2011

Lure Hotel

Robby Gilles  
Iowa State University

Julie Jeong  
Iowa State University

Keegan McGuire  
Iowa State University

Jin Yi  
Iowa State University

Follow this and additional works at: http://lib.dr.iastate.edu/datum
Part of the Architecture Commons

Recommended Citation
Gilles, Robby; Jeong, Julie; McGuire, Keegan; and Yi, Jin (2011) "Lure Hotel," Datum: student journal of architecture: Vol. 2 : Iss. 1 , Article 25.  
Available at: http://lib.dr.iastate.edu/datum/vol2/iss1/25

This Article is brought to you for free and open access by Iowa State University Digital Repository. It has been accepted for inclusion in Datum: student journal of architecture by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
Media theorist Aaron Koblin stated that, "19th century culture was defined by the novel, the 20th century culture by cinema, and the culture of the 21st century will be defined by the interface." This idea of interaction through a new interface became the driving force behind the Lure Hotel. Catering to an elite crowd in the heart of Miami's South Beach, our interactive system provides many unique amenities both day and night that keep clients coming back to our one of a kind boutique hotel.

Our clientele knows how to work hard and party even harder, and are always looking to meet new people. Focusing on the interaction between guests, a new Internet application creates a hands-on experience that allows our young, single clientele to link up and mingle with other hotel patrons. Each guest becomes a member enabling them to download this application. In doing so, each person can improve their stay by further exploring what the hotel has to offer.

This application not only defines each hotel guest's experience, but creates the interior and exterior architecture as well. A colorful grid system lights up at night on the exterior facade, expressing which hotel suites are interacting with one another through the interface program. This neon system shows who bought whom a drink at the bar, who is chatting online, and which people are attending particular events together.

While meeting new people, we want our guests to take full advantage of what the Lure Hotel's location has to offer. The orientation of the interior and exterior structure is developed to facilitate an open view of the ocean from every room, and sunlight bathes the eastern pool decks for the majority of the day. The space's simple horizontal and vertical lines do in a way that brings people together and allows them to interact. The eye-catching entry courtyard off of Collins Avenue draws each person into the hotel and up a grand staircase to the main level. Located here are the bars, cafes, restaurants and sitting areas where guests can mingle. Overall, the Lure Hotel creates a lush, romantic, exclusive atmosphere where any significant other seeking-sing le would want to spend the night, whether they plan on sleeping or not.