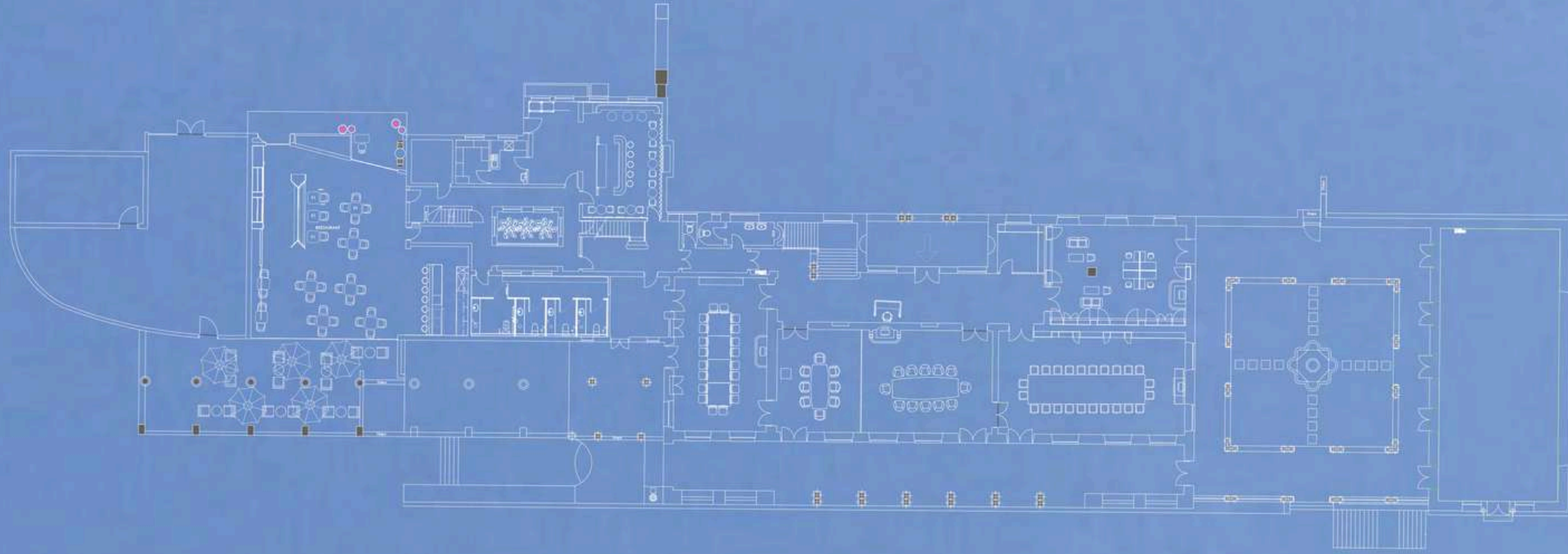


VILLA ARCADIA

HERITAGE DESTINATION

PARKTOWN, JOHANNESBURG



CONTEXT OF STUDY

AIM

The aim of this research is to produce an interior design proposal for the repurposing of a Johannesburg heritage residence into a space that will provide appropriate amenities to businesses looking for a space to house their hospitality-related business, while upholding the building's cultural significance.

OBJECTIVES

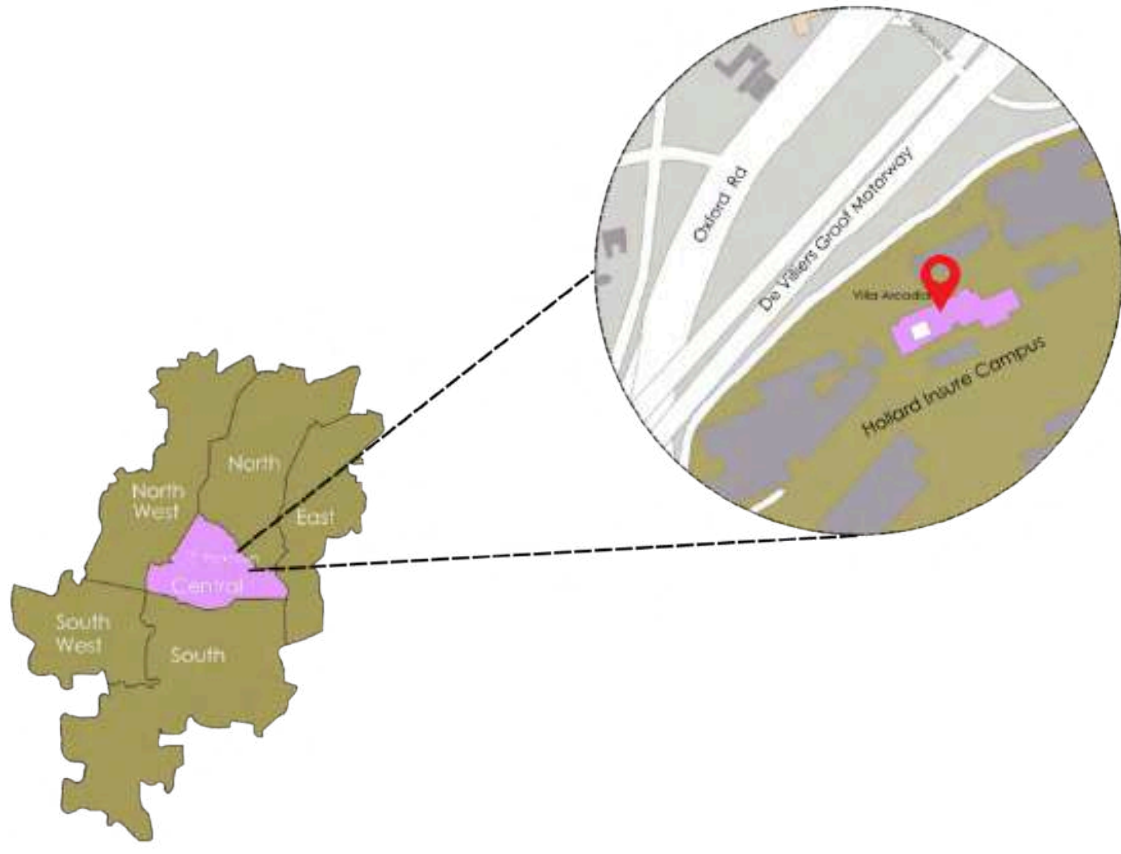
- To design and execute an interior design solution that transforms Villa Arcadia into a dynamic space for a hospitality-related business by integrating modern amenities with heritage-preserving elements, ensuring the building's cultural and social significance is safeguarded.
- To produce a design solution that ensures the long term viability of Villa Arcadia by transforming it into a multifunctional space that accommodates lodging guests while providing public amenities, achieved by integrating hospitality focused features with heritage-preserving design elements.
- To introduce services into Villa Arcadia which accommodate and facilitate a hospitality related business, such as en-suite guest rooms, and shared public spaces for work and leisure.
- To produce an interior design proposal which successfully integrates contemporary design with the classic architectural features of Villa Arcadia, achieved by harmonizing modern design elements with the building's historical character.

PROBLEM STATEMENT

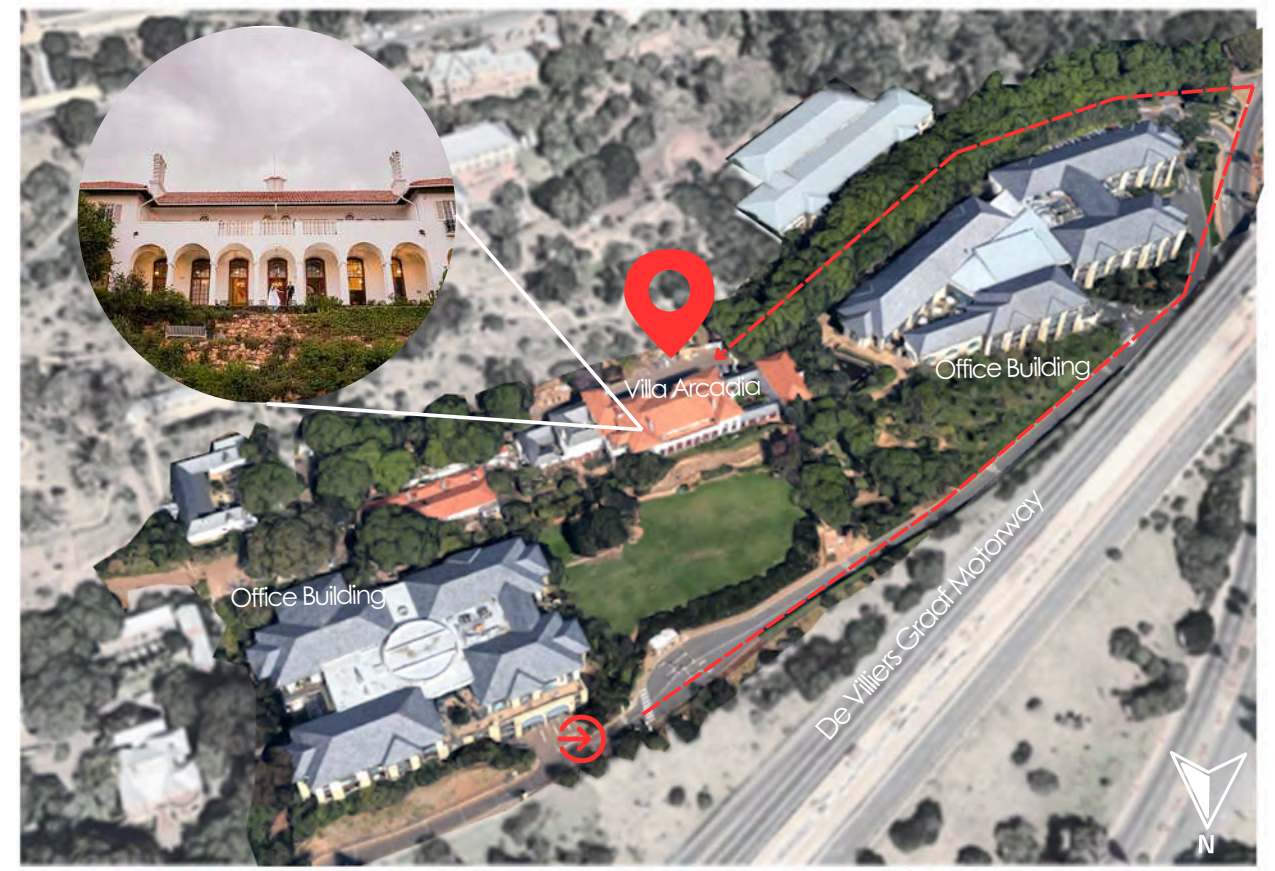
Heritage buildings in cities like Johannesburg are at risk of neglect due to modern urban development. Preserving and adaptively reusing these structures is crucial for upholding South Africa's rich heritage. This research study aims to develop an interior design proposal for the adaptive reuse of Villa Arcadia in Johannesburg, transforming it into a dynamic space for hospitality-related businesses. By providing contemporary amenities, the building will remain economically viable while preserving its cultural and social significance, protecting the structure from ruin and offering a living homage to Johannesburg's historical narrative.



SITE

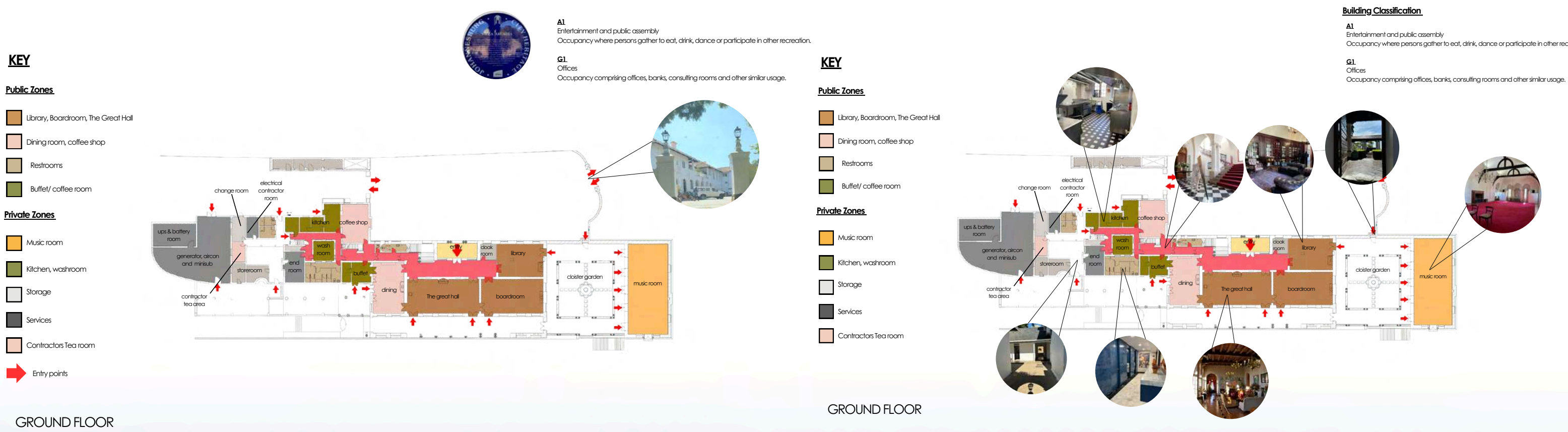


The chosen building for the research is Villa Arcadia, located in Parktown, Johannesburg. The Villa was commissioned by mining magnet, Sir Lionel and his wife Florence Phillips to renowned architect at the time, Sir Herbert Baker in 1908.



The property was purchased by Hollard Insure in 2003, who brought it back to its previous splendour. Additionally, Hollard utilized its enormous property to construct a campus with multiple buildings, housing thousands of workers, all surrounded by stunning indigenous gardens (Blaine 2019:6).

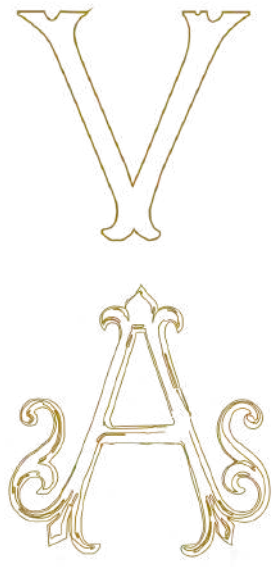
EXISTING BUILDING ANALYSIS



BRANDING DEVELOPMENT

LOGO DESIGN

The Villa Arcadia logo features a clean and elegant design with a predominantly gold color on a black background, conveying a sense of luxury and sophistication.

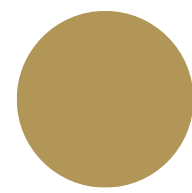


The logo centers around an intricately designed monogram, where the letters "V" and "A" are entwined in an ornate, vintage style.



- Below the monogram, the text "Villa Arcadia" is written in uppercase with a classic serif font that matches the monogram's elegance.
- Beneath the name, "Heritage Destination" appears in smaller uppercase font, with "Parktown, Johannesburg" subtly written below, reinforcing its location and heritage appeal.

COLOUR



- The use of gold creates a high contrast, which not only catches the eye but also aligns with the aesthetics of luxury brands.
- Gold's enduring value and resistance to tarnish make it a symbol of timeless beauty and legacy. For heritage destinations, it reinforces a sense of historical continuity and preservation, enhancing the perception of a place as enduring and significant.

LOGO TYPE FACE

MODIST FONT
A B C D

The serif font adds to the classic and timeless look, suggesting a place of prestige and sophistication.

EXALTED WIDE
A B C D

By using different fonts for distinct elements, such as a monogram versus the brand name or tagline, the logo can create a visual hierarchy that directs the viewer's attention in a specific order. For instance, a more decorative font for the monogram or brand name draws the eye first, while a simpler font for the tagline is easy to read and interpret second.

TARGET MARKET



Affluent Travelers and Tourists



Corporate Clients



Couples and Wedding Parties



Event Planners and Art/Cultural Organizations:



Local and International Food Enthusiasts

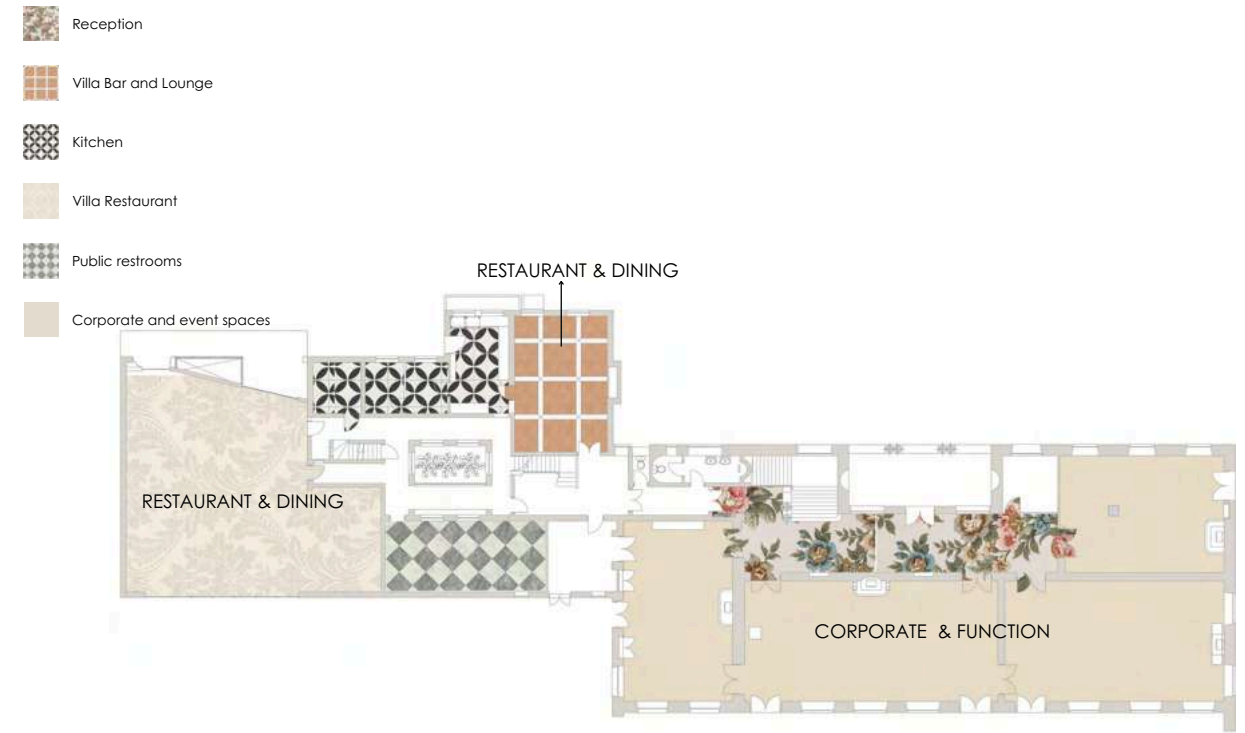
VILLA ARCADIA MERCHANDISE & BRANDING

This branding package for "Villa Arcadia" features a cohesive and elegant collection of items designed to enhance the guest experience and reflect the identity of the heritage destination. The package uses a deep green color palette paired with gold accents, giving it a luxurious and classic appeal that aligns with Villa Arcadia's sophisticated branding.



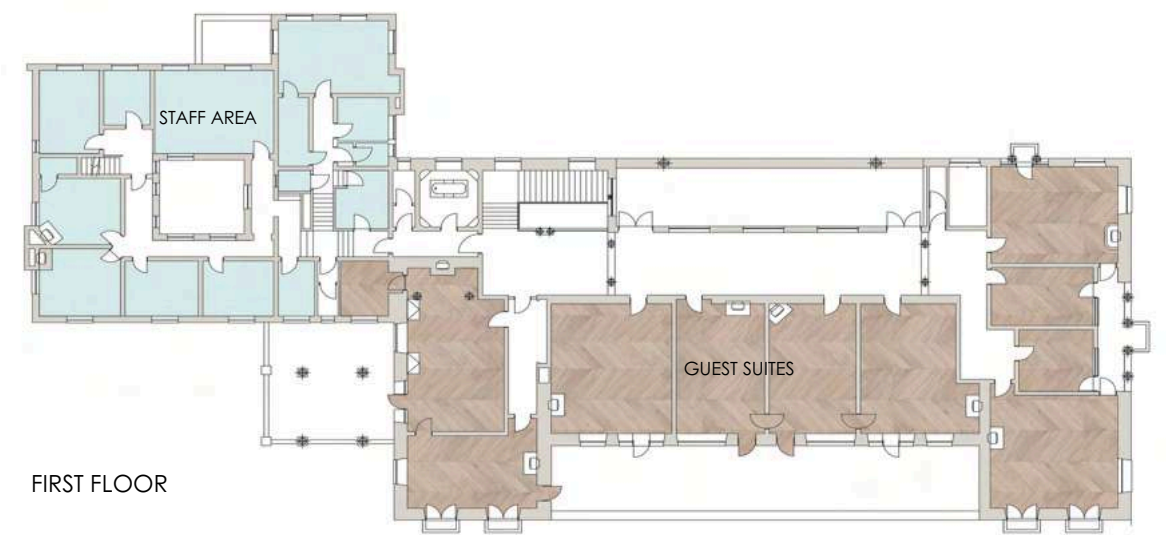
MOOD

UPDATED SPATIAL SOLUTION



GROUND FLOOR

- Guest suites
- Staff offices, laundry rooms, staff break areas, LT room



FIRST FLOOR

STYLISTIC APPROACH & APPLICATION

This collage brings together various design elements—like textures, furniture styles, color schemes, and architectural details—allowing you to see how they interact. This gives a quick snapshot of the overall mood and aesthetic direction for the space, whether it leans toward traditional, eclectic, modern, or another style.

Different elements in this collage, such as ornate chandeliers, arched doorways, textured fabrics, and wood paneling, convey a sense of classic, vintage elegance. Seeing these details side by side helps to clarify the elements that will play a primary role in the interior design.

Villa Arcadia Elements Collage



Coffered ceiling



Coffered ceiling with a modern twist reminiscent of that in Emoyeni

Guest Bathroom

Guest Suite

Classic Light Fixture

Terracotta Flooring

Marble

Timber Bar Counter

Window Booth Seating



Wall paneling halfway up the wall, and half wall finished



Persian carpet in guest suite



Classical chandelier



Terracotta flooring in lounge



Bar counter reminiscent of that in Emoyeni

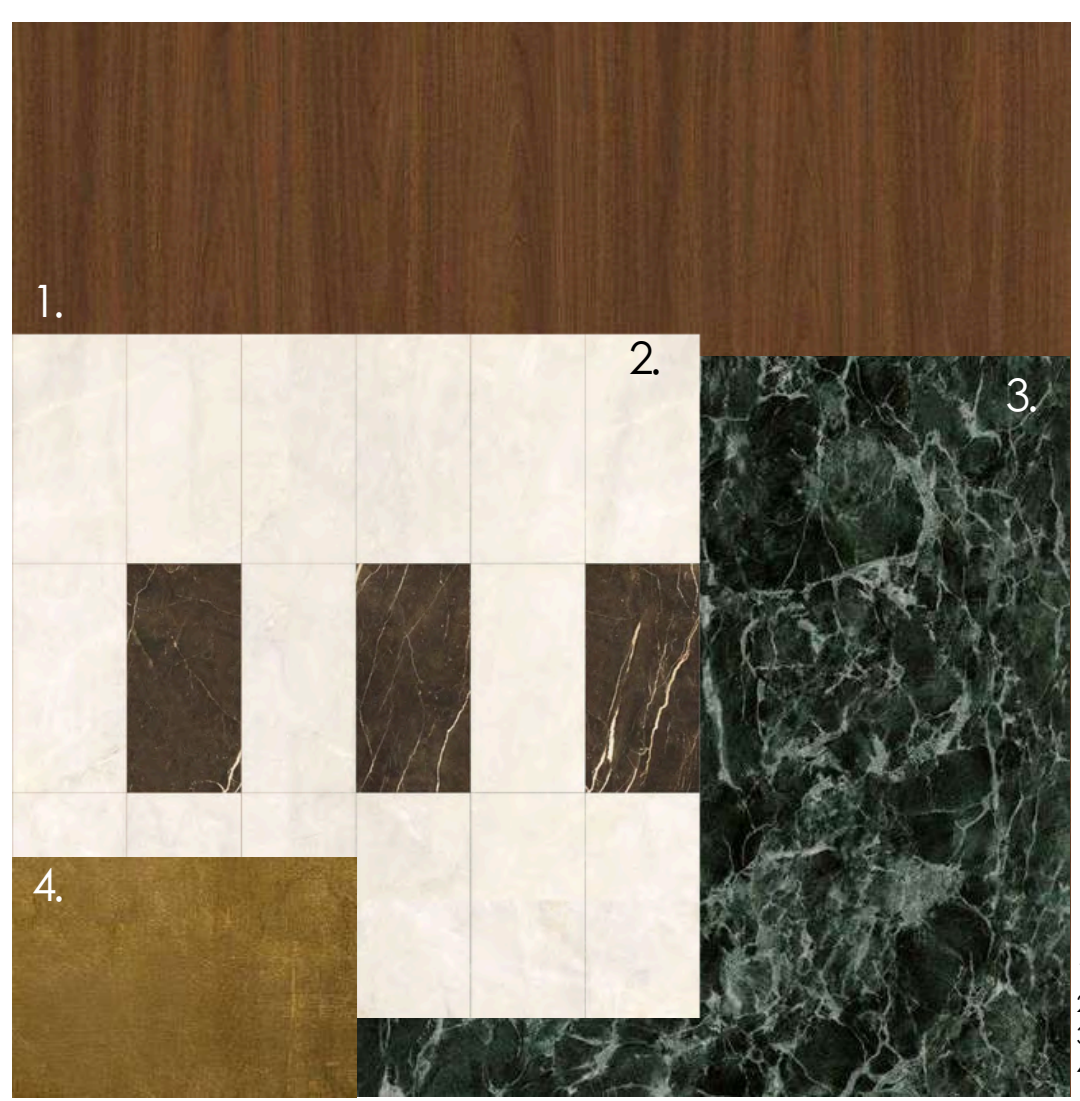


Window seating with curtain



RECEPTION/FOYER

This space in Villa Arcadia appears elegant and welcoming, with a refined yet warm design. The reception area showcases a curved, dark stone desk with what looks like an intricate logo or monogram, adding an air of sophistication. The overall palette is a harmonious blend of warm wood and soft cream tones, creating a calming and luxurious atmosphere. The high ceiling with groin vaults, visible towards the top, adds grandeur and architectural depth. Wall sconces provide subtle lighting, enhancing the welcoming ambiance. Above, a chandelier hints at classic elegance, contributing to the room's timeless appeal.



Materials & Features

- 1. Timber wall paneling and doors
- 2. Reception floor tiling
- 3. Reception desk base
- 4. Gold brushed wall lights



3D Perspective

Two potted plants with delicate, light foliage are placed near the reception desk, bringing a natural element into the space. The plants add a refreshing contrast to the more solid materials and colors of wood and marble, softening the overall look.



Reception Floor Plan



A large, ornate chandelier hangs from the ceiling as the focal point of the space, enhancing the luxurious atmosphere. Its intricate design with multiple arms and beads gives a regal and vintage touch.

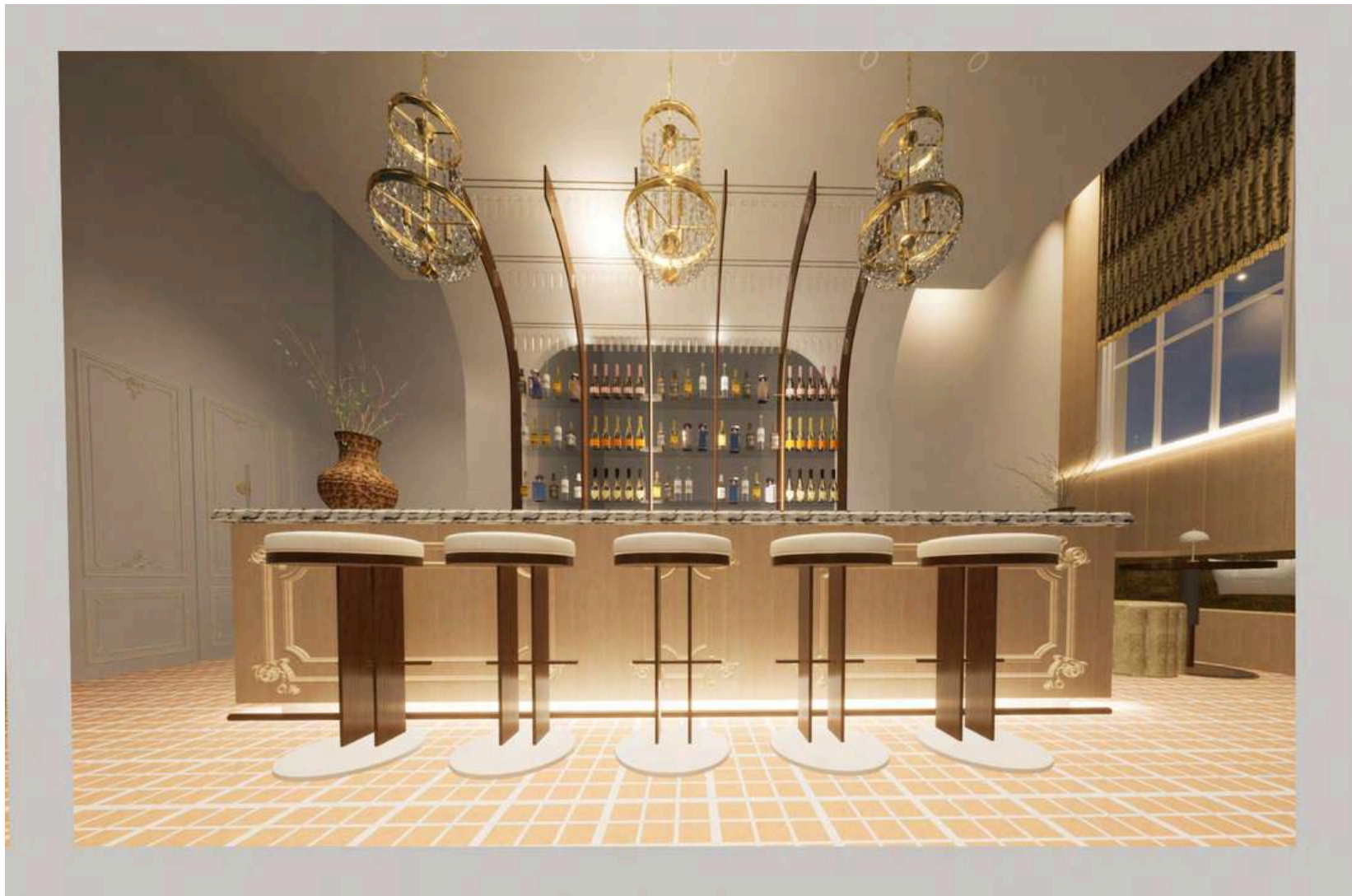


The reception desk has a unique combination of dark wood and a rich, green marble or marble-look base with decorative engravings, adding both texture and a luxurious look. The choice of materials also gives the desk a sense of durability and elegance, fitting the theme of a heritage destination.

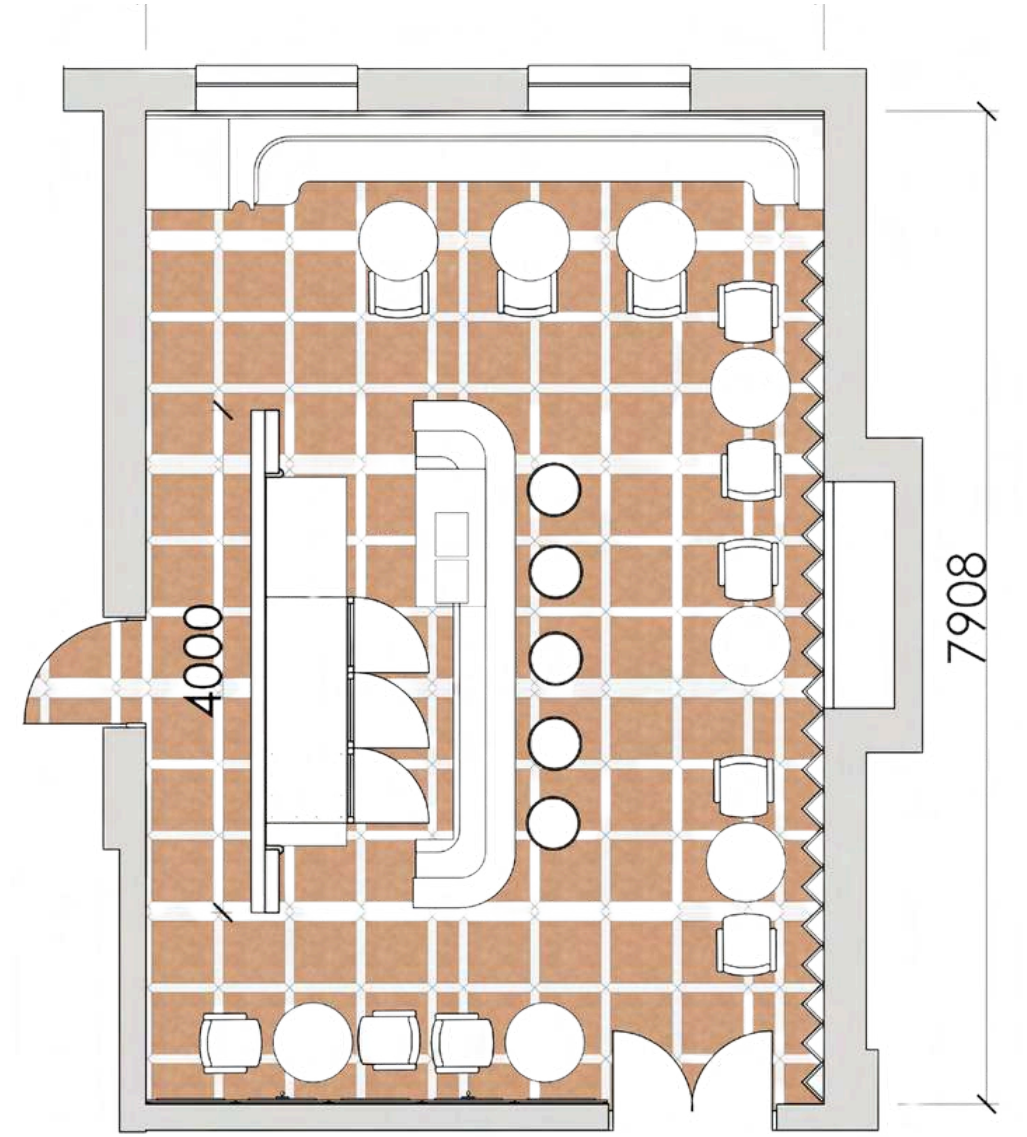


Section

BAR & LOUNGE



Section



Floor Plan

Materials



1. Bar seating and cabinets 2. Floor 3. Countertops 4. Booth upholstery 5. Chair upholstery 6. Chandeliers, Tables 7. Curtains

Architectural Features

Bar Unit



Ceiling lighting



Wall lighting



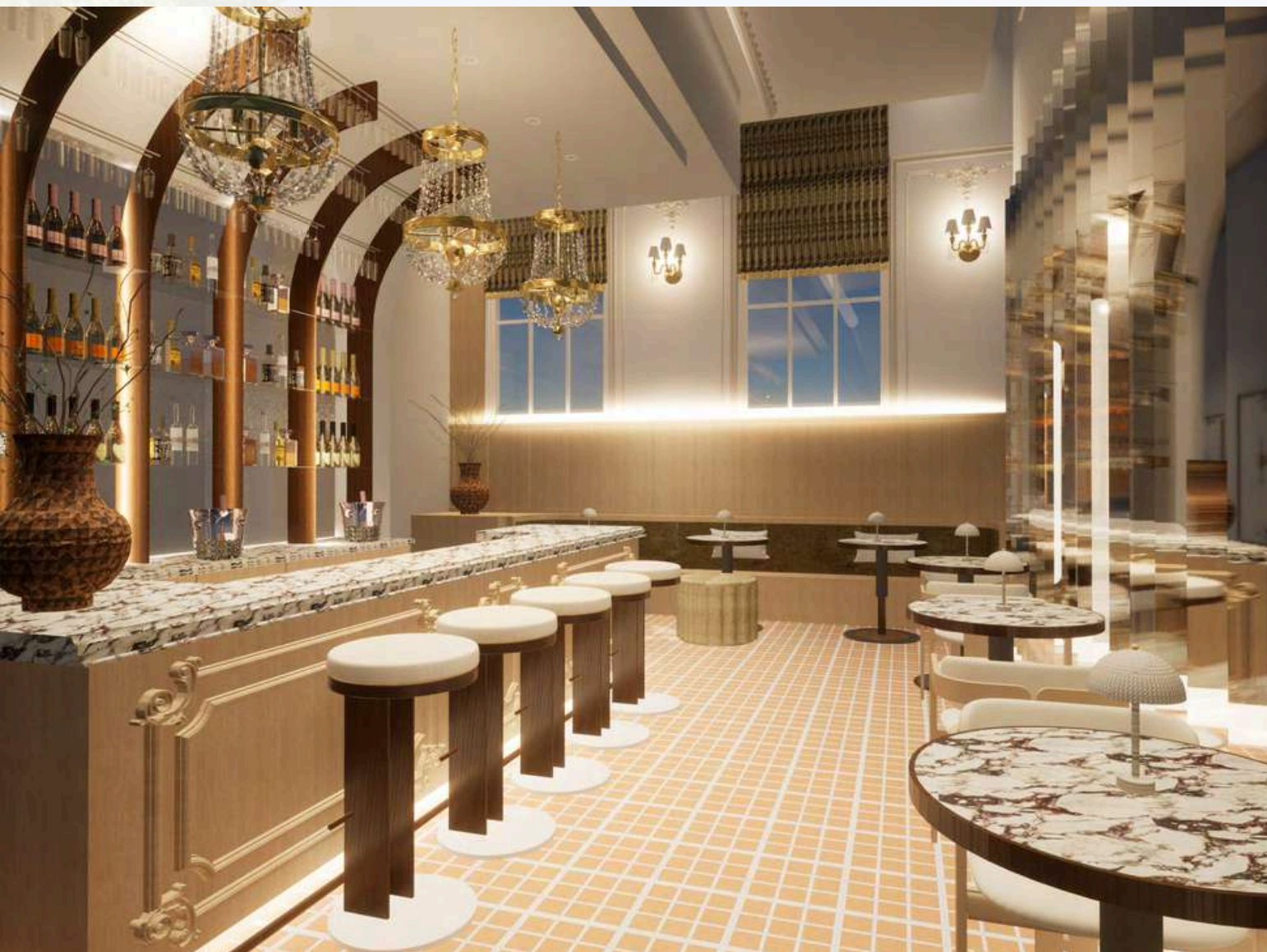
By incorporating the groin vault's signature curve into a bar display, the unit becomes a focal point that adds depth, balance, and a nod to architectural heritage. The inspiration allows the bar display to serve both a functional purpose and as a piece of sculptural art within a space, bridging historical design principles with modern aesthetics.

Their intricate, ornate design brings a sense of luxury and sophistication, creating a focal point that immediately draws the eye upward. By casting warm, ambient light, the chandeliers contribute to a cozy yet elegant setting, which is ideal for a lounge or bar environment. The shimmering reflections from the chandeliers also add texture and depth, subtly illuminating different parts of the room and accentuating the vaulted arches and curved elements throughout.

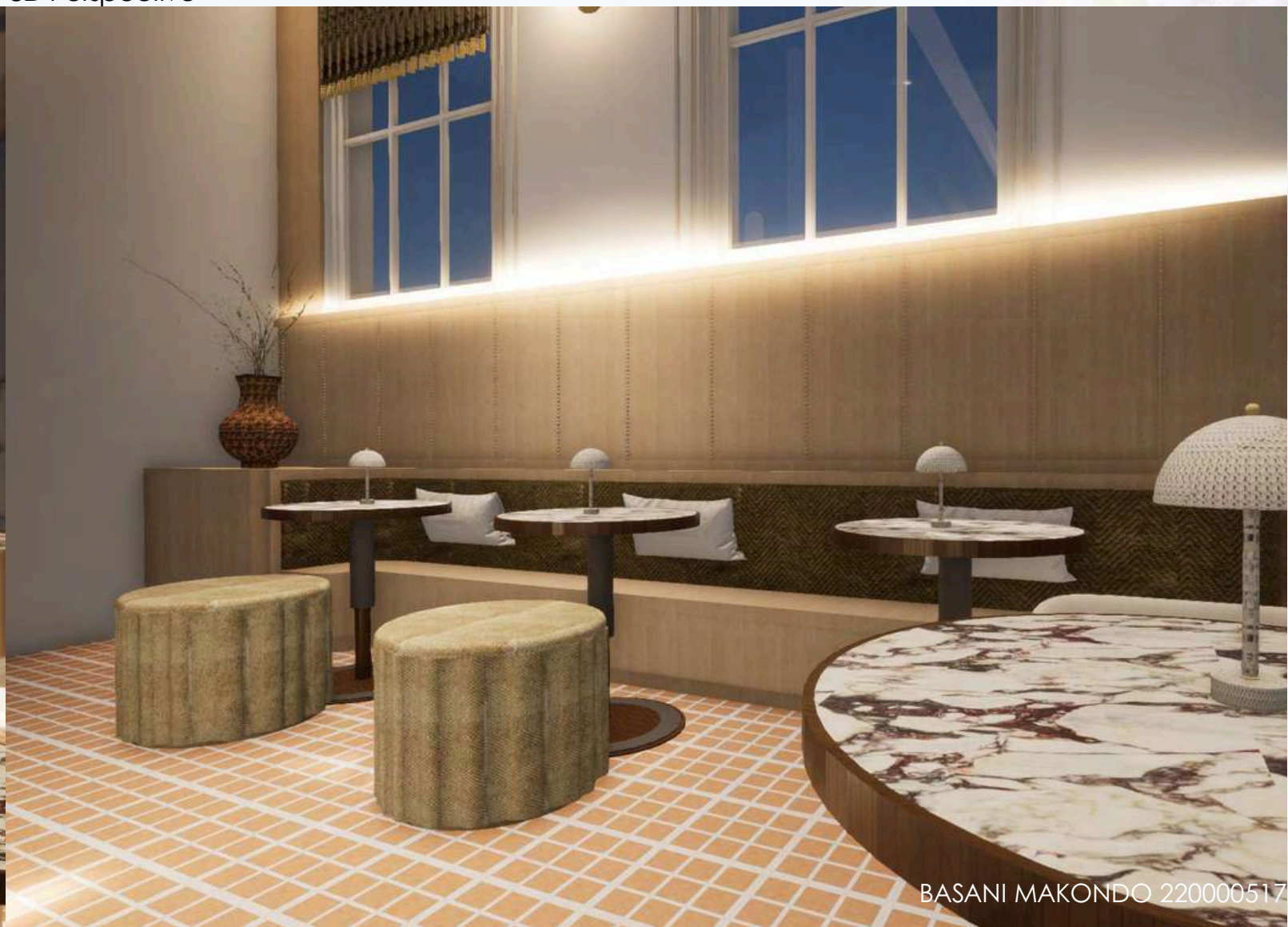
The wall lights in this space enhance its ambiance and architectural design by providing soft, focused lighting along the walls. They create a layered lighting effect that complements the chandeliers, bringing balance to the room's illumination and preventing the space from feeling overly reliant on overhead light sources. The wall lights highlight the textures and materials on the walls, enhancing the warmth and depth of the room.

elegantly designed with a blend of classic and modern touches. Chandeliers with intricate detailing hang from the ceiling, adding a touch of luxury and grandeur, while the warm lighting provides a cozy, welcoming atmosphere. The vaulted arches above the bar area, reminiscent of a groin-vaulted ceiling, give the space an architectural depth, making it feel both expansive and intimate. These curves in the ceiling parallel the soft, curved lines of the bar, creating a cohesive flow throughout the room.

3D Perspective

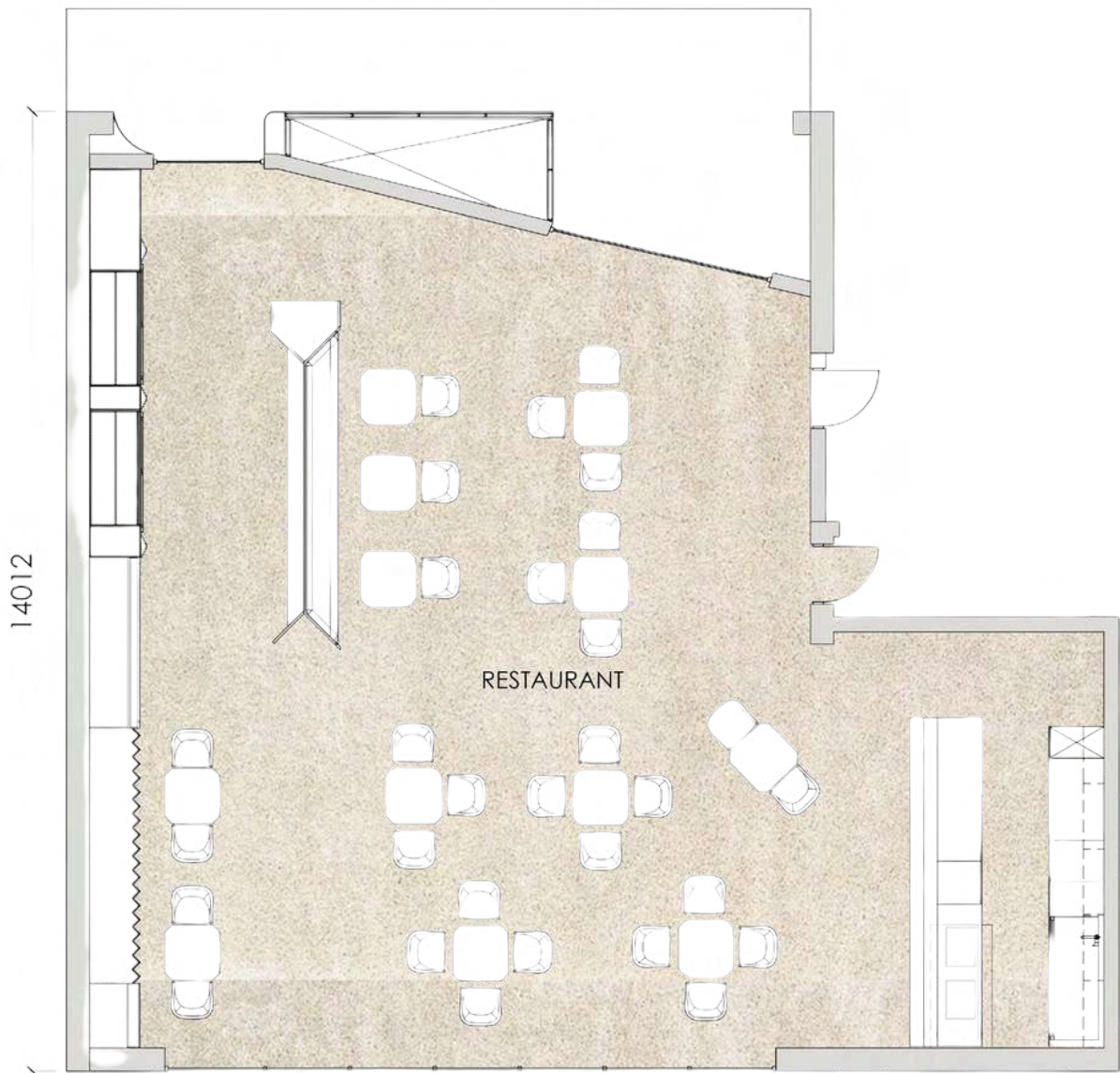


3D Perspective



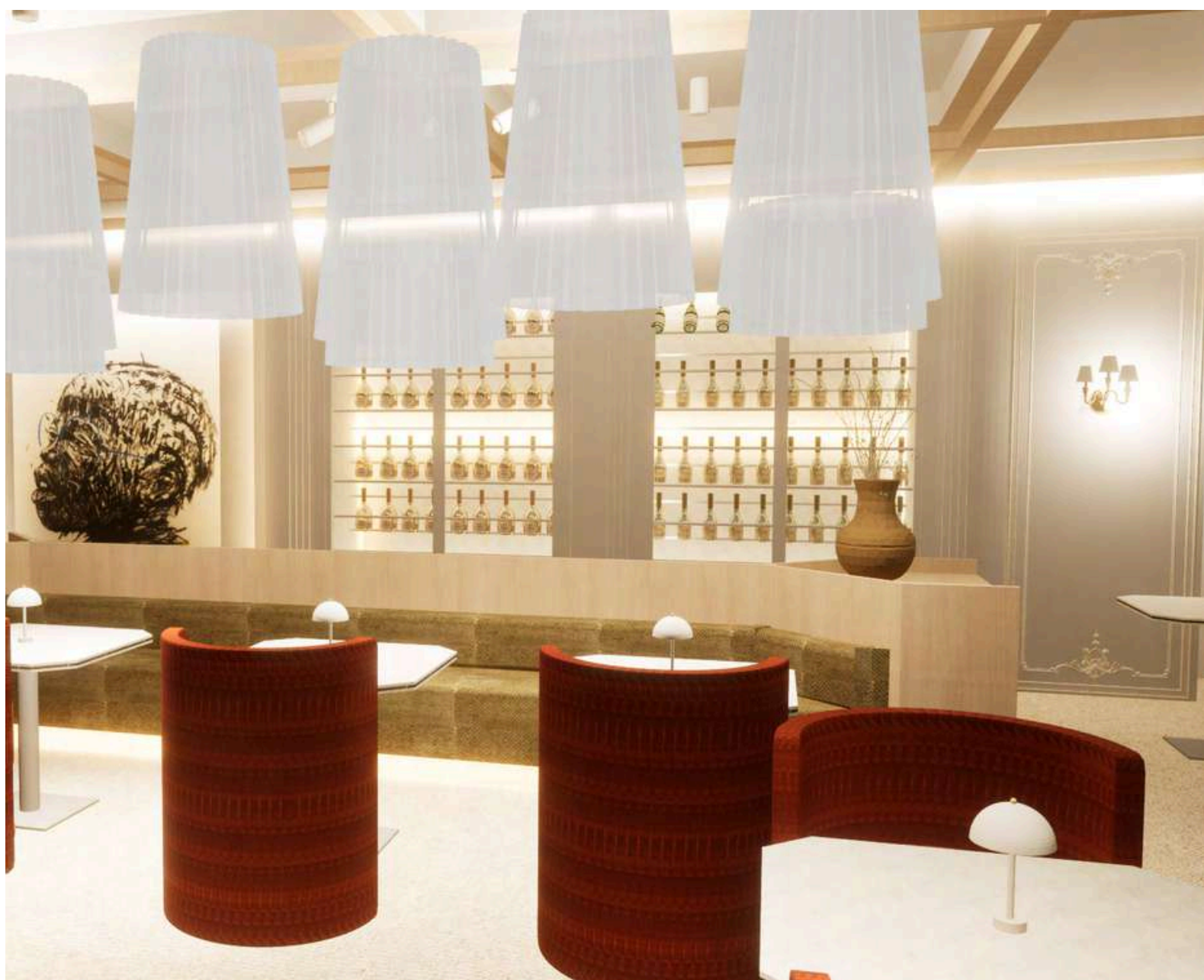
VILLA RESTAURANT

The color palette leans towards warm, earthy tones with a mix of red, beige, and white, creating an inviting and stylish atmosphere. The lighting and finishes suggest a high-end, modern design with a focus on comfort and elegance.

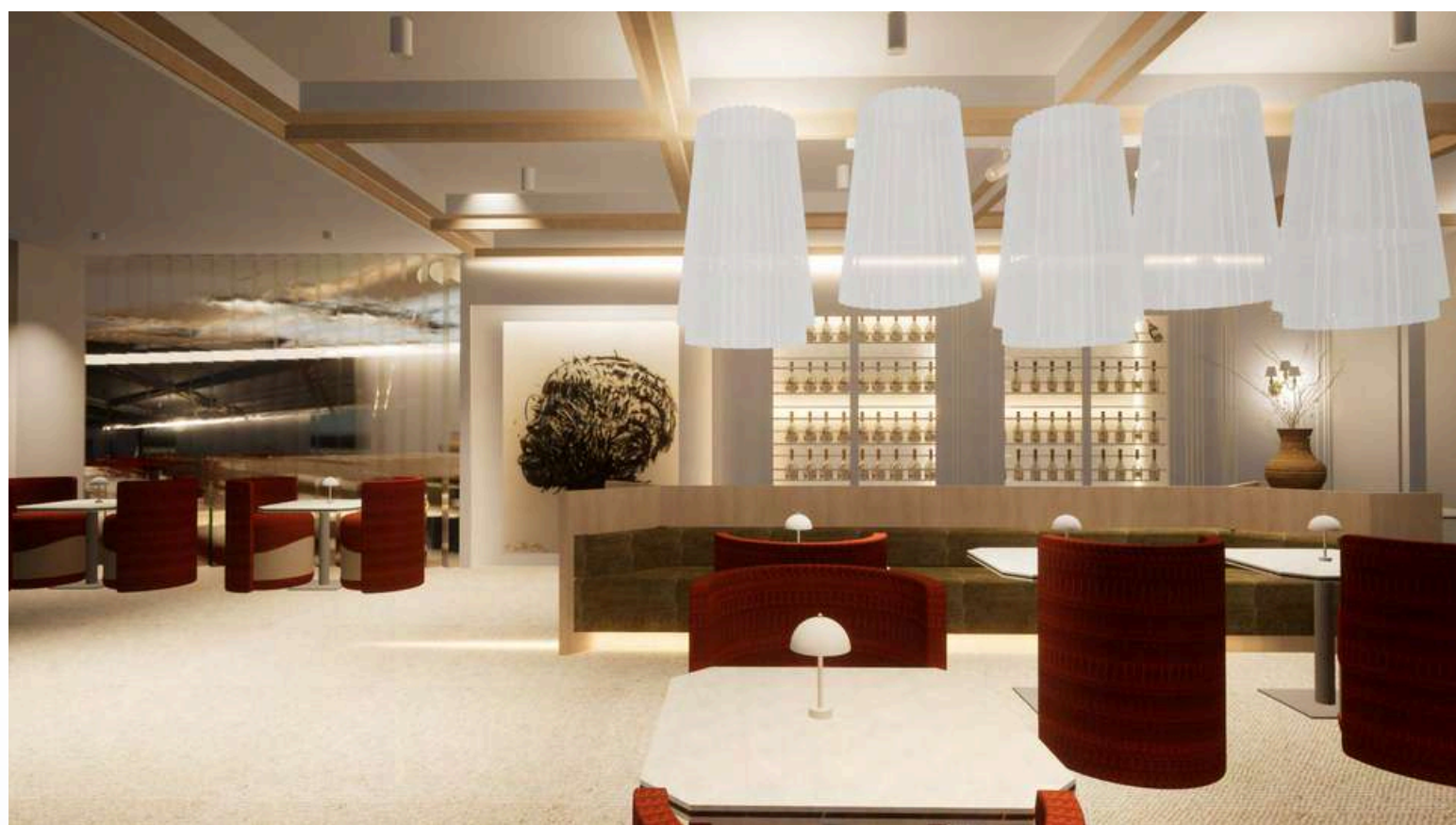


339 Restaurant floor plan

223



3D Perspective



3D Perspective



1. Wall Lights 2. Chairs 3. Built-in seating 4. Built-in seating upholstery 5. Mirror 6. Floor

Materials

Architectural Features

Ceiling hung fixture



Large, pleated, white pendant lights hang from the ceiling, casting a soft glow over the tables. Smaller table lamps with rounded shades are also present on each table, adding to the cozy ambiance.

South African Art Work



striking contrast to the rest of the decor.

Table lamp



Small table lamps provide localized, soft lighting, helping to create a cozy and intimate atmosphere. This type of lighting is flattering and makes each table feel like a private space, ideal for romantic dinners or relaxed gatherings.

Wall Light



The design of the wall lights themselves can add to the aesthetic of the space, acting as decorative elements that enhance the overall style. Whether they're classic, ornate sconces or sleek, modern fixtures, wall lights can complement the room's theme and enhance its elegance.

Intricate Wall Mould

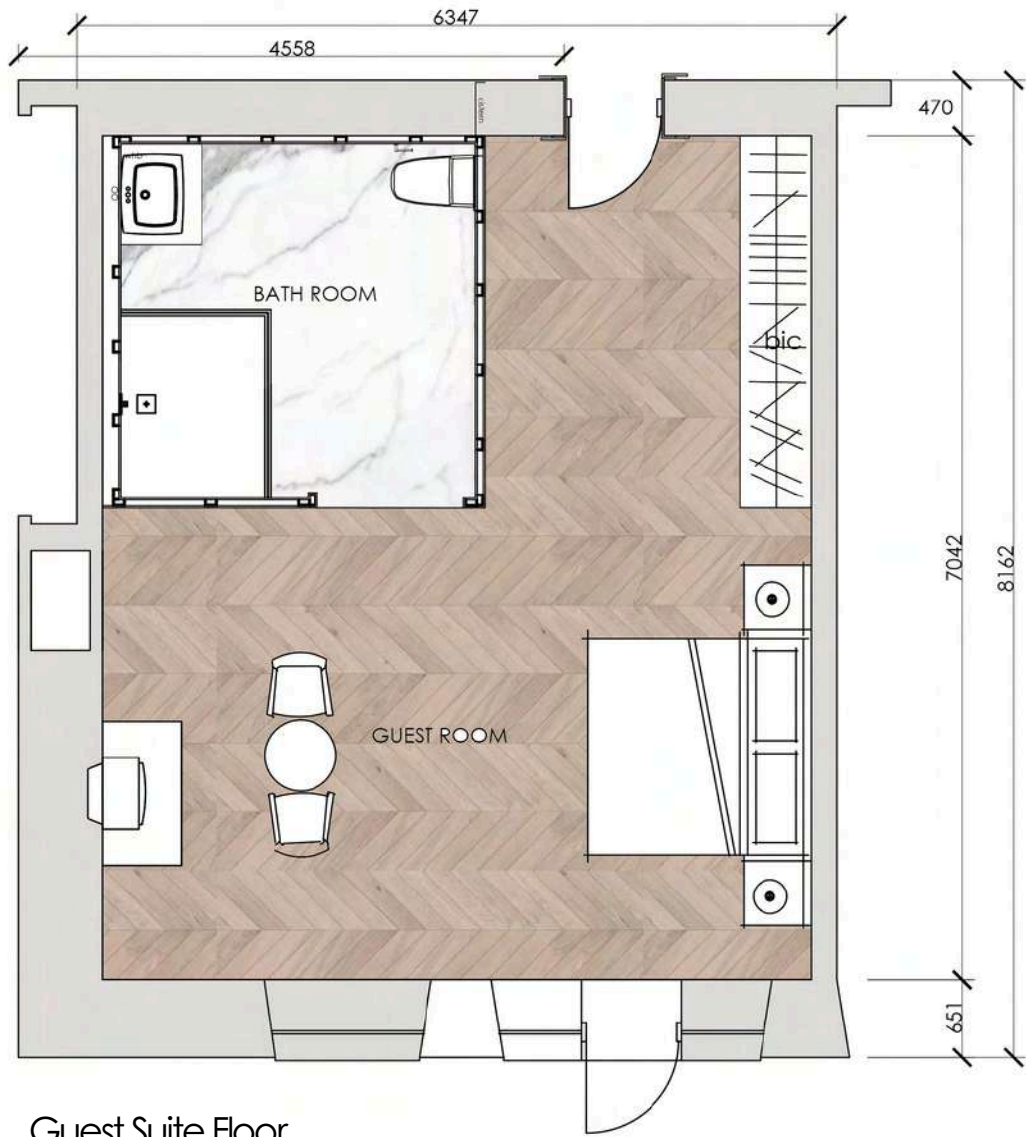


Moulding breaks up plain wall surfaces, creating layers and texture that make the space more visually engaging. This added depth helps avoid a flat, monotonous look and adds a dynamic element to the room.



Section

GUEST SUITE



Guest Suite Floor



3D Perspective- Guest Suite

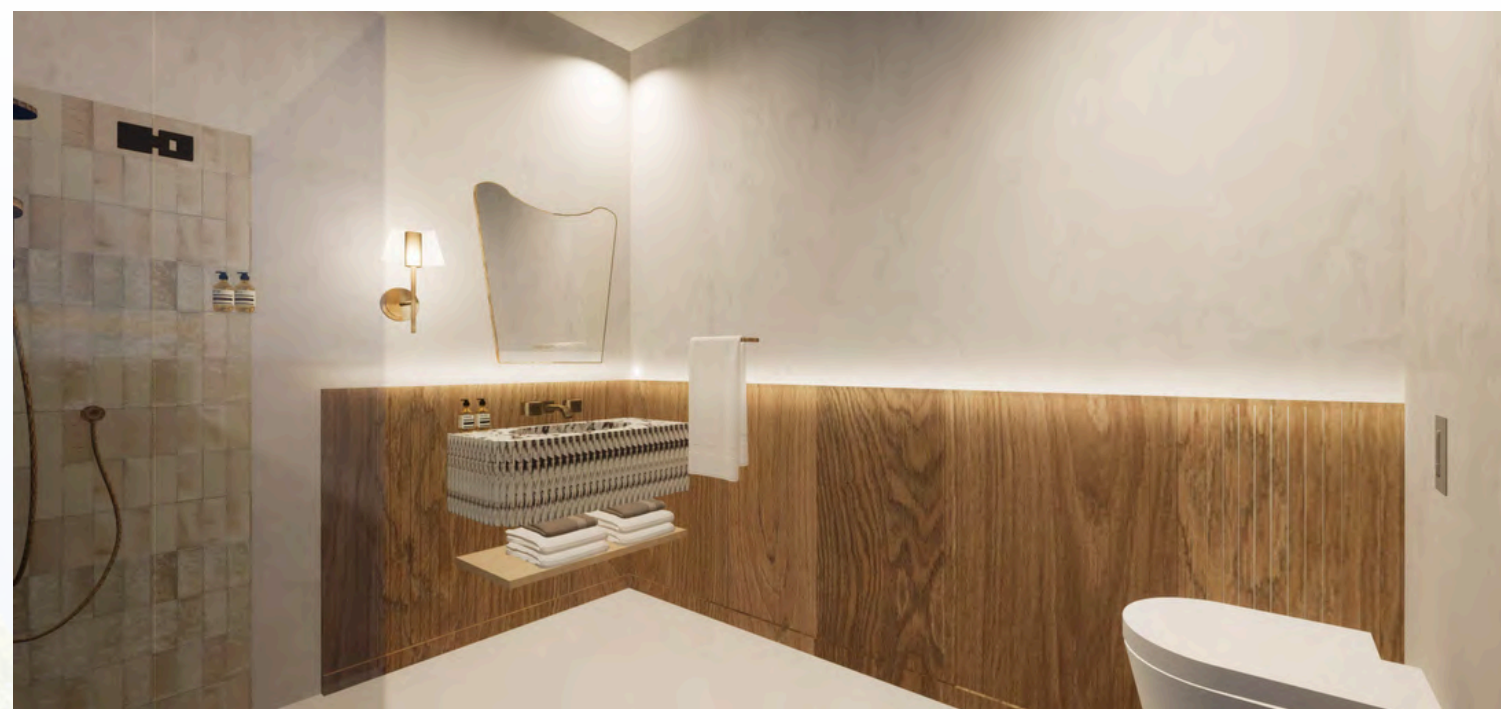
This bedroom combines modern minimalism with traditional elegance, creating a tranquil, high-end space. The classic elements like wall molding, floral wallpaper, and a chandelier are balanced by clean lines and neutral colors, creating a harmonious and inviting atmosphere. The lighting adds both ambiance and style, enhancing the cozy and luxurious feel of the room.

The floor has a light herringbone wood pattern, giving the space a refined look. A soft, neutral-toned rug is positioned under the bed, adding warmth and a layered texture to the space.



1. Floor 2. Carpet 3. Wallpaper

Materials Used



The bathroom has a warm, neutral color palette, combining light wood and soft beige tiles with white accents. The walls above the wood paneling are a light, smooth finish, giving a clean and contemporary look.

3D Perspective- Guest Suite Bathroom

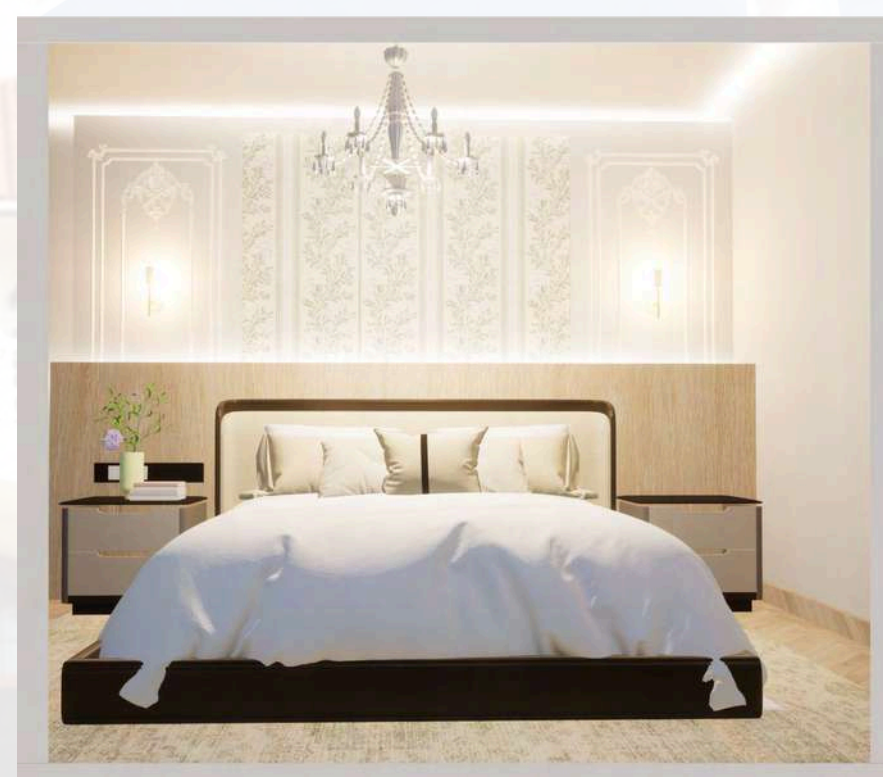


1. Bathroom Tiles 2. Wall paneling 3. Wall paint 4. Marble Vanity

Materials Used



Section



Section