

Scheme A Design Concept

The first design concept would strive to communicate genuinely connected relationships to three of the major cultural influences seen throughout Miami's demographics. These would be of the Spanish, African, and European descendants primarily. Warm, rich colors of turquoise and variations of reds and yellows largely associated with the waterfront, nautical, glamorous, yachting, and leisure lifestyles that rely on the year-round tropical climate would be the most appropriate aesthetic strategy that would meet the community owner's sensibility for a sophisticated atmosphere throughout the community décor. Artwork would be abstract, without faces, to meet the owner's personal preference.

The target group that this approach will appeal to will be between 28 to 44 years old, educated through an advanced degree, professional executives or successful small business owners who have very few, but young children. This demographic will be highly attracted to the spaces that frame their lifestyle as they will be outfitted with state-of-the-art amenities not commonly found in other apartment communities, but that will be on par with luxury condominium living and the latest technology that will continue to be upgraded as needed. In summary, the prestige and conveniences unique to this community, wrapped beautifully in themes that relate to the target audience from a cultural and local standpoint, will make this self-contained environment feel intensely relevant in a very personal way.

Design Concept #2

The second design concept will strive to be more daring and speak to the tightly related interior design and high fashion design districts within Miami's taste making community; communities that are highly regarded by the target audience. Because the demographic of the community is expected to range between 28 to 44 years old, have few children, and be made up of the upper echelon of socioeconomic leaders among Spanish, African, and European descendants, the décor and aesthetics will focus on featuring bold, fashion-forward, expressive colors and abstract art by locally-recognized artists.

This target group of residents are trend sensitive and appreciate keeping up with the latest developments in technology, innovation, and style in general. They also welcome a high degree of socialization and palettes that represent the more dramatic use of colors, especially for the Spanish and African descendants, which comprises most of the residents, would contribute to stimulating an interactive, relational community. To this end, the abstract artwork will be rotated semi-annually to keep the overall aesthetics of the building fresh, vivacious, and new to the core resident profile, while celebrating local and indigenous talent, which Miami also prides itself in. The European modern furnishings will strive to help relate to the European residents' cultural legacy in design as well.