

# Kelly Denyard

Interior Design Portfolio





The background of the image is a piece of marbled paper with a complex, organic pattern. The colors range from light beige and cream to various shades of green, including pale sage and darker forest green. The pattern consists of irregular, vein-like shapes and spots, creating a textured and visually busy appearance.

“Design is so simple.  
That’s why its so  
complicated”



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## Client

Run for the Hills

## Brief

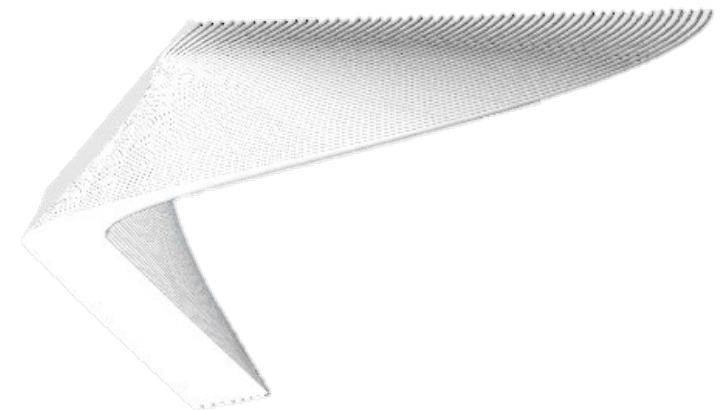
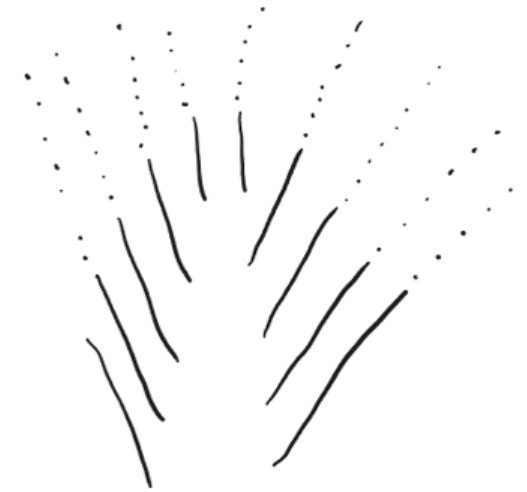
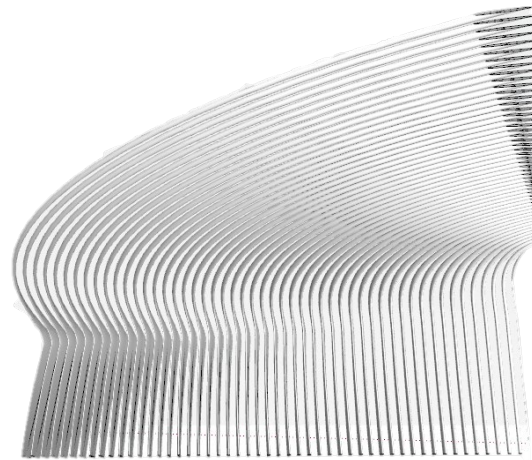
I was briefed by Run for the Hills creative director, to design a cocktail bar in Worthing, West Sussex. Particular emphasis was given to designing the main bar with a request for a design proposal for the second phase of the project, a Speak-easy bar located in the basement. The brief focussed on asking for a design that transcends time, place and cultural setting. Fashioning a slice of somewhere 'other' in unexpected and exciting ways, offering performance, escapism and a curated multi sensory social entertainment.

## Concept

The concept for this brief was spirit, with a picture of the festival of Holi acting as a visual representation. I named the cocktail bar Soar. Spirit adds the soul, core, passion and essence to a cocktail. A night out in Soar will feel life affirming, a shared experience that leaves your spirit soaring.

## Design Development

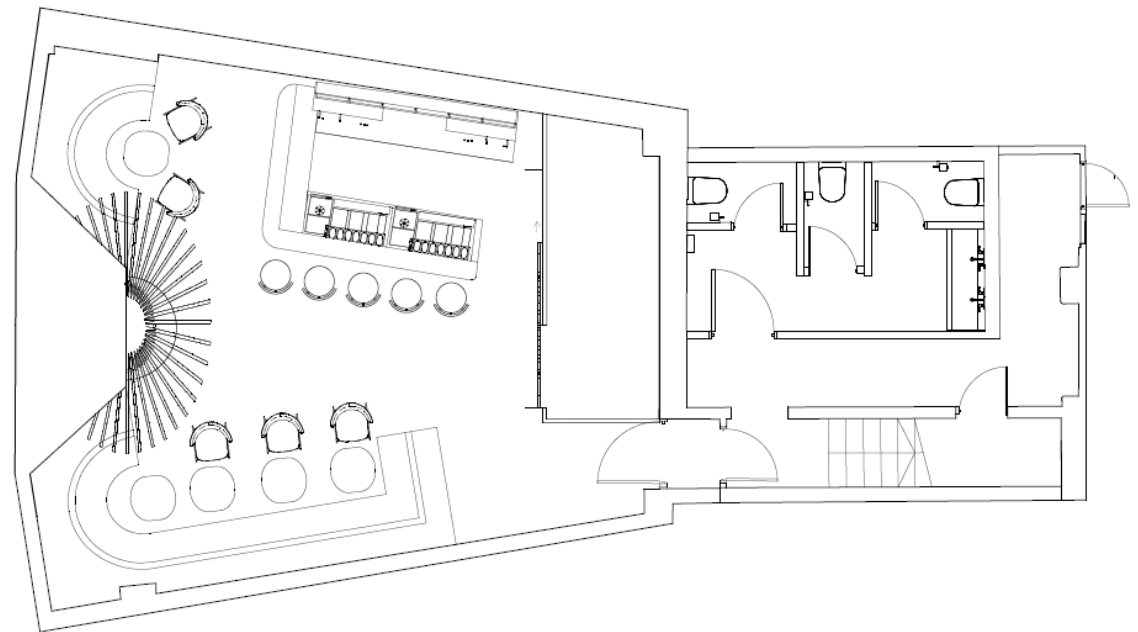
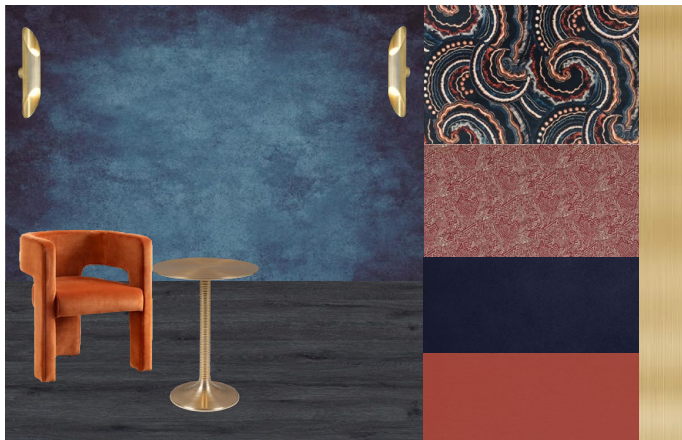
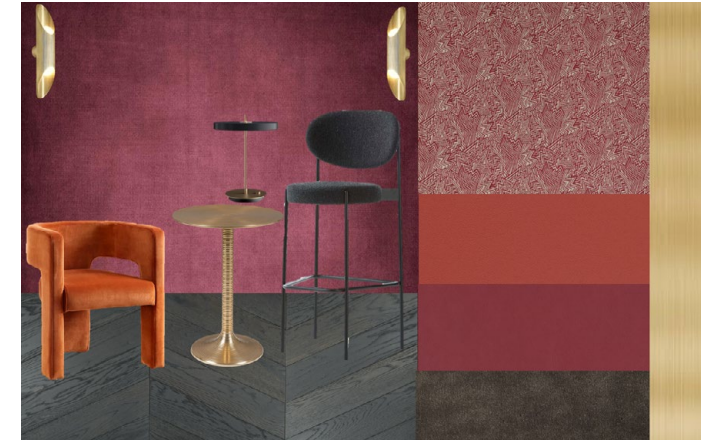
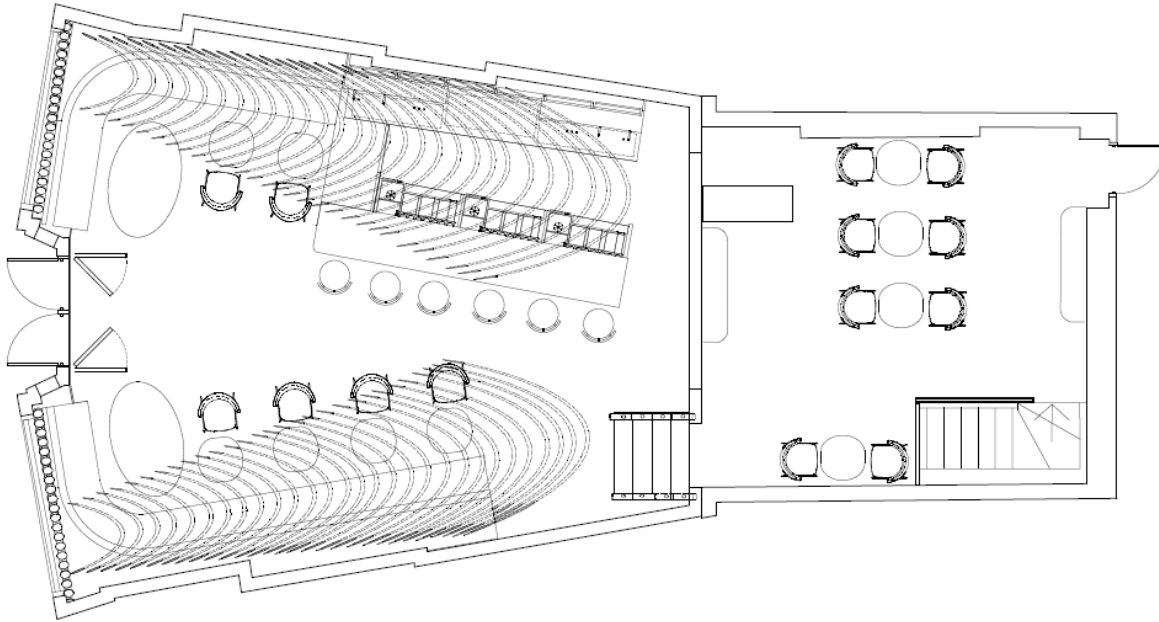
The nature of spirit has an upward reaching motion that expands and contracts. Rather than focus on obvious swirls and twists I experimented with created shapes that had a linear movement. The shape on the bottom right became a sculptural element that rose above and arched over the whole floor of the main bar, mimicking wings that in turn became the logo for the bar.







# Technical Drawings and FF&E













## Client

The Community Brain

## Brief

This non-profit Community Interest Company (CIC) works on various projects to support the local community of Tolworth, influencing change through involvement in policy setting, regeneration, asset ownership, social enterprise, and economic development. In this group project, we were tasked with re-imagining and developing Tolworth Train Station. The project sought to make the site more connected to its surroundings and the community by proposing adaptable and sustainable spaces that encourage sharing, education, and growth while enhancing the relationship between people and nature. The spaces we designed were:

- A community kitchen space
- Garden
- Two abandoned platform waiting rooms

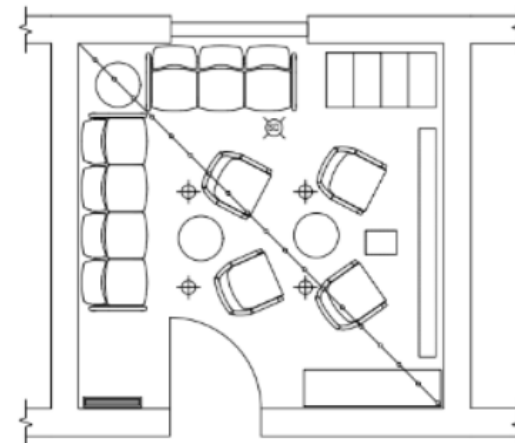
## Concept

Our group explored the concept of reclaim, inspired by an image of roots growing through pavement slabs. At the heart of reclamation is the desire to re-appropriate a space and set up long lasting roots. A sense of attachment to a place will give the community a desire to always go back and care for it. By reclaiming Tolworth as a destination rather than a pit stop. Tolworth is reawakened into something new and exciting for the community.

## Design Development

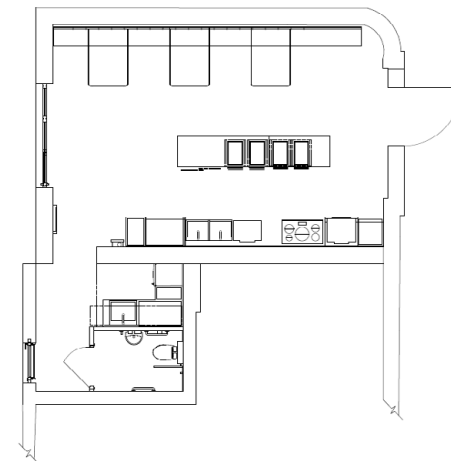
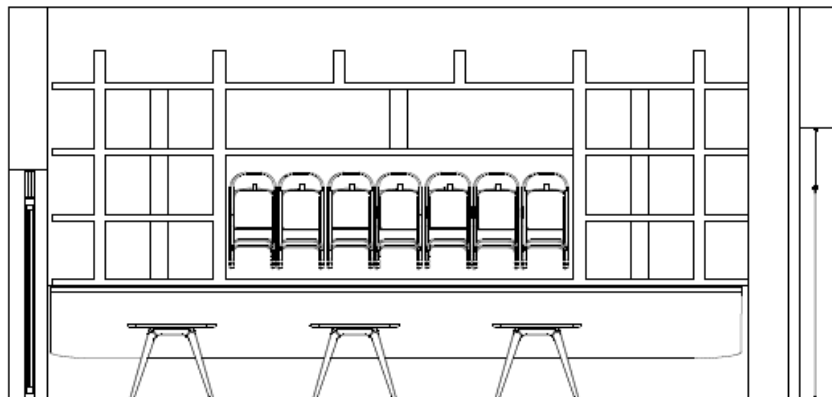
Thorough research of the community needs we created a

community kitchen that could be multifunctional, a garden space that catered for all ages, and abilities in the community and the waiting rooms were converted into a retail space and social hub, respectively.





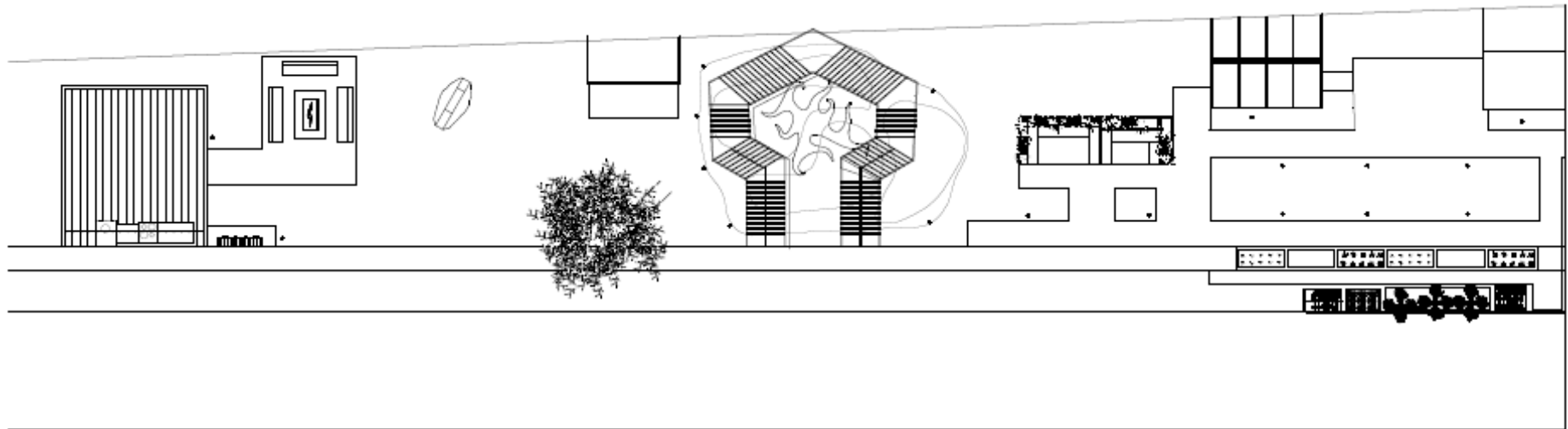
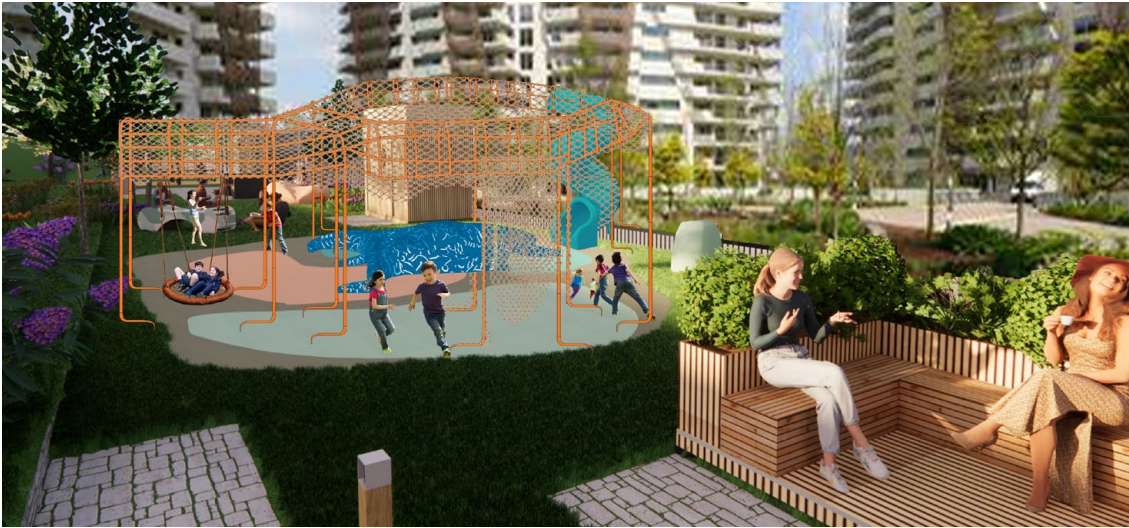
# Community Kitchen Space





# Community Garden Space

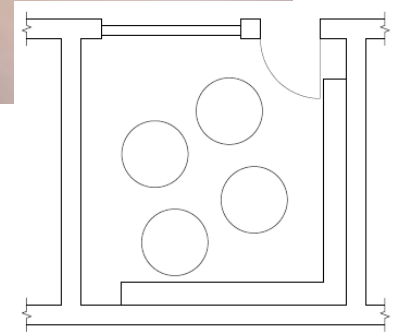
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# Community Retail Space

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## Client

West Dean College

## Brief

West Dean College, located in a Grade II Listed Building in Chichester, needs a new reception desk. The current desk is not fit for purpose, as it is covered in electrical cables and various pieces of equipment. The College are reviewing their accessibility policy and have stated that a successful design will enable people of all abilities who visit West Dean, to be met as this desk. The piece of furniture needs to reflect the values of West Dean and therefore combine innovation with functionality. The sustainability of the materials chosen to make the desk, were also essential to the essence of the design. I chose English Oak and recycled bronze anodised aluminium.

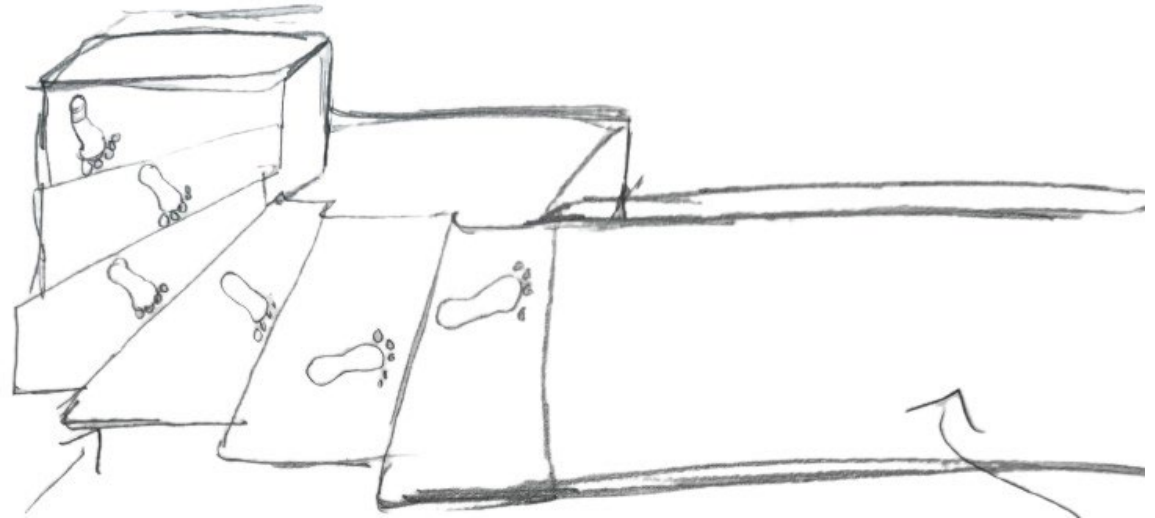


## Concept

As West Dean College was founded by Edward James, a poet who had an established and rich history with artists from the Surrealism movement, much of the interior is adorned with art and design from that Period. We were therefore provided with a surrealism mood board to take inspiration from.

## Design Development

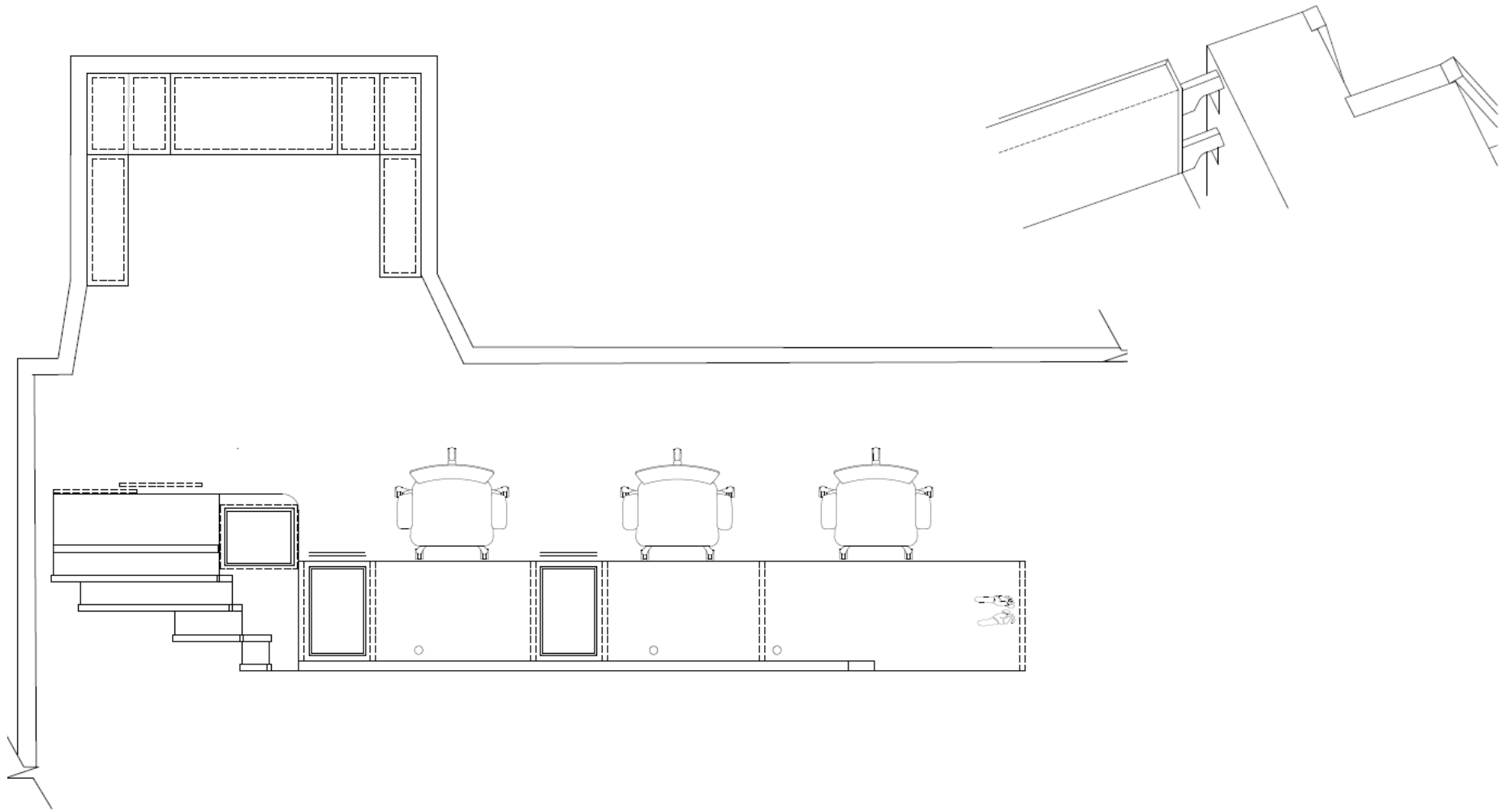
I was particularly inspired by a staircase in West Dean that has a carpet with the pattern of Dancer Tilly Losch's wet footprints travelling up the stairs. It is one of the main highlights of the building and I knew would be understood when seen incorporated into the desk design.





# Technical Drawings

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## Final Design

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## Client

VEJA

## Brief

The main objective of this brief was to create a physical representation of VEJAs values and identity by designing an eye catching, exciting and visually attractive pop-up exhibition stand. Its presence needed to be powerful and visible, help generate public/media interest and further promote brand recognition.

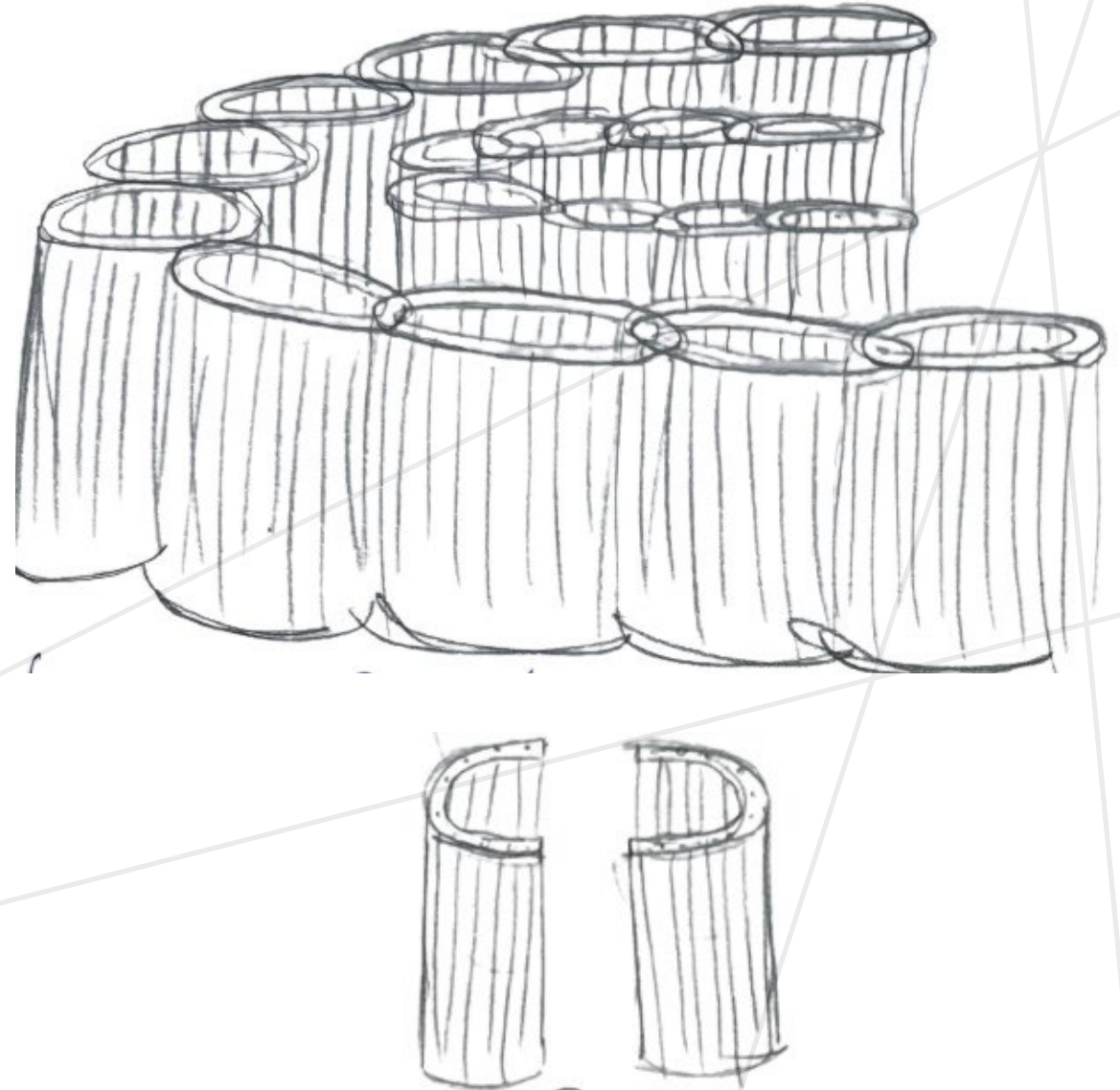
## Concept

The concept for this design is Connector, inspired by the image of a human heart and its vessels. VEJA is a brand rooted in connection. It unites people and purposes across the globe, creating a network with a shared goal of making trainers that will stand the test of time and not destroy the planet.

## Design Development

Many interconnecting lines to the core became a focus, as well as expansion and contraction to represent the function of a heart. Exploring how the connection occurs is shown here with diagonal and vertical markings as well as tubular shapes connecting together. By creating a pathway between split cylindrical shapes, you are immersed in a space that is expanding at the sides and contracting in the middle. The stand adheres to the relevant regulations set out in the Approved Part M, volume 2 documents. These make sure that differently abled people have been considered throughout the design process. Having modelled different

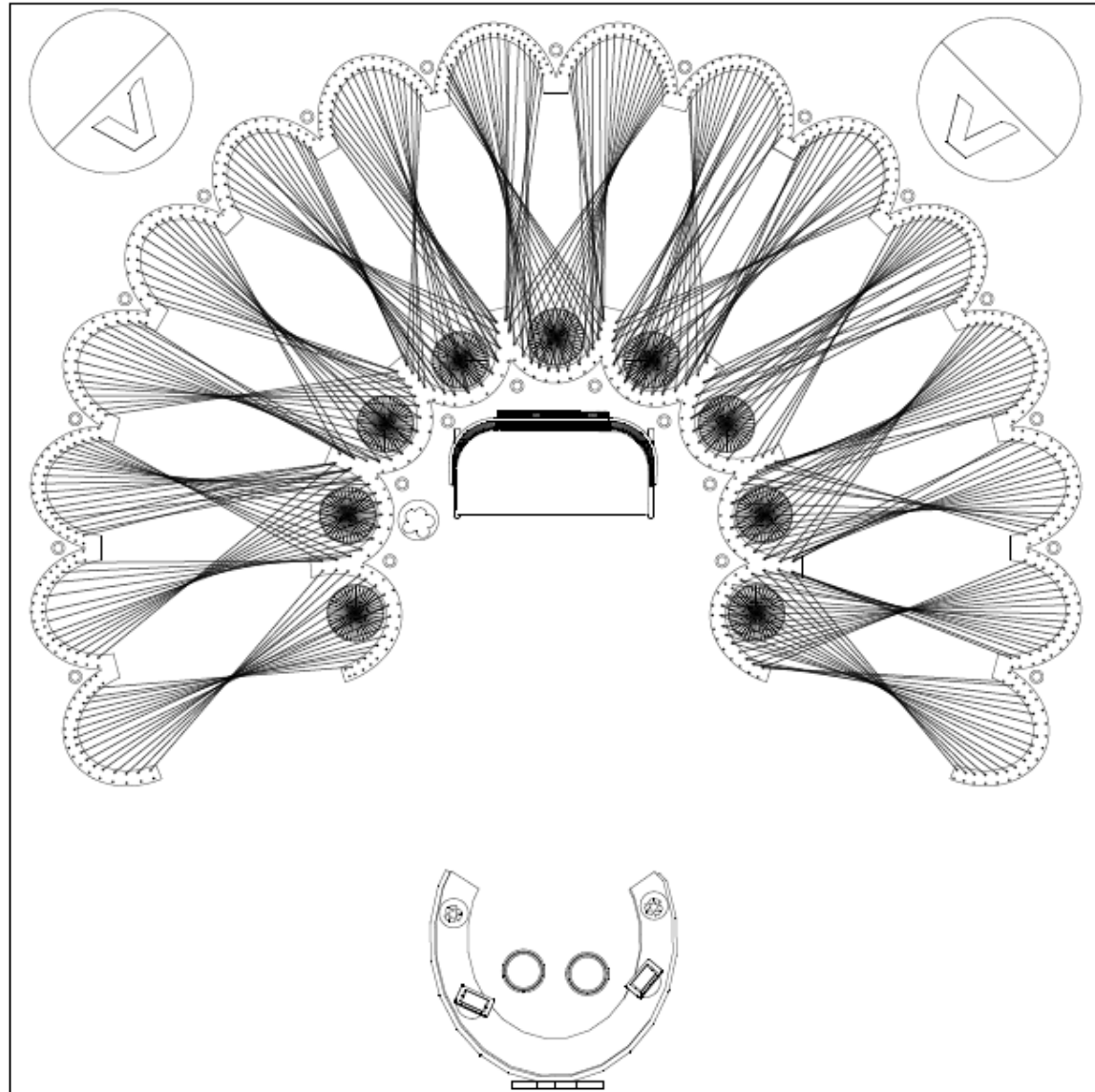
walkway widths to see what best accommodated parents with buggies, wheelchair users and a comfortable parameter for personal space, a 2 meter path has been adopted.





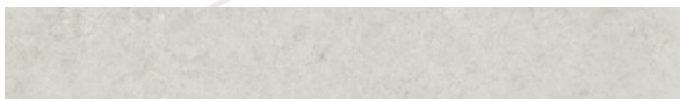
# Technical Drawing

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# FF&E and Final Design









## Client

Francesco Savini, Apartment in Battersea

## Brief

Design a functional, practical and interesting apartment, where the living spaces enables the client to socialise with his guests whilst cooking. The design also needed to include:

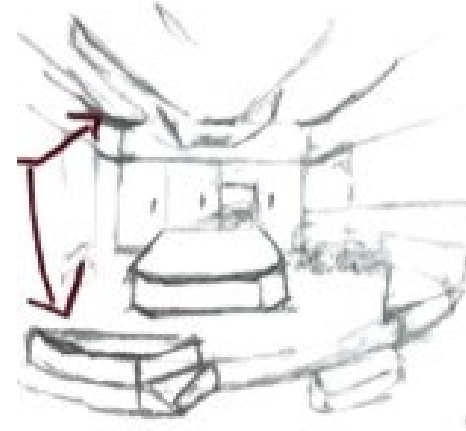
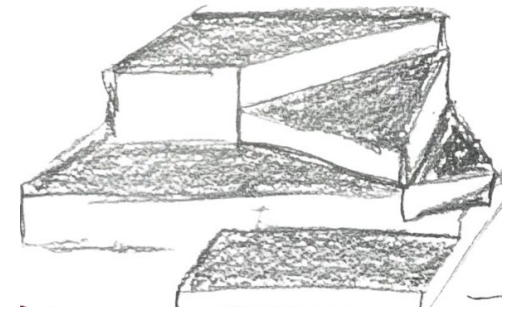
- Plenty of hidden storage in the kitchen
- Work surface of at least 4.5 x 0.6m
- Serene and calm master bedroom with en-suite
- Relaxing lounge space to watch films that is comfortable
- Guest bedroom with storage for visitors
- Working space that can be shut off
- Utility room with additional storage

## Concept

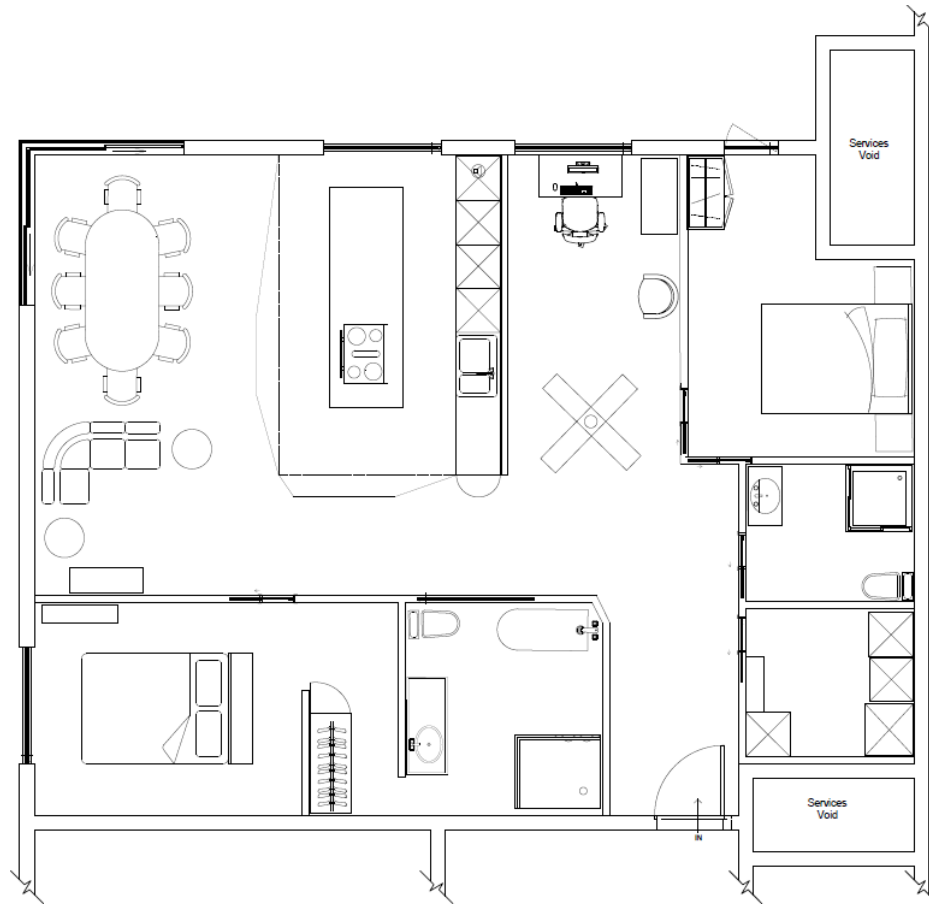
The concept for this design is Blend, which was inspired by an image of murmuring birds. The clients lifestyle was made up of many diverse elements. When mixed, these created a new, unique blend, that harmonised his life and created an effortless flow.

## Design Development

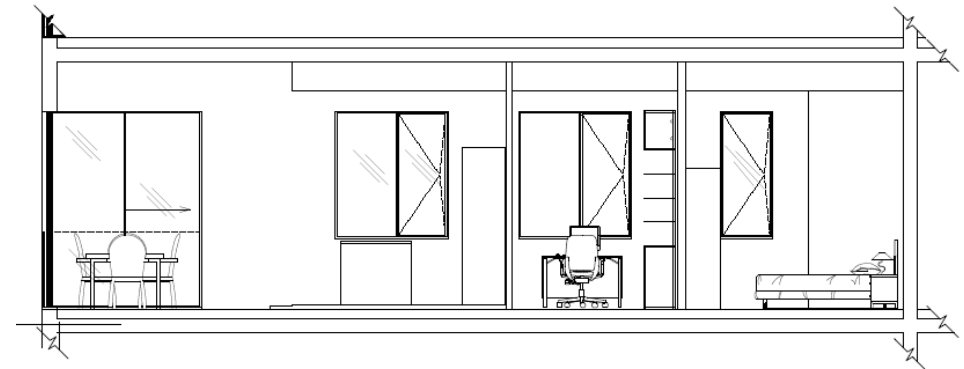
The design language was centred around how a number of smaller items could overlap to create a new volume. This was interpreted by how these volumes connected. A bespoke bookcase that acts as a turnstile to enter the clients office is a good demonstration of how this was achieved within the design



# Technical Drawing

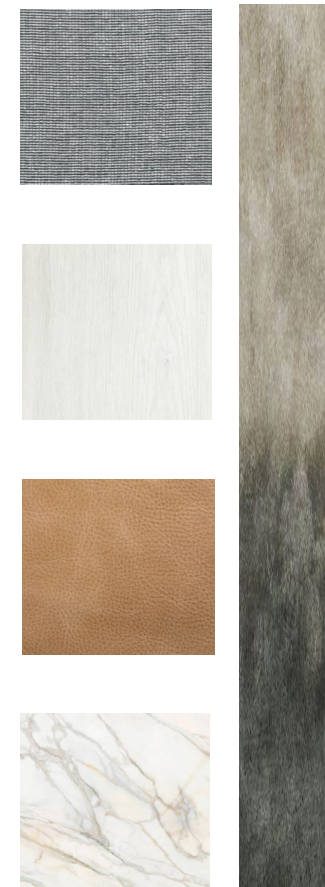


The client wanted their to maximise the view from the wrap around windows. It therefore made sense to have these in the entertaining space. This was open plan to allow the client to be able to socialise with guests whilst cooking. The client also wanted a space to work that wouldn't be visible from the living space and a master bedroom that was luxurious yet practical. The FF&E was selected to encapsulate the concept of Blend.





# FF&E and Final Design









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