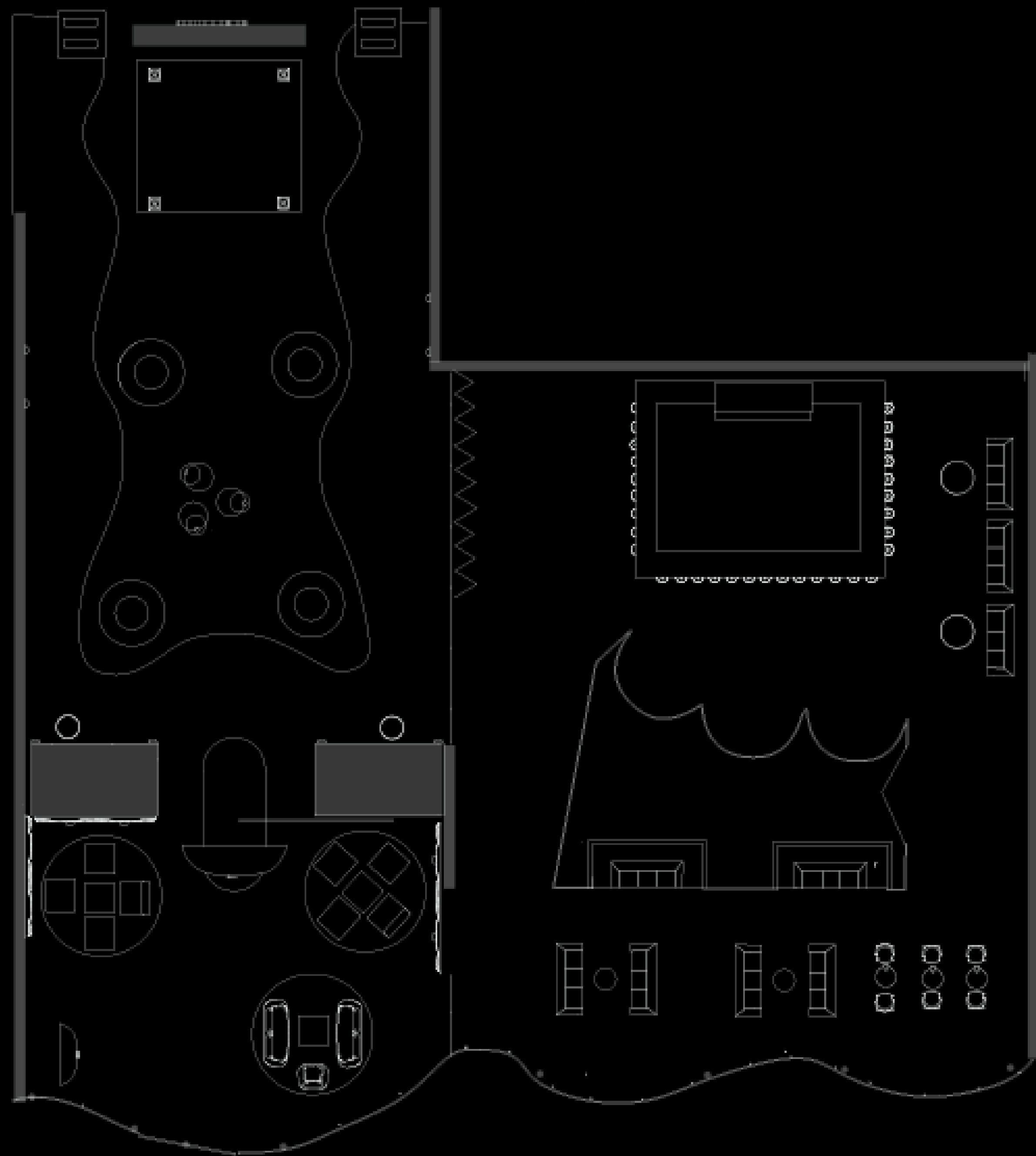
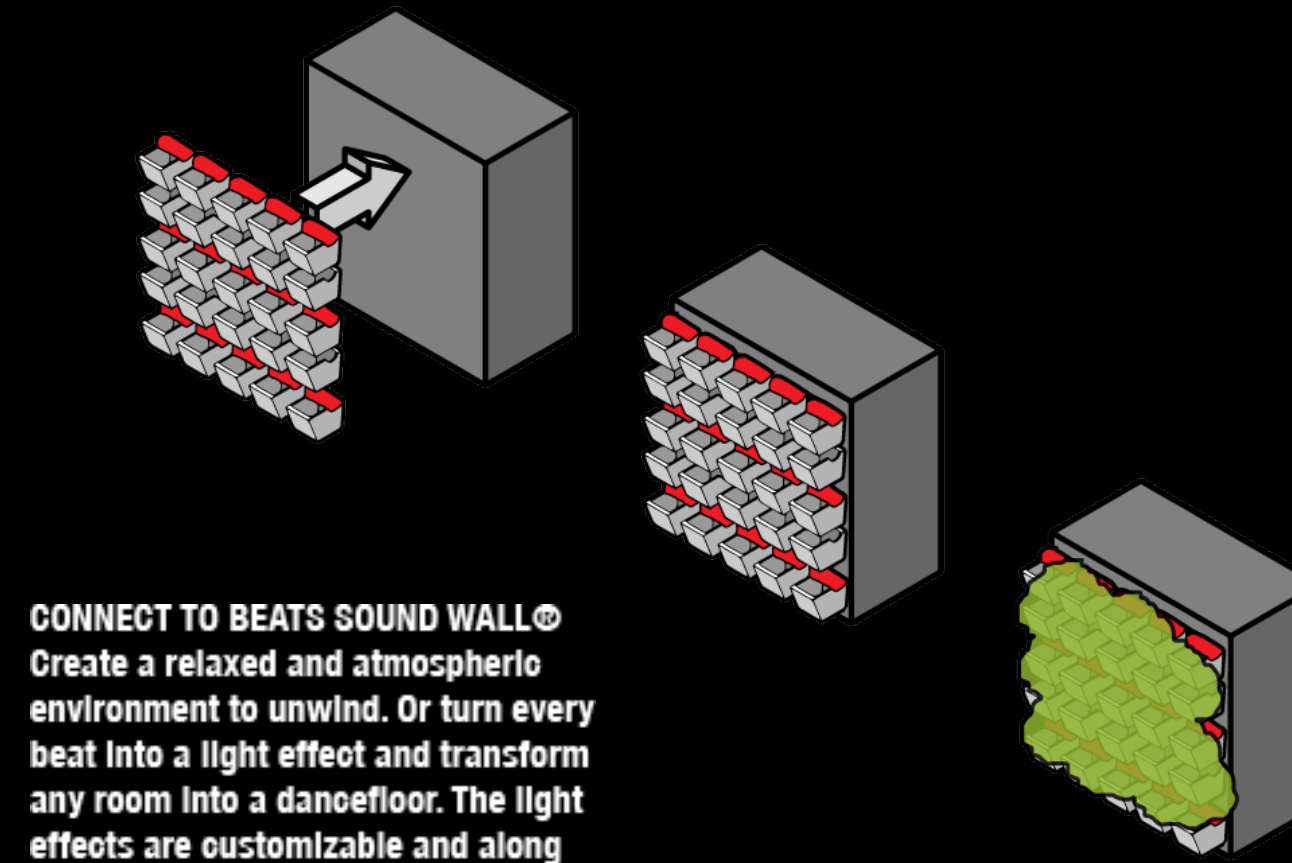
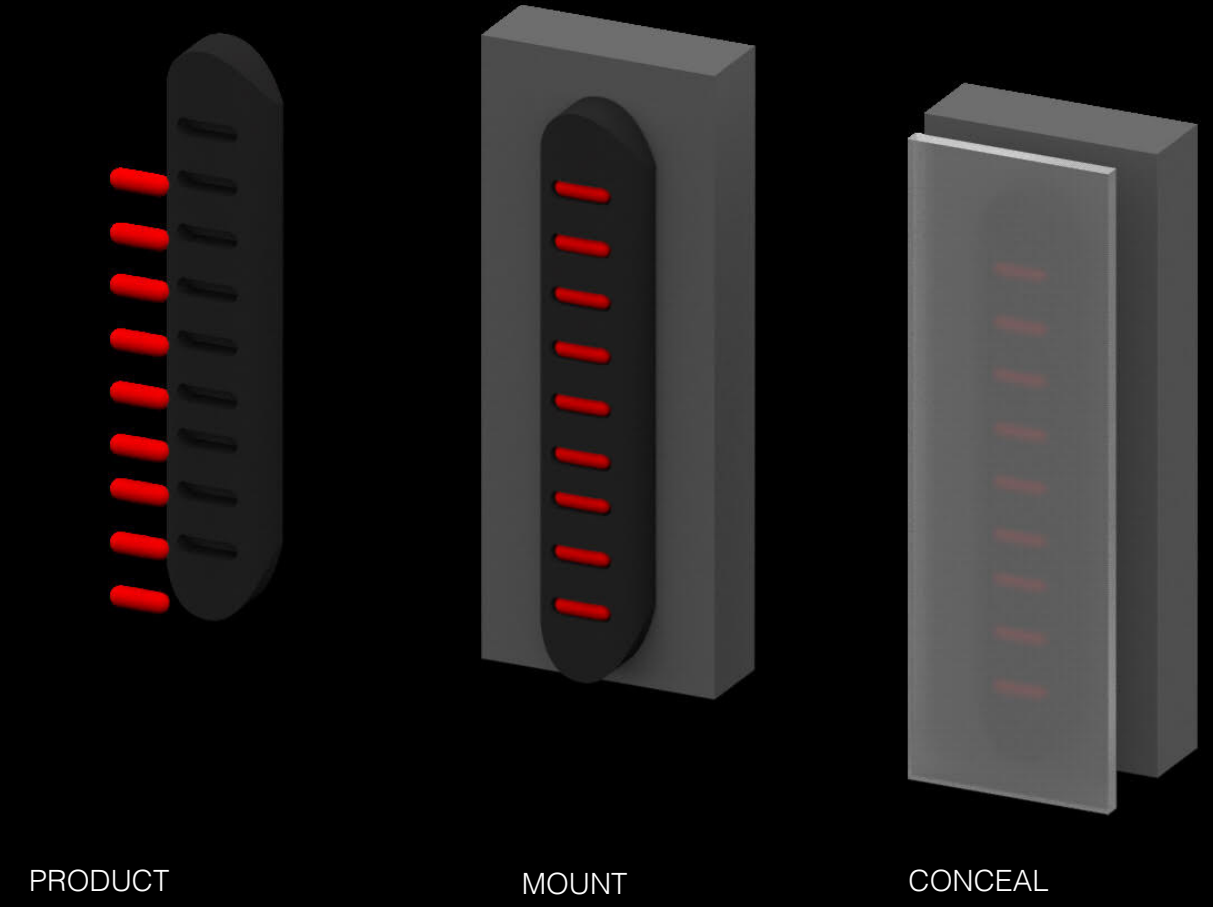
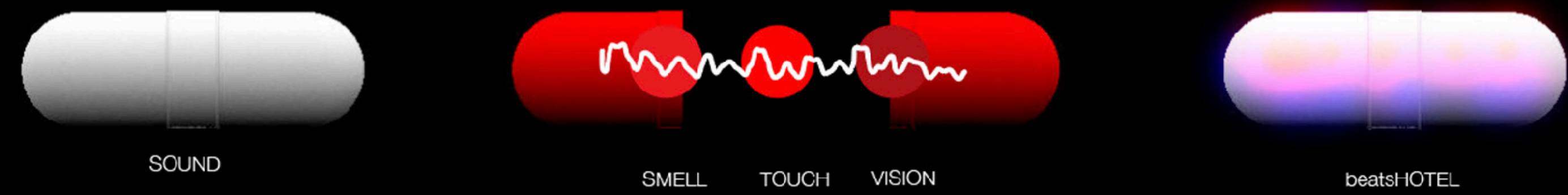
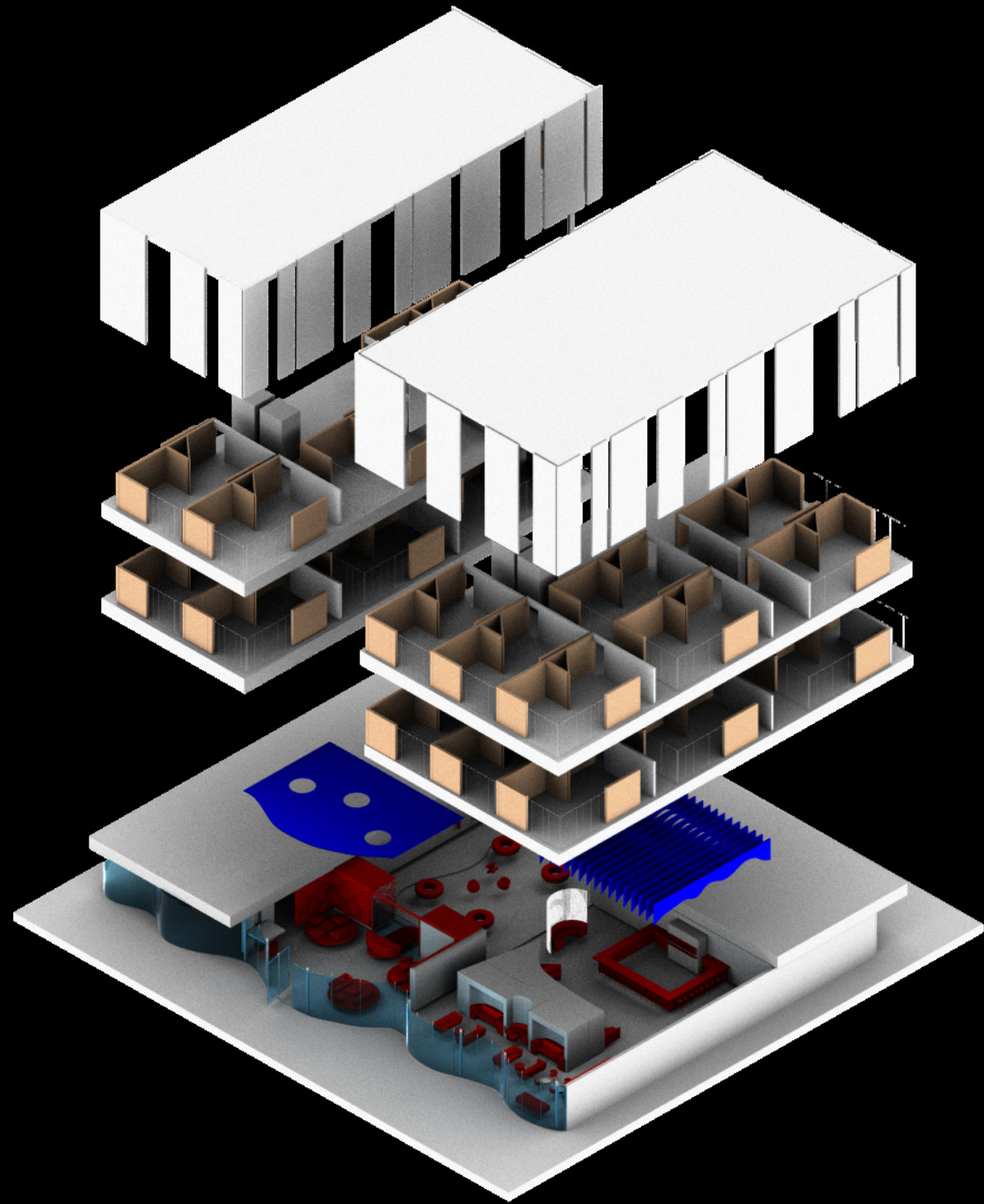
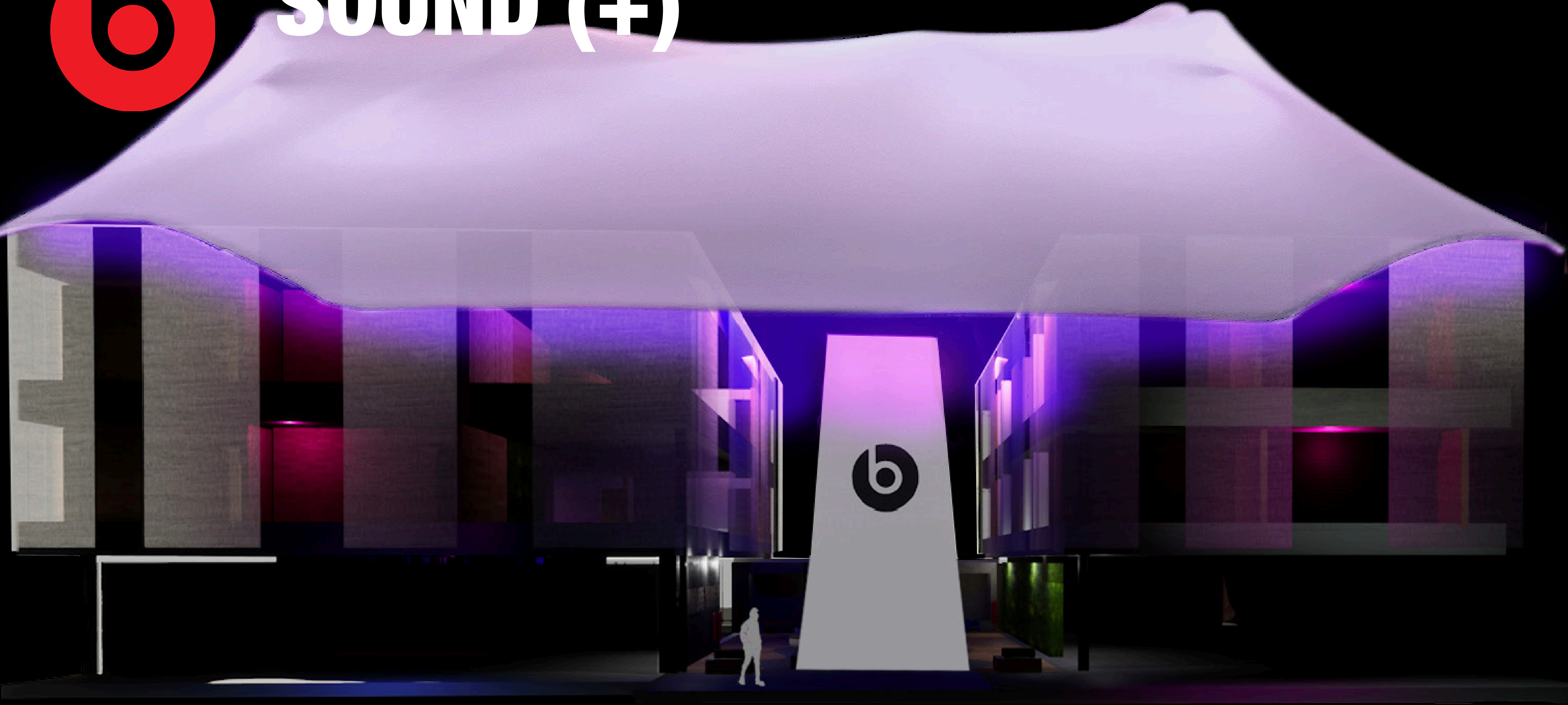


# b SOUND (+)



BEATS HOTEL offers visitors an immersive experience based around the senses that transcends beats premium sound entertainment. Founded in 2006 by Dr. Dre and Jimmy Iovine, Beats is known for bringing the energy of music from the recording studio, straight to the listening experience, without any disturbance in the quality of the sound. Beats hotel is an extended venture of the brand, ensuring our guests the best in sound through the connection of the other senses, that is, smell, touch, and vision. The SOUND(+) concept will directly connect the hotel with beats audio while exploring a connection to the other senses throughout each floor.



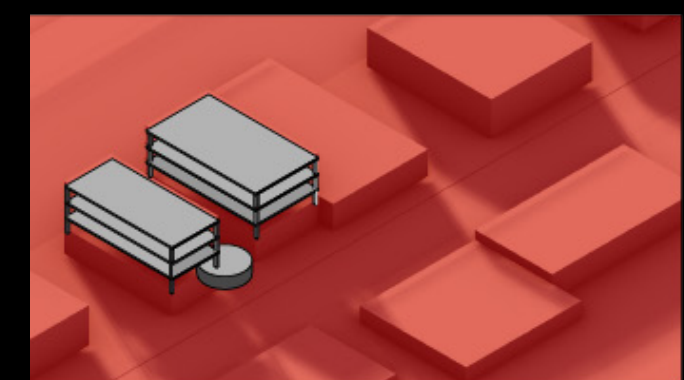
## SOUND(+) CONCEPT DIAGRAMS

The projects objective was to overtake an existing building in Palm Springs. A boutique hotel in this location plans to host guest coming in year round who are ready to attend concerts and festivals. With a large emphasis on the celebration of music, beats was chosen as a brand for this project.

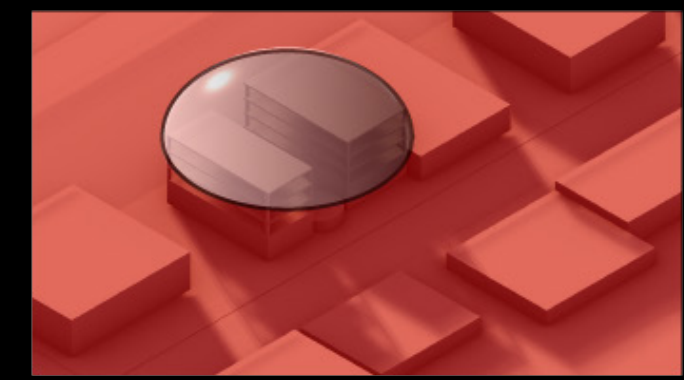
The hotel is embedded with the groundbreaking quality of beats audio, offering guests a extensive music library and acoustic experience all throughout the hotel. The hotel expands on their quality of sound by interconnecting with the other senses, allowing the essence of well-being to permeate throughout the space. Control of the senses throughout the hotel allows consumers who crave heightened sensory stimulation a space to live in the moment and create long term memories.



## LOCATION



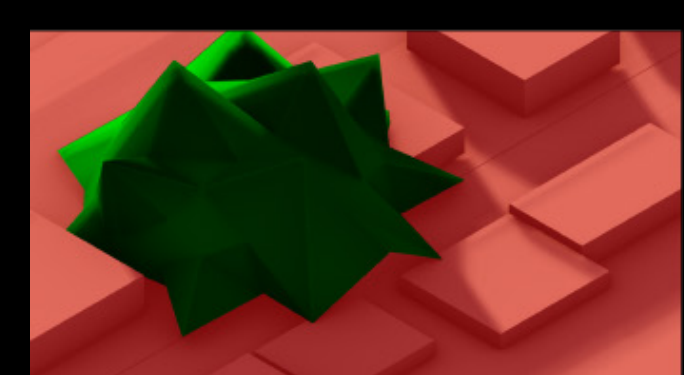
## EXTEND UPWARD FOR LIVING UNITS



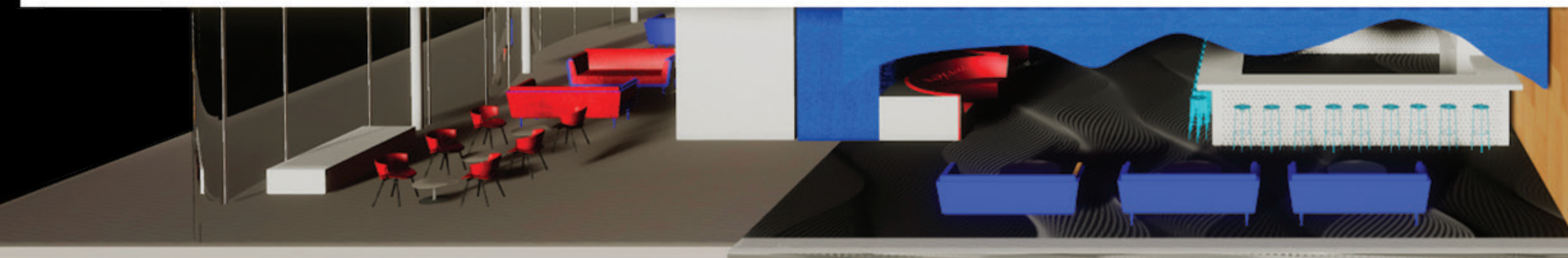
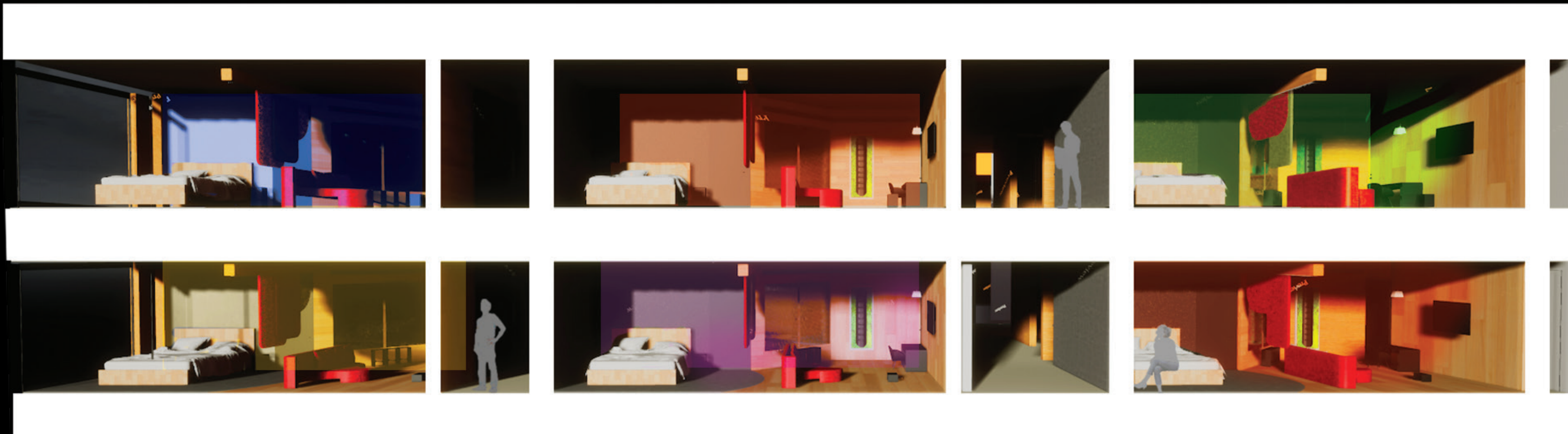
## ENCAPSULATE IN BEATS SOUND



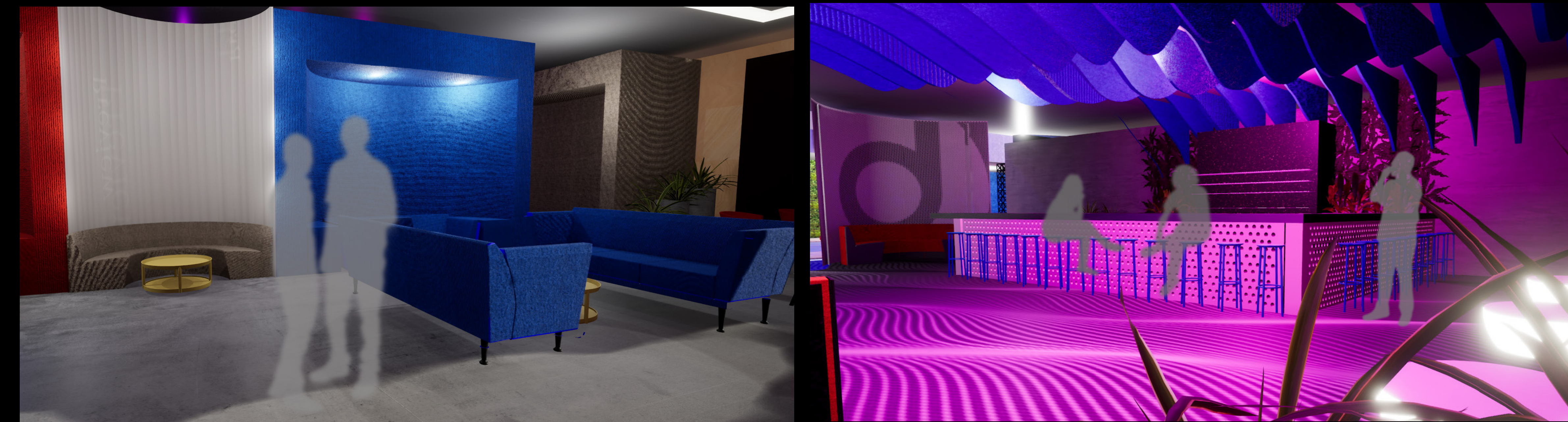
## ABSTRACT THE SOUND WAVE



## SO NO SOUND CAN ESCAPE



## PUBLIC SPACE



OFFECT  
NETFRAME COUCH



OFFECT  
SOUNDWAVE  
ACOUSTIC PANEL



OFFECT  
KING SOFA

## GUESTROOM

