ASTER

A clearer presence.
Ten useful posts.

Research, priorities and content for a fictional architectural joinery studio.



Let the work answer the buyer’s questions.



Make each service easy to choose

An architect can assess fit before preparing a brief.

Explain the work behind the image

The reader can understand what was designed and why.

Give the first conversation better inputs

The studio can assess the project with less back-and-forth.

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Made for the way a room is used.



A place to pause

Fictional concept

A place to pause

A reading corner needs to work as a whole. Shelving, a place to sit and useful storage should be considered together, with space left for the way people move through the room. This design concept brings oak shelving and an integrated bench into one wall. The starting questions are practical: who uses the room, what needs to be stored and where would someone naturally sit?

#ArchitecturalJoinery #InteriorDesign #BespokeFurniture

Post 02

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The detail changes the conversation.



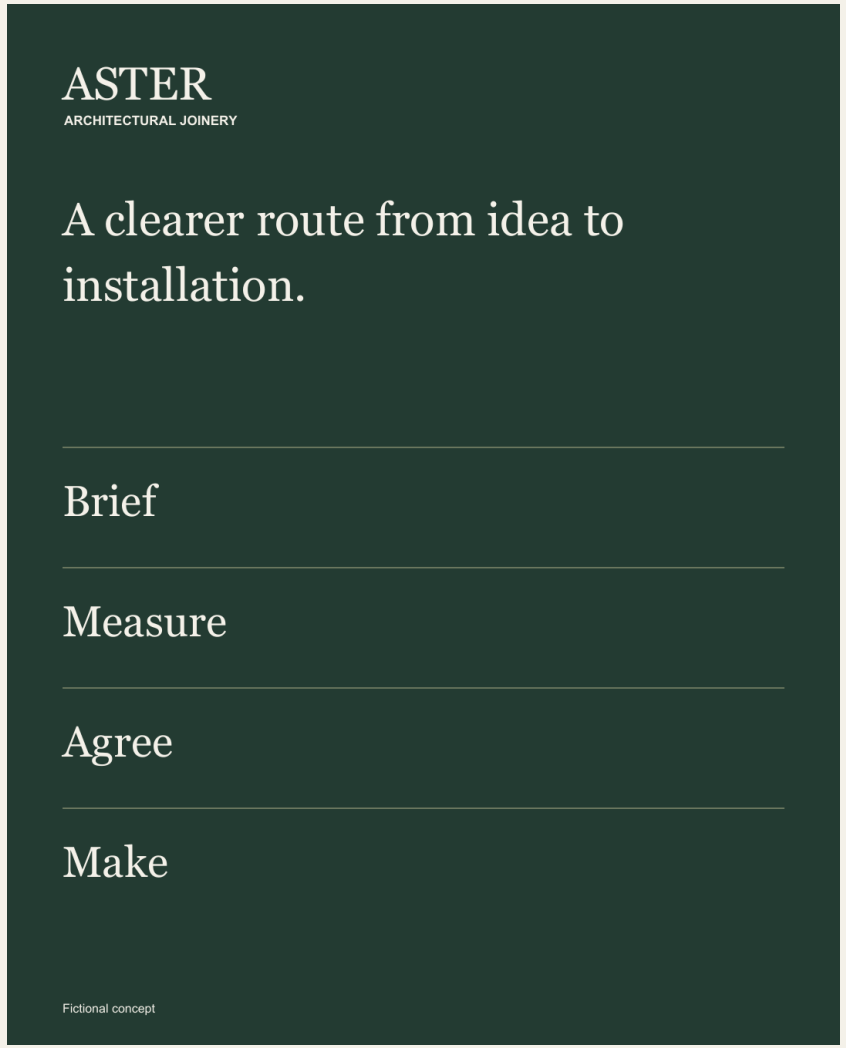
Look closer

Fictional concept

Look closer

A close view helps explain a design choice: the meeting of two surfaces, the edge of a drawer and the way a handle sits in the timber. These details deserve attention while the design is still being discussed. The cabinet shown is a design concept. For your own project, bring references for the details you like as well as the overall room; both help make the brief clearer.

#JoineryDetails #CabinetDesign #MaterialChoices



Post 03

Four useful stages

Before a bespoke project begins, everyone should understand the next decision. A useful sequence is brief, site measurement, design agreement, then production and installation. Each stage needs a clear output before the next one starts. Agree who supplies the drawings, who approves the details and which inputs could affect the schedule. A simple shared sequence gives both the client and the maker something concrete to work from.

#ProjectPlanning #BespokeJoinery #DesignProcess

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Seating belongs in the plan.



Room to gather

Fictional concept

Room to gather

In a café, fitted seating affects more than the appearance of a wall. Table positions, circulation and the practical use of storage need to be discussed together. This design concept pairs a continuous oak banquette with individual tables. Before developing a layout for your space, the useful starting points are dimensions, access requirements and how the room operates through the day.

#HospitalityDesign #FittedSeating #JoineryDesign

Post 05

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Three things to bring to the first conversation.

The space

The use

The references

Fictional concept

Start with the brief

You do not need a finished design to start a useful conversation. Bring an approximate plan or dimensions, a short description of how the space will be used and a few references that help explain your preference. Include any fixed constraints or target date. Those inputs help define what needs to be explored before a design or quote can be agreed.

#DesignBrief #ProjectPreparation #CustomFurniture

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Choose the material in context.



Samples, side by side

Fictional concept

Samples, side by side

A material sample is more useful beside the finishes it will meet and in the light where it will be used. Consider the timber, surface finish and surrounding palette together. The samples shown are illustrative. For a real specification, agree physical samples, check the material’s suitability for its intended use and keep the relevant supplier’s care guidance with the project information.

#MaterialPalette #TimberDesign #InteriorDetails

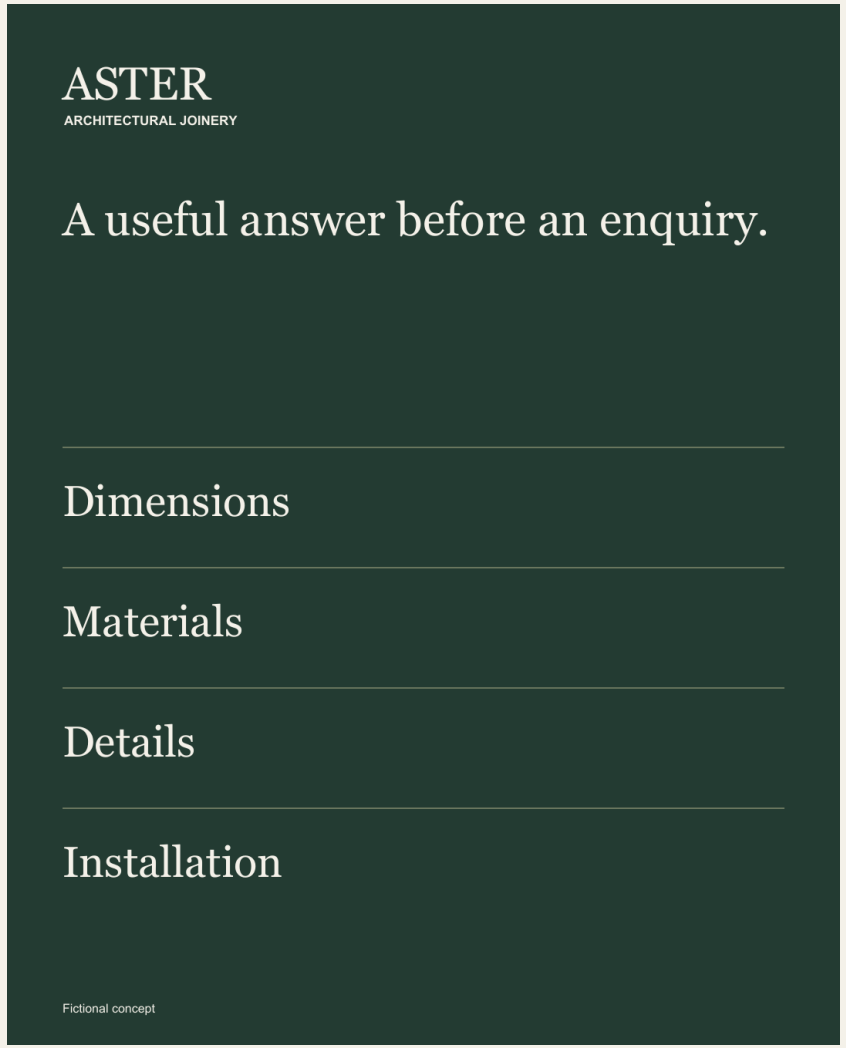


Post 07

A better project story

The need: a place to read without setting aside another corner of the room. The response: a bench integrated into the shelving, with closed storage below. The detail: a recessed seat that gives the wall a useful pause between its open shelves. This design concept starts with an everyday activity and works back to the furniture. What should your space make room for?

#ProjectStories #DesignCommunication #ArchitecturalJoinery



Post 08

What affects the quote?

The answer to “what will it cost?” starts with scope. Dimensions, materials, the level of detailing, site conditions and installation requirements all need to be understood before a specific quote. Include those details in your first brief, along with the result you need and any fixed dates. A clear starting point helps identify what can be quoted and what still needs to be measured or agreed.

#ProjectScope #JoineryPlanning #ClearCommunication

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Make room for everyday use.



Storage with a purpose

Fictional concept

Storage with a purpose

The first question about storage is what needs to go inside it. Books, equipment and everyday objects create different requirements. This design concept brings open shelves and closed cupboards together, with a bench between them. Start your own brief with three questions: what should be visible, what should be put away and how often will each item be used?

#StorageDesign #BespokeInteriors #PracticalDesign

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Start with the space you have.



Your project, clearly briefed

Fictional concept

Your project, clearly briefed

A good starting brief makes the first conversation useful. Describe the space, the people who use it and what you would like to change. Add approximate dimensions, a few references and any fixed dates. Those inputs help identify what needs to be measured, designed or clarified before a proposal. Start with the space you have and the way you want to use it.

#ProjectBrief #HospitalityInteriors #BespokeJoinery

Use the files as one connected package.

Choose a post that answers a real customer question.

Use the matching PNG, caption and alternative text with the same number.

Check facts, image labels and permissions before publishing.

For a real business, replace concept imagery with approved project photography where available.