



WORKSHOP INTERIOR DESIGN

Passion



WORKSHOP INTERIOR DESIGN

PROFESSIONNAL



WORKSHOP INTERIOR DESIGN

retail

ATELIER INTERIOR DESIGN

Passion

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PROFESSIONAL

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retail

These 3 workshops explain the original method specific to the studio, which allows for the development of poetic and narrative projects.

Given by Jorge CAÑETE, they have existed for over 15 years and have trained many enthusiasts and designers. They explain his particular philosophy: decoration must be primarily narrative and emotional.

Founded in 2005, his studio, INTERIOR DESIGN PHILOSOPHY, has been awarded numerous international prizes. For the past 13 years, he has been among the world's top 100 designers in Andrew Martin's list.

3 workshops are offered: the 1st, *Passion*, is intended for decoration enthusiasts wishing to create a coherent project; the 2nd, **PROFESSIONAL**, is designed for professionals starting their own business and wanting to understand the intricacies of the trade; the 3rd, *retail*, conceived and co-hosted with Sandra Müller, offers a method for creating a thoughtful and emotional retail space.

The workshops are organized in the enchanting setting of the medieval village of Grandson, on the shores of Lake Neuchâtel, more precisely in the designer's art gallery.



WORKSHOP INTERIOR DESIGN

Passion

A 2-day workshop that invites you to build and narrate, step by step, your personal decoration project, in the company of a renowned interior architect.

A creative journey blending aesthetics and reflection.

WORKSHOP INTERIOR DESIGN

Passion

Who is it for?

This seminar is aimed at anyone passionate about interior decoration and looking to acquire a method for implementing a personal decoration project. No prior knowledge is required.

Portrait

This workshop is designed and led by Jorge Cañete, an interior architect with a degree from the London Metropolitan University. His signature is a narrative and poetic vision of the world; his style is a dialogue between memory and modernity. His work has been featured in numerous international magazines, and he has won prestigious awards: in 2012, he received the Global Excellence Award in Paris during Maison & Objet; in 2013, he was honored with the Best of the Year Interior Design Award in New York. In 2014, he received the Designer of the Year award from Andrew Martin. In 2015, he was awarded the IDA Golden International Award in Los Angeles. For 13 years, his creations have been featured in the book "Interior Design Review, The Definitive Guide to the world's top 100 international designers.»

Topics Covered

How to give meaning to an interior decoration project? How to define a concept? How to materialize it through the choice of colors and materials? How to optimize space?

These are some of the questions that this workshop will provide answers to. Through an original approach and practical workshops, you will be guided to conceive, step by step, a decoration project with a genuine personal philosophy.

Program

Day 1:

1. Course Philosophy
2. Analysis of the Environment
3. Analysis of the Interior Space
4. Seeking a Personal Style
5. Client Analysis
6. Defining a Concept
7. Creating Mood Boards

Day 2:

8. Lighting
9. Study of Colors
10. Materials & Textures
11. Space Planning
12. Presentation of the Personal Project
13. Discussion & Conclusion

During these 2 days, each participant will develop a personal project, putting into practice the theoretical points covered. For the first day, there is no need to bring any materials.

WORKSHOP INTERIOR DESIGN

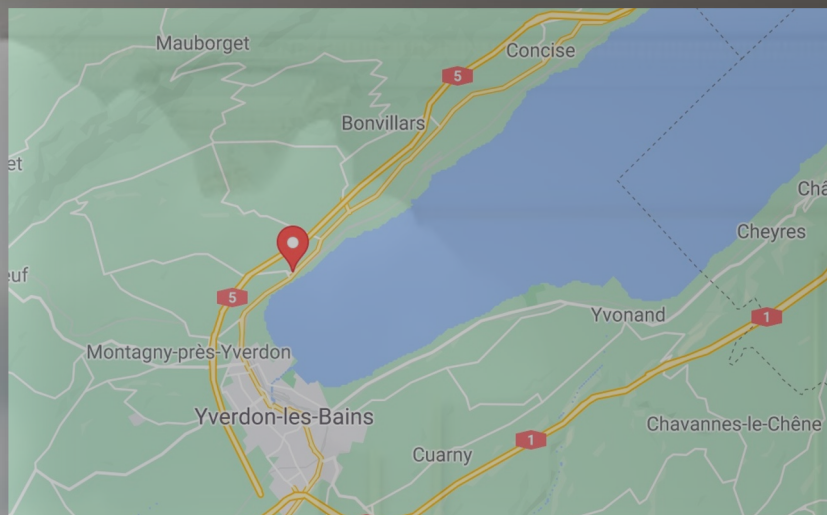
Passion

Location

The workshops will take place in the enchanting setting of the old town of Grandson on the shores of Lake Neuchâtel.

INTERIOR DESIGN PHILOSOPHY

Rue Haute, 36 CH – 1422 Grandson (Vaud)



Direction

By car: highway towards Neuchâtel, exit Grandson (after Yverdon). By train: stop at Grandson. The studio is located 5 minutes from the train station.

Duration

Over 2 days, on Saturdays

Language

In English

Timing

From 9:00 AM to 5:30 PM

Material

Provided during the workshop

Number of Participants

Maximum 3

Dates & Prices

Dates on request
CHF 660.-



WORKSHOP INTERIOR DESIGN PROFESSIONAL

A workshop designed for individuals who wish to start their own business and embark on an independent venture in interior decoration.

Understanding the essentials of the trade alongside a renowned interior architect who will share their expert advice – that's the main advantage of this workshop conducted by and for a professional.

WORKSHOP INTERIOR DESIGN PROFESSIONAL

Who is it for?

This seminar is aimed at individuals who wish to venture into interior decoration as professionals and require a comprehensive understanding of the industry to better grasp its workings. Participants should already possess theoretical knowledge.

Portrait

This workshop is designed and led by Jorge Cañete, an interior architect with a degree from the London Metropolitan University. His signature is a narrative and poetic vision of the world; his style is a dialogue between memory and modernity. His work has been featured in numerous international magazines, and he has won prestigious awards: in 2012, he received the Global Excellence Award in Paris during Maison & Objet; in 2013, he was honored with the Best of the Year Interior Design Award in New York. In 2014, he received the Designer of the Year award from Andrew Martin. In 2015, he was awarded the IDA Golden International Award in Los Angeles. For 13 years, his creations have been featured in the book "Interior Design Review, The Definitive Guide to the world's top 100 international designers.»

Topics Covered

What product will we sell? How will we offer our services? At what price and to whom will we offer our services? What are the precise steps to follow in a decoration project?

These are some of the questions that this workshop will provide answers to. Through a professional approach and by analyzing the marketing mix specific to this sector, you will have the tools to develop your business.

Program

Product

Positioning, identity, signature, product research

Place

Necessary materials, target geography

People

Client research and profiles

Promotion

Logo, website, social media, associations, press

Price

Fees, invoicing, accounting, transportation costs, margins

Process

Brief, client presentation, budgeting for purchases, orders, and follow-up

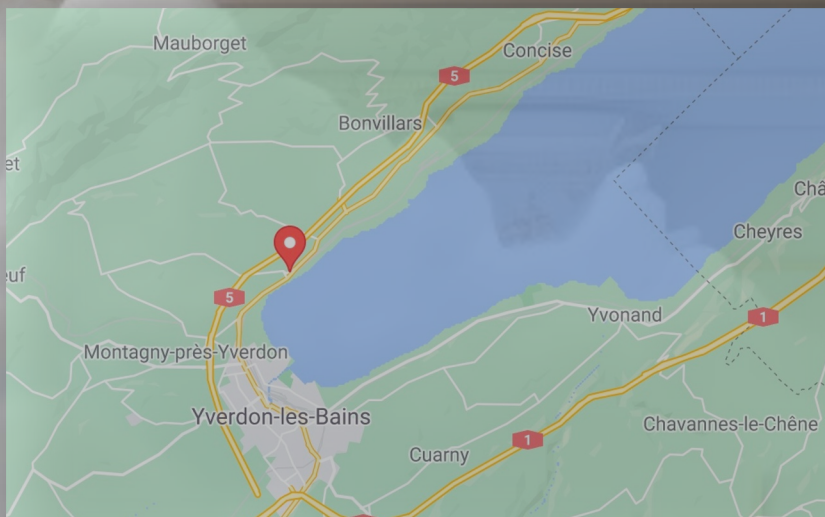
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Material

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Number of Participants

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Dates & Prices

Dates on request
CHF 640.-



WORKSHOP INTERIOR DESIGN retail.

Discover a methodology to create or optimize the potential of your physical retail space in the current omnichannel context. Serving as a point of contact with the customer, it's an opportunity for the brand to convey its values through a story, stimulate the senses to provide a memorable and enriching experience. The goal is to differentiate yourself, foster customer loyalty, and thereby boost your sales.

Through the combined perspective of two professionals in Interior Design & Marketing, this 2-day workshop will provide you access to a toolkit for navigating your retail projects, all while inspiring you with numerous examples and integrating new trends and possibilities of AI.

WORKSHOP INTERIOR DESIGN

retail

Who should attend ?

- Students, retail space designers, architects or interior architects
- Retailers and store owners.
- Companies with existing or upcoming physical retail presence (possibility of customized workshops)

Why take this workshop ?

This workshop will enable you to create a unique, narrative, and multisensory retail concept, providing customers with a memorable experience, fostering loyalty, recruiting new customers, and generating online content.

- Acquire a methodology and working tools to define and structure your project, drawing inspiration from the brand's DNA and territory
- Gain specific knowledge in Retail Architecture and Merchandising by studying the key principles of the industry
- Apply theory through practical exercises
- Be inspired by a wide range of examples from competitors and business cases
- Stay competitive and at the forefront of emerging trends and technologies (AI) to maximize the impact of the retail space
- Benefit from the field experience and expertise of professionals in Marketing and Interior Design to test your concepts and ideas
- Network with other workshop participants and exchange insights on retail challenges

This workshop is designed and led by Sandra Müller and Jorge Cañete.

Portraits

Sandra Müller has been working for over 20 years for international companies in the watchmaking and beauty industries (Bvlgari, Procter & Gamble, Tissot). Specialized in Retail and Merchandising projects, she is passionate about translating brand narratives into the world of Architecture and Design to create engaging experiences. With a grasp of digital trends and innovations, she brings a 360° retail vision integrated into an omnichannel customer journey.

Jorge Cañete, an interior architect with a degree from the London Metropolitan University, founded his studio INTERIOR DESIGN PHILOSOPHY in 2005. His signature is a narrative and poetic vision of the world. He has won prestigious awards and for the past 13 years, he has been featured in "Interior Design Review, The Definitive Guide to the world's top 100 international designers." He holds an MBA and has worked in marketing for various luxury groups and brands in Europe and the Asia-Pacific region.

WORKSHOP INTERIOR DESIGN

retail

Program

DAY 1

1. Introduction

- 1.1 The Point of Sale (POS): A Communication Tool
- 1.2 POS Typologies

2. The Concept

- 2.1 Crafting a Narrative
- 2.2 A Multisensory Approach

3. Sources of Inspiration

- 3.1 The Environment
- 3.2 The Brand
- 3.3 The Customers

4. Architectural Identity

- 4.1 The Virtuous Circle
- 4.2 Mood Boards
- 4.3 Lighting
- 4.4 Color
- 4.5 Materials & Textures
- 4.6 Furniture
- 4.7 Art

DAY 2

5. Space Management

- 5.1 Macro: Location, Flow
- 5.2 Micro: Zoning, Navigation, Hotspots, Signage, Screens & Visuals, Functionality
- 5.3 Tools: 2D Plans, 3D Plans, Virtual Rendering

6. Visual Merchandising

- 6.1 Principles of Staging

7. New Retail Trends

- 7.1 Retail Innovations
- 7.2 AI Midjourney

8. Project Presentation

9. Questions and Answers

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Location

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INTERIOR DESIGN PHILOSOPHY

Rue Haute, 36 CH – 1422 Grandson (Vaud)

The workshop can also be held at the company's offices (in which case travel expenses will be charged).



Direction

By car: highway towards Neuchâtel, exit Grandson (after Yverdon). By train: stop at Grandson. The studio is located 5 minutes from the train station.

Duration

Over 2 days, on Saturdays normally or upon request

Language

In English

Timing

From 9:00 AM to 5:30 PM

Material

Provided during the workshop

Number of Participants

Maximum 3

Dates & Prices

Dates on request

CHF 1260.- for individuals.

If more than 4 persons, special group price on request.

Registration Form

Chosen Workshop:

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WORKSHOP INTERIOR DESIGN *Passion* CHF 660.-

☐

WORKSHOP INTERIOR DESIGN **PROFESSIONNEL** CHF 640.-

☐

WORKSHOP INTERIOR DESIGN CHF 1'240.-
retail

Selected Dates: _____

Last Name: _____ First Name: _____

Address: _____

Postal Code: _____ City: _____

Phone: _____

Email: _____

Date: _____ Signature: _____

General Terms and Conditions:

Payment Conditions

Bank transfer to the following account:

IBAN: CH680027927938741401V

Account Holder: Interior Design philosophy Sàrl

Account Number: 279-387414.01V BIC: UBSWCHZH80A

Registration Procedure

- To confirm your registration, please send this completed and signed form along with proof of payment via email or mail.
- The course will be confirmed once a minimum of 3 participants have registered. In case of an insufficient number, the course will be canceled and refunded.
- As the number of seats is limited, registrations will be accepted on a first-come, first-served basis and only if accompanied by payment.

Cancellation

- INTERIORDESIGNPHILOSOPHY reserves the right to cancel the workshop in case of force majeure without any compensation, except for a full refund of the total amount.
- If a participant cancels or requests rescheduling, they must do so in writing at least 2 weeks before the course starts. An alternative date, subject to availability, will be offered.
- Cancellations will not be eligible for any refunds. d) Participants who cancel can transfer their spot to another person, but must inform INTERIOR DESIGN PHILOSOPHY in advance.

Rue Haute, 36, CH – 1422 Grandson (VD)

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