

# ONEPARK TOWER BEACH RESIDENCES

CONCEPT PRESENTATION  
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APRIL 1., 2022



# CONTENTS

DESIGN NARRATIVE  
LOOK & FEEL  
AMENITIES ADJACENCIES

# *DESIGN NARRATIVE*



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

**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

# LOOK & FEEL

CONCEPT

*open spaces filled with airy light*



*ethereal color palette*

# CONCEPTUAL PALETTE

CONCEPT



ALIVE



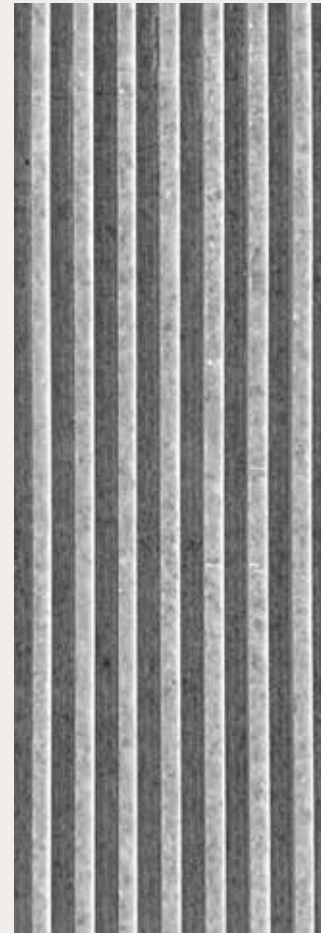
NATURAL



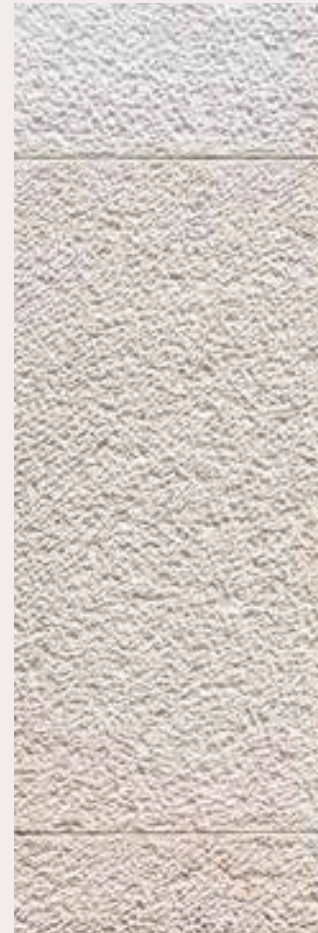
LIGHT



SOFT



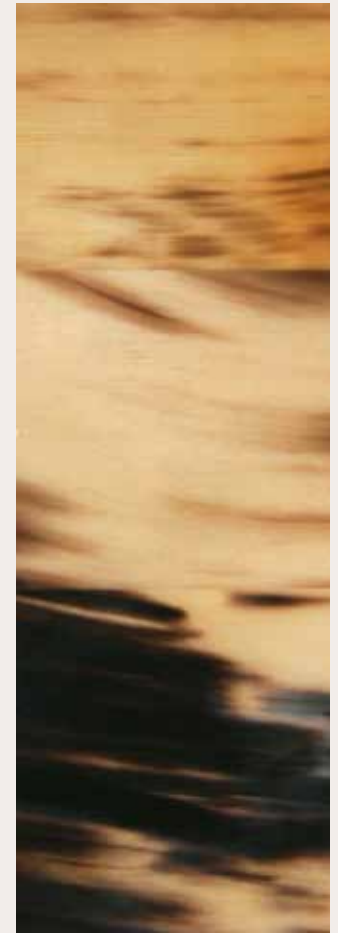
EARTHY



ORGANIC



TROPICAL



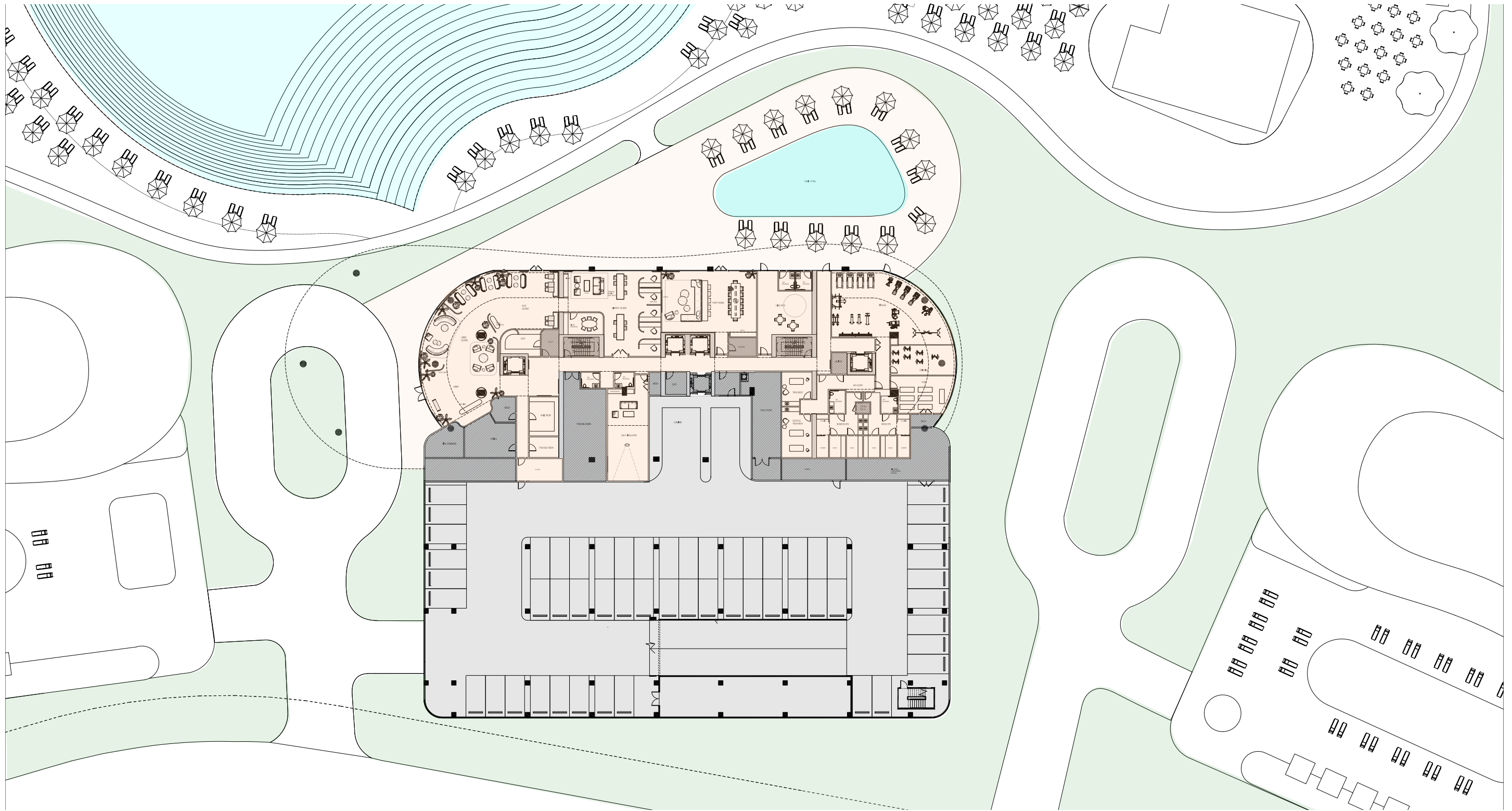
DUSK



# AMENITIES ADJACENCY STUDIES

# ADJACENCYSTUDIES - LOBBY

CONCEPT

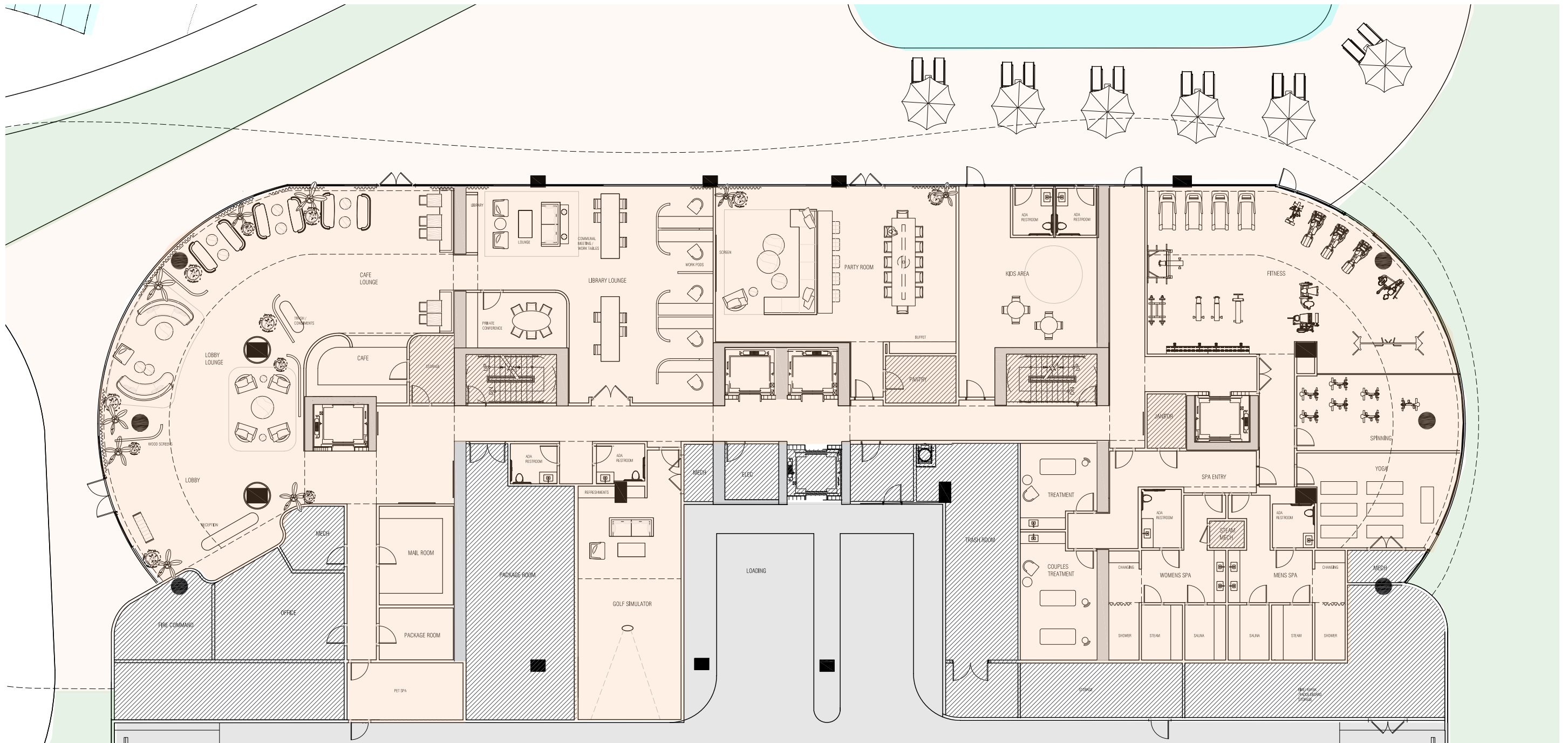


MD



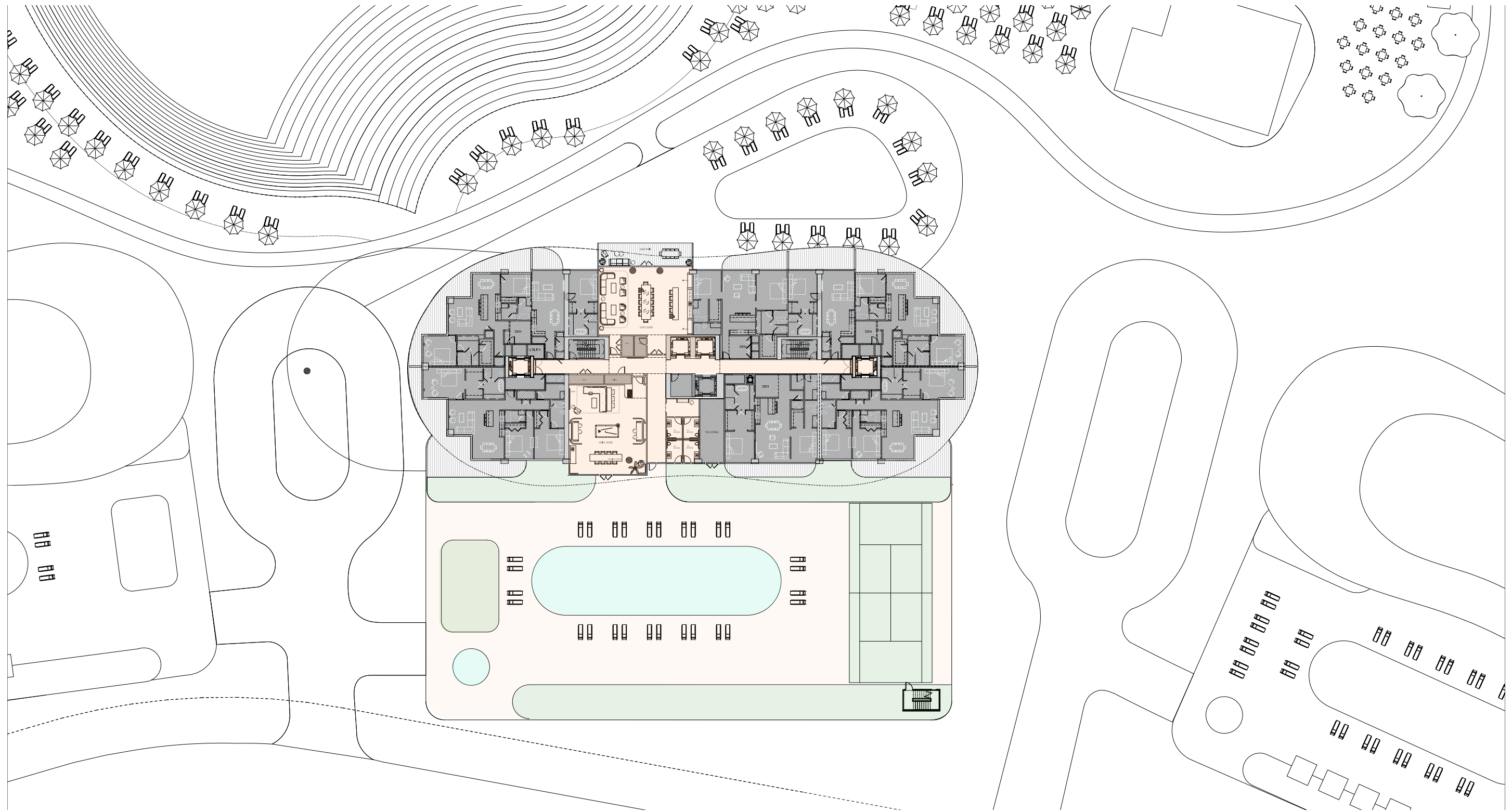
# ADJACENCY STUDIES - LOBBY

CONCEPT



# ADJACENCY STUDIES - AMENITIES

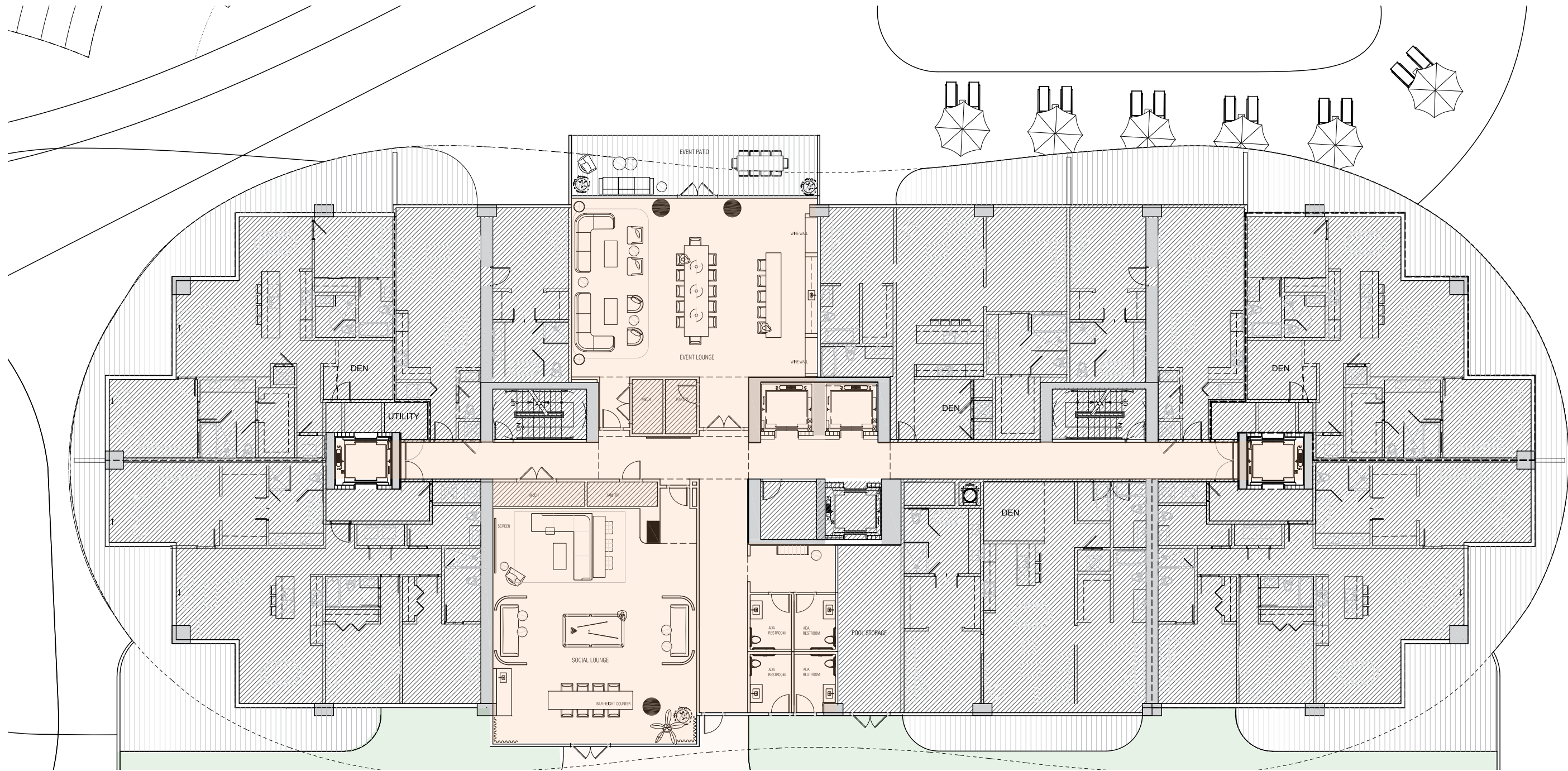
CONCEPT



MD

# ADJACENCY STUDIES - AMENITIES

CONCEPT

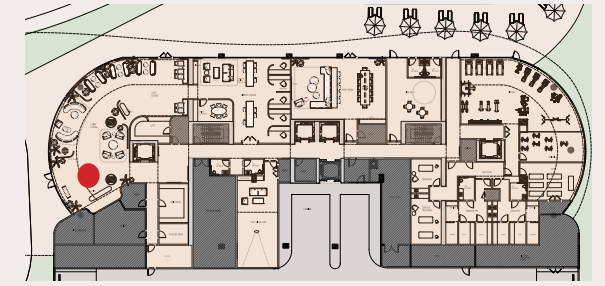




# CONCEPT IMAGERY

# ARRIVAL / LOBBY

CONCEPT



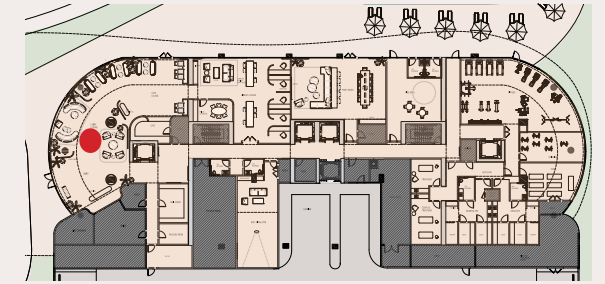
LAYERED TEXTURES

NEUTRAL TONES



# LOBBY LOUNGE

CONCEPT



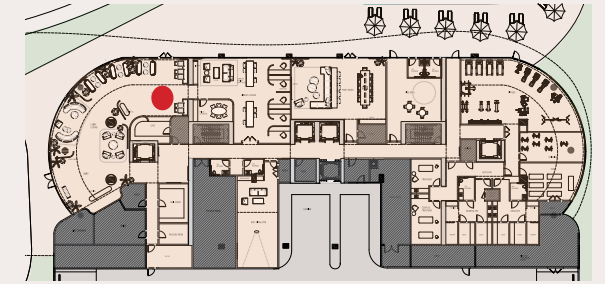
COZY CORNERS

FEEL GOOD TEXTILES



# CAFE LIBRARY LOUNGE

CONCEPT



*NATURAL, SIMPLE MATERIALITY*

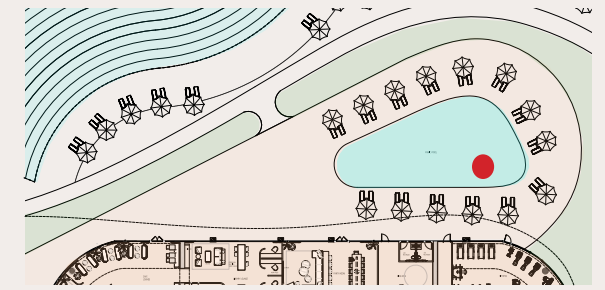


*ORGANIC ELEMENTS*

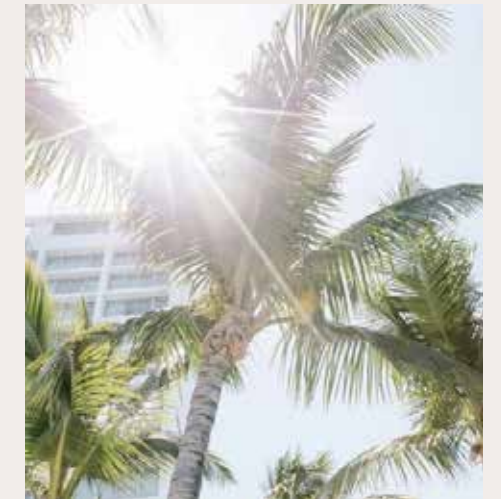
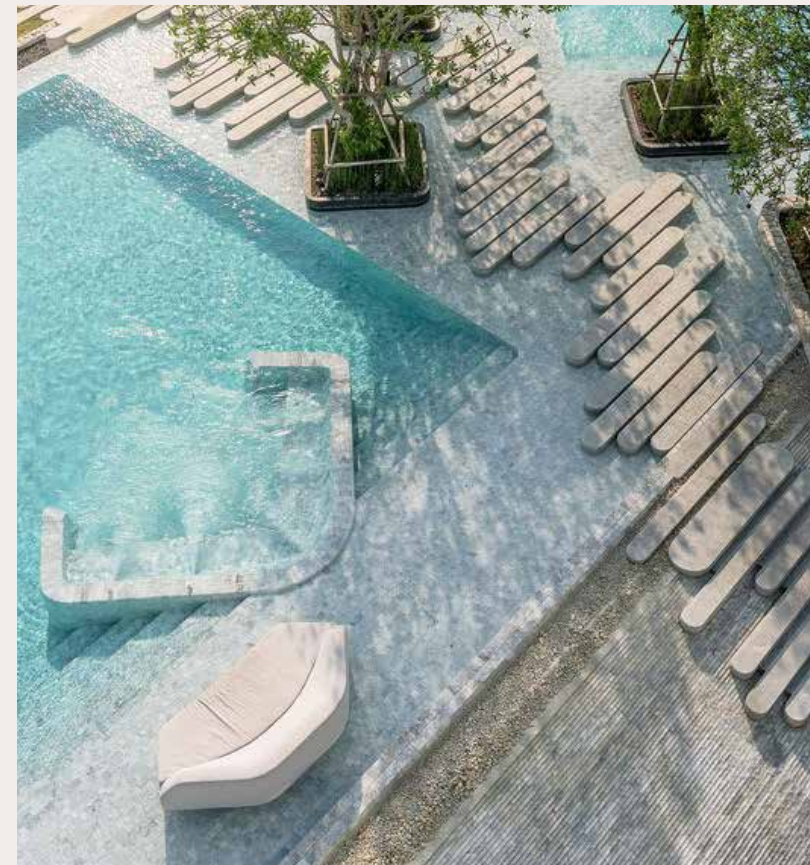
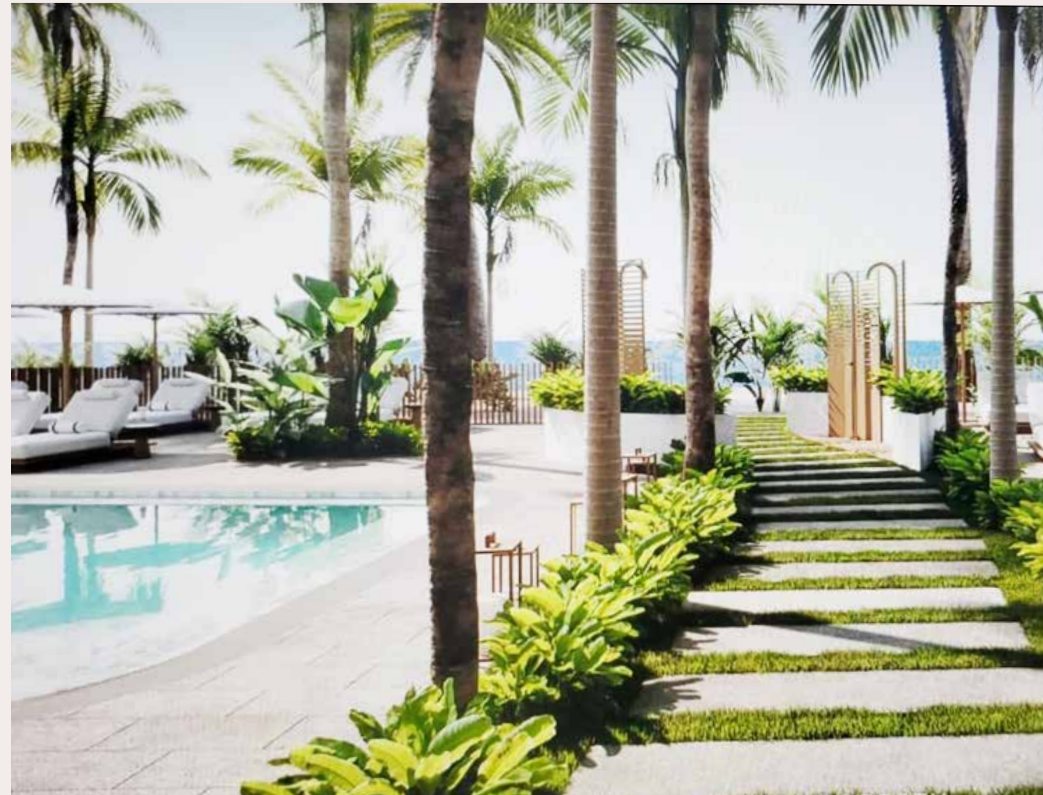


# POOL

CONCEPT



## PATTERNED ACCENTS

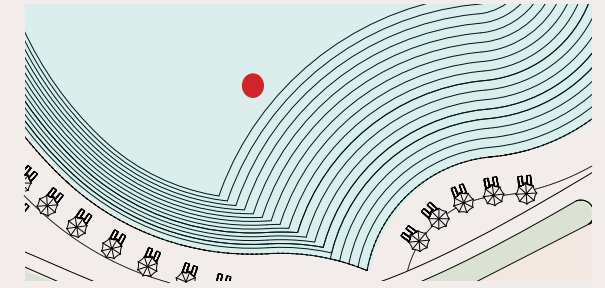


## TRANSITIONAL DETAILS



# LAGOON / BEACH

CONCEPT



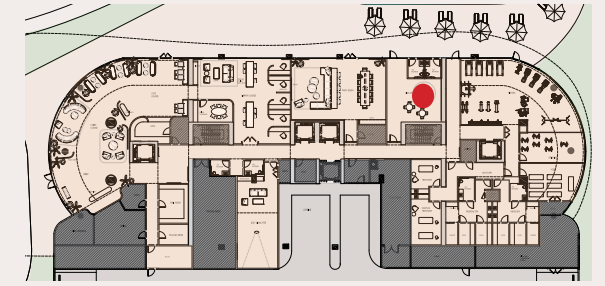
## RELAXATION



## ELEMENTS OF EASE

# KIDS AREA

CONCEPT



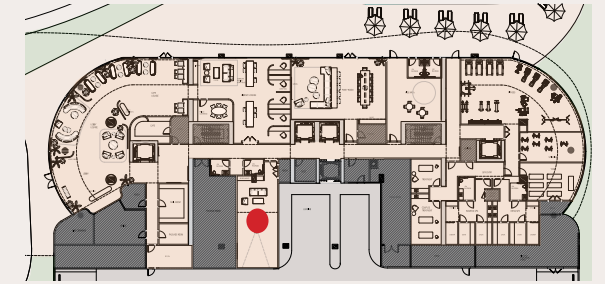
## IMAGINATIVE SPACE



PLAYFUL, BOLD GRAPHICS

# GOLF SIMULATOR

CONCEPT



*SIMPLE AND PRACTICAL*

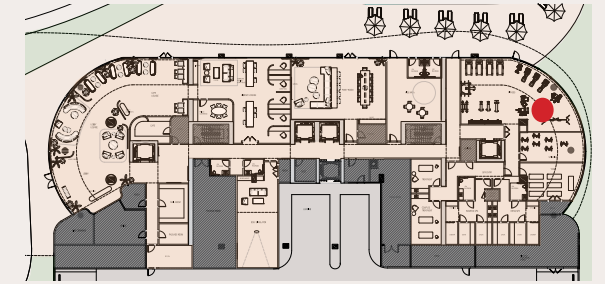


*BALANCED*



# FITNESS

CONCEPT



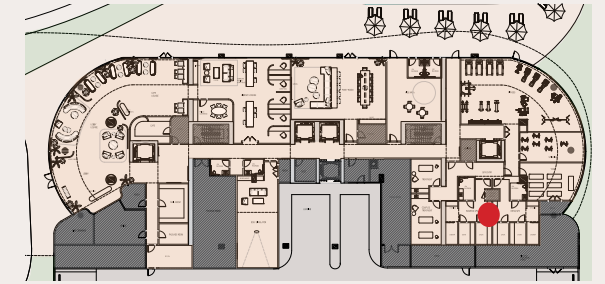
*SHARP, SOPHISTICATED*



*OPENESS*



MD



*SOFT AND SERENE*

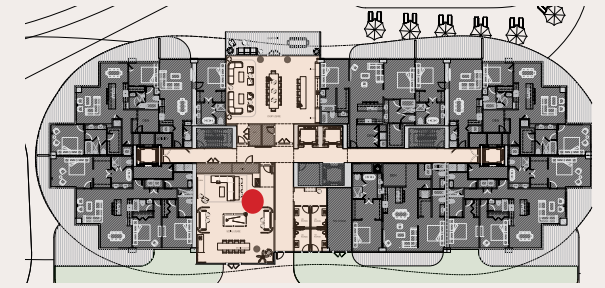


*LUXURIOUS FINISHES*



# *SOCIAL LOUNGE - 6TH LEVEL*

CONCEPT



*WELCOMING ATMOSPHERE*

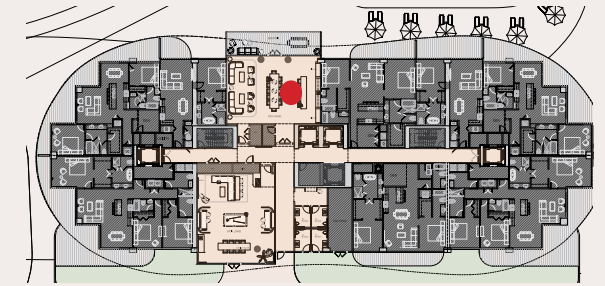


*CASUAL MEETING SETTING*



# EVENT LOUNGE - 6TH LEVEL

CONCEPT



ENTERTAINING



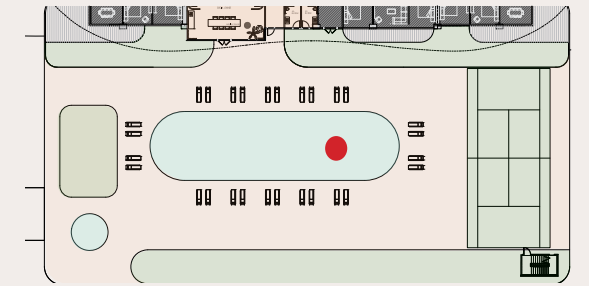
SOPHISTICATED



MD

# POOL DECK - 6TH LEVEL

CONCEPT



*BLISSFULNESS*



*SERENITY*





**THANK YOU**