

connecting
spaces

space·pro^o
CONTRACT

AVANT
homes

connecting
lives

what's to come

Moving forward

Bringing the kitchen to centre stage

What we saw

Design show visits and feed back

Perfectly matched

Connecting people to homes

Connecting spaces

M9 design direction

Personalised

Added brand value

Big ideas

An opportunity to share ideas

This is not a kitchen...

The kitchen is the 'heart of the home'. Where we come home to cook meals and gather to eat with family and friends to fix the world over a glass of wine! The phrase has been used for over a hundred years and as much as the kitchen has evolved, the meaning has not.

The kitchen has always been the place to socialise in the home and with the ever growing movement where kitchen meets living, meets dining, this welcomed open layout has only allowed us to be connected more than ever before.

This is a stage to entertain

Avant have embraced this to its fullest. But, just as we have moved on from separated rooms we once dwelled in, we must now look to see how we can evolve the 'open space' we have created to move on to the next evolution of the Avant home.



THIS
IS
NOT A
KITCHEN



A space like any other. The kitchen embraces and connects lives allowing you to live, love, socialise & enjoy.

We want to create a stage for people to be proud of. Giving people the right tools to live the way they intended.

moving forward

Movable spaces

Dead space

Beyond the kitchen

Perceived space

Line of sight

Smarter homes

Movable spaces

A home owner needs to adapt to their new space. But, what if the new space can adapt to the new owner!

We can move our living furniture around, our bedroom furniture and dining room, but not our kitchen. All these spaces are key areas to the home and all of them can adapt to how we live, why should the kitchen be any different!

If we were to add components to the kitchen that could move to support us and not the other way round, then this space would become more adaptable, more human, more connected.

Movable work-surfaces / breakfast bars

Pull down units for unreachable spaces

Hidden wall panels to conceal items



Dead space to...

A kitchen doesn't always have to be large for space to work at its best. Every kitchen, no matter the size, needs clever design ideas somewhere in the room to make them practical as well as stylish (smaller kitchens just need a little extra help!).

Unsightly spaces above wall units, open shelves filled with clutter dead spaces between base cabinets. These areas are usable spaces waiting to be loved, which will add the extra quality and value that Avant strive for.

Better space

Wall units that go to the ceiling

Tall units with overhead cabinets

Base units that fill all the space

Seamless / fluid layouts



Beyond the kitchen

'Connecting spaces' isn't just a symbolism of how we should live in our homes. It also represents how we can link each room via the use of colours, materials, lighting, flooring and furniture. Each room should always look to connect to the next, creating a fluid motion and connection through the entire home.

The connection between the kitchen and social area in the typical Avant home can work harder here. By adding additional pieces of furniture in the kitchen/social area, we will not only give an instant link between the 2 rooms, but we will also make it simpler for the new owner to visualise their new home.

The key to selling any space is to take away any doubt. By making the process simpler for the buyer to move in, without fear of the un-known!



Beyond the kitchen

The utility room

By utilising sliding doors, we will be able to create a direct connection and a stronger design feature. These will save space in the more limited house types, as well as bringing rooms together.



Media units

With everything else a new home owner has to think of, why not take some of the stress away, by introducing add-on products to the Live-eat areas, that bring the 2 'zones' together.



Additional furniture

The same principle as the media unit. Linking the kitchen elements to the Living / dining area.



Perceived space

Beside the obvious methods to modify interior space (knocking walls down), there are other ways to create the illusion of more space. These 'tricks' that can change the perception of a visual space, making it possible to change an interior without any structural adaptations! A room can be visually enlarged, deepened, broadened or heightened, by the simple use of colours, materials, lighting and layouts.

Materials

Mirror effects are an obvious example here. But the use of uncomplicated patterns and combinations is another, as this softens the transition from the horizontal to the vertical plain.

Layouts

Taller units that touch the ceiling give the impression that the room is taller than it is, allowing the mind to think it's a bigger space.

Floor space

We all unconsciously look down to see where obstacles are, so that we simply don't walk into them. By keeping this clear of clutter, you're tricked into believing the space is larger.

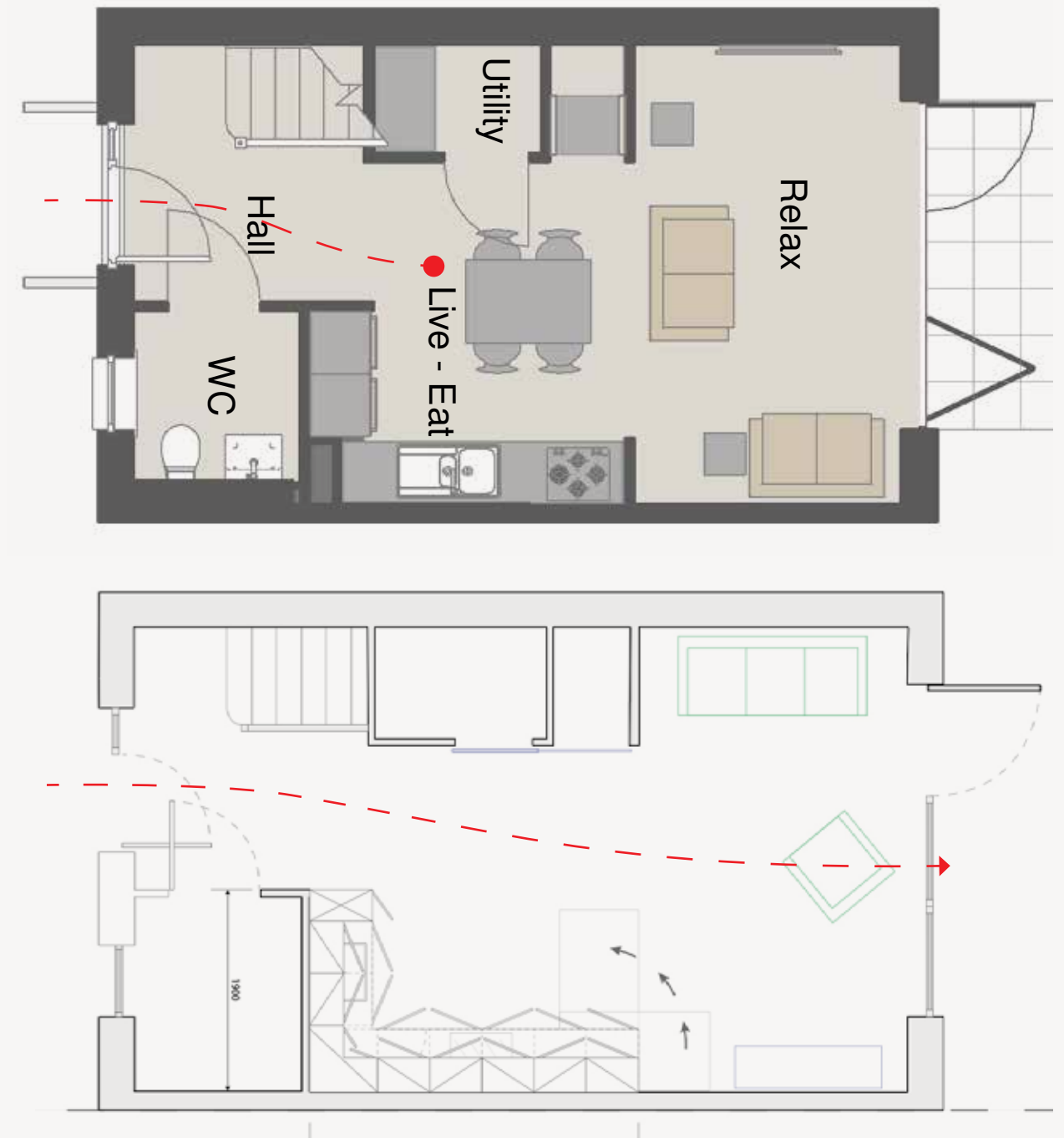


Line of sight

Any obscured views in our interiors will feel unsettling. Rooms with clear sight lines are instantly calming and we're more likely to find them more aesthetically pleasing as well as inviting, but we can still look to improve this.

Avant have already adopted this belief by creating a direct line of sight from the front door to the rear patios doors to see into the garden.

The first view you get of any room is the one from the entrance. For many of us, that initial glimpse is enough to form an opinion on the space, home and owners.



Smarter homes

The one room which you spend most of your lives in should be the one room that keeps you most up to date!

Today's consumers will either want to adopt the new technology with open arms, or will feel that its too advanced for them and shy away. The latter shouldn't be true. Smart home technology can be applied at a basic level and embedded in our lives today, making things simpler to manage.

In-built Blue-tooth speakers

Automatic lighting (inc' sensor modes)

Flush work top power supplies

Smart connection / appliances (i.e. Alexa)

Vented hobs (removing the need of overhead extraction fans).



what we saw

Key design take aways from
national and international
design shows



Slim line work surface:

3 colour partnership:



Matt tones:



Complimenting surfaces:

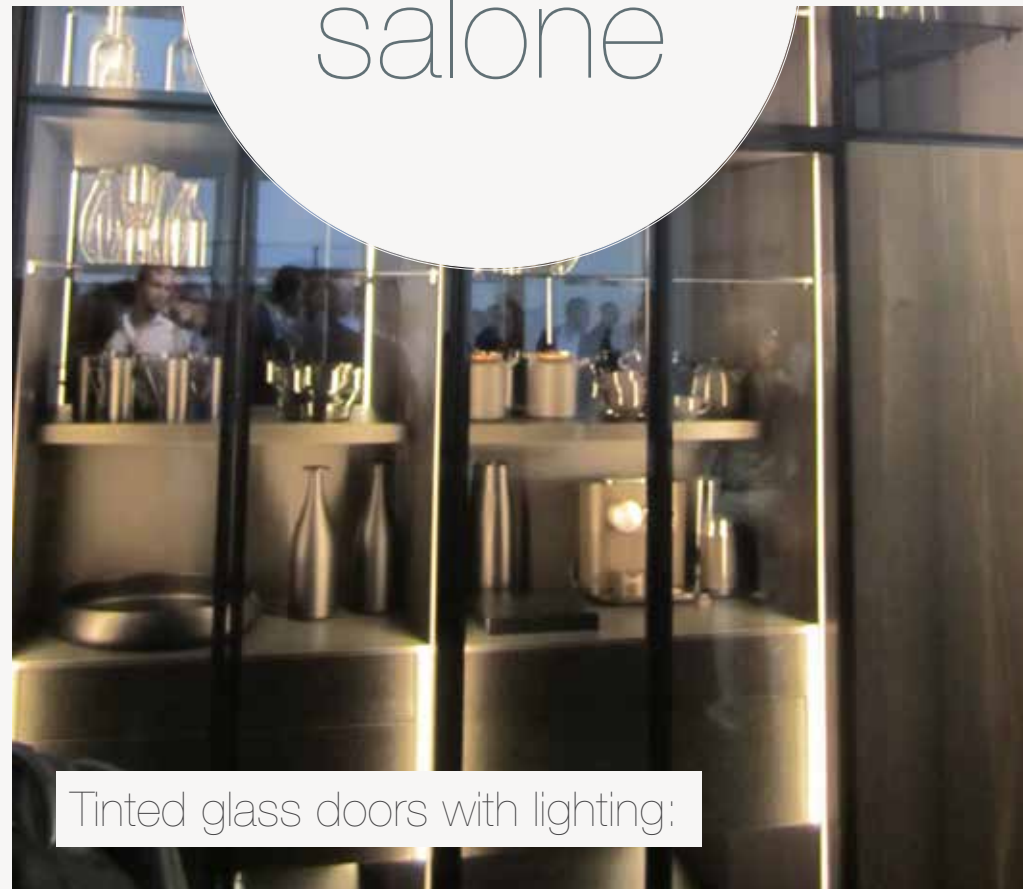


Marble & wood finish combinations:

Milan
salone



Internal drawer lighting:



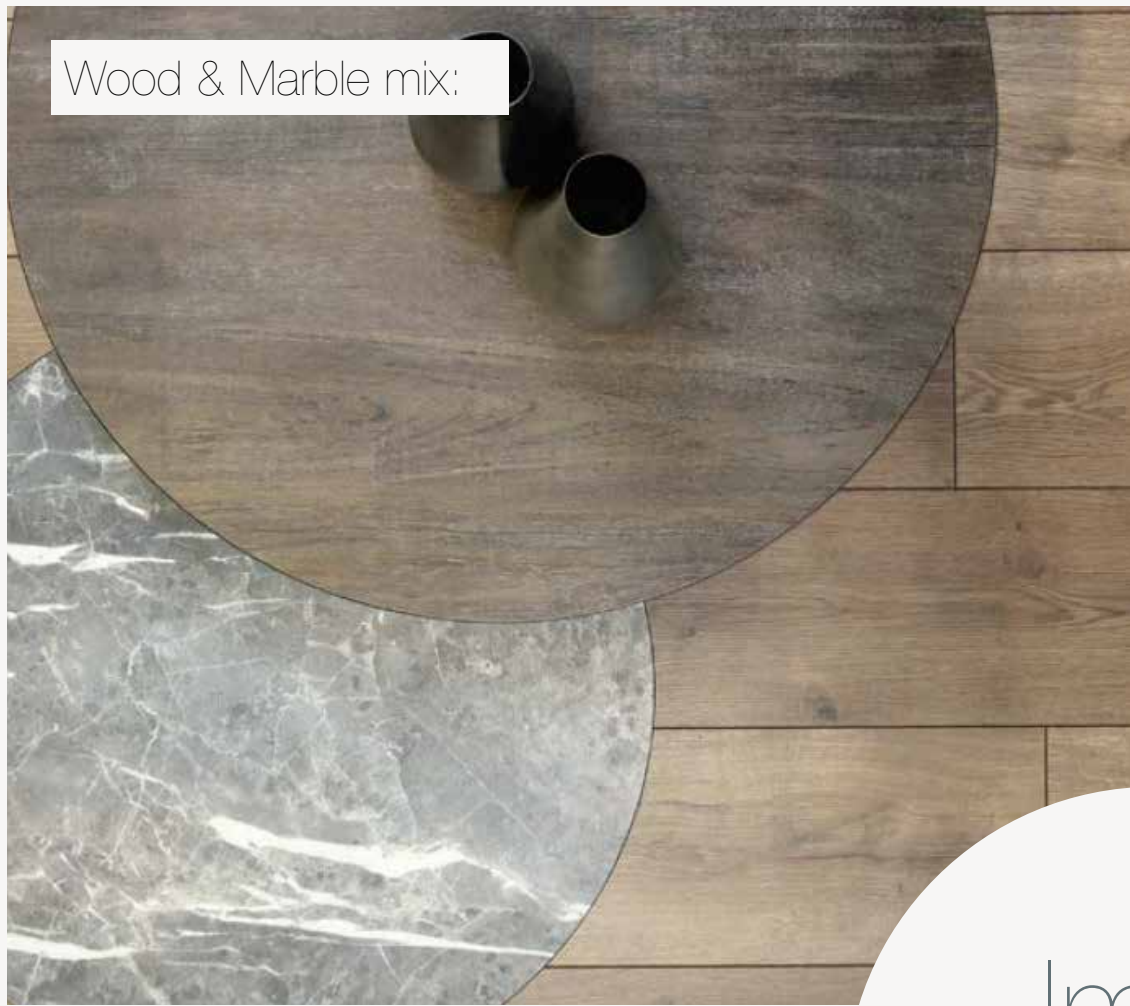
Tinted glass doors with lighting:



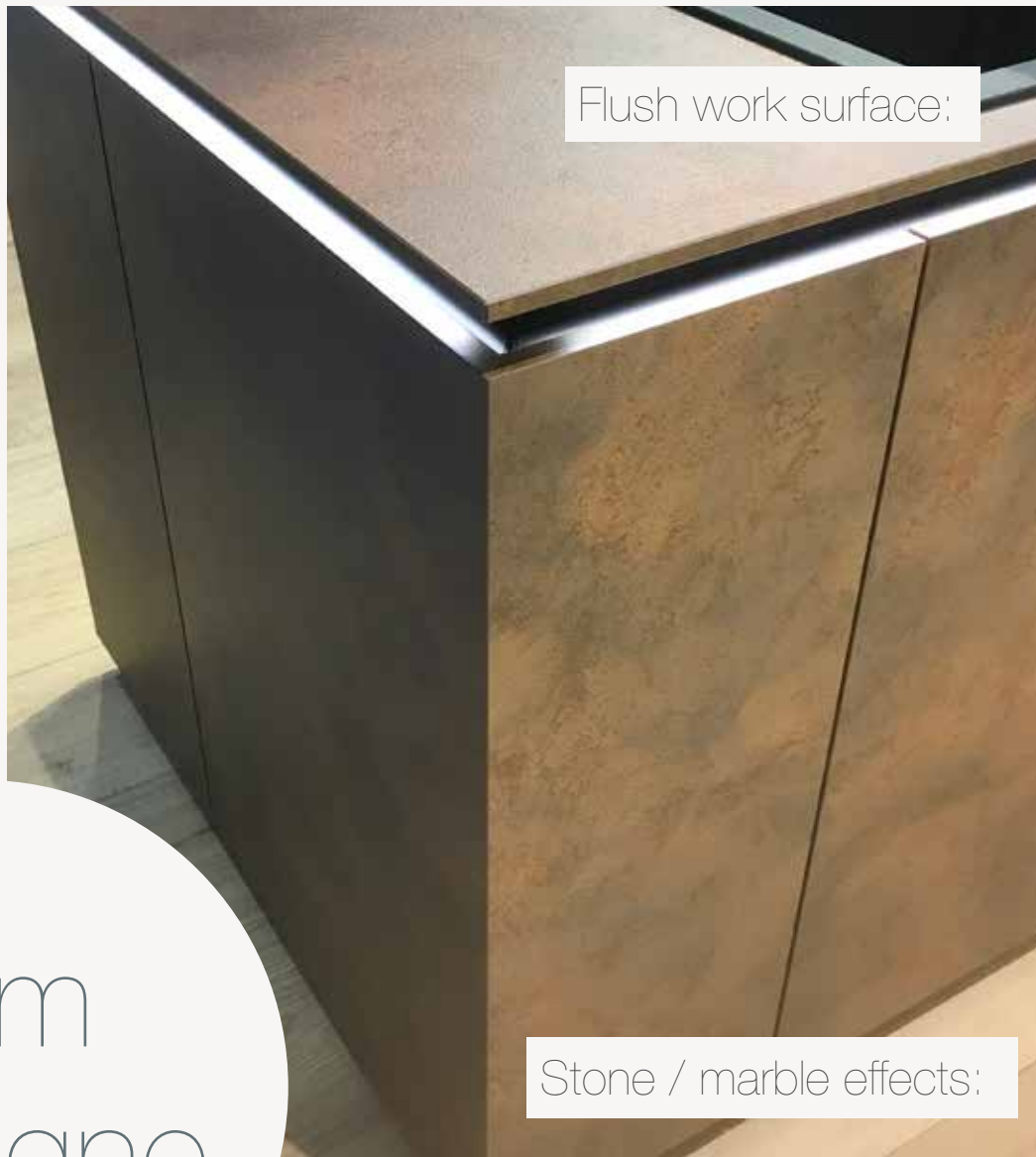
Matching Doors & Work tops:

Highlight handles:

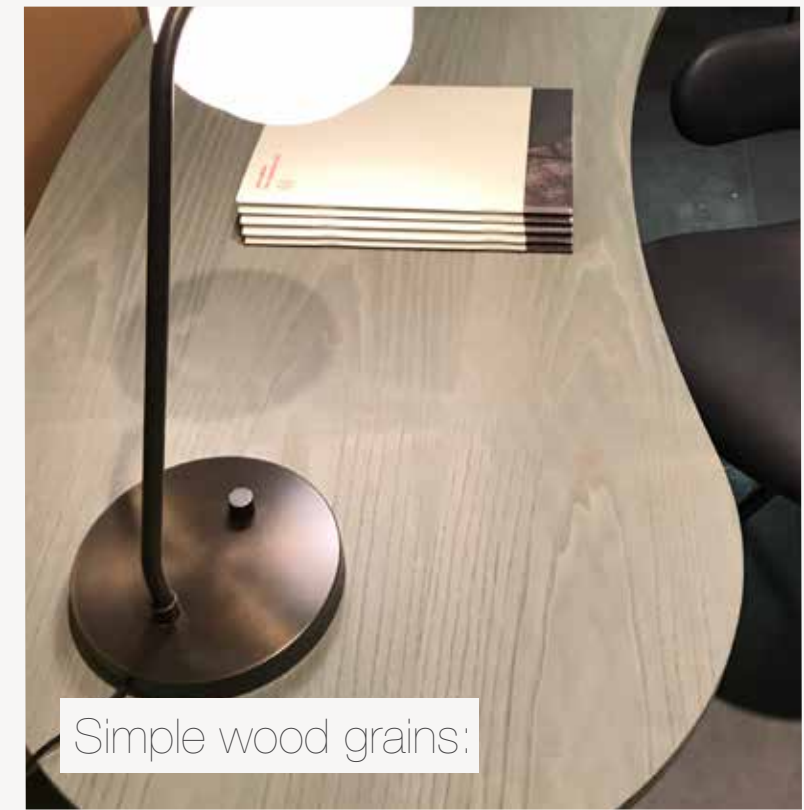
Wood & Marble mix:



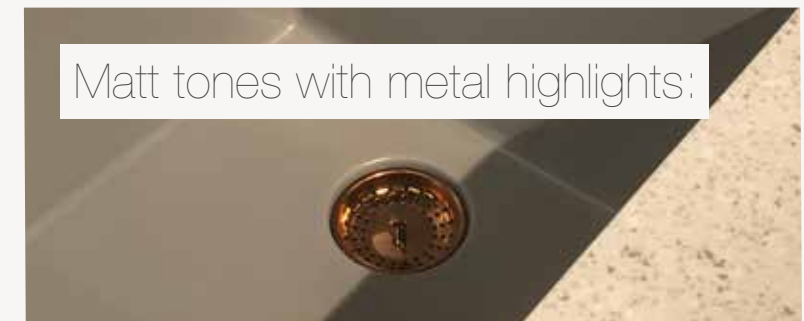
Flush work surface:



Simple wood grains:



Matt tones with metal highlights:



Imm Cologne

Heavy patterned marble with wood and uni-colours:



Stone / marble effects:



Uncomplicated designs:



Slim line work surface:



Furniture finishes



Supporting furniture



perfectly matched

First impressions

Simplified colours / palette

Colour trends 2019...

First impressions

The key to any *home* is to create an extension of you, so that people get a glimpse of who you are as soon as they walk through the door. This 'first impression' delivers a social hi-archy, and is a key reason so many palettes are created and how we get to define ourselves.

Colours should allow us to express ourselves in the way we intend them to. Some will crave attention, some will divert it away. Follow your own style!

The Avant brand proposition means that you must be seen to be leading the way in colour, design and trend - your consumer expects you to do this for them.



Simplified palette

By adding too many finishes in what is an already complex space, you run the risk of making it even busier. Your eyes will only deal with a certain level of complexity before they get stressed, so if this room has *'too many things happening'* then it has the potential of creating a hostile setting. Not what we need in the kitchen (or indeed any room)!

Reducing the amount of finishes, will allow you to obtain a more sympathetic, manageable and connected design. Creating a fluid transition not just room to room, but person to person.



Simplified palette

Core/Base colour tones - 60%

This base colour (and/or texture) will set the scene for the whole room, creating the backdrop needed for the other colours and materials.

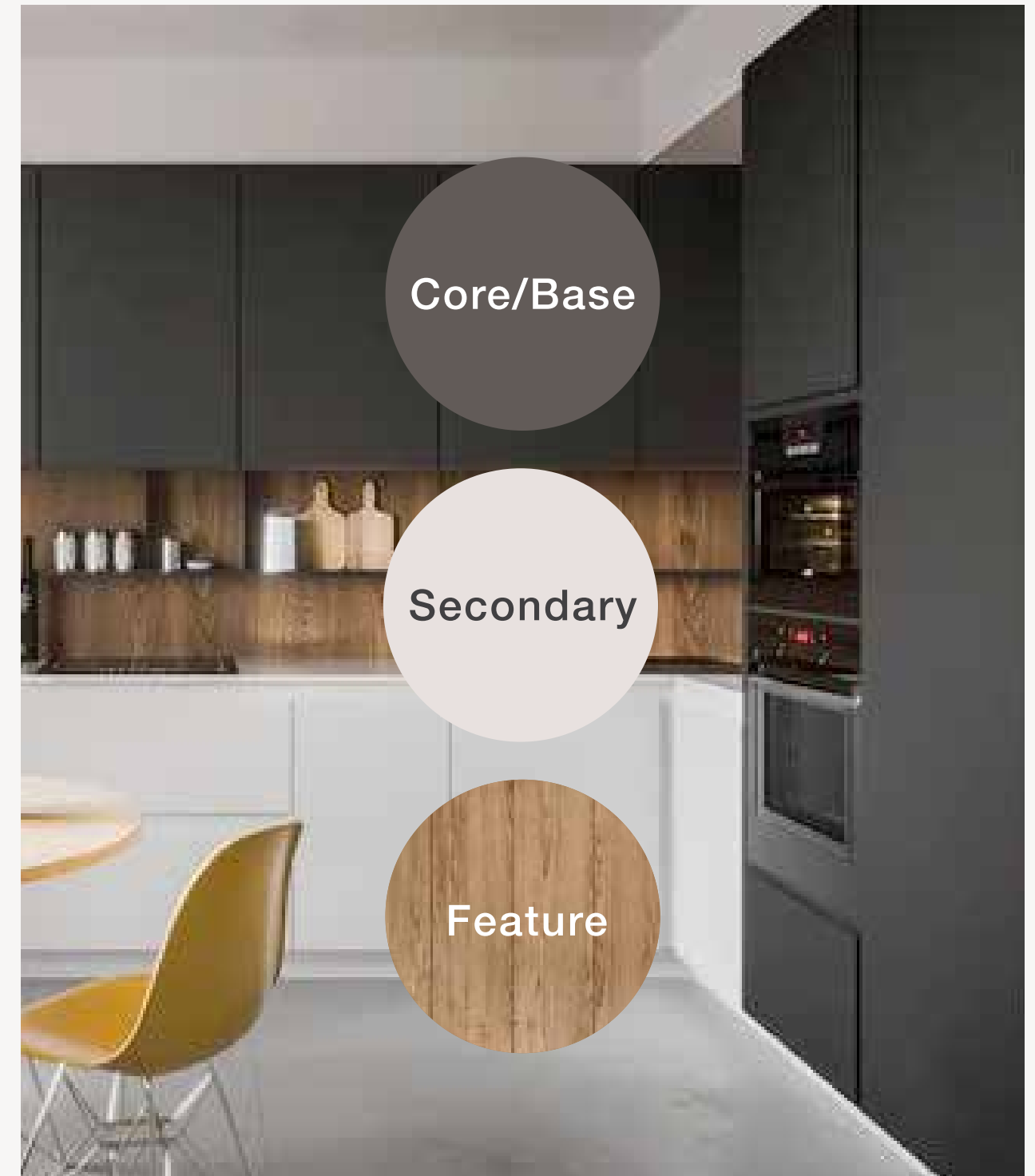
Secondary colour tones - 30%

This colour/texture will compliment the core colour and working in partnership with it to balance out the space.

Feature colour tones - 10%

This is our feature colour/texture which typically contrasts from the above, giving a focal point to the decor. This can be via colour as well as material.

With some palettes you will have the opportunity to increase the amount of finishes. When selecting items to go in your grouping, you want to ensure that they're different enough to create visual interest while still having a common thread to tie them together.





MAKE YOUR OWN RULES AND
TELL YOUR OWN STORY...

L

(L)IVE & BREATHE

E

(E)NTERTAIN

A

(A)GELESS

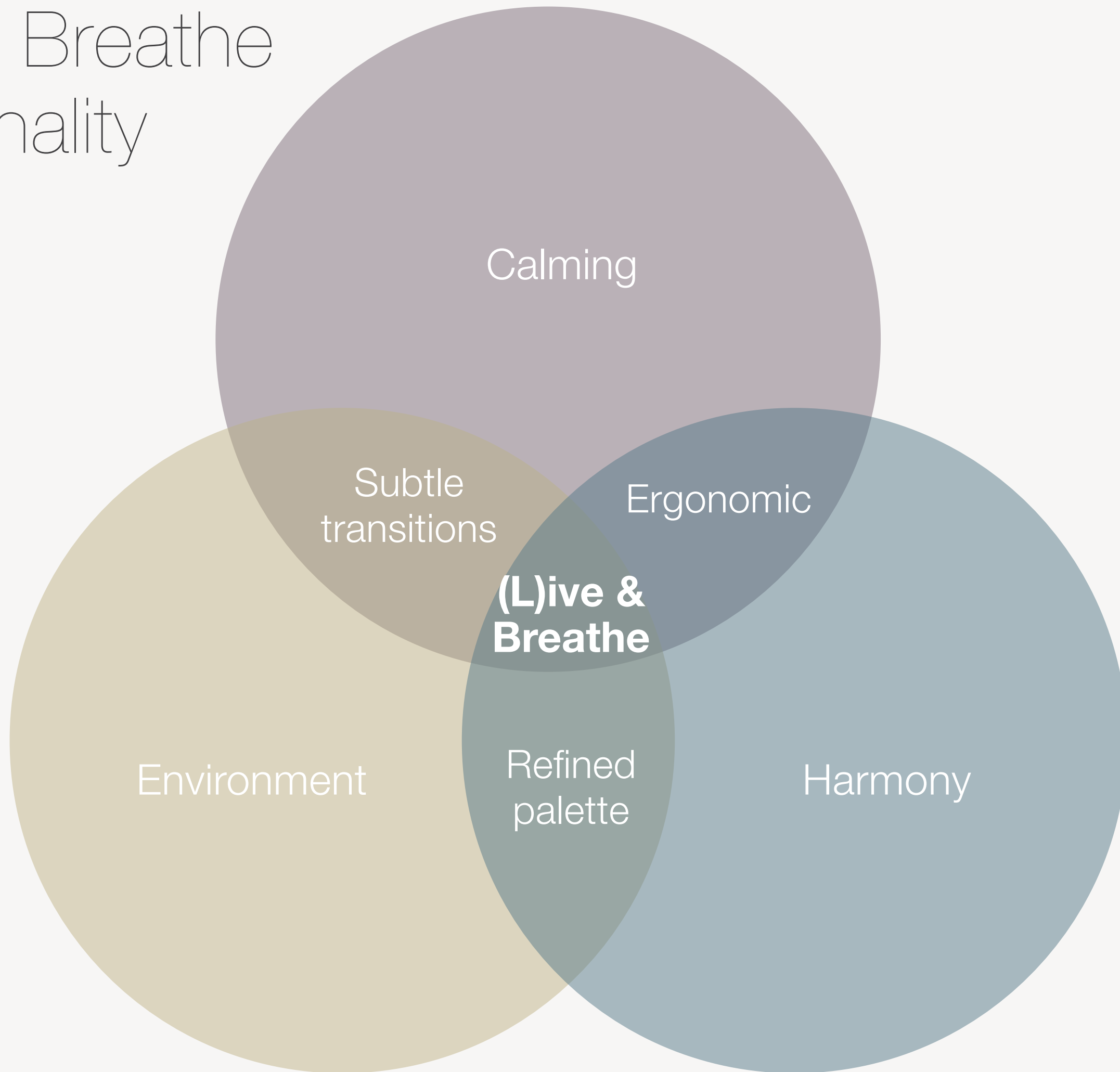
D

(D)ESIRE

T H E

W A Y

Live & Breathe
personality

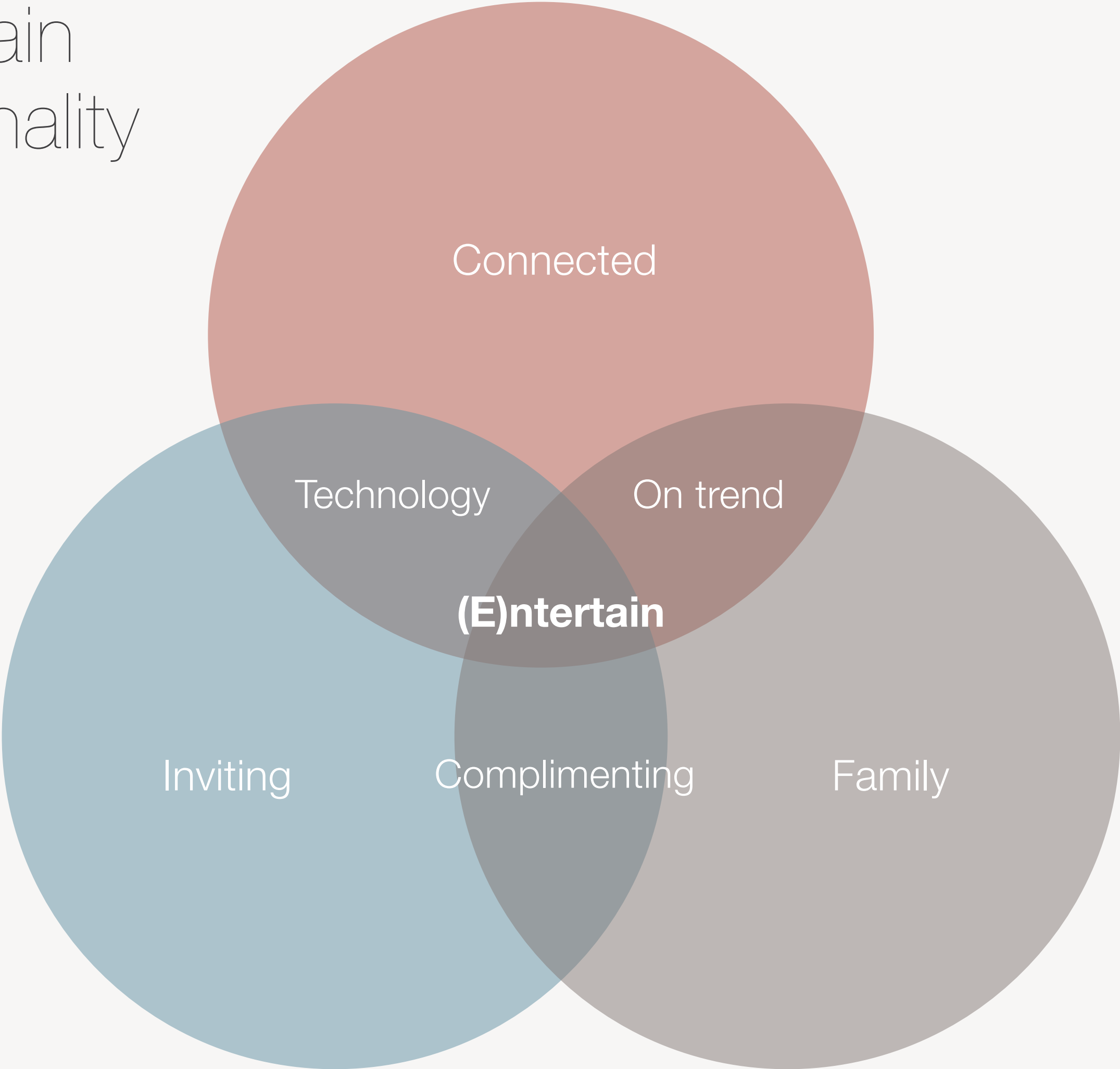






Live & Breathe
colour palette

Entertain
personality



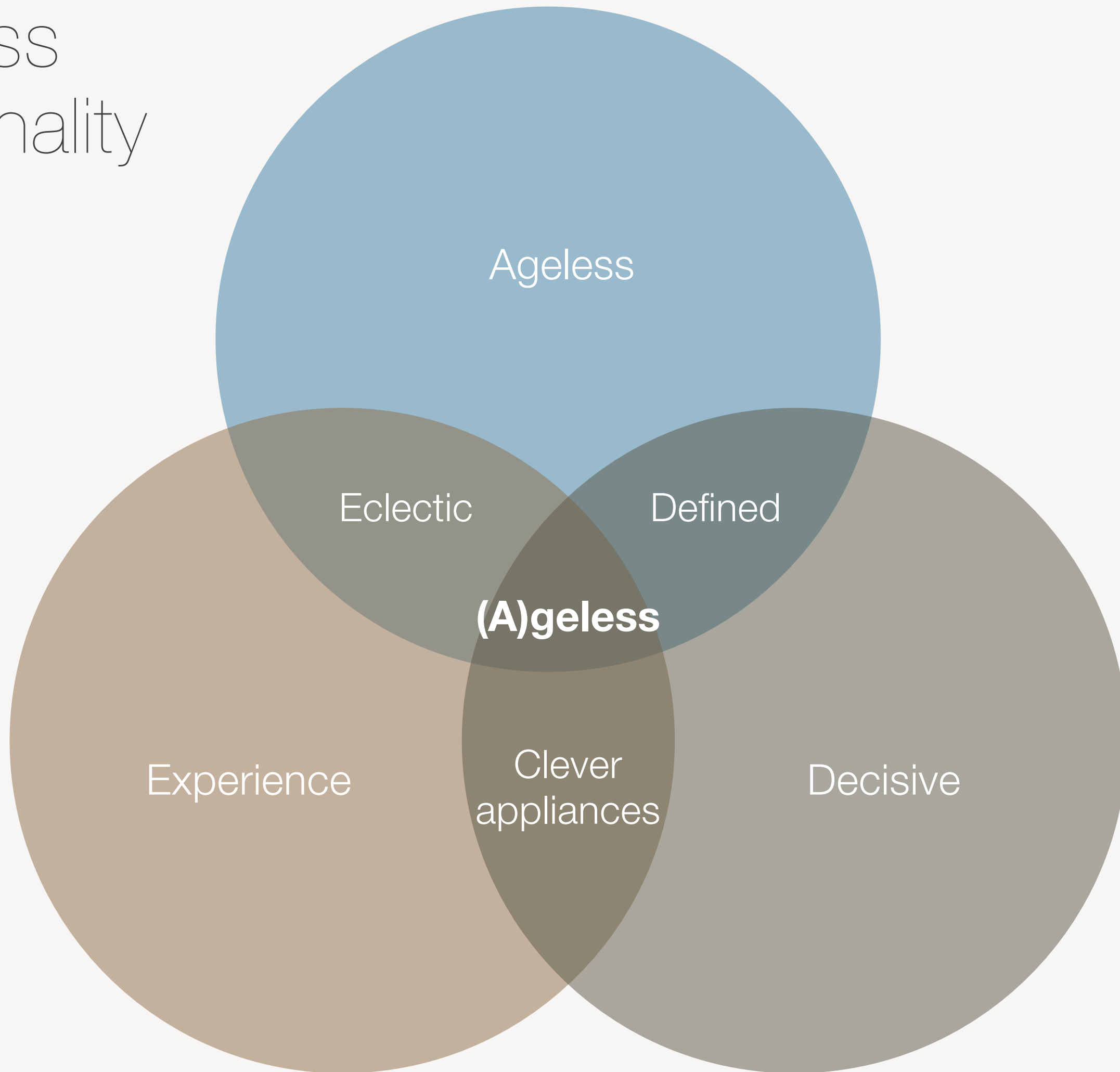
Entertain
colour combo's



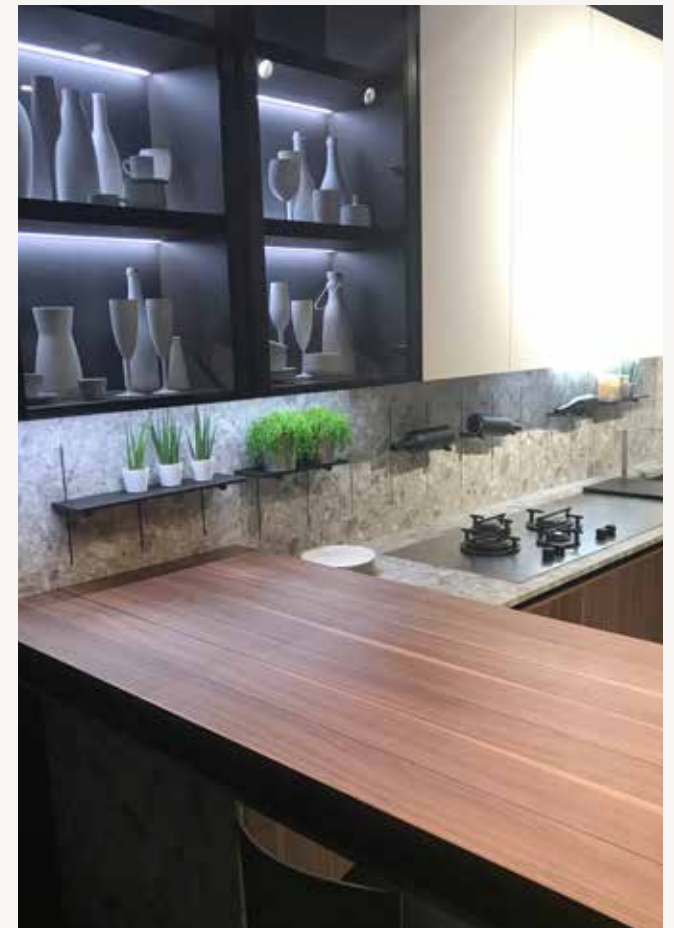


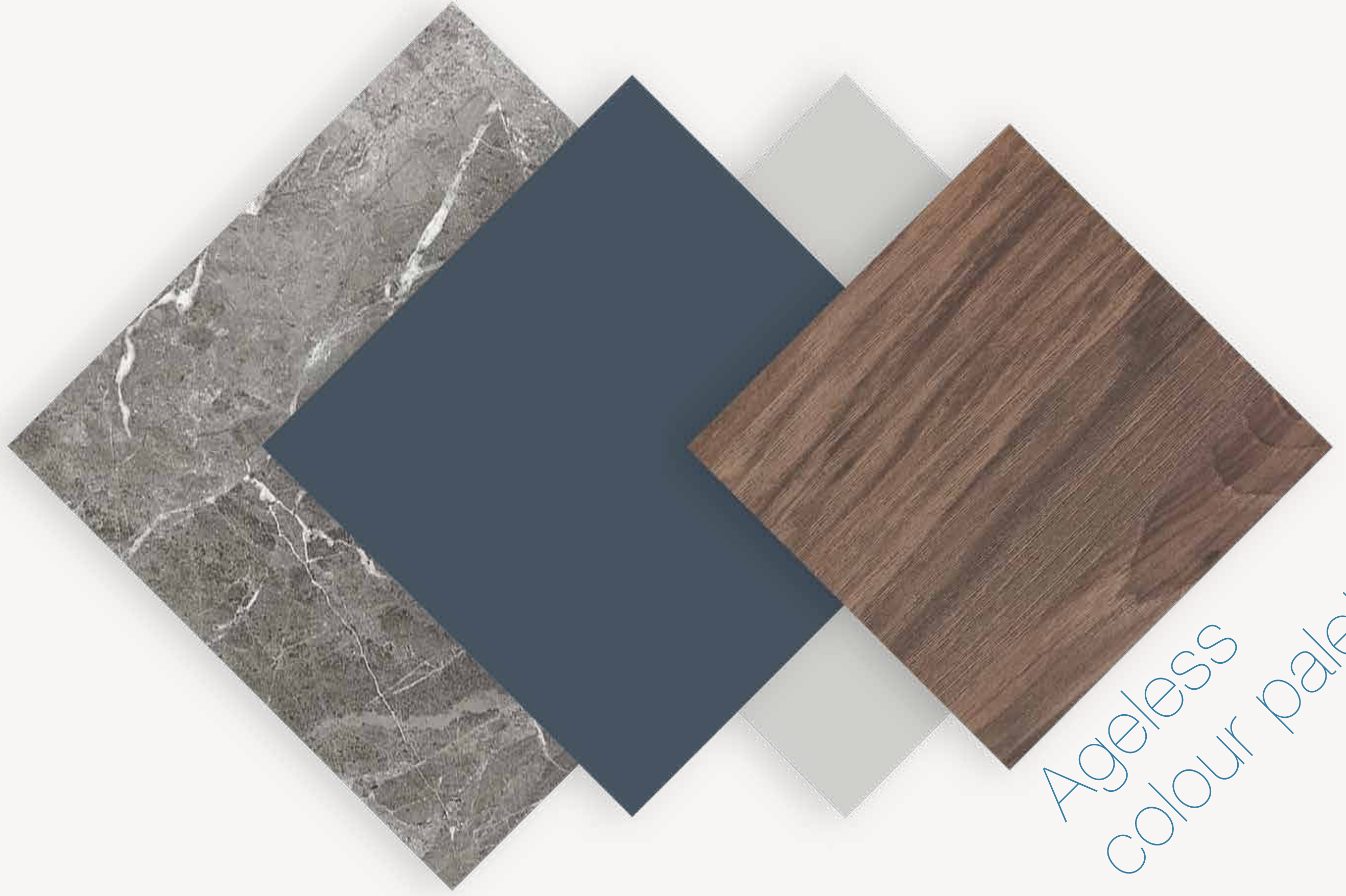
Entertain
colour palette

Ageless
personality



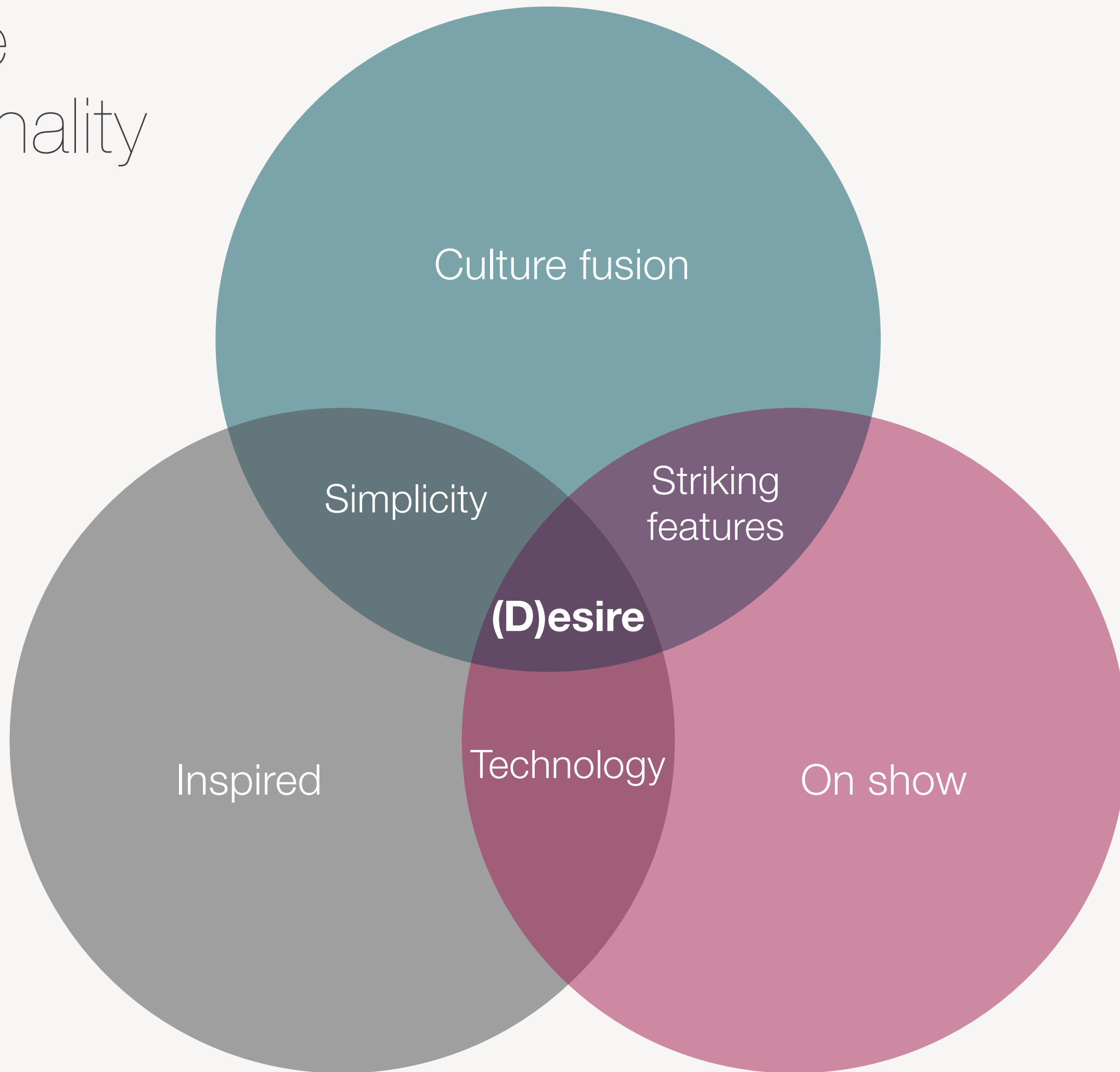
Ageless colour combo's





Ageless
colour palette

Desire
personality



Desire
colour combos





Desire colour palette



M19 family



connecting spaces

M9 design direction

Design opportunities

Design opportunities

How a space evolves, determines how we as a user evolves. Looking over the current designs, we strongly feel there are areas for further development, that will further maximise storage and create better fluidity within the space. Creating a stronger connection between a new buyer and their home.

As with any design, there is always a natural evolution of 'what is'...to 'what can be'!

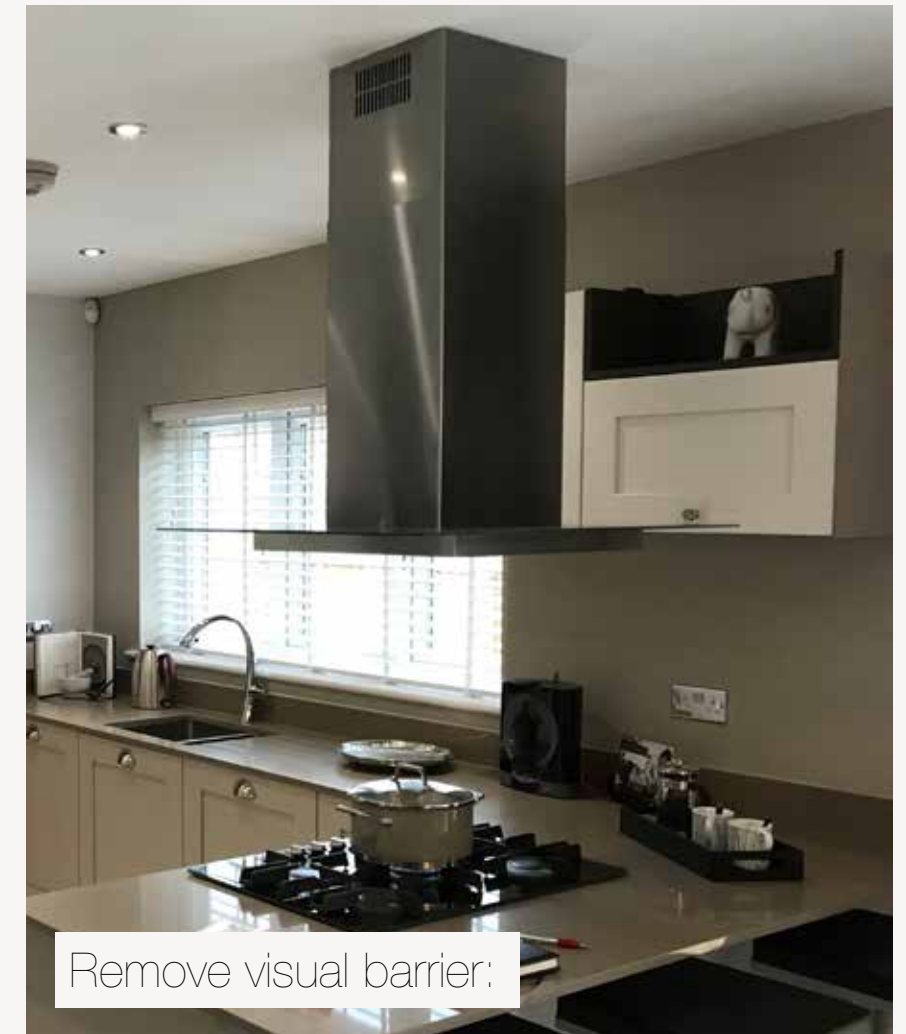
...What is



Maximise base & wall storage:



Floor to ceiling:



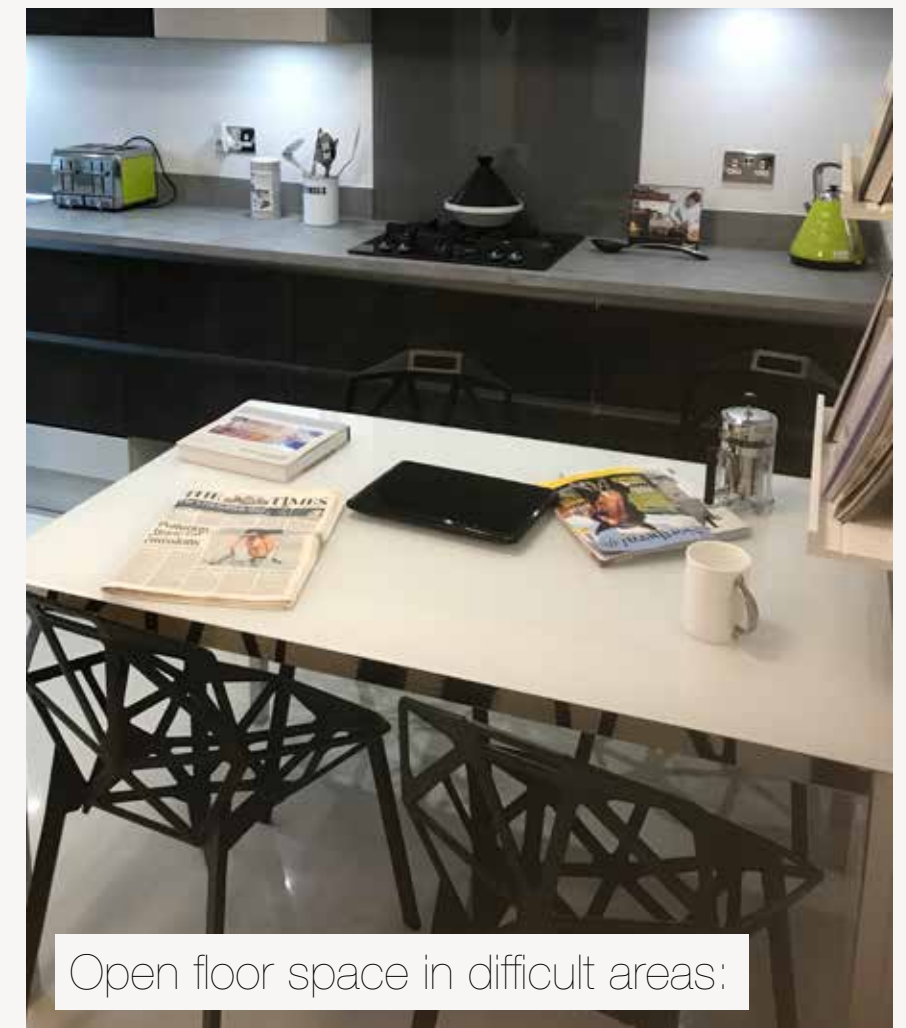
Remove visual barrier:



Matching / slimline work surface:



Increased work surface:



Open floor space in difficult areas:

...What can be



Tall wall units, extending to ceiling:

Simple 3 colour combinations:

Boarderless room divides:



Slimline work surface:

Flush work surface to cabinet:



Accented handleless design:



Flush sinks:

Use of brass finishes:



Overhead cabinets:

Colour matched cabinets to work tops:

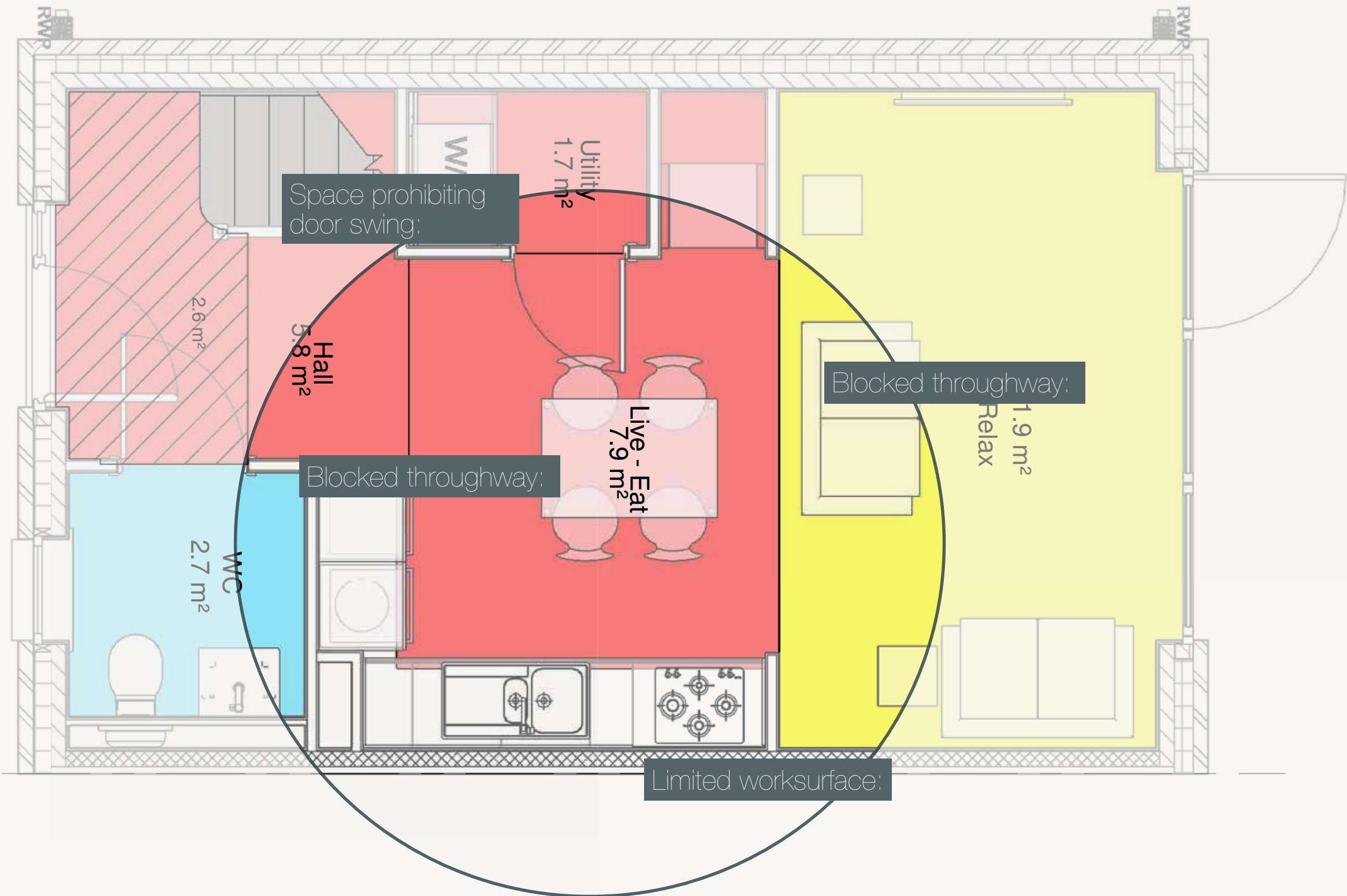


Colour matched carcass:

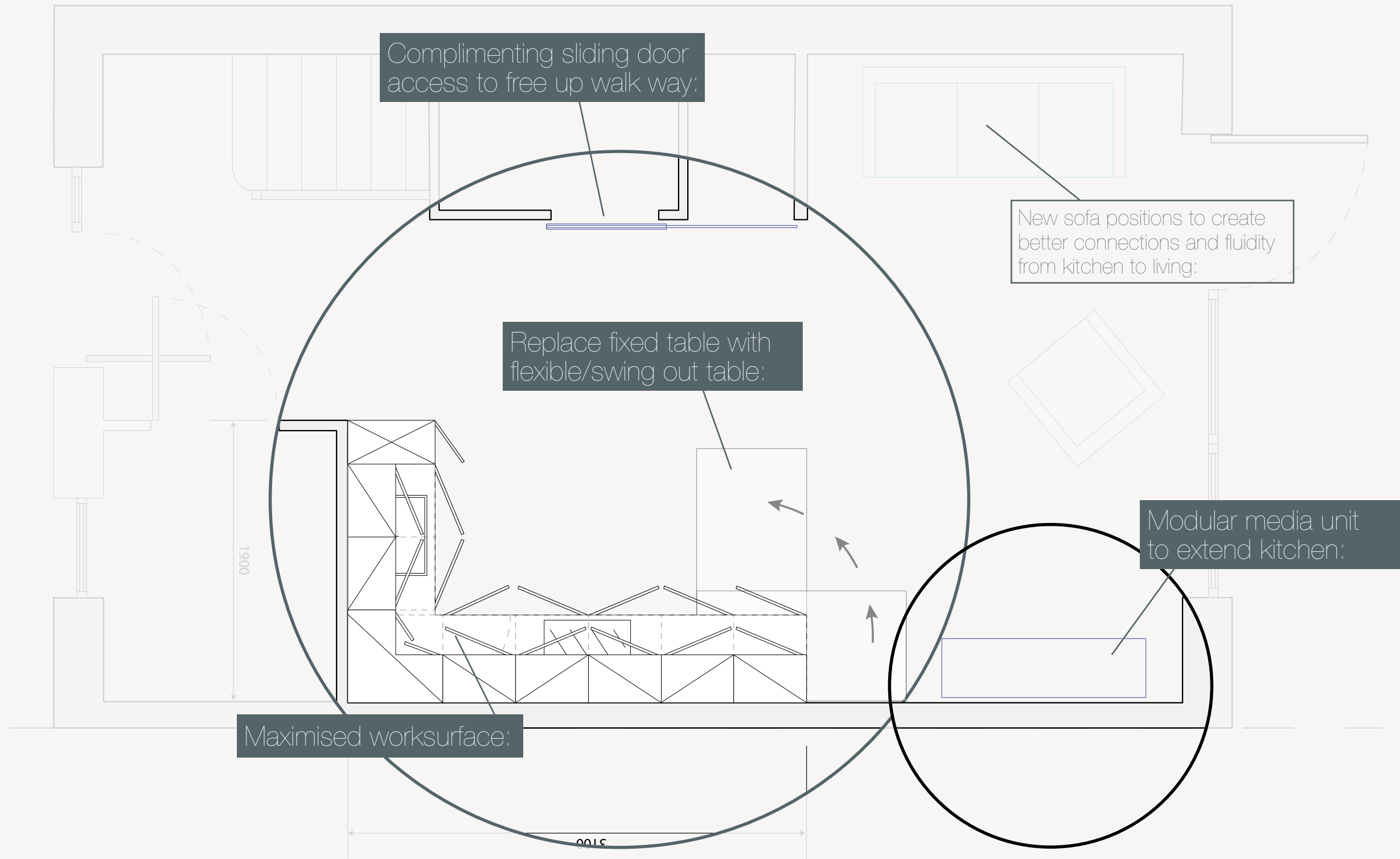
Floor to ceiling units:

...Perfectly planned

Current lay out - small L-shape



Seamless lay out - small L-shape



Seamless design



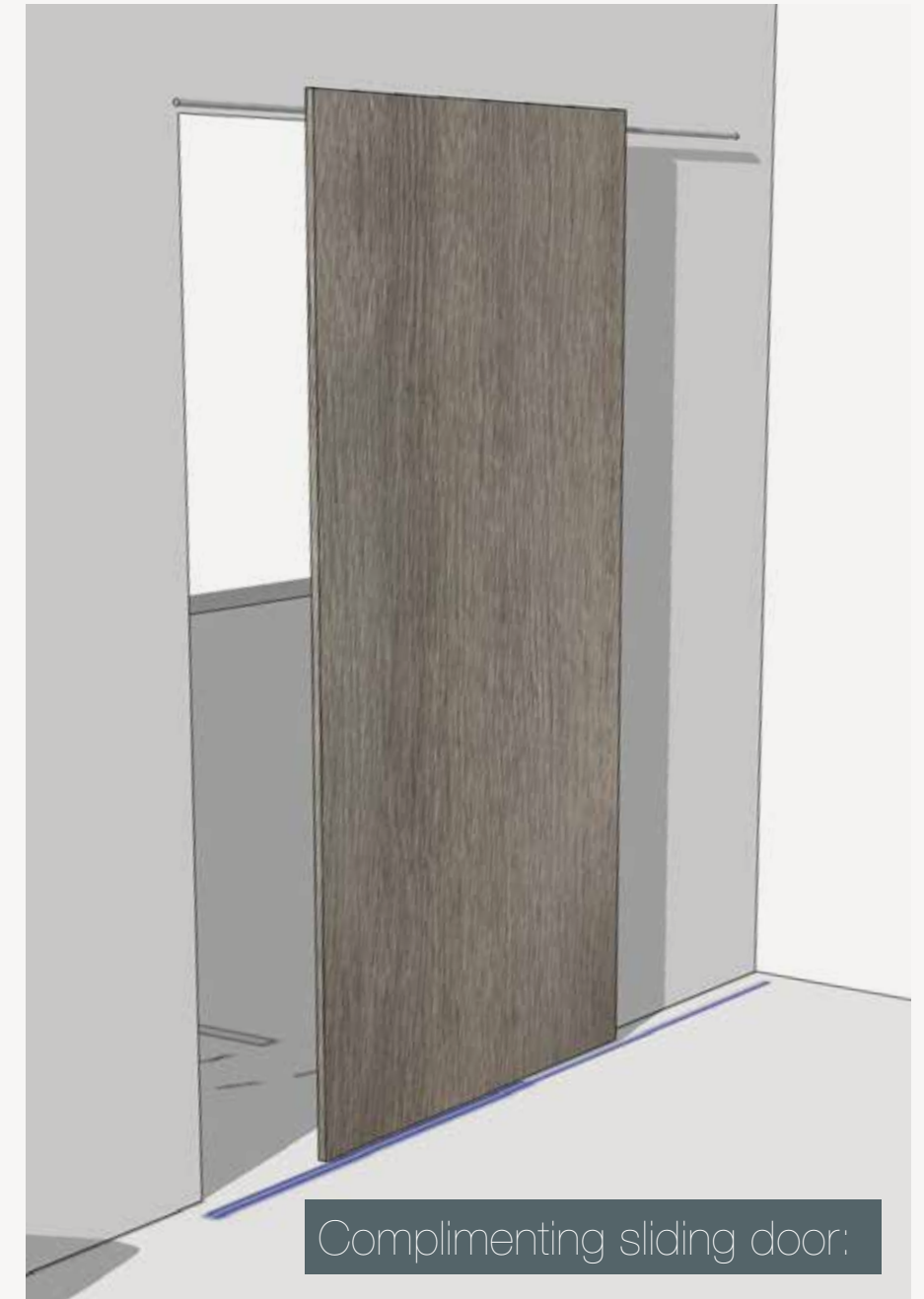
Seamlessly linked



Modular media unit:
Carcass based - Option 1



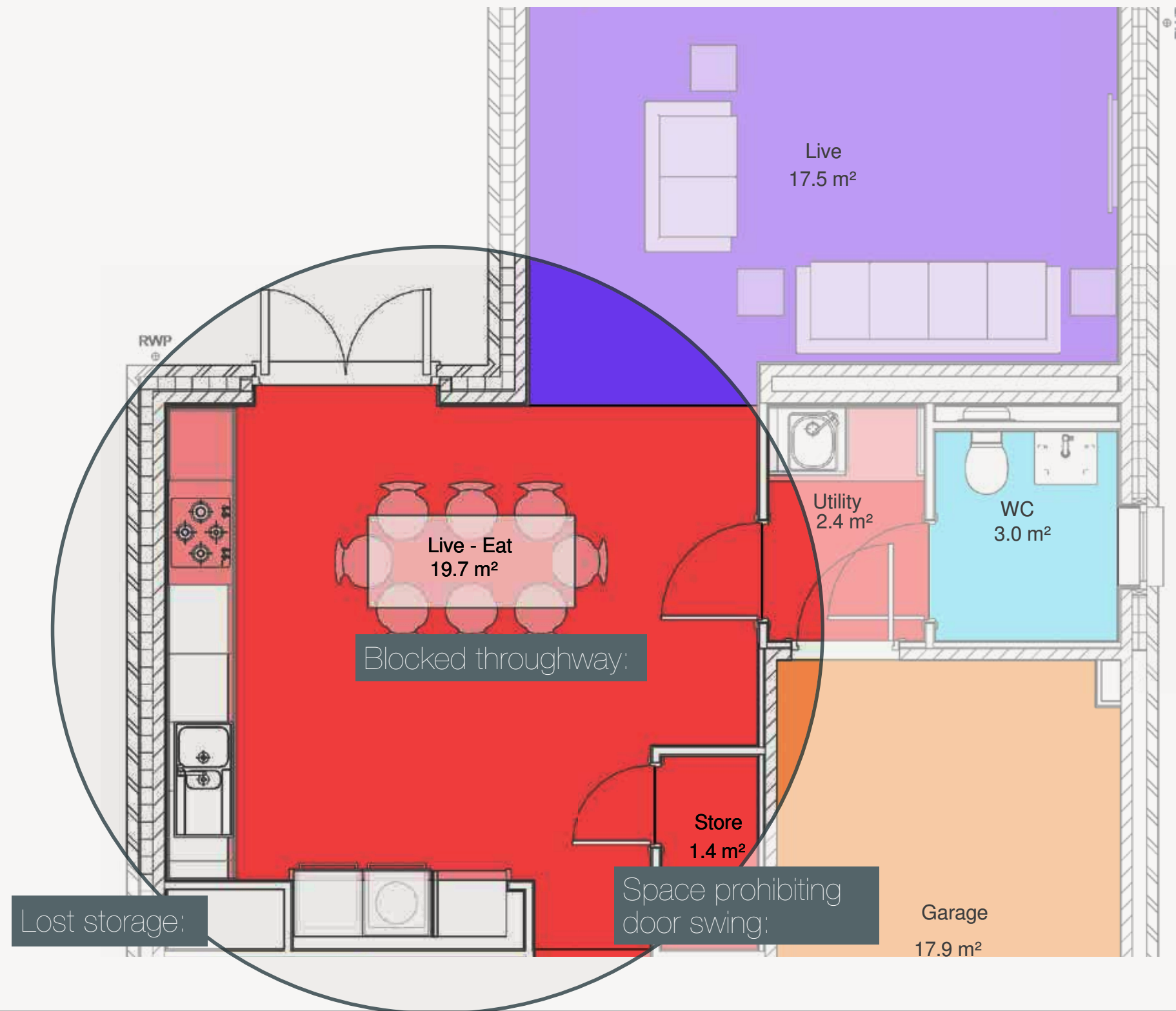
Modular media unit:
Stanchion based - Option 2



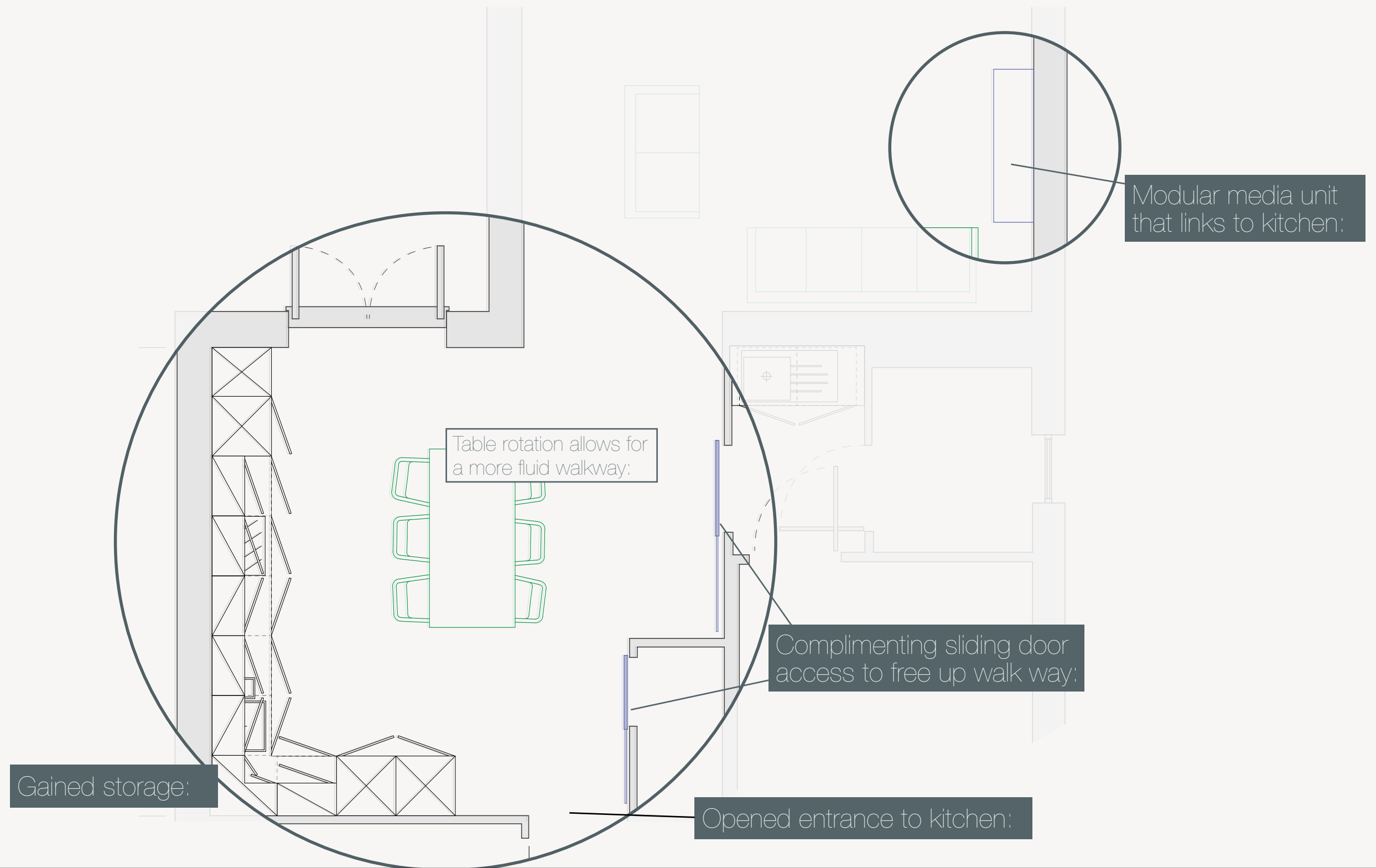
Complimenting sliding door:

Please note: The carcass based system is for visual purposes only.

Current lay out - large L-shape



Seamless lay out - small L-shape



Seamless design



Seamlessly linked



Modular media unit:
Carcass based - Option 1



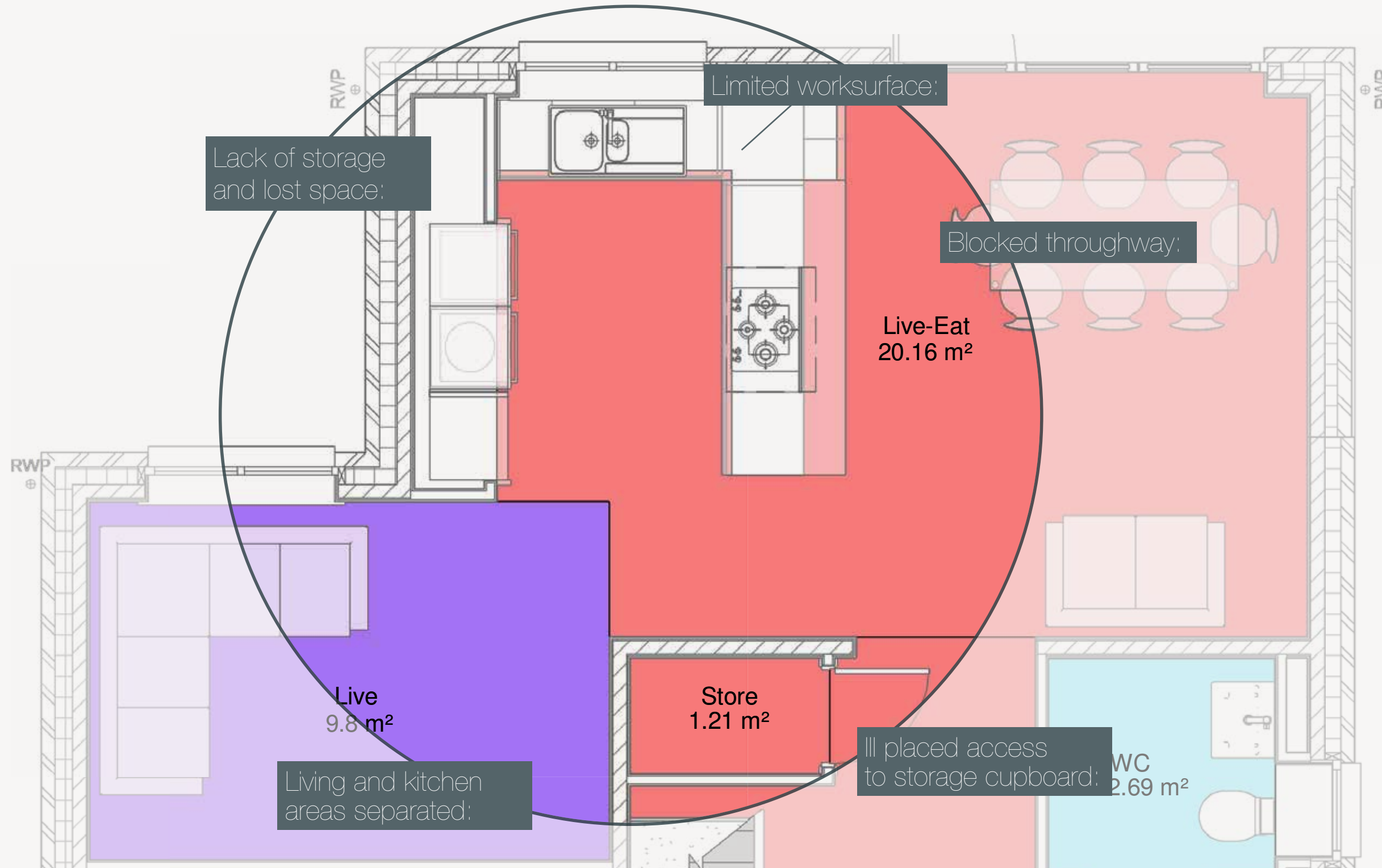
Modular media unit:
Stanchion based - Option 2



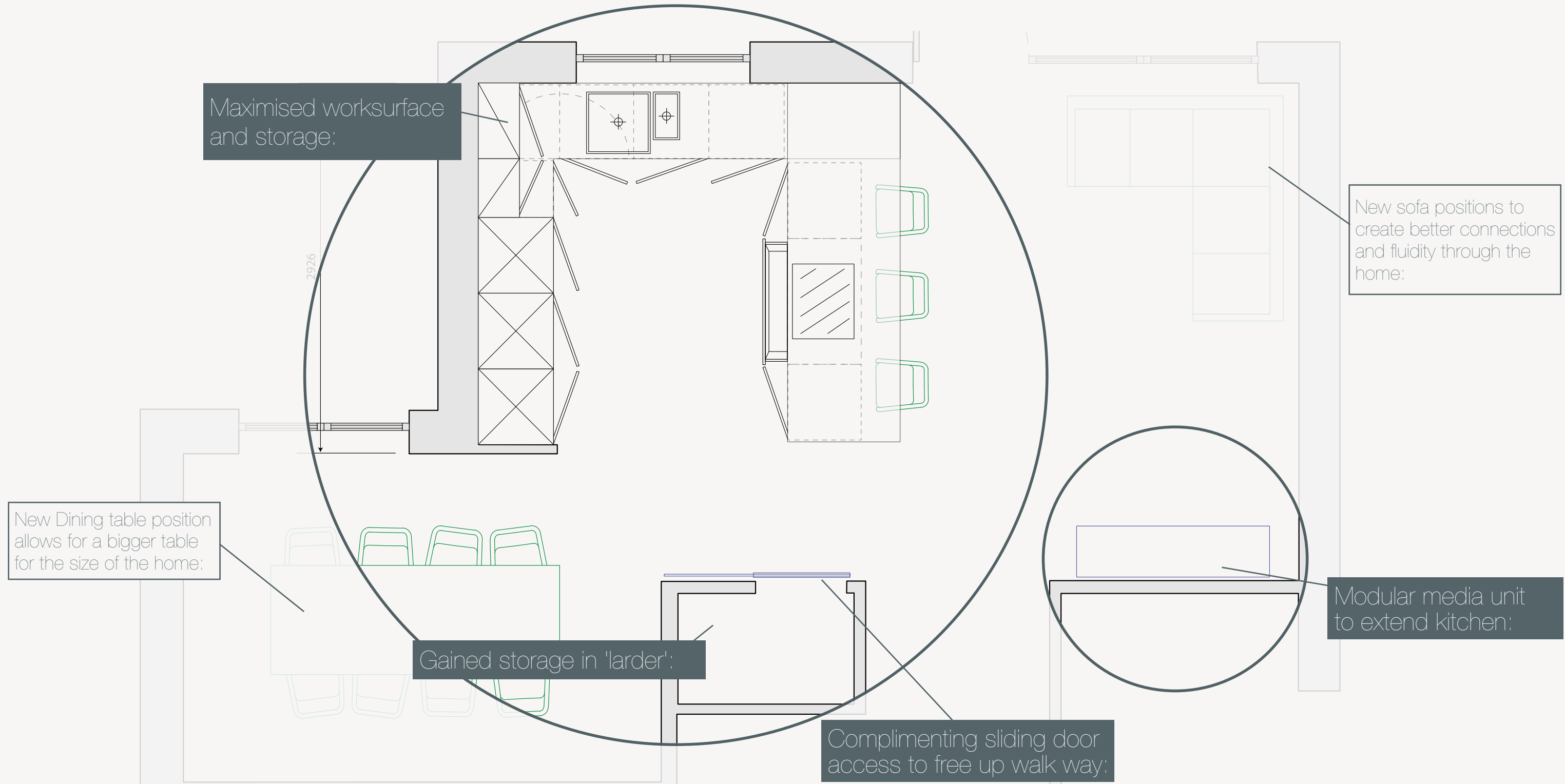
Complimenting sliding door:

Please note: The carcass based system is for visual purposes only.

Seamless lay out - Large U-shape



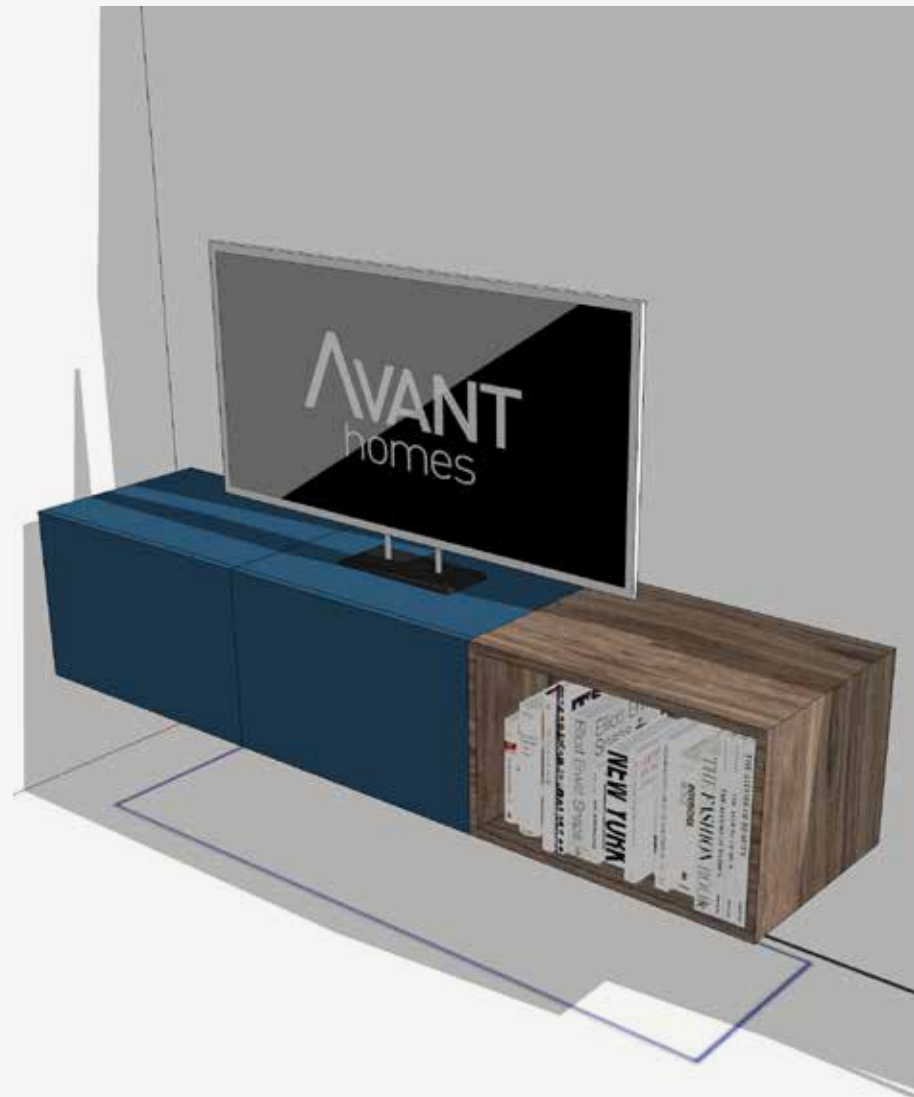
Seamless lay out - Large U-shape



Seamless design



Seamlessly linked



Modular media unit:
Carcass based - Option 1



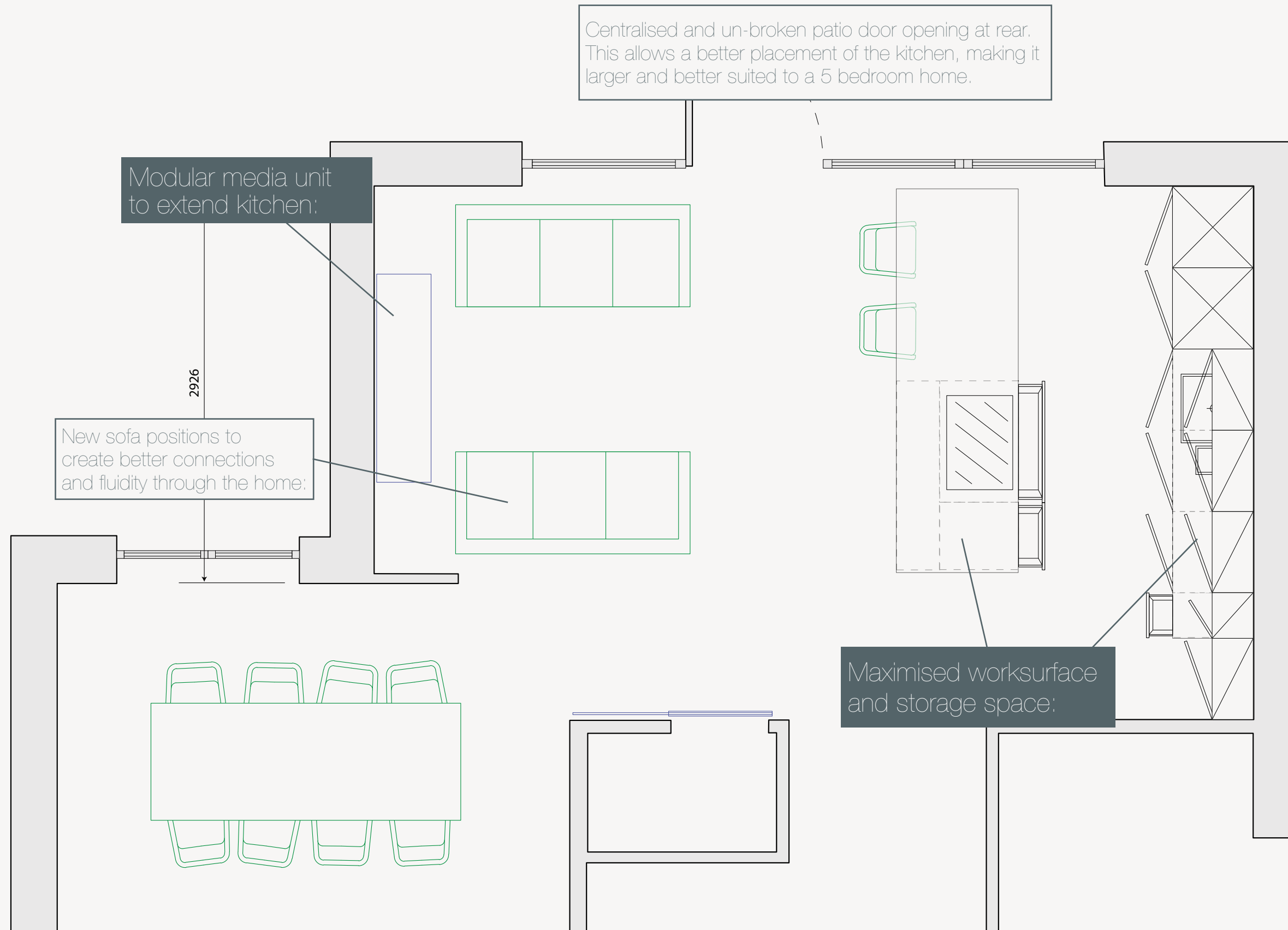
Modular media unit:
Stanchion based - Option 2



Complimenting sliding door:

Please note: The carcass based system is for visual purposes only.

With a little tweak here
and a nudge there...



Seamless design



With the new kitchen placement / layout, we are able to create a more impactful design with additional features, such as the extendable breakfast bar.

Maximised workspace and storage space:

Extendable breakfast bar:

Seamless design



personalised M9 design direction

Added value to the Avant brand

Added value

Working with aligned suppliers to add unique products that further brand building / reinforcement opportunities for Avant homes.



Be the first

To gain additional work surface space in the kitchen designs we have looked at solutions that can both give us this additional room, but also be innovative. Using appliances like this multi purpose sink design that allows the drainer to sit inside the bowl itself, Avant can be seen to be addressing both in one go.



big ideas

What are the next big things?

Big ideas

We all have big ideas when it comes to design. We have had a few at Home Decor as to possible opportunities / added value items that we intend to look into, but we want this to be the opportunity to get more down...



Summary

- Design direction.
- How to use our storage know-how to in the kitchen area a more seamless approach to moving from kitchen to living.
- Next steps:
 - Evolve designs and build mock ups?
 - Review how the products can be sold to maximise consumer uptake.
 - Portals.
 - Microsites.