ONEPARK TOWER BEACH RESIDENCES

CONCEPT PRESENTATION
PREPARED BY MEYER DAVIS
APRIL 1,, 2022

CONTENTS

DESIGN NARRATIVE
LOOK & FEEL
AMENITIES ADJACENCIES

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DESIGN NARRATIVE







The defining element of this experiential property is **NATURE** and all of its incredible sorroundings.

RESTORATIVE and **CALM**, **FLOWING**, and **EPHIMERAL**, the lagoon and the beach activates the outdoor amenities.
A visual representation of the surrounding elements energizes this **RELAXING**, and **VIBRANT** property, embracing nature by layering modern yet sophisticated elements with soft textiles and textures.

PEACE and **CALM** abound.



CONCEPT IMAGERY

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LOOK & FEEL

CONCEPT

open spaces filled with airy light











ethereal color palette

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CONCEPTUAL PALETTE

CONCEPT



ALIVE



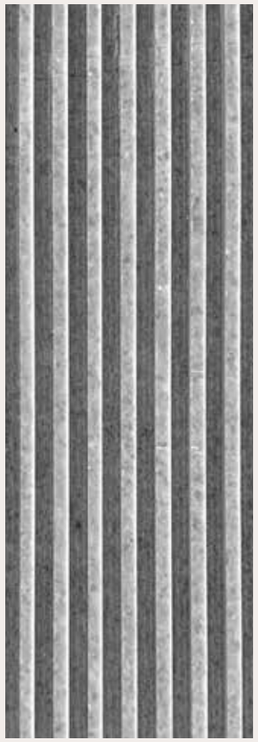
NATURAL



LIGHT



SOFT



EARTHY



ORGANIC



TROPICAL



DUSK

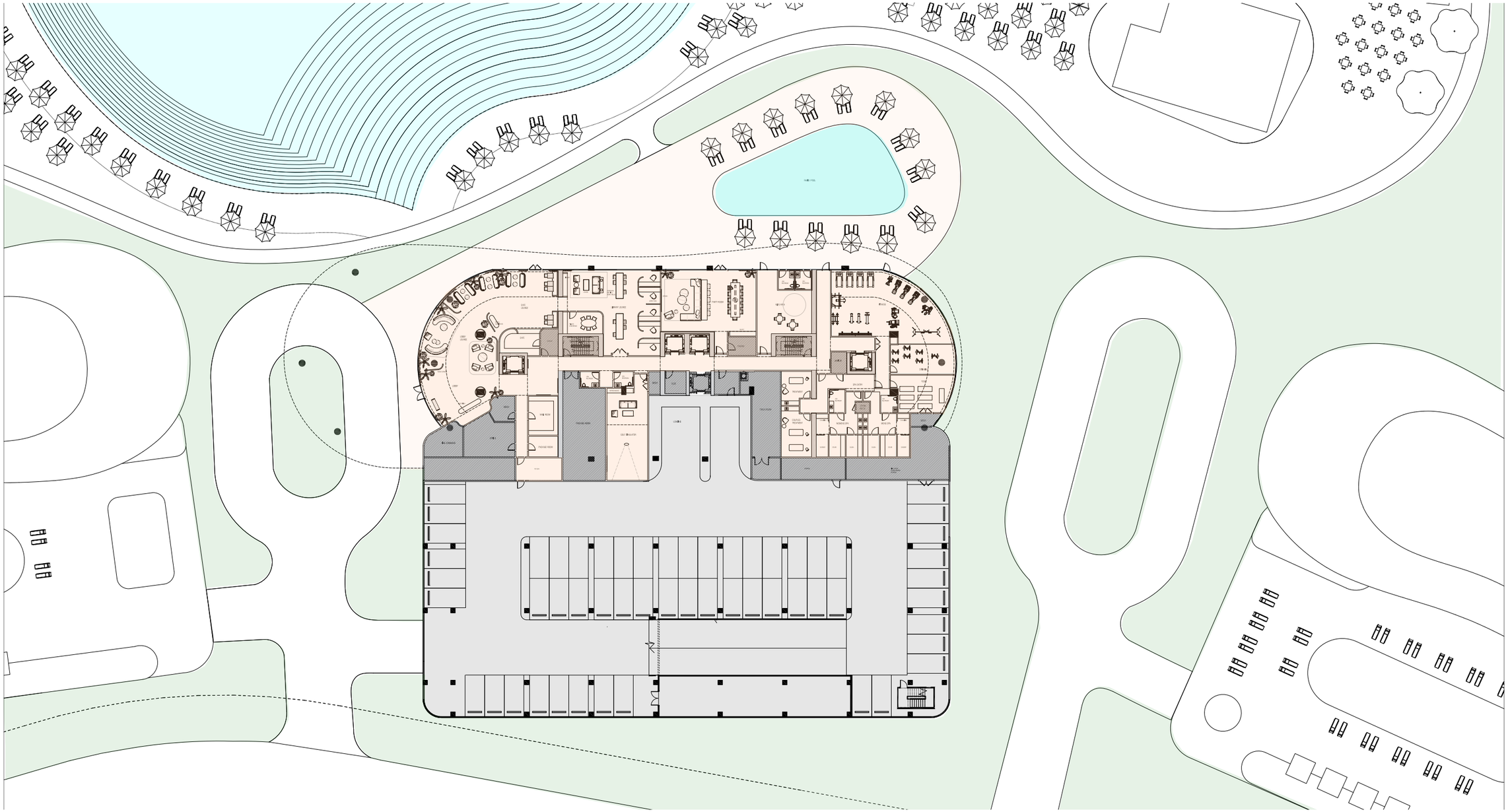
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AMENITIES ADJACENCY STUDIES

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ADJACENCYSTUDIES - LOBBY

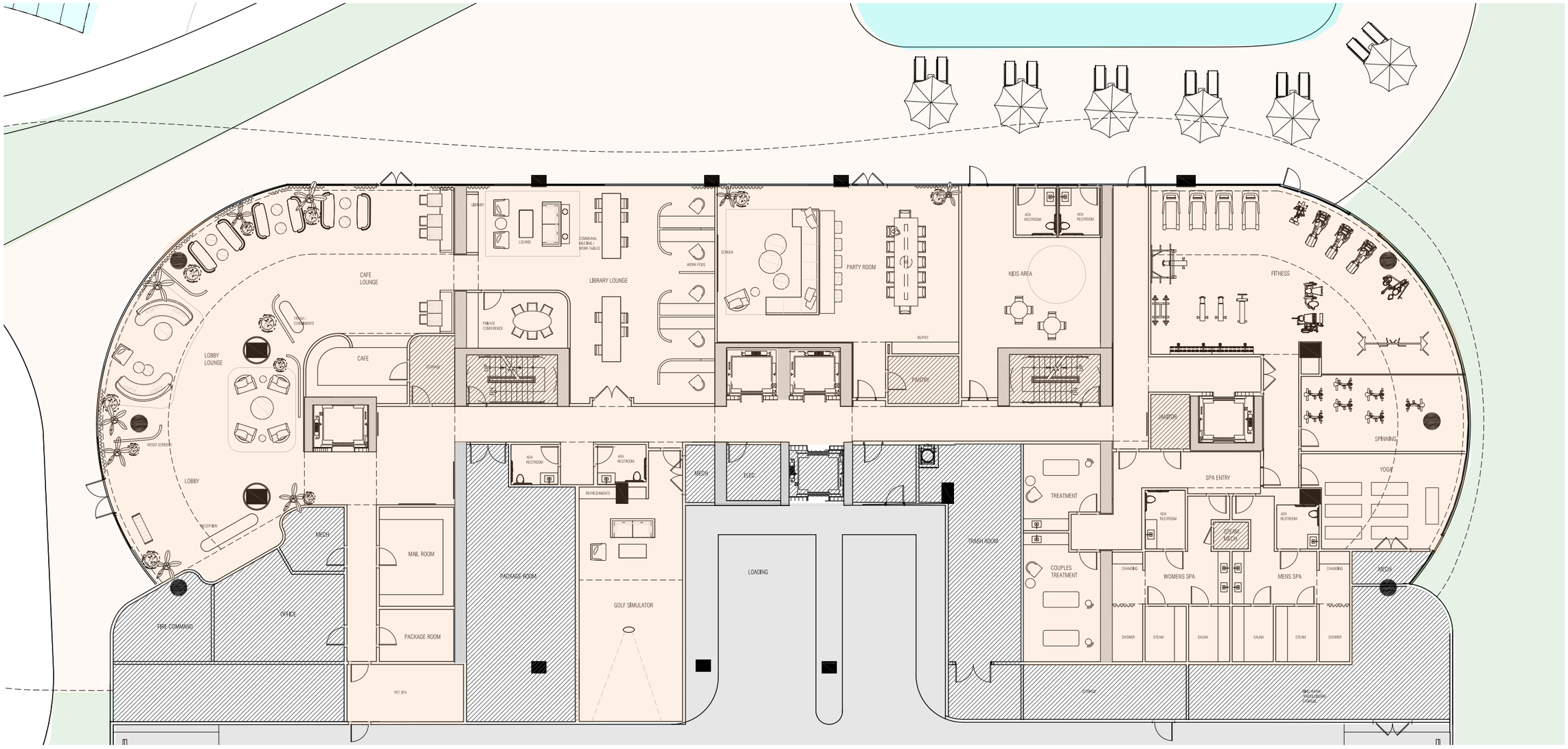
CONCEPT



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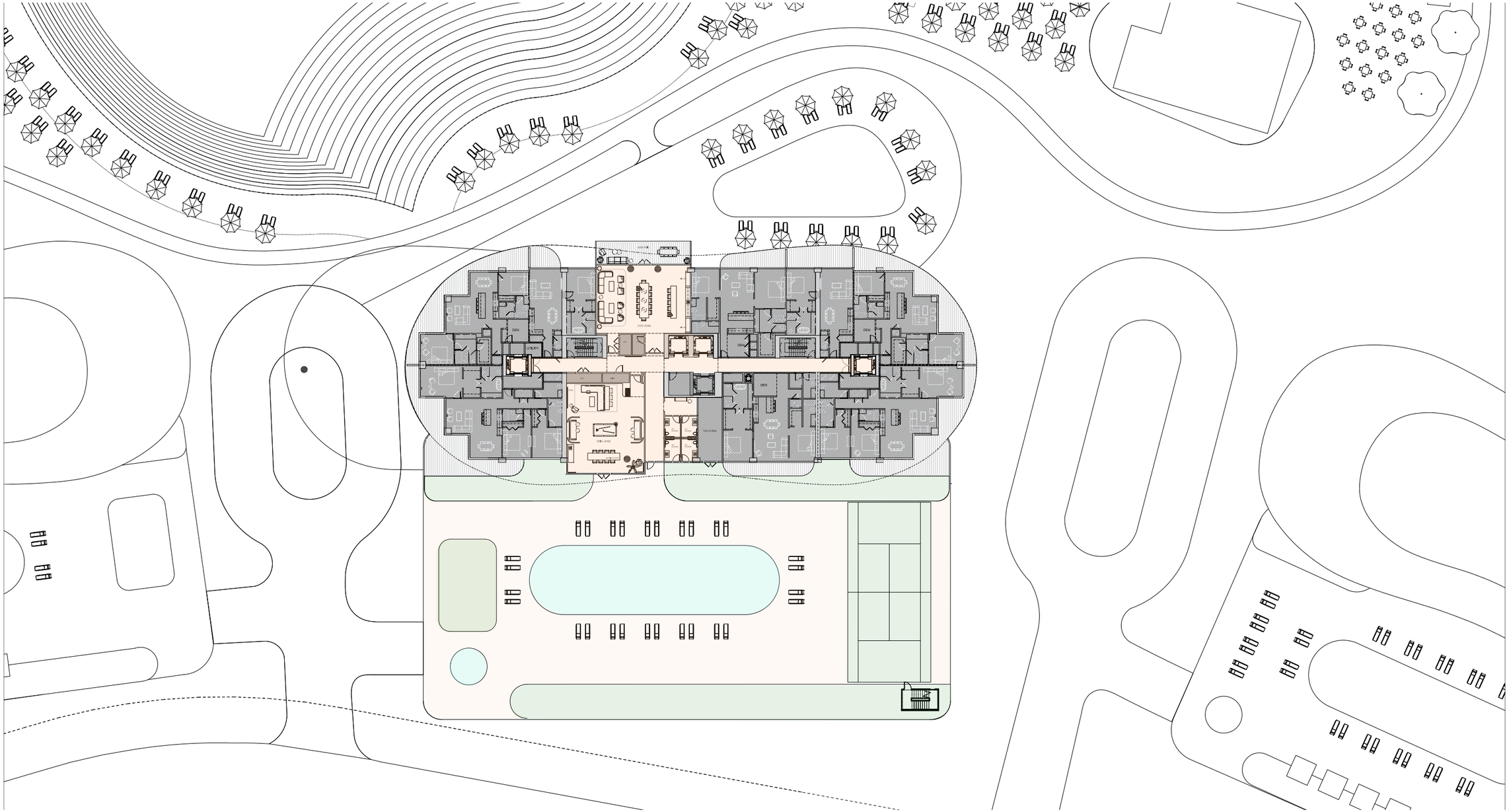
CONCEPT



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ADJACENCY STUDIES - AMENITIES

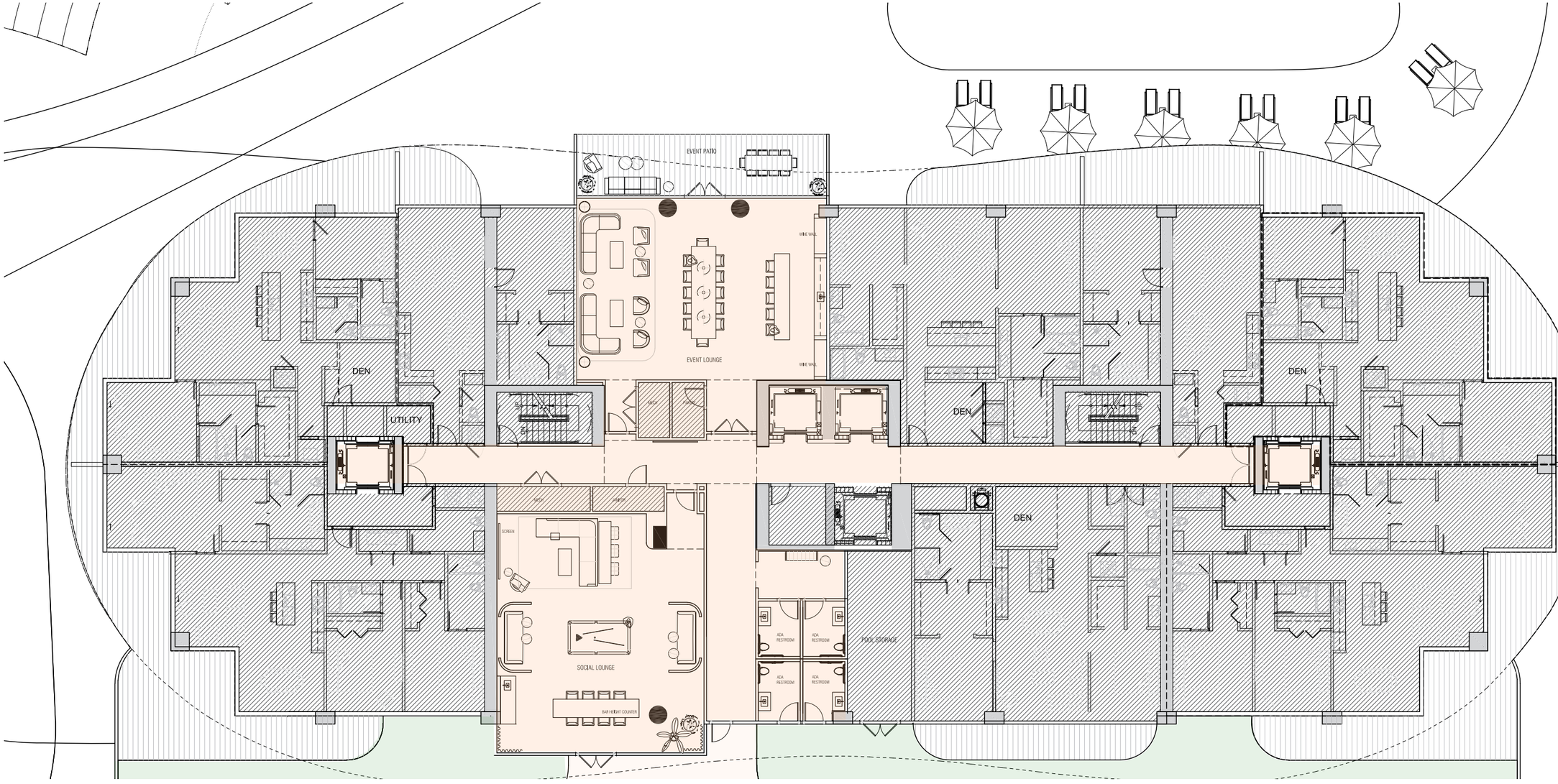
CONCEPT



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ADJACENCY STUDIES - AMENITIES

CONCEPT



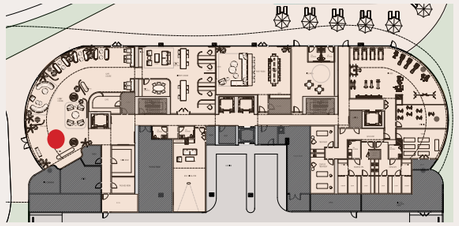
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CONCEPT IMAGERY

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ARRIVAL / LOBBY

CONCEPT













LAYERED TEXTURES

NEUTRAL TONES

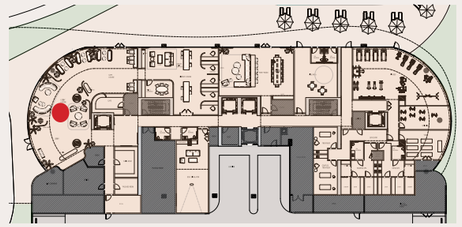




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LOBBY LOUNGE

CONCEPT









COZY CORNERS

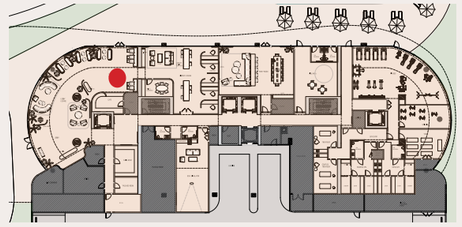
FEEL GOOD TEXTILES



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CAFE LIBRARY LOUNGE

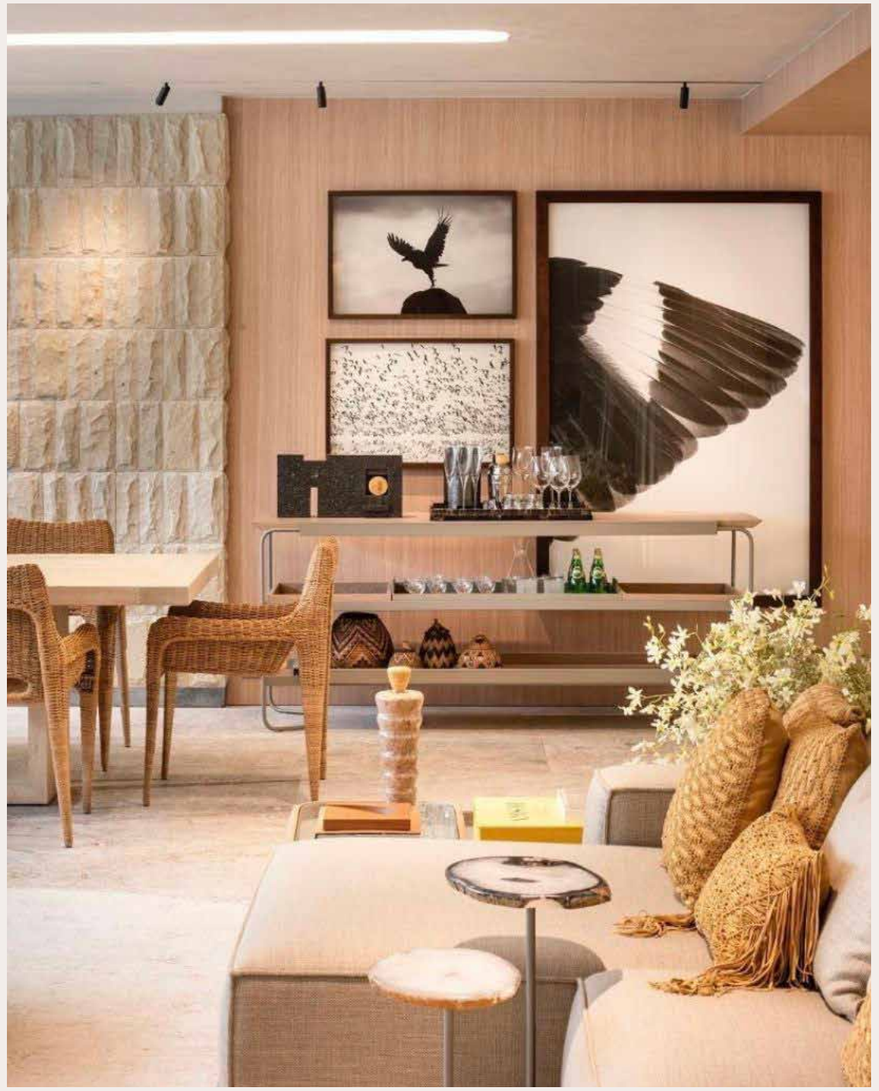
CONCEPT





NATURAL, SIMPLE MATERIALITY





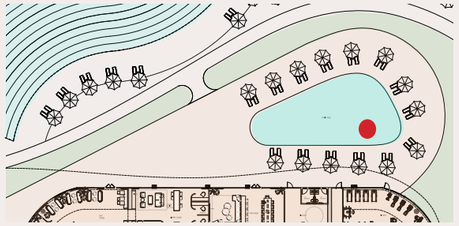
ORGANIC ELEMENTS





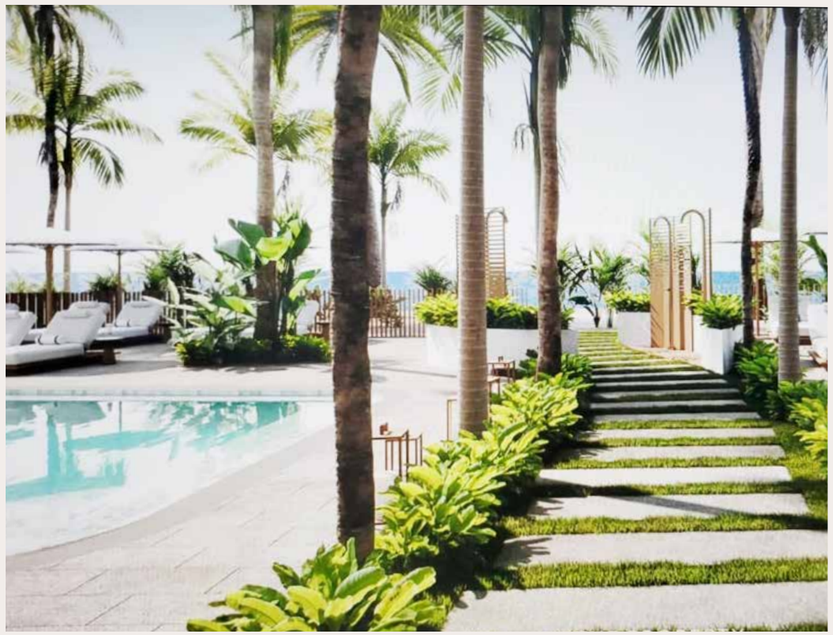
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POOL
CONCEPT



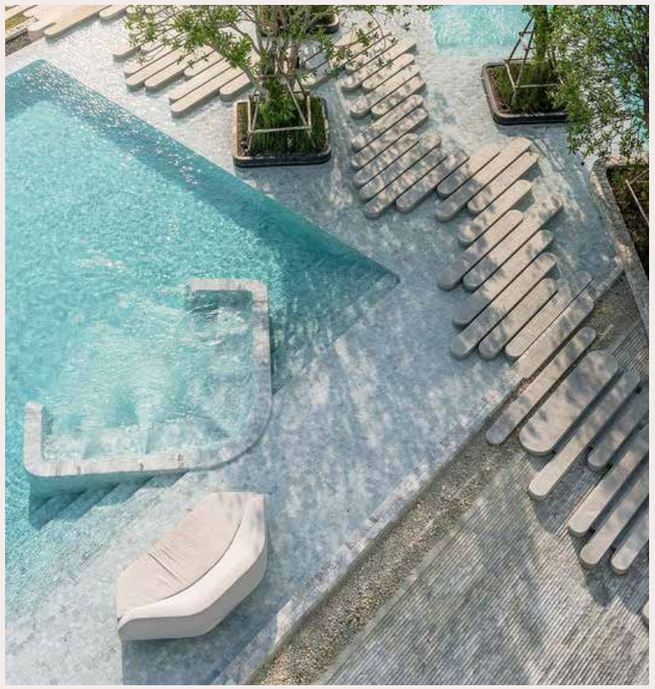
PATTERNED ACCENTS











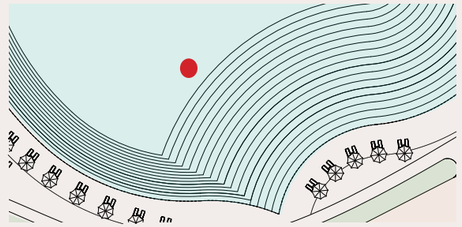


TRANSITIONAL DETAILS

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LAGOON / BEACH

CONCEPT



RELAXATION













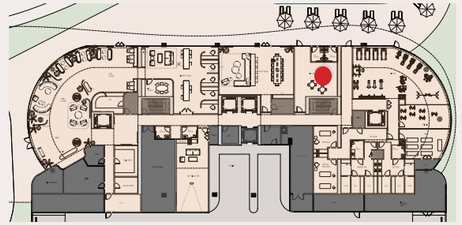


ELEMENTS OF EASE

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KIDS AREA

CONCEPT



IMAGINATIVE SPACE







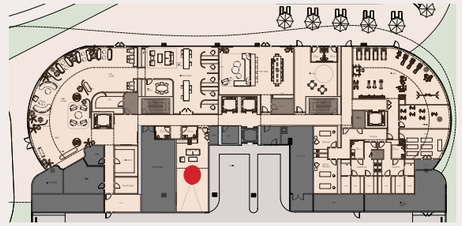


PLAYFUL, BOLD GRAPHICS

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GOLF SIMULATOR

CONCEPT





SIMPLE AND PRACTICAL





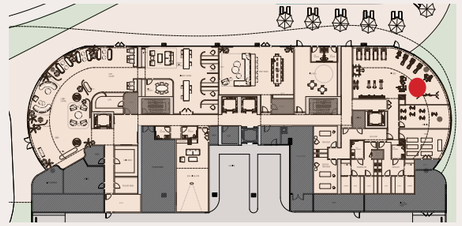


BALANCED



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FITNESS
CONCEPT



SHARP, SOPHISTICATED







OPENESS

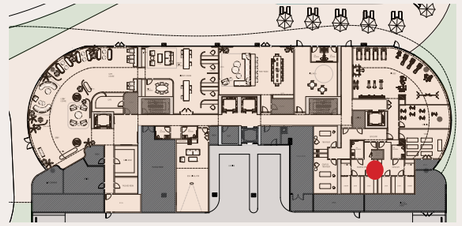






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SPA
CONCEPT





SOFT AND SERENE



LUXURIOUS FINISHES







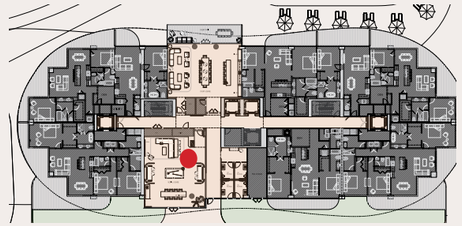




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SOCIAL LOUNGE - 6TH LEVEL

CONCEPT



WELCOMING ATMOSPHERE











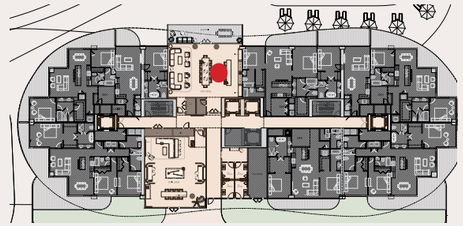
CASUAL MEETING SETTING



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EVENT LOUNGE - 6TH LEVEL

CONCEPT



ENTERTAINING











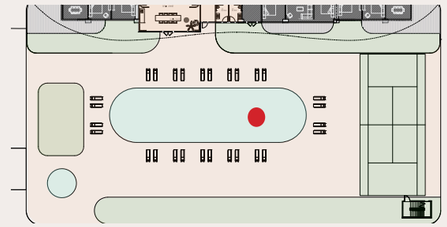
SOPHISTICATED



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POOL DECK - 6TH LEVEL

CONCEPT



BLISSFULNESS











SERENITY





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THANK YOU