

Folk'

Folk' is not just about providing shelter. it tells stories, passes things on, and welcomes.

CLIENT	This interior design project embodies a vision of design as a vehicle for emotion and culture, driven by an integrated approach and meticulous attention to detail. By weaving a strong connection between the name, the space, and the experience, Folk' offers a form of hospitality that is both rooted and contemporary, celebrating the knowledge of the past to enrich today's practices.
Gestin GLL Inc.	
TEAM	
Patriarche (Architecture, Interior Design, Signage)	
KEYPOINTS	
Rental housing.	
Space optimization.	
Culture and tradition.	
Graphic identity.	Located on Saint-Joseph Street in Québec City, Folk' is a short-term rental housing project that celebrates the richness of Wendat culture through a design thoughtfully crafted for user comfort and experience. Designed by Patriarche, Folk' stands out for its multidisciplinary approach, combining interior design, graphic identity, and signage within a comprehensive and coherent vision.

Typology	Construction cost	Status
Reconfiguration	N/A	Delivered in 2024
Area	Location	
246 m² (2653 pi²)	Quebec, Canada	





A sensitive narration between words, colors, and materials.

Folk draws its inspiration from the word folklore — folk (people) and lore (knowledge, tradition) — to offer an immersive experience where cultural heritage meets contemporary design. Its graphic identity, both accessible and symbolic, combines organic shapes — inspired by the circle, a symbol of connection and transmission — with natural palettes evoking the essence of nature. The result is a colorful and welcoming universe, where Indigenous knowledge is highlighted with sensitivity.

The project unfolds across four rental units spread over two levels, structured around two typologies inspired by the Wendat language :

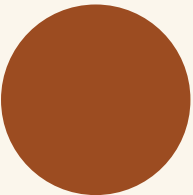
- *Arhon (to rest): terracotta tones evoke warmth and autumn evenings, creating a cocooning and enveloping atmosphere.*
- *Akenh (to rise from bed): soft green hues and budding forms evoke the freshness of morning and the spirit of renewal.*

These names, chosen for their resonance and symbolism, root the project in a respectful approach to Wendat culture while shaping the spatial narrative.

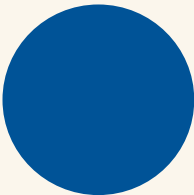
The graphic symbol derived from the logo, inspired by geometric patterns from Indigenous visual culture, is subtly echoed throughout the spaces — in signage, custom wallpaper, and decorative elements — ensuring a seamless continuity between visual identity and interior design.



#D2A339



#9C4C21



#005397



#43695B

Plans



Smart design in a compact space

The original building, formerly used as office space, has been completely reconfigured to accommodate the lodging units within a narrow volume. The main challenge: optimizing every square foot to offer bright, comfortable accommodations without compromising the quality of the experience.

The spatial layout was designed to maximize natural light: the bedrooms, positioned along the façade, are semi-open to allow daylight to flow into the heart of the unit. Privacy is preserved through perforated panels that define zones without fully enclosing them.

The living spaces are structured through chromatic transitions: textured surfaces, built-in furniture, and carefully placed color accents. These elements create a natural reading of the space while encouraging fluidity of use. To enrich the user experience, carefully selected materials enhance both visual and acoustic comfort: geometric-patterned rugs, integrated bed podiums, and a mix of

raw and soft textures — such as wool, weaving, and wall textiles — establish a warm and inviting atmosphere.

Set back from the openings, the entrance to each unit has been carefully designed to offer a bright and airy welcome. The living spaces, meanwhile, are conceived as inviting cells, punctuated by colorful accents that naturally guide the user from one function to another.



A collaboration rooted in Wendat culture

Folk' was born from a close dialogue with the client, a member of the Wendat Nation, driven by the desire to celebrate and share their roots in an urban context. The project strikes a subtle balance between cultural grounding and modernity, avoiding stereotypes to reveal a place that is both authentic, vibrant, and unique within the current landscape of the sector.



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