

# Project Brief: The Deli Shop

## 1. The Project

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Create a compelling 3D visualization for an established deli business seeking to present itself as a refined deli and café concept within a luxury hotel setting.

The design should reimagine the business as a modern Italian delicatessen located in the ground-floor retail area of a high-end hotel in Napa, California. It should combine the familiar charm and welcoming character of a casual Italian deli with the warmth, elegance, and sophistication expected in a premium hospitality environment.

The final image should help the hotel owners clearly envision the deli as a natural and valuable part of the overall hotel experience, rather than as a separate casual retail shop.

## 2. Some Reference Files

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[Deli shop from a casual location](#)

[Basic Plans](#)

[Hotel Images](#)

## 2. Design Direction

### STYLE

Modern European Classic / Contemporary Neoclassical

**The space should feel**

- Warm and welcoming
- Premium but approachable
- Clean and functional
- Connected to Napa's food, wine, and hospitality culture
- Suitable for hotel guests, residents, and local visitors
- Keep one-third of the space for the kitchen, storeroom, and toilets/washroom.

## 4. Must Include

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Your render must show the following elements:

- Glass deli display counter
- Food display with cheese, meats, bakery items, sandwiches, or prepared food
- Menu board or service wall
- Order/payment counter
- Warm pendant or decorative lighting
- Small retail shelves for packaged goods
- Refined black-and-white floor pattern inspired by the existing deli
- Cream, stone, wood, brass, or dark bronze material accents

## 5. Key Reference

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Use the deli photos only as a business and functional reference. Do not copy it. Use the existing deli shop drawing to understand functionalities.

Use the Hotel Images as the design-quality reference. The new deli should feel upscale, polished, and aligned with the hotel atmosphere.