

Portfolio.

Ellie Cranfield

Gardening Retreat Design

Hospitality Design

Located in Jaipur, India

Involvement - Research & Concept to Stage 3 documentation.



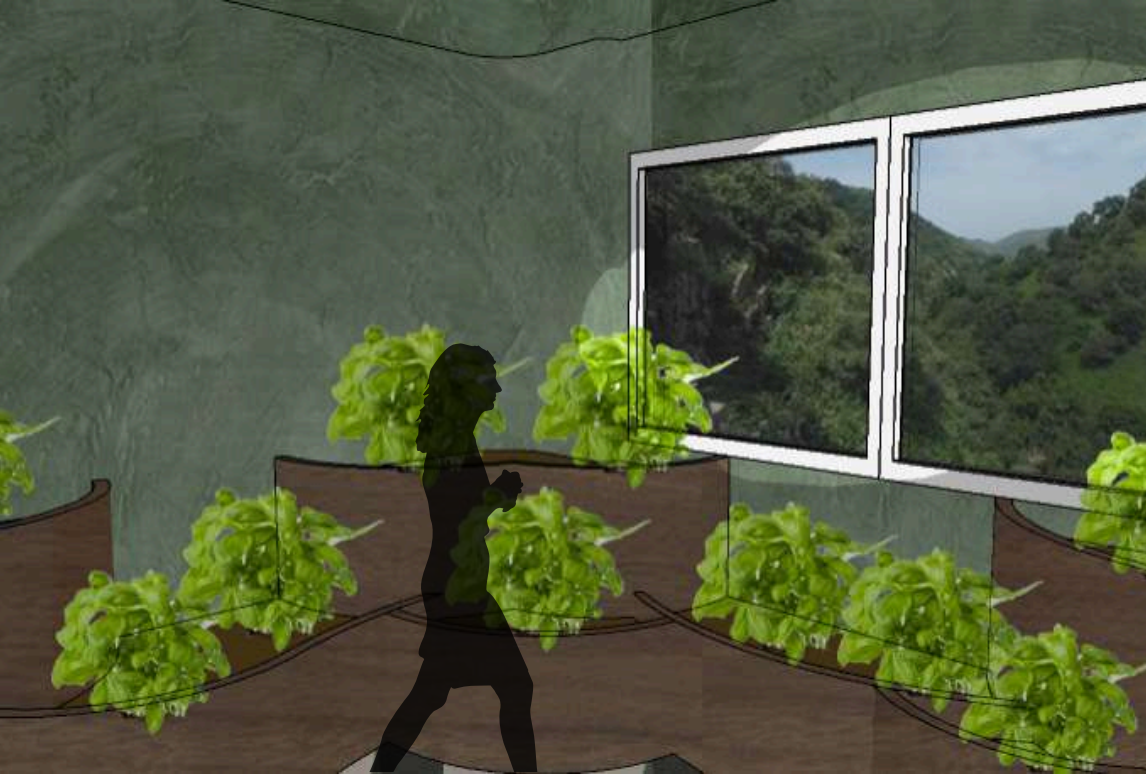
Research

The retreat was based in Jaipur, India, which served as the primary source of design inspiration. The vibrant colours found throughout India, especially in its spices and textiles are reflected in the retreat's rich and lively palette. Additionally, the architectural forms in Jaipur, often scalloped and influenced by natural shapes, aligned perfectly with the gardening theme of the retreat. These elements were thoughtfully integrated into the overall design, creating a space that feels both culturally rooted and organically inspired. Located in the mountains, the retreat faced challenges with limited natural light due to trees and surrounding peaks blocking the sun. This played a key role in the design, as the plants growing within the retreat required ample light, making it essential to position the growing areas where they could receive the most sunlight.



Spatial Development

The spatial strategy was driven by the desired experience and the exploration of openness within the layout. Social areas, such as a gardening space, small kitchenette, and seating zone were designed to be open and welcoming, encouraging interaction and a sense of community. In contrast, the bedrooms were kept private and cosy, concealed behind sliding doors to create a clear separation between communal and personal spaces. Research into gardens and plant life informed the approach, influencing both spatial arrangement and atmosphere. The hallway was established as the central axis, linking all zones together and symbolising the natural core, an anchor point around which the space organically unfolds.



Concept

The concept is to create a space that uses the flow and movement of nature to create a positive atmosphere. This concept matches the workshop hosted by the retreat as gardening helps with reducing anxiety and stress to make a more positive environment.



Material Board

Hotel Lobby & Lounge Design

Six Senses - Hospitality Design

Located in London

Involvement - Research & Concept to Stage 3 documentation.



Client (design style)(organic)



Art Deco (patterns)



Nature

Research

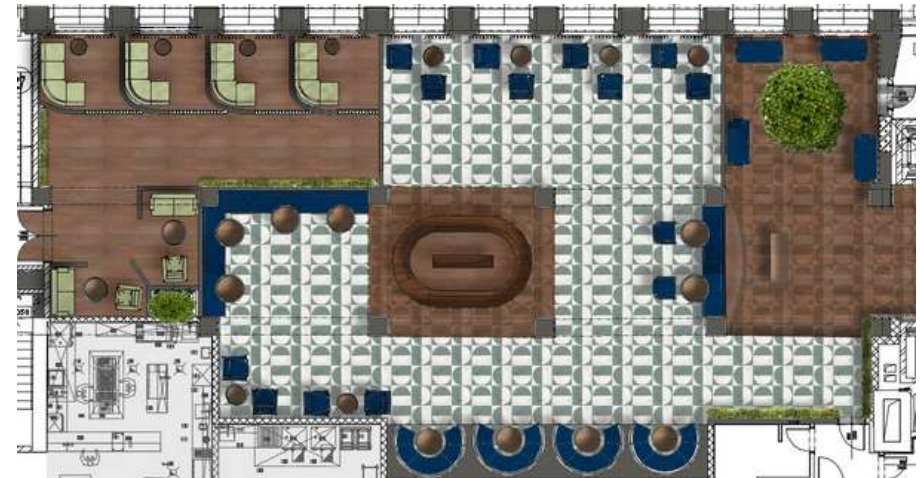
The hotel is located in London which is a city location which Six Senses doesn't normally place their hotels in so I use president studies and primary research to see what city hotels are like compared to the brands hotels which are located in more rural locations. This lead me to look into London and it's history of architecture as the key word reconnecting stood out to me. As I looked into it's history of architecture I found that the Art Deco movement in London was important to London design history. The location of Hammersmith stood out to me when researching London as that's the location I know best as an outsider of London. In Hammersmith there is a local community that helps local people which is similar to what Six Senses does at their hotels for local communities and guests.

When looking further into Art Deco I found that people often describe this style as 'false luxury' and 'a versatile mix between luxury and function' which I thought linked well to the brief of creating a luxury hotel as I will need to consider the function of spaces as well to design a suitable hotel layout. I also found that Art Deco style is based off patterns from nature which linked well with the brand as they base their designs off nature and blending in with nature by using its organic forms and shapes. The patterns in Art Deco are repetitive and organic just like nature which will help me create the forms and patterns in the spaces.



Lobby

The lobby, being the first space guests encounter, was designed to feel welcoming and open to create a positive first impression. The reception desk was strategically placed within clear view upon entry, ensuring guests are greeted warmly and immediately know where to go.



Lounge

The lounge is designed as an open and inviting space that also offers private, cozy areas. Guests are welcomed by a small reception and guided either to the quiet, private lounge at the back or to the livelier, more vibrant bar area. This space serves both as a welcoming area for guests waiting for their rooms and as a lively spot for those staying to relax and enjoy themselves.



The concept for the spaces is taking inspiration from the history of London's architecture and mainly the Art Deco style. Art Deco uses the patterns in nature to create an interesting design labelled false luxury. The concept of using nature's patterns and forms links well with the clients usual design language of organic forms and shapes. Therefore, my concept for this project will be inspired off these organic and repetitive forms in nature.



Material Board

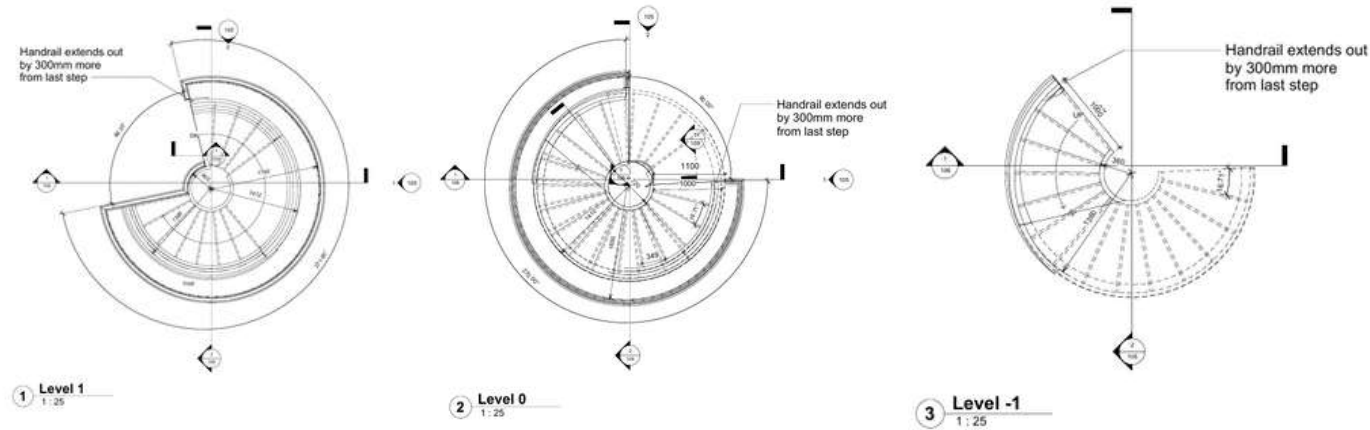


Staircase Design

Hari's Salon - Retail Design

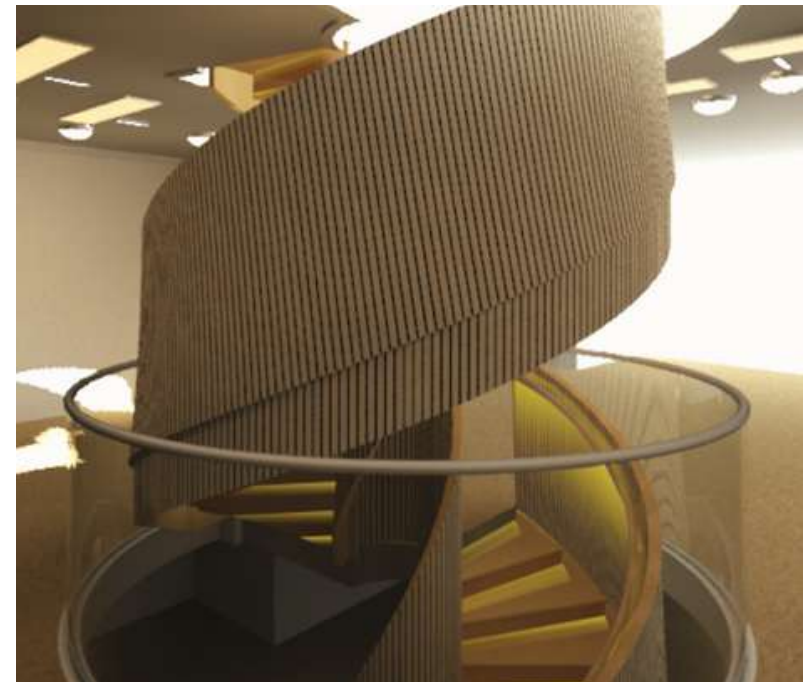
Located in Shoreditch, London

Involvement - Research & Concept to Stage 3 documentation.

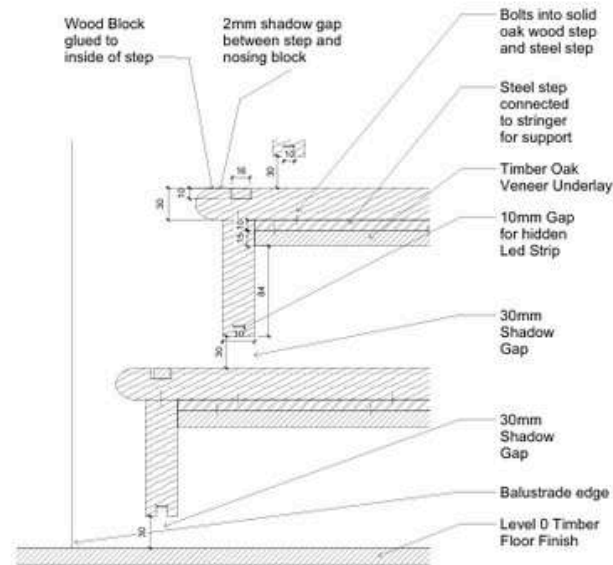
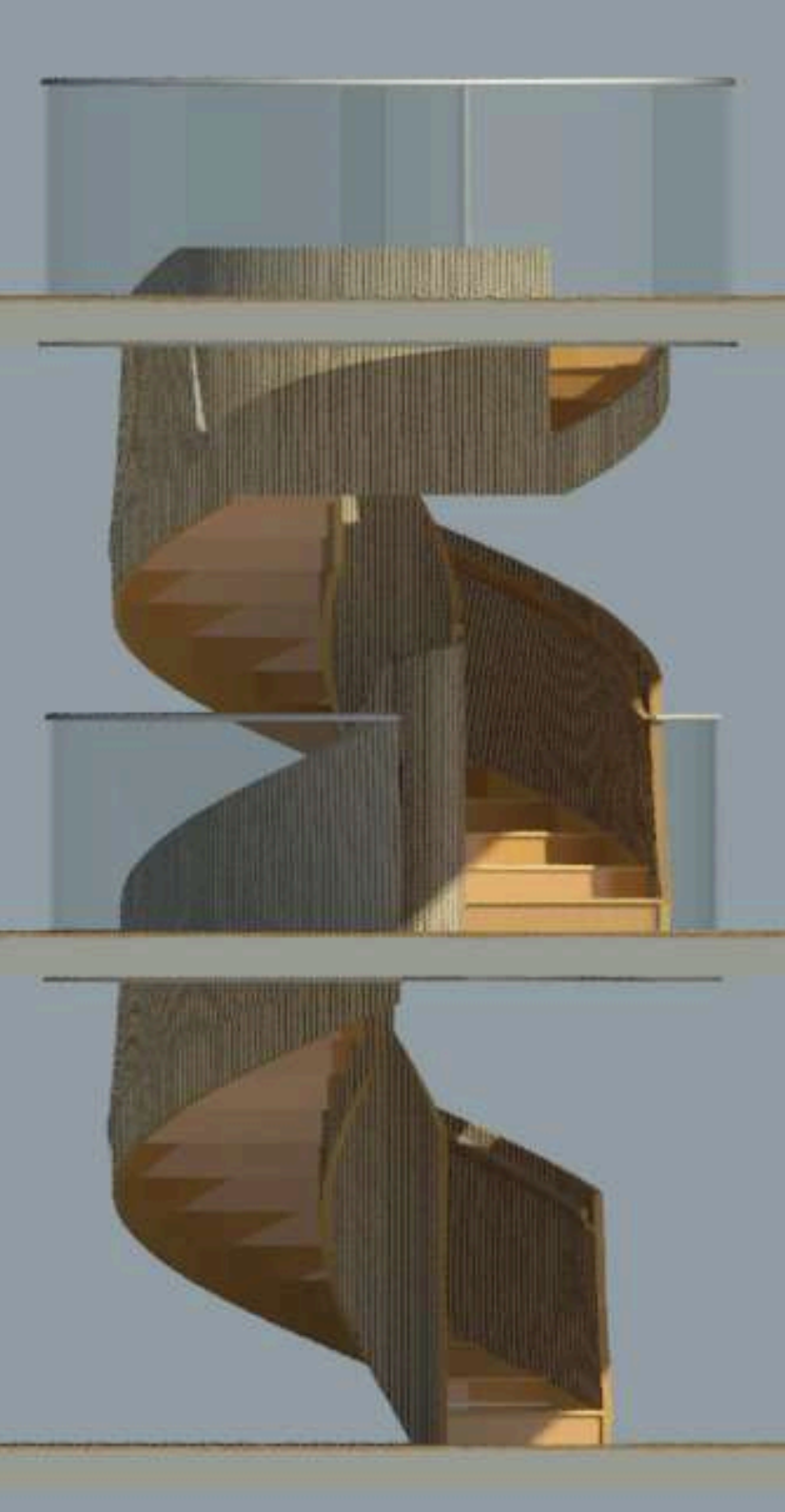


Spatial Considerations

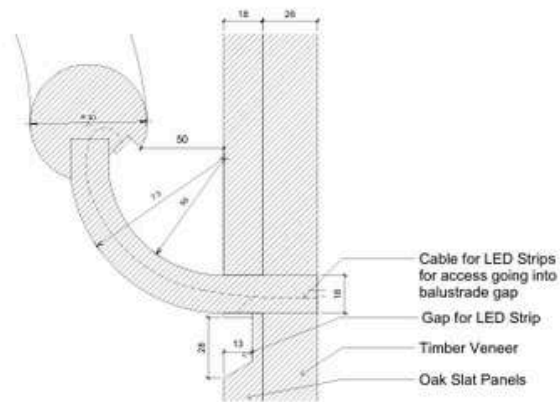
The staircase is positioned at the centre of a hair salon, serving as both a central circulation point and a key design feature. Its spiral form, with soft, curved lines, introduces a sense of softness that contrasts beautifully with the salon's more linear elements. Crafted from different types of wood, the staircase adds warmth and texture to the space. As it gracefully curves upward toward the ceiling, it naturally draws the eye, while carefully placed lighting highlights the materials and elegant shape, making the staircase a captivating focal point.



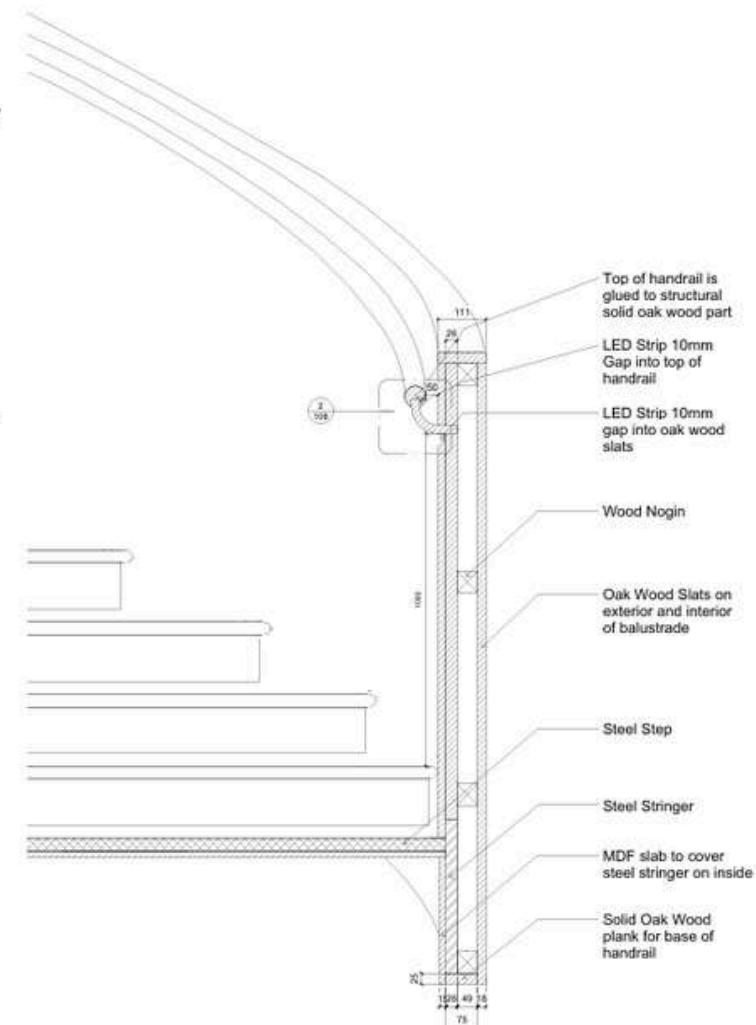
Technical Details



1 Section of Step Detail
1:2



2 Section of Handrail Detail - Callout 1
1:1



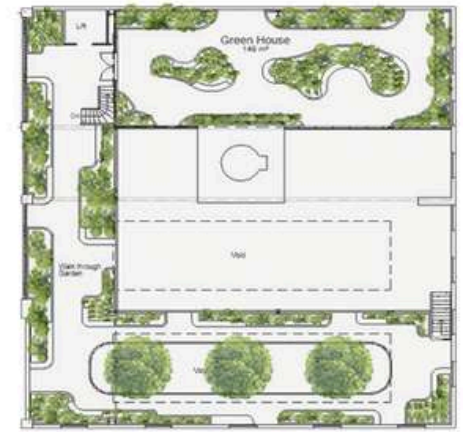
3 Section of Handrail Detail
1:5

Restaurant & Garden Design

Ham Yard Hotel - Hospitality Design

Located in Shoreditch, London

Involvement - Research & Concept to Stage 3 documentation.



Research & Client

The client brings new life to empty spaces, guided by the belief that places should grow and evolve like living things. Their designs blur the boundaries between inside and out, rooted in sustainable practices, most notably seen in their rooftop garden, which supplies fresh produce to their restaurant.

Once a landscape of fields, farms, and nursery gardens, Shoreditch later became a centre for silk weaving, garment making, and brick production, giving Brick Lane its name. Though the area once thrived with fresh food markets, few remain today. With only one main park, the community is calling for more green space to reconnect with its natural heritage.



Spatial Development

The spatial arrangement of this design was crucial, as the space serves multiple purposes, including garden areas, a restaurant, and a café. Pathways winding through planters guide guests through the gardens, offering opportunities to pause and enjoy the surrounding nature. The restaurant is divided into two distinct zones: an open-ceiling central area designed like a courtyard with a communal atmosphere, and a cozy, more private space beneath the mezzanine. The visibility of different levels from all parts of the space creates a strong connection between the gardens and the restaurant, enhancing the overall experience.



Design Concept

The Secret Garden of Brick Lane

The idea for this project reimagines an industrial space in Brick Lane as a hidden green sanctuary. It will create a “Secret Garden” that brings nature, craft, and calm back into Shoreditch, one of London’s most energetic neighbourhoods. Inspired by Brick Lane’s history as a place of agriculture and handcraft production, the concept reconnects the site back to its roots while delivering an experience that aligns with the brand’s ethos of creating spaces that are alive, layered, and full of story.

The garden will feel unexpected and hidden inside a raw industrial building, filled with trees, plants, and textures that transform the space into something truly special and unique to the area. It offers a contrast to the fast-paced and concrete heavy surroundings, providing visitors with something rare: a moment of pause, peace, and beauty.

At the heart of the design its a garden-to-table restaurant where fresh produce is grown on-site to then be shared with guests. This continues Brick Lane’s legacy of making as once it was bricks, silk, and beer; and now it will be food, grown and prepared in one place. Guests won’t just eat they’ll connect to the ingredients, the setting, and the story behind it all.

The concept of luxury here is redefined through experience: the luxury of nature, of time to enjoy a meal, of being part of something that feels hidden yet deeply personal to its community. It brings back the joy of fresh, seasonal food something that disappeared when Shoreditch markets closed centuries ago and gives the community a green space they’ve long been asking for.

This project speaks directly to the clients belief in “breathing new life into spaces” and creating “living things.” It’s not just a restaurant or a garden it’s a vibrant, evolving environment that reflects their style, their story, and their commitment to design that inspires.



Restaurant Material Board



Garden Areas Material Board

Thank You.

Email: elliecranfield22@hotmail.com