

ACADEMIC (BA) PORTFOLIO

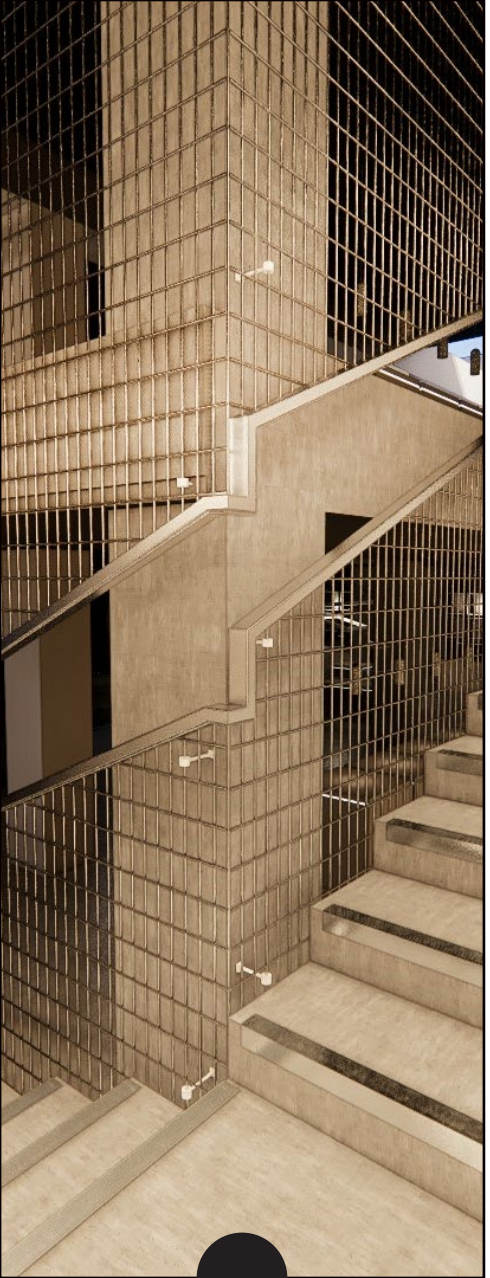


SARA NYC
KLC SCHOOL OF DESIGN

CONTENTS



RETAIL PROJECT
COMMERCIAL



STAIRCASE DESIGN
COMMERCIAL



SOCIAL DESIGN
COMMERCIAL

RETAIL PROJECT

TYOLOGY PARIS

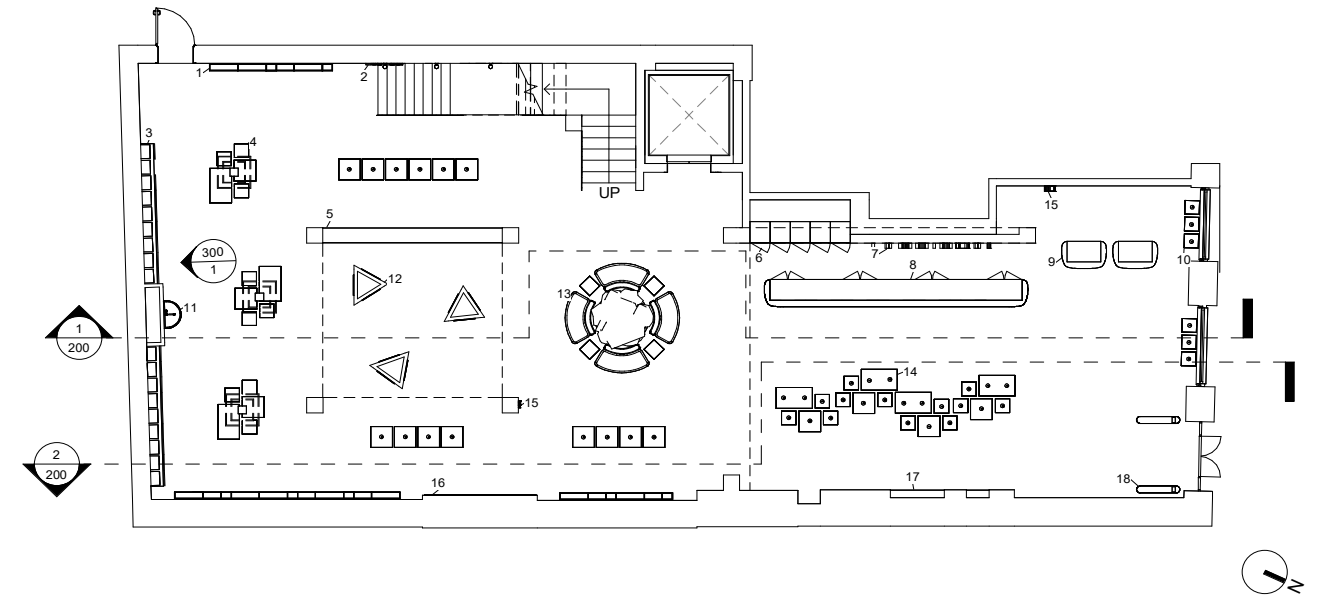
BRIEF

To produce a physical store design for a chosen company that is not a brick-and-mortar.

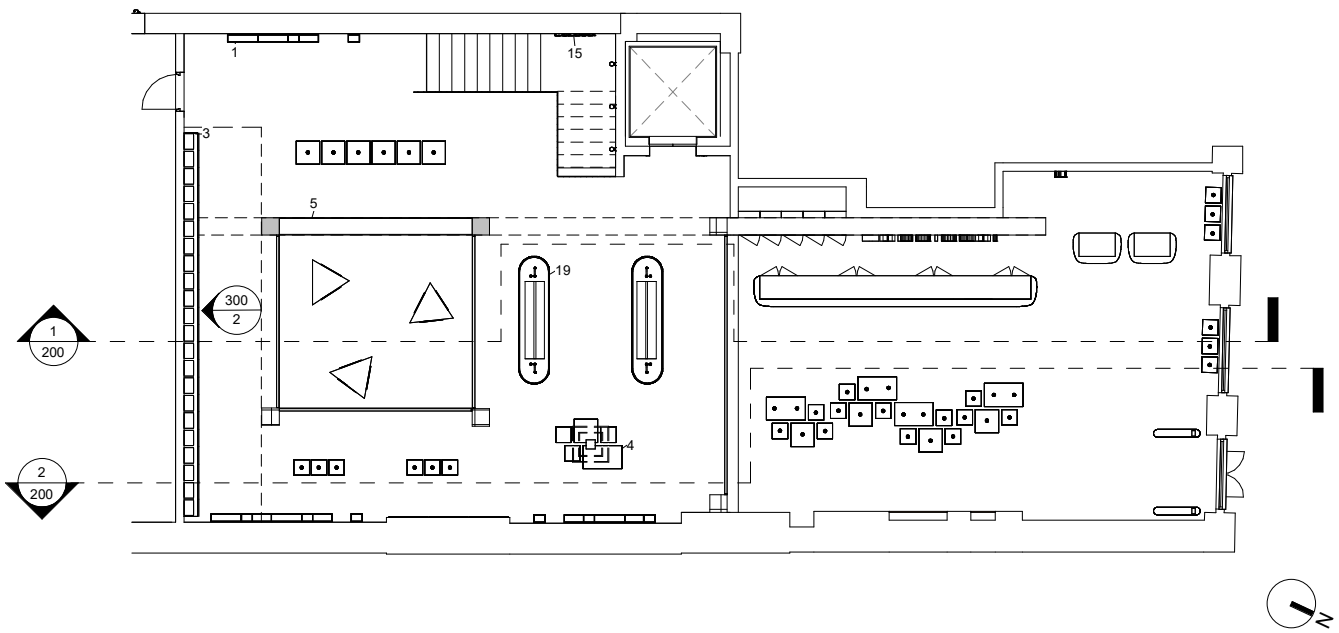
The design requires in-depth research into brand identity in order to effectively translate this into a physical state.

My chosen brand was Typology Paris, a clean hair and beauty brand.

Moreover the store was to be designed for the year 2040, and encouraged generational studies to best appeal to the targeted generation in that year. Additionally, the consideration of change in technology, materials and environment.



1 Ground Floorplan
1 : 125



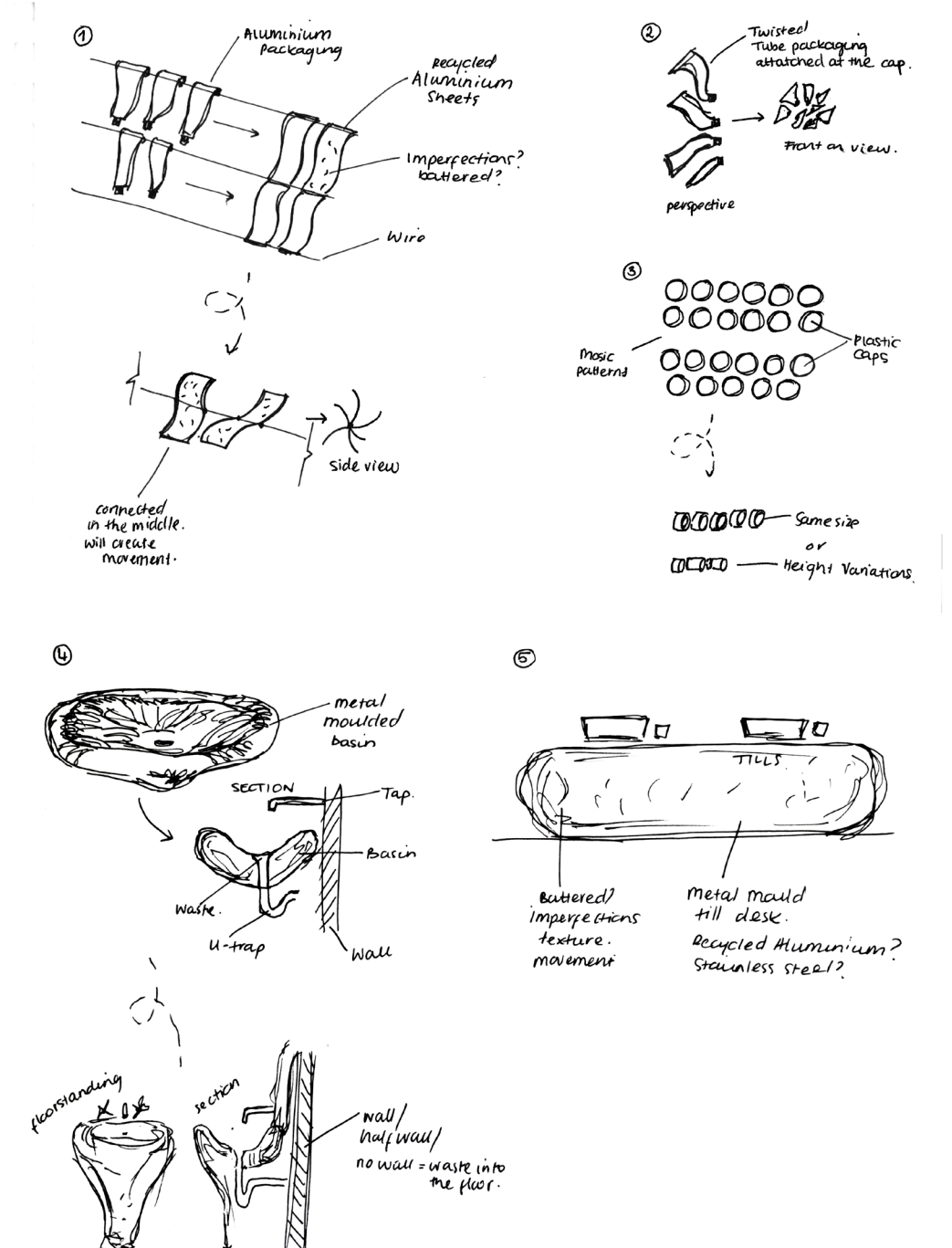
1 Mezzanine Floorplan
1 : 125

CONCEPT

My derived concept was 'Exhibition: Arranging and Refining'. It built on the idea of raw ingredients that are very refined to the essentials and the artistic arrangement of their social media product imagery - the photography takes a completely different approach to most product photography in that they are very well composed and try to make it look like art.

The conceptual approach aimed to bring items into groups and refining to singular products. Especially in the era of online shopping, which is only predicted to develop, brick and mortar will only be used in attracting new clientele and physically exhibiting new products that will then recurringly be delivered to the home.

Typology	Location	Branding
Personalised	Historic	Sculptural
Clean	Character	Textural
Transparent	Juxtaposed	Creative
Respectful	Fashionable	Balance
Natural	Touristic	Minimalistic
Contemporary	Luxurious	Dripping
Sustainable	Exotic	Squeezed
Affordable	Diverse	Detail
Confident	Designer	



THE DESIGN

A big focus of the design was sustainability and intending to reuse, local building waste or excess materials to create finishes, even the brand packaging itself.

Typology heavily focuses on having their packaging reused and intends to only better statistics in the coming years.

I think the typical city building waste such as metals, concrete, pebbles, and construction steel rods are a great fit with the brand materials used for packaging - with that minimalistic industrial approach.

The ground and first floor mezzanine featured retail spaces including an AI sink analysis screens to best pick out a skin care products to target specific problems. Whereas the basement floor features staff rooms and management office, storage, WC's and an experiential 'lab' to showcase the process of making clean products.

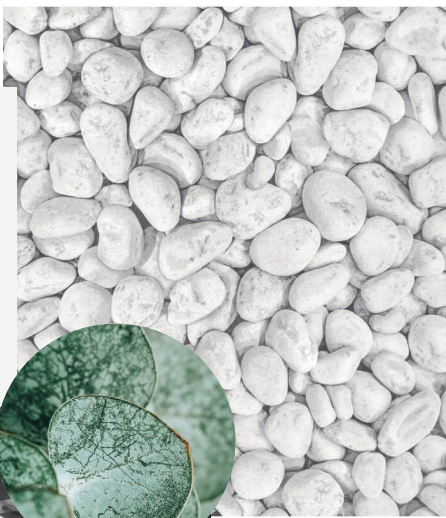
SKILLS

- FUTURE DESIGN
- CONCEPTUAL DESIGN
- REVIT
- ENSCAPE
- LIGHTING PLAN
- COMMERCIAL REGULATIONS

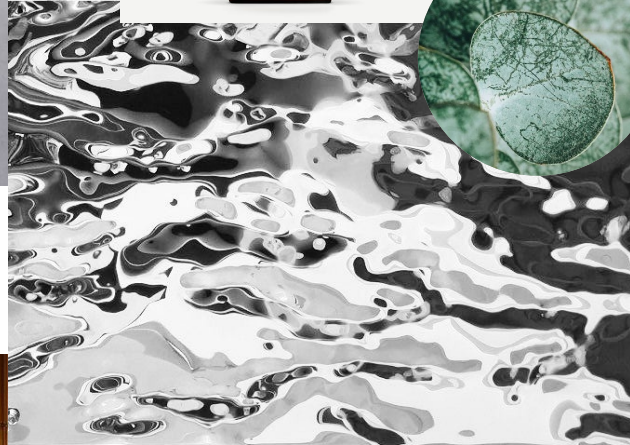
Polished Concrete



Packaging



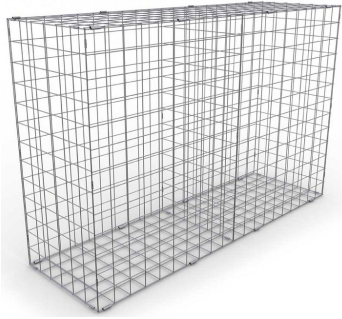
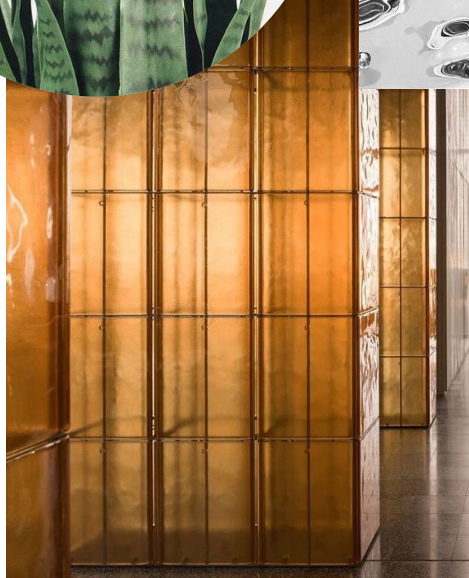
Recycled Pebble Wall



Concrete



Tinted Glass



STAIRCASE DESIGN

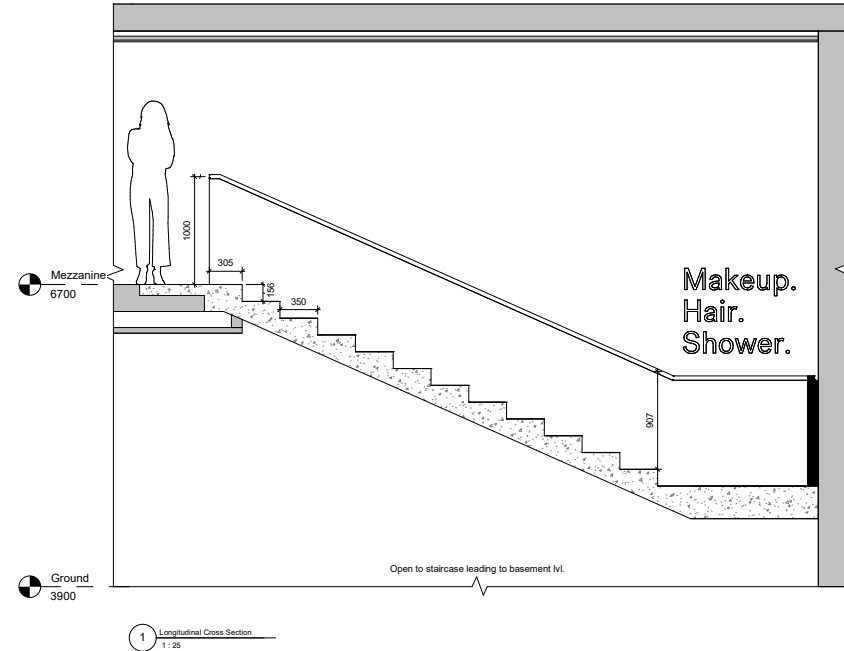
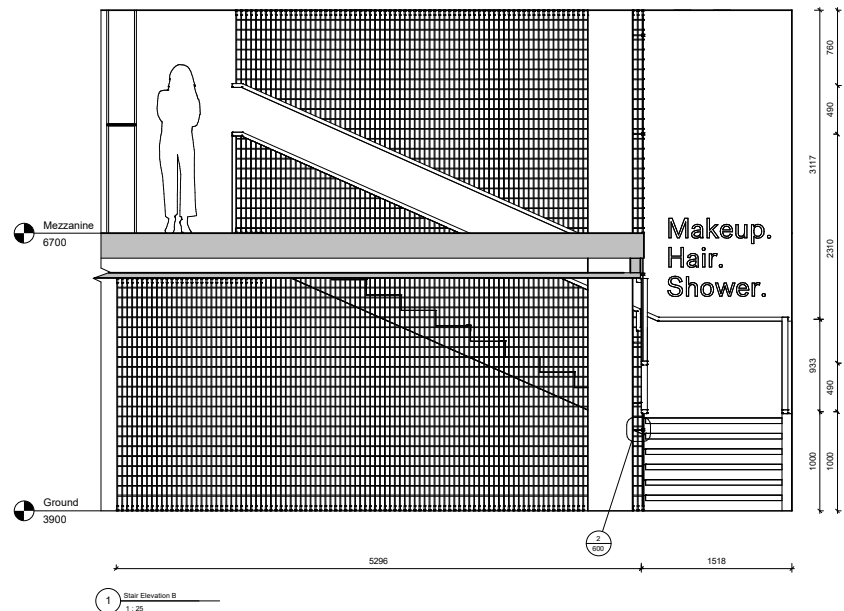
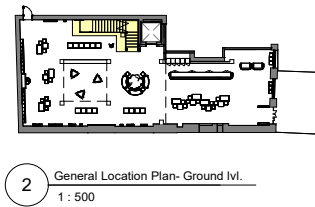
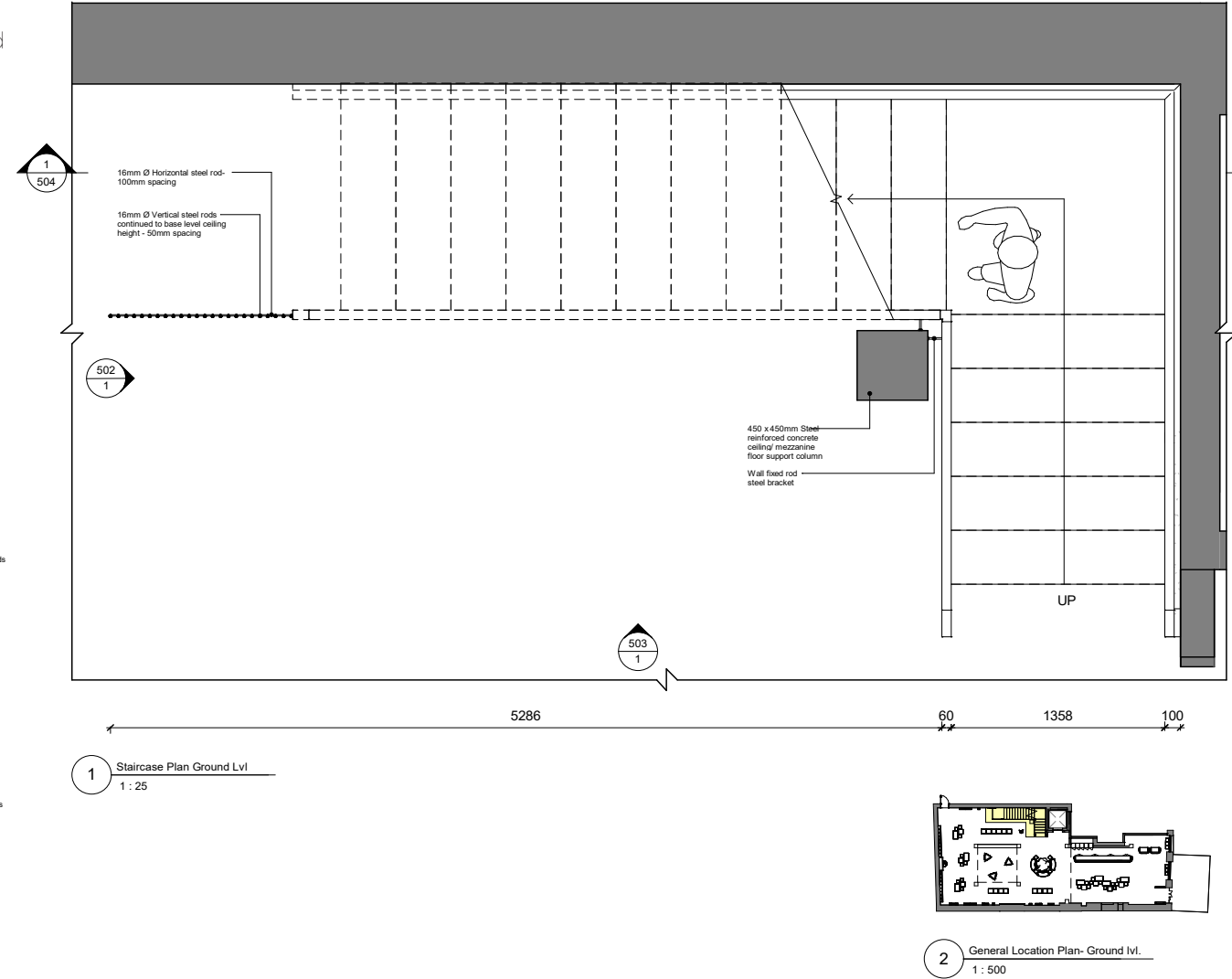
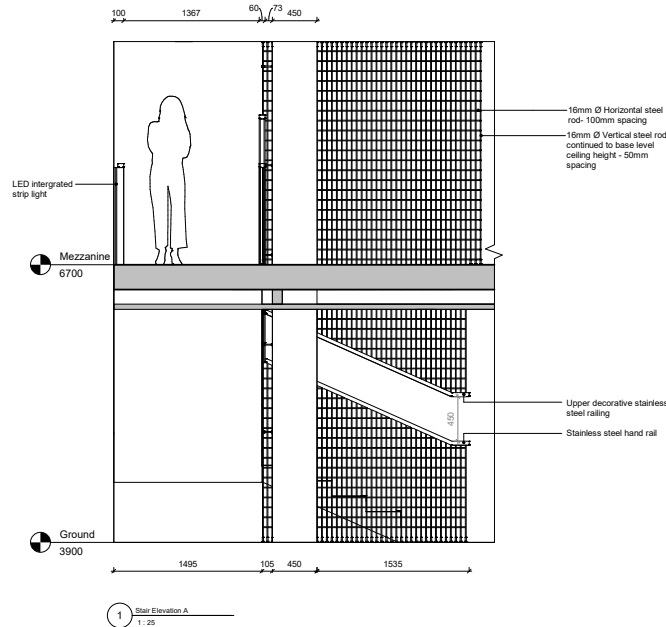
COMMERCIAL REGULATIONS

BRIEF

An expansion of the retail project- this one focused on the regulations and detail in designing a commercial staircase - more specifically Part K.

The project consisted of written reports on regulation and their application to the final design, enlarged plans and elevations, Detailed working drawings, finishes schedule and a technical description.

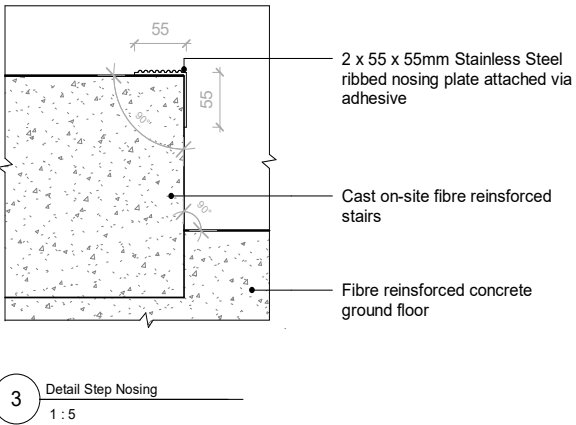
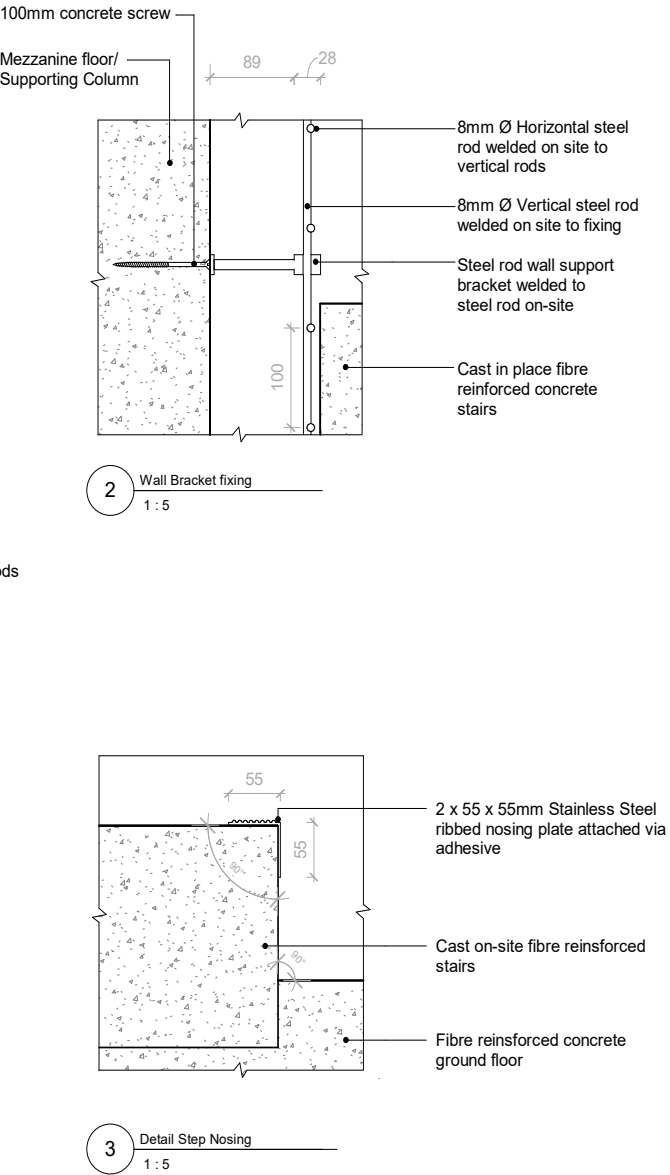
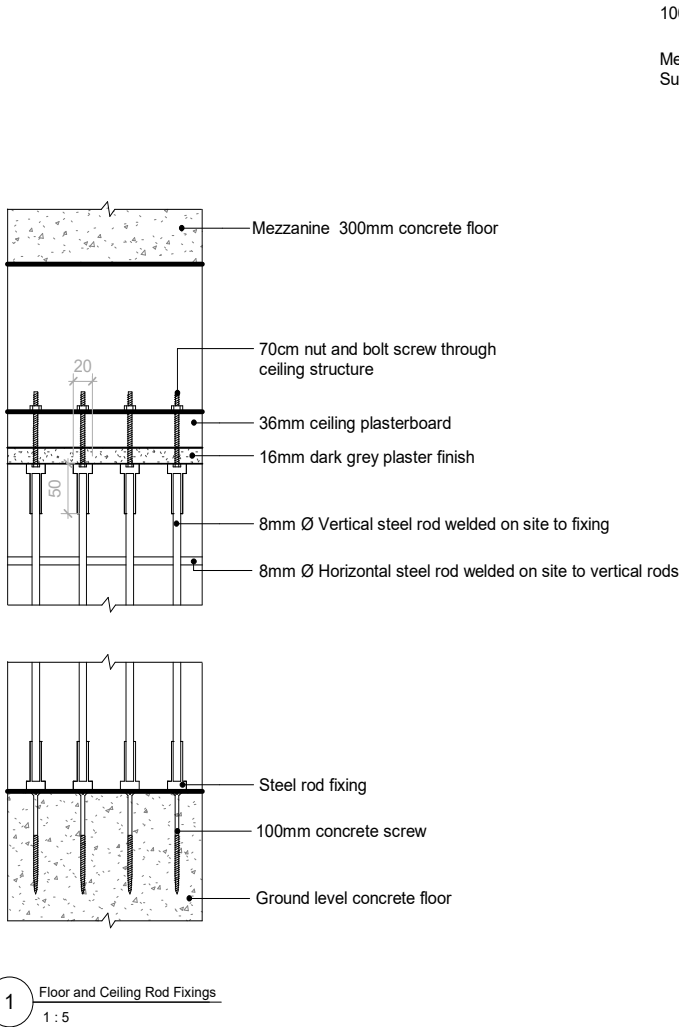
The technical description considers: design and context, materials, ergonomics and sustainability.



THE DESIGN

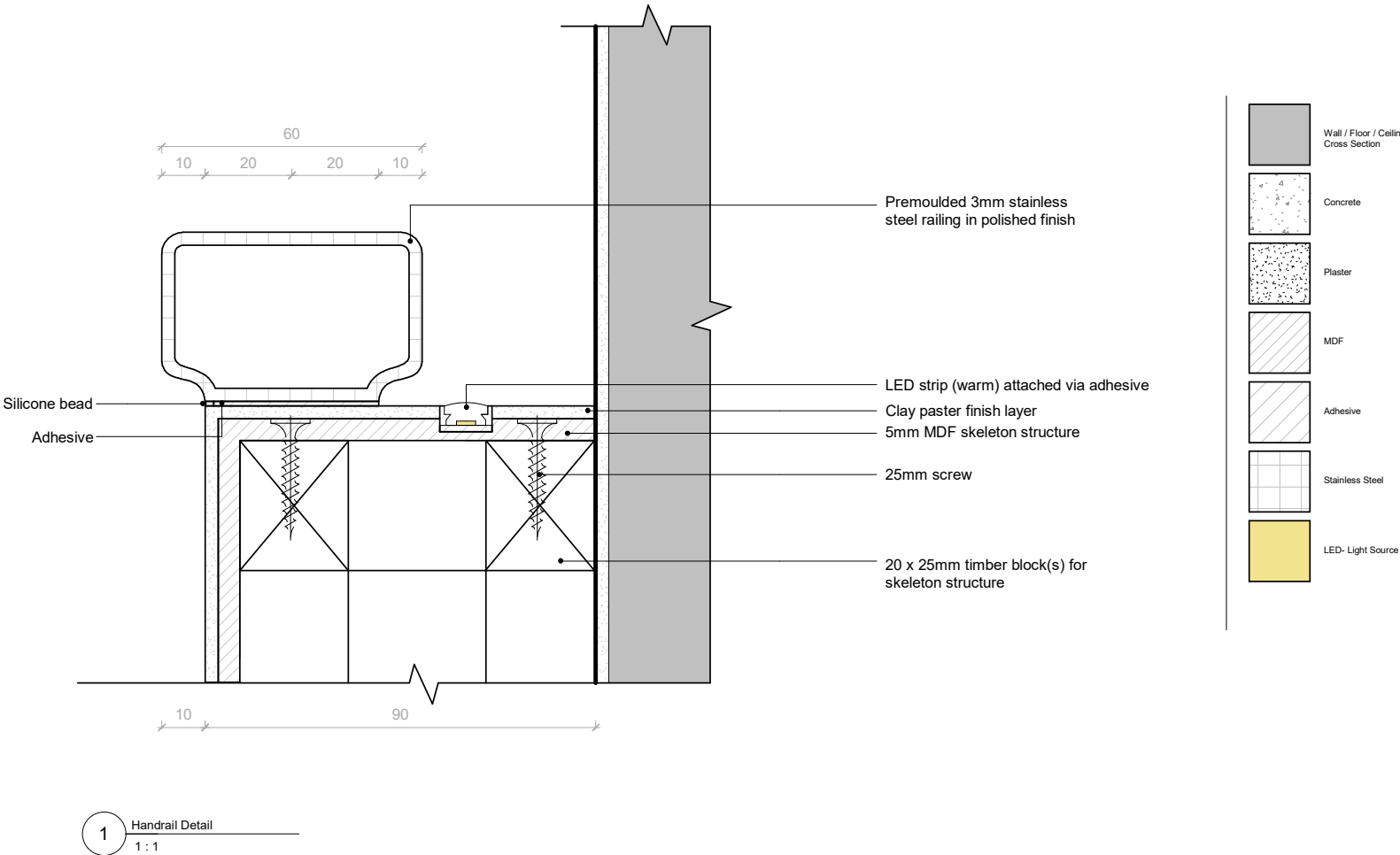
The design itself is quite simple, it was the second time using revit and this time in a detailed approach. The materials continue with using recycled concrete for cast-in-place stairs and steel rods from building sites as well as recycled metals for supportive structures to create a caged industrial railing/balustrade.

The design thought about the technical design of creating this, looking at ways to secure it to the surrounding building and best communicating this design for construction.



SKILLS

BESPOKE DESIGN
DETAILED DRAWING PACKAGE
COMMERCIAL REGULATIONS
SUSTAINABILITY
REVIT
ENSCAPE
PHOTOSHOP
PHYSICAL MODEL MAKING
LIVE PRESENTATION



	Wall / Floor / Ceiling Cross Section
	Concrete
	Plaster
	MDF
	Adhesive
	Stainless Steel
	LED- Light Source

SOCIAL DESIGN

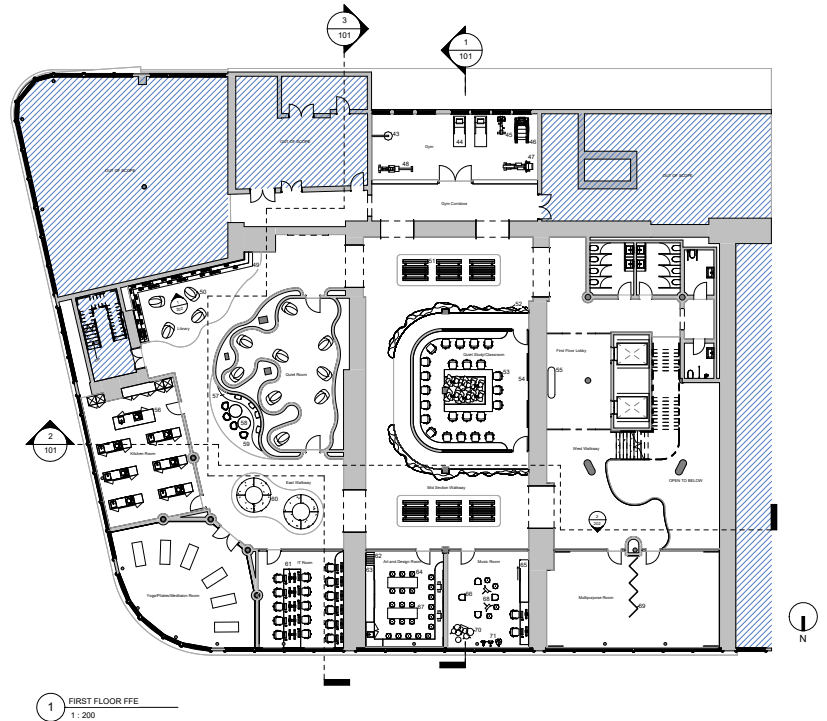
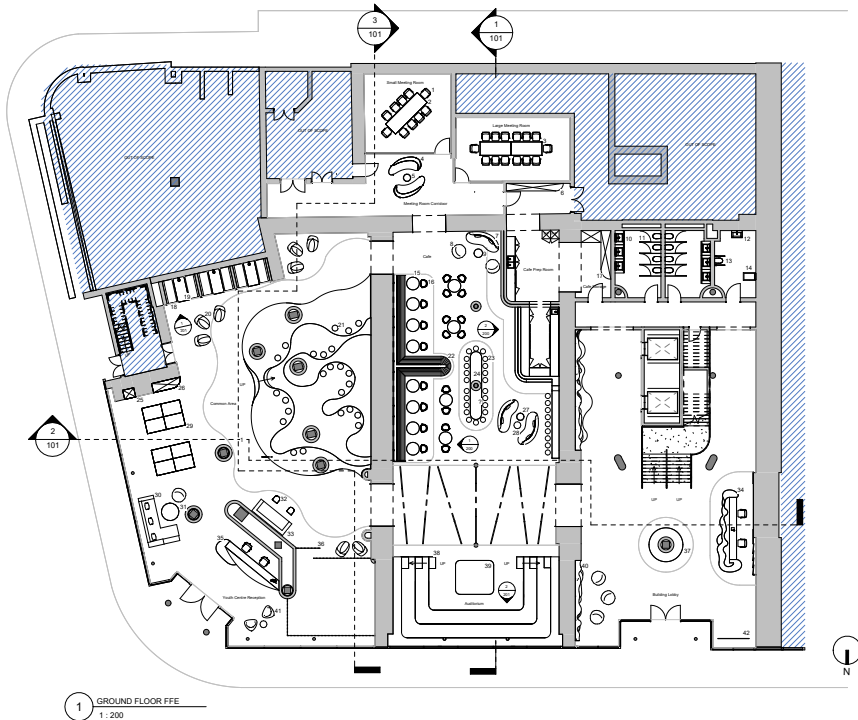
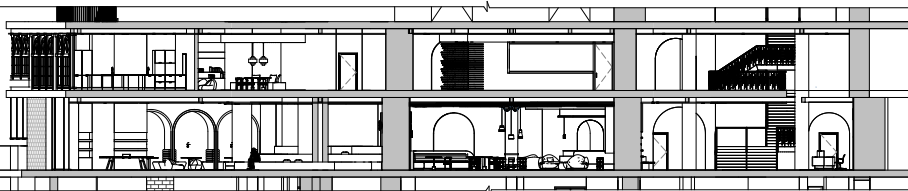
YOUTH CENTRE LAMBETH

BRIEF

This social project gave a lot of freedom with the choice of location, purpose and design. Spanning across two floors of a Grade II Listing, Arding and Hobbs, the intention was to find a social issue we are passionate about and solve it though interior design.

My chosen social issue was youth violence, but overall the lack of safety, opportunity, income deprivation, particularly in the city. The 'contemporary' approach to creating a youth centre intended to open a safe space for youth, to provide educational or skill specific classes, education, activities and overall work on the development of young minds.

The development was intentionally studied in terms of location, and ultimately settled of locating in The Oval, Lambeth, London. For the ultimate compromise between need, opportunity and catchment area.

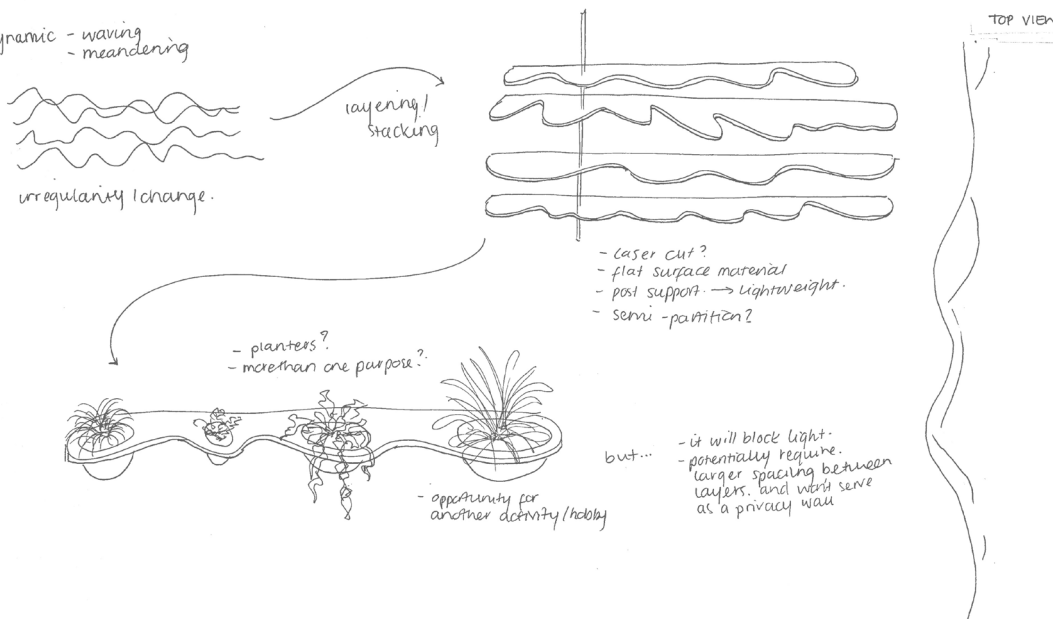
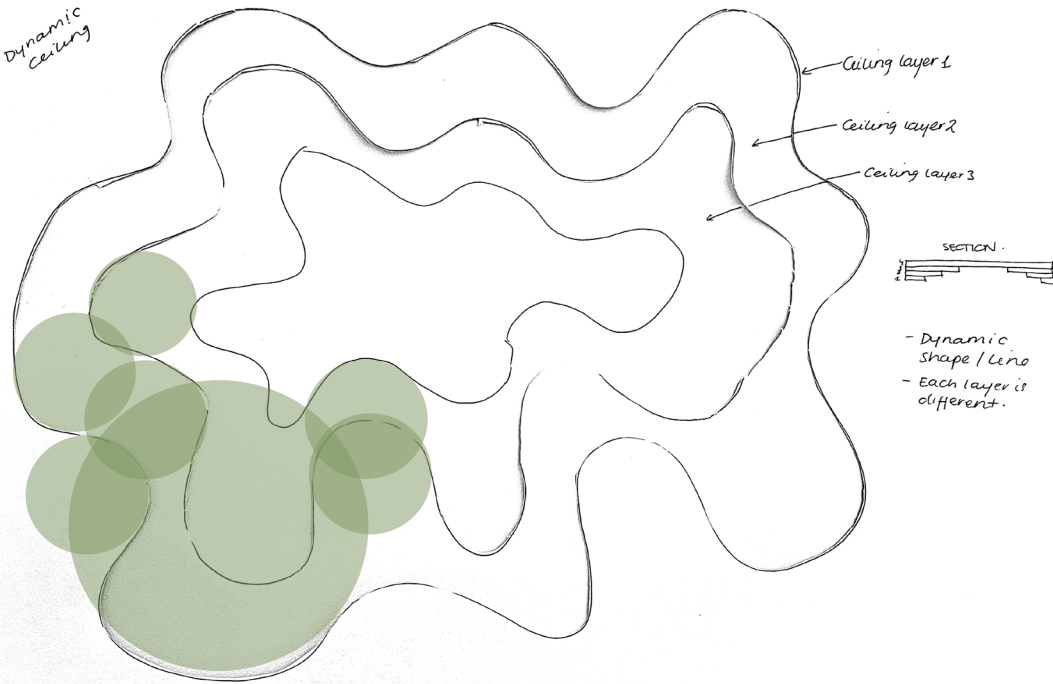
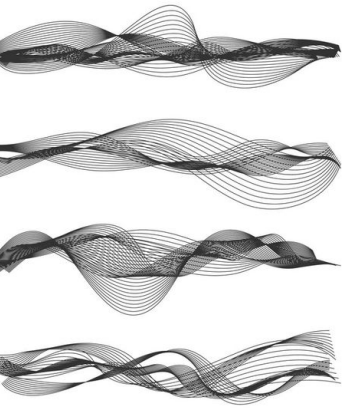


THE CONCEPT

Dynamic Layers

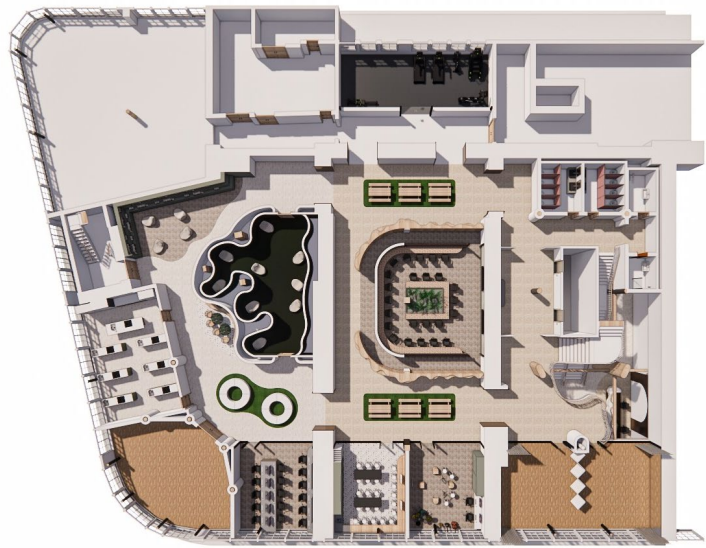
'Dynamic' combines ideas of evolving, learning, and determination that are needed to grow as a person, in relationships and education. The space will feel inclusive and adaptable to new situations. Dynamic associates with smooth transitions and creating a sense of movement through form and texture in the space and planning smooth traffic flow that takes its users on a journey. Through this, the environment will be modular where possible to accommodate for ever-changing needs and encourage movement and participation throughout the different areas of the space.

'Layers' are derived from the many layers needed to develop as a person in the area of life and are reflective of layers that come in nature, which opens the ideas to mincing those layers on textures, colours, and forms to associate outdoor areas in a city building. With layers, I am homing to build upon textures, play with flooring levels, and transitions between materials for design complexity.





**GROUND FLOOR
RENDERED PLAN**



**FIRST FLOOR
RENDERED PLAN**

Zones

Entrance Lounge

- 2 person 24/7 reception
- Waiting space

Common areas

- Socialising- including small sports facilities
- Co-working space
- Quiet spaces
- Cafe space- serving and seating
- Toilets and showers

Activity Zones

- Multipurpose room(s)
- Computer based room
- Music room
- Arts/Crafts/Design based room
- Cooking/Kitchen Room
- Meditaion/Quiet room
- Library space
- Gym
- Meeting Room (s)

THE DESIGN

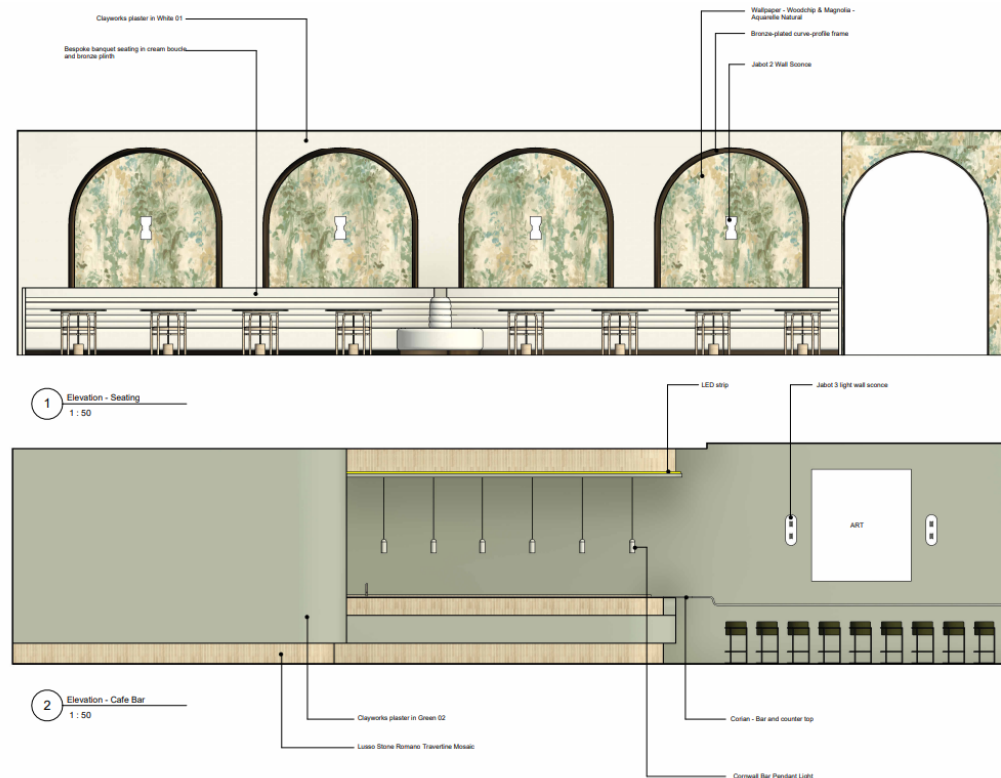
Designing a youth centre focused on creating a familiar yet original space that can be appreciated by both primary and secondary users. The main concept 'dynamic layers' inspired feature elements and structures throughout the space, yet its original inspiration 'a walk in the park' played a heavy role in the overall feeling of the space. This evoked a deign that looks and feels like elements of nature found in London parks, explored and resolved in a conceptual way.

The layout maximises pathways, as you'd see in Hyde park, there are multiple routes crossing each other in different directions. So, this layout provides multiple journeys to take to your final location. With that in mind the space still makes the most of natural light coming in through the front facade. Glazed and creative wall partitions were essential to allow light to filter in. This also serves a purpose to separate yet still provide enough view to invite users into each room or activity.

The design goes quite heavy on neutral woods, with many bespoke items using oak wood veneer. Furthermore, wood imitation tiles, parquet floors, and wood panelled ceilings all combine into an organic feel. The bespoke designs e.g ceiling in the cafe or tiered seating in the common area derive from the layered or tiered dynamic shapes - and shaped differently with each layer

SKILLS

CONCEPTUAL DESIGN
COMMERCIAL DESIGN
REVIT
RENDERING
ENSCAPE
PHOTOSHOP
FF&E
LIGHTING PLANS
SPECIFICATIONS
SCHEDULES
LIVE PRESENTATION





THANK YOU



SARA NYC
KLC SCHOOL OF DESIGN