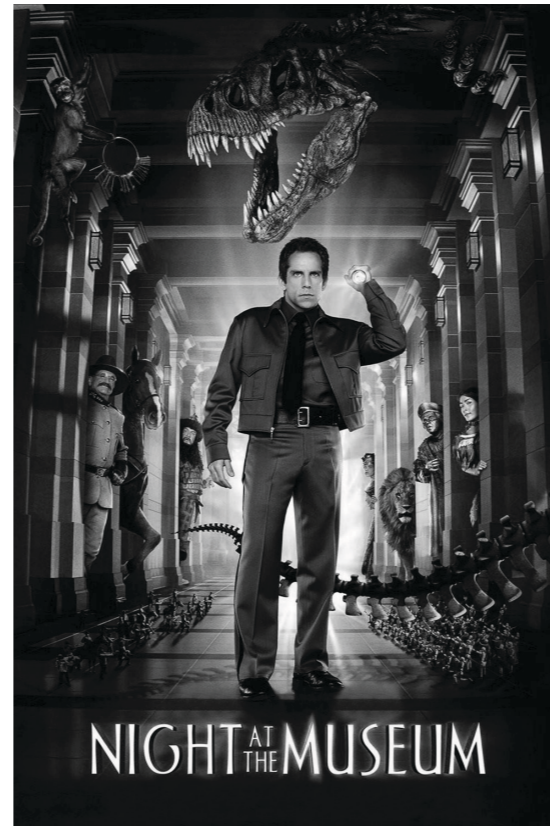
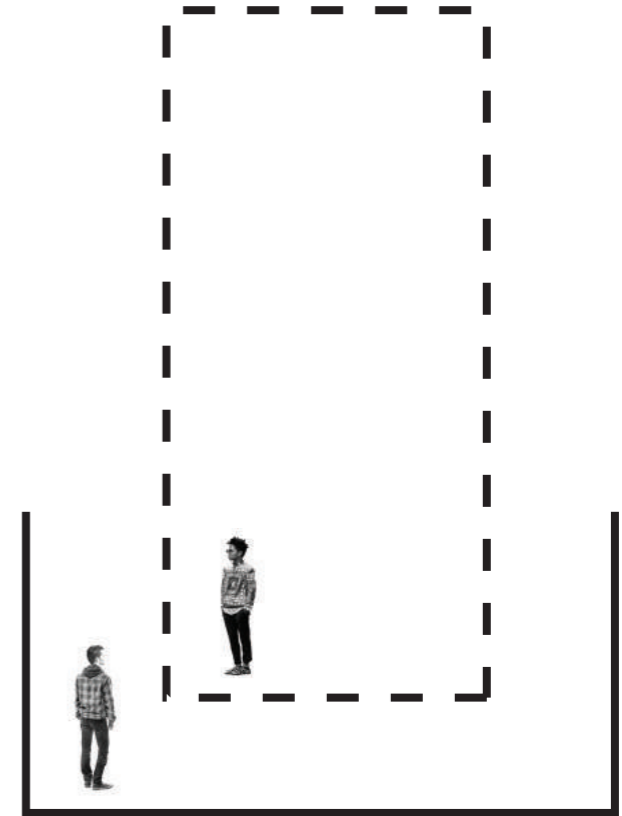
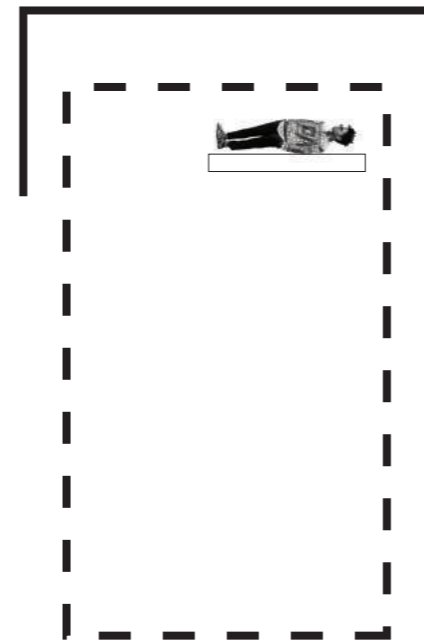
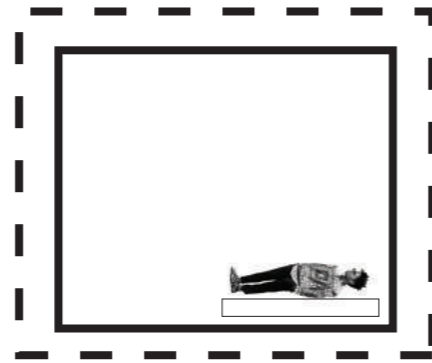
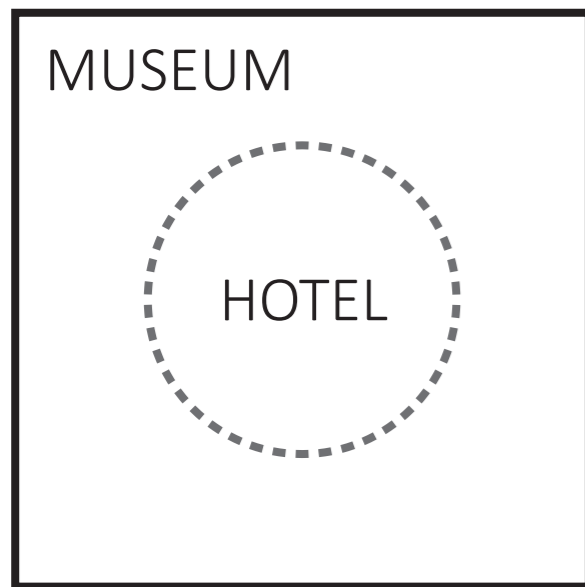


# NIGHT AT THE MUSEUM



# MASTERPLAN VISION



**“Sleep with art, wake up with art, be part of art”**

# HOTEL | GALLERY ROOM



## TRANSFORMATION OF ART

Sleeping with art. The boundary of how visitors interact with art and hotel guests. The hotel guest has the opportunity to be part of the art display with the transparency of their choice.

# SHIFTING SPACES



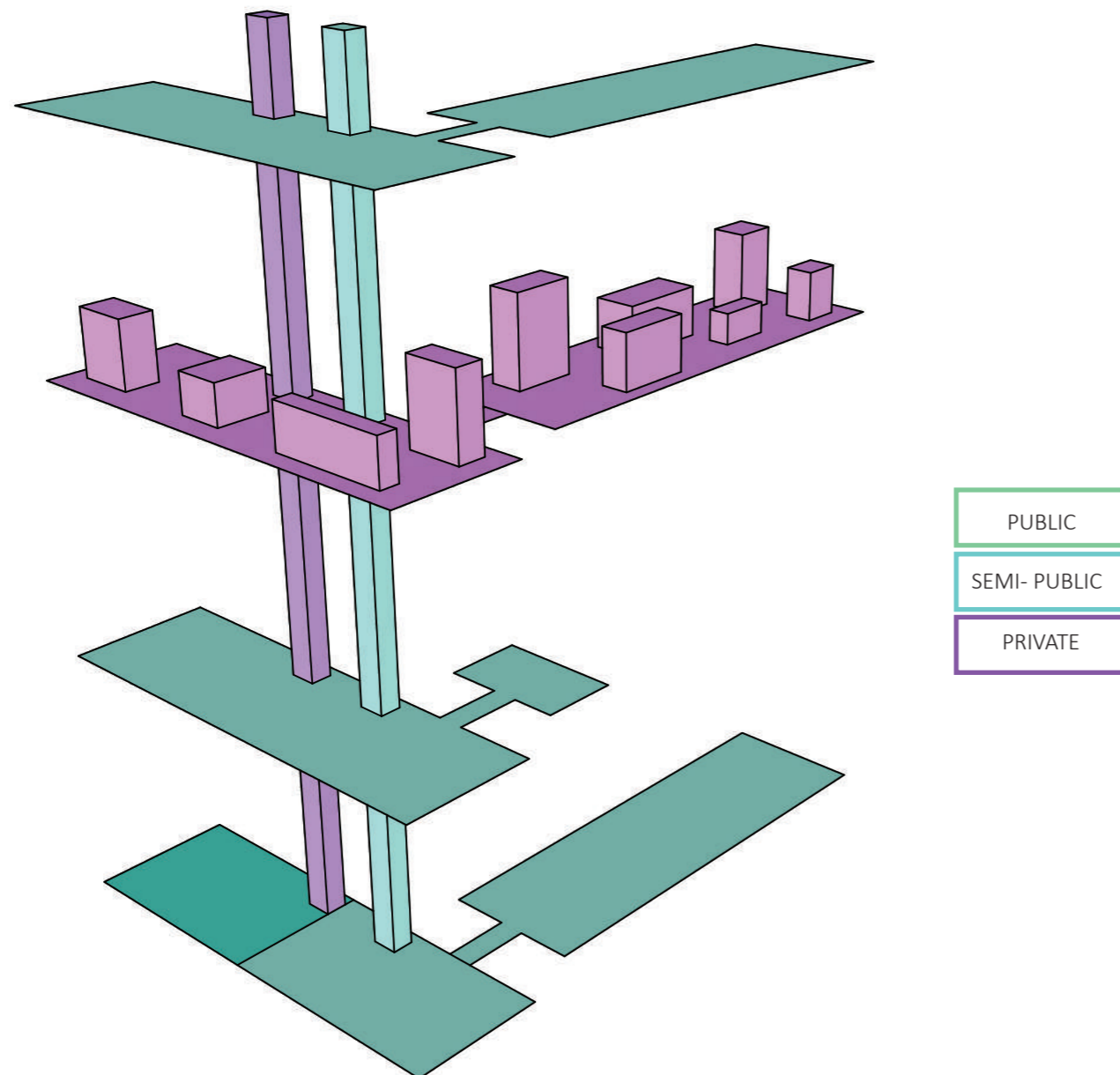
The term 'shifting spaces' is described by Graeme Brooker in his essay of Hotel lobbies and lounges, as the "transformation of an existing building when it is redesigned to accommodate a new use". The Escher Museum soon to be experiencing the shifting process, from a palace to a diplomatic office building designed by Marcel Breuer. This shifting means new identity for Escher museum and also Breuer building. Breuer's building was designed in an office layout, straight forward and linear, which is ideal for a hotel layout as it gives advantage for placing repetition of rooms.

Connecting the past and present, leaving tangible history.

DIPLOMATIC → HOSPITALITY

# LOBBY PROGRAM

The passageway is the line connecting both zones. In this line you will always stay in the public, even while you are in the semi-public lobby. This line obligates the visitors to a location in the space with a purposed goal. The goal in a public space is to cross the square, so the visitors will be guided to their own private destination. In the lobby the goal is to find your way to the reception and elevators that will bring you to your private room.

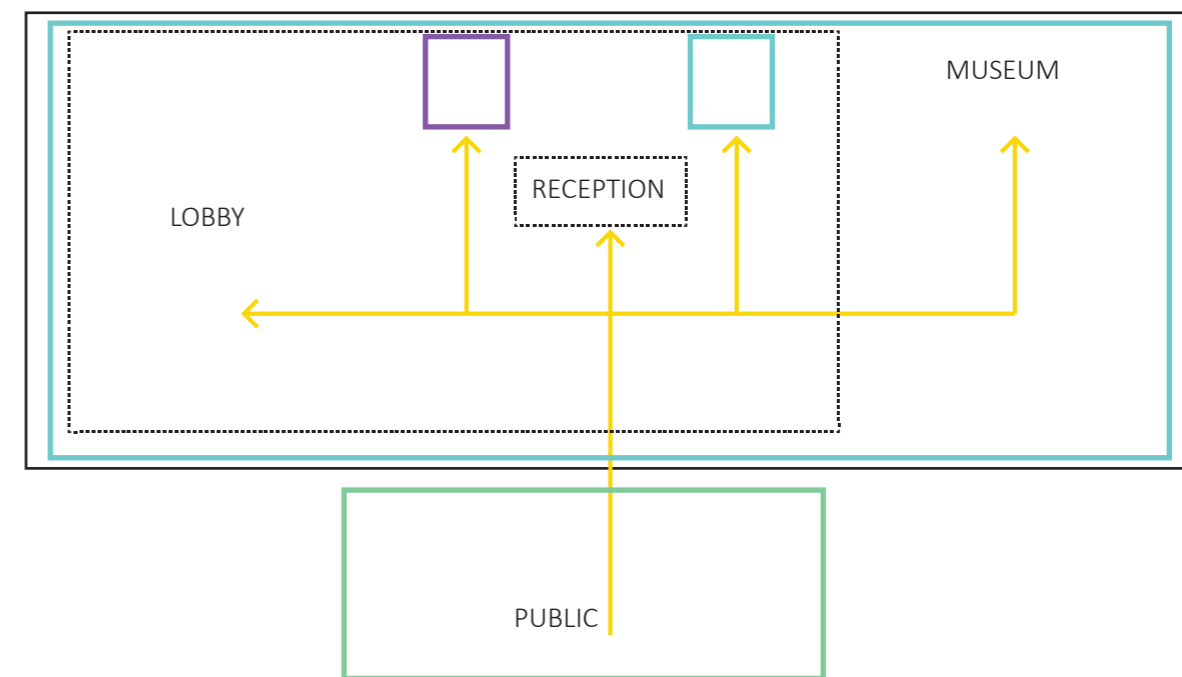
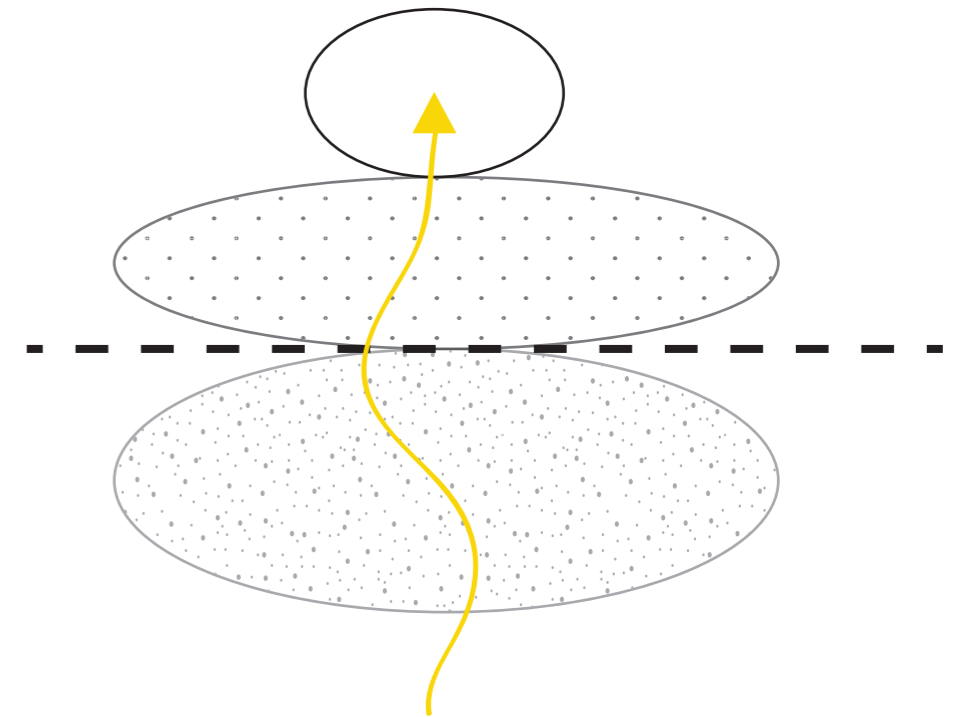


PRIVATE

SEMI- PUBLIC

PASSAGEWAY

PUBLIC



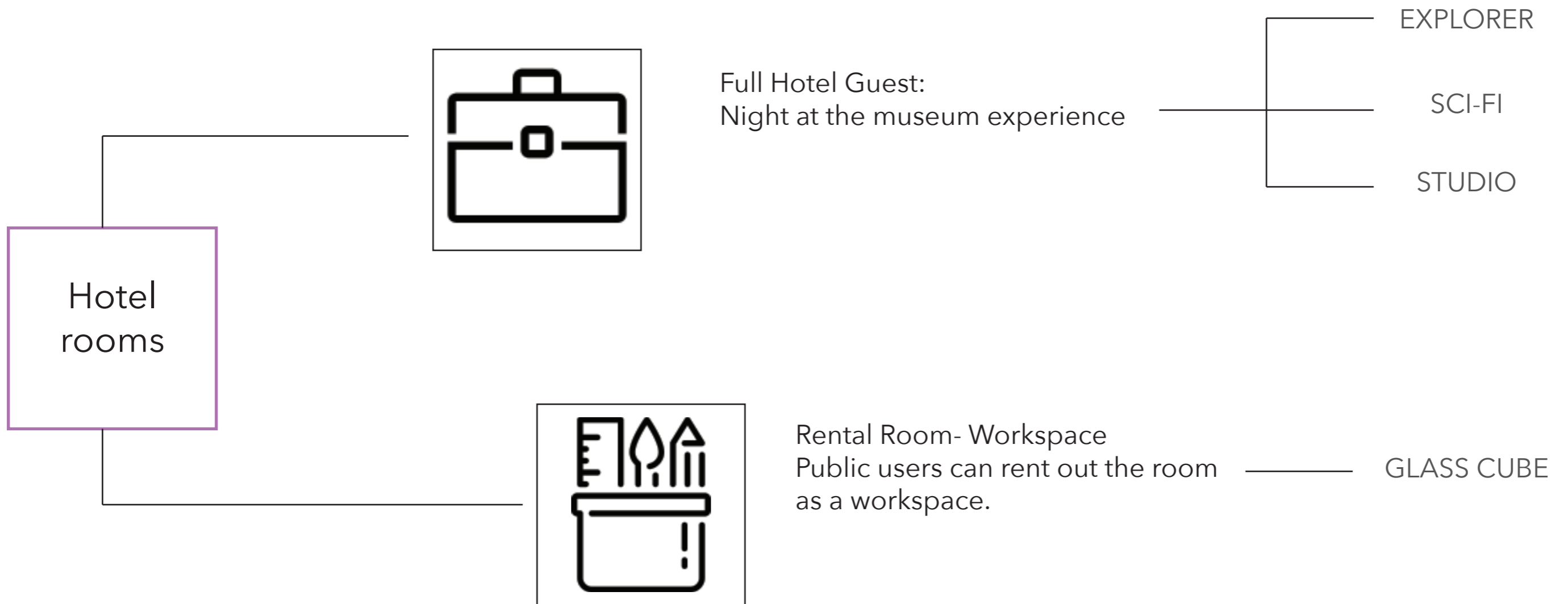
# HOTEL MUSEUM LOBBY



## TRANSITION OF IDENTITY

The reception desk, it is the first place, a counter where guests are received, but it is also the site where a 'rite de passage' is performed, which turns the anonymous visitor of the hotel lobby into a full-fledged hotel guest.

# ROOM CONCEPTS



ROOM PROFILE

# EXPLORER

Hotel room

Arabian theme inspired by Escher's journey to the Alhambra.

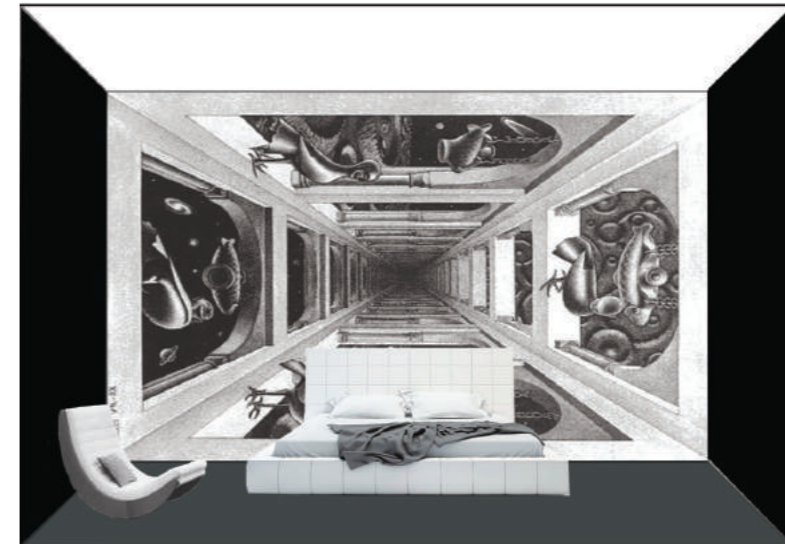


ROOM PROFILE

# SCI-FI

Hotel room

The infinity room of Escher





ROOM PROFILE

# GLASS CUBE

Rental room

Share space/ Exhibition space/ Performance



ROOM PROFILE

# STUDIO

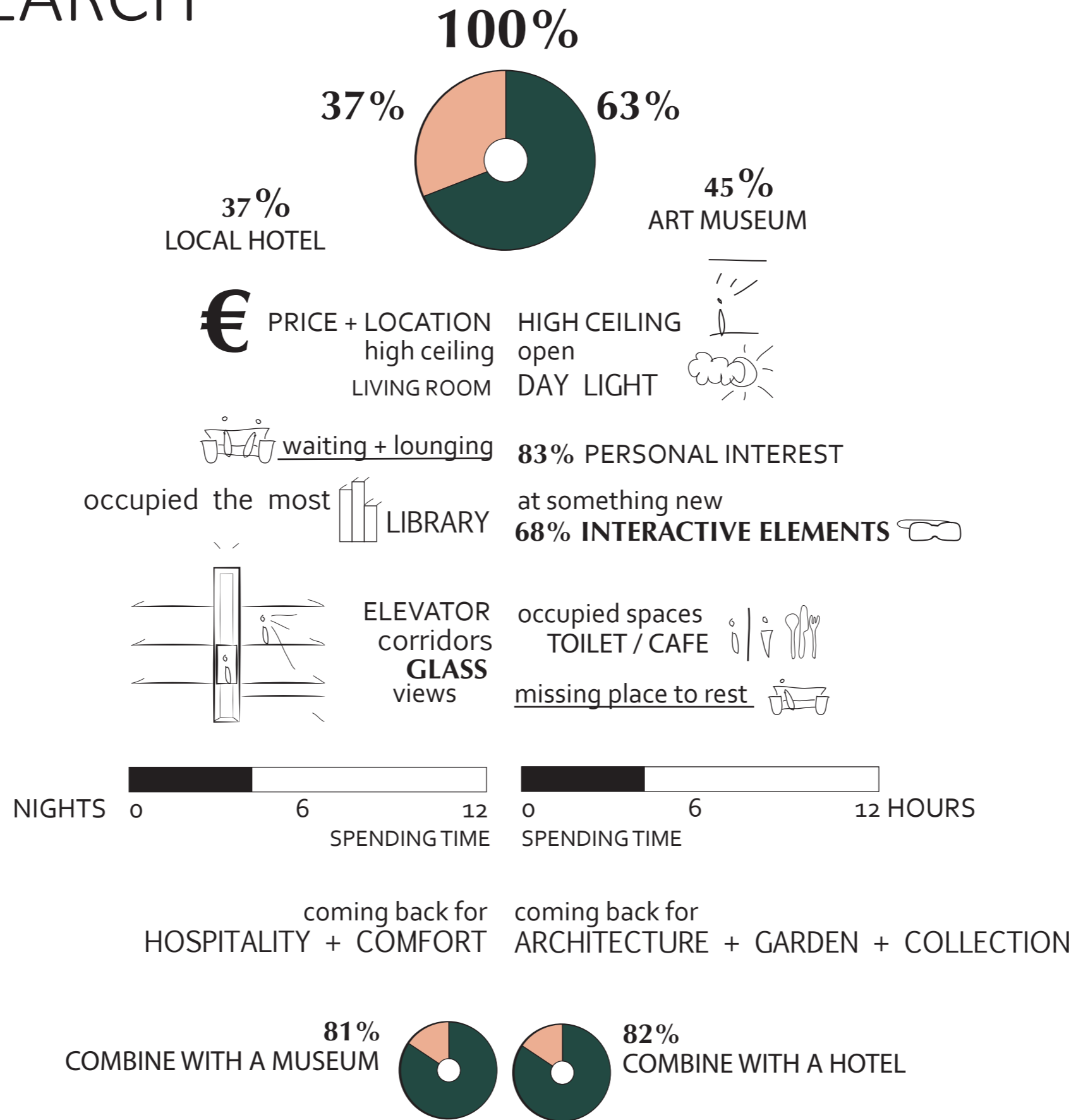
Hotel room/ Artist in residence

A space to create and to get endless inspiration from  
Escher Museum



# USERS RESEARCH

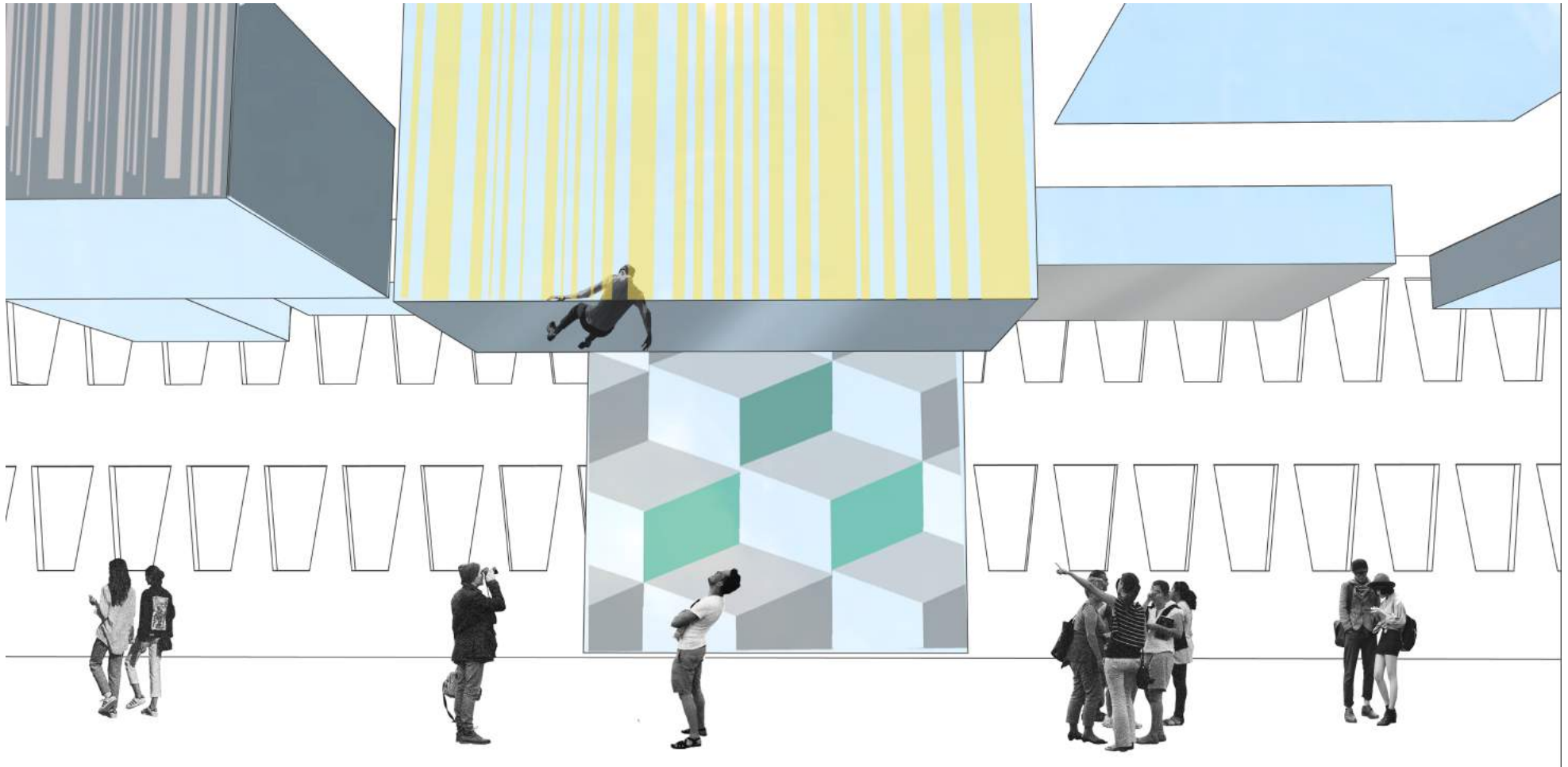
Survey research:  
The map illustrates the results from the Hotel Museum survey.



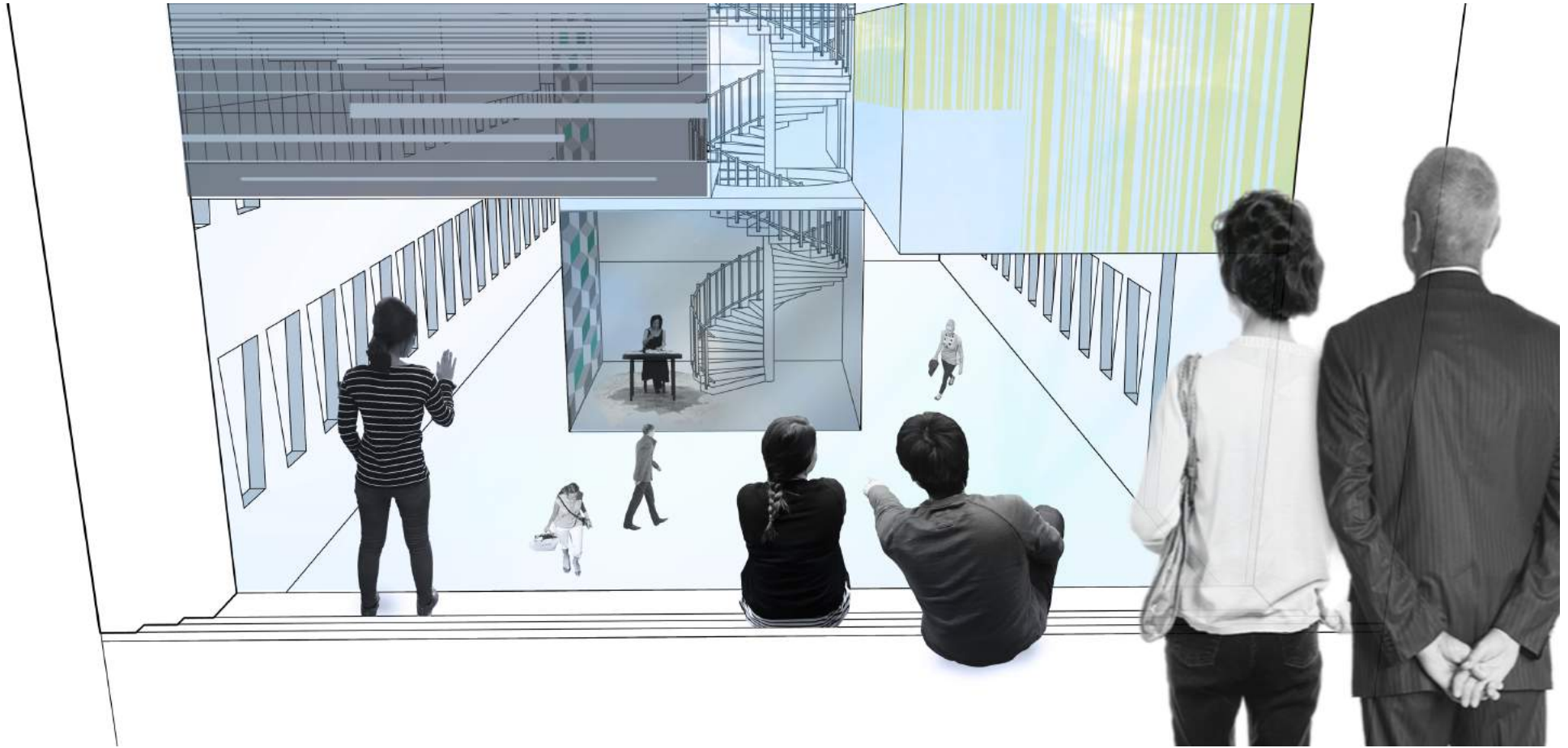
TRANSITION

**BETWEEN**

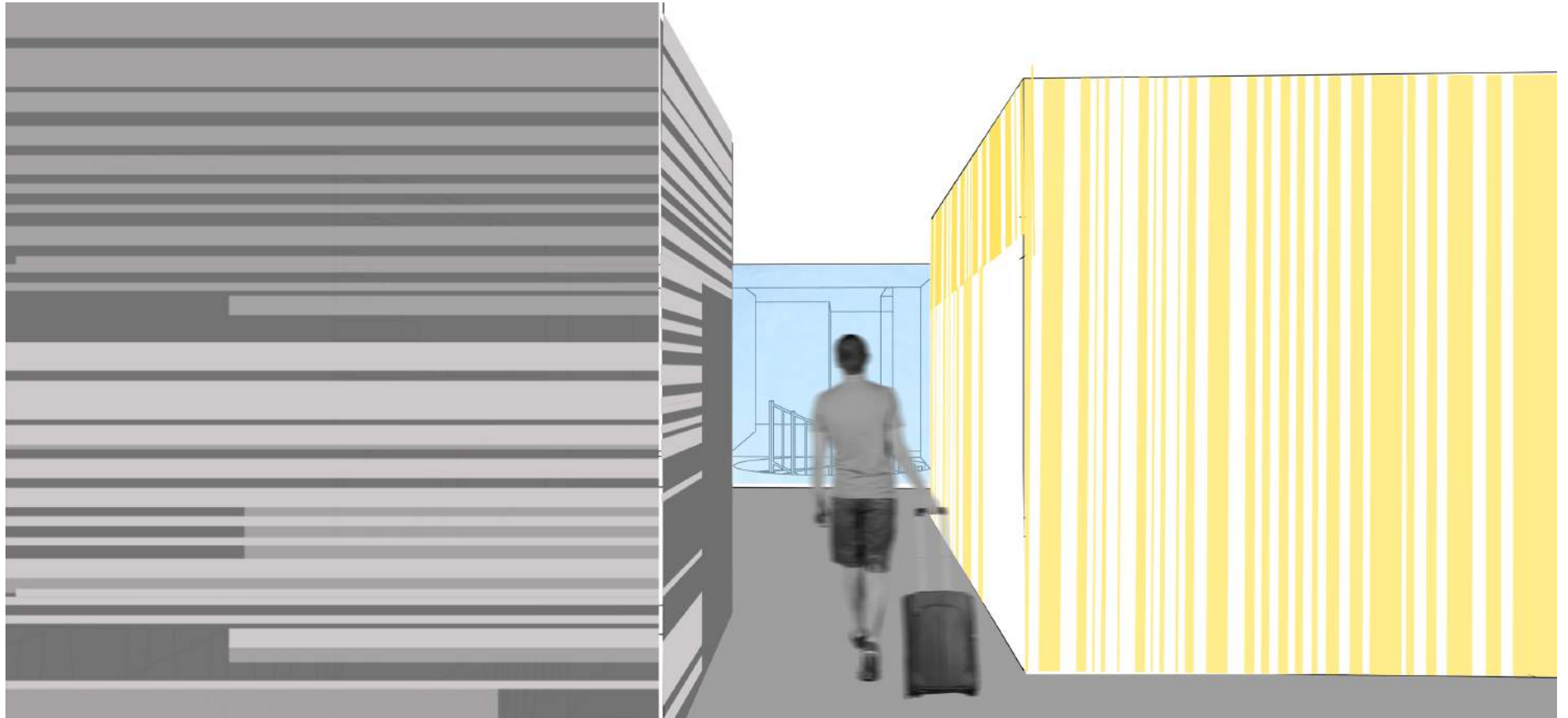
**IDENTITIES**



VIEW FROM MUSEUM EXHIBITION SPACE



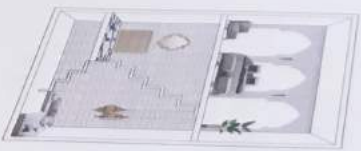
VIEW FROM GLASS BOX- PUBLIC ACCESS



HOTEL FLOOR CORRIDOR



GLASS CUBE ROOM



Hide room  
Hide room created by Peter, James & the Architects

EX

ROOM PROOF

