

concrete is proud - oikoa massage boutique is open!



AMSTERDAM, Dec 2021

Oikoa, a new massage boutique in Zwolle (in the east of the Netherlands), has opened its doors. Concrete designed the interior, the graphic identity and the name

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.



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.

ABOUT CONCRETE

Next to Oikoa, projects include Moos, Zoku Amsterdam, Copenhagen & Vienna, W Osaka, London & Verbier, Hotel Norge Bergen, KLM crown lounge, Urby living US, citizenM hotels worldwide and we're currently working on an Urban development in Tromso, Hotel Lofoten, Luxury hotel chain in London, Manifattura Tabacchi Florence, Jeroen Pit Huis and more.

Since 1997 concrete develops concepts in architecture, interior design, urban development and brand development. We work with a team of 52 multidisciplinary creatives for corporations and institutions from the Amsterdam office.

for press images please contact

+31(0)20 5200200

sofie ruytenberg

press@concreteamsterdam.nl

www.concreteamsterdam.nl | press@concreteamsterdam.nl | #concreteamsterdam