

Comfort isn't just about being sprawled out!

Working in an office, dining in a restaurant or just waiting in reception...

All *commercial interiors* need to provide comfort levels suitable to the requirements of the customer, client and staff using the space. **Ignore it at your peril!**



Commercial Interior Design

steveturner**DESIGN**

'Creating customer appeal from client understanding' tm



If you want customers to stay for dessert make sure they have a comfy seat that is... warm in the winter, cool in the summer, where they can't smell the toilets or see the pot-wash or go home with the smell of the fat fryer on their clothes...where there is enough light to enjoy the meal but they are not blinded by the sun or a spot light...where they don't get poked in the ribs or rocked by the clash of a door...where you can hear yourself speak but don't have to listen to your neighbour's...where they don't leave because of the draught around their ankles!





HEARING

Noise levels



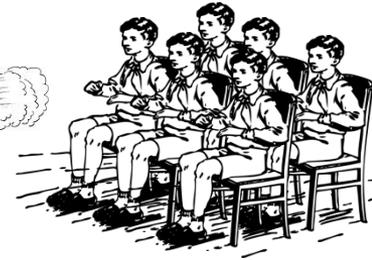
SEEING

What you've got to look at



SMELLING

Bins, toilets, kitchen, smoking

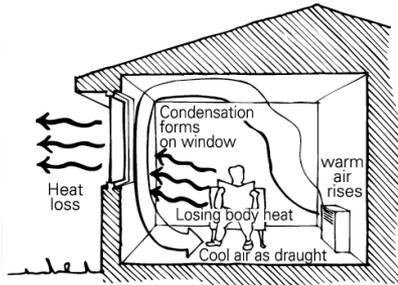


TOUCHING

Congestion, upholstery, ergonomics

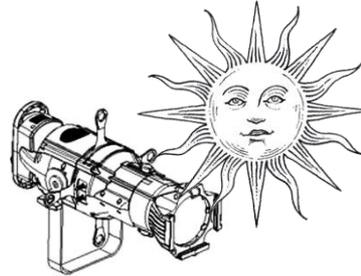
COMFORT FACTORS

How do they effect your customer's, clients & staff?



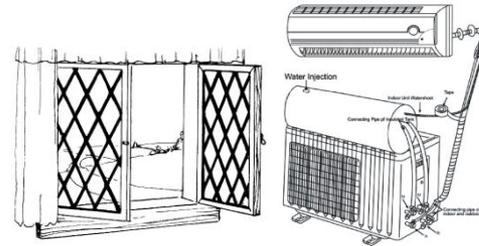
TEMPERATURE

Too cold, over heating, sun / shade / drafts



LIGHTING

Too much, too little, natural v man made



AIR QUALITY

Natural ventilation v temperature controlled, stale v fresh Air



‘which comfort factors’ and **‘at what level’**
combined with
‘which activity’ and **‘who is pursuing the activity’**
is critical in creating a successful
commercial interior



Clearly different comfort levels are required for different activities,
and it doesn't always equate, that the longer the duration of the activity the
greater the comfort needed!

...especially when *piloting* long haul!



The image shows the interior of a restaurant. A large, lush green tree stands in the center. The ceiling is covered with a white, fabric-like material that is suspended from a dark metal track. This material is designed to reflect heat and reduce glare. The restaurant has large windows on the right side, and tables with white tablecloths are visible in the foreground. The overall atmosphere is bright and airy.

**The sun is coming out
and the shades are going on!**

Overheating and sun glare can unsettle customers. At Fredericks restaurant (N1) our solution was horizontal sails made of aluminium backed fabric. This reflected the heat and stopped glare while adding to the theatre, increasing dwell times and cutting down the air conditioning.



YOUR LONDON AIRPORT *Gatwick*



Pregnant & Restricted Mobility (PRM) passenger Hub & Waiting lounge



Considering the comfort factors of specific groups can not only improve their experience of your services and brand but also improve the efficiency of your business. Here the business integrated its facilities for PRM passengers which allowed the group specific access to care and comfort that not only improved their experience but the businesses ease to delivery them to the aircraft door on time.

THIS is when you need a *Commercial* Interior Designer!



Comfort levels such as ‘how soft are your pillows’ are clearly very individual, but paying attention to the basics within a *commercial interior* is crucial to managing the **impression it leaves on those using it**. Viewing your *commercial interior* as a **3 dimensional marketing tool** can make your customers look more favourably on your products, services or business as a whole.

The ‘currency’ of 3 dimensional marketing is understanding how price point, appearance, space and equipment combine to meet customer expectations. The *Commercial Interior Designer* works with the client to create solutions that can go further, delivering benefit to staff, business image and ultimately the bottom line.

Getting a designer involved as early as possible not only will help you *create customer appeal* but will help build in operational efficiency from the start that may prove too costly to fix at a later stage.

Get in touch for a free 30 minute telephone consultation or to find out how we have helped businesses like yours Visit our website @ www.steveturnerDESIGNS.co.uk or call Steve on 07765 023309



steveturner**DESIGN**Ltd

‘Creating customer appeal from client understanding’ ™

