

# CONGREGATION

**PROJECT:** PROCESS  
**DECK N°:** 000

**[REVISION]**  
2025 EDITION

## CONGREGATION

CONGREGATION is a new creative studio designing immersive listening environments that help spaces connect through sound. Whether it's a hotel lounge, bar, cultural venue or retail flagship store, CONGREGATION delivers audio-first installations that elevate atmosphere, deepen brand identity, and bring people together.

It exists in response to a global shift, toward slowness, intentional design, and physical engagement. In a landscape dominated by screens and noise, CONGREGATION offers stillness, engagement, and presence.

CONGREGATION builds two types of listening spaces: Kissa - permanent rooms inspired by Japanese listening bars and Kadō - modular audio architecture for pop-ups, events, and residencies. Each format is fully adaptable & designed to fit seamlessly into commercial, cultural or hospitality environments.

What makes CONGREGATION different is its foundation in both high-end audio and design-led construction. The melding of BCS Studio and the FEEL FLOWS Collective brings together over 50 years of expertise in architecture, interiors, high-end audio, craftsmanship, and major construction—allowing CONGREGATION to deliver a fully integrated, turnkey service. From early-stage concept and permissions to large-scale build, fabrication, and final installation, the studio manages every stage in-house with precision and intent.

会衆

no.001  
COME  
ON  
UP TO  
THE  
HOUSE

no.002

## Kissa

Kissa is the beating heart of — CONGREGATION — a permanent, architecturally integrated listening space designed to bring intentionality back to sound.

Inspired by the Japanese jazz kissaten tradition and elevated through modern design thinking, each Kissa is a bespoke sensory environment built for deep listening, cultural engagement, and atmosphere-led brand expression.

Each Kissa becomes part of the fabric or landscape. It's cultural foundation is broad and cross-disciplinary—drawing from Japanese kissaten and listening bars, and shaped by today's renewed focus on vinyl and high-fidelity audio.

Kissa is not themed or nostalgic. It's a space where sound, atmosphere, and design come together to create shared, immersive experiences. It's built for deep musical engagement, set in carefully crafted environments that invite reflection, connection, and presence.

## 目的地



### The Arts & Culture:

As a semi-public listening room or artist platform, Kissa offers curators a unique spatial tool

- Permanent installations in museums or galleries
- Playback room for artist residencies, archives, or sonic works
- Satellite gallery for audio-based exhibitions
- Interface between public space and private sound

### Retail:

In retail, Kissa becomes both atmosphere and asset, a space to slow down, connect, and be immersed

- Sound bar for product launches or campaigns
- In-store DJ and ambient playback station
- Bespoke playlist as part of the brand's audio identity
- Soundtracked merchandising and "pause zones"
- Kissa deepens engagement, extends session time and supports narrative-driven retail.

### Hospitality:

Kissa becomes a signature feature within hotels, residencies, or resorts—anchoring the property's cultural identity

- Ambient listening lounge in lobbies or dining spaces
- Dedicated listening bars with curated menus and playlists
- Private listening suites for premium guests or systems integrated into existing suites
- Vinyl libraries as part of room service experience with bespoke audio
- Adding soul and cultural value to hotel identity, Kissa encourages dwell time and guest differentiation

### Bars & Lounges:

Kissa reshapes nightlife by offering a refined, immersive alternative to overstimulation

- Ambient bar experience: hi-fi cocktails meet deep listening
- Vinyl and analogue playback-focused sessions
- Residencies with curators, DJs, and musicians
- Morning-to-late flow: café by day, listening bar by night
- Targeting high-margin hospitality with cultural cachet that invites intimacy

### Private Commissions

For private clients or collectors, Kissa becomes an architectural artefact

- Home library, garden pavilion or meditative retreat
- Integrated scent, light, and sound design / commissioned playlists and scents
- Playback systems matched to environment and intent
- Providing one-of-a-kind audio installations with long-term value and cultural and architectural significance



K i s s a

# K a d ō

Kadō (可動) is the mobile, modular expression of CONGREGATION's core philosophy: intentional listening, transcendent sound, and spatial storytelling. Each unit is a moveable sound structure - built to elevate music into an artform, wherever it's placed.

It's a ritual space for audio, designed for today's cultural landscape. Kadō can act as a high-fidelity shrine, an audiophile DJ platform, or a roaming installation—always responding to the moment, the crowd, and the setting.

Each Kadō is a purpose-built monument to listening - public, private, or commercial.

可動

@CONGREGATION - [www.CONGREGATION.global](http://www.CONGREGATION.global)



no.004

inspiration

### **Cultural + Art Partnerships:**

Kadō serves as a portable listening gallery—ideal for museums, design festivals, public art programmes, and independent curators. It transforms sound into installation.

Sonic activations in sculpture gardens, city squares, or galleries

Sound artist creations, ambient soundtracks, experimental pieces et al.

### **Retail & Record Store Partnerships:**

Kadō can anchor brand pop-ups or travelling retail.

Audio-first space for listening parties, album debuts, artist residencies

Branded shell with integrated shelving or vinyl counters

Merchandising meets immersion—a retail concept that invites pause

Lightweight footprint, no long-term lease required

### **Brand Collaborations**

High-end brands across fashion, design, and horology can partner with CONGREGATION to co-develop custom Kadō experiences.

Bespoke builds tailored to visual identity, colour, and materials

Launch event soundtracks or spatial retail takeovers

Content creation platform: filmed DJ sets, branded listening sessions

### **Festival & Event Integrations**

Kadō is designed to excel in festival environments without sacrificing sonic integrity.

VIP areas: curated, high-fidelity safe havens

Backstage lounges: decompression zones with warm, analogue playback

Art stages: non-linear performances, ambient sets, or meditative listening

Custom cladding, flexible layouts, weatherproofed and transportable

### **Private Commissions**

For discerning clients seeking permanent Kadō installations:

Designed as green-space sanctuaries, lakefront DJ decks, or architectural follies

Tuned to the surrounding environment—no two alike

Optional integration with smart home systems, landscape design, or custom cabinetry

The perfect balance of brutalist form, luxury finish, and sonic purity



Kadō



# Design Philosophy

Just as no two conversations are alike, no two Kissa or Kado are the same. Each project is a new composition, experienced through a sensory layering. What does remains consistent is a philosophy that guides the process:

Listening is an act of focus.

Sound shapes the space.

Scent anchors experience.

Stillness makes room for meaning.

Every space has its own voice.

理念



inspiration

## 01 MEET

We begin by listening - this conversation lays the foundation for a physical and sensory brief that guides the design journey ahead.

## 02 CONCEPT

This is where ideas begin to form. We work collaboratively to explore mood, materiality, and identity. Creating spatial narratives, early soundscapes, and scent concepts to align with both emotional tone and functional goals.

## 03 SPACIAL & SENSORY COORDINATION

We choreograph movement, flow, and function, shaping the way the space will truly be experienced. Audio zones, lighting design, and scent layering are integrated into layout plans to ensure a cohesive sensory rhythm.

## 04 TECHNICAL DESIGN

Drawings, specification, schedules and samples are prepared for sign-off, translating concept into a buildable goal

## 05 FABRICATION & CONSTRUCTION

We realise the vision through precision and craft, working in close coordination with trusted makers and artisans. Every sensory detail - from materials to audio integrations - are carefully handled to preserve the integrity of the original intent.

## 06 HANDOVER

CONGREGATION provides a full turnkey service - each environment is finely calibrated to feel balanced, intentional, and true to its concept. Every Kadō or Kissa arrives fully realised, ready to host and resonate.

## 07 EXPERIENCE

The design is only the start. CONGREGATION isn't a one-off installation—it's a lasting cultural presence. We offer continued support through evolving sonic and scent curation, seasonal programming, and playlist management. Our PR and audience strategies help you find the right listeners—and keep them engaged long after launch.



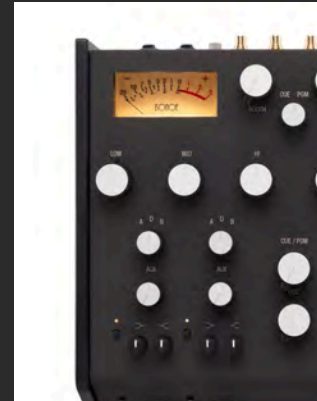
# Audio

no.009

At the core of every installation is a world-class audio system—curated and incorporated into the design by CONGREGATION. We work with legendary and boutique brands across the high-fidelity spectrum to specify turntables, amplification, speakers, and analogue equipment that complement the architecture and purpose of each project. Every system is installed and acoustically tuned with exacting detail, ensuring optimal sonic clarity, warmth, and immersion. From horn speakers and tube amplification to world class analogue playback systems, our curation is driven by one goal : to elevate listening into an emotional experience.



02



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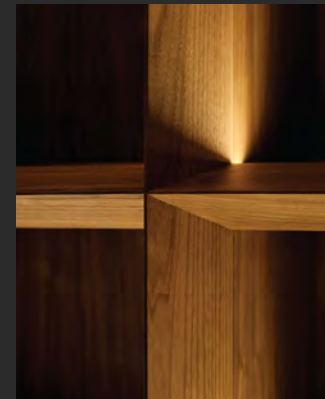
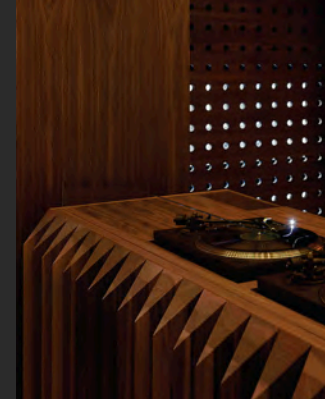
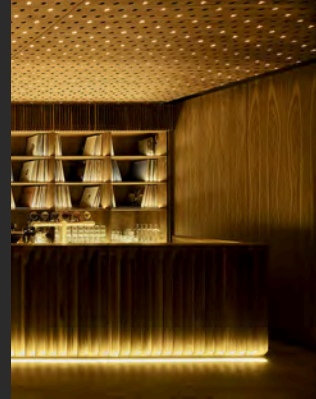


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auditory

# Interior

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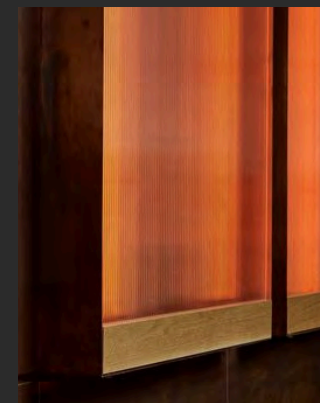
Every Kissa and Kadō is custom-built by CONGREGATION's network of designers, audio specialists, and artisan fabricators. Designed with intention and acoustic expertise. Our interiors are shaped as much by sound as by structure. Surfaces and volumes are composed with acoustic intent - absorbing, diffusing and tuning. Every surface, detail and shadow is considered. Materials are selected to invite touch, whether it be the rhythmic grain of an honest natural wood or the waxy imperfection of a living metal. Light becomes a sculptural material, casting rhythm and depth across timber slats, perforated panels, and woven ceilings. The warm glow of concealed lights, the quiet intimacy of scale, each element plays its part in creating an immersive spatial experience. Branding can be inlaid, engraved, or integrated with architectural subtlety. And cladding, finishes, and colour palettes can be drawn from the visual language of our partners to ensure each space feels both distinctive and deeply aligned.



01



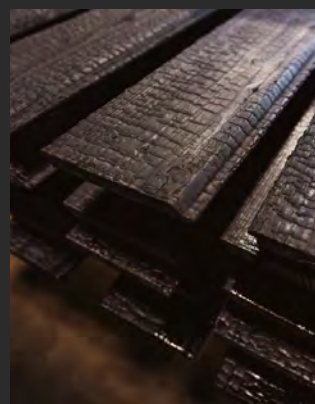
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# Scent

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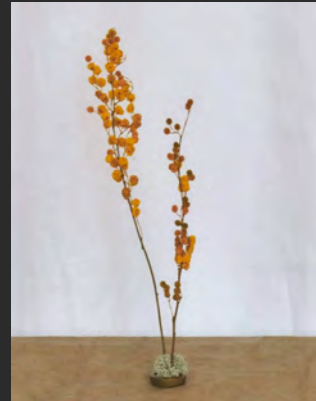
Each Kissa and Kadō includes a signature scent—crafted to deepen memory and evoke emotion. Developing the scent profile for an immersive space is a precise, collaborative process between designers, perfumers, and storytellers.

Every element - soundtrack, lighting, materials, spatial flow - is considered, with emotional cues translated into a custom fragrance. The scent can evolve with the space, shifting seasonally, responding to playlists, or transitioning subtly from day to night.

Scent becomes part of the atmosphere's rhythm - grounding the experience and completing the sensory world of Kissa.



02



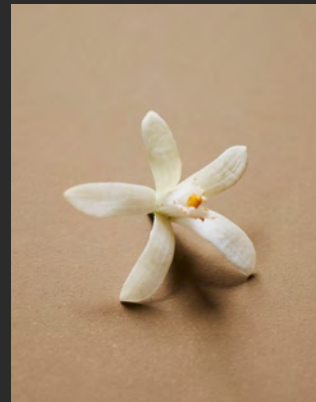
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08

olfactory

# Experiential Add-Ons

To add to the listening experience, Kadō offers an optional side module designed to host curated micro-service experiences. This layer not only enhances hospitality value but also provides cultural partners, artists, and guests with a tactile, grounded ritual to enhance the experience. Inviting guests to dwell longer, connect and engage with the space and setting. A paired offering can be designed to seamlessly integrate and complement sound, scent, narrative and interior.

## Coffee & Curated Hot Beverage Bar

Developed in collaboration with independent roasters or baristas.

## Natural Wine or Artisanal Cocktail Station

Featuring low-intervention wines or craft cocktails that align with Kadō's attention to detail and mood curation

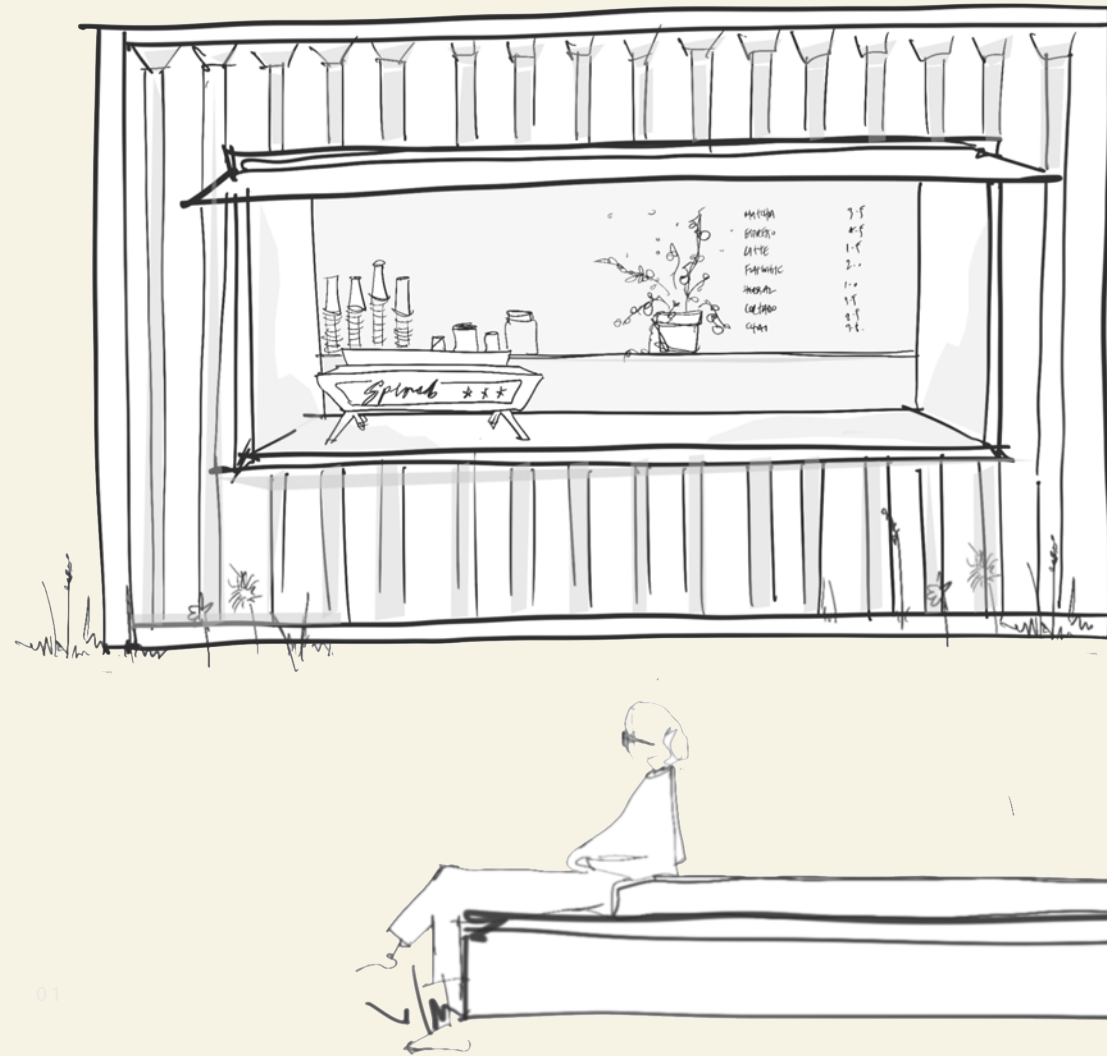
## Tasting programme

Transforms Kadō into a multifunctional venue: café by day, listening or lounge experience by night

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no.013



01

gustatory



# Kadō

Case study

no.014



Event integration

Located in a green corridor linking former  
docklands & factories

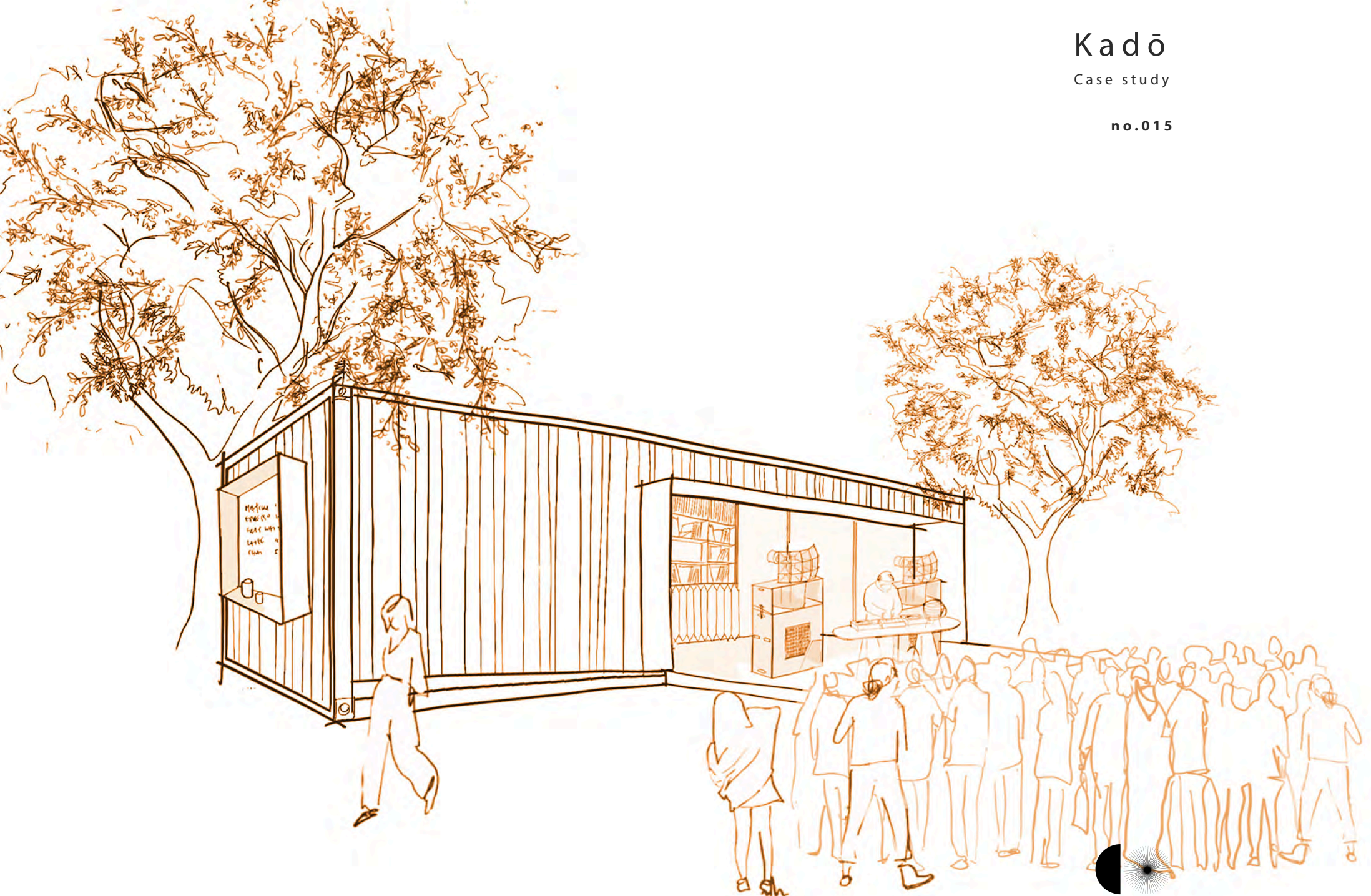




# Kadō

Case study

no.015



Piero





## SPEAKERS

OJAS x NNNN ON4

## MATERIALS

### Charred Timber (Shou Sugi Ban)

Texture: Deep-grain, matte black, crackled

Narrative: Scorched beams, factory fires

Use: Cladding, joinery elements

### Oxidised Steel

Texture: Weathered, rust-patina, dry surface

Narrative: Factory railings, rusted beams, resistance

Use: Bar, signage, detailing

### Pressed Cork Panels

Texture: Warm, dappled, soft-edged grain

Narrative: Raw, industrialised through process but organic

Use: Interior walls, acoustic panels

### Brushed Brass / Aged Bronze Accents

Texture: Dull sheen, with wear marks

Narrative: Industrial levers, old scissors, heritage fixtures

Use: Hardware, trim, lighting, inlays

### Pigmented Concrete (Charcoal / Umber Tones)

Texture: Smooth to board-marked, cool under hand

Narrative: Factory floors, poured forms, permanence

Use: Benches, planters

### Rippling Polycarbonate

Texture: Semi-translucent, softened diffusion

Narrative: Workshop windows, separation without isolation

Use: Screens, ambient lighting

## SCENT

### Top Notes

Charred Pine; Black Pepper; Bergamot

### Heart Notes

Smoked Leather; Cork Oak Bark; Cistus Labdanum

### Base Notes

Vetiver; Dark Amber; Charcoal Accord

## EXPERIENTIAL

## ADD-ONS

### Signature Coffee

Double espresso – rich, dark, base of roasted earthiness

Charcoal-infused milk – smooth texture, smoky note

Black cardamom syrup – for warmth and depth, smoke & spice

Vanilla bean salt dust (tiny pinch on top) – sweet, hints at the industrial

### Artisanal Cocktail

Profile, a smoky take on an Old Fashioned-style cocktail with warm, resinous undertones and an unexpected earthy freshness.

Smoked mezcal – Fire and charcoal

Amaro Montenegro – warm bittersweet herbal layer

Oloroso sherry – nutty, oxidised quality, echoing aged brass & steel

Cork oak & vetiver tincture (optional) – custom bitters for an earthy base

Orange oil + smoked sea salt rim (half-glass) – contrast of brightness and raw edge

# Kadō

Case study

no.016





Together Kadō (可動) as 'vessel' and Kissa (喫茶) as 'vehicle' creates a living architecture, a platform for sonic & spatial storytelling, atmospheric curation, and deep, memorable experiences to be made and shared collectively.