

# TTDC TAMIL NADU TOURISM BEACH RESORT, MAHABALIPURAM

## PROJECT INFORMATION:

### PROJECT NAME & LOCATION:

TTDC Tamil Nadu Tourism Beach Resort, Mahabalipuram, Chengalpattu District, Tamil Nadu

### CLIENT NAME:

Tamil Nadu Tourism Development Corporation (TTDC)

### PROJECT TIMELINE:

Originally developed in the late 20th century; continues to function with periodic renovations and maintenance.

### SITE CONTEXT:

Urban / Suburban Setting:

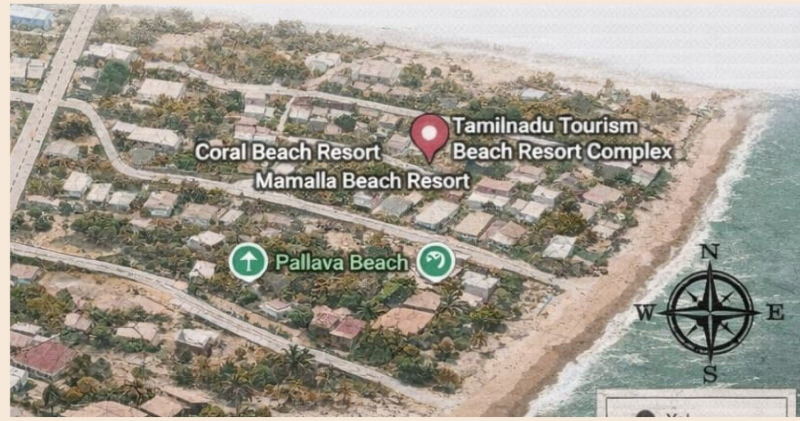
Located in a suburban coastal town, Mahabalipuram, a UNESCO World Heritage site.

Connectivity & Accessibility:

Well connected by East Coast Road (ECR), approximately 60 km from Chennai. Easily accessible by road and public transport.

Environmental Conditions & Context:

Situated along the Bay of Bengal with a tropical coastal climate. The site experiences high humidity, strong sea breeze, saline air, and intense sunlight. The surroundings include beaches, heritage monuments, and palm-lined landscapes.



### DESIGN OBJECTIVES:

Client Requirements & Vision

To provide affordable, comfortable beachfront accommodation for domestic and international tourists while promoting Tamil Nadu's cultural identity.

### FUNCTIONAL NEEDS:

- Guest rooms and cottages
- Reception and lobby
- Restaurant and dining areas
- Conference / banquet hall
- Outdoor recreational spaces
- Parking and service areas

### DESIGN PHILOSOPHY / THEME

Simple, functional design with a strong emphasis on natural surroundings, coastal aesthetics, and traditional South Indian elements.



#### ● COTTAGES

The cottages are low-rise, independent units designed to provide privacy and a close connection to the coastal landscape. They feature simple layouts with a bedroom, attached toilet, and sit-out, ensuring comfort and easy movement. Natural ventilation, light color tones, and sloping roofs help respond to the tropical coastal climate.



#### ● SCULPTURE PARK

An open landscaped space displaying stone sculptures inspired by Tamil heritage, enhancing the cultural experience and visual appeal of the resort. It acts as a cultural focal point and leisure zone, encouraging guest interaction while blending art with the natural coastal environment.



#### ● PREMIUM ROOMS

Premium rooms offer enhanced comfort with spacious layouts, better views, and upgraded interiors. They are designed with calm coastal colour tones, functional furniture, and improved lighting to provide a relaxed and refined stay experience.



## SPACE PLANNING & ZONING

### LAYOUT EFFICIENCY

Clear zoning between public, semi-public, and private spaces. Smooth circulation from entry to reception and accommodation blocks.

#### Work Zones

- Public zones: Reception, lobby, restaurant
- Semi-private zones: Conference halls, recreation areas
- Private zones: Guest rooms and cottages

#### Support Spaces

Pantry, staff areas, service corridors, and utility spaces are planned separately to avoid disturbance to guests.



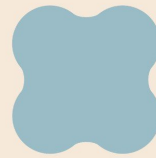
### SERVICES

- MEP (Mechanical, Electrical & Plumbing): Standard resort services including air-conditioning, electrification, water supply & wastewater systems.
- Core Design: Central access cores with reception, elevators (if multistory), and service corridors.
- Ducts & Shafts: Designed to route services discretely without interrupting guest views or circulation flows.

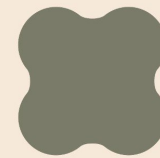
The existing TTDC Tamil Nadu Tourism Beach Resort is supported by basic building services including electrical lighting and power supply, air-conditioning in guest rooms, and natural ventilation in common areas. The resort has a regular water supply system with sanitary and drainage provisions, along with sewage and wastewater disposal facilities. Fire safety measures and essential service ducts are provided to ensure safe and functional operation of the resort.

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## COLOR PALETTE



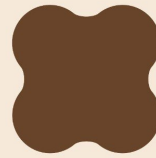
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### MATERIALS

RCC structure with plastered brick walls for durability.

Ceramic / vitrified tiles used for flooring; anti-skid tiles in bathrooms and outdoor areas.

Cement plaster with emulsion paint for interiors; weather-resistant paint externally.

Wooden/flush doors and aluminium or wooden windows for ventilation.

Materials selected for low maintenance and resistance to coastal climate.

Internal walls finished with cement plaster and emulsion paint in light, neutral shades.

External walls finished with weather-resistant exterior paint suitable for saline air exposure.

Limited decorative finishes; emphasis on functionality over luxury

### SWIMMING POOL

The swimming pool is centrally located as a recreational focal point within the resort. It enhances guest relaxation and leisure while being integrated with landscape elements and open views for a resort-like experience.



### SIGNAGE BOARDS

Clear and simple signage is used for easy wayfinding across the resort. It follows a minimal design with readable fonts and subtle colours, complementing the resort's overall aesthetic and identity.



### RESTAURANT

The restaurant is designed as a welcoming dining space with views toward the landscape and beach.

It uses natural light, simple interiors, and coastal colour tones to create a relaxed and comfortable dining experience for guests



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**PROJECT INFORMATION**

**Project Name & Location**

Viveda Wellness Resort, Beze Village, near Trimbakeshwar, Nashik, Maharashtra, India.

**Client Name**

Viveda Wellness Pvt. Ltd.

**Project Timeline**

Design & Planning: 2016–2017

Construction & Completion: 2018–2019

**Project Type**

New Build – Integrated Wellness Resort

**SITE CONTEXT**

**Urban / Suburban Setting**

Suburban–rural setting, located away from city congestion to promote healing and tranquility.

**Connectivity & Accessibility**

Accessible by road from Nashik city  
Approx. 45–50 km from Nashik Railway Station  
Nearest airport: Nashik Airport

Located near Trimbakeshwar temple and Beze Lake

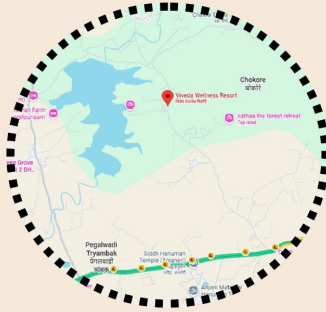
**Environmental Conditions & Context**

Surrounded by Sahyadri hills, forest landscape, and water bodies

Moderate climate with seasonal rainfall  
Natural topography retained to enhance wellness experience

**INTERIOR SPACES**

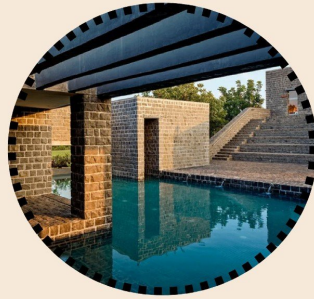
Arrival & Public Spaces	Recreation & Healing Support Spaces
Guest Accommodation Spaces	Dining & Nutrition Spaces
Wellness & Therapy Spaces	Utility & Back-of-House Spaces
Yoga & Mindfulness Spaces	Circulation & Transitional Spaces
Staff & Service Spaces	



**LOCATION**



**MEDITATION ROOM**



**SWIMMING POOL**



**OPEN COURTYARD**

**DESIGN OBJECTIVES**

**Client Requirements & Vision**

- Create a holistic wellness destination integrating Ayurveda, yoga, naturopathy, and meditation
- Provide healing through architecture, nature, and lifestyle changes
- Promote sustainable and eco-friendly living

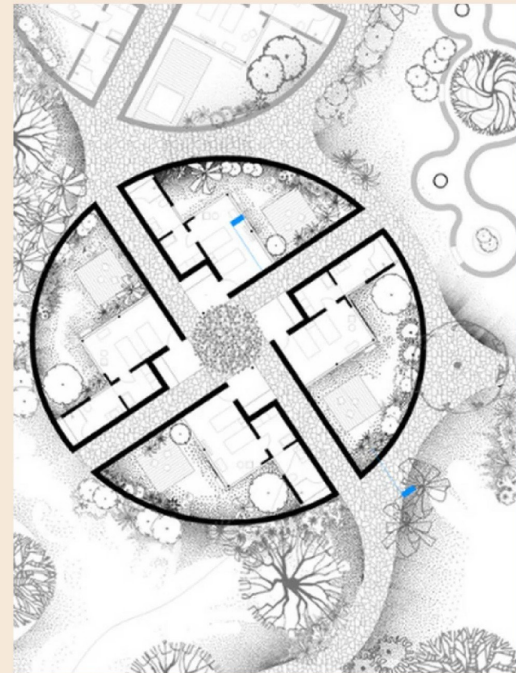
**Functional Needs**

- Wellness therapy spaces
- Yoga and meditation halls
- Guest cottages and suites
- Dining and kitchen spaces
- Open gardens, walking trails, and water bodies

**Design Philosophy / Theme**

- Nature-centric and contextual architecture
- Inspired by traditional Indian village forms and courtyard planning
- Architecture as a healing tool

**plan**



## SPACE PLANNING & ZONING

### Courtyard-Centric Planning:

The central open courtyard with a tree as the focal point acts as a communal yet quiet space. Enhances mental calm, natural ventilation, and daylight penetration.

Acts as a transition zone between private cottages and outdoor spaces.

### Circulation:

Stone-paved pathways guide slow, mindful movement.

No sharp or fast circulation routes – encourages walking meditation.

Covered verandahs provide shaded circulation between units.

### Zoning:

Private zones: Guest cottages opening towards the courtyard.

Semi-private zones: Verandahs and sit-outs.

Open zone: Central landscaped court.



## MATERIALS & FINISHES

### Walls

Exposed basalt stone masonry

Locally sourced

High thermal mass keeps interiors cool

Rough texture connects architecture to earth

### Flooring

Natural stone paving

Durable and slip-resistant

Allows rainwater percolation

Blends seamlessly with landscape

### Roofing

Sloped clay-tiled roofs

Climate-responsive design

Protects from heavy monsoon rainfall

Traditional aesthetic

### Doors

Solid wooden doors

Earth-toned finish

Minimal ornamentation to maintain calmness

## SERVICES

MEP (Mechanical, Electrical, Plumbing)

- Energy-efficient electrical systems
- Water recycling and rainwater harvesting
- Solar energy used for partial power needs

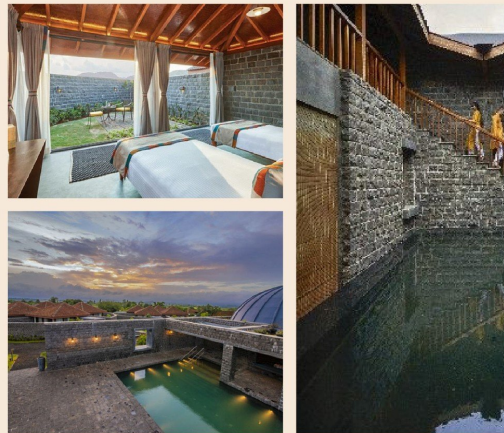
Core Design

- Services concealed within walls and roofs
- Minimal visual disturbance to natural interiors

Ducts & Shafts

- Limited mechanical cooling
- Natural ventilation prioritized

## INTERIOR SPACES



## COLOR PALETTE



# COMPARATIVE ANALYSIS

FACTORS	TTDC TAMIL NADU TOURISM BEACH RESORT	VIVEDA WELLNESS RESORT
Project Type	Government tourism beach resort	Private wellness & luxury resort
Location Context	Located near beach and heritage monuments in Mahabalipuram	Located in a calm natural environment focused on wellness
Design Style	Traditional Tamil coastal architecture	Contemporary wellness architecture
Target Users	Tourists, families, heritage visitors	Wellness tourists, couples, relaxation seekers
Concept	Affordable tourism accommodation with cultural identity	Holistic healing, luxury wellness and rejuvenation
Planning Approach	Linear and functional planning	Zonal planning with privacy-focused spaces
Site Planning	Open landscape with direct beach connectivity	Landscape integrated with meditation and wellness zones
Building Materials	Concrete, local stone, tiled roofing	Natural materials, wood, stone, earthy textures
Interior Style	Simple, functional interiors	Minimal luxury interiors with calming ambience
Colour Palette	Neutral coastal shades	Earthy tones and soothing natural colours
Landscape Design	Lawn spaces, palm trees, beach views	Healing gardens, water features, yoga spaces
Furniture Style	Basic and durable furniture	Premium ergonomic wellness furniture
Lighting	Functional daylight and artificial lighting	Soft ambient lighting for relaxation
Sustainability Features	Natural ventilation and climate-responsive design	Sustainable materials, energy-efficient planning
Amenities	Restaurant, cottages, beach access	Spa, yoga spaces, wellness therapy rooms
Privacy Level	Semi-private resort environment	High privacy with exclusive wellness zones
User Experience	Focus on tourism and stay experience	Focus on mental and physical wellness experience
Spatial Character	Open and community-oriented	Calm, intimate and sensory-oriented
Circulation Pattern	Simple and direct movement	Segregated circulation for peaceful ambience
Overall Ambience	Casual and culturally rooted	Luxurious, peaceful and rejuvenating

# STANDARDS

## INTRODUCTION

Design standards in hospitality ensure comfort, luxury, and functionality. They are based on human dimensions and building codes. In resorts, they create relaxing and well-organized spaces.

## DESIGN STANDARDS

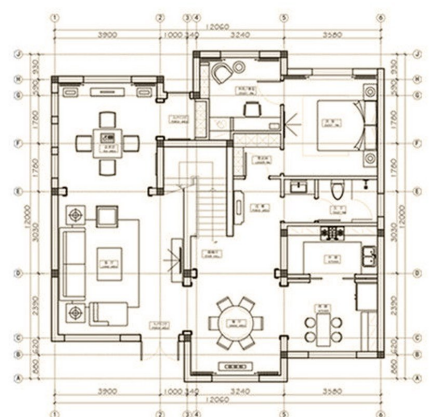
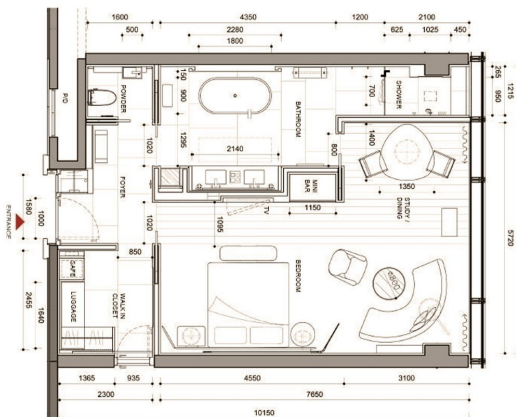
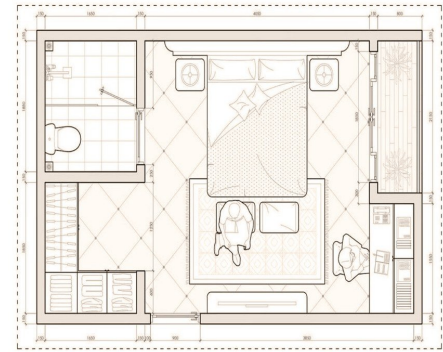
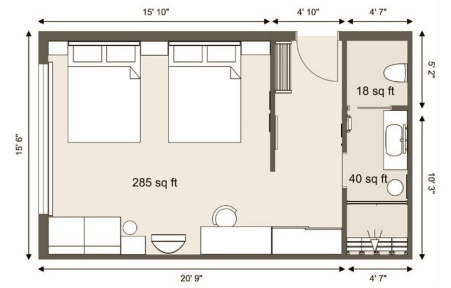
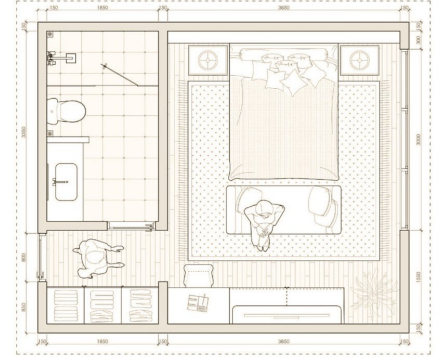
Standards ensure comfort, safety, functionality, and accessibility. Based on Neufert, Time-Saver Standards, NBC (India)

## DESIGN STANDARDS

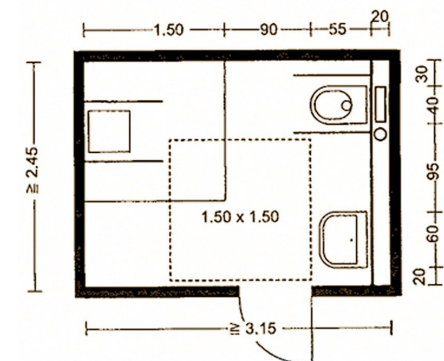
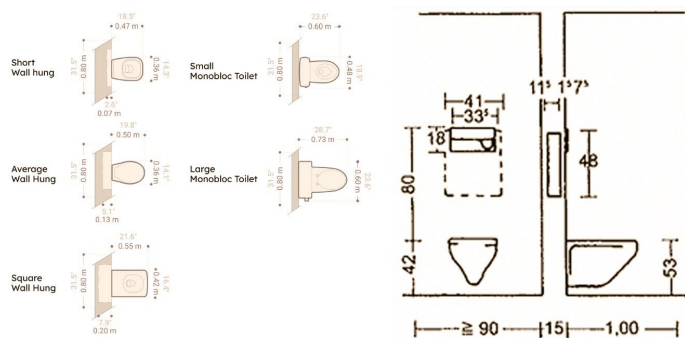
Room typologies are different types of rooms designed according to function, comfort, and occupancy needs. Bathroom standard sheets provide standard dimensions and layout details to ensure proper planning, safety, and functionality.

## T Y P O L O G Y O F R O O M S

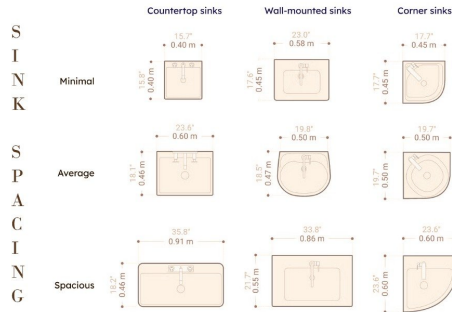
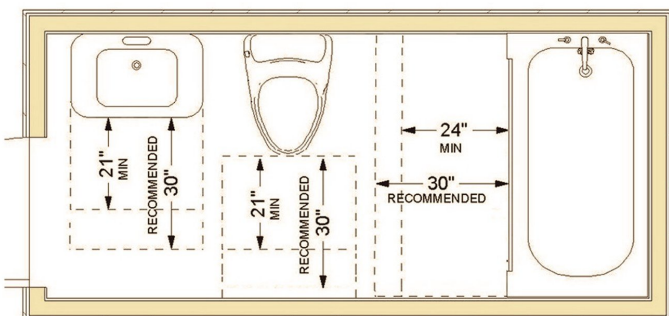
ROOM TYPE	DESCRIPTION	STANDARD SIZE	FEATIHRES	SUITABLE	VIEW/ LOCATION
<b>STANDARD ROOM</b>	Basic accommodation with essential amenities	18' x 20'	Bed, bathroom, compact layout	Budget, short stays	Garden / Courtyard
<b>DELUXE ROOM</b>	Larger room with enhanced comfort	20' x 24'	Seating area, balcony, better finishes	Couples, leisure travelers	Pool / Garden / Sea
<b>SUITE ROOM</b>	Separate living and sleeping areas	25' x 30'	Living room, premium furniture	Families, long stays	Premium views
<b>VILLA / COTTAGE</b>	Independent private unit	40' x 40'	Private garden/pool, high privacy	Families, couples	Beachfront / Landscape
<b>LUXURY SUITE</b>	High - end premium accommodation	30' x 30' and above	Large layout, luxury interiors, services	VIP guests, luxury stays	Panoramic / Sea view
<b>THEMED ROOM</b>	Concept - based unique experience	25' x 26'	Customized interiors, experiential design	Niche/experience travelers	Varies (theme-based)



## BATHROOM

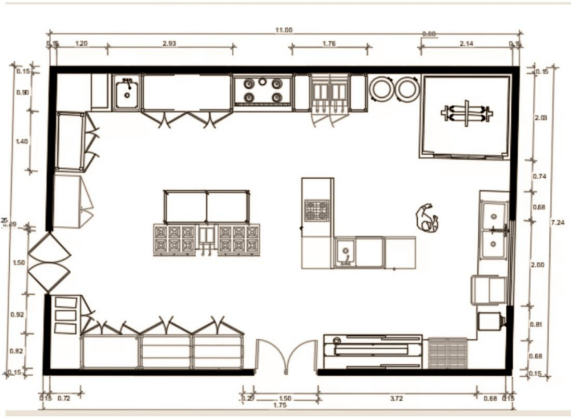


- Wash Basin**  
Width: 18"-24"  
Height from floor: 32"-34"  
Counter depth: 18"-22"
- Water Closet (WC)**  
Width required: 30"  
Front clearance: 24"-30"  
Seat height: 15"-17"



- Shower Area**  
Minimum size: 3' x 3'  
Standard size: 4' x 6'  
Shower mixer height: 42"-48"
- Bathtub**  
Standard size: 5' x 2'-6"  
Luxury bathtub: 6' x 3'

# KITCHEN



**Standard Counter Dimensions**

Counter height: 2'-9" to 3'-0"

Counter width: 2'-0"

Toe kick height: 4"

Overhead cabinet clearance from counter: 1'-6" to 2'-0"

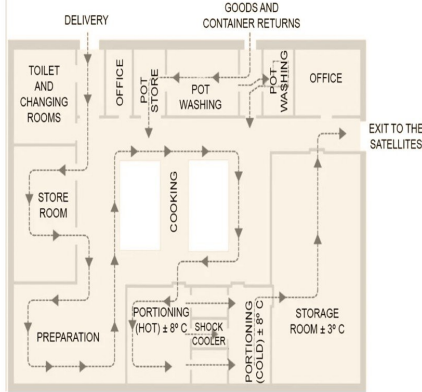
Base cabinet depth: 2'-0"

**Kitchen Circulation Space**

Single-user kitchen clearance: 3'-6"

Two-user kitchen clearance: 4'-6" to 5'-0"

Passage near dining area: minimum 3'-0"



**Standard Appliance Sizes**

Refrigerator width: 2'-6" to 3'-0"

Hob / stove width: 2'-0" to 3'-0"

Sink size: 1'-6" × 2'-0"

Microwave niche width: 2'-0"

Dishwasher width: 2'-0"

**Storage Standards**

Dry Storage Shelf depth: 1'-0" to 1'-6"

Cold Storage Refrigerator Freezer room for commercial kitchens

Utility Storage Cleaning supplies Waste bins Recycling bins

# SPA / GYM / LOBBY

## Standard Dimensions (SPA)

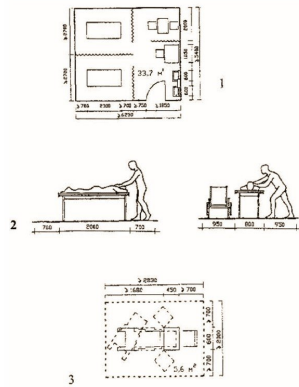
Massage room size is generally around 10' × 12'.

Couple spa room can be around 12' × 16'.

Steam and sauna rooms are usually about 6' × 8'.

Locker width is approximately 1'6".

Minimum circulation space should be around 5'



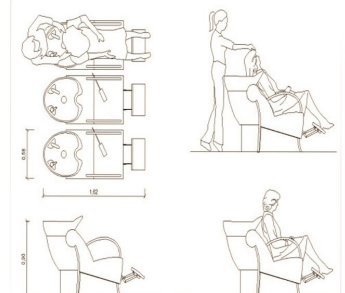
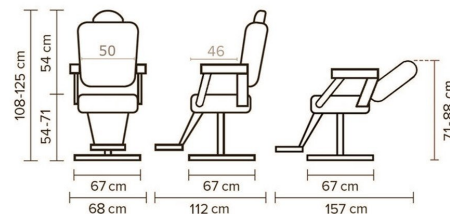
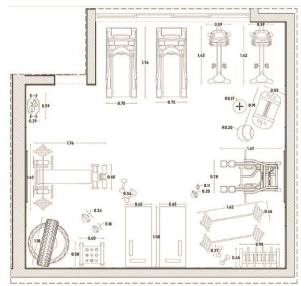
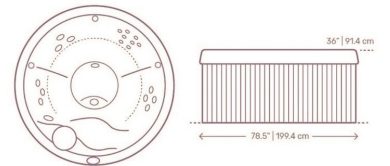
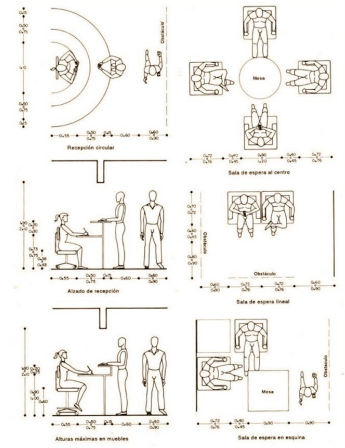
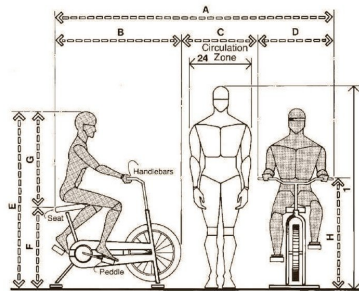
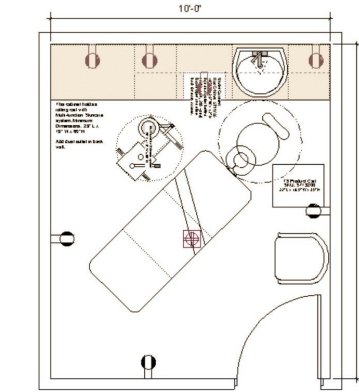
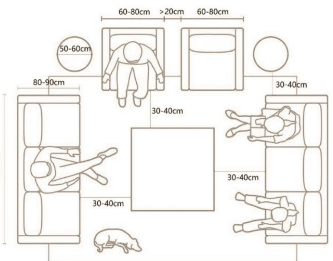
## Standard Dimensions (GYM)

Treadmill space generally requires around 3' × 6'.

Minimum workout clearance should be around 3 feet.

Yoga or stretching space can be approximately 8' × 8'.

Locker width is usually



# SCANDINAVIAN INSPIRED INTERIOR

## CONCEPT SHEET

### CONCEPT

Scandinavian design is rooted in simplicity, functionality, and a deep connection to nature.

It embraces light, natural materials, soft textures, and a neutral palette to create bright, cozy, and inviting spaces.

The spaces are designed to feel airy, uncluttered, and harmonious—balancing beauty and practicality for everyday living.



### DESIGN PHILOSOPHY

- Simplicity and clarity
- Functional and purposeful design
- Quality over quantity
- Natural materials
- Light and airy spaces
- Timeless and enduring aesthetic

### LIGHTING STRATEGY

- Layered lighting approach
- Maximized natural light
- Pendant lights as accents
- Warm white light (2700K-3000K)
- Use of Scandinavian light fixtures
- Indirect lighting for soft ambiance

### SPATIAL PLANNING

- Open and connected layouts
- Clear circulation and zoning
- Built-in storage solutions
- Multi-functional spaces
- Emphasis on proportion and flow

### COLOR PALETTE



### PATTERNS & TEXTURES



Linen Texture

Wool Texture

Light Oak Grain

Herringbone

### FURNITURE & DECOR ELEMENTS



Light Grey Sofa



Wood Coffee Table



Scandinavian Chair



Ceramic Vase



Mushroom Lamp

## INTERIOR SPACES



LOBBY & WAITING LOUNGE



GUEST ROOM



CORRIDOR



SWIMMING POOL

### MATERIALS & FINISHES



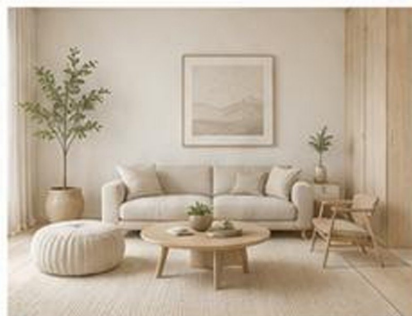
White Oak

Pale Ash Wood

Light Concrete

Off-White Paint

Scandinavian interiors use natural materials and soft finishes to create bright and welcoming spaces. Light woods, matte surfaces, and natural textiles bring warmth and texture, while a neutral palette with subtle accents reflects the beauty of nature and enhances a sense of calm and well-being.





# CORAL CREST

## RESORT

WHERE WAVES MEET LUXURY

### BRAND TAGLINE OPTIONS

WHERE WAVES MEET LUXURY | SCANDINAVIAN BY THE SEA | INSPIRED BY NATURE | TIMELESS COASTAL ESCAPE

### PATTERNS & GRAPHIC ELEMENTS



### CONCEPT

Coral Crest Resort is a luxury Scandinavian beach resort inspired by ocean waves, coral reefs, and tropical elegance. The brand combines coastal serenity with clean Scandinavian simplicity to create a premium hospitality experience.

### BRAND MEANING

Coral 🌿 Represents marine beauty, nature, and coastal identity

Crest ≈ Symbolizes the peak

### BRAND TAGLINE

Where Waves Meet Luxury  
Timeless Coastal Escape  
Elegance by the Sea

### BRAND VISION

To create a timeless luxury beach resort experience that blends Scandinavian simplicity with the natural beauty of the coast.

### BRAND MISSION

To provide guests with refined hospitality, comfort, wellness, and memorable coastal experiences through thoughtful design and exceptional service.

### TARGET AUDIENCE



### APPLICATIONS

- Resort Signage
- Stationery Design
- Room Key Cards
- Spa Branding
- Restaurant Menu
- Staff Uniforms
- Website & Social Media
- Packaging & Amenities

### COLOR PALETTE



### TYPOGRAPHY

#### HEADING FONT

## NORDIC SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

#### BODY FONT

## LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### LOGO VARIATIONS



### DESIGN STYLE



### TAGLINE OPTIONS



### BRAND KEYWORDS



### TYPOGRAPHY USED

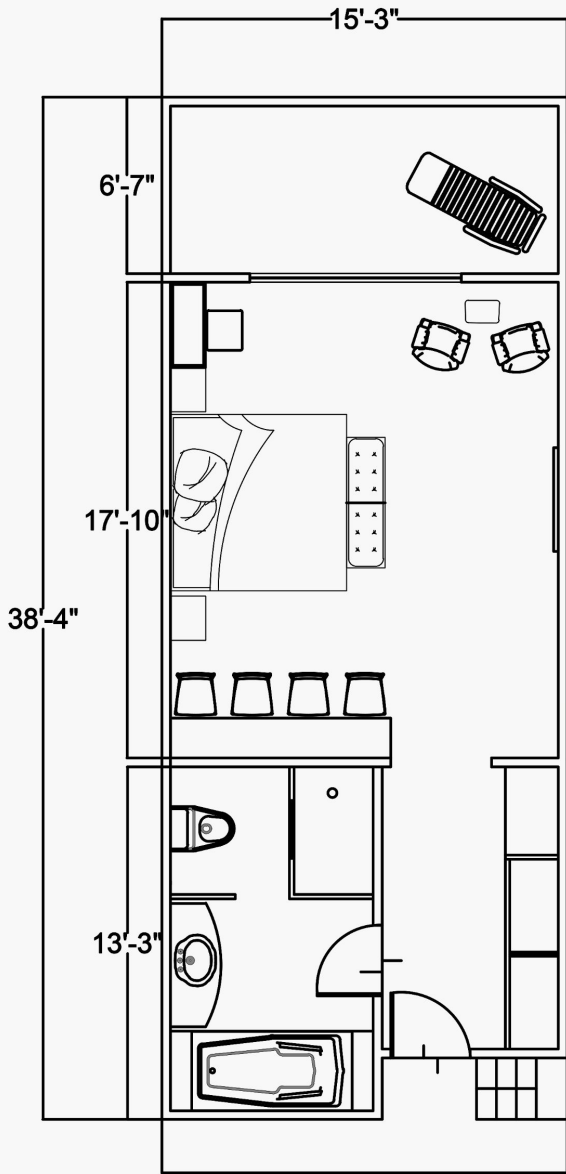
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Body Font  
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### LOGO VARIATIONS USED

Primary Logo  
Monogram Logo  
Minimal Logo  
Icon Logo  
Black & White Version  
Social Media Icon

# SUITE ROOM

## PLAN



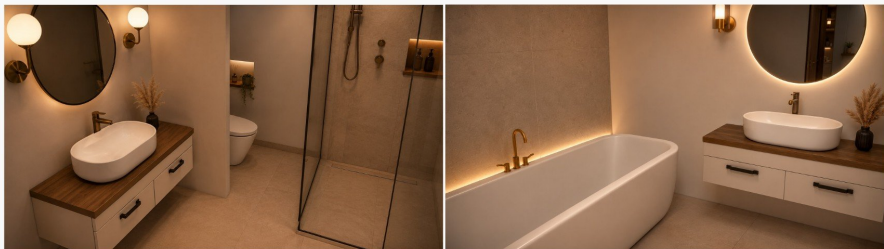
## ELEVATION



## MATERIAL MOODBOARD



## RENDER



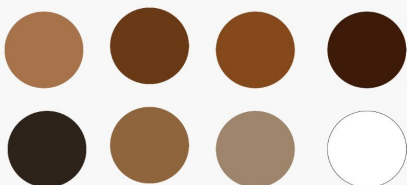
Scandinavian-style bedroom design with clean lines, warm wooden textures, and a minimalist aesthetic.

Soft neutral color palette with ambient lighting creates a calm, cozy, and inviting atmosphere.

Functional furniture layout includes a comfortable bed, compact workspace, lounge seating, and balcony access.

Large glass openings, sheer curtains, and natural material finishes enhance light, openness, and simplicity.

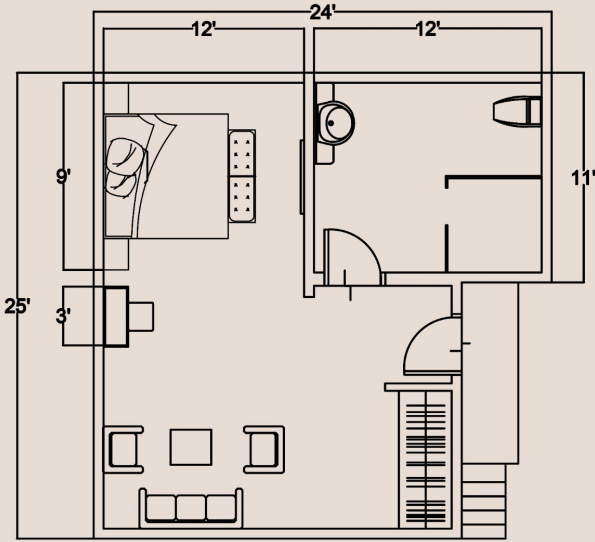
## COLOUR PALETTE



Scandinavian-inspired bathroom features a free-standing bathtub, floating vanity, warm wood accents, and sleek modern fixtures for a spa-like experience.

# STANDARD ROOM

## PLAN



## ELEVATION



## MATERIAL MOODBOARD

### FLOORING



WARM WALNUT WOOD FLOORING

### WALL FINISH



WARM CREAM PAINT WALNUT WOOD ACCENT WALL TEXTURED WALL FINISH

### DECOR & ACCESSORIES



CERAMIC VASES WITH GREENERY MINIMAL WALL ART IN NEUTRAL TONES TEXTURED AREA RUG INDOOR PLANT IN CERAMIC POT

### BATHROOM MATERIALS



BEIGE MATTE TILES (WALL & FLOOR) WOOD VANITY WITH WHITE TOP MATTE BLACK FITTINGS CLEAR GLASS PARTITION

### FURNITURE & FINISHES



WALNUT VENEER MATTE FINISH MATTE WHITE SIDE TABLES SAGE GREEN CHAIR SEATS LINEN BEIGE UPHOLSTERY TAUPE BROWN CUSHIONS

### LIGHTING CONCEPT



WARM AMBIENT CEILING LIGHTING BEDSIDE WALL SCONCES LED STRIP LIGHTING (TV UNIT & COVE) SOFT ACCENT LIGHTING

### TEXTILES & SOFT FURNISHINGS



BED LINEN IN NEUTRAL TONES SAGE GREEN ACCENT CUSHION TAUPE BROWN ACCENT CUSHION

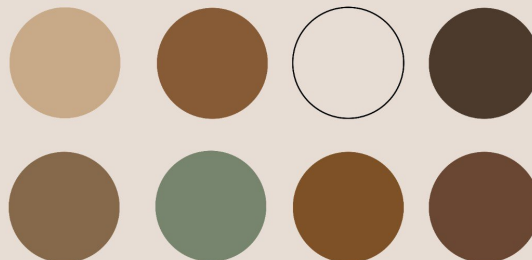


Entrance / Circulation Area  
Living / Seating Area  
Sleeping Area  
Storage Area  
Toilet space

## RENDER



## COLOUR PALETTE



Modern warm minimalist interior concept

Wooden flooring with natural finish

Neutral wall paint with elegant ambience

Comfortable double bed with soft furnishings

Cozy seating area for relaxation

Functional TV and entertainment unit

Warm ambient and accent lighting

Attached bathroom with modern fittings

Proper circulation and space planning

Hotel-inspired luxurious atmosphere

Minimal furniture with clean design

Combination of comfort and functionality

Soft textures and contemporary materials

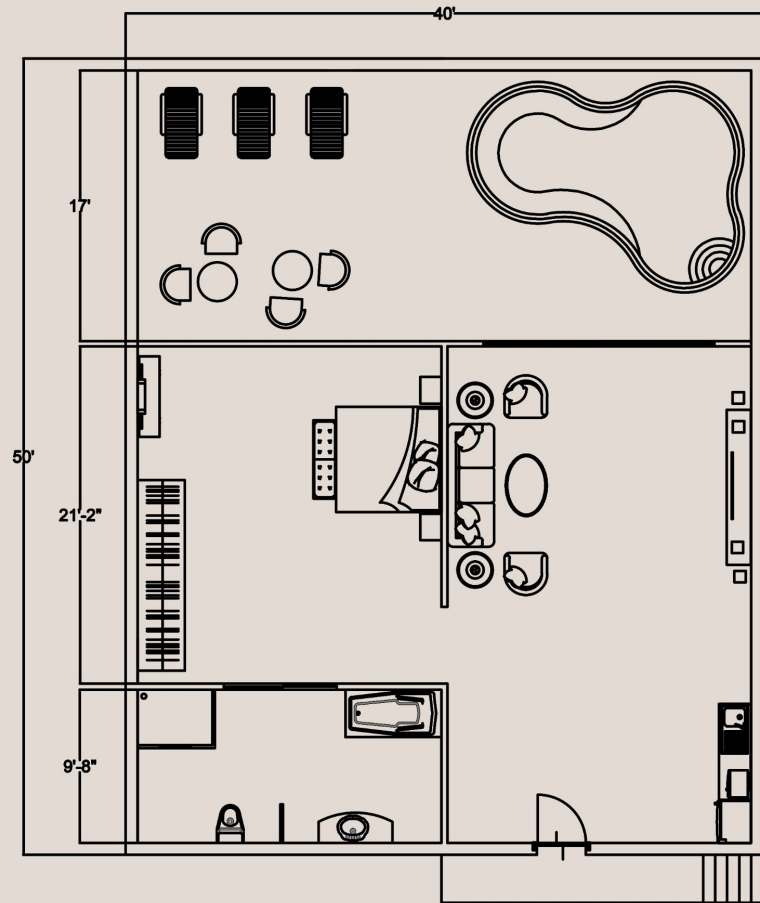
Calm and welcoming interior environment

Stylish and practical room layout

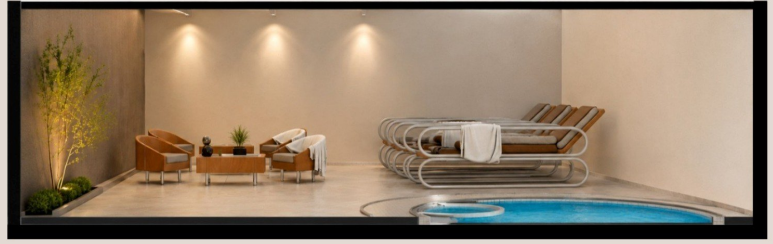
Modern materials with elegant finish combination

# PRESIDENTIAL ROOM

## PLAN



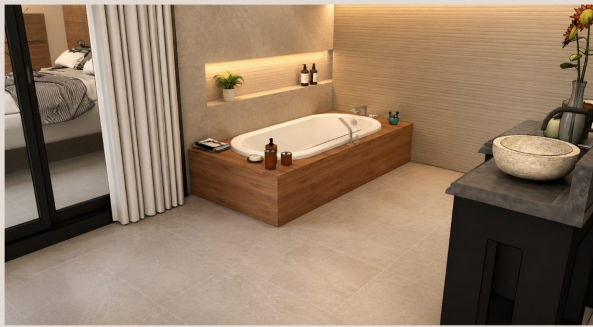
## ELEVATION



## MATERIAL MOODBOARD



## RENDER



Luxurious and spacious interior design concept

Premium quality materials and elegant finishes

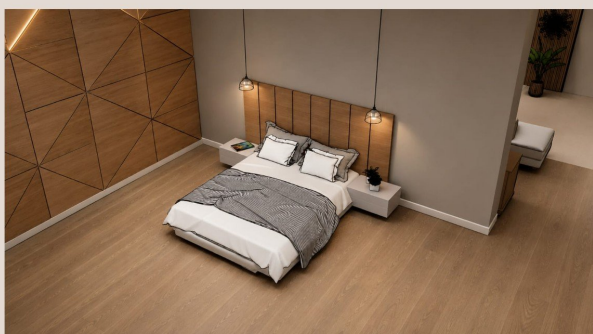
Grand king-size bed with comfortable furnishings



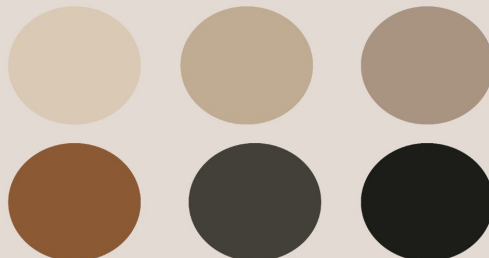
Separate living and lounge seating area

Sophisticated lighting with warm ambience

Rich wooden flooring and decorative wall panels



## COLOUR PALETTE



Modern entertainment and workspace facilities

Large attached bathroom with luxury fittings

Stylish décor elements with contemporary aesthetics