



EMMA WRIGHT

INTERIOR DESIGN PORTFOLIO



**"Design brings
content into focus ;
design makes
function visible."**

JENNIFER MORIA

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COMMERCIAL

Cocktail Bar

The brief for the final project was to create a design for a commercial cocktail bar, tapping into the global hot-spot bar scene to create a unique design that could appeal to a youthful immersing target audience.

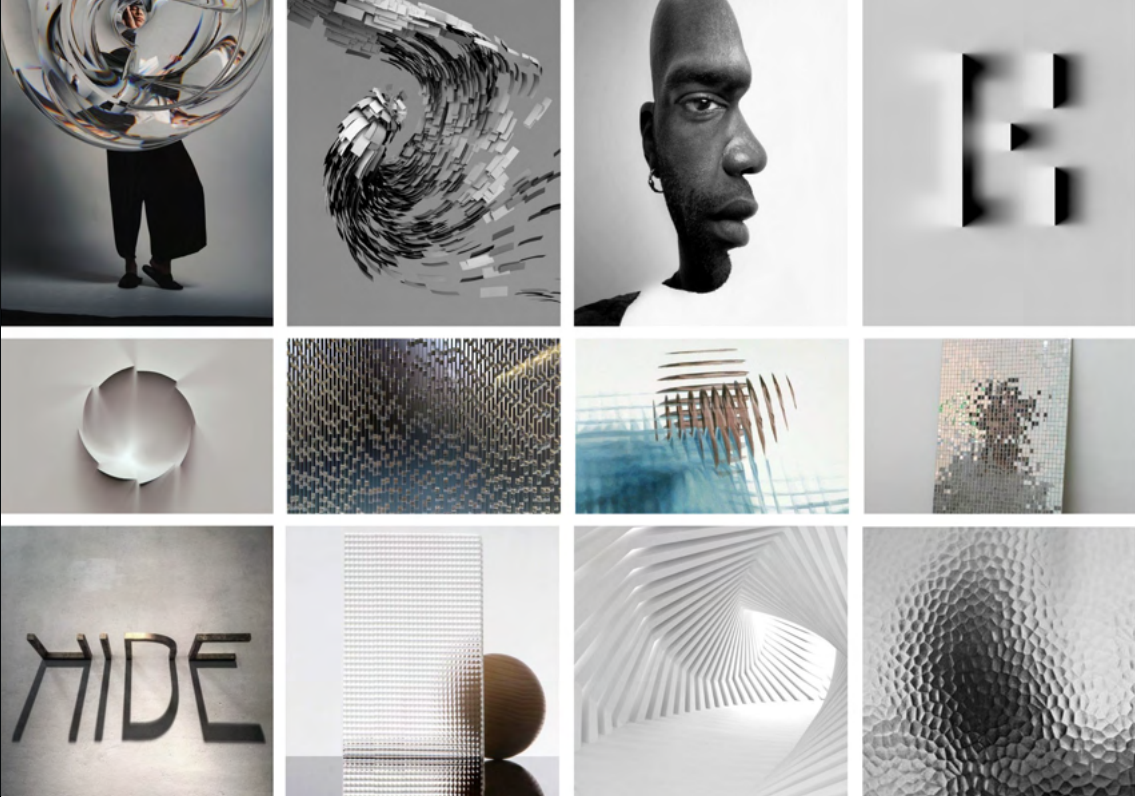
This also required making a brand image for the cocktail bar, creating a logo that would influence the future marketing of the brand.

THE CONCEPT

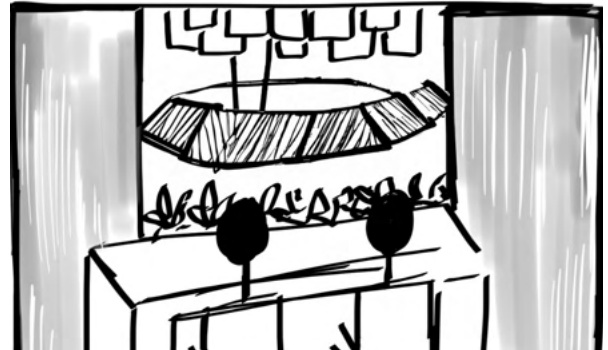
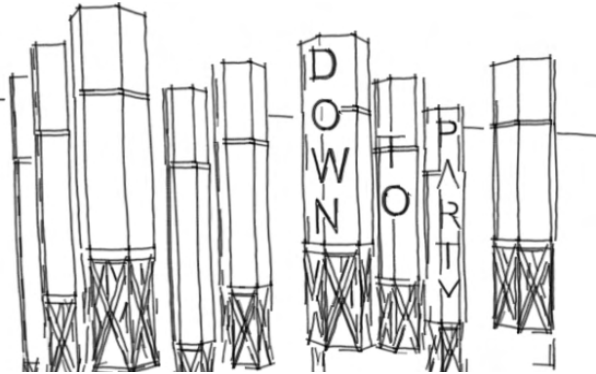
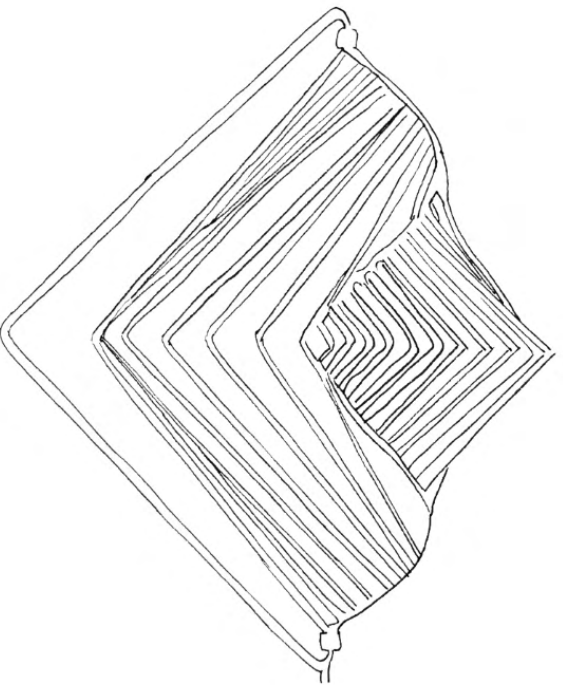
The brief requested that the bar needed to remain elusive and unsuspecting, with the inclusion of a speakeasy. This reinforced the secretive and elusive elements of the bar, which led to the concept of Enigma. In order to translate the concept of Enigma visually, the design for the cocktail bar was informed by the design idea of 'Encryption'. Encryption in the context of an enigmatic cocktail bar evokes secrecy, mystery and protection. It encompasses the notions of confidentiality and privacy associated with speakeasies, whilst also adding a playful element of intrigue and challenge, akin to deciphering hidden meanings and solving puzzles.

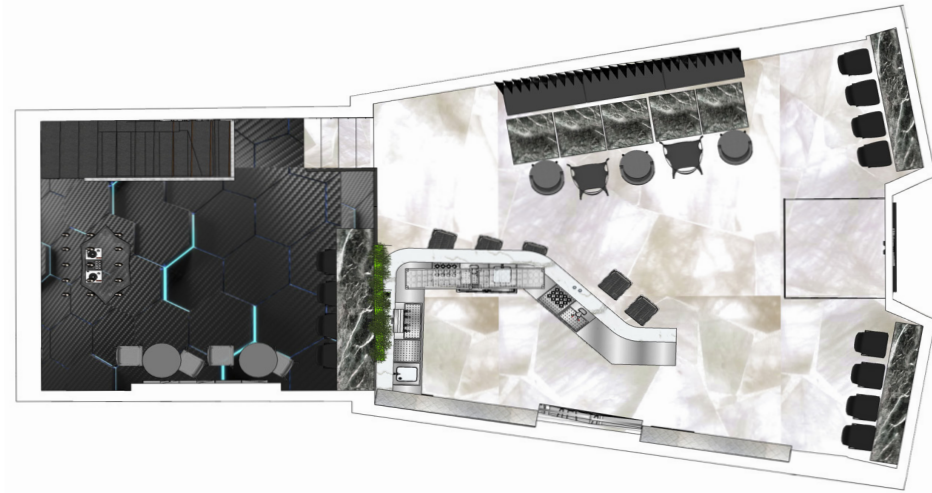
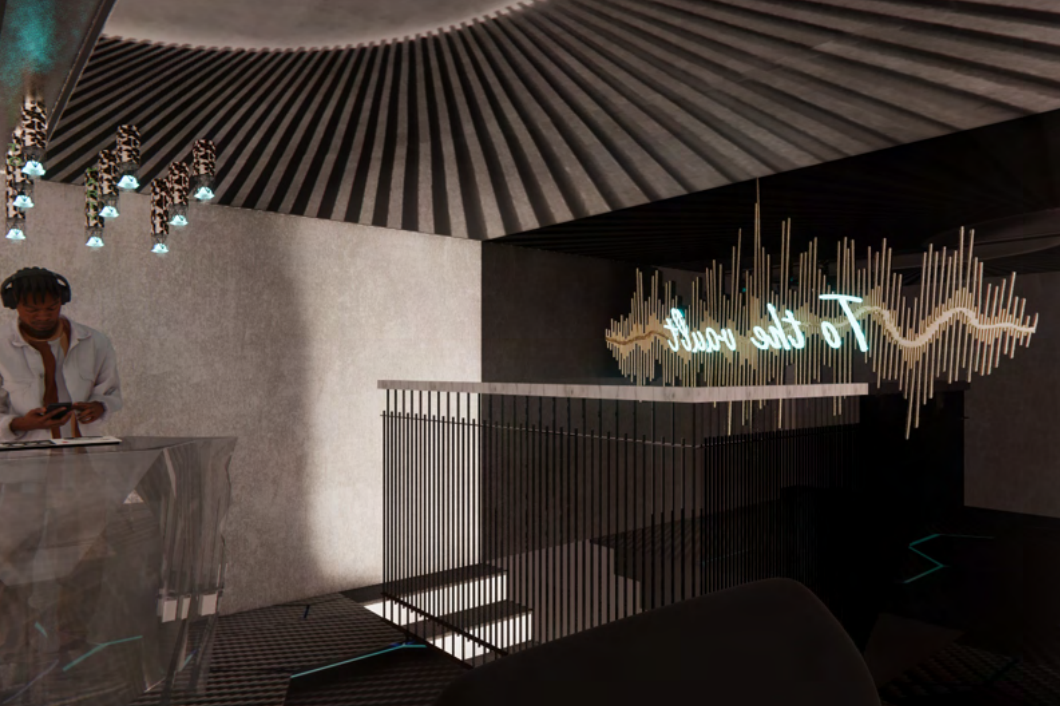


ENCRYPTION

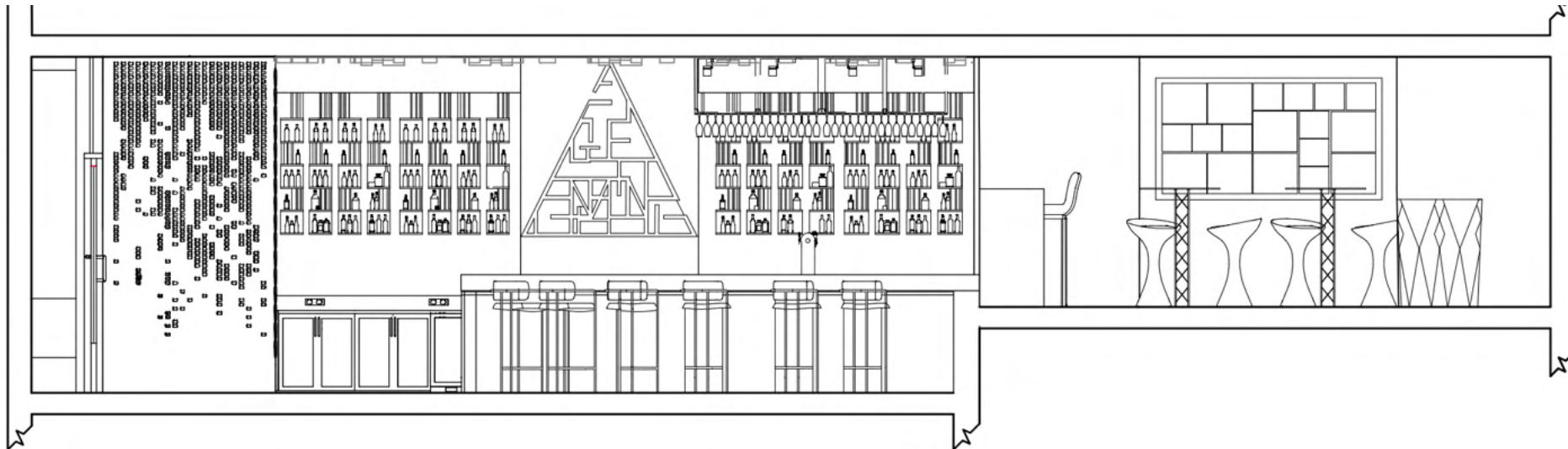


DESIGN DEVELOPMENT





The main feature bar is the central focus of the floorplan, designed to be visually striking with a showstopping back bar. On the right-hand side, there is a flexible seating area with varied modular seating which can be adapted for different events and scenarios. The upper mezzanine level houses a dance floor with removable seating for functionality.







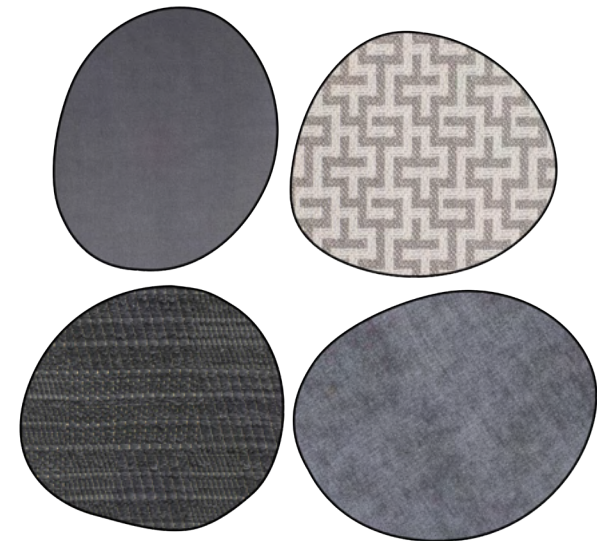
BRANDING

The logo design for the cocktail bar was an important process in creating a visual identity for the brand of Enigma. It was important to incorporate the key elements of the concept into the logo, particularly the interactive process of 'decoding'. The final version features a maze with hidden letters, that on closer inspection form the word 'enigma'.



MATERIALS

The cocktail bar exudes an enigmatic ambience, and this is largely achieved by combining captivating materials. A variety of translucent, frosted, and opaque glass panels form many of the divisions, casting mesmerizing patterns and shadows as they reflect and refract changing lights. This is enhanced with sleek, brushed stainless steel structures, lending an otherworldly atmosphere to the space to add to the element of intrigue. Thoughtfully incorporated translucent, sculptural plastic elements, such as chairs which appear as though they are floating, add an ethereal touch. Mirrors reflect a variety of juxtaposing clues, which guide the visitor through the space. This combination of materials aims to create a mysterious and captivating ambience, transporting visitors to an 'otherworldly' space.





A Video Walk-through

[Please click here to watch a walk-through video of the proposed space.](#)



COMMUNITY SPACES

For Community Brain

This was a group project which focused on collaboration to enhance the community spaces at Community Brain, developing their outside and inside areas at Tolworth Station. The brief requested a total refurbishment to create spaces that brought the community of Tolworth together in unique and creative ways.

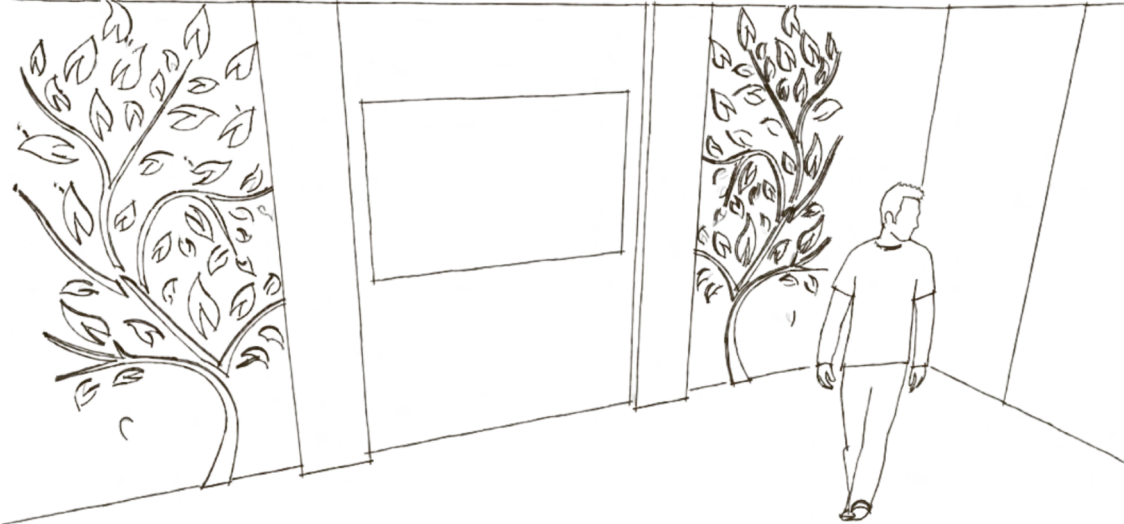
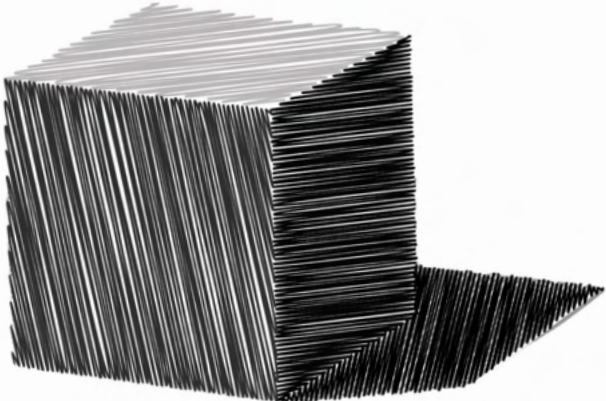
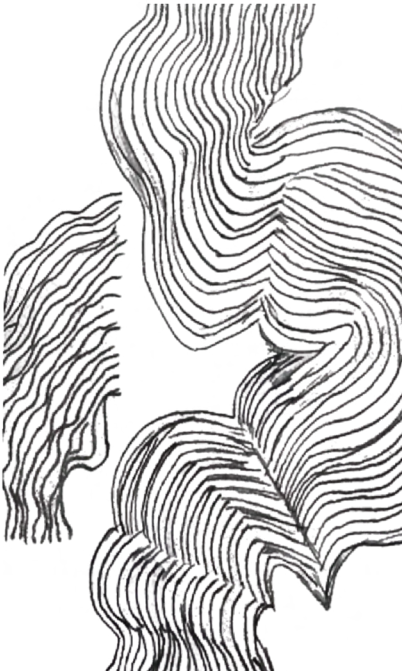
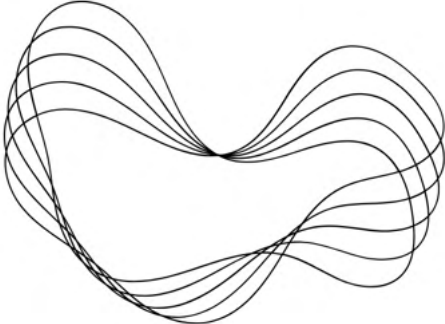
TRANSCIENCE

THE CONCEPT

The station at Tolworth struck us as transitory; a fleeting place between destinations. However, it was clear that Community Brain wanted to make the space a destination in its own right. We wanted to explore this in more depth, using the concept of transience and the idea that nothing stays the same indefinitely. In order to translate this visually, we looked at the design idea of the imprints left behind by waves; enhancing the idea that although people come and go, they leave their mark on the communal spaces that form the bond of Tolworth.



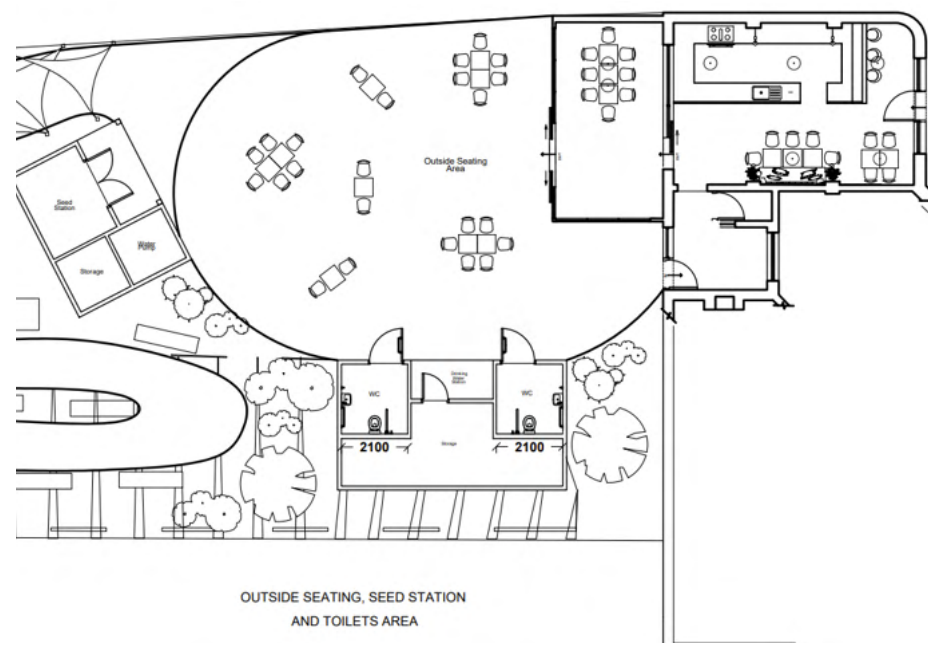
DESIGN DEVELOPMENT





The objective of this project was the regeneration of some spaces located inside the Art Deco building of Tolworth Station, together with a landscaped intervention in the outdoor area. The aim of this regeneration was to transform the site into a community hub able to attract and support local energies and talents, where residents can gather, engage, and participate to various social events. Our approach to the project has been holistic: whilst we aimed to adhere to our client brief and infuse the design with a sense of belonging, we also focused on providing Community Brain with a pragmatic scheme able to represent an effective financial solution in support of their community initiatives.





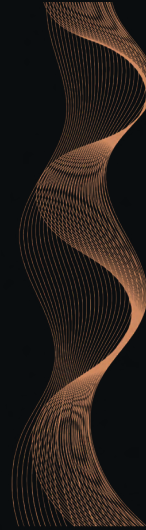
OUTSIDE SEATING, SEED STATION AND TOILETS AREA

BESPOKE FURNITURE

Reception Desk

Appointed by West Dean College to design a new reception desk. A site visit to West Dean established that the current receptionists had a variety of areas that needed attention, ranging from ergonomic issues to storage and functionality. Everyone who visits West Dean will be met at this desk in its new form, so it was important that it adequately reflected the values and individuality of West Dean as both an educational and creative site.

The main aim of the project was to find creative solutions to the current problems; merging thoughtful design with practical aesthetics to combine innovation with functionality. whilst linking the design to their inherent tie to surrealism.



THE CONCEPT

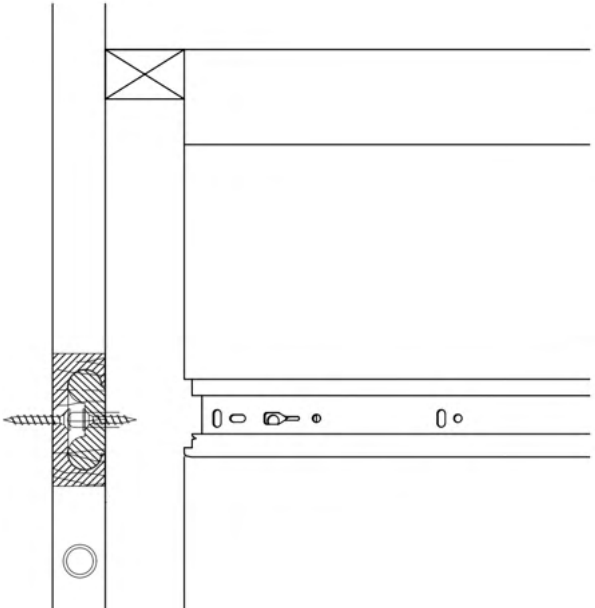
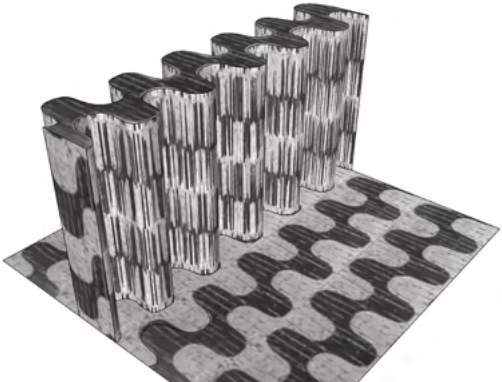
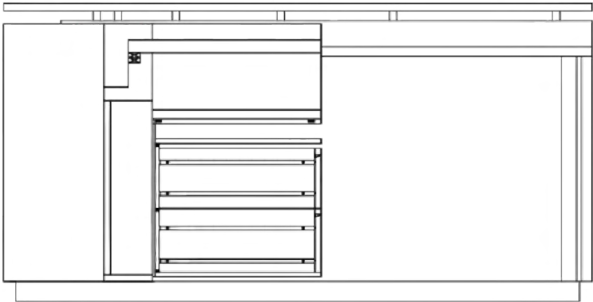
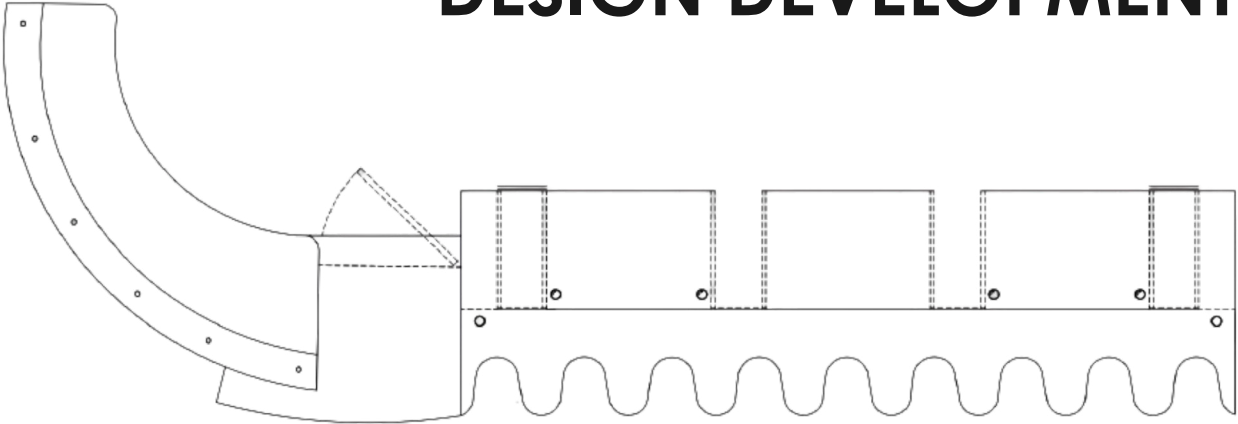
The concept 'surrealism' led the design for this project, which links to West Dean's rich historical ties to surrealism through Edward James and Salvador Dali. This concept helped to establish key design elements which included; organic forms, biomorphism, illogical / unexpected elements, experimenting with textures and materials and the morphing of shapes. The client was keen for the design to reference their history in some way, so the concept of surrealism was further explored through the motifs featured in West Dean's archives. The final design references the wallpaper featured below, which is the backdrop to the famous photograph of Salvador Dali's 'Hand's Chair' (1938).



SURREALISM



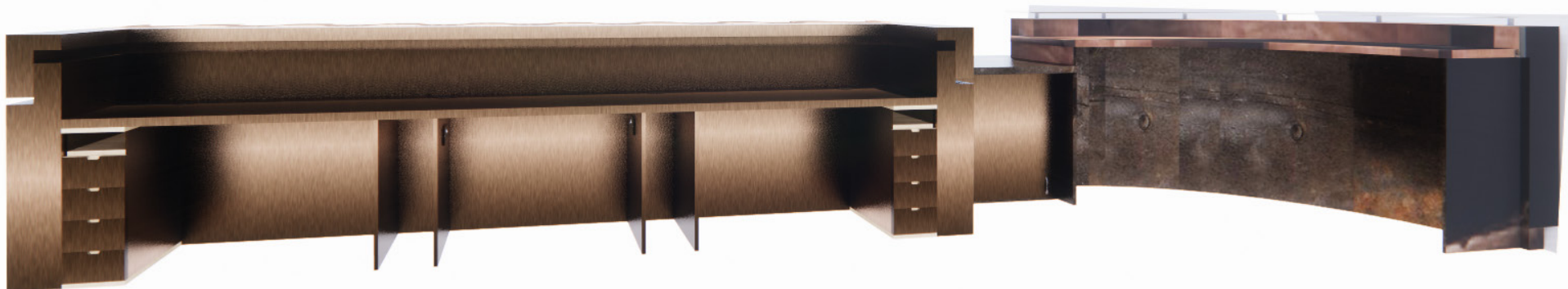
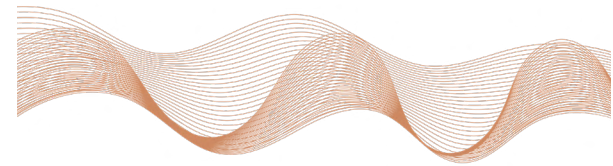
DESIGN DEVELOPMENT





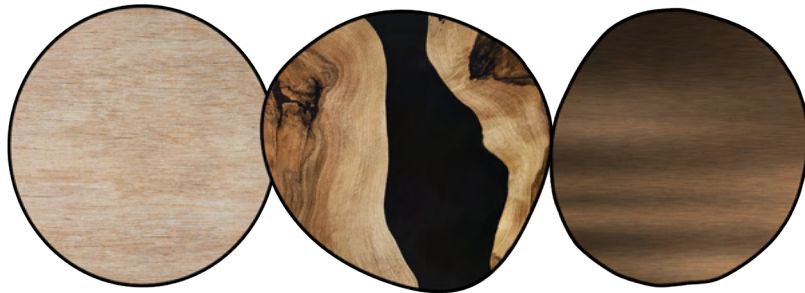
The design for the reception desk was carefully considered to provide solutions to the brief, creating one sitting desk which could accommodate 3 receptionists at any given time, and a standing desk to facilitate communication and create a positive first impression for customers visiting West Dean.

It was important to create the all important link with surrealism in these subtle ways, whilst maintaining elegance and creating a design that is still in keeping with the traditional style and heritage of West Dean.

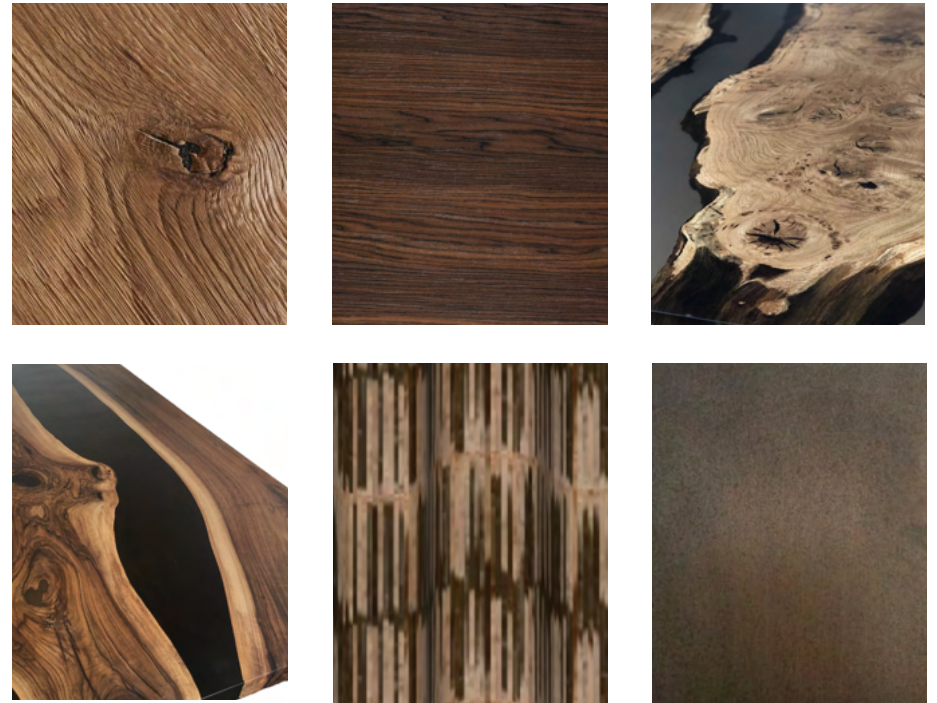


SUSTAINABILITY

Sustainability was an important element considered within the design, with ample research undertaken to establish the sustainability impacts of both the core materials. To enhance sustainability, oak veneer and thin sheets of bronze were used to avoid excess use of the materials whilst optimising the design, keeping it more stable and less prone to defects. Recycled bronze and reclaimed oak veneer were used to reduce the strain on the resources, whilst adding a rustic feel. The focus was also to design for durability: the desk is built to last, using sturdy construction methods and high-quality materials to reduce the need for replacements and extend the lifespan of the reception desk.



MATERIAL CHOICES



Bronze and oak are both materials that have a sense of timelessness and tradition, making them a perfect choice to reflect the values of West Dean, whilst complementing the historical background of the client. The black epoxy has been used to create void space between the wood, making it unclear where it starts and ends, further adding to the element of surprise.

EXHIBITION STAND

For Veja

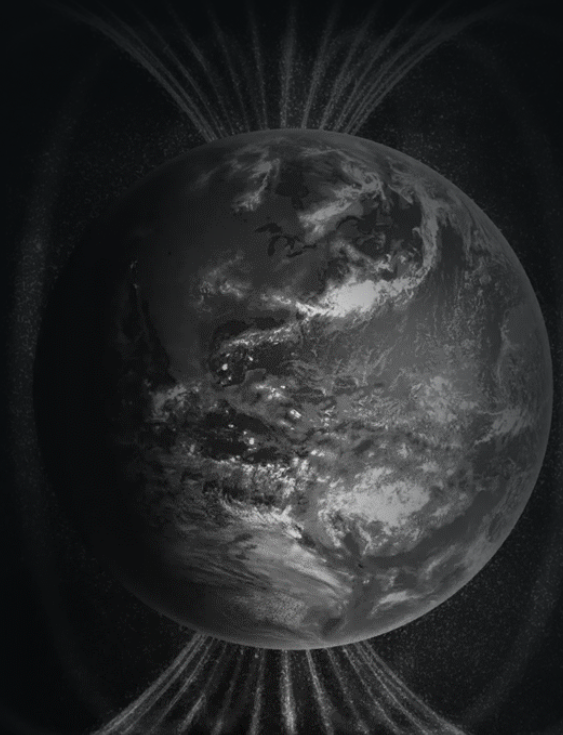
Appointed by Veja to develop their marketing presence, creating a pop-up exhibition that will be travelling to events across various cities around the globe. The aim was to re-evaluate life beyond the global pandemic, assisting Veja to reengage their brand image with the public.

This exhibition display needed to create a powerful and visible presence that reflected the brand identity of Veja. An eye-catching, exciting and visually attractive space was requested by the brand.

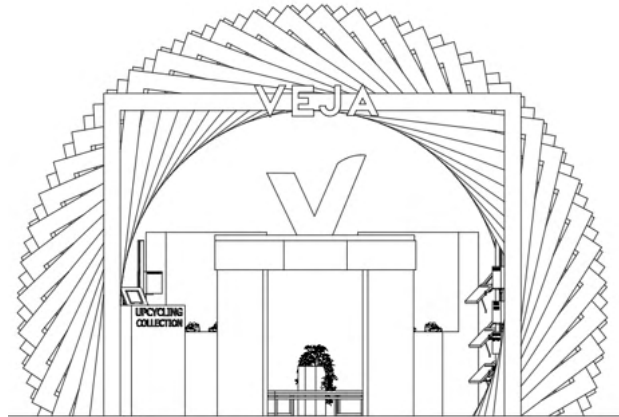
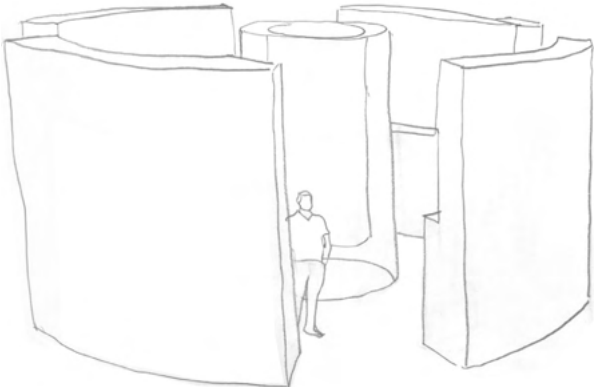
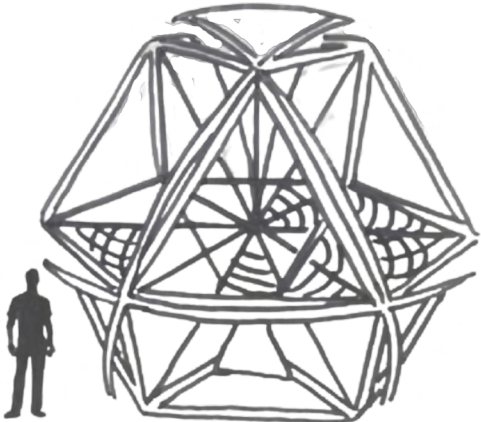
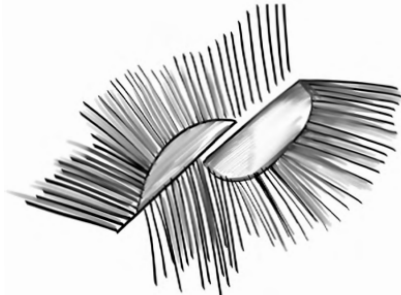
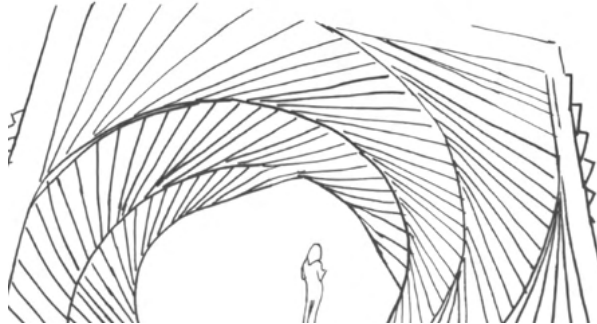
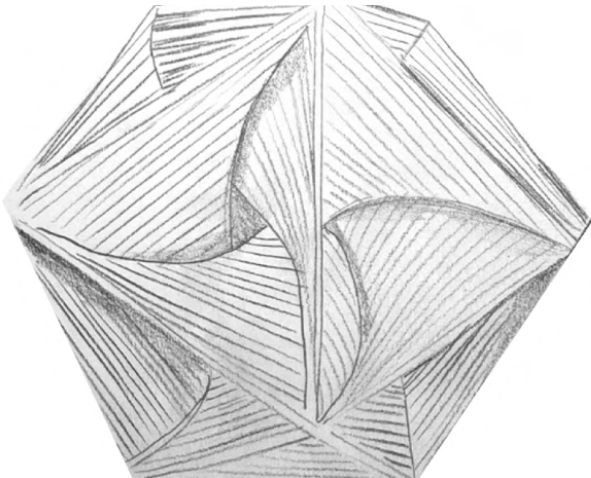
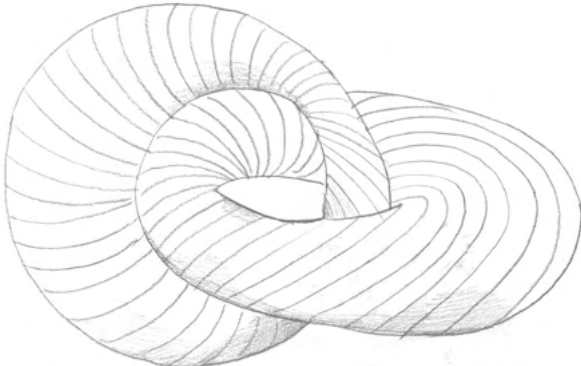
THE CONCEPT

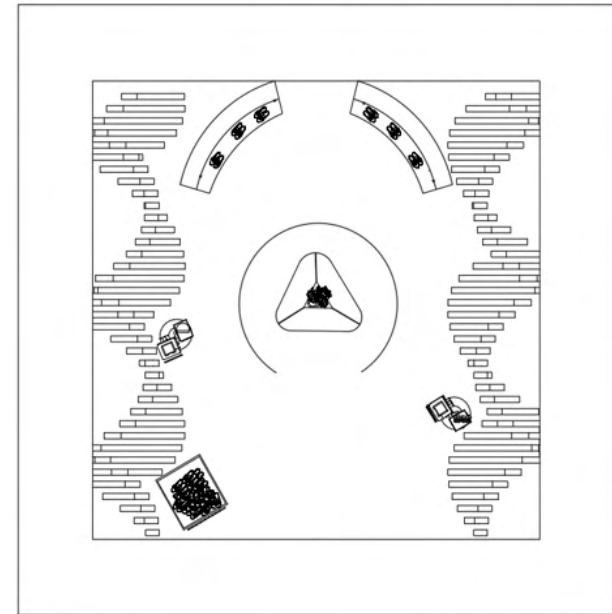
In-depth research helped to establish two core aspects of Veja's brand model; **synergy** and **preservation**. These words describe each fundamental aspect of Veja's design model. These words merged to provide a leading concept for the project, leading the design influences and development process. In order to translate synergetic preservation visually, the design for Veja's exhibition stand was informed by the design idea of the Earth's magnetic field, and the cosmometry and torus geometry which is directly correlated to this. This idea reflects notions of inclusivity, preservation, synergy and co-dependence; all aspects highly intrinsic to Veja's core brand message.

SYNERGETIC
PRESERVATION



DESIGN DEVELOPMENT





Veja's exhibition stand created an experience that encourages viewers to stop and contemplate where their shoes come from; to look through the shoes themselves and engage with the core of the brand, using innovation, lighting and Veja's signature sober, minimalist aesthetic. Throughout the exhibition space, a synergy between man and nature has been included by incorporating planting to contrast with the industrial materials. The layout features an outer 'shell' which holds a central, circular pod where viewers are transported to the core of Veja using an immersive video and audio experience.



VEJA

UPCYCLING
COLLECTION



RESIDENTIAL

A Battersea Newbuild

The brief for this residential project was to design a space for Francesco Savini, Architect, Interior Designer and Diploma Tutor at KLC. The property is within a new development in Battersea - South West London. The task was to fully design the 'shell apartment' according to the client's specifications, ensuring that he had a social space which didn't feel cut off from his guests whilst cooking, with the kitchen integrated into the living space. Comfortable seating in the living area was necessary and the space needed to accommodate 8 people for meals/gatherings.

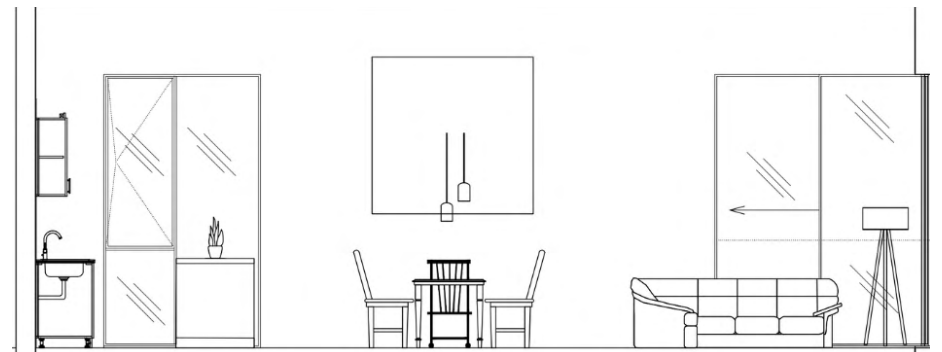
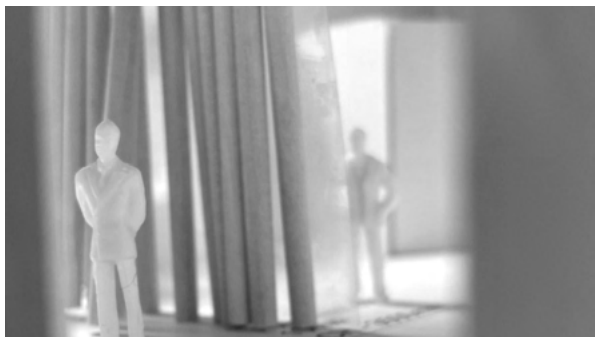
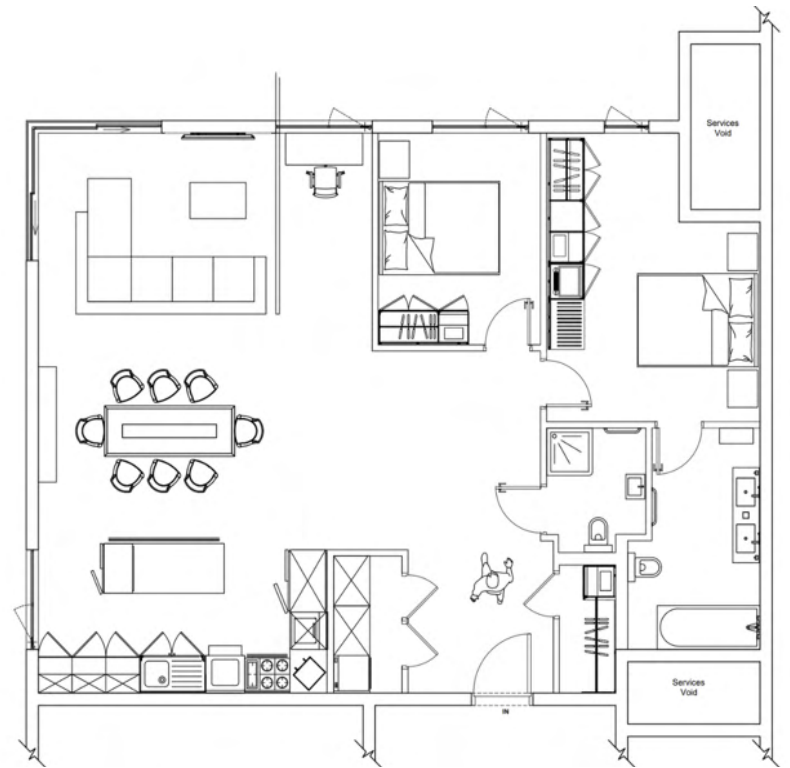
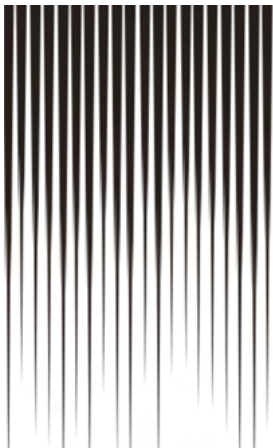
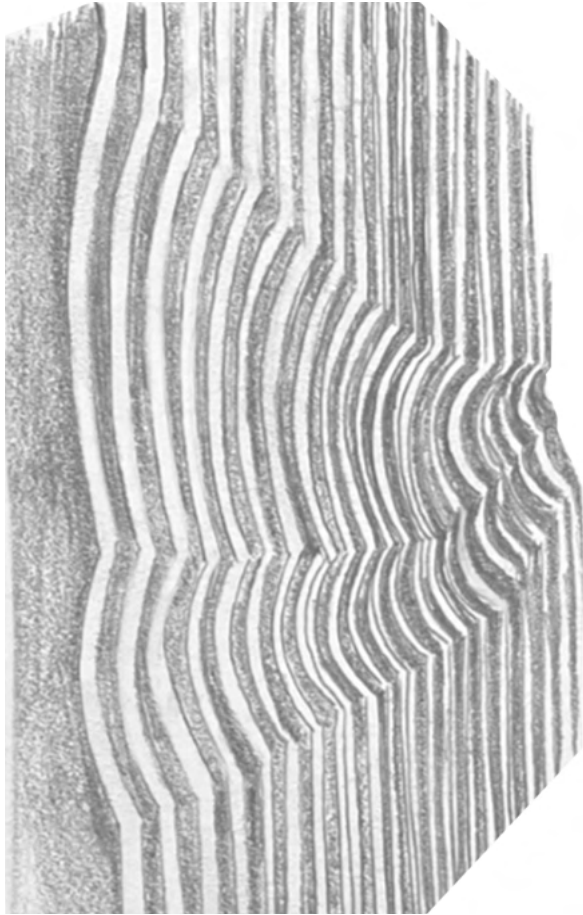
THE CONCEPT

This residential project used the concept of growth to convey Francesco's journey from Italy to London and the physicality of his family-run vineyard plantation in Italy. In order to extract visual design language from this concept, the visual inspiration of a forest was used, and highlighted the idea of growth as a linear, practical and sequential movement, reflecting his linear and practical characteristics and his desire for a methodical, coherent and structured space using organic elements. This focus on linear movement was a key design influence throughout the space, and inspired many of the key features such as the featured panelling and division screens with planting.

GROWTH

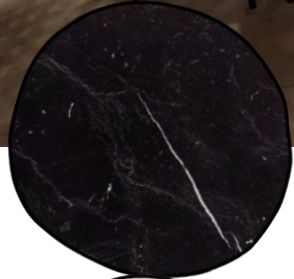


DESIGN DEVELOPMENT





This multi-functional, open-plan space allows for a larger feel as you enter the apartment, and delivers Francesco's request of having a combined kitchen, dining and living area. Whilst the space feels large, panels and screens have been used to divide it into functional zones, which work to cater for the client's different needs. For example, the work zone has been incorporated into the space with a divisional panel, so that it still feels like one large room, yet provides a private and secluded space to focus. This work area was purposefully not closed off into a room, in order to maintain a larger feel to the apartment, whilst optimizing the natural light in these areas.





MATERIAL CHOICES

Every aspect of the design was influenced by the concept of growth, and the FF&E was directly linked to the design language extracted by visual representation of the forest. For example, the lighting feature chosen portrays descending linear elements of multiple heights, whilst other FF&E choices portray the inclusion of natural materials such as marble, stone and wood.

The materials create a sleek, soft and natural environment, enhanced by the biophillic planting elements included throughout.



COMPETITION

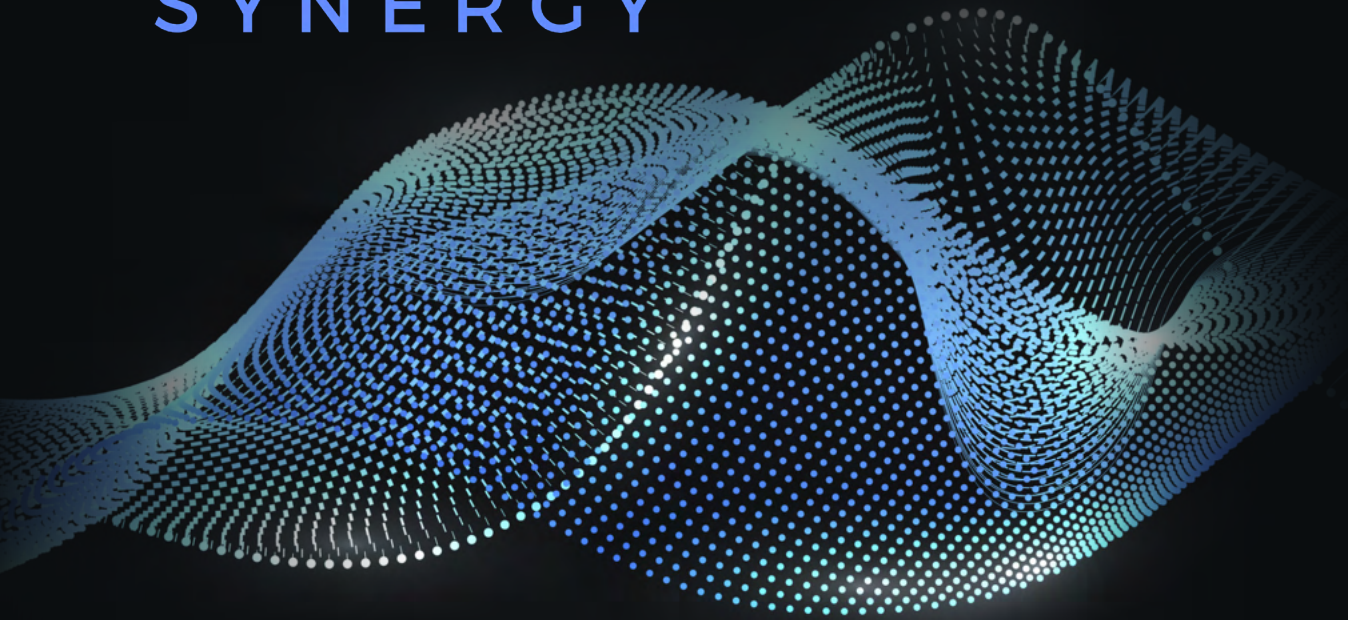
A Communal Space

The brief was to redesign the student common room at KLC School of Design, with the request of a new relaxation area where students may sit, in small groups, to study or have discussions. Working areas were also required, where students may work individually or in small groups. The budget for the project was £10,000.

THE CONCEPT

The concept of synergy was used to influence this collaborative project, which enhances the idea of a synergetic working environment; a space where multiple people come together to create a highly inspiring and productive space.

SYNERGY

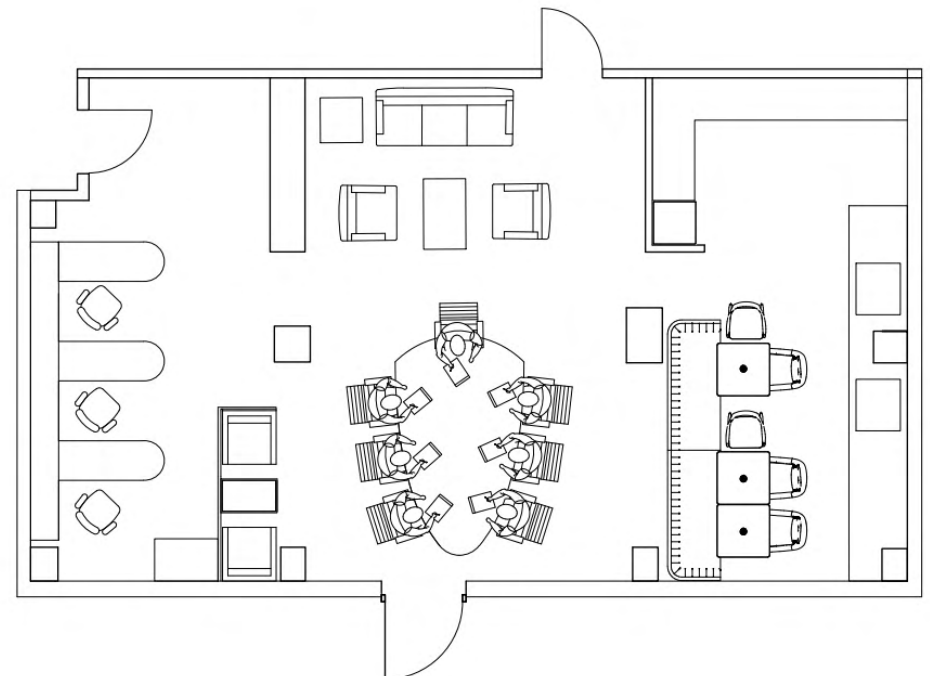
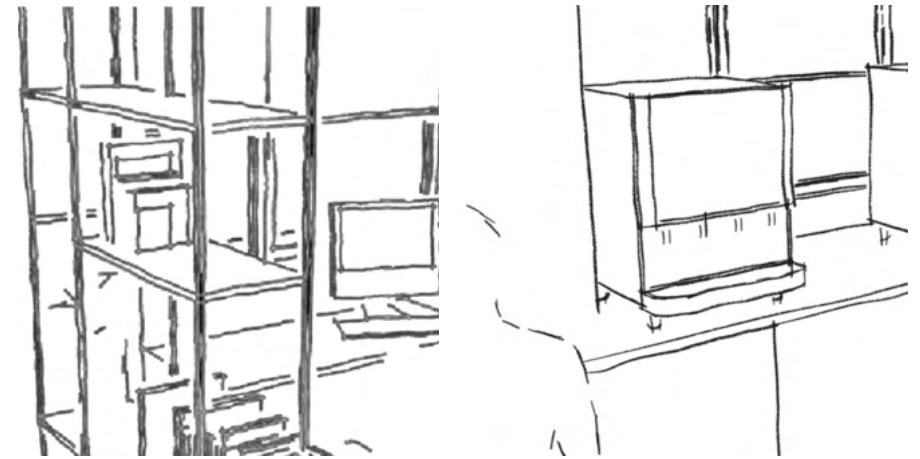


MATERIAL CHOICES

The material board made use of fabrics which exude luxury but fit within the constraints of the budget, whilst durable materials and finishes were chosen that are easy to clean and maintain. In order to satisfy the brief, functionality was an important consideration as well as contemplating the activities that would take place in the space, using thoughtful FF&E choices to accommodate a variety of activities, from studying and socializing to relaxation and entertainment.

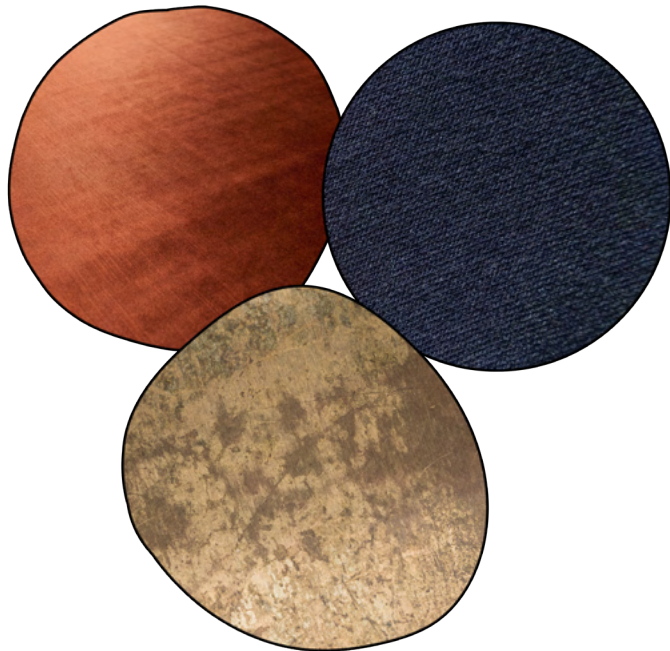


DESIGN DEVELOPMENT

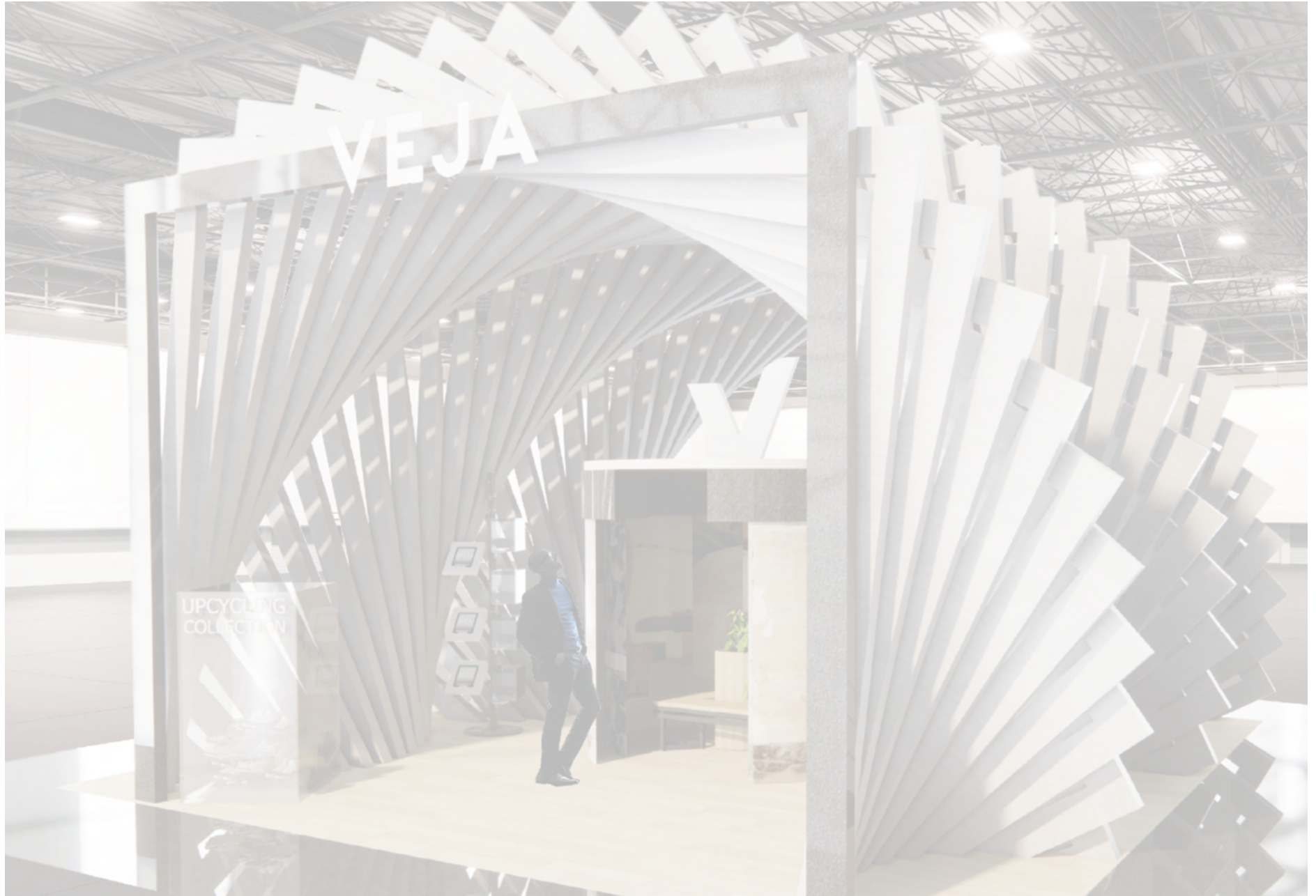




The aim for this project was to create a communal space that is both practical and inviting. It was important to showcase the creative characteristics of KLC as an interior design school. With their focus on practical learning, collaboration, and specialized training, the common room is a fundamental emblem of this synergistic learning environment. It was also important that the room felt comfortable and inviting; considerations such as the lighting and acoustics of the space were evaluated to incorporate sound management, whilst soft furnishings such as sofas helped to create a relaxed atmosphere. Planting has been incorporated for a biophilic design approach, with the incorporation of natural elements and features into the design to promote the health, wellbeing, and productivity of the students using the space.









EMMA WRIGHT

INTERIOR DESIGN PORTFOLIO

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