

JOSEPHINE WARD

P O R T F O L I O

2023



CONTENTS

"IF OPPORTUNITY DOESN'T KNOCK, BUILD A DOOR"
- KURT COBAIN



1. THE FLOW STATE
COMMERCIAL PROJECT
FOR HEADSPACE



2. THE (W)HOLE
COMMERCIAL PROJECT
FOR ODDBOX



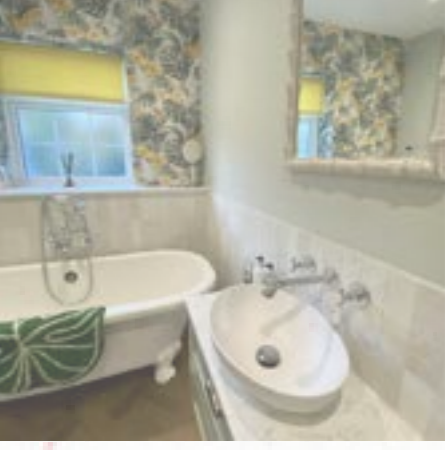
3. THE COLLECTIVE
COMMERCIAL PROJECT
FOR PRIVATE DEVELOPER



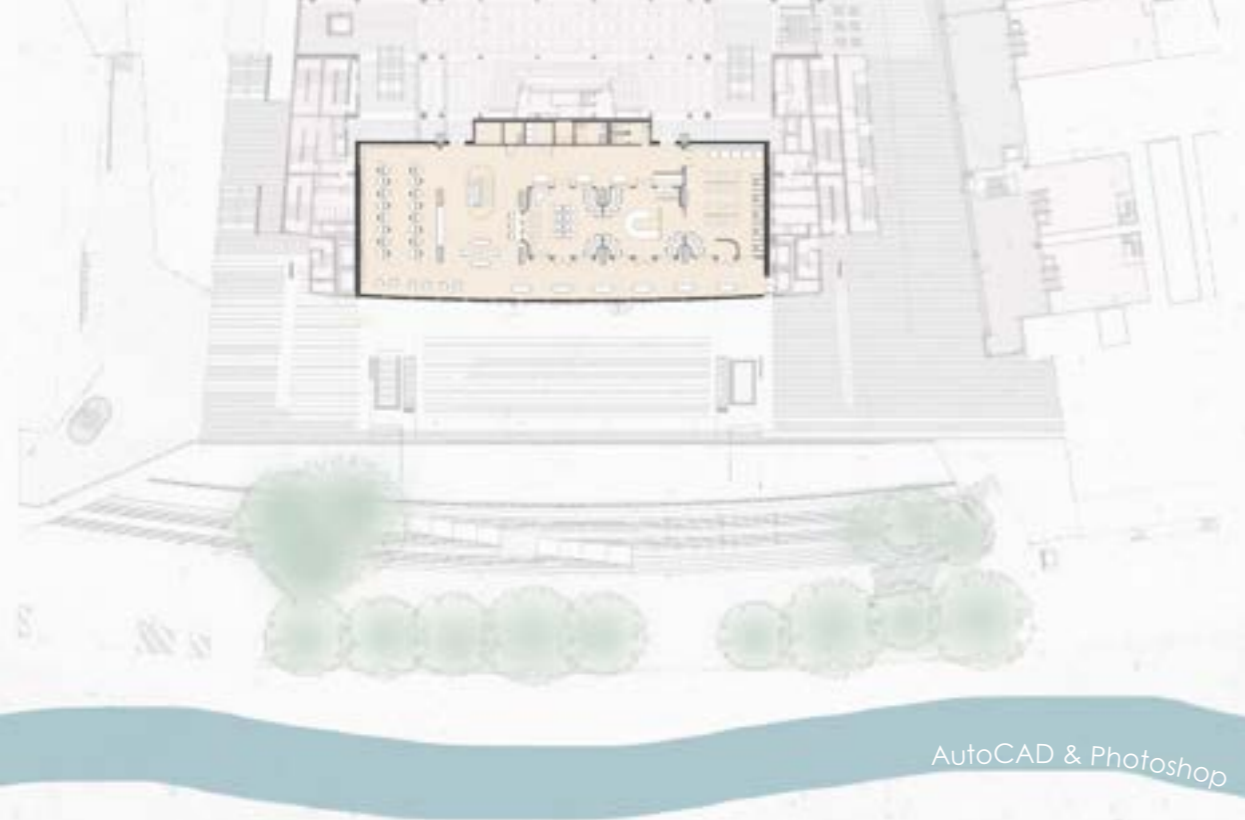
4. EQUILIBRIUM
RESIDENTIAL PROJECT



5. BREAKING THE MOULD
COMMERCIAL PROJECT
FOR THE BODY SHOP



6. THE FARMHOUSE
RESIDENTIAL PROJECT



AutoCAD & Photoshop

THE FLOW STATE

NEURODIVERSE CO WORKING & CAFE

📍 THE ROYAL FESTIVAL HALL, SOUTH BANK, LDN

BRIEF: The client, Headspace, wanted to challenge typical co working ideologies by providing an accessible space targeting hyper sensitive and introverted individuals.

The definition of co working is the use of a shared space by people who work for *different* employers, so why in every co working location is the emphasis on group working?

Why do most co working spaces promote calls throughout spaces and not set the precedence for quieter, focussed working?

The Flow State is a mindful retreat, a space to switch off from the hustle and bustle of South Bank, featuring a cafe, rooftop garden, private meeting rooms and dedicated quiet and loud zones.

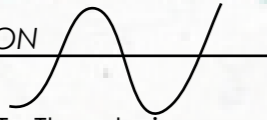
Located in London's South Bank, Brutalist references were injected through the space as a nod to the sites rich history. Typically a harsh architectural style, we managed to soften it to accommodate various neurodiverse needs.



"This an outstanding final project that demonstrates a confidence in conceptual and detail design development, beyond what we would expect at Level 6. Your sensitive understanding of the strategic, spatial and aesthetic elements of this design proposal has produced a joyful design that truly demonstrates your bold style and exacting eye for detail - all whilst keeping the client and end user at the forefront."
- Tutor's Final Comments

External view from South Bank into Quiet Co Working, Lounge and Mezzanine ▲

CONCEPT: OSCILLATION

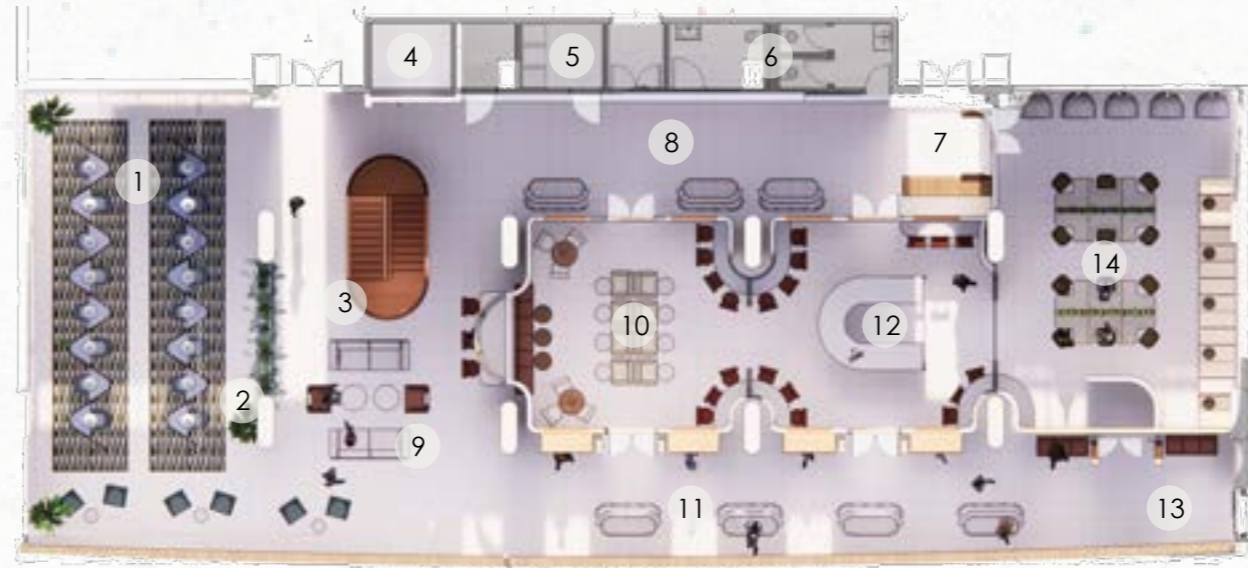


CONCEPT STATEMENT: The design concept of oscillation, when applied to mental health and well-being, involves creating an environment or experience that supports balance, flexibility, and adaptability. The term "oscillation" typically refers to the regular back-and-forth movement or fluctuation between two points or states. In the context of mental health and well-being, oscillation emphasizes the importance of finding equilibrium and rhythm in life's various aspects.

CONCEPT IMAGERY - UNEXPECTED BRUTALISM



DEVELOPMENT SKETCHING



- 1. Quiet Co Working
- 2. Lockers
- 3. Brutalist inspired stairs
- 4. Lift
- 5. Printing room
- 6. Accessible & unisex WC's
- 7. RFH Entrance & Reception
- 8. Transitional space & seating
- 9. Lounge seating
- 10. Cafe quiet seating
- 11. Transitional space & seating
- 12. Cafe bar
- 13. Members only entrance
- 14. Meeting rooms

▲ GENERAL ARRANGEMENT PLAN, GROUND - FOLLOWING THE BUILDINGS ARCHITECTURE



- 1. Quiet Co Working with modular seating
- 2. Lockers
- 3. Banquette seating
- 4. Nook quiet/meditation pods
- 5. Mezzanine seating overlooking biophilic garden
- 6. Biophilic rooftop garden
- 7. Access only stairs
- 8. Meeting rooms
- 9. Lounge seating

▲ GENERAL ARRANGEMENT PLAN, MEZZANINE - WITH ROOFTOP BIOPHILIC GARDEN & CENTRAL ATRIUM



▲ PERSPECTIVE SECTION

HARD MATERIAL BOARD



1. Clayworks Plaster, 2. Brushed Gunmetal, 3. Microcement, 4. FSC Certified Walnut Veneer, 5. Clayworks Plaster, 6. Forbo Marmoleum Flooring, 7. Recycled Tile 8. FSC Certified American Oak Batens, 9. Brushed Brass, 10. Quartz, 11. Glass Block, 12. Limestone Tile, 13-16. Clayworks Plaster



▲ QUIET CO WORKING PODS WITH BAFFLE CEILING FOR ACOUSITC PROPERTIES

SOFT MATERIAL BOARD



1-3. Kirkby Recycled Fabric, 4. Jute Carpet, 5-6. Kirkby Recycled Fabric 7. Pierre Frey Fabric, 8. Banana Leaf Linen Curtain, 9-10. Kirkby Recycled Fabric



▲ MEZZANINE LOUNGE SEATING AND MEETING ROOMS



▲ MEZZANINE QUIET CO WORKING WITH MODULAR SEATING



▲ TRANSITIONAL SEATING & VIEW TO MEMBERS ONLY ENTRANCE, CAFE/BAR STRUCTURE INSPIRED BY BRUTALISM



▲ MEZZANINE MEETING ROOMS



▲ MEZZANINE BANQUETTE SEATING AND MEDITATION NOOKS

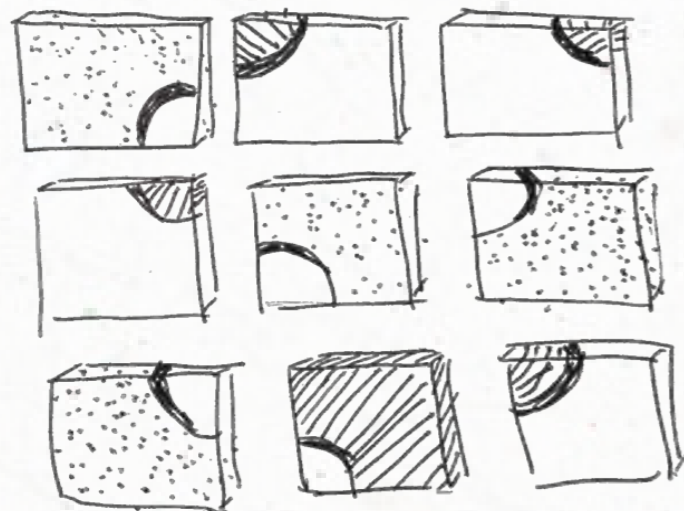
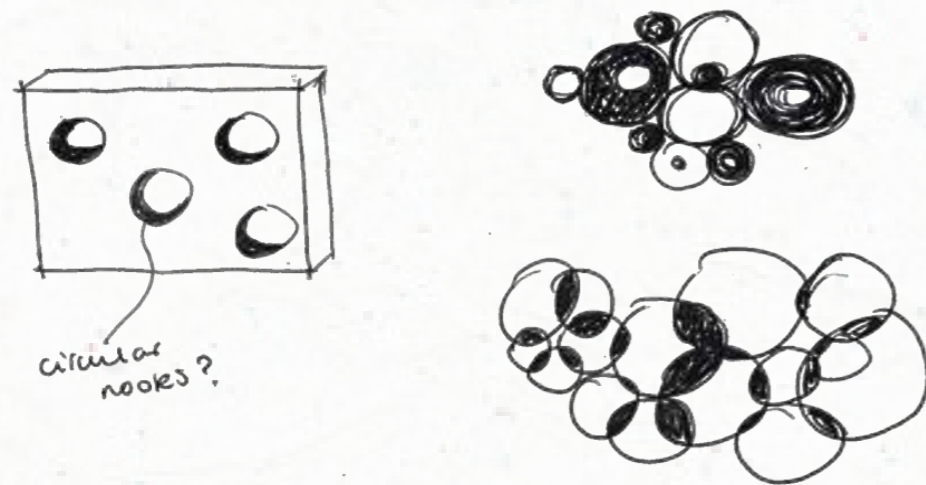
THE (W)HOLE

COMMUNITY CENTRE & TEACHING KITCHEN

📍 RAILWAY ARCHES, SOUTHWARK, LDN

BRIEF: The client, Oddbox was in need of a flagship store to expand their reach and help communities thrive through food education and the reduction of food waste. Their mission was to help the Southwark community by providing cookery lessons and workshops utilizing Oddbox's wonky fruit and veg.

They wanted a space that promotes better physical and mental health, and improved life habits through healthy eating, and wanted to create accessible employment and skills training opportunities for the local community.



CONCEPT: IMPERFECTIONS

CONCEPT STATEMENT: The concept of imperfections was inspired by Oddbox's main ethos, which is to see the good in the not good enough.

As a society, we have put more and more pressure on this idea of perfection which has stemmed mainly from social media, whether this be through appearances, what we do or do not have or what we make or produce.

The food-based community centre is focused around imperfect produce, and is a place where people can come together with no preconception of what they must or must not be, a space to simply enjoy what is on offer and to come together as a community with no prejudgements on where you have come from or what situation you may be in.

To further express this concept, the space was inspired by the notion of holes and encourages the idea that nothing is ever perfect, in fact its the imperfections of something that makes it unique and perfect in its own way.



1. Casual seating
2. Reception desk
3. Lift
4. Oddbox pantry
5. Education/events space
6. WC's
7. Staff kitchen
8. Fire stairs
9. Nook seating
10. Stairs

▲ GENERAL ARRANGEMENT PLAN, GROUND FLOOR

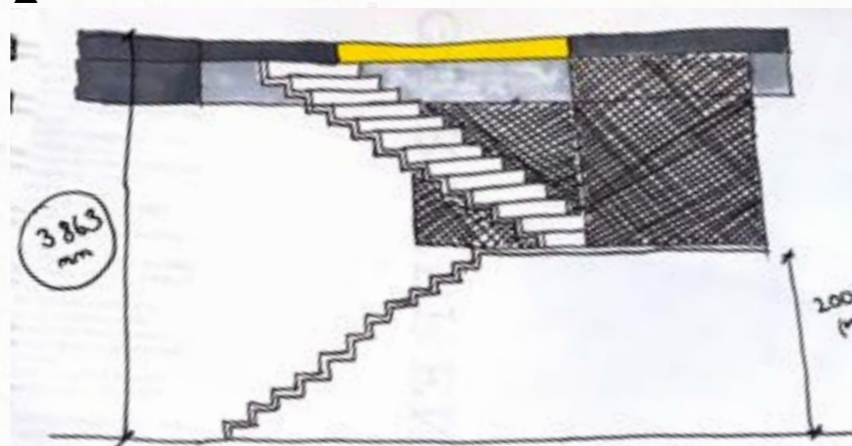


1. Casual seating
2. Stairs
3. Dining space
4. Dining space
5. Teaching kitchen
6. Storage
7. Comms room and storage
8. Reading nooks

▲ GENERAL ARRANGEMENT PLAN, FIRST FLOOR



▲ SECTION OF TEACHING KITCHEN

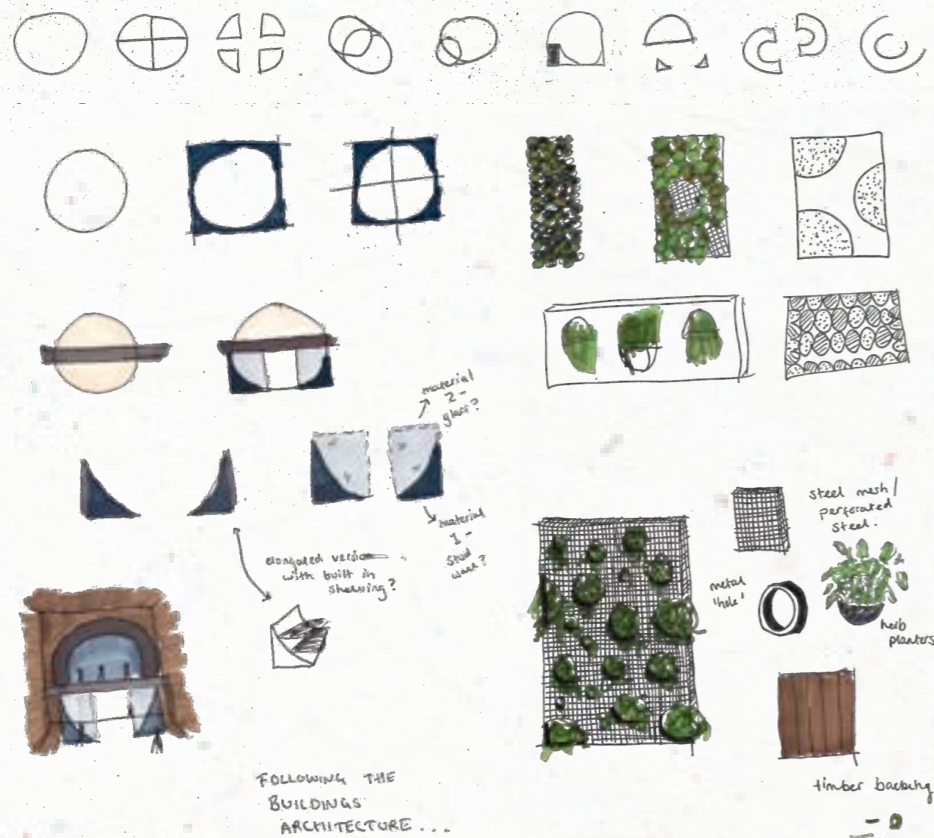


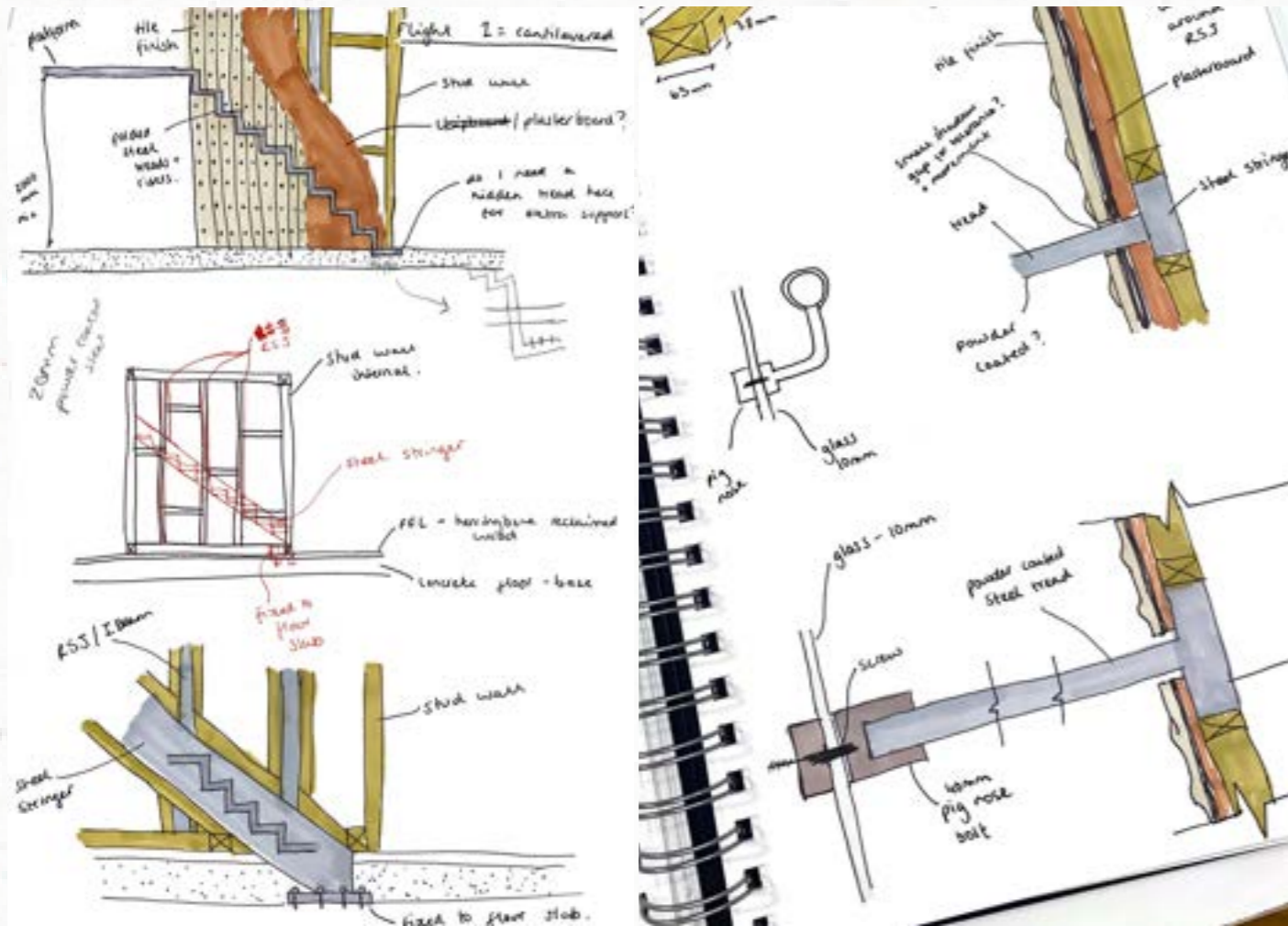
▲ HAND RENDERED SKETCH OF STAIRCASE



▲ SECTION OF STAIRCASE, CASUAL SEATING AND READING NOOKS

DEVELOPMENT SKETCHING





▲ TECHNICAL DEVELOPMENT OF STAIRCASE



▲ READING NOOKS



▲ 3D STAIRCASE MODEL



▲ COMMUNAL TEACHING KITCHEN

THE COLLECTIVE

RETAIL, EVENTS AND WORKSHOP SPACE

📍 ELECTRIC AVENUE, BRIXTON, LDN

BRIEF: The client - Sarah Berry, a private developer, asked for a multifunctional retail space for an individual maker or product designer of choice. They must not have any stand alone showrooms or retail outlets currently selling their products, so focusing on small, independent businesses was key. The retail space must positively impact the local area and must aim to provide a sense of opportunity for the community.

Located in a multicultural and diverse area, the design was to celebrate Brixton's rich heritage and welcome different groups of people into the space.

Key areas focussed on for the project included education spaces/workshop space, a number of modular retail outlets, DJ/entertainment spaces and changing rooms.



EXTERNAL VIEW OF RETAIL SPACE, DJ & MEZZANINE ▲

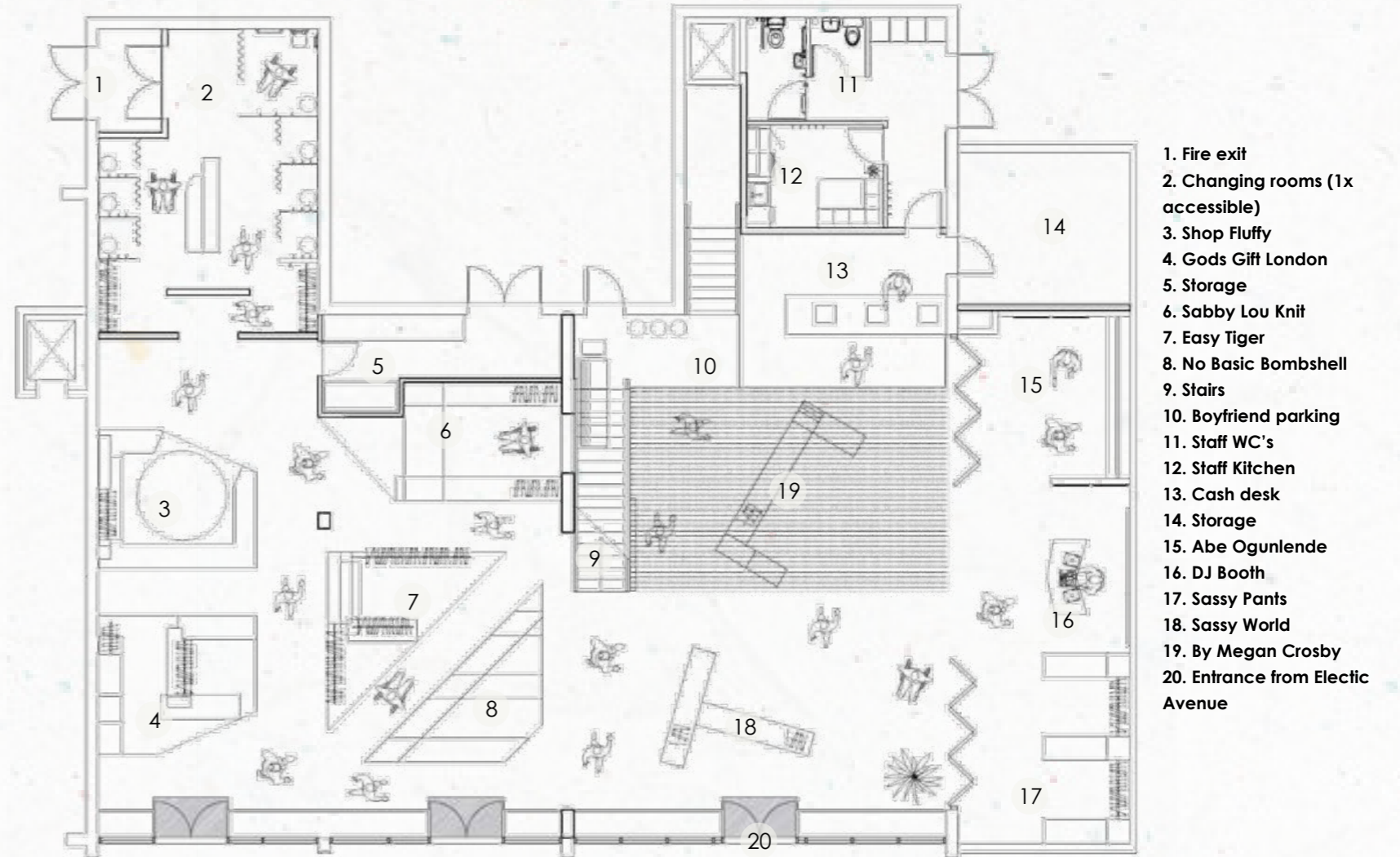
CONCEPT: ORGANISED CHAOS

CONCEPT STATEMENT: Brixton is multi faceted, expressive and bold. It celebrates a multitude of cultures, beliefs and genres, in its diverse and chaotic way. Anything goes, there is no right or wrong, it is both surprising and wholly unique. Yet amongst the chaos, there is an underlying sense of order, the chaos is almost expected. Amongst each crazy market stall, everything has a place. On every street, each person is in the place they call home. Everyone, everything is welcome giving a true sense of community.

The concept, organised chaos, celebrates the quirkiness of Brixton, as well as recognising how a variety of different things can come together as one, to create something rather beautiful.



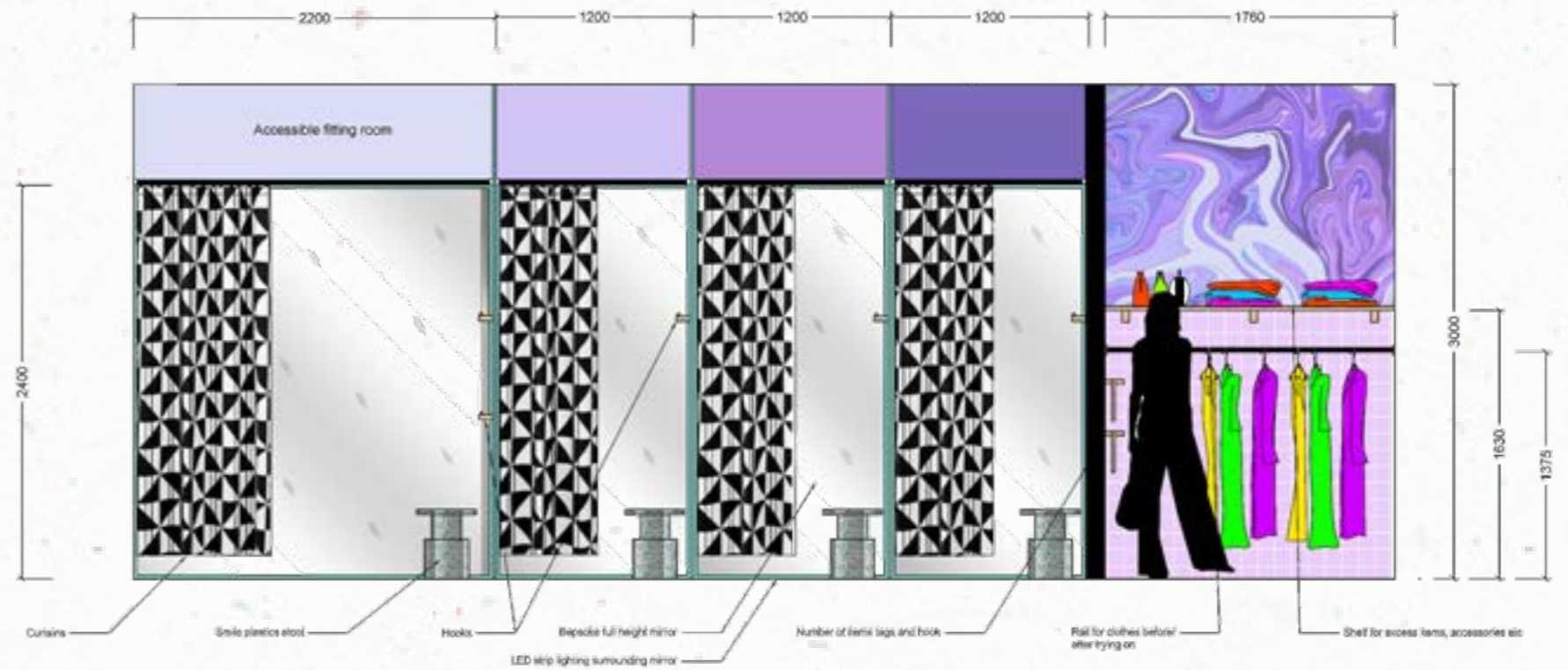
▲ CONCEPT INSPIRATION



▲ GENERAL ARRANGEMENT PLAN, GROUND FLOOR



▲ VIEW TO DJ BOOTH



▲ RENDERED CHANGING ROOM SECTION

“

“A bold, dynamic and impactful body of work that feels meaningful and important. You clearly excel at sourcing the unique, innovative and local and unifying it, creating community and designing with this in mind. This is purposeful design, embodied and emboldened by the Concept of Collage – an encapsulation of the layers and juxtapositions of the locality that form one perfect whole. This is a progressive and unique space that engenders reform, radical change and creates a place that upholds these values and allows each space to feel unique and independent while also being a vital part of the collective and the community. I would be proud to be part of such an exciting space and enterprise.”

-Sarah Berry, Client

”



▲ VIEW THROUGH DOUBLE HEIGHT SPACE SHOWING MEZZANINE, STAIRCASE AND BESPOKE DISPLAY UNITS



▲ CASH DESK, MEZZANINE AND RETAIL DISPLAYS



▲ DJ BOOTH, STAIR DETAILING AND RETAIL DISPLAYS

E Q U I L I B R I U M

RESIDENTIAL DETAILING & SUSTAINABILITY

📍 LOTTS ROAD, CHELSEA, LDN

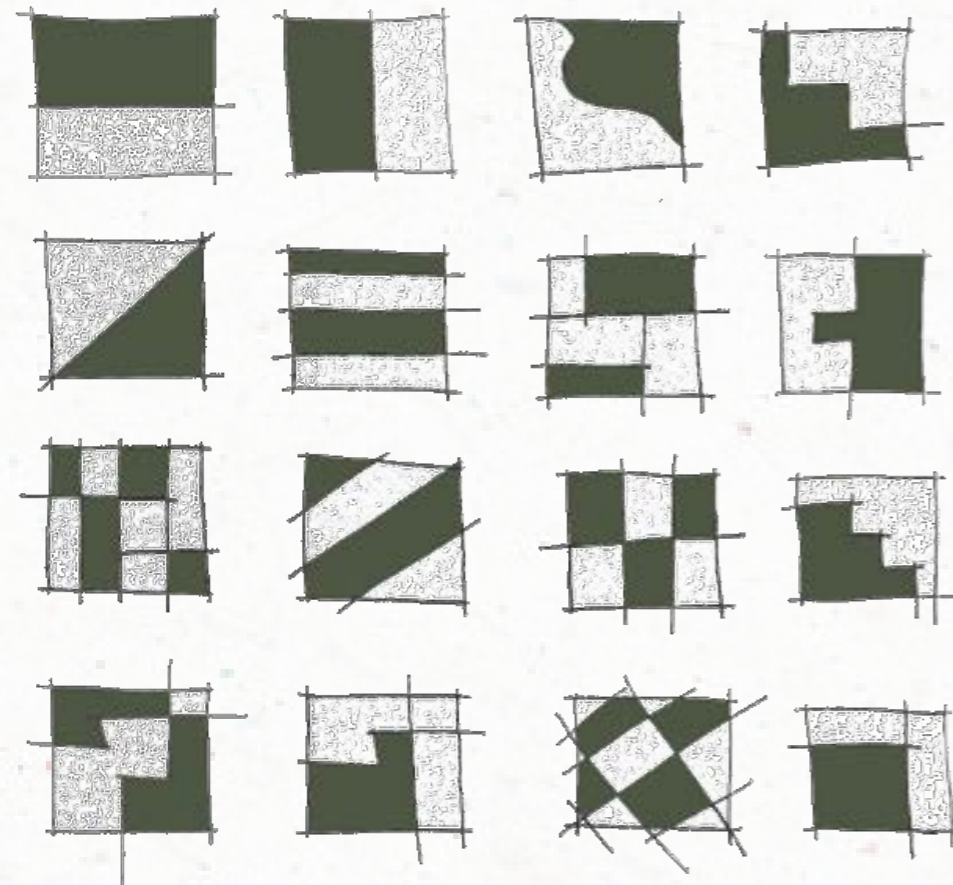
BRIEF: A research and problem-solving exercise designed to simulate the typical experience of a junior designer working in a design studio.

The brief was to design a detailed piece of joinery which sat on either side of a single solid wall between a kitchen-diner and a home cinema room. One side must house a media wall with TV unit and integrated storage, and the other must house a flue-less fire and storage.

The design must make use of Copper and Elm, focussing on their sustainable principles and using them in the most appropriate way.



FLUE-LESS FIRE SIDE JOINERY ▲

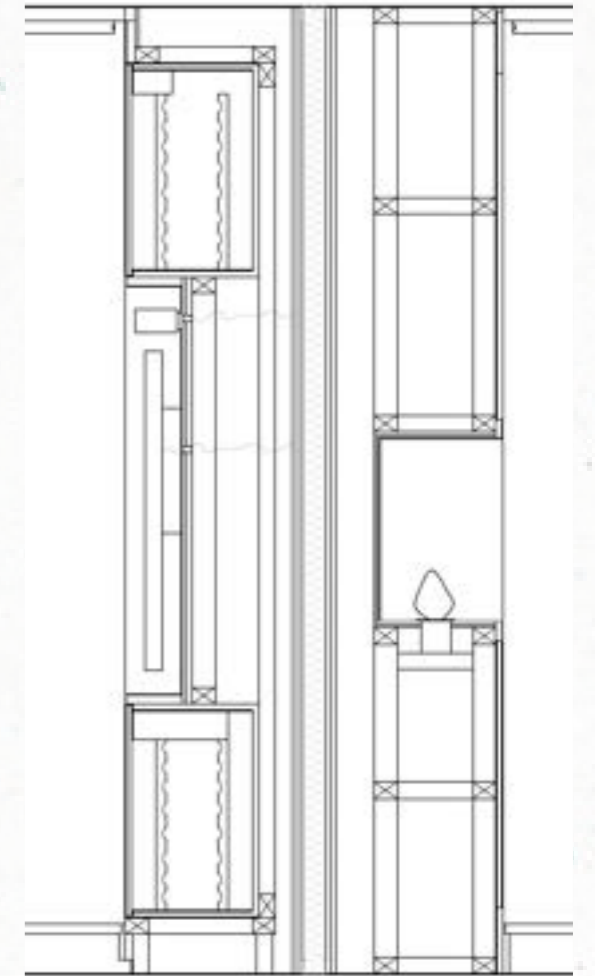
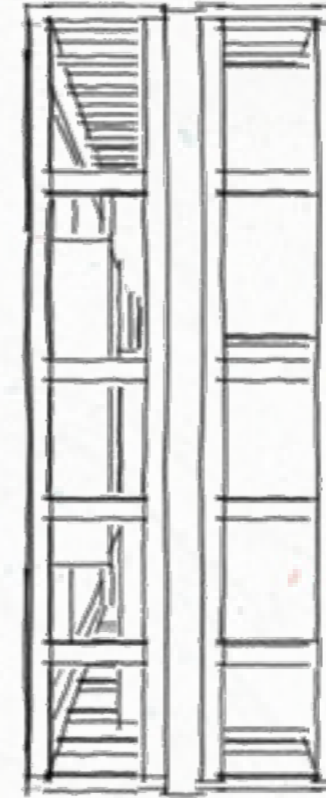
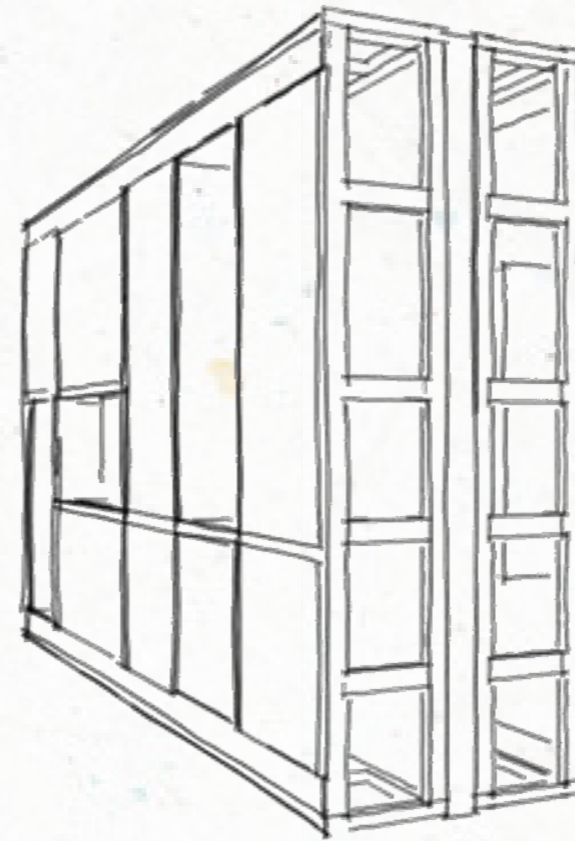


TV SIDE JOINERY ▲

CONCEPT: YIN & YANG

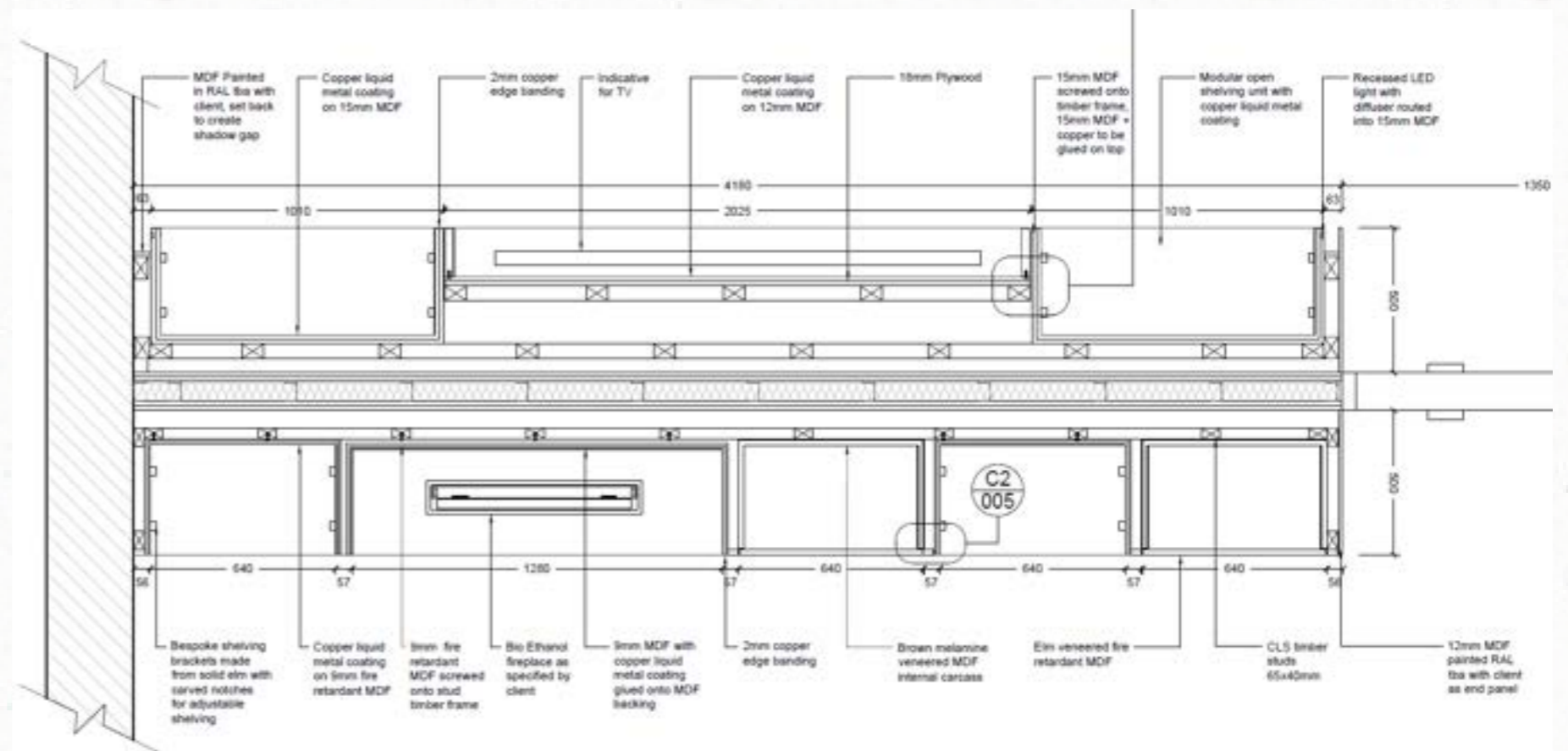
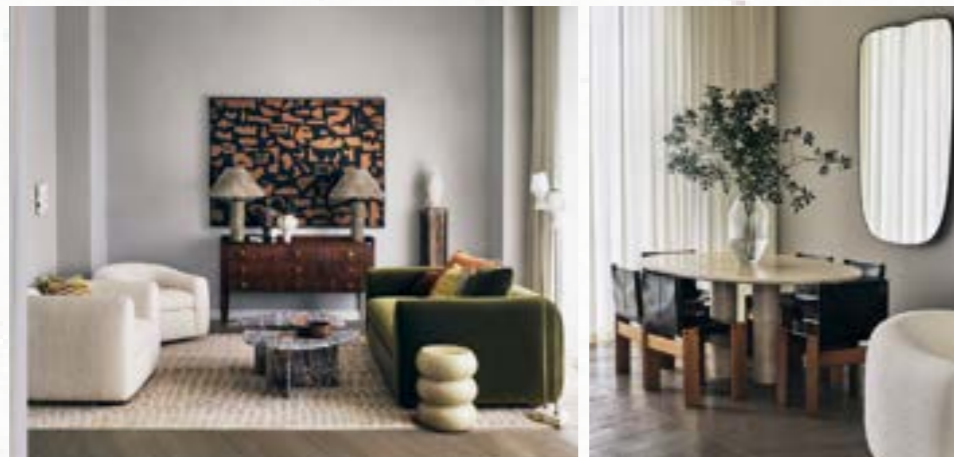
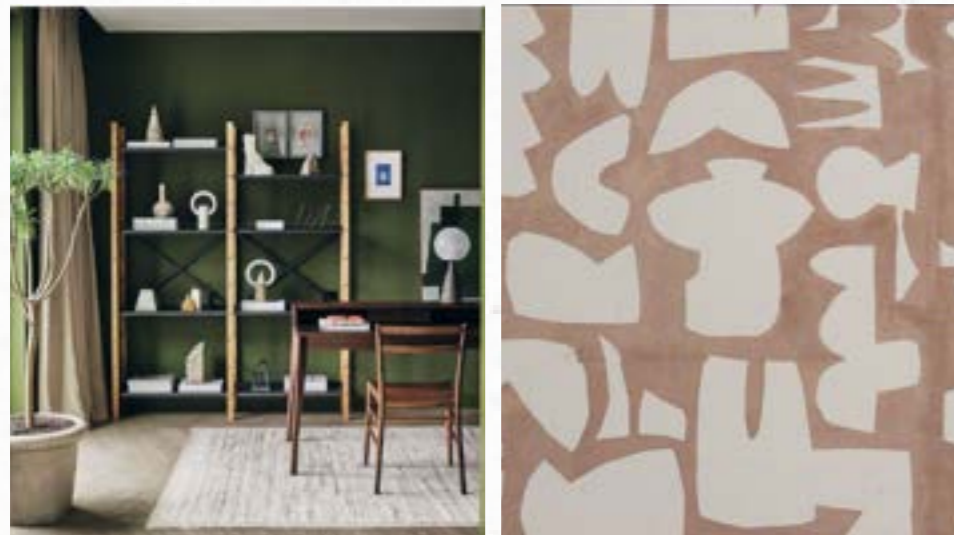
I followed the idea of balance in this design, taking inspiration from Yin and Yang. I wanted to create a harmonious design which was divided up into equal sections, with one side following a vertical pattern, and the other a horizontal one.

DESIGN: The two materials I worked with in this design were Elm and Copper, both materials being very un-resourceful and in depletion. Copper is used in almost everything we use in our day to day lives, meaning it's presence is paramount in the way we live. Due to this, I wanted to ensure I was using as little copper as possible, however ensure there was still balance and harmony within the design. That being said, I used a burlled elm veneer and liquid metal copper coating on MDF for the main crux of the design.



▲ 3D SKETCH OF INTERNAL CONSTRUCTION

▲ CAD DETAILING OF INTERNAL CONSTRUCTION



▲ CAD SECTION OF JOINERY AND INTERNAL WALL STRUCTURE

BREAKING THE MOULD

E X H I B I T I O N D E S I G N

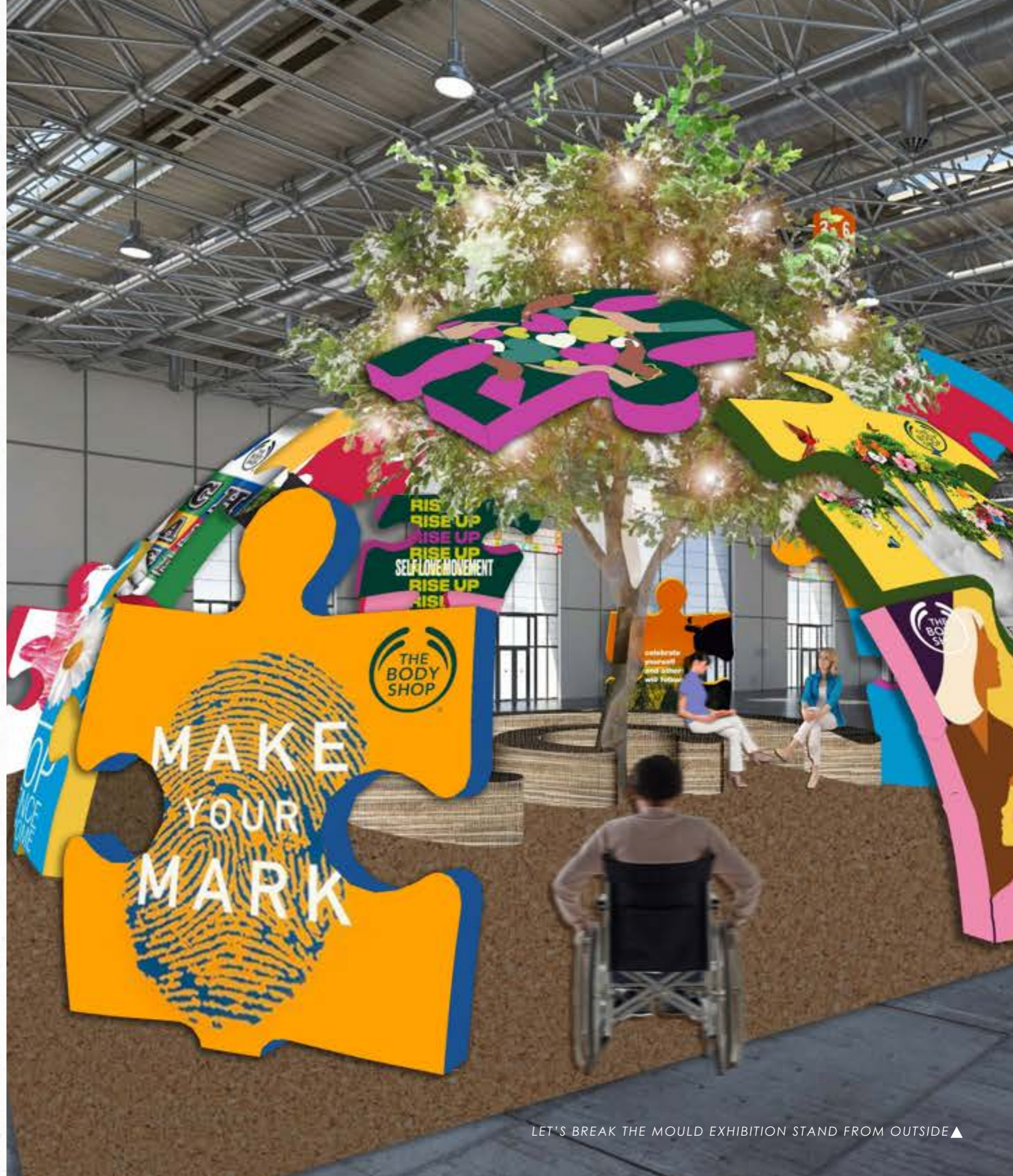
📍 VARIOUS, WORLDWIDE

BRIEF: To design an exhibition stand for The Body Shop which encompasses its ethos, and re-engages with the public after the Pandemic.

CONCEPT: *BREAKING THE MOULD*

The Body Shop have always been a brand who has gone against the grain, have stood out from the crowd and have been pioneers in the industry. Anita Roddick's original ethos was to create a brand with an approach which was radically different to the big players in the beauty industry, with products that make women feel good in their skin - never promising to make them look like someone else. The concept of Breaking the Mould, celebrates all that The Body Shop stands for.

DESIGN: Inspired by Roddick's activist nature, Breaking the Mould focussed on creating a space that demonstrates The Body Shop's pioneering roots. A moment for visitors to be inspired by The Body Shop's drive for social change, by their bold and brave approach to beauty and the way we look at ourselves.



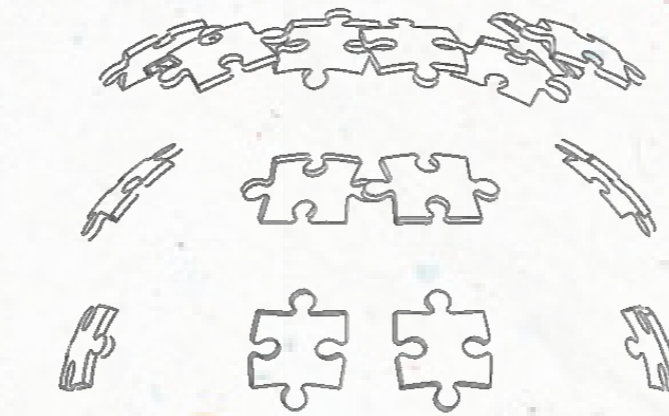
LET'S BREAK THE MOULD EXHIBITION STAND FROM OUTSIDE ▲

From the concept, Let's break the mould, the aim was to find a way to demonstrate this in physical form. Inspiration was taken from geodesic dome structures, such as Thomas Heatherwick's botanical greenhouse for Bombay Sapphire, as well as this overgrown, reclaimed greenhouse. The idea of nature breaking through inspired the design, with The Body Shop's products all containing one powerhouse natural ingredient, and it being a B-Corp certified, sustainable brand.

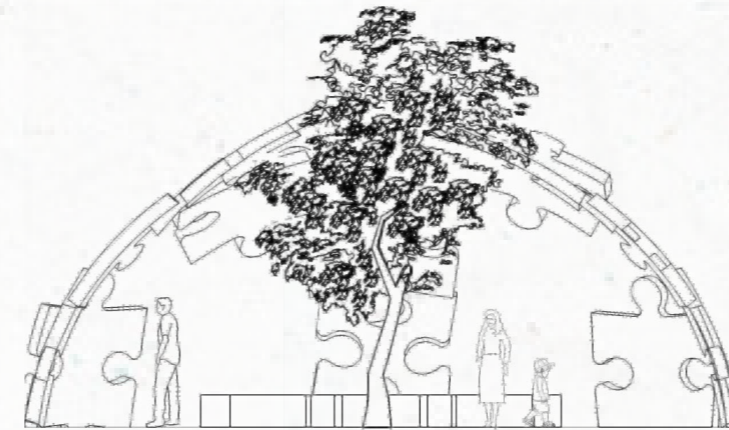


DEVELOPMENT SKETCHING & MODELLING

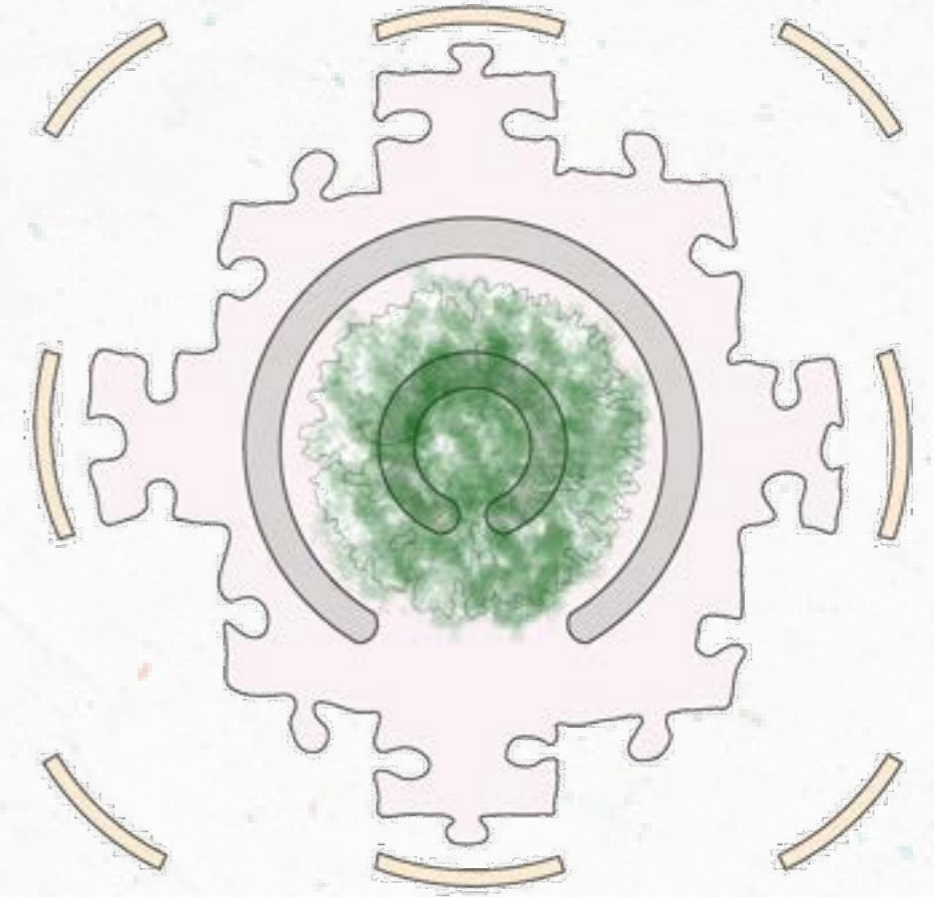
Let's break the mould - creating a space that demonstrates The Body Shop's pioneering roots. A moment for visitors to be inspired by The Body Shop's drive for social change, by their bold and brave approach to beauty and the way we look at ourselves.



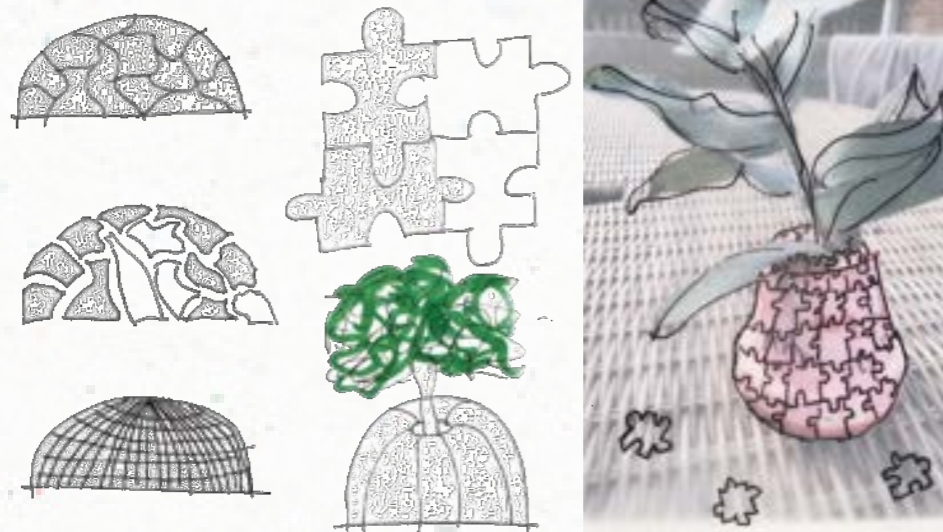
▲ EXPLODING ISOMETRIC



▲ CAD SECTION



▲ FLOORPLAN



DEVELOPMENT SKETCHING & MODELLING



▲ LET'S BREAK THE MOULD EXHIBITION STAND FROM INSIDE

THE FARMHOUSE

BATHROOM DESIGN

📍 *CHERTSEY, SURREY*

BRIEF: The client's family bathroom was in need of a refresh, and asked for a traditional design which ties into their farmhouse aesthetic. They required a free standing bath and separate shower, with pops of colour and timeless touches.

Response: The original room contained a built in airing cupboard which we demolished to allow space for a corner shower unit. We reconfigured the original layout and added boxing to relocate a wall hung WC to another wall, which also acted as a shelf and storage for the bath and shower with recessed niche's and stone topped shelf. Wallpaper above the bath delivered the colour they asked for, tied into accents of sage green and complimented by Amtico herringbone oak flooring. The vanity was wall hung to give the impression of more floor space, with LED's underneath to provide ambient lighting if the room was used at night.

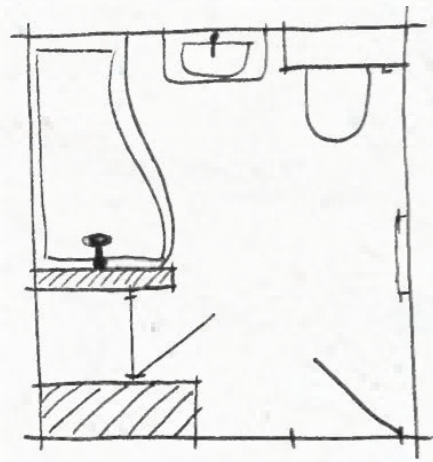


▲ MOODBOARD AND MATERIALITY

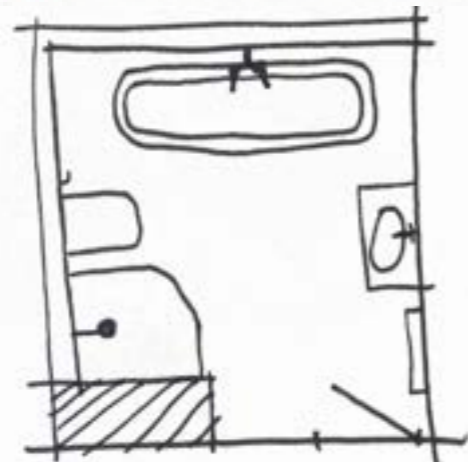


FINAL BATHROOM DESIGN ▲

BEFORE



ORIGINAL PLAN



NEW PLAN

Being the lead designer on this project, I worked very closely with the client from initial meeting to final handover. We established her brief early on, with the client having a clear vision of what she wanted.

The free standing, double ended bath was perfect for her grandchildren to use together as well as the separate shower for hosing down the dogs after a long day at the yard. Vibrant accents such as the wallpaper and blind were suggested to lift the space and provide an inviting and uplifting room for her and her family to utilise. Underfloor heating, electric heated towel rail and PIR sensors for lighting were all added to make the space usable and functional for family life.



▲ FINAL BATHROOM DESIGN PHOTOGRAPHY



▲ FINAL BATHROOM DESIGN PHOTOGRAPHY



A P P E N D I X

T E C H N I C A L
D R A W I N G S

JOSEPHINE WARD

P O R T F O L I O

2023