

Folk'

Folk' is not just about providing accommodation: it tells stories, shares knowledge, and welcomes.

CLIENT

Gestin GLL Inc.

TEAM

Groupe Patriarche:
Patriarche (Architecture, Interior Design, Signage)

KEYPOINTS

Short-term rental housing.
Space optimization.
Culture and tradition.
Graphic identity.

AWARDS/DISTINCTIONS

Grands Prix du Design, Silver Certification
Category : Hospitality, Restaurant & Bar / Accommodation,
Chalet & Cabin Rentals

This interior design project embodies a vision of design as a vehicle for emotion and culture, driven by an integrated approach and a keen 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 ways of living.

Located on Saint-Joseph Street in Québec City, Folk' is a short-term rental housing project that celebrates the richness of Wendat culture through thoughtful design focused on user comfort and experience. Designed by Patriarche, Folk' stands out for its multidisciplinary approach, combining interior design, graphic identity, and signage within a coherent and holistic vision.

Typology	Construction cost	Status
Renovation	N/A	Delivered in 2024
Area	Location	
246 m²	Quebec, Canada	





A delicate narrative woven through 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 that evoke the environment. 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 :

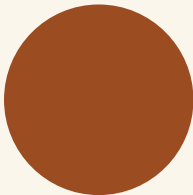
- *Arhon (to rest): terracotta tones evoking warmth and autumn evenings, creating a cocooning atmosphere.*
- *Akenh (to rise from bed): soft green hues and budding forms evoke the freshness of morning and the spirit of renewal.*

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

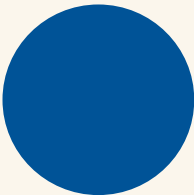
The graphic symbol from the logo, inspired by geometric patterns from Indigenous cultures, is subtly echoed throughout the spaces — signage, custom wallpaper, decorative elements — ensuring a seamless continuity between visual identity and interior design.



#D2A339



#9C4C21



#005397



#43695B

Plans



● Arhon Accommodation
One Bedroom

● Akenh Accommodation
Two Bedrooms



Smart design in a compact space.

The original building, formerly used as office space, was completely reconfigured to accommodate the housing units within a narrow volume. The main challenge: optimizing every square foot to offer bright and 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 light 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 finishes, built-in furniture, and accent

colors. These elements create a natural reading of the space while encouraging fluidity of use. To enrich the user experience, carefully selected materials enhance visual and acoustic comfort: geometric-patterned rugs, integrated bed podiums, and raw or soft textures (wool, weaving, 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 share and celebrate his 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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