

DESERTED

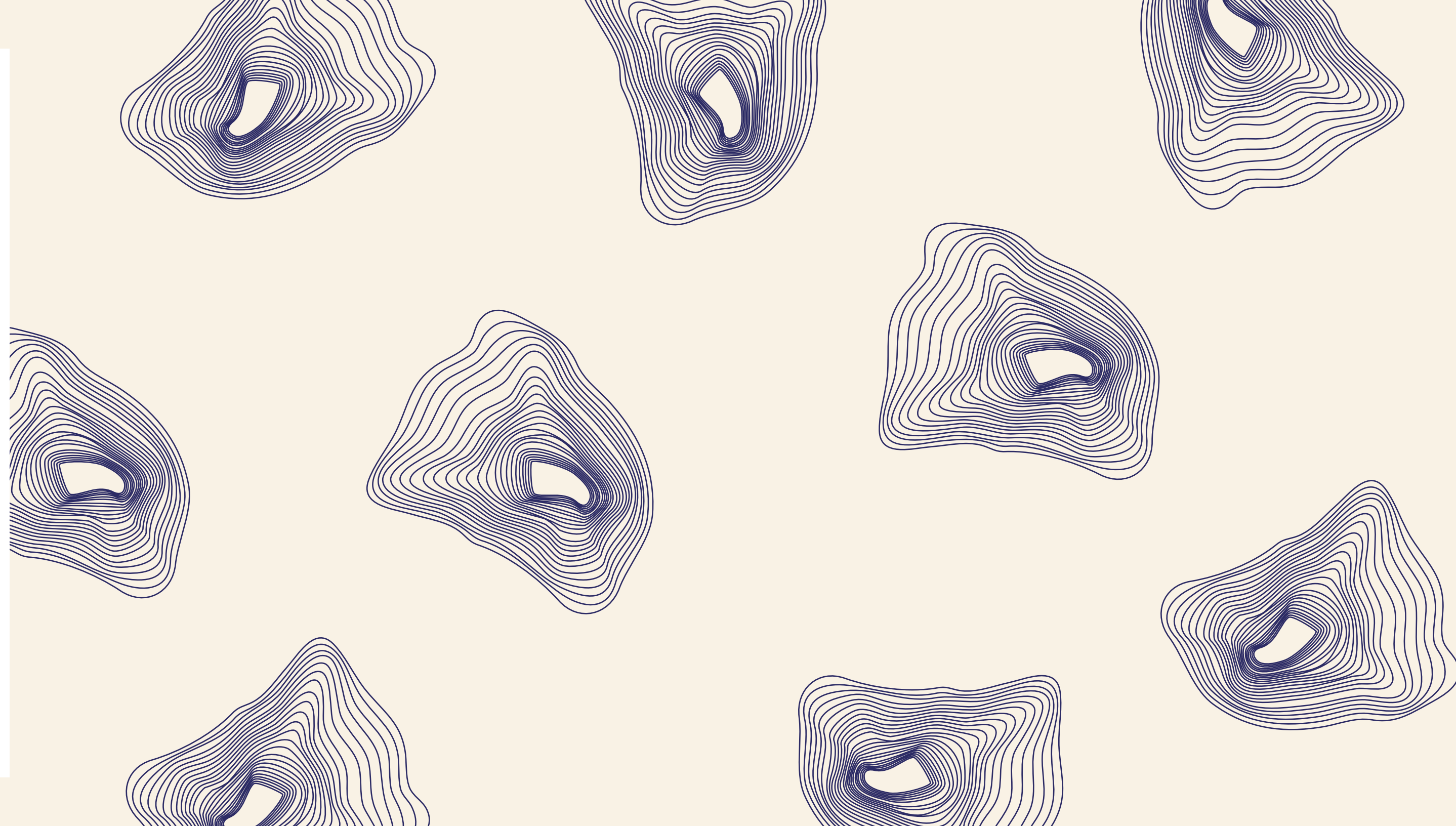
CONCEPT: THE YATCH AND NATURE

Deserted is a boutique hotel located on an inhabited island in Iran's desert, characterized by its emptiness of people. The hotel's unique offering is a peaceful and healing environment, allowing guests to rethink their lives, make important decisions, break harmful habits, or adopt healthier lifestyles.

The project's scope is to produce a series of production-oriented items for the boutique hotel, such as in-room product packaging, room keys, door knobs, in-room and restaurant menus, website layout, an introduction booklet, and a folder.

The concept behind the hotel is "restart," which was inspired by videos and articles on personal development and self love. Deserted provides a sanctuary for travelers to escape the chaos of urban life and focus on achieving their goals. If residents successfully reach their goal, the hotel offers celebrations and gifts.

The designs are crafted to create a calming and motivational atmosphere for the guests. The use of lines in the graphics represents the hills in deserts and the ups and downs of life. The room key knob humorously indicates the room condition with "currently surviving" or "welcome to wonderland," informing the cleaners whether or not to disturb the guest. The room key also features motivational quotes, and the notepads are intended to help residents plan their restarting journey.



1st Round of Concepts

Concept 1: The Deserted: Treehouse

The first concept would be a treehouse hotel. It would have a more nature and soothing vibe. I think everyone would have thought of living in a treehouse even for a day. The adventurous feeling of living in a treehouse. The treehouse would be in the middle of the forest where it would be safe. The appearance would be a treehouse that have to climb up, but it will also be water proof and strong enough to hold 10people. There would be 5 rooms of double beds, a kitchen, 3 washrooms as well as a restaurant and coffee shop at the island. There would be a page showing the treehouse and introducing how will it be inside. Then there will be good points of living in a treehouse, other one day trips to surrounding inhabited islands, activities that the hotel offers, what's special about the tree.

Concept 2: The Deserted: Glasshouse

The second concept will have a royal and luxurious feeling. The hotel would be made out of high class glass especially designed for the hotel where every wall would be made of that, and people can look out where-ever they are in the house. The glass can be transformed easily and turn not transparent where it can block the sun. So there is a open-ness and privacy as well. The service can be customised beforehand with any decoration and service they want. There can be festive, wedding or family based settings in the hotels or specific rooms. Activities can range for healing to adventurous, like spas, massage, yoga classes to diving etc. There would be all single rooms but rooms can be merged if wanted for a double bed. The building would be 5floors high all to one customer. In the pages, there would be an introduction, themes provided, customisation, activities provided, why choosing this

Concept 3: The Deserted: Glamping

The third theme would be glamping and the targeted groups would be a group of friends wanting to have a place by themselves. There would be big tents built beforehand, there are tents for 2,4,6 people. There would be a cooking place, a fire camp place. Equipments for water sports can be rented. There would be supermarkets so that they can cook or a restaurant and coffee shop when they don't feel like cooking. There would be a rope course as well and board games.

2nd Round of Concepts

Concept 1: Island Alone

The concept of The Deserted is to live in a inhabited island at a desert. Where people would be surrounded by beautiful environments created by the azure blue ocean and the white sands. The islands are perfect getaways for couples wanting a perfect background to their romance. Adventurous families may also find the palm frilled beaches of a desert isle full of mystery and excitement where you can venture to discover the mysteries of nature, or relax in the cool sea breeze while enjoying a picnic and building sand castles.

Concept 2: The Extremes

The Extremes provide a place where people can meet people, not virtually through dating apps.

There are many extremes or opposites in this world. The Extremes focus on different kinds of personality in this world based on the 16personality test. The inn will have a friendly atmosphere where people can meet different people. Travellers can find which personality suits them the most for friends, or lover. Travellers can choose to match with a specific personality to be roommates or to let the Inn decides for them. Travellers can fill in questionairs beforehand and the Inn will match them with people with more similarities or difference.

Concept 3: Restart

The aim of this hotel is to provide travellers a healing and a place to restart and change their lives.

Everyone at one point in their lives would want to restart their live, whether to fix bad habits, relationship or friendship. Restart is the best place for people to travel to a beautiful and quite place, enjoying the view, to change their habits and routine or to fix and rethink what they want to improve in their lives.

Logos



Refined Logos



Final Logo



Mind Maps

Deserted

- unoccupied / unused
- abandoned
- desolate
- forgotten
- vacant
- waste
- empty

7

reclaimed
recovered
rehabilitated

quit → resign, retire, step down, drop out (give up)

junked

→ (stop doing)

throwaway

- discontinue, end, halt, shut off

gave up

separated

distanced

rescued

② to start over

③ to come to an end

④ to leave a place to another

- bail, move, pack, flee, emigrate

for emigrants

≠ go, hang on, persist, restart, stay, begin, continue, maintain,

① quit bad habits

→ smoking, drinking, sleep cycle, eating unhealthy, toxic relationship
negativity

↳ helps rebuild a better life → routine

- opposite → rich/poor, tall/short, big/small, shiny/dull, b/w/colorful, tech/no tech, loud/quiet

- ends → high/low, nature/city, busy, n/a to do, old/young, dark/light, personality

- poles → north pole (crater (hot/cold))

- edges → tip, vertex, summit, top

- alternate ↓ bottom

- changes

- different → Extroverts/Introverts

- contrary

- maximum → minimum

- other side → coin → lucky draw

- person's extreme

- conditions → tired/energetic

- feelings → sad/happy, angry/calm

- position → high/low annoyed

- taste → sweet/sour/spicy/

- excessive

- exorbitant

- extravagant } going beyond a

- immoderate } normal limit

- inordinate } farthest limit

- Disorder → bipolar disorder

- farthestmost

- farthest

- outermost

- remotest → most distant from center → near & far

- ultimate → now ≠ before

- utmost

- excessive

- fancy

- insane

- overdue

- stiff

- steep → hills, climbing, mountains

- towering → dominant, endless

- unmerciful

- over the top

- minimal

① nature/city

↓
hightech ↓ no tech

② personality

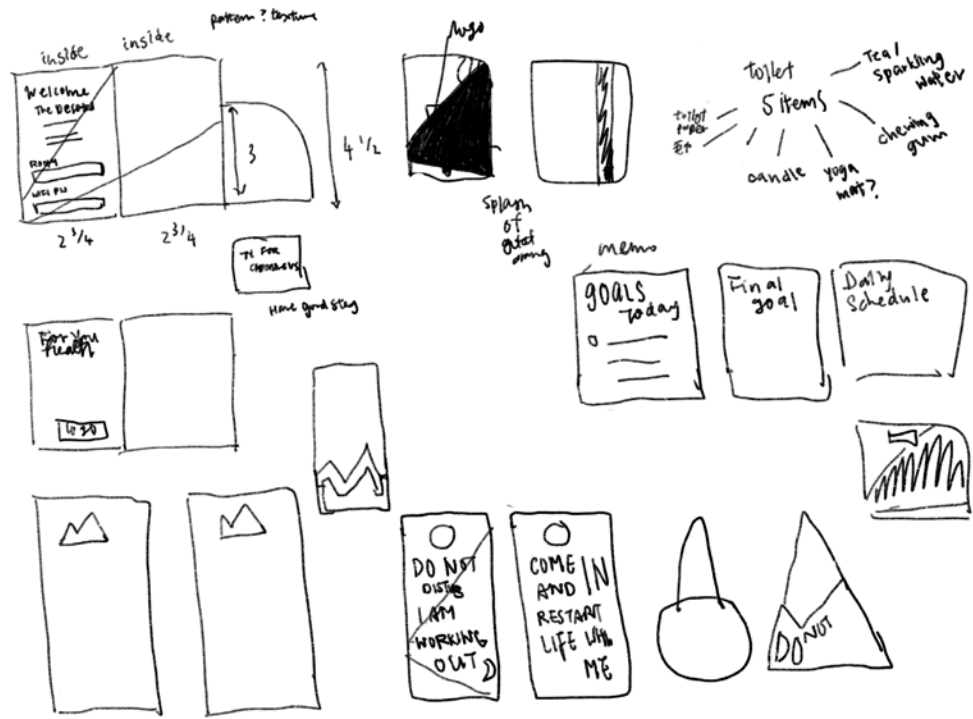
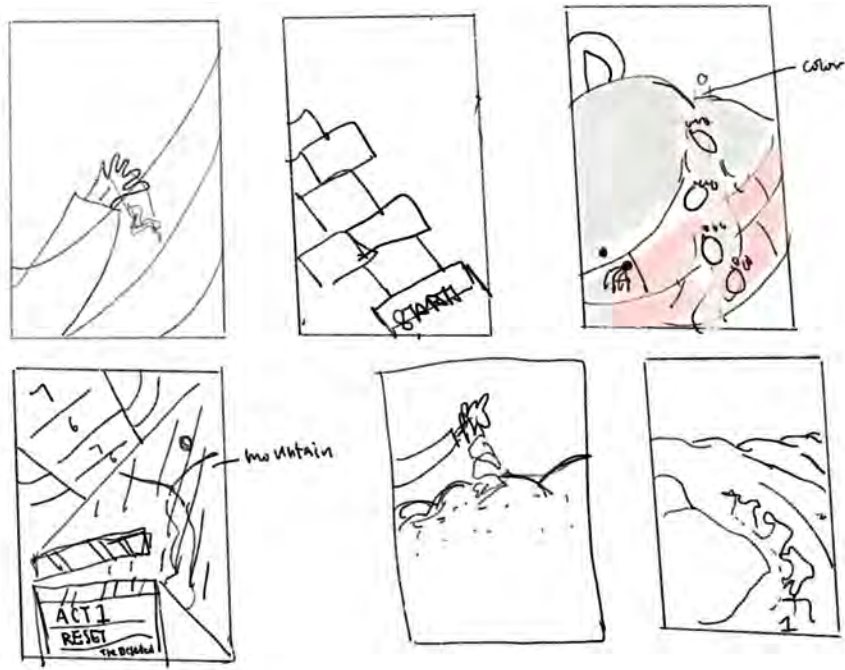
extroverts/introverts
loud ↓ noisy

↓
follow personality
to separate into
buildings/rooms

Phrase

Go to extremes

'we may go to extremes to find peace and quiet



Room Service

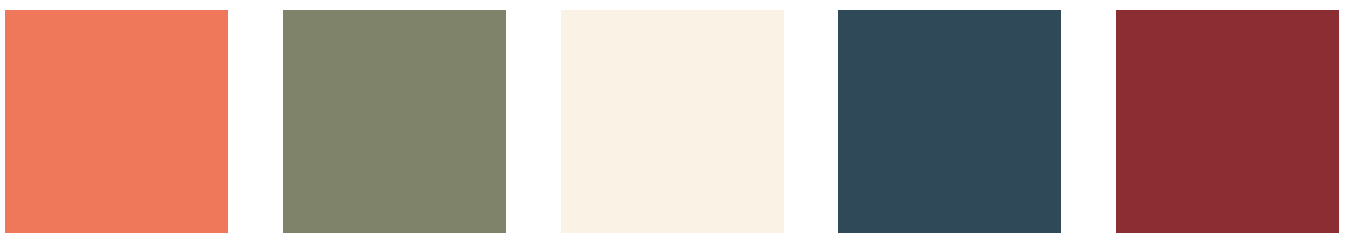
- Organic Food
- Vegan
- Vegetarian
- Whole Foods
- All day breakfast
- Breakfast
- Lunch
- Dinner
- Low Sugar
- Drinks
 - sparkling water
 - tea
 - coffee
 - milkshake
 - de-toxic
 - juice

Cafe

- Coffee, Tea
- low fat low sugar desserts
- 72% "ice cream"
- sandwich



Type and Color Specs



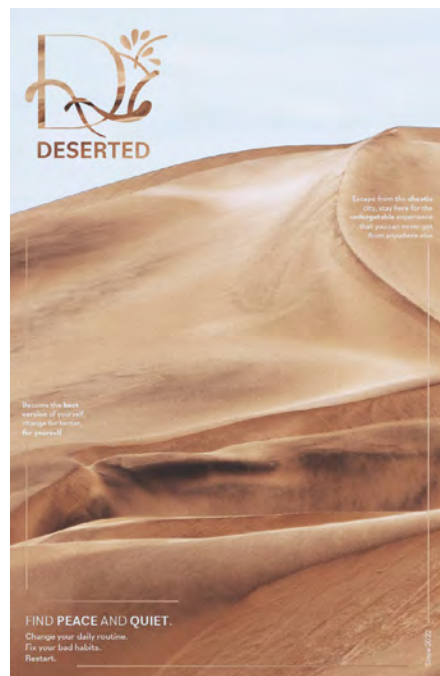
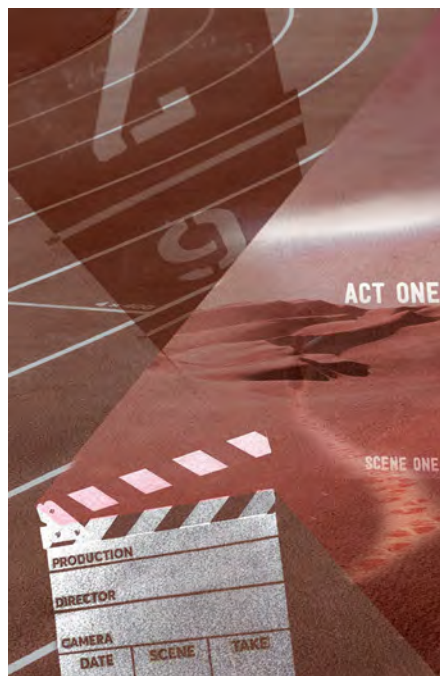
Deserted

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3 Covers



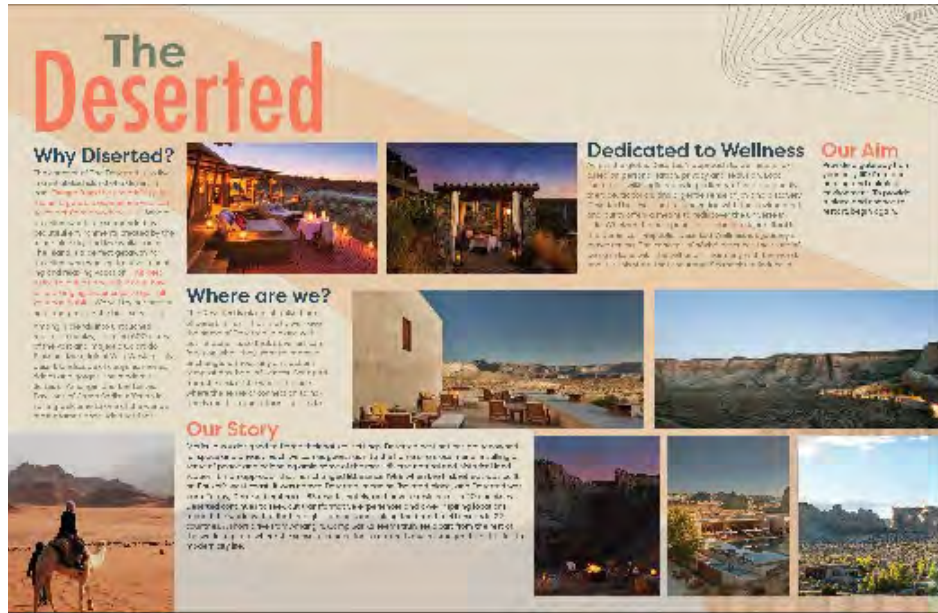
Final Cover



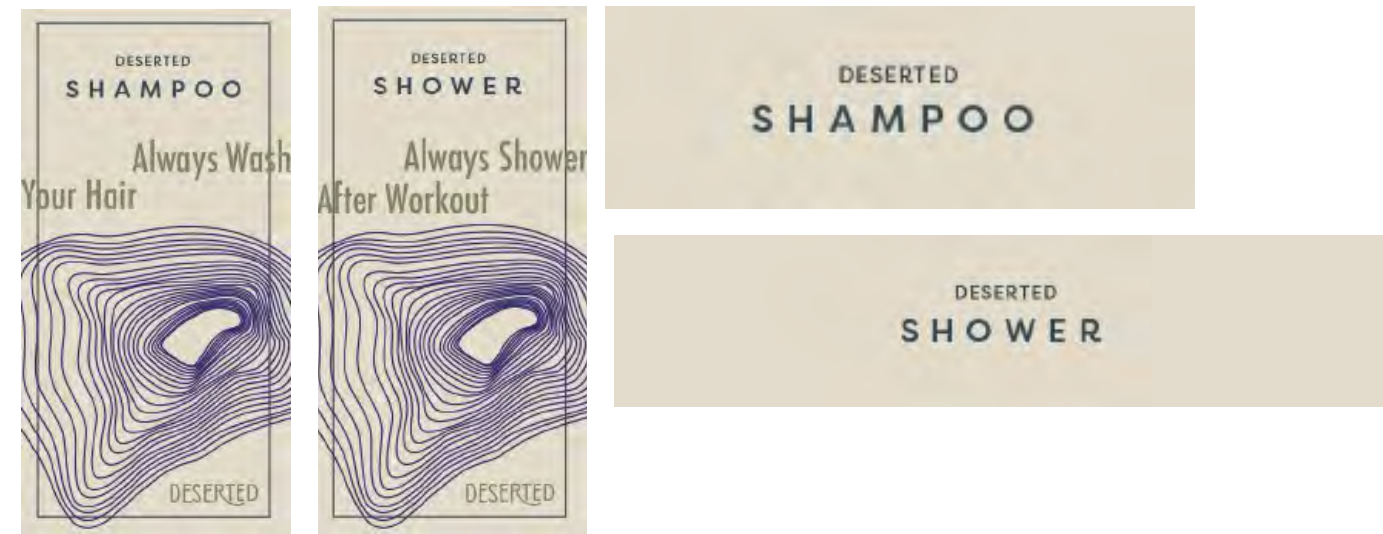
Version 1



Version 2



In-room products packaging



Shampoo, Shower ver1



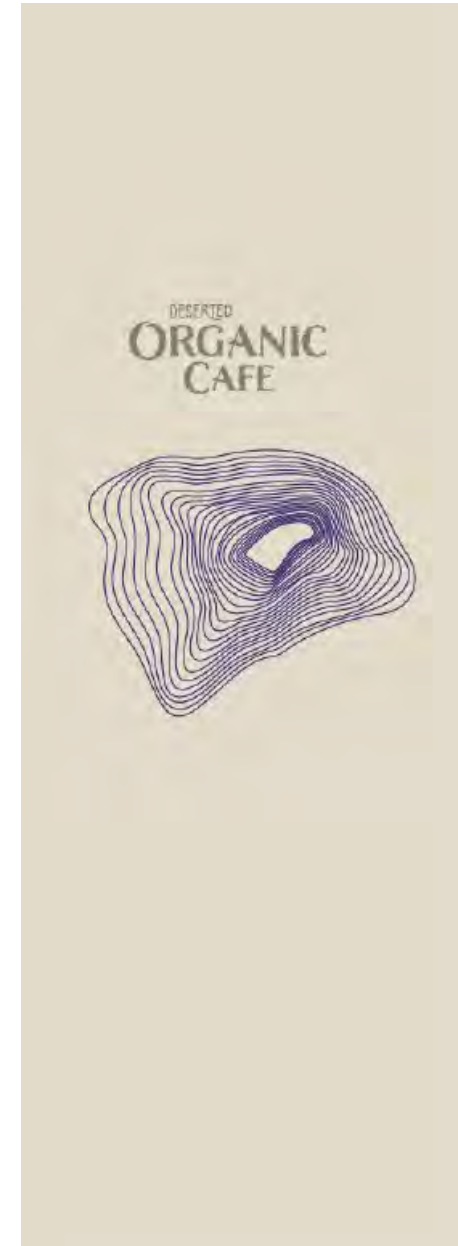
Shampoo, Shower ver2



Soap



Bath Bomb and Candle



Organic Cafe Menu

