

FORMA



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ROOM BY ROOM →

THE JOURNEY THROUGH FORMA

Oh, the feelings you'll feel when you first step inside,
Where texture is language and color is sound.
This hotel's no hotel, it's a journey, a spark,
A hotel like no other, soft, strange, and stark.
You are greeted radically, with no hint of shy,
A bold threshold crossed, where the old rules don't apply.
It defines a clear line from the world you once knew,
To a space that is vibrant, surreal, here just for you.
Your brain reads a room in a blink, not a thought,
Deciding if peace or confusion is caught.
It notices shapes, and the way shadows fall,
Before you can name it, you've felt it all.
As you walk, each room grows more wondrous and wild,
Some enormous in scale, some tiny and styled.
A nook here, a nook there — is all I can say,
A passage of textures might just guide the way.
Patterns on patterns, galore in the air!
Textures on textures, soft, strange, and rare!
Your body responds before you even think,
To a curve or a scent or a soft pastel pink.
The spaces you walk through — they shape how you feel,
It's science, not magic (though it sure feels surreal).

The rooms aren't sorted not labeled or named, Each one
its own world, never quite the same.
Monochrome stillness or some patterns that spin,
You won't know what it means until you're in deep
within.
They don't try to fix you, or set how you feel —
They hold up a mirror that makes it more real.
The room attuned to the state of your mind,
Where the walls seem to notice and light is
refined.
The colors might shift with your own point of view,
The room knows your mood — surreal, just for
you.
How much time has passed? An hour... a day?
You've been carried away in the colors I'll say.
Now shhh... it's time to be quiet... to breathe... maybe
lay...
A hush in the space, a soft glowing dome,
That moment when strangeness starts to feel like home.
Then suddenly, gently, you open your eyes...
Hello again.
Are you ready for more?

But the real transformation begins when you part
When the textures stay folded inside of your
heart.
You leave more aware, more open, more true,
Seeing patterns and pauses in all that you do.
A reset, a rhythm, a nervous system stilled,
Not just a stay, but something instilled.
For here there are worlds within rooms it's true
and each one unlocks a room within you.
But this isn't just beauty, or design for design's
sake
It's the art of attention, the slowing of pace.
You may find that you notice the world in new
ways
A shimmer of silence, the shape light portrays.
You'll walk through your life with a shift in your
view
More attuned to the colors that quietly move
through.
More present, more grounded, more open to feel,
To the textures of life — both imagined and real.
This wasn't escape — it was learning to see.

CANARY WHARF

Canary Wharf, once the run-down West India Docks, transformed in the 1980s–90s into London’s towering financial center, dominated by One Canada Square and a skyline of glass and steel. Though the district succeeded as a hub of commerce, critics have long described it as sterile and disconnected, a “yuppie tombstone” with pristine facades that symbolize economic power, but that lack cultural depth or communal warmth. The open plazas feel more like transient airport concourses than places for spontaneous life.

Recent years have deepened this identity crisis. Hybrid working trends, high vacancy rates, and criticism of its uniform aesthetics have prompted a major shift. Now, as part of a “Canary Wharf 3.0” initiative, the district aims to diversify into housing, leisure, green space, and creative industries to create a livelier, more inclusive urban fabric

CANARY WHARF → FORMA

Canary Wharf is a symbol of economic power, a area defined by glass towers, curated public spaces, and constant surveillance. It projects an image of utopian success: a place where business thrives, efficiency reigns, and everything is in its right place. But beneath this polished façade lies an unresolved identity crisis. Despite its global reputation, Canary Wharf struggles to foster genuine human connection, spontaneity, or a sense of cultural belonging. It's a space that's visually coherent but emotionally disconnected; where interaction is managed, movement is monitored, and organic experiences rarely unfold.

Through my research, I came to see Canary Wharf can be seen not only as a just as a physical site, but as a psychological condition. A place that values order over emotion, productivity over presence. The question became: What happens when you introduce softness into rigidity? Emotion into control? Sensation into sterility? Curiosity into routine? Play into precision?

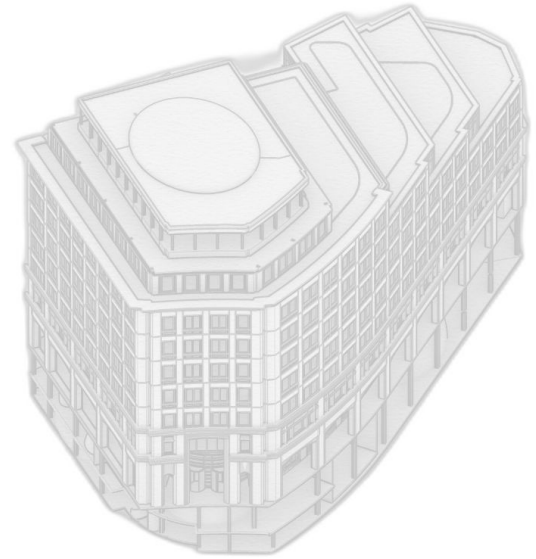
These questions became the initial building blocks of FORMA.

FORMA: *A Threshold into Feeling*

In this context, **FORMA** serves as a counterpoint to Canary Wharf's rigidity. Rather than reinforcing its corporate uniformity, FORMA peels it back, offering instead an oasis of emotional, sensory richness. Upon entering, guests cross a deliberate boundary: leaving the colorless control of the financial district and stepping into a world sculpted by emotion, color, texture, and self-reflection.

Grounded in neuroaesthetics and human-centered design, FORMA offers interiors that feel like surreal landscapes, not hotel rooms. Each space is sculpted, painted, and sensory-rich, inviting emotional and cognitive responses on par with architectural function. Designed to shift perception rather than prescribe emotion, the hotel asks: *What do you feel? What emerges as you look more closely?*

While Canary Wharf has historically prided itself on order, scale, and corporate success, FORMA reframes that narrative. It encourages guests to slow down, notice, and carry their newly attuned senses out into the world beyond its doors.

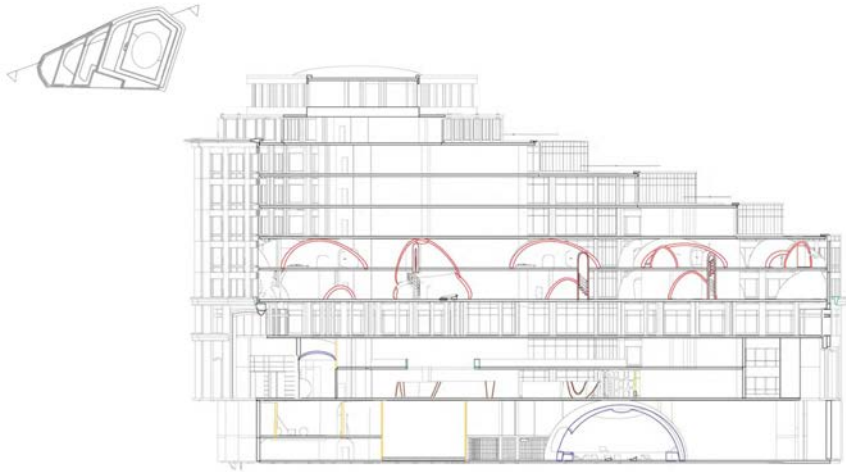




FORMA



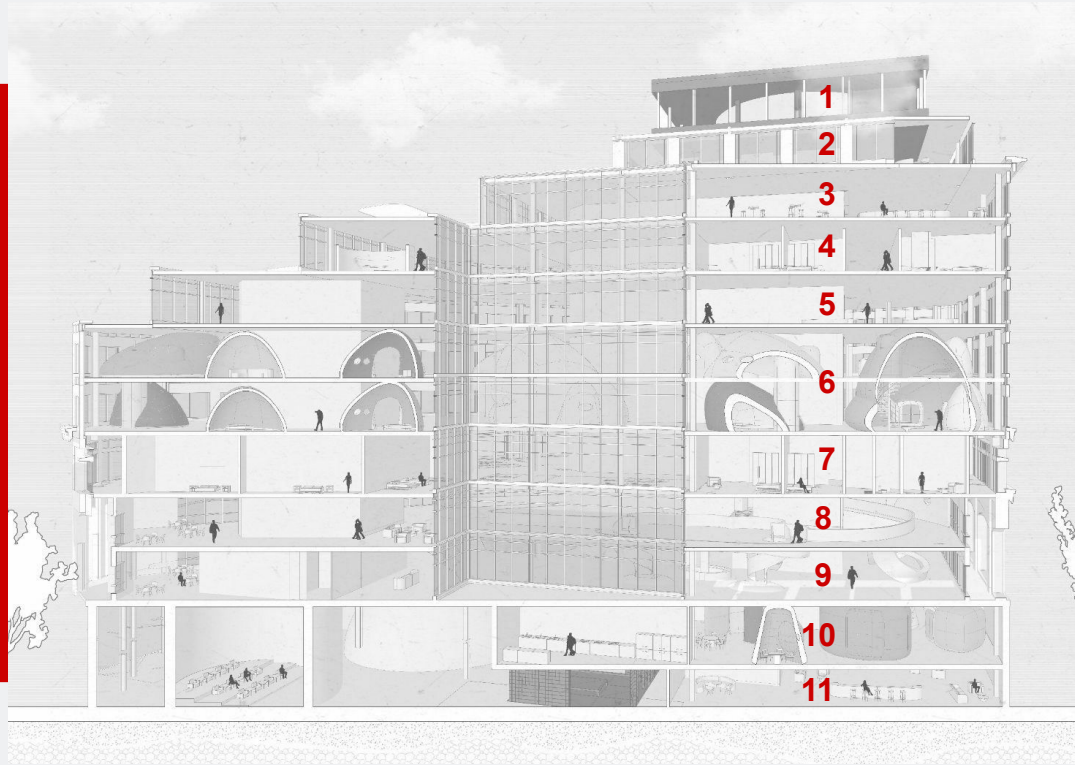
The goal of this hotel is to create an immersive, multisensory experience that fosters creativity, enhances well-being, and elicits awe. The design will integrate principles of neuroaesthetics, grounded in the latest research on how art and sensory experiences impact the human brain. Each space within the hotel will be thoughtfully designed to stimulate emotional and cognitive responses, from evoking awe to facilitating relaxation and creative inspiration. This project will blend wellness, art, and innovative sensory elements to provide guests with an experience that not only elevates their mood but also promotes personal transformation. Inviting guests to experience new ways of seeing.



- L9: James Turrell rooftop installation
- L8: Lounge rooftop seating
- L7: Bar & Event Space
- L6: Guest Bedrooms
- L5: Spa
- L3+4: Two story suite guest bedrooms with sensory pods
- L2: Guest Bedrooms
- L1: Cafe, Secret Lounge, Balcony overlooking GL
- GL: Hotel Entry, Reception, Sculpture Gallery, Cafe (*continues to L1*)
- LG1: OMNIA Restaurant
- LG2: Experience Wing, Bar, Listening Room

** areas of focus

The hotel spans 12 levels in total. From two immersive subterranean floors hidden deep below ground, to a rooftop installation that opens up to the sky. The building unfolds as a journey. Each space offers a distinct sensory and emotional atmosphere, guiding guests through shifting experiences. The architecture itself becomes a narrative: one that moves the body through light, sound, color, and texture, inviting a deeper connection with one's surroundings.



1. James Turrell rooftop installation
2. Lounge rooftop seating
3. Bar & Event Space
4. Guest Bedrooms
5. Spa
6. Two story suite guest bedrooms with sensory pods
7. Guest Bedrooms
8. Cafe, Secret Study,
9. Hotel Entry, Reception, Sculpture Gallery, Cafe
10. OMNIA Restaurant
11. Experience Wing, Bar, Listening Room

GROUND LEVEL | HOTEL LOBBY

- 1. Hotel Entry
- 2. Elevators & Hall to reception
- 3. Listening Room
- 4. Lounge area
- 5. Sculpture gallery
- 6. Cafe
- 7. Kitchen
- 8. Bathrooms
- 9. Stairs GL → LG
- 10. Stairs GL → L1



LG PLANS



9

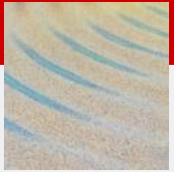


MATERIAL JOURNEY

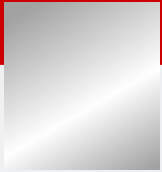
You are greeted drastically with a colorful mosaic pattern that ripples out of a sculptural mirror sphere.

Surrounded by mirror paneling creating a infinity illusion. You are guided to the path ahead.

As you walk through the hallway encompassed by the wallpapered mural above, leading you toward reception.



Mosaic



Mirror

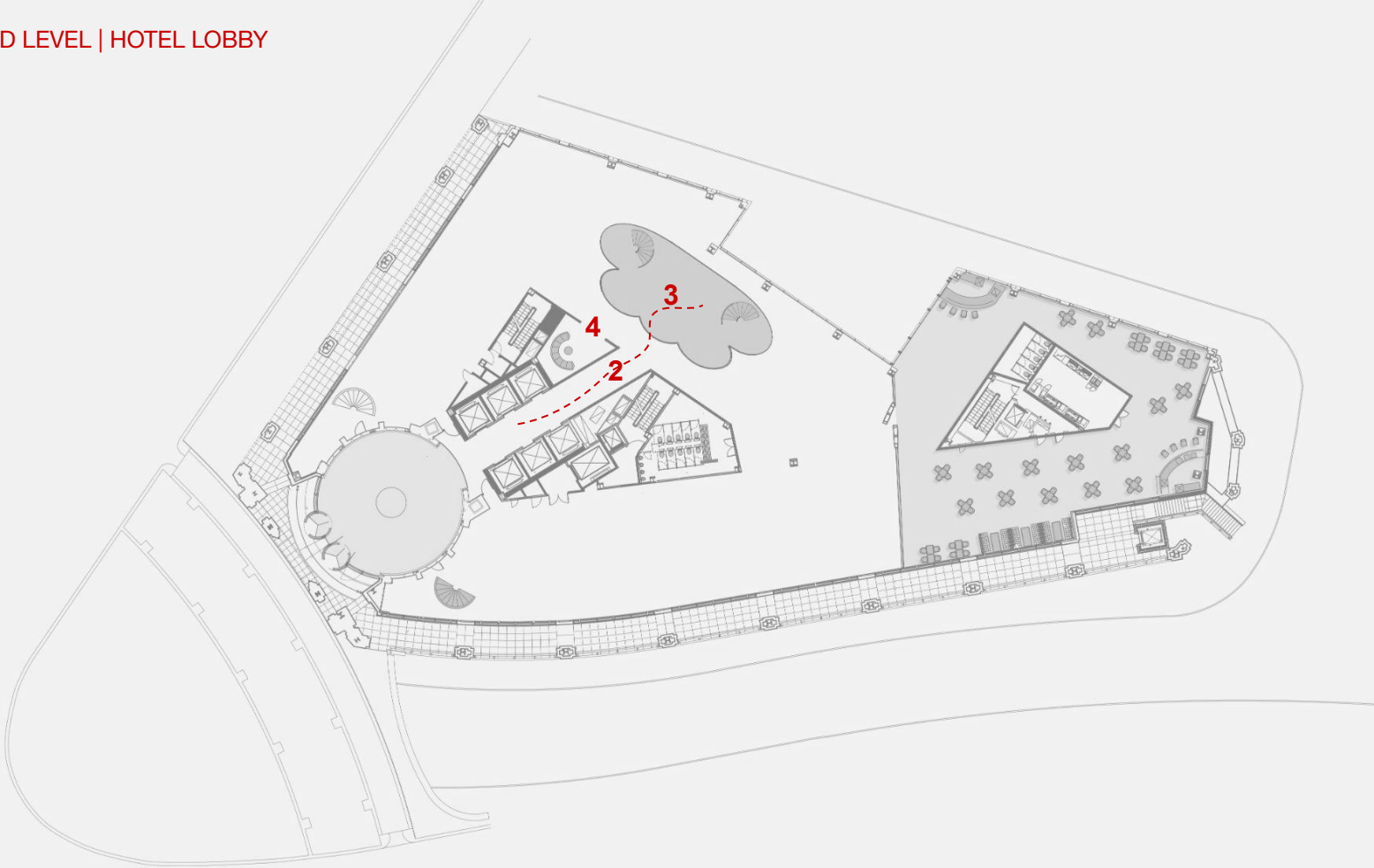


Burgundy Paint



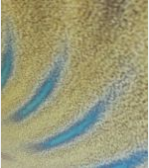
Green Marble







Burgundy Paint



Pattern Wallpaper



Green Marble

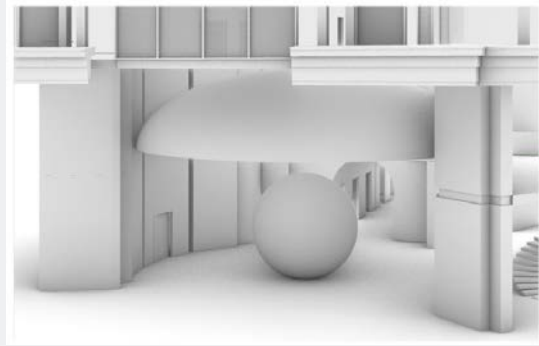
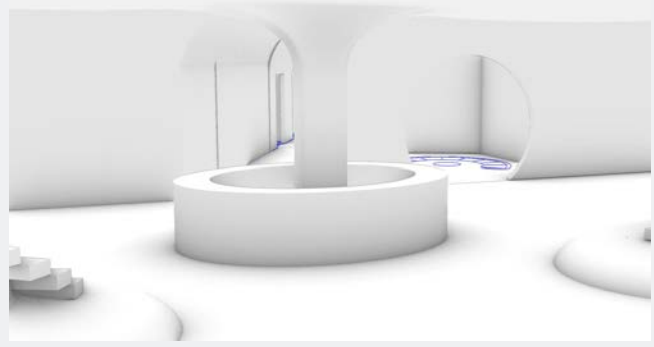
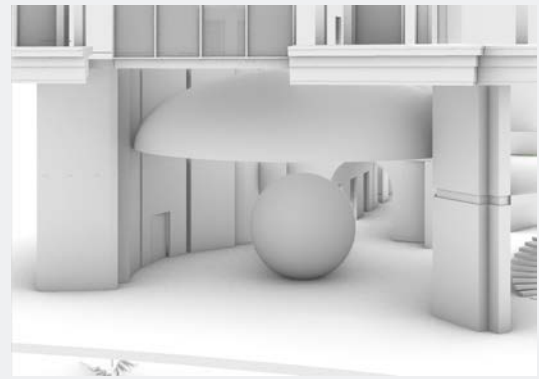
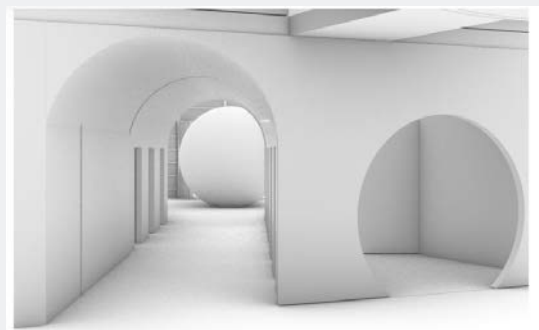


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Just off the reception, this hidden lounge offers a moment of quiet immersion. Wrapped entirely in deep red velvet, the space absorbs sound and softens light, creating a cocoon-like atmosphere. Dim lighting and a curved mirror add to the room's introspective feel folding the space in on itself. In contrast to the bright lobby beyond, this nook invites stillness, warmth, and a gentle pause.



LEVEL 1 | HOTEL LOBBY



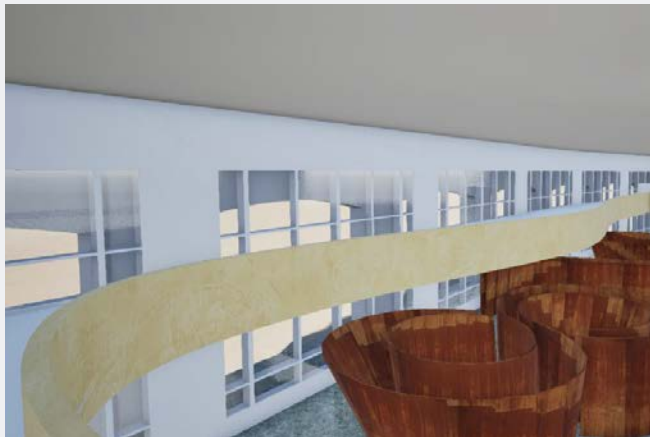
L1 SPECS | PROCESS

LEVEL 1 | HOTEL LOBBY

- 1. Elevators
- 2. Stairs GL → L1
- 3. Seating & balcony overlooking GL sculpture gallery
- 4. Cafe / bar
- 5. Bathrooms
- 6. Secret lounge
- 7. GL Sculpture gallery
- 8. Kitchen & Service areas



L1 SPECS | PROCESS



The reception unfolds as a double-height space expansive, open, and light-filled. White and yellow stucco-textured walls rise to the ceiling, creating a sense of elevation and breath. The green marble flooring anchors the room with cool, organic grounding, while large sculptural forms draw the eye upward and invite wonder. The balcony and staircase continue the stucco texture, blending softness with structure. This interplay of scale, texture, and natural materials is designed to quiet the nervous system while stimulating visual curiosity evoking both calm and awe. According to neuroaesthetic research, such environments can reduce stress, enhance presence, and prime the mind for creative thought.

LEVEL 2 | GUEST BEDROOMS

- 1. Elevators
- 2. Guest Bedrooms
- 3. Service Areas
- 4. Bathrooms



LEVEL 6 | GUEST BEDROOMS + PODS

- 1. Elevators
- 2. Guest Bedrooms
- 3. Service Areas
- 4. Sensory Pods
- 5. Bathrooms



Each guest room in the hotel is intentionally designed as a world of its own. Instead of repeating styles, every space offers a distinct atmosphere. Some rooms are quiet and minimal, dressed in calming monochrome. Others are bold, full of patterns, curves, or unexpected materials. One may feel soft and organic, another more geometric and surreal. The goal isn't to dictate how you should feel, but to create space for you to notice what you do feel.

At the heart of each room is a simple ritual: A place to write. A daily prompt. A moment to ask, "How did this space make me feel?"

Whether you're staying in a soft white cocoon or a kaleidoscopic dream space, the aim is the same: to connect you more deeply to your senses, your emotions, and your own inner awareness.

For deeper exploration, guests can rent sensory pods, cocoon-like capsules that use biometric feedback to adjust light, sound, and scent based on your body's needs. You may come in thinking you need calm, only to discover your body craves stimulation, or vice versa. These pods act as gentle mirrors to your nervous system, helping you listen more closely.

LEVEL 2&6 | GUEST BEDROOMS



This room is a study in softness and serenity. Cloaked entirely in shades of muted blue, it wraps the guest in a tranquil atmosphere where color and form work together to soothe the nervous system. Matte limewash walls diffuse light gently, creating a velvety, cloud-like ambiance. Curved seating, rounded furniture, and organic built-ins offer a tactile, sculptural quality that contrasts the room's restraint in palette. Every element from the velvety carpet to the pastel upholstery whispers calm. The space feels quiet and expansive, inviting deep rest and emotional ease.



Some might find it too stark, others just right. That's the point.

This room embraces contrast and subjectivity with its raw concrete walls and floor, softened only by the warm ambient lighting. Chrome and brushed metal furnishings echo the room's sleek precision, while sculptural elements, like the silver fish on the velvet bench, add a touch of surrealism. The palette is cool and minimal, but the space isn't emotionless. It invites the guest to project their own mood onto it, to reflect, or perhaps even feel slightly unsettled. A space not to dictate, but to reveal.



This guest room wraps you in an immersive envelope of pattern and texture. The upholstered walls, headboard, and curtains are all finished in the same rich turquoise and gold silk fabric, a deliberate choice that blurs the boundaries of the room and creates a cocoon-like effect. The visual repetition of pattern across vertical and horizontal planes evokes harmony, while the softness of the silk introduces a tactile luxury that quiets the senses. The result is a room that feels both regal and restful. A space that invites calm through opulence and consistency.



Limewashed yellow walls curve softly into the ceiling, creating the sensation of being gently held inside a sculpted womb of warmth. The textures feel ancient yet playful, grounding yet otherworldly. A celestial bed takes center stage: the headboard is a beaming sun with an all-seeing eye, while a sculpted silver crescent moon cradles the foot of the bed, a surreal encounter between night and day.

Nothing in this room follows convention. The forms are odd, anthropomorphic, full of personality. The plush olive-green chair resembles a cartoonish creature, and the shimmering silver console leans into its imperfections, like molten metal paused mid-pour. Rich blue velvet and a regal purple rug ground the whimsy with a sense of weight and ceremony.

This space doesn't ask you to relax, it asks you to play. To dream with your eyes open. To feel the comfort of something strange and familiar at once. It's cozy, yes, but not sleepy. It's alive

LEVEL 2&6 | GUEST BEDROOMS



L2&6 SPECS | RENDER "WALNUT HUG" & "FUZZZY"

LEVEL 2&6 | GUEST BEDROOMS



L2&6 SPECS | RENDERS "SILK DREAM" & "CIRCUS"

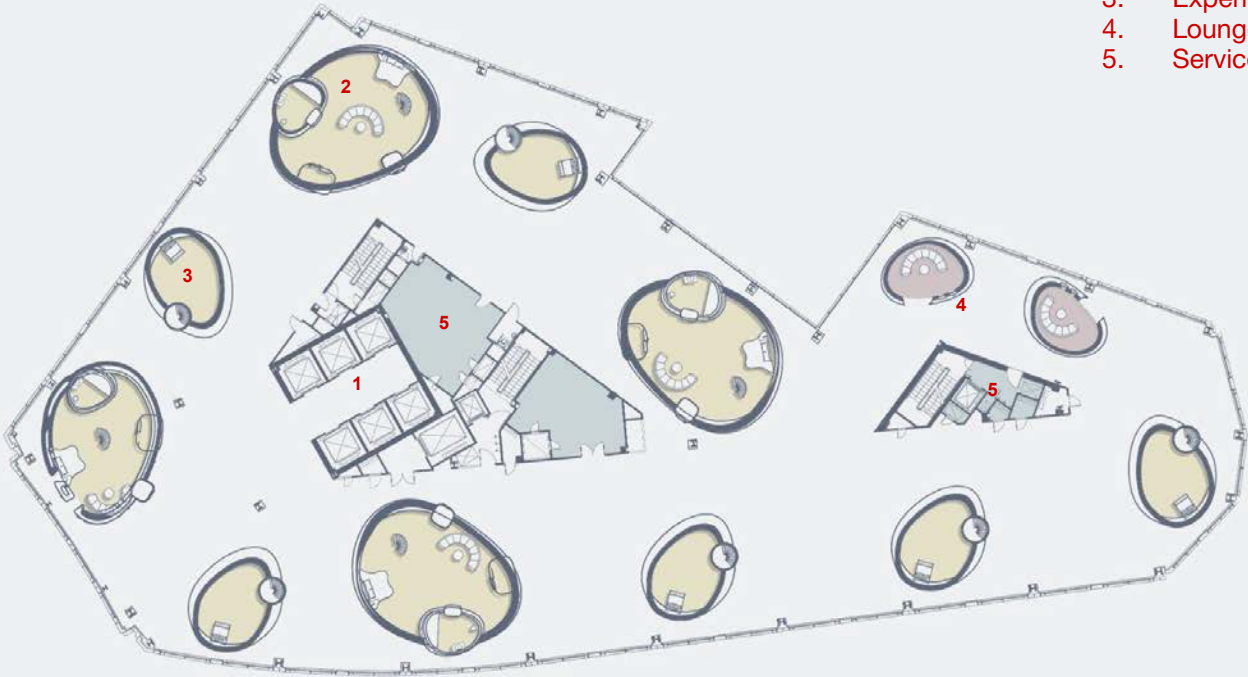
LEVEL 2&6 | GUEST BEDROOMS



L2&6 SPECS | RENDERS "BOTANICAL"

LEVEL 3 | EXPERIENCE SUITE BEDROOMS

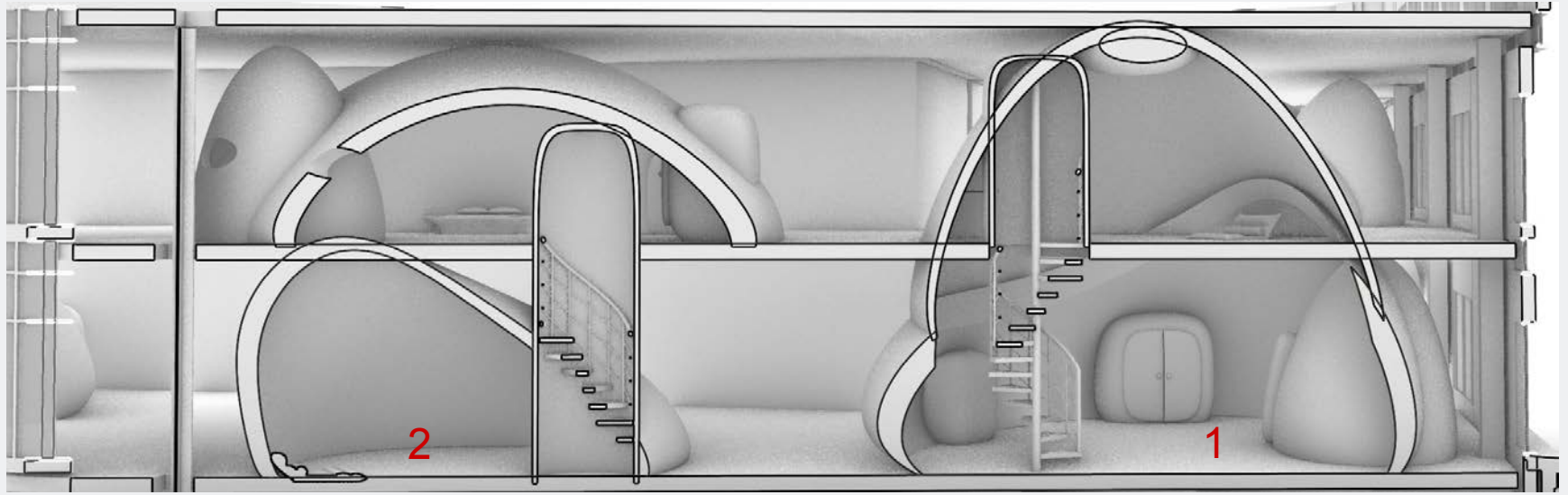
- 1. Elevators
- 2. Experience Suite (bedroom)
- 3. Experience Suite (sensory pod)
- 4. Lounge Pod
- 5. Service Areas



LEVEL 4 | EXPERIENCE SUITE BEDROOMS

- 1. Elevators
- 2. Experience Suite (sensory pod)
- 3. Experience Suite (bedroom)
- 4. Lounge Pod
- 5. Service Areas

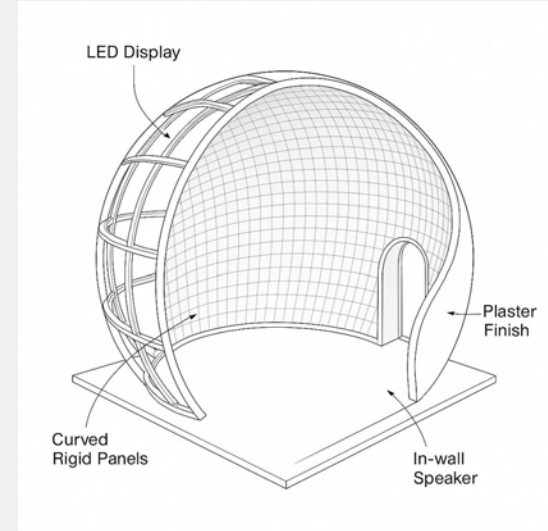
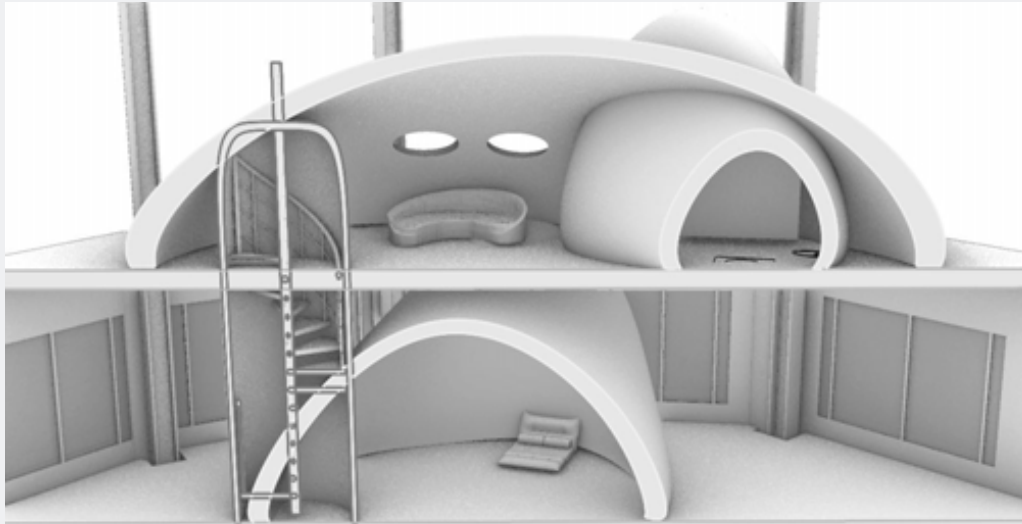




Each experience bedroom is two stories high, connected by a spiral staircase that winds through the organic form of the space. No dome is exactly alike, each one is a sculpted, sensory shell with its own unique curvature and spatial rhythm.

There are two primary spatial configurations:

- (1) A traditional sleeping and bathing area below, with a private sensory chamber above, or
- (2) A private sensory chamber below and the sleeping space above.



This freestanding organic room is designed as an immersive interior pod structure, combining sculptural geometry with integrated digital media. It consists of two main zones: a non-media organic lounging space, and an optional immersive LED dome room.

Step-by-Step Construction Process

1. Base Platform

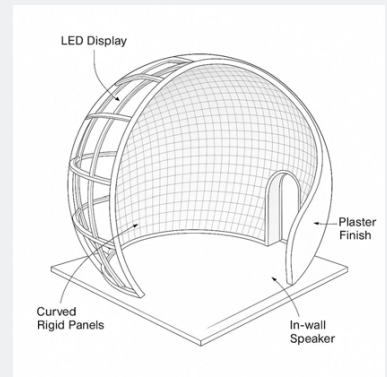
- Construct a raised flooring platform using standard timber or steel framing.
- Integrate any required conduits for power, ventilation, and AV connections beneath this floor.

2. Structure (Framing)

- Assemble the organic shape using CNC-cut plywood ribs or bent aluminum framing.
- The ribs follow the curved profile of the design and are fixed to the base platform and at intersections for rigidity.
- For areas hosting LED displays (as seen on the right), the framing is denser to support weight and cable infrastructure.

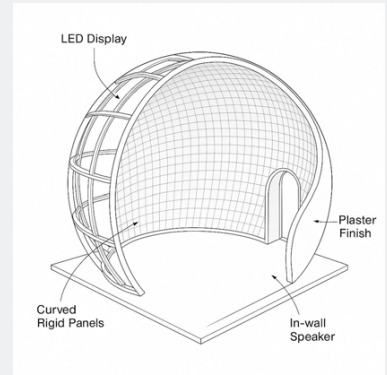
3. Skin / Sheathing

- Apply curved MDF, fiberglass-reinforced gypsum (FRG), or PVC panels over the frame.
- These are screwed or bolted to the substructure to form a continuous shell.



4. Media Surface

- In immersive zones (like the LED dome), mount flexible LED tile arrays or projection-capable panels.
- Use magnetic or bracketed systems for panel maintenance and cable routing.
- Cable trays and cooling fans are hidden behind the wall cavity.



5. Finish Layer

- Behind LED panels, apply a matte black (for contrast) or white (for projection) base coating.
- In non-digital areas (like the pod entrance and lounge), finish with plaster, acoustic felt, or paint depending on the tactile goal.

6. Audio Integration

- Install in-wall speakers or directional speaker units flush within the walls.
- Pre-route speaker cables during framing and use sound-isolating backing behind each unit.



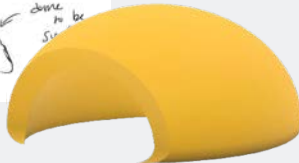
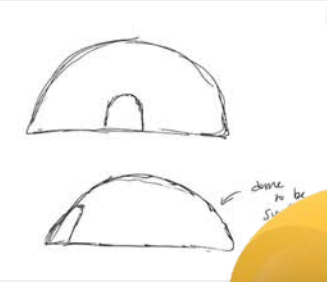
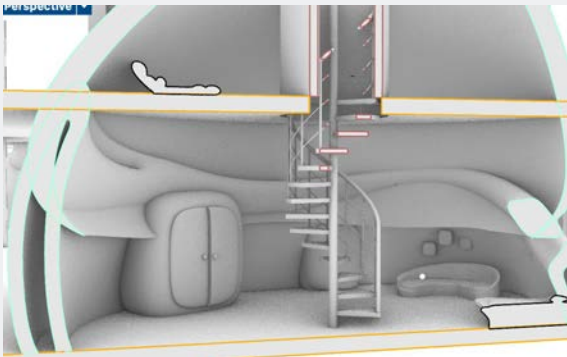
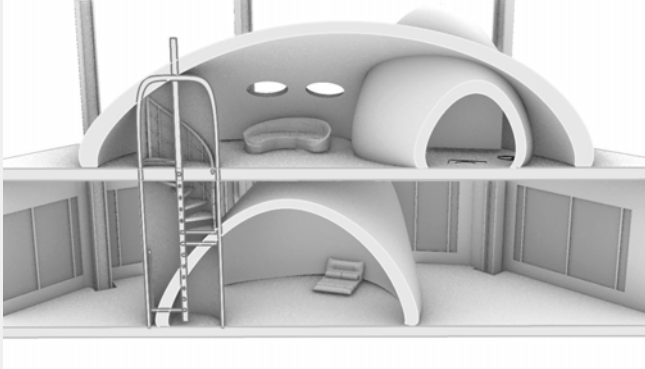


LEVEL 3+4 | EXPERIENCE SUITE BEDROOMS



The hallways on floors 3 and 4 are intentionally stark, lined with poured concrete floors and rough plaster shell walls. The rawness of these materials creates a quiet tension, acting as a neutral pause between the immersive interiors of each dome. In contrast to the rich sensory worlds behind each door, the corridor offers a moment of reset — grounding, minimal, and unembellished. A reminder that before each journey inward, there is stillness.

LEVEL 3+4 | EXPERIENCE SUITE BEDROOMS



L3+4 SPEC | PROCESS

LEVEL 5 | SPA

- 1. Elevators
- 2. Reception area & bathrooms
- 3. Lounge area
- 4. Men's locker room & lounge
- 5. Women's locker room & lounge
- 6. Massage & treatment rooms
- 7. Sensory pods
- 8. Terrace



LEVEL 7 | BAR & EVENT SPACE

- 1. Elevators
- 2. Bar and lounge
- 3. Bathrooms
- 4. Service area
- 5. Terrace



This bar and lounge area has no set walls besides the core. This allows for a modular space for hosting events as needed.



At the very top of the hotel, the rooftop becomes a space of quiet elevation; both physically and emotionally. Guests arrive to rooftop lounge that invites stillness and reflection, offering panoramic views of the city beyond. The space is minimal but intentional: seating arranged for slow conversation, light materials that shift with the sky, and an atmosphere that encourages pause.

At the highest point sits a light installation inspired by the work of James Turrell: a sculpted skylight that frames the sky in a controlled aperture. As light shifts throughout the day, the installation becomes a meditative tool, drawing attention to color, time, and presence. Up here, the noise of the world fades, and the city feels distant. What remains is light, air, and the quiet invitation to simply look up.

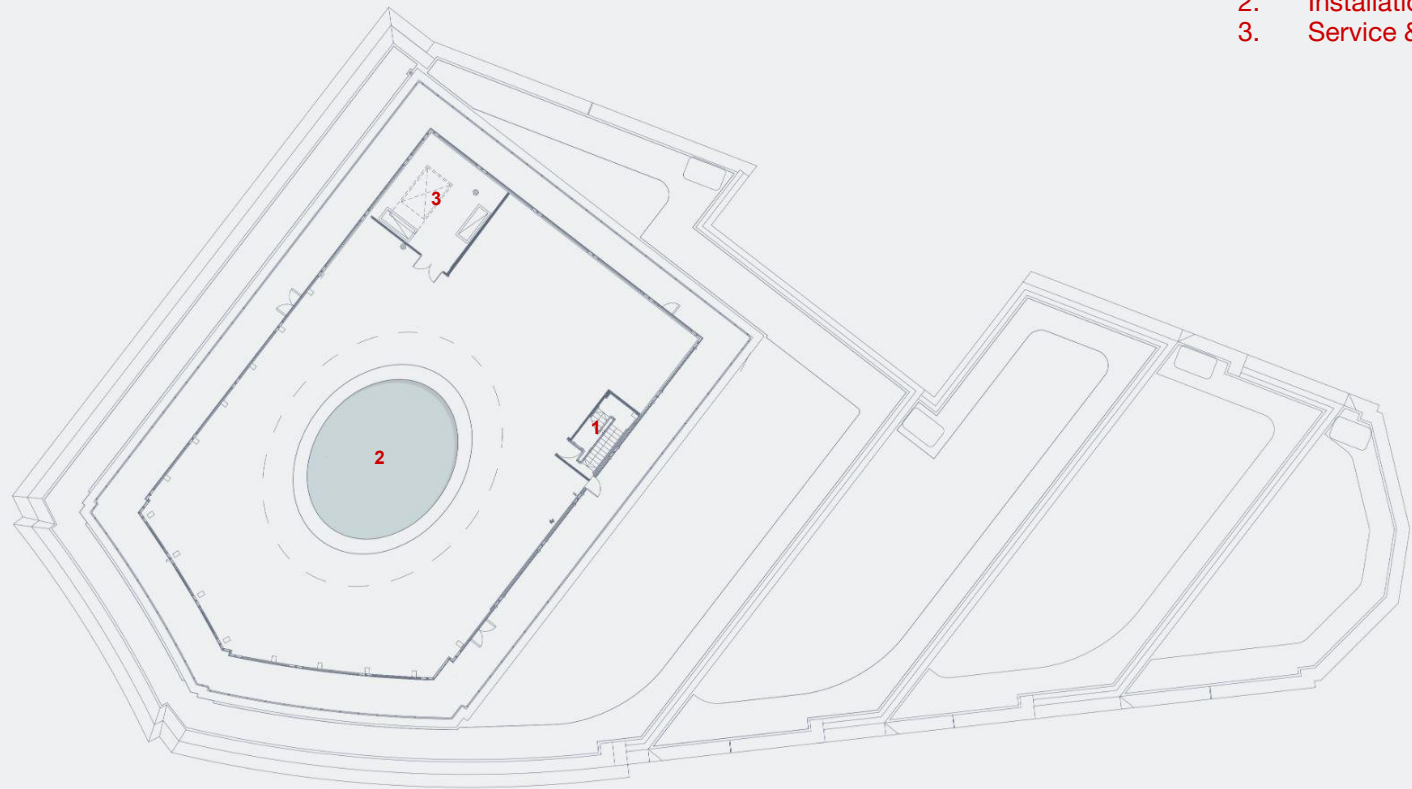
LEVEL 8 | LOUNGE SEATING

- 1. Elevators (only go down)
- 2. Lounge seating
- 3. Bathrooms
- 4. Service Areas
- 5. Stairs L8 → L9



LEVEL 9 | JAMES TURRELL ROOFTOP INSTALLATION

- 1. Stairs L9 → L8
- 2. Installation
- 3. Service & Utility



LOWER GROUND 1



- 1. Elevators
- 2. Lower ground entry
- 3. Restaurant foyer / host area
- 4. Infinity tomato artwork infinity installation
- 5. Stairs ground level → lower ground
- 6. OMNIA Restaurant
- 7. Kitchen
- 8. Bathrooms & service areas
- 9. Stairs / light tunnel to ground level 2
- 10. No access / ground level 2 experience wing

The first basement level acts as a sensory threshold, a space of transition. (2)Guests are greeted with rich colors, tactile materials, and a conversation pit that invite emotional response. Hidden doors lead to two different paths: one into the immersive dining experience of the restaurant (6), and the other into a stark, all-white "reset room" a pause between saturation and the deeper journey below (9).



LOWER GROUND 1 | ENTRY

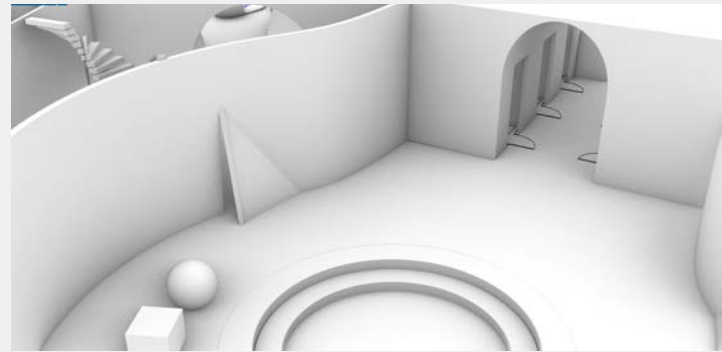
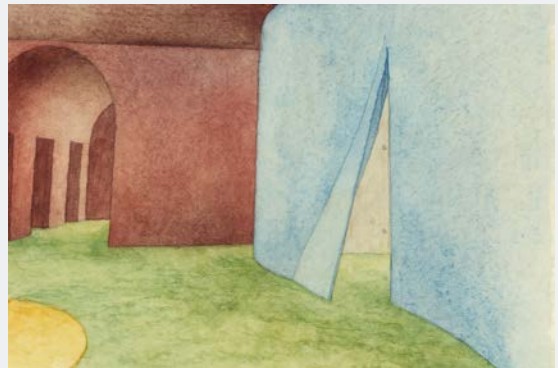
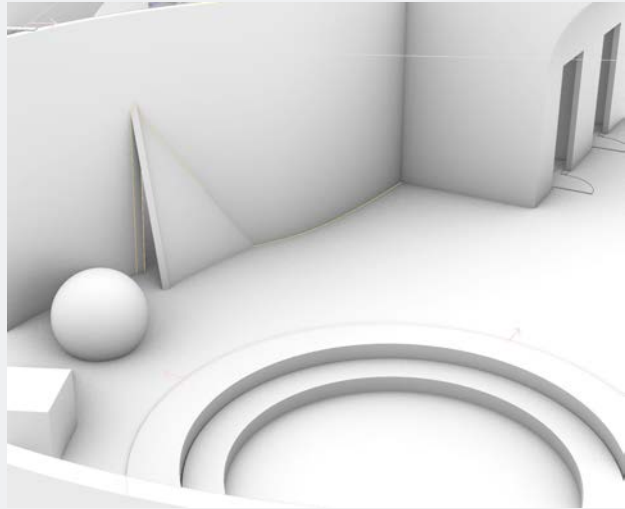


The first basement level acts as a sensory threshold, a space of transition. Guests are greeted with rich colors, tactile materials, and a conversation pit that invite emotional response.

Grass like texture on the floor, a conversation fuzzy soft conversation pit, and textured curved walls surrounding.

Hidden doors lead to two different paths, evoking discovery, and stimulating senses with various textures.

LOWER GROUND 1 | ENTRY



LG1-02 SPECS | PROCESS

FORMA's underground restaurant is not a restaurant in the traditional sense—it is a multi-sensory journey. Hidden beneath the hotel like a secret portal, it offers an experience that is immersive, private, and transformative.

Each guest or group dines in a secluded chamber, completely insulated from external sound and distraction. There are no menus, no choices to make. Instead, guests select a Journey—an emotionally curated path.

A set-course meal unfolds alongside a carefully choreographed progression of light, music, aroma, and taste, each element designed to evoke distinct emotional states and guide the guest through a rich inner experience.



LOWER GROUND 1 | RESTAURANT



OMNIA

Journey 1 Into Sensory

A Journey Into Introspection



JOURNEY 1 - THE DESCENT INTO INTROSPECTION

Threshold
Raw chaved courgette, pickled walhat, wood sorrel, sheep's card

Music: Nit, Frim Re, Satom magae - Houkou
Lighting: Cool white with safe hile antereves

Veti
Reasted heritage beet, garlic miso glaze, charred shalst ash

Music: Droyalshici coil nh - Olafur Arnalds - Near Light
Lighting: Deep plusit

Evho
Smoked duck consommé, burnt hay oil, mushroom
Lighting: Joves & Ittes - Sunlagh
Lighting: The Caretaker - All You, Are Gono Want to-to Do

Core
Sunchoke purée, crispy chicken thigh or mushroom burn feel oil
Lighting: RYX - Only Tom Day - Who We Want to Be
Lighting: Warm amber glow

Weight
Aged cheese, roasted pear, treacle crumble
Lighting: A Winged Vetry for the Sallan
Lighting: Bing & Rath - Stormood Chebr

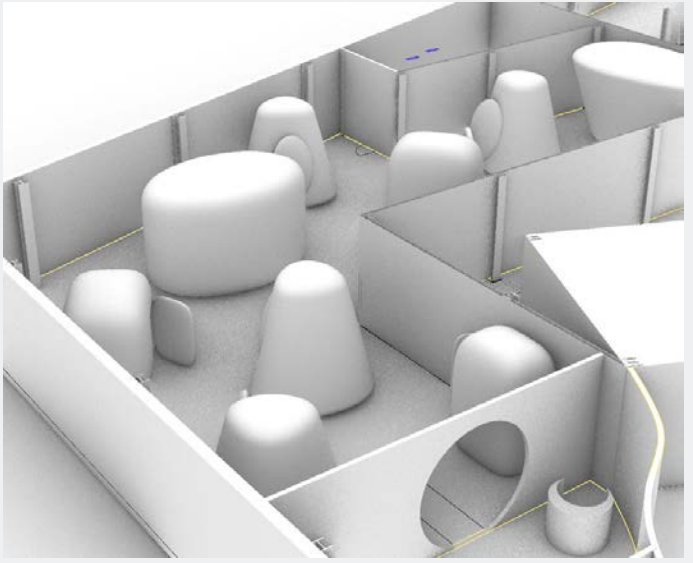
Vessel
Apple gramita, micro mint, white tea gel
Lighting: Toche - Anake - Carbon Based Life-Living - Derelidu

Rcturn
Lavender mousse, «i»rus pearts, matcha shortbread
Lighting: Harold Bold - Tve Pusti
Lighting: Hammock - Tunt Anny Aftertum

This is not dinner. This is matched an-itecture on plate.



LOWER GROUND 1 | RESTAURANT



LG1-06 SPECS | PROCESS

LOWER GROUND 2 | EXPERIENCE

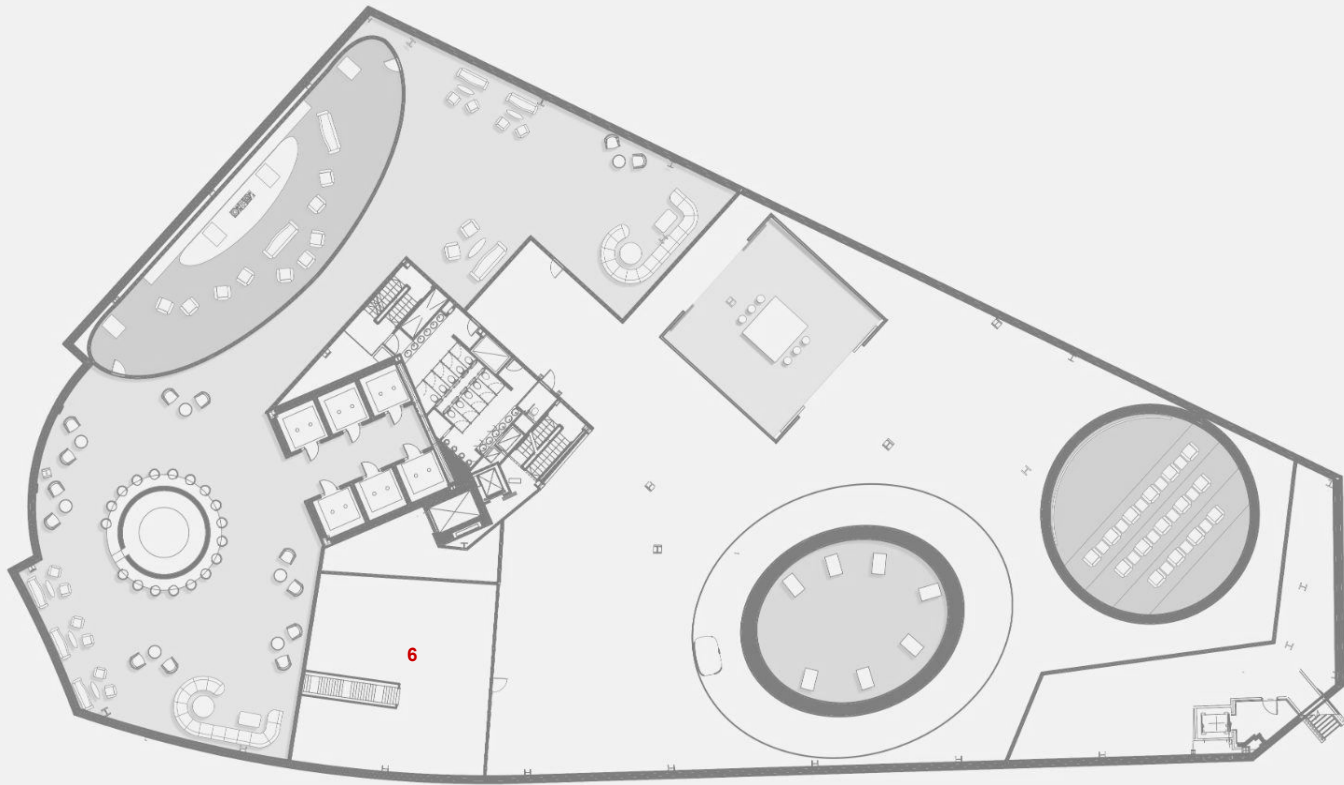
- 1. Elevators
- 2. Bar
- 3. Listening Room
- 4. Bathrooms
- 5. Utility / service areas

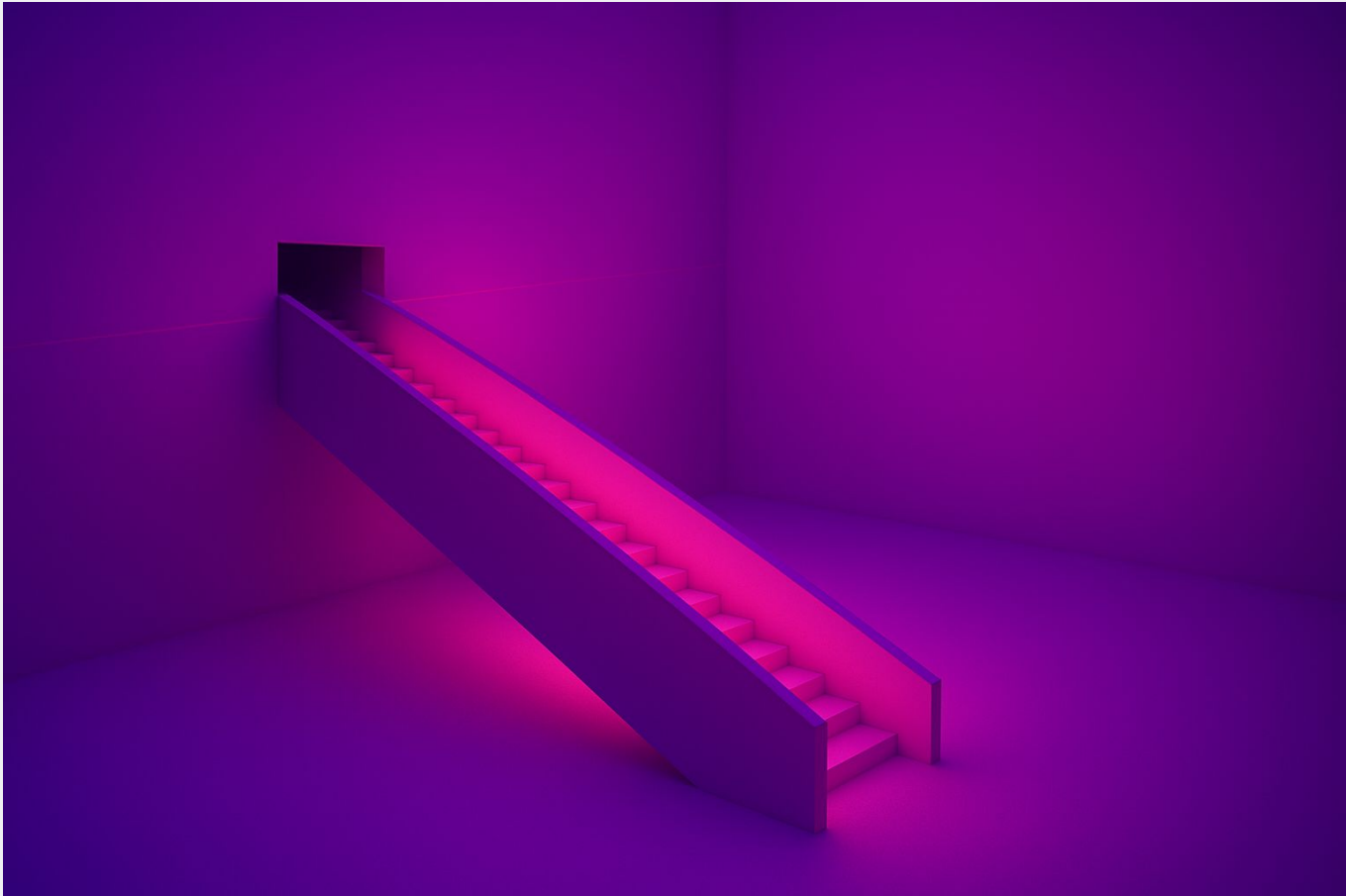
Experience wing

- 6. Stairs LG1 → LG2 arrival into (experience room 1)
- 7. All white “reset” transition areas (experience 2)
- 8. Sensory dome (experience room 3)
- 9. Hotel petit cinema
- 10. Traditional tea ceremony room (experience room 4)



The second basement is divided into two distinct wings. One offers immersive, emotional experiences a (6) light room, (10) a traditional tea space, (9) a petit cinema, and the (8) Sensory Dome: a two-story structure that uses light, sound, and VR to expand perception. (2) The other wing houses a moody cocktail bar and (3) high-fidelity listening room designed for stillness, introspection, and deep listening. Together, these spaces form the most hidden, yet most expansive, part of the hotel.





Materiality & Perception

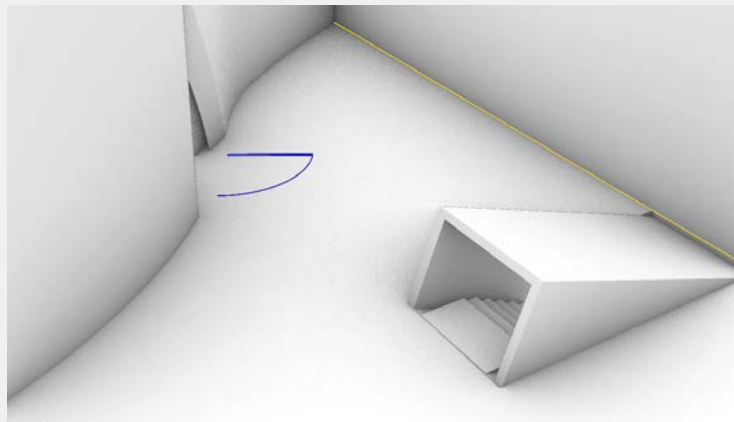
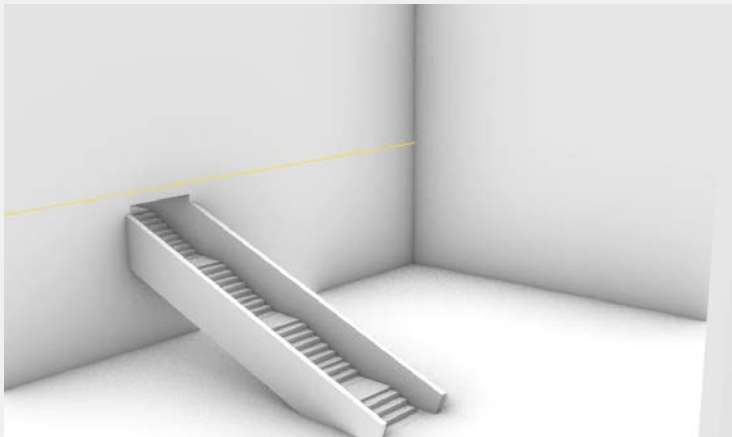
- The room is constructed with ultra-smooth, matte surfaces that seem to dissolve under the influence of colored light. The architecture itself is minimal flat planes, geometric cuts, clean angles but it's the lighting that transforms it.
- The colored light saturates every surface, removing clear edges and boundaries. Instead of highlighting corners or edges, the glow softens transitions, creating the illusion that space stretches or folds in unexpected ways. Light becomes material.

Altering Scale & Boundaries

- This lighting approach obscures spatial orientation. Because there's no clear distinction between wall, floor, and ceiling, viewers begin to question:
 - Where does the room begin, and where does it end?
 - Is the slope or ramp floating?
 - Is the space bigger than it seems, or am I inside a box of light?
- This perceptual ambiguity evokes awe triggering the brain's "orientation reflex," which activates when something defies our expectations of space or form.

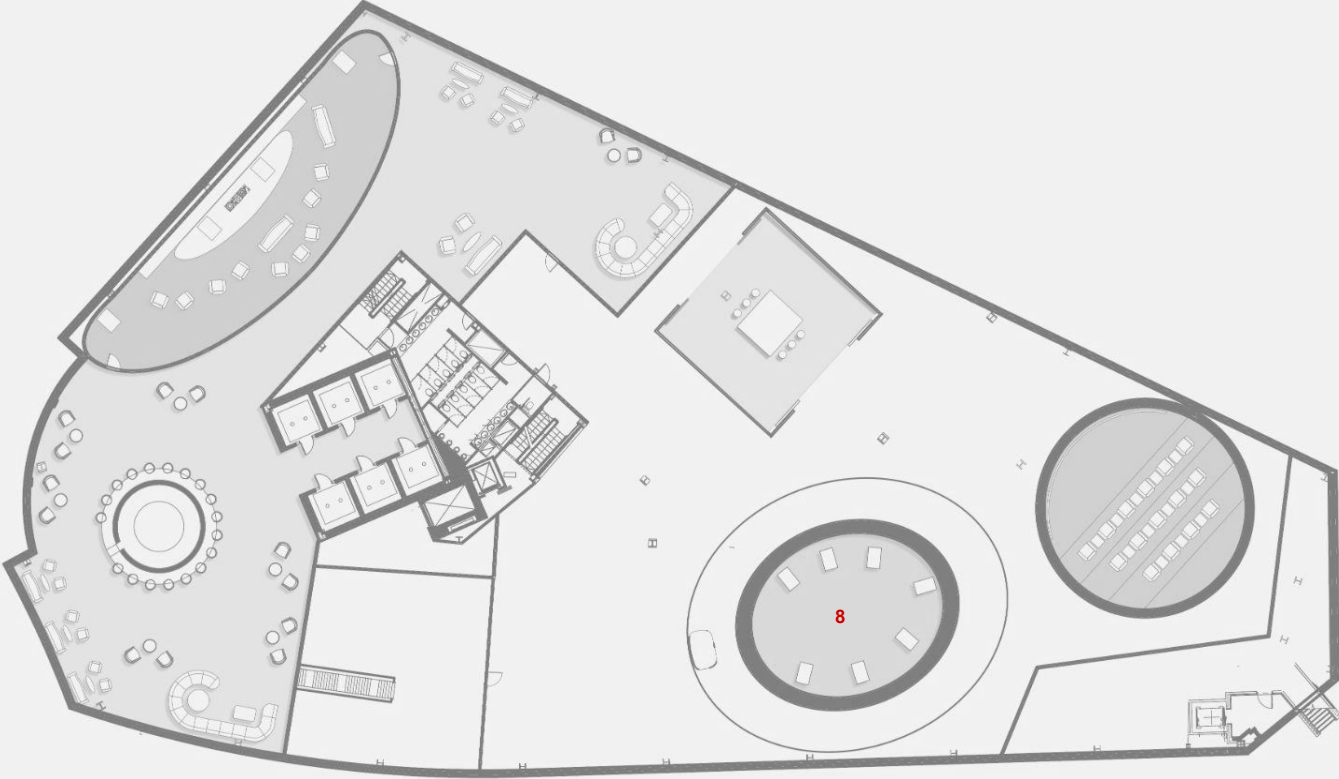
Emotional Effect

- In addition to visual illusion, the colors themselves create emotional atmosphere:
 - Magenta and violet tones often evoke dreamlike or meditative states.
 - The ramp seems to glow from within, like it's lit by emotion rather than electricity.



Tucked deep beneath the surface of Forma Hotel, this two-story sensory dome offers a fully immersive experience where architecture, light, and sound converge to shift perception. Guests recline within curved walls and are guided through carefully composed environments — from bathing in fields of slowly morphing light paired with binaural frequencies that soothe the nervous system, to standing beneath a dome of stars in a VR-rendered dreamscape that evokes awe, scale, and wonder. The experience is designed to dissolve the boundary between self and sensation. Whether used for deep rest, emotional reset, or moments of transcendence, the dome acts as a hidden portal — not just to another world, but to a deeper state of awareness within.

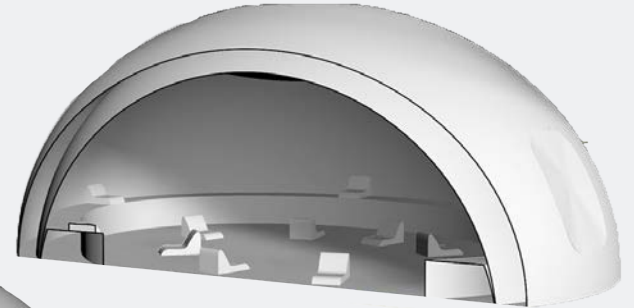
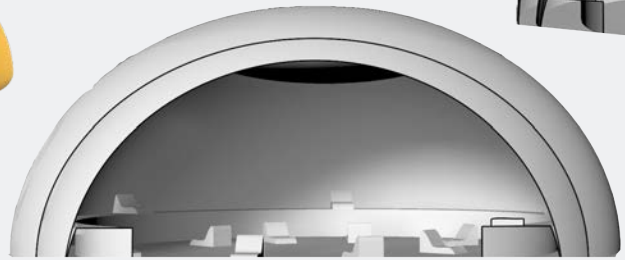
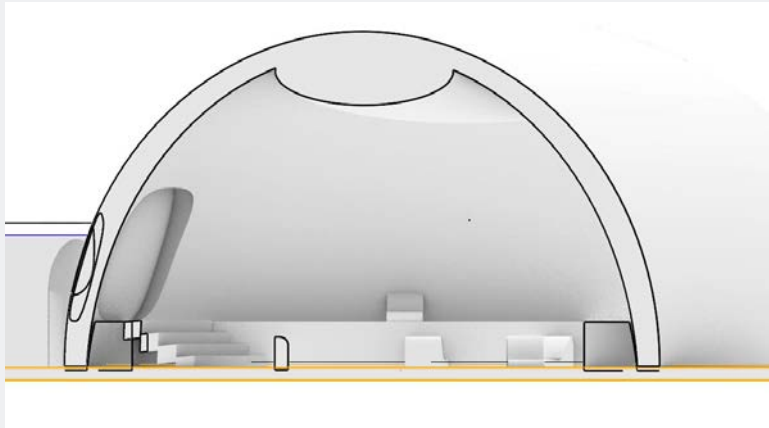
LOWER GROUND 2 | SENSORY DOME











Step-by-Step Construction Process

1. Base Platform

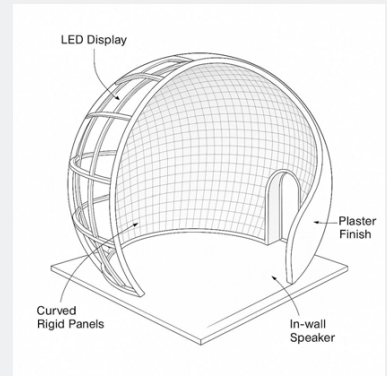
- Construct a raised flooring platform using standard timber or steel framing.
- Integrate any required conduits for power, ventilation, and AV connections beneath this floor.

2. Structure (Framing)

- Assemble the organic shape using CNC-cut plywood ribs or bent aluminum framing.
- The ribs follow the curved profile of the design and are fixed to the base platform and at intersections for rigidity.
- For areas hosting LED displays (as seen on the right), the framing is denser to support weight and cable infrastructure.

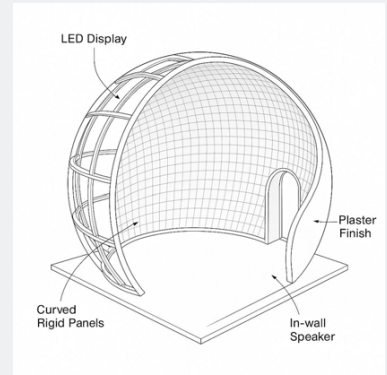
3. Skin / Sheathing

- Apply curved MDF, fiberglass-reinforced gypsum (FRG), or PVC panels over the frame.
- These are screwed or bolted to the substructure to form a continuous shell.



4. Media Surface

- In immersive zones (like the LED dome), mount flexible LED tile arrays or projection-capable panels.
- Use magnetic or bracketed systems for panel maintenance and cable routing.
- Cable trays and cooling fans are hidden behind the wall cavity.

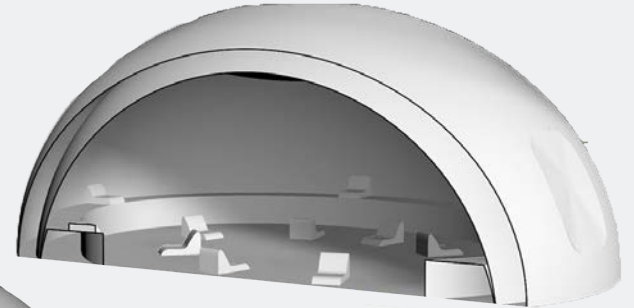
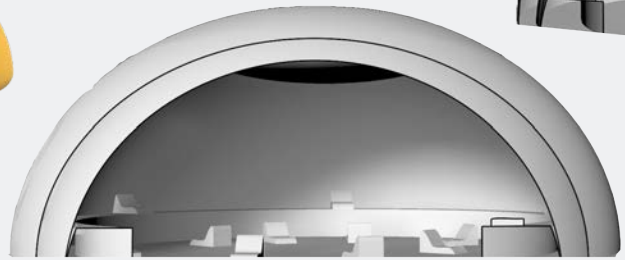
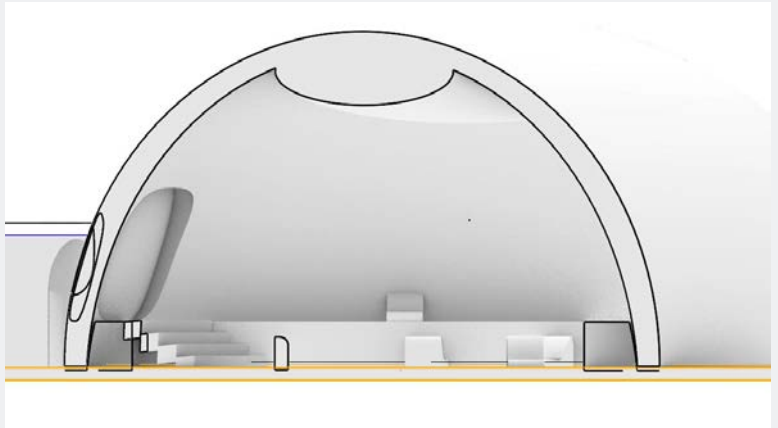


5. Finish Layer

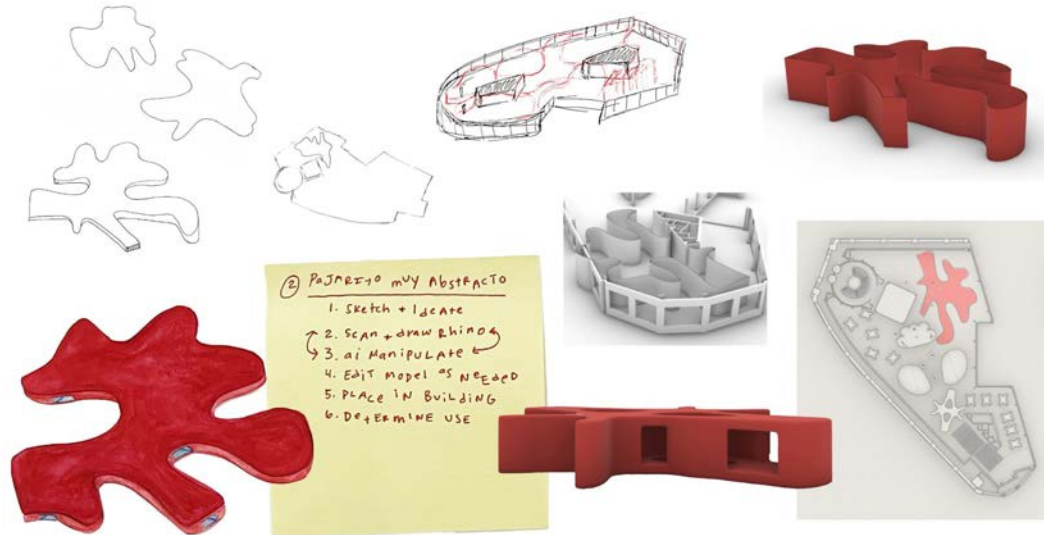
- Behind LED panels, apply a matte black (for contrast) or white (for projection) base coating.
- In non-digital areas (like the pod entrance and lounge), finish with plaster, acoustic felt, or paint depending on the tactile goal.

6. Audio Integration

- Install in-wall speakers or directional speaker units flush within the walls.
- Pre-route speaker cables during framing and use sound-isolating backing behind each unit.



The design process for FORMA was not linear; it was about exploration and understanding the essence of the hotel as a experience. Each phase of the journey revealed insights about how space and emotions interconnect, shaping the overall design philosophy.



② PAJARETO MY ABSTRACTO

1. SKETCH + IDEATE
2. SCAN + DRAW BEHIND
3. AI MANIPULATE
4. EDIT MODEL AS NEEDED
5. PLACE IN BUILDING
6. DETERMINE USE

Oh, the feelings you'll feel when you first step inside,
Where texture is language and color is sound.



This hotel's no hotel. It's a journey, a dream,
A place like no other, soft, strange... in between.



Patterns on patterns.
Galore in the air!

Textures on textures.
Soft, strange, and rare!

You'll feel with your feet, you'll see with your hands,
Each surface and shadow says something unseen.



As you walk, each room grows more wondrous and wild,
Some enormous in scale, some tiny and styled.



A nook here, a nook there, is all I can say,
A passage of textures might just guide the way.





FORMA

FORMA is not a hotel in the traditional sense. It is an immersive, multi-sensory world designed to shift perception, evoke awe, and awaken presence. By sculpting and painting each space into existence, it creates another world, room by room. Bringing surrealism into interiors, crafting places where texture becomes language and color becomes emotion.

Grounded in the principles of neuroaesthetics and the latest research on how sensory experiences shape the brain, FORMA is thoughtfully designed to elicit emotional and cognitive responses. Some spaces evoke awe and wonder, others foster deep calm and reflection, while many awaken creativity and curiosity. These environments engage the entire nervous system, inviting guests into new ways of seeing and feeling.

This is design as journey: spaces that hold up a mirror rather than dictate an emotion, asking visitors to slow down, notice, and discover what emerges within themselves. In a world that moves too fast, FORMA offers an intentional pause — a reminder that presence itself is transformative.

