

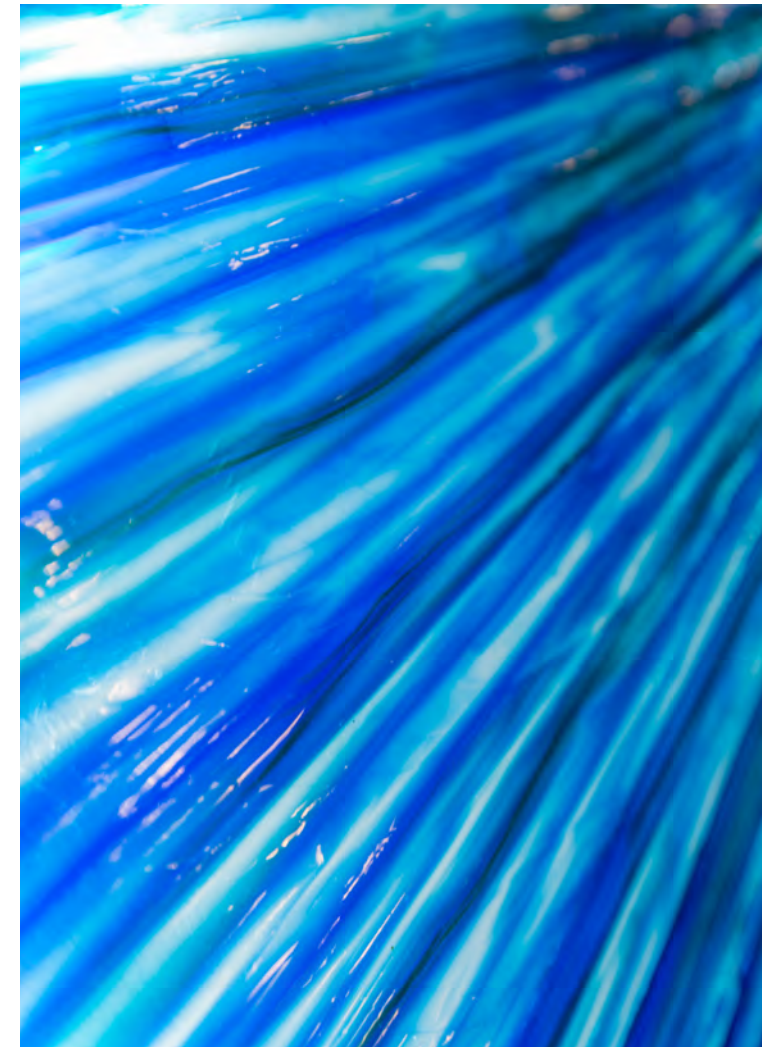
PLAY

e3

# Hospitality : Design

Hospitality design should be approached from two different perspectives ~ the customer's perspective and the owner's perspective. It is imperative that both work harmoniously in unison to create a unique experience tailored to each establishment. Hospitality design requires a very functional "behind the scenes" arrangement of spaces and systems allowing for an invisible operation to the patrons. Efficient spaces and functional systems allow businesses to operate profitably. We achieve this by gaining a full understanding of each individual business and its operations and positioning these functions strategically to support the main attraction.

On the audience side of the curtain, so to speak, the design must be creative and whimsical to support the leisure at hand may it be a restaurant, a hotel, or an amusement attraction. Our passion for hospitality design is shown in our diverse portfolio. Enjoy!





# Dunes Village Resort

Myrtle Beach, SC  
270,000 sf  
231 Units

Elevated 6 stories above a pre-existing 1970s-era hotel, the Pan American and Palmetto Towers form a resort hotel that includes 142 new bedroom units, a restaurant, coffee shop, water park and pools, as well as 80 renovated studio units in the existing Pan American Hotel. Located on Myrtle Beach's oceanfront, the siting and orientation of the building maximize views to the ocean for every unit in the project. Elevated planter beds and architectural accent lighting establish a sense of rhythm and add a human scale that integrates the 13-story condo hotel into the surrounding context.

Project reflects work completed at Timbes Architectural Group.



- 1. New Units
- 2. Existing Building
- 3. Rooftop Terraces

7th Level Plan (Transfer Level)



- 1. Existing Pool
- 2. Sun Deck
- 3. Renovated Studio Units
- 4. Restaurant
- 5. Coffee Bar
- 6. Exterior Courtyard
- 7. Entrance Lobby
- 8. Indoor Waterpark

Ground Level Plan and Pools



# Carolinian + Bluegreen

Myrtle Beach, SC

Timeshare

210,000 sf

118 Units

The Carolina Grande is a 118 unit hotel consisting of a mix of one and three bedroom units overlooking an outdoor pool deck on the 6th level, with the lower five levels used for parking. Unlike many of the hotels that line the coast of Myrtle Beach, the Carolina Grande's location is set back from the beach on the inland side of Ocean Boulevard on second row.

This orientation required it to respond to the pedestrian and vehicular traffic around it while finding creative ways to maintain ocean views for the units above.





# Crystal Blue Resort

Myrtle Beach, SC

266 Units

387,600 sf

Not Built

Typical hotel construction in Myrtle Beach is comprised of a concrete skeletal structure with CMU walls and storefront infill. Crystal Blue is unique in its use of vast amounts of curtain wall glass making it a crystal gem in the heart of Myrtle Beach. Complimenting this, the interior of the units and amenity spaces incorporate sleek contemporary materials with a light airy atmosphere. The large expanses of glass allow of 360 degree views for the coveted units.

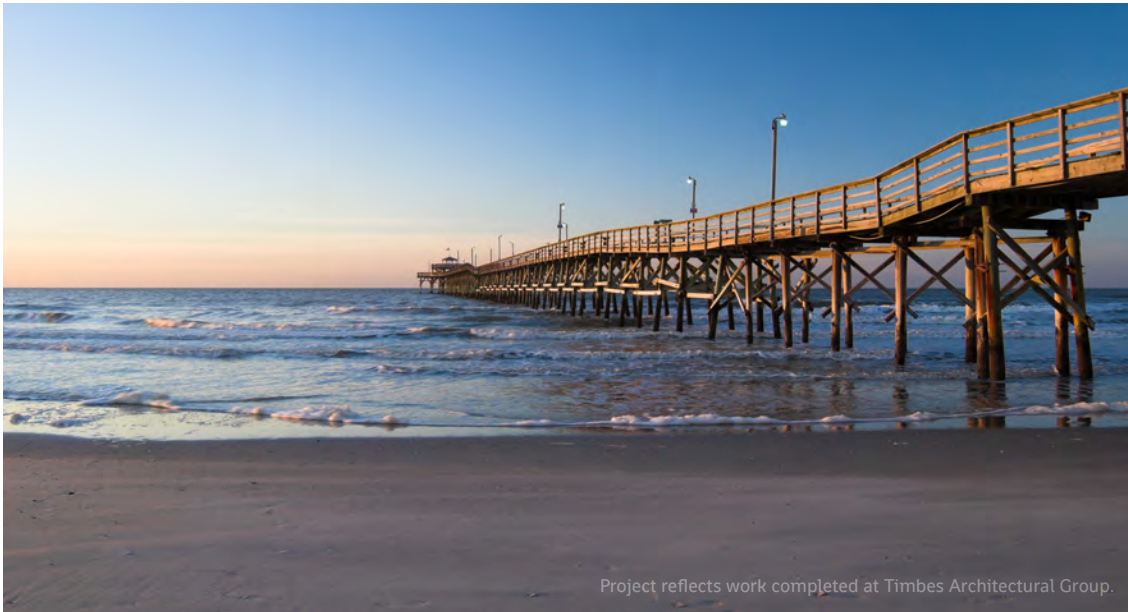
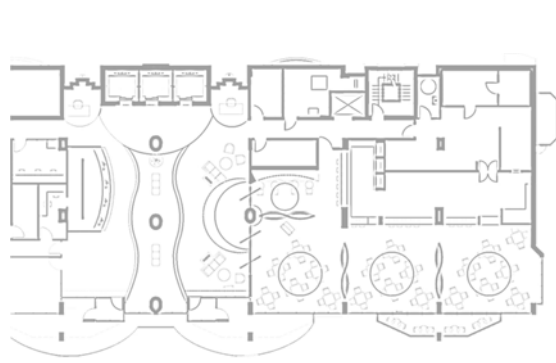




# Prince Resort

North Myrtle Beach, SC  
6000 sf  
Completed 2007

The Prince Resort architectural design references Art Deco. Keeping consistent with this, the interior design also takes from Art Deco placing strong emphasis on repetitive geometric form. The design also takes into consideration the ocean view from the lobby. The fluid form of the ceiling and floor pattern on axis with the elevator lobby draws the visitors focus to the ocean view upon entering the lobby space. The spatial layout allows guests to take advantage of the ocean vista by purposely keeping the separation between the lobby and the restaurant transparent. Design features of the space include strong circular forms in the floor pattern and ceiling in a stepping fashion. The color palette is complementary to the exterior of the towers. The use of glass mosaics on the floor and registration backdrop add a level of sophistication to the space.



Project reflects work completed at Timbes Architectural Group.



# The Grove

Atlantic Beach, NC

Three Towers

200 Units

375,000 sf

Not Built

The Grove complex would have been the first large development in Atlantic Beach, NC. The architecture takes cues from lowcountry architecture along with the interior of the units. The angles of the towers allow all of the units to take advantage of the panoramic vista of the ocean. The towers are connected at the base housing all of the amenity spaces and quaint boutique hotel units. Each hotel unit opens to a terrace fronting the beach and are connected to the lush landscaped grounds with pedestrian paths and outdoor activity spaces.

Project reflects work completed at Timbes Architectural Group.





# Coastal Club

Interior Design + FF&E  
Conway, SC  
18,000 sf  
Completed 2014

e3 studio was commissioned by aa+e to provide interior design and FF&E. Coastal Club is a student housing amenities center located in close proximity to Coastal Carolina University and Horry-Georgetown Technical College. The interior design has a youthful, energetic feel with bold pops of color and creative use of lighting and material textures. Spaces include an open lobby area, student services offices, computer lab, movie theatre, billiard area, video gaming area, weight room, café, outdoor pool deck, aerobics room, cardio room, tanning beds, lounge areas, and student collaboration rooms. Starting with a blank canvas, e3 studio designed the entire interior including finishes, ceiling design, lighting design, millwork, furniture layout and selections with complimentary fabrics.





# Seamist

Building C  
180,000 sf  
155 Units  
Not Built

Seamist was designed at a transitional period of Architecture for Myrtle Beach in 2006. During this time, Myrtle Beach was experiencing an interesting juxtaposition of vernacular motel accommodations with large new hotel developments. Seamist was on the forefront of this transition with a contemporary, yet sophisticated design. The design incorporates clean lines with vast amounts of glass and contemporary amenity spaces.

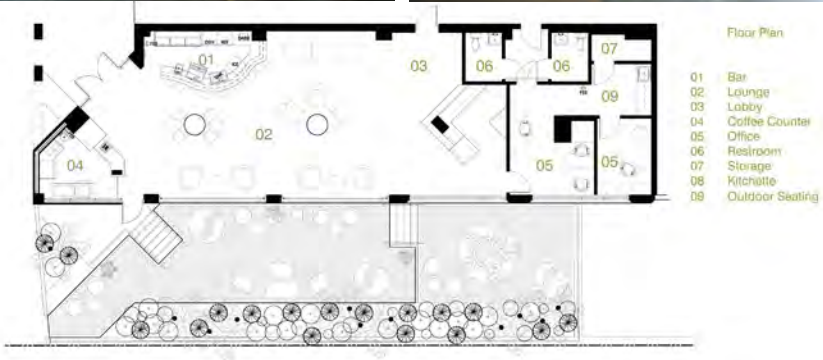




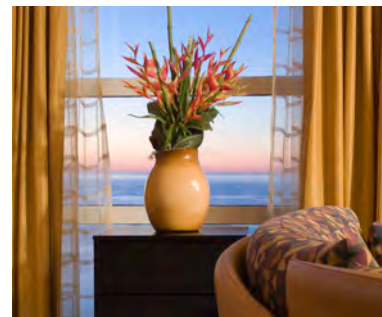
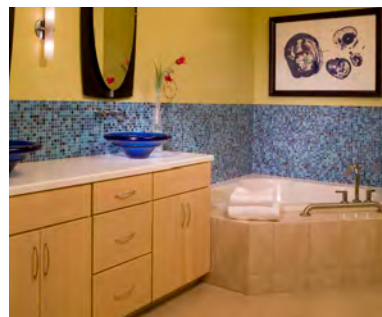
# Hotel Blue Lobby Renovation

Myrtle Beach, SC  
2000 sf.  
Completed 2014

Hotel Blue was completed in collaboration with WHCI as a design build project. The existing space consisted of a traditional lobby check in desk with support spaces behind. The existing ceilings and walls were all eliminated to create an open, contemporary check in area that also functions as a lounge space. The dual function space allows guests to have a pleasant experience when checking in. Moreover, the existing storefront was replaced by overhead glass doors allowing the space to be opened up to the outside connecting it to the new outdoor lounge space. The interior design incorporates bold accent colors, a unique swing lounge bench, and a beautiful glass bar top that emulates water.

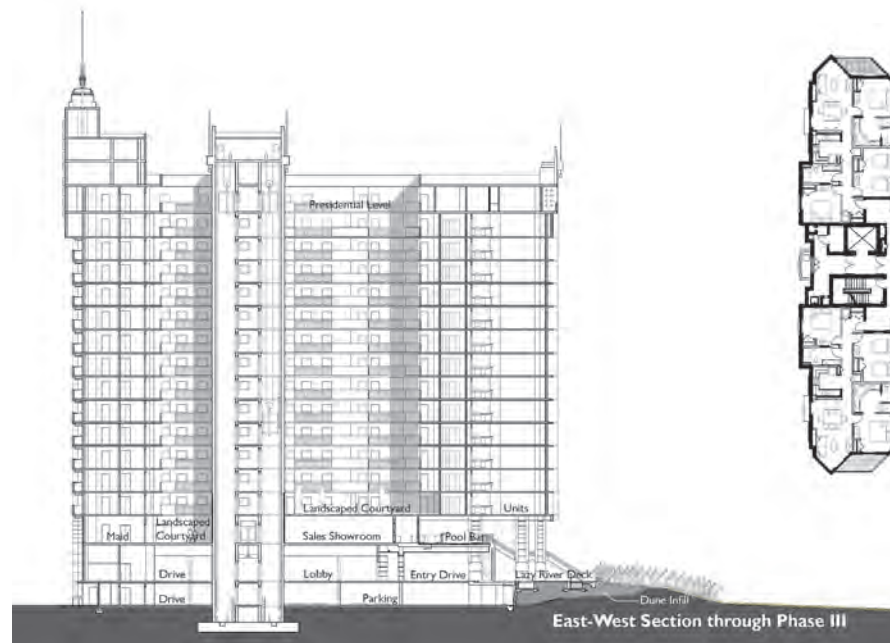
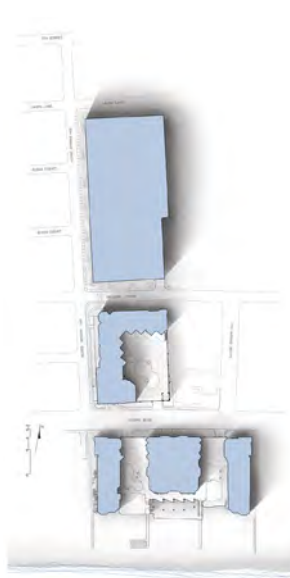




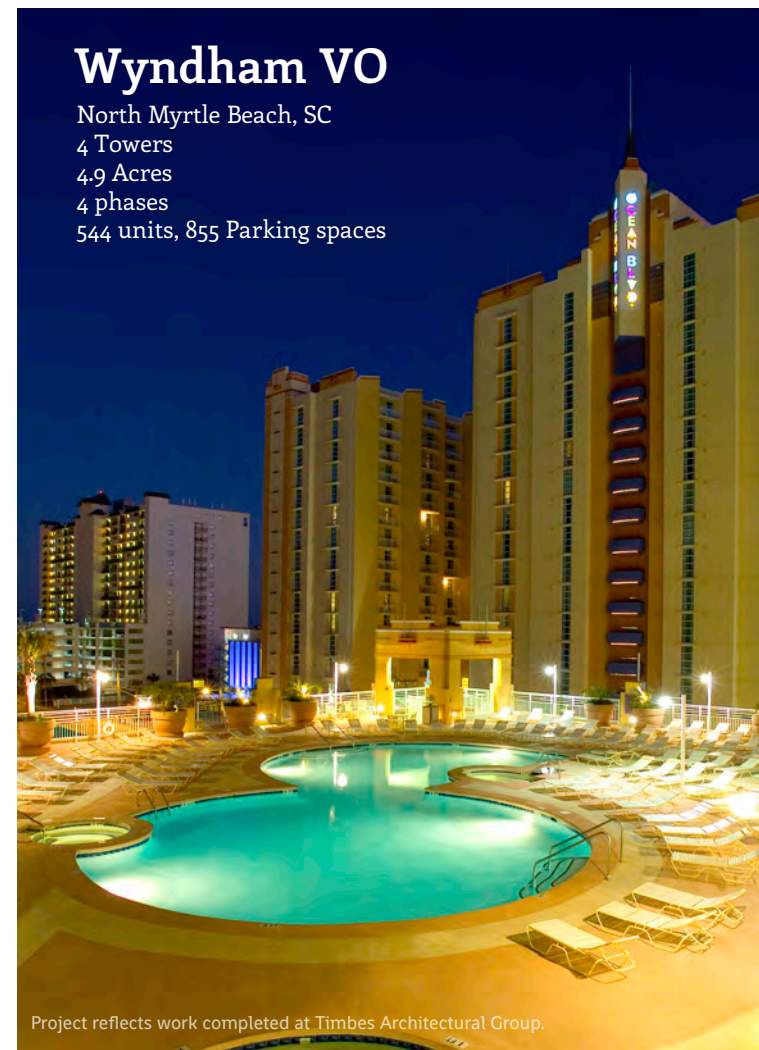


# Wyndham VO

North Myrtle Beach, SC  
4 Towers  
4.9 Acres  
4 phases  
544 units, 855 Parking spaces



Project reflects work completed at Timbes Architectural Group.





## \_about e3 studio

*e3 studio, a certified woman owned business by the Governor's office of SC, is an interdisciplinary design firm providing architecture, interior architecture, and graphic design services. Our expertise lies within the Interior Architecture realm with a vast amount of experience in new construction, interior upfits building additions, and renovation projects. Our project portfolio focuses on Hospitality, Retail, Restaurant, Corporate, and Education projects. Located in Myrtle Beach, e3 studio was founded in 2008. e3 studio is a growing firm that has secured the confidence of many clients in the Grand Strand with its exceptionally talented design team. Our passion for our craft is exhibited in our beautiful and functional interiors. This is achieved with our visionary use of material, color, lighting, and fluid arrangement of spaces. We approach projects with a design thinking methodology implementing strategic design decisions resulting in environments that support and enhance the use of each project.*

*e3 studio is a growing firm that has successfully completed projects ranging in size from \$30,000 small interventions to \$2,000,000 new construction projects. Our services are all encompassing within the field of Interior Architecture including programming, conceptual design, mechanical, electrical, plumbing, and structural coordination, finish selection, equipment selection, lighting and plumbing fixture selections, furniture selection and layout, construction documents, and construction administration.*

*Our reputation is built on our passion and dedication for creating remarkable environments for people. Our primary objective is to achieve the client's project vision with a creative and innovative approach while respecting the project budget and time constraints. e3 studio's creative team is recognized for its team focused, holistic approach to projects.*