

VIRGINIA BEACH

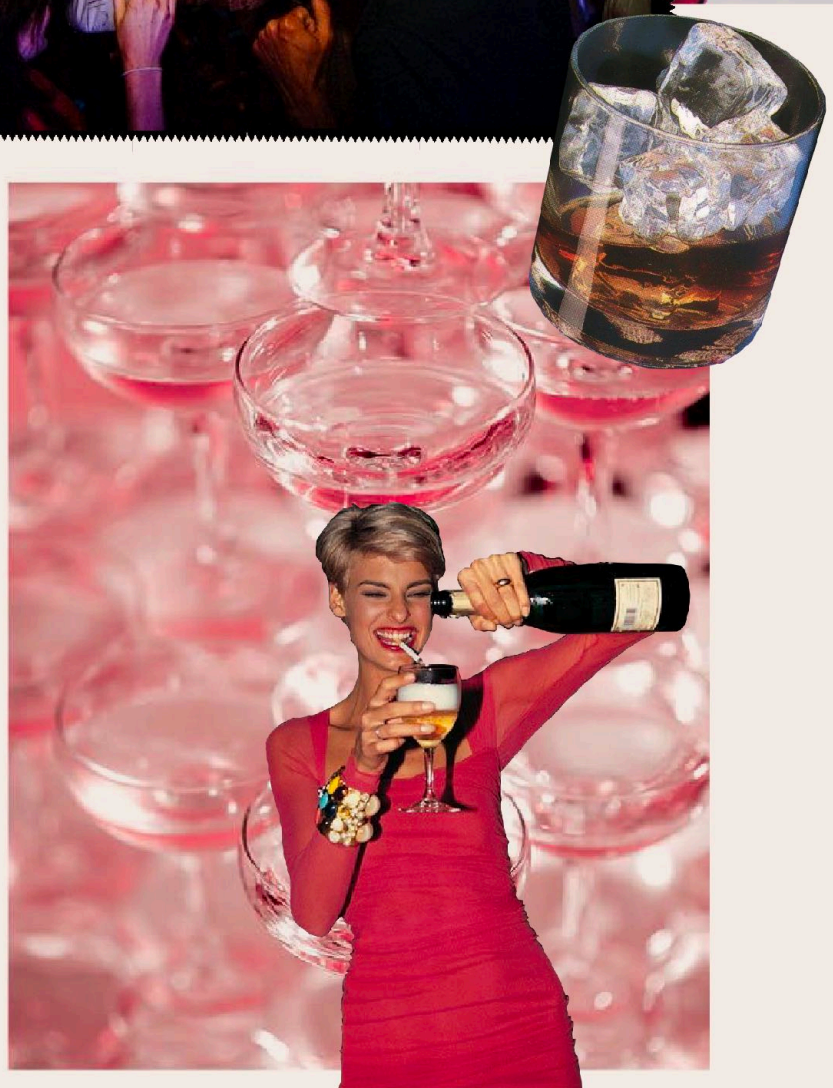
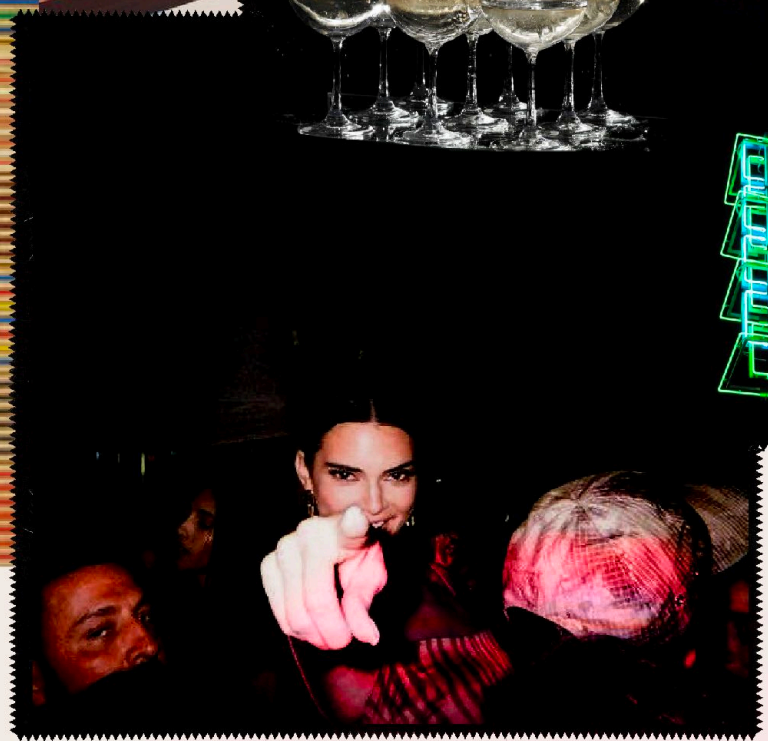
WATERFRONT

MOXY HOTEL

Levi Lanier

UNDERSTATED
IS OVERRATED

GHOSTFACE



moxy
HOTELS





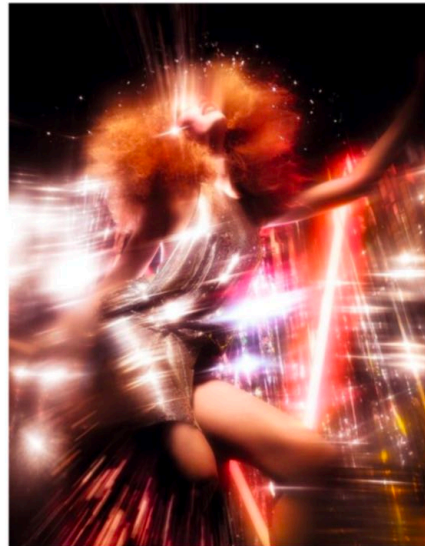
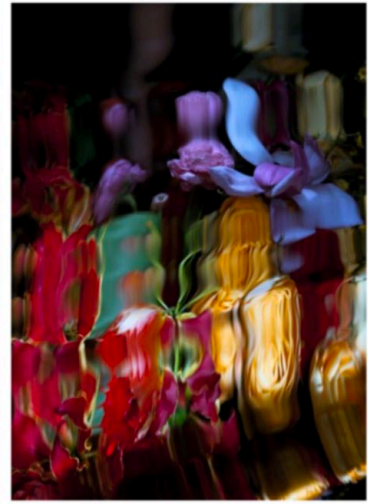
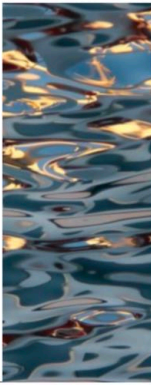
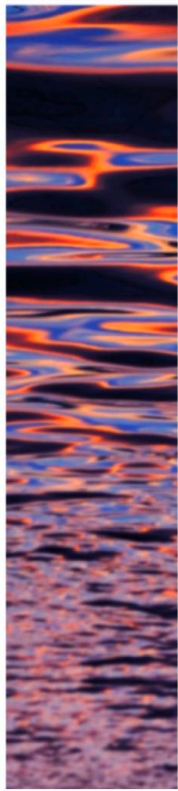
vi. Concept

“Drink. Like a Fish Out of Water” acknowledges the subtle unease and restlessness that may come with being in an usual and unfamiliar environment and actively seeks to alleviate that discomfort. By employing two of the Moxy brand’s better known motifs — “Moxy is for play” & the signature complementary cocktail at check in — as a central column to the concept, this design hopes to provide a sense of ambiguity, which can be very comforting to a traveling clientele.

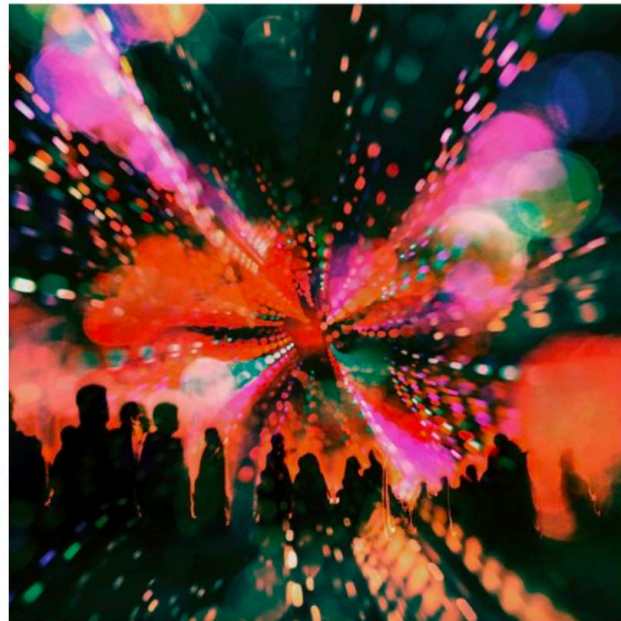
Users will experience an indefinite space. As with the check-in and bar already being one-and-the-same, the boundaries between the bar, lounge, game room, business center, and other points of interest will be blurred and hard to pinpoint, creating an area with limitless possibilities.

Drink.

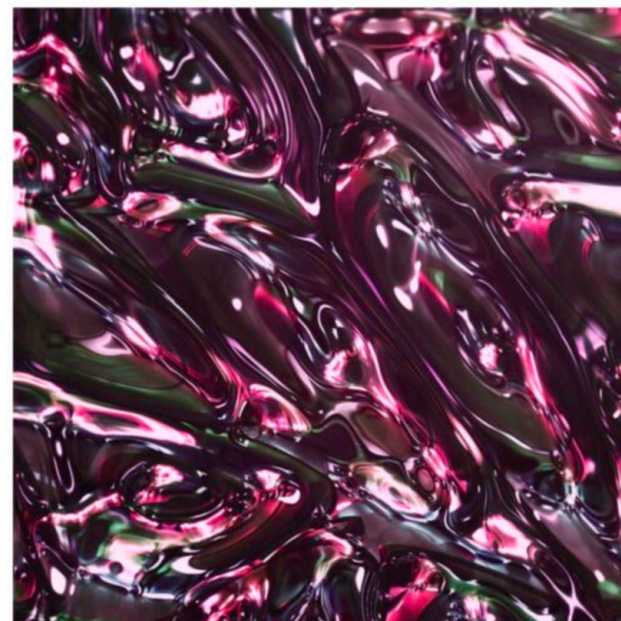
Like a Fish Out of Water.



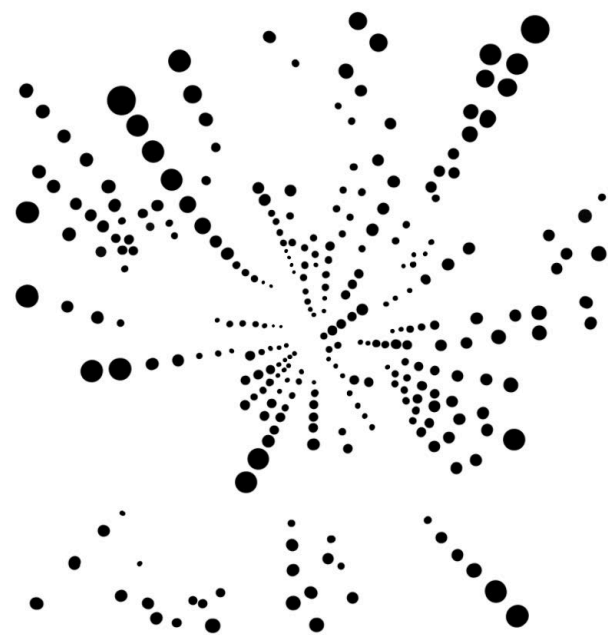
Psychoactive



Fluidity



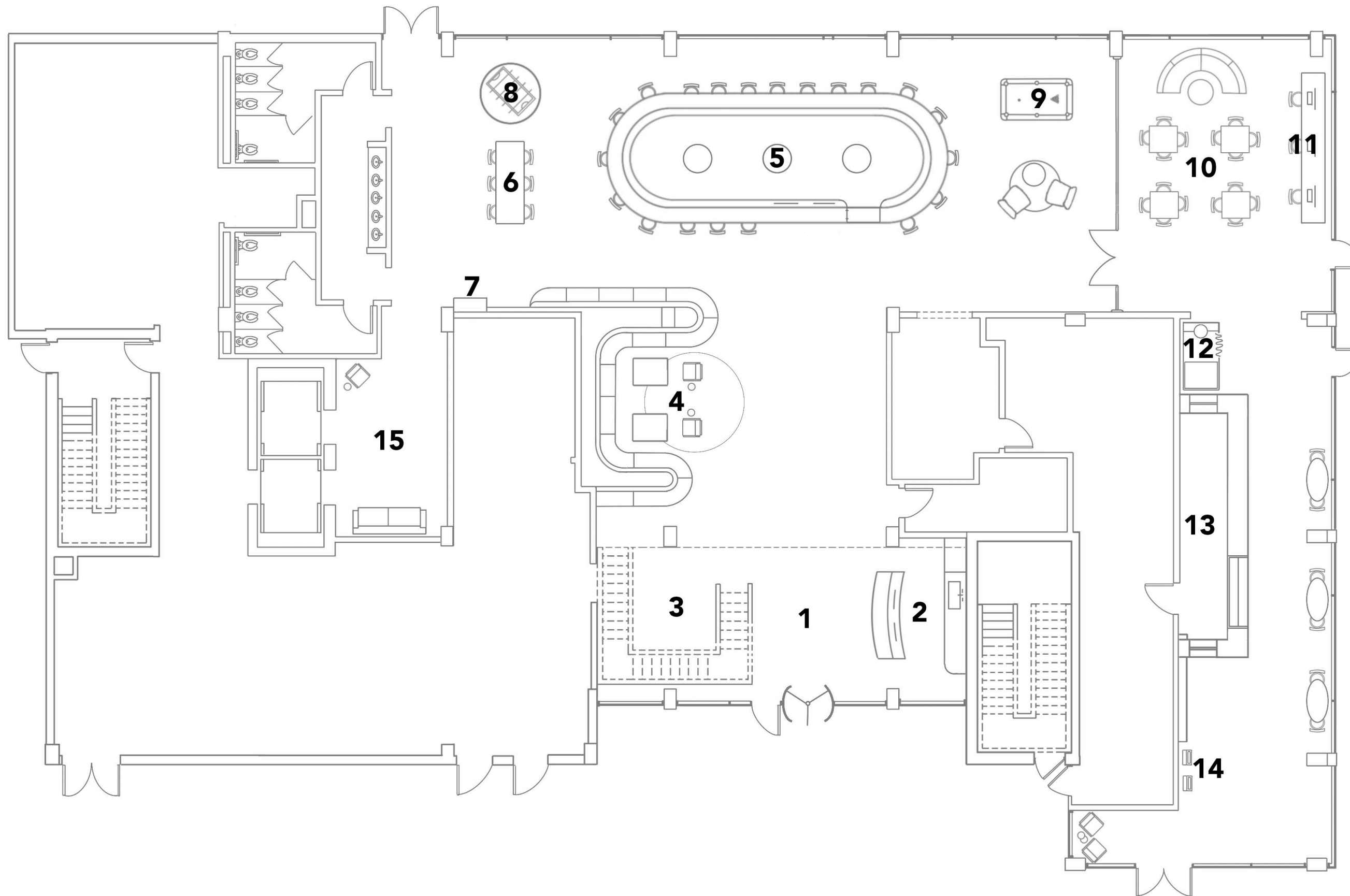
Loose





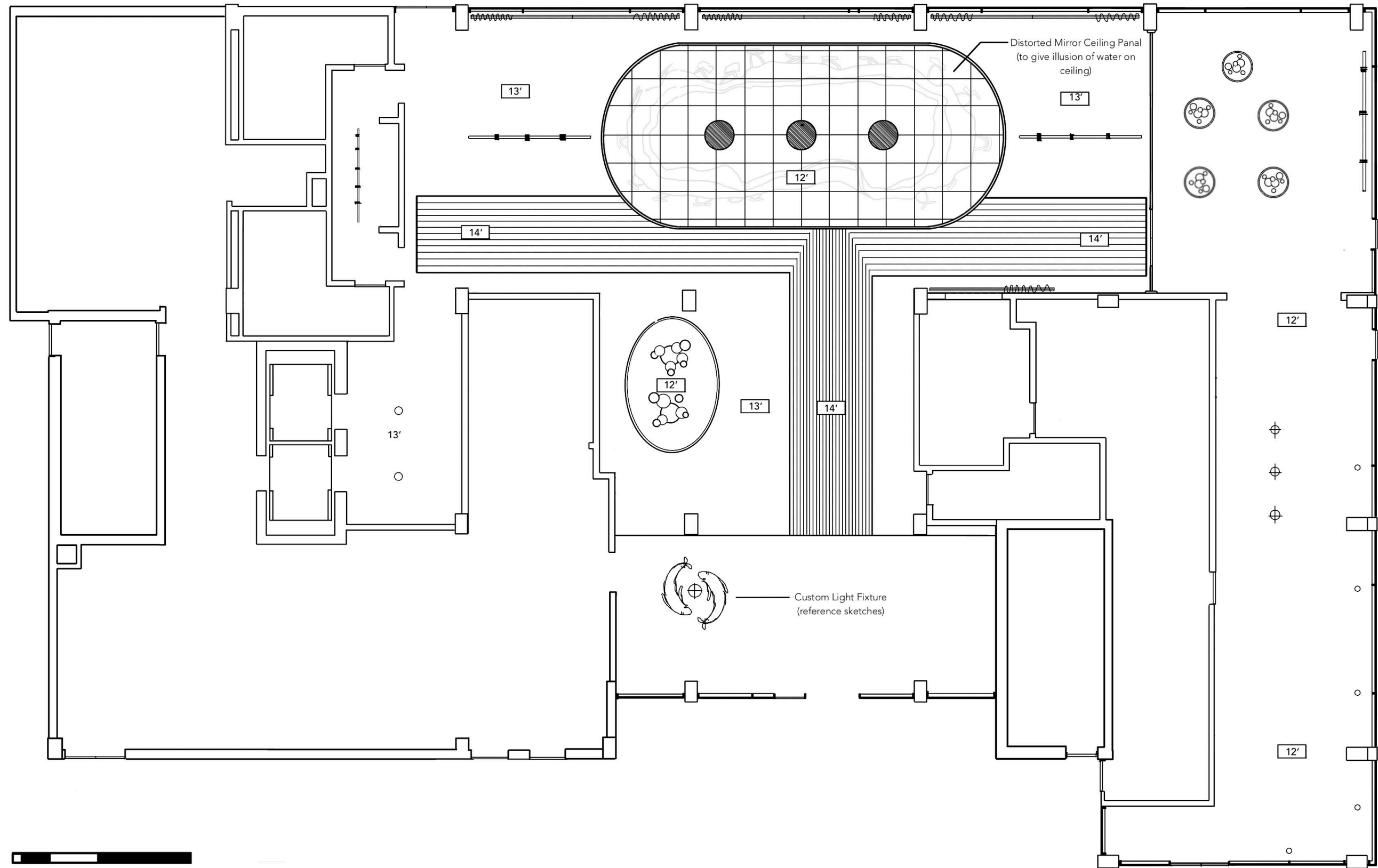
viii. Schematic Floor Plan

Annotated Preliminary Floor Plan
1201 Atlantic Avenue, Virginia Beach, VA, USA



- Key:
- [1] Entry
 - [2] Check In Counter with Wet Bar
 - [3] Stairs
 - [4] Lounge
 - [5] Bar
 - [6] Board Game Table
 - [7] Board Game Cabinet
 - [8] Foosball Table
 - [9] Pool Table
 - [10] Seating
 - [11] Business Center
 - [12] Photobooth
 - [13] Coffee Bar
 - [14] Retail / Coffee Kiosk
 - [15] Elevators Lobby

Preliminary Reflected Ceiling Plan
1201 Atlantic Avenue, Virginia Beach, VA, USA




Scale: 3:32



ix. Schematic Sketches

Sketch of the Lounge looking from the Bar

