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*A WORLD
OF POSSIBILITY
MOVEABLE HOTEL STORYLINE
OBMI ARCHITECTURE*

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MOVEABLE HOTEL STORYLINE

Picture This. An experience that moves you.

The purpose of travel is to bring us closer to ourselves and others—we escape to connect; to shift our perspective, and nourish our souls. When we immerse ourselves in new places, we are invited to expand our understanding of the world, and our own selves, through exposure to different cultures, rituals, flavors, climates and ways of life. These unique experiences have the capacity to change us, and live on in our hearts and minds.

For over eight decades, OBMI has played a vital role in defining the world of travel by creating experiential luxury that encourages the world to dream. In doing so, they have allowed their guests to be transported to other worlds. And while masters of their craft, they are curious to explore a space beyond what is known in order to deliver further depth of luxury. This storyline seeks to paint a picture of possibility through envisioning the prospect of an adaptable, movable hotel room that can be customized for specific environments and easily installed, prioritizing sustainable implementation and environmentally-conscious, ultra-lightweight materials. By reimagining spaces, OBMI endeavours to reveal a new category of luxury; to move their guests—literally and figuratively.

Now, picture this.

The first golden hints of morning trickles through soft, linen curtains as you stir in your sleep. Your hair curls on your pillow—still slightly damp after the late-night, cauldron-fired hot tub that you enjoyed beneath a blanket of stars, just steps from your plush, comfortable bed. Your partner snores beside you and you let him, relishing in this moment of solitude before the private chef arrives to serve you coffee and fresh banana pancakes—your husband's favourite. You'll wake him just before the sun, and you can both enjoy breakfast in hammock chairs on the patio, which is the best place to watch the sherbet colors of the sunrise over Haleakala National Park. You could have never imagined pairing such a distinct experience with uncompromised comfort and luxury.

"Some see things as they are and ask why?
I dream of things that never were, and say, why not."

GEORGE BERNARD SHOW



THE 'WHY' THAT DRIVES US

In endeavouring to create something new, one must consider all angles. It is important to note how the developed product will impact those delivering it their valued clients—from the implementation process and financing steps, to the user's end experience. Below are details, which outline why this concept is completely revolutionary and entirely appealing to the world of luxury destination resort developers.

Rapid Installation; An Economical Solution

Consider removing the guess-work of construction because you know exactly what to expect. Your consistent need to adjust plans and timelines is no longer necessary now that you have the sure framework for a moveable room, imagined to adapt to your needs. The lightweight nature of this revolutionary design allows for ease of installation and the ability to shift spaces (and perspectives) frequently. These luxury pods are a third of the cost, take less than half the time to erect on site, and most importantly, the end user doesn't know the difference—many guests even offer feedback that this new construct has expanded their idea of luxury by allowing them to explore spaces that feel entirely different than the world of travel they're used to, while not sparing any of their favourite amenities or indulgences. You can pinch yourself now.

Curate Distinct Luxury (More is More)

Sense of place is not fine-art-extra, it is core to the human experience. As a hotelier, you recognize this, and are driven by your desire to craft sublime hospitality experiences. The introduction of temporary hotel rooms has ignited a new realm of potential, allowing you to curate distinct luxury for each individual site, uniquely unveiling the most breathtaking locations on the planet. Built off site, using ultra-light-weight, adaptable materials, these spaces can be easily shipped anywhere in the world, which means the weight of process, building permits and other potential obstacles surrounding construction are instantly alleviated, allowing you to focus on providing unique offerings for your guests. Their expansive design allows guests to lean into luxury with generous floorplans that are unlike condensed, modern hotel rooms. Here, one is invited to—breathe, stretch, experience, feel—more fully.

When the walls can move, the possibilities are endless.

Zero Footprint

As a hotelier who values the natural surroundings of each site you endeavour to showcase and share with travellers, it often concerns you to think about how invasive and uprooting construction practices negatively impact the environment. What if you could create a significant impression without upsetting the surrounding environment; if it were possible to highlight the natural wonder of place by immersing guests into movable, sustainable structures that leave no trace—built to serve each unique location, easily altered to fit any space, rather than modifying the outside environment to accommodate visitors. In order to be welcomed into the most precious places on our planet, we must use inventive design to be responsible stewards of the earth, incorporating conscious choices into every layer—from inception to execution.

Like living organisms, our rooms will shift and move to honor the earth first.

"The real voyage of discovery consists not in seeking new landscapes but having new eyes."

—MARCEL PROUST



LOOK THROUGH A NEW LENS: LUXURY TRAVEL, REDEFINED

As a traveler, you seek to explore a world beyond what you know; to expand your experiences without compromising the luxury and comfort of destination resorts that you trust. What if you could have it all? What if the world of luxury destination resorts evolved to meet you in the most beautiful, remote and exclusive places on the planet. It is said that the road less travelled makes all the difference—well, this road will be an entirely uncharted path.

See the Earth, Respect the Earth

Picture this: immersive travel accommodation that is light on the land, honoring the specificity of the surrounding environment by highlighting it—granting guests rare, awe-inspiring experiences. By creating two distinct seasonal models for luxury, movable hotel rooms, using light-weight materials and environmentally sustainable resources, OBMI has succeeded in curating exciting opportunities for guests to enmesh themselves in built spaces that blend seamlessly with the natural environment like never before. Like organisms responding to the specificity of place, guests co-exist with their surroundings, causing little to no impact to the environment, promoting a unique branch of luxury travel that attracts global visionaries who seek to improve the wellness of our planet. With revolutionary design intended for pods to be easily erected and quickly deconstructed, OBMI honors the “leave no trace” mentality without compromising luxury for their guests.

If it feels too good to be true, that’s because it’s never been done before.

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

—BUCKMINSTER FULLER

Travel Outside of the Box—Literally

Picture this: luxury redefined through unimaginable, innovative constructs that break outside the conventional walls that typically restrict how we experience place. Immersing oneself in wonder through stepping outside of the day-to-day; providing lavish comfort for our guests not by delivering less but offering authentic, rare experiences that are specifically curated to alter people by entrenching them in evocative wonder that that reveals new aspects of self. With customizable, non-binary spaces, rooms are enchanted and adaptable; inventive and flexible—every day, you witness something beautiful and new.

The brilliant core design allows for multiple iterations, changing to meet your needs, wherever you are in the world.

“You belong among the wild flowers; you belong some place you feel free.”

—TOM PETTY

More Space, More Meaningful Spaces

Picture this: transcend the definition of luxury by expanding the space provided for guests, and marrying it with the world’s most breathtaking locations, many of which are not suitable to build a permanent hotel within. With expandable spaces that are more generous than conventional hotel rooms, guests experience a creative flow of indoor and outdoor living, asking what the world can teach us by exploring our connection to the distinct surroundings, and morphing built structures to be a stage for geographically-specific situations. The customizable design can stretch and bend to suit guests’ needs, taking on a new story depending on the place. One important



element of this new-found luxury is the non-permanent aspect of its offering; the rarity of the experience further emphasized by the fact that it may only be available for brief windows of time.

We endeavour to expand perspectives by reconstructing the very idea of space and magnifying how we experience the world.

“We travel not to escape life but for life not to escape us.”

—ANONYMOUS

LUXURY HOTELS ARE DEAD, LONG LIVE LUXURY HOTELS

Picture this. Daydream possibilities. Future memories. Destinations reimagined.

A Job Delivering Dreams: Halfmoon Bay, 2025

From the start, you knew the site was stunning and unique and, with that, how it would present a number of distinct obstacles. Still, as a luxury destination hotel developer, your career path has always presented complications, which has only sharpened your adaptability and sense of perseverance.

Still, after four years and more than a million dollars in soft costs, the proposed hotel concept hadn't even seen the start line with the continuous struggle with approval and financing. But, one meeting with OBMI changed everything—their Movable Hotel Room concept provided the transformational approach, which allowed you to design and build for a fraction of the cost, and execute construction in 25% of the typical time frame. Furthermore, the worldwide intrigue of these exclusive spaces has solidified their spot in the future of this development—waking up to the sound of the ocean is one thing but waking up steps from the tide is quite another. It never would have been possible to erect a traditionally built space on this pristine stretch of beach without disturbing, or worse—destroying, the lush natural jungle; with OBMI's inventive design solutions, you are able to deliver an entirely distinct experience to your guests. Your nearly failed project has not only been given a second chance, it's made your destination world-famous.

Guests will experience a world that is their own: a personalized panorama view of sunrise or sunset, depending on how you choose to shift the bathtub, which is situated on a moving track that shifts from east to west.

Our lives have changed, our spirits have not: Iceland, 2026

Ever the adventurers, Ella and Ben's honeymoon hiking and camping their way through Peru in 2006 feels like a lifetime ago. Three kids, and two successful start-ups later, the couple feels immensely blessed—and always exhausted. Their recent family vacations to luxury resorts has them wanting for nothing—the amenities, dining options and curated exploration—though somehow, they each yearn for the indescribable authenticity found as broke backpackers who were led by the pursuit of wonder.

After a bit of research, Ben thinks he may be able to surprise Ella with the perfect strike of balance for their 20-year wedding anniversary, this September. Ella has always dreamed of experiencing Iceland and what better way to do it then staying in one of these new movable luxury hotel rooms, which has been erected only for one month—thoughtfully installed just steps away from geothermal, natural hot-spring so you can wake up and float beneath a vast sky of swirling colors, experiencing the northern lights in a way neither of them could have ever imagined. Crawling back into bed, the night around them rings with a distinct silence that reminds them both of camping in the Sacred Valley of Peru. The main difference: this trip allows them to wake to in a decadent bed and prepare a gourmet breakfast before their wildflower hike through the alpine meadows nearby.



They'll return in the afternoon and take turns doing hot and cold plunges—between the natural hot spring and personalized pool on their deck. Ben has even agreed to entertaining Ella by partaking in nourishing face-masks with the local, volcanic clay provided, which apparently is the secret to a youthful glow—according to Icelandic mythology. Their custom, sheepskin slippers, sourced from sheep at the neighboring farm, are a thoughtful keepsake to take home as a reminder of their perfect adventure.

HABITÄRE'S UNFORGETTABLE AMENITIES—DELVE INTO A WORLD OF EXPLORATION

2030: Isabelle & Evan's Extraordinary Adventure

An Astounding Arrival (and you haven't even left yet!!)

Just days after confirming her booking with Habitäre, Isabelle is delighted to come home to a surprise package that includes a complimentary smartphone, which will connect her and her fiancé, Evan, to their Habitäre unit and experience. This futuristic feature is not only innovative but also allows the couple to spend the weeks leading up to their romantic vacation actively planning and customizing thoughtful details from their furniture layout, room temperature and extracurricular itinerary—and what local produce and chef-inspired prep kits they want to have waiting for them in their fully-stocked fridge. Each night after dinner, they spend a bit of time exploring the smartphone's features, which allows them to virtually tour the resort, watch a digital sunset from their future room and meet with their personalized host who gives them insider's information about things to do and see while they're there. On the morning of their flight, they awake to a message from the host who informs them their check-in is complete (sending them a digital key to access their suite) and he'll be waiting for them at the airport to personally escort them to the resort.

If the anticipation is half as good as the trip they're about to take, it seems they are about to have an absolutely extraordinary experience.

Luxury Spa Offerings Unlike Any Other (there's something for everyone)

The golden light of morning filters through curtains as Isabelle and Evan awake on their first morning at Habitäre. After savouring the welcome-breakfast on their rooftop deck—a cornucopia of tropical fruits, freshly baked granola, decadent pastries and the resort's famous coconut yogurt (made on site)—Isabelle receives a notification on her Habitäre smartphone that her personalized wellness consultation will occur in one hour. She has been researching Habitäre's extensive spa offerings for weeks and can't wait to explore all of the restorative options and rejuvenating treatments for her mind, body and spirit. She is picked up in the resort's e-buddy—a compact electronic vehicle—and whisked through the winding paths of Habitäre's greater resort before arriving at the spa area, nestled into the side of a cave amongst with views of the crashing ocean. Once she arrives, she is gifted a personalized linen robe (monogrammed with her initials) and plush slippers before meeting with the skin specialist and body consultant. After a thorough assessment, Isabelle feels completely seen and cared for. The team of world-class practitioners have drafted a wellness schedule for her to span her entire trip, with the intention of relieving her neck pain, revitalizing her dry, winter hair and achieving an over-all healthy, dewy complexion with organic products that are made in house. The team states that the goal is for her to return from her stay feeling like a brighter, better version of herself. With personalized products mixed for her to take home, this wellness regime will be the gift that keeps on giving.

When she returns from her consult, she is buzzing with excitement. She can hardly wait for her first treatment later that day: a sunset craniosacral massage and exfoliating facial. Evan emerges to greet her having just completed a HIIT in their unit's transformable gym area. It's not even noon on their first day and they both feel immersed in a world of wellness that they've only begun to explore.



Wellness, Redefined

Evan loves to start his mornings at Habitāre with a sunrise Peloton class. As a morning person, he relishes the opportunity to get up and be active before Isabelle wakes—finding it grounding and invigorating all at once. The privacy of their unit makes him feel like he's the only person on earth as he watches the sun slowly come up over the ocean and listens to the symphony of bird sounds. Since arriving at Habitāre, he and Isabelle have established a routine—rooted in wellness—which is a new vacation experience for both of them. The resort's extensive offerings make every day a new adventure and have them both feeling a sense of true escape as they delve into self-betterment through exploring new activities to enrich their bodies and minds. After his bike class, he wakes Isabelle with freshly-pressed juice from the Fresh Bar adjacent to their unit and the two of them wander towards The Forest Dome for a morning meditation class. A few clouds have rolled in and a light rain begins to fall as their class starts; the soft pattering of raindrops on the domed roof is the most peaceful soundtrack to accompany their morning practice. Following class, they have plans to grab some buddha bowls for breakfast and find a spot to eat them in one of the pocket-libraries that are scattered throughout the surrounding gardens. Gathering here has often led them to meeting others who are visiting the resort, which has resulted in an array of lovely, stimulating conversations and new friendships.

Just yesterday, they kayaked around the local inlet with Allie and Reese, another couple staying at Habitāre who coincidentally live close to them in San Francisco—a collision of worlds, in the best possible way.

An Array of Unique Culinary Experiences

Isabelle chose stand-up-paddle-boarding as her workout for the day, which was partially incentivized by her curiosity to experience the floating restaurant in the middle of the inlet that features a menu designed by a local farmer-turned-chef who grows all of the produce for the artful menu at his organic farm just 25 minutes away. Fresh and flavorful is an understatement! She could barely help herself from photographing every stunning dish that was delivered as a way to capture the experience to share with Evan who couldn't join due to an acupuncture appointment. She's certain they'll rent a paddleboat and return together before their trip is through. Just yesterday, they explored the food trucks which felt like an expedition throughout the greater resort—wandering from one tasty experience to the next. They both remarked how lovely it was to discover the gardens and resort amenities as a culinary journey that kept them occupied for the entire afternoon and evening. From artisanal cocktails, freshly caught seafood and raw, vegan desserts, it was truly a feast for the senses.

Tonight, their plan is to venture to Casa Nova which is Habitāre's fine-dining restaurant that is located on a suspended platform above the resort's garden, amidst the trees. The experience is meant to be completely integrated with nature with a nine course tasting menu that changes every single night.