

ARTHUR'S TORONTO

INITIAL CONCEPT + DESIGN DIRECTION
JUNE, 15TH 2022



- SITE CONTEXT
- GUEST PROFILE
- THE CONCEPT & DESIGN DIRECTION
- PLANS
- PRELIMINARY 3D

STUDIO
MUNGE

WE DO MORE THAN INTERIOR DESIGN.

We think beyond walls and floors and imagine the shared experience.

WE CREATE MORE THAN PRETTY PICTURES.

Studio Munge creates the energy that audiences respond to and brings businesses to life.

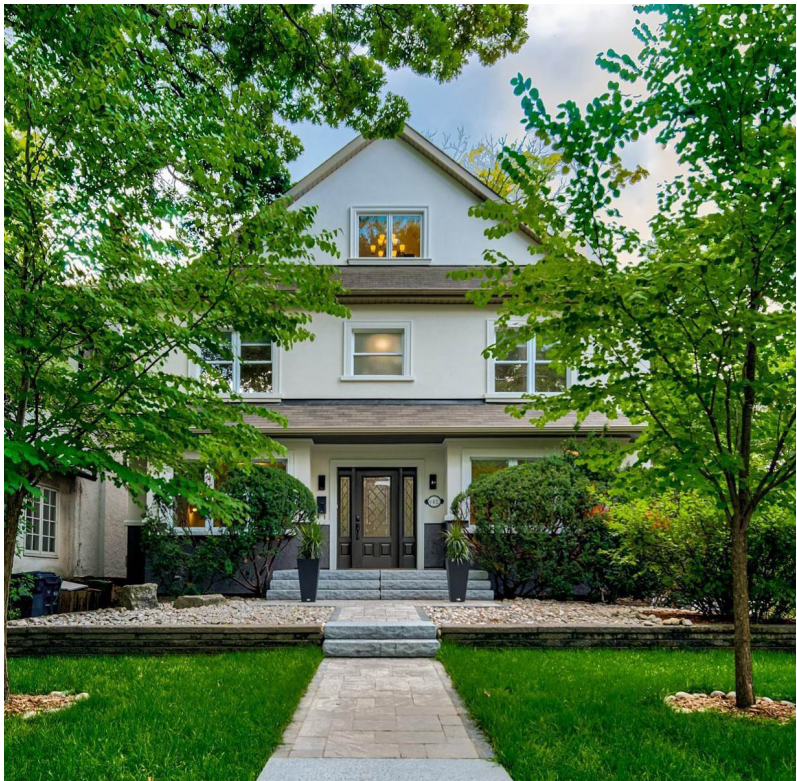
Since 1997, we have been positively impacting the communities and cities we design in.

WE IMAGINE EXCITING SPACES.

Spaces that people want to be a part of. We have a keen insight, foresight, and passion for the flow of design that brings a space to life.

THE NARRATIVE | GEOGRAPHICAL CONTEXT - NEIGHBOURING AREAS

A City of Neighbourhoods



Yorkville

Forest Hill

North Toronto

St. Clair

Rosedale



Established

Sophisticated

Confident

Exclusive



Established



Sophisticated



Confident



Exclusive



THE NARRATIVE | THE CONCEPT - ALEXANDER MCQUEEN; *AN OVERVIEW*

ENERGETIC



Glamorous Materials

LAYERED



Draped in Sophistication

REBELLIOUS



Bold Shapes

INNOVATIVE



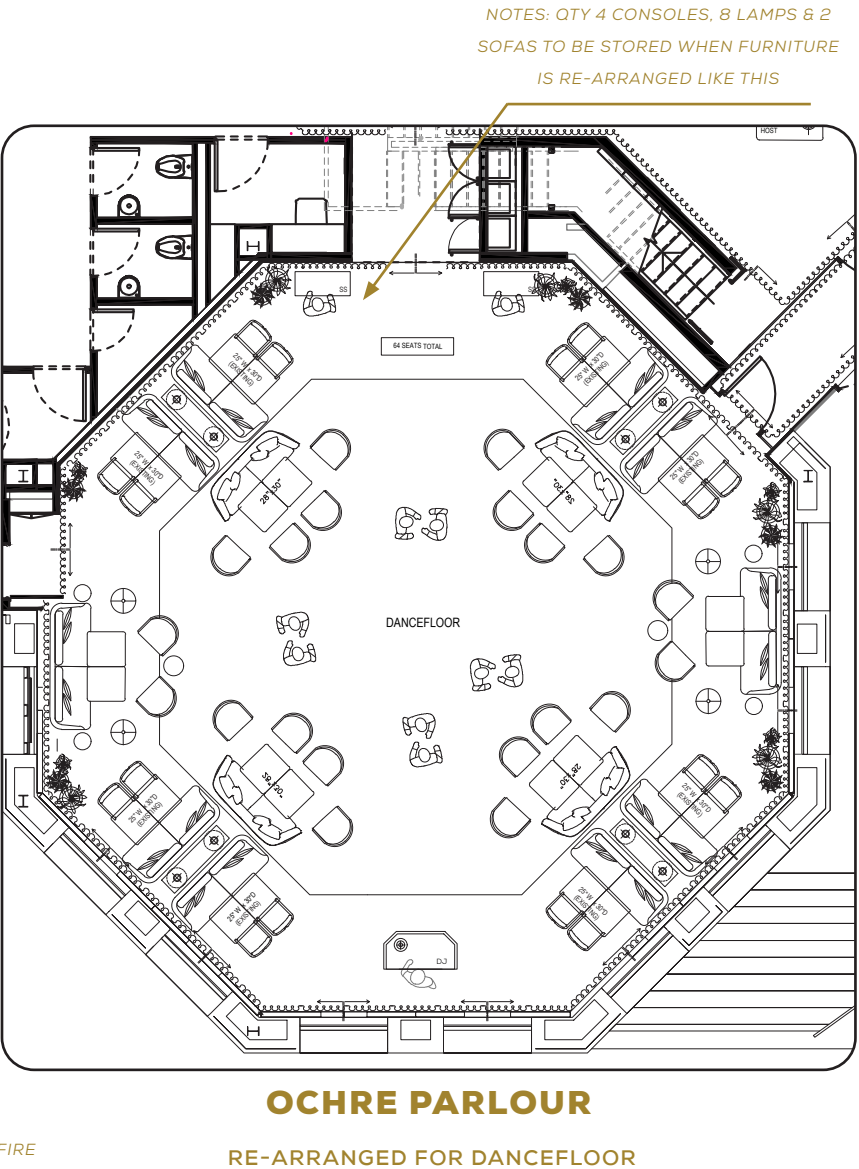
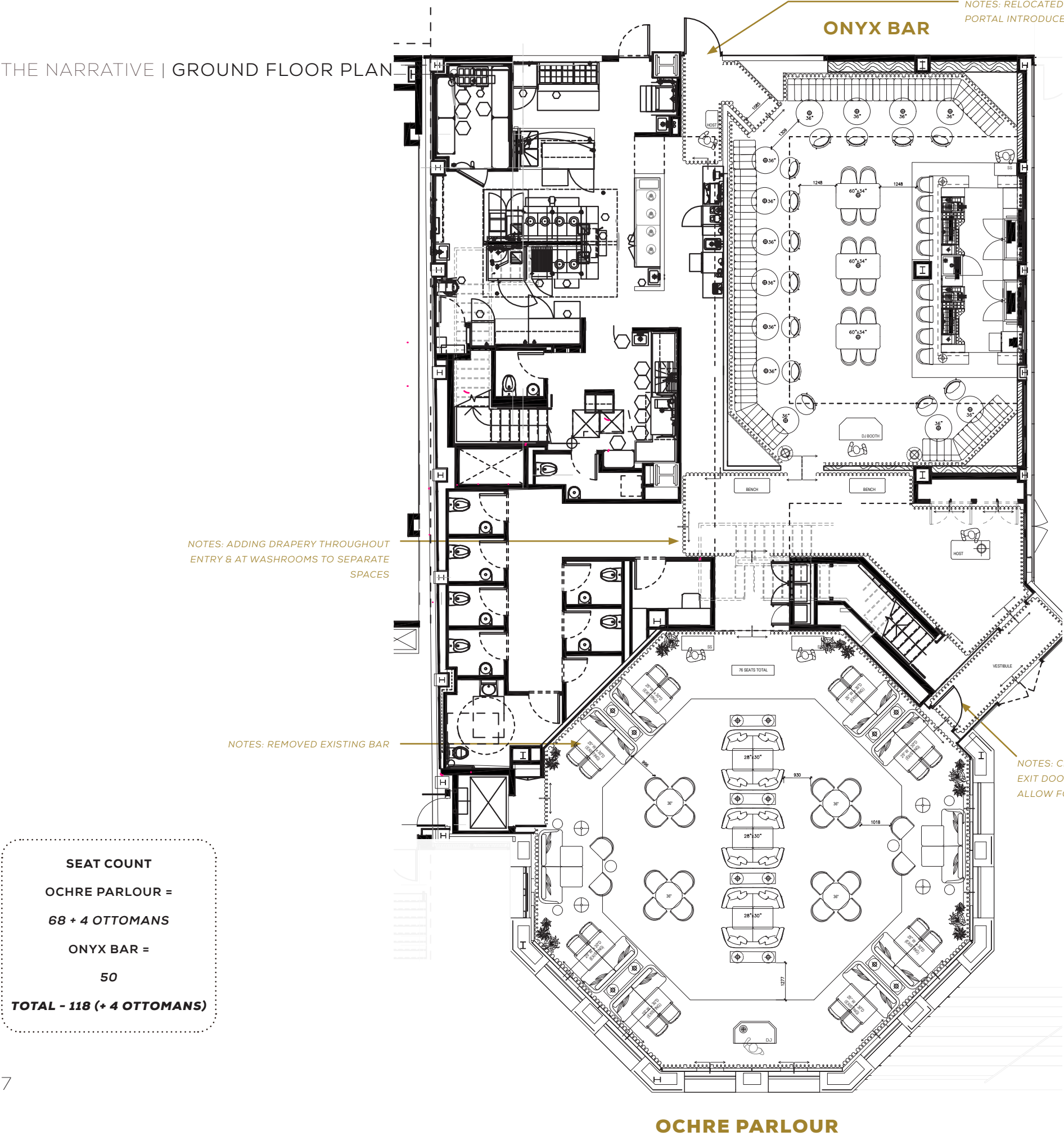
Statement Art

SEXY



Contrasting Transparencies

THE NARRATIVE | GROUND FLOOR PLAN





Decorative Hardware



Provocative Art



Textured Host Stand



Artful Decoration

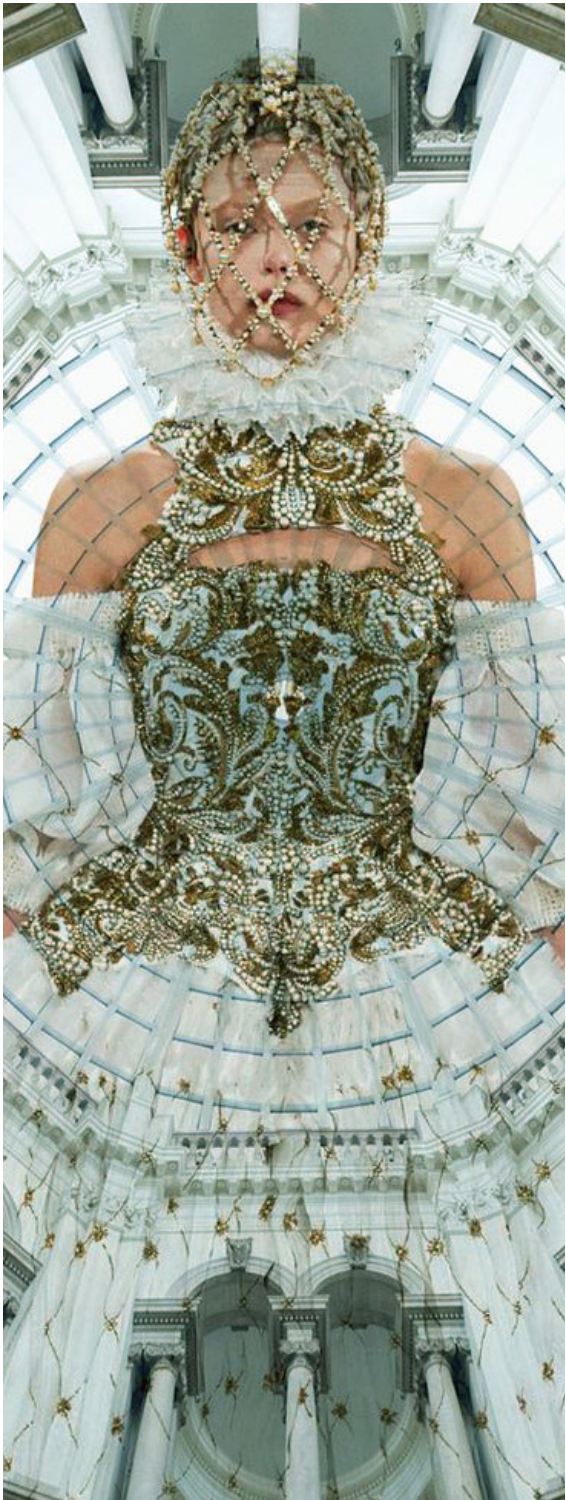
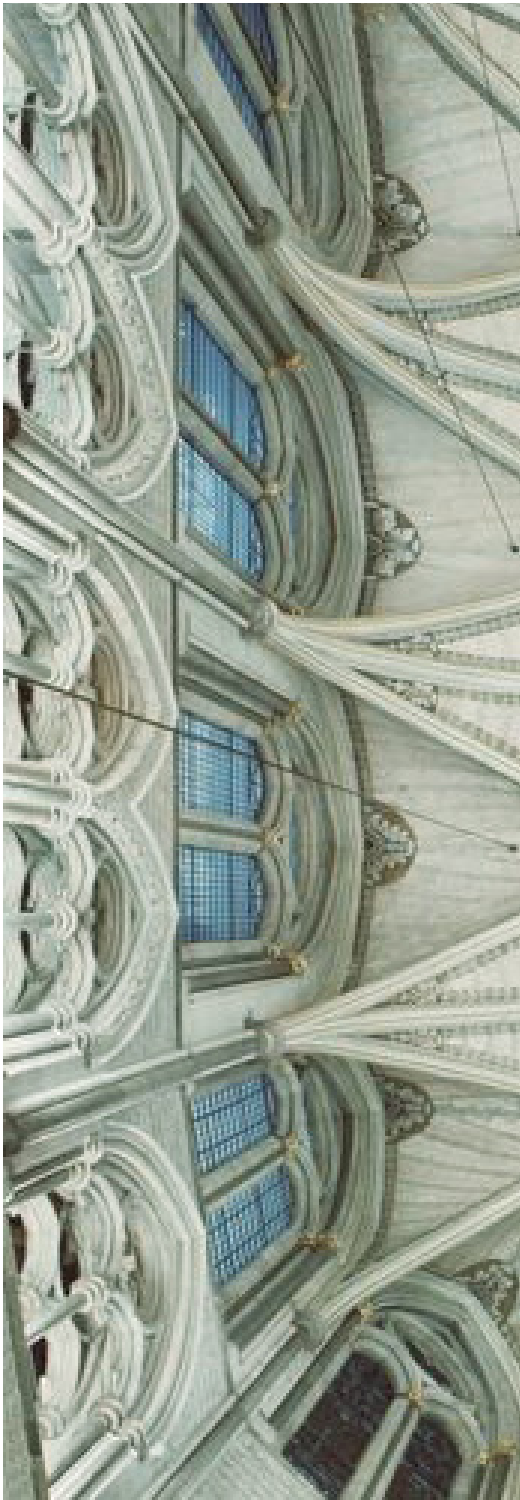


Statement Drapery





THE NARRATIVE | DESIGN DIRECTION - **THE STAIRCASE**

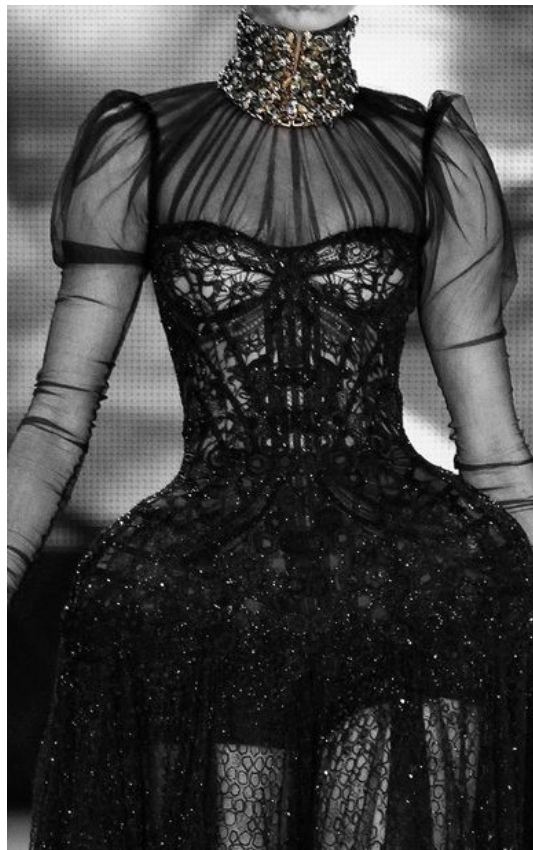


Black Carpet

Bejewled Framed Art Photos

Black Wallpaper





Rough / Delicate

Dominance

Artistic

Constrained

Textural Diversity



Warm Lighting

Tonal Colouration

Textural Materials

Thoughtful Details

Intimate

THE NARRATIVE | PRELIMINARY 3D VIEWS - **ONYX BAR**







THE NARRATIVE | GROUND FLOOR PLAN - ONYX BAR



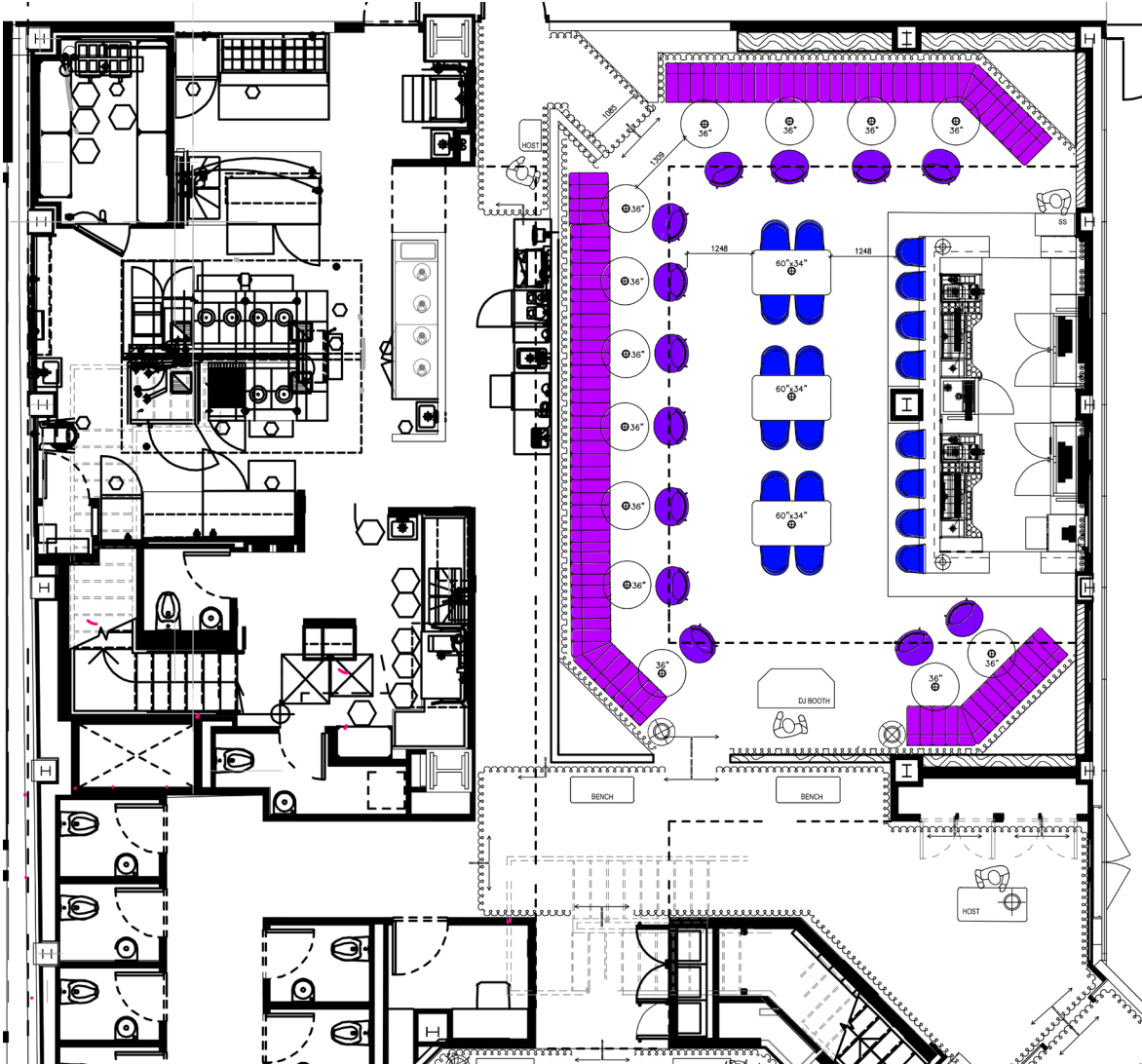
BANQUETTE
QTY: x3



BAR STOOLS
QTY: x20



ARMCHAIRS
QTY: x13





Moments of Opulence



Soft Shapes



Black & Gold



Transparency in Materials



Dense Layers



Jewelry-Like Embellishments

Thoughtful Lighting

Sophisticated Materials

Dynamic Shapes

Intimate Furniture

THE NARRATIVE | PRELIMINARY 3D VIEWS - THE OCHRE PARLOUR

Existing ceiling to be refinished in gold plaster-paint

Velvet drapery throughout



Existing wood floors to be refinished in black stain

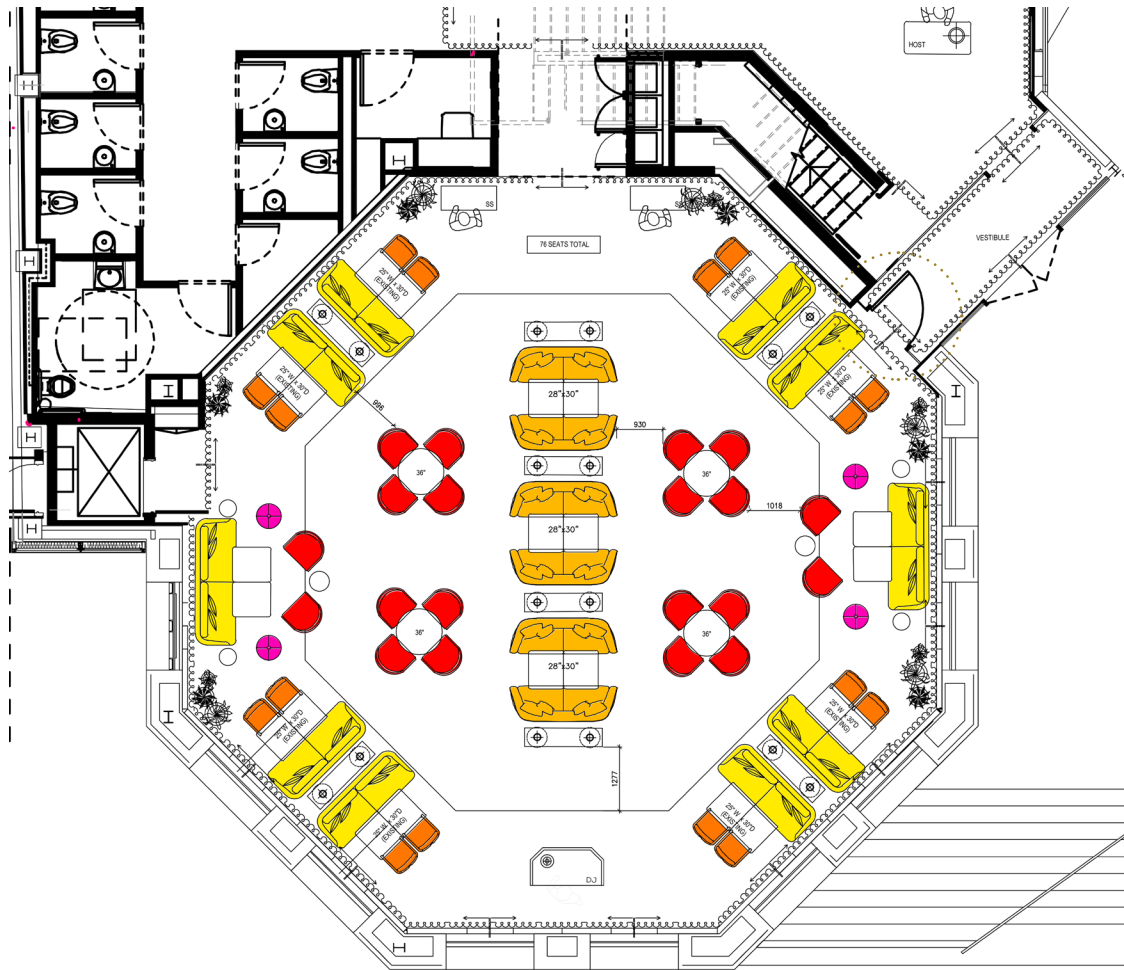
Feature ceiling light/installation to be developed w. Concord Lighting

Custom area rug

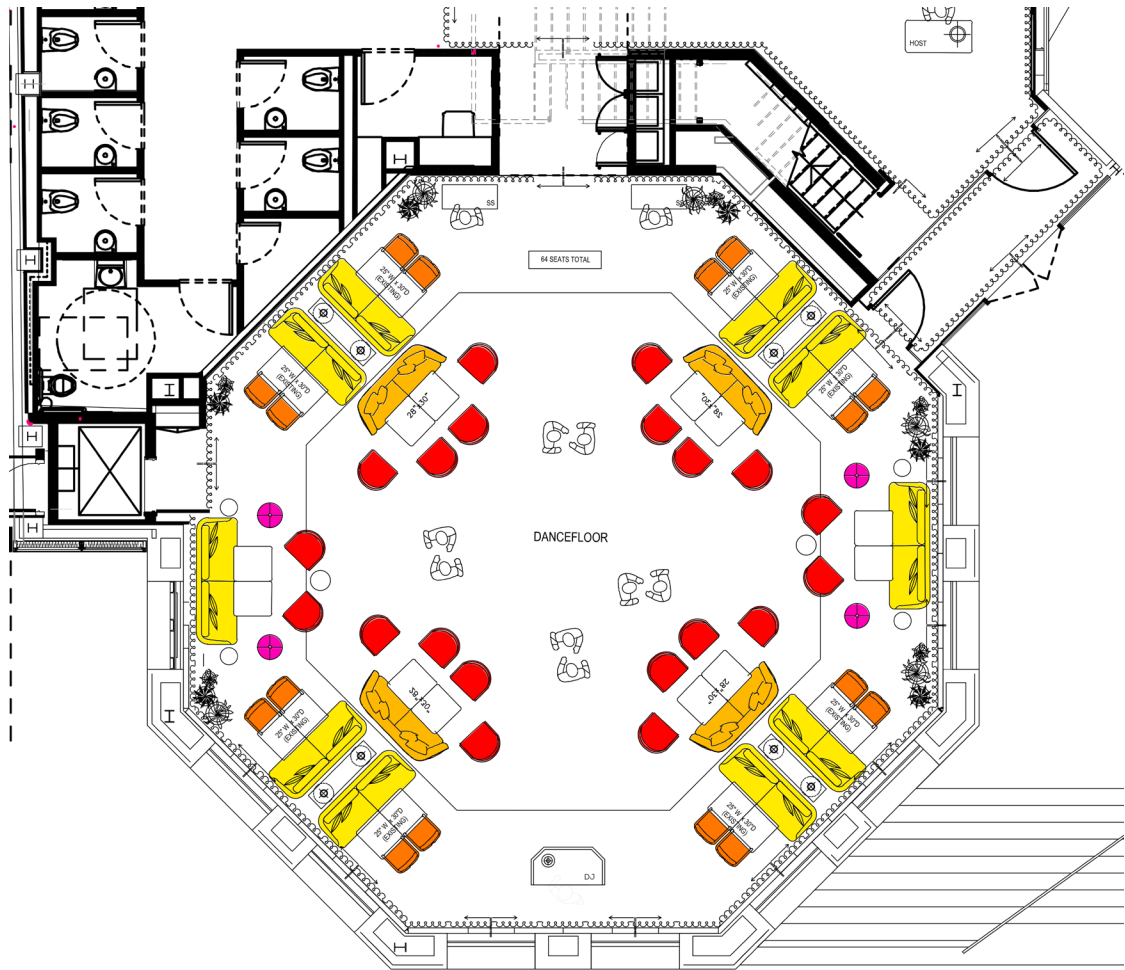




THE NARRATIVE | GROUND FLOOR PLAN - OCHRE PARLOUR



CONFIG #1:
WITHOUT DANCEFLOOR



CONFIG #2:
WITH DANCEFLOOR



FRINGE SOFA
QTY: x10



SOFT SOFA
QTY: x6



UPHOLSTERED CHAIRS
QTY: x16



DINING CHAIRS
QTY: x20



POUFS
QTY: x4

THANK YOU