

ACADEMIC PORTFOLIO



SARA NYC
KLC SCHOOL OF DESIGN

CONTENTS



WEST WITTERING

RESIDENTIAL



ESSEX WILDLIFE TRUST

COMMERCIAL
GROUP PROJECT



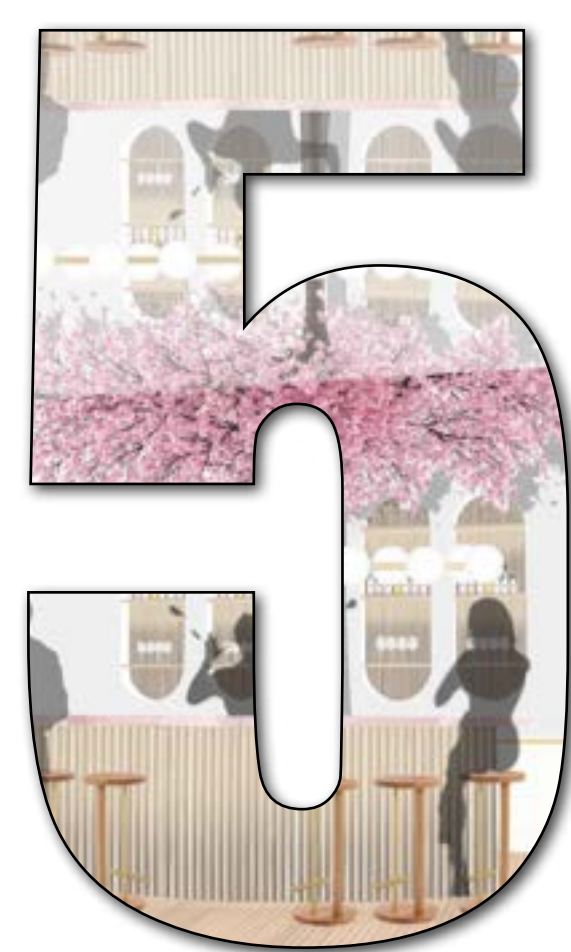
PRINT CLUB LONDON

COMMERCIAL



BESPOKE RECEPTION DESK

BESPOKE
FURNITURE
DESIGN



MERCHANTS HEART

POP-UP



STRESS RELIEF RETREAT

RESIDENTIAL
SHARED
ACCOMODATION

9

WEST WITTERING

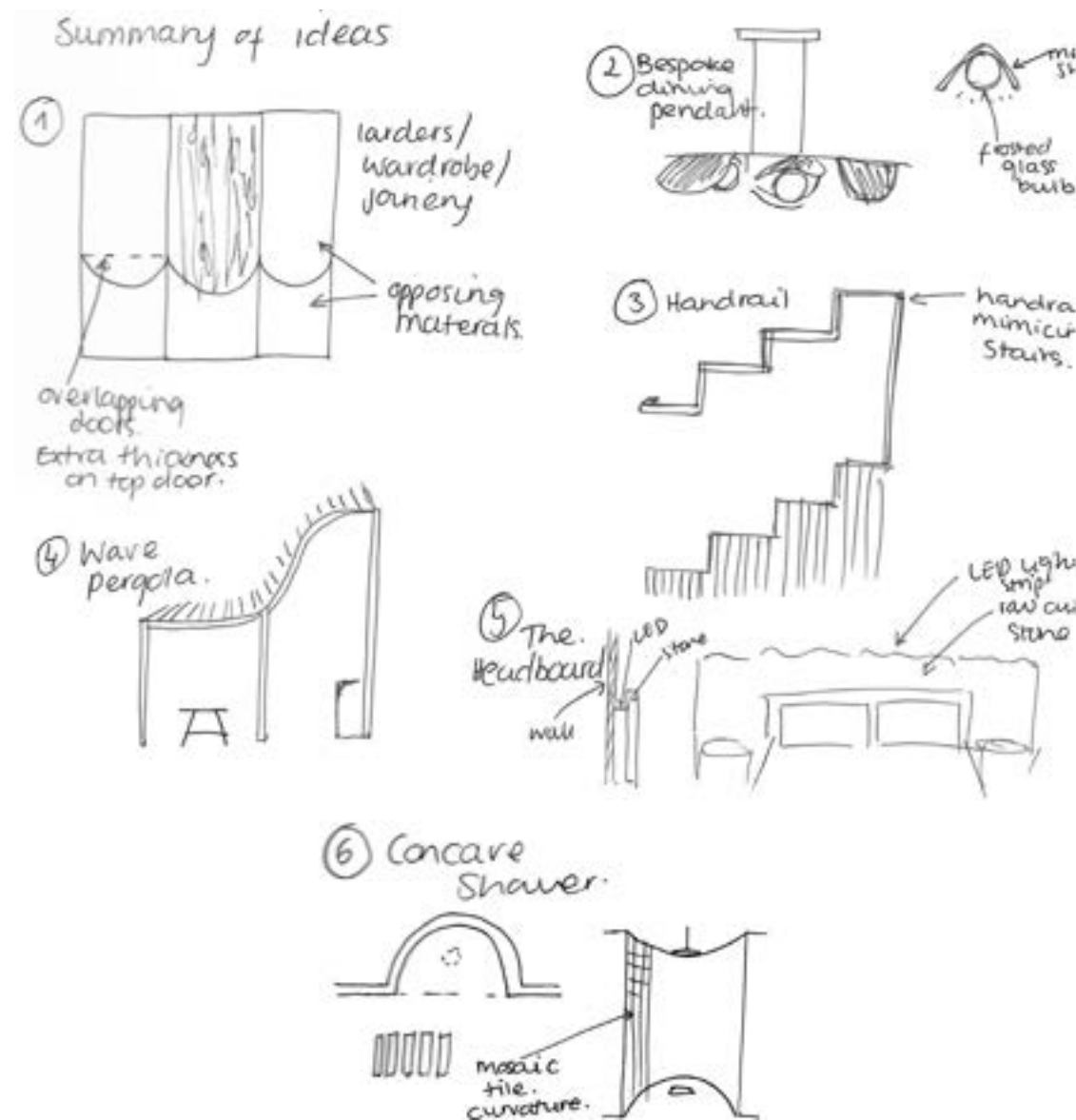
RESIDENTIAL

THE BRIEF

To produce a design of an over 200m sq, 2 level apartment and terrace space, for a retired couple, relocating from London, to the seaside. The couple loves hosting for family and friends and share great interest in art, design and architecture as both come from a creative-business background.

They style was contemporary and minimalist with a hint of colour and pattern. The affect they wanted to achieve was warm, light and casual.

The design takes inspiration from the coastal setting but doesn't implement it in a literal way.



RENDERED FLOORPLANS



Level 1



Level 2

THE CONCEPT

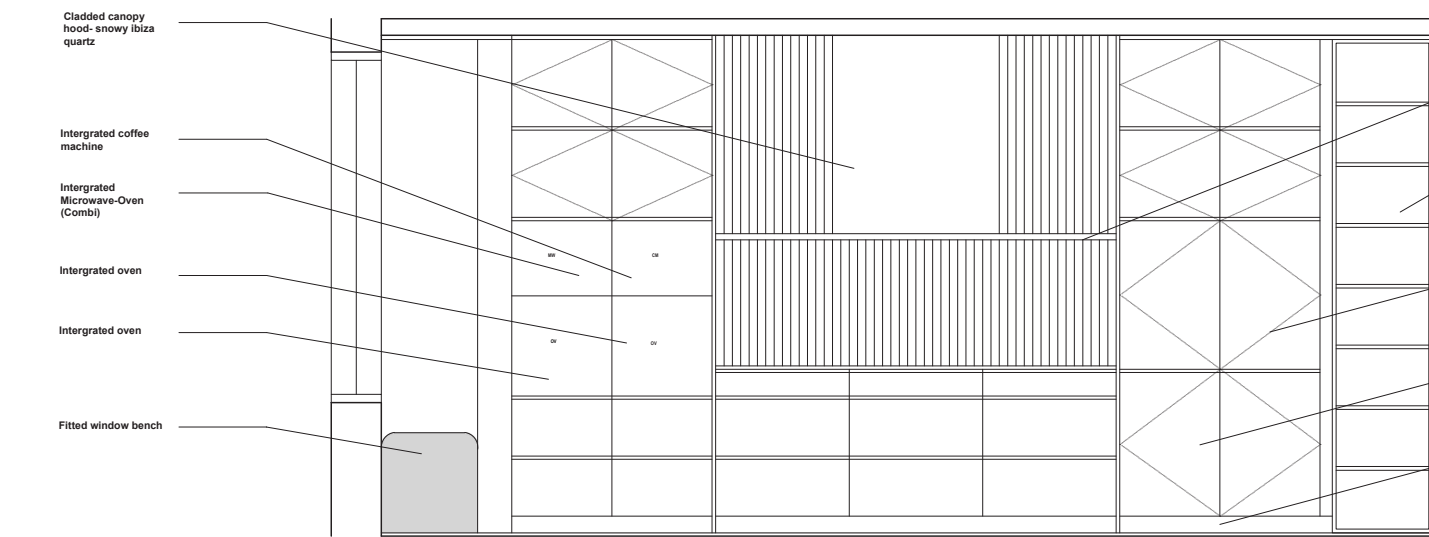
OPPOSITES ATTRACT

The concept derived from the clients art description where significant words had a common connotation of contrast. 'Opposites Attract' was the final concept statement chosen as the design allowed for the juxtaposition of shape, textures, form, materials or colour in a way that opposed but collectively works together.

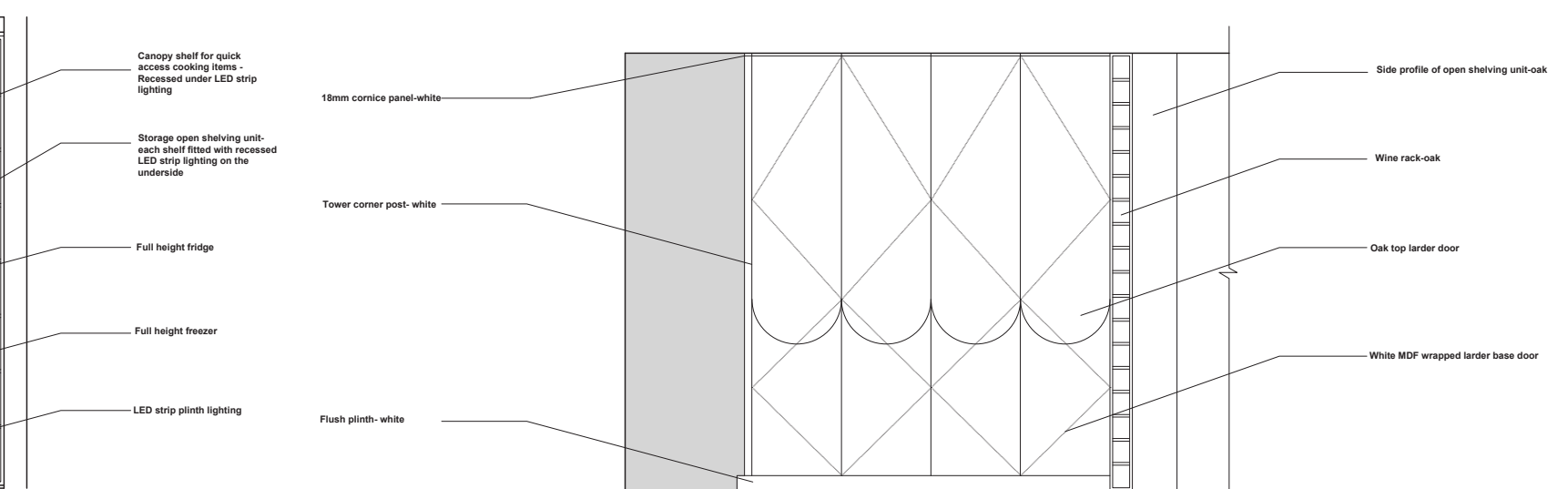


SKILLS

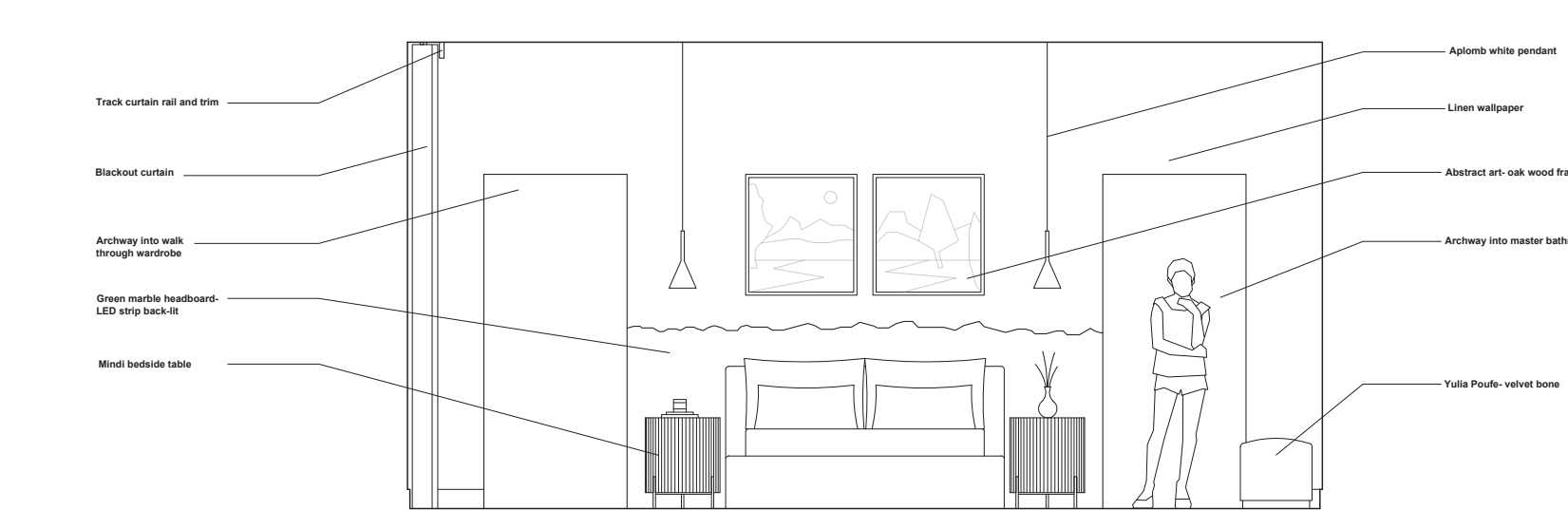
CONCEPTUAL DESIGN
SPACE PLANNING
REGULATIONS
AUTO CAD
SKETCHUP
ENSCAPE
PHOTOSHOP
INDESIGN
FF&E
LIGHTING PLANS
SPECIFICATION
LIVE PRESENTATION



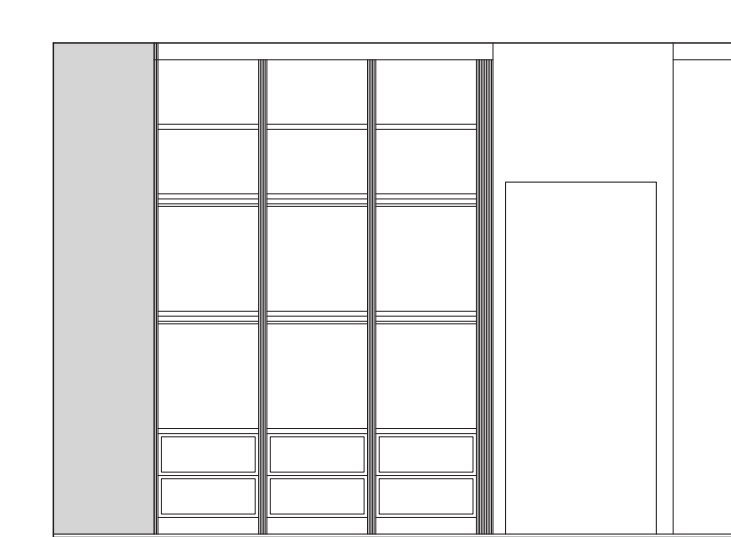
KITCHEN SECTION - HOB WALL



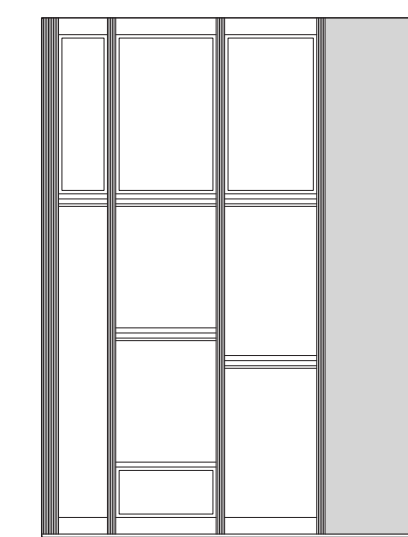
KITCHEN ELEVATION- LARDERS



MASTER BEDROOM ELEVATION

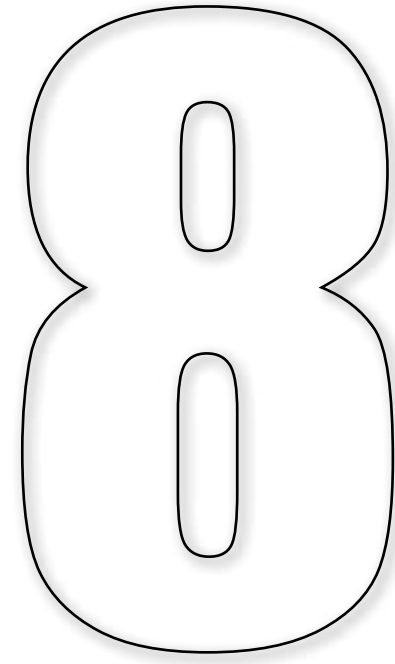


MASTER BEDROOM ELEVATIONS - WARDROBE



RENDERED VISUALS
COLLECTION





ESSEX WILDLIFE TRUST

COMMERCIAL- GROUP PROJECT



CONCEPT

NATURES METAMORPHIC SANCTUARY
Was born from our research, a cocooning, sensory embrace, ever changing over time thanks to changing light and climate

A space to stimulate the senses and Reflect the beauty of the ever changing natural world

Visitors will be inspired by the shapes, colours, textures and light mimicked from nature and fascinated by unique design elements, creating a sense of calm and flow within the space and creating the feeling of being immersed in the natural world.

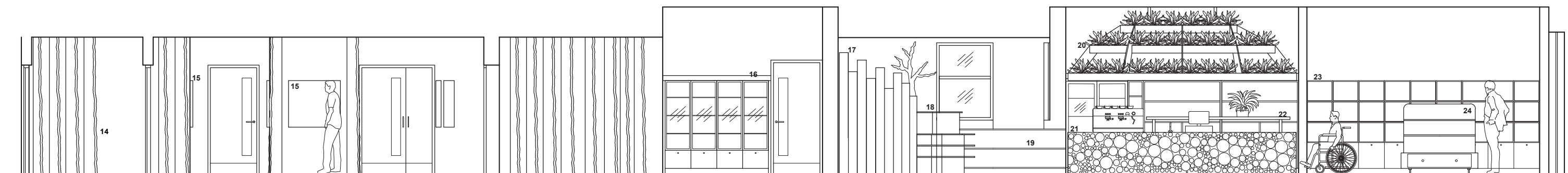
Our design recreates stimulants found within nature which have the natural ability to attract and hold attention effortlessly

Our bodies crave contact, and our design will provide this through tactile textured surfaces, a variety of natural materials and inspiring and unexpected details. choices.

RENDERED FLOORPLAN



LEARNING HUB/CAFE SEATING/ EXPERIENTIAL CORRIDOR- SECTION

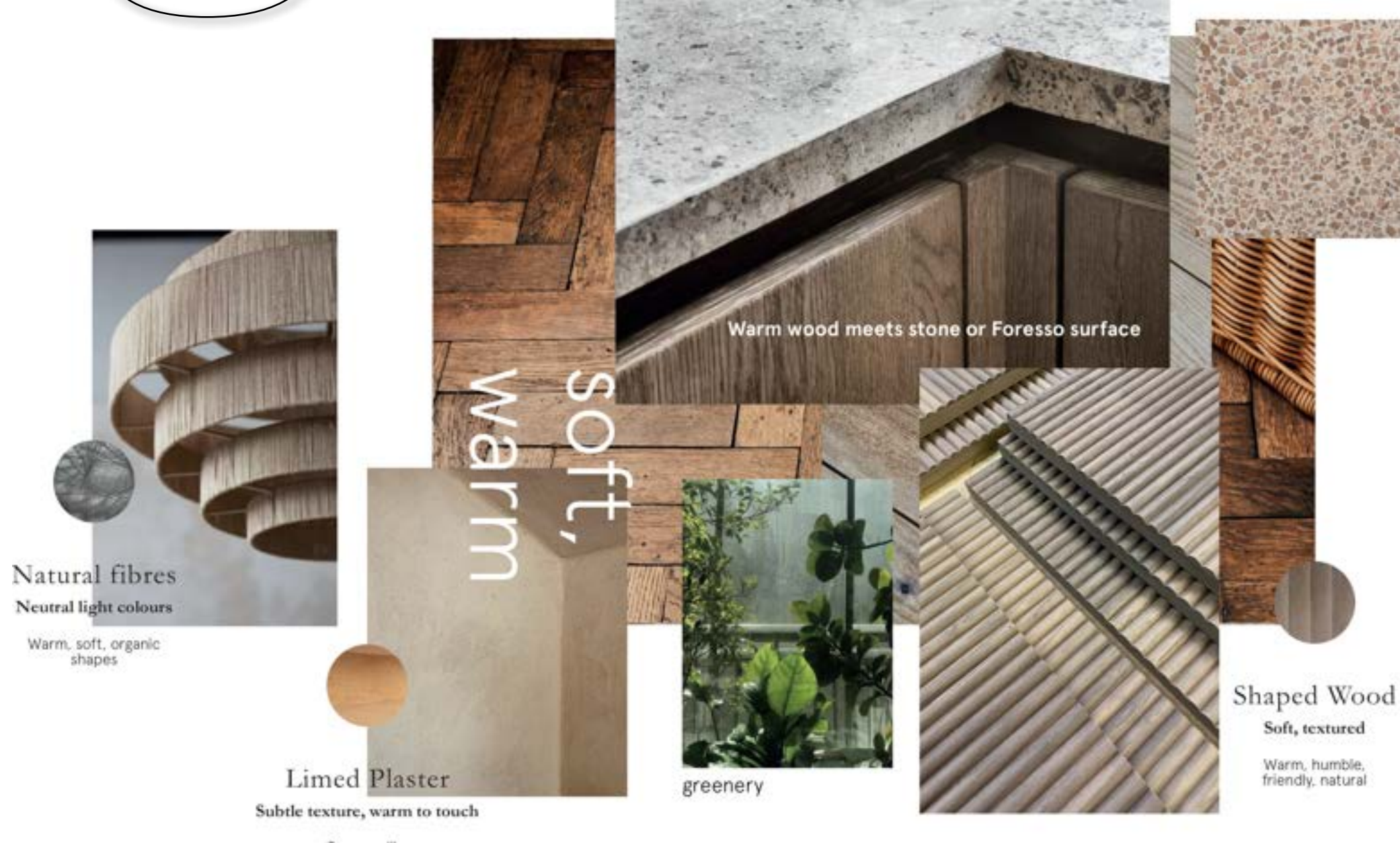


EXPERIENTIAL CORRIDOR/ RETAIL/ RECEPTION / CAFE BAR - SECTION

THE BRIEF

A renovation project for Essex Wildlife Trust in Hanningfield Reservoir. The Budget for this renovation was £80,000 to cover the cafe, retail, education hub, reception, hallway and bathroom spaces. This was a live project therefore we were working with a site and real clients.

A particular focus lied in the connection to nature and awareness of sustainability as well as preserving the natural environment.



Natural fibres
Neutral light colours
Warm, soft, organic shapes

warm, soft, organic shapes



Warm wood meets stone or Foresso surface



greenery



Limed Plaster
Subtle texture, warm to touch



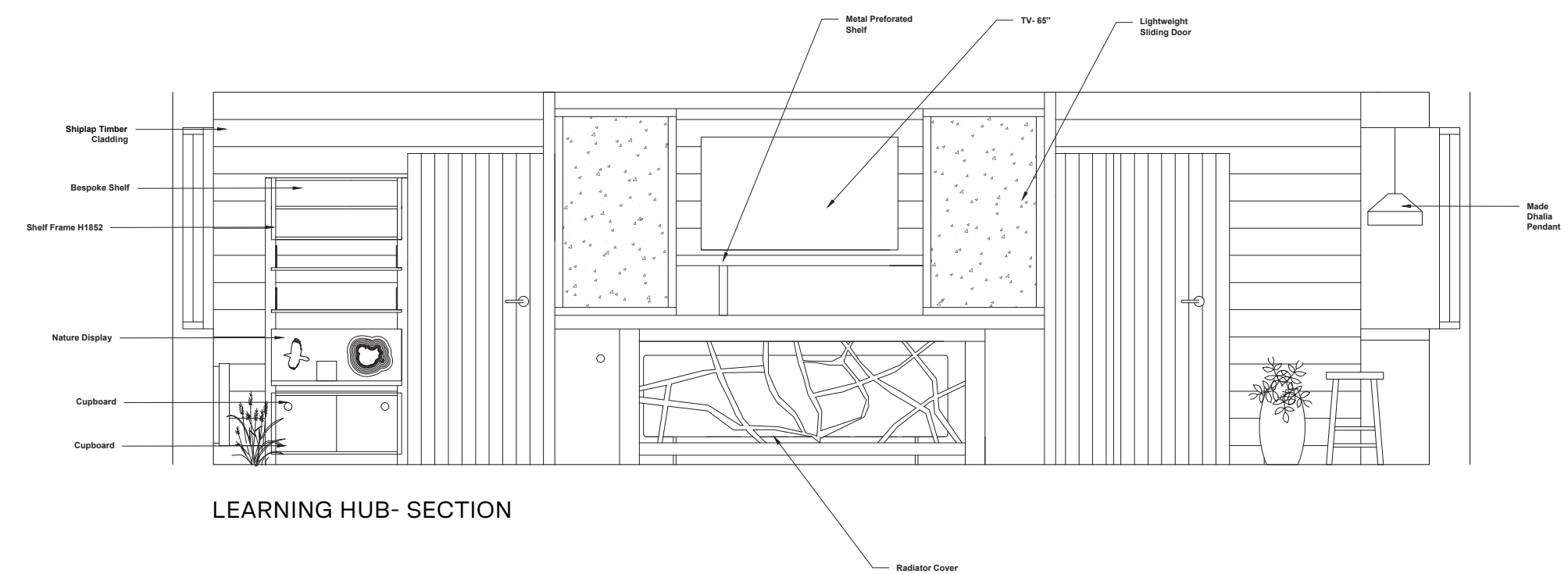
Shaped Wood
Soft, textured
Warm, humble, friendly, natural



APPROACH

The design was heavily influenced by the surrounding forest and reservoir. We see waterlike movement in the space through a fabric feature ceiling and the combination of woods and greenery. The tones are earthy and moody and intend to bring the outside in.

The whole interior is a tactile experience with particular focus on sustainable innovative materials, second hand furniture and recycable choices.



LEARNING HUB- SECTION



SKILLS

TEAM WORK
 CONCEPTUAL DESIGN
 BUDGET MANAGEMENT
 BRAND AWARENESS
 AUTOCAD
 SKETCHUP
 COMMUNICATION
 TIME MANAGEMENT



PRINT CLUB LONDON

MULTI-PURPOSE COMMERCIAL

THE BRIEF

To design a multipurpose space, including, retail, cafe and workplace for a printing company opening a new studio in Little Burgundy, Montreal. Print club london is a printing studio providing space for artists to work and to sell through their website. They are considerate of sustainability and minimising enquronalmental impact. The design should be considerate of the brand image.

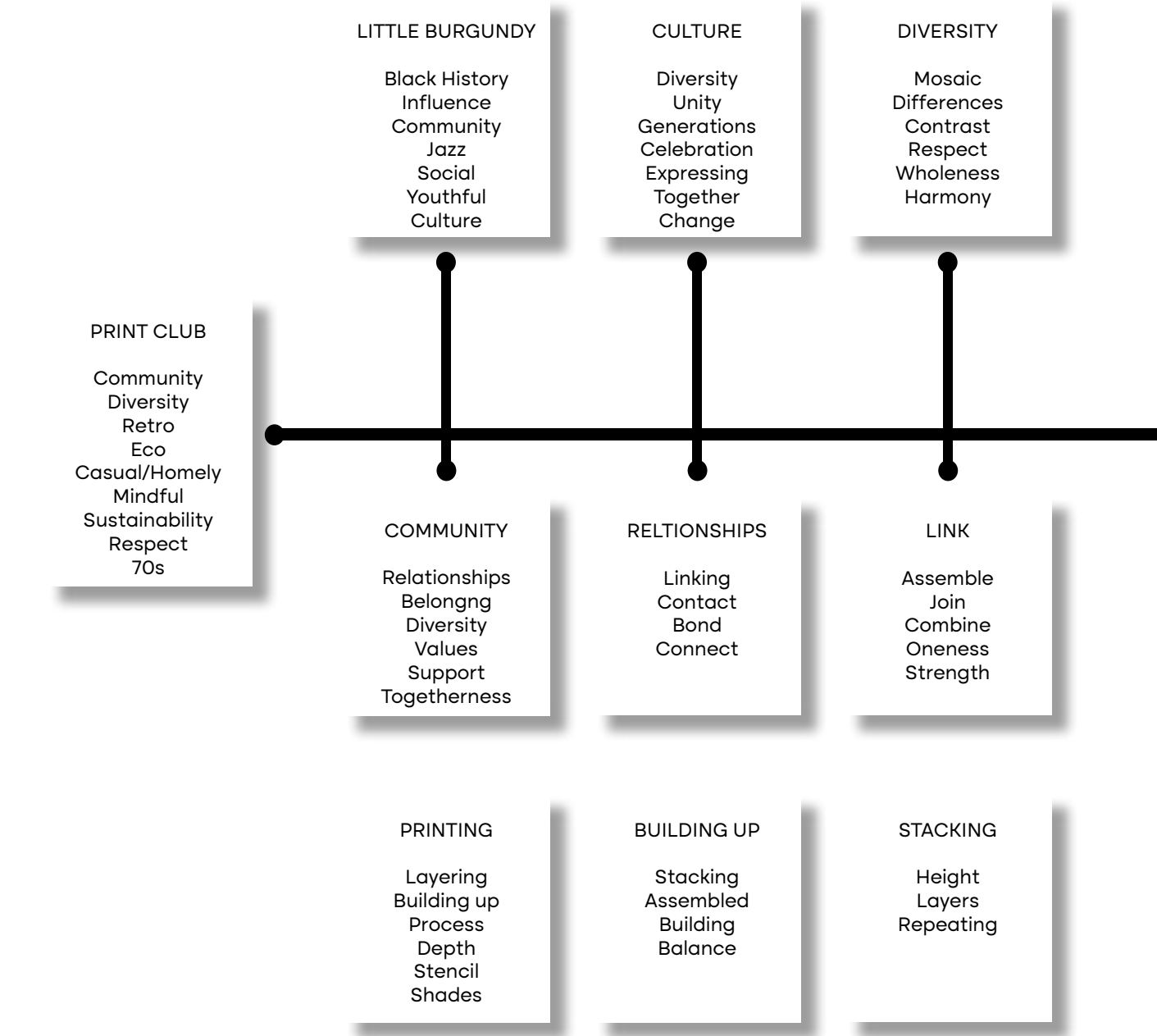


CONCEPT

MOVEMENT AND REPETITION

The concept derived from the word movement connecting each of the anchor pieces of this project. Little Burgundy's ever changing purpose - once industrial, than music and nightlif, now residentia, and dining scene creates a sese of evolving, changing, always on the go.

Community that reflects Little Burgundy but also PCL. Communities hold together to make a change -a big or small social movement. Arts are often classified into movements that grouped art characteristics relating to a specific perion of time Movement in societies can also be created through art- art often brings out certain issues topics to light and offers differing perspectives. Repetition comes through the 70 pattern repetition, use of patternen wallpaper. Printing also requires repetition through repeating the same process of e.g. stenciling layers to create the piece.



APPROACH

Through research i have found out that the general branding is very simple, mostly black and white. Its fonts are casual so the general design should be quite laid back. The creative director is heavily inspired by the 70s style so hints of the 70s will be concorporated into the design.

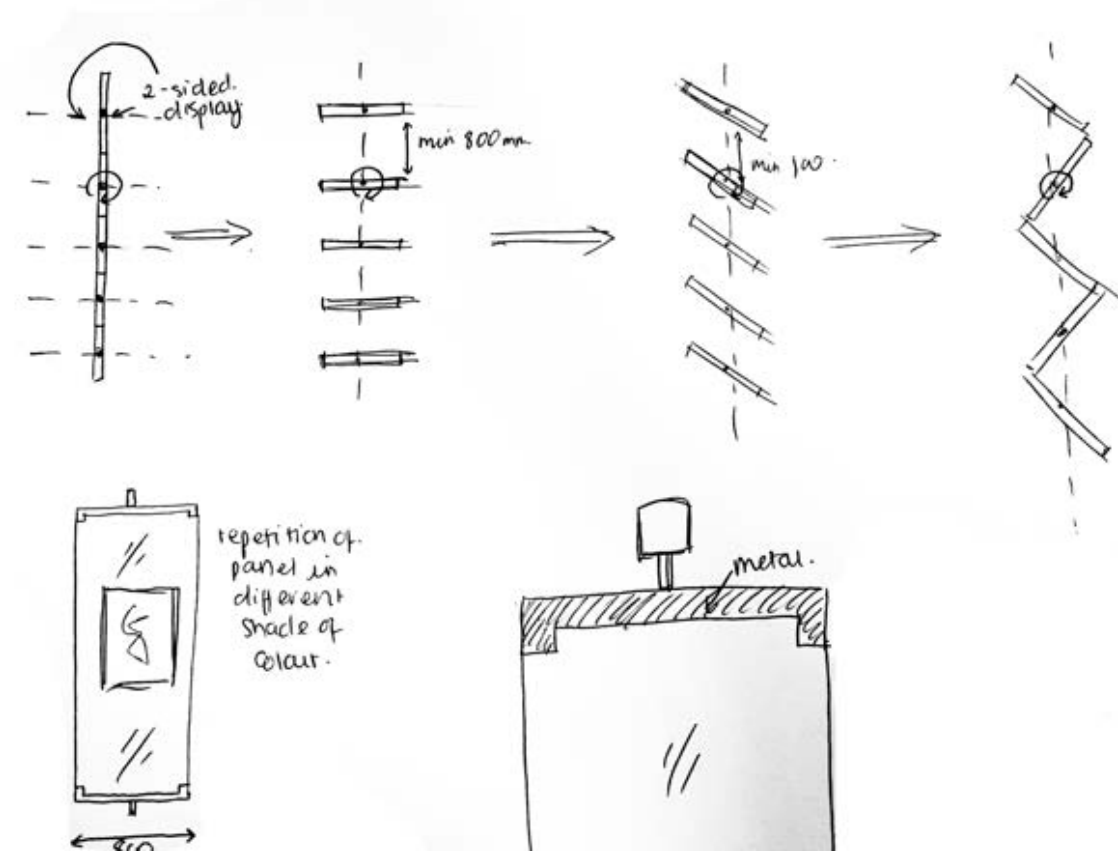
The location has a lot of history. Black history, jazz and railway. So industrial elemnets will also come through.

All materilas will be carefull considered in terms of sustainability and durability.

To fit the concept, elements such as shelving and gellery displays will be modular to fit movement.

Sourching will consider lighting that imitate a sense of movement and flow such as the 'Dancing Pendant'.

Repetition of materilas and materials that repeat within themselves such as bricks or mosaics.



SKILLS

CONCEPTUAL DESIGN
 BRAND AWARENESS
 SPACE PLANNING
 REGULATIONS
 AUTO CAD
 SKETCHUP
 ENSCAPE
 PHOTOSHOP
 INDESIGN
 FF&E
 LIGHTING PLANS
 ESTI PC



GROUND FLOOR- RETAIL AND CAFE SECTIONS



FIRST FLOOR- OFFICE AND MEETING ROOM SECTION

DESIGN

The design is inspired by the 70s style through the darker walnut woods, orange upholstery, 70s furniture, lots of plants and greenery as well as terrazzo inspired tiles throughout. Industrial elements come through the the exposed/veneer brick walls, use of black metal in the office space or terrace benches.



6

RECEPTION DESK

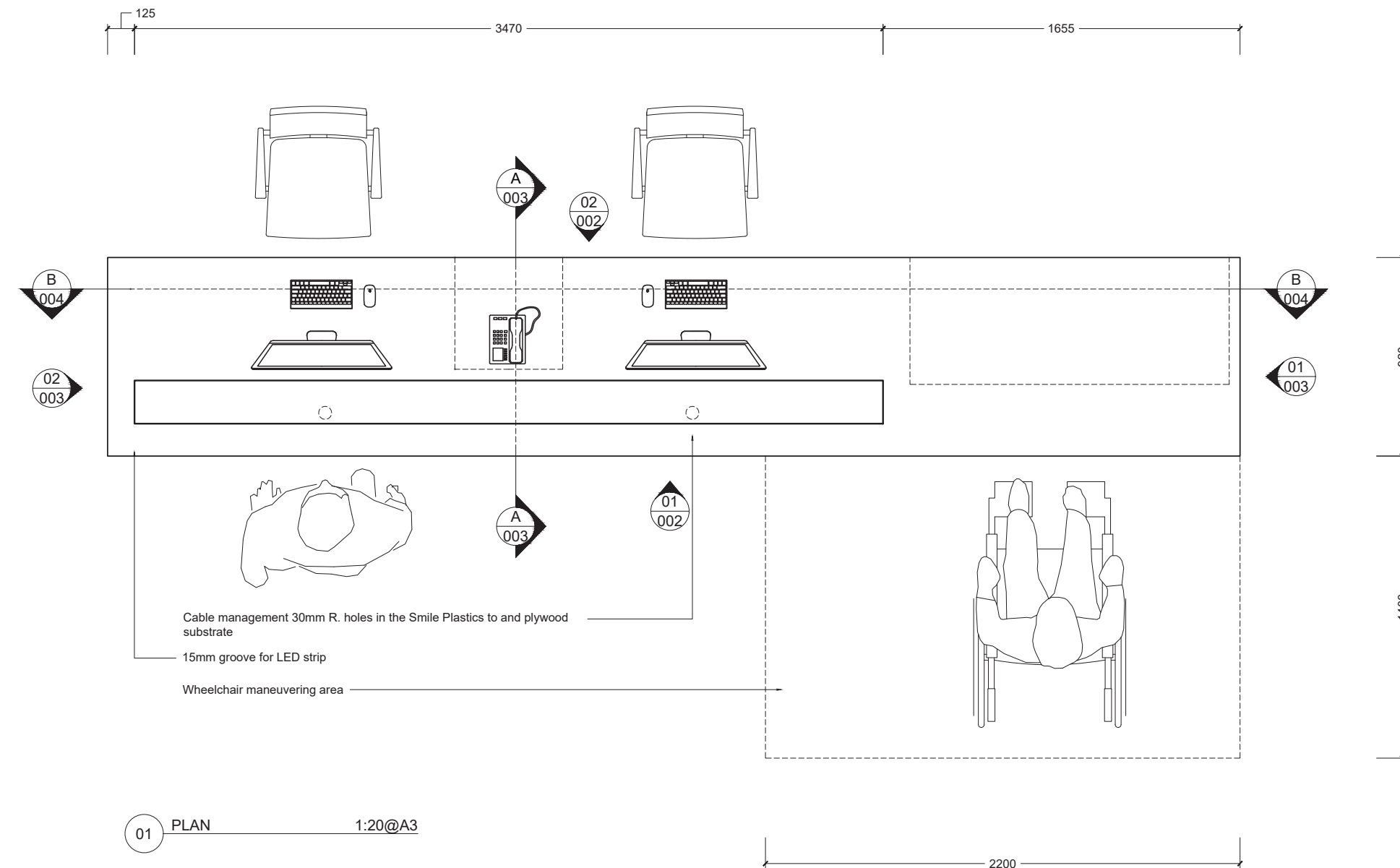
BESPOKE FURNITURE DESIGN

THE BRIEF

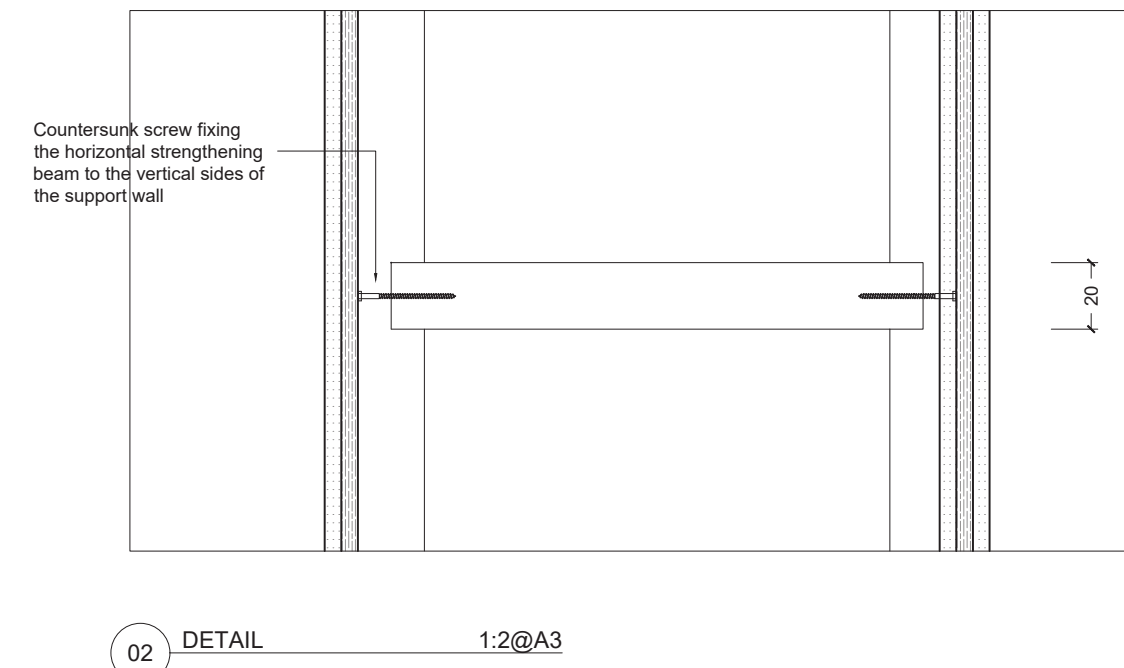
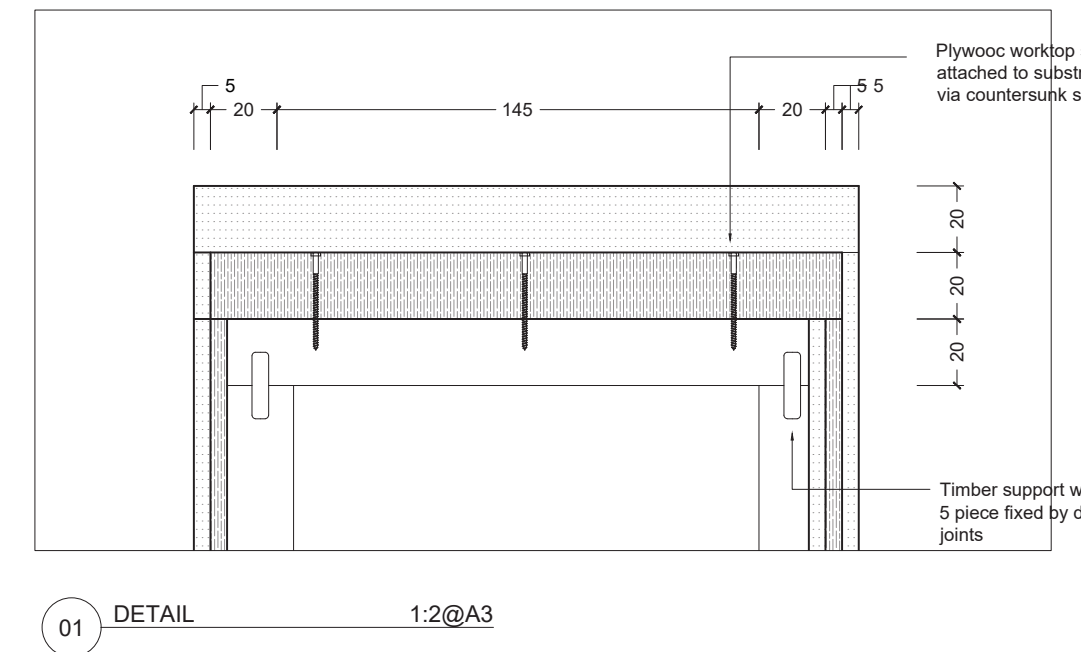
Based on provided initial sketches of general dimensions and shape the project requires to develop a thorough design solution, detailing all proposed materials, their construction and other joints and design details and present the final solution in a detailed working drawings package.

The site of the desk is in London, situated in a multi-purpose building. The location should affect the research into sustainability as materials will need to be sourced from the local area.

Task lighting needs to be specified and desk must accommodate both standing and seated visitors.



DETAILED WORKING DRAWINGS

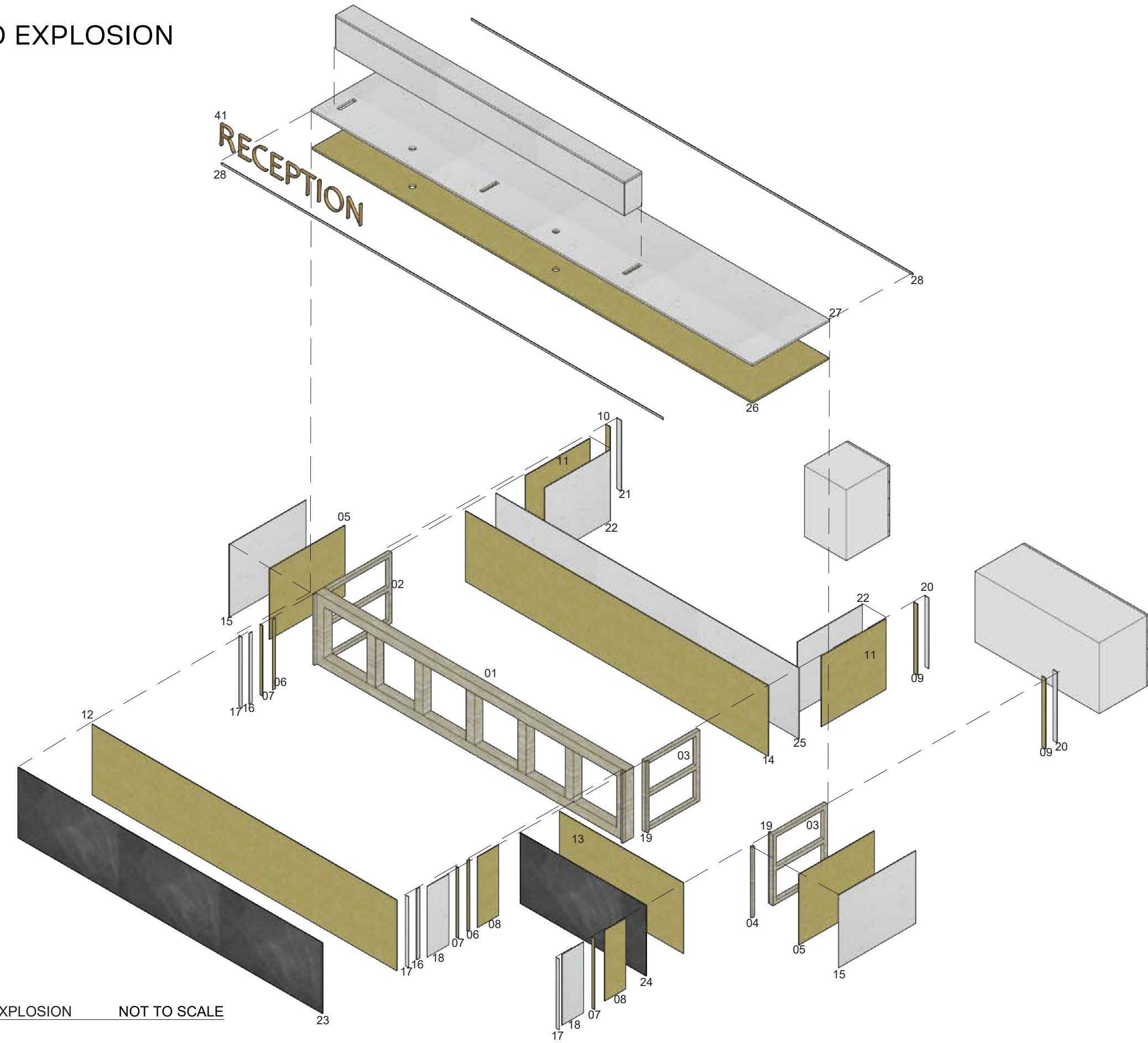


APPROACH

The aim was to use local materials such as Welsh slate or recycled plastic surfaces from Smile Plastics as an environmentally friendly sourcing option.

The structure to be made from front British FSC-rated oak beams and FSC-rated plywood substrate for the slate and plastic veneers.

ISO EXPLOSION



01 EXPLOSION NOT TO SCALE

SARA NYC | KLC SCHOOL OF DESIGN

DESIGN

The design is simple but maximises storage and efficiency and worktop space. The design takes into account wheelchair users with a lowered counter height extending onto a shelf as a bag support in the standing visitors bar height area.

On the working side of the desk cable management is considered thought cutouts in the worktop for computer, telephone and desk lamp cables.



SKILLS

LOCAL SOURCING
REGUALTIONS
ISO EXPLOSION
DWG
SKETCHUP
ENSCAPE

5

MERCHANT'S HEART

POPOP STORE / BAR



BRIEF

To design a pop-up stand for a drink enhancer company, Merchant's Heart. MH sells alcohol mixers to elevate the drinking experience. Located at a festival the design need to take awareness of its short lifespan. Therefore materials should be carefully considered along with the set up and take down.



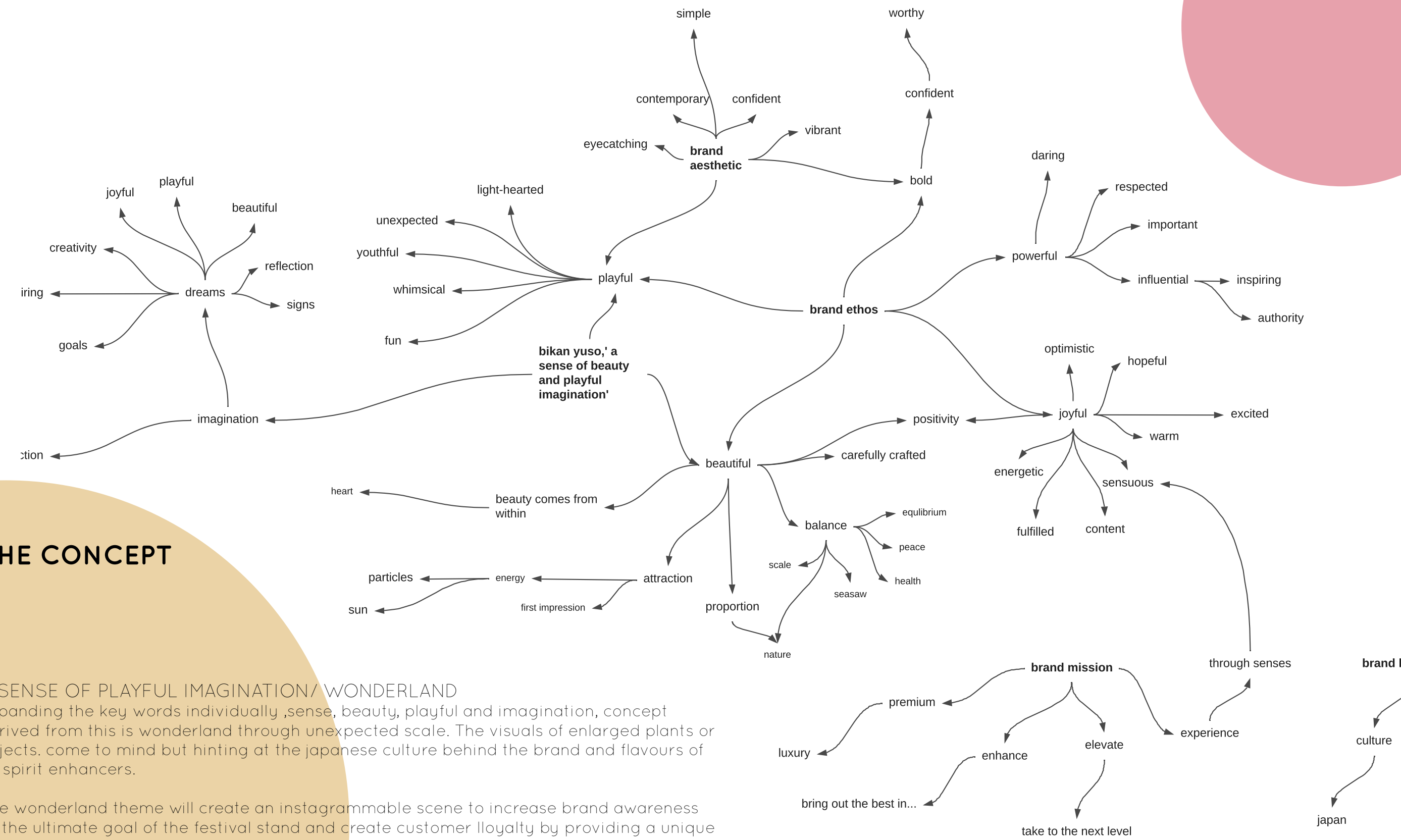
THE CONCEPT

A SENSE OF PLAYFUL IMAGINATION/ WONDERLAND

Expanding the key words individually, sense, beauty, playful and imagination, concept derived from this is wonderland through unexpected scale. The visuals of enlarged plants or objects, come to mind but hinting at the Japanese culture behind the brand and flavours of its spirit enhancers.

The wonderland theme will create an instagrammable scene to increase brand awareness as the ultimate goal of the festival stand and create customer loyalty by providing a unique positive experience.

The design will focus on creating a feeling of height and space, and in contrast, a feeling of compaction. A continuous change in scale not only of objects but the size of the room itself as well as lighting.

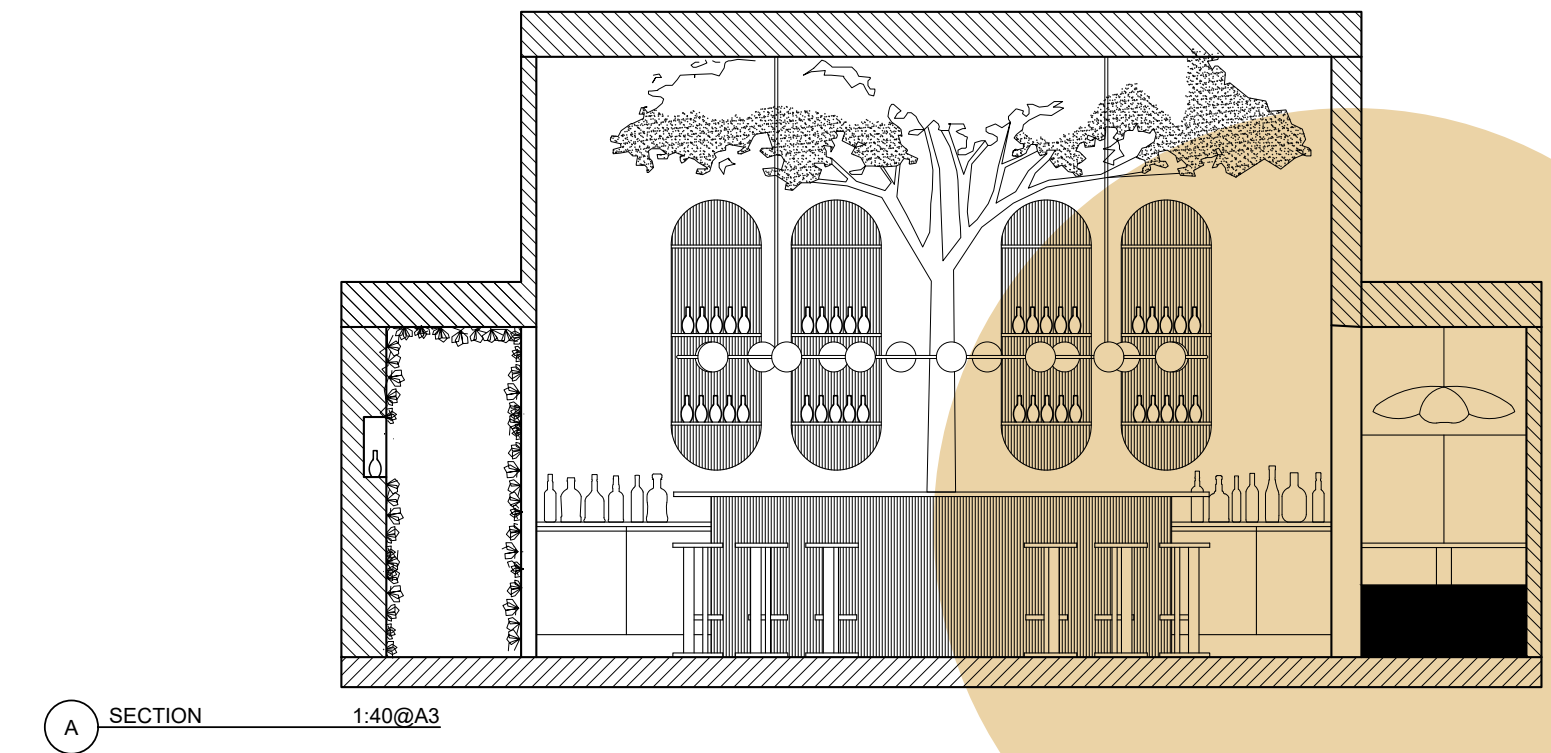
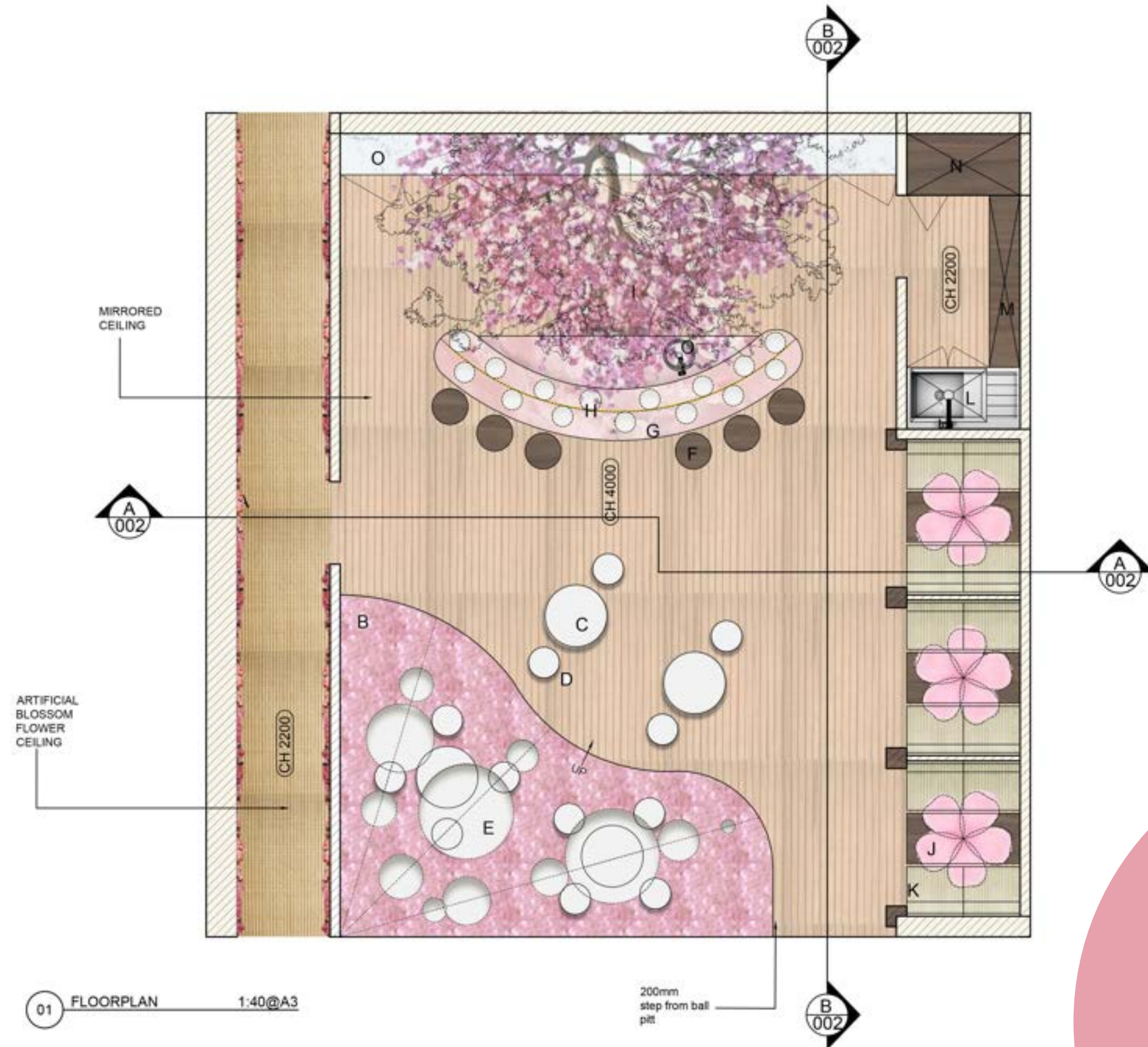


THE DESIGN

The final design takes heavy inspiration from the Japanese origin of the brand and is designed to give you the ultimate experience and fun drinks.

On the basis of a wonderland concept playing with scale, the wheelchair accessible entry is a cherry blossom corridor leading you through individual displays of all the drink enhancers. Entering the main space you are greeted with a tall mirrored ceiling for extra emphasis in change of height. The bar plays on the pink palette with the use of pink onyx stone and a paper blossom tree in the background.

Booth seating is divided via traditional minimalistic Japanese screens for some privacy. Whereas the open seating is placed on a pink ballpit as a direct inspiration from the pink peppercorn mixer. For drainage and cleaning purposes they have been placed on a fine rack surface for water drainage. Above we have oversized ball lighting suspended on horizontal cables.



SKILLS

CONCEPTUAL DESIGN
 BRAND AWARENESS
 SPACE PLANNING
 REGULATIONS
 AUTO CAD
 SKETCHUP
 ENSCAPE
 PHOTOSHOP



4

STRESS RELIEF RETREAT

LIVING QUATERS - SHARED ACCOMODATION



BRIEF

To design a 4-person shared sleeping/living quarters of a stress relief retreat to be situated in the countryside/parkland.

The project will aim to develop awareness of research, manipulation of space, evaluation of complex solutions, understanding of regulations and synthesis of ideas.

The design should consider more innovative and interesting features that could be incorporated to further enhance the experience.

The design should play with atmosphere, experience and senses and will take a more conceptual approach.



THE DESIGN

The aim of the design is made to see like a home away from home. All furniture and finished are chosen to be warm and homely to further reduce the stress of being away from normal.

The style focuses on a modern country style as the retreat is located in an Essex, countryside. The colour palette is also heavily inspired by the surrounding fields and nature.

The layout maximises windows to bring the outside in and is very considerate of privacy and noise between the sleeping and living quarters accommodation.

A feature room is the yoga/meditation studio with south and east facing windows for a hint of morning sunrise.

Sunlight has also been carefully considered when determining the layout. The living space enjoys morning sunlight and diffused lighting throughout the day and the bedroom windows face the West sunset side.

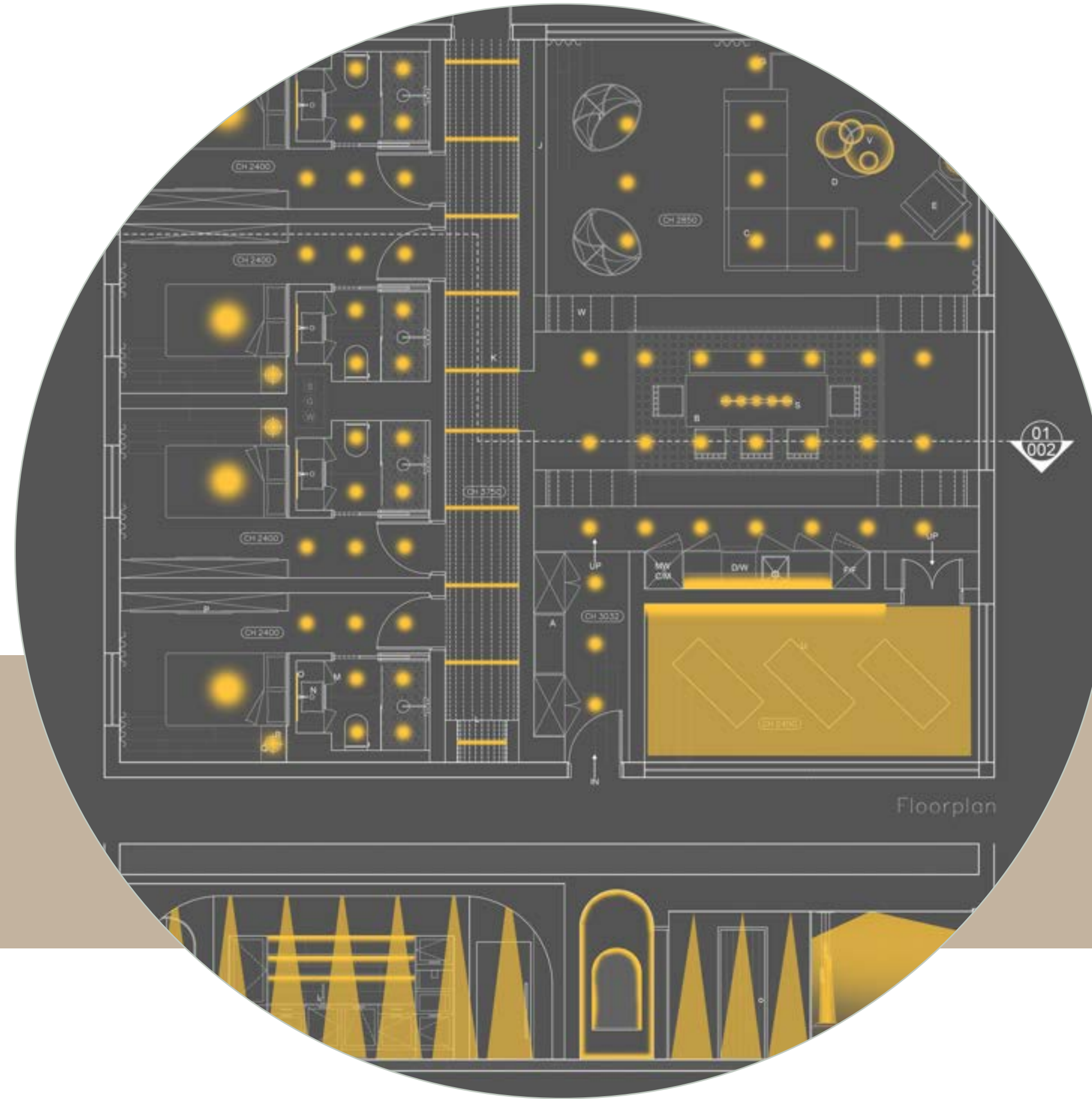




LIVING AREA SOURCING BOARD



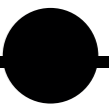
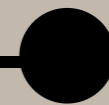
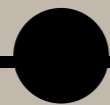
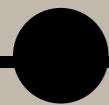
BEDROOM AND ENSUITE SOURCING BOARD



SKILLS

- EXPERIENTIAL DESIGN
- SPACE PLANNING
- REGUALTIONS
- AUTOCAD
- PHOTOSHOP
- VISUAL LIGHTING PROPOSAL
- DESIGN RESTRICTIONS

THANK
YOU



SARA NYC
KLC SCHOOL OF DESIGN

saranyc771@gmail.com
07578454658