



SEATTLE-TACOMA INTERNATIONAL AIRPORT
CONCOURSE C, UNIT CC-5, 908SF
CONCEPT DESIGN

February 2016



qualité
identité réaffirmée
naturalité
douceur
message clarifié
spatialité





segmentation clarifiée
services
valorisés
ambiance réchauffée
formes adoucies
marqueur identifiant
intentions clients





PHOTOGRAPHIC EXAMPLES OF BE RELAX BRAND DESIGN



John F.Kennedy International Airport
Terminal 5



Spa 3d letters



Try me unit



Dubai Airport Concourse D



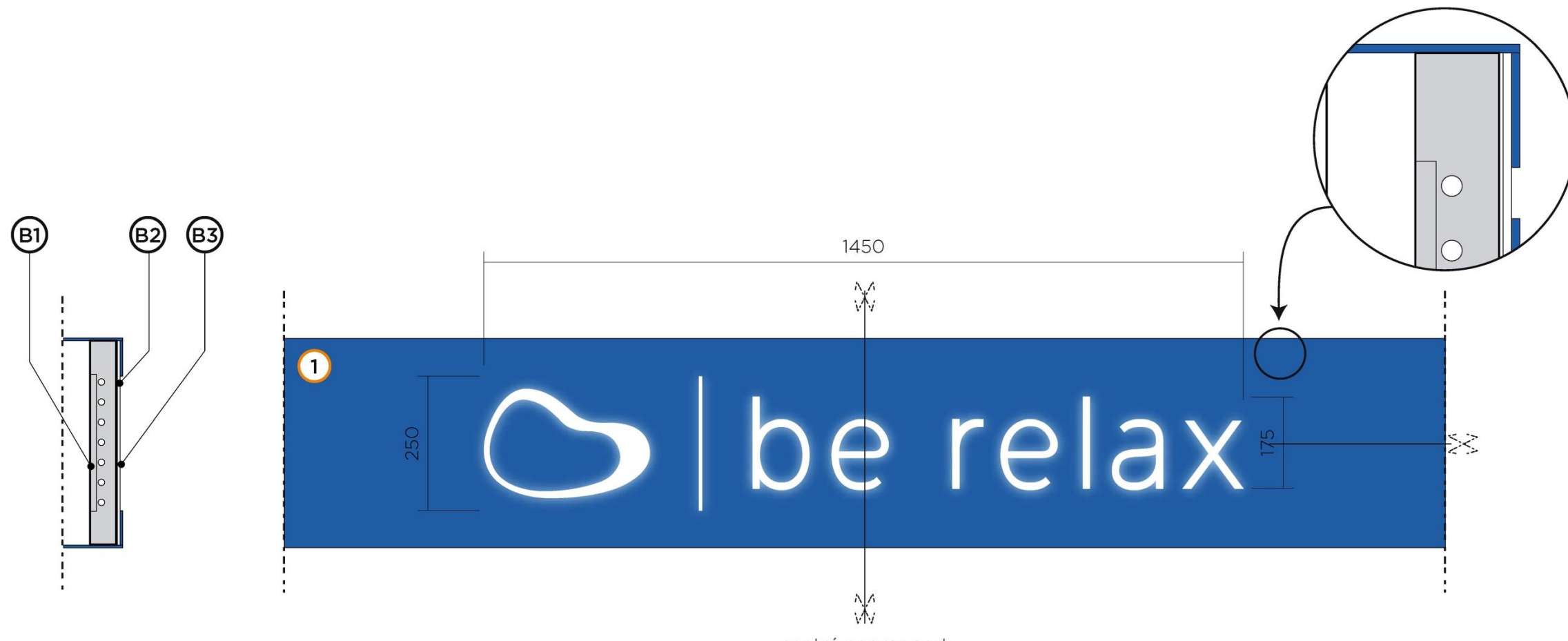
Green wall



Juice Bar



Beauty Bar



- B1** Power led lighting
- B2** PMMA panel diffusing white RAL9010
- B3** Cut-out 3 mm
- 1** Blue adhesive RAL5015

COMMUNICATION OF THE OFFER



3 TV SCREEN MENU



TRY ME UNIT



FREE STANDING MENU



3D BACKLITED LETTERS SPA



INFORMATION ABOUT SERVICES ON THE SIGNBOARD



WALL GRAPHIC MENU

*as per Be relax guidelines messages and communications only in English

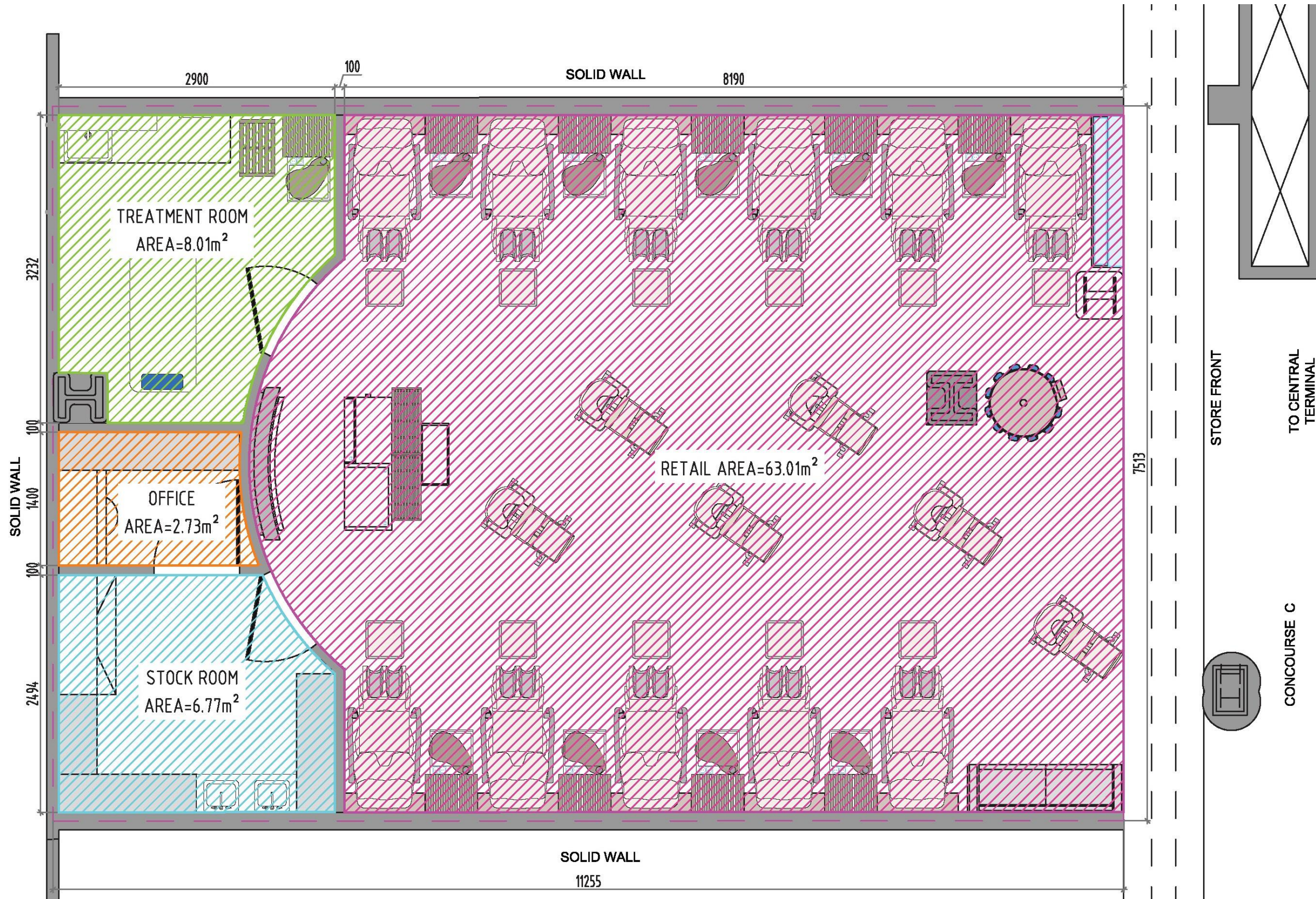


INTERIOR SIGHT LINES & BACKDROPS
Examples of typical furniture in Be relax

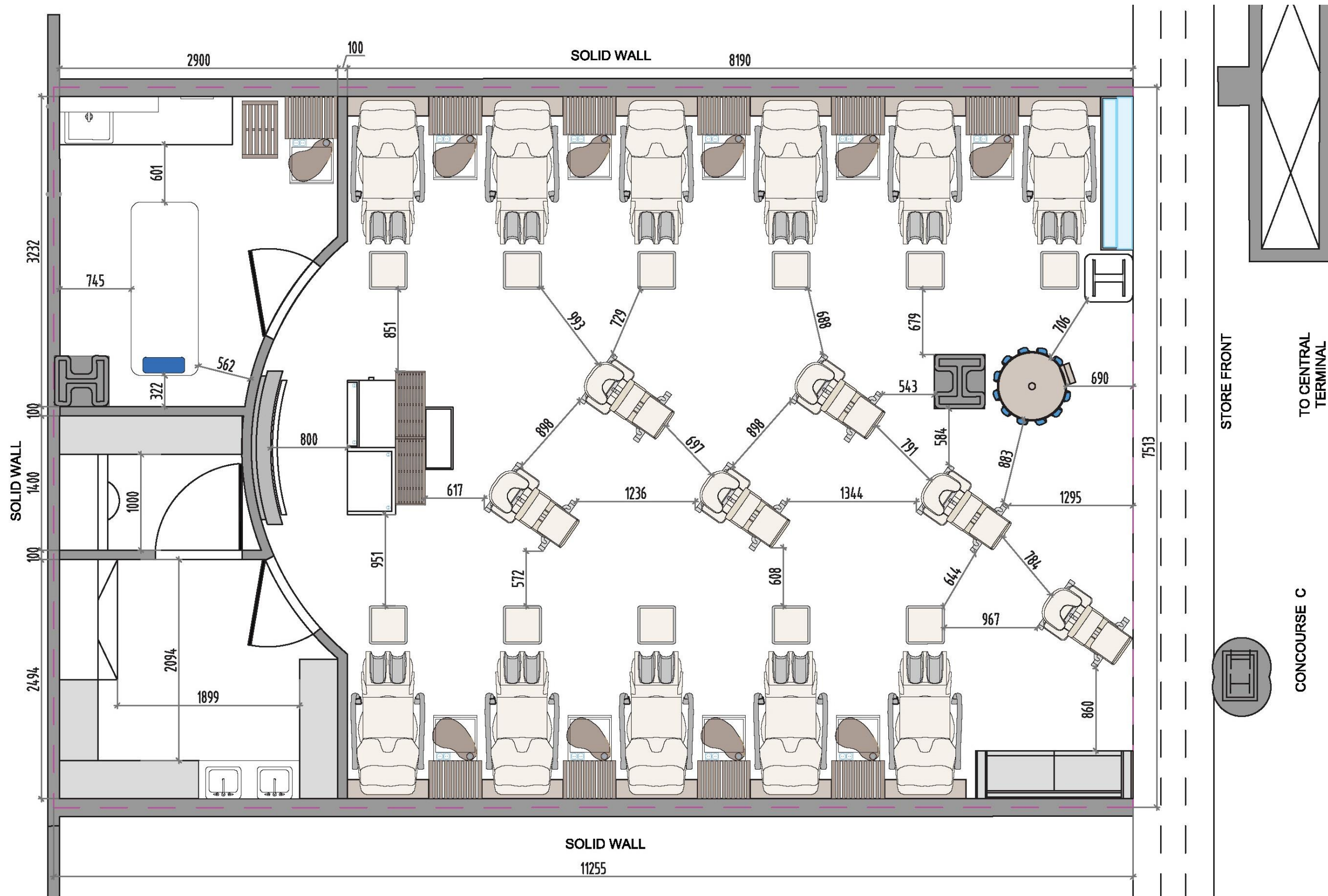


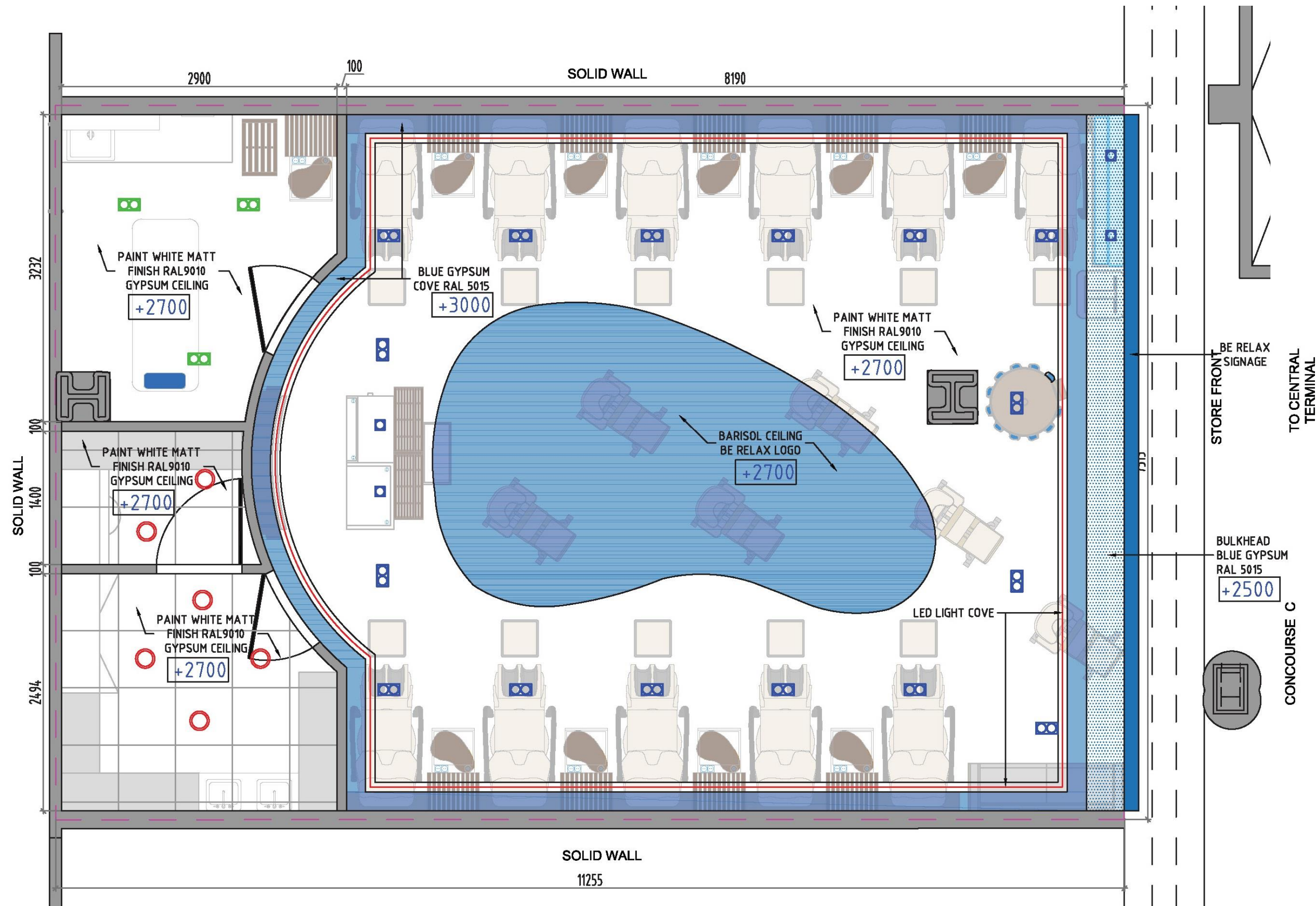
*Standard in Be Relax concept. This furniture are typical.





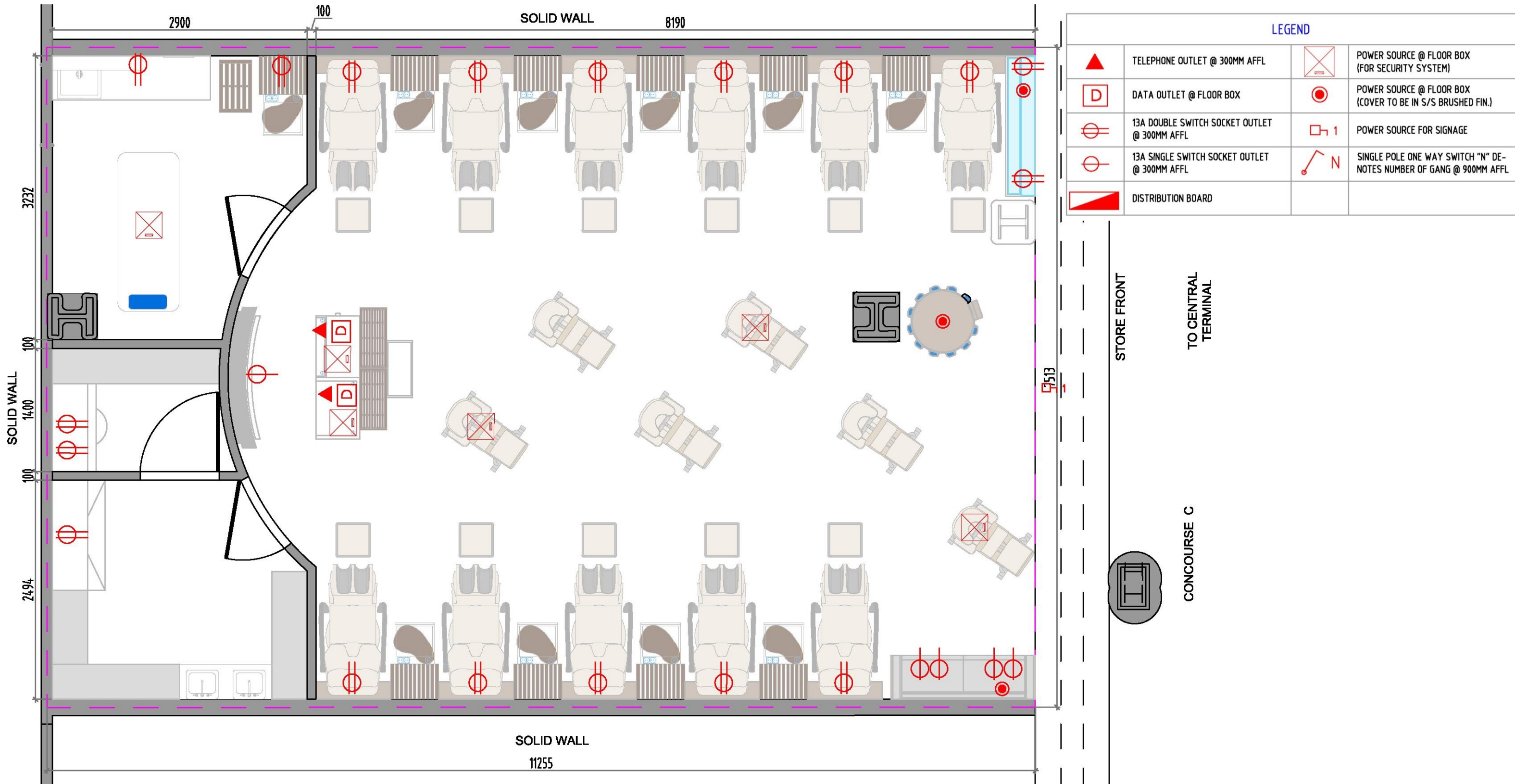






LEGEND	
	ADJUSTABLE SINGLE DOWNLIGHT ZAS SQUARE 1 LED LIGHT 33,2W 3000K WHITE FINISH FITTING REF: 0458L/L8/33
	ADJUSTABLE DOUBLE DOWNLIGHT ZAS SQUARE 2 LED LIGHT 33,2W 3000K WHITE FINISH FITTING REF: 0458L/L8L8/33
	ADJUSTABLE DIMMABLE DOUBLE DOWNLIGHT ZAS CUBE 2 LED LIGHT 7W 3000K WHITE FINISH FITTING REF: 0452/2LED/53
	LED COVE LIGHT 3500K
	DOWNLIGHT BUILT-IN "OPTICS" FLUORESCENT LAMP 2X26W DIFFUSER POLYCARBONATE OPAL LIGHT TC-DEL 26W (830) WHITE FINISH FITTING REF: FL0253C/33 + 210/03

SMALL POWER PLAN





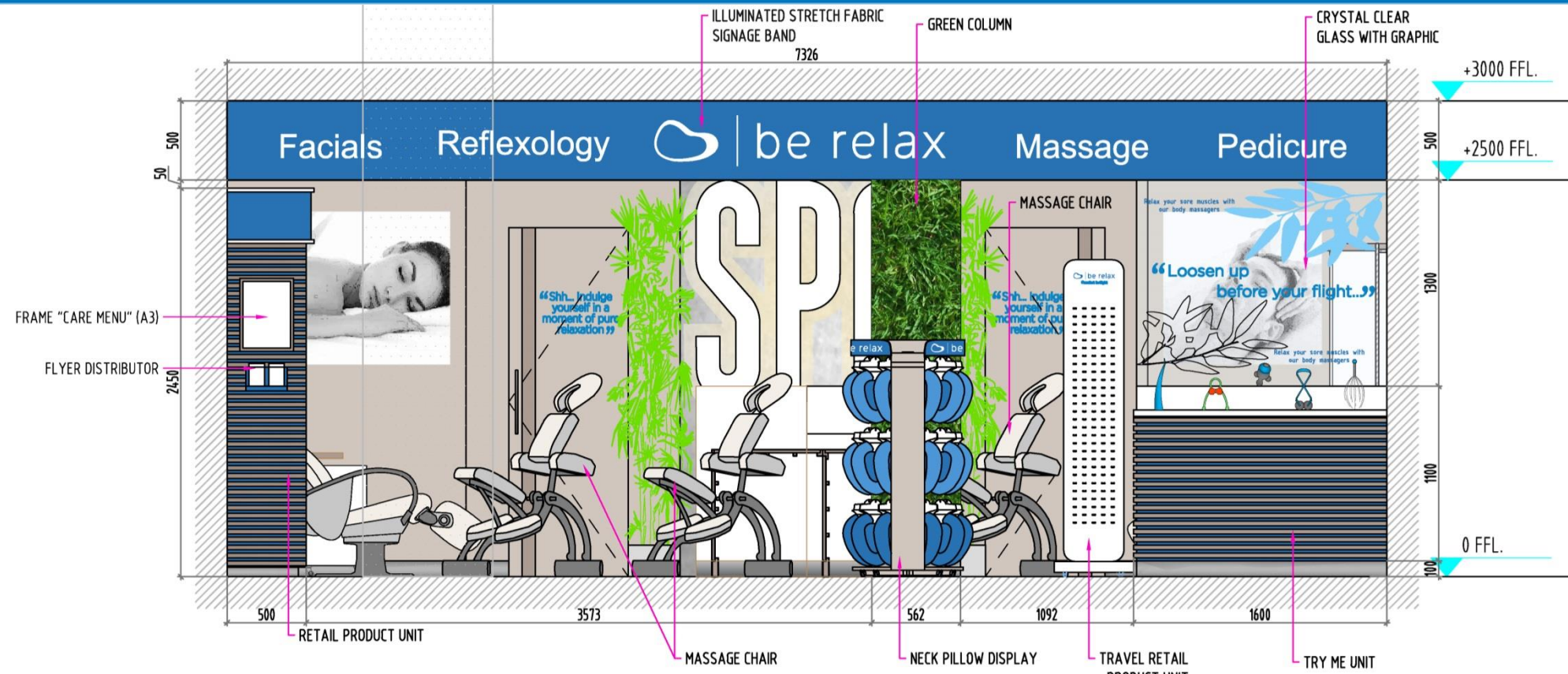
3D LETTERS BACKLITED



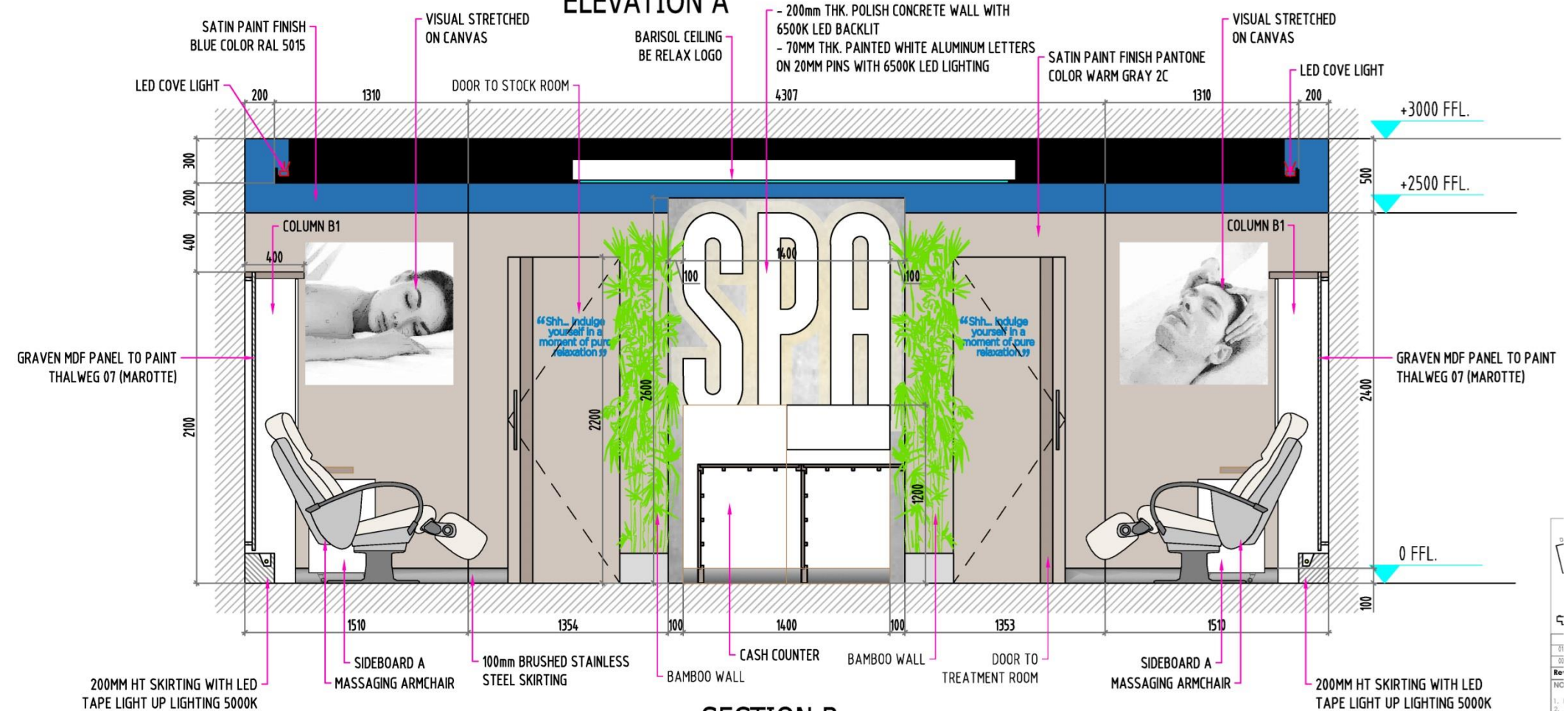
WALL GRAPHIC



WALL GRAPHIC



ELEVATION A



SECTION B

SECTIONS C, D



BOOTH AREA



DECORATIVE PANEL



GRAPHIC

