

OIKOA - PROJECT INFORMATION

project: **Oikoa**
client: Oikoa, Zwolle
concept: **concrete**

interior design: **concrete**
address: oudezijds achterburgwal 78a – 1012 DR
city: Amsterdam, Netherlands (NL)
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project location:

address: Spinhuisbredehoek 10
city: Zwolle, Netherlands
e-mail:
website: www.oikoa.nl
instagram: @oikoa.massageboetiek

design: massage boutique / 190m2 – 5 massage rooms
start design: December 2020
opening: September 2021

design:

project team concrete: Rob Wagemans, Lisa Hassanzadeh, Eva Stekelenburg, Stevie Wesdorp, Sofie Ruytenberg, Jorien Wiltenburg

contractor:

contractor: van Wijnen
furniture maker: Roord Binnenbouw
furniture supplier: -

interior elements:

counter: solid oak counter top, rectangular tiles: sevilla kit kat fingers in white speckle (the mosaic factory)
benches upholstered in green velvet: Juke Olive 53
curved walls: oak laths on black background
wall tiles: rectangular tiles: sevilla kit kat fingers in green speckle
floor central space: existing white marble tiles
floor in treatment rooms: forbo linoleum: cocoa earl grey chocolate
bar chairs: neva light bar chair in oak by Artisan

Oikoa is all about inner self and wellbeing.

Oikoa, the Finnish word for 'smooth correction', provides an introverted realm of the calm. A place that invites you to leave the outer world behind, and recharge in a natural and harmonious environment.

The massage boutique is designed as a serene space where guests can focus on themselves. This was achieved by turning the existing extroverted glass cube inside out and placing the organic shaped central space at the heart of the building, with the treatment rooms situated on the perimeter.

Guests enter directly into the core of the boutique; a warm introspective space lined with multiple curved walls, finished in warm oak laths. The curved walls create intimate seating areas, with soft curved benches upholstered in moss green velvet. These are the perfect spots to wait in full comfort and prepare for treatment.

The welcome counter placed in the middle of the central space is an offset of the curved walls, clad in speckled off-white rectangular tiles with a solid oak counter top. Behind it, a brass clad backlit niche with green glass shelves is filled with transparent bottles containing massage oils in all shades of green that create a gentle glow.

After having settled, guests continue their journey into the private treatment rooms which are all accessible from the central space. The rooms stretch from the entrance doors in the organic shaped walls of the central space towards the glass facade of the building. Floor-to-ceiling, pivoting oak lamellas gently block the views from passers-by when they are closed for treatment. When the treatment rooms are unoccupied, the lamellas can be opened up to allow daylight into the rooms, and tickle the curiosity of passers-by.

Like the central space, all treatment rooms are finished in natural materials: the natural oak of the curved walls and pivoting lamellas match with the green, rectangular tiles and soft green glass shelves in the brass clad niche of each treatment room. The floor is covered with a recycled linoleum in shades of warm grey with brown speckling.

In addition to the interior, concrete is responsible for the identity of Oikoa, including the name, logo, website and all print materials.

Concrete also came up with the name Oikoa, the Finnish word for 'smooth correction', based on the feeling of calm one gets after a treatment, when the body is untangled and almost feels 'liquid'. This feeling is reflected in the logo: a liquid oil drop combined with a minimalistic but elegant font. Bright white backdrops and pine green emphasise the natural and harmonious environment of the massage salon, which is further enhanced by a secondary colour family of oil drops. Both the oils and colours are derived from Finnish natural elements such as ferns, aspen trees, cloudberries and bellflowers.