





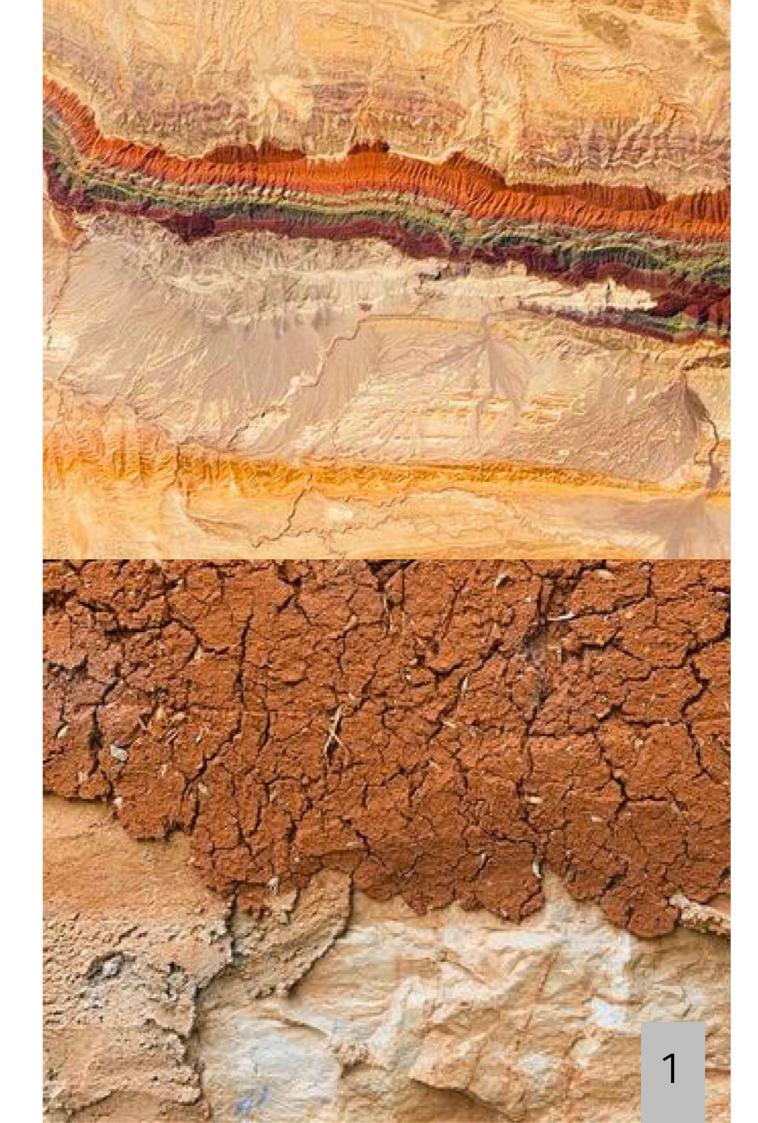
KLEI APARTHOTEL MARKETING PLANS AND FURNITURE PROPOSAL NOVEMBER 2024

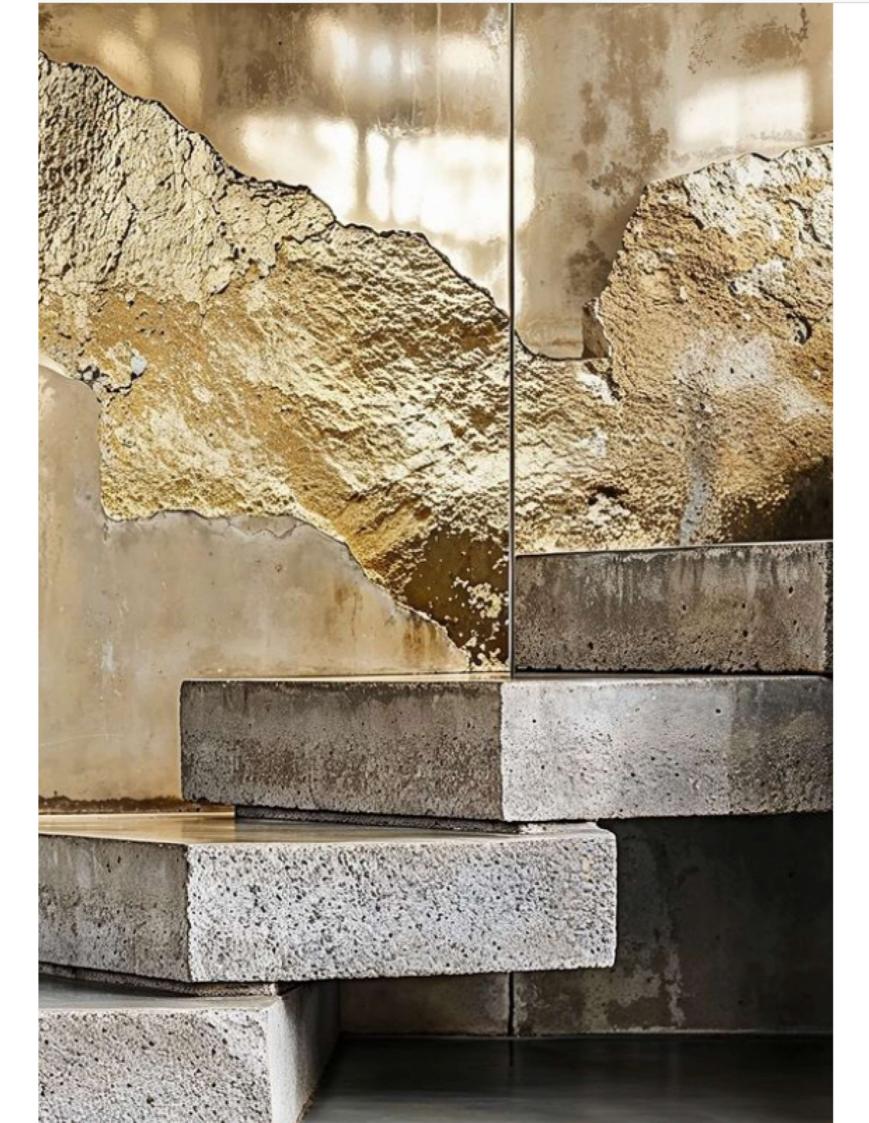
# EARTH CLAY STONE

KLEI is not just a place to stay—it's an awakening, a convergence, a moment in time where human life and the Earth's ancient pulse fuse into one, where every breath you take echoes with the whisper of wind, the hum of stone, the rhythm of water. It's a space that redefines the very fabric of life, a pivotal moment that shifts everything.

Feel the earth's energy coursing through the floors, hear it in the whispers of the walls, see it in the dance of light and shadow. This is not just a place —it's a mirror reflecting the power and potential within you.

This is the alchemy of existence





# A NEW LANGUAGE

### A New Language of Experience:

The Science of Humanity and Space

At **KLEI**, we rewrite the language of experience, weaving together the science of humanity, the art of space, and the poetry of the earth.

Every room, every surface, every breath speaks in textures and tones that defy convention. Here, colours become textures, shapes become stories, and spaces become the pages of a book that speaks to your very soul. From the materials used, the textures, scents and colours to the signage journey.

This is a dialogue not of words but of senses a place where sight, sound and touch is merely the beginning.

# SENSES

Senses and Beyond:

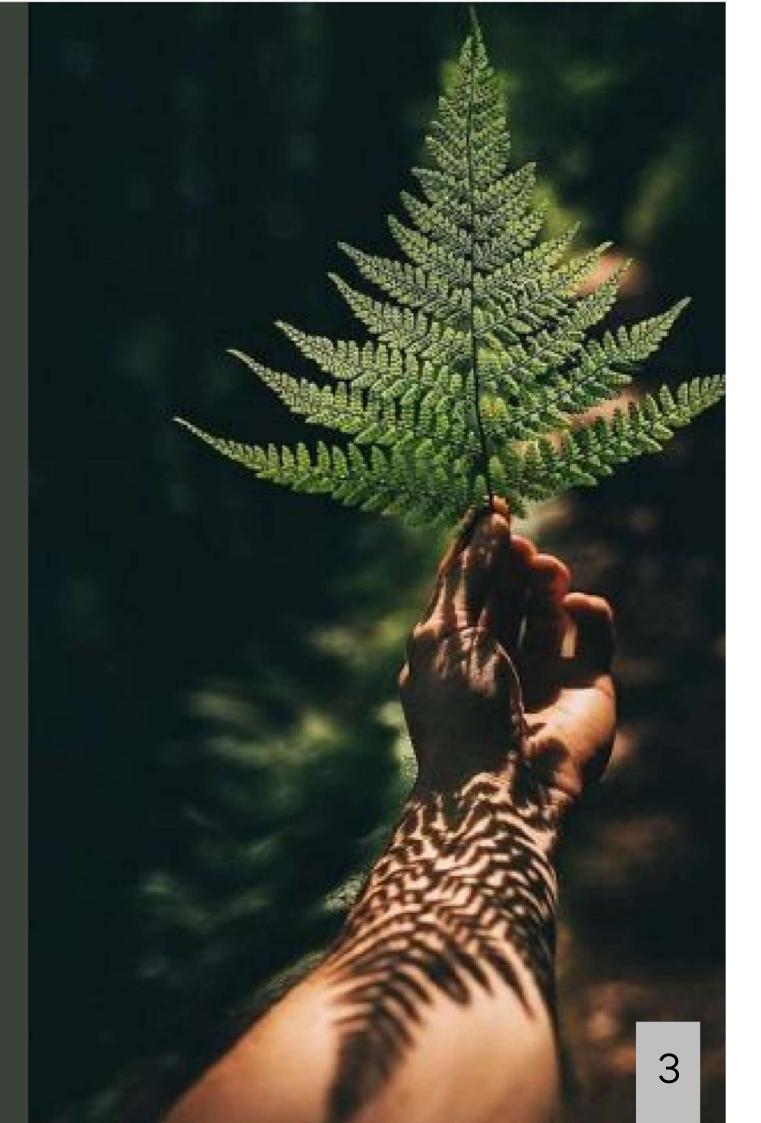
The Sixth, the Seventh, the Infinite

At **KLEI**, your senses awaken and expand, reaching beyond the ordinary into the extraordinary.

Feel the cool kiss of stone underfoot, the warm embrace of sunlight filtered through wood, the gentle whisper of water trickling over ancient rocks in a feature as you enter the hotel.

Sun light teasing you through dappled indoor rainforest.

Listen to the earth's quiet symphony, let it guide you beyond the known into the realms of the sixth sense, the seventh, and beyond.





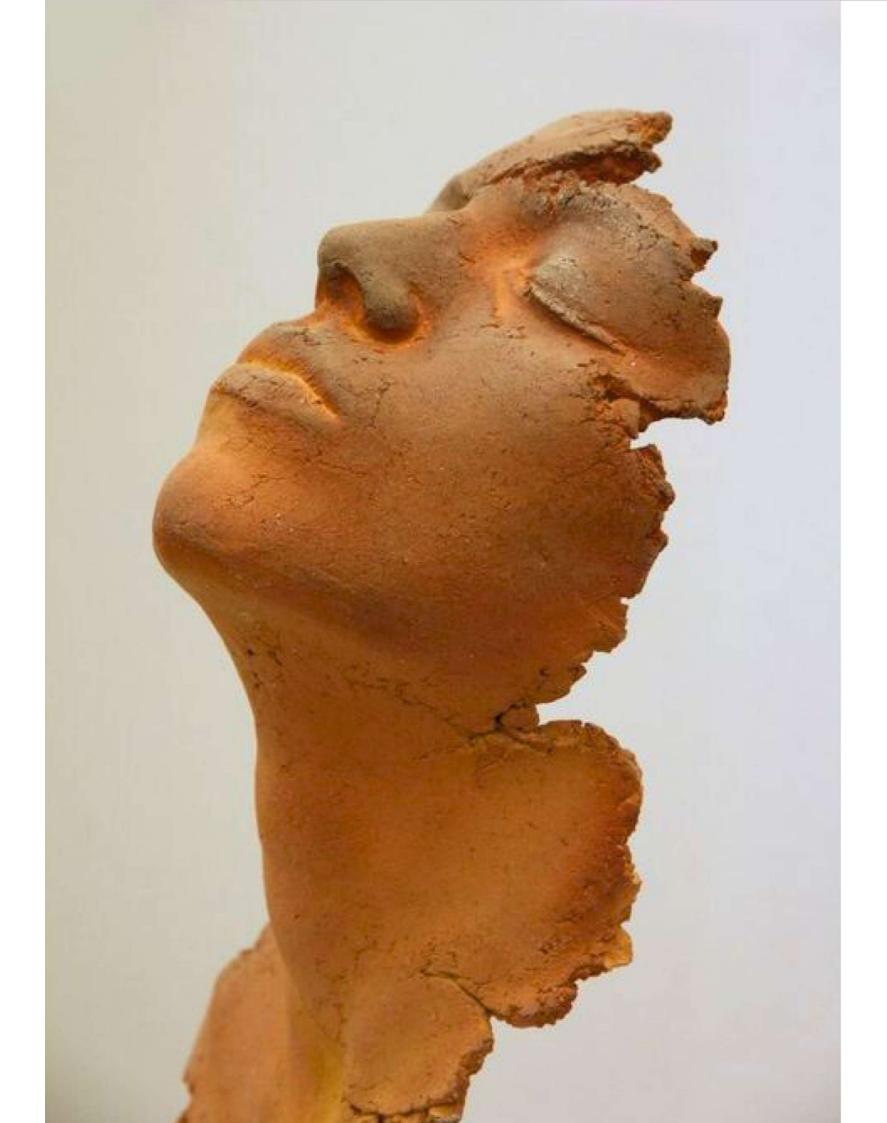
# THE EARTH'S FINGERPRINTS

### Textures:

The Earth's Embrace in Every Detail

Textures are the earth's fingerprints, each one unique and unrepeatable. Run your hands along walls of clay, rough yet soothing, shaped by centuries of wind and rain. Feel the intricate patterns of wood, each groove is a line in the earth's endless poem.

At **KLEI**, the details are not mere embellishments they are portals, gateways to a deeper connection with the world. Every texture is a touchpoint to the past and a bridge to a reimagined future.



# THE STORY OF CLAY

There is a deep connection between clay and human creation. Recent research shows that clay provided the perfect environment for early biochemical reactions. The clay hypothesis suggests how biologically inert matter helped the evolution of early life forms.

The creation of life from clay can be seen as a miraculous birth theme that appears throughout world religions and mythologies. It can also be seen as one of gods who craft humans out of earthly materials. As such, this class of story falls within a larger set of divine or cosmogonic origin stories about creation, whether through divine emergence or divine craft.

Clay is one of the materials unearthed at Devonbosch, which is ready to be touched and manipulated into a certain shape, as is the human form. With this immersion, ability to move, to feel, to change, to become something more, to live a Life Unlimited, is the experience you will encounter at **KLEI.** 

# THE VISION

To create a luxurious hotel offering where guests reconnect with the earth and themselves through exquisite, sensory-rich experiences inspired by the natural elements of clay, stone, wood, water and light.

The walls, crafted from hand-formed clay, breathe with the room, inviting you to feel a part of something ancient yet alive.

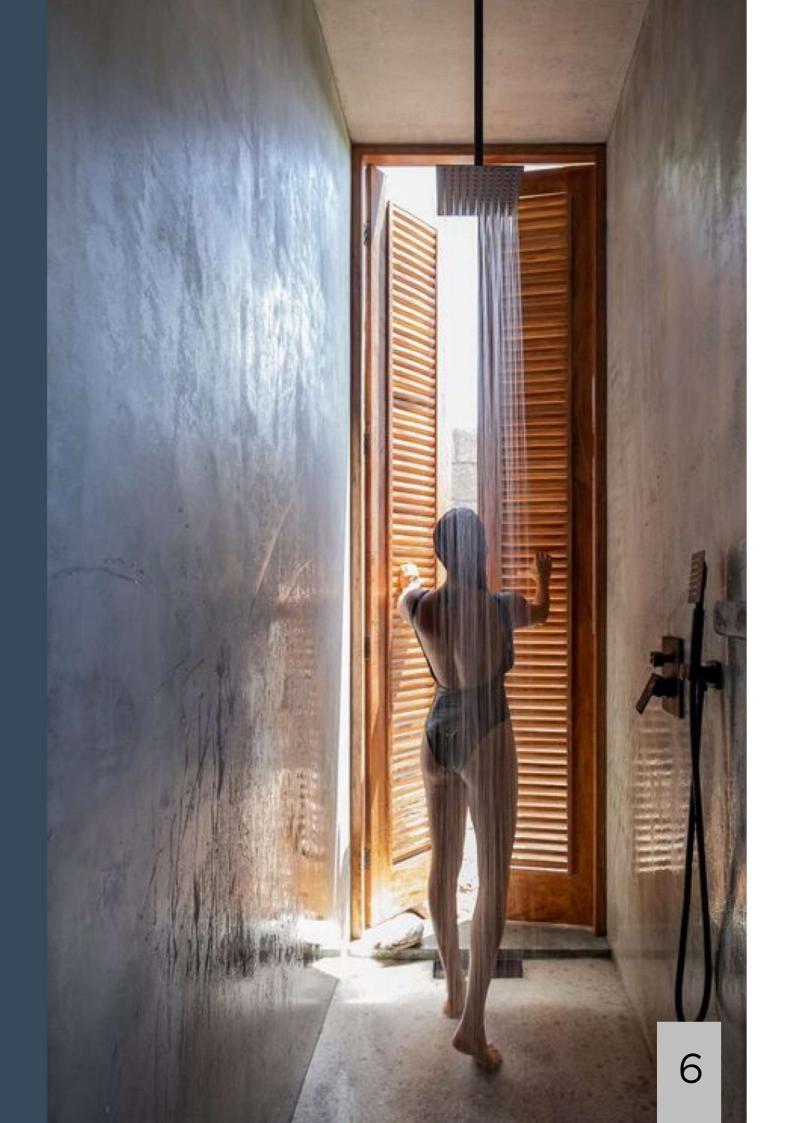
Smooth rock-face that lines the pathways to rough-hewn walls that tell the story of mountains weathered by wind and rain

Wood, rich in texture and grain, invites you to run your fingers along its surface, each knot and groove a story of growth, life, and renewal.

To blend the raw beauty of nature with refined elegance, offering an unparalleled journey of relaxation, wellbeing, and authentic and immersive connection to the earth.

Envision a sanctuary where luxury meets the embrace of the earth, where guests rediscover themselves amidst the whispers of nature.

Here, the raw beauty of the natural world dances with refined elegance, offering a journey through old and new.







Our design approach:

The "**soulful layered**" interior design blends warmth, personality, and depth through a thoughtful mix of textures, colors, and personal elements.

- 1. Eclectic Mix: It combines different styles, eras, and materials. Pairing vintage furniture next to contemporary pieces, or rustic wood paired with elegant metals, creating a lived-in, curated look.
- 2. Rich Textures: Layering textures is key, with items like soft throws, woven rugs, velvet cushions, and natural wood. Texture adds depth, making the space feel inviting.
- 3. Earthy and Muted Color Palette:
  Colors are rich but subtle—earthy
  tones, soft neutrals, or jewel
  shades, all chosen to enhance a
  sense of warmth.
- 4. Artifacts and Meaningful Decor: A highly personal style, with items that tell a story.
- 5. Natural Materials: Wood, linen, stone, and other natural materials to create an organic feel.
- 6. Layered Lighting: The lighting is warm and layered, with a mix of table lamps, floor lamps, and decorative wall lights to create a cozy ambiance.
- 7. Art and Collectibles: The art collections consist of carefully chosen pieces that feel authentic and meaningful. The result is a space that feels comfortable, welcoming, and full of character.

### DESIGN ELEMENTS

01



earth fire water



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### **COLOUR SCHEME 01**

Inspired by the elements of **Earth, Fire** and **Wate**r our darker scheme has base tones of terracotta, complimented with accents of green and blue.

This interior design concept harmonizes natural textures and neutral colors to create a soothing yet invigorating atmosphere. Warm wooden accents and rich earth tones ground your environment. Flowing fabrics and stone surfaces evoke the serenity of water.



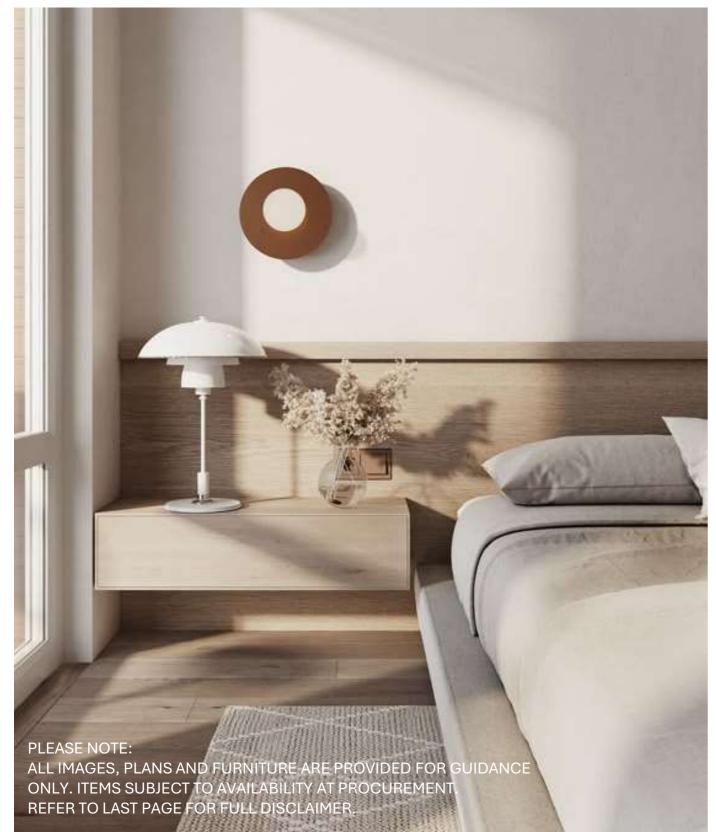






### **TEXTURES AND LAYERING**

By thoughtfully combining textures, colors, and patterns, layering transform the rooms from ordinary to extraordinary.











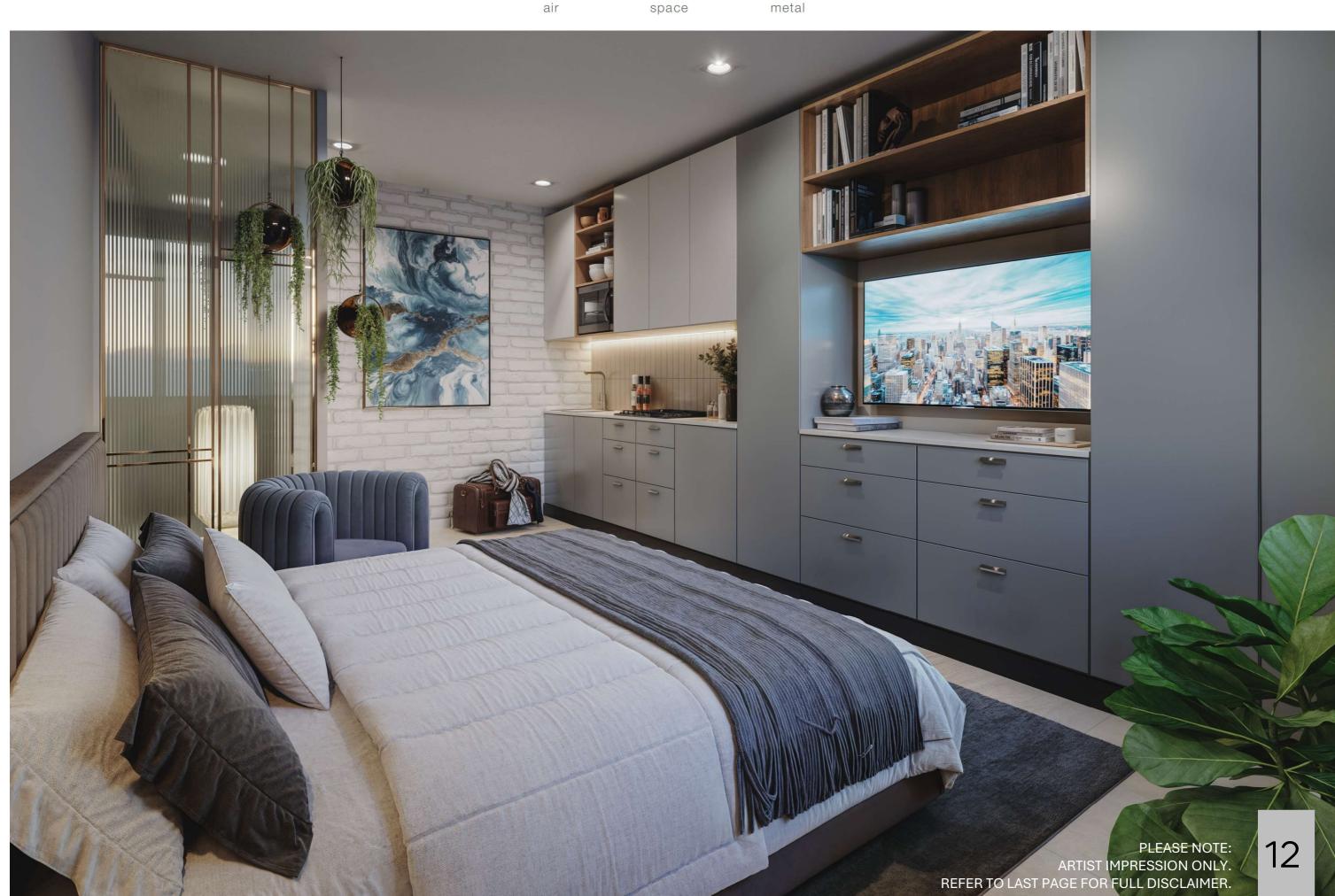
### DESIGN ELEMENTS

02









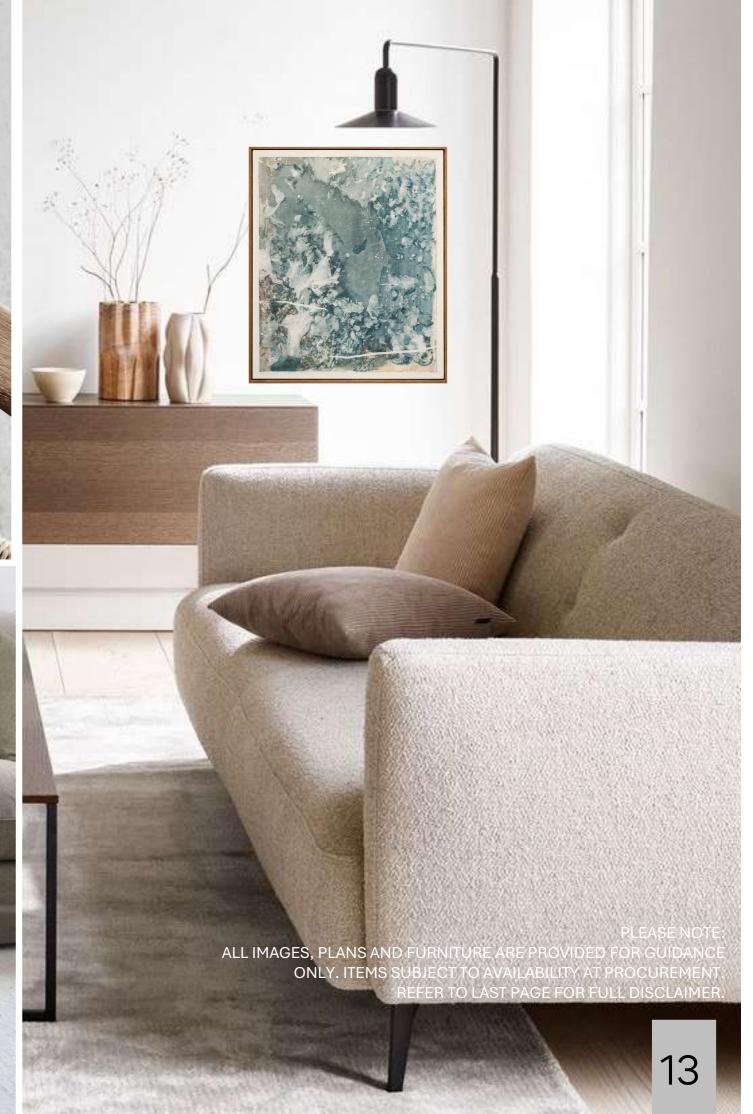






### COLOUR SCHEME 02

This scheme seamlessly blend the ethereal qualities of air, the limitless potential of space, and the strength of metal. Our approach redefines modern aesthetics, creating environments that inspire and invigorate. Embrace a harmonious balance of materials that elevate your surroundings and invite creativity. Step into a world where every element is carefully curated to enhance both form and function.



### **TEXTURES AND LAYERING**

By thoughtfully combining textures, colors, and patterns, layering transform the rooms from ordinary to extraordinary.













### TYPE 1 **TWO BEDROOM**

UNIT NO: A101, A201, A301, D103, D203

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **KITCHEN AREA**

x4 Barstools

### **DINING AREA**

Console Dining table x6 Dining chairs

### LOUNGE

Armchair L-shaped sofa Coffee table TV console Side table

### **PATIO'S**

Small coffee table (per patio) x2 Lounge style chairs (per patio)

### **BEDROOM 01**

x2 Bedside tables Upholstered headboard Queen size bed Desk and desk chair

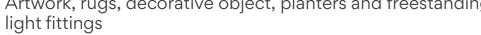
### **BEDROOM 02**

x2 Bedside tables Upholstered headboard Queen size bed Desk and desk chair

### **OPTIONAL LAYERING**

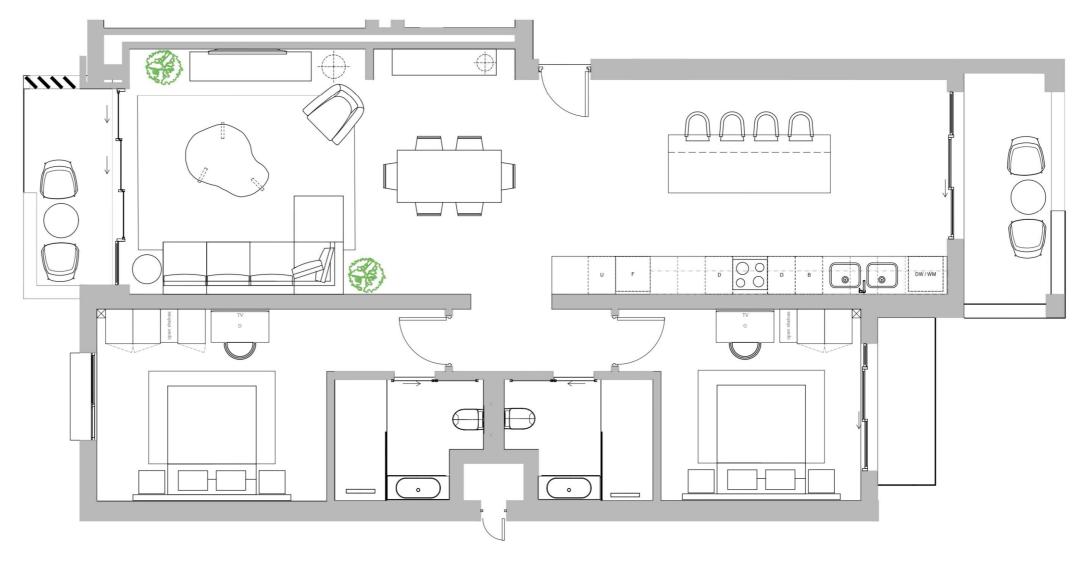
(non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding









### TYPE 2 **TWO BEDROOM**

UNIT NO: A102, A202, A302, A402, D102, D202, D302

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table x4 Dining chairs

### LOUNGE

Armchair Three-seater sofa Coffee table TV console Side table

### **PATIO**

Small coffee table x2 Lounge style chairs

### BEDROOM 01

x2 Bedside tables Upholstered headboard Queen size bed Desk and desk chair

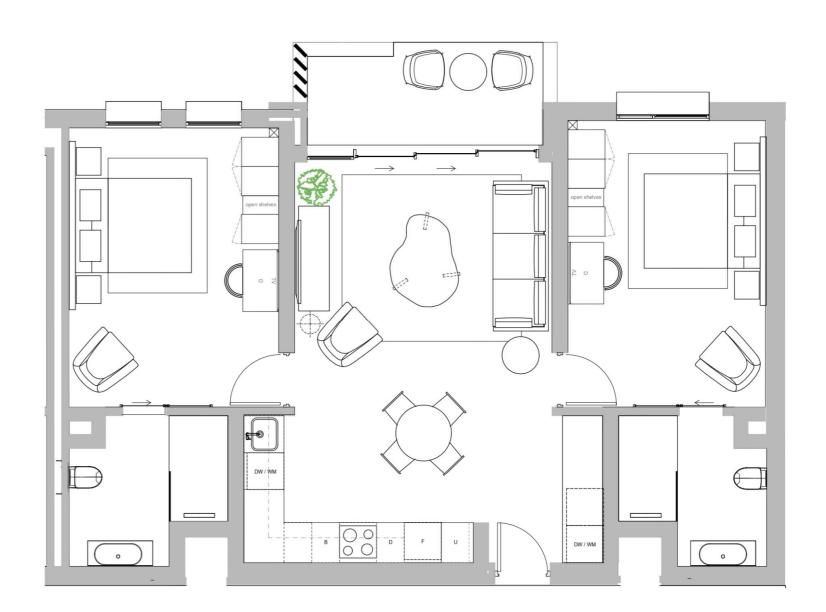
### **BEDROOM 02**

x2 Bedside tables Upholstered headboard Queen size bed Armchair Desk and desk chair

### **OPTIONAL LAYERING** (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings





# TYPE 3 ONE BEDROOM

UNIT NO: A103, D101

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table x4 Dining chairs

### LOUNGE

Two-seater sofa Coffee table TV console

### **PATIO**

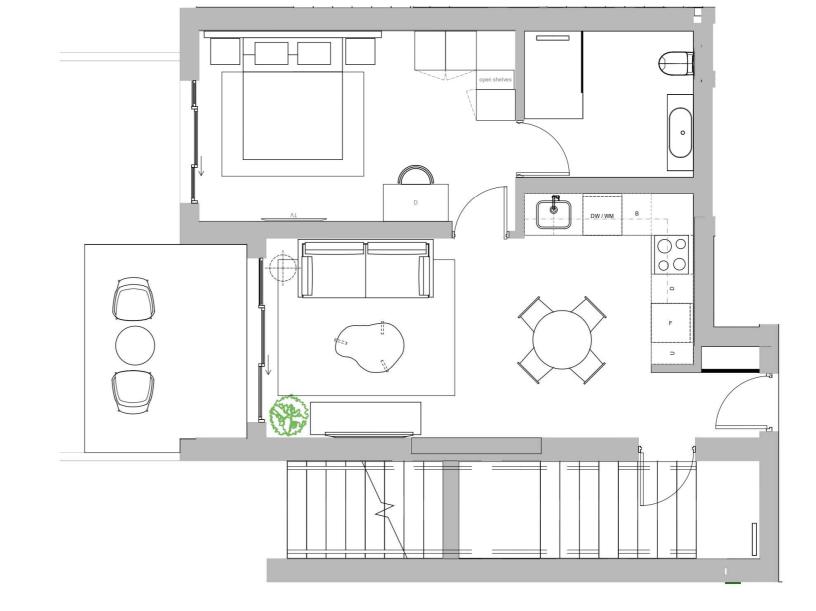
Small coffee table x2 Lounge style chairs

### BEDROOM 01

x2 Bedside tables Upholstered headboard Queen size bed Desk and desk chair

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings



\*PRICE FOR FURNITURE NOT INCLUDED IN UNIT SALE

\*PLEASE REFER TO SALES MATRIX FOR UNIT POSITION

\*NOTE: PLAN NOT TO SCALE

# TYPE 4 THREE BEDROOM

UNIT NO: F101, F201, F301, G103, G203, H101, H201, H301

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **KITCHEN AREA**

x3 Barstools

### **DINING AREA**

Dining table x6 Dining chairs

### **LOUNGE**

Armchair L-shaped sofa Coffee table TV console Side table

### **PATIO'S**

Small coffee table (per patio) x2 Lounge style chairs (per patio)

### BEDROOM 01

x2 Bedside tables
Upholstered headboard
Queen size bed
Desk and desk chair
Small coffee table
x2 Armchairs

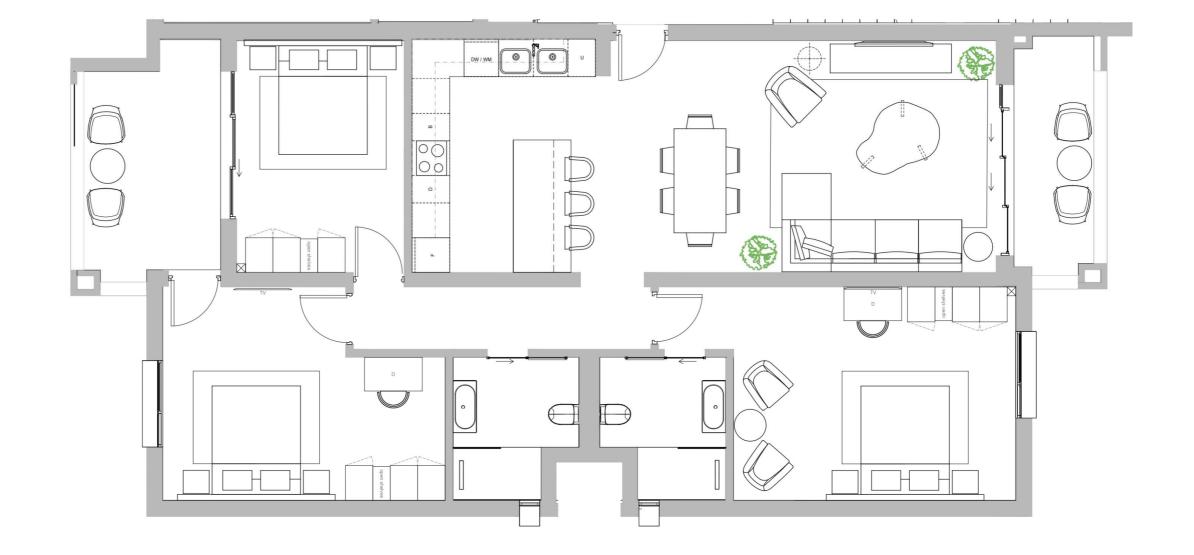
### **BEDROOM 02**

x2 Bedside tables
Upholstered headboard
Queen size bed
Desk and desk chair

### **BEDROOM 03**

x2 Bedside tables Upholstered headboard Queen size bed

# OPTIONAL LAYERING (non-optional for hotel unit)



Artwork, rugs, decorative object, planters and freestanding light fittings

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### TYPE 5A TWO BEDROOM (INTERLEADING)

UNIT NO: J101, J102, J202, J302, J201, J301

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table x4 Dining chairs

### LOUNGE

x2 Armchair Two-seater sofa Coffee table TV console Side table

### **PATIO**

Small coffee table x2 Lounge style chairs

### **BEDROOM 01**

X2 Bedside tables X2 Wall lights (\*Hotel units only) Upholstered headboard Queen size bed Desk and desk chair

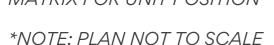
### **BEDROOM 02**

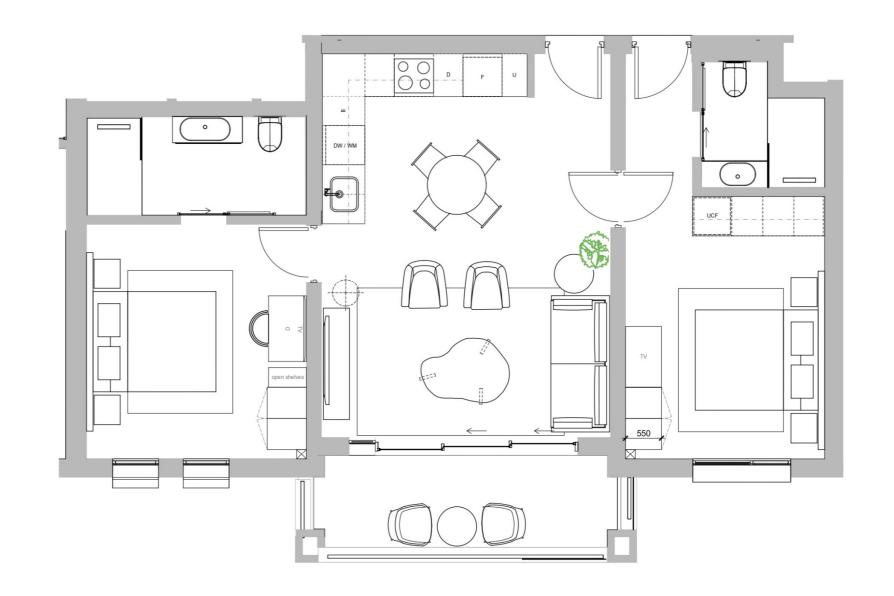
x2 Bedside tables X2 Wall lights (\*Hotel units only) Upholstered headboard Queen size bed

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings







### TYPE 5B TWO BEDROOM (INTERLEADING)

UNIT NO: G102, G202, G302, H102, H202, H302, F102, F202, F302

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table x4 Dining chairs

### LOUNGE

x2 Armchair Two-seater sofa Coffee table TV console Side table

### **PATIO**

Small coffee table x2 Lounge style chairs

### **BEDROOM 01**

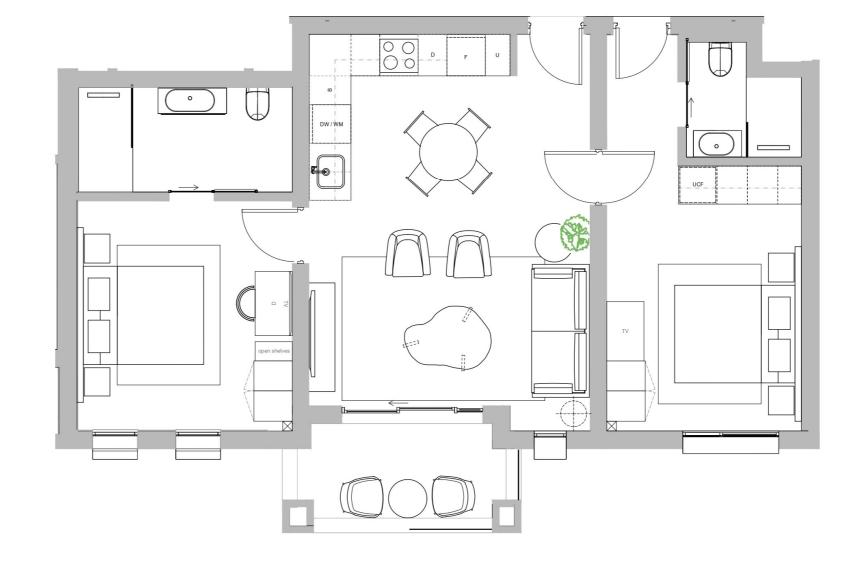
x2 Bedside tables Upholstered headboard Queen size bed Desk and desk chair

### **BEDROOM 02 - INTERLEADING**

x2 Bedside tables Upholstered headboard Queen size bed

### **OPTIONAL LAYERING** (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings



\*PRICE FOR FURNITURE NOT INCLUDED IN UNIT SALE

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**POSITION** 

# TYPE 6 ONE BEDROOM

UNIT NO: F103, F203, F303, G101, G201, G301, H103, H203, H303

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table x4 Dining chairs

### LOUNGE

x2 Armchair Two-seater sofa Coffee table TV console Side table

### **PATIO**

Small coffee table x2 Lounge style chairs

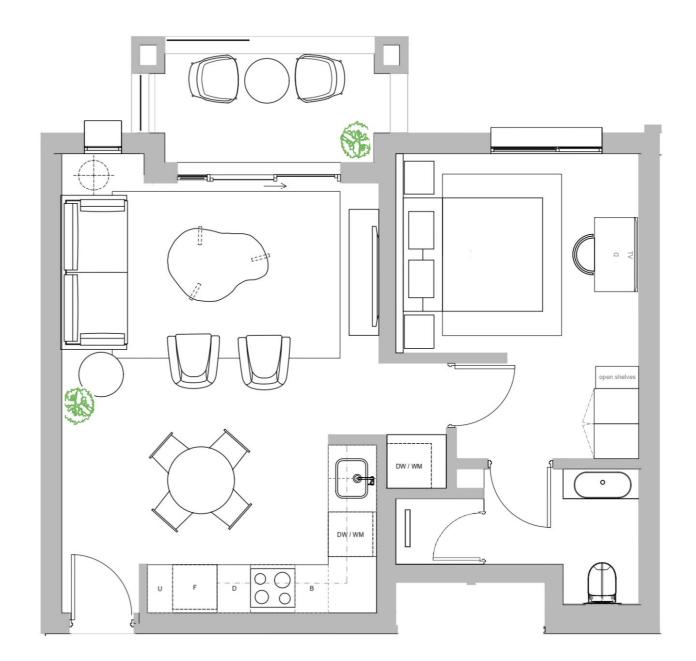
### **BEDROOM**

x2 Bedside tables Upholstered headboard Queen size bed Desk and desk chair

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings





# TYPE 7 ONE BEDROOM

UNIT NO: A203, A303, A403, D301, D201

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table x4 Dining chairs

### LOUNGE

x2 Armchair Two-seater sofa Coffee table TV console Side table

### **PATIO**

Small coffee table x2 Lounge style chairs

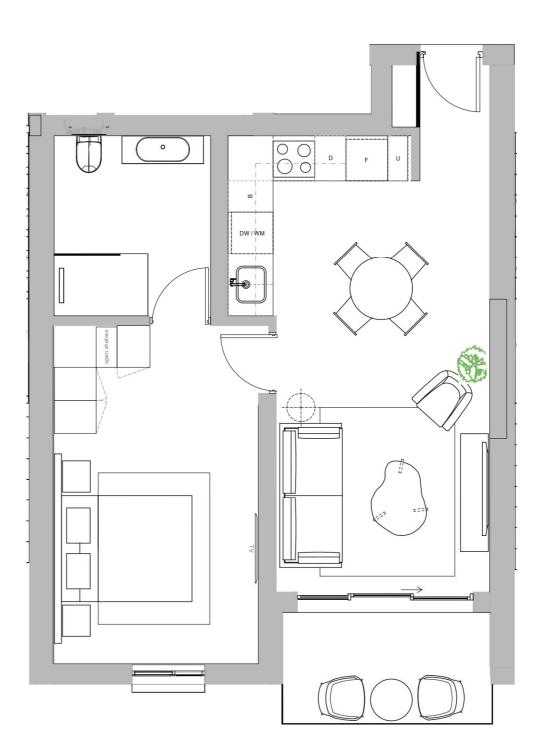
### **BEDROOM**

x2 Bedside tables Upholstered headboard Queen size bed

### OPTIONAL LAYERING (non-optional for hotel unit) Artwork, rugs, decorative object,

Artwork, rugs, decorative object planters and freestanding light fittings





# TYPE 8 ONE BEDROOM

UNIT NO: J104, J103, J203, J204, J303, J304

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table x4 Dining chairs

### LOUNGE

x2 Armchair Two-seater sofa Coffee table TV console Side table

### **PATIO**

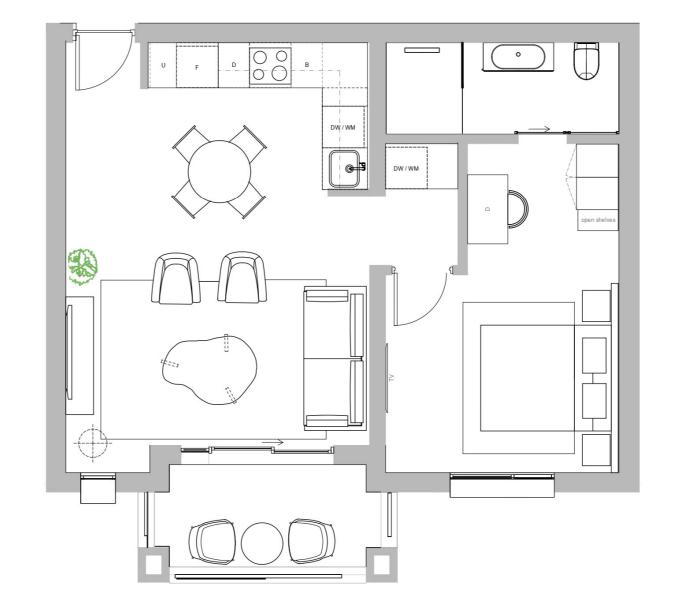
Small coffee table x2 Lounge style chairs

### **BEDROOM 01**

x2 Bedside tables x2 Wall lights Upholstered headboard Queen size bed Desk and desk chair

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings



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# TYPE 9 TWO BEDROOM (INTERLEADING)

UNIT NO: J105, J205, J305, J405, J505

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table X4 Dining chairs Entrance console

### LOUNGE

Armchair Two-seater sofa Coffee table TV console Side table

### **PATIO**

Small coffee table X2 Lounge style chairs

### **BEDROOM 01**

X2 Bedside tables X2 Wall lights Upholstered headboard Queen size bed Desk and desk chair

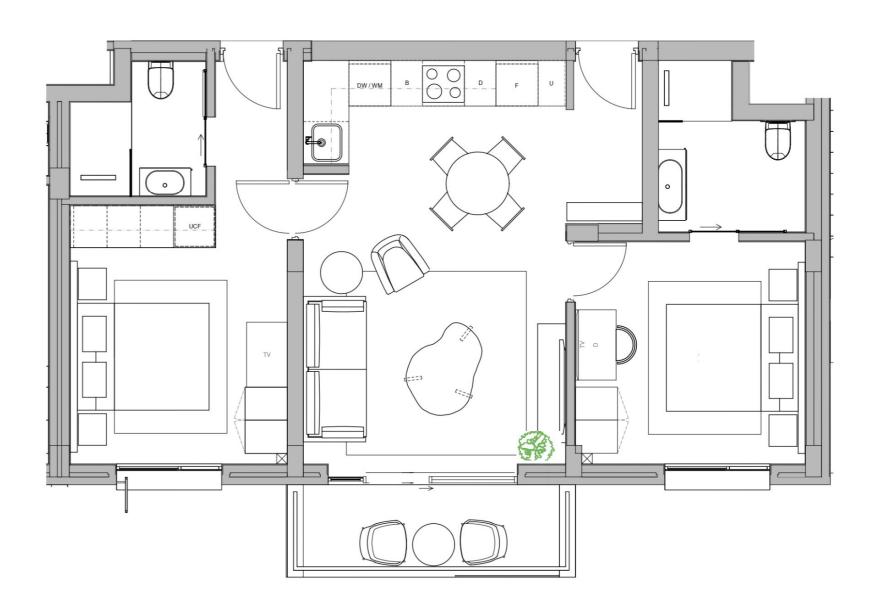
### **BEDROOM 02 - INTERLEADING**

X2 Bedside tables X2 Wall lights Upholstered headboard Queen size bed

## OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings





# TYPE 10 TWO BEDROOM (INTERLEADING)

UNIT NO: J106, J206, J306, J406, J506

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table X6 Dining chairs

### LOUNGE

X1 Armchair Three-seater sofa Coffee table TV console Side table

### **PATIO**

Small coffee table X2 Lounge style chairs

### **BEDROOM 01**

X2 Bedside tables X2 Wall lights Upholstered headboard Queen size bed Armchair Desk and desk chair

### **BEDROOM 02 - INTERLEADING**

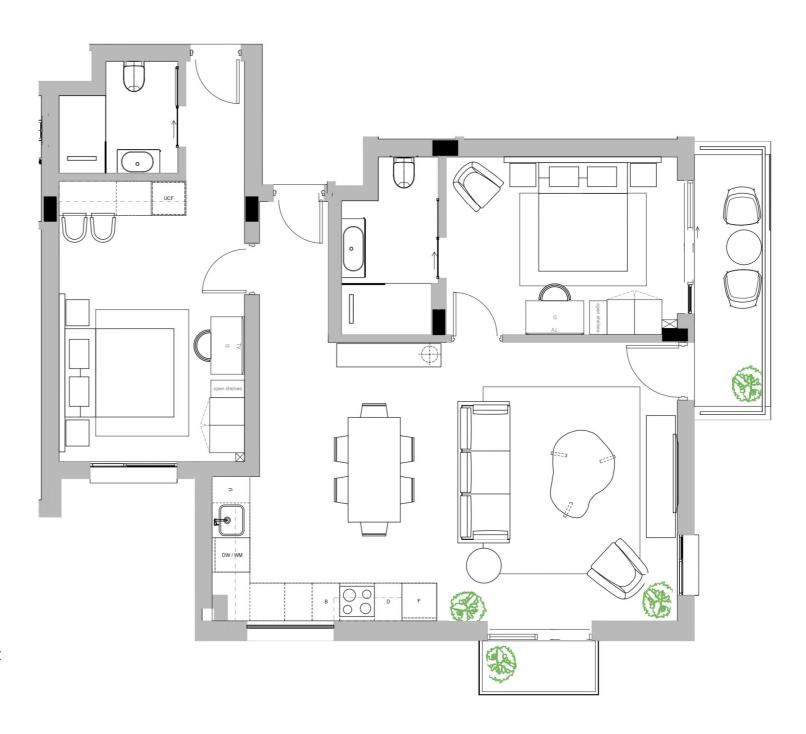
X2 Bedside tables X2 Wall lights Upholstered headboard Queen size bed Desk and desk chair X2 Bar stools

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings







# TYPE 11 TWO BEDROOM (INTERLEADING)

UNIT NO: J107, J207, J307, J407, J507

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **DINING AREA**

Dining table X4 Dining chairs

### LOUNGE

X2 Armchair Three-seater sofa Coffee table TV console

### **PATIO**

Small coffee table X2 Lounge style chairs

### BEDROOM 01

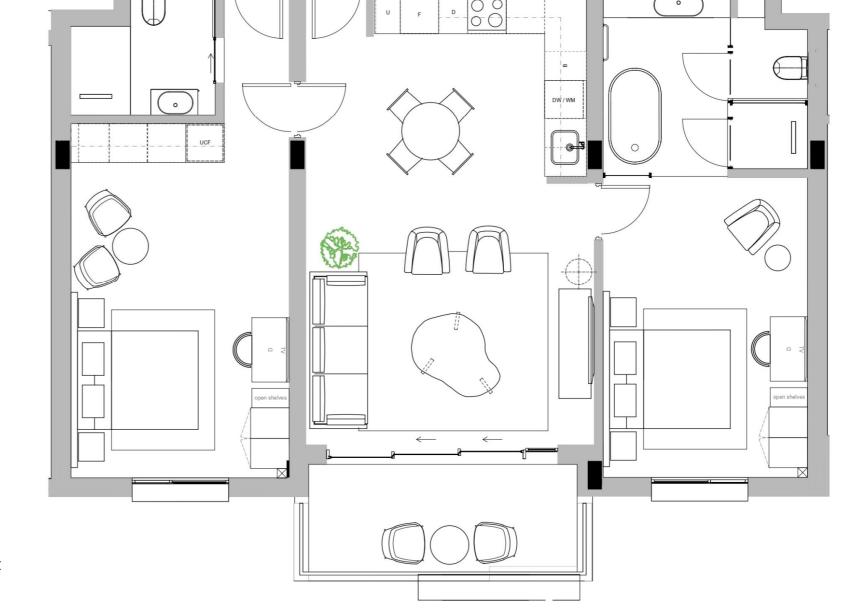
X2 Bedside tables
X2 Wall lights
Upholstered headboard
Queen size bed
Armchair
Small coffee table
Desk and desk chair

### **BEDROOM 02 - INTERLEADING**

X2 Bedside tables
X2 Wall lights
Upholstered headboard
Queen size bed
Desk and desk chair
Small dining table
X2 Dining chairs

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings



<sup>\*</sup>PRICE FOR FURNITURE NOT INCLUDED IN UNIT SALE

<sup>\*</sup>PLEASE REFER TO SALES MATRIX FOR UNIT POSITION

### TYPE 12 STUDIO

UNIT NO: J208, J209, J308, J309, J408, J409, J508, J509

ARCHITECTURAL INTERIOR CONCEPT PLAN

### LOUNGE

Armchair
Three-seater sofa
Coffee table
TV console
Desk and desk chair

### **PATIO**

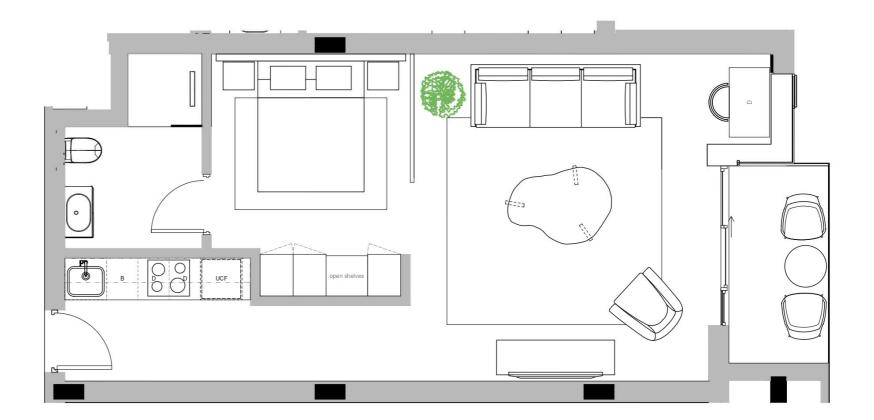
Small coffee table X2 Lounge style chairs

### **BEDROOM**

X2 Bedside tables X2 Wall lights Upholstered headboard Queen size bed

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings



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# TYPE 13A THREE BEDROOM - PENTHOUSE

UNIT NO: A401, D303

### ARCHITECTURAL INTERIOR CONCEPT PLAN

### **KITCHEN AREA**

x4 Barstools

### **DINING AREA**

Console
Dining table
x6 Dining chairs

### LOUNGE

Armchair L-shaped sofa Coffee table TV console Side table

### PATIO'S

Small coffee table (per patio)
x2 Lounge style chairs (per patio)
Small coffee table – bathroom patio
X4 Lounge style chair – bathroom patio
Dining table - terrace
x8 Dining chairs - terrace
X2 Sofas - terrace
X2 Armchairs - terrace
Coffee table - terrace

### BEDROOM 01

x2 Bedside tables Upholstered headboard Queen size bed Desk and desk chair

### **BEDROOM 02**

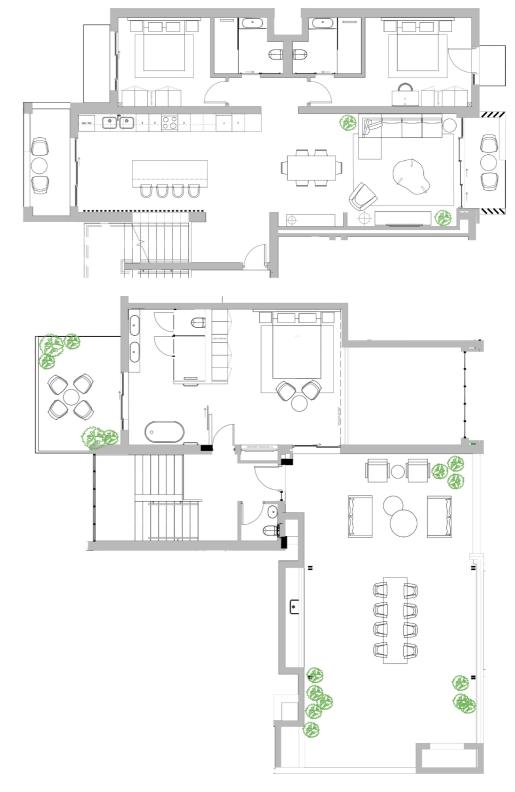
x2 Bedside tables Upholstered headboard Queen size bed

### BEDROOM 03 - TOP FLOOR

x2 Bedside tables Upholstered headboard King size bed Coffee table x2 Armchairs

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings



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\*PLEASE REFER TO SALES MATRIX FOR UNIT POSITION

\*NOTE: PLAN NOT TO SCALE

# TYPE 13B THREE BEDROOM - PENTHOUSE

UNIT NO: G303

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **KITCHEN AREA**

x4 Barstools

### **DINING AREA**

Console Dining table x6 Dining chairs

### LOUNGE

x2 Armchair Three-seater sofa Coffee table TV console Side table

### **PATIO'S**

Small coffee table (per patio) x2 Lounge style chairs (per patio) Dining table - terrace x8 Dining chairs - terrace X2 Sofas - terrace X2 Armchairs - terrace Coffee table - terrace

### **BEDROOM 01**

x2 Bedside tables Upholstered headboard Queen size bed

### BEDROOM 02

x2 Bedside tables Upholstered headboard Queen size bed Desk and desk chair

### **BEDROOM 03 - TOP FLOOR**

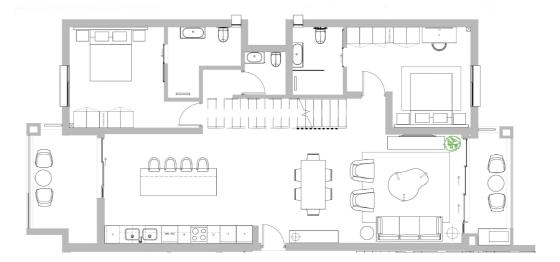
x2 Bedside tables
Upholstered headboard
Queen size bed
Desk and desk chair

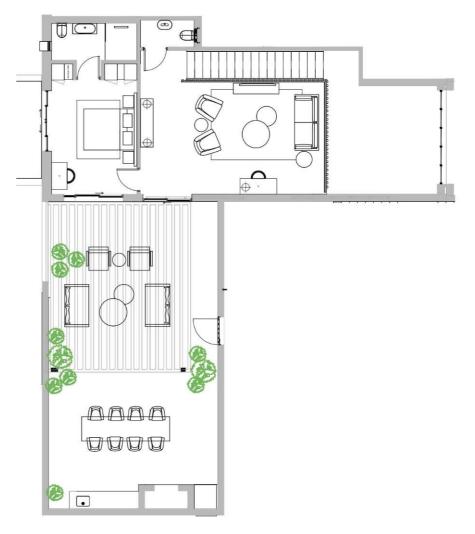
### **STUDY**

Desk and desk chair X2 Armchairs Coffee table Two- seater sofa Side table

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings





\*NOTE: PLAN NOT TO SCALE

<sup>\*</sup>PRICE FOR FURNITURE NOT INCLUDED IN UNIT SALE

<sup>\*</sup>PLEASE REFER TO SALES MATRIX FOR UNIT POSITION

### TYPE 14 STUDIO

UNIT NO: J108, J109

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **OPEN PLAN AREA**

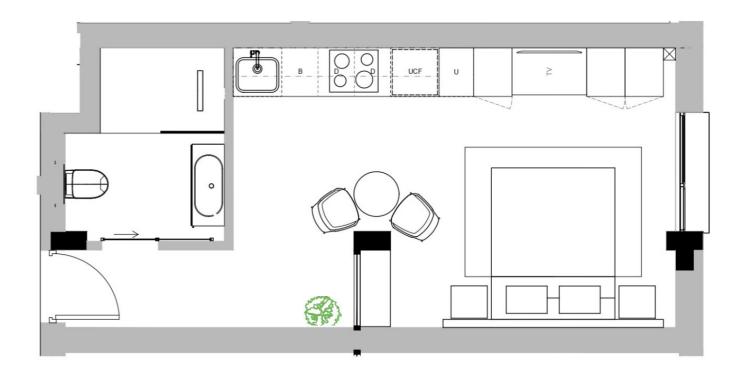
X2 Armchair Small dining table

### **BEDROOM AREA**

X2 Bedside tables X2 Wall lights Upholstered headboard Queen size bed

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings



\*PRICE FOR FURNITURE NOT INCLUDED IN UNIT SALE

# TYPE 15 A STUDIO

UNIT NO: J111, J211

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **OPEN PLAN AREA**

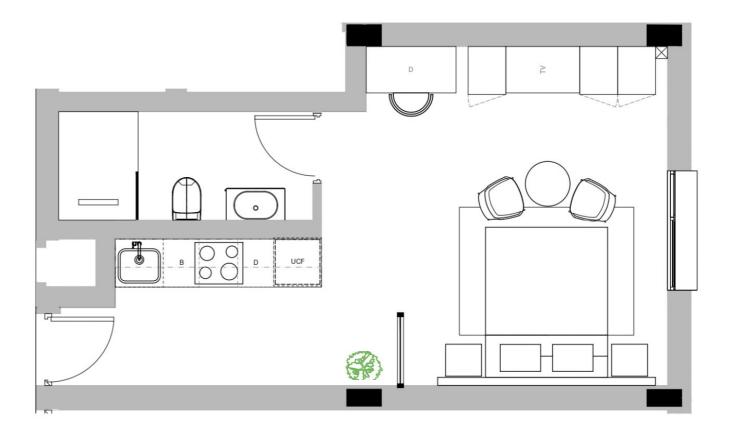
X2 Armchair Small dining table

### **BEDROOM AREA**

X2 Bedside tables X2 Wall lights Upholstered headboard Queen size bed Desk and desk chair

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings



\*PRICE FOR FURNITURE NOT INCLUDED IN UNIT SALE

# TYPE 15 B STUDIO

UNIT NO: J110, J210

ARCHITECTURAL INTERIOR CONCEPT PLAN

### **OPEN PLAN AREA**

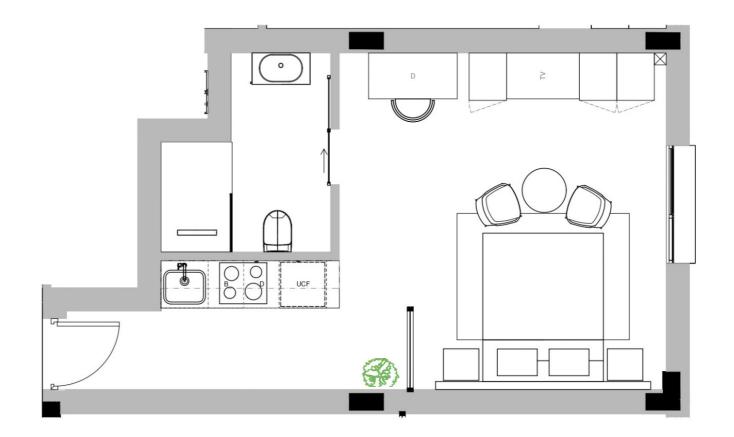
X2 Armchair Small dining table

### **BEDROOM AREA**

X2 Bedside tables X2 Wall lights Upholstered headboard Queen size bed Desk and desk chair

# OPTIONAL LAYERING (non-optional for hotel unit)

Artwork, rugs, decorative object, planters and freestanding light fittings



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