

# VERSA HOSPITALITY



SMART DESIGN | MADE EASY

# INTRO

VERSA has over 22 years experience in Interior Design.

We design award winning hospitality projects for client's with new construction and renovation projects alike.

We have a specialty in Historic Preservation that will make your rehabilitation project a success.

VERSA will design your entire Hospitality space from start to finish.

We make the process seamless and easy for our clients.

This free guide will get you started and prepare you through all the different aspects you should be considering.



RESTAURANTS, HOTELS & MORE

# Table of contents

## KNOW YOUR BRAND



# 04

---

Your space should clearly communicate the mood and mission of your company.

## KNOW YOUR PEOPLE



# 05

---

Who is in your community? Who are you serving?  
Who is your ideal guest or patron? They will influence your space and their experience is part of your brand.

## KNOW YOUR BUDGET



# 06

---

Establish your goals and we will help you establish your budget. A budget should be realistic and personal.

## TIMELINE



# 08

---

What you should expect and when during the design process.

## ABOUT US



# 09

---

# KNOW YOUR BRAND...

Successful hotel, food, and destination brands all have one thing in common: strategic focus. They know who they are, what they stand for, and where they're going.

Engage your team in Research & Strategy to know what you want from your Creative team.

Creating a brand that truly resonates with your customers and keeps them coming back requires work and a concentrated effort.

The Interior Design of your space will be one of the key creative aspects that define your brand.

Your restaurant design is the first thing to catch your potential customers' eye.

Get started by creating a mood board of logos, colors, restaurant designs, and other aesthetic elements you like. Then, combine your mood board with the personality guidelines you've already put together. This will serve as a great foundation for your interior designer and will serve as inspiration for them and your own team moving forward.

*beauty is in the  
details*





# KNOW YOUR PEOPLE



## COMMUNITY

Ensure you take time to study the history, local demographic, existing factors and changes within the community you plan to be a part of.

Have a clear idea of what it will mean to occupy a building and bring a new business to this community.

Does the building have historic value or meaning?

Does the neighborhood have a special history you want to highlight in the name or brand?

## CUSTOMER

You can tailor your business to a specific demographic by setting the overall brand, design style, offerings, and price points. Thinking about who you want to appeal to is a key element in the decisions you will be making for the space.

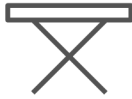
Restaurant: Will you offer Fine Dining, Casual or Both?

Bar: By Reservations only or are Walk ins welcome?



### ① Bones (\$75-\$150 per sq ft.)

Plumbing, HVAC, bringing the space up to code. Your space could be brand new or in need of serious updates. This isn't the most fun portion of your project, but it is arguably the most important.



### ② Back of House (\$30-\$85 per sq ft.)

Consider your appliances, the grade of finish required and what your employees will need to do their jobs not just well, but happily and healthily. These spaces are key, you want a strong foundation to optimize your customers' experience.



### ③ Entrance (\$10,000 +)

First impressions are important. You'll likely want to invest in high quality and impactful features while keeping in mind the flow of traffic. Think of your feature wall, signage, welcome desk, seating, built in displays, art, and accessories.



### ④ Shared Spaces (\$175-\$200per sq ft. )

Depending on your business, this could be where your customer spend the bulk of their time. Think of how to make their experience comfortable, fulfilling and worthy of recommendation. Which features should be enhanced?



### ⑤ Private Spaces (\$200-\$350per sq ft.)

Bathrooms, private dining rooms, hotel rooms and conferences. These spaces can vary because the type of finishing and furniture can go from mid range to custom one of a kind.





## WEEK 01

*We determine the best plan of action for your project.*

### **Paid Design Consultation**

VERSA Reviews client requirements and needs, understand client's design style including review of product tearsheets they may have collected, and any vision boards to establish a brief outline of scope of work, timelines and project start date.

# TIMELINE

Our Design Packages are seamless with each phase.

WEEK 02-04

WEEK 04-12

WEEK 06-12

*Design Consultation*

*Create a Stunning Design*

*Develop the Product*

*Furniture, Art, Accessories*

## Design Presentation

Measure space, space planning, furniture and lighting plan, mood boards and/or elevations, list of sourced items, revisions and presentation meeting with client.

## Design Implementation

Project timeline, construction drawings, material sourcing, procurement, material order placement, purchase orders, delivery plan, supplier visits, on-site visits, project oversight, administration, submittal & shopdrawing review.

## Design Reveal (Furniture/Art/Accessories)

Finalize furniture design plans, sourcing, order placement, delivery plan, final site visit.



"Versa (Jen) is a truly talented and professional interior designer. Not only is she experienced, she is also customer focused."

DELL D.



# ABOUT

## VERSA

An award-winning interior designer of residential and commercial spaces, Jen strives to design beautiful, unique, and functional interiors. With more than twenty years of experience, she is a talented and visionary designer that exceed clients' expectations. Jen Childs has an eye for quality, a superior sense of style, and a client-centered approach to business. She offers a balance of creativity, collaboration and forward thinking with a structured, organized and detailed mentality; enabling her to deliver focused development, follow through and total completion to each aspect of the design.





"The team from Versa made opening my first restaurant as painless as possible. The level of service and quality of work is recognizable not only to me but also with the contractors and subs that used those plans to create my dream."

JARED G.

# VERSA

CLICK **HERE** TO SCHEDULE YOUR  
CONSULTATION TODAY!

CALL US AT 248-982-7242

EMAIL US AT [CONTACT@VERSA-DESIGN.COM](mailto:CONTACT@VERSA-DESIGN.COM)

---

TO GET THE MOST OUT OF YOUR CONSULTATION,  
WE WILL SEND YOU A QUESTIONNAIRE THAT WILL  
ASK ALL THE NECESSARY QUESTIONS YOU WILL  
NEED TO THINK ABOUT.

THANK YOU!