

karina argueta
process book.

the cubist anomaly boutique hotel

HOTEL BRANDING



objective

to make up a hotel concept and create the branding and assets to go along with it.

concept.

The cubist Anomaly Boutique hotel is a merge of cubism and origami. From foldable furniture to actual origami ornaments, the origami cubist experience starts from the very moment you enter the hotel to the last moment souvenir shopping. The Cubist anomaly will provide a unique take on both artforms while also providing an unforgettable experience in what could almost qualify as a museum of modern art.

Deliverables:

Hotel lookbook,
café menu, room
Service menus, hotel
website, amenities

Audience

- Tourists & locals ages 20+ with an interest in art and anything creative.

initial concepts

CONCEPT I: The Wes Hotel

Keywords: colorful, symmetrical, quirky || **Location:** LA

In honor of this eccentric, idiosyncratic filmmaker's mind, the Wes Hotel is inspired by the beautiful films of Wes Anderson. Wes Anderson is known for his strict use of symmetry, distinct color palettes, quirky characters and settings, etc. The hotel will take all of this and create a memorable experience for the lovers of everything creative. Each floor of the hotel will be inspired by a different film, meaning that every floor will have a unique color palette that will distinguish them. The rooms will be designed to be symmetrical within, yet every room will be different and will include important assets from the movie. Within each floor, there will be a restaurant which will be (almost) a replica of the setting of each movie. For example, in the "Life Aquatic of Steve Zissou" floor, the restaurant will be The Belafonte (the boat). The hotel staff will be required to speak in the idiosyncratic way that Wes Anderson writes his films. Some activities that the hotel will be hosting will include movie nights (or afternoons), stop motion workshops, hotel tours, and once every few months we will get Wes Anderson to come and chat with the hosts in a Q&A. The hosts will be able to purchase items that will resemble those from the movies in the gift shops and will be able to see the "movie sets" of Wes Anderson's famous stop motion films.

CONCEPT II: The One's Hotel

Keywords: cozy, comfortable, quiet || **Location:** New York

This hotel dedicated to yourself is the new safe place for introverts. If you're looking for going away and spending some quality time with yourself, this is the place for you. In the "placeholder" Hotel, the rooms are made for you - one bed, one bathroom, a beautiful view and noise canceling walls. It is the perfect place to relax, or work if you're away on business, to read, to take that much needed "you" time. Every activity taken in the hotel will come with the option of "chatting" or "not chatting" - for example when ordering room service, you will have the option of placing the order "online" in the restaurant website or call and ask. You will have the option of "leave it outside" or "knock and I will open the door". The hotel will take into consideration your mood and act accordingly. The restaurants will be divided into single booths and it will also be divided into colors - if you decide to sit in the blue area, that will mean that you are not feeling very chatty - so the waiter will be polite, but not chatty. The activities included in the hotel will be mostly spa treatments, mas, etc. Within the One's Hotel there will be a cat and a dog cafe for you to unwind depending on your mood or what kind of person you are. Everything in this hotel will be catered towards you.

CONCEPT III: Olympus

Keywords: historic, educational, interactive || **Location:** Greece

This hotel was made for Greek mythology geeks. Each floor will be made so that it represents what each god/goddess' house would look like if they lived in the modern world - for example, Athena's floor will be full of knowledge - libraries, etc. Poseidon's floor will have an aquarium and fish tanks in the rooms. Aphrodite's floor will have a beauty salon. The hotel will include different places to hang out, such as a winery (Dionysius' Winery), a Sauna (Hades), Poseidon's pool, and more. The hotel will also include activities such as open mic night/improv night (Apollo: god of prophecy, music and poetry and knowledge), wine tasting (Dionysius), pottery class (Haphaestus, god of fire, metalworking and sculpture), etc. The hotel will include lots of different aspects of greek mythology and will be constructed to resemble the temples and the menus will have food to represent each god/goddess.

brainstorming

Hotel

wes Anderson Hotel?
A hotel of my idol

beds could be shaped like flowers, there could be workshops to learn how to paint

stairs could be confusing, kind of like hogwarts style

illusion - make people think that they are floating - booklet could be interactive (pieces cut out to make it more confusing, but could get too trippy and only a small base of people would like it).

origami containers

anything could be made from origami.

Picasso - cubism.

could be filled w/ sculptures, with multiple colors and folded furniture

Origami + cubism

creative
cubist artist
Pioneer inventor

origami -
origami
origami

cubism
cubism
cubism
cubism
cubism

barcelona
barcelona
barcelona
barcelona
barcelona

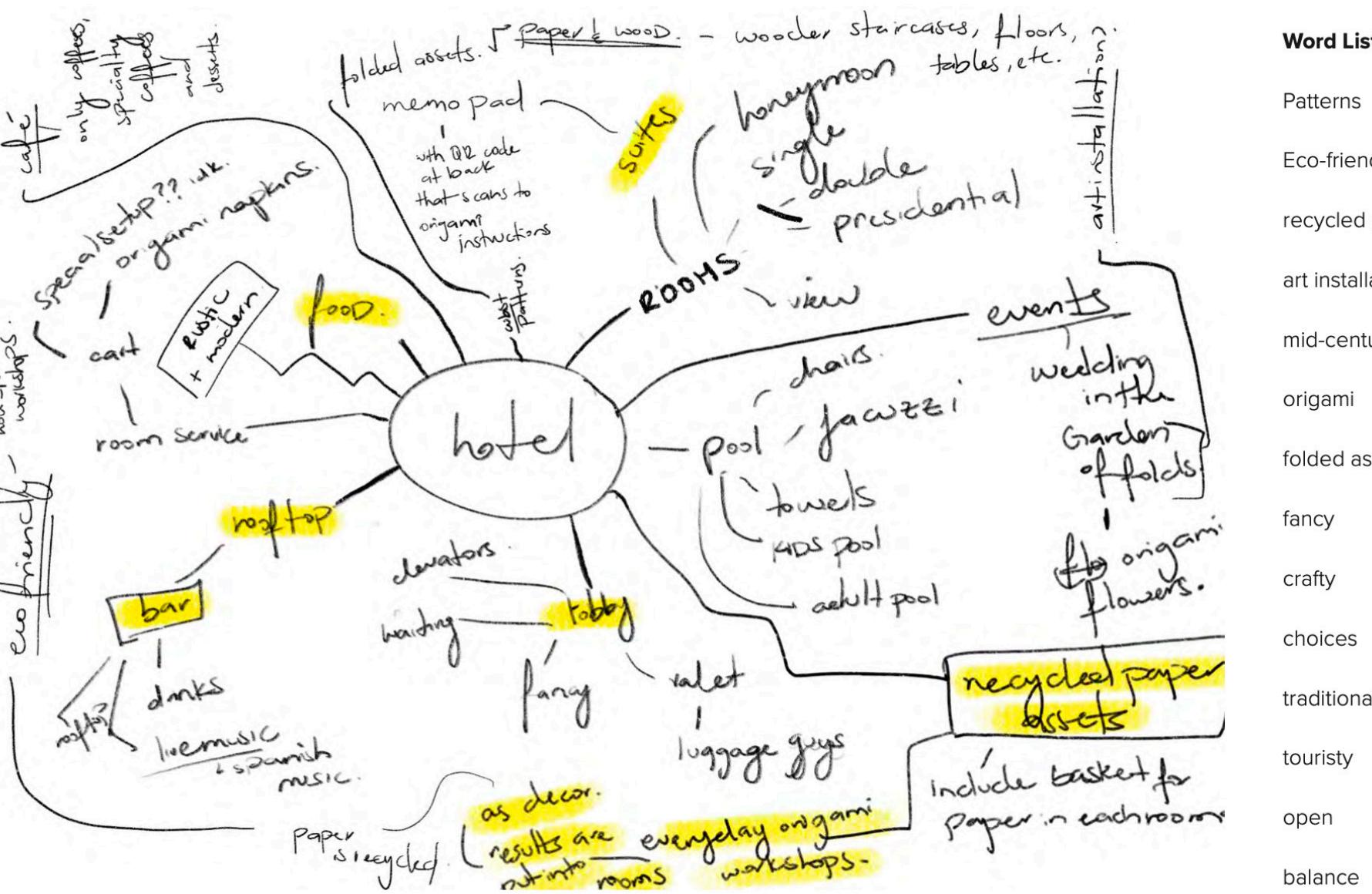
spain
spain
spain
spain
spain

classical
classical
classical
classical
classical

origami
origami
origami
origami
origami

statues!
garden of folds?

brainstorming



Cubist Anomaly hotel

Café → trifold café
 cafés sold:
 - café bombón
 - blanco y negro
 - café col mío
 - Cortado
 - Barroquito
 - canjillo de Castellón
 - Belmonte
 - trifásico
 special coffee
 matches w/ name

Desserts:
 turron
 mantecados
 Polvorones
 Flan
 Crema catalana
 churros
 tarta frita

roomservice
 - drinks - alcoholic? or non-alcoholic?
 - Both - keep the traditional style
 - leche merengada
 - latin limeada
 - champurado
 - chocolate caliente
 - agua fresca
 - Gamburgas al ajillo
 - Gazpacho
 - Paella
 - Patatas Bravas

Piñones de
 a la plancha
 Pulpito a la gallega

project overview

Word List

Patterns

Eco-friendly

recycled paper

art installations

mid-century modern

origami

folded assets

fancy

crafty

choices

traditional

touristy

open

balance

Name: **The Cubist Anomaly**

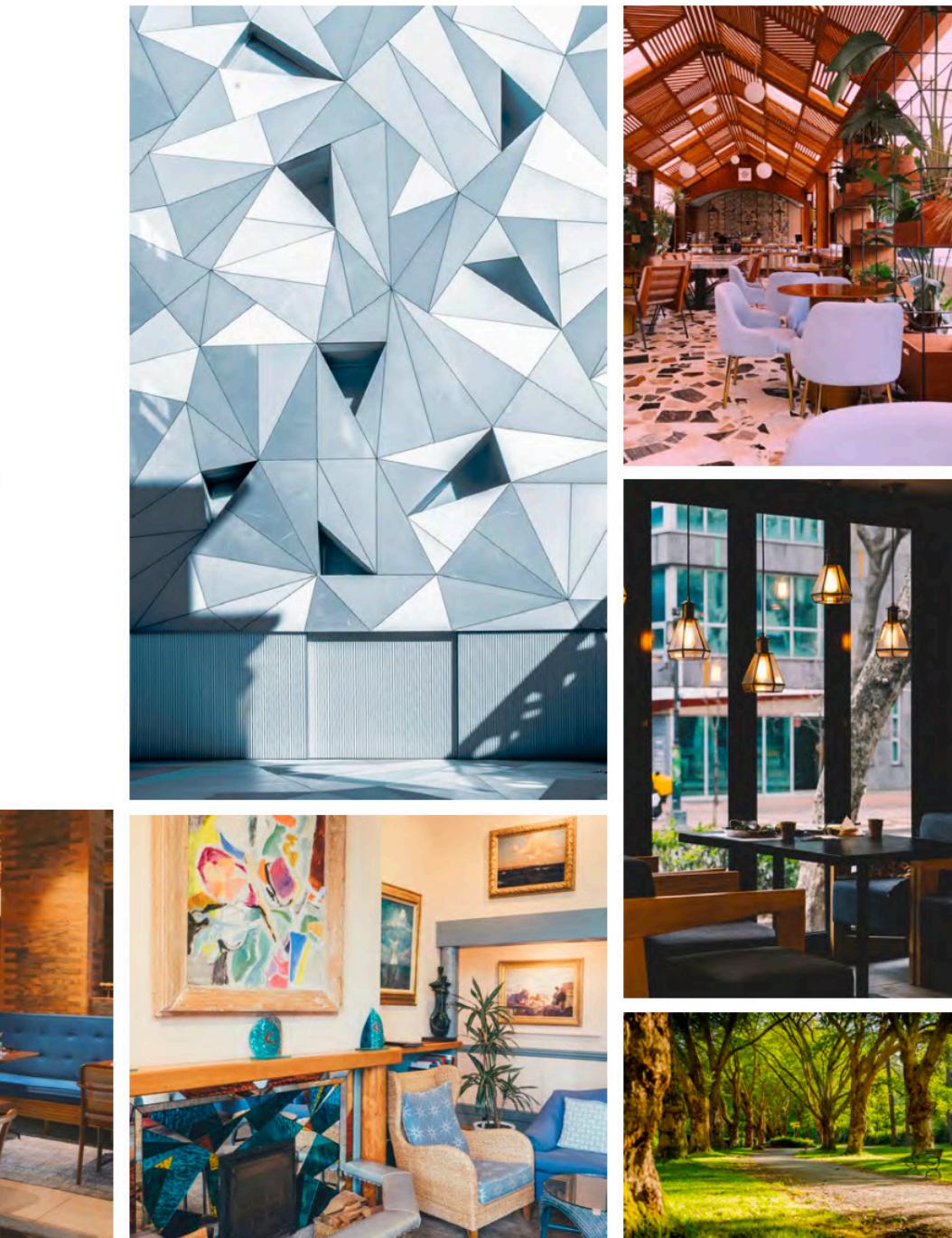
Location: Pla de Palau, Barcelona, Spain

Style: Cubist inspired furniture and architecture, with a mid-century modern interior design.

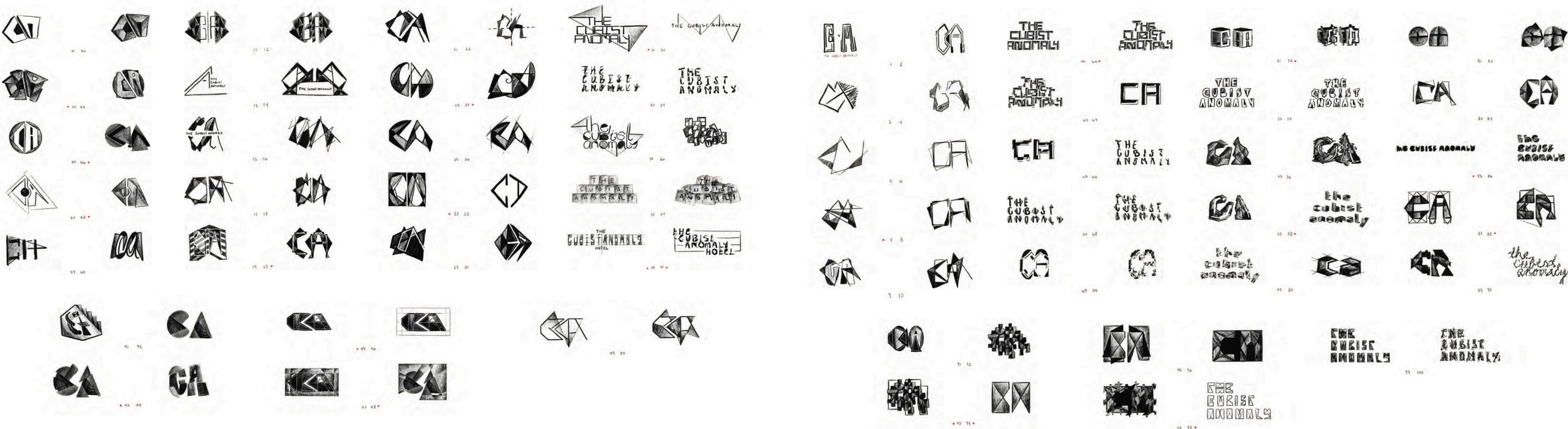
Target Audience: Tourists and locals ages 20+, with an interest in art and everything creative.

Brief overview:

The Cubist Anomaly values creativity and respects all art movements, especially cubism. In this wonderful merge of the art of origami and cubism, you will experience creativity like you never have before - from foldable furniture to actual origami ornaments, the origami cubist experience starts from the very moment you enter the hotel, to the last moment souvenir shopping at the Cubist Anomaly Souvenir shop. The Cubist Anomaly will provide a unique take on both of these artforms while also providing the unforgettable experience of staying in what could almost qualify as a museum of modern art.



logo sketches



type and color exploration

THE CUBIST ANOMALY

THE CUBIST ANOMALY
this will be the body text typeface.

GOTHAM BOOK

GOTHAM BLACK

THIS WILL BE THE TITLES
this will be the body text typeface.

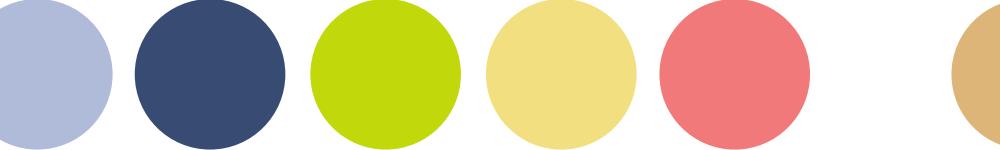
GOTHAM BOOK

MIKA REGULAR

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BARKERVILLE BOLD

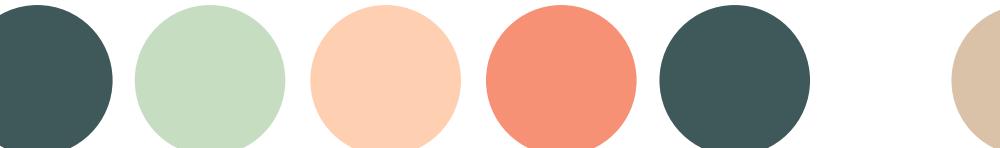
COLOR OPTION 1



COLOR OPTION 2



COLOR OPTION 3



IVY PRESTO

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PROXIMA NOVA

FAT FRANK

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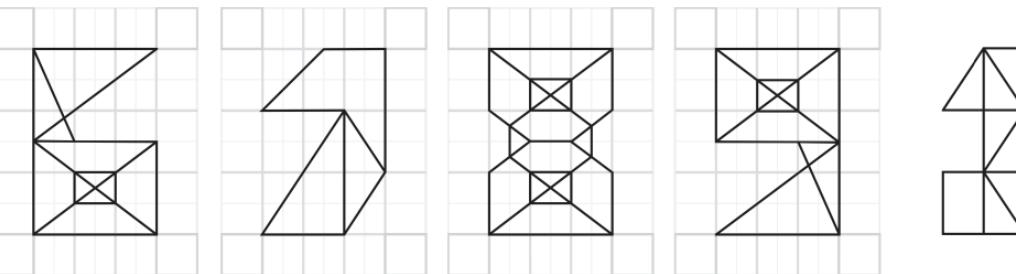
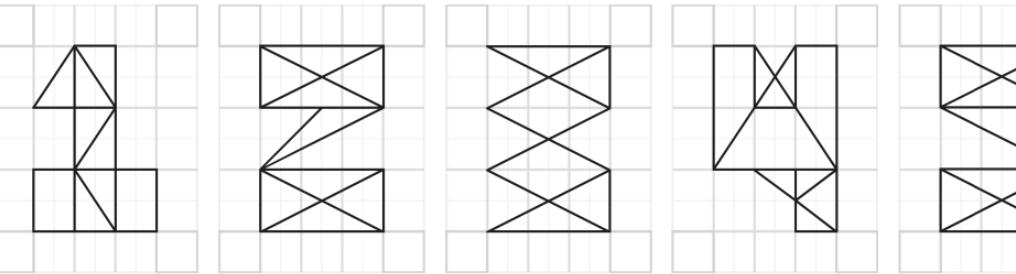
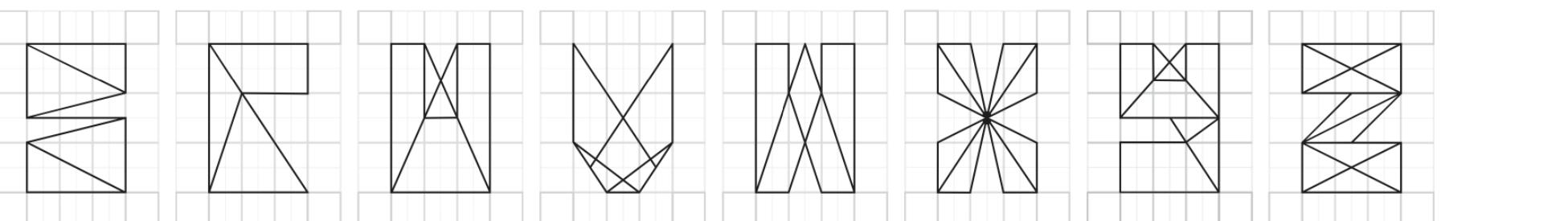
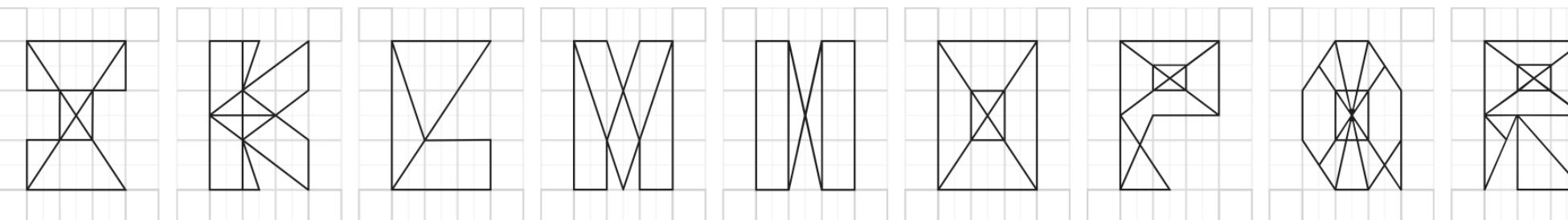
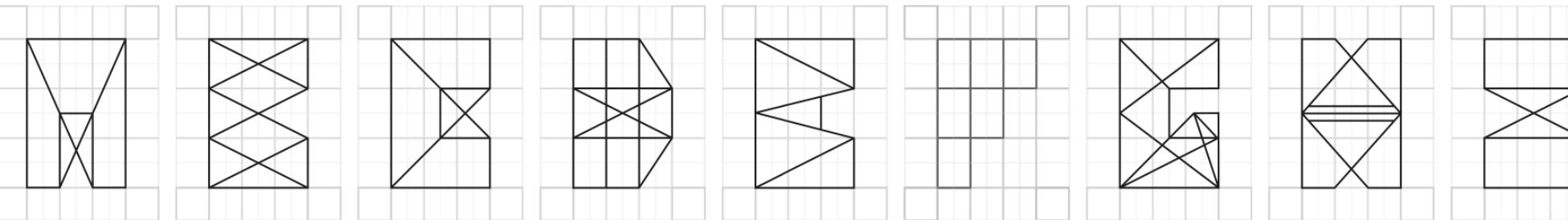
NEUF KABEL

BENNY

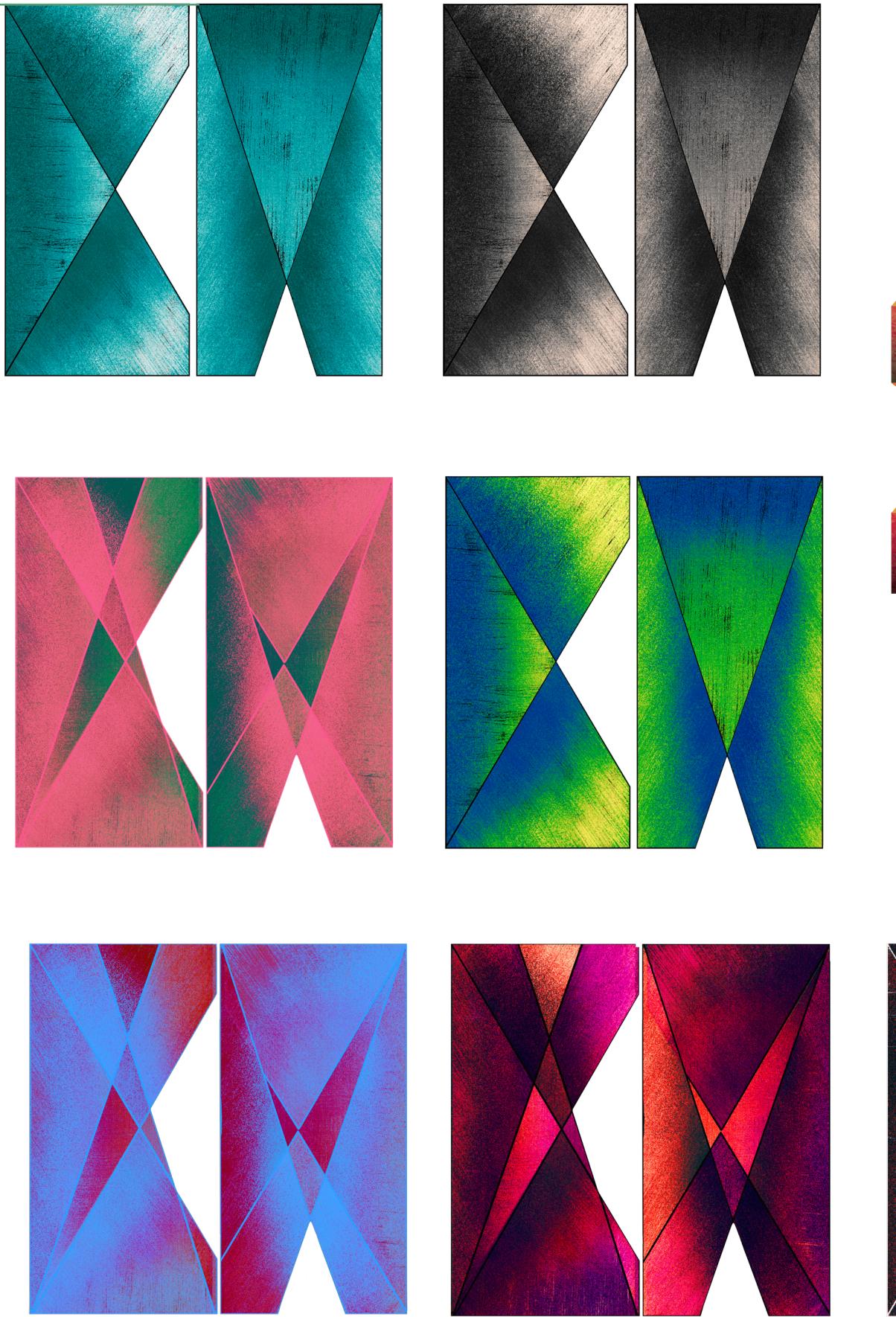
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AVENIR NEXT REGULAR

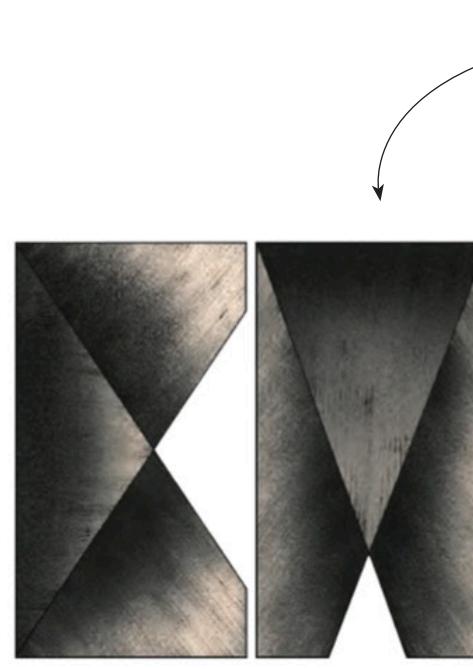
type design



logo exploration



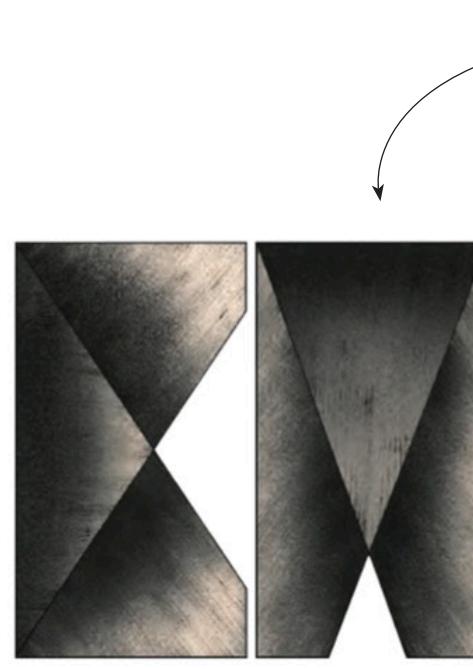
refined logos



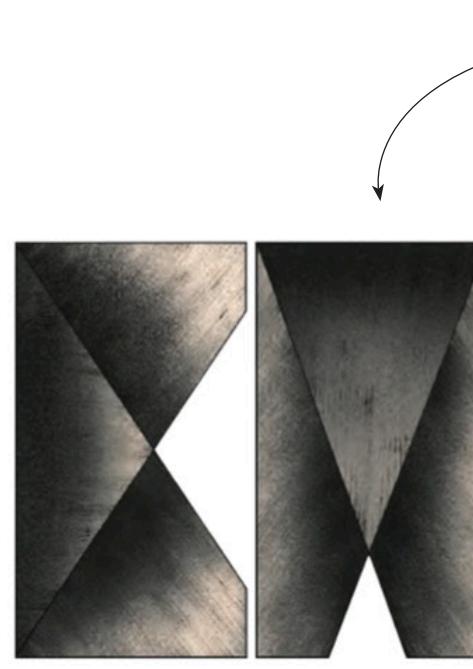
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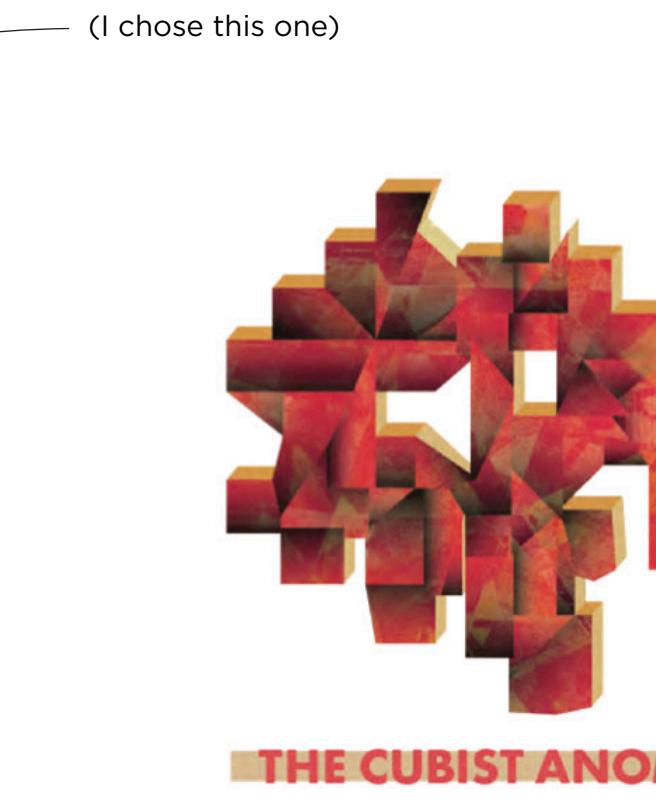
THE CUBIST ANOMALY



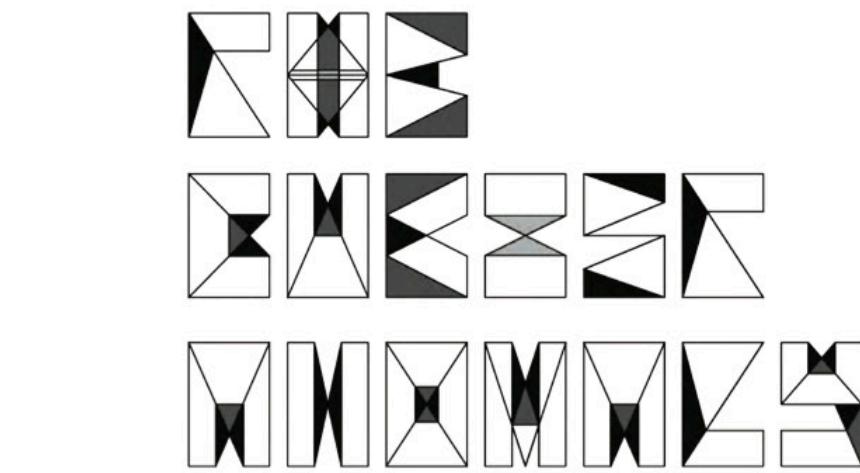
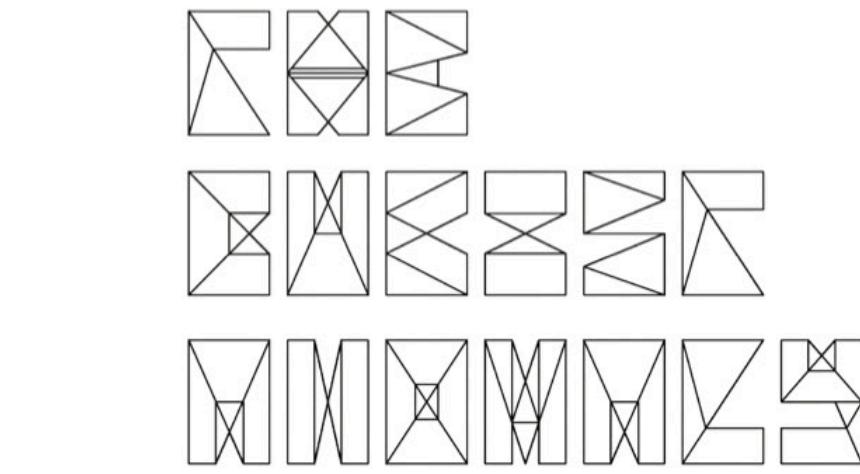
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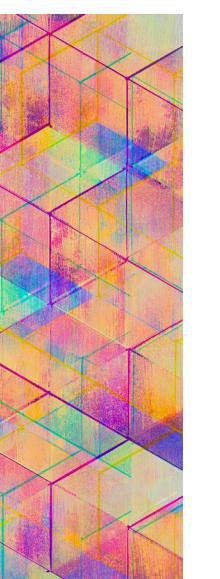
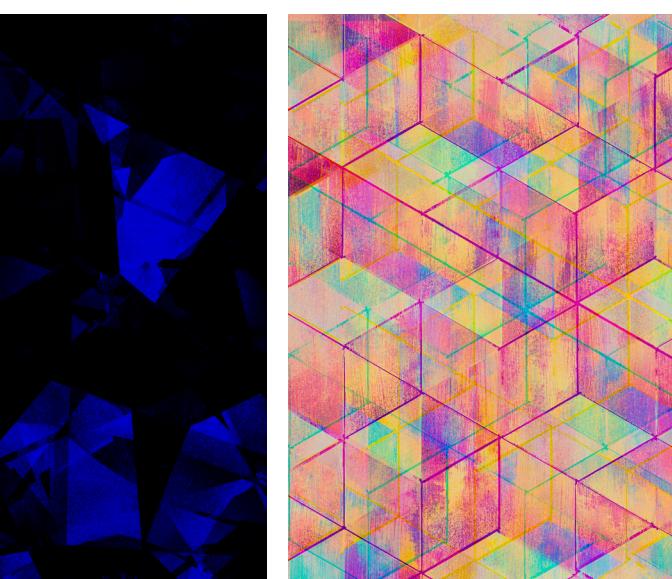
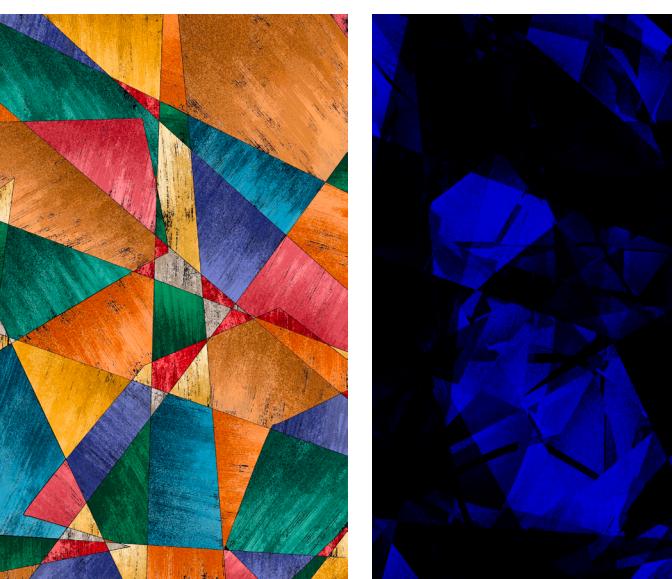
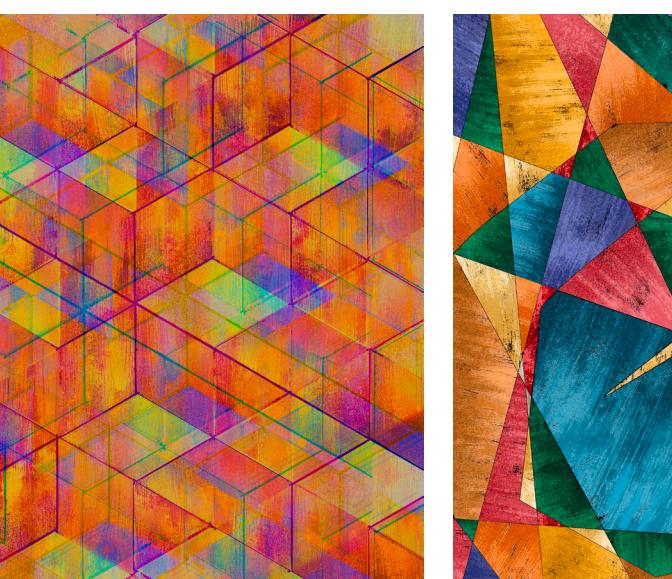
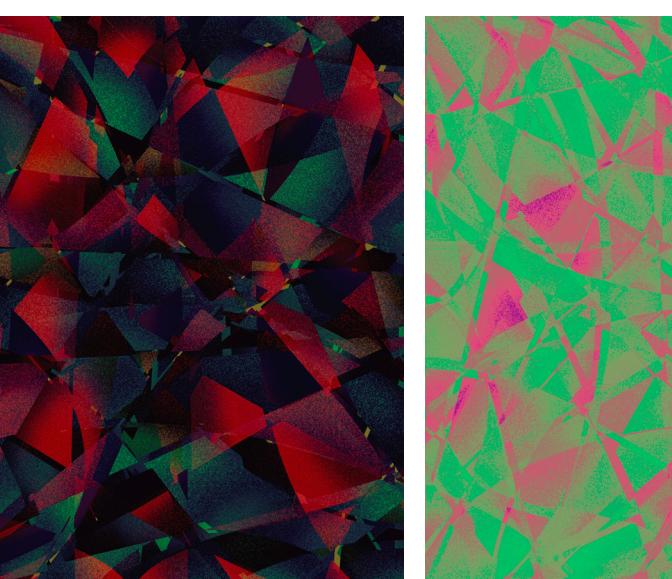
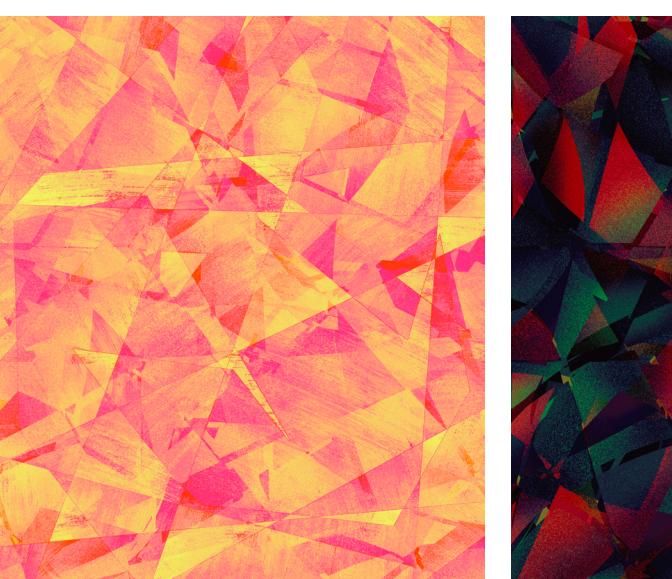
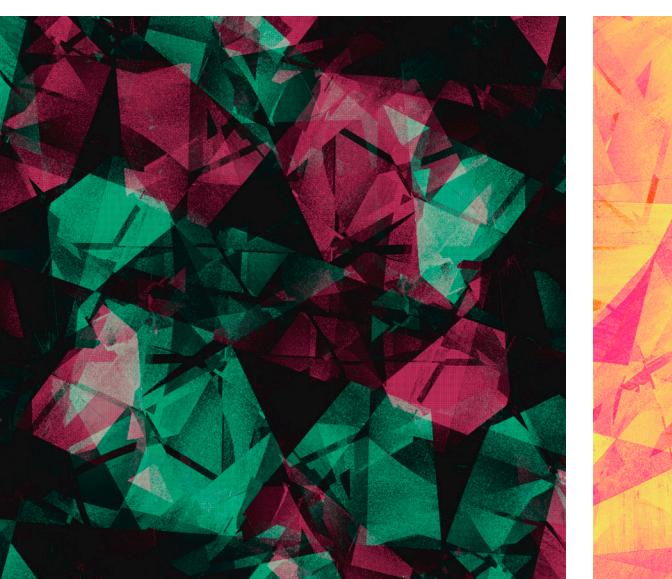
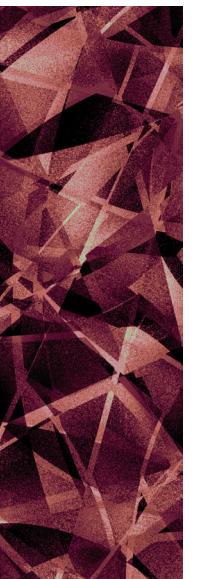
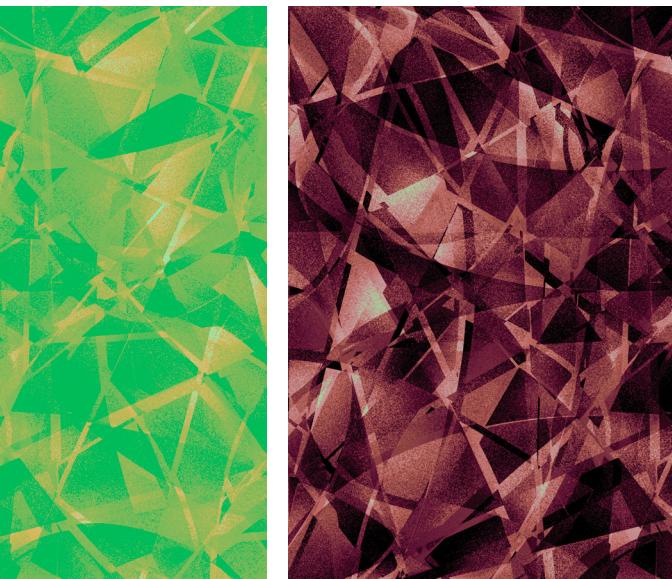
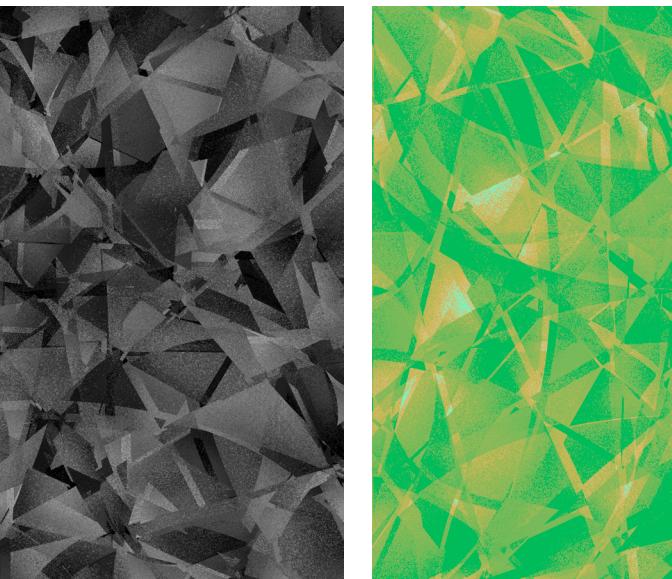
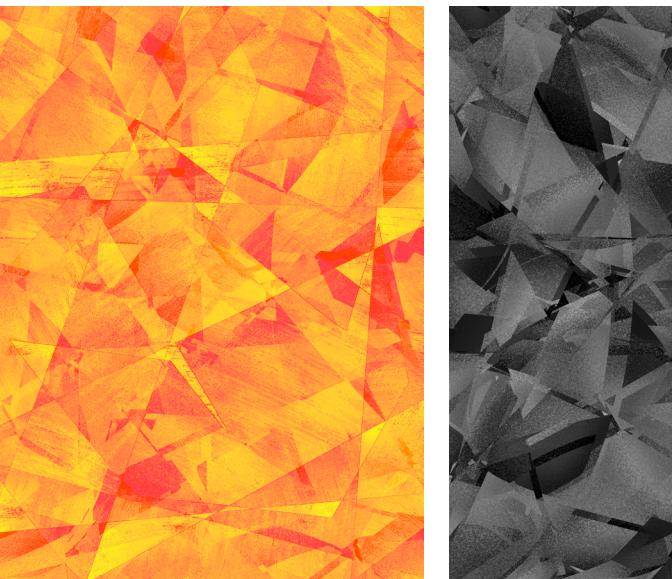
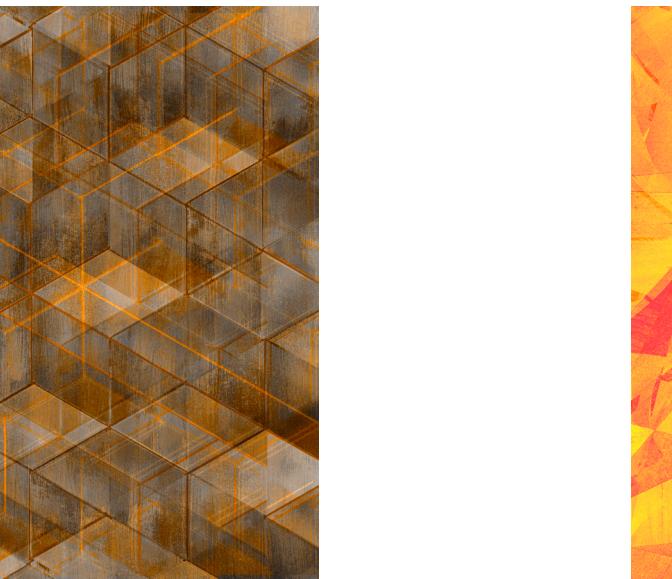
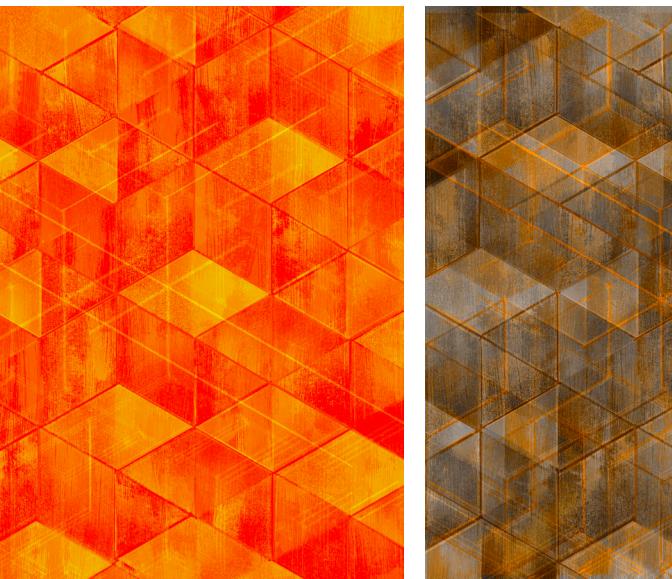
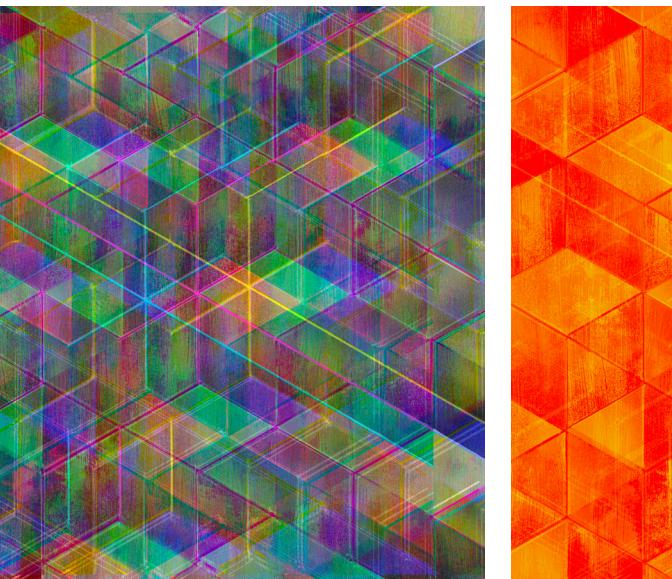
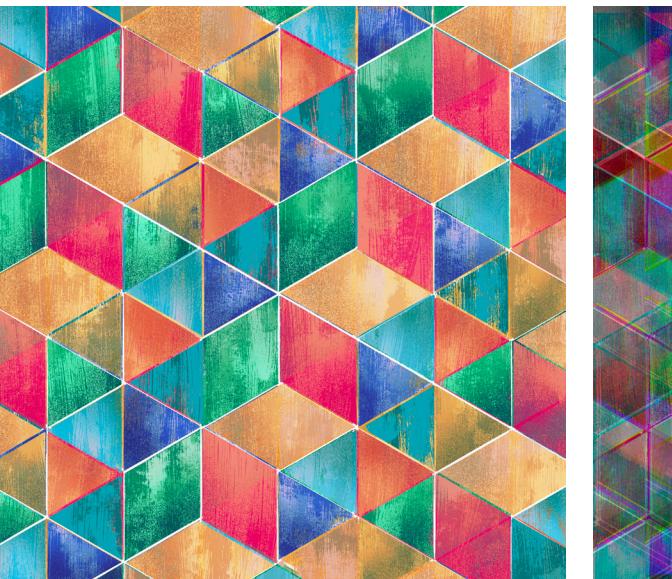
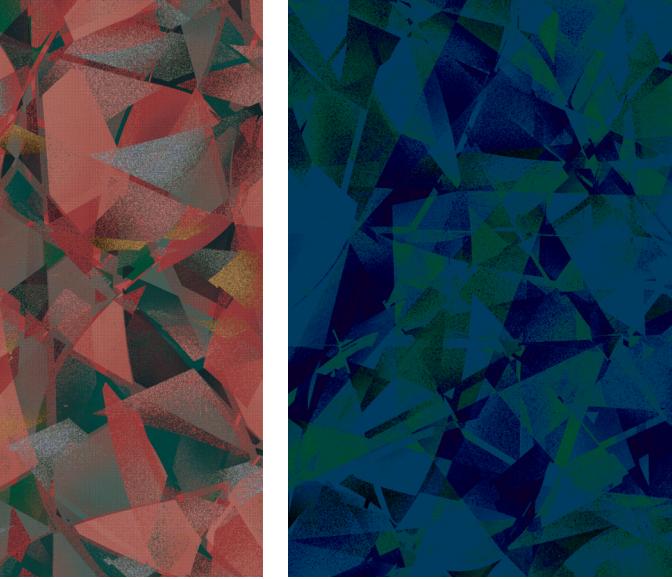
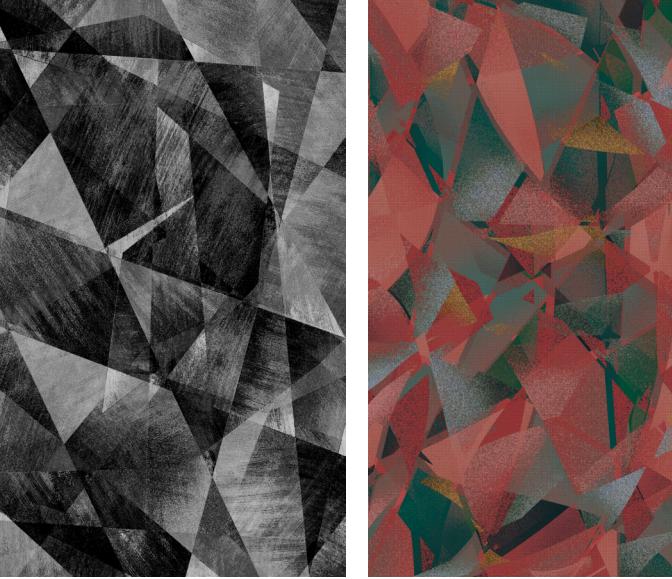
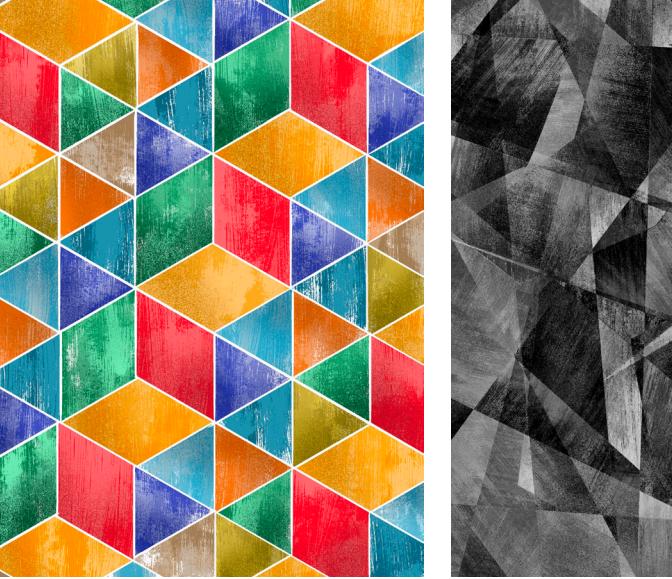
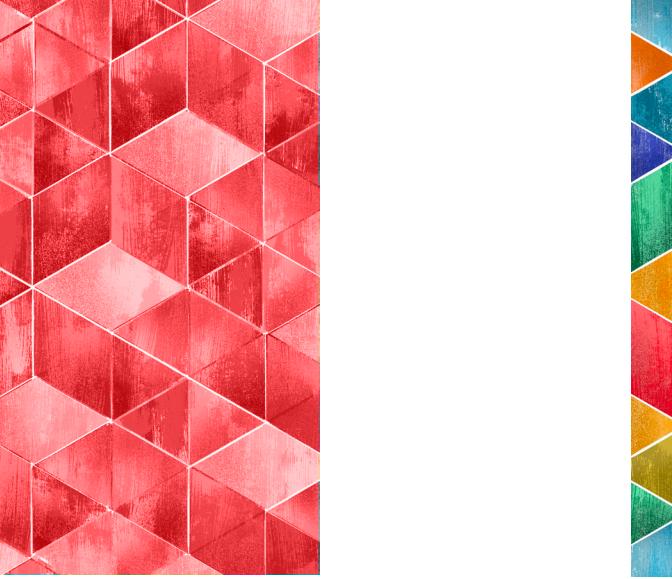
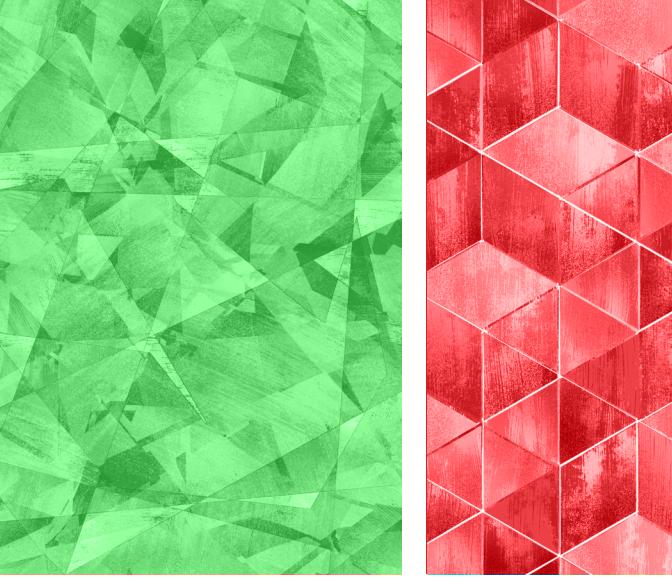
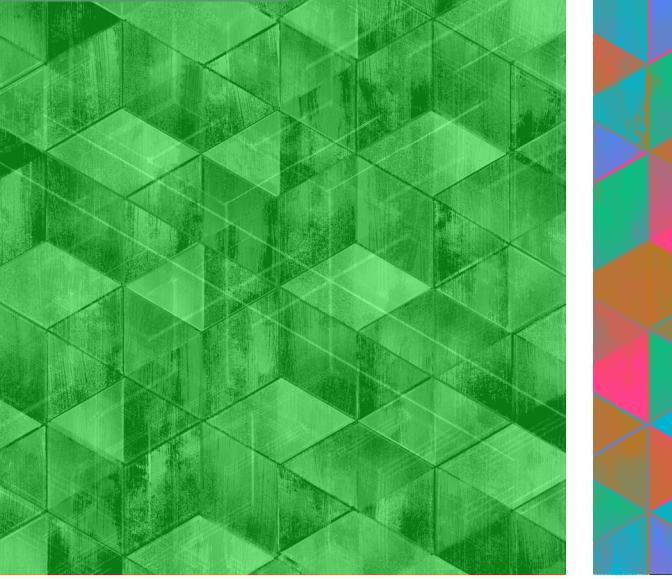
THE CUBIST ANOMALY



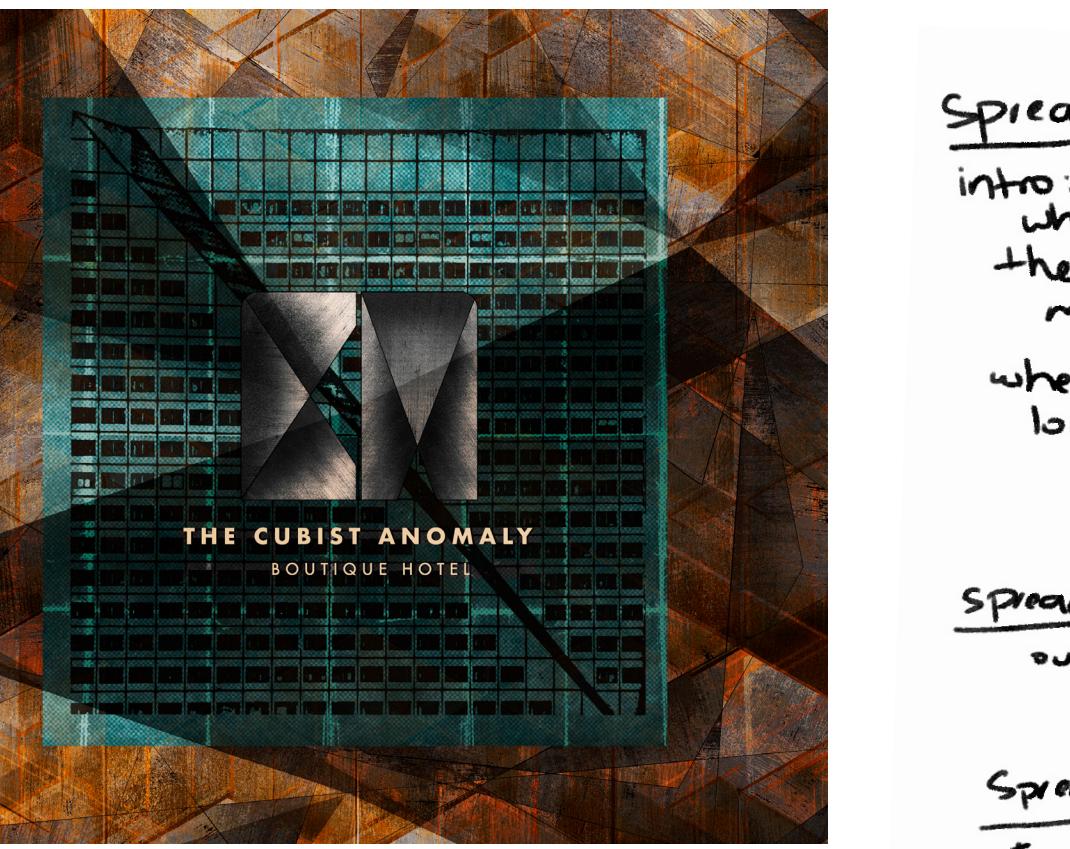
THE CUBIST ANOMALY



cubist pattern designs



cover digital exploration and spread planning



Spread 1

intro:
who/what is
the cubist anom-
aly.

where we are
located?
(Pla de Palau
Barcelona)

Spread 2:
our rooms:
deluxe rooms.

Spread 3

Food! talk about
Specially tradito-
nal food, talk about
café

Spread 4:

rooftop bar or
underground bar.

Spread 5:
special event

Spread 6: ecofriendly

Spread 7:
souvenirs!
or workshops?

spread initial exploration and brainstorm

Spread brainstorm

make it look like
unfolded origami

- harsh lines
- texture bg

L find folds overlay

- Add illustration?
maybe for souvenirs.

- lamp element? include everywhere.

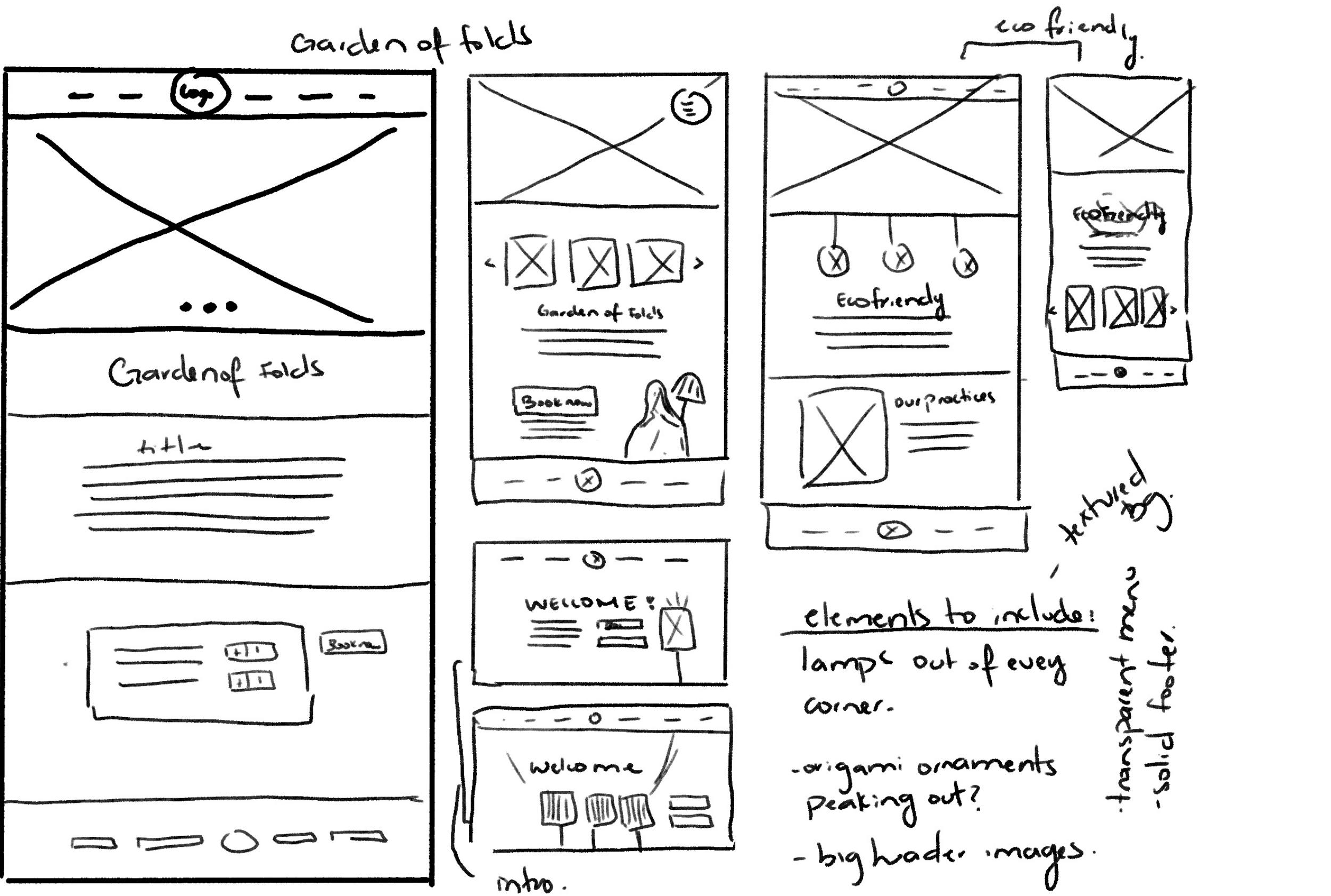
* note: type is not so legible,
include translation

- muted colors because of
busy patterns

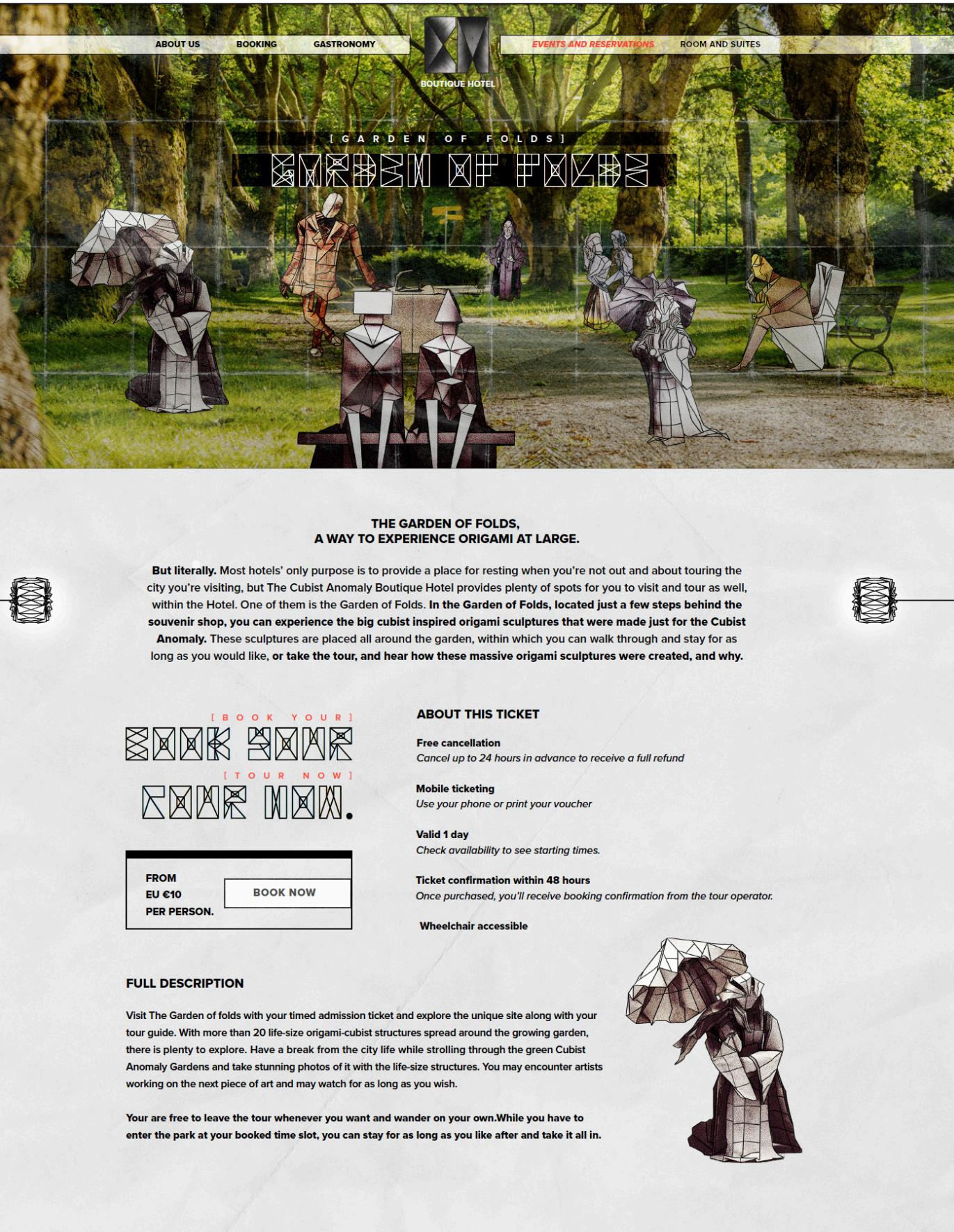
- type: interacting w/ bg?
we'll see.



website thumbnails

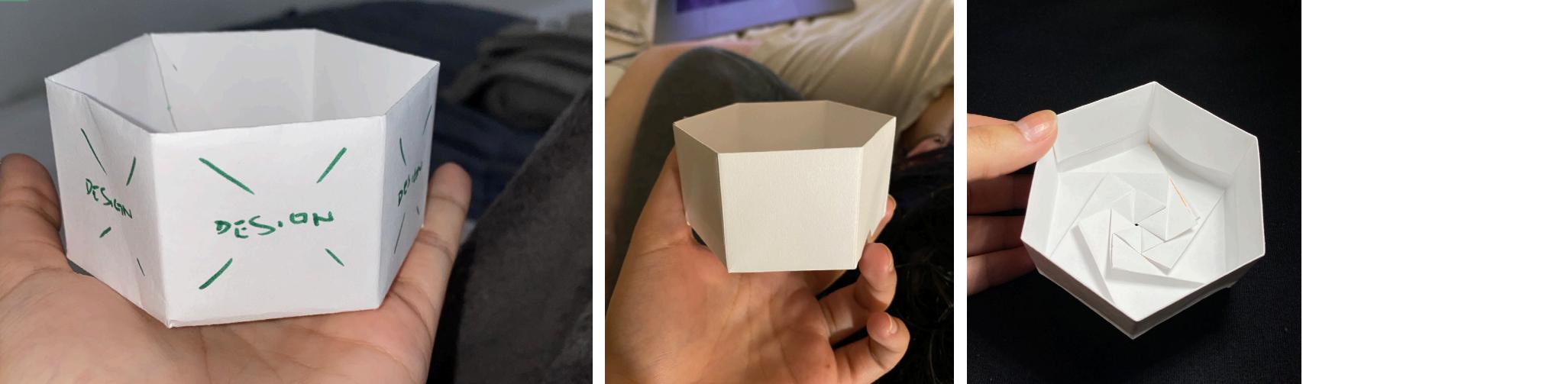


website digital exploration

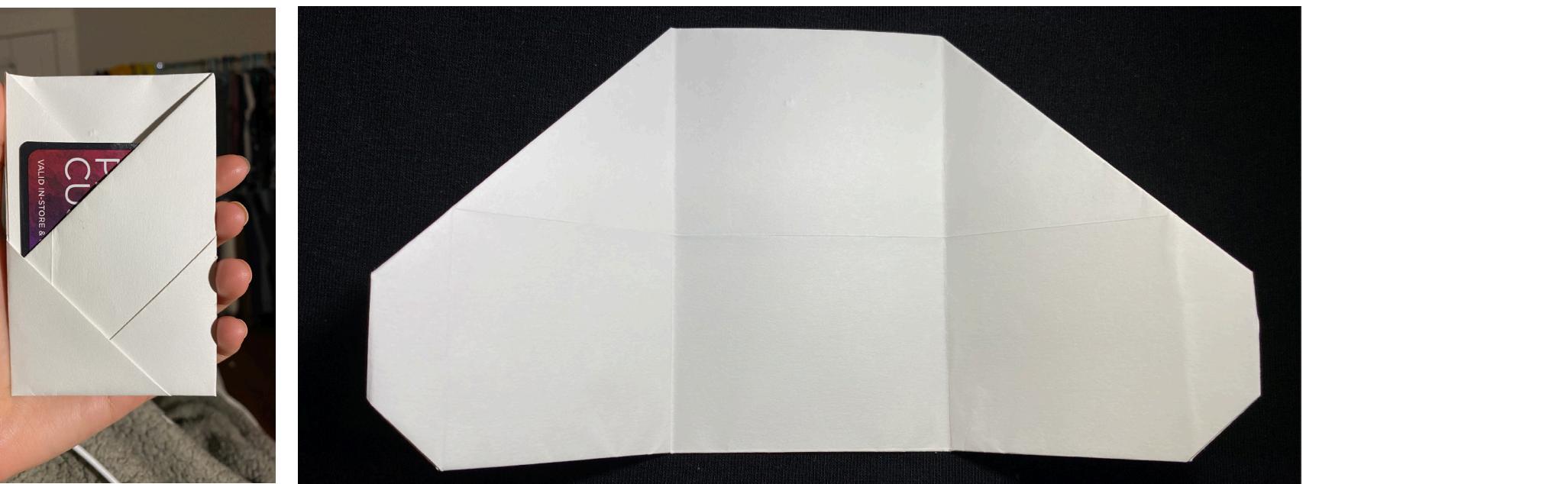


origami experimentation and planning

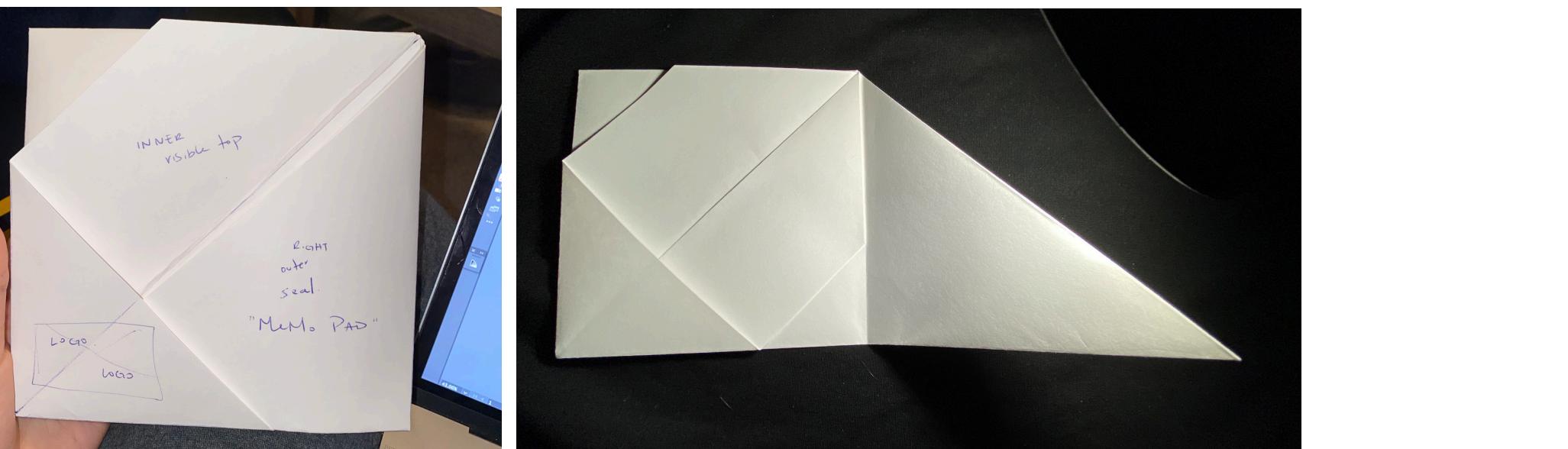
soap packaging



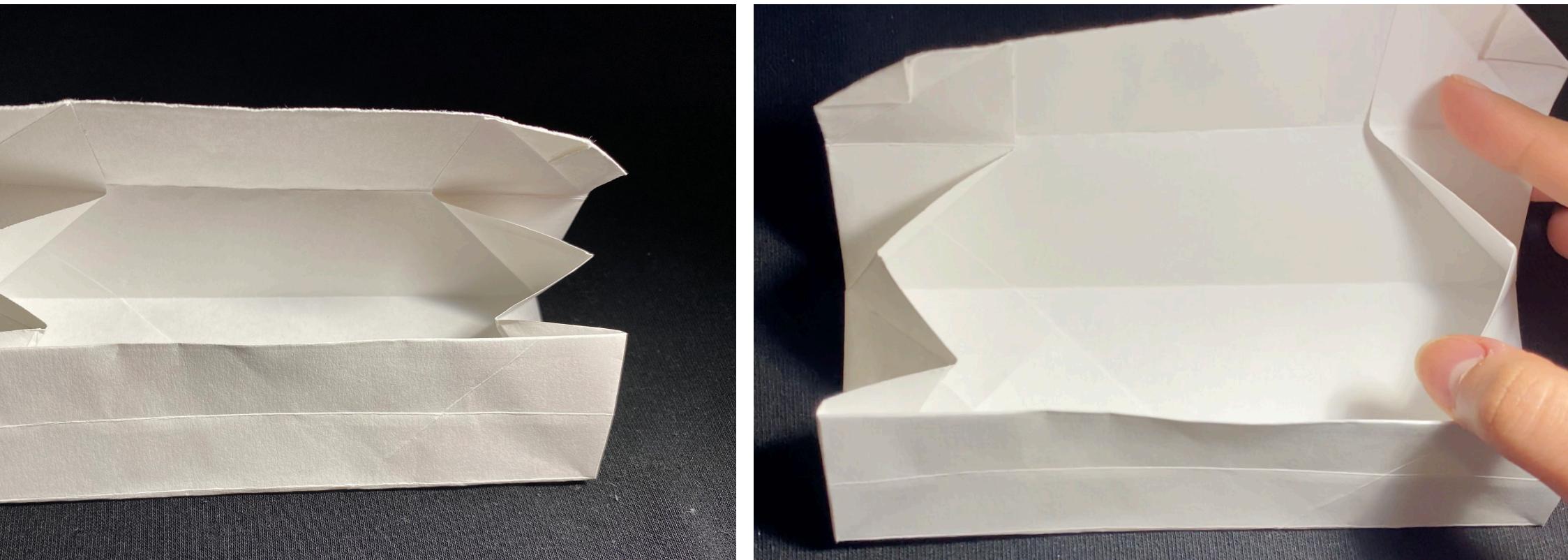
keycard sleeve



memo pad holder



vanity kit packaging



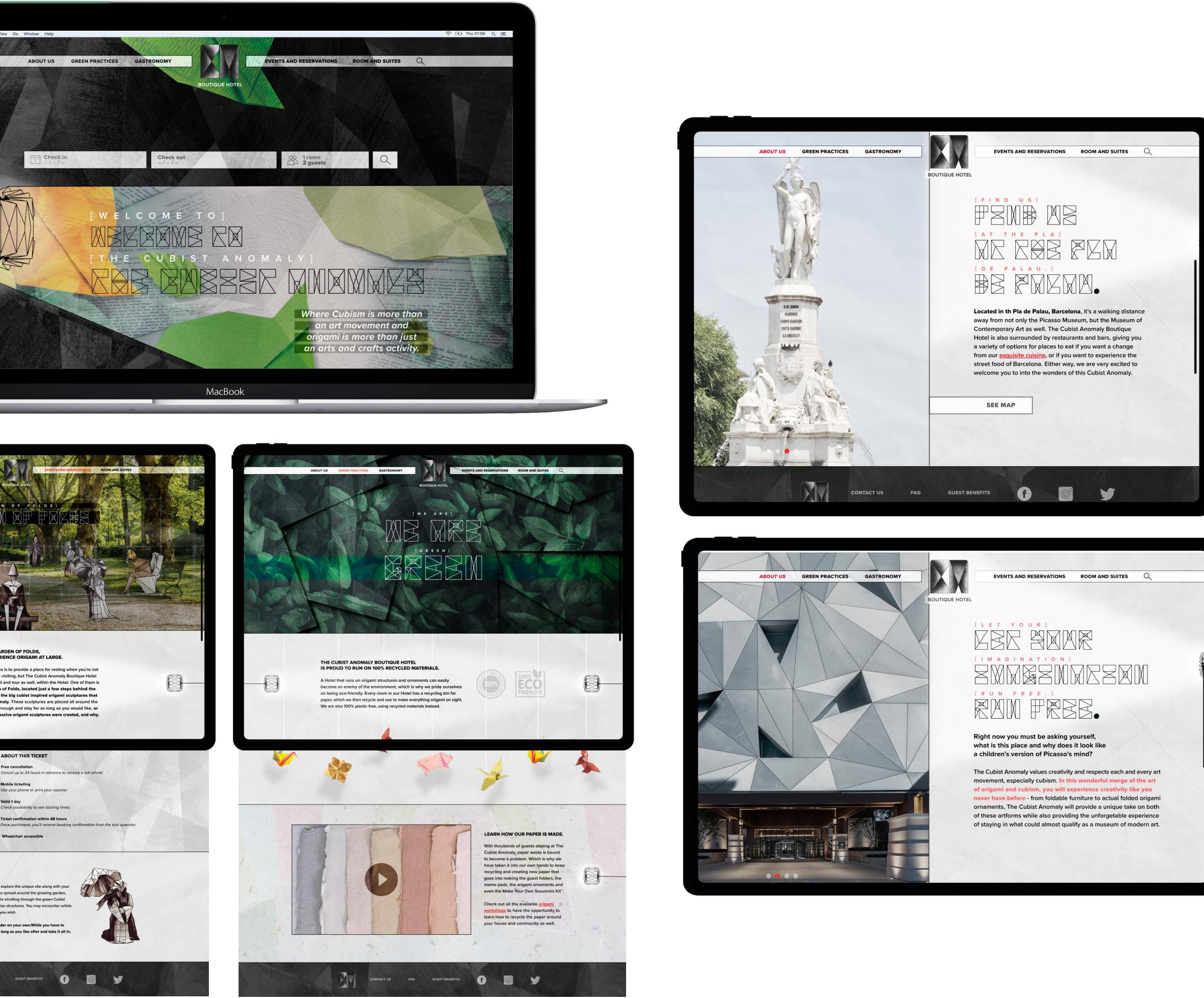
room service menus



look book final spreads



website final design



hotel amenities final designs

Keypad sleeve and keypad design v.1 & v.2



D.N.D v.1 & v.2



Memo pad and sleeve v.1 & v.2



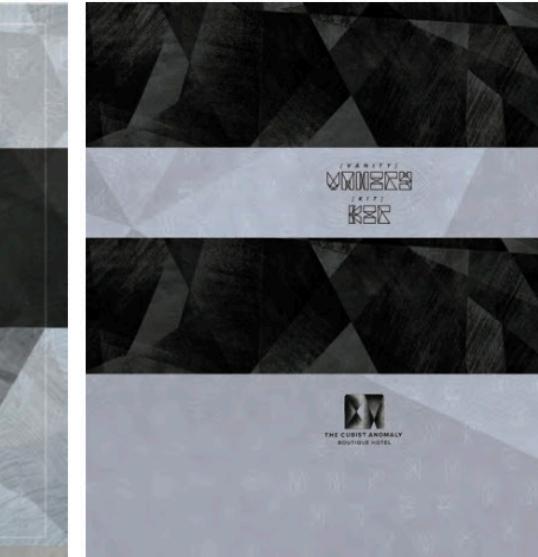
Folder front / back / inside v.1 & v.2



Shampoo, Conditioner
Body Wash

Labels v.1 & v.2

Soap bar packaging and label v.1 & v.2



hotel café menu final design



Final designs

