

...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.



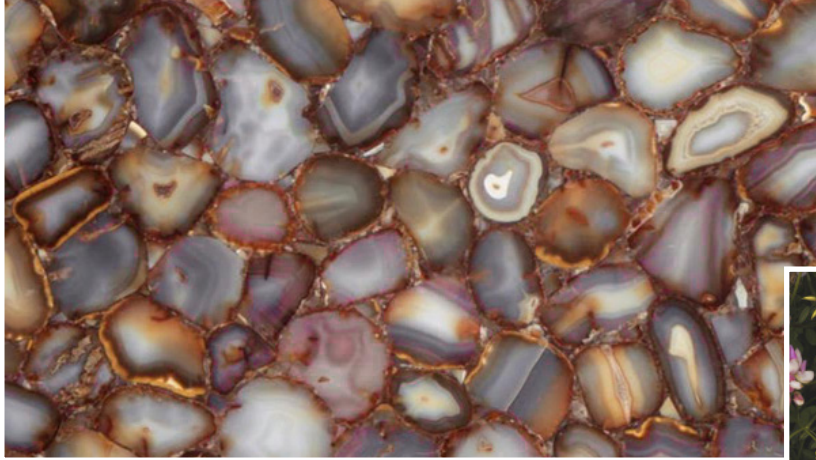
sense of community



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.



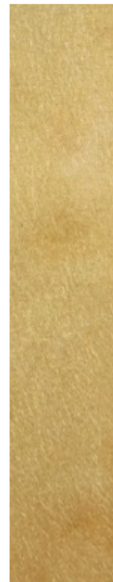
...project goals

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.

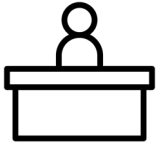
Skin is the human body's largest organ. Because of that, all treatments and products will have a holistic approach to be able to receive all the benefits from the earth without the presence of chemicals, and user can experience the change from the inside out.



...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

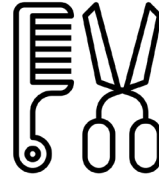
...steam room

outdoor area

storage

multipurpose room

restrooms + lockers



salon

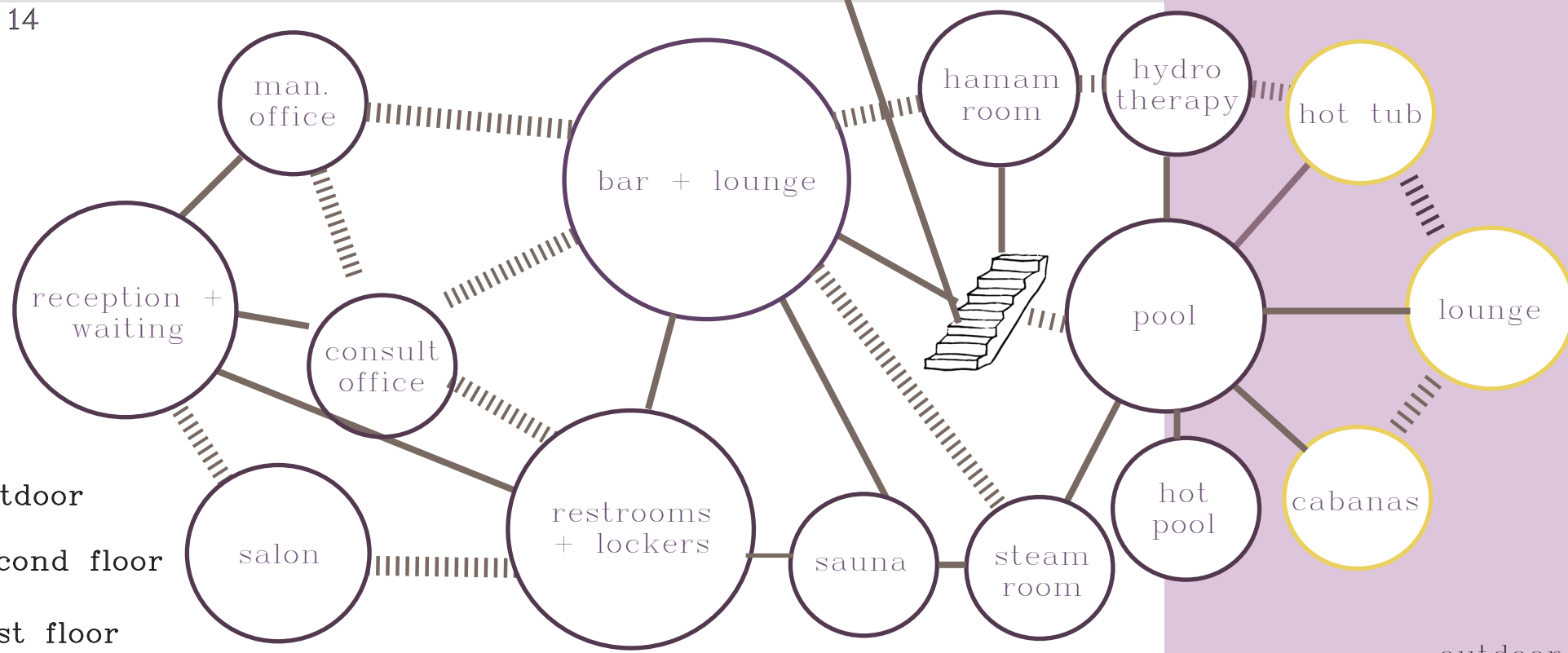
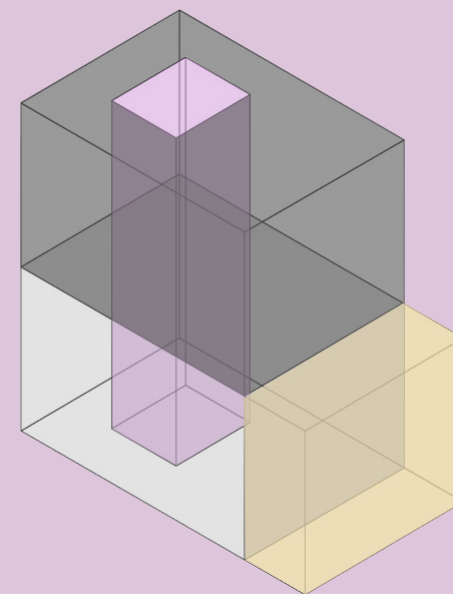
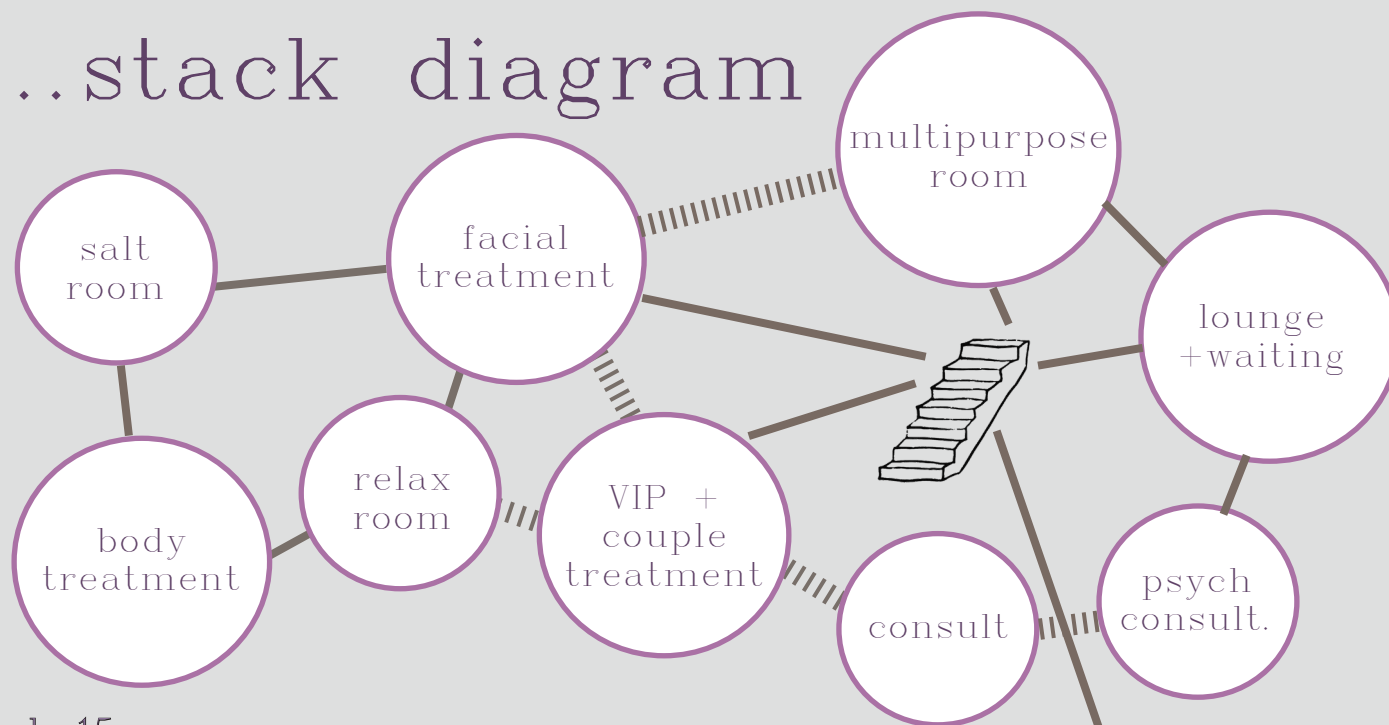
retail

waiting area

restrooms

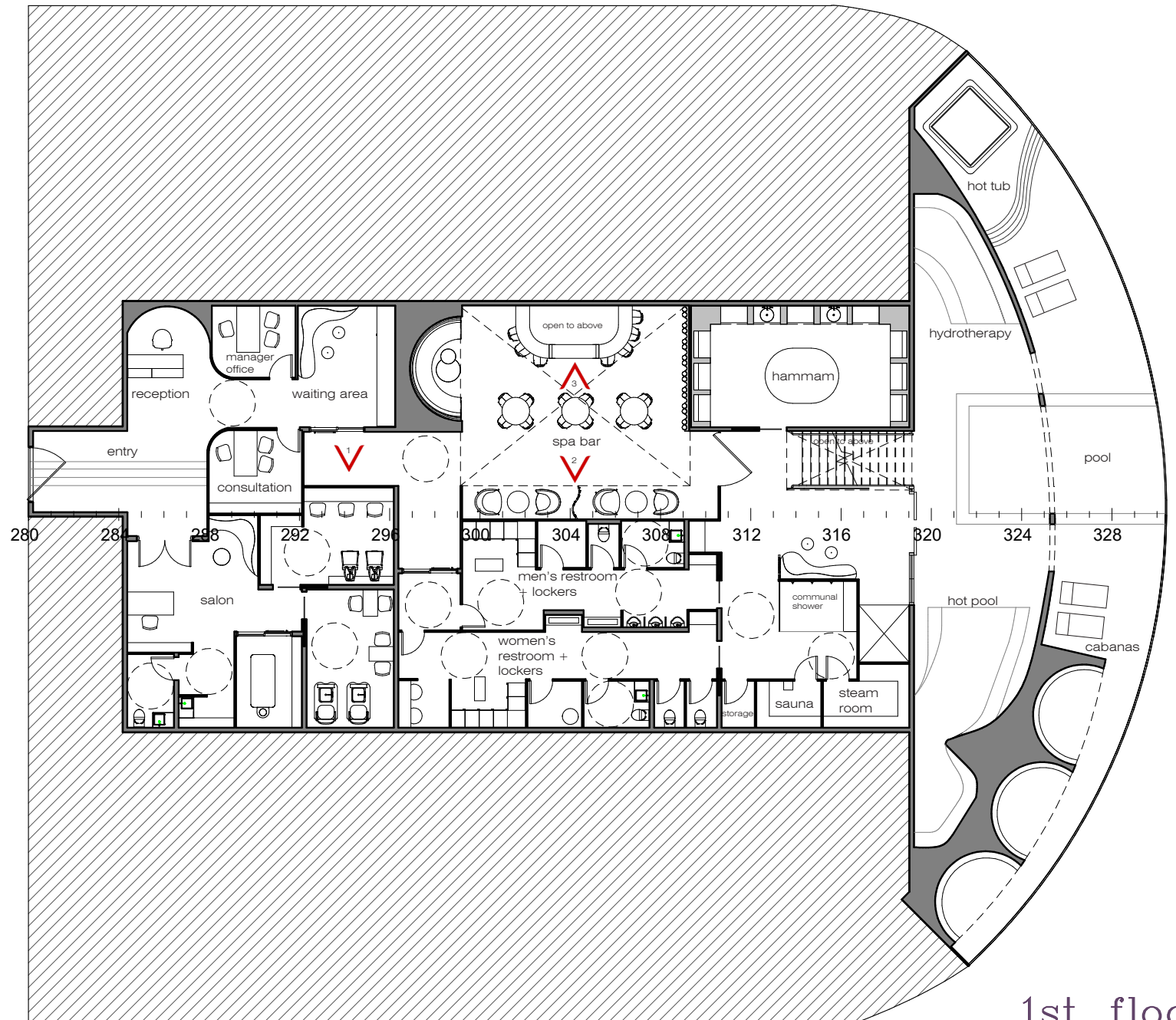


...stack diagram

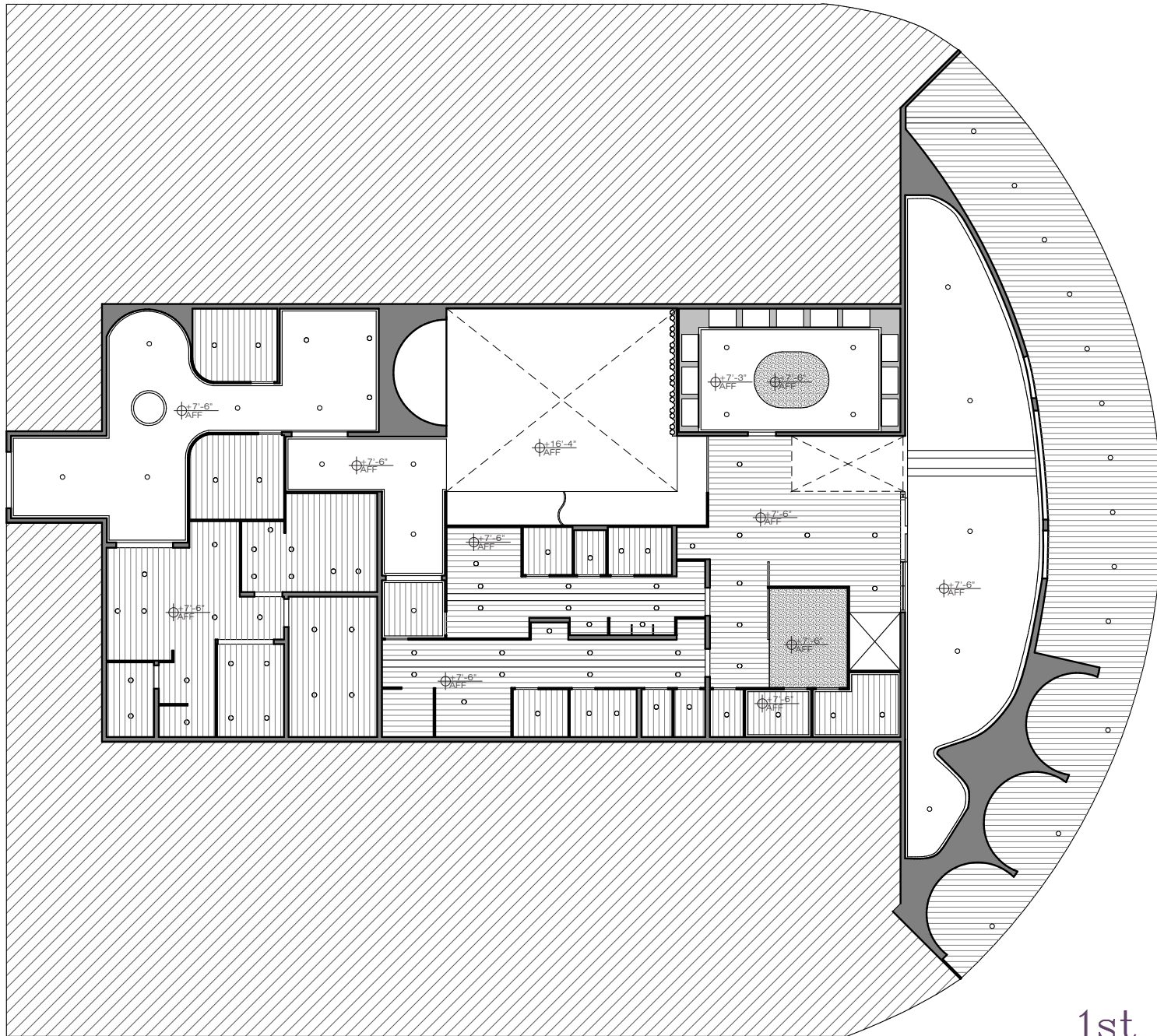


outdoor

...spa design

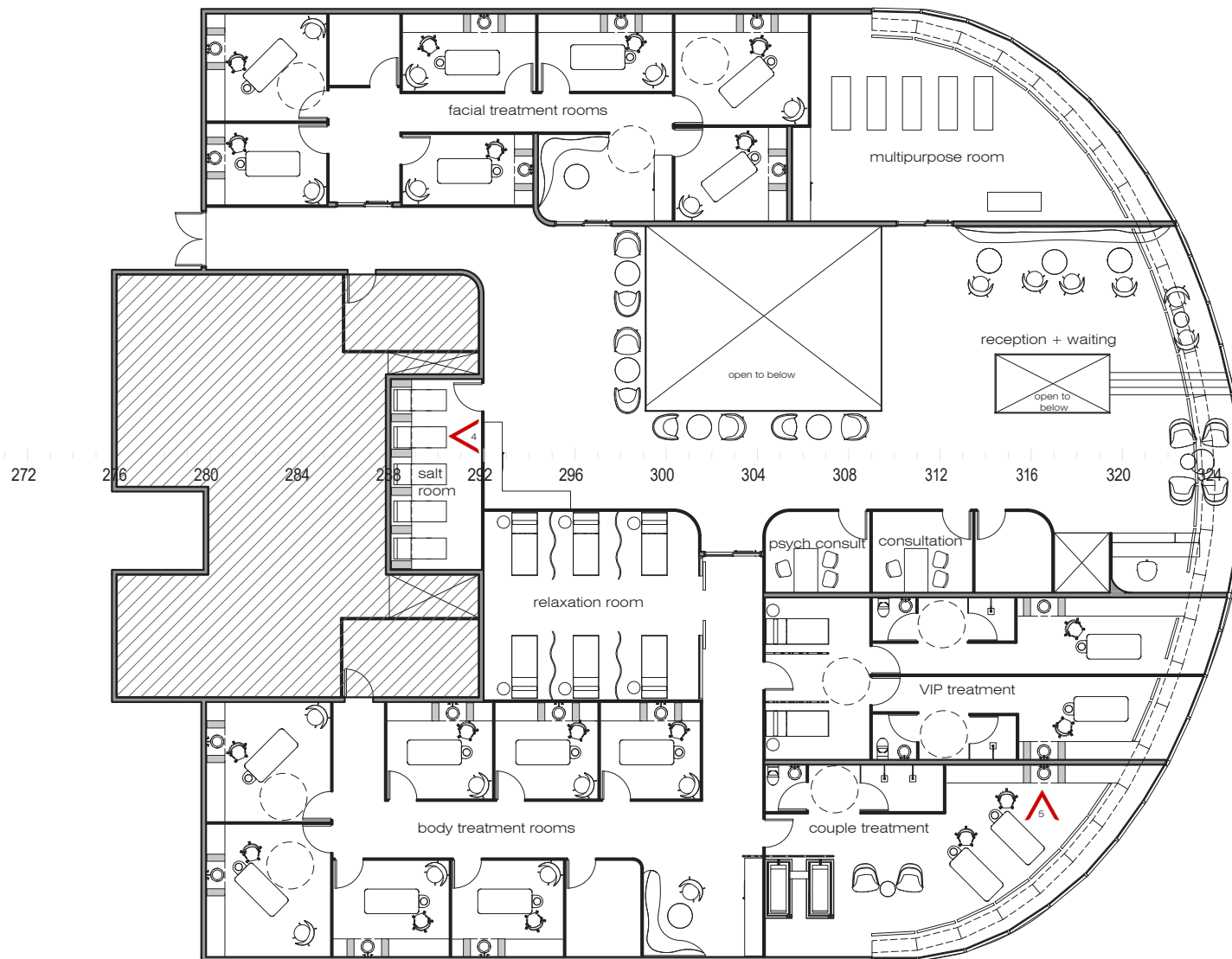


1st floor plan
scale: 1/16"=1'-0"

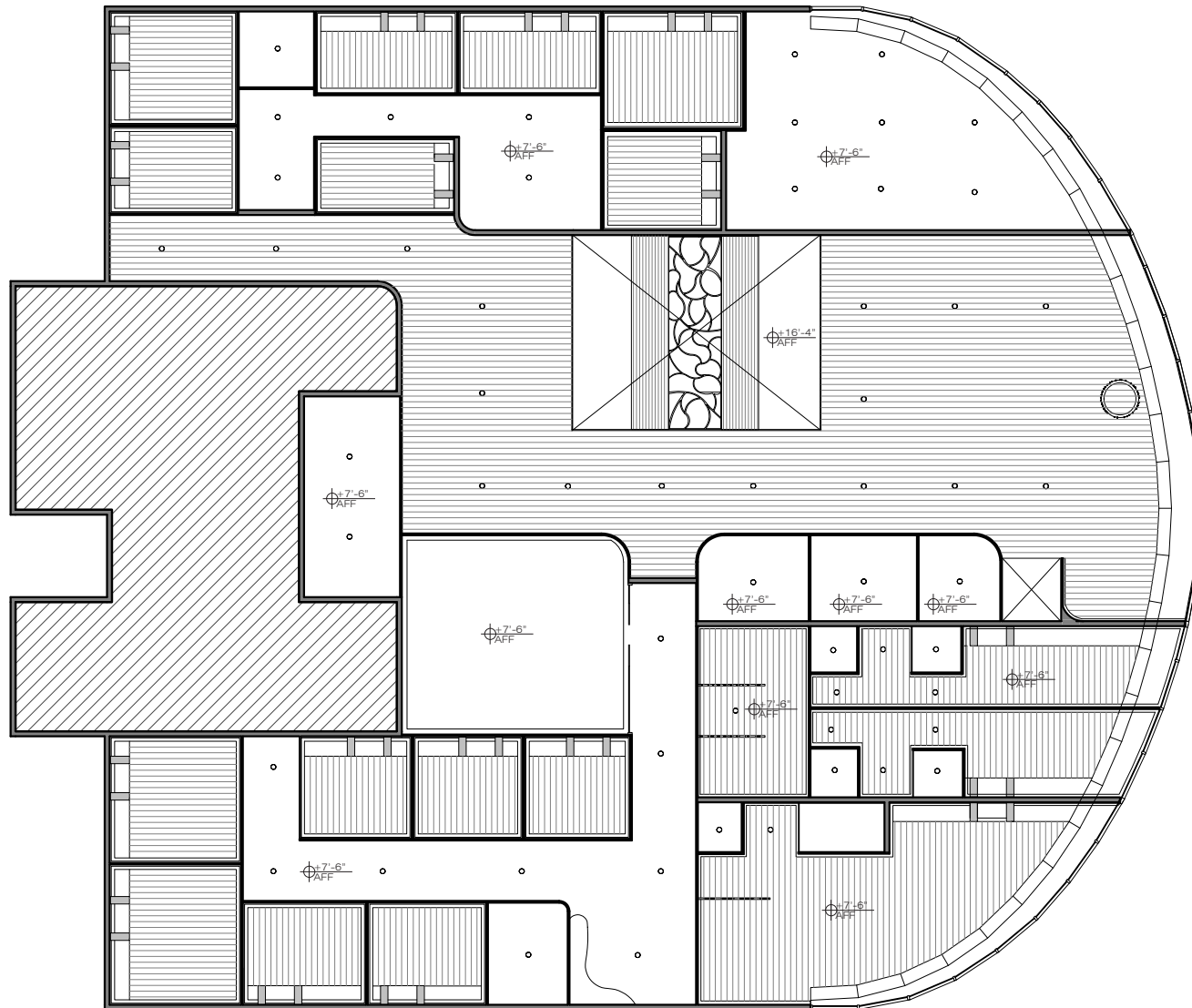


legend	
◦	6" recessed can
◻	cove lighting
◯	ceiling mounted fixture

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



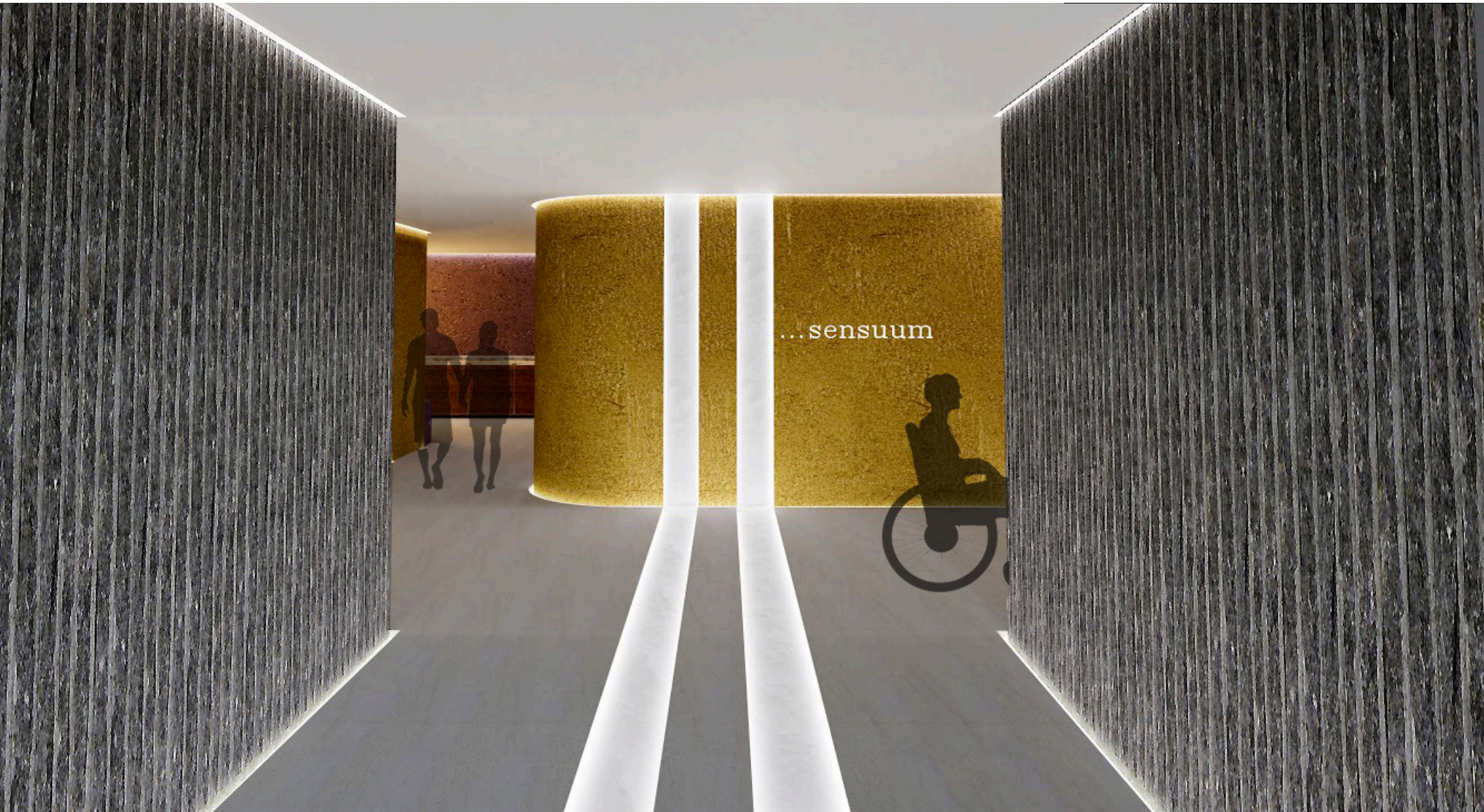
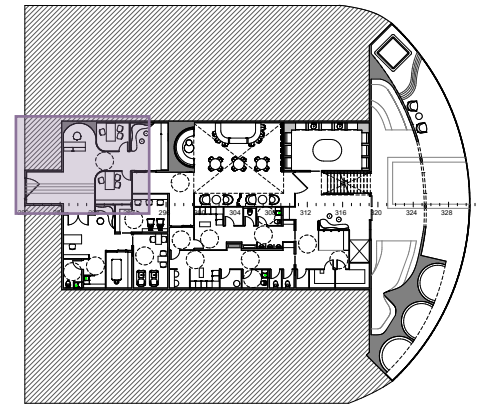
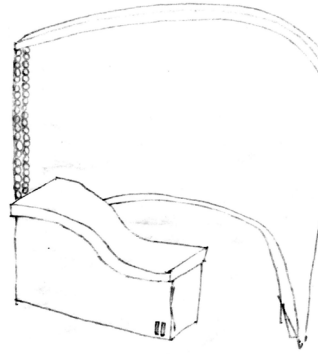
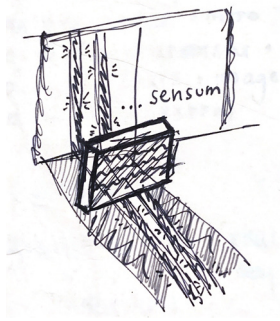
2nd floor plan
scale: 1/16"=1'-0"



legend	
◦	6" recessed can
◻	cove lighting
◯	ceiling mounted fixture

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

...entry



...reception



...sensuum

pause alone

pause together

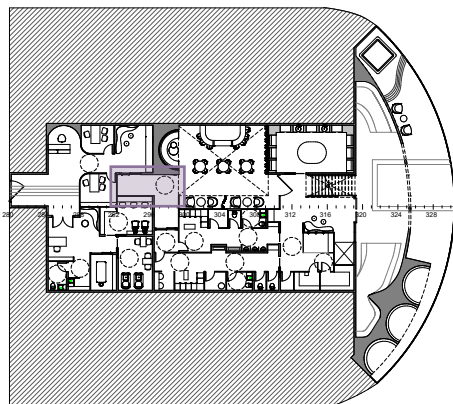


elevation 1

...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.

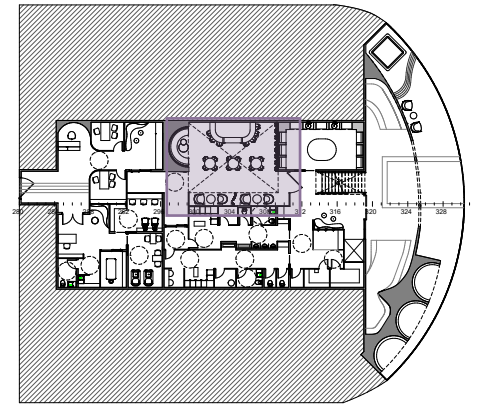
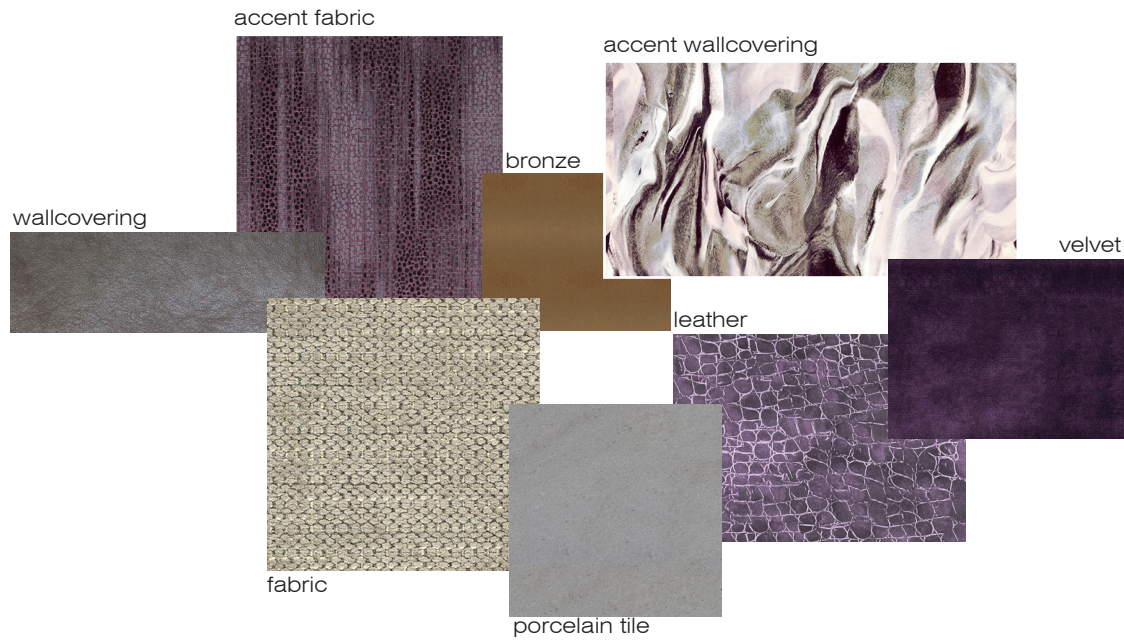


...bar





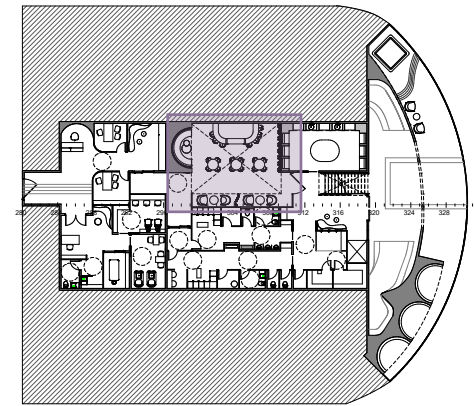
...bar



elevation 2

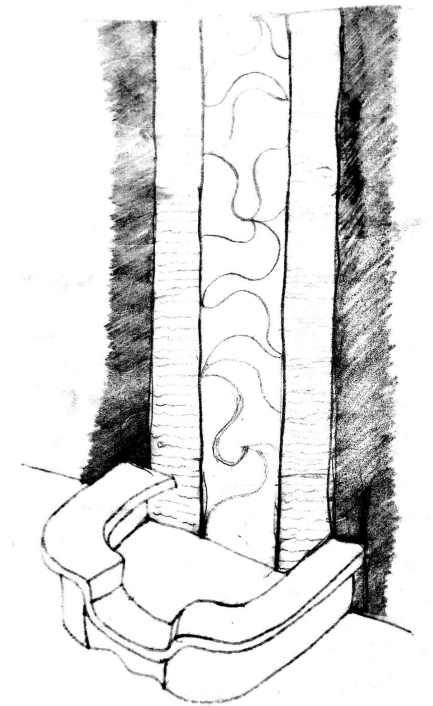


...bar



elevation 3

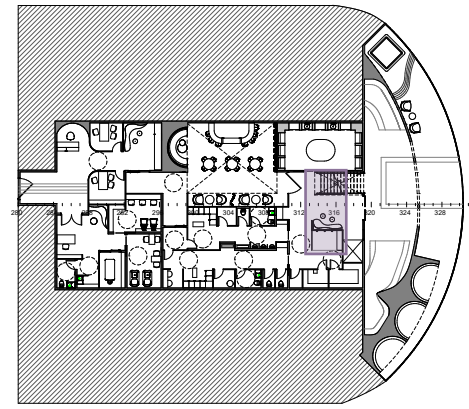
progress sketches



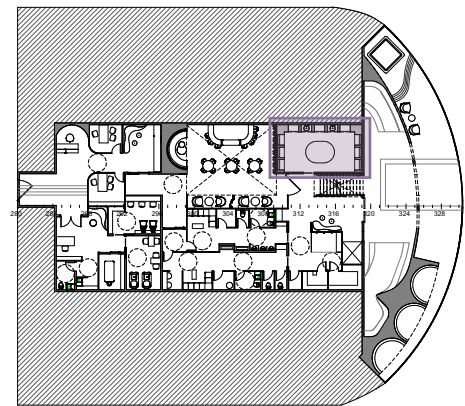
...co-ed showers

Community and equality are core values of Virgin Cruises.

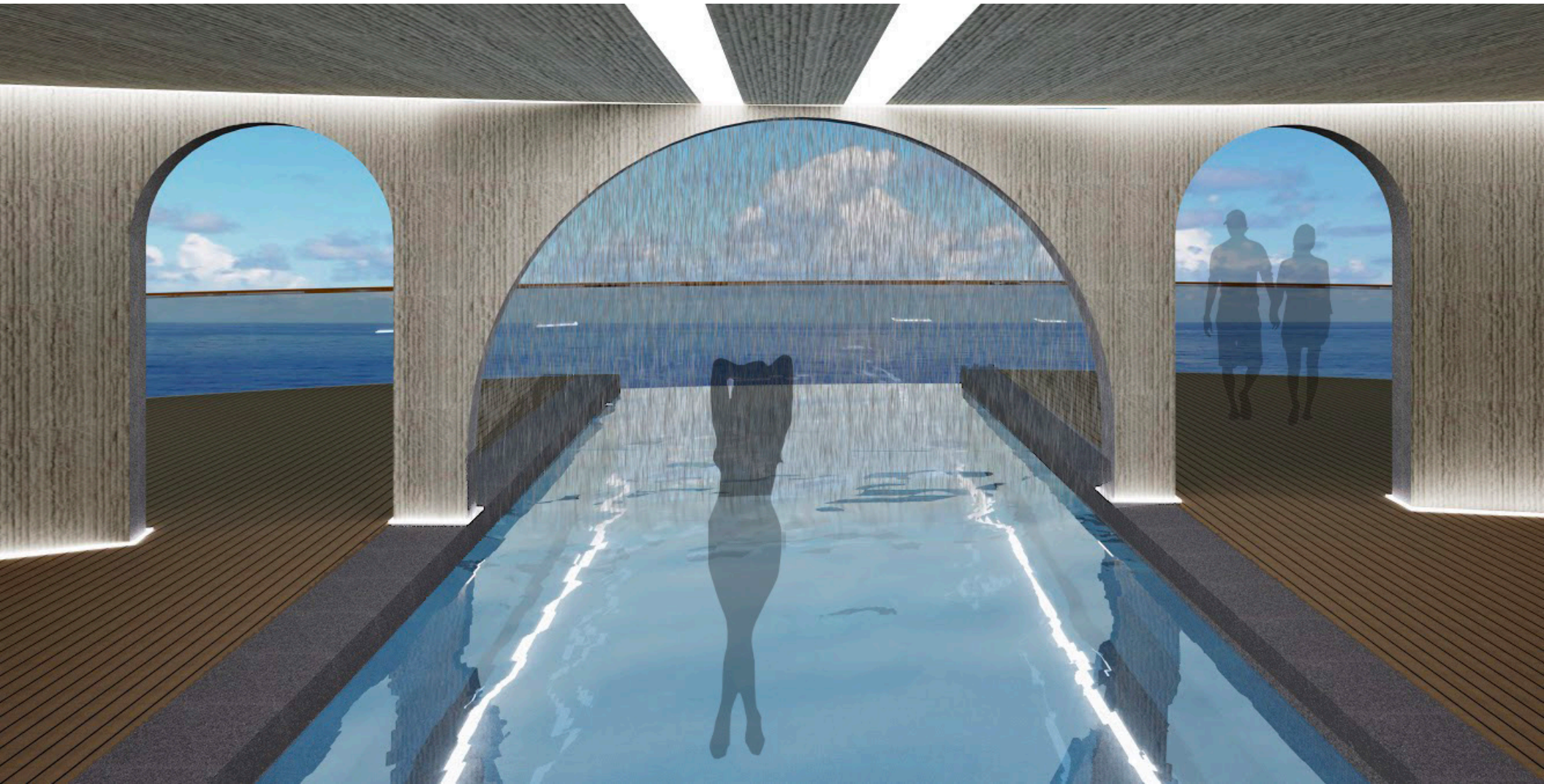
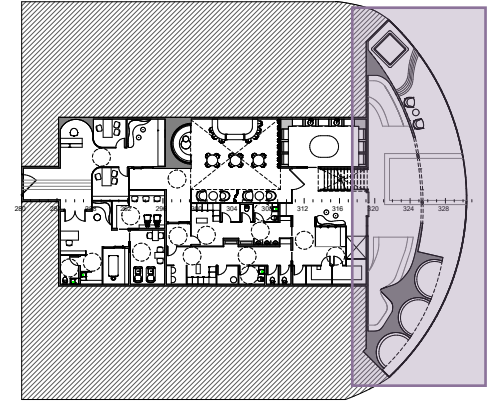
The co-ed showers reflect both values in the spa, offering a communal space for people of all genders to gather and enjoy their experiences.



...hamam



...pools



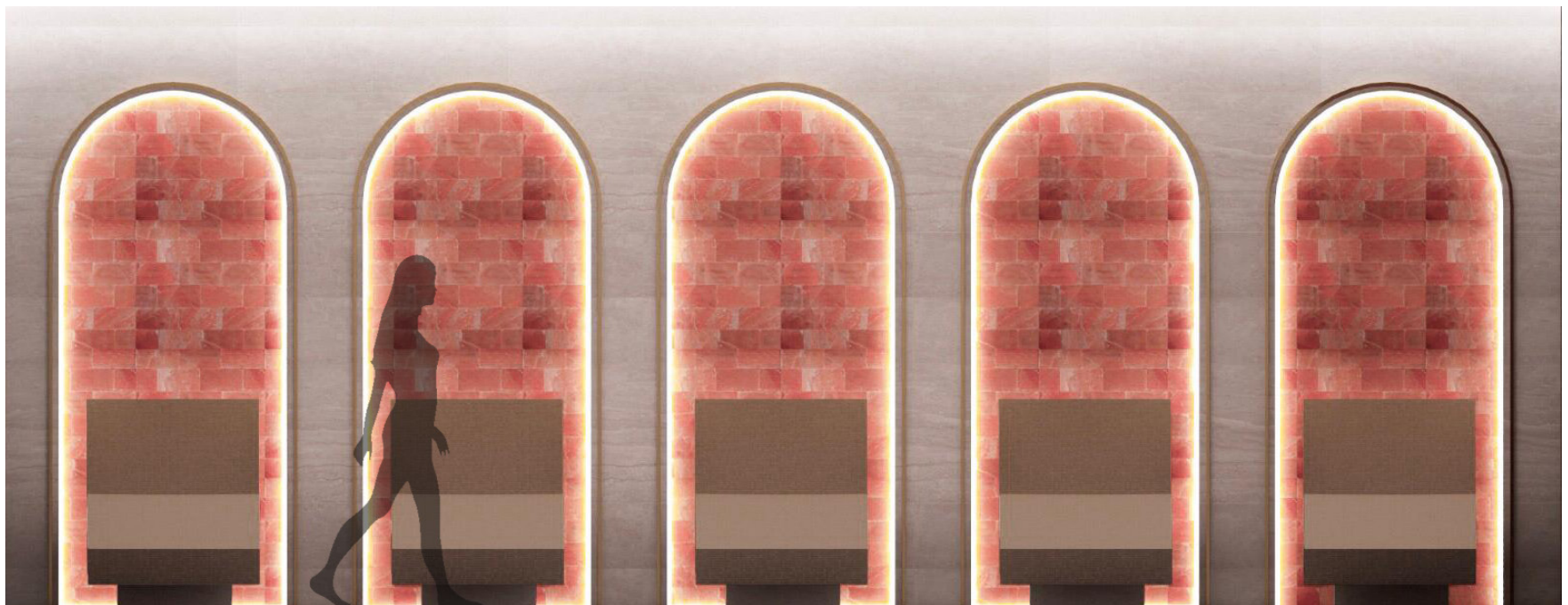
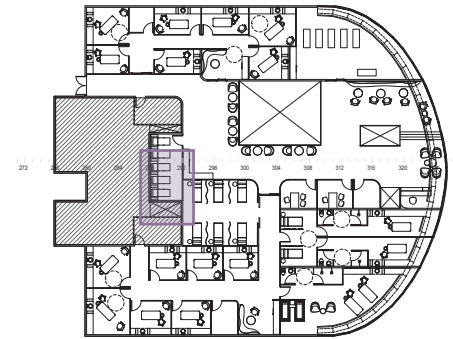
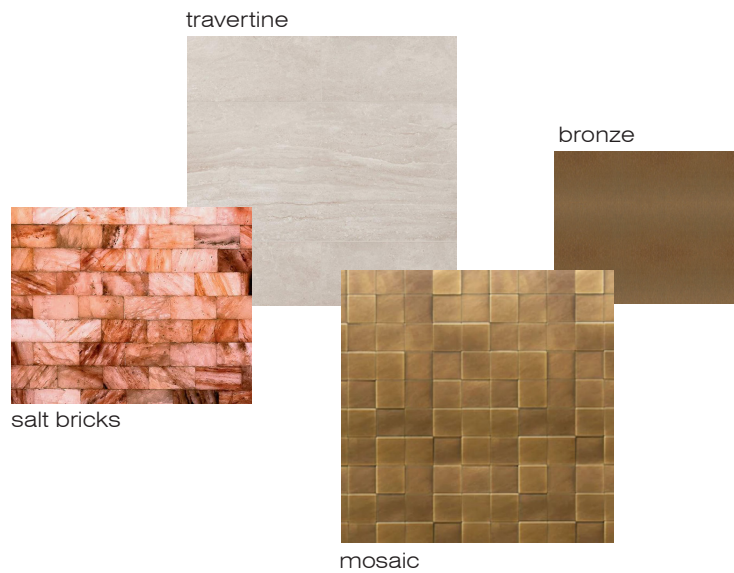


...upper deck entry

...sensuum



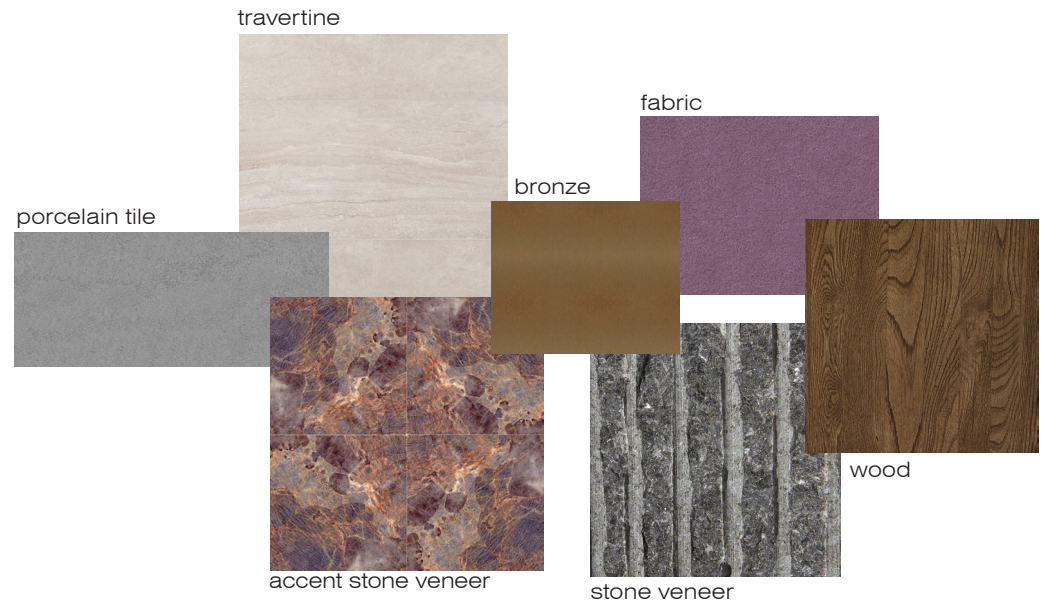
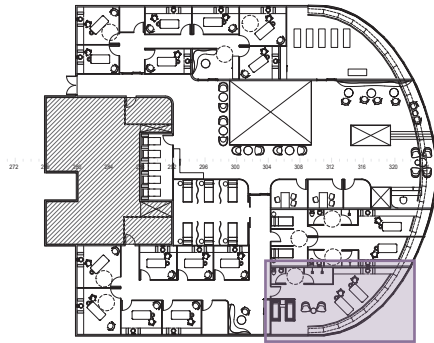
...salt room



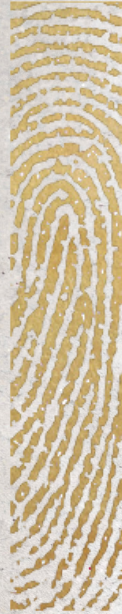
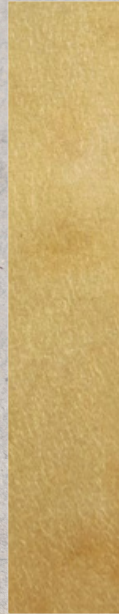
elevation 4

...couples treatment room





elevation 5



...thank you

