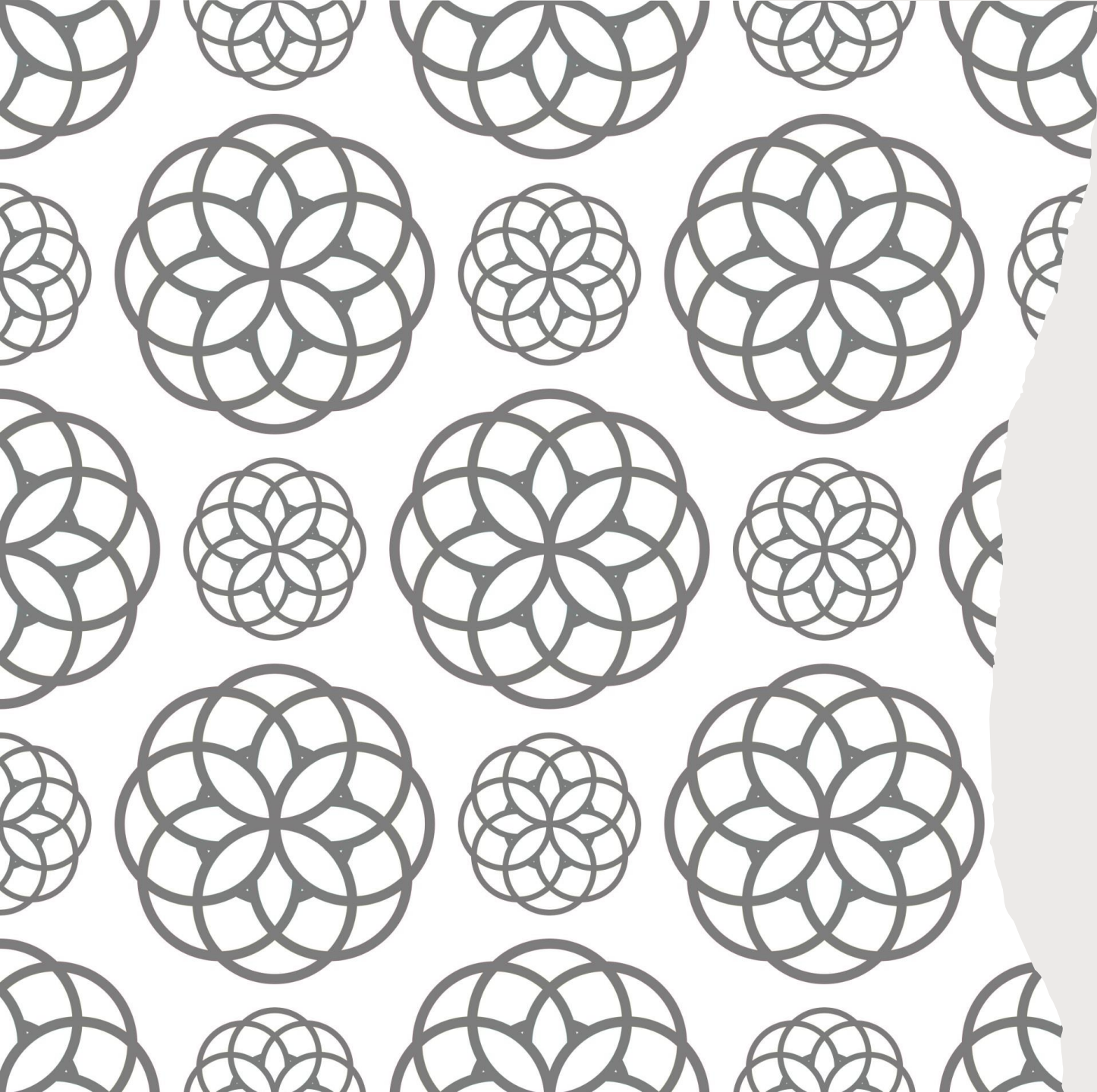




THE STATE: DETROIT MICHIGAN HOTEL GUESTROOM

MEGAN SCHAAFSMA



TARGET AUDIENCE/DESIGN STYLE

Target audience is:

- 25-35 year old travelling business professionals that are tech savvy

The design style is:

- Art Deco: consisting of rich colours and variety of geometry

CONCEPT: MOWTOWN/60'S

"The 60's" a time of strong emotion. From riots to war in the city of Detroit we saw so much hate and such strong passion and emotions. The community sought out freedom.

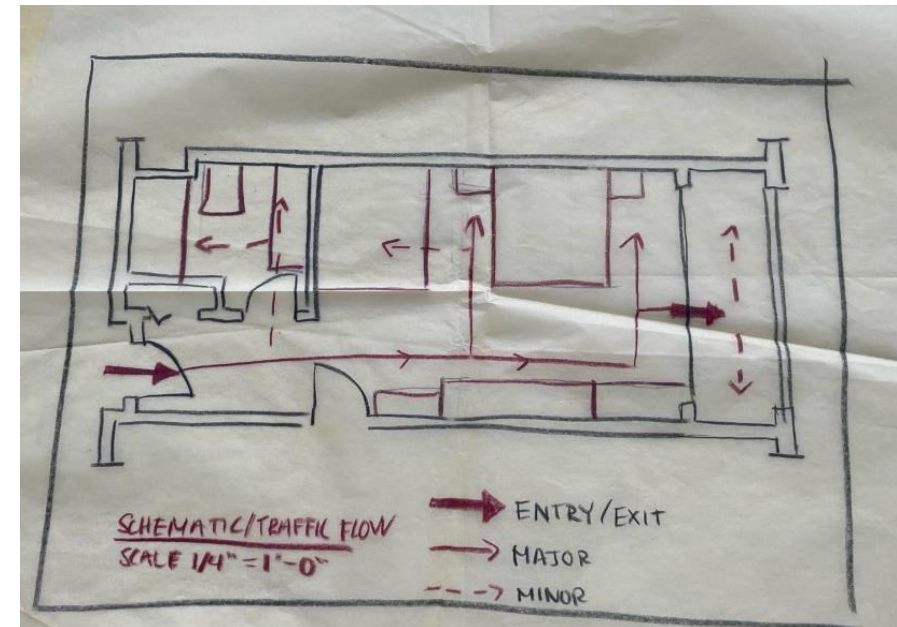
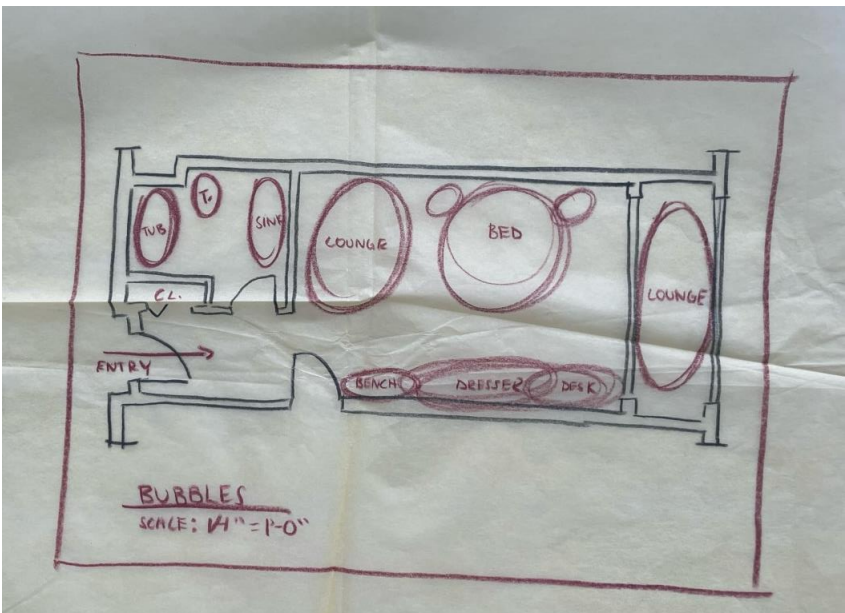
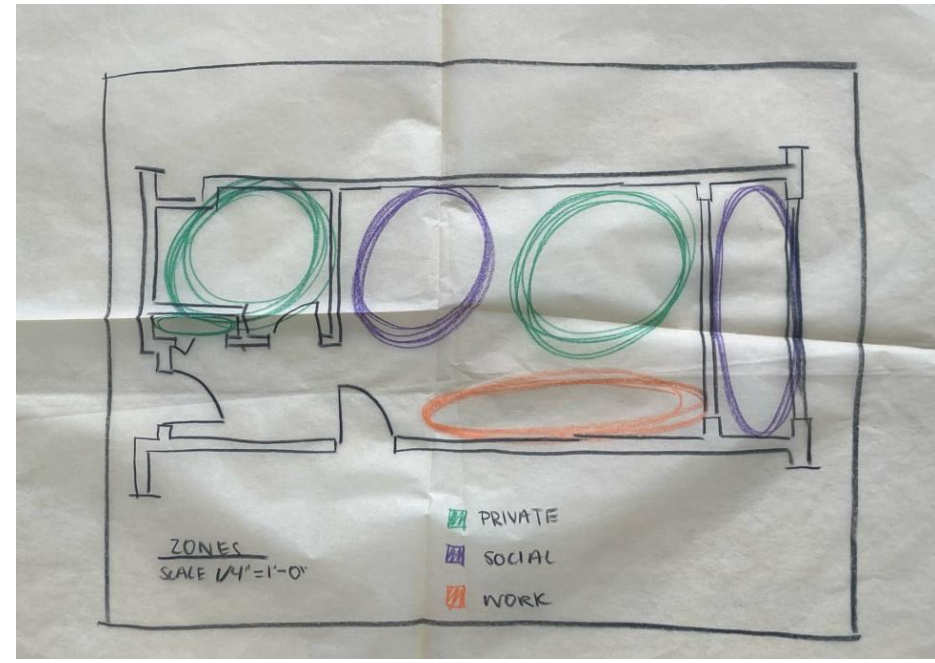
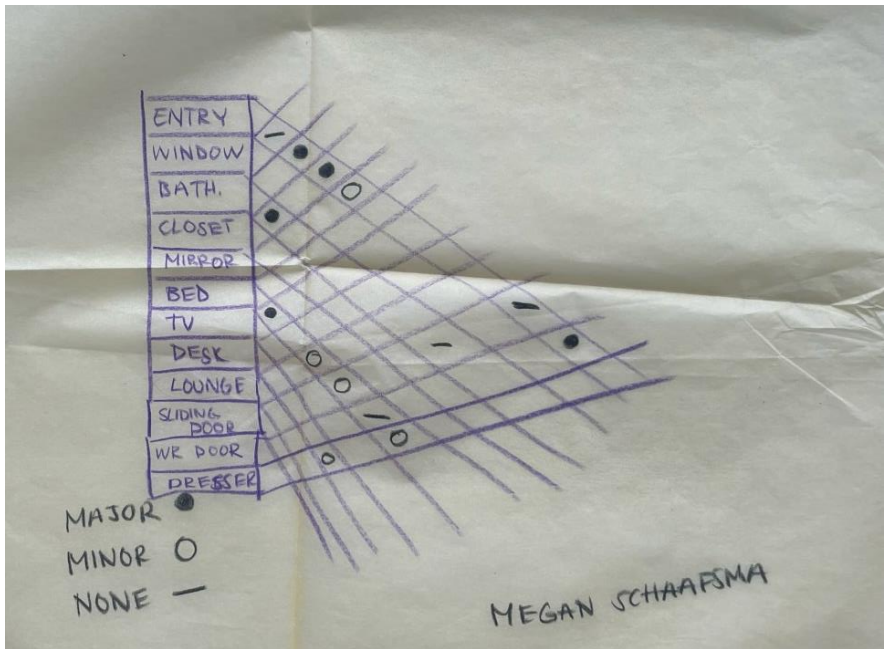
The 60's was also a time of rock 'n roll and revolution. Motown was historically famous in the 60's, the label was memorable, unique yet demanded a universal audience. Considering these things, this design will consist of pops of colour, variety of movement through the choice of fluid/curved lines to really encapture that expressiveness.



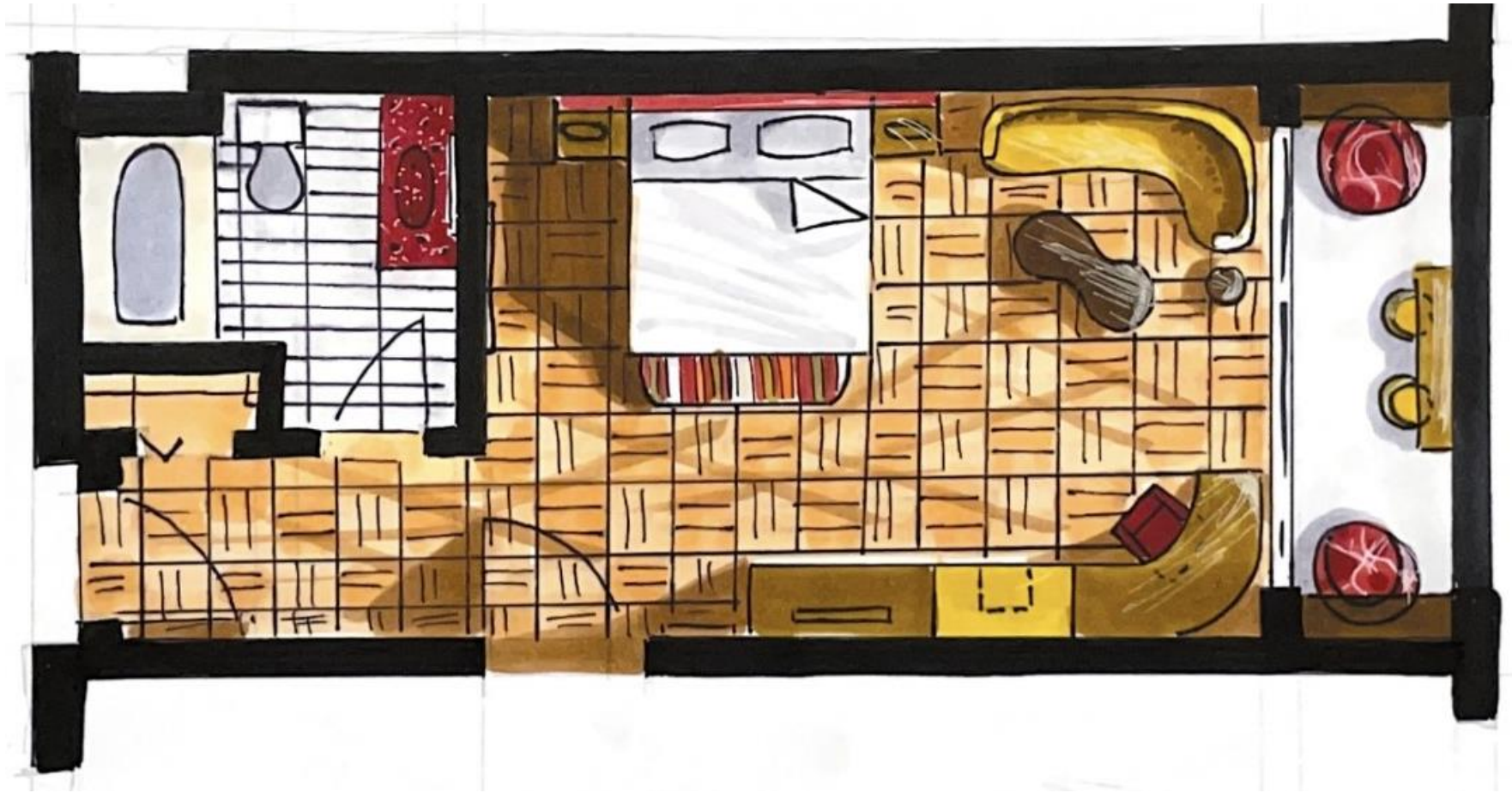
ARTIST: BRENDA GOODMAN

- Detroit famous artists
- Abstract style
- Represents the 60's era very well
- Lots of fluid curved lines in her art





FLOORPLAN



ELEVATIONS



PERSPECTIVE



FURNITURE



MATERIALS

