‘THE CITY LOUNGE’

ARCHITECTURAL BRAND MANUAL

The purpose of this design manual is to provide an architectural format for the development of 'The City Lounge' concept for Airbnb. This concept is the end result of my graduation project of the Architecture master at Delft University of Technology.

Liza Hidding

01-02-2017

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BRAND IDENTITY

1.1 Value proposition
1.2 Target group
1.3 Position
1.4 Vision
1.5 Mission
1.6 Values
1.7 Personality

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THE CONCEPT

2.1 Main purpose
2.2 Core concept
2.3 Programme
2.4 Location

3

ARCHITECTURE

3.1 Configuration (grid)
3.2 Structure
3.3 Climate
3.4 Exterior
3.5 Interior

4

GLOBAL IMPRESSION

4.1 Concept Asian
4.2 Concept Middle East
4.3 Concept European

1 BRAND IDENTITY

VALUE PROPOSITION

The added value of ‘The City Lounge’ is a physical place were locals and travellers can meet, have a drink, and share experiences. Where host’s can become super hosts, by participating in workshops about safety or buy products that will make their home, more guest friendly. Or where travellers start their journey and feel home right when they arrive. You will get a warm welcome and help is their when you need it. We can help with planning your trip, including great activities or find the right home for you.

TARGET GROUP

The main customer segments are local hosts or locals who want to become part of the Airbnb community, and travellers from all over the world, who have booked with Airbnb or want to explore Airbnb’s services

‘Hosts’ - People who own property and want to earn money by renting out their spare space. Also them who want to meet new people and sell their unique experiences. They can accept or reject a booking after reading reviews of the traveller.

‘Travellers’ - the people who prefer to stay in a homey environment for a cheap price or want to explore cultural experiences with a local host. They can book a space or an experience by paying through the Airbnb portal or at the service desk

POSITION | VISION | MISSION

Airbnb operates as a reliable transaction facilitator between people who have space to spare with those who are looking for a place to stay. Travelers can explore millions of listings, whether it is an urban apartment or a floating house, anywhere in the world at any price point. Guests can build real connections with their hosts and immerse themselves in the culture of their destinations through a platform that builds trust within the community of users by providing host protection insurance, as well as a rating and review system (Airbnb, 2016).

Airbnb believes that they can create a world where everybody is opening up their homes, and travellers can live the place, instead of just travelling to it.

Airbnb’s mission is to help creating a world where you can belong anywhere in the world.

BRAND VALUES

Champion the mission

Embrace adventure

Global accessibility

Community

Hospitality

Simplify

PERSONALITY

Friendly & Welcoming

Explore & Discover

Cheerful & Young

Traditional

2 THE CONCEPT

‘THE CITY LOUNGE’

café & bar

events

service & sales

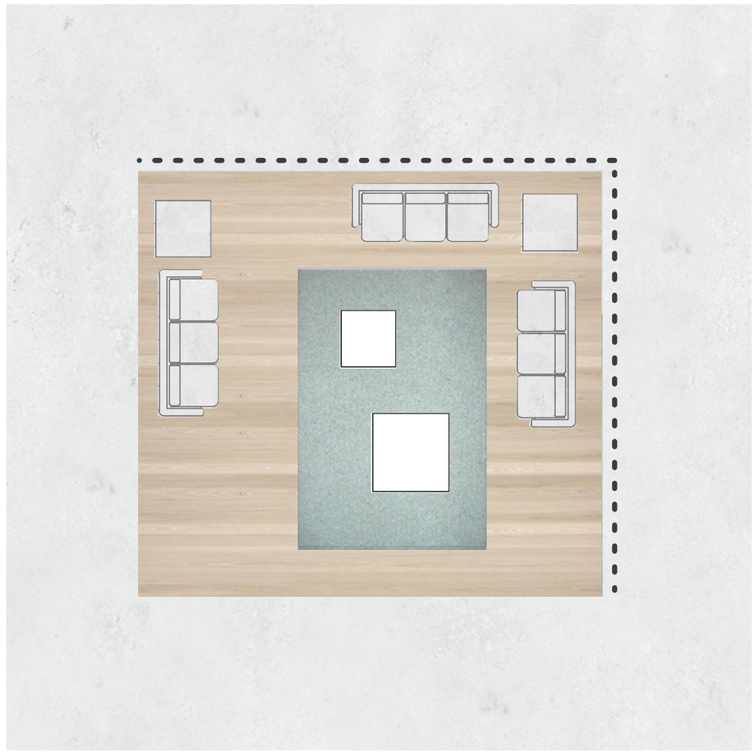
High traffic location

Guest / Owner

Short / Long term

FRIENDLY

- ✓ Centred
- ✓ Raised floors
- ✓ Concrete
- ✓ Wood
- ✓ Textile



PLAN

3D VIEW

EXPLORE

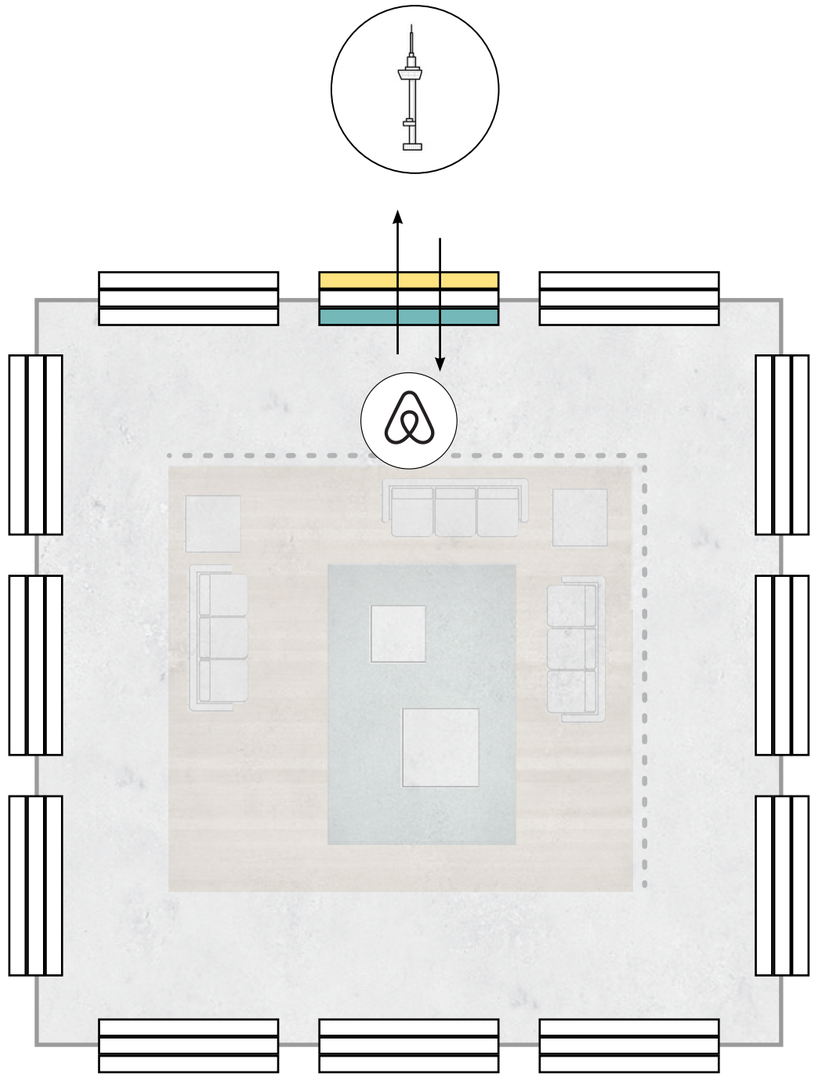
- Dynamic
- Layered
- Semi-transparent
- Smart
- Geometric

CHEERFUL

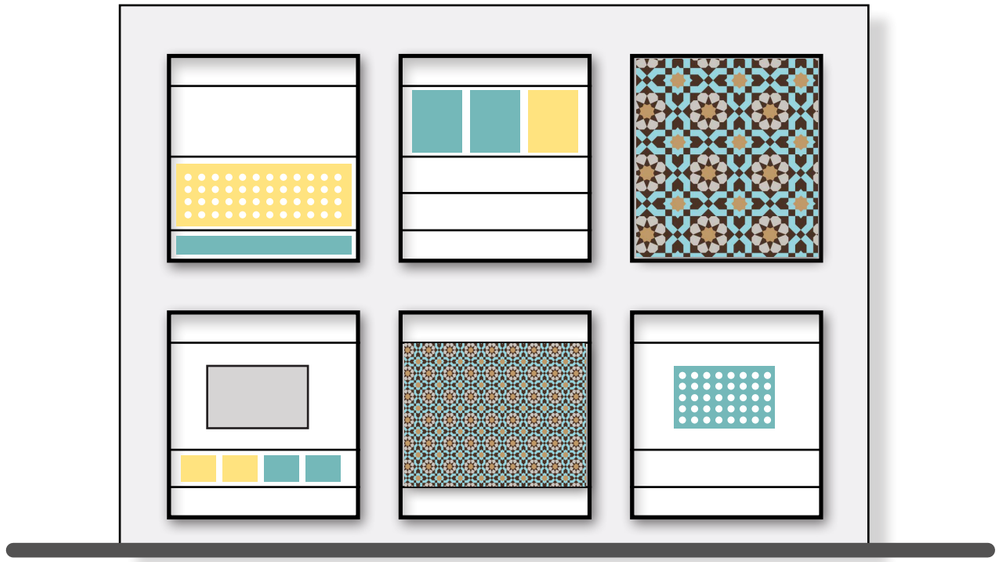
- Dynamic
- Lively
- Perforated
- Color
- Modified materials

TRADITIONAL

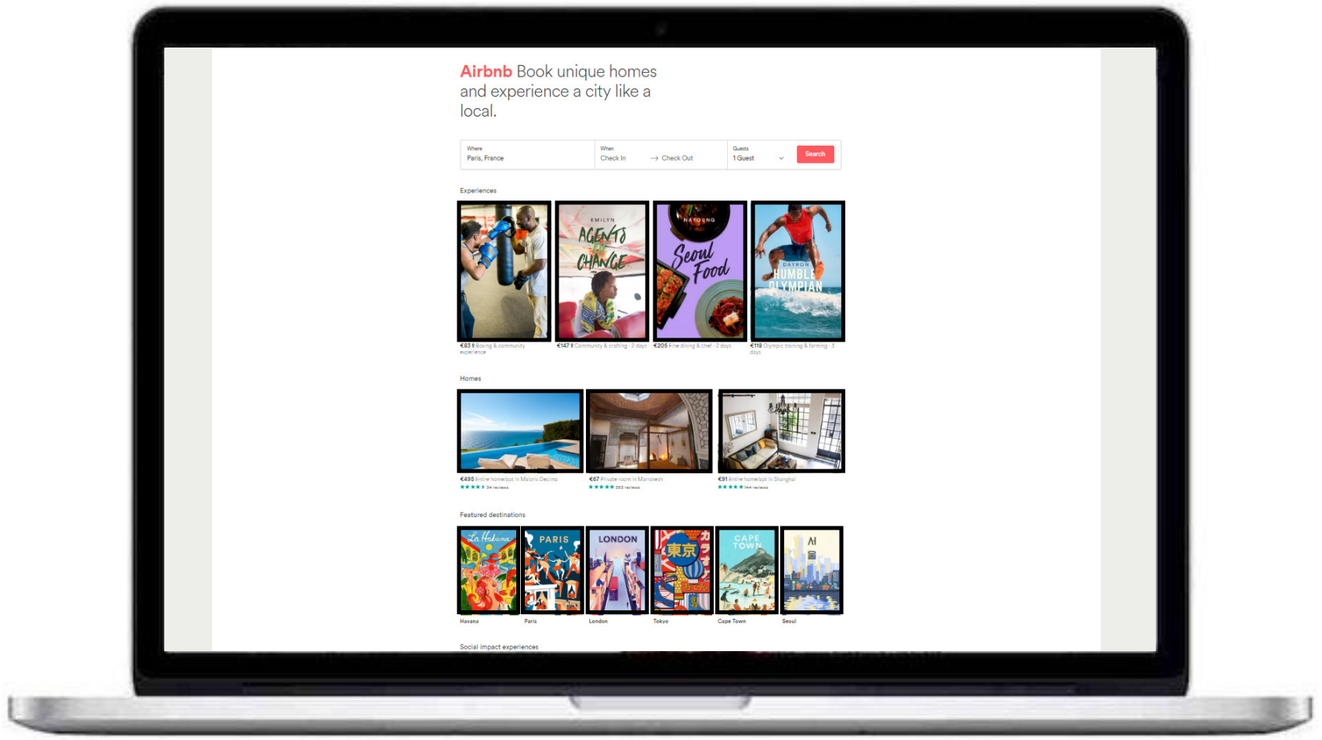
- Cultural patterns

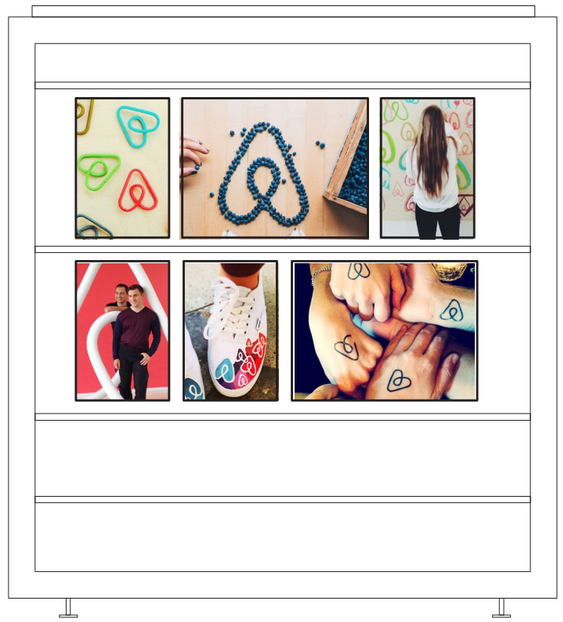


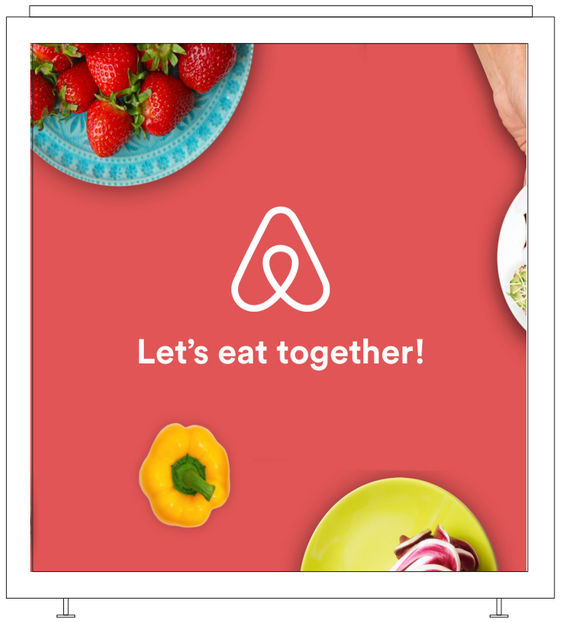
PLAN



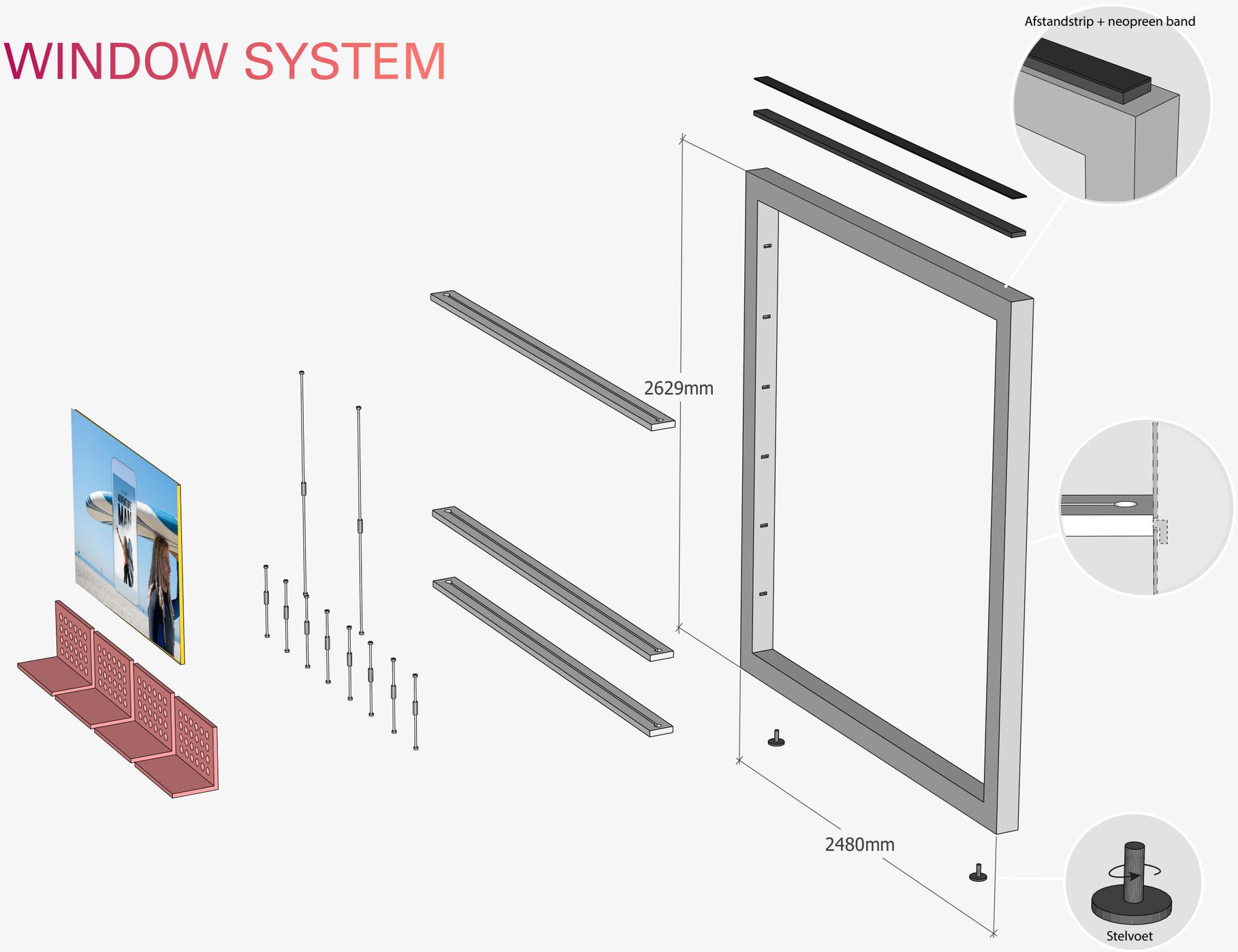
ELEVATION


Airbnb Book unique homes and experience a city like a local.
Where
Paris, France
When
Check In
Check Out
Guests
1 Guest
Search
Experiences
Homes
Featured destinations
Havana
Paris
London
Tokyo
Cape Town
Seoul
Social impact experiences




Let’s eat together!

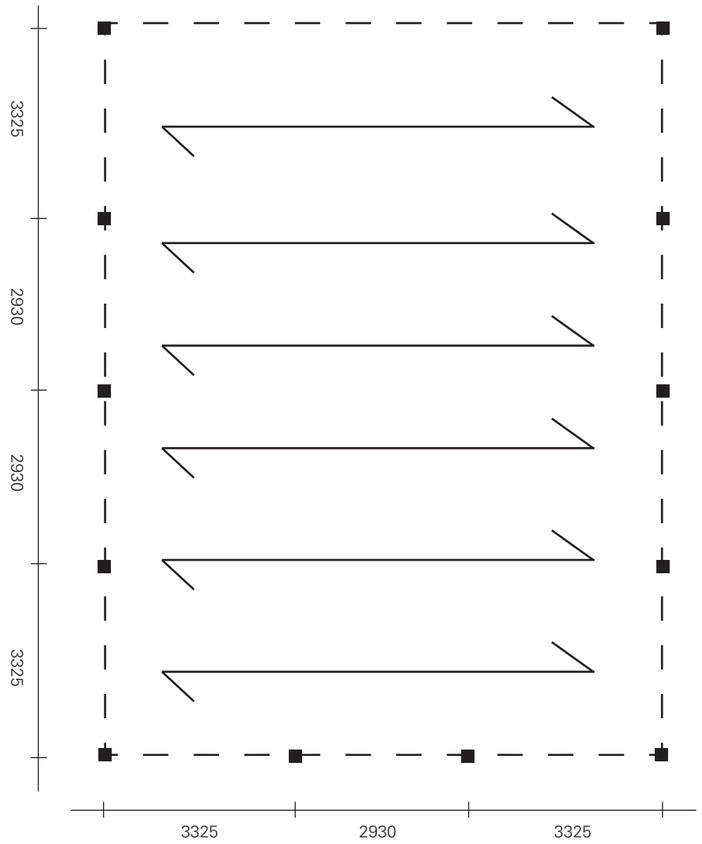
THE WINDOW SYSTEM

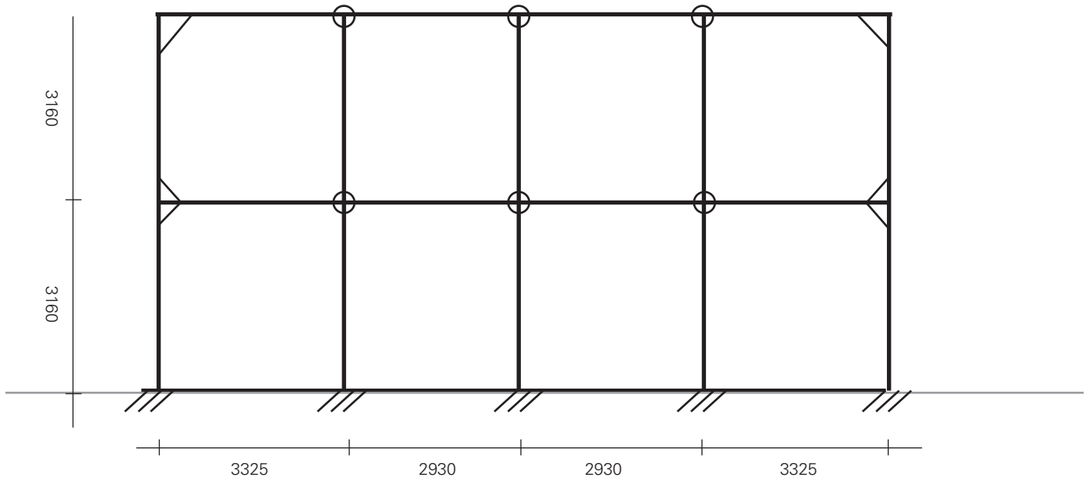


3 ARCHITECTURE

#NIKE RUNNING TOUR

3.2 Structure





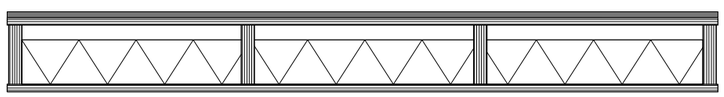
Kolom: HEB 100 (inklemmen op dak constructie)

Ligger: IPE 200 met extra brede onderflens tbv vloeroplegging

Geen windverband nodig door gebruik Kerto ripa box

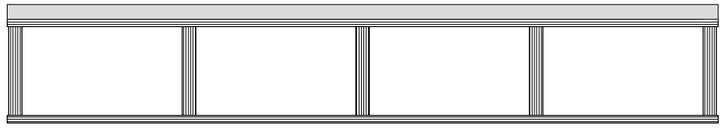
Krachtafdracht:

Vloer > Ligger > Kolom > beton nok > bestaande beton constructie



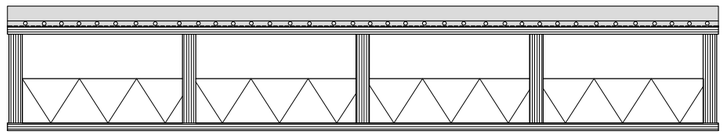
Opbouw dak

	Dakbedekking
250 mm	Kerto Ripa Box
150 mm	Minerale wol
	Dampremmende laag



Opbouw tussen vloer

50 mm	Vloer afwerking
350 mm	Kerto Ripa Box



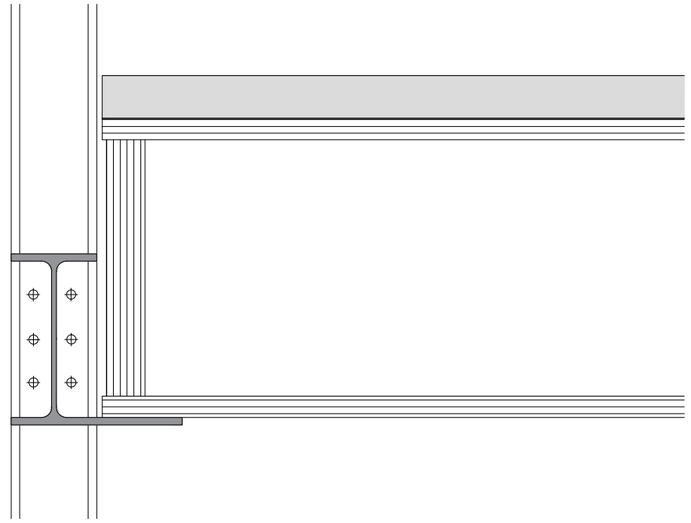
Opbouw bg vloer

50 mm	Vloer afwerking
20 mm	Vloer verwarming
	Waterdichte laag
350 mm	Kerto Ripa Box
150 mm	Minerale wol
	Dampremmende laag

IFB ‘Integrated floor beam

Kolom: HEB 100

Ligger: IPE 160 met extra brede onderflens tbv. vloeroplegging



Kanaal afm: 150 mm x 300 mm

Airbnb = +/- 100 m2

Aantal mensen = +/- 30

Ventilatie behoefte is gem. 35 m3 / h/pp
30 x 35 = 1050 m3 / h

Luchtsnelheid door kanaal = 5 m/s

Ventilatie behoefte per sec. = 1050/3600= 0.29 m3/s

Opp. Ventilatie kanaal = 0.29 m3/s / 5 = 0.058 m2
0.15 m x 0.4 = 0.06 m2

Verse lucht via luchtbehandelingskast op dak met wtw 16 oC.

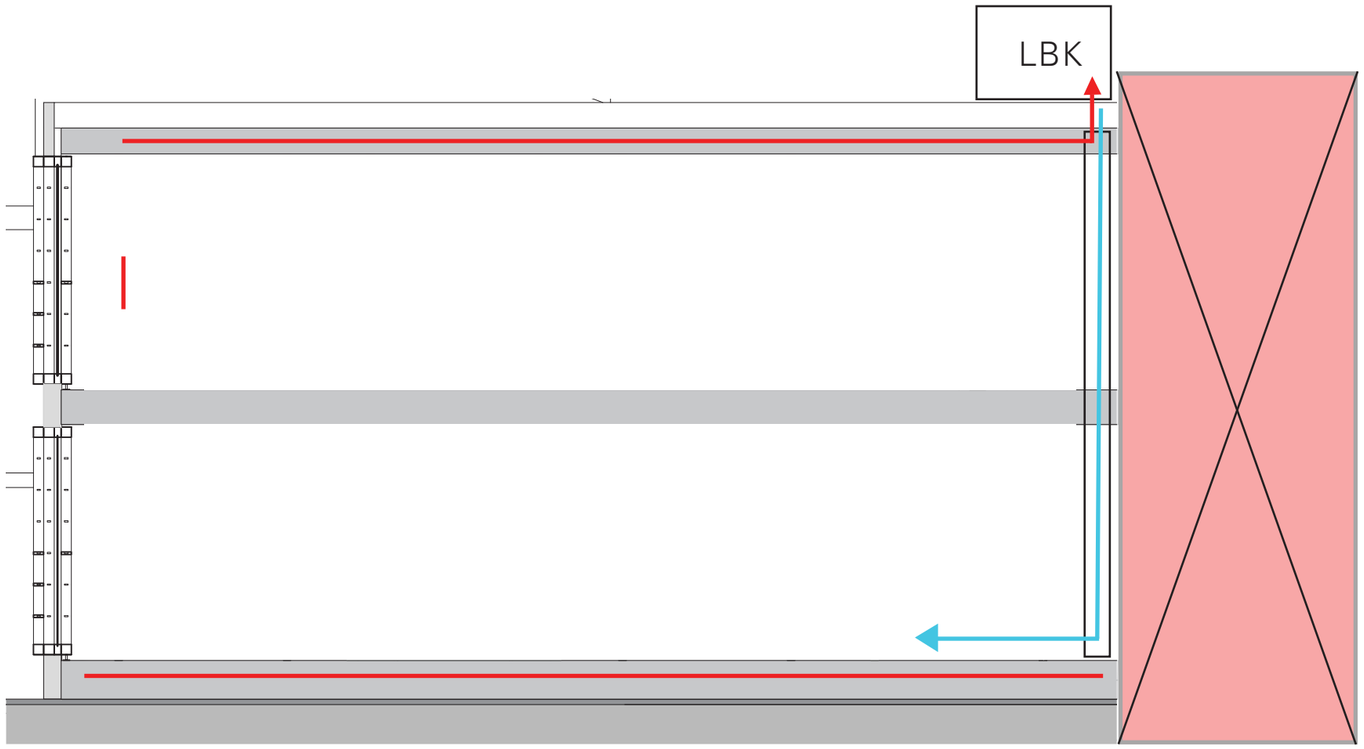
Inblaas kanaal wegwerken achter voorzet wand, die tevens dient als meterkast.

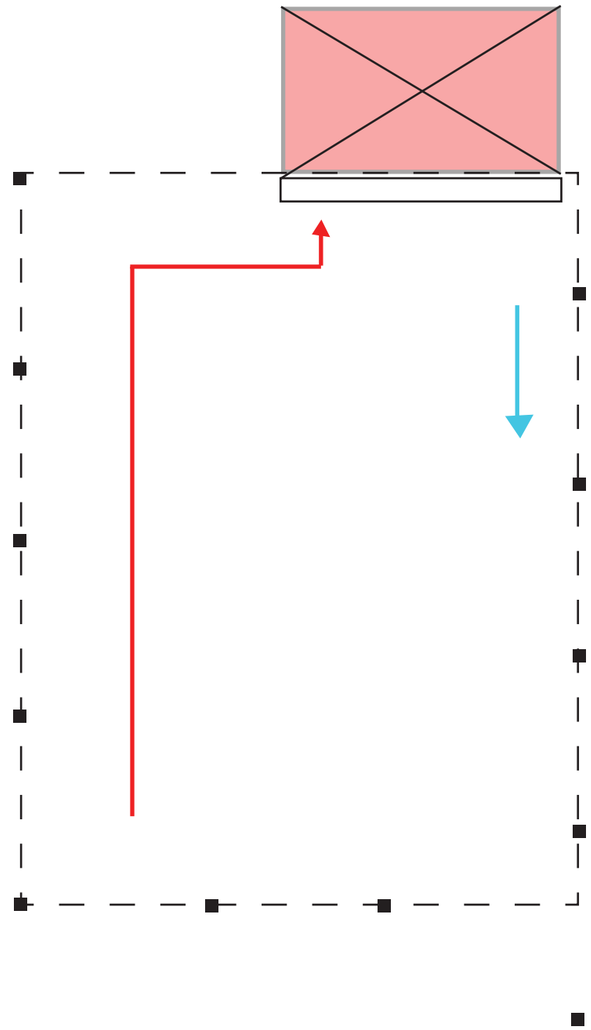
Rooster onderin wand voor toevoer verse lucht.

Afzuigen op boven verdieping via plafond, en afvoeren naar lbk.

Verwarming/koeling via vloer op bg. En gebruik van gevel panelen (geperforeerd of gesloten) voor zonwering in zomer.

3.3 Climate





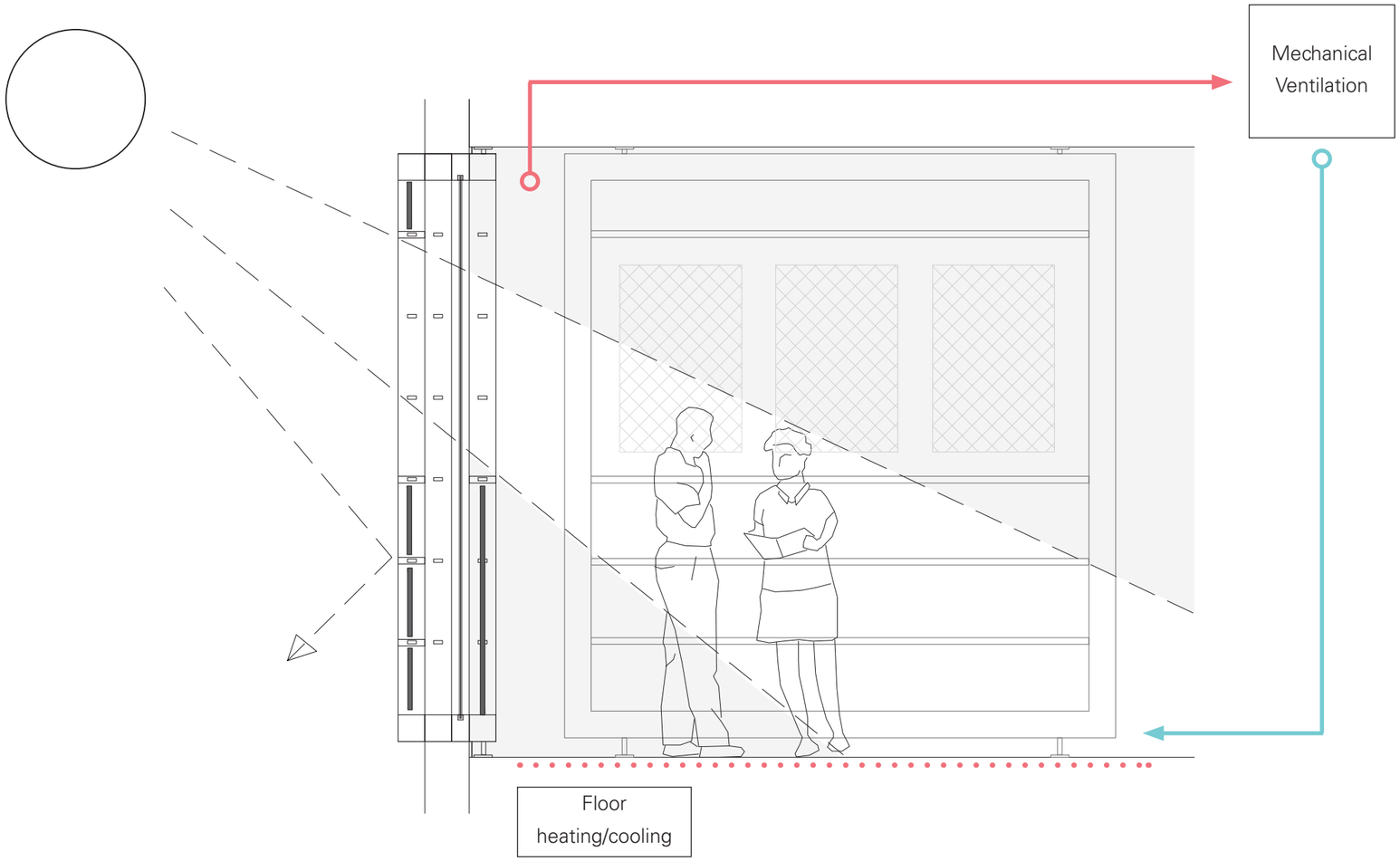
Studio aankoppelen aan bestaande klimaat schacht
voor Energie + Water

Luchtbehandelingskast op dak met wtw

Verse lucht inblazen (+/- 16 graden)

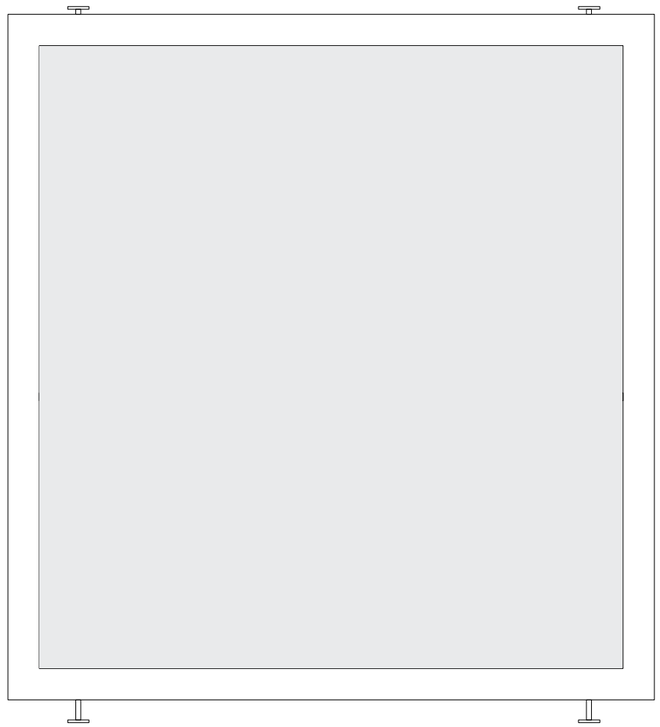
Afzuigen via dak. (kanaal afm: 150 x 400 mm

Vloerverwarming BG voor extra verwarmen/koelen

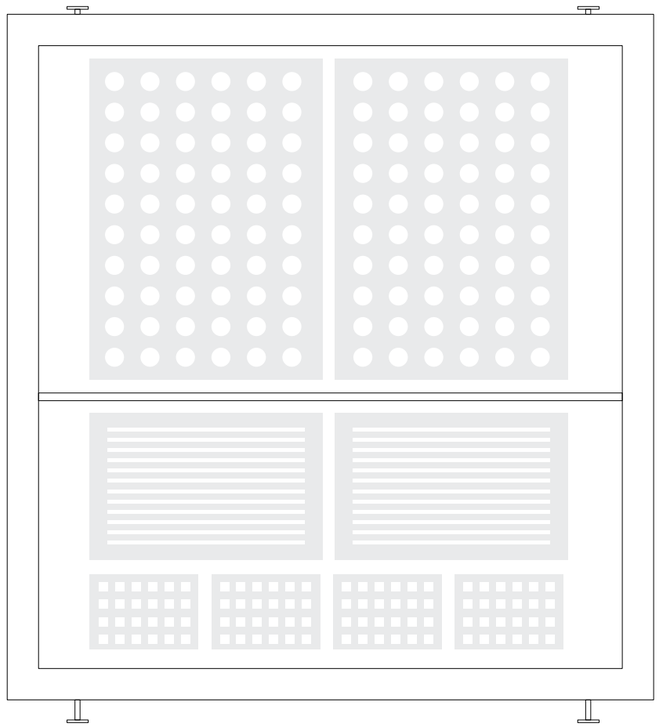


Heating: Control transmitted radiation with exterior panels

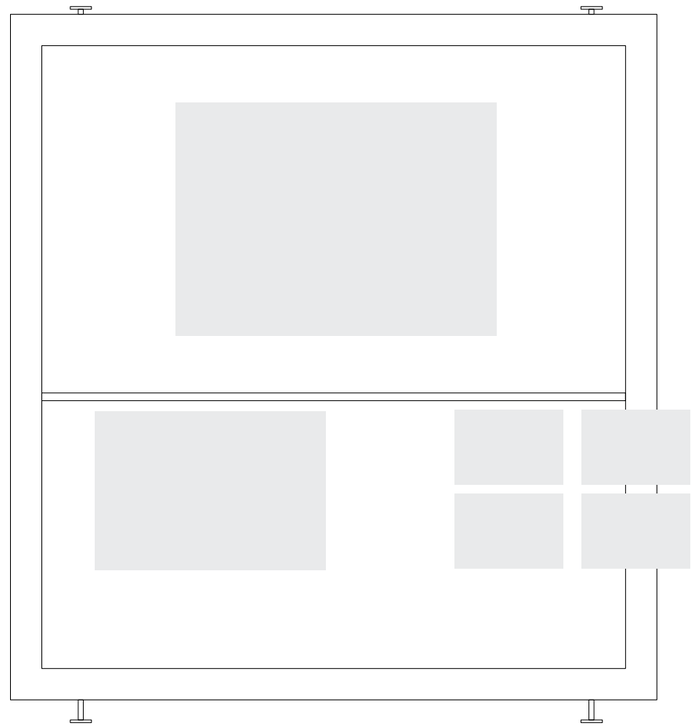
Light: Control the amount of visibe light and the shape with exterior and interior panels



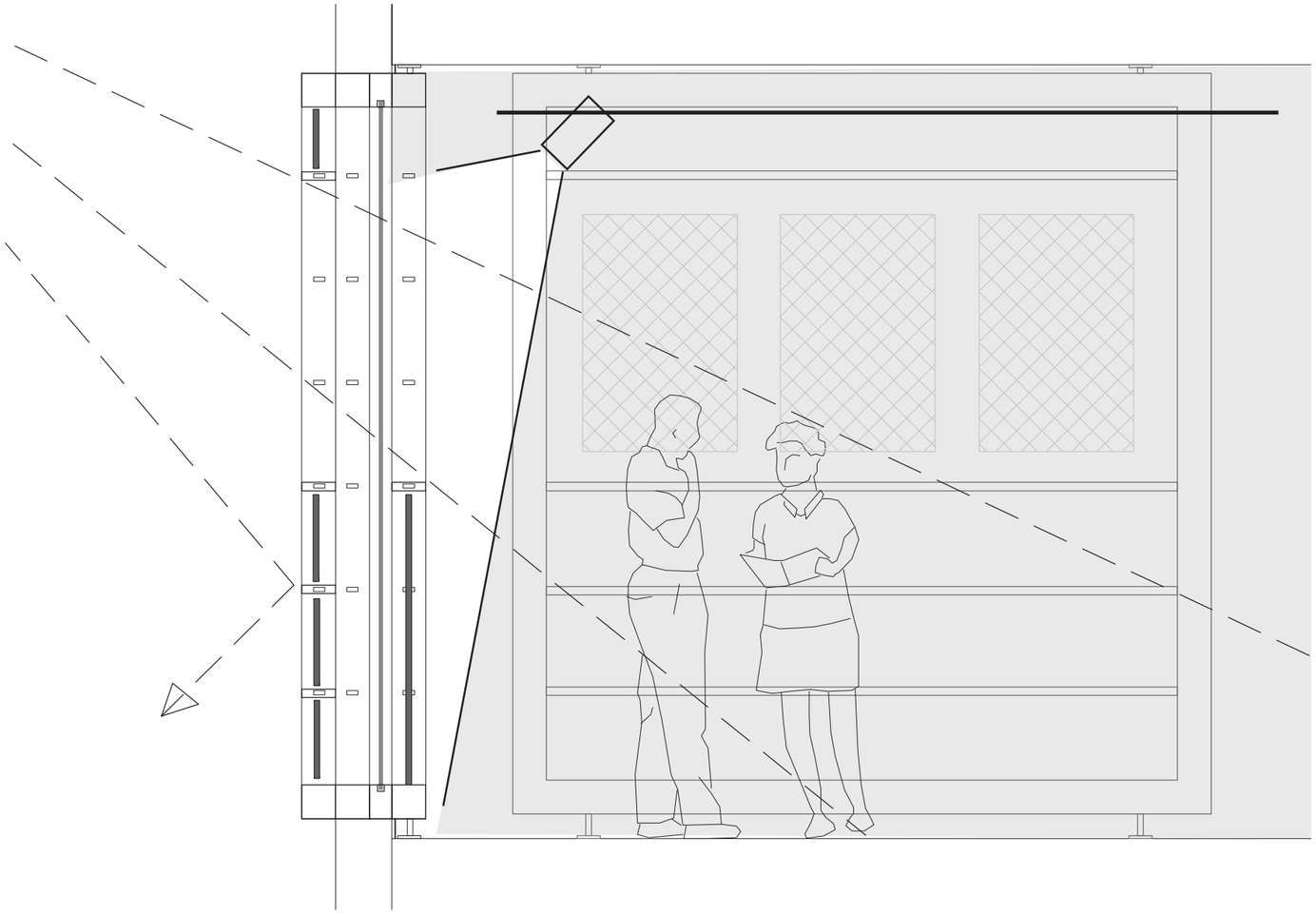
Closed



Perforated



Different ISO sizes

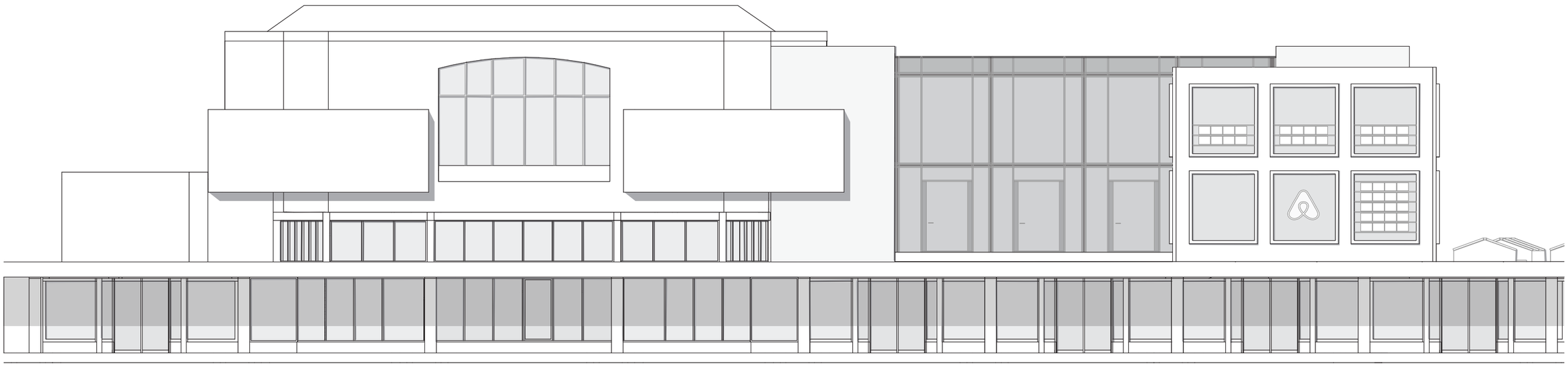


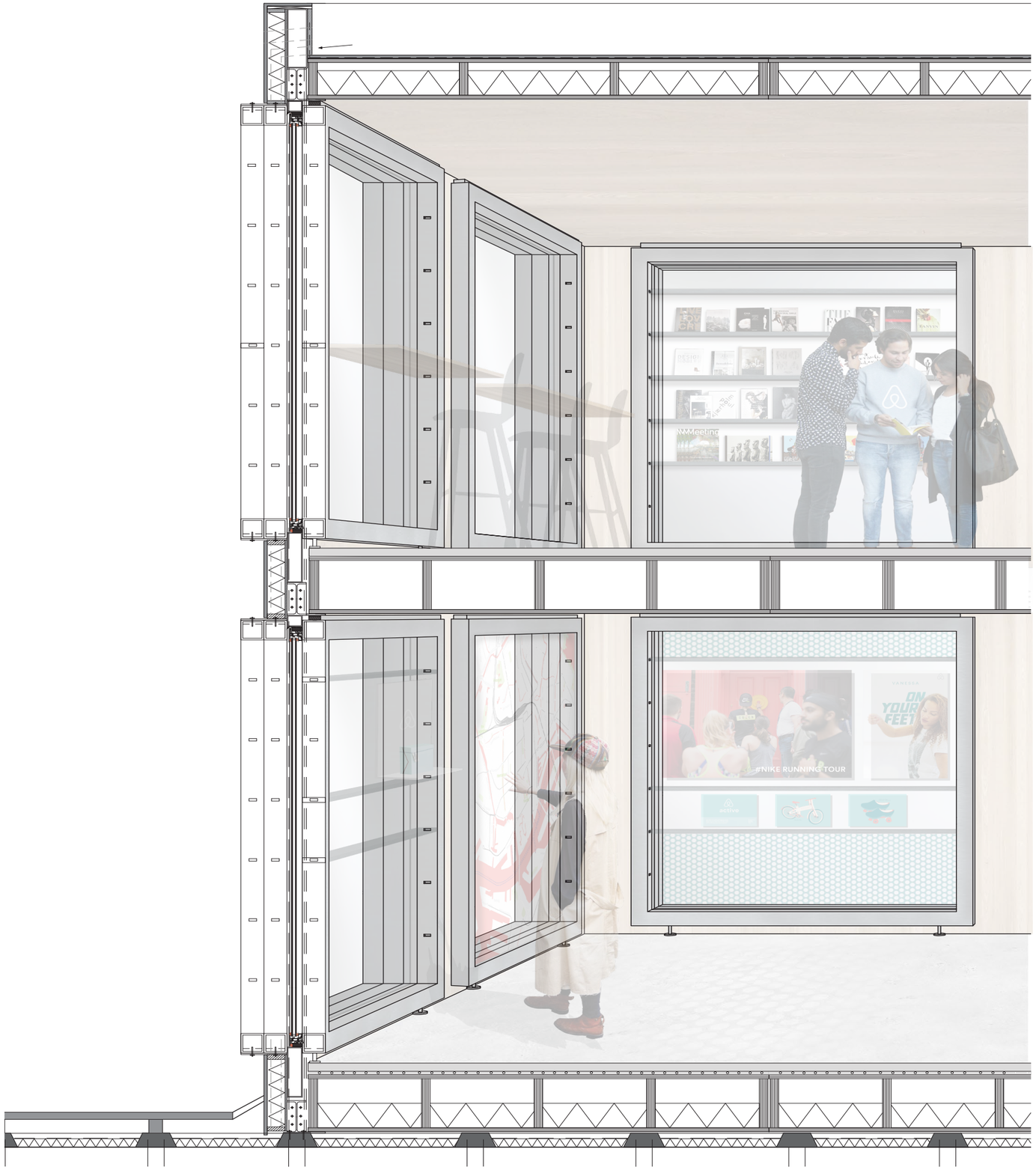
Light spot to highlight products

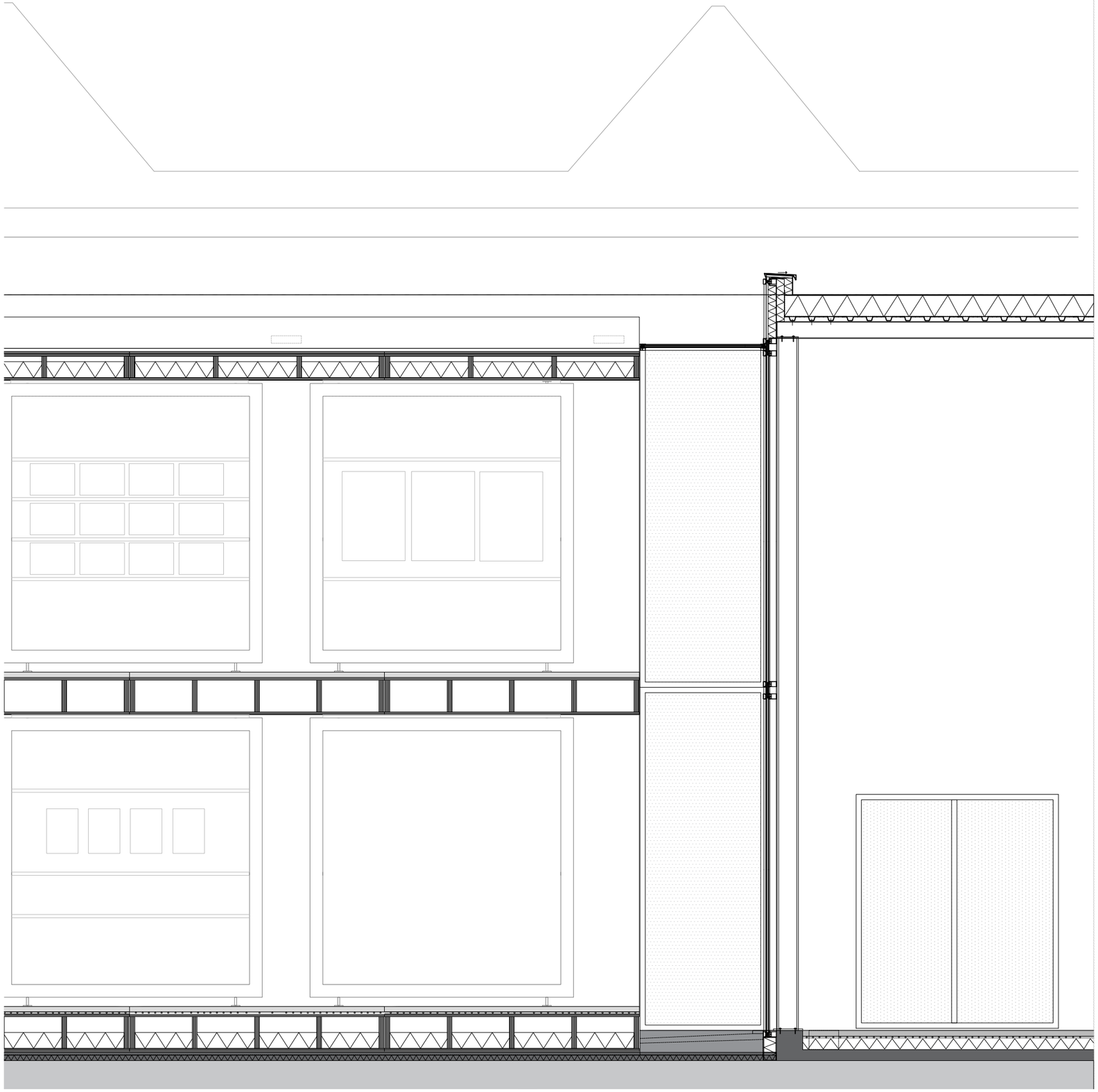
LED strip in window frame

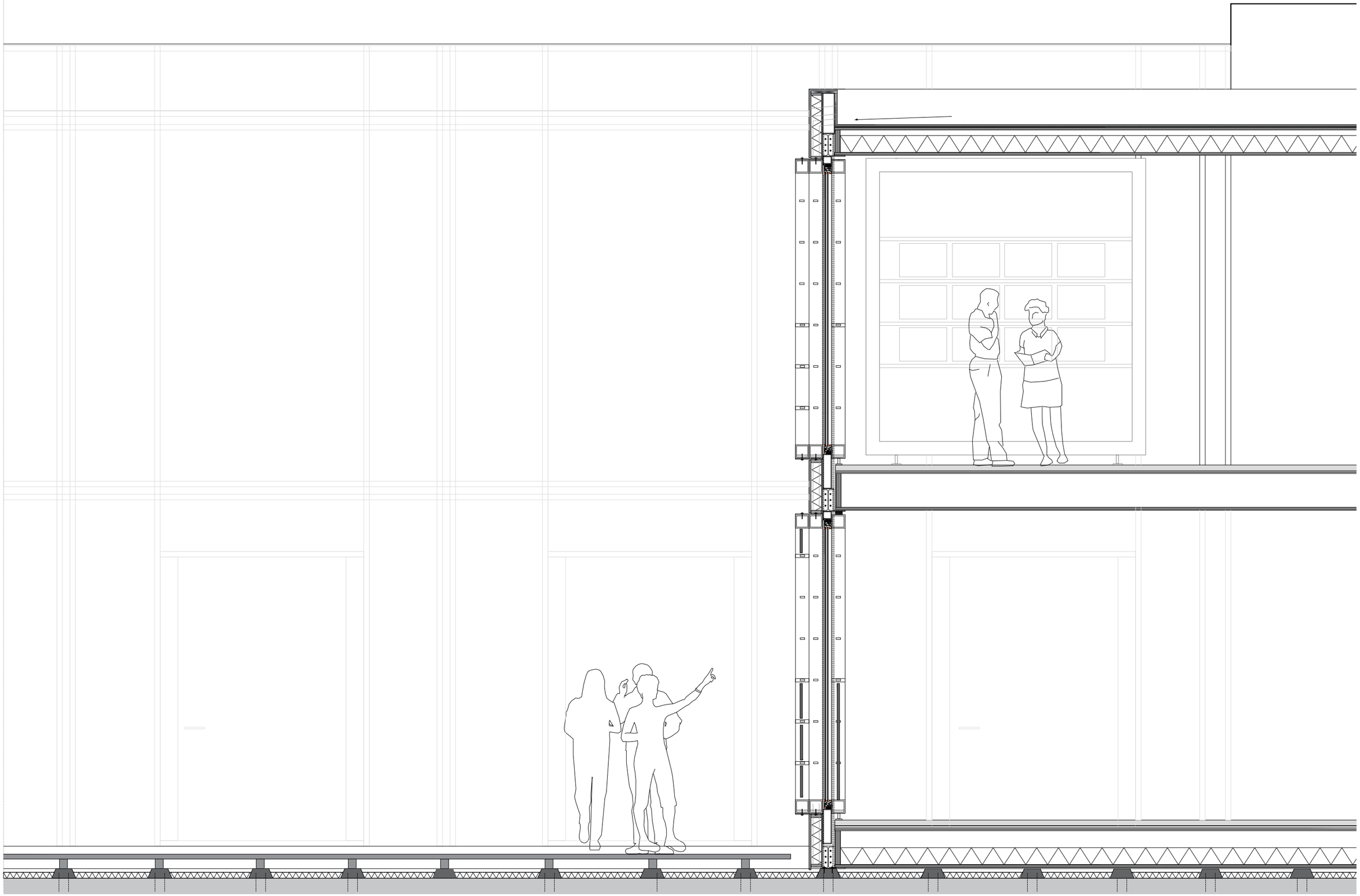
Different colors can be used that changes during day/night or depending on the content in the display.

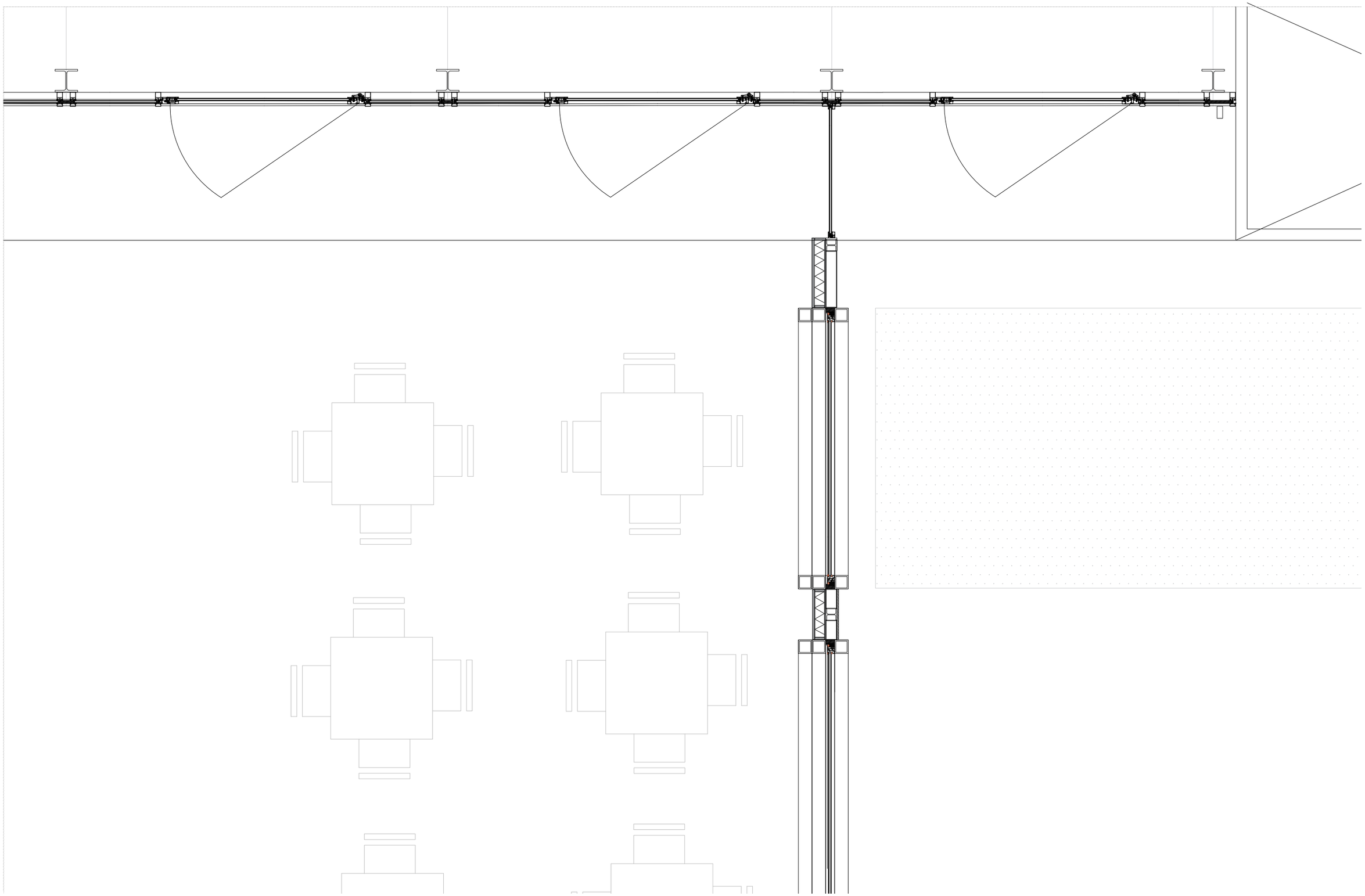
3.4 Exterior

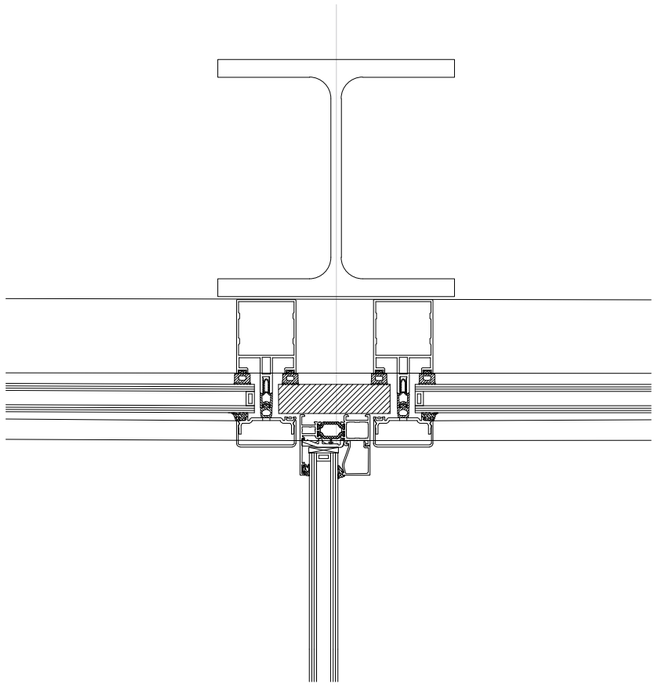


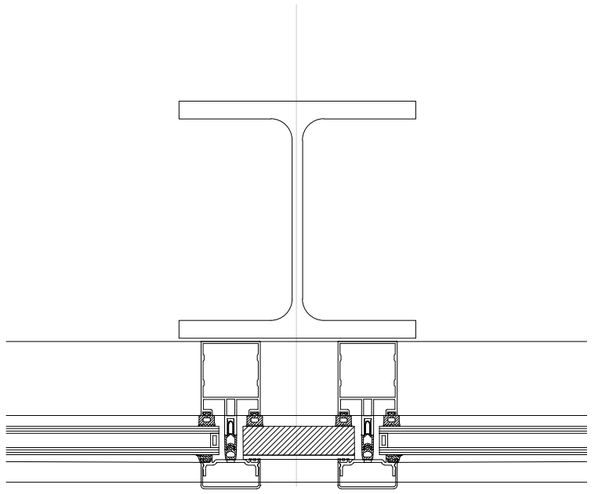

#NIKE RUNNING TOUR

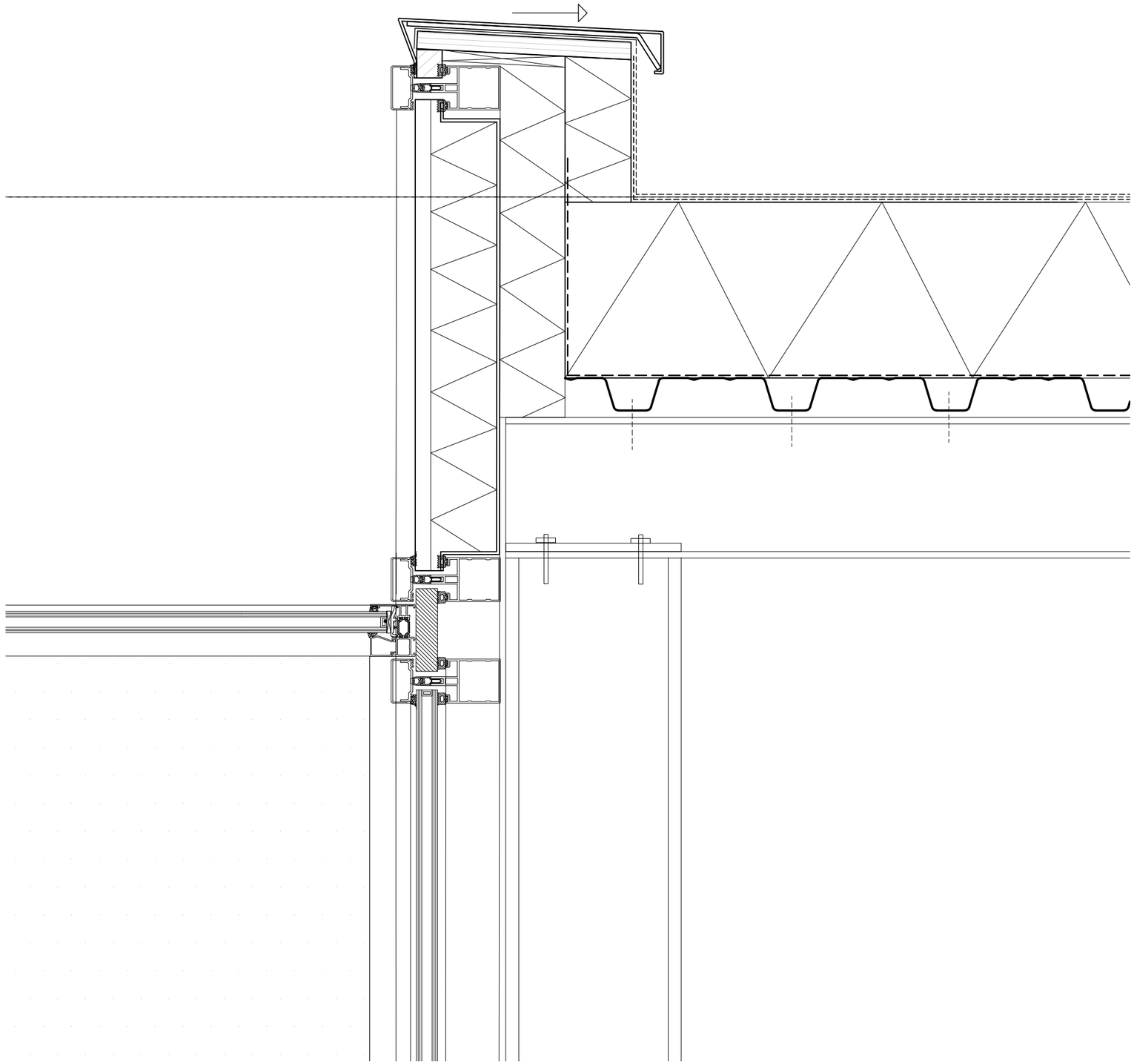


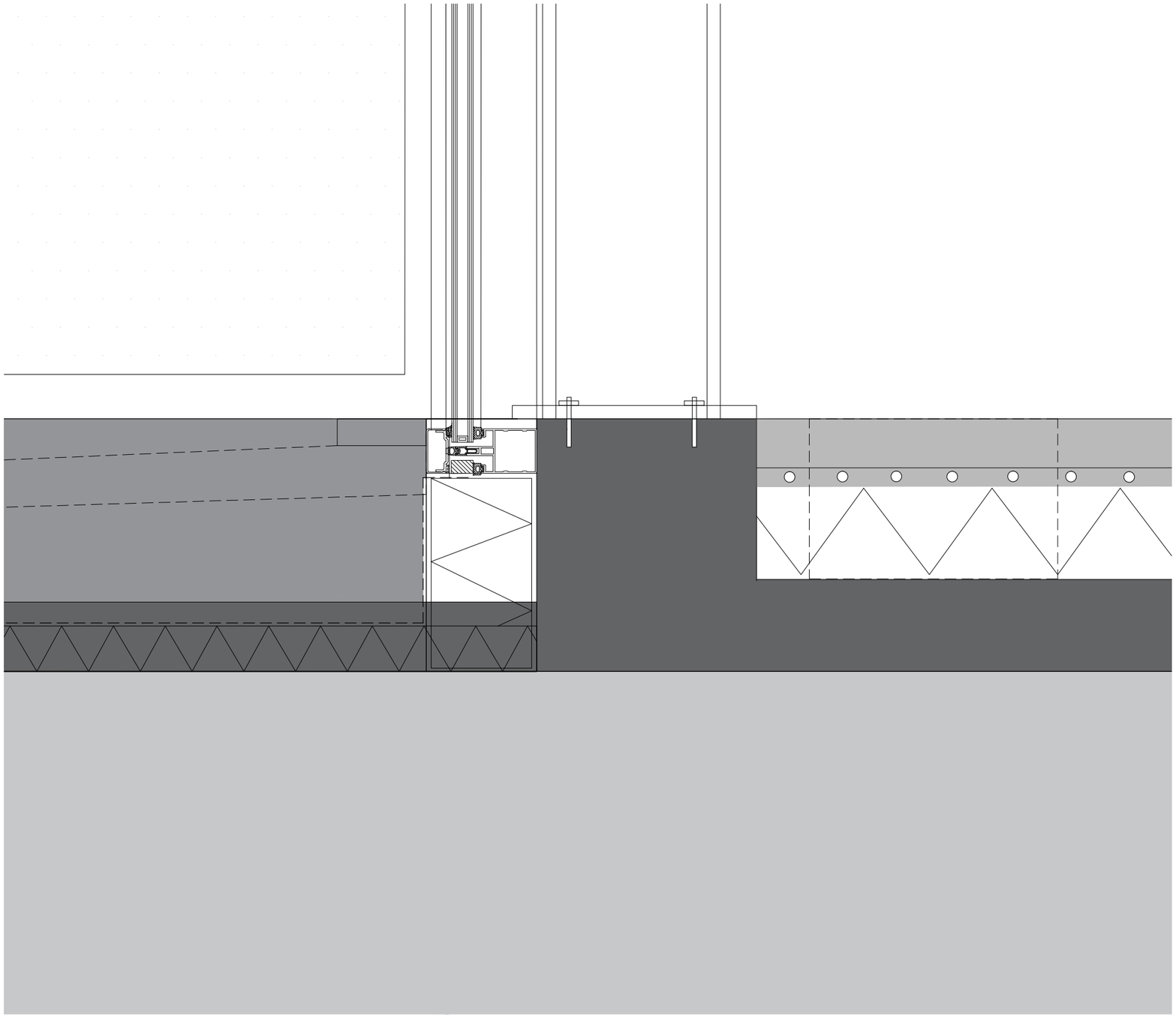




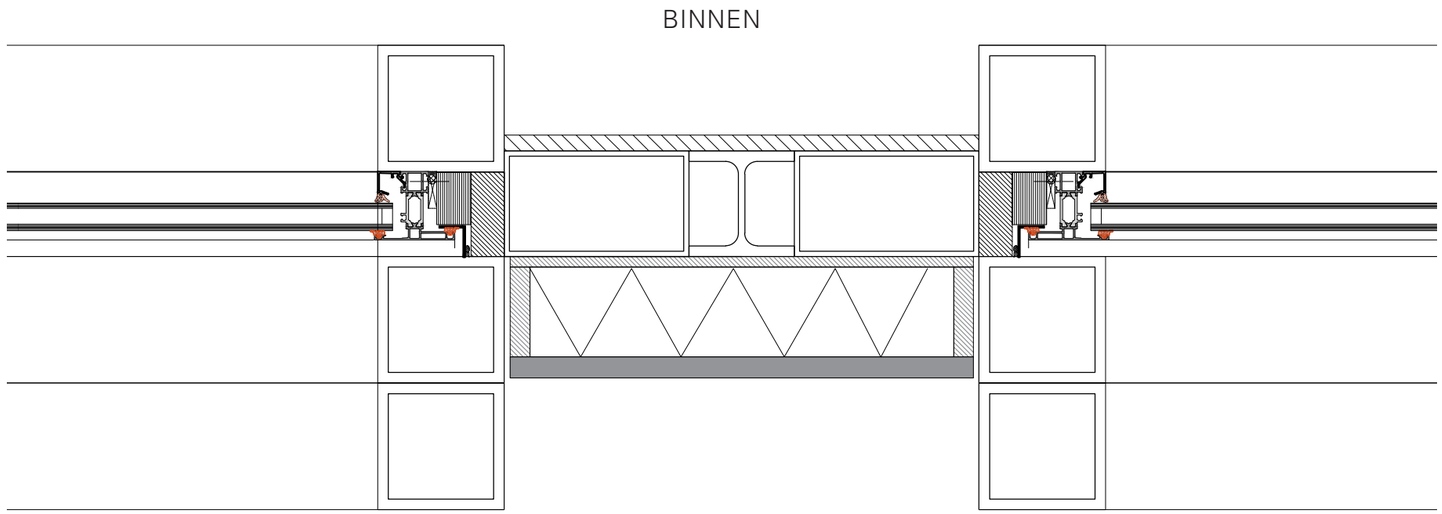






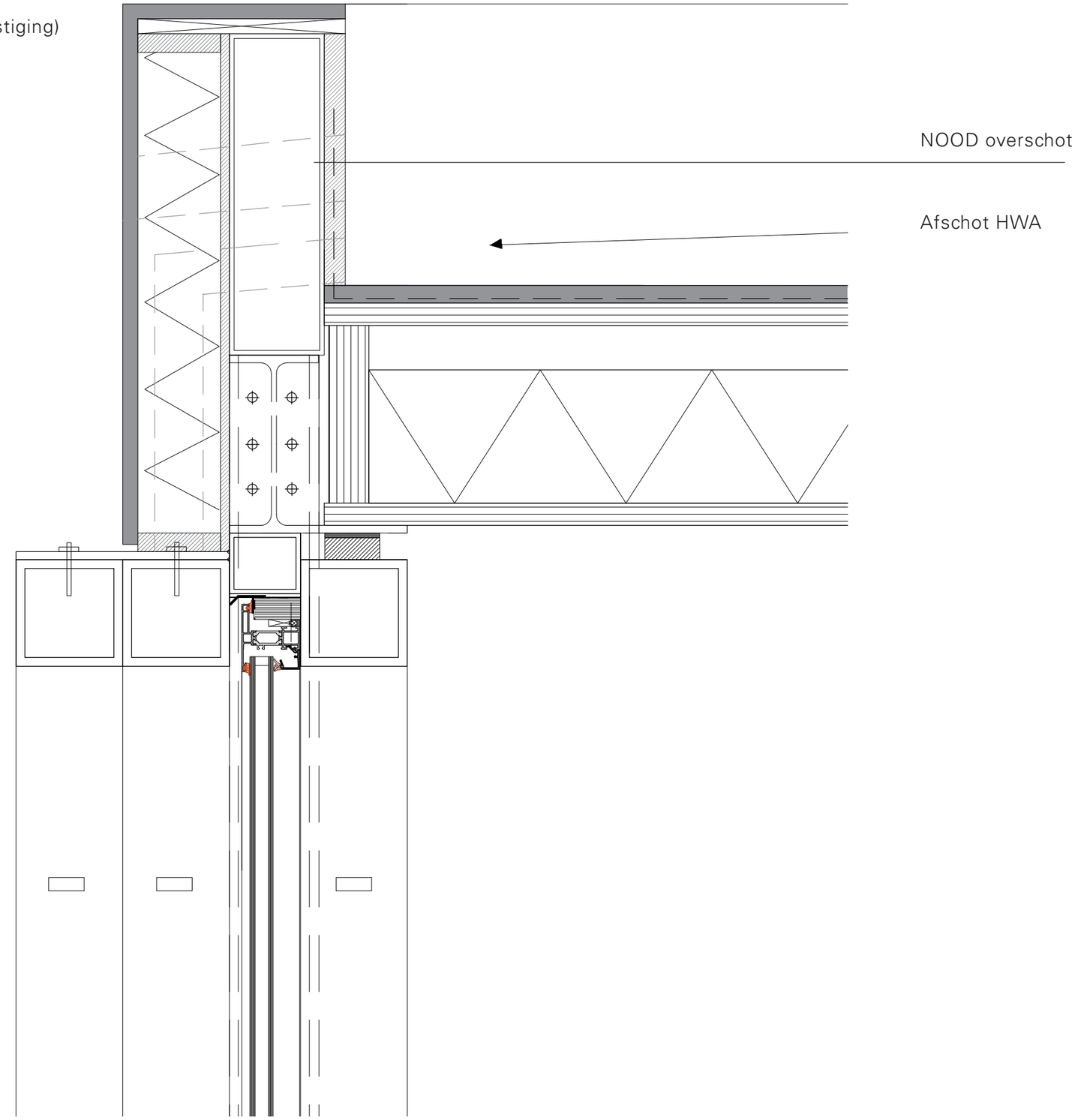


Detailing | Airbnb | 1:5 horizontal facade



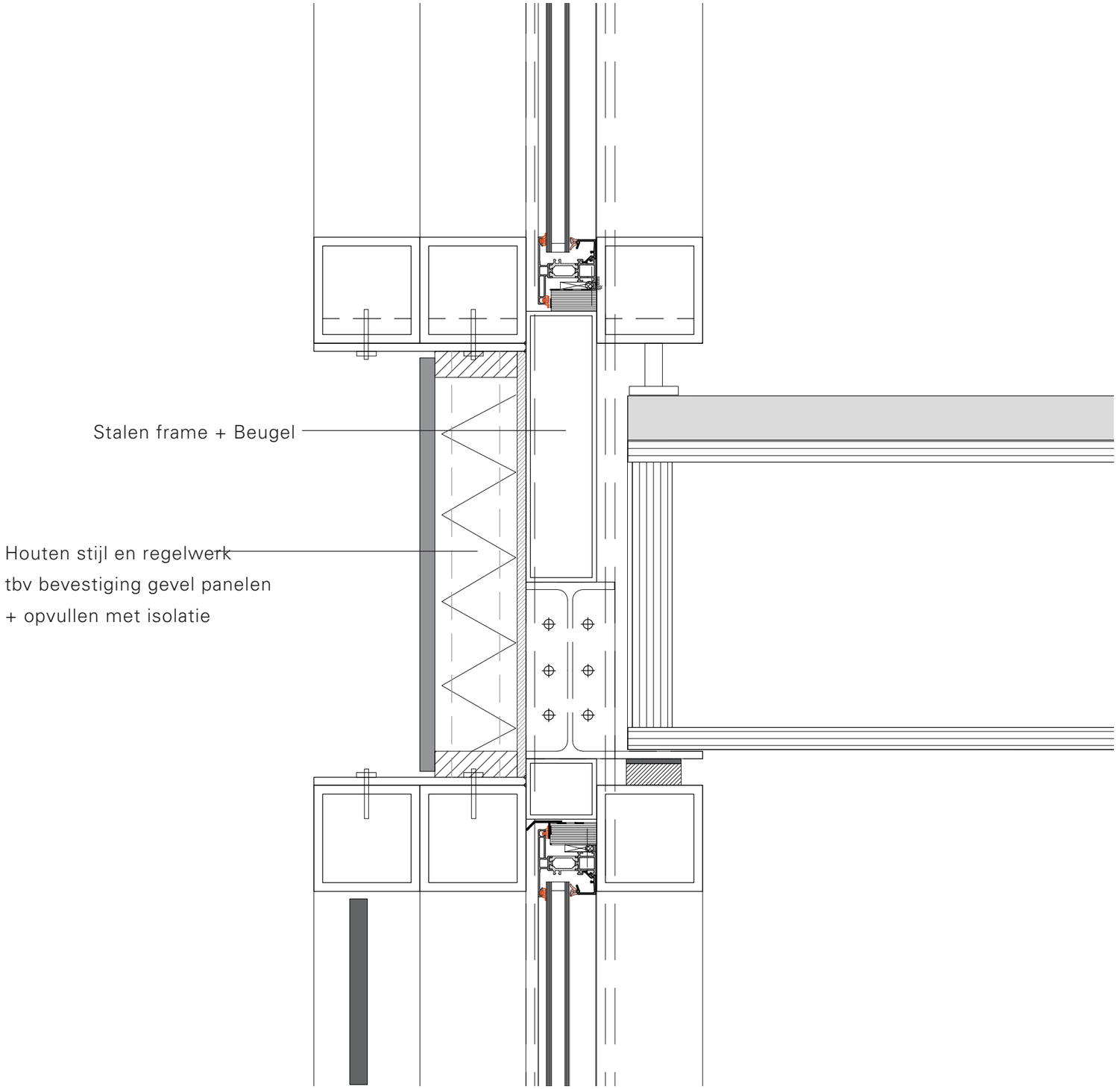
Detailing | Airbnb | 1:5 vertical roof

Gevel panelen (Blinde bevestiging)
Materiaal mogelijkheden:
Hout, Fibre c, Staalplaat, ?

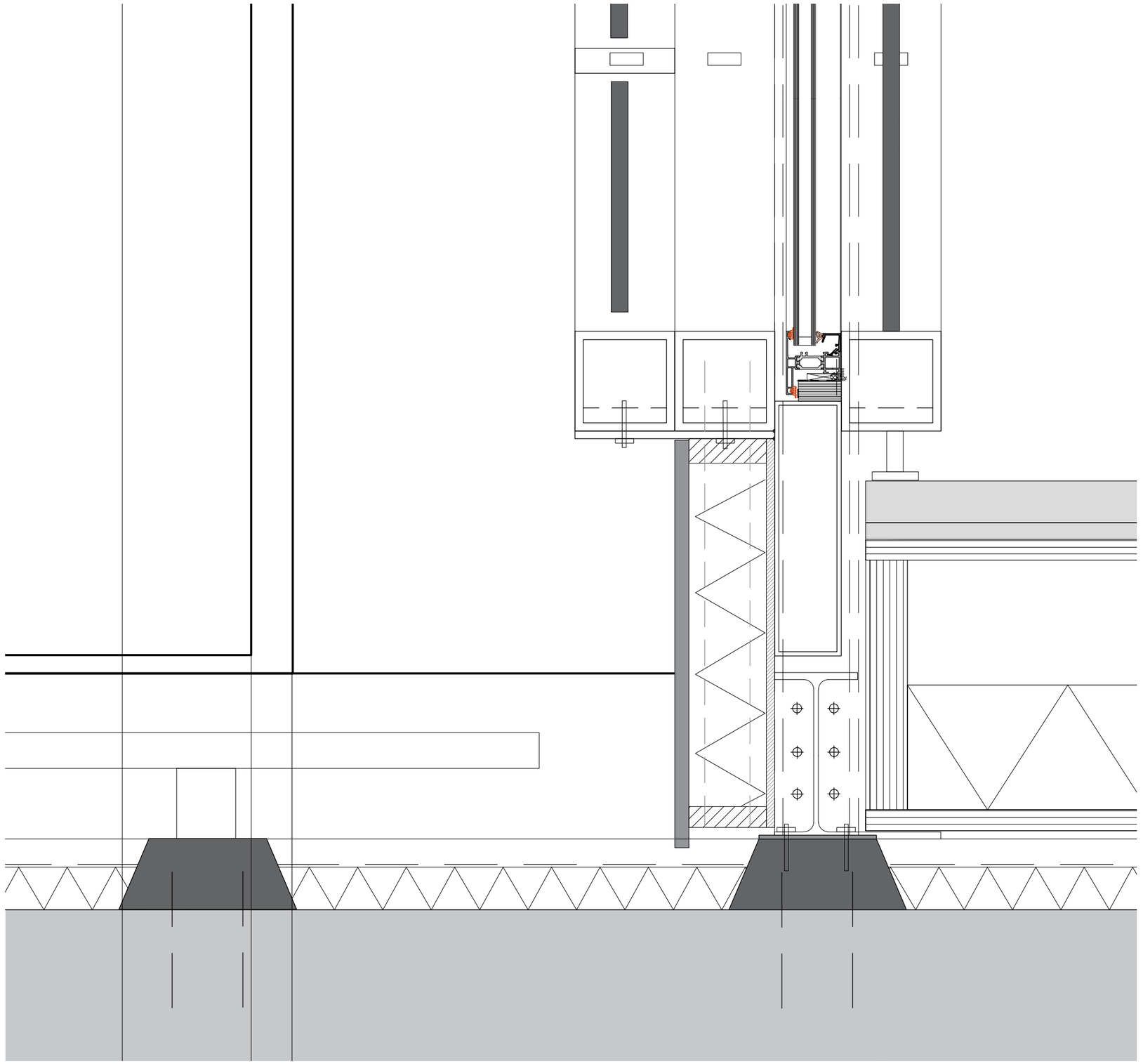


Beugel tbv bevestiging
window frame

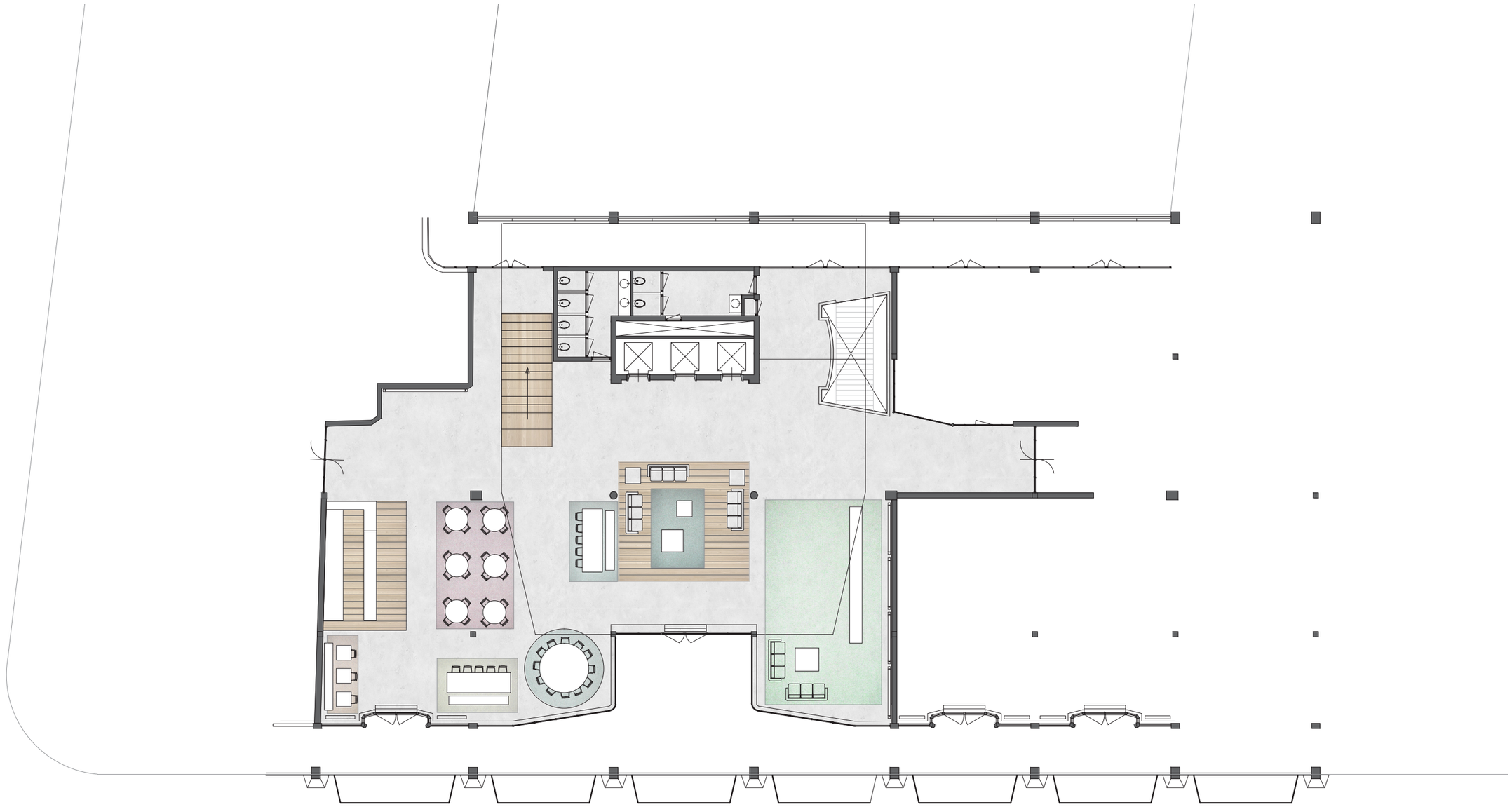
Detailing | Airbnb | 1:5 vertical floor



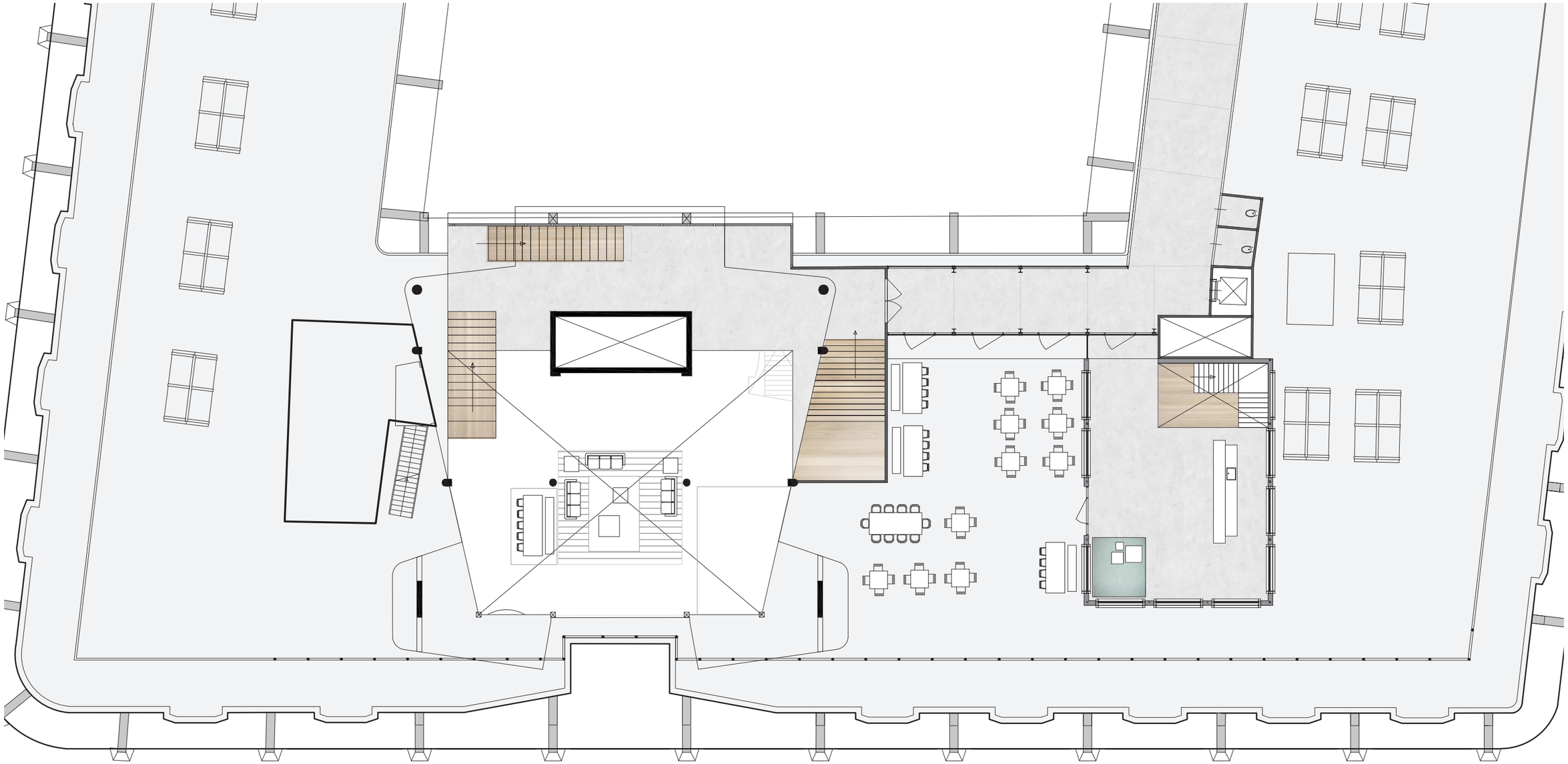
Detailing | Airbnb | 1:5 vertical bg



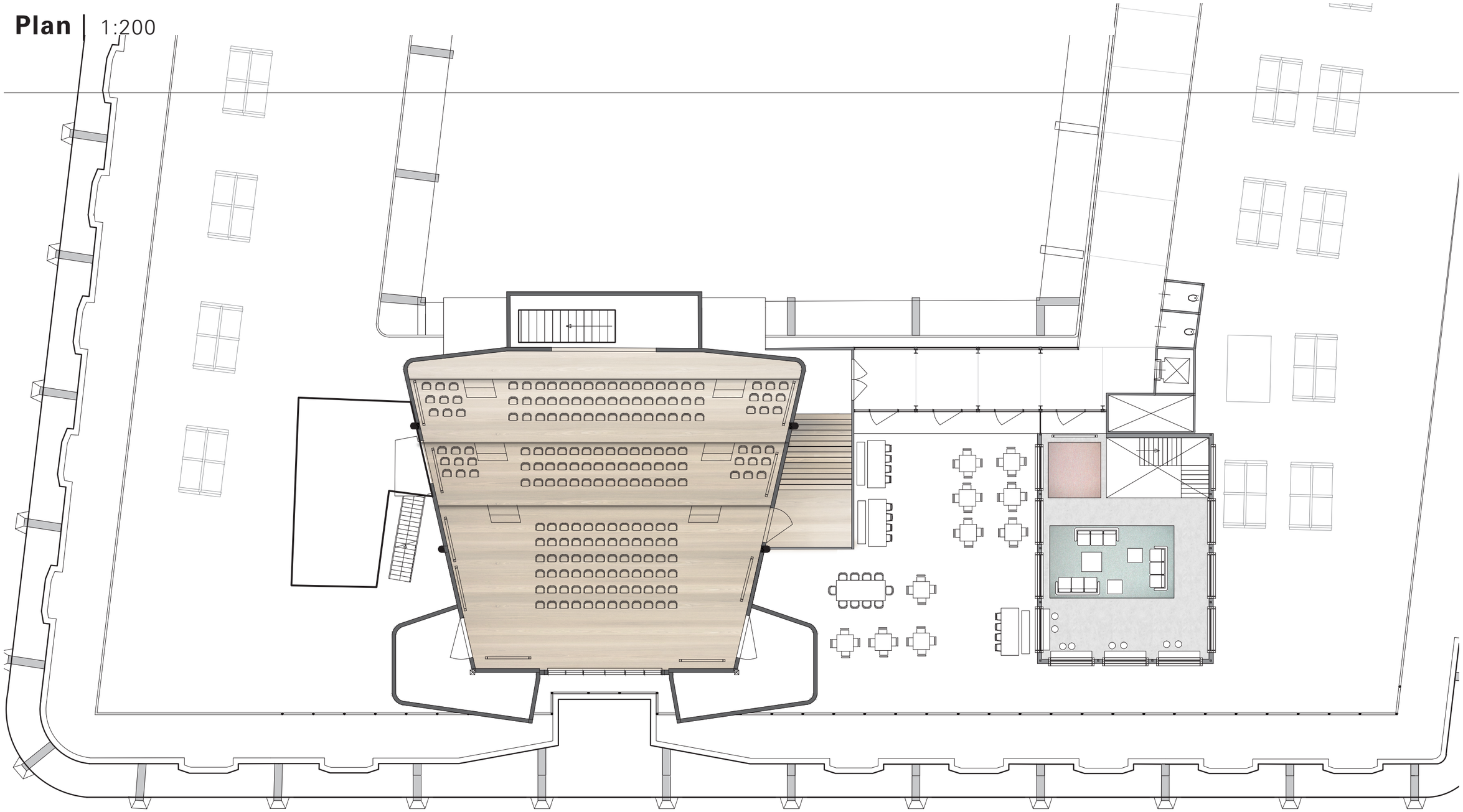
Plan | 1:200



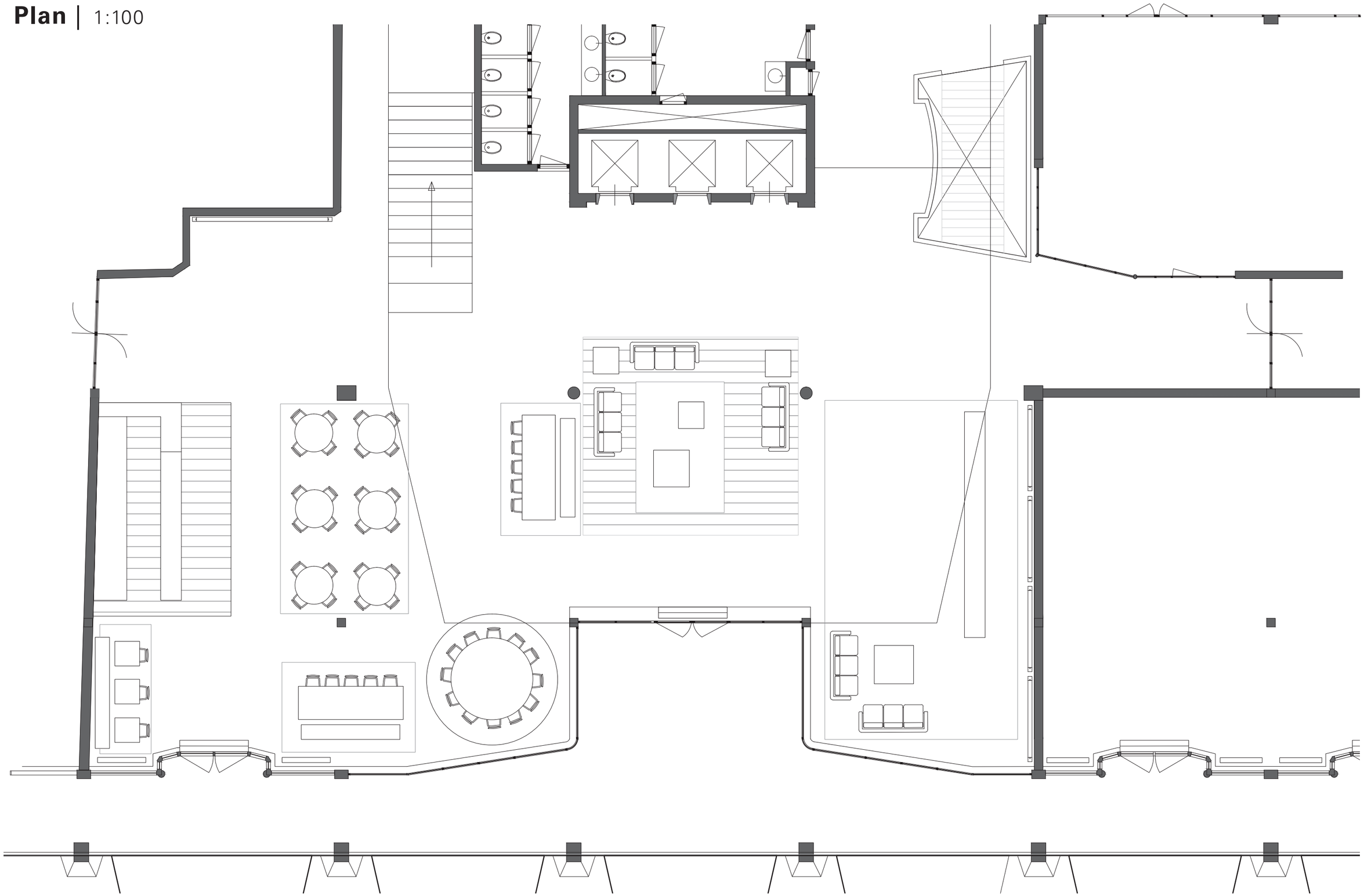
Plan | 1:200



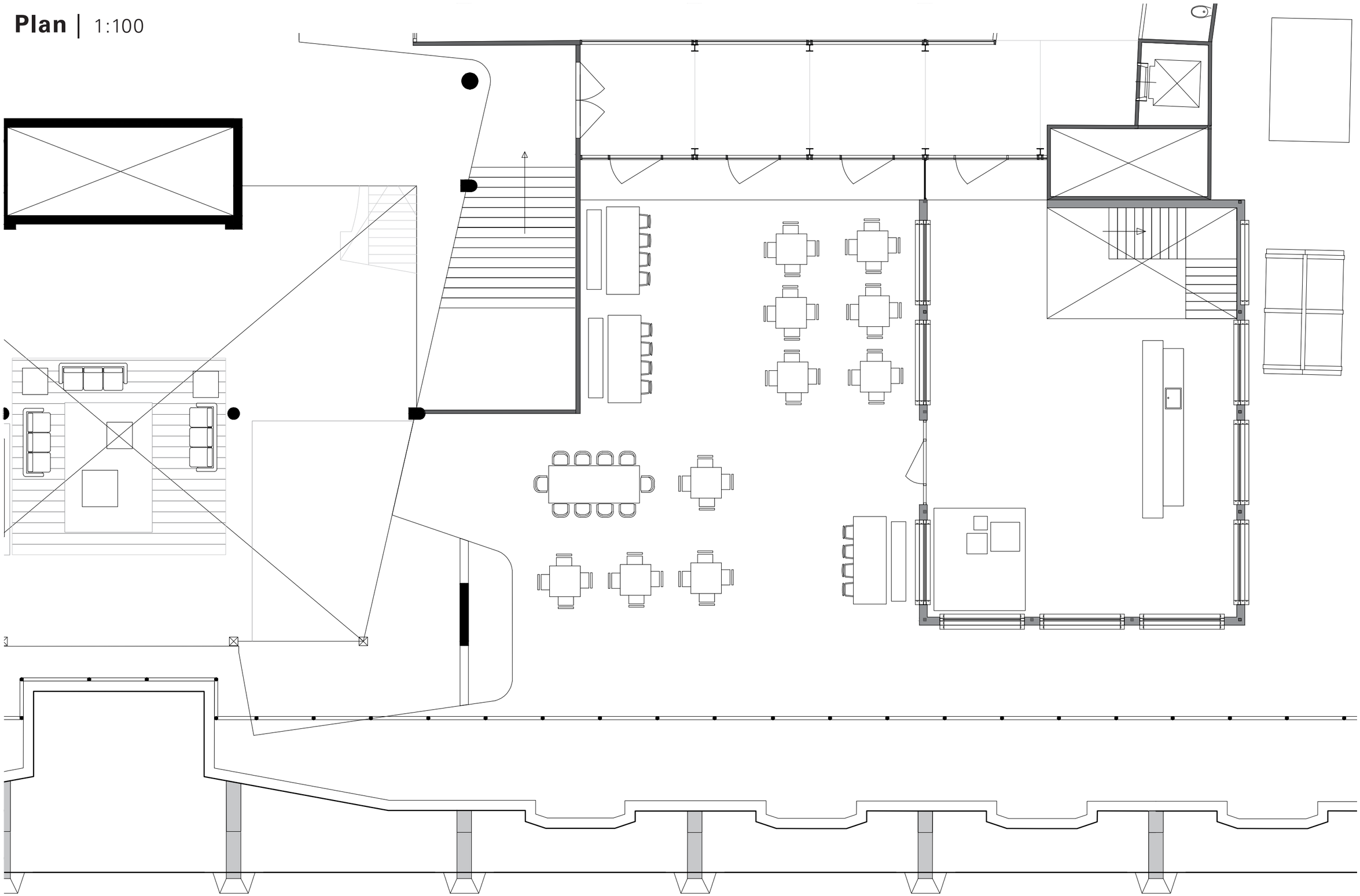
Plan | 1:200



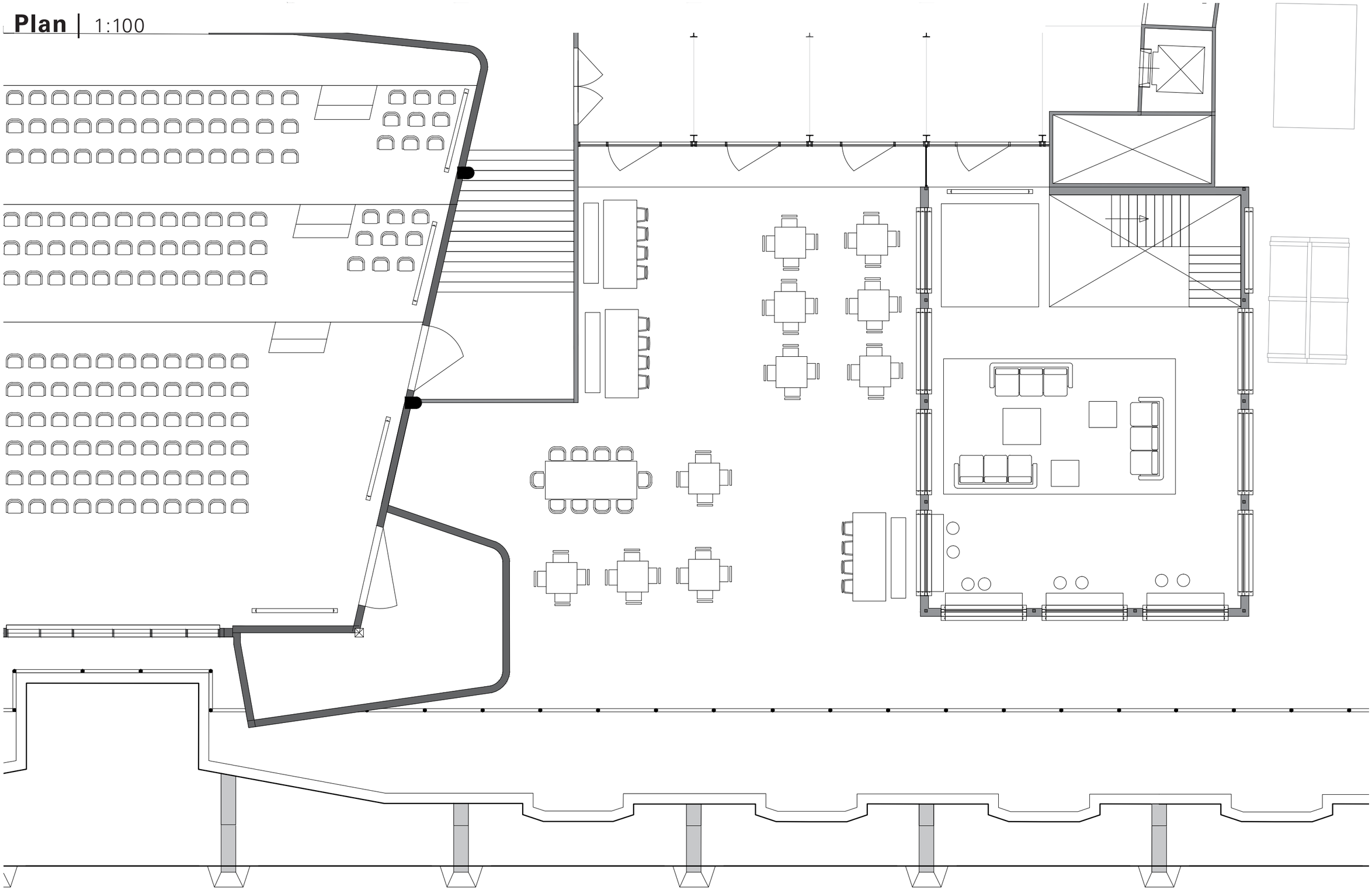
Plan | 1:100



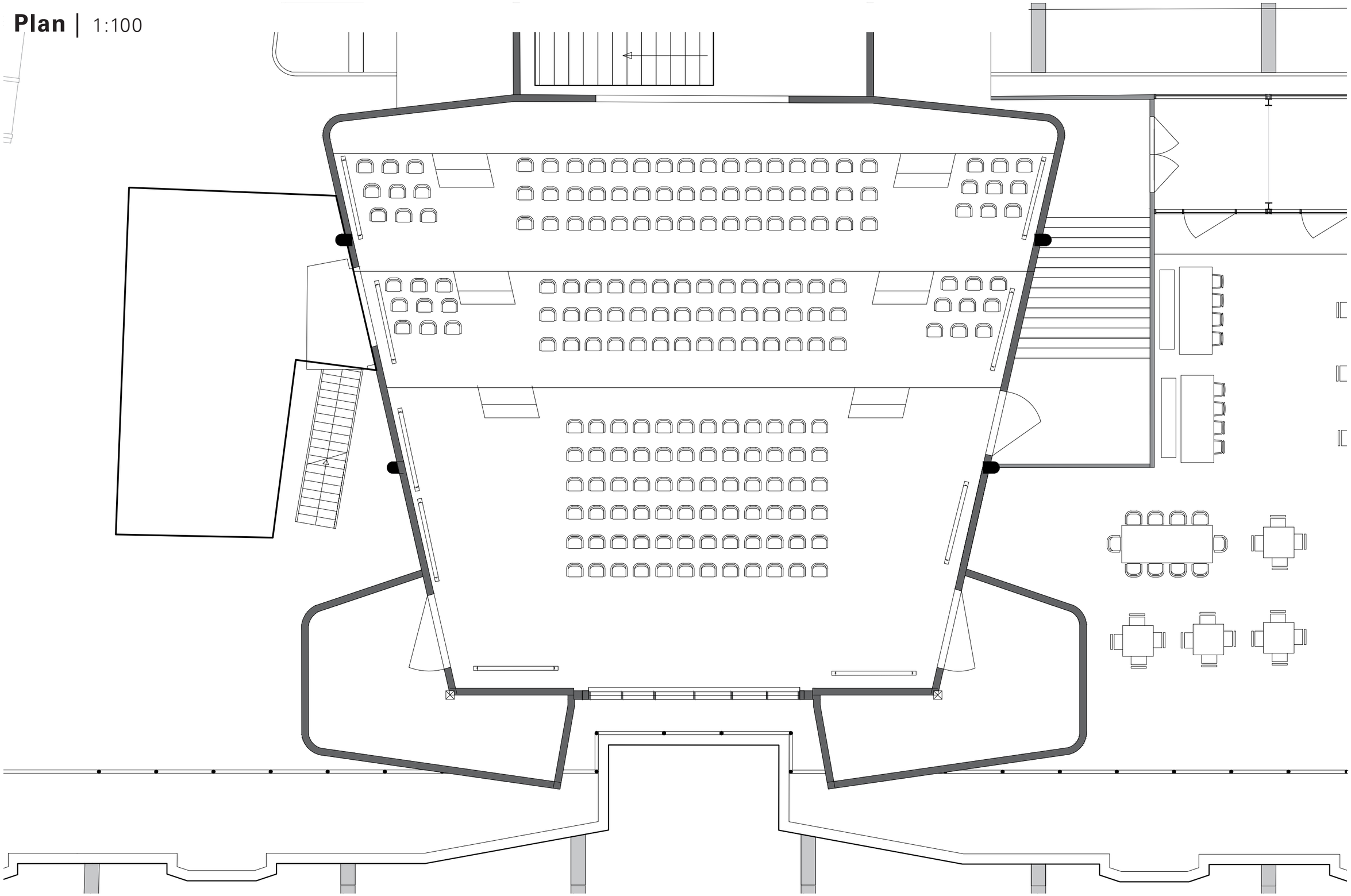
Plan | 1:100



Plan | 1:100

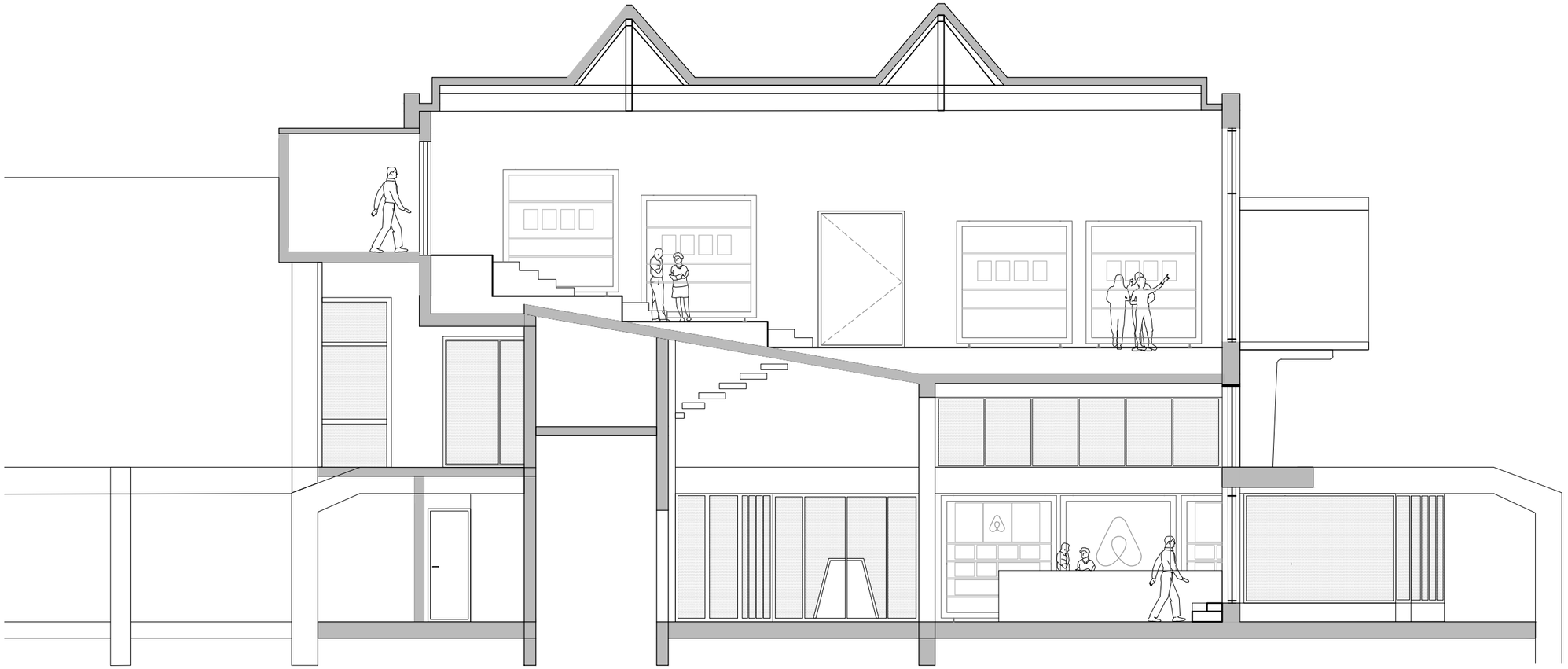


Plan | 1:100



Section | 1:100

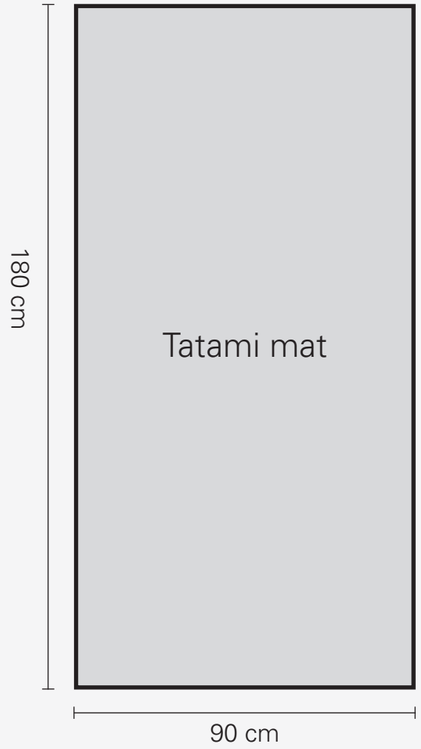
Section | 1:100



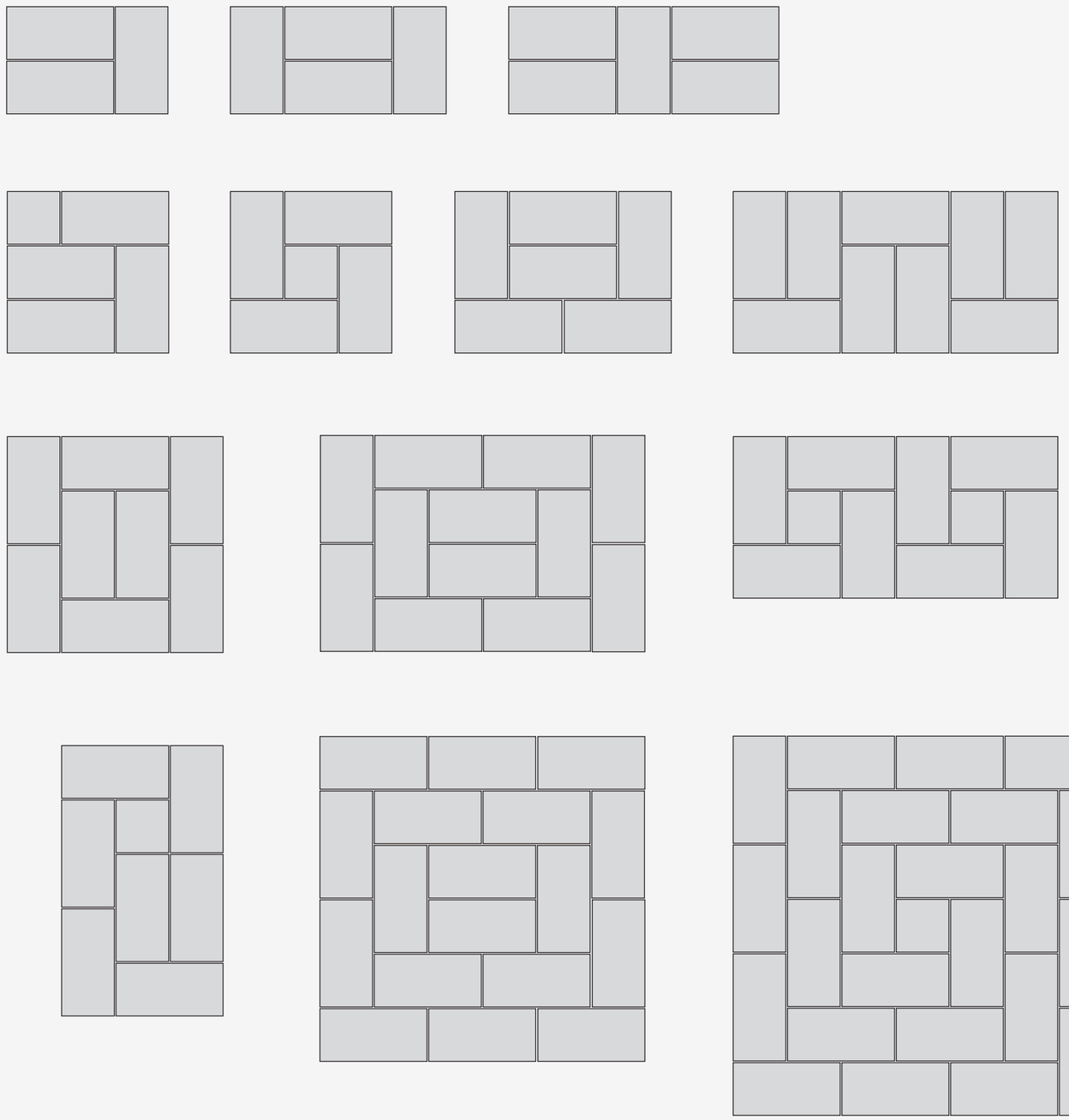
4 GLOBAL IMPRESSION

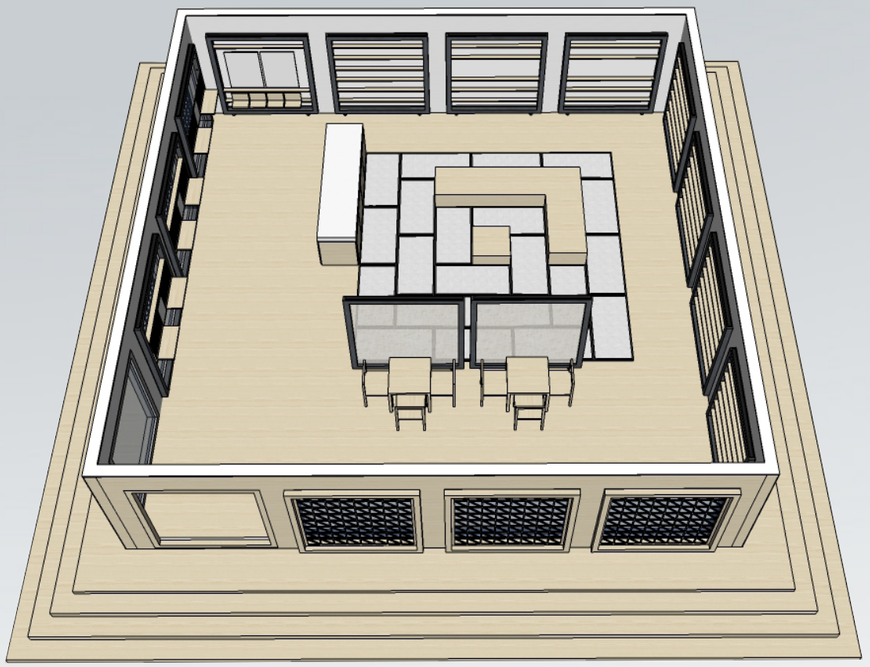
4.1 ASIAN CONCEPT

This concept is based on a traditional 'Japanese tea room'. Elements used in the design are; tatami mats, oak wood, Light neutral colors and dark accents, to create a serene but modern atmosphere .



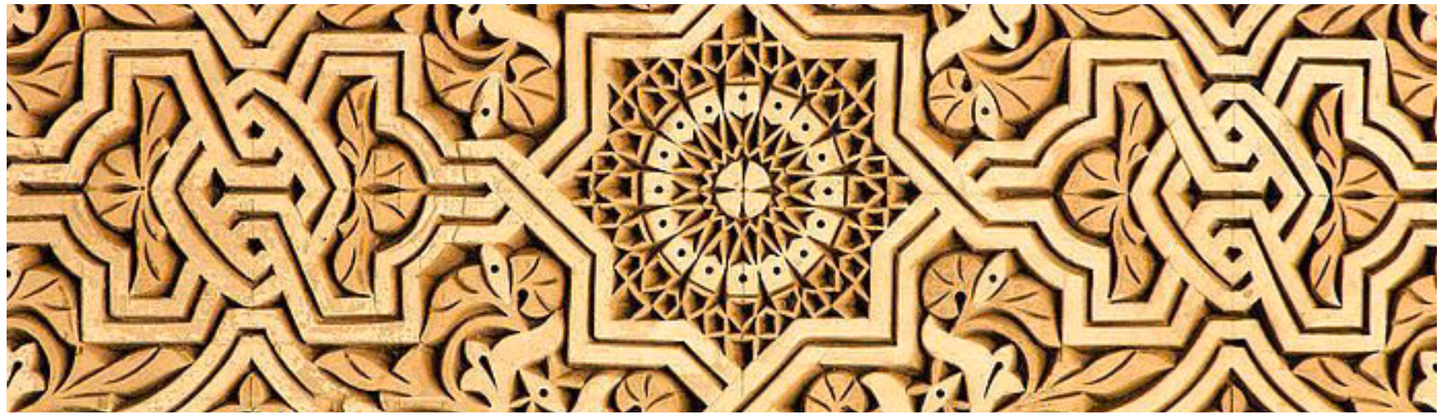
Tatami mat - Room patterns

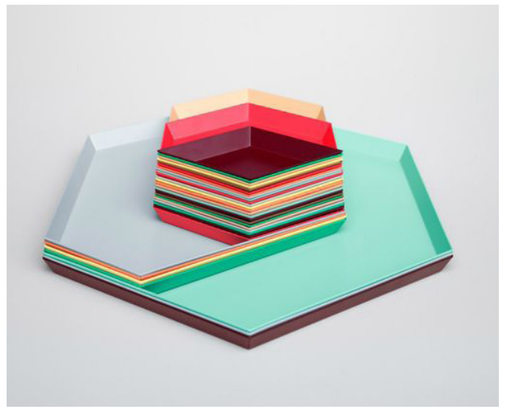




4.2 MIDDLE EAST CONCEPT

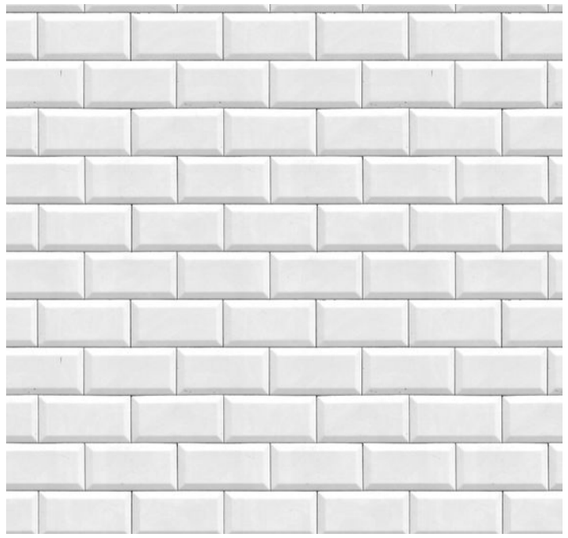
This concept is based on a traditional 'Moroccan Riad atrium'. Elements used in the design are; bright colors, mosaic, tiles, fabric, wood balustrade and traditional patterns. These elements increase a lively and friendly atmosphere.

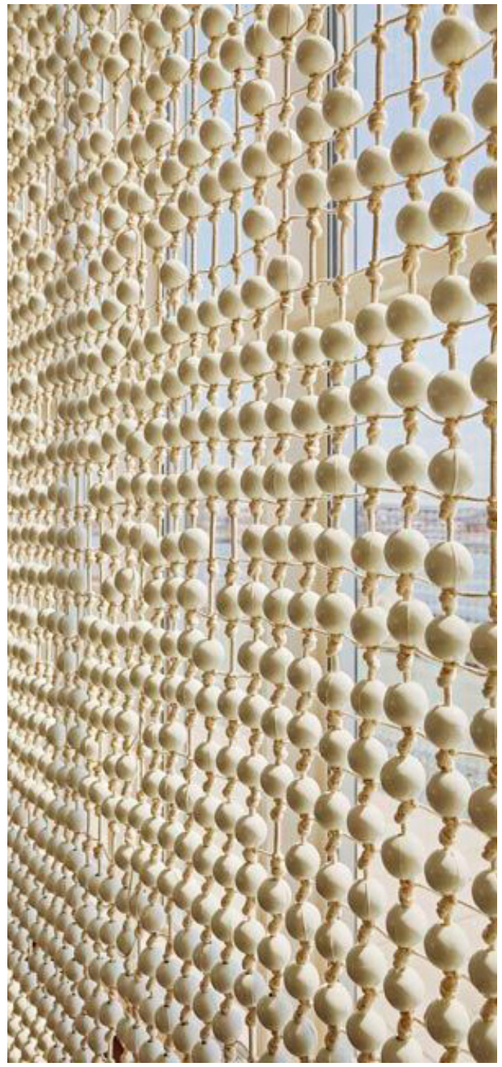


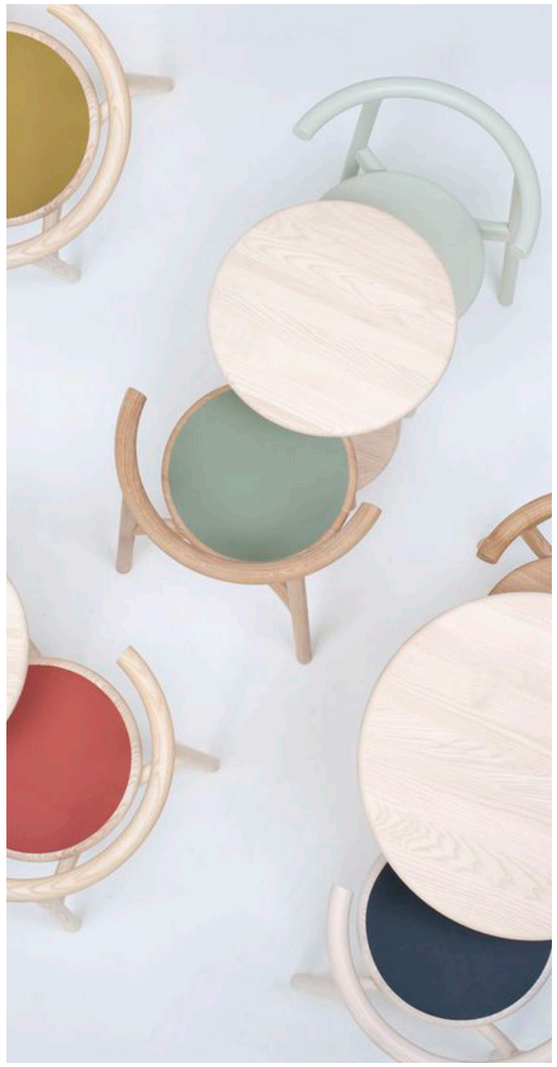


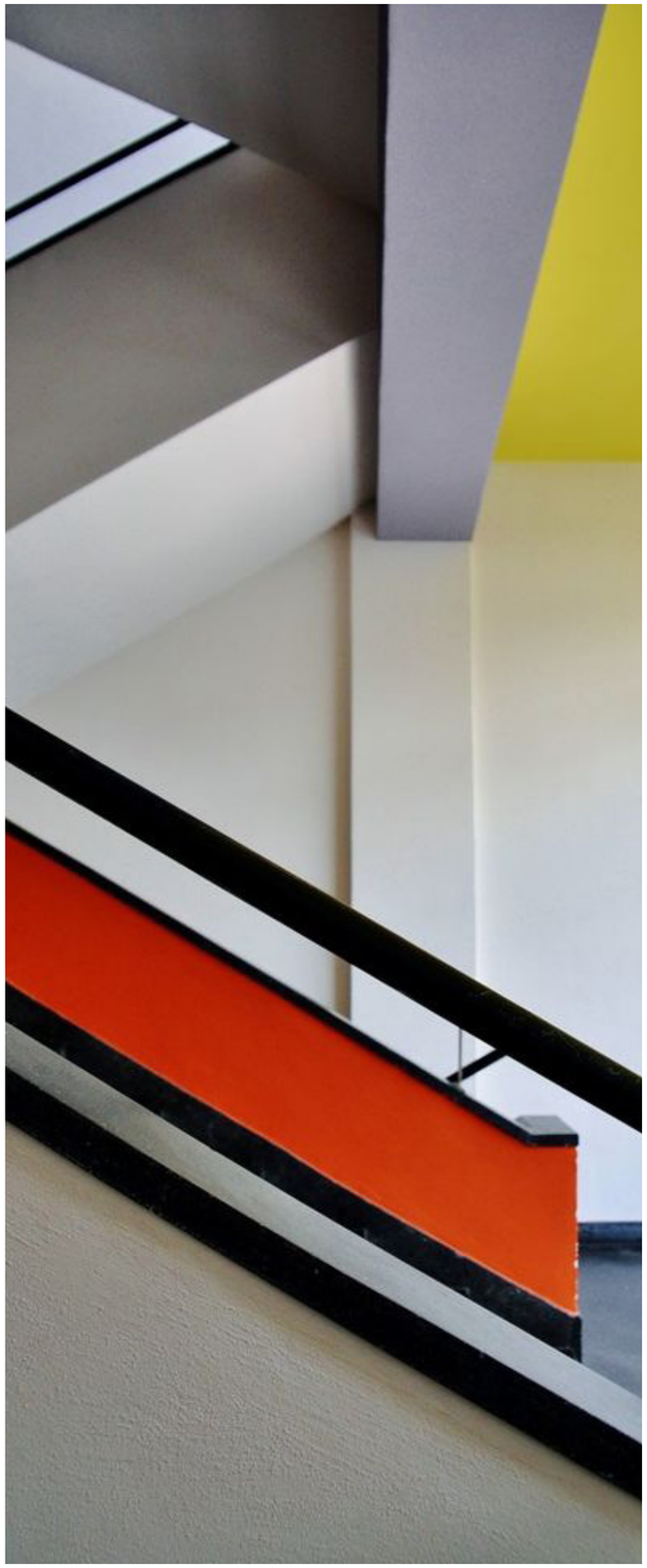
4.3 EUROPE CONCEPT

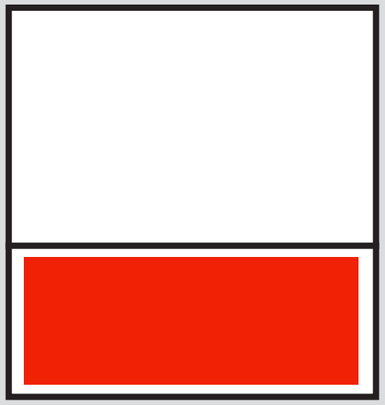
This concept is based on 'Dutch design' which expresses minimalism and no nonsense. Elements used in the design are; concrete, wood, ,color accent, graphic lines, brick tiles and metal.











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