



SAMANTHA SHERMAN

DIGITAL PORTFOLIO

2025

CONTENTS

Hospitality West Dean Boutique Hotel	3
Residential Camden Town Apartment	9
Retail Eco Eyewear Pop-Up	13

BOUTIQUE HOTEL WEST DEAN ESTATE

This project explores the adaptive reuse of a Grade II listed house on the West Dean Estate within the South Downs National Park,

Refashioned as a boutique hotel, the design takes a surreal approach to the relationship between interior and nature. Elements of nature are brought directly into the house, reimagined in unexpected and functional ways.

Each room interprets this idea through its own botanical narrative, transforming natural references and forms into spaces that feel both grounded and dreamlike.



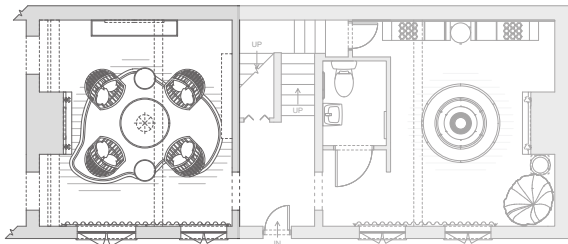
GROUND FLOOR

LIVING ROOM

This living room is inspired by the atmosphere of rainfall. Suspended umbrellas diffuse light and create depth, while reflective materials and soft, curved forms evoke the movement of water. A muted palette reinforces a calm, contemplative tone, creative a tactile connection to rain within an interior space.



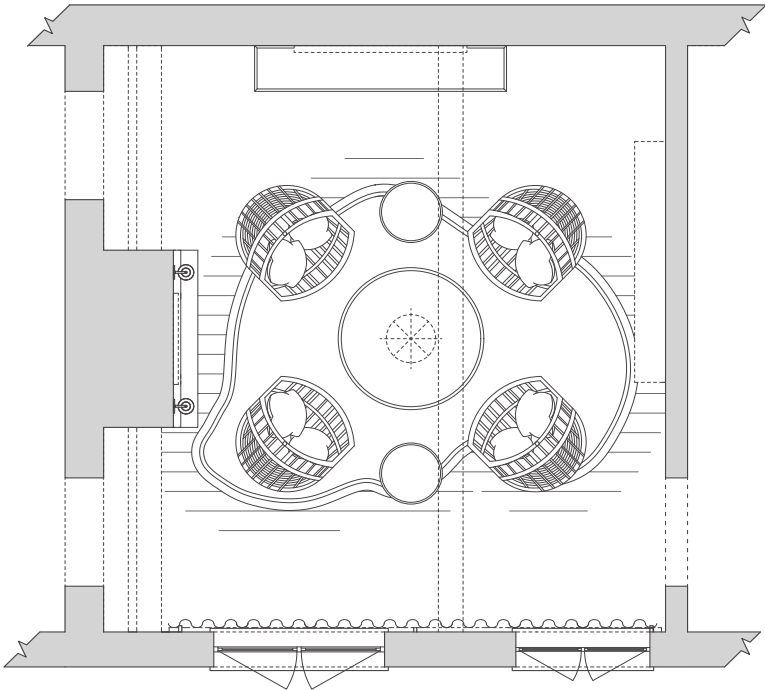
Render created in SketchUp/Enscape



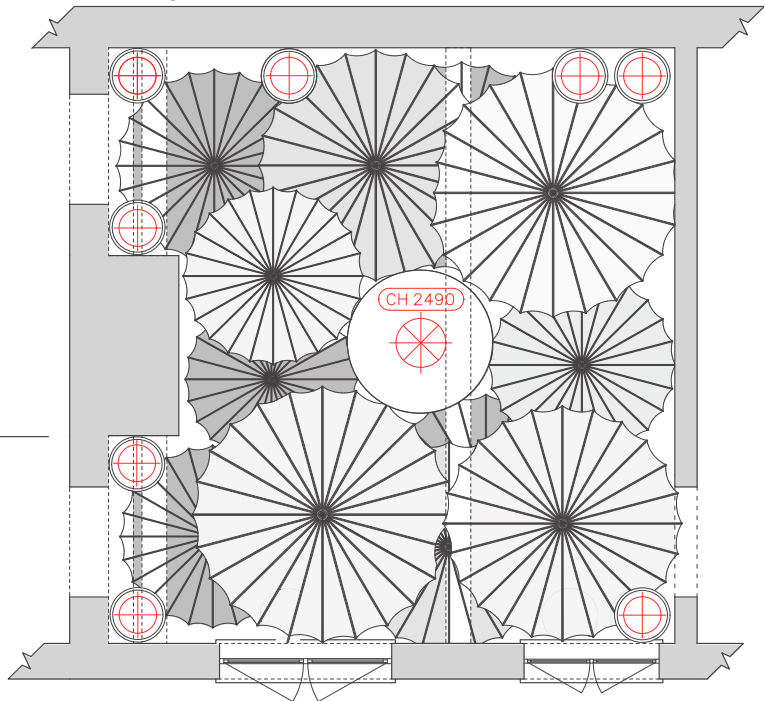
Ground floor general arrangement created in AutoCAD

LIGHTING LEGEND

- LED LIGHT PANNELLING
- FEATURE PENDANT LIGHT
- RAINDROP PENDANT LIGHTS
- CEILING HEIGHT FROM FFL



General arrangement created in AutoCAD



Reflected ceiling plan created in AutoCAD

GROUND FLOOR

LIBRARY

This library, inspired by the forest understory, offers a calm and inviting environment for reading, morning coffee, and quiet pause. Soft lighting, warm materials, and sculpted forms create an immersive atmosphere that allows guests to connect with the surrounding landscape of the West Dean Estate.

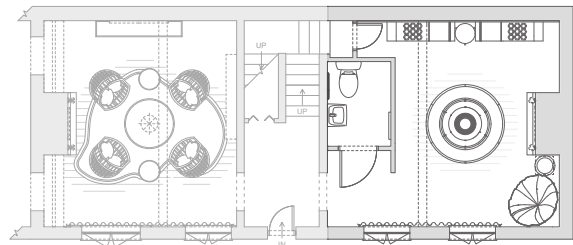
The fabric canopy suspended from the ceiling diffuses light across the room in a way that echoes sunlight filtering through treetops.

A central planting feature is surrounded by concentric acrylic cylinders, creating a focal point in the space. Circular seating wraps around the structure like a bench beneath a tree.

Tree-branch-inspired wooden shelving units grows up from the ground.



Render created in SketchUp/Enscape, edited with Google Gemini



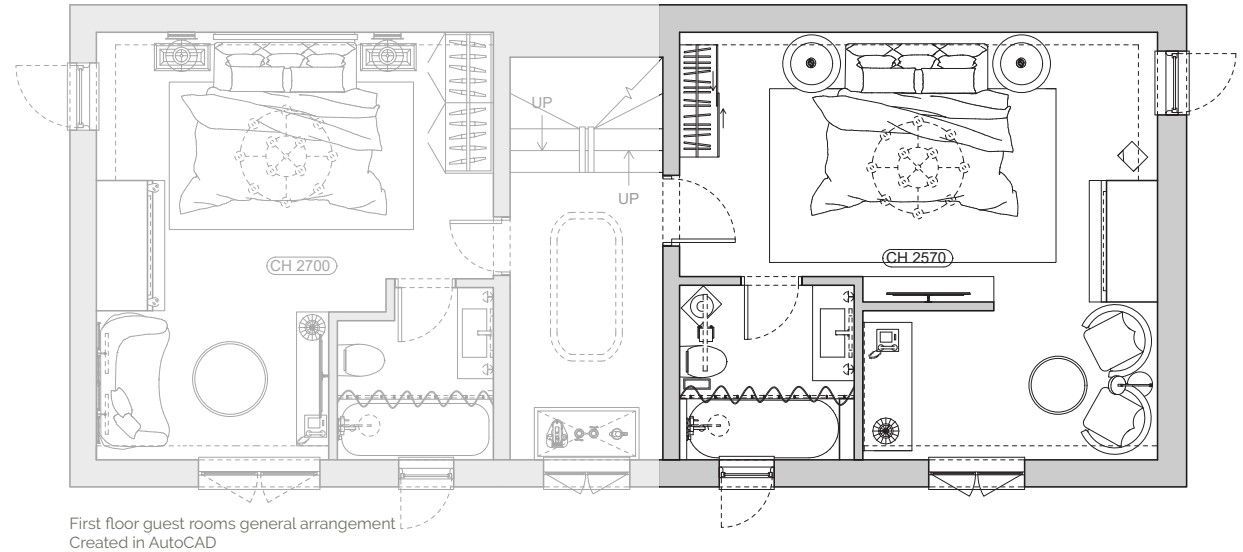
Ground floor general arrangement created in AutoCAD



GUEST BEDROOMS

ROSE BEDROOM

The guest rooms take inspiration from the flowers of West Dean Estate's Sunken Garden. Each room interprets a specific flower through materials, forms, and colours, creating immersive and distinctive spaces rooted in the natural world.



Inverted floral pendants as bedside lamps, reinforcing the rose-inspired theme through light and form

Brass garden gate repurposed as a headboard connects the room to the estate's rich garden history

Ceiling roses cast in tinted glass, reimagined as bespoke bedside tables



Render created in SketchUp/Enscape

The Rose bedroom translates the character of the flower through colour, form, and material, each chosen to evoke the calm, sunlit atmosphere of a rose garden.



GUEST ROOMS

HELLEBORE ROOM & SCILLA ROOM

Hellebore Room

This bedroom draws from the hellebore flower's multicoloured petals: a blend of deep burgundy and soft white. Materials layer these hues through rich textiles and patterned fabrics, while touches of warm brass introduce a refined glow. The result is an atmosphere that celebrates the hellebore's bold yet delicate character.



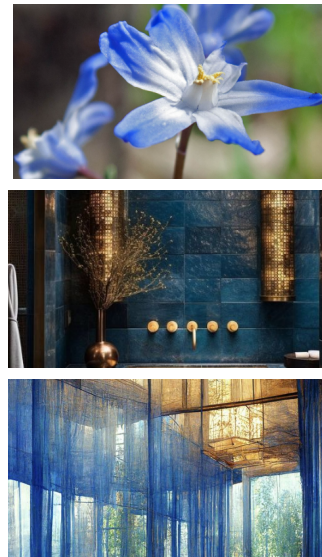
Mood board



Material board
Created with Mattoboard & Photoshop

Scilla Room

The Scilla bedroom reflects the flower's transition from white to vibrant blue, interpreted as the effect of sunlight illuminating a blue surface. Cool blues are layered with warm gold and amber accents to capture this interaction of light and colour, creating a calming atmosphere with subtle luminosity.



Mood board



Material board
Created with Mattoboard & Photoshop

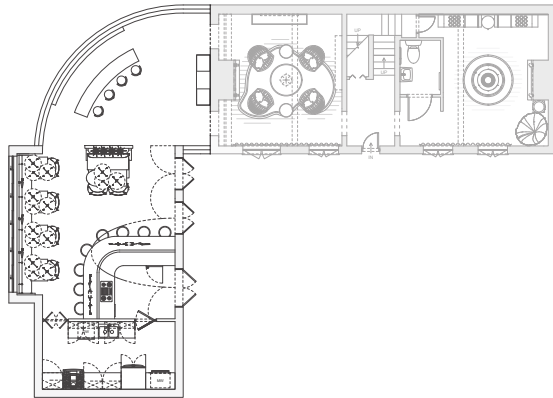
EXTENSION

BAR, DINING & KITCHEN

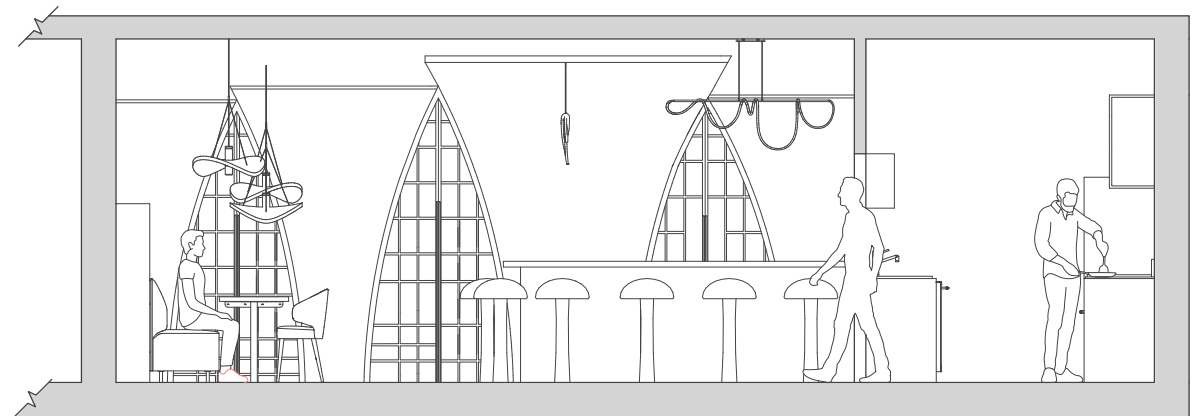
The new extension invites guests into a world that plays with scale and shadow, transforming the familiar into something enchanted. It curves around the side of the house to create a transition from the existing structure into the *wild garden*, a 20-seat restaurant. Guests first pass through a bar space that bridges the domestic character of the house with the more abstract, immersive atmosphere of the extension. A chef's counter offers an intimate dining experience, while a discreet back kitchen connects to both the counter and the main restaurant.



Render created in SketchUp/Enscape



Ground floor and extension general arrangement created in AutoCAD



Restaurant section created in AutoCAD

RESIDENTIAL APARTMENT CAMDEN GOODS YARD

This new-build apartment in Camden was designed for George and Will, who wanted a home that would support working from home, entertaining friends, and relaxing at the end of the day. The brief called for a comfortable layout with one main bedroom, space for guests to stay over, and a dedicated area for remote work.

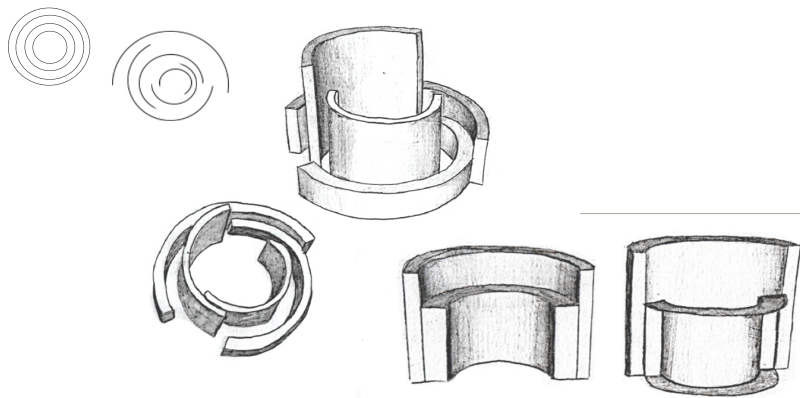


DESIGN DEVELOPMENT

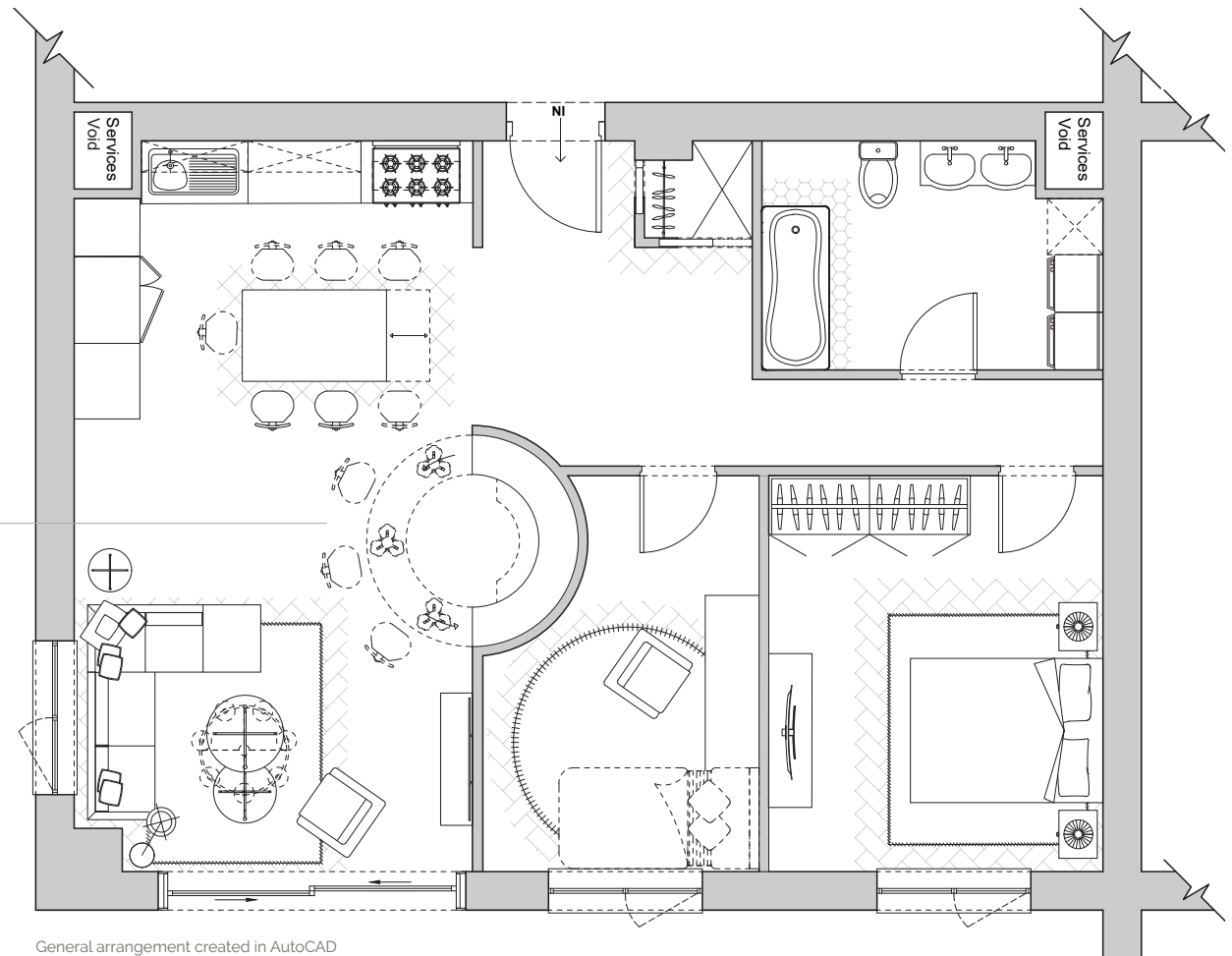
The guiding concept for this space was *preservation*, an act of storytelling that captures the essence of personal narratives. Rooted in the clients' strong connection to the past, the design becomes a

sanctuary of nostalgia, drawing inspiration from film negatives. Throughout the interior, the functional and aesthetic language of preservation is expressed in subtle yet tangible ways. Amber hues,

translucent surfaces, and perforated textures echo the physical qualities of film, allowing light to filter through the apartment in a way that feels quietly nostalgic.



Concentric geometry expresses preservation through containment: smaller layers secured within larger ones. This principle informed the pivoting bar, a functional element concealed within the wall that rotates outward only when needed,



General arrangement created in AutoCAD

DESIGN RESOLUTION

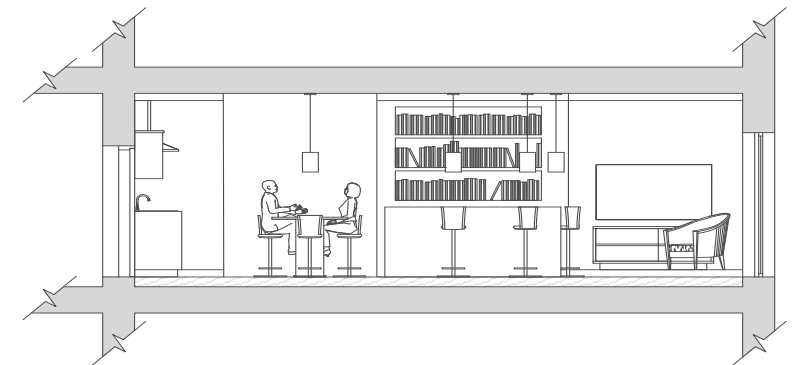
LIVING ROOM



FF&E scheme created in Photoshop and InDesign

The living room design interprets the concept of *preservation* through a palette of sepia tones and green accents that create contrast and balance. Brass detailing and glass-top tables add definition and reflectivity, while oak flooring provides a natural base. The result is a cohesive, contemporary space that is both refined and approachable.

Colour Scheme



Living room east wall section created in AutoCAD

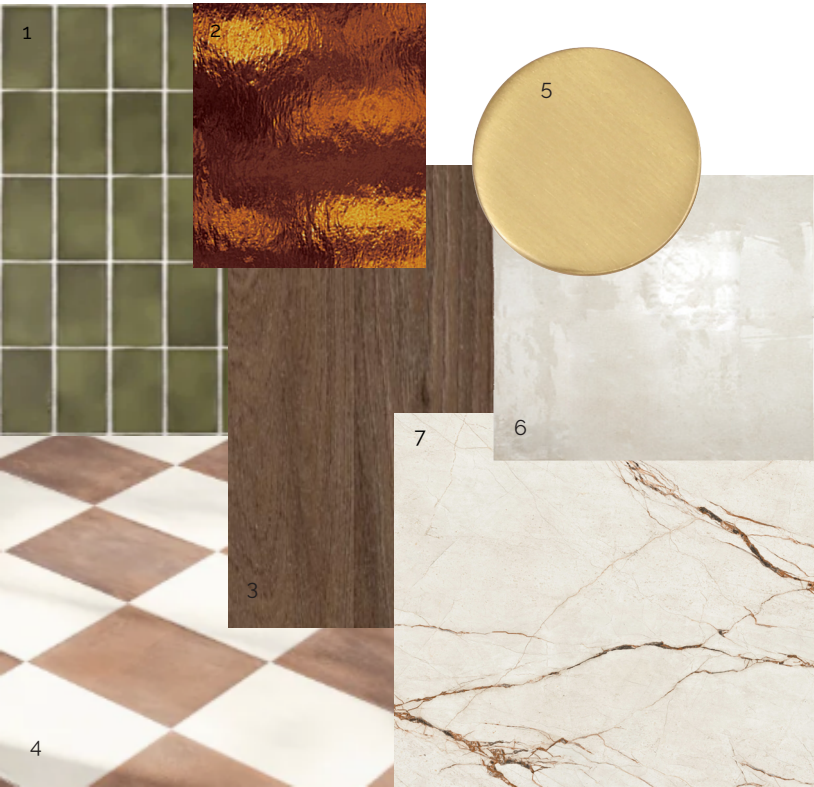
DESIGN RESOLUTION

KITCHEN

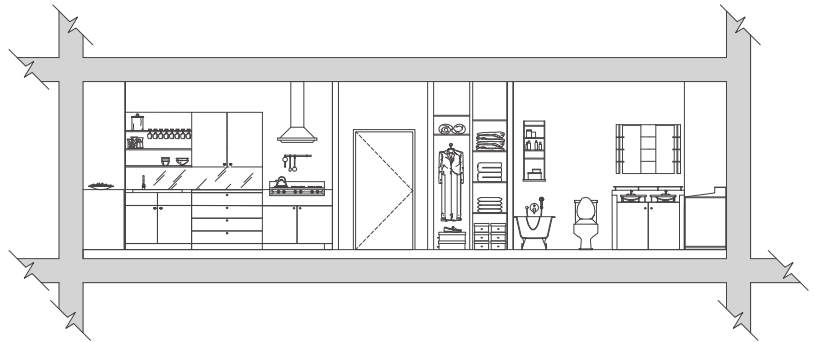


Render created in Photoshop

Material Board



1. Ceramic tile splashback; 2. Amber glassware; 3. Walnut cabinetry; 4. Porcelain tile flooring; 5. Brass hardware; 6. Ceramic appliances; 7. Calacatta marble worktops



North wall section created in AutoCAD

POP-UP STORE ECO EYEWEAR

This project centred on the design of a dynamic and engaging pop-up shop for Eco, the world's first sustainable eyewear brand, located within Westfield White City. The brief called for a space

that would go beyond retail, serving as a brand activation that immerses visitors into Eco's ethos of sustainability and innovation. The challenge was to balance visual impact with environmental integrity,

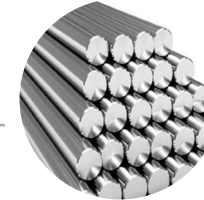
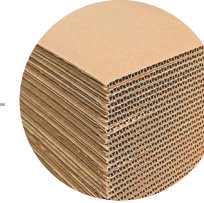
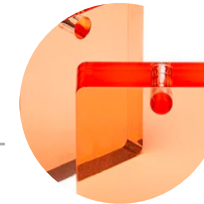
using form, texture, and spatial rhythm to communicate Eco's values. The final concept aimed to showcase a curated selection of eyewear within a space that told a story.



DESIGN RESOLUTION



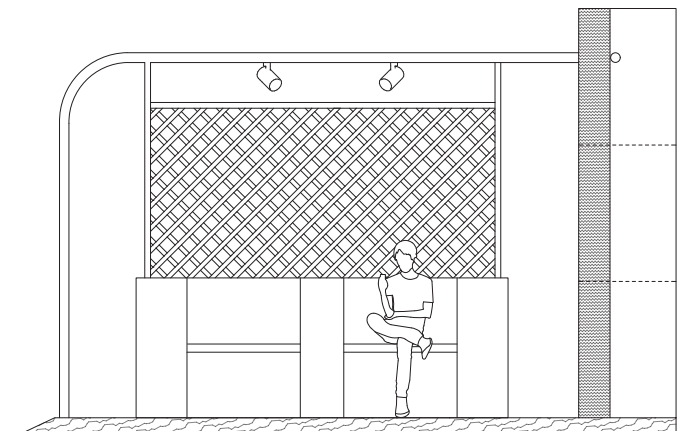
Render created in SketchUp/Enscape



The use of sustainable materials, including rPET plastic, recycled timber, cardboard, and recycled aluminium, ensured the pop-up remained lightweight, modular, and environmentally responsible. The design allowed for easy assembly and disassembly, while also ensuring that materials could be reused or repurposed beyond the lifespan of the installation.

The concept of *revival* was chosen to reflect Eco's commitment to breathing new life into the planet through their sustainable practices. It embodies the idea of restoring our environment, aligning with Eco's mission to not only create stylish, eco-conscious eyewear, but also to contribute to the healing of our planet.

Revival is reflected in the weaving of new and repurposed materials, celebrating the beauty that can emerge from repair. Architectural elements were kept minimal and clean to allow the eyewear and vibrant brand colour to stand out.



Left wall section created in AutoCAD

BESPOKE JOINERY



Desk renders created in SketchUp/Enscape



The idea of visible mending was chosen to represent the concept of revival in the Eco pop-up—repairing and improving rather than replacing. Cardboard and recycled plastic were chosen as the primary materials for the retail counter, expressing a meeting of the organic and the manufactured.

The junctions between the two materials are intentionally exposed, highlighting the points of connection instead of concealing them. As a result, the counter reveals the often overlooked relationship between natural resources and the products derived from them.

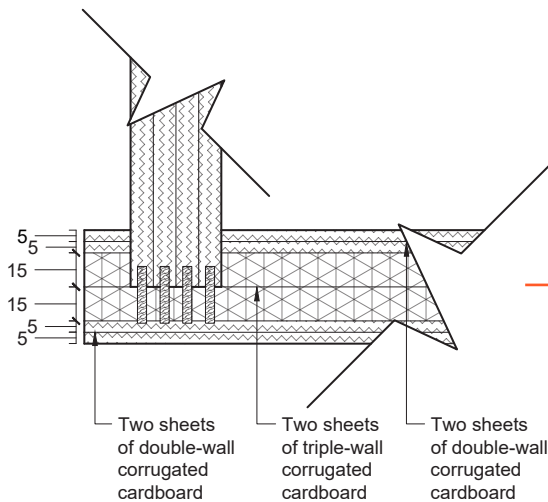
The counter is design to be completely disassemblable for easy transport and reuse. It uses a slot construction system where vertical and horizontal cardboard panels interlock, simultaneously providing and relying on one another for structure. Shelves are integrated into the structure

by resting atop cut ledges in the cardboard, allowing them to slide in seamlessly without additional fasteners. Wooden dowels add extra stability, while the plastic desktop functions as a structural tray, securing the top edges of the cardboard for enhanced durability.

BESPOKE JOINERY

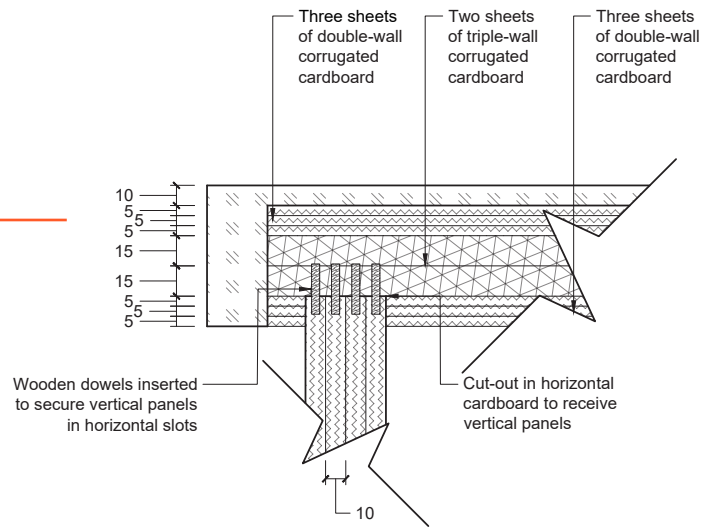


Desk render created using SketchUp/Enscape

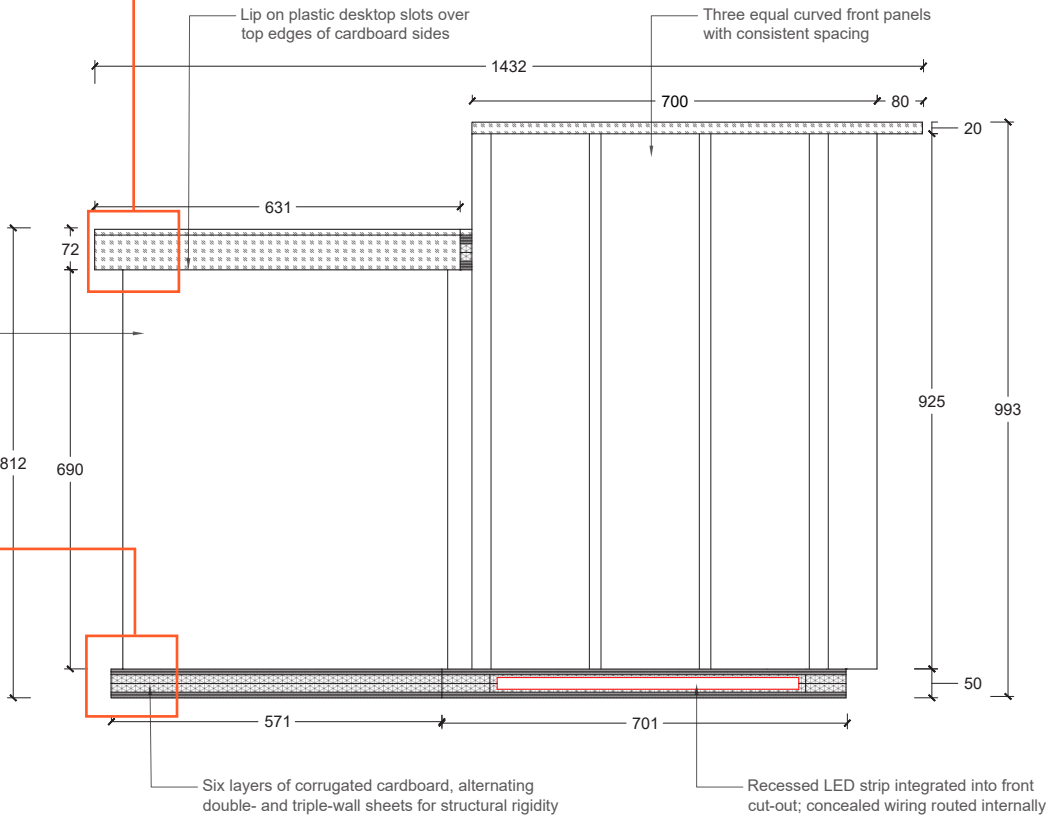


Technical drawings created in AutoCAD

- Recycled plastic
- Double-wall corrugated cardboard
- Triple-wall corrugated cardboard



Front plane finished with continuous cardboard sheet



SAMANTHA SHERMAN

Email | sam.shermang8@gmail.com

Phone | +447769 004207