

**BOUTIQUE HOTEL | RAPPER'S DELIGHT BY GENRE**

# **PROCESS BOOK**

# RAPPER'S DELIGHT BY GENRE

The mission of Genre Hotels is to explore the development and creation of the music that paved the way, in order to encourage to new generation of musicians that will walk it. Rapper's Delight focuses on the genre of Hip-Hop and the culture that led to it as well as pushed it into becoming one of the most popular contemporary styles of music today. Located in the heart of Hip-Hop's origin, New York City, Rapper's Delight boasts 5 stories with 150 rooms for a personalized experience and plenty of space. The open concept with steel and glass framing and rooftop bar invites the city into the hotel to create an interconnected stay within the genre. Facing the East River and Financial District, enjoy beautiful views of the city and amazing sunsets over the Statue of Liberty. The overall branding and interior design has a bright color scheme and graphic art that pays a simplistic homage to the funk and soul music that brought about Hip-Hop, as well as the key components to the sound, such as decorations reminiscent of its OG record labels. We've developed a handcrafted adventure that unites music makers and music lovers alike. We've split up music into four dimensions: Creation, Exploration, Collaboration, Exhibition. This allows for a unique stay for every guest, no matter where they are in their musical journey. Each suite type and amenity ties in with it's dimension; for example, under Collaboration, we encourage staying with your entourage in the EBR Double Suite and hitting up the in-house recording studios, Smash Records. Freedom to intermingle within the dimensions and carve your own path gives every guest the chance for a curated experience. Our other amenities including our extensive collection of music and equipment and spacious music venue, boost the development of your sound, or encourage relaxation with our rooftop bar and 24 hour room service. With a rolling lineup of musical performances from local and famous artists alike, the Beat Bop Bar's stage or the Get Up venue will always have something going on to be excited for. With humor and reverence, Rapper's Delight by Genre hotels celebrates the creativity and perspective of one of the most popular genres and reimagines it to guide every guest's passion for music. Here's to the beginning of your musical journey.



# 100 LOGO SKETCHES



# 3 FINAL DIGITAL LOGOS

Final Logo

RAPPER'S  
DELIGHT

RAPPER'S  
DELIGHT

RAPPER'S  
DELIGHT  
BY GENRE HOTELS

## EARLIER DIGITAL RENDITIONS AND COLOR COMPS

RAPPER'S  
DELIGHT

Rapper's  
genre Delight

RAPPER'S  
DELIGHT  
By GENRE HOTELS

RAPPER'S  
DELIGHT

RAPPER'S  
DELIGHT

RAPPER'S  
DELIGHT

RAPPER'S  
DELIGHT

RAPPER'S  
DELIGHT  
By GENRE

BY GENRE  
RAPPER'S  
DELIGHT

RAPPER'S  
DELIGHT

RAPPER'S  
DELIGHT

# INITIAL CONCEPTS

## Eco-friendly hotel

2/3rd of North Americans prefer to use more sustainable and eco-friendly brands. At this retreat, during your vacation learn simple ways to implement sustainable living in your daily lives while enjoying the beauty of Crater Lake, Oregon. This hotel maintains a commitment to use sustainable resources throughout its furniture, architecture, and design. No materials will be animal products, for example, leather will not be used. The onsite café will offer locally sourced Vegan and Vegetarian foods as well as options for other dietary restrictions such as being gluten-free. The design is a celebration of nature with bright patterns, shapes, and colors in a bohemian chic style.



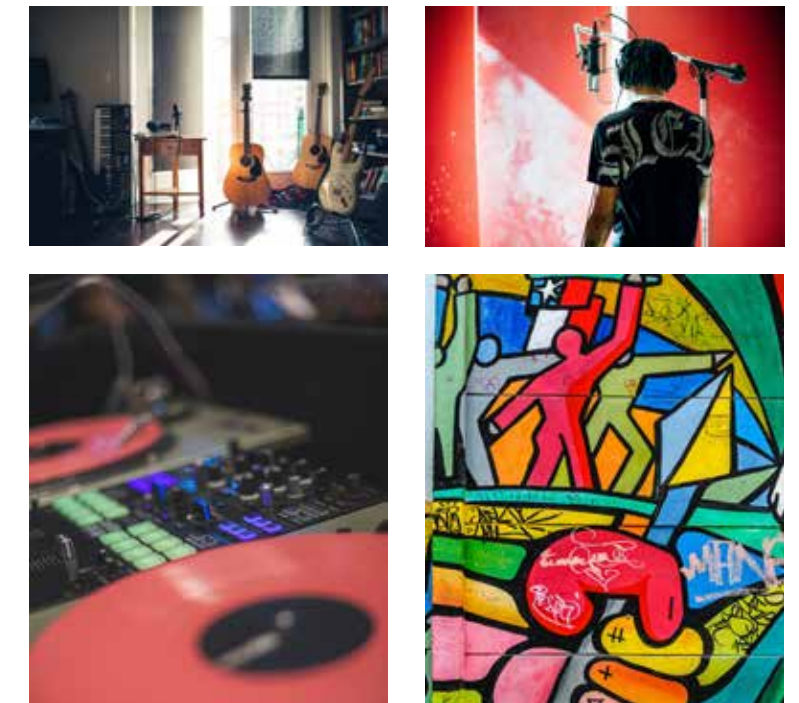
## Zen Experience

At this artist's retreat, calm and simple design with a focus on the serenity of the nature of Crater Lake will inspire and revitalize your creative energy. This hotel is an escape and unwinding from our stressful day to day lives. With simple designs and muted colors, the hotel encourages relaxation and an appreciation of the self. The motif is a dragonfly, representing self-realization and transformation. There will be an emphasis on health with a Zen Center that includes meditation rooms, a spa, and a massage parlor. There is also a gym open with a yoga instructor and room as well as a chiropractor.



## Rapper's Delight by Genre

This hotel is a branch of the Genre Hotels where each one represents a different genre of music and is located in a city prominent to that sound. Rapper's Delight is located in New York City and embodies the spirit and soul of Rap and Hip-Hop music. The main lobby will reflect the style of famous studios such as Aftermath and Death Row Records. Guests have the opportunity to use studio equipment and rooms to learn how it's made and create their own songs. Other events include musical performances by local and more famous artists in our music hall, and bold art with murals and sculptures reflecting the impact of Rap and Hip Hop on communities and the world of music. With humor and reverence, Rapper's Delight by Genre Hotels celebrates the creativity and perspective of one of the most popular genres of music.



# IDEATION

## Boutique Hotel concepts



- lights northern lights city lights laser
- referee cake baking ranch album
- Colorblind gem angel bed war
- music temperature spirit crown art - arthistory
- galaxy sword chemistry knowledge new outers
- Clue Competition time travel Cubism music
- army Norse mythology Vikings Zen numbers

- For: **artists**, **adventurers**, **triathletes**, **musicians**, **businessmen**, **celebrities**, **Foodies**, **architects**
- What: **Pop art**, **Cubism**, **music**, **Zen**, **Biggie**, **Lil Kim**

**Elevated**  
**Exclusivity**

**Personas**

**Present engaged**

**Elevated funky exclusive**

**Play with type styles, flowy elongated characters**  
**unexpected relaxation areas** (headphone chairs)  
**Other worldly, floating people**

**Type Personality**

**Flowy text** **Illustrative type**

**Negative Space**

**exaggerate characters**  
**- long looks**

**other worldly floaty people**

How does a genre define apply to hotel

How do we <sup>re-</sup>define a genre?  
Collaboration for a hotel

Focus on meaning don't be too specific

talk about **what is a genre**  
**where hip hop come from**

- |                        |                 |
|------------------------|-----------------|
| Chains                 | rain's speakers |
| <b>music notes</b>     | <b>Samplers</b> |
| Instruments - snare    | hi-hats         |
| mic                    | megaphone       |
| tattoo style lettering | radio           |
| boom box               | issues          |
| <b>records</b>         |                 |
| lightning bolt         |                 |
| turntable              |                 |
| beat pad               |                 |
| 809's                  |                 |
| Synthesizer            |                 |

**What is a genre?**

Expand concept outwards

**Merging of genres**

**History + Culture of music in NYC**

**How do we define a genre?**  
**(REDEFINE)**

- what makes up a genre?

HIP HOP, Funk, Rock

Split into sections (8 spreads)

1. Introduction  
- explanation of Concept  
- tell points location
- 2-3-4 Relaxation
- 4-5 Exploration
- 6-7 Collaboration
- 8-9 EXHIBITION
- 10 - wrap up?

**DIMENSIONS of genre music**

- Collaboration
- 2 room queen suite
  - studio 1 recording booth
  - seating area
  - recording EBR
  - rapping began MC

CREATION Queen Bee

- writing / enjoying
- single room with sitting area
- Bar pool Beat Box Bar
- research, history regional styles funk, soul, Jamaican rhythms

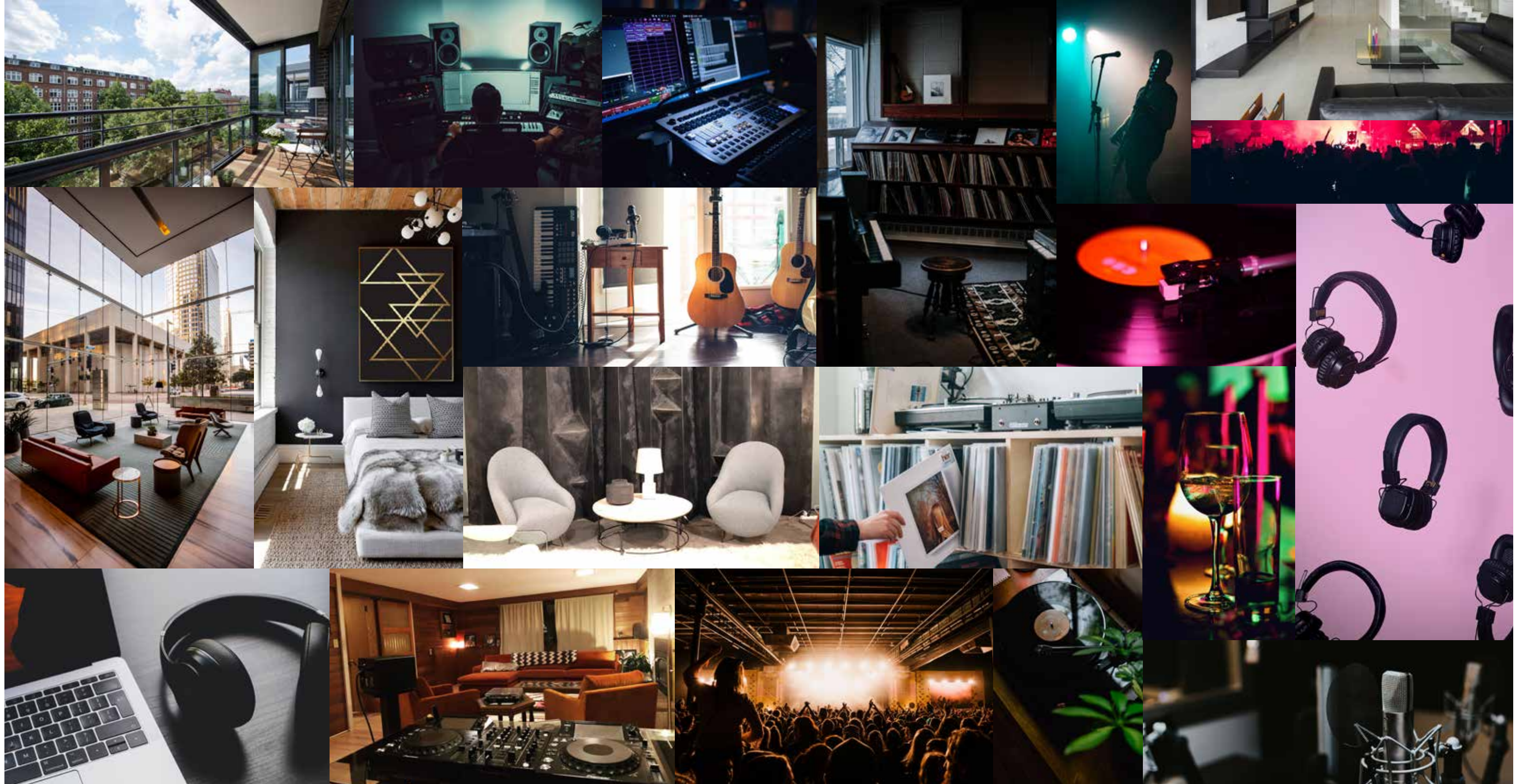
- Exploration
- Sampling, studio vinyls
  - Balcony suite vinyls
  - Sampling
  - drum machines
  - jazz, funk, soul, disco

Launching Exhibition PRESENTATION

- Music Hall
- King. (RANDOMIZER SUITE)
- PRESIDENTIAL SUITE largest
- break
- dancing
- scratching
- MC

- Contents
- Concept explanation
  - about us
  - vision
  - mission
  - values
  - events
  - amenities <sup>electron equipment</sup>
    - o studio (4 studios)
    - o cafe
    - o music hall
    - o retail
    - o bold art
    - o pool (rooftop)
    - o bar
  - Rooms
    - o perfect prominent artists??
    - o PREMIUM KING
    - o Balcony
    - o loft

# MOOD BOARD

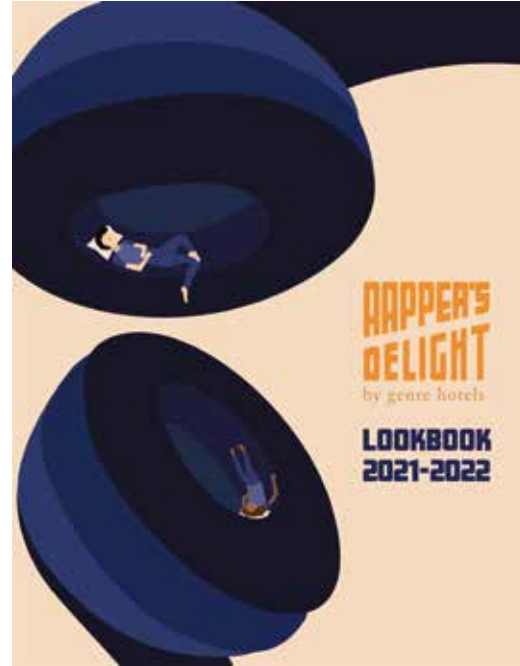


# INITIAL COVERS

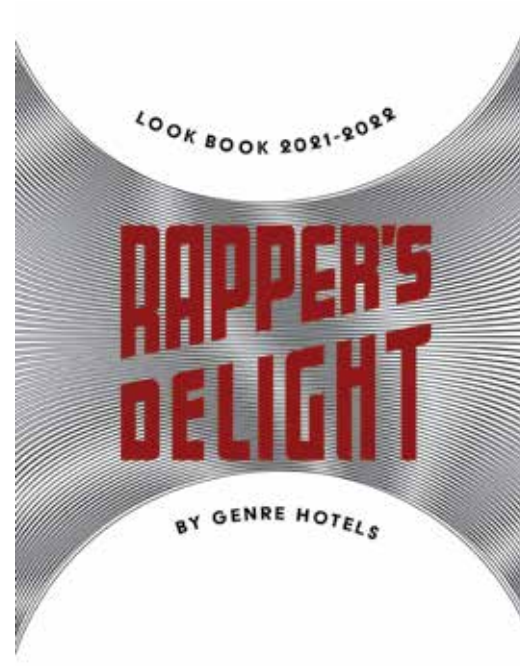
v1



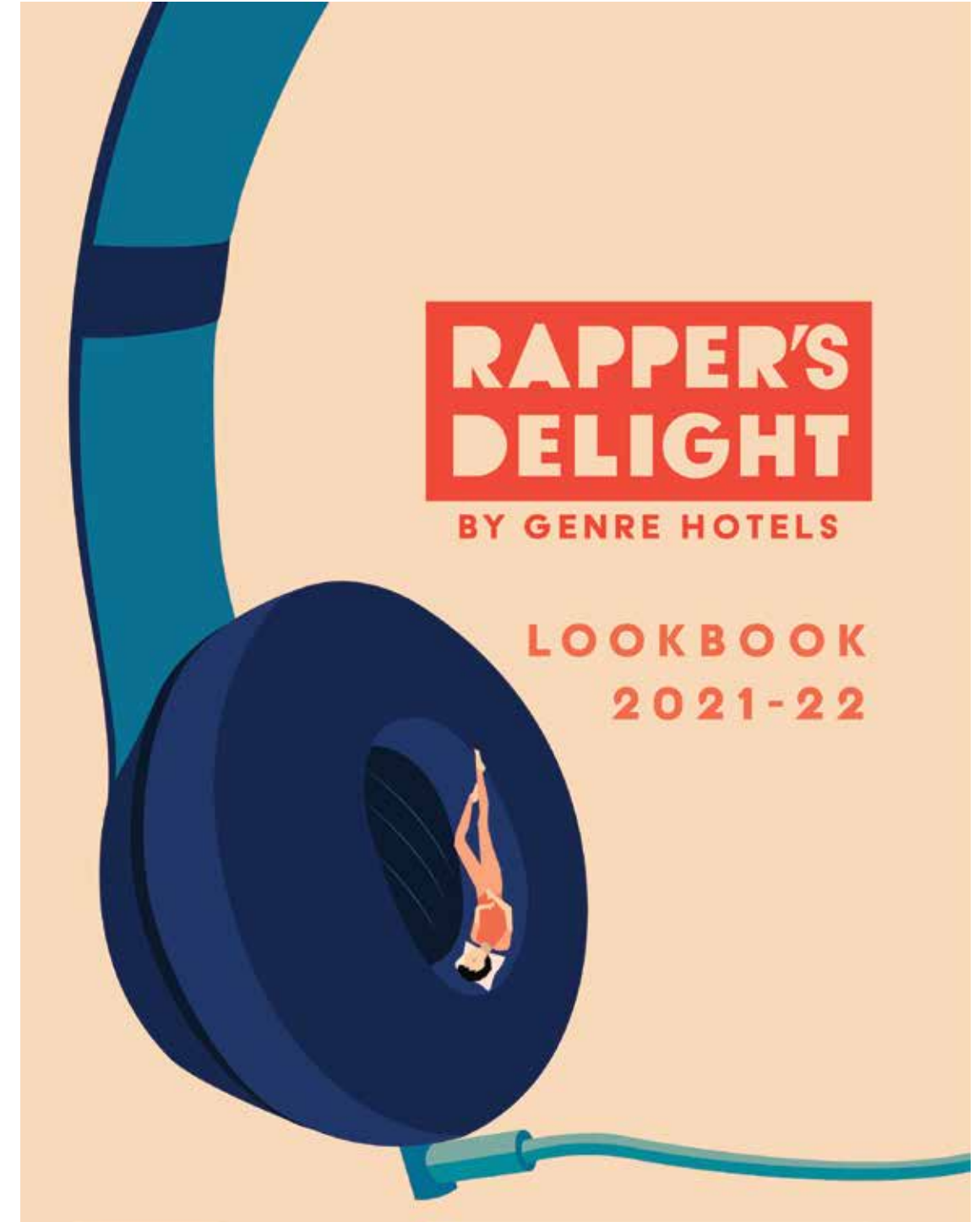
v2



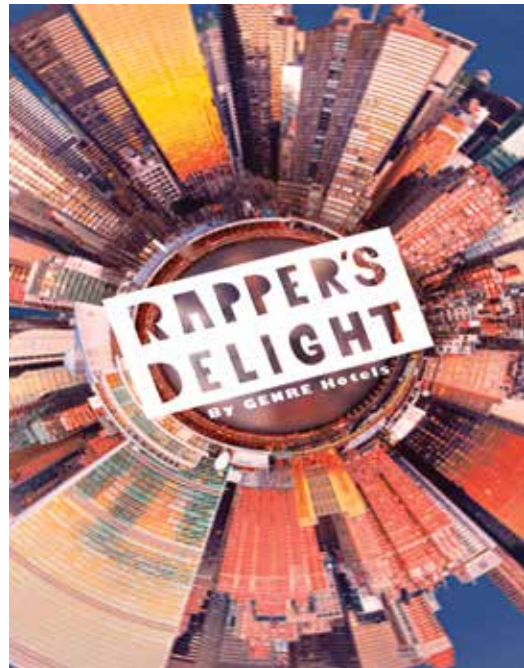
v3



v7 Final Version



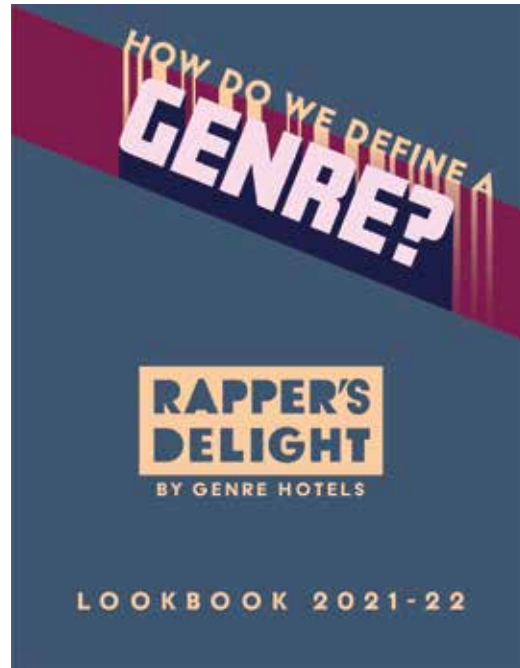
v4



v5



v6





# FIRST SPREAD

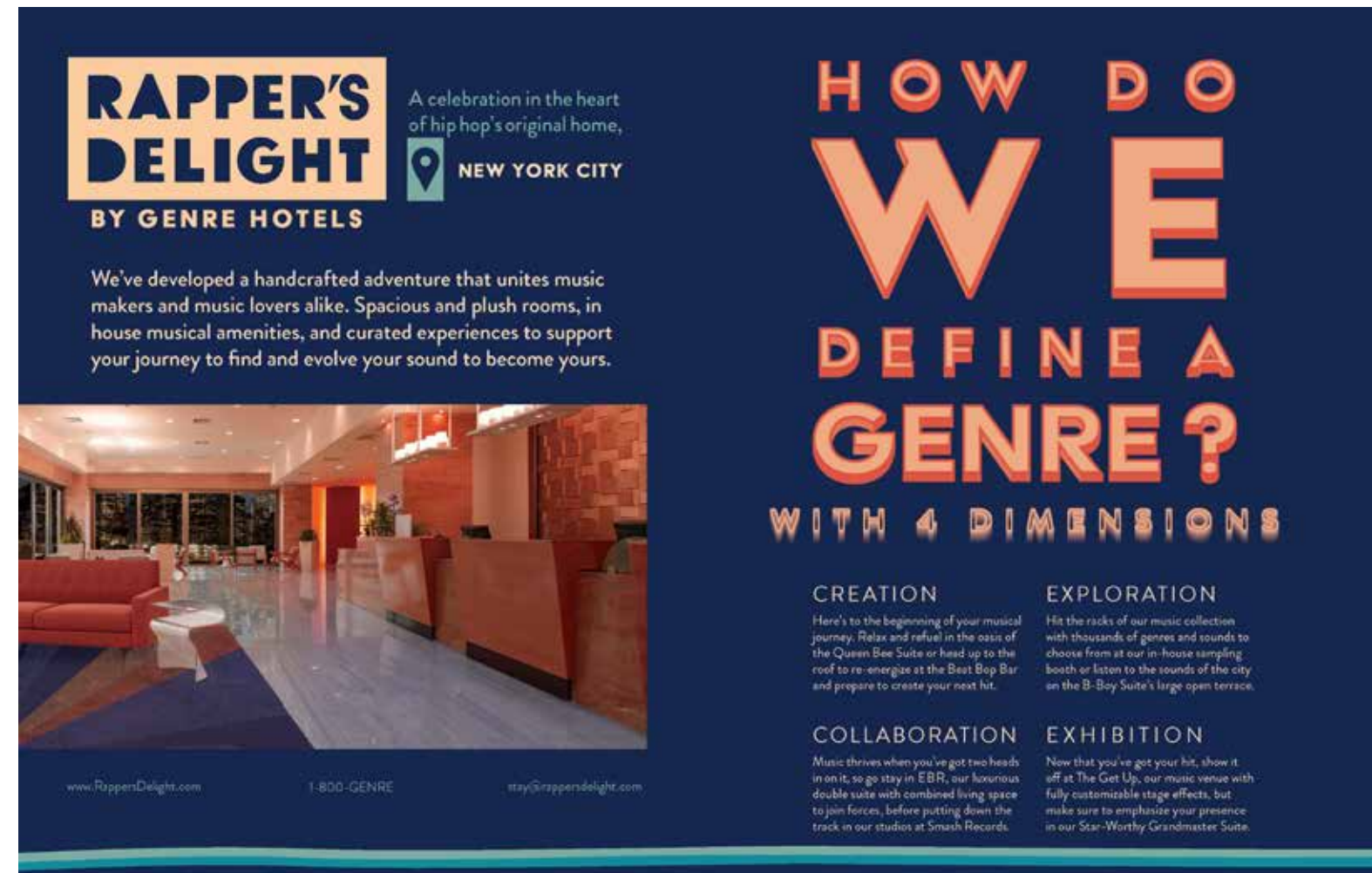
v2



v3



v5 Final Version



# SECOND SPREAD

v3



v5



v4



v6 Final Version



# THIRD SPREAD

v3



v5



v4



v6 Final Version



# FIRST SPREAD DISSECTED

Main points are Acier BAT

**RAPPER'S DELIGHT**  
BY GENRE HOTELS

A celebration in the heart of hip hop's original home,  
NEW YORK CITY

We've developed a handcrafted adventure that unites music makers and music lovers alike. Spacious and plush rooms, in house musical amenities, and curated experiences to support your journey to find and evolve your sound to become yours.

**HOW DO WE DEFINE A GENRE?**  
**WITH 4 DIMENSIONS**

**CREATION**  
Here's to the beginning of your musical journey. Relax and refuel in the oasis of the Queen Bee Suite or head up to the roof to re-energize at the Beat Bop Bar and prepare to create your next hit.

**EXPLORATION**  
Hit the racks of our music collection with thousands of genres and sounds to choose from at our in-house sampling booth or listen to the sounds of the city on the B-Boy Suite's large open terrace.

**COLLABORATION**  
Music thrives when you've got two heads in on it, so go stay in EBR, our luxurious double suite with combined living space to join forces, before putting down the track in our studios at Smash Records.

**EXHIBITION**  
Now that you've got your hit, show it off at The Get Up, our music venue with fully customizable stage effects, but make sure to emphasize your presence in our Star-Worthy Grandmaster Suite.

www.RappersDelight.com | 1-800-GENRE | stay@rappersdelight.com

Large copy is Brandon Grotosque Medium 16 pt

Main headlines are Acier BAT  
Front Extrude 20 degrees 20 pt depth

Smaller headlines are Acier BAT  
Front Extrude 20 degrees 20 pt depth  
Outline with gradient

Body headlines are Brandon Grotosque Medium, 16 pt

Body copy is Brandon Grotosque Regular 10 pt

# PRODUCTS

In-room product: Hand Sanitizer v1



In-room product: Hand Sanitizer v2



In-room product: Shampoo & Conditioner v1



In-room product: Shampoo & Conditioner v2



In-room product: Tote Bag v1



In-room product: Tote Bag v2



In-room product: Guitar Picks v1



In-room product: Guitar Picks and Holder v2



# PRODUCTS

Door Hangers v1



Door Hangers v2



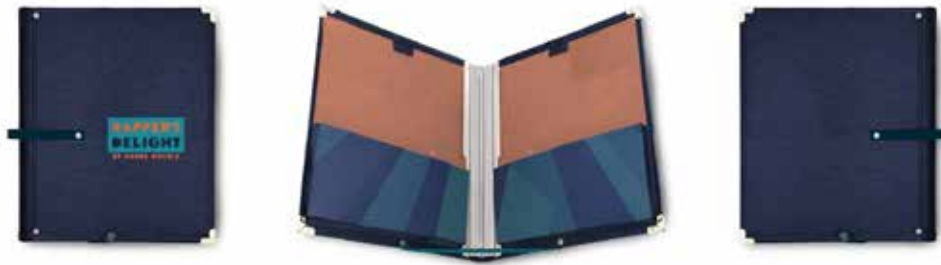
Key Card and Holder v1



Key Card and Holder v2



Folder v1



Folder v2



In-room product: Soap v1



In-room product: Soap and Bandana Wrap v2



Memo Pad v1



Memo Pad v2

