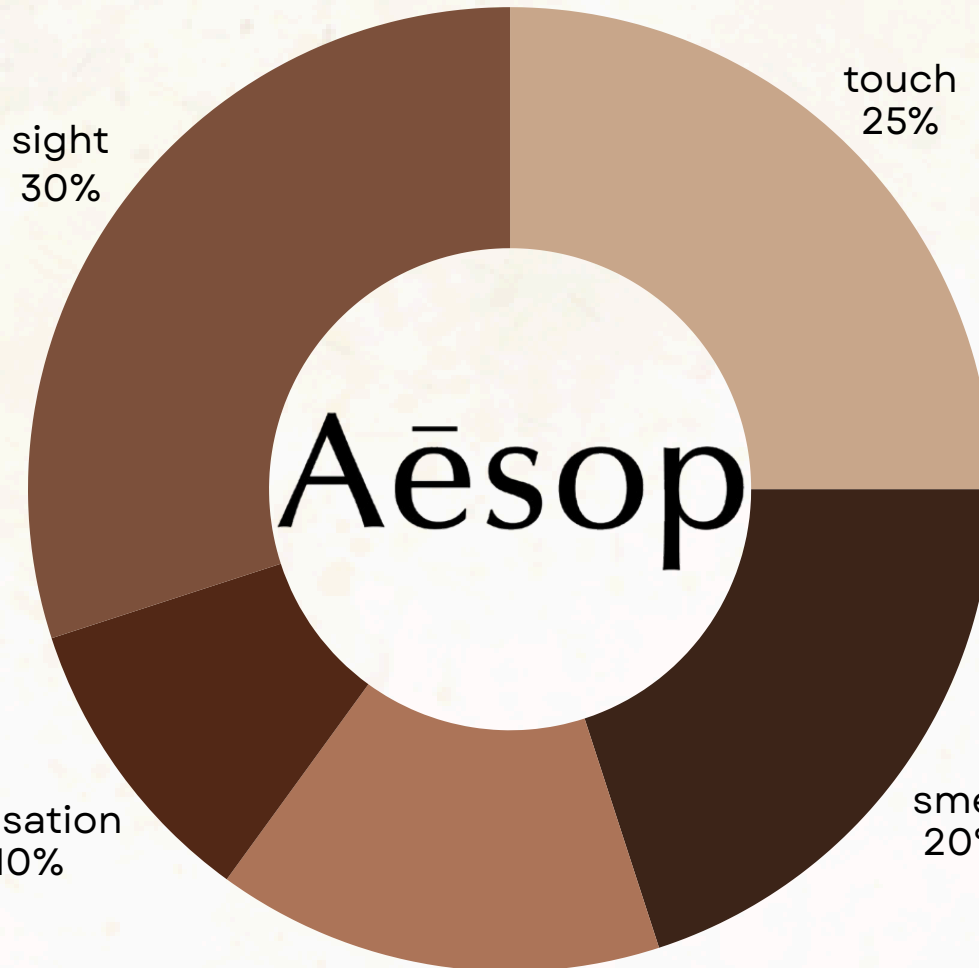


## sight :

light+colors

- Acalm ,earthy color palette
- warm , indirect lighting[
- softly hilighting products

sight  
30%



## Touch:

natural materials

- using raw , real materials
- the texture of wood , stone , and metal
- enhancing the user's connection to materials

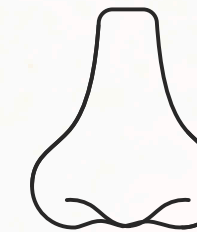
touch  
25%

## sensation:

comfort+slowness

- Acalm ,open spaces
- creating a sense of comfort and privacy

sensation  
10%



## Smell:

product masterpieces

- an essential part of Aesop identity

smell  
20%

hearing  
15%

## Hearing:

the quality of space

- reduced external noise
- soft music
- promotes relaxation and focus



# EXISTING STORE ANALYSIS

## Aesop Soho - London

Aesop Soho is a sanctuary of calm in the heart of London's bustling Soho district. The store transforms the shopping experience into a sensory ritual of well-being, offering an escape from the noise of the city.

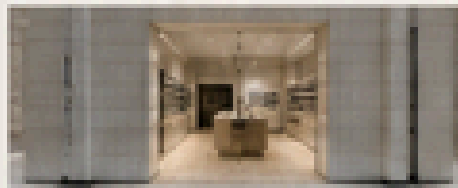


- 41 Lexington Street, Canary, London W1F 9AJ
- Opened: November 2012
- Store Area: ~100 m<sup>2</sup>
- Design: oipd
- aesop.com

### A. SPATIAL LAYOUT ANALYSIS

#### 1. ENTRY SEQUENCE

- The façade is quiet and minimal compared to the busy surroundings of Soho.
- The entrance acts as a transition zone between the noise of the city and the calm of the interior.
- Immediately after entering, the visual noise drops due to:
  - Soft colors
  - Indirect lighting
  - Natural materials
  - Absence of strong signage
- The central sink becomes the first focal point and is essential for the product experience.



#### 2. CIRCULATION

- Linear + Perimeter Circulation.
- Shelves extend along the perimeter creating a calm and continuous path.
- There is no visual clutter or complex routes.
- The space naturally guides the user through:
  - Exploration
  - Product experience at the sink
  - Consultation
  - Checkout & exit
- The movement is slow and intentional - a "Slow Retail Experience".
- The design encourages contemplation and experience rather than fast shopping.

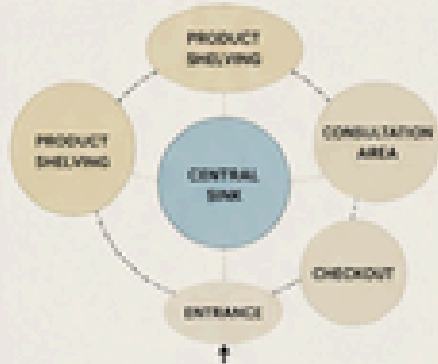
#### 3. USER EXPERIENCE

- The experience is based on:
  - Visual calm
  - Slow movement
  - Sensory exploration
  - Personal interaction
  - Product experience with water, scent & texture
- Aesop's concept: "Retail as Sanctuary"
  - Turning the store into a peaceful retreat in a fast-paced city.

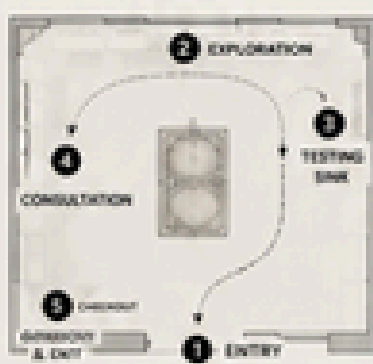
#### 4. INTERACTION ZONES

Zone	Function
Entrance Threshold	Separation from the city
Product Shelving	Visual exploration of products
Central Sink	Sensory experience (water + texture)
Consultation Area	Personal interaction & advice
Checkout	End of journey in a calm way

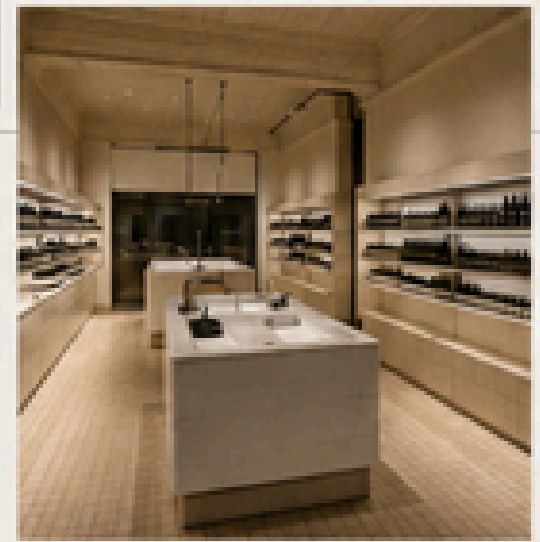
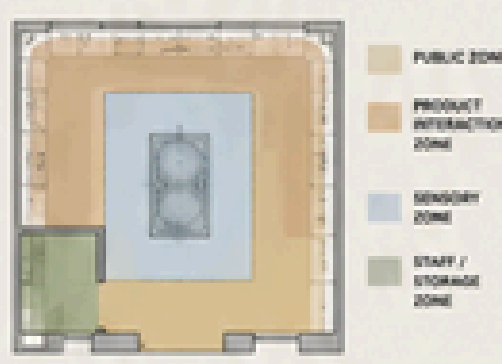
#### BUBBLE DIAGRAM



#### USER PATH



#### ZONING OVERLAY



### B. MATERIAL STRATEGY

#### 1. MAIN MATERIALS USED

- WHITE ENAMEL SHEETS**  
Used on walls & shelving. Creates a clean, reflective and calm environment.
- BLACK STEEL**  
Used for structural details, lighting tracks & fixtures. Adds industrial contrast.
- PORCELAIN SINK**  
The heart of the store. For water-based product experience.
- RAW TIMBER FLOORING**  
Adds warmth and comfort to balance the cooler materials.
- EXPOSED STONE / BRICK**  
Retained from the existing building, showing the history of the place.

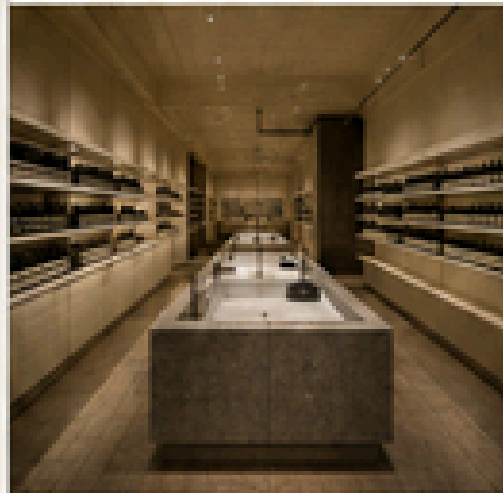
#### 2. RELATIONSHIP TO BRAND IDENTITY

- Minimalism**  
Simplicity in materials reflects Aesop's philosophy.
- Honesty & Craft**  
Raw, real materials highlight craftsmanship and authenticity.
- Balance**  
Combination of industrial & natural materials creates harmony.
- Ritual & Care**  
The sink and materials support the idea of daily self-care rituals.

#### 3. RELATIONSHIP TO LONDON CONTEXT

- CONCRETE / STONE**  
→ Reflects the historical urban fabric of London.
- INDUSTRIAL METAL**  
→ Inspired by the industrial heritage and workshops of Soho.
- ENAMEL PANELS**  
→ Reference to traditional industrial workshops & laboratories.
- TIMBER FLOORING**  
→ Adds a domestic warmth in a dense urban environment.

### C. LIGHTING STRATEGY



- 1. WARM LIGHTING**  
Warm color temperature (2700K - 3000K) creates a comfortable and intimate atmosphere.
- 2. HIDDEN LIGHTING**  
Light is hidden in the ceiling and behind elements. Reduces glare and enhances the sense of calm.
- 3. SPOTLIGHTING**  
Used to highlight:
  - Products
  - Central sink
  - Material textures
- 4. AMBIENT MOOD**  
Overall lighting level is lower than traditional retail. The aim is not to attract attention, but to create a contemplative experience.

#### CONNECTION TO LONDON CONTEXT

Soho is full of noise, bright signs and visual stimulation. Aesop contrasts this completely. The lighting reduces visual stress, slows down the user's rhythm and creates a "pause moment" in the city.



### D. SENSORY EXPERIENCE

#### 1. SMELL



- Natural botanical aromas
- Key notes: Bergamot, Geranium, Cedar, Citrus.
- The scent is subtle, layered and calm - not overpowering.

#### 2. SOUND



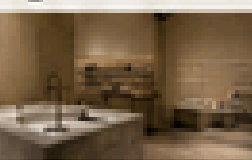
- Low noise environment.
- Sound is absorbed by materials: wood, fabrics, solid surfaces.
- The store is much quieter than the outside street.

#### 3. LIGHTING



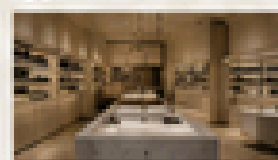
- Warm, soft lighting reduces stress.
- Low brightness helps the body and mind relax.

#### 4. TEXTURE



- Rich variety of textures:
  - Enamel (smooth)
  - Timber (warm)
  - Steel (cool)
  - Stone (rough)
- Creates a tactile and multi-sensory experience.

#### 5. SILENCE & CALM



- The most important element in Aesop.
- The space is designed to be slow, quiet and contemplative.

#### HOW AESOP CREATES AN ESCAPE FROM LONDON'S NOISE

Aesop Soho transforms shopping into a therapeutic sensory journey.

- Reduces visual noise
- Uses natural & industrial materials in balance
- Warm, indirect lighting
- Slow circulation
- Water, scent & texture experience

**RESULT:**  
A QUIET ARCHITECTURAL RETREAT INSIDE ONE OF LONDON'S BUSIEST URBAN DISTRICTS.

"We do not create stores to sell products. We create spaces that support well-being." - Aesop





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# Design Concept Statement

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## Sensory Sanctuary.

The design concept is based on transforming the shopping experience into a tranquil sensory journey that reflects Aesop's philosophy of combining personal care with understated beauty.

The design aims to create a space resembling a peaceful sanctuary within the bustling urban environment, where the customer becomes part of an integrated experience based on sensory interaction with light, natural materials, and products.

The design utilizes raw, natural materials such as stone, wood, and textured concrete, employing warm lighting and simple movement pathways that allow the customer to gradually explore the space. Emphasis is also placed on product experience areas and personalized consultations to strengthen the relationship between the customer and the brand.

The project reflects Aesop's values of authenticity, sustainability, and refined simplicity through a serene design that balances function and beauty, giving each product a distinctive visual presence within the space

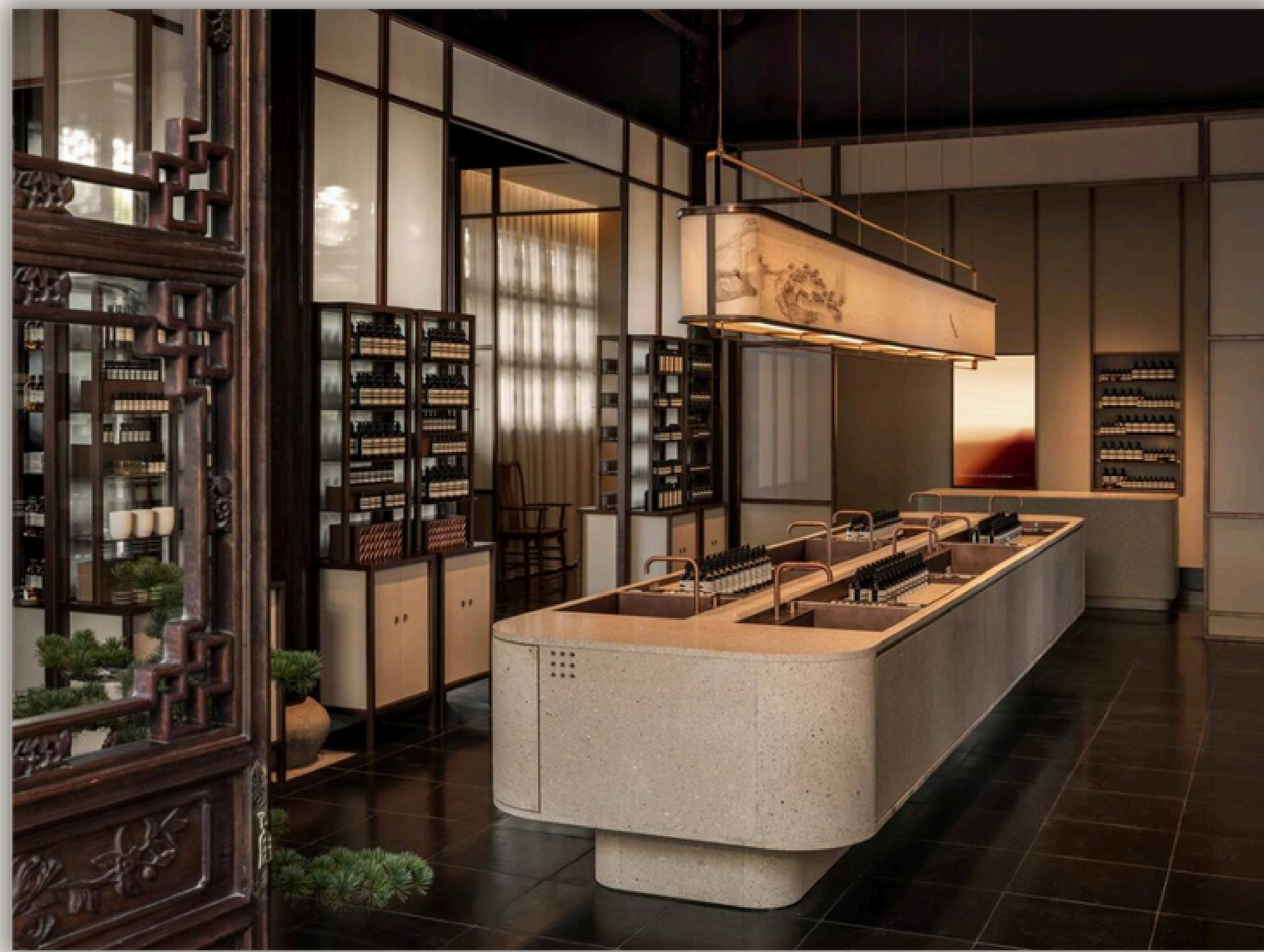
## Key words

Simplicity - Sensory Experience - Natural - Materials - Authenticity -  
Sustainability - Calmness - Craftsmanship - Minimal Luxury


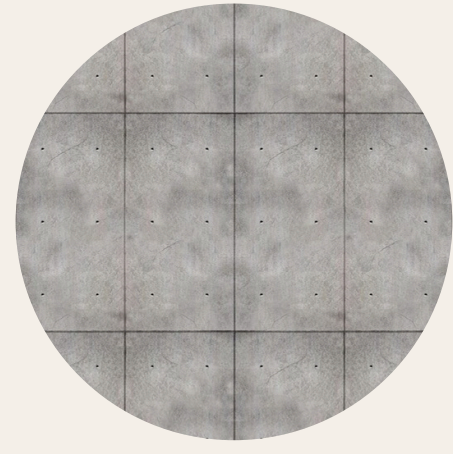


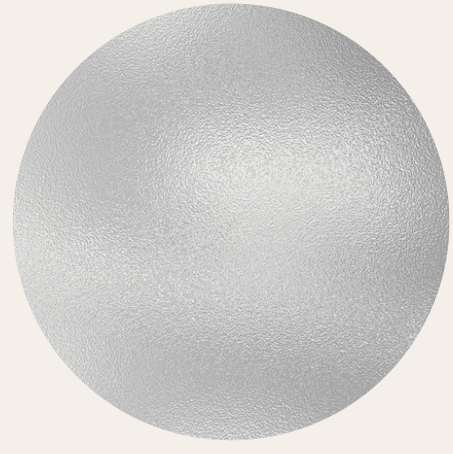





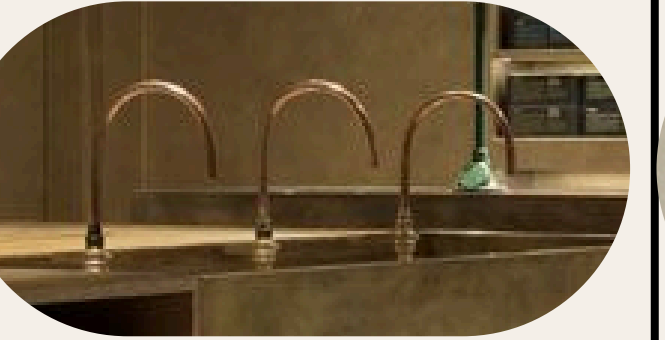



# Mood Board and Material Board

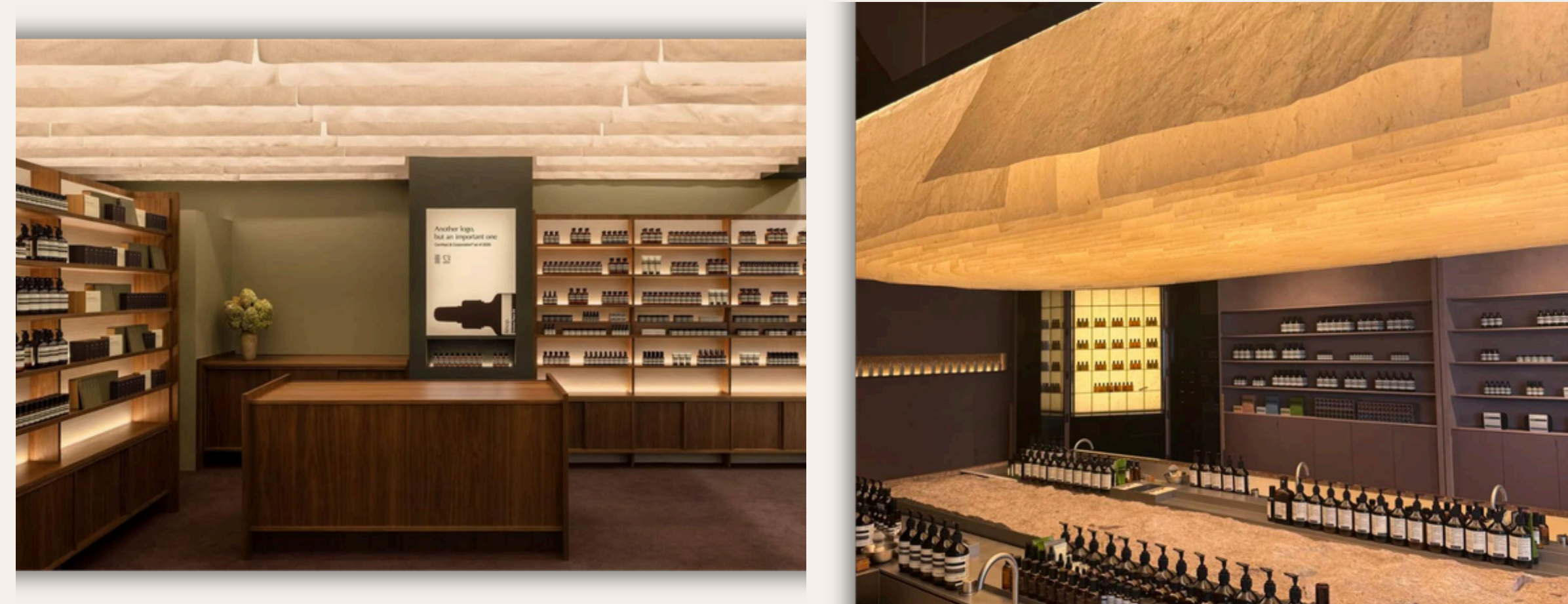
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## Ideas Board



## Material Board

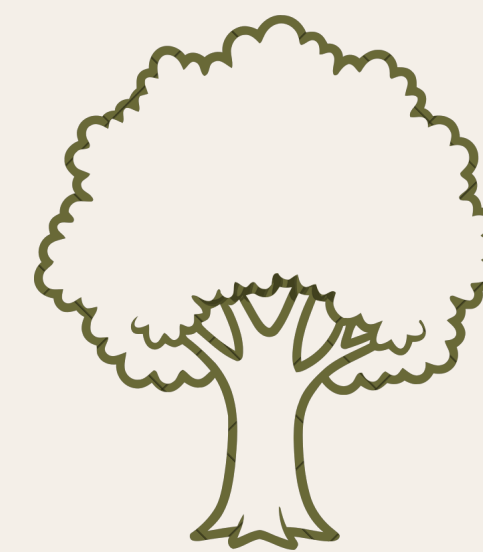
						
Travertine Stone	Exposed Concrete	Natural Oak Wood	Brushed Brass	Frosted Glass	Recycled Wood Panels	Matte Ceramic Tiles
						
<b>Use</b> Centerpiece display tables and test tanks	<b>Usage</b> Walls and Ceilings	<b>Use</b> Shelves and Furniture	<b>Usage</b> Metal details and mixers	<b>Usage</b> Internal Breaks	<b>Usage</b> Wall Elements, Sustainable	<b>Usage</b> Floors and Services



## why these materials



Local low-emission materials  
(Low VOC)



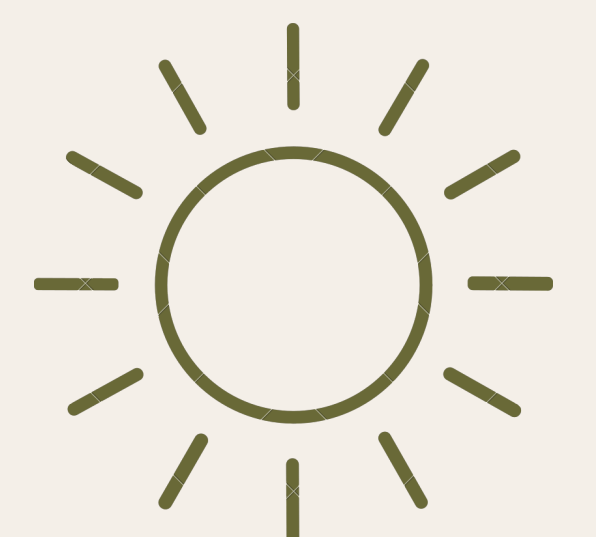
Use of certified wood  
(FSC)



Lighting  
Energy-saving  
LED

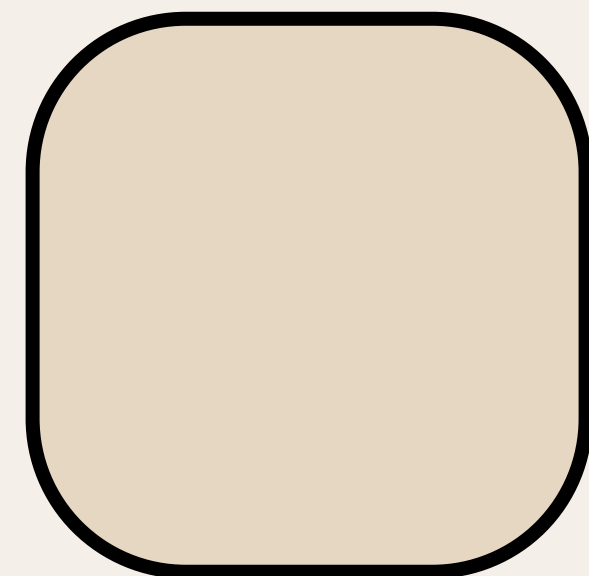


Incorporating recycled  
materials

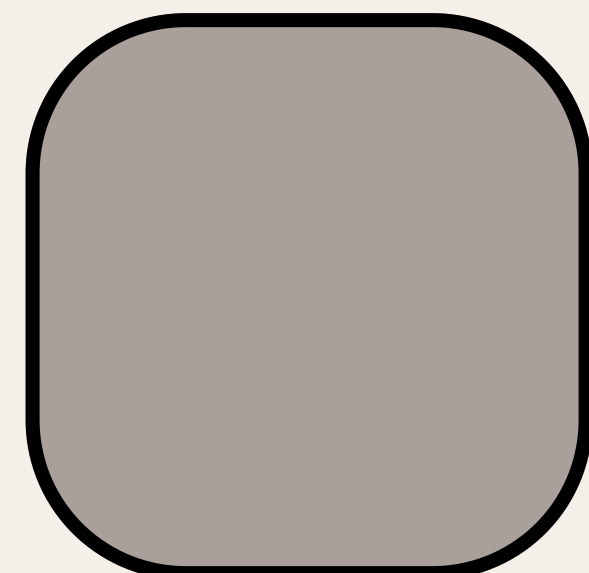


Enhance natural light  
and indoor  
ventilation

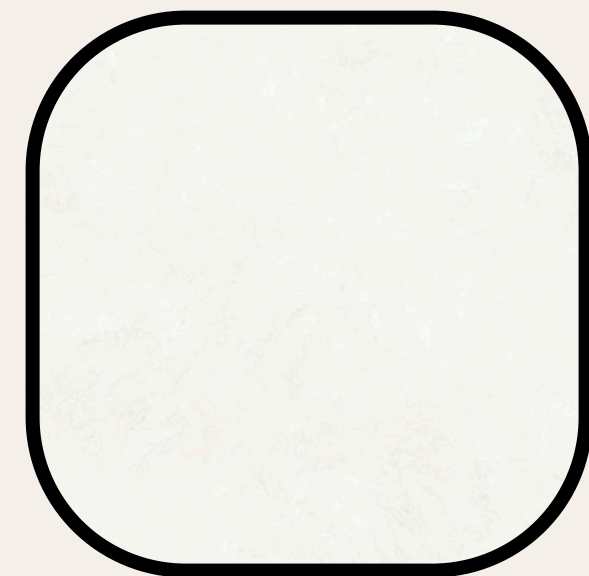
## Color palette



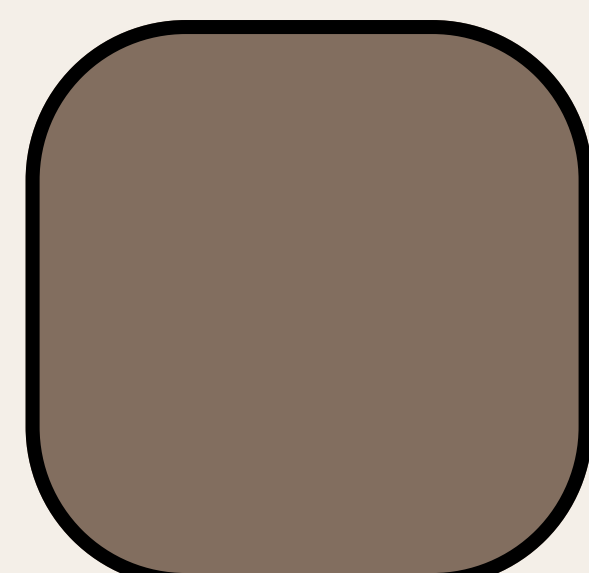
**Beige Sand:**  
Suggests calm, warmth, and a feeling of comfort and relaxation



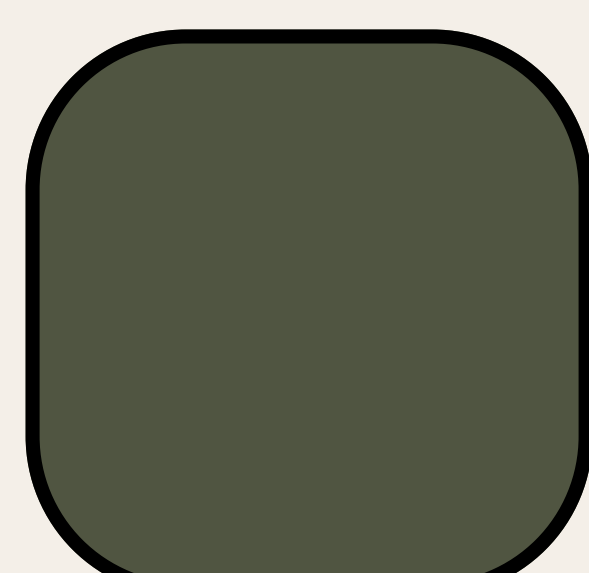
**Warm Grey**  
Creates a neutral background that makes products stand out and gives a sense of balance



**Stone White**  
Reflects purity and simplicity and enhances the feeling of light and radiance



**Earth Brown**  
Connects with nature and adds depth and precision to the space

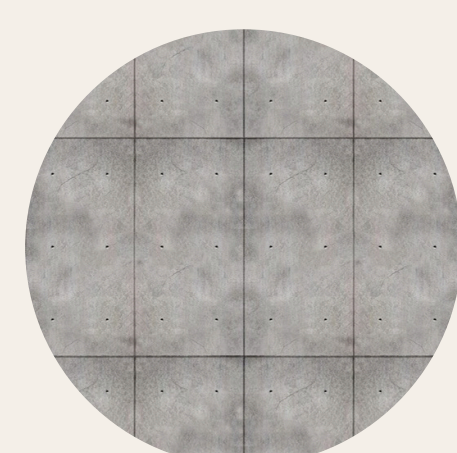


**Olive Green**  
Enhances connection with nature and provides a sense of freshness and balance

## why these materials



It gives a sense of authenticity and permanence and embodies the natural character of the brand



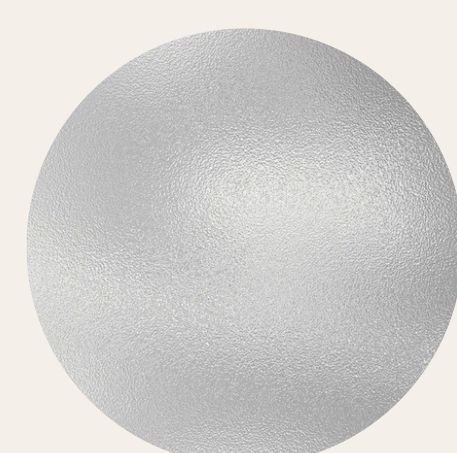
The simplicity and honesty of the materials reflect a calm architectural style.



It adds visual and tactile precision and comfort and is associated with nature and sustainability.

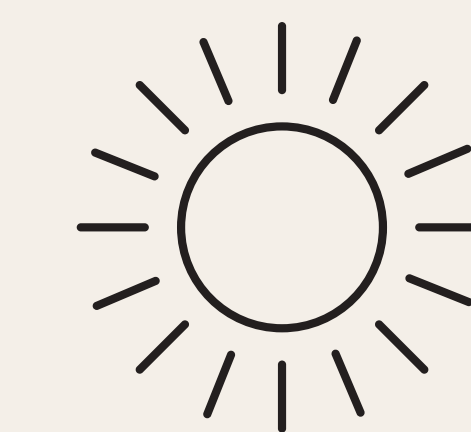


It adds a touch of sophistication and warmth, evolving over time, reflecting sustainability



It gives visual lightness and allows light to pass through. It enhances transparency and simplicity

## lighting



2700k-3000k Warm Light

Creates a comfortable and calming atmosphere and highlights the colors of natural materials and products

Hidden linear lighting

Highlights architecture and materials Softly without visual distortion and provides a sense of spaciousness



Product-focused lighting

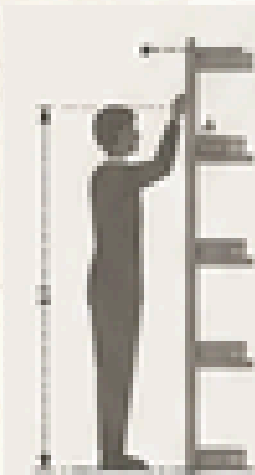
draws attention to the products and gives them a compelling visual presence and creates an artistic experience



## Anthropometric and Ergonomic Studies

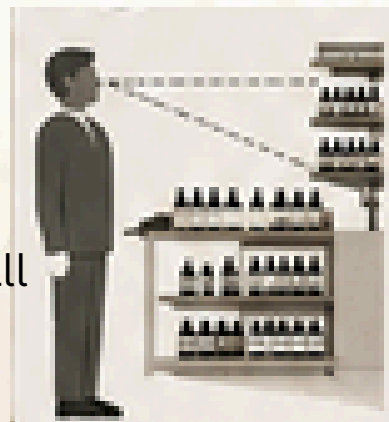
### Product Access Dimensions

- Maximum comfortable reach height  
180 cm
- Optimal eye-view area 120-160 cm
- Minimum product height  
40 cm
- Shelf depth  
30-45 cm
- Main display shelf height 85-95cm



### Comfort of vision

- Place the most important products at eye level.
- Avoid the need to bend over or raise your arm excessively.
- Provide a clear view of all sections of the store



### Aisle Dimensions



Single-person walkway  
90 cm



Two-person passageway  
120 - 120 cm



Main aisle inside the store  
150 - 150 cm



Wheelchair Turning Space  
150 cm Diameter

### Comfort of Movement

- Clear and unobstructed movement pathways.
- Easy navigation between display and experience areas.
- Achieving smooth customer movement within the space



### Accessibility Requirements

- Aisle width of at least 120 cm
- Provide wheelchair turning space with a diameter of 150 cm.
- The height of important products should not exceed 140 cm
- Provide a trial area usable by people with mobility impairments
- Use non-slip flooring



# Drawings and Technical Documentation

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### Bubble Diagram

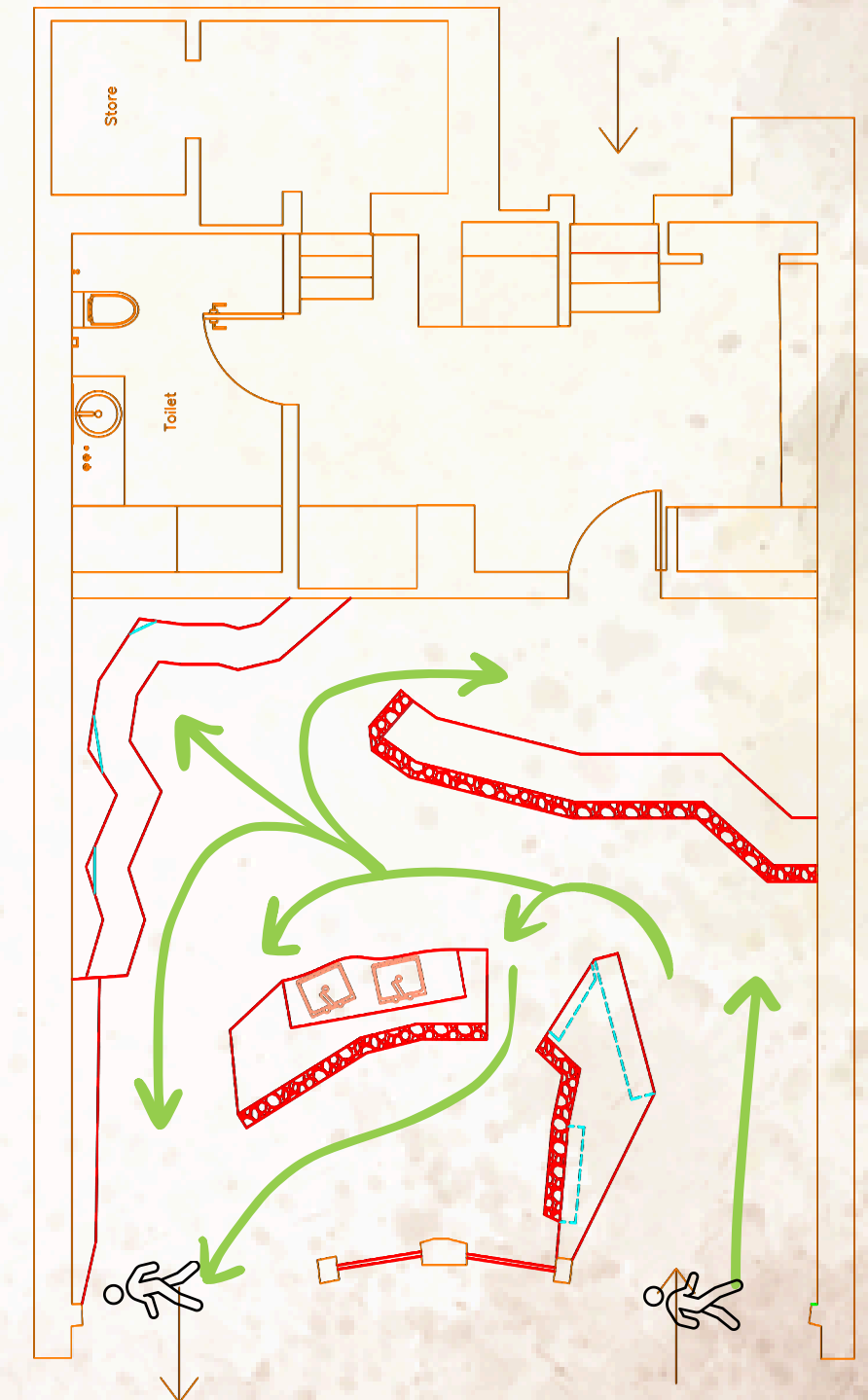


### Bubble Diagram



Payment Area (Checkout)	
Partition	
Testing Zone	
Seating Area	
Perimeter Walls	

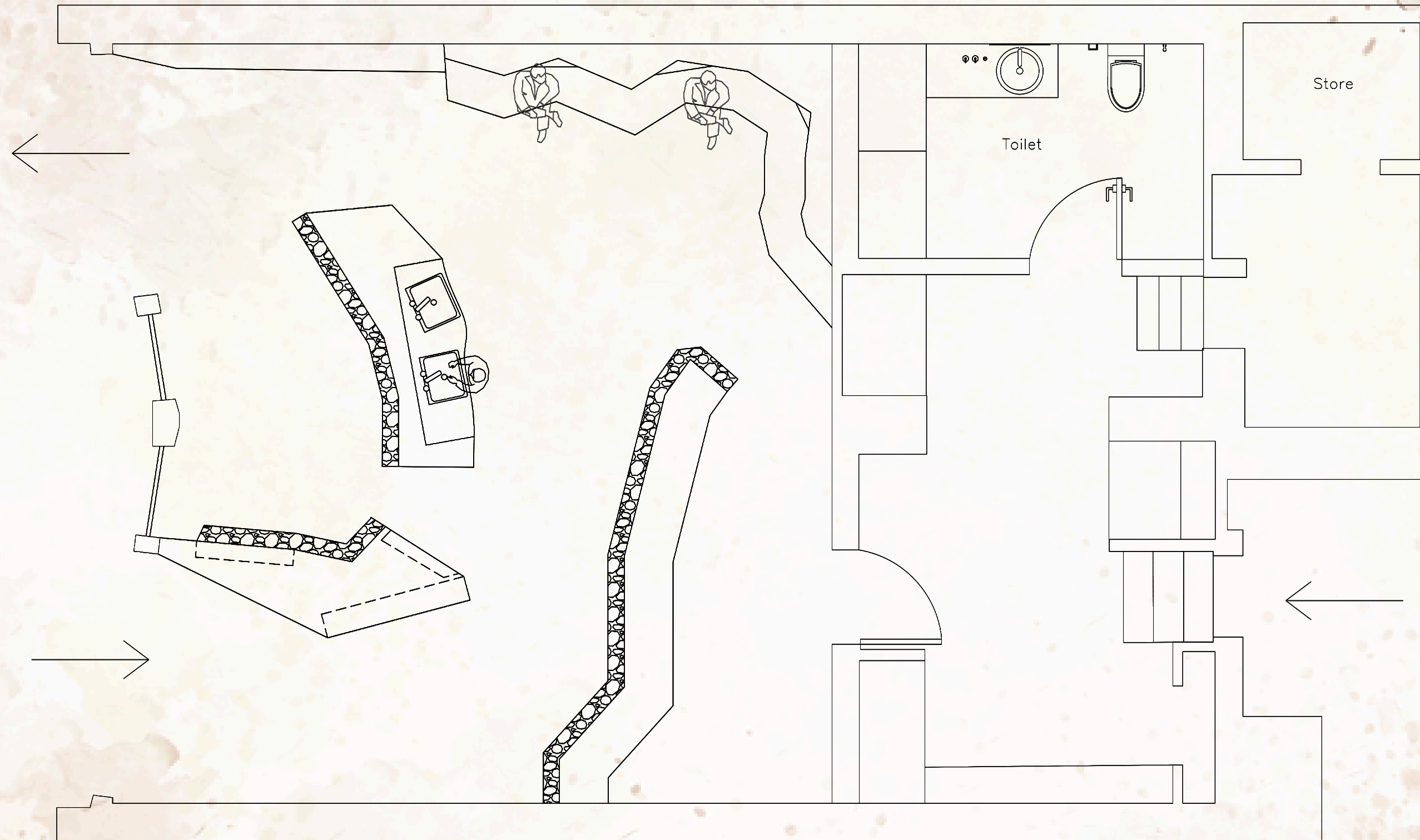
### movement paths





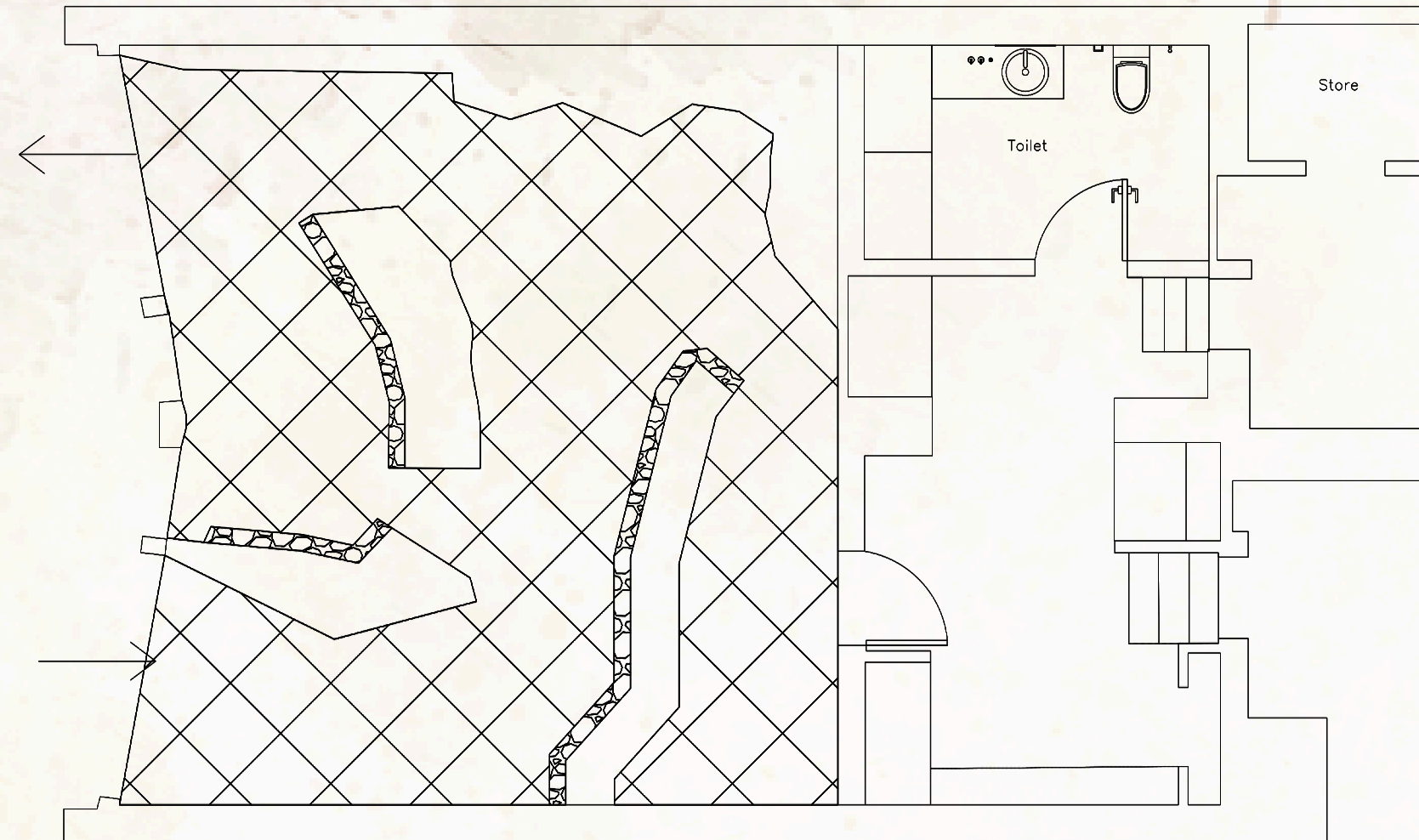
# Furniture Layout Plan

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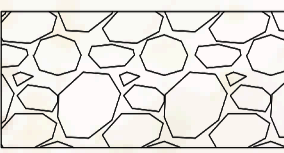

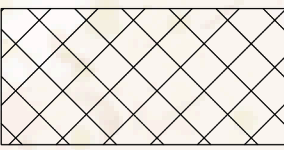



# Flooring Layout Plan

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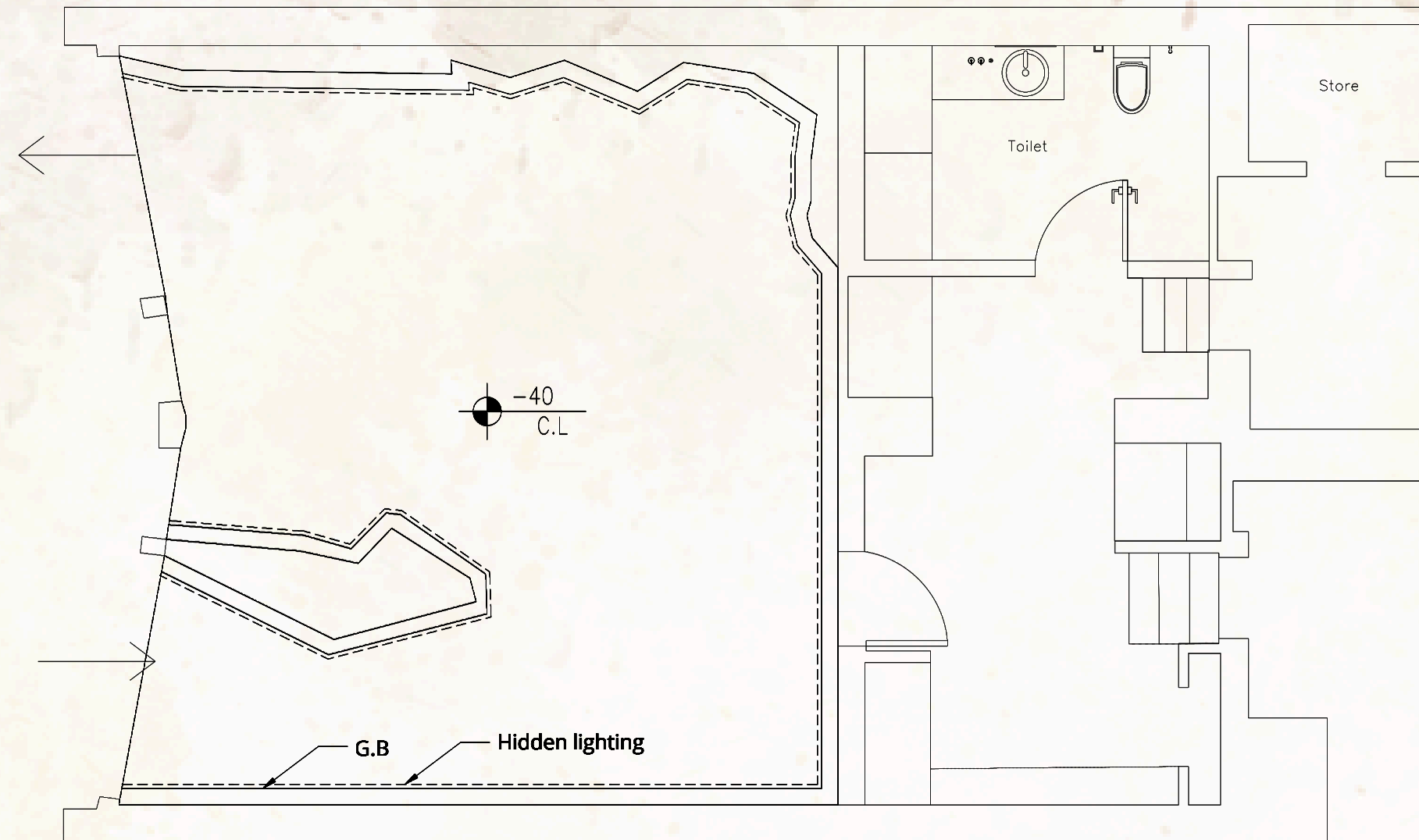
## Flooring Schedule

Mark	Material	Specifications	
	Washed River Gravel	Washed natural gravel (5–15 mm), set in clear non-slip epoxy over concrete base with moisture barrier.	
	natural Emperor-type marble	natural Emperor-type marble, honed/matte finish, 600×600 mm large tiles, 18–20 mm thickness, sealed surface, high durability, stain resistant, suitable for heavy retail traffic.	

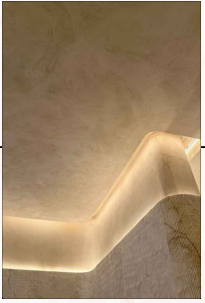


# Ceiling Plan and Lighting Distribution Plan

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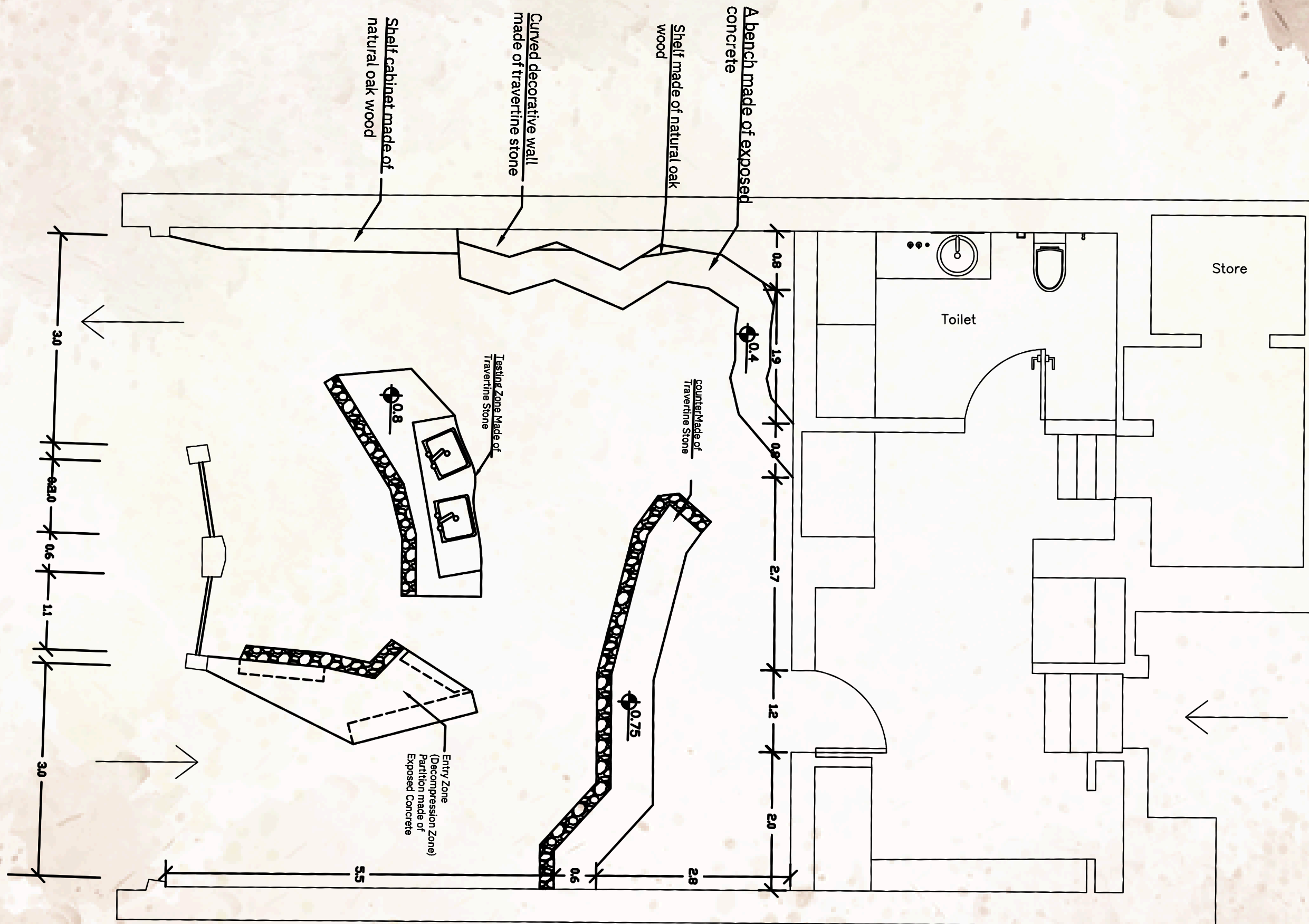
## Lighting Schedule

Code	Lighting Type	Description	
- - - - -	Concealed Cove Lighting	LED strip lighting concealed within gypsum ceiling coves, 14W/m, 3000K.	



# Material and Finishes Plan

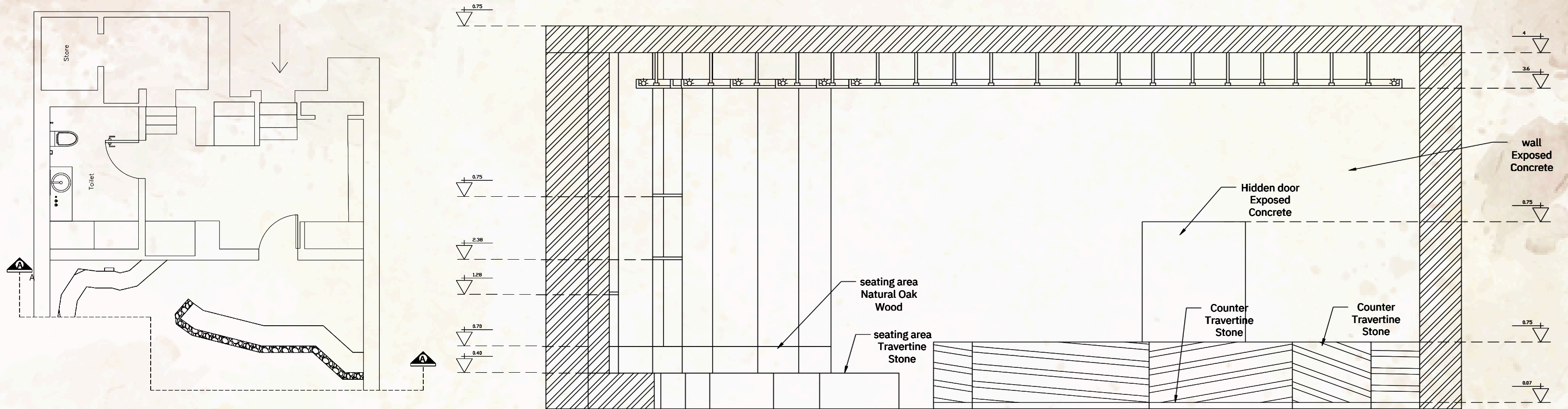
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# Interior Section

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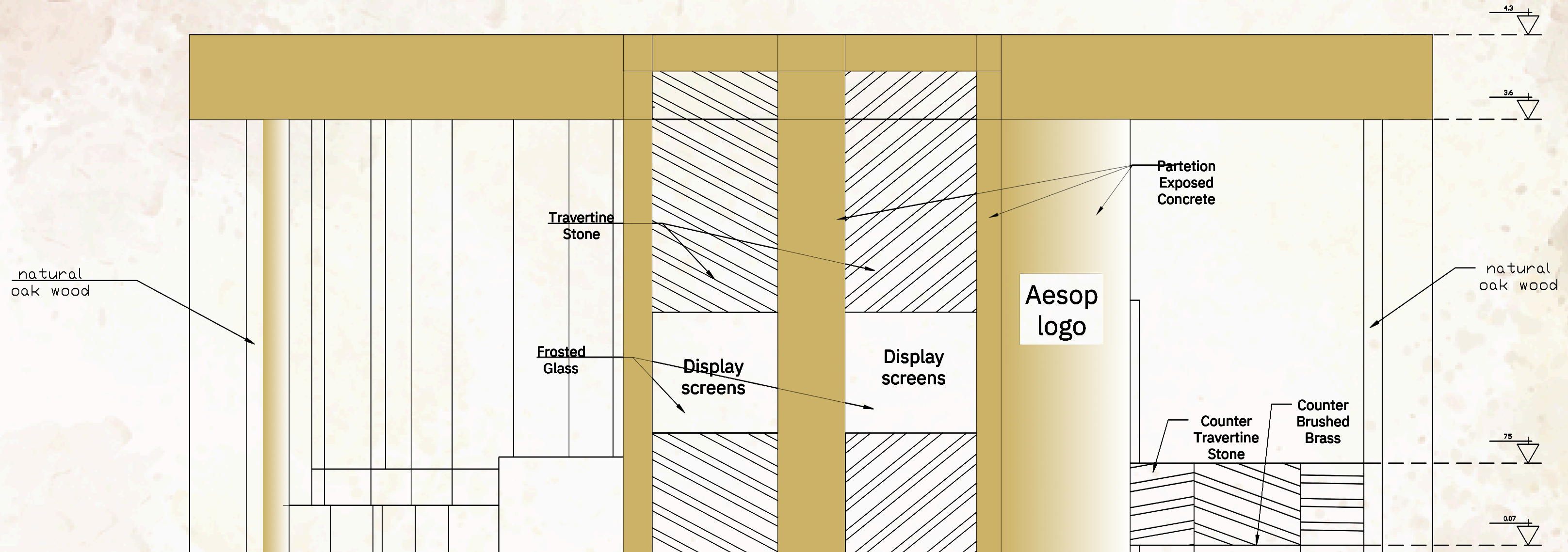


SECTION  
A-A



# Elevation

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ELEVATION



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# Colored Facade

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## Colored Floor Plan

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# 3D Perspectives

## 3D MAX \_ V-RAY Rendering

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