

KIT 8'S

From Industrial Shell to Immersive Experience.

PROJECT SEQUENCE

01

BRIEF

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DESIGN CONCEPT

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IDENTITY

05

COMING INTO LIFE



1. Introduction

Kito's Lounge , Swan Lake, North Coast. **SLN - Sports Club Phase 01**

Kito's Lounge occupies a distinctive site originally conceived as a unutilized hangar. Before its transformation, the structure stood as an industrial shell vast in scale yet devoid of character or warmth. Its rigid steel frame and unarticulated envelope offered potential, but lacked any sense of identity or spatial experience. Surrounded by the coastal vibrancy of Swan Lake, the site presented a unique opportunity: to reimagine an abandoned, lifeless volume into a social landmark that reflects the dynamic spirit of the North Coast.



Site Condition Before



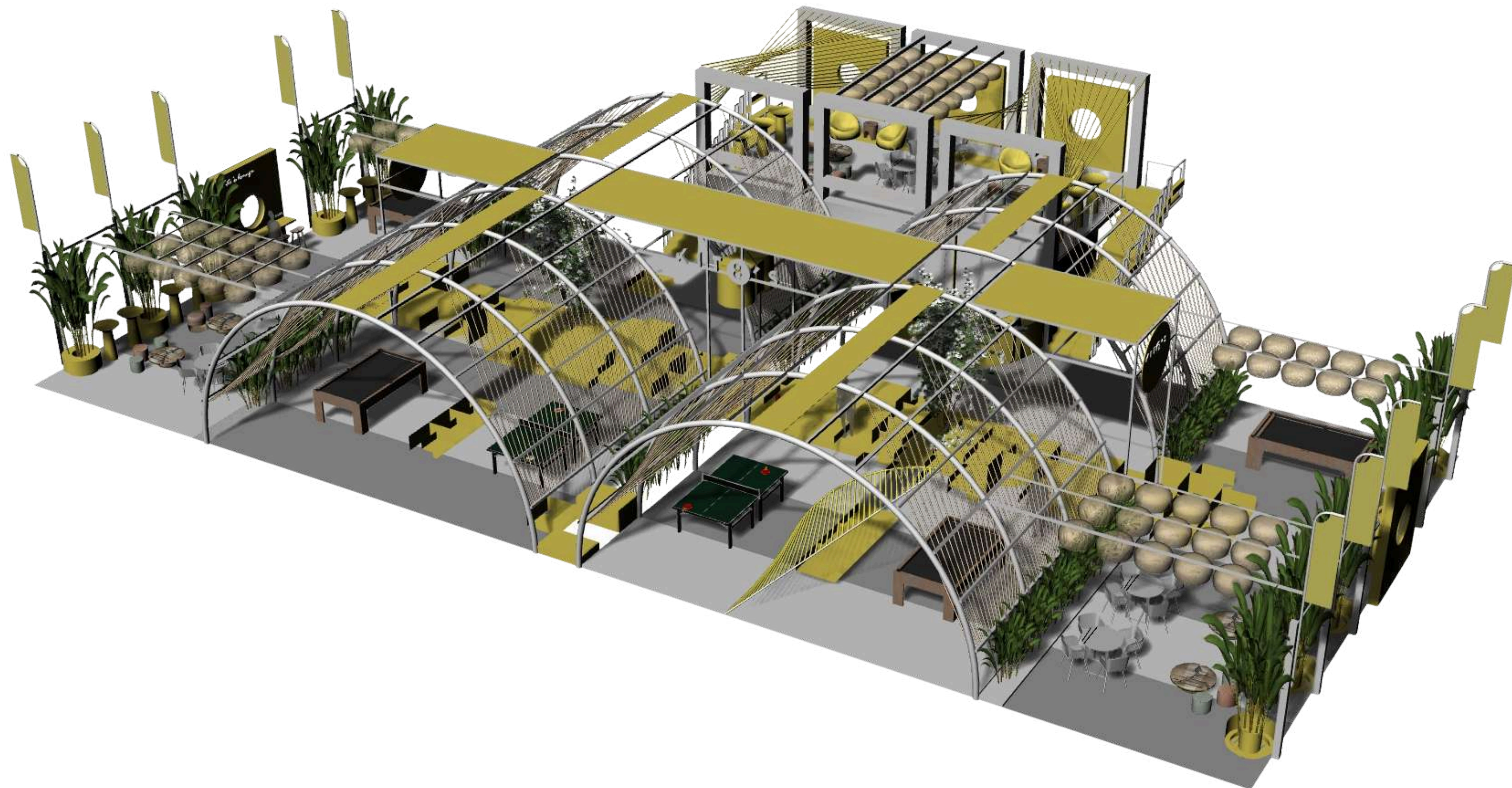
Vision

Design Concept

Design Concept 2

Vision

The design vision for this project centered on reviving an industrial shell into a vibrant, human-centered environment for leisure and interaction. The transformation embraces the contrast between the hangar's raw structure and a newly introduced layer of warmth, and texture. Through strategic spatial zoning, the vast interior was reimagined into immersive gaming areas, an energetic sports zone, curated dining spaces, and flexible social lounges. Every zone was designed to maintain visual continuity blending openness with intimacy.



Circulation Elements

The concept of the "Circulation element" refers to a main design path that connects the spaces within the project. It acts as a visual and functional link, guiding people from one area to another.

Path Definition: Clearly define the path using flooring materials, lighting, or changes in directions. This helps visitors intuitively follow the route.

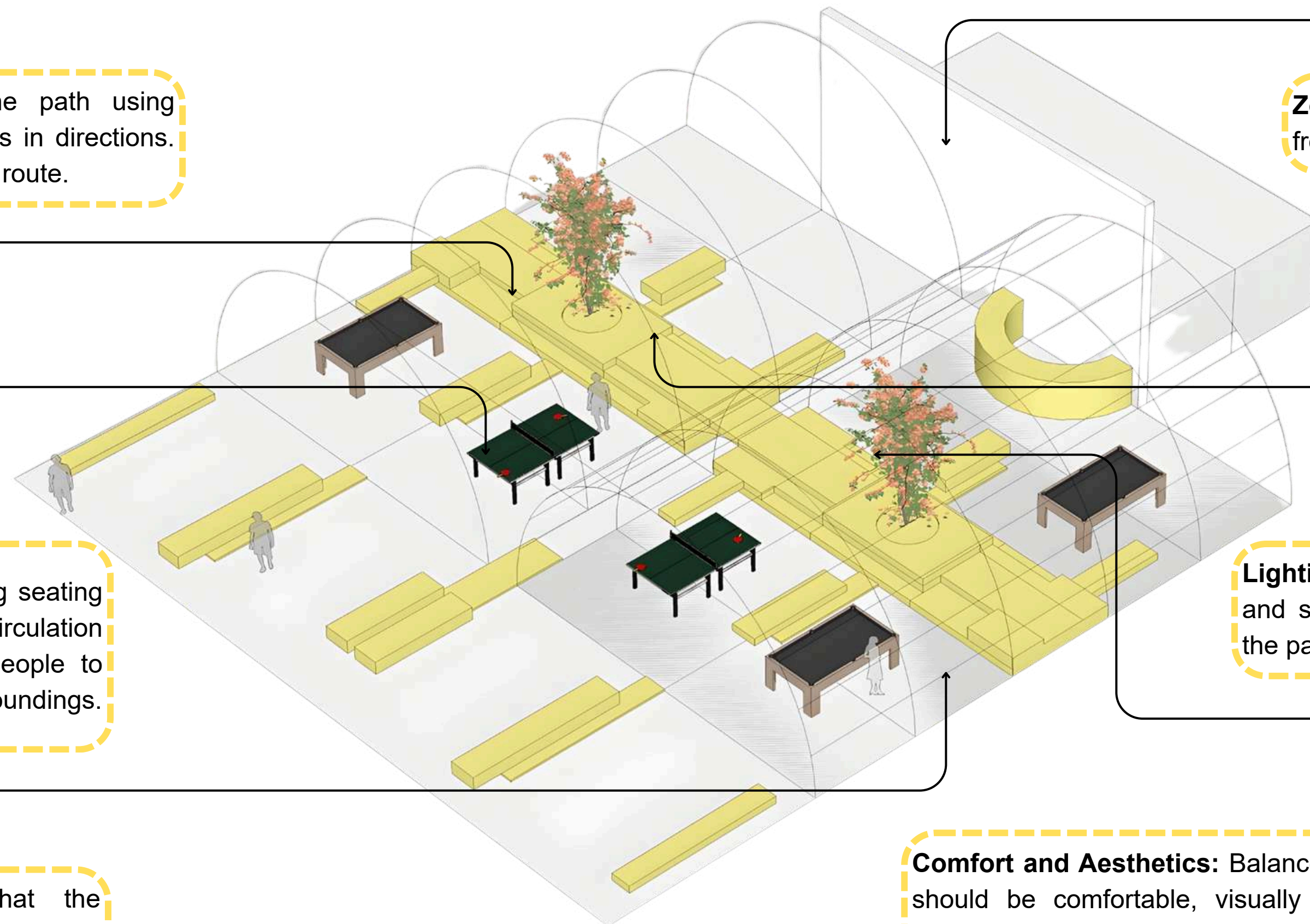
Zones divider: separating each zone from another and dividing the the space

Interaction Zones: Create interacting seating areas at key points along the Circulation element. These zones encourage people to pause, rest, and engage with the surroundings.

Lighting: Illuminate the Circulation element and seating zones appropriately, especially if the path extends into evening hours.

Material Consistency: Ensure that the seating materials harmonize with the overall design. Whether it's sleek metal benches or natural wood seating, consistency matters.

Comfort and Aesthetics: Balance functionality with aesthetics. Seating should be comfortable, visually appealing, and conducive to social interaction different types of seating-individual chairs, communal benches, or even swings-to cater to diverse preferences. Landscaping: Integrate greenery or planters near seating areas to enhance the overall experience.



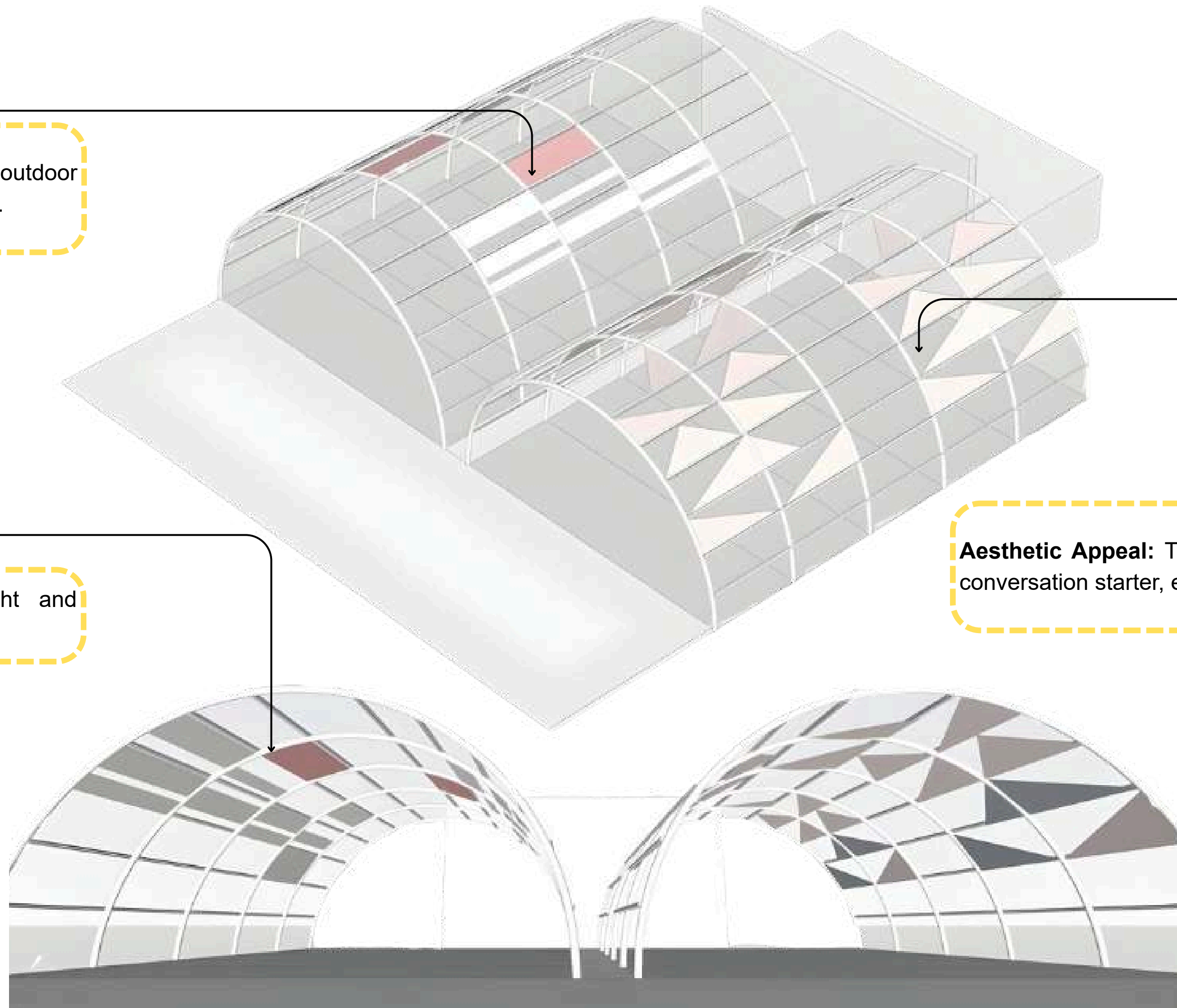
The Semi-Shade Pattern

by using the existing steel structure we can add a design element which can be used as a shade element and as visual feature to the space adding a unique and a playful element to the space which will provide shade and an exiting element to the project.

Functional Shade: Visitors can enjoy the outdoor space comfortably, even during sunny hours.

Playful Shadows: The interplay of light and shadow adds an artistic dimension.

Aesthetic Appeal: The steel design element becomes a conversation starter, enhancing the overall ambiance.



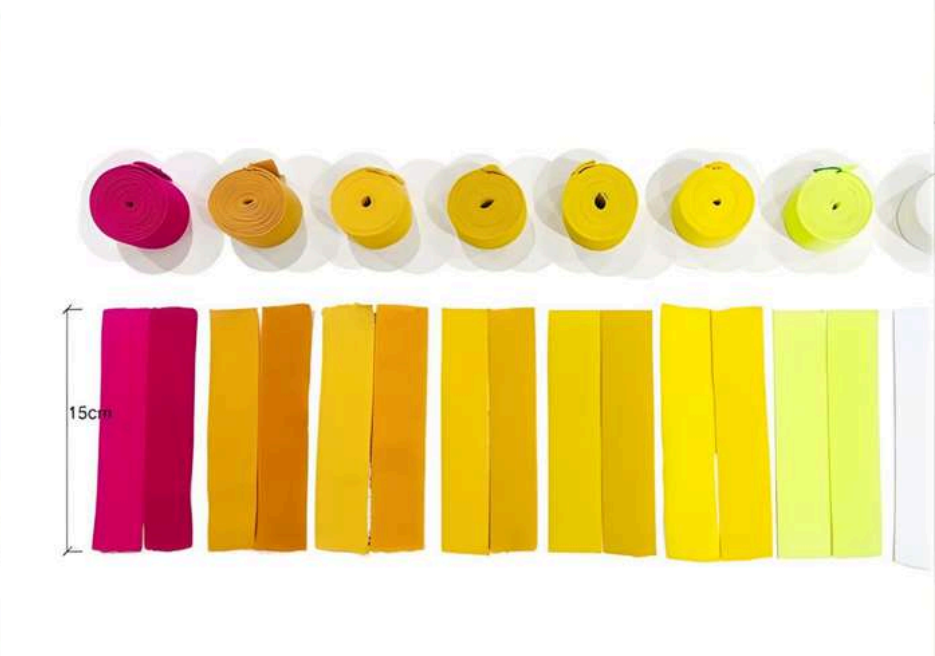
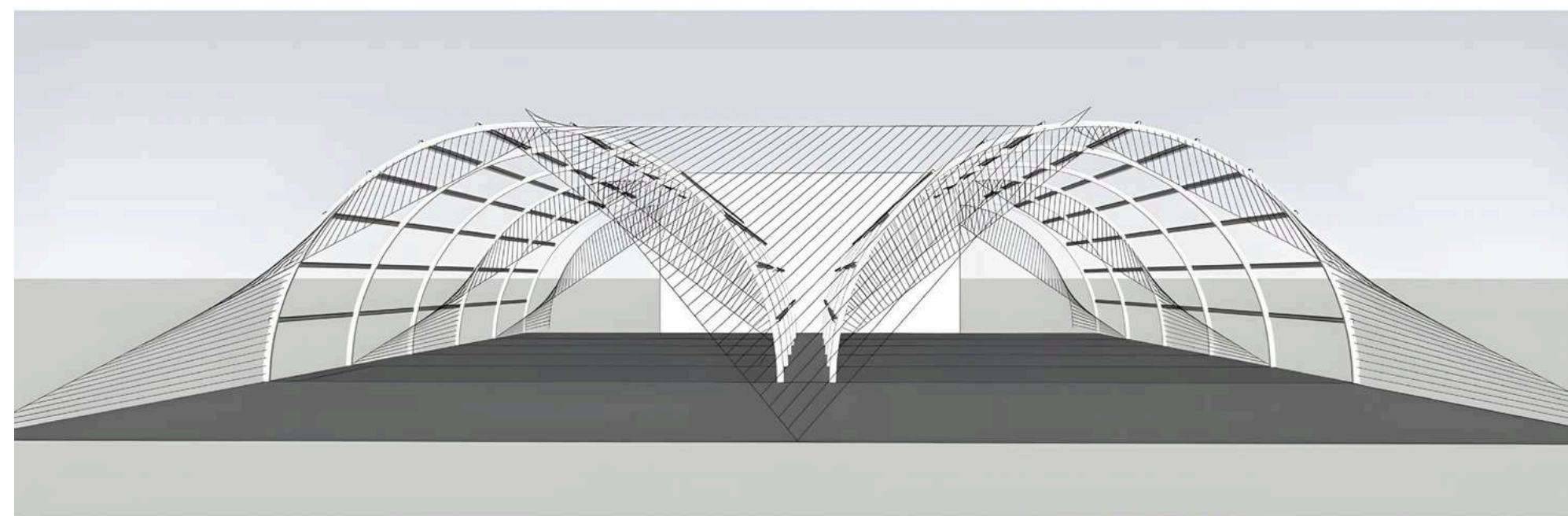
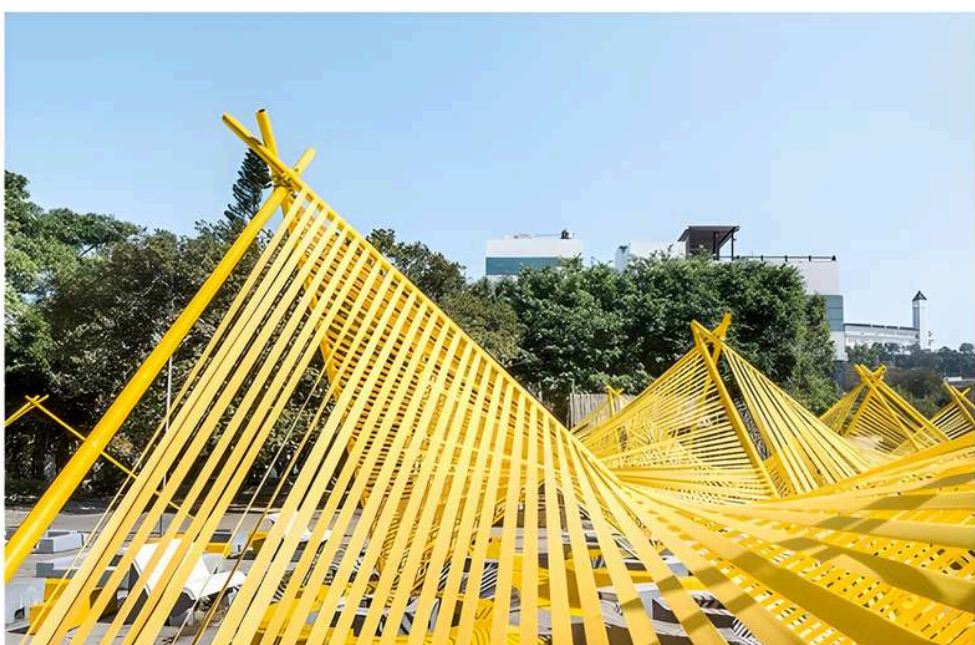
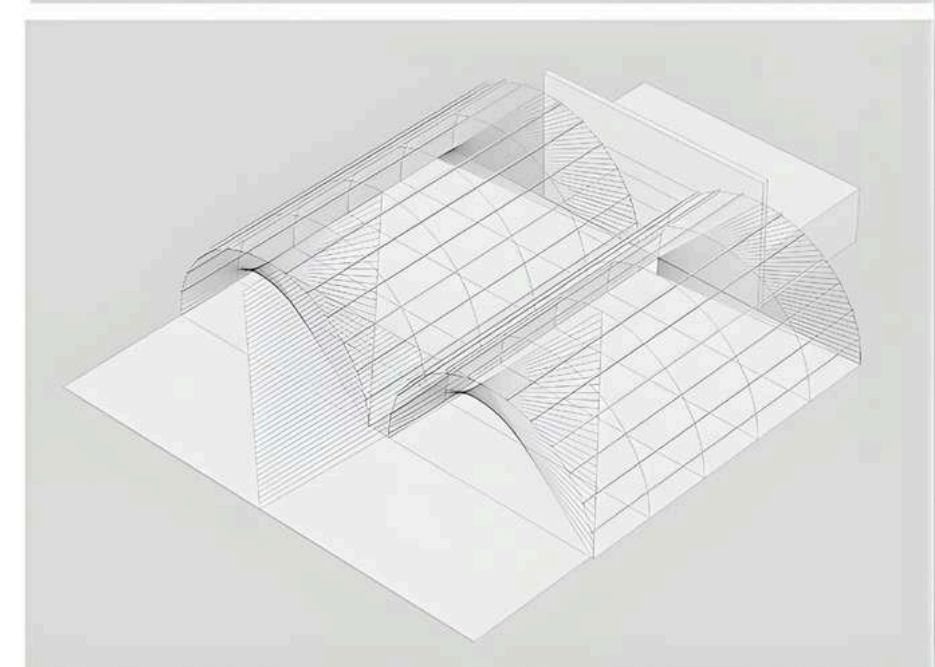
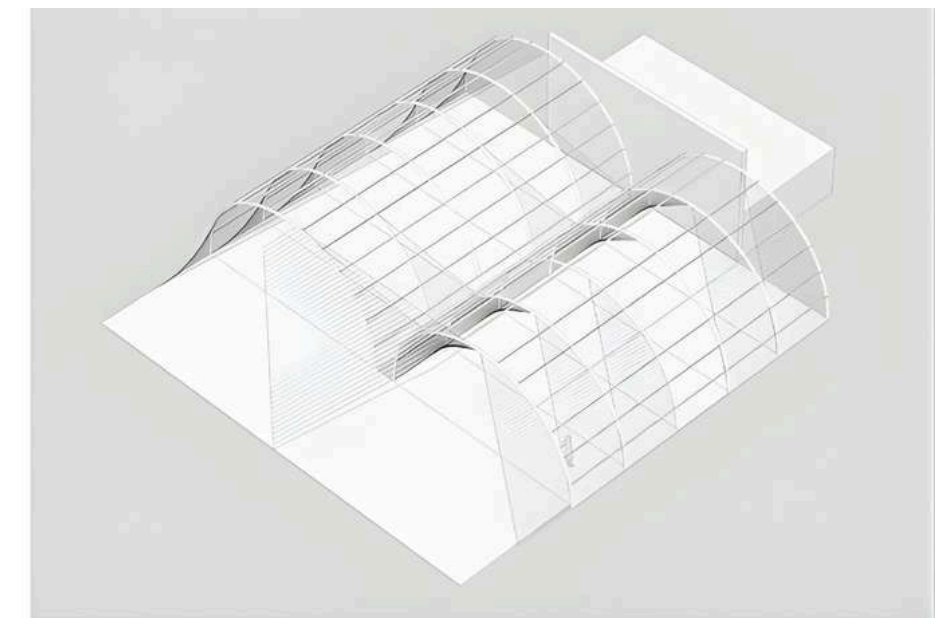
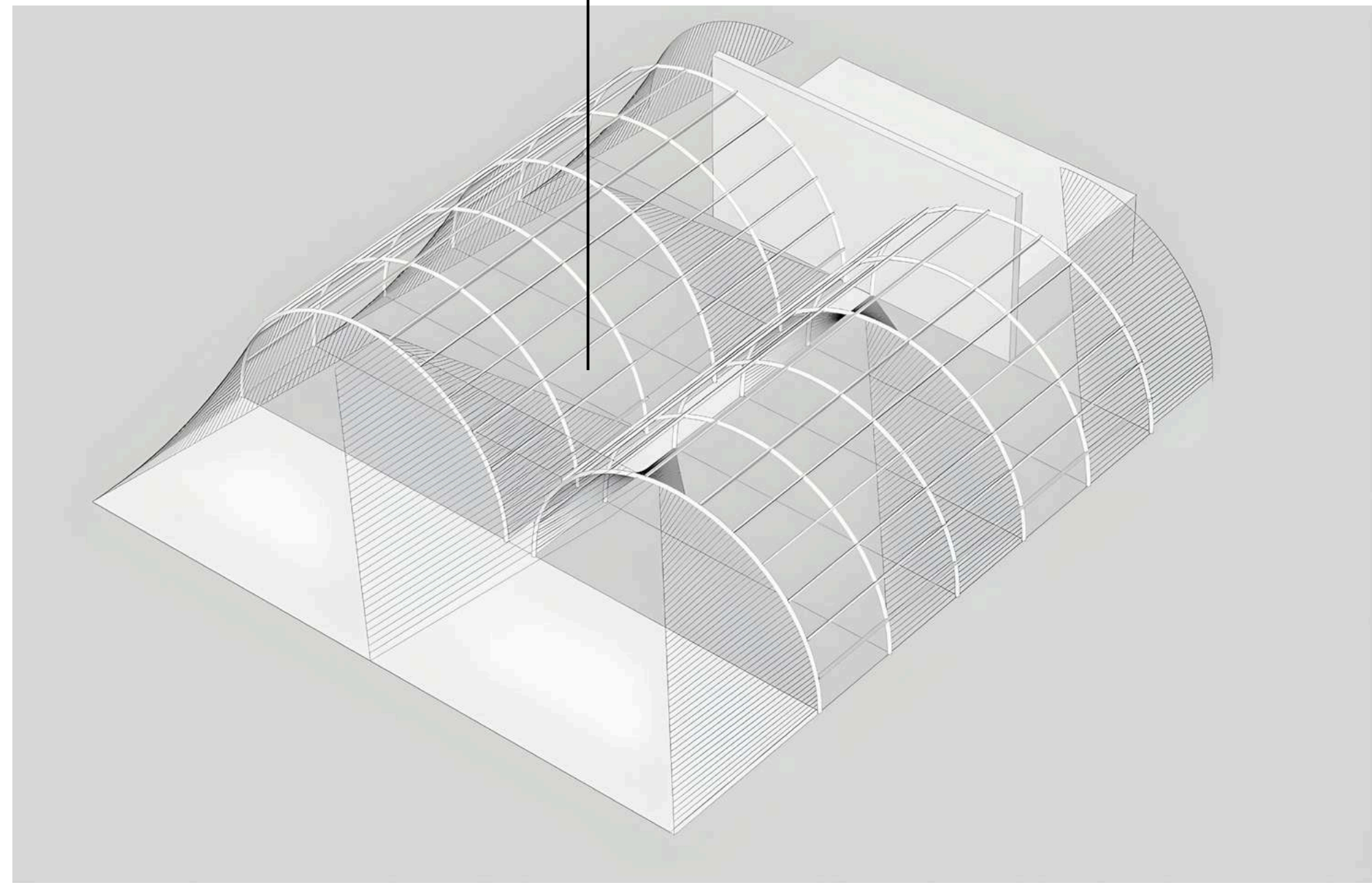
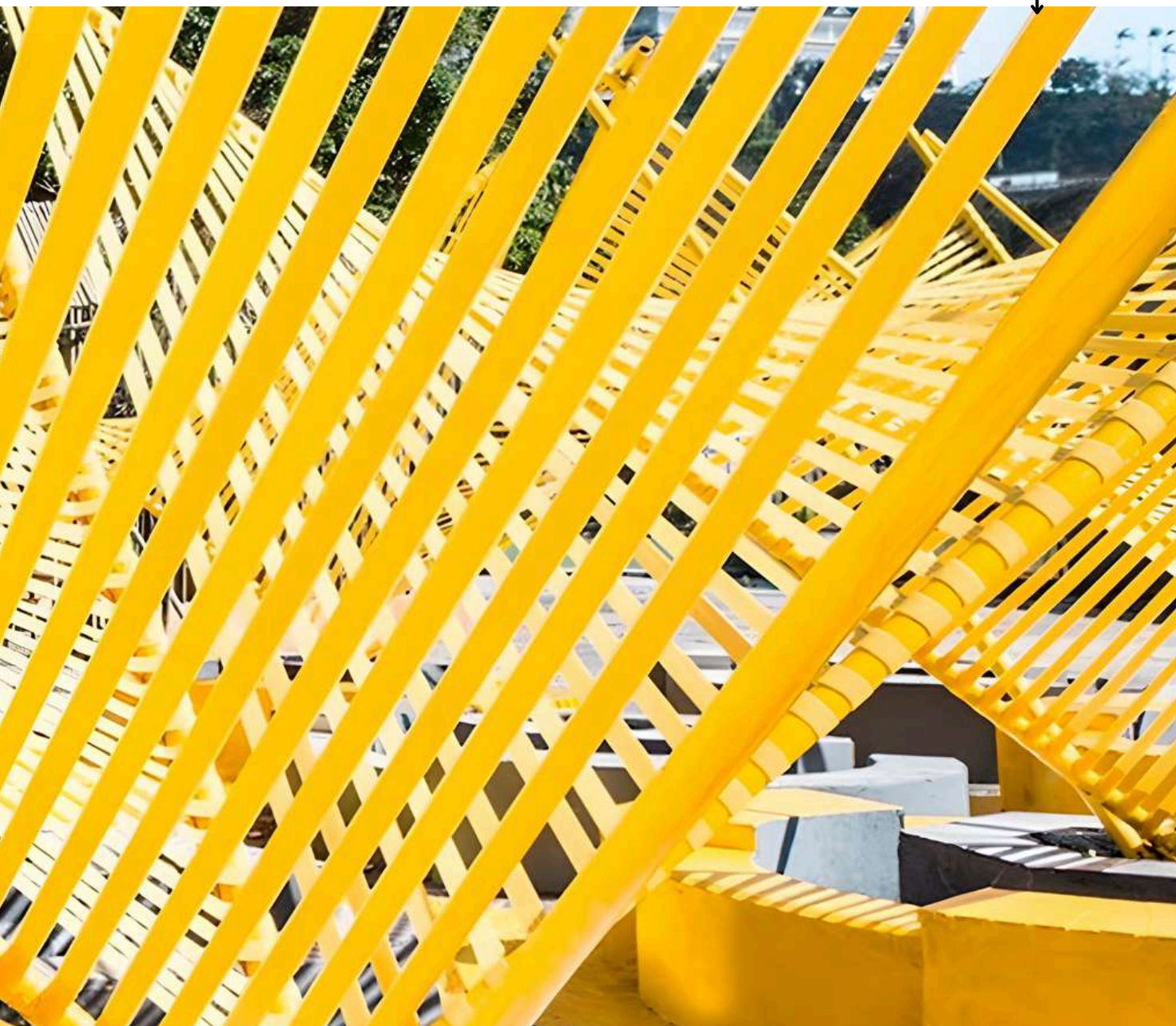
Implementing Phase

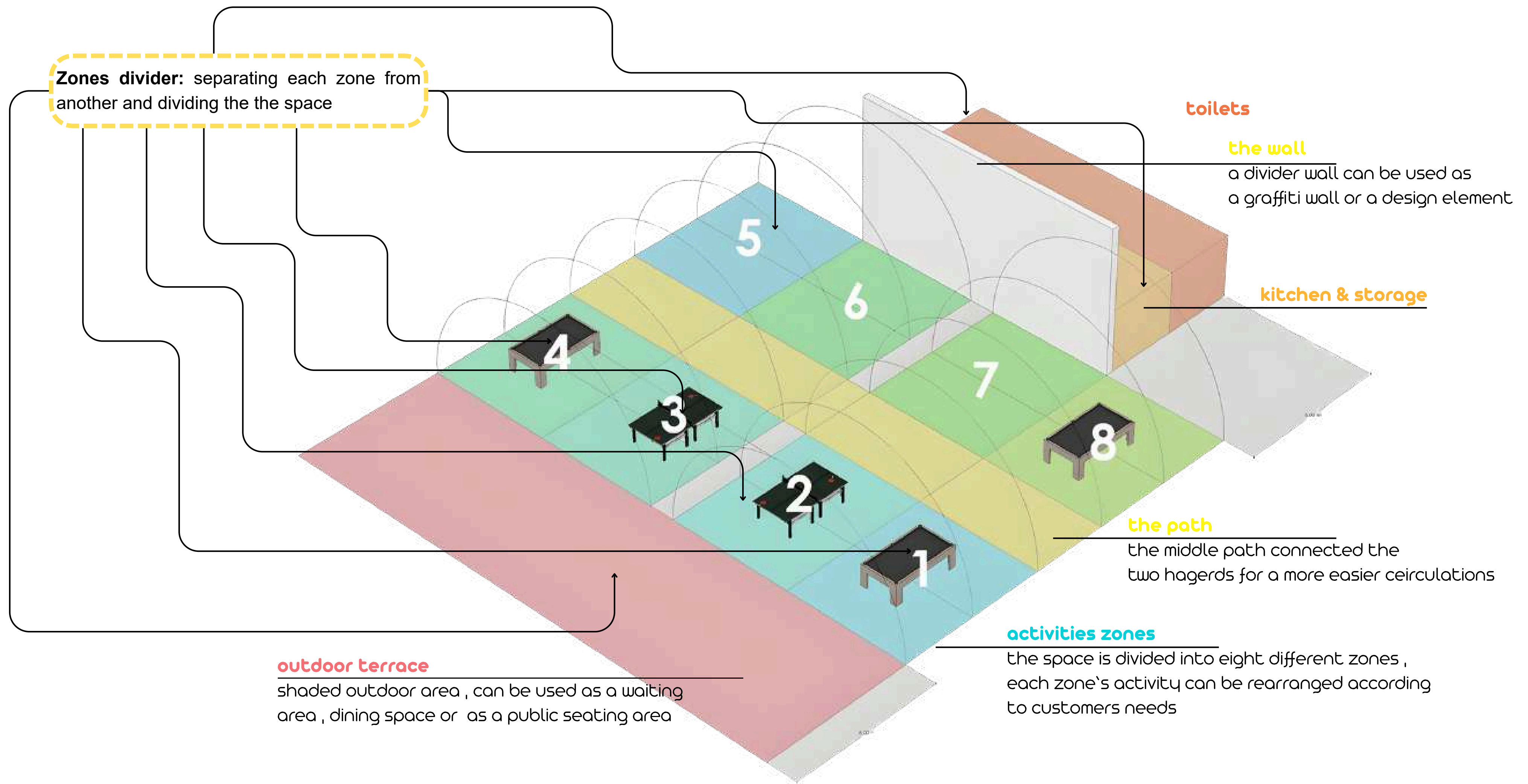
Design Concept

Design Concept **2**

The strings Dance

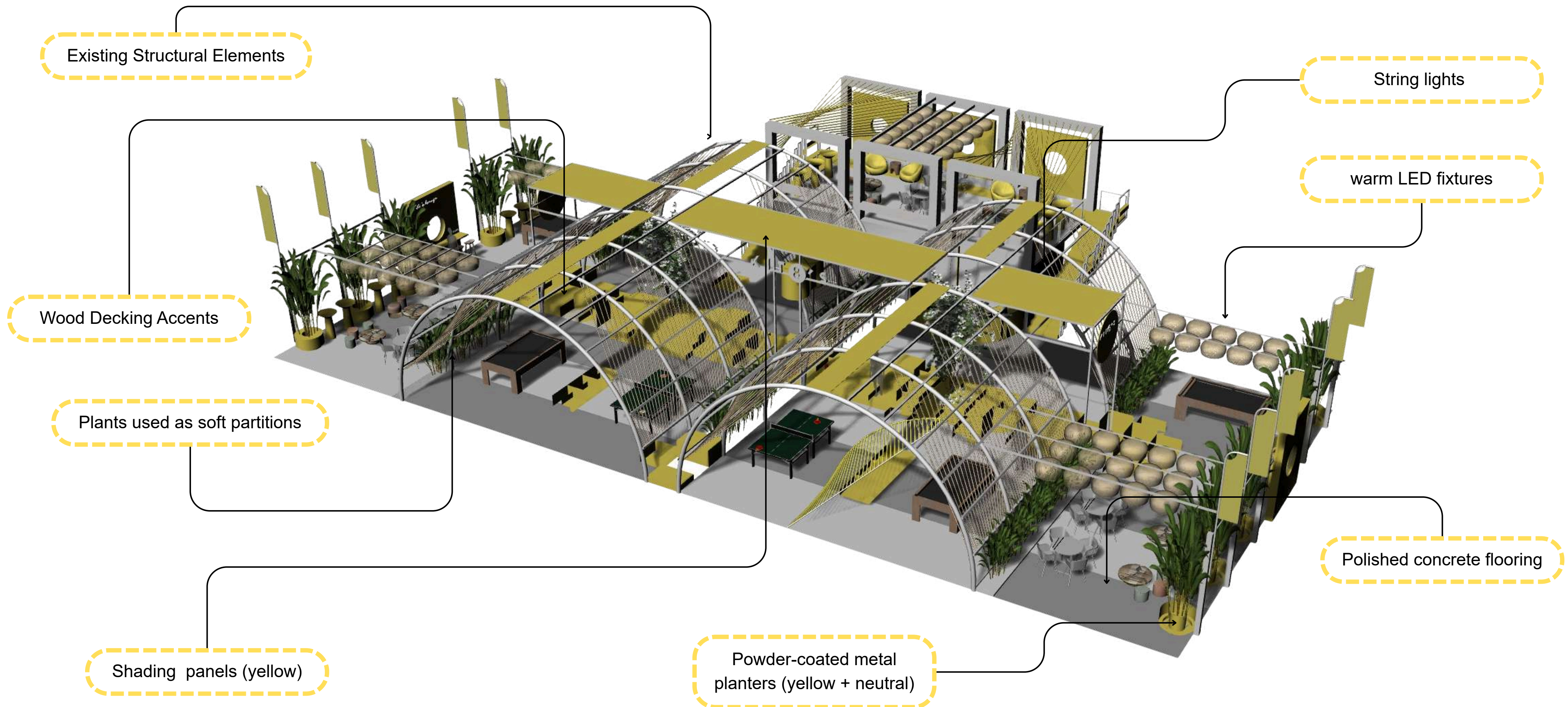
Using strings and ropes to create a shaded areas with eye catching 3D space, this is the main feature with a unique element and offering a playful and enjoyable experience to users.





Materials

The material palette of the Lounge was carefully curated to balance industrial rawness with natural warmth. The existing steel structure and concrete surfaces were preserved as authentic backdrops, while new layers introduced comfort and human scale. The use of rope also supports sustainability and local craftsmanship, as it is sourced from natural, renewable fibers and applied through handwoven detailing. This integration of natural texture, and human touch reinforces the lounge's identity as both innovative and grounded in authenticity.

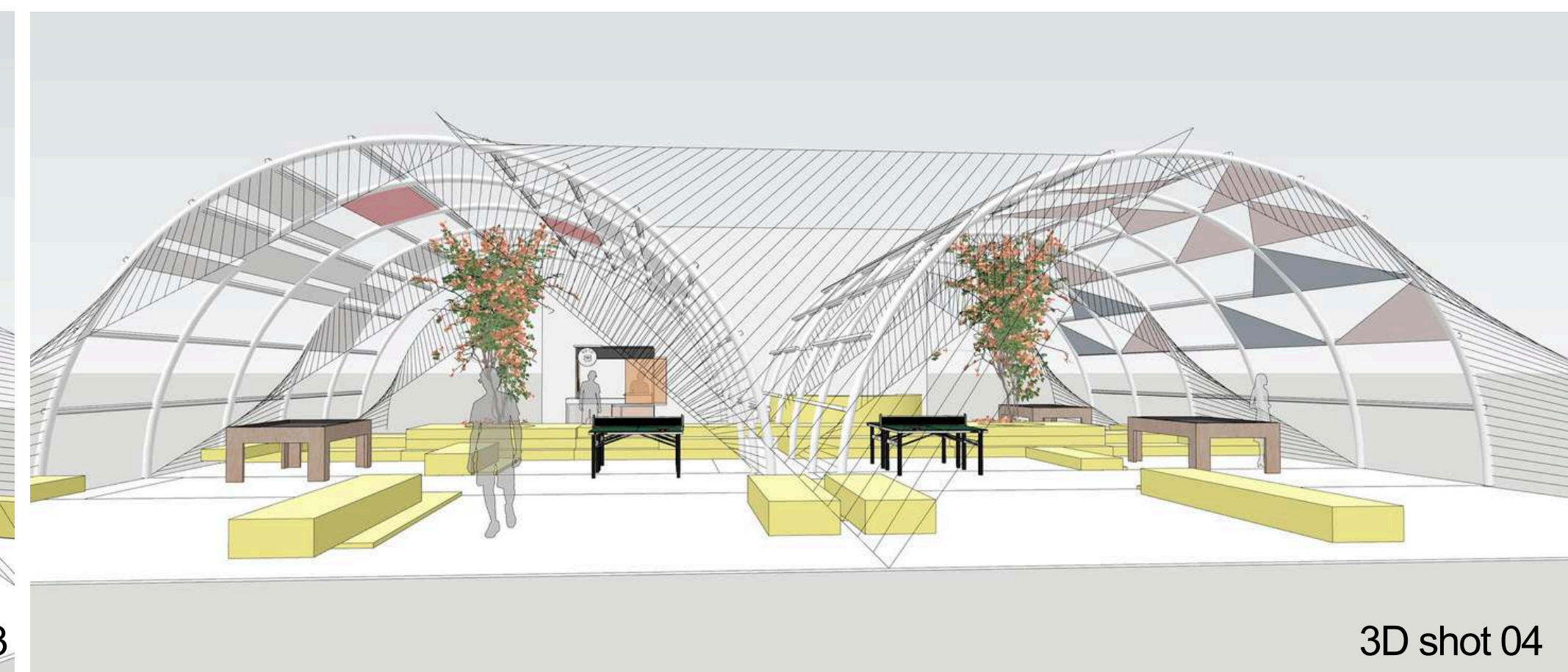
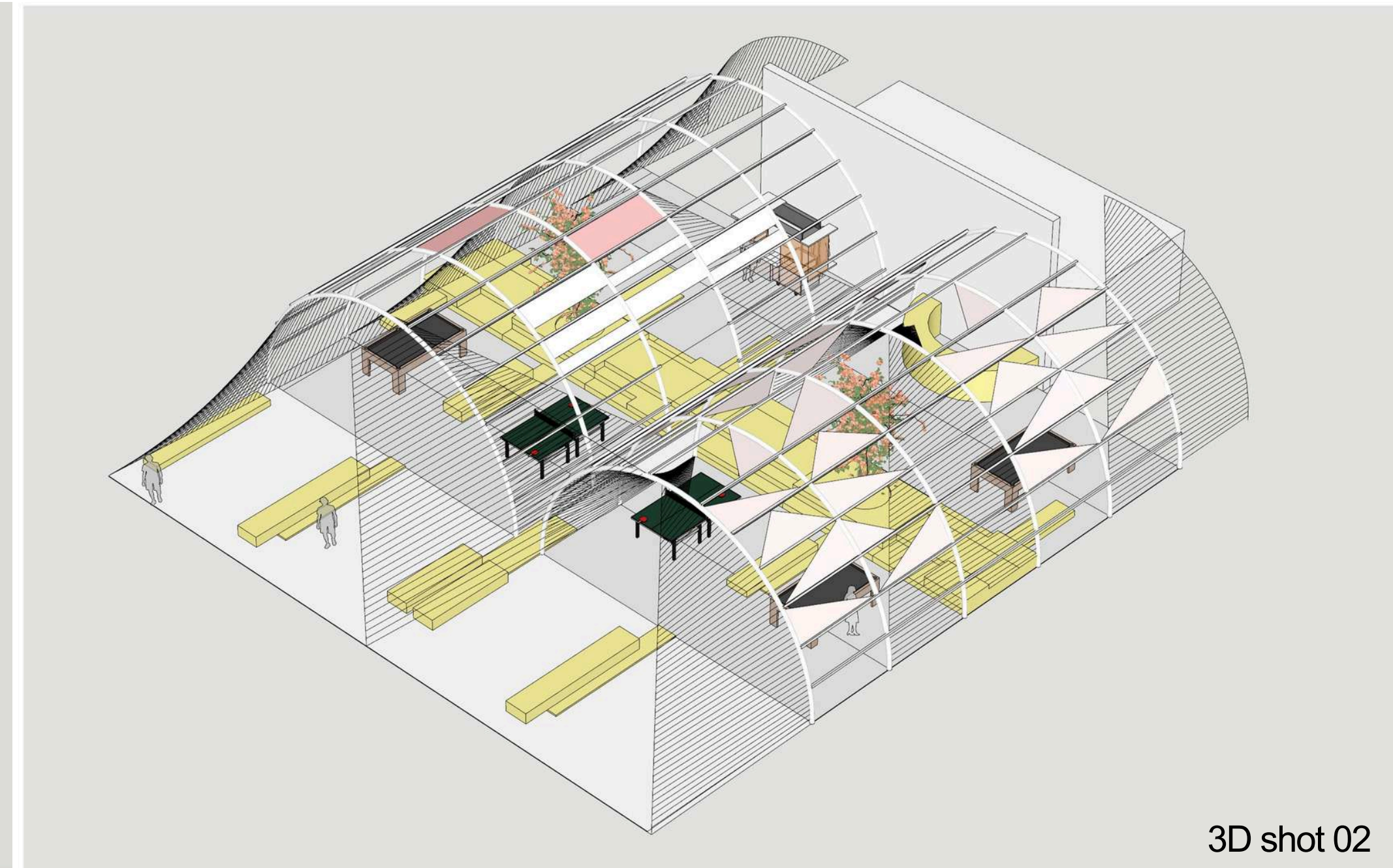
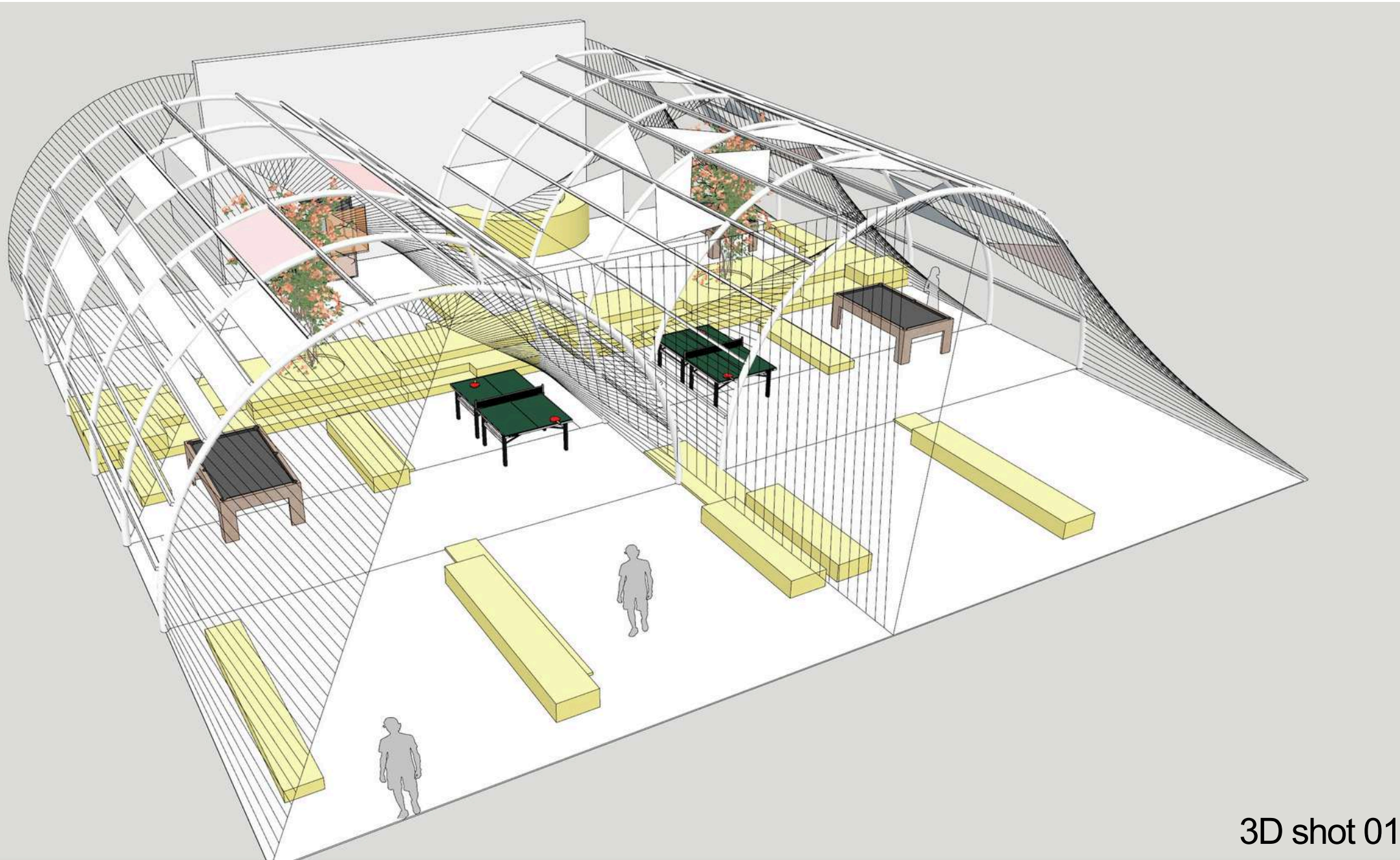


Collecting Phase

Design Concept

Design Concept **2**

By thoughtfully integrating all design elements, we create an interactive, unique space that not only captivates users but also offers an immersive and memorable experience, our goal is to leave a lasting impression on every visitor.

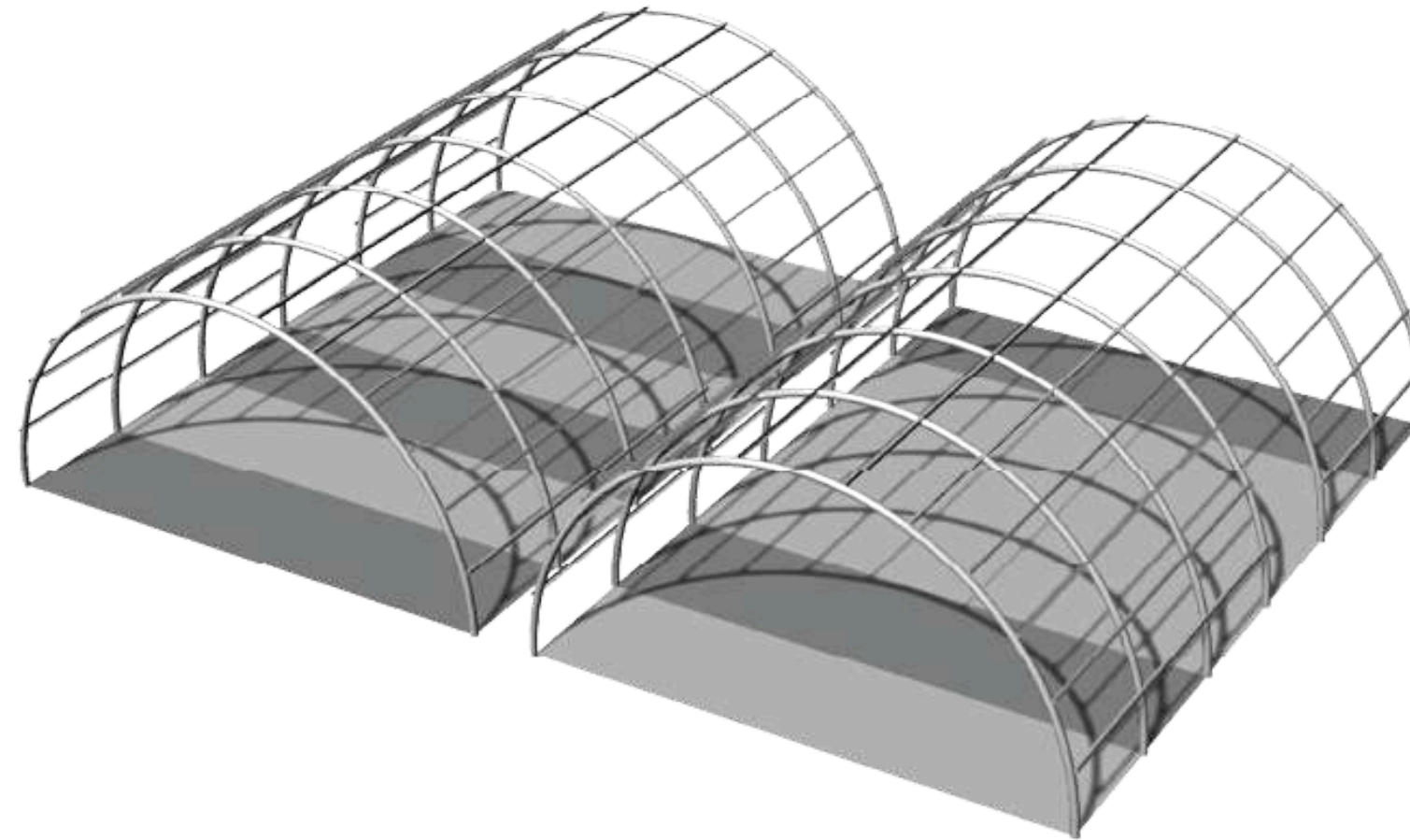


Transformation

Design Concept

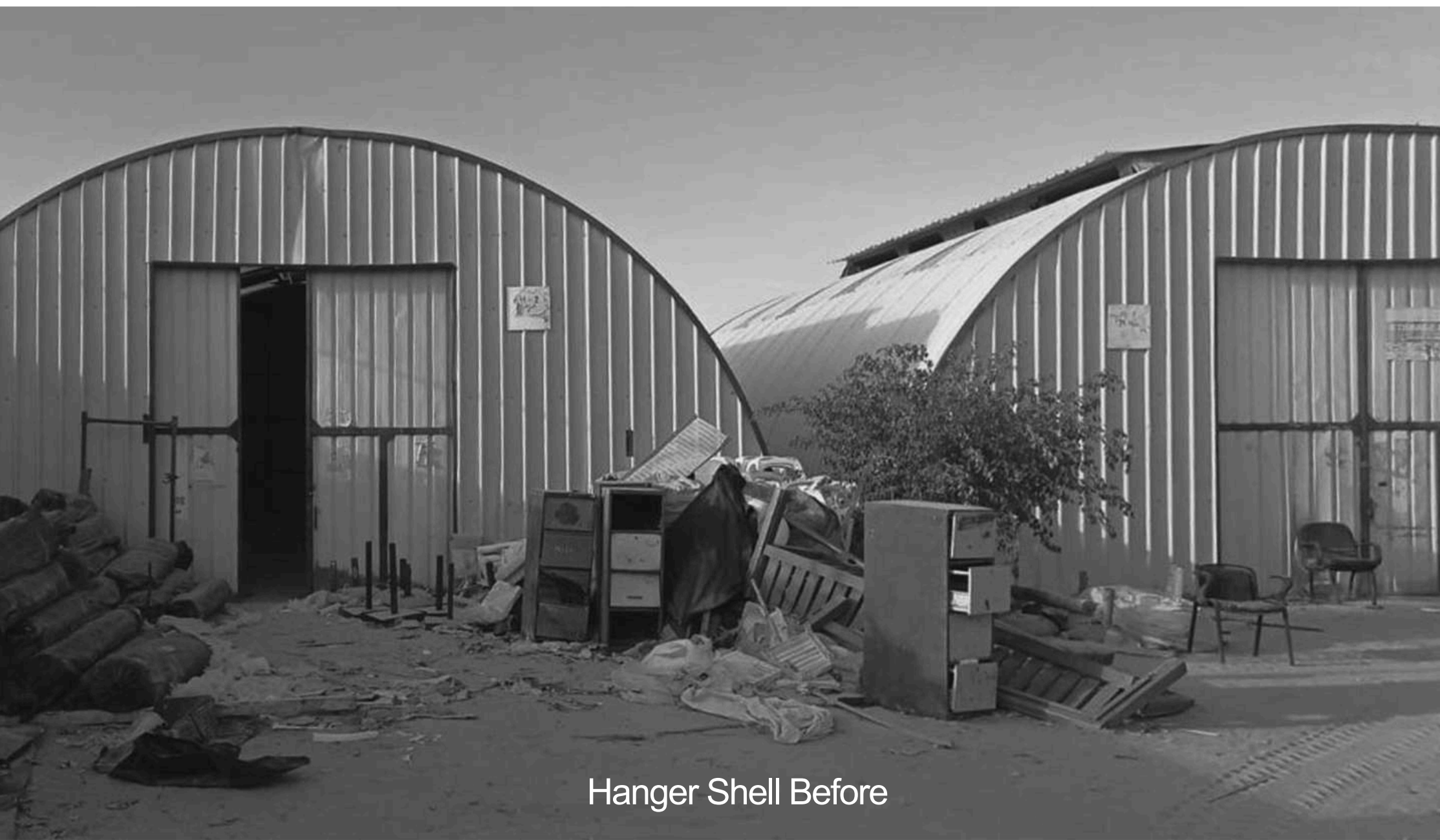
Design Concept **2**

This shift represents a deeper narrative as a move from utility to experience, from structure to soul. Every intervention, from spatial zoning to material selection, was carefully curated to revive the spirit of place and reconnect the space with its coastal context. The result is a sustainable, inclusive, and emotionally engaging destination that breathes new life into an industrial hanger.

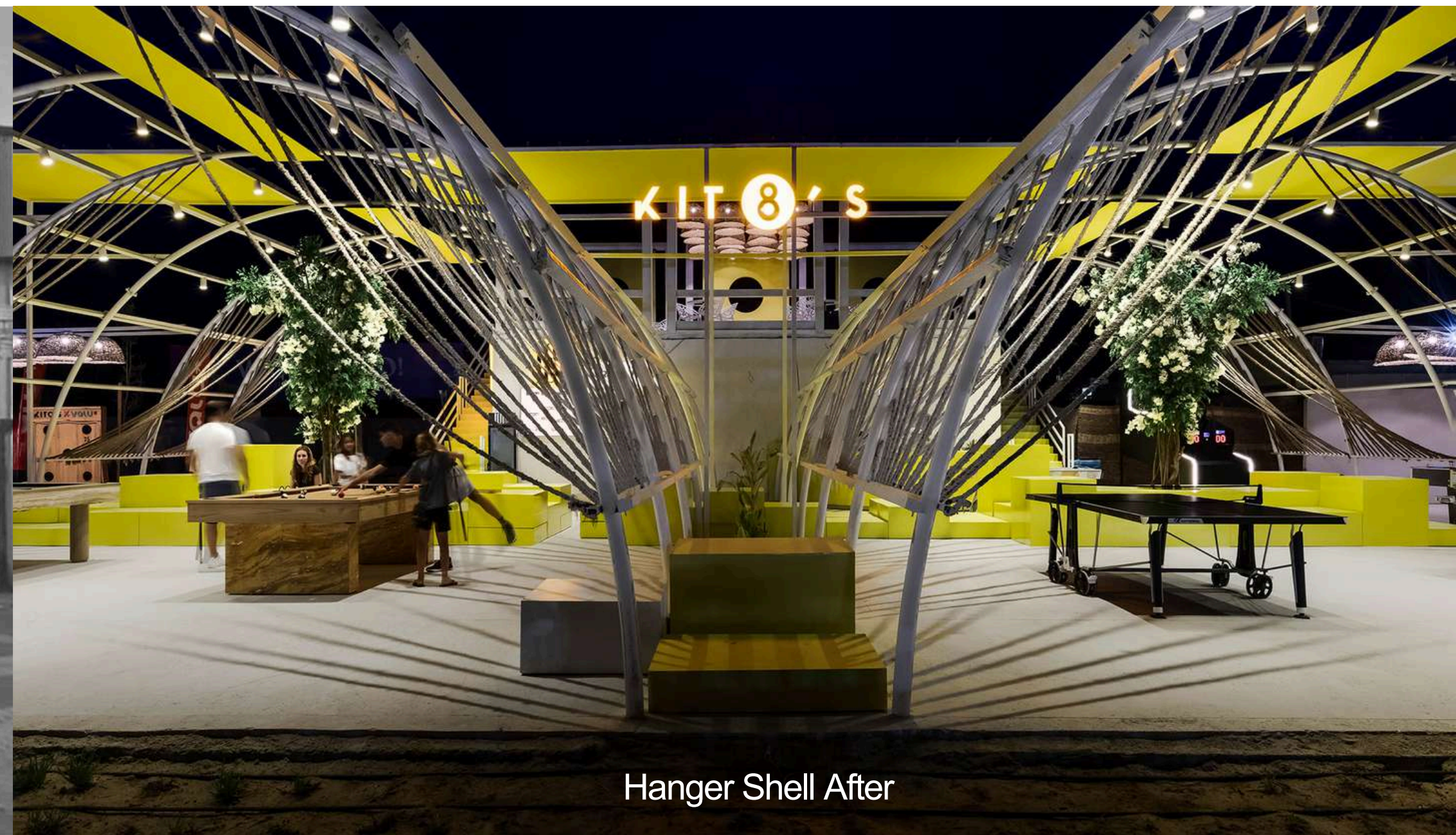


The transformation journey was both physical and conceptual. What was once an empty, echoing void has been redefined into a multi-sensory environment that evolves throughout the day from bright, lively energy during sports and gaming hours to an intimate, ambient atmosphere in the evenings.

Using the old structure and creating a whole new experience.

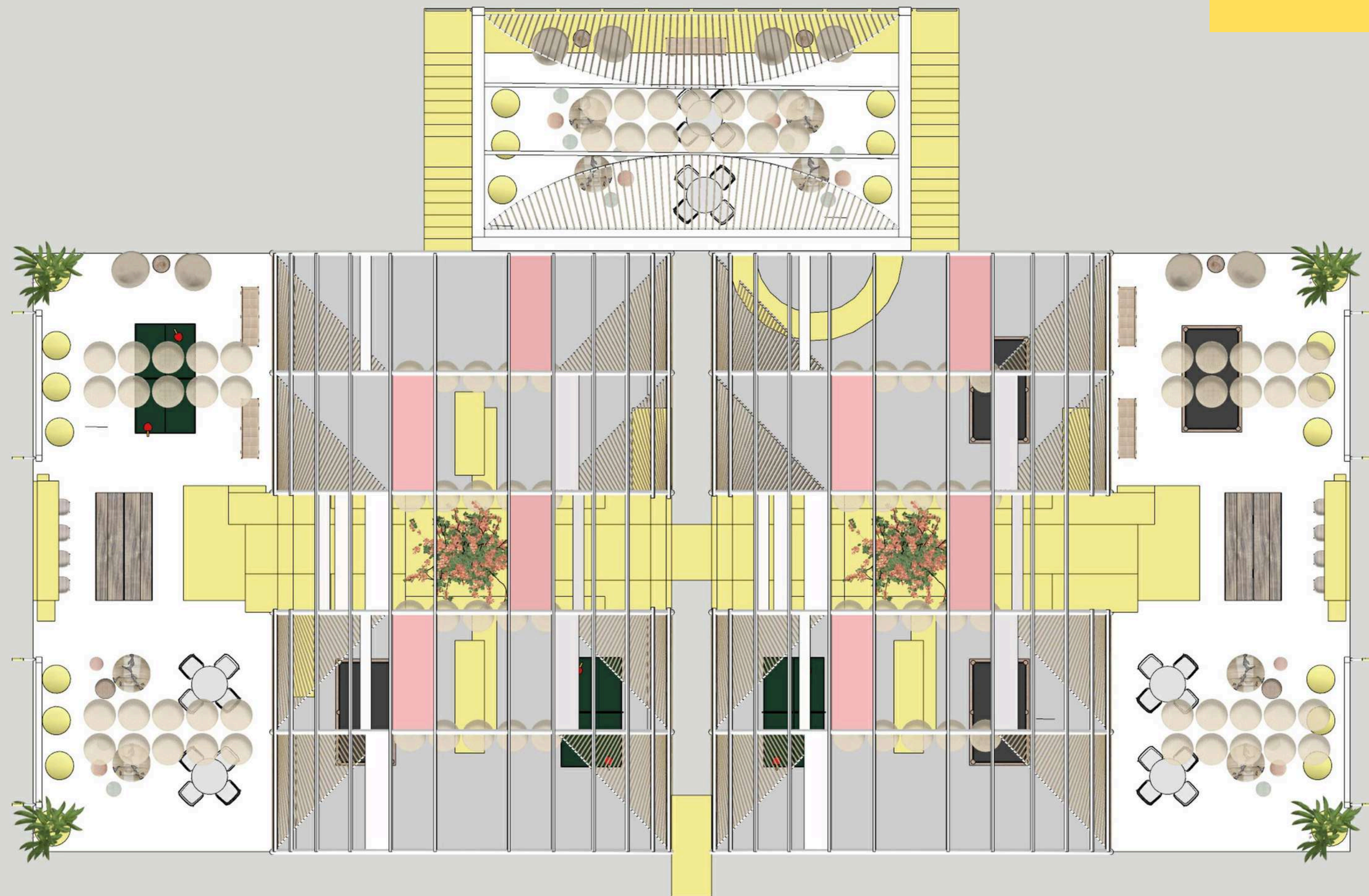


Hanger Shell Before

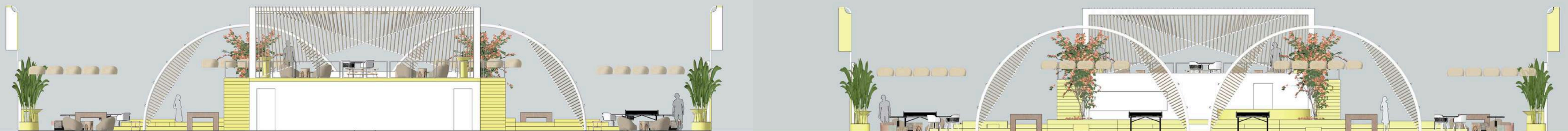


Hanger Shell After





Layout



Side Views

Visual Identity

Identity

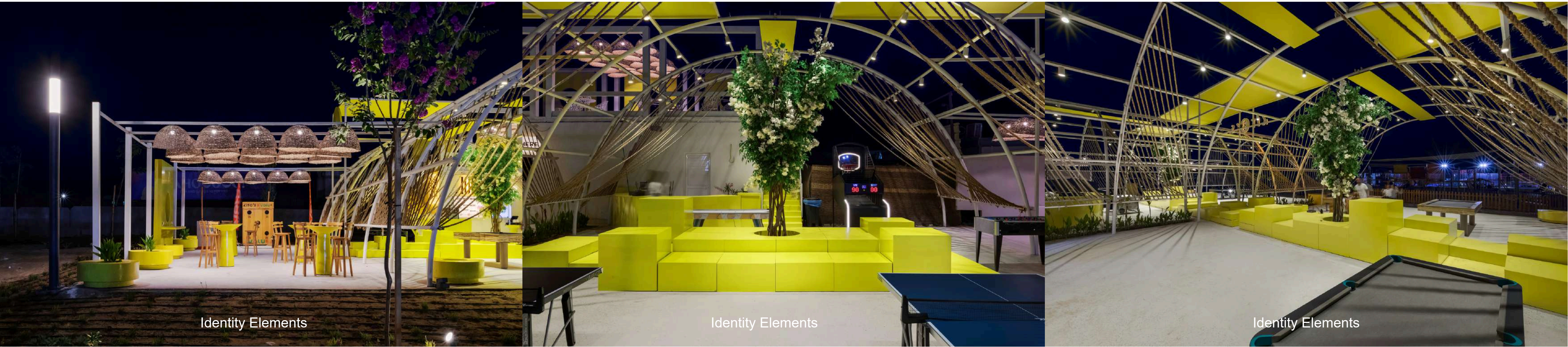


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The visual identity of Kito’s Lounge was designed to reflect the project’s bold transformation — from an austere industrial hangar into a vibrant, contemporary destination. The design language embraces contrast: preserving the honesty of the existing structure while layering it with color, light, and texture to create a distinct visual character.

THE POWER OF YELLOW

the project’s identity lies the color yellow to define hue of Kito’s Lounge. More than just an aesthetic choice, yellow was selected for its symbolic, as it embodies energy, optimism, and vitality, capturing the lively spirit of the North Coast and the social essence of the space.



Values

Identity

Identity 4

Our essence

Kito's Lounge represents a balance between function and emotion. The design transforms an industrial structure into a space that connects people through atmosphere, comfort, and purpose.

Innovation

Innovation drives every design decision. The project reuses an existing structure, integrates sustainable systems, and adapts flexible layouts to meet diverse user needs. Smart material selection and spatial efficiency turn constraints into creative opportunities.

Creativity

Creativity defines the identity of Kito's Lounge. The design combines industrial honesty with bold color, texture, and light to create a distinctive visual and spatial experience. Every element contributes to a space that feels fresh, expressive, and dynamic.

Transparency

Transparency is expressed through open layouts, visible structures, and clear circulation. It also reflects an honest design process built on clarity, collaboration, and authenticity. The result is a space that feels accessible, inclusive, and genuine.



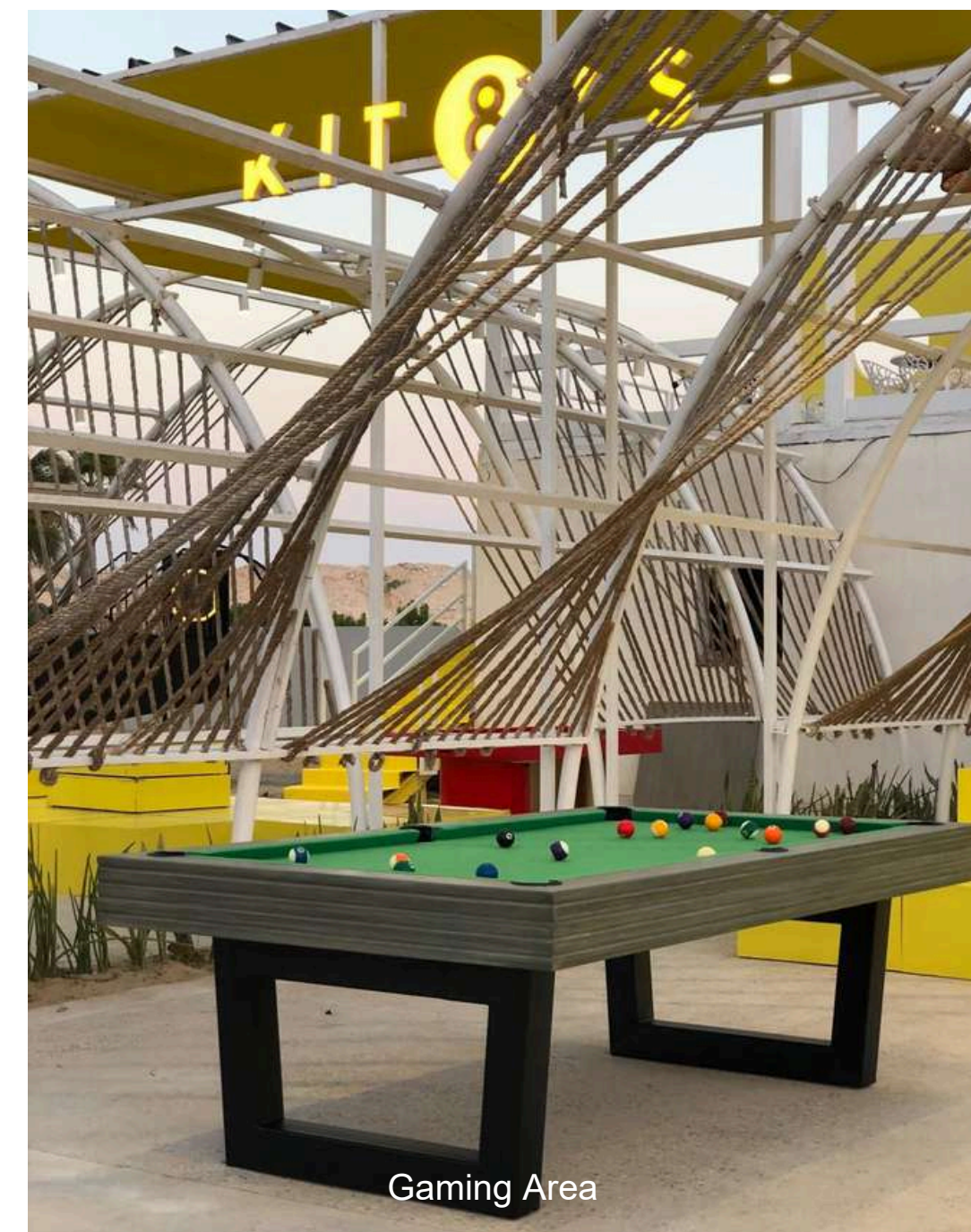
Gaming Area



Night Shot showing shell experience



Night Shot showing



Gaming Area

Social Impact

Coming Into Life

REVIVING A FORGOTTEN INDUSTRIAL SHELL INTO A VIBRANT,
HUMAN-CENTERED ENVIRONMENT

Coming Into Life

Kito's Lounge stands as a statement of transformation proving that design has the power to revive, repurpose, and reimagine. What was once an empty industrial shell now functions as a dynamic social hub that fosters connection, creativity, and energy.

The project demonstrates how sustainable, user-centered design can redefine the identity of a forgotten space without erasing its character. It highlights the importance of adaptability, emotional engagement, and responsible use of materials in shaping meaningful environments.

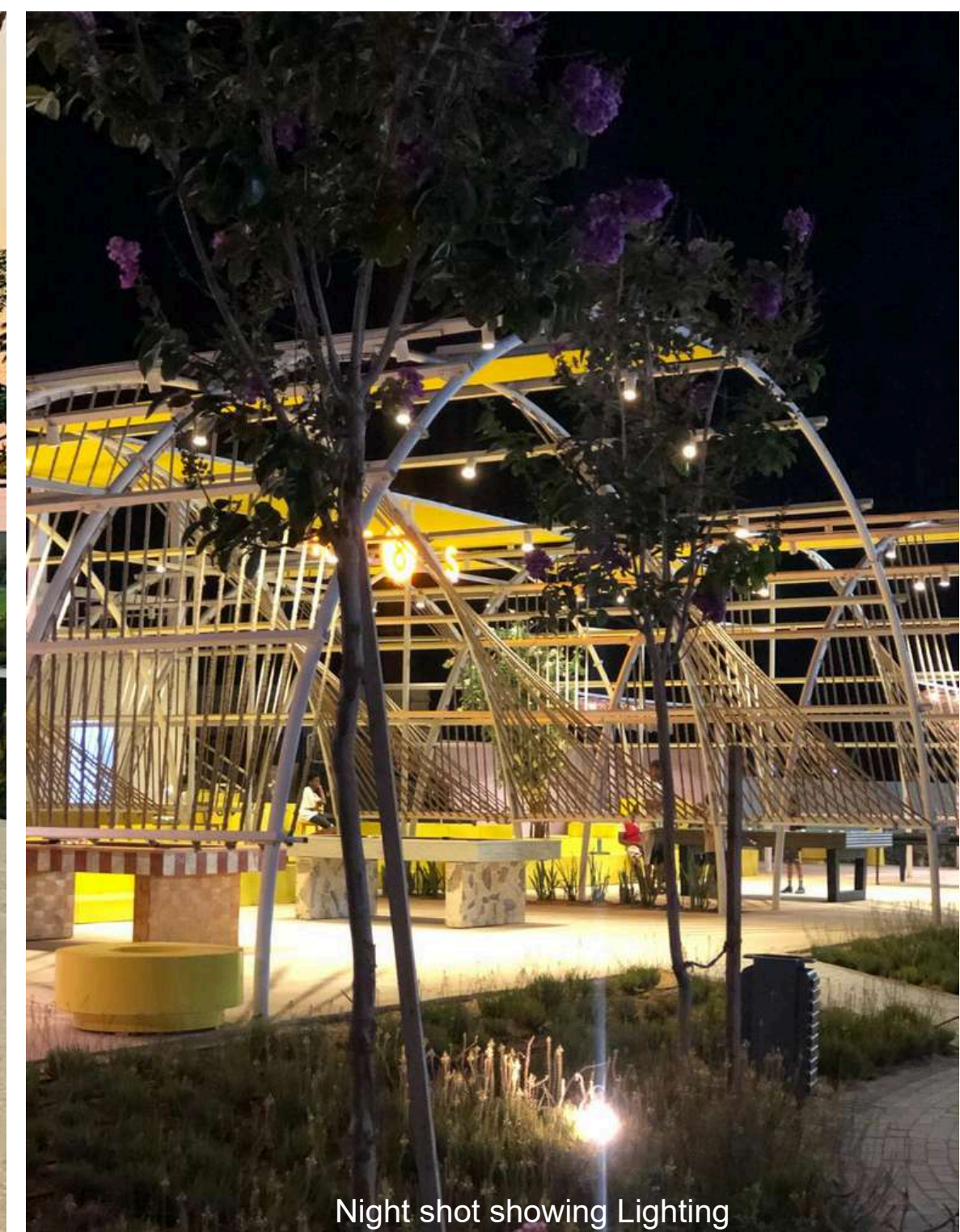
Through its bold visual language, spatial flexibility, and authentic atmosphere, the project reflects a forward-looking vision for contemporary design — one that values innovation, inclusivity, and experience as essential architectural tools. This transformation is more than a physical renewal; it is a revival of spirit and purpose, turning a once-static structure into a living, evolving destination that embodies the essence of modern design thinking in Egypt's North Coast.



Seating Area



Gaming Area



Night shot showing Lighting



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Scan For AR Experience