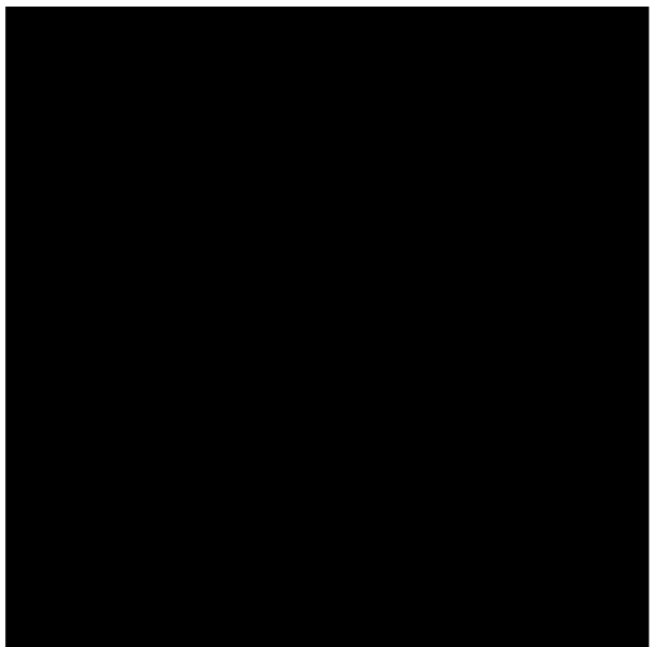


Toufic Alayyash  
Interior Architect | Allied ASID



Concept Design Portfolio  
telling stories through space and design

the  
**fundamentals**  
of  
**telling stories**

**SPACE** is the setting of the story being told.  
It is how to make interior design relatable through the below elements.”

**Values**  
are what determine who we  
are as individuals.

**Environment**  
is the surrounding where the  
projects belongs.

**Identity**  
is the psychology of the client  
or brand.

**Experience**  
is the transporting of users to a new  
dimension.

**DESIGN** is the narrative structure of the story.  
It is how the setting and the plot acquire their physical representation.”

**Volumes**  
are the shell of the space  
defined by its shape.

**Lights**  
they set the mood and manipulate  
design elements.

**Surfaces**  
are the outer skin of all  
design elements.

**Colors**  
are what evoke emotions with  
different meanings.

# LANDMARK HOTEL BEIRUT

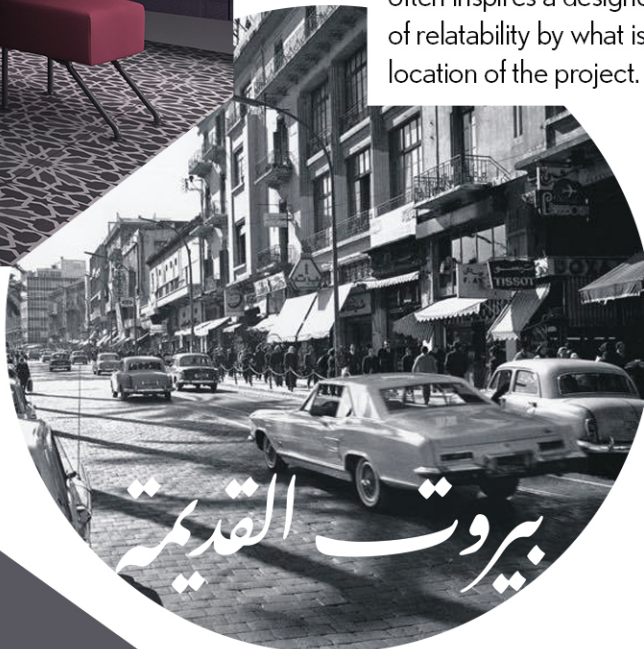
بيروت



## VALUES & ENVIRONMENT

**Values** /'valju:/ principles or standards of behavior; one's judgement of what is important in life. Values have impact on architecture in order to give a space character. As humans, we have to relate to a space, and it has to resonate with who we are. Our values help us determine who we are as individuals and what elicits a response from us. Values justify the design and develop its character and ideals.

**Environment** /in'vairənm(ə)nt/ the natural world, as a whole or in a particular geographical area, especially as affected by human activity. Environment reflects on the location of the project—correlating not only the existing features but making it relatable to its surroundings. An environment is partly social and partly environmental—every space is affected by its surroundings. The environment often inspires a designer to create elements of relatability by what is happening around the location of the project.



### LANDMARK HOTEL BEIRUT

The inspiration for the design was the history intertwined with the present Beirut—the city is growing and changing, but the roots of the city are still prevalent; which is reflected in the concrete tiles that reflect the tradition of the city.

The perforated metal curtains and central bed with its form and proportion reflect what is forced into the space yet still functions harmoniously—indicating how the new high-rises and some urban designs are forced onto Beirut and in a lot of areas demolishing or ignoring the surrounding with the surroundings—keeping the values constant but, adapting to the new environments.

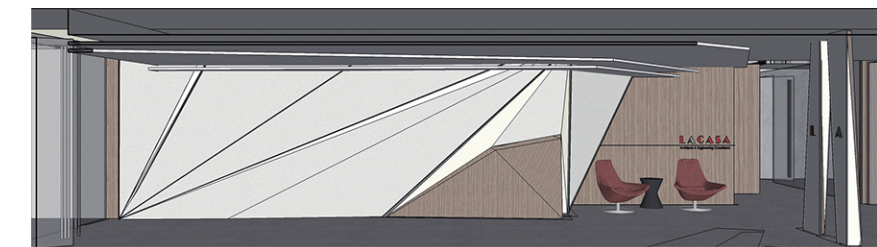


# LACASA iD STUDIO



## IDENTITY

**Identity** /ɪ'dentɪti/  
Being who or what a person or thing is. Identity comes with the characteristics of a brand or a person and having a clear idea of a project's direction in order to support design elements—like determining whether the client is looking for a safe design or an edgy approach. In both ways, understanding my client's psychology and background gives me a substantial idea about how I am going to approach the design strategy.



### LACASA iD STUDIO

The rebranding of the interior space for LACASA iD was the main goal of this project—emulating stability and growth throughout the newly design offices. I utilized several features to enhance the atmosphere of the office through an open design studio layout and color schemes, materials and luminaires. A feature wall was created at the entrance of the office metaphorically telling the story of the multidisciplinary growth and approach to the company's ambition. The black lines indicate the timeline that is moving forward and growing upwards. The white surfaces define the different departments/disciplines within LACASA. The light surfaces reflect new growth within those disciplines for a better future. The black lines and the white surfaces with the light spaces all work harmoniously together to create a fully established feature.



# MARBELLA HOTEL



## SPACE DEFINED BY EXPERIENCE

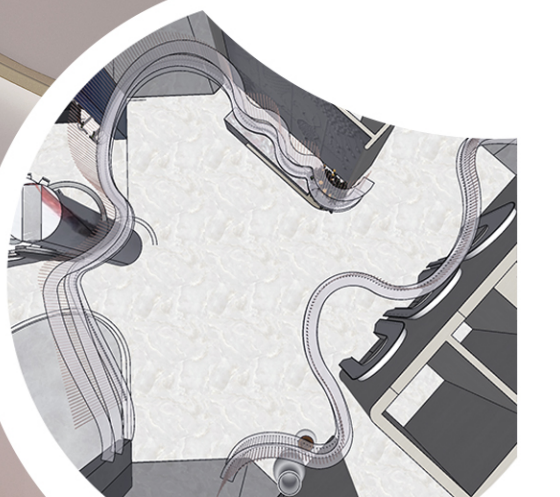
**Experience** /ɪkˈspɪəriəns/ an event or occurrence which leaves an impression on someone.

It is all about creating an illusion; transporting the visitor from one world to another. Experience is about the location, elements, and how to manipulate them to achieve the intended design. Using Experience as the main leader for developing a concept entitles using all other design elements from colors, surfaces, environments...etc. as one whole entity where all those elements serve one main purpose...having impact by letting the user interpret the story behind the space so that they could be transported into another world and dimension.

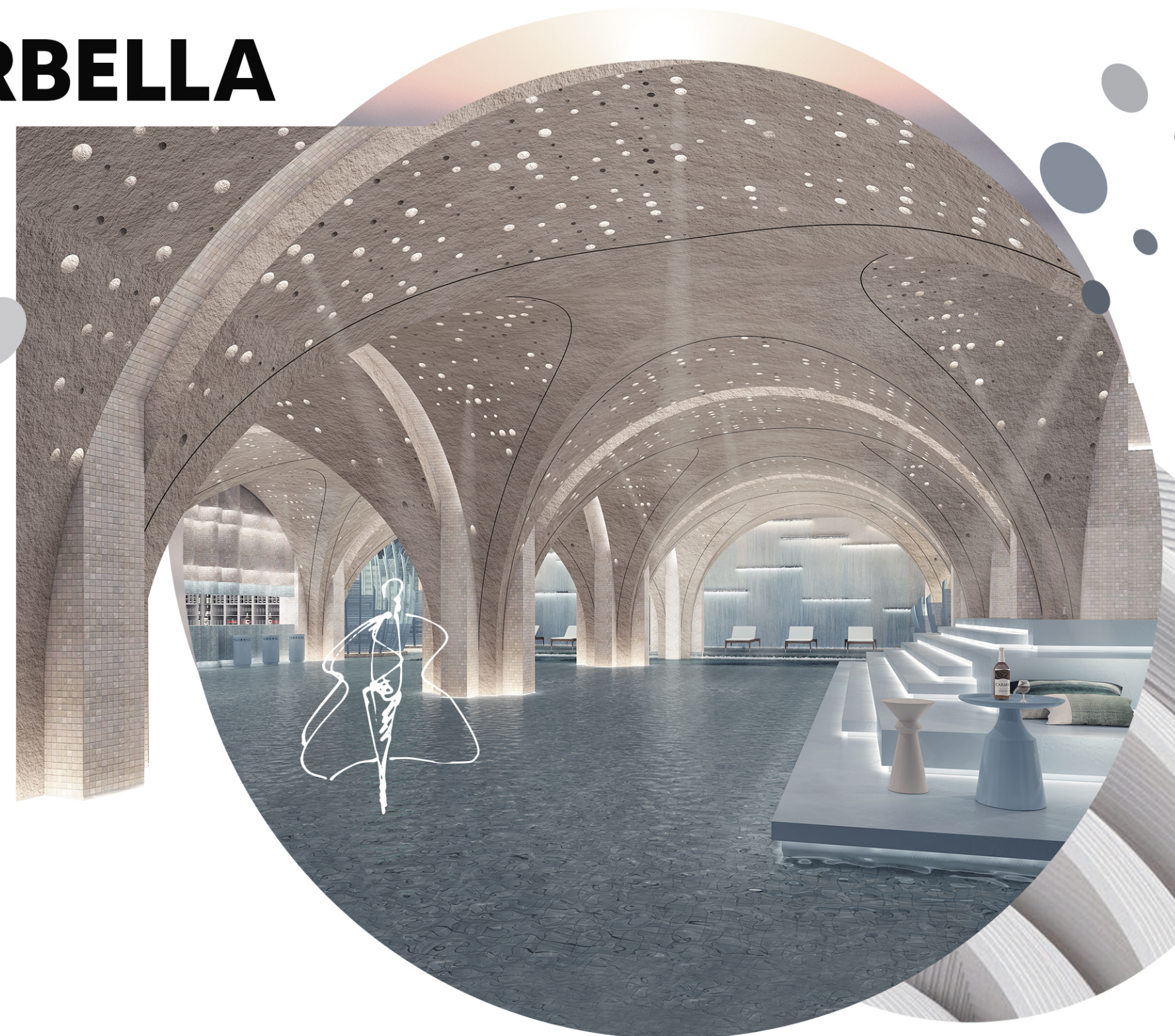


## MARBELLA HOTEL

The Hotel is part of The World Island's Heart of Europe in Dubai. The intent was to create a contemporary Spanish inspired hotel; taking Spain as defined by its location, history, and culture and translating it into design features that emulate the Spanish theme without being in Spain. I pinpointed different elements into design features to create the movements. Exactly... using Spain and its culture as the main inspiration, like the movement of the "capote de brega" or the Metador's Cape that inspired the feature ceilings with floating metal ribbons.



# MARBELLA SPA



## VOLUME & LIGHT

**Volume** /'vɒljʊ:m/ the amount of space that a substance or object occupies, or that is enclosed within a container.

**Light** /laɪt/ the natural or artificial agent that stimulates sight and makes things visible.

Volume is the amount of space that an object occupies—it is the shell of a space defined by its shape and proportions. Volume plays a critical role when it comes to how the space functions. Manipulating mediums of design like color, light, and surfaces affects the volume of a space by giving the illusion of having multiple volumes within one room.

Light is a natural agent that stimulates sight and can bring awareness or detract from things—whether the lighting is natural or artificial, it could be used to manipulate the perception of different agents and push the design into eliciting the intended response.



## MARBELLA SPA

The intended design for this space was to create the illusion of natural light from the beach in order to create a serene atmosphere. At the basement level, I needed to create a space that resemble historical underground water tanks, so the slab level was modified, and vaults were erected, and water was filled within the floors.

The spa entrance had no corners to create a smooth entry towards the spa vault to give the illusion that the whole space was inside a mother of pearl. I installed lighting suspended from the ground level at the staircase to create height and dimension. They illuminated the room with sparkle reflecting the water surface in the entrance—providing more emphasis on the pearl material.

# ARIES

## SURFACE

Surface /'sə:ʃɪs/ the outside part or uppermost layer of something. The surface is the first impact to our senses; the outer skin to the design. Surface plays a critical role in defining volumes, proportions, spaces, design elements, and their identities. Surface is usually related to our sense of touch, which we can even experience with our eyes—despite the material. The materials can be manipulated and used in the space to aid in the message and translate the identity. Often, surface is the signature of the brand's identity. Surface relates to our sense of touch—it is used to clad determine the proportions of surfaces and the feelings they evoke. Surface Material is an essential tool to mold a space—like how a sculptor forms their artwork.



## ARIES

The intention behind Aries was about showcasing what strong women are about—there had to be a signature element that could relate to the brand brief. A place that is strong and sensual at the same time. I utilized metal to relate it to the steely-ness of strong, urban women. The perforations resembled the delicate base women impose—transmitting light from behind, linking it with aura's and the feminine energy and the velvet curtains hinted at the sensuality that lies beneath the cool exterior of a woman.



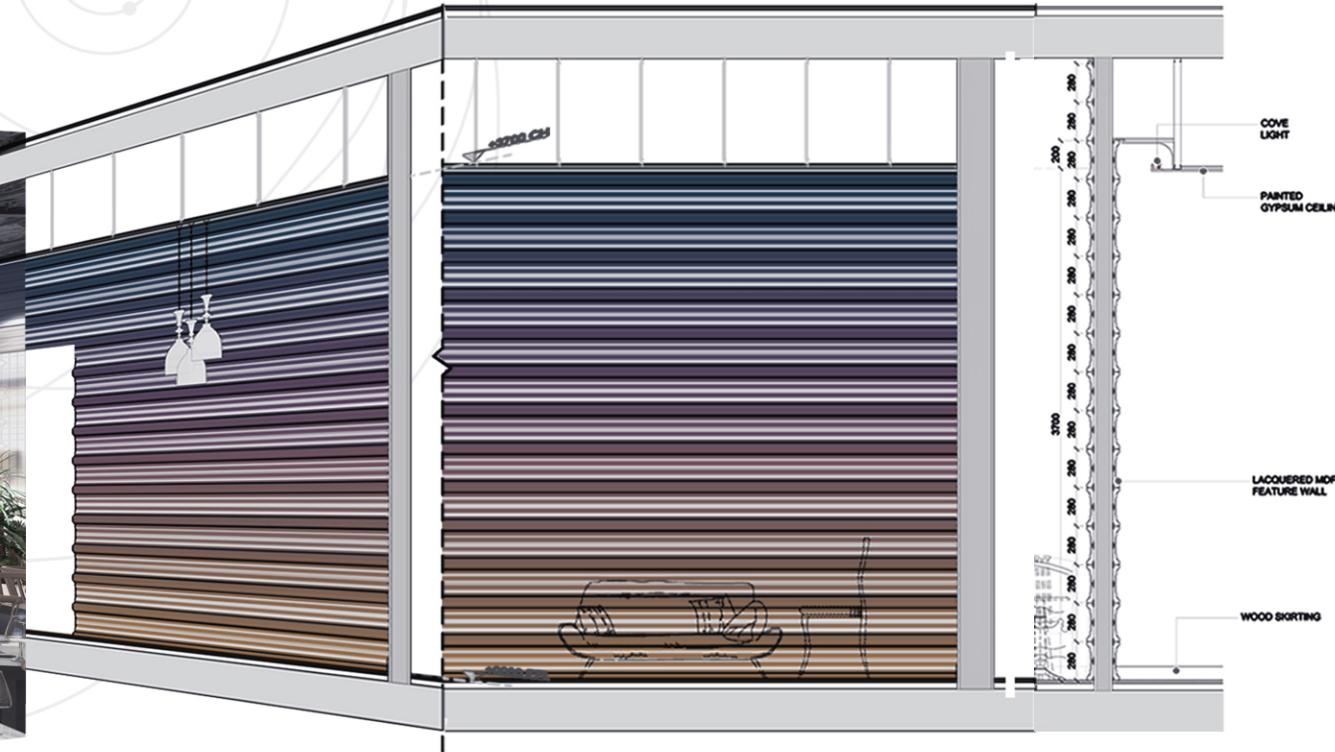


# LEVANT

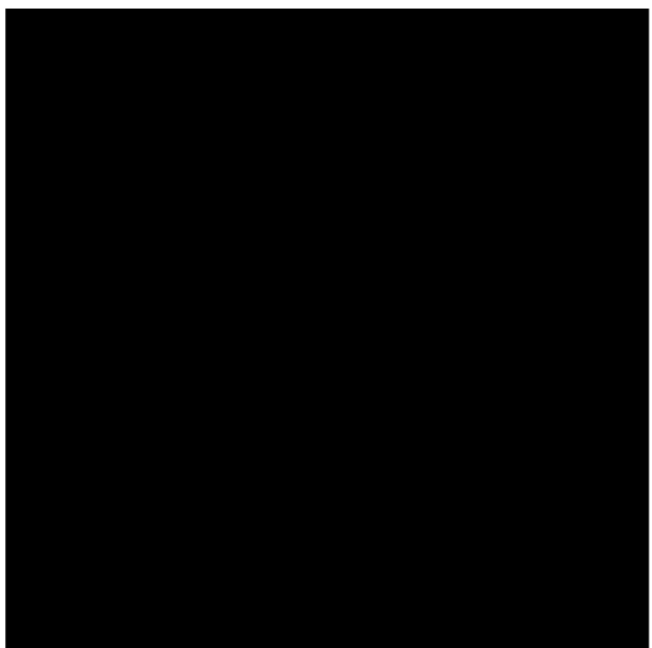
**COLOR** Color /'kɒlə/ the property possessed by an object of producing different sensations on the eye as a result of the way it reflects or emits light. Color has the power to evoke emotions, sensations, and feelings—often creating different meanings, discussions, and metaphors. Color used within an interior space has the ability to create depth, harmony, and contrast; it can also be used as an abstract representation of a concept. The color schemes within a space change how the viewer perceive the entire design. Colors play a prominent role in design—how color is manipulated will determine how a space is perceived; color could place an emphasis on something, or it can be discrete. Color can create the illusion that we intend by the volumes without changing the structure of the space.




## SPACE DEFINED BY COLOR



**LEVANT** The main theme was the emphasis color scheme emulating the sunset. The color was used as an abstract representation of nature; so, color used to mirror the sunset on a feature that was built at the entrance of the restaurant and throughout the space. I utilized these colors as an abstract tool by creating a gradient from orange to blue in order to represent a serene moment in nature. The wall had a repetitive molding detail to create more depth and connect it with the other elements of design of the space. The Mediterranean theme of the restaurant, that classic molding detail that has authenticity.



Thank you

 [toufic.alayyash@gmail.com](mailto:toufic.alayyash@gmail.com)

 [Toufic Alayyash](#)

 [touf\\_a](#)