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CC: Eduardo A Robles <[REDACTED]>
Subject: Video Comments
Date: Sat, 31 Dec 2016 11:11:33 +0000

Hi Jeffrey,

I have reviewed the video several times now, and I believe I understood a good portion of it for now.

You already answered some of the questions, so these notes or Ideas are just initial thoughts and for references only.

The Main House would be on the Island of Saint James and the guesthouse would be on Little Saint James.

The main reason being that privacy is a key factor. You also mentioned that some how you want to create some sort of connection between the two islands or create a visual synergy. For this I'll wait until we arrive, to asses the possible locations, (proposed by you), we then evaluate "together" the pros and cons, by elaborating some quick sketches on the different (potential) locations.

Jeffrey, I feel that just by viewing this video, we have a good opportunity to add some dramatic architectural "expectations" to the islands.

Example: once you are approaching for the first time (ideally coming from Saint Thomas on Helicopter, Boat or Yacht) you should be able to identify or to see in the far distance some Iconic element that will becomes the identity or "post card" of the Island.

It should be something that will catch your eye immediately. Perhaps something that has a historical value. Some "it" factor that the islands posses, but that has not being capitalized on yet.

You mentioned that you don't want to encourage people to keep coming to the beach or cove and that you want privacy. Yes we need to achieve this but we also have to have something that you can pin point, remember, or talk about after creating that special memory after the visit.

Why?

Well I can see already, that these Islands have good historical Navigators stories. From Christopher Columbus, to all the Dutch colony or entities occupying the islands. This immediately evokes some romantic scenes in our minds from a time long gone. These scenes can normally only be experience in the movies, but we can barrow from these stories and make them our own. Together we can keep building on them and people will have experiences that last a lifetime.

Another suggestion is to design a more exploratory pedestrian route that you can enhance with the appropriate landscape of your preference. The point would be that they are guided to where we already know what kind of reaction, or felling they'll have at their arrival.

The guided "exploratory" route is an important part of the Master planning process. It should work with and meet the technical and logistical needs of the Islands (such as the environmental concerns of the salt water pools). I'm sure you have already some roads and systems in place but, we can enhance them with some interesting 'feature or key elements " so that your VIP guests can remember them as a special experience. We need to balance all the architectural elements of these islands by understanding that the human needs may only be a few, but we should not miss any of them.

People normally don't want or like to get lost. Especially when it's the first time exploring or adventuring, on the contrary, they want to be impressed! We belong to a generation of moviegoers, and we all want to have "instant gratification" these days. The Wow effect is important, and it should be a series of these wows effects that eventually lead to an OMG moment for the guests.

When designing theme parks the trick the designers use is by leading people through the use of photo opportunities. Once a guest is able to see the photo (or "Selfie" spot) from the distance be it an iconic fountain or plaza etc, and then they will move towards it in order to receive that instant gratification.

For now these are just some initial thoughts, and of course nothing is concrete or set in stone, but we will get it right. We will create a breath taking and life lasting set of memorable experiences on your Islands.

Regards

Eduardo