

Concept statement:

My objective for this design is to create a hotel which suits the need of the celebrity client: Cher. The overall essence of the hotel is glamorous, luxe, and modern. I will be taking aspects of the vibrant Miami Modern style and creating a more subtle, luxurious environment. I will be using shades and tints of pink, mauve, and blue to keep to the Miami Modern theme, and use black and gold to keep things classy and elegant. Layout-wise, the hotel will have an open floor plan, however, there will still be secluded areas and nooks for privacy. Catering to the adults of the city, the hotel's focus will be to create a popular nightlife destination, as the hotel will feature restaurants and bars that are open to the public, but also offer further amenities for those who are staying at the hotel.