

JUNGALOW

Nature Lounge Pop Up

Alexandra Biehle

“Color brings joy. Pattern is the spice of design. Plants are magic.”

Justina Blakeney

Justina Blakeney is an American designer, artist, interior designer, writer, and speaker. She created her own bohemian home decor company in California, called Jungalow, that is known for her bold, colorful, luscious designs.

Her design inspiration comes from Morocco, India, Mexico, and many more countries whose cultures thrive in vibrant, patternful design.



The Idea

A pop up immersive nature lounge experience for Jungalow at JFK Airport that will consist of interactive activities to get the visitor to buy their products. The visitor will walk into a colorful, nature lounge where they can use tablets to drag Jungalow products into a 3D room mockup to give a photorealistic experience of how the product would look in the space. There will also be a QR code attached to each product on the site where visitors can scan and see an AR version of how the product will look in their immediate surroundings. There will also be a tutorial where visitors can recreate one of Justina's planter designs to take home as a takeaway. In addition, food from the cultures that inspire Jungalow's designs will be served; the countries include Morocco, India and Mexico. The goal is to introduce west coast bohemian design style to NYC and encourage people to bring a little Jungalicious home decor into their homes to incite joy. Another goal is to inform the visitor that Jungalow has a partnership with Trees for the Future which means that every purchase equals two trees planted in sub-Saharan Africa. The tree planting will help the environment while also providing food security and income to communities that rely on the trees in sub-Saharan Africa.



Mindmap



Key Words:
Color
Pattern
Texture
Nature
Plants
Joy
Connection
Energy



Experience Mindmap

a counter for how many purchases were made/
trees will be planted
(ex: 2 purchases =
4 trees planted)
shown on the
outside + inside
to attract visitors



Experience Map



Nature/vines on exterior walls with logo + counter (4 purchases = 8 trees planted)



Lounge sofas + chairs & tables with tablets to do interactive shopping experience + to order food



Plant pot painting activity



Hanging vines hallway with jungle sounds/entry experience



Tree bar area



Discount / small display area to buy smaller products



Precedent Projects



Air France Business Lounge,
Paris, France



Nature Lounge, Otemachi Park Building,
Mitsubishi Estate, Japan



Forma 5 Showroom, Dubai

Location

JFK Airport Terminal 8



Why an airport?

The happier the traveler, the more likely they are to buy.

“Not to mention massage chairs, spas, ponds, and atriums. Anything designed to keep you relaxed. Because studies show if passengers are 1% more satisfied, airport sales go up by 1.5%.” - Steve Cameron, Business Insider

By having an immersive nature lounge, it will set the perfect atmospheric oasis, making the traveler feel relaxed and “1% more satisfied.”



Airport Ad

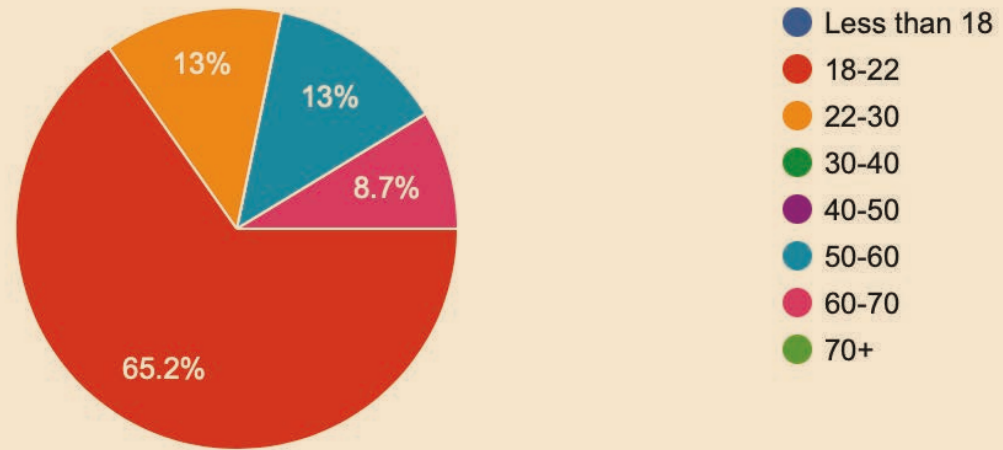


Airport Pop Up Sketches

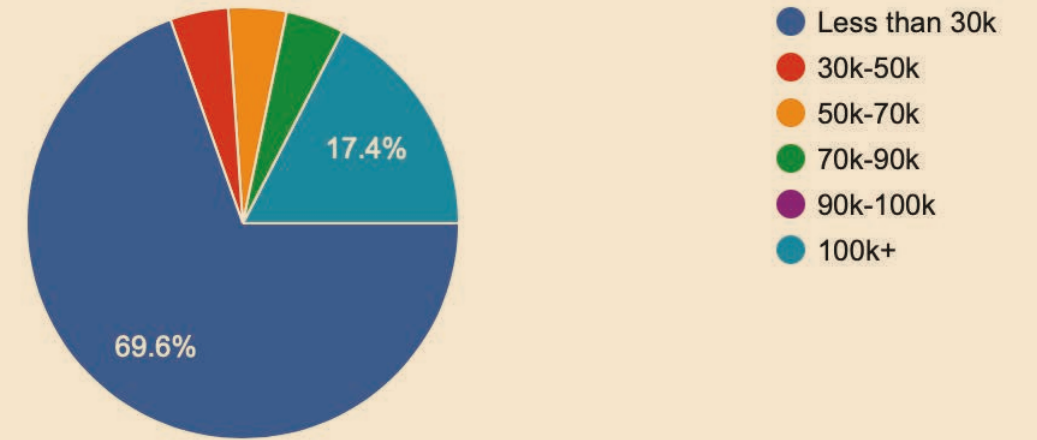


Research

What is your age?

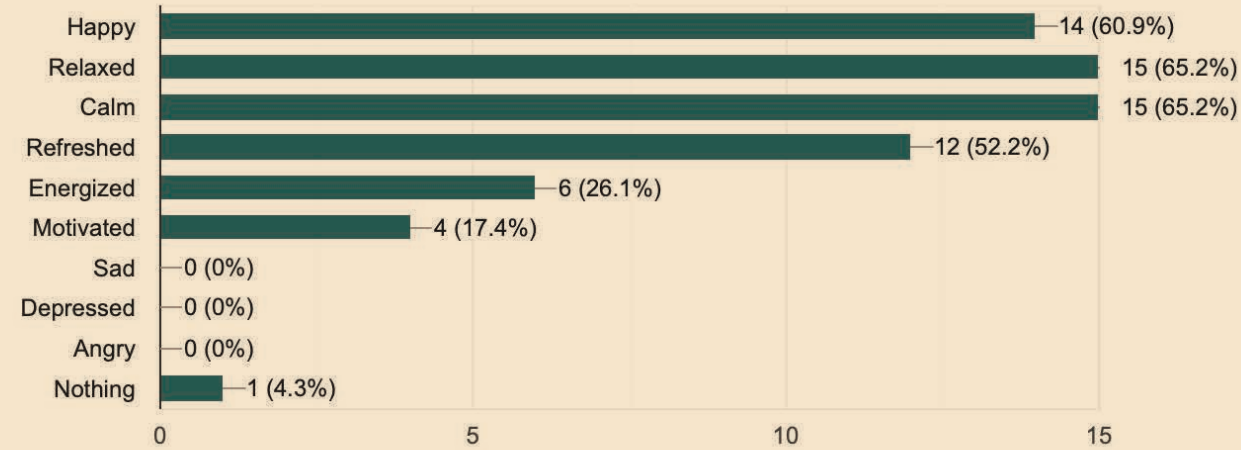


What is your annual income?



Research

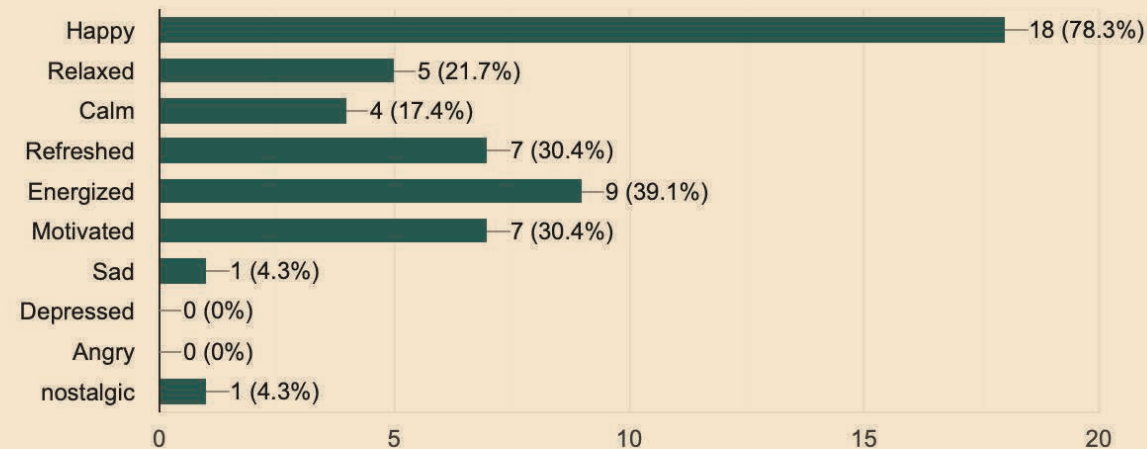
How do plants/nature make you feel?



Do you have plants? Alive or fake?

Yes: 78.3%
No: 21.7%
Alive: 94.4%
Fake: 5.5%
Both: 16.7%

How do vibrant, bright, pastel colors make you feel?

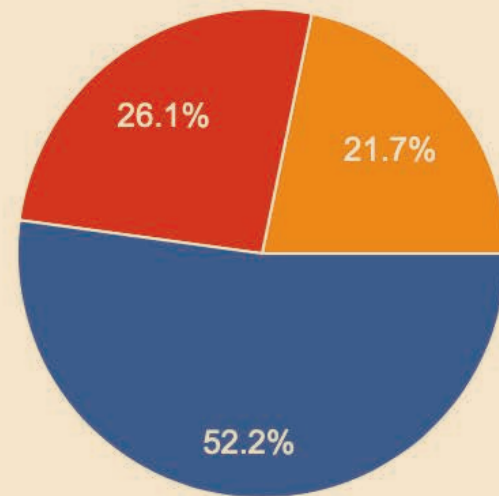


Does your home mostly consist of colorful or neutral tones?

Colorful: 26.1%
Neutral: 65.2%
Both: 8.7%



Are you attracted to Jungalow's style? Would you buy a product?

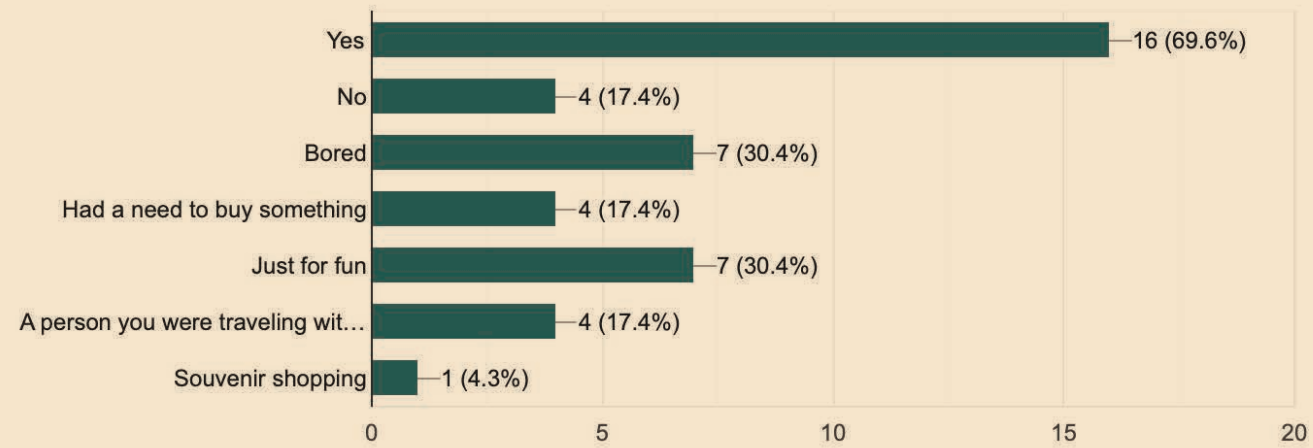


- Yes, I like the style and would buy
- Yes, I like the style but would not buy
- No, I don't like the style and would not buy

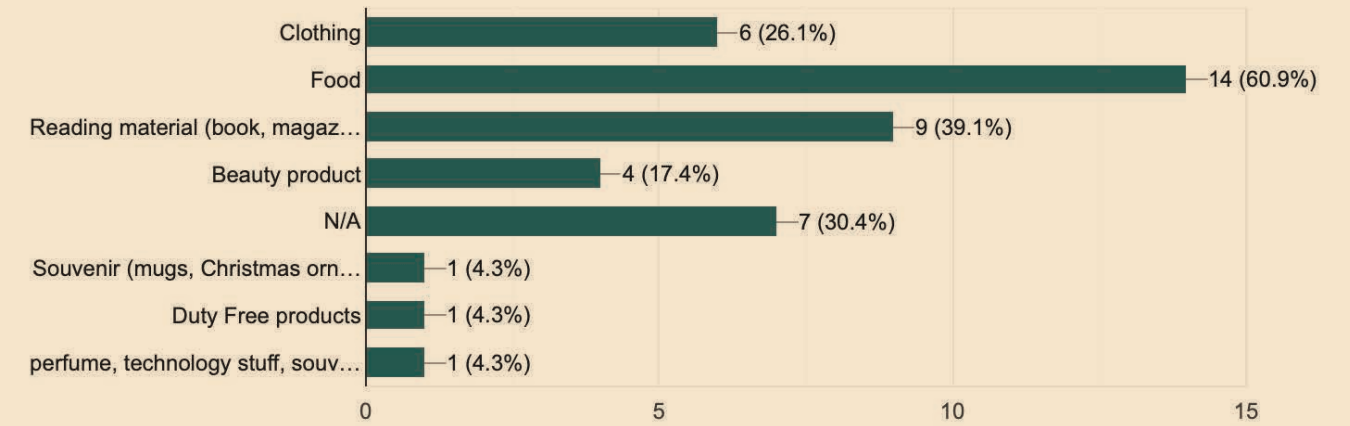


Research

Have you ever browsed/shopped at an airport? Why?

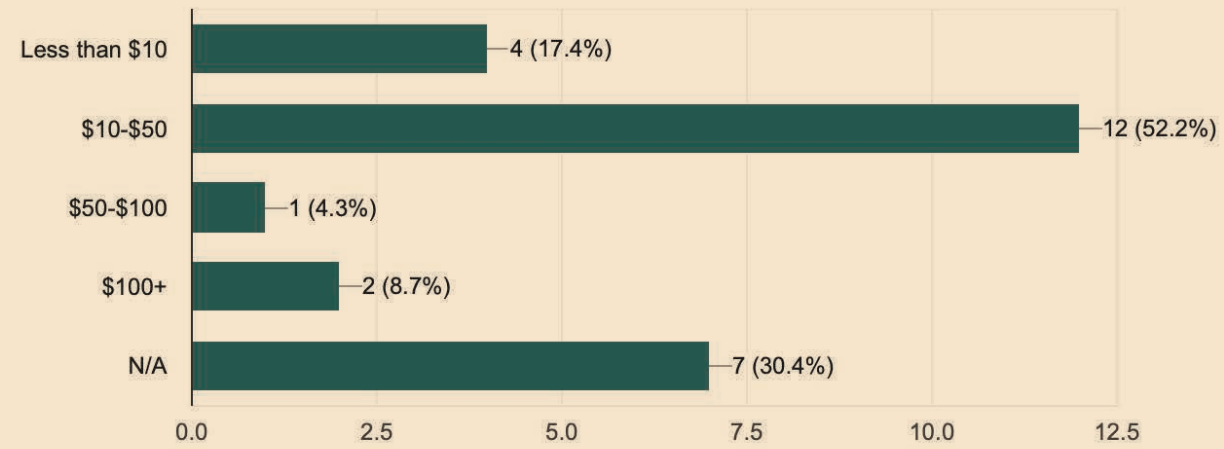


If so, what have you bought?

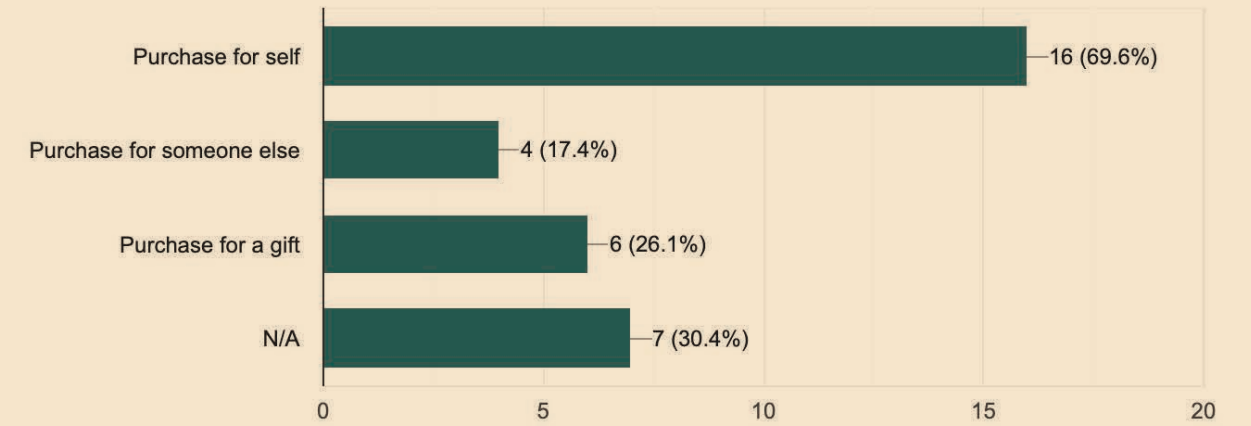


Research

How much was it?

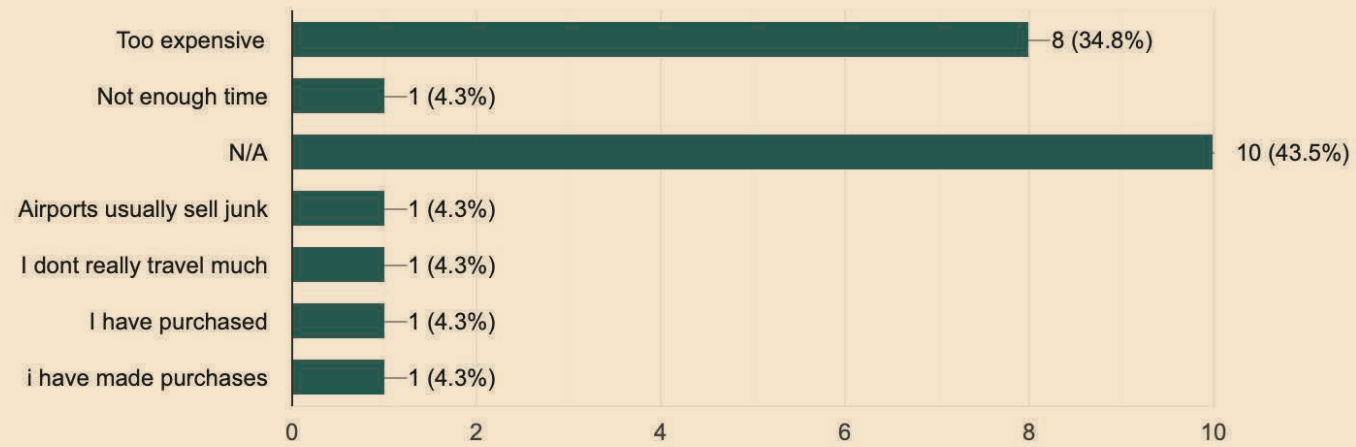


Who was the purchase for?

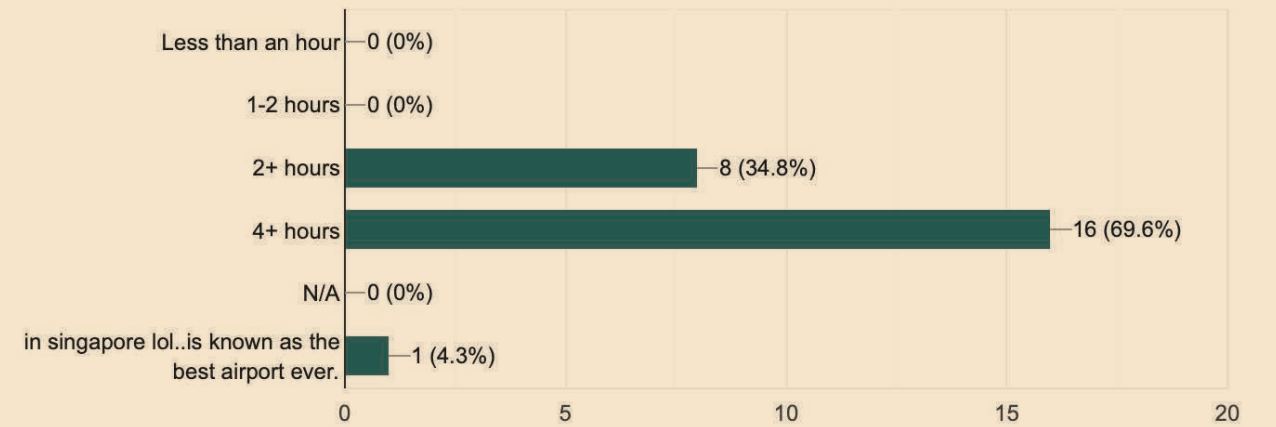


Research

If you haven't made a purchase, why not?

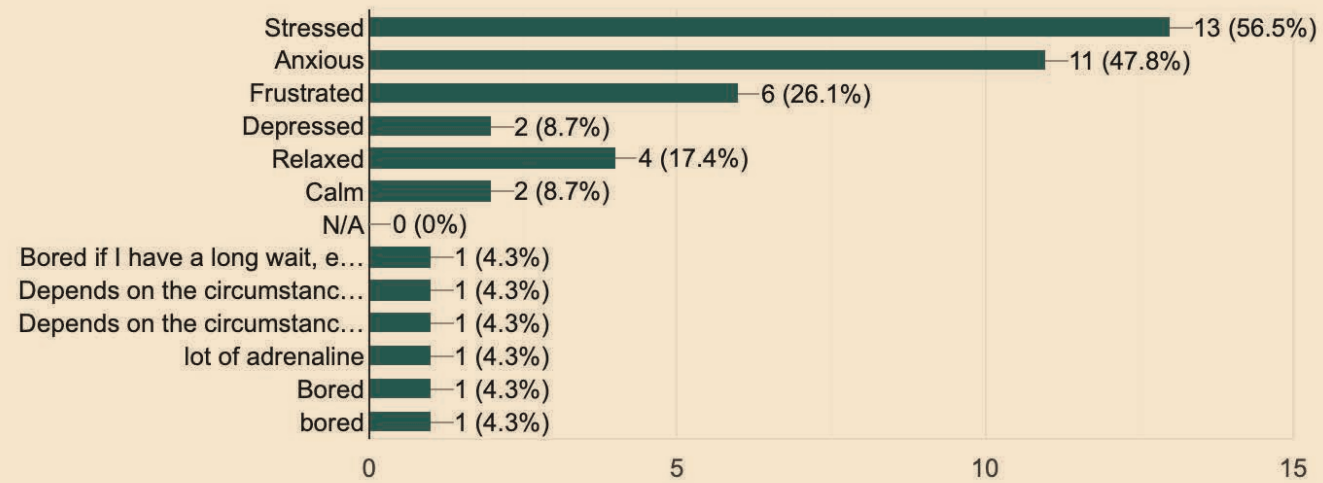


What is the longest time frame you have been at an airport?

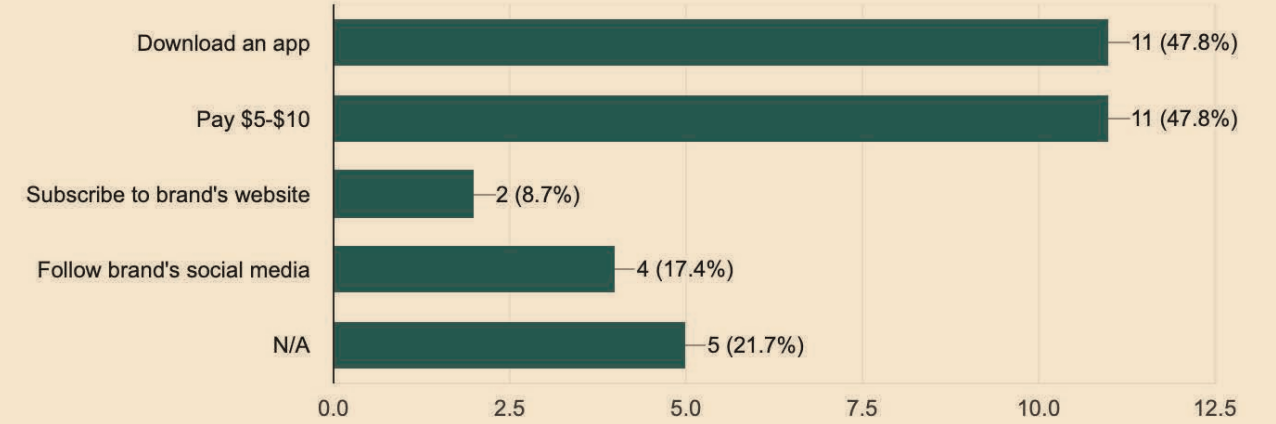


Research

How do you feel when at an airport?



What would you do to be able to relax in an airport?



Personas



Fashion Designer

Age: 27

Income: 110K

Andrea is known as a fashion icon in her group of friends who adores color, but loves anything red.



Environmental Scientist

Age: 24

Income: 60K

Kristin has a huge green thumb and loves to tend to her garden in her spare time.



Interior Designer

Age: 32

Income: 90K

Naomi loves incorporating nature in her designs because plants bring her joy.



Landscape Architect

Age: 50

Income: 130K

Maria is passionate about plants and loves collecting textural and patterned objects.



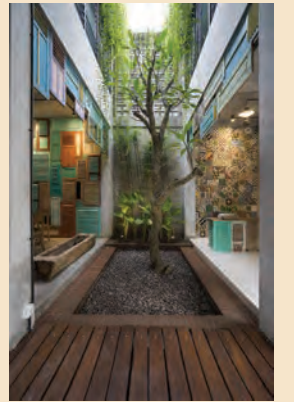
Jungalow Inspiration



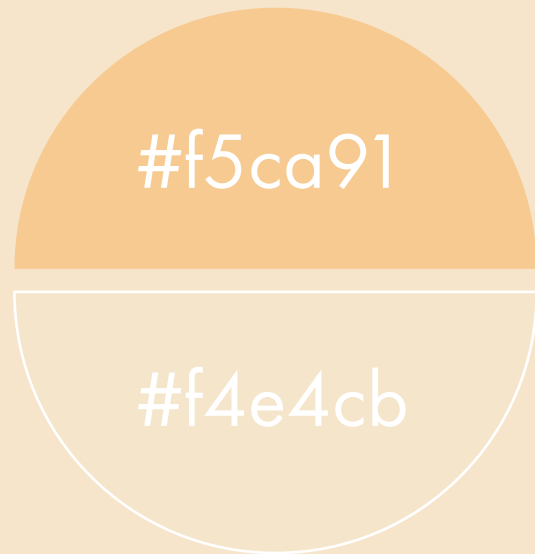
Nature Lounge Inspiration



Pop Up Inspiration



Graphic Identity



Aa Aa
Arida Futura



Mentors



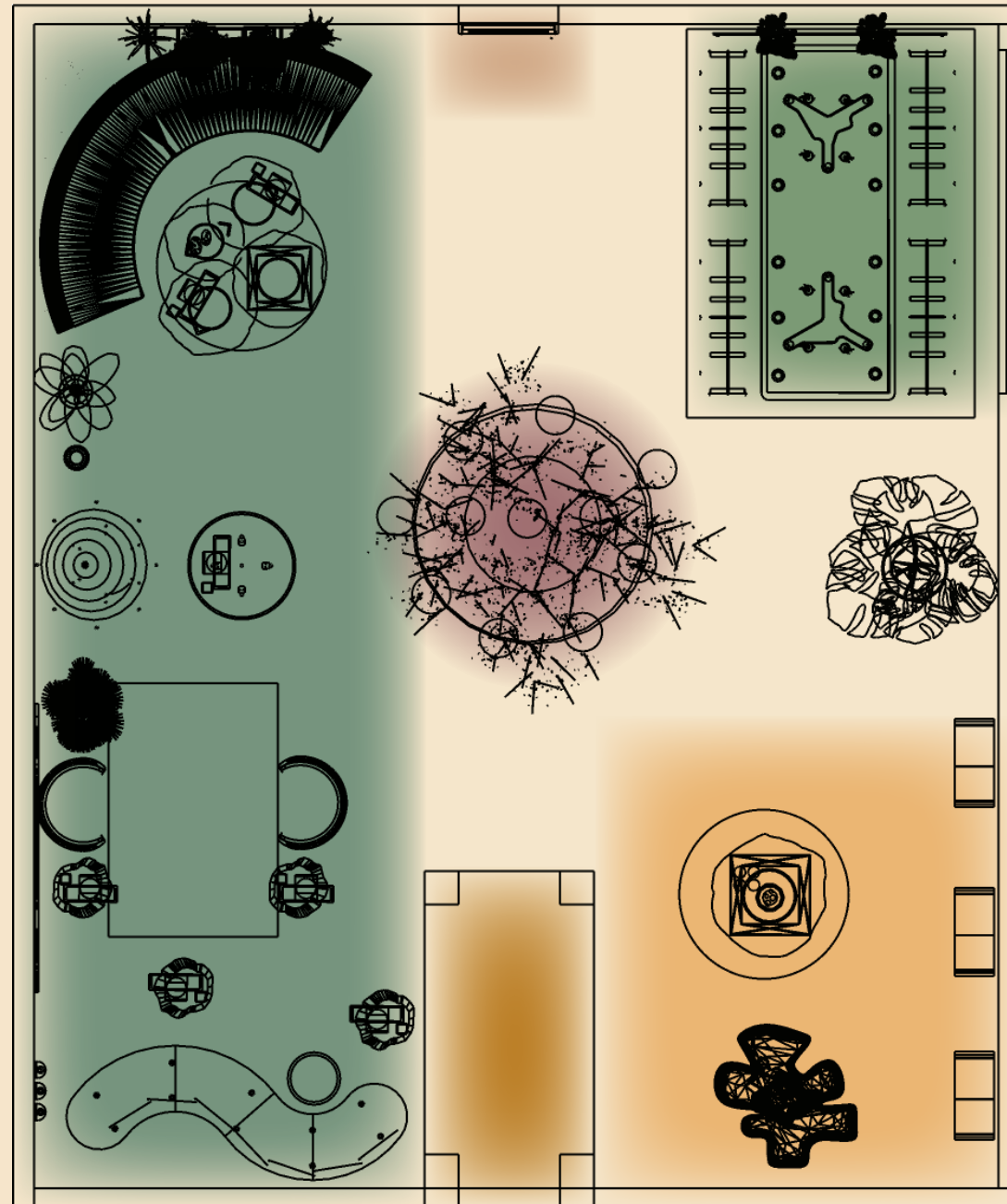
Nina Terjesen
Divisional Vice President
of Creative Store Design
Marshall Retail Group



Karina Grossman
Experiential Producer
MKG



Floor Plan



Lounge



Paint Activity



Retail Display



Tree Bar



Vine Entrance



Exit



Hybrid Rendering



Midterm Board

JUNGALOW

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Location

JFK Airport



Graphic Identity

#0b5c52

#f5ca91

#81ab94

#f4a4cb

#c1892c

#a15528

#702b49

#fbcbdb

Aa Arida Futura



The Idea

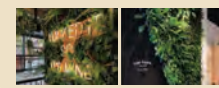
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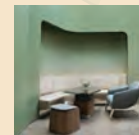
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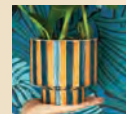
Experience Map



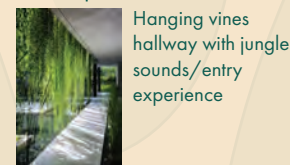
Nature/vines on exterior walls with logo + counter (4 purchases = 8 trees planted)



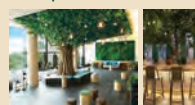
Lounge sofas + chairs & tables with tablets to do interactive shopping experience + to order food



Plant pot painting activity



Hanging vines hallway with jungle sounds/entry experience



Tree bar area

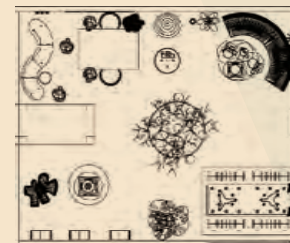


Discount / small display area to buy smaller products

Rendering



Floor Plan



Personas



Fashion Designer
Age: 27
Income: 110K

Environmental Scientist
Age: 24
Income: 60K

Interior Designer
Age: 32
Income: 90K

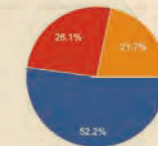
Landscape Architect
Age: 50
Income: 130K

Nature Lounge Inspiration



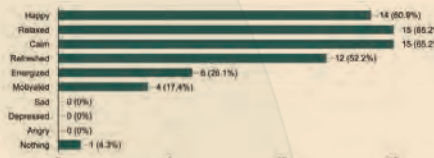
Survey

Are you attracted to Jungalow's style? Would you buy a product?

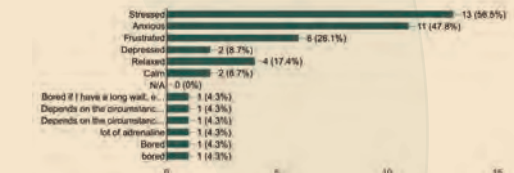


Legend:
 • Yes, I like the style and would buy
 • Yes, I like the style but would not buy
 • No, I don't like the style and would not buy

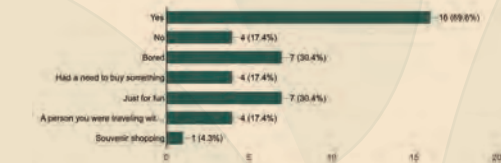
How do plants/nature make you feel?



How do you feel when at an airport?



Have you ever browsed/shopped at an airport? Why?



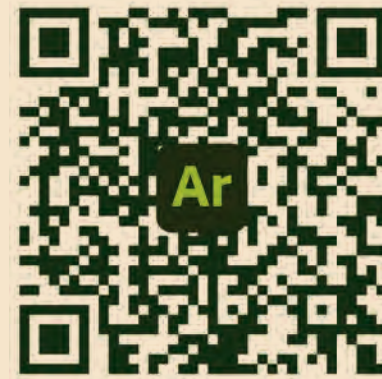
Jungalow Inspiration



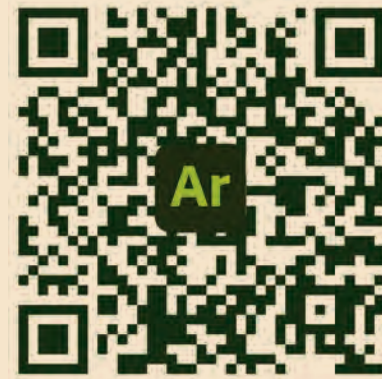
AR QR Codes



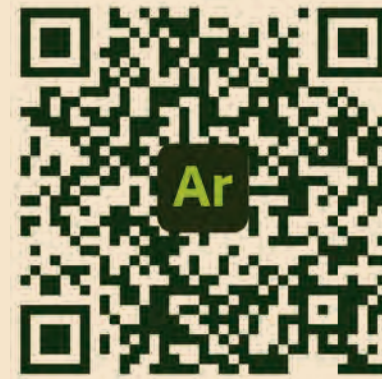
Adika Rectangle Bone
Inlaid Mirror



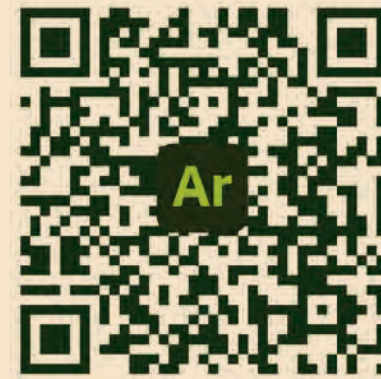
Black Stripe Mali Zig
Zag Stool



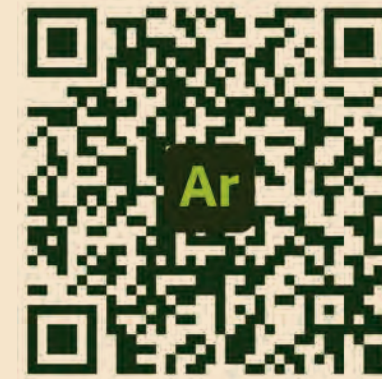
Clay Mali Hourglass
Stool



In Chorus Art Print



Jungle Coasters



Kamara Table Lamp

AR QR Codes



Kaya Shorty 2-Piece
Ceramic Planter



Moss Green Cotton
Velvet Pouf



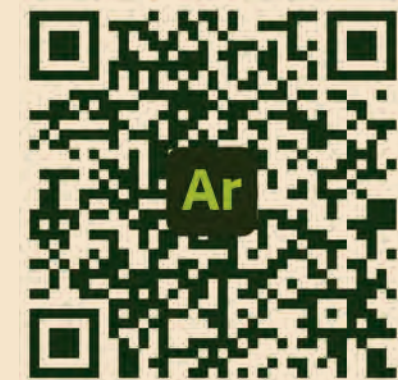
Peace Vase



Tigress Tangerine Rug



Yellow Shag Pillow



White Indah Rattan
Coffee Table

Midterm Review Feedback

Students

- That's so cool! That's so smart. (AR QR codes)
- Maybe do a cafe/smaller foods or a juice bar
- That's smart to do it in an airport.

Stan Henry

- It's a good thing you're not dressed bohemian, it shows that you can adapt and do work for a brand that has a different style than yours.

Woman with Glasses

- Maybe have a discount or tiers so not everything is expensive.

Arianna Locatelli

- You should definitely take pics of the AR experience and put it in your portfolio! Brands are loving this kind of stuff right now!
- Look up how to do a hologram with your phone on YouTube - borrow iPads from FIT and place under a glass/globe to project products - have multiple of them on multiple risers/pedestals for final build

VPED/SED Graduate

- Maybe have a separate space for AR experience/have a designated area to use the QR codes

Evan Petragani

- Maybe have a pamphlet of AR QR codes as a takeaway.
- Maybe have a suitcase as the gift shop bag for the display area.

Armando Cedillo

- Hologram was a good idea - just test it out first because you need a controlled lighting environment/dark lighting
- Check out airport in Singapore, it has an immersive nature/jungle atmosphere/plants everywhere

Craig Berger

- Integrate graphics & ceiling lighting

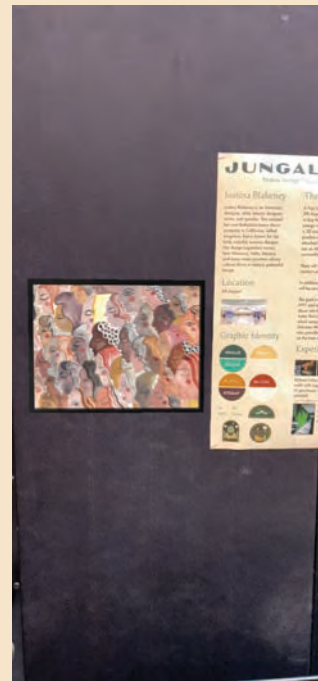
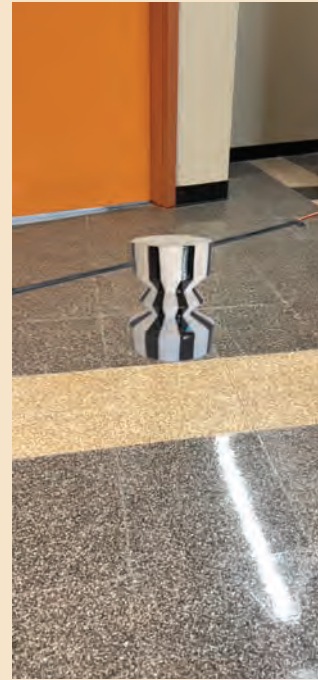
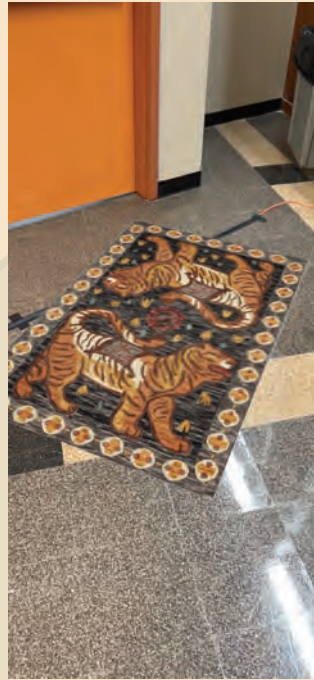
Hubert Brakohiapa

- AR QR codes are a great interactive idea - I could do this all day

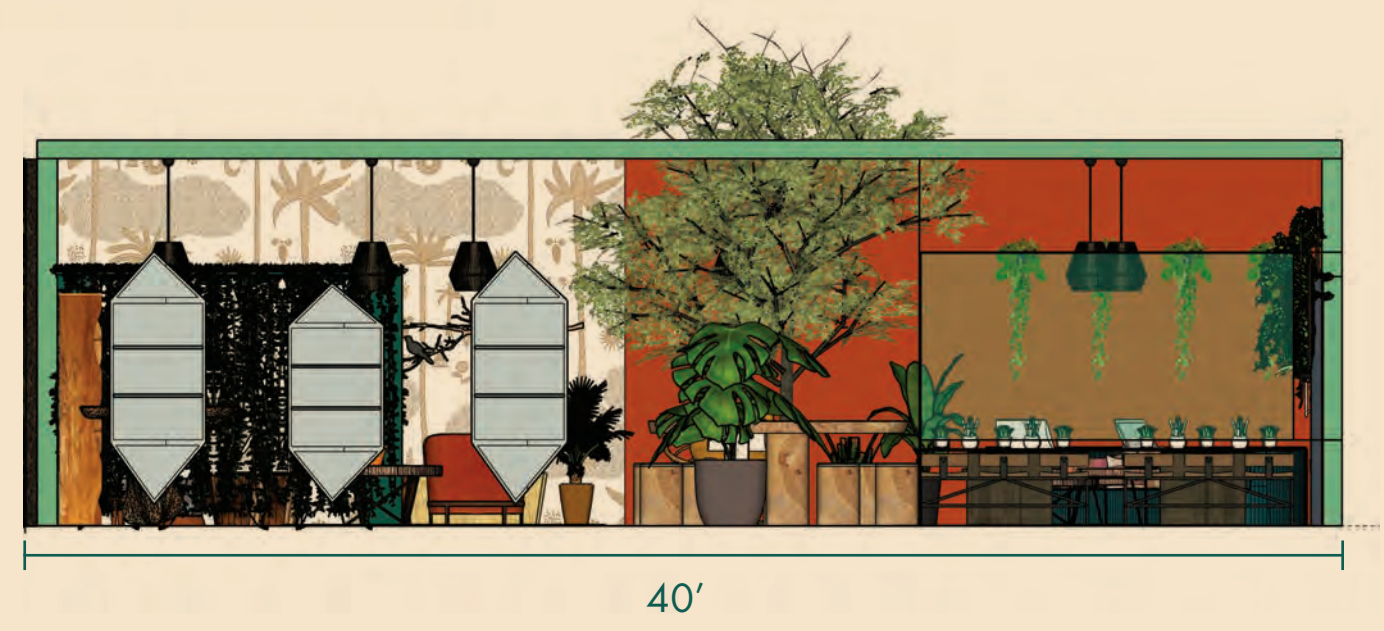


Midterm Review Display

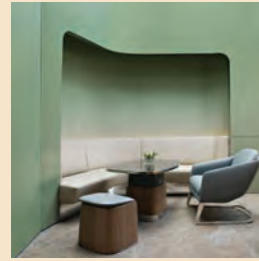




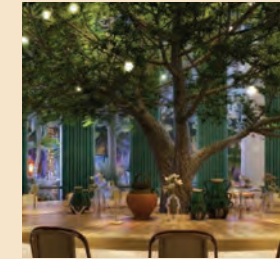
Elevations



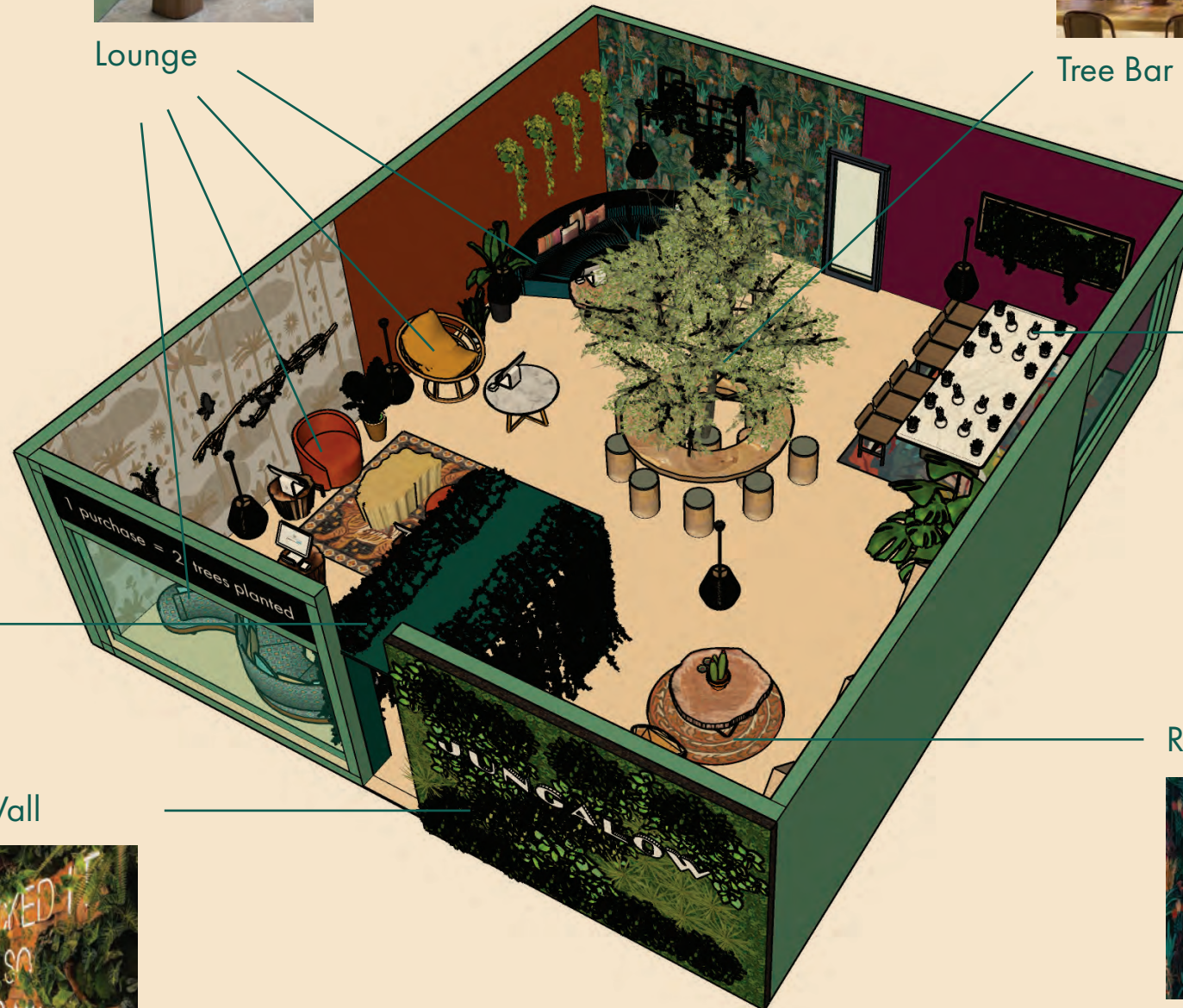
Isometric



Lounge



Tree Bar



Paint Activity



Vine Entrance



Plant Wall



Retail Display



Physical Build



30" w x 7' h x 3" d wood for structure with wallpaper printed on sides

2' w x 4 3/4" h x 3" d CNC logo on 1/4" MDF with milky plexi / warm LED lights

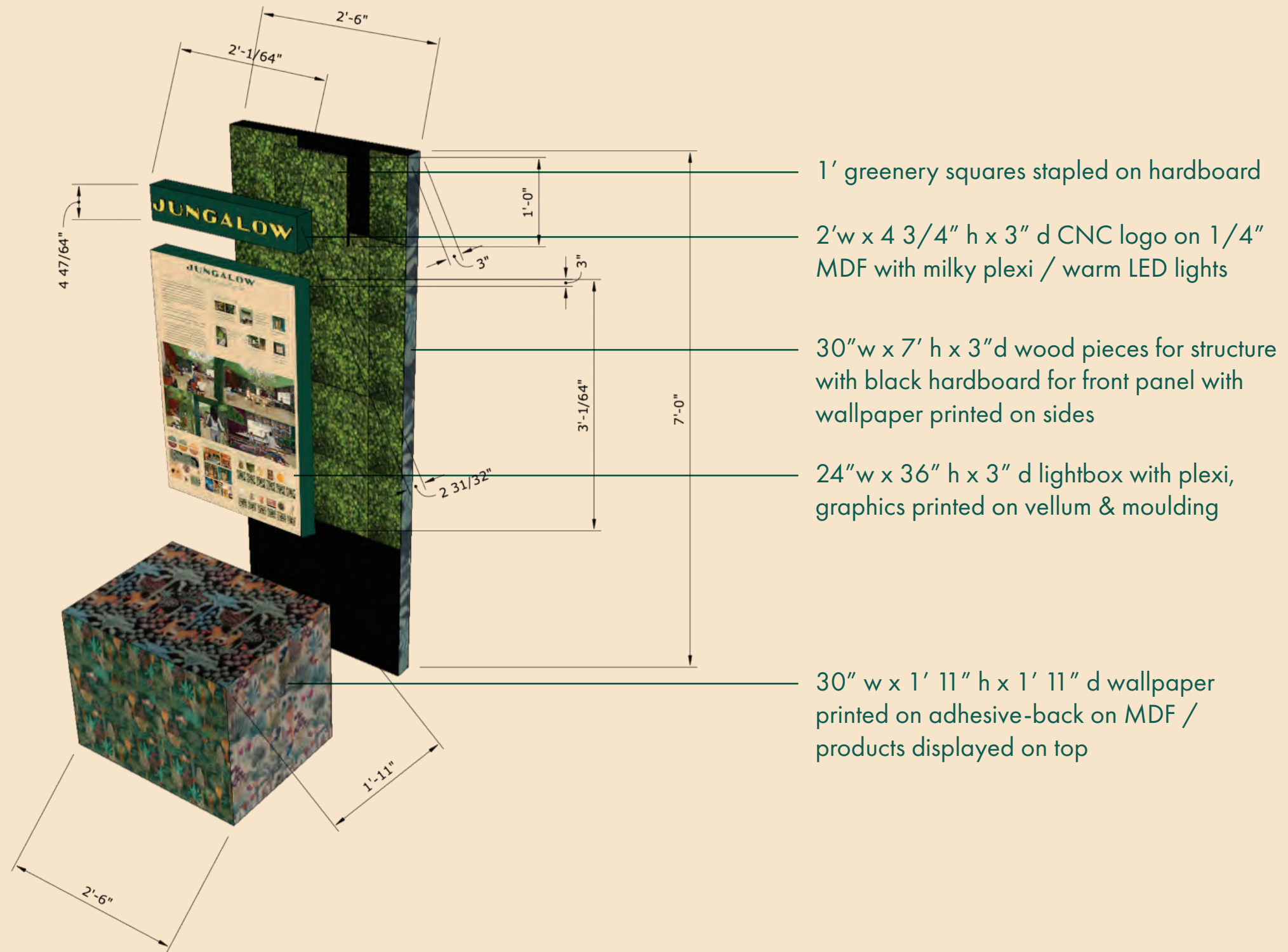
1' greenery squares stapled on hardboard

24" w x 36" h renders, AR QR codes, floor plan, experience map, and description printed on vellum on top of plexi / back-lit with lightbox / moulding

30" w x 1' 11" h x 1' 11" d wallpaper printed on adhesive-back on MDF / products displayed on top



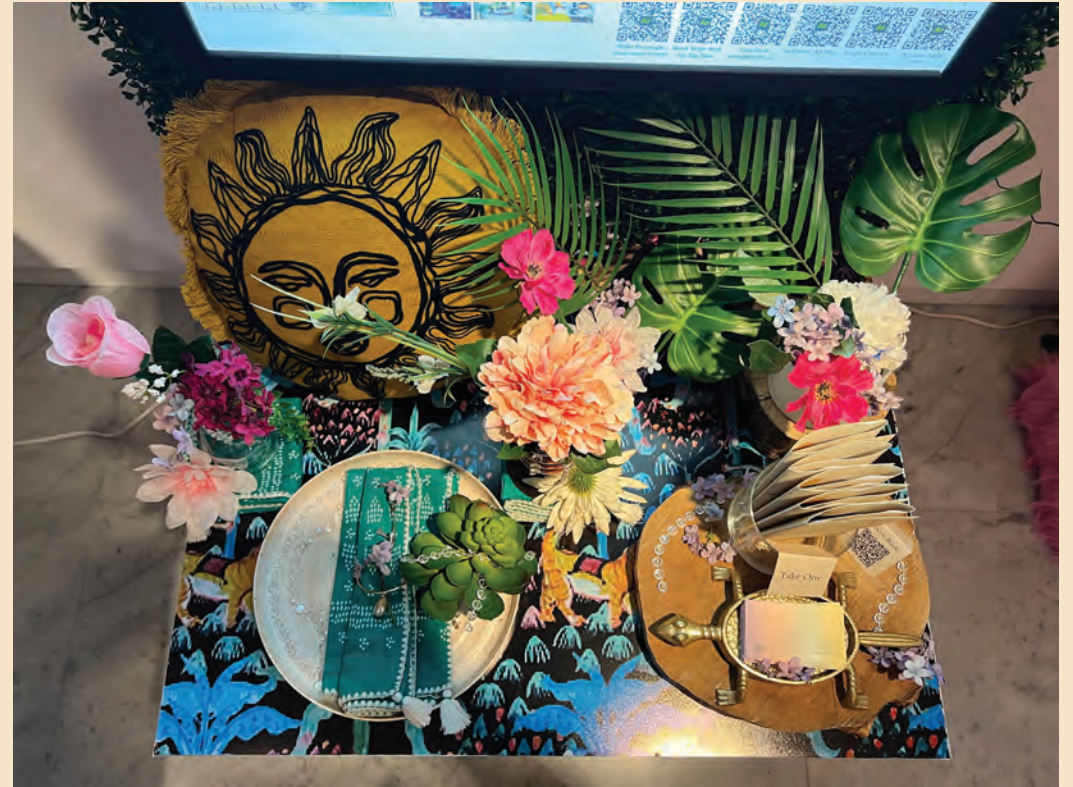
Physical Build



Physical Build Process



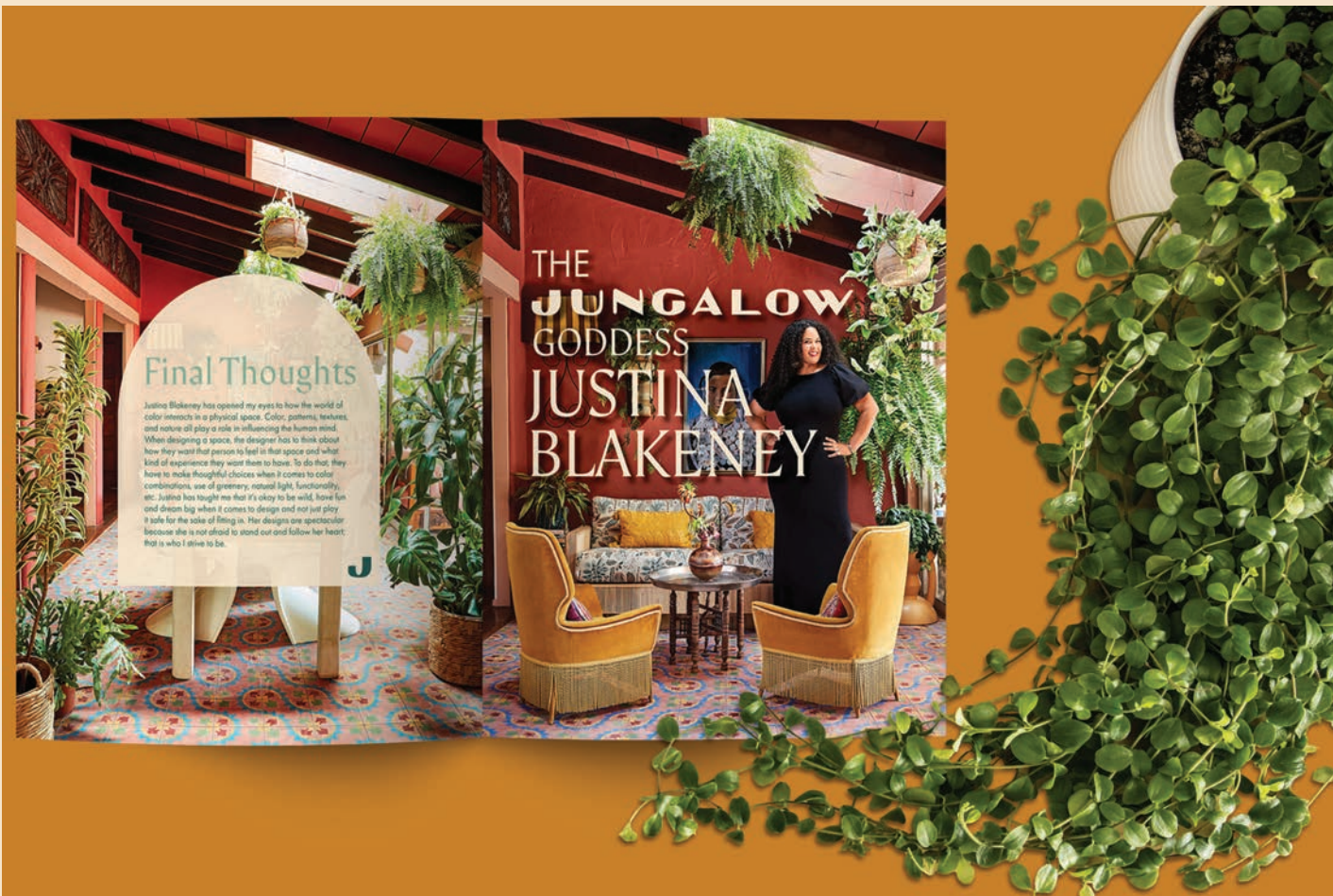
Final Build



Final Build



Pamphlet on Justina Blakeney



Justina Blakeney

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When I first heard about this brand, I was immediately drawn to the design style and in awe of the range of color and pattern combinations. I felt inspired and refreshed when looking at how Justina Blakeney can transform a space into an inviting, colorful, exciting atmosphere. I am now much more interested in creating colorful, fun spaces that elevate mood.



"Justina believes that good design increases the quality of life and that creativity is the key to having an amazing home."



Color

Justina's use of color composition is marvelous. Her color selection and color balance are what make her designs so captivating. I particularly resonate with her use of red, yellow and warm hues.

"She believes that color has the power to bring joy, that pattern is the spice of design, and that plants are magic."



Nature

The abundance of lush greenery that Justina incorporates into her interior design work feels refreshing and rejuvenating to the artistic eye. Her use of plants makes me realize the importance that nature has on the human mind and overall wellbeing. Knowing this, she inspires me to implement more plant life into my designs to ultimately create an atmosphere that emphasizes a human-to-nature connection.



Patterns

Justina's use of intricate, cultural patterns is also another exciting aspect of her work. The patterns are playful, fun and wild. They ooze personality and shout a free spirit. Patterns communicate character, define cultural motifs and spread creativity.



Textures

The colors are what capture the person's attention, the pattern is what makes the eye linger and the texture is what makes the person stay. The way Justina uses texture is very intentional and playful. Whether it's tassels on a pillow or visible paint brush strokes on a wall, texture has an influence on the mind by activating the sight and touch senses. The more human senses that are activated, the more memorable and impressionable the design experience will be.



JUNGALOW





1 purchase = 2 trees planted























