

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

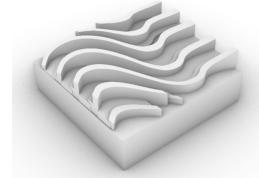
Design Inspirations



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."

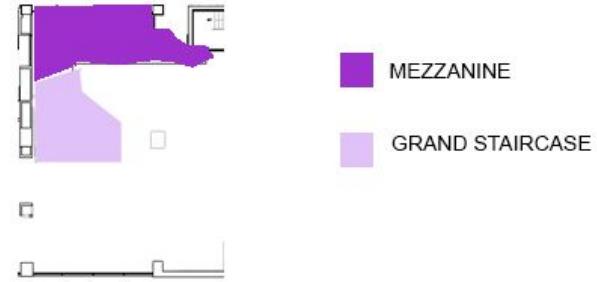
Space planning

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

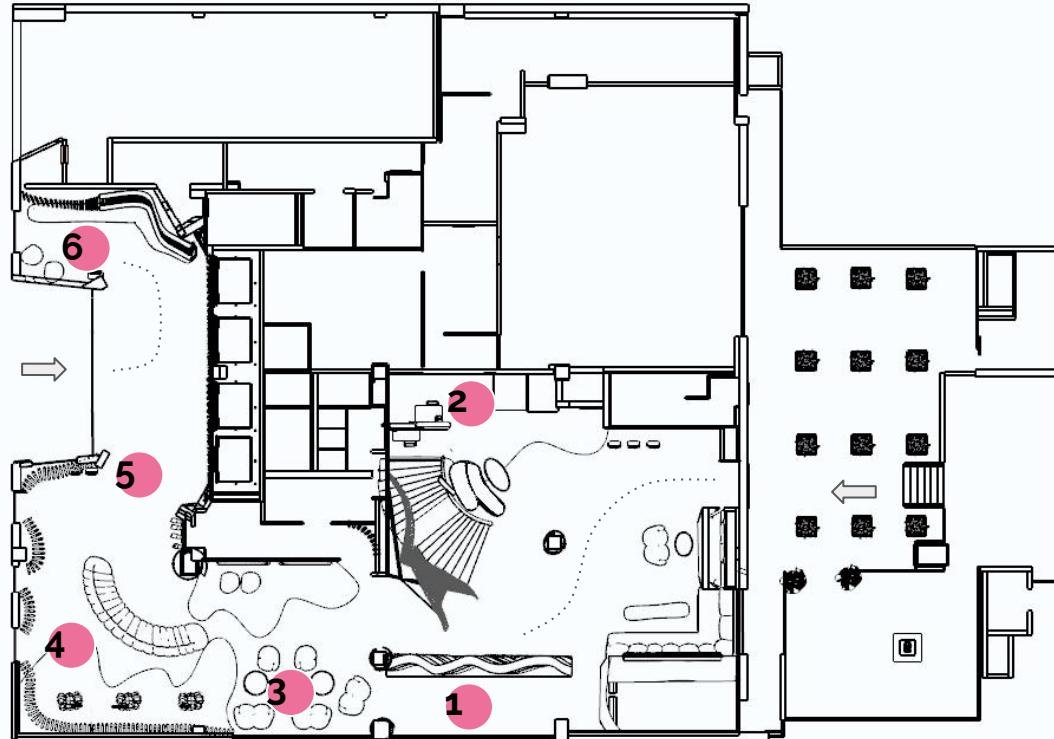
Users



Young Professionals



Hip Trendy Artists



Legend

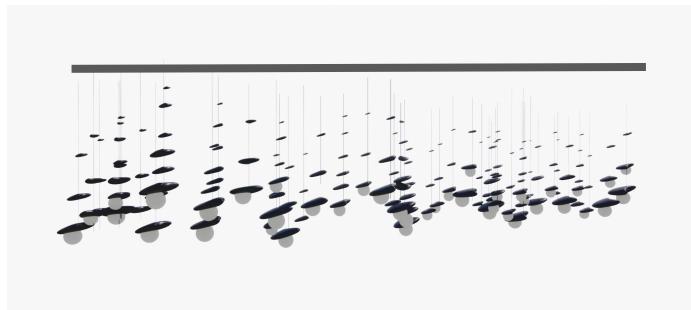
- 1. Reception
- 2. Work Zone
- 3. Seating Area
- 4. Holographic Hall
- 5. Self Check-In
- 6. Rideshare Waiting Area

Legend

RCP



GRAND CHANDELIER



Legend

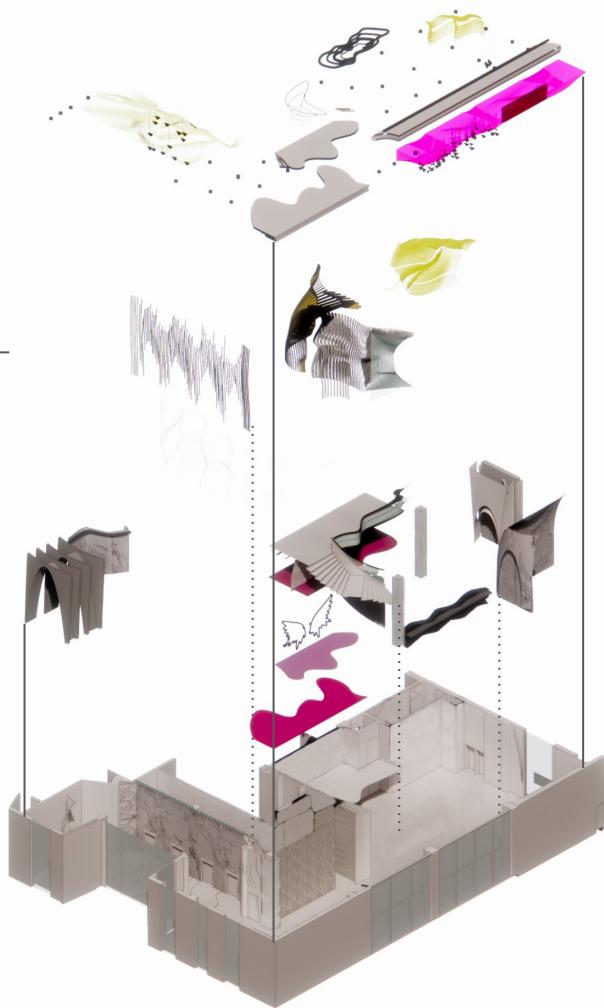
1. Recessed Light
2. Chandelier
3. Mezzanine Ceiling Light
4. Elevator Ceiling Design
5. Elevator Chandelier
6. Holographic Hall Ceiling Light

Isometric

Wall Architecture

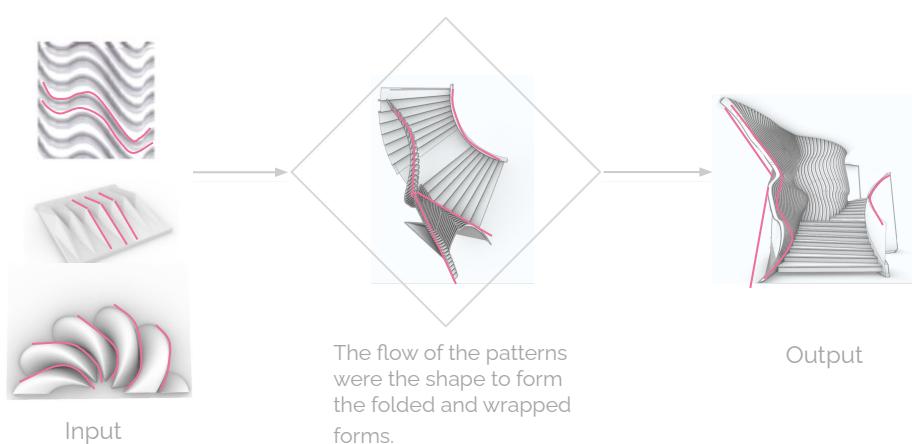
Lighting and Ceiling Components

Structural and Architectural Components



Stairs

Architectural Components Design



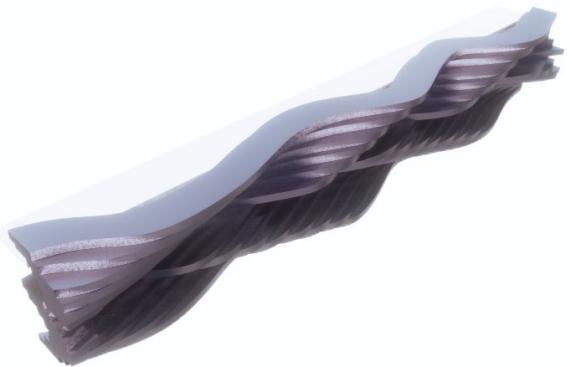
Grand Stairway

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

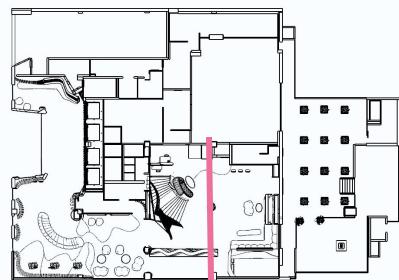
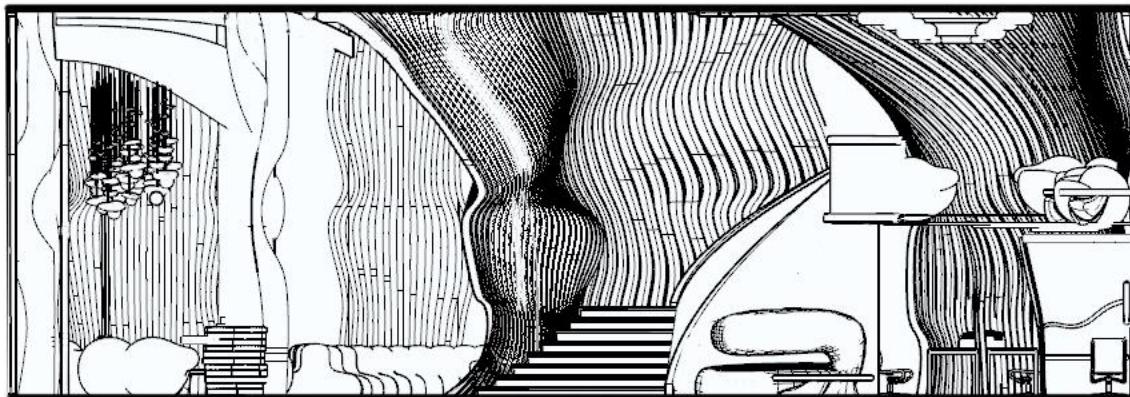
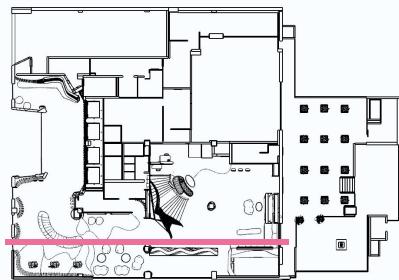
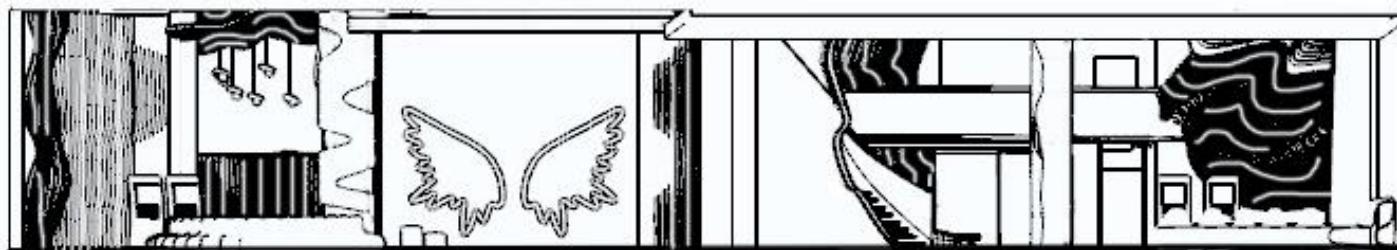


Ceiling

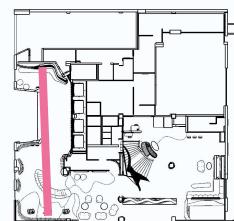
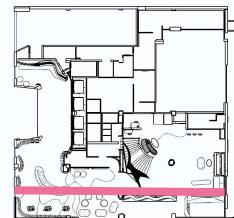
Architectural Components Design



Sections



Rendered Section



Perspective

Architectural Components Design



White Marble



Gold Plating



Perspective

Architectural Components Design



Floor Padding



Textile



Translucent Acrylic



Perspective

Architectural Components Design

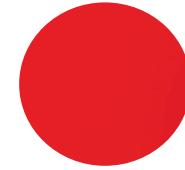


Perspective

Architectural Components Design



Shimmer Suede



Recycled Plastic



Perspective

Architectural Components Design



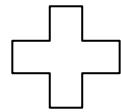
Perspective

Architectural Components Design



Conclusion

The Standard



The Future



Fly Through Video



Thank You!