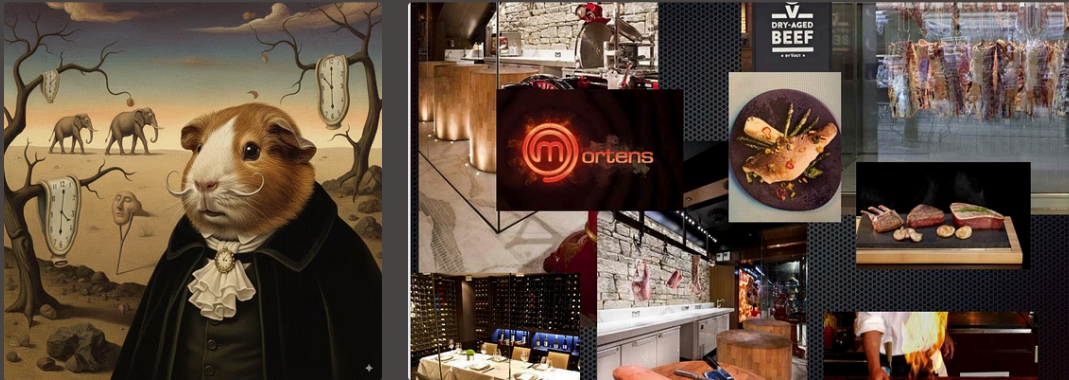


AI-Powered Visual Briefs

Turning Your Ideas into Clear Design Direction

By Neil Morten – Award-Winning Hospitality Designer



What is a Visual Brief?

A visual brief serves as the crucial bridge between your initial concept and the final design reality. It's a comprehensive document that captures your project's goals, aesthetic style, and creative vision in a tangible format that everyone can understand.

Think of it as your project's North Star—a reference point that ensures all stakeholders share the same vision before any design work begins. This alignment prevents costly miscommunications and ensures your investment delivers exactly what you envisioned.

01

Capture Vision

Transform abstract ideas into concrete direction

02

Align Teams

Ensure everyone shares the same creative vision

03

Guide Execution

Provide clear roadmap for design implementation



Why Visual Briefs Matter

In the hospitality industry, where first impressions determine success, a well-crafted visual brief transforms uncertainty into confidence. It's the difference between hoping your designer understands your vision and knowing they do.

Crystal Clear Clarity

Transforms vague concepts like "modern but warm" into specific design parameters with colour palettes, textures, and spatial arrangements that everyone can visualise.

Seamless Collaboration

Aligns owners, designers, contractors, and stakeholders from day one, preventing the costly miscommunications that derail projects and budgets.

Lightning Speed

Eliminates weeks of revision cycles by establishing direction upfront, allowing designers to focus on execution rather than interpretation.

Complete Confidence

Provides a clear preview of your concept before committing significant resources, reducing risk and ensuring your vision becomes reality.

The Perfect Partnership: AI + Human Expertise

The future of hospitality design isn't about replacing human creativity—it's about amplifying it. Our approach combines the best of both worlds to deliver results that are both innovative and practical.



This collaboration ensures every visual brief captures not just what looks good, but what works—combining aesthetic appeal with operational functionality that drives business success.



Workshop

We're pioneering a revolutionary AI-assisted design process and seeking forward-thinking hospitality businesses to embrace this new way of working.



Workshop

Half day intensive session with Neil Morten



AI-Powered Visual Brief

Complete professional brief previously valued at between £3000 - £5000



Expert Feedback

Direct guidance from award-winning hospitality designer



What to Expect

workshop delivers a complete visual brief experience

1

Project Discovery

Deep dive into your vision, goals, and constraints with Neil's expert guidance

2

AI Generation Session

Watch concepts come to life in real-time as AI creates multiple design directions

3

Refinement & Selection

Collaborate to refine and perfect your chosen design direction

4

Final Brief Delivery

Receive a comprehensive visual brief ready for implementation

5

Sketch Layout Plan

Drawn by hand on the day the layout forms part of the plan process. The sketch is sent to our studio where technicians draw up Neil Sketch.

6

Licensing Drawing

This drawing evolves from the sketch plan and incorporates compliance elements like fire alarm, licenced area ambit, fire capacity.

Within 24 hrs you will have a professional-grade visual brief & licensing plan that would typically require weeks to develop, all based around a half day intensive day workshop session .

Comprehensive Support: Additional Services

Beyond our core visual brief offering, we provide a suite of specialized services designed to give your hospitality project a holistic advantage.



Building Control Management

Navigating complex regulations to ensure your project meets all statutory building control requirements, from submission to final approval.



Drink Brand Strategy & Funding

Expert guidance on developing, managing, and securing funding for your unique beverage brand within the hospitality sector.



Non-Executive Advisory

Strategic, short-term non-executive advisory roles (up to 6 months) to provide high-level insights and steer your hospitality business.



Statutory Compliance (FRA)

Ensuring full compliance with Fire Risk Assessment (FRA) and other critical statutory regulations, safeguarding your property and patrons.

These services can be discussed to integrate seamlessly with your project needs, offering peace of mind and strategic advantage.

