



# IDEATION



## Design4Life<sup>®</sup>

**PURPOSE | PEOPLE | PLACE | POSSIBILITIES**

Transforming Spaces & Human Experiences

### How do you plan real estate for flexibility & efficiency for compelling food & amenities experiences, as well as, attaining sustainability & climate goals?

- We identify the Purpose of each project with stakeholders before project kick-off and teams are engaged.
- We assess the persona of People using the physical environment in order to maximize their experience, as well as, create an operations journey map to integrate delivery pathways, staff efficiencies, and amazing customer service.
- We create a project framework and design concept that integrates project Purpose to craft a Place where People choose to be. This encompasses project vision & real estate usage, team roles & responsibilities, deliverables & timelines, budgets & operations.



**Design4Life<sup>®</sup> is your fractional or full support team of advisors that work alongside your internal teams, as well as, external teams tasked to create compelling, interactive, innovative, experiential, immersive, inclusive spaces where people choose to be—the 4th Place.**

**Design4Life® creates a strategic roadmap for stakeholders to communicate to project teams that ensures a pathway for alignment from the vision, to execution, and to the operational and financial performance.**

Before each project is kicked off, a member of the Design4Life® team jumpstarts the process with you to create innovative solutions that impact your experience and your bottom line and determines your next steps with you.

**1 INITIAL CONSULTATION**  
Initial 1-hour consultation with stakeholders to determine Design4Life® fractional or full support.

**2 Design4life® DISCOVERY WORKSHOPS**  
Imagining the possibilities is an important step and we can provide ½ day workshops, immersive tours to see the latest trends and innovation, and collaborative stakeholder advisory sessions to create a project roadmap for success.

**3 DETERMINE DISCOVERY DELIVERABLES**  
Creating concept level discovery deliverables that encompass project vision, goals, dreams, comparative analysis, and project details turned into an actionable framework for teams to deliver upon creates a foundation for project kick-off.

**4 DETERMINE PROJECT DELIVERABLES**  
Project deliverables can include a range of full service to fractional support. From project management for stakeholders and internal team project support to project professional coordination, to ESG and sustainability integration with operations and customer service.

**“ From discovery to implementation, projects require a comprehensive upfront approach where stakeholders have advisors to guide a project to success. ”**



**Melanie Corey-Ferrini, NCARB, FCSI**  
**Design4Life® Practice Lead**  
**Seattle, WA**

Melanie is a licensed architect with over 20 years experience in innovative planning, strategizing, designing and transforming food, retail, and amenity experiences. She has experience in real estate analysis to maximize highest and best use with sustainability and feasibility.



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