

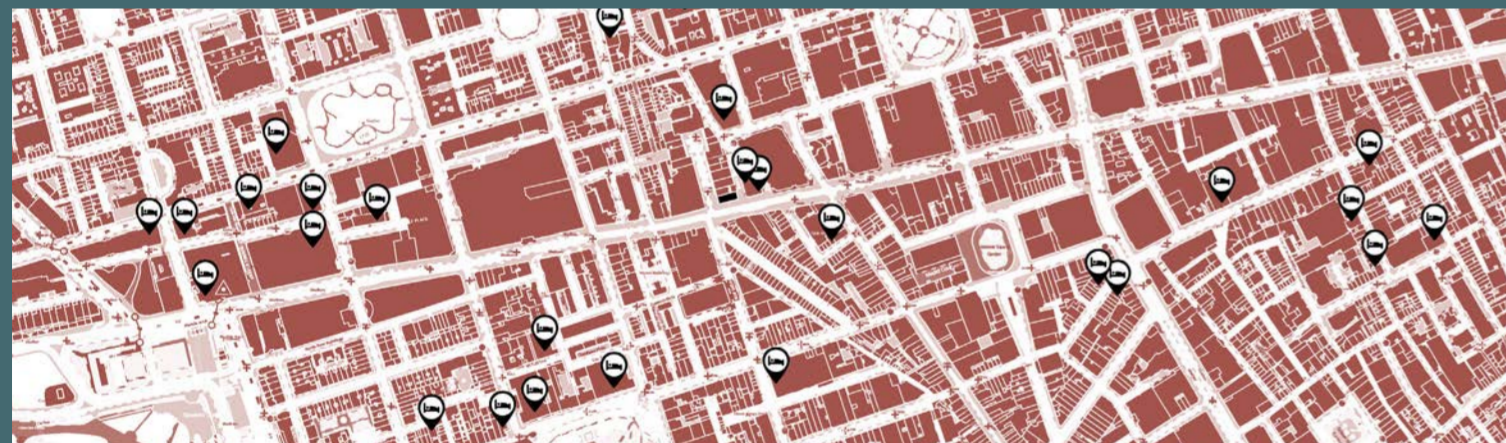
ALONE  
TOGETHERNESS

## PROJECT INTRODUCTION

Lone is a hotel for young single travellers which allows them to connect with themselves or others, emphasising on them having the choice. Solo travelling to a foreign city can be scary and stressful, the hotel is understanding towards individuals who get overwhelmed by a busy setting by providing an option of privacy and comfort. The environment is inclusive to introvert and extrovert personality types, visitors have a level of control whether they would wish to socialise with others or whether they would rather spend that time alone. The focus is on celebrating their independence and normalising spending time alone without the negative stigma of being 'weird', 'odd' or 'lonely'.

## THE SITE

The site is a newly constructed building in 2023 located at 354 Oxford Street. The building was mainly redeveloped to allow for the Underground improvements with the addition of the Elizabeth Line to Bond Street Station and a new entrance into the station. The site is currently a mixed use building with the ground and first floor being used for retail purposes as the flagship store of fashion retailer Maniere De Voir with a small cafe and residential flats on the above floors.



## THE USERS

The space is catered to single travellers, including individuals who prefer spending time alone and those who want to socialise. Introverts, extroverts and those who fall in the middle as the personality types overlap.

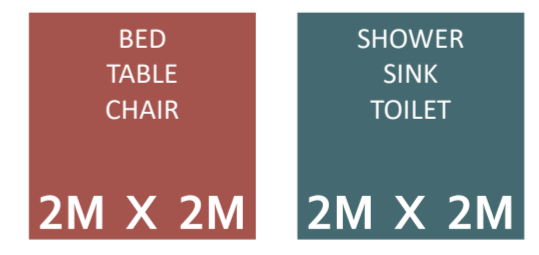
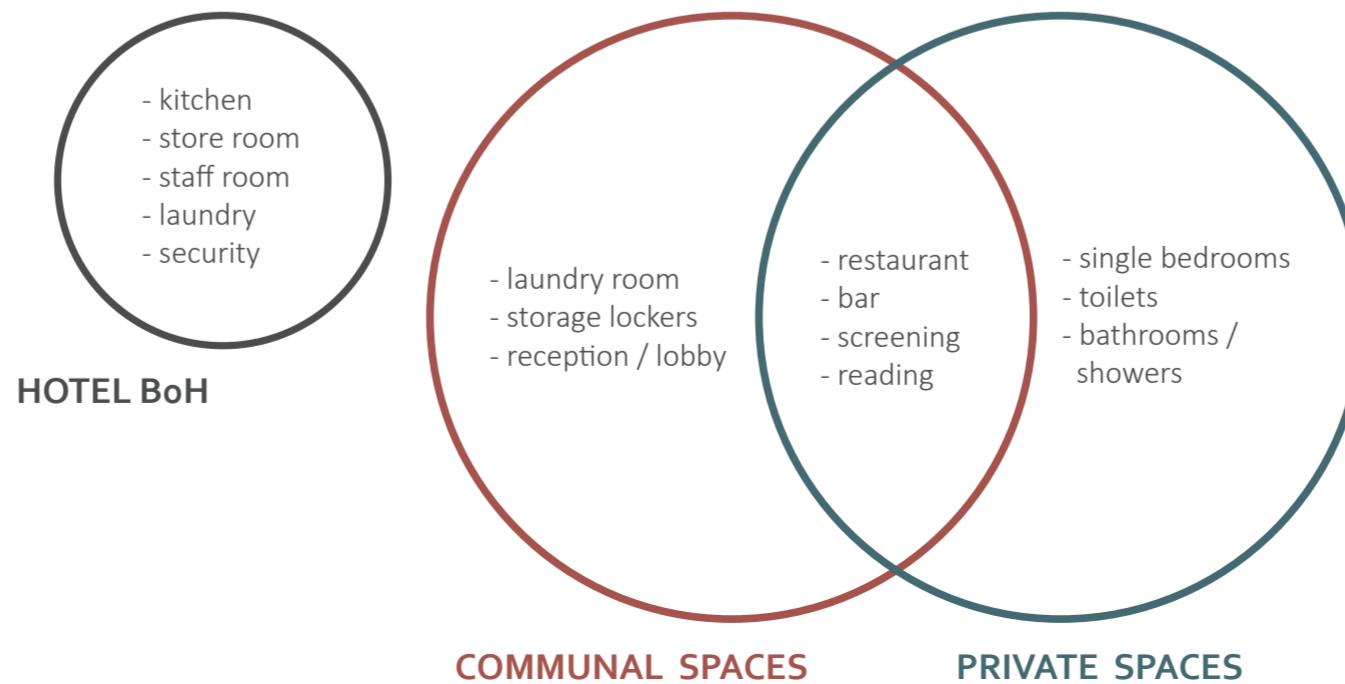
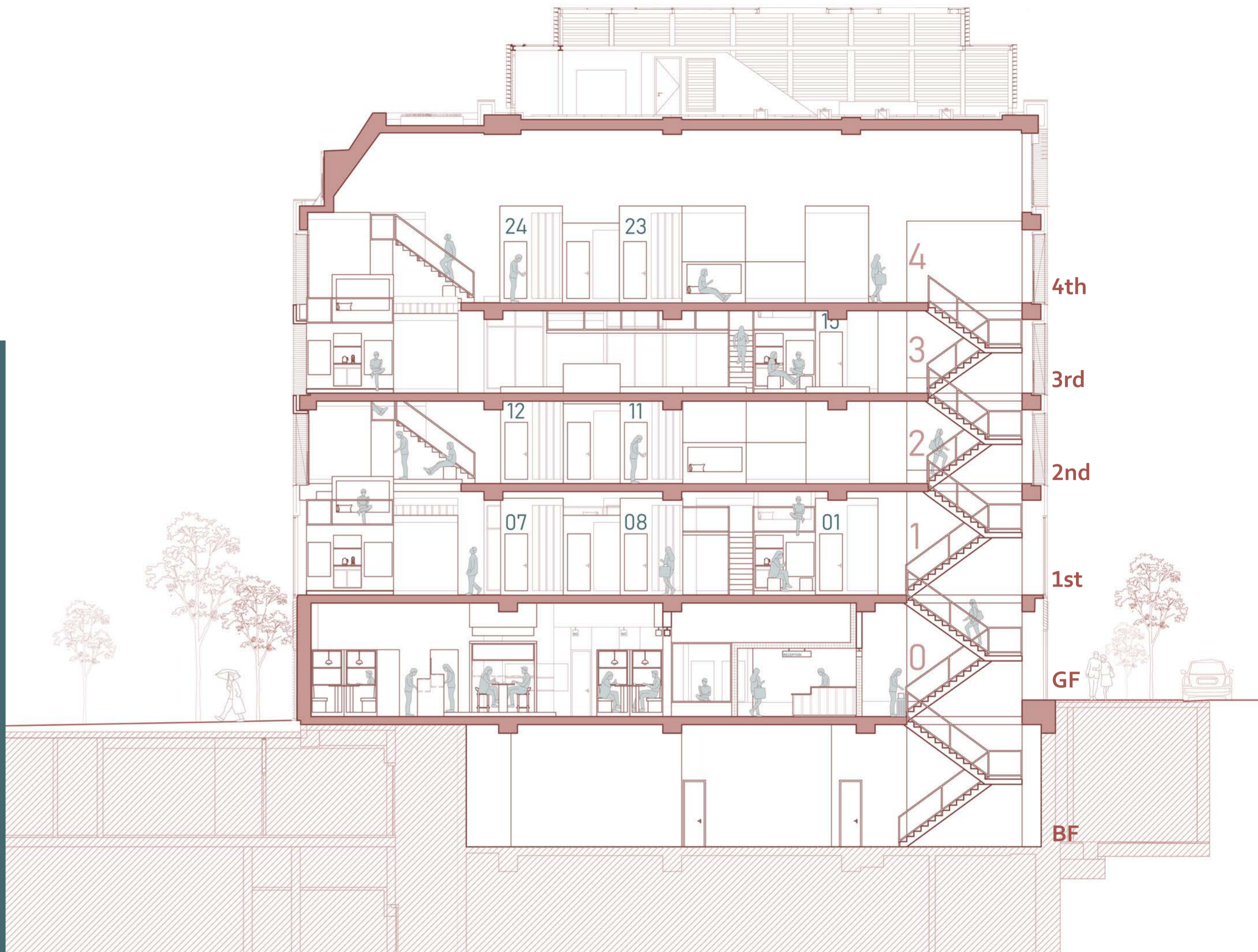


An individual who enjoys socialising while dining but requires their own space to wind down with a book or movie after.

An individual who solely wants to spend their trip alone as a form of self-reflection and therefore doesn't want to be distracted by others.

An individual who chose to travel alone with the pure aim to meet new people and connect with others at any chance they get.

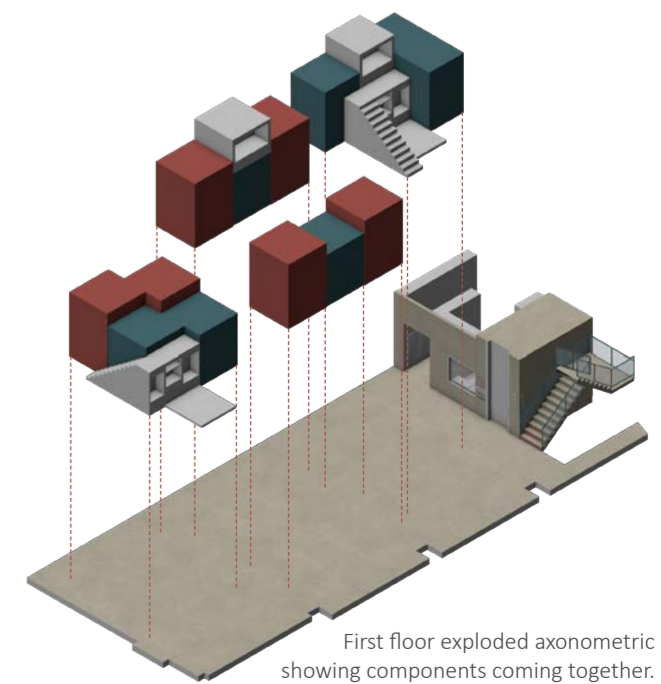
An individual who prefers eating alone but enjoys doing other activities with people.



The design is an **installation of individual living cubes**, consisting of 2m x 2m bedrooms, 2m x 2m bathrooms and shared coffee stations with reading or screening nooks.

The cubes are **versatile, universal, lightweight and can easily fit together** meaning the design is **not site specific** and can be implemented into any building.

It is a sustainable approach as it has a minimal impact on the existing building structure.





## PROPOSED FACADE



## EXISTING FACADE



## RETAINED FACADE

As part of the design I have decided to retain the majority of the existing facade as it is more sustainable because the building is newly built, therefore it would be very wasteful to knock down a functional structure. I have kept the existing windows in powder coated metal frames to match the brand colour. 3D signage on the corner of the building allows the name of the hotel can be seen from many angles which help guests to see it while walking down Oxford Street.

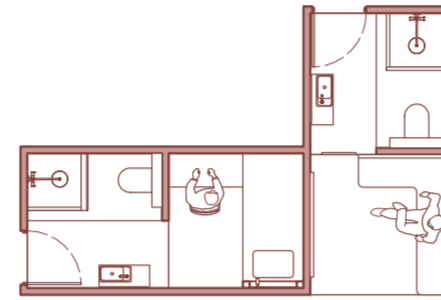




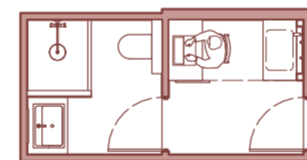
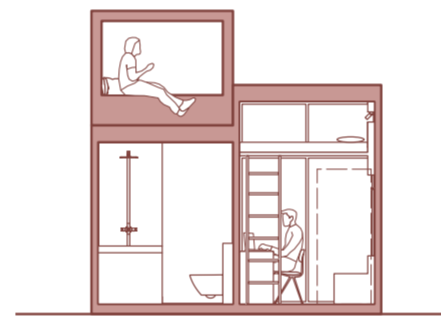
# OVERALL SCHEME



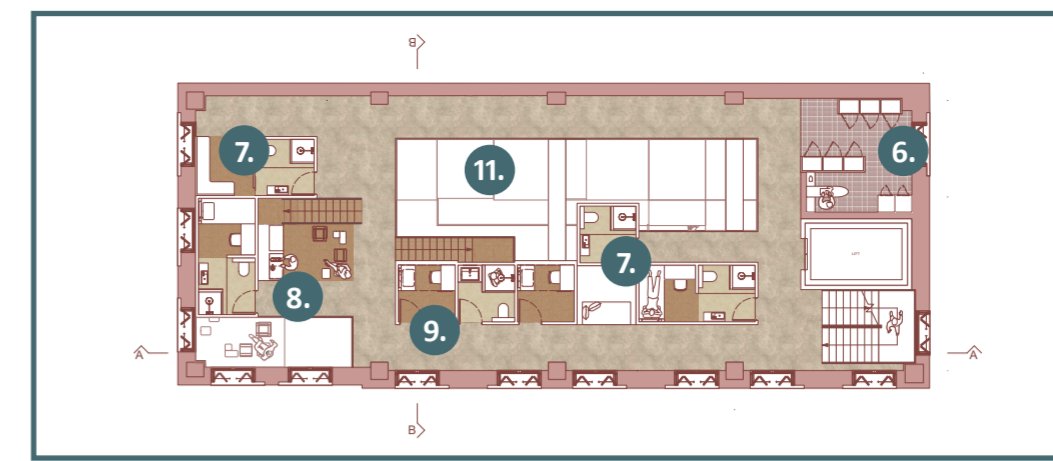
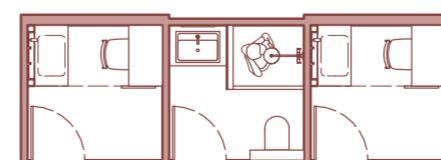
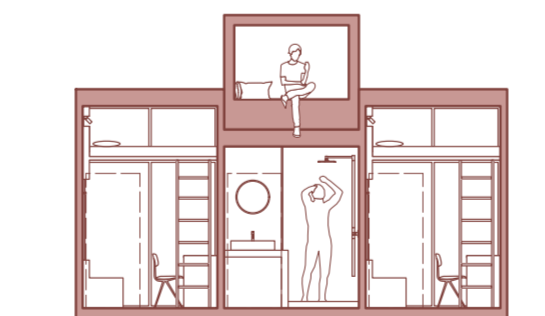
## 7. LIVING CUBE 3 PRIVATE BATH + PRIVATE BED



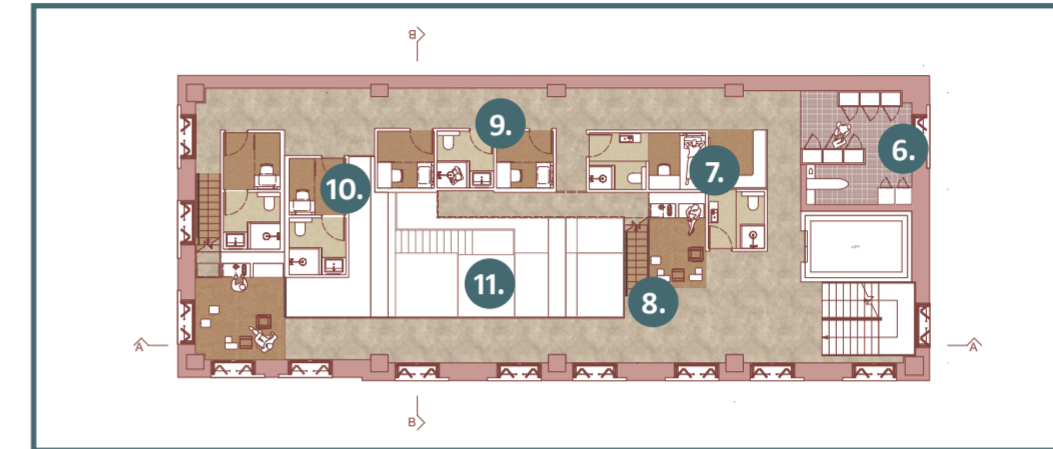
## 10. LIVING CUBE 2 PRIVATE BATH + PRIVATE BED



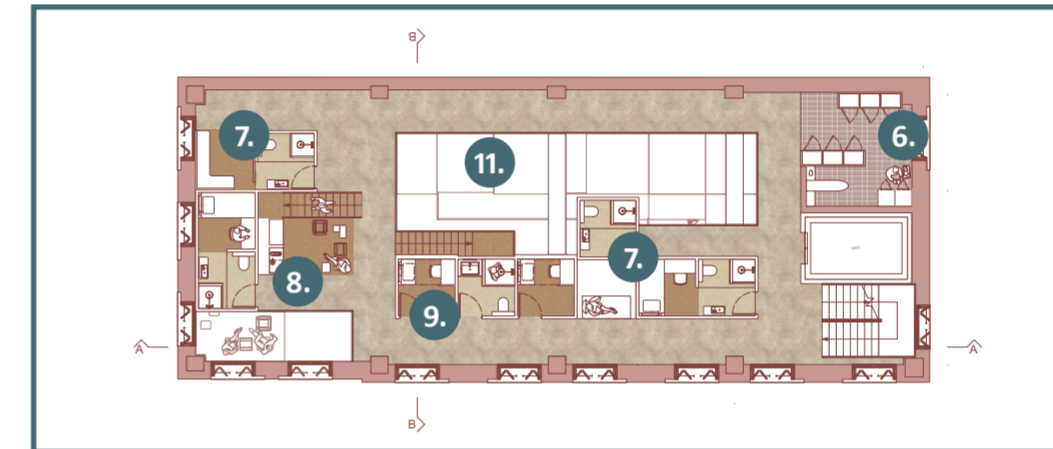
## 9. LIVING CUBE 1 SHARED BATH + PRIVATE BED



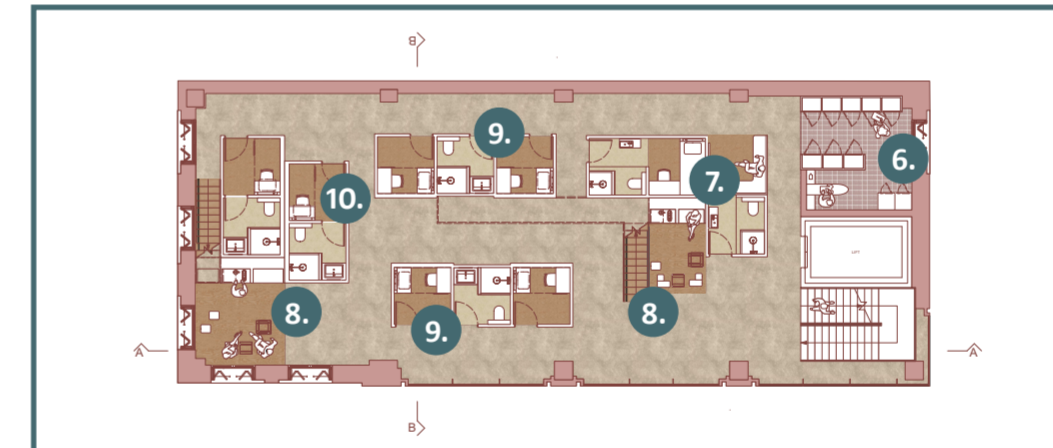
FOURTH FLOOR PLAN



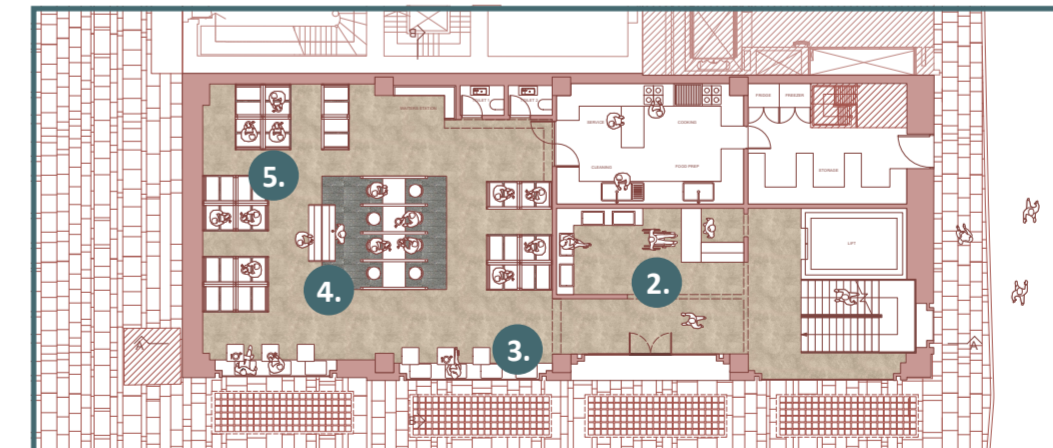
THIRD FLOOR PLAN



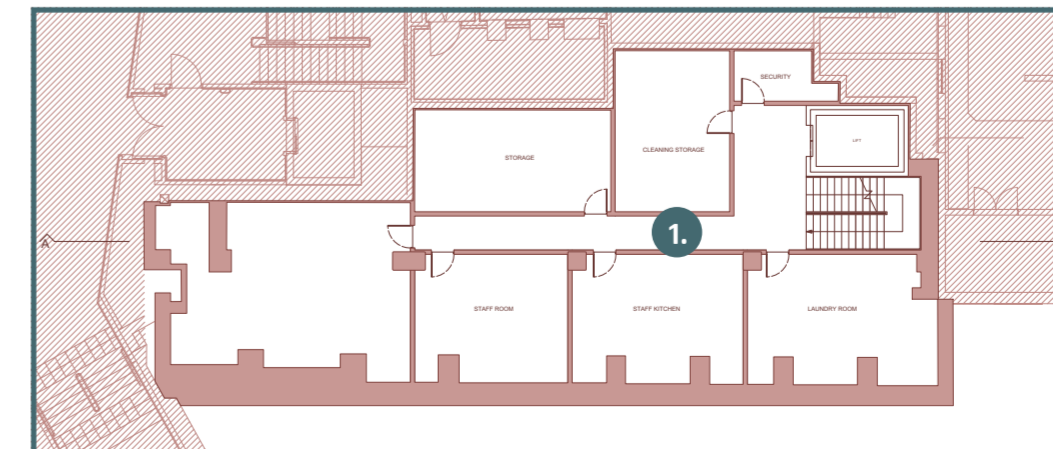
SECOND FLOOR PLAN



FIRST FLOOR PLAN



GROUND FLOOR PLAN



BASEMENT FLOOR PLAN

# INSTALLATION OF 'LIVING CUBES' WITHIN THE EXISTING BUILDING

### 11. VOID

Void overlooking the cube structures on the lower floor, creating enough ceiling height for the reading/screening nooks on top of the room cubes.

### 10. LIVING CUBE TYPE 2

Living cube formed of one individual room, one individual bathroom and one reading spot on top of the bathroom.

### 9. LIVING CUBE TYPE 1

Living cube formed of two individual room, a shared bathroom between the two and an individual reading spot on top of the bathroom.

### 8. COFFEE STATION

Guests can make their own cup of coffee or tea and enjoy it privately in the single seating nook or in a group on the flexible poufs.

### 7. LIVING CUBE TYPE 3

Living cube formed of two individual room, two individual bathrooms and reading spots above the rooms.

### 6. STORAGE LOCKERS + LAUNDRY

Each guests is assigned a personal locker for luggage storage as the room space is quiet limited. Guests have the freedom to do their own laundry as a way of celebrating their independence. Equipped with washing machines, dryers and an ironing station.

### 5. FLEXIBLE BOOTHS

Single booths with movable panels which allow the individual to adjust them into group booths.

### 4. OPEN BAR

Two way open bar for guests to pour their own drink which celebrates their independence.

### 3. WINDOW SEATING

Single seating which is more suited to the individuals who don't mind being exposed or surrounded by others.

### 2. RECEPTION

Semi enclosed reception area with a reception desk which varies in counter height to suit wheelchair users. Reception seating nooks referencing the reading spots surrounding the living cubes.

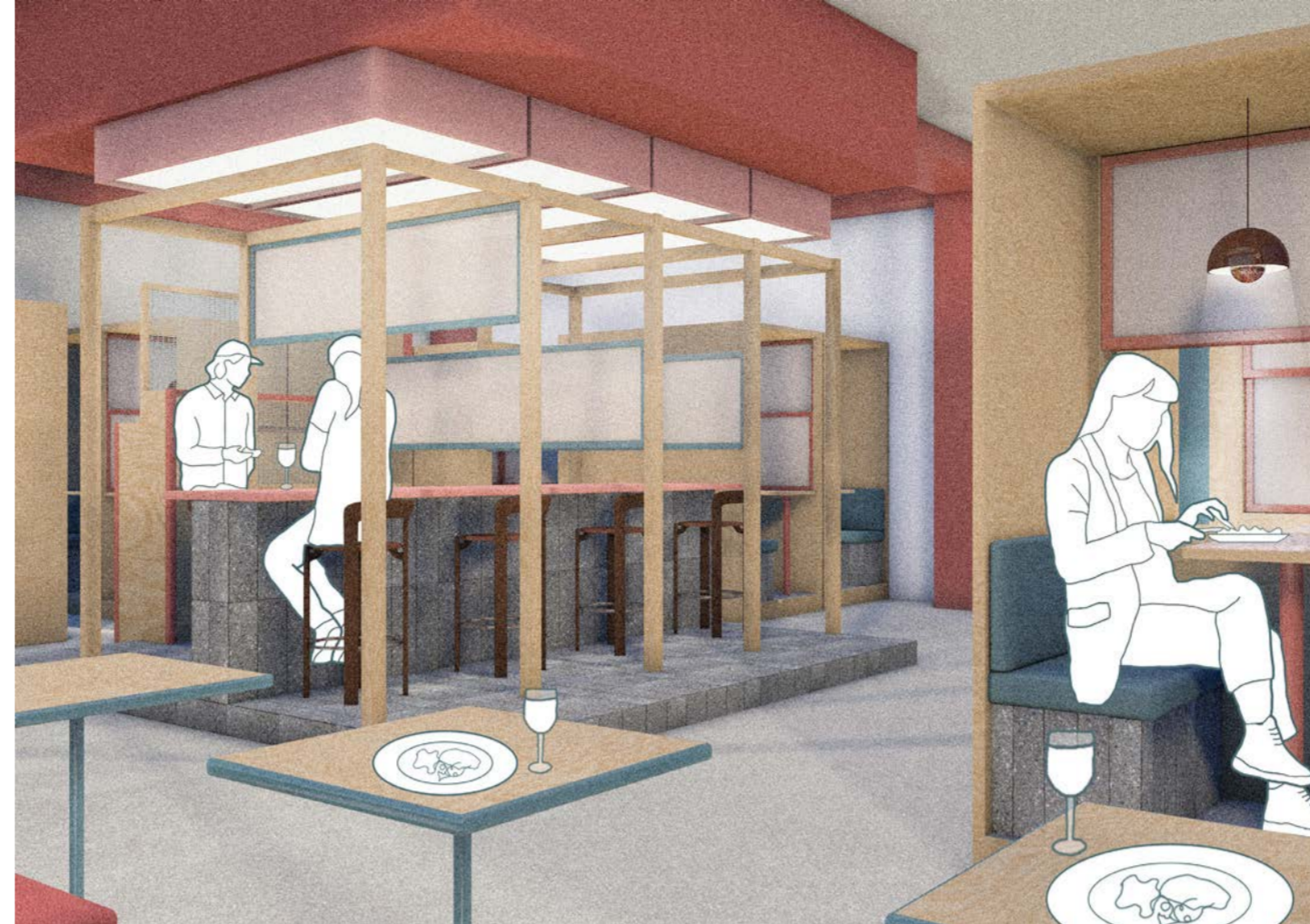
### 1. BoH

The basement floor is dedicated to hotel maintenance and BoH, including security, storage, laundry and staff room.

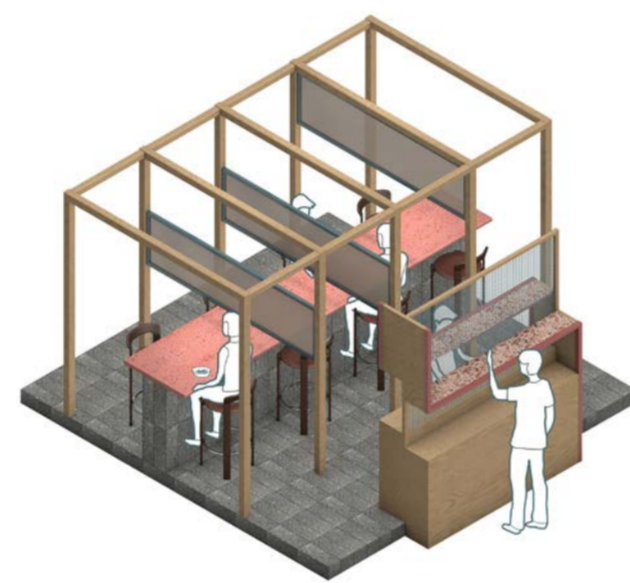




## RECEPTION

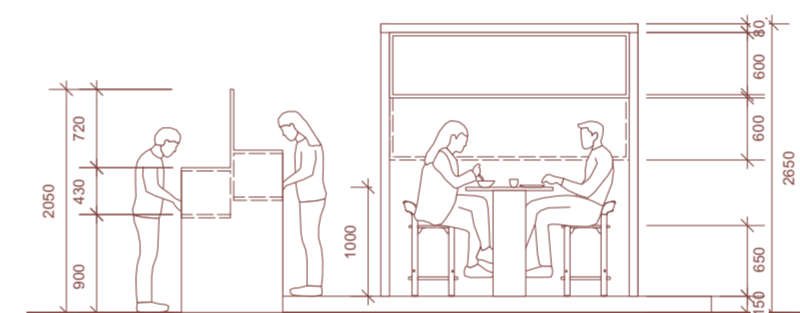


## 'HELP YOURSELF' BAR



### FLEXIBLE GROUP SEATING

The panels can be pulled up or down which allows individuals to divide the long table into double or larger group dining spaces.



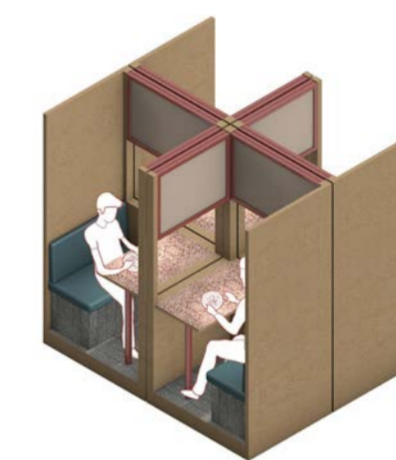
ELEVATION - 1:50

### OPEN BAR

Guests can pour their own drink as a way of celebrating their independence. The two way design with a mesh panel gives visibility of the person opposite and creates a moment of visual connection.

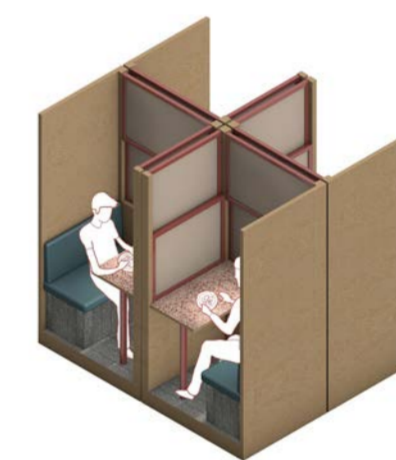


## FLEXIBLE BOOTHS



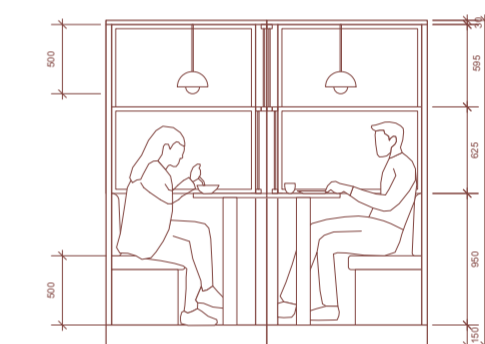
### OPEN PANELS

The panels can be open between two, three or four people to create a shared dining experience.



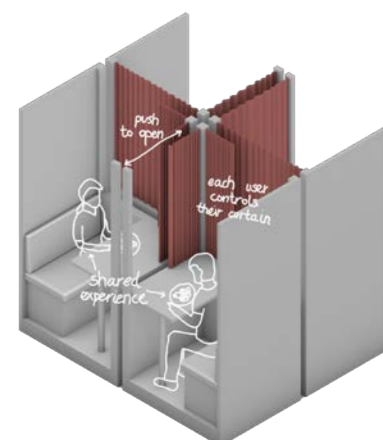
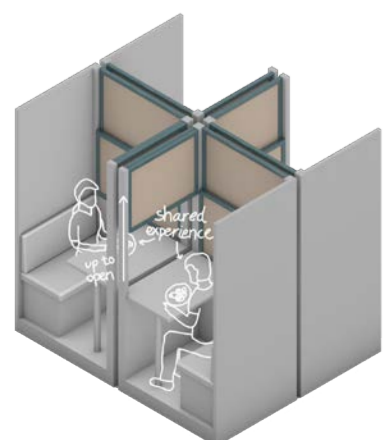
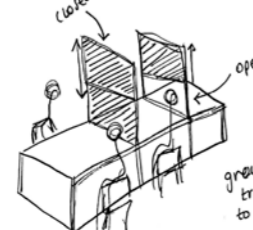
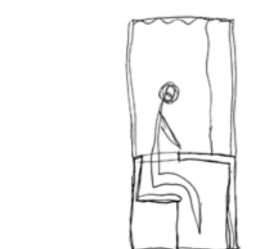
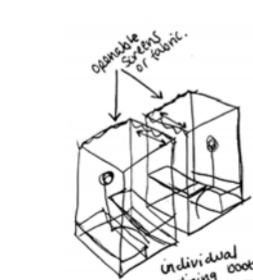
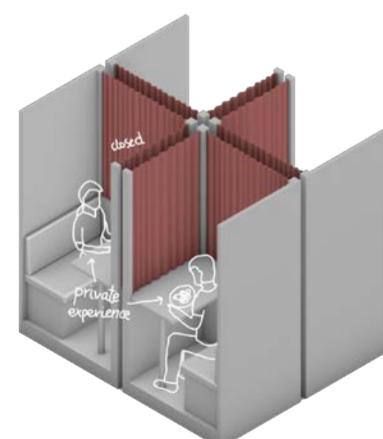
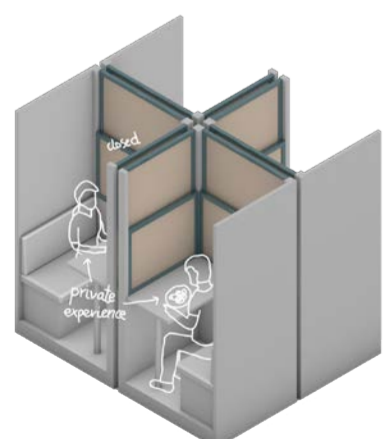
### CLOSED PANELS

When individuals choose to close their panels it creates a single seater booth which gives them intimate dining.



ELEVATION - 1:50

## PRIVATE / SHARED DINING EXPERIENCE



## PRIVATE DINING

The panels can be completely closed which allows the individual to eat alone in privacy. This option is more suited those who would rather be alone or enjoy eating alone.



## SHARED DINING

The individuals can choose to have panels open between two people which means they can interact while eating.



## GROUP DINING

All panels can be open to create a shared dining experience between a group, this option would be more suited towards extroverts which prefer to be surrounded by others.



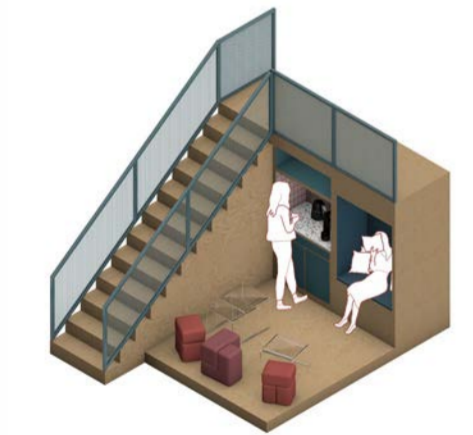
# LIVING CUBES & VOID CONNECTIONS



LIVING CUBES EXTERIOR



LIVING CUBES INTERIOR



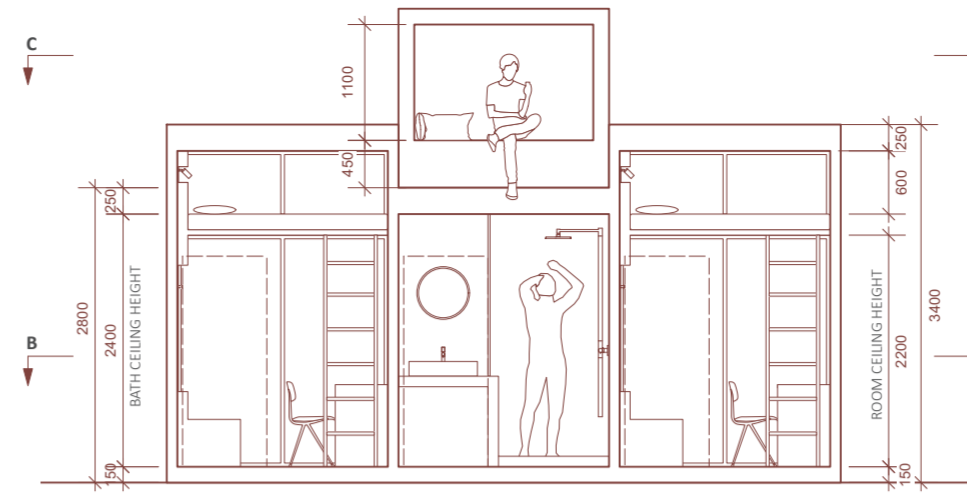
COFFEE STATION



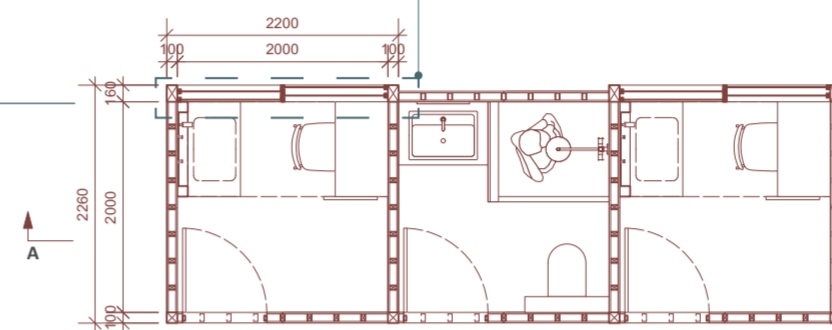
**VOID CONNECTION**  
The voids in the floors allow individuals to have a visual connection with the individuals on the above floors without necessarily socialising.

**READING/SCREENING NOOKS**  
Private individual reading/screening nooks which are placed at a higher level to provide a moment of visual connection without being close proximity to others.

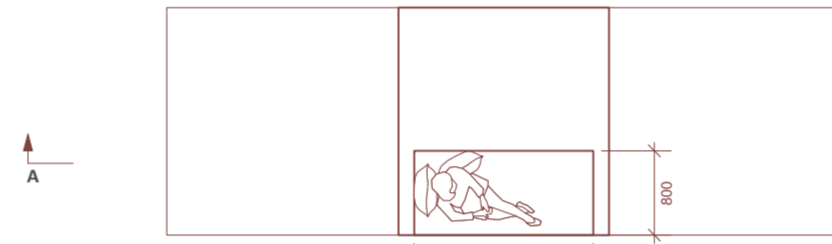
**OPENABLE ROOM PANELS**  
The individuals are in control of their environment as they can chose to open or close the panels which will expose or conceal them in their rooms.



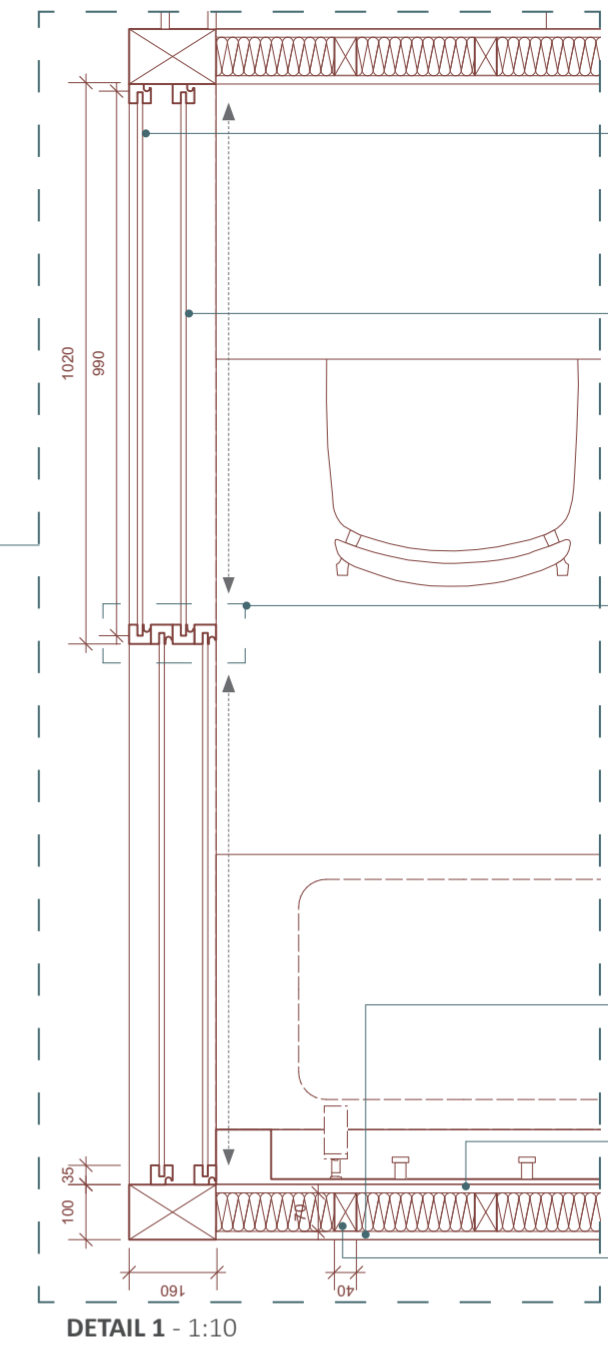
SECTION AA - 1:50



PLAN SECTION BB - 1:50



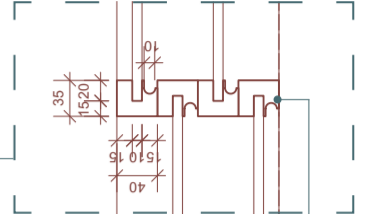
PLAN SECTION CC - 1:50



DETAIL 1 - 1:10

**TRANSPARENT PANEL**  
(first layer)  
3form Flek Pure recycled plastic panel (10mm thick) in powder coated metal (40mm thick) frame to match RAL 5020

**SEMI TRANSPARENT PANEL**  
(second layer)  
Colourthrough opal silk acrylic (10mm thick) to match RAL 1014 in powder coated metal (40mm thick) frame to match RAL 5020



DETAIL 2 - 1:5

**CONCEALED HANDLE**  
Full length J shaped recess/groove in the direction of panel movement 10x10mm size to fit fingers

**EXTERNAL WALL**  
Colourthrough opal silk acrylic to match RAL 1014 in powder coated metal frame to match RAL 5020 (semi transparent)

**INTERNAL WALL**  
Back painted opal silk acrylic to match RAL 1014 (no transparency)

**WALL FRAME**  
Softwood vertical studs 70 x 40mm

