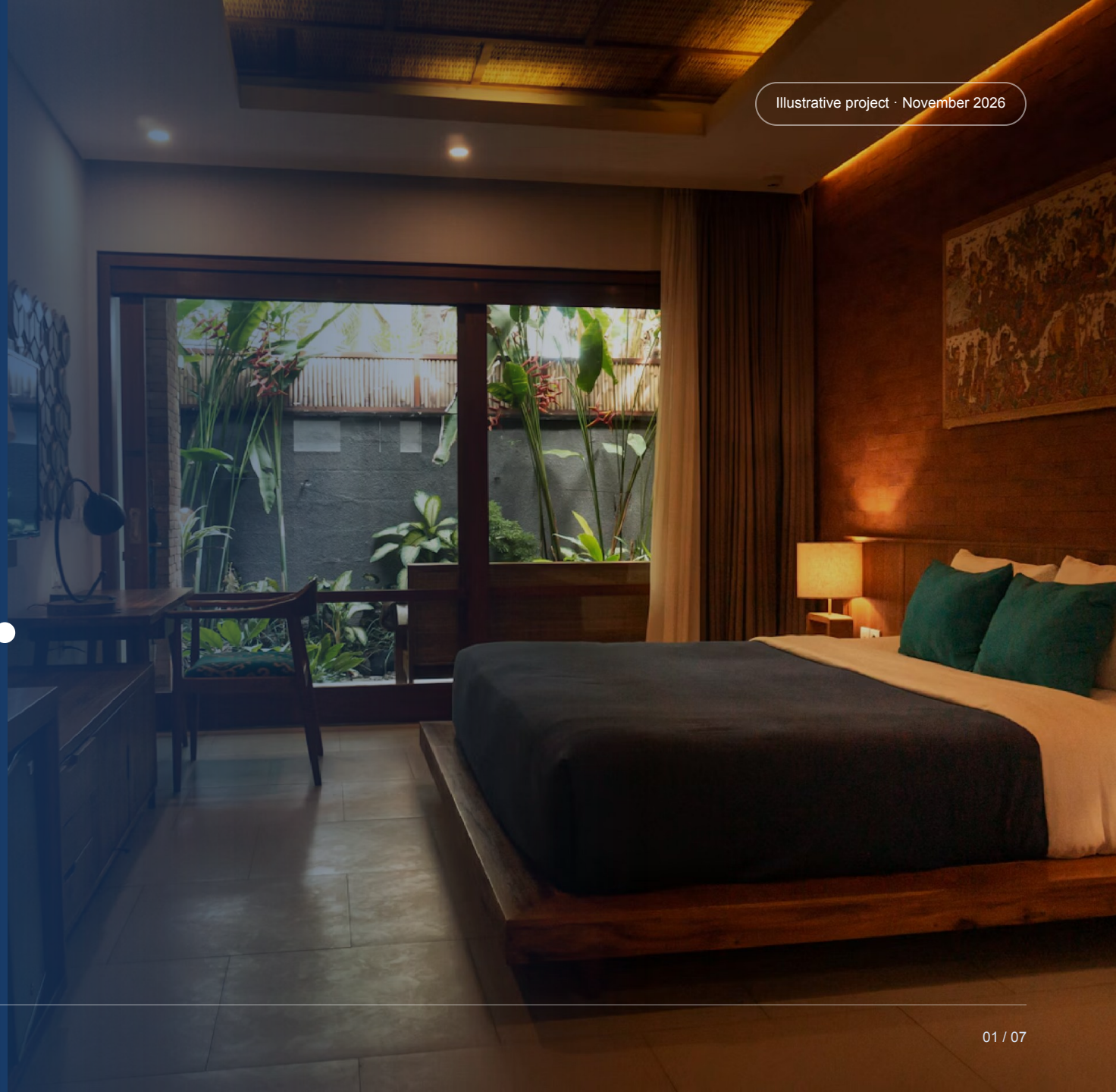
LUMA HOUSE / CONCEPT PRESENTATION

A quieter kind of stay.

A boutique hospitality concept



Illustrative project · November 2026

A small place.
A distinct point of view.

A concept built around a simple question: what makes a short stay feel like time well spent?

> **The working hypothesis**
>
> A focused guest experience can connect the intimacy of a private home with the care of a small hotel.

01 **A clear guest**

Design for leisure guests seeking a calm base for a short escape.

02 **A coherent experience**

Connect arrival, rooms, shared spaces, and service through one story.

03 **A brief to validate**

Test the guest profile, location, operating model, and commercial assumptions before committing.

Soft light.
Thoughtful simplicity.



A sense of home

Human scale, warm materials, and spaces that invite a slower rhythm.

A lighter touch

A restrained palette and considered details, rather than visual noise.

One connected language

Linen · warm oak · mineral blue · chalk

Three moments. One feeling.



Arrive & exhale

An intimate welcome with a place to pause before checking in.



Stay & settle

Quiet guestrooms, layered textures, and useful details within reach.



Gather & linger

A shared table and an outdoor pause that extend the stay beyond the room.

Intimate by design.

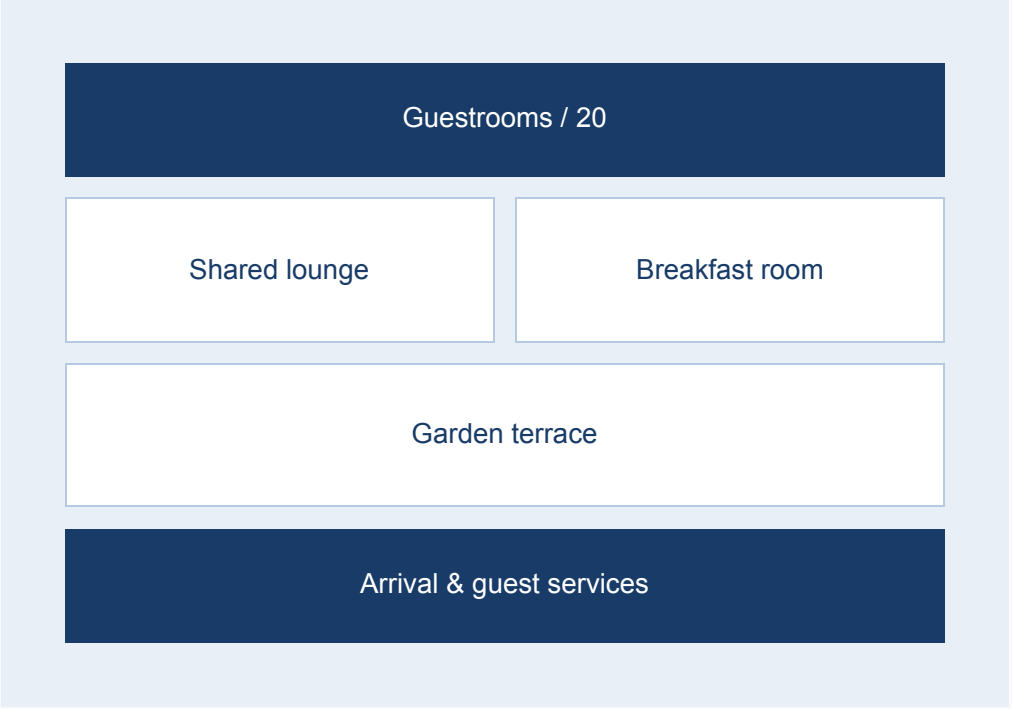
20
Guestrooms

1
Shared lounge

1
Breakfast room

1
Garden terrace

Fictional planning brief. Areas, accessibility, capacity, permits, and operating feasibility remain to be established.



Spatial relationships · Concept only, not a floor plan

From an idea to a shared direction.

WEEKS 01–02

Define

Confirm the guest, property brief, and operating ambition.

Output: agreed project brief

WEEKS 03–06

Develop

Shape the spatial concept, guest journey, and material direction.

Output: concept package

WEEKS 07–10

Validate

Review feasibility, obtain supplier input, and reconcile scope.

Output: decision-ready scope

WEEKS 11–12

Decide

Align stakeholders on priorities, constraints, and the next commission.

Output: next-stage decision

Illustrative 12-week concept process. Construction, procurement, and opening schedules are outside this program.

Turn the concept into a considered brief.

01 Confirm the setting

Identify a candidate property and its practical constraints.

02 Test the assumptions

Validate the guest, local demand, operation, and cost framework.

03 Commission the next stage

Agree on scope, responsibilities, deliverables, and decision gates.

The next decision is alignment.

Agree on the concept direction and a limited feasibility scope before moving into detailed design.

Demo only. No real property, investment offer, operating forecast, or approved development is represented.