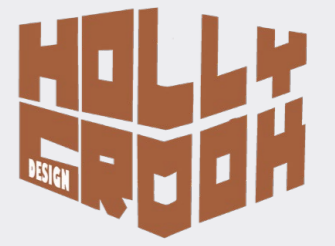
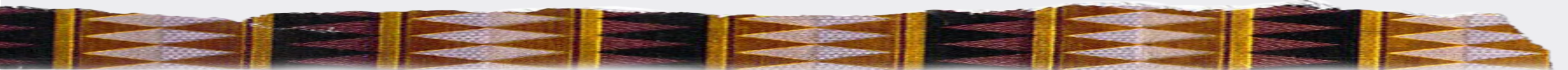


HOLLY CROOK

INTERIOR DESIGN PORTFOLIO








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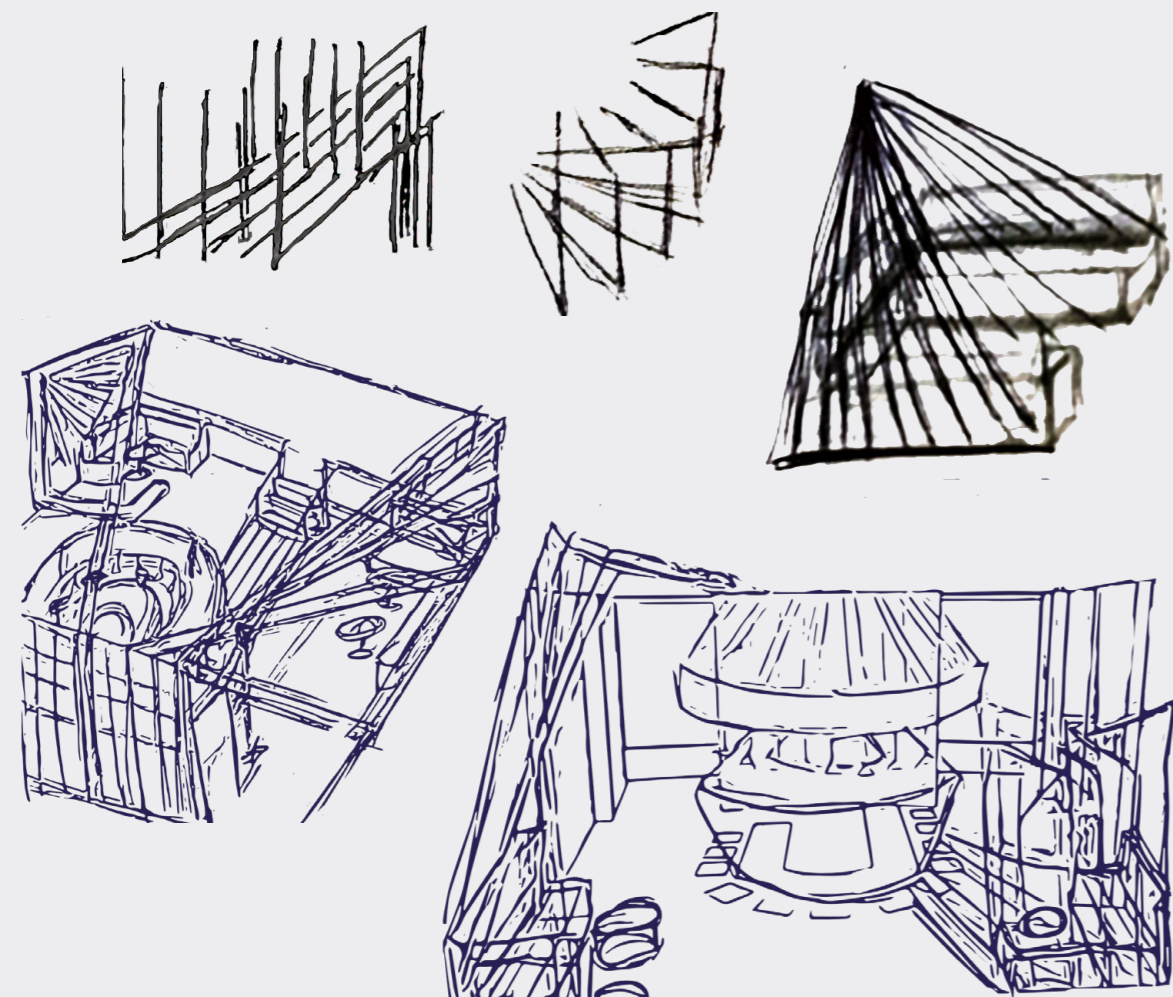
HOSPITALITY Cocktail Bar DESIGN

BRIEF & CONCEPT

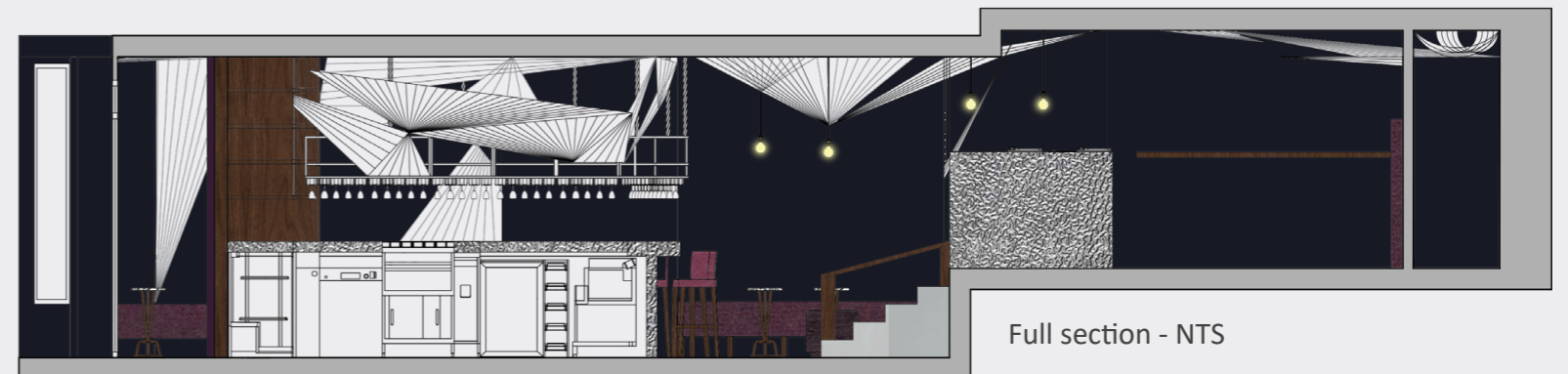
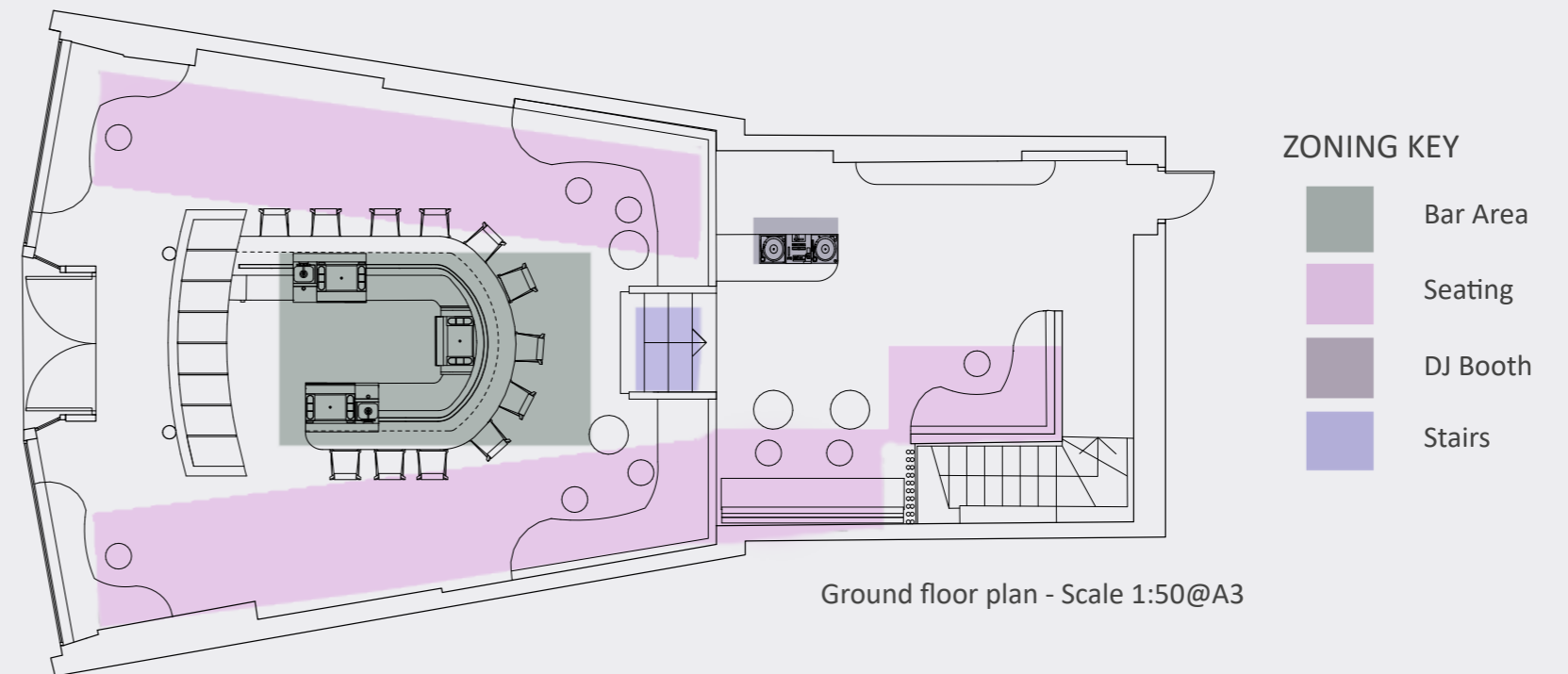
The client wants a dark and sexy cocktail bar for the 21+ age demographic. *Satellite* was the chosen concept, symbolising leaving reality behind and entering a space of intrigue.

DESIGN DEVELOPMENT

- » Axis
- » Representation of *forces*, radiation, and frequency
- » Varying *perspectives*



BAR PLAN



To embody the *conceptual sense of force*, string installations utilising fibre optics create tension and link all areas of the bar, sculpting the space beyond standard walls. Each corner offers unique views through asymmetric yet balanced strings, keeping customers intrigued. Seating areas are framed to provide *different perspectives* on each visit.



MATERIALITY

A **monochromatic** purple colour scheme engages individuals visually and emotionally, highlighting the texture and form of the string installations. Materials like plum leathers and plush velvets curate the desired aesthetic, while high gloss laminate flooring reflects the strings, enhancing immersion.



RESIDENTIAL DESIGN

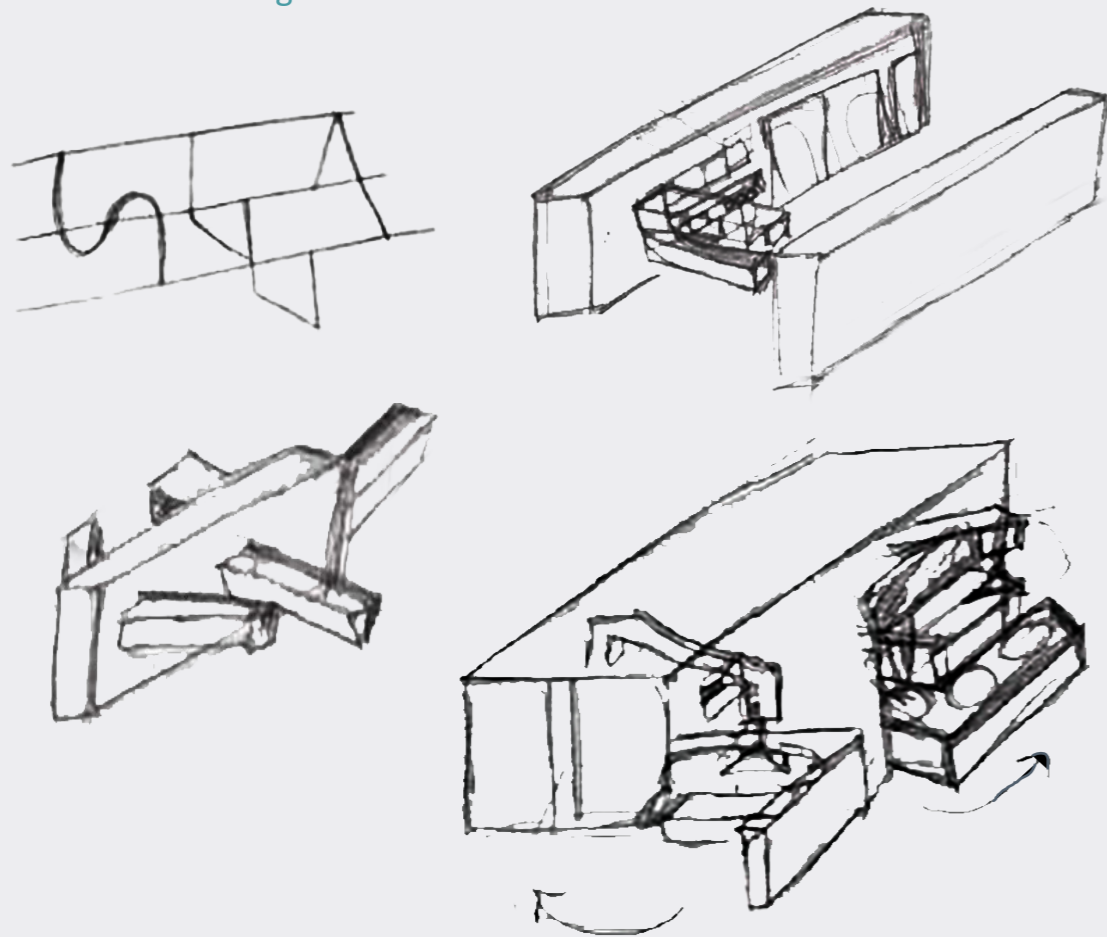
Battersea Apartment

BRIEF & CONCEPT

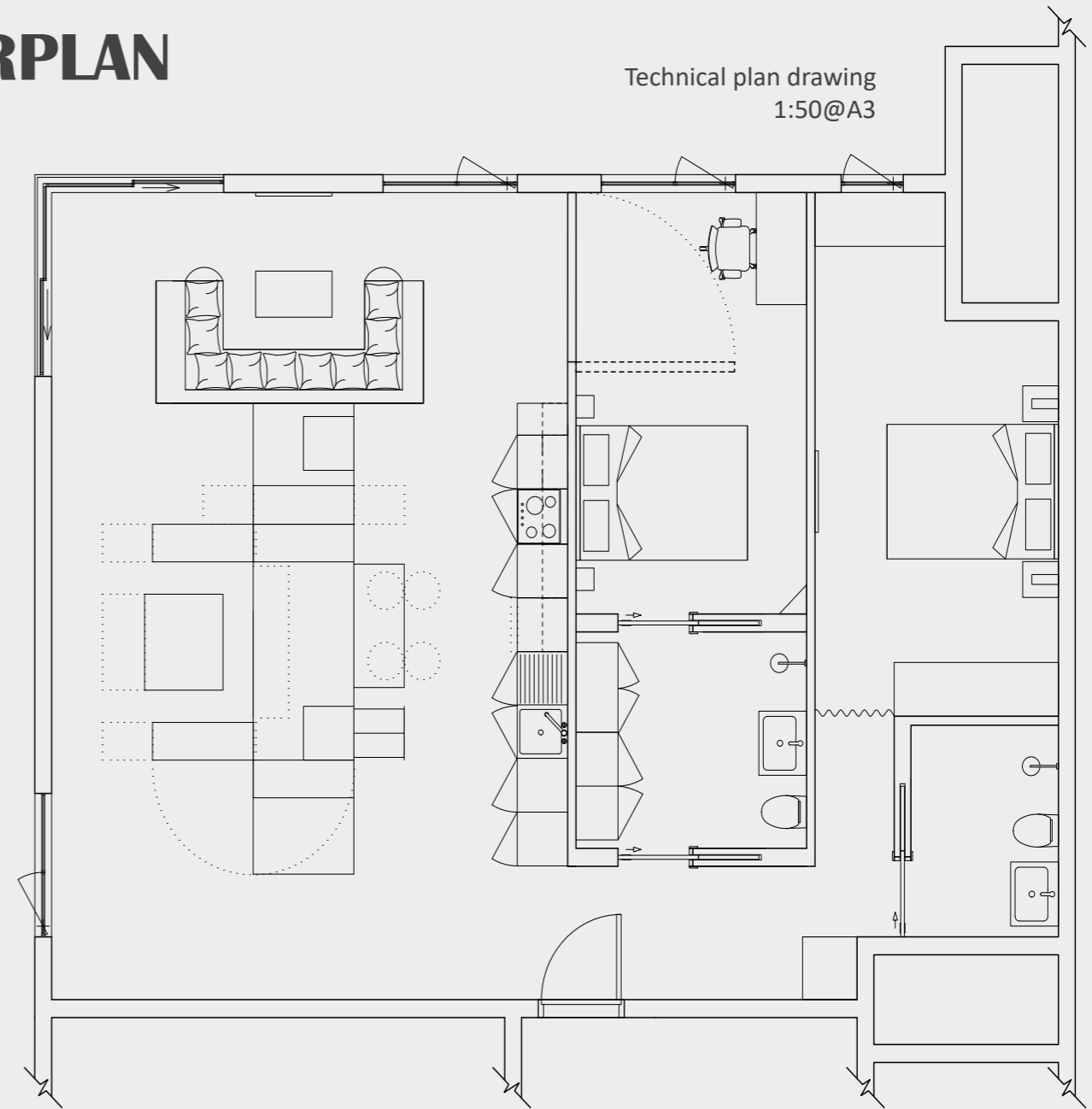
The brief was to design a **new shell apartment** at Battersea Power Station for a young professional teacher with varied interests in travel and photography, each interest with **conflicting yet complementary** ideals. This led to the **Paradox** concept.

DESIGN DEVELOPMENT

- » Dislocating forms
- » Multi-functional
- » Transforming elements

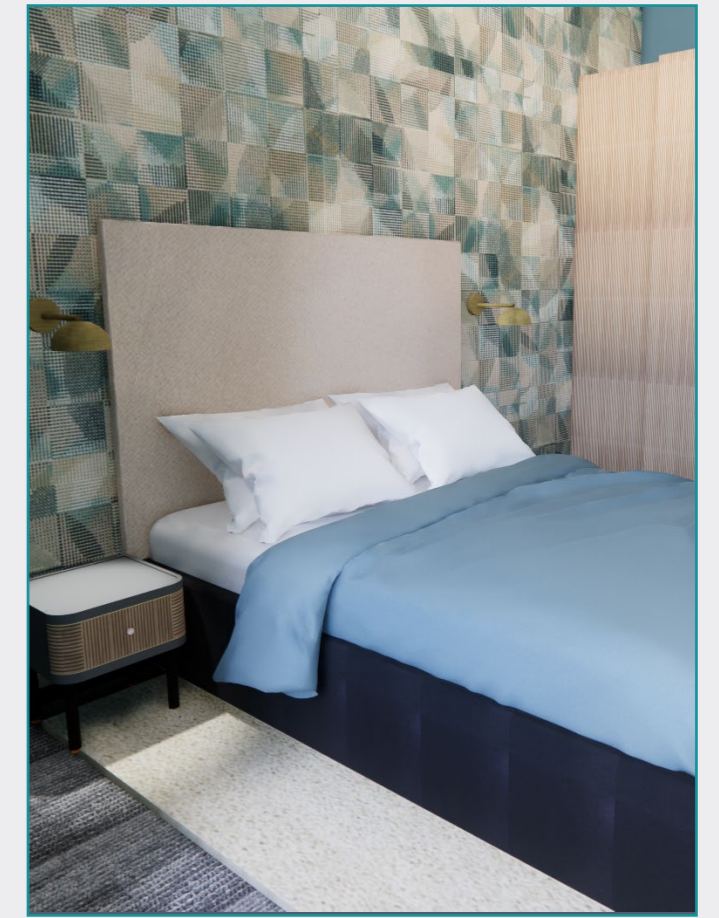


FLOORPLAN



The apartment is **divided into three columns**, with the widest for the living area.

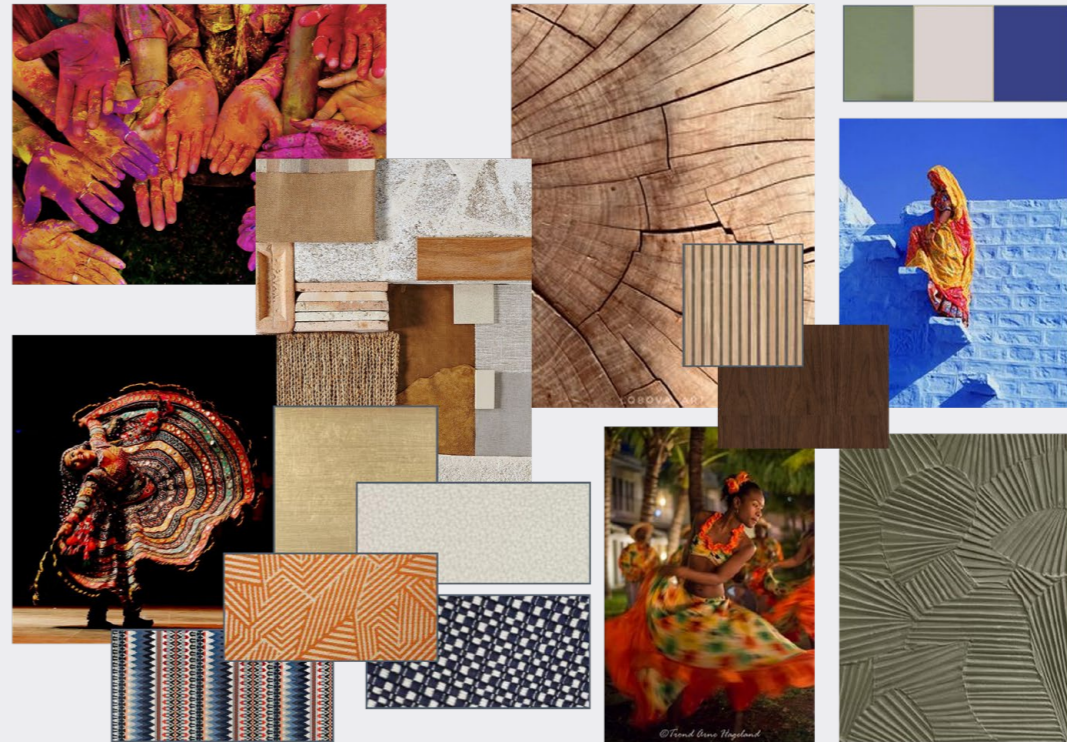




The central structure is able to adapt to the client's needs for entertaining or home working.

MATERIALITY

The design uses natural materials with tactile patterns and finishes, reflecting the client's love of colour and self-expression with the main living space celebrating the harmony created balancing the two.



RETAIL DESIGN

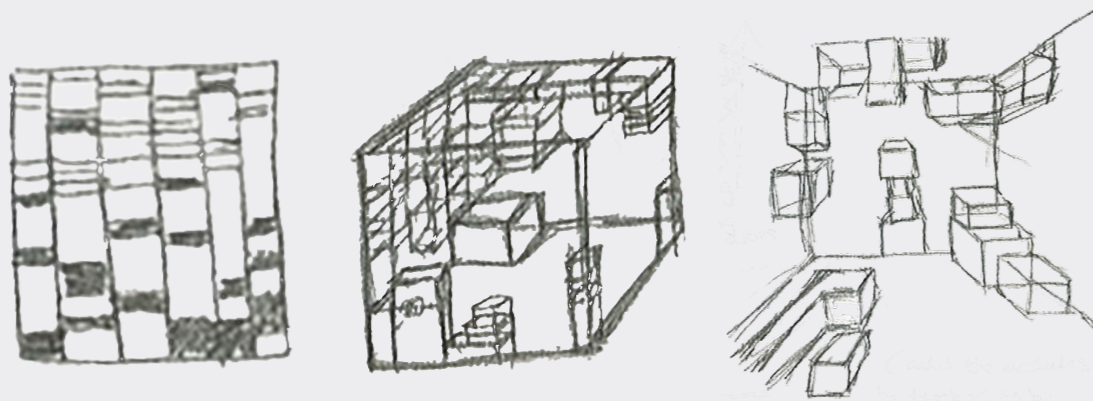
Eco Eyewear Pop-Up

BRIEF & CONCEPT

Eco Eyewear needed a sustainable pop-up shop at Westfield White City. As the first sustainable eyewear brand, the whole design had to reflect their sustainability mission, with Momentum driving that conceptual design intent.

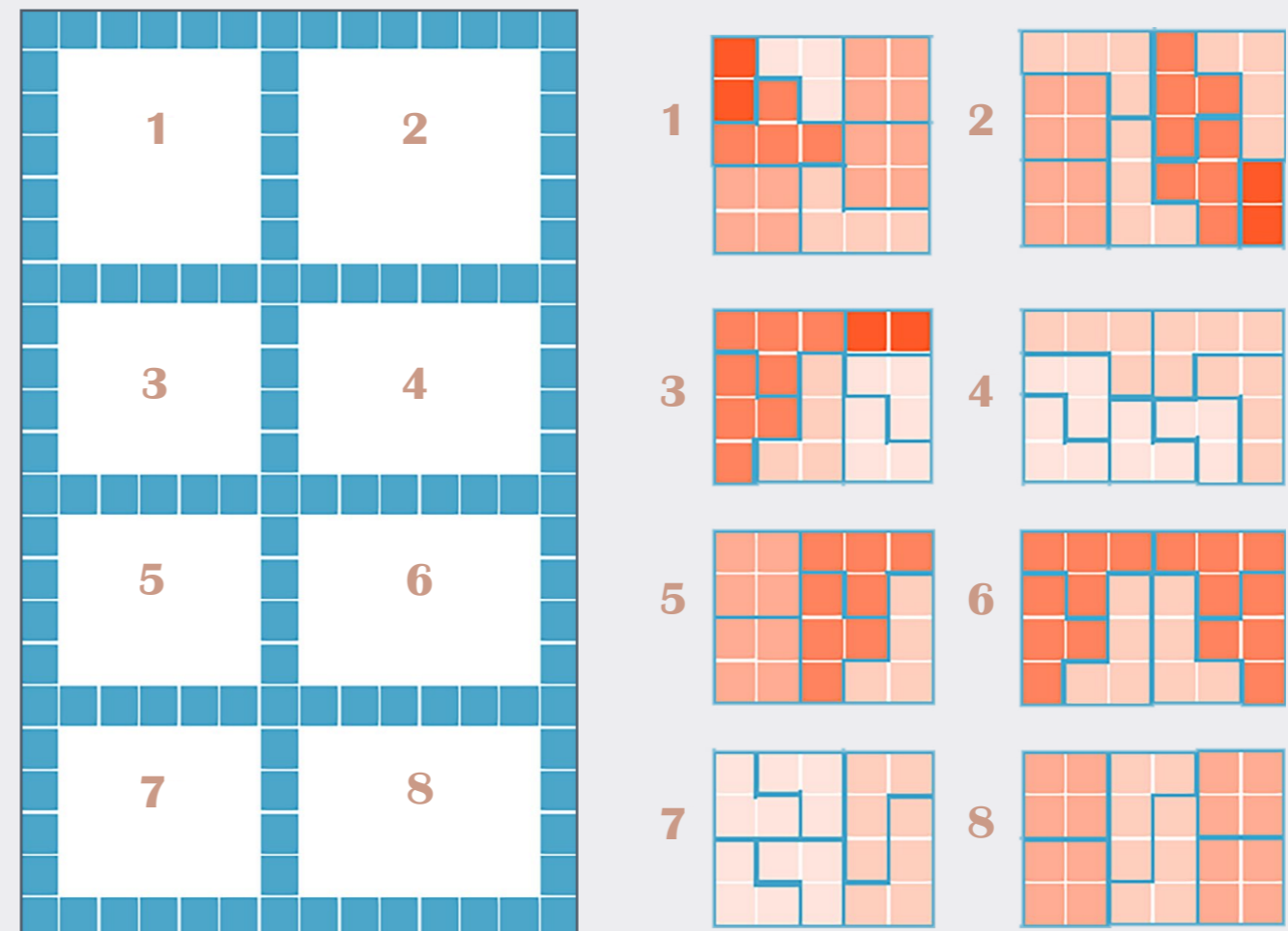
DESIGN DEVELOPMENT

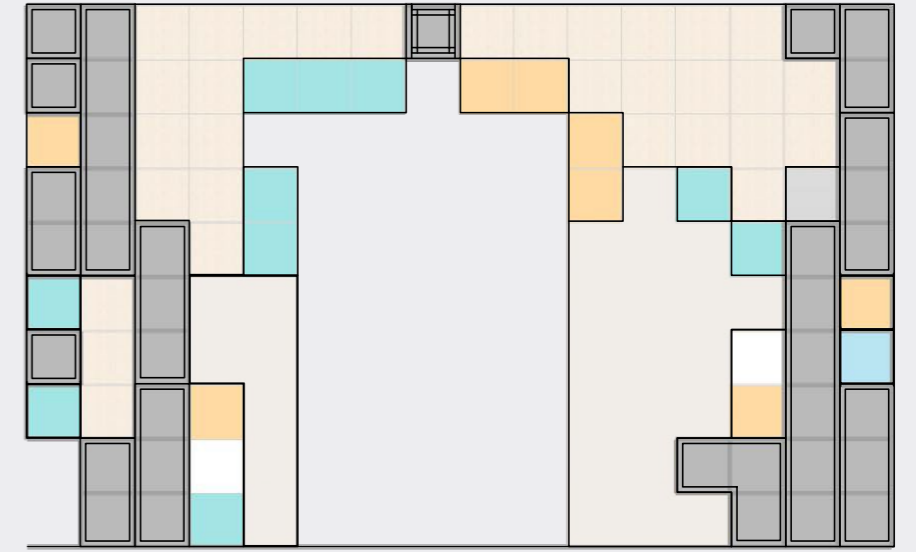
- » Modular design with core stability
- » Efficient use of materials
- » Simplified assembly at various locations



SUSTAINABILITY FOCUS

Using a grid structure, shapes were tessellated from cut-outs for the pop-up's exterior design.

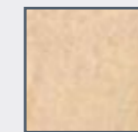




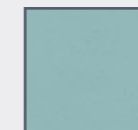
Technical section drawing - Scale 1:25@A3

MATERIALITY

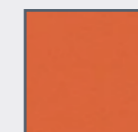
The pop-up used three core materials, each aligned with Eco's sustainability vision and part of a circular economy. These materials return to the product cycle at the end of their lifecycle, minimising waste.



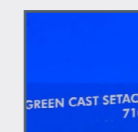
Main structure:
Birch Plywood
Thickness: 25mm



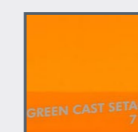
Structural shapes:
Forbo Furniture Linoleum
2mm



Structural shapes:
Forbo Furniture Linoleum
2mm



External transparent product display cubes:
Green Cast Setacryl 3mm
Colour: Tinted acrylic sheet blue



Logo towers and end safety panels:
Green Cast Setacryl 3mm
Colour: Tinted acrylic sheet orange



COMMUNITY DESIGN

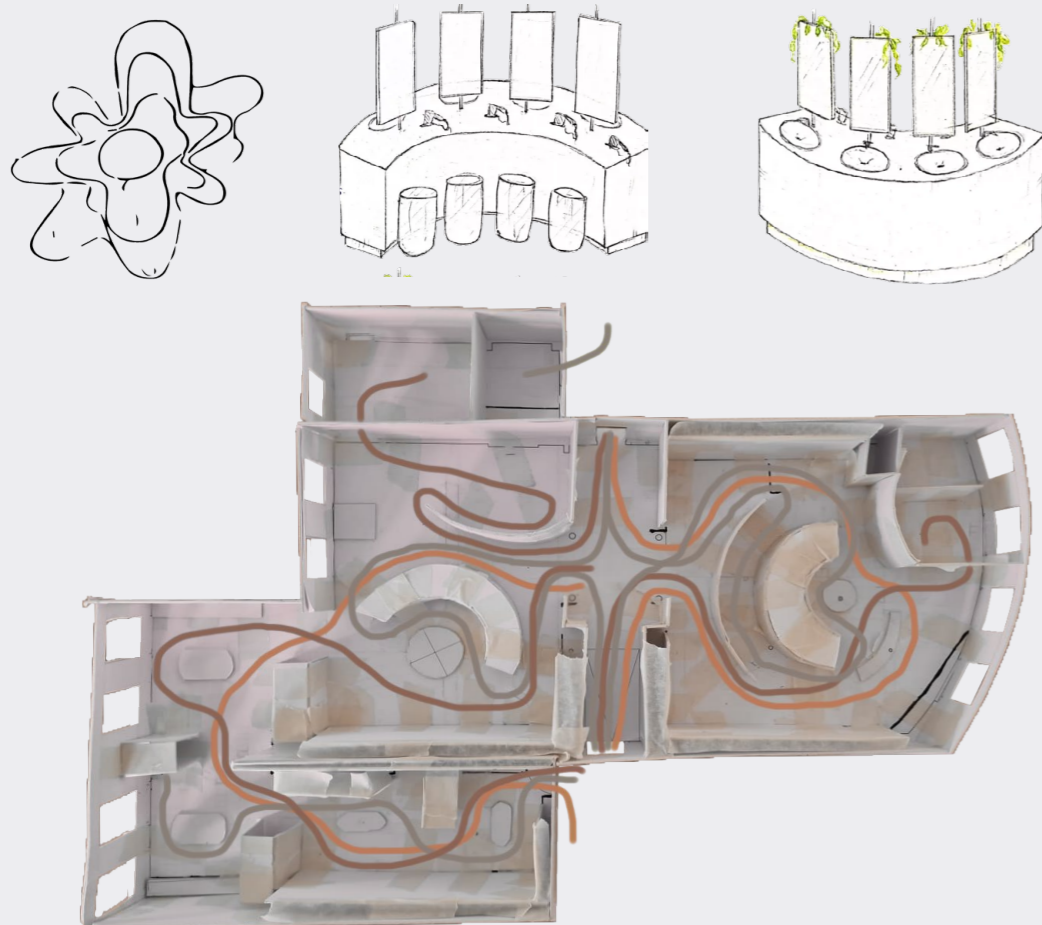
RHN Staff Facilities

BRIEF & CONCEPT

As the **Project Manager** of a six-member design team, we were tasked with redesigning the staff facilities at The Royal Hospital of Neuro-Disability, a Grade II* listed building in Putney. Our goal was to open up the space and **enhance staff welfare**, making them the centre of the hospital, through the concept of **Nexus**.

DESIGN DEVELOPMENT

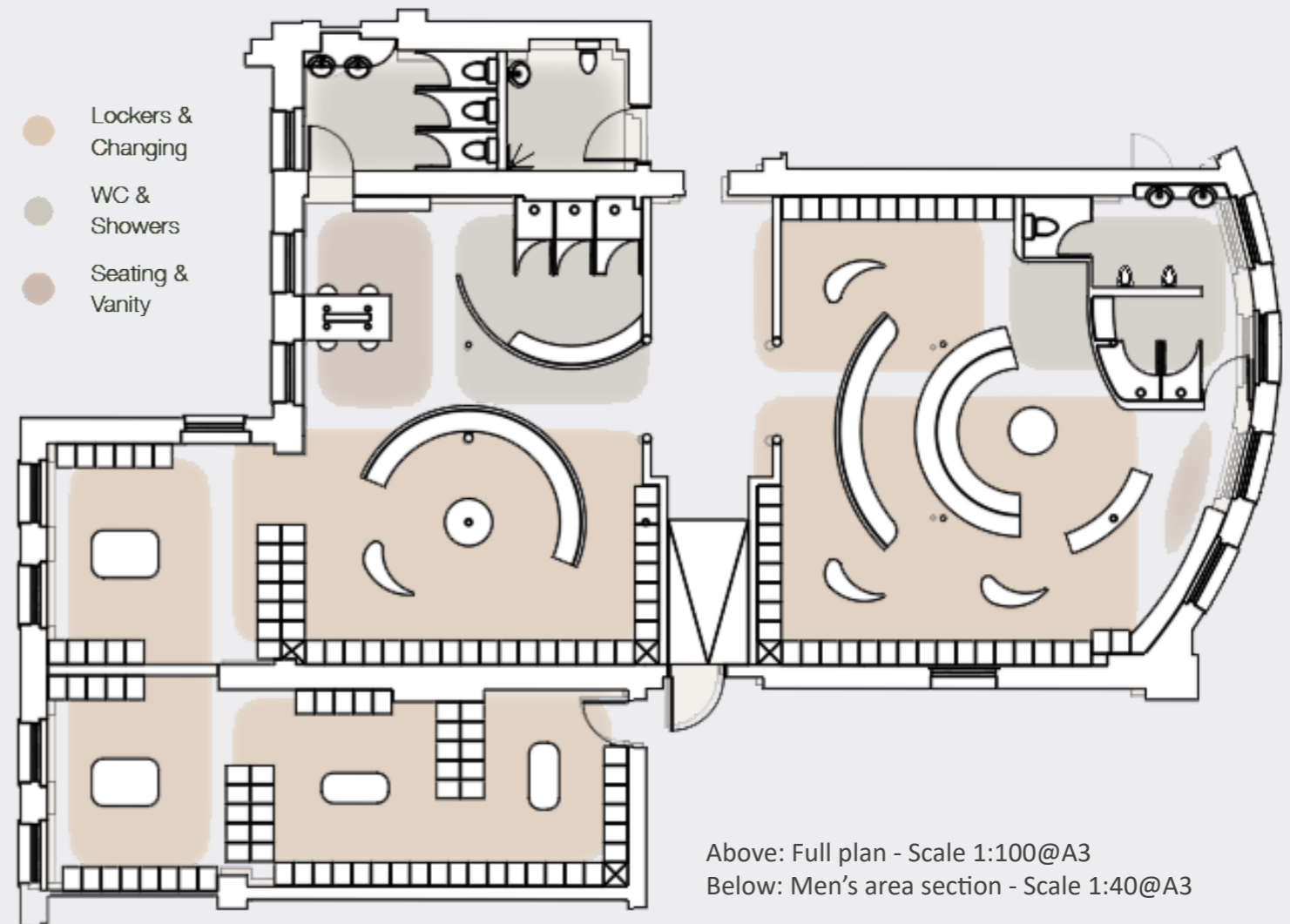
- » **Multi-functionality**
- » Using the psychology of curves for relaxation
- » **Visualisation** through modelling



FLOORPLAN

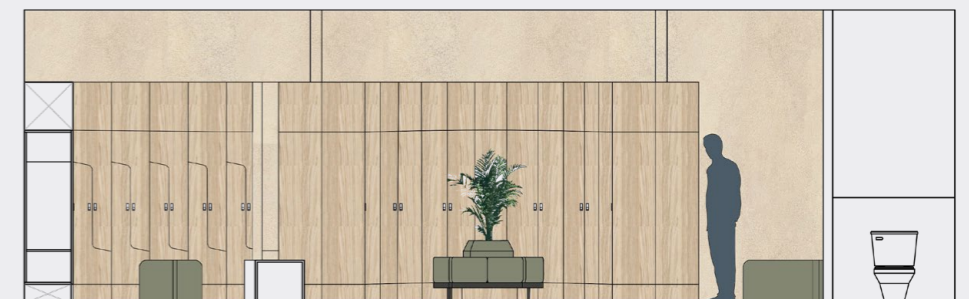


Above: Women's area section - Scale 1:50@A3



"When we look at angular shapes the part of the brain that processes fear and anxiety is stimulated, but curvy shapes make us feel calm, dreamy and relaxed"

Li et al, 2018





MATERIALITY

We used [HBN 00-10 materials](#) and [IP-rated lighting](#) for high hygiene standards in the hospital's flood-prone basement. The aesthetic scheme, chosen for colour psychology and sensory benefits, was maintained with natural stone and wood finishes, enhancing the space's relaxing nature.



FURNITURE DESIGN

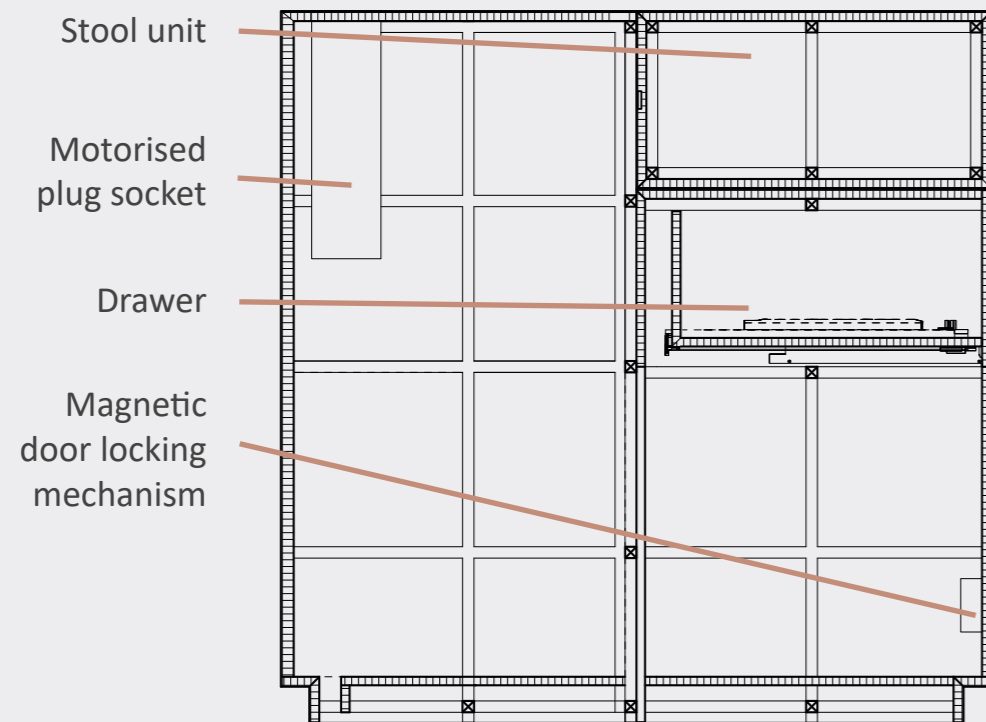
Retail Desk

BRIEF

Eco Eyewear requested a **sustainable, storage-focused desk** designed for reuse in various retail environments.

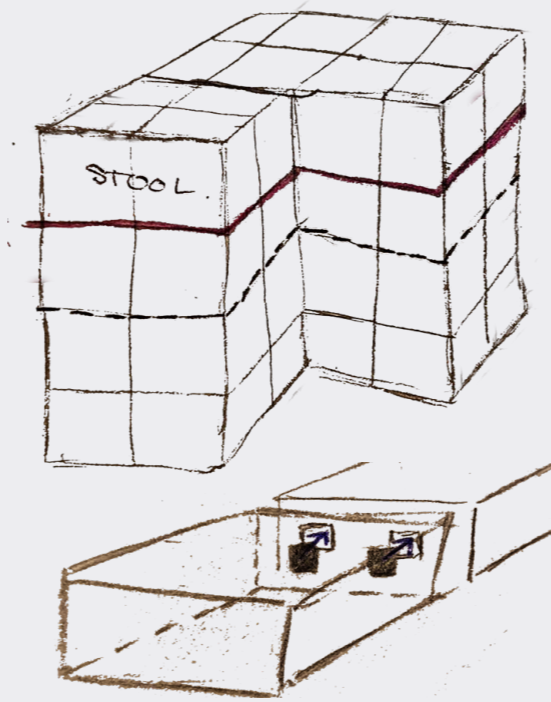
CONSTRUCTION

The desk design uses **birch plywood** and **Forbo's Marmoleum Furniture Linoleum**, both part of a circular economy that minimises waste. Reclaimed wood supports the frame.



Technical vertical section drawing - Scale 1:5@A3

ACCESSIBILITY



The modular desk design has a stool designed into the top of the structure connected using **rare earth neodymium magnets**. This allows an **additional accessible counter top** when the stool is in use.



PRODUCT DESIGN

Jacaranda Rug Competition

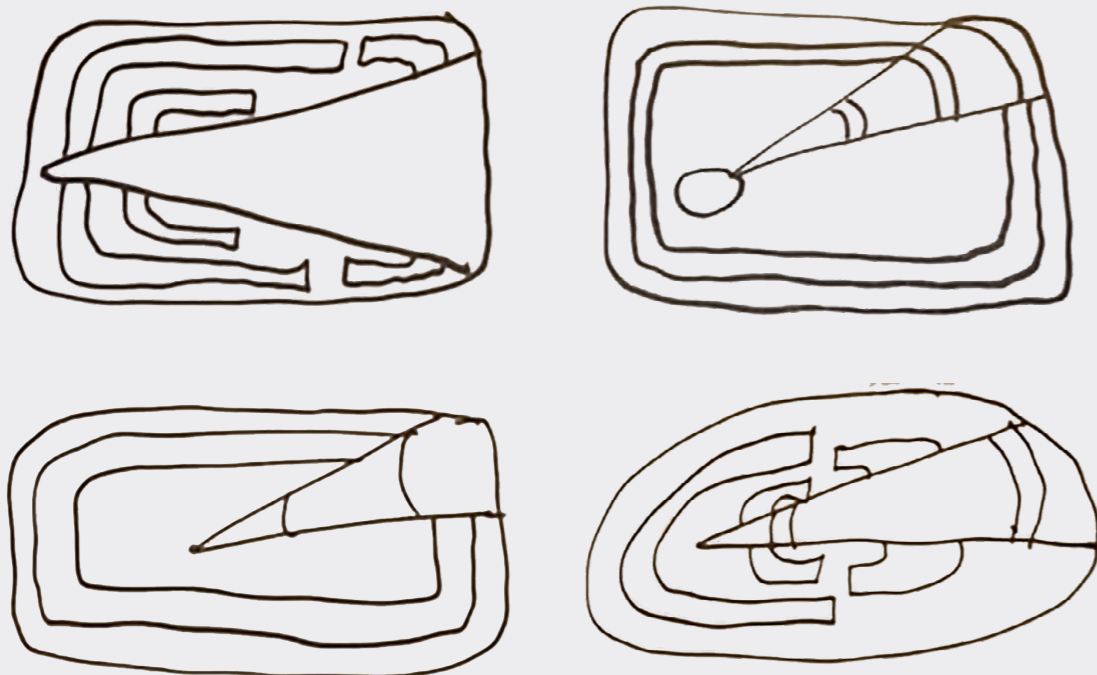
HIGHLY COMMENDED CONCEPT, DESIGN DEVELOPMENT & FINAL DESIGN

BRIEF & CONCEPT

Jacaranda ran a competition to design a rug that needed to be for the living room of design conscious art lovers. The focus was around the 2024 Olympics, as research showed that the first Olympic Games in 1948 had [medals for the arts](#). The concept of joining the two disciplines into one design would celebrate the [modern world](#).

DESIGN DEVELOPMENT

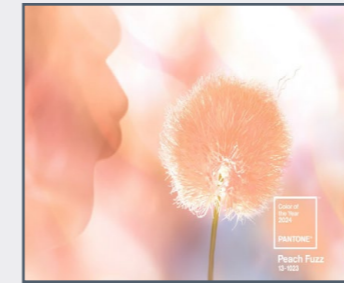
- » Throw of a javelin symbolising [splitting of shapes](#)
- » Texture through [pile heights](#)
- » Creating divisions



COLOUR CHOICES



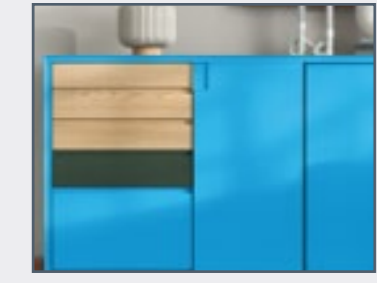
Upward
Sherwin-Williams



Peach Fuzz
Pantone

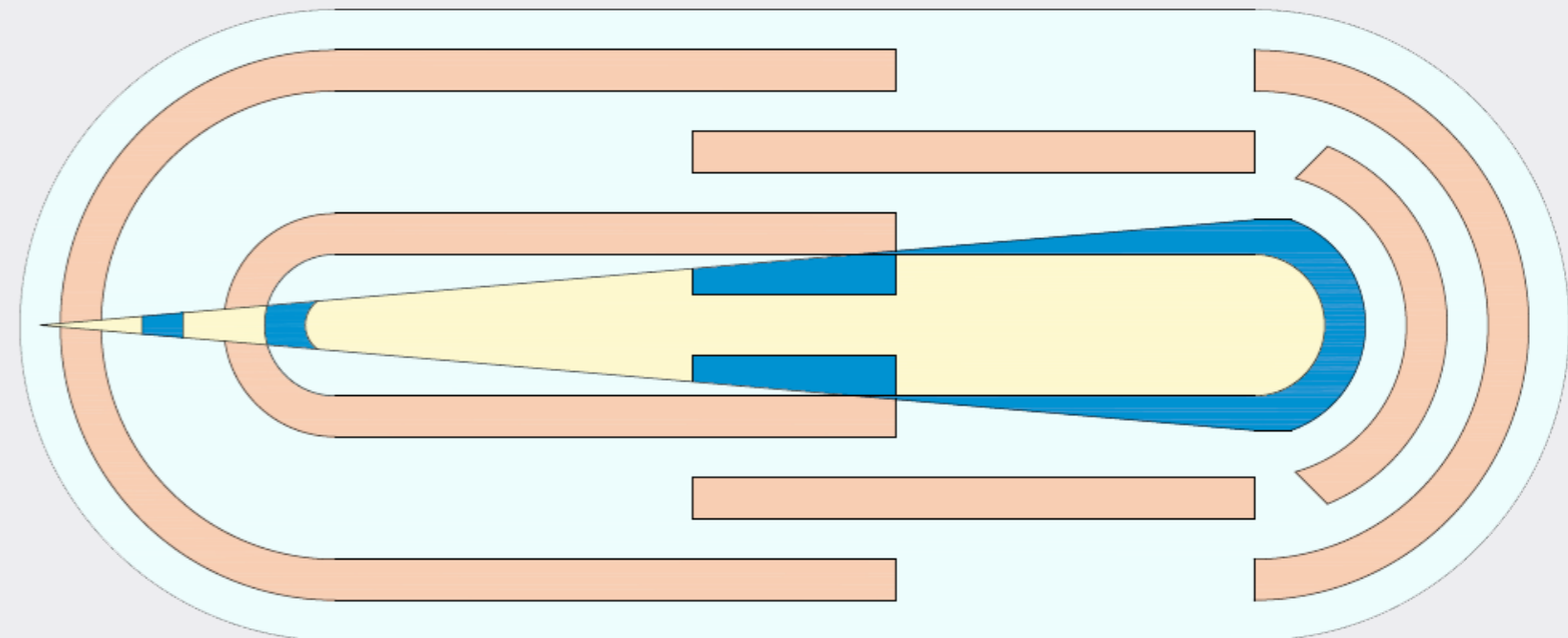


Limitless
Glidden

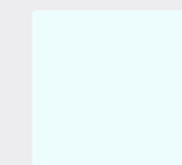


Bluebird
Krylon

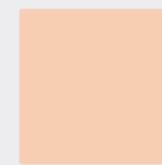
FINAL DESIGN



Colours



New Zealand Wool
High cut pile



New Zealand Wool
High cut pile



TENCEL
Mid cut pile



TENCEL
Low cut pile

Pile height guide



FF&E SCHEMES

English country living room scheme for a retired musician.

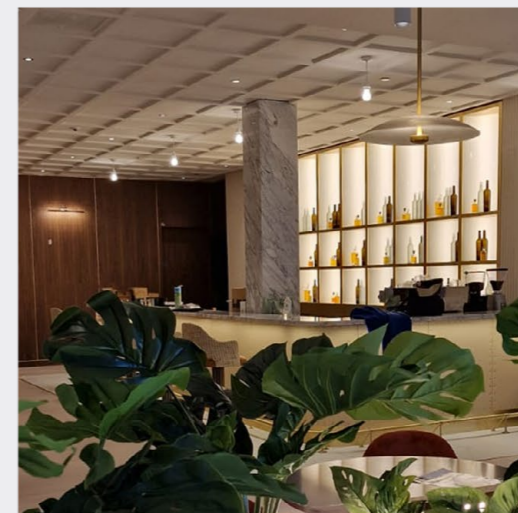


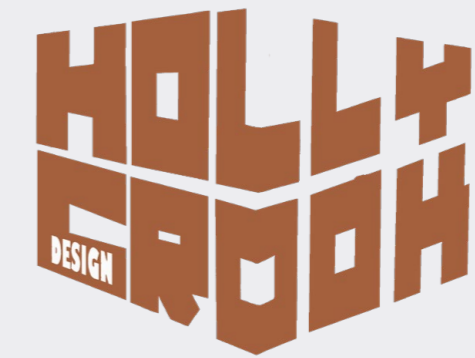
Art deco London apartment entertaining space for young professionals.



STYLING & STAGING

Staging of new build retirement complexes for marketing shoots and prospective buyer site visits whilst on Fossey Arora placement.





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THANK YOU