

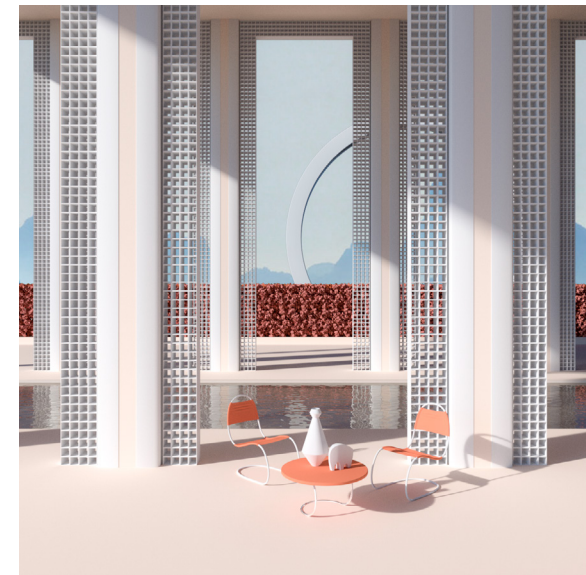
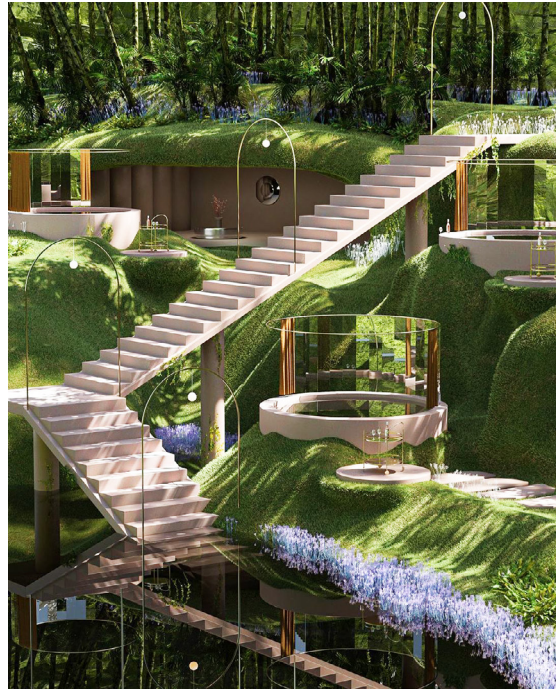
THE
phantom
DREAMSCAPE

THE PHANTOM: BOUTIQUE HOTEL

BRANDING | PACKAGING | LOOKBOOK | WEBSITE



HANNAH PIROZZOLO
GRAPHIC + PACKAGE DESIGNER



THE PHANTOM HOTEL

A FIGMENT OF YOUR IMAGINATION

Art is what give humans the chance to use their imagination. Our imagination can often be heightened in our dreams, which fascinated many well-known surrealist artists. They were often interested in Sigmund Freud's ideas about dreaming and the subconscious. This dreamscape boutique hotel creates an exclusive experience by combining surreal architecture and interiors with dream-like elements to encourage you to listen to your dreams and discover something new. The Phantom's mission is to help the guests experiment with the ways in which our dream world informs everyday experience and creative practice. We invite creatives and anyone who needs a little inspiration in life, to stay at The Phantom, where your dreams and imagination come to life again. This hotel is like no other- the guests are surrounded by a dream-like, out-of-this-world, unique space that creates an inspirational and eye-opening stay. The dreamscape is located on Santa Rosa Island, off the coast of California and consists of private dispersed rooms overlooking the beautiful water. The rooms put your mind at ease, while surrounding you with unique and unexpected interior elements. Your stay at The Phantom will put you in an imaginative trance to help you explore the depths of your creative mind.

ONE

Pop Artists

This Boutique Hotel would feature the most famous pop/ contemporary artists in each hotel room, while also carrying the theme throughout the common areas of the hotel. The rooms could actually mimic scenes from paintings, such as a window looking just like the one from Matisse's famous The Open Window. The artist would consist of Keith Haring, Andy Warhol, Frank Stella, Jeff Koons, Roy Lichtenstien, David Hockney, Takashi Murakami, Tom Wesselman, and much more. The use of popular art will help form the idea that learning about art is learning about yourself. The hotel would be an experience to look inward and see life reflected in art. The promotional and in room items would take inspiration from these contemporary artists, while being cohesive in order to match the hotel's many colors and influences.

TWO

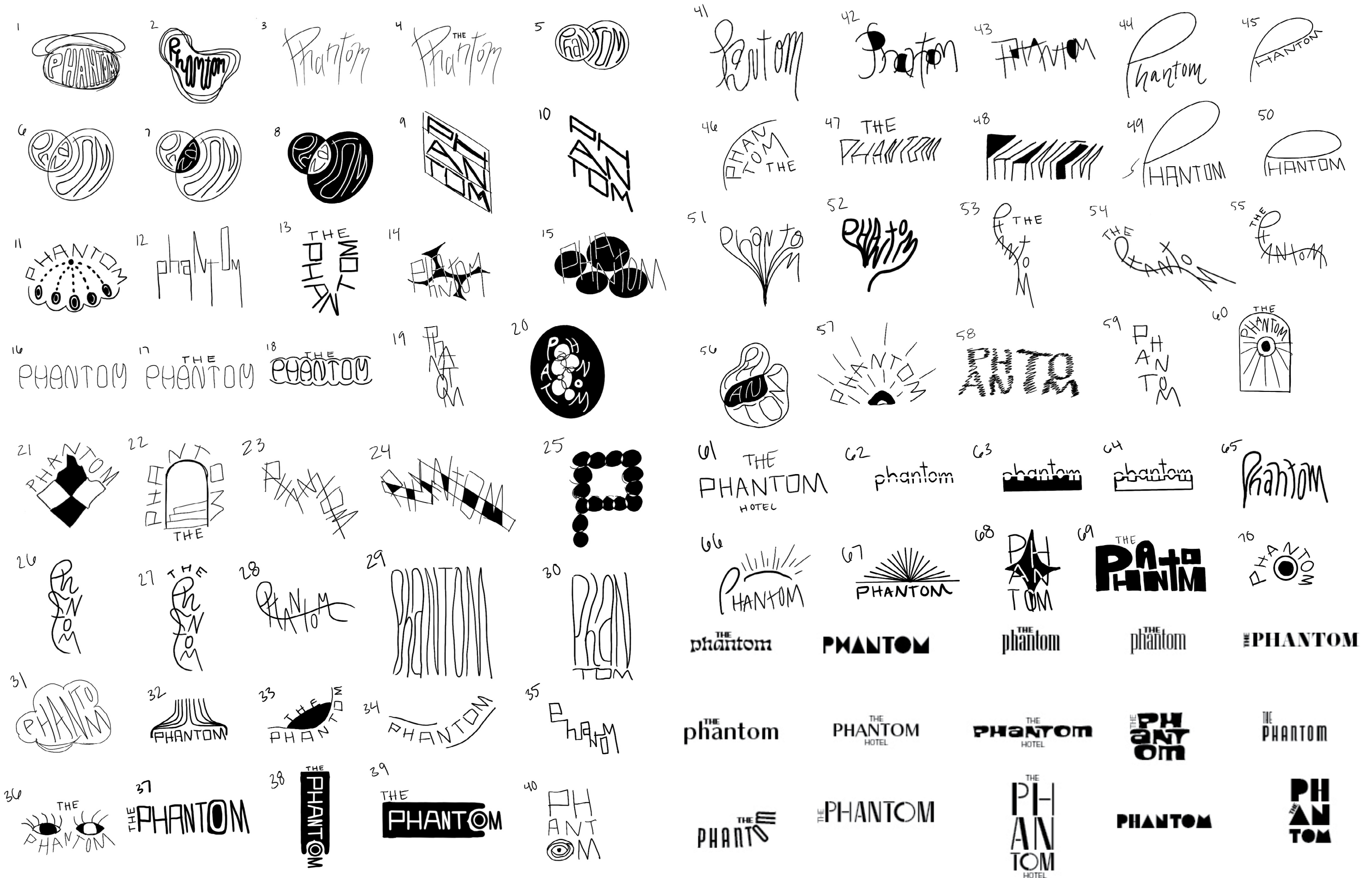
Color Theories

Embrace your inner playful child in a boutique hotel that is filled with color and large interactive installations! This concept creates a very meaningful experience and transports you to another world to get lost in yourself and color. This is inspired by the Color Factory, which started in LA and consists of rooms that focus on different colors and artists, with large interactive pieces. Color has a huge effect on our moods and this hotel would creatively include color theory ideas throughout all the rooms. The overall design style for the deliverables would be bold and artistic, and of course play with lots of color in combination with unique type.

THREE

Sweet Dreams

We all dream. Sometimes they are beautiful, happy dreams, and sometimes they are terrible, frightening nightmares. In some circumstances, dreams give us wonderful ideas and help our imagination. This boutique hotel brings to light the importance of imagination and dreaming big. It's inspired by a company that took kids drawings of their dream rooms and brought them to life. With kids' big imagination and fearless child-like attitude, some of the most dream-like, space-transforming designs can come from them. This is a perfect hotel for a unique experience and to get out of your usual space for a fresh environment. The overall design for the deliverables would be simple yet include very interesting typefaces and bold but muted colors.

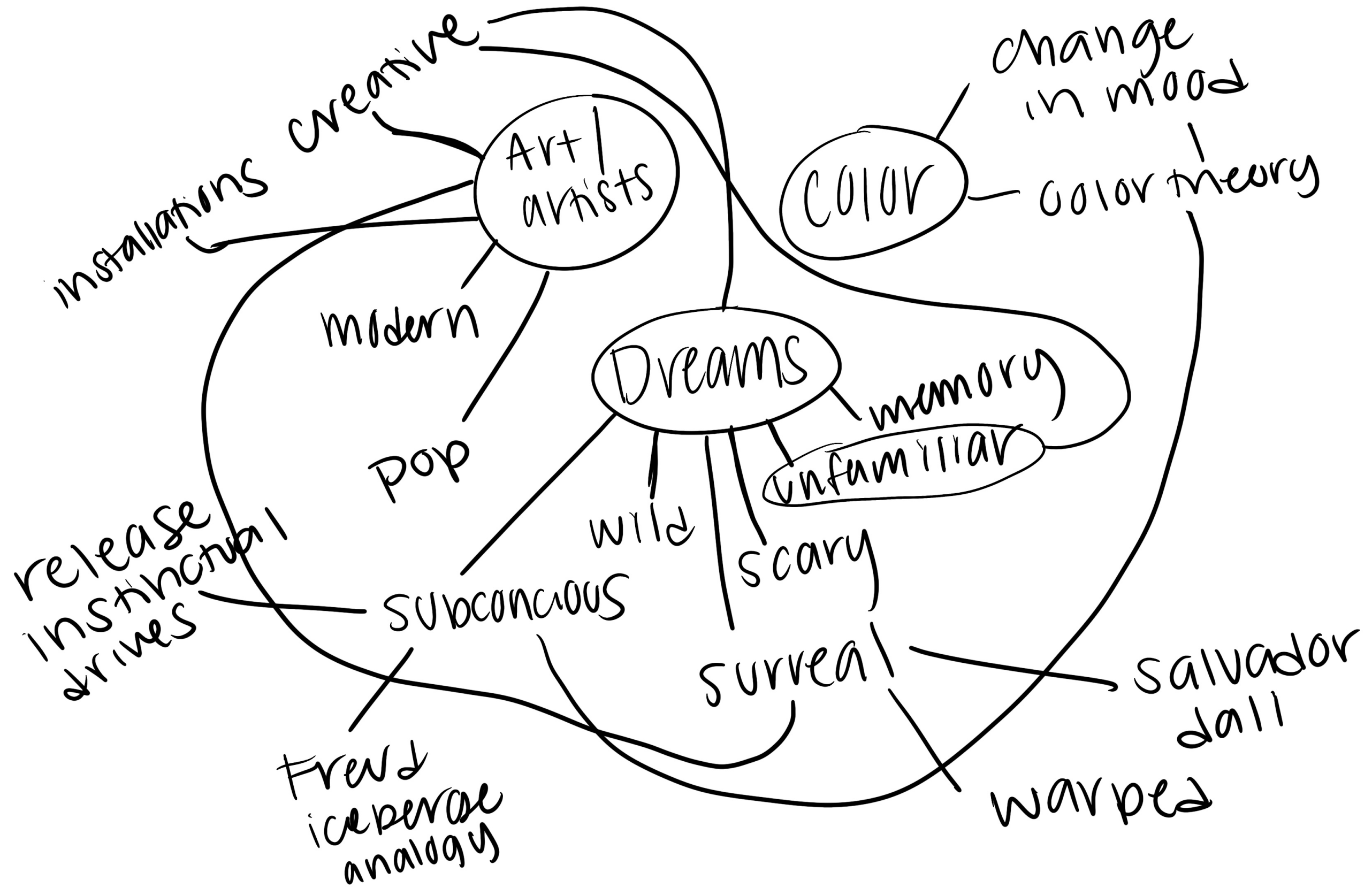


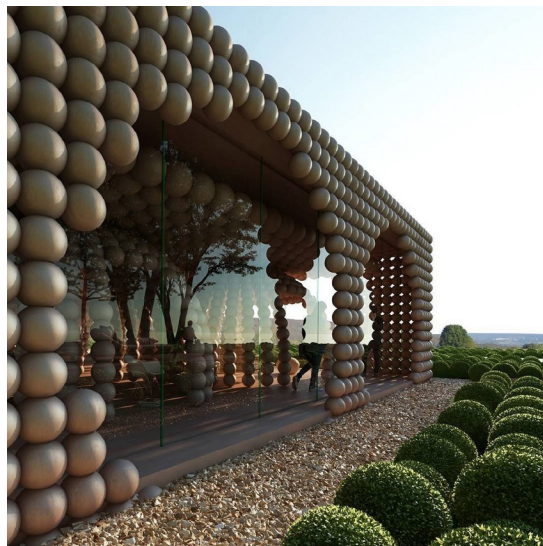
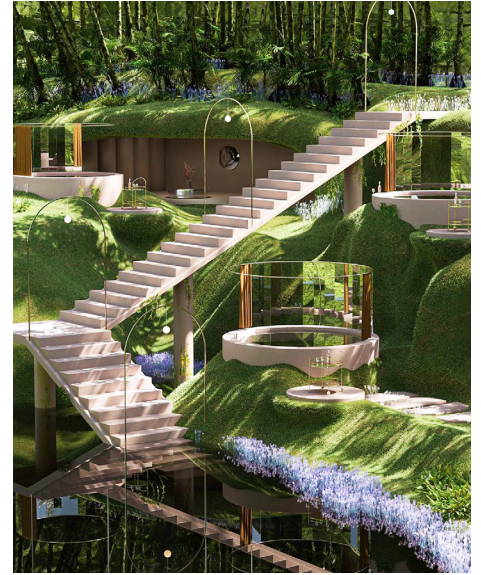
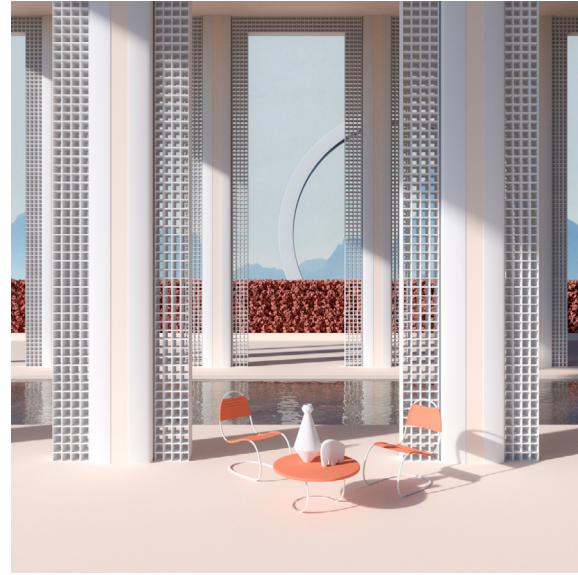
PHANTOM



THE
phantom

THE
phantom
DREAMSCAPE







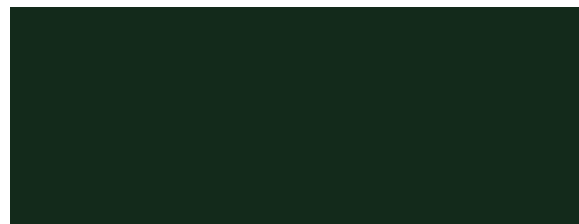
#8f4129



#b86734



#bba97b



#202e20



#c2cbc8

Niagara Regular

Fulgent Regular

Condor Wide Light

Condor Light



WELCOME
TO THE
INSPIRATION
FRY-
GROUND

UNLEASH YOUR MIND



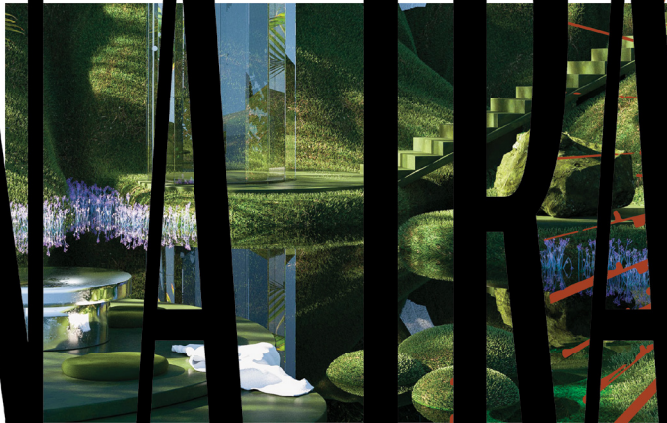
WELCOME
TO THE
INSPIRATION
PLAYGROUND

At The Phantom Dreamscape, we aspire to inspire by using theories and ideas of surrealist artists and philosophers, to create the most dream-like, out of this world boutique hotel. Our accommodations attract many creatives looking for inspiration, as your stay here will urge you to reach into your unconscious mind and discover something new and personal.

THE
phantom
DREAMSCAPE

OUR GREENROOM
WILL PUT YOU

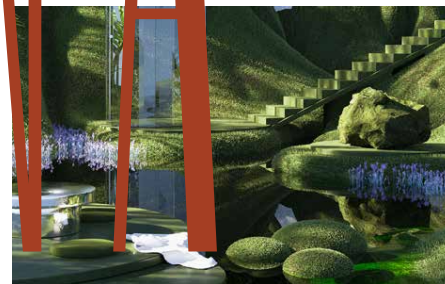
IMMEDIATE



OUR GREENROOM
WILL PUT YOU

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat,

IMMEDIATE

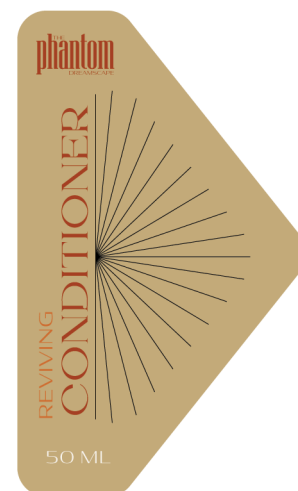
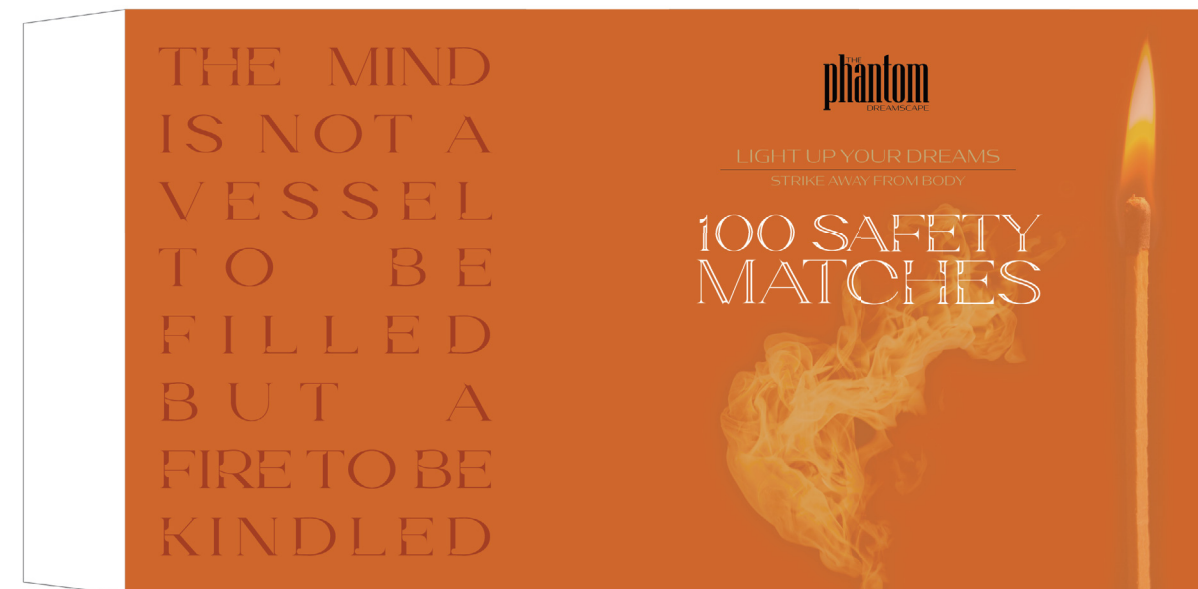


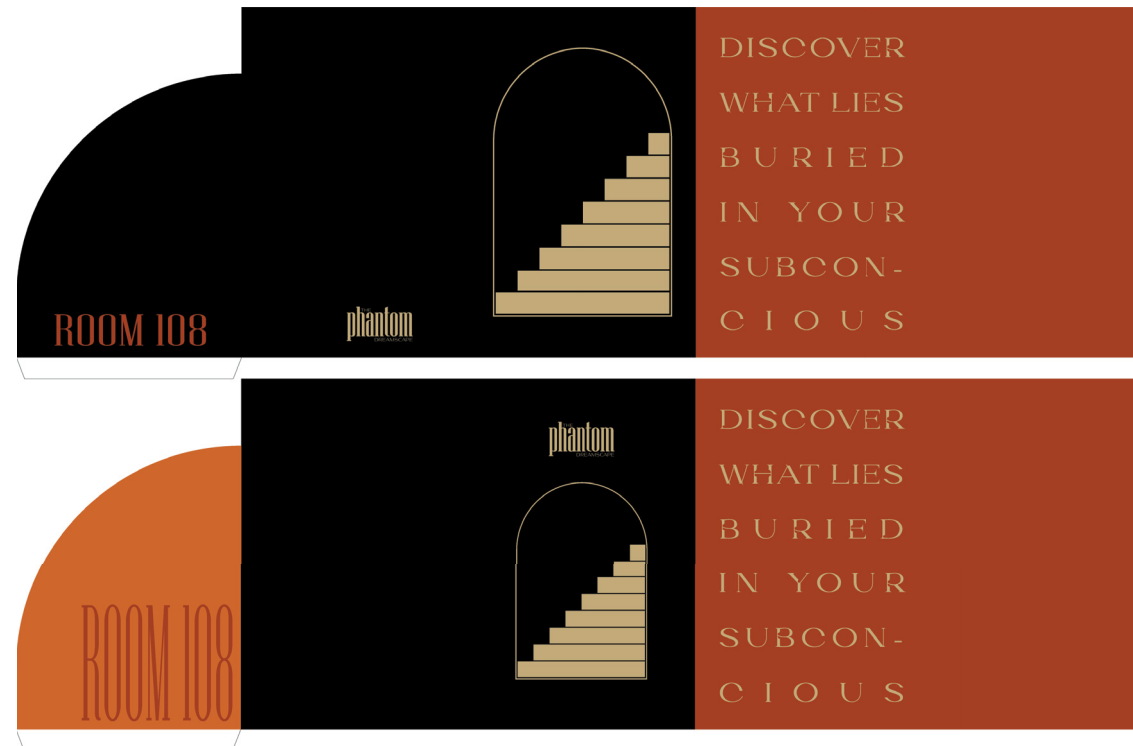
IMMEDIATE

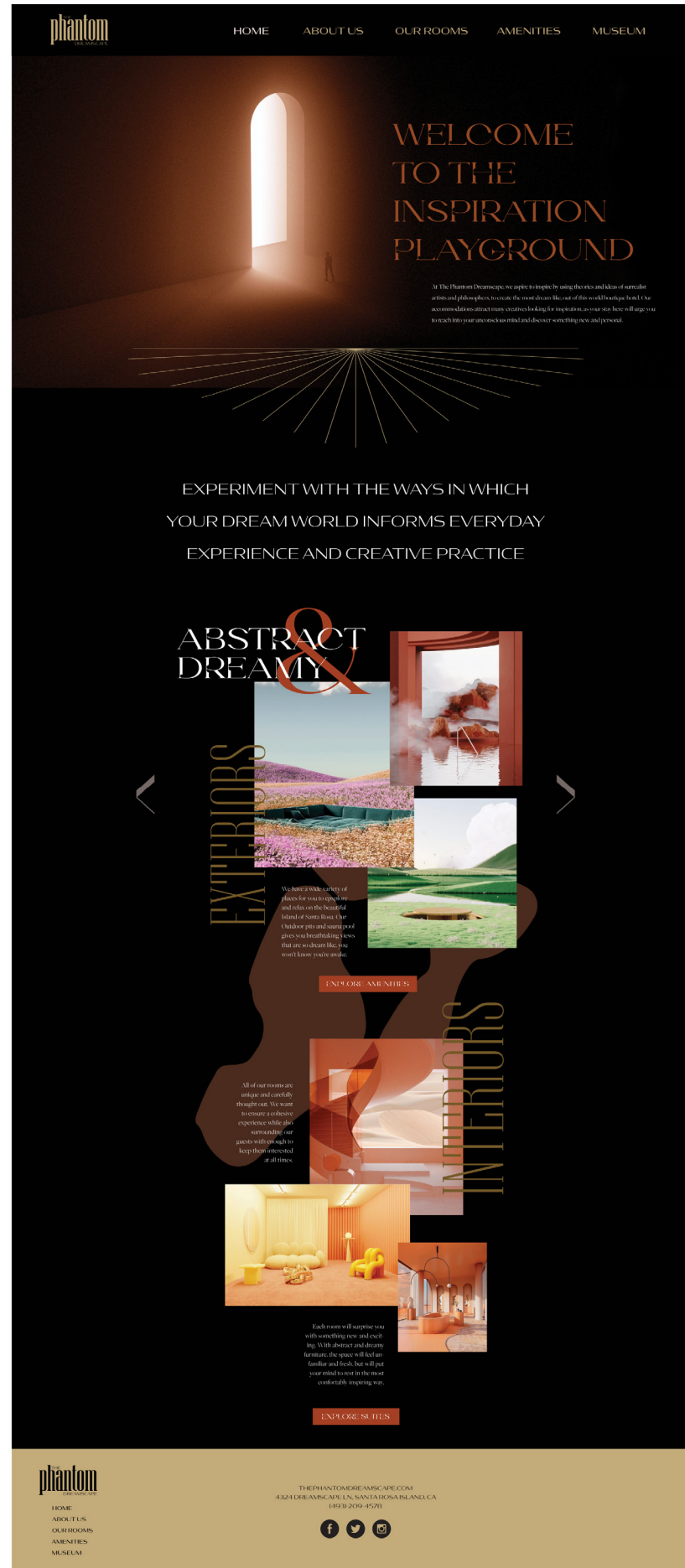
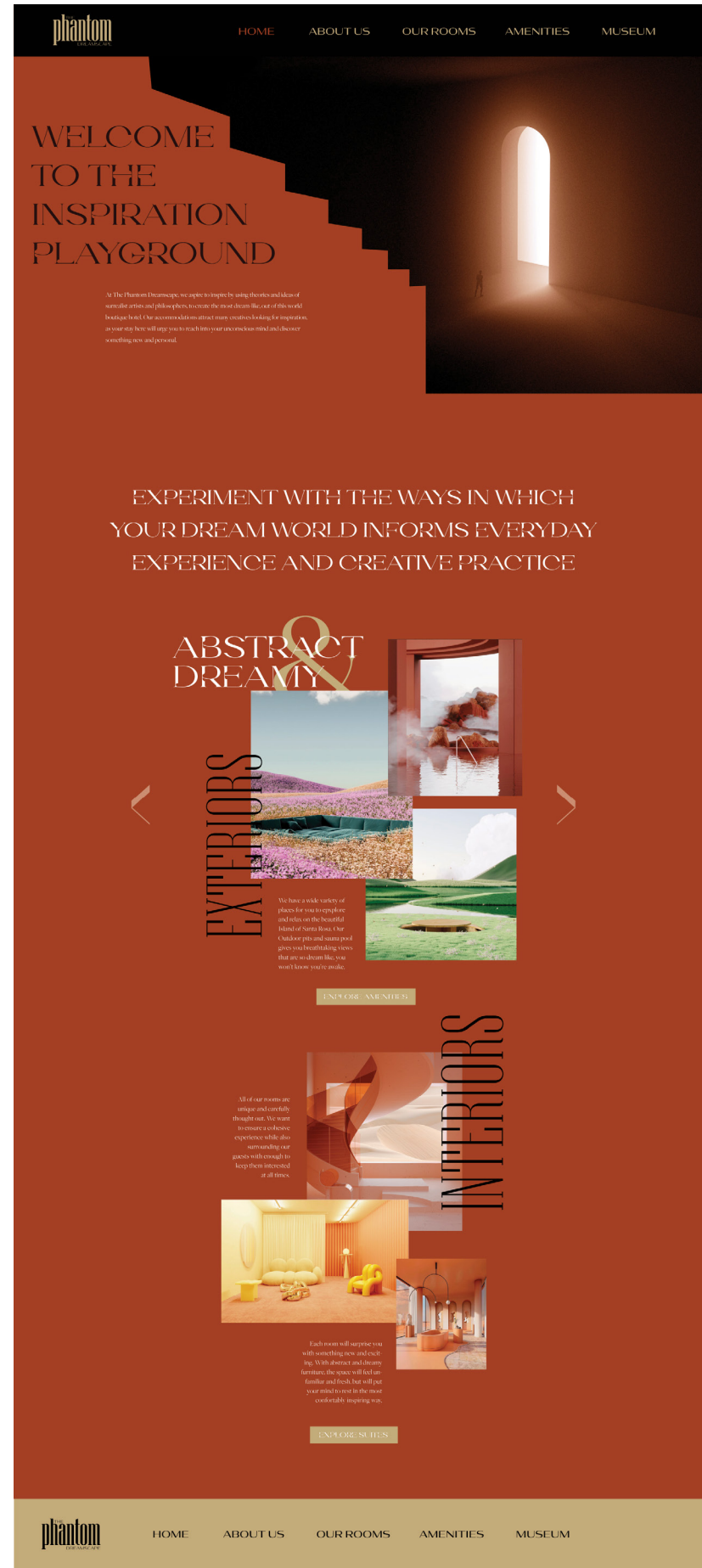
GREENROOM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam hsdkac hslkd djks









ROOM SERVICE

DAY DREAMERS 7 AM - 2 PM

BREAKFAST SANDWICH

One egg and cheese with your choice of sausage, bacon, or ham on a croissant, toast, or bagel.

\$7

THE STARTUP

Your choice of two eggs cook your way with bacon or sausage, and white or multigrain toast.

\$6

CALIFORNIA TOAST

A traditional west coast favorite: your choice of white or multigrain toast, topped with fresh avocados, tomatoes, and cheese. Add an egg for \$1.00.

\$8

EXECUTIVE

Choose your toast loaded with our avocado spread, spinach, egg, tomato, cheese, and honey sracha sauce.

\$8

DAYDREAMER

Our breakfast salad loaded with mixed greens, avocado, onion, feta, topped with two eggs and our spicy vinaigrette.

\$9

DRINKS

LATTE \$3	COLD BREW \$5	SODA \$3	ICED TEA \$3
COFFEE \$4	CAPPUCCINO \$4	Coke, Diet Coke, Dr. Pepper, Root Beer, Lemonade	HOT CHOCOLATE \$4
ICED LATTE \$4	AMERICANO \$3	HOT TEA \$4	
mocha, vanilla, caramel, & hazelnut flavors available		black, chai, green	

NIGHT OWLS 12 PM - 8 PM

BOWLS

Fresh and healthy nutrient rich bowls packed with your choice of chicken, steak, beef, tofu, shrimp, or veggies.

\$8

TERIYAKI

edamame, veggies, peppers & onions, teriyaki

\$8

KOREAN BBQ

peppers & onions, veggies, bulgogi sauce

\$9

BUDDHA

chickpeas, sweet potatoes, spinach, edamame, peanut sauce

\$8

GREEN POWER

spinach, chickpeas, avocado, veggie mix, edamame, zucchini, lemon vinaigrette

\$9

CANTINA

pico, avocado, cilantro, corn, creamy chipotle sauce

\$9

HAWAIIAN

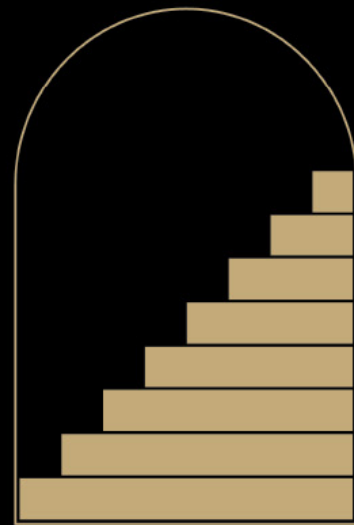
mixed greens, pineapple pico, peppers & onions, avocado, honey sracha

\$9

MEDITERANEAN

greek salad, chickpeas, olives, artichoke, tzatziki

\$9



THE
phantom
CAFE



DAY DREAMERS 7 AM - 2 PM

BREAKFAST SANDWICH

One egg and cheese with your choice of sausage, bacon, or ham on a croissant, toast, or bagel.

\$6

THE STARTUP

Your choice of two eggs cook your way with bacon or sausage, and white or multigrain toast.

\$7

CALIFORNIA TOAST

A traditional west coast favorite: your choice of white or multigrain toast, topped with fresh avocados, tomatoes, and cheese. Add an egg for \$1.00.

\$6

EXECUTIVE

Choose your toast loaded with our avocado spread, spinach, egg, tomato, cheese, and honey sracha sauce.

\$8

DAYDREAMER

Our breakfast salad loaded with mixed greens, avocado, onion, feta, topped with two eggs and our spicy vinaigrette.

\$8

POWER BOWLS

Our original blended smoothie bowl with yogurt or acai base loaded with fresh fruit and toppings

\$9

BERRY GODDESS

mixed berries, granola, chia seeds

PEACH POWER

fresh peaches, granola, almonds

BANANA & HONEY

bananas, granola, almond butter

TROPICAL BLISS

kiwi, blueberries, bananas, granola

BAGEL

Choose a plain or asiago cheese bagel and add cream cheese for .50¢

\$3

FRUIT & YOGURT PARFAIT

vanilla greek yogurt, strawberries, and blackberries

\$3



NIGHT OWLS 12 PM - 8 PM

SANDWICHES

Our signature deli-style sandwich with your choice of white bread, multigrain, ciabatta or croissant. Toppings include lettuce and tomato.

\$7

TURKEY OR HAM

CHICKEN SALAD

TUNA MELT

BLT

GRILLED CHEESE

BUFFALO CHICKEN

BOWLS

Fresh & healthy nutrient bowls with your choice of chicken, steak, beef, tofu, shrimp, or veggies.

TERIYAKI

edamame, veggies, peppers & onions, teriyaki

\$8

KOREAN BBQ

peppers & onions, veggies, bulgogi sauce

\$9

BUDDHA

chickpeas, sweet potatoes, spinach, edamame, peanut sauce

\$8

GREEN POWER

spinach, chickpeas, avocado, veggie mix, edamame, zucchini, lemon vinaigrette

\$9

CANTINA

pico, avocado, cilantro, creamy chipotle sauce

\$9

HAWAIIAN

mixed greens, pineapple pico, peppers & onions, avocado, honey sracha

\$9

MEDITERANEAN

greek salad, chickpeas, olives, artichoke, tzatziki

\$9

SALADS

HOUSE SALAD

spring mix, tomatoes, onions, carrots, cheese

\$7

SOUTHWEST

house salad w/ chicken, avocado, pico, corn

\$9

STRAWBERRY

spinach w/ chicken, strawberries, feta, granola

\$9

SOUP

\$5

THE
phantom
CAFE

