

Leonor Fleming

DES 384.01- Commercial Design

Professor Jerome Gomez

Tentative Due Date

CONCEPT STATEMENT: (Playful, Recreational, Relaxing)

The concept for this design is to remodel a historical Miami Art Deco Hotel back to its original aesthetic yet offer a more modern feel. The goal is to attract guests to the hotel to offer an escape from all the hustle and bustle of everyday life in a relaxing atmosphere. The mood will allow guests to feel like they are on a retreat getaway. The color scheme will incorporate a playful, tropical vibe with vibrant pastel colors throughout. In order to keep with the culture of Miami's recreational living and warm weather conditions, the use of natural daylight and access to the outdoors will be paramount. The guests will also have the luxury of knowing that the owner, Gloria Estefan, may make an appearance at any moment.