

Being You

Alka Dalmia

Project overview



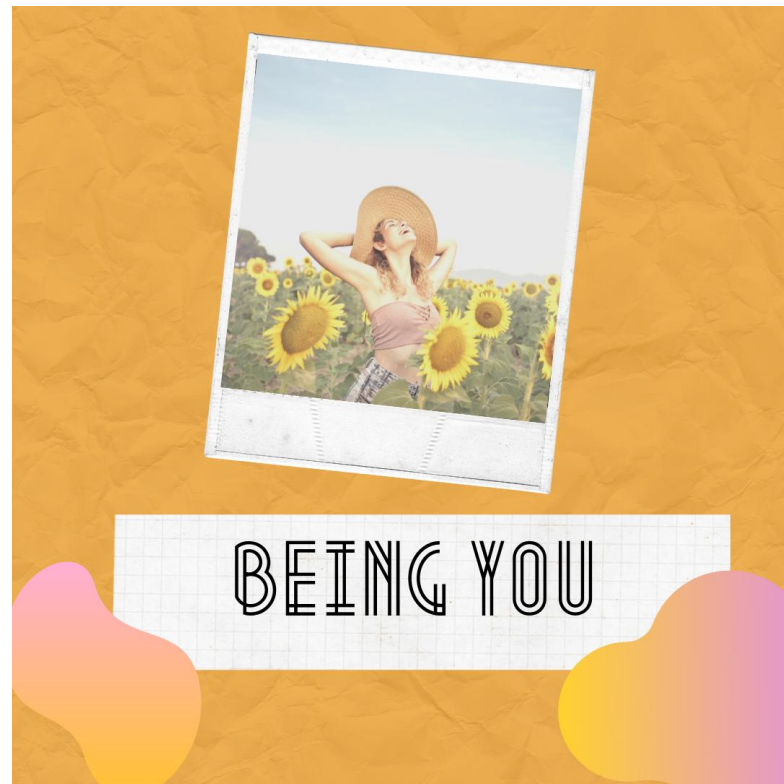
The product:

“Being You” is slated to be a physical studio where people can come and just spend some quality time with themselves reading, writing, meditating, painting or getting counselling.



Project duration:

October 2020 to March 2021



Project overview



The problem:

77% of people worldwide suffer from stress and anxiety as per a research study. Many a times this stems from an inability to express their deepest fear, insecurities and anxiety. Lack of quality ME time with themselves is another reason for the above.



The goal:

Curate a personal space where people can spend some calm and peaceful time with themselves - reading, writing, meditating, painting, getting healings done or just talking to our inhouse counsellor - simply “Being You”, to recharge and rejuvenate in the midst of a busy day, go back calmer and happier!

Project overview



My role:

Owner, Curator and UX Designer for Being You studio from conception to delivery.



Responsibilities:

Conceptualizing the whole concept, conducting interviews, taking feedback, doing up the interiors, curating all print and online marketing material and running the studio.

Intro Slides

“Being You” should reflect calmness and serenity in its fonts and colours to resonate with the theme, hence earthy and pastel shades have been used.



BEING YOU



TALK



VENT



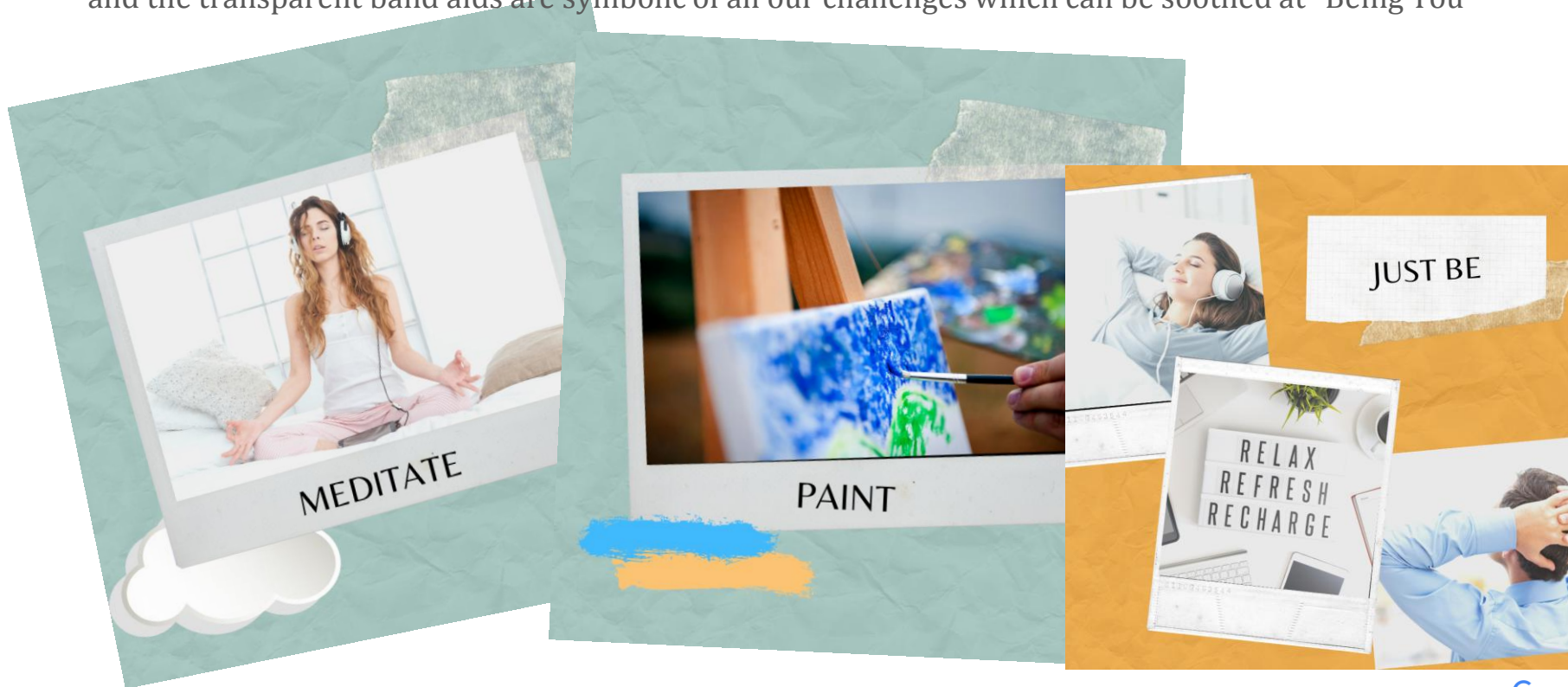
COUNSELLING



READ

Design Elements

Elements like clouds and paint strokes add some break from the photos. The wrinkled paper background and the transparent band aids are symbolic of all our challenges which can be soothed at “Being You”



Content Curation

Words have power ... “personal space” and “unwind” gently nudges the mind in a state of relaxment.



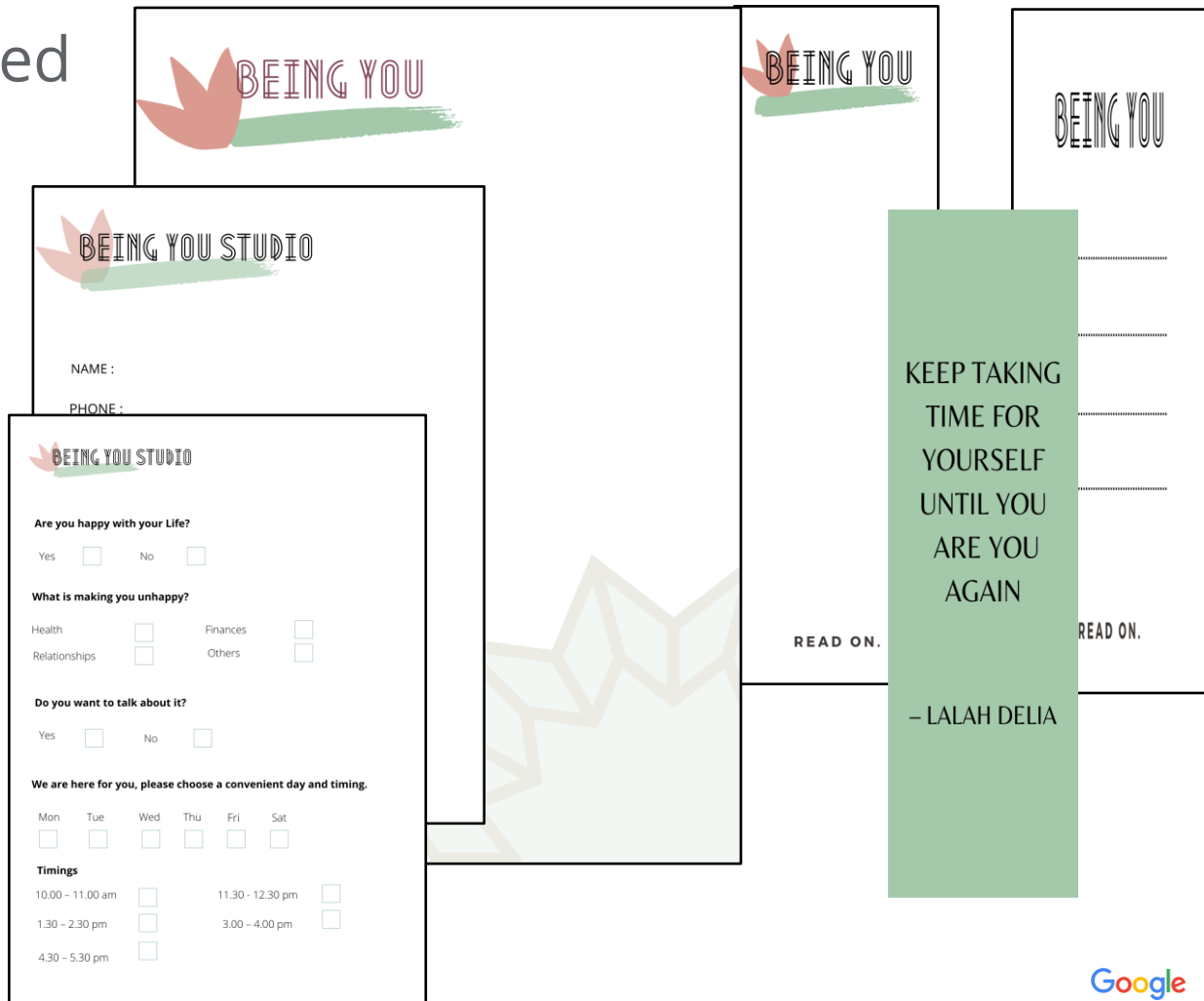
Being You personalized Stationery

Note pads to jot down any random thoughts while meditating.

Book marks with inspiring quotes for reading motivation.

Feedback form for suggestions

The “Being You” logo is inspired by the flowers which make most people happy with pink for love and green for freshness and progress!



Customized Coffee and Nibble Menu

How can there be peace, calmness and happiness without some caffeine kick and munchies!

Designed a mini menu of all things cookies, coffee and chocolatey. Well not there in this menu but to be served for a dose of joy!

BEING YOU

SIP AND DIP

CHOOSE YOUR PREFERENCES SO THAT YOU CAN "JUST BE" IN PEACE

MASALA CHAI☐

BLACK LEMON TEA☐

GREEN TEA☐

ICED TEA☐

HOT COFFEE☐

NIMBU PAANI☐

NORMAL☐

SUGARFREE☐



PREFER TO BE SERVED AT

START OF SESSION☐

MID SESSION☐

END OF SESSION☐


JUST BE!

My Bubble :

Google

Being You

- Social Media Creatives



*It's okay
to JUST BE*

Treat your mind and soul to
some 'CALM' ness!!



A GENTLE REMINDER:

Take a ME Break

Calm your mind and soothe
your soul !

Just Be



BEING YOU

Your Personal Space to..

- Read
- Meditate
- Paint
- Talk
- Vent
- Or Just Be with Yourself!

Take a Breather..

Book your 'ME' time

@ 9831102904 / 933464700



BEING YOU STUDIO

BOOK YOUR "ME" TIME

TEXT US YOUR PREFERRED TIME
@ 98311 02904



HOW LOVELY IS
THE SILENCE OF
GROWING THINGS.



OUR TIMINGS

10 am - 11am
11.30 am - 12.30 pm
1.30 pm - 2.30 pm
3.00 pm - 4.00 pm
4.30 pm - 5.30 pm

35/7 PADDAPUKUR ROAD

AMRAPALI, FLAT 2A

OFF BALLYGUNGE CIRCULAR ROAD

KOLKATA

BEING YOU



PAUSE
READ.
MEDITATE.
PAINT.
TALK.
VENT.
MOVE ON...

REPEAT

**SUPER EXCITED TO SEE YOU
TOMORROW !**

98311 02904 / 93346 47000

OUR TIMINGS

10 am - 11am
11.30 am - 12.20 pm
1.30 pm - 2.30 pm
3.00 pm - 4.00 pm
4.30 pm - 5.30 pm

35/7 Paddapukur Road
Amrapali, Flat 2A
Off Ballygunge Circular Road
Kolkata

98311 02904 / 93346 47000

Our Packages

Rs 450 per hour

Rs 600 per hour with Art

Rs 2400 for 6 sessions

Rs 3000 for 6 sessions with Art

Recommended for Best Experience

- To come with yourself only:)
- Family and friends can come in different sessions
- Talk and we will listen
- Keep your mobiles away
- Get your music/meditation if you have any, else we will guide
- Get your own book or choose from our library
- We provide the canvas and paints, use your imagination and take it home.
- Talk to our Certified Psychological Counsellor (book your session in advance)
- Give that quality time only to yourself!

BEING YOU STUDIO

Our Timings

We have one hour sessions. You can take more than one session.

10 am - 11am

11.30 am - 12.20 pm

1.30 pm - 2.30 pm

3.00 pm - 4.00 pm

4.30 pm - 5.30 pm

Let's connect!



Thank you so much for reviewing my work on Being You Studio.

If you want to check my portfolio or connect with me, my contact information is provided below.

Email: alkadalmia@gmail.com

Website: www.alkadalmia.com