

THE BRIEF:

Y2, a highly successful yoga studio, undertook an expansion project to become the largest studio on the East Coast.

With 12,000 square feet of space, plans were to offer not only expanded studio space and luxe locker rooms, but also a food and wine concept with expanded retail and spa.

STRATEGY & DESIGN:

ZGM worked closely with Y2 to imbue the brand experience into every element of the built space. From the color theory to the furnishings to the naming of services, the goal was to integrate brand attributes (colors, graphics, imagery) to reinforce the philosophies of the Y2 Yoga practice, while simultaneously enhancing brand recognition. Much consideration was taken to ensure that all selections would mesh well with the hot, humid studio environment.

tone & entry concepts

The entry is where the mood for the space is set and is naturally, one of the most important areas of focus. The vision was a space that evokes positive energy and is hip, yet also tranquil, modern and clean. Using the element of heat as a catalyst for setting the tone of warmth, created an almost tropical feel through the selection of paint colors, finishes, plants, wood accents, etc.



DECOR RECOMMENDATIONS

Every object visitors encounter within the Y2 Yoga studio space is a reflection of the company's brand and culture. In keeping with the idea of creating a warm and inviting environment, we selected decor ideas that were appropriate in scale, timeless, simple and refined. Much of what we selected were elements that appeal to the human experience of the space.



BRANDED COLLATERALS & OFFERINGS

ZGM developed the naming and branded collateral designs for the expanded offerings of the studio - TASTE (food & wine concept), INDULGE (spa services), STUDY (workshops), SHOP (retail therapy) and ESCAPE (planned retreats in beautiful destinations). All concepts for names and design were kept minimal and imbue a strong sense of timeless simplicity.

