

TIME OUT – Category Three Design Brief - 2017



Let's take a deep breath - Take some time out for contemplation, dig deep into your soul and create with true love and feeling

In this moment of hectic working schedules and constant technology demands, our emotions, feelings, and desires, are often covered by a second skin

Step away from the world of deadlines, noise and pressure

Emerge free and with a pure fresh view let the creativity flow
 It is a brief that's anti-digital, essentially a quiet, sensitive, contemplative, inward-looking narrative where time and introspection are the current luxury



Our home is our spa... Where we return to our private world of loved ones, relaxation and healing

Interior decoration and colours are so important.

Create designs which soothe and restore our core beauty



Keywords for this brief are:

Second Skin - disguise and freedom

Sense of ease - tranquility and calm

Sensorial pleasure -tactility

Understated Luxe -beautiful shapes and finishes.



Colour psychology - study of how hues determine human behavior
 Typical palette with paper whites, graphite grey, cosmetic shades from blush, dusty rose and are combined

with cinnamon and brunette, stone and grey blue to black

