DESERTED

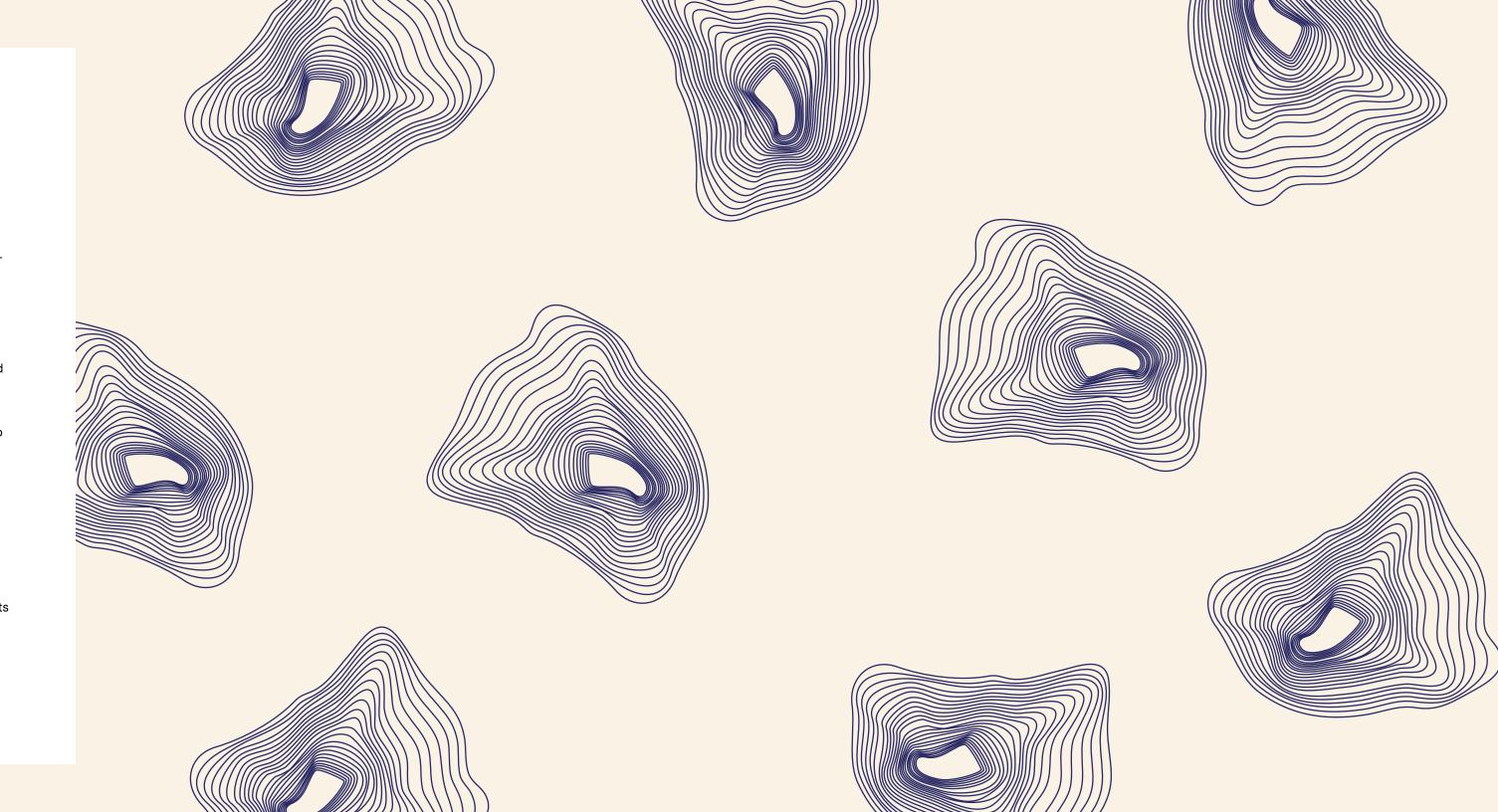
CONCEPT: THE YATCH AND NATURE

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 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 think everyone would have thought of living in a 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 aames.

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

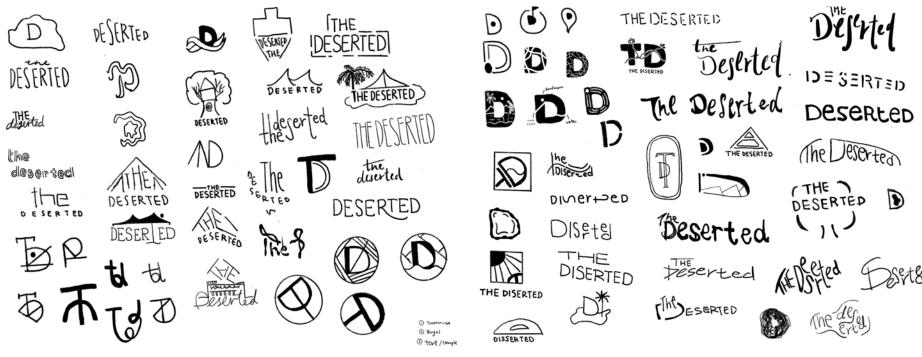
There are many extremes or opposites in this world. The Extremes focus on different kinds of personality in this world based on the 16personality test. The inn will have a friendly atmosphere where people can meet different people. Travellers can find which personality suits them the most for friends,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



*Deserted

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THE DESERTETED

Deserted

Deserted

SESEMTED THE







Final Logo



Mind Maps

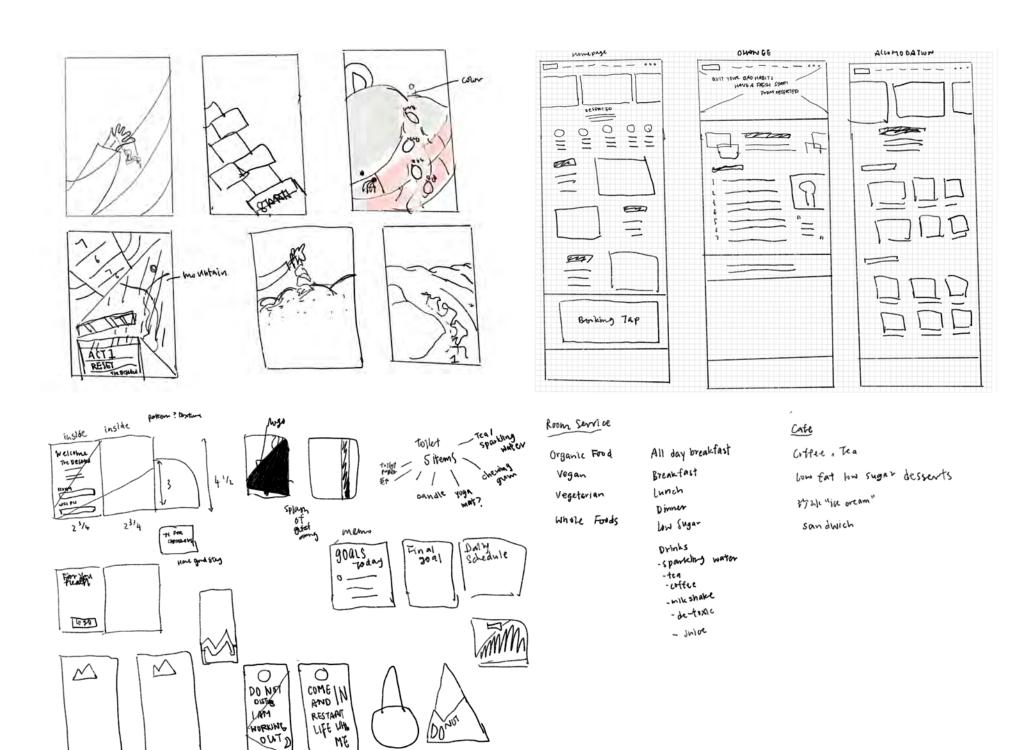
Diserted

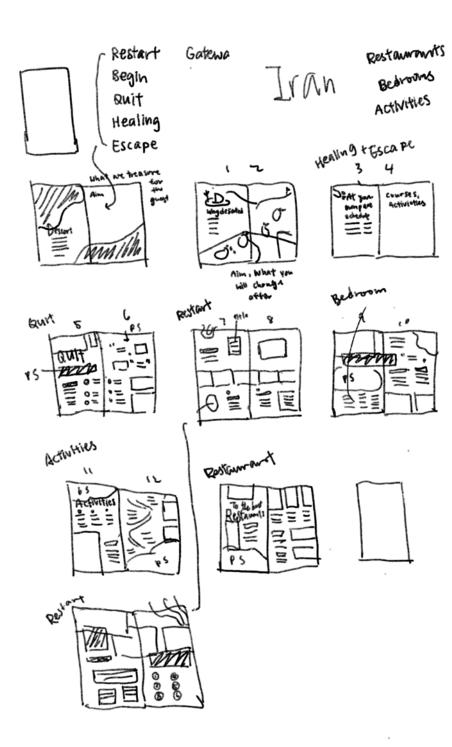
```
- uno coupled / unused
                              reclaimed
- abandoned
                              Le covered
                                                                                       1 to come to an end
                               re habitated
 -desolate
                               quit -> resign , retire , step down , drop out (give up)
                                                                                        1 to besse a place to
 - forgotten
                                              > (Stop doing)
                                                                                           another
                                junked
 -va cant
                                                                                          -ball, move , pack,
                                                 -discontinue, end, half, short off
 - waste
                                threw aways
                                                                                           fice remigrate -
  - empty
                                gave up
                                                  go, hang on, persist, restart, stay, begin, continue, maintain.
                                 separated
                                 distanced
                                                                                                tur only greates t
                                                   3 to start over
                                  rescued
```

O quit bad habits a smoking, drinking, sleep cycle, eating unhealthy, twic relationship negativity

by helps rebuild a better life -> routine

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- opposite - rich/poor, tall/short, big/small, shing/dull, b/w/colorful, tech / no tech, loud (quiet
           Lhigh /low, nature 1 city, busy, with to do. old / young a dark/ light, personality
- ends
- poles -> north pole (crater (hot/cold)
-edges a tip, vertex, summit, top
                                          - farthermost
 -alternate
                                          -farthest
- changes
                               buttom
                                          -outermost
-different -> Expoverts/ inknovouts
                                          - remotest a most distant from center a near ptar
                                           - witimate \ now + before
 -contray
                                           -utun ost
 -maximum > william m
                                                                         Onature laty
                                          - excessive
 -other side + coin + bucky draw
                                                                          highted no tech
                                           -fancy
                                           -insanc
 - Person's extreme
                                                                         Opersonality
                                                                            extroverts / introvorts
                                            - overdue
  - conditions - tired lenergetic
                                            - stiff
                                                                                           noisy
  -feelings = sad/happy , angry/caim
                                                                               bus
                                            -steep - hills, climbing, mountains
  -position - nightlow annoyed
                                                                                   tollow personality
                                            -towering - dominant , endless
                                                                                     to separate into
  -taste > sweet /sour /spicy/
                                            -unmercital
                                                                                      buildings I womis
  - excessive
                                             -over the top
   - exorbitant
                                             - minimal
                                                                     Phrase
                going beyond a
   -extravagant
                 normal limit
  -immoderate
                                                                     Go to extremes
   -inordinate
                 farthest limit
                                                                     'we may go to extremes to find peace
  .. Disorder + bipolar disorder
                                                                      and quiet
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Type and Color Specs



Deserted

The concept of The Deserted is to live in a inhabited island of a desert in Iran. Escape from the chaotic city, for the unforgetable experience you can never get from anywhere else. Where travellers would be surrounded by beautiful environments created by the azure blue sky and the white sands.

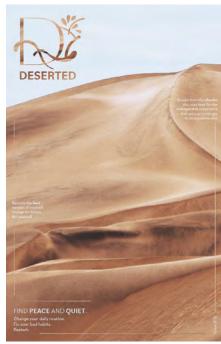
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3 Covers







Final Cover



Version 1







Version 2

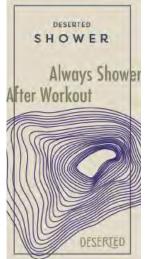






In-room products packaging

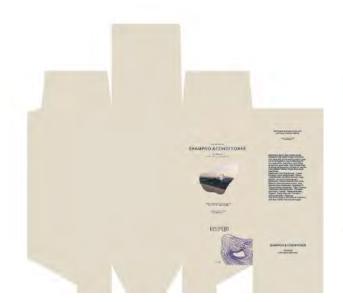






SHOWER

Shampoo, Shower verl









Shampoo, Shower ver2

Soap









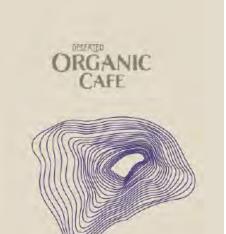
Bath Bomb and Candle













FOOD

SALAD

CHICKEN PALEO CAESA R SALAD / 10 ROASTED PUMPKIN QUI NOA & HUMMUS SALAD / 11 TURKEY, QUINOA & CRANBERRY SALAD / 10 BROCCOUNTAHENTSLAW/ 10 LEANTLIRKEY SALAD / 10

SANDWICHES

CHICKEN & AVOCADO / 10 TURKEY & PUMPKIN/II

COLESIAW & AVOCADO/1 TURKEY CAESAR & EGG / 10

WRAPS

ROASTED CHICKENWITH GUACAMOLE / II OHILLICON TOPUWRAPAN TERMAC SALMON WITH EGG AND BROWN RICE /12

BEETROOT & FETA CHEESE WHAPY II

COCONUTY OCAL RT WITH QUI NOA PUEF GRANCILA / ii.
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produce united by any other produces are despited of the decreasy
produces and only of the decrease of the de

CHIA PORRIDGE: CAGAO/ STRAWBERRY/ VANILLA / 9

MIXED BE RRY JAM & STRAWBER RIES CREEK YOCHURTY V HONEY & BANANA GREEK YOGHURT / 9
Und Seit outset for Severi Green, not sofficient process, die arboth for Gyogen gele-

CATUNTIGER FRAWN W/ ROASTED VEGG ES & CUMIN CHICKPEAS BOWL! 16

BAKED ORGANICTOFU PATTIES WI BABY SPINACH &

SHREDDED CHICKEN BREASTWI CLIRLY KALE & QUINOS MIX BOW L/17 BAKED HISO EGGPLANTW ROASTED VEGGES & CHICKPEAS BOWL/ 16

CREAMY WILD MUSHROOM SOUP W/TRUFE OIL / 9 TURM ERIC PUMPKIN COCONUTSOUP / 9





DESERVED



CRLS BEST FREHO / 9 Miles of Comment Comments C CENERGISER/ 8

STRENGTH

REFUELLER/8

GOJIBLISH/ 8 fears, Go-Den-Margo, Change, Rosepple ACAISTORM / 8

PRE-WORKDUT DELIGHT / 9
Alread Break Threek, Coronel Break Respir Coronel
Wass, Coronel Together Spread Road Process Productions, March Servers

JUICES FRUITY SHOOTIES

BERRYBOOM/7 Ace Sey Ages Obsessed Co. Hustown Edit, Roseling years OCTANE OLI/S

PECHARCE /7
VIN NANG/7

TWIN TURBOV 6

MEAL-IN-ITSELF EASYALMOND/8 Useral Comp DiseaseMone Builty Verilla Company

LATTE LOVER/8 GREEN MACHINE) III Agels Averages Barlie Gent Routin; II West System François, Spranti M.O.J.O.MIX / 8
Apple Server, Direct Person Country, Country Country, Count

MEAL-IN-ITSELF COCO QUENCH /6

COCO WATER/6

ORGANIC CAFE

BEVERAGES

ENERGY

MANGO PROTEIN / 9 Suma, Coronafflow Heat Marga, Charge, Special Rise Research

MACA PROTEIN (10)

Service State State (Common State Stages

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State S PICKMEUP PROTEIN/ 10 POPEYE POWER / 101 Appli, Anacoki, Simeria, Couchie Rain Gays, Rei Planer Pender, Soracch, Car Will.

MONKEY BLAST / 10

HYDRATION

BLUE D REAMS / 9 Ristlery, Marking Servin, Change Commo Silvinger Concerning Common Water Hong Seat KEYWEST/10

PINA KALE ADA / 10 Agis Grana Coorae/Vice: Countier live Prespi AVO AMMO (100 Name of the ord Shared one form for

VEGGIE-LIXIR'S HAPPYAPPLE / 9

BODYBOOSTER/6 ROYAL FLUSHI 8

PEACE & PINEAPPLE / B

SPRING CLEAN / 8 Remain Calley, Caronibas Lances, Restay, Base Heavy or Lat. Springs. PROTEINPOW

ALL THE WHEY/9

Cate the County State County County County

Way County Verill Face, World Street CHOCO ALL THE WHEY!

STRAWSERRYALL THE WHEY / 9
Down Wine, Cyro-fel/May Product Strawberry,
Drowdony Greece Come Boyan Strawberry,
Apple June WHEY BEYOND CHOCOLATE/9

WHEY BEYOND BANANA / #
fames Sub-latifier from Plays Son, Michaell*
Committee on

Organic Cafe Menu