

# PORTFOLIO

LUCILA ARDALLA





**dopamine**  
bar



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# DOPAMINE BAR

## HOSPITALITY

### BRIEF

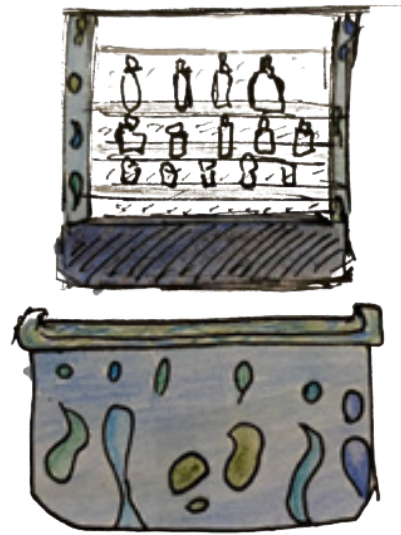
Create a showstopping bar design for millennials that could transport them, offer a truly curated multisensory experience, with a theatrical look, immersive, dark and sexy but also cheeky and fun.

### CONCEPT

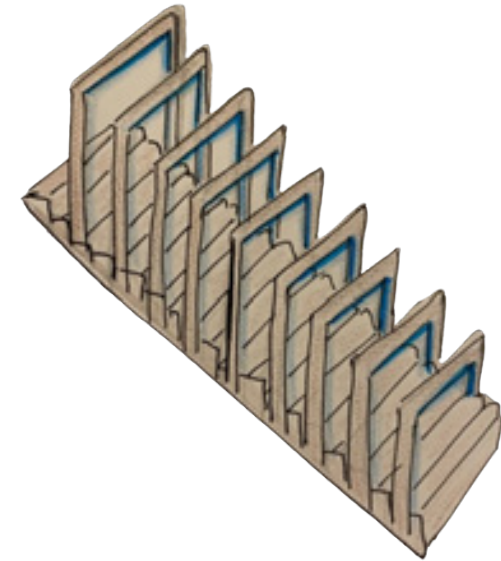
Inspired by Millennials' hectic lifestyle with several responsibilities (work, kids, home) and their need to disconnect and have reward moments is that the concept **"Dopamine Bar – The Feel-good Bar"** was created. A multi-sensory experience that releases dopamine, giving people a sense of pleasure, satisfaction, and relaxation. Each of the 6 zones will give the visitor a particular rewarding experience, that they would want to repeat.



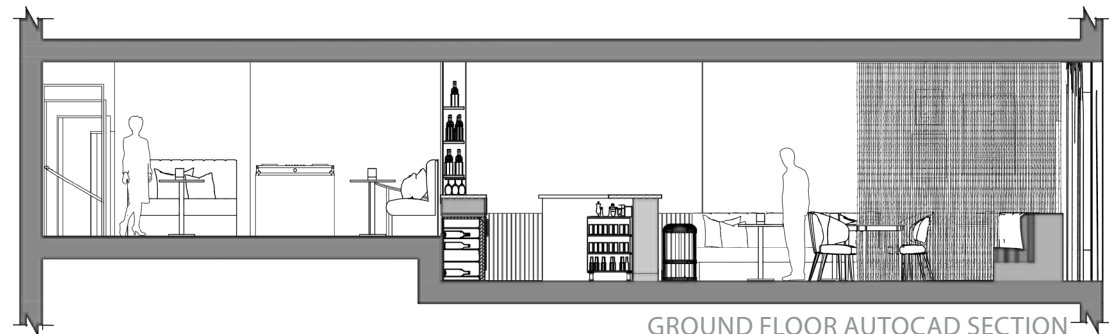
### DEVELOPMENT & RESOLUTION



LAVA LAMP (MAIN BAR) HAND SKETCH



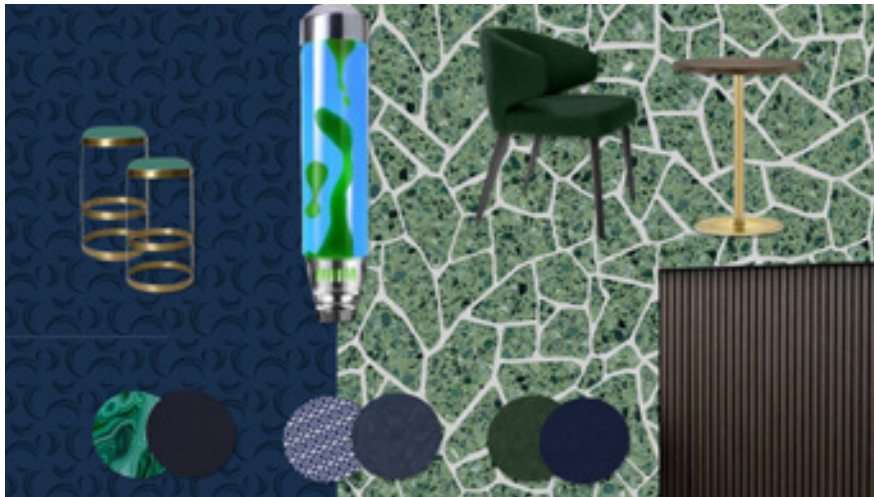
STAIRS LIGHT INSTALLATION HAND SKETCH



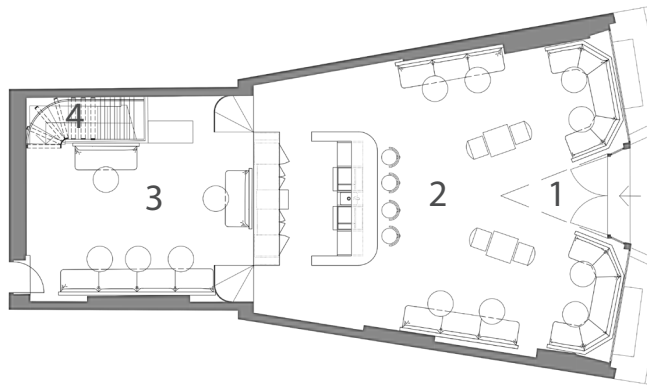
GROUND FLOOR AUTOCAD SECTION

## MATERIALS, FF&E & LIGHTING

Blue, green, and turquoise make up the bar's colour palette as they are calming, relaxing, and connect people with nature, so scientifically proven to produce dopamine. The accent colour, brushed brass, brings warmth and a luxurious look. Furniture upholstered in velvet, leather, or faux suede, all suitable for commercial use. Lighting is a key part of the scheme as blue light increases dopamine levels.



ZONE 2: FUSION ROOM (MAIN BAR)



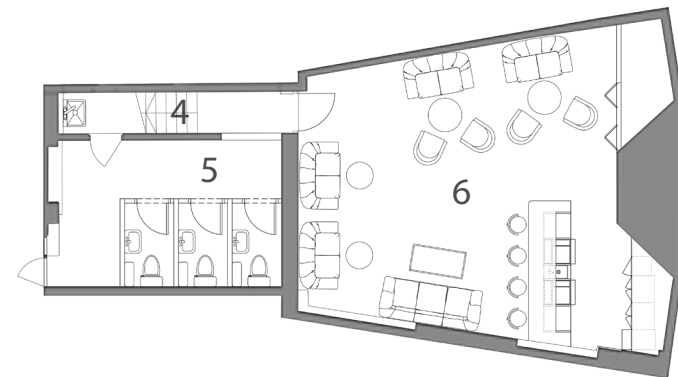
GROUND FLOOR - AUTOCAD FLOOR PLAN WITH ZONING

## SUMMARY

A multisensory immersive experience, with a theatrical touch. Within a dark and sexy but cheeky and fun atmosphere that increases dopamine, visitors will feel transported to a state of happiness, pleasure, and relaxation. Zones:

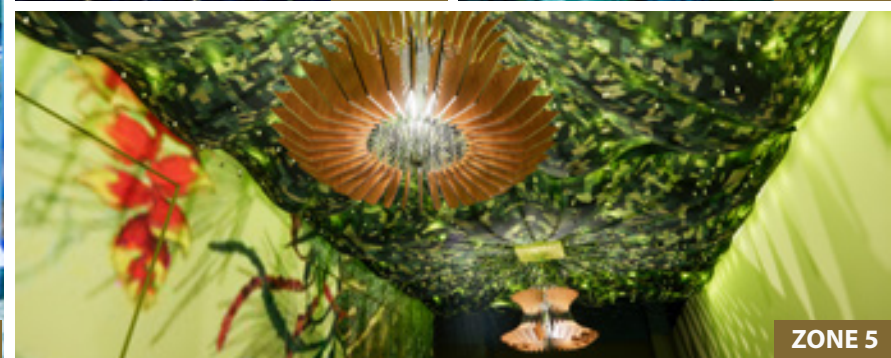
- 1) **Stars Recharge Passway**- Fibre optic curtains
- 2) **Fusion Room** - Dopamine ingredients cocktail, Lava Lamps, materials merging blue & green.
- 3) **Moody Dance Room**-Dance, music, Neon sign
- 4) **Booster Tunnel** (stairs)-Frames with LED light
- 5) **Captivating Jungle Room** (toilettes) - Green. Jungle motif with pendants & fairy lights as lianas
- 6) **Mindfulness Oasis Room** - Blue & Pixel LED ceiling projecting clouds. Relaxes & calm down.

[Click here for virtual tour](#)



BASEMENT - AUTOCAD FLOOR PLAN WITH ZONING





**LIGHTING SCHEME**  
SKETCHUP WITH ENSCAPE RENDERING AND PHOTOSHOP





ZONE 3: MOODY DANCE ROOM - SKETCHUP WITH ENSCAPE RENDERING





ZONE 5: CAPTIVATING JUNGLE ROOM - SKETCHUP WITH ENSCAPE RENDERING





ZONE 6: MINDFULNESS OASIS ROOM - SKETCHUP WITH ENSCAPE RENDERING



# ST. JOHN'S PLAYScape

## EDUCATION

### BRIEF

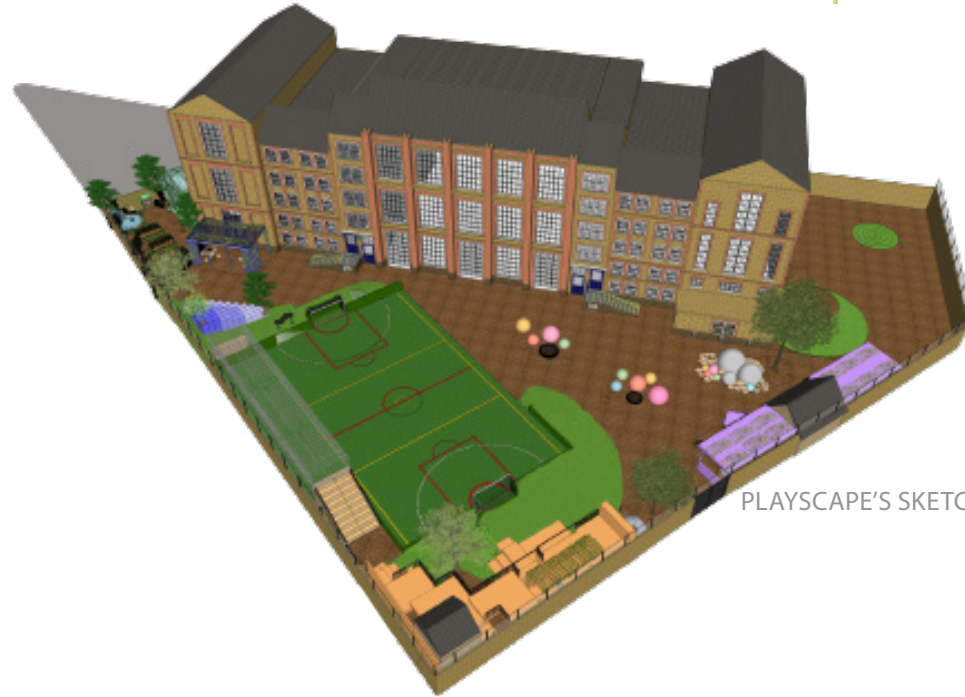
Reimagine St. John's School playground. Allow for various activities, add greenery, and consider their Christian values, capacity, safeguarding, accessibility, children's behaviour & weather conditions. During this project, I served as team leader while working alongside my team.

### CONCEPT

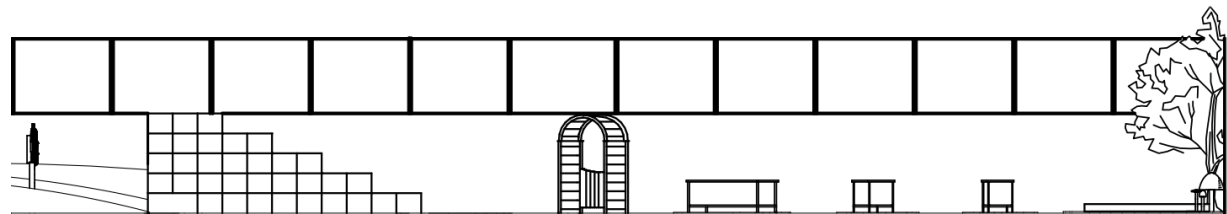
Inspired by the lack of nature in the space, and its relevance in helping children self-regulate our concept **Urban Forest** was born. 6 zones with different types of play, colour-coded to incite specific values and children's development.



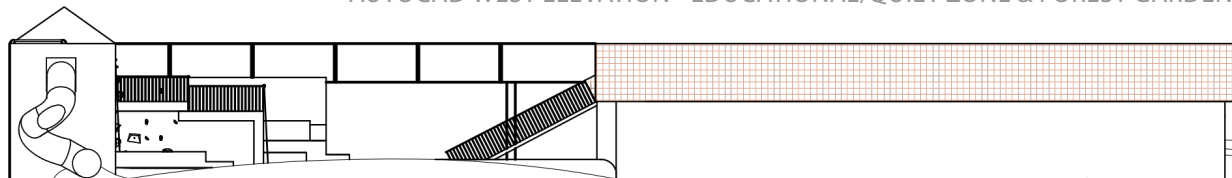
### DEVELOPMENT & RESOLUTION



PLAYSCAPE'S SKETCHUP MODEL



AUTOCAD WEST ELEVATION - EDUCATIONAL/QUIET ZONE & FOREST GARDEN

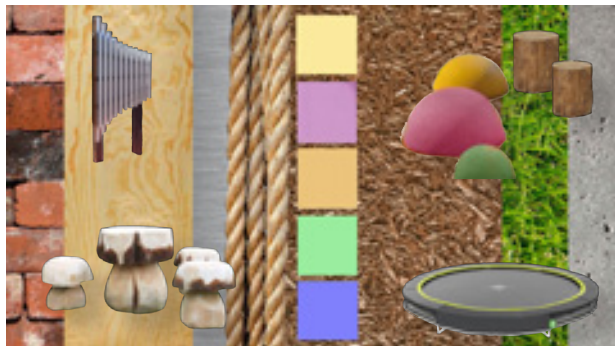


AUTOCAD WEST ELEVATION - CHALLENGE ZONE



## MATERIALS, FF&E & GARDENING

Main materials are recycled rubber mulch and artificial grass for floors to bring the forest look, reduce noise and improve safety. Plywood, ropes, and reclaimed bricks to build the climbing frame, bridge, amphitheatre, and pergolas. Coloured-poured rubber to soften the amphitheatre and climbing balls, give a fun and urban touch.



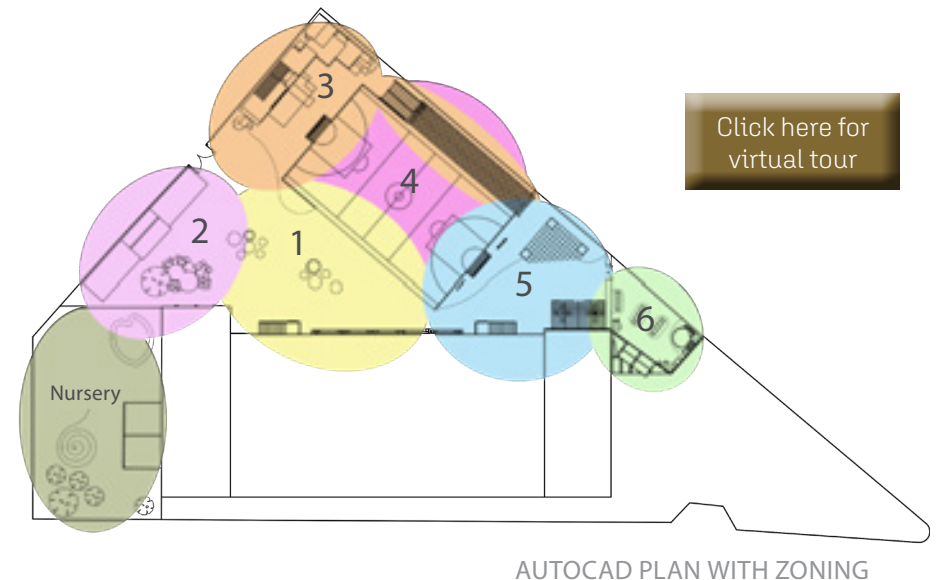
Evergreen trees, wisteria, climbing plants, and self-seeding nectar-rich flowers are to be planted bringing the forest into the urban.



## SUMMARY

An educational, challenging, and fun playscape. Promotes togetherness and collaboration between the children, as well as emotional, physical, and creative development in each child. 6 Zones:

- 1-Free Play Zone:** Run, climb and jump on trampolines. Yellow: Optimism.
- 2-Imagination Zone:** Dress up, construct, hide in dens, or create stories. Lilac: Creativity, well-being, emotional development.
- 3-Challenge Zone:** Climbing frame and net bridge (designed to increase playscape circulation). Orange: Happiness and energy.
- 4-Football Pitch** (as per current playground).
- 5-Educational/Quiet Zone:** Amphitheatre, Sensory area, Quiet area. Blue: relaxes, calm down.
- 6-Forest Garden Zone:** Learn about London's Forest plants and animals. Green: Tranquillity.







EDUCATIONAL & QUIET ZONE - SKETCHUP WITH ENSCAPE AND PHOTOSHOP RENDERING





CHALLENGE ZONE - SKETCHUP WITH ENSCAPE RENDERING



# WEST DEAN RECEPTION DESK

## BESPOKE JOINERY

### BRIEF

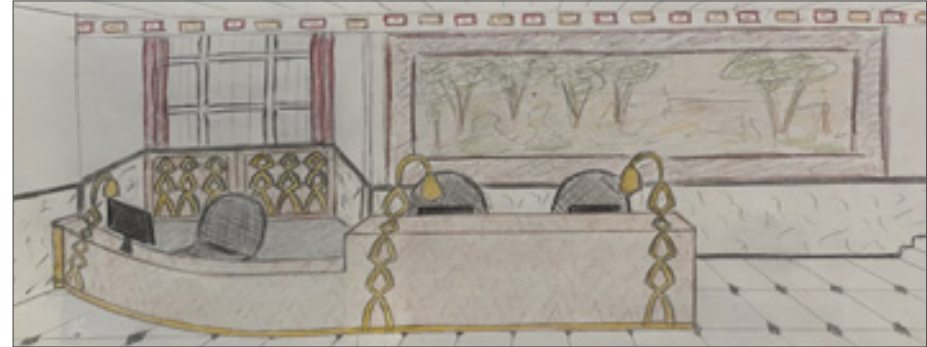
Design a new reception desk for West Dean that reflects the college's values of innovation and functionality while taking into consideration the grade II listed building. It had to be inspired by Surrealist art, as the previous West Dean owner was Edward James, known for his patronage of this art movement.

### CONCEPT

Inspired by the several arches present at West Dean, resembling the **arches from Las Pozas** surrealist garden in the Mexican jungle designed by Edward James. The design glorifies the arches subtly incorporating them inlaid on the desk front. They appear as crawling up the desk and becoming the desk lamps. To resemble the repetitive arches pattern seen in Las Pozas, the desk front showcases a repetitive cathedral wood pattern.



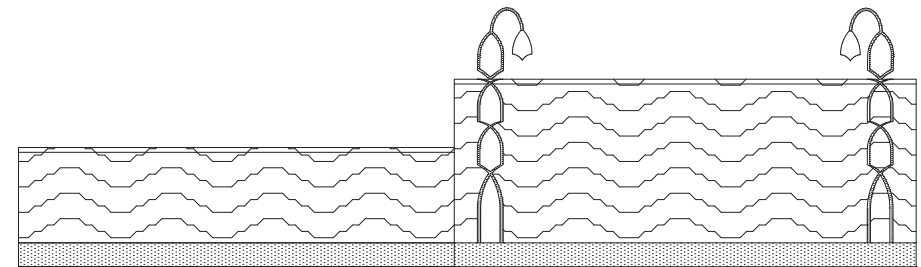
### DEVELOPMENT & RESOLUTION



FRONT DESK HAND DRAWN SKETCH



STORAGE OPTIMISATION IN SKETCHUP

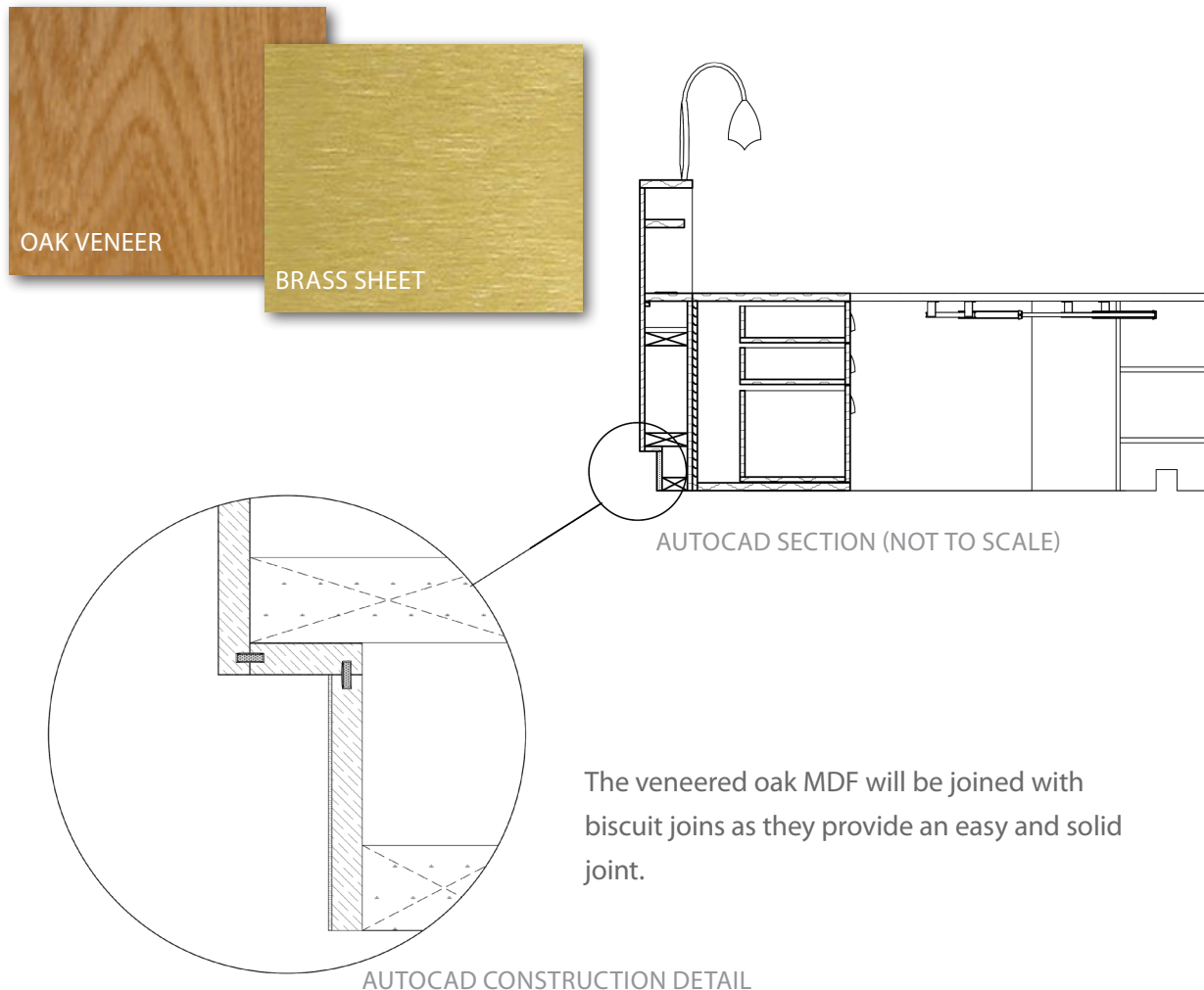


AUTOCAD FRONT ELEVATION



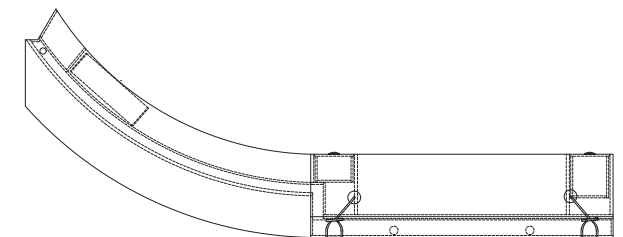
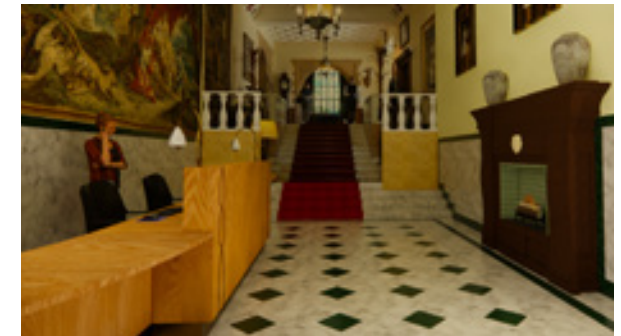
## MATERIALS & CONSTRUCTION

The two materials selected for the desk are light oak with a matte finish, and satin brass for the inlaid arches' decoration, bringing a modern and elegant look. Considering materials sustainability, instead of solid timber, FSC-certified oak veneers will be inlaid in MDF panels, as well as recycled brass sheets.



## SUMMARY

A minimalistic desk design focused on functionality yet with an elegant modern aesthetic that will enhance West Dean's important reception. The design aims to optimise the use of space, allowing for the best circulation possible, plenty of storage, and a comfortable user experience. Designed with ergonomics, sustainability and accessibility in mind, will ensure a warm welcome to visitors arriving to West Dean College.







SKETCHUP WITH ENSCAPE RENDERING





SKETCHUP WITH ENSCAPE RENDERING



# VEJA EXHIBITION STAND

COMMERCIAL

## BRIEF

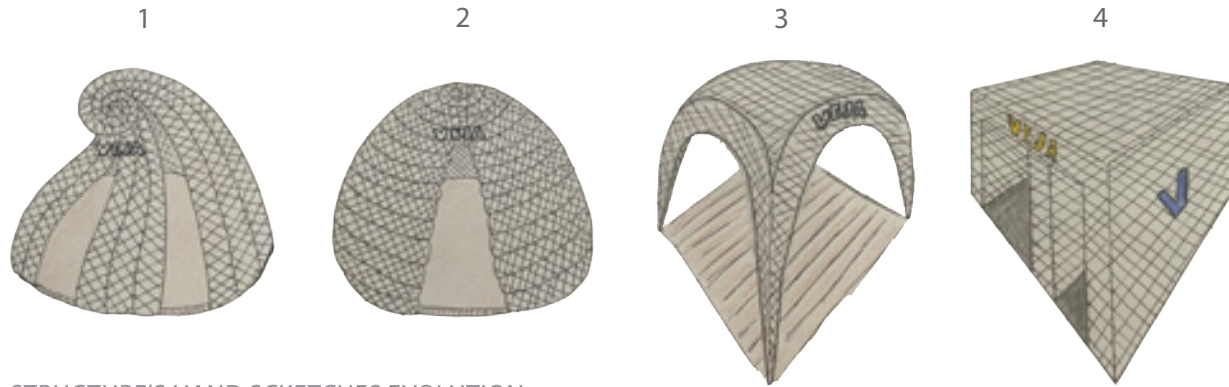
Create an exhibition stand for VEJA sustainable trainer's brand. The focus was to bring alive the brand's identity, values and increase its awareness. The stand needed to be eye-catching and exciting to attract consumers inside.

## CONCEPT

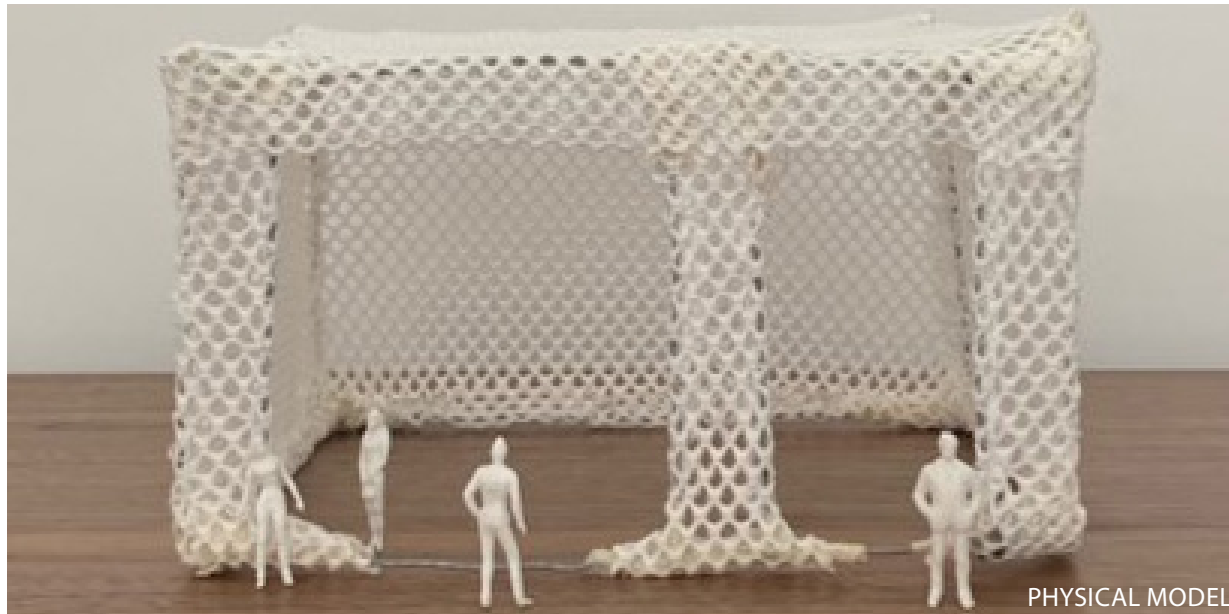
Inspired by VEJA's community with suppliers, distributor, consumers, and partner brands, creating **VEJA's MESH**. Like the mesh used in its trainers, it will also imply the brand's transparency.



## DEVELOPMENT



STRUCTURE'S HAND SKETCHES EVOLUTION

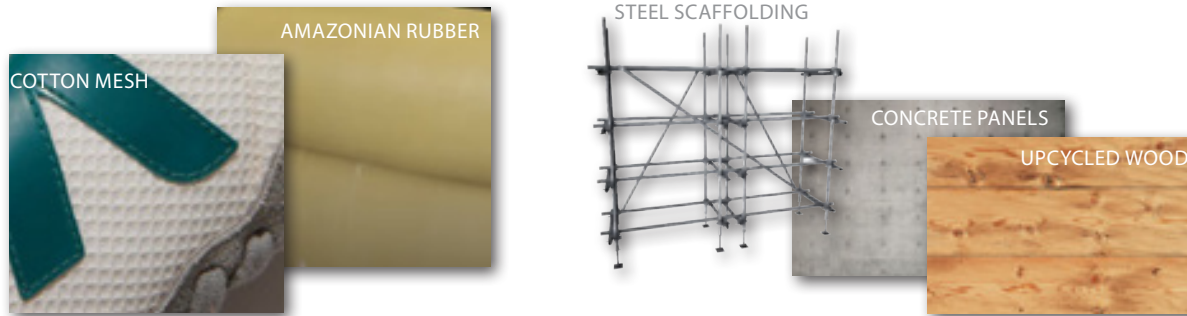


PHYSICAL MODEL



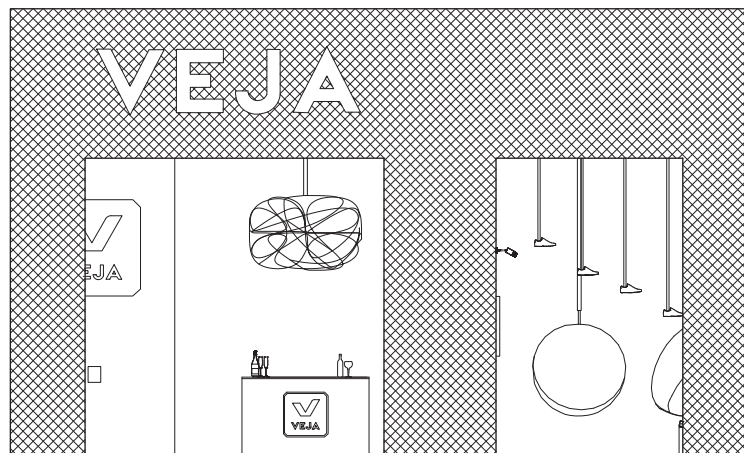
## MATERIALS & FF&E

Materials were selected inspired by VEJA's trainer's components: 100% organic cotton mesh for external walls, ceiling, and bespoke hanging chairs, and Amazonian rubber sole for floors offering good acoustics and ideal for exhibition spaces. Other materials were picked due to Brutalism architecture influence in VEJA stores, such as steel scaffolding for the structure, concrete panels for internal walls and stairs, and upcycled wood for bespoke furniture. All are environmentally friendly, to be reused or re-purposed after the pop-up is no longer in use.



Bespoke neon light from artist Kleber Matheus acts as a focal point on top of bar to drive people into the stand.

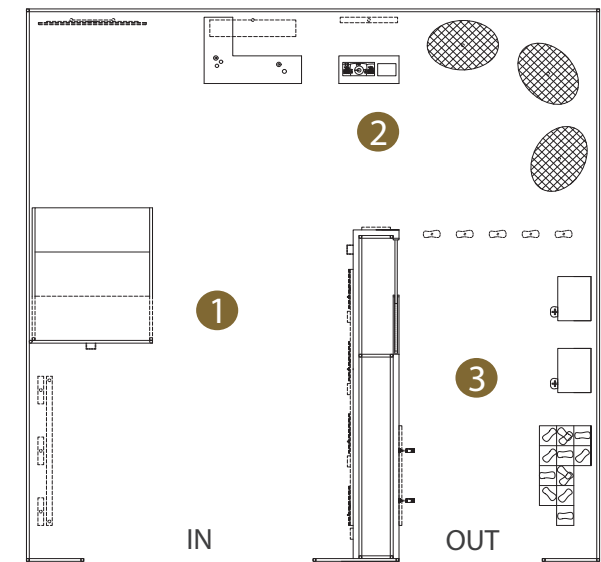
AUTOCAD FRONT ELEVATION



## SUMMARY

An industrial-looking, understated, and ecological mesh structure inspired on VEJA's values (collaboration, transparency) and store design language (blocky, brutalist, white & neutrals). Accommodates 3 zones:

- 1. Purpose zone:** with ecological and social impact areas and debates auditorium.
- 2. Lifestyle zone:** Bar, DJ and sitting lounge with hanging mesh chairs.
- 3. Product & Design zone:** Co-creation booths and Brand's Collaboration exhibit. Accessibility & UK Part M taken into account.



AUTOCAD FLOOR PLAN



**ECOLOGICAL AREA**

Ecological materials  
Good for the planet

A post-petroleum  
sport trainer  
is possible  
  
Check it under  
the flaps

8-mesh &  
Amazonian  
Rubber  
  
Open flaps to  
learn more

100%  
Organic  
Cotton  
  
Look &  
Touch

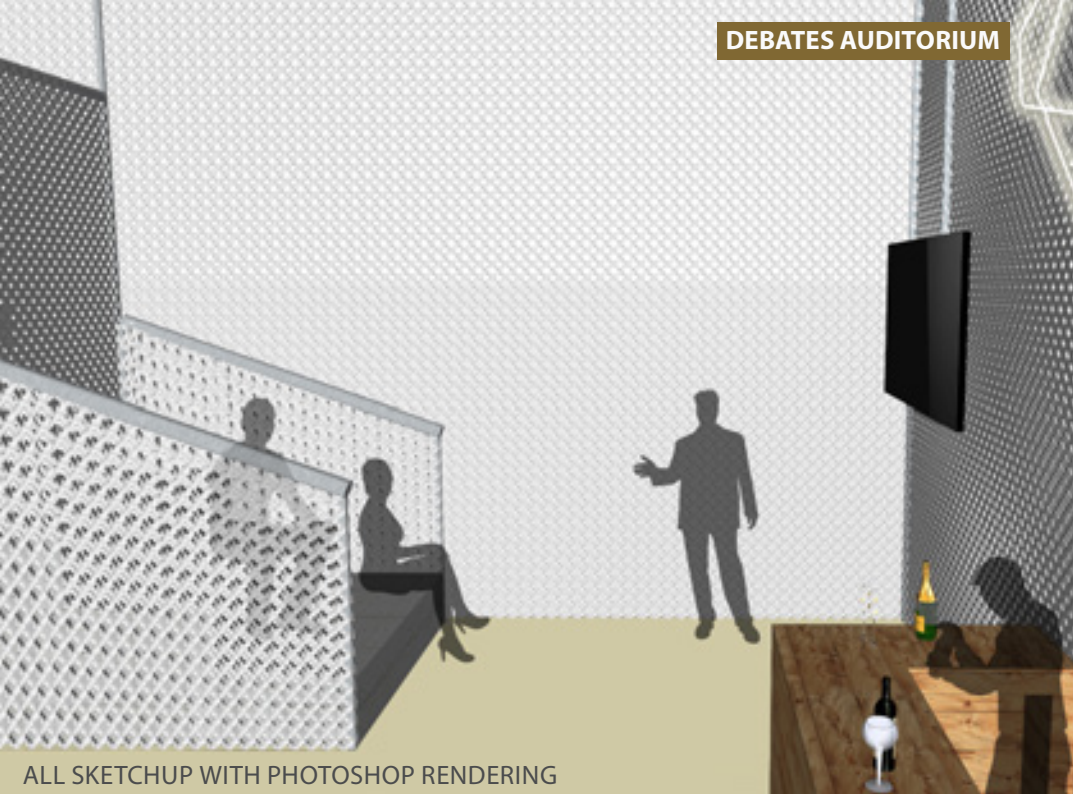


**SOCIAL RESPONSIBILITY AREA**

Caring for our real protagonists. Get to know their real stories



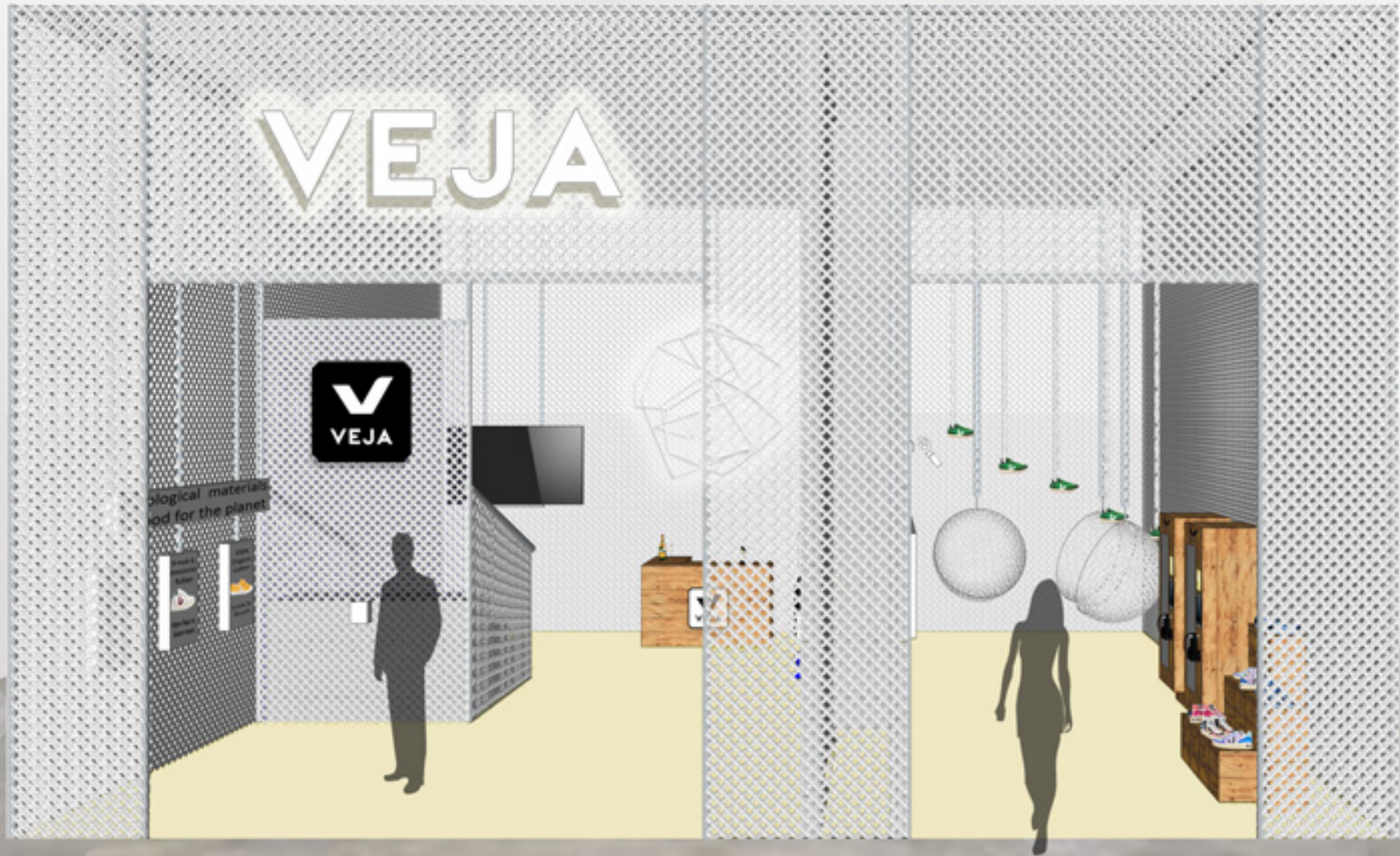
**DEBATES AUDITORIUM**



**PRODUCT ZONE**







SKETCHUP WITH PHOTOSHOP RENDERING - FRONT EXTERNAL VIEW



# BATTERSEA APARTMENT

## RESIDENTIAL

### BRIEF

Design a new build apartment for an architect and academic leader client. He requests a unique and flexible space to work, entertain friends, host family, and accommodate his hobbies.

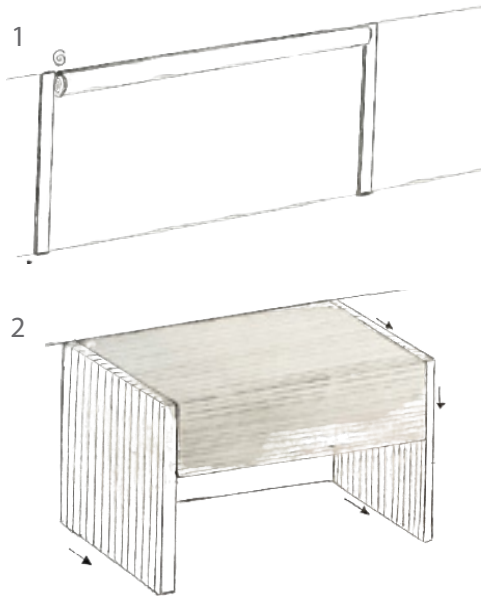
### CONCEPT

Triggered by clients' liking of Surrealism art and the need for space flexibility, the furniture and space will be **morphing** to adapt to the client's needs, with unexpected changes in colour or materials. From a completely open plan to separate rooms via division walls morphing like a caterpillar morph into a butterfly, or how it walks expanding and contracting as a bandoneon.

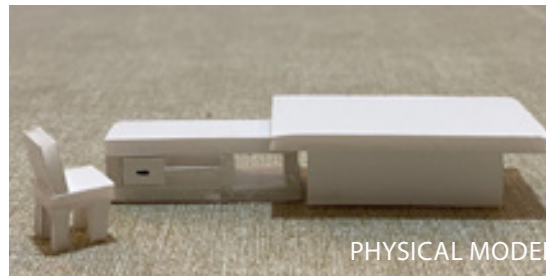


### DEVELOPMENT

Space morphing from open plan to room:

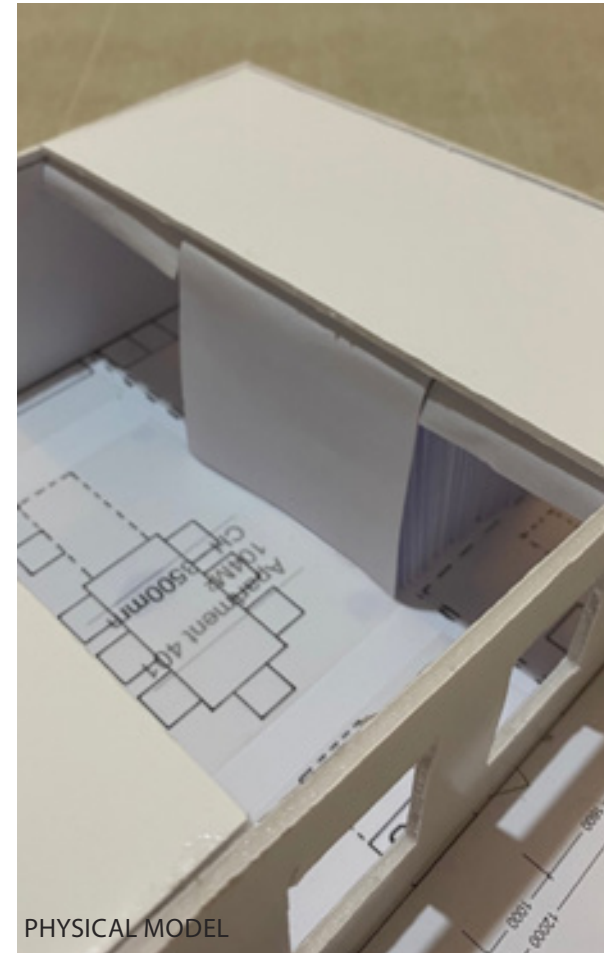


Office desk coming out from dining table:



PHYSICAL MODEL

Living Room closed in "cinema mode". Formed by ceiling rolling caterpillar wall and vertical retractable caterpillar walls. Bedrooms and Kitchen have a window for proper ventilation.



PHYSICAL MODEL



## MATERIALS & FF&E

A contemporary, industrial, and sustainable decorative scheme. Neutral pallet with mustard yellow accent, inspired by surrealist art. Contrast of textures, roughness vs. smoothness. Retractable walls made of bamboo and rolling ones made of wood slats. Polished concrete floor. Travertine dining table with interior plywood office desk. Reclaimed wood for bookshelves and coffee table. Upcycled leather sofa. Stone feature wall in the living room. Rusted iron and stainless-steel kitchen cabinets.



## SUMMARY

A smart morphing home, with walls and furniture morphing via the use of control remote, adapting to the client's needs on the day, activity, or guests present in the property.

Master bedroom can morph into a reading nook. Living room into an enclosed dark cinema. Lounge into a guest bedroom. Dining table in an office. Laundry into a wood carving workshop, and kitchen able to be hidden away. Other gadgets as a bookshelf becoming a valet, or a bed hidden in a wardrobe are examples of the furniture morphing.



HAND RENDERED AUTOCAD FLOOR PLAN





SKETCHUP WITH ENSCAPE RENDERING









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