

Najah  
Jamil

portfolio



# CONTENTS

Kew Family Residence	2
Reclaiming TOLWORTH	8
West Dean Reception Desk	10
Nopalera Exhibition Stand	12
Battersea Apartment	16

**BRIEF**

Design a modern eco-sensitive home that also takes into account the clients requirement to age in placethus look at future gazing while designing the property.

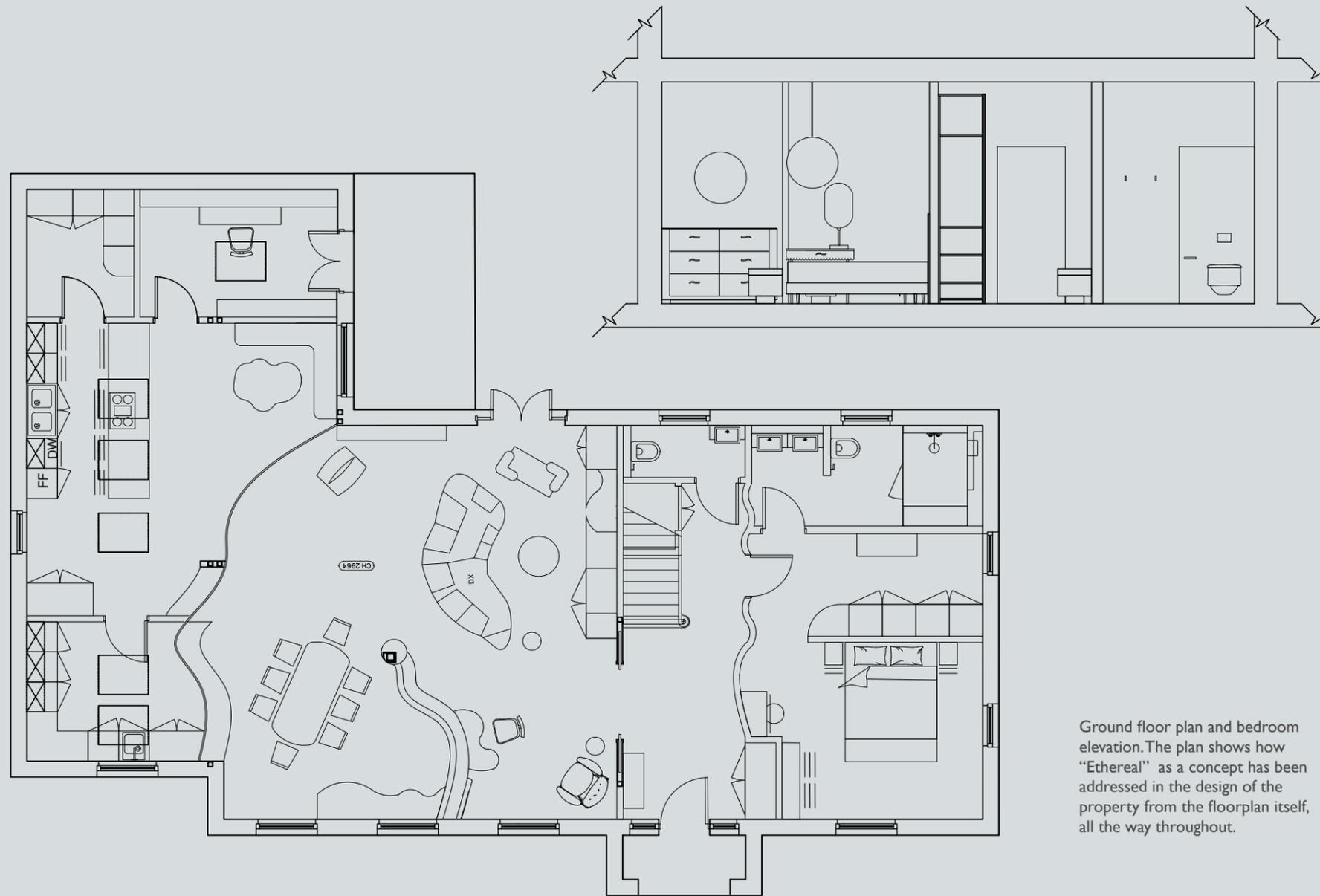
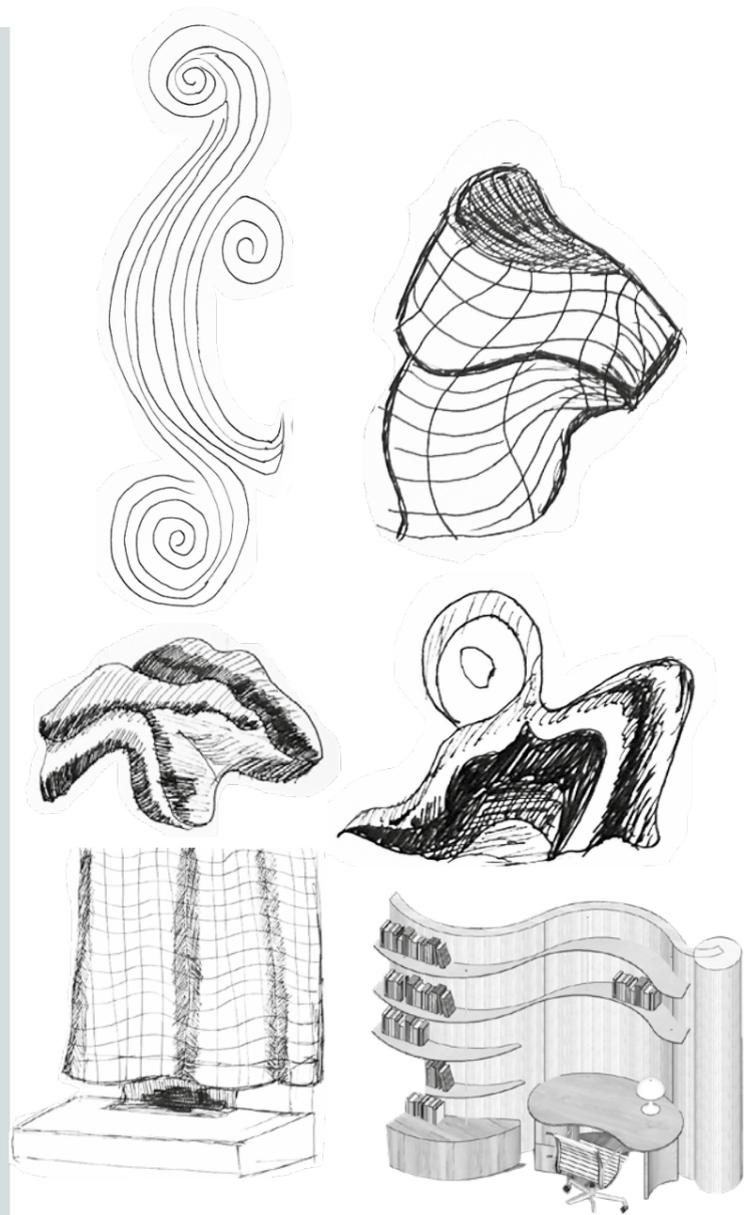
**SOLUTION**

The final design proposed addresses how the house takes into account the owners' future lives while making sure they have a modern eco sensitive house that maximises their well-being and accomodates their current lifestyle.

Whilst the house is sleek and modern, it has been designed to accomodate their requirement of hosting family and friends. Moreover, decisions regarding mobility and access as they age in place have also been accounted for thus allowing them to minimally add to the current design once their needs change.

By choosing the right materials, finishes and amenities , their requirement of living in an eco friendly home has been addressed.

The design is based on the concept "ethereal". I started extracting sketches based on soft curves, transparency, movement, lightness, and superimposed volumes. From the skectches, I moved onto modeling, more researach until I reached my final proposal.



Ground floor plan and bedroom elevation. The plan shows how "Ethereal" as a concept has been addressed in the design of the floorplan itself, all the way throughout.



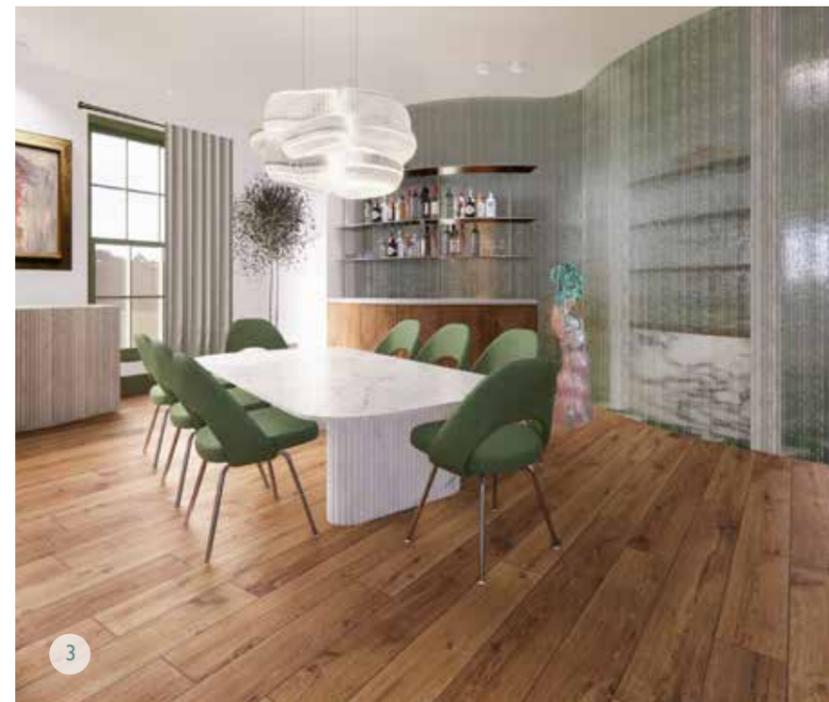
A variety of materials have been carefully selected to reflect the concept and reference the context and the clients' requirements. These materials have also been selected because of their sustainable, eco sensitive properties, but also for their salutogenic characteristics.

From natural stones (marble, onyx, travertine) to R rated porcelain tiles, metals, textured fabrics, wallpapers and paint, everything has been hand selected to create a soft yet textured backdrop to the client's home.





2



3

1. Living room with emphasis on textured eco friendly materials. An open plan ground floor living space has been designed to fit their request. Curved partition walls, clad in ribbed Carrara marble or ribbed glass will form a soft, ethereal backdrop to the layout. This adds softness to the design.

2. Home office fitted into feature partition wall. Iridescent cast aluminium floating shelves and a curved English walnut desk with storage have been designed to address another requirement of the clients for their new home.



4

3. The dining space is part of the open living/dining area, separated by the feature curved partition wall. An India Mahdavi dining table in Carrara marble, seating 8, is placed in the middle of the space. A bar with ethereal iridescent cast aluminium floating shelves and shallow cabinets underneath form the bar while a custom made marble buffet unit adds more storage to the space.

4. Master bedroom on the ground floor that has been future proofed. It is designed to reflect the concept and has many salutogenic design features that would enhance their well-being and comfort.

7

**BRIEF**

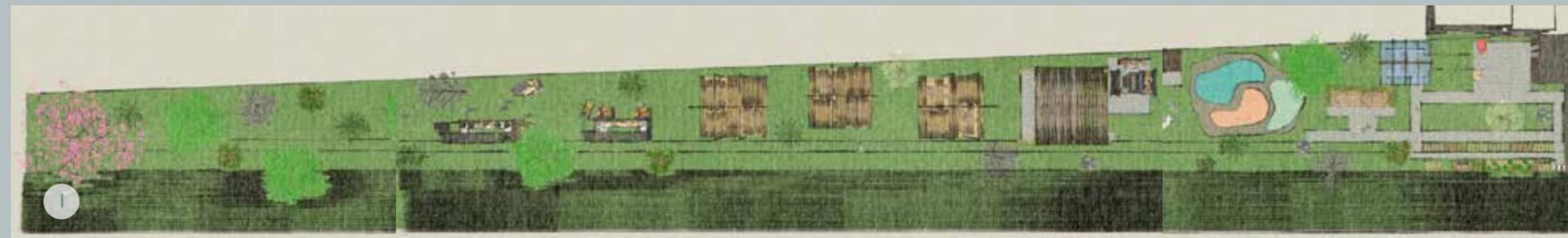
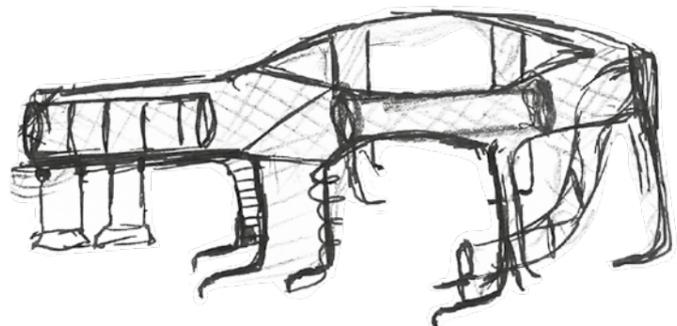
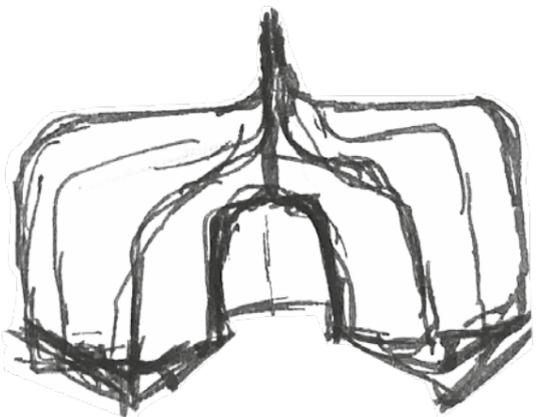
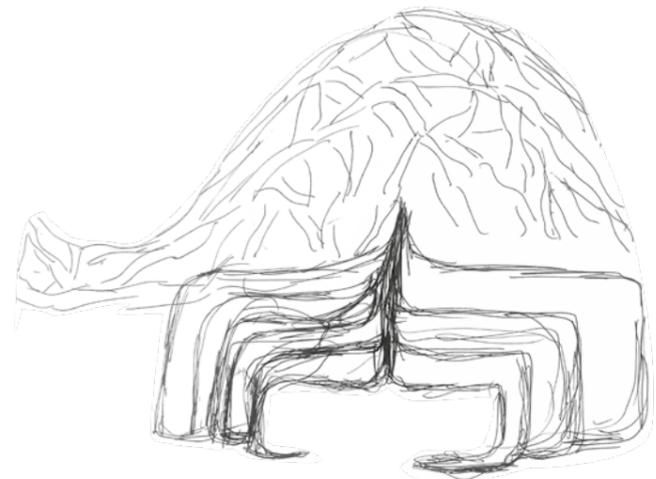
The project challenges common perceptions of interior spaces and aims to respond to social issues through design, by providing the local community of Tolworth with services they need. The project seeks to make the site of Tolworth Train Station more connected to its surroundings and the community by proposing adaptable and sustainable spaces that encourage sharing, education, and growth while enhancing the relationship between people and nature.

**SOLUTION**

The proposal uses the available spaces within the station and around it, including vacant spaces on the ground and railway levels, the rear and front parts of the building, and design them to host various events, such as: a pop-up market, social area, a play area, co-working, and an urban meadow.

After the analysis of the station, our team was able to recognise the services the community was in need of and reach out to potential sponsors to aid in this community-led initiative.

This approach to redesign unmanned and unused train stations by creating adaptable and sustainable spaces that encourage community engagement and economic activity by also addressing the local needs and ambitions of the local community, can become a blueprint for other under-used train stations to adopt.



Sample FF&E



1. Plan of the rehabilitated community garden. More communal activities have been integrated and include a food market, outdoor screenings, cook-outs, play area, etc..  
 2. Plan of Community Brain's Baking Ideas space where many initiatives are run, to serve the community and generate revenue for the organization.

3. Plan for the Community Creates space that seeks to foster connectivity by supporting local artists and craftsmen by giving them a space to showcase their work.

**BRIEF**

Design a new reception desk for West Dean College. The piece of furniture designed should reflect the values of the client and therefore combine innovation with functionality.

**SOLUTION**

I focused on surrealism as a concept for the development of my ideas and designs for the reception desk.

I thought about Magritte's apple from his The Son of Man work. A spheric sculpture in the shape of an apple would become a sculptural cabinet cast in bronze. I decided to incorporate a light fixture into the stem.

I decided to incorporate the fish scales, a detail from the fireplace and the current desk, into the new design. The influence of Salvador Dali on the place and his relationship with Edward James inspired me throughout. The elephant, a recurring theme in Dali's work was hence another element I wanted to include in my design.

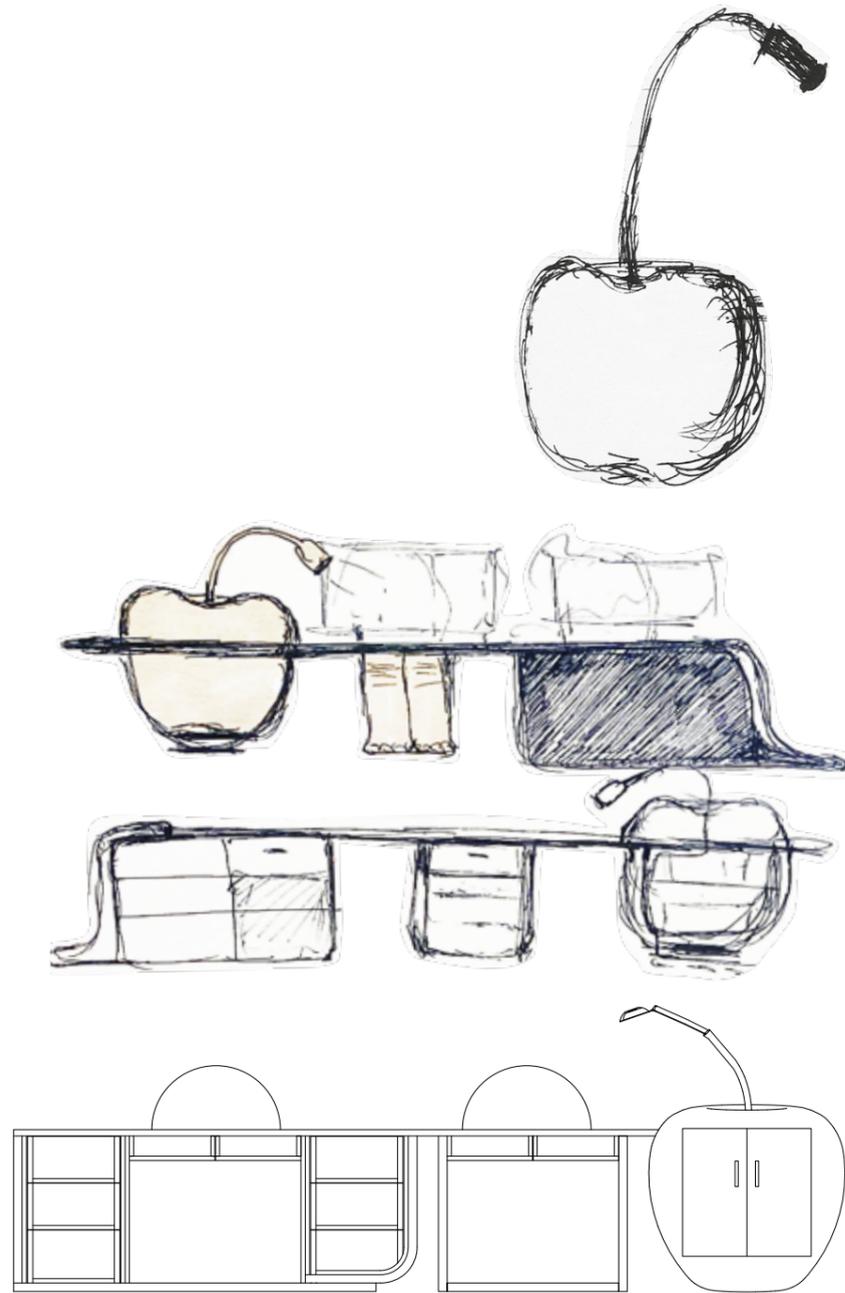
I decided to make my desk from medium stained oak and added antique bronze details with green patina on the apple sculpture/ cabinet.



Oak



Bronze



**BRIEF**

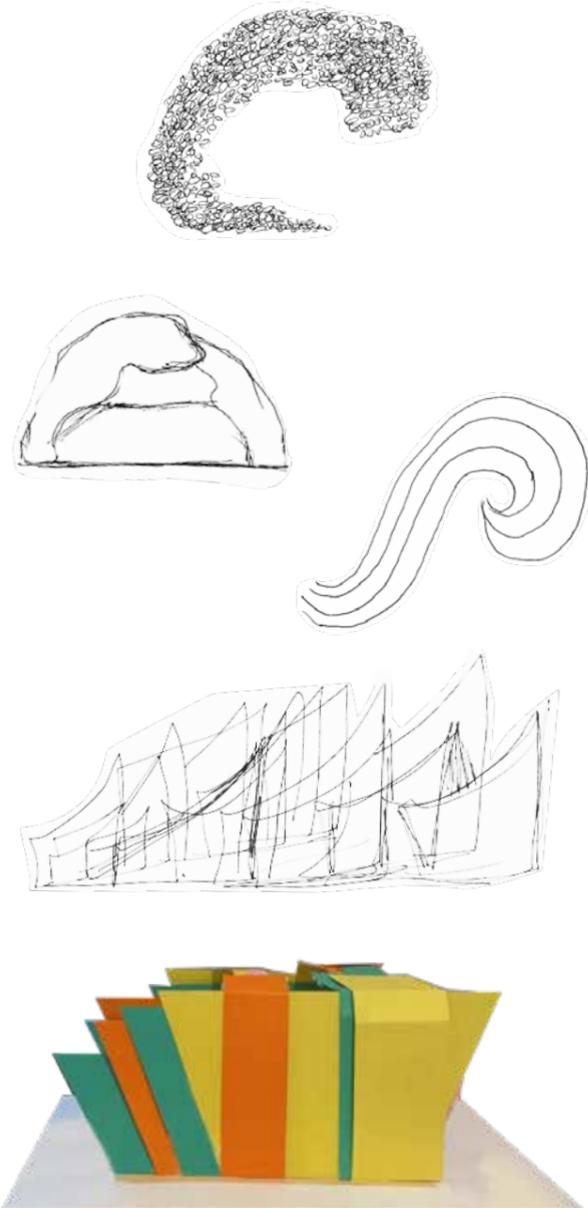
Design a pop-up traveling exhibition stand for Nopalera- a Mexican bath and body care brand. Design aims to represent the brand values and company aspirations, generate public and media interest, promote brand recognition.

**SOLUTION**

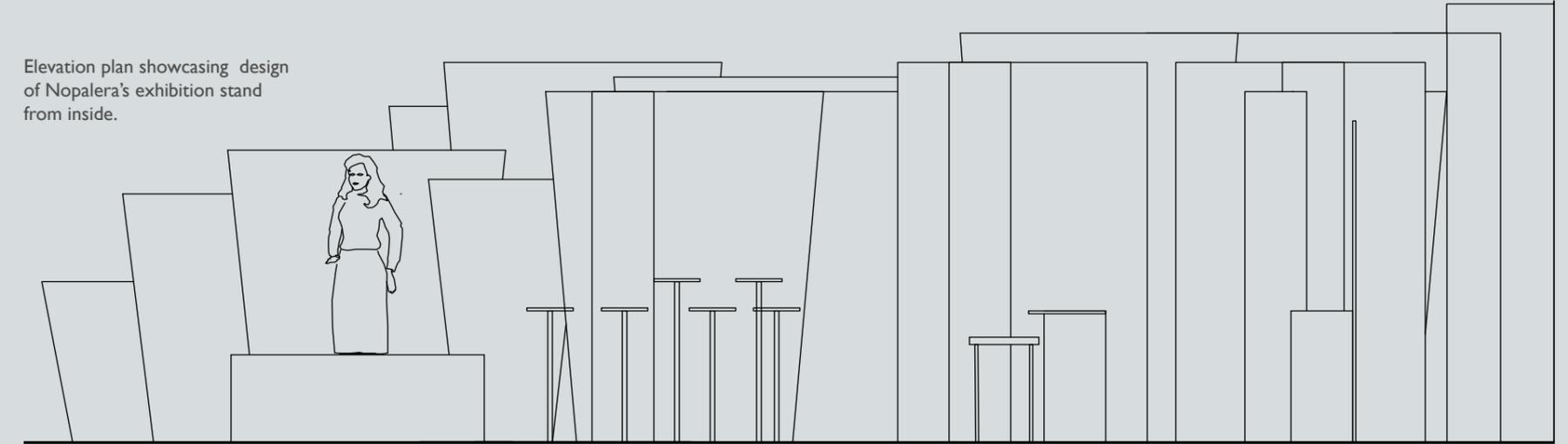
Nopalera strives to disrupt the Eurocentric perception of luxury skincare, by introducing a prestige bath and body care brand that is Mexican.

In order to express that, I decided to explore the idea of a tsunami of Mexican culture and folklore overtaking the design of this exhibition stand.

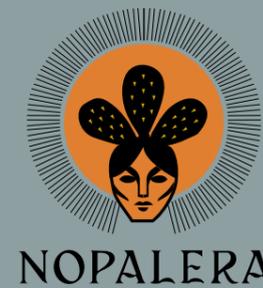
A progressive structure that gains amplitude and immerses the visitor in Mexican culture is one way we can explore the concept of disruption. The brand is colourful, bold and fun. A sculpture with the Nopalera goddess greets visitors, standing tall on a round bench upholstered with otomi fabric. The colours used are bold, all that to reflect that Nopalera is unabashedly Mexican, it is not trying to assimilate but to highlight its own identity.



Elevation plan showcasing design of Nopalera's exhibition stand from inside.



Key FF&E





Side view showing the Nopalera stand. Ascending coloured cement foam boards create interest, drawing visitors in. A large sculpture of our Lady of Nopalera stands atop a rounded seating bench upholstered with embroidered Otomi fabric.



Oak display stands are placed on either side of the stand. They have sensors that are linked to LED screens placed behind the displays. Once visitors are closeby, the screens change texture and colour using AI generated abstract imagery. At the center of the stand a bar with storage underneath is placed, where Mexican botanicals, the main ingredients used in making the products of

the brand are also used to make cocktails.

An Otomi wallpaper covers the wall behind the bar, behind which is a little storage room that is 2mx1.5m for employees to store their belongings. A backlit Nopalera signage stands at the top of the stand.



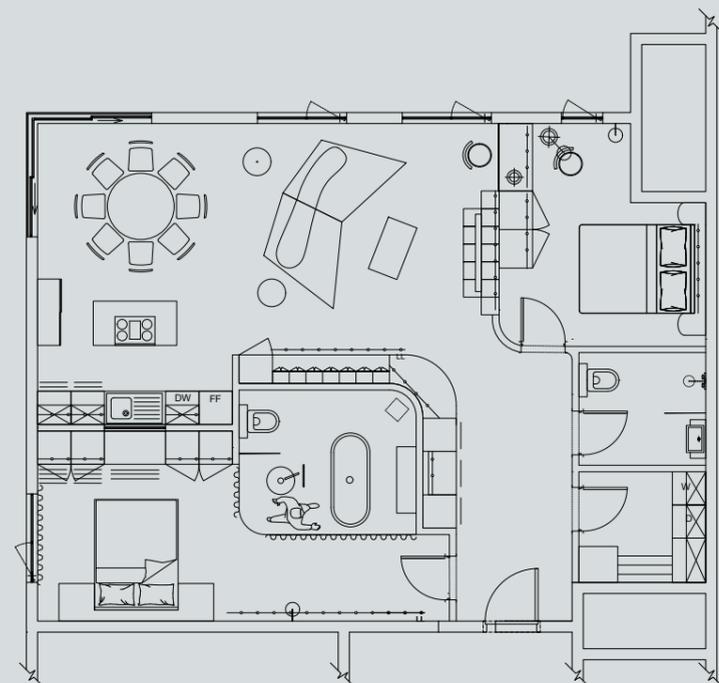
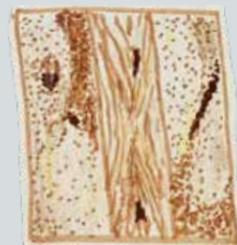
**BRIEF**

Design Francesco Savini's two bedroom flat in Battersea. Francesco requests a neat, tidy apartment. He wants a social space where he doesn't feel cut off from his guests when he cooks. He would like the kitchen to be integrated into the living space. He wants a large bed in his calm serene room.

**SOLUTION**

HIDE & SEEK is a playful response to Francesco's brief while adding playfulness to the way the design of the apartment will be tackled. Hiding can be approached in different ways: by blending with the environment, by hiding things behind a surface or covering them, or by tucking them away and putting them in a box.

Creating a sophisticated multifaceted design that is playful, seamless and tidy is of utmost importance to the client hence applying these different ideas while responding to the brief will allow us to give Francesco what he is looking for in his new house.



I explored the idea of camouflage and how it can be physically translated into the space by having similar patterns in different textures, having different materials with similar colours, in order to blend different objects within a space to create a seamless finish.

I also explored the idea of hiding things within other things whether by covering them with soft furnishings or by hiding them behind other objects. And the Jack in the box idea was explored through the creation of cubic elements.



Najah  
Jamil

T: 0750 181 7755  
najahjamil@gmail.com