VIRGINIA BEACH

WATERFRONT

MOXY HOTEL

Levi Lanier

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moxy
HOTELS

i. Client Research

UNDERSTATED IS OVERRATED

GHOSTFACE

RAVE

moxy
HOTELS

ii. Designing for Disabilities

Designing for Disabilities

James Fahye & Levi Lanier

The Spectrum of Human Abilities

Disability:

- A disability is a condition of the body or the mind that creates difficulty for a person to interact with their environment.

Disabilities can affect a persons:

- Vision
- Movement
- Thinking
- Memory
- Learning
- Communicating
- Mental Health
- Social Relationships

WHO Dimensions of Disability:

- **Impairment** - Limitation in their body or mental function. For example; limb, eyesight, or memory loss.

- **Activity Limitation** - Difficulty hearing, seeing, or problem solving.

- **Participation Restrictions** - Limitations with engaging in social activities, normal daily tasks, and obtaining health services.
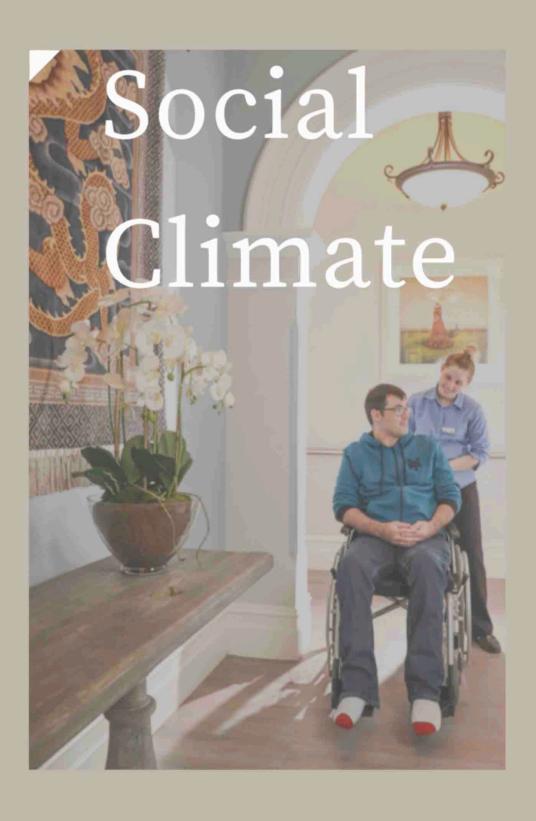
Cognitive Disability

Cognitive disabilities can manifest in a variety of ways. People who have a cognitive disability may experience memory deficits, attention deficits, problem-solving deficits, visual comprehension deficits, and reading, linguistic, and verbal comprehension deficits.

Examples of cognitive disabilities include:
- Down Syndrome
- Learning disabilities
- Head injuries
- Stroke
- Alzheimer's Disease

Disability Prevalence in the U.S

- 1 in 4 adults in the United States have some type of disablility, which translates to nearly 61 million people.

- About 10.7% of Americans have a function cognitive disability.

- The national prevalence of people with cognitive disabilities increases with age, starting at 4.2% for those 5-12 and doubles to 8.9% for those 65 and older.

Social Climate

- Modern society has trended towards normalizing and understanding individuals with disabilities.

- Advancements in medical treatments and therapies have given individuals with disabilities a better quality of life. Helping to change the perception of disabilities.

- Legislation like the ADA (Americans with Disabilities Act) have brought protection to individuals with disabilties in the built environment.

- Awareness and education through forms of digital media have increased acceptance and understanding from a broader portion of society.

- Societies terminology used to describe people with disabilities has changed drastically.

- Concepts like Universal Design and Accessible Design are being adopted to create more inclusive environments.
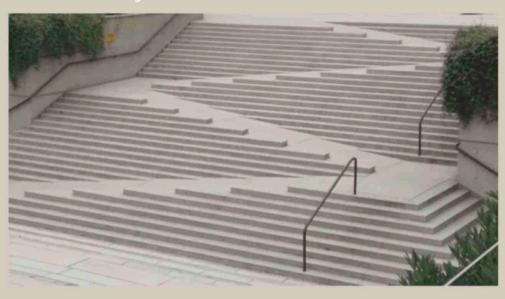
How to Design for Disabilities

Design Considerations:

To check the effectiveness of a disabled design solution, answer the following questions: is the design still usable and safe if...?

- Are using it for the first time?
- Cannot read?
- Perform steps out of order?
- Try to use it much faster or slower than intended?
- Make a mistake or want to start over?
- Are distracted or interrupted while using it?

Examples:

- Flexibility in use.

- Easily perceptible information for way finding.

Works Cited

- https://paul-burtner.dental.ufl.edu/oral-health-care-for-persons-with-disabilities/societys-attitude-toward-people-with-disabilities/
- https://www.cdc.gov/ncbddd/disabilityandhealth/disability.html
- https://projects.ncsu.edu/ncsu/design/cud/pubs_p/docs/udffile/chap_2.pdf

iii. Building & Site Analysis

SUNRISE

SOLAR NOON

N

Immediate Attractions

**Virginia Beach Fishing Pier
Atlantic Fun Park
Vibe Creative District**

Virginia Beach is the most visited city in Virginia. The city welcomes almost 20 million tourists a year, with day visitors spending over 500 million USD annually and night visitors spending nearly four times that. Most travel parties stay for 3 nights, with young people making up a majority of visitors.

Top Activities:

Visiting relatives 29 %

Shopping 26 %

Beach 21 %

Historic sites/Churches 20 %

Fine dining 15 %

Museums 15 %

Urban sightseeing 10 %
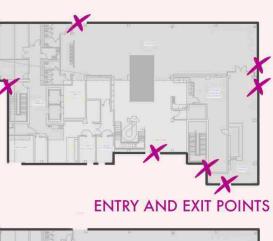
Rural sightseeing 12 %
Visiting friends 12 %
Theme/Amusement park 11 %

FENESTRATION

ENTRY AND EXIT POINTS

PRIMARY CIRCULATION

BACK OF HOUSE AND PUBLIC SPACE

FIRE STAIRS

SECONDARY CIRCULATION
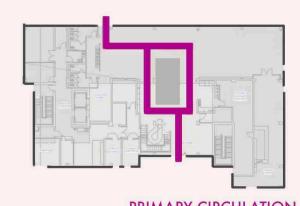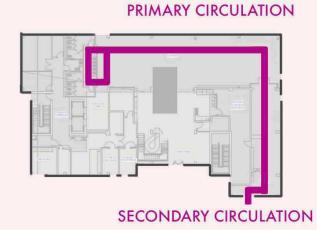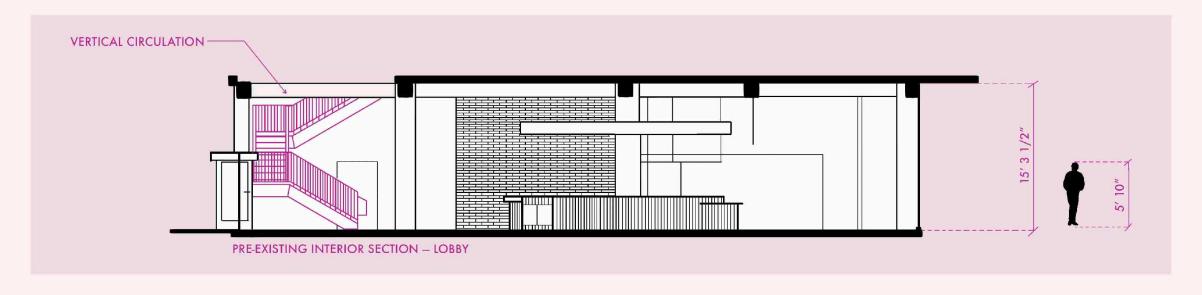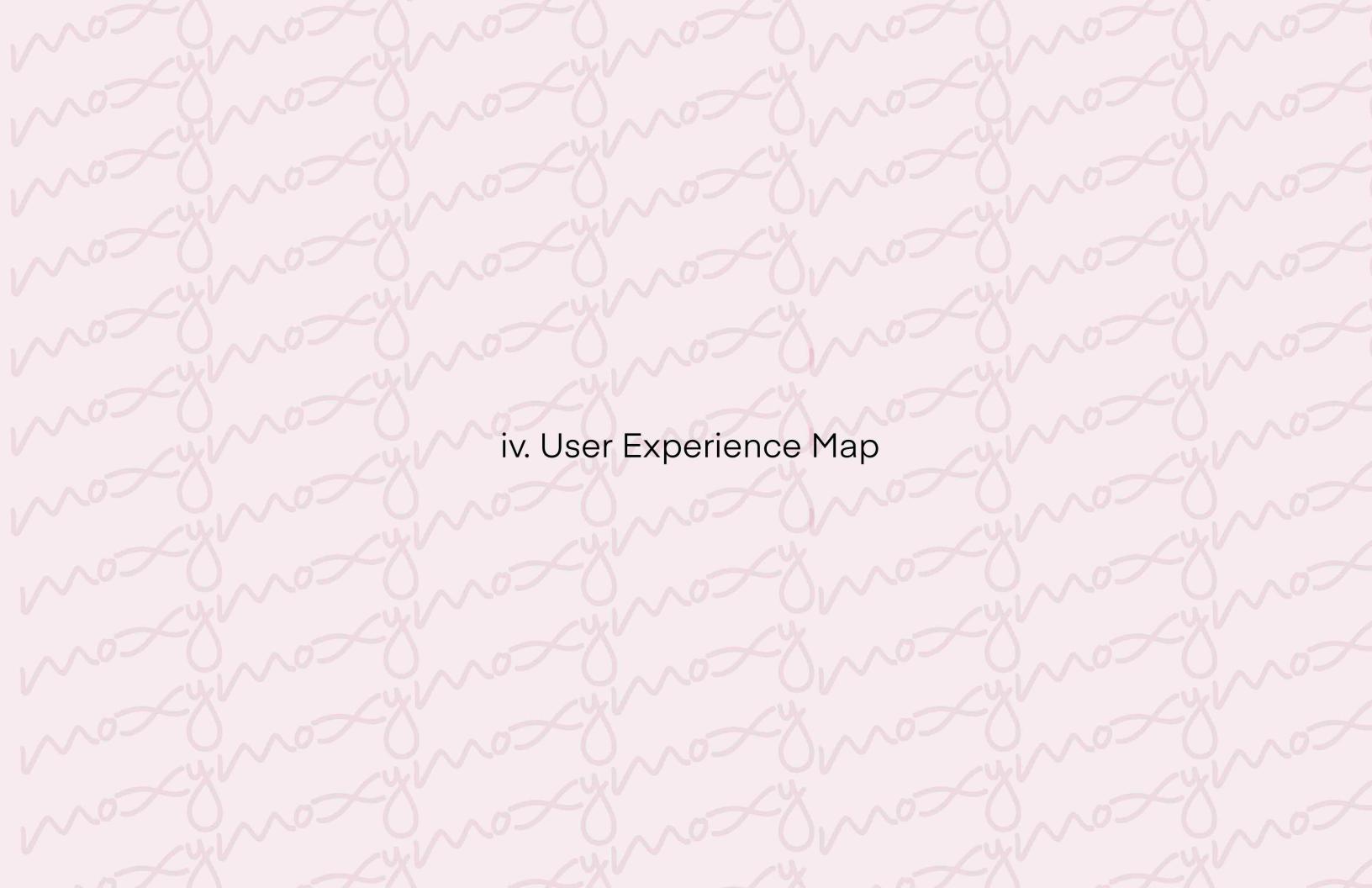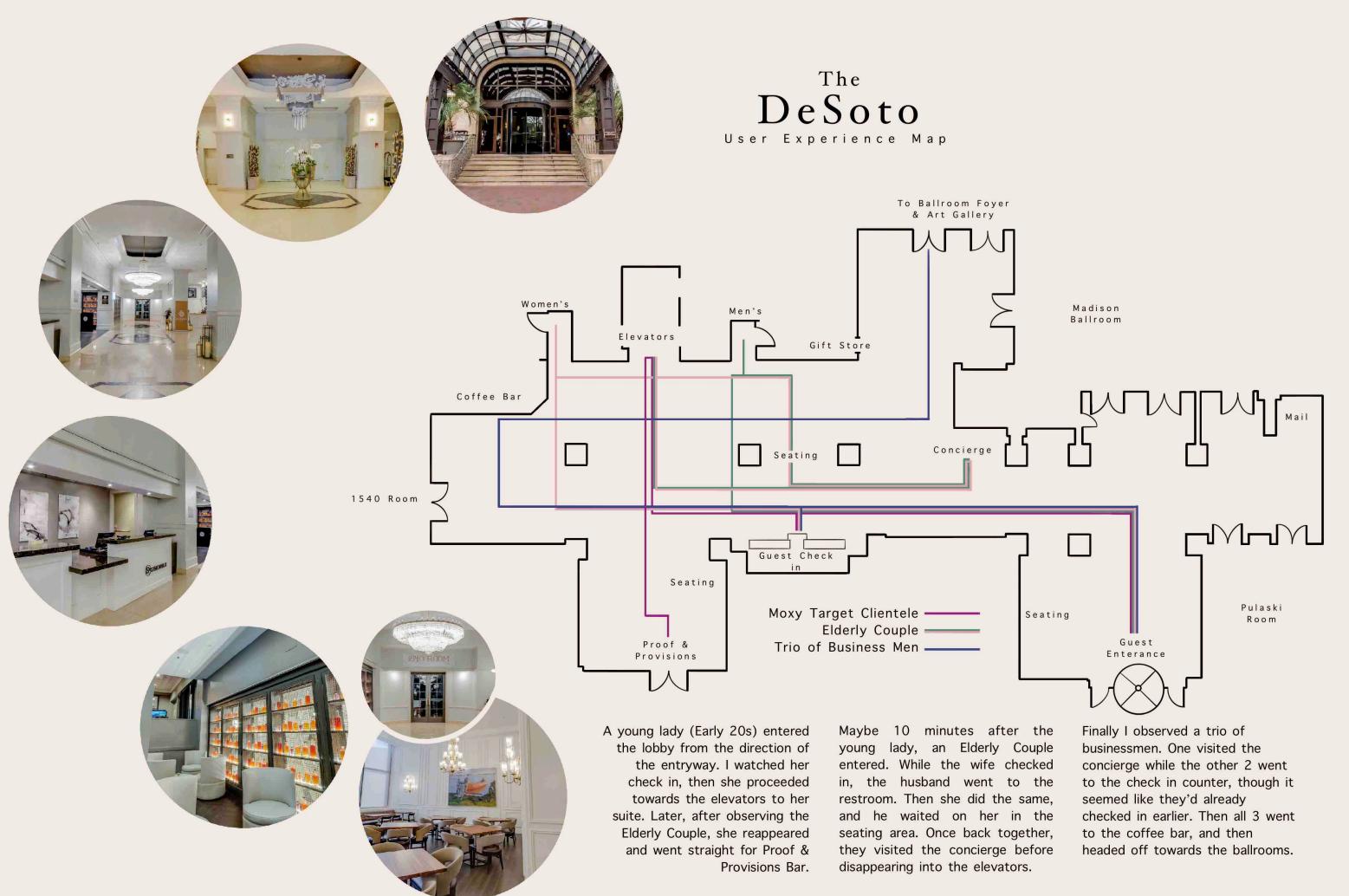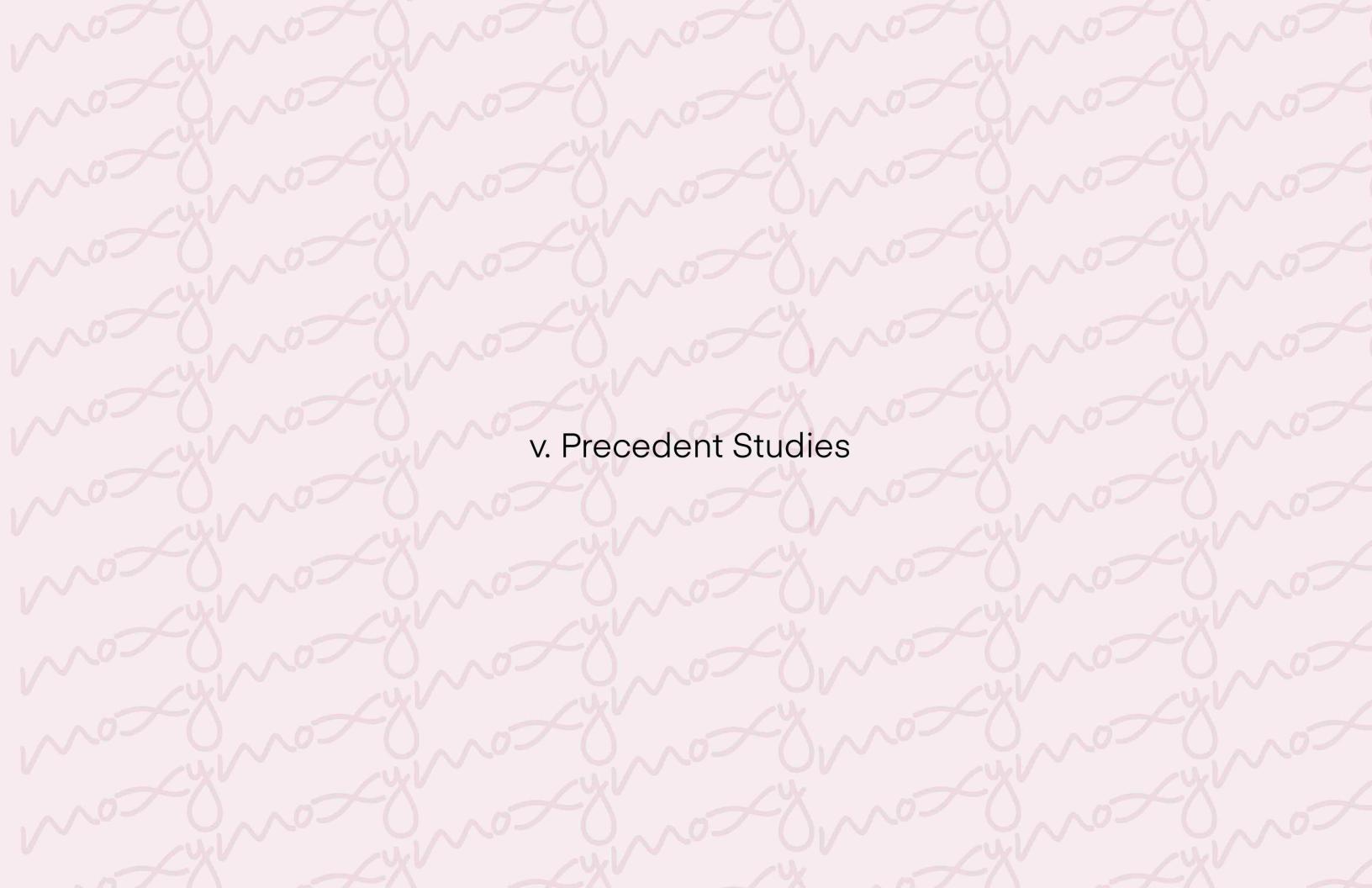
BACK OF HOUSE AND PRIVATE SPACE

VERTICAL CIRCULATION

15' 3 1/2"

5' 10"

PRE-EXISTING INTERIOR SECTION — LOBBY

iv. User Experience Map

The
DeSoto
User Experience Map

To Ballroom Foyer
& Art Gallery

Madison
Ballroom

Women's

Elevators

Men's

Gift Store

Coffee Bar

Mail

Seating

Concierge

1540 Room

Guest Check in

Seating

Moxy Target Clientele

Elderly Couple

Trio of Business Men

Seating

Pulaski
Room

Proof &
Provisions

Guest
Enterance

A young lady (Early 20s) entered the lobby from the direction of the entryway. I watched her check in, then she proceeded towards the elevators to her suite. Later, after observing the Elderly Couple, she reappeared and went straight for Proof & Provisions Bar.

Maybe 10 minutes after the young lady, an Elderly Couple entered. While the wife checked in, the husband went to the restroom. Then she did the same, and he waited on her in the seating area. Once back together, they visited the concierge before disappearing into the elevators.

Finally I observed a trio of businessmen. One visited the concierge while the other 2 went to the check in counter, though it seemed like they'd already checked in earlier. Then all 3 went to the coffee bar, and then headed off towards the ballrooms.

v. Precedent Studies
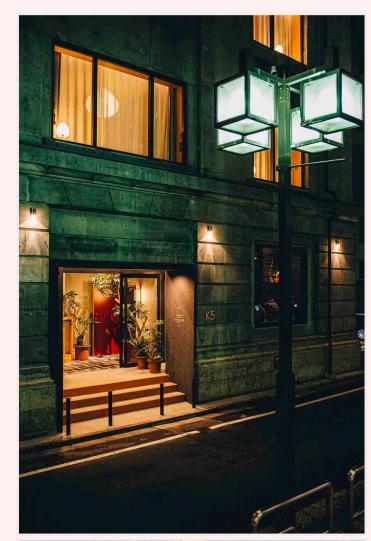
PRECEDENT STUDY

Sunriver Resort & Spa Huangshan Huangshun, China

The Japanese word 'Aimai' guides K5 Tokyo's concept. It means vague, obscure or ambiguous, which in Japan is often used in a positive, poetic sense. K5 Tokyo's functions intentionally intermingle, enabling its spaces to adapt their character to the ebb and flow of activity. The library is the bar. The flower shop is the lounge, which is also the café, which is also the wine bar, which is also the restaurant.

The local lack of greenery inspired the creation of a 'green oasis' in K5 Tokyo. The flower shop forms an 'oasis', within the reception lounge, together with a multitude of potted plants spread out, aimai fashion, in the restaurant, corridors and guest rooms. K5 Tokyo has a gardener but no traditional garden.

The palette consists of traditional materials such as concrete, cedar and Japanese stucco, all finely executed. Complemented by a wide range of furniture and accessories, custom designed by the architects.

PRECEDENT STUDY

K5 Tokyo Tokyo Japan

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PRECEDENT STUDY

planimetria generale
fuori scala

Lugano Dante Lugano, Switzerland

Lugano Dante is an empathetic hotel, where guests, tourists, citizens can take part to a conference or an event, spend a day of work or relaxation, enjoy a meal or indulge in an aperitif in a new F&B offer within the lobby and dining room spaces, conceived as a single free-flow space.
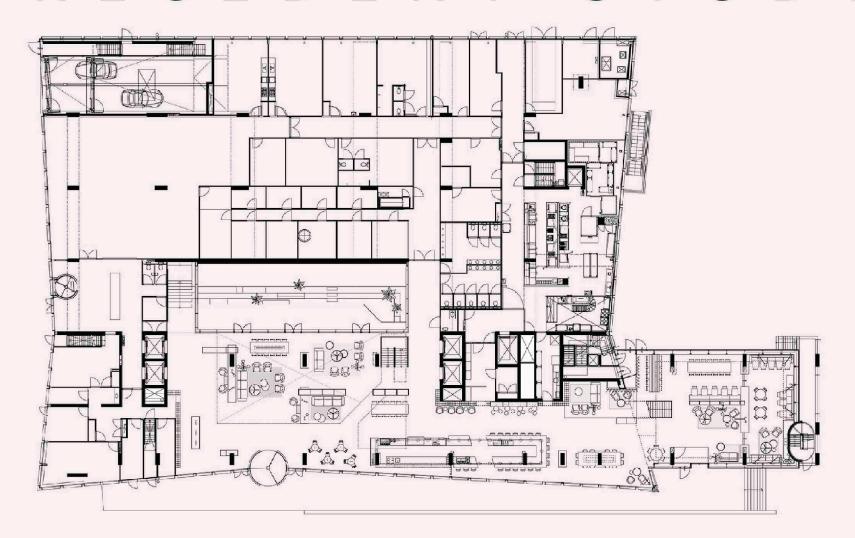
The hotel rooms are divided according to the type of intervention: 43 will be subject to a substantial revamping that excludes the renovation of the bathrooms, while 26 rooms are subject to a completely new overall design. The total of the 69 rooms has been divided, according to the needs expressed, into 6 types of offer and hospitality: single room, twin room, double room, superior double room, studio suite and a room on two levels renamed "loft".

PRECEDENT STUDY
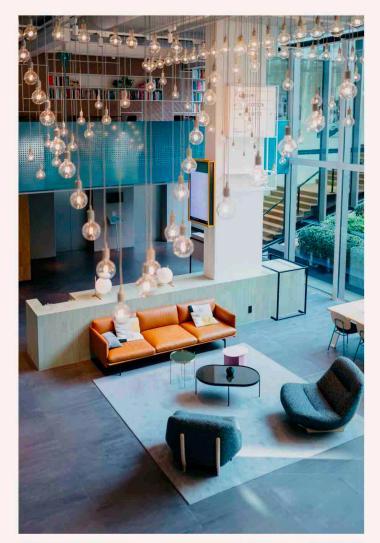
Hotel Casa Amsterdam Amsterdam, Netherlands

Amsterdam's Hotel Casa was founded in 1950, and has always been a hybrid between a hotel and (temporary) housing for students. In 2010, Hotel Casa moved buildings and a complete renovation of the building completed in 2019. In this new design, connectivity was key. With one large public space for visitors to enjoy, the lobby focuses being one big "living room" that can serve as a place to relax, work, study or eat depending on the type of visitor, their mood or time of day.

The bar is a central element to the design, and acts as a bridge between the different areas and serves as the heart of the hotel. The side facing the check-in acts as a coffee bar while the side facing the restaurant serves as a traditional hotel bar with fine drinks and a seasonal dinner menu.

The lobby extends to the second floor. To increase the new connectivity between the lobby and the second floor, a staircase has been added that leads to the new mezzanine, which opens up the area easily to other visitors as well. By creating a wide mezzanine, the second and ground floor are physically linked, allowing for more interaction between guests and visitors by creating even more different "moods."
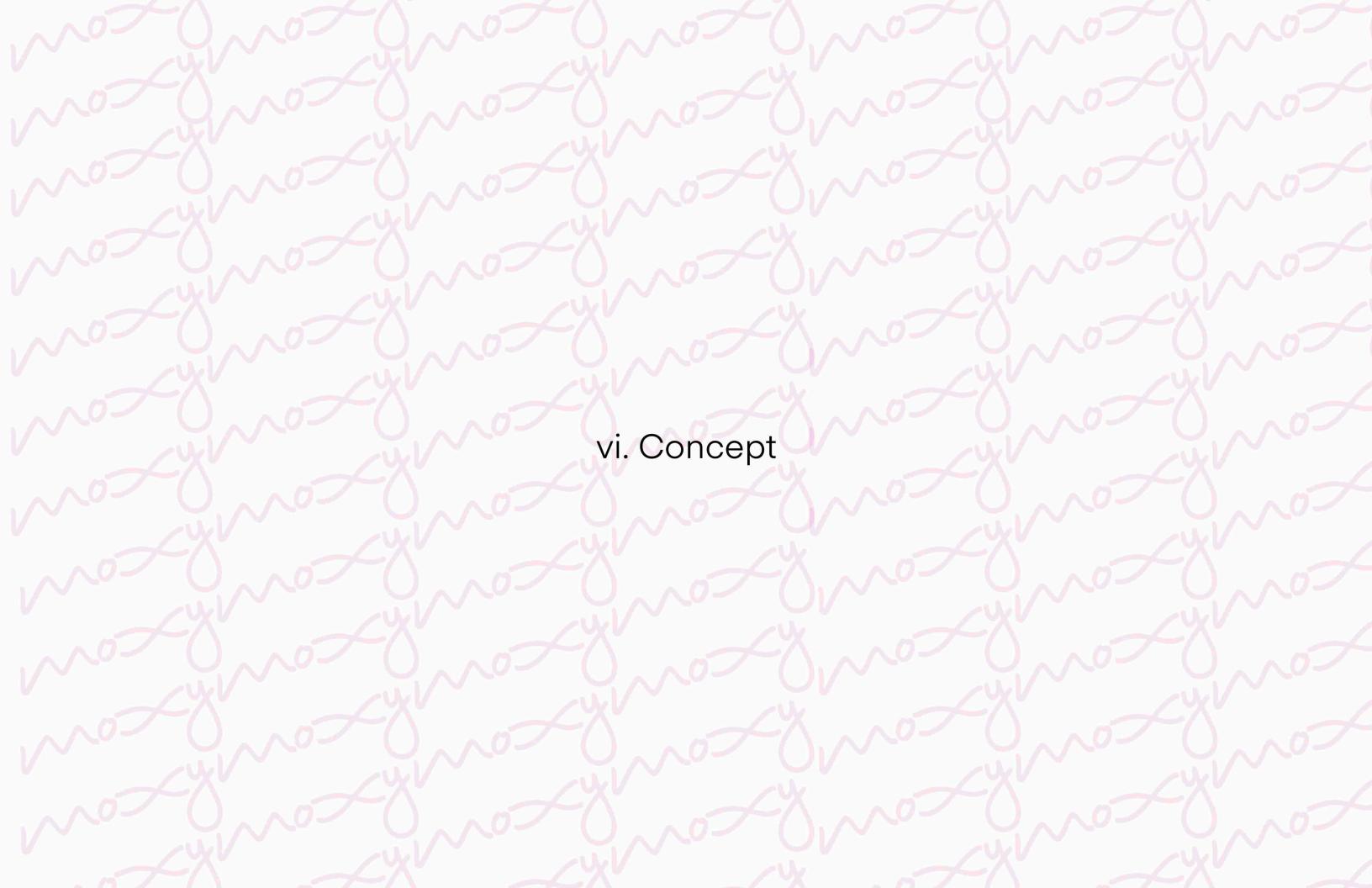
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vi. Concept
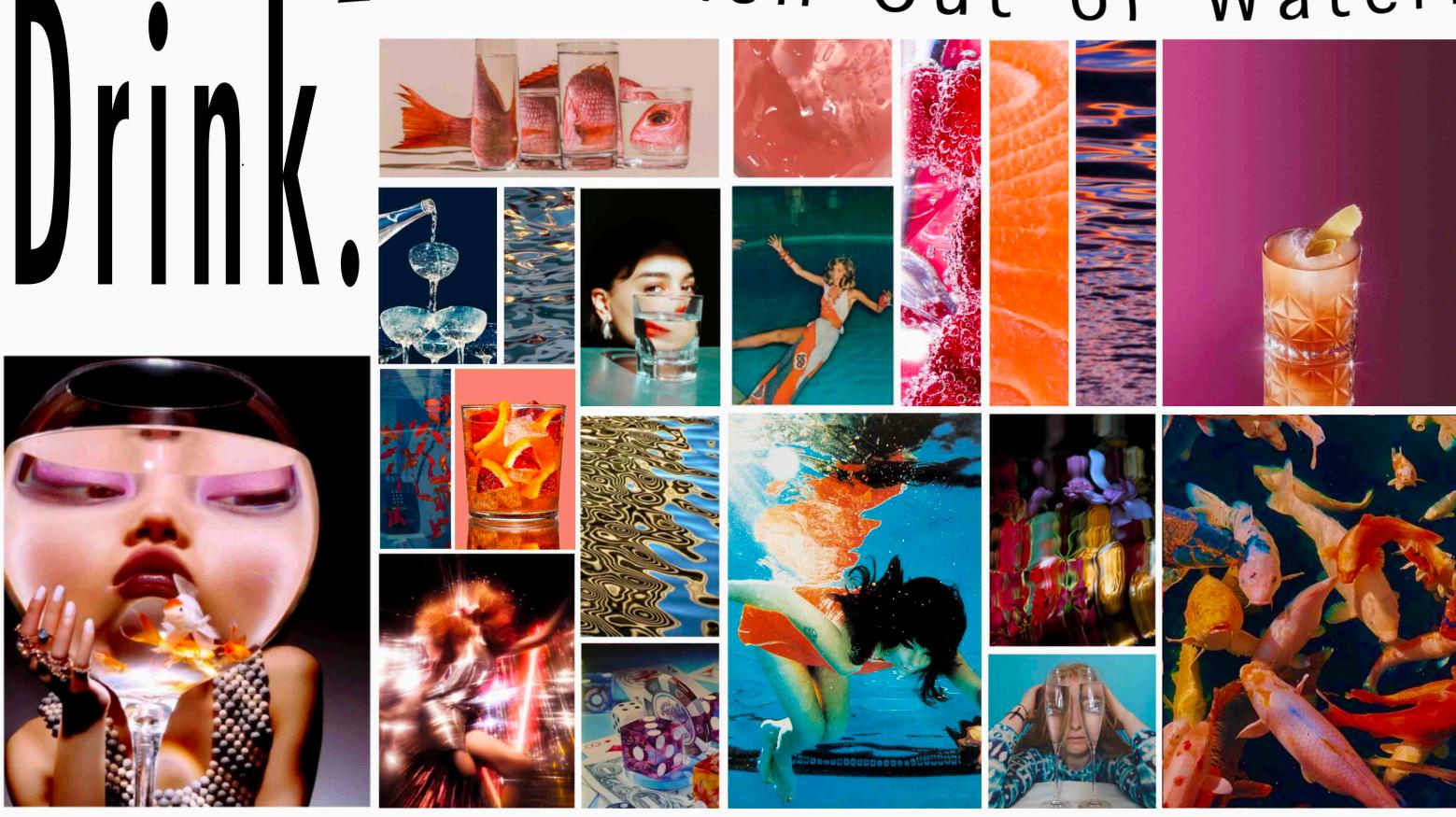
"Drink. Like a Fish Out of Water" acknowledges the subtle unease and restlessness that may come with being in an usual and unfamiliar environment and actively seeks to allievate that discomfort. By employing two of the Moxy brand's better known motifs — "Moxy is for play" & the signature complementary 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

vii. Adjacency Diagrams

Entrance

Luggage Storage

Reception / Bar

Coffee Bar

Kitchen

Retail

Lounge

Elevators

Seating Area

Gaming Area

Guest Suites

Restrooms

Reception / Bar

Elevators

Seating

Coffee

Lounge

Retail

Entrance

Left diagram labels: RESTROOM, GAMING, LOUNGE, SEATING, BUSINESS CENTER, ELE., ELE., LOBBY, RECEPTION/BAR, ENTRY, COFFEE BAR, RETAIL

Right diagram labels: RESTROOM, GAMING, RETAIL, ELE., RECEPTION, LOUNGE, SEATING COFFEE

Left diagram labels:
RESTROOM · ELE. · ELE. · LOBBY · GAMING · BAR · LOUNGE · BUSINESS CENTER · ENTRY · SEATING CAFÉ RETAIL

Right diagram labels:
RESTROOM · ELE. · GAME · BAR · BUSINESS CENTER · ENTRY · LOUNGE · RETAIL · SEATING COFFEE

viii. Schematic Floor Plan

Scale: 3:32

Maxy

8

9

5

6

11

10

7

4

12

15

13

3

1

2

14

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

moxy

Distorted Mirror Ceiling Panal
(to give illusion of water on ceiling)

13'

13'

12'

14'

14'

12'

13'

12'

13'

14'

Custom Light Fixture
(reference sketches)

12'

12'

Scale: 3:32

iix. Schematic Sketches

Scale: 3:32

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ix. Concept Application

ix. Floor Plan

x. Ceiling Plan
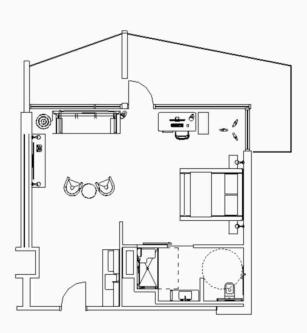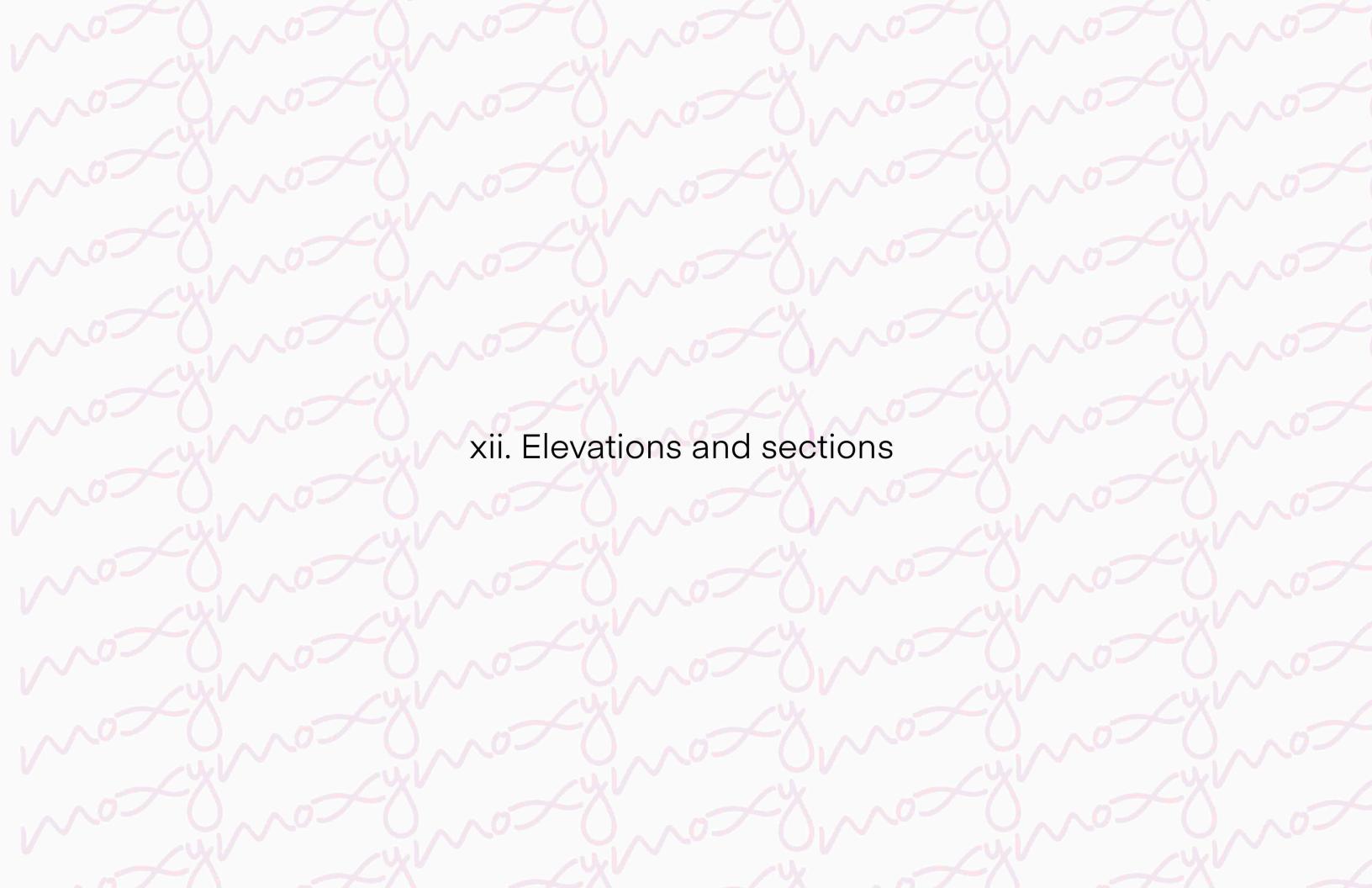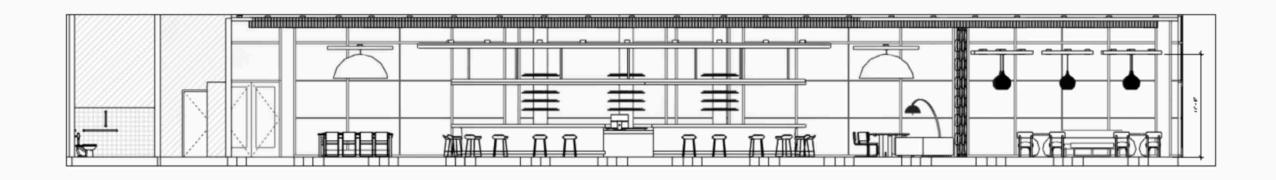
xi. Furniture Plan

NOT IN SCOPE

NOT IN SCOPE

Lounge

Elevator Lobby

Cafe

xi. Materials, Finishes,

Lighting, & Furniture

xii. Elevations and sections

DO LIKE A FISH OUTTA WATER

xii. Rough Perspectives

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xiii. Rendered Floor Plan

xiiv. Rendered Elevations &

Sections

LIKE A FISH
OUTTA WATER

CUSTOM "MOXY
BRAND" PINK NEON
SIGNAGE

DRINK
LIKE A FISH
OUTTA WATER

xiv. Rendered Perspectives

DRINK...
LIKE A FISH
OUTTA WATER