

Essence Hotel



Kayla Davis

Location

- Brickell is Miami's Business and Financial District. A prime location for Business travellers to stay. There are many local restaurants and bars within walking distance.



Client Profile

Retired Business woman, Lisa, is in her early fifties. Over the years, she has become Exasperated with the way hotels, especially Chains, treat single women travelling alone.

(safety issues, complaint concerns, the behavior of the male guests and employees, etc.)

She would like to create a hotel with an upper-class traveling businesswoman in mind. She would also like to see a new fresh concept for her boutique hotel. She would like the space to be something Novel, not following the traditional definitions of femininity. She would like to play with the interiors volumetrically, using vaulted spaces.

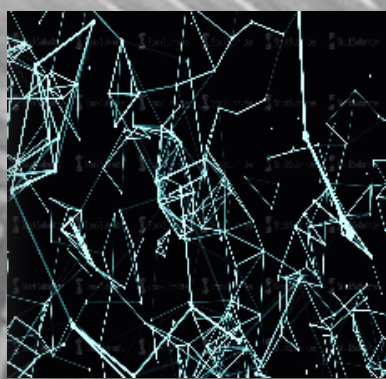
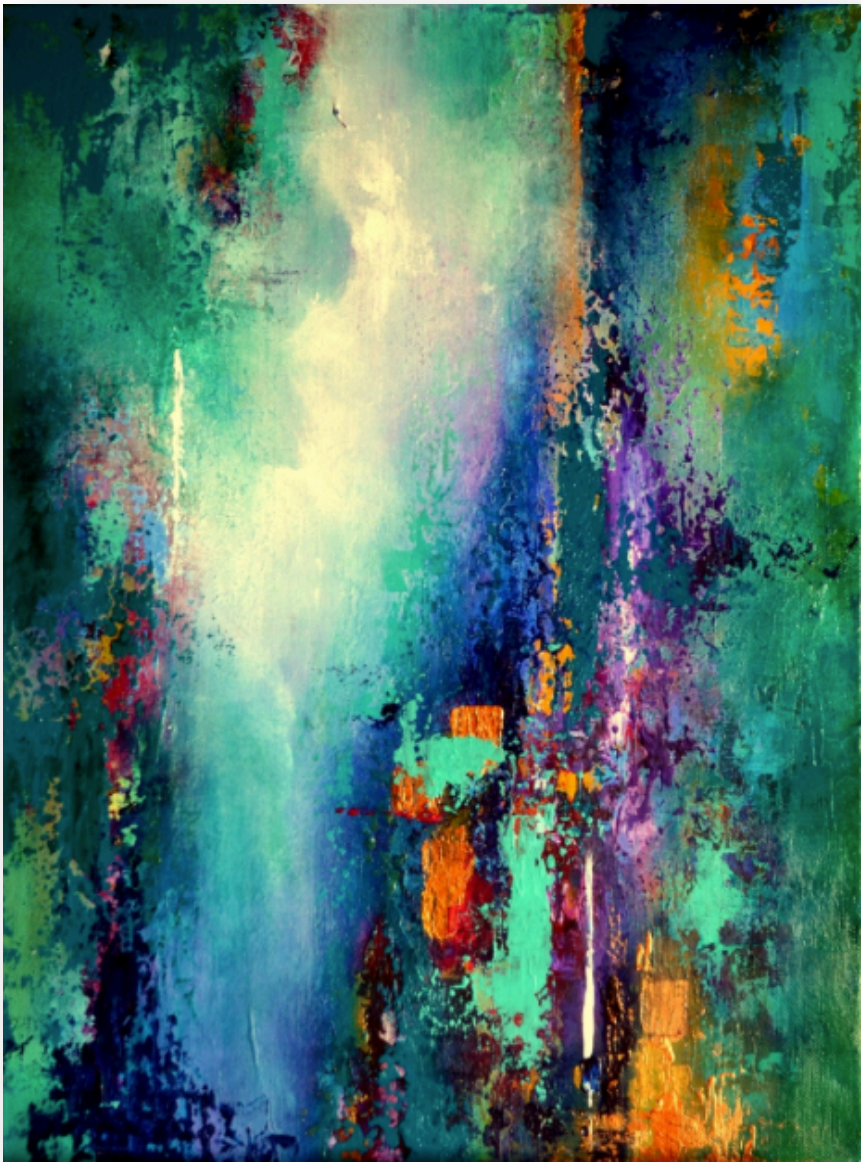
She has given the designer an amount of freedom, so long as the design is one of a kind.

Concept

To create a hotel in Brickell that will truly embrace Miami's culture, I aim to combine aspects from modern technology and design, with aspects from traditional tropical designs.

An open concept, lighting solutions, and creating walls that appear to have motion will aid in adding depth in otherwise small spaces. I will mainly use light materials, bringing contrast with some darker colors. Textures and patterns found in nature, will be complimented with sleek geometric designs. The hotel will be a place where people will be able to work as well as relax.

Depending on the area of the hotel, the designs will lean more towards technology or tropical. For example, the restaurant and bar on site will have a more rustic tropical feel, utilizing reclaimed wood. The Bose retail store will have a very modern geometric design. The Essence Hotel will be elegant and fun, catering to the traveling businesswoman.



The Bose logo is displayed in a bold, italicized, black sans-serif font. It is centered within a white rectangular box that has a subtle drop shadow. The background of the slide features a grey and white pattern of palm fronds.

Retail

Bose® will have a retail store in the front of the Building. This relates to the Technology aspect of the design.

Many time when traveling headphones can break, or be forgotten at home. The store will be useful for those travellers, or anyone who simply wants a new set of headphones.



Process

In her article *The Definition of Boutique Hotels* Consulting & Valuation Analyst at HVS International, Lucienne Anhar states, “Boutique hotels are not boxed into standards; the definition and expression of a theme is a crucial path to success.” (Anhar).

Because of this, I wanted to create a unique theme which would make a statement and leave an impression on the guests. I used a lot of built-in, and custom furniture to accomplish this.



Process

In her article, *The Boutique Hotels Of Paris*, Rooksana Hossenally stated, “Focused on crafting a contemporary guest experience out of a speak-easy aesthetic and novel amenities like in-room cocktail bars, they are reinventing the Parisian boutique hotel.”(1)

She was talking about how new boutique hotels in Paris are focused on cultivating an experience that speaks to the environment and culture it is surrounded by.

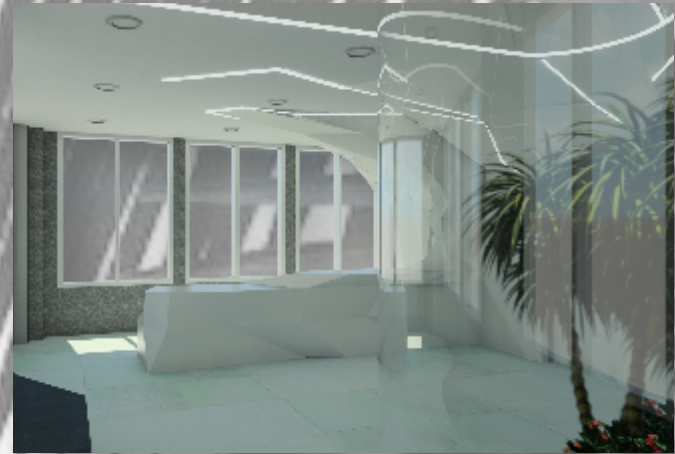
Because of this, I wanted to create a theme that speaks to Miami. I thought about how the city is growing, evolving, and modernizing. I made a connection from that to technology. I also thought about geographic location being in the tropics. Thus creating a technical tropical theme.



Process

World Luxury Tourism states “Staff at the front-desk should be trained to be discreet by not to announcing names or room numbers loudly. In several good hotels, key-cards are individualized making the female occupant feel much safer. The woman’s name or room number is not announced aloud. It is written down and handed over.” in their article *What Woman Want- An Insight to woman Travellers’ Needs*.

To provide some security, I located the front desk apart from the main lobby/ lounge area. The concierge desk also has a private office.

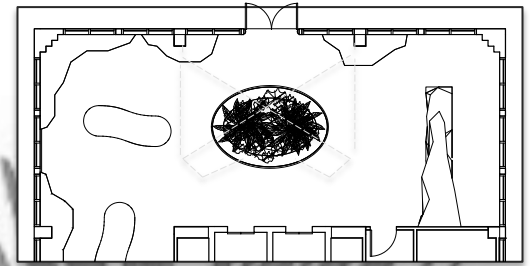
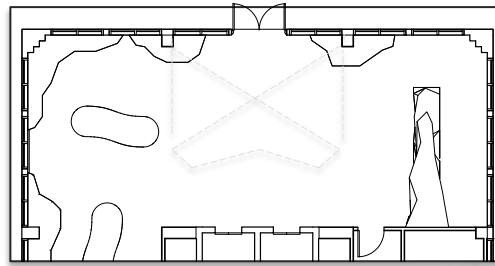
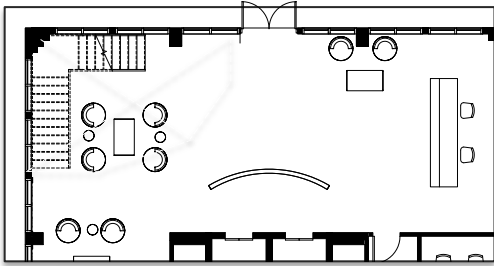


Process

Nancy Trejoc said “Book a room on the 11th floor of the Hamilton Crowne Plaza here and you'll get special bath salts and body products, a magnifying mirror, nail polish, nail files and a curling iron.” (Section: Money, Pg. 03b) in her article *A room fit for a woman* from USA Today

I will be including amenities such as these in all the rooms, to cater to the female business traveller. The items will be contained within the bathroom vanities, so not to add clutter to the spaces.





Originally I wanted to have a double height space where the restaurant was overlooking to below. I thought it would be interesting to have the open space on a corner to add more interesting views. I also wanted to have access from a flight of stairs.

Trying to incorporate the tropical feel in the overall design, but it dominated and the technology aspect does not come across.

Having the double height space on the corner made the space feel off balance, and awkward. Also the stairs fought with the windows. So I move the open space to the center.

Realizing finding a balance between tropical and technical was being a challenge I sketched an idea for a reception desk which the led me in a different direction to find a balance between the two ideas.



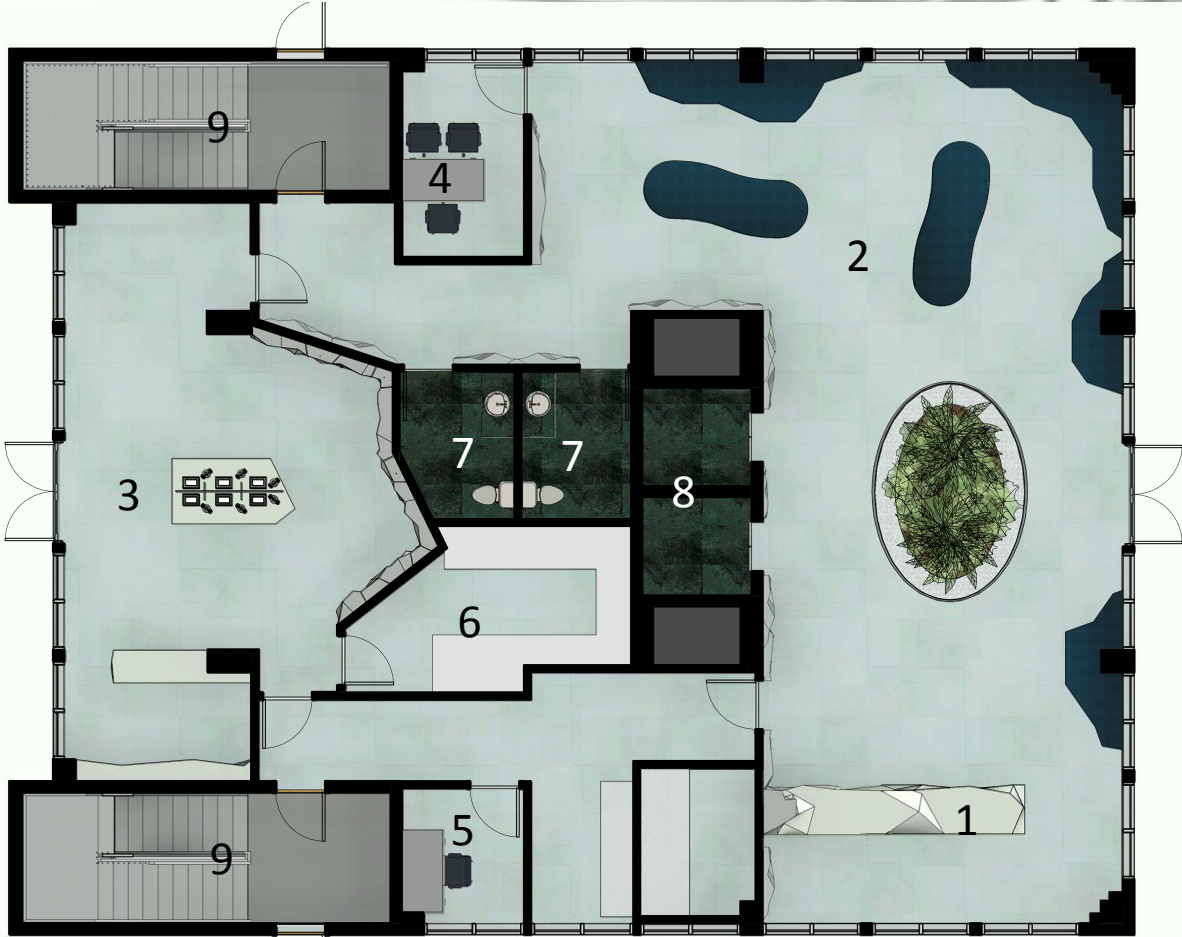
Having Plants was a key part of integrating tropical design, the double height space was good, but a large empty space was not. Instead of having plants on the walls and along the edges of the interior. A large double height terrarium would clean up the space and integrate both tropical and technical design.

Typical Materials



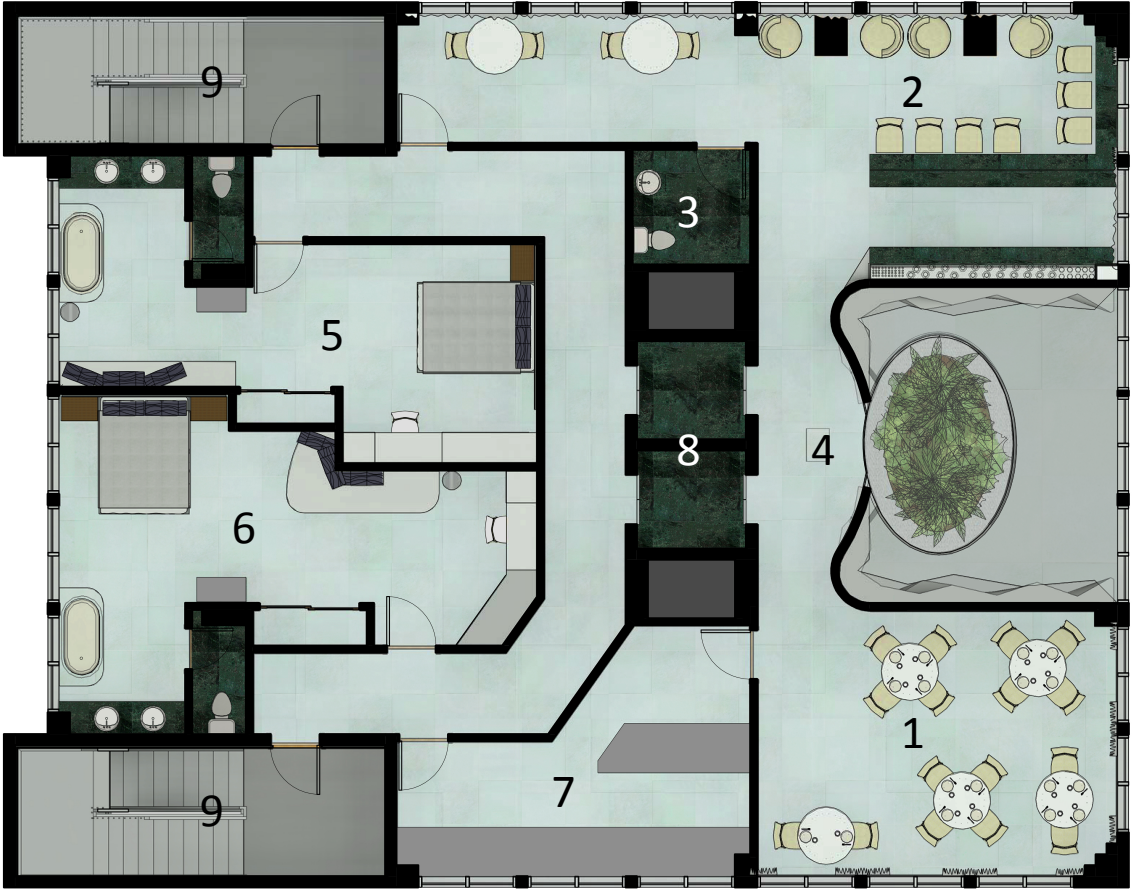
Floor 1

- Reception.....1
- Lobby.....2
- Retail.....3
- Concierge.....4
- Manager.....5
- Storage.....6
- Restrooms.....7
- V.C.....8
- Fire Stairs.....9



Floor 2

- Dining.....1
- Lounge/Bar.....2
- Restroom.....3
- Host stand.....4
- Room 301.....5
- Room 302.....6
- Kitchen.....7
- V.C.....8
- Fire Stairs.....9



Floor 3

- Spa1
- Salon2
- Gym.....3
- Storage.....4
- Restrooms.....5
- V.C.....6
- Fire Stairs.....7



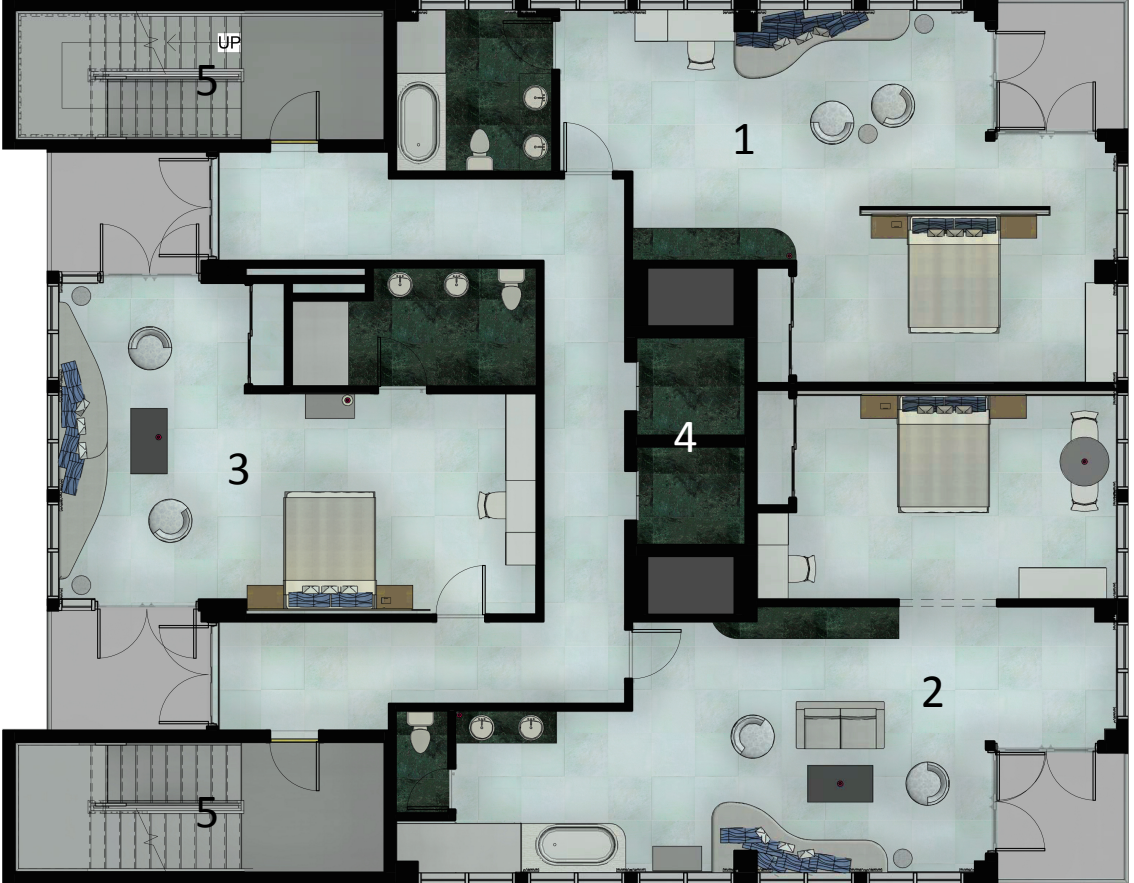
Floor 4-8

- Suite 401.....1
- Room 402 (ADA).....2
- Room 403.....3
- Room 404.....4
- Janitor Closet.....5
- V.C.....6
- Fire Stairs.....7



Floor 9-10

- Suite 901.....1
- Suite 902.....2
- Room 903(ADA).....3
- V.C.....4
- Fire Stairs.....5

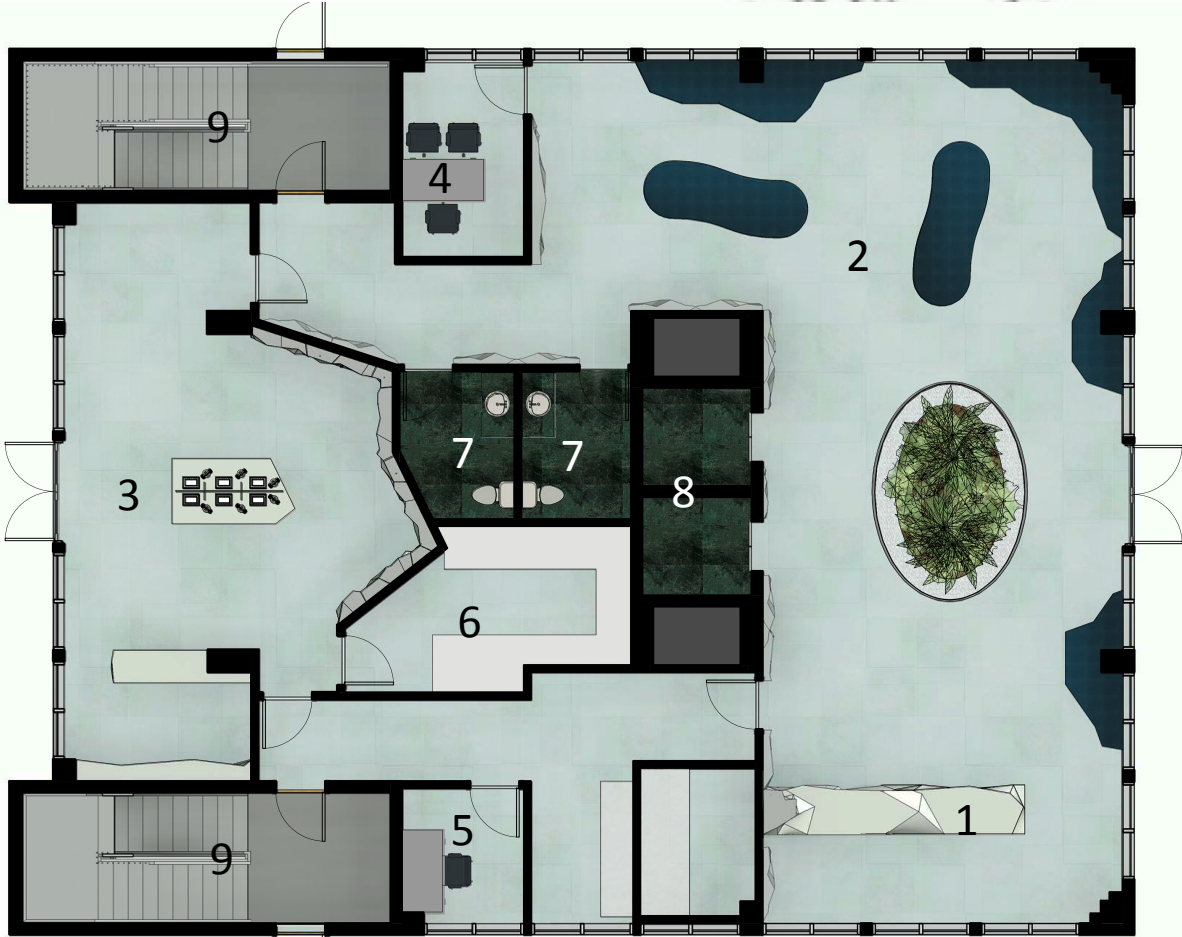


Inside The Essence Hotel



Floor 1

- Reception.....1
- Lobby.....2
- Retail.....3
- Concierge.....4
- Manager.....5
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Reception & Lobby

- Entering from the Bay side, the lobby welcomes guests with a large tropical terrarium, and custom seating.
- The walls are inspired by linear designs, and angles found in technology. Because technology is coming up with something new, I used LED lights to play with light and bring in a new lighting concept.
- The lobby will be a place for guests to rest, check in and to meet with friends or coworkers.



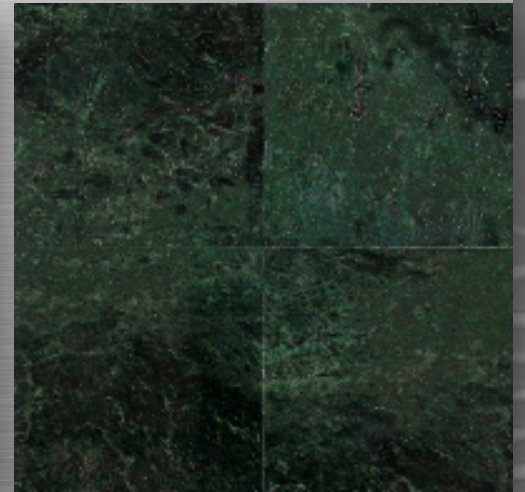






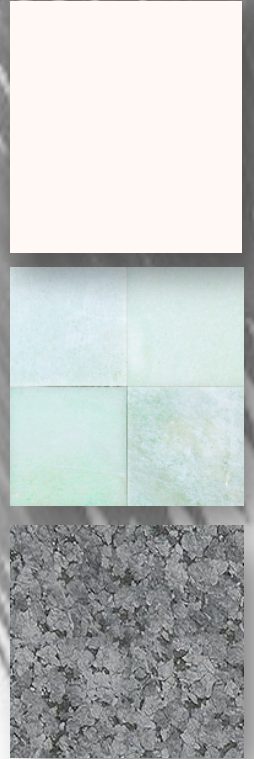


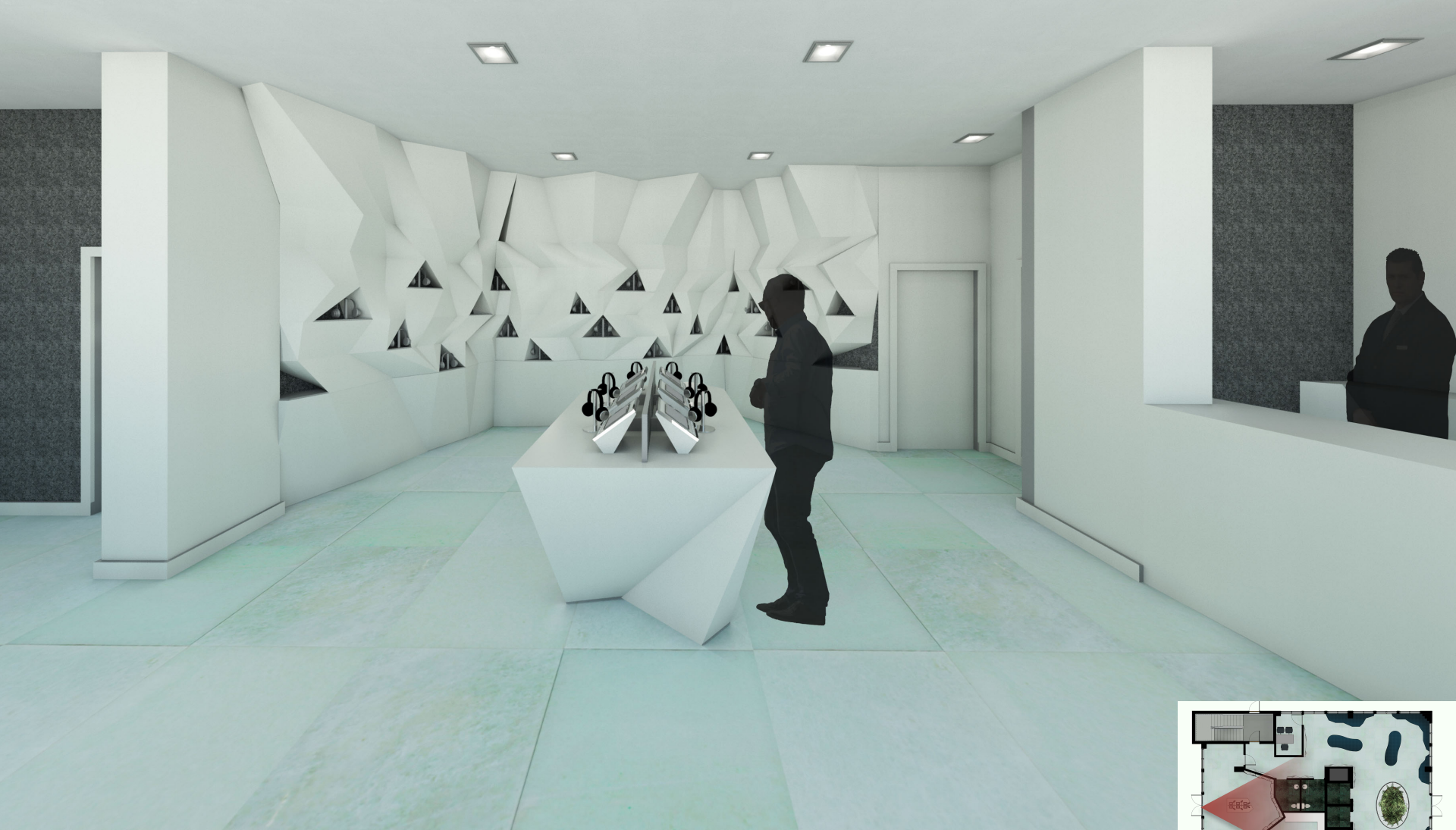
Elevator Finishes



Retail

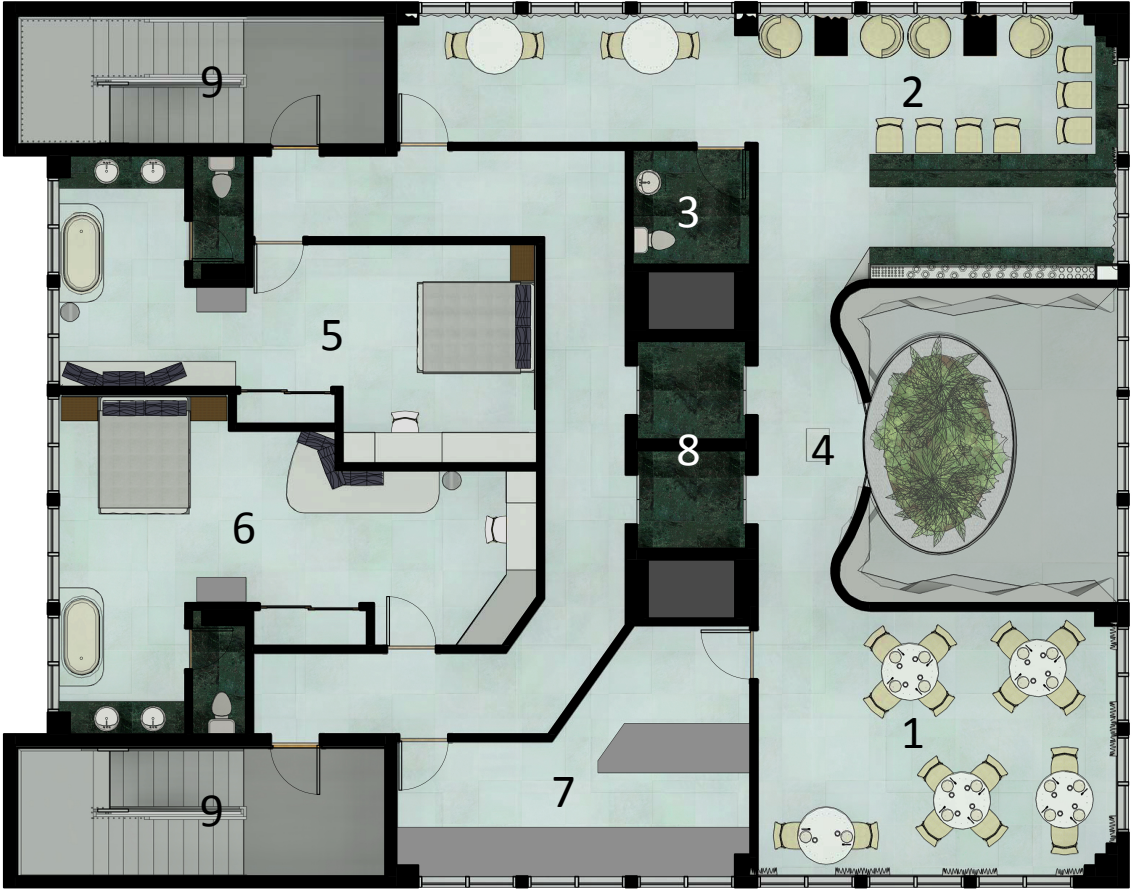
- In the front of the building Bose® will have a retail store, selling headphones and other devices.
- The back wall display is inspired by an underwater cave with headphones displayed in the niches.





Floor 2

- Dining.....1
- Lounge/Bar.....2
- Restroom.....3
- Host stand.....4
- Room 301.....5
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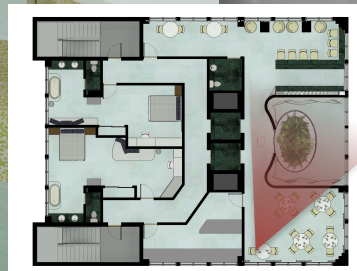
Restaurant and Bar

- From stepping off the elevators on the second floor, the hostess or host will guide one toward the restaurant or bar.
- Aimed primarily towards the users of the hotel a small dining area is to the right, and the bar and lounge to the left. They are inspired by light, shadows, and different hues of green found in a tropical forest.











Floor 3

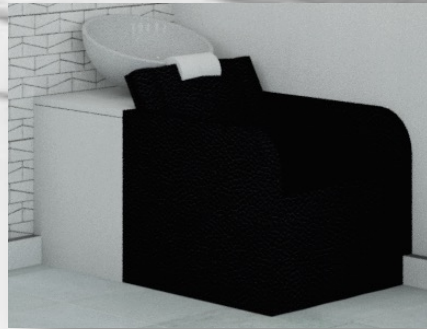
- Spa1
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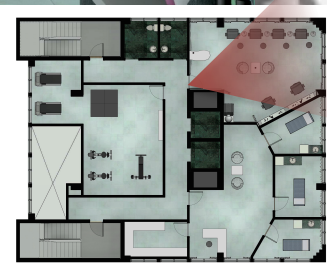


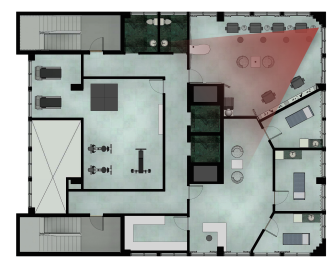
Salon and Spa

- A place for the hotel guests to relax and treat themselves. Located on the third floor, the salon and spa are perfect for the travelling business woman.











Floor 4-8

- Suite 401.....1
- Room 402 (ADA).....2
- Room 403.....3
- Room 404.....4
- Janitor Closet.....5
- V.C.....6
- Fire Stairs.....7





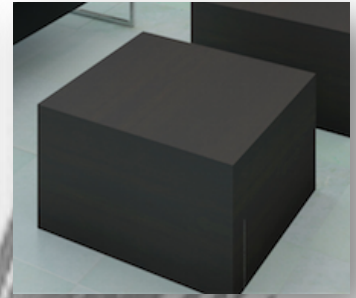
← 402-403 404 →



Sleep Chambers

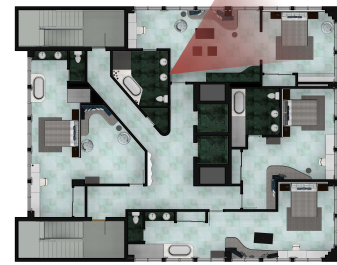
- In contrast to the public areas the sleep chambers will use more organic shapes architecturally. This will bring in a softer more relaxed feel to the spaces.
- Using a more neutral palate with hints of blues and greens it will be a calming atmosphere. Dropped ceilings and a dark wall treatment will be applied around the beds in order to reduce light reflections and add intimacy.





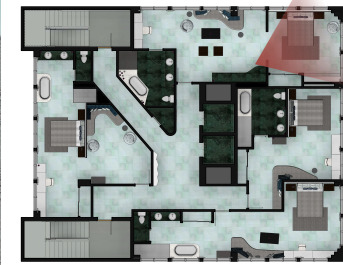


Suite 801





Suite 801



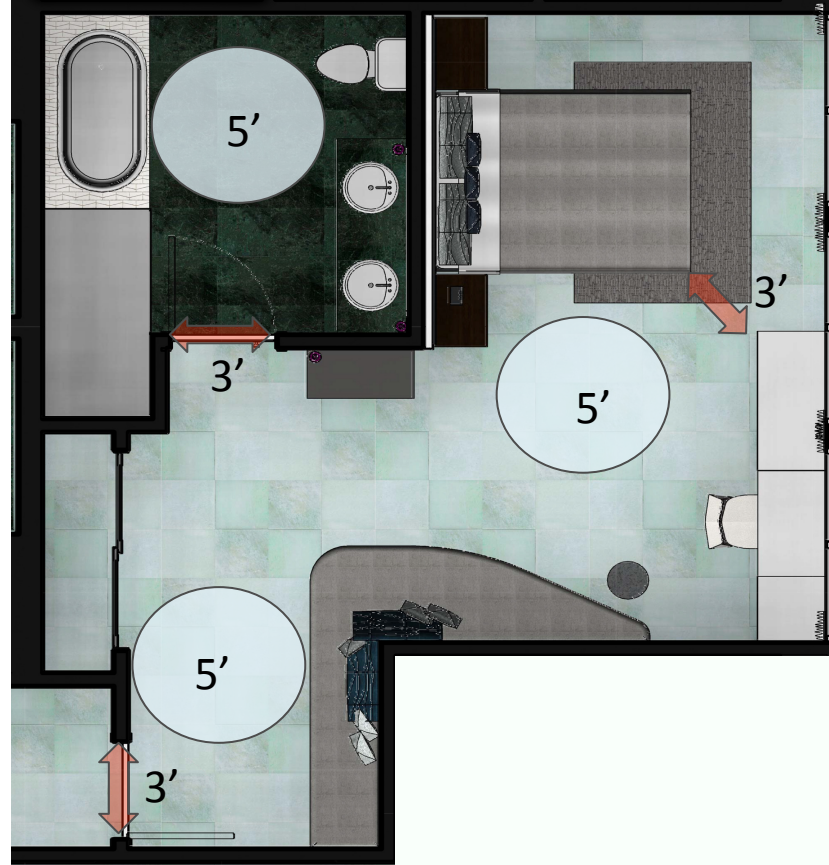


Suite 801



ADA room

- 5' DIAMETER OPEN SPACES FOR TURNING
- 3' BATHROOM DOOR
- ROLL IN SHOWER
- GRAB BARS ON BATHROOM WALLS
- INSET RUG BY BED FOR AN EVEN GROUND SURFACE





Room 802





Room 802





Room 803



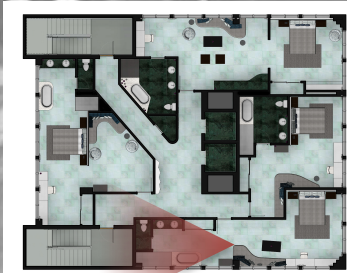


Room 803





Room 803



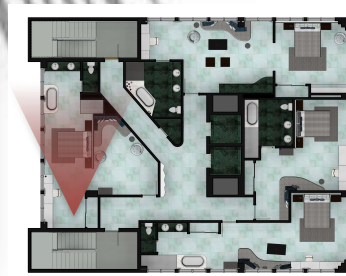


Room 804





Room 804



Floor 9-10

- Suite 901.....1
- Suite 902.....2
- Room 903(ADA).....3
- V.C.....4
- Fire Stairs.....5





Suite 901





Suite 901





Suite 902





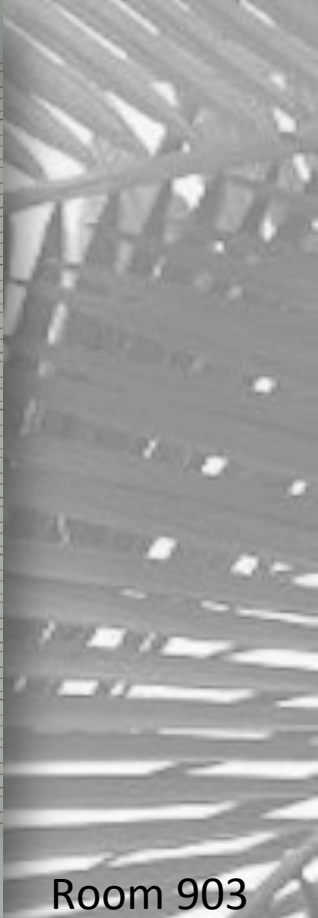
Suite 902





Suite 902





Room 903





Room 903

