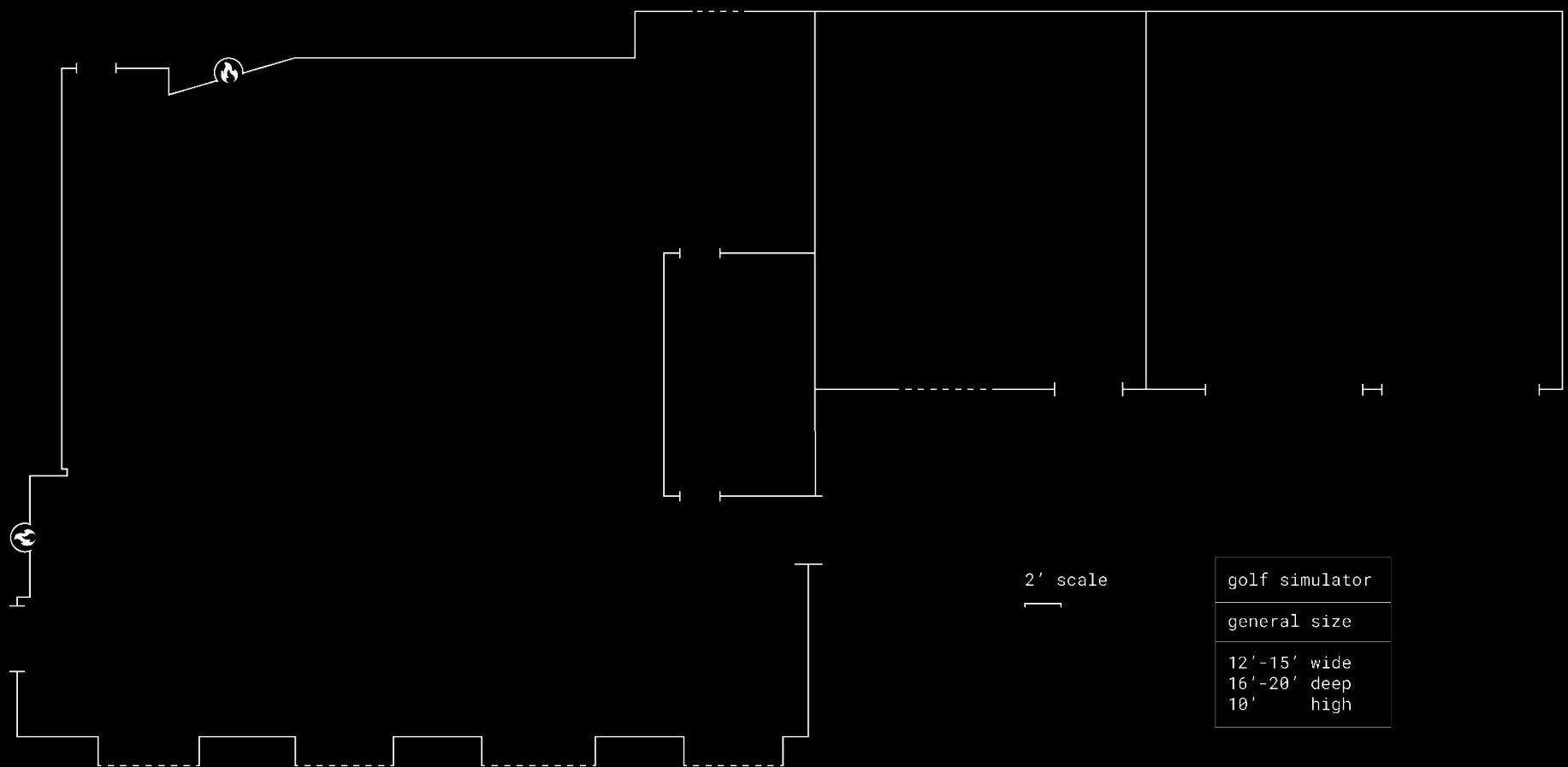


Store Buildout

Mood + Thought Provoker

JANUARY | VERSION 1

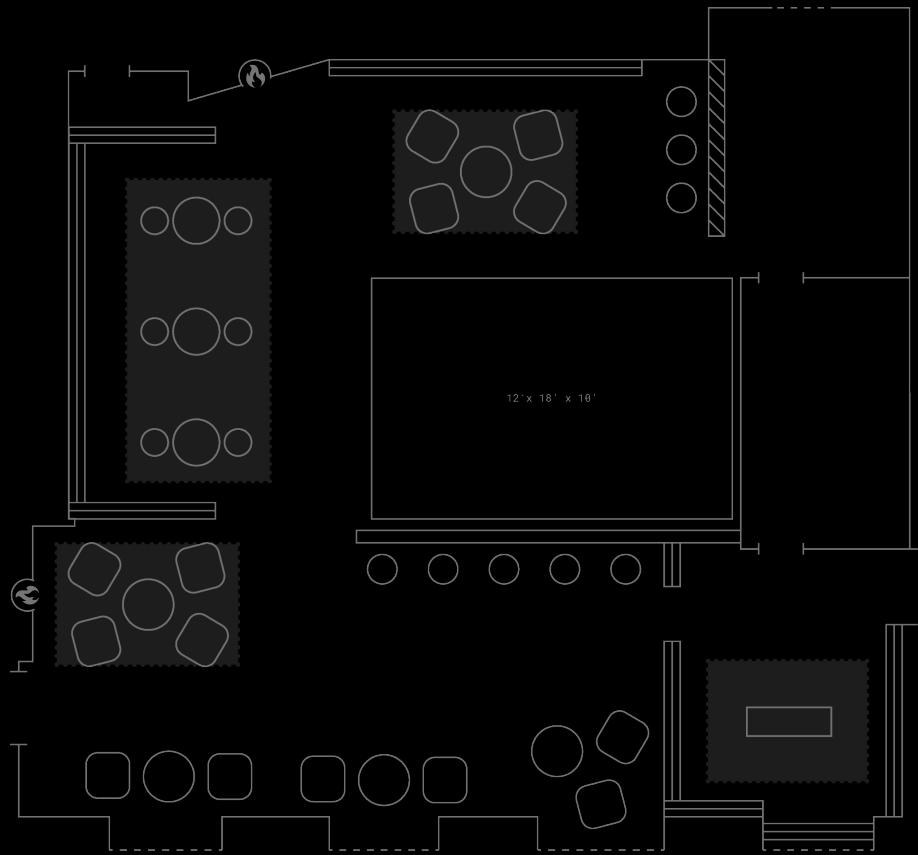


Blackademia is a modern lounge concept that blends the mood of a private study with the ease of a social commons. Anchored in deep black finishes and softened by abundant green plant life, the space feels immersive, calm, and quietly energizing. Built in bookshelves line the room, not as decoration, but as invitation, stocked with books, puzzles, and games meant to be pulled, played, and shared.

CREATIVE DIRECTION - 1

Blackademia







CREATIVE DIRECTION - 1

Blackademia

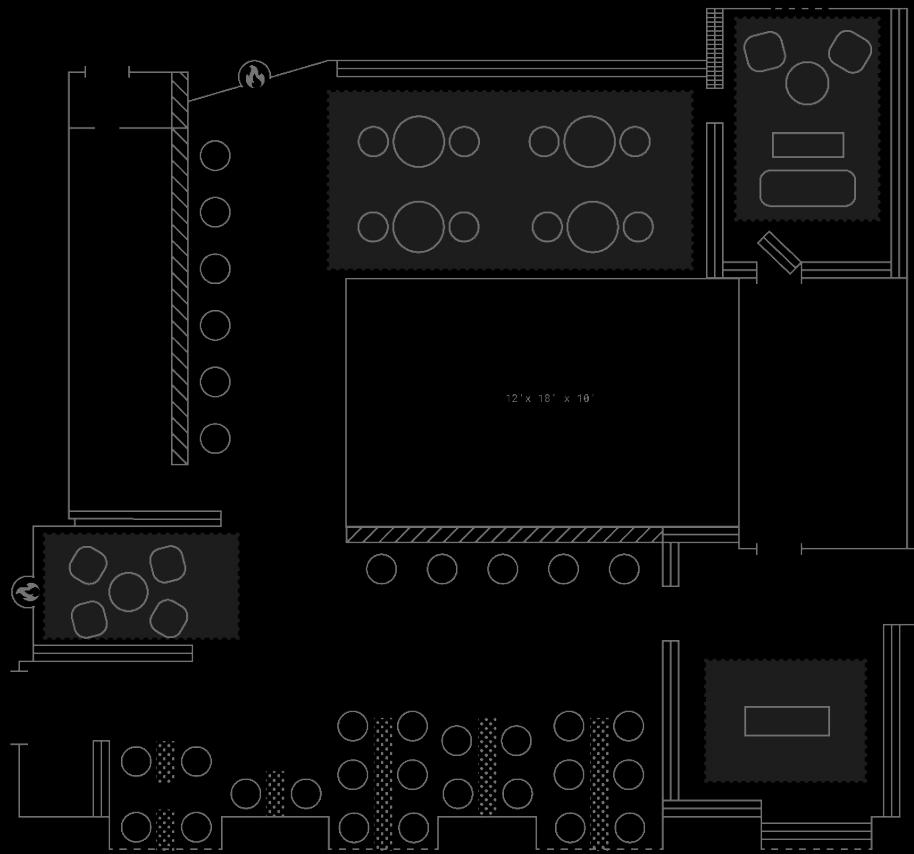
Designed as a place to linger, Blackademia supports focused work, casual conversation, immersive play, and relaxed cannabis use in a setting that feels intentional rather than indulgent. The balance of dark tones and living elements creates a grounded, feel good atmosphere that is intellectual without being precious and social without being loud.

The **Wayfarer** draws inspiration from the quiet utility of an English countryside cottage, reimagined through the lens of a modern membership club. Referencing the warmth and function of a traditional mud room, the space feels grounded and welcoming, with deep green paint, monochromatic paneling, and layered textures that create a sense of calm order.

CREATIVE DIRECTION - 2

WAYFARER







CREATIVE DIRECTION - 2

Wayfarer

Buttoned up but never fussy, The Wayfarer balances restraint with comfort. It is a place to arrive, settle in, and stay awhile. Equally suited to quiet conversation or the familiar hum of a pub, the atmosphere feels timeless and lived in, defined more by feeling than form. The Wayfarer is less about performance and more about belonging.

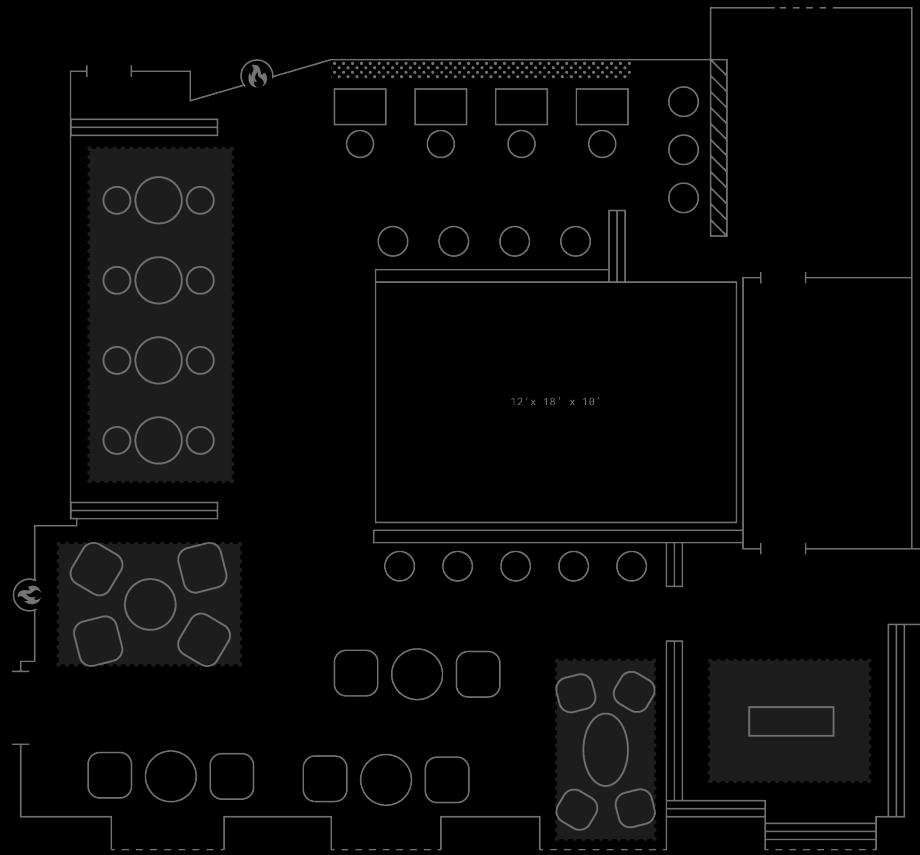
Aged to Perfection channels the charm of a Parisian café shaped by time, where layered washes over brick, subtle deterioration, and collected details create a sense of history that feels earned rather than staged. Eclectic elements and quaint, carefully chosen furniture balance softness with taste, making every faux flaw feel deliberate and composed.

CREATIVE DIRECTION - 3

Aged to Perfection

THE FIREPLACE STORE / QUINCY GOLF LOUNGE





THE FIREPLACE STORE / QUINCY GOLF LOUNGE





CREATIVE DIRECTION - 3

Aged to Perfection

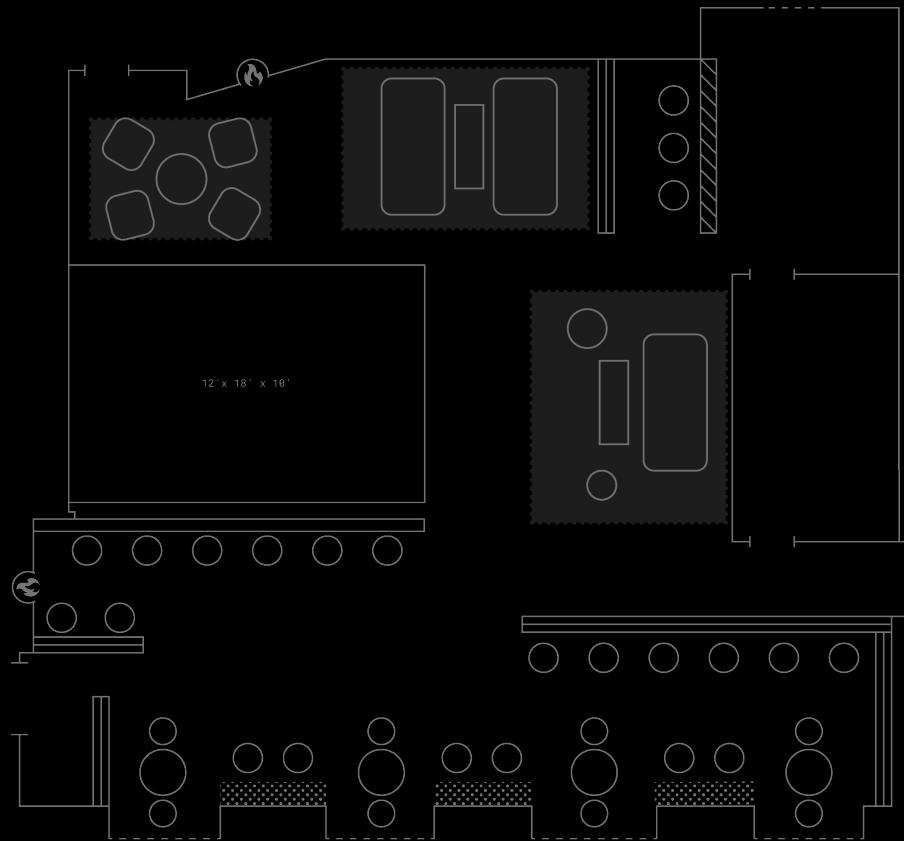
The space evokes a building with centuries of stories while remaining open to modern conversation. Light, airy, and inviting, Aged to Perfection carries an ease that encourages lingering and connection, pairing naturally with the freshness and energy of a green smoothie with a dab of sativa.

Long Day draws from the feeling of a connected greenhouse or sunlit day room, layered with plants, Persian rugs, and cottage inspired furniture. Cozy nooks unfold throughout the space, encouraging rest and retreat, while elemental details like fireplaces, warm light, and the gentle sound of water from a wall fountain create a calming, grounded atmosphere.

CREATIVE DIRECTION - 4

The Long Day





THE FIREPLACE STORE / QUINCY GOLF LOUNGE



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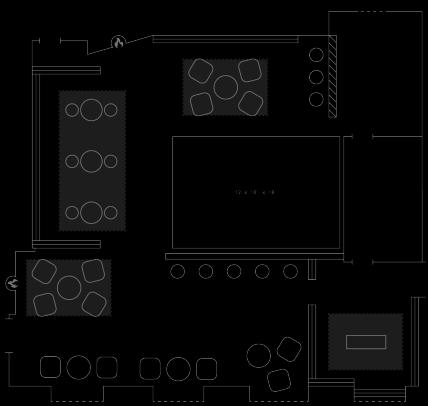


CREATIVE DIRECTION - 4

The Long Day

Designed to counter short winter light and limited window access, Long Day uses simulated windows and skylights to create the sense of an endless afternoon indoors. The space is washed in soft, natural feeling light that supports comfort, mood, and lingering, offering a restorative environment during the longest seasons.

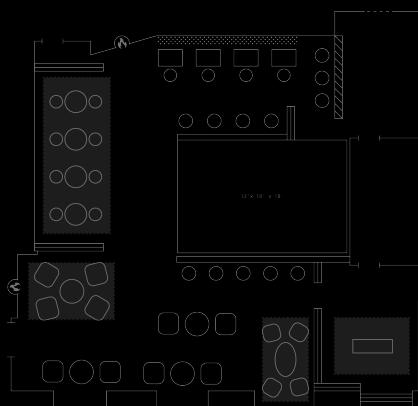
[Artificial Window & Skylights](#)



CREATIVE DIRECTION - 1



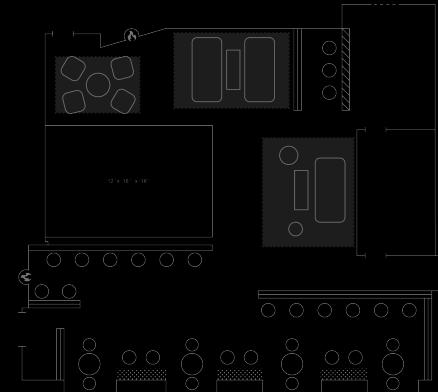
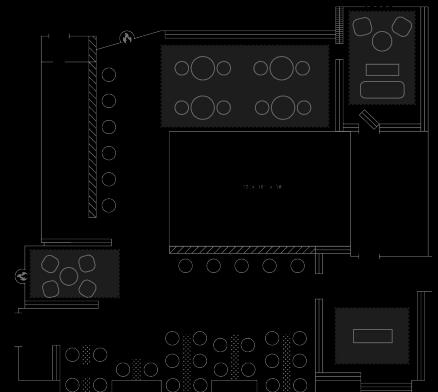
CREATIVE DIRECTION - 2



CREATIVE DIRECTION - 3

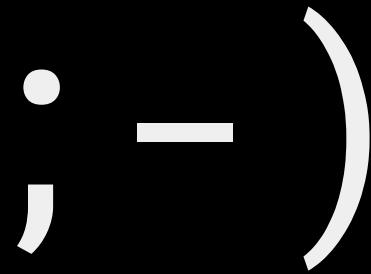


CREATIVE DIRECTION - 4



Store Buildout

Mood + Thought Provoker



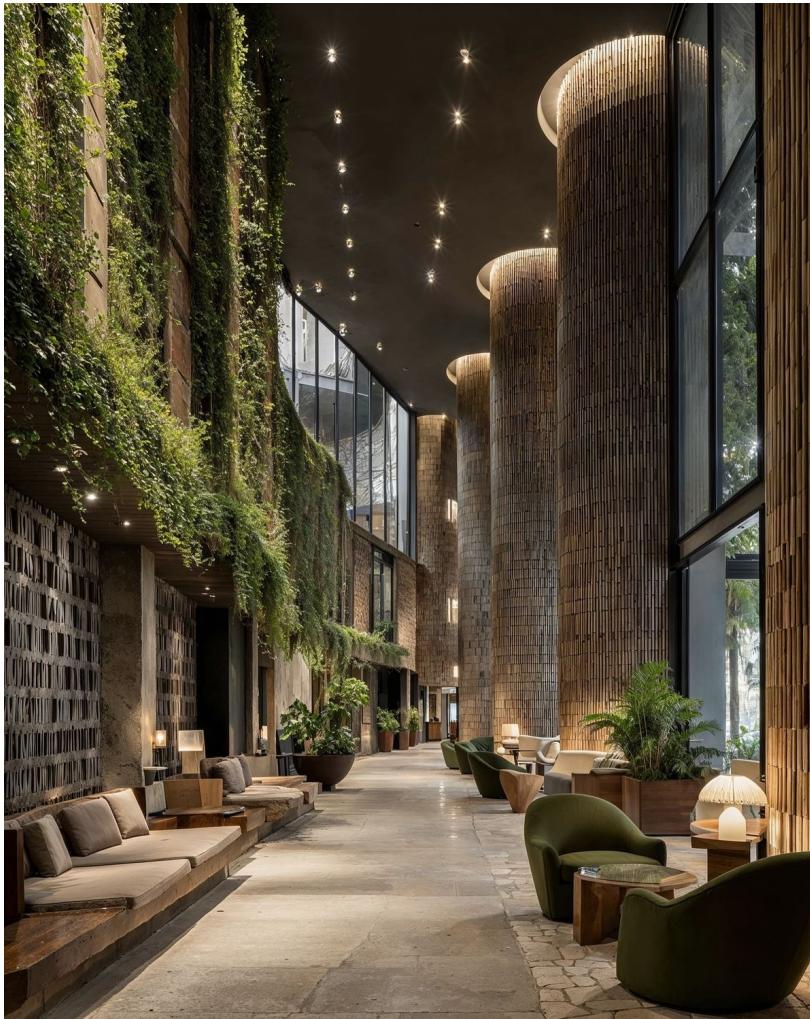
JANUARY | VERSION 1

Appendix







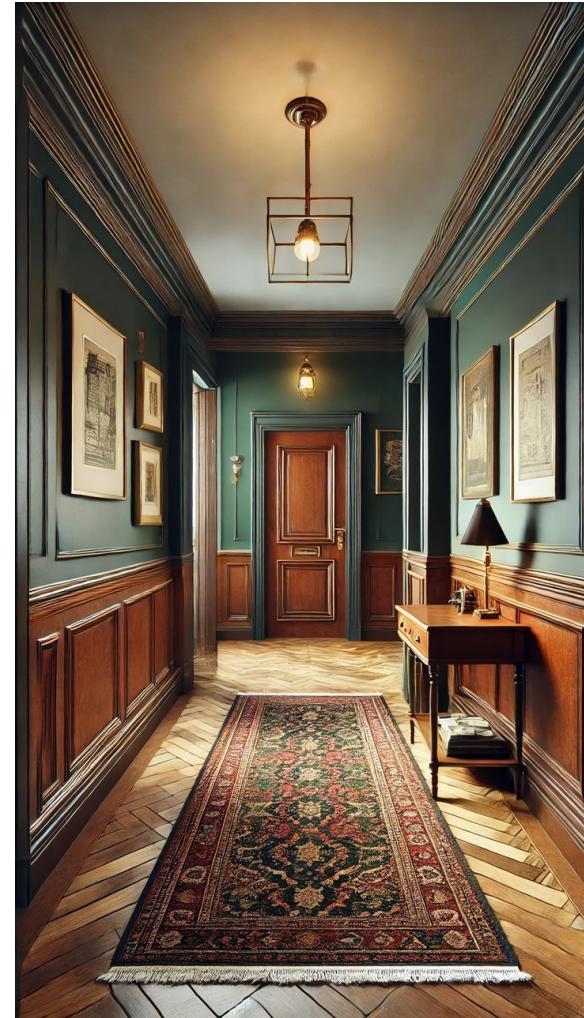




DARK ACADEMIA

Paint Color Palette







OLIVE PETAL

HEX RGB CMYK
A3A380 163, 163, 128 0%, 0%, 21%, 36%

GOLDEN CLOVER

HEX RGB CMYK
D7CE93 215, 206, 147 0%, 4%, 32%, 16%

ARTIC DAISY

HEX RGB CMYK
EFEBC6 239, 235, 224 0%, 2%, 6%, 6%

ROSE BLUSH

HEX RGB CMYK
D8A48F 216, 164, 143 0%, 24%, 34%, 15%

PEACH BLOSSOM

HEX RGB CMYK
BB8588 187, 133, 136 0%, 29%, 27%, 27%













STORMS IN PARIS

{VINTAGE EMERALD GREEN}





STORMS IN PARIS

{VINTAGE EMERALD GREEN}







PAINT SWATCHIRES





SHERWIN-WILLIAMS.

EARTHY BOHO

HOME PAINT PALETT





THE FIREPLACE STORE / QUINCY GOLF LOUNGE



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