

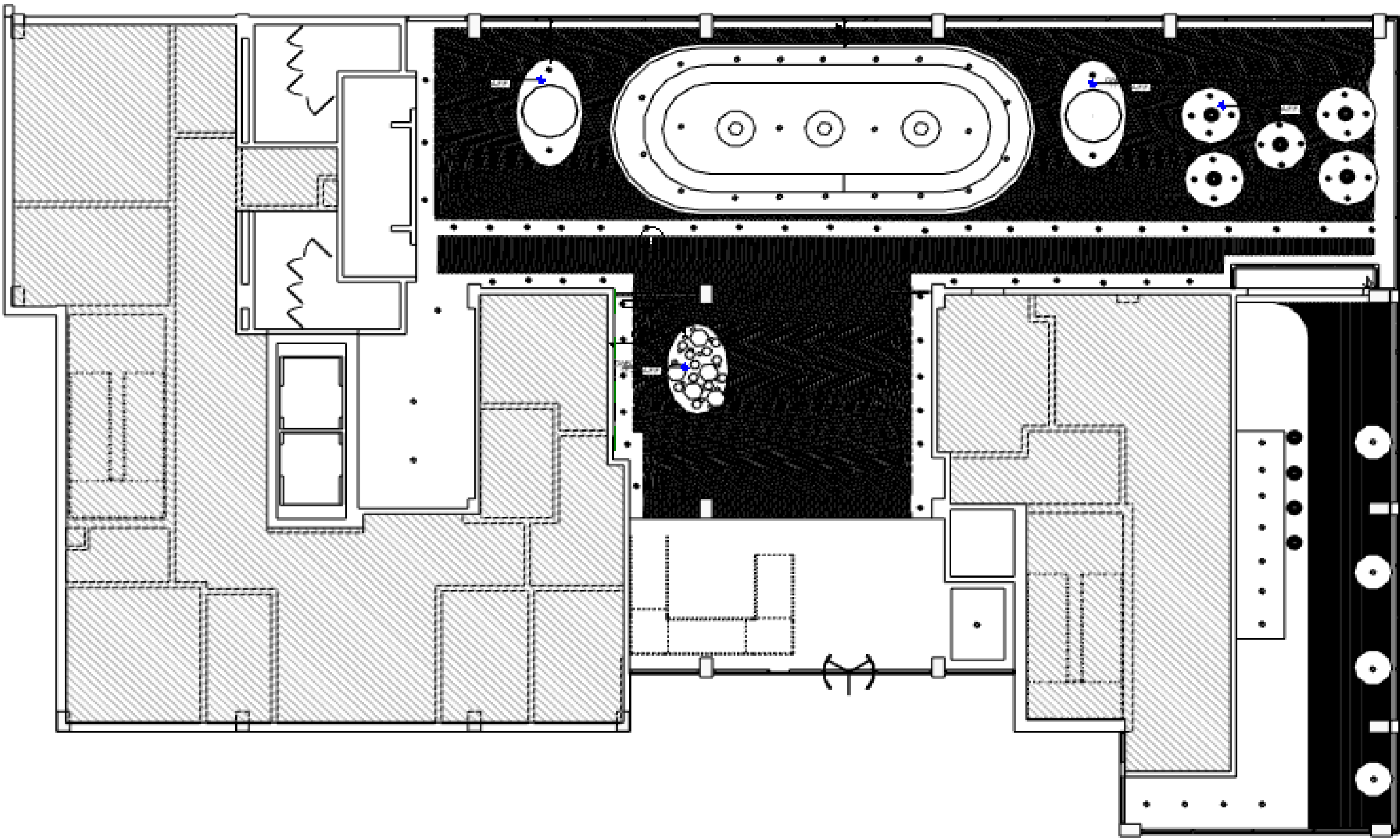
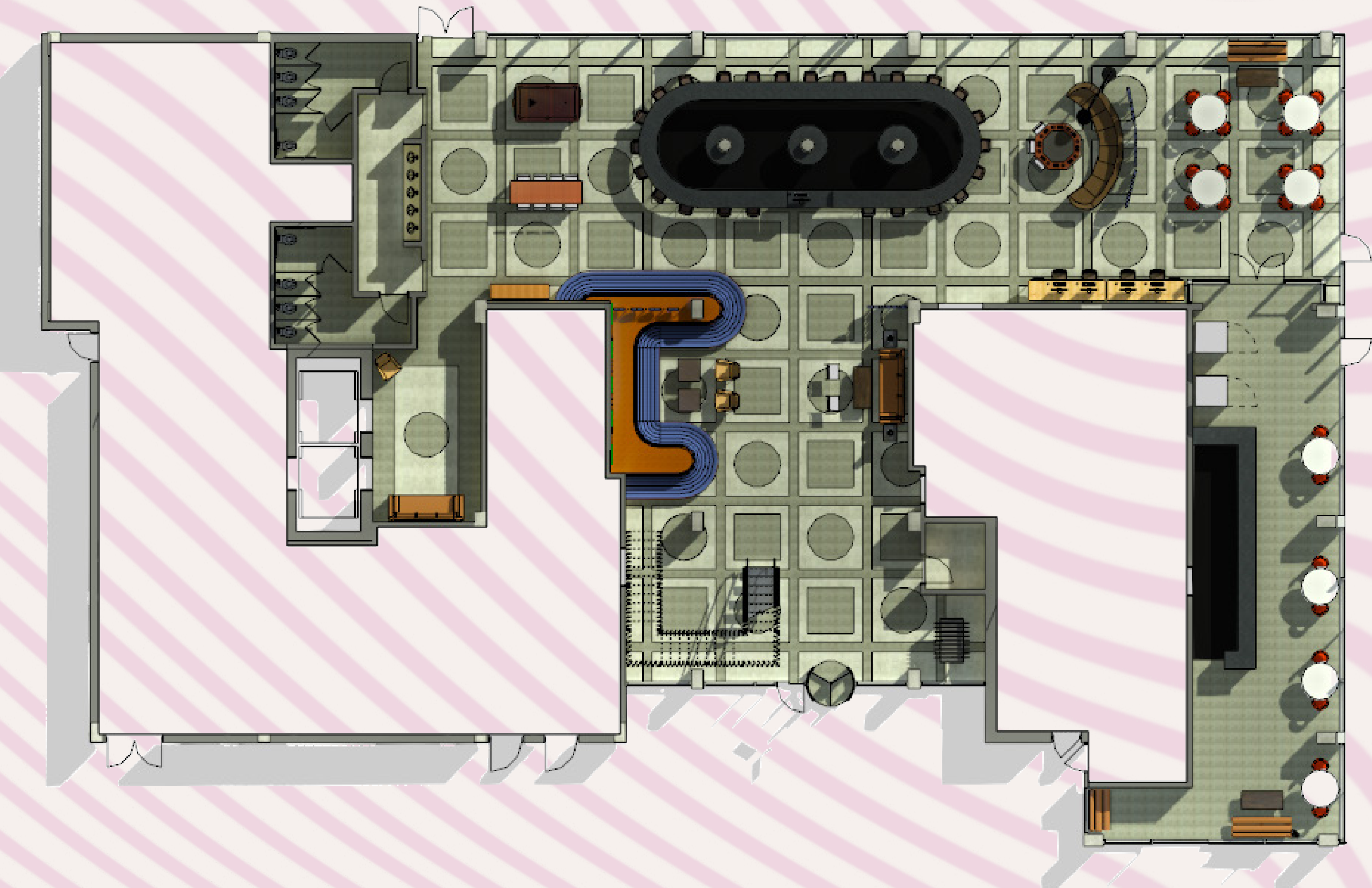


DRINK!

Like a Fish Out Of Water

'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 cocktail at check in - as a central column to the concept, this design seeks to provide a sense of ambiguity, which can be comforting to a travelling 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, gaming areas, business center, and other points of interest will be blurred and hard to pinpoint, creating an area with limitless possibilities.



BUILDING SITE

1201 Atlantic Avenue
(Beachfront)

BUILDING LOCATION

Virgina Beach, Virginia, USA

Virginia Beach is the most visited city in the state of Virginia. It welcomes over 20 million tourists a year. Most travel parties stay for three nights, with young people (18-25) making up the majority of visitors.



RENDERING OF CAFE



RENDERING OF LOUNGE AND



RENDERING OF ADA GUEST SUITE

