



DESIGN RESEARCH PROJECT 2B

IDC201A Design Research

Sarah Rhodes

contents

Page [1]	Location
Pages [2-3]	Concept Board – Brand Development
Page [4]	Concept Board – Interiors & Style
Page [5]	Key Values
Page [6]	Touch Point Location Plan
Page [7]	Issue 1 – Survey Statistics [Air Quality]
Page [8]	Issue 1 – Precedent Interiors [Air Quality]
Page [9]	Issue 1 – Touchpoint [Air Quality]
Page [10]	Issue 1 – Touchpoint [Air Quality]
Page [11]	Issue 2 – Survey Statistics [Biomimicry]
Page [12]	Issue 2 – Precedent Interiors [Biomimicry]
Page [13]	Issue 2 – Touchpoint [Biomimicry]
Page [14]	Issue 2 – Touchpoint [Biomimicry]
Page [15]	Issue 3 – Survey Statistics [Social vs Binge Drinking]
Page [16]	Issue 3 – Precedent Interiors [Social vs Binge Drinking]
Page [17]	Issue 3 – Touchpoint [Social vs Binge Drinking]
Page [18]	Issue 3 – Touchpoint [Social vs Binge Drinking]
Page [19]	Issue 4 – Survey Statistics [Interactive Possibilities]
Page [20]	Issue 4 – Precedent Interiors [Interactive Possibilities]
Page [21]	Issue 4 – Touchpoint [Interactive Possibilities]
Page [21]	Issue 4 – Touchpoint [Interactive Possibilities]
Page [22]	Logo & Style Guide
Page [23]	Logo & Style Guide [Inspiration Board]
Page [24]	Issue 1 Materials Page [Air Quality]
Page [25]	Issue 2 Materials Page [Biomimicry]
Pages [26 - 27]	Issue 3 Materials Page [Social vs Binge Drinking]
Pages [28 - 29]	Issue 4 Materials Page [Interactive Possibilities]
Pages [30 - 31]	Materiality [Entry]
Pages [32 - 33]	Materiality [Main Area]
Page [34]	Materiality [Bar Area]
Page [35]	Materiality [Bathrooms]
Pages [36 - 37]	Research Types [Primary & Secondary, Qualitative & Quantitative]
Pages [38- 49]	Research Types [Formative & Summative]
Page [50]	Circulation Floor Plan
Pages [51 - 56]	Technical Drawing Package



location

Watsons Bay is one of my favourite places in Sydney. I have chosen the "Vaucluse Amateur 12 Foot Sailing Club" as the location for my bar. I believe the demographic of this area would be appropriate for the topics & issues to be discussed further throughout this report.



Figure 1. *Sailing Club.* Google Maps (2023)



Figure 2. *Sailing Club Entry.* Google Maps (2023)

This location has stunning views but it is also situated at a geographical location that will allow me to address the air quality design issue that has been identified.

It also allows for disabled access with the ramp access connected to the driveway.

As part of this assessment, I will assume that the current building is not here and will focus on the use of the physical location.

concept board [brand development]:

For brand development, I started by using the locality of the venue as it's base. The history of the area along with its key characteristics formed the core of the brand. Along with the concept board below, the page following shows a bubble diagram outlining my thought process.



Figure 3. *Ocean.* The Conversation. (2021)

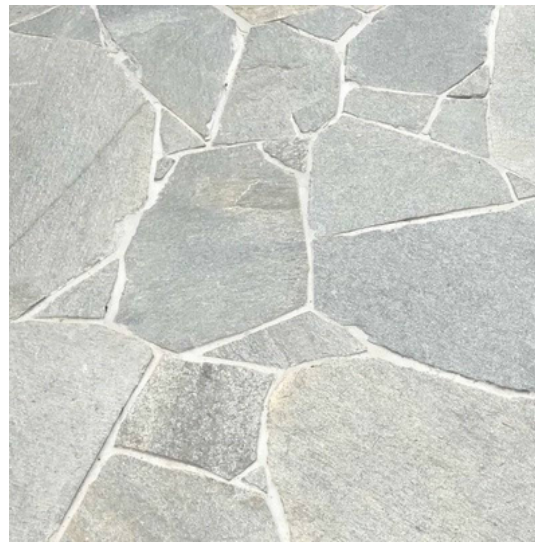


Figure 5. *Crazy Pavers.* Online Tile Store. (2023)

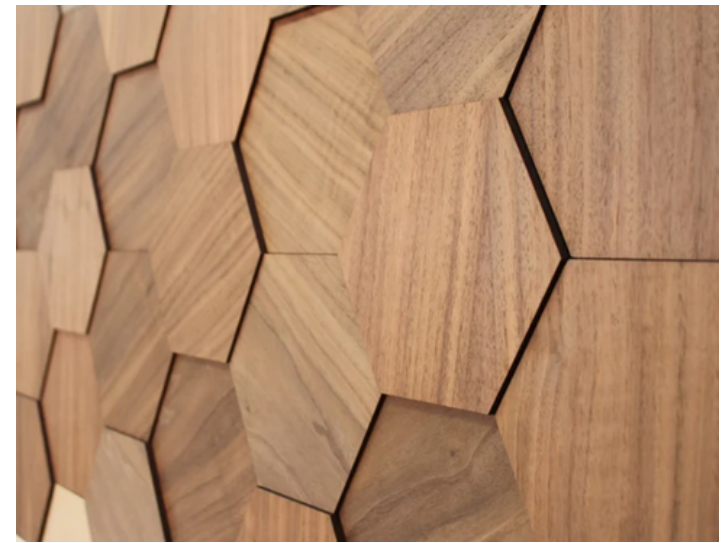


Figure 6. *Hexagon Panelling.* CraftivaArt. (2023)



Figure 4. *Ocean.* The Conversation. (2021)

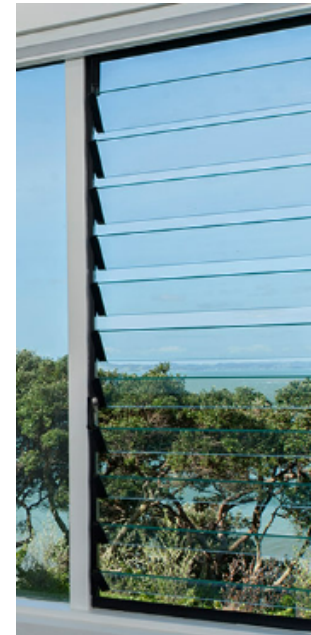


Figure 7. *Louvre.* Breezway. (2023)

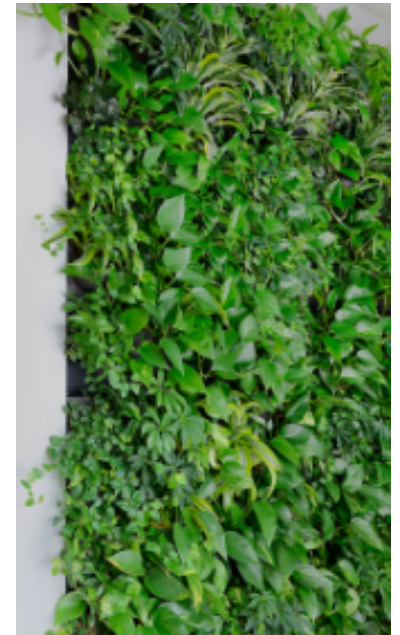
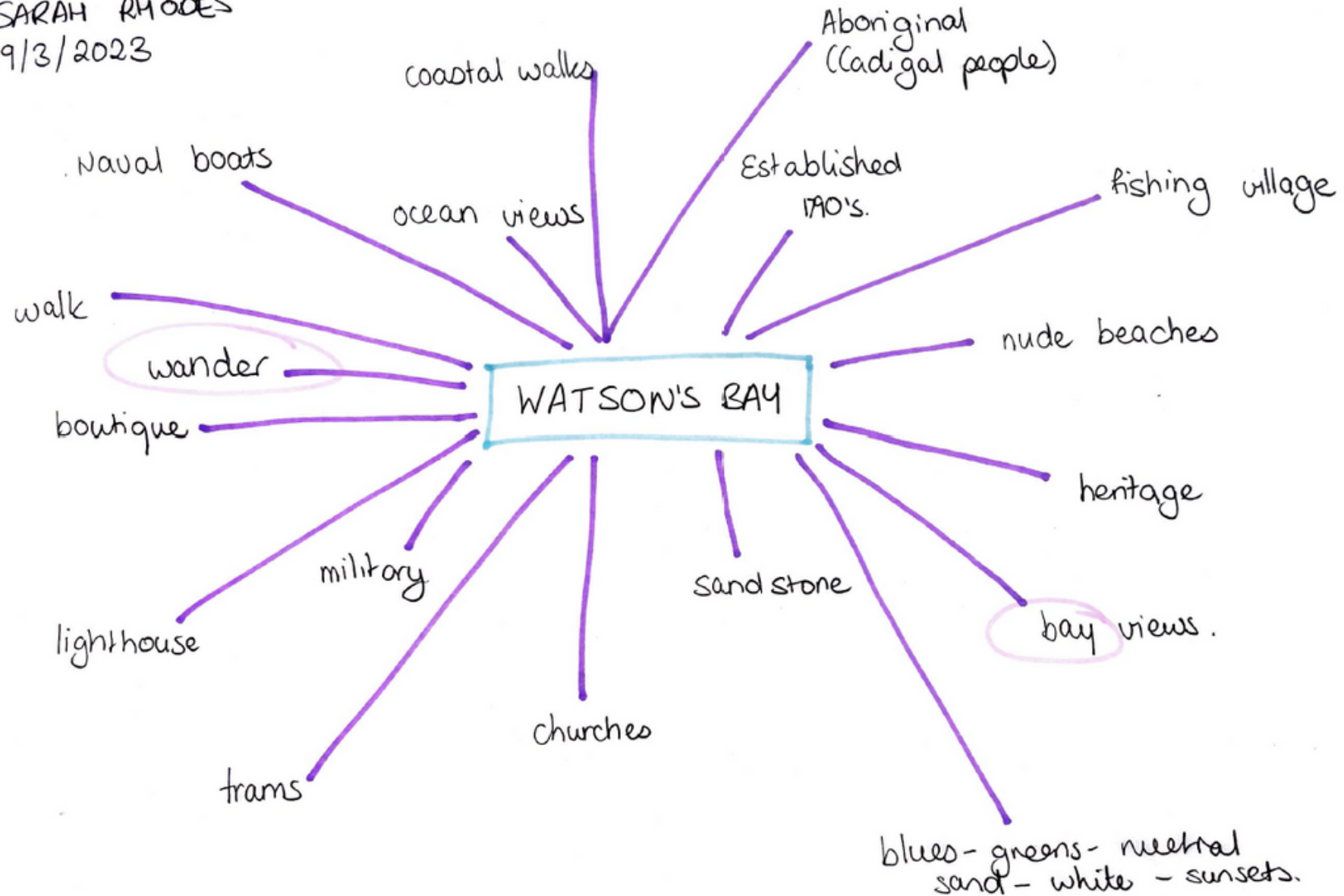


Figure 8. *Greenery wall.* Bretts Plants. (2023)

concept board [brand development]:

BAR NAME + STYLE BRAINSTORMING
SARAH RHODES
19/3/2023



concept board [interiors/style]:

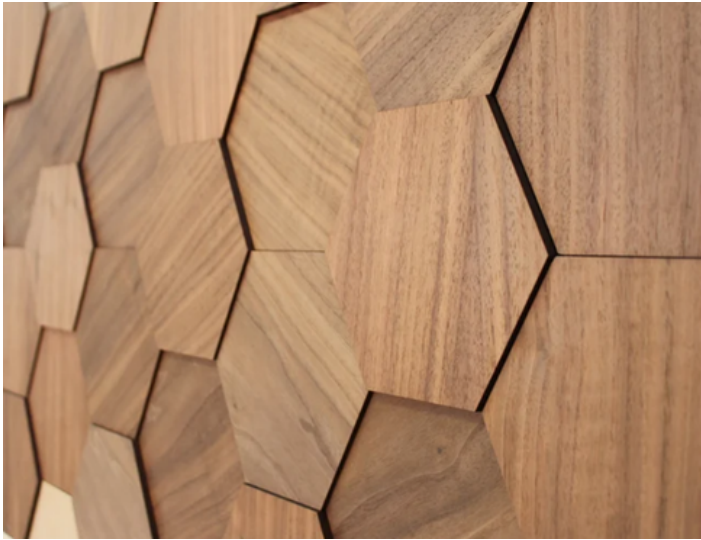


Figure 9. *Hexagon Panelling.* CraftivaArt. (2023)



Figure 11. *Hexagon Panelling.* CraftivaArt. (2023)



Figure 13. *Eclectic Cushions.* Home Designing. (nd)



Figure 10. *Greenery wall.* Bretts Plants. (2023)



Figure 12. *MushLume Pendant.* Danielle Trofe. (2022)

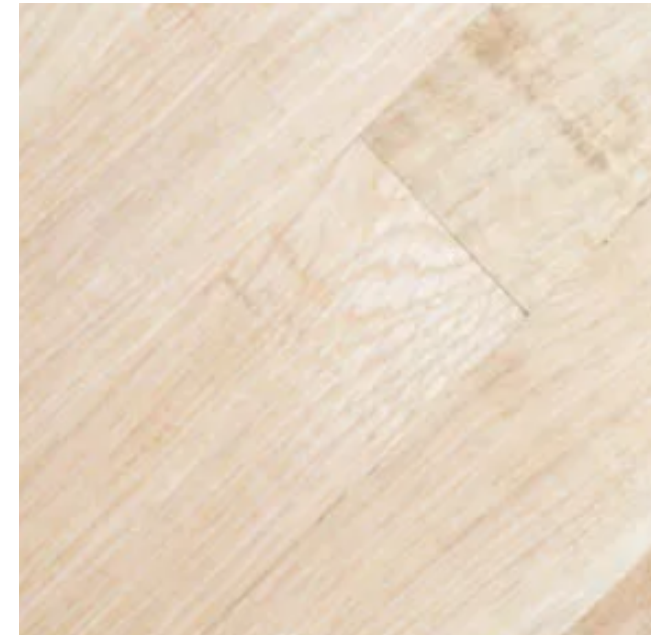


Figure 14. *French White Oak.* Horizon Forest Products. (2023)

key values:

[social vs binge drinking]

Alcohol consumption plays a large part in today's society. Many people are now opting to not drink alcohol at all after either experiencing themselves or witnessing the affects of alcohol. With the way today's society is moving, there needs to be substantial options for low or no alcohol beverages but safety of environments also need to be taken in to consideration including limitations surrounding the volume of alcohol that is to be consumed within a venue.

[new materials (biomimicry)]

Biomimicry was a new concept to me. I hadn't heard the term before. After undertaking my research, I have found that most people are unaware of what this is and it's benefits. Whilst it is still a new process of mimicking nature's processes, it can be of great use in the construction of venues as well as their day to day uses & methods of operation.

[interactive possibilities (non-digital)]

We live in a world of technology now. While this is great for technological advancements, it can have a negative impact on how we connect with our friends. It is now unfortunately not an uncommon sight to see a group of friends enjoying time together and many of the group being on their mobile phones. To avoid this and encourage physical social interaction, it is important for a venue to have non-digital methods of interactions such as physical games & activities.

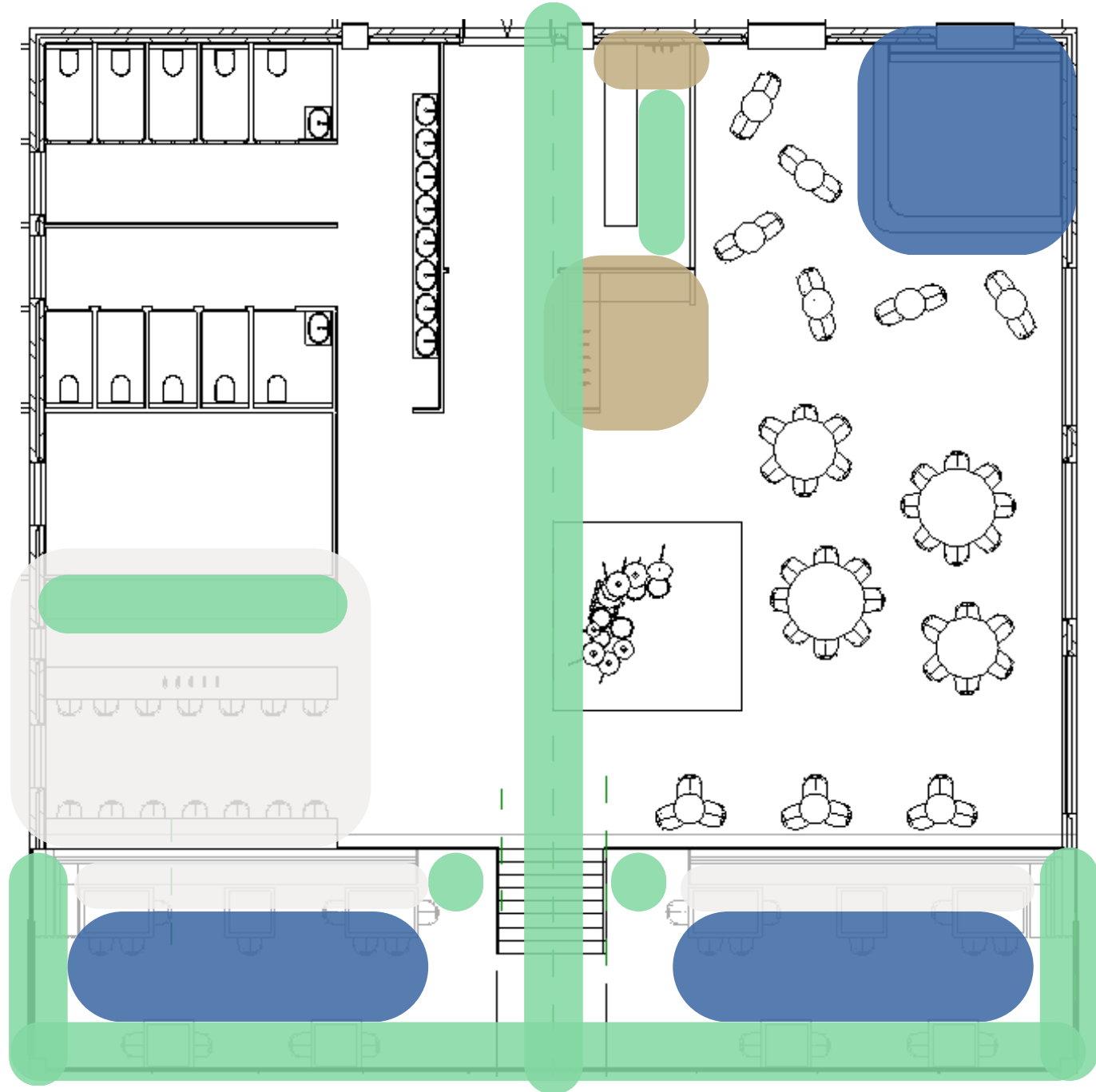
[air quality]

When looking at a global scale, air quality is becoming a huge issues when considering pollution due to the way majority of humans have chosen to live today. When looking at a smaller scale, most people are becoming a lot more conscious of the air quality around them, especially since the pandemic of COVID 19 has affected us all so greatly. It was not uncommon to go to a venue that had no natural air flow and even minimal mechanic air flow making the air quality poor in a large quantity of venues. Today, most of the population are more comfortable in an environment that has improved air quality.

touchpoint location plan:

[Legend]

- Air Quality
- Biomimicry
- Social vs Binge Drinking
- Non-Digital Social Interactivity



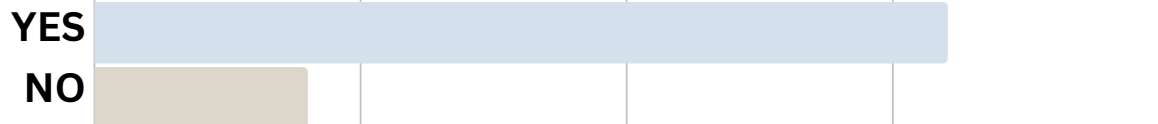
air quality [survey statistics]:

Utilizing the data from 25 respondents to my survey questions, the below results were identified in relation to air quality.

Does it deter you from going to a bar / nightclub if you know that the venue doesn't have good air quality?



Does having a separate smokers section have an impact on how much you enjoy your visit to the venue?



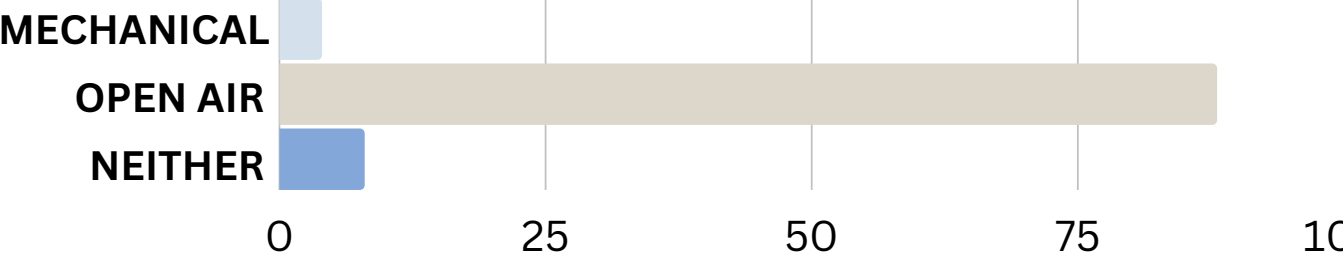
Does the temperature of a venue affect your decision on whether or not to visit?



Do you think that air quality is improved when less people are permitted in areas dependent on size?



Do you prefer mechanical or open air ventilation in a venue?



precedent interiors [air quality]:



Figure 15. *Annabel's.* Vogue. (2018)

Annabel's Nightclub in London is a unique venue that has one particular space designed to be manipulated to improve the air quality of the space. The garden courtyard is situated between the mews at the rear of the building & the main house (Vogue, April 2018). It is filled with a variety of plants that not only bring the outdoors in but also improve the air quality by the plants absorbing the CO₂ in the environment. On top of the abundance of greenery, the cathedral roof opens when weather permits allowing natural ventilation to the space.



Figure 16. *Greenhouse Nightclub.* archello. (2023)

Designed by Architect "Bluarch Architects & Interiors, the "Greenhouse Nightclub" in Las Vegas is an amazing example of how materials can be recycled to create a built environment but also a natural method to improve air quality by the use of plants spread throughout the venue. This project has also been certified via "LEED_CI by the United States Green Buildings Council for its environmentally conscious construction and design" (Archello, nd). This venue has its own built-in living system of greenery to improve the air quality, not to mention a variety of other environmentally beneficial features.

touchpoint [air quality]:

The first feature of this proposed bar / nightclub design is in the bones of the building itself with the skillion roof style & the louvred windows. The skillion roof allows for hot air to rise while cold air is pushing through creating a circulation of air flow.

The louvres allow for the venue to be either opened up or closed off to either improve air quality or protect the patrons from the elements serving a dual purpose.

You'll also see this touchpoint shown under "interactive possibilities" as it show the gaming tables that have been proposed.



touchpoint [air quality]:

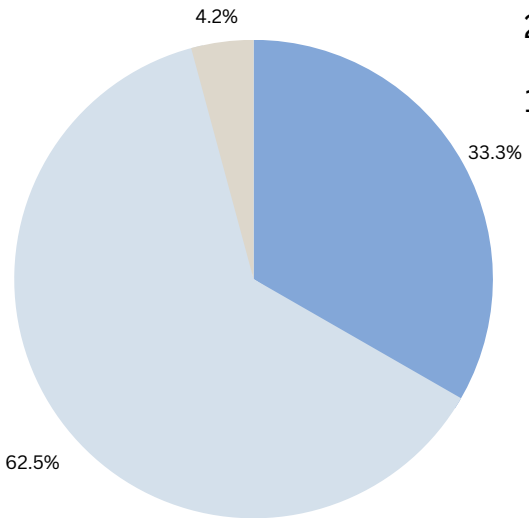
The second touchpoint to improve air quality of the venue, whilst a simple on, is greenery. A living, built-in environment hanging from the ceiling with specific plants sourced to remove CO2 from the air.



new materials (biomimicry) [survey statistics]:

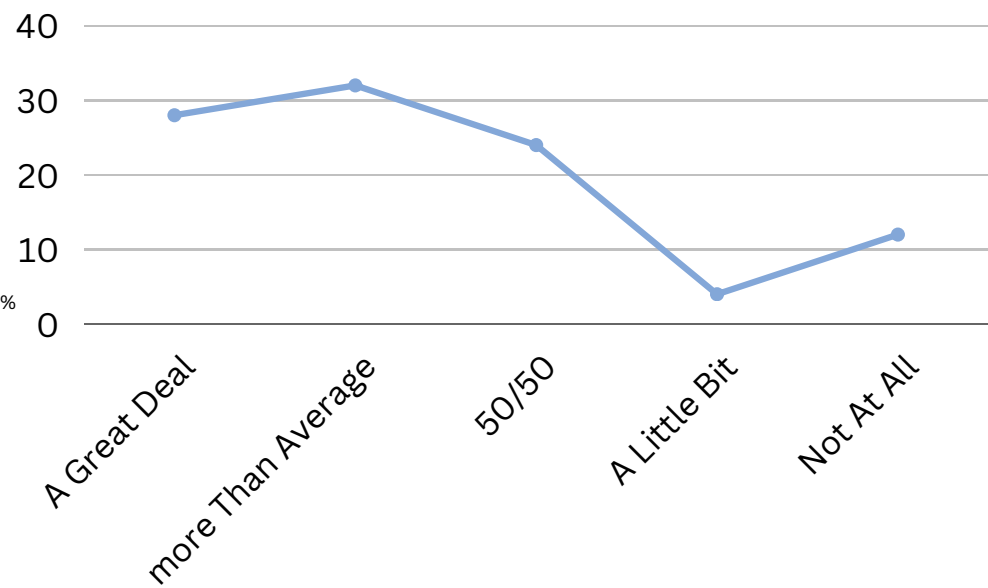
Utilizing the data from 25 respondents to my survey questions, the below results were identified in relation to biomimicry.

1) Biomimicry is a term used for scientific disciplines used in the manufacture of products and materials that mimic the construction principles found in species and natural environments. It is a revolutionized processed that is currently transforming the construction industry and how materials & products are made. Would knowing that a venue supported these construction principles:

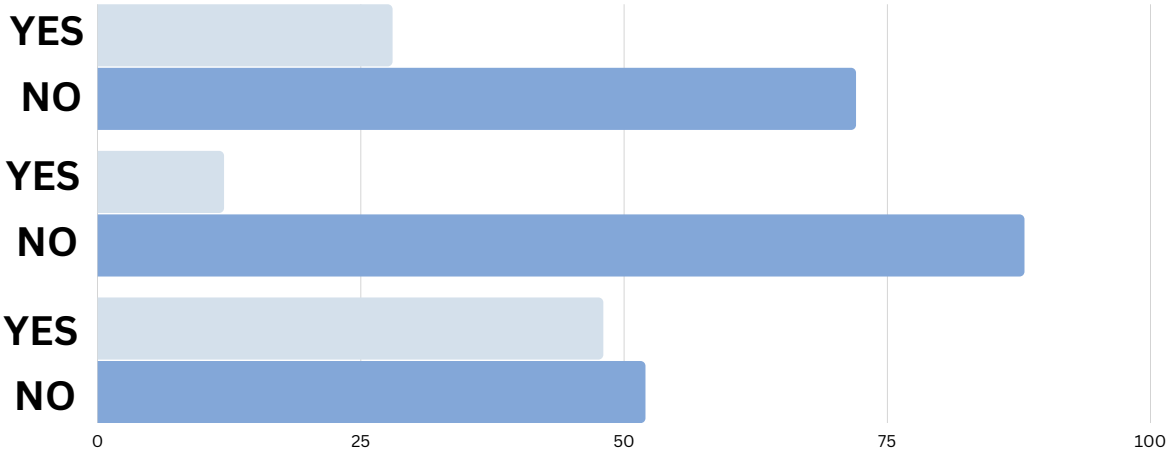


- Does it deter a visit to a venue if they don't practice sustainable methods?
- Make you less likely to choose this venue over one that didn't?
- Have no impact on your decision at all?

5) How important are natural elements in a venue to you?



- 2) Does it deter a visit to a venue if they don't practice sustainable methods?
- 3) Have you ever heard of the term "biomimicry"?
- 4) Are sustainable decisions one that you make consciously in your every day life?



precedent interiors [new materials (biomimicry):



Figure 17. *Leather Restaurant Bar.* Paperstone. (nd)

I'm unsure as to where this bar is located exactly but the image was sourced through the Paperstone gallery. Paperstone is a product that is created using biomimicry. Paperstone is a company that produces mostly benchtops, partitions & wall claddings. It is made from recycled paper and phenolic resin.

It is a versatile & hard wearing product that is fire & food safe. It also comes in a variety of colours.

All of the products are certified with Forest Stewardship Council® (FSC®). It is only made from products that have already reached the end of their consumer end cycle.



Figure 18. *Simya Restaurant.* Lapitec. (nd)

Simya Restaurant in London is a restaurant with a mindful style that has utilised the "Lapitec" product for its tabletops & bars.

Lapitec is created from mineral powder with no resins or oils added making it completely pure and environmentally friendly. It is made with intense baking treatments and it's form can be completely reversed into crushed mineral powder if / when it is no longer required.

It is referred to as a "sintered stone" and has a multitude of qualities ranging from stain resistance to being hygienic and anti bacterial.

touchpoint [new materials (biomimicry)]:

The rendered sketch below shows the biomimicry fabric in a close up detail selected for the bench / booth seats (and the remainder of the fabric used on furniture throughout the space)



touchpoint [new materials (biomimicry)]:

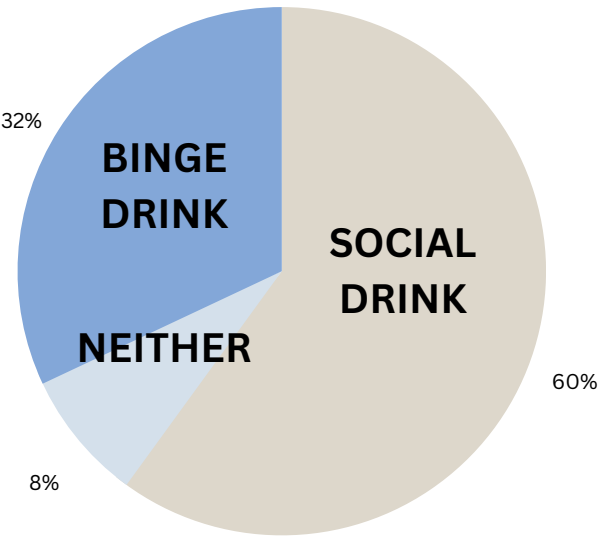
The two snippets below come from other touchpoints showing how the "Mushloom" lights, created by biomimicry, can be utilised within various spaces of the space.



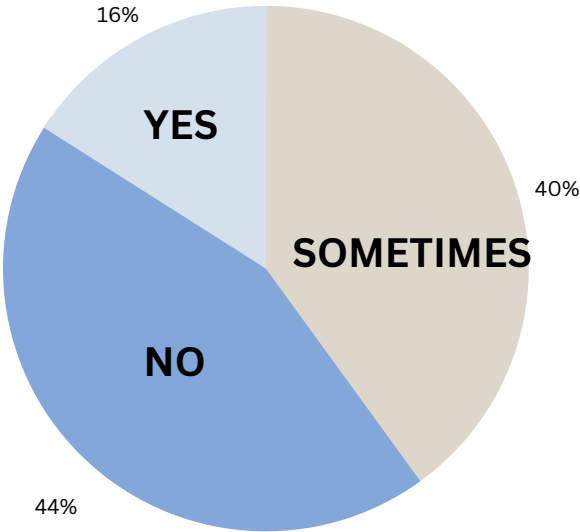
social vs binge drinking [survey statistics]:

Utilizing the data from 25 respondents to my survey questions, the below results were identified in relation to social vs binge drinking.

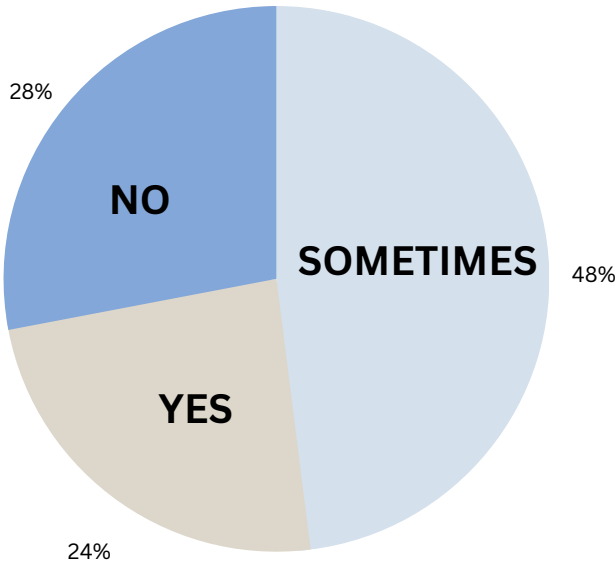
1) Do you:



2) Do you feel pressured from a social perspective to either socially drink or bring drink?



3) Do you feel unsafe around patrons that have been binge drinking?



4. Are you deterred from entering a venue if they have a reputation for binge drinking?



5. Do you believe that there are any issues in either social drinking or binge drinking?



precedent interiors [social vs binge drinking]:



Figure 19. *Rusacks*. Chilled Magazine. (nd)

Rusacks St Andrews is an example of a venue that offers only low or zero alcohol beverages. It provides a stereotypical bar with the option for those who chose not to drink alcohol or only prefer low alcohol beverages to enjoy the same atmosphere as they would if they went to a regular bar.

Looking from the outside in, you wouldn't be able to tell the difference from a "regular" bar until you looked at the menu to make a drink selection.



Figure 20. *Alila*. Chilled Magazine. (nd)

Set in Napa Valley, you would tell that this venue is purely a sober venue serving nothing other than non-alcoholic beverages.

It also offers an interactive experience where clientele are able to interact with the in-house mixologist / herbologist to select their own herbs & spices to mix their own beverages that are completely free of alcoholic.

Set in California's wine country, this is a popular, unexpected venue showing the possibilities of venues that are sober curious and lean away from binge drinking and towards sobriety.

touchpoint [social vs binge drinking]:

The touchpoint shown to the right of this page shows a DIY non-alcoholic cocktail counter where patrons can pour their own variety of cocktails and add their own garnishes. The intent is to make the process of drinking non-alcoholic beverages easy and interesting. Hopeful it is a more popular choice than lining up at a bar to order drinks.



touchpoint [social vs binge drinking]:

Taking inspiration from when Lindsay Lohan got in a bit of trouble with the law and had to monitor her alcohol consumption with an anklet, it seems that the technology is emerging to be able to track consumption through touch. The anklet worn by Lohan had to be worn for multiple days before it would provide an accurate reading but I thought a unique adaptation of this would be a stylish, plain bracelet to be given upon entry to the venue that started out with green lights having the lights turn to red as the blood alcohol level of the person wearing it increases.

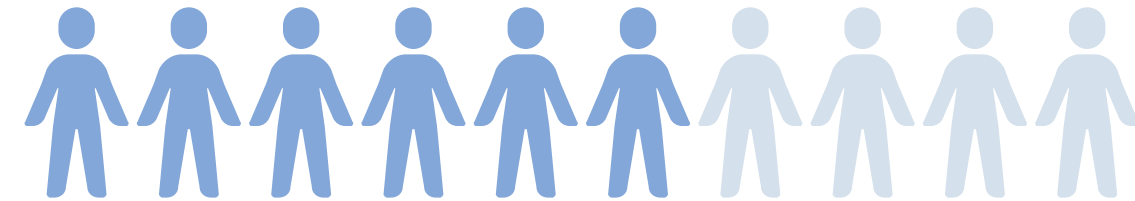


interactive possibilities (non digital)

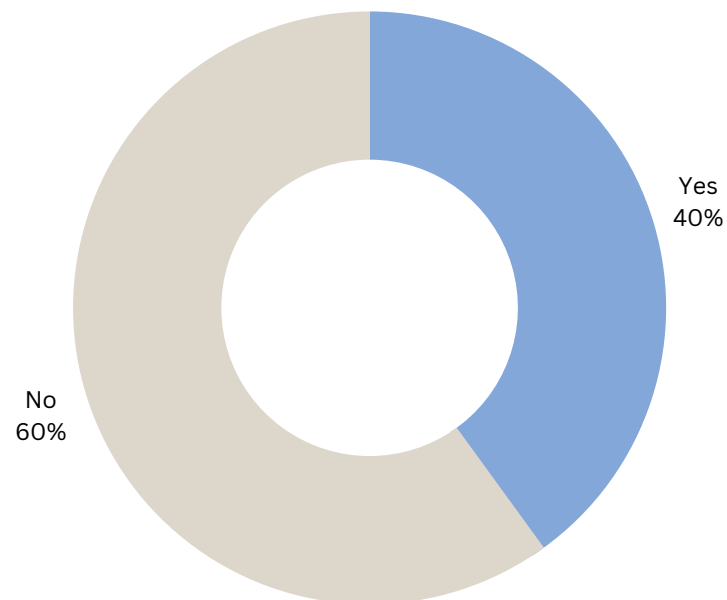
[survey statistics]:

Utilizing the data from 25 respondents to my survey questions, the below results were identified in relation to non-digital interactive possibilities.

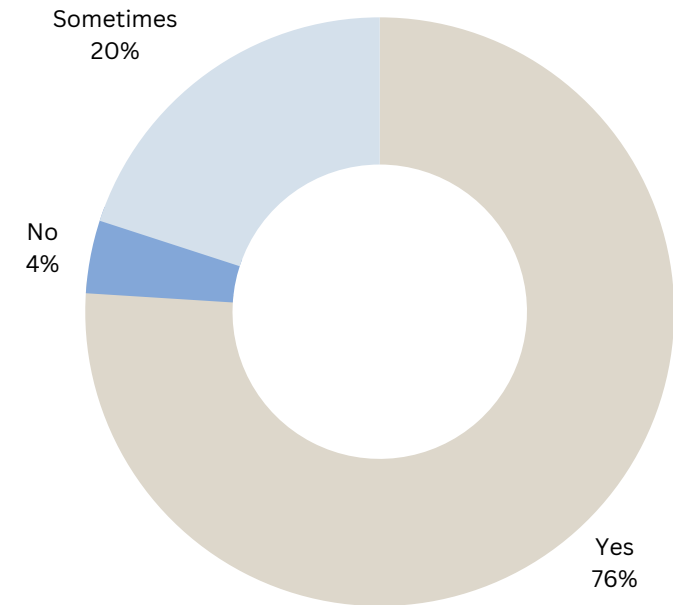
1) Majority of respondents enjoyed having a pool table at a venue to use with friends, while the balance enjoyed somewhere comfortable to eat, drink and socialize.



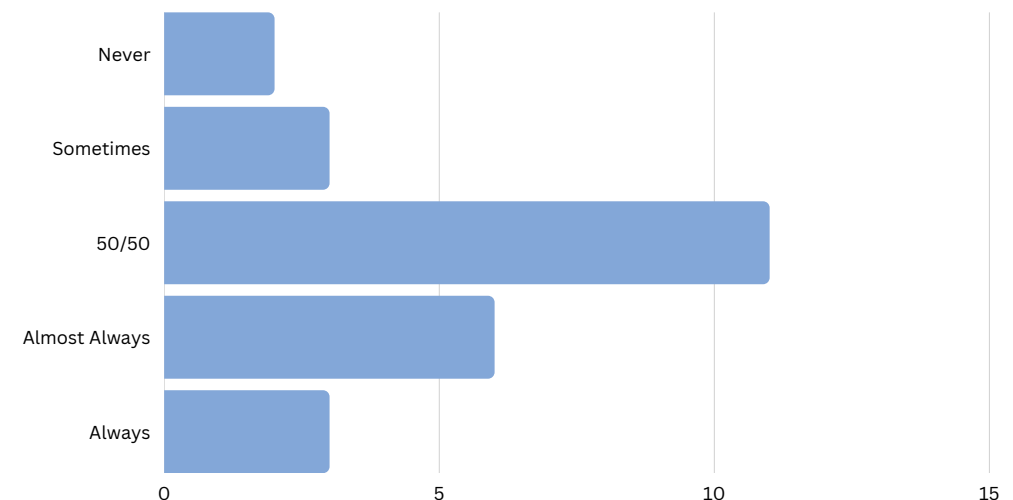
2) Would you be more likely to attend a bar / nightclub that had non-digital interactive methods over one that didn't?



3) Do you enjoy attending a venue that has non digital interactive methods such as dart boards, pool tables etc?



4) When attending a venue that has non digital interactive methods, do you often find that you have to wait lengthy amounts of time to be able to use the methods?



precedent interiors [interactive possibilities (non-digital)]:



Figure 21. *Scrambled.* Sydney Morning Herald. (2023)



Figure 22. *Bondi Bowling Club.* Urban List. (2021)

Hi-Jinx Hotel is a new craze spreading through Australia like wildfire. Created by "Archie Brothers", (Hi-Jinx Hotel, 2022). It is an interactive set of games that are suitable for all ages. It is very imaginative and has you working up a sweat. There are ten different game types in total with Scrabble, Tetris & Ball Toss, just to name a few. Hi-Jinx hotel is connected to a bar & restaurant along with bowling & putt-putt golf. It allows patrons to visit on their own or in groups of a variety of sizes. It is a perfect example of implementing non-digital interactive possibilities in to a bar / nightclub.

Bondi Bowling Club is one of my favourite places with friends when it's nice and warm in the spring. It incorporates lawn bowls with good food and a good environment to have a few drinks and catch up with friends. You can book spaces on the lawn in advance so that you can schedule in a game of lawn bowls with friends. The bookings are timed so once you've had your game, you move on to just the social area for a feed. Bondi Bowling Club is "barefoot" bowls making the environment really chilled & laid back. Shoes aren't required! It's a great way to interact with friends without technology.

touchpoint [interactive possibilities (non-digital)]:

The touchpoint I've shown below details how the non-digital interactive possibility of a physical teamwork game would be implemented within the space.



touchpoint [interactive possibilities (non-digital)]:

The touchpoint I've shown below details how the non-digital interactive possibility of gaming tables would be able to be incorporated within the space.



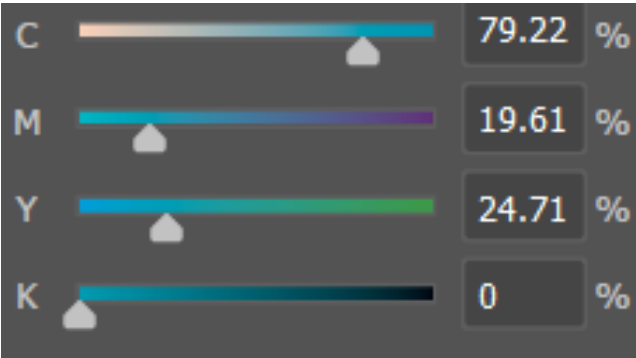
logo & style guide:

The logo was created using Adobe Illustrator with the below specifications:

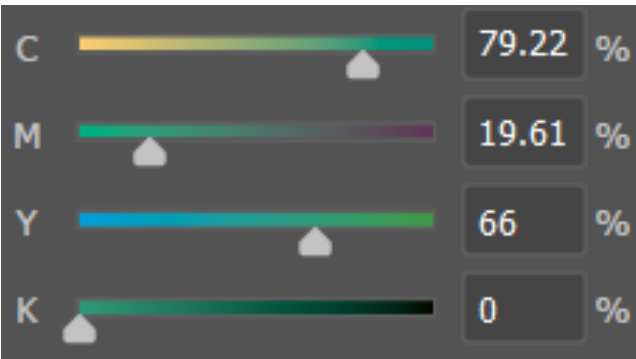
FONT:
Lindsay Signature

Bay Wander

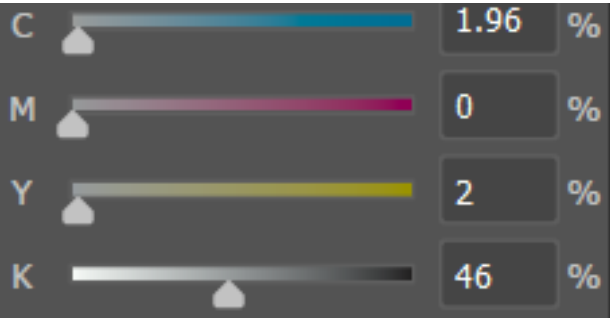
CMYK COLOUR VALUES:
Wave



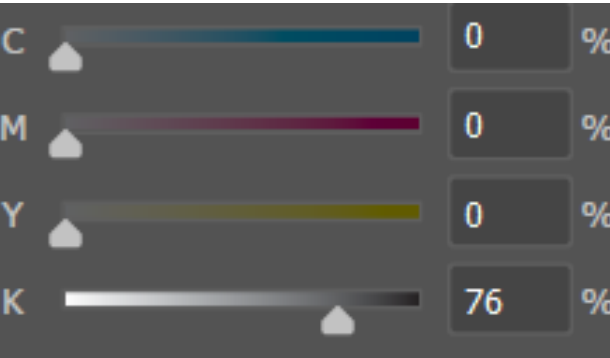
CMYK COLOUR VALUES:
Branch



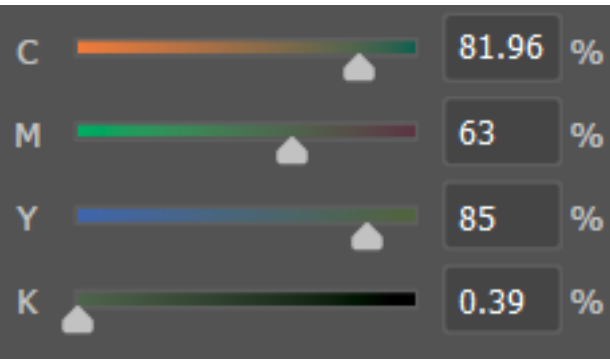
CMYK COLOUR VALUES:
Paver



CMYK COLOUR VALUES:
Outlines & Font



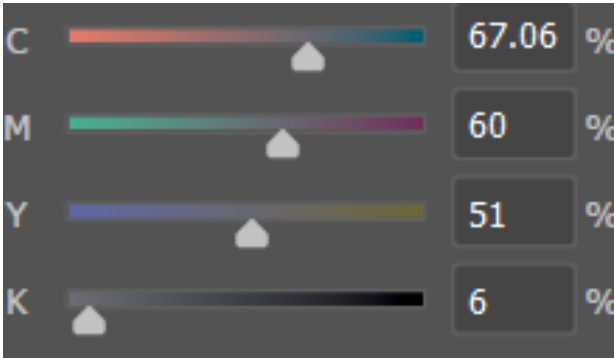
CMYK COLOUR VALUES:
Leaf



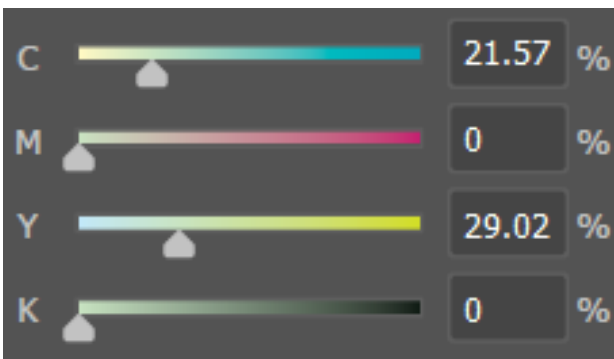
CMYK COLOUR VALUES:
Paver



CMYK COLOUR VALUES:
Paver



CMYK COLOUR VALUES:
Leaf



logo & style guide [inspiration board]:



Figure 23. *Fig Tree.* We Are Origami. (2021)



Figure 25. *Fig Leaf.*
The Paper tree. (nd)

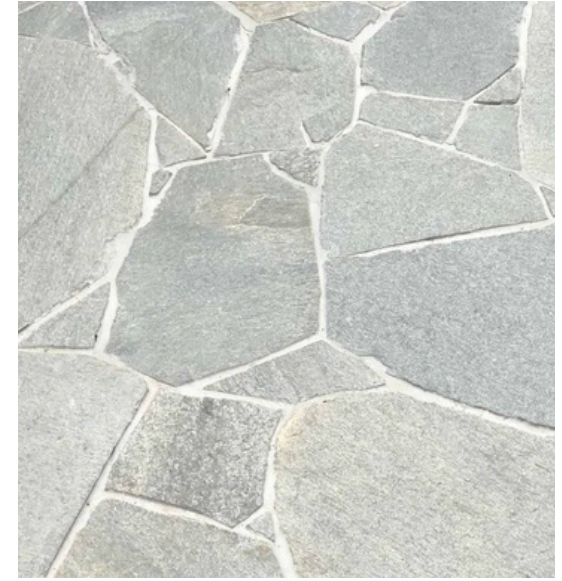


Figure 27. *Crazy Pavers.*
Online Tile Store. (2023)



Figure 24. *Organic Green.* Albright, A. (nd)



Figure 26. *Ocean.* The Conversation. (2021)

logo design:



materials [air quality]:



Figure 28. Louvre. *Clearline Windows*. (2023)



Figure 29. Skillion Louvre. *Breezway*. (2023)

Utilising the location of the proposed venue, the windows to the rear of the building are proposed to be glass louvred windows that are operable. This gives the patrons and staff to freely adjust the air flow and the quality of the air within the space dependant on the outside environment,

It will also allow a sense of bringing the outside in and really connects the patrons to their surroundings.

The more people in attendance, the louvres are likely to be fully open to improve air flow and quality. If the weather is bad outside the louvres are likely to be mostly closed with only top portions open to allow for improved air quality but to not impede the temperature of the space or allow elements such as rain to come in.

materials [air quality]:



Figure 30.

Plants are such a simple yet effective method of improving air quality while also increasing the aesthetics of the environment at the same time. The use of an abundance of plants would make for an amazing design feature but would also greatly improve the air quality of the space.

There are a large variety of plants that have been scientifically proven to remove "benzene, formaldehyde and ammonia from the air" (Homes to Love, 2022). These chemicals can increase headaches, allergies and a variety of irritations.

Indoor plants can also be connected to recycled water and automatic watering systems so they require no to minimal maintenance.



Figure 31.

10 plants that are known to reduce chemicals in the air and improve air quality are as listed below:

- Devil's Ivy;
- Boston Fern;
- Chinese Evergreen;
- Weeping Fig;
- Bamboo Palm;
- Spider Plant;
- Peace Lily;
- Snake Plant;
- Flamingo Lily;
- Pineapple Plant



Figure 32.

materials [new materials (biomimicry)]:



Figure 33. Shelby. Byborre Create. (2022)



Figure 34. Shelby Detail. Byborre Create. (2022)

The material snippets shown to the left are from "Byborre Create" and are made up of the below components:

Product Details

Composition

21.6% Merino Wool

14.4% Recycled nylon

34% Recycled polyester

30% Polyester filling

Figure 33. Shelby COMposition. Byborre Create. (2022)

It is a material that is made while consciously considering the effects that the manufacture has on the environment as well as how and where the materials are sourced from.

This material is regarded to have high durability and stain resistance. The colour and texture is also warm and inviting. It is proposed for use on the built-in lounges / seating options.

When looking at this material selection from a biomimicry point of view, it uses "OTW® yarn spinning technology". The spinning of fibres has been a process of nature in a large variety of forms. The OTW yarn spinning technology, is an innovative method of fibre production that replicates nature's way of producing fibres which has enhanced the quality of the material as well as the durability. In addition to these enhancements, it has also been able to be made reducing environmental impacts.

materials [new materials (biomimicry)]:



Figure 35. *MushLume Linear.* Danielle Trofe. (2022)



Figure 36. *MushLume Trade.* Danielle Trofe. (2022)



Figure 37. *MushLume Pendant.* Danielle Trofe. (2022)

Danielle Trofe has created a jaw dropping range of light fixtures and fittings that are made completely from mushrooms!. The designer boasts that these light fixtures are "grown not manufactured", (Danielle Trofe. (2020)).

The cluster shown above would be perfect for the gaming step down area to amplify the mood and provide quality lighting at various settings. The image to the bottom left shows a close up detail of the texture of these lamp shades.

Something simple yet beautiful like the image shown to the top left could be used above the bar area.

The mushroom lights are quite literally grown by the use of a hemp product and mycelium which are the roots of mushrooms. They have also now developed a colour range.

The product is not only completely renewable but also biodegradable when no longer required.

materials [social vs binge drinking]:



Figure 38. 21 Taps Table Taps. (2022)



Figure 39. Zero Alcohol Cocktails. Sphynx. (2022)

The decision to refrain from drinking, limit drinking or to binge drink is completely personal. Every individual has different opinions on limits, acceptable conduct and their own reasons as to why they make the decision that they do.

I have friends that can't drink because they know they can't control themselves, I have friends that don't bother controlling their limits as the effects of binge drinking don't cause them concern at all and then I have friends that have no preference or issue with either.

However, whilst there may be no issue with binge drinking in the eyes of some, scientifically speaking as depicted in the data shown earlier in this report, there is an issue with binge drinking physically, socially & emotionally. In far too many cases, binge drinking can result in death.

There are venues emerging that only serve zero alcohol beverages however a method to reduce alcohol consumption without removing it completely would be to offer an inventive way to serve zero-alcohol beverages. This may even encourage those deciding to drink alcohol to pick an alternative drink, even as every second drink would make a difference.

I have shown in the images above, wall taps for beverages which could house a wide selection of cocktail mixes and favourites but with zero or very low alcohol content.

materials [social vs binge drinking]:

The image shown to the right is an "Alcohol Monitoring Anklet", (*AlphaBiolabs. (2023)*). Whilst the image is not very attractive, I think the technology behind this device could certainly be adapted in terms of aesthetics and functionality.

Rather than being worn on the ankle and having to be worn for multiple days to be able to show valid results, something similar could be created to be worn on entry to the venue on the wrist that could possibly be shown with a green light if a consumers blood alcohol level remains under the legal limit and changes to red when they have reached the legal blood alcohol limit and are to be no longer served alcohol.

This would help consumers space out their intake, enjoying their night for longer, rather than binge drinking rapidly and being removed from the venue.

This would also improve the safety of all visitors to the venue.



Figure 40. *SCRAM Bracelet.*
AlphaBiolabs. (2023)

materials [interactive possibilities (non-digital)]:



Figure 41. *The Vanguard. Gameway. (2023)*



Figure 42. *Drink Holder. Gameway. (2023)*

I am still a big kid at heart with a love for board games and a solid competitive streak. I have found over the years, people often turn their noses up when you mention puzzles or board games but when you actually give them the opportunity for involvement, it's always a great experience.

There is nothing worse than being out with friends and having all of your friends sitting on their phones whilst making a mediocre attempt at interaction.

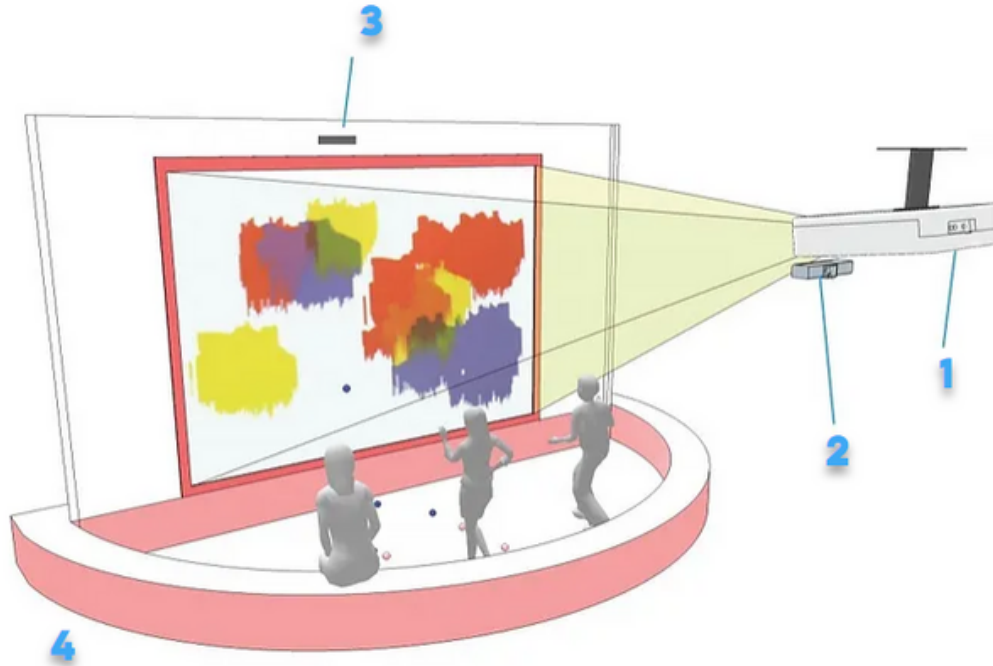
Board games come in a variety of forms to suit a large variety of interests. They could also be adjusted to suit various themes as the venue changes.

"Gameway Premium Gaming Tables", (2023), is a perfect example of what I would like to incorporate in to the space as a non-digital option for interactive possibilities. You can even have cup holders added to the sides of the tables for uninterrupted gaming space.

I would consider having a gaming option hidden under the top of every table space to eliminate the long wait times for interactivity found through the survey data. That way, patrons can either play or not play but the option is there at the ready without having to wait in lines.

I would also have the option to order virtually so that you don't have to leave the table / gaming space to order food or drinks.

materials [interactive possibilities (non-digital)]:



A gaming zone has been proposed to a section of the venue. This is a physical, interactive proposition with a variety of games to be played in either large or small teams. Most of the games require balls to be thrown at a screen to hit target target points of teams to determine a winner.

The games are only short and will allow for a quick rotation of users ensuring that many people would be able to have a turn.

Given that it is a physically interactive game, it will also prevent patrons from using their mobile phones during the game. It also forces social interaction in the formation of teams.

Figure 43. Digital Ball Wall. Breeze Creative. (nd)

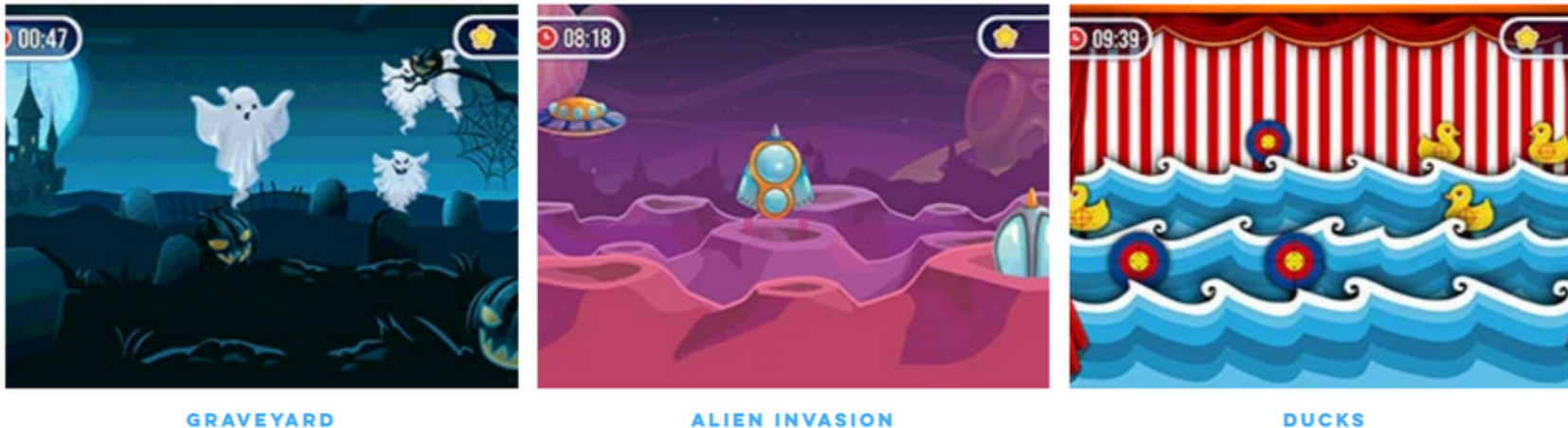


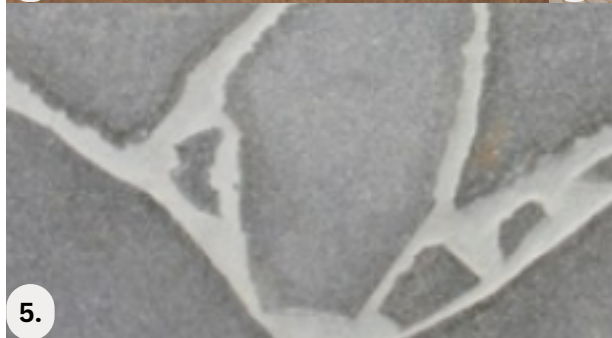
Figure 44.

materials: entry



1. Entry Doors:
Loughlin Furniture:
Pacific Door: Tightly woven rattan & recycled timber doors
2. Flooring:
Surface Gallery; Toulon Crazy Paving
3. Wall Finish:
Graham & Brown: Glasshouse Flora Sky Wallpaper
4. Benchtop:
Lapitec: Grigio Cemento | Satin
5. Joinery Material:
MaxiPLY; Maxi Deco Natural Sand
6. Light Fixtures:
Daniele Trofe: River Stone. Mushlume Lighting

materials: main area



1. Light Fixtures:

Daniele Trofe: MushLume Linear Chandelier

2. Air Quality Fixtures:

Clear fixed panels to the base of the step down area with operable clear louvres to all of the window spaces above 1200mm from the FFL.

3. Joinery:

Trit Inspired Living: Ethnicraft Teak

4. Seating Fabric (Biomimicry Material):

Byborre Create: Shelby

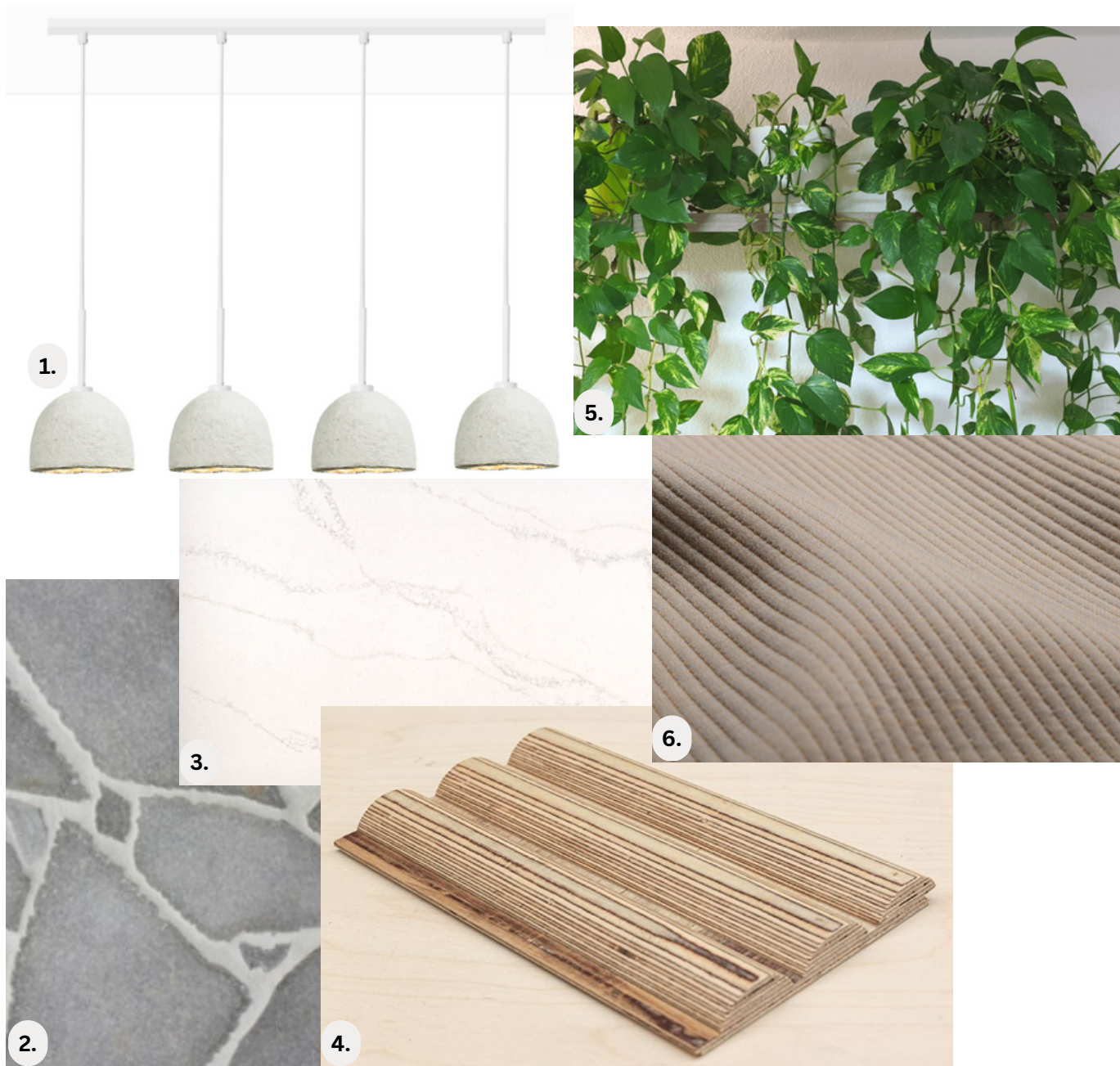
5. Flooring:

Surface Gallery; Toulon Crazy Paving

6. Improved Air Quality:

Devil ivy hanging in various locations within the bar area.

materials: bar area



1. Light Fixtures:

Daniel Trofe: MushLume Linear Chandelier.

2. Flooring:

Surface Gallery; Toulon Crazy Paving

3. Benchtop:

Lapitec: Bianco Andromeda | Satin

4. Bar Joinery Material:

Maxiply; Maxi Deco Natural Sand

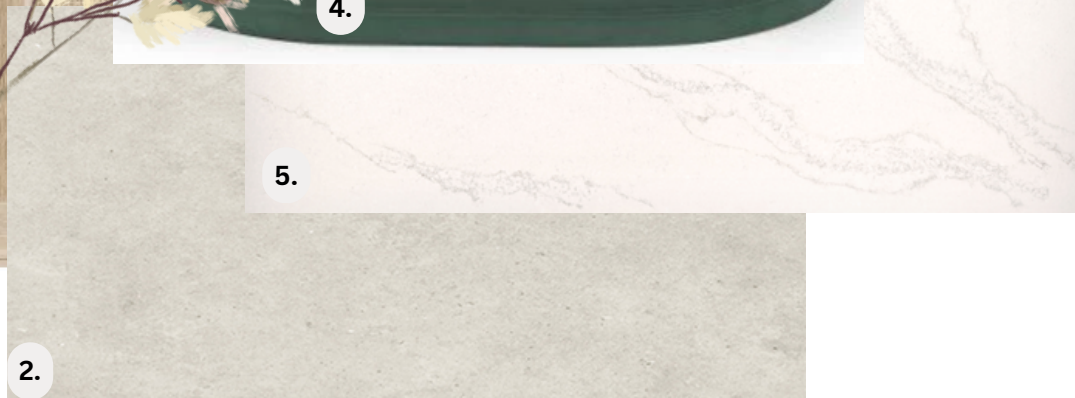
5. Improved Air Quality:

Devil ivy hanging in various locations within the bar area.

6. Seating Fabric:

Byborre Create: Shelby

materials: bathrooms



1. Cubicle Entry Doors:

Loughlin Furniture:

Pacific Door: Tightly woven rattan & recycled timber doors

2. Floor & Wall Tiles:

Academy Tiles: Mattone – 78872

3. Fixtures:

ABI Interiors: Cross Progressive Mixer & Spout Set – White

4. Basins:

NoodCo: Teal Pill Basin

5. Benchtop:

Lapitec: Bianco Andromeda | Satin

6. Light Fixtures:

Daniele Trofe: Muted Moss. Mushlume Lighting

7. Vanity Area Feature Tiles:

Academy Tiles: Sicis Crystal – 15676

research [primary research]:

The primary research began by first selecting the chosen topics from the four sub-headings that were given. After watching the weekly tutorials and reading through all of the documentation provided, I then populated a series of questions that I thought would be relevant in the design of my space in to a survey using Google Forms. I have provided snippets of my survey across the last pages of this report for reference.

research [secondary research]:

The mass amount of research utilise for this report was internet research finding precedent interiors, topics of discussion, solutions, materials etc through tangents off one another.

Most research started with a simple google of what I was trying to find and from there it branched in to more specific avenues of research. I would then circle back to the original search criteria to follow a different path to obtain more information.

research [qualitative]:

You will not from my Evernote file and references that a lot of my research and design development was based off of interviews undertaken by various journalist, magazines and blog sites that have compiled interviews and specific research on individual venues and not specifically in all cases, but in general terms how each of these points of data found could be linked back to the chosen topic and in turn how the existing spaces could be manipulated and adapted to suit the new proposed space.

I have also asked my peers for feedback on the below questions. I received a good variety of responses that I will be able to utilising when evolving my project further for Part B.

- 1) *how would you feel wearing a bracelet that tracks your alcohol consumption?*
- 2) *do you feel confident to join in social interactivity with people you don't know?*
- 3) *would you find pouring your own non-alcoholic cocktails interesting?*

research [quantitative]:

Where possible, I have utilised the data found through the qualitative research methods and analysed their data and evidence in ways to be incorporated in to my proposed design. An example of this would be Blog and magazine articles that references upcoming trends for 2023 in terms of gaming, sober curiosity etc.

I have also taken the results from the survey that I formulated to create spaces that would suit the general group of respondents that completed the survey.

research [formative]:

Ethnographic research was completed with one of the weekly tasks when having to visit and analyse five local bars including their spaces, the clientele and the locality as a brief summary of factors.

For my logo design, I read through the recommend resource books from another subject that I found useful, "Neumeier, M. 2006. The Brand Gap, New Riders." and "Davis, M. 2005. More than a name: an introduction to branding, AVA Publishing.". I used these resources as a guide for creating my logo design and path of branding.

research [summative]:

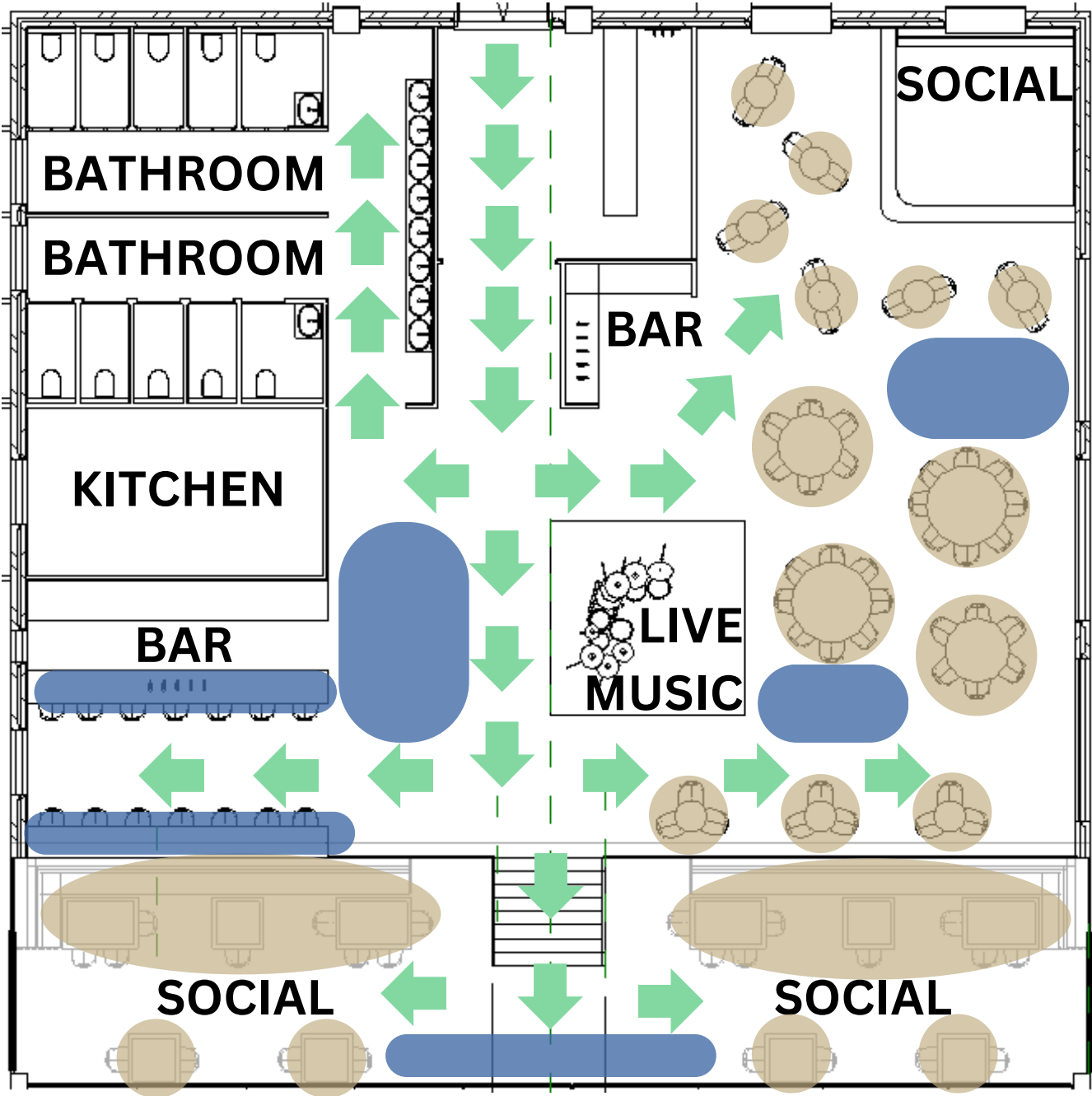
I have used the data from my surveys to form infographics that outline the results from my survey. My most interesting interaction in relation to the survey was an older work colleague (early 70's). I asked him to do the survey for me and his response was "what a load of crap these questions are". (He didn't realise I had written the survey. Other than being a rude statement really, it opened my eyes as to how a survey can be viewed so differently by different demographics of people.

I vast amount of internet research went in to this report.

circulation floor plan:

[Legend]

- Main Foot Traffic Direction / Area
- Seated Area
- Standing Area



- 001 - Contents
- 002 - Floor Plan
- 003 - North Elevations
- 004 - South Elevation
- 005 - East Elevation
- 006 - West Elevation



CLIENT:

Bachelor of Interior Design [Commercial]

0 10 20 30 40 50mm

PRINT REDUCTION BAR | A3 SHEET

ALL RIGHTS RESERVED THE COMPANY. NO REPRODUCTION UNLESS WRITTEN CONSENT GIVEN

SR
SARAH RHODES

Rev	AMENDMENT	DATE
A	CONTENTS PAGE	6/05/23

Design Research Project 2
IDC201A Design Research
Contents

SCALE: NTS

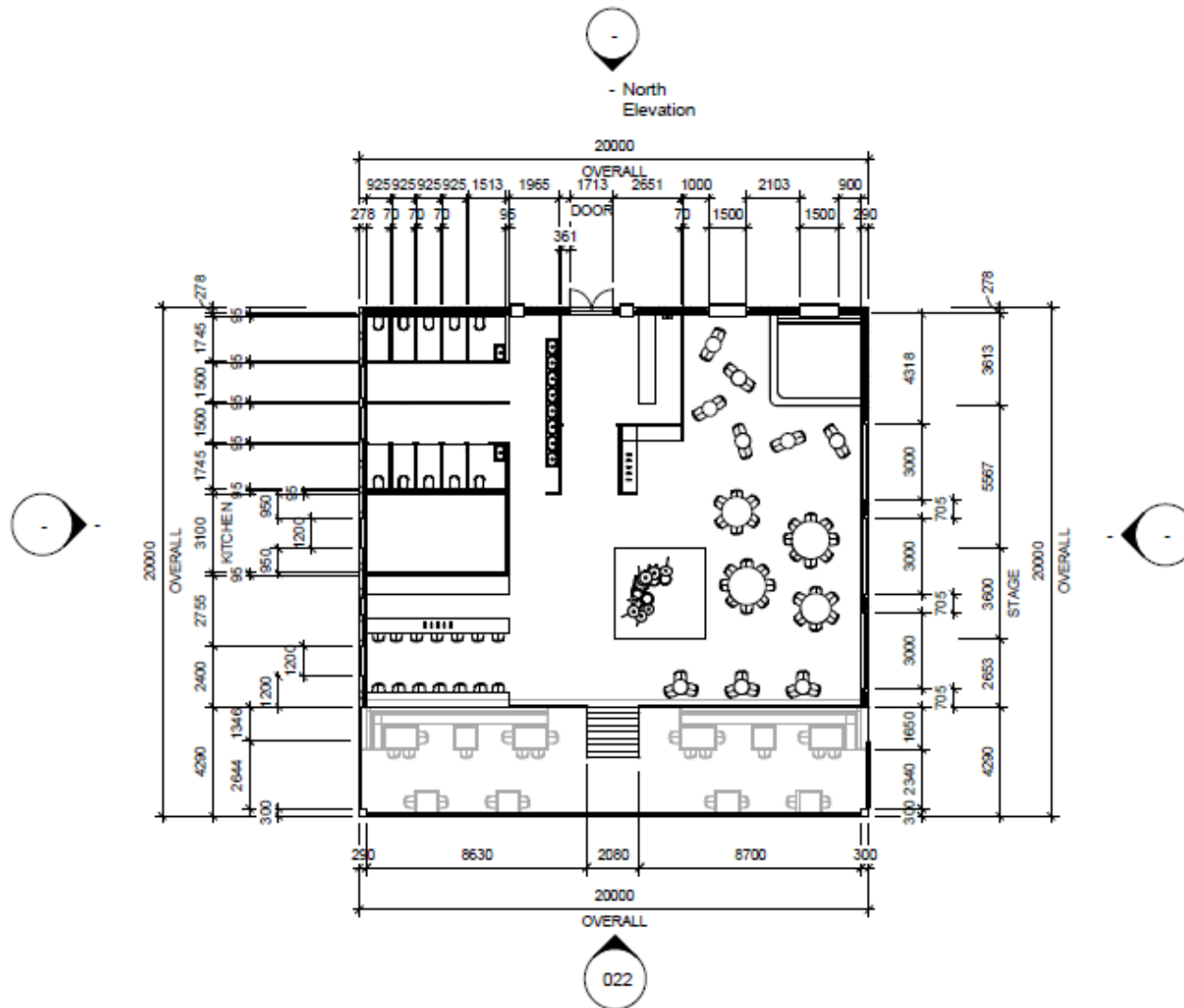
DRAWN: Sarah Rhodes

JOB / DRAWING No.

Proj. 2-001

REVISION

A



1 Floor Plan

1 : 200

CLIENT: Bachelor of Interior Design [Commercial]

0 10 20 30 40 50mm

PRINT REDUCTION BAR | A5 SHEET

ALL RIGHTS RESERVED THE COMPANY. NO REPRODUCTION UNLESS WRITTEN CONSENT GIVEN

SR
SARAH RHODES

Rev.	REVISION/NOT	DATE
A	FLOOR PLAN	6/05/23

Design Research Project 2
IDC201A Design Research
Floor Plan

SCALE: 1 : 200

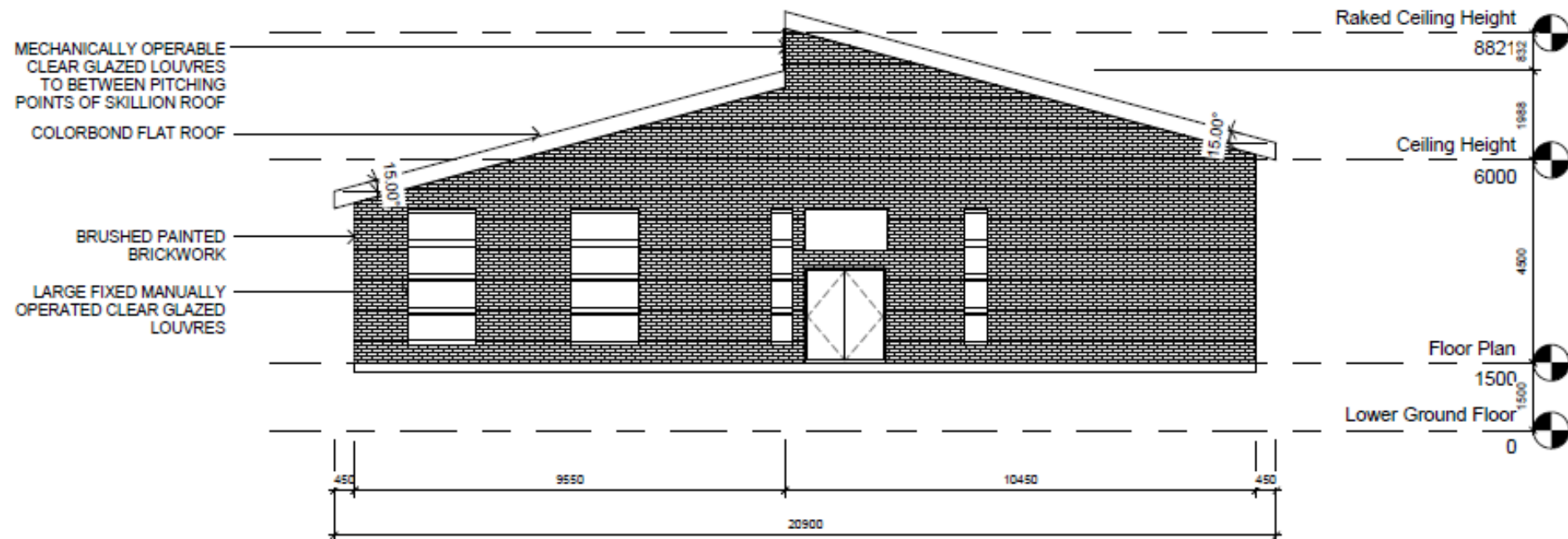
DRAWN: Sarah Rhodes

JOB / DRAWING No.

Proj. 2-002

REVISION

A



1

North Elevation

1 : 100

CLIENT:

Bachelor of Interior Design [Commercial]

Rev.

REVISION

DATE

A

NORTH ELEVATION

6/05/23

Design Research Project 2
IDC201A Design Research
North Elevation

0 10 20 30 40 50mm

PRINT REDUCTION BAR | A3 SHEET

ALL RIGHTS RESERVED THE COMPANY. NO REPRODUCTION UNLESS WRITTEN CONSENT GIVEN

SR
SARAH RHODES

SCALE: 1 : 100

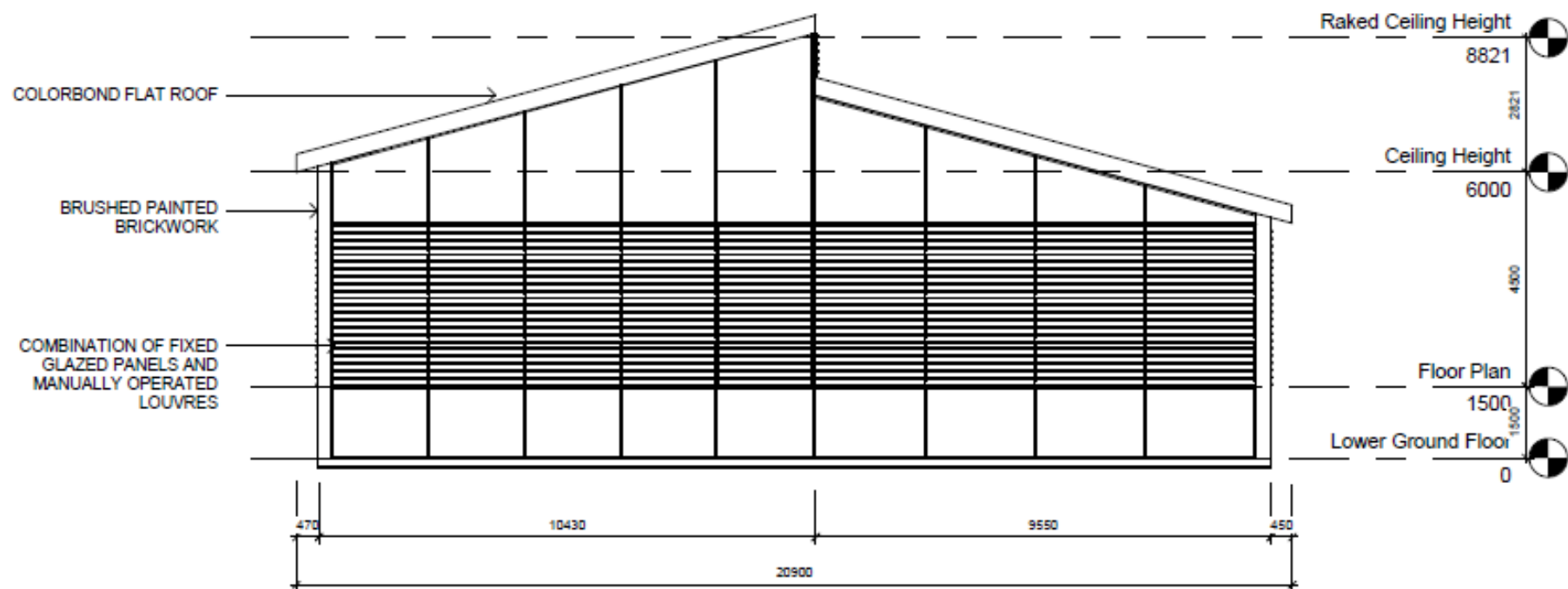
DRAWN: Sarah Rhodes

JOB / DRAWING No.

Proj. 2-003

REVISION

A



CLIENT: Bachelor of Interior Design [Commercial]

0 10 20 30 40 50mm

PRINT REDUCTION BAR | A3 SHEET

ALL RIGHTS RESERVED THE COMPANY. NO REPRODUCTION UNLESS WRITTEN CONSENT GIVEN

SR
SARAH RHODES

Rev.	REVISION	DATE
A	SOUTH ELEVATION	6/05/23

Design Research Project 2
IDC201A Design Research
South Elevation

SCALE: 1 : 100

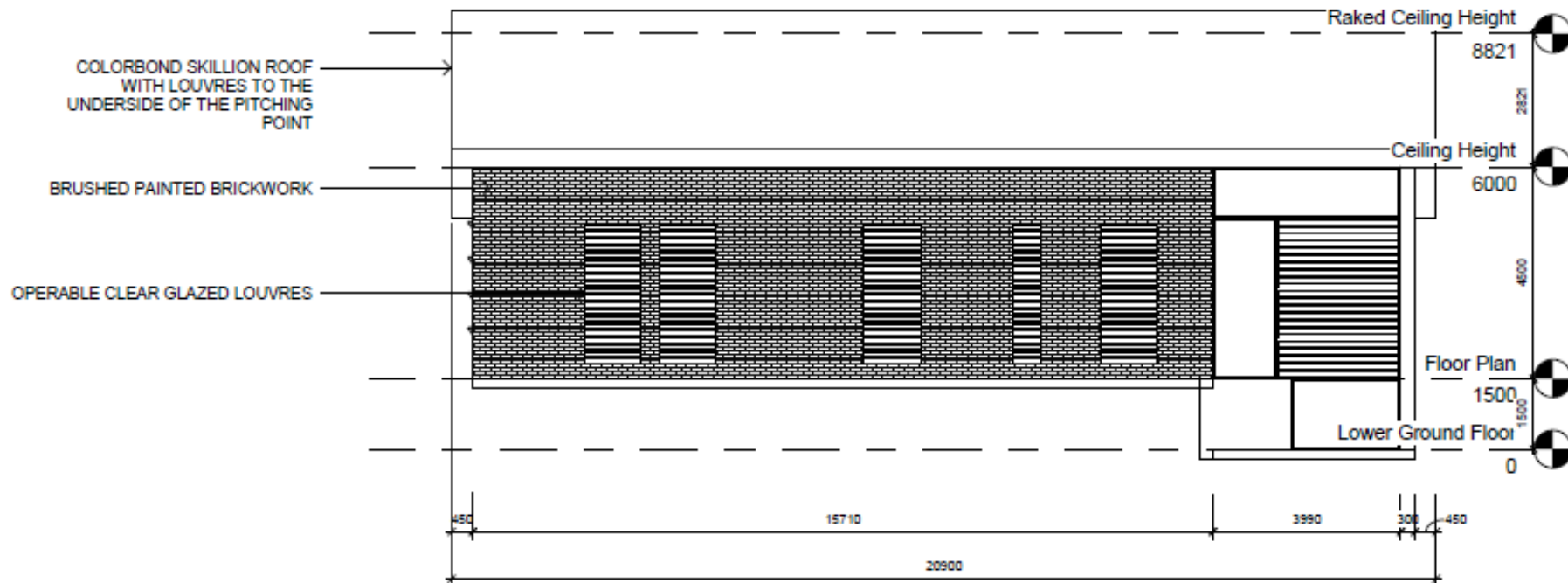
DRAWN: Sarah Rhodes

JOB / DRAWING No.

Proj. 2-004

REVISION

A



1 East Elevation

1 : 100

CLIENT:

Bachelor of Interior Design [Commercial]

Rev.	REVISION	DATE
A	EAST ELEVATION	6/05/23

Design Research Project 2
IDC201A Design Research
East Elevation

SCALE: 1 : 100

DRAWN: Sarah Rhodes

JOB / DRAWING No.

Proj. 2-005

REVISION

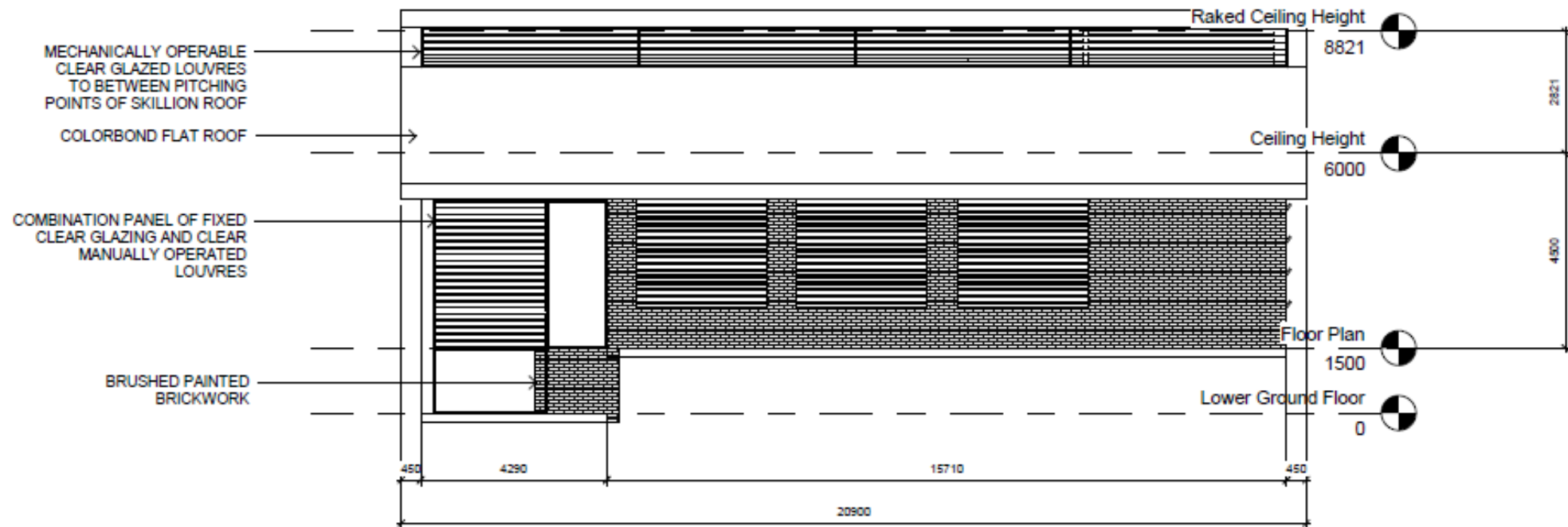


0 10 20 30 40 50mm

PRINT REDUCTION BAR | A3 SHEET

ALL RIGHTS RESERVED THE COMPANY. NO REPRODUCTION UNLESS WRITTEN CONSENT GIVEN

SR
SARAH RHODES



1 West Elevation

1 : 100

CLIENT: Bachelor of Interior Design [Commercial]

0 10 20 30 40 50mm

PRINT REDUCTION BAR | A3 SHEET

ALL RIGHTS RESERVED THE COMPANY. NO REPRODUCTION UNLESS WRITTEN CONSENT GIVEN

SR
SARAH RHODES

No.	REVISION	DATE
A	WEST ELEVATION	6/05/23

Design Research Project 2
IDC201A Design Research
West Elevation

SCALE: 1 : 100

DRAWN: Sarah Rhodes

JOB / DRAWING No.

Proj. 2-007

REVISION

A

references:

7 Bars to Visit if You're Sober Curious. (2023). Chilled: Raise Your Spirits.

<https://chilledmagazine.com/7-bars-to-visit-if-you-are-sober-curious/>

10 of the Best Air Purifying Plants. (2022). Homes to Love.

<https://www.hometolove.com.au/the-10-best-air-purifying-plants-4501>

10 Must Have Fonts for 2023. (2023). InDesign Skills.

<https://www.indesignskills.com/inspiration/10-fresh-fonts-for-2023/>

21 Taps. (2023). [Image]. Table Taps.

<https://thetabletap.com/gallery/>

27 Nature-Inspired Colour Palettes For a Calm, Beautiful Home. (2022) [Image] Albright, A.

<https://www.bhg.com/decorating/color/schemes/nature-inspired-color-palettes-281474979472421/>

33 Games That Will Keep Your Customers Coming Back. (2021). Pour my Beer.

<https://pourmybeer.com/games-that-will-keep-your-customers-coming-back/>

51 Eclectic Living Rooms With Tips and Ideas to Help You Decorate Yours. (2023). [Image].

<http://www.home-designing.com/eclectic-living-room-interior-design-ideas-tips-photos>

2022 Going Green Product Focus. (2022). Wood Floor Business.

<https://www.woodfloorbusiness.com/business/green-issues/article/15295521/2022-going-green-product-focus>

A Different Kind of Bling: Bracelet Tracks Alcohol Consumption. (2009). ABC News.

<https://abcnews.go.com/US/story?id=3383679&page=1>

Alcohol Testing. (2023). Alpha Biolabs.

<https://www.alphabiolabs.co.uk/services/alcohol-testing/>

Bianco Andromeda (2023). Lapitec. [Image].

<https://www.lapitec.com/en/collections/musa/bianco-andromeda>

Biofabricated Lighting. (2022). [Image]. Danielle Trofe.

<https://danielletrofe.com/shop>

Biomimicry and Building Materials: What You Need to Know. (2023). Caragreen.

<https://www.caragreen.com/biomimicry-and-building-materials-what-you-need-to-know/>

Biomimicry: Using Nature's Designs to Transform Agriculture. (2015). Wong, K.

<https://www.theguardian.com/sustainable-business/2015/oct/30/biomimicry-institute-sxsw-eco-agriculture-bioinspired>

Colour Theory for Designers, Part 1: The Meaning of Colour. (2021). [Image]. Smashing Magazine.

<https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/>

Devil's Ivy (2023). Oxygen Land [Image].

<https://oxygenland.com/devils-ivy-plant-improve-indoor-air-quality/>

Digital Ball Wall Set Up. (nd). [Image]. Breeze Creative.

<https://www.breezecreative.com/digital-ball-wall>

references:

Dynamic Floor. (nd). Breeze Creative.

<https://www.breezecreative.com/dynamic-floor>

Elegant L-Shaped Homes Using Minimal Colour. (2017). [Image]. Breezway.

https://www.breezway.com.au/project_category/residential-vic/page/3/

Ethnicraft Teak. (nd). Trit Inspired Living. [Image].

[https://www.trithouse.com.au/products/ethnicraft-teak-utilitile-blank?](https://www.trithouse.com.au/products/ethnicraft-teak-utilitile-blank?variant=41623994958005&utm_source=google&utm_medium=product_sync&utm_campaign=shopping&utm_content=Ethnicraft%20Teak%20Utilitile%20Blank%20-%20Natural%20Teak&gclid=Cj0KCQjw3a2iBhCFARIsAD4jQB16Pepon4slRVSacwht9UznNEJLgZW8UCnybFmiN70xuL9Q6fChJWAaAvX6EALw_wcB)

[variant=41623994958005&utm_source=google&utm_medium=product_sync&utm_campaign=shopping&utm_content=Ethnicraft%20Teak%20Utilitile%20Blank%20-](https://www.trithouse.com.au/products/ethnicraft-teak-utilitile-blank?variant=41623994958005&utm_source=google&utm_medium=product_sync&utm_campaign=shopping&utm_content=Ethnicraft%20Teak%20Utilitile%20Blank%20-%20Natural%20Teak&gclid=Cj0KCQjw3a2iBhCFARIsAD4jQB16Pepon4slRVSacwht9UznNEJLgZW8UCnybFmiN70xuL9Q6fChJWAaAvX6EALw_wcB)

[%20Natural%20Teak&gclid=Cj0KCQjw3a2iBhCFARIsAD4jQB16Pepon4slRVSacwht9UznNEJLgZW8UCnybFmiN70xuL9Q6fChJWAaAvX6EALw_wcB](https://www.trithouse.com.au/products/ethnicraft-teak-utilitile-blank?variant=41623994958005&utm_source=google&utm_medium=product_sync&utm_campaign=shopping&utm_content=Ethnicraft%20Teak%20Utilitile%20Blank%20-%20Natural%20Teak&gclid=Cj0KCQjw3a2iBhCFARIsAD4jQB16Pepon4slRVSacwht9UznNEJLgZW8UCnybFmiN70xuL9Q6fChJWAaAvX6EALw_wcB)

Fig Leaf. (nd). [Image]. The Paper Tree.

<https://thepapertree.com.au/products/fig-leaf-art-print?variant=40118754443423>

French White Oak. (2023). [Image]. Horizon Forest Products.

<https://www.horizonforest.com/product/10-1-4-unfinished-engineered-french-white-oak/>

Glasshouse Flora Sky Wallpaper (2023). Graham & Brown[Image].

<https://www.grahambrown.com/au/product/glasshouse-flora-sky-wallpaper/113964-master/>

Google Map Birds Eye View. (2023). [Image]

[https://www.google.com/maps/place/4+Robertson+Pl,+Watsons+Bay+NSW+2030/@-33.8469761,151.2789169,252m/data=!3m1!1e3!4m15!1m8!3m7!1s0x6b12ac899335bc45:0x5017d681632cee0!2sWatsons+Bay+NSW+2030!3b1!8m2!3d-](https://www.google.com/maps/place/4+Robertson+Pl,+Watsons+Bay+NSW+2030/@-33.8469761,151.2789169,252m/data=!3m1!1e3!4m15!1m8!3m7!1s0x6b12ac899335bc45:0x5017d681632cee0!2sWatsons+Bay+NSW+2030!3b1!8m2!3d-33.8450076!4d151.2828553!16zL20vMDY1bmZ3!3m5!1s0x6b12ac8ae9ddf54f:0x9ea3378e37048f7a!8m2!3d-33.845073!4d151.2820925!16s%2Fg%2F11c43z_g0x)

[33.8450076!4d151.2828553!16zL20vMDY1bmZ3!3m5!1s0x6b12ac8ae9ddf54f:0x9ea3378e37048f7a!8m2!3d-](https://www.google.com/maps/place/4+Robertson+Pl,+Watsons+Bay+NSW+2030/@-33.8469761,151.2789169,252m/data=!3m1!1e3!4m15!1m8!3m7!1s0x6b12ac899335bc45:0x5017d681632cee0!2sWatsons+Bay+NSW+2030!3b1!8m2!3d-33.8450076!4d151.2828553!16zL20vMDY1bmZ3!3m5!1s0x6b12ac8ae9ddf54f:0x9ea3378e37048f7a!8m2!3d-33.845073!4d151.2820925!16s%2Fg%2F11c43z_g0x)

[33.845073!4d151.2820925!16s%2Fg%2F11c43z_g0x](https://www.google.com/maps/place/4+Robertson+Pl,+Watsons+Bay+NSW+2030/@-33.8469761,151.2789169,252m/data=!3m1!1e3!4m15!1m8!3m7!1s0x6b12ac899335bc45:0x5017d681632cee0!2sWatsons+Bay+NSW+2030!3b1!8m2!3d-33.8450076!4d151.2828553!16zL20vMDY1bmZ3!3m5!1s0x6b12ac8ae9ddf54f:0x9ea3378e37048f7a!8m2!3d-33.845073!4d151.2820925!16s%2Fg%2F11c43z_g0x)

Google Map Street View. (2023). [Image].

Google Map Birds Eye View. (2023). [Image]

[https://www.google.com/maps/place/4+Robertson+Pl,+Watsons+Bay+NSW+2030/@-33.8469761,151.2789169,252m/data=!3m1!1e3!4m15!1m8!3m7!1s0x6b12ac899335bc45:0x5017d681632cee0!2sWatsons+Bay+NSW+2030!3b1!8m2!3d-](https://www.google.com/maps/place/4+Robertson+Pl,+Watsons+Bay+NSW+2030/@-33.8469761,151.2789169,252m/data=!3m1!1e3!4m15!1m8!3m7!1s0x6b12ac899335bc45:0x5017d681632cee0!2sWatsons+Bay+NSW+2030!3b1!8m2!3d-33.8450076!4d151.2828553!16zL20vMDY1bmZ3!3m5!1s0x6b12ac8ae9ddf54f:0x9ea3378e37048f7a!8m2!3d-33.845073!4d151.2820925!16s%2Fg%2F11c43z_g0x)

[33.8450076!4d151.2828553!16zL20vMDY1bmZ3!3m5!1s0x6b12ac8ae9ddf54f:0x9ea3378e37048f7a!8m2!3d-](https://www.google.com/maps/place/4+Robertson+Pl,+Watsons+Bay+NSW+2030/@-33.8469761,151.2789169,252m/data=!3m1!1e3!4m15!1m8!3m7!1s0x6b12ac899335bc45:0x5017d681632cee0!2sWatsons+Bay+NSW+2030!3b1!8m2!3d-33.8450076!4d151.2828553!16zL20vMDY1bmZ3!3m5!1s0x6b12ac8ae9ddf54f:0x9ea3378e37048f7a!8m2!3d-33.845073!4d151.2820925!16s%2Fg%2F11c43z_g0x)

[33.845073!4d151.2820925!16s%2Fg%2F11c43z_g0x](https://www.google.com/maps/place/4+Robertson+Pl,+Watsons+Bay+NSW+2030/@-33.8469761,151.2789169,252m/data=!3m1!1e3!4m15!1m8!3m7!1s0x6b12ac899335bc45:0x5017d681632cee0!2sWatsons+Bay+NSW+2030!3b1!8m2!3d-33.8450076!4d151.2828553!16zL20vMDY1bmZ3!3m5!1s0x6b12ac8ae9ddf54f:0x9ea3378e37048f7a!8m2!3d-33.845073!4d151.2820925!16s%2Fg%2F11c43z_g0x)

Greenhouse Nightclub. (2023). Archello.

<https://archello.com/project/greenhouse-nightclub>

Grigio Cemento. (2023). Lapitec. [Image].

<https://www.lapitec.com/en/collections/essenza/grigio-cemento>

references:

Limestone. (2023). [Image]. Online Tile Store.

https://onlinetilestore.com.au/limestone-light-grey-crazy-paving-200-600mm/?utm_source=Google%20Shopping&utm_campaign=Online%20Tile%20Store_Feed&utm_medium=cpc&utm_term=35408&gclid=Cj0KCQjww4-hBhCtARIsAC9gR3ZnMuaoRGcdimgm4Rucky859kFw7ltnifiAZ3iwqY89lknS04ytgy0aAk0tEALw_wcB

Louvres. (2023). Vantage Windows & Doors [Image].

<https://www.awsaustralia.com.au/vantage/louvre-windows>

Louvre Windows. (2023). [Image] Clearline Windows.

<https://www.clearlinewindows.co.uk/windows/louvre>

Louvre Window. (2020). [Image]. Breezway.

<https://www.breezway.com.au/gallery/louvre-windows-in-pool-beach-areas/>

Mandy & Gordan, Fig Tree, Watsons Bay. (2021). [Image]. We Are Origami.

<https://weareorigamiphoto.com/2021/01/15/mandy-and-gordon-fig-tree-watsons-bay/>

Mattone – 78872 (2023). Academy Tiles. [Image].

https://academytiles.com.au/product.php?product_id=78872&category_name=Ceramic+and+Porcelain+Mosaics&series_name=Mattone

MushLume Linear Chandelier – 4 Shades. (2022). [Image]. Danielle Trofe.

<https://danielletrofe.com/shop/mushlume-linear-chandelier-4-shades>

Muted Moss (2023). Daniele Trofe [Image].

<https://mushlumelighting.com/color>

Nights of nostalgia: Going out in Sydney turns playful with retro gaming. (2023). Taylor, A.

<https://www.smh.com.au/national/nsw/nights-of-nostalgia-going-out-in-sydney-turns-playful-with-retro-gaming-20230119-p5cdxz.html>

Pacific Door (2023). Loughlin Furniture. [Image].

<https://loughlinfurniture.com.au/product/pacific-internal-door/>

Plant Wall. (2021). [Image] Bretts Plant Solutions.

<https://www.brettsplants.com.au/product/mobilane-green-wall-system/>

Restaurant Design: Space Flow. (2016). Patriquin Architects.

<https://www.patriquinarchitects.com/restaurant-design-space-flow/>

River Stone. (2023). Daniele Trofe. [Image].

<https://mushlumelighting.com/color>

Rusacks St Andrews. (nd). [Image]. Rusacks St Andrews.

<https://marineandlawn.com/rusacksstandrews/>

Scalloped Maxi Deco (nd). MaxiPLY [Image].

<https://www.maxiPLY.com.au/products/maxideco/>

references:

Sicis Crystal (2023). Academy Tiles [Image].

https://academytiles.com.au/product.php?product_id=15676&category_name=Glass+Mosaics&series_name=Sicis+Crystal

Shelby. (nd). [Image]. ByBorre Create.

<https://create.byborre.com/textile/141145093/beige>

Simya Restaurant. (nd). [Image]. Lapitec.

<https://www.lapitec.com/en/projects/simya-restaurant>

Teal Pill Basin (2023). NoodCo. [Image].

<https://noodco.com.au/collections/surface-mount/products/pill-basin-surface-mount-teal>

The Reinvention of Annabel's, London's Legendary Nightclub. (2018). Vogue: Skyes, P.

<https://www.vogue.com/article/annabels-london-nightclub-vogue-april-2018>

The Right Size Dining Table for Your Space. (2020). West Elm.

<https://www.westelm.com.au/ideas-advice/the-right-size-dining-table-for-your-space#:~:text=Allow%20room%20for%2092%20cm,from%20that%20piece%20of%20furniture>

The Vanguard Modular Gaming Table. (2023). [Image] Gameway Premium Gaming Tables.

<https://www.gameway.com.au/products/the-vanguard-modular-gaming-table>

The Why and How of Booths. (2017). Millenium Seating.

<https://www.millenniumseating.com/help/The-WHY-and-HOW-of-Booths>

Trade Program. (2022). [Image]. Danielle Trofe.

<https://danielletrofe.com/trade>

Toulon Crazy Paving. (nd). Surface Gallery [Image].

<https://surfacegallery.com.au/tiles/toulon-crazy-paving>

Urban Farming Where You Are. (2023). Hexagro.

<https://www.hexagro.io/>

Wave. (2021). [Image]. The Conversation Blog.

<https://theconversation.com/the-ocean-decade-how-the-next-ten-years-can-chart-a-new-course-for-the-blue-planet-161644>

What is Lapitec? (nd). Lapitec.

<https://www.lapitec.com/en/what-is-lapitec>

White Cross Progressive (2023). ABI Interiors. [Image].

<https://www.abiinteriors.com.au/product/cross-progressive-mixer-spout-set-white-2/>