How to choose a venue:
A guide to understanding venue design
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This venue design guide will help you choose the perfect venue for your event. San Francisco-based interior designer Noz Nozawa shares information on the major venue design styles and the impact they will have on your guests.

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Interior design expert
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Industrial Warehouse, Loft, and Studio
Industrial Warehouse, Loft, and Studio

What it is:
It used to be that industrial was not a style. Instead, it was an industry standard for manufacturers and people working in crafts, trades and labor. But as these nuts-and-bolts factory locations have transitioned to multi-purpose spaces, they have become beloved for their paired down architecture and lack of pretension. These spaces are the most versatile and can be approached like a blank canvas. Industrial style spaces often have walls exposed with skeletal infrastructure on display, leaving little to the imagination – which can be all the fun. In fact, flexible, open floor plans are great for production and big events where guests want to bring their own ideas to life.
Functional features:
While the open, versatile floor plan of industrial style spaces is usually the main appeal for guests, other features also offer functional benefits. The concrete floor, for example, is not only functional and easy to clean, but can be layered with custom flooring (rugs or hardwood) for extra personalization. The exposed, high ceilings allow for guests to think “top-down” when it comes to their displays and lighting, and not just rely on fixtures and decor that must be built from the bottom up. Instead, guests can hang art, design, decor or additional lighting from provide a unique feel while maximizing square footage – especially in smaller spaces.

Impact on guests:
Although industrial warehouse locations can incorporate a myriad of organic materials, from warm brick to rustic reclaimed wood, at the end of the day it’s all about guests feeling comfortable from the start. However, the utilization of industrial, metal elements helps create a simple, uncluttered environment. The result is that the space never feels too upscale without losing polish or sophistication. Guests will feel at ease and inspired.

You should book it if:
You want a clean, modern space for production, or a highly customizable space for anything else. For many people throwing company events, corporate retreats, weddings, private parties, there is a movement towards making every aspect personal and unique. People are seeking to move beyond the traditional wedding or cookie-cutter office party. For those people who really want the space to customize their event experience, the industrial warehouse is ideal.

“The kinds of venues most conducive toward personalized, reflective-of-self events are industrial warehouses.”
Best for:
Pop-up dinners, corporate events, and film location.

Take-away:
These aren’t spaces one has to take their shoes off and tiptoe around. Their open floor plans encourages conversation and collaboration, making them great environments to bring people together. Check out the curated collections page here for some of our favorite industrial warehouse design venues.
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Mid-Century Modern Inspired
Mid-Century Modern Inspired

What it is:
Private homes and studios continue to capture the mid-century modern trend, demonstrating the enduring popularity of this style. The truth is that with its timeless quality and ability to endure through generations, mid-century modern style can hardly be called a “trend.” Still, it continues to be one of the most popular space designs and furnishing choices on our marketplace. And for good reason: mid-century modern has been beloved for its ergonomic, functional and comfortable design since it rose to popularity in the 1940’s. Its uncomplicated aesthetic questions traditional boundaries between public and private space, as well as interior and exterior to offer a calm, pared-down approach to design.
Why it works:
While the original mid-century modern concepts were created to address low-cost, high-efficiency construction in the post World War II era, the result of that approach had positive benefits on other aspects of construction. These ergonomic ideals paved the way for inclusion of natural materials, minimalistic furnishings and a seamless flow from indoor to outdoor areas with large windows and patio space. Guests in these spaces feel comfortable convening and mingling, but will never feel disjointed from the group – even if they wander off alone.

“Guests in these spaces feel comfortable convening and mingling, but will never feel disjointed from the group.”

You should book it if:
You are after a flexible, functional floor plan with comfortable furniture set up to encourage polished ideas and foster sophisticated conversation.

The clean lines and understated elegance of mid-century modern spaces follow the “keep it simple” aesthetic. Your guests will appreciate that this design creates progression between transparency and privacy, which naturally encourages people to collaborate. The incorporation of both indoor and outdoor space makes it great for events and offsites by providing natural light and inspiring views.

Functional features:
Ergonomic, small furniture is aesthetically pleasing and approachable. Mid-century modern furnishings can be described as “smart comfort” since they never sacrifice visual appeal. The architecture provides sight lines and rooms without surprises (unless you find a secret Mad Man-esque bar tucked away behind a wall) for minimal distractions and ultimate comfort.
Impact on guests:
The combination of an indoor and outdoor experience will have coworkers and offsite managers feeling completely inspired. Corporate guests and party goers alike will find there is something transformative about being surrounded by nature. Regardless of if guests are brainstorming or mingling, having a wall of windows looking out onto nature can elevate the experience for something distinctly unique.

Best for:
Retreats, cocktail parties, and photo shoots.

Take-away:
The best thing about minimalist mid-century modern is there aren’t a lot of rules. These spaces provide structure and style – but the rest is up to you and your guests to create. Check out the curated collections page here for some of our favorite mid-century modern inspired design venues.
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Eclectic
Eclectic

What it is:
This anything-goes design style doesn’t take itself too seriously. Whether it is a quirky A-frame home with bohemian decor, an urban art gallery with sophisticated sculptures, or a chic and cozy loft with skyline views, eclectic style merges design elements from other categories for looks unlike any other.

What it’s not:
We added a special section here for what eclectic most certainly is not — messy! Eclectic spaces are, in fact, some of the most curated of all. What looks random and effortless is actually carefully composed, which is why they can be so pleasing and comfortable.

Why it works:
These spaces feel very personal and whimsical. Often called “boho-chic” or “shabby-chic,” eclectic spaces incorporate the best of other styles to provide intimacy and inspiration. With rustic touches that are also functional like chalkboard walls and real fireplaces, these spaces are ideal for intimate gatherings, corporate retreats, and team offsites.
You should book it if:
These locations are often cozy and warm. They come in just about any shape, size or use-type you can think of: studios, lofts, cafes, galleries, and homes. The only requirement is they feel perfect for anyone who wants guests to show up and instantly feel welcomed and inspired. While bohemian decor like floor pillows, lounge chairs and Persian rugs might not be what you are looking for at first glance, consider your goals for the event. If you are seeking to level the playing field and create a creative, comfortable atmosphere, there’s no better place. Your guests will love these low-maintenance spaces where they are encouraged to be open-minded and versatile.

“Since the space implies that conventional rules need not apply in this space, it encourages relaxed conversation and fosters inspiration.”

Functional features:
The bohemian feel is dictated by how one flows through the space, furniture and movement and not necessarily tied to a specific architecture. Eclectic spaces provide the freedom to bend rules – you might find layered textures, mismatched chairs, and handmade decor. These elements help personalize the space. The way each space is uniquely outfitted can help influence how guests interact.

Impact on guests:
By taking away the formality of expected design or furniture you take away the formality of how people interact with the space. When you change the way people interact with the space, you actually impact the way they interact with one another. The fact that you can encourage people to interact with one another in a casual, intimate way is a defining factor of eclectic spaces. There is an element of discovery here, since you never know what might be in the next room. From a team building standpoint, eclectic style is a great equalizer. When you take away the formality of expectations, you unleash creativity.
Best for: Meetings, intimate gatherings, and workshops.

Take-away: People love eclectic spaces because they don’t just embrace imperfection – they celebrate them. Check out the curated collections page here for some of our favorite eclectic design venues.
Rustic:

Farmhouse, Vineyard, and Cottage
Rustic: Farmhouse, Vineyard, and Cottage

What it is:
These spaces are comprised of rustic locations such as farmhouses, vineyards, cottages, or cozy urban spaces with cottage-style elements. They often have French-country inspired decor that has a well-loved and worn appearance. Everything about rustic style is unpretentious and unassuming. It emphasizes organic shapes, natural materials, handcrafted elements, and doesn’t believe in trying to impress. This gives the space an atmosphere that is forgiving, warm and friendly.

Why it works:
Rustic interiors feel both curated and relaxed. They encourage the idea that what’s old is new and that quality materials have a timeless quality. Rough-hewn and exposed beams are often featured in rustic spaces and give space built-in charm and warmth. You can expect to see a combination of vintage and reappropriated furnishings, such as a vintage trunk used as a coffee table. Rustic style is a celebration of things people might not see as new or worthwhile since it emphasizes giving old things value.
“Rustic farmhouses, wineries or lavish estates transport guests from urban hustle and bustle.”

You should book it if:
You are looking for something classic and comfortable. The result of everything looking worn, lived in and old, is that nothing looks too precious to touch. This instantly takes away the formality of entering a new space and allows everyone to feel at home. If you would like to host a special event, have a sophisticated wedding, hold a corporate retreat or throw a private dinner party, yet still want an intimate experience, rustic style is the way to go.

Functional features:
Instead of utilizing mass-produced furniture which can feel stale and sleek, rustic furnishings are strong and comfortable – often crafted out of textured textiles or leather. Expect plenty of reclaimed wood, hammered brass, tarnished metal and brushed nickel.

Impact on guests:
Unique materials and objects being assembled is a cohesive blend that provides harmony and inspiration for guests. Furnishings such as mismatched chairs and reclaimed wood tables encourages people to relax. It and creates a vibe for guests that allows them to show up, have fun and leave their worries behind.
Best for:
Wedding receptions, retreats, and photo shoots.

Take-away:
Rustic is not casual. In fact, it can set the stage for a highly elevated experience that is more about being comfortable and feeling welcomed in the environment than playing dress up. Check out the curated collections page here for some of our favorite rustic design venues.
To view the listings featured in this guide as well as hundreds of other stylish locations visit www.Peerspace.com. Access a collection of unique, undiscovered locations for your next activity.