

Midea · Lebanon · Dbayeh showroom

# Showroom Design Proposal



**TWO  
PEAS**

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with **A-LINE**DESIGN

DESIGN PROPOSAL | OCTOBER 2026

# What we agreed on

1

A new design for Midea's showroom in Dbayeh.

2

Built on Midea's 2026 brand guideline.

3

A brand showroom: simple, uplifting, within reach.

4

Planned to the project budget.

Two Peas leads the whole project and brings in the best partner for each part. A-Line Design: retail fit-out specialists across the GCC since 2010.

# Eleven days, one journey

## 1 The brief

Midea's words, the site, the budget.

## 2 The brand guideline

Every page: colours, zones, hero products, tone.

## 3 The Lebanese market

Location, local market knowledge, customer behaviour, family lifestyle.

## 4 Midea showrooms worldwide

11 Midea and Toshiba stores in 9 countries.

## 5 Design with A-Line

Concept development, zoning, visitor journey, 3D.

## 6 Walkthrough with Midea

Presented and discussed on 26 October.

# Client experience

A showroom that feels like home: every product in its place, most of them operational, and a visitor who walks the whole store with ease.



## A story

The visitor walks through a home. The kitchen comes first, with a seating area facing it.

## A journey

One clear path from the entrance to the air-conditioning section; every category seen on the way. Details refined with Midea's team before final drawings.

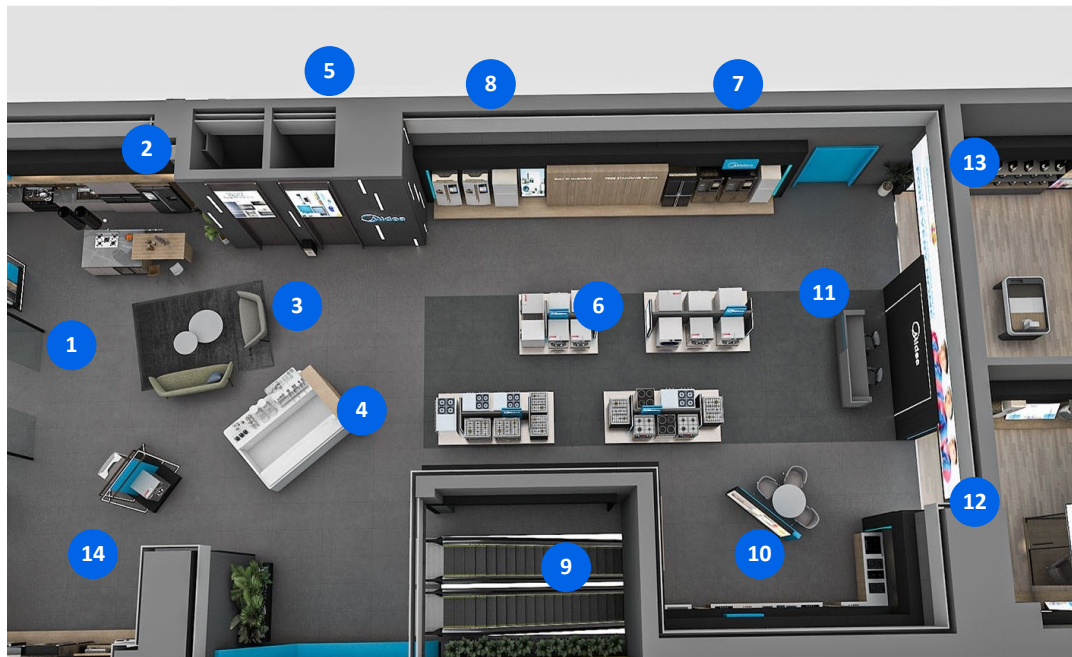
## An experience

Experience in every display: operational products, a place to sit, a coffee to try.

# What a visitor will feel

| The feeling         | How the design creates it                                                               |
|---------------------|-----------------------------------------------------------------------------------------|
| <b>At home</b>      | A simulated home setting: kitchen, seating area, laundry and cooking islands.           |
| <b>Clear</b>        | Zones by category, a planogram-ready layout, one path through the store.                |
| <b>Effortless</b>   | Operational kitchen, running air conditioners, coffee machines, a floor-care demo area. |
| <b>Drawn in</b>     | Three featured product displays at the entrance, changeable any time.                   |
| <b>Welcome</b>      | A seating area in front of the kitchen; a reception desk, no cashier.                   |
| <b>Within reach</b> | Premium, yet accessible: a showroom that speaks to real households.                     |

# The plan



- 1 Entrance, featured displays
- 2 Kitchen showcase
- 3 Seating area
- 4 Coffee station
- 5 Elevators
- 6 Island displays
- 7 Built-in wall bays
- 8 Refrigerator wall bays
- 9 Escalator display
- 10 Kitchen appliances corner
- 11 Counter reception
- 12 Air-conditioning section
- 13 Small appliances, floor care
- 14 Smart home wall

# Store entrance



- The logo centred on a clean grey storefront.
- Three featured product displays, changeable any time.
- The full showroom visible from the road.

# Kitchen, seating, coffee



- An operational kitchen at the entrance, built like a Lebanese home kitchen.
- A seating area faces it: a longer look, a feeling of home.
- A coffee station to experience the coffee machines; it can serve coffee too.

# Islands and wall bays



- Island displays for White Goods / Major Appliances, with end caps and lit graphic panels.
- Built-in kitchen and refrigerator wall bays: key features easy to compare.
- A kitchen-appliances corner with hobs and hoods, to show more options, and a consulting table.

# Counter reception and the AC section



- A counter reception with a branding space visible from the entrance, softened by greenery.
- The air-conditioning section: split, cassette, floor-standing and outdoor units in one clear planogram.
- An experience room where the units run: sit down and feel the air.

# Small appliances and floor care



- Small domestic appliances in compact wall bays; garment care and cleaning in one room.
- Robot and stick vacuums shown operating on wood, carpet and tiles.
- At the escalator, a Midea blue wall and printed fabric lightboxes.

## Dark above, light below



Charcoal



Dark grey



Midea blue



Light wood

- Dark grey above, lighter tones going down: the eye stays on the display.
- Every light fixture hangs from the existing ceiling; the structure stays as it is.
- New flooring laid over the existing floor: ready in less time, on budget.

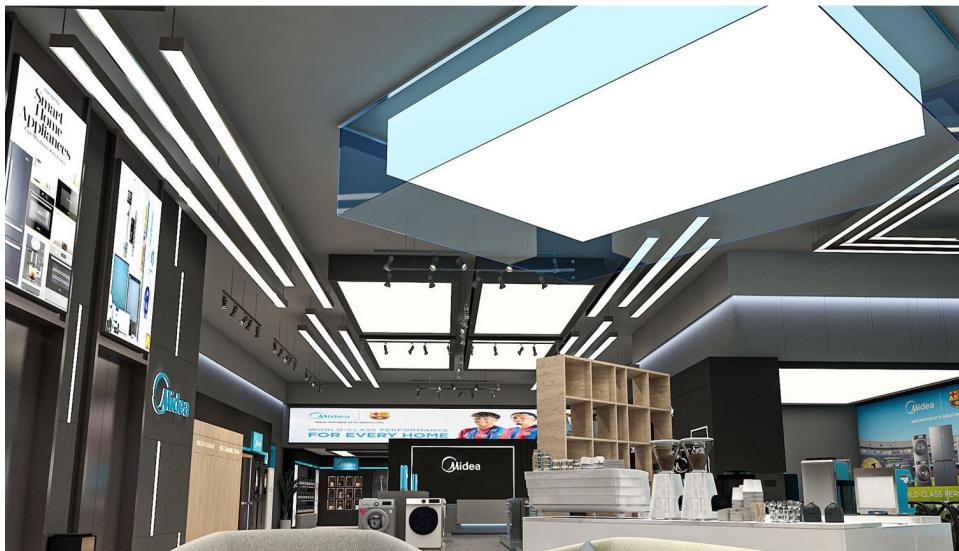


Ceiling today



Floor today

# Ready for Midea's plans



Categories and quantities set with Midea's plans and the Lebanon merchandising team.

Space moves between air conditioning, floor care and kitchen as the market needs.

One identity, consistent in every detail.

# From proposal to opening day

1 Feedback on this proposal

2 Commercial detailed proposal,  
within the overall project  
budget

3 Planogram meeting with the  
Lebanon merchandising team

4 Material boards and samples

5 Site measurement and detailed  
drawings

6 Production and installation in  
stages

- A detailed timeline is shared after approval.
- Once the project is confirmed, each step comes with its own detailed plan.

# Watch the design meeting

The recording of the design walkthrough with Midea, in five parts. Click a part to watch; the two files below download.

[1 · Who is A-Line Design · 8:38](#)

[2 · Midea showroom presentation · 7:59](#)

[3 · First comments from Midea · 1:40](#)

[4 · Why we built it this way \(Two Peas\) · 4:55](#)

[5 · Flexibility and next ideas \(A-Line\) · 4:55](#)

[Watch the full recording · 27 min](#)

[↓ Proposal PDF · 16 pages](#)

[↓ Renders PDF · 32 full-screen 3D pictures](#)



# Thank you

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