

# Portfolio

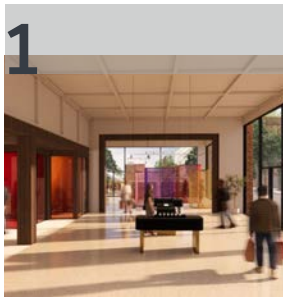
DANIEL MCCONVILLE

INTERIOR DESIGN

FOUNDATION DEGREE

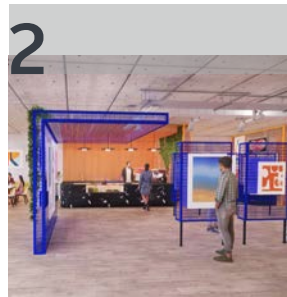
KLC SCHOOL OF DESIGN

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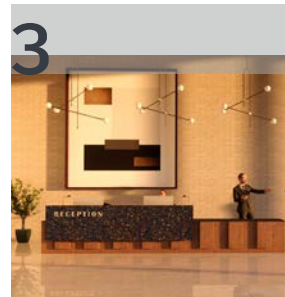
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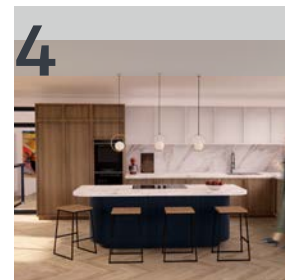
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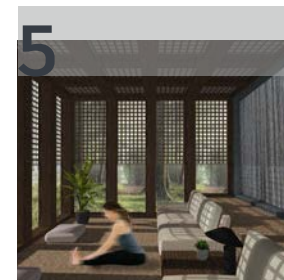
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# 1

## FINAL PROJECT



**EXPERIENTIAL  
RETAIL  
DESIGN**

**FLAGSHIP STORE**

**MAYFAIR, LONDON**

**2022**

**630 SQM.**

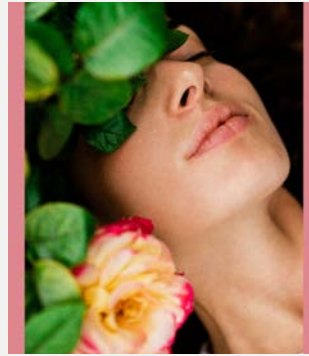
**THE BRIEF**

The requirements for this project center on designing a client's first retail store in London's Mayfair district. The challenge is to innovatively showcase the brand's products, enhancing brand awareness and customer experience, while considering additional brand-aligned features. The final design, informed by meticulous research, is to be a unique retail environment, reflecting the client's identity and ethos.



**INDEPTH RESEARCH INTO CLIENT, LOCATION, PRECEDENTS AND RETAIL TRENDS.**

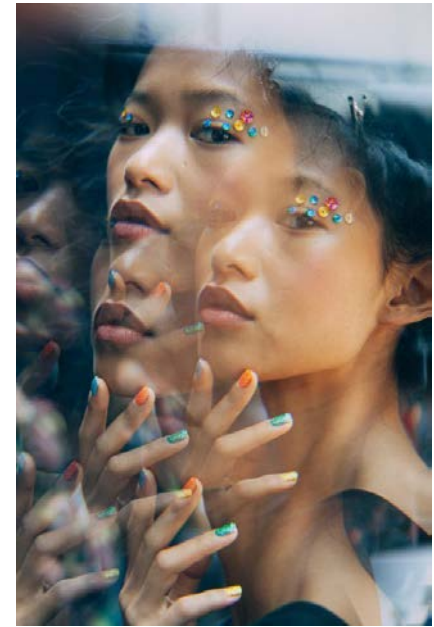
**CLIENT MARKETING IMAGES**



**CLIENT PROFILE**

Olfactive O is a niche perfume company based in the UK. Their distinctive approach lies in tailoring fragrances to personality profiles, enabling customers to discover fragrances in a new way. Olfactive O's products transcend being just fragrances; they instead become intimate reflections of each customer's unique identity.

**CONCEPT**

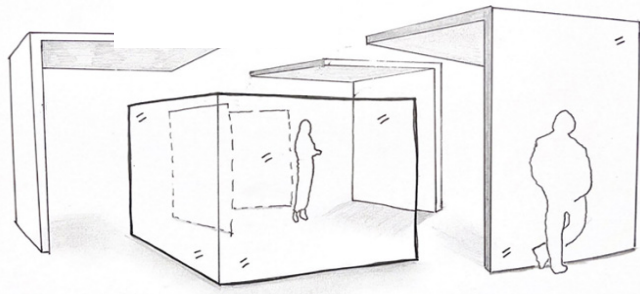


**FINAL CONCEPT IMAGE**

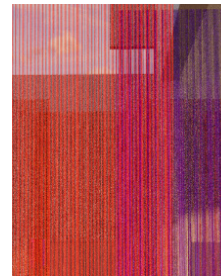
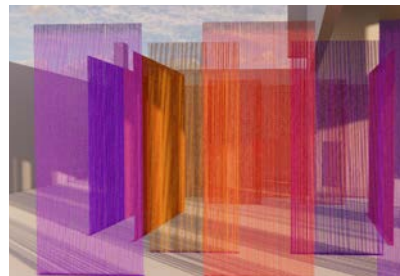
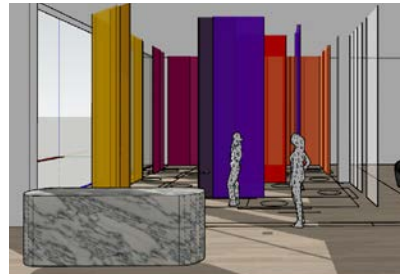
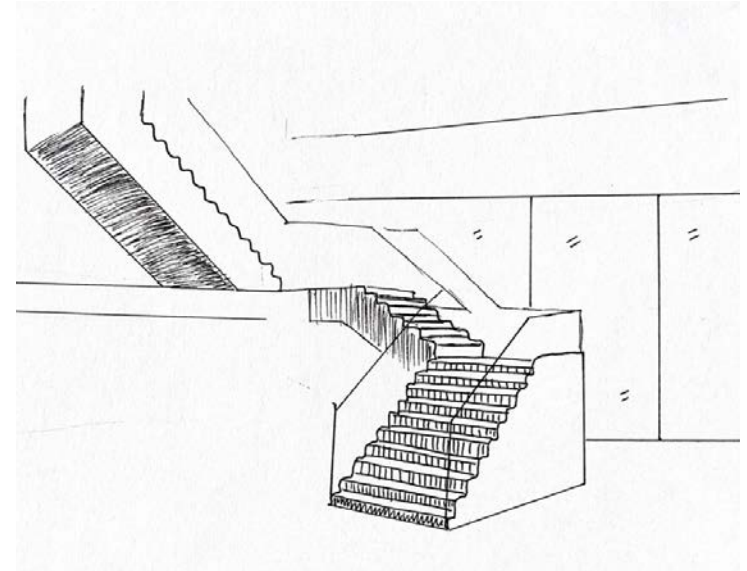
The final concept, **'EXPLORING LAYERS,'** celebrates the intricate layers of our personalities. It's inspired by Olfactive O's unique approach of encouraging customers to curate a scent wardrobe, reflecting the multifaceted aspects of their identity. Each fragrance stands as a testament to an individual's mood or persona, making it a versatile accessory for all occasions. This concept, redefining fragrance consumption, encourages customers to delve into the richness of their unique, multi-layered identities within an experiential retail space.



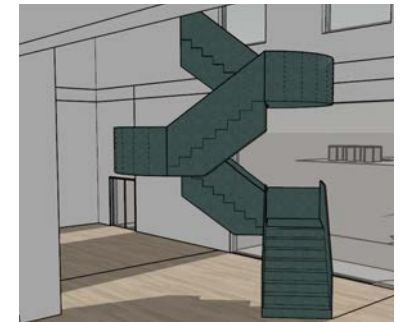
# DESIGN DEVELOPMENT



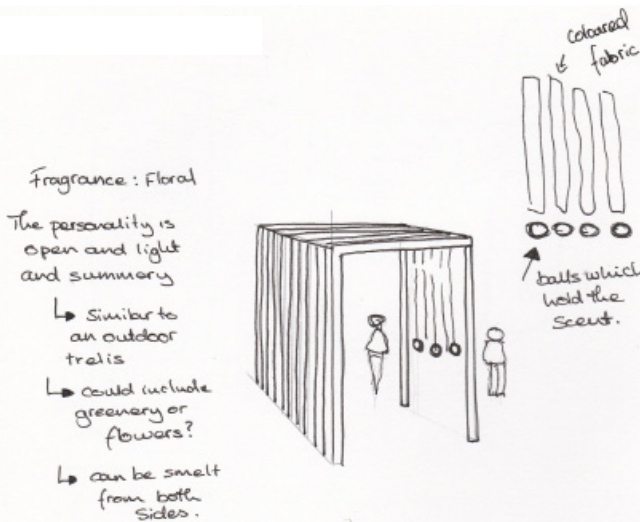
ABSTRACT PHYSICAL MODEL



DESIGN DEVELOPMENT MODELS SKETCH UP



STAIRCASE DESIGN



DESIGN DEVELOPMENT SKETCHES

The design development kicked off with abstract model sketches, leading to a concept where customers explore layered, translucent spaces. Image 1 inspired an exploratory layout, while Image 2 pushed towards transparency between zones. Image 3, a SketchUp model, tested material interactions with light and atmosphere, and Image 4 sketches refined design details. This process was enriched by zoning and template planning.

# DESIGN PROPOSAL

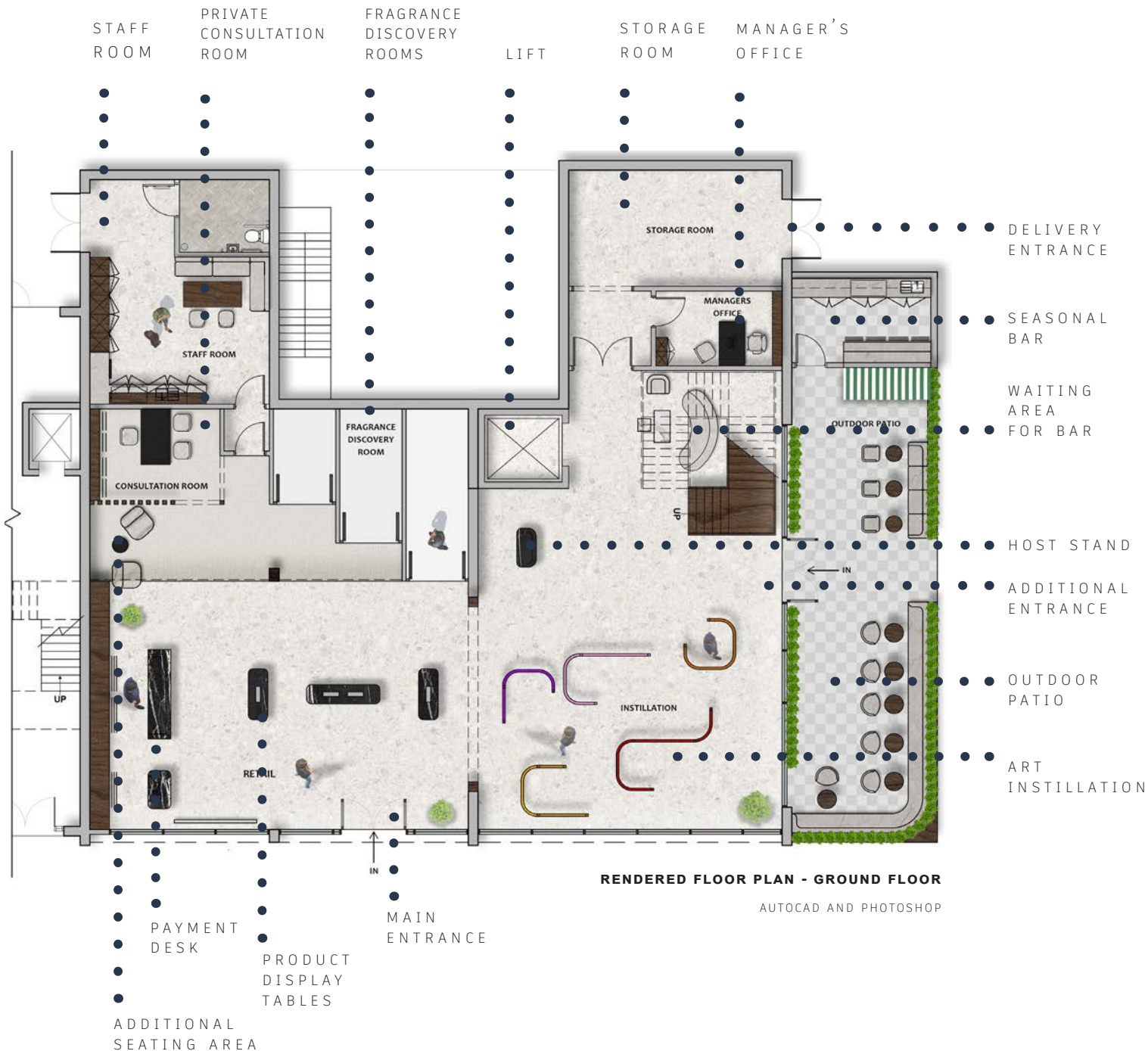
## GROUND FLOOR



PROJECT ONE - EXPERIENTIAL RETAIL



# SPATIAL LAYOUT



The spatial layout is thoughtfully designed to optimize user engagement and encourage exploration of the brand. Upon entering through the main entrance, retail customers are immediately greeted with a captivating view of the fragrance discovery rooms, inviting them to embark on a personal scent journey through interactive personality tests.

From there, customers have the option to explore the perfumes displayed on traditional product tables at the center of the space, or to take an alternative path through an immersive installation. The payment desk is strategically placed at the front and center, acting as a reception area to ensure easy accessibility to staff. The retail experience is open and linear, allowing guests to navigate the space effortlessly.

After making a purchase, the customer journey continues with the opportunity to check in at the host stand for the bar located upstairs. While waiting for a table, guests can relax in the seating area near the stairs and lifts. Once their table is ready, they will be guided upstairs to the bar or can choose to enjoy a personalized cocktail on the outdoor patio. There is also an additional entrance/exit primarily serving the bar area.

To maintain a luxurious and seamless shopping experience, functional areas such as staff rooms, storage rooms, delivery entrances, and managers' offices are thoughtfully concealed.

# SOURCING & MATERIALS

CEILING AND WALL PANELLING



WOOD VENEER ENCASED STAIRCASE



WAITING AREA FOR BAR

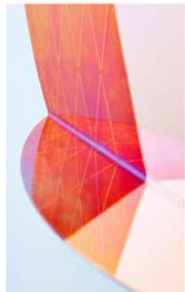
I.



LARGE MINIMAL FRAMED WINDOWS



PAYMENT DESK  
AND  
PRODUCT DISPLAY



WALNUT VEENER



A.

B.



BRASS

BLACK MARBLE

WHITE MARBLE

H.

G.

F.



C.

E.

D.

A. JONATHAN BEN-TOVIM PENDANT. 1STDIBS B. LINEAR SPOTLIGHT, JOHN CULLEN. C. BARREL CHAIR, ALL MODERN. D. RAYA RUG, RUST, SOHOHOME. E. PLINTH COFFEE TABLE, NORMA ARCHITECTS. F. EICHHOLTZ SOFA, LUXDECO. G. IRON PILLAR SIDE TABLE, PERCH AND PARROW. H. MELANGE TABLE LAMP KELLY WEARSTLER. I. ALABASTER BOWEL LIGHTING, HECTOR FINCH.

The sourcing strategy for this project seamlessly combines comfort and luxury, creating an environment that invites relaxation and indulgence. The rich, tactile qualities of materials such as velvet, wool, and bouclé are complemented by an artful blend of





**ADDITIONAL SEATING AREA**

**J. MATEO CHAIR, BOUCLE.** SOHO HOME.  
**K. SERAFINE END TABLE.** ARTERIORS HOME.  
**L. JUNEAU FLOOR LAMP.** FRATO

**FLOORING**



HERRINGBONE  
 COTTON  
 CARPET



CHUNK SAND CHIP  
 TERRAZZO TILE  
 CLAYBROOK

contemporary and traditional fixtures and furnishings. Modern, curved sofas are paired with antique brass lighting that exudes elegance and sophistication. A warm material palette, featuring walnut tones alongside black and white marble, enhances the feeling of comfort, while brass accents add a hint of luxury. In the spirit of responsible design, the strategy balances sustainability alongside luxury, ensuring an approach that is both environmentally conscious and luxurious.

**FRAGRANCE  
 DISCOVERY  
 ROOMS**

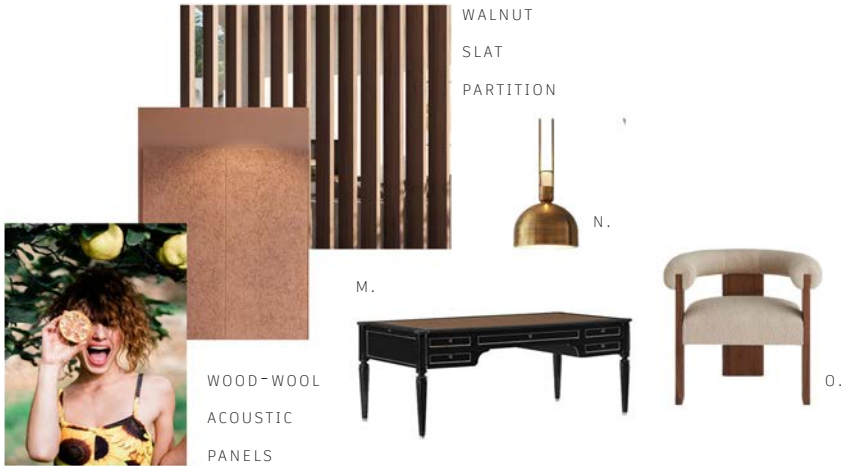
RGB BACKLIT  
 GLASS WALLS



MINIMAL IRON  
 FRAMED DOOR

INTERACTIVE  
 TOUCH SCREEN  
 COMPUTER

**PRIVATE CONSULTATION AREA**



LED  
 ADVERTISEMENT  
 DISPLAY SCREEN

**M. BROOKE STREET DESK.** RALPH LAUREN HOME.  
**N. ARIA PENDANT, NICKEL.** LAWSON FENNING.  
**O. ELDON DINING CHAIR, BOUCLE.** SOHO HOME.

**ART INSTILLATION**



COLOUR MIRROR  
 FRAMES



RECYCLED THREAD

# EXPERIENTIAL RETAIL

## ART INSTILLATION



RENDER OF INSTILLATION SPACE.



RENDER INSIDE THE INSTILLATION

Grounded in the concept of exploring layers, the art exhibition is designed to immerse customers in a captivating scent experience. The central feature of the space is a vibrant thread installation, meticulously crafted to symbolize a unique fragrance for each partition. As customers move through the area, they are enveloped by a kaleidoscope of colors and scents as the threads blend harmoniously with their neighboring partitions.

The interactive scent experience is brought to life through suspended balls infused with corresponding fragrance oils. Customers are encouraged to engage with these scented balls, experiencing the aroma and discovering a range of fragrances that resonate with their personal preferences. This sensory journey allows for the exploration and selection of multiple fragrances, creating a personalized and engaging experience for customers.

The thread installation and scented balls not only serve as visual and olfactory focal points but also add an element of dynamism to the space. The layers of colors, scents, and textures create a vibrant and captivating atmosphere, enticing customers to further explore and engage with the brand's offerings.

# FRAGRANCE DISCOVERY ROOMS

RENDER INSIDE THE FRAGRANCE DISCOVERY ROOMS



Encased within expansive glass walls, the Fragrance Discovery Rooms stand as a captivating and interactive hub, inviting customers to embark on a personalized olfactory journey. Upon entering these dedicated spaces, customers are greeted by sleek touchscreens, prompting them to complete a thought-provoking personality questionnaire. As they answer a series of questions, the space magically responds, with RGB back-lit walls illuminating in an array of captivating colors.

These dynamic colors represent the three fragrances that best align with the customer's unique personality and preferences. The interplay of vibrant hues creates a visually stunning and immersive experience, visible from various vantage points throughout the shop. The illuminated walls serve as a beacon of discovery, drawing customers further into the exploration of scents that resonate with their individuality.

RENDER OF OUTSIDE THE FRAGRANCE DISCOVERY ROOMS





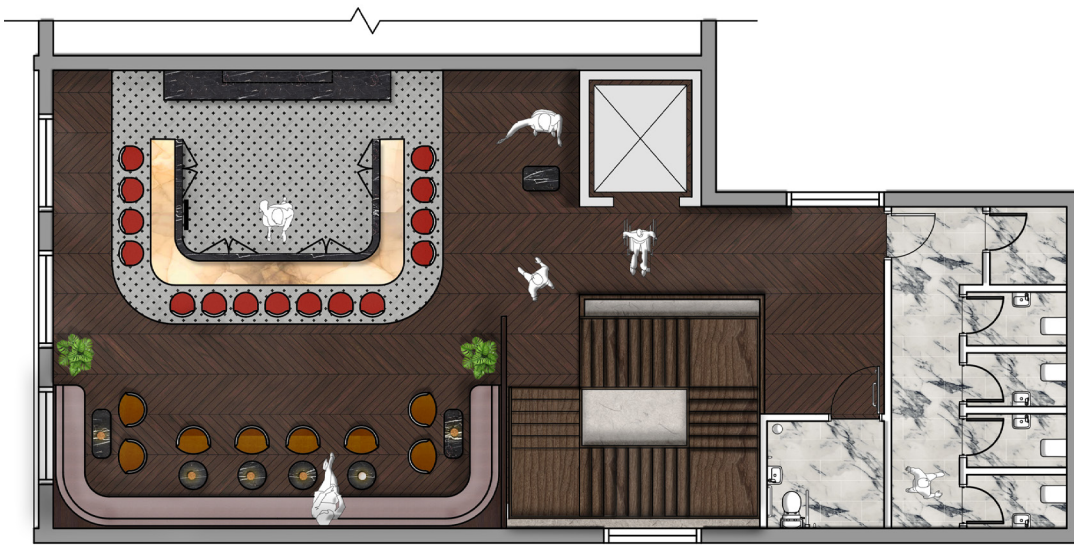
# FIRST FLOOR COCKTAIL LOUNGE



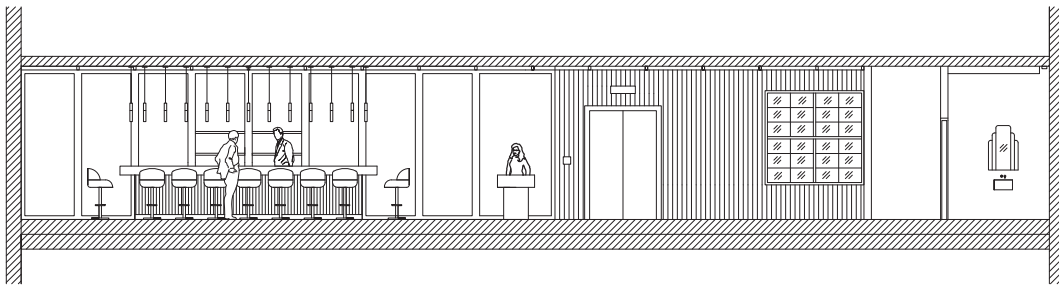
**RENDER OF  
COCKTAIL  
LOUNGE**

AUTOCAD,  
SKETCH UP,  
ENSCAPE,  
PHOTOSHOP





RENDERED FLOOR PLAN, FIRST FLOOR - AUTOCAD, PHOTOSHOP



SECTION, FIRST FLOOR - AUTOCAD

Echoing the luxury of its Mayfair location, an upscale cocktail lounge forms an experiential extension to the retail space. Here, customers can indulge in personalised cocktails and wines that mirror their personality types. The ambiance is crafted through back-lit onyx stone walls, which exude a warm and inviting glow, while walnut wall cladding and velvety fabrics contribute to the plush feel. Deep, rich colour accents add to the overall luxe aesthetic. This upper-level lounge seamlessly continues the theme from downstairs, promoting an integrated and cohesive experience throughout the space.

WALNUT WALL

CLADDING

VELVET CURTAINS



R.



P.



Q.

BACK-LIT ONYX  
STONE



ENGINEERED  
WOOD  
HERRINGBONE  
FLOOR

FABRIC FOR  
BANQUETTE  
SEATING



S.



T.

P. FLUME 50 PENDANT LIGHT, J ADAMS & CO

Q. COLMAR ANTIQUE BRASS WALL LIGHT, DECOLIGHT

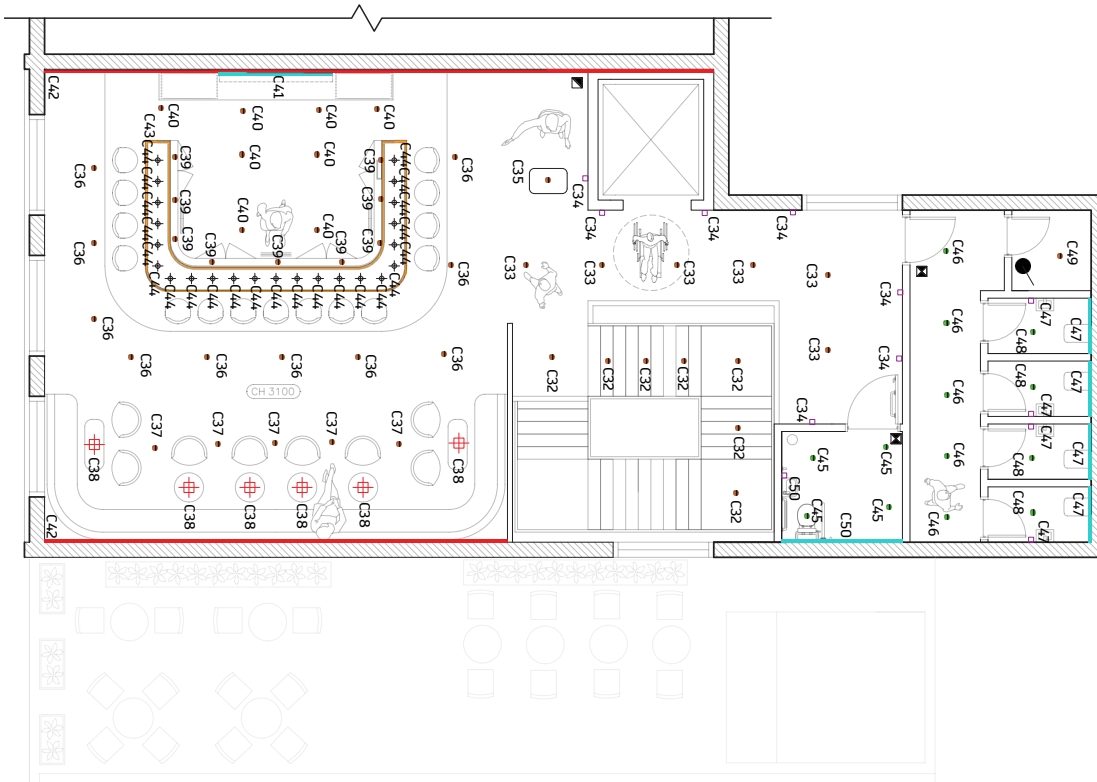
R. ANGES SWIVEL BARSTOOL, CONTRACT CHAIR COMPANY

S. MARTINI TABLE, BLACK MARBLE AND BRONZE, HOLLY HUNT

T. 'TEAROOM' CLUB CHAIR, RED, FRANKBROS

# LIGHTING DESIGN

The lighting scheme is purposefully layered, creating an atmosphere that evolves throughout the day. A standout feature is the RGB Onyx back-lit walls that adorn the space, casting a soft, diffused glow. This glow subtly changes colour as the backlights are adjusted, offering a dynamic and immersive experience. Supplementing this, an array of low-level lights is strategically placed throughout the space, with overhead lighting kept to a minimum. This arrangement creates a cosy, intimate atmosphere while highlighting the distinct features of the space.



LIGHTING PLAN, FIRST FLOOR - AUTOCAD



PROJECT ONE - EXPERIENTIAL RETAIL



# 2

## LARGE COMMERCIAL



### MIXED-USE DESIGN

RETAIL, CAFE, OFFICE

MONTREAL, CANADA

2022

570 sqm.

### THE BRIEF

A multi-functional commercial design in Little Burgundy, Montreal, for a print-making company called Print Club London. The project requires a design that includes a café, a retail/gallery space, and an office/co-working space. Emphasis is on creative use of limited space and consideration for modern ways of working, with amenities like a kitchenette, reception desk, and adequate toilets and showers. The café should cater to both dine-in and takeaway customers and the retail space needs flexible display solutions within 20-30m<sup>2</sup>.

## WHO ARE PRINT CLUB LONDON?



"SOMEWHERE YOU COULD ROCK UP ON YOUR BMX AND PRINT"

Print Club was established in 2017 by Fred Higgins and three other founders. Fred Higgins is a former professional cyclist who transitioned into a career in design and branding. The club was founded as a place where people could come together to print and create art.

The club is based in Dalston, London, an edgy part of East London. The area was once industrial with a history of printing and bookbinding. The club has a strong sense of community and is a place where people can come together to create art and share their passion for printing.

The founders have a passion for art and design. They have a strong sense of community and are passionate about supporting local artists and designers. The club has a strong focus on sustainability and is committed to using eco-friendly materials and processes.

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## CLIENT PROFILE

Located in Dalston, Print Club London operates as a vibrant screen printing studio offering artist spaces and educational workshops. They have an online store selling limited edition screen prints, alongside a co-working space for creative professionals, fostering collaboration and promoting creativity in their thriving artistic community.

## MONTREAL



DESCRIBED AS HALF PARIS - HALF NEW YORK

### FACTS ABOUT MONTREAL

Montreal is a vibrant city in the province of Quebec, Canada. It is known for its rich cultural heritage and diverse population.

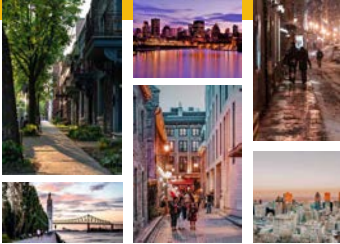
The city is a blend of French and English influences, reflecting its history as a major port and trading hub.

Montreal is a multicultural city with a strong sense of community and a vibrant arts scene.

The city is known for its beautiful architecture and scenic views of the St. Lawrence River.

Montreal is a city of contrasts, with a mix of old-world charm and modern urban development.

The city is a hub for creative professionals and artists, offering a supportive environment for their work.



## HACKNEY DOWNS STUDIOS

LOCATION: HACKNEY, EAST LONDON

### PRECEDENT ONE



Hackney Downs Studios provides over 200 creative workspaces, including studios, workshops, and meeting rooms. The space is designed to foster collaboration and creativity among artists and designers.



RESTORE  
SUSTAINABLE RESIDENCE

"The East Works has been an all-round success and provides an inspiring environment through its focus on sustainability, community, and education. The space has been a success story for the community and is a great example of how to create a vibrant and creative workspace."



GEORGE AND FRIENDS  
DOCAF CASE

"The business is a success story for the community and is a great example of how to create a vibrant and creative workspace. The space has been a success story for the community and is a great example of how to create a vibrant and creative workspace."



THE WELL GARDEN  
WELLNESS CENTRE

"The studio has been part of a vibrant and thriving creative community in the area. The space has been a success story for the community and is a great example of how to create a vibrant and creative workspace."

INDEPTH RESEARCH CONDUCTED INTO CLIENT, LOCATION, PRECEDENT, CAFE, RETAIL AND

OFFICE DESIGN - INDESIGN

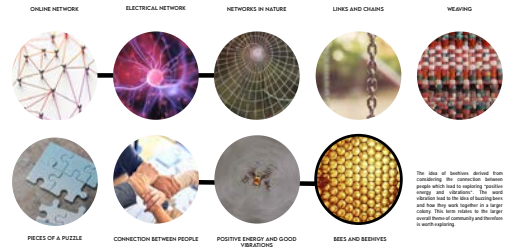
# CONCEPT



CONCEPT IMAGE

"The whole is greater than the sum of its parts" is the chosen concept quote. It can be interpreted as the collective power manifests when individual elements come together. Throughout the research, there has been a strong feeling of community and collaboration and there are several examples that relate directly to the concept quote.

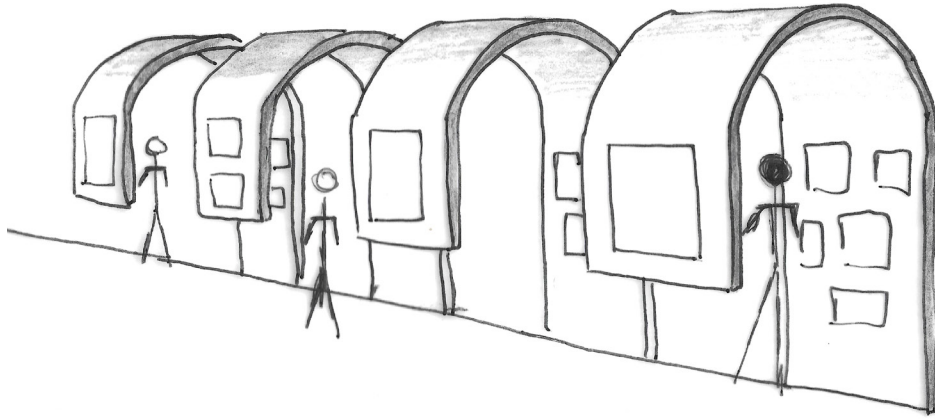
## CONNECTION...



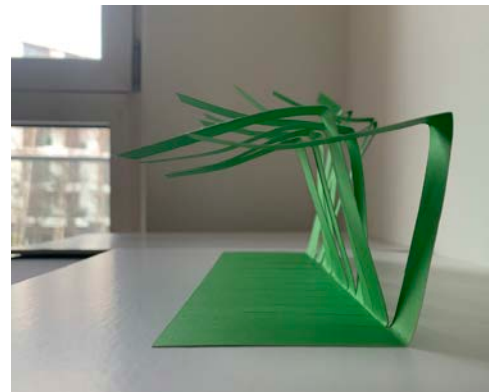
The idea of Bees and Bees... Both considering the connection between people who have to explore, question, create, and collaborate. The bees work together to build their hive and they work together in a larger colony. The bees work in the larger world of nature and flourish in their community.

CONCEPT DEVELOPMENT





SKETCH FROM ABSTRACT MODEL

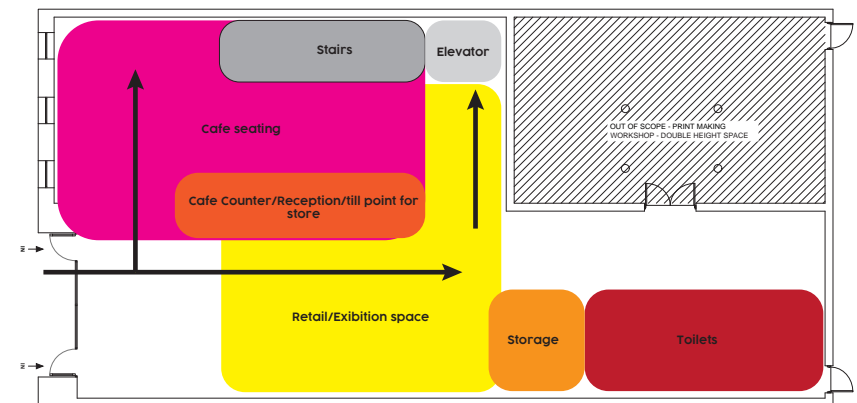


ABSTRACT MODEL



DEVELOPED SKETCH UP MODEL

# DESIGN DEVELOPMENT



ZONING OPTIONS

The design development began with abstract models derived from the initial concept. These models were transformed into spatial designs through sketches, before moving into a scaled model in SketchUp to refine the design details. Additionally, zoning and template plans were created to optimise functionality and usability within the space.

# DESIGN PROPOSAL



RENDER OF RECEPTION AREA - AUTOCAD, SKETCH UP, ENSCAPE AND PHOTOSHOP

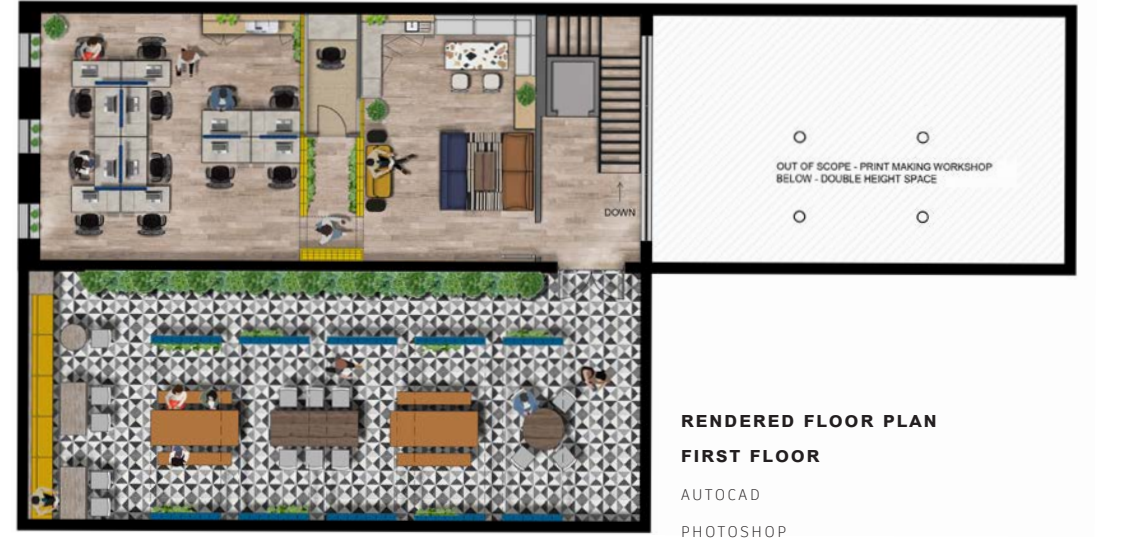
Emphasizing both aesthetics and practicality, the project commences with a vibrant reception area featuring an installation of paint pots arranged in a vibrant pattern, reflective of the screen-printing process. This eye-catching display is further enhanced by a neon sign spelling “Print Club Montreal,” solidifying the brand’s identity to all who enter. As customers venture further into the space, they’re greeted by an interconnected retail and café area. This arrangement is designed with customer orientation in mind, ensuring easy navigation.



RENDER OF CAFE AND RETAIL AREA - AUTOCAD, SKETCH UP, ENSCAPE AND PHOTOSHOP



RENDERED FLOOR PLAN  
GROUND FLOOR  
AUTOCAD AND PHOTOSHOP

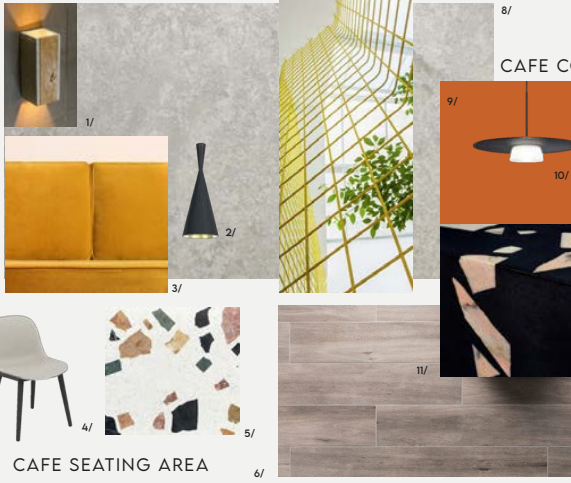


# SOURCING & MATERIALS

## FURNITURE BOARD FOR CAFE AND MEETING ROOM

PHOTOSHOP

99 FURNITURE BOARD



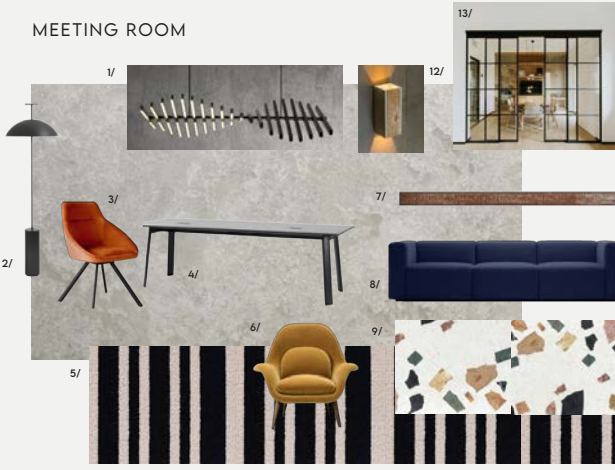
### CAFE COUNTER

#### KEY

- 1/ ORTO CONCRETE AND TEAK WALL LIGHT
- 2/ TOM DIXON BEAT PENDANT LIGHT
- 3/ BESPOKE BUILT IN BENCH
- 4/ MUTO FIBRE SIDE CHAIR
- 5/ BESPOKE OVERSIZED TERRAZZO TABLE TOPS
- 6/ NOMAD GREY PORCELAIN WOOD EFFECT TILE
- 7/ PVC COATED METAL MESH PANEL - YELLOW
- 8/ VENTHIAN POLISHED PLASTER
- 9/ FABRIE AND BALL - BURNT ORANGE PAINT
- 10/ CASE SUM PENDANT LIGHT

### CAFE SEATING AREA

### MEETING ROOM

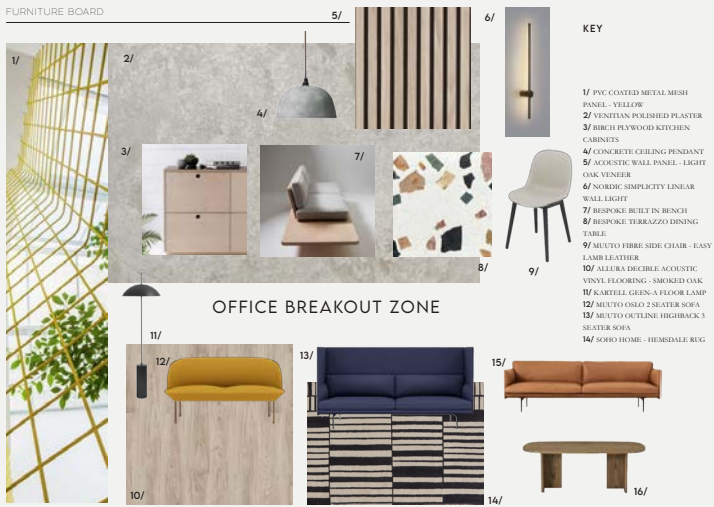


#### KEY

- 1/ LED LIGHT CHANDELLER
- 2/ SCARTELL GEENA FLOOR LAMP
- 3/ CLEO RUST VELVET SWIVL CHAIR
- 4/ HEM ALLE CONFERENCE TABLE
- 5/ NOVA CARPET - MUDREY MIDNEY
- 6/ FREDERICA SWOON LOUNGE CHAIR
- 7/ CONCRETE LINE PENDANT LIGHT - COPPER EFFECT
- 8/ HAY MAGS THREE SEATER SOFA
- 9/ BESPOKE TERRAZZO COFFEE TABLE
- 10/ MAUD TABLE LAMP - MADE
- 11/ BURFORD MEDIUM SIDE TABLE - SOHO HOME

# SPATIAL LAYOUT

The spatial layout features a reception, retail space, café, and co-working zones. An inviting café counter and retail area greet visitors upon entry. Adjoining this, a glass-partitioned co-working space fosters collaboration. Upstairs, neon signage directs visitors to a rooftop terrace for an enhanced experience, while a separate office area provides a dedicated workspace for staff. experience, while also catering to the needs of the working personnel.



OFFICE BREAKOUT ZONE

FURNITURE BOARD FOR OFFICE BREAKOUT ZONE

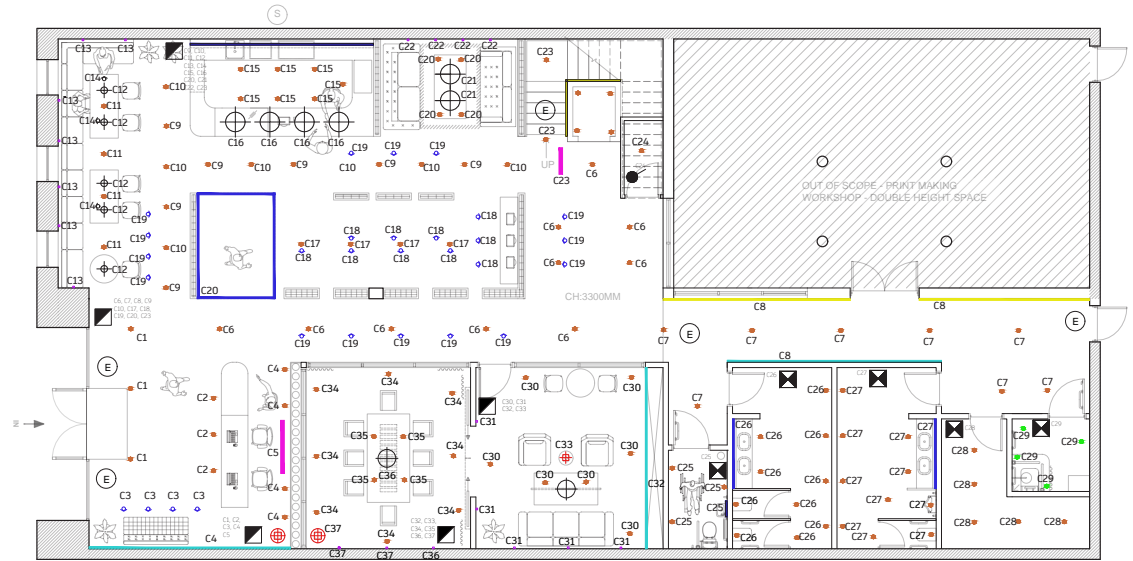
PHOTOSHOP



PHYSICAL MATERIAL BOARD



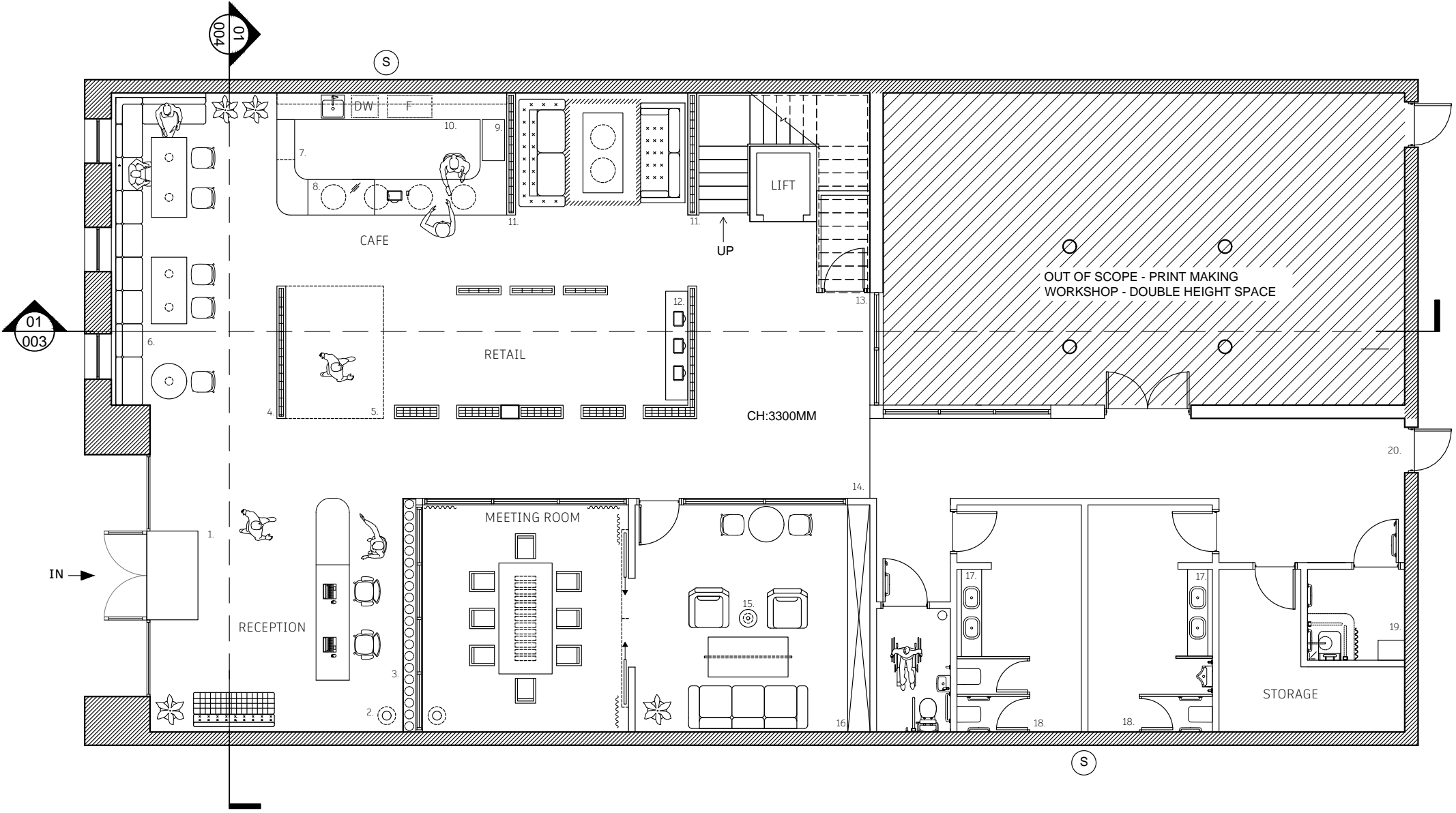
RENDERED SECTION - AUTOCAD, PHOTOSHOP



LIGHTING PLAN, GROUND FLOOR - AUTOCAD

This design integrates reflective Venetian plaster and porcelain tiles with industrial elements like exposed ceilings and PVC-coated metal mesh partitions. These elements, coupled with playful terrazzo accents, shape an open, modern aesthetic. The color palette also plays a crucial role. Bright yellow and orange hues, known to ignite creativity, are set against a neutral background. Blue is used as a contrasting color, forming a split complimentary color scheme. This harmony of design elements and color scheme creates a stimulating and collaborative environment.





01 GROUND FLOOR PLAN 1:100@A3

GROUND FLOOR PLAN  
 (NOT TO SCALE)  
 AUTOCAD



## OFFICE DESIGN

RENDER OF OFFICE AUTOCAD, SKETCH UP, ENSCAPE , PHOTOSHOP

The office at Print Club is designed as a flexible co-working space, emphasizing creativity and productivity for the professionals who use it on a daily basis. It's organized into multiple work zones, such as dedicated desks, a quiet focus room, and informal work areas like the dining table and the sofa. These choices provide variety and encourage motivation. All of these areas are demarcated by a permeable yellow metal mesh partition, which adds a burst of creative stimulation while allowing light to permeate throughout the space.

In terms of materials, the office combines eco-friendly vinyl flooring and plywood cabinets with concrete countertops, maintaining an industrial aesthetic while optimizing acoustics. Natural light is prioritized, especially in the staff and co-working spaces by the window, and sound is controlled using elements like acoustic baffles and soundproof glass partitions. These thoughtful design features not only create a conducive work environment, but also enhance the overall aesthetic, blending seamlessly with the venue's vibrant, industrial style.



# 3

# DETAILED WORKING DRAWING



RECEPTION  
DESK  
DESIGN  
2020

## THE BRIEF

The project involved designing a reception desk for a multi-functional building in central London. Detailed technical drawings were required to showcase the construction and materials used. The desk had to accommodate two receptionists, provide storage and task lighting. The selection of sustainable, locally sourced materials was a crucial aspect of the design.

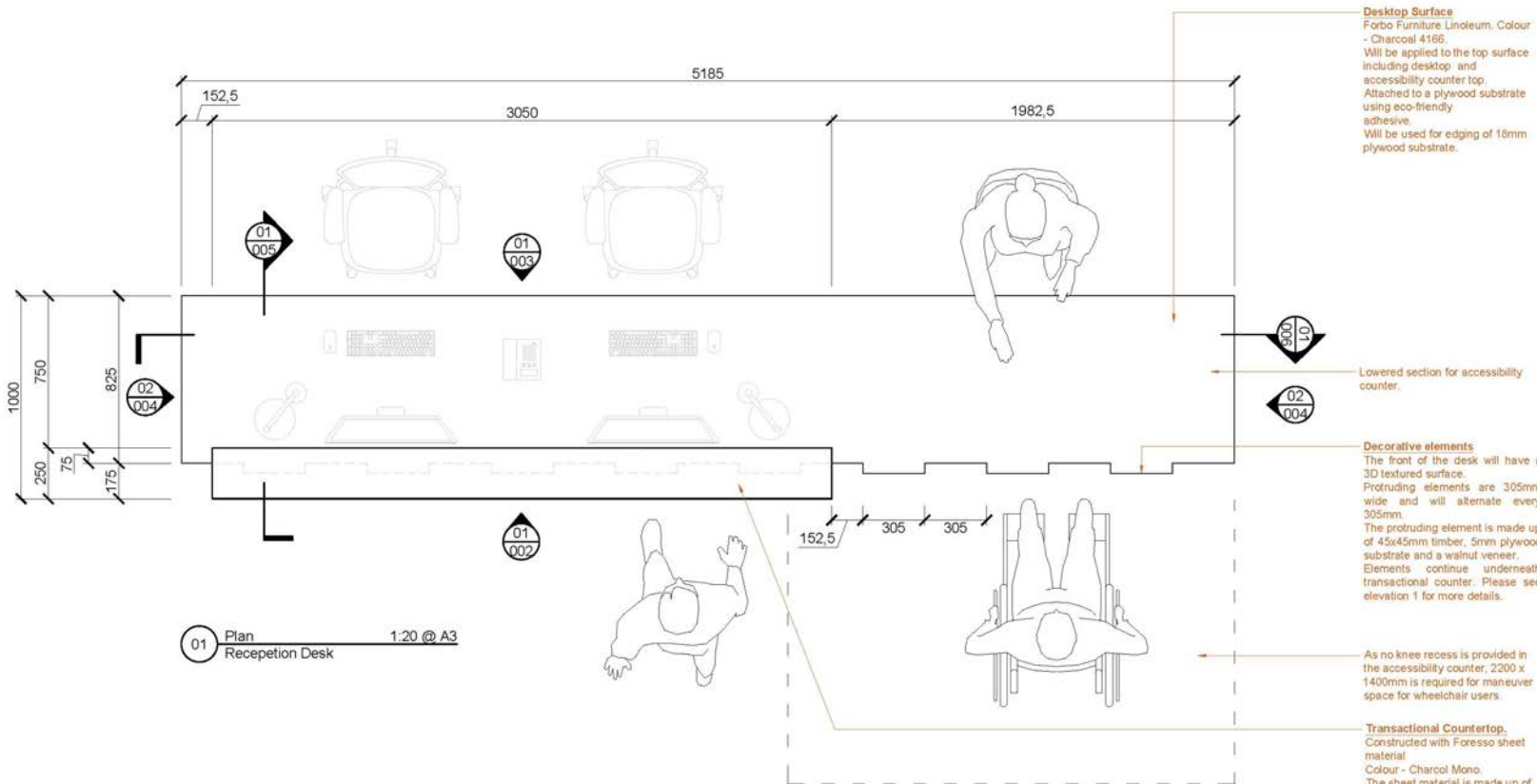


SUSTAINABILITY CRITERIA MATRIX - FORESSO

ENVIRONMENTAL	SOCIAL	MANUFACTURING/OPERATIONAL	CONSTRUCTION/INSTALLATION	MAINTENANCE
<b>ENVIRONMENTAL</b> The material is made from 100% recycled wood, which is a sustainable and renewable resource. The production process is designed to minimize waste and energy consumption. The material is also free of formaldehyde and other harmful chemicals.	<b>SOCIAL</b> The material is sourced from responsibly managed forests, ensuring the well-being of the communities that live in and around these forests. The production process also provides employment opportunities for local workers.	<b>MANUFACTURING/OPERATIONAL</b> The material is produced using a process that is designed to be energy-efficient and to minimize waste. The production process also uses sustainable energy sources, such as solar and wind power.	<b>CONSTRUCTION/INSTALLATION</b> The material is easy to install and maintain, making it a practical choice for a wide range of applications. The installation process is also designed to be efficient and to minimize disruption to the building's occupants.	<b>MAINTENANCE</b> The material is highly durable and resistant to wear and tear, making it a long-lasting choice for high-traffic areas. The material is also easy to clean and maintain, reducing the need for harsh cleaning chemicals.
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**DETAILED MATERIAL RESEARCH**

IN DESIGN

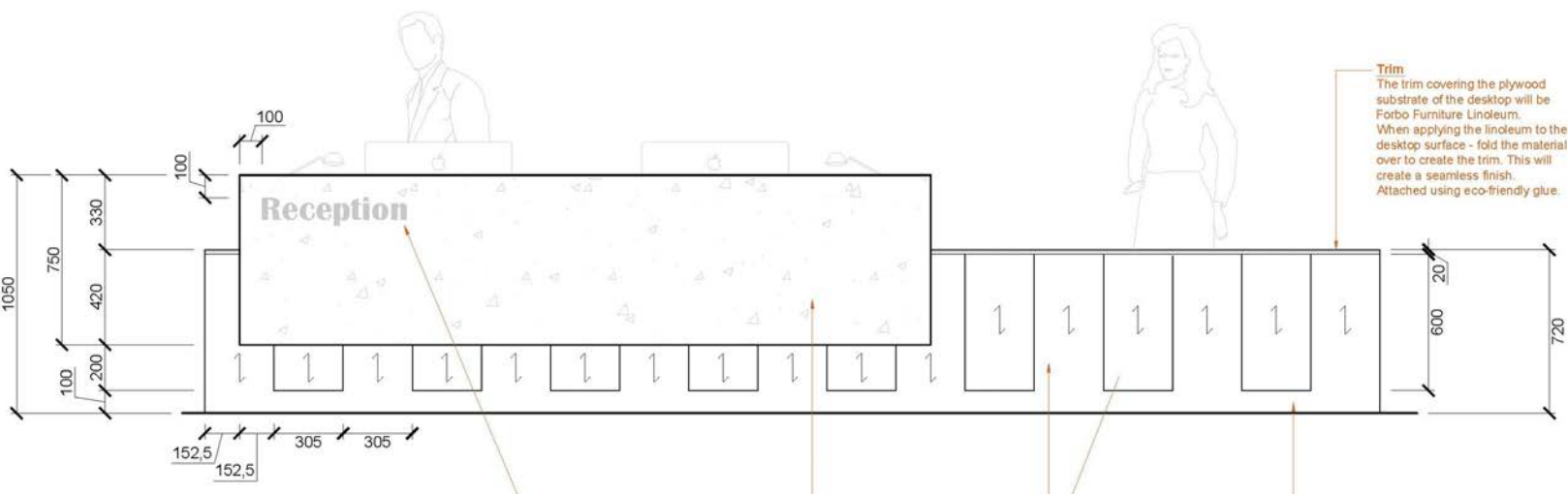


**PLAN**  
AUTOCAD

# SUSTAINABLE MATERIALS

The selected materials for the reception desk - Foresso, furniture linoleum, and oak veneer - were meticulously researched and locally sourced. These materials were chosen for their sustainability, with Foresso utilizing reclaimed wood, furniture linoleum made from natural and renewable materials, and oak veneer sourced from responsibly managed forests. Each material offers unique qualities, such as textured surfaces, durability, and natural beauty, while minimizing environmental impact. These sustainable choices contribute to the overall aesthetic and functionality of the reception desk.





01 Front Elevation 1:20 @ A3 Reception Desk

**Reception Sign**  
 Font - Britannica Bold.  
 Size of letters - 100mm high.  
 Engraved into Foresso using a CNC router, which will expose the birch plywood substrate.  
 Positioned 100mm from the top and side of transactional counter.

**Front surface of Transactional Counter**  
 Constructed with Foresso sheet material.  
 Colour - Charcoal Mono.  
 The sheet material is made up of 18mm birch plywood and a top layer of 6mm Foresso (timber terrazzo).  
 Apply a Osmo Polyx-Oil finish. (Hardwax oil).

**Front surface**  
 Walnut veneer applied to both protruding and flush elements.  
 Veneer will have a slip match pattern.  
 Veneer applied on top of plywood substrate and attached using eco-friendly adhesive.

**Kick Plate**  
 A kick plate will be created by the protruding elements and therefore appears flush against the main body of the desk.

**Trim**  
 The trim covering the plywood substrate of the desktop will be Forbo Furniture Linoleum.  
 When applying the linoleum to the desktop surface - fold the material over to create the trim. This will create a seamless finish.  
 Attached using eco-friendly glue.

**FRONT ELEVATION**  
 AUTOCAD



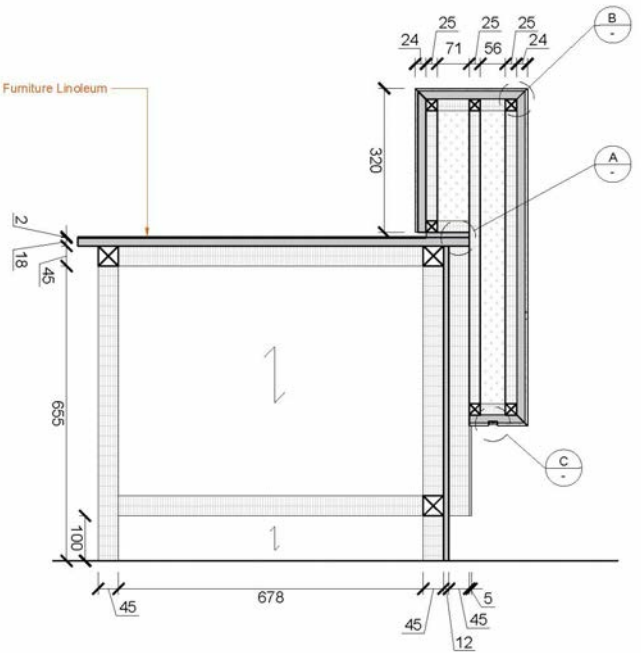
FORESSO



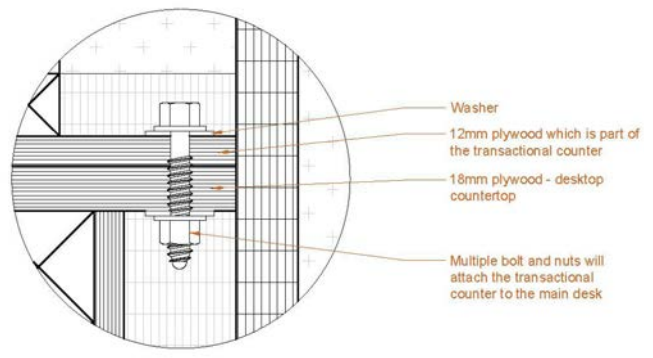
FURNITURE LINOLIUM



OAK VENEER



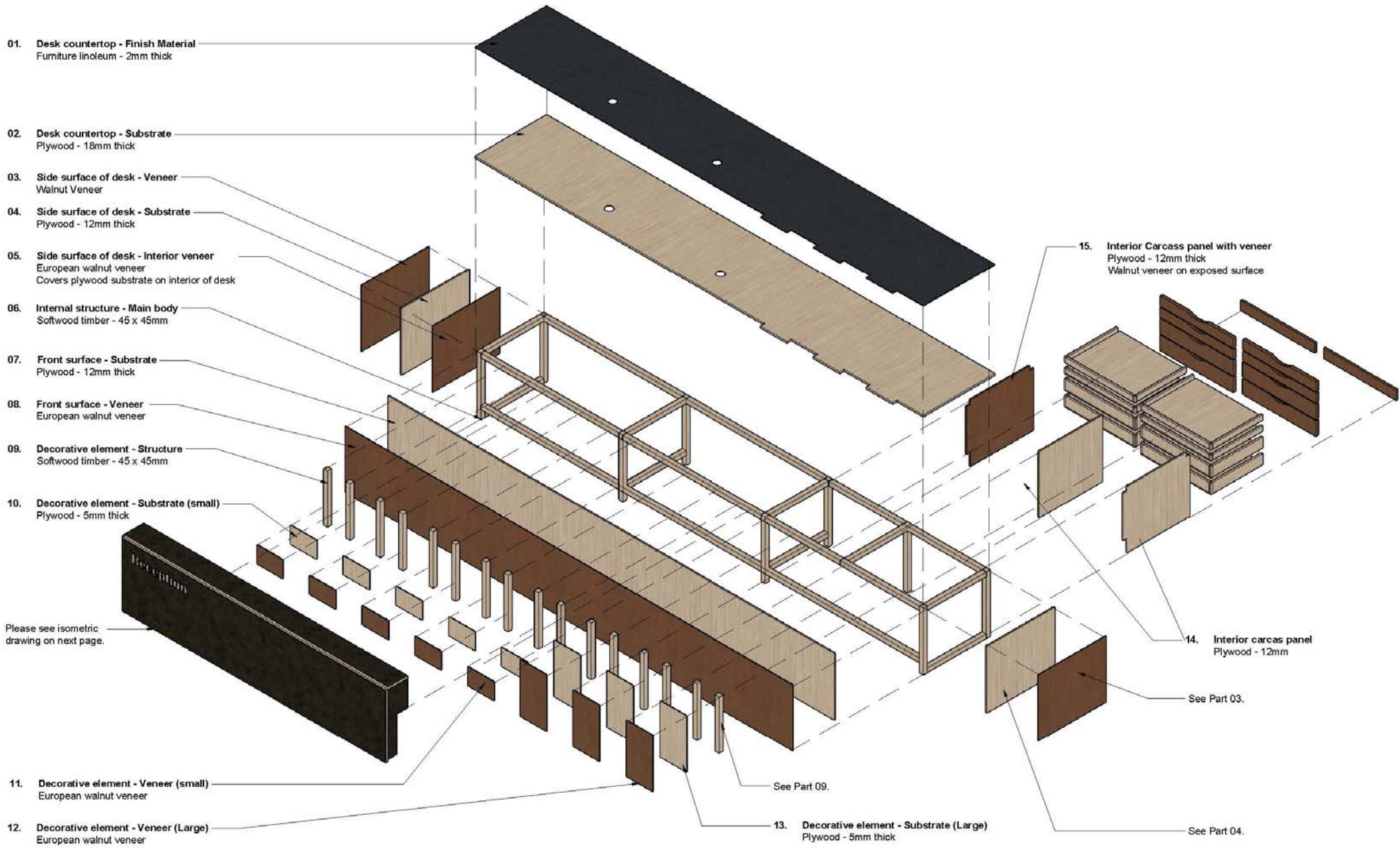
**SECTION**  
 AUTOCAD



A Detail 1:2 @ A3

**DETAILS**  
 AUTOCAD

Washer  
 12mm plywood which is part of the transactional counter  
 18mm plywood - desktop countertop  
 Multiple bolt and nuts will attach the transactional counter to the main desk



**EXPLODED ISOMETRIC**

AUTOCAD



# 4

# RESIDENTIAL



## SHARED LIVING

CLAPHAM, LONDON

2020

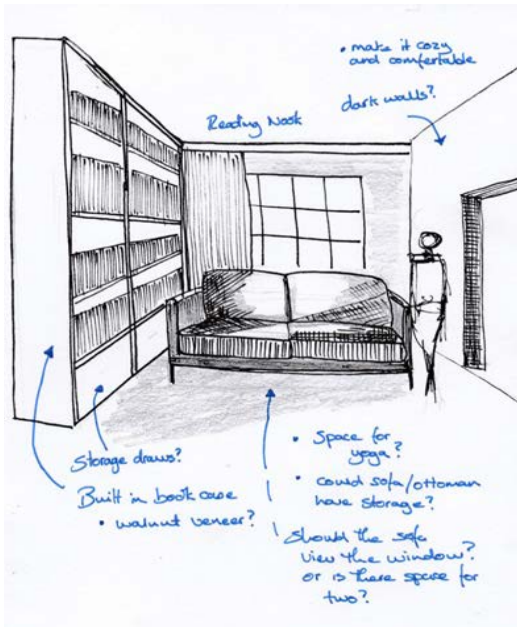
155 sqm.

## THE BRIEF

Roya Azarmi, a young professional, has acquired a shared property in Clapham, London, where she will reside with three housemates. The interior design must accommodate social activities, travel-inspired elements, and a self-sufficient lifestyle. The ground floor of the property requires renovations, including a bathroom, shared kitchen, living and dining spaces, and a utility room, while maintaining a connection with the rear garden.

# DESIGN

# DIRECTION



## MOODBOARD

PHOTOSHOP

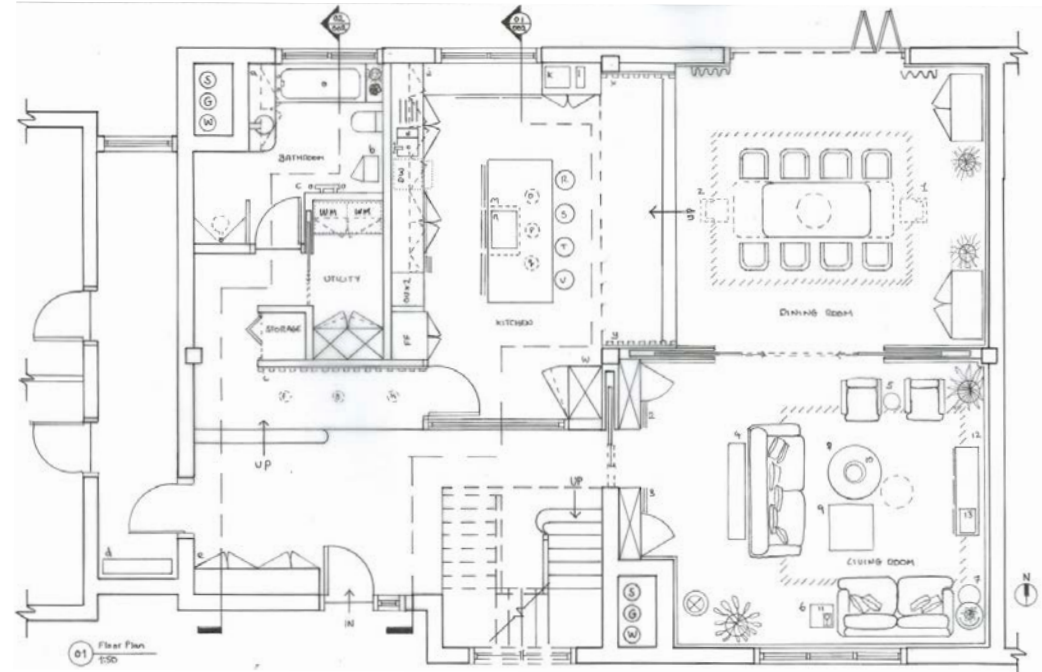
The design scheme combines nature-inspired elements with modern aesthetics to create a welcoming and captivating living experience. Thoughtful spatial planning and an open-plan layout ensure a flexible and adaptable space that seamlessly blends functionality and style.



# DESIGN PROPOSAL

## MATERIAL PALETTE

Natural materials, such as wood, stone, and glass, bring warmth and authenticity to the design. Reclaimed oak wood flooring adds rustic charm, while clay plaster on walls and ceilings provides texture and a connection to nature. River White granite creates a striking feature, adding depth and character to the design and enhancing the overall aesthetic.



HAND-DRAWN FLOOR PLAN

PROJECT FOUR - RESIDENTIAL



PHYSICAL MATERIAL BOARD



FURNITURE BOARD  
BATHROOM

PHOTOSHOP



RENDERED FLOOR PLAN - PHOTOSHOP

## SPATIAL LAYOUT

The open plan layout fosters seamless flow and connectivity, encouraging interaction and shared experiences. The space is designed to be versatile, allowing for the option to close off areas for privacy or create a more intimate atmosphere, accommodating the changing needs and preferences of the occupants.



## KITCHEN DESIGN

The kitchen is the heart of the home, blending functionality and aesthetic appeal. Its open plan design integrates with the dining area, promoting connection and social interaction. Natural materials like reclaimed oak wood and clay plaster create a warm and inviting ambiance. River White granite stands out as a captivating feature on the worktops, splashback, and kitchen island, adding sophistication. The neutral color palette with warm off-white and rich navy tones highlights the granite while maintaining a cohesive look. The kitchen space combines visual appeal and practicality for an enhanced living experience.



# 5

# RETREAT



## RETREAT DESIGN

WELLNESS RETREAT

EPPING FOREST, ENGLAND

2019

170 SQM.



## THE BRIEF

The project brief entails designing a retreat located in Epping Forest, Essex, a picturesque and serene natural setting. The surrounding forest landscape heavily inspires the design, incorporating elements that evoke a sense of tranquility and harmony with nature. The aim is to create a space that provides a sanctuary for relaxation, meditation, and rejuvenation, allowing guests to connect with the peacefulness and beauty of the forest environment.

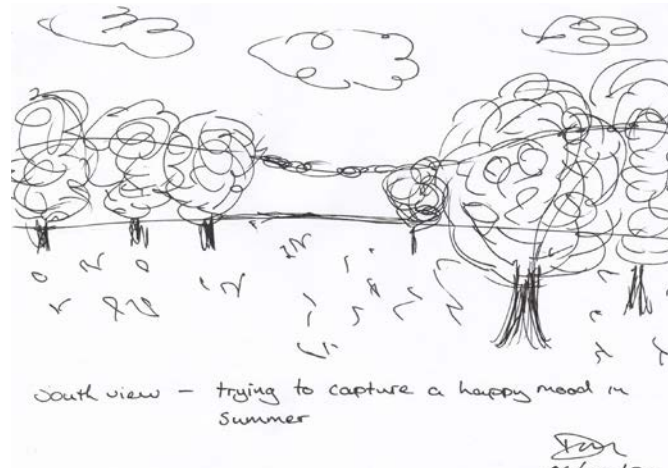
# DESIGN DIRECTION



SITE PHOTOGRAPHY

## TAGLINE

The concept for the retreat revolves around the idea of **gentle movement**, drawing inspiration from the rhythmic motion found in the forest. It takes cues from the calming flow of breathing during meditation and the gentle sway of branches and leaves. The design seeks to capture this fluidity and rhythm through organic forms, spatial arrangements, and a serene atmosphere. The goal is to create a space that promotes mindfulness, well-being, and a deep connection with nature.

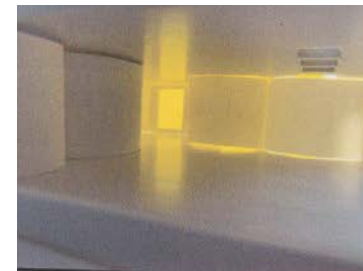
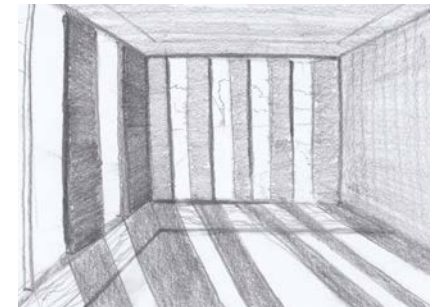


SKETCH OF SITE

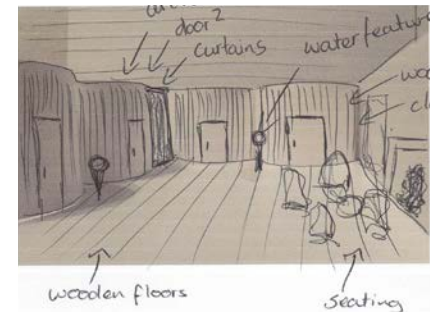
## LOCATION

Set amidst the captivating Epping Forest in Essex, this retreat draws inspiration from its idyllic surroundings. The tranquil ambiance, lush greenery, and gentle play of sunlight filtering through the forest's canopy have influenced the design, creating a space that harmonizes with nature and offers a serene haven for guests.

### SKETCHES - DESIGN DEVELOPMENT



PHYSICAL MODEL IN DESIGN DEVELOPMENT STAGE.





# DESIGN PROPOSAL



## SPATIAL LAYOUT

The spatial layout strategy is designed to create a soft and rhythmic flow within the retreat. Organic lines and gentle forms guide the arrangement of spaces, ensuring a seamless and harmonious experience for guests. Careful attention is given to the placement of focal points, such as dappled lighting and natural elements, to enhance the overall atmosphere. The layout encourages a sense of serenity, allowing guests to navigate through the retreat intuitively and experience a peaceful connection with the surrounding forest environment.

### RENDERED FLOOR PLAN

AUTOCAD

PHOTOSHOP

# SOURCING & MATERIALS

## FURNITURE BOARD BEDROOM AND BATHROOM

WINDOW COVERING



WOOL CARPET

MARBLE TILES



BRONZE  
METAL  
ACCENTS

## FURNITURE BOARD - SHARED SPACE

RECLAIMED WALNUT CEILING - RUSTIC TEXTURE

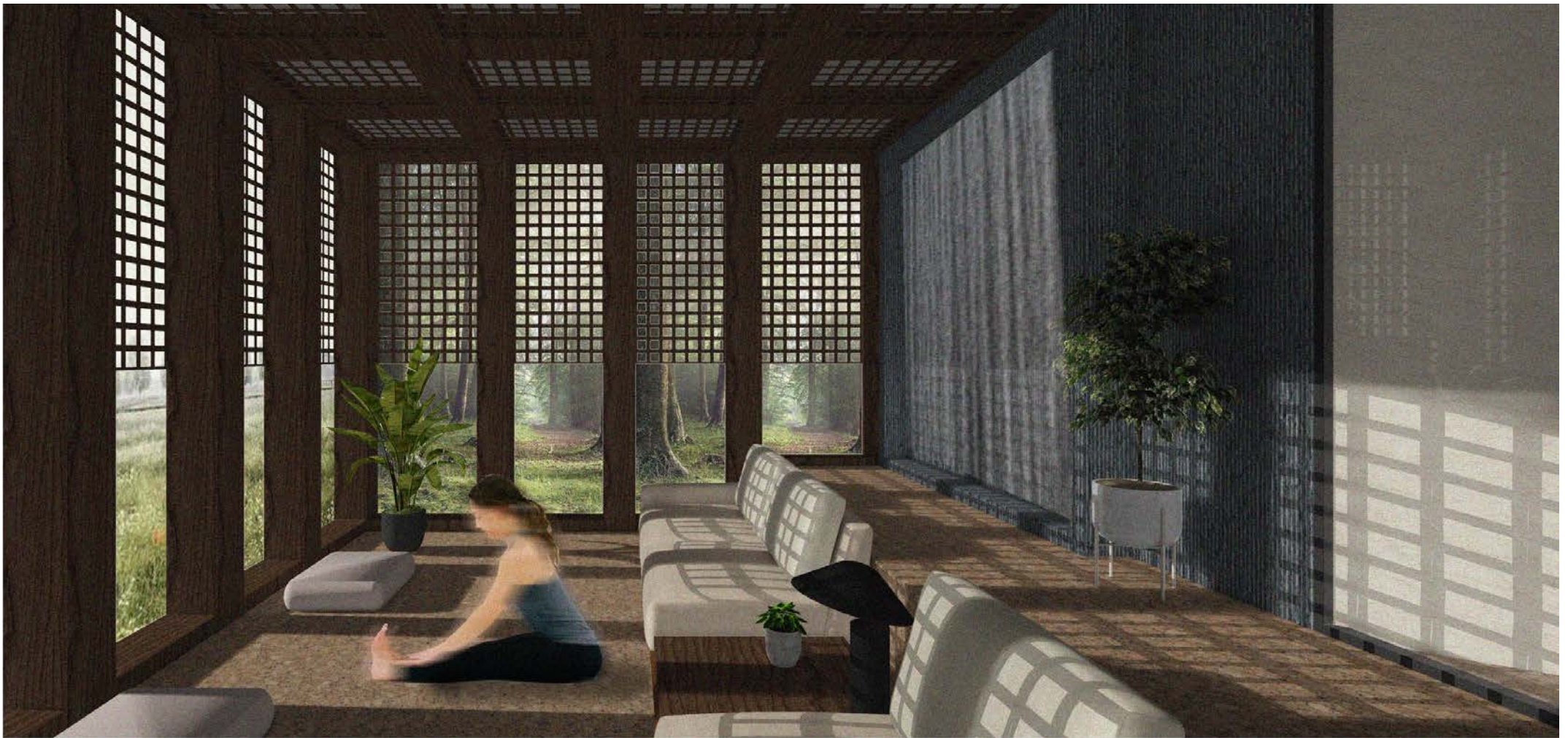


CLAY PLASTER

MYCELIUM

The materials and color palette for this retreat embrace the principles of biophilia, emphasizing a deep connection to nature. Natural materials such as warm oak wood, tactile stone, and textured clay plaster are used throughout the space, evoking a sense of grounding and tranquility. The color palette consists of earthy neutrals, ranging from warm beiges to rich browns, creating a harmonious and organic feel. These natural materials and colors not only enhance the biophilic design, but also contribute to a calming and nurturing atmosphere for the guests.



**RENDER OF MEDITATION ROOM**

AUTOCAD  
SKETCH UP  
ENSCAPE  
PHOTOSHOP

## EXPERIENTIAL DESIGN

To create an immersive and experiential atmosphere for the guests, a dedicated meditation room is designed to seamlessly blend the indoor and outdoor spaces, mirroring the serenity of the surrounding forest.

The main focal point of this space is the wood window coverings, featuring clean-lined cutouts that resemble trees, set between large window columns. This design element interacts with the natural daylight, creating a play of dappled light reminiscent of the forest canopy.

The meditation space is intentionally sunken to create a cozy and relaxed atmosphere, complemented by minimal built-in sofas for seating. The floor is made of cork, providing a soft surface for walking and sitting, offering comfort and flexibility for meditation practice.

As a final touch, a gentle waterfall feature adds a soothing element of sound and further connects guests with the principles of biophilia, enhancing the overall meditation experience.

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