

HINATA RETREAT

Charlemont, MA
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Gensler Creative Team / 10.9.26
Case Study / Creative Process

HINATA RETREAT

Hinata Retreat is an adults only, luxury outdoor retreat in the foothills of the Berkshires — designed to meet rising demand for premium four season nature-immersive hospitality.

Hinata Retreat is a new luxury mountainside resort experience launched and opened in fall of 2025. Working with hospitality consultant, Howard Wein, the client secured funding and permits to initiate their vision. Their goals for phase one was to develop the site, access, a core building (as an adaptive reuse project) and 30 luxury cabins in the hills of Western Massachusetts. The vision was to create a quiet, luxury couples retreat with breathtaking views of the rolling hills and landscape with all the luxuries of a high-end hospitality experience. Each cabin features private access and floor to ceiling windows, and has a private deck with a hot tub, an indoor soaking tub, a kitchen, bathroom with double shower heads, a relaxing living area, and a luxurious king bed.

IdeaCo. was brought on to build the overall brand and guest experience, which involved architecture, interior design, experience design, and visual branding. This comprehensive approach assures a consistent and thought out guest experience at every touchpoint. Our creative role spanned many disciplines and purposes from digital campaigns to interior furnishings, from branded coffee to comprehensive art direction and on-site photography.



HINATA RETREAT

Overview

Hinata Retreat is an adults-only, luxury outdoor retreat positioned for guests to Relax. Reset. Reconnect.

Phase 1 includes 30 four-season, architecturally designed cabins, each perched on the upper mountain ridge to capture uninterrupted sunrise views and deep privacy.

Phase 2, we will develop a separate brand along the Deerfield River — Hawks River Lodging — which will introduce 25 friends-and-family cabins on the lower mountain slope, creating an adjacent but distinct experience. Hawks River operates under a separate LLC, ensuring Hinata remains adults-only and fully secluded.

Phase 3 will expand Hinata with 45 additional four-season cabins. These will be located at even higher elevations and oriented to provide both sunrise and sunset views.

In all phases, guest cabins are immersed in natural quiet, framed by miles of trails, a pristine brook, and exclusive access to nearby adventure experiences.

To round out the ecosystem, we will develop a **destination wedding venue** designed for full property buyouts, hosting 4–10 luxury weddings per year at $150,000+ per event.

Lodging

30 year round adults only cabins. The interiors of the cabins are approximately 504 sq ft. Featuring floor to ceiling windows, full bathrooms with dual shower heads, kitchenette, romantic fireplace in the living area, kitchenette, soaking tub for two and a king sized bed. The exterior decking is 280 Sq ft and will have outdoor seating, dining, hot tubs and fire pits. Each cabin is setup with privacy screening so our guests will feel like they are in their own private oasis.

Restaurant, Bar and Lounge

Full Remodel of the existing Restaurant to enhance ADR and Occupancy. All Inclusive Meal options are available but not required.

Competitive Advantage

Located on 570 private acres, Hinata is just over 1 hour from Bradley International, 2 hours from Boston and 3 from New York City:

- *Lodging Supply Deficit* - Despite being neighbors with Berkshire East Mountain Resort, the Deerfield River, Southern Vermont, Mass Moca and The Berkshires, there are no upscale lodging options in the immediate area
- *Luxury privacy + accessibility* — no other resort in the Northeast delivers this mix of private luxury, nature, design, proximity and relaxation
- *Access to the outdoors* — Skiing, rafting, ziplining, fishing, biking within 3 minutes of the property
- *Four-season profitability* with winter sports, romantic getaways, summer weddings, and autumn foliage excursions
- *Scalability* with both adults-only and family friendly brands

Opportunity

The opportunity is backed by powerful macro trends that are having a profound impact on the experiential hospitality market:

- The global resort market is expected to reach $945B by 2030
- The U.S. glamping market is projected to double to $1.3B by 2029
- Wellness tourism is on track to exceed $2.1T by 2030, reflecting a global shift toward intentional, health-oriented travel
- Millennials and Gen Z are fueling this demand: over 60% of new campers and outdoor travelers in 2024 fall within these groups, with a strong preference for unique, high-design accommodations

Hinata Retreat is designed to meet this demand at scale — offering ultra-romantic, four-season accommodations in a tranquil, view-rich setting. With an ADR of $400–$800 Hinata bridges the gap between mid-market glamping and $1,000+ ultra-luxury all inclusive retreats like Twin Farms and Miraval.

Objective

Develop a scalable luxury brand experience that separates Hinata from its competitors. The brand should feel sexy, nature-oriented, and high-end. A comprehensive brand experience should bring the visual identity and built form into a conversation. Scope includes brand experience, interior design, architectural details, signage/wayfinding, print, bar/restaurant brand experience, photography, web/interactive design/development, social media, product branding.

The fiscal objective is to front-load pre-sale discounts using renderings while the project is in construction to reach a 40% occupancy through month 3, by the time of opening. By end of 2025, the goal is to reach 80% occupancy monthly.

Scope

Brand Experience Design
Visual Identity
Architectural Design
Interior Design
Environmental Graphics
Signage + Wayfinding
Web Development
Digital Campaigns
Print Collateral
Uniforms
Branded Products
Art Direction
Photography
Modeling + Animation
Motion Graphics



CREATIVE PROCESS

A brief overview of the creative process, and a unique approach that builds stakeholder ownership and participation, and fosters meaningful creative solutions.

PHASE 01

IDEATION + CONCEPTING

Building stakeholder alignment through discourse, research, and ideation.

01. Establishing a visual and verbal language
02. Open-ended, ego-free ideation
03. Client + Stakeholder participation and creative involvement
04. Building alignment on creative direction

PHASE 02

BRAND DEVELOPMENT

Developing stakeholder-involved creative that provides ownership, meaning, and power to a new brand identity.

01. Transforming ideas into brand identity
02. Refining creative solutions for the client/ stakeholder and the market
03. Developing brand systems and strategies that provide variation and consistency

PHASE 03

PLANNING + ACTUALIZATION

Bringing creative to life through rigorous planning, visualization, and concrete industry experience.

01. Visualizing creative solutions for alignment and expectations
02. Planning costs and timelines of production including materials, construction, implementation, and efficiency
03. Critical on-site oversight of build-out

PHASE 04

DOCUMENTATION + PROMOTION

Directing thoughtful and intentional photography and videography of finished work, and building strategies and tools for promotion.

01. Developing a shotlist and style guide for creative documentation
02. Oversight of documentation for brand consistency
03. Building digital and print materials for marketing and promotion

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PROCESS + CONTENTS

Workflow and Outcomes

Creative Process
Participatory Modeling

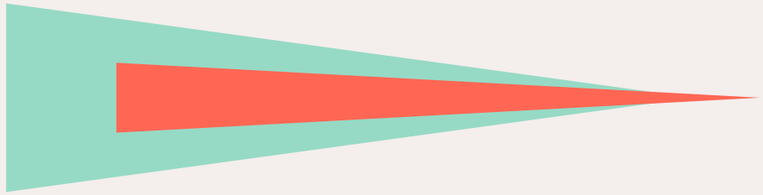
Studios and creatives are often afraid of sharing “unfinished” ideas with stakeholders. This produces two distinct issues. First, as the creative builds a “more finished” idea, they build a sense of ownership and pride in the product–it becomes precious. Secondly, the chance of that “more finished” idea aligning perfectly with each of the stakeholders is low–the concept is likely to need to be reimagined by the artist. As a result, both the creative and the stakeholder become frustrated by the process.

This approach focuses on broad, open-minded, collaborative ideation that fosters a different form of creative community and experience.

Creative
Stakeholder

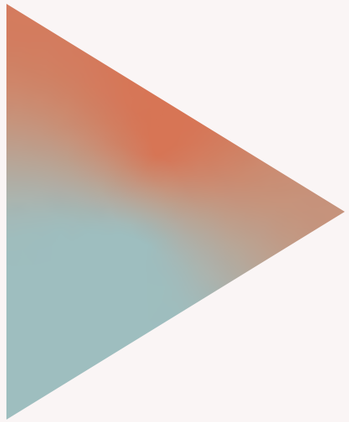
Studio Creative Process
Options + Iterations

This is a closed process that “shields” stakeholders from ideation process, and pre-selects “more finished” work for collective discussion. The result is a “presentation - response” cycle that often feels exclusive and unresponsive to their needs and input.



Participatory Process
Ideation + Collaborative Concepting

A participatory process leans heavily into early alignment between the creative team and the stakeholders. It relies on an open, and ego-free creative process that includes stakeholders as a part of the process rather than the recipient of choices and outcomes. The stakeholders have genuine ownership over the process and outcome.



Creative Process
Shape, Flow + Timeline

The participatory approach establishes an open and collaborative process of “ideation.” What separates ideation from concepts is the level of time commitment and ownership over the idea. A creative team builds a collection of ideas that address a spectrum of possibility, shape, direction, and vision, before they become concepts worth defending. A collaborative workshop with stakeholders to openly discuss these ideas, provide feedback on elements that work and those missing, and collaboratively establish a common language and direction. Therefore, the next “iteration” is an advancement of a collective idea, rather than another iteration of an idea that missed the mark.

As a result, while the concept phase seems more streamlined and efficient, it produces inefficiencies as we approach a final product. The participatory process asks for a little more time and energy in the early phases to establish alignment that carries with it an efficiency and collective ownership.

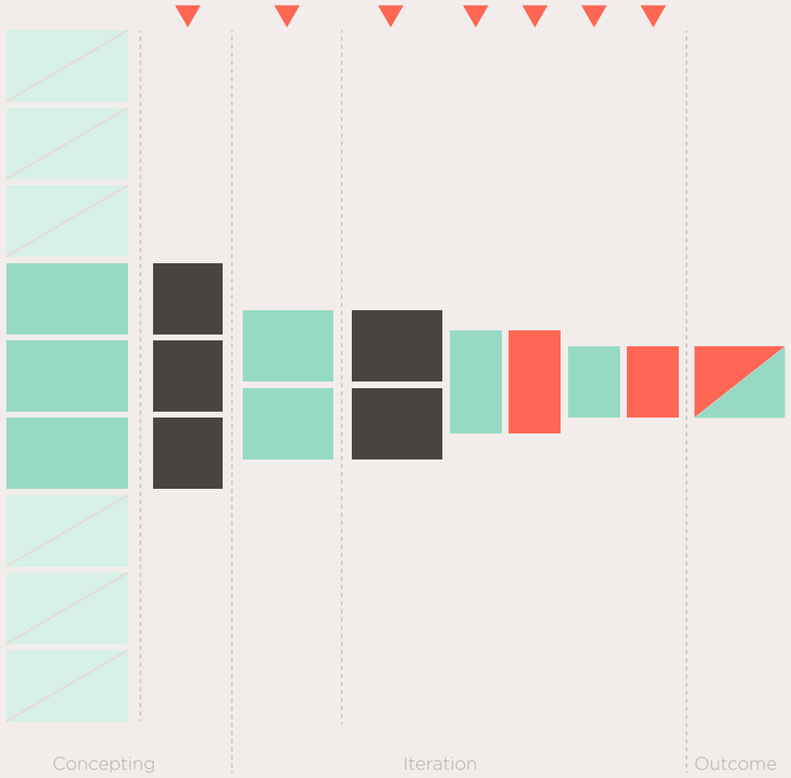
Creative
Stakeholder

Studio Creative Process
Options + Iterations

Shape of Process

Creative Timeline + Distribution of Engagement

Level of Stakeholder Engagement: High Low

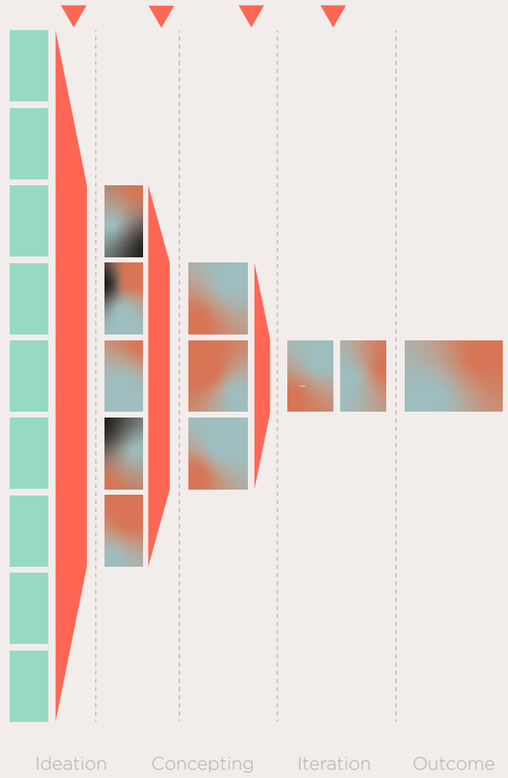


Participatory Process
Ideation + Collaborative Concepting

Shape of Process

Creative Timeline + Distribution of Engagement

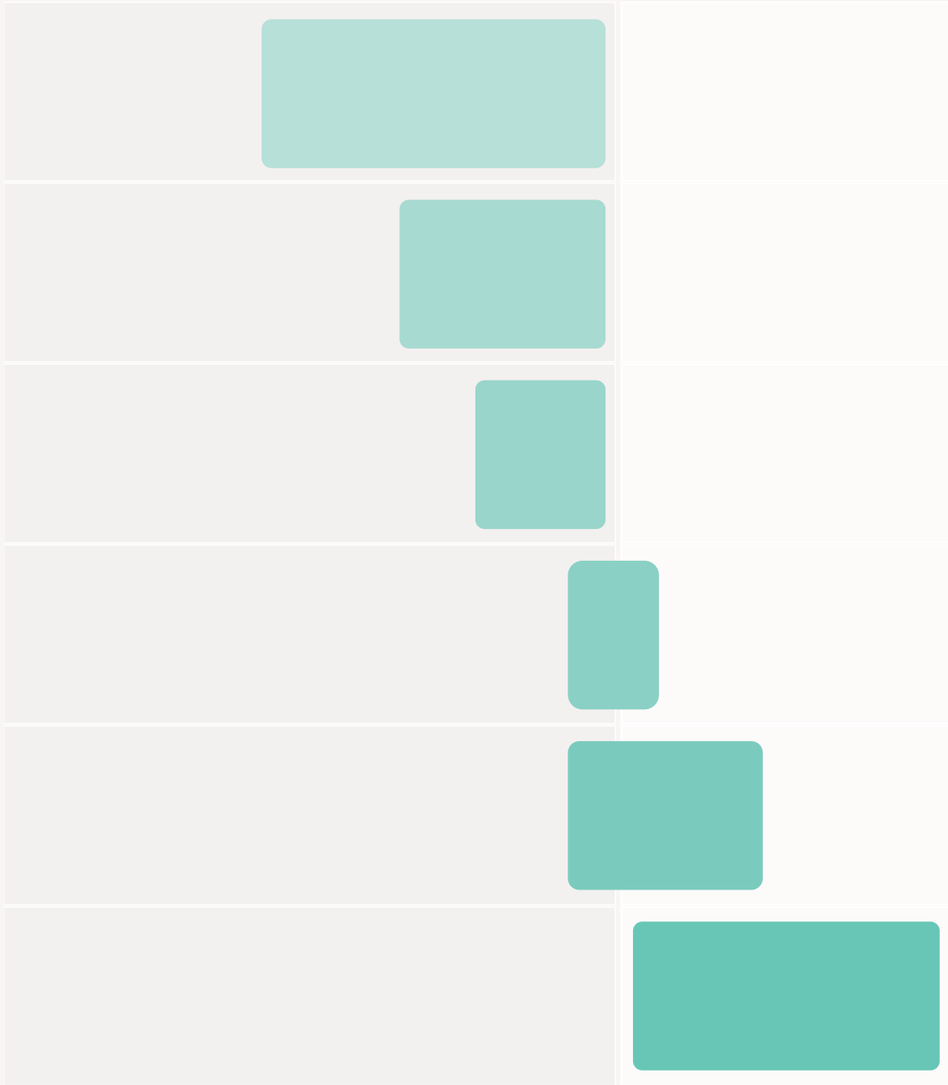
Level of Stakeholder Engagement: High Low



THE CREATIVE PROCESS
Details and Efficacy of Participatory Approach

Creative Process
Evolution from Concept to Product

< concepting realization >



Investigation
Work begins with gathering information, interviewing and performing contextual research. In this phase, we explore the trends, range, tone, style, language and values of the client and those that share their marketplace.

Visual Exploration
Our first visual exploration is highly conceptual and immersive. The goals of this phase are entirely exploratory in nature as we produce a wide range of conceptual directions from safe to adventurous, from reflective to aspirational. The meetings surrounding this work are more visual workshop than presentation of concepts for slection.

Concept Development
In this phase, we begin to refine the set of explored directions, offering a wide range of concepts that more closely suit the stakeholders aesthetic and vision. As our stakeholders gain more ownership over these concepts, they play a critical, collaborative role in bringing to life a final version of the creative outcome.

Alignment
Creative is not just the artwork. Visual storytelling is a collection of synthesized experiential elements, from visuals to spaces to physical materials to spoken word to broadcast messaging. In this phase, all of the many sides and nuances to a brand experience are refined and visions is aligned.

Assessment + Response
A completed creative produce, does not mean an idea is done and dusted. Many times creative products have to adapt through live testing and study in various applications from print to web to elevator pitches. While in this phase the stakeholder has a working product, yet it is not uncommon for additional variations and studies to be added, removed, or adapted for optimal performance during this roll-out.

Realization
With the visuals and assets are finalized and the variables tested, a launch takes place with consideration of the various testing and assessment of primary materials in the previous phase.

IDEATION + CONCEPTING

01

COLLABORATIVE CREATIVITY

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

01. VIsual Ideation
02. Concept Development
03. Concept Alignment



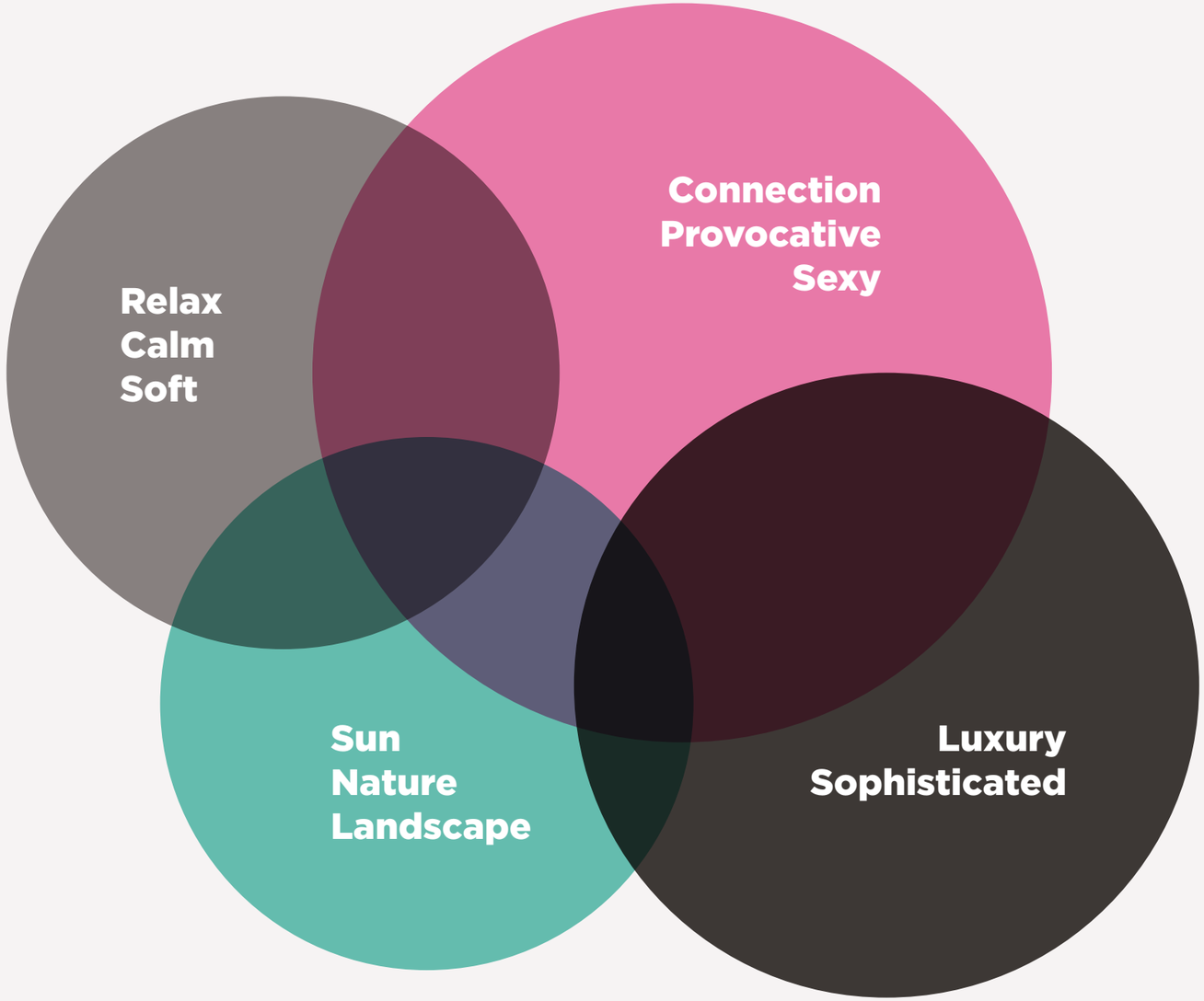
HINATA:
From Japanese meaning:
Facing the Sun.

Initial meetings and discussions revealed a collection of words and phrases that will eventually define the brand. One key driving force is the name, Hinata, which comes from Japanese, meaning, *facing the sun*.

As well, an array of terms were raised that define the content, attitude, tone, style, and imagery for this brand. Some key terms are grouped and shown at right.

A brand can never equally reflect such a diversity of terms, yet in this presentation, each brand attempts to feature at least one attribute, and leverage others in support of the overall experience.

KEY WORDS



IDEATION + CONCEPTING
Words + Images

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

REFERENCE POINTS: Intimate + Nearby **Where to Go.**

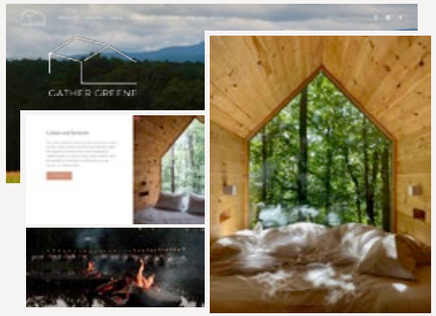
Gather Greene: Escape for New Yorkers and New Englanders looking for a unique, romantic (or wedding) experience. Tucked in the woods but minutes from shops and restaurants of the Hudson Valley. No services, only romantic experiences.

Sterling Ridge: Escape for quintessential log cabin experience. Audience is New Englander's with a desire for a more woodsy and rustic experience in the woods. Central spaces and basic services reinforce the cabin experience.

The Porches: New York and Boston ex-pats living in the Western Mass and southern New England area looking for a sophisticated, artsy, well-designed, and romantic experience descend on The Porches. The attraction of the arts is a draw, but the exceptionally thorough in-room, romantic experience draws couples of all backgrounds to The Porches to escape their everyday lives for an intimate re-connection.

Gather Greene, Cocksakie, NY (Catskills)

This location is a wedding venue focused site, but provides an amazing, unique "cabin in the woods" experience unlike anything in our area. The tailored experience and spaces are intimate, provocative, and offer a "special" experience for couples.









Sterling Ridge Resort, , VT

This "woodsy" experience is less "Polished New York" and more "New England Log Cabin," but still provides an intimate experience with a strong connection with nature. More stay than event venue, it focuses on the individual couple/family experience.









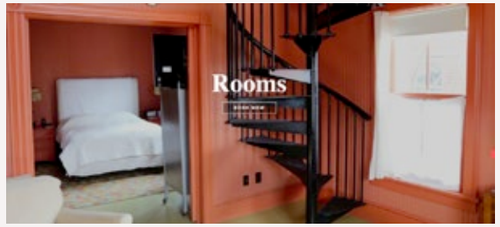
The Porches, North Adams, MA

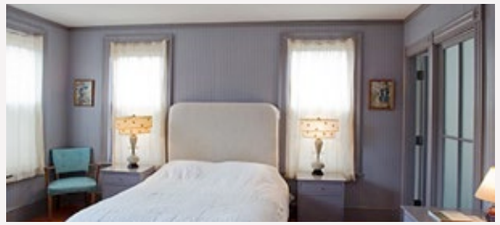
New York City and Boston transplants see The Porches as their home-away-from-home romantic experience. This highly curated and intimate experience is engineered for those a taste for style, character, art, history, and culture. More urban than wooded, it remains a major draw for couples (and city ex-pats) in the broader region.

the PORCHES
Inn at MASS MoCA





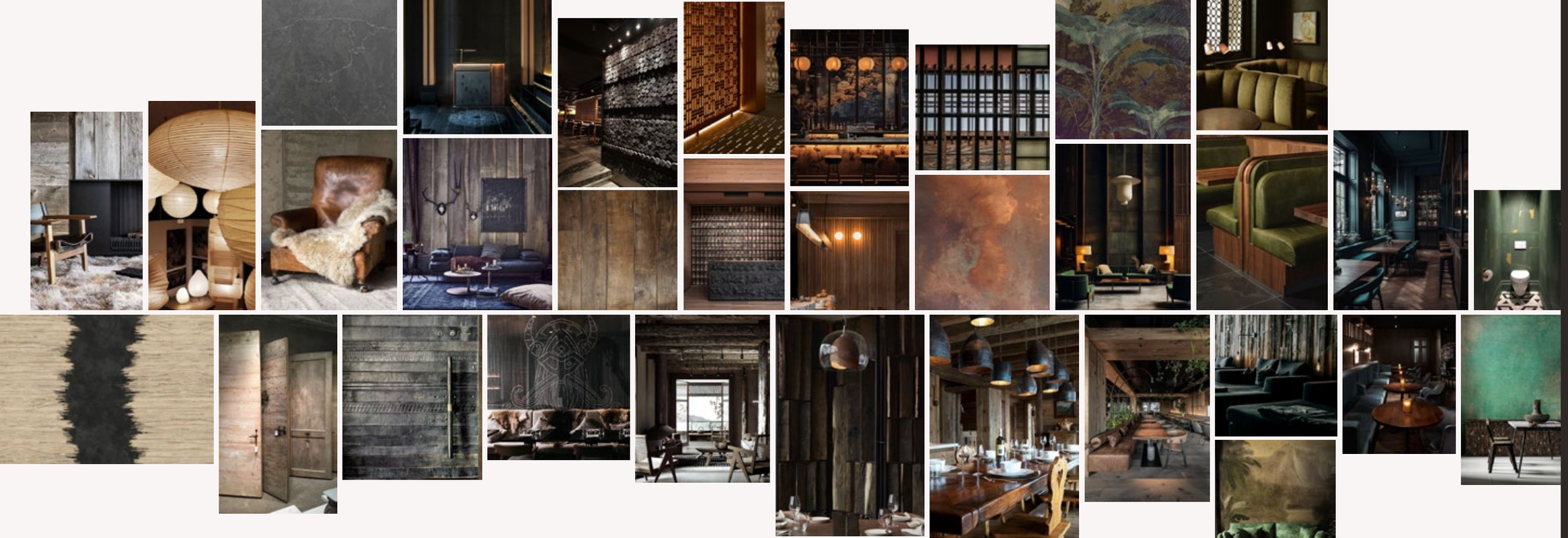




IDEATION + CONCEPTING

Words + Images

In this phase, creative work is explored openly as "ideas" in discourse with stakeholders, which sets the stage for alignment on future concept development.



Material. Tone. Experience.
These collected images from SHELTER reflect the overall tone and material quality of the guest experience. The aesthetics draw from Japanese and Norse culture, and the experience is littered with pops of light, sky, color and unique textures that bring the site to life. The color spectrum is sophisticated and a touch desaturated, with a range of warm and cool colors throughout, and feature a pop of deep and emerald greens.



Colors present in SHELTER's Inspiration Boards

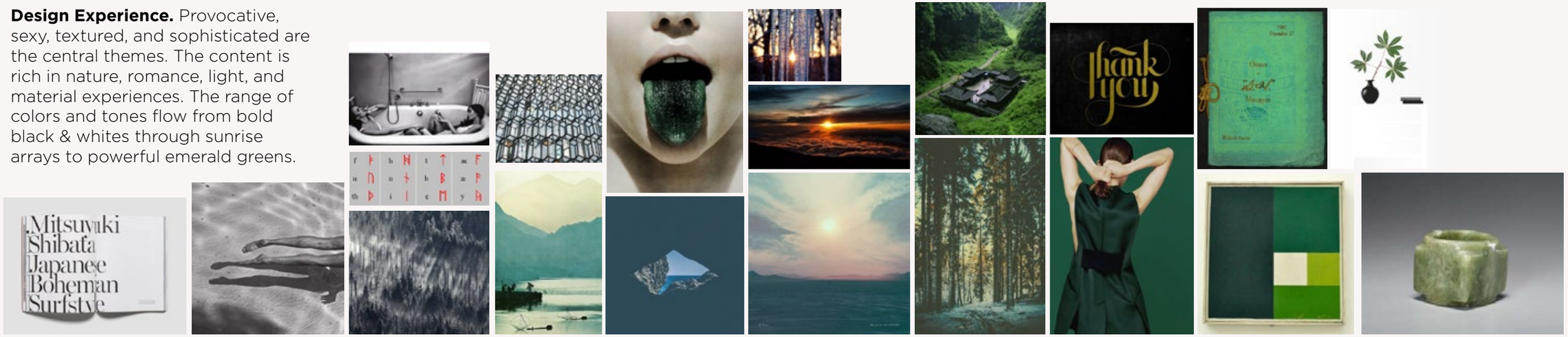
IDEATION + CONCEPTING

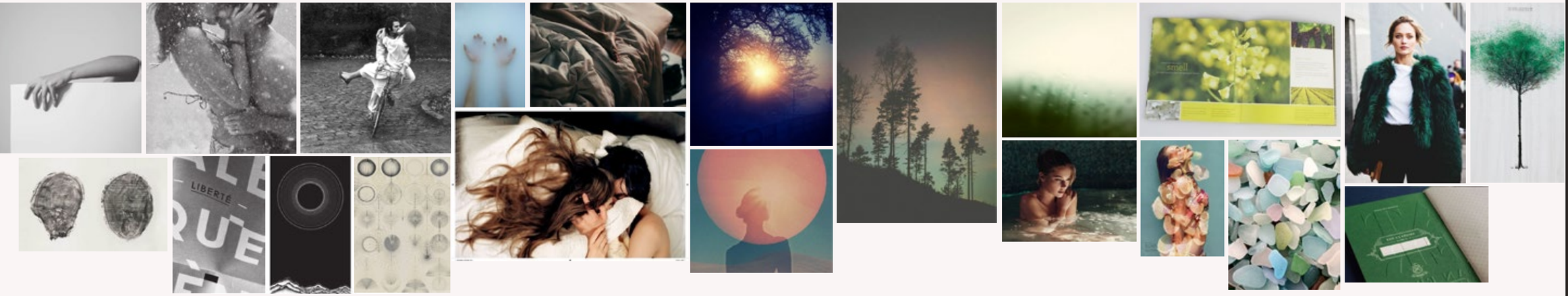
Words + Images

In this phase, creative work is explored openly as "ideas" in discourse with stakeholders, which sets the stage for alignment on future concept development.

PHASE 01

Design Experience. Provocative, sexy, textured, and sophisticated are the central themes. The content is rich in nature, romance, light, and material experiences. The range of colors and tones flow from bold black & whites through sunrise arrays to powerful emerald greens.





Colors inspired by SHELTER's Inspiration Boards, and drawn from the image board presented above.

IDEATION + CONCEPTING

Words + Images

In this phase, creative work is explored openly as "ideas" in discourse with stakeholders, which sets the stage for alignment on future concept development.

PHASE 01

VISUAL IDEATION

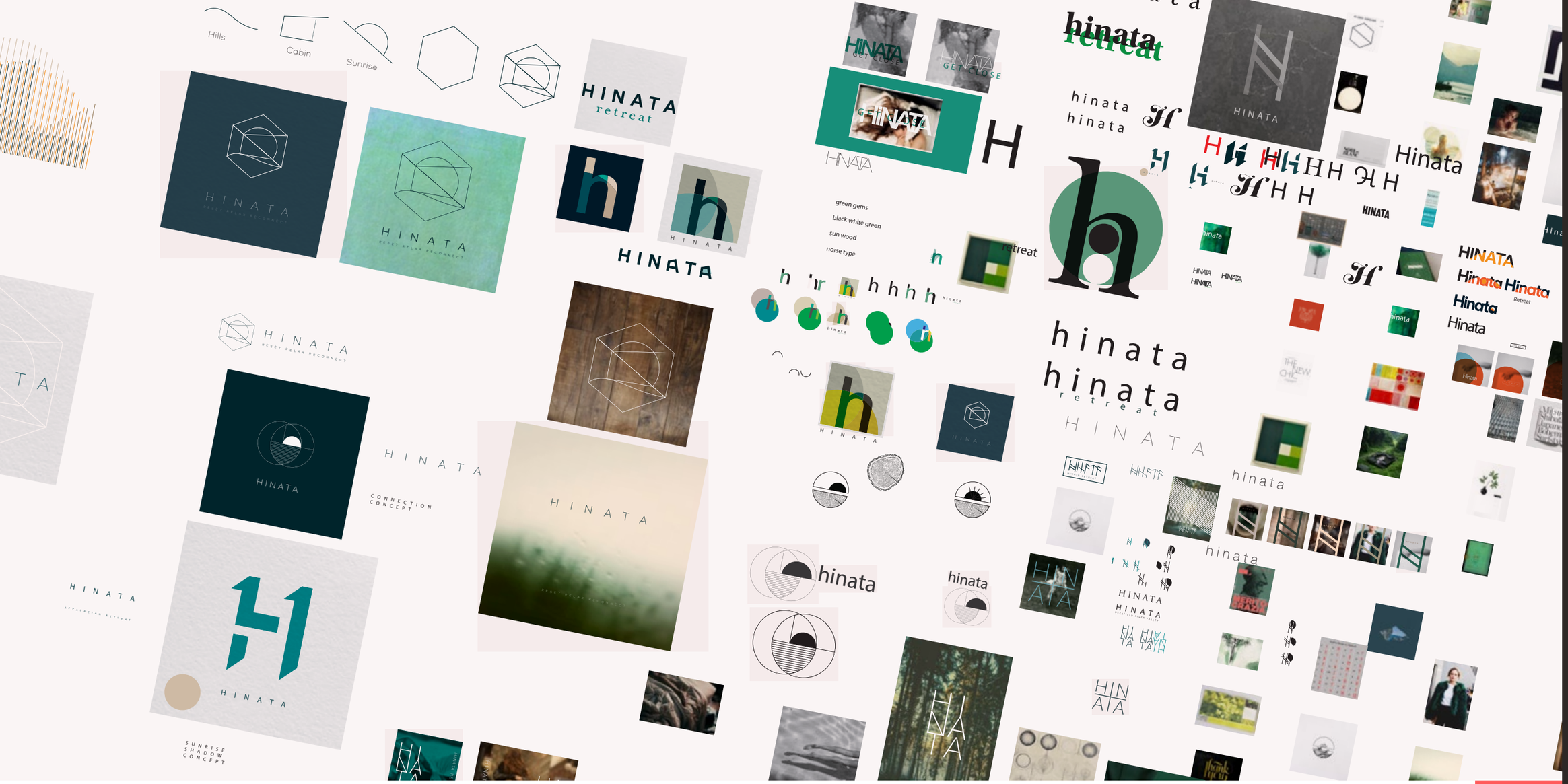
01

CLIENT PRESENTATION R1

The visual ideation process is about sharing and collaborating on ideas rather than presenting options. A broad and fearless exploration and discussion builds trust and owndership over the process and results.



Thom Long
Creative Process



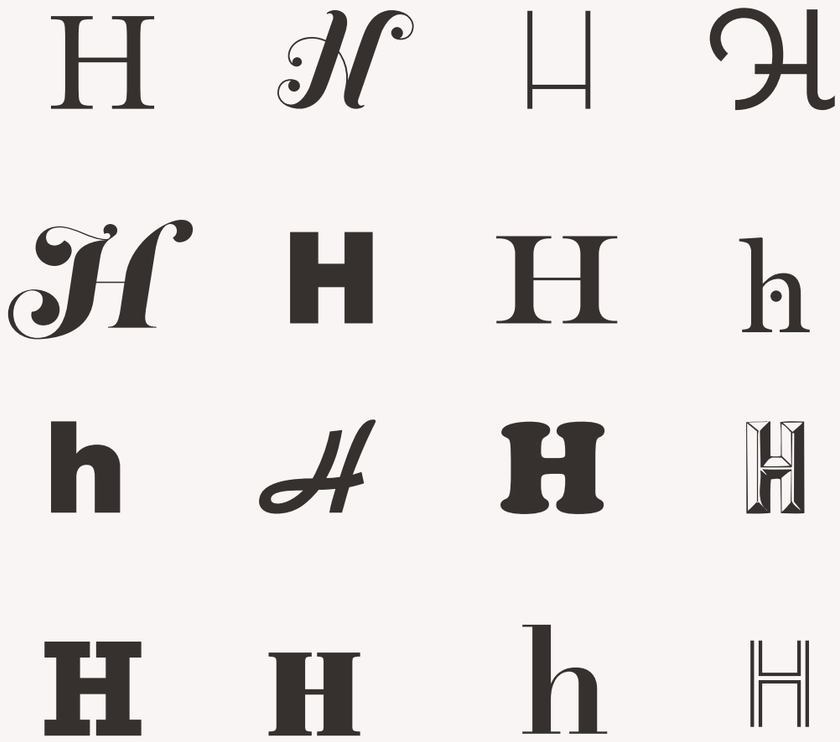
IDEATION + CONCEPTING

Visual Ideation

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

PHASE 01

A Brief Aside: Let's Talk H's
As a possible "Featured H" concept, there are many different letterforms for the "H." Let's explore the beauty of the H as key graphic element.





IDEATION + CONCEPTING

Visual Ideation / Presentation R1

In this phase, creative work is explored openly as "ideas" in discourse with stakeholders, which sets the stage for alignment on future concept development.

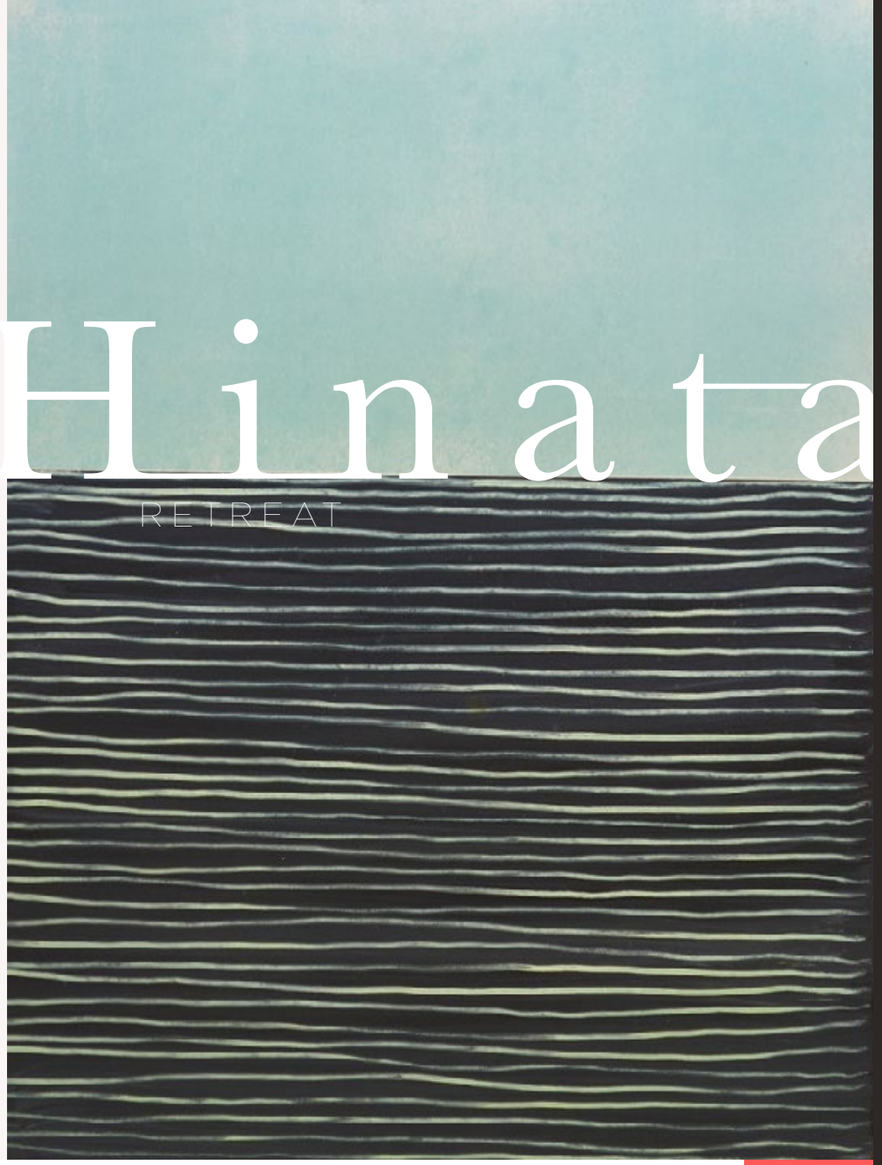
PHASE 01

1. Typographic. Lux.
Elegant, classic, and refined serif typeset mark. This mark relies on the power of type as a key brand element. Color and images are the contextual and material support in this minimal approach.









IDEATION + CONCEPTING

Visual Ideation / Presentation R1

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

CREATIVE IDEATION / PRESENTATION R1

2. Typographic. Sexy.
Typeset focused with an attitude toward the concept. Unique, yet bold type treatment drives this message driven concept.
Type-set close //
Get Close







3. Typographic. Mod. Clean, modern, tracked type - light and sophisticated. Background graphics of overlapping shapes speak of "connection" without being too literal. The color overlays also contrast the simple mark and focus on the imagery of the guest experience.









4. Typographic. Graphic.
Sunrise in type form allows for the meaning to be embedded without the need for an icon or logo-form. The bold typesetting with color-forms to illustrate name-sake concept: *Facing the Sun.*





5. Culture. Japanese Symbol.
Using the Japanese symbol for sun, which closely resembles a capital letter H, this mark reflects cultural origins, the element of the sun, and the key letter "H" in Hinata in one simple, unique, and elegant mark.



Japanese Symbol for Sun > "H"





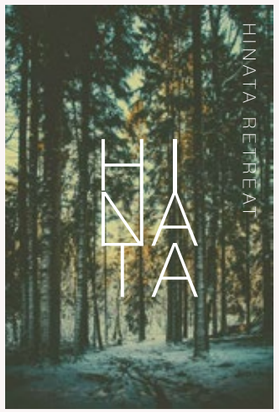
IDEATION + CONCEPTING

Visual Ideation / Presentation R1

In this phase, creative work is explored openly as "ideas" in discourse with stakeholders, which sets the stage for alignment on future concept development.

CREATIVE IDEATION / PRESENTATION R1

6. Culture. Gesture.
Reorganizing the key type elements of the name into a vertical stack produces an essence/impression of vertical Japanese writing structure and traditional Norse letter-form symbols. The hybrid result is compelling but not tied to a particular culture or meaning.

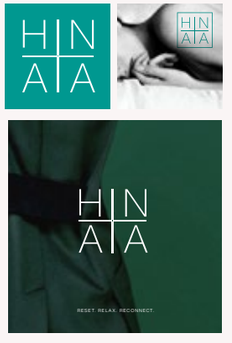








7. Culture. ArtMod.
Reorganizing the key type elements into a modern, Minimalist format is sophisticated, cryptic, and carries hints of high fashion, modernist design, and top-tier hospitality.





8. Culture. Norse Language.
Translated to the visual symbols of a Nordic language, the letter-forms produce a unique and powerful mark. In particular, the strength of the standalone capital "H" is remarkable and could carry a brand.









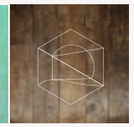


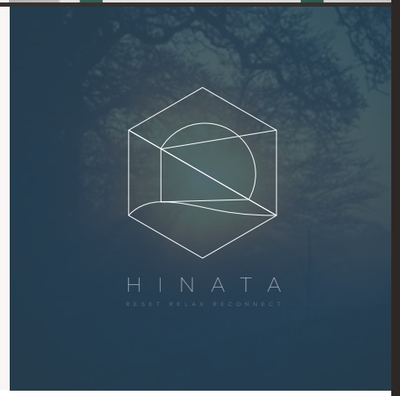
11. Concept Illustration. Hex.
Clean and sophisticated lines illustrate the various layers of the Hinata experience from the cabins to the hills to the sunrise.











IDEATION + CONCEPTING

Visual Ideation / Presentation R1

In this phase, creative work is explored openly as "ideas" in discourse with stakeholders, which sets the stage for alignment on future concept development.

Hinata Brand Experience: Idea Review

This array of ideas are intended to portray the many different aesthetic and experiential directions that we might imagine the brand evolving. These are not considered “logos” in the traditional sense, but should help us align our visions and styles as we move together. When thinking about which ideas resonate most with you, it is important to ask, “why?”

1



2



3



4



5



6



7



8



9



10



11



12

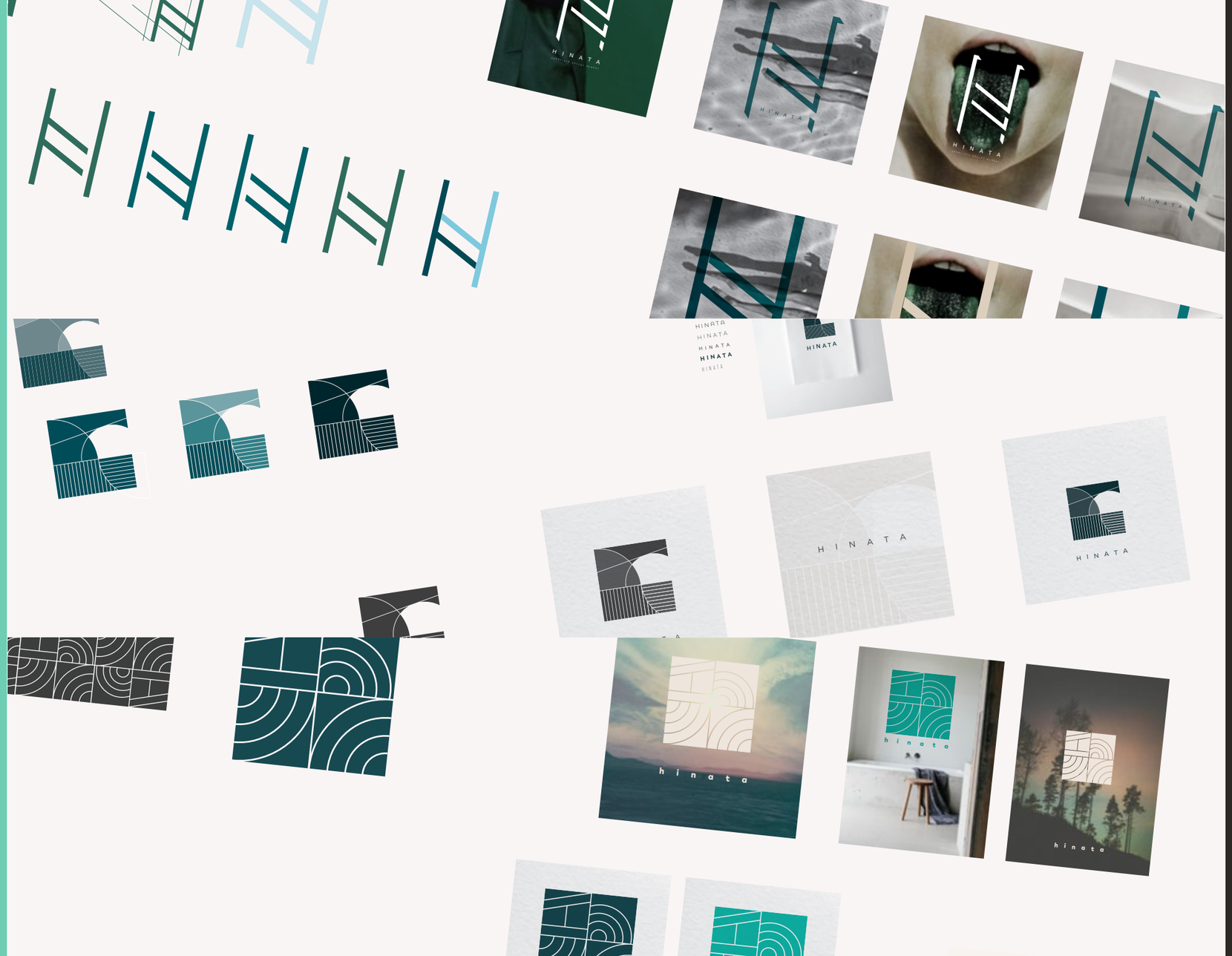


CONCEPT DEVELOPMENT

02

CLIENT PRESENTATION R2

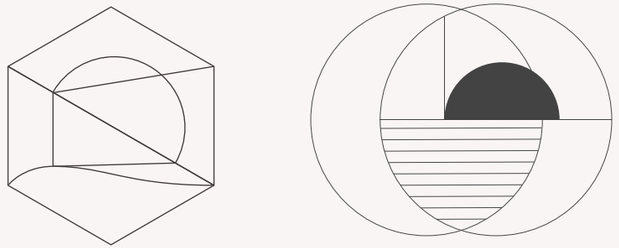
In concept development, we work with the client feedback, ideas, and discussions to generate a range of vision-aligned concepts. These are still ideas but begin to shape discussions about look and feel, as well as some specifics on the graphic representation, style, and aesthetics.



RECAP:
There were strengths and weaknesses of each of the possible concepts below. There were several stand-out typefaces, type treatments, and graphic elements. At this point, there are several elements that are solidifying, including some key type treatments and an overall attitude/ aesthetic. You will see those repeated throughout.

In this presentation, these source concepts are used to iterate new ideas off, combine, or evolve these possible directions.

Our concepts are organized in the following manner:

Typography Only	Feature H	Story Graphic
HINATA		

CONCEPT DEVELOPMENT / PRESENTATION R2

1. Typographic. Fine.
Refined and neat, but unique and punchy. Mostly, just modern and elegant.

HINATA
DEERFIELD RIVER RETREAT

HINATA
RETREATS

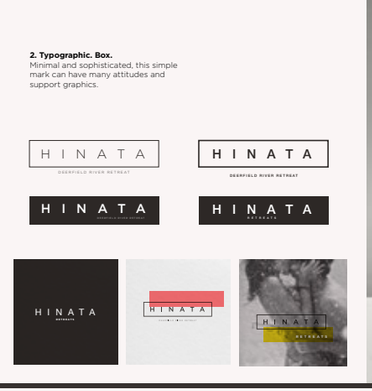
HINATA
RETREATS





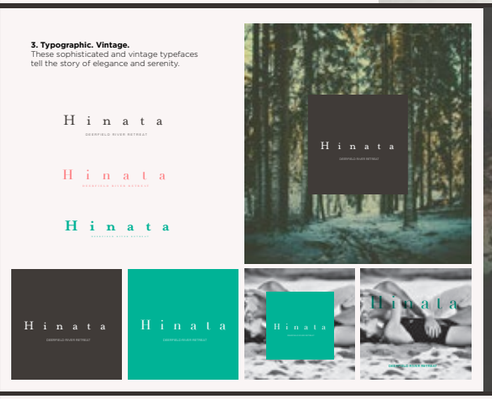


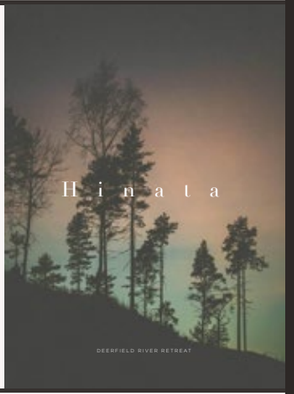
2. Typographic. Box.
Minimal and sophisticated, this simple mark can have many attitudes and support graphics.



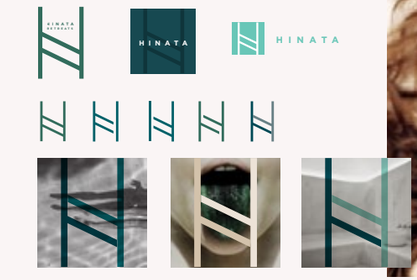


3. Typographic. Vintage.
These sophisticated and vintage typefaces tell the story of elegance and serenity.





4. Feature H - Norse
With the Norse H at the center, this presents a hospitality brand that is modern and refined, with an edge.





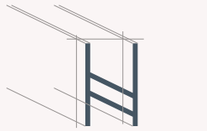
IDEATION + CONCEPTING

Concept Development / Presentation R2

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

CONCEPT DEVELOPMENT / PRESENTATION R2

5. Feature H - Norse Shadow
This evolution of the Norse H and Shadow H concepts draws both themes together.











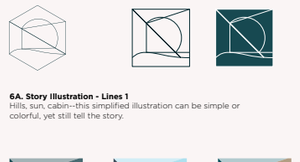




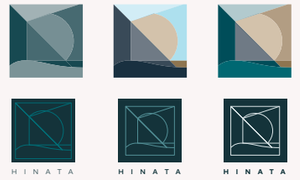




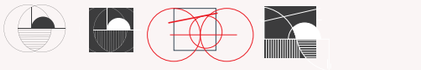




6A. Story Illustration - Lines 1
Hills, sun, cabin--this simplified illustration can be simple or colorful, yet still tell the story.





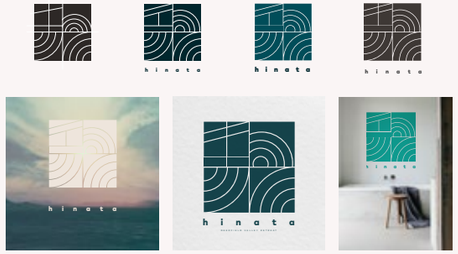


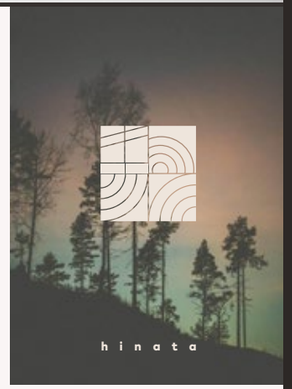
7. Story Illustration - Pattern 1
Building off of the intersecting-circle concept, this iteration leverages the pattern in the ground and the various circle elements to tell this story--place, cabins, sun, relax.





7. Story Illustration - Pattern 2
This concept uses minimal graphic shapes to tell this big story--bold and contemporary.





IDEATION + CONCEPTING

Concept Development / Presentation R2

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

Hinata Brand Experience: Idea Review R2
This array of ideas are intended to portray an evolution of different aesthetic and artistic expressions that reflect this brand. When thinking about which ideas resonate most with you, it is important to ask, “why?”



1



2



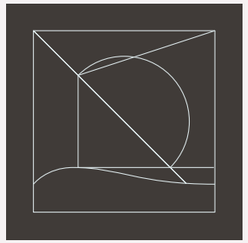
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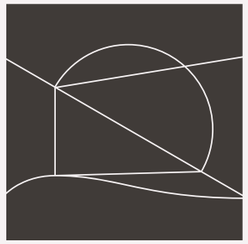
4



5



6A



6B



7



8

IDEATION + CONCEPTING
Concept Development / Presentation R2

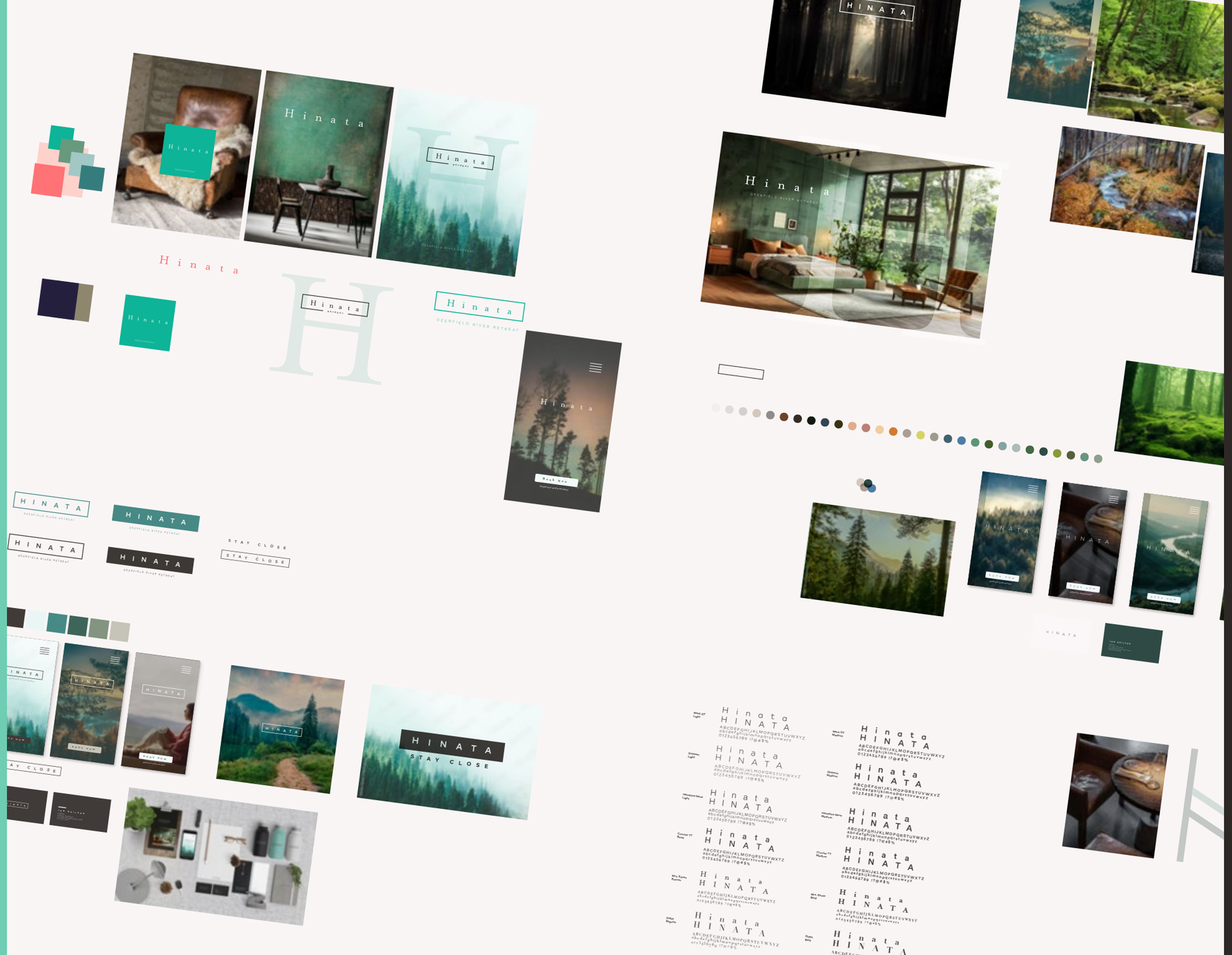
In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

CONCEPT ALIGNMENT

03

CLIENT PRESENTATION R3

In this phase, concepts become more detailed and specific, addressing the range of approaches that align with the stakeholders' vision. More detail and refinement is present, alongside a more developed presentation of brand applications.



RECAP:
The primary brand development has moved toward a type-driven, sophisticated style. From the previous presentation, the standouts shared common visual elements, such as minimal in nature and open type spacing.

In this presentation, these previous concepts are used to iterate new ideas off, combine, or evolve these possible directions. The concepts move from ideas to brand experiences with proposed logos and color. Three new brand variations have been developed in more detail, and a collection of details and visualizations of the brand in action.

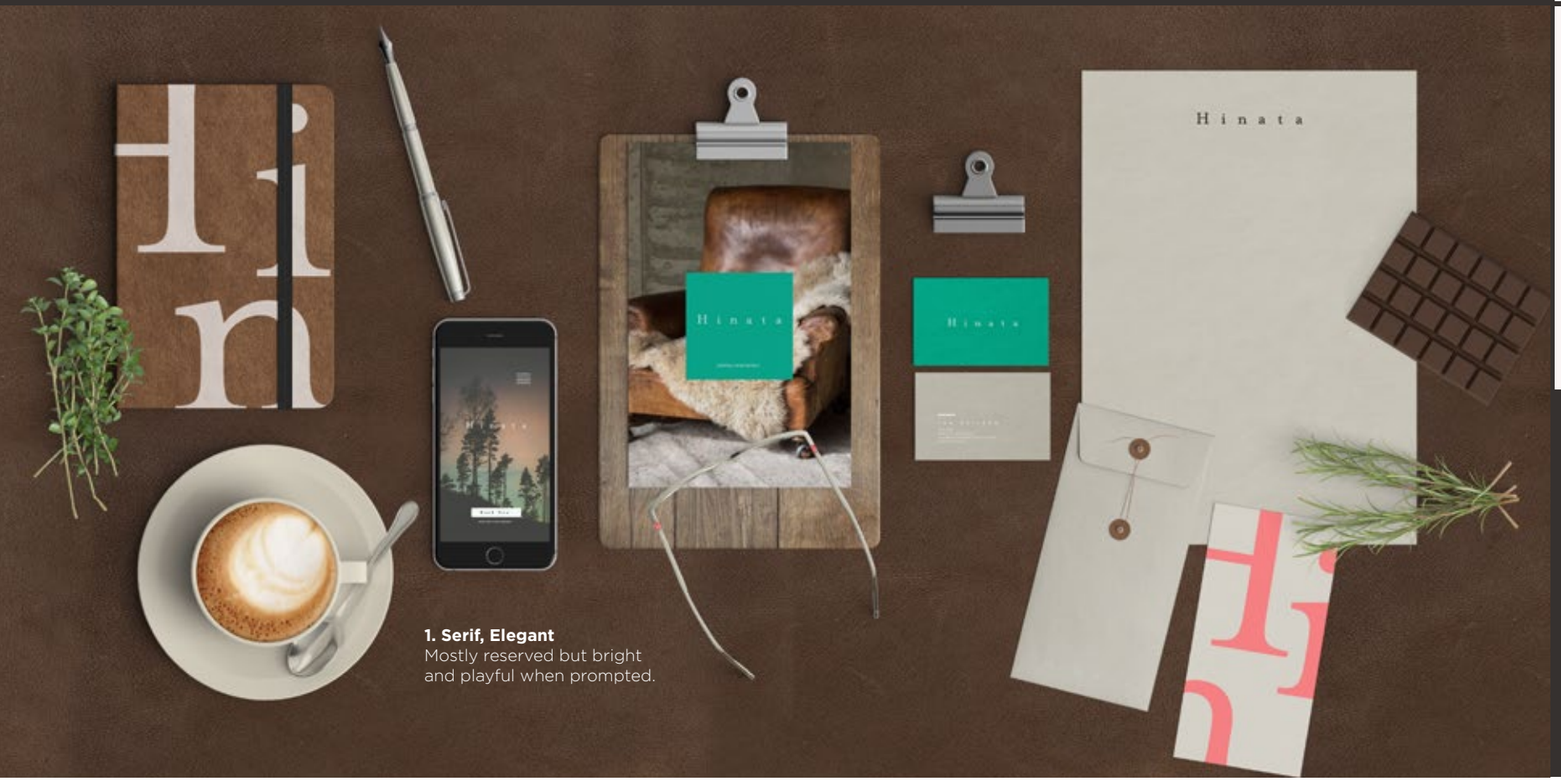
Key details to focus on are:
- Overall Brand Experience
- Typeface style and weight
- Color Palette
- Image Usage/Treatment
- Material Look/Feel
- Treatment of the term “Retreat”

Hinata

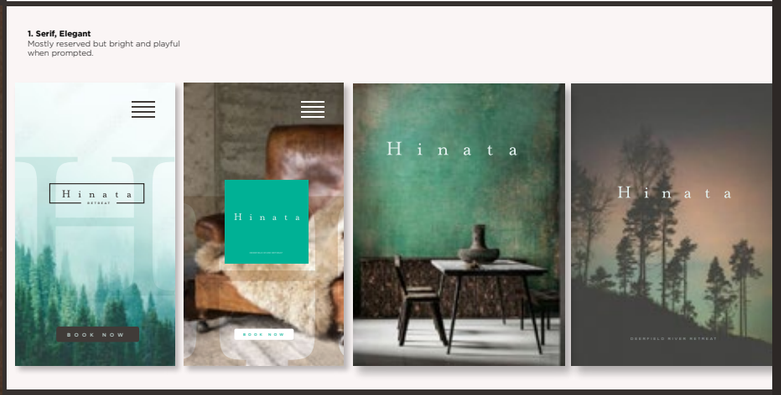
HINATA

HINATA

CONCEPT ALIGNMENT / PRESENTATION R3





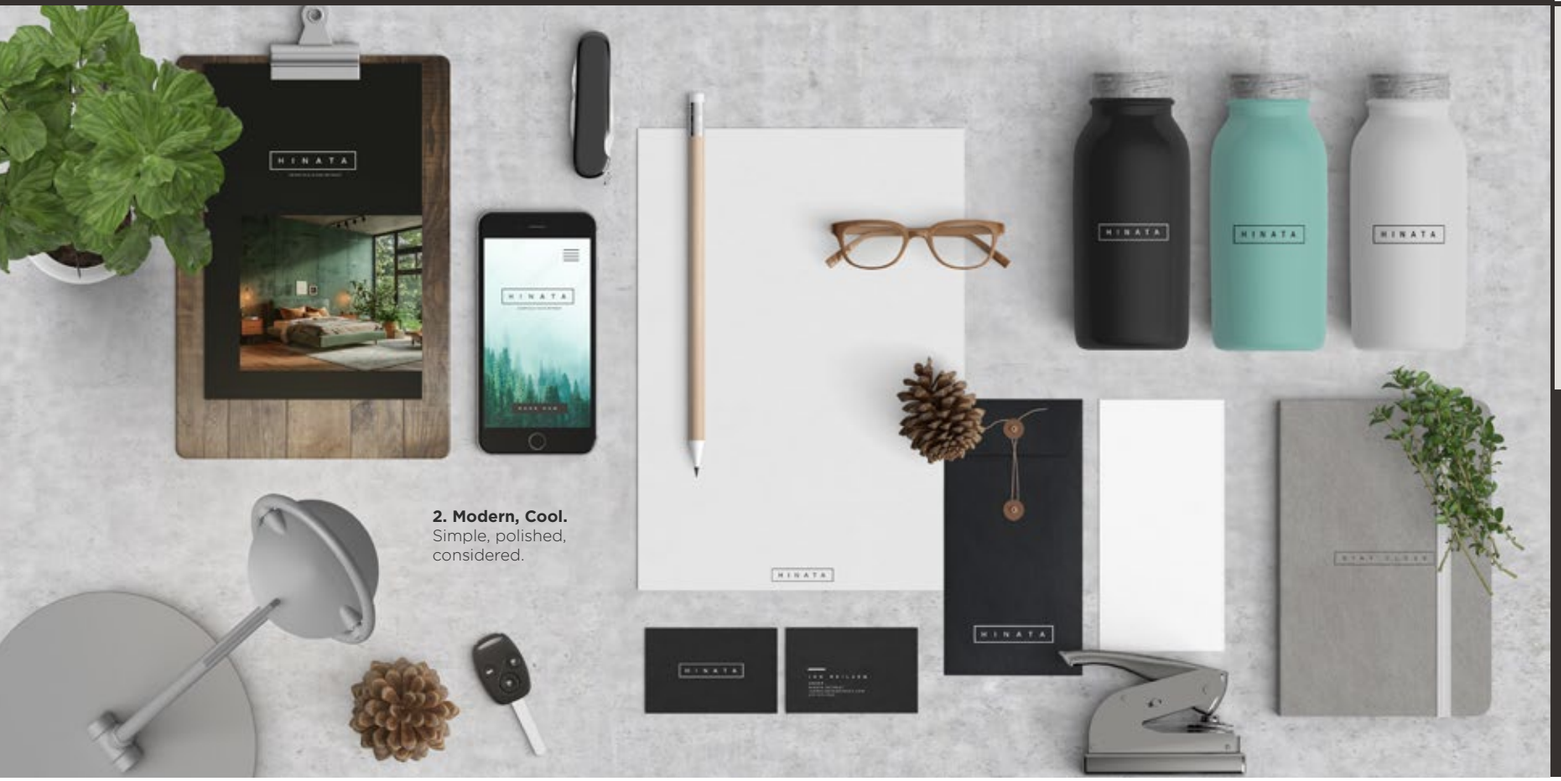


IDEATION + CONCEPTING

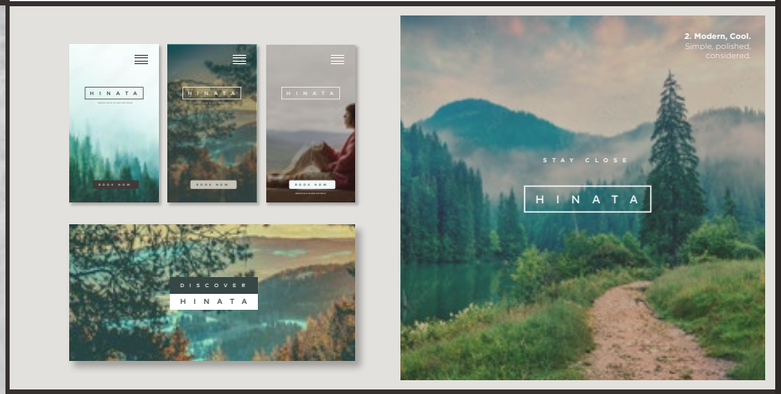
Concept Alignment / Presentation R3

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

CONCEPT ALIGNMENT / PRESENTATION R3





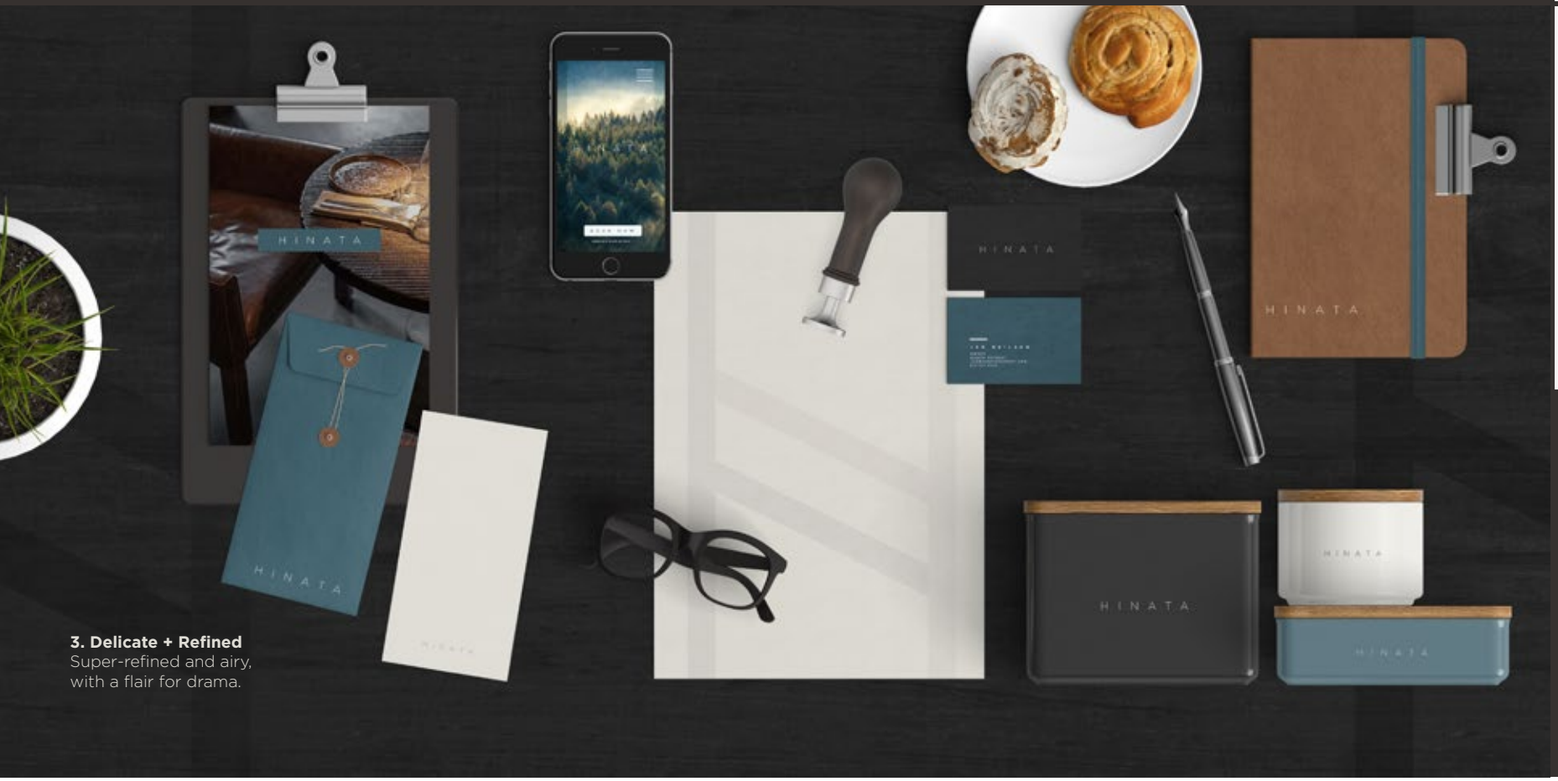


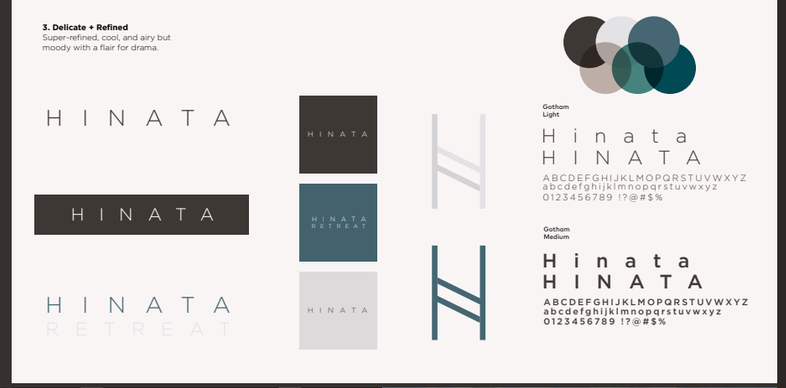
IDEATION + CONCEPTING

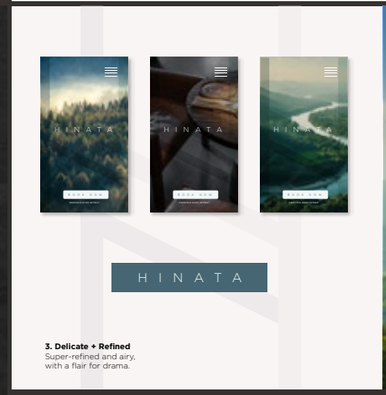
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CONCEPT ALIGNMENT / PRESENTATION R3





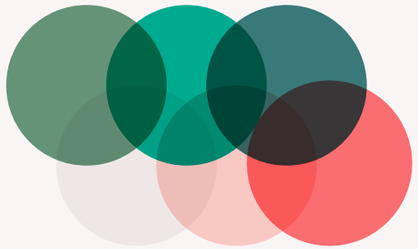




IDEATION + CONCEPTING

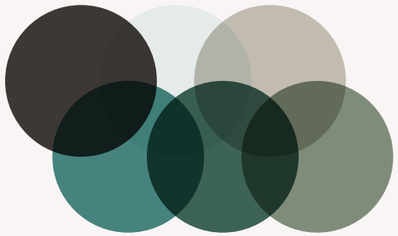
Concept Alignment / Presentation R3

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Hinata

1



HINATA

2



HINATA

3

IDEATION + CONCEPTING

Concept Alignment / Presentation R3

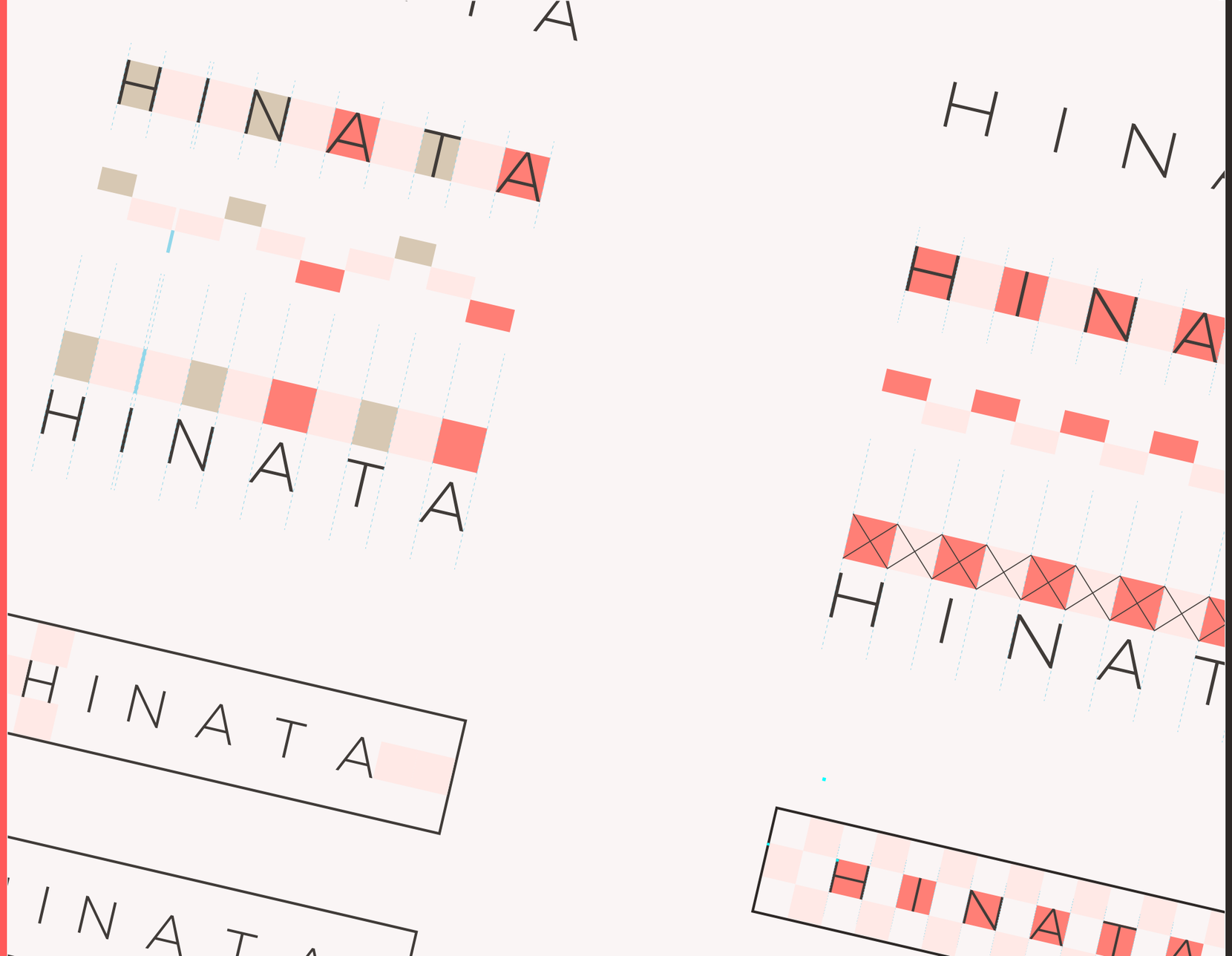
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BRAND DEVELOPMENT

02

VISUAL GUIDELINES + VISUALIZATION

In this phase, the brand is refined, defined, and tested. Visualizations provide a grounded view of a brand's performance in various mediums and environments.



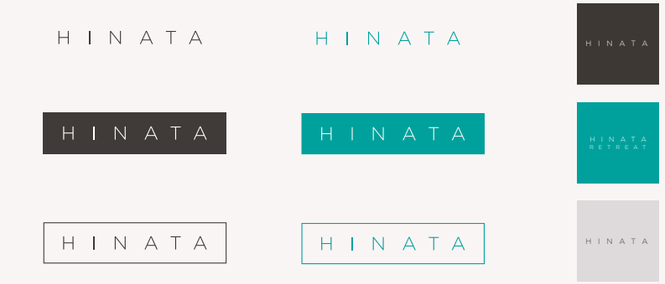
VISUAL IDENTITY SYSTEM

PRIMARY MARKS

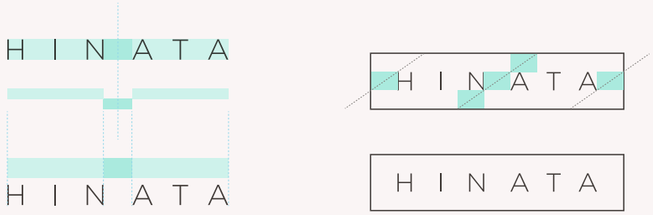
HINATA

HINATA
RETREAT

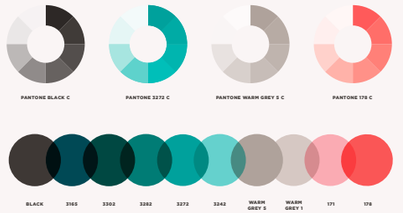
BRAND VARIATIONS

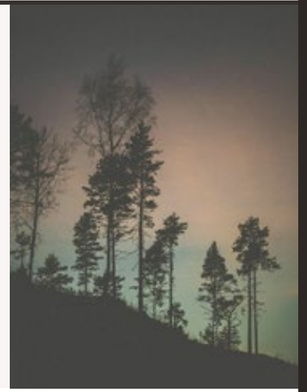


LOGO MATH



COLOR FAMILY





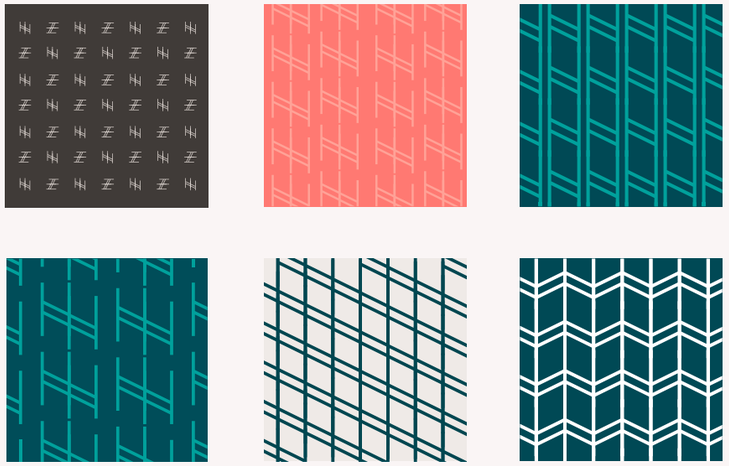
BRAND DEVELOPMENT

Visual Guidelines + Visualizations

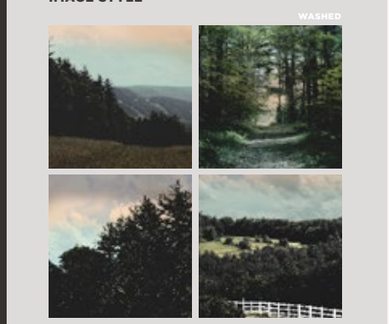
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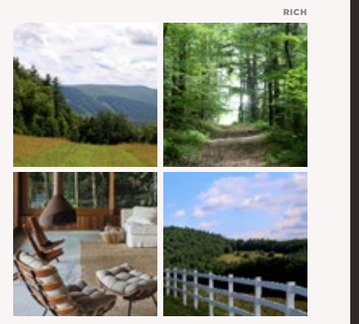
VISUAL IDENTITY SYSTEM

PATTERNS + SHAPES



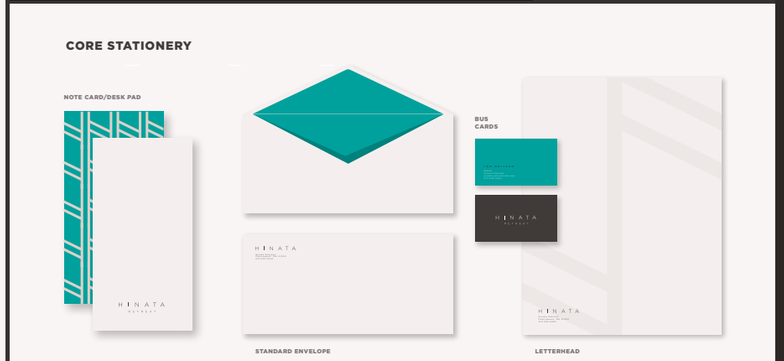












BRAND DEVELOPMENT

Visual Guidelines + Visualizations

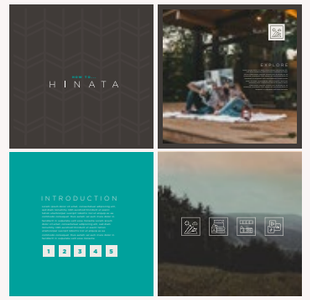
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VISUAL IDENTITY SYSTEM

WEB/DIGITAL STYLE



PRINT MEDIA STYLE





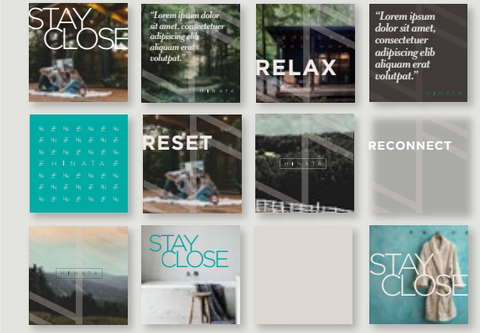


SWAG + PRODUCT STYLE



SOCIAL STYLES

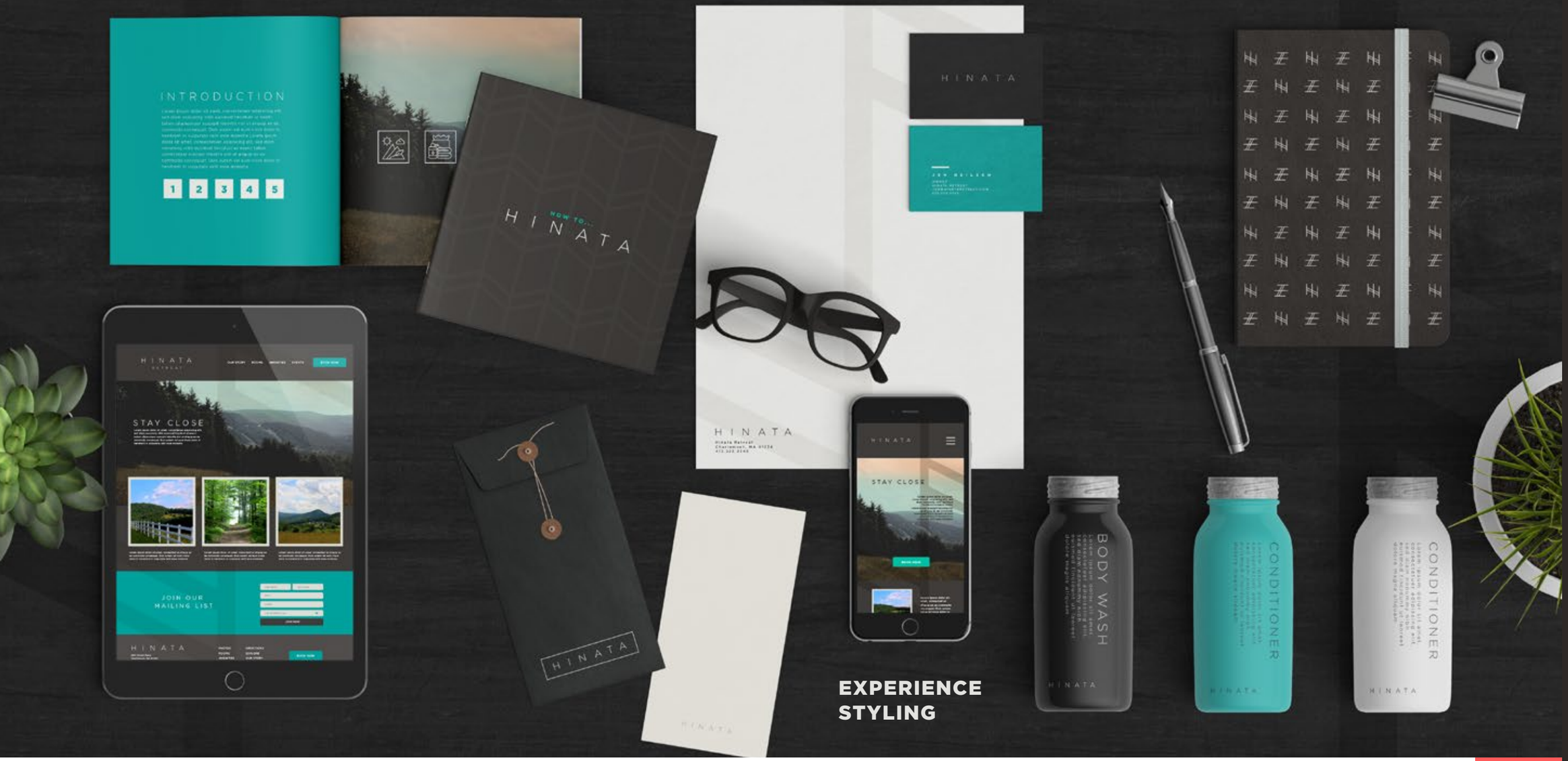




BRAND DEVELOPMENT

Visual Guidelines + Visualizations

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BRAND DEVELOPMENT

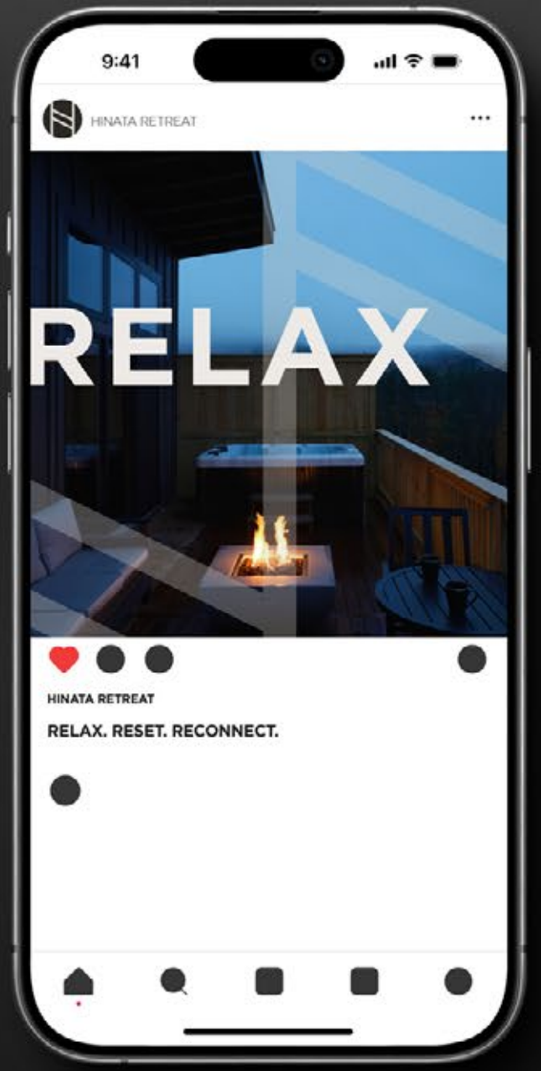
Visual Guidelines + Visualizations

In this phase, the brand is refined, defined, and tested. Visualizations provide a grounded view of a brand's performance in various mediums and environments.

PHASE 02

















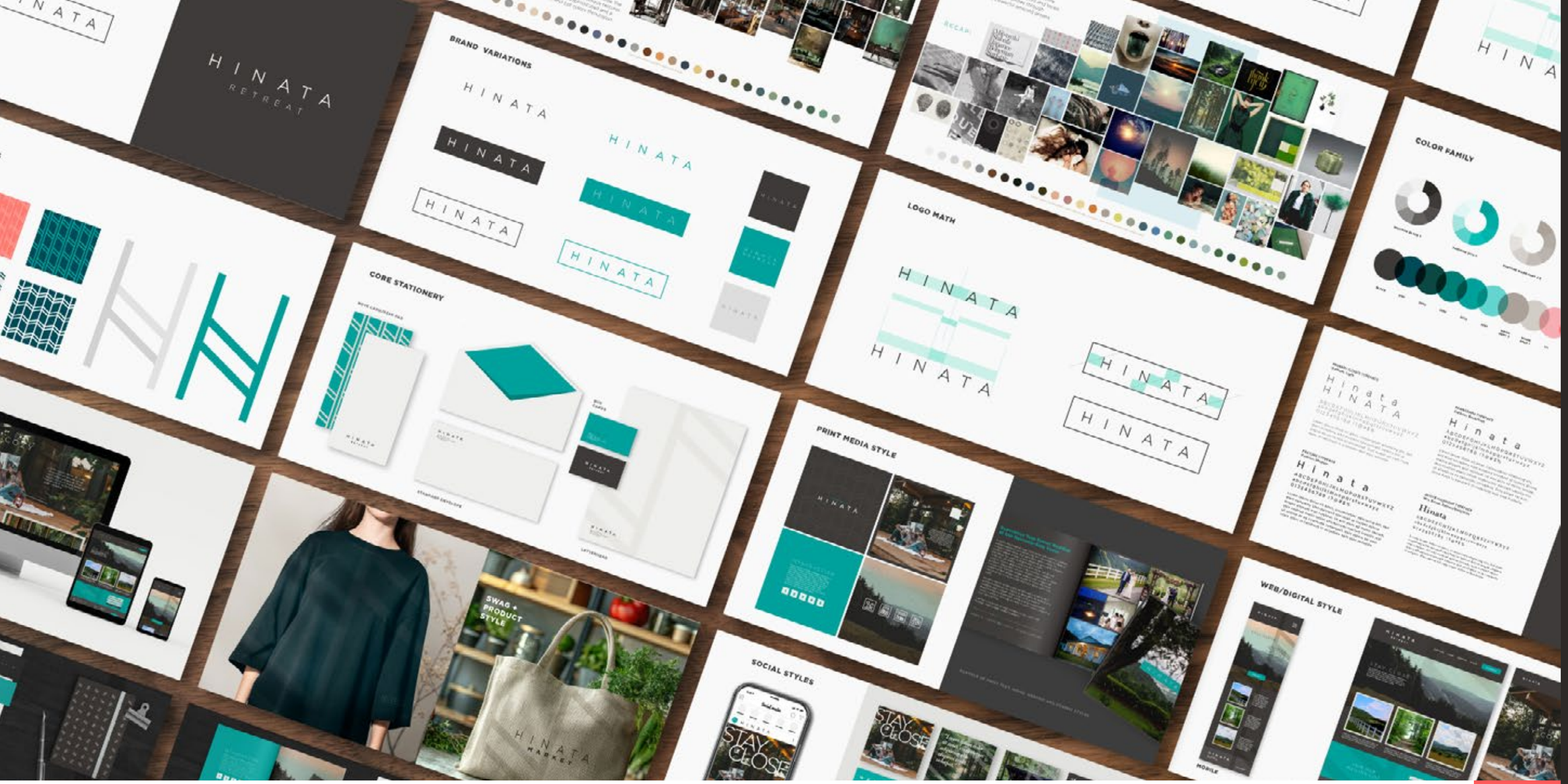


BRAND DEVELOPMENT

Visual Guidelines + Visualizations

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PHASE 02

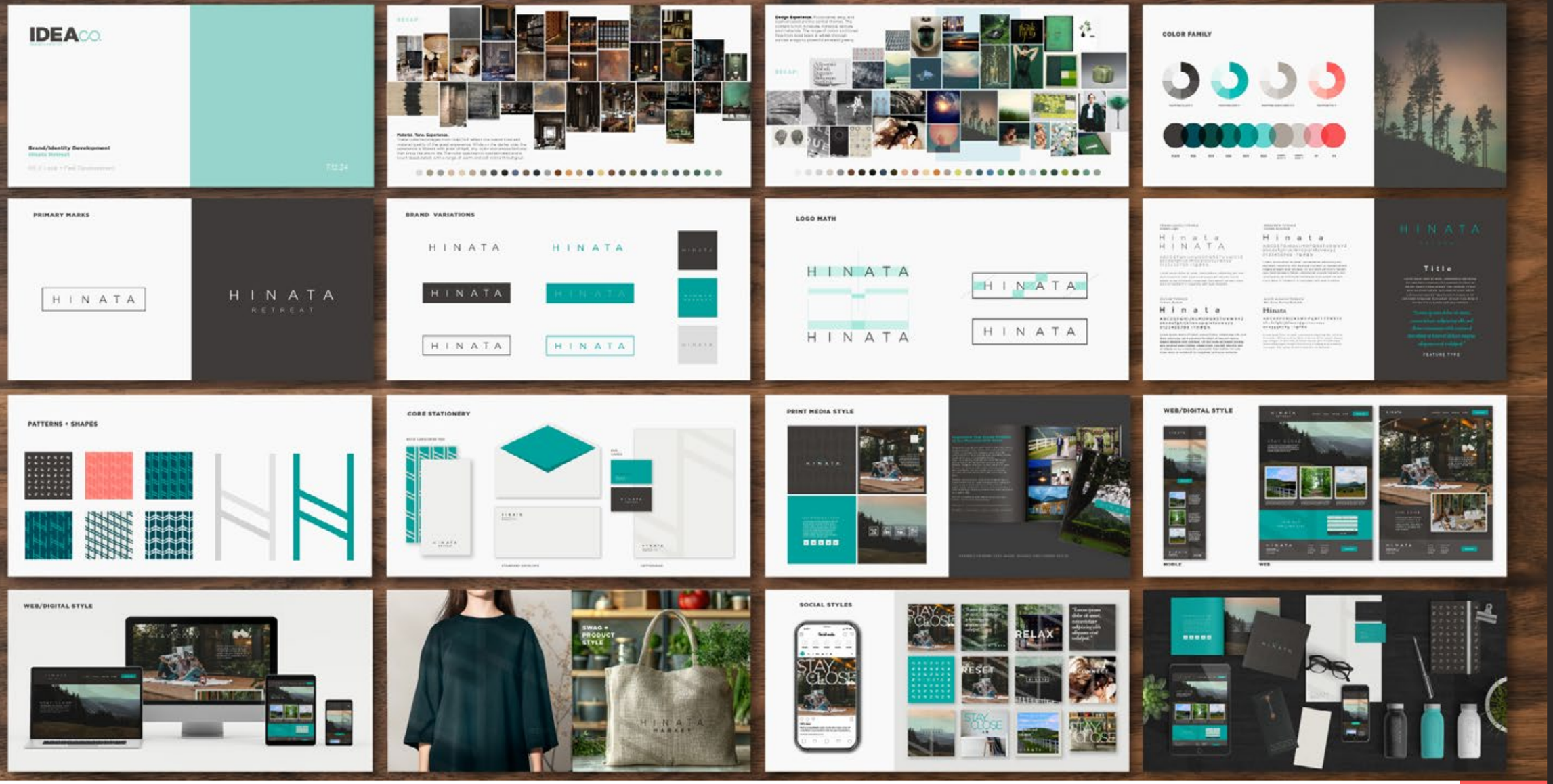


BRAND DEVELOPMENT

Visual Guidelines + Visualizations

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PHASE 02



BRAND DEVELOPMENT

Visual Guidelines + Visualizations

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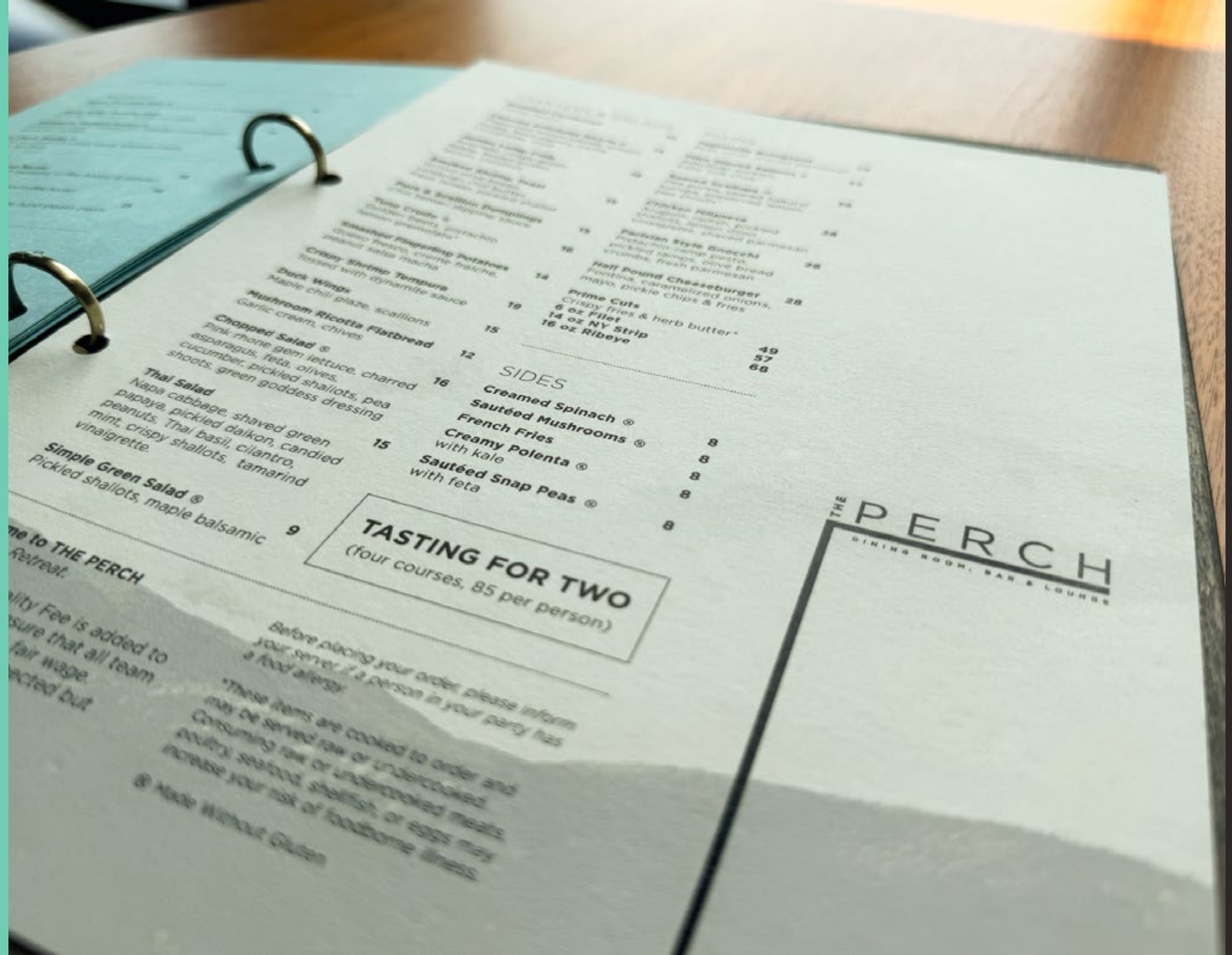
PHASE 02

EXPERIENCE BRANDING

02

RESTAURANT, LOUNGE & BAR

Leveraging the DNA of the newly-defined Hinata visual identity, this new food and beverage concept brand evolved for its environment and audience.



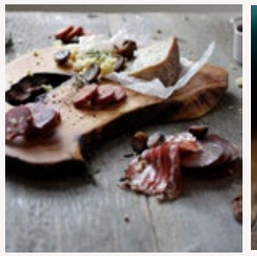






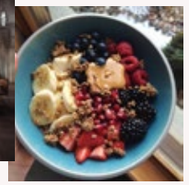
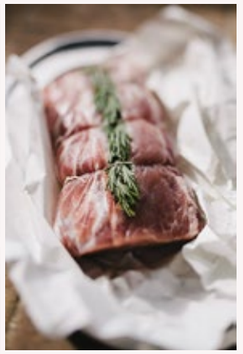













Mood and Inspiration

IDEATION + CONCEPTING

Dining Ideation

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

PHASE 01

Hinata Brand DNA

HINATA

HINATA

HINATA

HINATA

PRIMARY (LOGO) TYPEFACE
Gotham. Light

Hinata
HINATA

ABCDEFGHIJKLMOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#$%

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

PARAGRAPH TYPEFACE
Gotham. Book/Itals

Hinata

ABCDEFGHIJKLMOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#$%

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

FEATURE TYPEFACE
Gotham. Medium

Hinata

ABCDEFGHIJKLMOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#$%

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

QUOTE-HIGHIGHT TYPEFACE
Mrs. Eaves. Roman/Bold/Itals

Hinata

ABCDEFGHIJKLMOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#$%

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit





IDEATION + CONCEPTING

Dining Ideation Reference

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

PHASE 01

DINING NAMING + IDEATION / PRESENTATION R1

Concept Study 1

perch: be situated above or on the edge of something.





Concept Study 2

sjón: Old Norse, meaning "sight" or "view."





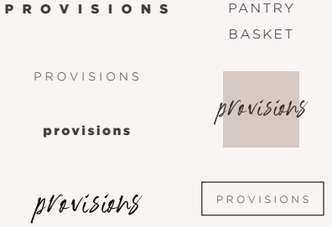
Concept Study 3

tenbō: Japanese, meaning a view or outlook, often from a high place.





Concept Study 4





IDEATION + CONCEPTING

Dining Naming + Ideation / Presentation R1

In this phase, creative work is explored openly as "ideas" in discourse with stakeholders, which sets the stage for alignment on future concept development.

DINING NAMING + IDEATION / PRESENTATION R1

Concept Study 5

HINATA
MKT

MKT

mkt

HINATA
mkt

MKT

HINATA
mkt



Words + Concepts

PERCH perch perch perch PERCH PERCH

SJÓN sjón sjón sjón sjón sjón

TENBŌ TENBŌ tenbō tenbō tenbō tenbō

SKÁLI skáli skáli skali skall skáli

MKT MKT mkt MKT mkt mkt

PROVISIONS PROVISIONS provisions provisions PANTRY BASKET provisions PROVISIONS

Words + Concepts



Words + Names

English

Bar/Restaurant
perch
vista
hall
central kitchen
lodge

Store/Market
provisions
market (mkt)
pantry
basket
from the garden
essentials

Japanese

tenbō
a view or outlook, often from a high place.

zekkei
breathtaking view

fūkei
landscape, scenery

sakaba
tavern, bar

kaishoku
eating together as a group, often used for formal or organized group meals

kaijō
meeting place

chōbō
the sense of a broad and scenic view

Old Norse

sjón
"sight" or "view"

ölhús
ale house or beer house

fjall
mountain, hill or cliff

hátíð
a dining festival or celebration

mót
informal meeting or gathering

skáli
a gathering place where people might eat or drink

IDEATION + CONCEPTING

Dining Naming + Ideation / Presentation R1

In this phase, creative work is explored openly as "ideas" in discourse with stakeholders, which sets the stage for alignment on future concept development.

DINING BRAND NAMING + CONCEPTING

03

PRESENTATION R2

In a simultaneous naming+ branding process, the imagery and style feeds off of the names and words that define the experience.



DINING NAMING + CONCEPTS / PRESENTATION R2

perch

Perch: A high or elevated position where someone can sit or stand and see a wide area.



promontory

Promontory: metaphorically used to describe anything that stands out or projects in a significant way, often implying a position of prominence or importance.



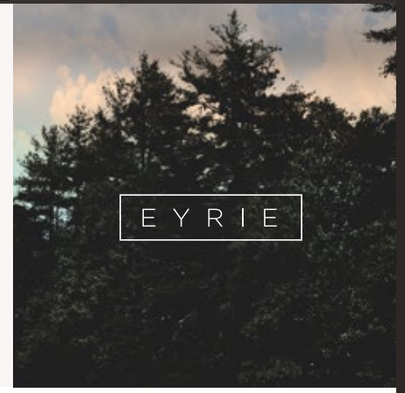
tor

Tor: A high, rocky hill or a pile of rocks on the top of a hill, often found in moorland landscapes.



eyrie

Eyrie: A large nest of a bird of prey, such as an eagle, typically built high in a tree or on a cliff, metaphorically used to describe a high dwelling or lookout.



IDEATION + CONCEPTING

Dining Naming + Concepting / Presentation R2

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

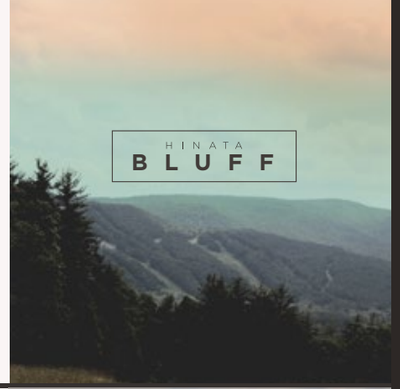
crest

Crest: The top or highest part of something, especially a mountain or hill, often providing a view.



bluff

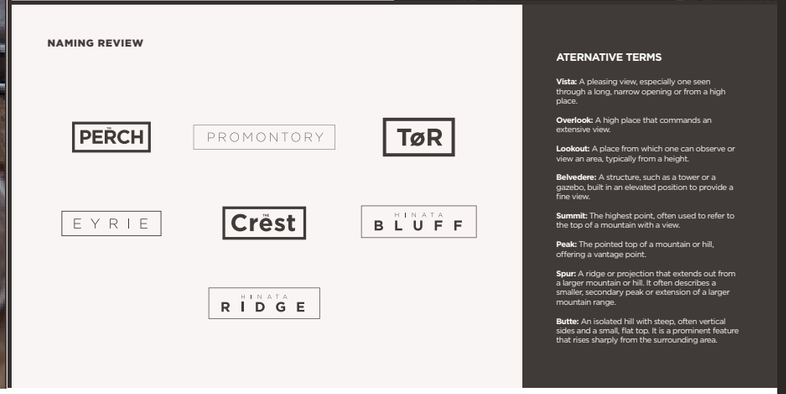
Bluff: A steep cliff, bank, or headland. While it can be adjacent to water, it can also refer to any high, steep face of land.



ridge

Ridge: A long, narrow elevation of land, often with a continuous crest, typically at the top of a mountain or hill.





IDEATION + CONCEPTING

Dining Naming + Concepting / Presentation R2

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

DINING BRAND ALIGNMENT

04

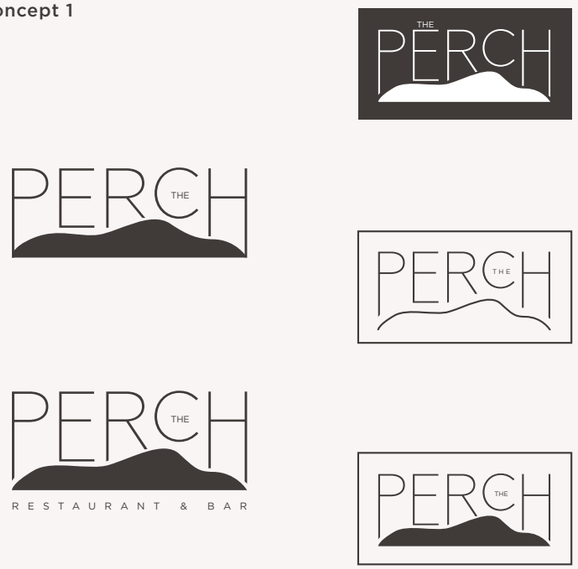
PRESENTATION R3

With a defined name, the brand development evolved to match the experiential goals.



DINING BRAND CONCEPTS / PRESENTATION R3

Concept 1





Concept 2





Concept 3





Concept 4





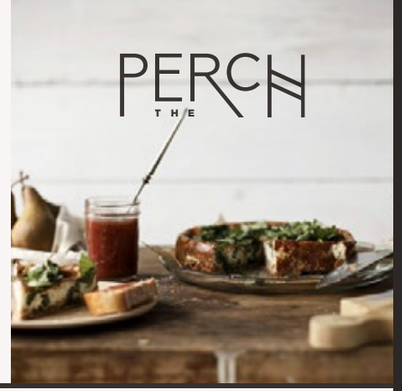
IDEATION + CONCEPTING

Dining Naming + Concepting / Presentation R3

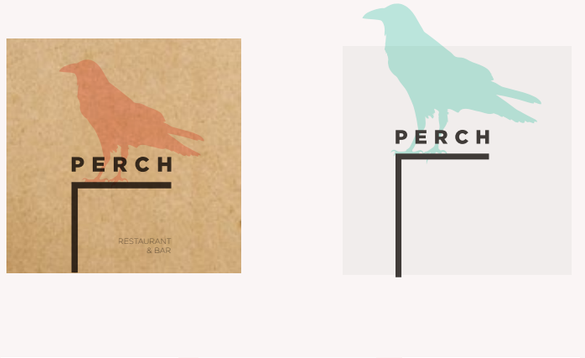
In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

DINING BRAND CONCEPTS / PRESENTATION R3

Concept 6



Concept 5





Concept Recap



Hinata Brand DNA



IDEATION + CONCEPTING

Dining Naming + Concepting / Presentation R3

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

PERCH BRAND IDENTITY

05

Brand Application Rollout

The Perch brings together the luxury Hinata aesthetic, the vast and disarming views, and the refined modern culinary experience.



PERCH BRAND APPLICATIONS





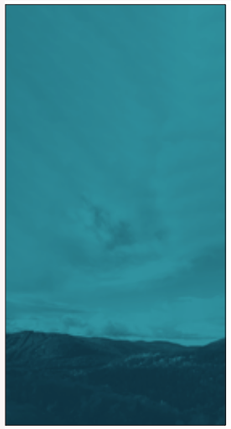




IDEATION + CONCEPTING

Perch Brand Application

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.















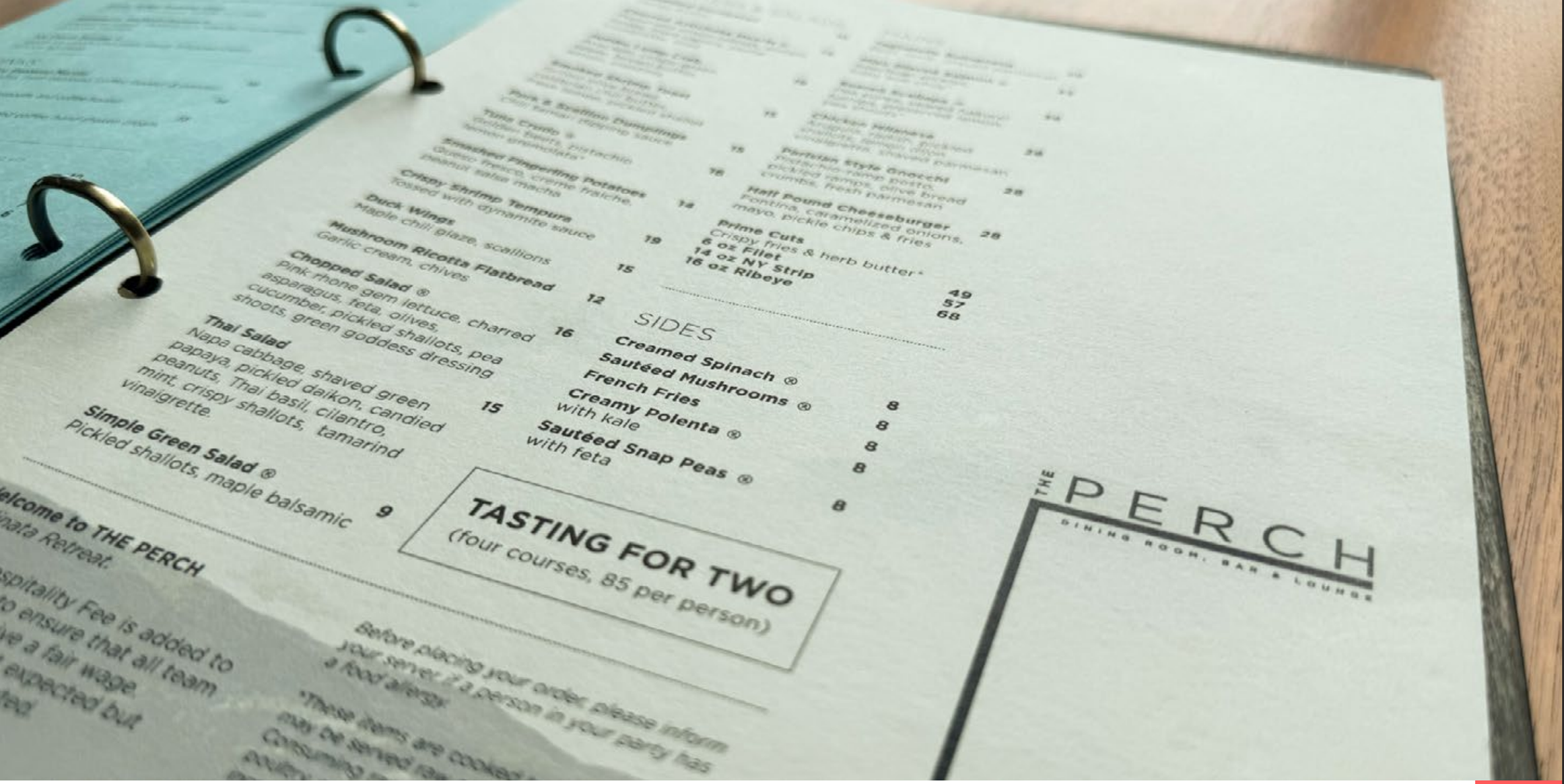


IDEATION + CONCEPTING

Perch Brand Application

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

PHASE 01



IDEATION + CONCEPTING

Perch Brand Application

In this phase, creative work is explored openly as "ideas" in discourse with stakeholders, which sets the stage for alignment on future concept development.

PHASE 01

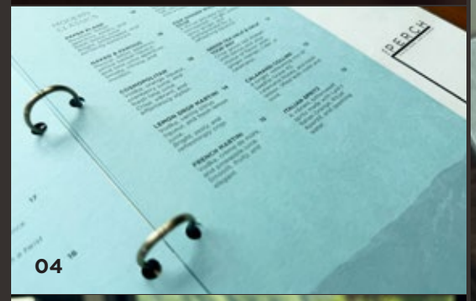
COMPLETED MENUS

The menu concept utilizes a layered and color-coded system to bring together food and beverages, while allowing them to each be featured separately.

The menus leverage the rustic wood found on site and the brass highlights seen throughout the interior design.









IDEATION + CONCEPTING

Perch Brand Application

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

COMPLETED SIGNAGE









IDEATION + CONCEPTING

Perch Brand Application

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

Uniform Study
Black & White

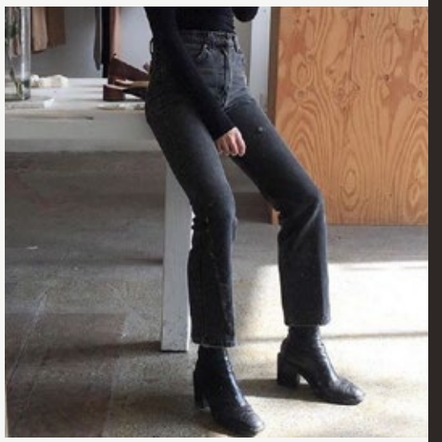










IDEATION + CONCEPTING

Perch Brand Application

In this phase, creative work is explored openly as “ideas” in discourse with stakeholders, which sets the stage for alignment on future concept development.

PHASE 01







IDEATION + CONCEPTING

Perch Brand Application

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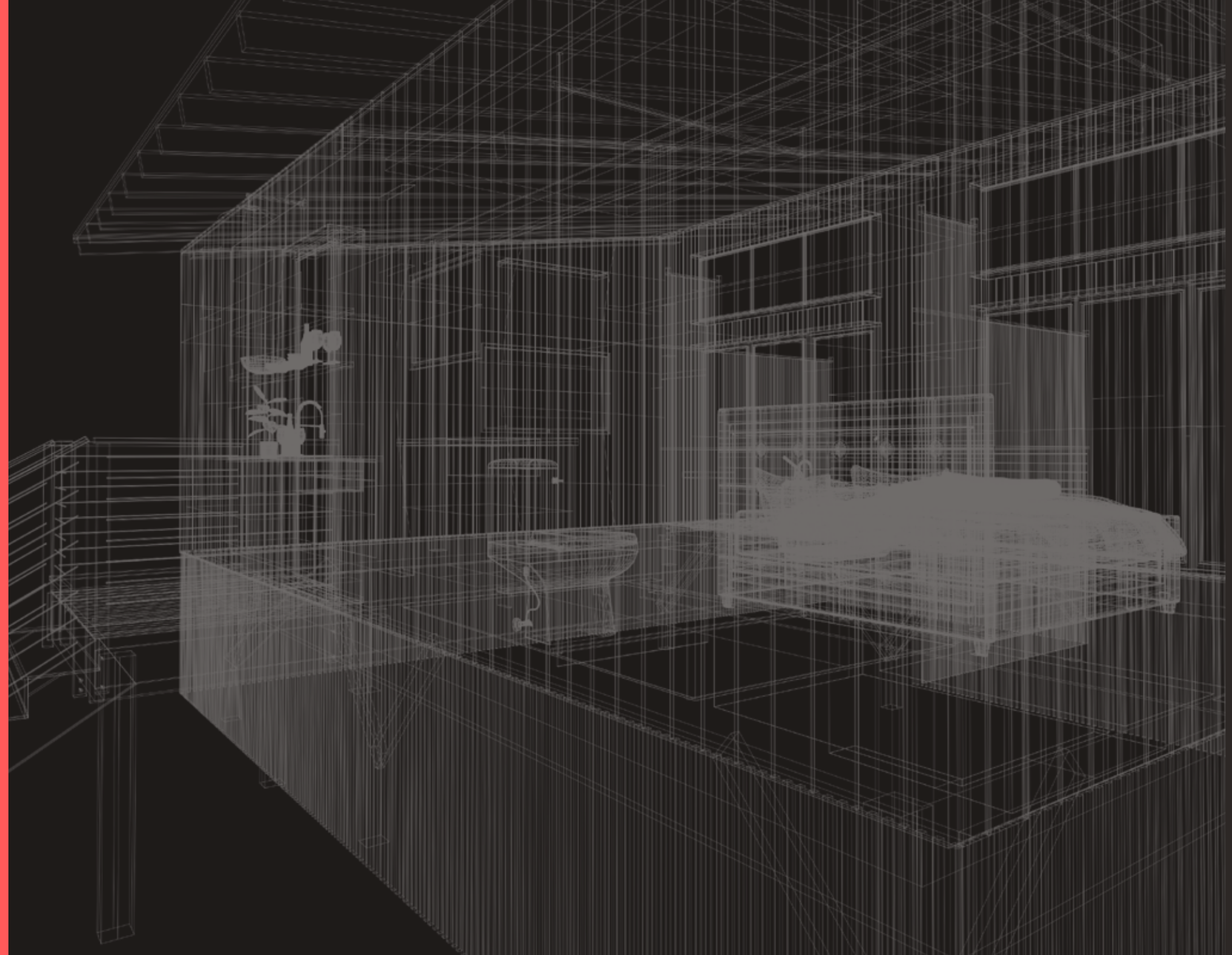
PHASE 01

PLANNING + ACTUALIZATION

03

DESIGN + VISUALIZATION OF THE BRAND EXPERIENCE

Utilizing traditional architectural and interior design tools, alongside the traditional graphic and visualization tools, this phase helps the client plan and visualize complex projects to assure their goals are met.



DIGITAL ENVIRONMENTS

01

EXPEIENTIAL STUDIES + RENDERINGS

3D modeling and rendering are used to visualize design concepts and changes in order to refine the guest and viewer experience.



MATERIAL + DESIGN STUDIES

Renderings of various phases of development of the interior design of the cabins and main building/restaurant.

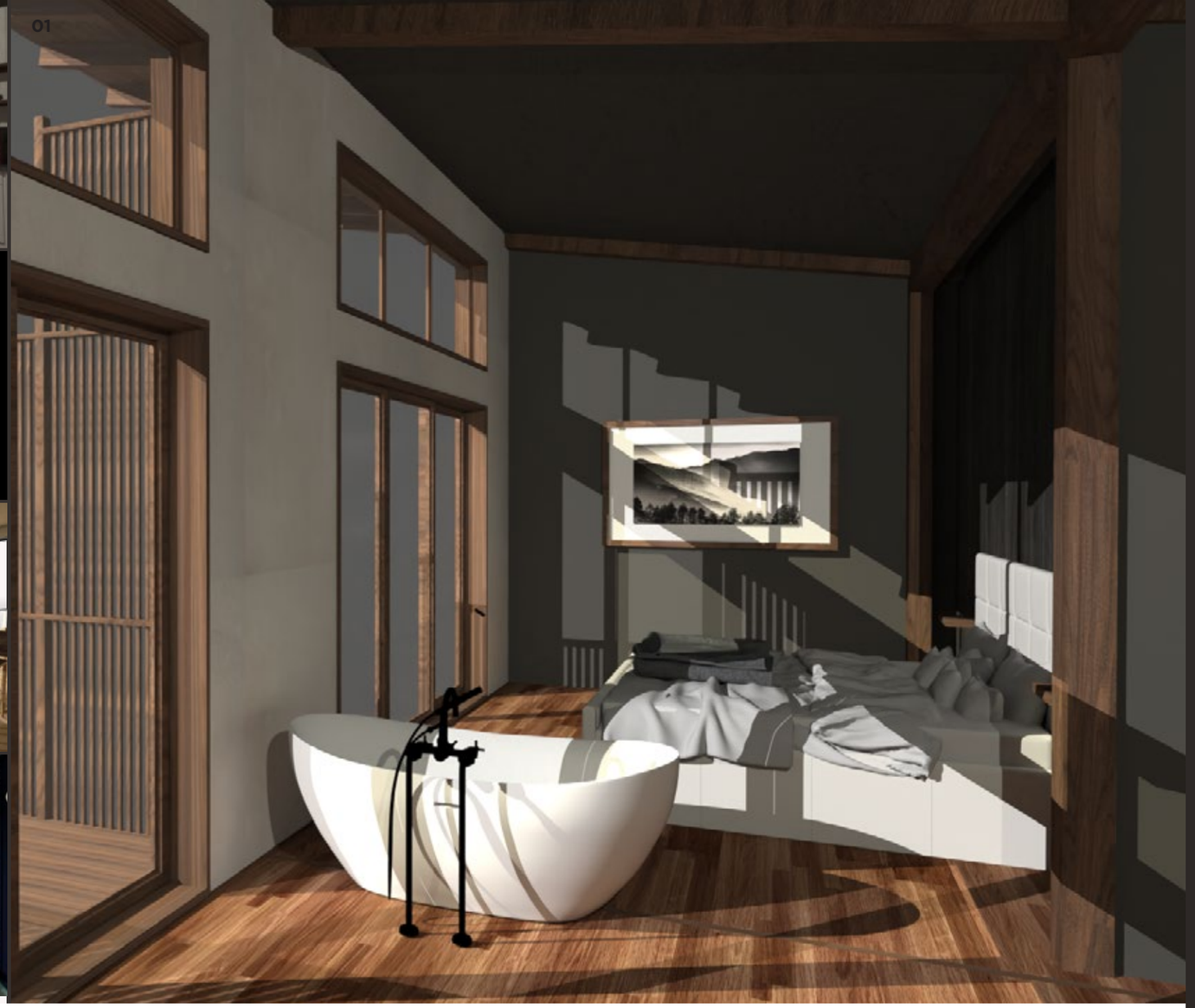
01. Solum, ut que et odisquidit
02.Ex et aut lat etus.
03.Arum alis accatur molupitibu
04.Quiatur magnam
05.Officie nditio omnis dit hiciduci blab











VISUALIZATION + ACTUALIZATION

Renderings and Documents

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

CABIN INTERIOR DESIGN RENDERINGS

Final renderings of the cabin interior design, for use in pre-construction marketing and sales.











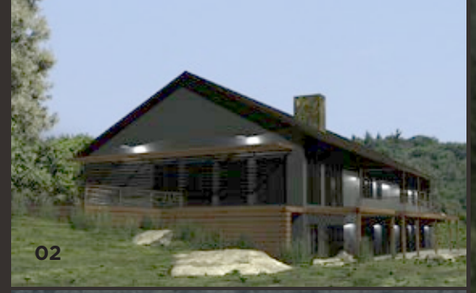
VISUALIZATION + ACTUALIZATION

Renderings and Documents

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

SITE DESIGN RENDERINGS

Final renderings of the site and building exteriors, for use in pre-construction marketing and sales.











VISUALIZATION + ACTUALIZATION

Renderings and Documents

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

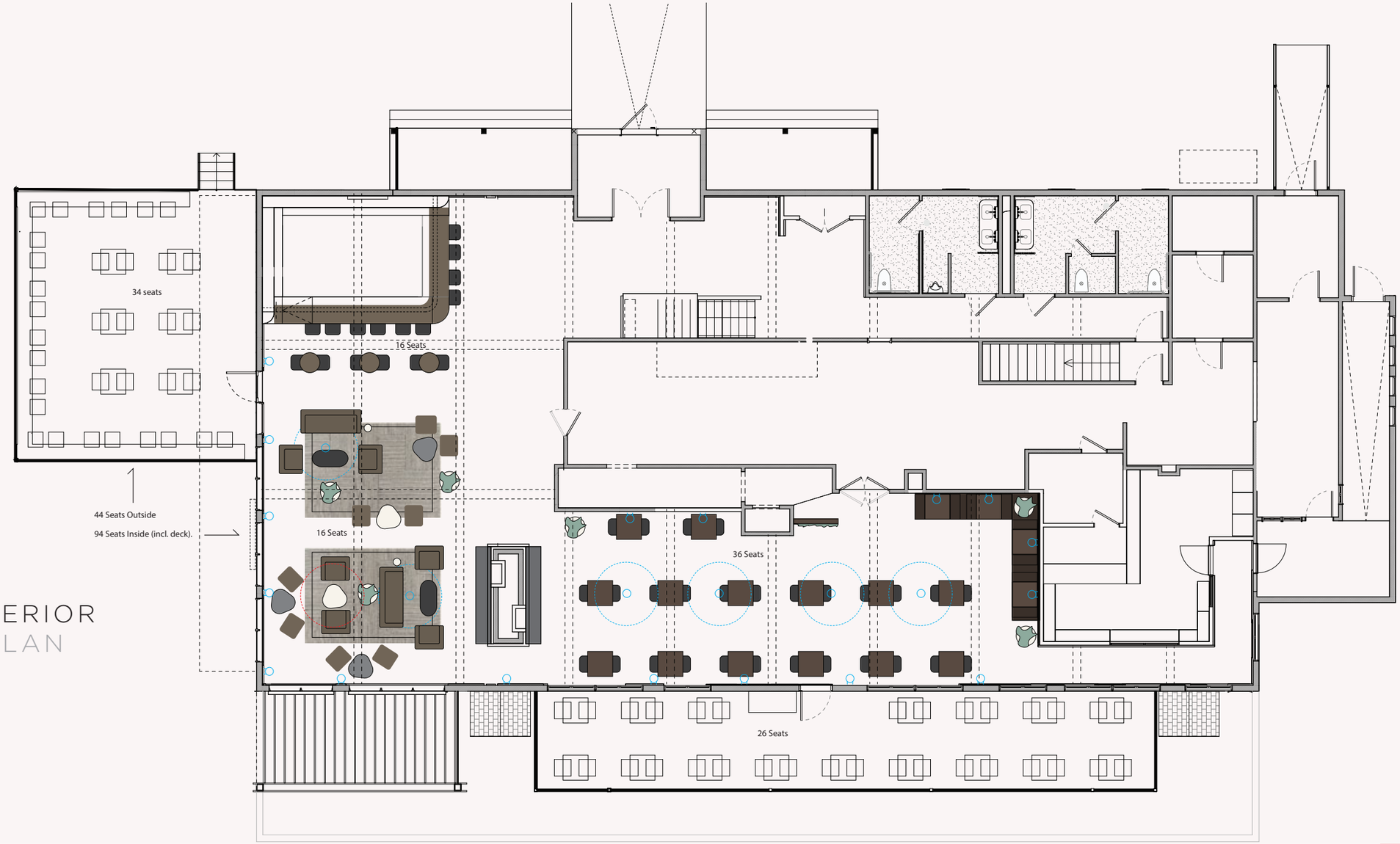
INTERIOR EXPERIENCE DESIGN

02

MAIN BUILDING: RESTAURANT, BAR, LOUNGE, AND MARKET

A full-scope interior design process was undertaken to develop the guest experience for the main building which includes a restaurant, bar, lounge, and market. Design iterations and adjustments were made using 2D and 3D representations, along with value engineering and feasibility studies.





HINATA INTERIOR
CONCEPT PLAN

VISUALIZATION + ACTUALIZATION

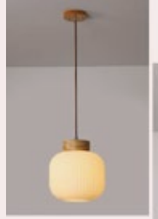
Interior Design Concept Floor Plan

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

HINATA INTERIOR FFE
CONCEPT

BAR
AREA

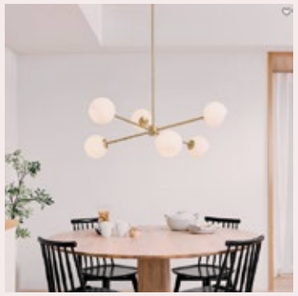









LIGHT
LOUNGE
STYLE

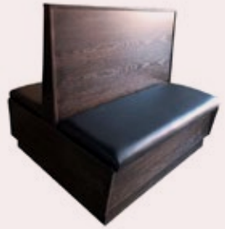


RESTAURANT
AREA



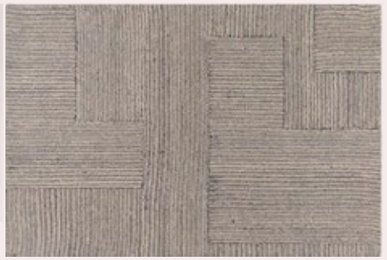








HEAVY
LOUNGE
STYLE



VISUALIZATION + ACTUALIZATION

Interior FFE Study

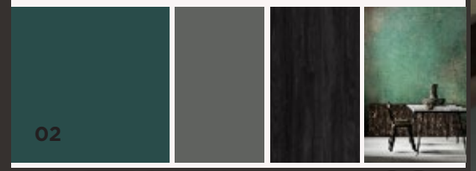
Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

PHASE 03

MATERIAL + EXPERIENCE STUDIES

Interior renderings demonstrating the design decisions and goals before construction.

Shadows + Barnboard









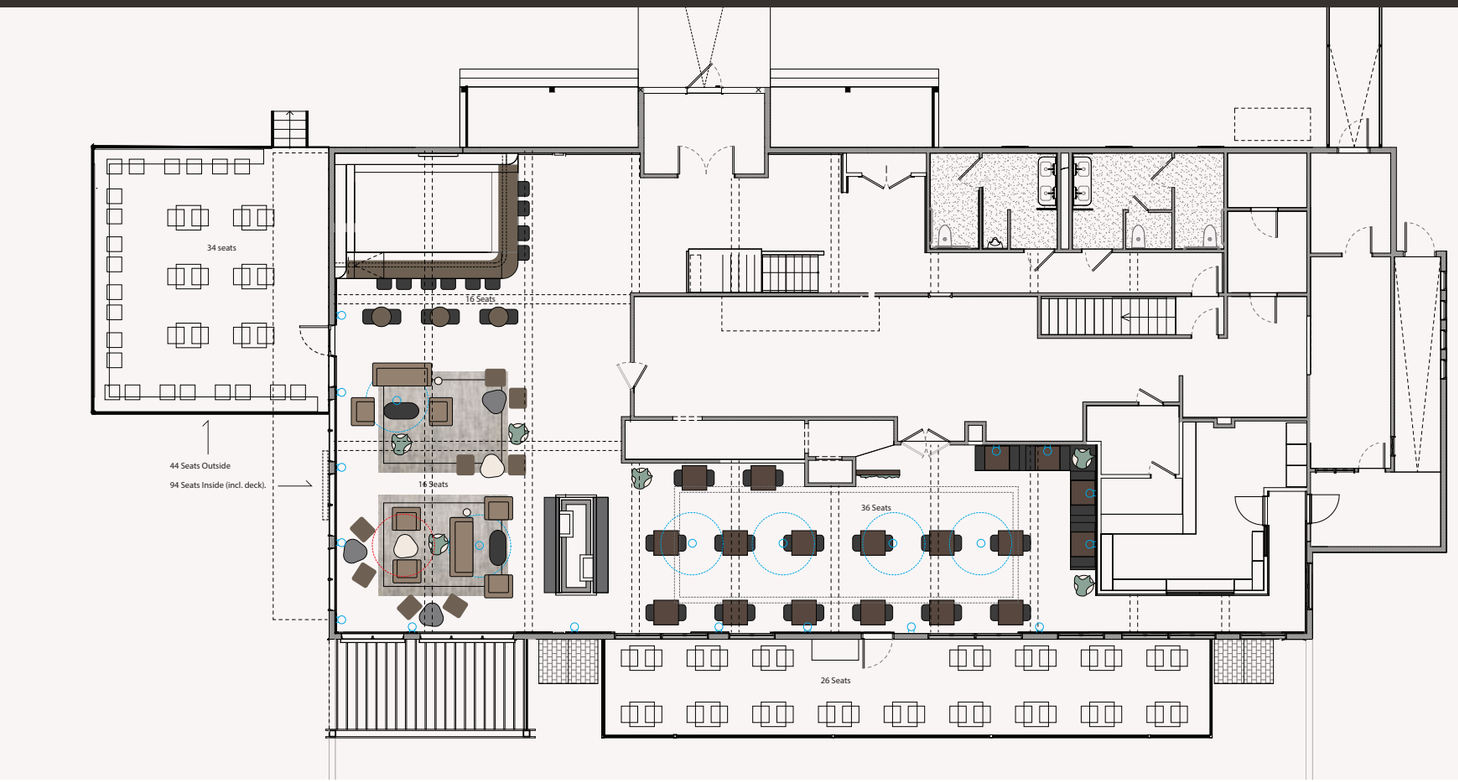


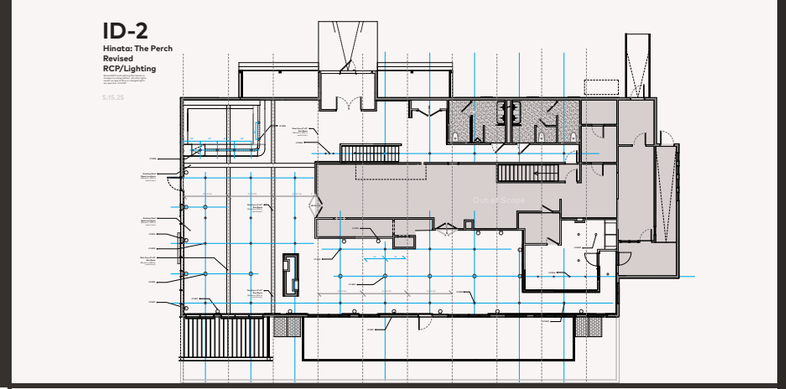
VISUALIZATION + ACTUALIZATION

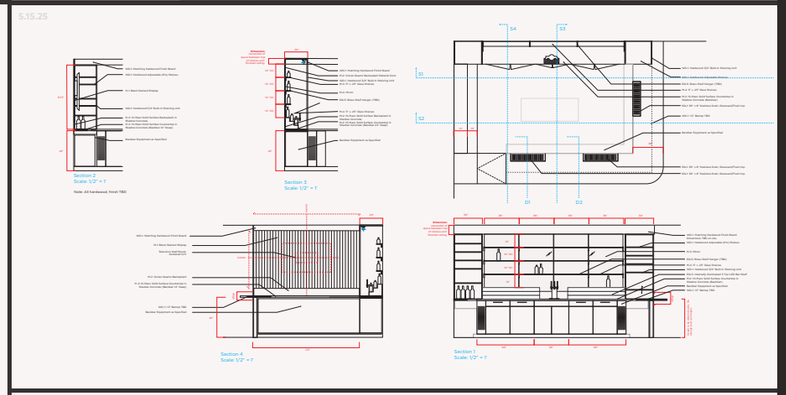
Renderings and Documents

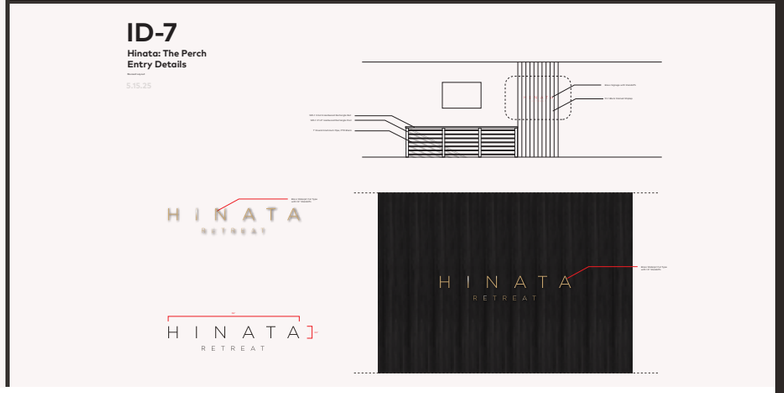
Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

INTERIOR DESIGN PACKAGE EXAMPLES





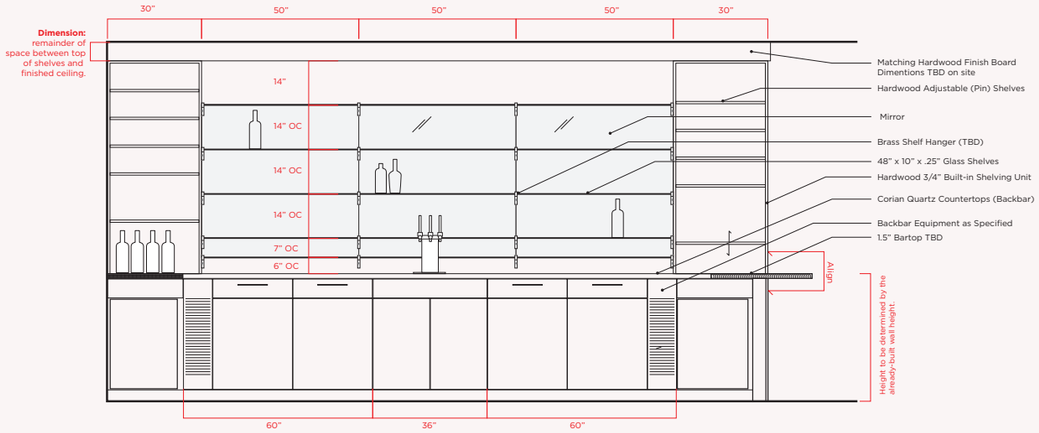




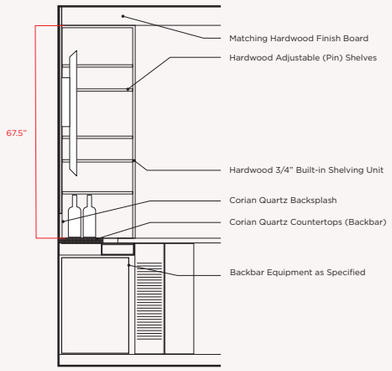
VISUALIZATION + ACTUALIZATION

Interior Design Package Examples

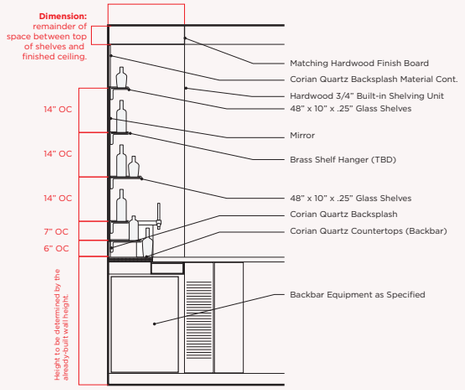
Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.



Section 1



Section 2



Section 3

Note: All hardwood, Maple, finish TBD

Drink Rail Details
7.28.25



72" Square Drink Rail - 304 StainlessSteel Bar Drink Rail Cut to length



48" Perforated Drip Tray for Square Drink Rail Cut to length QTY: 3



Joint Connector QTY: 2



Left End Cap QTY: 4



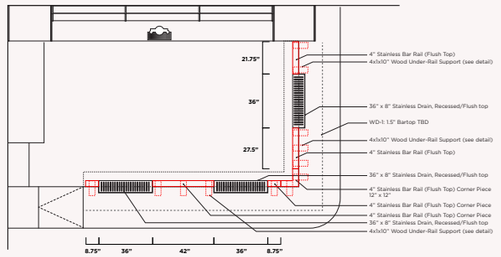
Right End Cap QTY: 4

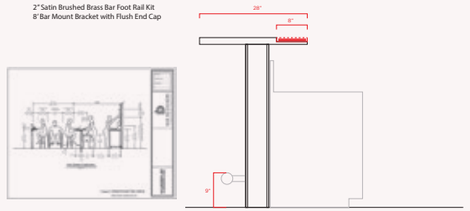


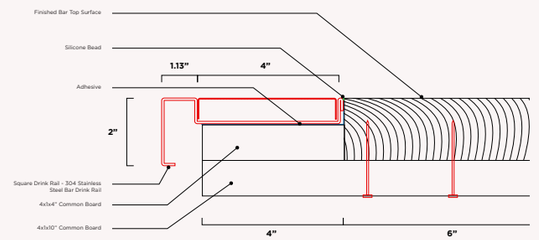
Inside Corner - 12" QTY: 1

Equipment Schedule: https://docs.google.com/spreadsheets/d/1V8JtdUto5esXPLlGst_lBqGRICULFs9PLiaEQLDG404/edit?usp=sharing

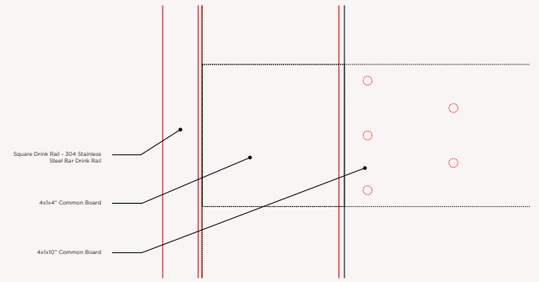
Bar Plan
Scale: 1/2" = 1'

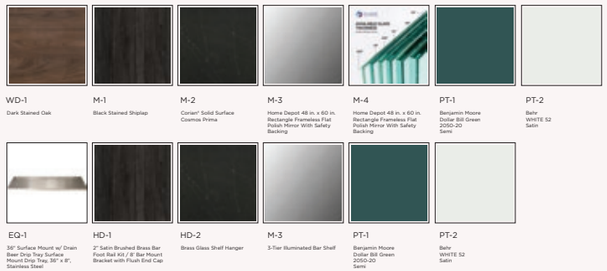






Drink Rail Detail Plan
Scale: 1" = 1"





VISUALIZATION + ACTUALIZATION

Interior Design Package Examples

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.



VISUALIZATION + ACTUALIZATION

Completed Image

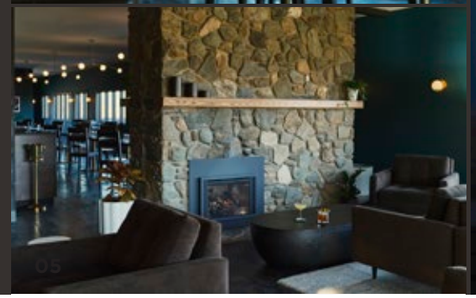
Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

COMPLETED IMAGES: RESTAURANT + BAR











VISUALIZATION + ACTUALIZATION

Completed Images

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.



VISUALIZATION + ACTUALIZATION

Completed Image

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

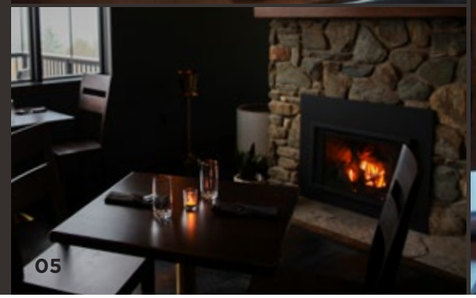
PHASE 03

COMPLETED IMAGES: RESTAURANT + BAR


02


03


04


05


01

VISUALIZATION + ACTUALIZATION

Completed Images

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

COMPLETED IMAGES: MARKET











VISUALIZATION + ACTUALIZATION

Completed Images

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.



VISUALIZATION + ACTUALIZATION

Completed Image

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

PHASE 03

PHOTOGRAPHY ART DIRECTION + ASSET-BUILDING













VISUALIZATION + ACTUALIZATION

Renderings and Documents

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

SIGNAGE + WAYFINDING

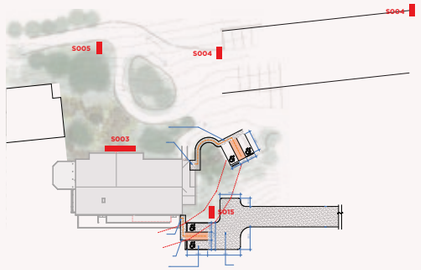
03

BLENDING INFORMATION + AESTHETICS

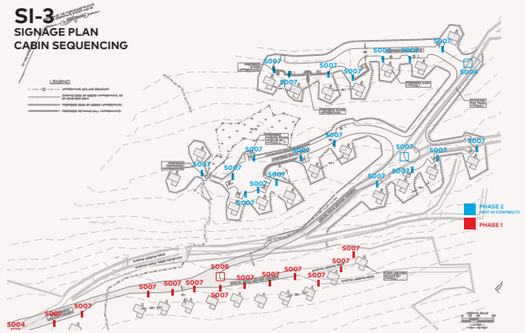
A comprehensive signage and wayfinding package was developed leveraging the aligned brand guidelines and interior design aesthetics.



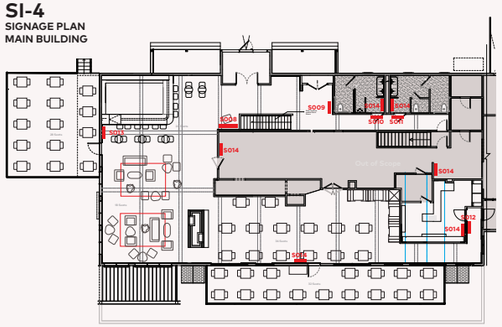
SI-O
SIGNAGE PLAN
ARRIVAL + MAIN BUILDING



SI-3
SIGNAGE PLAN
CABIN SEQUENCING

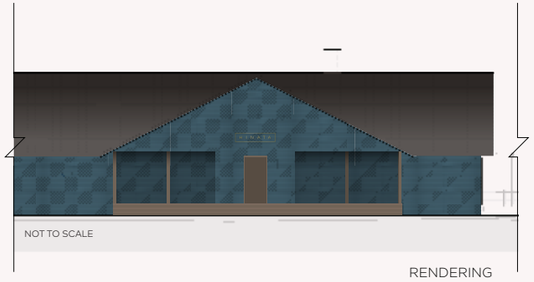


SI-4
SIGNAGE PLAN
MAIN BUILDING



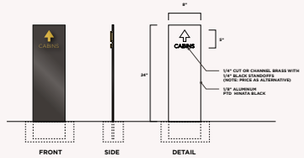
SI-6
EXTERIOR SIGN TYPES

SCALE: 1.0" = 1.0'

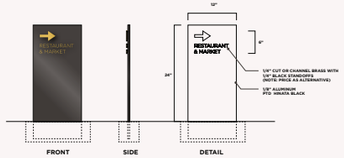


SIGN 003
MAIN BUILDING SIGN

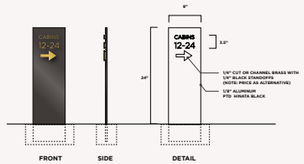




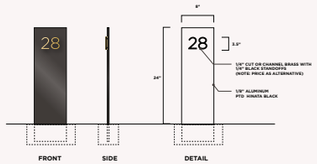
SIGN 004
DIRECTIONAL (GENERAL)



SIGN 005
DIRECTIONAL (MAIN BLDG)

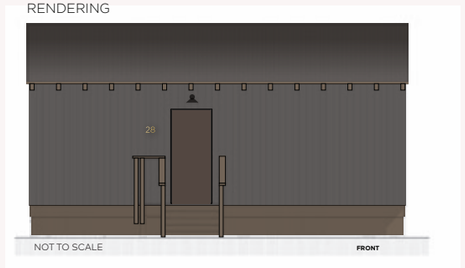


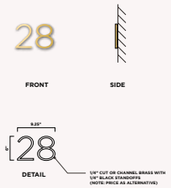
SIGN 006
DIRECTIONAL (CABINS)



SIGN 007
CABIN ID

RENDERING





SIGN 008
CABIN
ENTRY ID



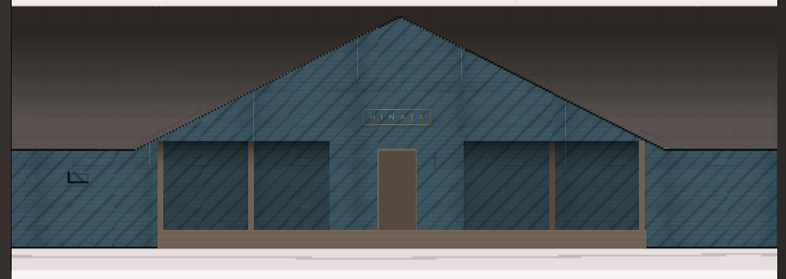
NUMERIC REFERENCE IMAGES, CABIN POSTS AND ENTRY 1-18

VISUALIZATION + ACTUALIZATION

Renderings and Documents

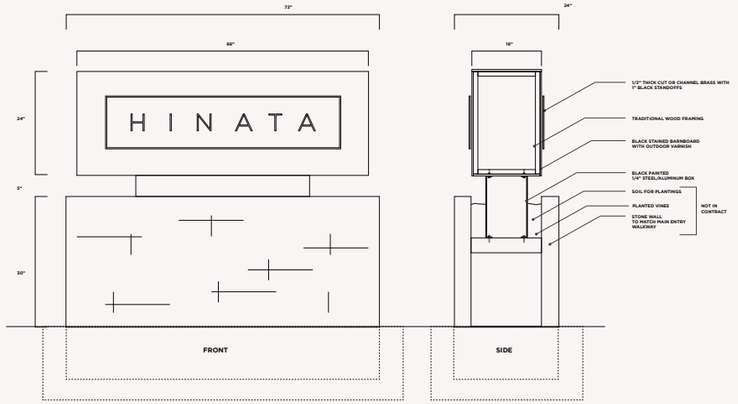
Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

CONCEPTS TITLE



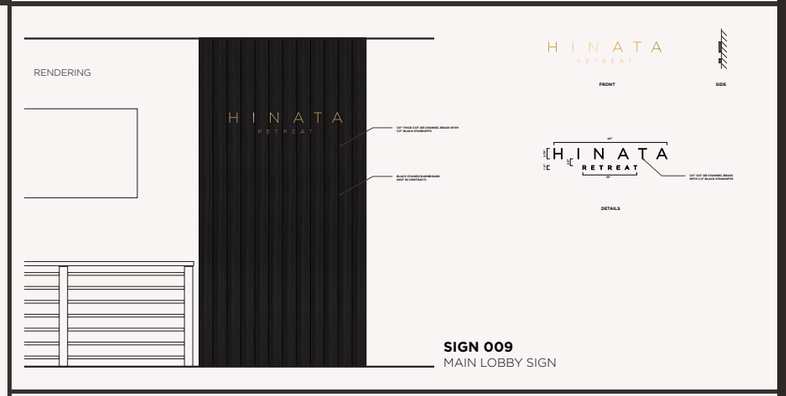


RENDERING



DETAILS

SIGN 002
PROPERTY ENTRY SIGN



SIGN 009
MAIN LOBBY SIGN



SIGN 004
DIRECTIONAL (GENERAL)

SIGN 005
DIRECTIONAL (MAIN BLDG)



SIGN 006
DIRECTIONAL (CABINS)

SIGN 007
CABIN ID

VISUALIZATION + ACTUALIZATION

Renderings and Documents

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.



VISUALIZATION + ACTUALIZATION

Renderings and Documents

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

PHASE 03

COMPLETED IMAGES: SIGNAGE + WAYFINDING



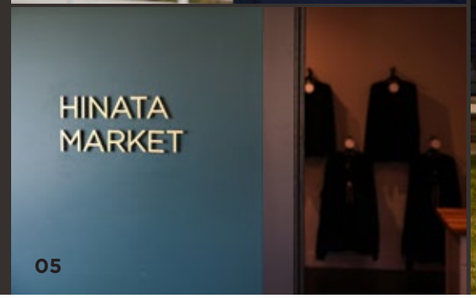
02



03



04



05

01



VISUALIZATION + ACTUALIZATION

Completed Images

Complex brand experiences involve a range of mediums and environments that require visualization, virtual studies, and strategic and granular planning.

DOCUMENTATION + PROMOTION 05

BUILDING ASSETS FOR MARKETING

Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.



PHOTOGRAPHY BY THOM LONG

PHOTOGRAPHY + VIDEOGRAPHY

Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.



PHOTOGRAPHY BY THOM LONG



PHOTOGRAPHY BY THOM LONG

DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

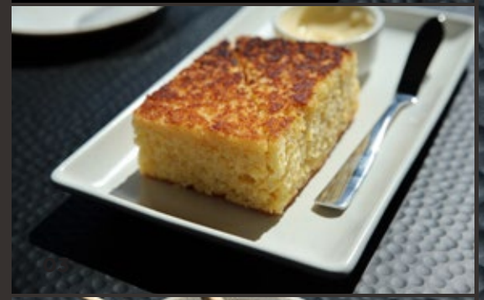
Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.

PHASE 04

DINING/FOOD PHOTOGRAPHY

PHOTOGRAPHY BY THOM LONG


02






05


01

DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.

BEVERAGE PHOTOGRAPHY

PHOTOGRAPHY BY THOM LONG


02


03


04


05


01

DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.

BREAKFAST PHOTOGRAPHY

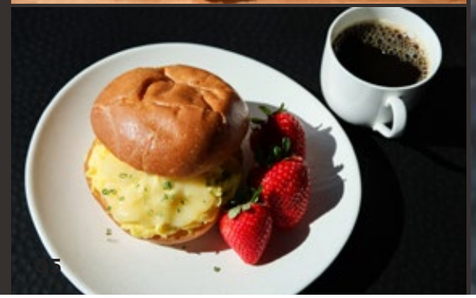
PHOTOGRAPHY BY THOM LONG


01


02




04



DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.

PRODUCT + MARKET PHOTOGRAPHY

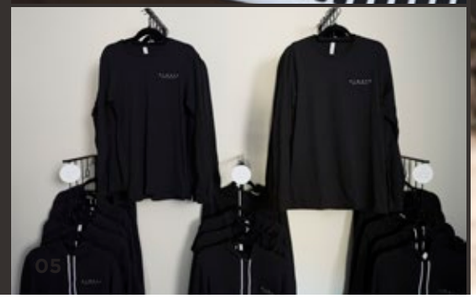
PHOTOGRAPHY BY THOM LONG











DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.

B-ROLL PHOTOGRAPHY

PHOTOGRAPHY BY THOM LONG



02



03



04



05



01

DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.

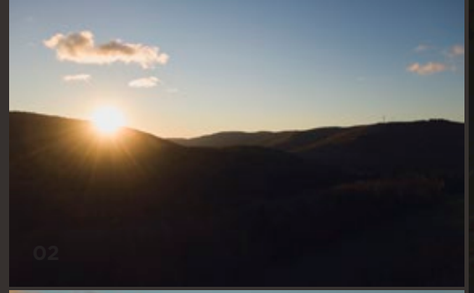
ART DIRECTION

02

Even when you are not behind the camera, ensuring project documentation remain consistent with the brand guidelines and visual aesthetic requires a hands-on approach to art direction.

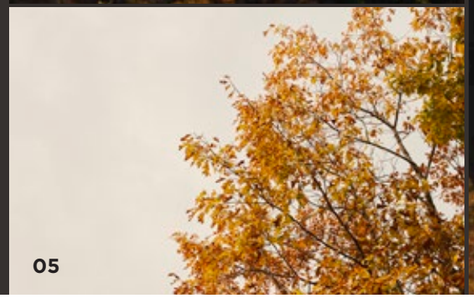


SITE PHOTO ART DIRECTION









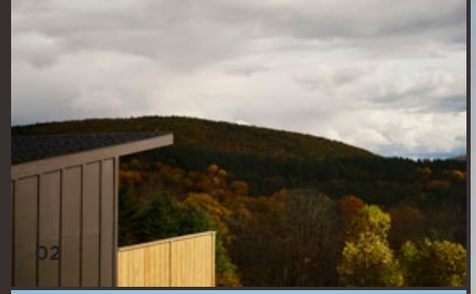


DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

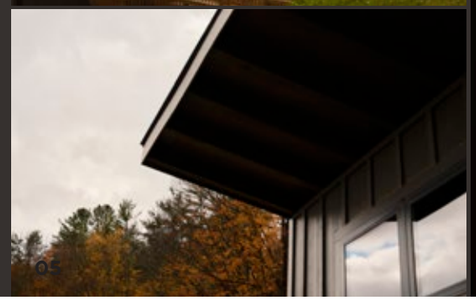
Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.

CABIN PHOTO ART DIRECTION


02


03


04


05

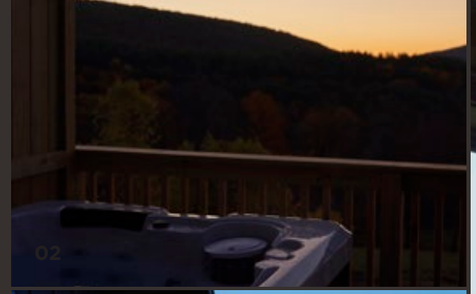

01

DOCUMENTATION + PROMOTION

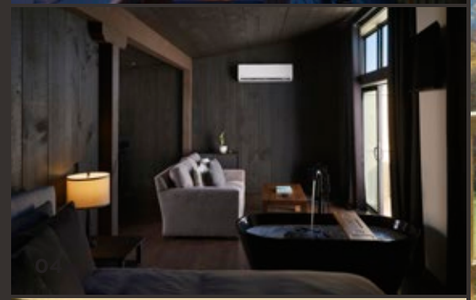
Photography, Videography, Art Direction, and Marketing

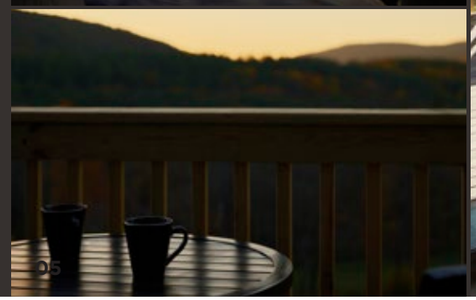
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CABIN PHOTO ART DIRECTION











DOCUMENTATION + PROMOTION

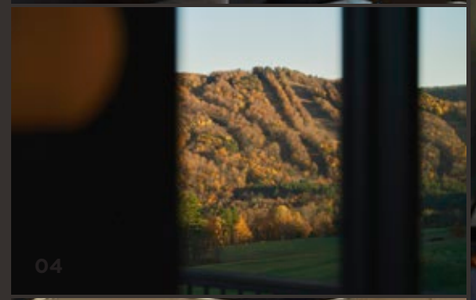
Photography, Videography, Art Direction, and Marketing

Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.

DINING PHOTO ART DIRECTION











DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

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MARKET PHOTO ART DIRECTION











DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

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DIGITAL PROMOTION

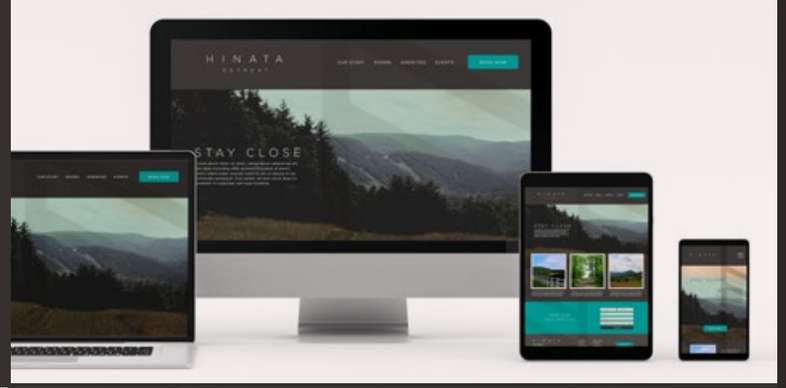
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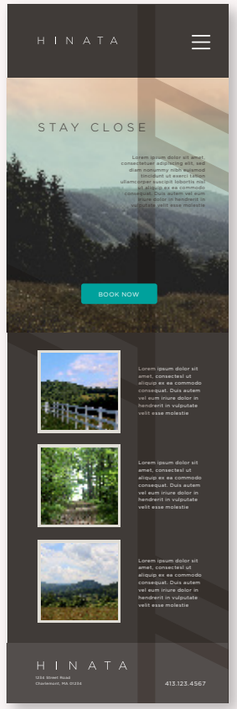
WEBSITE/INTERACTIVE DESIGN + DEVELOPMENT

Design and development of an interactive environment is a key part of the brand experience. Look and feel are critical, but so is the overall aesthetic, behaviors and functionality.



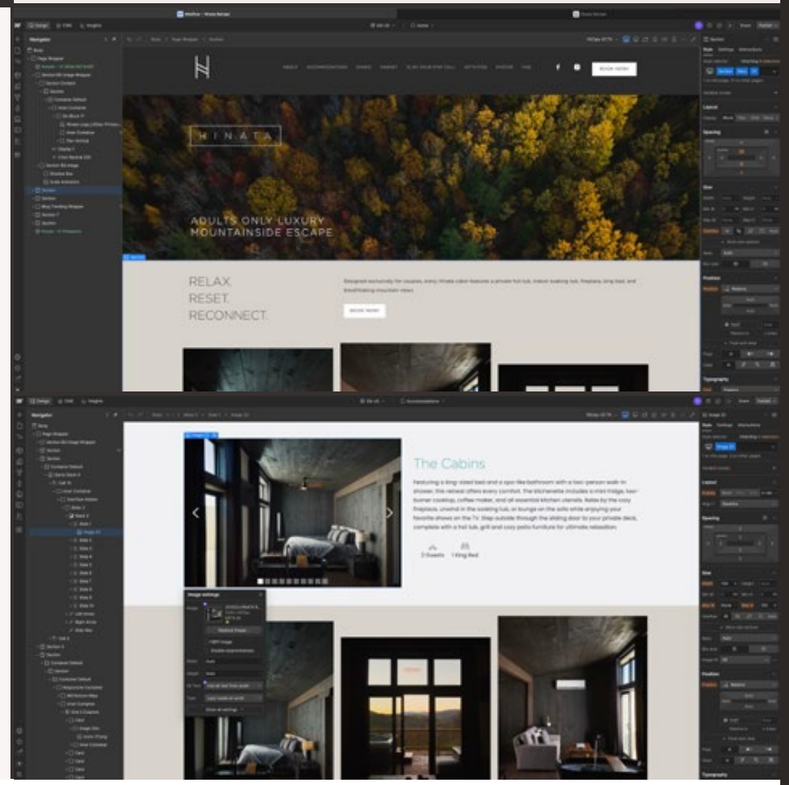
WEBSITE DESIGN + DEVELOPMENT











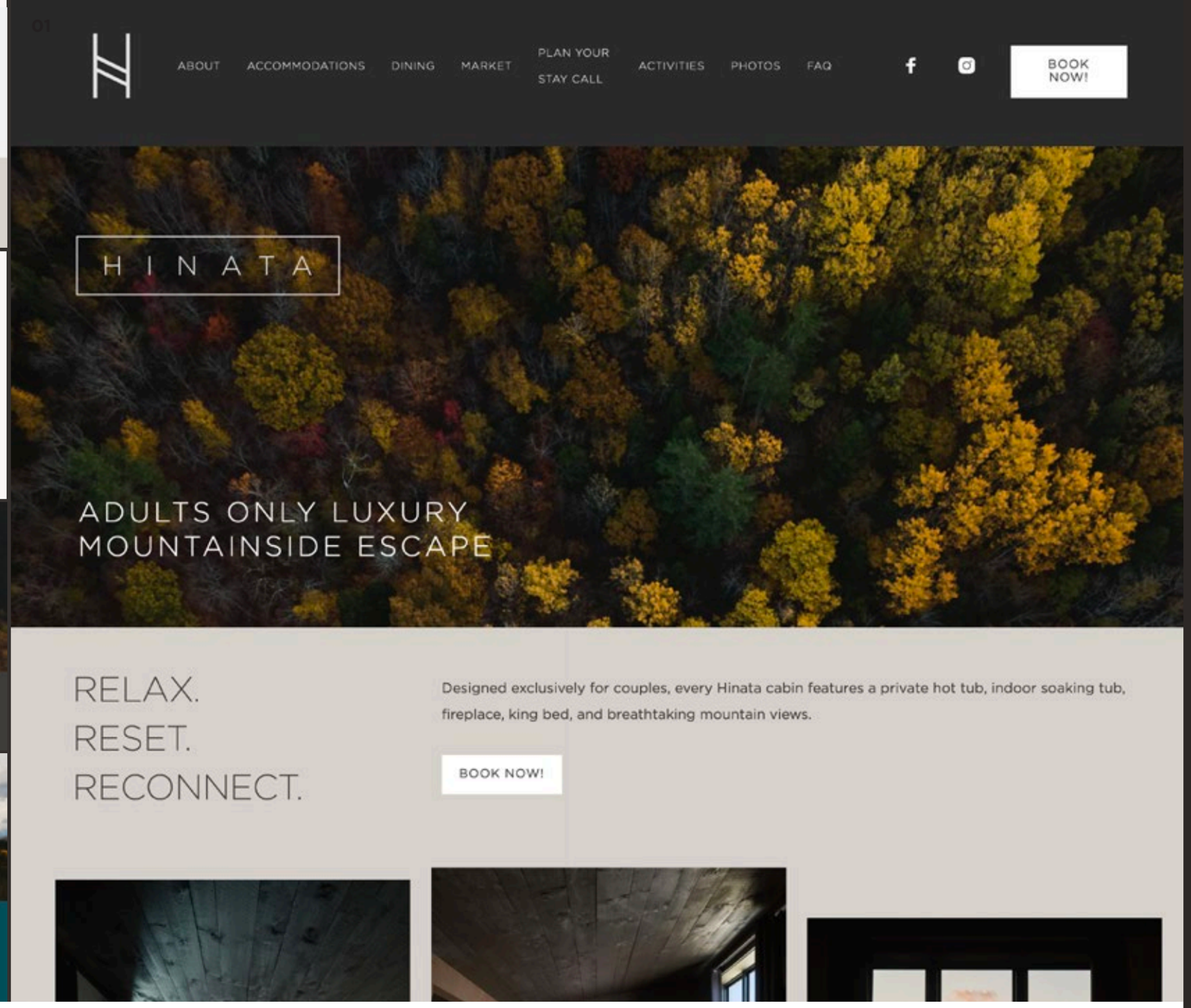
DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

Documenting a complex project requires a hands-on approach to photography and art direction to assure consistency, while a robust marketing promotional strategy can leverage these assets.

COMPLETED
WEBSITE





DOCUMENTATION + PROMOTION

Photography, Videography, Art Direction, and Marketing

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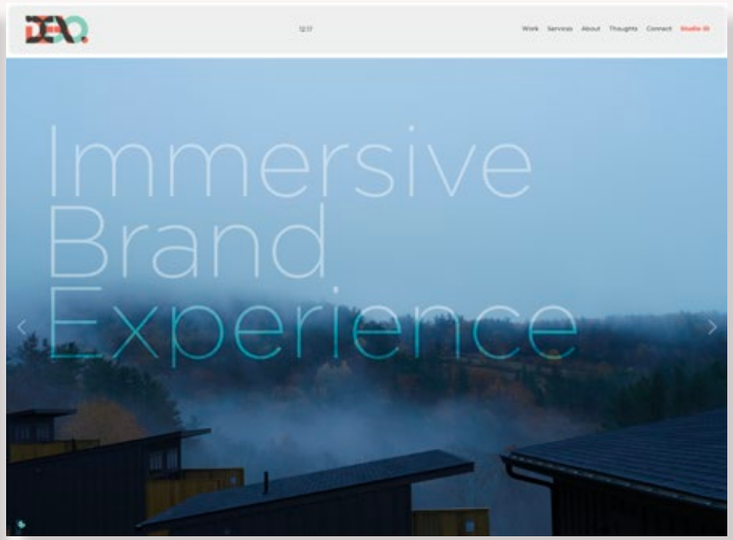
Candidate Profile / Gensler



A web app profile providing leadership thinking, professional background and experience, and insight into Thom Long's creative process.

gensler.thomlongcreative.com

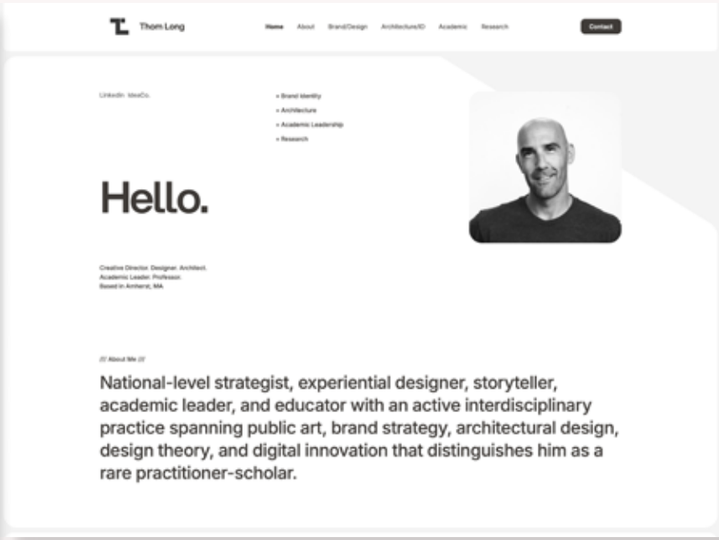
IdeaCo. Brand + Ideation



Website for Thom Long's creative agency, IdeaCo. Brand + Ideation.

ideaco.com

Thom Long / Profile



Showcase of Thom Long's broad range of experience, projects, research, and background

thomlong.com

DEEPER DIVE

Candidate Profile

A hub for the various platforms documenting Thom Long's background, experience, research, and practice.