



# PORTFOLIO

SELECTED WORK 2021 - 2024





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# Claudia **AMBROSI**

## INTERIOR DESIGNER

### PROFILE

Recently graduate at the BA (Hons) in Interior Design at the prestigious KLC School of Design in London. Originally from Padova (Italy), based in Stockholm. On a career transition from financial accounting, with strengths in organisation, communication with stakeholders, 3D visualisation, and spatial planning. Interested in adaptive re-use interior architecture, sustainability, and accessibility. Familiar to high-paced work environments with tight deadlines. Mix of analytical and creative skills, useful in times of managing projects from initial concept to installation.

*"I love everything about interior design and my true passion is to bring to life timeless and sustainable schemes. I always approach each project with an open mind, and awareness that users' needs are at the centre. Looking through my portfolio you may notice an inclination towards clean lines, and natural materials, such as wood and stones."*

*"For me interior design is about stimulating senses through colours and light, conserving historic architectural features, and focusing on essential forms. It is about rigorous attention to details, and enhancing well-being. I want to create peaceful spaces that are smooth and emotional, but also naturally encourage human connections."*

### AWARDS

- 2021 • **AMARA STUDENT DESIGN COMPETITION**  
Overall Winner with a residential design proposal for a family cottage in Hampshire.
- 2015 • **TOM DIXON, BEST SELLER OF THE YEAR**

### IT SKILL

AUTOCAD	<div></div>
ENSCAPE	<div></div>
INDESIGN	<div></div>
ILLUSTRATOR	<div></div>
PHOTOSHOP	<div></div>
PREMIERE PRO	<div></div>
REVIT	<div></div>
RHINOCEROS	<div></div>
SKETCHUP	<div></div>

### RELEVANT WORK EXPERIENCE

- 2019 - 2024  
Stockholm (part-time) • BEMZ DESIGN and FOGIA  
**INTERIOR DESIGNER/SALES**  
Interior designer at furniture showrooms. Expert in interior schemes, selection of furniture, lighting and fabrics for commercial and private spaces. The sales side included orders placement, and customers care.
- JAN - APR 2022  
Stockholm (part-time) • GECO INTERIORS  
**INTERIOR ARCHITECT INTERN**  
Tasks included 3D model, site inspections, site surveys, orders placement, CAD drawings and sourcing. Projects: Showroom and office in Karlavägen, penthouse in Östermalmsgatan.
- JUN - SEP 2015  
London (full-time) • LORD & VELLA INTERIOR DESIGN  
**INTERIOR DESIGNER INTERN**  
Managing installations, sourcing, spatial planning, CAD drawings, placing orders, sending invoices. Projects: townhouse in Belgravia and Mayfair, private villa in Bahamas, one bedroom flat in Soho.
- 2014 - 2015  
London (full-time) • TOM DIXON STUDIO  
**LIGHTING DESIGNER/SALES**  
Driving sales at the showroom to private clients, planning lighting schemes and follow up installations. Project: One Hyde Park Corner penthouse.

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YEAR: 2022, Second Academic Year

AREA: ca 900 m<sup>2</sup>

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# 01. SOCIAL DESIGN

## INTEGRATION CENTRE FOR REFUGEES

### CONTEXT AND BRIEF

The brief for the Final Major Project was to design a space that would address one key social issue of my local community. In addition to the social impact, the proposal had to be contained within the shell of an existing but disused department store occupying two floors (approx. 2,000sqm in total).

The objective of the integration centre is to break the societal boundaries between the groups of new and established residents, shaping better and more unified communities. In the centre, the refugees find a first safe place, and a program of activities aimed at treating Post-Traumatic Stress Disorder, and support functions for helping them navigate the language and customs of their new country of residence.

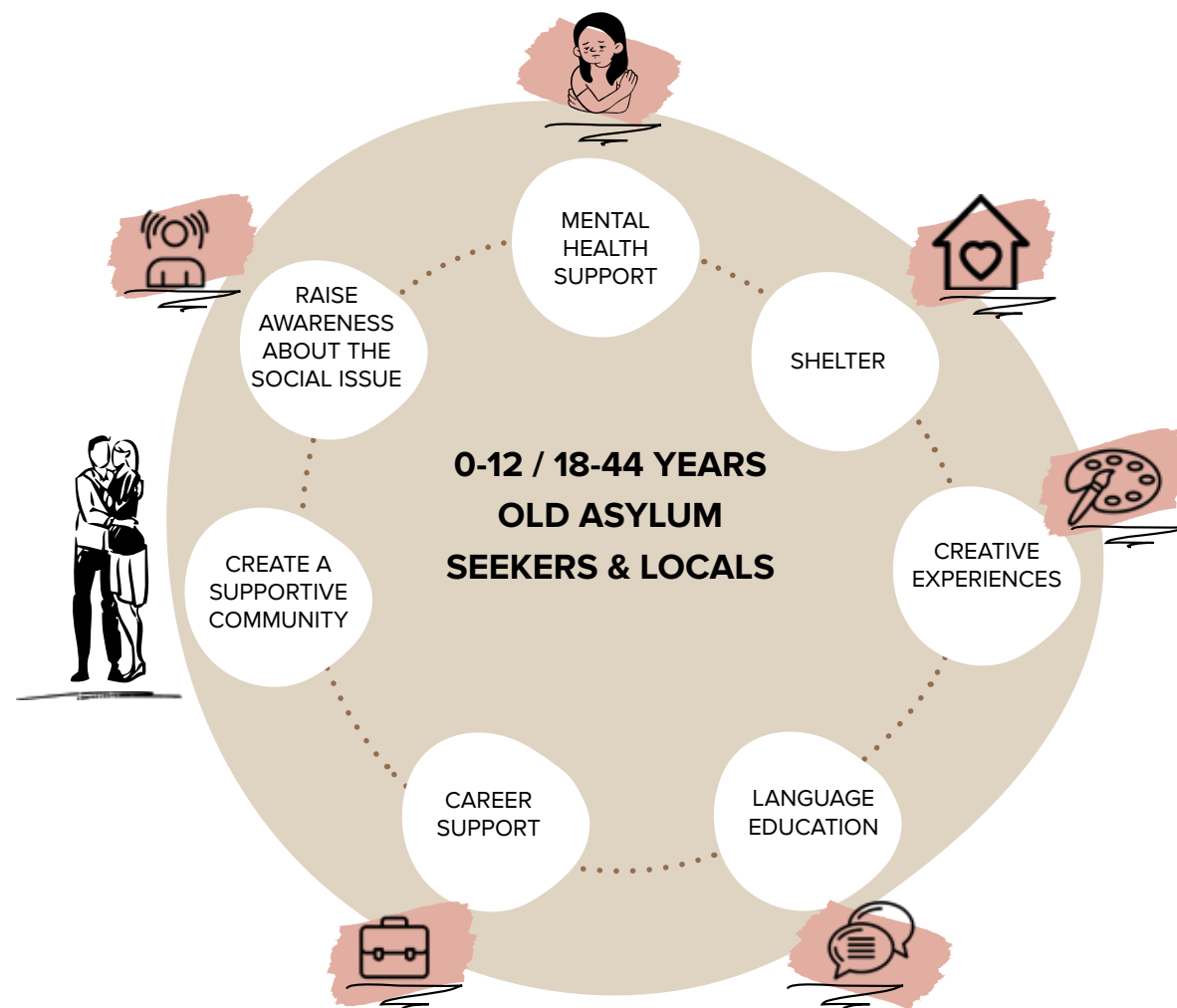
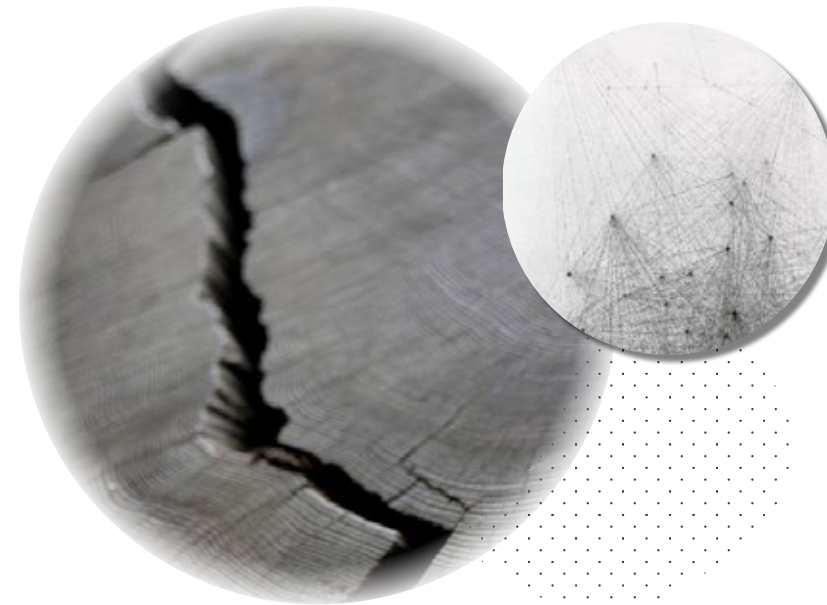
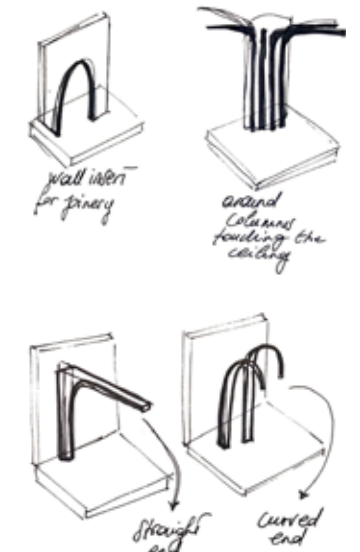


DIAGRAM SHOWCASING THE PROGRAM OF THE PROJECT AND ITS MAIN USERS | SKILLS: ADOBE ILLUSTRATOR



CONCEPT IMAGES REPRESENTING BREAKING AND CONNECTIONS | SOURCE: PINTEREST



INTERIOR ARCHITECTURAL FEATURES | HAND SKETCHES

### CONCEPT

#### BREAKING BOUNDARIES TO BUILD CONNECTIVITY

Fears for the unknown, and uncertainty often misguide our personal judgment, with the result of isolation and separation from anyone classified as "different". For healthier, and unified communities, we need to **carve openings** into the closed system to create **unity**. In sorrow and loss we are equals, we are all humans. The concept of Breaking Boundaries to Build connectivity has been implemented into different architectural features that has been spread into different areas of the centre, creating interesting elements and a cohesive scheme (images above).



DESIGN DEVELOPMENT OF THE SECOND HAND STORE | HAND SKETCHES MANIPULATED IN PHOTOSHOP



Multifunctional space with a reception to welcome refugees, and art gallery to raise awareness about integration. The monochromatic palette infuses safety and calmness, according to colour psychology principles.



VISUAL RENDERED OF THE MAIN ENTRANCE WHERE REFUGEES CAN REGISTER AT THE RECEPTION. THIS SPACE CONTAINS ALSO AN ART GALLERY, AND IT CAN BE USED FOR OTHER PURPOSES SUCH AS EVENTS, OR CONFERENCES | SKILLS: REVIT, ENSCAPE, AND PHOTOSHOP

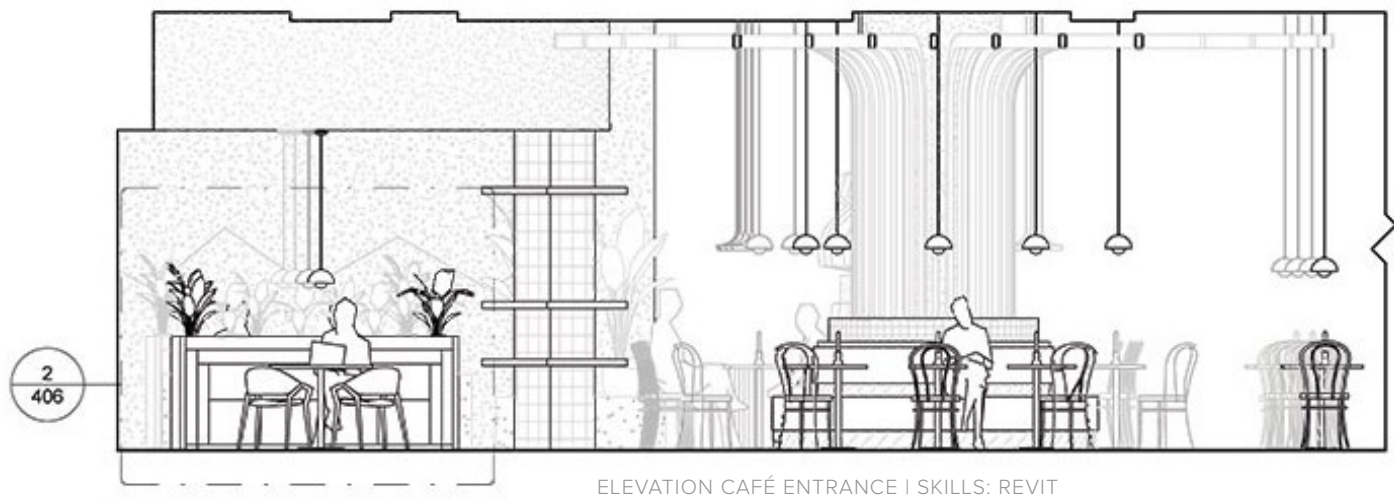


GROUND FLOOR

This floor hosts mostly public functions to take full advantage of the proximity to street levels, and gain attention from visitors outside. When designing each part of the centre, the strategy was to also attract and engage locals, for achieving integration through interaction. For this end, the centre hosts an inviting Second-hand store for shopping and work life experience, a Café designed with openness and bread braking in mind for opportunities to practice the local language, a Cinema to watch films, and a multifunctional entrance space for events, art galleries, or just to relax at the lounge area.



GROUND FLOOR PLAN | SKILLS: REVIT, ENSCAPE, PHOTOSHOP



ELEVATION CAFÉ ENTRANCE | SKILLS: REVIT



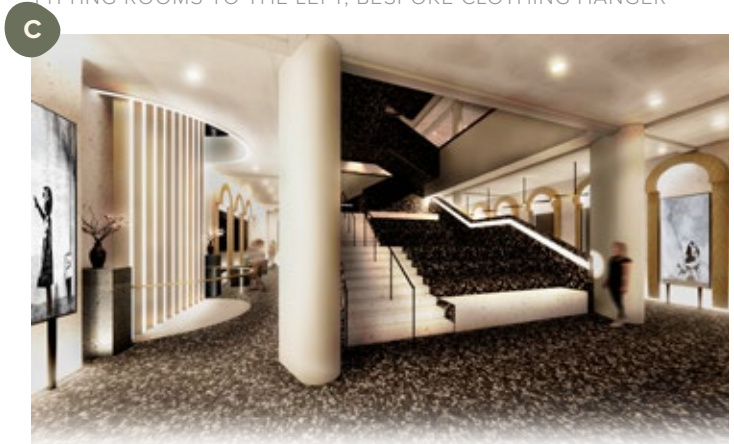
SECOND HAND STORE WITH BESPOKE DISPLAY FOR CLOTHING TO THE LEFT, AND A CARDBOARD PAPER TUBES WALL TO THE RIGHT | SKILLS: REVIT, ENSCAPE, ADOBE PHOTOSHOP



SECOND HAND STORE WITH CARDBOARD TUBES COUNTER, FITTING ROOMS TO THE LEFT, BESPOKE CLOTHING HANGER



STORE FOOTWEAR DISPLAY WITH RECLAIMED CARDBOARD TUBES



STAIRCASE VIEW WITH TIERED SEATING FOR EVENTS AND ART GALLERY



CINEMA VIEW WITH SEATING SPACE FOR 35 PEOPLE



FIRST FLOOR

A program of activities that would bring together locals supporting refugees healing from Post-Traumatic Stress Disorder, and helping them navigate the new language and cultural challenges take place on the first floor. For this end, a Library where newcomers and locals are encouraged to read, study and attend Art & Crafts workshops side by side. Physical training is also an important tool to realease traumas and stress, therefore there are spaces dedicated to a Gym, Yoga, and Dance. Finally, as many refugees are families with young children, a space for them to have fun and read books has been included.



ELEVATION SELF-STUDY AREA | SKILLS: REVIT



LIBRARY SPACE WITH ROUNDED BESPOKE OAK BOOKSHELVES, A READING AREA WITH ROUNDED SOFAS HIGHLIGHTED BY THE DROPPED CEILING, A SELF-SERVICE DROP OFF/INFO POINT WITH A GREEN WALL | SKILLS: REVIT, ENSCAPE, ADOBE PHOTOSHOP



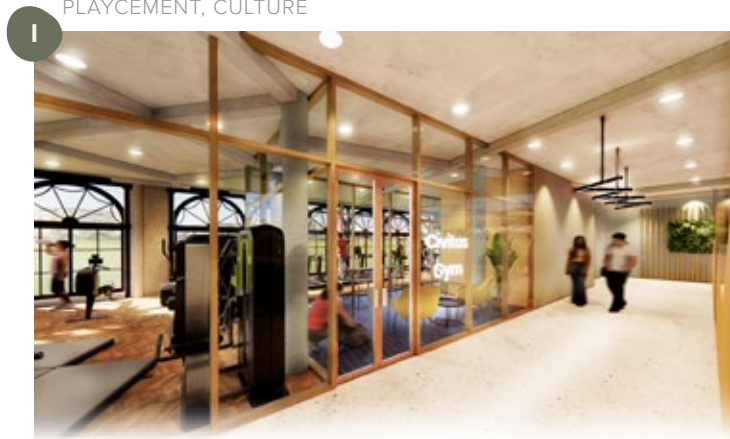
ARTS WORKSHOP PART OF THE HEALING PROGRAM



CLASSROOMS FOR REFUGEES TO LEARN LANGUAGE, JOB PLAYCEMENT, CULTURE



PLAYROOM AND CHILDREN LIBRARY WITH A READING NOOK AND CLIMBING WALL



A FULLY EQUIPPED GYM PART OF THE HEALING PROCESS AND THE INTEGRATION BETWEEN LOCALS AND REFUGEES

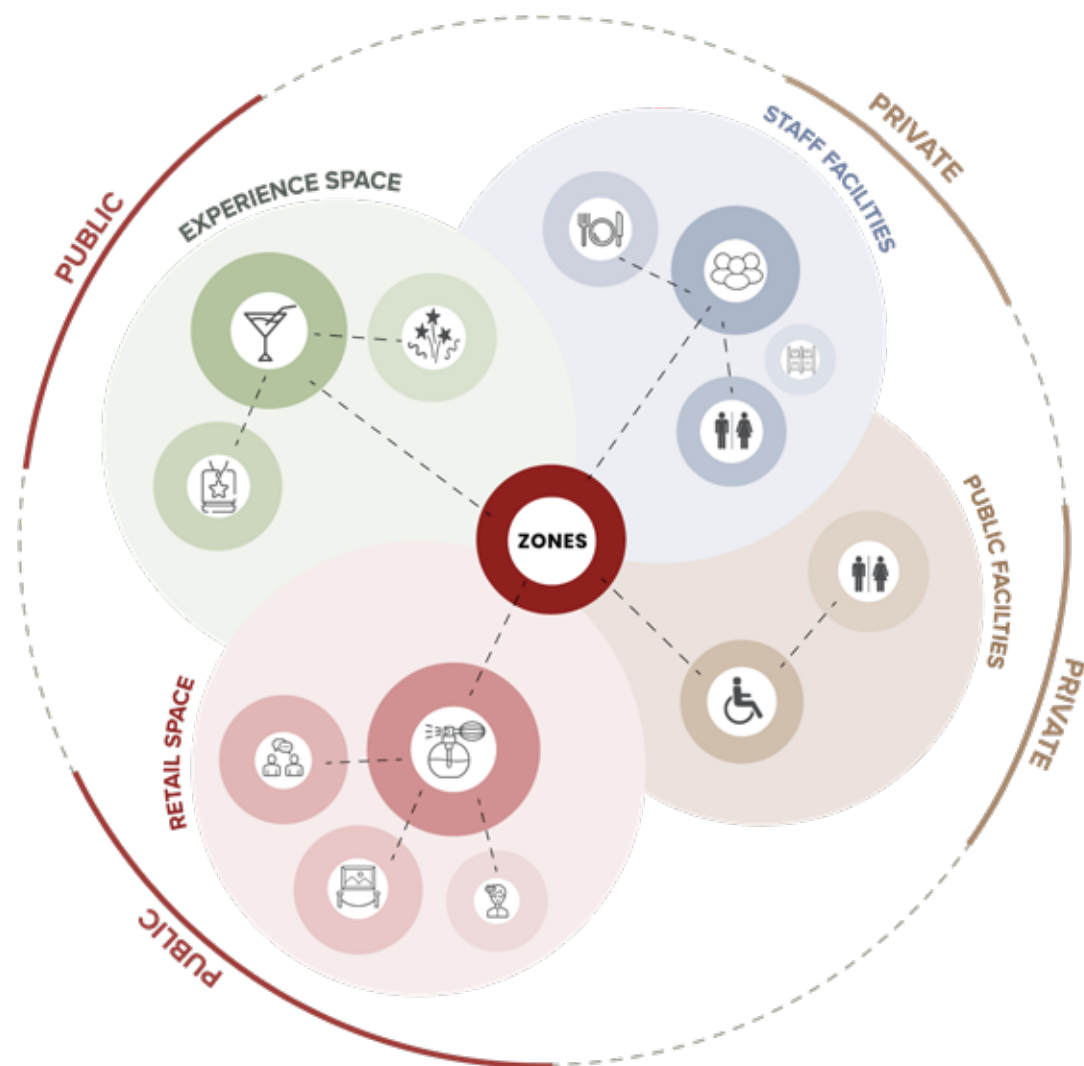


# 02. RETAIL DESIGN

BJÖRK AND BERRIES

## CONTEXT AND BRIEF

The brief was to design the flagship store of an emerging brand, in this case Swedish beauty brand Björk and Berries. The design should showcase the brand to new potential customers, while strengthening the identity and loyalty of the existing clientele. The brief required to adapt the design in 2043, which required thorough research about market trends, and generations' behaviors. In addition to a final proposal for the store, including furniture, lighting, and finishes, it was required to produce detailed technical drawings for the construction of a commercial staircase. The site is a commercial Edwardian-style building at 40-41 Great Marlborough Street in Soho, London.



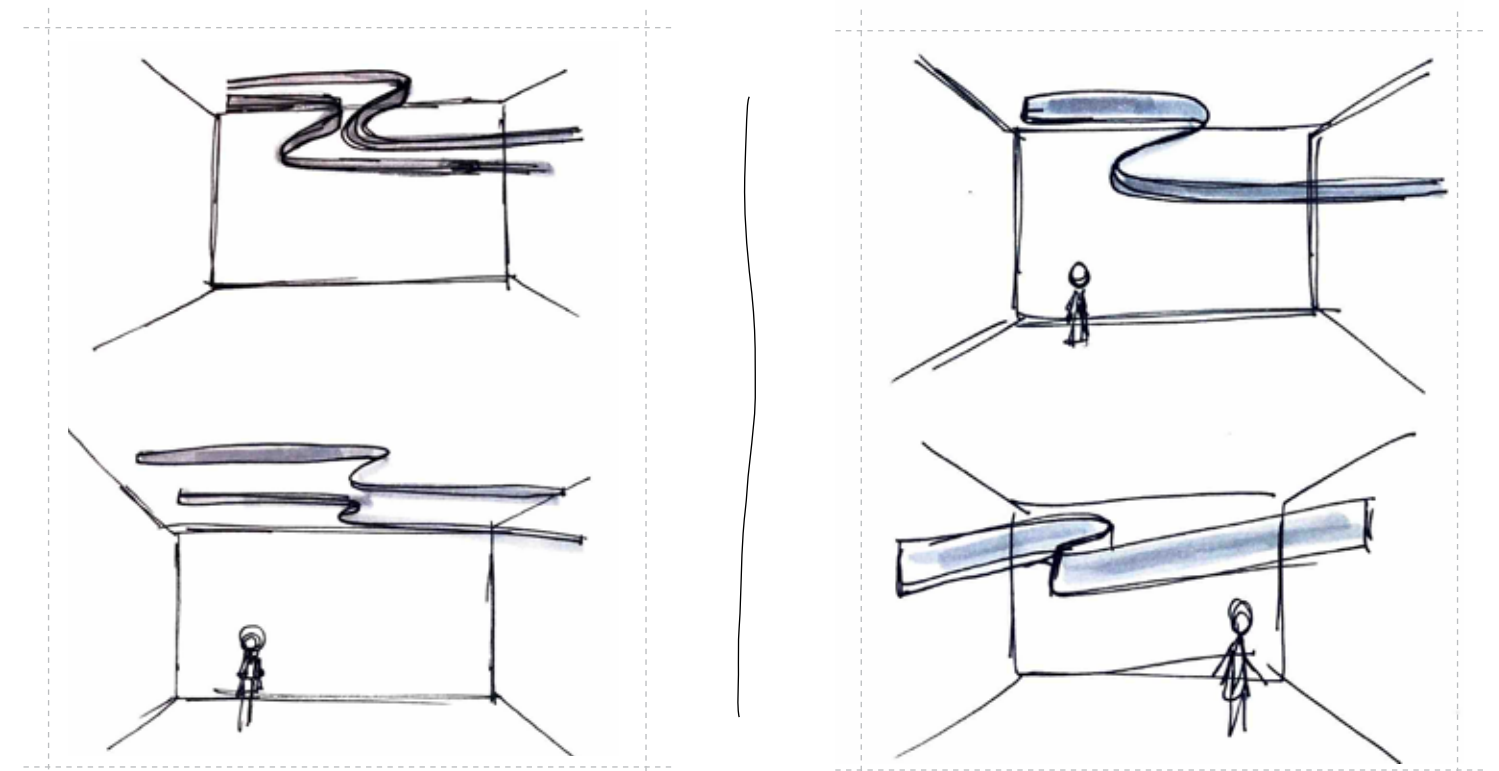
ZONING DIAGRAM REPRESENTING THE DIFFERENT AREAS OF THE PROGRAM | SKILLS: ADOBE ILLUSTRATOR



CONCEPT IMAGES | SOURCE: PINTEREST

## CONCEPT

**UNVEILED FLUIDITY** | The first part reflects the company's fragrances which are seasons, and that sense of anticipation. Curiosity, anxiety, amusement, nostalgia, are the emotions that are unlocked when waiting for a new phase of our life to write. The second part refers to natural and organic forms that can be found in the forests where Björk and Berries pick their main ingredients. Fluidity also refers to gender neutrality, a rising trend among the younger generations.



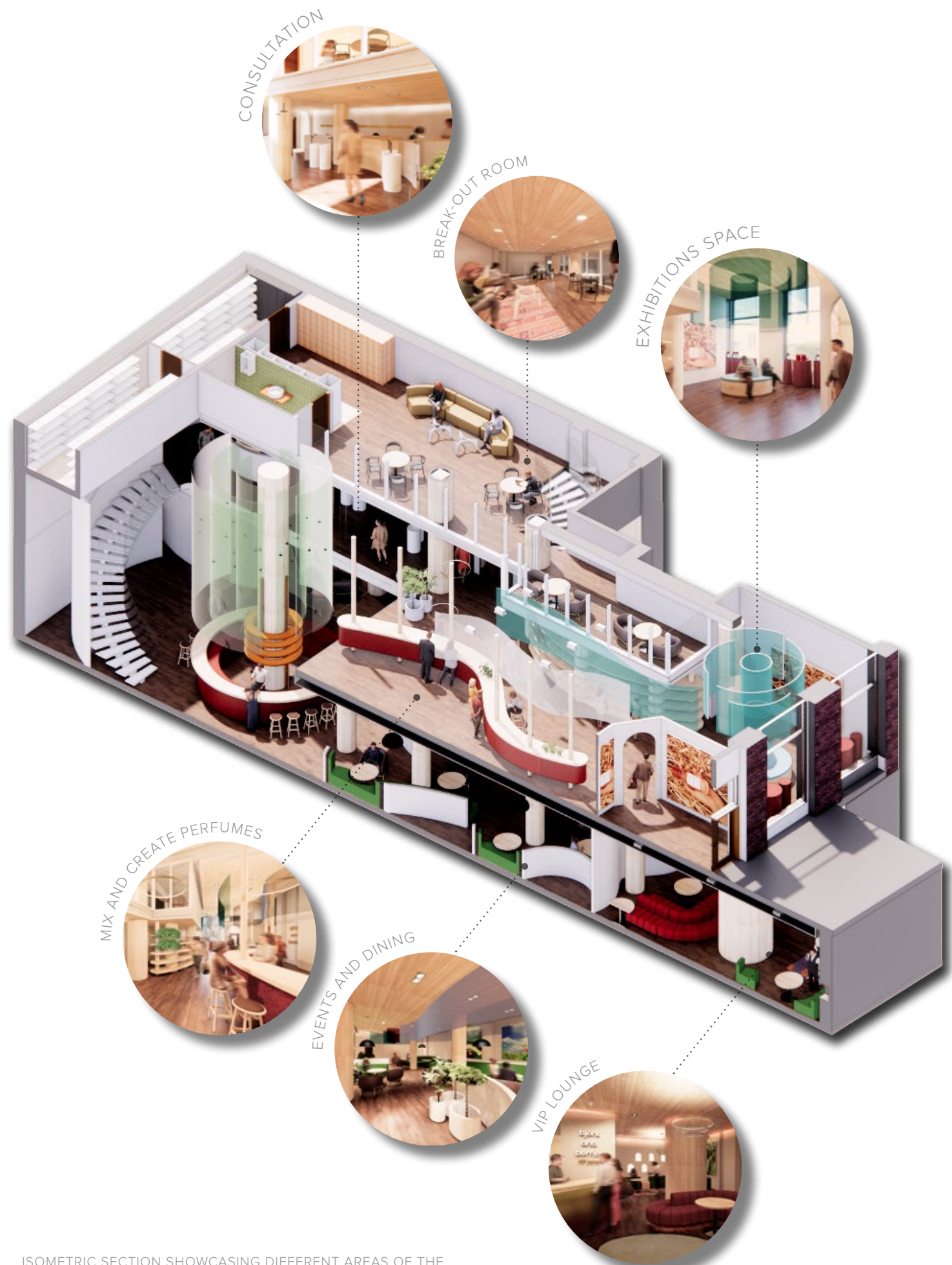
DESIGN DEVELOPMENT OF THE CEILING INSTALLATION | HAND SKETCHES





This visual demonstrates that the concept of “Unveiled Fluidity” has inspired the unusual shape of the counter, and the ceiling installation. The curved floating shelves system, and the counter aim to inspire smoothness, and airiness while still giving a strong visual impact.



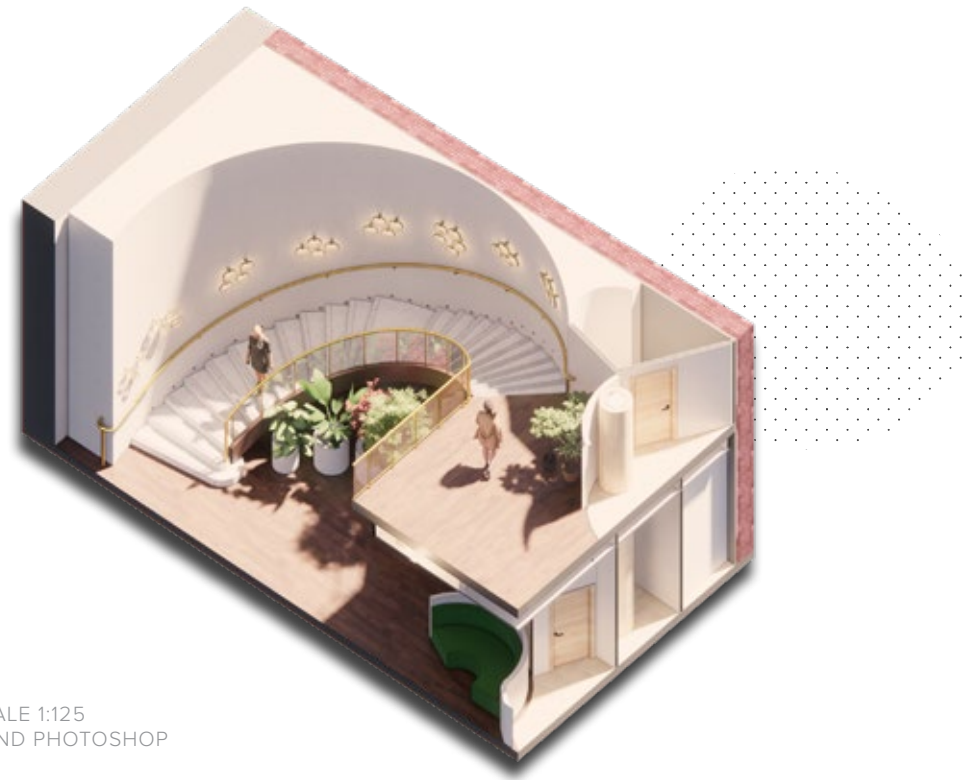


ISOMETRIC SECTION SHOWCASING DIFFERENT AREAS OF THE  
RETAIL STORE @ SCALE 1:125  
SKILLS: REVIT, ENSCAPE, AND PHOTOSHOP



SECTION VIEW RENDERED I SKILLS: REVIT, ENSCAPE, AND PHOTOSHOP

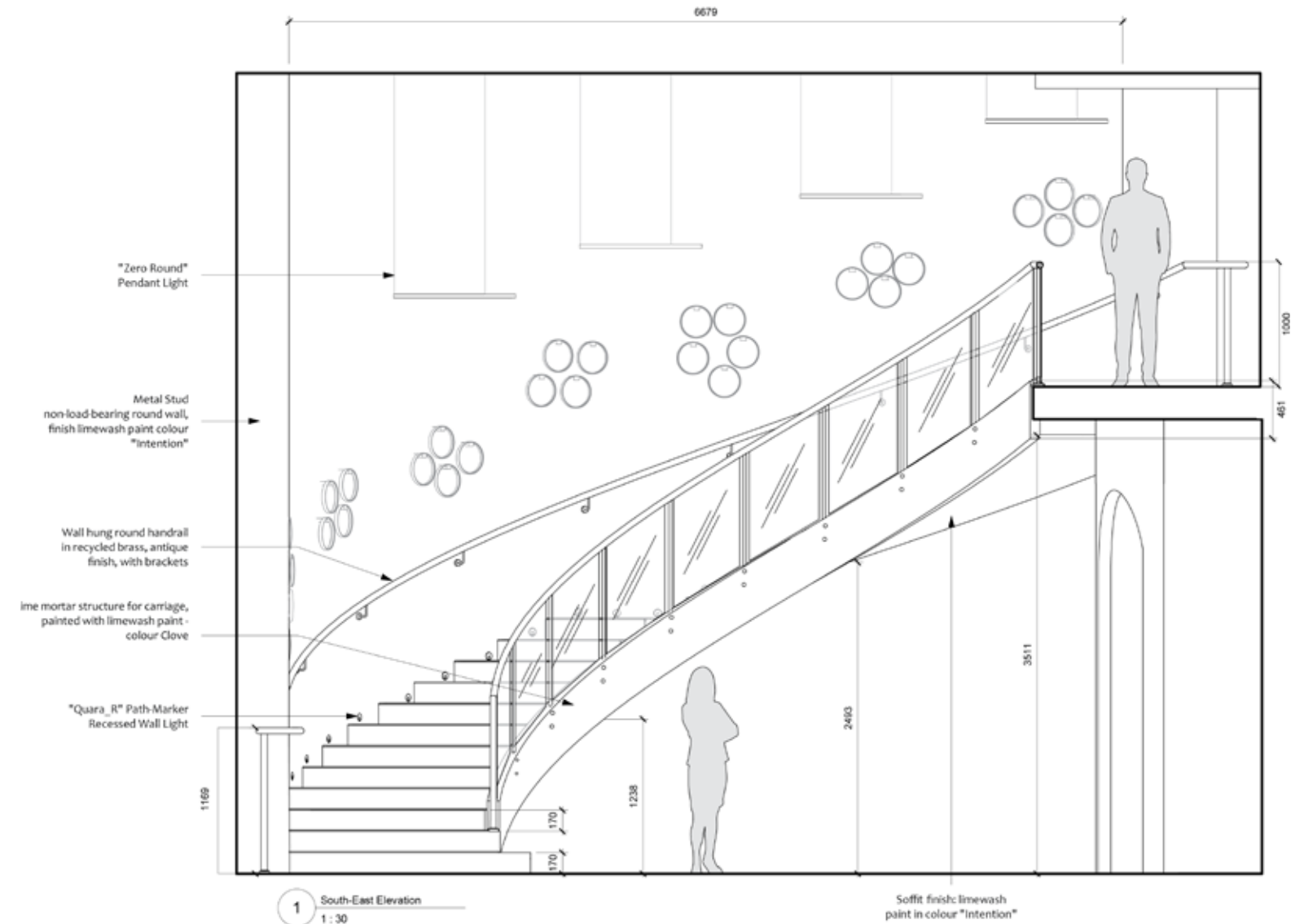




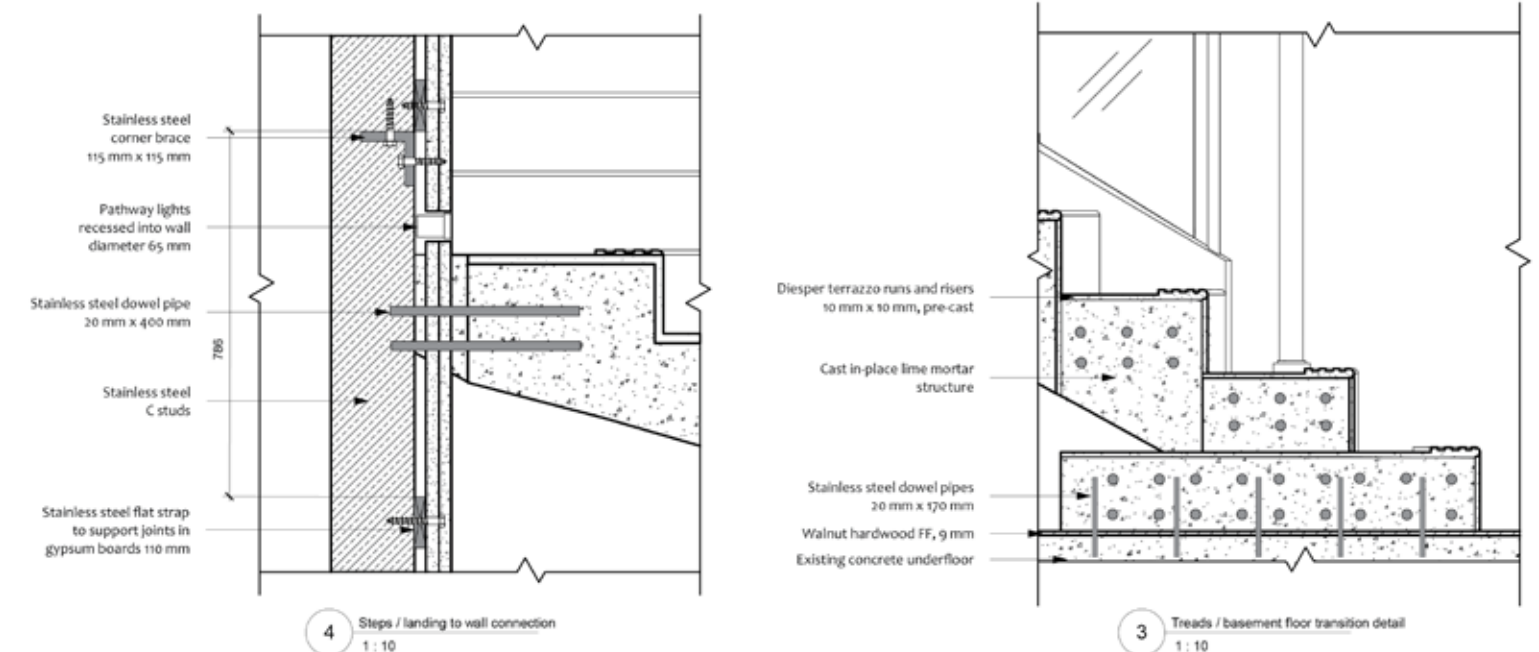
ISOMETRIC SECTION @ SCALE 1:125  
SKILLS: REVIT, ENSCAPE, AND PHOTOSHOP

## STAIRCASE DESIGN

Part of the brief included also the design of a bespoke staircase to connect two levels of the store. The staircase had to be compliant to UK Building Regulations, in addition to construction standards for commercial staircases. The isometric section above showcases the final proposal, which is an helical staircase to convey the concept of fluidity, smoothness and organic shapes. The materials used are sustainable from terrazzo flooring, to recycled brass for the handrail, and lime mortar structure. The clear width of the staircase is 1500 mm to allow two people to comfortably walk the staircase, and the height of the risers is 170 mm, while the depth of the treads is 250 mm which is a comfortable measure. The handrail and balustrade are at 1000 mm height, which assure the safety of the users.



ELEVATION STAIRCASE @ SCALE 1:30 | SKILLS: REVIT, ILLUSTRATOR



CONSTRUCTION DETAILS @ SCALE 1:10 | SKILLS: REVIT, ILLUSTRATOR



# 03. HOSPITALITY DESIGN

## ONGGI KOREAN RESTAURANT

### CONTEXT AND BRIEF

The brief was to design the first physical store, and a dining space for a start-up vegan Kimchi brand named “Onggi”. The design proposal for Onggi, is characterised by a functional space that plays homage to the richness of Korean culture. Every detail is chosen carefully to bring to life a unique space to truly create an immersive experience for the guests. Natural materials such as wood, clay, stones and glass were selected to connect the diners to the heritage of Korea. Everything defines the unique experience inside this space, where different functions take place under the same roof.



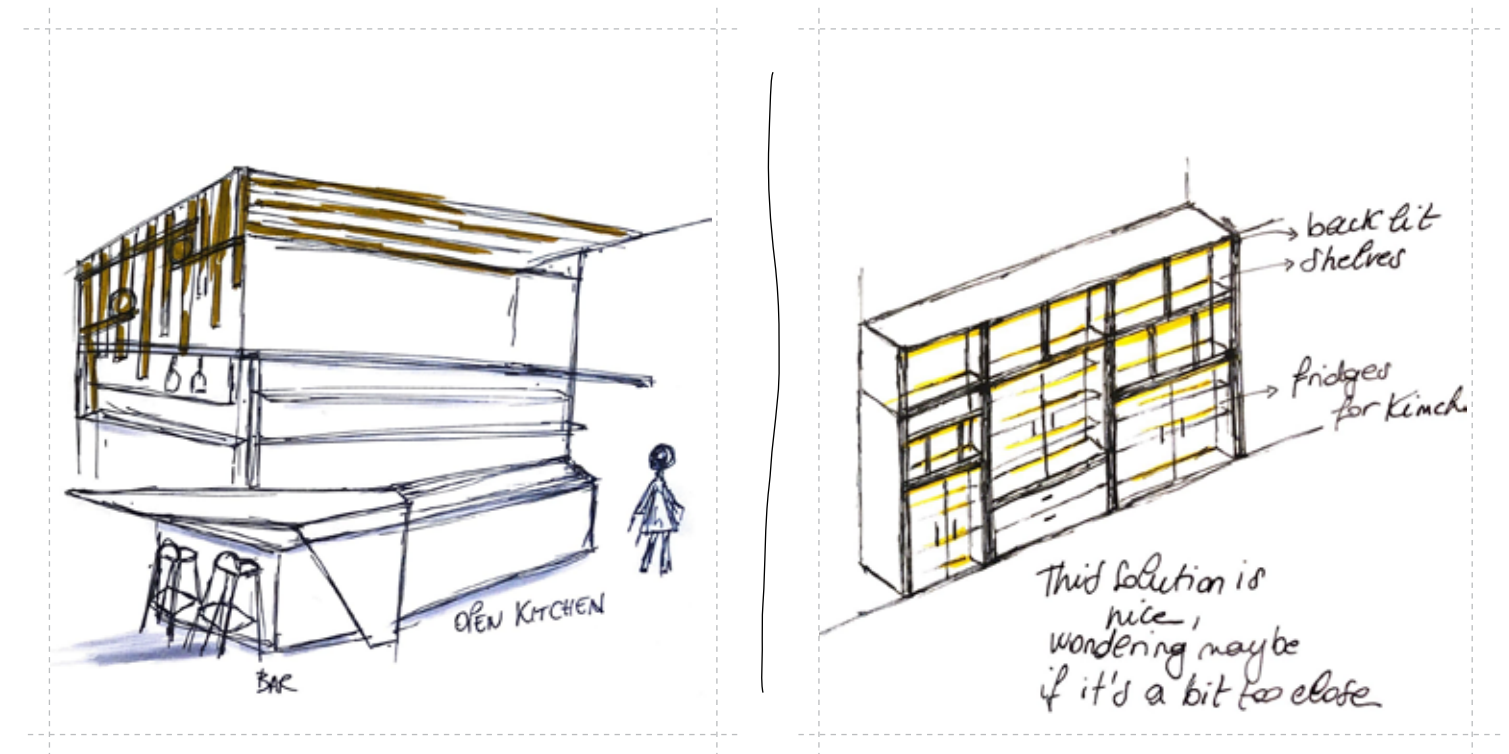
CONCEPT IMAGES | SOURCE: PINTEREST

### CONCEPT

The concept for “Onggi’s” restaurant and store is **BALANCED ASYMMETRY**. Balanced is used to diffuse a sense of harmony with the surrounding space, calmness, and wellbeing. A balanced irregularity creates a sense of harmony while giving character and accent to the space. The concept “Balanced Asymmetry” will give form to a delightful game of organic geometric shapes vs rectilinear lines, warm light neutral tones vs darker ones. Together, they will sit in harmony, and create a unique fusion of contemporary design and traditional Korean motifs.



ZONING GROUND FLOOR AND PUBLIC CIRCULATION | SKILLS: ADOBE ILLUSTRATOR



DESIGN DEVELOPMENT RESTAURANT BESPOKE COUNTER AND JOINERY FOR KIMCHI STORE | HAND SKETCHES





VISUAL RENDERED FIRST FLOOR RESTAURANT WITH BESPOKE BOOTHS SEATING, AND OVAL TABLES FOR LARGER GROUPS UP TO 6 DINERS  
SKILLS: SKETCHUP PRO, ENSCAPE, AND PHOTOSHOP

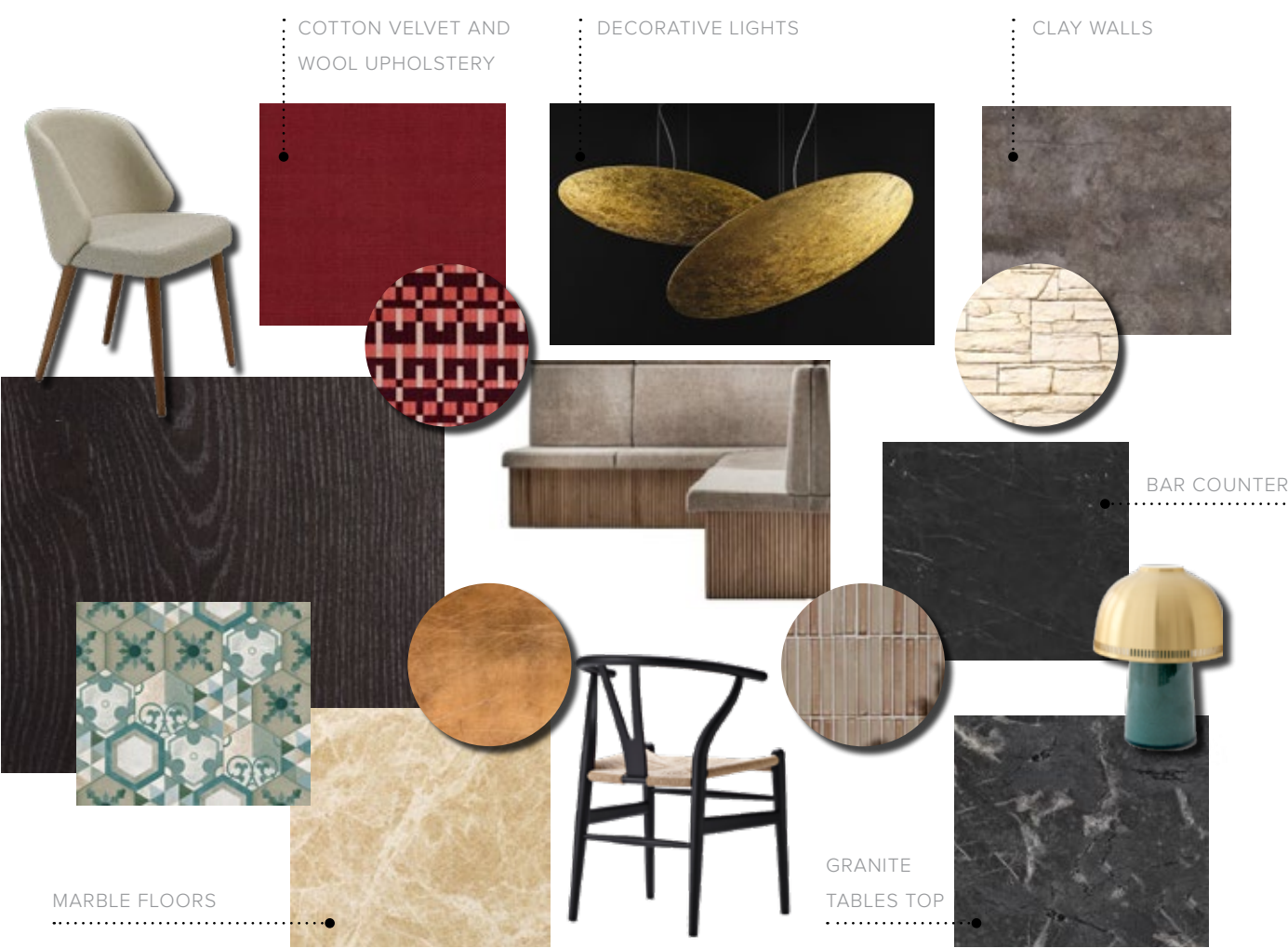


GROUND FLOOR PLAN

On the ground floor there are the two public entrances directly on street level, one through the Kimchi store, and one through the outdoor dining right into the bar indoor dining area. The kimchi jars are displayed in fridges built in a bespoke joinery. In the indoor dining area there are different seating settings, with rounded tables for groups, and a linear booths seating. The commercial kitchen is directly linked to the open food prep space, and the Take-Away point connected with the outdoor dining, allowing customers to pick up their order without queuing in the restaurant.



FLOOR PLAN GROUND FLOOR @ SCALE 1:100 | SKILLS: AUTOCAD AND PHOTOSHOP



MATERIALS AND FURNITURE BOARD GROUND FLOOR | SKILLS: INDESIGN AND PHOTOSHOP

FINISHES AND FURNITURE

The materials selected are natural stones, clay and wood to recall the heritage of Korean design. The main flooring is a oak wood in a wengé finish. The staircase has a contrasting warm white/beige marble flooring for visually impaired users. The walls finish is clay with visible brush strokes, in line with the concept of imperfection. The aesthetics of the furniture is clean and contemporary to enhance the Korean characteristic style. The soft, and tactile upholstery chosen (cotton velvet and wool) aims to stimulate one of the senses, in order to create a fully memorable experience for the users.



VIEW OF THE BAR, OPEN KITCHEN AND GROUND FLOOR RESTAURANT



VIEW OF KIMCHI STORE AND TREE INSTALATION



VIEW OF THE ENTRANCE AND TAKE-AWAY PICK-UP POINT





NIGHTTIME VISUAL RENDERED GROUND FLOOR | SKILLS: SKETCHUP PRO, ENSCAPE, AND PHOTOSHOP



GROUND FLOOR LIGHTING PLAN @ SCALE 1:100 | SKILLS: AUTOCAD AND PHOTOSHOP

## LIGHTING DESIGN

In this project atmospheric lighting is a key part of the concept to convey a relaxing, intimate and unique experience to the users. For this reason, different layers have been studied to compose together each experience depending on the function, and day time of use. Part of the brief required a detailed lighting plan, showcased here on the left, with representation and labeling of the different circuits. In addition, the visual rendered on the top left corner, and the section view demonstrate the effects of layering. Here the layers included: multifunctional lighting system with dimmable lights, wayfinding lighting, integrated lighting built into the bespoke joinery, decorative lighting to add character, and ambient lighting to ensure the space would feel warm and welcoming. Finally, sensory lighting for facilities and storage to reduce energy consumption.



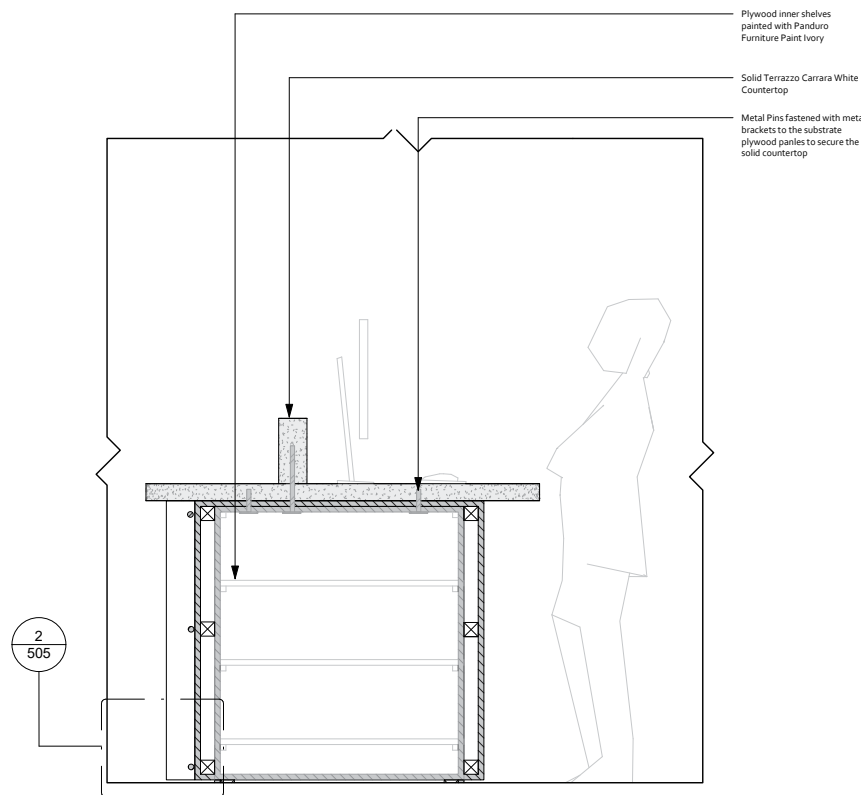
SECTION VIEW @ SCALE 1:100 | SKILLS: AUTOCAD AND PHOTOSHOP



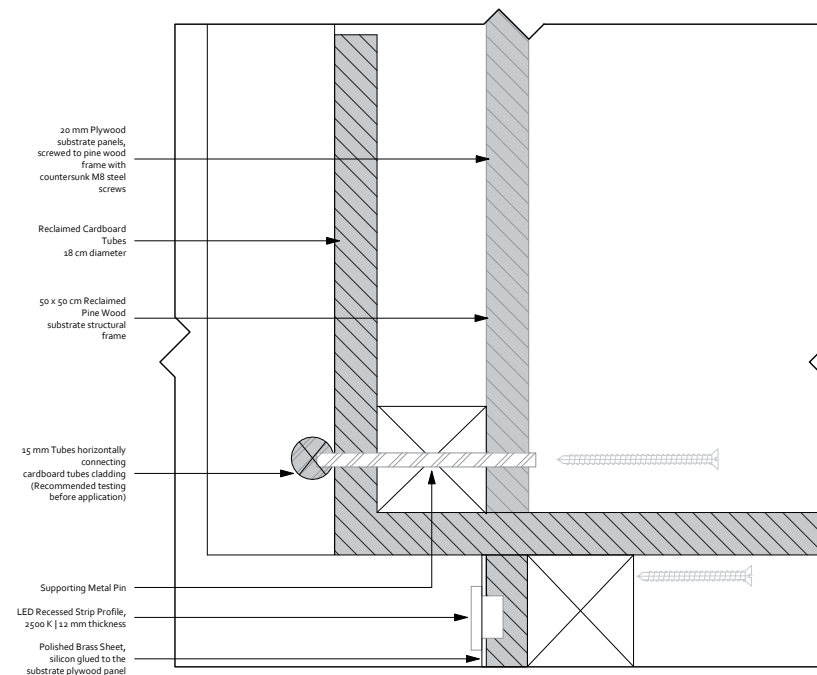
# 04. MISCELLANEOUS

## DETAILED CONSTRUCTION DRAWINGS & GRAPHICS

In the following pages, different projects' detailed construction drawings are presented. In this page the detailed construction drawings were developed for the bespoke counter at the Second Hand Store, and the semicircular booths seating at the Café (see project 01). All drawing in this page are produced in Revit. The store counter is made by cardboard tubes attached to substrate plywood panels. The booths seating are wrapped by a natural oak veneer.



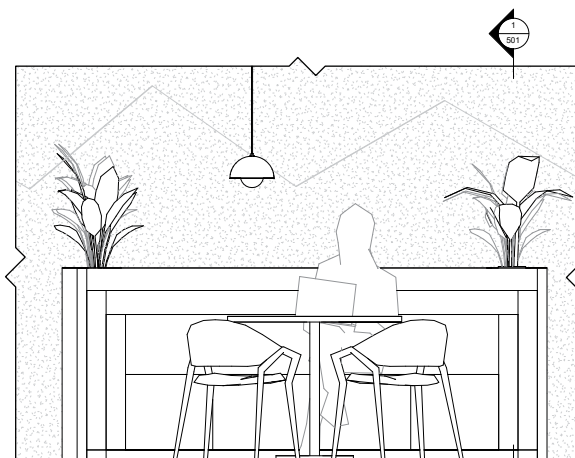
SECTION - STORE COUNTER SIDE @ SCALE 1:15



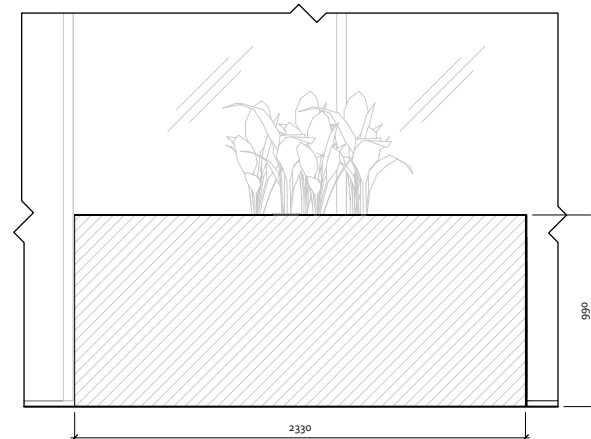
LED LIGHT SOURCE COUNTER DETAIL @ SCALE 1:2



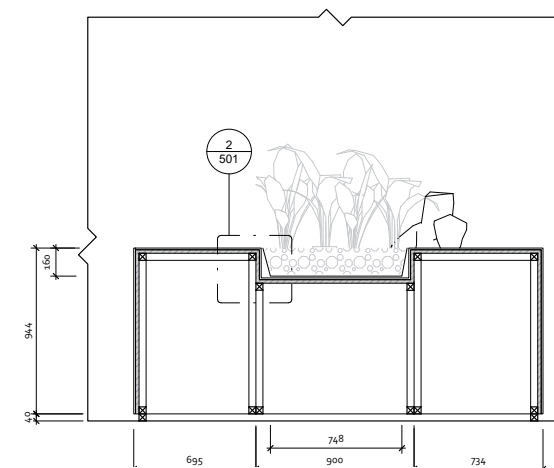
ELEVATION - STORE COUNTER @ SCALE 1:25



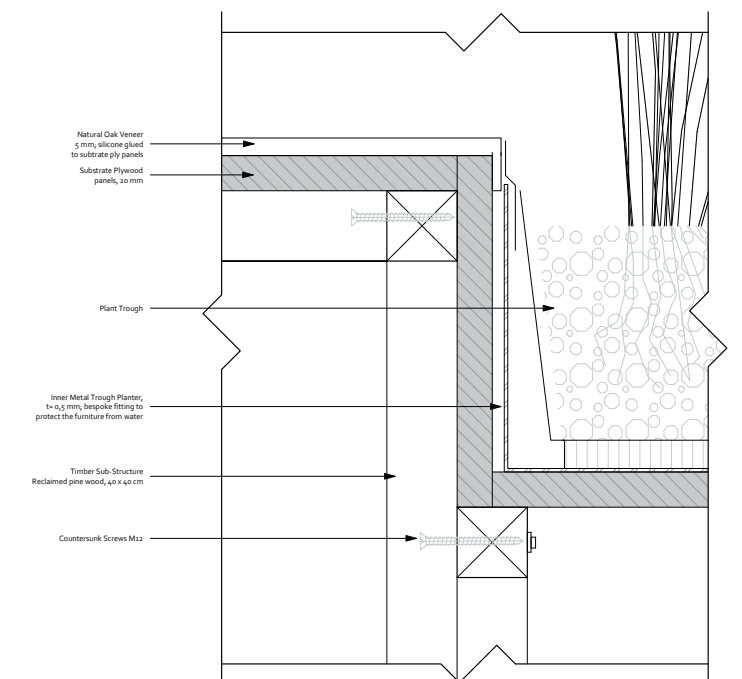
ELEVATION - BOOTHS SEATING WITH PLANTS  
@ SCALE 1:20



ELEVATION - BOOTHS SEATING SIDE VIEW @  
SCALE 1:20

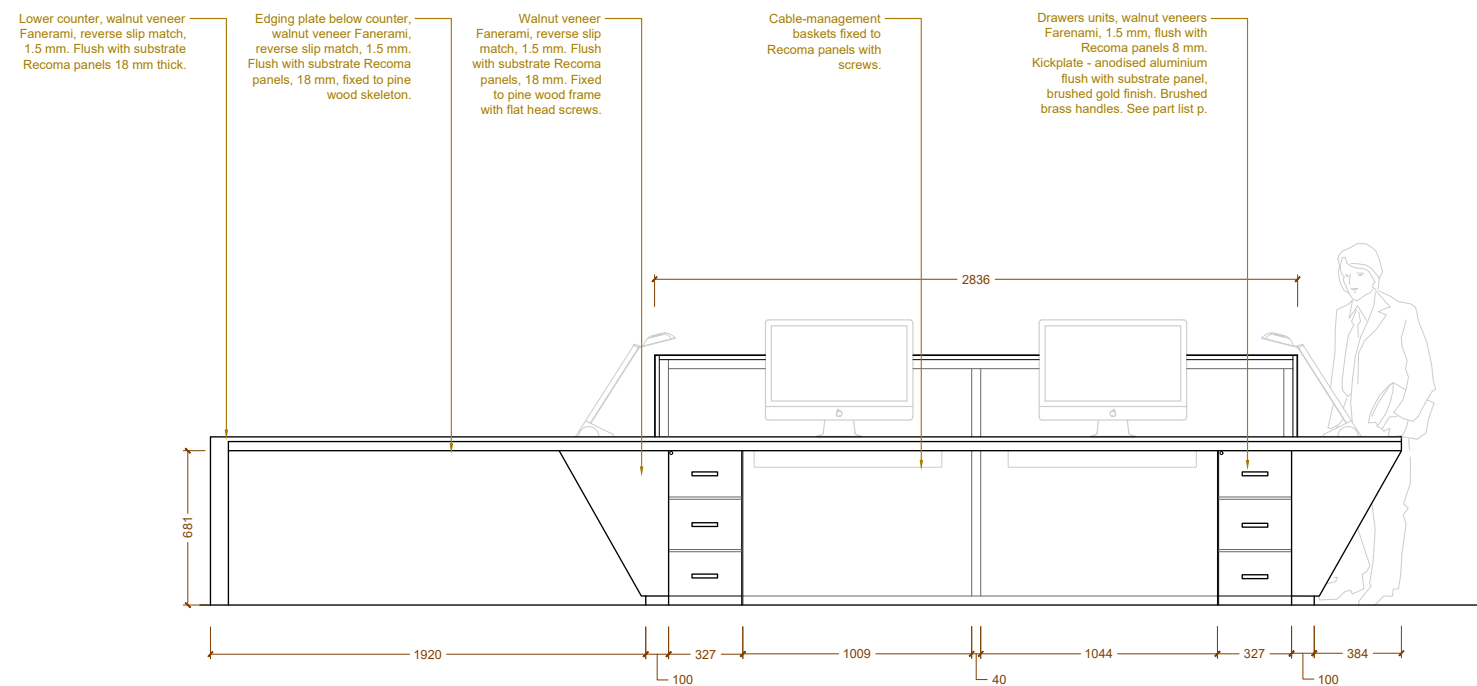


SECTION - BOOTHS SEATING WITH PLANTS @  
SCALE 1:20

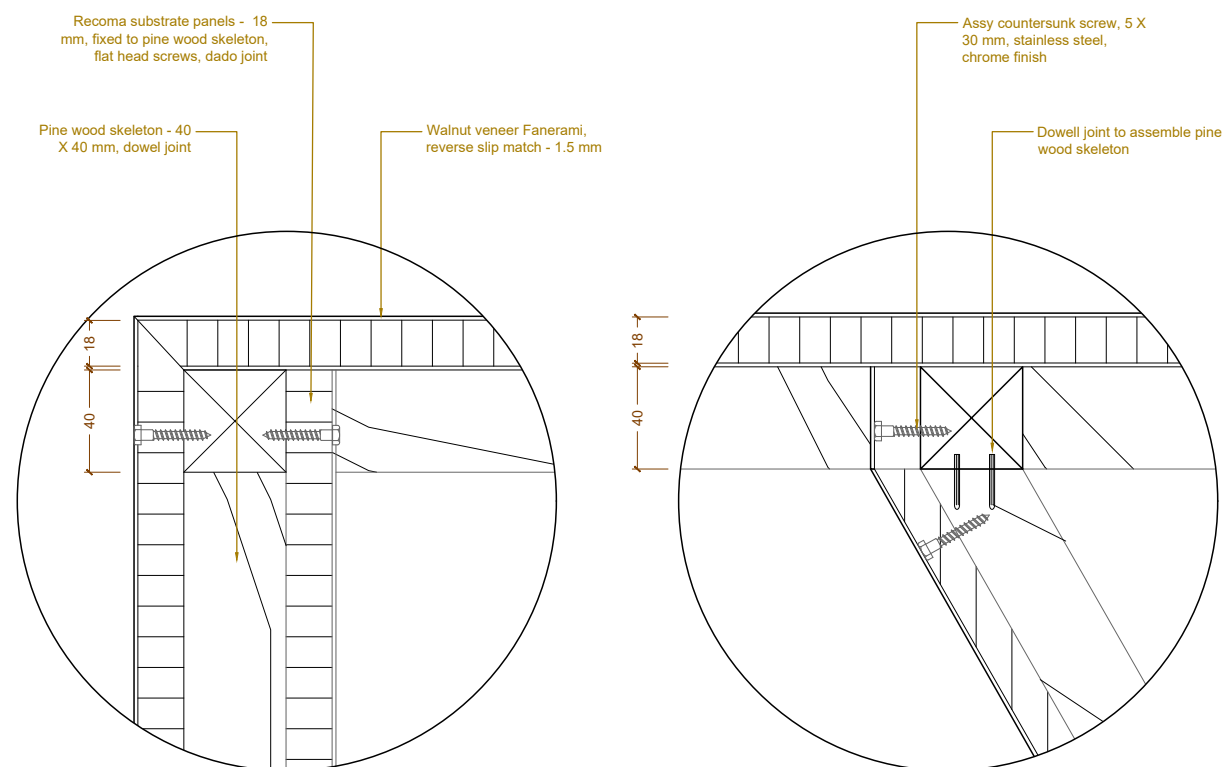


DETAIL - BOOTHS SEATING WITH PLANTS @  
SCALE 1:2



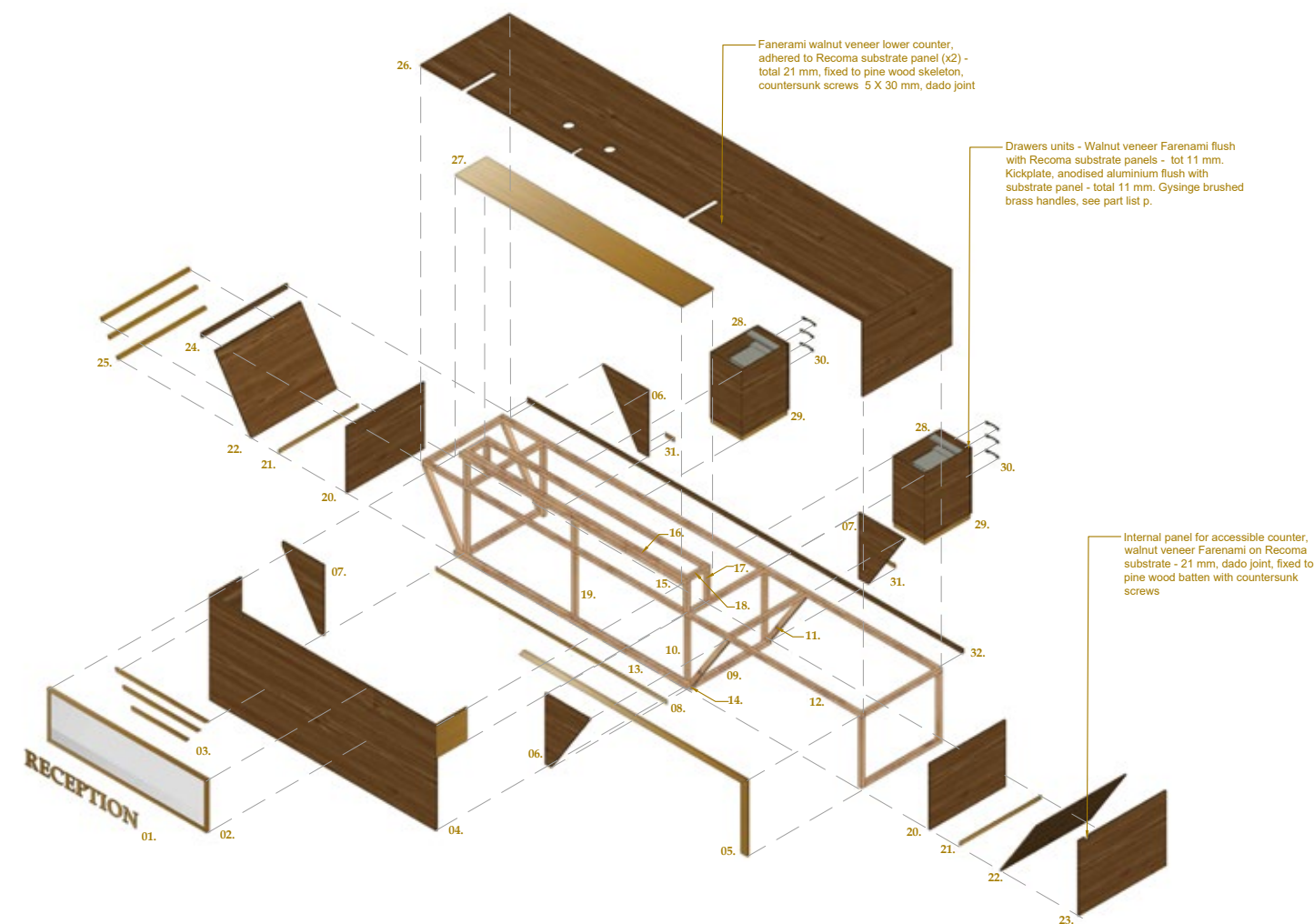


REAR ELEVATION VIEW @ SCALE 1:20 | SKILLS: AUTOCAD



DETAILED CONSTRUCTION DRAWING @ SCALE 1:2 | SKILLS: AUTOCAD

This page showcases the detailed drawings, and the material selection for a bespoke reception desk. All materials are locally sourced in Sweden to minimise the carbon emissions. The skeleton is made with recycled pine wood plinths. The frame is attached with dowel joints reinforced with countersunk screws. Substrate panels made of recycled packaging juices are screwed to the skeleton frame. Walnut veneer sheets are glued to the substrate panels with a reverse slip match finish. The fine details are made of anodised recycled aluminium.



EXPLODED AXONOMETRIC NOT IN SCALE | SKILLS: SKETCHUP PRO, AUTOCAD

RECLAIMED PINE WOOD



RECOMA RECLAIMED PANELS



WALNUT VENEER



ANODISED RECYCLED ALUMINIUM

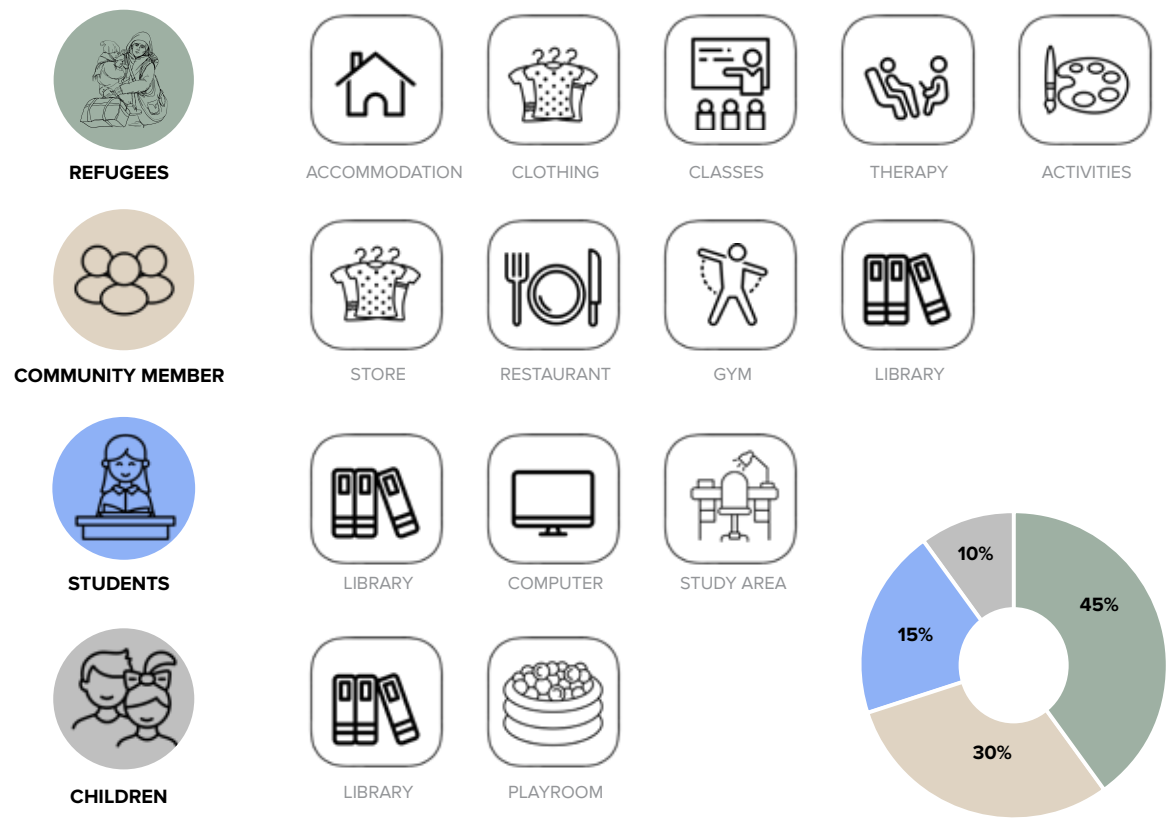


MATERIALS IMAGES ICONS

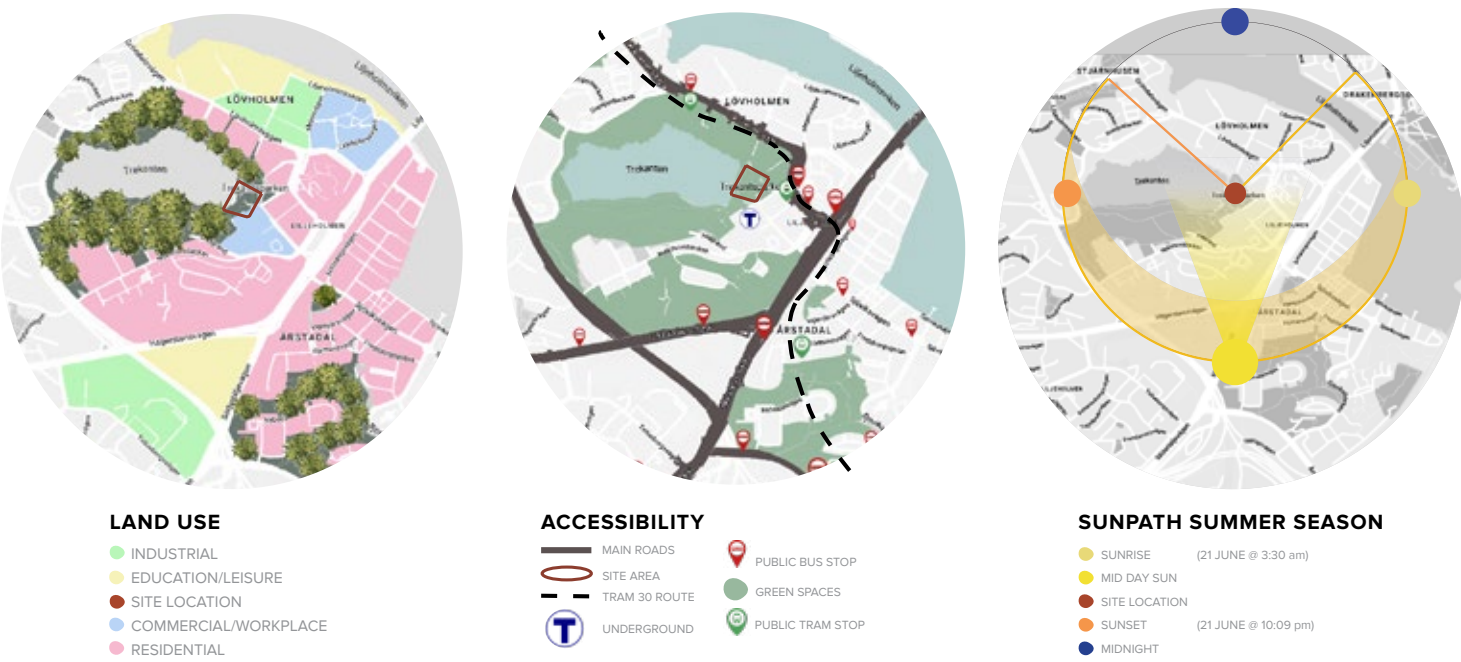


GRAPHICS

In this page are illustrated some of the graphics created entirely in Adobe Illustrator for Project 01. Diagrams help to communicate research, and analysis in a clear, and interesting way without overwhelming the viewers with text or statistics. Finally, posters are a way of visually communicating a whole final design proposal.



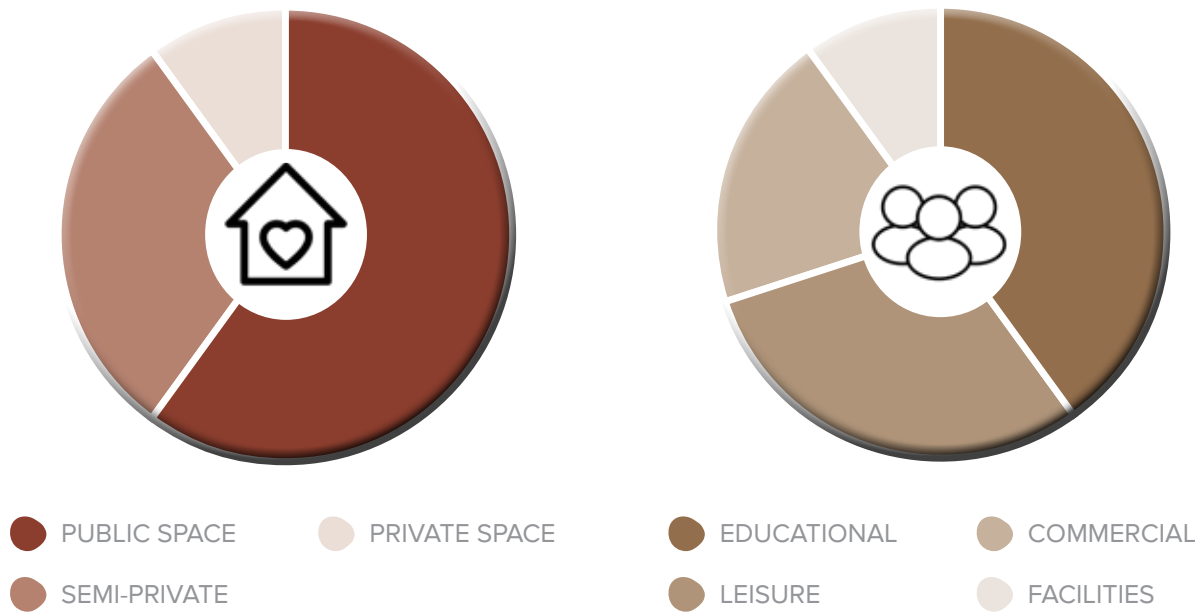
USERS ANALYSIS AND FUNCTIONS NEEDED DIAGRAM | SKILLS: ABODE ILLUSTRATOR



SITE ANALYSIS DIAGRAMS | SKILLS: ABODE ILLUSTRATOR



POSTER VISUALLY COMMUNICATING THE DESIGN PROPOSAL OF PROJECT 01 | SKILLS FOR COMPOSITION: ABODE ILLUSTRATOR, PHOTOSHOP, INDESIGN



PROGRAM COMMUNICATION DIAGRAMS | SKILLS: ABODE ILLUSTRATOR





# THANK YOU

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