

# KLUUVI

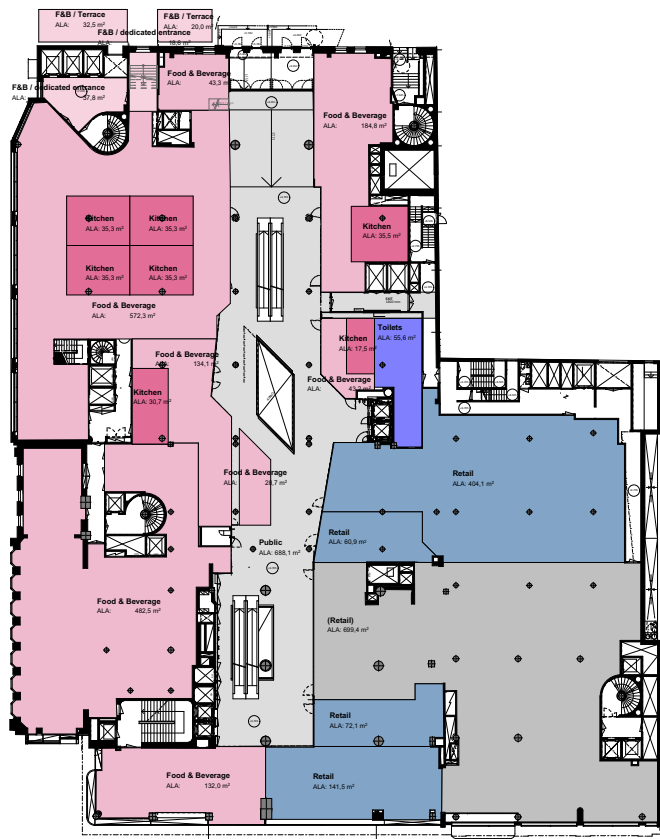
CONCEPT DEVELOPMENT

15.11.2018

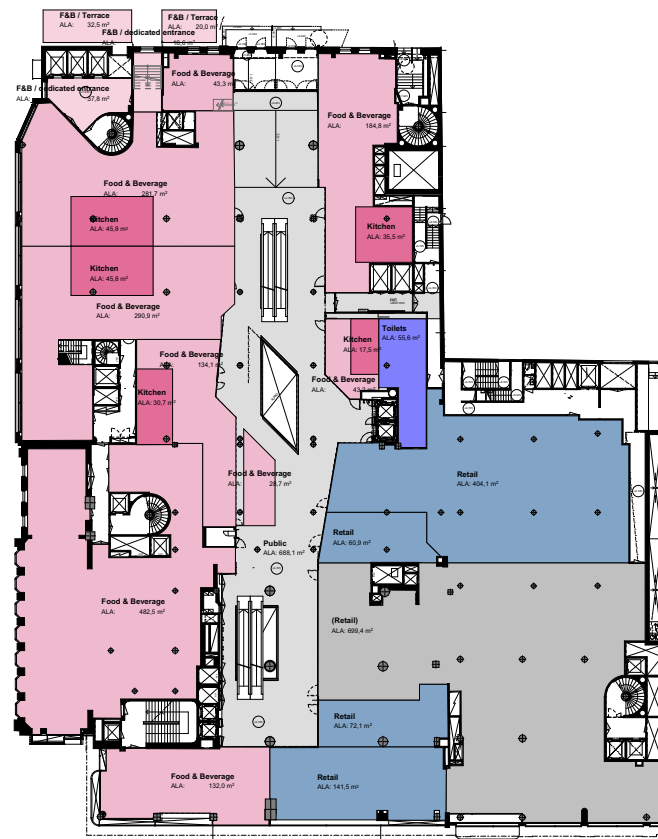
KLUUVI **AMERIKA**

# MASTERPLAN





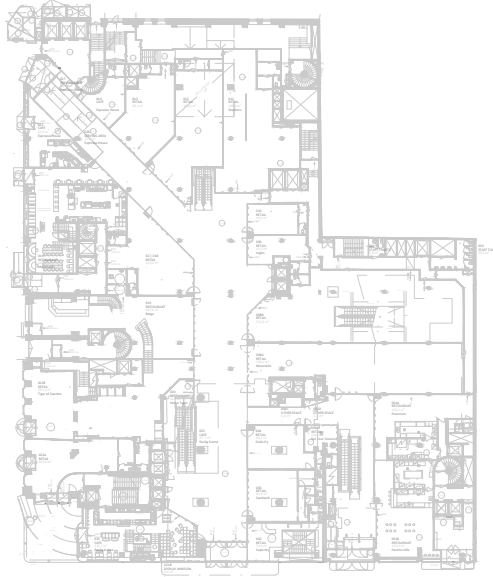
2nd Floor, version 1



2nd Floor, version 2

**4 216 000 VISITORS PER ANNUM (2017)**

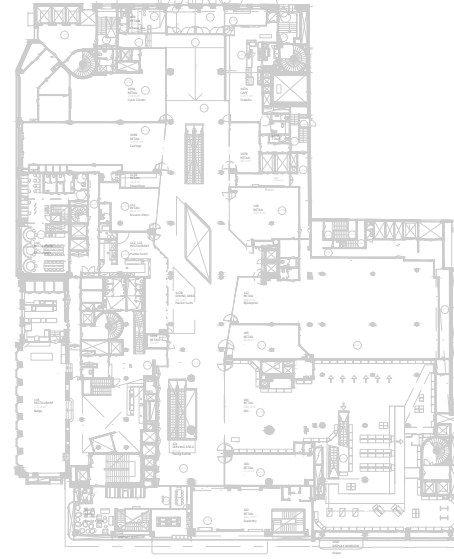
**16%** ▲



**30%**

**14%**

**15%** ▼



# KLUUVI ENTRANCES

Unified and simplified solutions to create a distinguishable and welcoming look.

## Aleksanterinkatu

- Copper cladding
- Renewed lighting
- Higher entrance doors
- Renewed signage
- New led-screen



**PRELIMINARY**



## Yliopistokatu

Combined doorways (two wider instead of four narrower)

Copper cladding

Renewed lighting

Renewed signage



PRELIMINARY



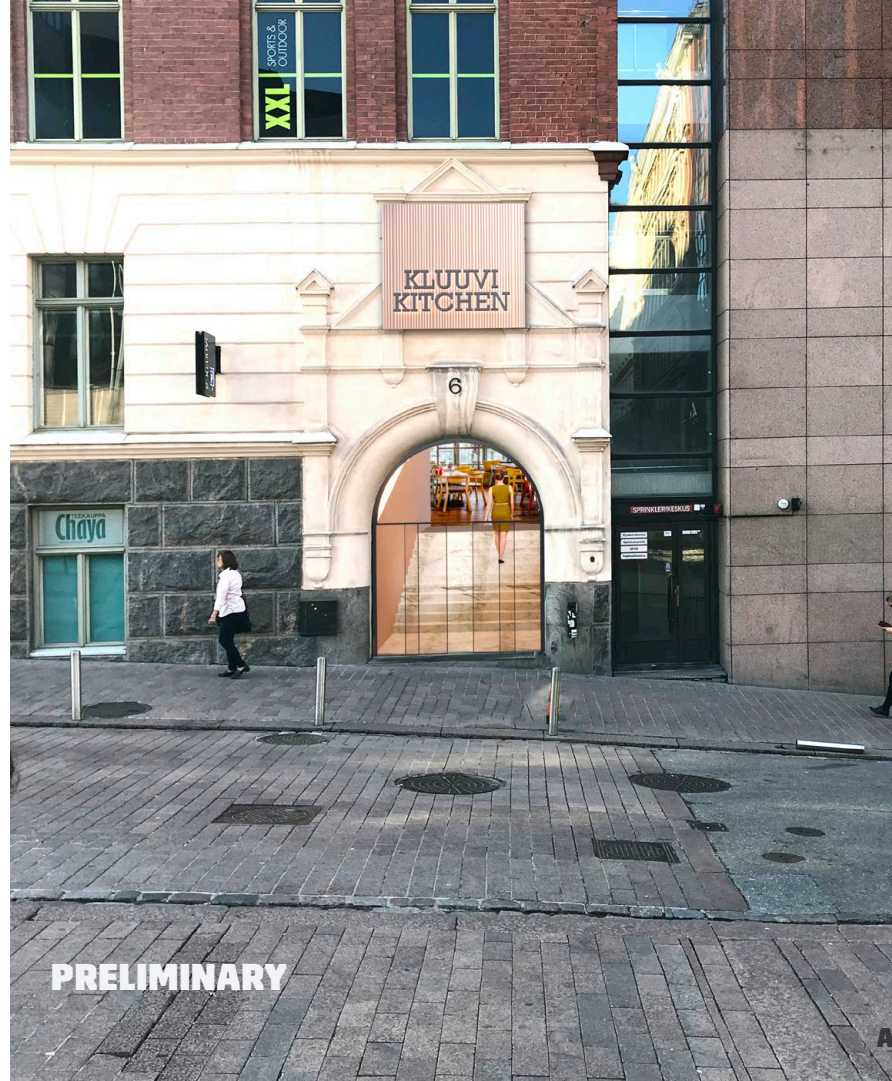
## Kluuvikatu

- Copper cladding
- Renewed lighting
- Renewed signage
- Open view to 2nd floor restaurant area
- Relocated LED-screen



## Kluuvi Kitchen/ Yliopistonkatu

A dedicated entrance for the restaurant area





## KLUUVI MATERIALS

"Kluuvi" = A bay turning into a lake,  
nature in movement

### Natural and warm materials

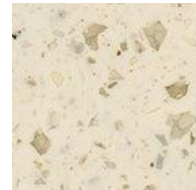
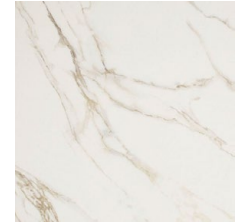
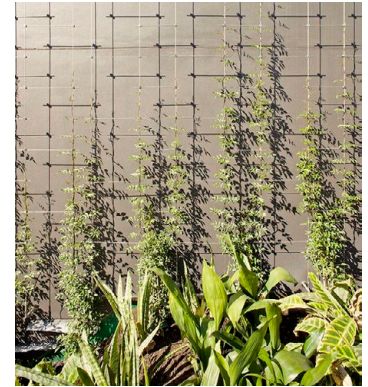
Inviting and attractive

### Neutral colours

Striking, but leaves room for brand and  
storefront visibility

### Light shades

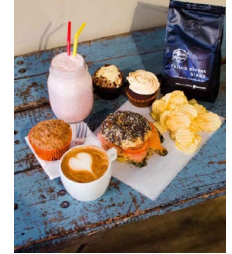
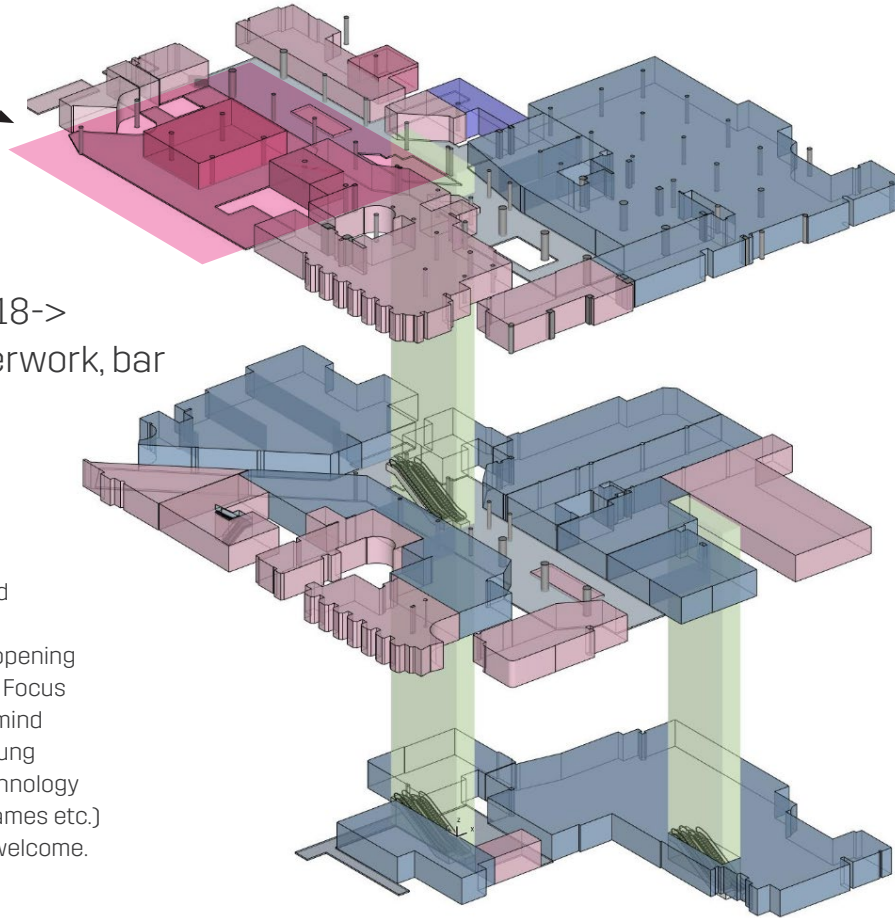
Add lightness to overall feel



## KLUUVI KITCHEN

- Young urban
- Women and men 18->
- Lunch, dinner, afterwork, bar
- Contemporary

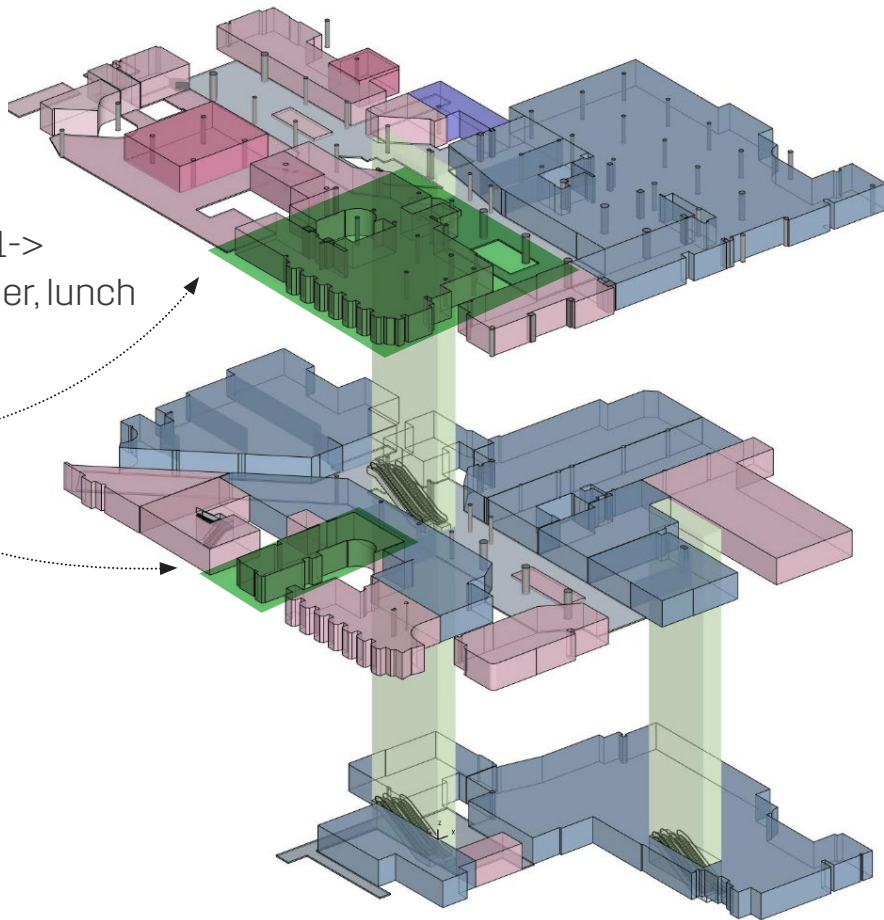
A new addition to Kluuvi Food & Beverage offer. Fresh and contemporary menus, wide opening hours, a social meeting spot. Focus on the young and young-in-mind target groups in the area, young professionals, game and technology companies (Reaktor, Next Games etc.) and students. Families also welcome.





## BELGE

- Traditional
- Men and women 31->
- Afterwork, bar, dinner, lunch





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A combination for  
a wide target group

**KLUUVI**

**AMERIKKA**