

...sensuum



spa+wellness

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...the client

about

FL based cruise line
owned by the Virgin
Group + established
on December 4th, 2014.

Scheduled to begin
operations in 2020 out
of Port of Miami.

Area Served
Caribbean Sea + The
Beach Club at Bimini

Owner
Sir Richard Branson

target

“Virgin Voyages is for
the people who are
sophisticated and young
at heart, people who
want to have a good
time” - Sir Richard
Branson.

18+ y/o passengers

Instagrammable spaces.



sense of community



equality

sustainability

...concept

Sensuum is a holistic approach to wellness through an experience of the senses. It aims to serve as a pause in the midst of constant frenzy, represented through the use of curvilinear forms that take the edge off of the fast-paced lifestyle and sharper forms commonly associated with the ship's brand.

It is also an outlet to reconnect with ourselves, while simultaneously connecting with others through a variety of communal experiences, such as the spa bar, where guests can have facials, hand massages, and organic drinks. The spaces look to treat users from the inside out using natural and sustainable products, which ties with Virgin's own brand. Soft lavender accents can be found all over the spa as users reconnect and refresh through spiritual experiences of the senses.



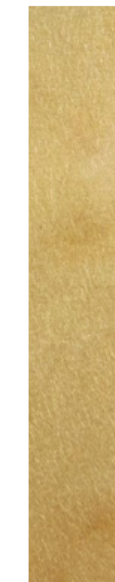
...project goals

Pausing our hectic lifestyle to be able to get in touch with ourselves [**senses**].

Users will go through an **experience** to connect with his/her senses.

Design's circulation will allow the users to **connect** with one another.

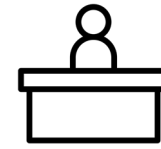
Skin is the human body's largest organ. Because of that, all treatments and products will have a **holistic** approach to be able to receive all the benefits from the earth without the presence of chemicals, and user can experience the **change** from the inside out.



...sensuum



...the program



reception

wating area

consultation

manager office



spa

bar + lounge

dry areas

...treatment rooms

...relaxation room

...salt room

wet areas

...hydrotherapy

...hot tub

...hot pool

...pool

...sauna

...steam room

outdoor area

storage

multipurpose room

restrooms + lockers



salon

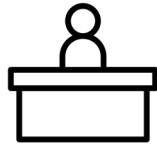
retail

waiting area

restrooms



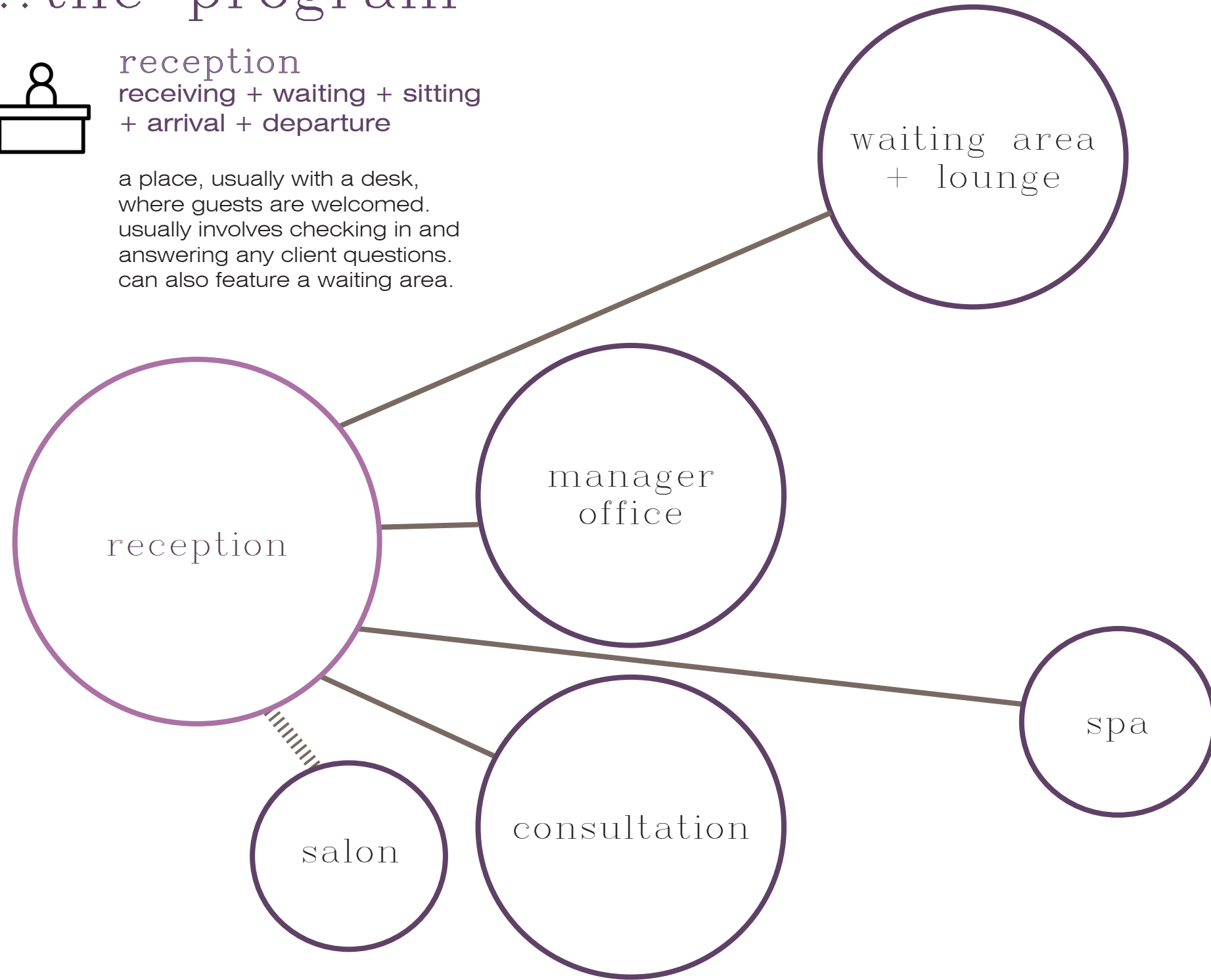
...the program



reception

receiving + waiting + sitting
+ arrival + departure

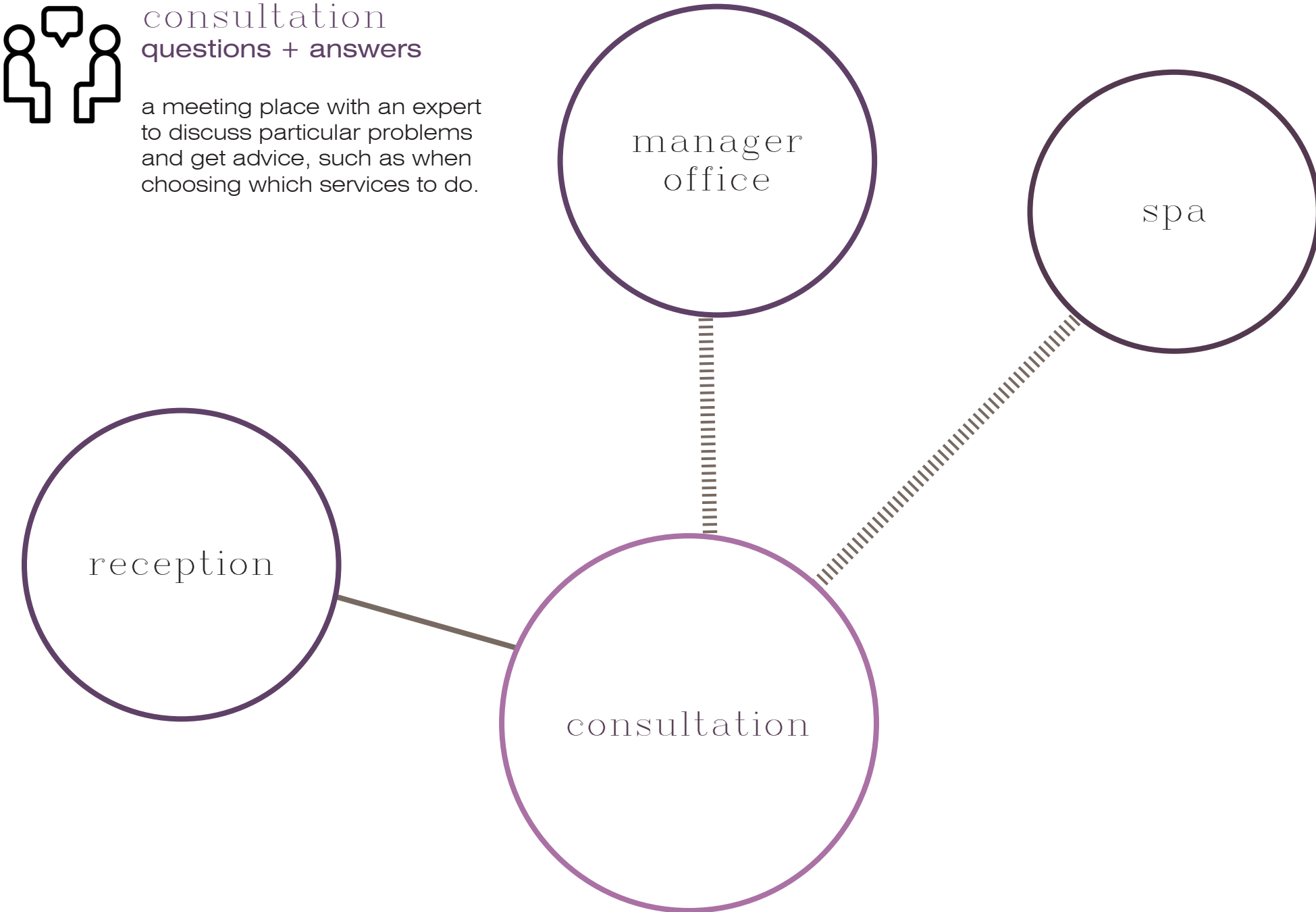
a place, usually with a desk,
where guests are welcomed.
usually involves checking in and
answering any client questions.
can also feature a waiting area.



consultation

questions + answers

a meeting place with an expert
to discuss particular problems
and get advice, such as when
choosing which services to do.

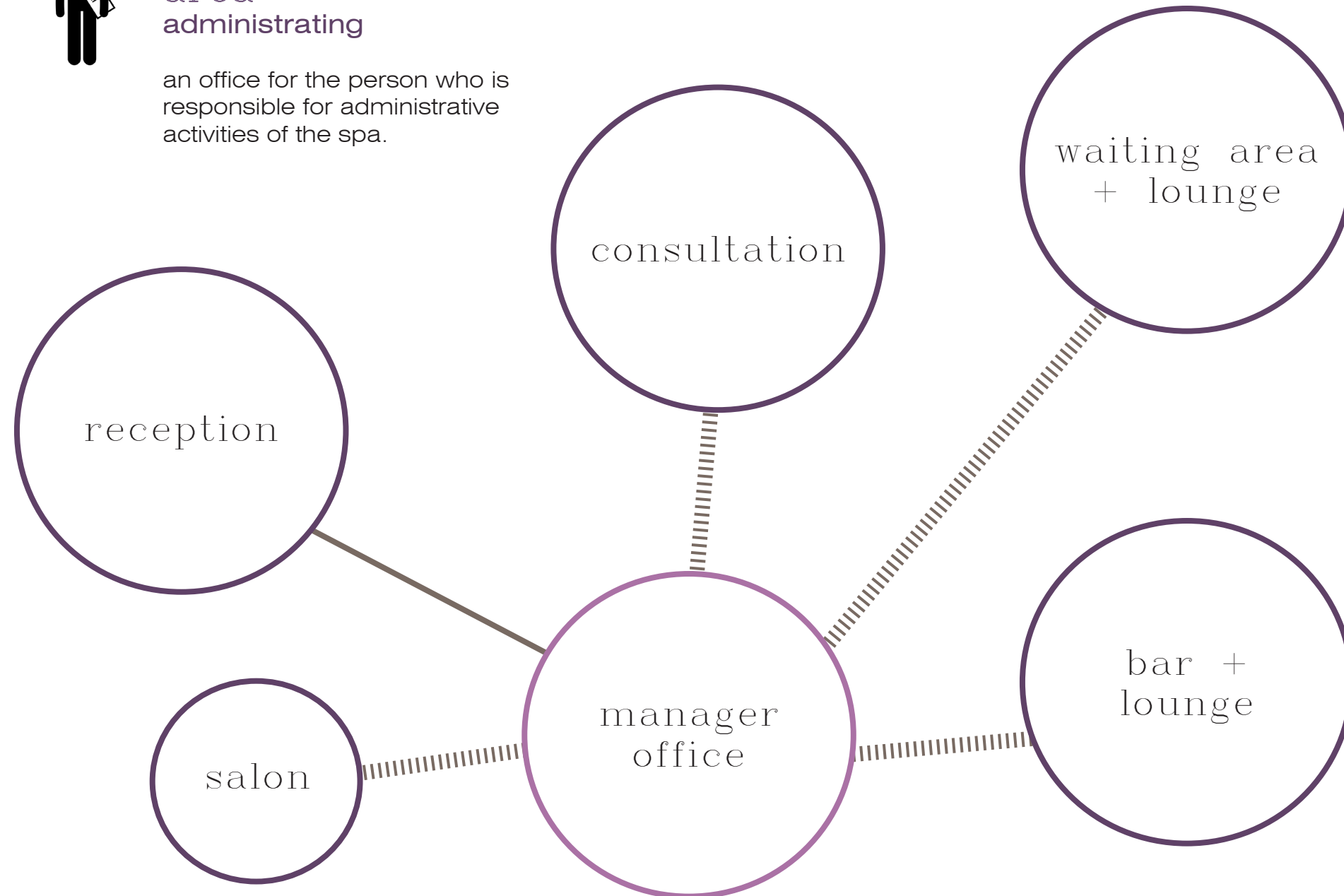


...the program



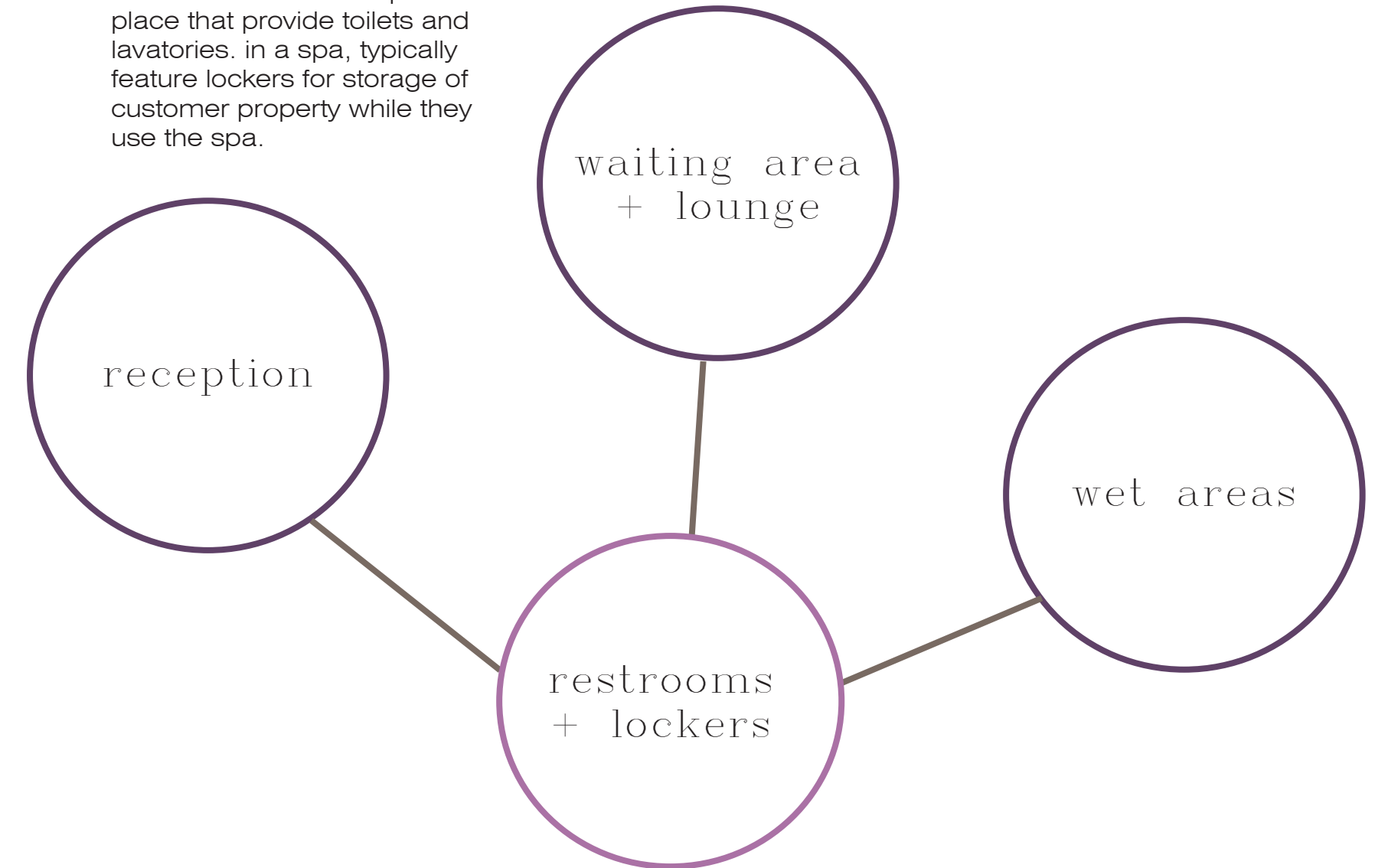
management office
area
administrating

an office for the person who is responsible for administrative activities of the spa.



restrooms+lockers
storing

a series of rooms in a public place that provide toilets and lavatories. in a spa, typically feature lockers for storage of customer property while they use the spa.

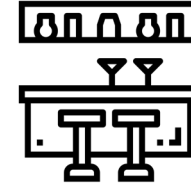
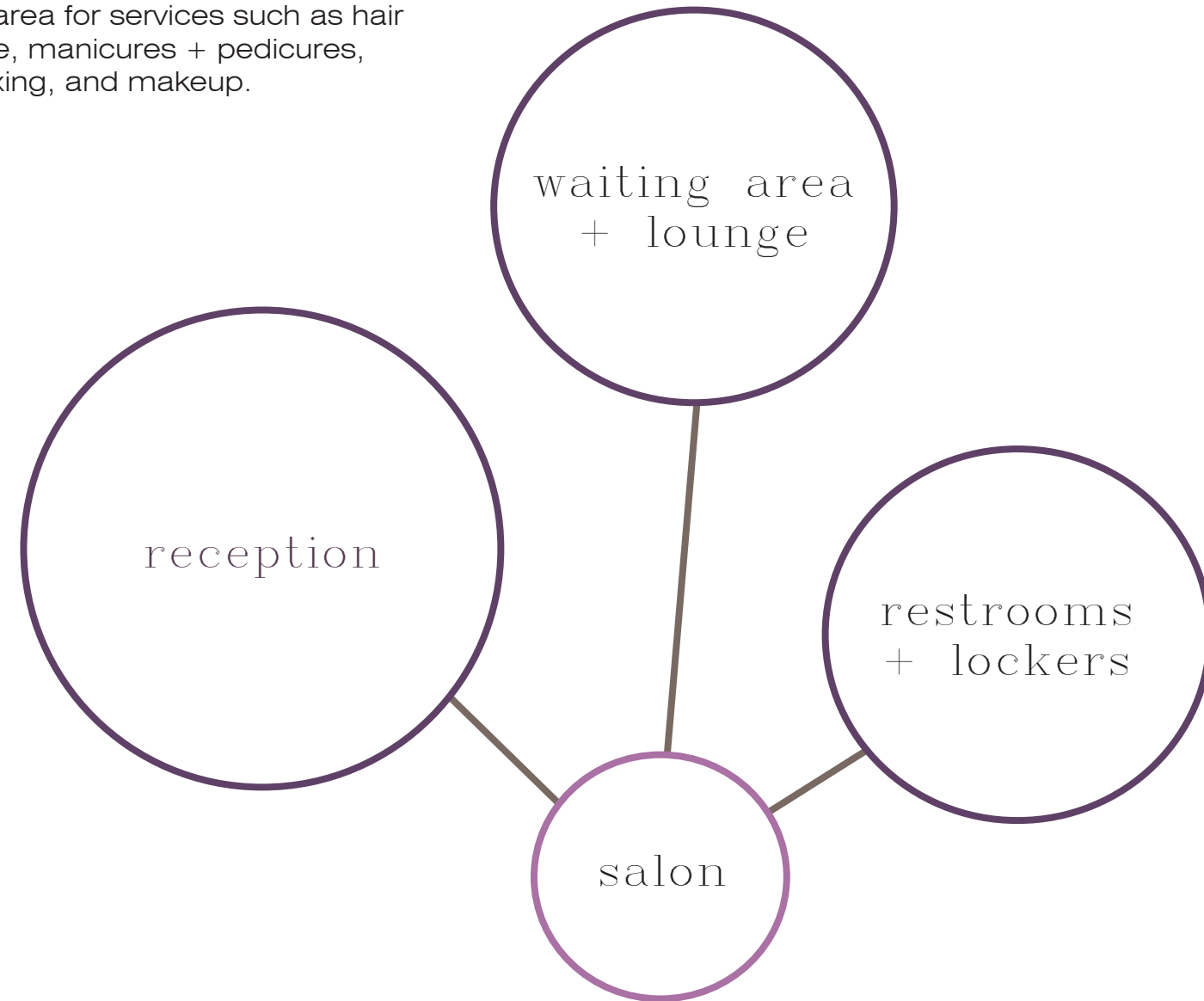


...the program



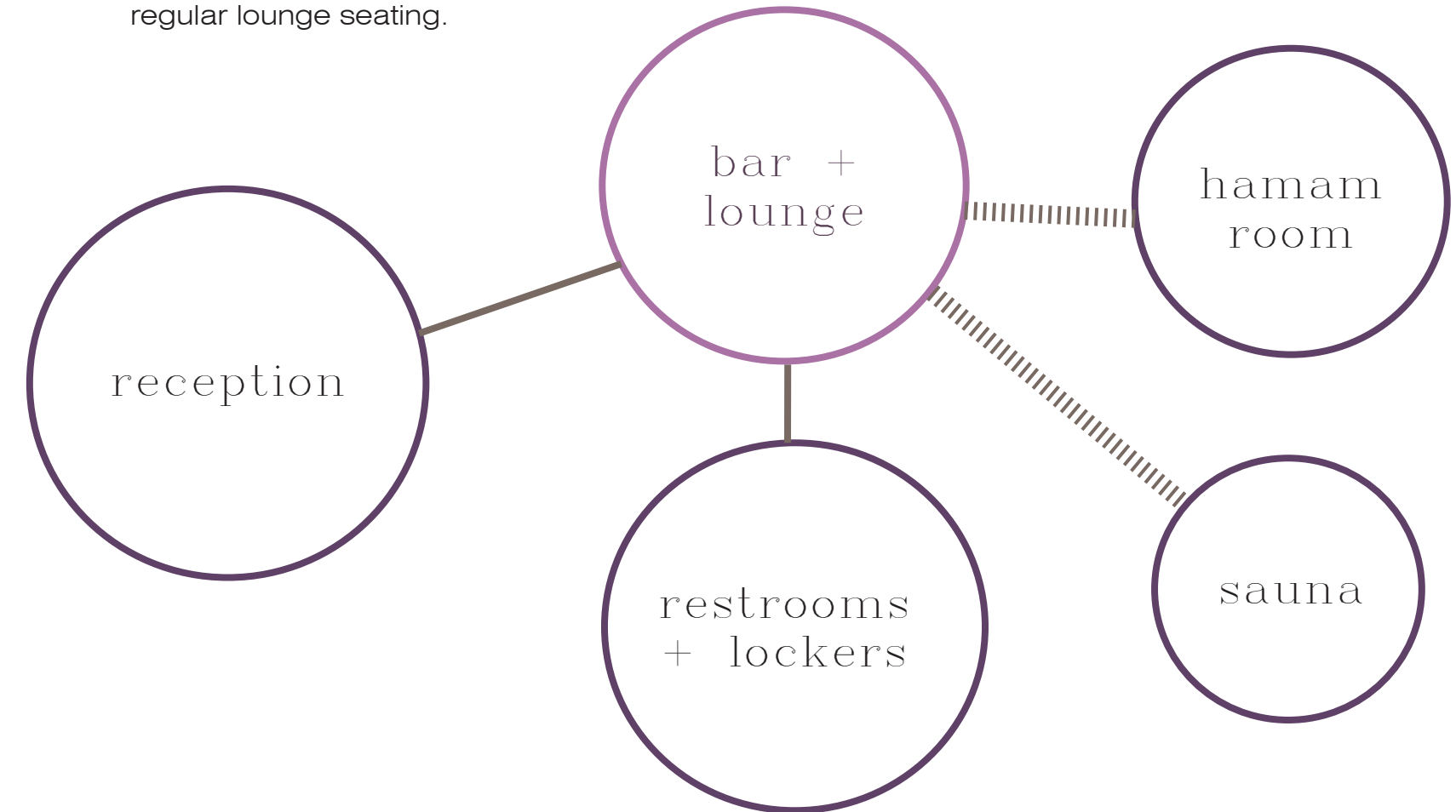
salon
grooming + personal care

an area for services such as hair care, manicures + pedicures, waxing, and makeup.



bar+lounge
socializing + relaxing

a counter space where people come together to socialize and receive refreshments. in our spa, the bar will also features face mask seating, as well as regular lounge seating.

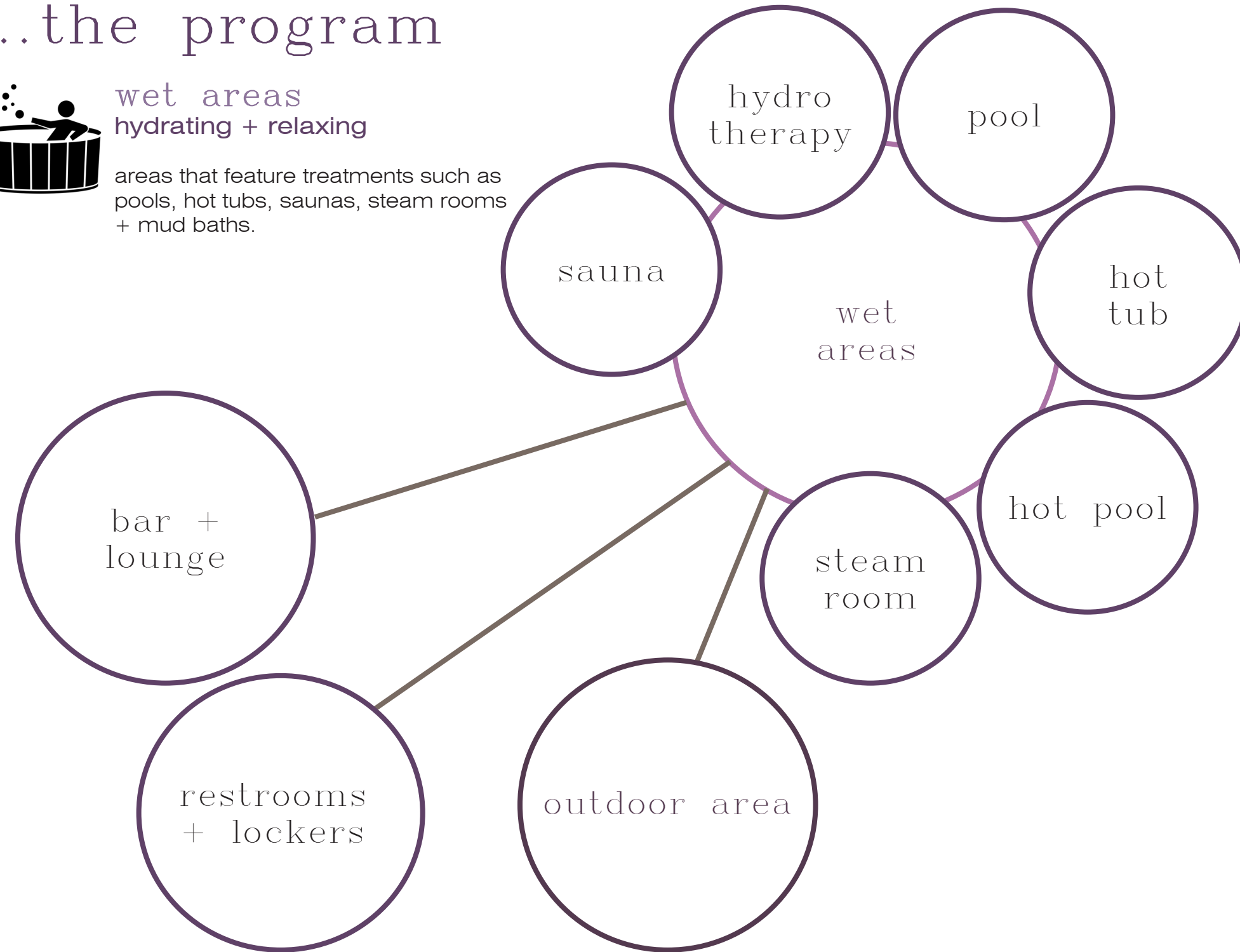


...the program



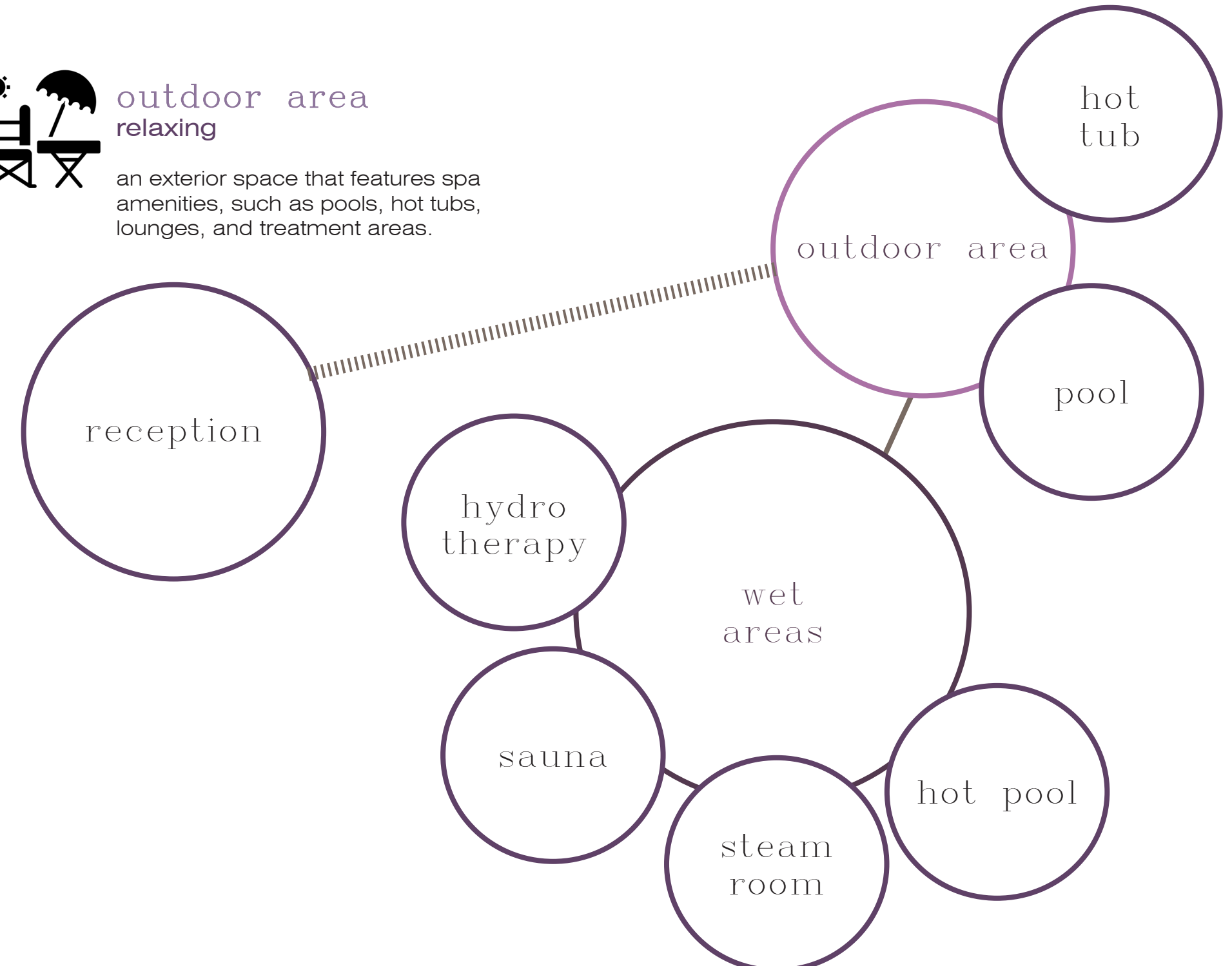
wet areas hydrating + relaxing

areas that feature treatments such as pools, hot tubs, saunas, steam rooms + mud baths.

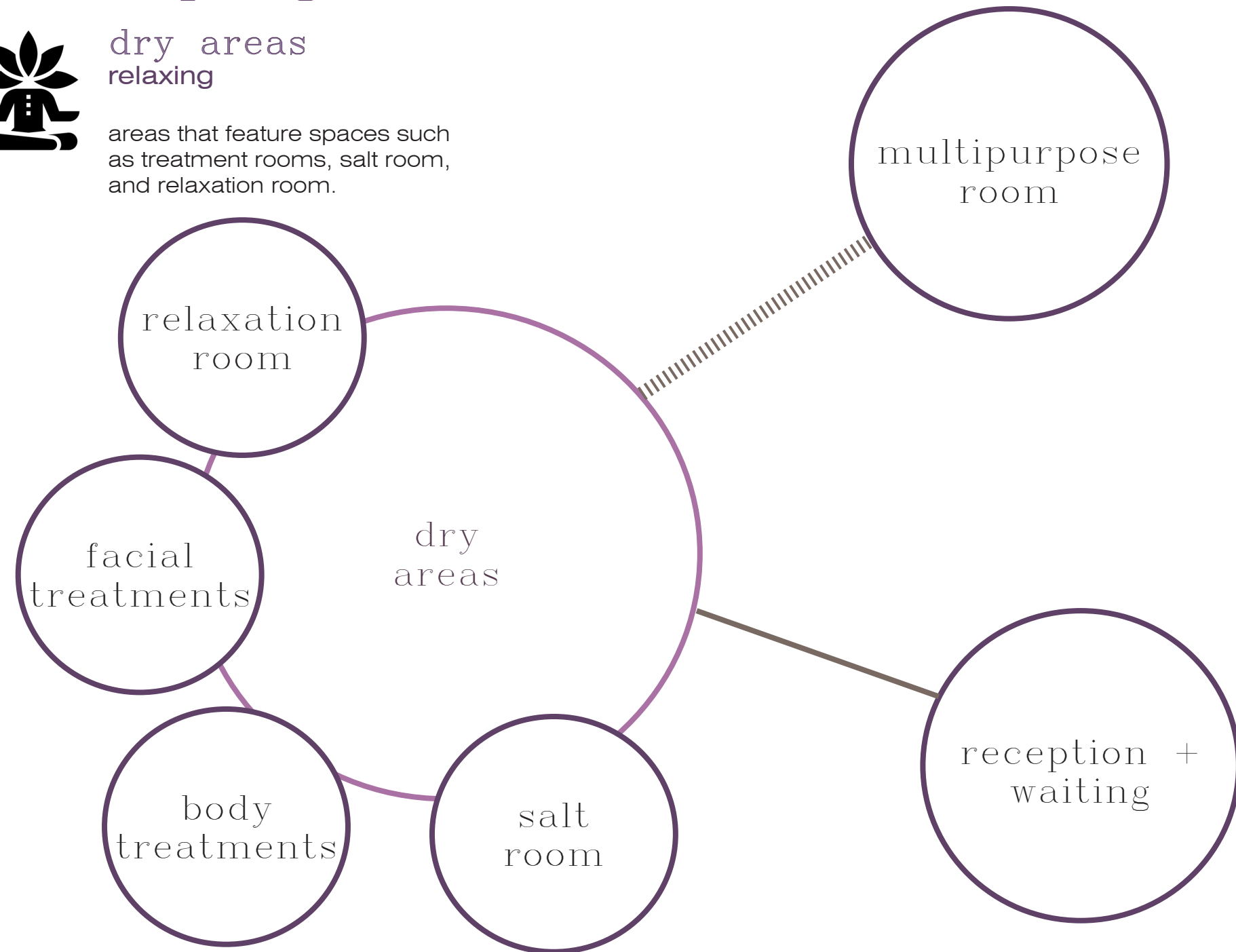


outdoor area relaxing

an exterior space that features spa amenities, such as pools, hot tubs, lounges, and treatment areas.



areas that feature spaces such as treatment rooms, salt room, and relaxation room.



salt
room

facial
treatment

multipurpose
room

lounge
+waiting

psych
consult.

consult

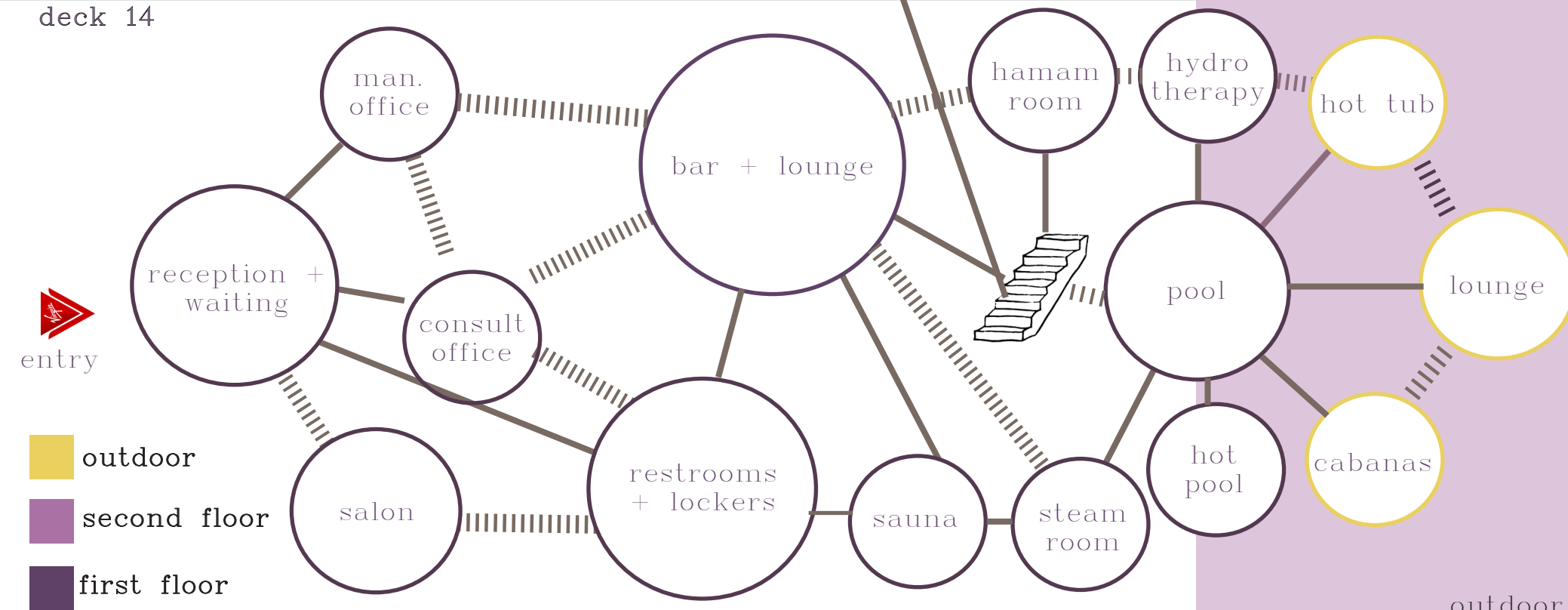
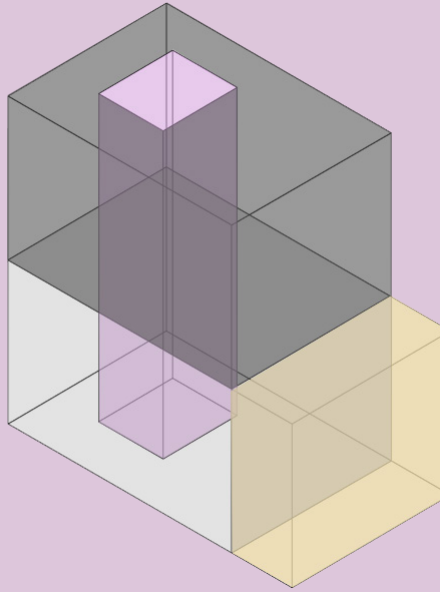
VIP + couple treatment

relax
room

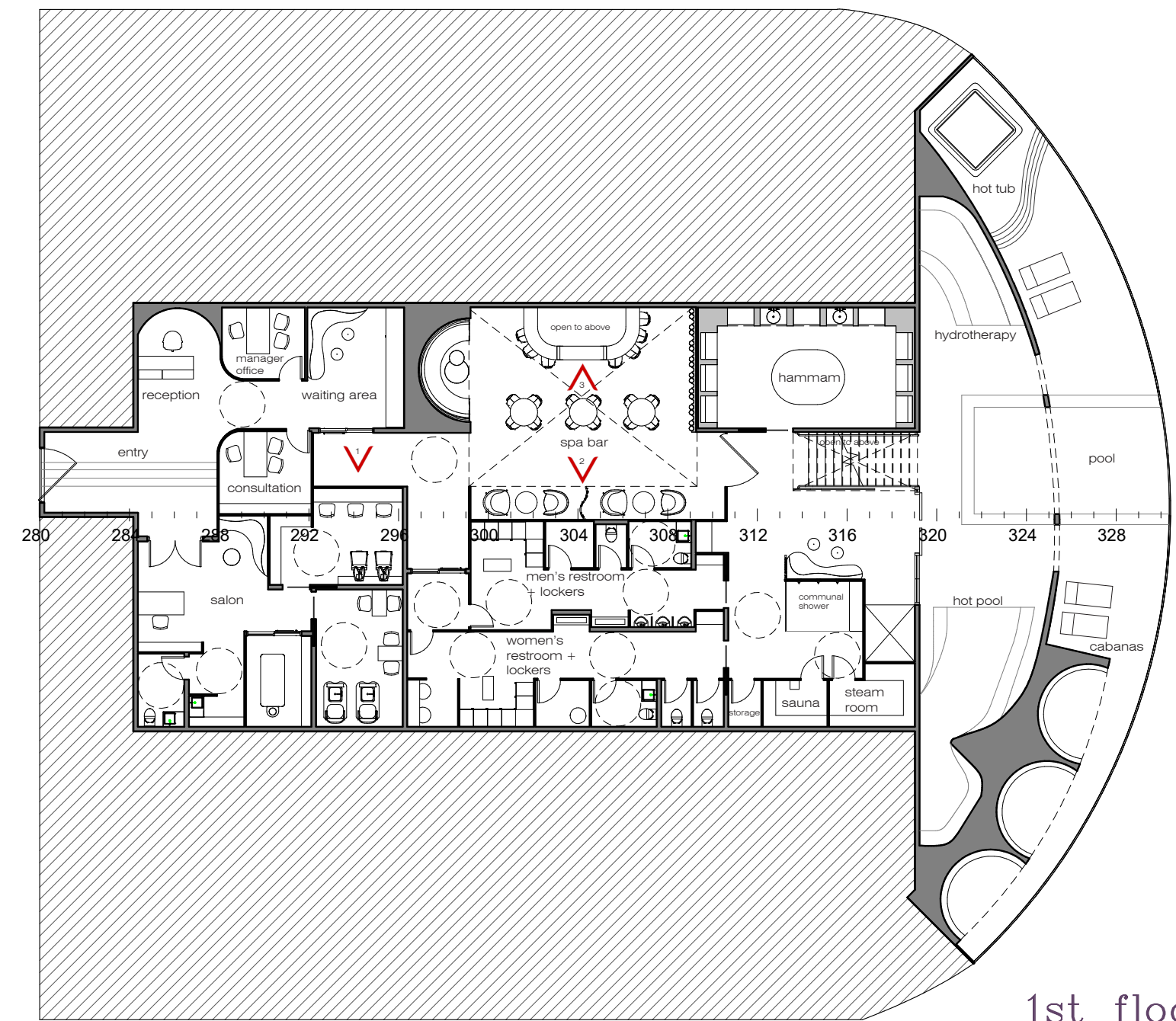
(salt
room

body
treatment

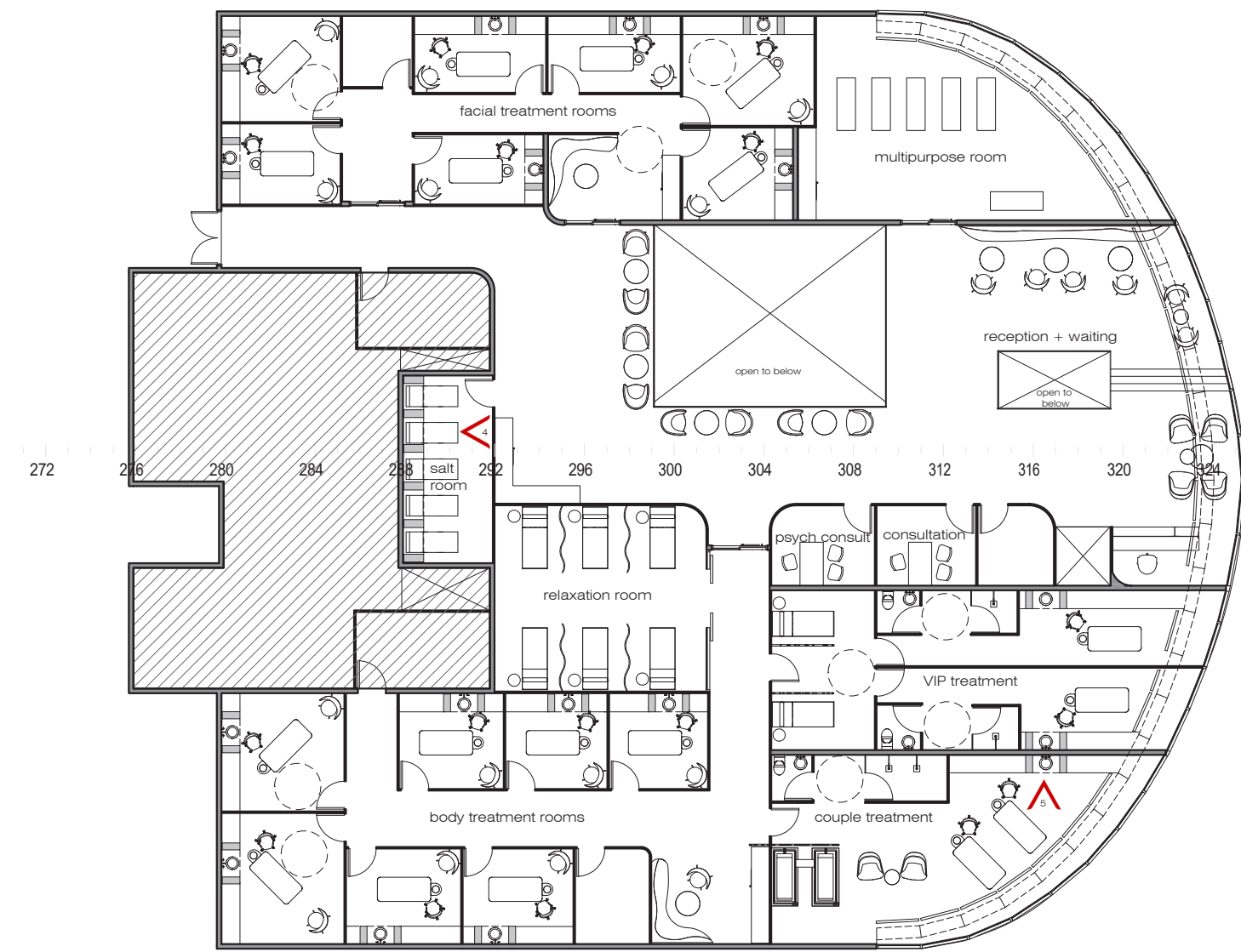
deck	15
deck	14



...spa design

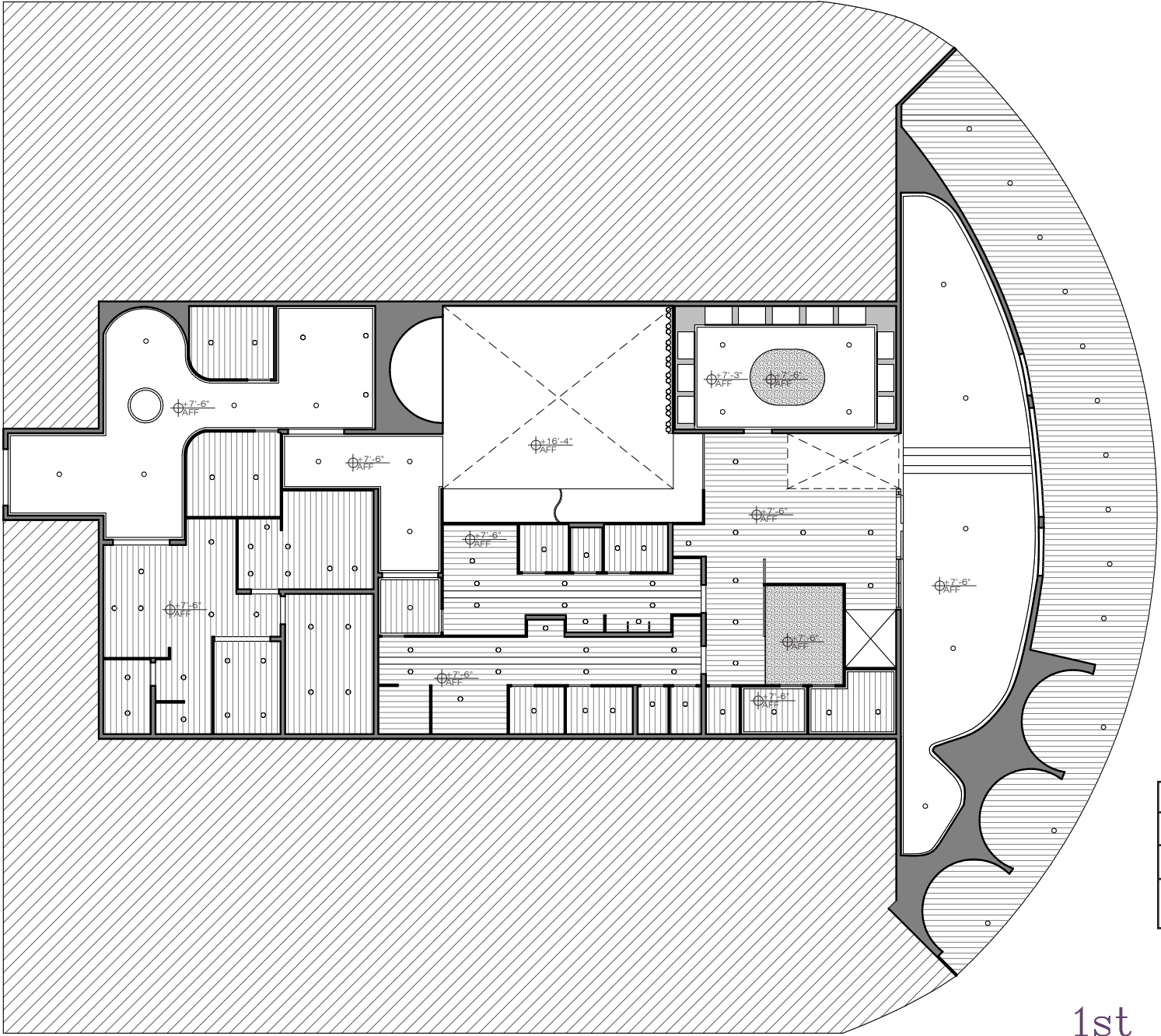


1st floor plan
scale: 1/16"=1'-0"



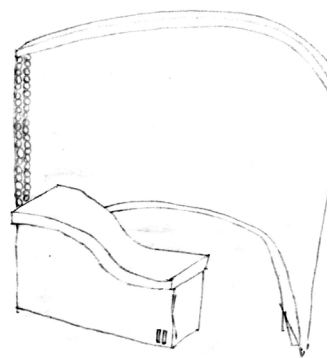
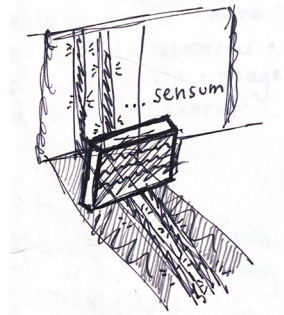
2nd floor plan
scale: 1/16"=1'-0"

...spa design

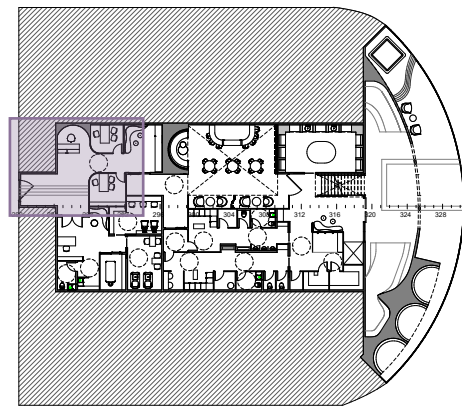


...entry

progress sketches



ceiling mounted fixture



...sensusum

pause alone

pause together

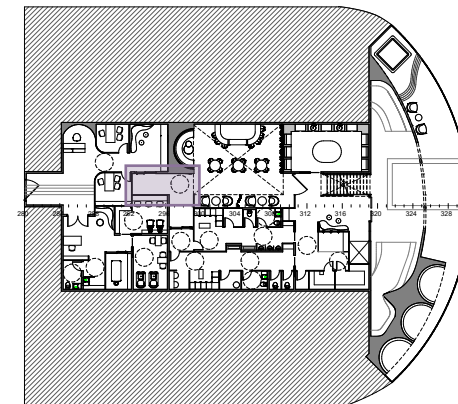


elevation 1

...the pause

Pausing our hectic lifestyle to be able to get in touch with ourselves [senses].

The concept wall serves as a node, where users can pause before proceeding to their spa experience.

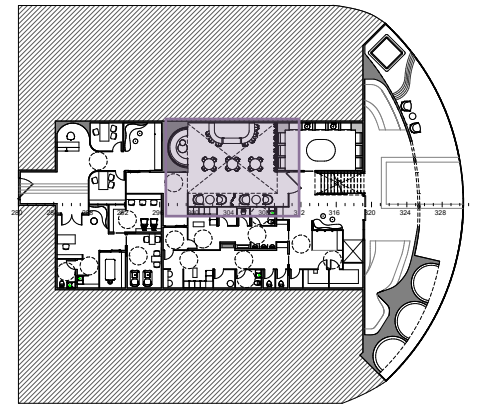
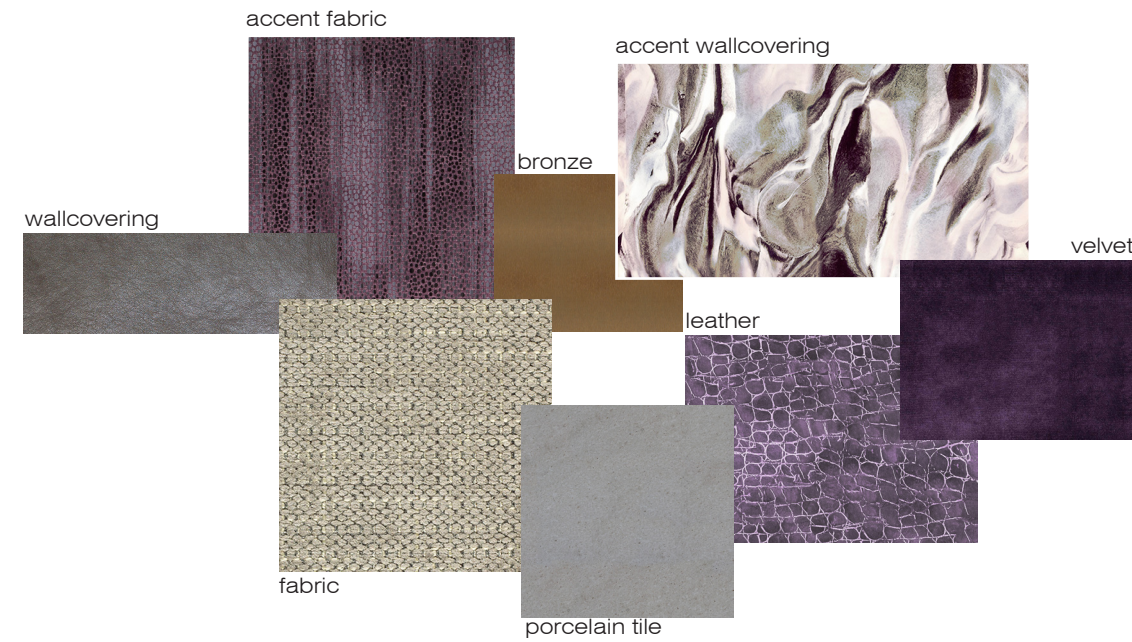


...bar





... bar



lounge chair



barstools



accent lounge chair



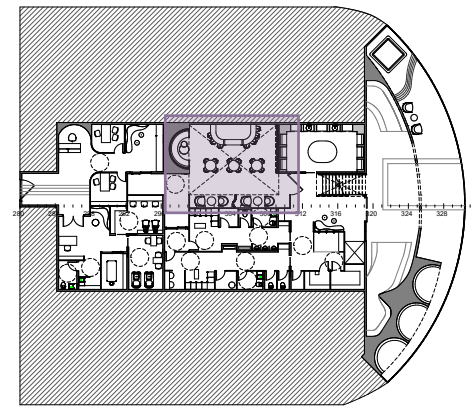
coffee table



elevation 2



...bar



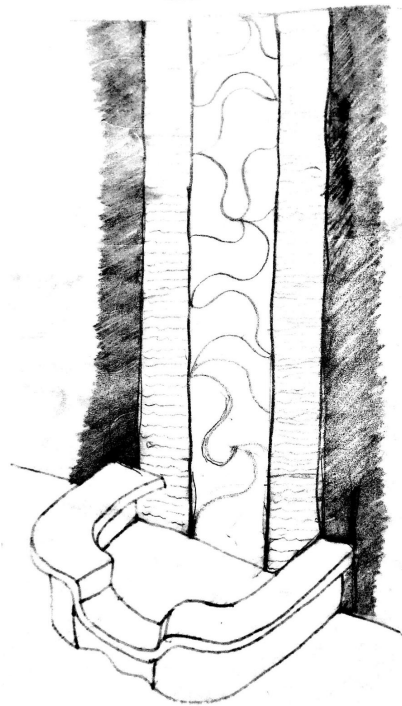
bar table



table lamp



progress sketches

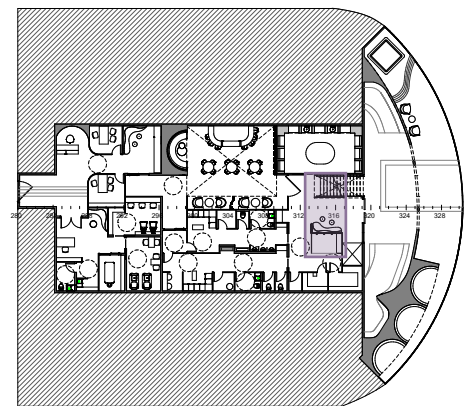


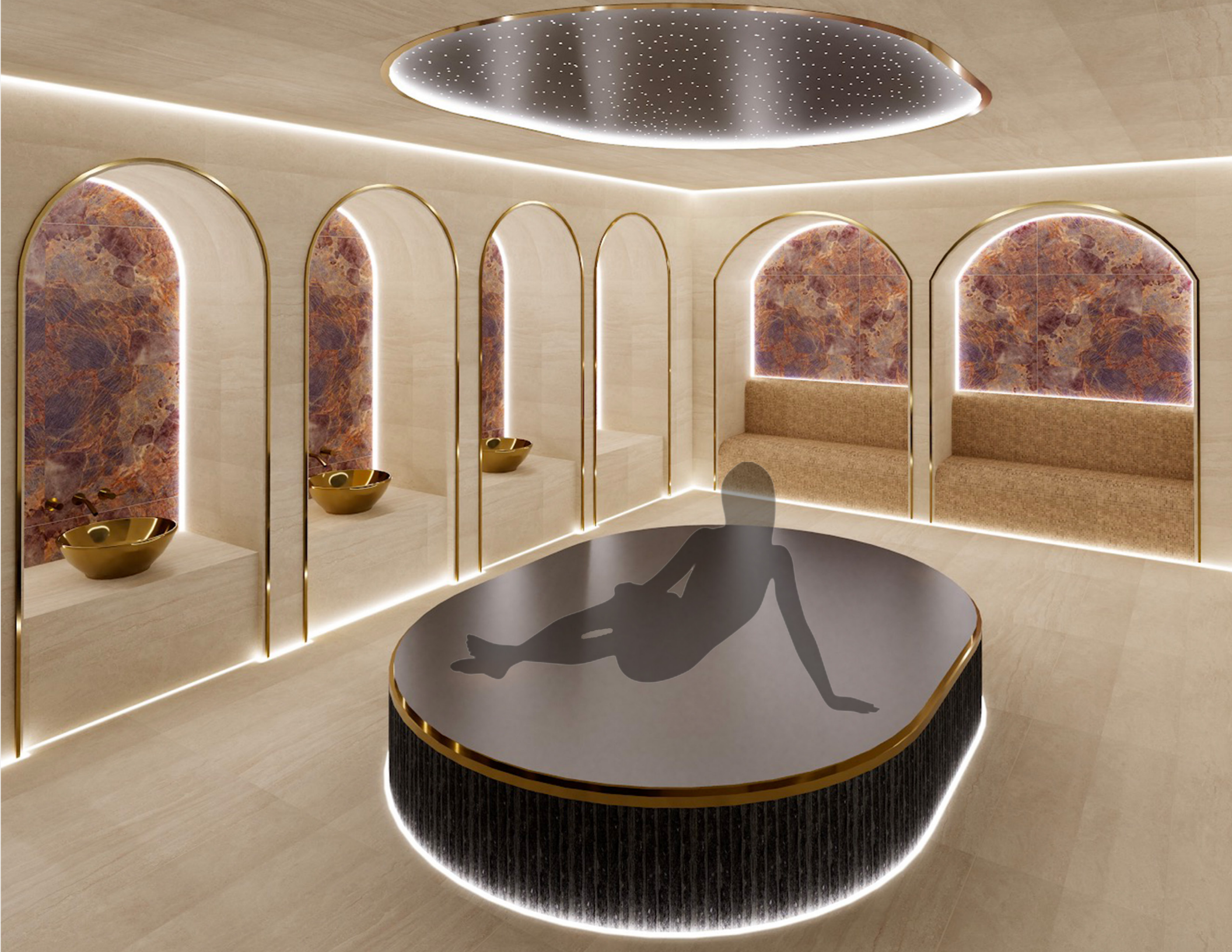
elevation 3

...co-ed showers

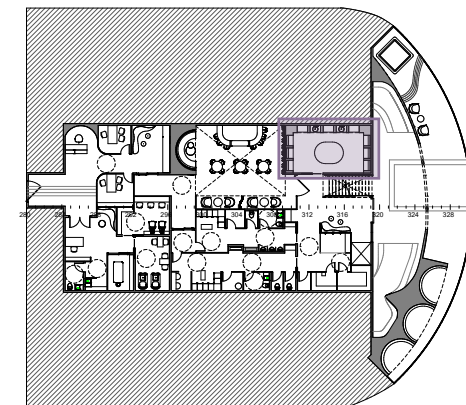
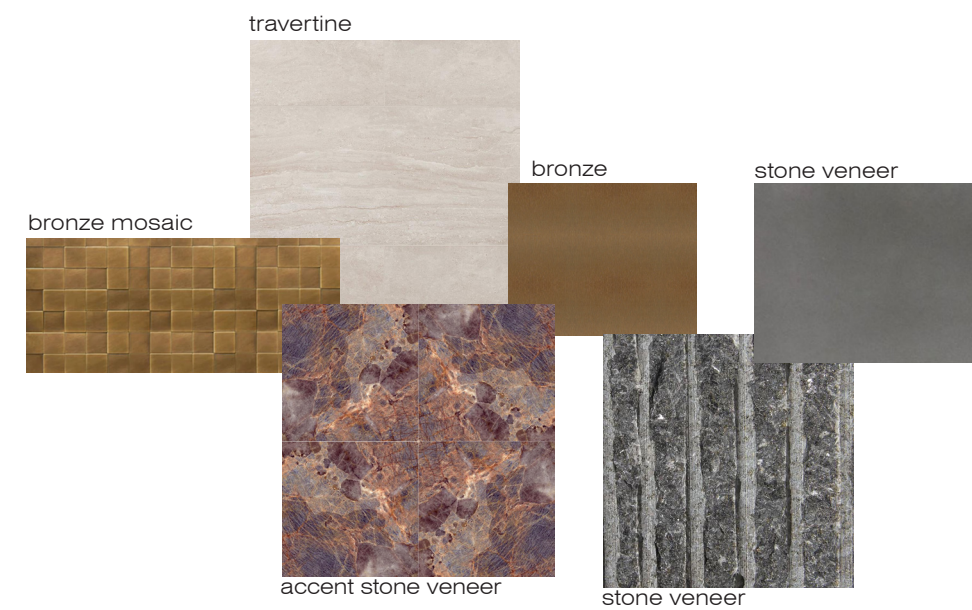
Community and equality are core values of Virgin Cruises.

The co-ed showers reflect both values in the spa, offering a communal space for people of all genders to gather and enjoy their experience.

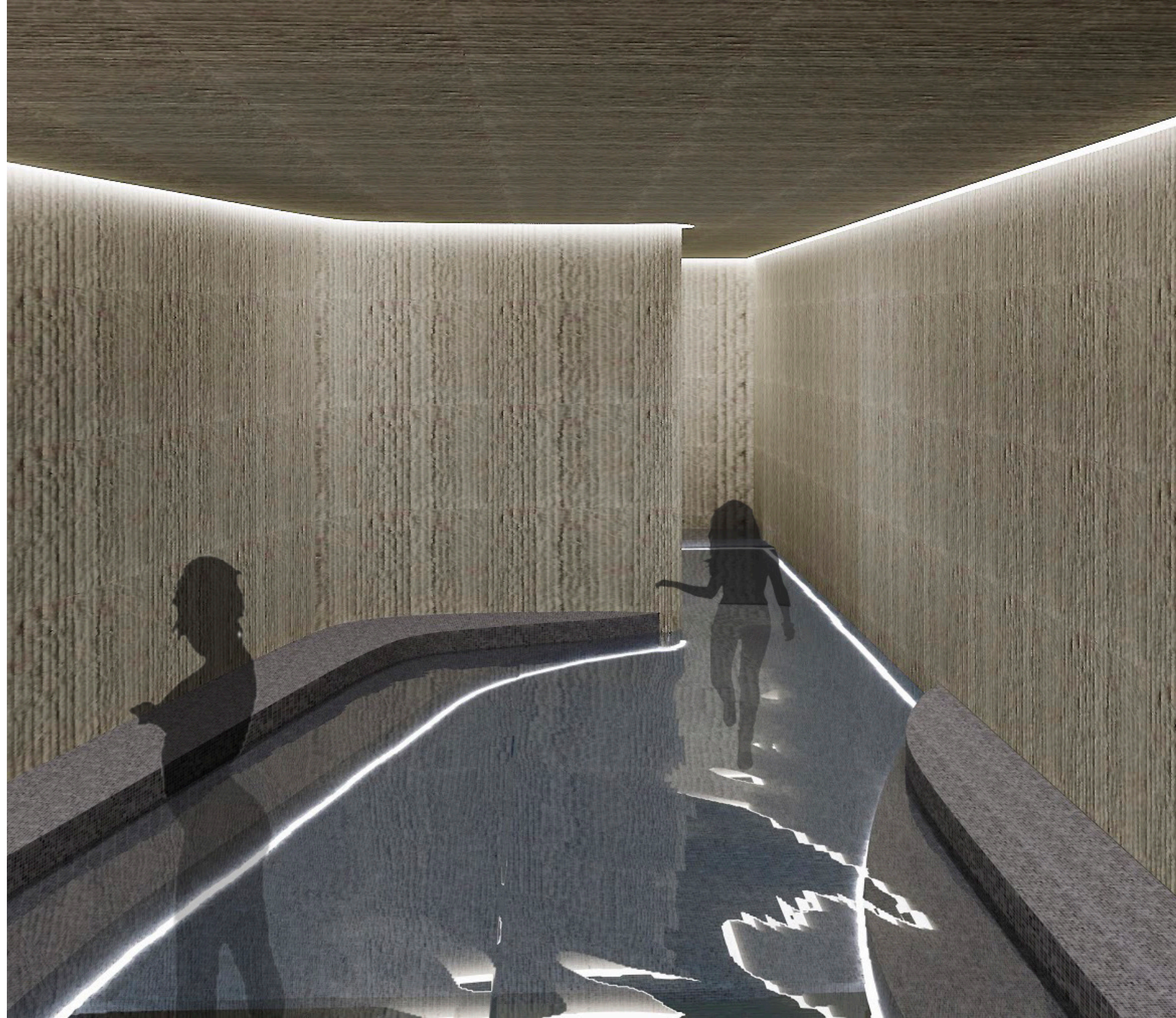
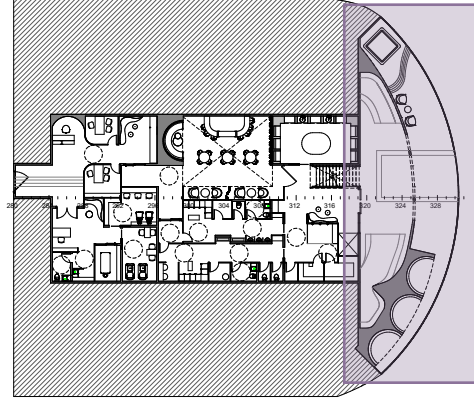




...hamam

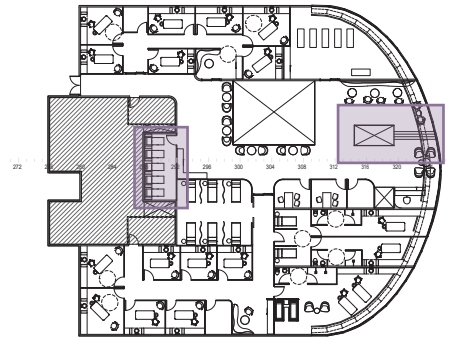
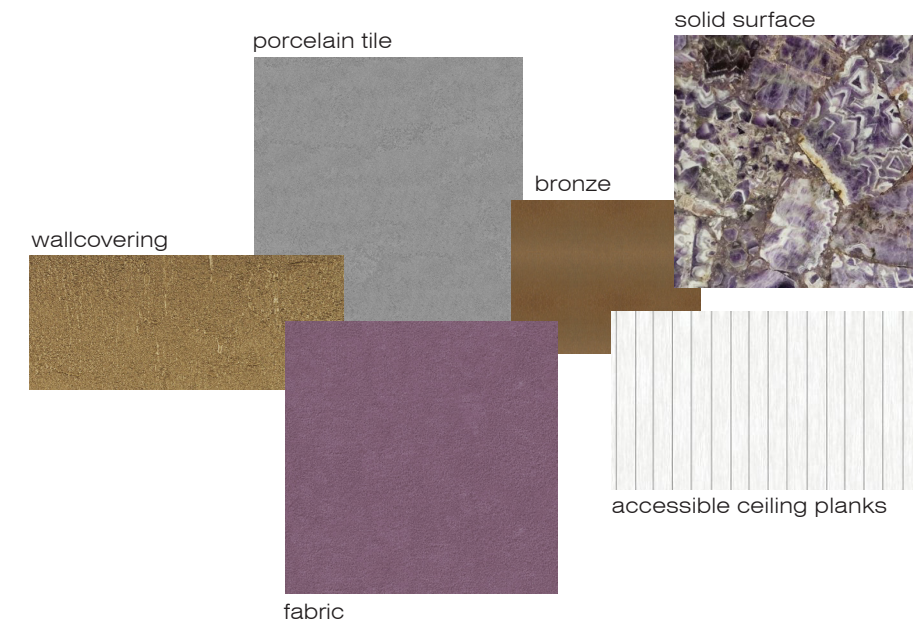


...pools

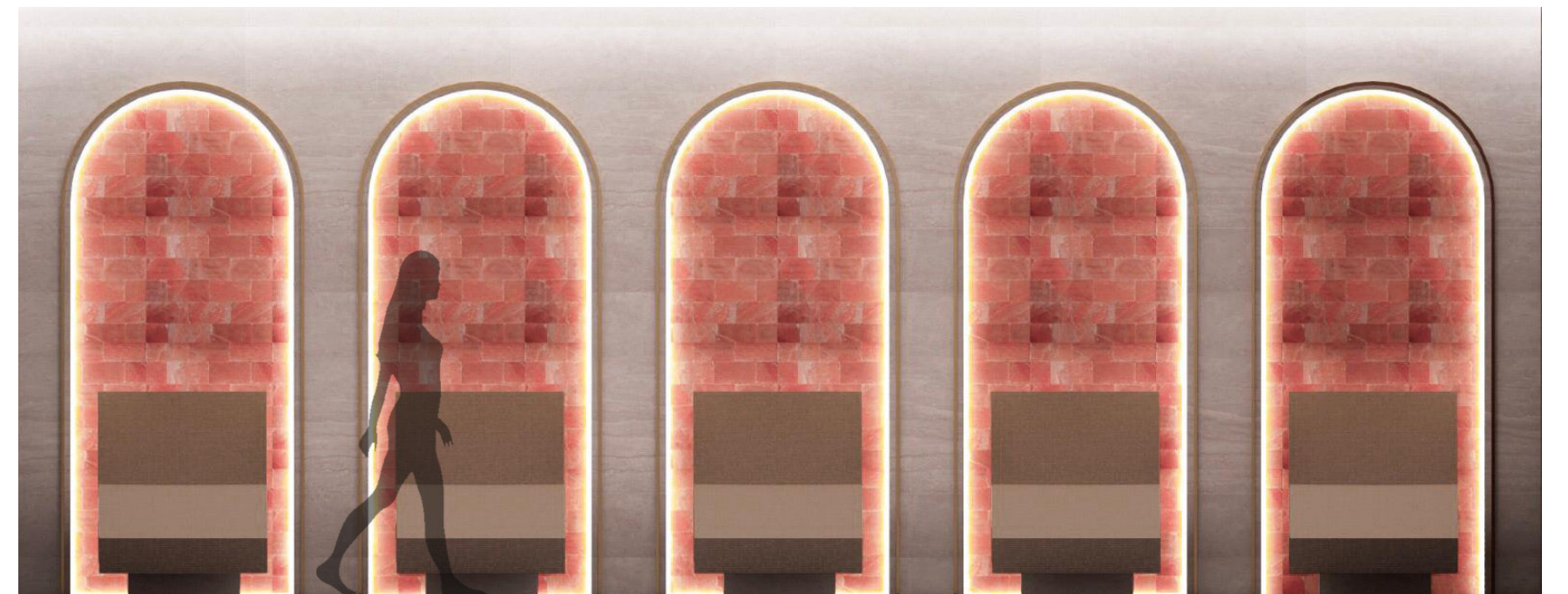




...upper deck entry

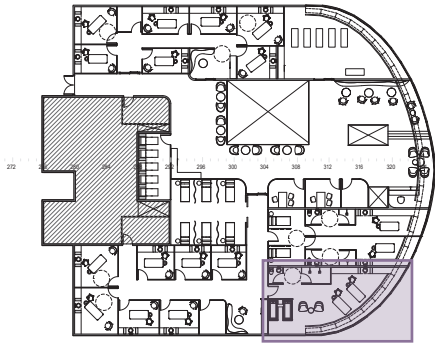
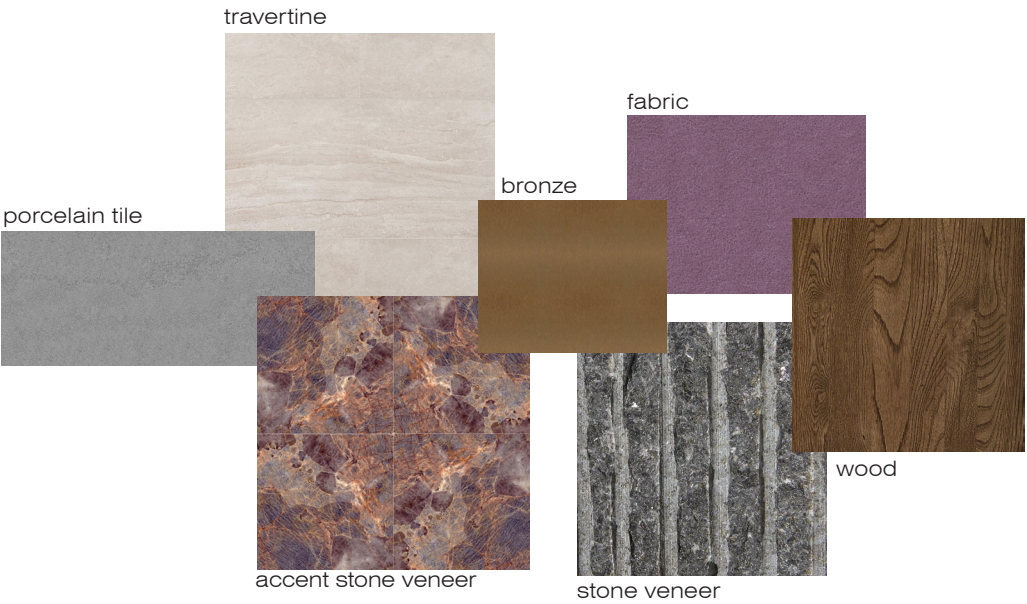


...salt room



elevation 4

...couples treatment room



elevation 5



...references

merriam-webster.com
nounproject.com
instagram.com
virginvoyages.com
unsplash.com
googleimages.com



...thank you