





It was in the context of the revitalization of Vieux St-Jean, Quebec, Canada that the renovation have take place for the dry cleaner [Les Ateliers Bédard](#) who has been resident since 1945. The concept created is revealed in the link between the service offered, translated into object language Architectural development in a coherent whole. The space offers a provocation by the design to create reactions and a bonus of the customer experience. A strategic 'redesign' to achieve a return on investment. Signed by a young design firm [Conception Play](#) with an unusual outcome following the many prizes won by various precursors of innovation creating in Quebec such as Le Cirque du Soleil, The Hôtel de Glace de Québec, CQRDA (Center Quebecois Research) and several others.

In practice, the creative process was based on analyzes and specifications drawn from the field of industrial design. The project is barely completed that the Head office observes the increase in production by the efficiency of the staff in the ergonomic space. An increase in staffing is necessary due to an increase in customer traffic that meets the targeted objectives during the development of the strategy at the start of the project. Not to mention the radical distinction of the immersive positive experience of the laboratory in front of its competition.

***'We look forward to our data and the result of our annual turnover to quantify as a percentage (%) this boost of profit that brought our collaboration with the team of creators. Thanks to this success, we are currently planning the renovations of a second branch for next spring. '***

***Luc Bedard - CEO at Les Ateliers Bédard inc.***

# The implication of Conception Play

Immersive experience creator, Play offer a conception service on three different scales: architectural space, custom furniture and graphic design. A cyclic creation process inspired by industrial design allows for comprehensive and distinctive results. Starting from a strategy based on established objectives, from ideation drawing, through production drawings to complete project coordination, we ensure that it is carried out to its very end.

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