

INTERWORLD

by *CHERNIKOVA*

Architectural Positioning & Strategic Framework

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INTERWORLD is a two-level lakeside hospitality concept where the physical descent between an open-air terrace and a subterranean dining space below the waterline becomes the product itself.

Spatial Structure

- Upper World — open lakeside terrace, natural light, sky
- Transition Sequence — the calibrated passage between the worlds: 18–25 m, 8–10° descent, progressive sensory shift
- The Descent — the way down: compression, silence, immersion
- The Ascent — the return: re-expansion, night air, the open sky as the final moment of the evening
- Lower World — subterranean dining space in direct contact with the lake

Conceptual Foundation

The project is based on authored spatial logic rather than open commercial replication.

Expansion Strategy

Future expansion may occur through:

- selective licensing
- strategic hospitality partnerships
- curated destination collaborations

Preservation Principles

All future developments must preserve:

- architectural restraint
- emotional pacing
- limited seating integrity
- environmental integration
- experiential philosophy

Development follows a Founder-Controlled framework to preserve conceptual integrity.

Architectural Positioning

INTERWORLD is positioned within the category of experiential ultra-luxury hospitality.

The project does not aim to compete with entertainment-driven underwater attractions. Instead, it operates within the territory of:

- emotional architecture
- destination hospitality
- sensory restraint
- authored spatial experiences
- cinematic environmental immersion

The intention is not spectacle. The intention is presence.

Architectural Philosophy

INTERWORLD is conceived as a long-term authored hospitality system exploring how architecture can shape emotion through atmosphere, movement and controlled transition between worlds. The Transition Sequence is intentionally different in each direction: The Descent prepares; The Ascent returns.

Not architecture as spectacle.

Architecture as emotional transition.

INTERWORLD is a proprietary hospitality concept. Documentation available under NDA.

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