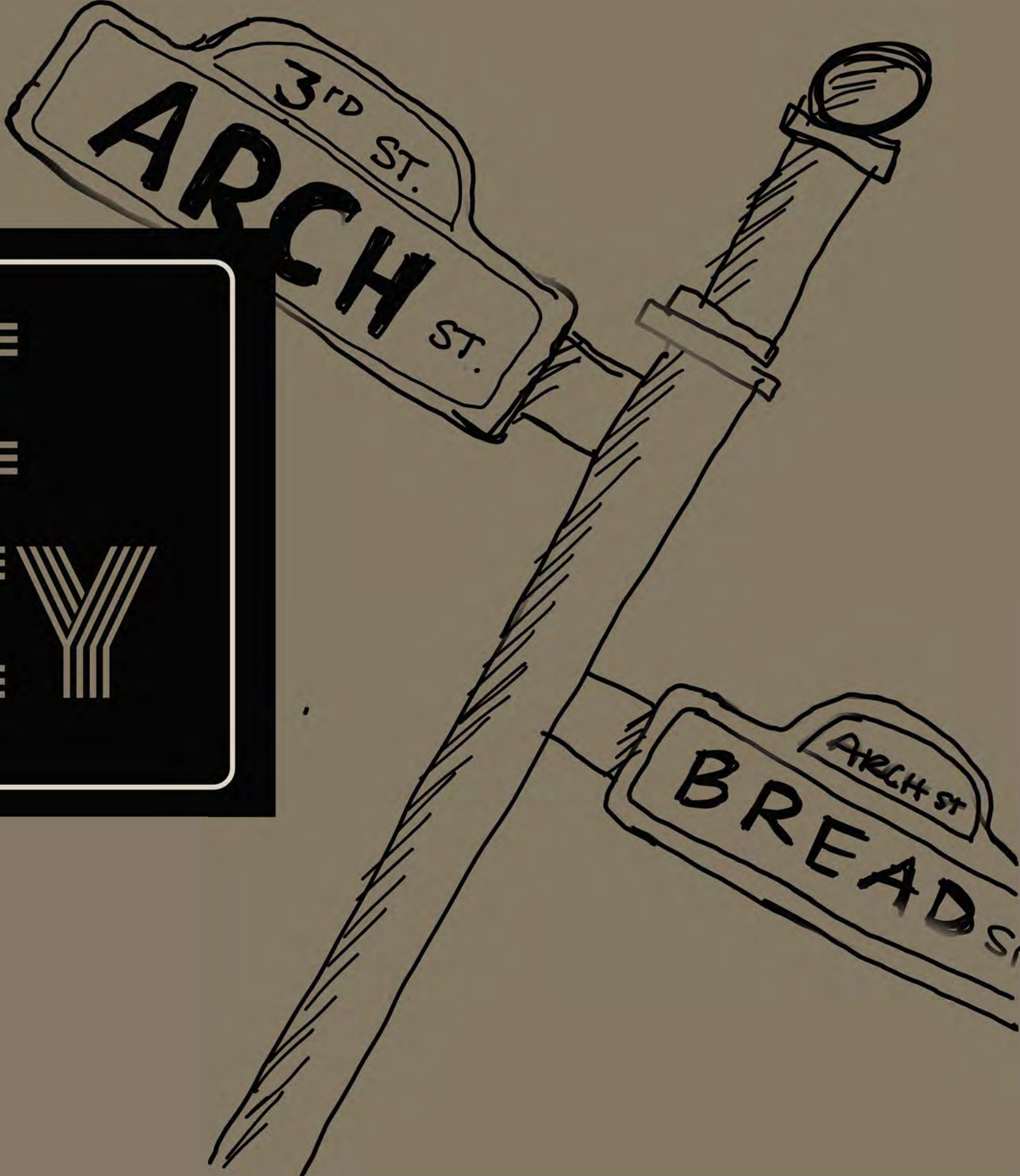


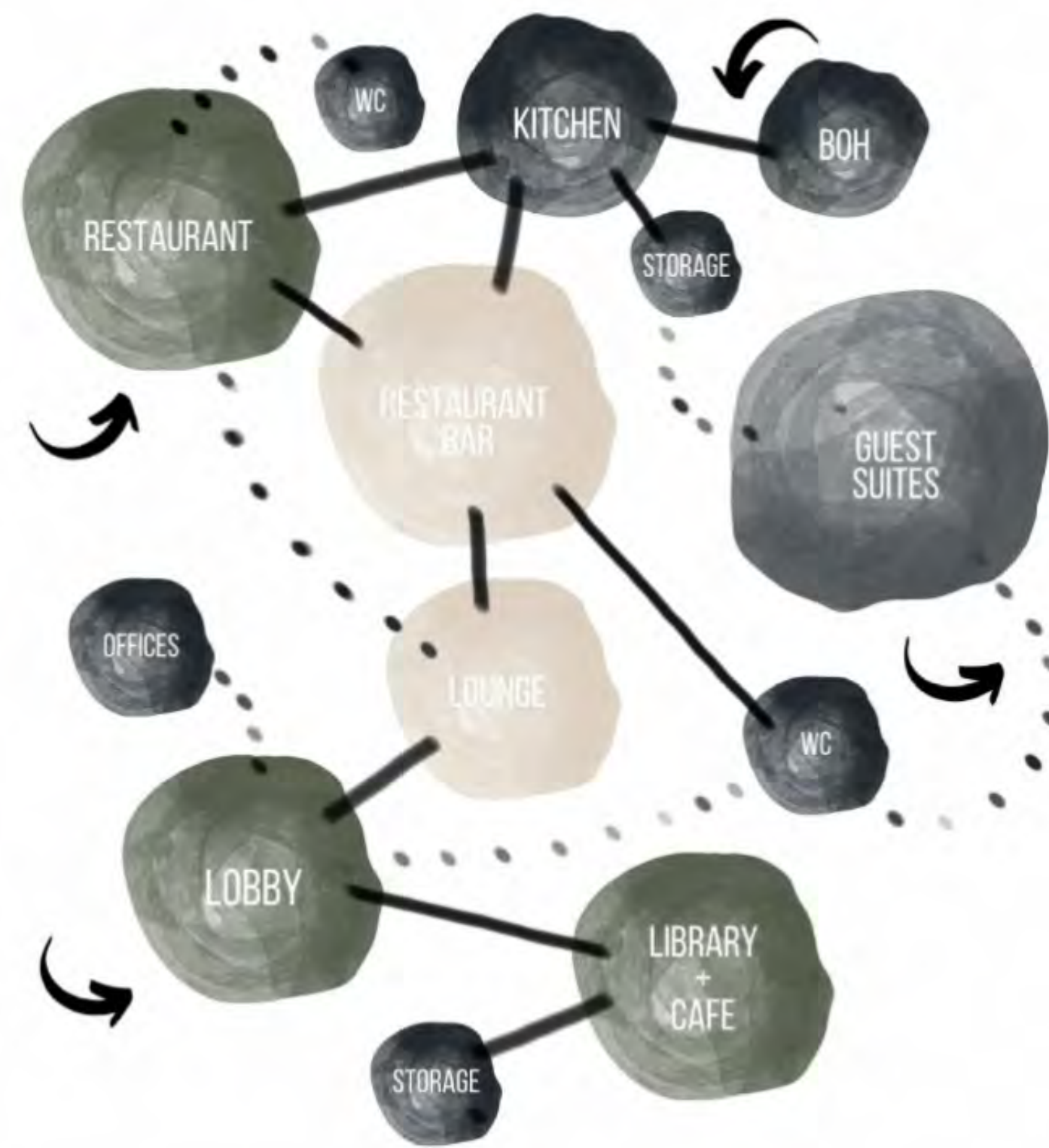
THE
ALLEY

SHANNAH BOWERS | INTR 662 | FALL 2020



THE ALLEY

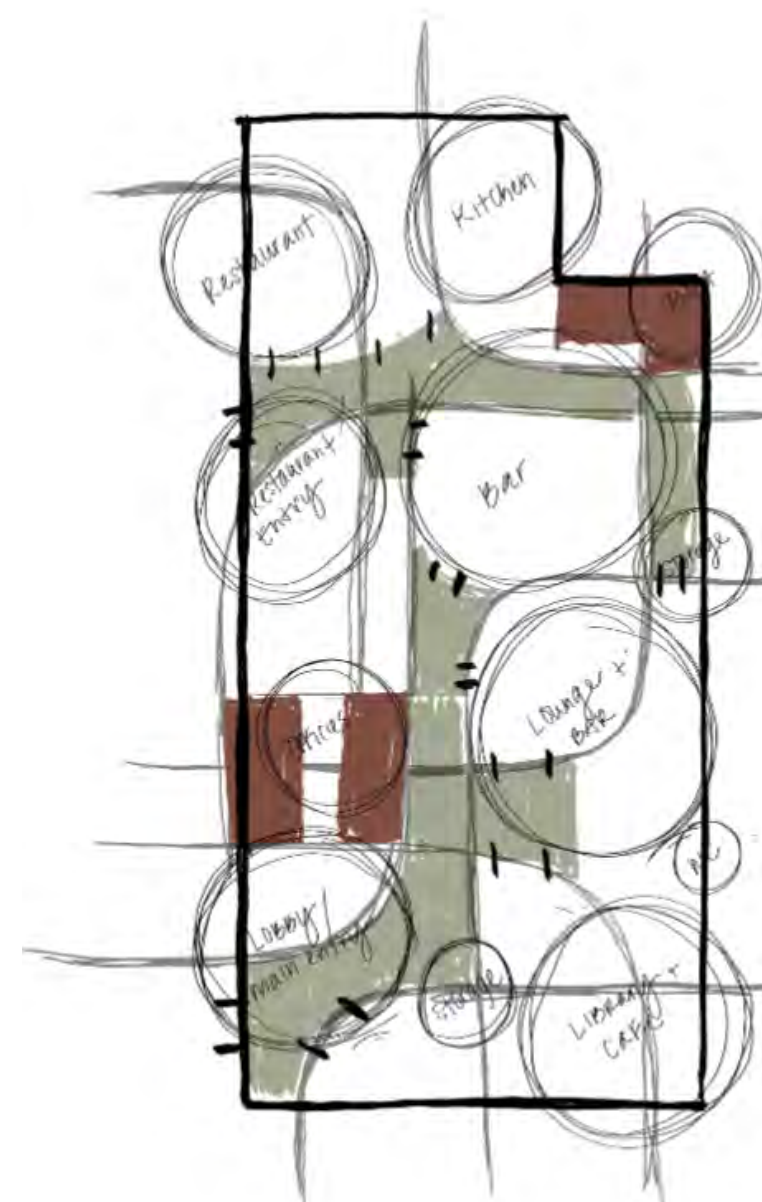
THE ALLEY IS A BOUTIQUE HOTEL THAT IS LOCATED IN THE OLD CITY DISTRICT OF PHILADELPHIA. THIS DISTRICT IS KNOWN FOR BOASTING ABOUT ITS NIGHT LIFE, ART AND HISTORY AND BECAUSE OF THIS IT SEEMED IMPORTANT TO CREATE A CONCEPT WHERE THESE THREE COLLIDED. THE CONCEPT OF THIS DESIGN STEMS FROM THE 1920S ERA IN WHICH THE BUILDING ITSELF WAS BUILT AND WILL DRAW INSPIRATION FROM THE PROHIBITION LIFESTYLE. THIS ERA WAS RICH WITH INCLUSIVITY, MYSTERY AND DETAILS. THIS IS THE TYPE OF ATMOSPHERE THAT WILL BE PRESENTED IN THE ALLEY. THIS SPACE WILL LURE AND ENTICE ITS GUESTS WITH ITS LAYERS OF BOLD, ART DECO AND PRE-MODERNIST DETAILS, PAIRED WITH VINTAGE AND CONTEMPORARY FURNITURE. THE JUXTAPOSITION WILL CREATE A UNIQUE SPACE THAT HAS THE ESSENCE OF AN OLD-SPEAKEASY, SEEN THROUGH A MODERN CENTURY LENS.



MATRIX

	RESTAURANT	BAR	GUEST SUITES	BATHROOMS	LOBBY	STORAGE	KITCHEN	OFFICE	LOUNGE	CAFE/LIBRARY
RESTAURANT		○					○		●	
BAR	○						○		○	
GUEST SUITES				●		●				
BATHROOMS			●		●					
LOBBY				●				○	○	○
STORAGE			●				○			○
KITCHEN	○	○								
OFFICE					○					
LOUNGE	●	○			○					
CAFE/LIBRARY					○	○				

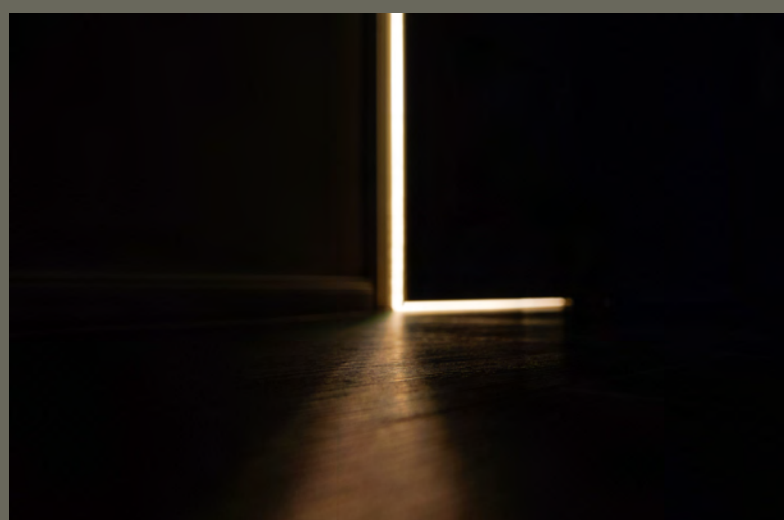
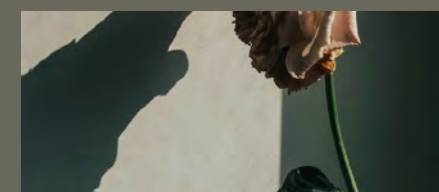
KEY:



MYSTERY

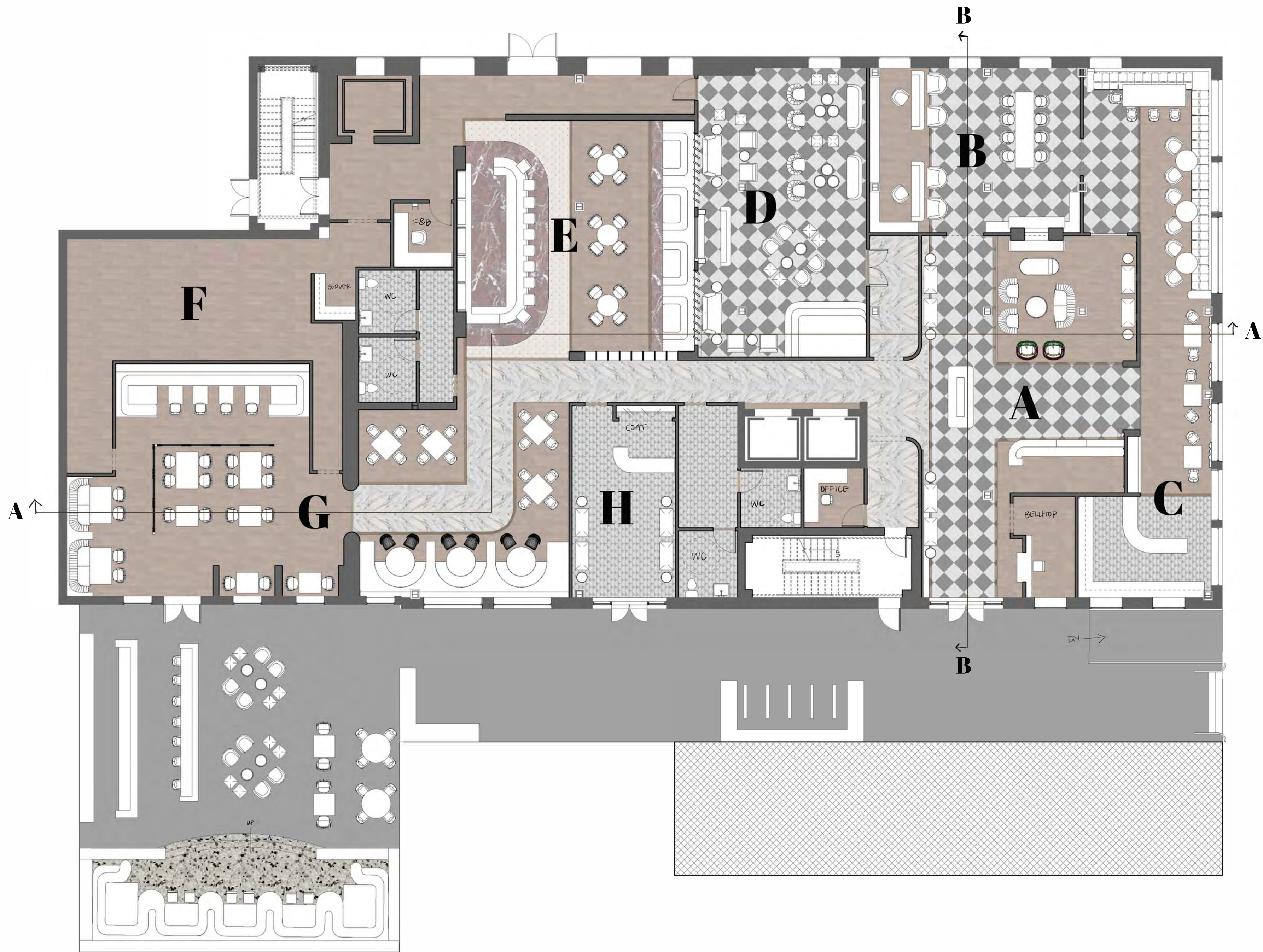


DETAILS

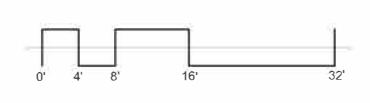
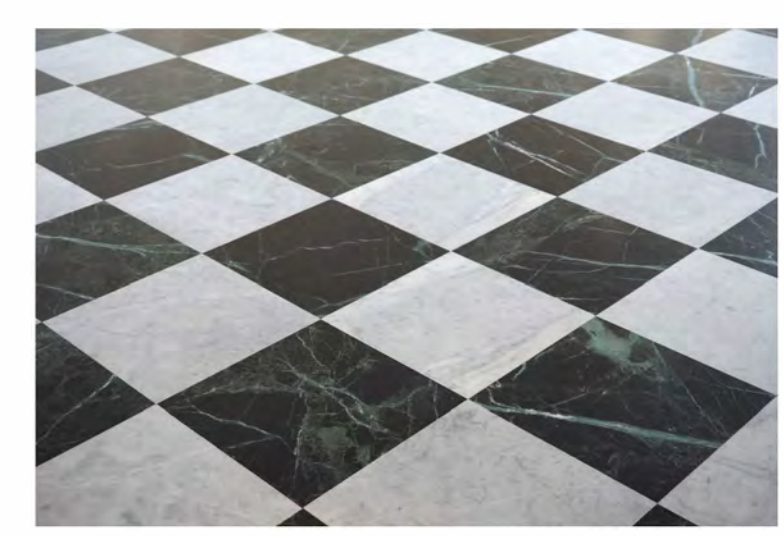


INCLUSIVITY

ATMOSPHERE

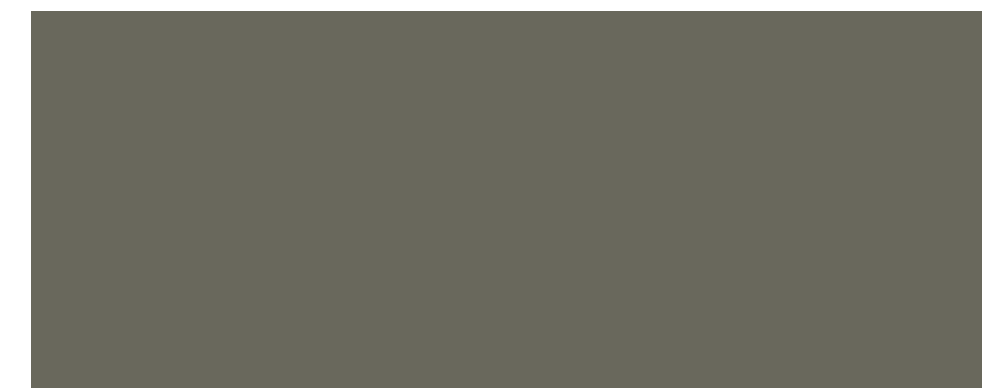
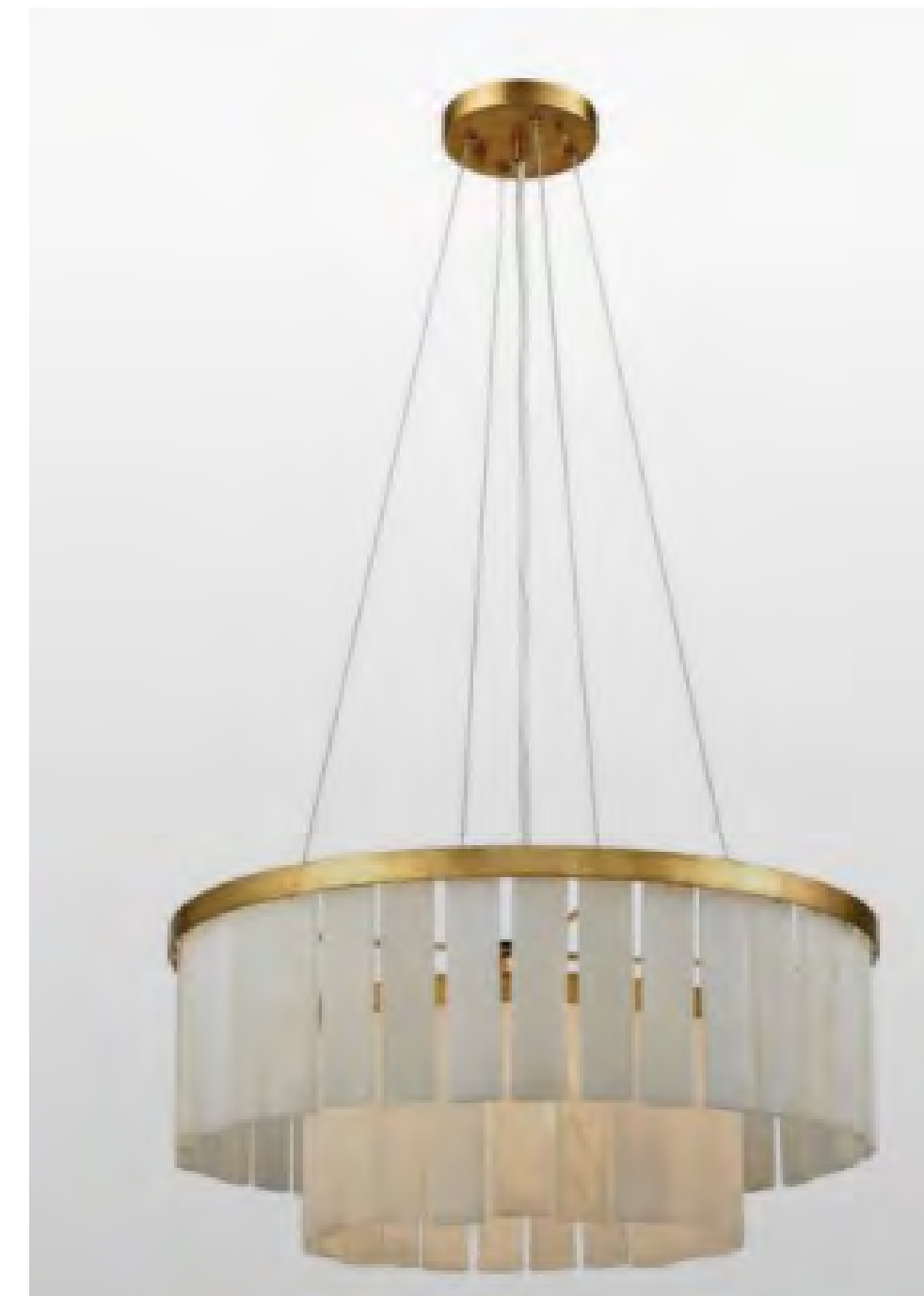
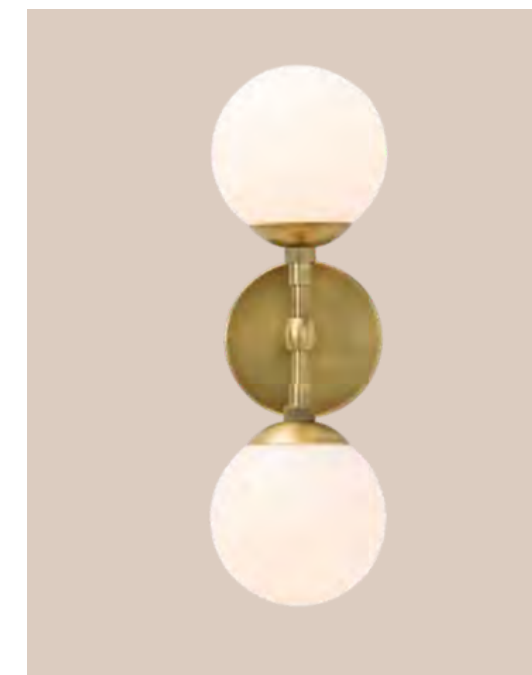
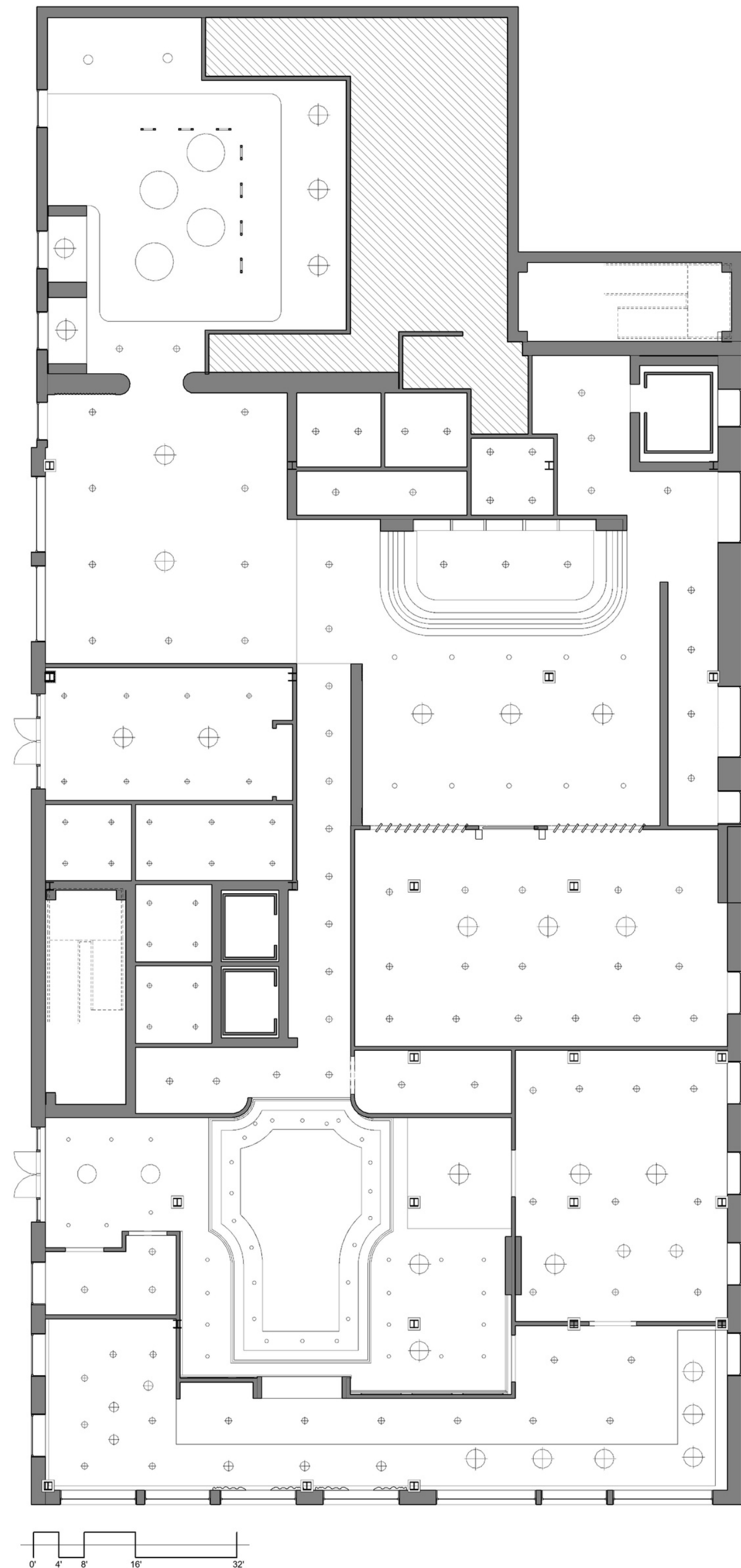


- KEY:**
- A- LOBBY
 - B- THE STUDY
 - C- CAFE
 - D- LOUNGE
 - E- BAR
 - F- BOH
 - G- RESTAURANT
 - H- RESTAURANT ENTRY

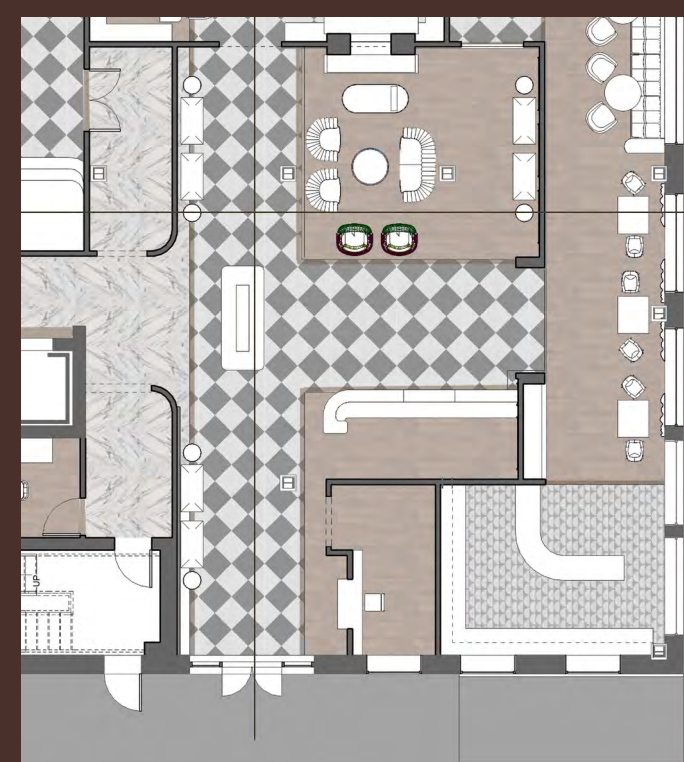


FLOOR PLAN LEVEL ONE

RCP LEVEL ONE

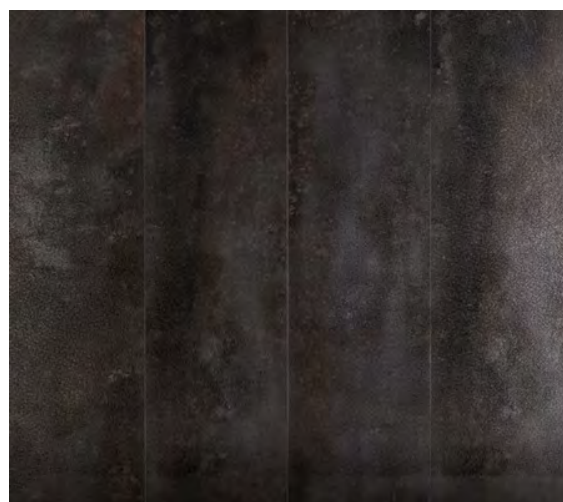
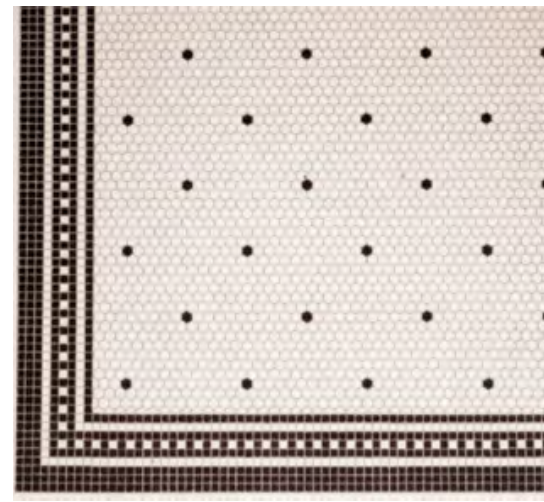


RECEPTION



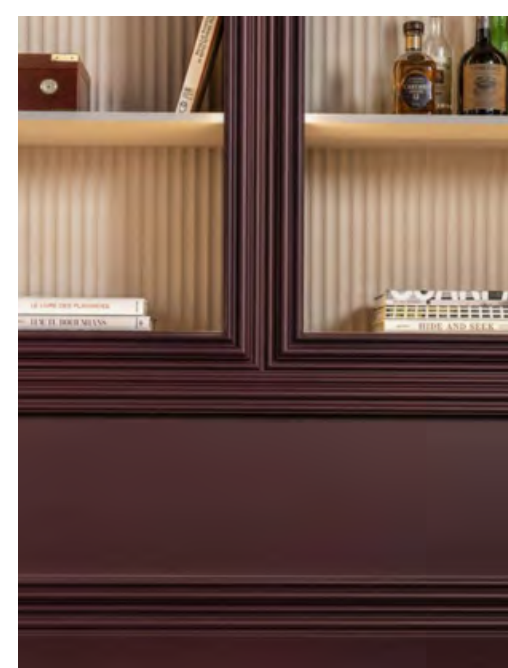
LOBBY & RECEPTION PLAN

FINISHES



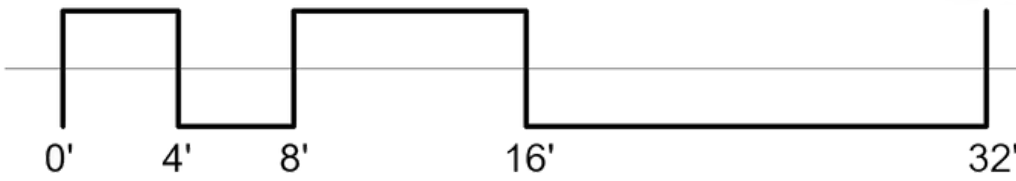


LOBBY

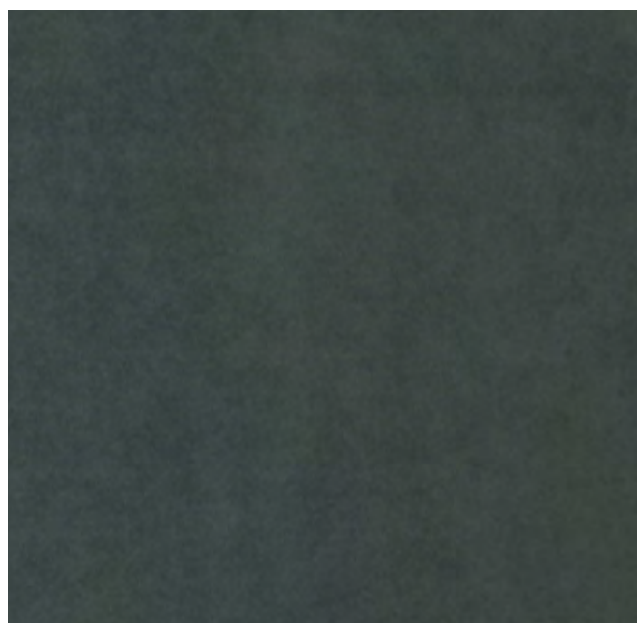
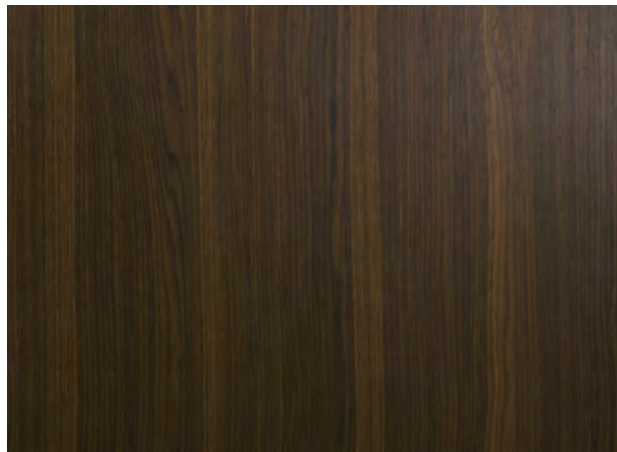
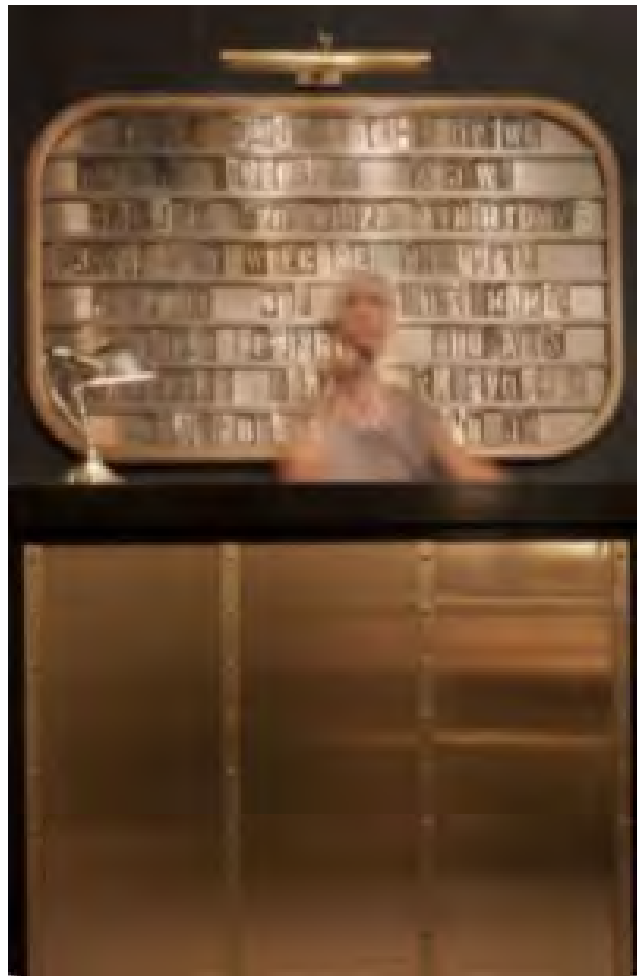




SECTION B-B



STUDY & CONCEIERGE



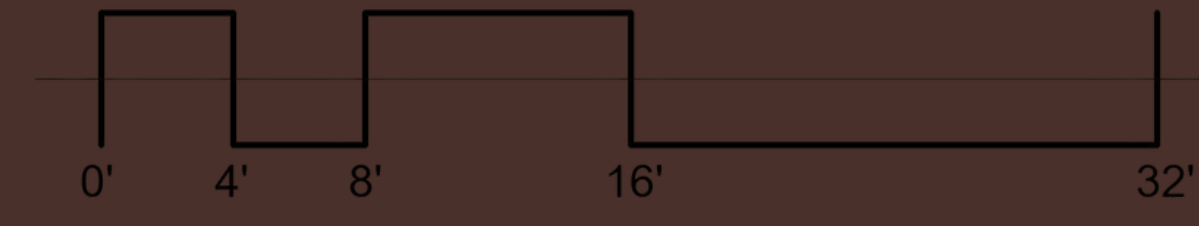
FINISHES



STUDY PLAN



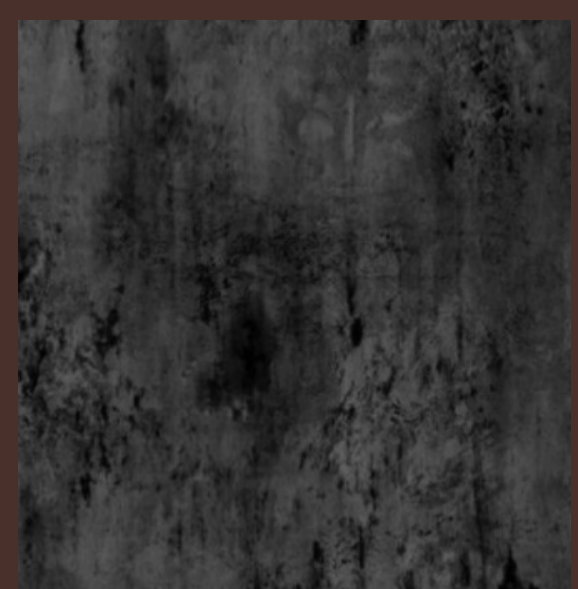
SECTION A-A



LOUNGE

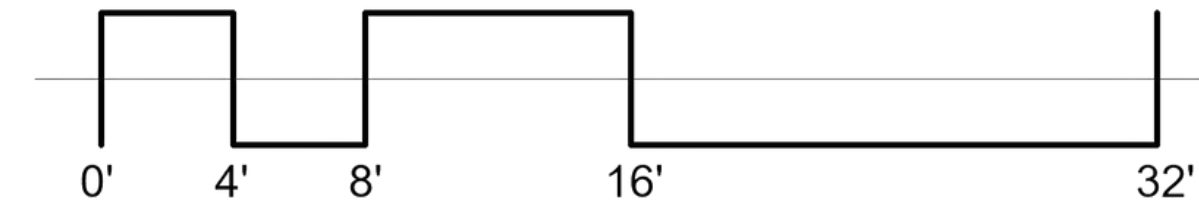


FINISHES

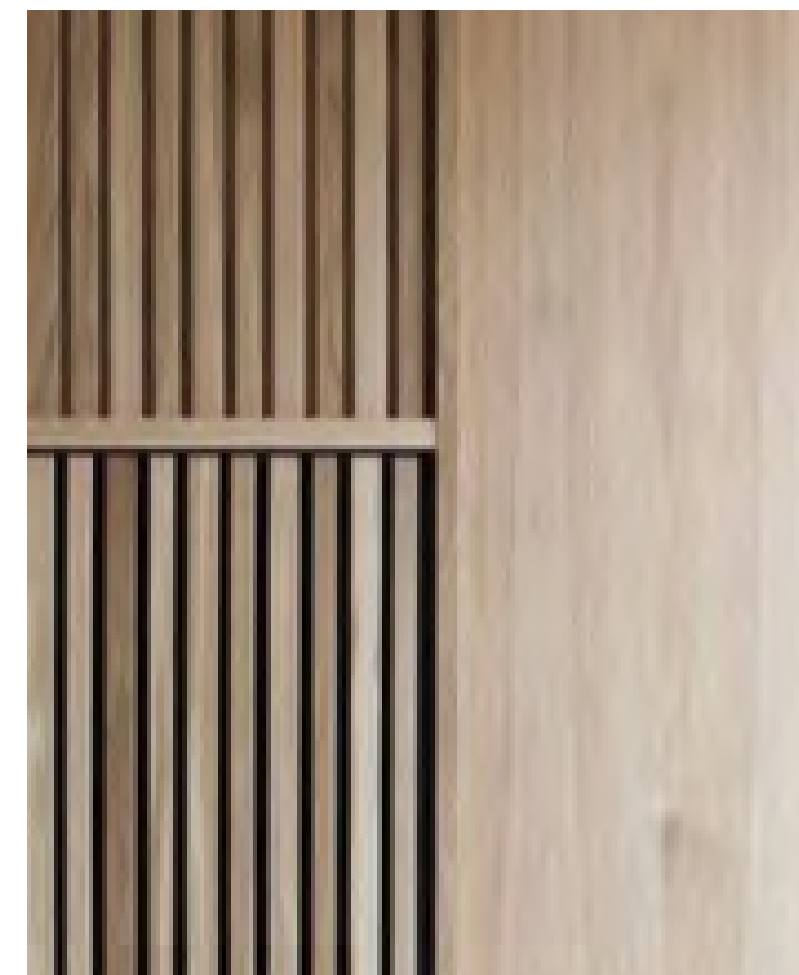
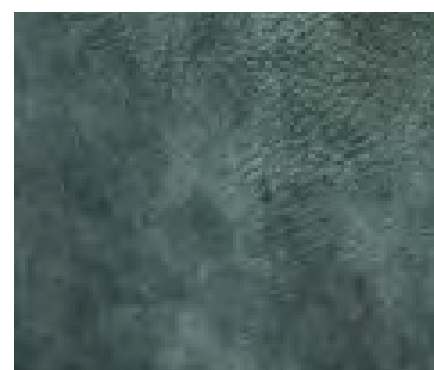
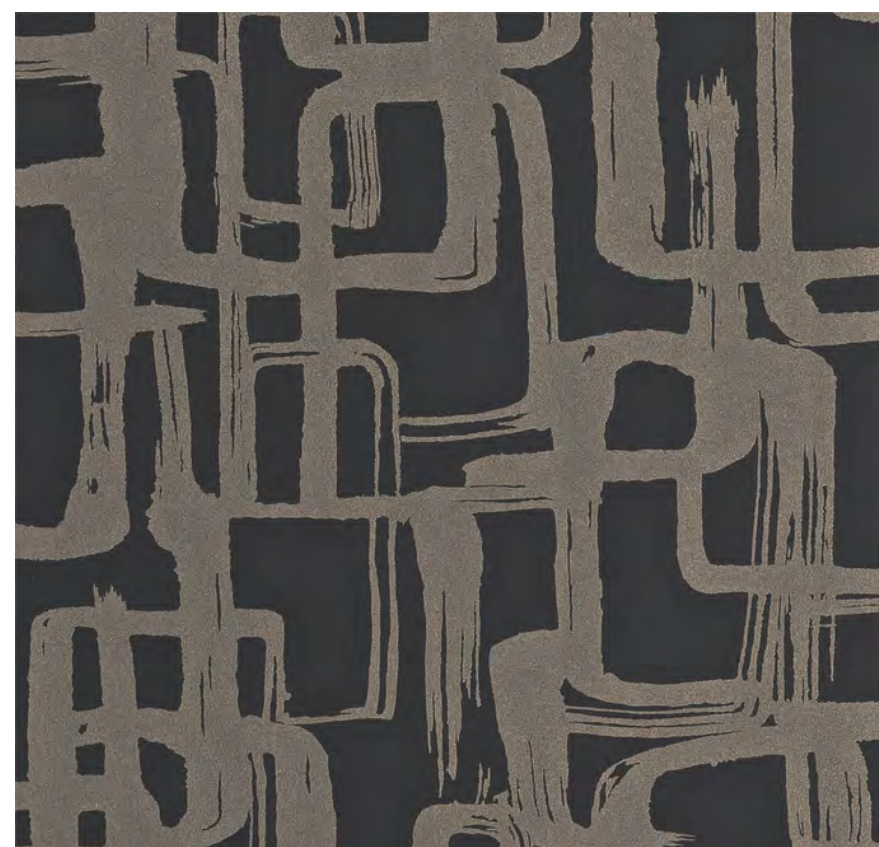
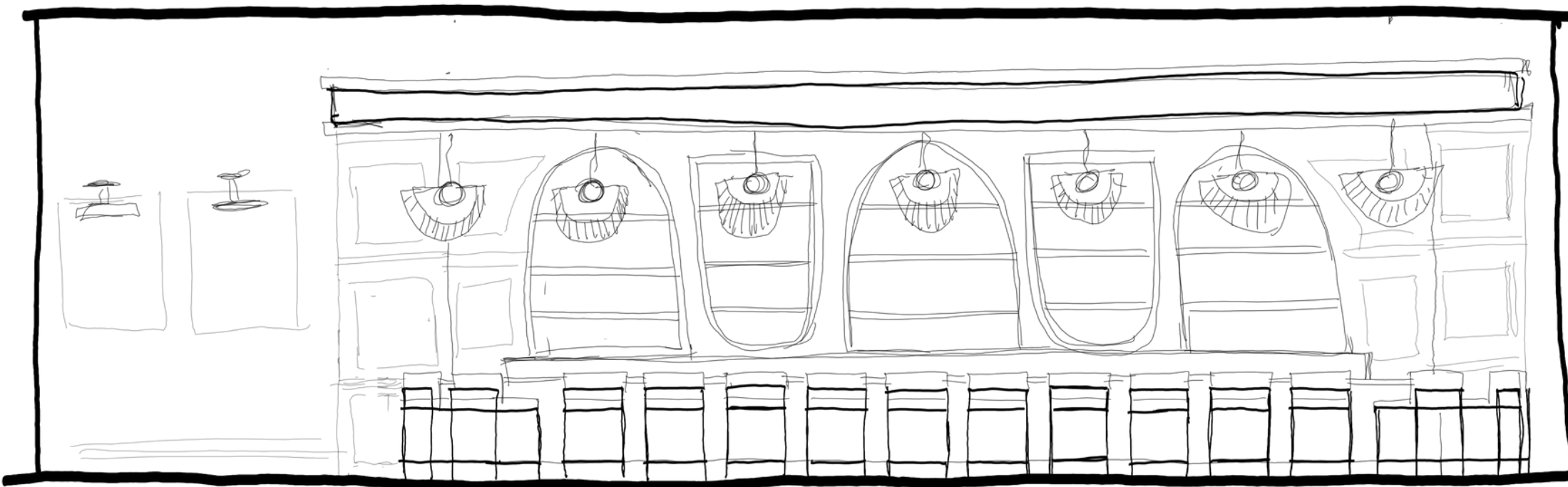




SECTION A-A



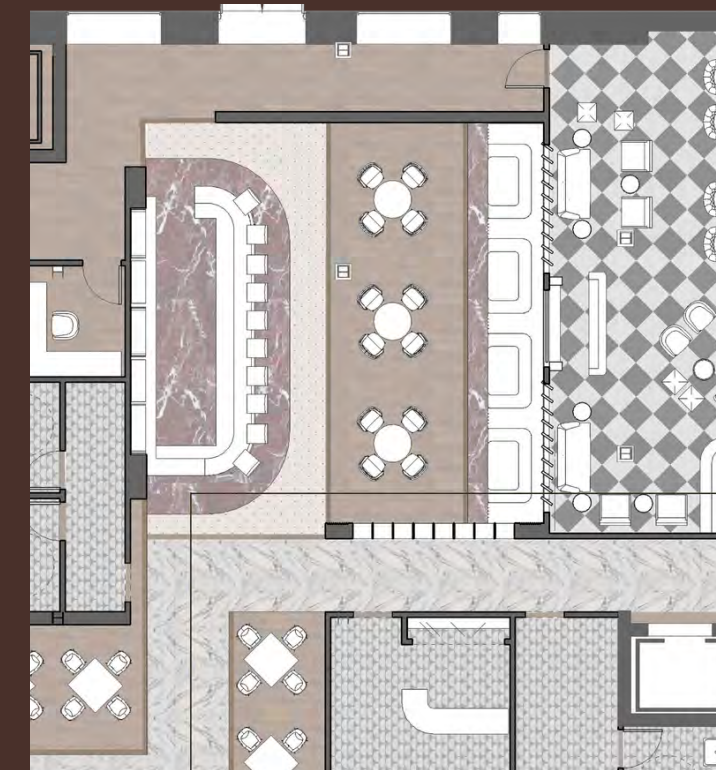
BAR



FINISHES



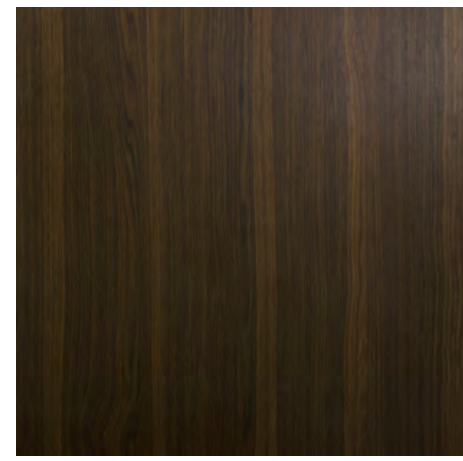
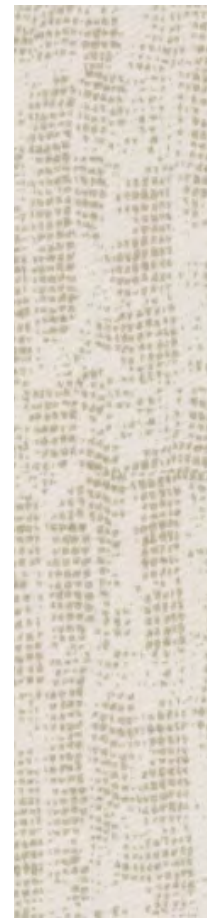
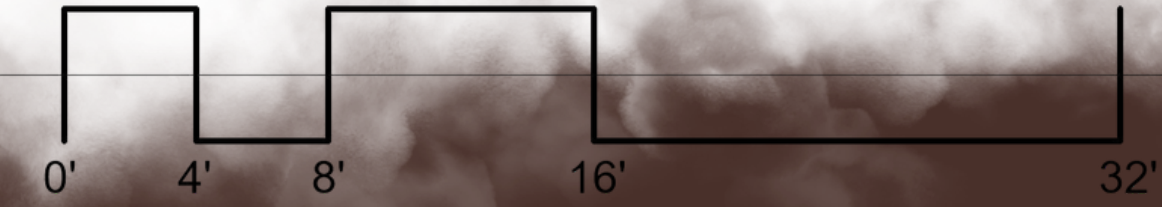
BAR



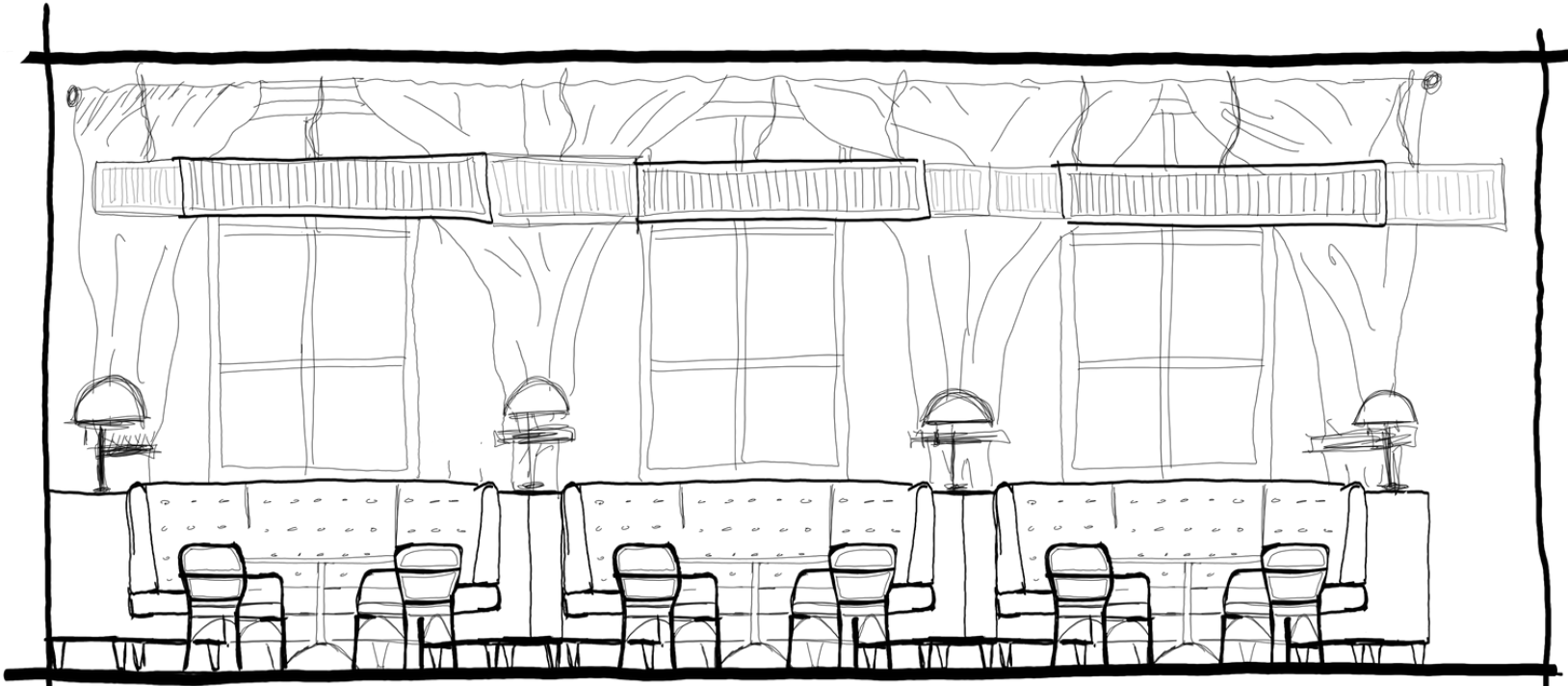
BAR PLAN



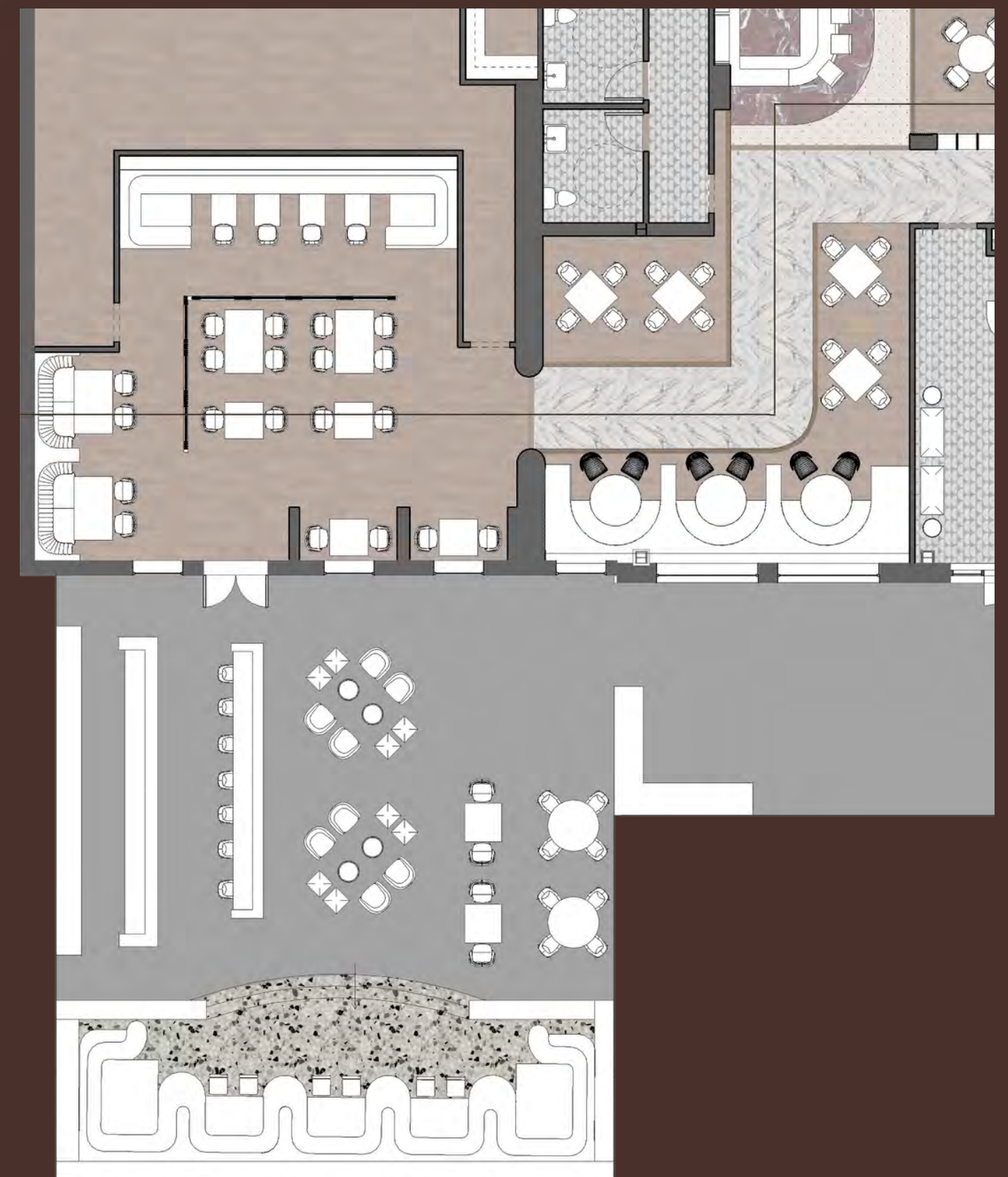
SECTION A-A



FINISHES



RESTAURANT

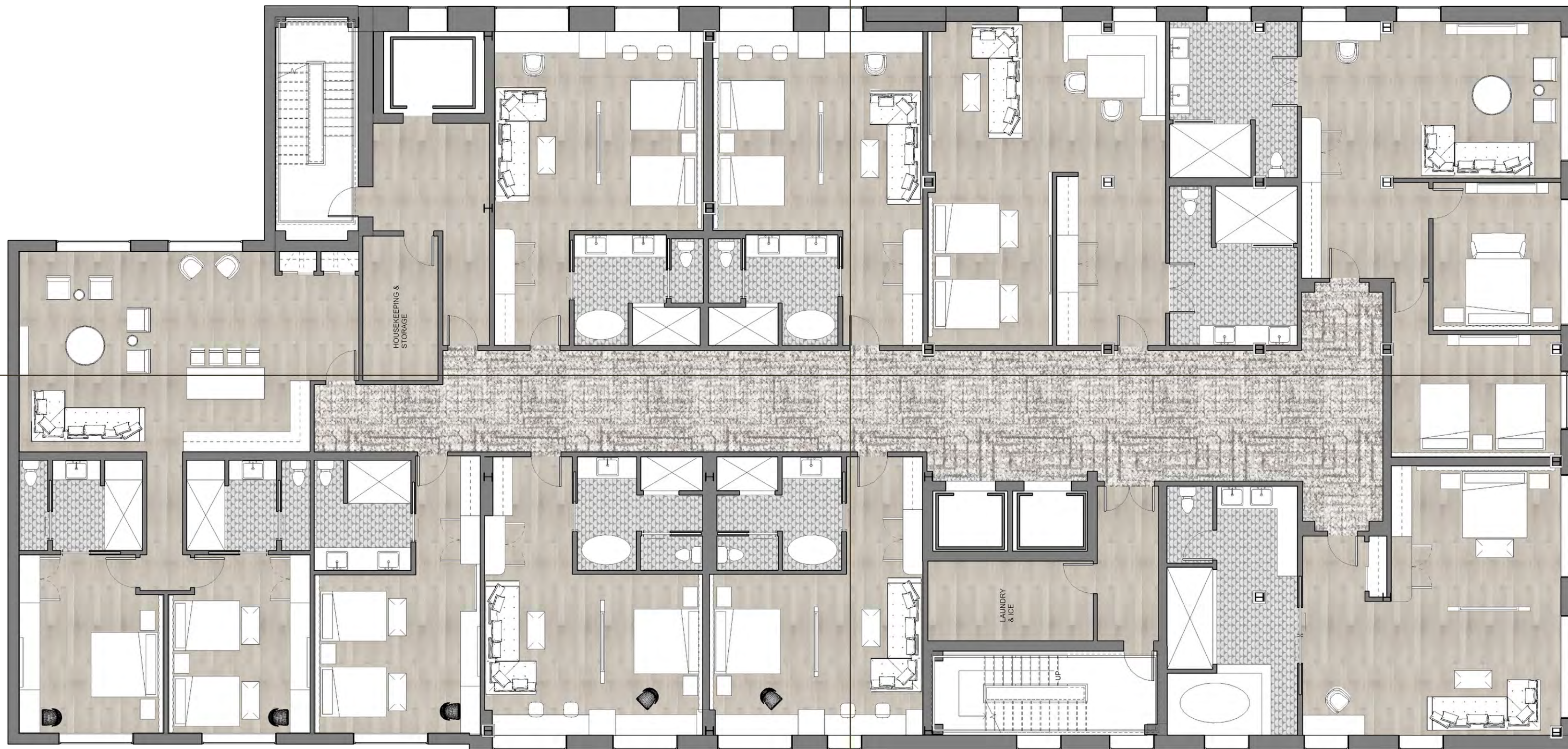


RESTAURANT PLAN



RESTAURANT

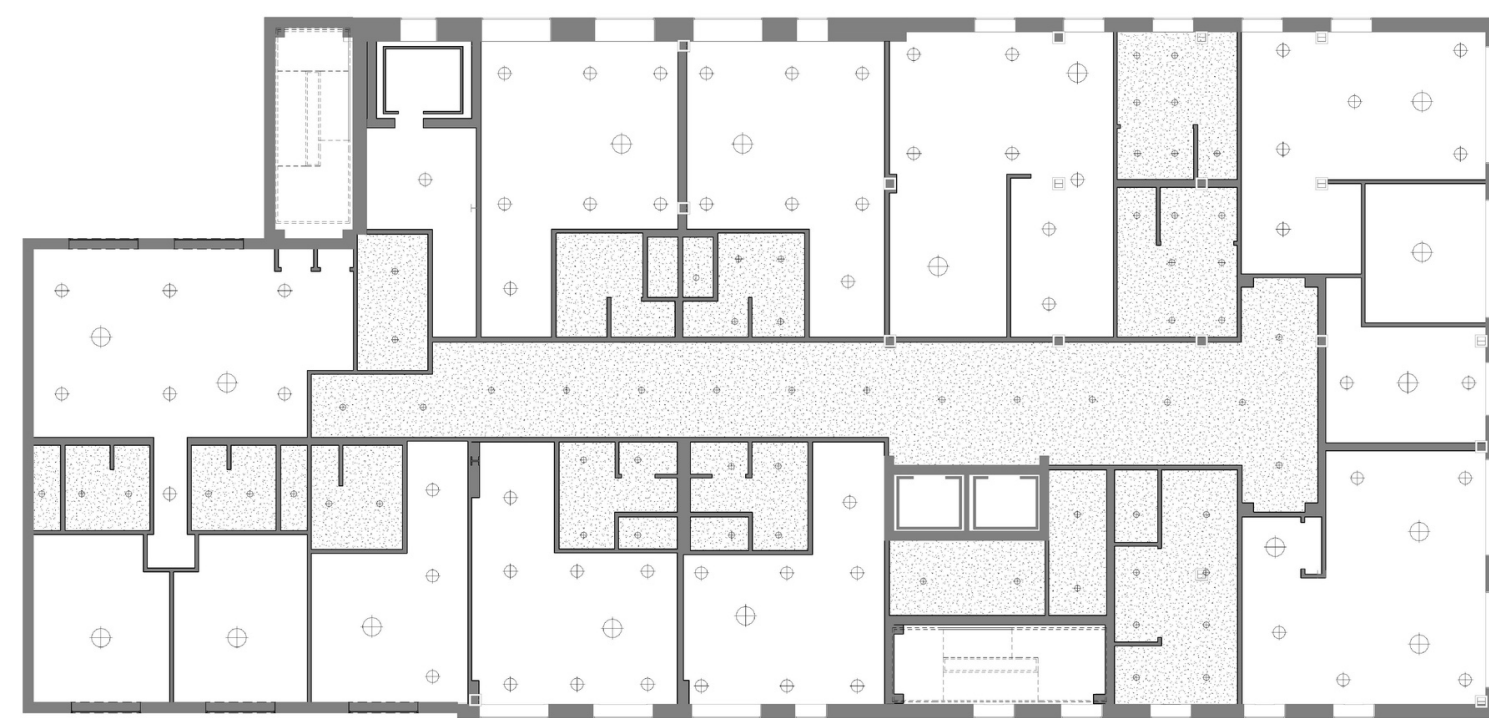
C



A

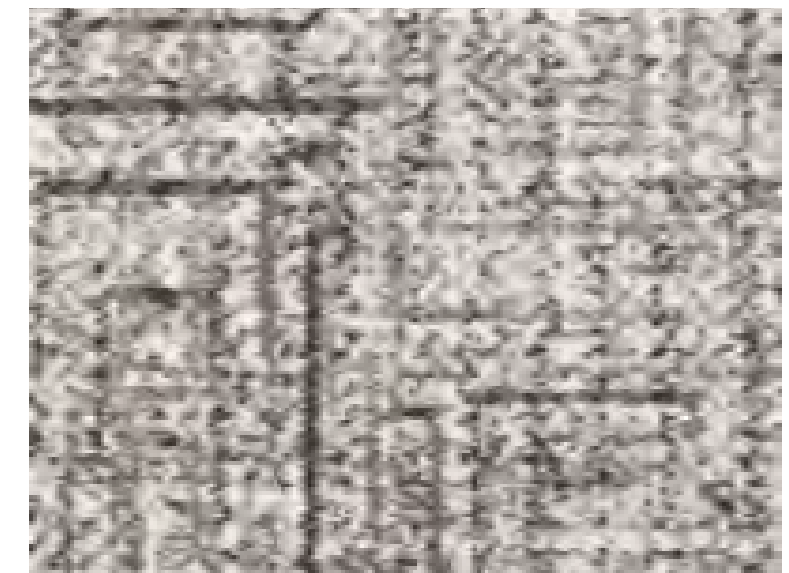
A

C



RCP

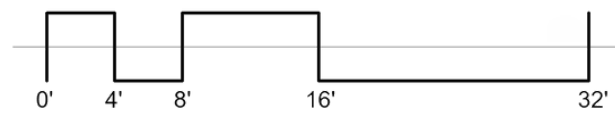
FLOORING



FLOOR PLAN LEVEL TWO-FIVE

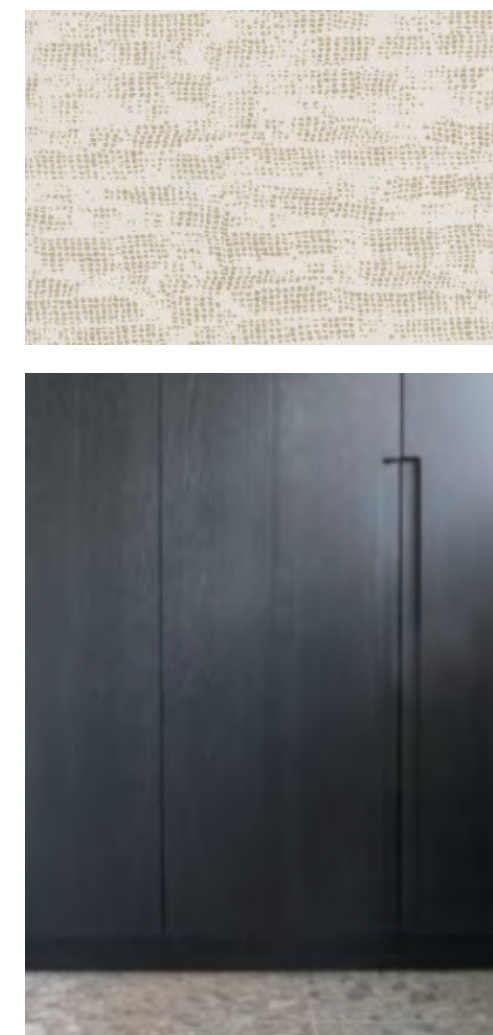
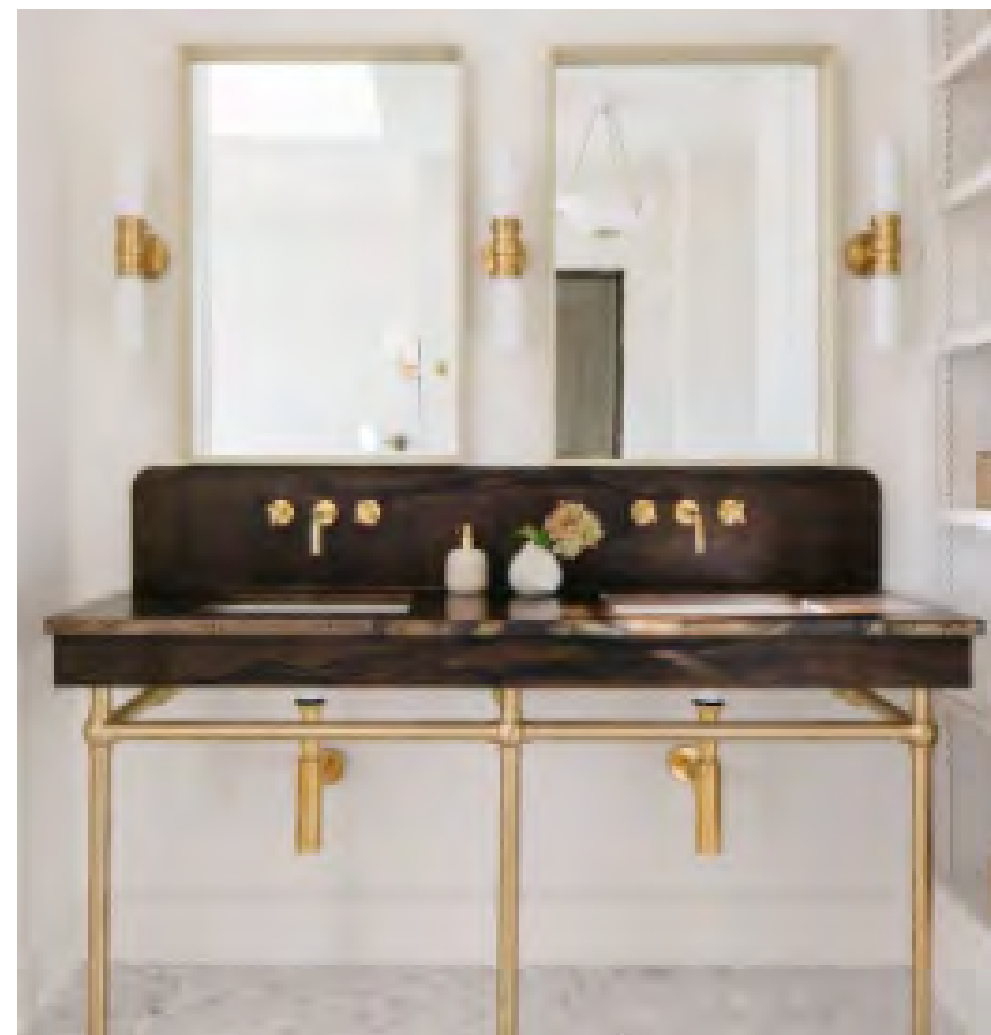
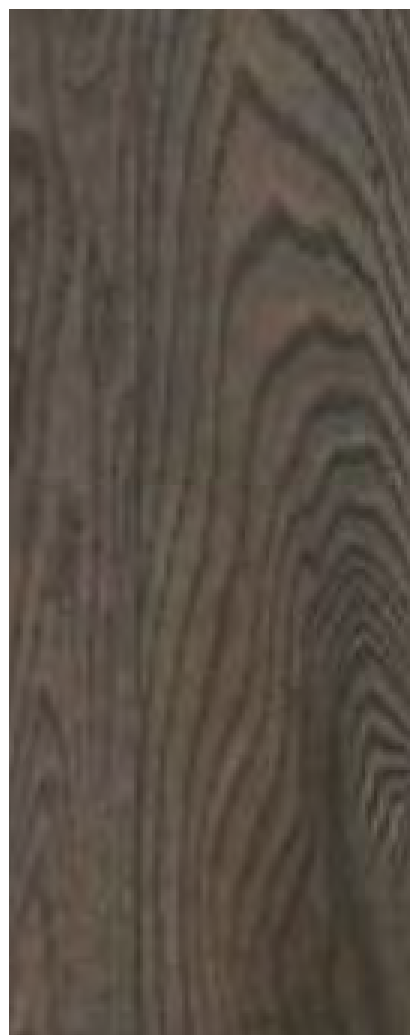


SECTION A-A



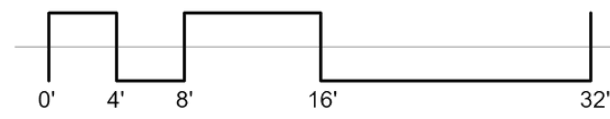
GUESTROOMS

FINISHES





SECTION C-C



GUESTROOMS