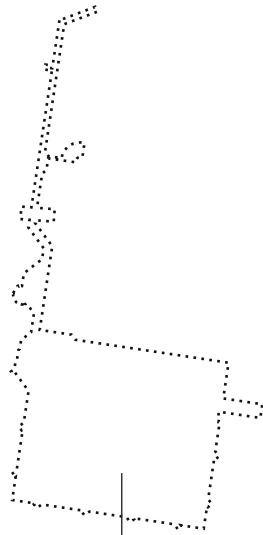


The Standard Resort

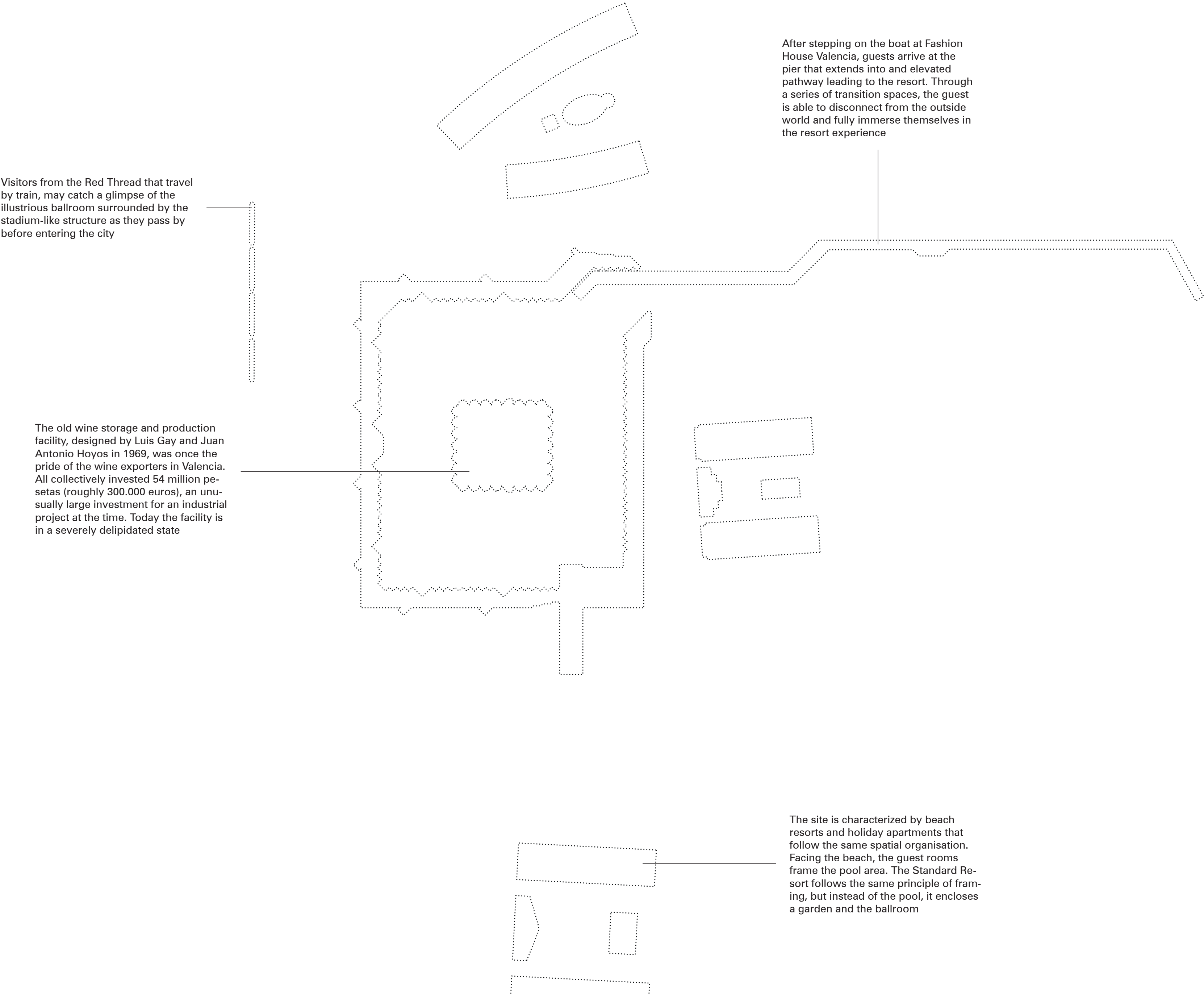


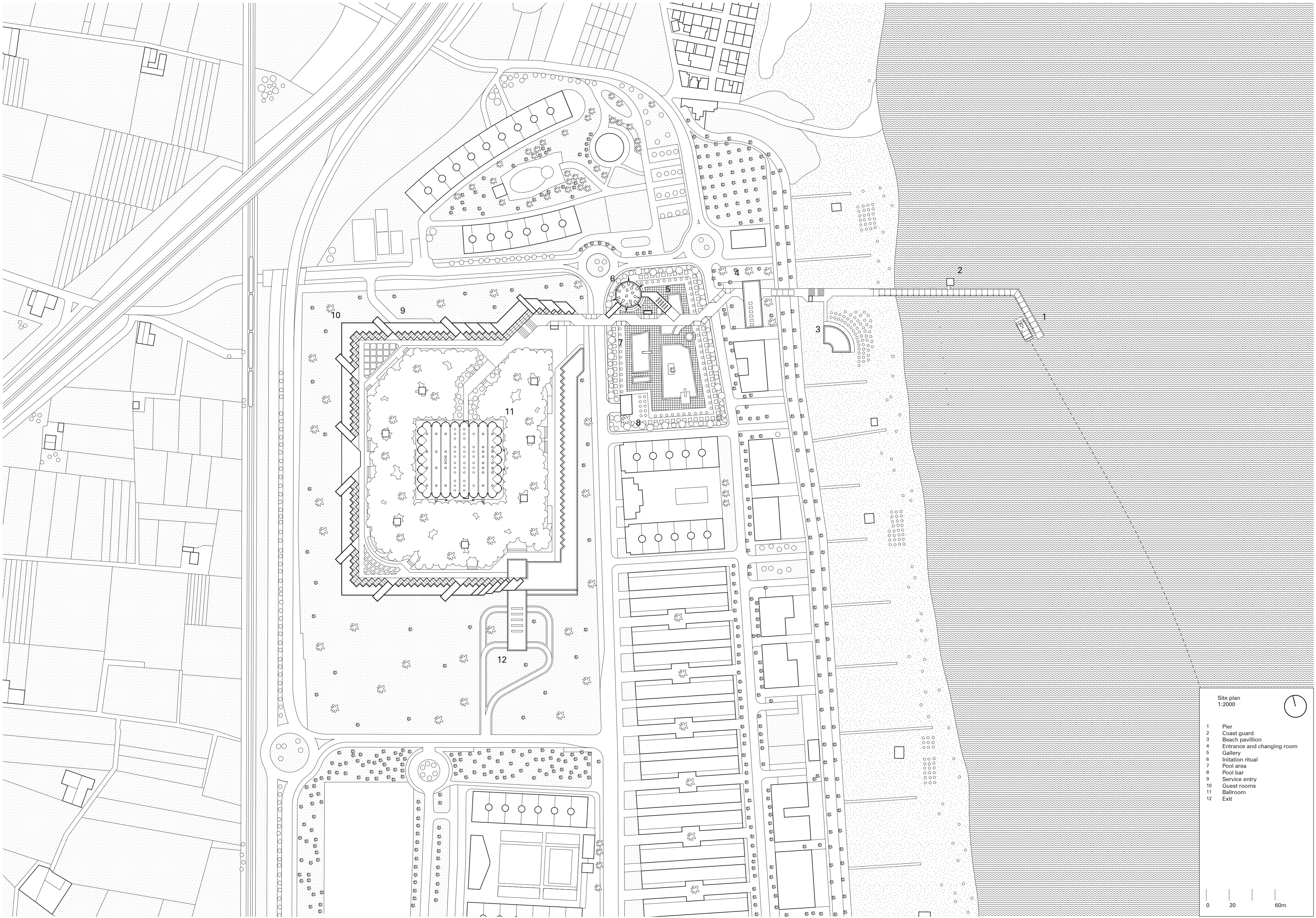
The resort is situated at the Northern end of Valencia's often overlooked seaside



The Standard Resort is the testing ground for Fashion House Valencia. A ferry takes the guests from Fashion House, which is easily accesible by public transport, for a tour along the beach ending at the pier of the resort



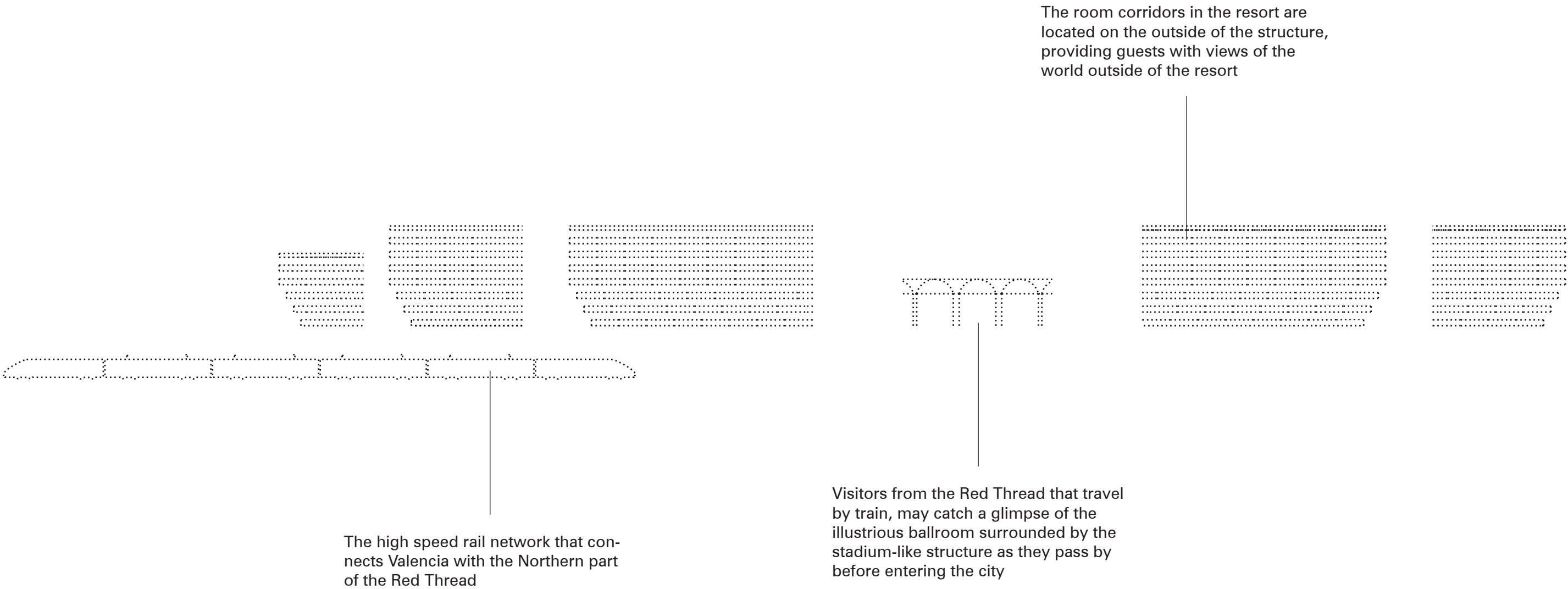


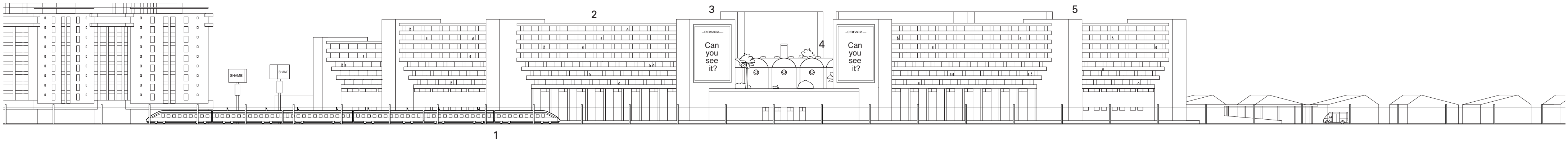


Site plan
1:2000

- 1 Pier
- 2 Coast guard
- 3 Beach pavilion
- 4 Entrance and changing room
- 5 Gallery
- 6 Initiation ritual
- 7 Pool area
- 8 Pool bar
- 9 Service entry
- 10 Guest rooms
- 11 Ballroom
- 12 Exit

0 20 60m





1

2

3

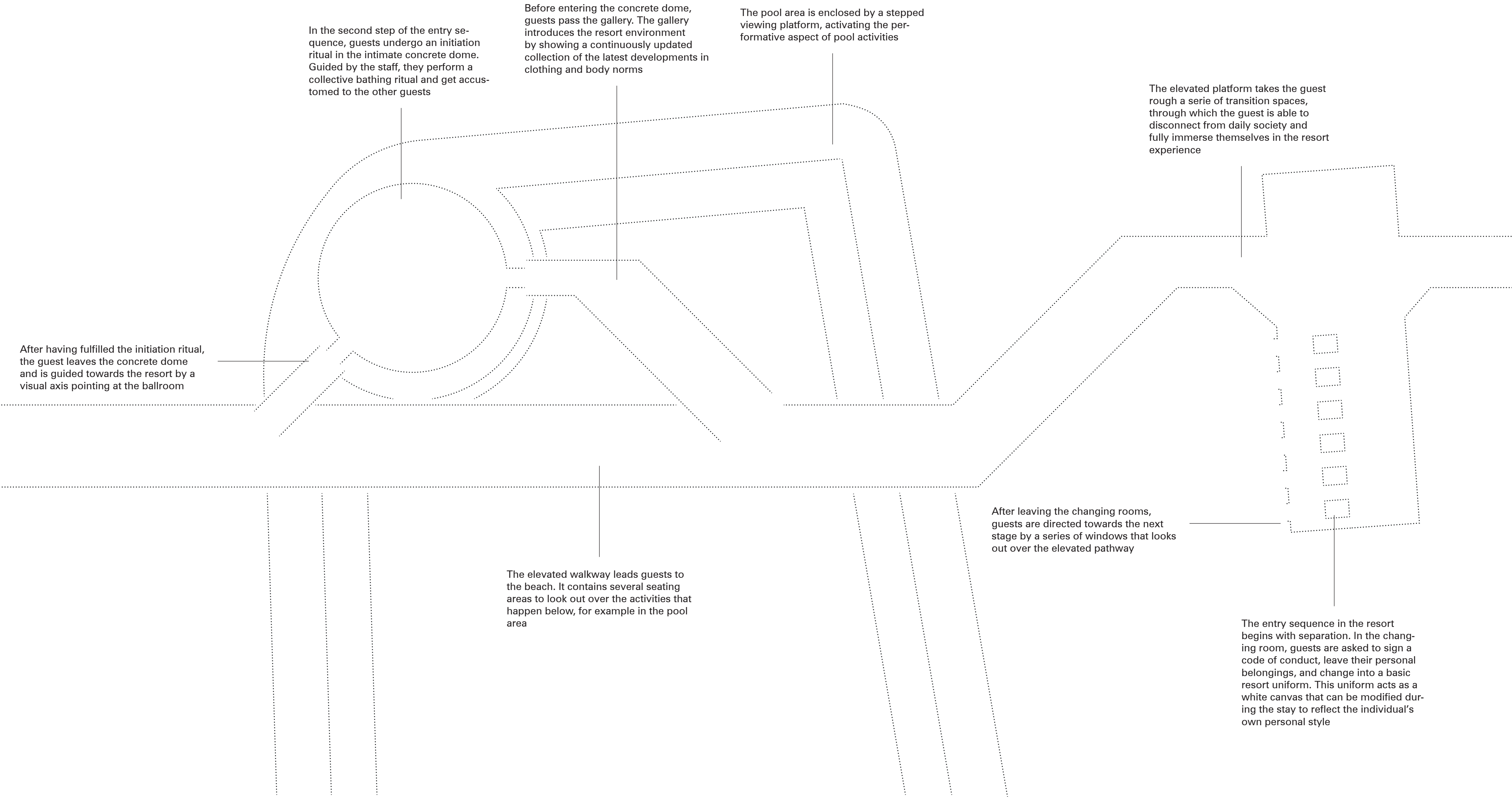
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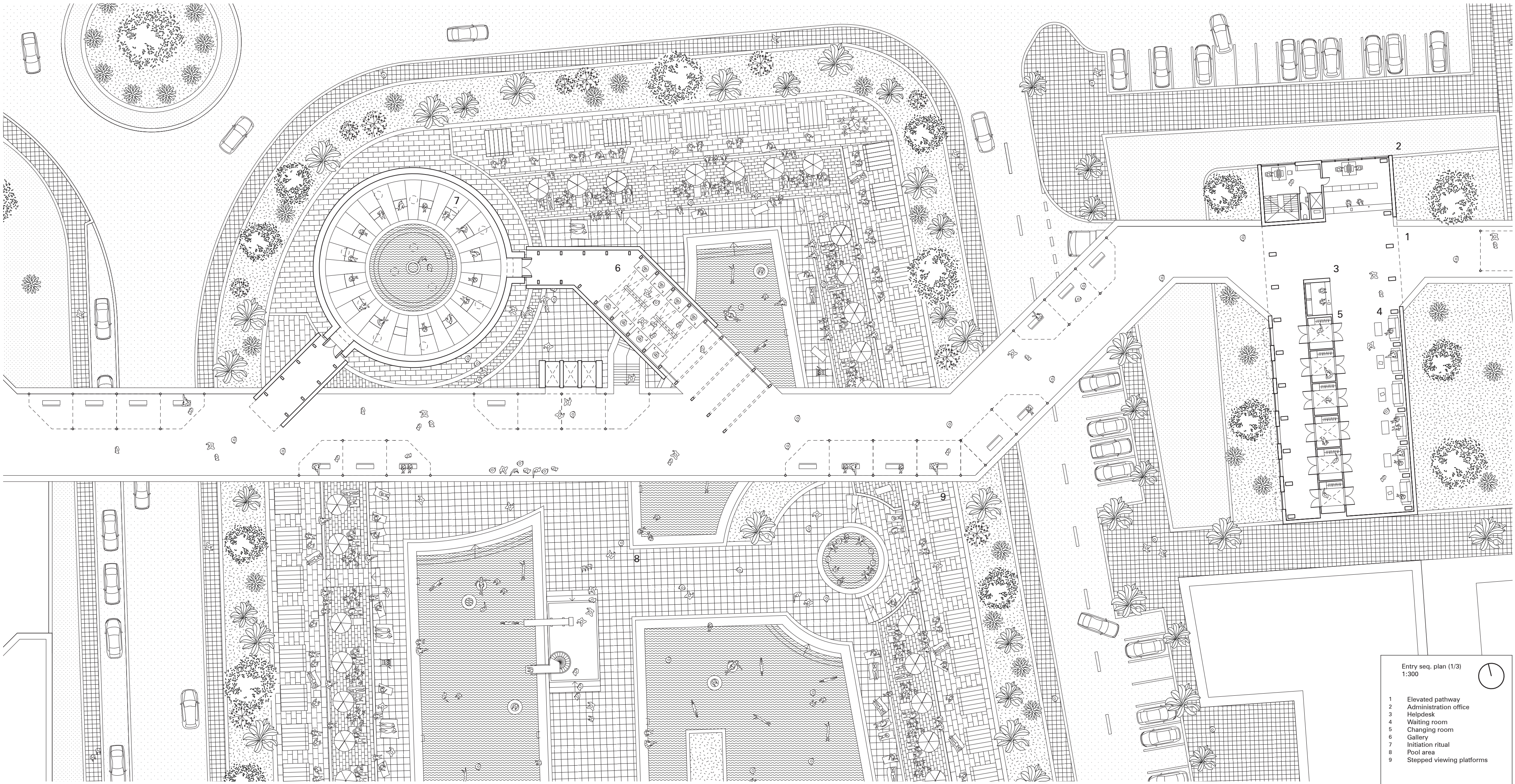
5

West elevation
1:850

1 High speed rail network
2 Room corridors
3 LED-billboard
4 Ballroom
5 Circulation core

0 10 30m

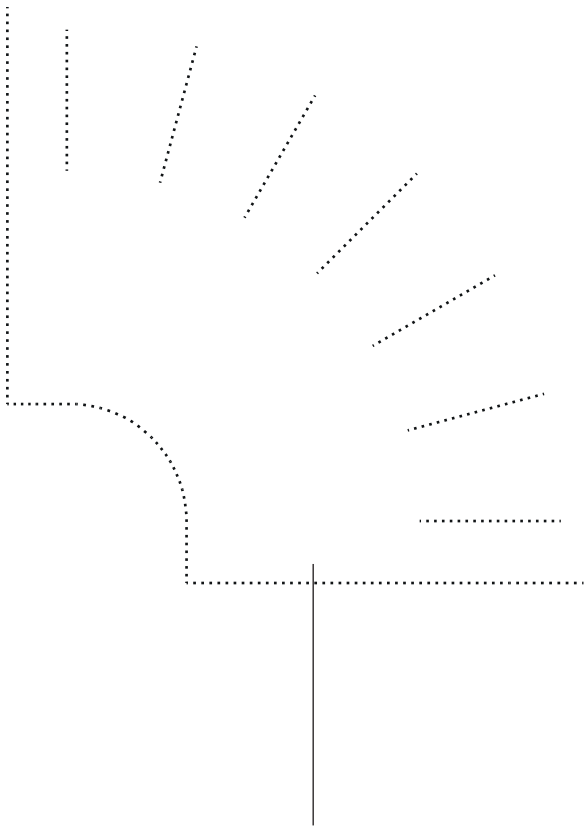
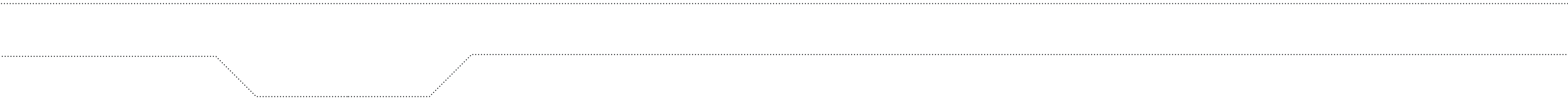




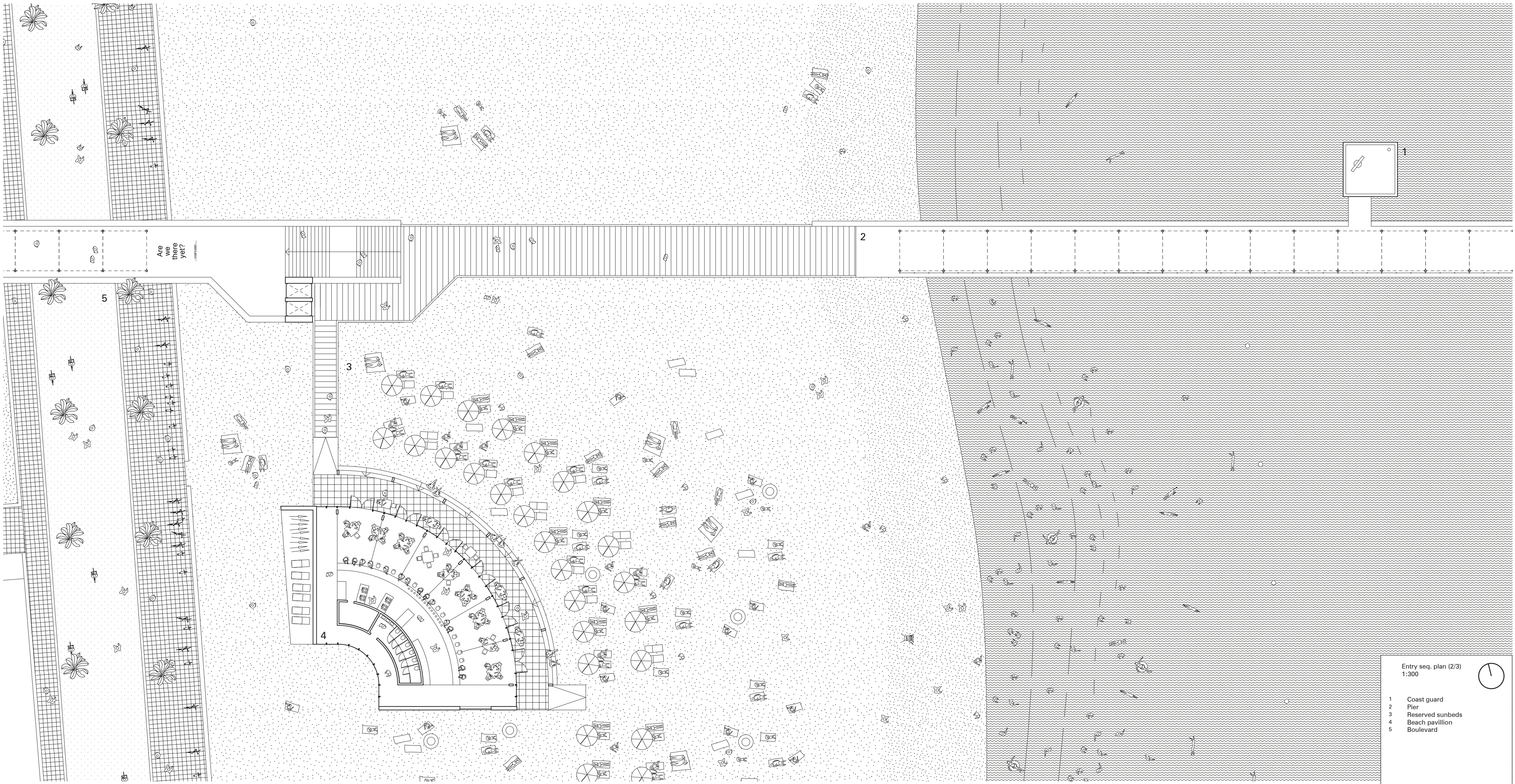
Entry seq. plan (1/3)
1:300

1 Elevated pathway
2 Administration office
3 Helpdesk
4 Waiting room
5 Changing room
6 Gallery
7 Initiation ritual
8 Pool area
9 Stepped viewing platforms

0 2.5 10 m



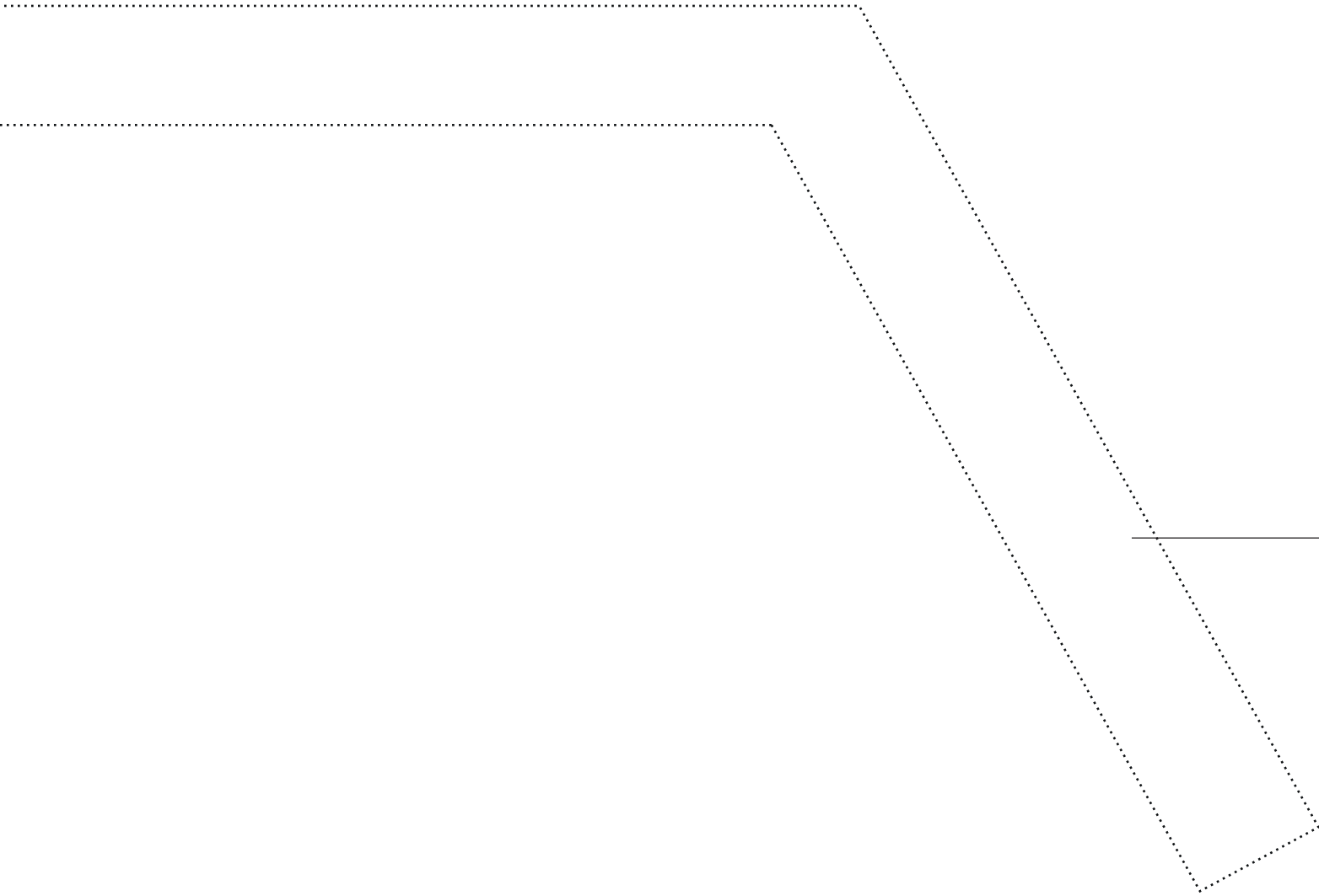
The beach pavillion and the pier frame a piece of beach that is reserved for the guests. From the pavilion, guests can look at the newly arriving guests that get off the boat at the pier



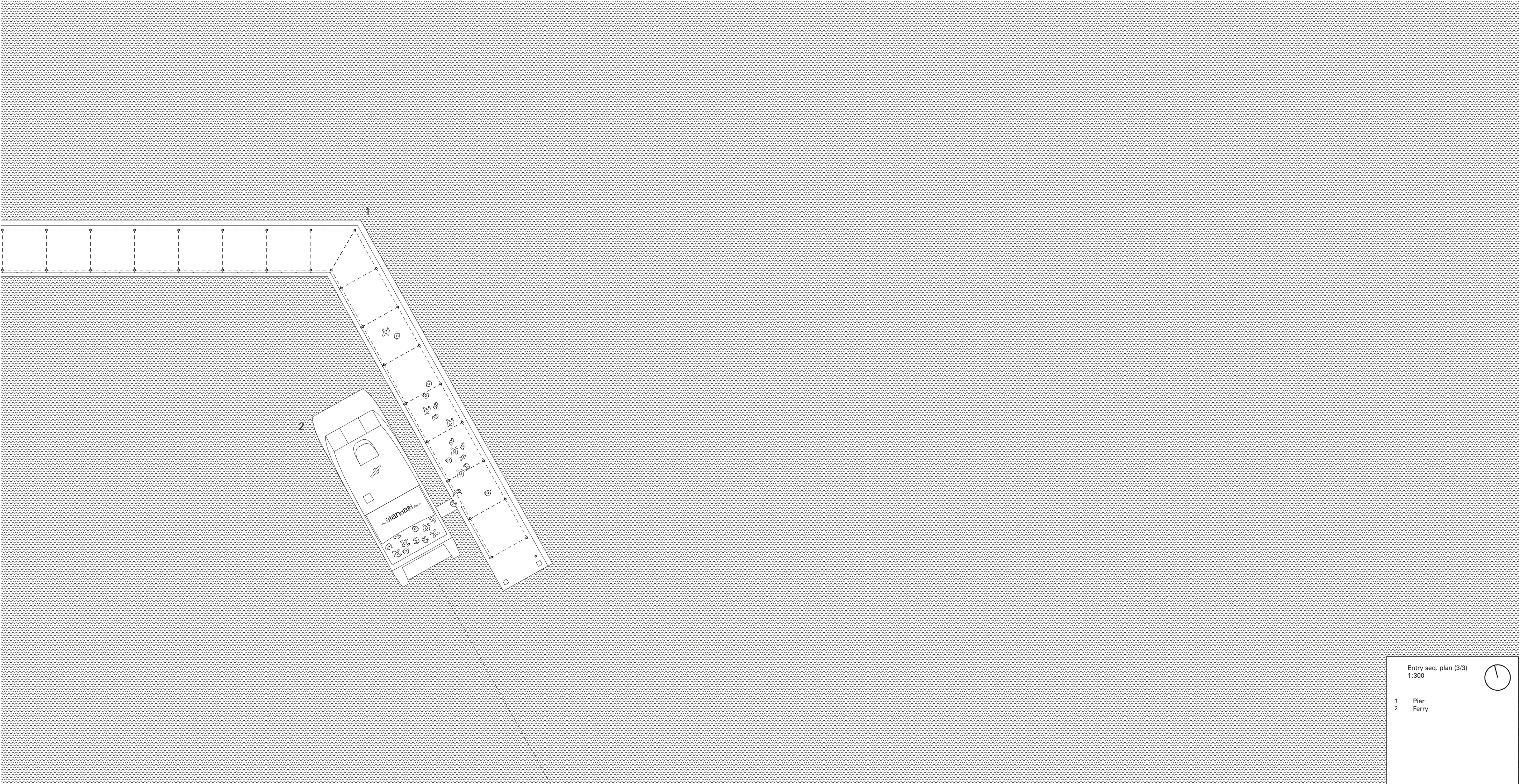
Entry seq. plan (2/3)
1:300

- 1 Coast guard
- 2 Pier
- 3 Reserved sunbeds
- 4 Beach pavillion
- 5 Boulevard

0 2,5 10 m



After stepping on the boat at Fashion House Valencia, guests arrive at the pier that extends into and elevated pathway leading to the resort

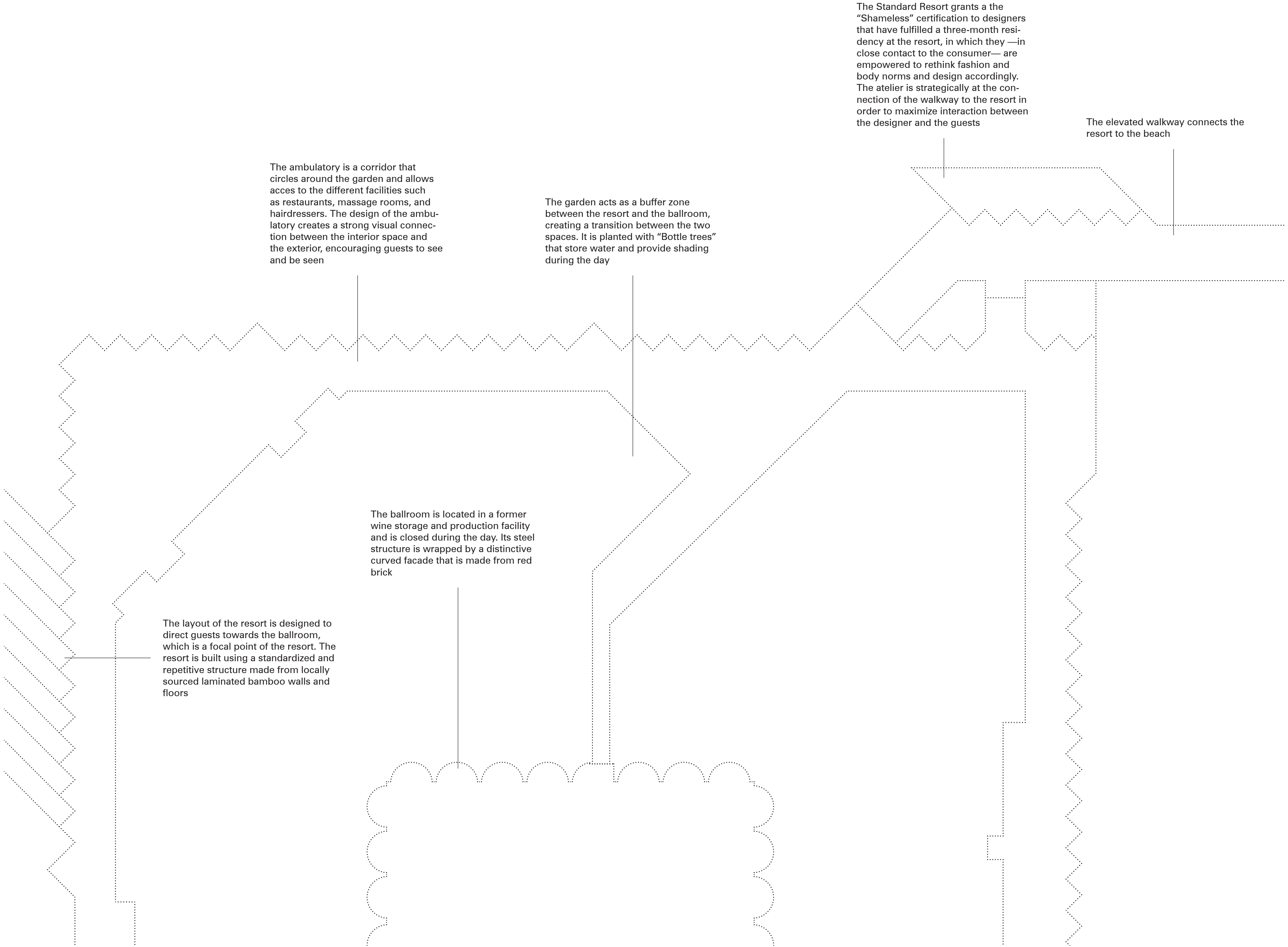


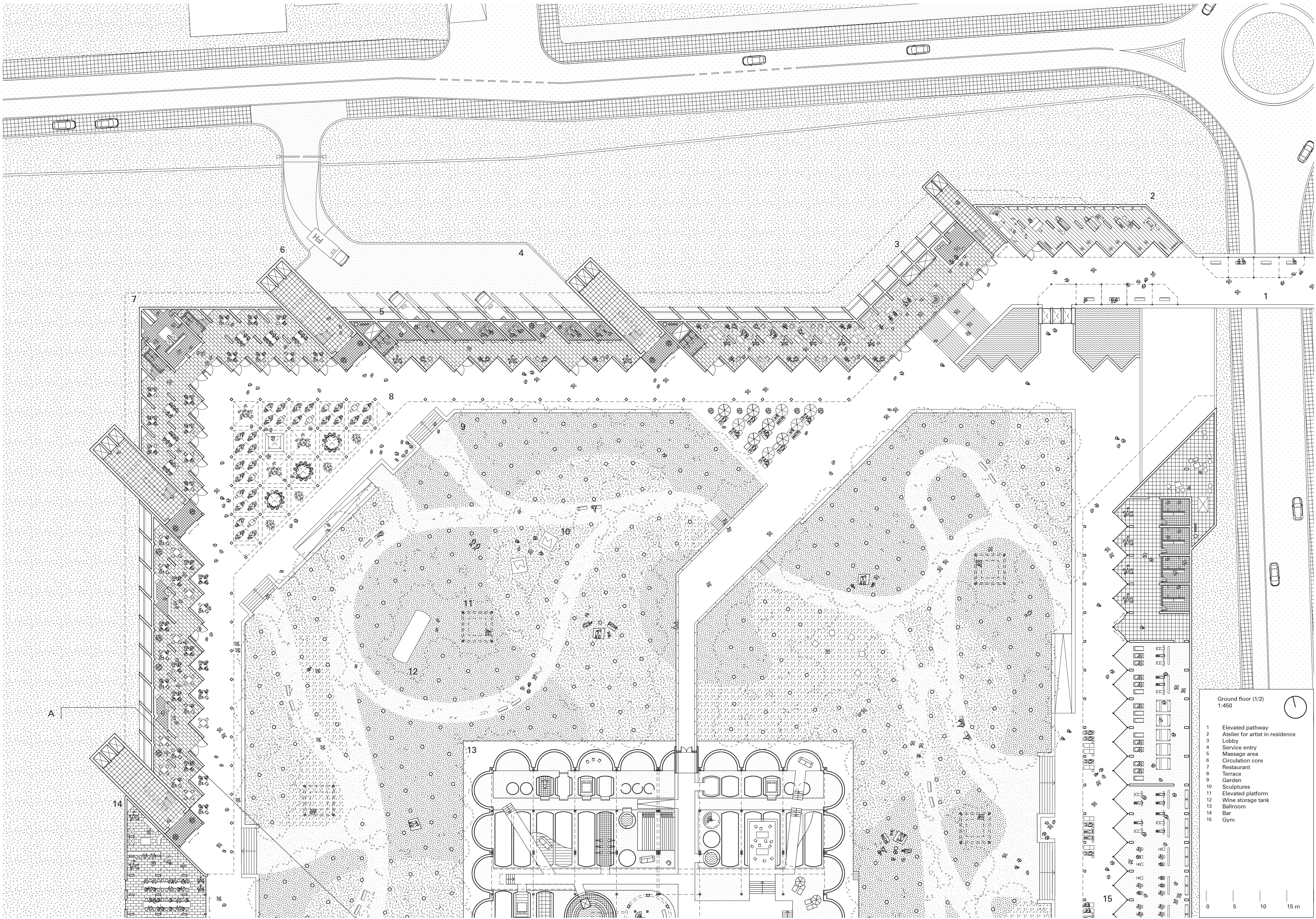
Entry seq. plan (3/3)
1:300

1 Pier
2 Ferry

0 2,5 10 m



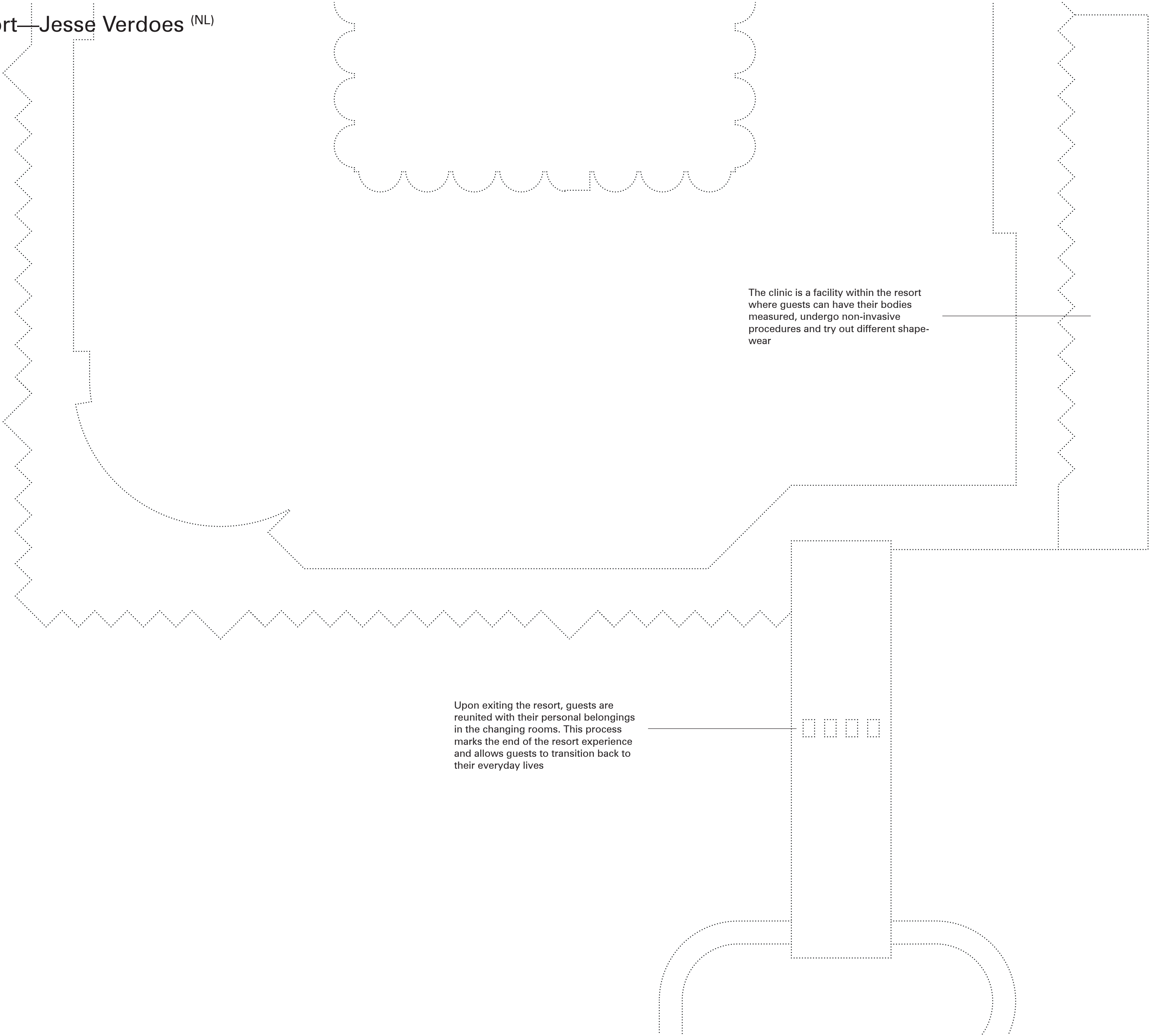




Ground floor (1/2)
1:450

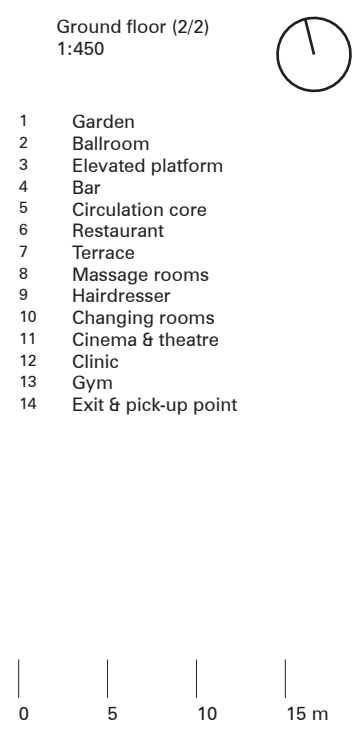
1 Elevated pathway
2 Atelier for artist in residence
3 Lobby
4 Service entry
5 Massage area
6 Circulation core
7 Restaurant
8 Terrace
9 Garden
10 Sculptures
11 Elevated platform
12 Wine storage tank
13 Ballroom
14 Bar
15 Gym

0 5 10 15 m



The clinic is a facility within the resort where guests can have their bodies measured, undergo non-invasive procedures and try out different shape-wear

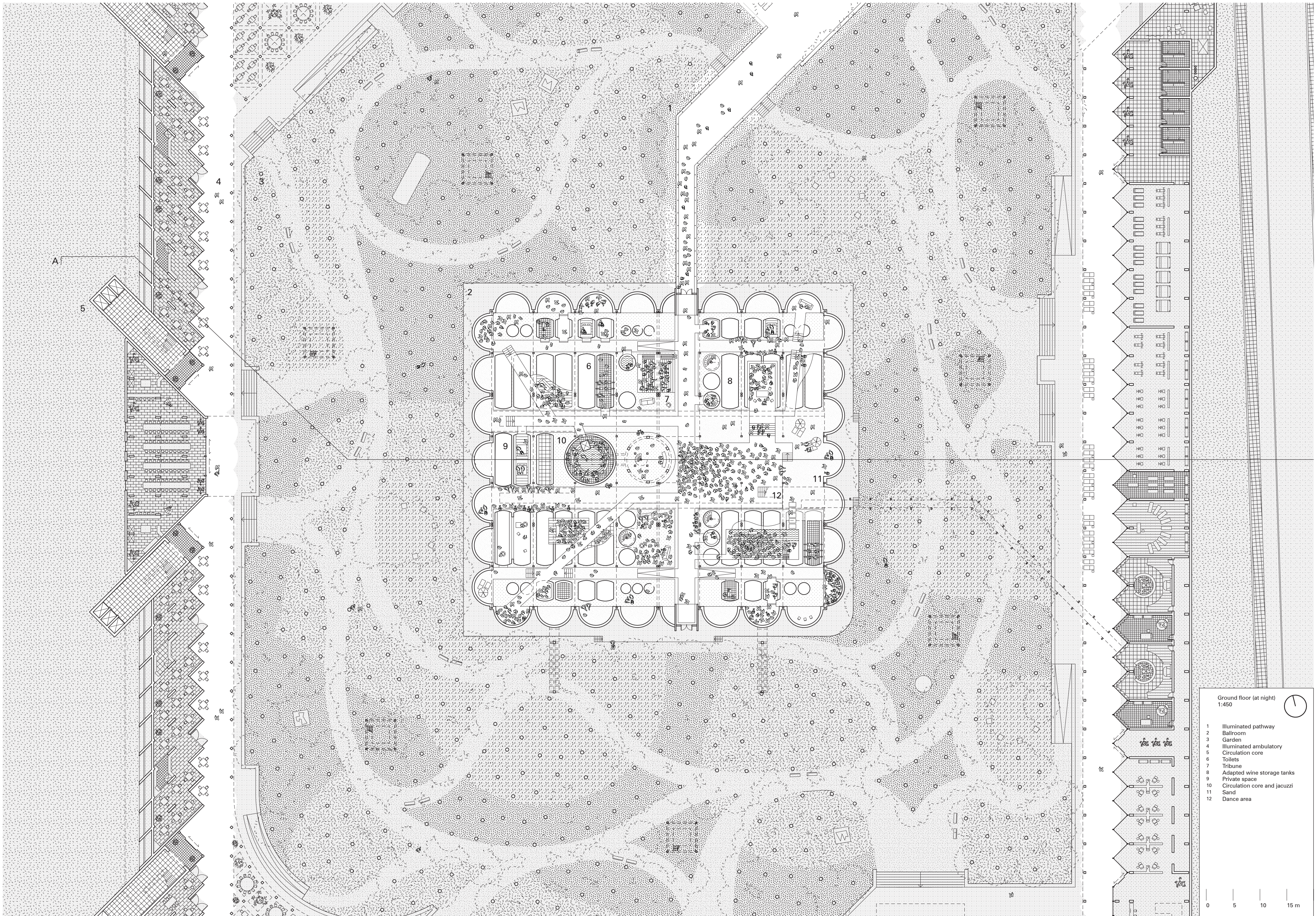
Upon exiting the resort, guests are reunited with their personal belongings in the changing rooms. This process marks the end of the resort experience and allows guests to transition back to their everyday lives



An illuminated pathway crossed the dark garden and connects the resort to the ballroom. The pathway is designed to be exposed, which means that guests waiting in line to enter the ballroom will be visible from the guest rooms. This allows guests to see the excitement and anticipation of others, creating a sense of connection and shared experience

The storage tanks from the former wine production facility are repurposed and used for different functions such as toilets or private rooms. In some cases, they are modified to accommodate dance floors or catwalk-like pathways

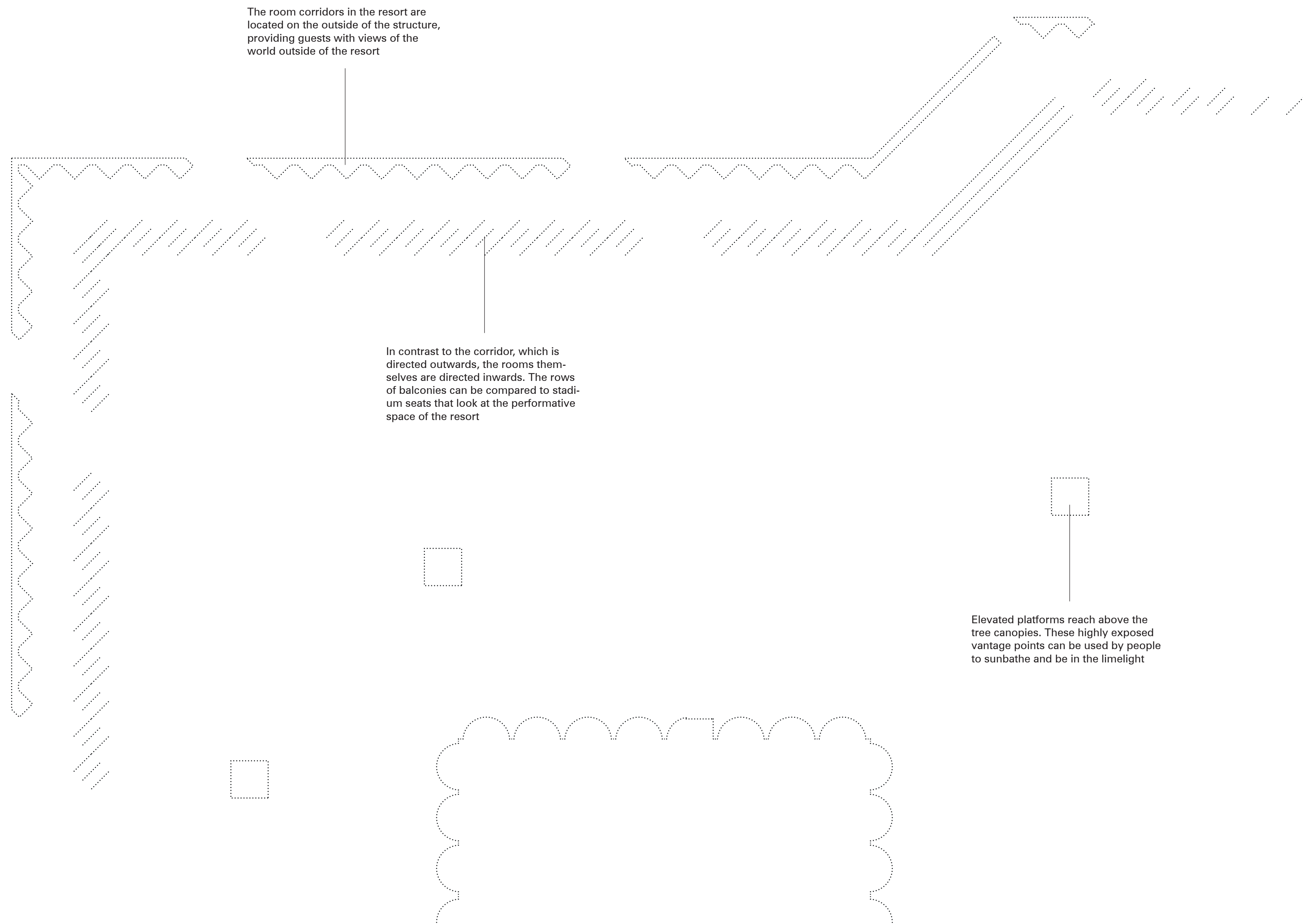
The ballroom is designed to be distinct from the surrounding facilities, blurs clothing conventions and allows guests to challenge traditional fashion norms. It creates a sense of “constructed disorder” by using decontextualized and rearranged elements from outside facilities. This unique atmosphere allows for exploration of new and innovative ways of expressing oneself



Ground floor (at night)
1:450

- 1 Illuminated pathway
- 2 Ballroom
- 3 Garden
- 4 Illuminated ambulatory
- 5 Circulation core
- 6 Toilets
- 7 Tribune
- 8 Adapted wine storage tanks
- 9 Private space
- 10 Circulation core and jacuzzi
- 11 Sand
- 12 Dance area

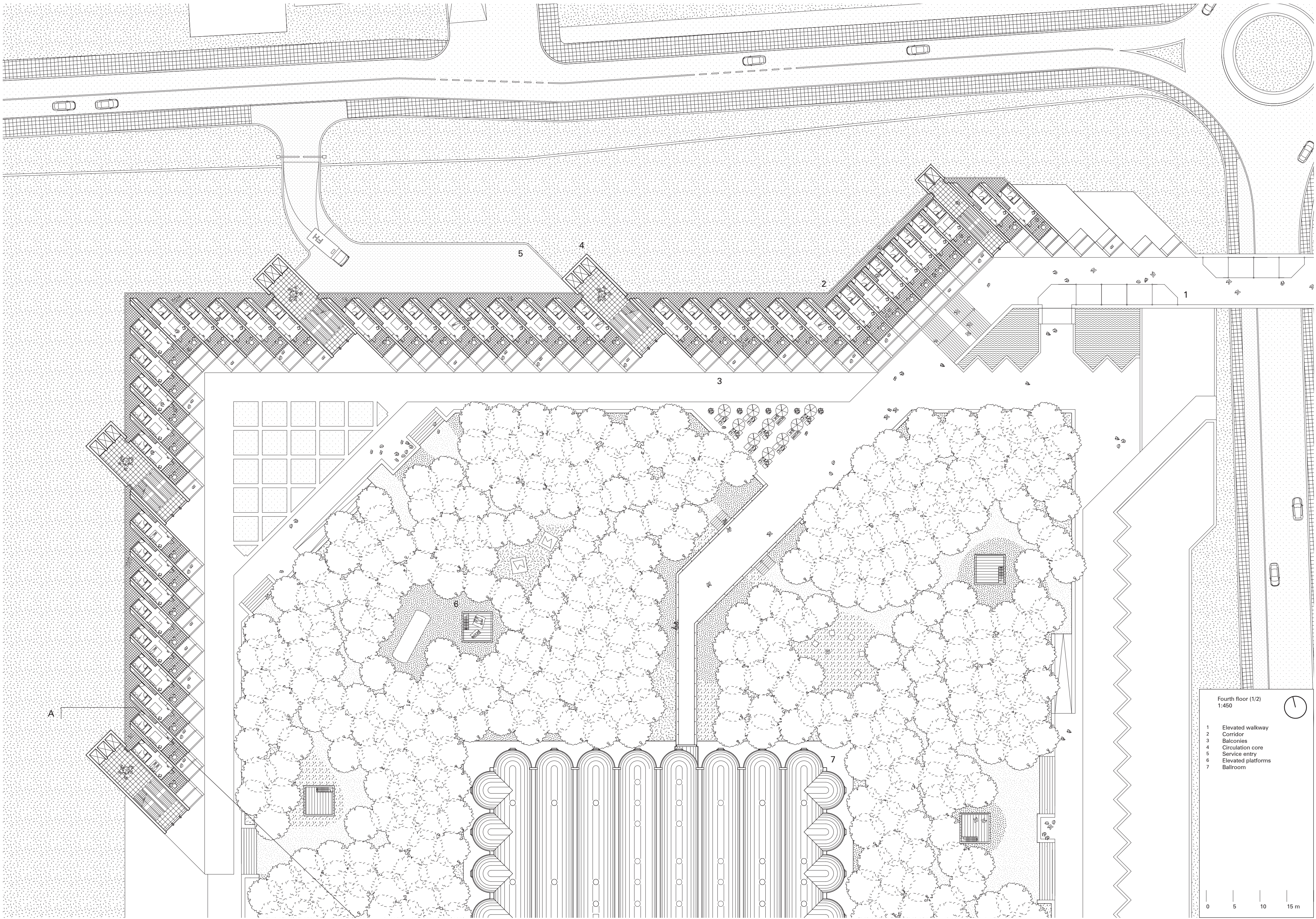
0 5 10 15 m



The room corridors in the resort are located on the outside of the structure, providing guests with views of the world outside of the resort

In contrast to the corridor, which is directed outwards, the rooms themselves are directed inwards. The rows of balconies can be compared to stadium seats that look at the performative space of the resort

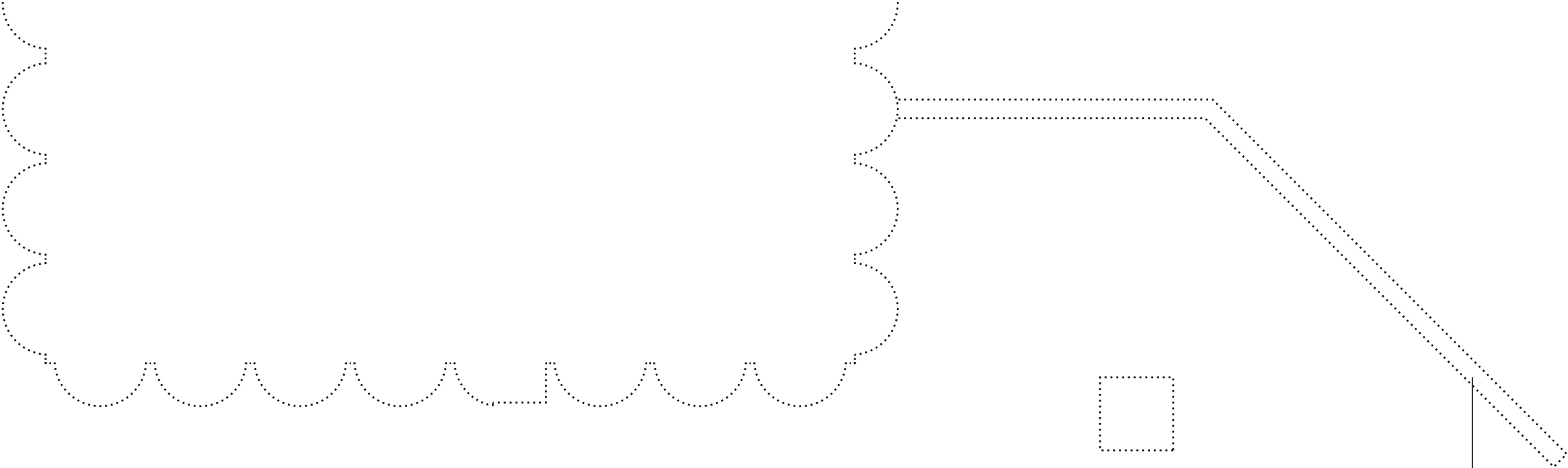
Elevated platforms reach above the tree canopies. These highly exposed vantage points can be used by people to sunbathe and be in the limelight



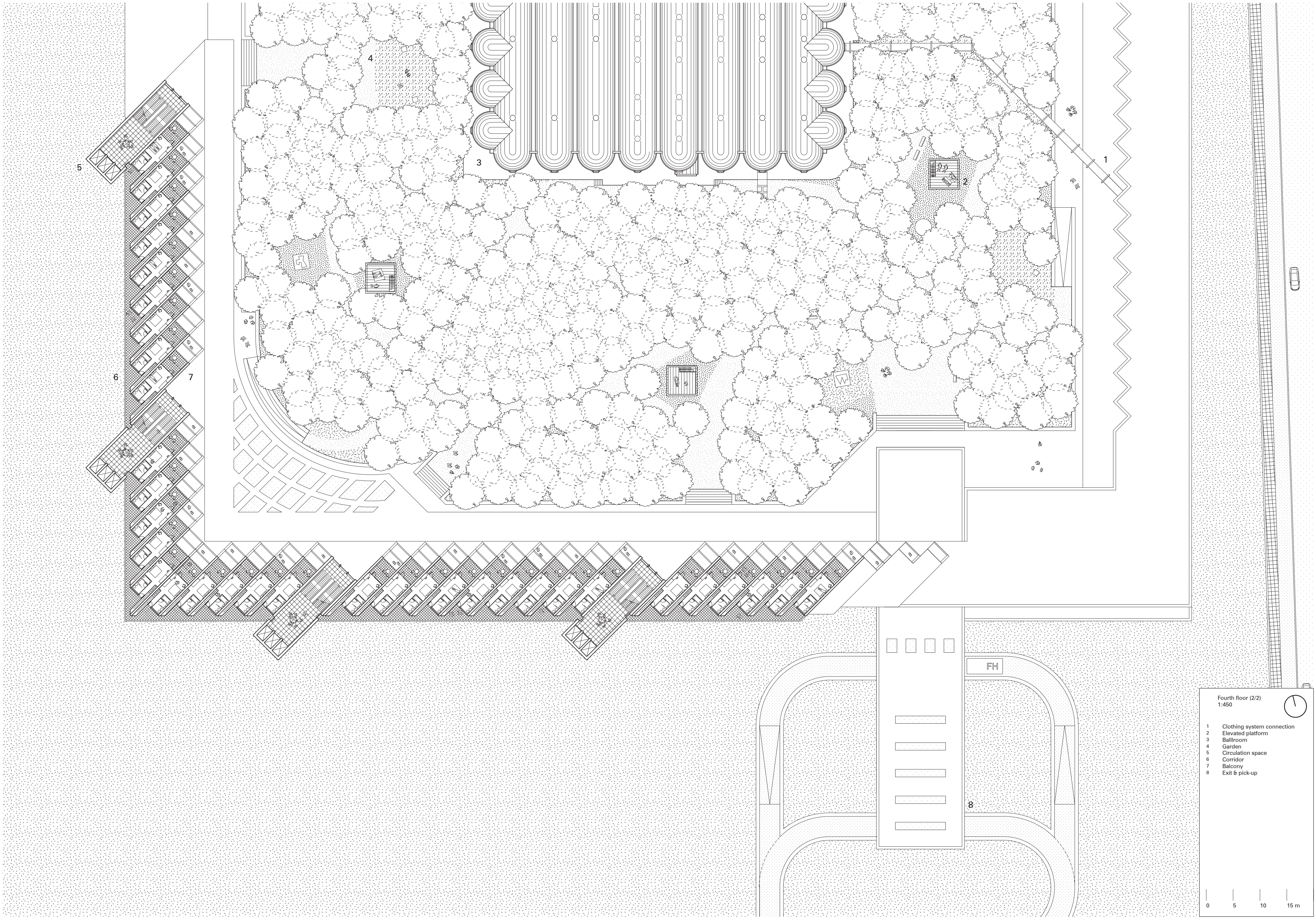
Fourth floor (1/2)
1:450

- 1 Elevated walkway
- 2 Corridor
- 3 Balconies
- 4 Circulation core
- 5 Service entry
- 6 Elevated platforms
- 7 Ballroom

0 5 10 15 m



The ballroom is connected to the resort’s clothing system through a pipeline. The connection point in the ballroom includes a changing area where guests can change their clothes if they choose to



Fourth floor (2/2)
1:450

1 Clothing system connection
2 Elevated platform
3 Ballroom
4 Garden
5 Circulation space
6 Corridor
7 Balcony
8 Exit & pick-up

0 5 10 15 m

The room corridors in the resort are located on the outside of the structure, providing guests with views of the world outside of the resort

The garden acts as a buffer zone between the resort and the ballroom, creating a transition between the two spaces. It is planted with “Bottle trees” that store water and provide shading during the day. The tree tops from a canopy over the garden, covering the people in the garden for the view of the balconies

The ballroom is designed to be distinct from the surrounding facilities, blurs clothing conventions and allows guests to challenge traditional fashion norms. It creates a sense of “constructed disorder” by using decontextualized and rearranged elements from outside facilities. This unique atmosphere allows for exploration of new and innovative ways of expressing oneself

In contrast to the corridor, which is directed outwards, the rooms themselves are directed inwards. The rows of balconies can be compared to stadium seats that look at the performative space of the resort

The clothing system covers the full first floor of the resort. With this automated system, guests can request clothing pieces or send them away for repair or alteration. The spectacle of clothing moving around in the glass shafts is visible from the corridors

Facilities along the ambulatory, like the restaurants a designed with conventional and familiar detailing, describing known appropriate clothing and body norms

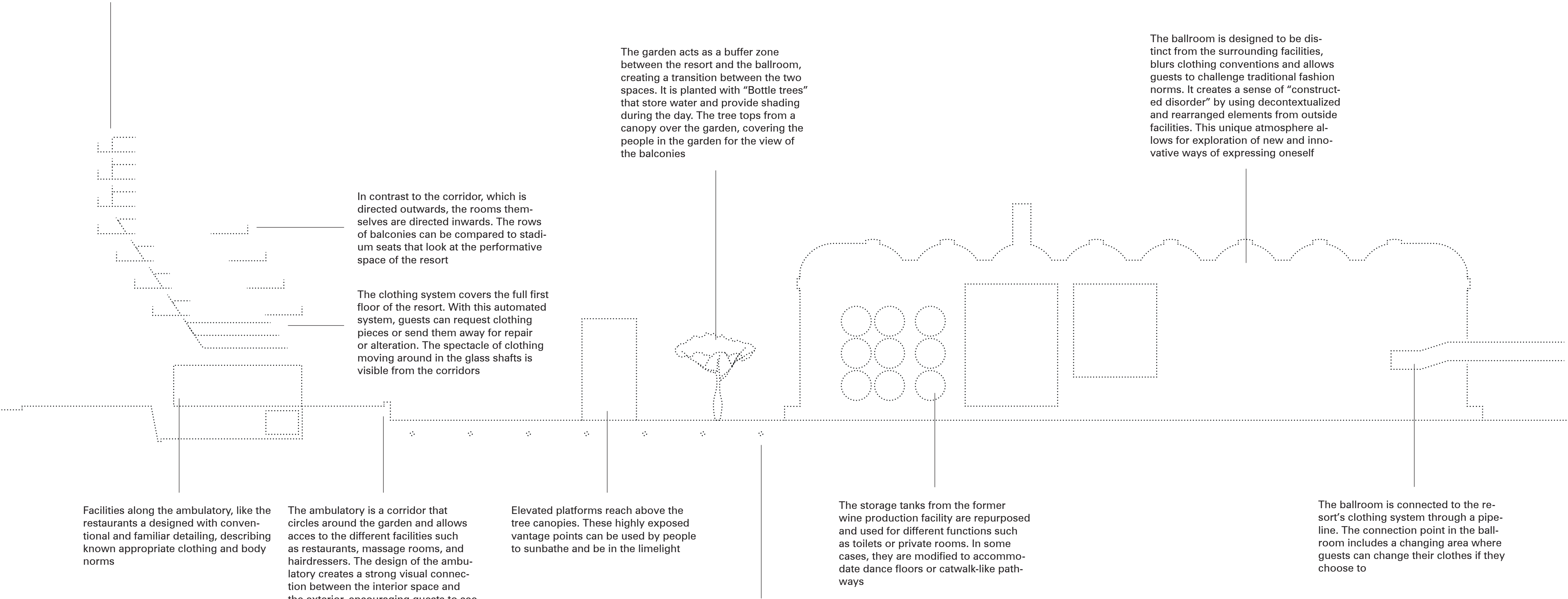
The ambulatory is a corridor that circles around the garden and allows acces to the different facilities such as restaurants, massage rooms, and hairdressers. The design of the ambulatory creates a strong visual connection between the interior space and the exterior, encouraging guests to see and be seen

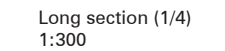
Elevated platforms reach above the tree canopies. These highly exposed vantage points can be used by people to sunbathe and be in the limelight

In 2040, water is a valuable scarcity in Spain. The interior space of the resort acts as a big bowl for catching water that is transported and stored in tanks.

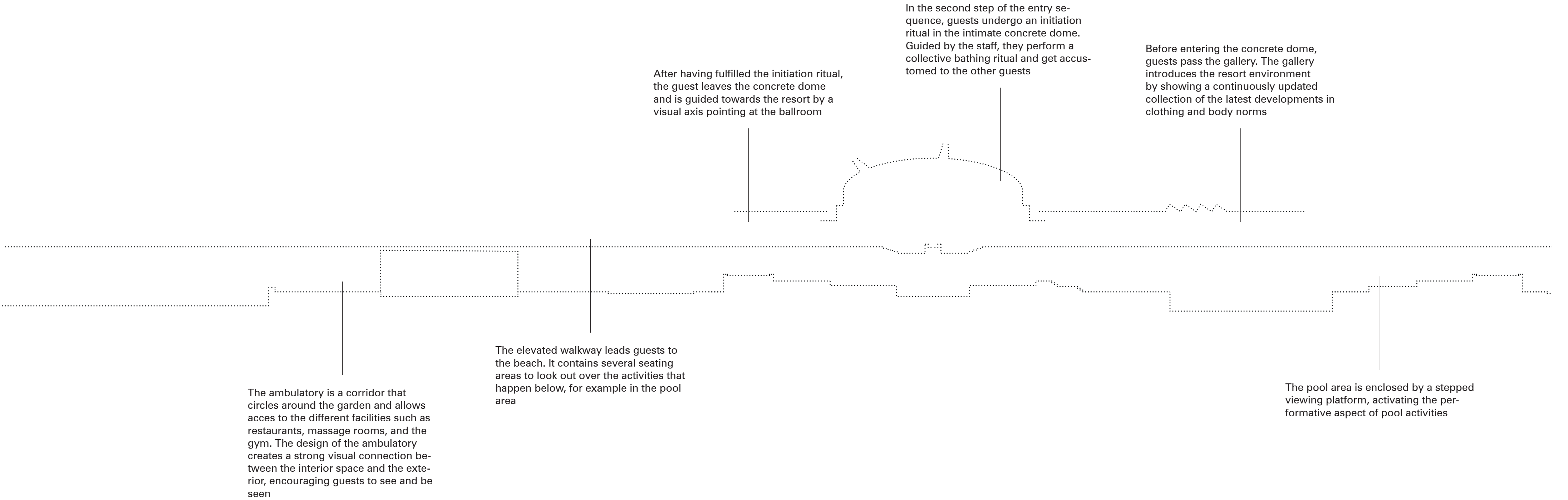
The storage tanks from the former wine production facility are repurposed and used for different functions such as toilets or private rooms. In some cases, they are modified to accommodate dance floors or catwalk-like pathways

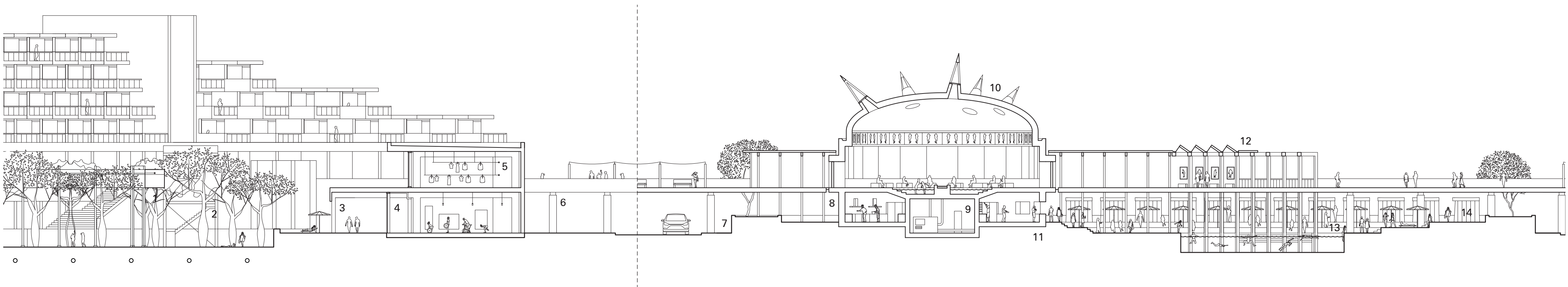
The ballroom is connected to the resort’s clothing system through a pipeline. The connection point in the ballroom includes a changing area where guests can change their clothes if they choose to





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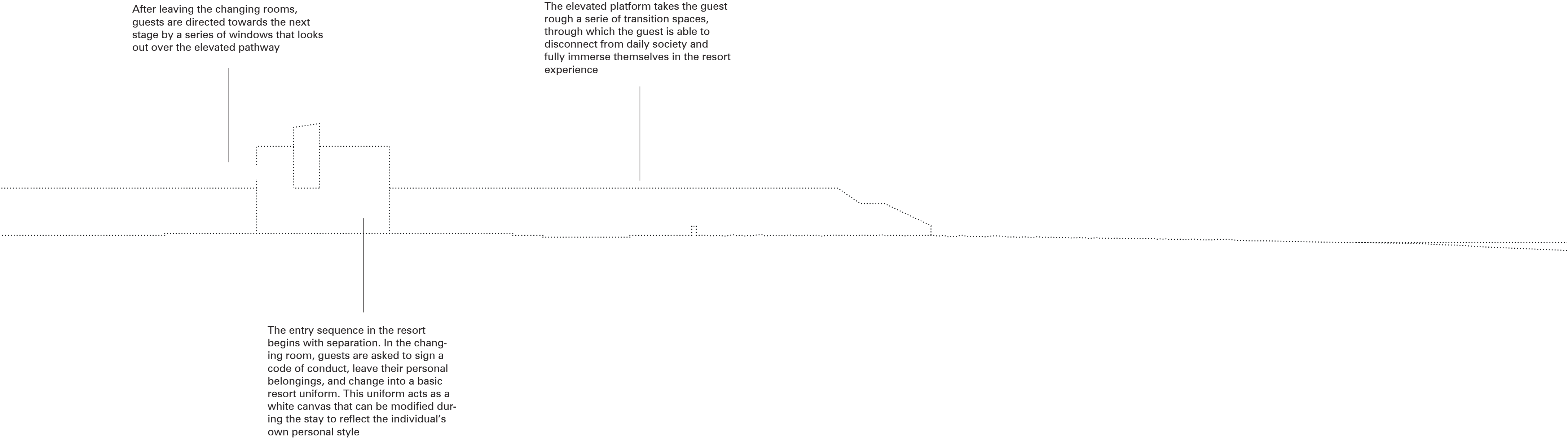


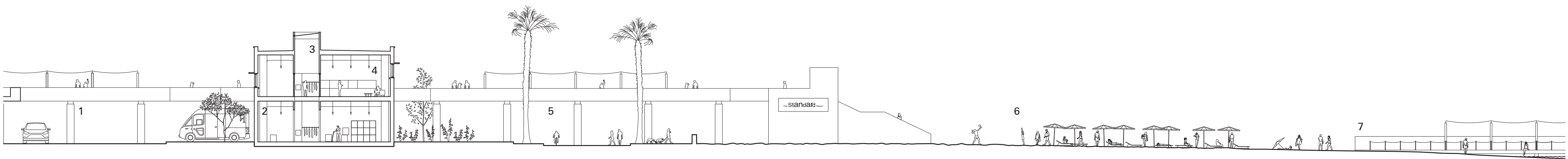


Long section (2/4)
1:300

- 1 Clothing system shaft
- 2 Bottle tree
- 3 Ambulatory
- 4 Gym
- 5 Clothing system
- 6 Elevated walkway
- 7 Street
- 8 Kitchen
- 9 Technical space
- 10 Initiation ritual
- 11 Pool bar
- 12 Gallery
- 13 Pool
- 14 Stepped viewing platform

0 2,5 10 m





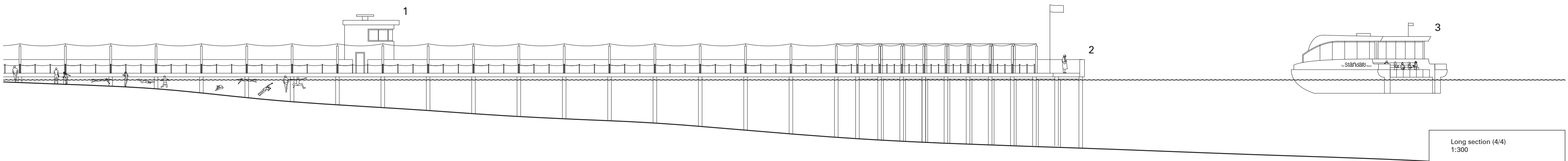
Long section (3/4)
1:300

- 1 Elevated walkway
- 2 Logistic space
- 3 Changing room
- 4 Waiting room
- 5 Boulevard
- 6 Beach
- 7 Pier

0 2,5 10 m

After stepping on the boat at Fashion House Valencia, guests arrive at the pier that extends into and elevated pathway leading to the resort

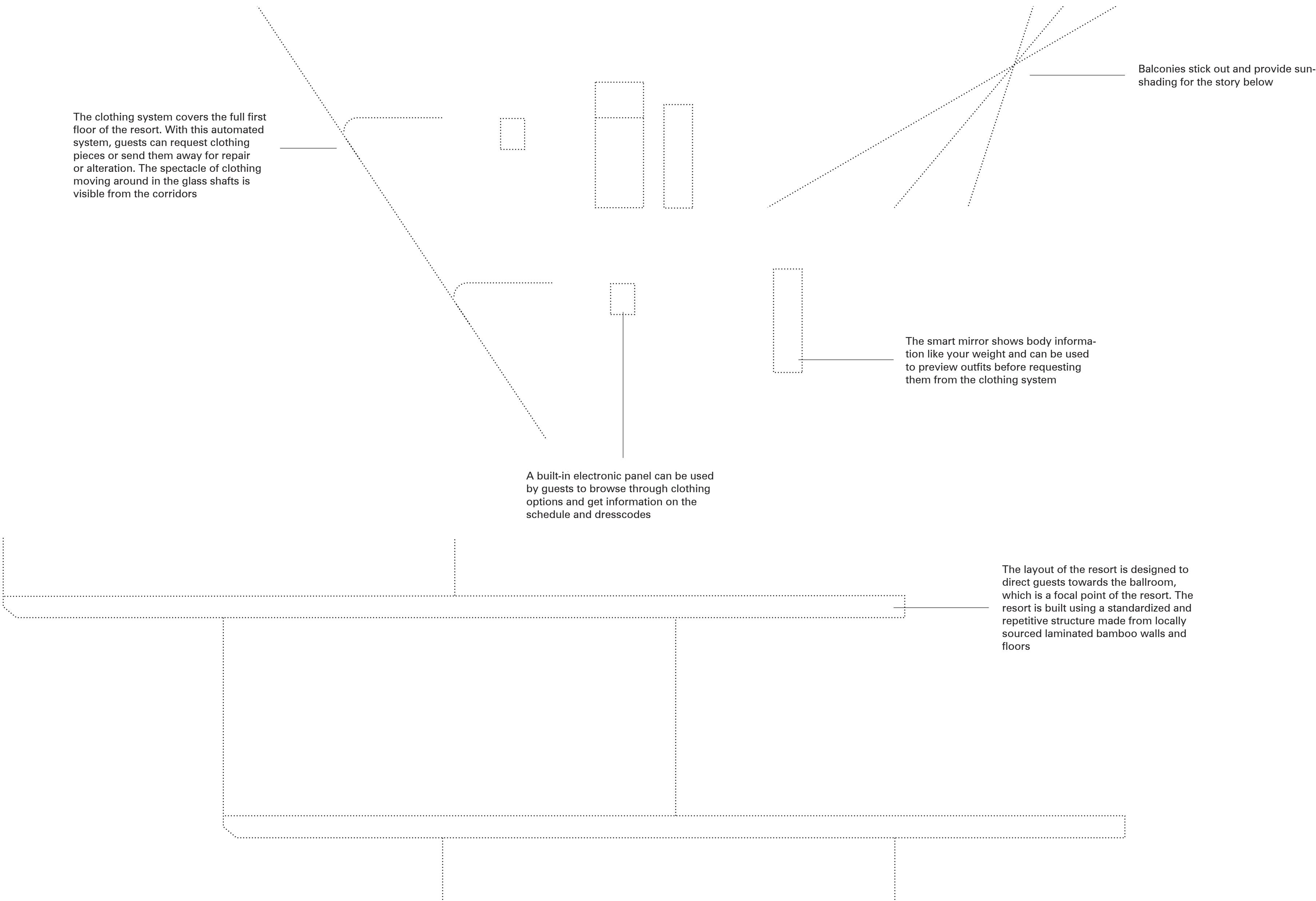


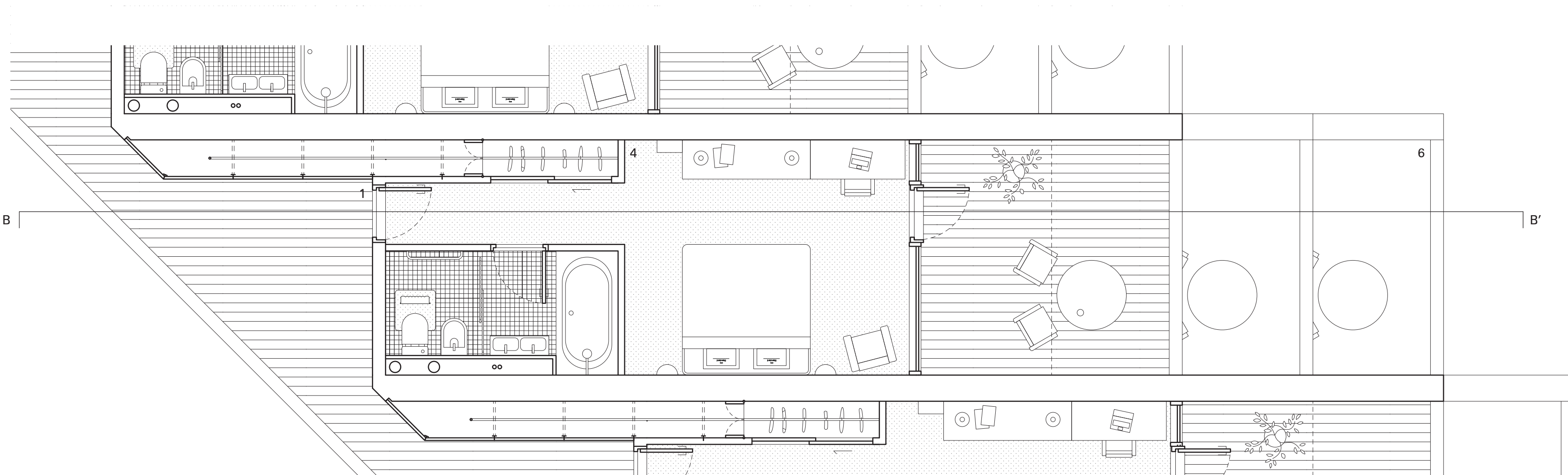
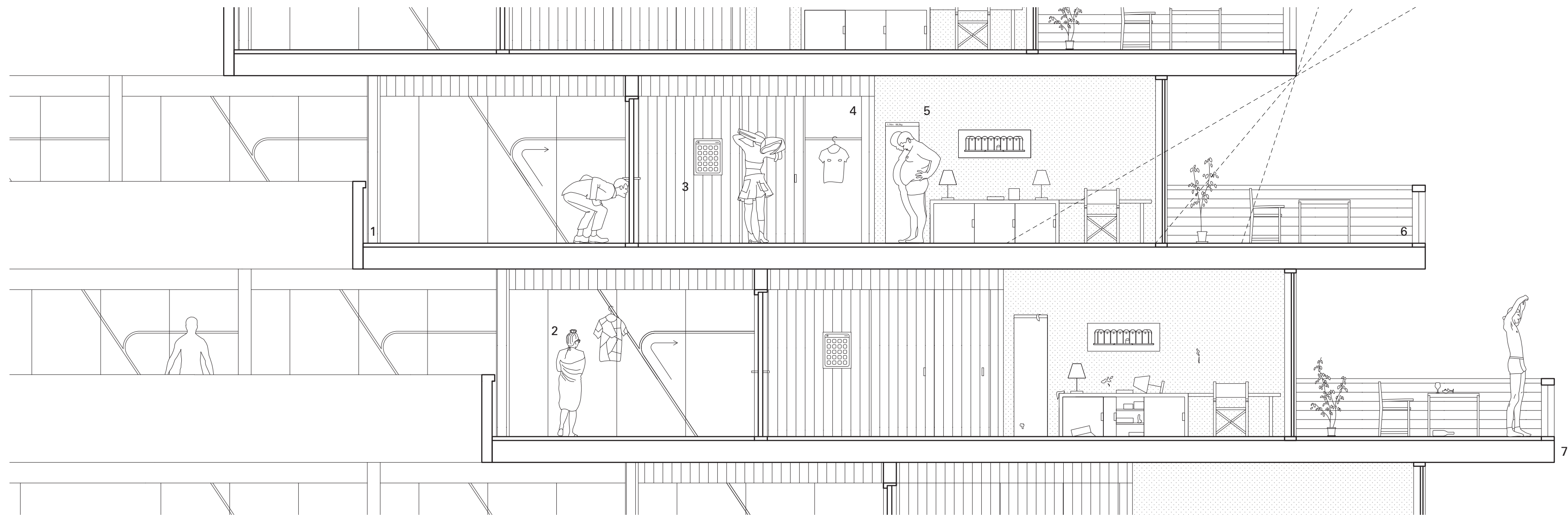


Long section (4/4)
1:300

1 Coast guard
2 Pier
3 Ferry

0 2,5 10 m





Unit plan & section AA'
1:50

- 1 Corridor
- 2 Clothing system channel
- 3 Clothing system device
- 4 Clothing system wardrobe
- 5 Smart mirror
- 6 Balcony
- 7 Laminated bamboo structure

0 2,5 10 m