

*Honorable Mention*

# The Range Camp

Submitted by:

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# The Range Camp

## The first in & out landscape hotel.

### **What is Range camp ?**

Range Camp is a hotel located in the desert. It is made of two triangles of glass, separated by a red desert courtyard.

These triangles are made with transparent glasses and a wild cavalcade come trough it. Rooms and facilities are in both triangles and organized as a giant camp fire.

There are no corridors. All the rooms have direct access from the exterior or from public areas organized as social (village) places. Plus, they are all linked together by, again, transparent polaroid walls allowing, when walls are not electrically opacified, to see everywhere through the hotel : it's a continuous interior landscape.

Public areas are restaurants, fire camps, a dojo in a fog, gardens, swimming paths...

### **Why the Range Camp ?**

This idea was born from a report : hotel rooms are boring and they all offer the same : a big flat screen, internet access, a mini bar, if you're lucky you get a coffee machine and if you're rich you can also have a tv in your bathroom.

Sleeping in a comfortable bed is the ultimate experience ! Pod hotels, a cute name for tiny rooms with no window, are top innovations of the year !

Despite all the efforts made, hoteliers have failed at delivering the uniqueness experience they promess.

The Range Camp will not.

### **The Range Camp is true adventure because**

it has never been seen before,  
it is rare and unique as desert can be,  
it procures thrills and emotions at no risk.

#### **Never been seen before.**

**A challenging architecture**

the triangle is the architectural shape the most difficult to realize. But in this project, it has a real sence as both triangles, linked together by their summit, show the way to the stampede. It is very energetic.

**An unknown, yet fascinating, environment.**

**Desert is synonymous of wildness, of freedom, of the birth of the US and the Go West spirit.**

**Desert is immense. Desert is pure nature.**

It is rare and unique as desert can be.

This is a geological evidence that give the Range Camp its uniqueness.

Each continent has a specific desert : this is one of the last space for adventure.

It procures thrills and emotions at no risk.

A social place build as an interior landscape.

New codes of communication to invent - as for internet social sites where people can meet each other without getting out of their homes -Walls transparent or opacified ? want to see or to be seen ? Create one single big room out of many or look for intimacy and introspection ?

Range camp is the ideal place for people to express their energy and their creativity as, being a hotel, it provides the usual staff and control, hence, a secure environnement (like internet does too).

A hotel organized as a community : rooms surround public areas. You have to cross the fire camp, or the dojo in the fog to get into your room.

A hotel of glass posed in the desert, in its immensity, can give the feeling of being alone in the world. And actually, this is what it is : the Range Camp community : alone together.

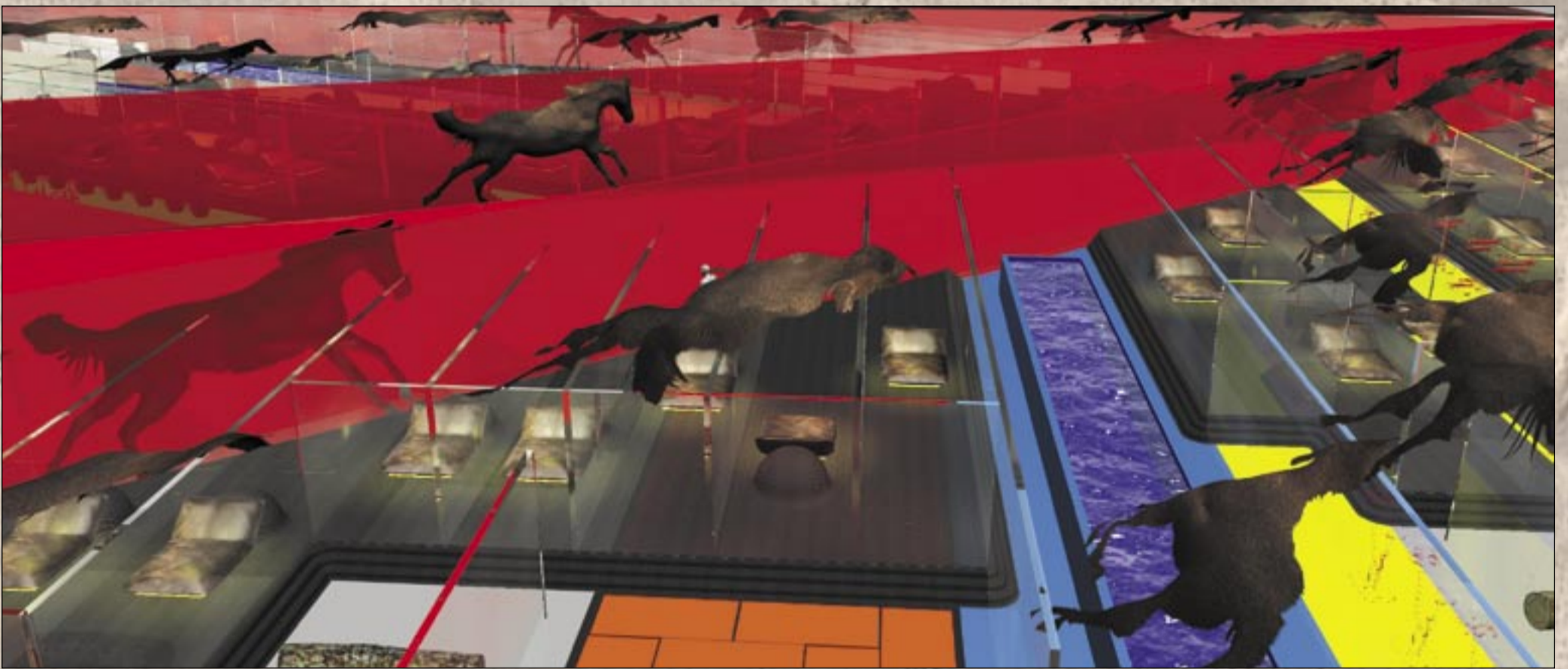
A communion with nature

Range camp is a sustainable construction. It lives for and by the nature. All activities are connected to nature to make feel the strength of this place.

### **For who ?**

For urbans who want to breathe, for lovers who want a cinematic honey moon, for companies who want to build their teams, for philosophers who want to think about the infinity of the universe, for friends who want to share a moment around a fire camp, for explorers who want new adventures...

# The Range Camp



**The first in&out landscape hotel**

# The Range Camp

A hotel located in a desert, shaped like two triangles linked by their summit, with a red desert courtyard in between. This unit is surrounded by a wild horses cavalcade.

In this hotel, everything is transparent, one can isolate himself by polaroid windows: there is no corridor, one can reach his room through thematic spaces : swimming pools, hydroponics culture, bars, lounges or the dojo in the fog.

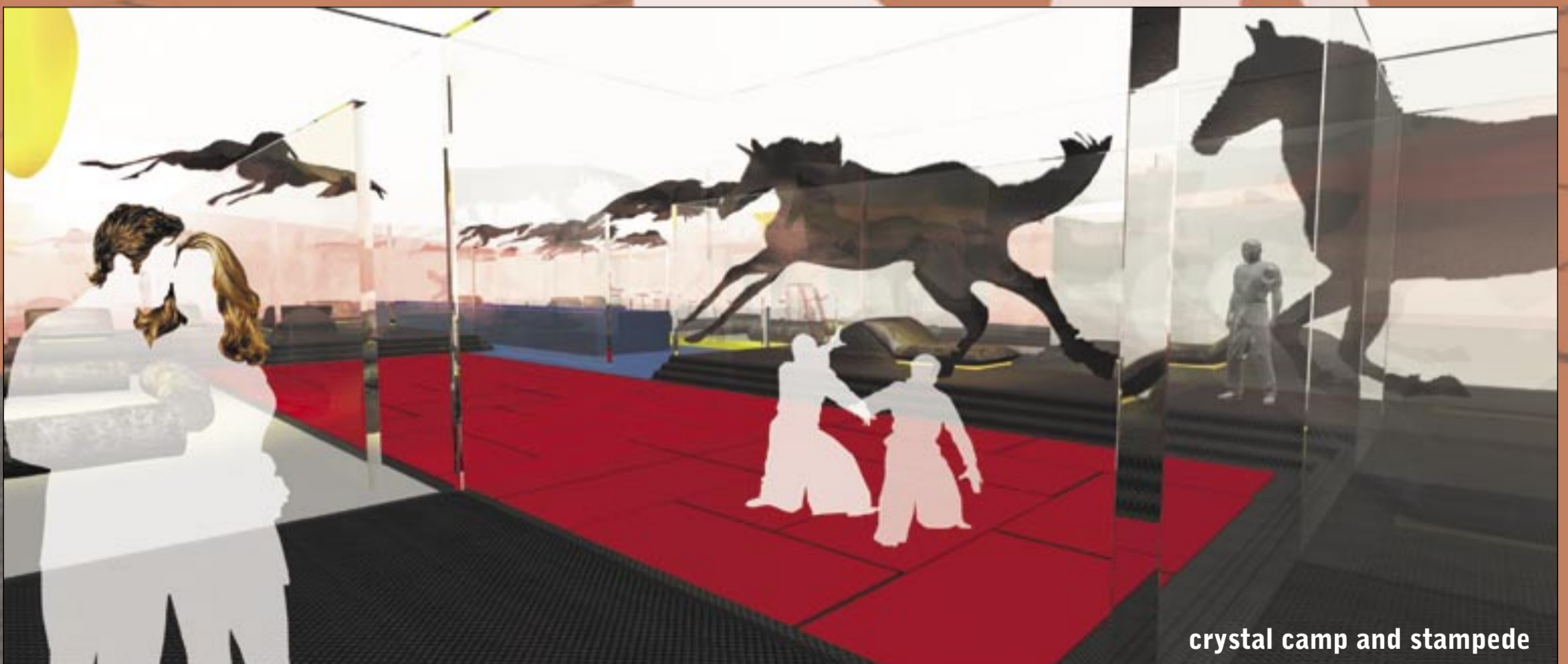
It is an adventure hotel connected with desert and fantastic: here will come peoples looking for new experiences as specific urban people, tourists seeking for desert and its dreams, but also companies looking for a space out of the common run, stimulating and exceptional.

Customers will meet all the myths related to desert, long horses riding, and new life: a sophisticated instant in a landscape where everything is possible.

That is the way for everybody to show his own ability to innovate, on dreams and adventures basis.



two triangles in the desert



crystal camp and stampede



close to Guadalajara, Mexico



between Madrid and Toledo, Spain



between Marseille and Cassis, France



close to Las Vegas, United States

**The Range Camp locations**



stampede & red windows



**stop and go**  
one or two nights

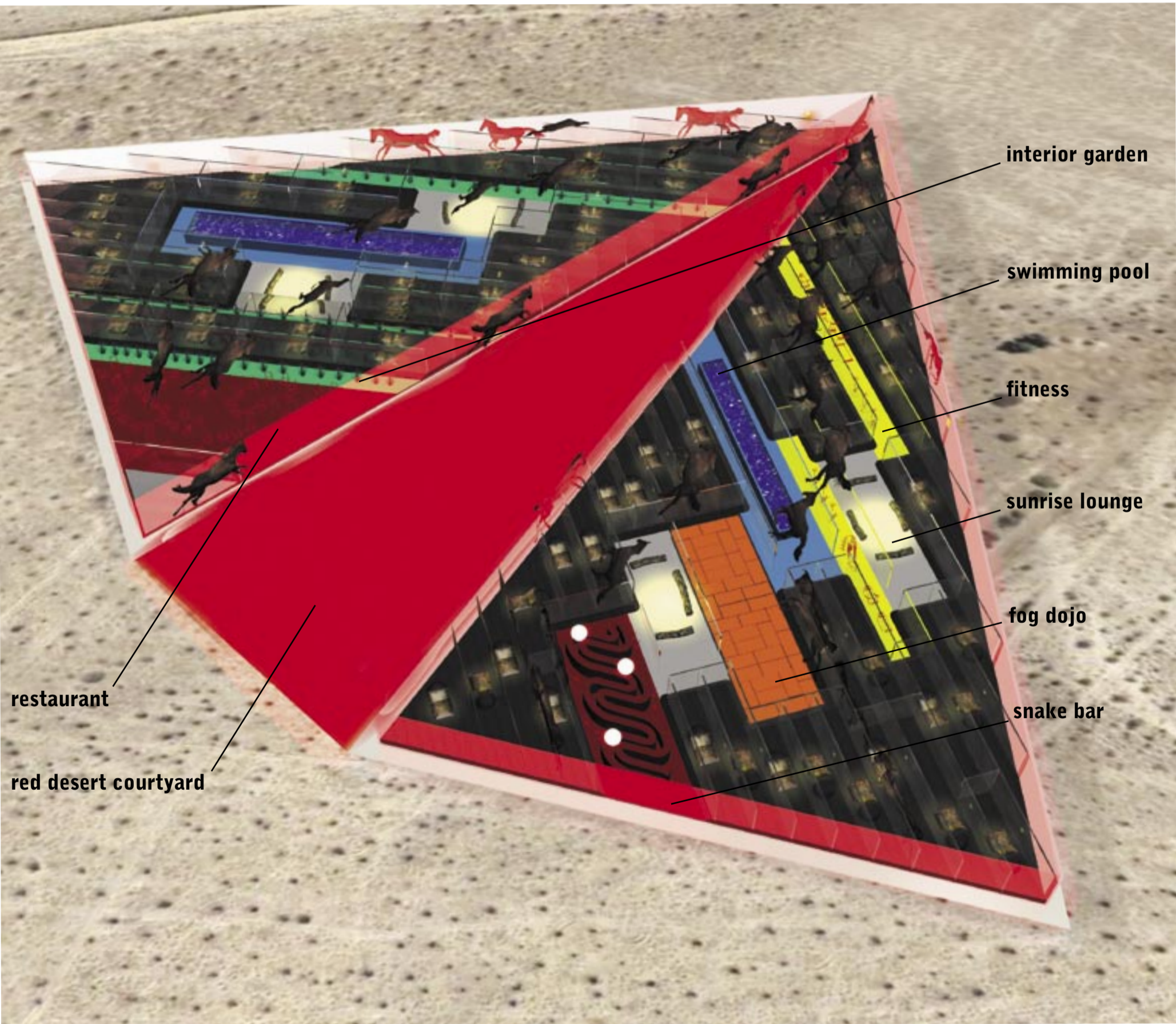
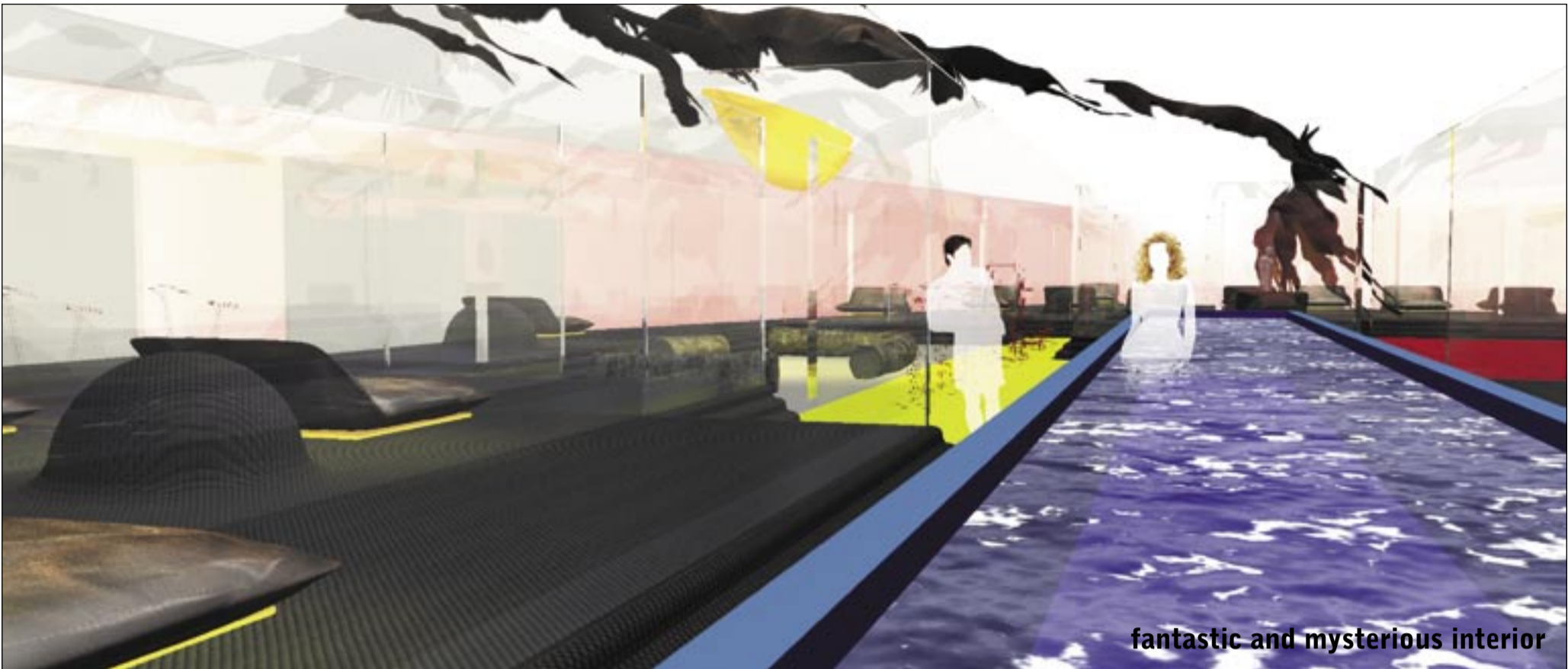
**exploring**  
four to five nights

## The Range Camp

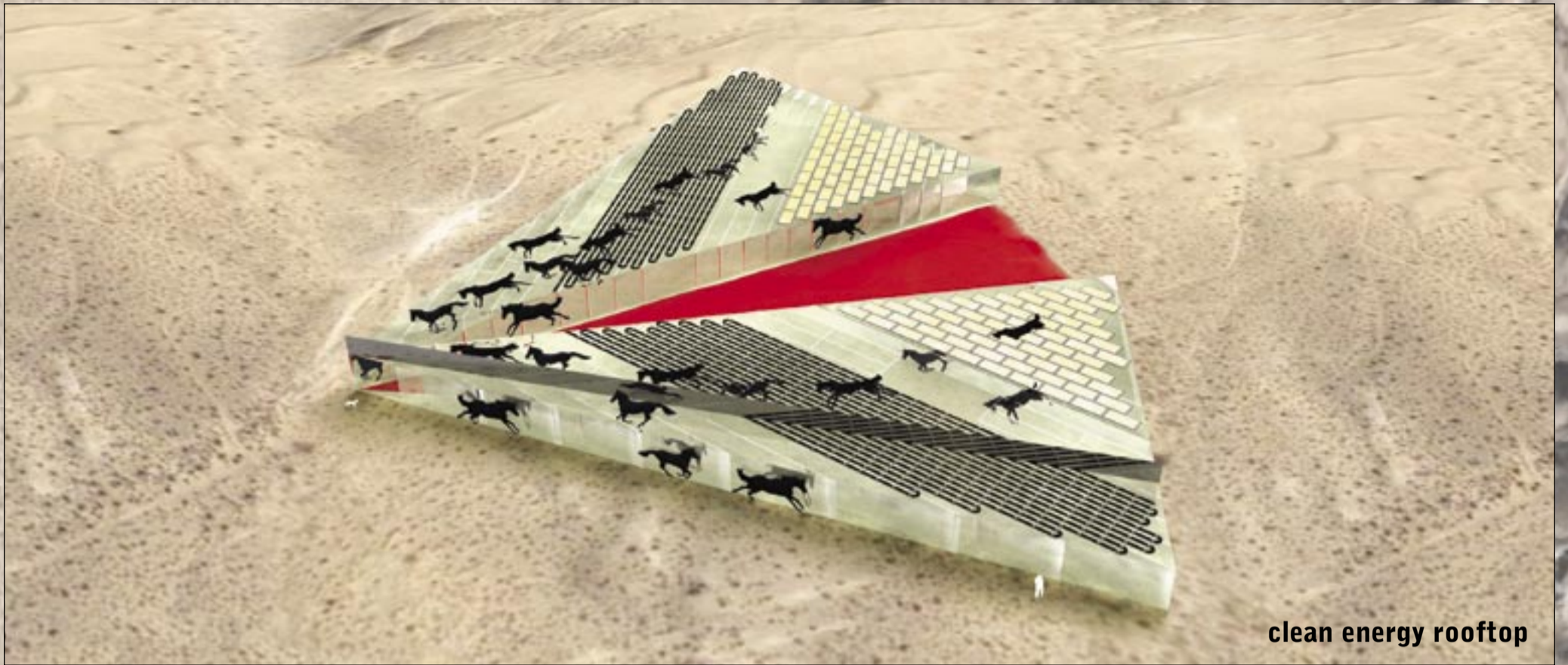
**incentive**  
two to five nights

**super-events**  
two to three days

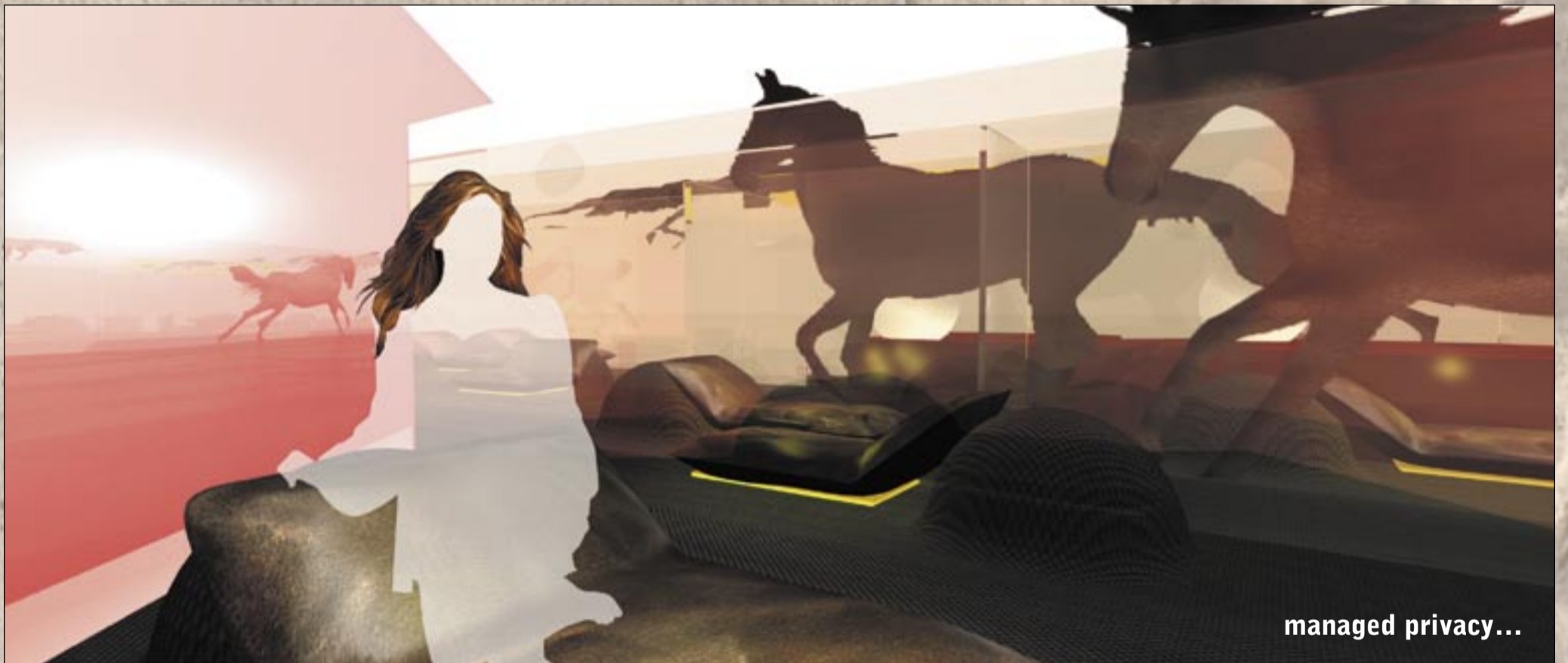








clean energy rooftop

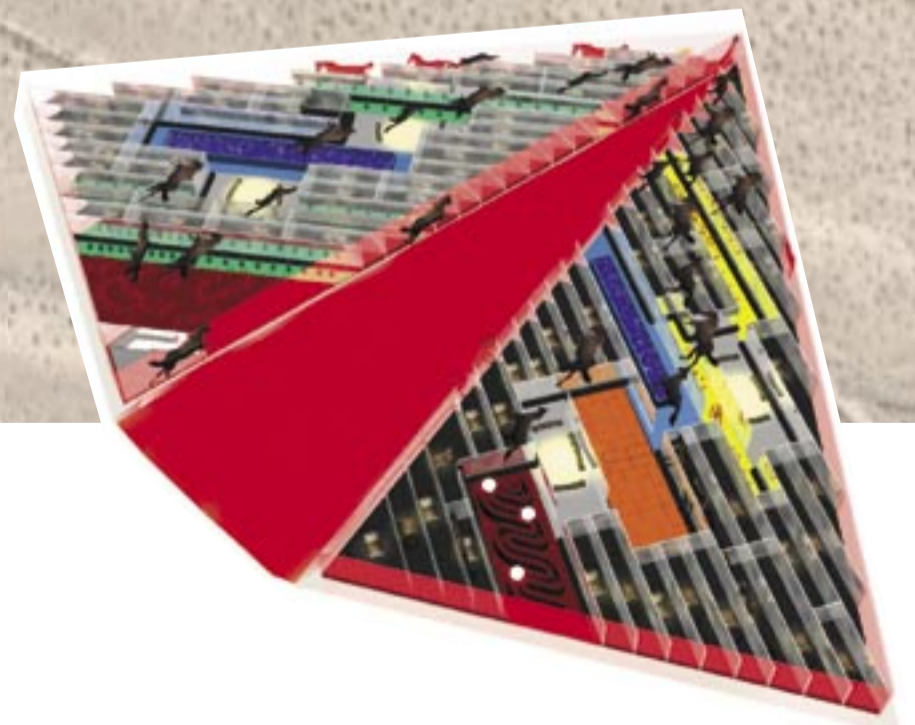


managed privacy...

...with polaroid windows



underground bathroom



**Finalist**

# theM•M•tel

MORE WEETU?

[GO WEETU.COM](http://GO.WEETU.COM)

[877-GO WEETU](tel:877-GO-WEETU)

WEETU =

CARLY CANNELL +

LINDA WALLACK



WHAT'S HAPPENING OUT THERE?

THE BOUTIQUE HOTEL HAS GONE MAINSTREAM, YET OUT OF REACH OF AVERAGE BUDGET TRAVELERS ●

BUDGET LODGING DUPLICATES ITSELF ACROSS THE COUNTRY IN WIDE COOKIE CUTTER CLUSTERS ●

REGIONAL CULTURE IS AN ENDAGERED SPECIES ●

NOT KEEPING UP IN TECHNOLOGY ●

MINIMAL ENVIRONMENTAL EFFORTS ●

LACK OF DESIGN CONSIDERATION ●

## **the idea** **innovation in hospitality...**

WE WORK TO TRAVEL AND TRAVEL TO WORK.

THE MoMOTEL CONCEPT

**MAKE IT A DESTINATION:** ●  
CREATE SPACES THAT BRING CULTURAL EVENTS

**REUSE EXISTING MOTELS:** ●  
ADAPT TO NATURAL CONTEXT

**OFFER HEALTHY EXPERIENCE:** ●  
HEALTHY FOOD CHOICES + INTEGRATE GREEN STANDARDS

**CONVENIENT + AFFORDABLE:** ●  
EFFICIENT USE OF SPACE, TRANSFORMABLE ROOMS

**EASY ACCESS:** ●  
OFF ROAD LOCATION + ONLINE RESERVATIONS &  
ROOM EXPERIENCE DESIGNATOR – EASY BREEZY

**weetu experience**  
**approach change from the user end**

IT DOESN'T START WITH THE BED AND NIGHT STAND:  
FOCUS ON WHAT THE USER NEEDS AND DESIRES

## the experience

### MoMotel destination

MOTELS ACT AS “EVENT PLATFORMS”, DESTINATION  
NODES FOSTERING A CONTEXTUAL CULTURE

THE MoMOTEL

- CONDUIT FOR ART, MUSIC, FILM FESTIVALS &  
REGIONAL CULTURAL EVENTS
- LOCATIONS COORDINATED WITH LOWER AIRFARE ROUTES,  
SUCH AS SOUTHWEST OR JETBLUE, & MAJOR ROADWAYS
- LOCAL ATTRACTION FOR DINING, SOCIALIZING,  
& ENTERTAINMENT
- COMPONENTS CAMOUFLAGE MOTEL  
INTO NATURAL SURROUNDINGS
- INNOVATIVE ROOMS FEATURE FLEXIBLE  
FURNITURE COMPONENTS
- ENTERTAINMENT & FOOD ACCENT LOCAL FLAVOR

**the experience**  
**make it healthy all around**

LOCO-MOMO

A RETREAT FROM DAILY LIFE, THE MOMOTEL IS A  
MULTI-SENSORY EXPERIENCE...

HEALTHY EATING WHILE ON THE ROAD IS RARE ●  
– THE MoMOTEL MAKES IT EASY

FITNESS ROOM, SWIMMING POOL, HOT TUB: LOCATION DEPENDING ●

CONSUMERS SEEK ENVIRONMENTALLY RESPONSIBLE COMPANIES ●

INTEGRATE GREEN STANDARDS AND PRACTICES INTO THE ●  
DESIGN AND OPERATION OF THE BUILDING

ENHANCE AIR QUALITY, BACTERIA CONTROL, IMPROVE WATER ●  
& ENERGY SAVING MEASURES AND USE RECYCLED/BIODEGRADABLE

MoMoMORE

NO FLUFF: EFFICIENT USE OF SPACE & TRANSFORMABLE  
ROOMS TAILOR TO INDIVIDUAL NEEDS

THREE ROOM SIZES = THREE ROOM PRICES

SUSTAINABLE, HIGH PERFORMANCE FINISHES,  
UTILITARIAN DESIGN & INNOVATIVE AESTHETIC

CONVENIENT LOCATIONS, AFFORDABLE DINING  
& LOUNGE SHOWCASING GREAT DESIGN

DIVERSE AMENITIES ATTRACT DIVERSE PATRONS

ONLINE RESERVATIONS – CHECK IN OR OUT SIMPLIFIED

## the experience

### MoMotel, less money, easy access

FOR MANY TRAVELERS, SPENDING EXTRA MONEY FOR  
HIGH DESIGN ISN'T AN OPTION



WHO WILL MoMo?

**THE ENTREPRENEUR:** ●  
BUSINESS TRAVELERS WITH MINIMAL BUDGET BUT GOOD TASTE

**THE ADVENTURER:** ●  
WEEK-END TRAVELERS OFF TO SEE THEIR FAVORITE BAND,  
HIT THE SLOPES – OFTEN WITH FRIENDS

**THE BUSINESS TRAVELER:** ●  
ROAD WARRIORS WHO WANT TO AVOID GENERIC OPTIONS

**THE RETIRED TRAVELER:** ●  
EXPANDING GROUP, CONSERVATIVE WITH FUNDS

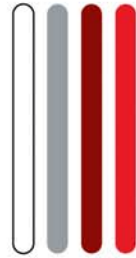
**THE TRUCKER/ROADSTER:** ●  
ANYBODY OFF THE ROAD IN NEED OF SNACK,  
FOOD, ENTERTAINMENT, SHOWER & SLEEP

## **the experience**

### **build it and who will come?**

THERE IS A HUGE POPULATION USING BUDGET AIR TRAVEL OR HITTING THE ROAD –

LET THE MoMOTEL BE YOUR DESTINATION



the MoMotel

the MoMotel

the MoMotel

the M.Motel

**brand new  
what is the MoMotel?**

A NEW VISION IN HOSPITALITY

MoMOTEL, LESS MONEY!

MORE, MODERN & ON-THE-MOVE

FOR PEOPLE IN MOTION WHO NEED A REST

APPEALS TO A DIVERSE AUDIENCE  
WITH DIVERSE NEEDS

THEMoMOTEL.COM

Mo FUN THEN OTHER MOTELS

the surround

access road



truck parking

the M.M.otel

main entry + parking ADDITIONAL PARKING NOT SHOWN

**the plan**

THE MoMOTEL CONCEPT ADAPTS TO EXISTING ROADSIDE MOTELS THIS PLAN CONCEPT IS BASED ON A COMMON "L-SHAPED" ROOM CONFIGURATION BUILDING AND A STAND ALONE RECEPTION LOBBY AND DINER

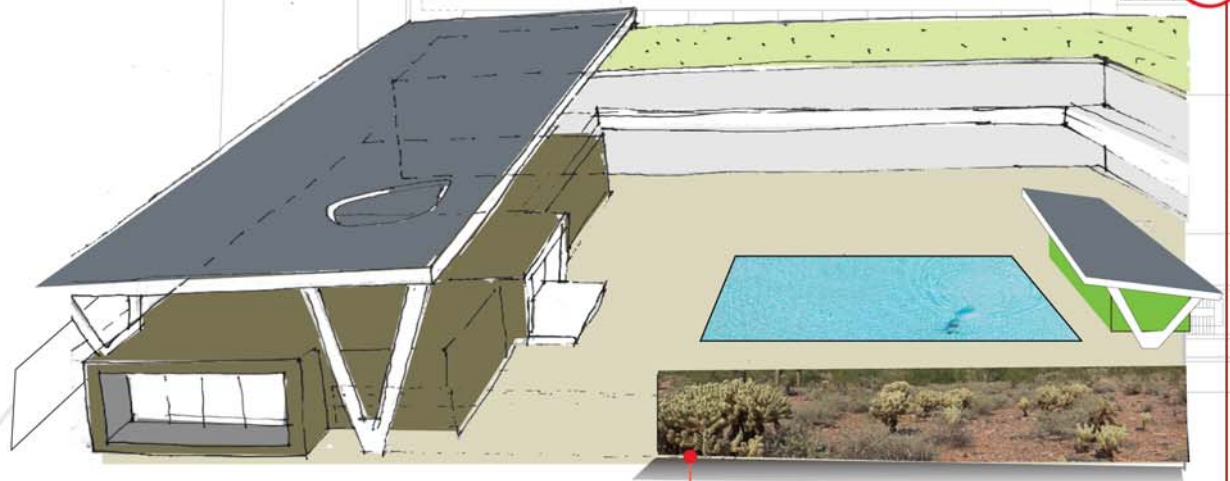
**the building**  
**the wrap: "hide me!",**  
**pleads generic motels across america**

EXTERIOR LAYER – GRAPHICALLY PRINTED  
PERMEABLE MESH SCREEN:

- CONCEALS THE "UGLY"
- ADAPTS EACH LOCATION TO IT'S  
NATURAL CONTEXT
- ECO + ECO = ALLOWS FOR AFFORDABLE  
BUILDING REUSE, TRANSFORMING FACADE



what's out there?



## the building automat + vending

UNIQUE EXPERIENCE RIGHT OFF THE ROAD

AUTOMAT

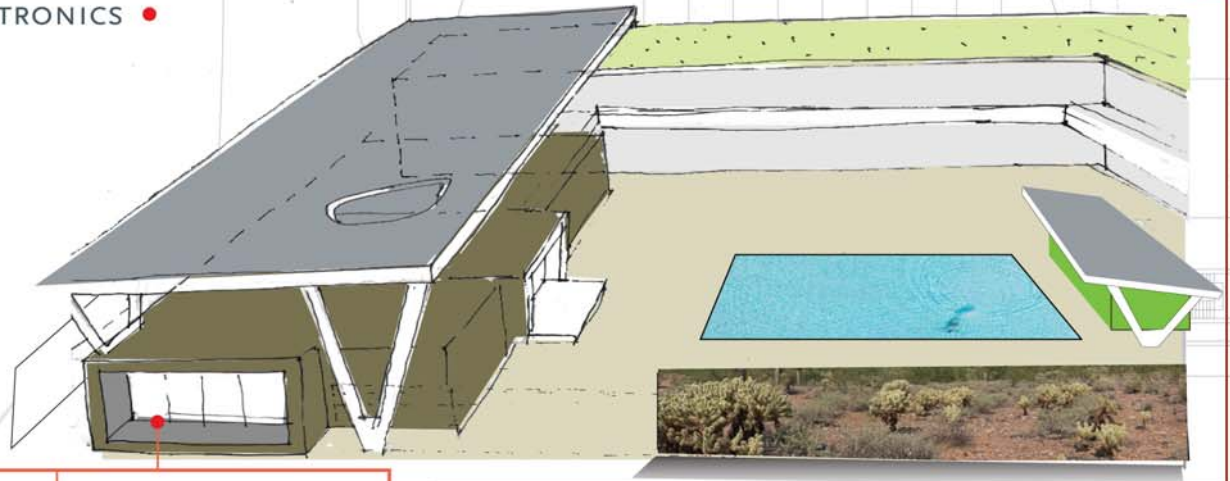
- HOT + COLD MEALS – 24 HOURS A DAY! ●
- FOR GUESTS, LOCALS, ROADSTERS ●

VENDING MACHINES

- TASTY SNACKS & BEVERAGES ●
- WINE & SPIRITS ●
- TOILETRIES – THE GOOD STUFF ●
- ESSENTIAL/NOT SO ESSENTIAL APPAREL ●
- DVD'S/ELECTRONICS ●

EIW! I FORGOT MY TOOTHBRUSH?  
I'M STARVING! TOO MUCH WORK TO DINE!  
CAN I HAVE SOME OFF-ROAD PAMPERING?  
UH, I NEED CLEAN UNDERWEAR...  
I WISH I HAD SOME NEW TUNES!

concepts



## the building moYum diner + lounge

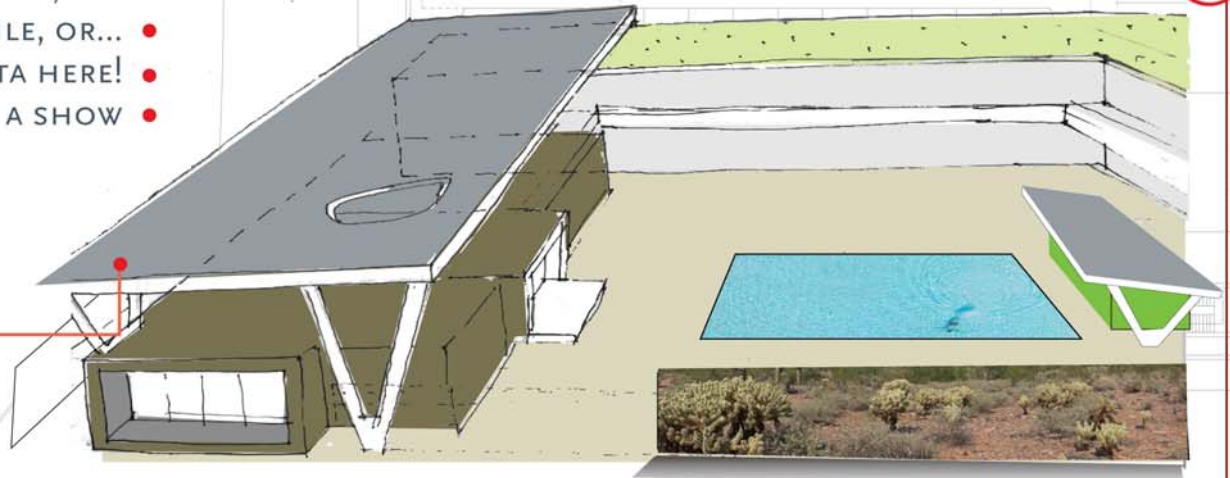
VEGANS, VEGGIES, CARNIVORES WELCOME!

### DINER

- HEALTHY + COMFORT FOOD ●
- REGIONAL CUISINE ●
- LOCALLY GROWN ORGANIC ●

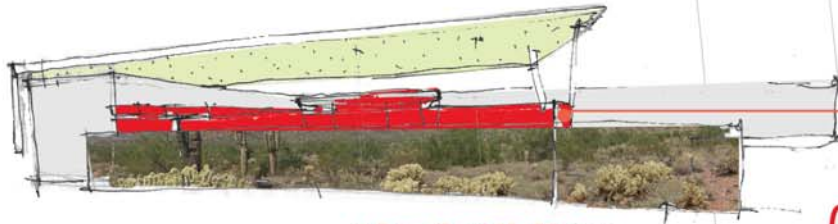
### LOUNGE

- LOCAL BEERS, DAMN GOOD COCKTAILS ●
- MUSAK FREE, MUSIC SHARE ●
- ADORNED IN LOCAL COLOR – MUSIC, ART ●
- COMFY – STAY AWHILE, OR... ●
- EFFICIENT SERVICE – GET OUTTA HERE! ●
- CATCH A FILM, CATCH A SHOW ●



APPLEBEES AGAIN?  
I JUST WANT TO HANG OUT, RELAX.  
IT'S LONELY ON THE ROAD.  
IT WOULD BE COOL NOT TO DRIVE TONIGHT!  
WHERE IS THERE TO GO?

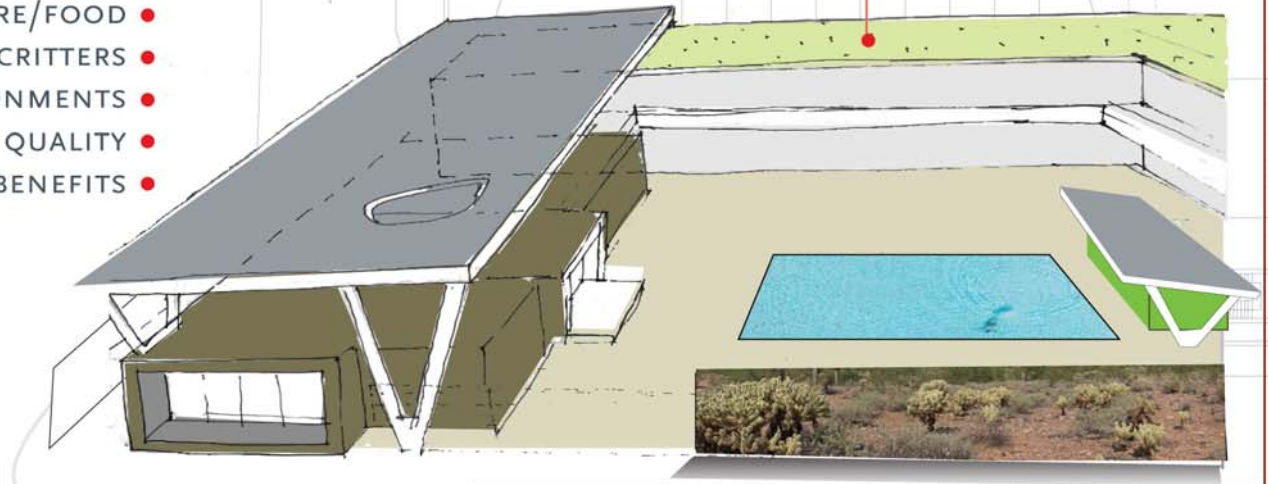




## the building extensive green roof

JUST A FEW BENEFITS...

- REDUCES POLLUTANTS OF WATER RUNOFF
- THERMAL INSULATION – REDUCES COSTS
- REDUCES ROOFING MAINTENANCE
- MODERATES URBAN HEAT ISLAND EFFECTS
- OPPORTUNITIES FOR AGRICULTURE/FOOD
- CREATES HABITATS FOR BIRDS & CRITTERS
- QUIETER INTERIOR ENVIRONMENTS
- IMPROVED AIR QUALITY
- THERAPEUTIC BENEFITS



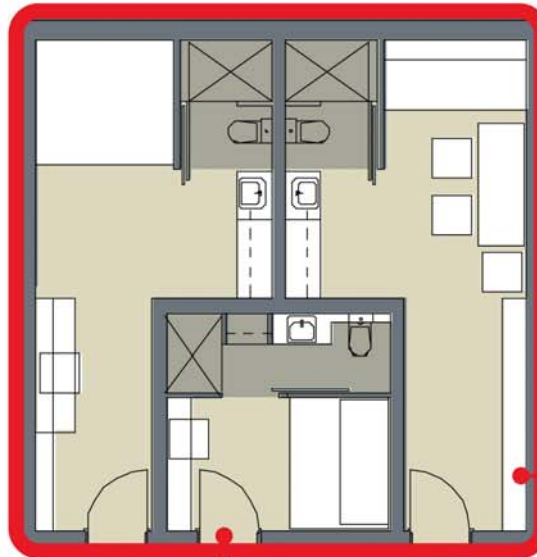
UGH! ANOTHER CONCRETE GRAVEYARD!  
I CAN'T BREATHE!  
WHAT A WASTE!

## the transformer rooms mo for less

ROOMS ARE ENERGY EFFICIENT &  
EQUIPPED WITH THE FOLLOWING:

- POWER CENTER FOR MULTI PLUG-IN'S ●
- WIRELESS INTERNET ACCESS ●
- 42" PLASMA SCREEN/SOUND SYSTEM ●
- SHOWER FILTRATION SYSTEM ●
- MINI-BAR, COFFEE/TEA ●
- STORAGE WALL WITH INTEGRATED ●
- DESK/MOVEABLE/MODULE SOFA UNIT ●
- RECYCLED BAMBOO BEDDING, TOWELS ●
- BIODEGRADABLE/RECYCLED PAPER ●
- PRODUCTS ●
- ECO-FRIENDLY INTERIOR FINISHES ●
- TRASH BIN AND RECYCLE BIN ●
- AND DEPENDENT ON LOCATION:
  - AIR/HEATING ●
  - THERMAL LINED WINDOW CURTAINS ●
  - OPERABLE WINDOWS ●

**big mo**  
**momo**  
**mini mo**



THE MoMOTEL ROOM SIZES ARE  
BASED ON EXISTING STANDARD  
ROOMS, ONLY WE'VE TAKEN THE  
WASTEFUL EXTRA SPACE AND  
CREATED A NEW ROOM TYPE.

3 ROOM SIZES: (ALL NON-SMOKING)

BIG MO: (EST. 450 SF)  
ACCESSIBLE ROOM,  
KING, DOUBLE, 2 TWIN BEDS

MOMO: (EST. 225SF)  
KING BED (MURPHY)

MINI MO: (EST. 125SF)  
DOUBLE BED + TWIN BUNK





THE MoMOTEL STANDARD BATHROOM

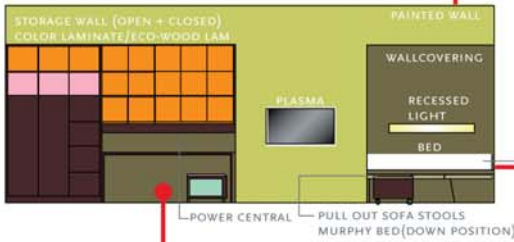


ZZZ  
MODE

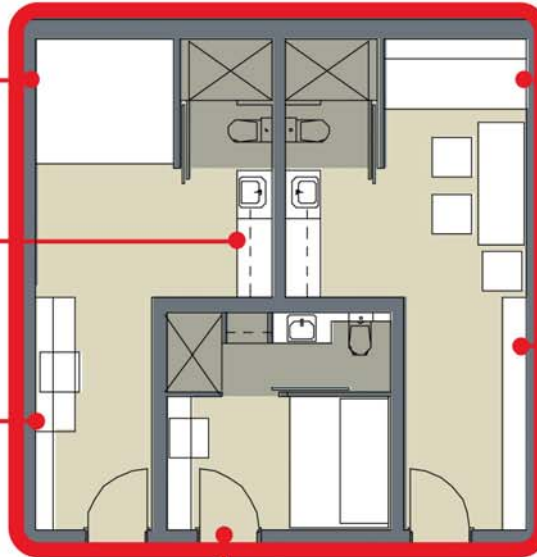


WAKE  
MODE

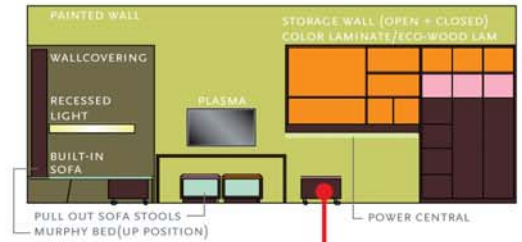
big mo  
momo  
mini mo



MOMO STANDARD ROOM SHOWN  
IN SLEEP MODE



MOMO STANDARD ROOM SHOWN  
IN TRANSFORMER MODE



MINI MO – A COZY DEN TO STOP OFF  
FOR SOME ZZZ'S FOR A FEW HOURS

**the transformer rooms**  
**smart space + super comfort**

EACH ROOM FOCUSES ON THE FOLLOWING:

- SENSES
- STORAGE
- SOCKETS

WHAT A WASTE OF SPACE!  
THAT BEDSPREAD BIT ME!  
HAVE YOU SEEN AN OUTLET?  
MAN, I ONLY NEED TO CATCH A FEW Z'S.  
NO MINIBAR??!!

## the scene culture & entertainment

THE MoMOTEL COMMUNITY

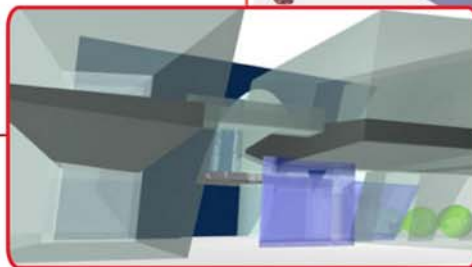
- AMMENTIES: EXTENSION TO YOUR ROOM ●
- INDOOR/OUTDOOR STAGE & THEATER ●
- HANG POOLSIDE OR IN COURTYARD ●
- PLANTINGS AND GREEN ROOF ●
- WI-FI + EXTERIOR POWER PLUG-IN'S ●
- COVERED ROOFTOP DINING ●
- COVERED BBQ & PICNIC AREA ●
- INDOOR/OUTDOOR SEATING ●



aerial view of  
courtyard stage area



dj night at the MoMo lounge



view towards stage  
from courtyard

MY CLIENT DROPPED ME OFF... NOW I'M  
STUCK IN MY ROOM WITH NO CAR!  
THIS DOESN'T FEEL LIKE A VACATION!  
NOTHING TO DO – THIS TOWN SUCKS  
I WISH I COULD MEET SOME NEW PEOPLE!

thank you for your attention  
& participation!

theM•M•tel

please visit our website

MORE WEETU?

GO WEETU.COM

877\_GO WEETU

WEETU =

CARLY CANNELL +

LINDA WALLACK



**Winner**  
**Poseidon Undersea Resort**



## 2007 Radical Innovation in Hospitality Challenge: PROJECT OVERVIEW

Poseidon Mystery Island is not found on any map and is home to the world's first sea floor resort. Accessible by elevator and nestled in 40 feet of water along our private island in the crystal clear cerulean waters of our 5000 acre lagoon, Poseidon Undersea Resort is the only place in the world where you can spend the night underwater in 7-star luxury. As a resort experience we redefine the term "unique."

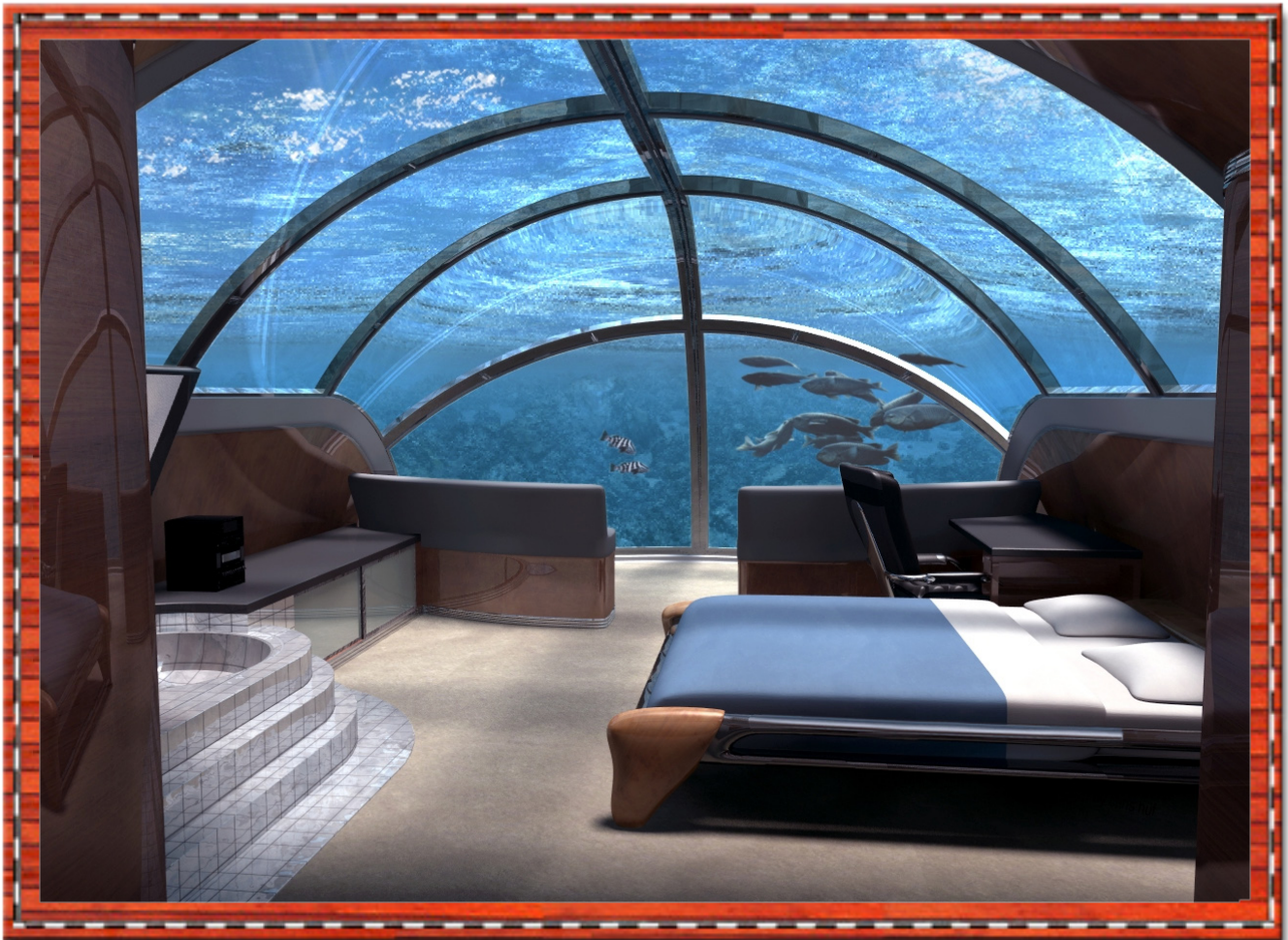
A select handful of the world's travelers and undersea enthusiasts will have the opportunity to stay with us for week-long visits, enjoying two nights underwater and four nights in our remarkable beachfront or over-water bungalows.

Providing all the comforts, conveniences and opportunities only a 7-star resort can offer, Poseidon's Mystery Island is the culmination of every elite vacationer's childhood dream. Activities abound for adventurers who wish to explore the unimaginable, like maneuvering a 1,000-foot-capable, personal Triton submarine through our glorious tropical lagoon (pilot training included); exploring the ocean's depths on a 16-passenger luxury submersible, and scuba diving in pristine waters.

Those who seek serenity on the sand will find the epitome of relaxation when indulging in marine-focused spa treatments, swinging on a hammock built for two, and meditating under the gaze of only the moon and stars. Combining fabulous facilities and a pristine natural tropical setting, Poseidon offers the ultimate revitalization for body, mind and spirit.

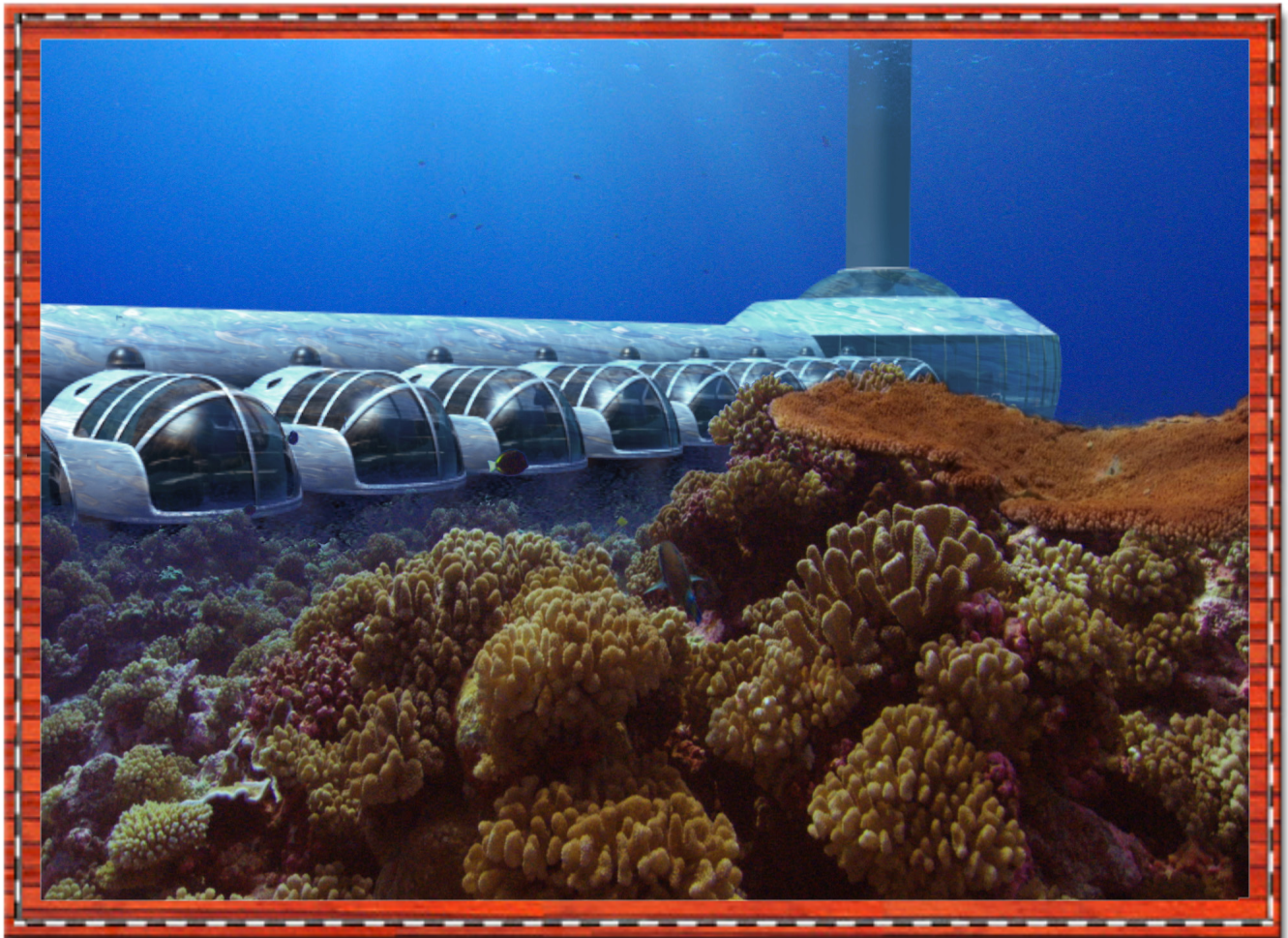
Services available include three fine dining establishments, two on land and one below the sea, four bars, a dive shop, water sports center and retail boutique will also be at your service, along with an underwater library/lounge, theater area and conference room/wedding chapel. Fitness amenities include a nine-hole golf course, tennis courts, remarkable swimming pool and a health club.

*And then there's your definitive playground... the ocean.*



## Another World

*The dream of living under the sea was - until now - the subject of childhood imagination, scientific speculation and Hollywood movies. Please accept our invitation to join us on an adventure that makes the once impossible a reality: the world's first luxury undersea eco-resort. Opening scheduled end of 2009. A 52m2 standard suite is shown (preliminary interior design).*



## Innovation

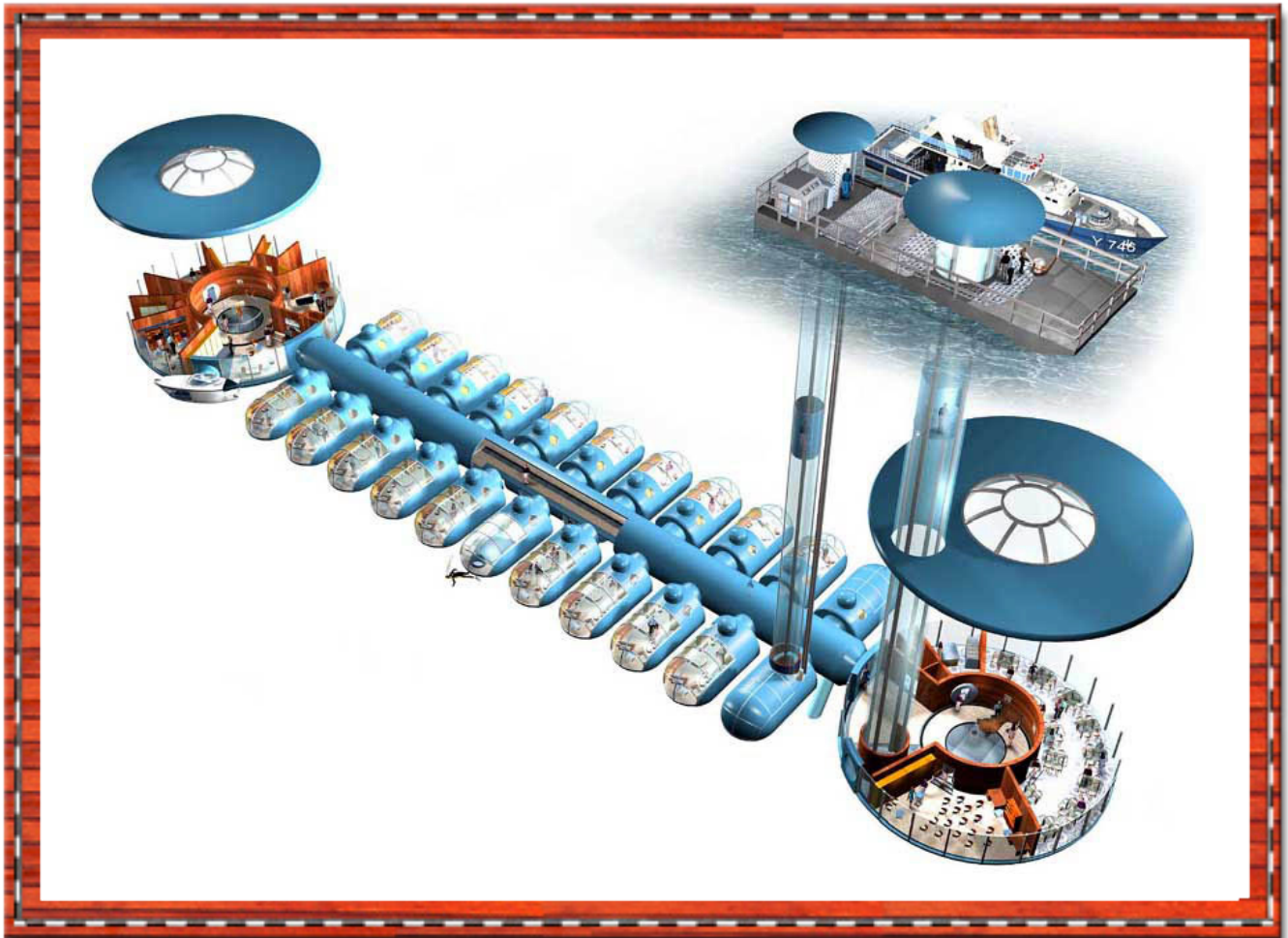
*To turn the dream into viable reality, the Poseidon engineering team had to truly innovate: a modular design structure, built on the surface, immersed with extreme accuracy, based on neutrally-buoyant detachable modules that can easily be brought to the surface for repair, maintenance or replacement. The resort, installed 40 feet deep in the lagoon of a dream private island in Fiji, will be built of medium-tensile steel and polymethyl methacrylate – a material with the same refraction index as water.*



## Living under the sea

*The Poseidon Resort will invite guests to live in a 2,000m<sup>2</sup> one-atmosphere habitat, including 24 luxury suites, 1 presidential suite, a restaurant, bar, library, spa and meditation rooms, conference room/wedding chapel, all providing a fully immersive experience thanks to giant transparent panels. The library is shown (preliminary interior design).*





## Off-Shore

*Artist's rendition of the autonomous deep sea version of the Poseidon Undersea Resort. The first resort is planned to be connected to shore with 2 piers and 2 elevators. However, future resorts will have the option of being stationed offshore where they would only be accessible by boat, helicopter or submarine.*



## Coral Gardens

*Resorts have gardens. So does Poseidon. The world's first large-scale coral farming and reef restoration program based on an exclusive methodology will re-create a complete, biodiverse ecosystem: a spectacular visual experience for guests, as well as a scientific and environmental achievement.*

# “Conversations” Radical Innovation - What’s Next!

Miami Beach Convention Center

Wednesday, September 19  
1:00 PM - 2:00 PM

**HD**Boutique



**THE JOHN HARDY GROUP**