



BRIEF

The Hospitality Design brief consisted of re-designing an Airstream trailer at the **Old Mac Daddy Caravan Park** in Elgin, Cape Town. The trailer is formerly known as King Midas, and is one of the twelve trailers at the caravan park. Site analysis was done on site and the other trailers designs all show their own **personality** that is funky, innovative and bold, and where designed by South African artists and designers. The brief states to come up with a strong concept that is **original** and not similar to existing designs, concept must be portrayed using **hard wearing materials** due to the location close to a dam, easy to clean and **eco-friendly materials** sourced locally. The guests of the Caravan Park choose which trailer they would like to stay in therefore the concept must be **comfortable** yet **powerful** so that the clients feel that they are living in the concept.

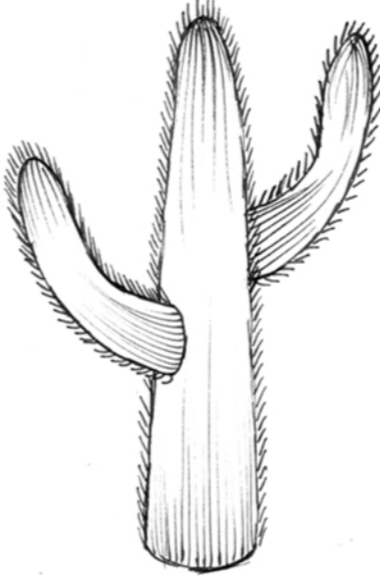
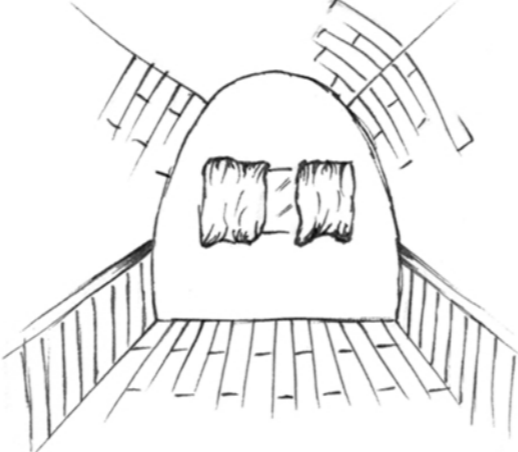
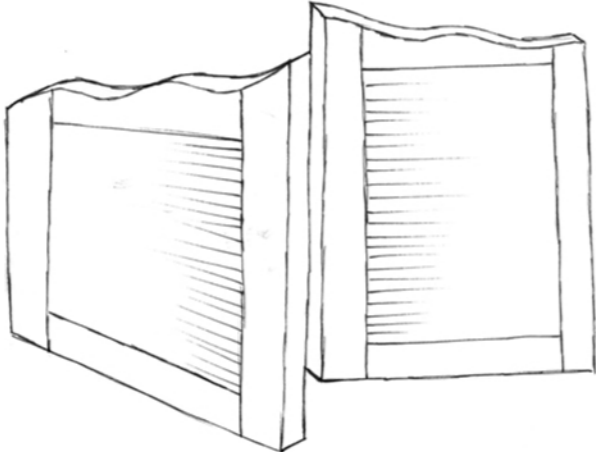


INTERPRETATION

The concept chosen for this caravan was inspired by the **western saloon** type found in the American Wild West in the 1800's, where **raw materials** were used in the most simplest of ways. **Reclaimed wood** is used to clad the trailer ensuring a warm and inviting environment that is **rustic** and **eco-friendly**. Everyday objects from the **wild west** have been used and integrated within the design, such as horse saddles as seats and old boxes as a coffee table. While staying in the **Wild West trailer** the guest shall be transported back in time and enjoy living in the rustic times of the Wild West where Cowboys and Outlaws roamed the dessert with their horses and cowboy hats.



CONCEPT SKETCHES



MEDIUM

Sketch up - Hand drawn - Hand rendered - Photoshop