

First Runner Up

The MoMotel

Submitted by:
Weetu Corp

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WEETU IS PLEASED TO SUBMIT THE FOLLOWING INNOVATIVE HOSPITALITY CONCEPT FOR COMPETITION.

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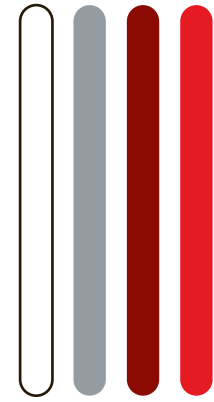


ADDITIONAL SIGN AND ENTRY TO DIRECT GUEST TO MOTEL LOBBY AND DINER

LARGE SCALE, EXTREMELY VISIBLE ROAD SIGN, INTERNALLY LIT SIGN WITH "O" LETTERS THAT MIMIC HEADLIGHTS AT NIGHT. NEON LIGHTS ARE APPLIED TO SURFACE OUTLINING LETTERS

GRAPHICALLY PRINTED PERMEABLE MESH SCREEN TO ADAPT EACH LOCATION TO IT'S NATURAL CONTEXT. CONSISTENT TREATMENT, VARYING OUTCOME

the surround



brand new

WHAT IS THE MoMOTEL? DURING OUR EXPLORATIONS AROUND IT'S BRAND SEVERAL THOUGHTS EVOLVED FOR A NEW VISION IN HOSPITALITY:

MoMOTEL, LESS MONEY!

THE MoMOTEL IS MORE, IT'S MODERN, IT'S MOVING FORWARD. IT'S FOR PEOPLE IN MOTION WHO NEED A REST.

THE MoMOTEL APPEALS TO A WIDE AUDIENCE WITH DIFFERENT NEEDS.

MoMOTEL.COM

MO FUN THEN OTHER MOTELS

THE MoMOTEL WILL VARY AESTHETICALLY DEPENDING ON LOCATION BUT MAINTAIN CONSISTENT COMPONENTS (ARCHITECTURAL, ROOM CONCEPTS, VENDING, ETC.). NOT ONLY WILL THE EXISTING BUILDING VARY IN ARCHITECTURE, BUT THE CONTEXT WILL ALWAYS BE DIFFERENT. THE MoMOTEL WANTS TO FIT INTO IT'S CONTEXT AND STAND OUT AGAINST THE COMPETITION... EXCEPT THERE ARE NO OTHERS LIKE IT!

IT'S AN INNOVATIVE CONCEPT FOR THE HOSPITALITY MARKET, TAKING CUES FROM THE SOPHISTICATED OPERATIONS OF BUDGET AIRLINES SUCH AS SOUTHWEST AND JET BLUE. THE MoMOTEL ENCOURAGES ONLINE RESERVATIONS AND UTILIZES IT'S WEBSITE TO ATTRACT AND RETAIN NEW GUESTS THROUGH CUSTOMIZATION AND SERVICE.

access road



truck parking

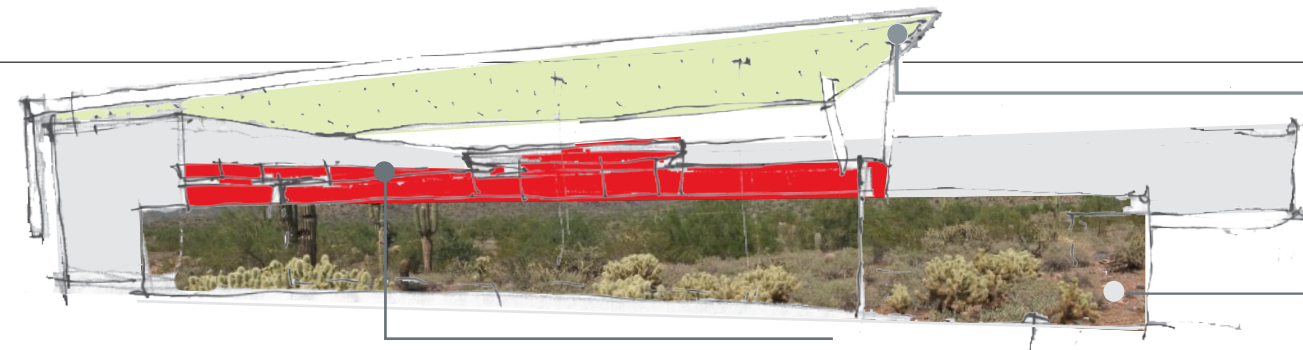
diner/lobby

main entry + parking ADDITIONAL PARKING NOT SHOWN

the plan

- 1
- 2
- 3
- 4
- 5

THE MoMOTEL CONCEPT ADAPTS TO EXISTING TRADITIONAL ROADSIDE MOTELS AND EVEN TO NEWER MODEL MOTELS, SUCH AS SUPER 8 OR MOTEL 6. THIS PLAN CONCEPT IS BASED ON A COMMON "L-SHAPED" ROOM CONFIGURATION BUILDING AND A STAND ALONE RECEPTION LOBBY AND DINER.

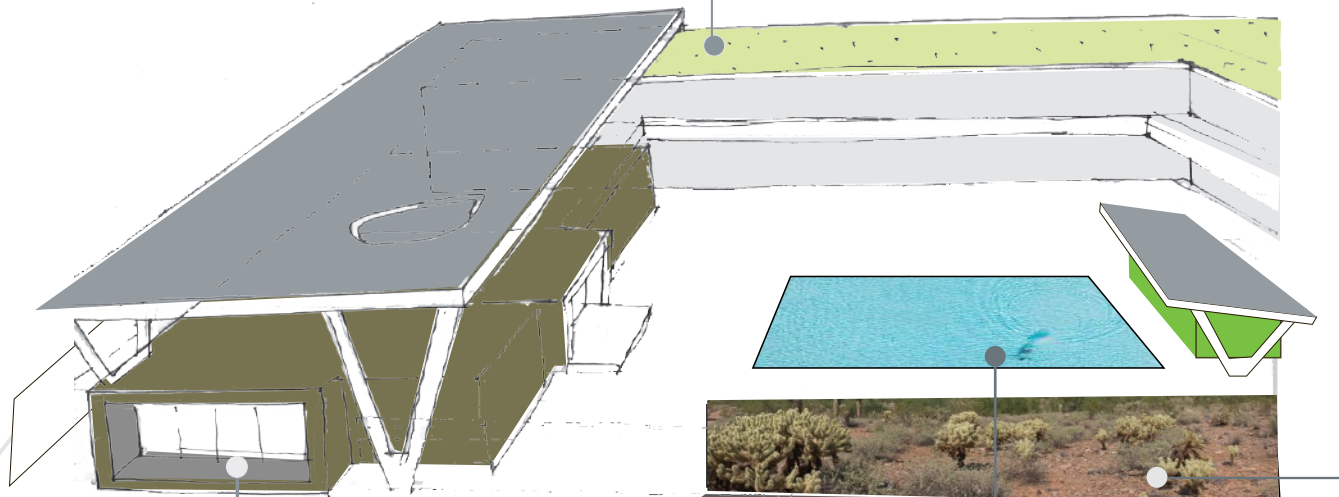


ROOF SLOPED TO COLLECT RAIN WATER.

OUTDOOR SEATING (CLIMATE APPROPRIATE) ON TOP OF DINER BELOW ROOF

L-SHAPED MOTEL WITH ADDITION OF SOD ROOF

sketches



PRINTED MESH EXTERIOR SCREEN TO CAMOUFLAGE EXISTING BUILDING TO NATURAL CONTEXTUAL ENVIRONMENT. CONCEALED DINER GLOWS THROUGH SCREEN AT NIGHT. SUNLIGHT PENETRATES SCREEN TO ALLOW IN LIGHT DURING THE DAY

CENTRALIZED COURTYARD AND/OR POOL WITH OUTDOOR BBQ BELOW SHADED ROOF

the building

WHAT MAKES IT A DESTINATION?

LOCATIONS ARE SELECTED WITH OPPORTUNITIES FOR CULTURAL AND LOCAL EVENTS. WHETHER IT'S ART, MUSIC OR FILM FESTIVALS, THE MOTEL IS IN THE RIGHT SPOT TO HOST IT. THE LOCATION MAY VARY BUT COMPONENTS OF THE EXPERIENCE REMAIN CONSISTENT.

LEISURE AND BUSINESS TRAVELERS WISHING TO AVOID CUT + PASTE CONGLOMERATES WILL ENJOY THIS COMFORTABLE NEW STOP-OFF POINT WITH AFFORDABLE ROOMS AND SMART DESIGN.

CAMOUFLAGED BEHIND AN EXTERIOR SCREEN IS CONCEALED A WHOLE NEW TYPE OF MOTEL DECK. A CENTRAL GATHERING PLACE FOR VISITORS AND LOCALS. YOU CAN ENJOY AN OUTDOOR CONCERT, HOOK UP TO POWER AND WIRELESS INTERNET ACCESS WHILE ENJOYING THE SUN, OR JUST SIT BESIDE THE POOL AND RELAX. ITS A ROOM OUTSIDE YOUR PRIVATE DEN.

THE DINER = HEALTHY EATING FOR ON THE ROAD, WITH ADAPTATIONS OF AMERICAN CLASSICS SUCH AS MAC N CHEESE, BEEF STROGANOFF, THE BURGER/FRIES, MILKSHAKE... AND OF COURSE THE 24 HOUR BREAKFAST. THEN THERE IS THE LOCAL FAVORITE FOOD DEPENDING ON REGION. VEGGIE/VEGAN OPTIONS.

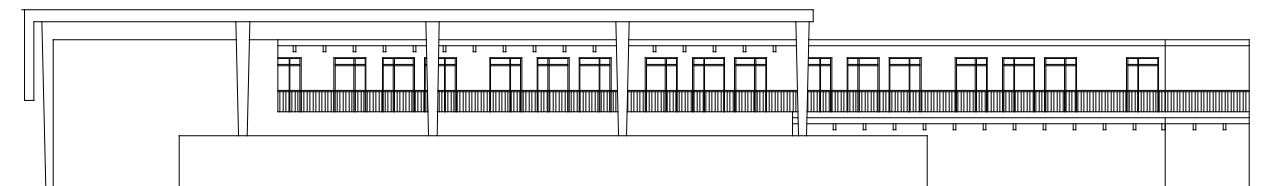
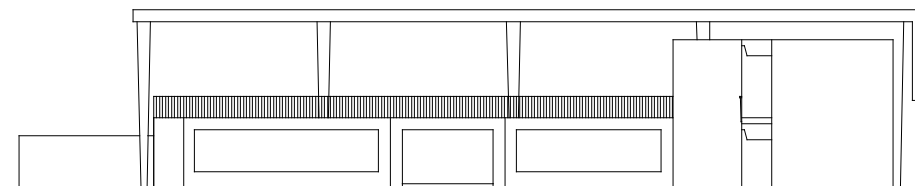
THE VENDING MACHINE = THE AUTOMAT FORGET YOUR TOOTHBRUSH? NEED A CHANGE OF CLOTHES? HUNGRY? NEED SOME OFF-ROAD PAMPERING? SOMETHING TO READ? THE AUTOMAT ADDS A UNIQUE EXPERIENCE NOT AVAILABLE ANYWHERE ALONG THE ROAD. LOCATED ADJACENT TO THE DINER YOU DON'T ALWAYS HAVE TO BE A GUEST TO TAKE ADVANTAGE OF THIS CONVENIENCE.

A RENOVATED MOTEL WITH EFFICIENT NEW ROOMS. EXTRA FOCUS IS GIVEN TO THE ENVIRONMENT INCLUDING CHANGES TO THE BUILDING SYSTEMS, PRODUCTS USED AND HOTEL PROTOCOL. ROOMS ARE SMOKE FREE, CLEANED WITH SAFE CLEANING AGENTS AND DESIGN WITH ALLERGY CONSCIOUS FINISHES,.



VENDING AND AUTOMAT- LOCATED ADJACENT TO MAIN ROAD FOR GUESTS AS WELL AS ROADSTERS AND LOCALS. DINER KITCHEN SERVICES AUTOMAT (WHICH INCLUDES COLD AND SOME HOT MEALS 24 HOURS A DAY). UNIQUE VENDING MACHINES DISPENSE NOT ONLY SNACKS AND BEVERAGES, BUT TOILETRIES, SOME APPAREL AND DVD'S

concepts



exterior elevations

big mo momo mini mo

the transformer rooms

IF YOU'VE SEEN ONE MOTEL ROOM, YOU'VE SEEN THEM ALL... UNTIL NOW. THE MoMOTEL TRANSFORMER ROOMS TAILOR TO THE NEEDS OF EACH GUEST, UTILIZING THE LEAST AMOUNT OF SPACE WITHOUT LOSING THE COMFORT.

EACH ROOM FOCUSES ON THE FOLLOWING ELEMENTS:

SENSES — ROOMS ARE BEAUTIFULLY YET MINIMALLY DESIGNED TO BE COZY, CALMING, AND CLEAN LINED. COLOR AND TEXTURES CAN VARY REGIONALLY, BUT WILL ALWAYS BE ECO-FRIENDLY. A RETREAT FROM DAILY LIFE. EVEN THE AIR SMELLS GOOD BECAUSE AIR UNITS ARE TREATED WITH TEA TREE OIL TO LESSEN UNWANTED FUNGUS. IF YOU LOVE AROMATHERAPY, INCENSE CAN BE PURCHASED FROM THE APOTHECARY VENDING MACHINE

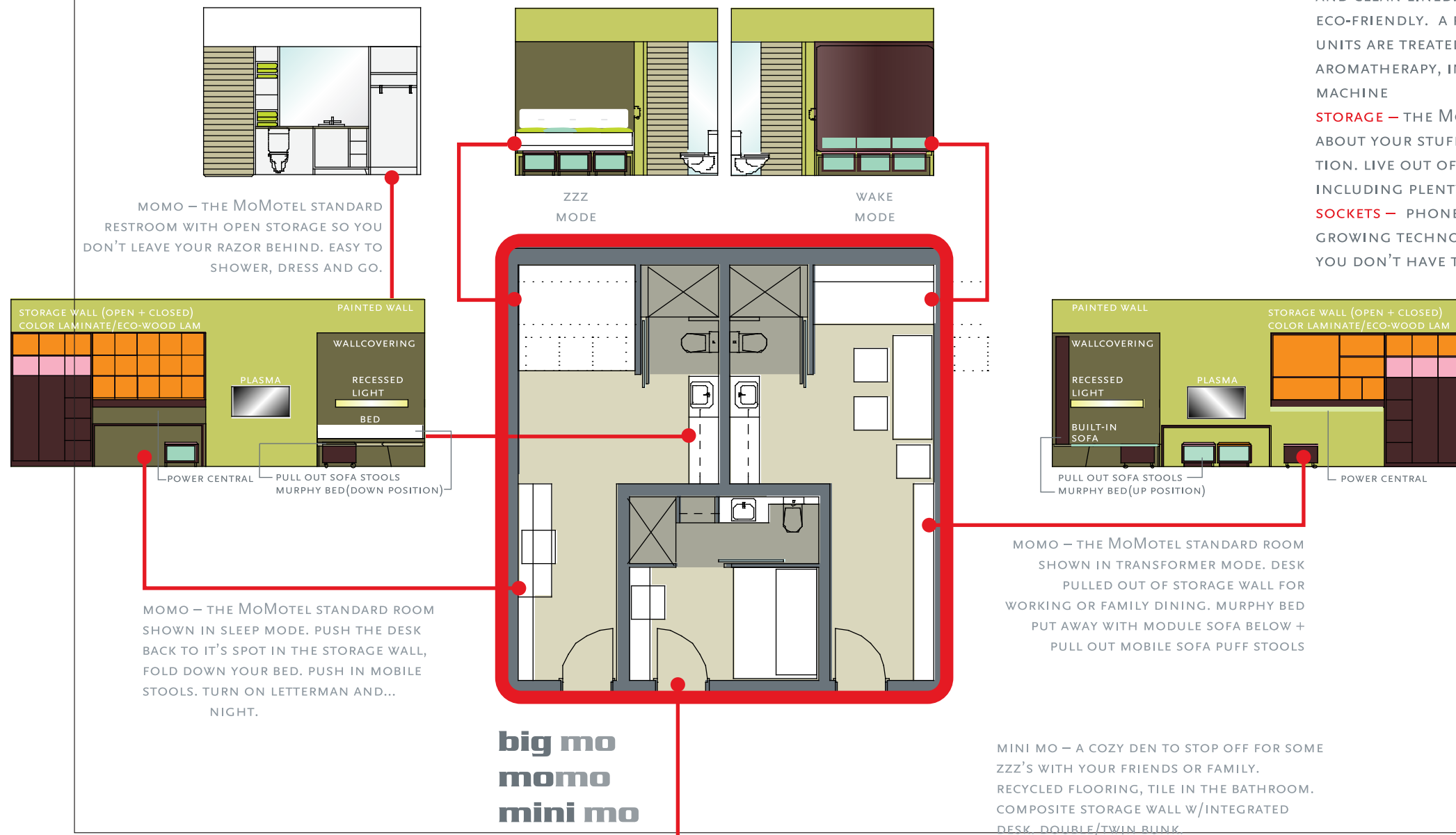
STORAGE — THE MoMOTEL ROOMS ARE SMALLER THAN MOST, BUT WE DIDN'T FORGET ABOUT YOUR STUFF. WE PLACED STORAGE VERTICALLY, A PART OF THE ROOM COMPOSITION. LIVE OUT OF YOUR SUITCASE OR UNPACK, THE MoMOTEL HAS YOU COVERED, INCLUDING PLENTY OF HOOKS AND HANGERS.

SOCKETS — PHONE, IPOD, COMPUTER, RAZOR, CHARGERS ETC. WE'VE THOUGHT OF THE GROWING TECHNOLOGY REQUIREMENTS THAT NEARLY EVERYONE HAS THESE DAYS, SO YOU DON'T HAVE TO GO SEARCHING FOR OUTLETS ANYMORE. EVEN IN THE SAFE

THE MoMOTEL ROOM SIZES ARE BASED ON EXISTING STANDARD ROOMS, ONLY WE'VE TAKEN THE WASTEFUL EXTRA SPACE AND CREATED A NEW ROOM TYPE.

THE MoMOTEL OFFERS 3 VARYING ROOM SIZES: (ALL NON-SMOKING)
 MINI MO: (EST. 125SF) DOUBLE BED + TWIN BUNK
 MOMO: (EST. 225SF) SUITED WITH A KING BED (MURPHY)
 BIG MO: (EST. 450 SF) ACCESSIBLE ROOM, KING, DOUBLE, 2 TWIN BEDS

ROOMS ARE ENERGY EFFICIENT & EQUIPPED WITH THE FOLLOWING:
 POWER CENTER, INCLUDING WIRELESS INTERNET ACCESS
 42" PLASMA SCREEN WITH MULTI-CHANNEL ENTERTAINMENT/SOUND SYSTEM
 BATHROOM WITH SHOWER (SHOWER FILTRATION SYSTEM)
 MINI-BAR, COFFEE/TEA
 STORAGE WALL WITH INTEGRATED DESK/MOVEABLE/MODULE SOFA UNIT
 RECYCLED BAMBOO BEDDING, SHEETS AND TOWELS
 BIODEGRADABLE/RECYCLED PAPER PRODUCTS
 TRASH BIN AND RECYCLE BIN
 AND DEPENDENT ON LOCATION:
 AIR/HEATING
 THERMAL LINED WINDOW CURTAINS
 OPERABLE WINDOWS



big mo
momo
mini mo

MINI MO — A COZY DEN TO STOP OFF FOR SOME ZZZ'S WITH YOUR FRIENDS OR FAMILY. RECYCLED FLOORING, TILE IN THE BATHROOM. COMPOSITE STORAGE WALL W/INTEGRATED DESK. DOUBLE/TWIN BUNK.