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THE WOODTEC INTERIORS & TRADING W.L.L

Design Directory

The Architecture of Experience



2026

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Our Design Philosophy



At **Woodtec**, our design philosophy is rooted in the belief that space is a strategic asset. Every project begins with a clear understanding of purpose, how the environment must function, who it serves, and what it must achieve. We approach design not as decoration, but as a disciplined balance between creativity, technical precision, and constructability.

Guided by a human-centered mindset, we shape spaces that respond to real behaviors, operational needs, and long-term business goals. Our integrated design-and-build model ensures that concept and execution remain aligned, allowing us to maintain quality, efficiency, and accountability at every stage.

We believe successful spaces are built on clarity, namely: clarity of intention, clarity of function, and clarity of detail. By merging architectural thinking with engineering expertise and craftsmanship, we deliver environments that are purposeful, sustainable, and enduring.

Designing Spaces That Support Business Goals



At **Woodtec**, design is not only about how a space looks. It is about how it performs, evolves, and supports growth over time.

We design spaces with purpose, by aligning every decision with our clients' business objectives. Through our integrated design-and-build approach, we ensure that architecture, interiors, and execution work seamlessly together to enhance performance, efficiency, and brand impact. From optimizing layout and workflow to reinforcing identity through materiality and detail, we create environments that not only look refined but function strategically.

By shaping user experience and spatial flow, we create spaces that help businesses strengthen engagement, increase productivity, and ultimately boost sales while delivering long-term value.

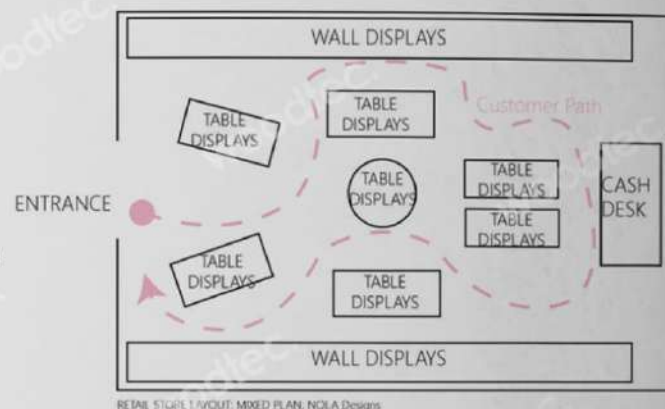
How We Design

Key Elements

The key elements of experiential design work together to shape how a space functions, feels, and performs. From spatial planning and brand alignment to lighting, materials, acoustics, and visual detailing, each component plays a strategic role in creating environments that are cohesive, purposeful, and aligned with business objectives.

LAYOUT AND SPACE PLANNING

Layout shapes how people move, interact, and experience a space. Thoughtful planning ensures clear circulation, efficient zoning, and smooth operations—directly impacting performance and perception across retail, F&B, and office environments.



COLOR PALETTE



INDIVIDUAL FONTS

Aa
Amira

Aa
Antique

Aa
Quicksand

BRAND STRATEGIES

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BRAND GUIDELINE

A space should embody the brand beyond logos and graphics. Brand guidelines translate identity into physical form, through proportion, rhythm, materiality, lighting, and atmosphere. Every design decision, from spatial layout to finishes and detailing, should reflect the brand's personality and positioning.

When thoughtfully aligned, the environment communicates values instinctively, whether that's luxury, innovation, warmth, or accessibility. This consistency strengthens recognition, builds trust, and creates a cohesive experience across all touchpoints, allowing customers or users to feel the brand rather than just see it.

LIGHTING

Lighting shapes mood, focus, and behavior, playing a critical role in how a space is experienced. It highlights what matters, directs attention, and enhances spatial depth, guiding users intuitively through an environment.

Strategic lighting design supports productivity in workplaces by reducing glare, improving concentration, and promoting visual comfort. In retail environments, it elevates products by enhancing texture, color accuracy, and perceived value. In hospitality and food & beverage settings, layered lighting creates atmosphere, influencing how long guests stay and how they feel within the space.



COLOR SCHEME AND THEME

Color influences psychology and perception, making it one of the most powerful tools in spatial design. It shapes how a space is interpreted, affecting mood, energy levels, and even decision-making. Subtle tonal shifts can create calm and focus, while stronger contrasts can stimulate engagement.

Whether calm and neutral or bold and energetic, color must be intentional. When aligned with the business narrative, it moves beyond decoration, thus becoming a strategic element that shapes experience and supports performance.



FURNITURE AND MATERIALS

Furniture and material selection shape both functionality and user experience within a space. Durable, purpose-driven materials ensure long-term performance and operational efficiency. Refined finishes elevate perception and strengthen brand identity.

Beyond aesthetics, materials influence comfort, interaction, and daily usability. When thoughtfully selected, they balance performance, longevity, and visual expression to support the overall business objective.



HOW WE DESIGN



ACOUSTIC AND SOUND CONTROL

Sound directly impacts comfort and usability. Proper acoustic planning reduces distractions, enhances privacy, and improves overall well-being. In restaurants, it affects dining comfort; in offices, productivity; in retail, engagement.

Thoughtful acoustic strategies, such as sound-absorbing materials, ceiling treatments, and spatial zoning, help control reverberation and maintain clarity. In collaborative environments, managing sound supports effective communication without disrupting adjacent areas. In hospitality settings, balanced acoustics contribute to a welcoming and relaxed atmosphere. When integrated early in the design process, acoustic planning enhances both experience and long-term functionality.

DÉCOR AND VISUAL APPEAL

Décor completes the narrative of a space. Art, graphics, greenery, and visual elements add character and identity. These elements serve as subtle yet powerful tools to reinforce brand personality and emotional tone.

Carefully selected artwork and installations can create focal points that draw attention and spark engagement. Greenery introduces warmth and vitality, improving both aesthetic quality and user well-being. Graphic applications and environmental branding can guide wayfinding while strengthening visual consistency. When integrated with intention, décor transforms a functional space into a distinctive and immersive environment.



Our Design Approach



STRATEGIC THINKING

Design aligned with business goals, user behavior, and long-term performance.



EXPERIENCE-LED ENVIRONMENT

Spaces shaped around how people move, feel, and interact.



ADAPTABLE AESTHETIC DIRECTION

Modern, contemporary, minimalist, or industry-specific expressions tailored to each client.



INTEGRATED DESIGN AND BUILD

Seamless coordination from concept to execution for quality control and efficiency.

Design Trends

Top Design Trends for Commercial Spaces



Sleek surfaces, neutral palettes, geometric shapes, open layouts, and minimal ornamentation.



Often confused with modern - this style reflects current trends. Clean but softer than modern, with mixed materials and subtle curves.



Clean lines, neutral colors, uncluttered spaces, and functional elements. Focuses on "less is more" and intentional design.



Bold patterns, layered décor, vibrant colors, statement art, curated clutter, expressive personality.



High-gloss finishes, LED lighting, smart tech integration, sculptural furniture, metallics, and innovative materials.



Bold colors, playful patterns, curved furniture, nostalgic elements from the 60s-90s.



A balanced fusion of traditional elegance and modern simplicity, resulting in timeless, neutral, and versatile spaces.



Flexible, adaptable interiors designed with movable elements and multifunctional layouts to maximize space efficiency.



Nature-inspired design often with curved shapes, earthy tones, and natural textures.



A blend of Japanese and Scandinavian design. Warm minimalism, natural wood, muted tones, simple forms, and cozy functionality.



1950s-60s inspired design. Tapered legs, walnut wood, organic curves, retro color pops (mustard, olive, teal).



A refined blend of raw, rustic materials like brick, wood, and stone with clean lines and contemporary finishes.



Eco-conscious interiors using responsible materials and energy-efficient solutions.



Light woods, white walls, soft textures, practical layouts, and airy brightness. Hygge-inspired comfort with simplicity.



A contemporary take on Southern European style with warm neutrals, arches, textured walls, and natural stone or wood accents.

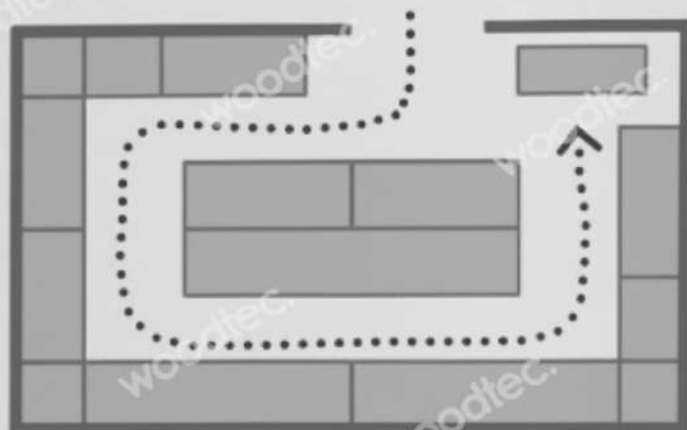


Exposed brick, concrete, steel, black metal, raw wood, and open ceilings. Inspired by warehouses and loft spaces.

Commercial & Retail

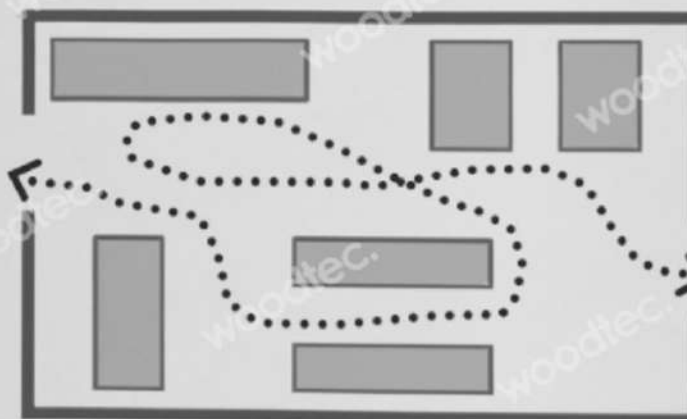
LAYOUT

Effective retail layouts support purchasing behavior. Clear sightlines, intuitive navigation, and thoughtfully placed high-margin items can subtly influence decision-making and improve conversion rates. At the same time, efficient spatial planning ensures staff can operate smoothly, restock easily, and manage customer flow during peak hours.



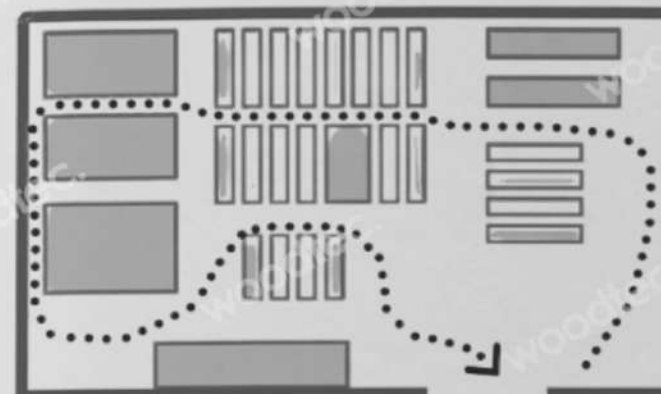
CIRCUIT DISTRIBUTION

The layout is designed to maximize product exposure while maintaining a clear and controlled circulation flow. By establishing a defined entry and exit, the space guides customers intuitively, increases product visibility, and supports efficient daily operations.



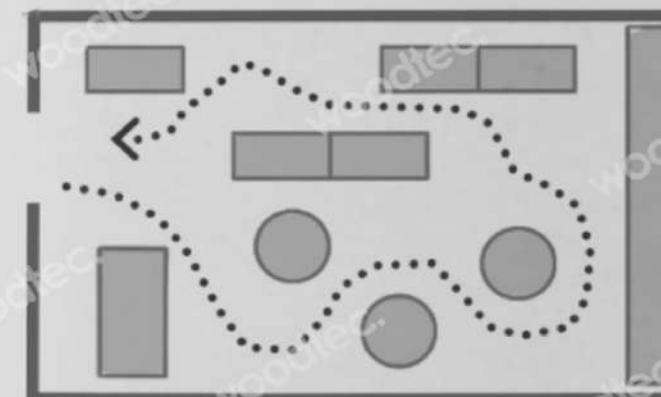
DIRECT DISTRIBUTION

This layout is designed to guide users directly toward key focal points within the space, such as new arrivals, best-selling products, or promotional areas. By intentionally directing movement, it increases visibility of priority zones while maintaining a smooth and intuitive flow.



GRID DISTRIBUTION

Organized in a structured grid format, this layout maximizes storage and product display efficiency. This is often used in supermarkets, pharmacies, and hardware stores where products are in high density. By utilizing parallel aisles, it allows mission-oriented shoppers to locate categorized goods quickly through "muscle memory." However, its repetitive structure often lacks a guided narrative or clear visual landmarks, which can result in a "sterile" shopping experience where navigation feels unintuitive and customers are less likely to engage in spontaneous product discovery.



FREE FLOW DISTRIBUTION

This layout encourages open and flexible movement, allowing customers to navigate the space freely and explore at their own pace. It rejects the rigid constraints of traditional shelving in favor of a curated, atmospheric experience that prioritizes browsing over speed. Without a strictly defined path, it supports discovery, highlights points of interest organically, and creates a more relaxed and experiential shopping environment.

COMMERCIAL & RETAIL

MATERIALS

Material selection communicates quality and brand positioning at first touch. Whether refined and premium, playful and tactile, or technical and precise, finishes should reinforce the brand's personality while ensuring durability and operational efficiency. In commercial and retail environments, materials must balance aesthetic impact with long-term performance.

MATERIAL AS BRAND LANGUAGE



- **Refined and premium brands** often use natural stone, solid wood, brushed metals, leather, or high-performance laminates with subtle textures. These materials convey permanence, craftsmanship, and confidence. Tight detailing, seamless joins, and weighty components reinforce perceived value.



- **Playful and tactile brands** may incorporate textured laminates, soft-touch coatings, colored resins, textiles, cork, or patterned tiles. These materials encourage interaction and communicate accessibility, warmth, and creativity. These materials give the brand a more accessible atmosphere to the customers.



- **Technical and precise brands (especially in tech environments)** lean toward anodized aluminum, powder-coated steel, glass, engineered composites, and precision-milled details. Clean lines, tight tolerances, and minimal seams reinforce innovation, control, and performance.

LIGHTING

Lighting defines hierarchy and focus within the space. It highlights hero products, creates visual depth, and shapes the overall mood, whether calm and minimal or energetic and dynamic. Strategic lighting enhances product perception and supports the desired emotional response.



COLOR AND FORM

Color palettes and architectural forms subtly express brand identity. Clean geometries may communicate innovation and clarity, while warmer tones and softer forms suggest approachability. Every visual cue should align with the brand narrative and create a cohesive spatial language.

INTERACTION

Retail and tech spaces must encourage engagement. Display systems, demo zones, and testing areas should invite customers to touch, explore, and experience products directly. Designing for interaction transforms passive browsing into active participation, strengthening brand connection and influencing purchasing decisions. Thoughtfully integrated lighting, intuitive wayfinding, and clear sightlines further lower barriers to interaction, making exploration feel natural rather than intimidating.



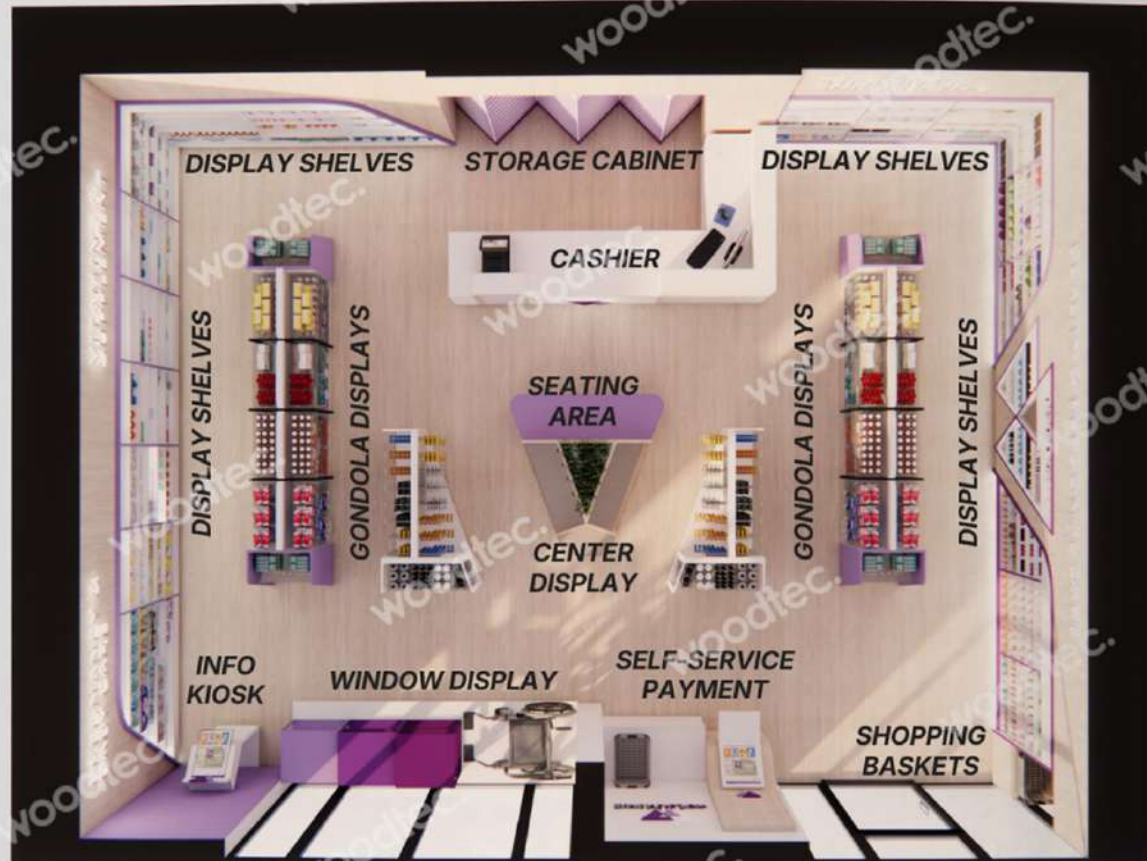
PRODUCT STORYTELLING

Product storytelling transforms space into a narrative journey. Through zoning, focal displays, sequencing, and visual hierarchy, products are introduced in a deliberate order, guiding customers from discovery to decision. Strategic placement of new releases, best-sellers, and promotional items ensures clarity while enhancing engagement and driving sales. Clear transitions between zones help customers intuitively understand product categories and price tiers, reducing friction in the decision-making process. Layered messaging through graphics, digital content, and environmental cues adds context that deepens understanding and emotional connection.



COMMERCIAL & RETAIL

SAMPLE WORK - RETAIL PHARMACY

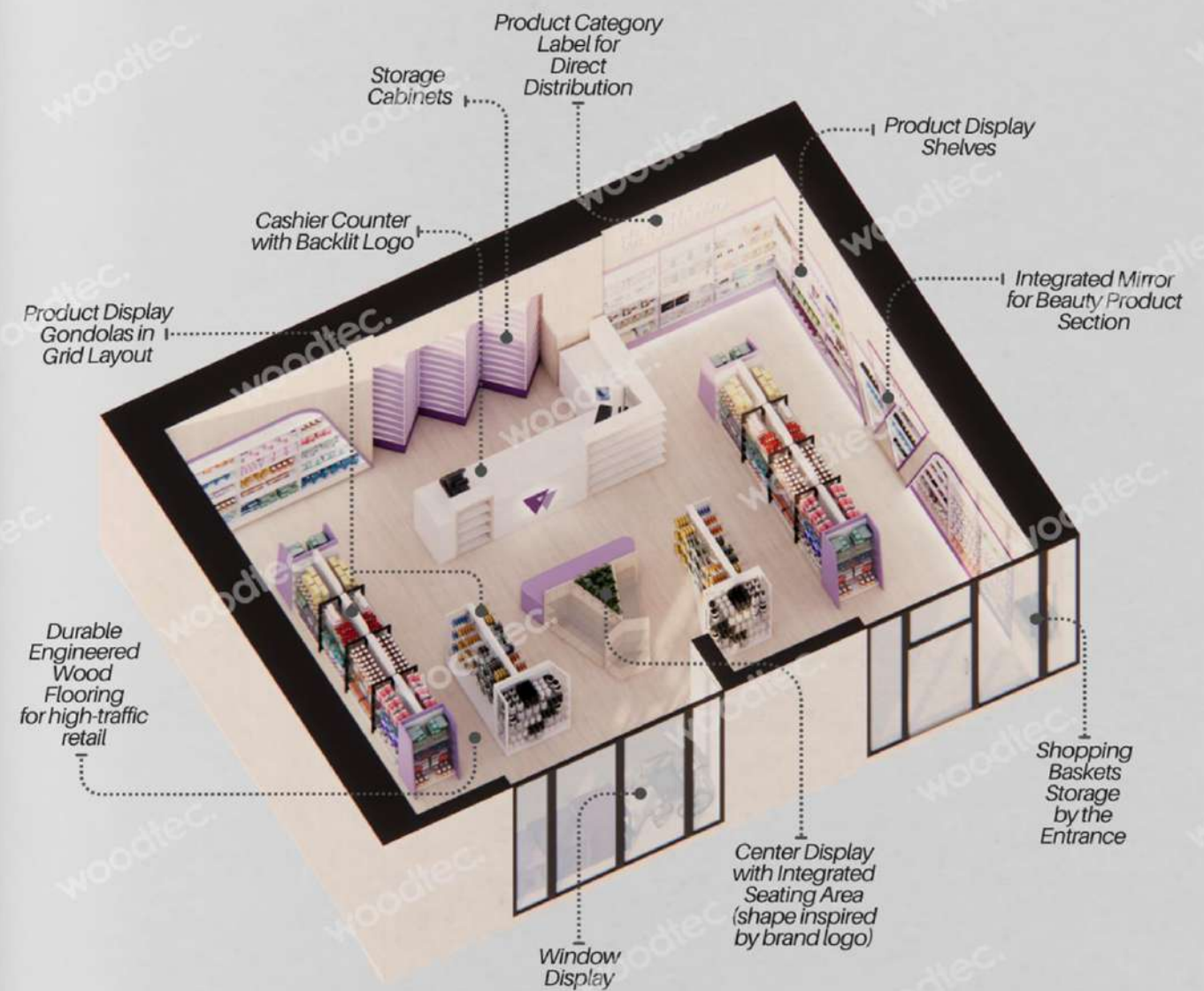


FLOOR PLAN

Ceiling Design and Accent Colors based on Brand Logo

Backlit Product Category Label

Integrated Mirror for Beauty Product Section



GRID & DIRECT DISTRIBUTION LAYOUT (grid-formatted product display + focal products directly labeled per category)

Product Display Gondolas

Product Display Shelves



Retail Kiosks

A retail kiosk is a compact, standalone unit typically positioned in high-traffic locations to promote products or services and facilitate sales. It can be either staff-operated or fully automated, providing a cost-effective and flexible solution for businesses to engage customers in malls, transportation hubs, and other busy public areas.

TYPES OF RETAIL KIOSK LAYOUTS



OPEN COUNTER KIOSK

A compact, fully open unit with service counters on one or more sides.

Best for: Quick-service food, beverages, and impulse retail in high-traffic areas.



ISLAND KIOSK

A freestanding kiosk accessible from all sides, typically placed at the center of circulation paths.

Best for: High-visibility products and maximizing customer engagement from multiple directions.



CART-STYLE KIOSK

A smaller, often mobile unit with minimal storage and simple display features.

Best for: Seasonal products, promotions, or flexible retail concepts.



WALL-ATTACHED KIOSK

A kiosk positioned against a wall or column, with service from the front.

Best for: Spaces with limited floor area or where circulation must remain unobstructed.



ENCLOSED BOOTH KIOSK

A semi- or fully enclosed structure with defined walls and a service window or opening.

Best for: Specialized or exclusive products, high-traffic events, and interactive shopping.



MODULAR KIOSK

A customizable, reconfigurable kiosk system made of modular components.

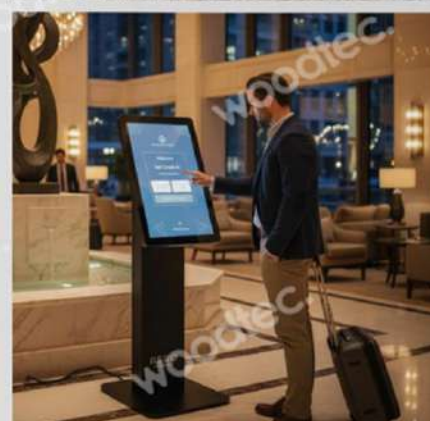
Best for: Brands that frequently relocate, expand, or adjust product displays.



POP-UP KIOSK

A temporary, lightweight structure designed for short-term use.

Best for: Product launches, brand activations, and event-based retail.



SELF-SERVICE KIOSK

A technology-focused unit centered around touchscreen ordering or information systems.

Best for: Quick ordering, ticketing, wayfinding, and reducing staff workload.

RETAIL KIOSKS

DESIGN TRENDS/INNOVATION FOR RETAIL KIOSKS:



IMMERSIVE DIGITAL DISPLAYS

Digital displays enhance retail kiosks by attracting attention with dynamic, eye-catching content. They enable instant updates to promotions and pricing, making marketing more flexible and efficient. Interactive screens also provide product information that helps customers make informed purchasing decisions.

EXPERIENTIAL & SENSORY ENGAGEMENT ZONES

Modern kiosks go beyond simple product display by incorporating tactile elements, sampling stations, scent diffusion, and interactive demos that engage multiple senses. By allowing customers to touch, try, or experience products firsthand, they increase dwell time and purchase intent.



INTEGRATED SMART REFRIGERATION & FRESH DISPLAY TECH

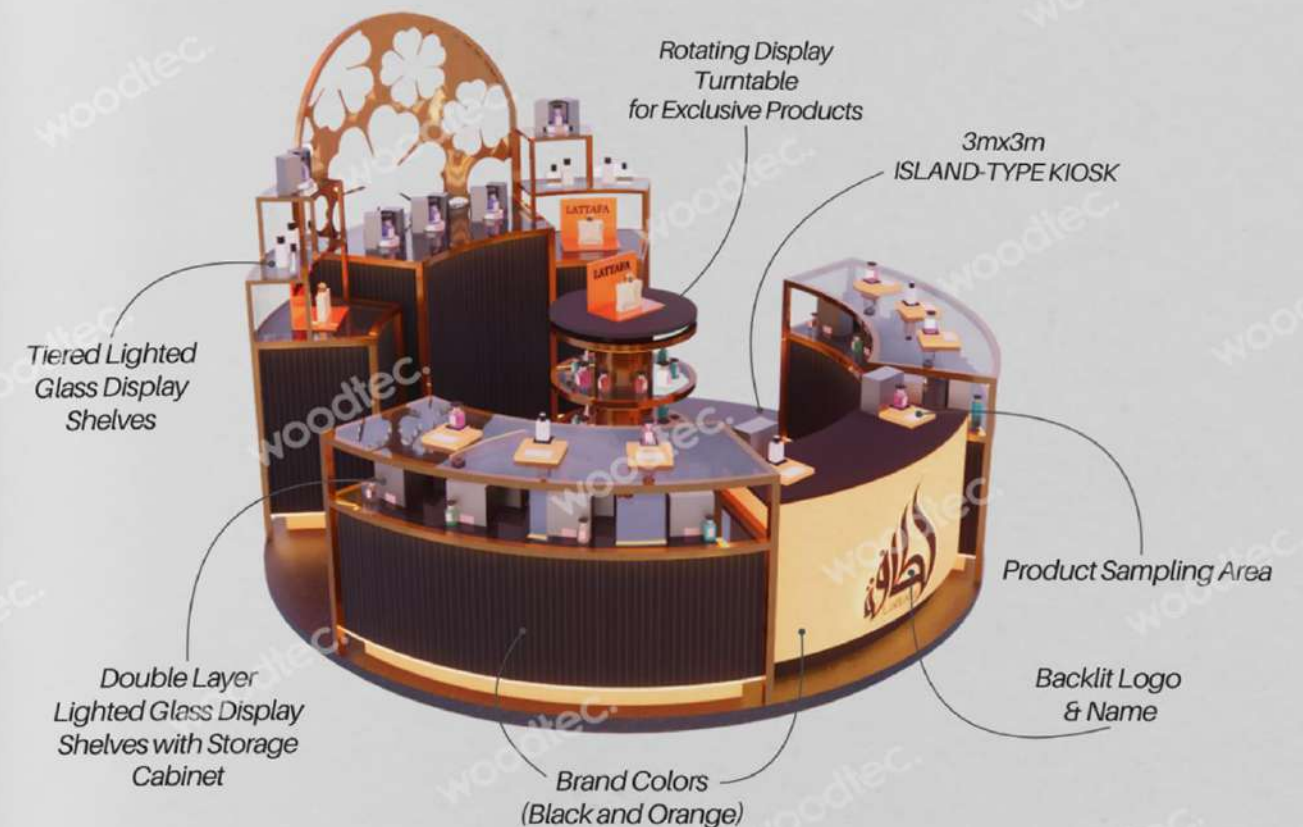
Food retail kiosks are incorporating advanced refrigeration with transparent and temperature-controlled displays that showcase fresh products while keeping them visible and appealing. This innovation not only preserves perishable items but also uses lighting and digital labels to draw attention and boost impulse purchases.

MODULAR & THEMED POP-UP KIOSKS

Retail kiosks are increasingly designed as modular, themed units that can be quickly assembled, reconfigured, or swapped out for seasonal or limited-time concepts. This allows brands to test new product lines, celebrate cultural events, and refresh offerings regularly thus keeping the experience fresh for returning customers while reducing long-term buildout costs.



SAMPLE WORK - PERFUME KIOSKS



Food & Beverage

LAYOUT

A well-planned layout ensures smooth operational flow between the kitchen, service areas, and dining space, reducing staff fatigue and service delays. It also guides customer movement intuitively, from entry to ordering to seating, minimizing congestion and confusion.



LINEAR LAYOUT

A straight, narrow layout where ordering, preparation, and seating follow a single directional flow. Often seen in small cafés and takeaway shops.

Pros:

- Efficient use of narrow spaces
- Clear customer flow from entry to counter

Cons:

- Limited seating flexibility
- Can feel crowded during peak hours



OPEN LAYOUT

A spacious layout with dining areas arranged openly around a central kitchen, bar, or service counter.

Pros:

- Flexible seating arrangements
- Better visibility across the space

Cons:

- Noise levels can rise quickly
- May reduce privacy for guests



ZONED LAYOUT

The space is divided into distinct areas such as bar seating, lounge seating, formal dining, and private rooms.

Pros:

- Accommodates different customer types
- Allows better crowd management

Cons:

- Requires more space
- Can complicate service routes if poorly planned



CENTRAL BAR/ISLAND LAYOUT

A bar or service counter positioned at the center of the space, with seating arranged around it.

Pros:

- Creates a strong focal point
- Efficient service visibility

Cons:

- Circulation can become congested
- May reduce overall seating capacity



CAFETERIA-STYLE LAYOUT

Customers move along a defined path to select food before proceeding to payment and seating.

Pros:

- Efficient for high-volume service
- Speeds up turnover

Cons:

- Less intimate dining experience
- Can feel transactional rather than experiential



BOOTH-BASED LAYOUT

Seating arranged primarily in booths along walls or back-to-back configurations.

Pros:

- Provides privacy and comfort
- Appeals to families and groups

Cons:

- Less flexible for reconfiguration
- May limit accessibility if not well designed



HYBRID LAYOUT

A combination of multiple layouts (e.g., open seating, booths, bar area, private dining).

Pros:

- Highly adaptable
- Maximizes revenue potential

Cons:

- Requires careful planning
- Higher design and construction complexity

FOOD & BEVERAGE



SEATING STRATEGY

Seating directly affects revenue per square meter. A thoughtful seating strategy maximizes space while accommodating different group sizes and dining behaviors.

Consider:

- Table mix (2-seaters, 4-seaters, communal tables)
- Flexible seating for peak hours
- Comfort vs capacity balance
- Visibility of key areas (counter, menu, kitchen)

OPERATIONAL FLOW

Efficient operational flow ensures smooth movement between kitchen, service counter, and dining areas

Consider:

- Kitchen-to-service distance
- Staff circulation vs customer circulation
- Clear entry, ordering, seating, and exit flow
- Separation of clean and service zones



ATMOSPHERE AND EXPERIENCE

The atmosphere shapes how customers feel and how long they stay. Lighting, materials, layout, and spatial design create an experience that encourages repeat visits and strengthens emotional connection to the space.

Consider:

- Lighting warmth and intensity
- Acoustic comfort
- Material texture
- Ceiling height and openness



DURABILITY & MAINTENANCE

High-traffic F&B environments require durable, easy-to-clean materials. Selecting finishes that withstand spills, heat, and frequent use ensures longevity and reduces long-term maintenance costs.

Consider:

- Easy-to-clean materials
- Stain-resistant surfaces
- Slip-resistant flooring
- Moisture and heat resistance

ACOUSTICS

Good acoustic design controls noise levels to maintain comfort and conversation quality. Proper sound absorption prevents echo and overcrowded sound environments.

Consider:

- Sound absorption in ceilings and walls
- Balance between lively and overwhelming
- Privacy in seating zones



BRAND VISIBILITY & SALES STRATEGY

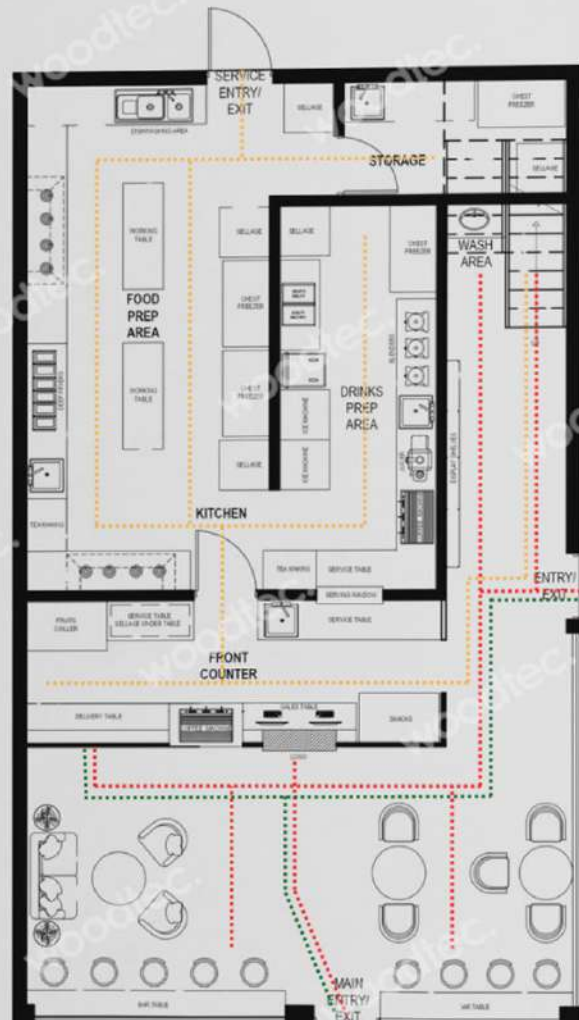
Strategic placement of logos, displays, counters, and circulation paths influences customer behavior and purchasing decisions. Clear sightlines, product visibility, and intuitive navigation support impulse sales and efficient ordering.

Consider:

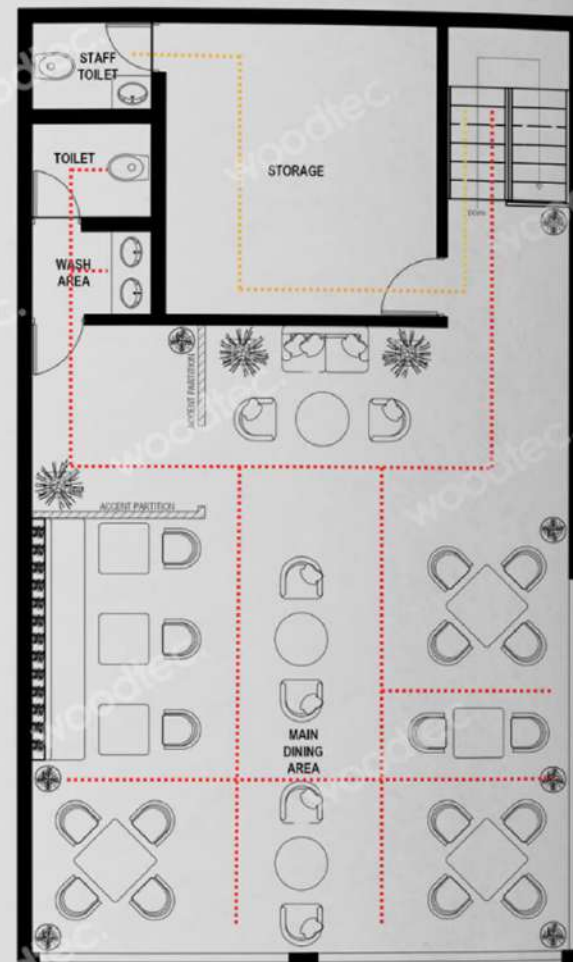
- Product display strategies
- Placement of menu boards
- Visibility of food preparation
- Highlighting signature products

FOOD & BEVERAGE

SAMPLE WORK - RESTAURANT/CAFÉ CHAIN

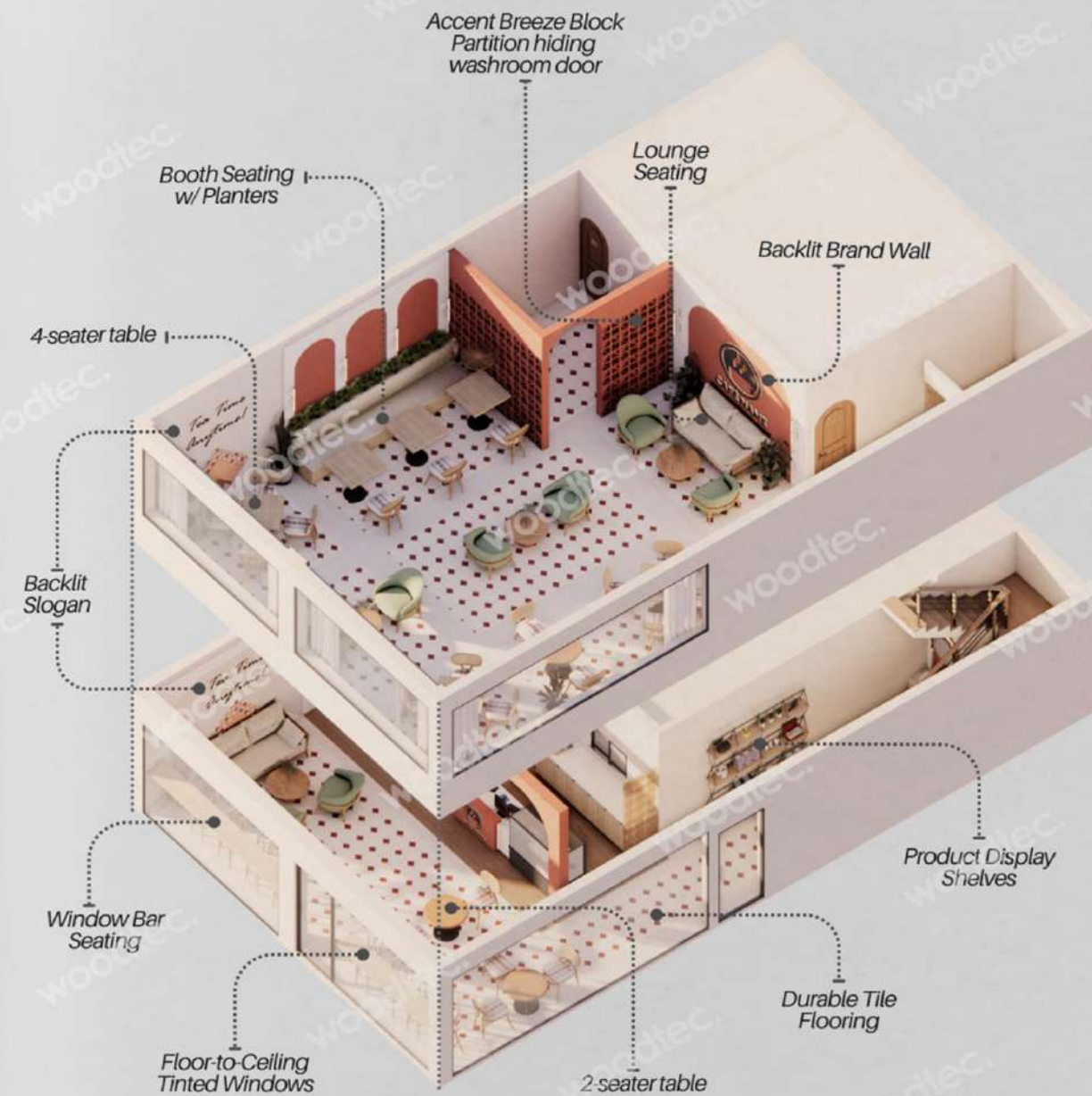
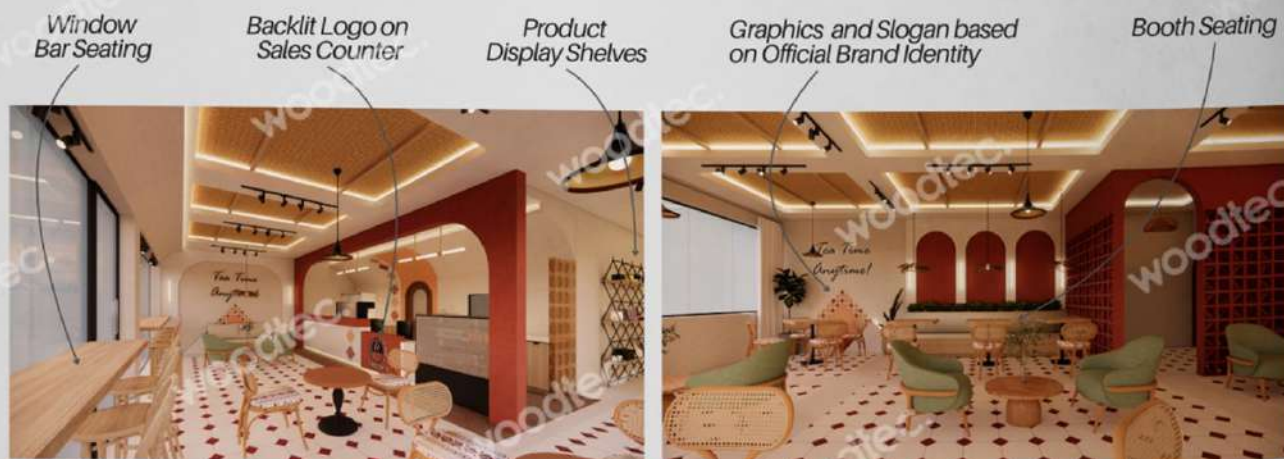


GROUND FLOOR PLAN



SECOND FLOOR PLAN

● CUSTOMER MOVEMENT ● STAFF MOVEMENT ● DELIVERY RIDERS MOVEMENT



HYBRID DINING LAYOUT
(featuring booths, lounge seats,
window bar seating, 2-seater table,
and 4-seater tables)



Commercial Offices

Human-Centered Workplace Design



Commercial environments are most effective when they are designed around the people who use them daily. At Woodtec, our human-centered approach ensures that every workplace supports productivity, well-being, collaboration, and long-term growth. We create spaces that not only meet operational needs but also inspire innovation, engagement, and a strong sense of community.

Human-centered offices are designed around people's needs, behaviors, and well-being rather than just space efficiency. They begin with understanding how employees actually work and provide a variety of flexible spaces that support focus, collaboration, and social interaction. These environments prioritize physical comfort through ergonomics, lighting, air quality, and acoustics, while also supporting mental well-being with natural light, biophilic elements, and calm design.

TYPES OF OFFICE WORK ZONES

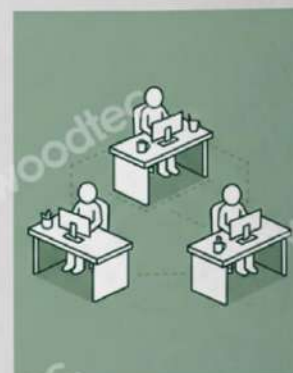
WORKING ALONE



COLLABORATING WITH A GROUP



WORKING ALONE, WITH PEERS



WORKING ALONE

Focus: Privacy, concentration, minimal distraction

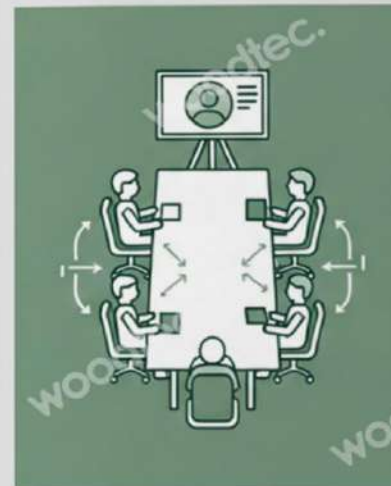
Design quiet zones that reduce visual and acoustic interruptions. Use enclosed rooms, phone booths, or high-backed workstations with acoustic panels. Provide ergonomic furniture, adjustable lighting, and access to power. Keep circulation paths away from these areas and use neutral colors and soft materials to promote calm and focus.



COLLABORATING WITH A GROUP

Focus: Interaction, flexibility, shared tools

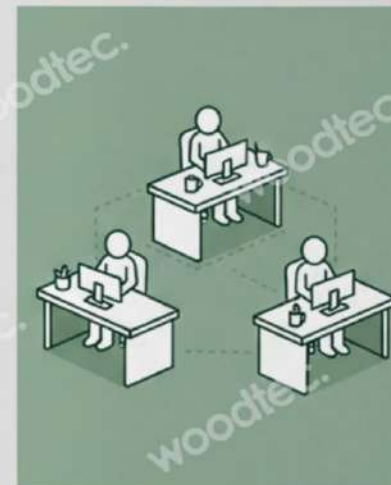
Create open, flexible spaces that encourage communication and idea-sharing. Include movable tables, modular seating, writable walls, and large display screens. Ensure good acoustics (so discussions don't disturb others) and easy access to shared technology. Layouts should allow teams to reconfigure the space quickly depending on group size and task type.



WORKING ALONE BUT WITH PEERS

Focus: Individual focus + social energy

Design semi-open zones that balance independence and connection. Use shared tables or benching systems with subtle dividers to maintain personal space. Provide soft background acoustics, comfortable seating, and informal elements (like lounge seating or café-style tables). These spaces should allow quiet individual work while supporting light conversation and peer interaction when needed.



COMMERCIAL OFFICES

MEETING ROOM LAYOUT

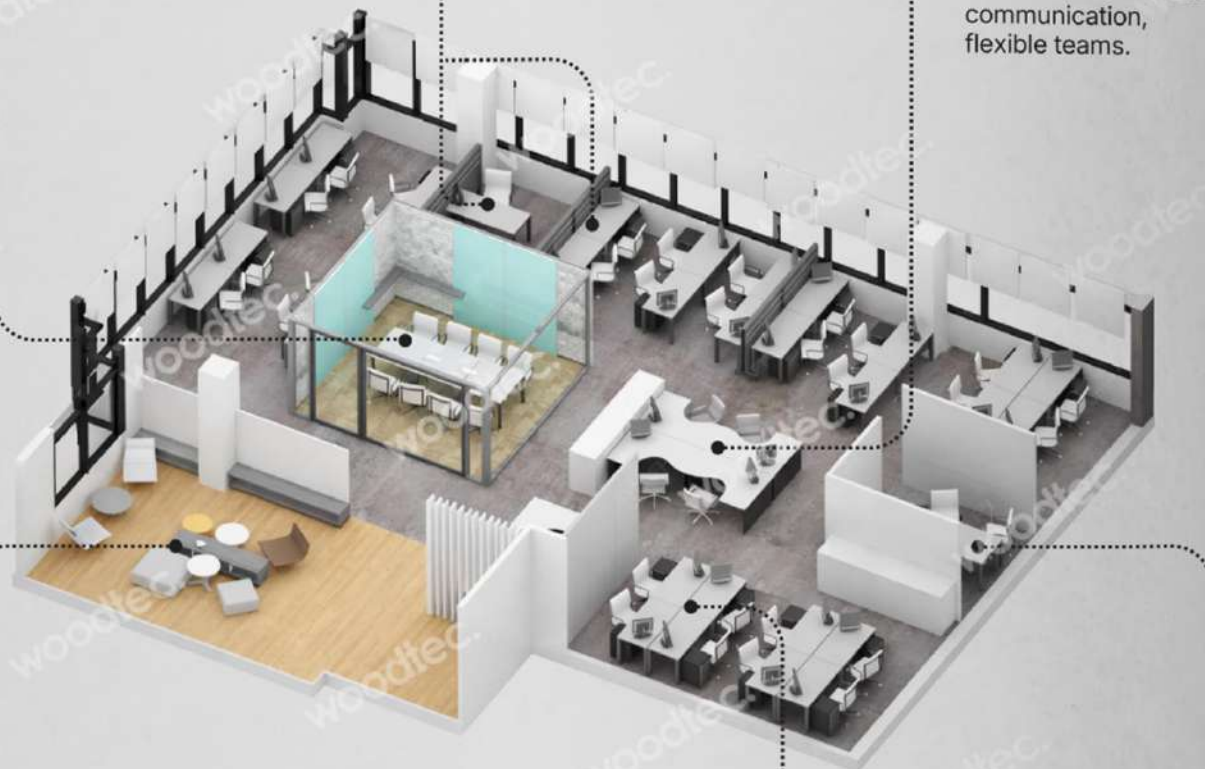
Glass-enclosed rooms with meeting table, presentation screens, and acoustic separation.
Best for: Team meetings, discussions, and brainstorming.

CUBICLE LAYOUT

Workstations separated by mid-to high-height partitions.
Best for: Balancing privacy and space efficiency.

OPEN LAYOUT

Large, open spaces with minimal partitions and shared desks or benching systems.
Best for: Collaboration, communication, flexible teams.



CO-WORKING STYLE LAYOUT

Informal, flexible seating arrangements with shared amenities and lounge areas.
Best for: Startups, creative industries, freelancers.

TEAM CLUSTER LAYOUT

Desks grouped into clusters for specific teams.
Best for: Project-based or department-focused work.

PRIVATE OFFICE LAYOUT

Individual enclosed rooms for employees or managers.
Best for: Focused work, confidentiality, and leadership roles.

FLEXIBILITY FOR EVOLVING NEEDS

Work patterns continue to evolve. Our layouts incorporate adaptable planning strategies that allow spaces to be reconfigured as teams grow, departments shift, or operational needs change.

SUPPORTING WELL-BEING

A healthy workplace enhances performance. Access to natural light, ergonomic planning, acoustic control, and comfortable breakout spaces create environments where employees feel engaged, focused, and valued.

By reducing physical strain and minimizing distractions, the workplace supports sustained productivity and overall well-being.



BRAND & CULTURE INTEGRATION

The workplace reflects the identity and culture of the organization. Through material selection, spatial rhythm, and visual elements, we translate corporate values into a cohesive and professional environment.

PERFORMANCE THROUGH INTEGRATION

Our integrated design-and-build model ensures that human-centered concepts are executed with technical precision, budget control, and efficiency thus delivering workplaces that are both inspiring and operationally sound.

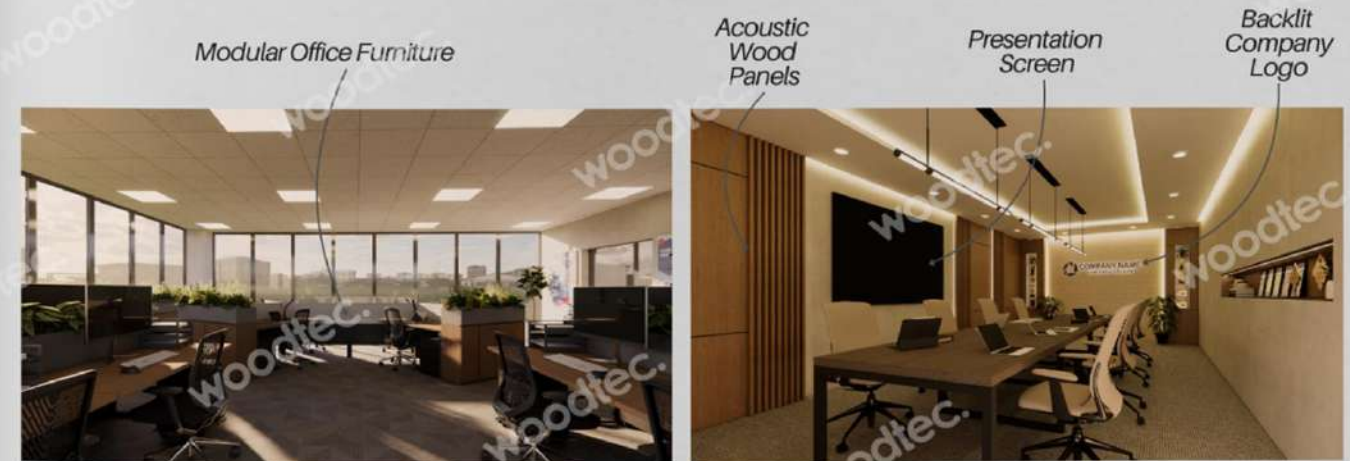
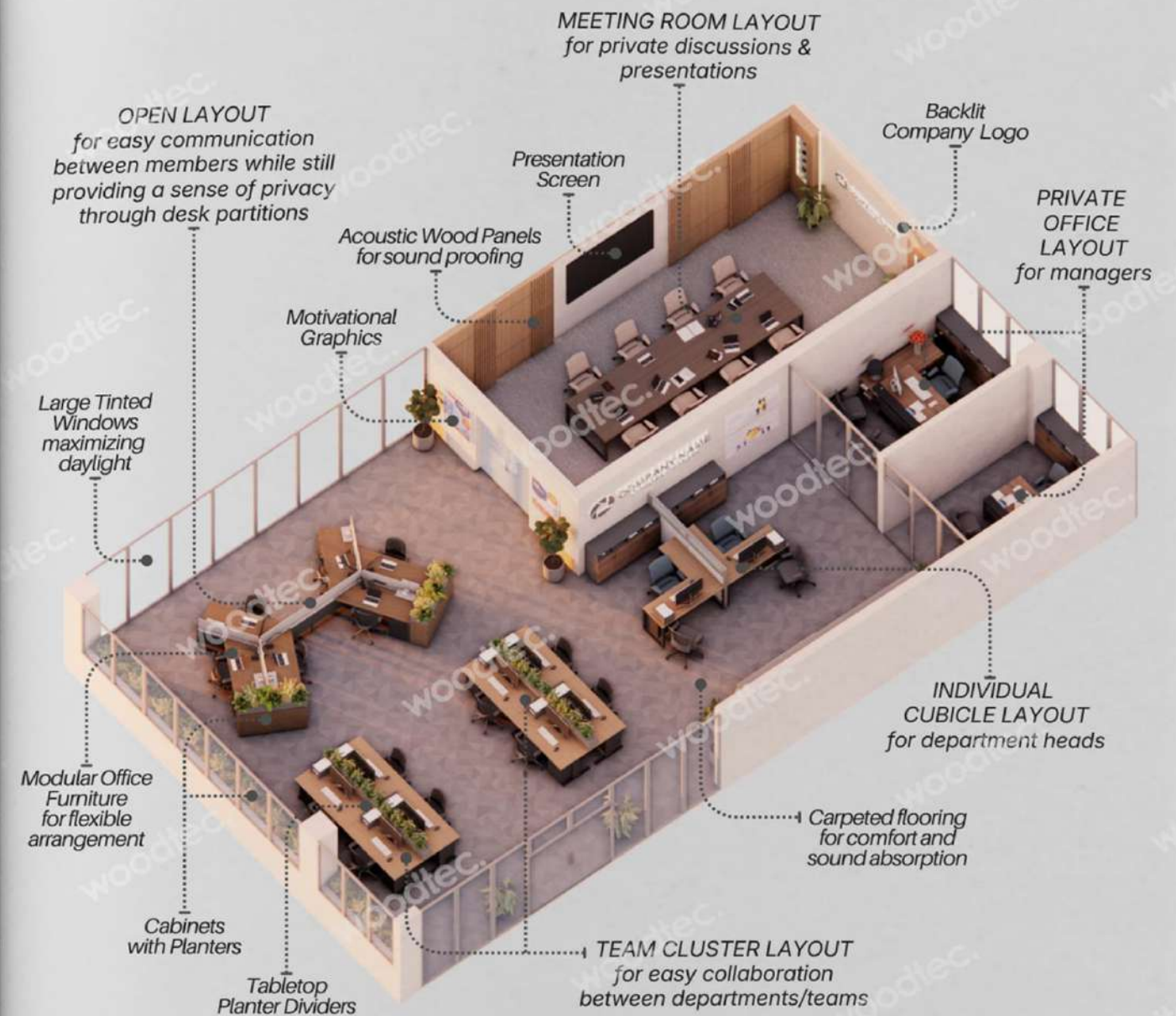
COMMERCIAL OFFICES

SAMPLE WORK - CORPORATE OFFICE



FLOOR PLAN

● COLLABORATION ZONE ● SEMI-PRIVATE ZONE ● PRIVATE ZONE





Contact Us

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THE WOODTEC INTERIORS & TRADING W.L.L