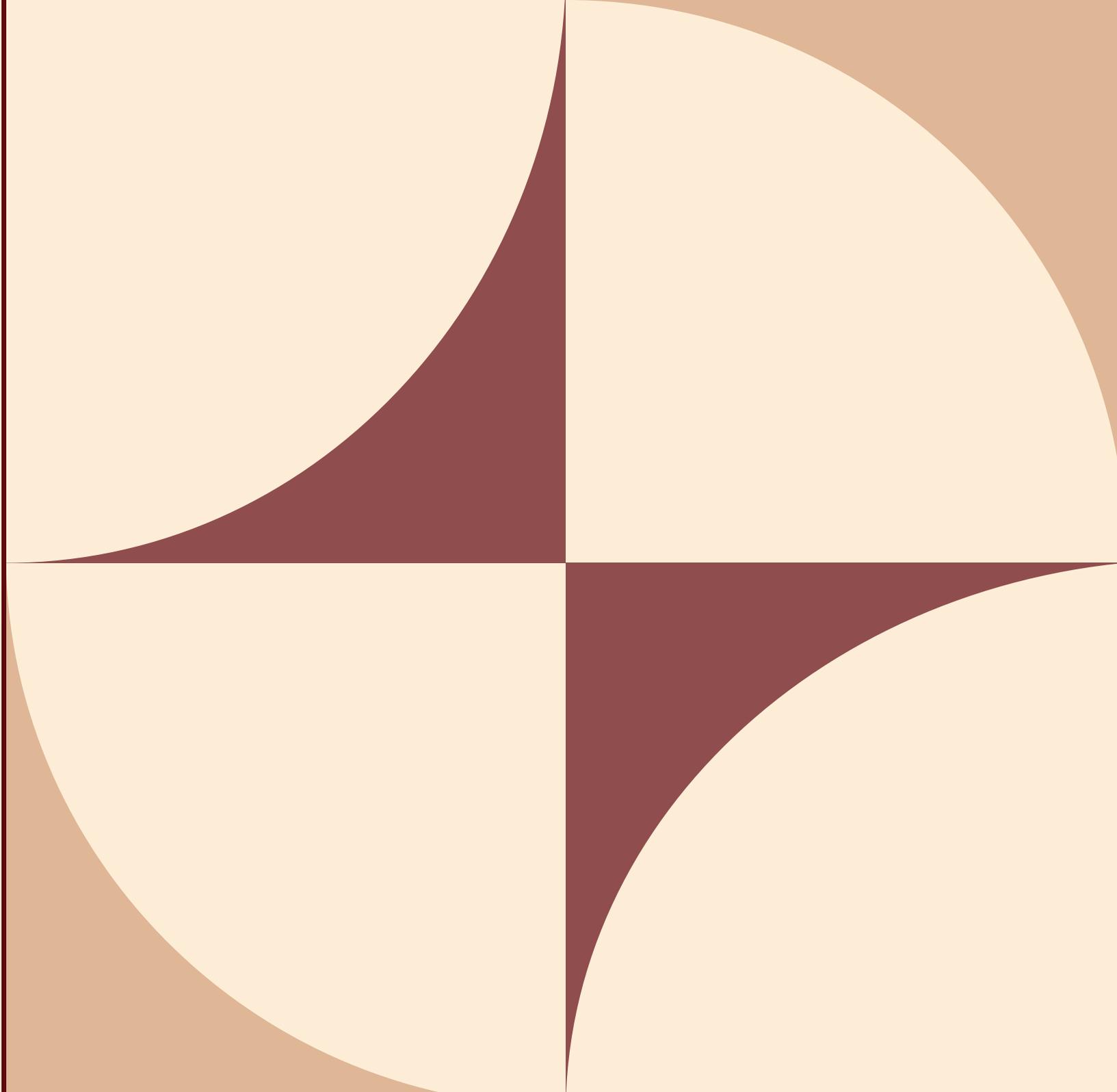


# HOLLY HULL

INTERIOR DESIGN PORTFOLIO



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# FUTURE-PROOF ECO-HOME

## The Brief

This large residential new-build project was for a successful middle-aged couple, who wanted to make sure their home could be enjoyed as a primary residence for many years to come. A key objective included an accessible, future-proofed design. Naturally forward thinking, the clients had always dreamt of building their own 'eco' home, so design proposals were also expected to meet these ambitions.

## Concept

"Joie de vivre" was chosen as a concept. Translating to "joy of living," this concept reflected the client's positive attitude towards life and the way they embrace both the pleasures and challenges they face. The visual reference of dancing was applied to express the concept effectively; this opening, reaching form extending upwards and outwards, offered a rich language for the design development phase.

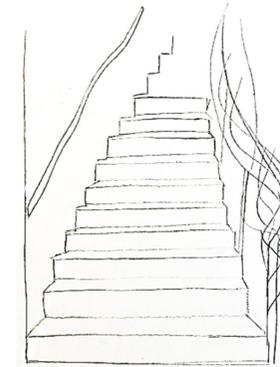
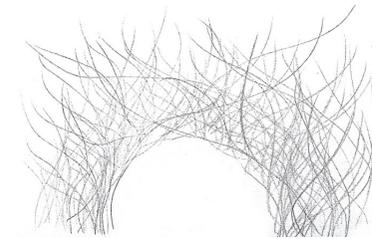
## Design Development

Sketching shapes that conveyed energy and limitless were progressed. A twisted, rising arch was developed as a staircase balustrade design for effective concept illustration and maximum impact. Constructed of a series of thin, curved brass rods, running vertically and looping up towards the ceiling, this feature is replicated in a simplified way framing an arched wall.



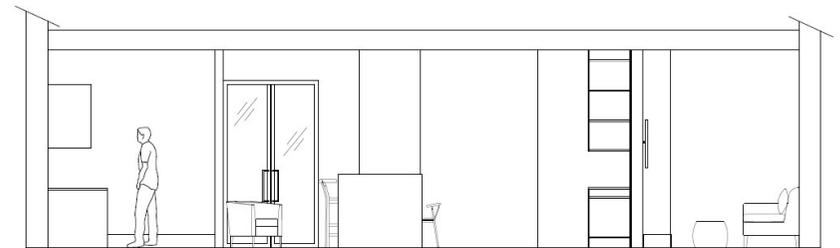
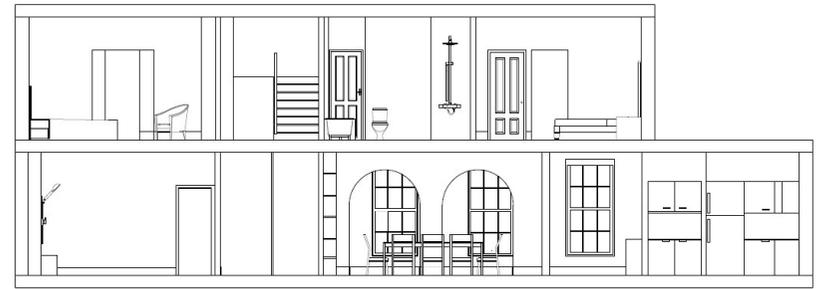
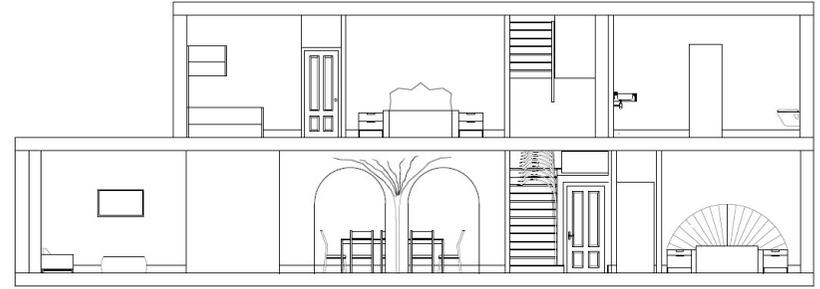
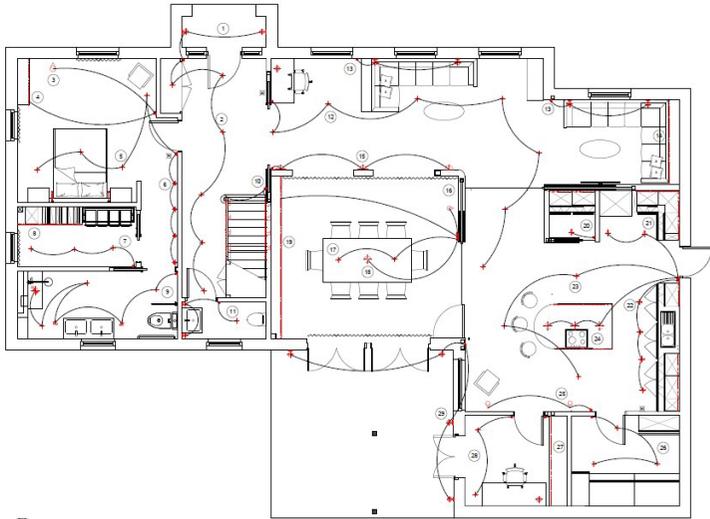
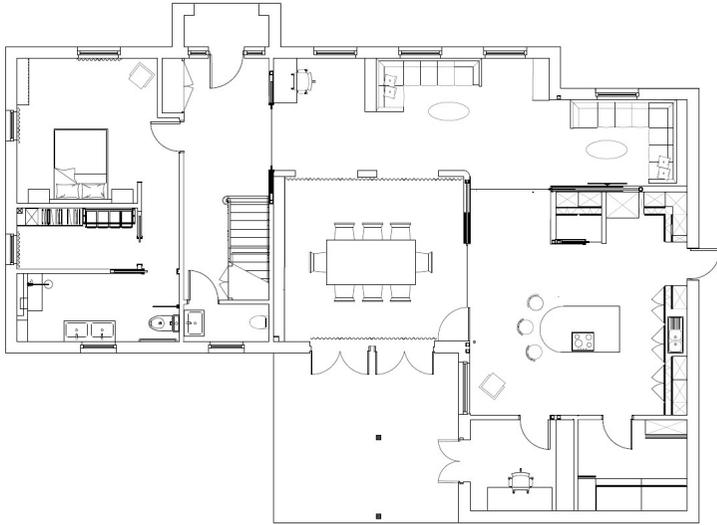
### CONCEPT

Dancing visual reference



### DESIGN DEVELOPMENT

Hand-sketches of 1. connected arch (top) 2. formations for bespoke staircase feature (bottom)



## TECHNICAL DRAWINGS

Ground Floor, General Plan , 1:75 (left top)  
First Floor, Lighting Plan, 1:75 (left bottom)

Section, North Facing, 1:75 (right top)  
Section, South Facing, 1:75 (right middle)  
Section, West facing, 1:75 (right bottom)



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## ILLUSTRATION

Accessible open-plan dining and living space featuring library wall



## ILLUSTRATIONS

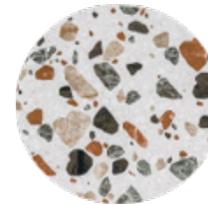
Open-plan living space with desk and bio-ethanol fireplace (top)  
 Accessible kitchen area (bottom)



Jacquard  
velvet



Sisal  
wallcovering



Non-slip  
terrazzo



Silk & viscose



Limewash  
paint



Jacquard  
velvet



Tumbled  
marble



Textural  
jacquard

## MATERIALS

The decorative scheme combines vibrant colours exuding energy, warmth and happiness, illustrating 'Joie de Vivre' as a concept.



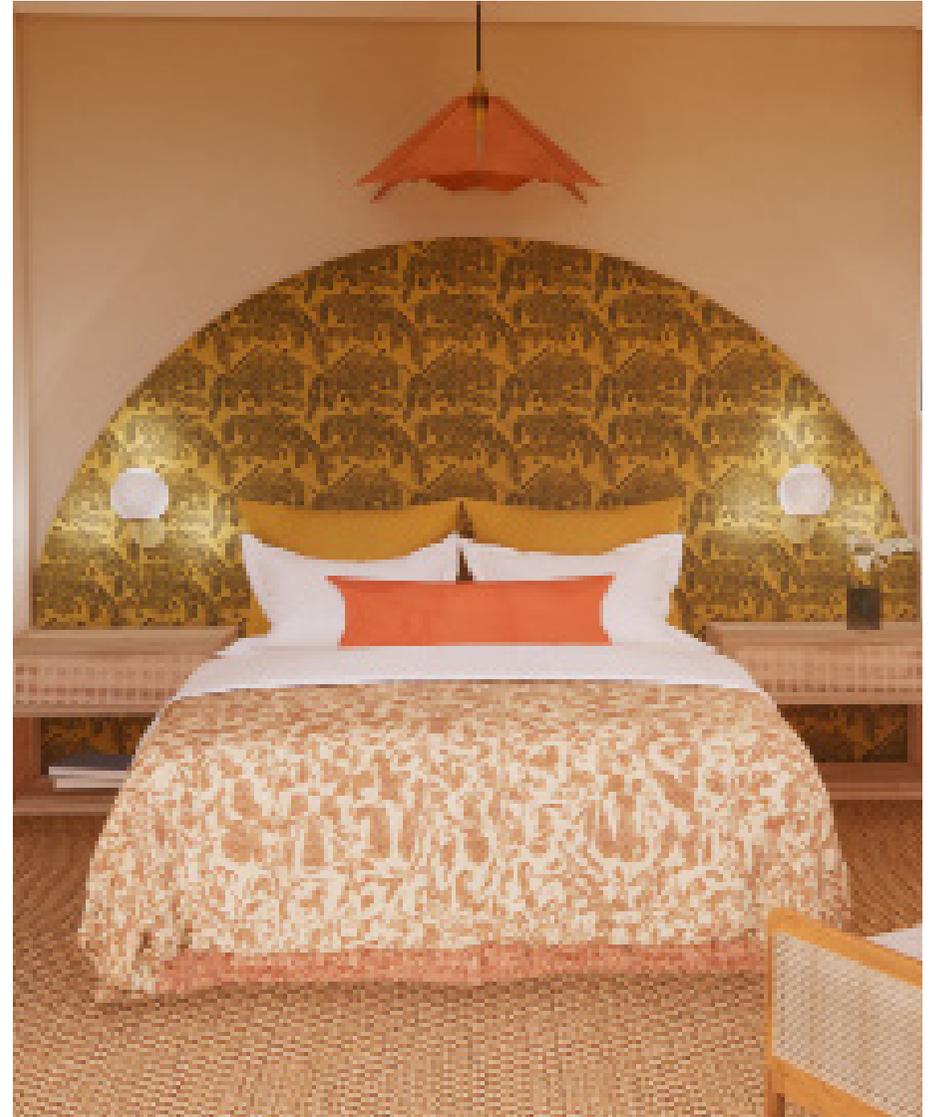
## FF&E

Top clockwise: Mycelium ceiling pendant (Biohm), Table-lamp (Soho Home), Grab-rail (Ergonomic Bathrooms), Antique mirror (Rose Uniacke), Chaise Longue (The Trove), Bar-stool (Zara Home), Dining table (Stride & Co)



## ILLUSTRATIONS

Accesible en-suite bathroom (top)  
Open-plan living & dining space (below)



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## ILLUSTRATIONS

Entrance hall featuring bespoke staircase design (left)  
Accessible master bedroom (right)

# COMMUNITY REGENERATION

## The Brief

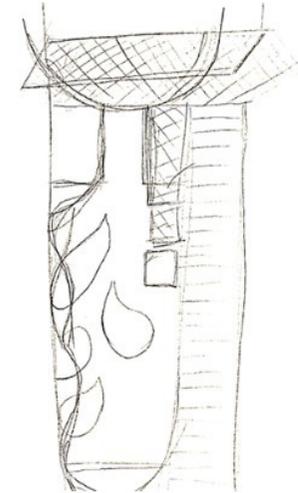
The objectives for this group project were to design the common areas of Tolworth Station in South West London, for The Community Brain, a not-for-profit organisation dedicated to renewing under-utilised spaces. Public and semi-public areas included a train station underpass, community room and kitchen, urban landscape and platform waiting rooms.

## Concept

In developing the design concept, research was conducted into the location, the site's history and the client ethos. Influenced by the client's focus on improving public spaces, the concept of 'Regeneration' was applied. The visual reference of a seedling was applied to express the concept; design language included cyclicity, expansion, progression and growth.

## Design Development

The group brainstormed multiple iterations of shaping, colours and layouts consistent with the concept. Emphasis was placed on the design language of circularity and progression. The final design applied curved lines, progressing colours, looping footpaths, multi-functional furniture and layouts as well as bespoke infrastructure including stained glass solar panel windows to allow the site to be as self-sustaining and regenerative as possible.



## CLIENT

The Community Brain



## CONCEPT

Seedling visual reference

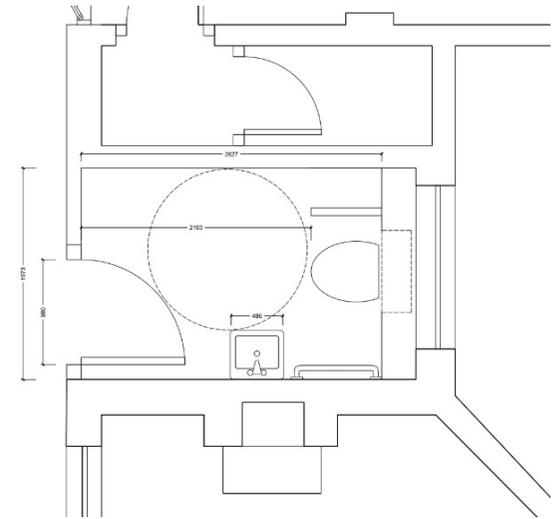
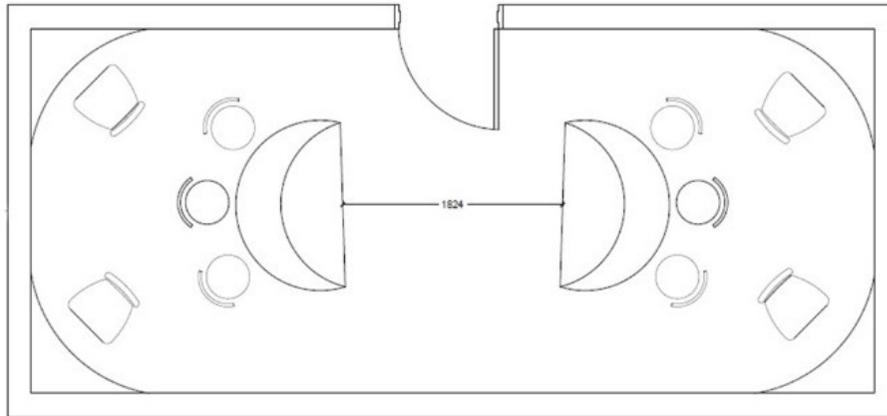
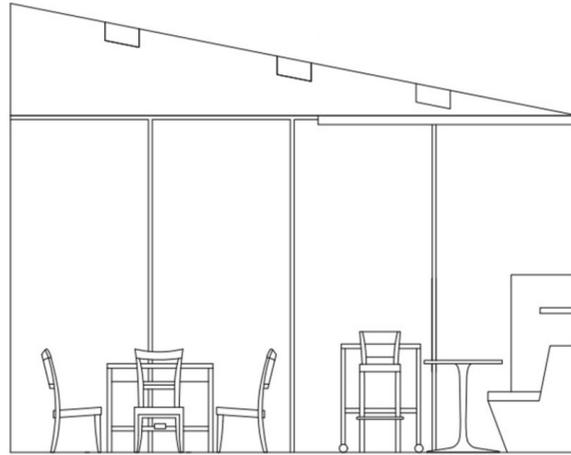
## DESIGN DEVELOPMENT

Hand sketches for community kitchen & urban landscape.



## SPATIAL PLANNING

Zoning for community workspace & kitchen area



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## TECHNICAL DRAWINGS

Elevation, 'The Hive' cafe space, 1:25 (left top)  
General Plan, 'The Nest' workspace, 1:50 (left bottom)  
General Plan, Accessible WC, 1:20 (right)



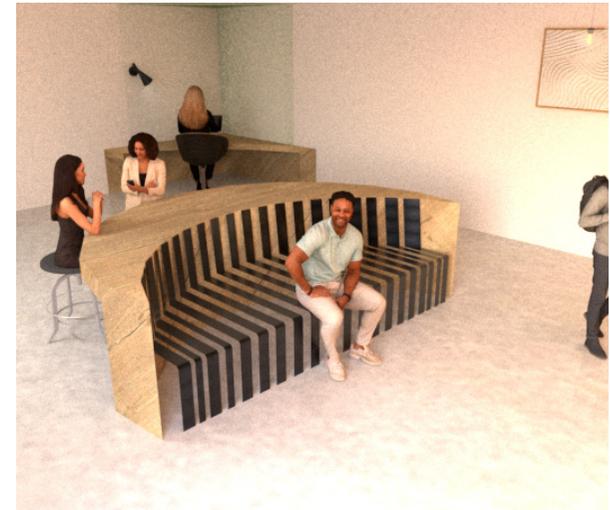
**MOOD IMAGERY**

Stained-glass facade (left)  
Tiled counter facade (right)



**MATERIALS**

Stripe ochre outdoor fabric (right)  
Glossy ceramic tile (left)



**ILLUSTRATIONS**

'The Nest' flexible pop-up space (top-left), 'The Meadow' urban landscape (top-right)  
'The Hive' Bar (bottom-left), 'The Nest' flexible waiting room space (bottom-right)



**ILLUSTRATION**

The Hive Cafe

# BESPOKE JOINERY

## The Brief

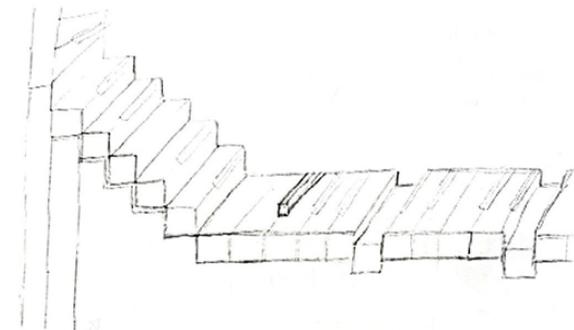
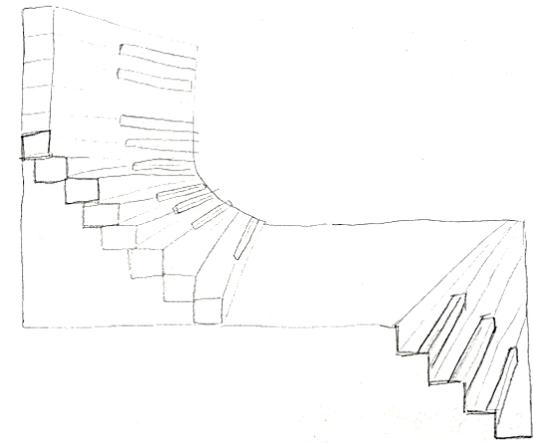
To design a bespoke reception desk for West Dean College; focusing on construction, technical detailing and sustainable materials. Objectives included reflecting the institution's values and its role within conservation, creative arts and specifically the Surrealist movement. Combining functionality and innovation, the desk needed to acknowledge the building's Grade II Listed status. Storage and privacy were also identified as issues.

## Product Design

The design was inspired by the step formation of the Tilly Losch footprint staircase and exposed outdoor steps at Edward James' Las Pozas sculpture garden in Mexico. Guests are welcomed by a striking design; the unexpected piano keys atop of the desk counter are intended to surprise passers by the way Surrealist art combines unexpected objects and blurs boundaries. Functional elements resolve issues faced by staff; prioritising ample storage space and ensuring privacy.

## Materials

Sustainability influenced construction materials; Ash wood sourced directly from the West Dean grounds, offers a lighter contrast to the darker entrance hall surroundings. Warm Brass sheet provides reflective detailing and is a particularly sustainable metal for its energy efficient production and recycling processes.

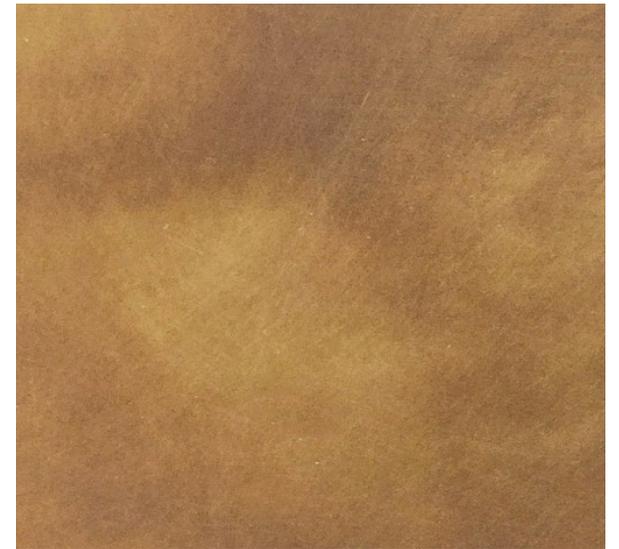
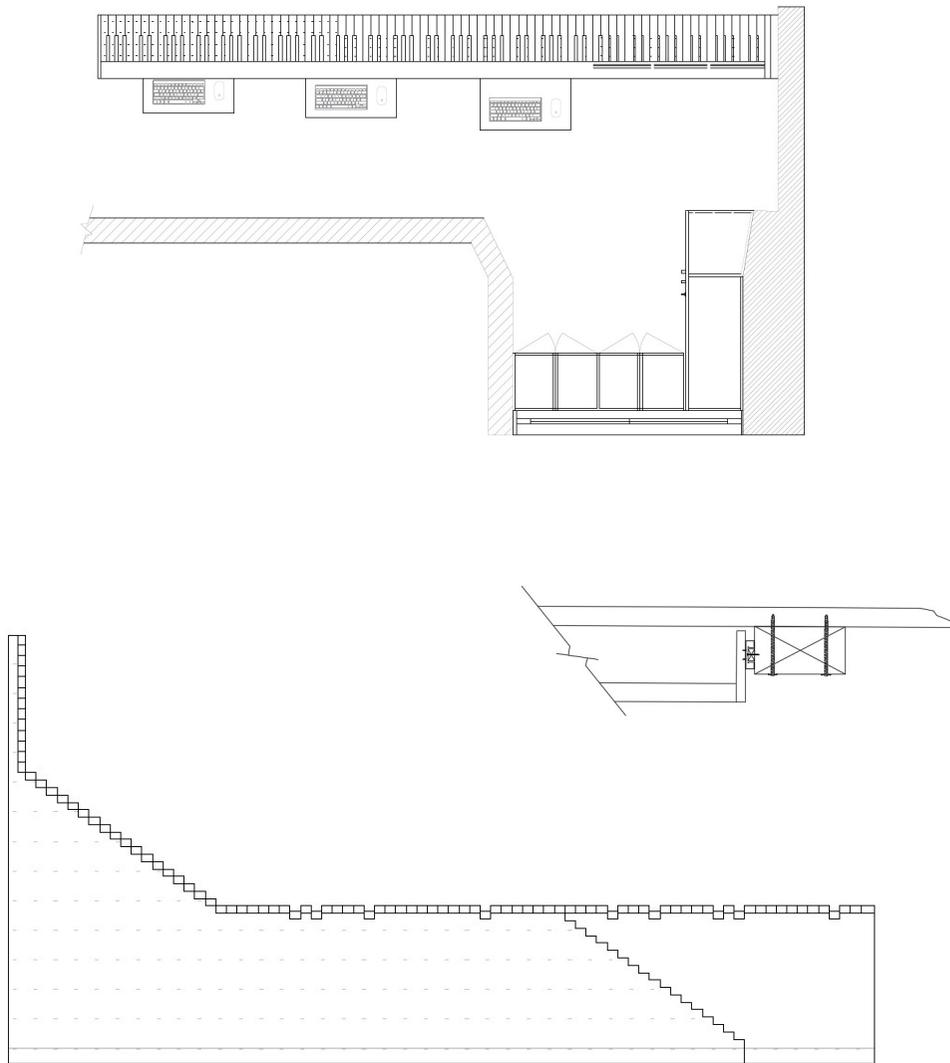


## CONCEPT

Las Pozas, Mexico (top)  
Tilly Losch footprint staircase (bottom)

## DESIGN DEVELOPMENT

Hand sketches of piano key formation



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## TECHNICAL DRAWINGS

General Plan, 1:20 (top)  
Detail: drawer runner, 1:2 (middle)  
Front Elevation (bottom)

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## MATERIALS

White Ash (top)  
Brass, De Castelli DeLabre F2 (bottom)



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**ILLUSTRATION**

Desk & storage arrangement



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**ILLUSTRATION**

Materials contrast & Surrealist Piano formation

# EXHIBITION DESIGN

## The Brief

To design a pop-up exhibition stand for Parley for the Oceans, a not-for-profit organisation seeking to raise awareness for the oceans and collaborate on projects that end their destruction. As part of its post-pandemic marketing strategy, the stand needed to represent the brand's values, generating media and public interest. Sitting within a 10m x 10m space, design objectives included creating an eye-catching stand, able to travel with ease.

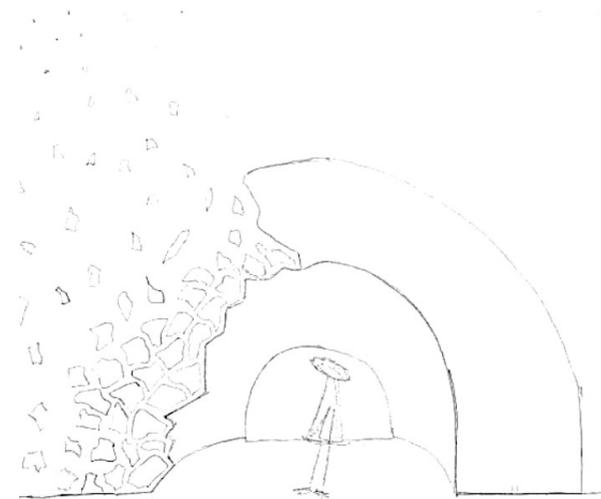
## Concept

Creating an emotional response for those visiting the stand was a clear priority; ensuring Parley's mission, was fully understood. The fragility of the oceans makes devastation inevitable; therefore the concept of devastation was selected. This concept was visualised through the fragility of a dandelion. Design language included; a volume that splits into multiple elements, dispersion, outward movement, fragmented, soft, floating and delicate.

## Design Development

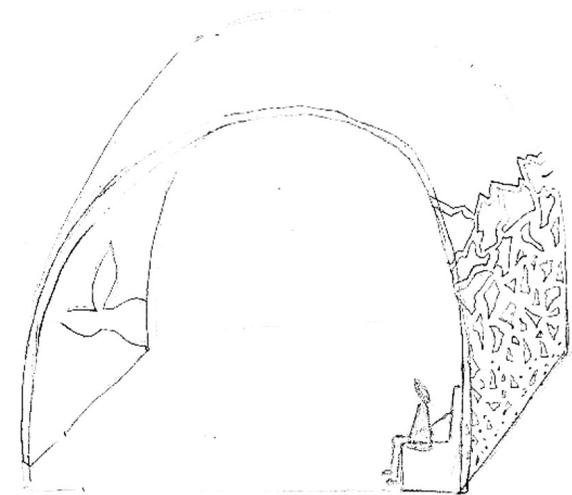
By sketching central volumes that dispersed and fragmented, it was necessary to ensuring a soft, floating and delicate form whilst conveying devastation. The final fragmented ocean tunnel shape was consistent with Parley's minimal branding, clearly illustrated the concept and featured opaque fragmented shards within a transparent wave tunnel.

# PARLEY



## CLIENT

Parley for the Oceans

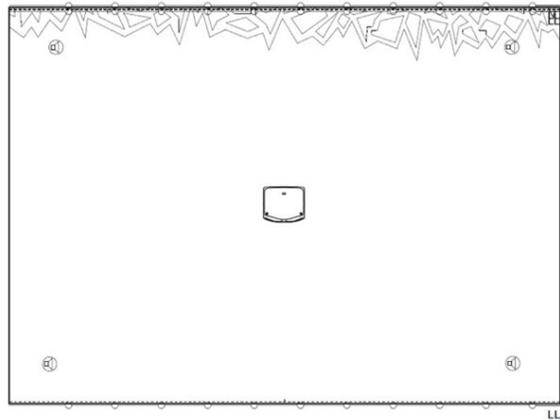
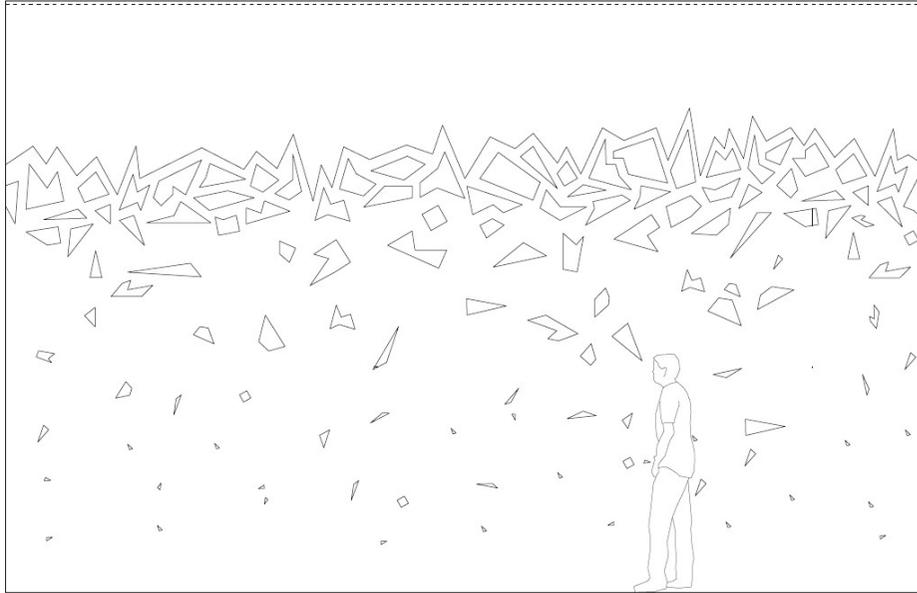


## CONCEPT

Dandelion visual reference

## DESIGN DEVELOPMENT

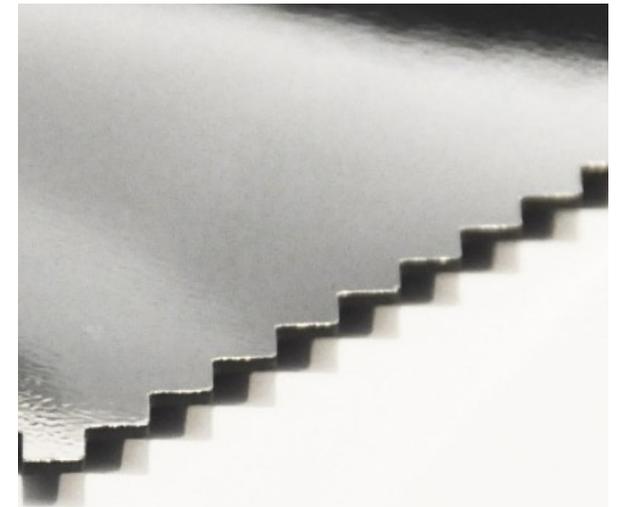
Hand sketches of fragmented dome and tunnel shapes



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## TECHNICAL DRAWINGS

Side Elevation, 1:50 (top)  
General Plan, 1:50 (bottom)



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## MATERIALS

Parley Ocean Plastic - 100% recycled (top)  
ShowTex Silver flooring (below)



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### 3D PHYSICAL MODEL

Constructed at scale of 1:50 with clear plastic perspex, white paper & silver card.



## ILLUSTRATION

Fragmented tunnel design, featuring opaque plastic shards set within transparent facade

# RESIDENTIAL APARTMENT

## The Brief

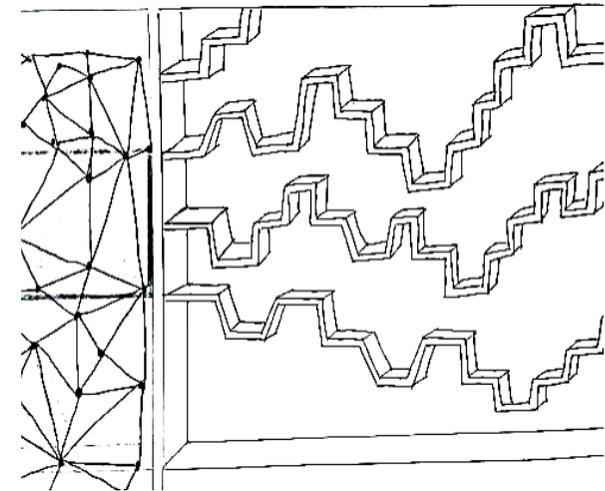
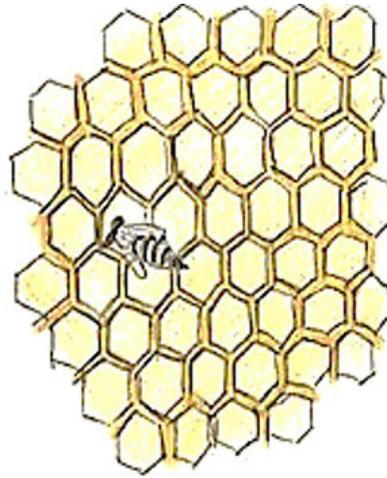
To provide Francesco with an interior design scheme for a two-bed, new-build, 100m sq. apartment in Battersea, South West London. As an enthusiastic chef, a key priority included an integrated living, cooking and dining space, to enable a sociable cooking and hosting experience for large gatherings. Very tidy in nature, the client favoured storage space wherever possible to ensure a home for his large collection of design books.

## Concept

'Belonging' was chosen as the concept as this felt most resonant to Francesco. He efficiently divides his time between two locations; Italy where he is responsible for a family vineyard and London. Carefully compartmentalising spaces; Francesco conceals or displays objects so they all belong and have a home. The visual reference of honeycomb was applied to express the concept; these contained, geometric forms offered a rich design language.

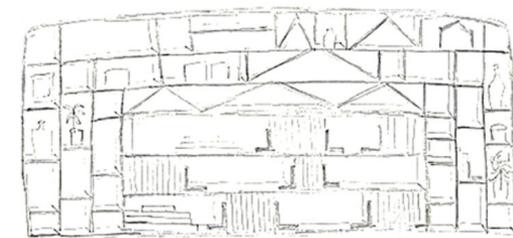
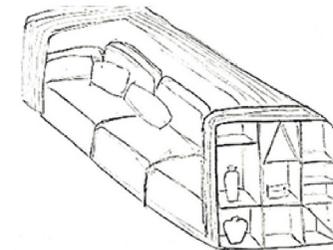
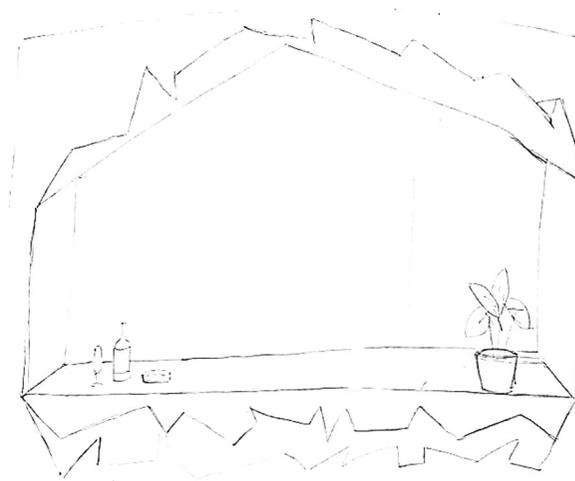
## Design Development

Execution ideas focused on the cooking and entertainment space, a high priority for the client. As a keen film enthusiast, Francesco enjoys watching Mubi films during the evening, so a bespoke decorative sliding wall panel with shelving was designed to conceal the TV, whilst allowing various objects to be displayed during the day.



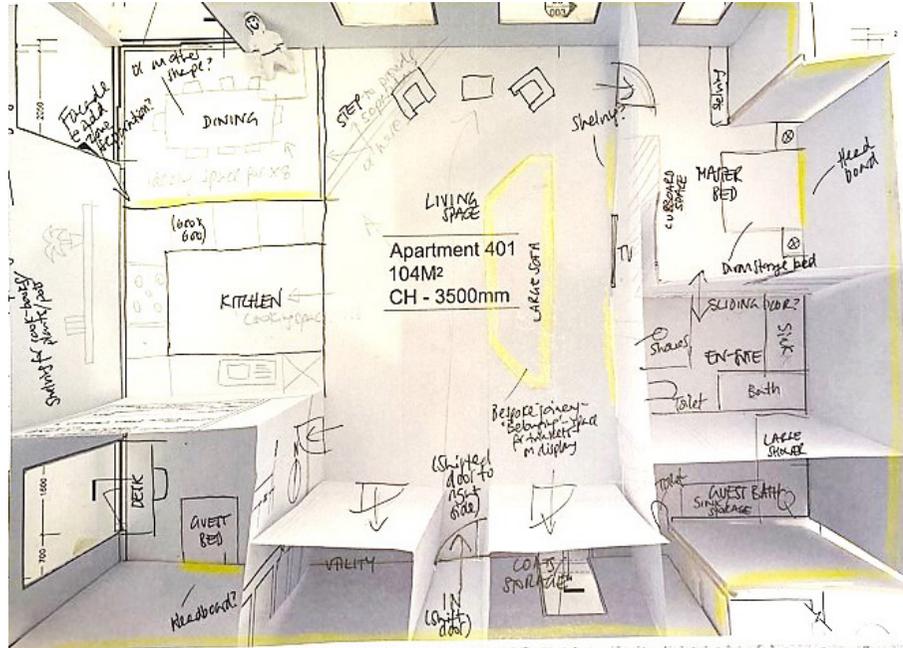
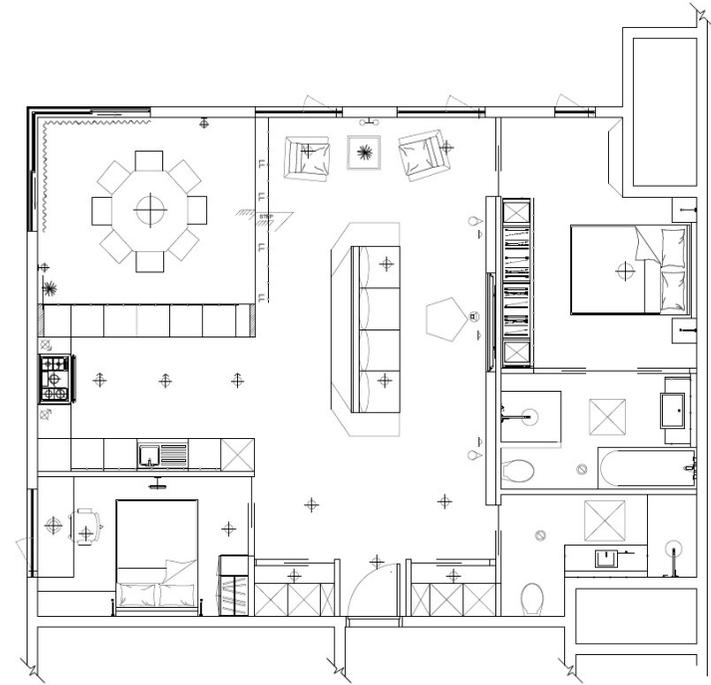
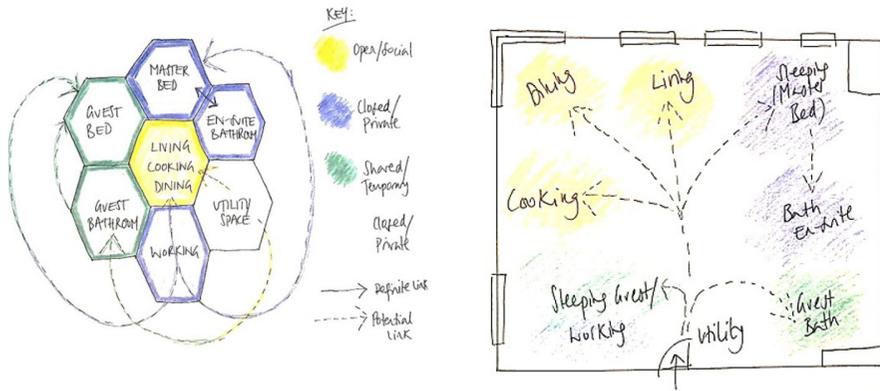
## CONCEPT

Honeycomb visual reference



## DESIGN DEVELOPMENT

Hand sketches developing bespoke features including; breakfast bar (above left), sofa shelving (above right) & sliding TV panel (top right)



## SPATIAL PLANNING

Zoning assesment  
3D model making

## TECHNICAL DRAWINGS

General plan (1:50)  
Elevation (1:50)



**FF&E**

Dining room sourcing (top)  
Kitchen sourcing (bottom)

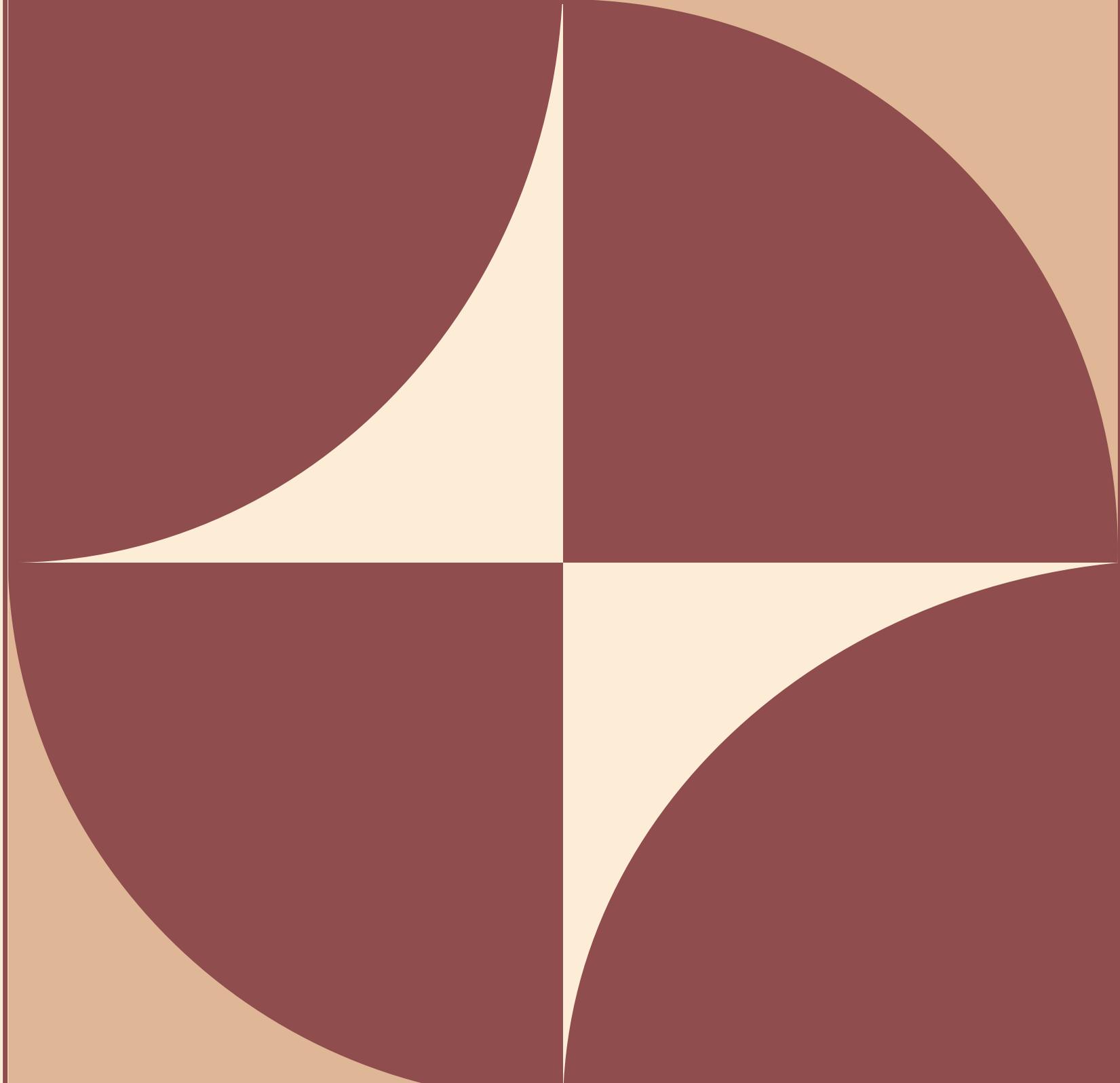
**MATERIALS**

A calming palette and diverse range of materials; honed marble, boucle, jute, linen, leather, marble and wood.



## ILLUSTRATION

Hand drawing of integrated kitchen & dining area with breakfast bar



# HOLLY HULL

T: 07747 033994

E: [holly.v.williams@gmail.com](mailto:holly.v.williams@gmail.com)  
[@holly\\_v\\_hull](https://www.instagram.com/holly_v_hull)