

The Scholar Residence

Kayla Anderson | GRDS 358 | Process Book

3 Concepts

Sensory

This hotel experience would be centered around the 5 senses. Smell, touch, hearing, eyesight, and taste would be kept in mind in order to create multi-sensory experience. The senses would be engaged through all throughout a guest's stay through activities and the hotel's ambiance. For instance, guests would be able to stay in scented rooms and have various lighting experiences. Textured walls and furniture would physically engage guests.

Music

This hotel's experience would be solely centered around instruments and various music genres. When booking a stay, guests can choose a package based on the genre they'd like to experience. For instance, if they chose a Reggae package their room and overall experience would be centered around that type of music. Each floor of the hotel would be focused on a different instrument/genre of music so guests are free to explore other types of music outside of their chosen genre.

Scholar

The Scholar hotel would provide rooms and suites for college students at an affordable rate. Many students find dorming on campus unappealing but would still like to have a sense of freedom and be around other students. Students would have access to multiple accommodations including a gym, café and restaurant, libraries, study rooms, and Wi-Fi. Students wouldn't have a limit on their stays, they could decide to check in for a week or even two semesters.

Chosen Concept

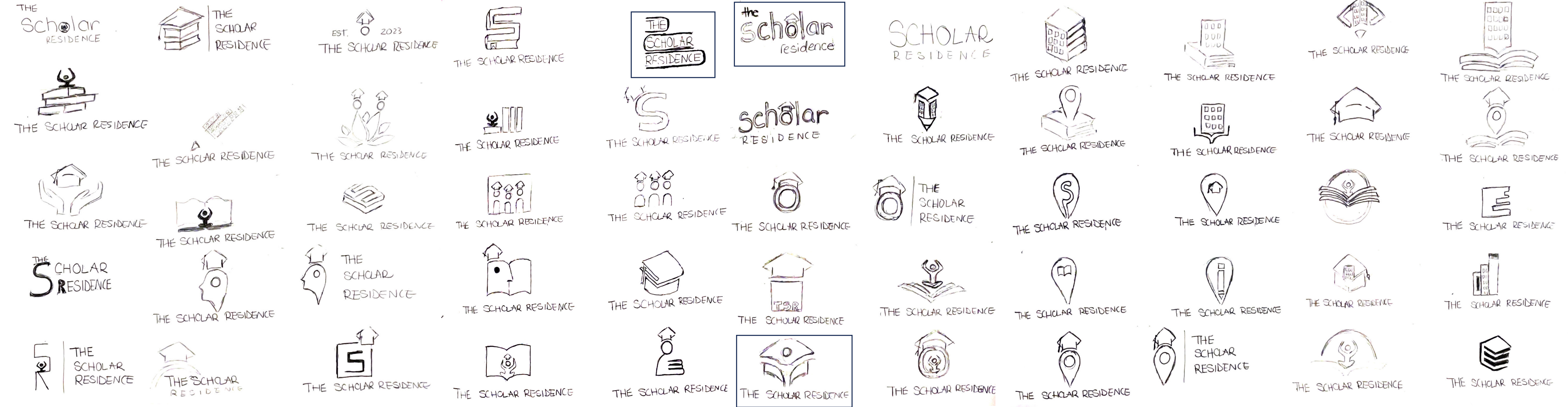
The Scholar Residence

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Moodboard



Logo Ideation



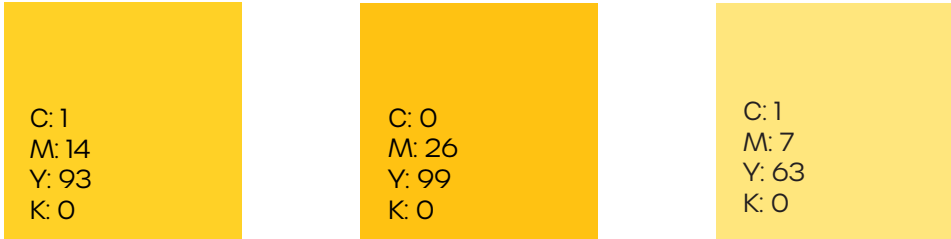
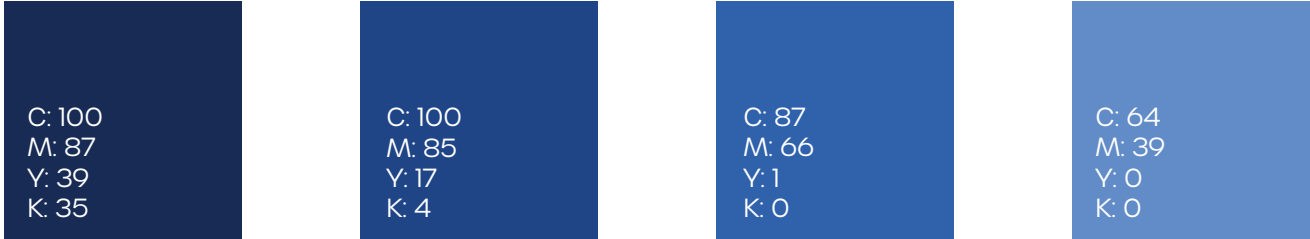
Logo Ideation



Final Logo + Variation



Color Palette



Typography

THE SCHOLAR RESIDENCE

Logo Urbane Medium

WE'LL TAKE CARE OF YOUR SCHOLAR

Headers Gill Sans Regular

The Scholar Residence is a boutique hotel for students

Body Text Azo Sans Light

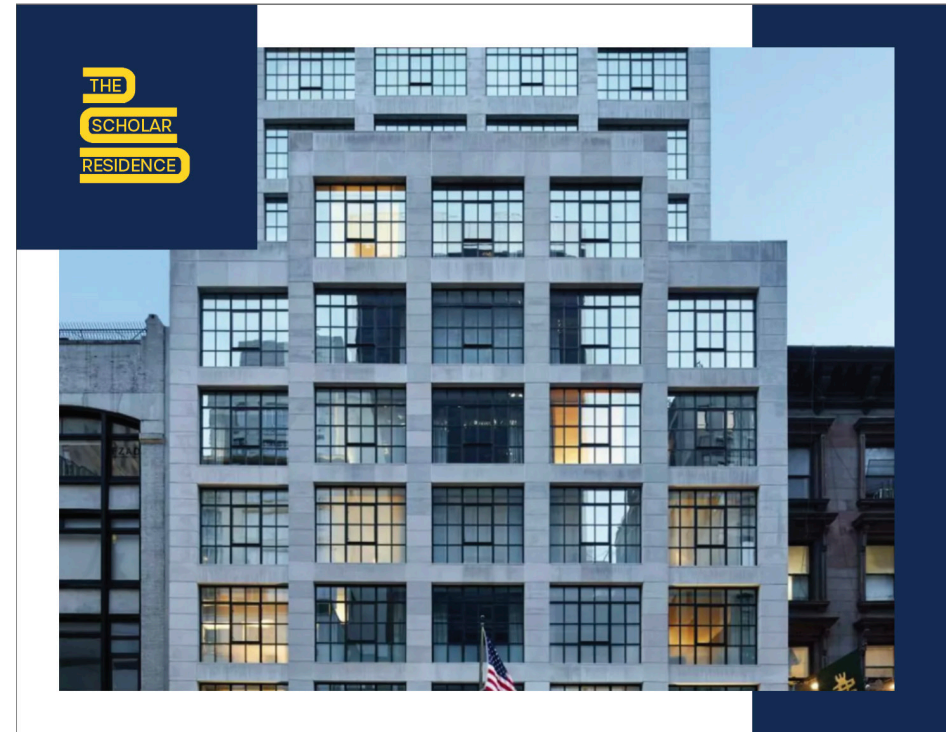
Cover Iterations



Chosen Cover



Initial



Revised

Spread One



Spread Two

ABOUT US

Modern student living located in Manhattan's Lower East Side. Our fully furnished one, two, and three bedroom floor plans are complete with luxury finishes all around.

The apartments feature keyless entry, granite countertops, private lock on bedrooms, walk-in closets, in-unit washer & dryer, and plenty more! Our pet-friendly community has everything you need to love where you live! The Blake features a fenced-in pet park, resort-style pool with clubhouse, fitness center, relaxation deck with grills, art studio with coffee bar, rooftop terrace, secured garage parking, and cycle center with bike storage. Our pet-friendly community has everything you need to love where you live! The Blake features a fenced-in pet park, resort-style pool with clubhouse, fitness center, relaxation deck with grills, art studio with coffee bar, rooftop terrace, secured garage parking, and cycle center with bike storage.



WELCOME

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esuliquam

Version 1

ABOUT US

The Scholar Residence is New York City's solution to modern student living. Located in Manhattan's Lower East Side, our fully furnished one and two bedroom floor plans are complete with luxury finishes all around.

The Scholar Residence features a fitness center, an aromatherapy room, and restaurant with juice bar, study rooms, secured garage parking, and a library. The apartments feature keyless entry, granite countertops, private lock on bedrooms, walk-in closets, in-unit washer & dryer, and plenty more!

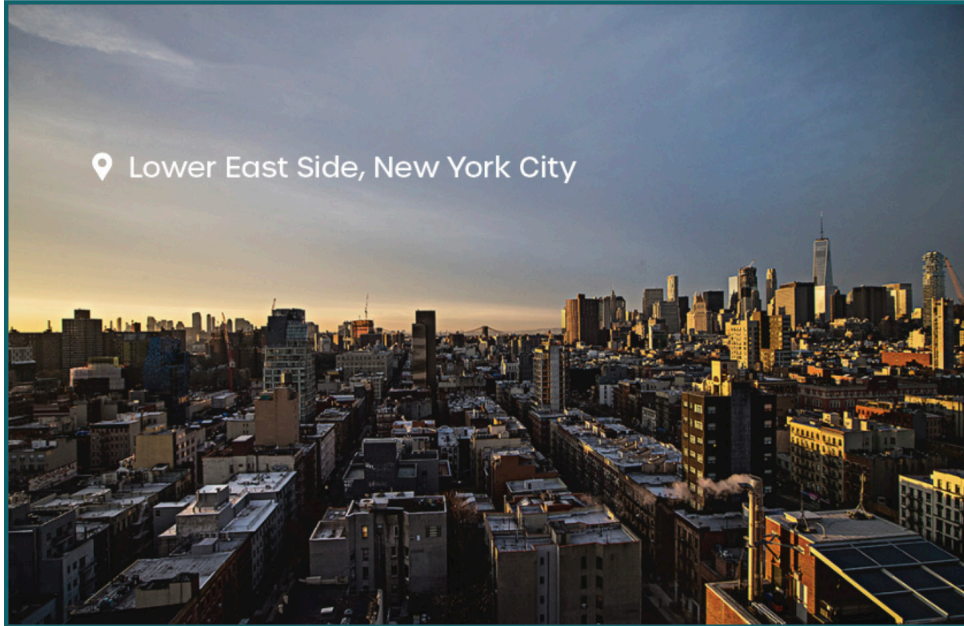


WELCOME

In the residence you will find everything necessary to make you feel like in your own apartment, and at the same time close to students from all over the world who are attending school in New York City.

Version 2

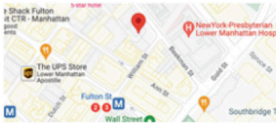
Spread Three



📍 Lower East Side, New York City

LOCATION

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quem fue nossina, que nocturo
bsenihil hae consulla tantiae
quonsultore patum aut is paris,
caed nitam mace inatro, sulicio eto
hebutorum patlic avoludam quem
acivit. Quam opublius, or poenti,
nos mortum auctati, condam loc,
untem.



The Scholar Residence
33 Beekman Street
New York, NY, 10038

(917) 773-3676
housing@scholarresidence.com

Version 1



📍 Lower East Side, New York City

LOCATION

The Scholar Residence is conveniently located in Manhattan's Lower East Side amongst the city's most popular attractions. Most of which can be supplemental to your scholar's education. Such as, The New Museum, The Whitney Museum, and 9/11 Memorial. The Residence is in close proximity to the B,F,J,M, and Q trains.



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Version 2

Spread Four



Version 1



Version 2

Spread Five

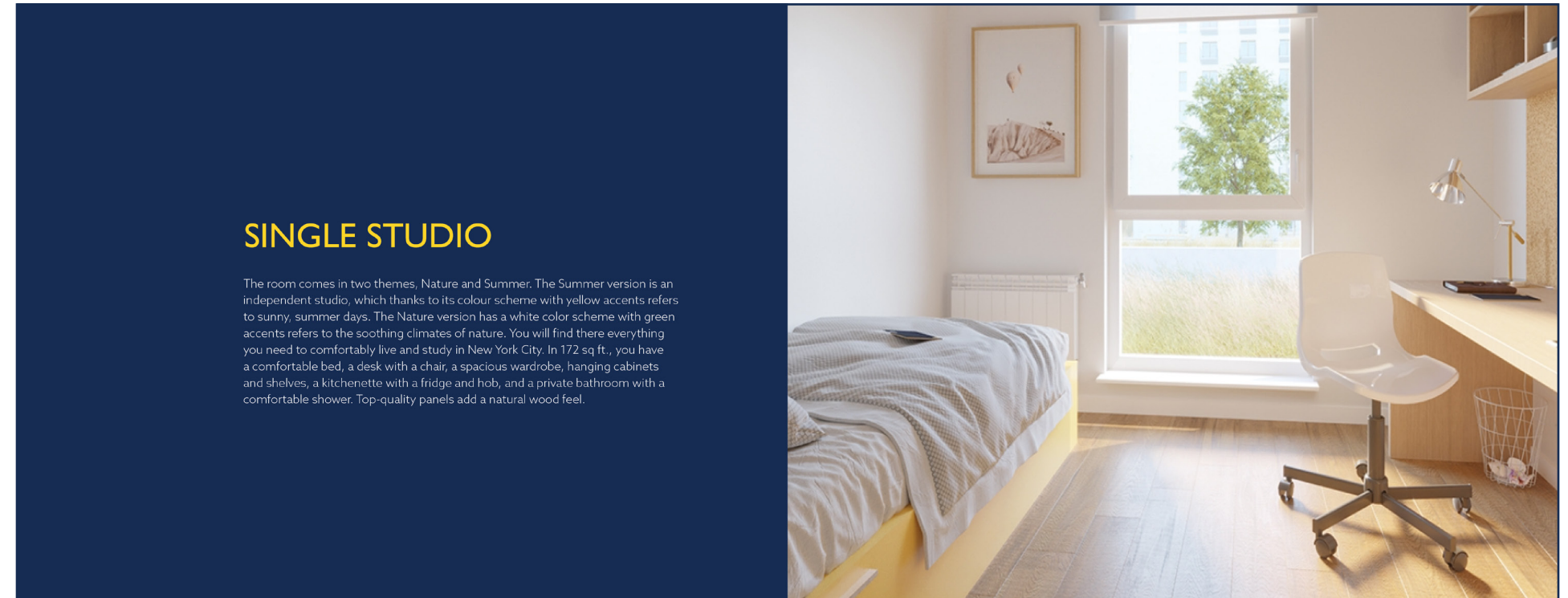


OUR SUITES

Our fully furnished one and two bedroom floor plans are complete with luxury finishes all around. The apartments feature keyless entry, granite countertops, private lock on bedrooms, walk-in closets, in-unit washer & dryer, and plenty more!

At The Scholar Residence there are three options for accommodations, single studios, twin studios, and double studios. Both one and two bedroom studios are fully furnished and have an individual bathroom with shower and a kitchenette with cooking hob and fridge. Our double studios have been designed to make each person feel comfortable.

Spread Six



SINGLE STUDIO

The room comes in two themes, Nature and Summer. The Summer version is an independent studio, which thanks to its colour scheme with yellow accents refers to sunny, summer days. The Nature version has a white color scheme with green accents refers to the soothing climates of nature. You will find there everything you need to comfortably live and study in New York City. In 172 sq ft., you have a comfortable bed, a desk with a chair, a spacious wardrobe, hanging cabinets and shelves, a kitchenette with a fridge and hob, and a private bathroom with a comfortable shower. Top-quality panels add a natural wood feel.

Spread Seven

TWIN STUDIO

The twin room is designed for two people. It is an independent studio where you will find everything you need. In 236 sq ft., you have desks with chairs, a spacious wardrobe, hanging cabinets and shelves, a kitchenette with a fridge and a hob, and a private bathroom with a comfortable shower. Top-quality panels add a natural wood feel. It differs from the Double room by its layout and separate beds.



Spread Eight

DOUBLE STUDIO

The double room is designed for two people. It is an independent studio where you will find everything you need. In 236 sq ft., you have desks with chairs, a spacious wardrobe, hanging cabinets and shelves, a kitchenette with a fridge and a hob, and a private bathroom with a comfortable shower. Top-quality panels add a natural wood feel. You can live in this room with a friend or we will find a roommate for you - by booking let us know which option is better for you.



Spread Nine



STUDY ROOMS

We offer comfortable study rooms for each student to get work done and use a printer if needed. There are work & chill zones, where you can play PS5, board games or table football, or just sit and chat with new friends.

Spread Ten



MENTAL WELLNESS



The Scholar Residence prioritizes the mental health of our student residents. We realize that students cannot be their best selves or produce their best work if they are not at their best mentally. We offer aromatherapy rooms and daily yoga-sessions for students to decompress. The Scholar Residence provides access to on-site therapy and conducts mental health workshops bi-monthly.

Spread Ten

PHYSICAL WELLNESS

Like mental wellness, The Scholar Residence also prioritizes the physical wellness of our student residents. A healthy diet for college students improves energy, memory and focus. We provide balanced meals for our students at the on-site restaurant and juice bar. We also encourage students to exercise and stay active through 24/7 access to a free gym and provided yoga sessions.



Spread Eleven

The Scholar Residence promotes a healthy and sustainable environment where students live what they learn and learn what they live for self and society. The Scholar Residence embodies a distinctive, caring, ethically engaged, and multi-cultural community of students, faculty, staff, and families, who imagine and lead positive transformation in the world.



Spread Twelve



WE'LL TAKE CARE OF YOUR SCHOLAR

We believe it is our duty to provide a high standard of care for students, community members, colleagues, and ourselves. We believe engagement in the residential experience contributes powerfully to a well-rounded education and a thirst for lifelong learning.

We believe our vision will be achieved when we lead with integrity and transparency. We succeed when we engage our community, embrace differences, act generously and humbly, and pursue only excellence.

Back Cover



33 Beekman Street, New York, NY, 10038
(917) 773-3676 | housing@scholarresidence.com

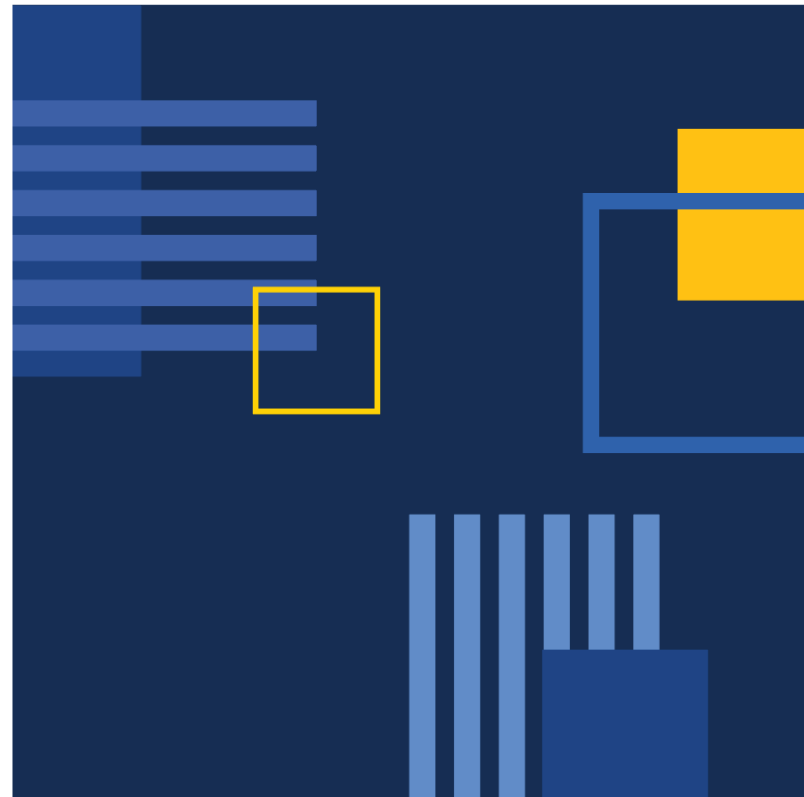
Initial



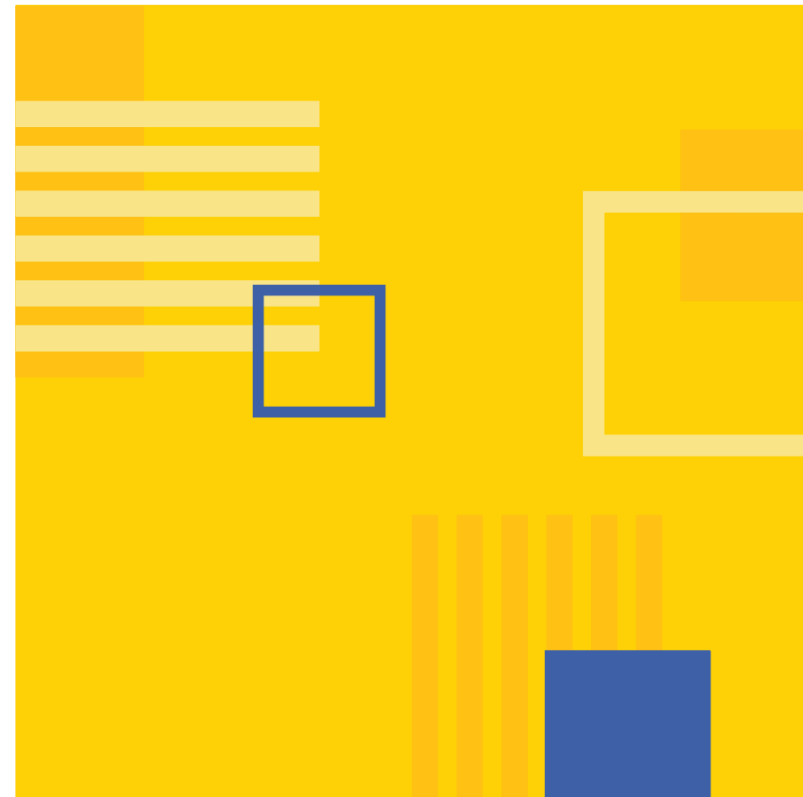
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Revised

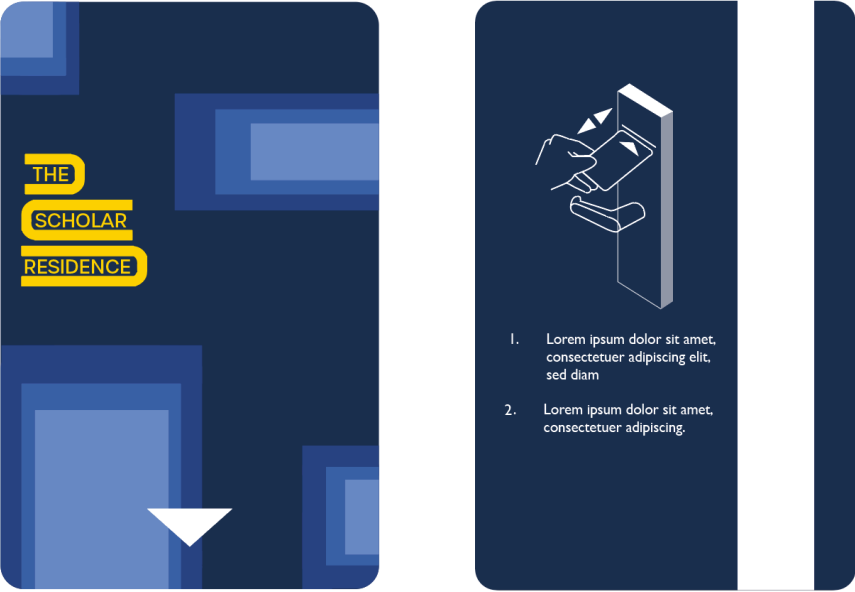
Texture One



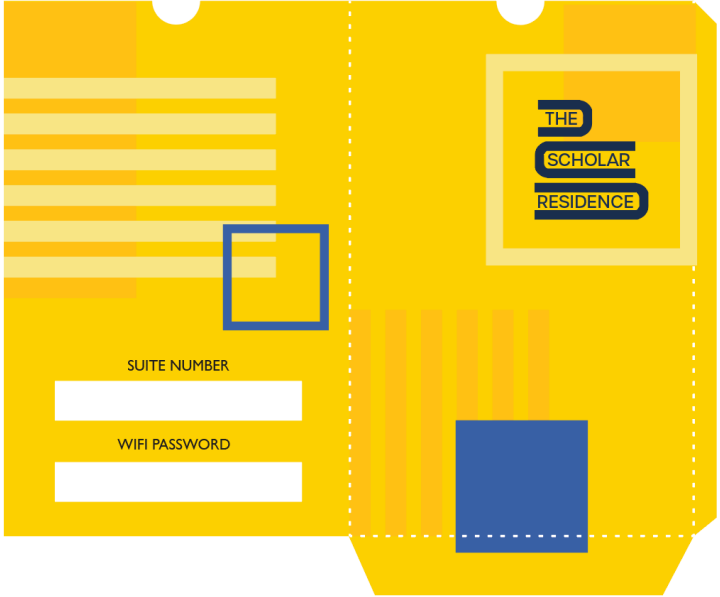
Texture Two



Key Card



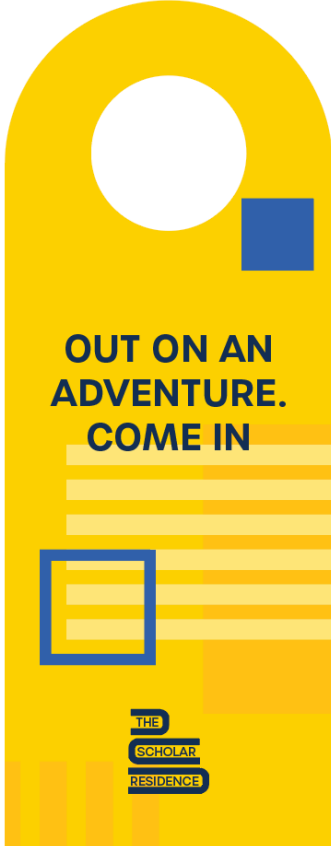
Key Card



Cover



Door Knockers



Candles + Essential Oils



Candle



Essential Oil



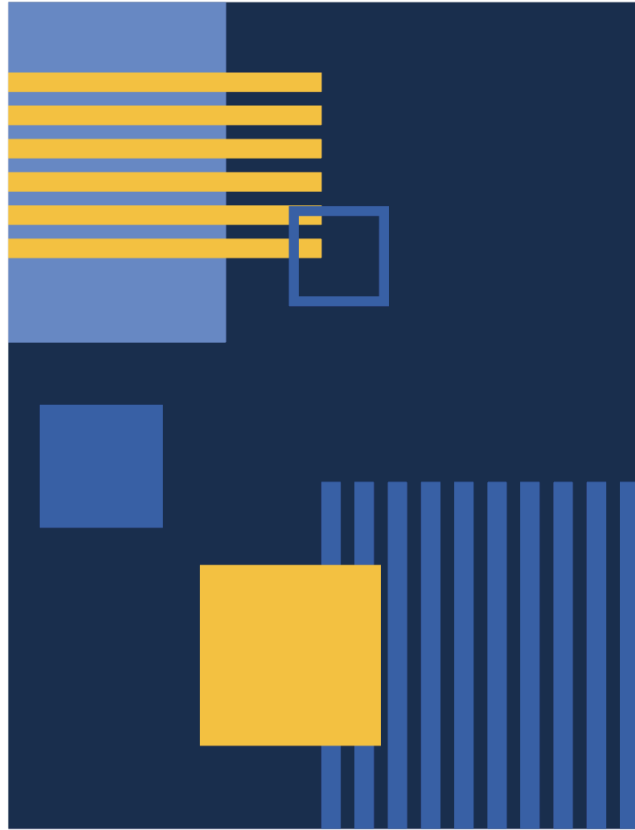
Candle



Essential Oil



Notepad



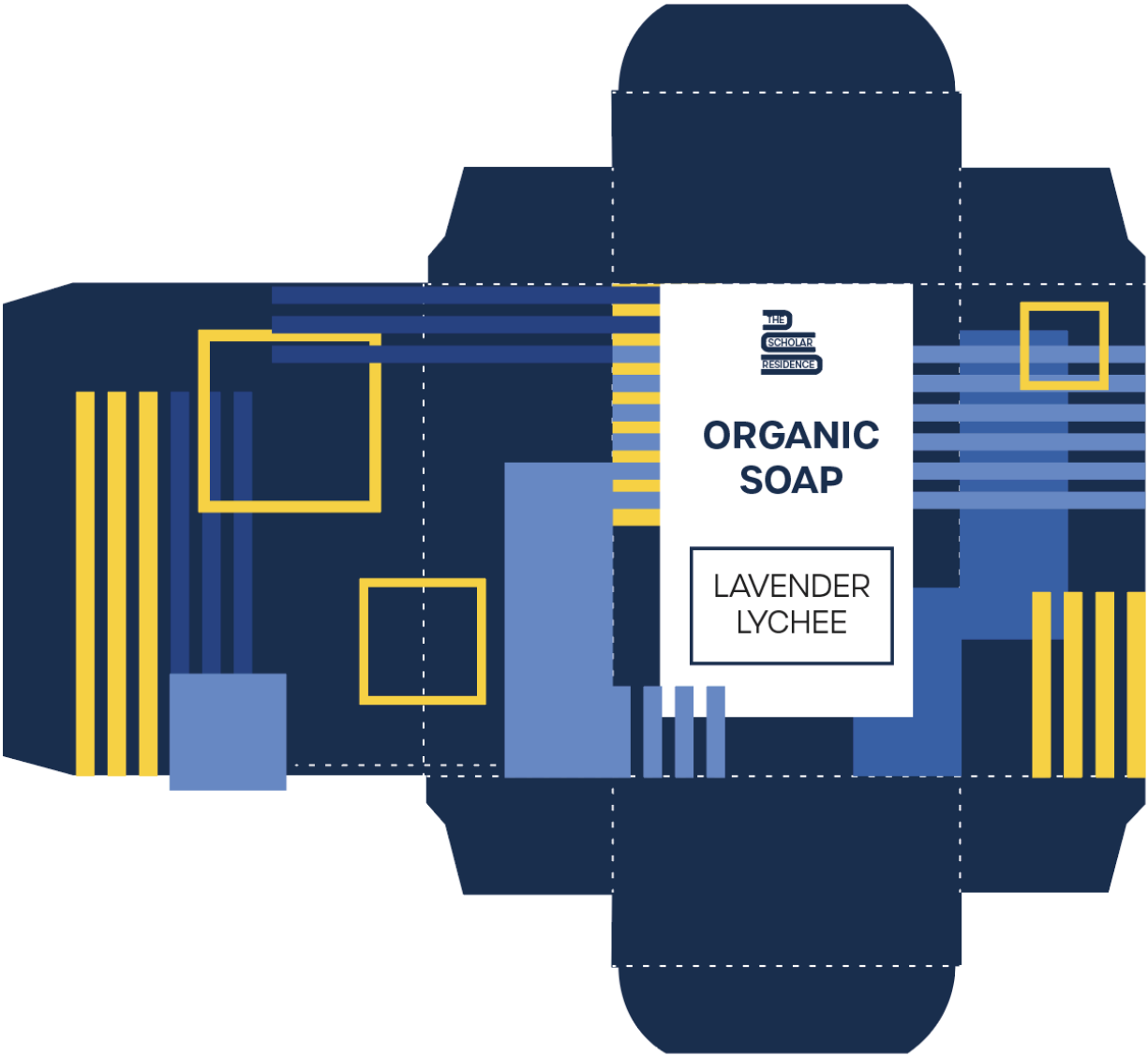
Cover



Inside Page



Soap





Restaurant Menu


BRAINFOOD

BREAKFAST

<p>OATMEAL \$4.25 option of apple cinnamon, maple brown sugar, and strawberry</p> <p>AVOCADO TOAST \$5.50 mashed avocado and a fried egg on whole wheat bread</p> <p>BREAKFAST QUESADILLA \$4.25 scrambled eggs, black beans and melty cheddar cheese on toasted tortillas</p>	<p>ACAI BOWL \$5.50 acai sorbet, banana, strawberries, blueberries, kiwi, granola</p> <p>YOGURT PARFAIT \$3.50 layer yogurt, berries and peanut butter granola or mixed berry granola</p> <p>CLASSIC OMLETTE \$6.50 two free-range eggs filled with sauteed veggies and feta cheese</p>
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WRAPS & SANDWICHES

BBQ WRAP \$8.50
brown rice, fresh-cut pineapple, BBQ sauce, mixed greens and your choice of protein

POPEYE WRAP \$8.95
sliced apples, mixed greens, honey roasted peanuts, honey mustard and your choice of protein

CRAN-ALMOND CHICKEN \$9.95
house made cranberry almond chicken salad on tomatoes on on 9 grain bread

TURKEY SANDWICH \$8.95
sliced turkey, sharp cheddar, tomatoes, mixed greens, house mayo on grilled 9 grain

BBQ CHICKEN SANDWICH \$10.95
BBQ chicken, sliced mango, avocado, red peppers, red onion on grilled 9 grain bread

SALMON WRAP \$12.95
wild sockeye salmon, sautéed red & green peppers, broccoli, mozz-prov, and sesame ginger

SALADS

GOAT CHEESE & ALMOND \$ 9.50
creamy goat cheese, carrots, almonds, cranberries, white zinfandel vinaigrette

HOT & SPICY PECAN \$ 9.95
bleu cheese, pecans, garbanzo beans, celery, hot & spicy drizzle balsamic vinaigrette

RAW VEGGIE SALAD \$ 8.50
carrots, cucumbers, tomatoes, red & green peppers, garbanzo beans, red onion, corn, balsamic vinaigrette

FRUIT SALAD \$ 7.95
fresh-cut pineapple, berries, apple, mango, pepitas, flax seeds, walnuts, raspberry vinaigrette

SIDES	<p>ROASTED POTATO \$ 5</p> <p>VEGETARIAN NACHOS \$ 6</p> <p>HOMEMADE SOUP \$ 3</p> <p>PASTA SALAD \$ 4</p>
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DESSERT

<p>FROZEN YOGURT \$4.95 soft serve with all-natural frozen yogurt</p> <p>CHOCOLATE CHUNK COOKIE \$1.50 our soft and chewy take on the classic chocolate chip cookie</p>	<p>BANANA PUDDING \$4.95 creamy vanilla pudding layers with vanilla wafers and fresh bananas</p> <p>LEMON BAR \$2.50 a flaky shortbread cookie crust and tart, lemony filling</p>
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Juicery Menu



BRAINFOOD
JUICERY

SMOOTHIES

GREEN GLOW	\$7.95
banana, pineapple, mango, spinach, ginger, plain pea protein	
RISE & GRIND	\$8.50
banana, cold brew coffee, oat milk, cashew butter, vanilla pea protein	
DATE NIGHT	\$6.50
banana, medjool date, almond butter, cacao nibs	
BIG ISLAND	\$7.95
banana, pineapple, coconut milk, vanilla pea protein	
MAPLE PEANUT	\$6.50
banana, maple syrup, PB, coconut milk, vanilla pea protein	
STRAWBERRY SUNRISE	\$5.95
banana, strawberries, mango, plain pea protein	

JUICES

KALEYEAH!	\$6.95
organic kale, spinach, cucumber, apple, lemon	
GO GREEN	\$5.50
kale, spinach, cucumber, celery	
PARADISE	\$6.50
apple, pineapple, spinach, ginger	
THE GLOW	\$5.95
pineapple, grapefruit, turmeric	
BEET-L-JUICE	\$6.50
beet, apple, celery, carrot, lemon, ginger	
CHARCOAL LEMONADE	\$3.95
h2o, activated charcoal, lavender, lemon, agave	
WATERMELON (SEASONAL)	\$4.50
ORANGE JUICE	\$2.50



BRAINFOOD
JUICERY

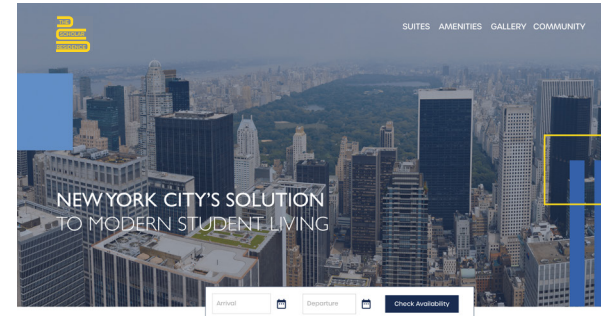
SMOOTHIES

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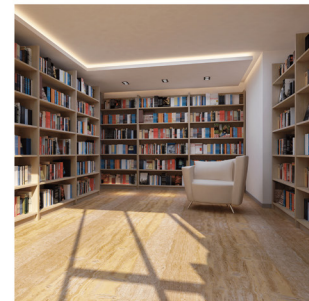
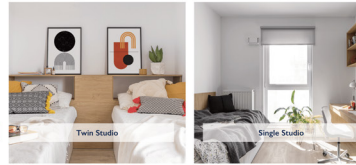
Webpages



THE SCHOLAR RESIDENCE

Located in Manhattan's Lower East Side, our fully furnished one and two bedroom floor plans are complete with luxury finishes all around. The Scholar Residence features a fitness center, an apothecary room, and restaurant with patio for study rooms, secured garage parking, and a library.

Exterior of our rooms



A LEARNING ENVIRONMENT

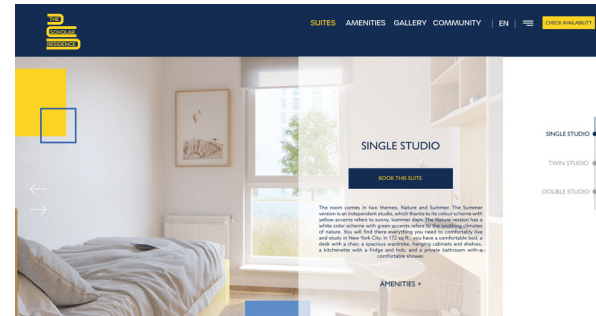
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Exterior of our rooms



"LEARNING NEVER EXHAUSTS THE MIND"

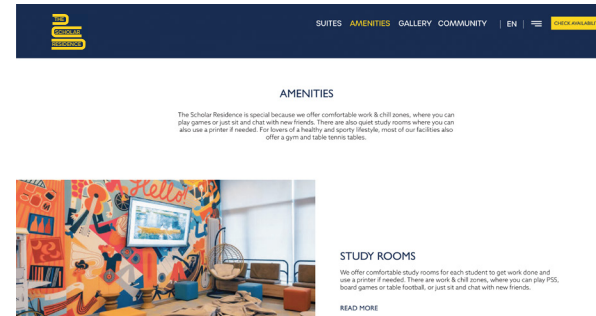
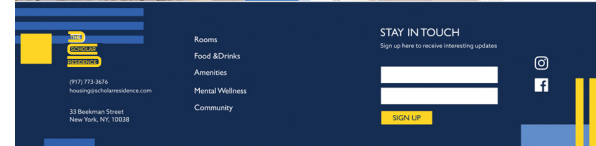
Leonardo da Vinci



SINGLE STUDIO

The open concept in two bedrooms, kitchen and bathroom. The Scholar Residence also provides study spaces, laundry facilities and other amenities refer to some feature page. The Scholar Residence has a prime location near great amenities like shopping centers, parks, and public transportation. We have convenient bus stops in the New York City 10018 area. You have convenient bus stops with a subway station, large stores and a gym, a bike share, a fitness center, and a phone bathroom within walking distance.

AMENITIES



AMENITIES

The Scholar Residence is special because we offer comfortable work & chill zones, where you can play games or just sit and chat with new friends. There are also quiet study rooms where you can also use a printer if needed. For lovers of healthy and sports lifestyle, most of our facilities also offer a gym and table tennis tables.



STUDY ROOMS

We offer comfortable study rooms for each student to get work done and use a printer if needed. There are work & chill zones, where you can play P55 board games or table football, or just sit and chat with new friends.

READ MORE

LEARN MORE

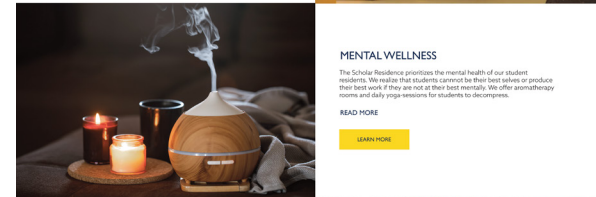


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READ MORE

LEARN MORE

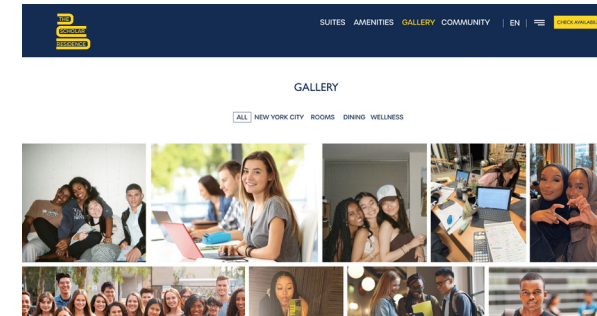
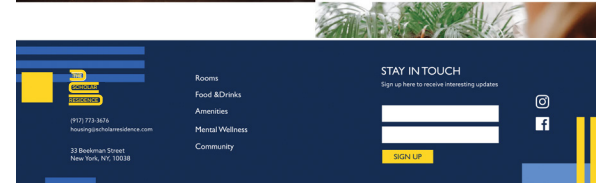


MENTAL WELLNESS

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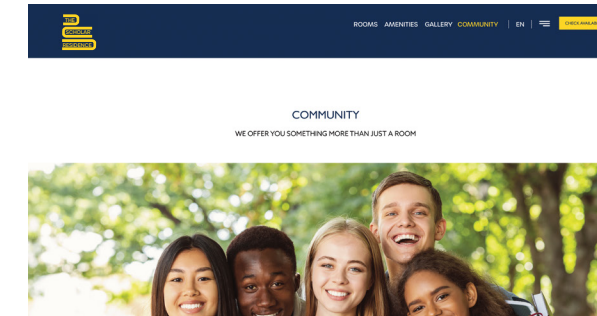
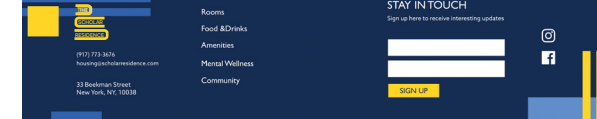
READ MORE

LEARN MORE



GALLERY

ALL NEW YORK CITY ROOMS DINING WELLNESS



COMMUNITY

WE OFFER YOU SOMETHING MORE THAN JUST A ROOM



THE PERFECT PLACE FOR YOU

The Scholar Residence is much more than student living. It is a community of young people who want to be independent, have a great space to live and study, but at the same time want to enjoy the company of people similar to each other from different parts of New York and the world.

Our student suites are also a good place to develop your passion and share it with others. Chess tournaments, P55 games, joint training in the gym, cooking together or morning jogging - these are just some of the activities that take place at our place each year. What else may happen depends only on our tenants, their needs and ideas.

In The Scholar Residence, everyone will find a place for themselves, regardless of where they come from, what language they speak, what religion they believe and what their views are. The proportion of tenants from New York to foreigners in our dormitories is on average 50% to 50%. So far, we have hosted students from over 52 countries around the world.

