



natalie
arestis
P O R T F O L I O



ABOUT ME

Professionally I've worked in a number of roles within marketing & PR which is where I developed a love and talent for storytelling and believe that design can be another powerful form of this expression.

Project Management is a key strength, as is managing multiple priorities, and within the context of design I have been lucky to have been involved in renovation projects within the residential sector. My latest, Branch W3, features here alongside projects I completed at KLC as part of my Diploma in Interior Design.

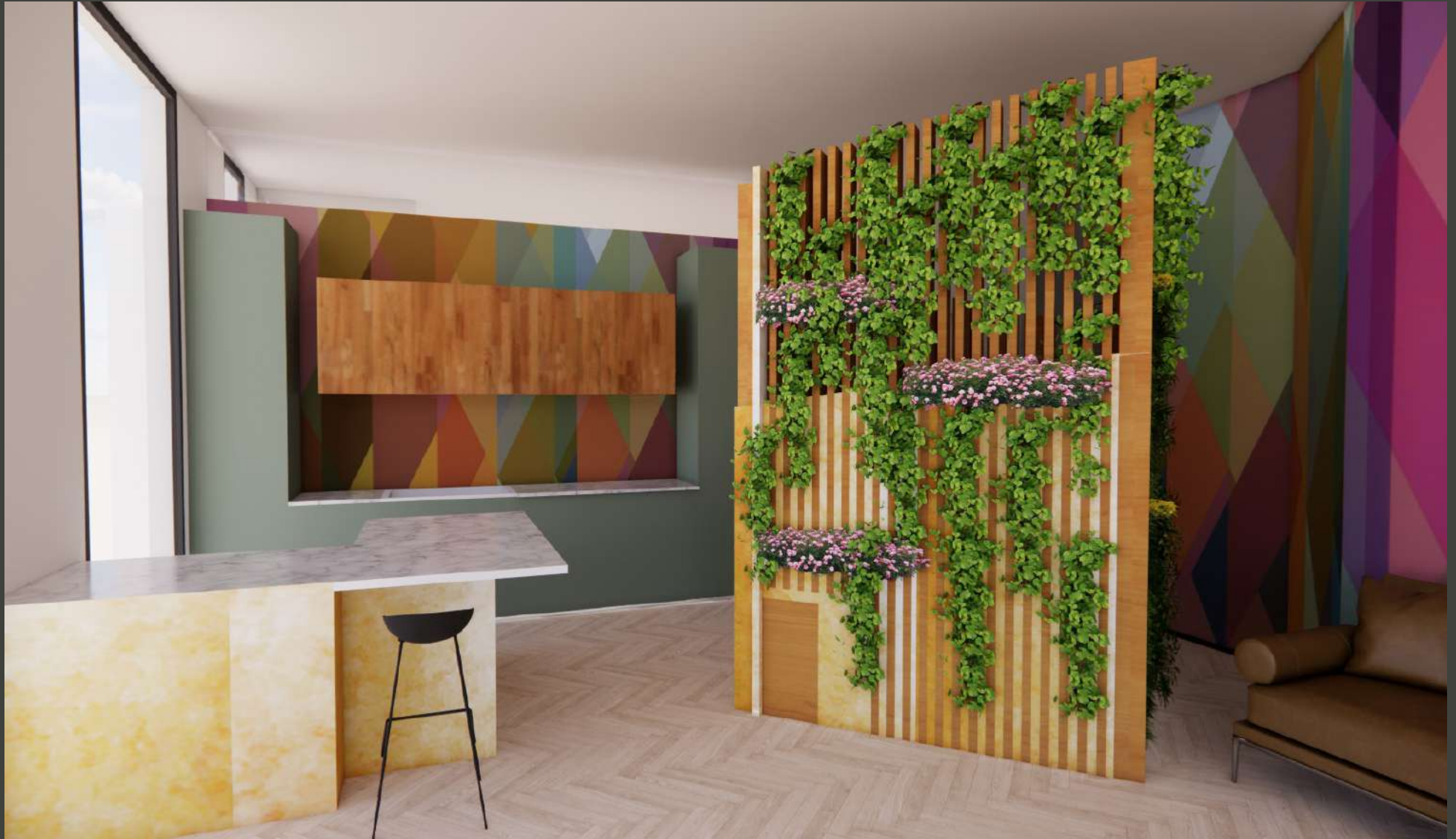




Branch W3: This project involved the complete renovation of a 2800sq ft family house in West London, reconfiguring the floor space, the conversion of the loft and complete redesign of the entire property. Its wide spaces and flexible design now lends itself as a location house for shoots.

PROPELLED IN BATTERSEA

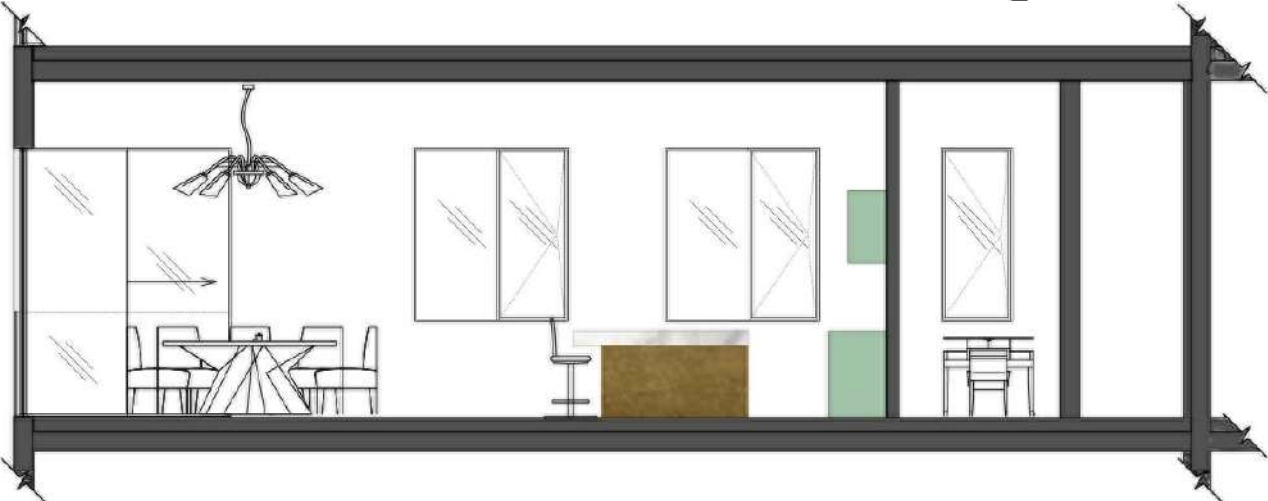
A design for a two bed flat with a biophilic solution

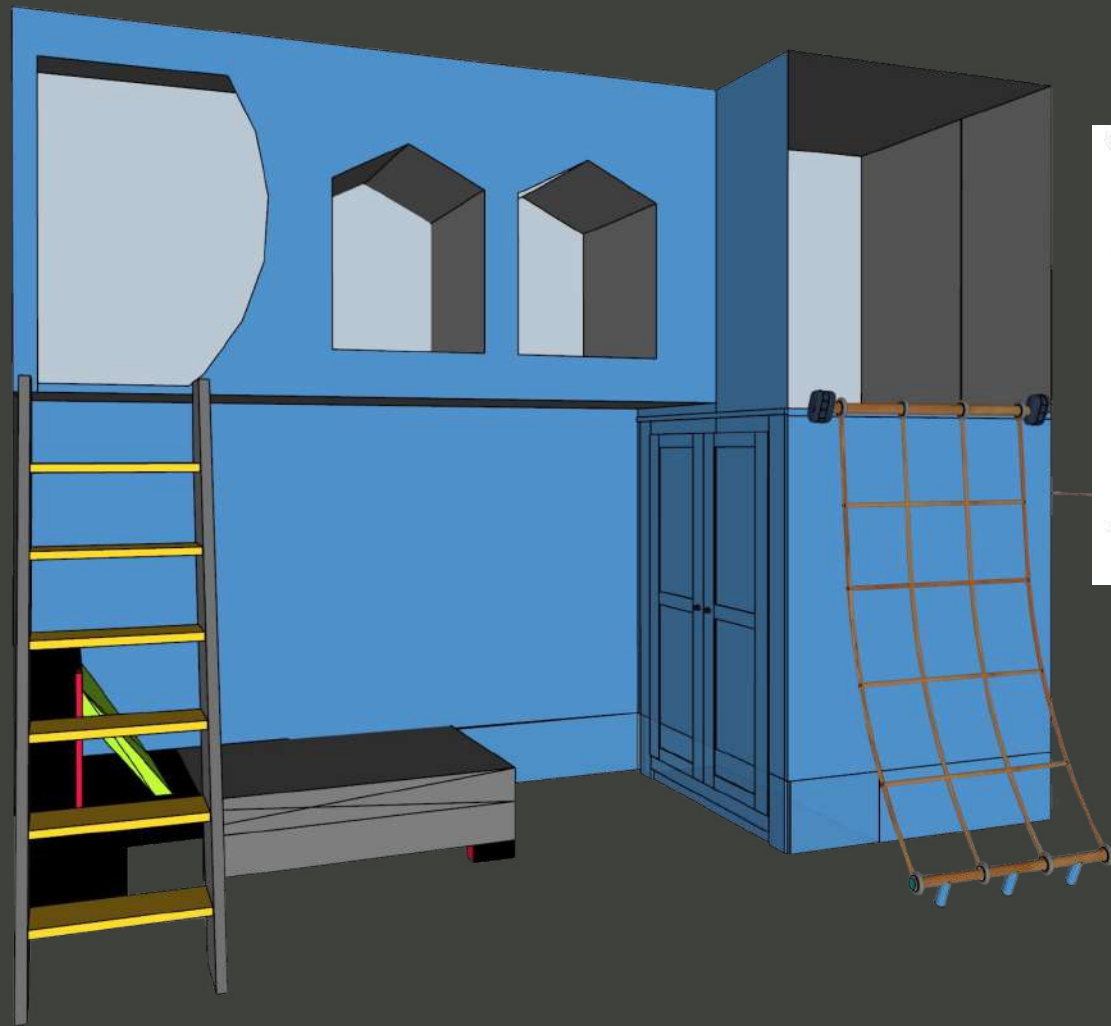


Design Development



Propelled in Battersea is inspired by the Whirligig which when put in motion, creates a central core from which interesting effects are enabled. This design language is reflected in the design.





Bespoke design for child's bedroom



FF&E for main bedroom



FF&E for living space



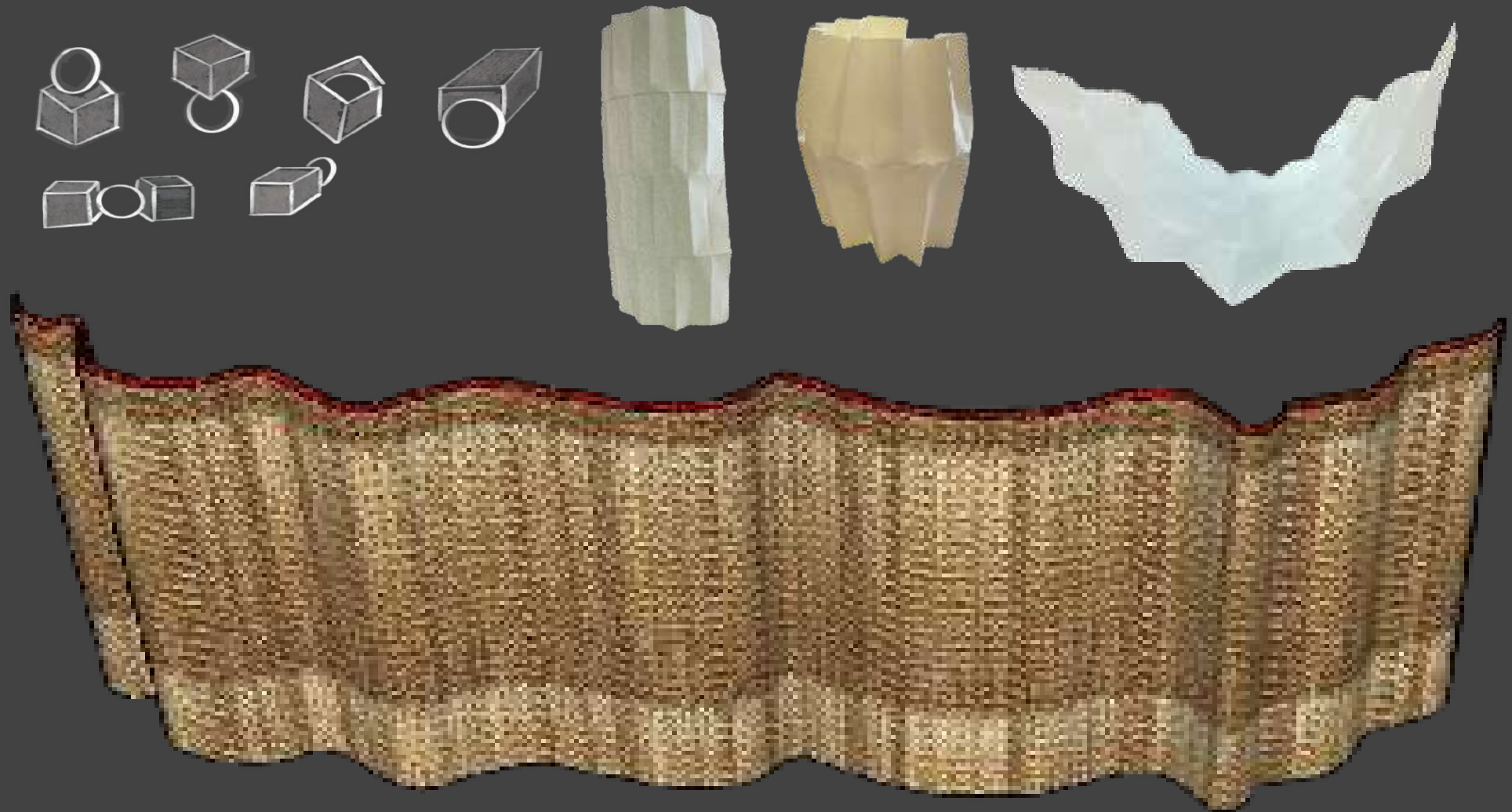
Evening view with LED lighting working to enhance key features of the kitchen and studio

THE EYECATCHER

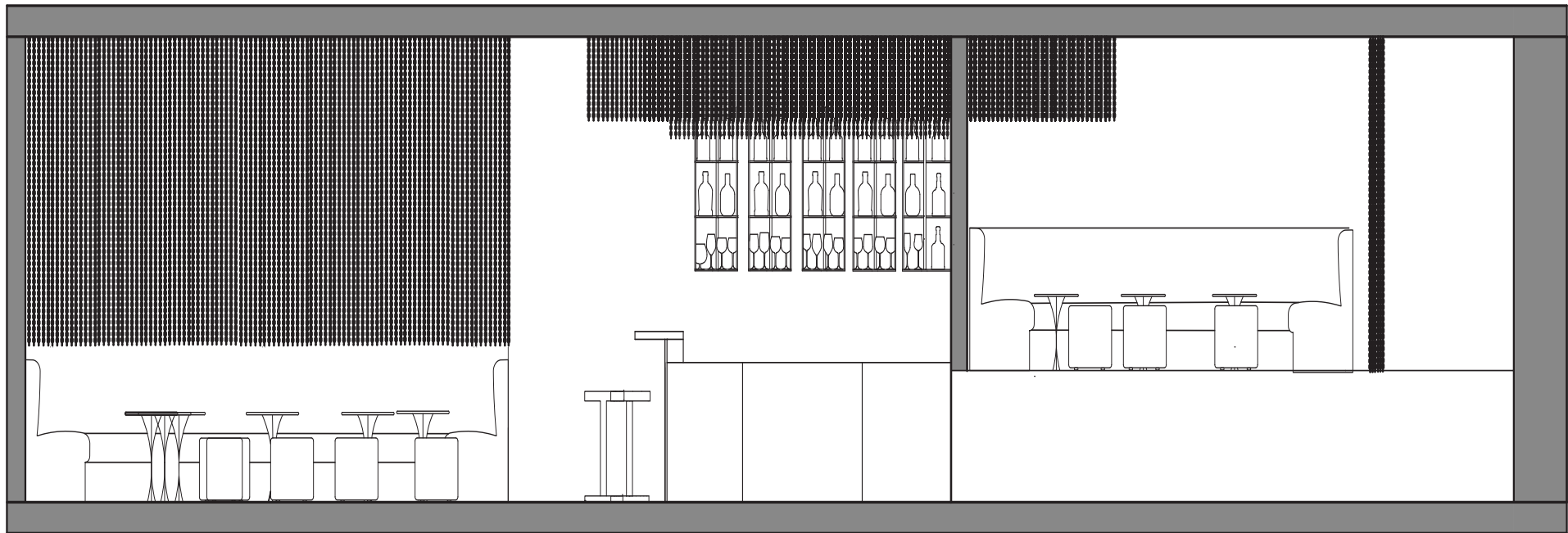
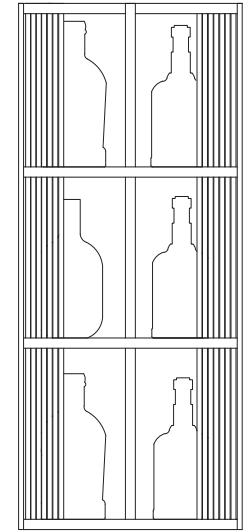
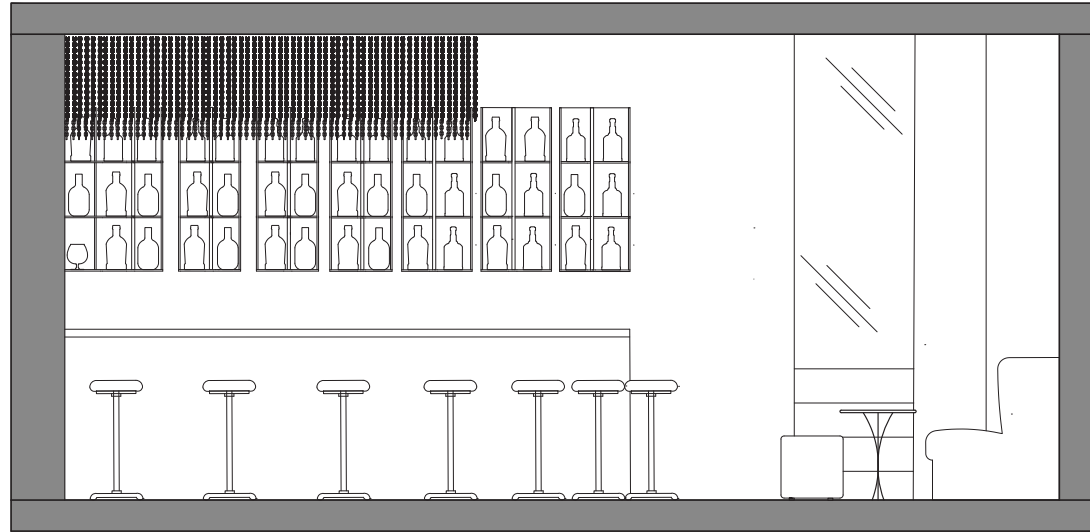
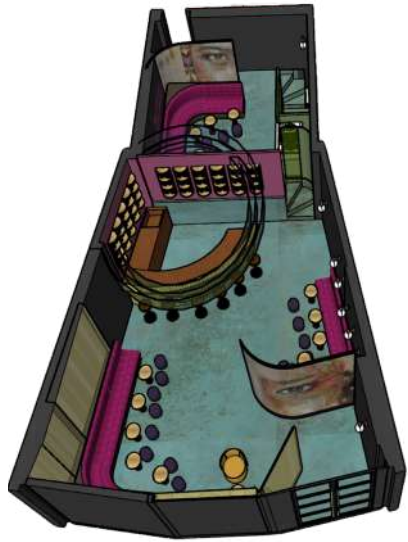
A cocktail bar designed to pique Curiosity



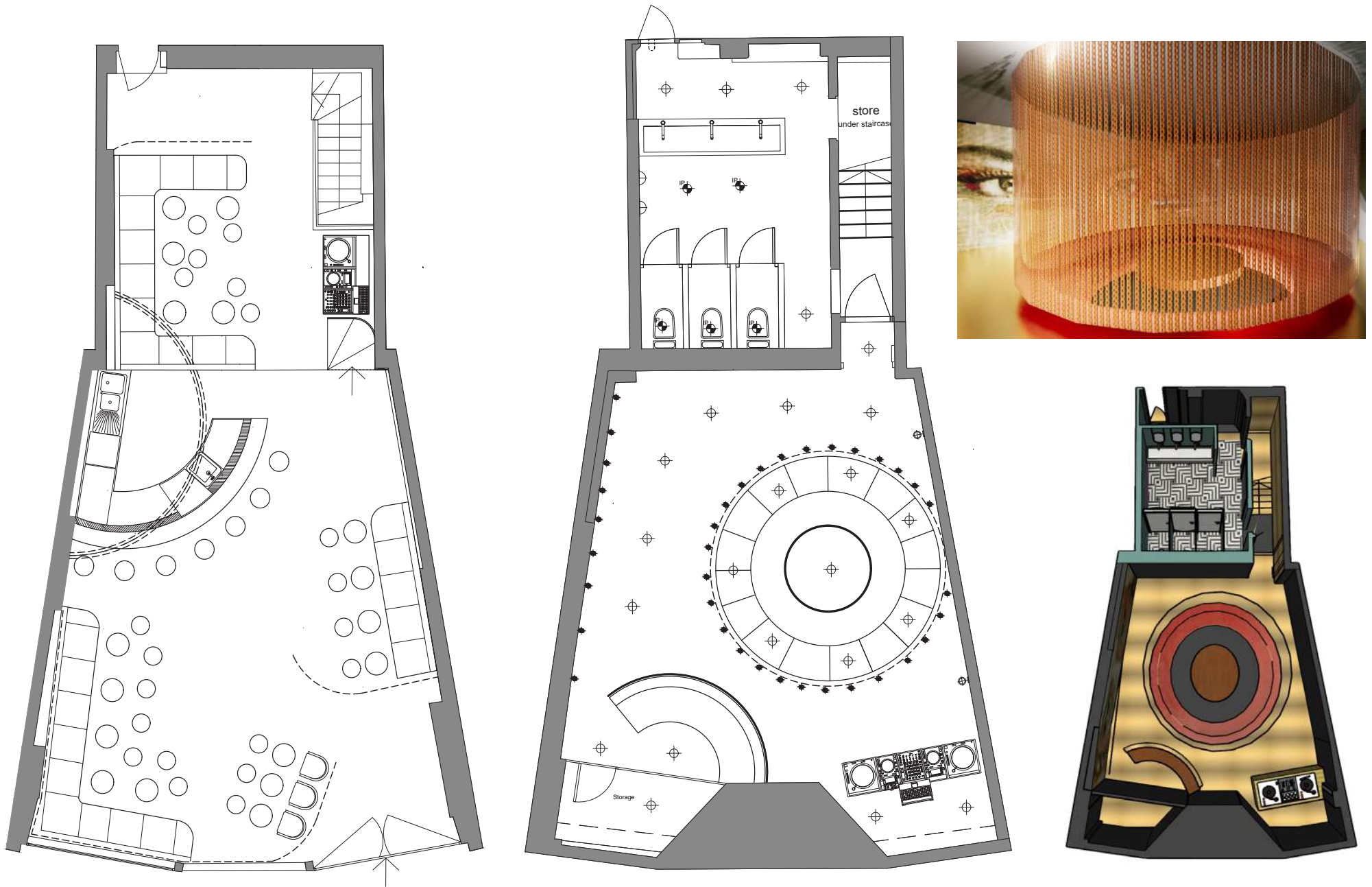
Design Development



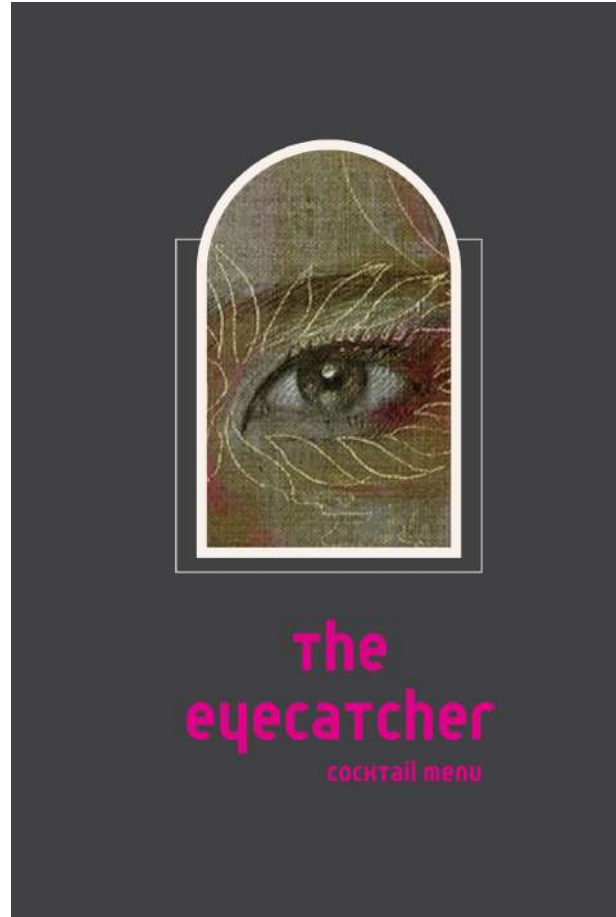
Sketching and modelling and then unravelling the core shape works to blur the boundaries of its form to evoke curiosity. The outcome is the creation of a screening effect which defines the design and layout expressed as a sequence of pathways.



Sections of main bar area showing effect created by chain curtain detail with a bespoke design for bar shelving (detailed drawing)



Floorplan of main bar area on ground floor and lighting plan for basement where a sunken conversation pit defines the space



FF&E choices, defined by a captivating artwork by graffiti artist Carne Griffiths, are translated into a graphic identity.

The Eyecatcher
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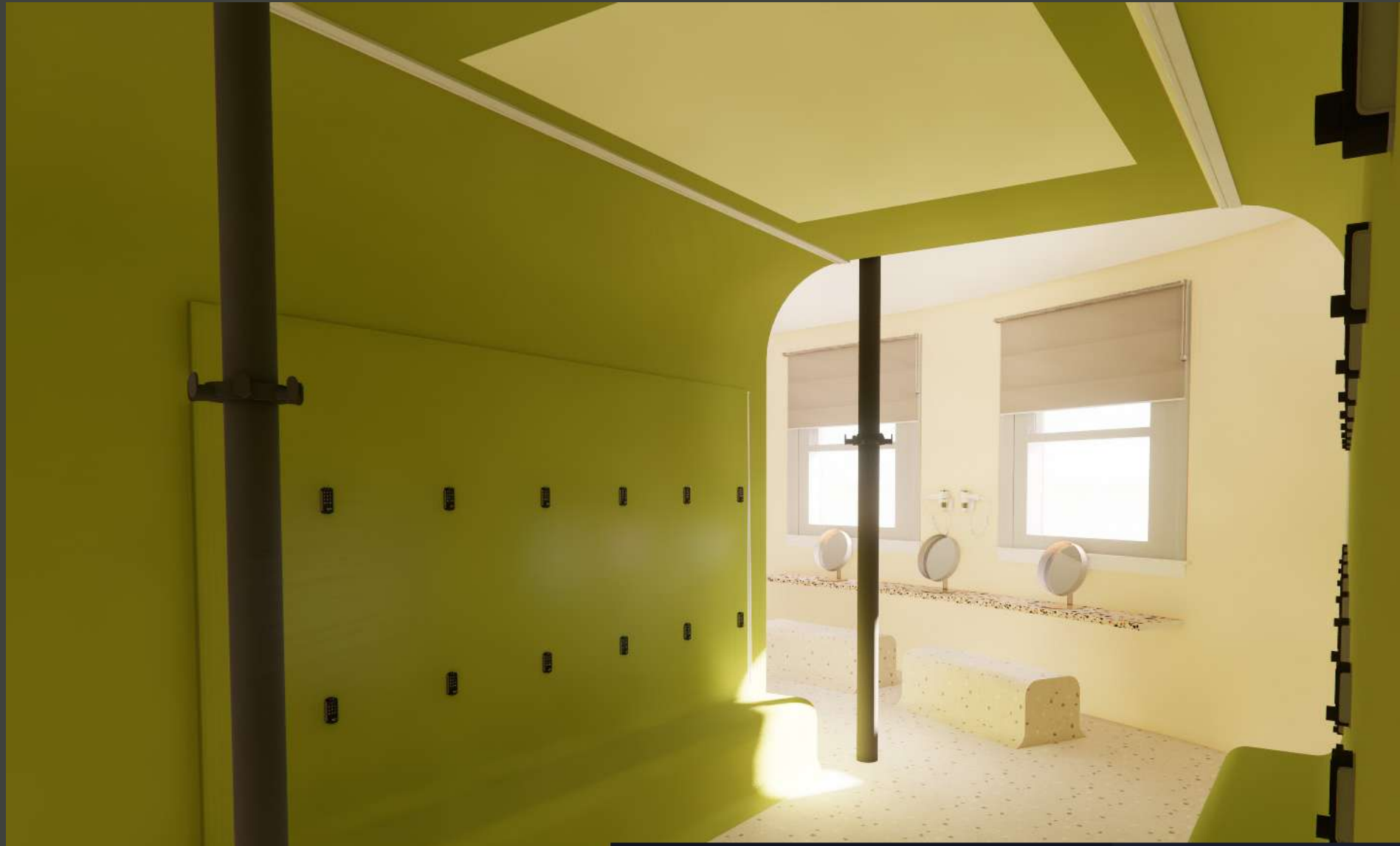




Visualisation of The Snug in the raised upper section on the ground floor, with neon sign and LED strip lighting being used to define the mood as well as key features.

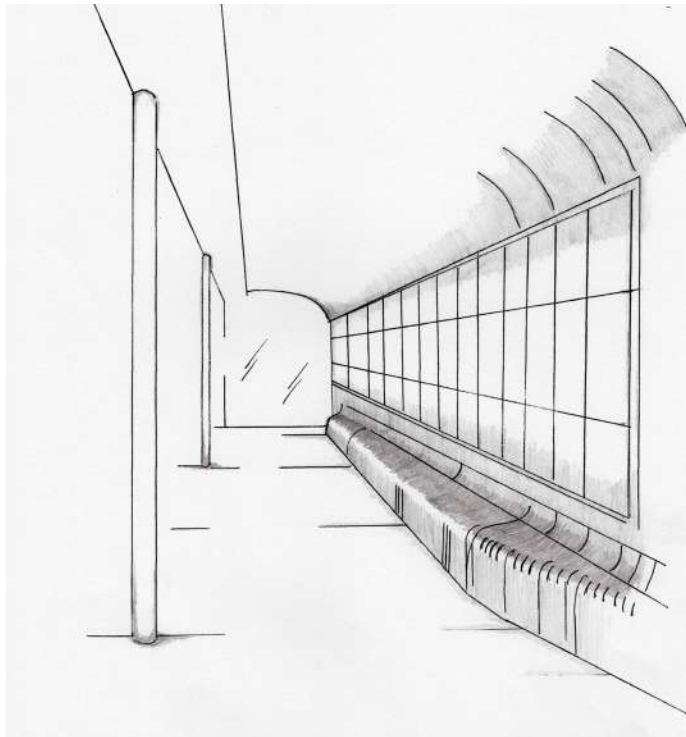
CHANGING ROOMS

A design for staff facilities at the Royal Hospital for Neurodisability

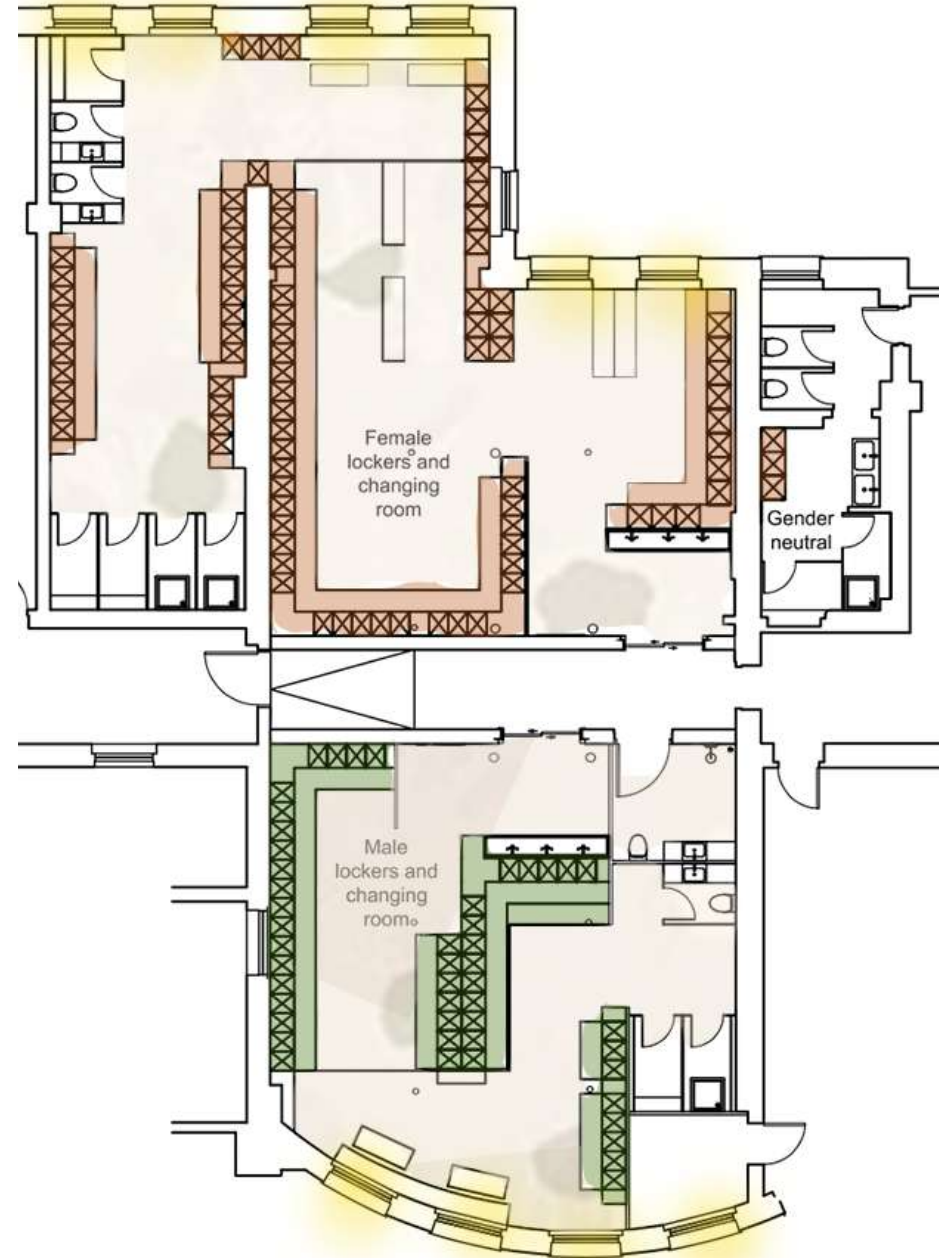


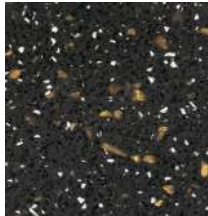
Design Development

Responding to the concept of transition, the image of melting ice cubes provides the design language explored in this project: changing state, formed & fluid. This rhythmic quality sets the tone for the design proposal in both form and function.



Initial sketching helps to define the form while functionality is structured as a series of transitional steps.

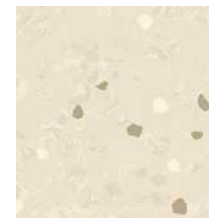
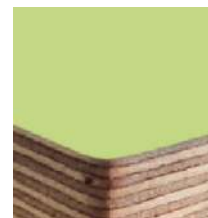




Proposed design for female locker room and changing facility with FF&E choices incorporating a high grade anti-slip vinyl for the floor, laminate coated lockers for durability, Corian for its hygienic qualities and recycled plastic for vanity countertops.



Proposed design for male locker and changing room facility with locker numbering detailing. As with the female design, FF&E choices are all hard wearing and suitable for high impact commercial areas.

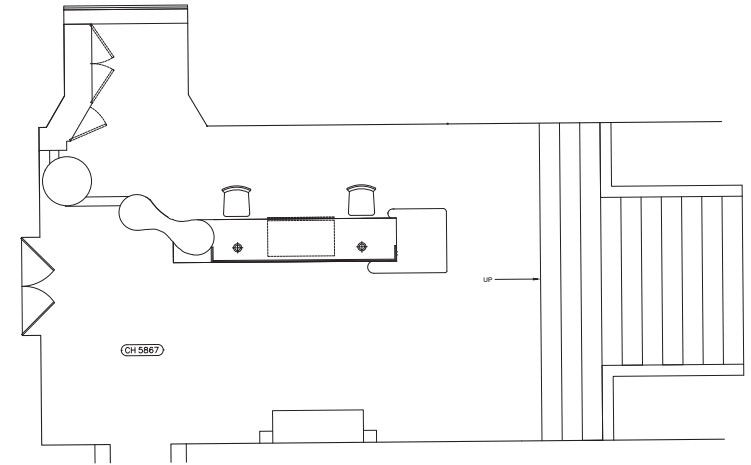
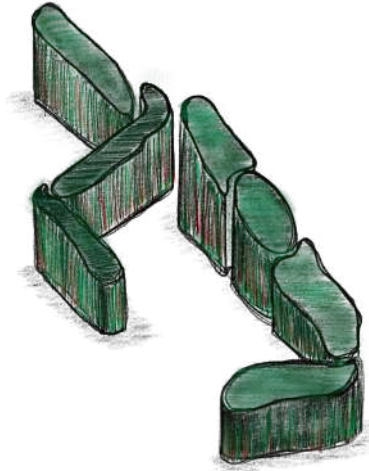
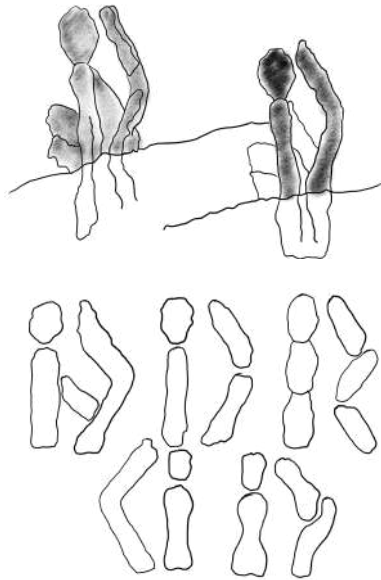


COLLABORATION

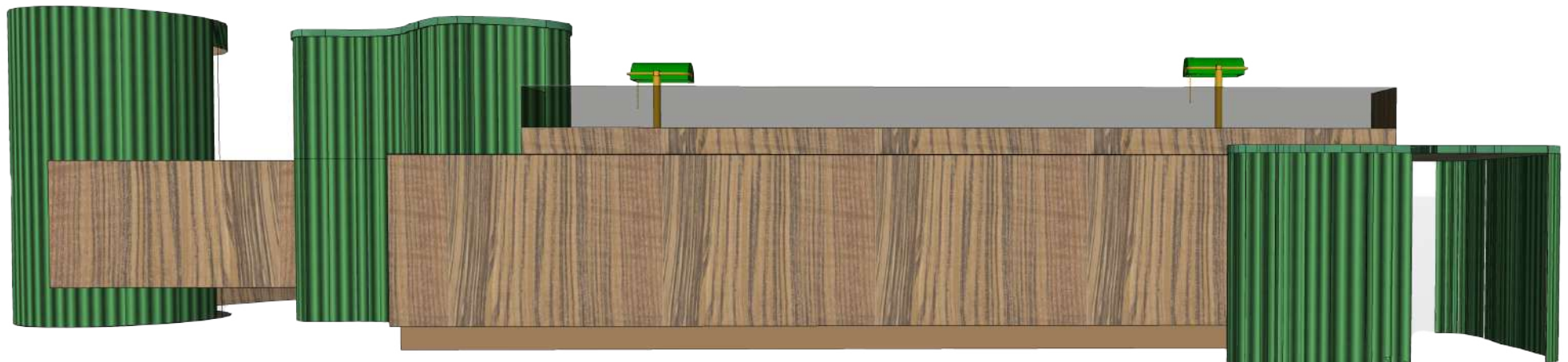
A design for a Welcome Desk using ash and aluminium as key material choices

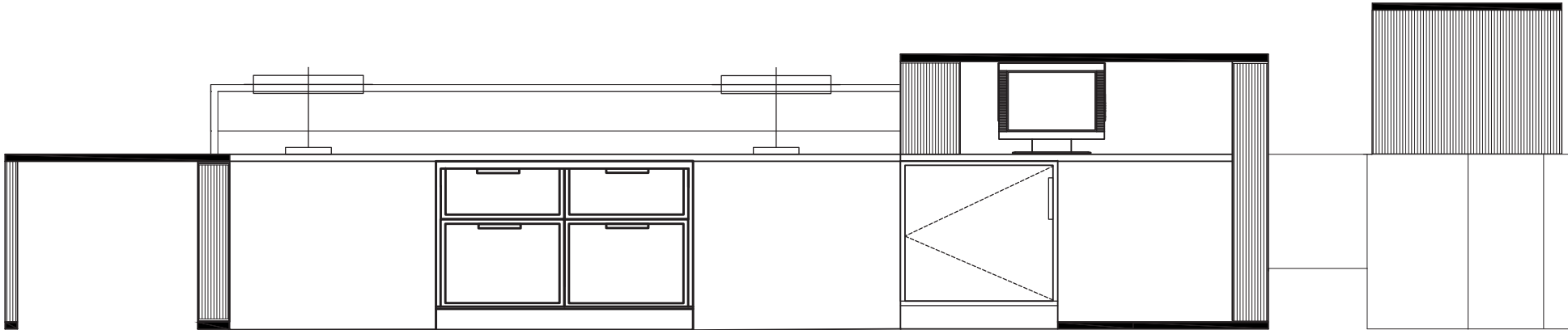
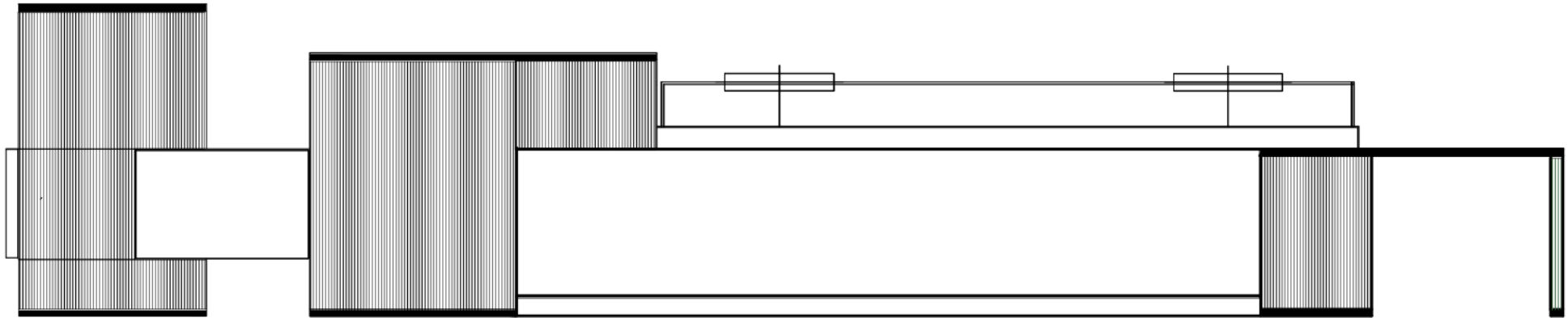


Design Development

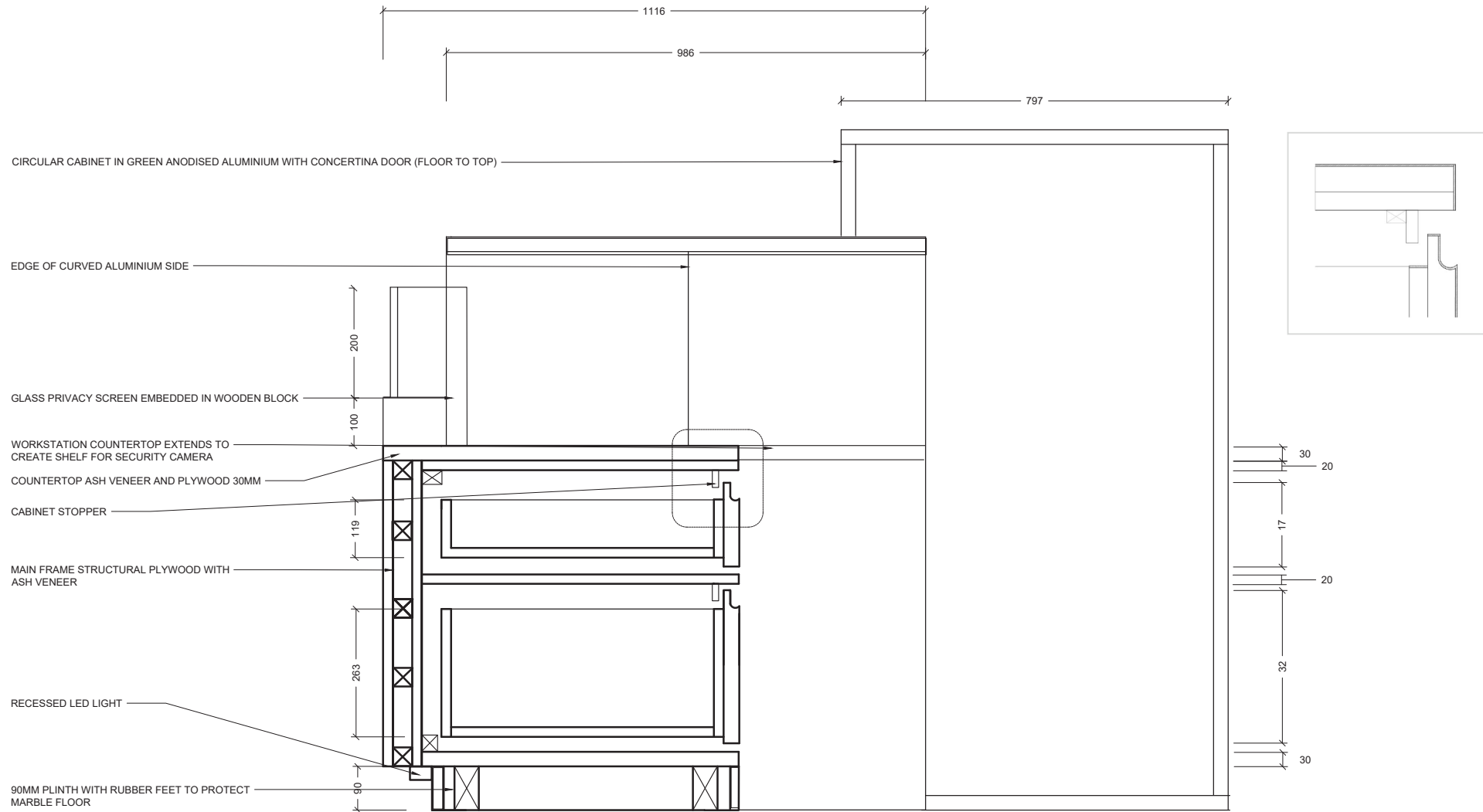


Extracting the shapes in Dalí's iconic painting surfaced the idea of modular parts and organic shapes coming together to create a functional desk in a 'collaboration' of elements.





Front & Rear Elevations in Autocad with section detail opposite



FF&E: The existing Green Marble diamond floor in the Welcome area works with the ash veneer, green aluminium, green resin and bronze anodised aluminium; the latter applied to the caps and shelves inside the cabinet.

BRANCH W3

A renovation project for a 2800sq ft property



Rendered floorplan of the ground floor at Branch W3 with access to the back garden (which was also completely redesigned).



Curated professional photoshoot of key ground floor spaces within Branch W3 showing how the introduction of contemporary elements within the design, work alongside restored Edwardian features to create a cohesive, light filled scheme.





Geometrics, along with strong colour choices, dominate design decisions throughout the house with playful touches. The black and white geometric tile in this bathroom is a contemporary interpretation of the original black and white tile in the hallway.





join me @onlocation_branchW3

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