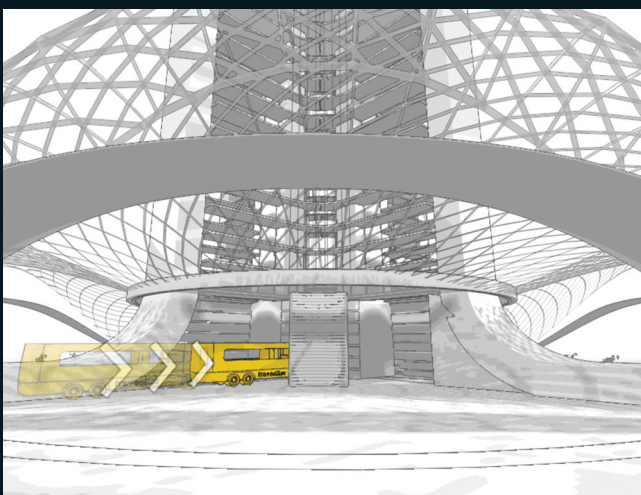Competition concept

Feature courtesy: Architect Himani Ahuja

A Newfangled Coalesce

Traveotel, Las Vegas Chromed Design Studio

Chromed Design Studio envisioned a **Traveotel** at **Las Vegas**, to deliver a combined experience of travelling and halting at a hotel. Through this concept, they conveyed that travelling and resting can be a single entity, where even if one stops travelling to stay at a hotel, he is still an active part of the journey

Burgeoning from one's instinctive hunger and curiosity, one of the most splendid desires of a human and his evolution is to travel. Barring the constraint of time, every attentive, demanding and contemporary human seeks to travel in search of knowledge, culture, beauty, taste and experience. The process of travelling isn't merely reaching from point A to B, but a perpetual evolution and enlightenment by seeing the beauty in new places, tasting new cuisines, absorbing its aroma, hearing the sounds of new languages, celebrations and festivals.

*The want to be a sculptor, the craze of a traveller and the thrust of an artist in Architect **Abhigyan Neogi,** Founding Principal, Chromed Design Studio, New Delhi, pushed him towards architecture. He started working at an early age of 18 when he was still exploring what architecture encompasses and worked on to advertising projects and set designs. Furthermore, after graduating from TVB School of Habitat Studies, New Delhi in 2008, he stamped his belonging in the fraternity with a name like Morphogenesis. With a distinctive experience in various arches of architecture, interiors & design, there was a humble beginning to his firm Chromed Design Studio in 2010.*
Since then, Chromed Design Studio has successfully completed many popular projects under the able leadership of Abhigyan. He is fascinated with the variety and scale of each project that the firm undertakes and delivers it with utmost passion and drive. He has also been acknowledged with a Young Designer Award in India.

Our design intent is to re-create this experience considering the constraints of time, energy, limited open spaces and existing technology. The idea is not to supplement, but to compliment the journey by providing an efficient, convenient and infinite travelling experience.

The 'Traveotel' is the link between travel and hotel. It is a seamless integration of travelling and staying where a stop at the hotel will not be perceived as a break from the journey. Interaction will exist between the travellers and their actual or virtual destinations always and anywhere. The 'traveotel' system consists of 4 components:

- The mobile room
- The mobile room carrier 'traveoller'
- The mobile room docking station 'traveotel'
- The virtual network cloud
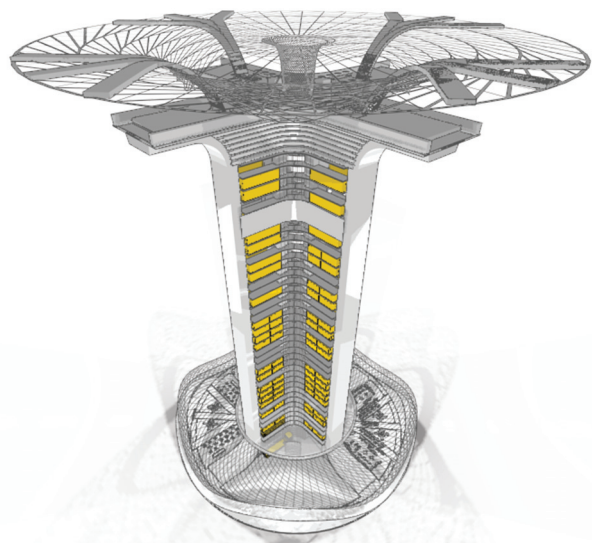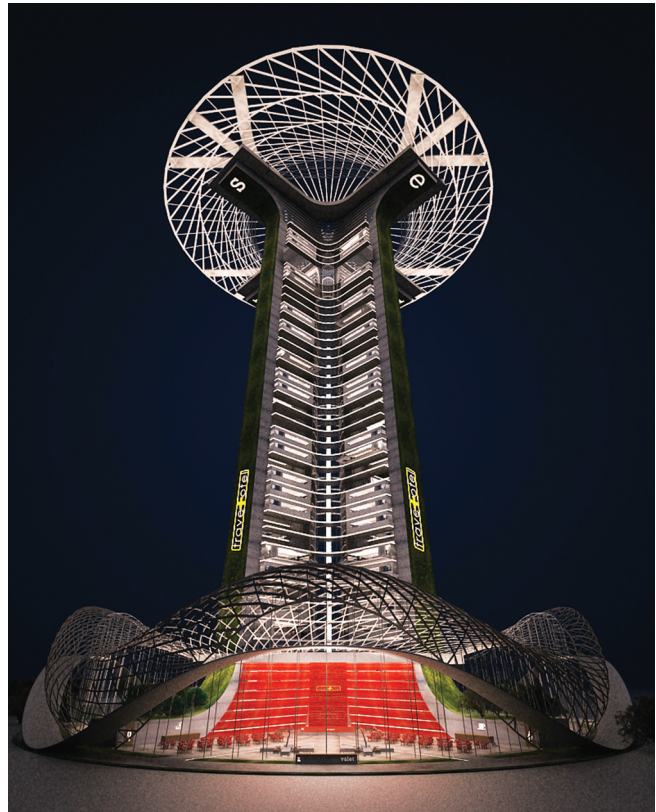
THE MOBILE ROOM

It is a 3 metre by 11 metre, self-sustainable unit built at par with any 5 star hotel room with all luxurious facilities. The room has glass windows on 3 sides. These windows display a projected view of the actual/virtual city the room is travelling in. These windows are made out of clear OLED wall panels which can switch between a clear glass and a projection screen, allowing the guest to immerse in any desired space recorded in the 'traveotel' database, also recording every time the 'traveoller' is travelling around. Alternatively, it can also be used as a television screen anywhere on the windows according to the users location inside the room. In addition, there is a balcony equal to the size of the room which opens like a flap from the front of the building elevation, allowing the user to experience the outdoor environment. The room derives its electricity from a battery bank which is constantly charged while the vehicle is moving, or from the solar panels installed on the roof of the 'traveotel'. The room is lit by a self exposure controlling seamless LED luminaire that adapts the lighting level inside as per the exterior light. The room will transform into a regular hotel room once it is plugged into the 'traveotel'.

THE TRAVEOLLER

It is a carrier for the mobile room unit accompanied by a well trained chauffer. The guests get directly picked up from the airport in their 'traveoller'. It can be taken anywhere within the radius of the assigned 'traveotel' and can also be parked at any remote location.

THE VIRTUAL NETWORK CLOUD

It is an information cloud that connects one's digital lives with the physical world. It is a popular medium through which a person interacts with augmented reality content. The users can choose points

of interests, cuisines, events and locations of any desired city. The glass windows in the rooms act as an interface of the cloud of experiences shared in the database of the 'traveotels' throughout the globe. The network constantly updates and reviews the experiences from guests who have already travelled to a location in the view of the user and can be interactively accessed. Further, specialised content and environments can be created by CG artists for the room.

'Traveotel' is a hub in every major travel destination offering a variety of experiences. A network of 'traveotels' has been created all across the globe. Each one is a terminal of the mobile rooms present in all major cities. It is a 120 metre tall building with 40 floors having a parking capacity of 250 units. The 'plus' plan form points towards the geographical coordinates of the particular destinations, acting as an iconic compass for the entire city. The 4 exterior columns of the building act as bio wall screens that wrap as a horizontal garden throughout the building.

ZONING

The ground floor has public functions such as the reception, lobby, coffee shop, public toilets and a multi cuisine restaurant. This is enveloped by a glass canopy. It also serves as a parking for the 'traveollers' and a transfer zone for the room. The 3rd floor is a spa

and open deck area with 2 swimming pools. This serves as a transition zone for the public to the private areas. The mobile room docking station continues from the 5th floor to the 30th floor. A typical floor plate consists of 8 mobile room parking bays and 4 lifts along with fire exit staircases. The last 3 floors are again public areas housing facilities such as business centres, night clubs and banquet halls. The roof top is a deck and the 4 arms of the building turn into infinity pools. This level would have a panoramic view of the city skyline. A huge metal canopy envelopes the rooftop with thin film solar panels which is the power source for all the mobile room units.

The overall experience of the 'traveotel' will be overwhelming for the user and it will also turn into an iconic symbol or landmark for the city.　▲

fact file:

Project name	:	*Traveotel*
Location	:	*Conceptualised for Las Vegas*
Client	:	*For a design competition*
Commencement year	:	*2014*
Completion date	:	*Unbuilt*
Architect & Designer	:	*Chromed Design Studio*