



The fictitious resort brings the beauty of an island getaway to life | Photo source [Child Studio](#)

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## VIRTUAL RESORT BRINGS BEACH HOLIDAY VIBES TO LOCKDOWN

 TRAVEL & TOURISM

### Holidaymakers trapped at home can visit an imaginary Mediterranean seaside, via a series of Instagram interiors

**Spotted:** For travellers keen to escape the confinement of their homes, Child Studio's Casa Plenaire is the perfect place to go. Viewable on Instagram, the dreamily imagined, fictitious resort brings the beauty of an island getaway to life. Designed in partnership with skincare brand Plenaire, Child Studio created the holiday home with 3D-modelling.

Flooded with light and containing all the necessary beach holiday accessories, the imagined home includes a circular bath, a tiled terrace, an uninterrupted view of the sea, and a sprinkling of Plenaire's products. An open magazine, straw hats and a scattering of lemons and oranges, all situated in a whitewashed interior, immediately bring Mediterranean summers to mind.

As a means of escaping the dreariness of lockdown, virtual travel is certainly an efficient and beautiful method of brightening up the day. Prior to the pandemic, Child Studio had been working with Plenaire on the interior of the company's new London store.

From [remote-controlled tourist guides](#) to [robot-led art museum tours](#), Springwise has spotted a range of organisations around the world finding new ways to connect with and entertain people at home.

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## **Takeaway:**

With swift and frequent far-flung travel on pause, and changes to the industry are likely to continue well into the next year, and there may be considerable opportunity for staycation brands and tourist hotspots to cater more directly to locals. New-style travel options could incorporate technology more frequently and in a variety of ways. Even as travel bans lift, reducing congestion in order to maintain safer social distances may require long-term use of mixed reality packages that give visitors an alternative version of the full experience.