

Ethr Clubhaus

**Hospitality Interior
Design**



ETHR Clubhaus

Design Vision

Modern Clubhouse with a Jordanian Soul

- This project reinterprets the identity of ETHR Clubhaus through the cultural lens of Jordan. Rather than replicating an existing branch, the design creates a new spatial experience inspired by Jordanian hospitality, local craftsmanship, and natural landscapes.
- The project transforms the café into a contemporary social destination where people gather, connect, work, and relax. Inspired by the timeless atmosphere of Jordanian gatherings, the design blends warmth, openness, and authenticity with ETHR's modern lifestyle philosophy.
- The result is a space that feels internationally recognizable while remaining deeply rooted in its local context.

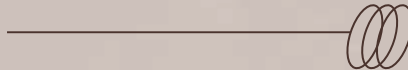




Concept



- The concept is based on the idea that a café can become a modern interpretation of the traditional Jordanian gathering space.
- Inspired by the welcoming spirit of Jordanian hospitality, the design encourages social interaction through flexible seating arrangements, open visual connections, and a central gathering point.
- Organic forms inspired by the flowing dunes of Wadi Rum, the earthy tones of Petra, and the natural texture of Jordanian limestone create an atmosphere that feels calm, warm, and authentic.
- Every design decision aims to strengthen the sense of belonging, allowing visitors to experience ETHR not only as a café but as a community destination.



Spatial Experience

The spatial experience is designed to encourage interaction, creativity, and a sense of belonging. Upon entering the café, visitors are welcomed into an open and inviting environment where the central coffee bar becomes the heart of the space, naturally encouraging movement and social interaction. The space is organized into a variety of seating experiences, allowing every visitor to choose an environment that matches their needs.

Workshop Area

A flexible creative space designed for workshops, community events, and collaborative activities. It transforms the café into more than a place for coffee, becoming a platform for learning, creativity, and cultural engagement.

Arabic Gaming Lounge

Inspired by the traditional Jordanian gathering culture, this area provides a relaxed social setting where visitors can enjoy classic board games and meaningful conversations. It reinterprets the atmosphere of the traditional Diwan in a contemporary way, strengthening community connections and celebrating local hospitality.

Layered Sitting Area

The stepped seating creates visual interest while encouraging informal interaction between visitors. Different seating levels provide diverse spatial experiences, allowing users to work, socialize, or simply relax within the same environment.

General Seating

Additional seating areas are distributed throughout the café to accommodate individuals, couples, and groups, offering flexibility, comfort, and a balance between privacy and openness. Natural daylight, warm materials, and indoor greenery enhance the overall atmosphere, creating a welcoming environment that encourages visitors to stay longer and feel connected to both the space and the community.



Sustainability Strategy



Maximizing natural daylight to reduce energy consumption.

Using locally sourced Jordanian limestone to minimize transportation impact.

Integrating indoor greenery to improve indoor air quality and user well-being.

Selecting durable and recyclable materials with long life cycles.

Creating flexible spaces that can adapt to changing community needs.

Promoting social sustainability by encouraging interaction, inclusivity, and a strong sense of community.

Material Palette

The material selection reflects both the identity of ETHR and the spirit of Jordan.

- Natural limestone
- Warm timber
- Soft textiles
- Earthy colors
- Jordanian Limestone
- Oak Wood
- Travertine
- Textured Fabric
- Terracotta
- Brushed Brass
- Indoor Greenery



Create a timeless atmosphere inspired by Petra and Wadi Rum.

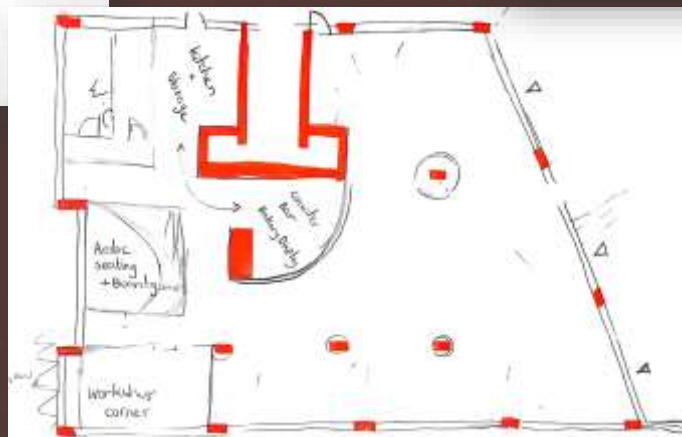
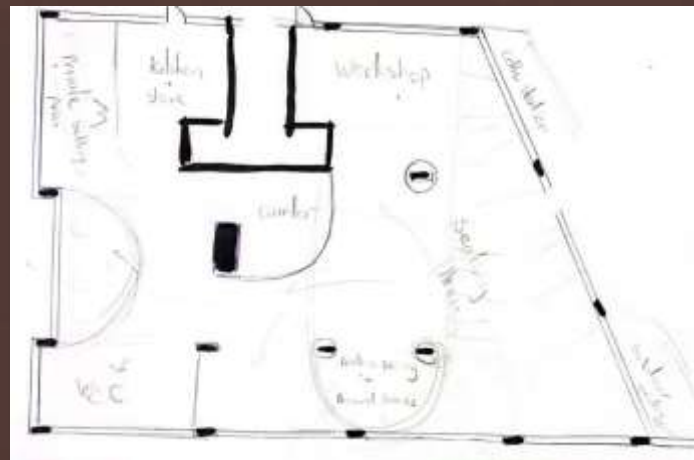
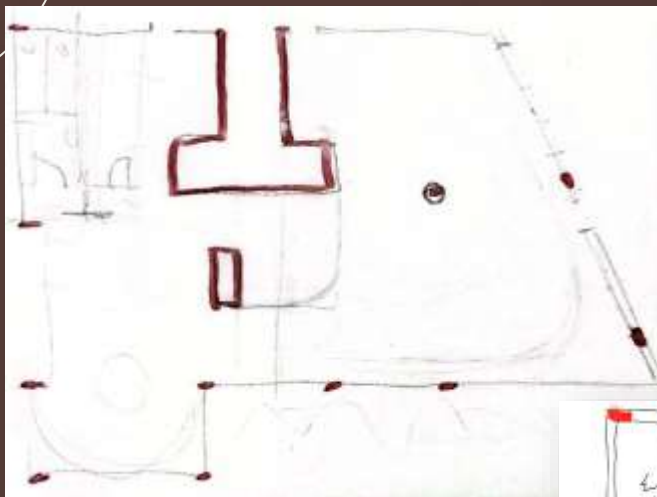
These materials enhance tactile comfort while reinforcing authenticity, durability, and environmental responsibility.

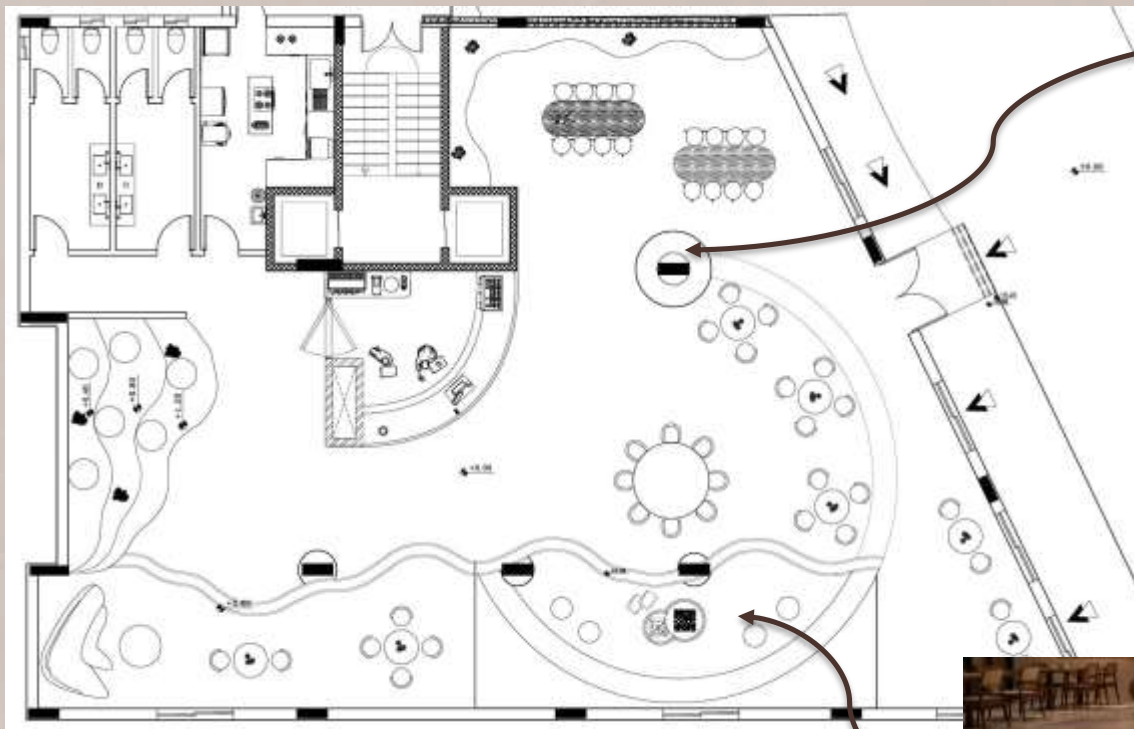


ETHR Clubhaus Mood Board



* Sketches:





Plan 1:50

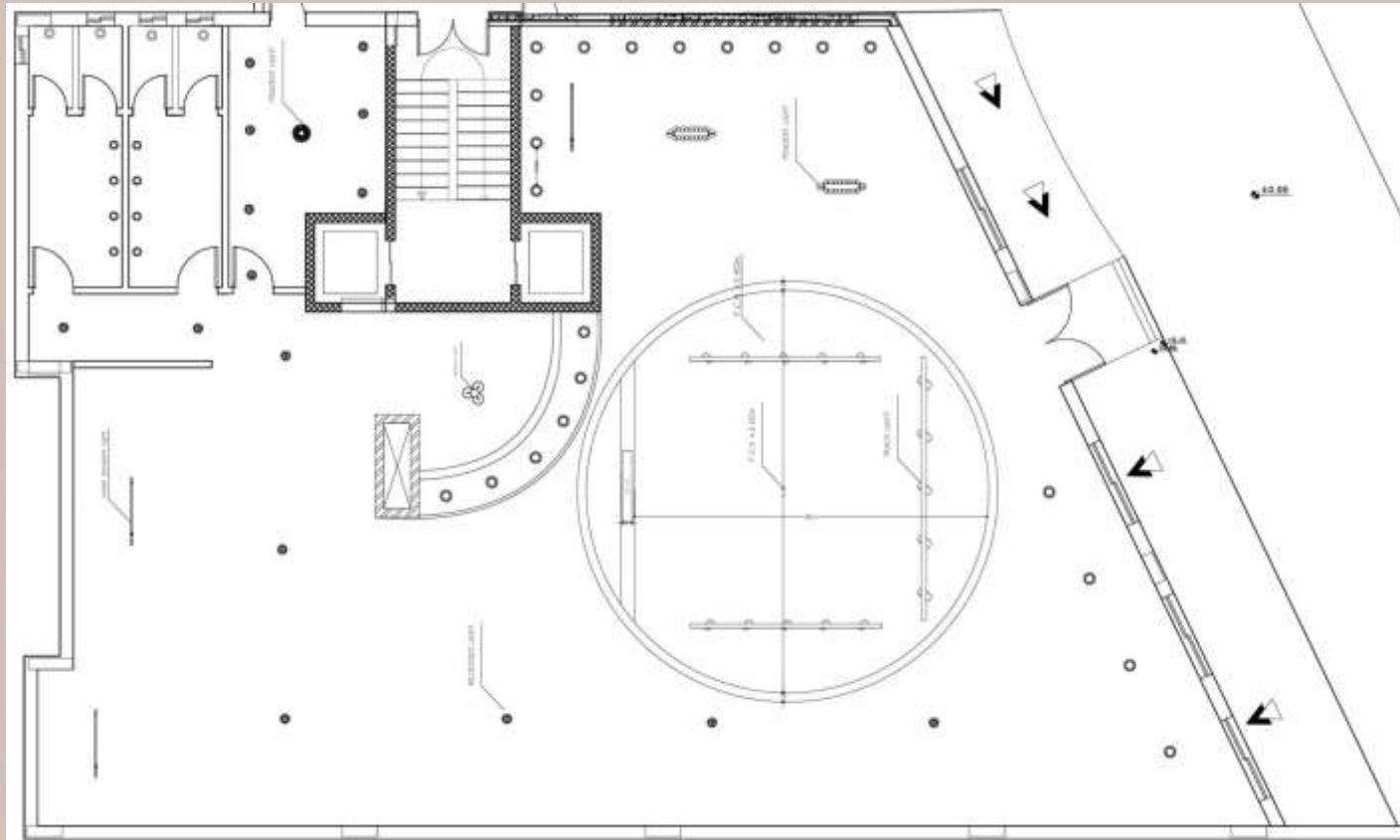


Colored Plan 1:50

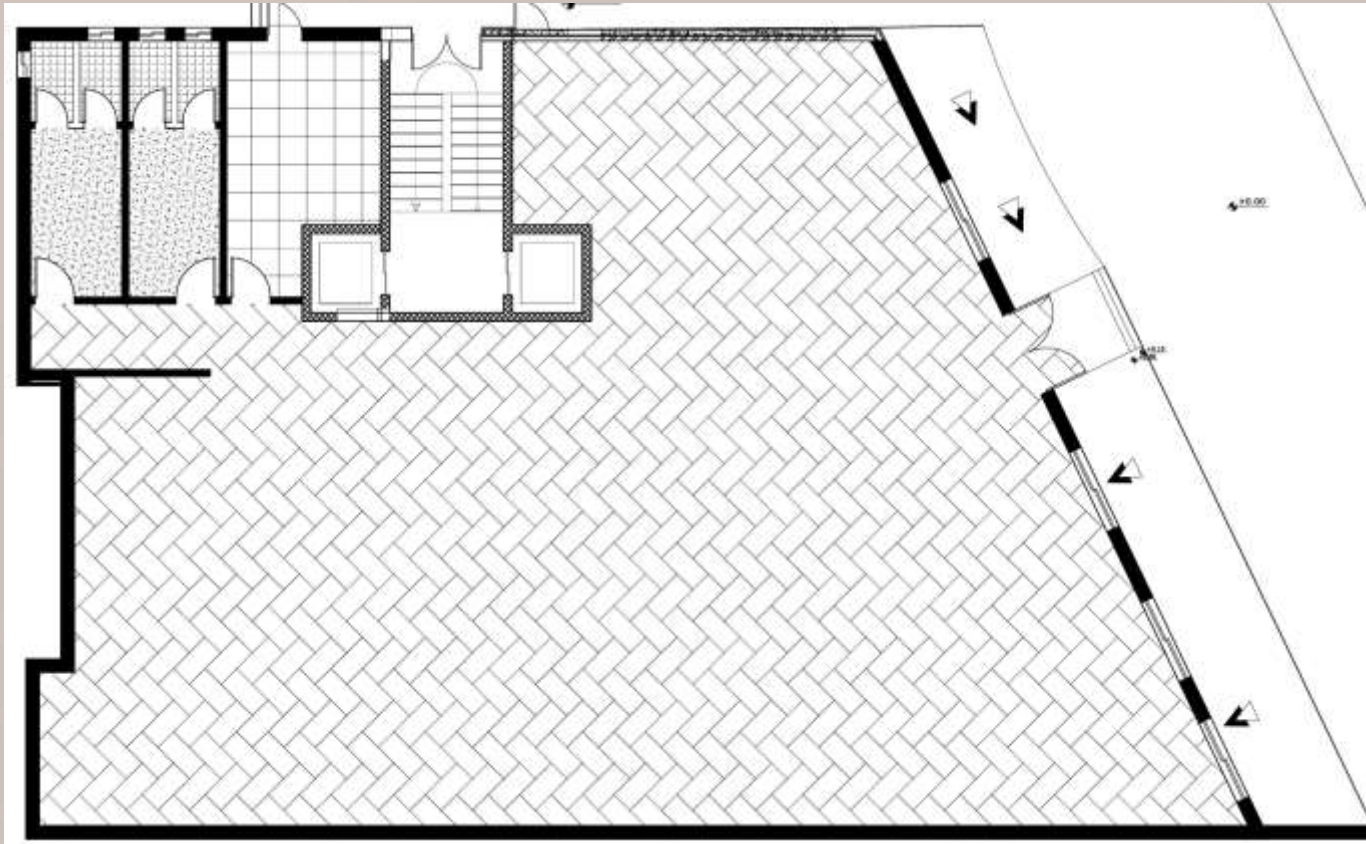


Every zone is intentionally designed to support a different social experience, transforming the café into a community hub where people gather, create, learn, play, and connect.

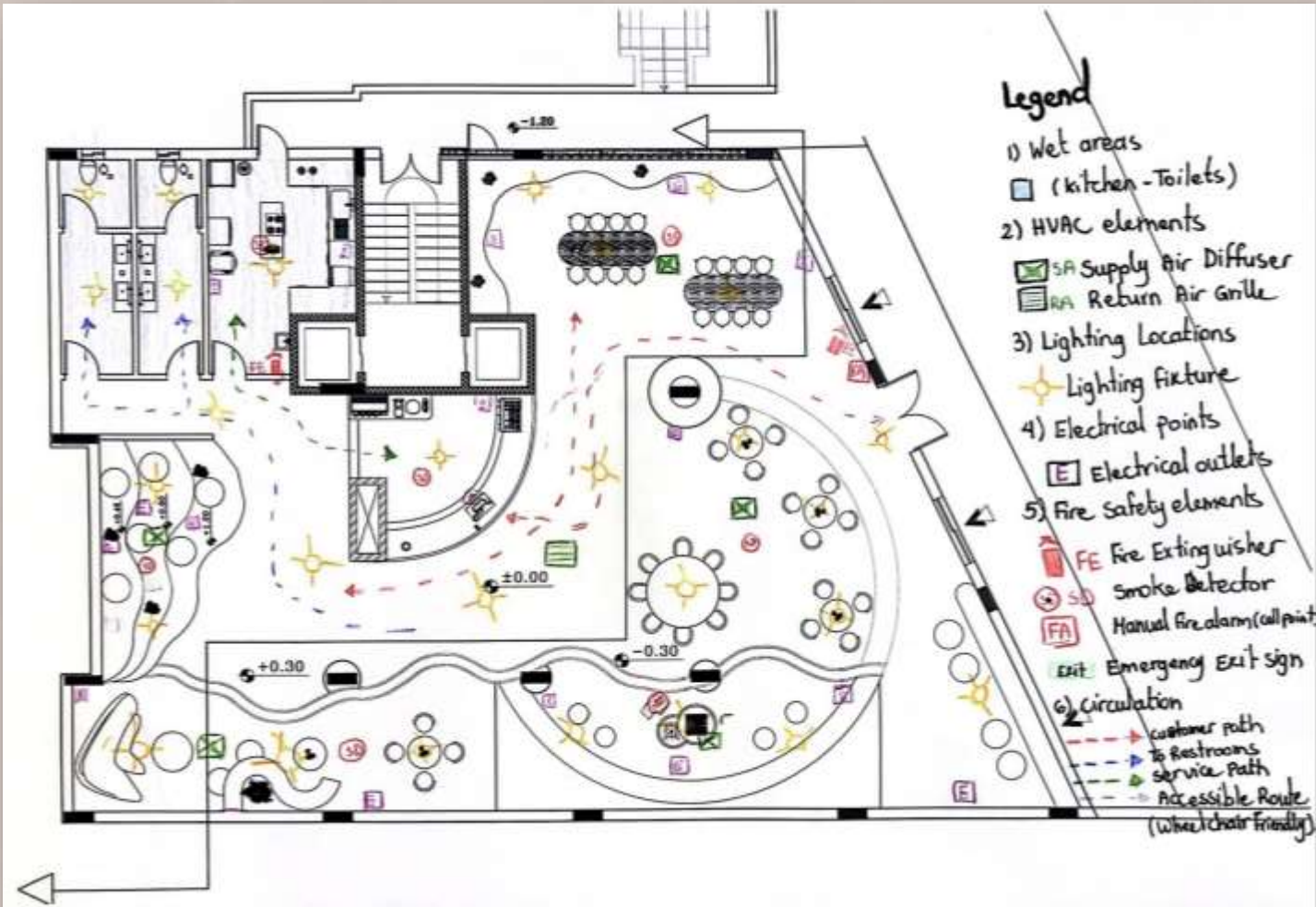
Ceiling Plan 1:50



Flooring Plan 1:50

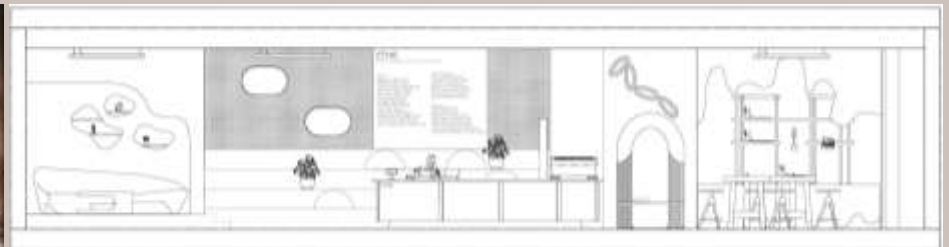


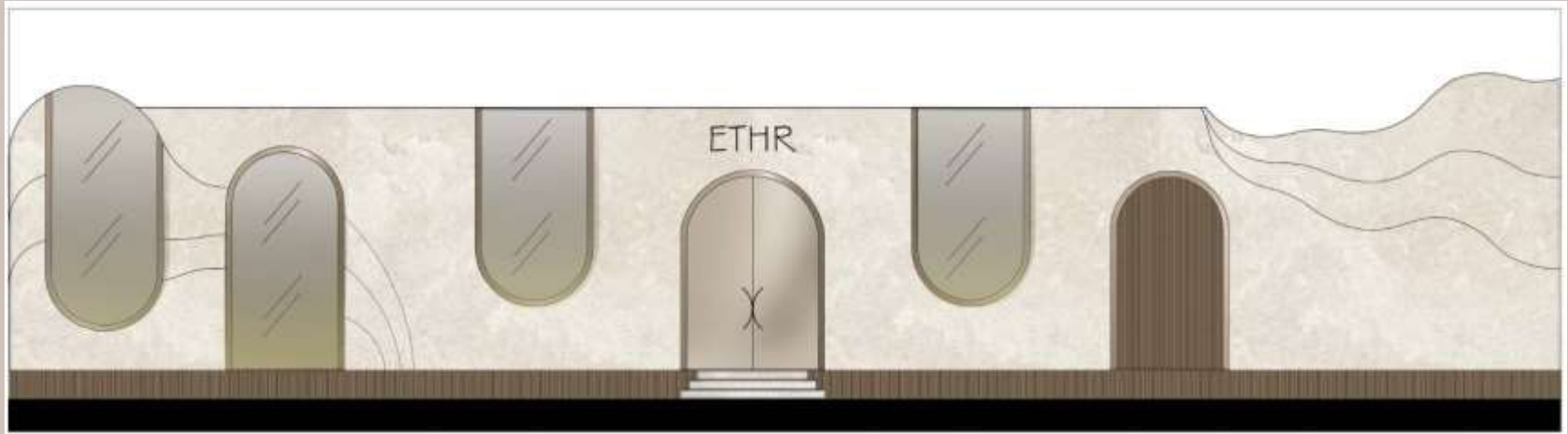
Space Analysis:



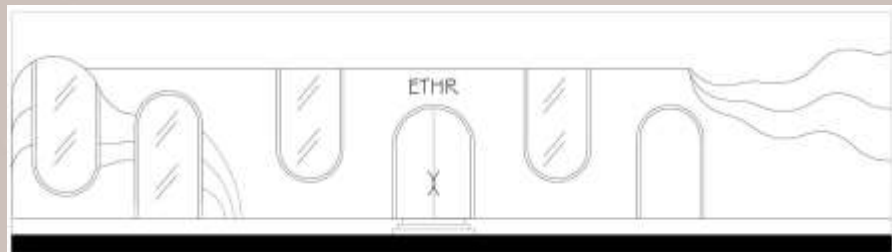


Section 1:25





Exterior Elevation 1:25



Interior Perspectives + 3D Shots



Poster 250X120





THANK YOU

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