

# The Standard



# The Standard



DOWNTOWN  
550 Flower St.  
Los Angeles, CA 90071  
1950s Vintage Standard  
Oil Building



SPACE  
207 spacious rooms  
Rooftop bar & pool  
24/7 Fitness  
Meeting Rooms



SERVICE  
Beer Garden + DJ  
Nightlife  
Young Hip Staff  
Affordable Rates  
LA Party Scene

# Cake Shop

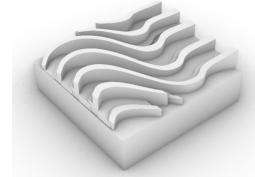
Design Inspirations



Kayla Brittingham



Alyssa Tet



Lauren Chun

# Design Approach - Mood Board



Standard Values in Our Design:

- Unconventional
- Pushing Boundaries
- Evolving

Catering to a young, generation of working professionals.

Post Pandemic Considerations:

- Clean Environment
- Open Space
- Contactless Check-in

*"It's about believing passionately in bringing experiences to life in our hotels that have never been brought to life before."*

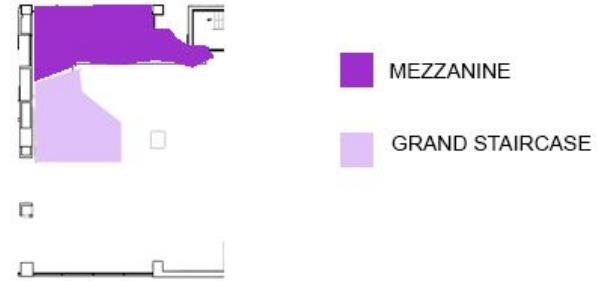
# Space planning

## Block Diagram

### LOBBY & ENTRANCE, 1ST LEVEL



### MEZZANINE, 2ND LEVEL



- OFFICE
- GRAND STAIRCASE
- RECEPTION
- RIDESHARE LOUNGE
- HOLOGRAPHIC HALL
- SEATING
- SELF CHECK-IN
- WORK ZONE

# Floor Plan / Legend + User Journey

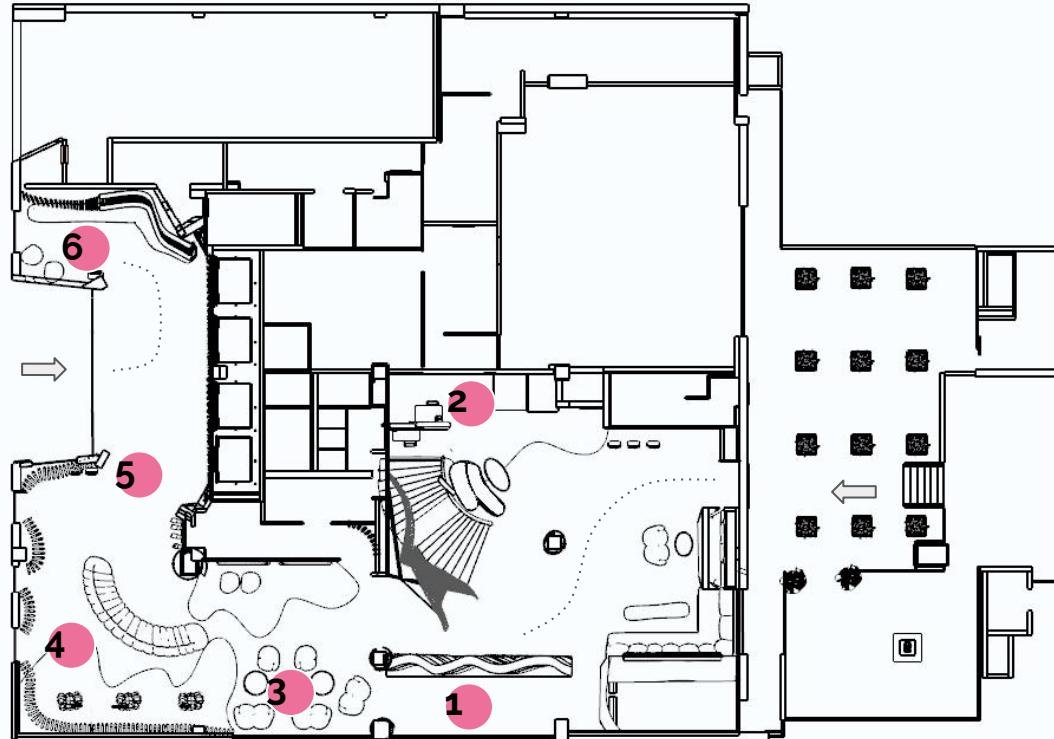
## Users



Young Professionals



Hip Trendy Artists



## Legend

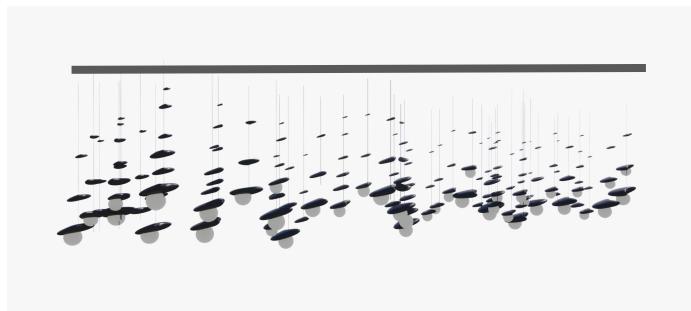
1. Reception
2. Work Zone
3. Seating Area
4. Holographic Hall
5. Self Check-In
6. Rideshare Waiting Area

RCP

Legend



## GRAND CHANDELIER



Legend

1. Recessed Light
2. Chandelier
3. Mezzanine Ceiling Light
4. Elevator Ceiling Design
5. Elevator Chandelier
6. Holographic Hall Ceiling Light

# Isometric

Wall Architecture

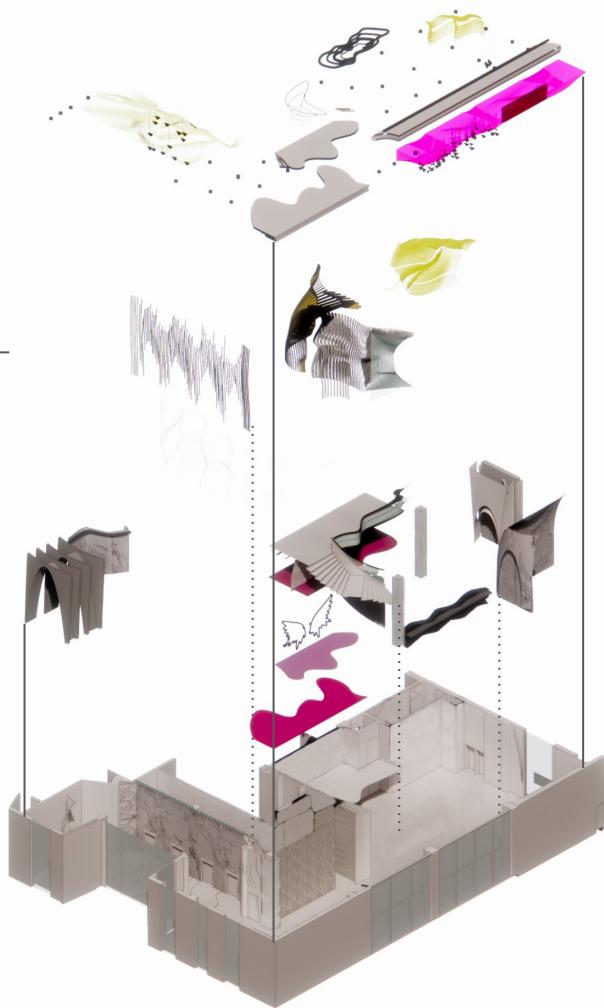
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Lighting and Ceiling Components

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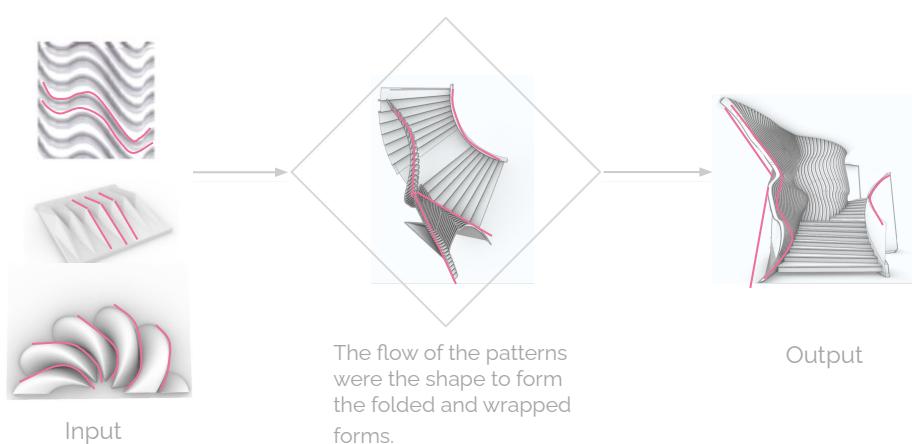
Structural and Architectural Components

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# Stairs

## Architectural Components Design



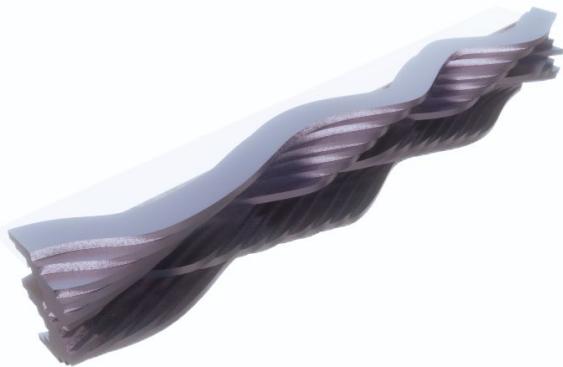
### Grand Stairway

The grand stairway was created from 3 patterns that used wrapped, undulating, and folded shapes that were delicately layered to create a flowing staircase.

From the patterns we got a 3 dimensional set of languages that connect with the rest of the lobby design. The glass guardrail has a sleek metal handrail that curves around the shape of the stairs.

# Reception Desk

Architectural Components Design



# Furniture

Architectural Components Design



Upholstery



Upholstery



Upholstery



# Self Check in

Architectural Components Design

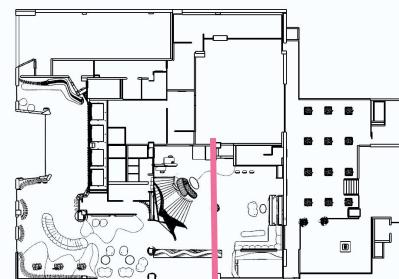
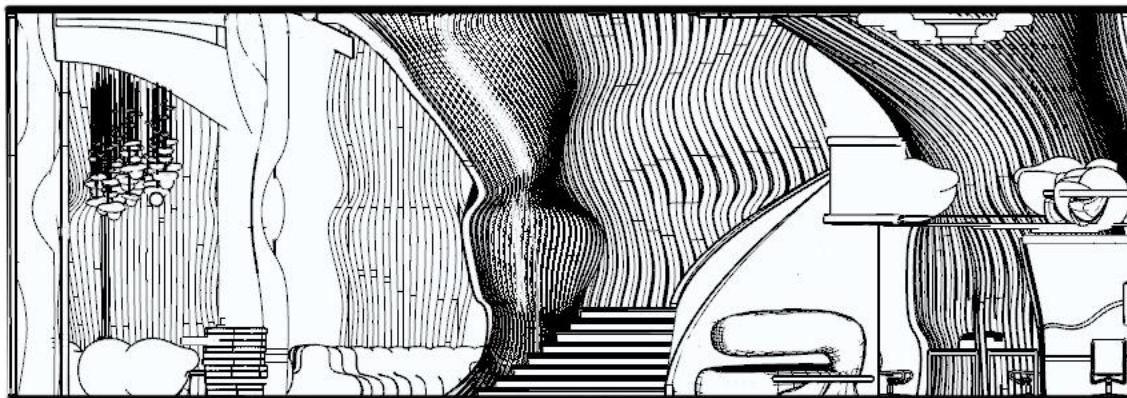
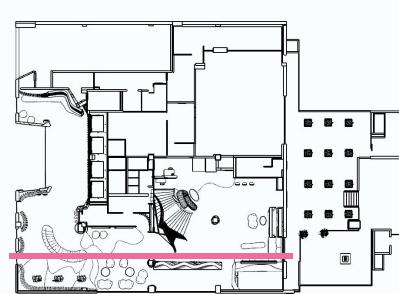
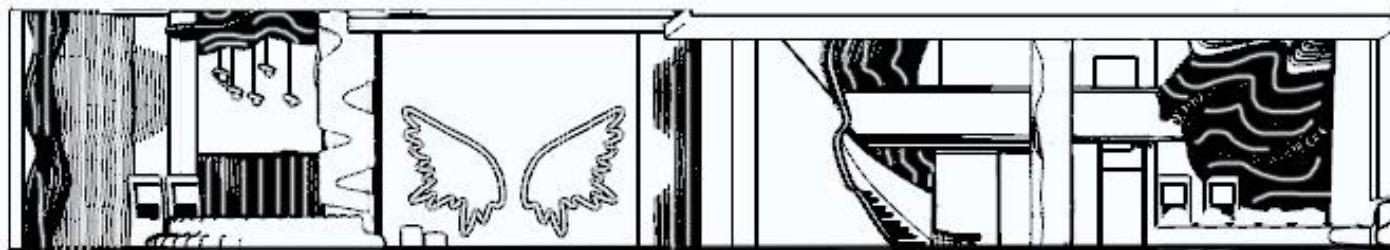


# Ceiling

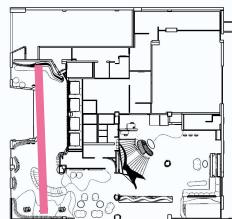
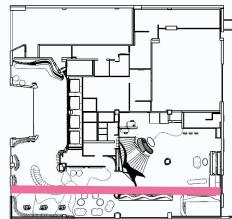
Architectural Components Design



# Sections



# Rendered Section



# Perspective

Architectural Components Design



White Marble



Gold Plating



# Perspective

Architectural Components Design



Floor Padding



Textile



Translucent Acrylic



# Perspective

Architectural Components Design

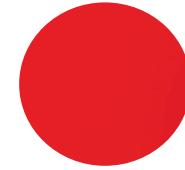


# Perspective

Architectural Components Design



Shimmer Suede



Recycled Plastic



# Perspective

Architectural Components Design



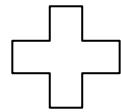
# Perspective

Architectural Components Design



# Conclusion

## The Standard



## The Future



# Fly Through Video



Thank You!