

READY FOR

A BOLD

NEW LOOK?

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• COMMERCIAL INTERIOR DESIGN

LAYRD



WEDNESDAY

WEEK 5

BLOCK C

BURN: ALT LEVOM 40:20

BUILD: CHEST

9 Mins

- | 1 | Cardio Machine | 40-50 |
|---|---------------------|-------|
| 2 | Mountain Climbers | 40-50 |
| 3 | Walk Through Lunges | 40-50 |

Complete as many challenges of the workout as possible in 40:20. Alternate exercises each minute.

- | 1 | Double DB Flyes | 8-12 |
|---|----------------------|------------|
| 2 | Decline Banded Flyes | 8-12 |
| 3 | End Range ISO Hold | 15-30 Secs |

Focus on proper form. Perform every rep with as much "tension" as possible. Allow for 2-3 sets.

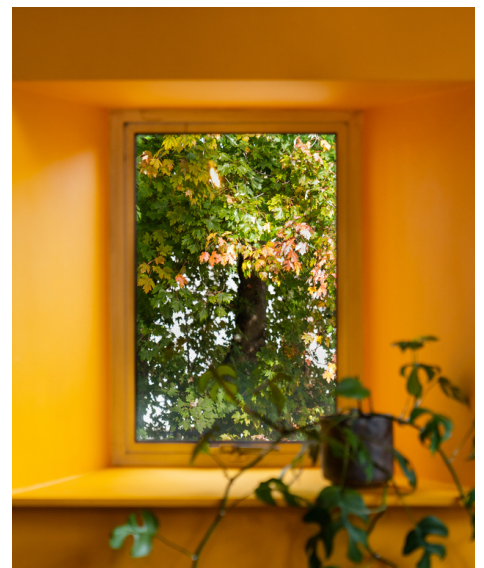


MEET LAYRD DESIGN



Layrd Design is a team of experienced and creative designers offering bold, character-driven design packages and fit-out works nationwide. Our team specialise in commercial interior design for workplaces and offices, gyms and leisure destinations, hospitality venues and retail spaces.

This guide is designed to present you with an idea of the kinds of spaces possible for businesses like yours, and to share our industry knowledge in order to support you with some of the considerations that come with commercial interior design.



GYM AND WELLNESS DESIGN



「 FLOATWELL 」

Floatwell is a floatation centre and wellness space, located in a beautiful Victorian terrace in the heart of Cambridge's city centre.

In 2022, Layrd Design were tasked with transforming this formerly residential period, 90sqm property into a multifunctional and welcoming space that allowed for floatation pod rooms, saunas, massage room, yoga studio and therapy rooms - as well as a reception area and kitchen.

Taking 18 weeks to complete, Layrd Design provided the full interior design, and furniture, fixtures and equipment supply. The scheme utilised a neutral colour palette, paired with a deep Floatwell green in keeping with the business's branding, and natural flooring throughout.





The property's existing floor boards were also uncovered, sanded back and stained in a dedicated effort to repurpose the space's existing materials. Since the floatation pods weigh several tonnes, structural elements were required to ensure floors were secure and capable of carrying the load.

The user journey was of significance to the space, which is set over three floors. The scheme needed to ensure that the circulation zones were in-keeping with the overall design. Signage on walls and doors provide crucial wayfinding for visiting customers, and were designed to guide users around the space unassisted. and the scheme

The introduction of brass fittings adds to a feeling of elegance within the scheme.







TOP TIPS FOR GYM AND WELLNESS DESIGN

What should you consider when planning a new scheme for your gym or wellness space?

First impressions are key - and ensure your interior scheme has an **immediate impact** on your customers as soon as they arrive.


Think about the location of your reception area. Can you see the gym floor from it? This can help **entice people in**.

Use colours, interior branding and design to make your customers **feel a certain way**. Orange can invoke enthusiasm, yellow and red motivation, whilst greens and blues can be soothing.

Lighting is key to **creating an atmosphere** and changing the way people feel. Soft downlighting or surround lighting for mirrors can create a more peaceful effect.

Think about the **customer experience** - how do visitors move through the space? What do they interact with? How might they feel along the journey?

Ensure your colour scheme or theme **flows throughout all of your spaces**, including changing areas and toilets.





EVENTUS22



Eventus 22 is a trainer-led gym and community based in Bury St Edmunds, East Anglia - committed to delivering life changing gym experiences and a holistic approach to fitness and wellness.

Layrd Design completed the interior design and fit out scheme for Eventus 22 at the end of 2022 - taking a 425sqm, dated industrial unit and transforming it into a bold and energising space that empowers and motivates gym members.

The existing architecture of the building was used to help shape the colour scheme of the space. The angular paint is designed to show movement and energy - and the interior scheme is consistent from the reception through to the changing rooms and gym floor, making the space fully coherent and immersive for each visitor.



SHOWER

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OUR PROCESS

01. DESIGN BRIEF

An initial meeting to understand your needs, and address key requirements for your project from the very beginning.

02. CONCEPT DESIGN

This will be presented in the form of sketches, layout plans, images, and basic visuals.

03. DEVELOPED DESIGN

The agreed concept is developed into working drawings. These become the basis to produce a finished design.

04. SPECIFICATION & COSTS

A full and detailed costing package will be curated so you can review the breakdown of all costings.

05. WORKS PROGRAMME

A schedule of works is produced to accurately forecast day-to-day operations on-site.

06. PROCUREMENT

In alignment with the agreed design specification and works programme, all orders are placed.

07. ONSITE FIT-OUT

We will implement the full design scheme, working alongside various trades to achieve the highest quality finish.

08. PROJECT HANDOVER

The project will be signed over to you after a final review and only when our exacting standards are met.

ON A MISSION TO CREATE SUSTAINABLE SPACES

Ensuring the spaces we create are designed with sustainability right at the heart means we can take accountability for our environmental impact and aim to limit it as much as possible.

We often speak to businesses who want to know how they can transform their spaces without compromising the environment. So what are some of the key things to consider?

Use what you already have

Telling businesses to strip out everything they already have and to replace with brand new is environmentally damaging in itself. Sustainable interior design should focus in large part on working with what is already available, and an innovative design team can work to incorporate those existing materials creatively, or advise you on how to enhance those spaces sustainably and cost effectively.

Choose cradle to cradle

Making environmentally responsible choices throughout an interior design project is fundamental, and finding *cradle to cradle* products even more so. This is defined as the design and production of goods in such a way that, at the end of their life, they can be truly recycled; either up-cycled into a new product, or returned to the earth through safe and non-toxic decomposition.

Sustainable suppliers

There are some great suppliers out there who are working innovatively to re-use and give new lease of life to existing products. Look for pre-loved schemes that buy and reupholster or re-stain second hand furniture, and take-back schemes for goods such as carpet tiles who recycle the materials back into their manufacturing process. It's also possible to source beautiful surfaces made from recycled plastics and wood, and sustainable fabrics made from ocean waste.



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THE IMPORTANCE OF INTERIOR BRANDING

Interior branding is so much more than adding a logo or sign - and is often the most overlooked part of creating a company brand.

What is interior branding?

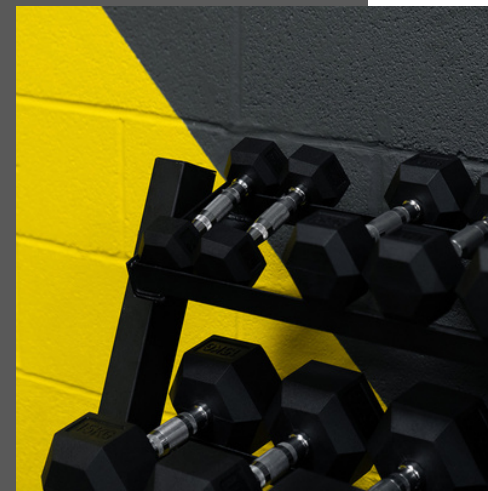
Brands are encoded in physical environments - whether we like it or not. Every location in which customers might interact with your brand - a reception, a changing room - makes an impact on them. Interior branding is simply ensuring that your spaces are designed with your brand values in mind - it's a worthwhile investment that can help you stand out from the crowd.

What should businesses consider when it comes to interior branding?

How is your brand communicated to customers in the layout, finishing materials, colour and lighting of your interiors? Is there consistency binding your identity together? All of these elements must work together to form an on-brand engaging experience.

Where is the best place to start?

As early as possible in the design process! You may want to brainstorm descriptive words for your brand, and ensure that your interior scheme could also be described with those same words. Work with your interior design studio to connect all elements and contributors to the business and design as early as possible. Get on the same page as quickly as you can - this will inform a cohesive design direction.





LAYRD

DESIGN

PORTFOLIO



Completely bespoke interior design services
for a suite of commercial industries



「DOUCE」

Douce is a an innovative and unique five-seat Salon, Cafe and Bar.

On a strict budget, Douce sought a visionary yet functioning design that met all the neccessary regulations.

The result is a very welcoming space, with warm earthy tones throughout - enhanced by walnut surfaces, concrete floor, and a colour scheme featuring dusty pinks, deep greens and coffee colours. Layrd designed a curved bar that was compact and functional to allow for both coffee service and alcoholic drinks. The front of this is clad in stainless steel in a nod to the Douce's Air-Stream mobile salon and is now located close to the their concept salon.



CAMBRIDGE UNITED



In the summer of 2022, Layrd Design completed the full interior design and refurbishment of the Executive Hospitality Suite at Cambridge United Football Club, in collaboration with Regent Construction Cambridge.

The brief was to ensure that the boardroom and lounge spaces better represented the Club, in a more modern and impactful way - transforming the existing white shell into a vibrant and unique setting that showcased both the sport and the city.

Featuring timber wall panelling, a custom bottle bar, and large wall art, this new scheme with its bold colours and contemporary furniture delivers a high end experience to guests on match days and beyond.



WHO WE ARE

MEET THE TEAM

We're a team of experienced and creative interior designers, with specialisms in workplace, gym and leisure, hospitality and retail design.



WILL MAYES
FOUNDER & DIRECTOR

Will has 10 years in the creative industry and started Layrd in 2019 with the vision of building a creative and engaging interior design studio. Will was recently awarded the Young Entrepreneur of the Year 2023 at the FSB awards.



EMILY GRAY
STUDIO MANAGER

Emily thrives in planning and organisation, she is passionate about team culture and wellbeing are top priorities.

She is experienced in running professional events and is taking the lead on these for Layrd Design.



ELEANOR PENNY

INTERIOR DESIGNER

Eleanor is passionate about bringing sustainability & wellness into every aspect of design, with a keen eye for the finer details. As a designer, she is enthusiastic about understanding each client's unique vision, and bringing this to life.



GINA CLARKE

INTERIOR DESIGNER

Gina's design interests lie in creating bespoke, memorable spaces for all to experience. Colour and character are her forté. She believes that good design can change the world and keeps sustainability, inclusivity and wellbeing at the heart of her design ethos.



EMILY BATTEN

INTERIOR DESIGNER

Our Designer, Emily, believes collaboration and forward thinking to be the key to success in Interior Design. With a BA in Fine Art and Design and a Master's in interior design, Emily looks at her designs with a fun and colourful approach which matches her outgoing and social personality.

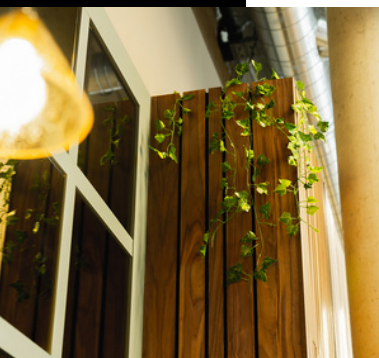
WHAT WE DO



Our commercial interior design, furniture supply and full onsite fit-out services include liaising with all contractors and suppliers, and project management.



This allows you to have one point of contact at Layrd Design, who will manage the onsite team - ensuring your scheme is implemented on time and to the highest level of detail.



We are passionate about what we do and work closely with each client to produce bespoke, carefully managed interiors that fulfil the needs of both the client and user.

BOOK A FREE CONSULTATION

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Email: willmayes@layrddesign.co.uk



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CONTACT US

If you are looking for design advice or have a project you would like to discuss with us, simply give us a call or email us - **we would love to hear from you!**



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