



From Property to Value

Design-led repositioning of a residential property

Budapest · Hungary
Residential property · 60 m²

A design study exploring how functional reorganisation, targeted renovation and interior design can transform an existing property into a more attractive, market-ready residential product.

Can targeted renovation unlock **measurable value**?

Untapped potential was transformed into a market-ready residential product through spatial reorganisation, targeted renovation and interior design.



41%

Renovation investment relative to acquisition price

~1 year

Acquisition → Renovation → Sale

29.9 %

Net ROI on total capital invested (acquisition + renovation)

A property with **untapped potential**

The property offered a solid foundation, but its functional and design potential had yet to be fully realised.



From existing floor plan to **market-ready** residential product

We developed the concept step by step — from analysing the existing property and spatial organisation through planning and design to lighting, materials, furnishings and implementation details.

Analyse

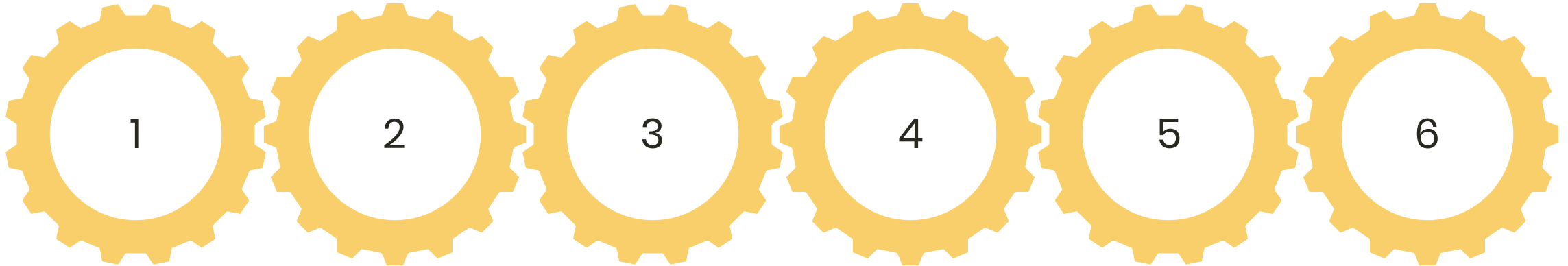
Understand the property,
condition & target market

Design

Interior concept, materials &
colour palette

Implement

Bring the concept to life



Rethink

Optimise spatial
organisation & functionality

Detail

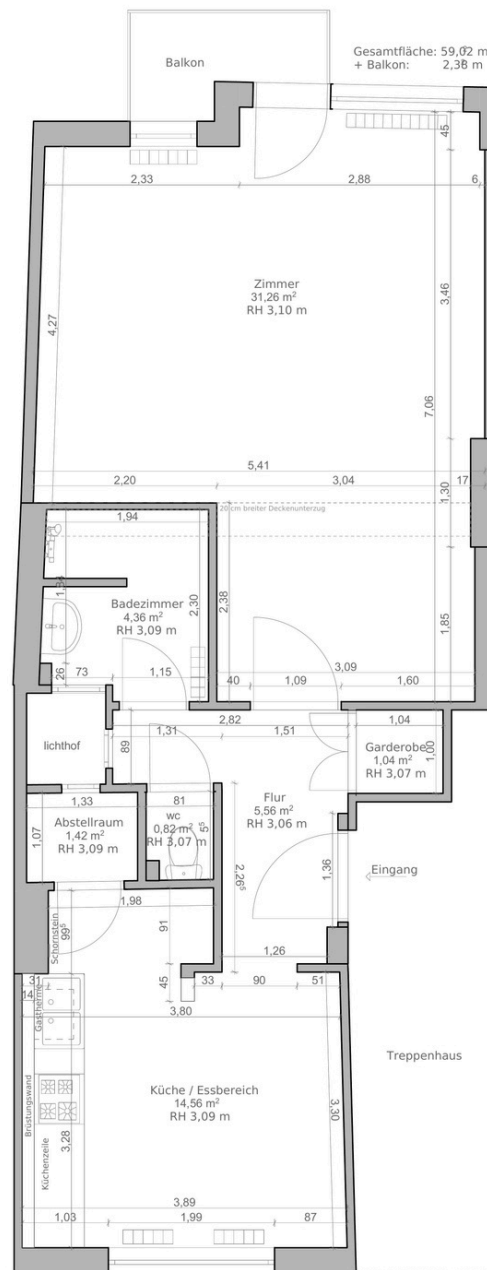
Lighting, tiles, furnishings &
built-ins

Reposition

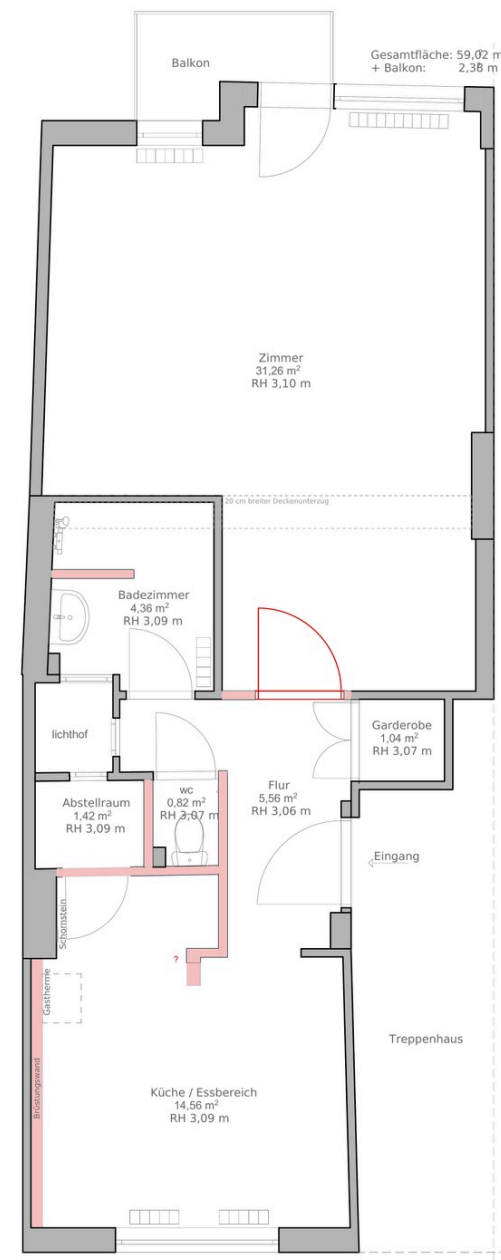
Create a compelling
product for the market

The layout was rethought and **functionally optimised**.

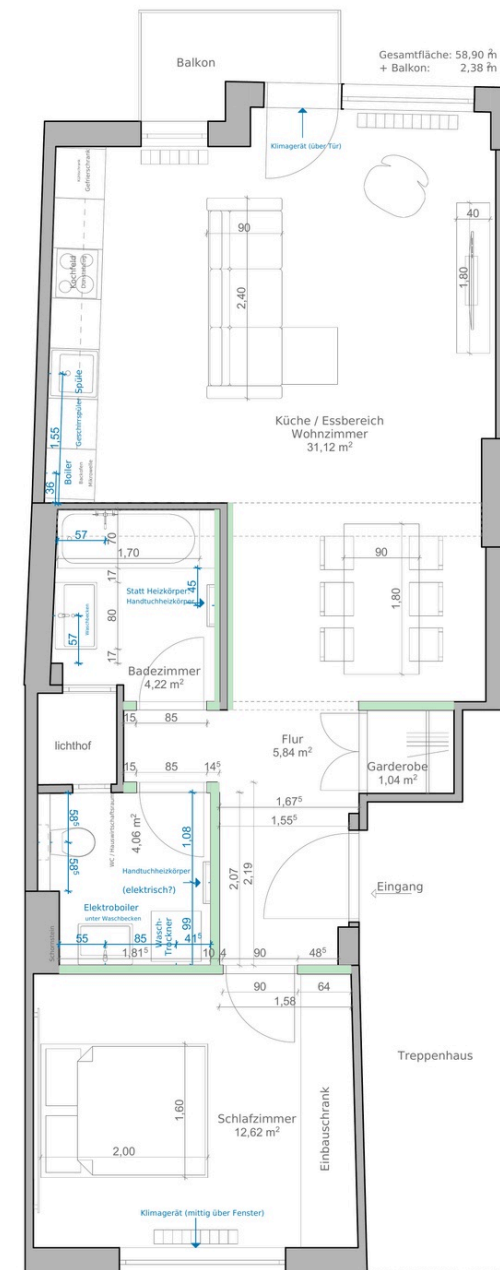
- 1 | **Expanded living area**
Original living area transformed into an open-plan living, dining & kitchen space
- 2 | **Bedroom relocated**
Kitchen area converted into a separate bedroom
- 3 | **Services adapted**
Water and electrical systems aligned with the new layout
- 4 | **Bathroom reconfigured**
WC and storage area combined into a functional bathroom with integrated laundry



Existing floor plan

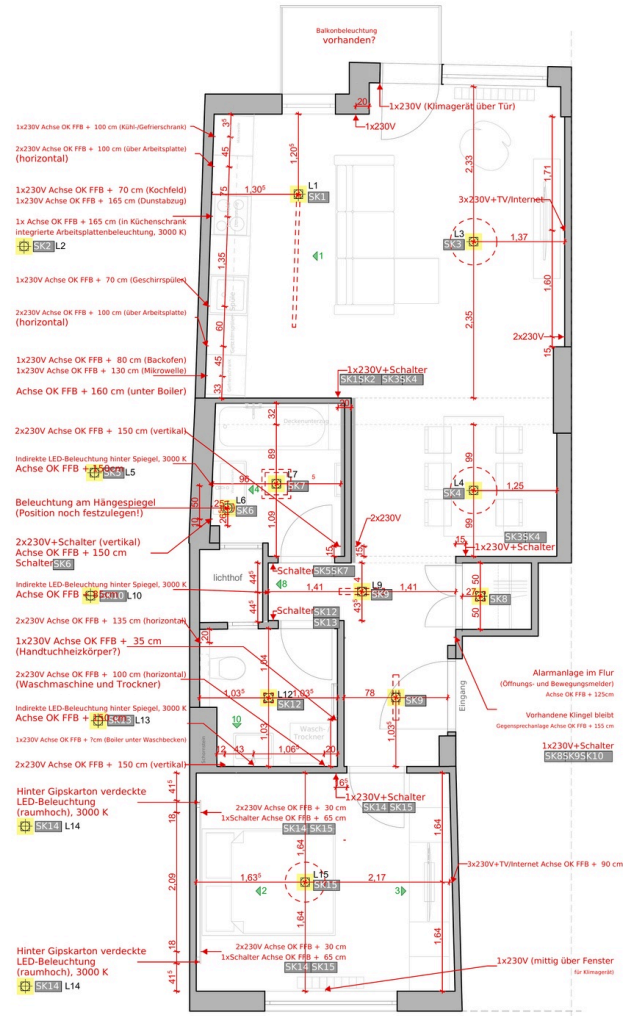


Demolition plan

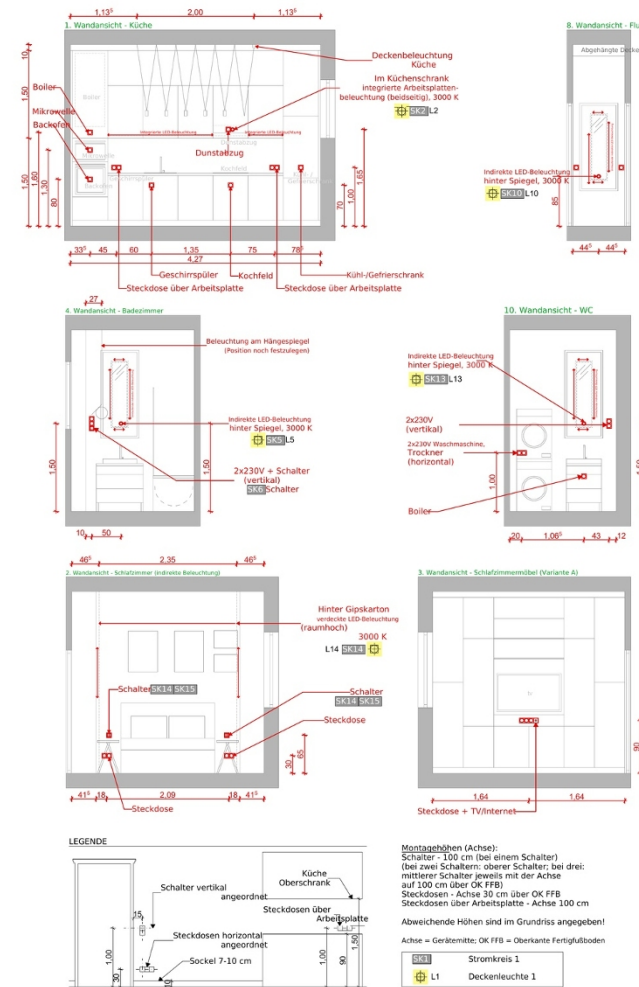


Proposed floor plan

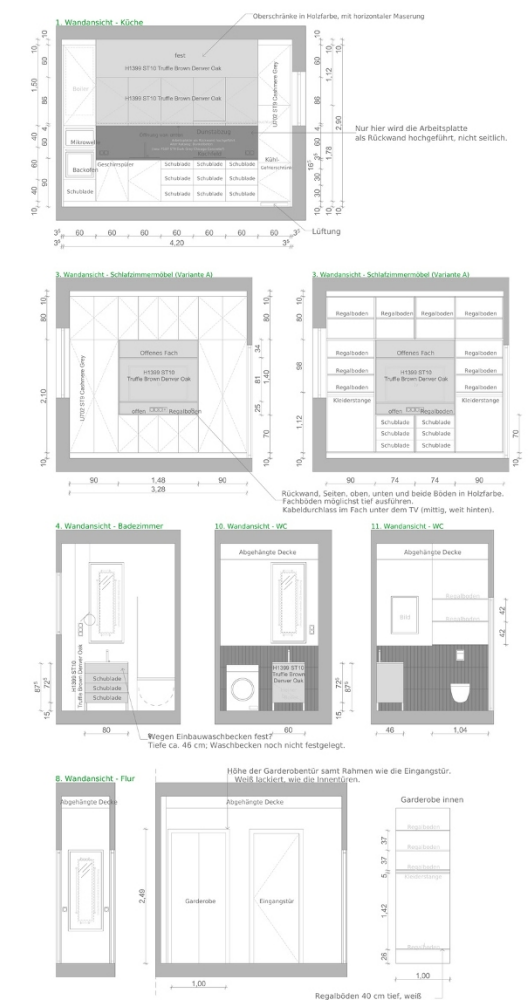
The design was developed down to **every detail**.



Lighting plan – floor plans



Lighting plan – elevations



Furniture planning – elevations

What we **designed**

- 1 | **Spatial organisation**
Spatial relationships & proportions
- 2 | **Materials & finishes**
Material & colour concept
- 3 | **Kitchen**
Design & functional integration
- 4 | **Bathrooms**
Tiles, finishes & fittings
- 5 | **Lighting**
Lighting design & fixture positioning
- 6 | **Furnishing**
Furniture & furnishing concept
- 7 | **Built-ins & storage**
Integrated, bespoke solutions



Moodboard



Tiling plan – floor plan

From existing condition to **repositioning**

The new spatial layout, targeted material and colour design, and coordinated furnishings create a clearly positioned, functional and contemporary residential product.



The original living area was transformed into an open-plan living, dining and kitchen space.

The **result** in detail



What the repositioning achieved

Through functional reorganisation, comprehensive renovation and a cohesive interior concept, the property was strategically repositioned for sale.

- **Greater functionality**
Rethought spatial layout and optimised spatial relationships
- **Clearer positioning**
A cohesive interior concept tailored to a defined target market
- **Market-ready residential product**
A contemporary, coherent residential product with a clear identity



A look at our work

Residential spaces with distinct characters – connected by a holistic interior approach.



Our **story** in numbers

10+

Years of experience

100+

Completed projects

5+

Countries

Let's shape the next project **together**

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