

EDA Creative Brief

A Dream Kitchen for Stan & Connie



Customer Overview

Client: Stan & Connie Pauls (CEO and COO of Decor Cabinets)

Design Challenge: Create a fictional dream kitchen that Stan and Connie could enjoy with their family.

Project Type: New concept kitchen for Stan & Connie's fictitious future home.

Objectives:

- Design a kitchen that supports family gatherings, casual entertaining, and daily use.
- Reflect their values: warmth, intentional living, and long-term quality.
- Incorporate Decor and Zonavita products together in a way that feels elegant and livable.

Key Requirements

Style: The overall style should feel classic and timeless, with subtle Modern European influences.

- Stan enjoys precision and function with purposeful, tactile details.
- Connie is inspired by calming environments with minimal clutter and natural textures.

Layout: This open-concept kitchen flows naturally into the dining and living areas, creating a connected, welcoming space with beautiful views of the garden.

Create an open concept layout.

- Preserve garden views.
- Renovate the context as you see fit.
- Share the story behind your design choices.
- Layout drawing with dimensions is provided.

Cooking: Design the kitchen to work smoothly for just one cook, but also to comfortably support group cooking with 3 to 6 people. Connie often cooks on her own, but some of her favorite moments are spent cooking alongside her adult children.

- Kitchen should primarily serve one cook.
- Layout should support 3-6 people in the kitchen.
- Explain how this dynamic would function during family gatherings

Dining: The kitchen should include a small, informal eat-in area, perfect for casual meals and quick coffee breaks. It should comfortably seat four, with a relaxed feel.

- Informal dining area.
- Room to seat 4 people in the kitchen.

Features:

- Coffee station/nook.
- Walk-in pantry or pantry wall.
- No open shelves unless they serve a purpose.

Materials: Connie and Stan are drawn to a neutral color palette with a mix of finishes: matte, satin, and textured materials.

- Wood accents are a key feature.
- Avoid high gloss finishes.

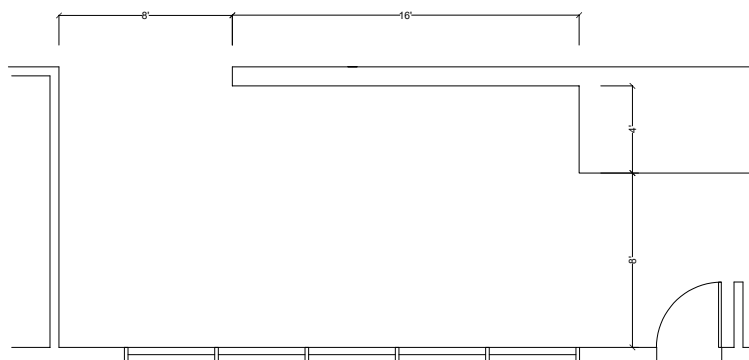
Lighting: Lighting plays a meaningful role in the kitchen. Designers have creative freedom with lighting design.

- Use creative freedom to plan a thoughtful lighting design.
- Consider integrated cabinet lighting or layered lighting.

Lifestyle Insights: For Connie and Stan, human connection is a primary value. The kitchen should be a welcoming space that invites conversation and presence. A place where people linger, talk, and enjoy being together.

Design Freedoms

- You may mix Decor and Zonavita product lines.
- Don't feel limited by current product SKUs – think conceptually.
- Be bold, but not trendy. They are looking for enduring beauty.



WINDOWS
(COULD BE FULL HEIGHT OR COUNTER HEIGHT)
VIEWS OUT TO A BACKYARD GARDEN

SCALE: $\frac{1}{4}" = 1'-0"$



Evaluation Focus

The final kitchen design should align with the brief while demonstrating a thoughtful approach to layout and workflow. Visual balance and finish coordination are important, contributing to a cohesive, detail-oriented design. The dream kitchen should present a clear and compelling design narrative. Describe how you created this design and how it meets the creative brief.

Key Points:

- Fit to brief
- Quality of layout and workflow
- Visual balance and finish coordination
- Design narrative clarity

Project Notes

This is an imaginative concept kitchen for a fictitious dream home for Stan and Connie. The winning concept design will not be built.

Submission Requirements

Please provide the following in your submission:

- 1 – Floor Plan
- 2 or 3 – Rendering Views
- 150 to 300 word Design Story (description of your design intent)