

NORVILLE



Norville welcomes the cannabis connoisseur with an immersive luxury experience.

Inspired by France's famous *Hôtel de Lauzun*, the posh meeting place of early hash experimenters. The club included great minds such as Alexandre Dumas and Charles Baudelaire. Norville establishes a renaissance of this creative indulgence with a safe and secure semi-private club.

The name *Norville* is a pop culture reference derived from the cartoon classic *Scooby Doo*, as the real name of the character dubbed "Shaggy," often considered to be on cannabis.

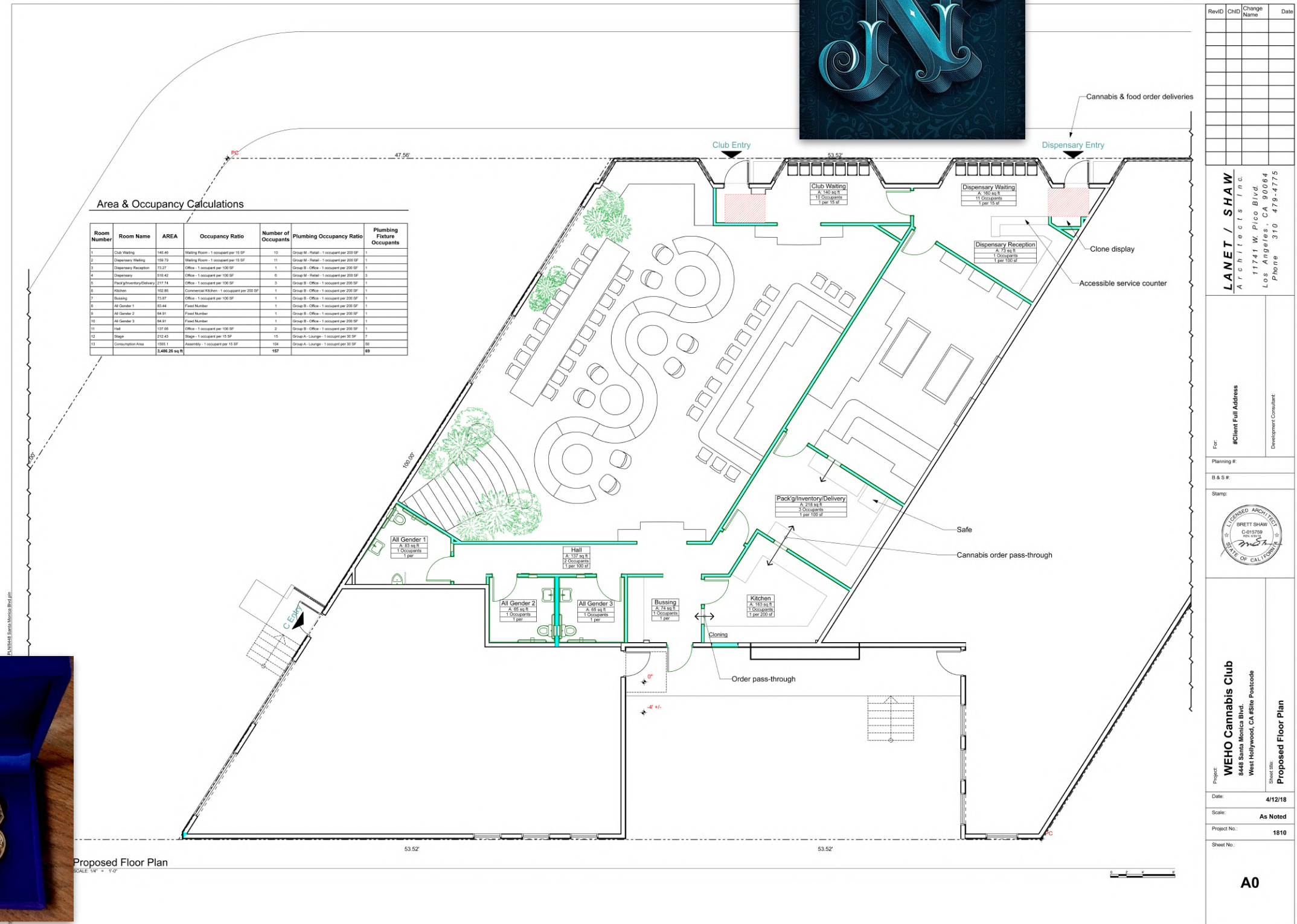
Welcome

Speakeasy-style subtle outdoor signage (see below) indicates the secure and well-lit entrances; recognizable yet mysteriously beckoning without detracting from the privacy and exclusivity of the lounge.



A prep kitchen offers delicious and healthy gourmet "munchies" and elevated bar bites.

Members are awarded badges for stylish easy access.





Upon entry, guests' eyes are immediately drawn to the manipulated masterpiece, our very own "Mona Weeda." She represents the dichotomy of classic beauty and quirk, and is the most bizarre sight to be seen at *Norville*.

Lounge

Stairway leads to entertainment area, with DJ booth and projection screen, filling the space with ambient sounds and relaxing landscapes to further enhance the vibe.

Community table is the perfect place to enjoy a latte while working.



Modular seating in the central lounge allows flexibility of either a social or more personal cannabis experience. Distinctive design seamlessly transitions from inspiring by day to moody and sophisticated at night.

Overall high-end aesthetic psychologically encourages a feeling of safety and relaxation. The elegance of the space invites only an upscale clientele.



Antique lockers allow members to pre-purchase product from dispensary and legally pick up to enjoy in the lounge after dispensary retail hours.



A glass back bar allows guests to view the aesthetically pleasing dispensary, visually connecting the two distinct spaces and encouraging further revenue.

The bar is staffed with “bud tenders,” the sommeliers of cannabis. Guests will receive in-depth information and guidance on type, experience, and various methods of consumption. Whether new and unsure of where to begin, or knowledgeable and looking to expand the horizons, bud tenders help ensure a positive experience.



The visual access to the lounge from the dispensary invites exploration.

Dispensary

Non-members who spend a designated amount in product are granted day passes to the lounge, incentivizing product sales. Day passes allow accessibility to the lounge for tourists and the simply curious while qualifying guests, maintaining the exclusive and upscale feel.



Dispensary patrons are welcomed with a chic apothecary style.

Bud tenders can assist in choosing among the displayed accoutrements for the specific type of cannabis purchased.

Membership

The semi-private club begins with 100 invited founding members. New members need three referrals from current member to apply. Members are responsible for prospective potentials who apply.

Members can request day passes for accompanying guests.

Tourists and day-trippers can also be granted access to lounge with a day pass.

This strategy is both accessible while enabling control of the club's reputation.





Philosophy

Luxury design encourages the upscale cannabis consumer.

Elegant aesthetic allows target clientele to safely enjoy product in a social setting on par with their tastes.

Visual connection between lounge and dispensary invites mutual exploration.

Healthy food and drink options provided allow members to linger.

Multipurpose and dynamic space accommodates groups and individuals, whether working and relaxing.

Controls qualify members and visitors to ensure a safe and quality experience for all, while maintaining a stellar reputation.