



THE TOWER

Amy Alonso 12 04 2014

LUXURY HOSTEL PROJECT

Graduate Design I | IND 6255

Marcia Lopes De Mello

Pre-Design



ISI
SCHRAGER HOTELS
Ian Schrager

Old & New
Charm
Intimate



GENERATOR
Generator Hostels

Contemporary World Traveler
Eclectic
Social



Miami Dade College

Cultural Preservation
Diversity
Forward-Thinking

Clients

Patron
One



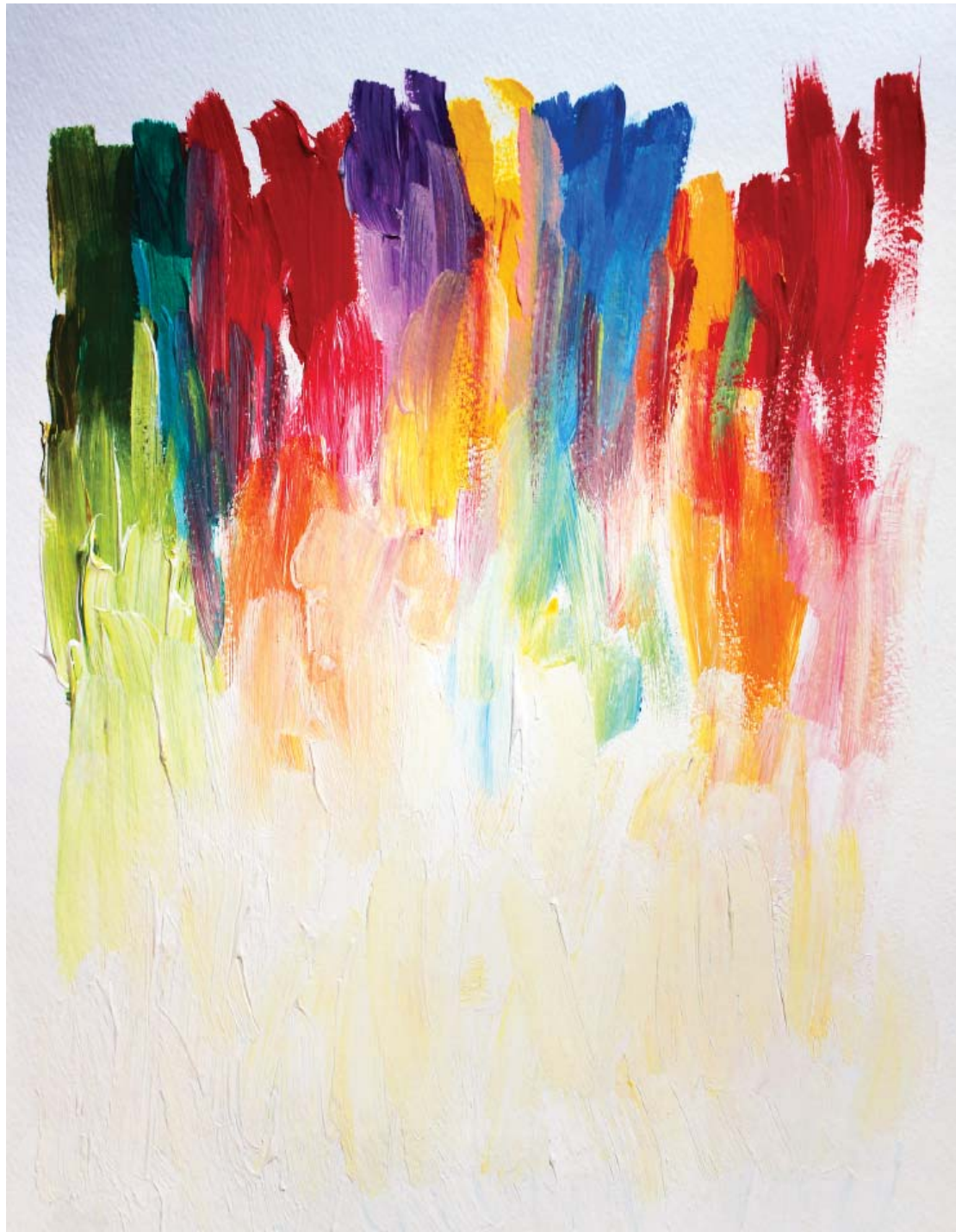
Patron
Two



Patron
Three



Patrons



Parti

Concept

Paintings that endure lead us into their frame, and draw us out to far larger places. They stay with us after we leave the gallery.

Seemingly unfinished painting styles which capture the transient effects of sunlight on color, filtered through an artistic eye, guide the design of the space. The characteristics of a soft, blank canvas serve as the foundation of a masterpiece, preparing for the introduction of color. The lounge and guestrooms reflect this yielding, anticipative mood.

As color is introduced, it is truly showcased.

Color vibrations, created by the broken brush strokes of mixed pigments found in these paintings, guide the rhythm and artistry integrated with the coffee bar - reminiscent of a painting style, where freely brushed colors replace details and contours.

The character of lobby and retail space seems reinforced by the alluring effect that provokes a longing for the viewer; a longing to be transported into the world of the image.

This design experience allows the guest to transcend reality, capturing fleeting moments of artistic perception.



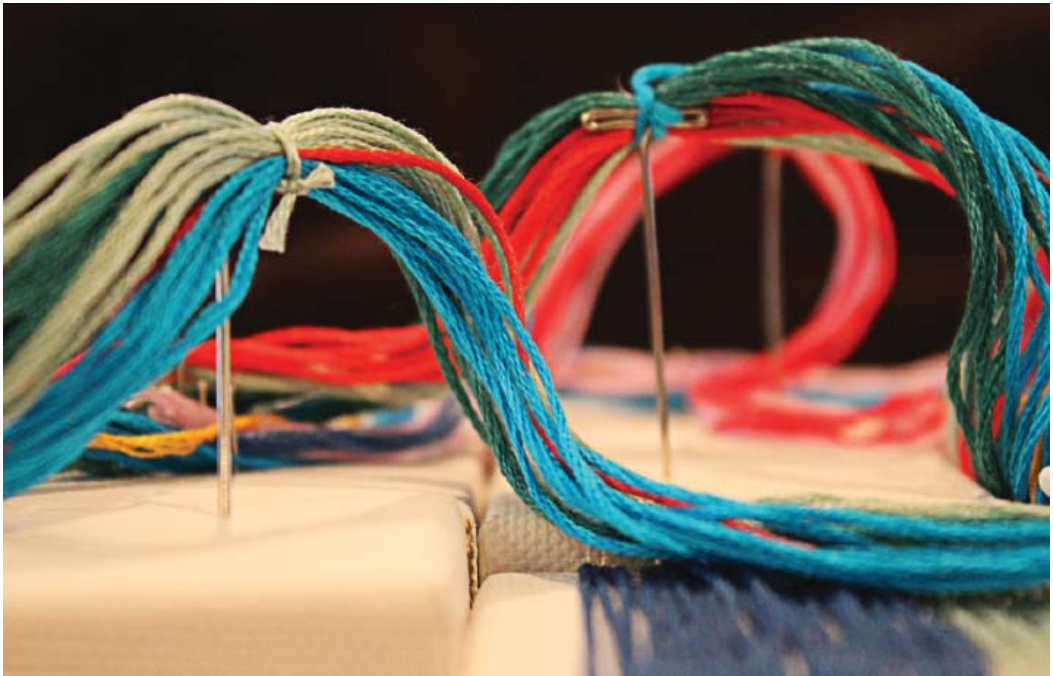
PARTI Image



Model Sketch



Model Top View



Model Detail

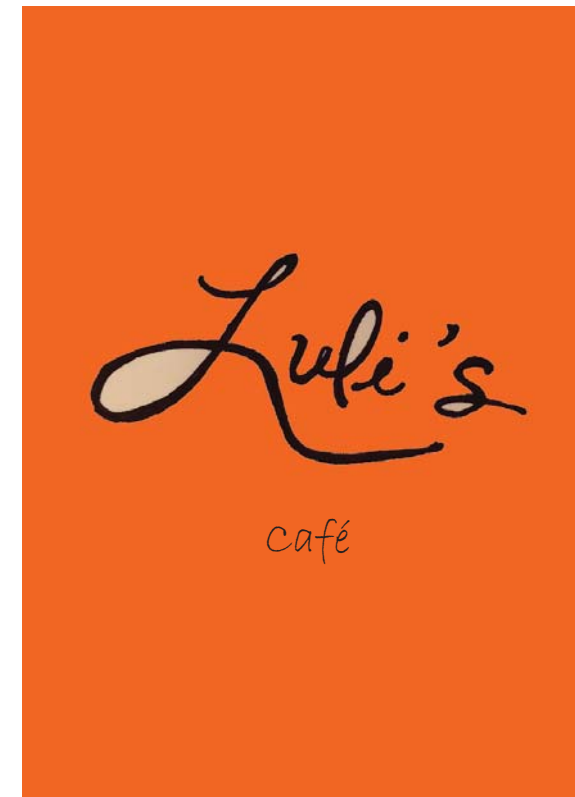


Model Side View

Materiality Model



Hostel and Retail Logo



Cafe Logo

Ground Floor and 1st Floor

Reception and Internet Lounge Alluring Uplifting



Mood Images

Coffee and Juice Bar

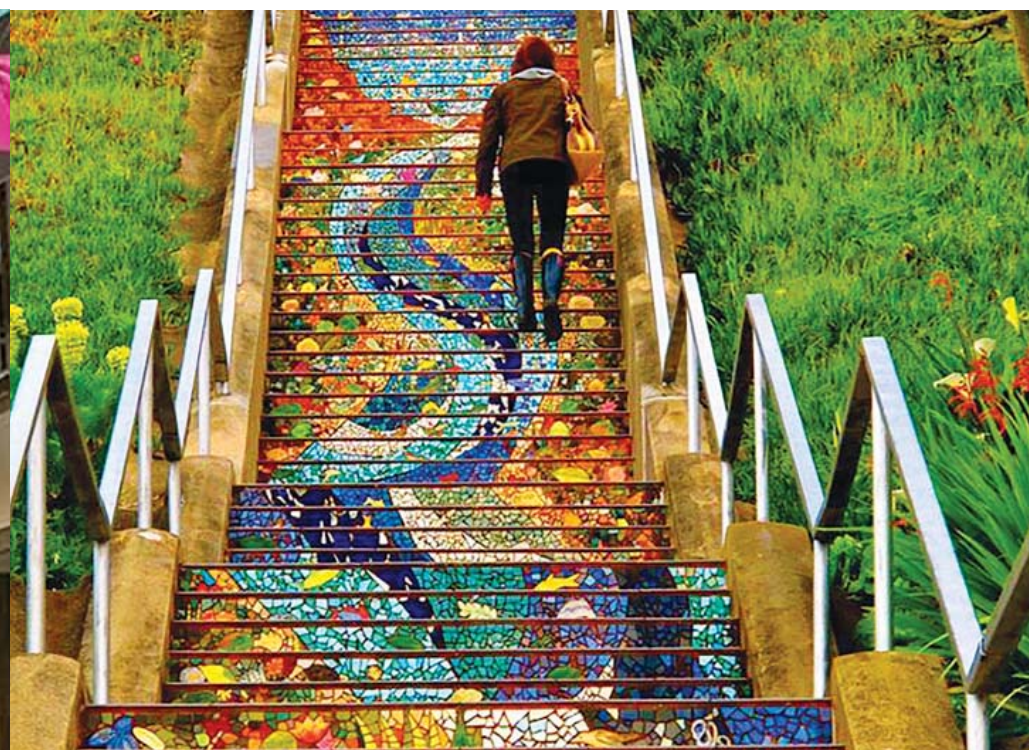
Warm Engaging



Retail

Stimulating

Amusing



Hostel All are welcome.

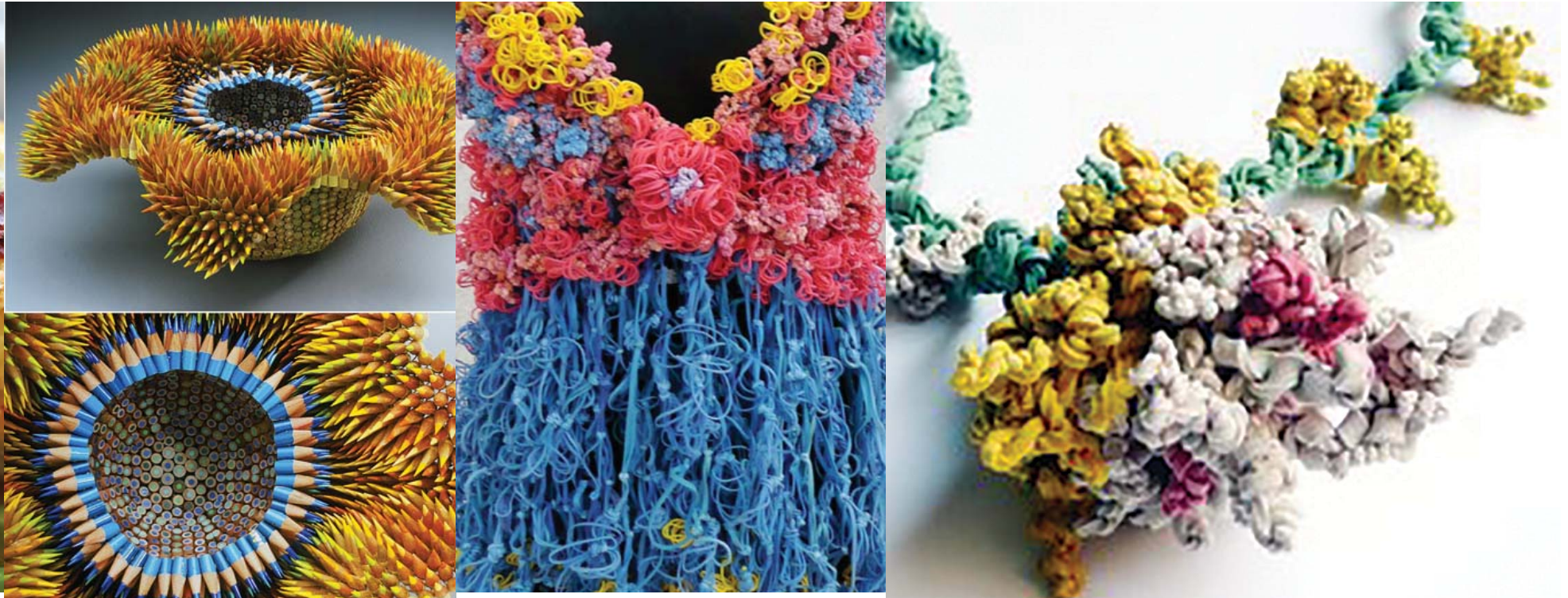


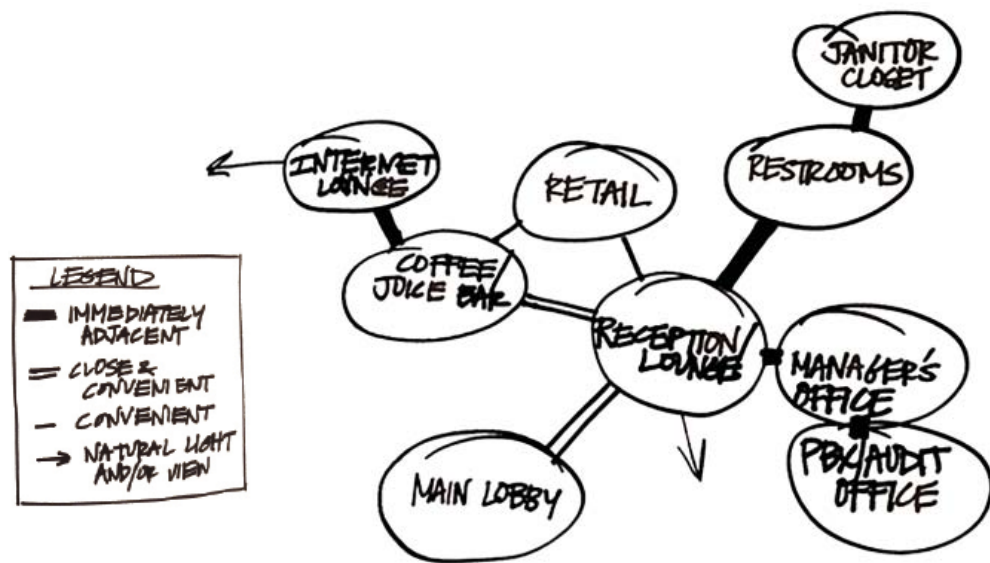
Profiles

Café

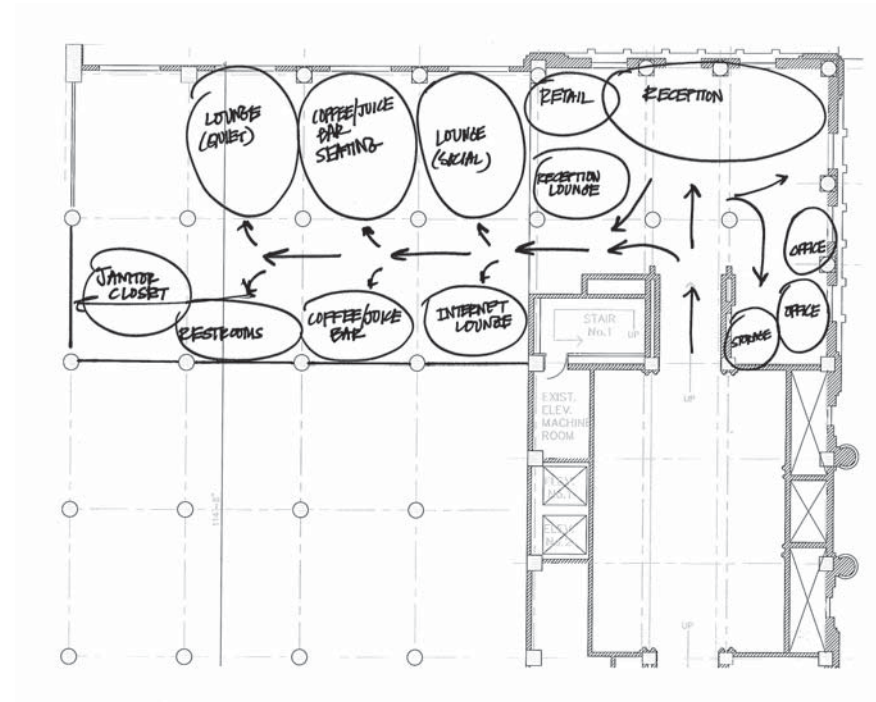


Retail

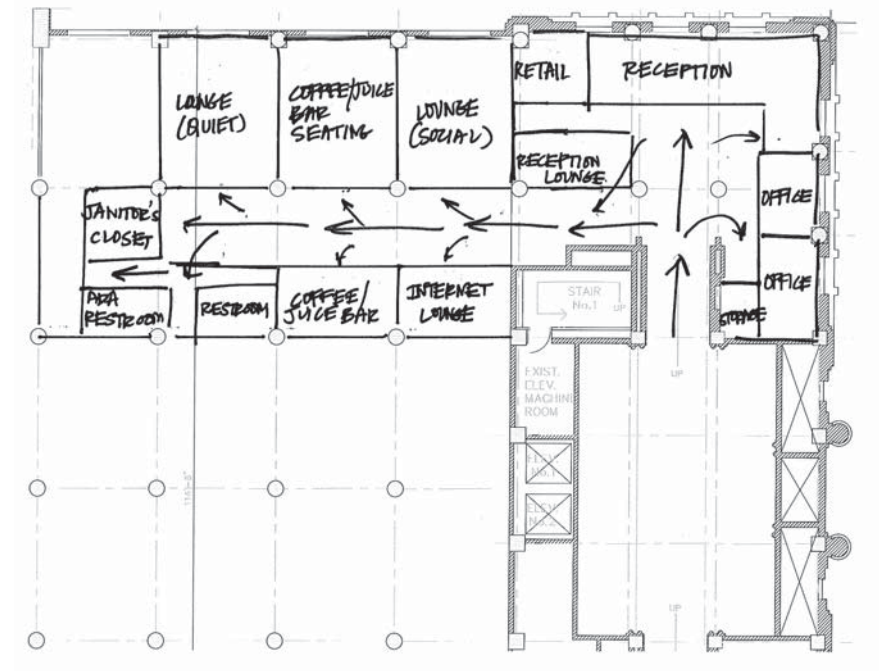




Spatial Relationship Diagram



Bubble Diagram



Block Diagram



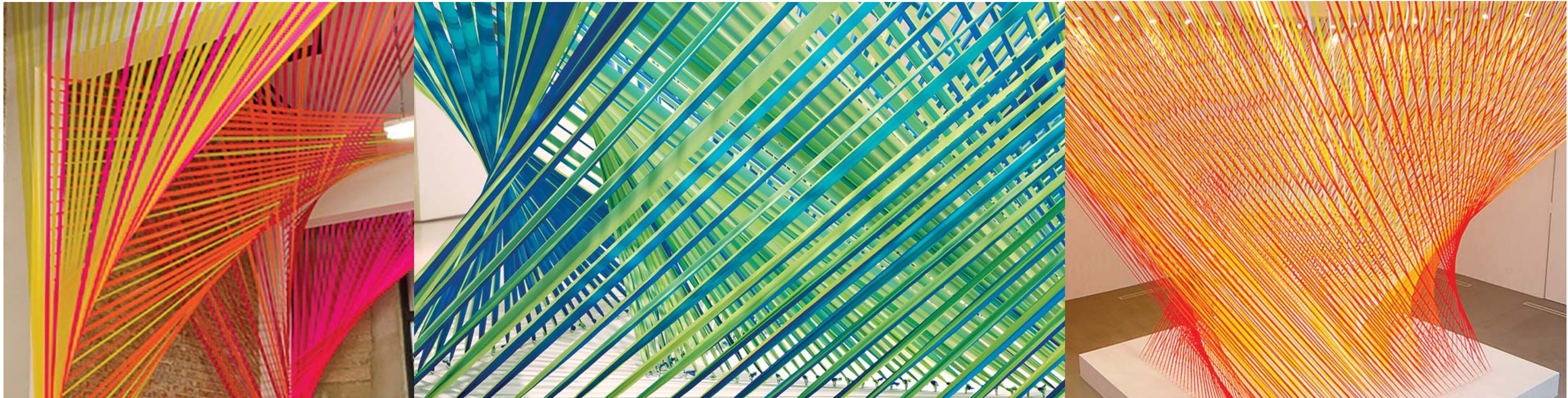
SOFTlab
“We Are Flowers” Canopy

SOFTlab is a design studio based in New York City. The studio has been involved with the design and production of projects across several media, including digitally fabricated large-scale sculpture to immersive digital video installations.

This installation is titled, “We Are Flowers” and uses over 20,000 translucent multicolored petals to create a large immersive hanging surface.

“The engineered nature of the installation is tempered by the delicacy and exuberance of the thousands of colorful petals that are attached to the surface. These flowers are placed in a more natural arrangement to combine the flowers and structural surface in a way that resembles a natural canopy of flowers. This canopy hangs down into the gallery at specific places to make the installation much more immersive and spatial.”

<http://www.dezeen.com/2014/07/14/we-are-flowers-installation-softlab-melissa-shoe-shop-new-york/>



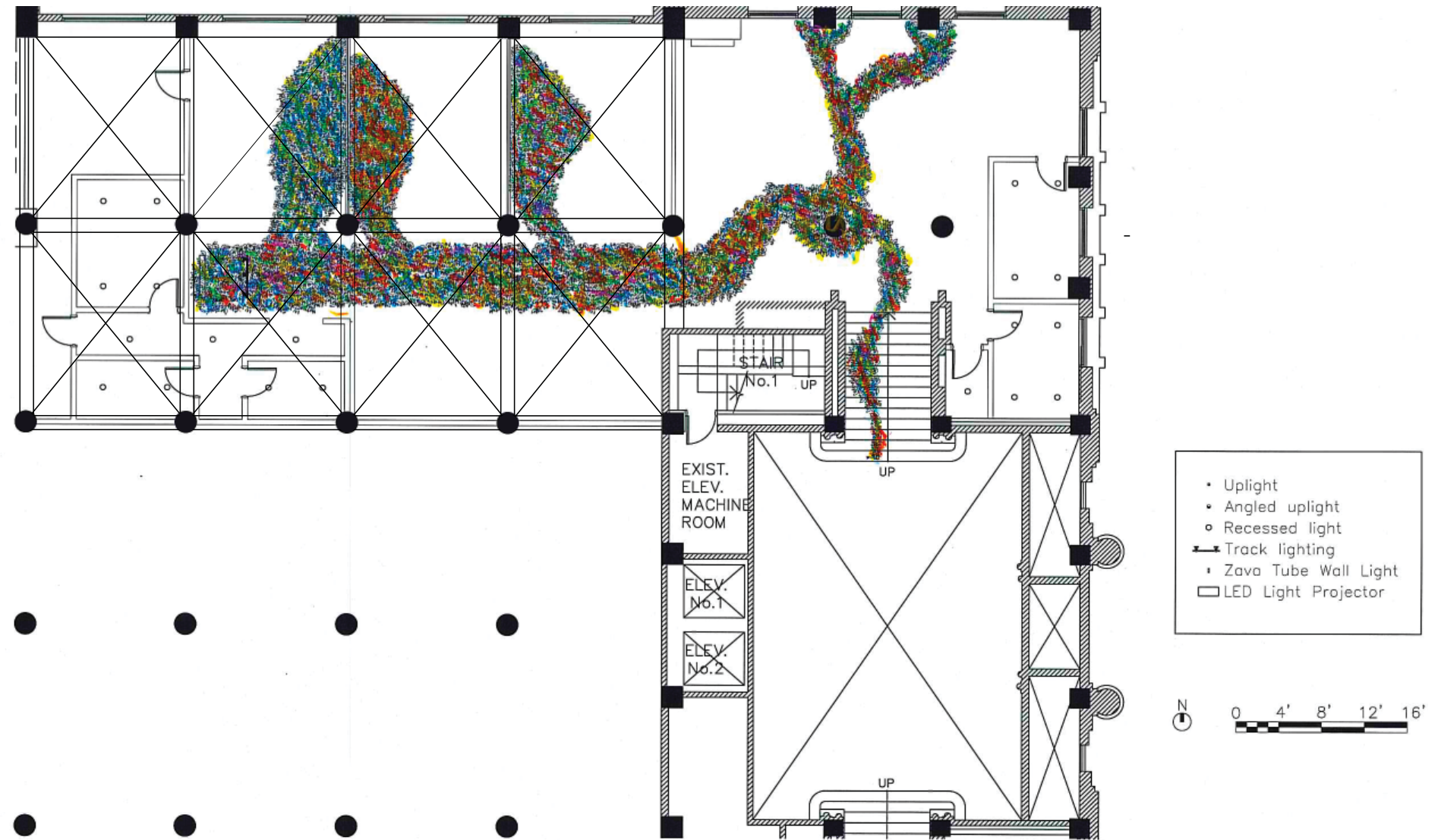
Megan Geckler
Site-Specific Architectural
Installations

Megan Geckler's work is informed by the space in which she installs her art and design work; it determines the "optical order and systematic reasoning that is the foundation [of] her process". Her site-specific architectural installations are assembles from thousands of strands of flagging tape, a type of translucent plastic utilized by surveyors to demarcate space on construction sites. "The translucency of the material has encouraged [her] to experiment with light in later works...The

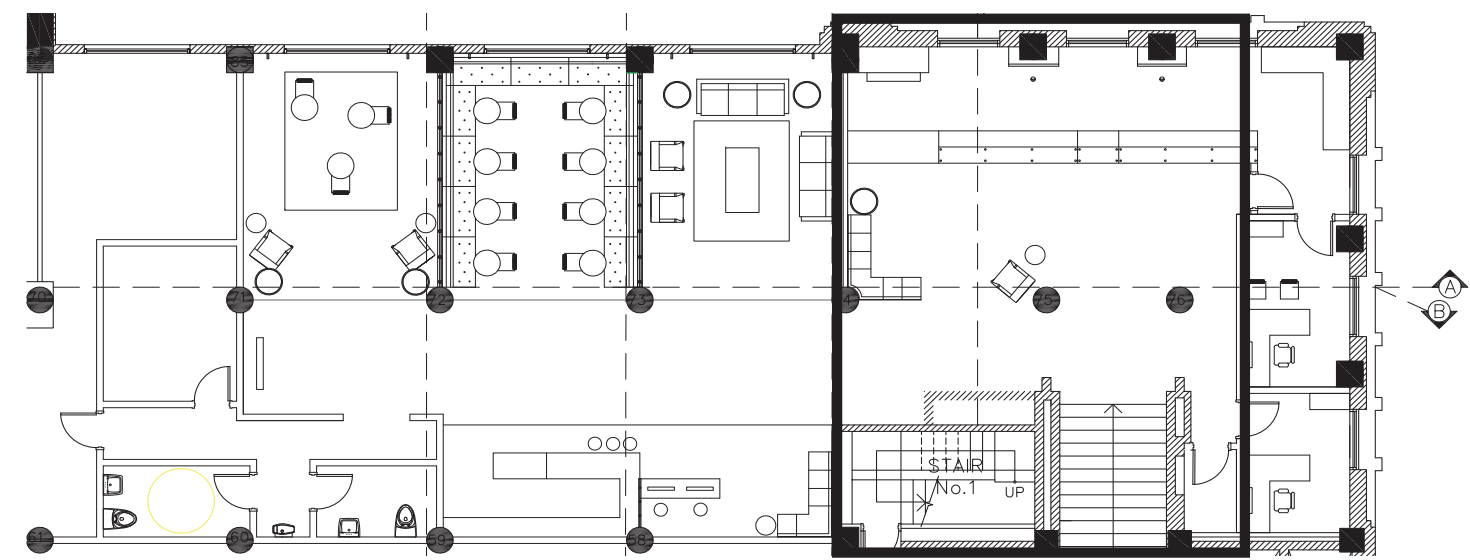
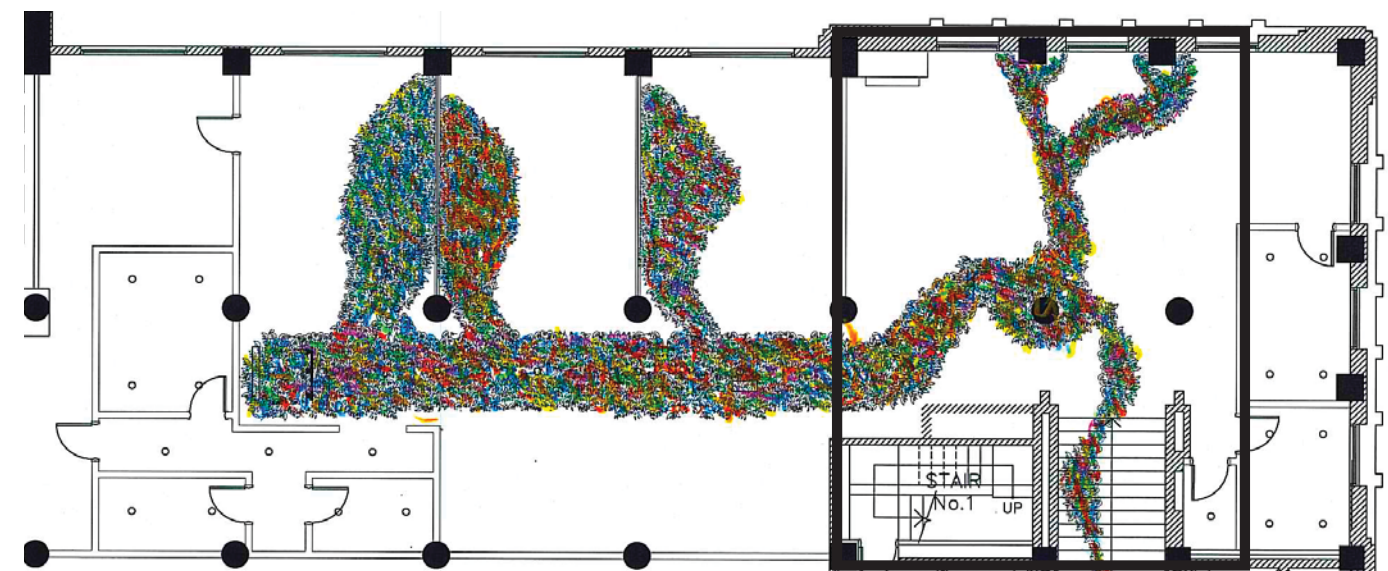
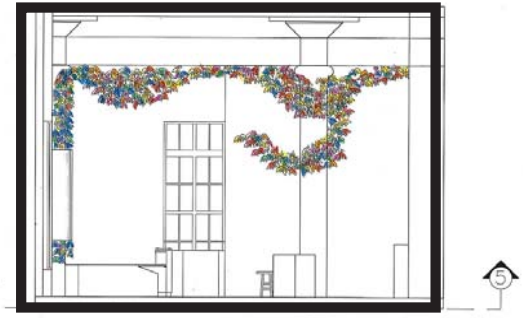
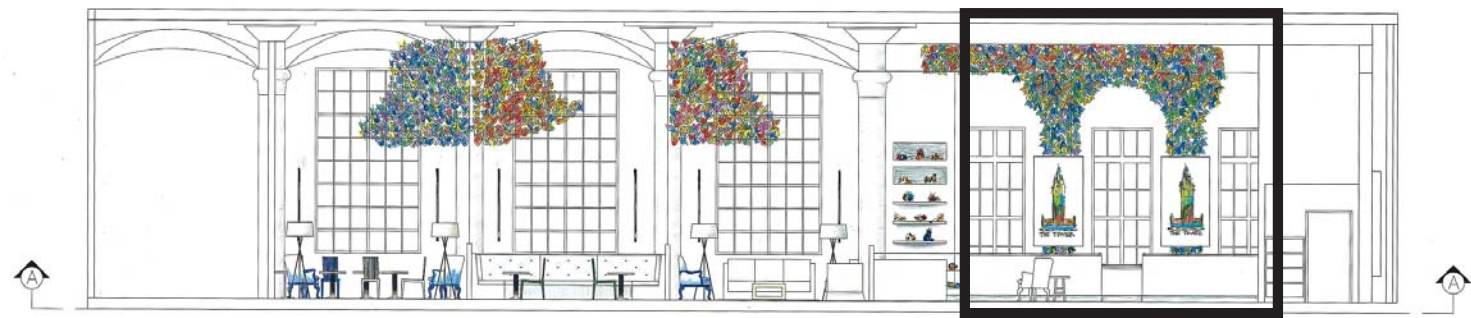
tape becomes the surface and a point of departure for color studies, achieved by layering the material over itself, much like a painter would use a glaze, exponentially increasing the limited palette that is available."

Known as "drawings in space", her installations play with architecture and light, and change as the viewer moves to a different vantage point.

<http://www.megangeckler.com/about.htm>



Reflected Ceiling Plan



SOFTlab Installation
"We Are Flowers" Canopy



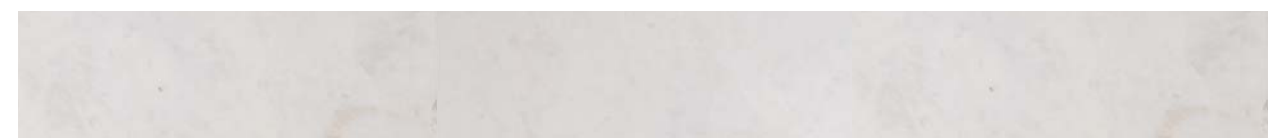
Custom
Banquette Seating
White



CB2
Hackney Marble
Coffee Table

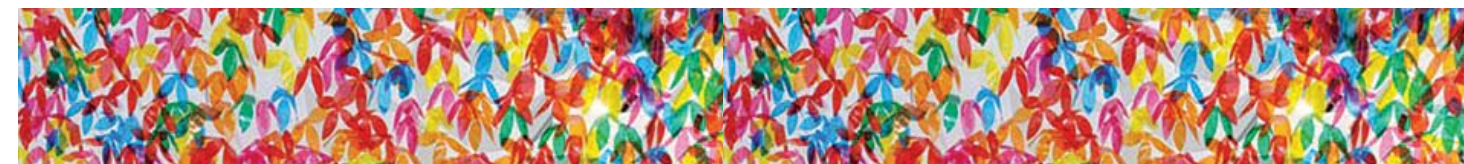
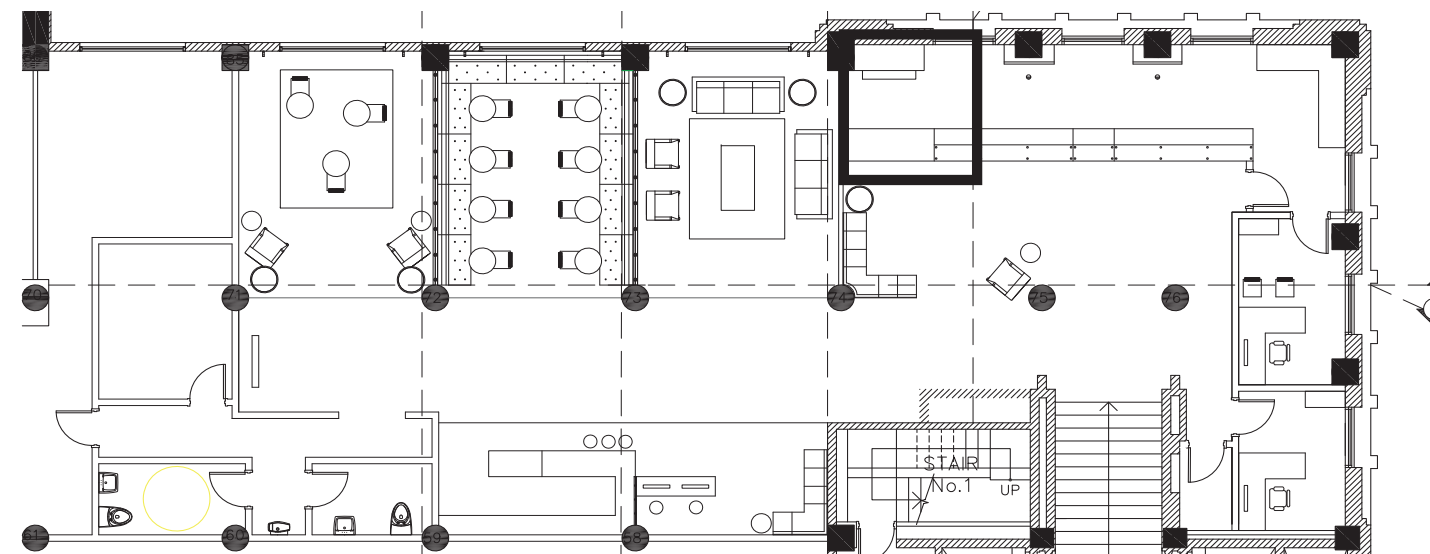
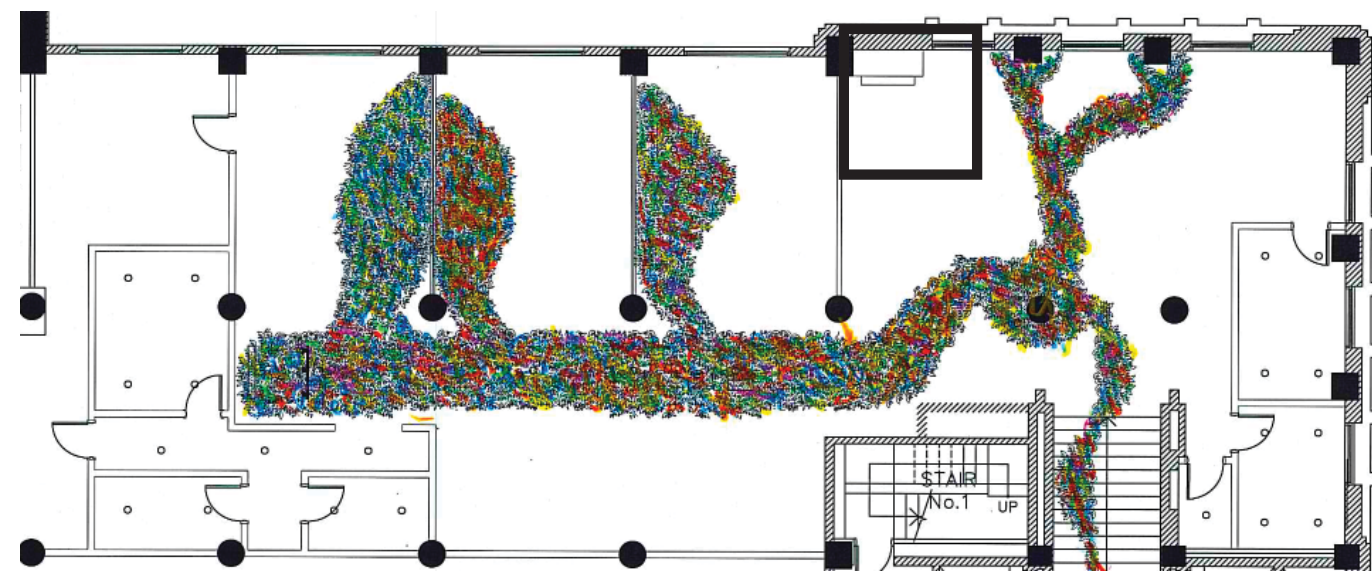


Santa and Cole
Tripode Lamp
White



White Marble Flooring
Polished Finish

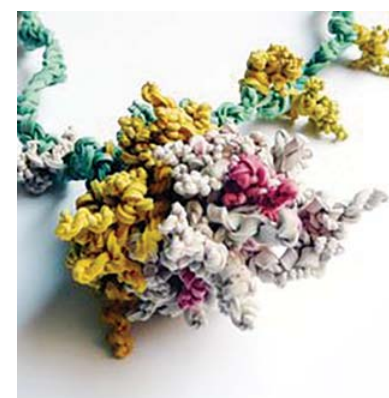
Reception



SOFTlab Installation
"We Are Flowers" Canopy



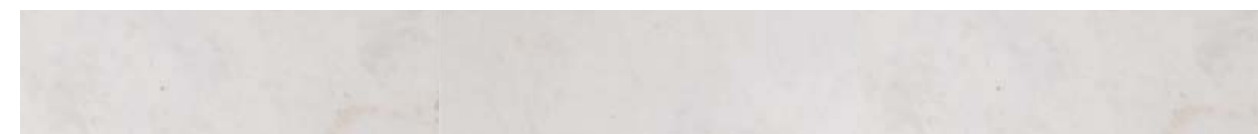
Jennifer Maestre
Colored Pencil Sculptures



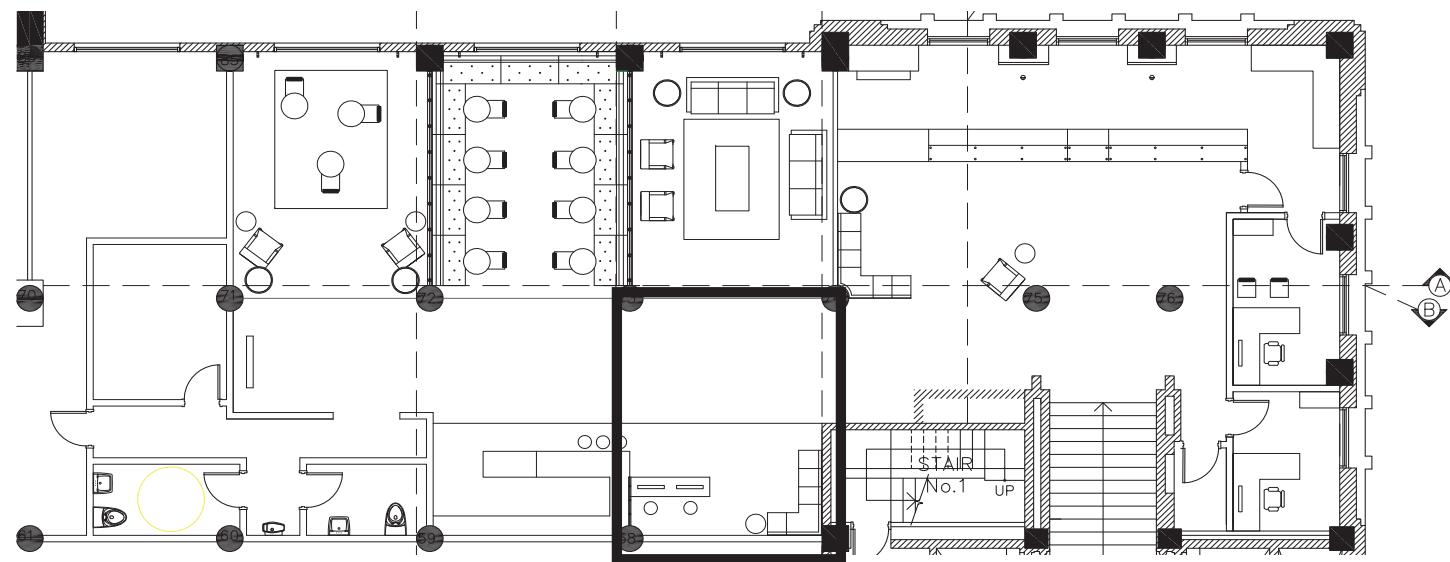
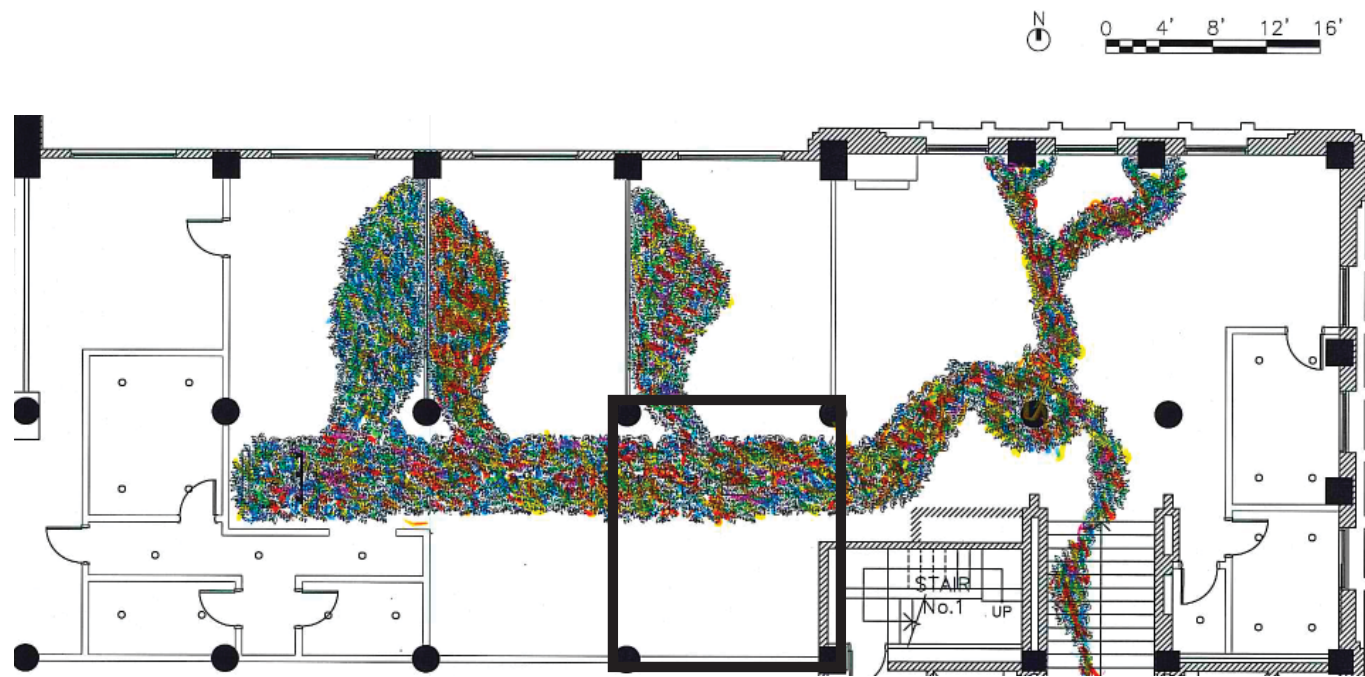
Margarita Mileva
Rubber Band Art, Accessories, Dresses



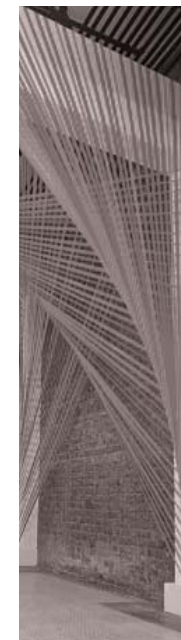
Helga Nicolas
Pencil Shaving Sculptures



White Marble Flooring
Polished Finish



LED Light Project
(Berlin Festival of Lights)



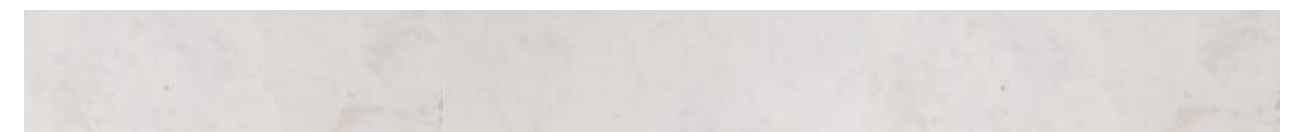
Megan Geckler
Installation
Flagging Tape



Custom
Banquette Seating
White

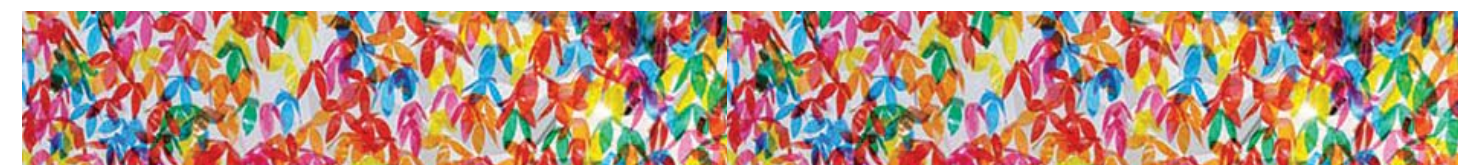
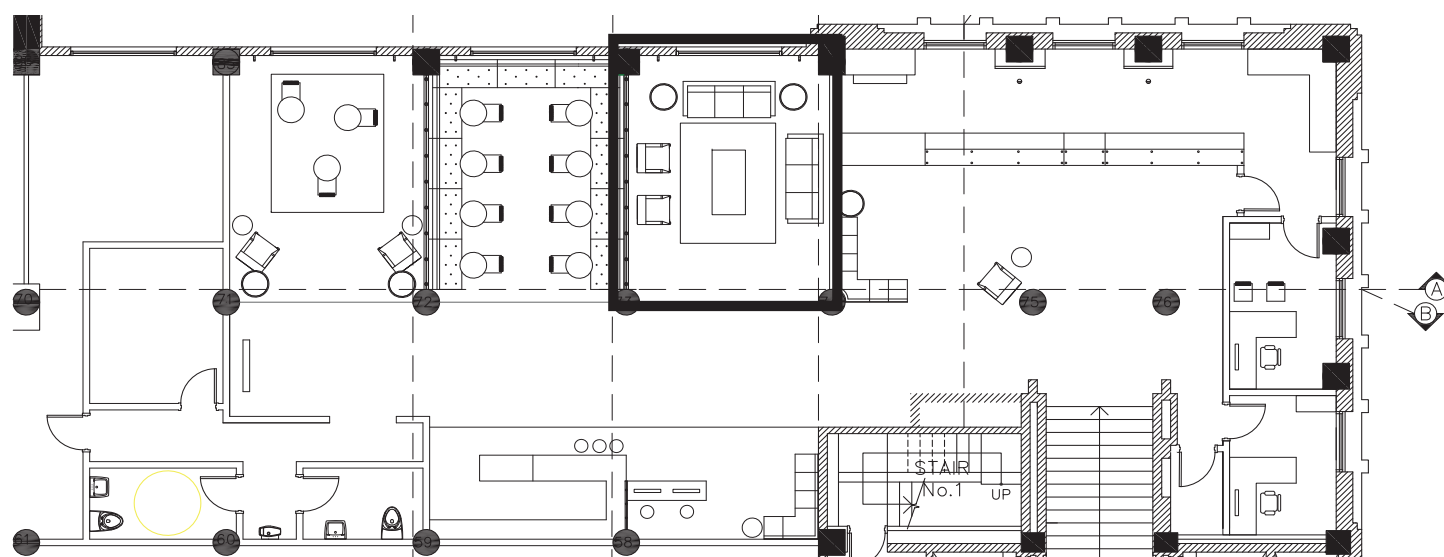
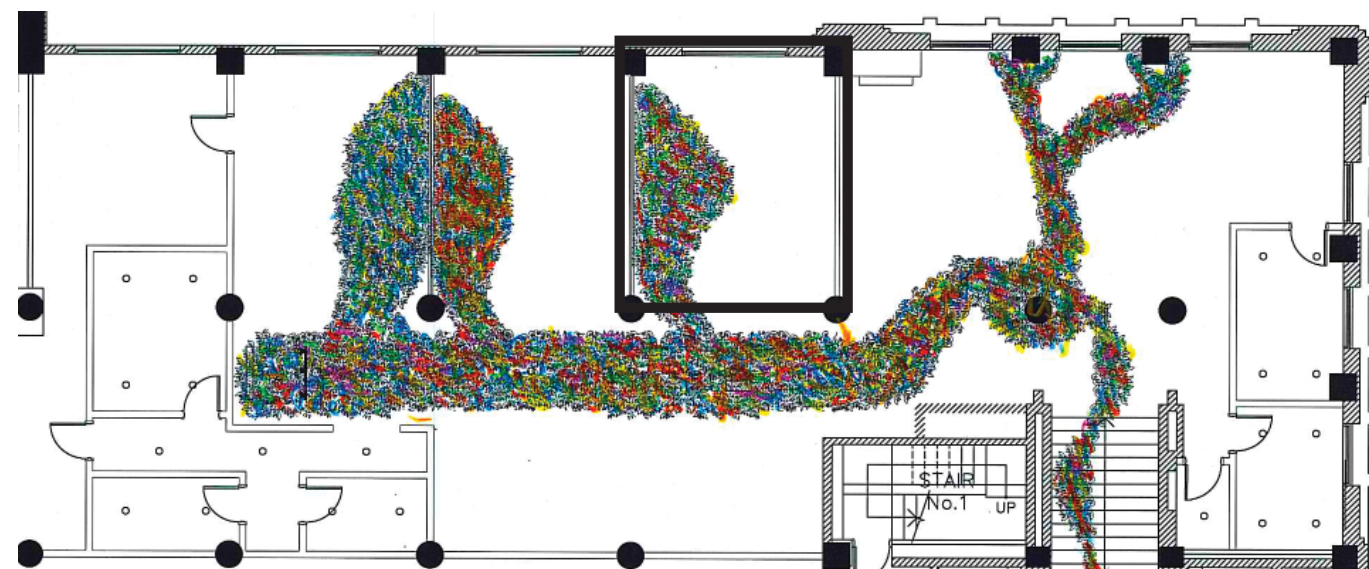
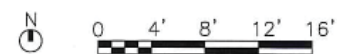
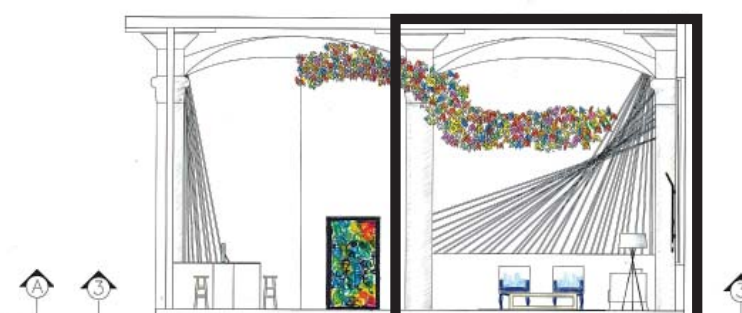
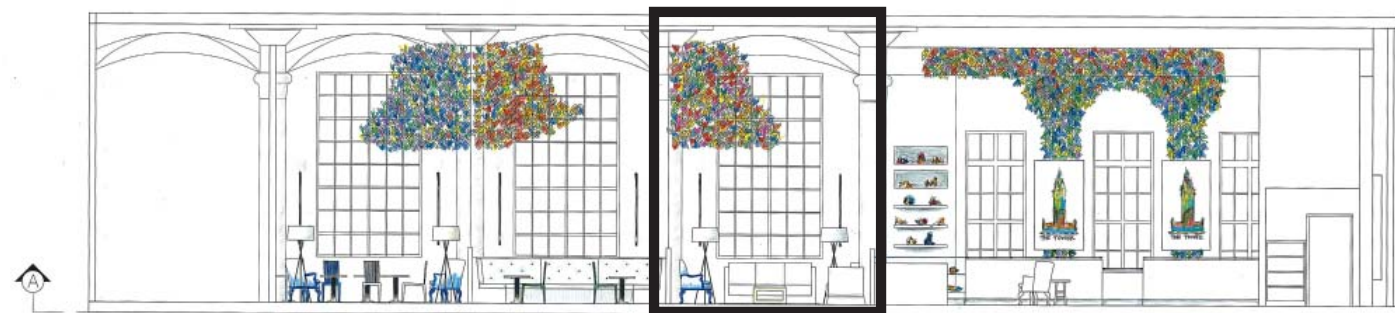


Drifted by Discipline
Bar Stool
Natural

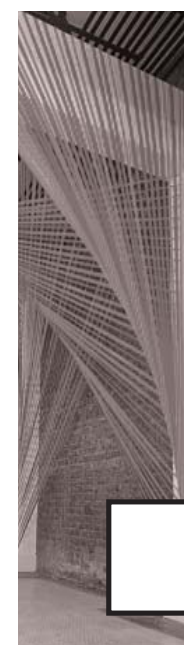


White Marble Flooring
Honed Finish

Internet Lounge



SOFTlab Installation
"We Are Flowers" Canopy



Megan Geckler
Installation
Flagging Tape



Santa and Cole
Tripode Lamp
White



Fava
Wall-Mounted
Tube Light



Living Spaces
Seabury Sofa
White



Style Studio
Blue Dip Dyed Chair



Serena & Lily
Blake Raffia Coffee Table
Natural

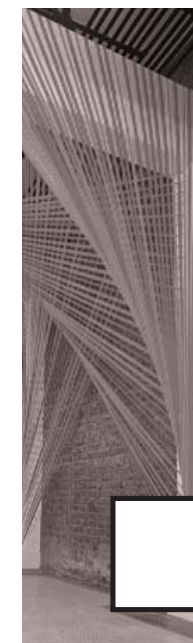
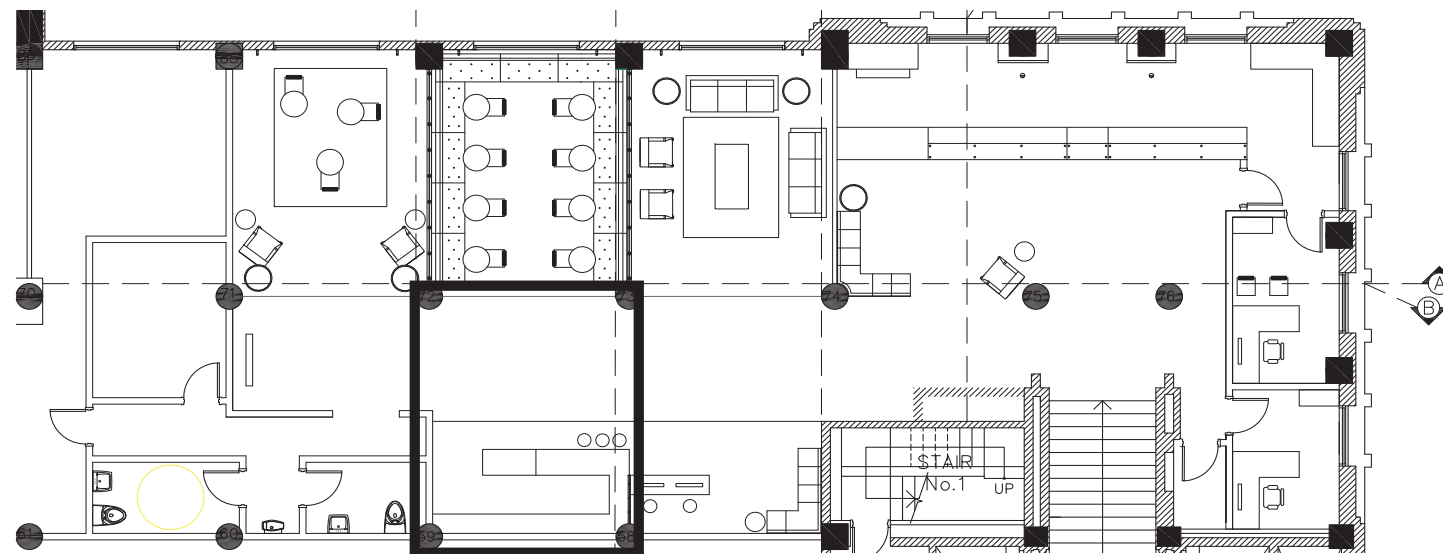
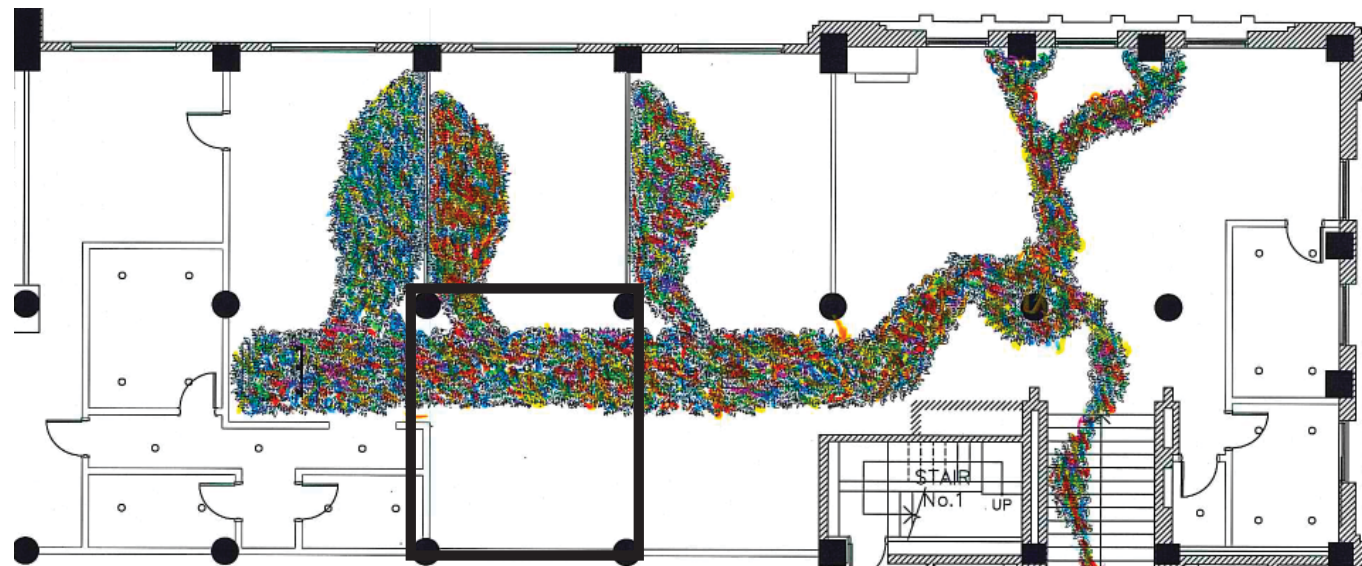
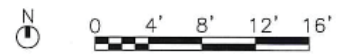
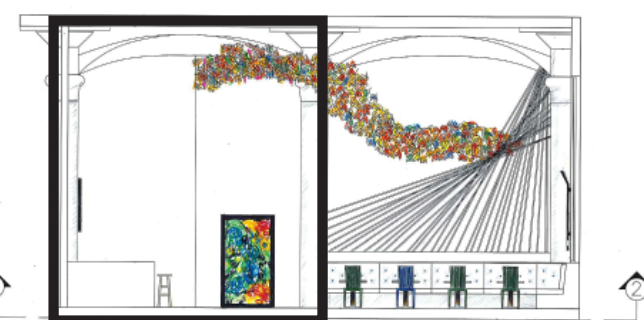


RugsUSA
Handmade Wool Cable Rug
White



Wood Flooring
Plank
White

Social Lounge



Megan Geckler
Installation
Flagging Tape



Light Fixture Logo



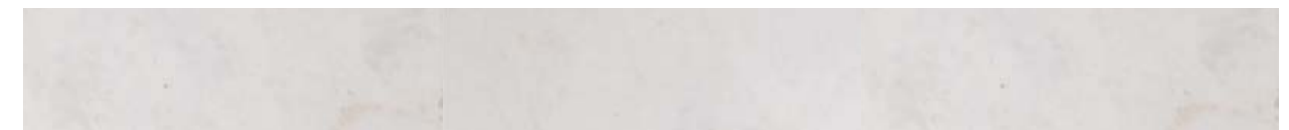
CB2
Hackney Marble
Coffee Table



Drifted by Discipline
Bar Stool
Black

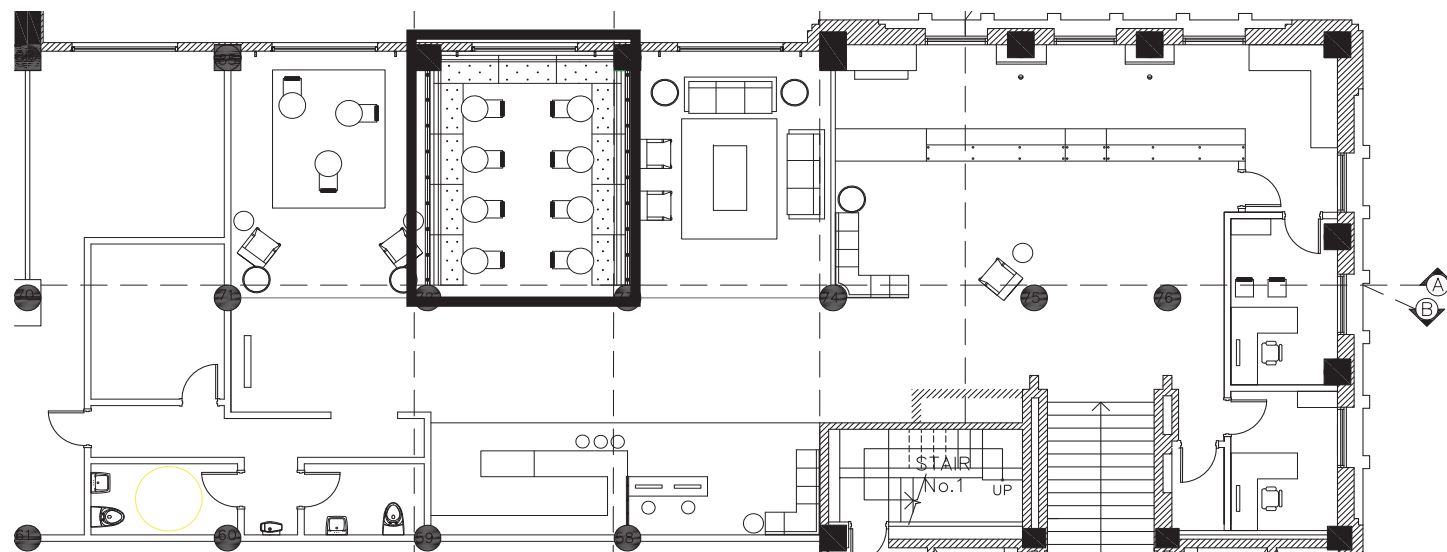
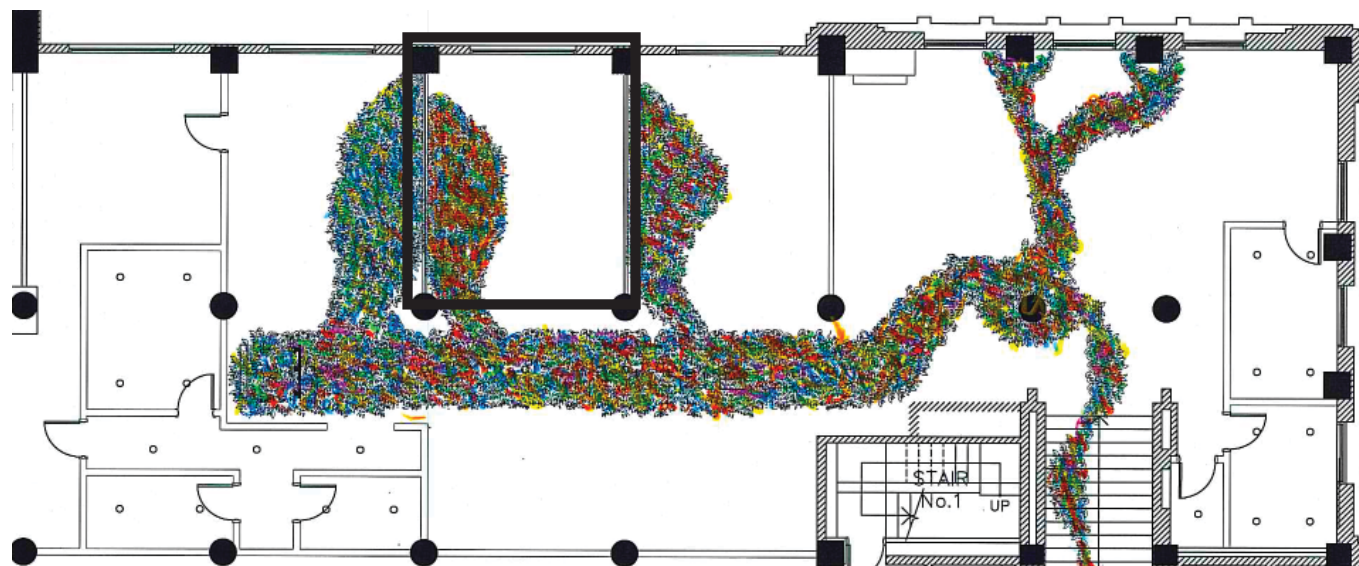
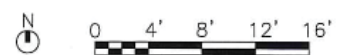
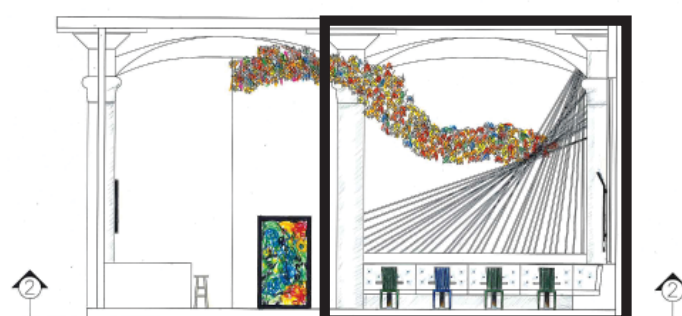
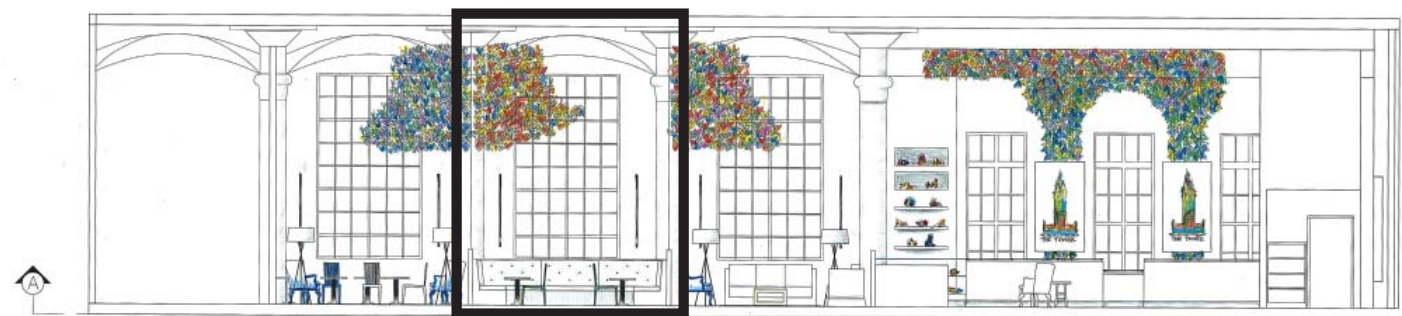


100% Recyclable
Cork Seat

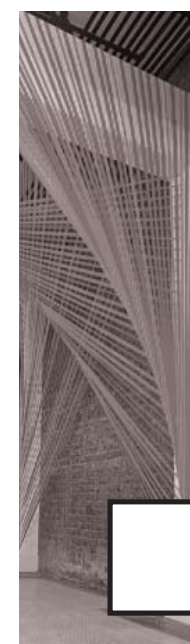


White Marble Flooring
Honed Finish

Coffee and Juice Bar



SOFTlab Installation
"We Are Flowers" Canopy



Custom
Banquette Seating
White



CB2
Hackney Marble
Coffee Table

Fava
Wall-Mounted
Tube Light



Campana Brothers
Jenette Chairs
Blue and Green



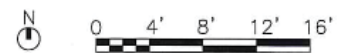
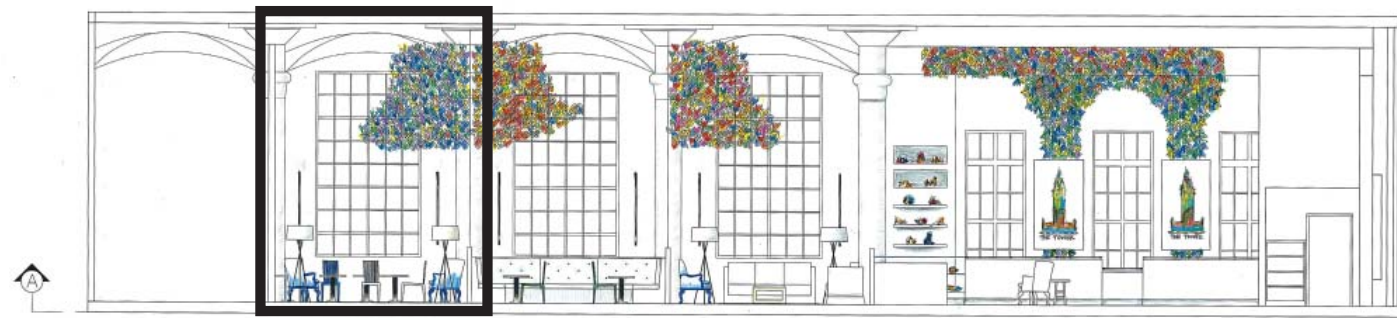
Megan Geckler
Installation
Flagging Tape



Wood Flooring
Plank
White



Coffee and Juice Bar Seating



SOFTlab Installation
"We Are Flowers" Canopy



Fava
Wall-Mounted
Tube Light



Santa and Cole
Tripode Lamp
White



Style Studio
Blue Dip Dyed Chair



Campana Brothers
Jenette Chairs
Blue and White



RugsUSA
Handmade Wool Cable Rug
White



CB2
Hackney Marble
Coffee Table



Karimoko
New Standard
Stool Table

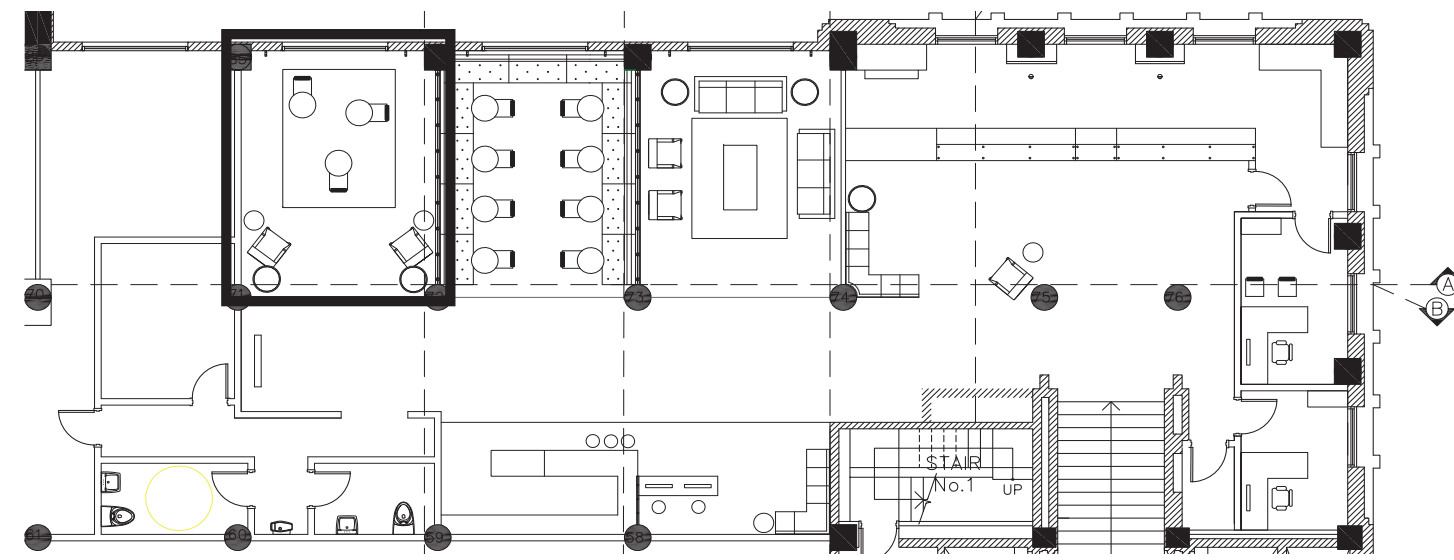
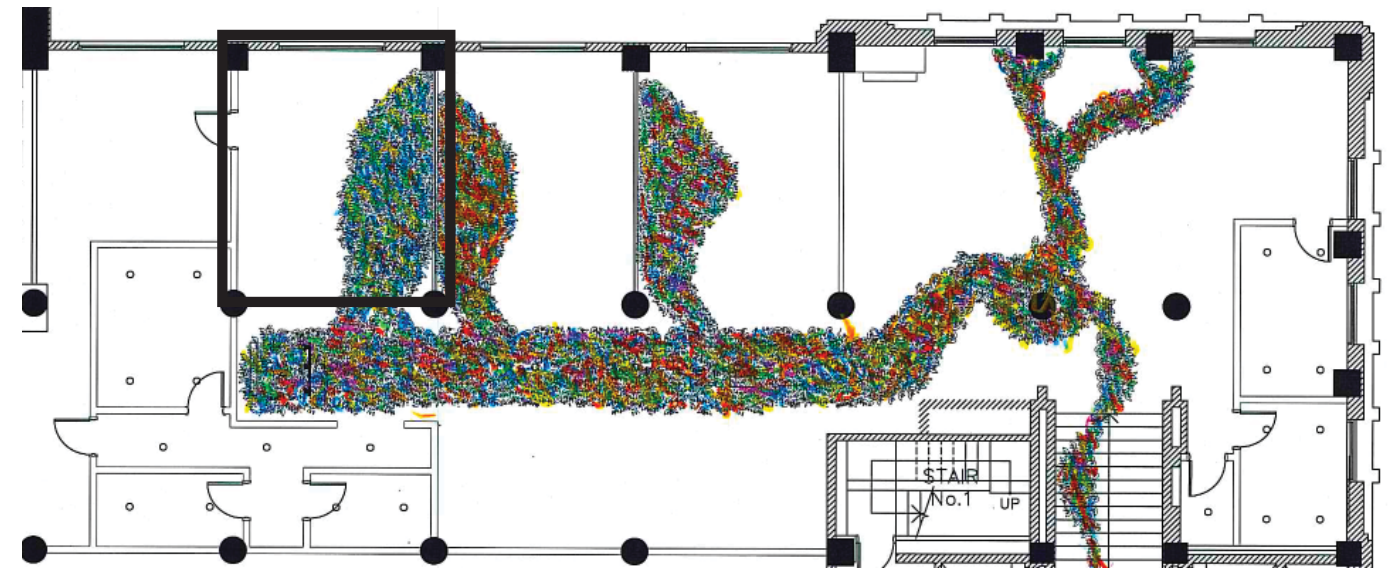


Megan Geckler
Installation
Flagging Tape

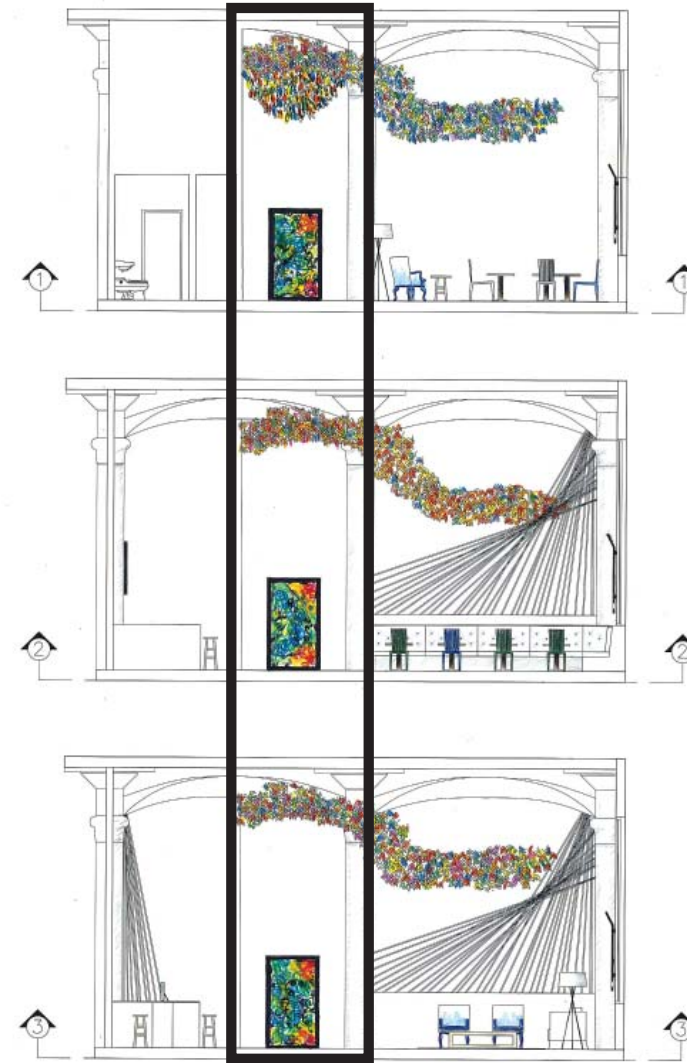
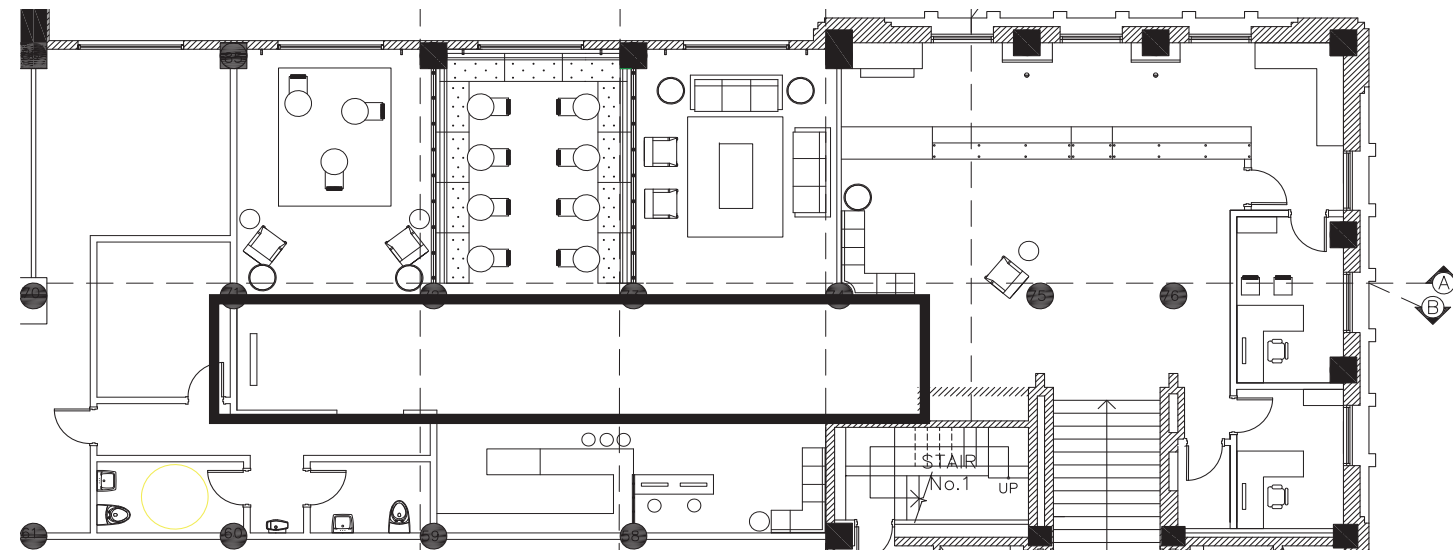
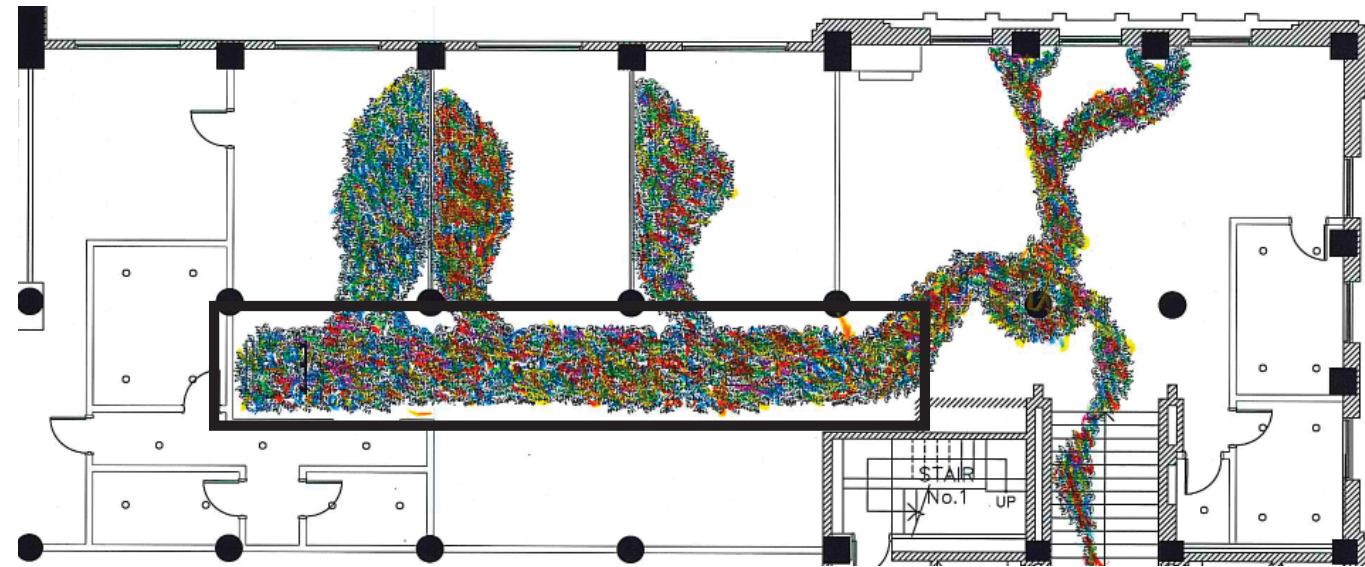
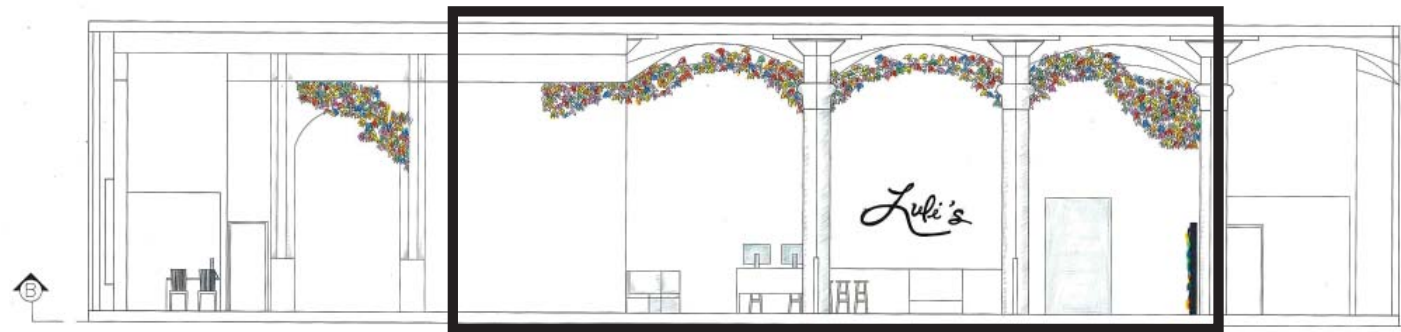


Wood Flooring
Plank
White

White Marble Flooring
Honed Finish



Quiet Lounge



SOFTlab Installation
"We Are Flowers" Canopy



Margarita Mileva
Rubber Band Art
Sustainable Education



White Marble Flooring
Polished Finish

Circulation

Third Floor



Private Rooftop Garden

Clean Crisp Unfussy

Mood Images





Guestrooms

Refreshing Comforting Refuge





Common Area | Lounge

Open

Harmonious

Luminous





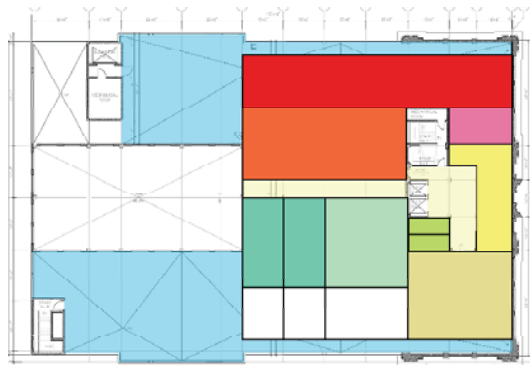
Public Rooftop Garden










Lively

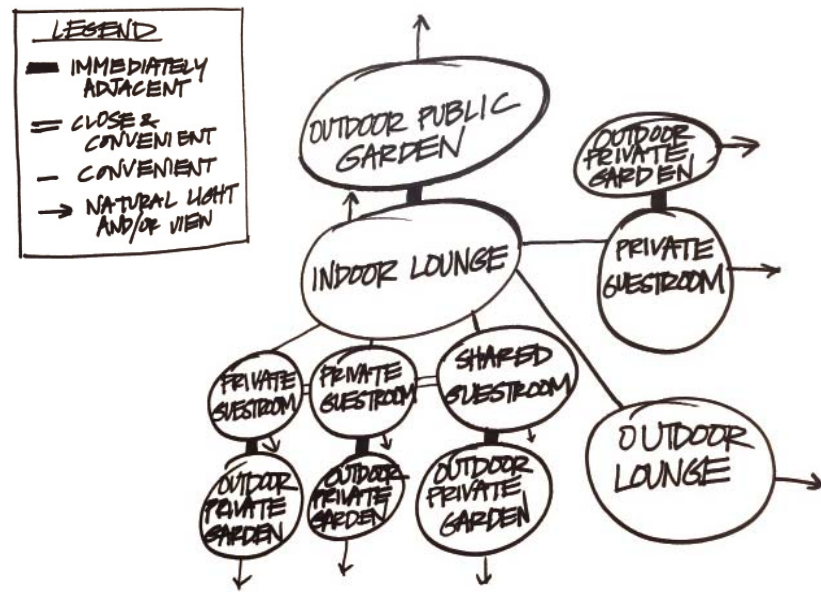
Musical

Layered

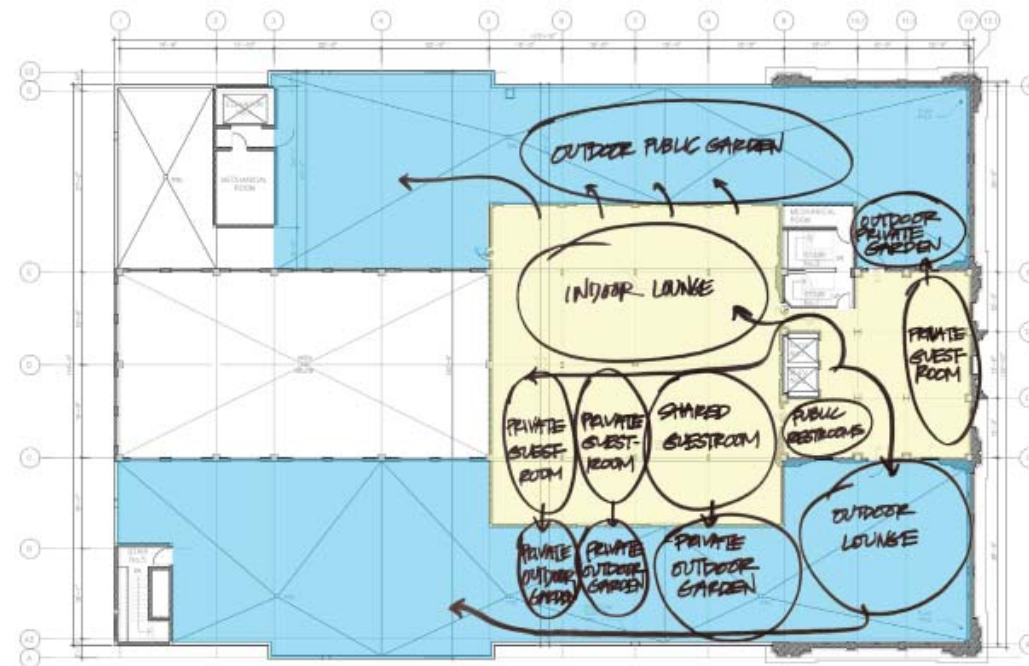




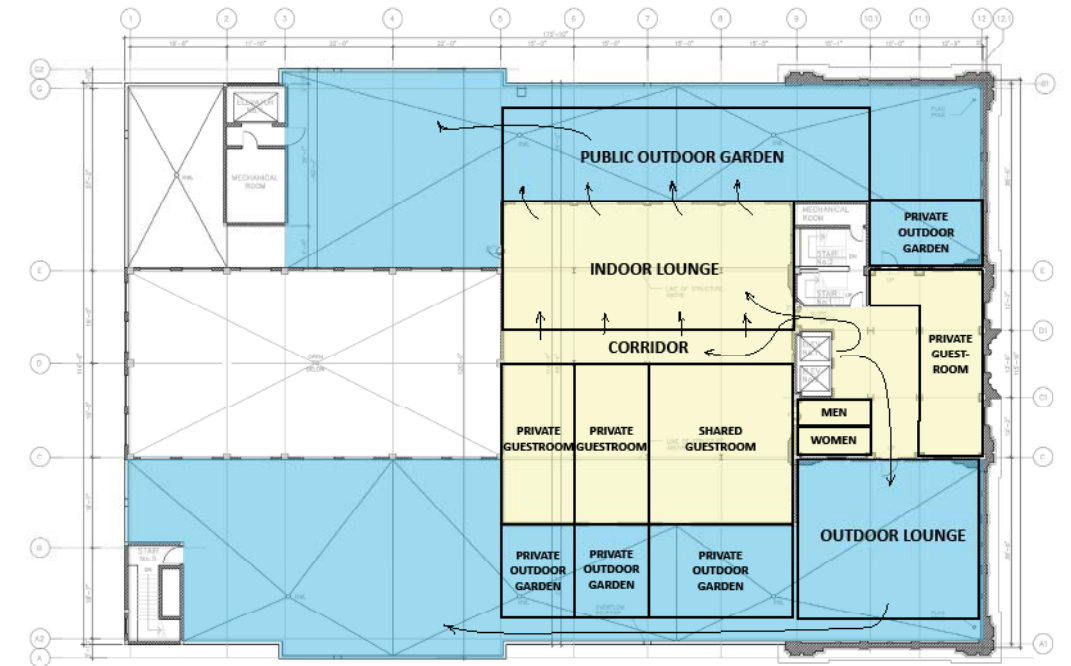
SPACE	QTY	FUNCTION(S)	SIZE (sq. ft.)	PRIMARY ADJACENCIES	SECONDARY ADJACENCIES	FURNITURE REQUIREMENTS
Rooftop Gardens						
 Public Color Garden	1	Outdoor garden accommodates guests and visitors; includes view of the city (North)	1372	Indoor Lounge	Private Color Garden	Chairs, tables
 Private Color Garden	1	Private garden belonging to the Private ADA Guestroom Suite; includes view of the city (East)	264	Private ADA Guestroom - Suite	Public Color Garden	Chairs, table
 Private White Garden	3	Private garden for each of the private standard guestrooms and the shared guestroom; includes view of the city (South)	182-510	Private Guestroom - Standard; Shared ADA Guestroom	Outdoor Lounge	Chairs, table
Lounges						
 Indoor Lounge	1	Indoor seating area for guests and visitors to sit, relax, and socialize	1504	Public Color Garden	Public ADA Restroom	Lounge chairs, tables
 Outdoor Lounge	1	Outdoor seating area for guests and visitors to sit, relax, and socialize	1178		Public ADA Restroom	Lounge chairs, tables
Amenities						
 Public ADA Restroom	2	Separate female and male restrooms to accommodate visitors and guests	82	Outdoor Lounge	Indoor Lounge	Toilet, lavatory
Guestrooms						
 Private Guestroom - Standard	2	Private standard guestroom; includes private white garden	448	Private White Garden	Shared ADA Guestroom - Suite; Indoor Lounge	King size bed, desk, chair
 Private ADA Guestroom - Suite	1	Private luxury suite; includes views of Biscayne Boulevard and private garden	545	Private Color Garden	Outdoor Lounge	King size bed, settee, chair, desk, coffee table
 Shared ADA Guestroom - Suite	1	Shared guestroom; accommodates up to 6 guests; includes lounge area and private white garden	928	Private White Garden	Private Guestroom - Standard; Indoor Lounge	3 bunk beds, desk, chairs/settees



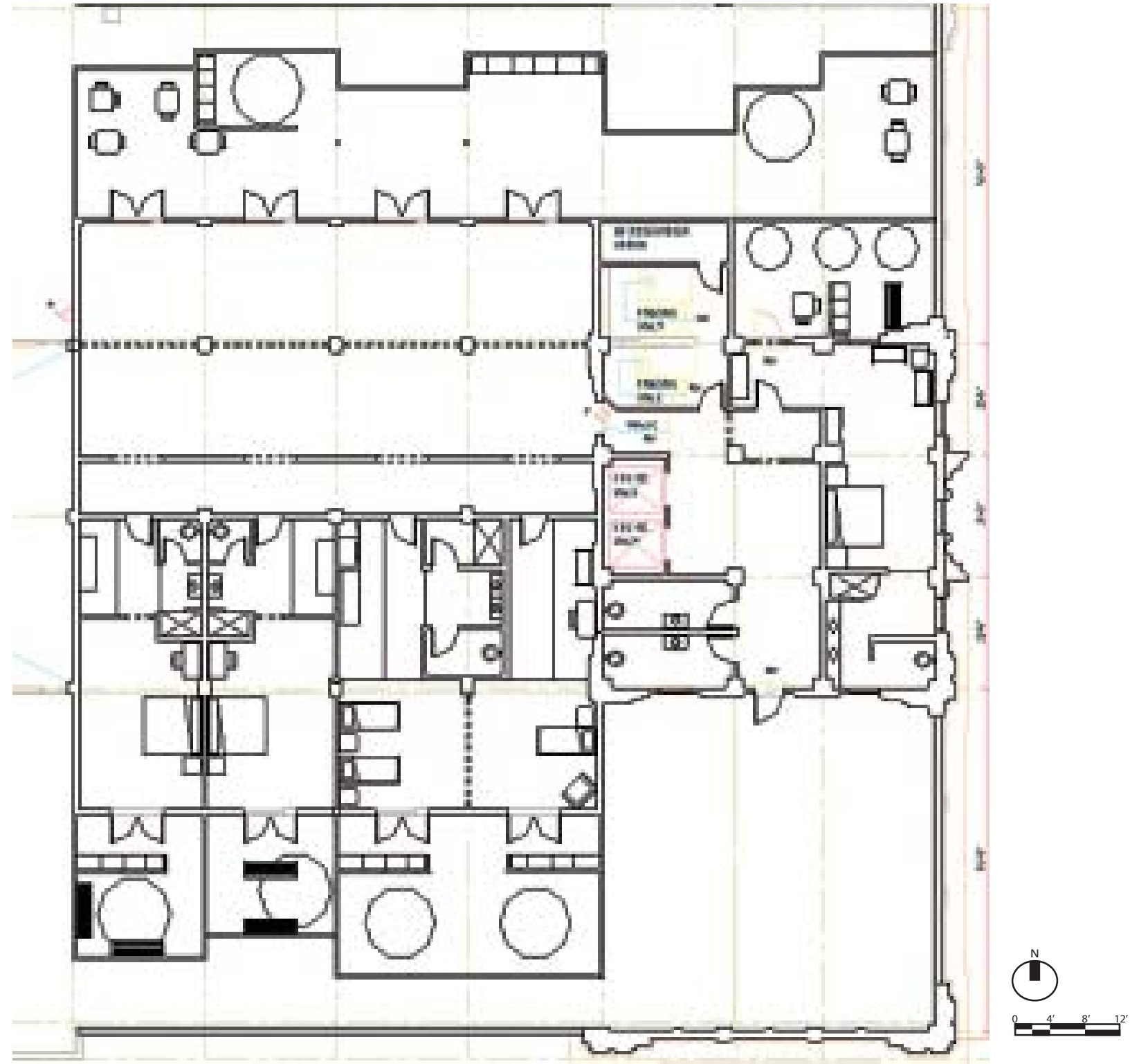
Spatial Relationship Diagram



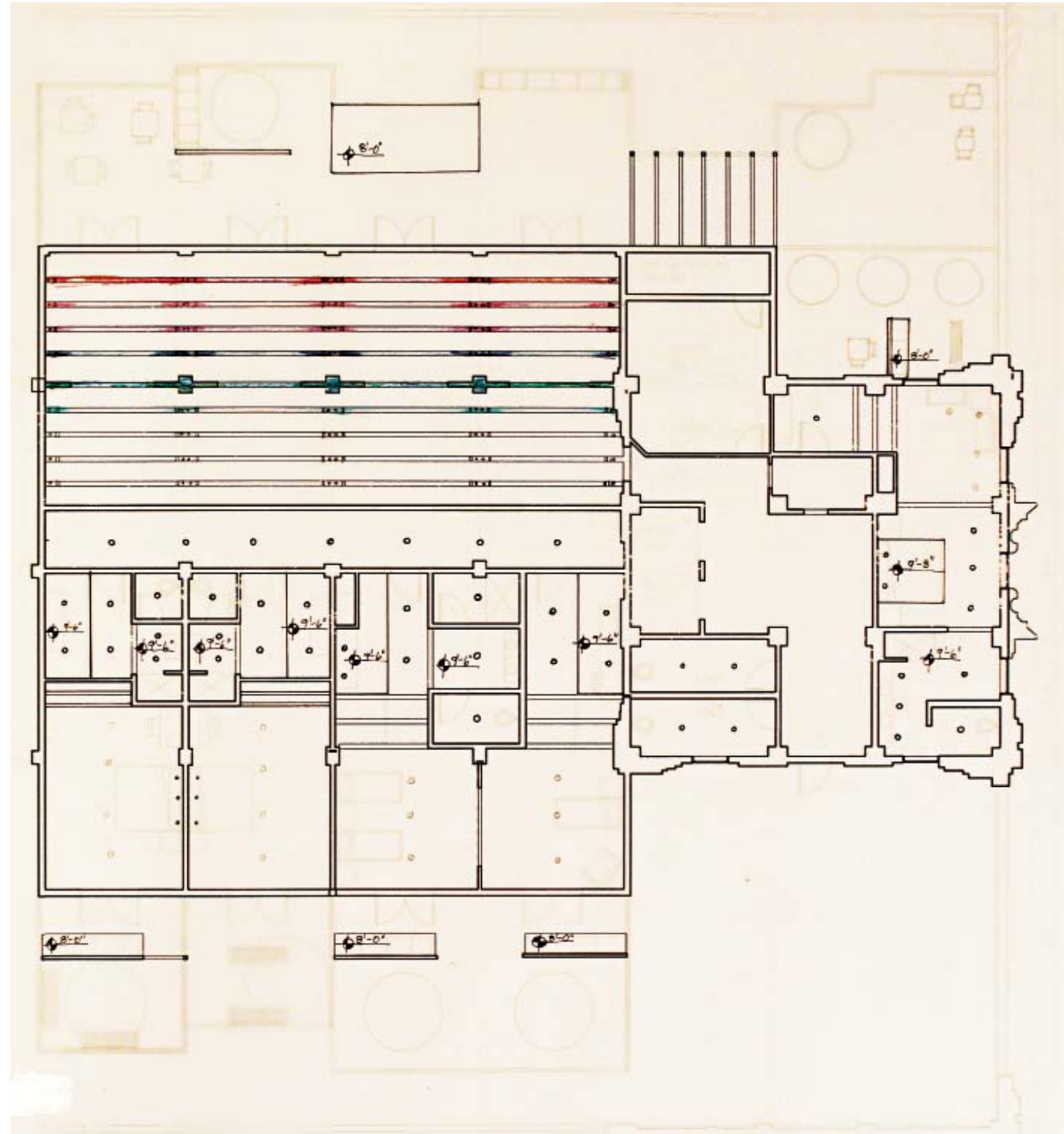
Bubble Diagram



Block Diagram



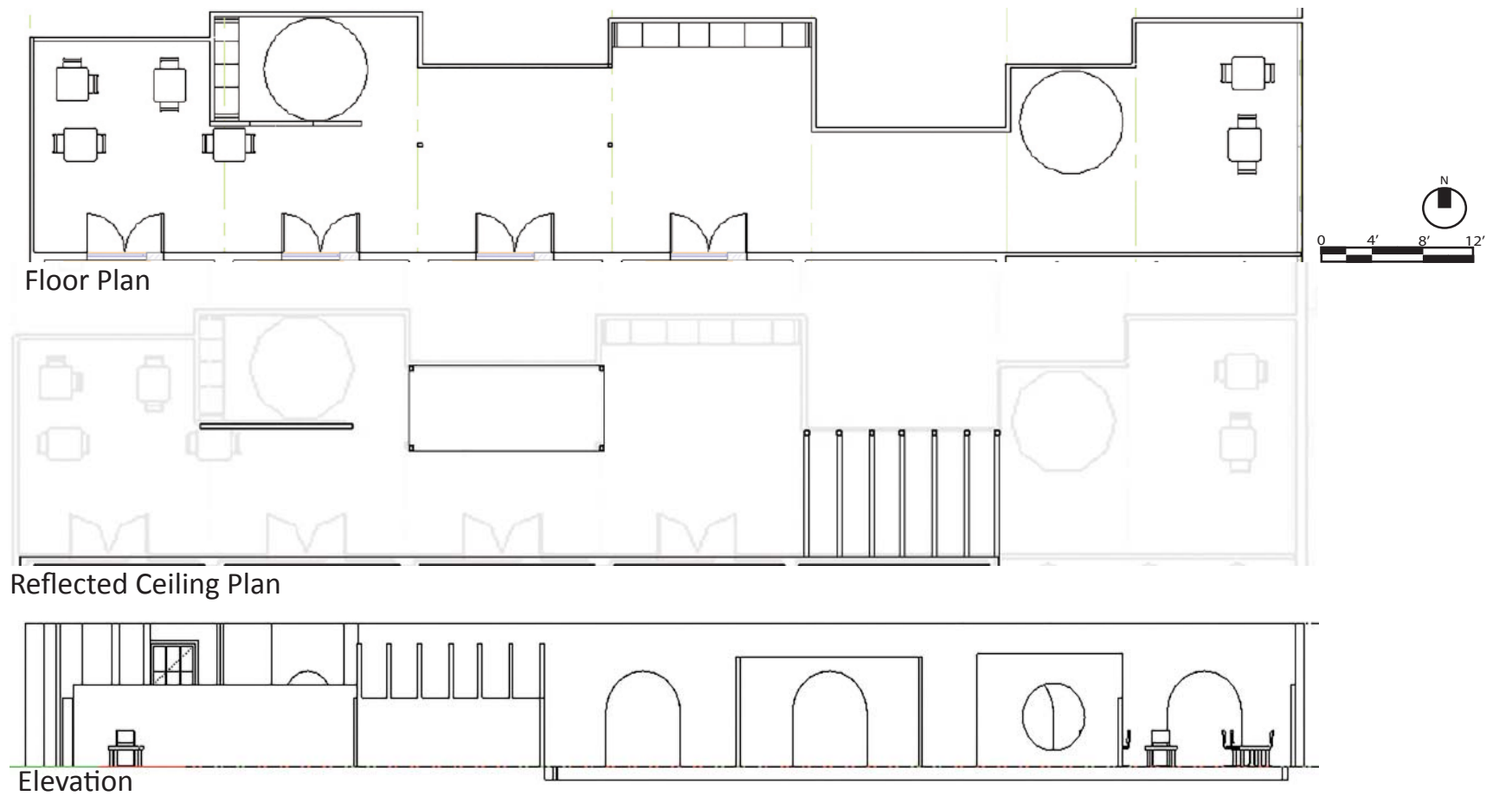
Third Floor Plan



Third Floor Ceiling Plan



Perspective



Crape Myrtle



Bougainvillea



Bougainvillea



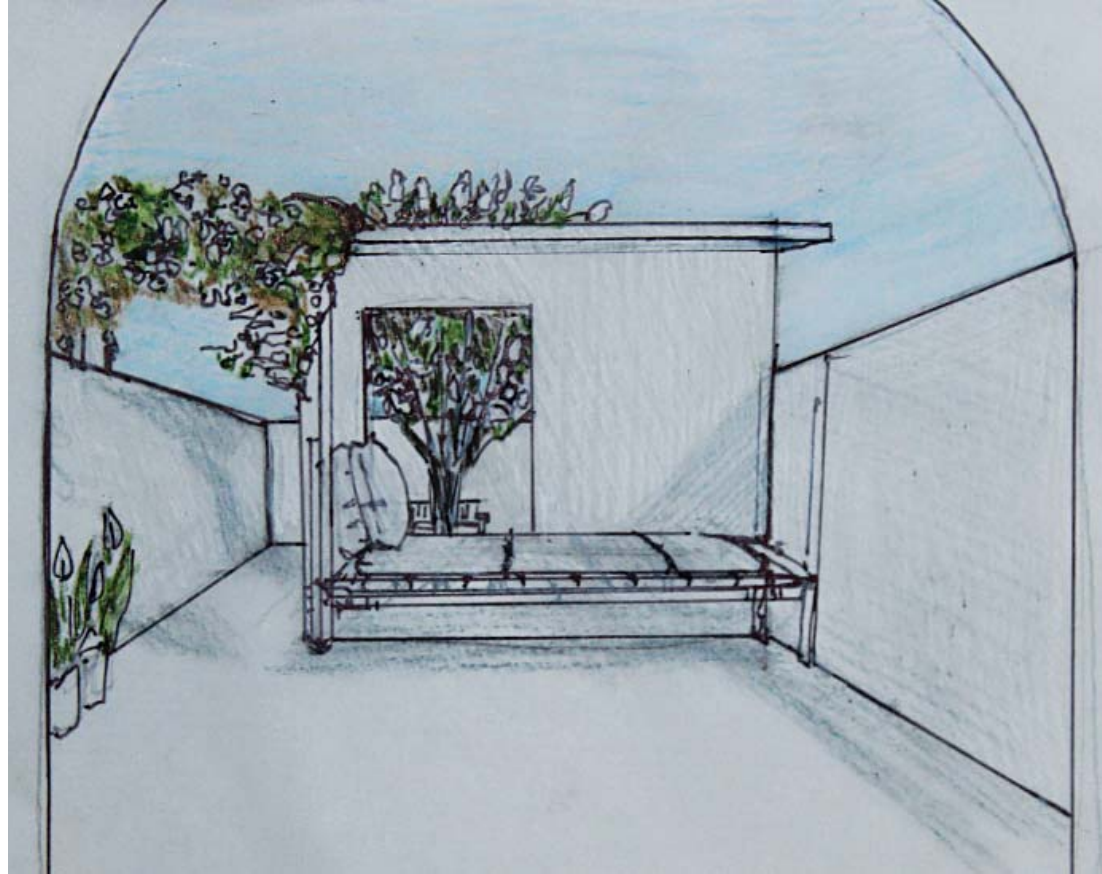
HG Glass - Recycled
River Bend Terrazzo



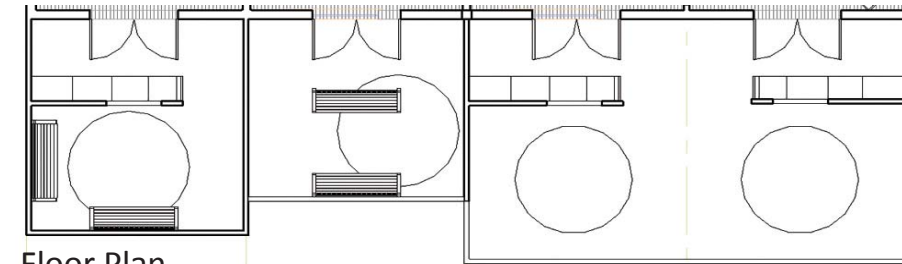
Serena & Lily Tucker Chair
Dandelion, Kelly Green, Watermelon, Turquoise



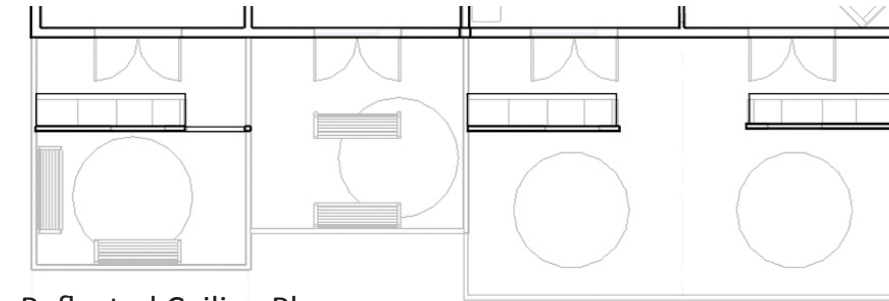
Public Garden



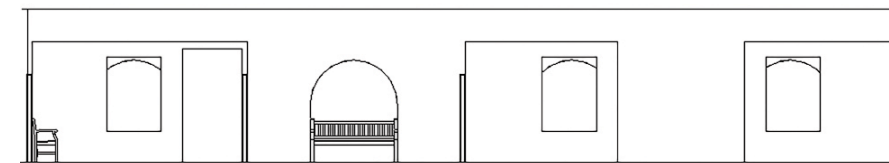
Perspective



Floor Plan



Reflected Ceiling Plan



Elevation



Peace Lily



White Crape Myrtle



Confederate Jasmine



Bisazza North America
White Terrazzo



Custom Outdoor Bench



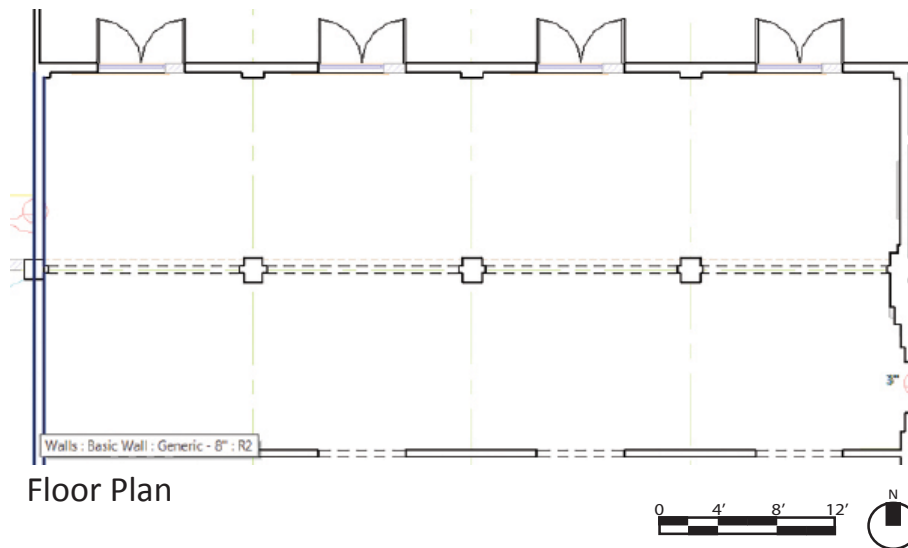
Sunbrella Outdoor
Canvas Drapery
White



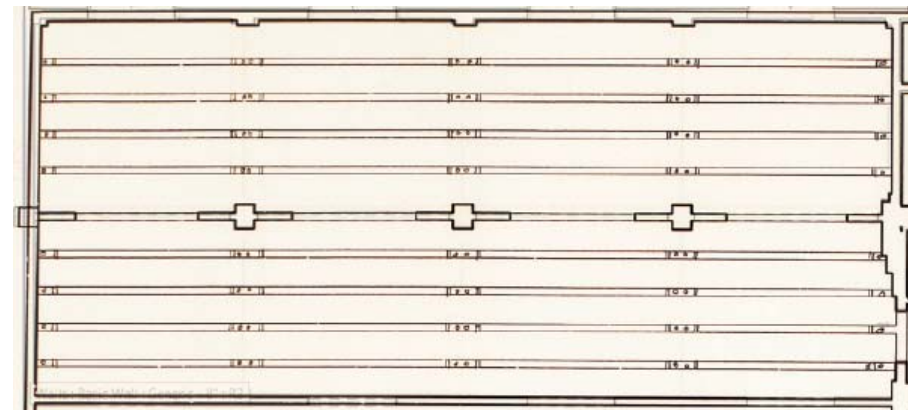
Private Gardens



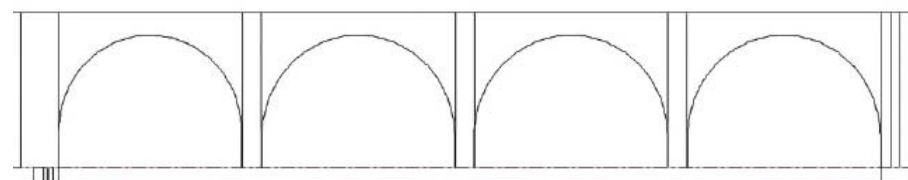
Perspectives



Floor Plan



Reflected Ceiling Plan



Elevation



Riviera Maison
Boston Breakers 3S Sofa
Flaxiv



Donna Wilson
Ercol "Stacking Chair"



Rustbelt Haymarket
Bench/Coffee Table

100% Recycled/
Reclaimed



Rustbelt Haymarket
Square Coffee Table

100% Recycled/
Reclaimed



Riviera Maison
The Great Study
Floor Lamp



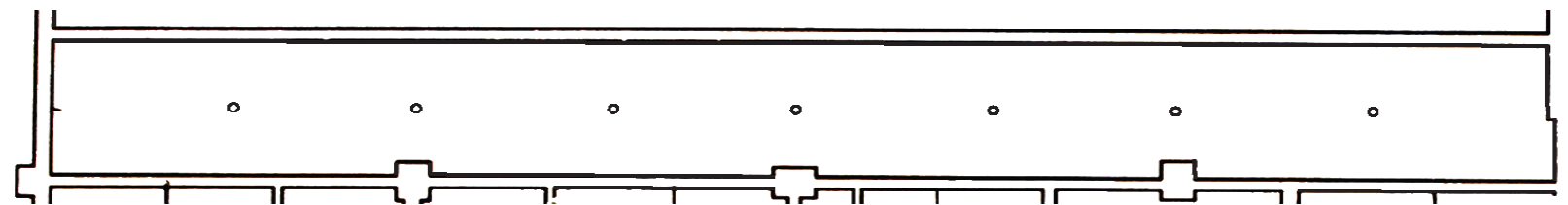
Mediterranea USA
Porcelain Tile Havana Collection
Sugarcane White



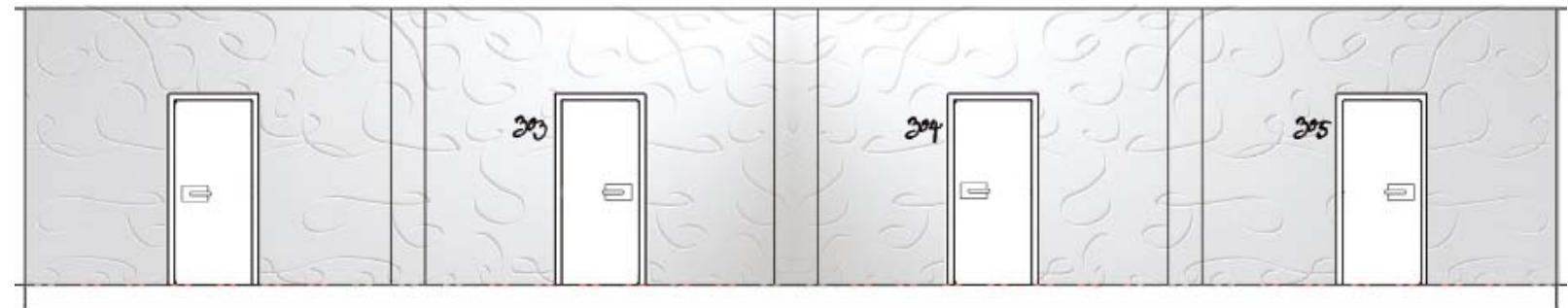
Indoor Lounge



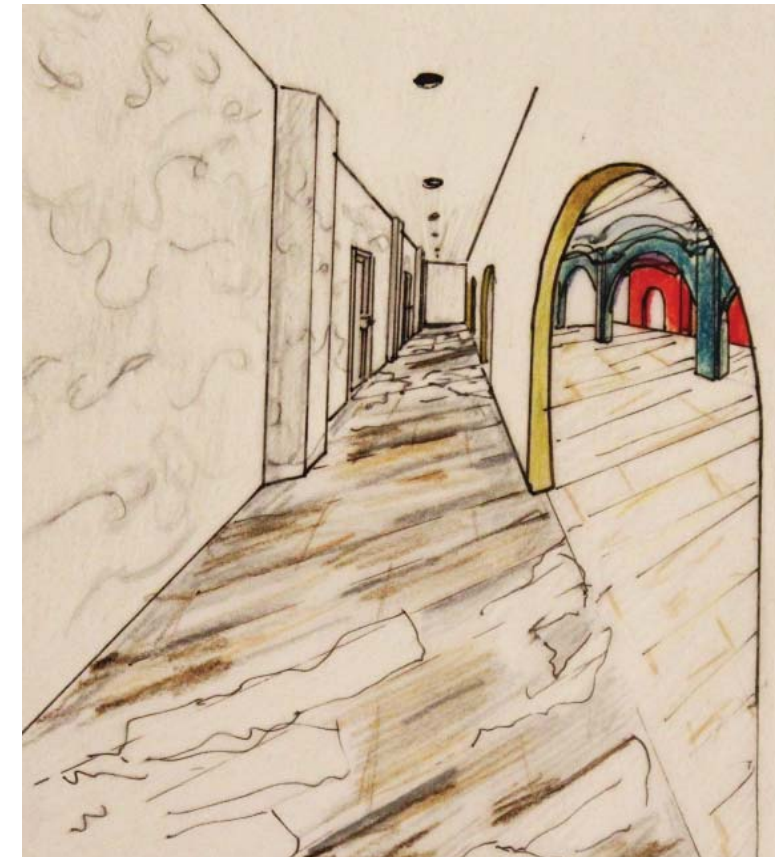
Flooring Plan | Carpet Design



Reflected Ceiling Plan | White Painted Ceiling



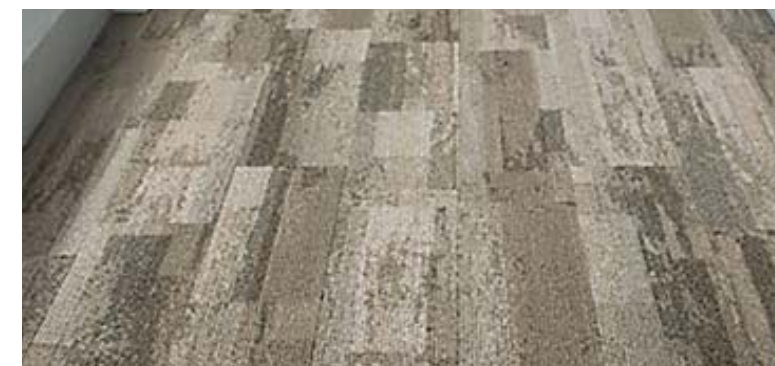
Elevation | BN Industries Iconic Panels in Barcelona



Perspective



BN Industries Iconic Panels
Barcelona



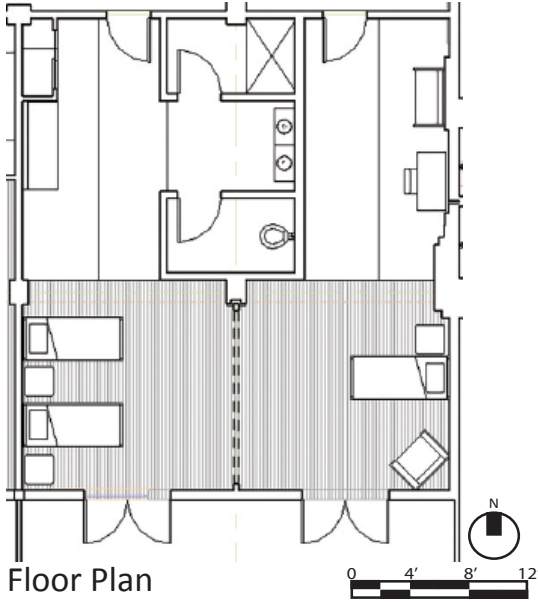
Interface Reclaim Collection
Cottage Taupe
100% Recycled, Green Label Plus,
Carpet to Carpet Recycling



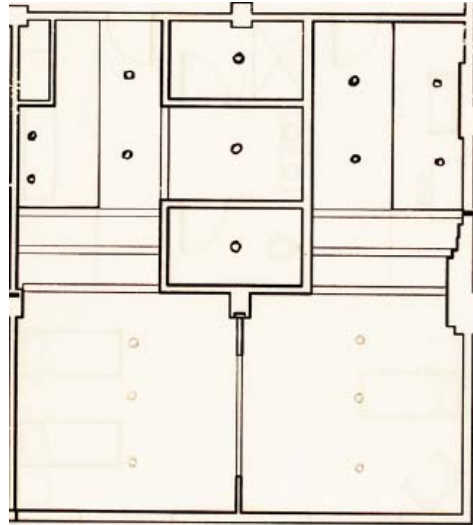
Corridor



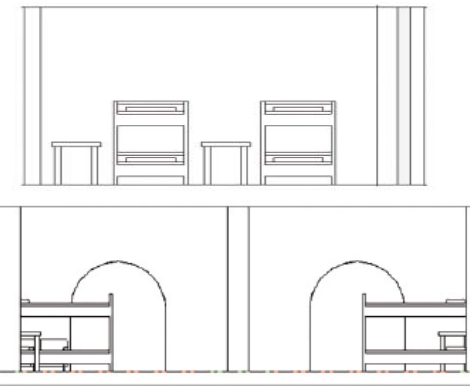
Perspective



Floor Plan



Reflected Ceiling Plan



Elevations



Armstrong
Woodhaven Wood Planks
White Wash



Mediterranea USA
Porcelain Tile Boardwalk Collection
Venice Beach



Carnegie Fabrics
Drapery Basilica
White



One Kings Lane
Valeria Settee
Cream



Serena & Lily
Sundial Chair
White



Santa and Cole
Tripode Lamp
White



Rustbelt Haymarket Table
100% Recycled/
Reclaimed



ERA Interiors
Modern Nightstand
White Lacquer



Private ADA Guestroom

STANDARD BATHROOMS - SHARED GUESTROOM					
FIXTURE TYPE	QTY.	DAILY USE	FLOW RATE	DURATION	GROSS H2O USAGE (gal)
Toilet	1	5	1.6 gpf	1. flush	8. gal
Lavatory Faucet	1	5	2.2 gpm	0.25	2.8 gal
Showerhead /Tub Faucet	1	1	2.5 gpm	8	20. gal
DAILY					30.8 gal
NUMBER OF GUESTROOMS					1
DAYS OF OPERATION					365
TOTAL AVAILABLE ROOM NIGHTS					365
OCCUPANCY PROJECTION					82%
TOTAL OCCUPIED ROOM NIGHTS					299
# OF GUESTS PER ROOM					6
TOTAL ANNUAL USERS					1,796
YEARLY					55220.9 gal

EFFICIENT BATHROOM PROPOSAL - SHARED GUESTROOM									
FIXTURE TYPE	QTY.	DAILY USE	FLOW RATE	DURATION	GROSS H2O USAGE (gal)	BRAND	MODEL SERIES	OPERATION TECHNOLOGY	WEBSITE
Toilet	1	5	.8 gpf	1. flush	4. gal	Kohler	Persuade	Dual Flush	http://www.us.kohler.com/us/Persuade
Lavatory Faucet	1	5	1.5 gpm	0.25	1.9 gal	Delta	Watersense - Addison		http://www.deltafaucet.com/
Showerhead /Tub Faucet	1	1	1.5 gpm	8	12. gal	Delta	Watersense - Slide Bar Handshower		http://www.deltafaucet.com/
DAILY					17.9 gal				
NUMBER OF GUESTROOMS					1				
DAYS OF OPERATION					365				
TOTAL AVAILABLE ROOM NIGHTS					365				
OCCUPANCY PROJECTION					82%				
(Average for Morgans South Beach Properties)									
TOTAL OCCUPIED ROOM NIGHTS					299				
# OF GUESTS PER ROOM					6				
TOTAL ANNUAL USERS					1,796				
YEARLY					32,100				
TOTAL SAVINGS PER DAY					12.9 gal				
TOTAL SAVINGS PER YEAR					23120.9 gal				
PERCENTAGE SAVINGS PER YEAR					41.87%				



Kohler
Persuade Dual Flush
Toilet



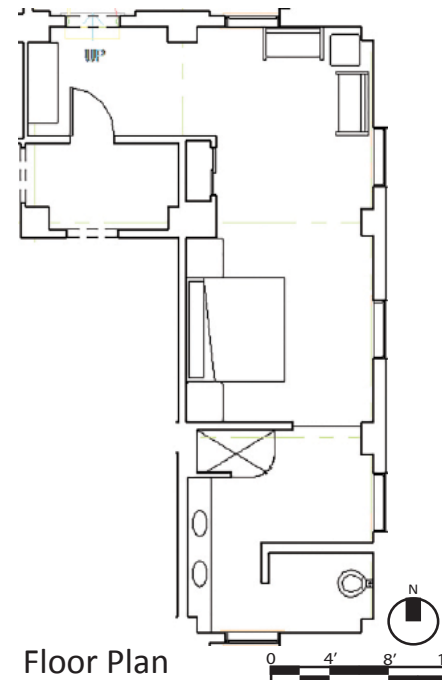
Delta
Watersense Addison
Lavatory Faucet



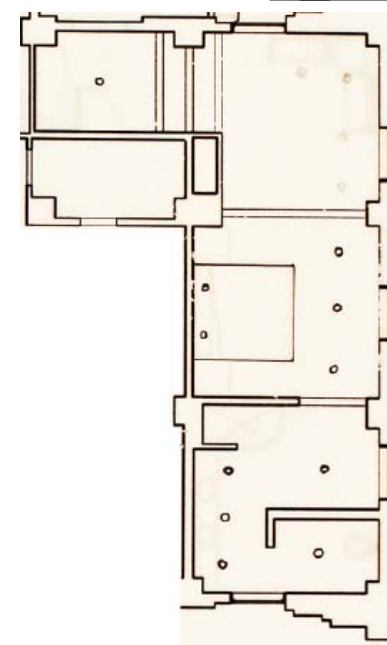
Delta
Watersense Slidebar
Handshower



Perspective



Floor Plan



Reflected Ceiling Plan



Elevations



Armstrong
Woodhaven Wood Planks
White Wash



Mediterranea USA
Porcelain Tile Boardwalk Collection
Venice Beach



Carnegie Fabrics
Drapery Basilica
White



One Kings Lane
Valeria Settee
Cream



Serena & Lily
Piccadilly Chair
White Canvas



Santa and Cole
Tripode Lamp
White



One Kings Lane
Annabel Tall Sideboard
Blue



Serena & Lily
Reese Side Table
Blue



Shared ADA Guestroom

FIXTURE TYPE	QTY.	DAILY USE	FLOW RATE	DURATION	GROSS H2O USAGE (gal)
Toilet	1	5	1.6 gpf	1. flush	8. gal
Lavatory Faucet	1	5	2.2 gpm	0.25	2.8 gal
Showerhead /Tub Faucet	1	1	2.5 gpm	8	20. gal
DAILY					30.8 gal
NUMBER OF GUESTROOMS					3
DAYS OF OPERATION					365
TOTAL AVAILABLE ROOM NIGHTS					1,095
OCCUPANCY PROJECTION					82%
TOTAL OCCUPIED ROOM NIGHTS					898
# OF GUESTS PER ROOM					2
TOTAL ANNUAL USERS					1,796
YEARLY					35220.9 gal

EFFICIENT BATHROOM PROPOSAL - PRIVATE GUESTROOM									
FIXTURE TYPE	QTY.	DAILY USE	FLOW RATE	DURATION	GROSS H2O USAGE (gal)	BRAND	MODEL SERIES	OPERATION TECHNOLOGY	WEBSITE
Toilet	1	5	.8 gpf	1. flush	4. gal	Kohler	Persuade	Dual Flush	http://www.us.kohler.com/us/Persuade
Lavatory Faucet	1	5	1.5 gpm	0.25	1.9 gal	Delta	Watersense - Addison		http://www.deltafaucet.com
Showerhead /Tub Faucet	1	1	1.5 gpm	8	12. gal	Delta	Watersense - Slide Bar Handshower		http://www.deltafaucet.com
DAILY					17.9 gal				
NUMBER OF GUESTROOMS					3				
DAYS OF OPERATION					365				
TOTAL AVAILABLE ROOM NIGHTS					1,095				
OCCUPANCY PROJECTION					82%				
(Average for Morgans South Beach Properties)									
TOTAL OCCUPIED ROOM NIGHTS					898				
# OF GUESTS PER ROOM					2				
TOTAL ANNUAL USERS					1,796				
YEARLY					32,100				
TOTAL SAVINGS PER DAY					12.9 gal				
TOTAL SAVINGS PER YEAR					23120.9 gal				
PERCENTAGE SAVINGS PER YEAR					41.87%				



Kohler
Persuade Dual Flush
Toilet



Delta
Watersense Addison
Lavatory Faucet



Delta
Watersense Slidebar
Handshower

Amy Alonso 12 04 2014

LUXURY HOSTEL PROJECT

Graduate Design I | IND 6255

Marcia Lopes De Mello