

PENDRY HOTEL NEWPORT BEACH, CALIFORNIA

CONCEPT NARRATIVE - 100% CONCEPT & 20% SD

FEBRUARY 3RD, 2022



- PROJECT CONTEXT
- PROJECT NARRATIVE
- GUEST PROFILE
- HOTEL DESIGN JOURNEY
- VENUE DESIGN JOURNEY
- DESIGN DIRECTIONS:
 - PORT COCHERE / ARRIVAL
 - LOBBY RECEPTION
 - LOBBY LIBRARY LOUNGE
 - LOBBY GARDEN BAR
 - POOL GARDEN
 - SPA
 - FITNESS
 - PINWHEEL
 - THE SUITE CORRIDOR
 - THE MOCK-UP SUITES
 - THE SUITE WASHROOM

STUDIO
MUNGE

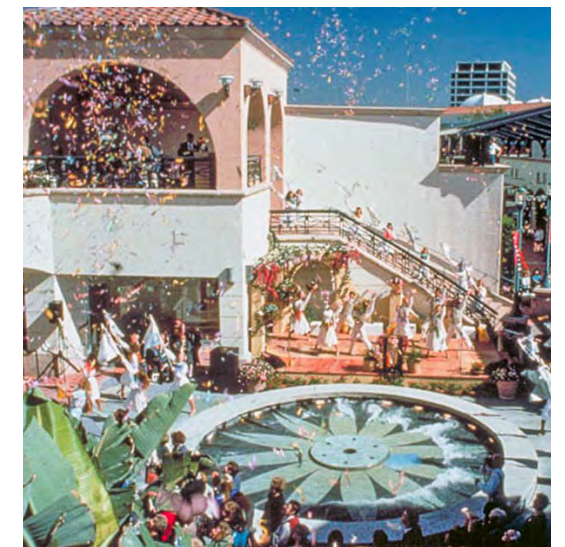
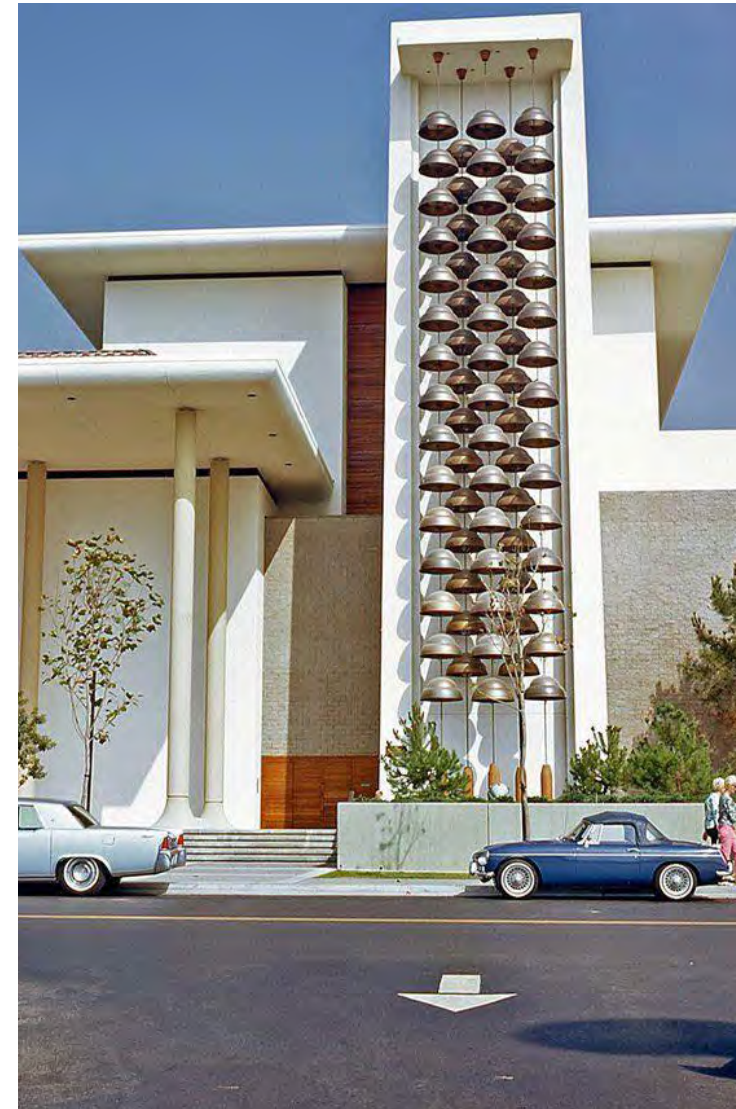
project context

fashion island centre

Fashion Island is an upscale outdoor retail centre located in Newport Beach, CA. Constructed in 1967 with the intention of bringing luxury to a beach side town, Fashion Island became a landmark that redefined the coastal city.

The initial four buildings at Fashion Island were designed by William Pereira and Welton Becket in a modernist California style. Since 1967, the mall has experienced two architectural transformations. The first, in 1989 and referred to as 'The Renaissance', saw the addition of Mediterranean-inspired materials and details from Italian & Spanish Classical architecture. The second 'Renaissance' in 2009, saw another shift, with the addition of outdoor fountains & dining, and the incorporation of ornamental details, heavily inspired by an Italian, Old World style.

The architectural evolution has helped the centre expand into an elevated, sophisticated fashion destination.



the concept

the story

Grace Kelly was a leading woman in 20th century popular culture, who's wardrobe defined her character. **Tasteful, restrained garments were often paired with classic accessories**, like the 'Kelly' Hermes bag named in her honour, and the silk Gucci scarf in the 'Flora' print.

After a visit to Gucci's flagship store in Milan, Princess Grace Kelly was presented with a gift designed just for her: a square of silk hand-painted with flowers, created during the golden age of the Italian fashion house. Flora, a pattern & motif that continues to weave into Gucci's present day collections. Sophisticated & elegant, created by European craftsmanship and made popular by the American icon.

The building of the hotel is much like Grace Kelly herself - its timeless essence stands on its own. While the form of the building (much like the shape of her scarf) will remain the same, the addition of new accessories & patterns will carry it into the present. **This decorative layer will add elegance and a layer of luxury to the hotel, creating a destination for locals & travelers alike.**



Princess Grace Kelly - *"elegant glamour girl of the screen"*

our guests

Our guests are not afraid to express themselves & their wealth



Sophisticated

Tasteful

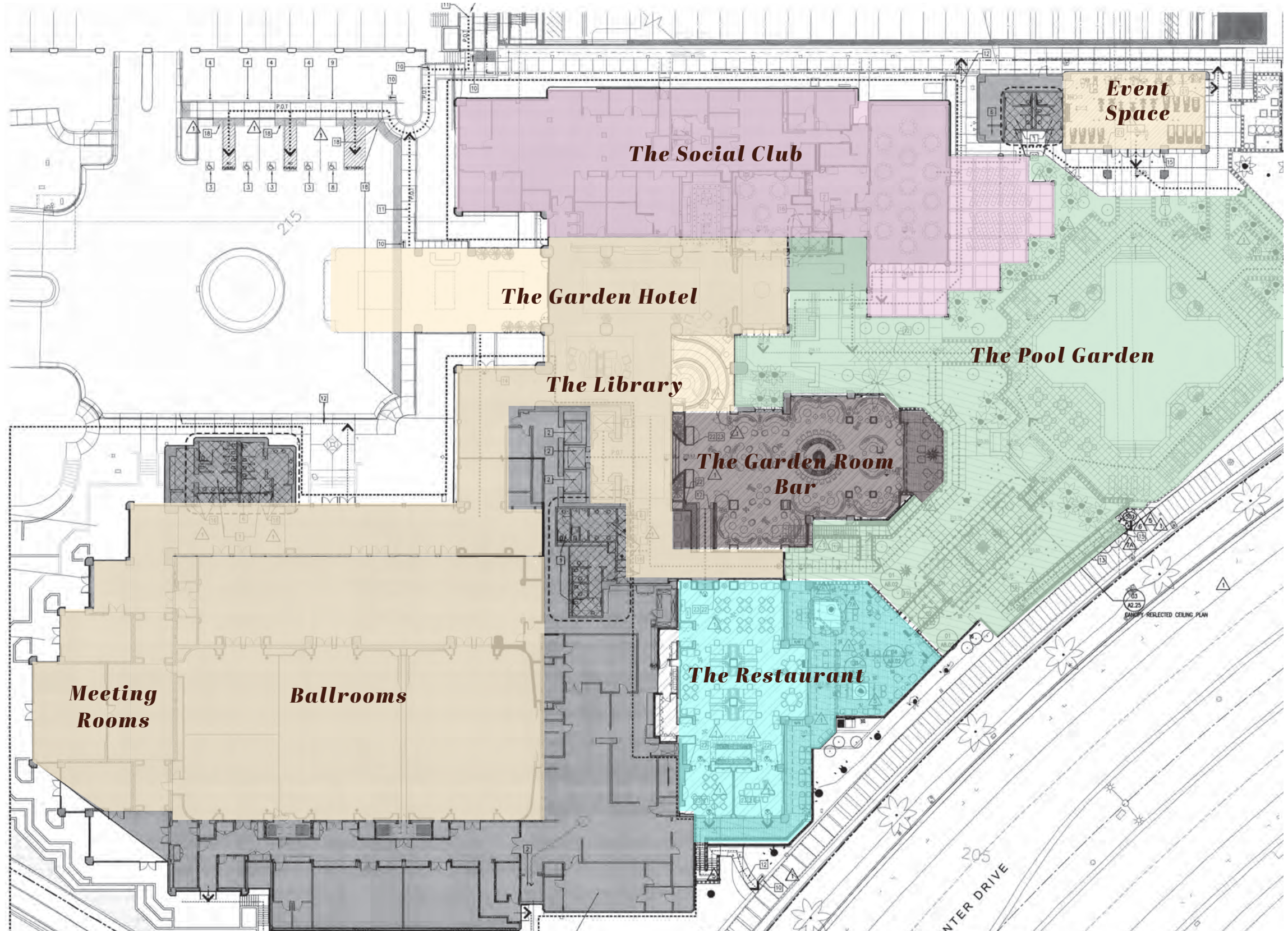
Modern

Classy

Social

With a sophisticated fashion sensibility and a keen appreciation for art, our guests look for fulfilling experiences wherever they go . Whether traveling from afar, or stopping in on their way home from work, they welcome moments of relaxation and enjoy socializing in upscale environments.

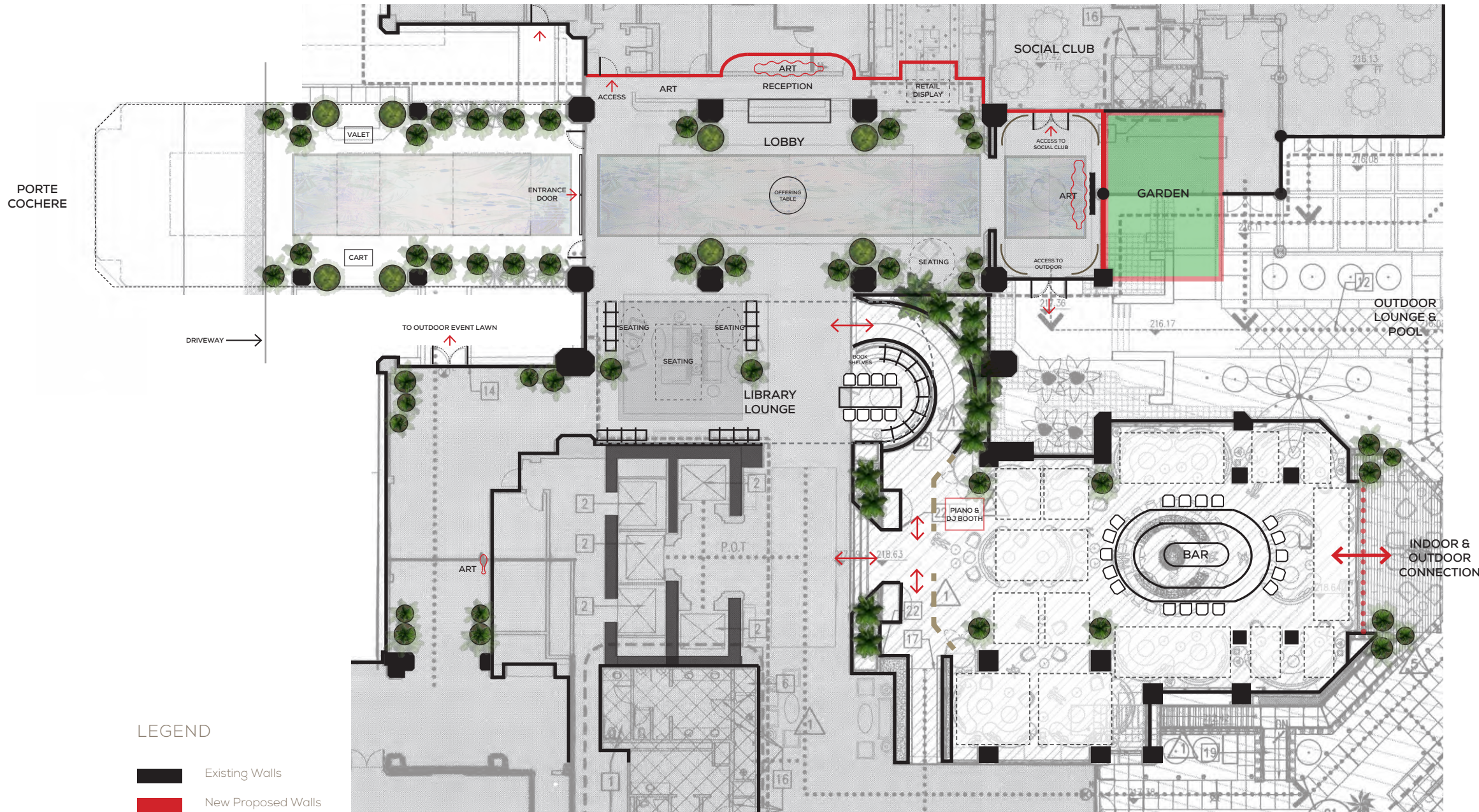
the garden hotel



- PUBLIC AREAS**
 WARM, CLASSIC, SOPHISTICATED, LAYERED
- SOCIAL CLUB**
 BOLD, DISTINCT, EXPERIENTIAL, UNEXPECTED
- GARDEN ROOM**
 DARK, LUSH, TIMELESS, ENVELOPING
- RESTAURANT**
 FRESH, REFINED, LIGHT, LOCAL
- POOL GARDEN**
 BACKYARD, GARDEN, DYNAMIC, RETREAT



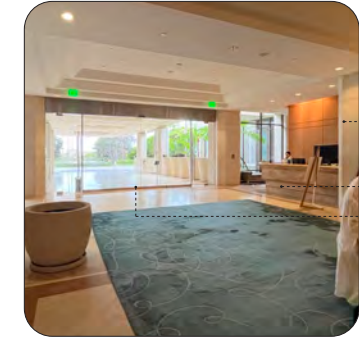
THE JOURNEY | HOTEL GROUND FLOOR - PROPOSED PLAN



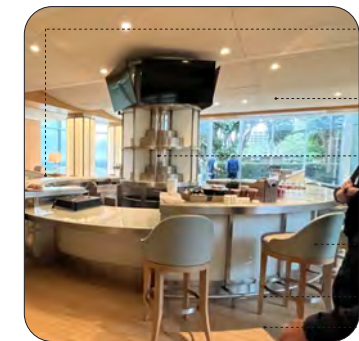
- NEW PAINT AND MURAL ON EXISTING CEILING
- EXISTING COLUMN (CLADDING TBD)
- NEW VALET DESK
- NEW RUG



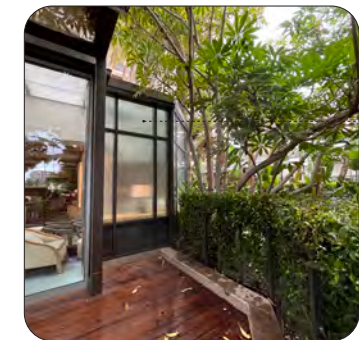
- NEW FINISH ON EXISTING CEILING & MOLDING
- NEW WALL FOR AT THE RETAIL
- NEW WALL WITH ARTWORK
- EXISTING COLUMN (CLADDING TBD)
- EXISTING RECEPTION DESK TO BE MODIFIED AND RECLAD
- STONE FLOOR TO REMAIN
- NEW FF&E OFFERING TABLE
- NEW RUG



- PORTAL BEHIND COLUMN TO BE REMOVED
- EXISTING DESK TO BE REMOVED
- EXISTING ENTRANCE DOOR TO REMAIN. STAINLESS STEEL HEADER TO BE RECLAD



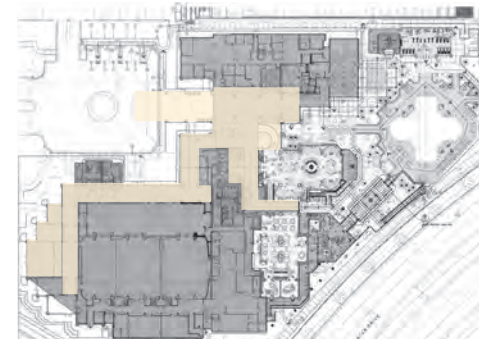
- EXISTING BANQUETTE TO BE REMOVED AND REPLACED WITH NEW FFE
- EXISTING CEILING TO BE REFINISHED
- BAR TO BE EXTENDED AND CLAD WITH A NEW FINISH
- NEW FFE
- EXISTING FLOOR TO REMAIN
- NEW CARPET/RUG



- EXISTING WINDOW FILM TO BE REMOVED

** LIGHTING DESIGNER TO INVESTIGATE & STUDY EXISTING LIGHTING LEVEL, TEMPERATURE & DIMMING AS NEEDED.



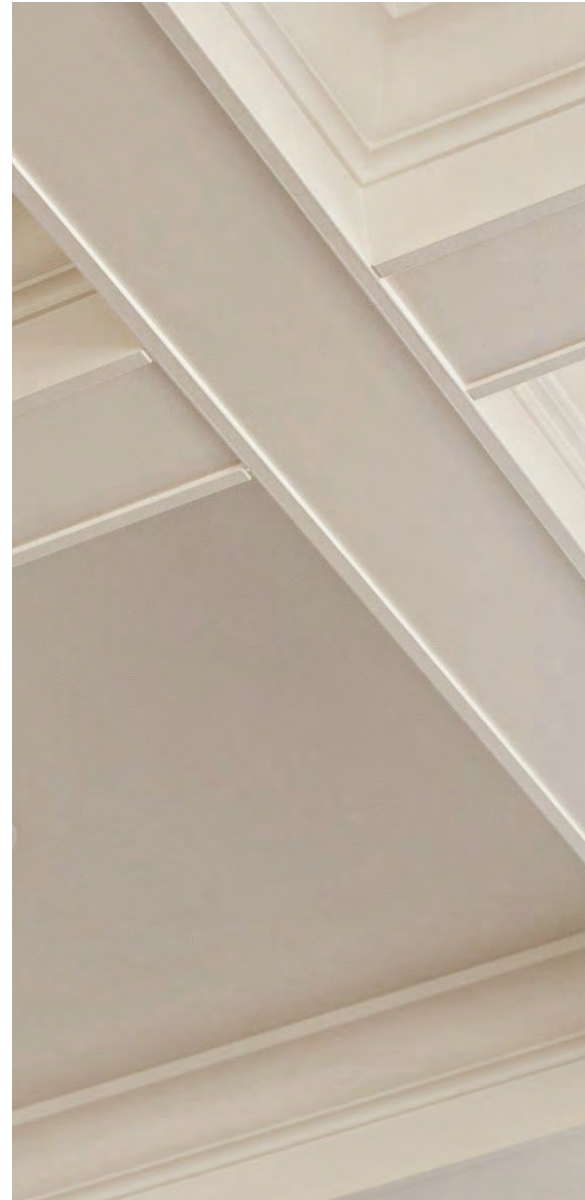


the garden hotel

Residential
Sensibility



Organized
Geometries



Artistic
Textiles



Curated
Accessories



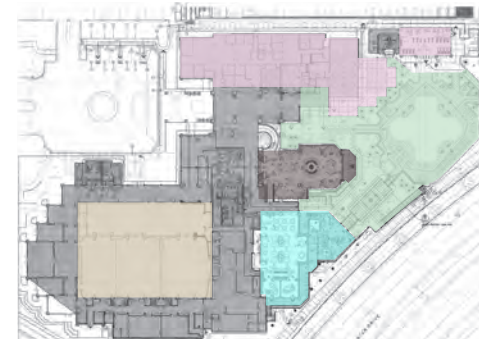
Relaxed
Sophistication

European
Influences

Understated
Glamour

Intimate
Moments

our destinations



The Garden Room



Lush &
Sophisticated

The Social Club



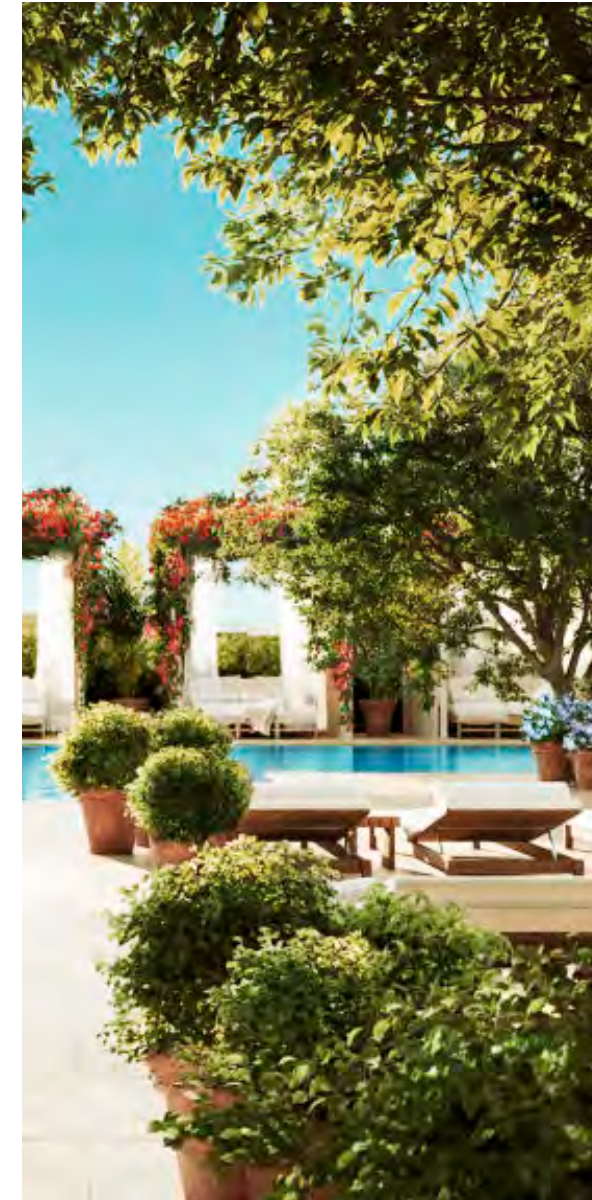
Bold &
Glamorous

The Restaurant



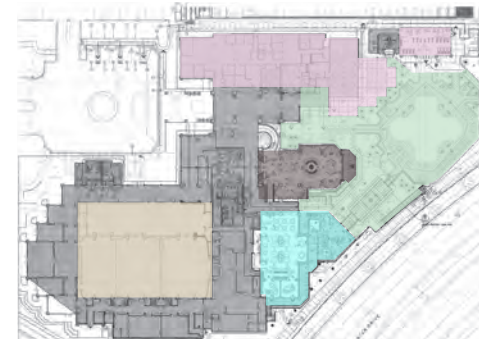
Fresh &
Local

The Pool Garden



A Backyard
Retreat

our offerings

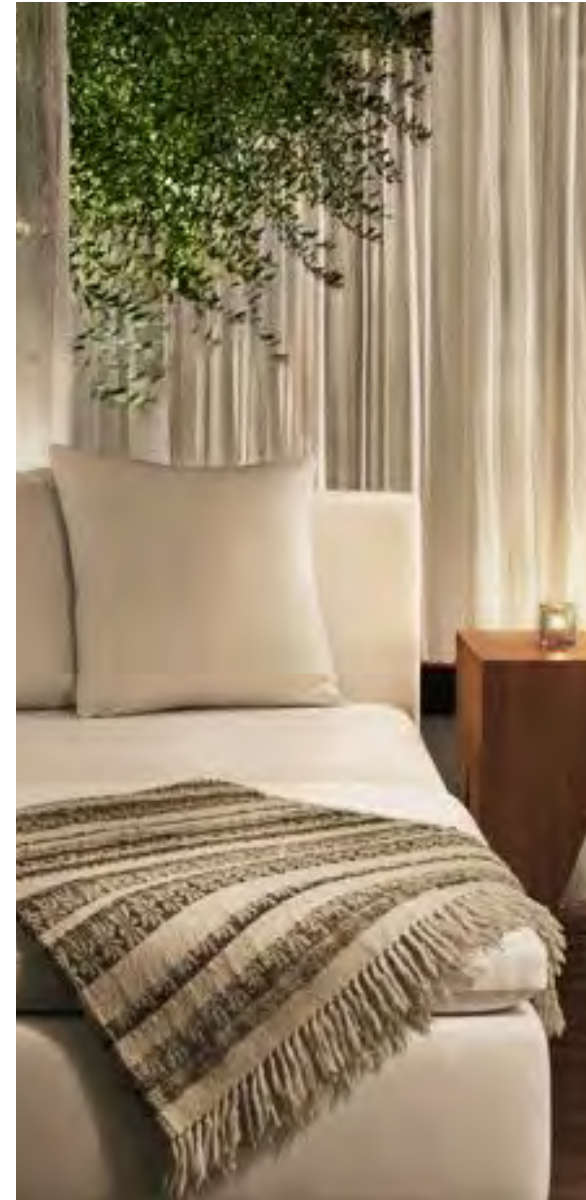


The Ballrooms



Classic &
Calm

Spa



Warm &
Neutral

Fitness



Grounded &
Clean

Pinwheel



Playful &
Energetic

the arrival

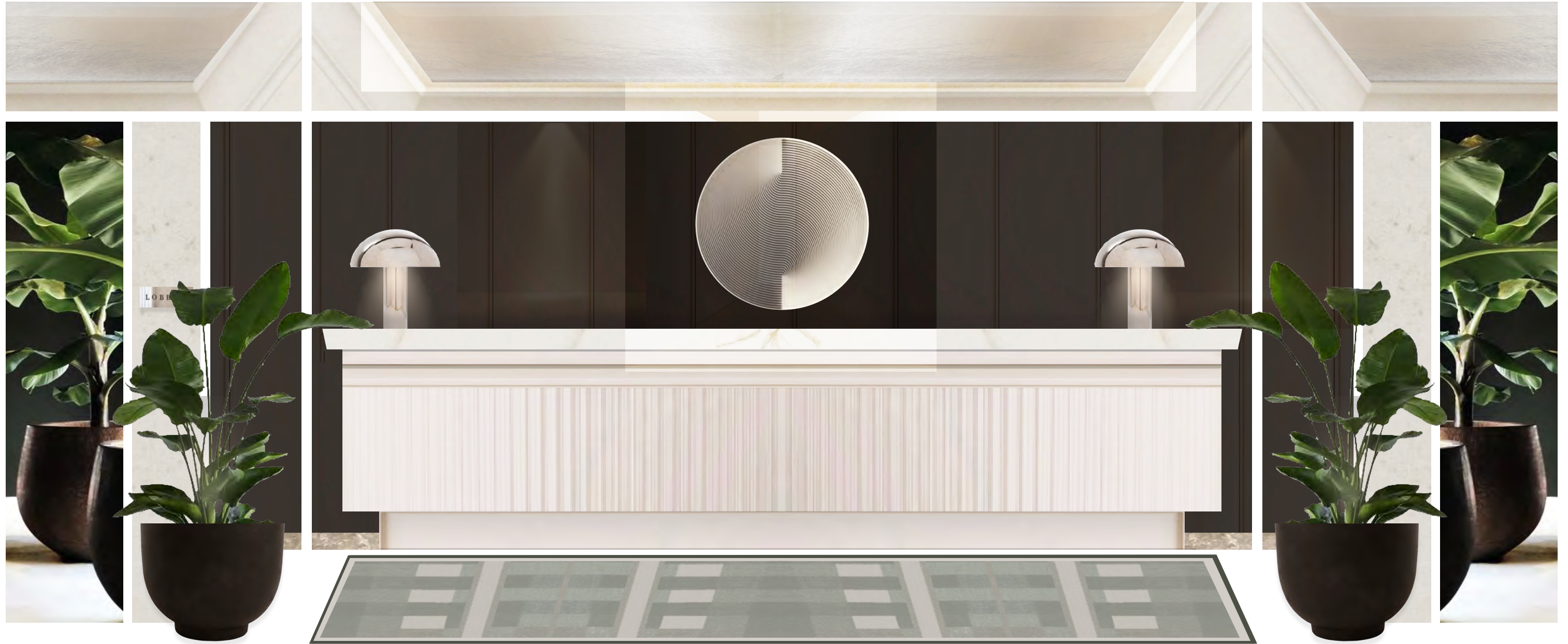


Formal
Arrangements

European
Elegance

Impactful
Layers

the reception



Tonal
Palette

Grand
Focal Point

Layered
Textures

the arrival



Formal
Arrangements

European
Elegance

Impactful
Layers

the reception



Artistic
Touches

Grand
Focal Point

Layered
Colours

option 1



Porte Cochere



Reception Desk

option 2



Porte Cochere

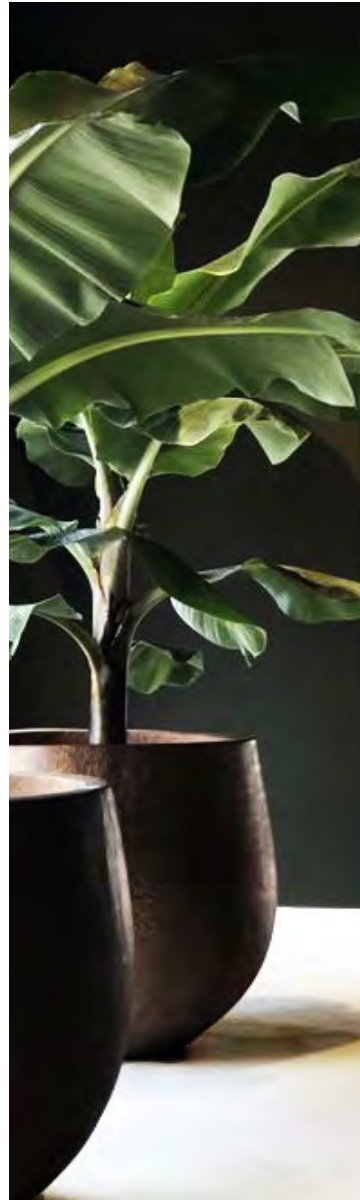


Reception Desk

the library lounge



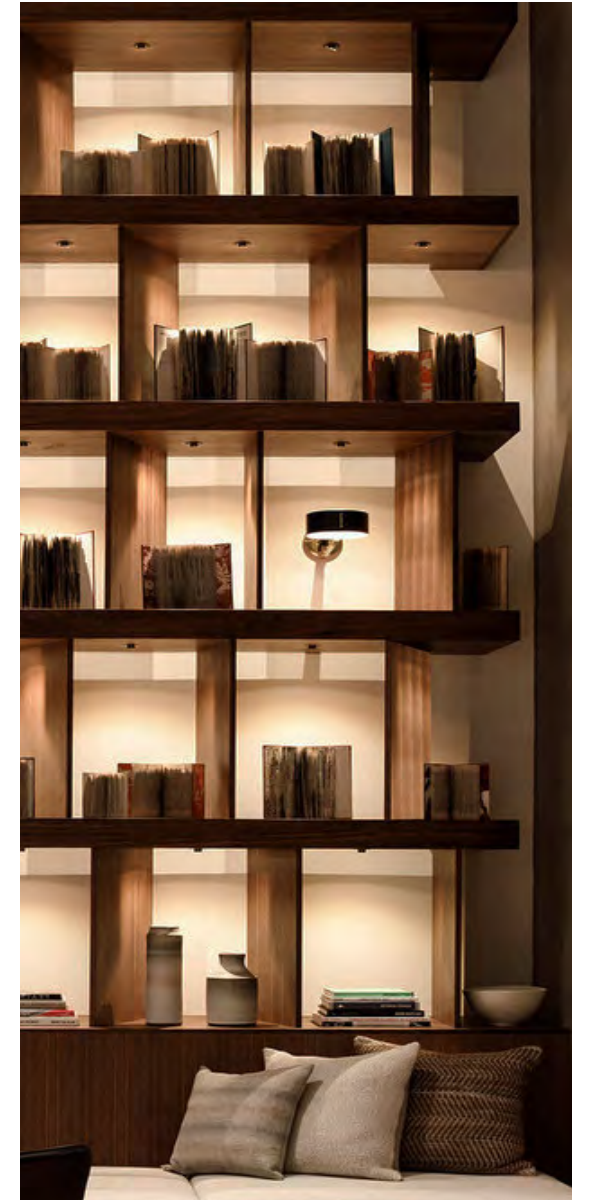
Grand
Bookcases



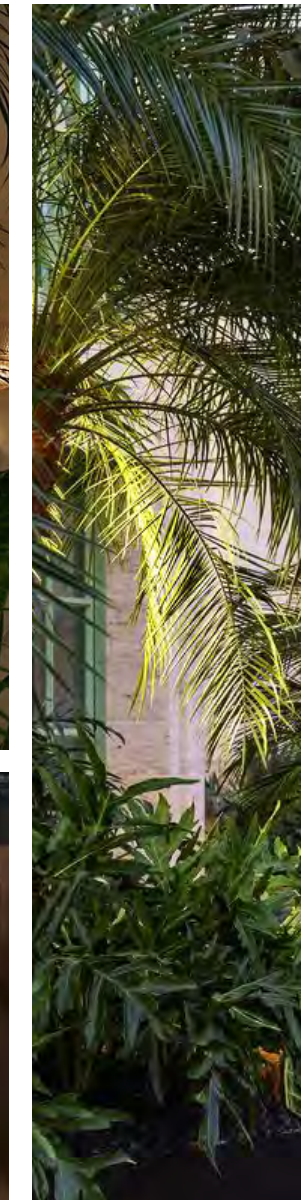
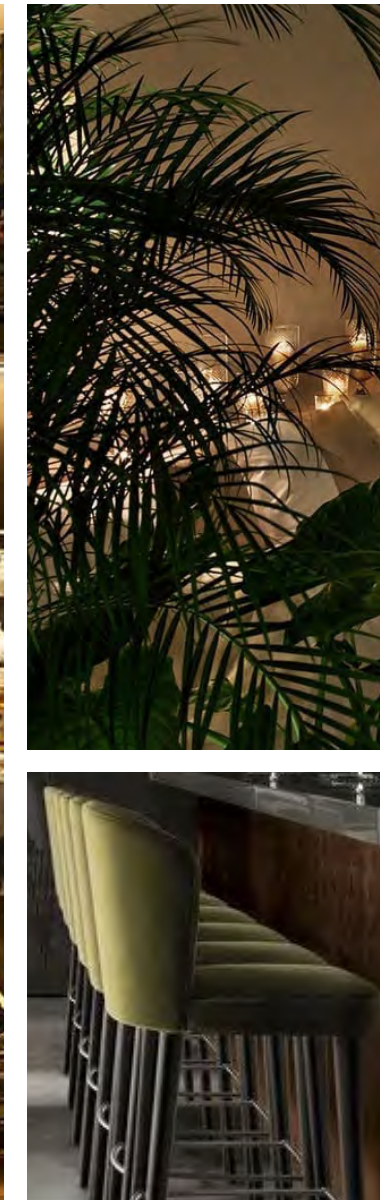
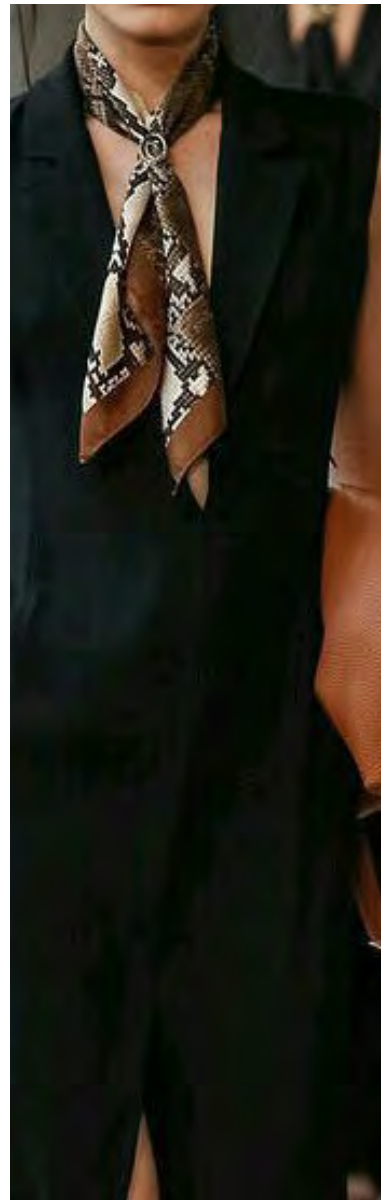
Refined
Furniture



Thoughtful
Lighting



the garden room bar

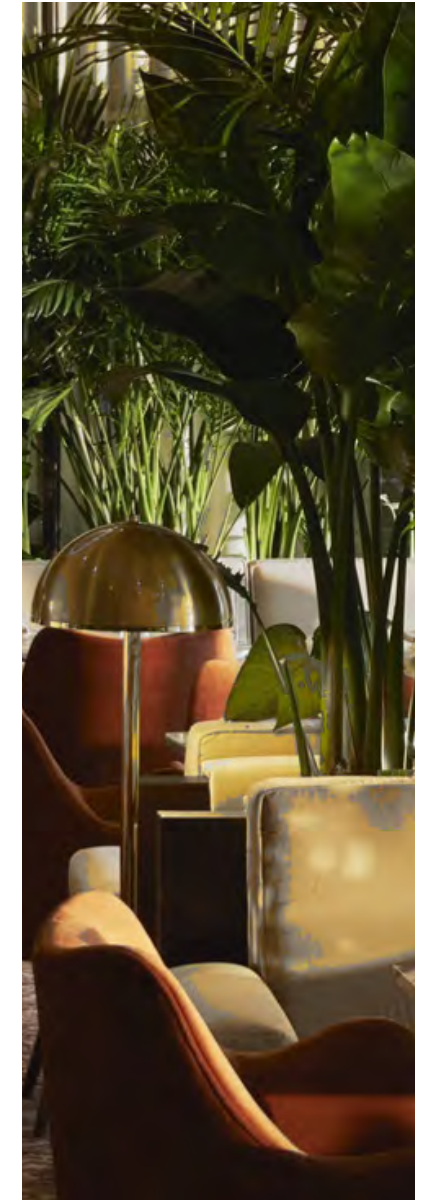
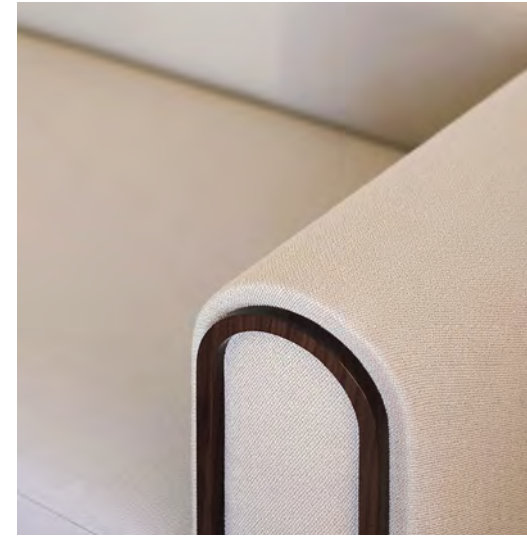
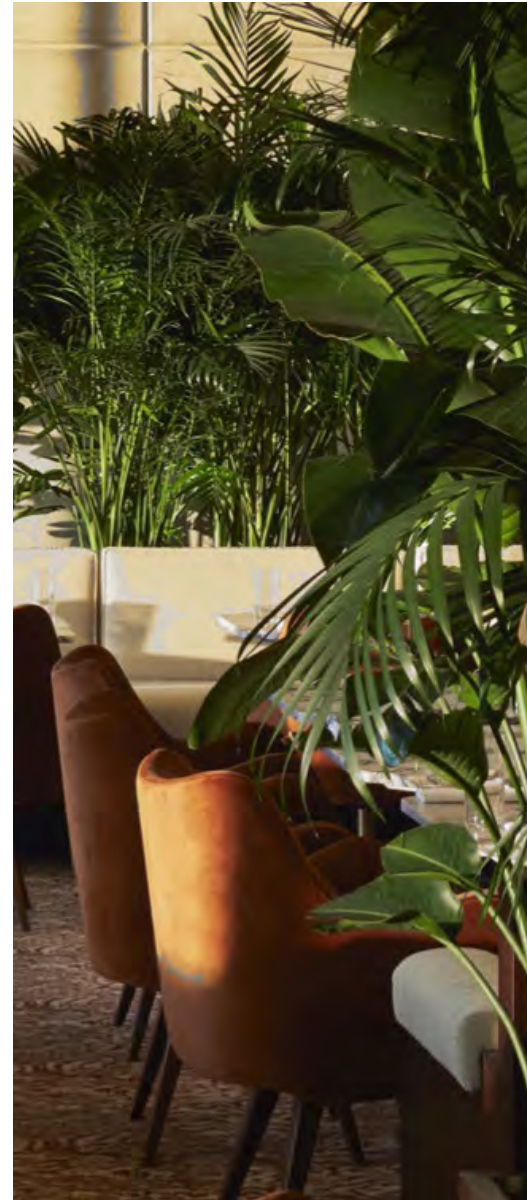
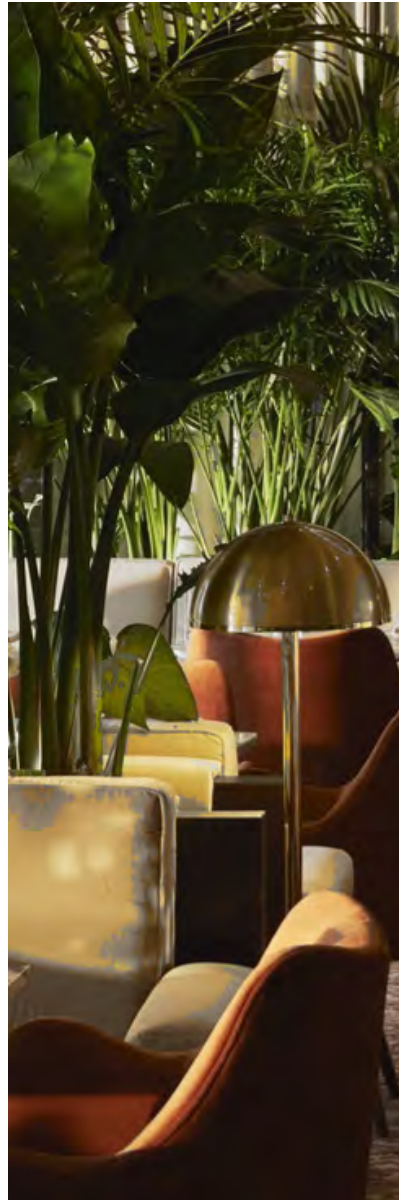


Enveloped
In Greenery

Timeless
Architecture

Dark Material
Accents

the garden room bar

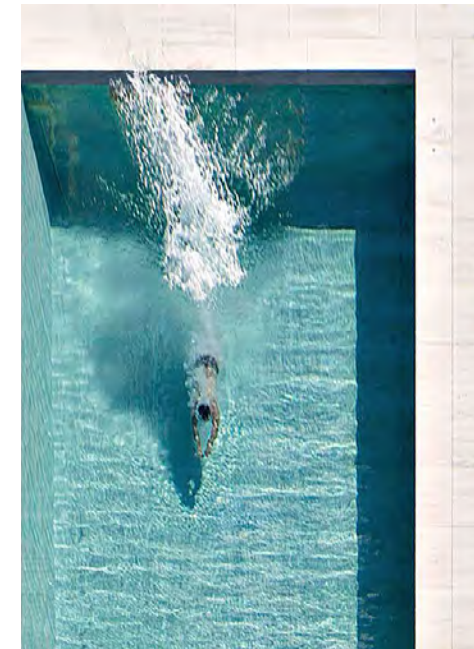
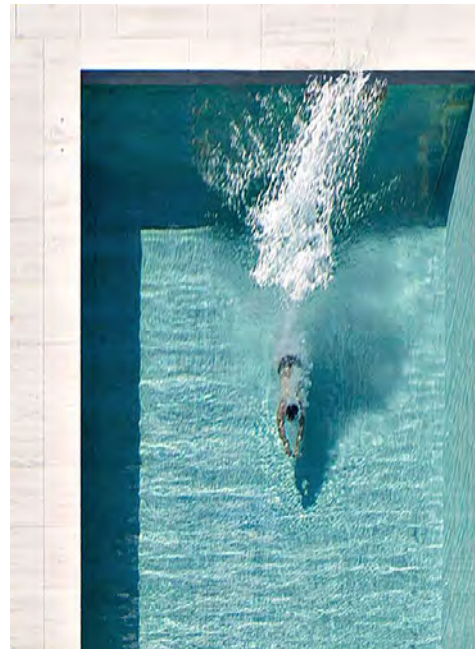
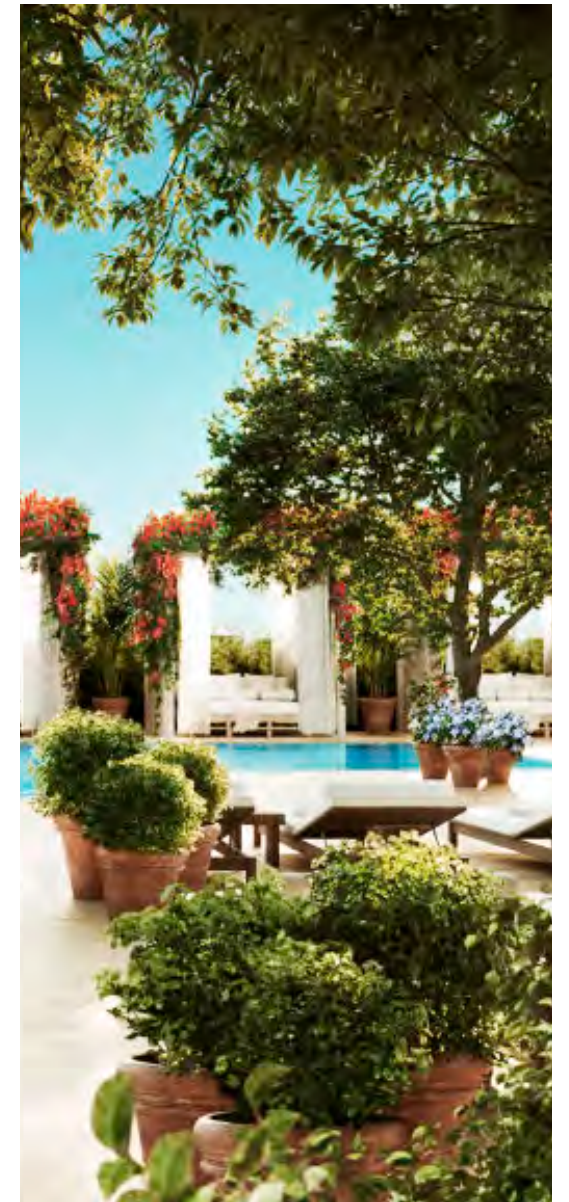


Warm
Atmosphere

Indoor
Outdoor

Sophisticated
Furniture

the pool garden



Intimate &
Familiar

Lush
Greenery

Vibrant

Contemporary
Furniture

Timeless
Atmosphere

the spa



Residential
Accents

Calm
Materiality

Warm
Lighting

the gym



Refined
Materials

Linear
Forms

Contemporary
Millwork

pinwheel



Garden
Inspired

Sense of
Discovery

Playful
Materials

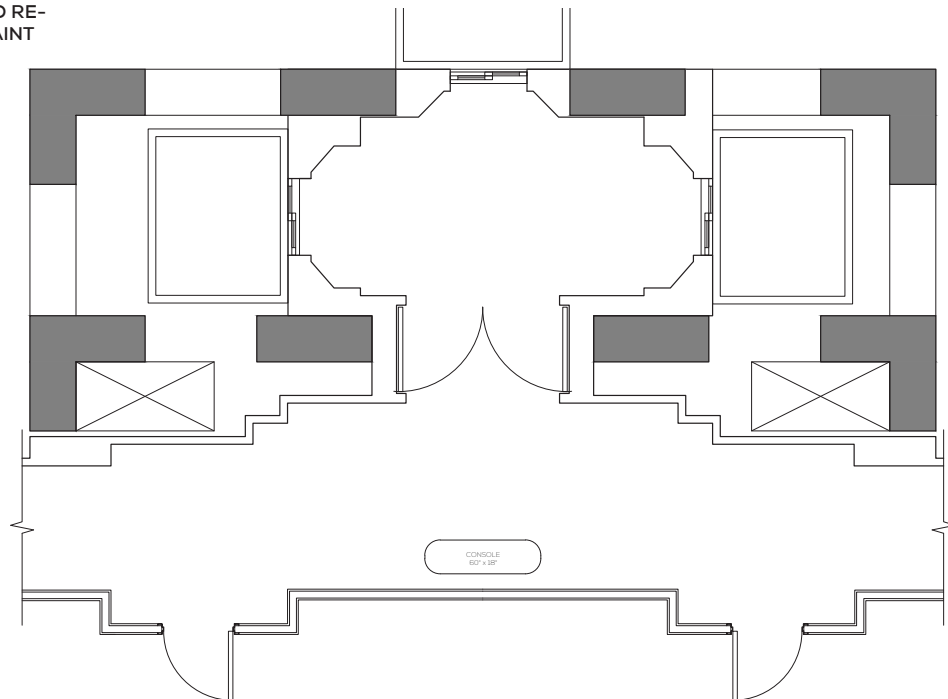
the guestrooms

** LIGHTING DESIGNER TO INVESTIGATE & STUDY EXISTING LIGHTING LEVEL, TEMPERATURE & DIMMING AS NEEDED.

ELEVATOR LOBBY



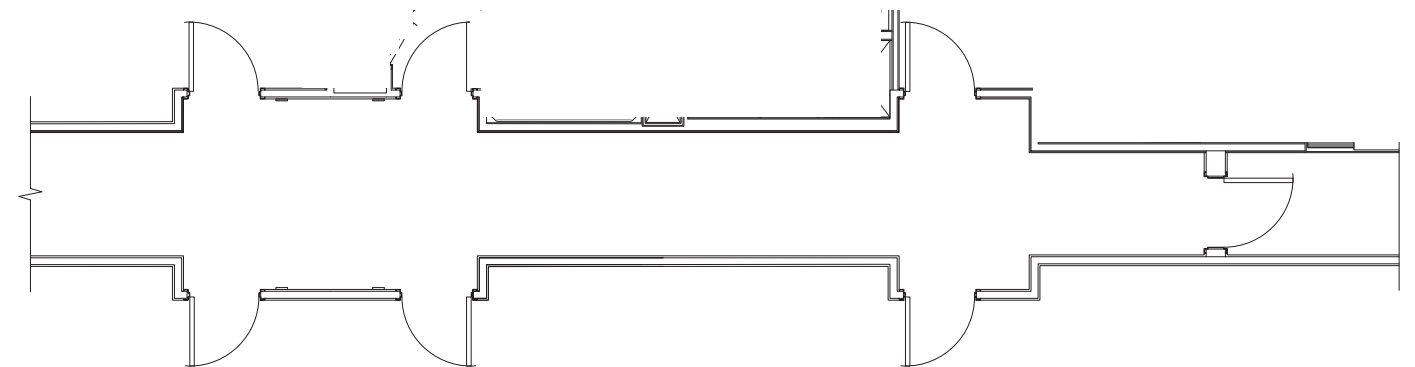
- NEW WALLCOVERING
- EXISTING CEILING TO REMAIN AND RECEIVE NEW PAINT
- EXISTING FLOOR TO REMAIN
- EXISTING ELEVATOR DOOR & FRAME TO RECEIVE NEW PAINT
- DIFFUSERS/SLOTS TO MATCH WALL FINISH
- EXISTING HARDWARE TO REMAIN
- EXISTING DOOR, TRIM, MOULDING AND BASEBOARD TO RECEIVE NEW PAINT

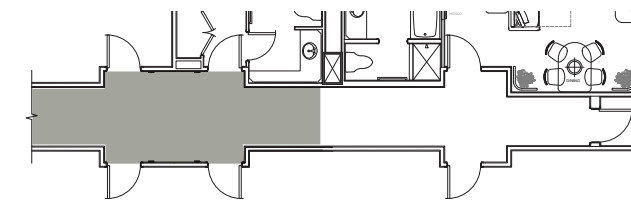


CORRIDOR

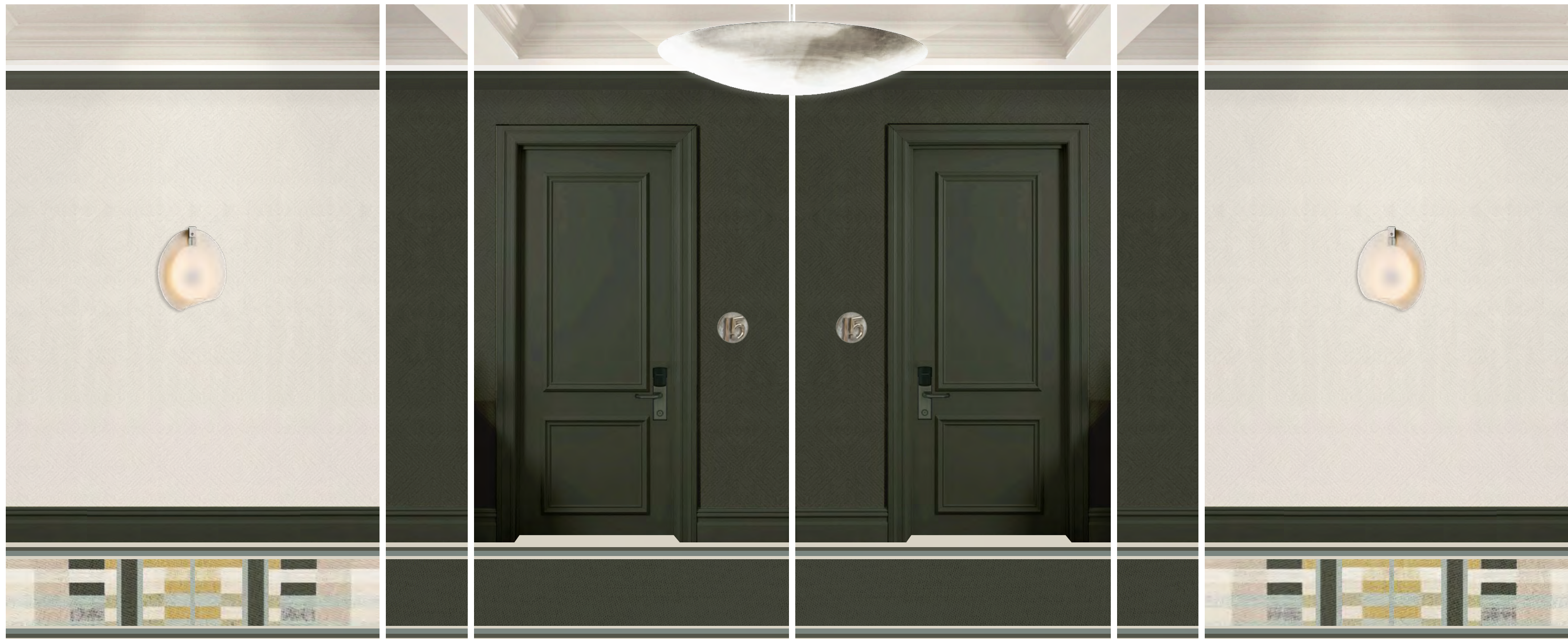


- EXISTING DOOR, TRIM, MOULDING AND BASEBOARD TO RECEIVE NEW PAINT
- EXISTING THRESHOLD TO REMAIN
- NEW WALL TO WALL CARPET
- REPLACE WALL SCONCE FIXTURE, EXISTING LOCATION REMAIN
- NEW WALLCOVERING
- EXISTING CEILING TO REMAIN AND RECEIVE NEW PAINT
- NEW SIGNAGE





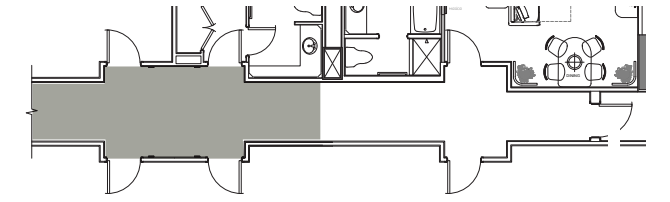
the corridor & entry



Residential
Character

Contrasting
Vestibules

Scarf Inspired
Patterns



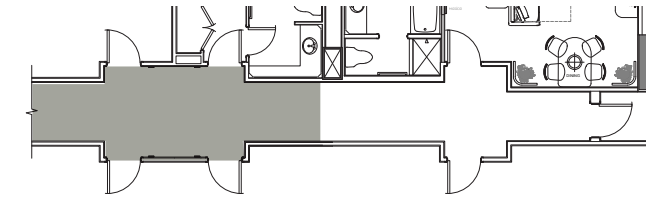
the corridor & entry



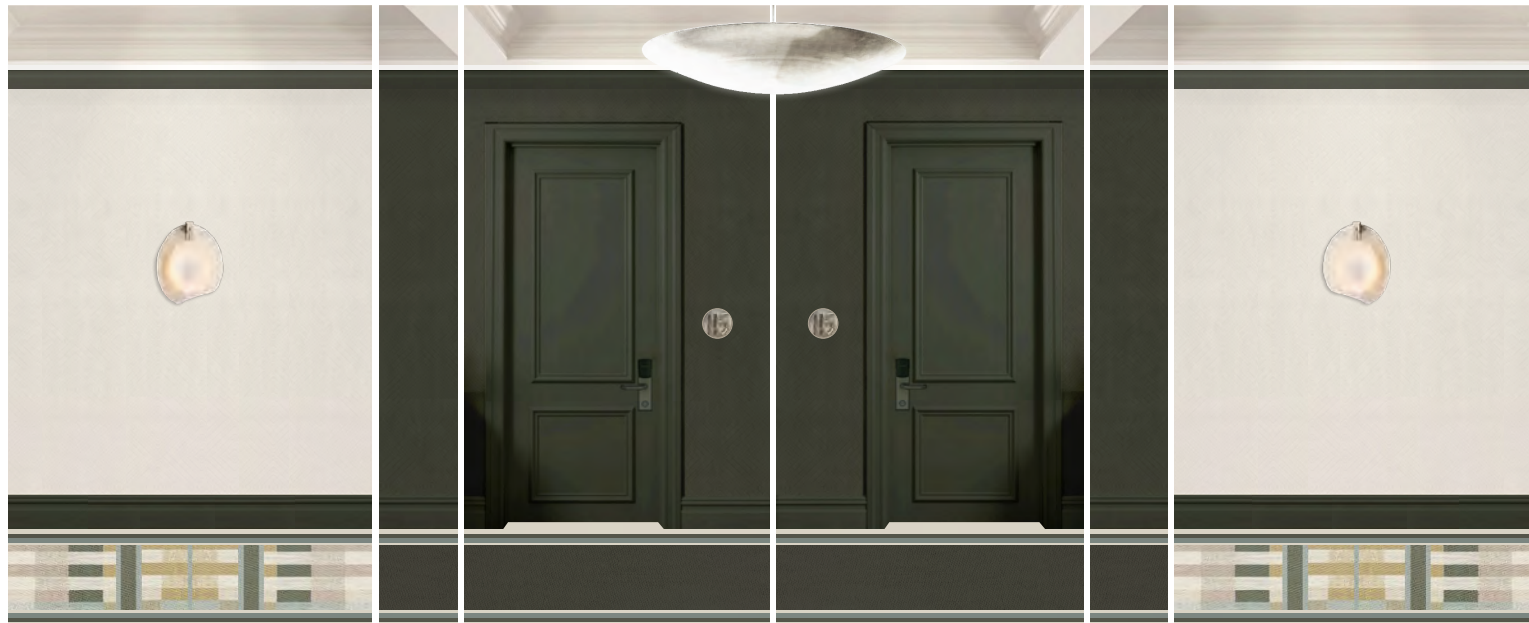
Residential
Character

Calm
Vestibules

Scarf Inspired
Patterns



option 1

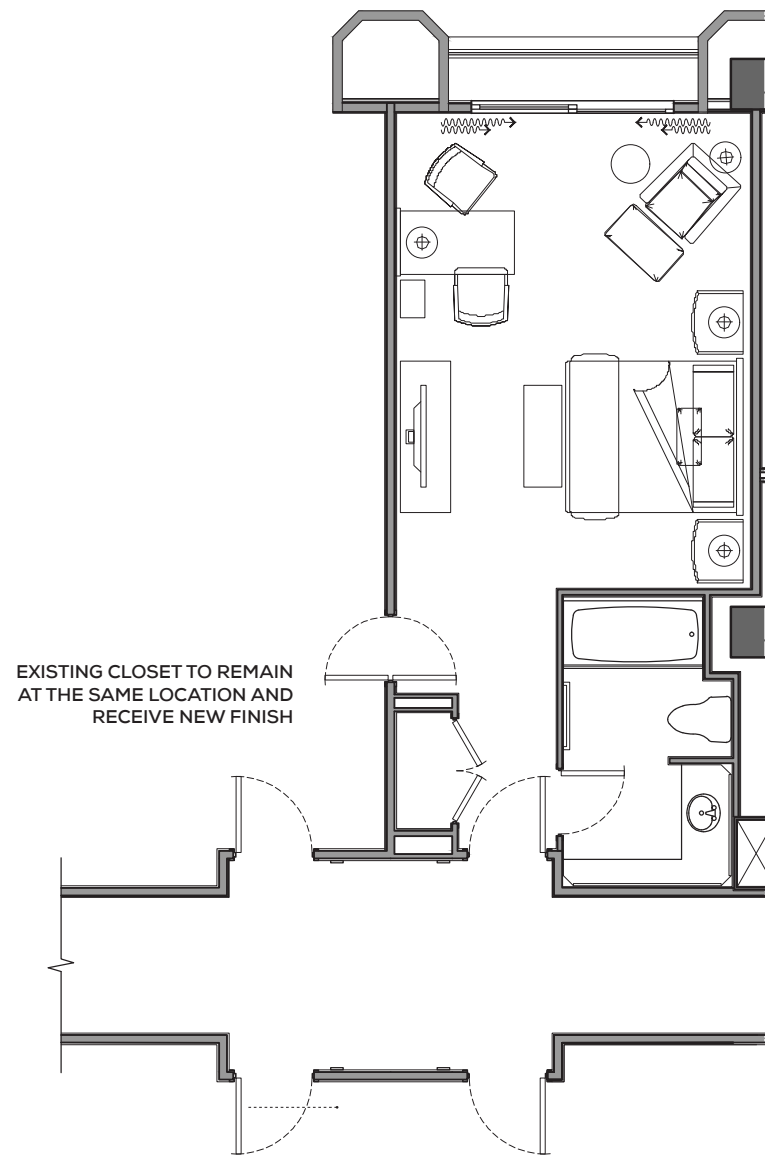


Dark Vestibule,
Light Corridor

option 2



Light Vestibule,
Dark Corridor



KING ROOM

** LIGHTING DESIGNER TO INVESTIGATE & STUDY EXISTING LIGHTING LEVEL, TEMPERATURE & DIMMING AS NEEDED.

EXISTING DEVICES LOCATION REMAIN, NEW FIXTURE IF BUDGET ALLOWS

SINK REMAIN; REPLACE NEW FAUCET

REPLACE WALL SCONCE FIXTURE, EXISTING LOCATION REMAIN

EXISTING FLOOR TO REMAIN

CEILING TO RECEIVE NEW PAINT

NEW WALL TILE AT THE SHOWER

REPLACE CEILING LIGHT FIXTURE, EXISTING LOCATION REMAIN



NEW CARPET WALL TO WALL

NEW DRAPERY & SHEER

NEW WALLCOVERING EXISTING CEILING, MOULDING AND BASEBOARD TO REMAIN AND RECEIVE NEW PAINT



NEW ARTWORK TO BE PROPOSED BY ART CONSULTANT. LOCATION TBD.

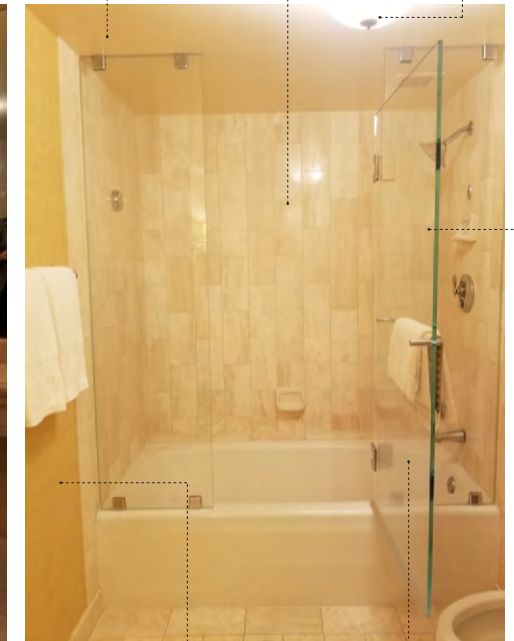
EXISTING DOOR, AND FRAME TO RECEIVE NEW PAINT. EXISTING HARDWARE TO REMAIN



EXISTING VANITY FRONT TO BE REFINISHED

EXISTING STONE VANITY TO REMAIN

EXISTING MIRROR TO REMAIN AND APPLY NEW FRAME ON TOP

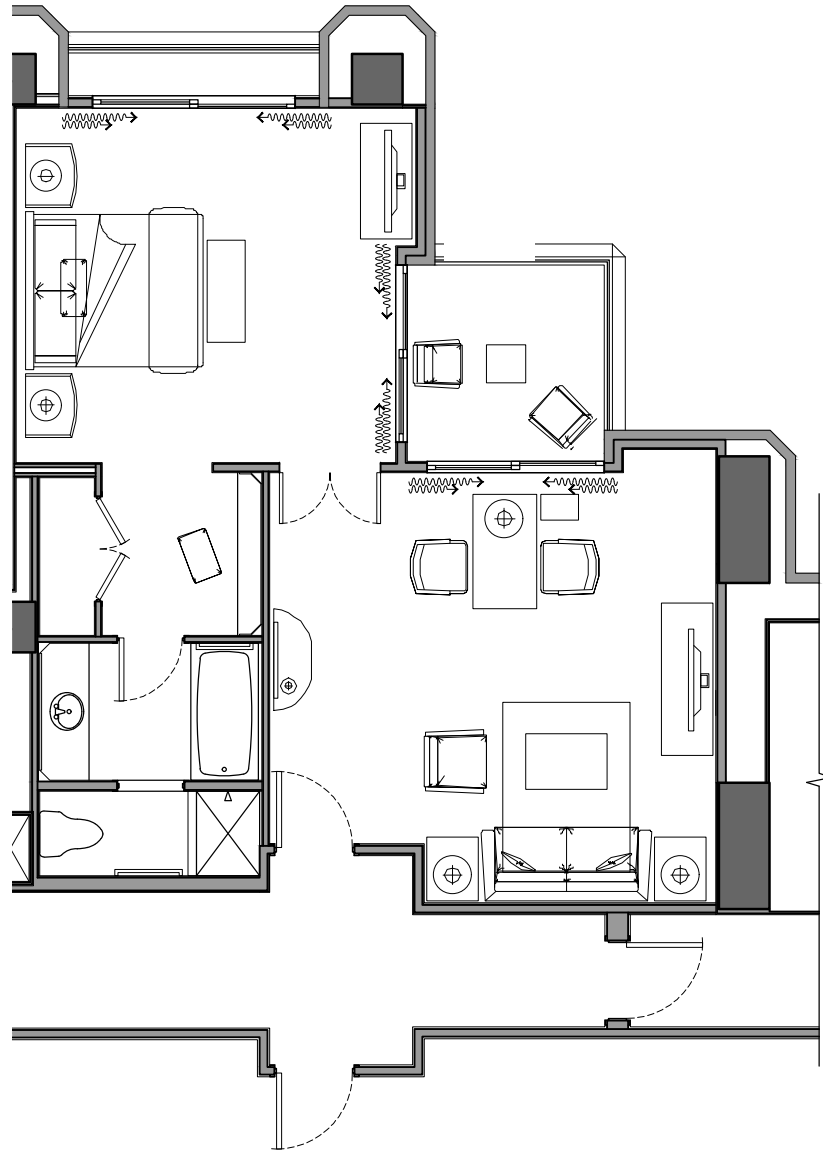


WALL TO RECEIVE NEW FINISH

EXISTING SHOWER AND TUB TO BE REMOVED AND REPLACED-NEW FINISHES AND FIXTURES

NEW SHOWER GLASS DOOR AND HARDWARE

THE JOURNEY | EXISTING SITE PHOTOS - ONE BEDROOM SUITE



** LIGHTING DESIGNER TO INVESTIGATE & STUDY EXISTING LIGHTING LEVEL, TEMPERATURE & DIMMING AS NEEDED.



NEW WALL TO WALL CARPET

NEW FF&E

NEW WALLCOVERING EXISTING CEILING, MOULDING AND BASEBOARD TO REMAIN AND RECEIVE NEW PAINT

NEW ARTWORK TO BE PROPOSED BY ART CONSULTANT. LOCATION TBD.



NEW WALL TO WALL CARPET

NEW WALLCOVERING

REMOVE EXISTING STONE COUNTER. REPLACE WITH NEW FFE

NEW FF&E MIRROR



REPLACE WALL SCONE FIXTURE, EXISTING LOCATION REMAIN

CEILING TO BE REFINISHED

EXISTING FLOOR TO REMAIN

NEW WALL TILE AT THE SHOWER & TUB

SHOWER PAN, TILE, FIXTURE & GLASS DOOR TO BE REPLACED

REPLACE CEILING LIGHT FIXTURE, EXISTING LOCATION REMAIN



EXISTING STONE VANITY TO REMAIN. VANITY FRONT TO BE REFINISHED. SINK REMAIN; REPLACE NEW FAUCET

EXISTING DOOR, AND FRAME TO RECEIVE NEW PAINT. EXISTING HARDWARE TO REMAIN

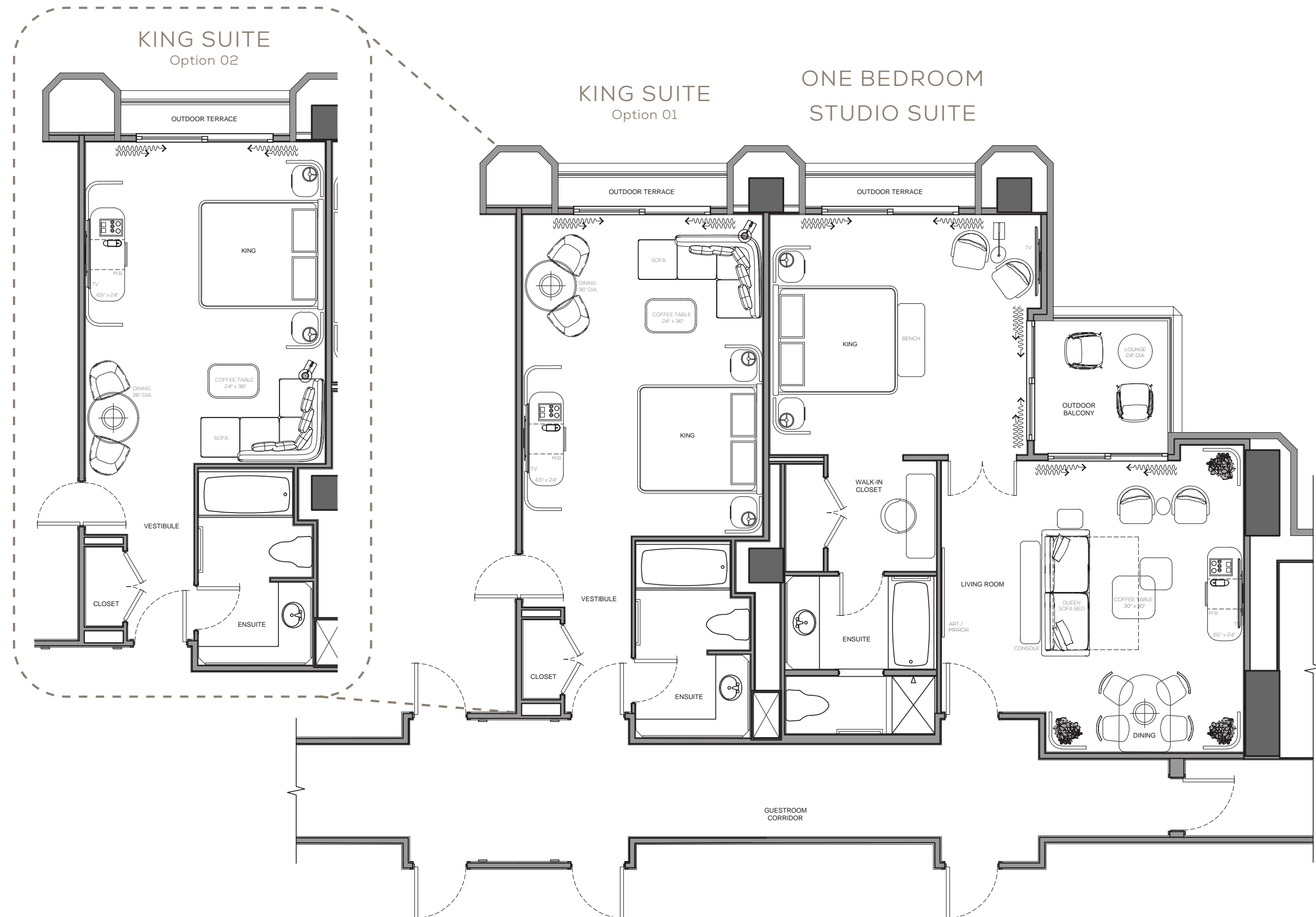
EXISTING TUB, FIXTURE & TILE REMAIN

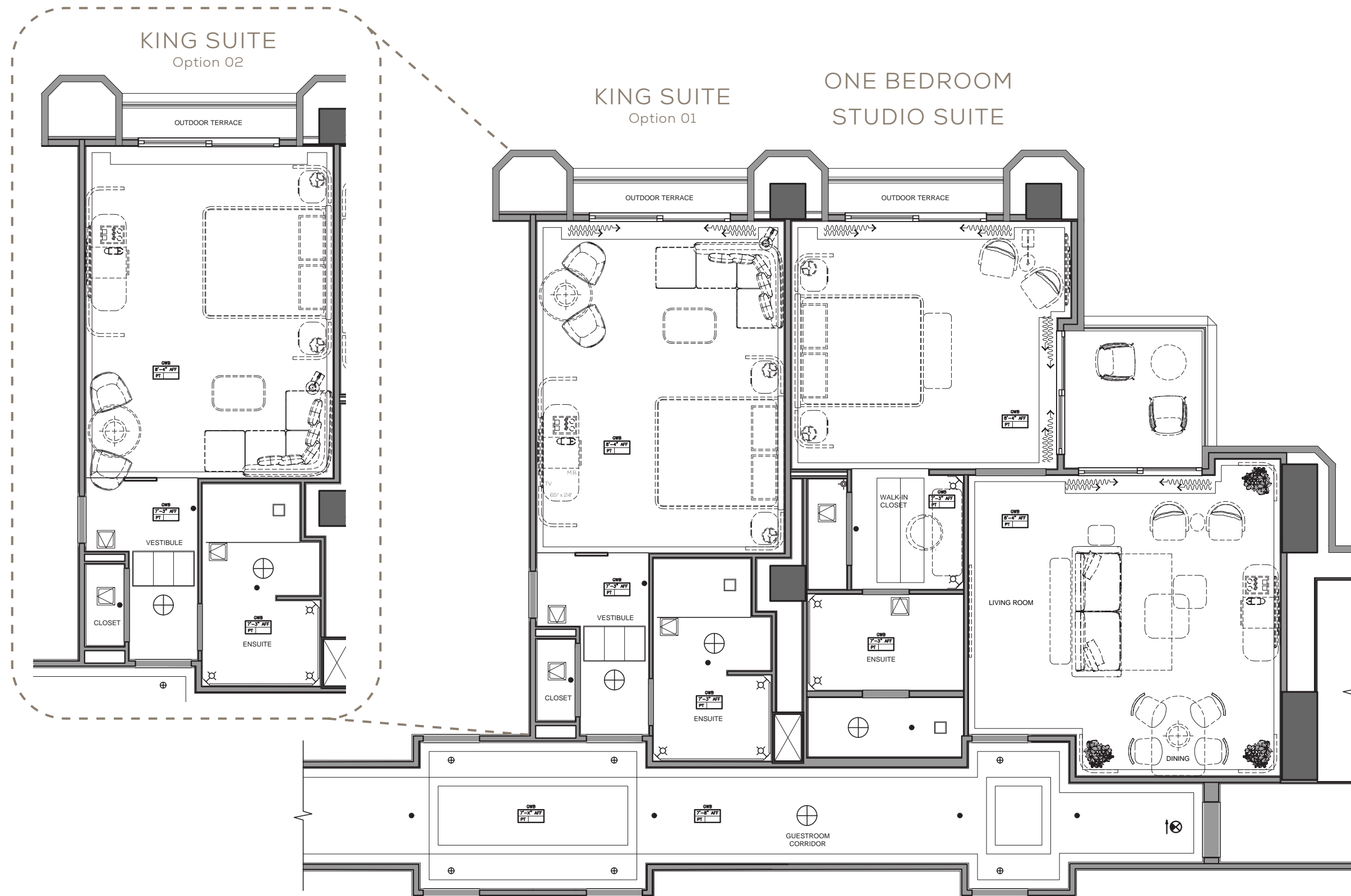
WALL & CEILING TO RECEIVE NEW PAINT



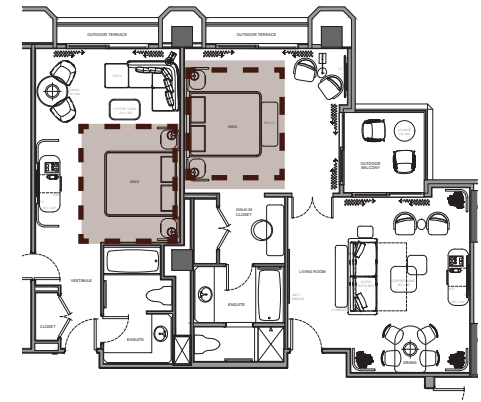
ONE BEDROOM SUITE







sleep

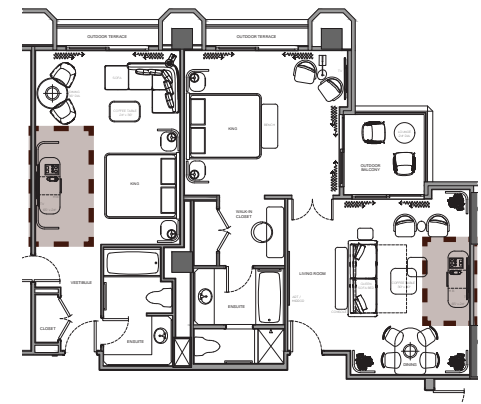


Grounded
Furniture

Residential
Sensibility

Neutral
Tones

entertainment

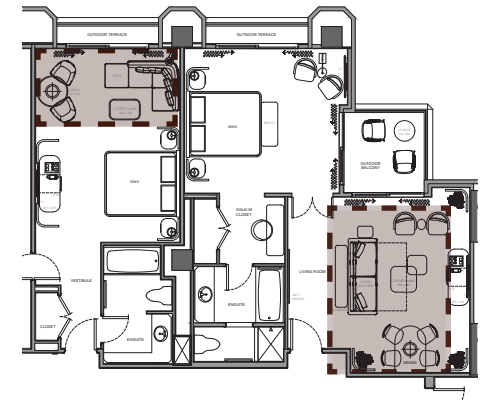


Textural
Patterns

Metal & Dark Wood
Accents

Classic
Forms

live, work, dine & lounge

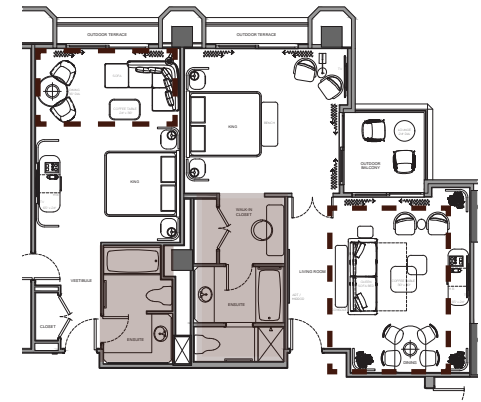


Layered
Accessories

Contemporary
Details

Scarf Inspired
Art

the ensuite



Sophisticated
Colours

Elegant
Accessories

Calm
Ambiance

presented by

STUDIO
MUNGE

thank you