



# PROJECT PROPOSAL

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## **1. Brief Summary:**

A concise introduction to the project, outlining the key objectives, scope, and client expectations.

## **2. Project Overview:**

A detailed look at the project's background, including site analysis, requirements, and any unique challenges.

## **3. Concept Description:**

An explanation of the design concept, highlighting the inspiration, themes, and guiding principles behind the proposed design.

## **4. Moodboards:**

Visual representations that capture the desired mood, color schemes, and material palette for the project.

## **5. Space planning:**

A strategic arrangement of spaces within the project, ensuring functionality, flow, and adherence to the design concept.

## **6. 3D Renders:**

Turning vision to reality

# Client's Brief

## Design Preference:

Karim and Lina love retro and vintage styles with artistic, personal touches. They want a warm, calm, and nostalgic feel—blending creativity with comfort and storytelling.

## Lifestyle and Goals:

Busy doctors who value connection, wellness, and culture. They enjoy cooking, music, meditation, photography, and travel. Their goal is a home that feels peaceful, expressive, and personal.



## Specific Requirements:

Calm master bedroom with space for art, music, and meditation.  
Functional kitchen for shared cooking and wellness rituals, with the coffee corner.

Bathroom with skincare and relaxation features.

# Design Concept

## CREATIVE DIRECTION

This home is envisioned as a serene and expressive sanctuary that reflects Karim and Lina's artistic souls, emotional depth, and shared love for culture and connection. Blending retro and vintage elements with soft Japandi-inspired calm, the space will feel both nostalgic and modern—rich in character yet clean and purposeful. Natural textures, soft lighting, and warm tones will support Lina's mindfulness and wellness rituals, while curated displays of travel memories, sketches, and music elements will bring Karim's creativity and storytelling to life. Every room will be designed to nurture stillness, creativity, and connection—offering a peaceful retreat from their demanding work lives and a meaningful reflection of who they are together



# Mid-century & Japandi Keywords

- cozy vibes
- unique pieces
- art with details
- elegance
- cheerful character
- greeneries
- quality over quantity
- peaceful



# Mid century & Japandi vibes



# Mid century & Japandi feelings

## **COMFORT & COZINESS**

feel nurtured and physically at ease. This desire connects to childhood memories and the need for warmth and security, spaces

## **INSPIRATION & CREATIVITY**

Creativity is tied to human adaptability and problem-solving. Environments that foster inspiration encourage thinking beyond limitations, helping us fulfill the innate drive to explore, learn, and evolve.

## **PLAYFULNESS & JOY**

Playful environments create opportunities for lighthearted expression and creativity, providing a break from routine and fostering mental flexibility, joy, and relief from stress.

# Mid century & Japandi Palette



# Mid century & Japandi Palette



- i choose white from neutral colors group as main color & light beige as secondary color in the space to feel calm , wide, clarity & to change accent color easily.

( japandi palette )

- i choose tone of green , dark orange , gold & a little of black as accent colors to add contrast , movement , creativity , energy & elegance

( mid century modern palette )

# Mid century & Japandi lighting mood



# Material Board

## **WOOD:**

Light birch or pine for furniture and flooring to add warmth and a natural element.

## **FABRIC:**

Natural fibers such as linen or cotton in neutral tones for upholstery and curtains to create a soft and inviting feel.

## **STONE:**

Natural stone for countertops and accent surfaces to bring in earthy textures.

## **METALS:**

golden decor pieces to add elegance to space

# Mid century & Japandi furniture

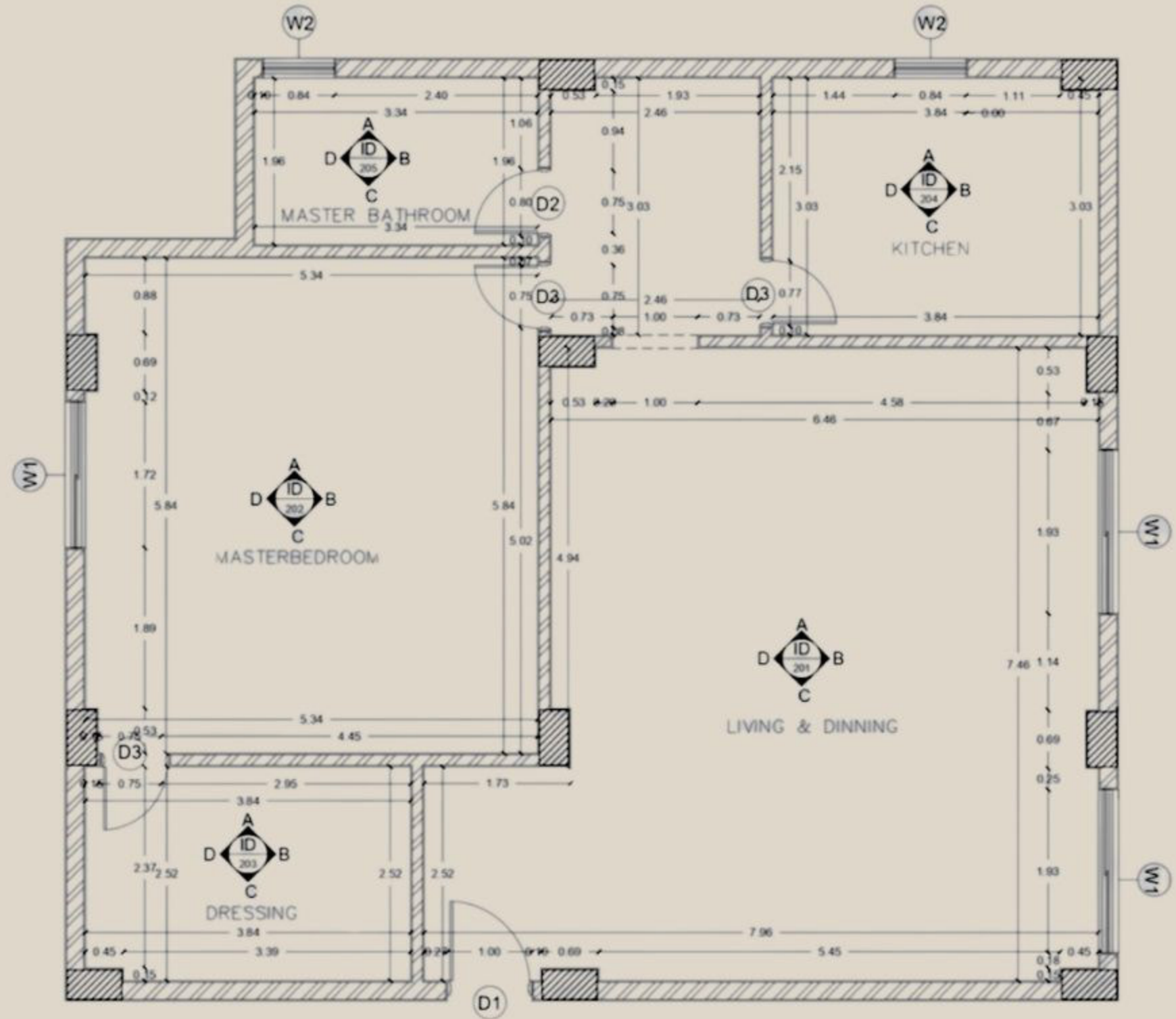


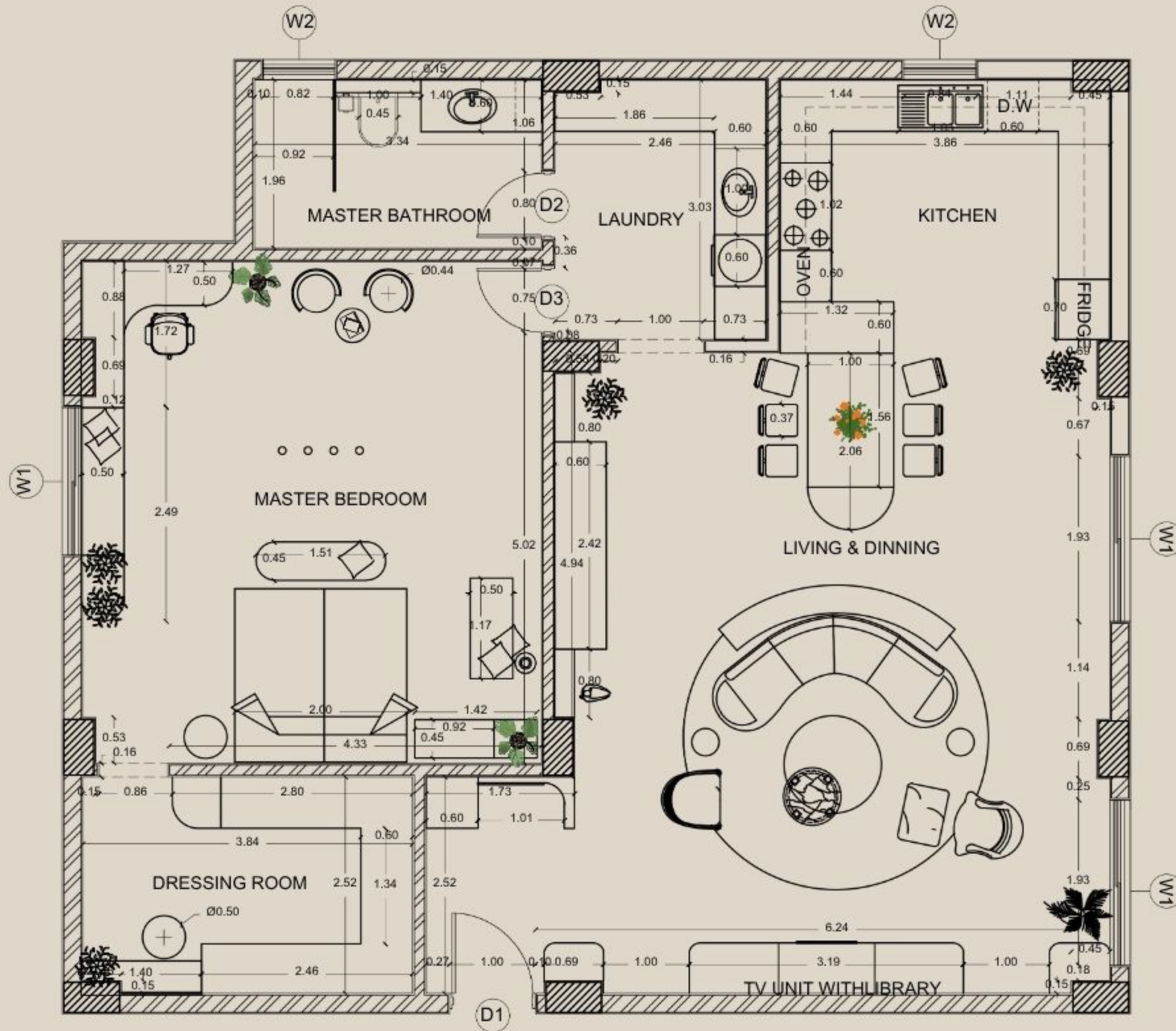
RELAXATION  
PLAYFULNESS & JOY



FRESHNESS

# As Plan built





# Space Planning

- Entrance Hall
- Living room with open kitchen & dining
- Laundry
- Master Bathroom
- Master Bedroom with dressing room

# Bedroom zone

The space celebrates art, reflection, and music, with a display area for personal pieces, a soft reading corner, and a built-in sound setup for Karim's favorite moments.

It also includes a natural meditation nook for Lina's quiet breathing, stretching, and peaceful stillness.



# Living zone

Corner is inspired by cultural storytelling, bringing together travel memories, art, and meaningful objects that reflect their journey. Flexible, mood-driven social space with adaptable furniture and soft music to balance quiet moments and lively gatherings.



# 3D Renders

# Reception design

Integrate soft, diffused lighting and cozy textiles like wool and cotton to create a warm, inviting ambiance. Add natural elements like indoor plants to bring a sense of tranquility.







# Final result

Integrate soft, diffused lighting and cozy textiles like wool and cotton to create a warm, inviting ambiance. Add natural elements like indoor plants to bring a sense of tranquility.



# *Thank You*

FOR WATCHING

We're dedicated to bringing your vision to life and ensuring every detail meets your expectations. If you have any questions or need further adjustments, please feel free to reach out. We look forward to making your dream space a reality and continuing our collaboration.