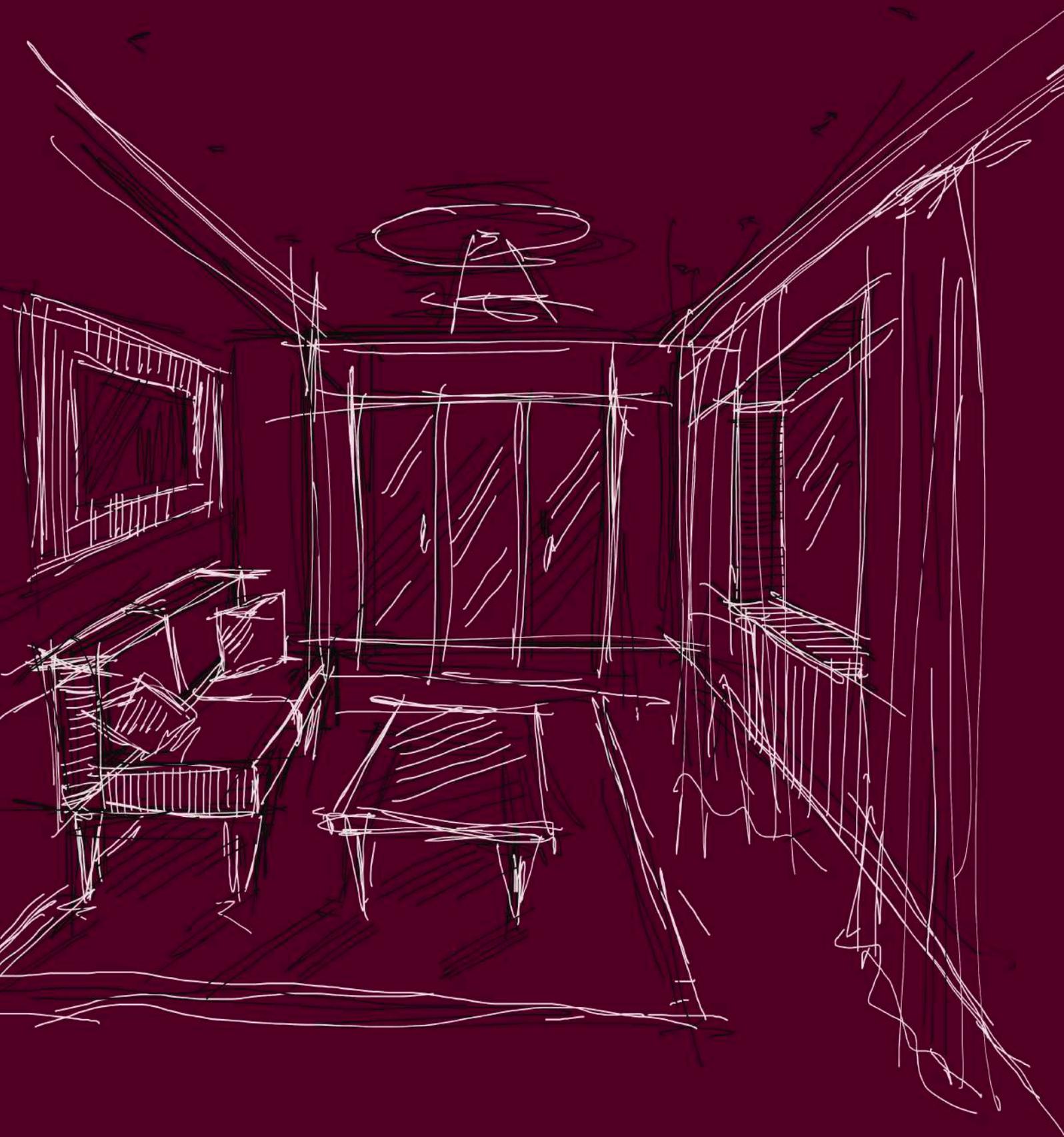


Design projects
by Valerie Zarubina

Portfolio

2022- present

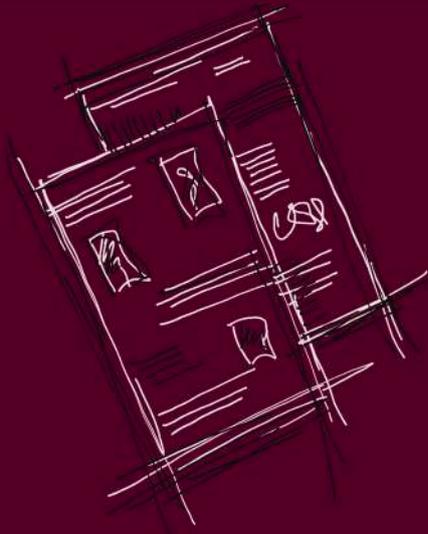




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BAR

brief



Design studio Run For The Hills has been commissioned to create a design proposal for a new cocktail bar project.

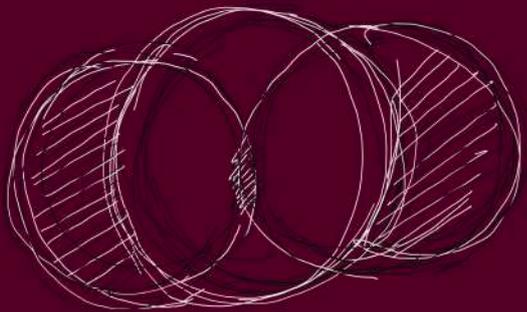
The focus is on fashioning a unique and unexpected atmosphere that transcends time, place, and cultural boundaries.

The target audience is a slightly older yet young and hip crowd, aged 21 and above.

The client desires a dark, sexy, and playful interior with elements of theater and immersion. The design should include a showstopping bar, destination bathrooms, flexible seating arrangements, a defined DJ booth area, and a harmonious look and feel for the future speakeasy in the basement.

The proposal should consider acoustics, warmth, and lighting, while being mindful of the budget limitations. Smart zoning, furniture selection, lighting control, and durability are also important aspects to consider.

concept

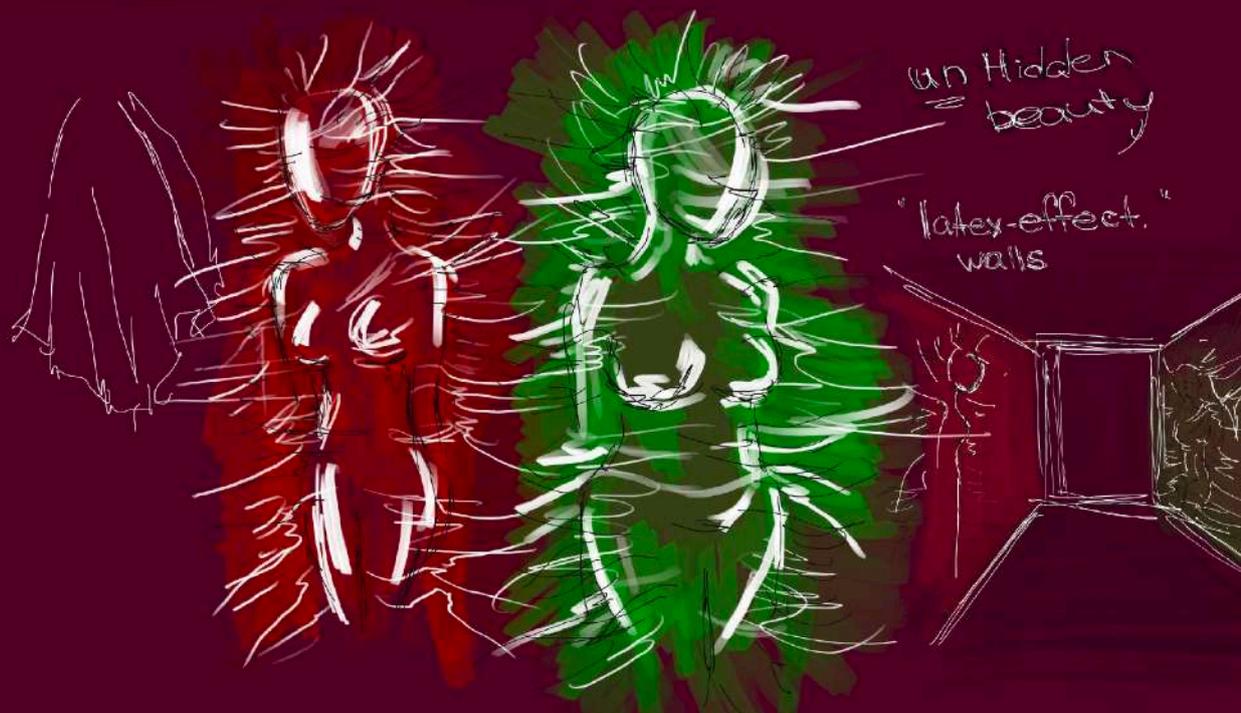
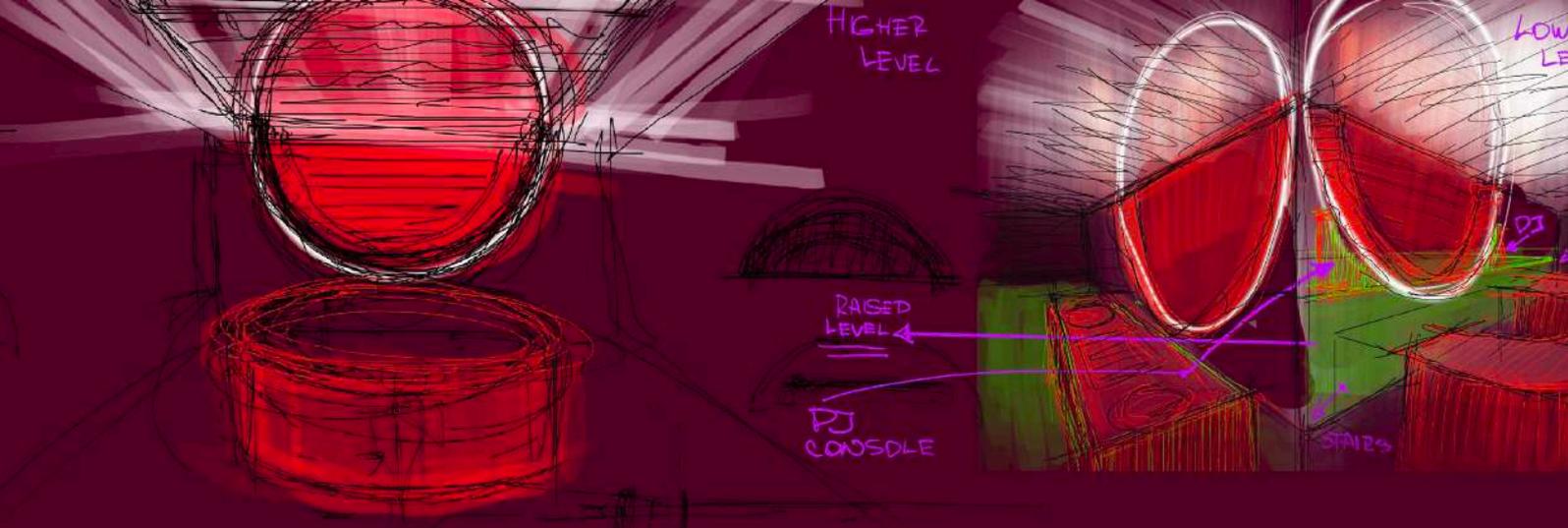


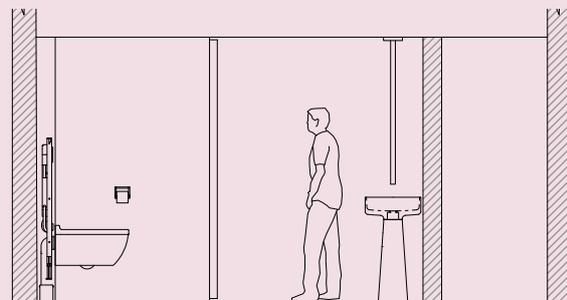
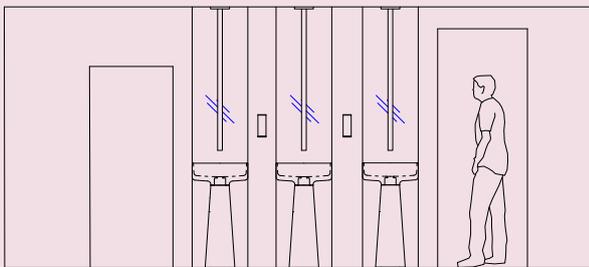
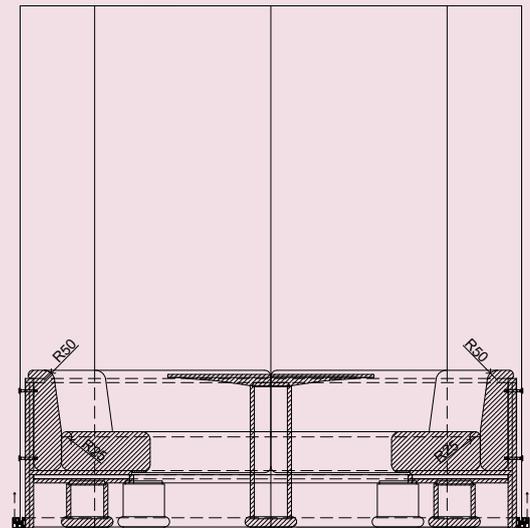
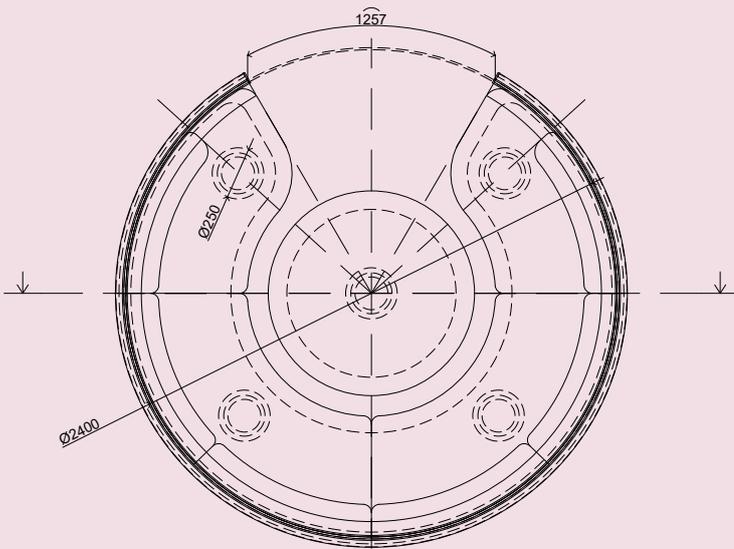
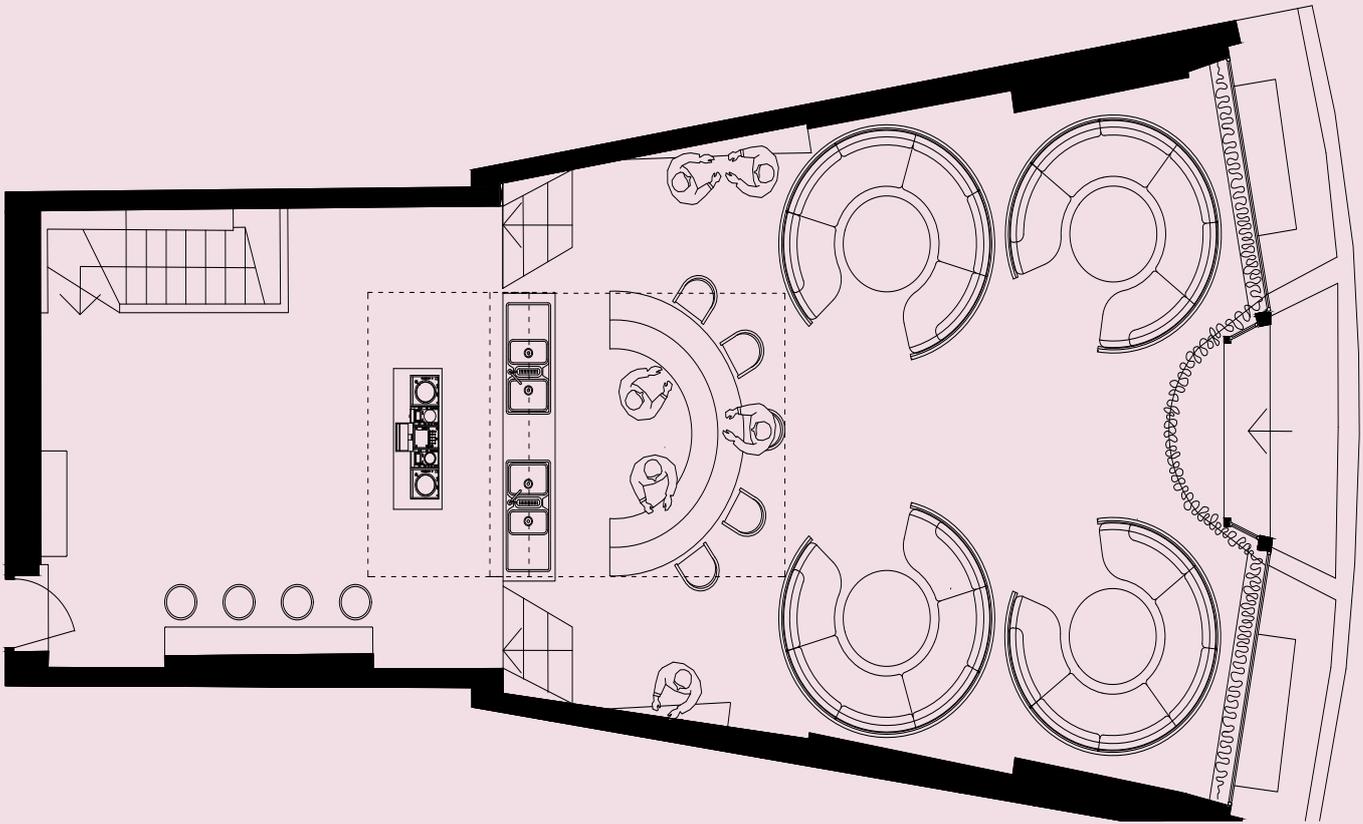
The concept for this bar revolves around my vision of abnormality, brought to life through the mesmerising visual representation of an eclipse. I have deliberately chosen this concept to offer a unique and captivating experience.

An eclipse, with its celestial dance and rare occurrence, symbolises a moment when the ordinary transforms into the extraordinary.

By embracing the concept of abnormality and channeling the mystique of an eclipse, I aim to transport guests into a realm where the boundaries of reality blur. The visual representation of the eclipse serves as my inspiration, enabling me to create an atmosphere that defies expectations and embraces the unconventional.

Through meticulously curated lighting, innovative design elements, and a harmonious blend of textures and shapes, this bar becomes a sanctuary where guests can escape the ordinary and immerse themselves in an experience that is both intriguing and enchanting.





from top to bottom:

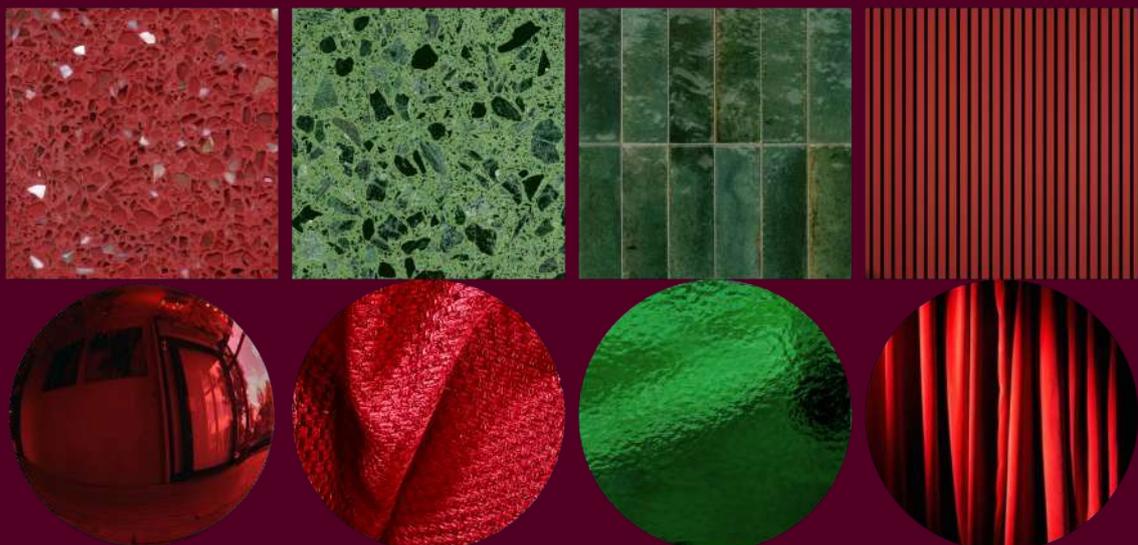
1. general layout,
- 2,3. detailed drawing of a seating cylindrical module made of one-way glass
- 4,5: restrooms elevation and section



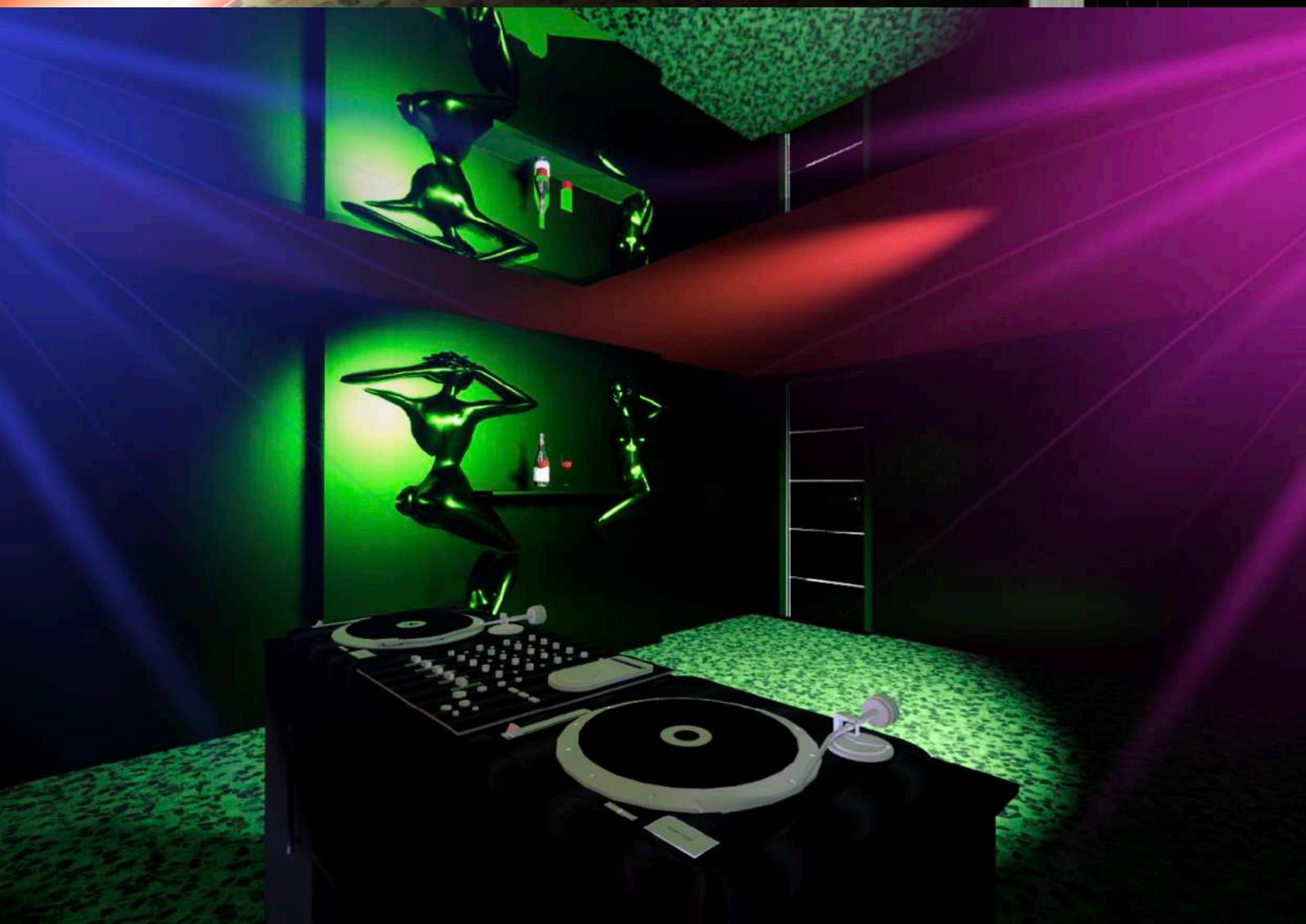
materials chosen (from left to right):

1. red terrazzo tiles 2. green terrazzo tiles 3. green glazed wall tiles 4. acoustic wall panels

1. toned one way glass 2. commercially approved upholstery 3. green paint with metallic effect 5. blackout curtains







COMMUNITY

brief



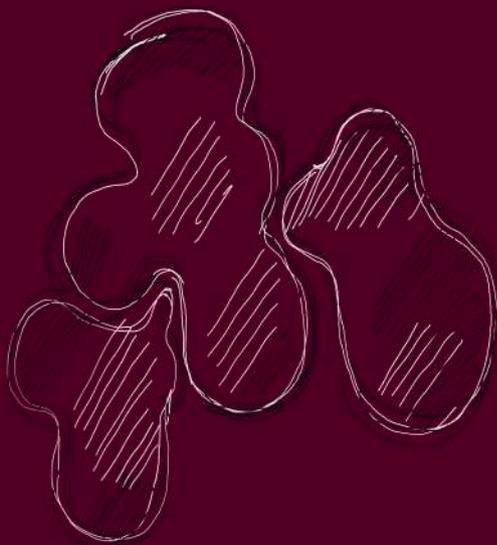
Studio 5, our creative group, was tasked with designing the community space in Toolworth. Our goal was to create sustainable, flexible, and multigenerational indoor and outdoor spaces.

In line with sustainability, our design integrates eco-friendly practices, using renewable materials and energy-efficient systems. We aim to inspire the community and promote a greener lifestyle.

Flexibility is key, as we envision adaptable spaces that can accommodate diverse activities and events. From multipurpose rooms to modular structures, our design allows for seamless transitions and creative exploration.

We aim to create a vibrant, welcoming environment that enriches the lives of the Toolworth community.

concept

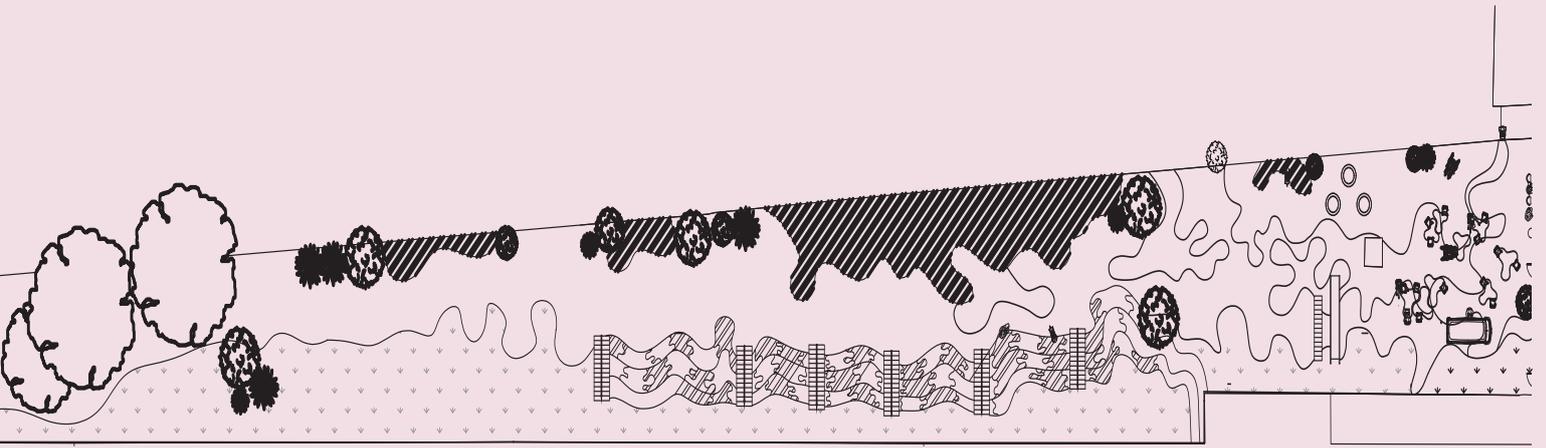


Our choice of jigsaw puzzles and the concept of “connectivity” for this project stemmed from the desire to foster a sense of unity and engagement within the community space in Toolworth. By incorporating interactive elements like jigsaw puzzles, we aim to encourage collaboration, problem-solving, and a shared sense of accomplishment.

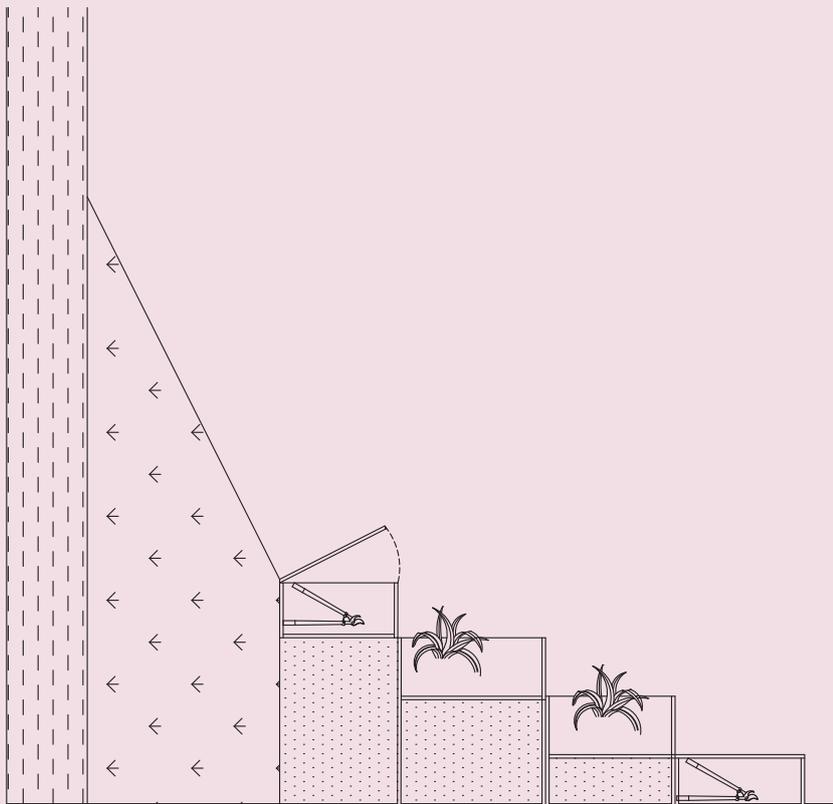
The main challenge we encountered was the garden space, which became my primary focus as a team member. We embraced this challenge by envisioning the garden as a central hub, seamlessly connecting the indoor and outdoor areas. Our design seeks to create a harmonious flow, blurring the boundaries between nature and the built environment.

Through the concept of “connectivity,” we aspire to create an inclusive space that brings people together, promotes interaction, and celebrates the unique spirit of the Toolworth community.



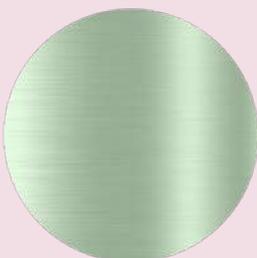


from top to bottom:
 1. general layout,
 2. garden/seating section



materials chosen (from left to right):

1. bamboo roof
2. cast aluminium
3. rubber flooring
4. reclaimed railway sleepers





RECEPTION

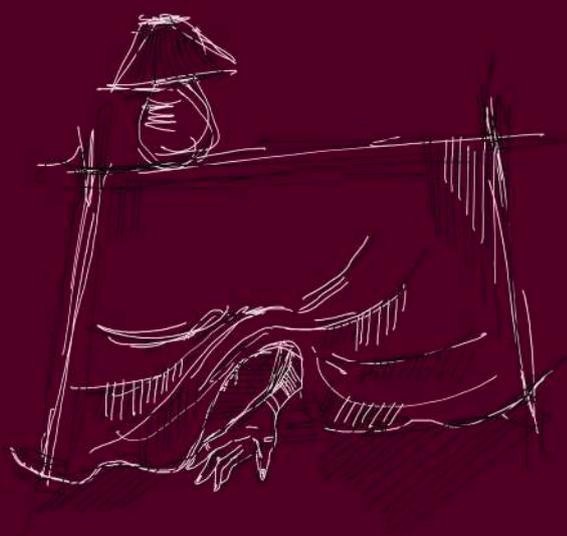
brief



The goal of this project was to create a new reception desk for West Dean College, replacing the outdated and dysfunctional existing one. The new desk had to accommodate the needs of all visitors to the college and address issues such as cabling, power sources, employees' privacy, and large storage. In addition, the design had to be connected to the history and heritage of the surrealism art movement.

With these considerations in mind, the aim was to create a desk that was both functional and visually striking, incorporating elements of surrealism into its design.

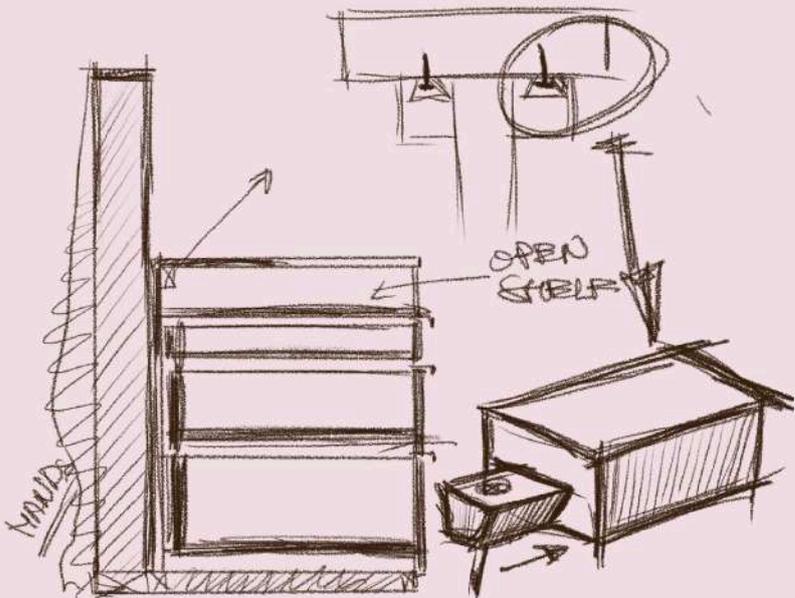
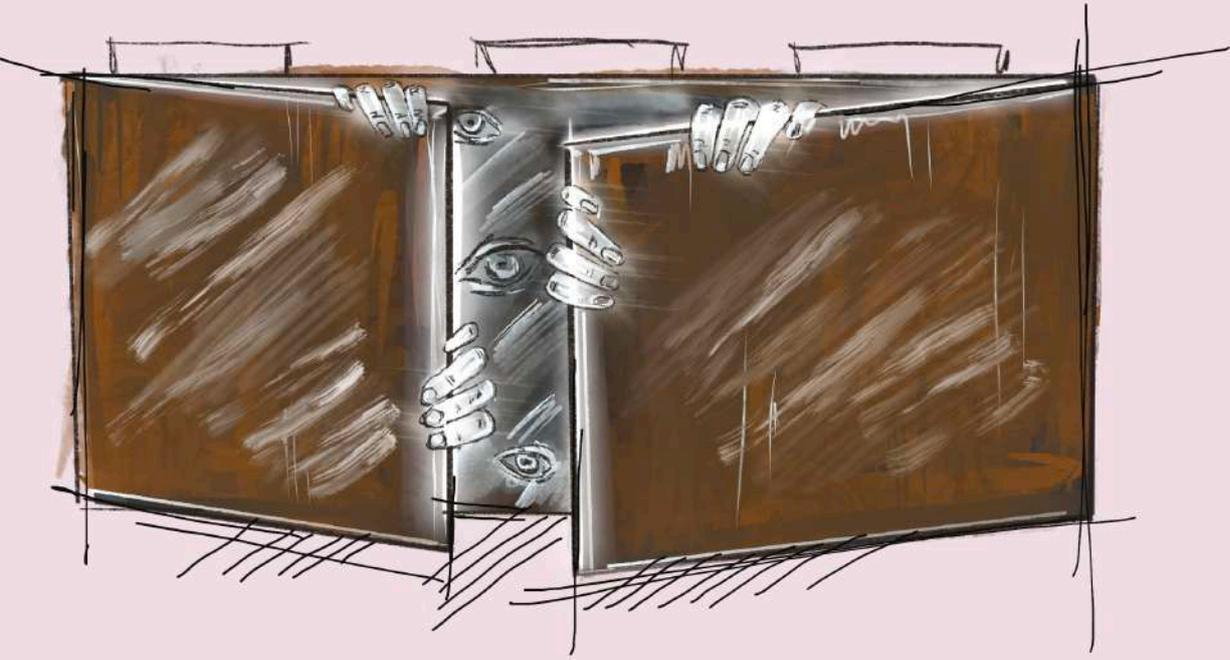
concept

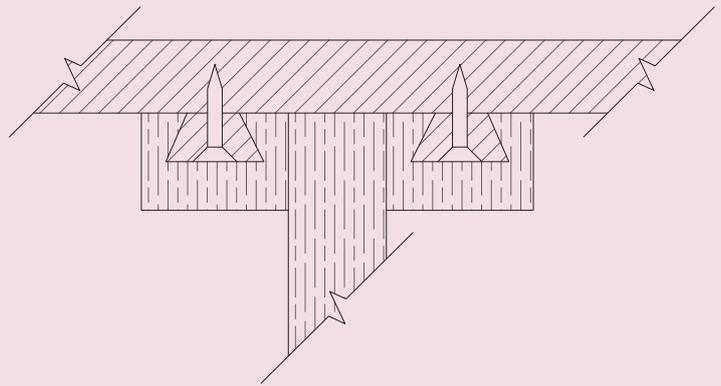
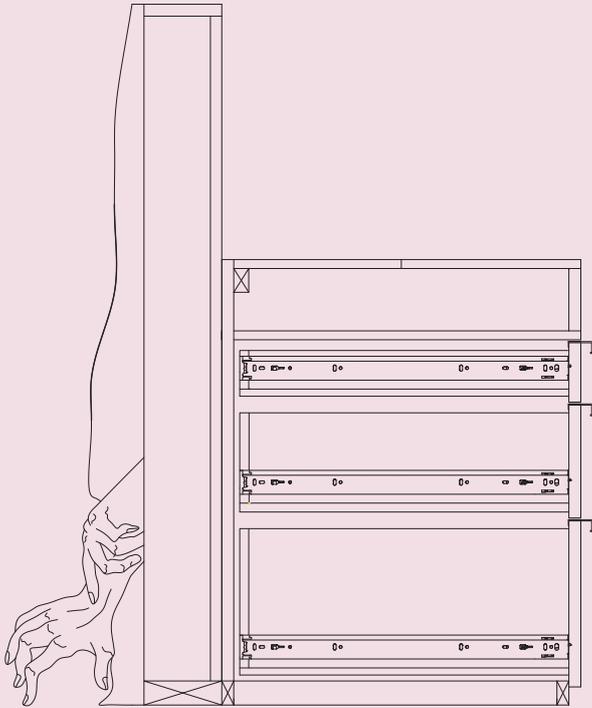
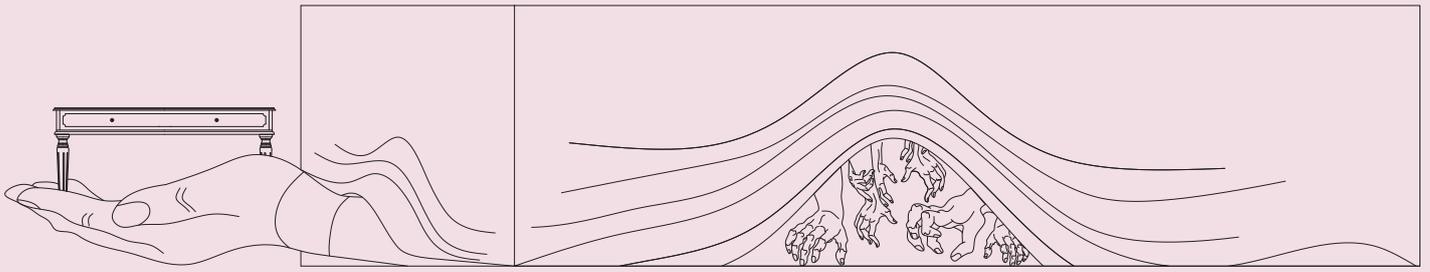


This design of the reception desk for West Dean College is a visually striking piece of furniture that combines surrealism with functionality.

Inspired by artists such as Rene Magritte, Leonora Carrington, and especially Salvador Dali with his furniture designs in shapes of enlarged lips, the desk exudes an air of mystery and intrigue that captures the imagination of visitors.

The design is based on accessibility principles, with two distinct parts that cater to the needs of standing and seated visitors. The front part of the desk is made of carved solid walnut, with aluminum hands that are hidden beneath the wooden cloth, adding an element of surprise and whimsy to the design. The second part of the desk is an enlarged aluminum hand that holds the classical table, providing accessible space for visitors





from top to bottom: 1. rear elevation, 2&3: section, detailed drawing



materials chosen:

1. walnut solid timber for the front carved part and the carcass

2. cast aluminium for hands artwork and the desk hardware



EXHIBITION

brief



I was given the opportunity to design an exhibition stand for Nopalera, a Mexican skincare brand, on a 10m x 10m plot.

The main goals outlined in the brief were to represent the brand's values and aspirations, generate public and media interest, and promote brand recognition.

In order to achieve these objectives, I drew inspiration from the unique cultural identity of Mexico and Latin America, incorporating vibrant colors and intricate them into the design.

concept

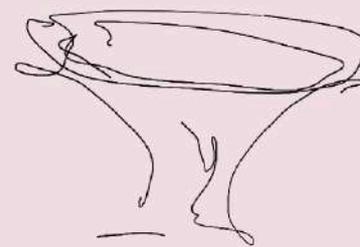
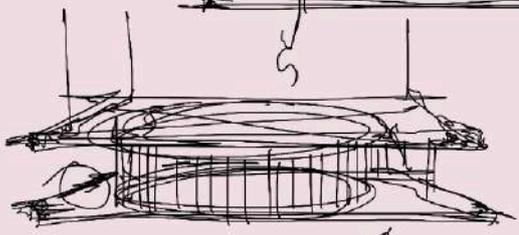
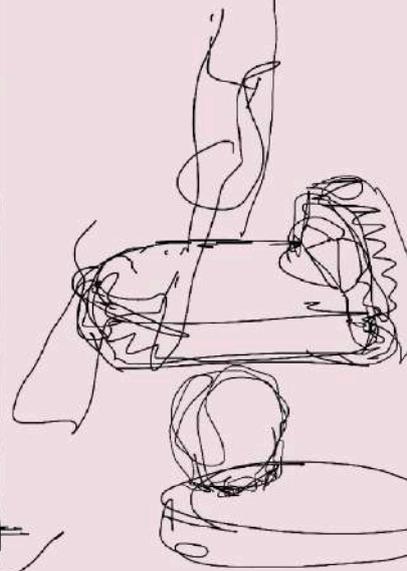
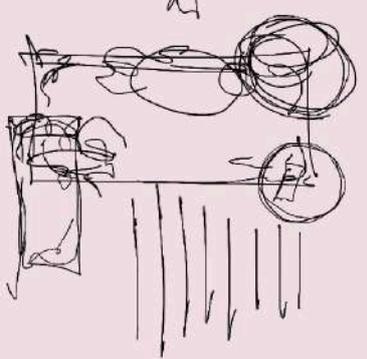
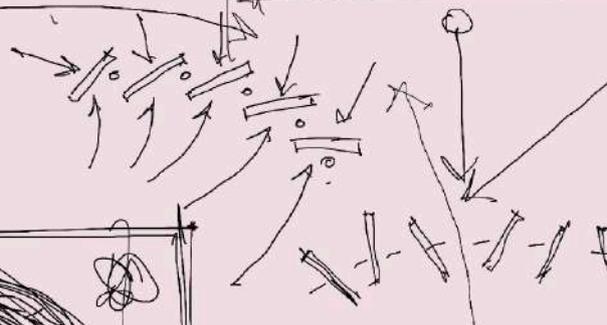
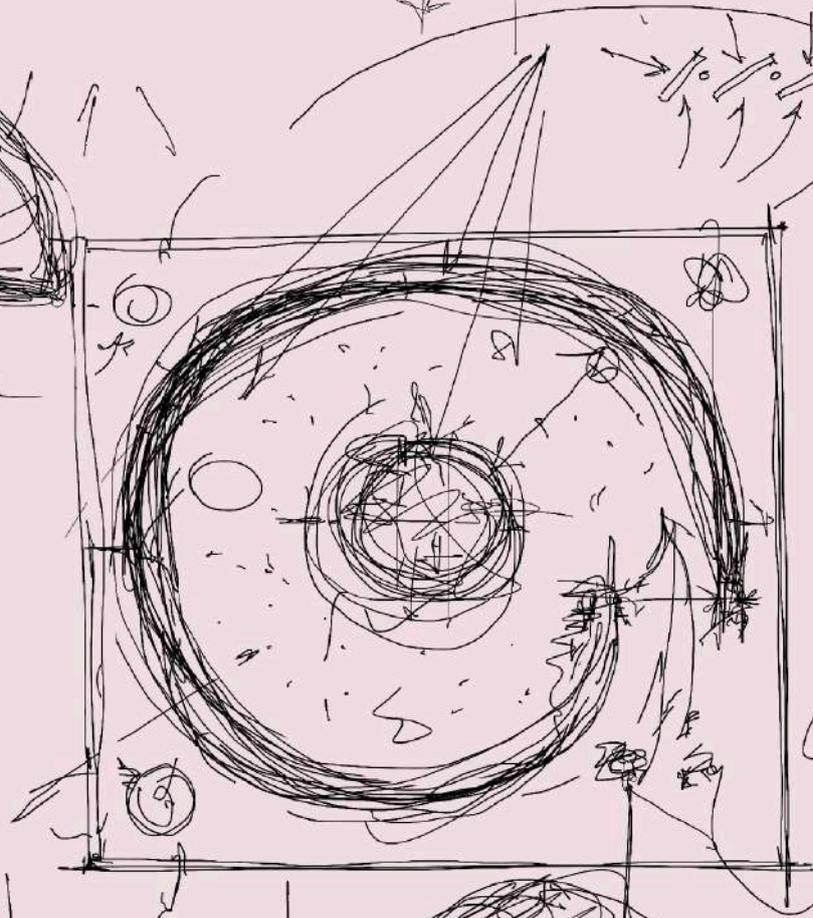
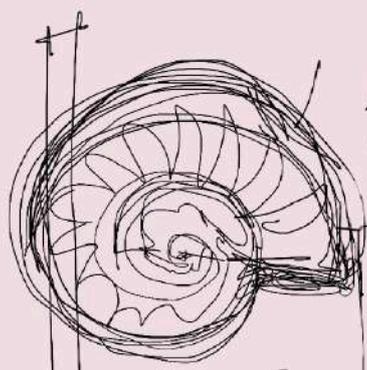
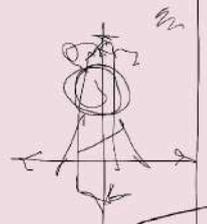
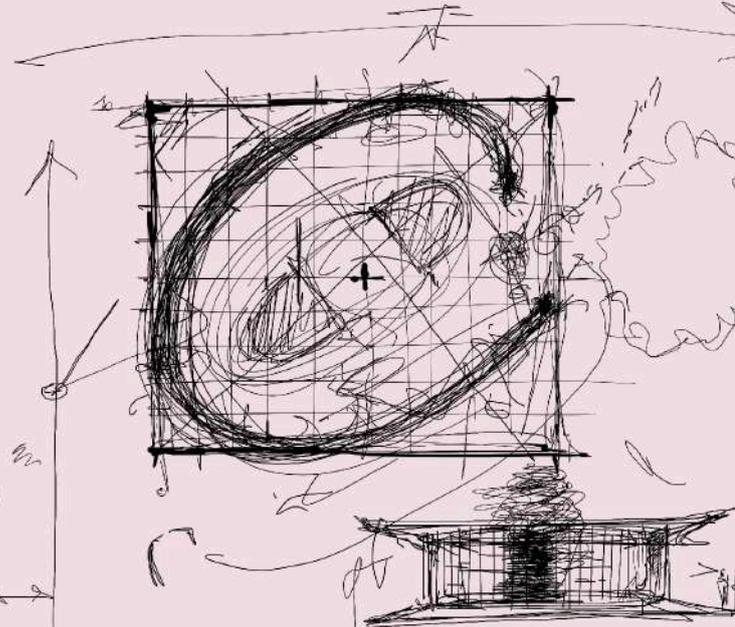
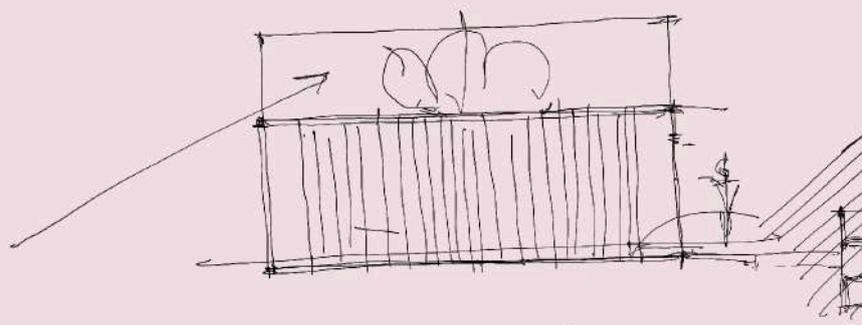
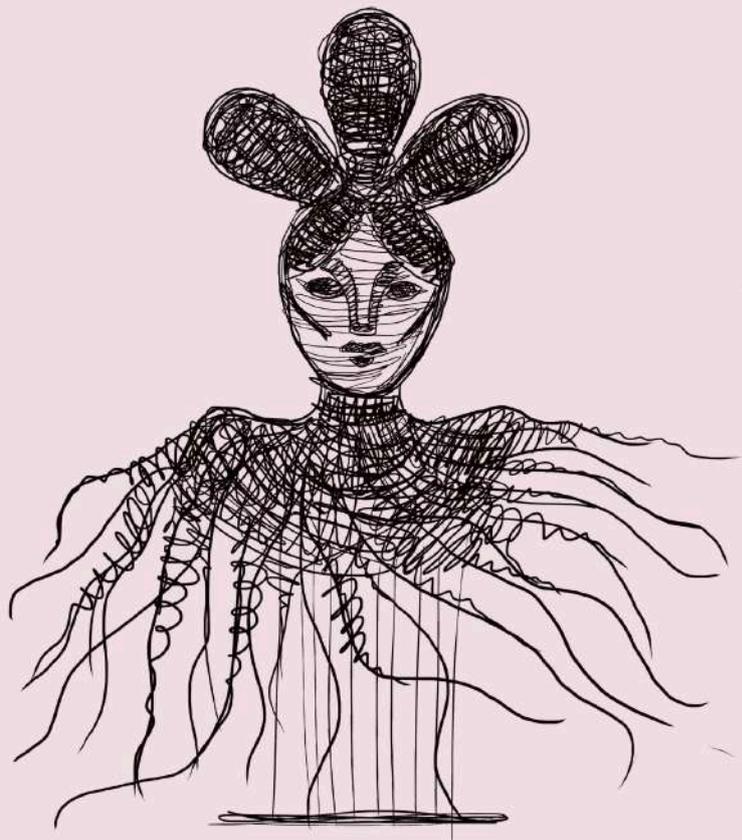


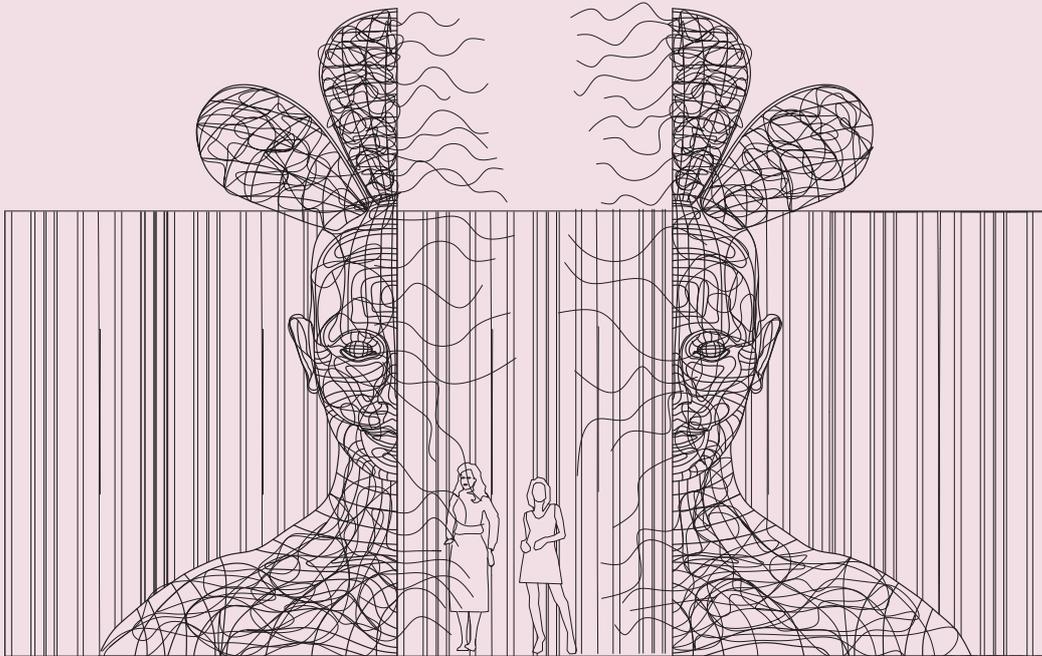
The concept behind the design was “intangible interconnection”, and it aimed to showcase the connection that one can feel, but not see or touch. The primary objective was to base the design on the brand's unique identity and create a bold statement for all Mexican and Latin American women.

The Nopalera goddess was chosen as the embodiment of the brand and featured prominently in the design. It represents beauty and strength, and the vibrant colours used in the design were inspired by Mexican and Latin American cultures.

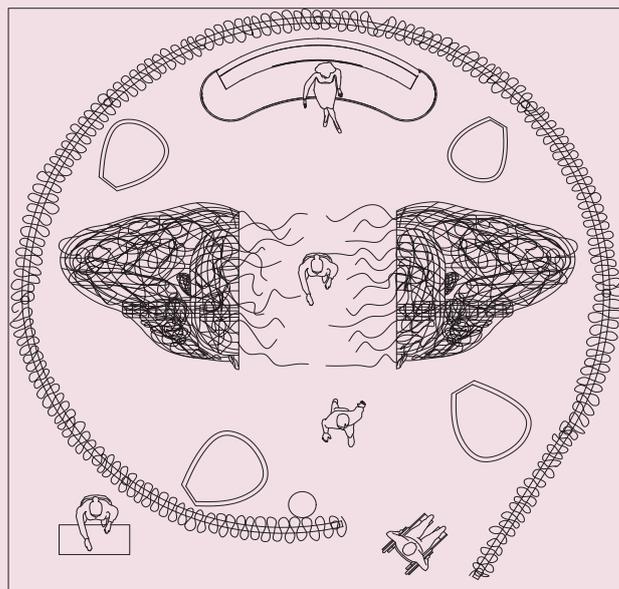
The interactive and connective element of the design is incorporated through the use of QR codes. These are inserted in the endings of “wires” and visitors can scan them to control the colouring of the goddess. This interactive element allows visitors to create something big together, further reinforcing the concept of interconnection.

The design showcases the intangible interconnection between the brand and its visitors. It incorporates the brand's unique identity and cultural inspiration, while also providing an immersive and interactive experience for visitors.





above: front section
below: general layout



materials chosen:

1. LED strips controlled via either app or website

2. aluminium profiles for the carcass

3. plexiglass for reception desk

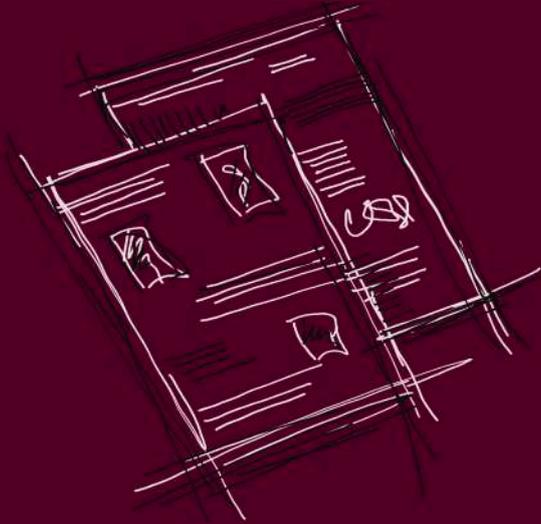
4. nopal cactus leather by Desserto for upholstery





APARTMENT

brief

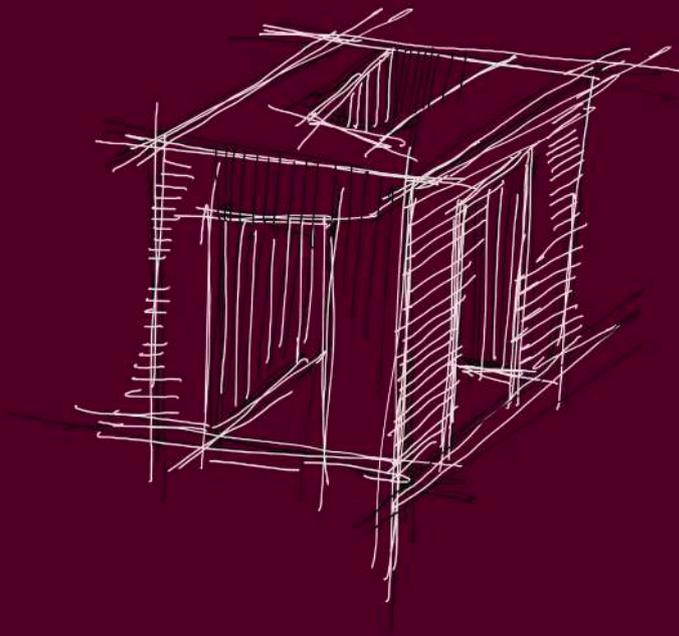


The brief for this residential project was to create an apartment design for the creative young professional in the Battersea Power Station area.

The aim was to create a layout and design scheme based on a specific concept, within an area of around 100 sq m. The design needed to include living and cooking areas, a master bedroom with en-suite, a guest sleeping place, study space, and preferably an additional WC. The client stressed the importance of neatness and order, with nothing to distract from the overall design.

The brief was detailed and specific, challenging to create a functional and aesthetic living space.

concept



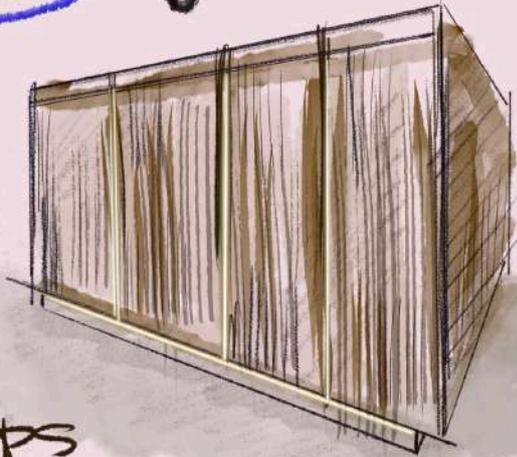
The concept chosen for this apartment design was “Hidden Order,” presented in the form of a Rubik’s Cube. The idea was to create a space that appears to be in perfect order, with a focus on organisation, neatness, and structure.

The main highlight of the design is a multifunctional cube that served as the center of the layout. Each side of the cube is functional, housing a pantry, laundry area, bar, and kitchen. All of these spaces could be closed off with useful pocket doors. Another transformative highlight is the layout of the master bedroom, study, and en-suite, which could be changed with sliding doors.

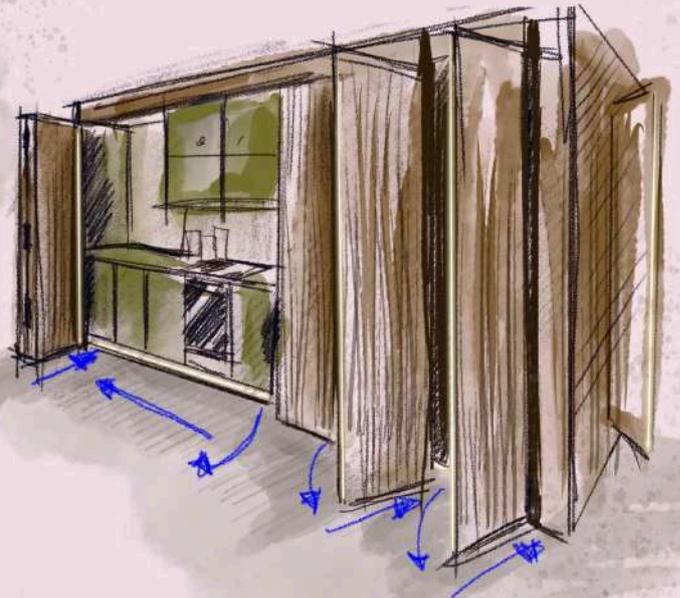
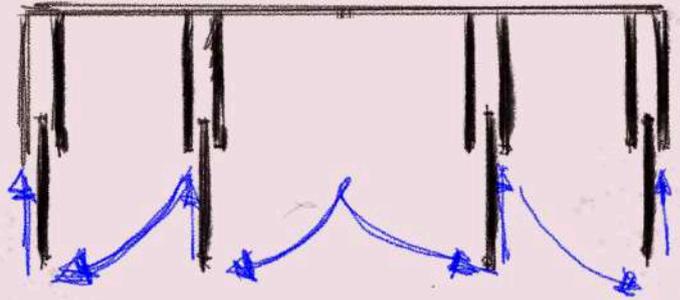
The Rubik’s Cube-inspired design is both visually stunning and functional, allowing for maximum use of the apartment’s limited space. The “Hidden Order” concept provides the creative young professional with an efficient and practical living space that is also aesthetically pleasing.



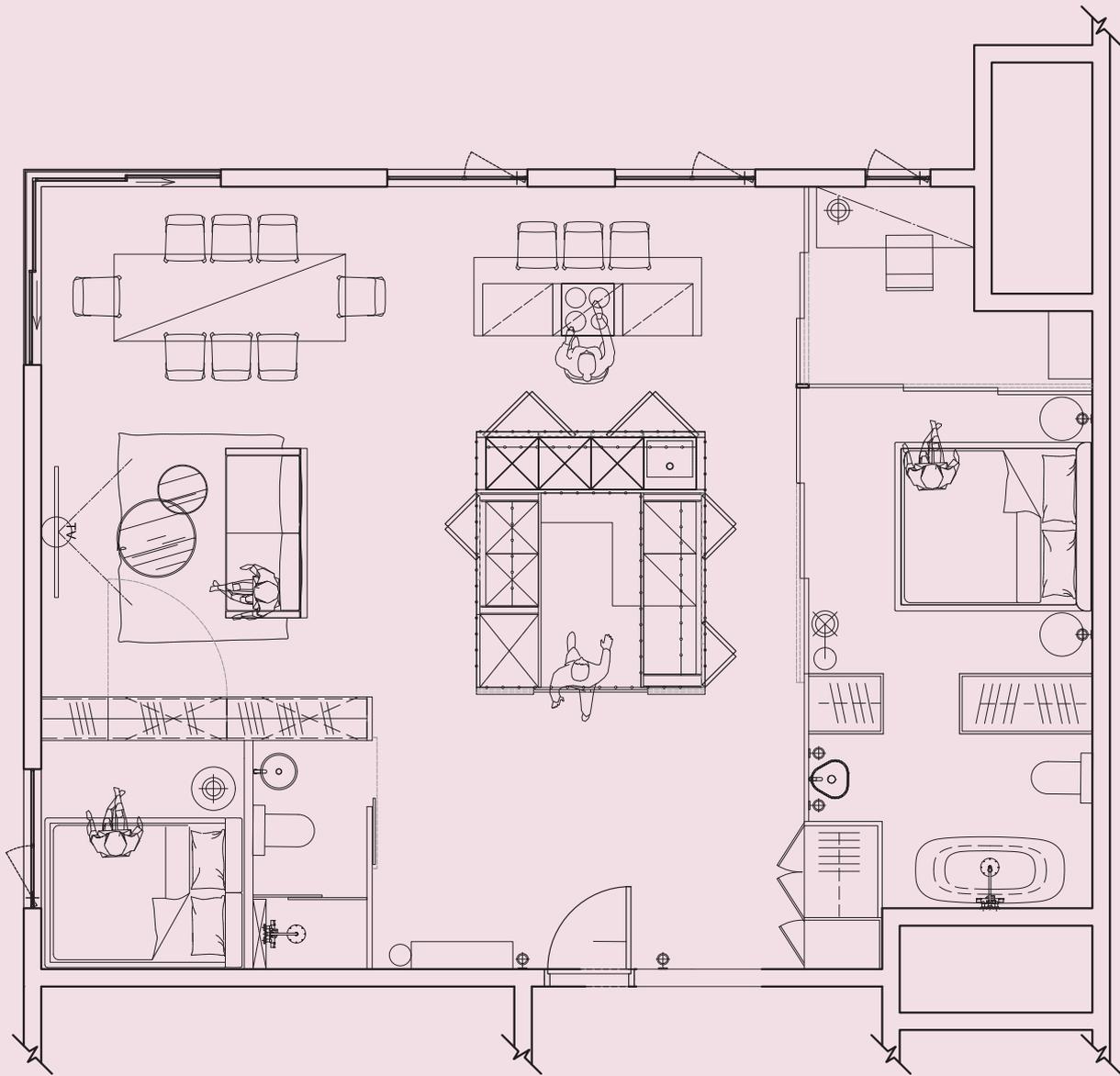
Cube ↘



Keeps everything in order



HIDDEN KITCHEN



apartment general layout



materials chosen:

- 1. green terrazzo
- 2. wooden lamellas
- 3. polished concrete
- 4. orange/yellow terrazzo



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