

Escapism Hotel

"A Design for Well-being, Nature Connectedness, and Community Engagement"

The Proposal

The aim of the Escapism Hotel project is to promote positivity and establish a stronger bond with the community and nature. This is accomplished by creating a unique and visually striking environment that stimulates the senses throughout the entire site.

The challenges of modern life have led to feelings of disconnection among people. While interior design can solve some practical issues, it also presents an opportunity to inspire joy and creativity.

The Escapism Hotel provides an unconventional visual escape that encourages individuals to reset, reconnect, and find mindfulness within themselves and with the community.

Due to the elusive nature of the project, visual communication has been essential. Incorporating the experience of looking up at the sky into every graphic element has been one way of achieving this.

The project emphasises creating a visually influential experience that conveys the story of the Escapism Hotel.

The Site

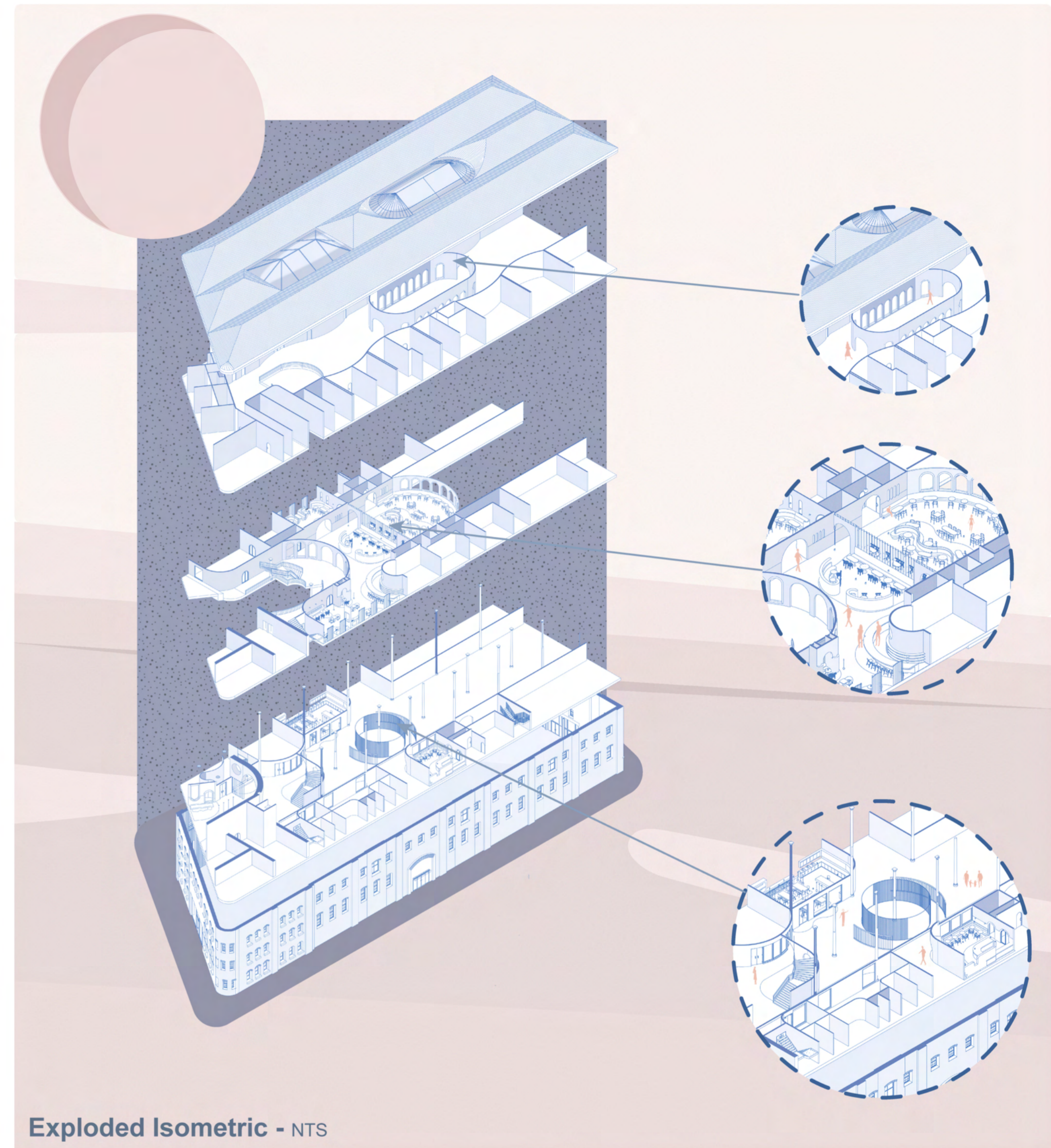
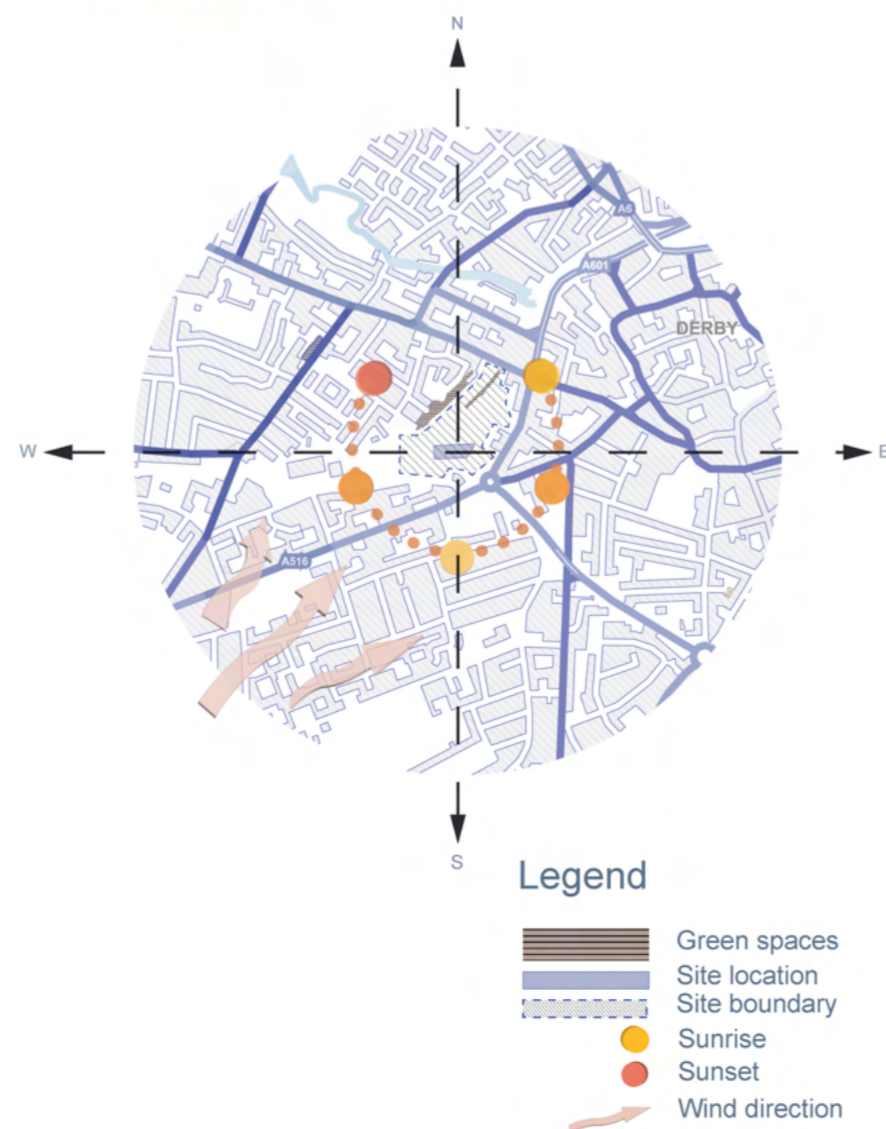
The Friar Gate Goods Yard is a Grade II listed building in close proximity to Derby's city centre. However, the building has been closed since 1968 and has fallen victim to both fire and vandalism, resulting in its disconnection from the local community.

The Problem

The Escapism Hotel addresses modern problems of disconnection and disengagement, including:

- 1. Disconnection from self and nature:** Many people feel disconnected from themselves and nature due to political affairs, climate change, the COVID-19 pandemic, and urban living.
- 2. Lack of community engagement:** Urbanization and technology have contributed to disengagement from the community.
- 3. Neglected urban spaces:** The Friar Gate Goods Yard has been neglected and forgotten for decades.

Site Analysis



Exploded Isometric - NTS



Legend

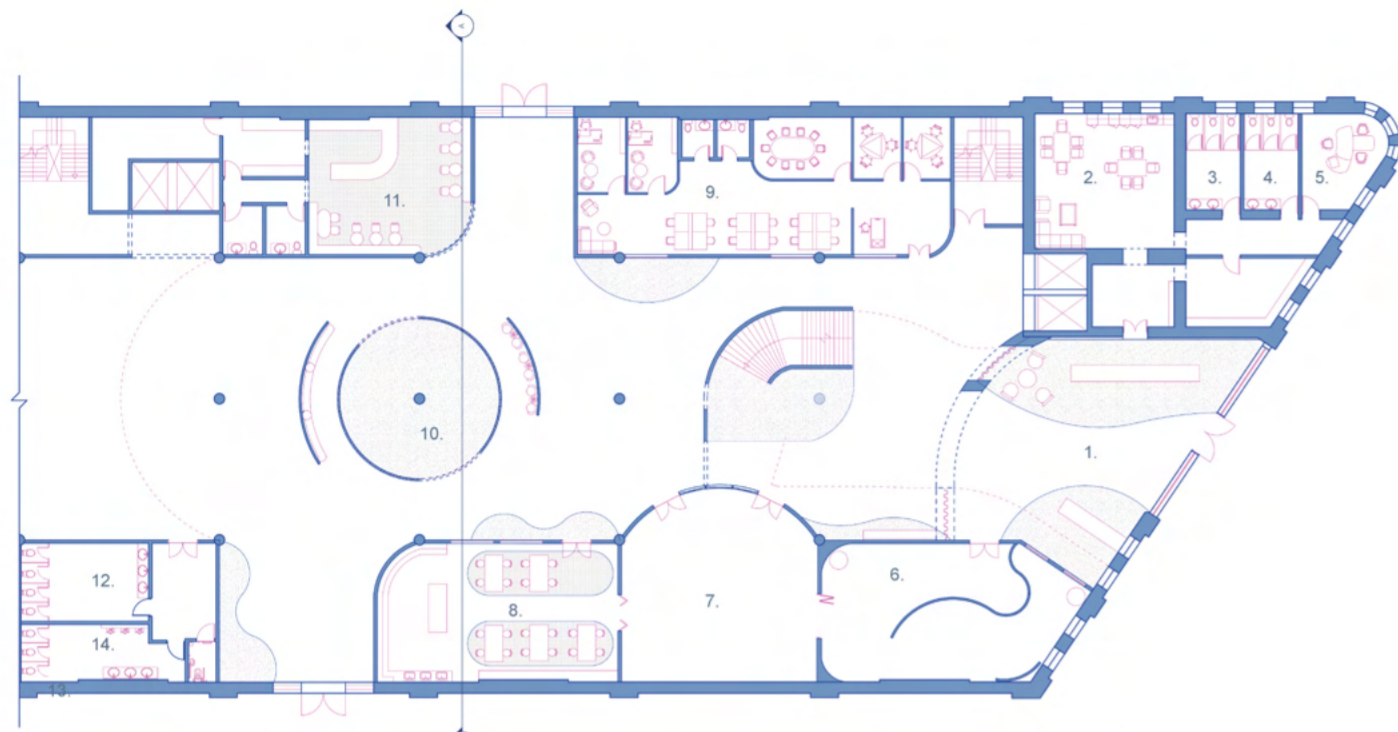
- Site location
- Site boundary
- Residential
- Commercial
- Community Spaces

The Objective

- 1. Bridging the gap between urban development and nature:** Drawing inspiration from the sky, the design combines vivid daytime colours with soothing night-time tones, promoting a deep connection to nature's restorative properties.
- 2. Promoting well-being and community engagement:** The hotel provides spaces for exhibitions, workshops, a gallery, and a restaurant, allowing visitors to experience something dreamlike and exciting while also engaging with the local community. The design promotes well-being by **creating a sense of awe and wonder**, promoting relaxation and reducing stress levels.
- 3. Boosting tourism and promoting social cohesion:** By creating a unique and immersive environment that promotes nature connectedness and community engagement, the project aims to attract visitors and promote tourism in Derby. Additionally, by reuniting the Friar Gate Goods Yard with the local community, **the project aims to promote social cohesion and a sense of belonging.**

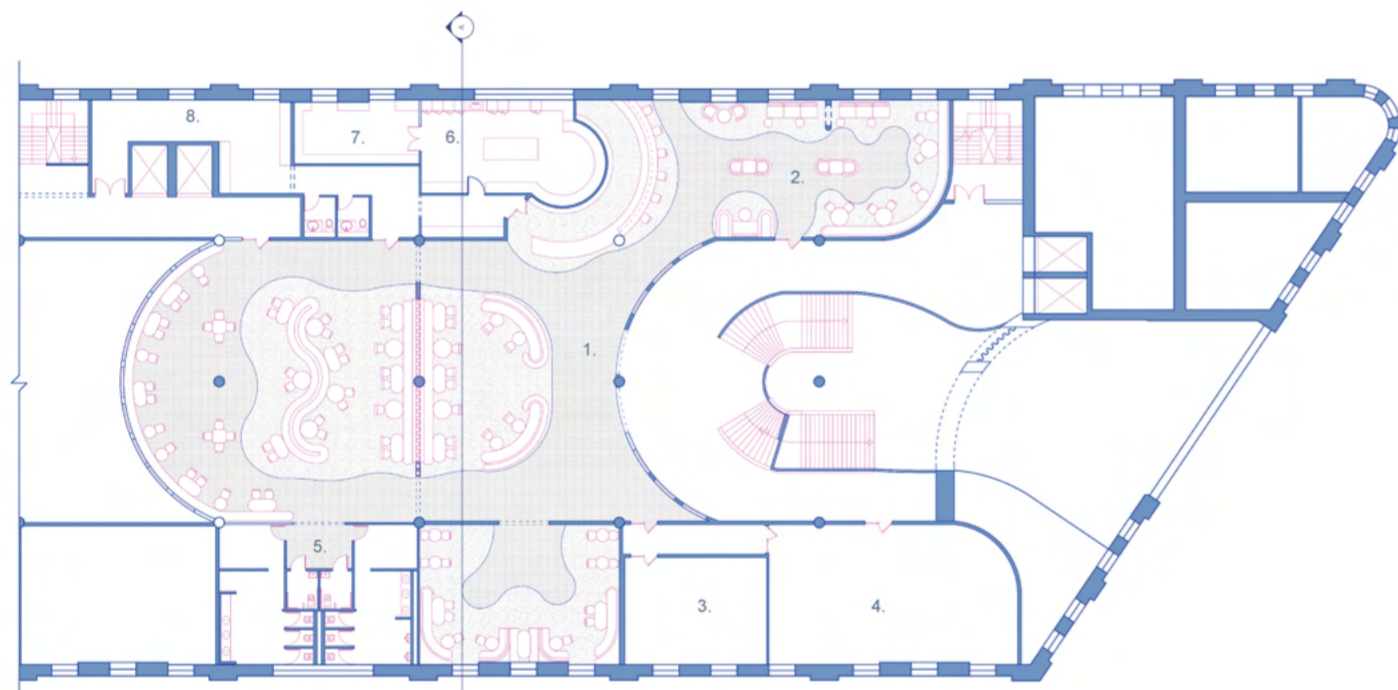


Escapism Hotel



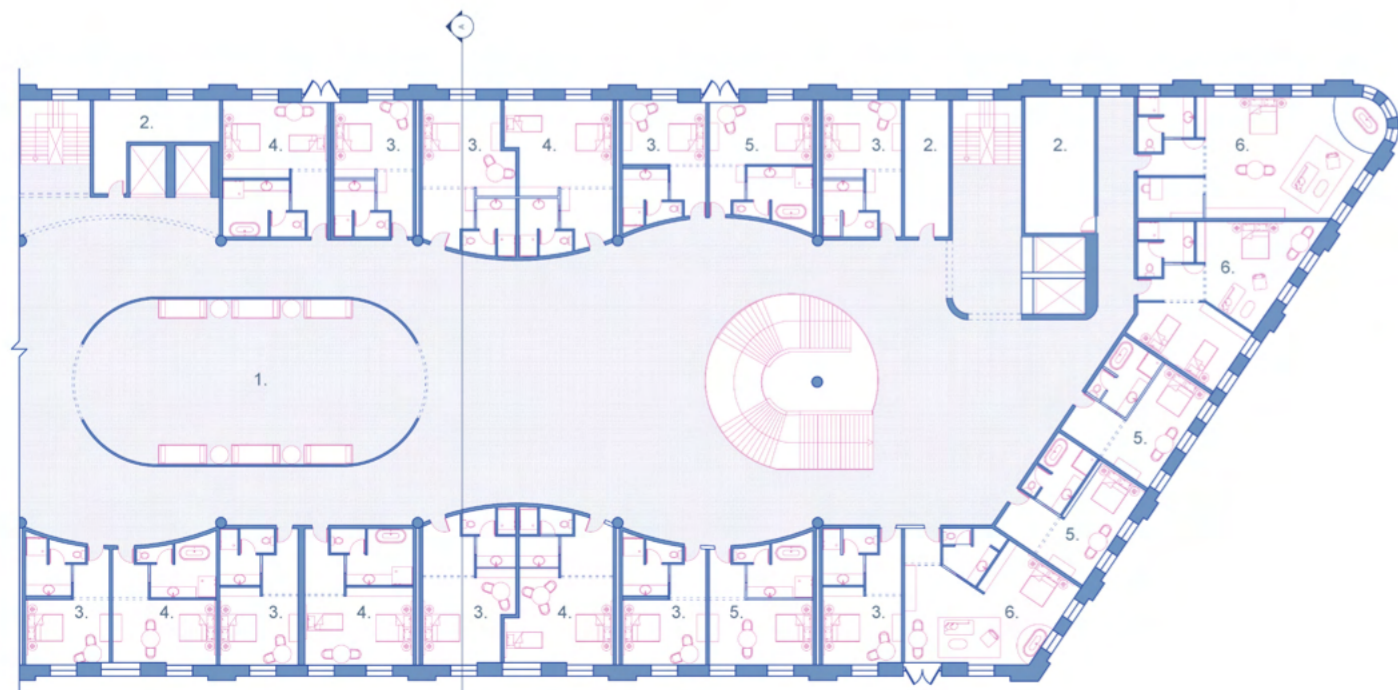
Ground Floor Plan
Not To Scale

1. Reception
2. Staff Room
3. Staff WC F
4. Staff WC M
5. Managers Office
6. Gallery
7. Exhibition
8. Workshop
9. Offices
10. Sensory Walkway
11. Cafe Dining
12. Public WC F
13. Public WC M



Mezzanine Floor Plan
Not To Scale

1. Restaurant
2. Bar
3. Conference Room A
4. Conference Room B
5. Restaurant WC
6. Kitchen
7. Storage
8. Staff Room



First Floor Plan
Not To Scale

1. Meditation Room
2. Cleaners Room
3. Standard Room
4. Standard with Single Room
5. Upgrade Room
6. Deluxe Room

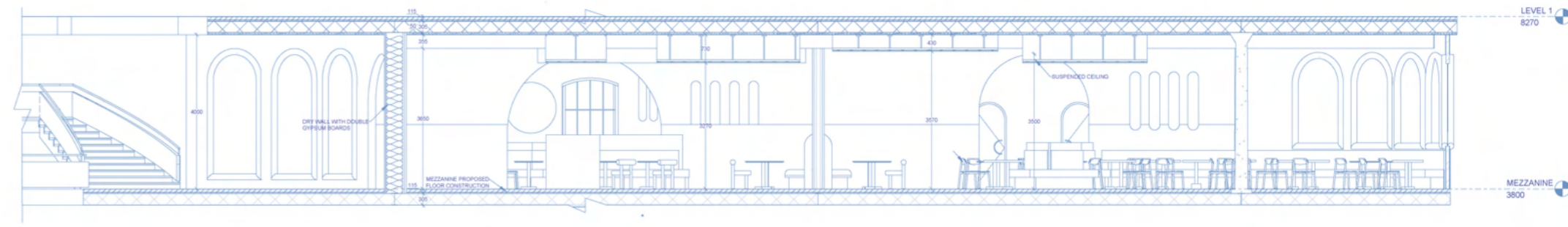


Visual of Reception



ESCAPISM HOTEL

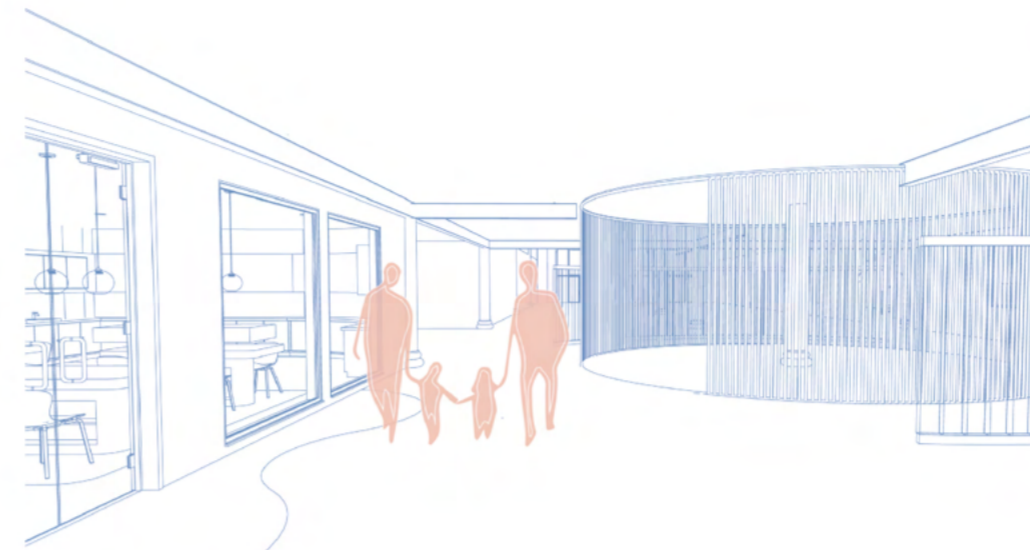
Escapism Hotel



3. Visual - Restaurant



4. Visual - Restaurant Bar



5. Perspective - Sensory walk way



6. Visual - Sensory walkway

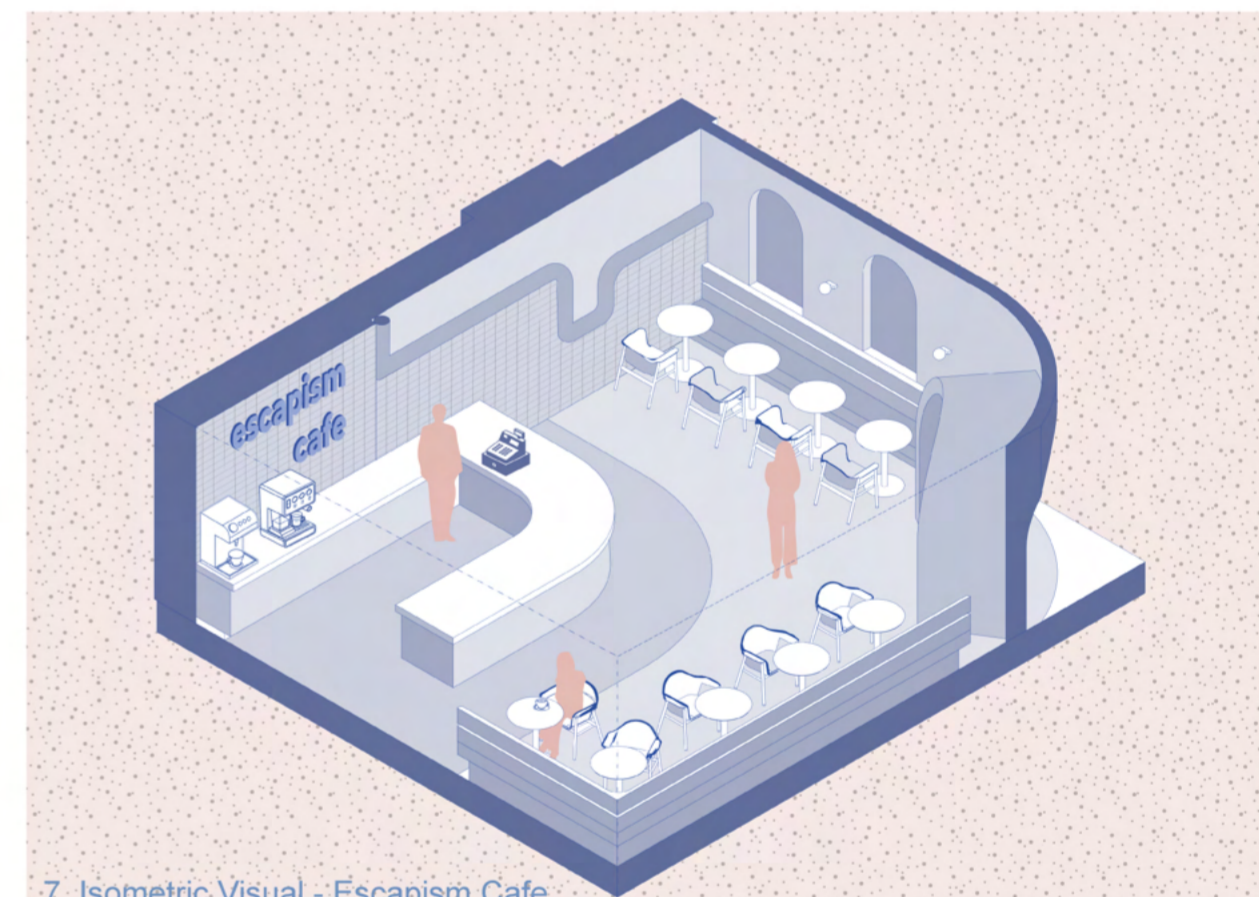


Transversal Section AA
Scale 1:100

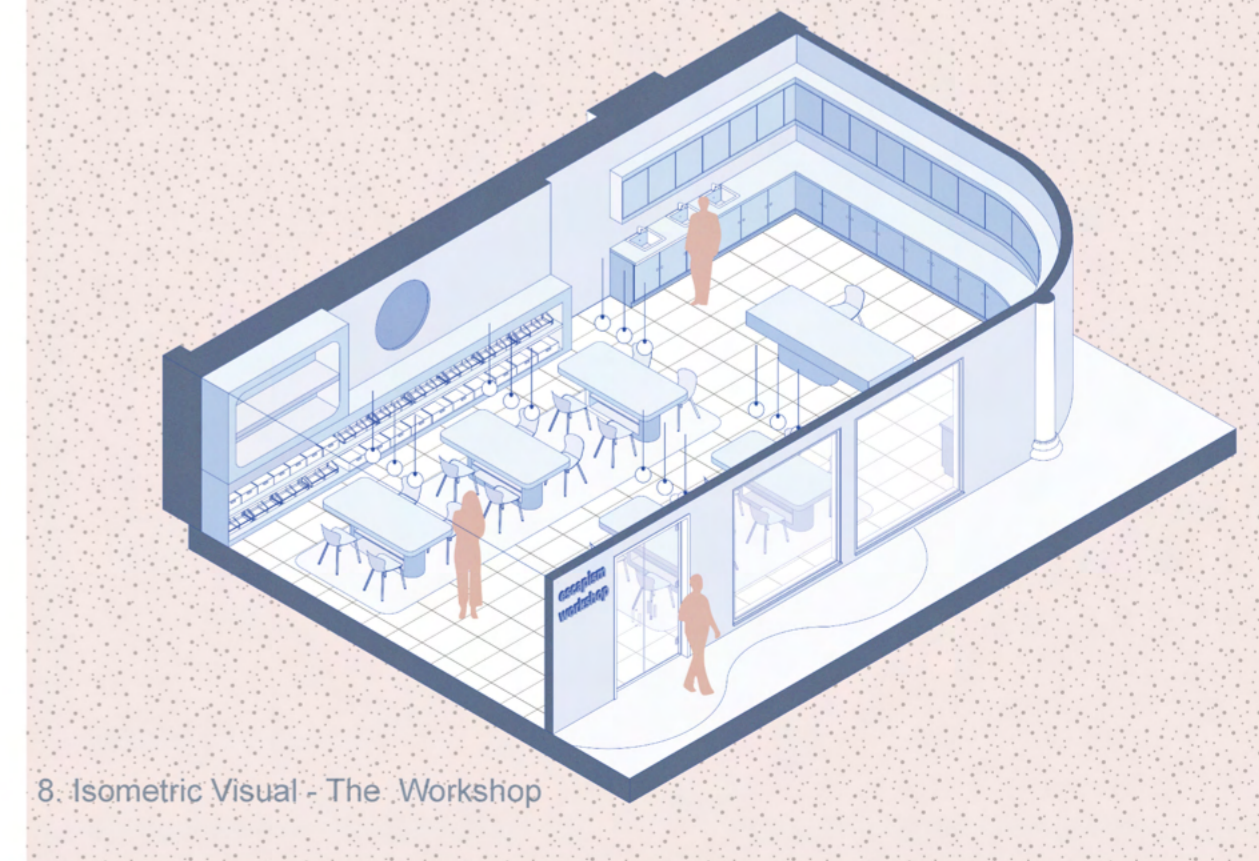
The Concept

A space that evokes a **sense of awe**, calm, and **escapism**, with a colour palette carefully crafted for day and night time. Soft curves, vibrant colours, and iridescent accents create a **soothing and cleansing** effect that provides a **visual reset**. The concept began from acknowledging the powerful impact of the benefits of looking up at the sky, how it impacts the surroundings and impacts emotions. A landscape can elicit different moods or experiences just through the changing motions of the sky. To understand the dependency we as humans owe to this nature experience is vast and cannot be understated.

Through capturing the emotive experience of looking up at the sky within an interior design context the space can encourage a switch-off, as time slows down in a vast space that blends the **outdoors with the indoors**. The space is designed for meditation, with **sensory** rooms that allow for an escape from the pressure of society. These colours will soothe during the day, such as sky blue, lilacs, and rose pinks. At night, the warm oranges and deep blues create a **sense of excitement**, further enhancing the experience.



7. Isometric Visual - Escapism Cafe



8. Isometric Visual - The Workshop