

TV Broadcasting Corporation Studio



Project Presentation

Creating harmony out of seemingly completely incompatible elements in the interior and the exterior design.



Welcome Message

Today, we are presenting our proposed **LYT Design Studio** proposal to provide a better understanding of how our Design proposal could shape up around this project. Our **LYT** Design Studio proposal focuses on emphasising and creating a versatile design model, as evidenced by the diverse sectors and capabilities already in its portfolio.

LYT Design Studio
The basic Philosophy of Design



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2025
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Navigating the complexities
of branding with strategy

LYT GROUP

LYT brings clarity, structure,
and growth to your business.

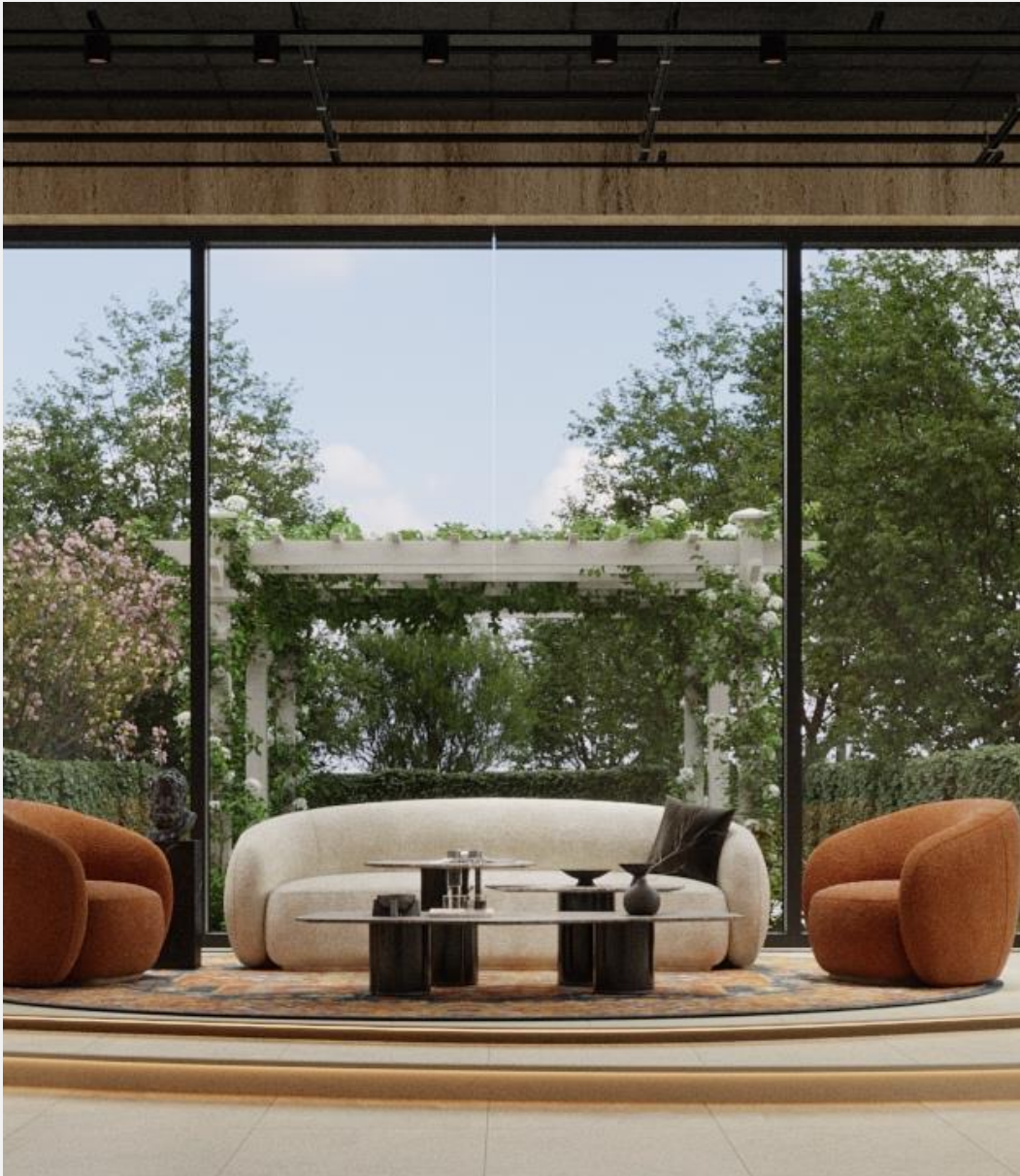
About Us

The basic philosophy of our **LYT Design studio** is to create individual, aesthetically stunning solutions for our customers through lightning-fast project development employing unique design styles and architecture. Even if they don't have any idea of what they want, we will help them get the result they dreamed of. The basic philosophy of our Design studio is to create individual, aesthetically stunning solutions for our customers through the lightning-fast development of projects employing unique design styles and architecture. Even if they don't have any idea of what they want, we will help them get the result they dreamed of.



LYT GROUP
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About the Project

Location: TV Broadcasting Corporation.

The program studio has a cohesive aesthetic that seamlessly integrates the main stage, medical area, food preparation area, and outdoor garden. Clear pathways facilitate easy movement between spaces, enhancing functionality and accessibility. A consistent design theme ties all areas together with complementary colours and materials. Clean lines, neutral colours, and natural materials are used throughout to create a consistent and uncluttered aesthetic. Centralised control systems manage lighting, sound, and climate, ensuring each area perfectly suits its specific purpose. The entire studio adheres to strict safety standards, providing a secure and efficient environment for all activities. Natural light is maximised in all areas, creating a bright and airy feel, while a calm atmosphere is maintained through thoughtful design and careful selection of materials and colours.

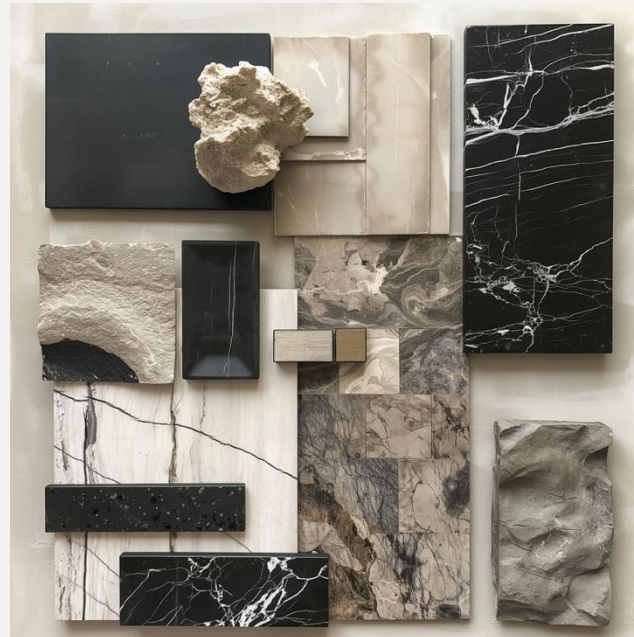
Mood Board

Material Selection

We have created a material mood board for the studio's interior design. The board includes samples of colours, textures, finishes, and patterns that align with our design vision. It is a visual tool to ensure all elements harmonise perfectly and reflect the studio's preferences.



Using a material mood board, we aim to create a well-thought-out, cohesive, and visually appealing design that perfectly aligns with your vision and needs.



Main Stage

The main stage serves as the heart of the program studio, designed to host various types of performances, presentations, and recordings. It is equipped with advanced audiovisual technology to ensure high-quality production.

Concept and Style

The conversation space in the program studio is designed to facilitate engaging discussions with guests in a comfortable and inviting environment. This area is a focal point for interviews, informal chats, and interactive sessions, fostering a sense of openness and collaboration. It is thoughtfully designed to encourage engaging guest discussions in a relaxed and inviting setting. The design concept emphasises flexibility, functionality, and a modern aesthetic that complements the studio theme. Comfortable chairs and sofas are arranged around a central coffee table, creating a focal point that promotes face-to-face interaction. The neutral colour palette of whites, greys, and earth tones provides a calming backdrop, allowing the focus to remain on the guests and their conversations.



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Medical Clinic

The medical area features clean lines and a soothing palette of whites and blue. Essential medical furniture and equipment are selected for their functionality and minimalistic design. The design of the medical section combines functionality, comfort, and a conducive environment for informative medical presentations.

Concept and Style

The medical section of the program studio is meticulously designed to provide a professional and informative space for doctors to share information with viewers. The setup ensures functionality, comfort, and an environment conducive to medical discussions and presentations. The design concept emphasises clinical precision, accessibility of information, and a welcoming atmosphere that promotes learning and engagement.



Food Preparation

The food preparation section in the program studio is designed to be a dynamic and interactive space. Here, chefs can prepare meals while guests engage with the cooking process and taste the food. The design emphasises functionality, accessibility, and a welcoming atmosphere, making it an ideal setting for culinary demonstrations and tastings. It features a central island that serves as both the main preparation area and a tasting bar for guests.

Concept and Style

The food preparation area has top-of-the-line appliances, including ovens, stovetops, and refrigerators, catering to professional cooking requirements. There is ample counter space available for all stages of food preparation and presentation. Well-organised storage solutions keep utensils, cookware, and ingredients easily accessible. Bright, adjustable lighting ensures the area is perfectly lit for cooking and filming. Efficient ventilation systems manage heat and odours, while the overall design combines style and functionality to create a visually appealing and practical space.

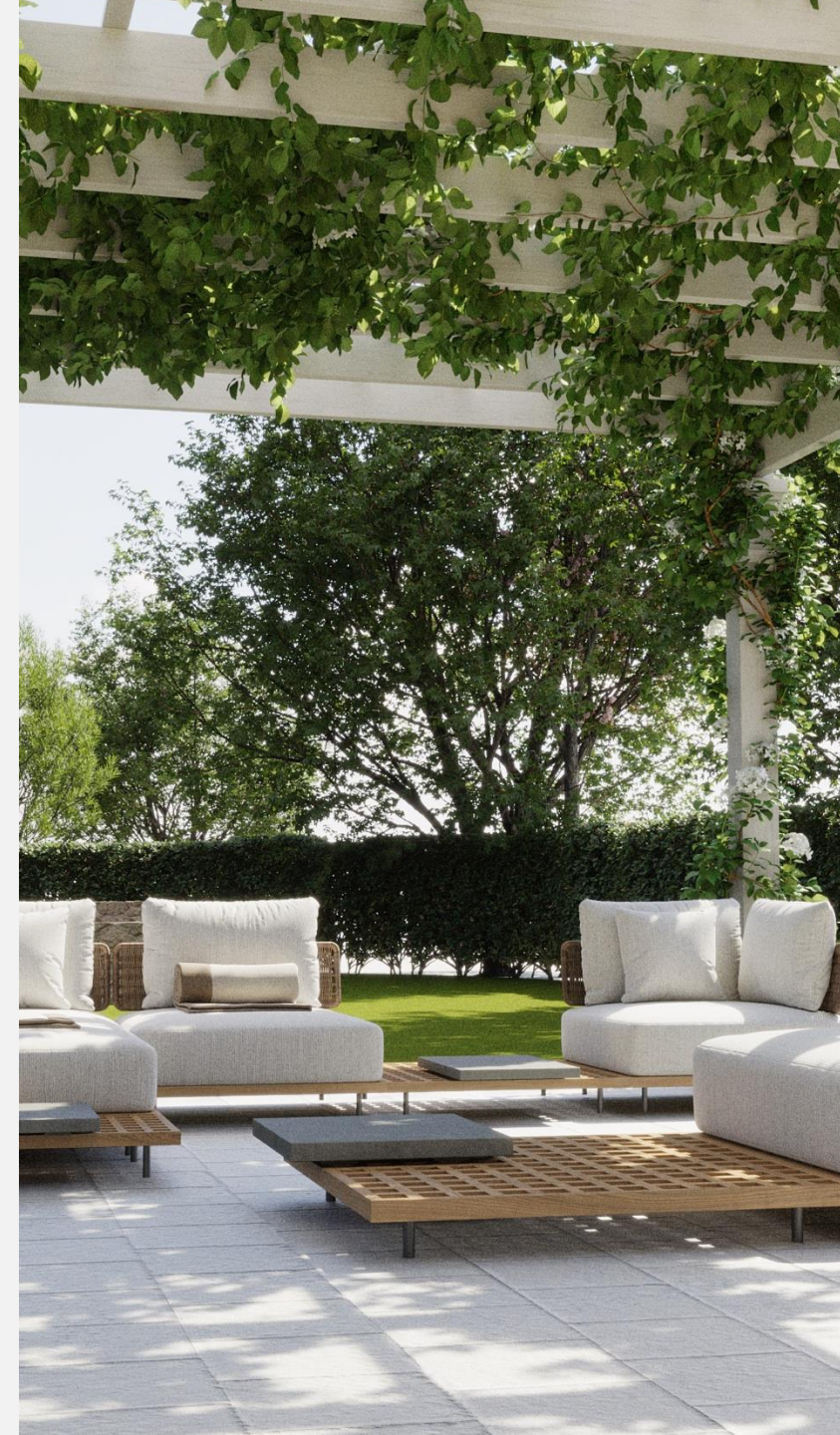


Outdoor garden

The outdoor garden provides a calm and simple retreat, emphasising natural elements and a minimalist design. It serves as a versatile and tranquil extension of the studio space.

Concept and Style

The outdoor garden is a serene and minimalist retreat. It features natural materials such as wood and stone to create a harmonious and organic feel. Simple, comfortable seating options like wooden benches and loungers blend seamlessly into the environment. A calm colour scheme of greens, browns, and neutrals enhances the natural atmosphere. Discrete, ambient lighting creates a peaceful ambience in the evening.

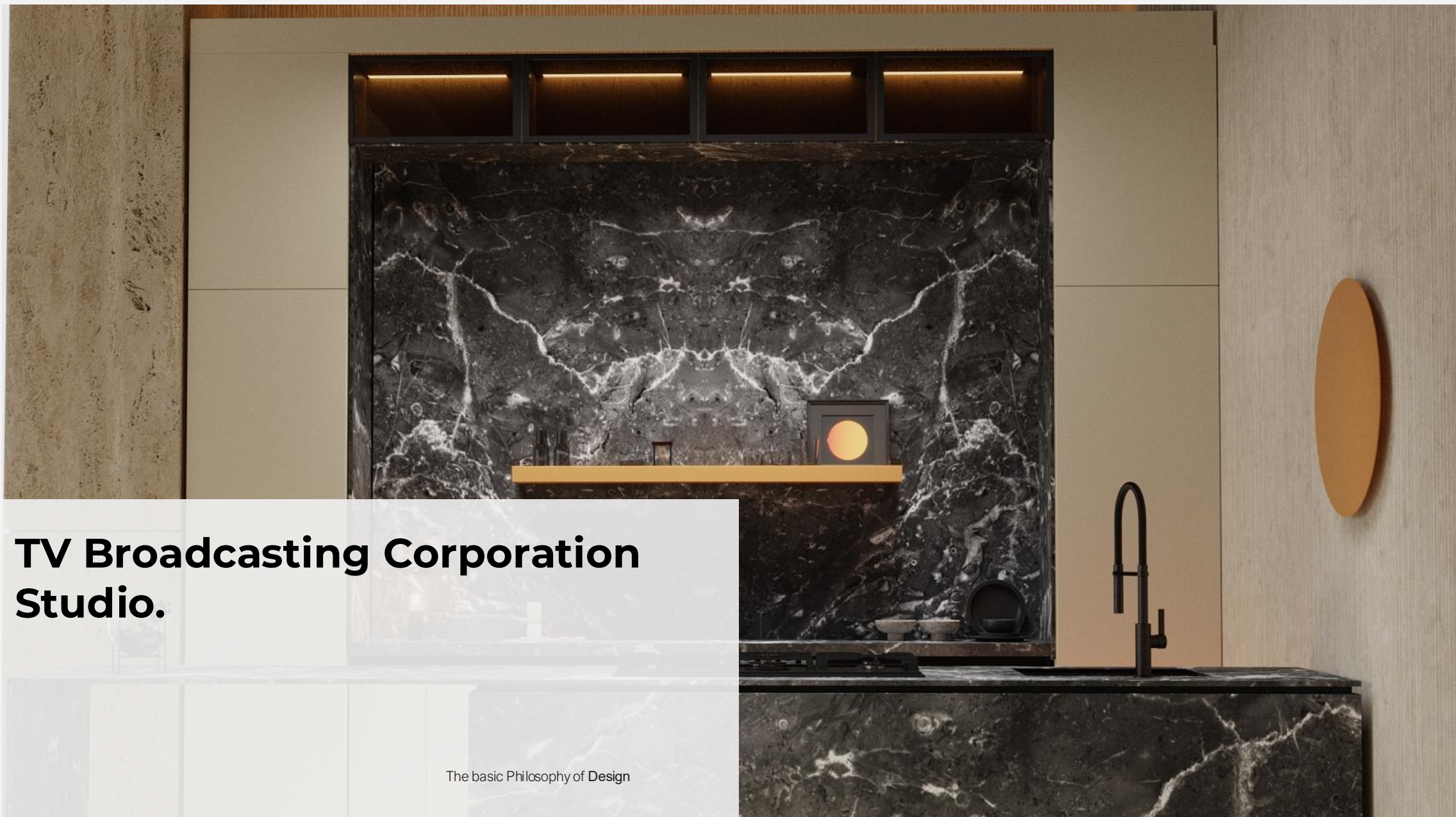




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THANK YOU