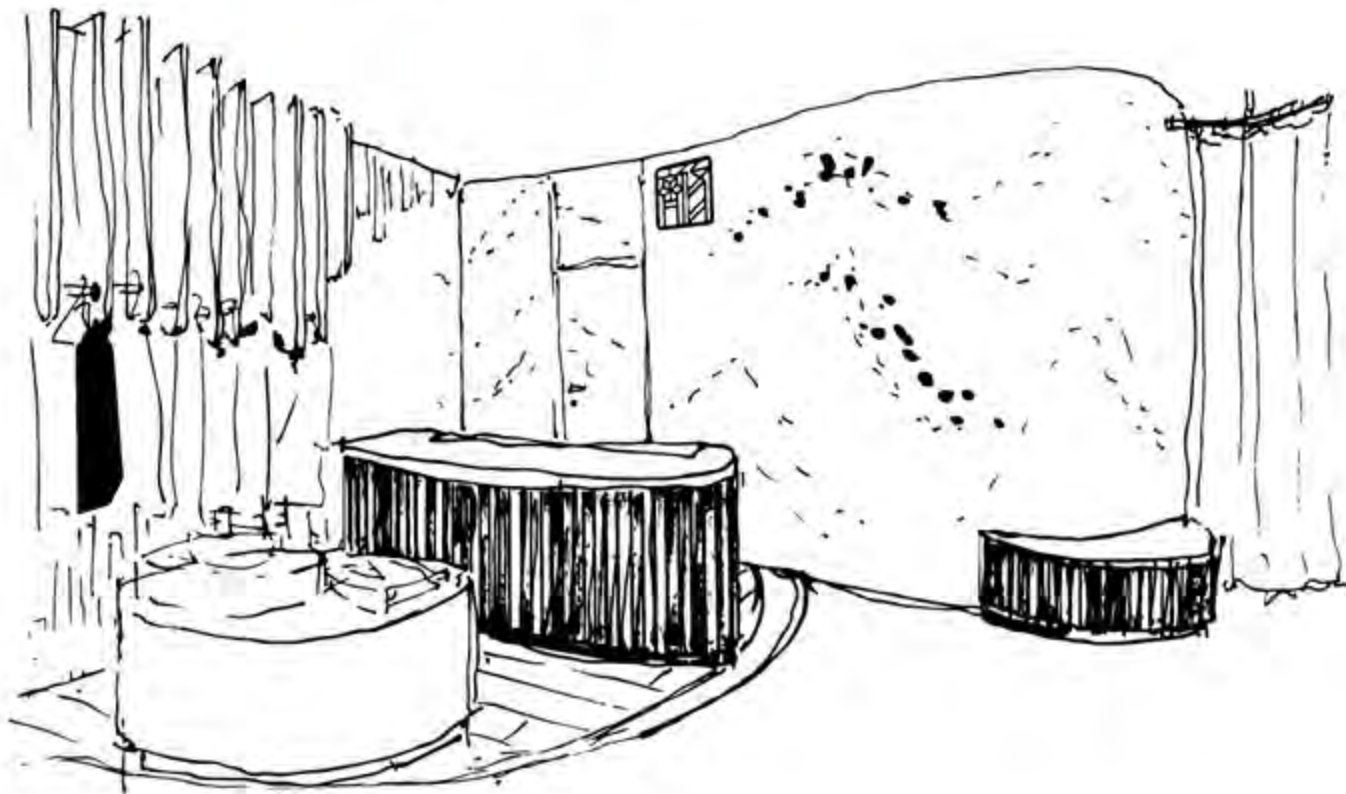




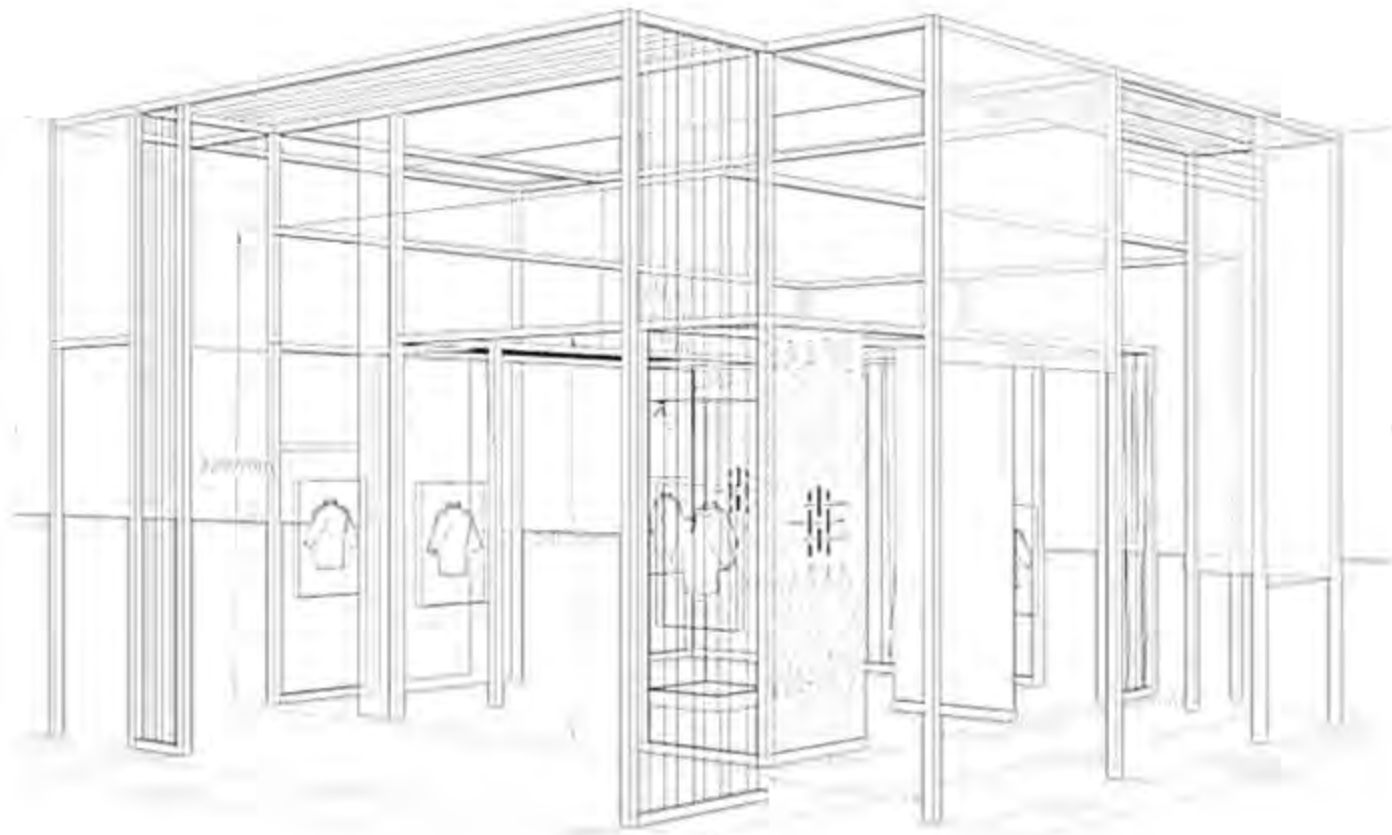
HOW TO design a high-impact, powerful restaurant design concept, in 5 STEPS



- 1 Define or adjust your business concept** including target customer groups, menu, and positioning (fast or convenience food, casual dining, fine dining, etc.).
- 2 Work out your competitive advantage and core brand messages.**
- 3 Plan the functional layout, with a special focus on the kitchen.** Ensure that all local hygiene and fire safety requirements are met.
- 4 Optimize the layout further:** Efficient paths for customers and employees, the maximization of the amount and sizes of tables in line with your business concept, and a comfortable feel are important.
- 5 Translate your brand into materials,** colors, and textures and ensure that your positioning and business concept are reflected correctly. Facilitate visibility of your products on screens and as images at strategic locations to boost sales.



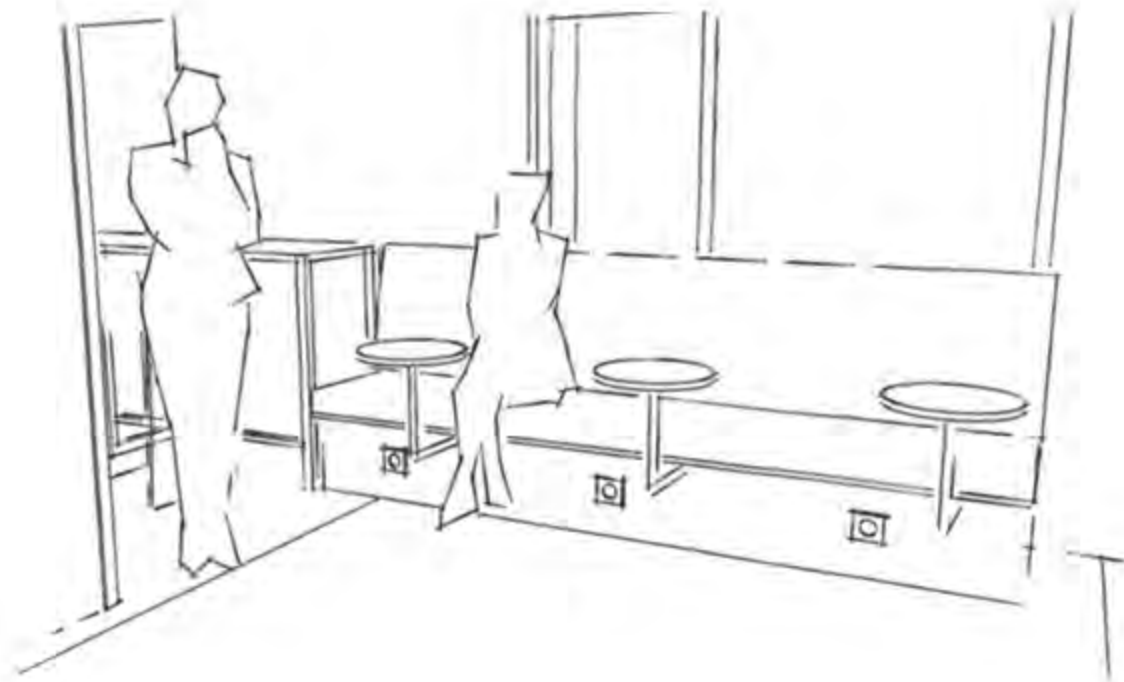
HOW TO design a high-impact, branded pop-up store in 5 STEPS



- 1 Understand your available space**
The direction of visitor flow, and the environment with neighboring brands.
- 2 Define your marketing objectives and priorities.** Do you want to test a new concept or market? Do you want to drive customer engagement, increase your visibility, or create a fresh feel for your brand?
- 3 Plan your design Concept.** The design concept can be aligned with your regular store concept, a specific marketing campaign, or can have a completely different theme based on your marketing objectives.
- 4 List your functionalities.** This will depend on point 2. Branding and product display are always included.
- 5 Draw up the layout** and create several versions of the design concept. Discuss



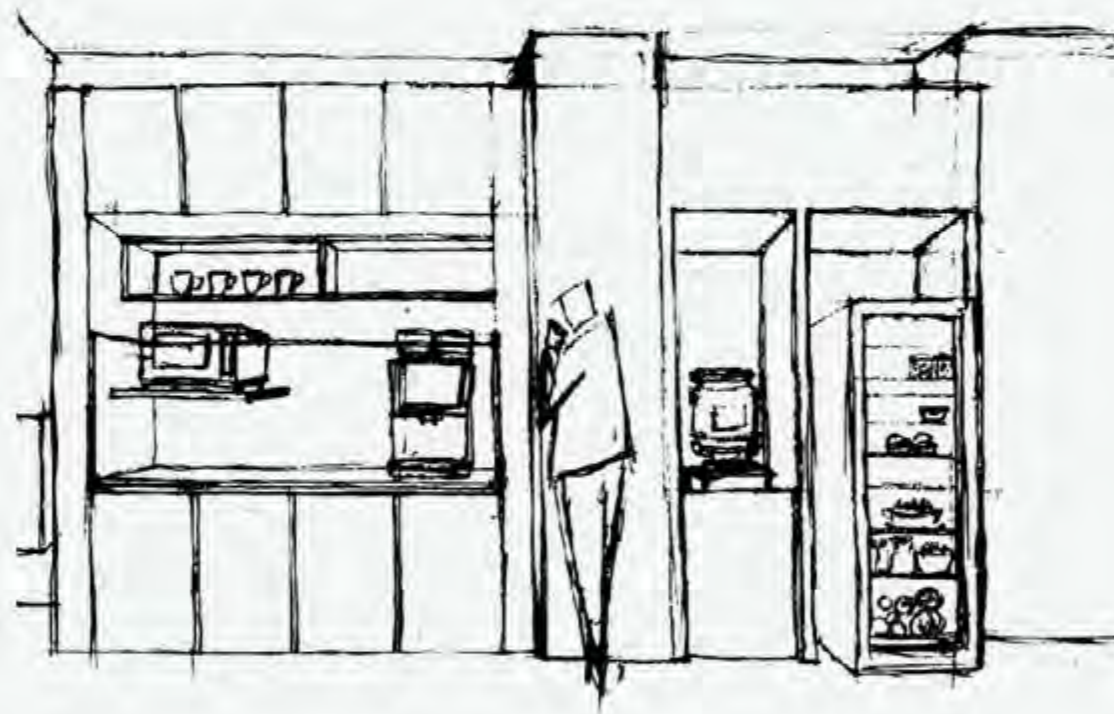
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HOW TO design a branded office for employee well-being in 5 STEPS:

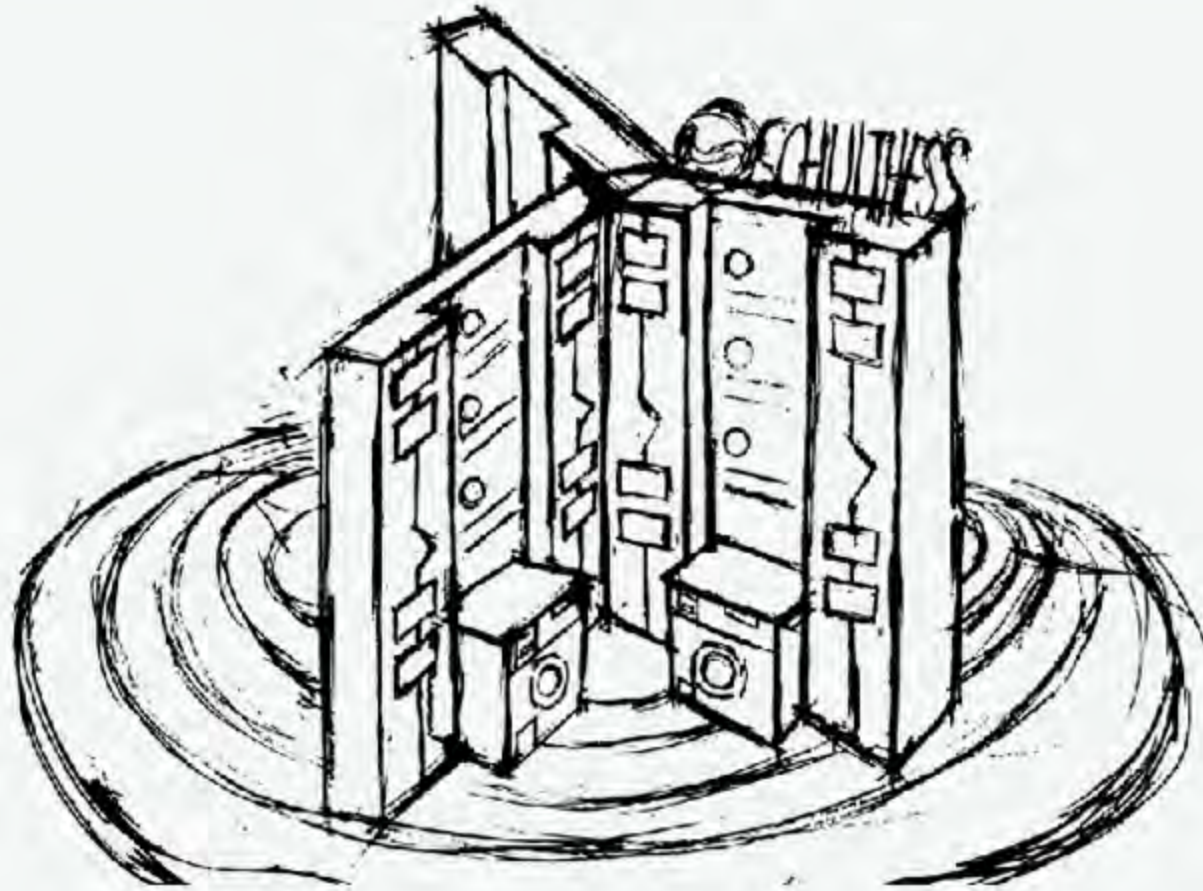


- 1 Analyze your functionality requirements** and the different types of space needed for all activities. **Talk to all office users** and map out their needs.
- 2 Create a bubble diagram** to understand and better plan interdependencies between connected areas. Group public areas in the front, semi-private spaces in the center, and private areas at the back.
- 3 Dedicate special areas to employee well-being**, such as informal meeting spaces, a lounge, an area with high tables, and green areas with plants.
- 4 Assign space for employer branding** by placing the logo in key locations, and creating areas to display the company values, social or CSR activities, and latest projects close to an informal meeting area.
- 5 Create several possible layouts and discuss them with the office users.** After confirming the ideal layout, select colors, materials, textures, and furniture, and finalize the design concept.





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