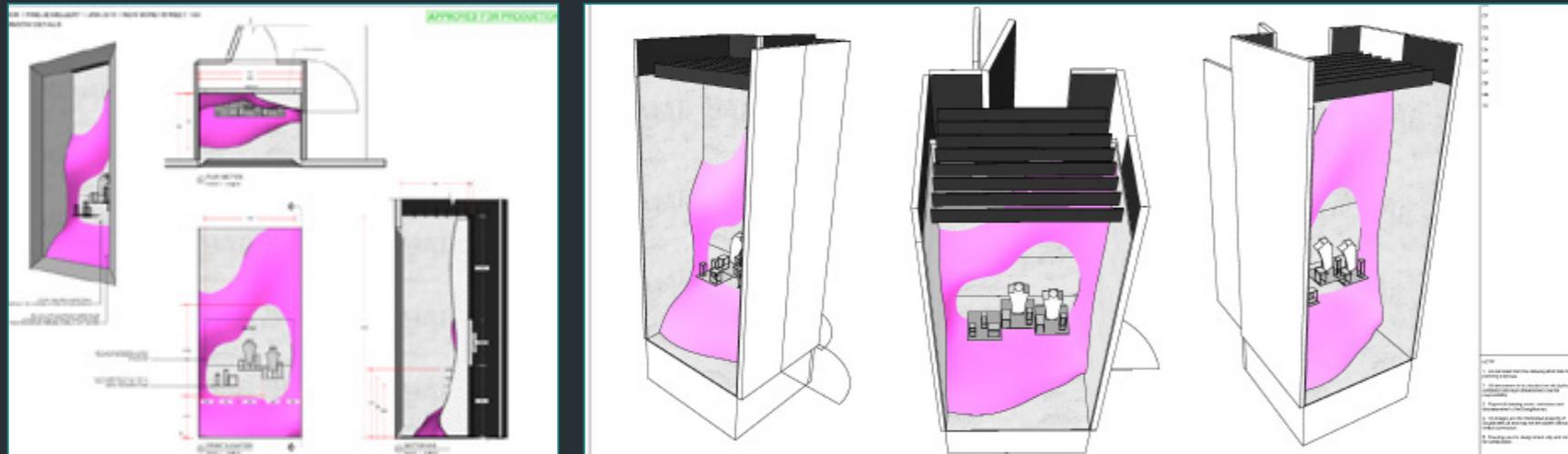
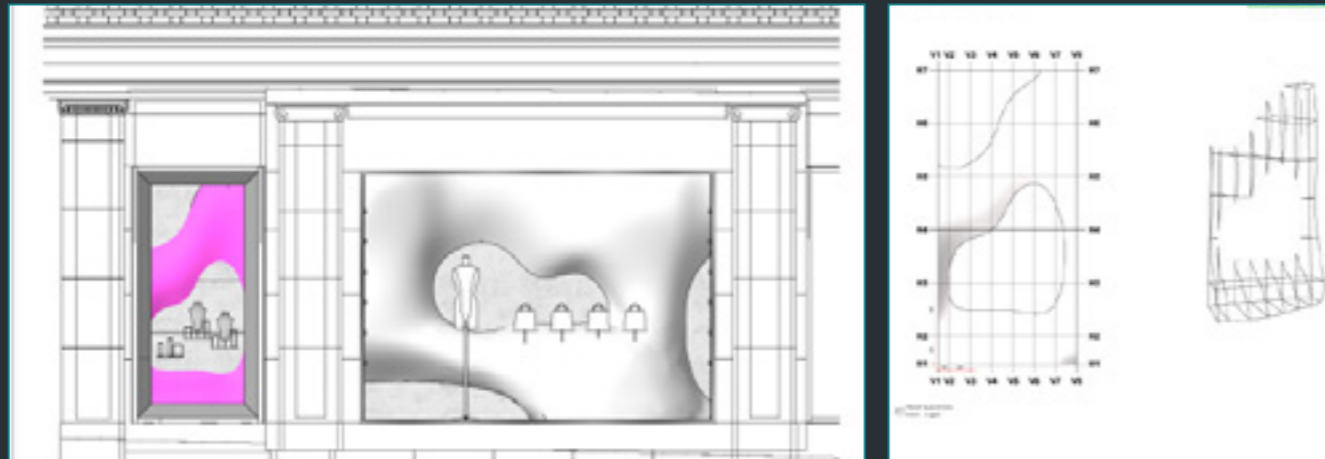


# DIOR - VISUAL MERCHANDISING

2018

Working with design agency Sculptivate I re-sculpted 3d models from provided initial design models from Dior creative team in Paris. Issuing them WIP visuals and elevations they sketched the changes they wanted made and I updated accordingly. Due to the multi-layered team structure there were many iterations back and forth but eventually found the forms. The designs were implemented at all flagship stores in London (Harrods, New Bond Street, Selfridges, Sloane Street) and stayed in for a record 3 months period due to their popularity.

I constructed frameworks using Rhino 3d and exported vectors for CNC cutting, using Sketchup (Sculptivate's native design package) to produce the detail drawing packs, in order to aid the construction team to make their own construction drawings.

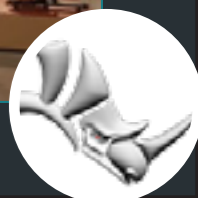
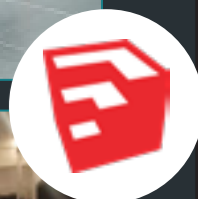
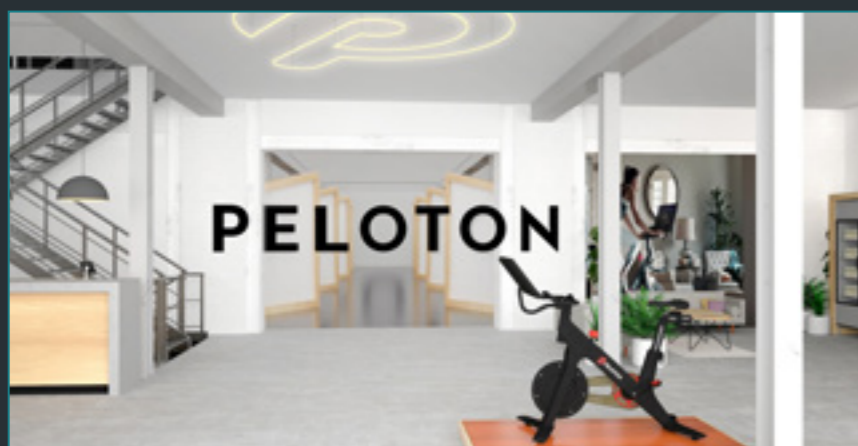
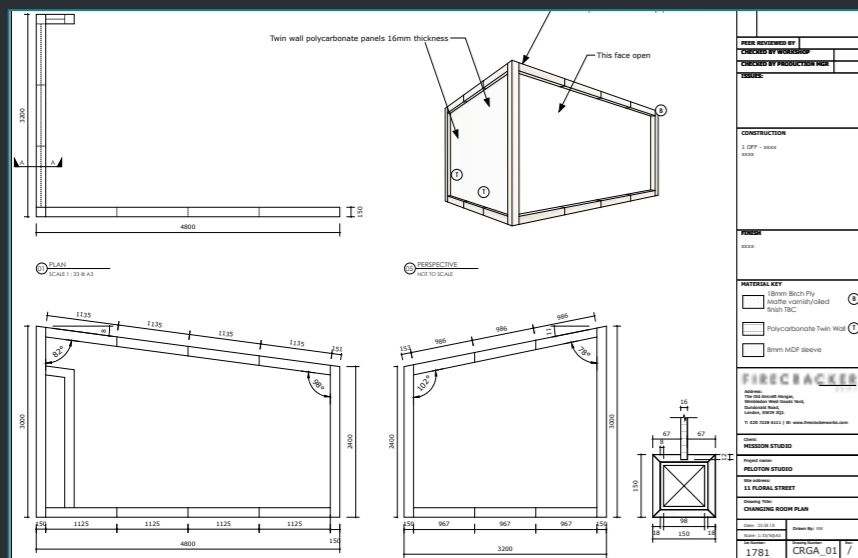
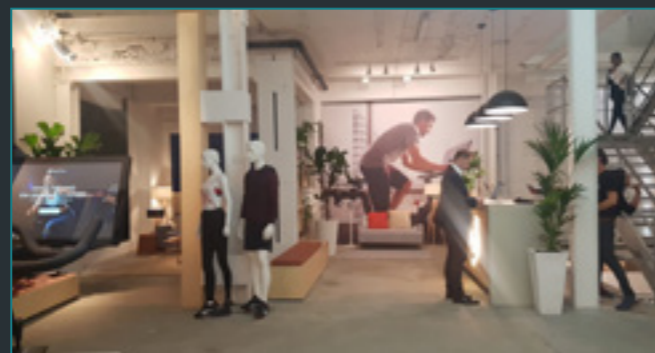


# PELOTON - FLAGSHIP STORE DESIGN, DEVELOP, DETAIL

2018

Working as a senior designer within the team at Firecracker Works and in close conjunction with the creative director and production team, I created an anamorphic projection of the brand logo to stretch back across a series of vitrines with made up the demo display areas for an emerging exercise bike brand aimed at high earning city workers.

The technical delivery of the stretched logo was mocked up using rhino and cinema4d, with test pieces being cnc cut and set up in the workshop to ensure the effect worked. It was the first time anyone had tried to do such an effect so there was the usual tweaking

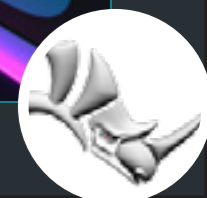
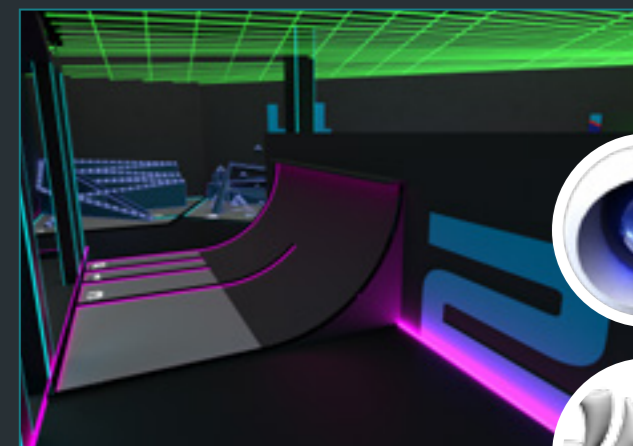
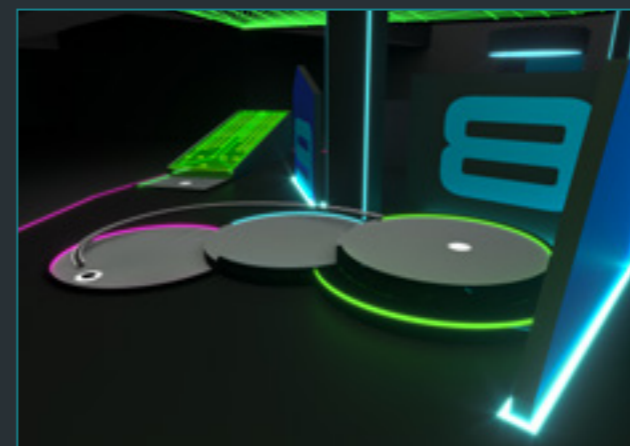
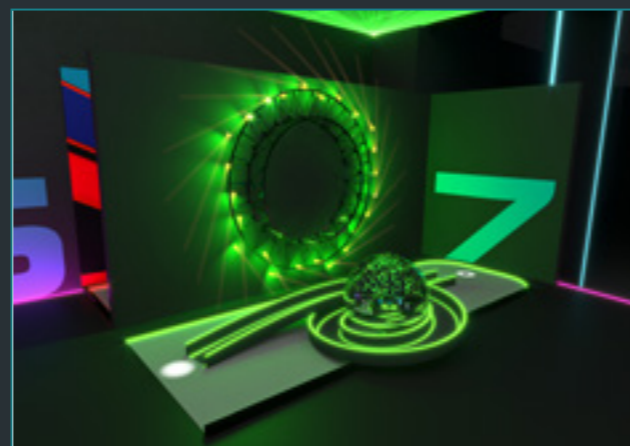
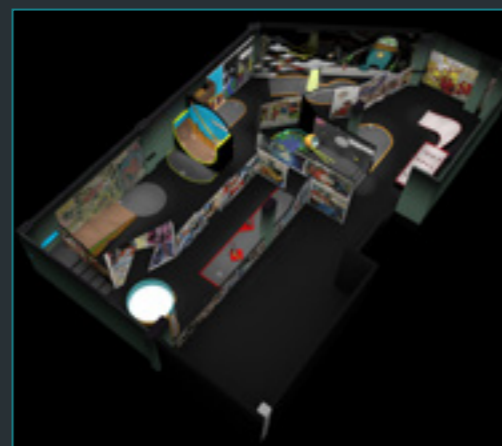
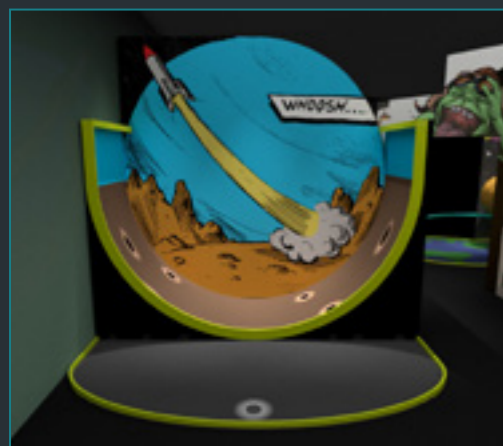
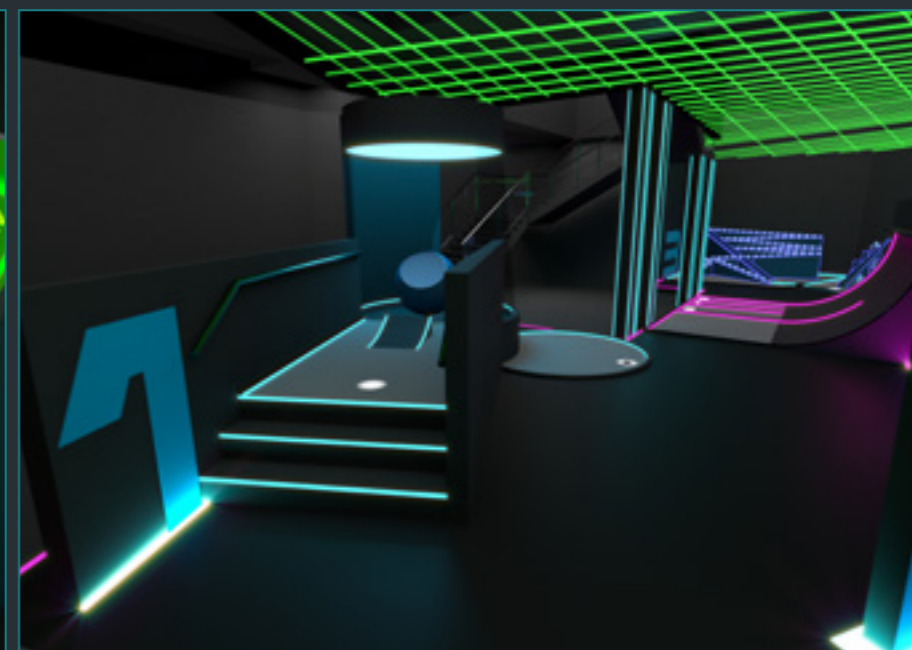
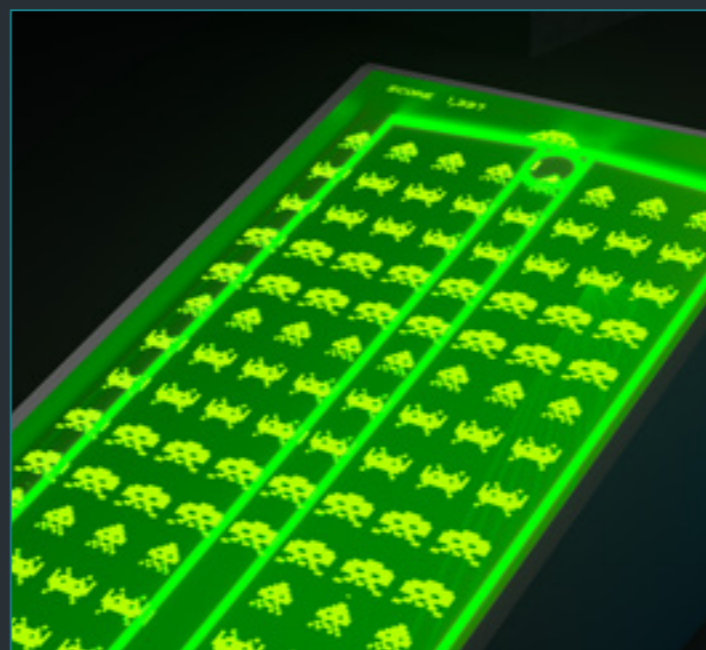


# MR MULLIGANS - 3x9 HOLE CRAZY GOLF COURSE, BOURNMOUTH

2018

Working alongside the creative director and lead designer at Paragon Creative; we developed a concept based on 1950's sci-fi... designing, visualising and delivering working drawings was the role I played in the team.

Feedback on gameplay and theming has been very good upon installation; we developed the mechanics of the holes through prototyping as was a new venture for us all.



# CALVADOS VISITOR EXPERIENCE BRANDING/EXHIBITION CONCEPT DEV, DESIGN & DETAIL

2016-2017

This project saw me as lead designer and project manager; collaborating along side Sarner International and working with my team at Cod Steaks.

The project came to me with an outline detail design pack; much of which was a series of scenic flats and easy to construct elements. With this in mind I streamlined the straight forward elements directly into production, closely guiding our production team with references, specifications and the all important quick sign off on crucial timed elements.

The images shown only represent a tiny aspect of the total project, coming in at just over £600k. They show work in progress shots and an early concept visual for client sign off. This focal point I developed off the cuff, while on a site visit. The sculpture originally designed came in way over budget and did not meet a deliverable time constraint. I saw a pile of barrel staves and at once was inspired; (classically) conveying my idea on the back of a napkin to the creative director of sarner. Using Rhino3D modelling software I mocked up an arrangement of the staves and the piece began it's process.

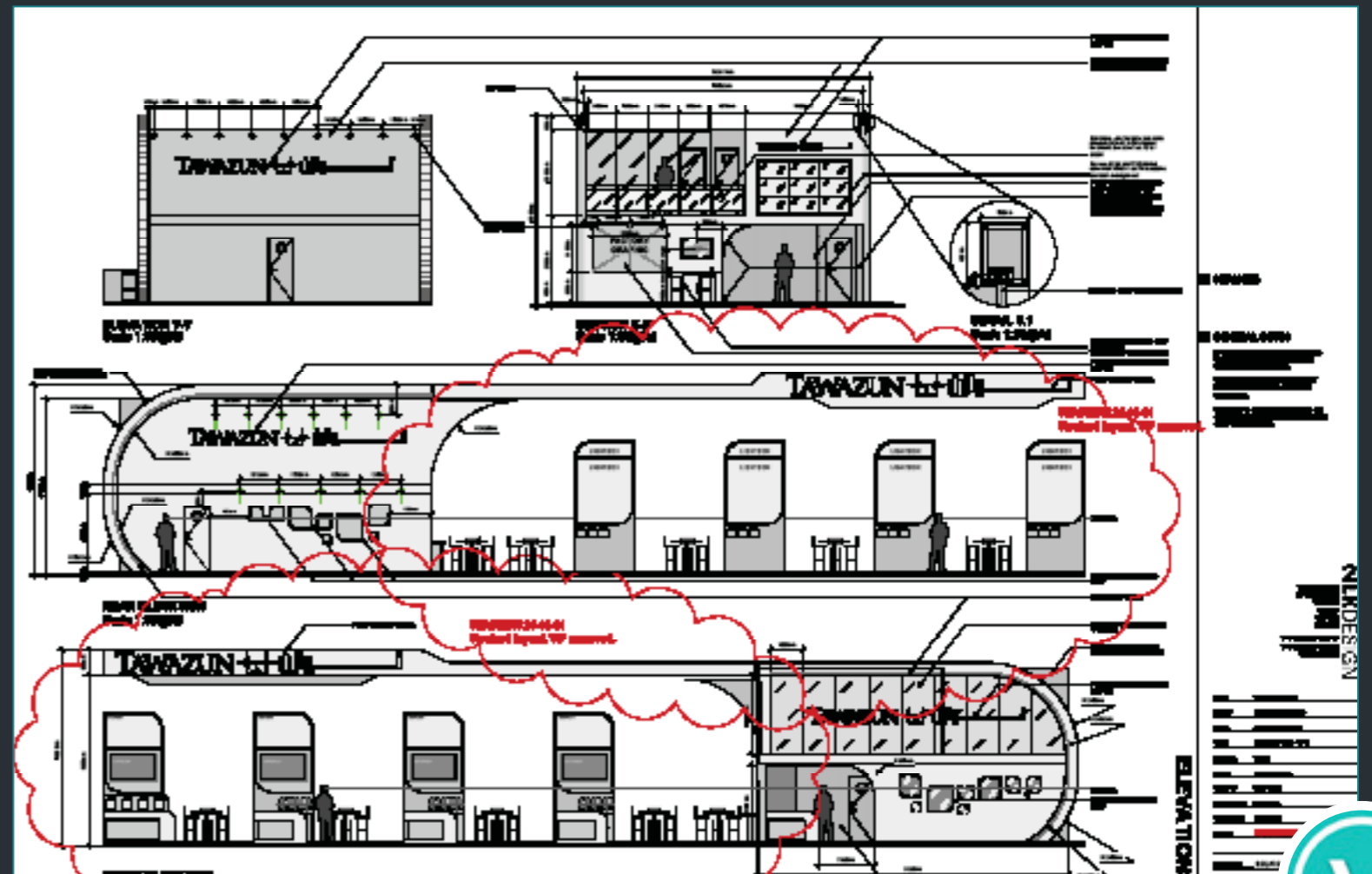
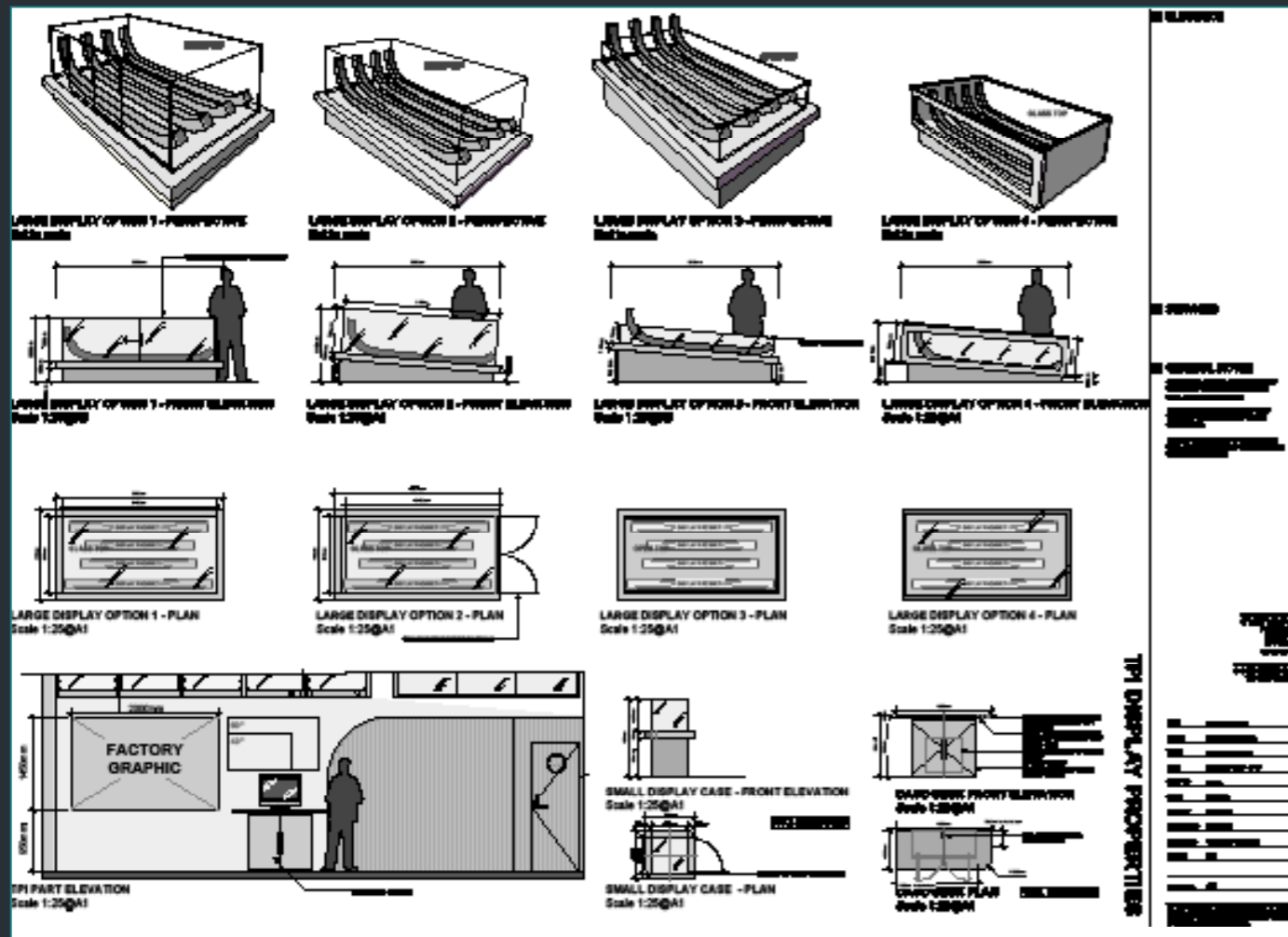
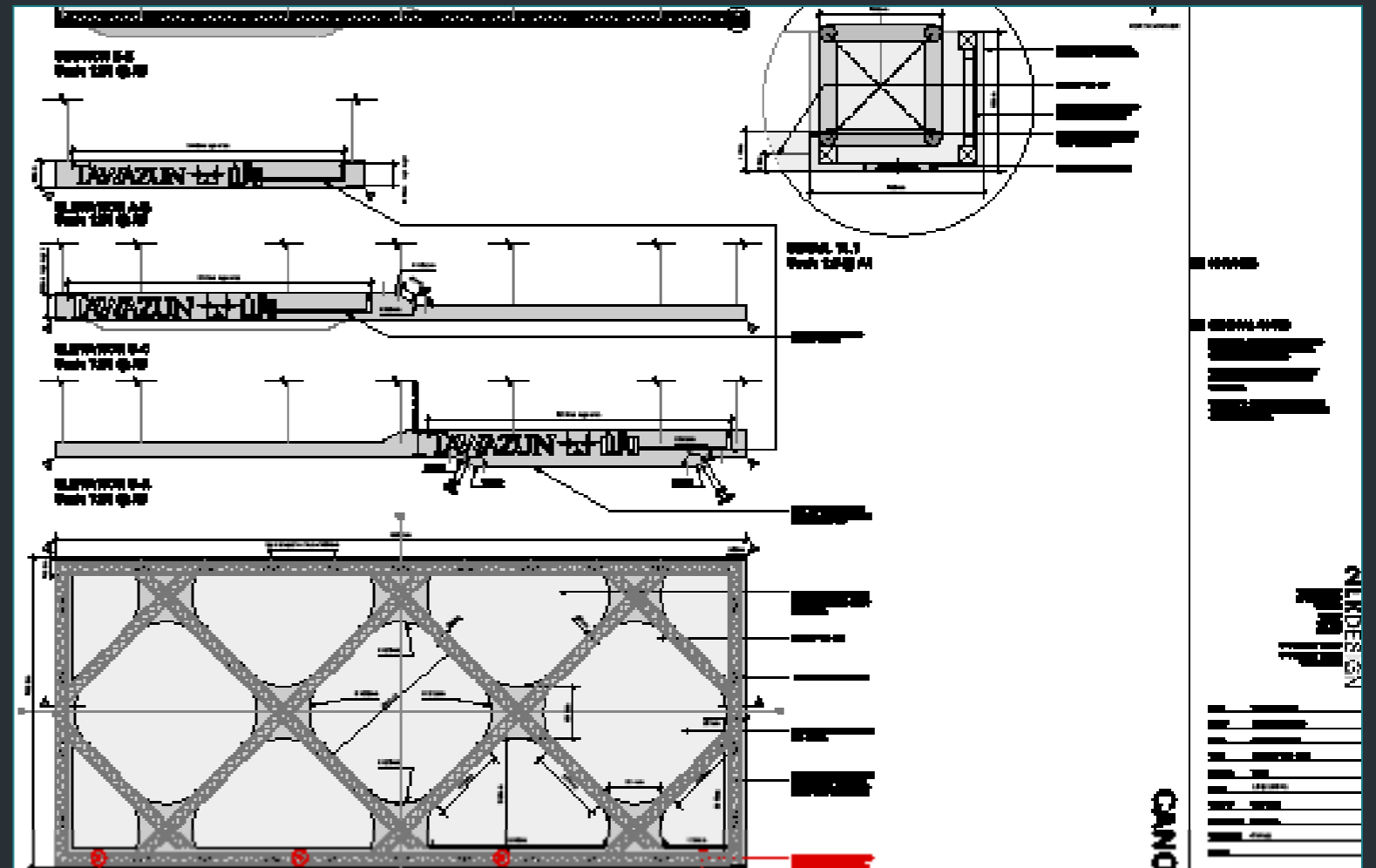
\*MANY MORE IMAGES TO FOLLOW\*



Taste Bar Tree Sculpture Development 11-04-17 Visual 01



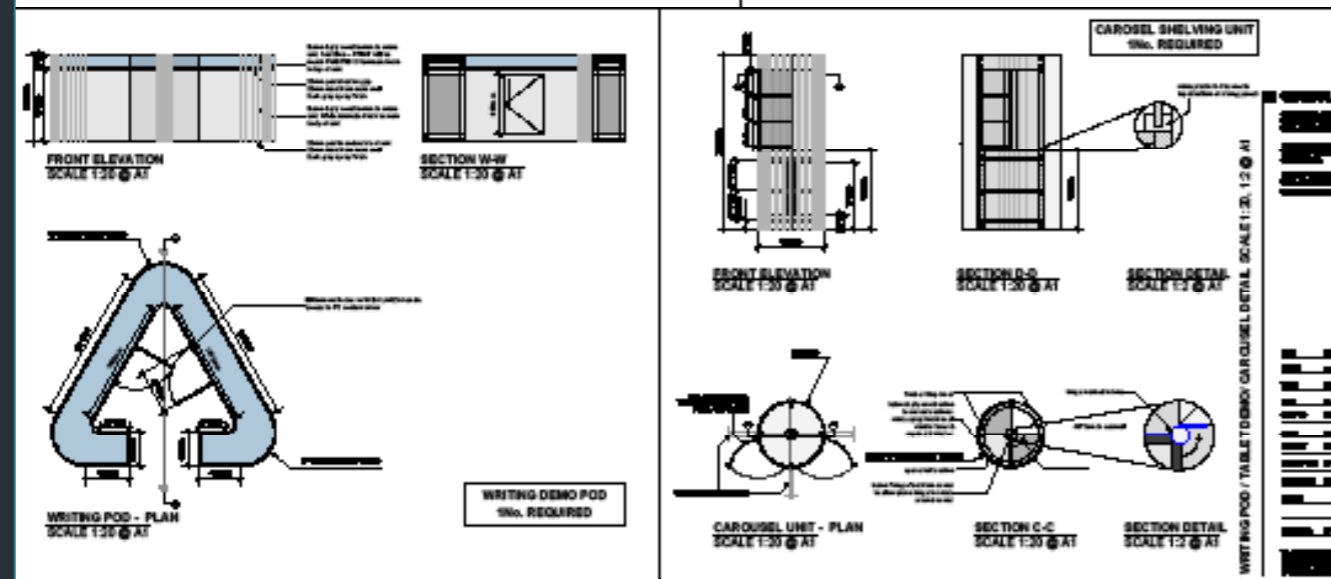
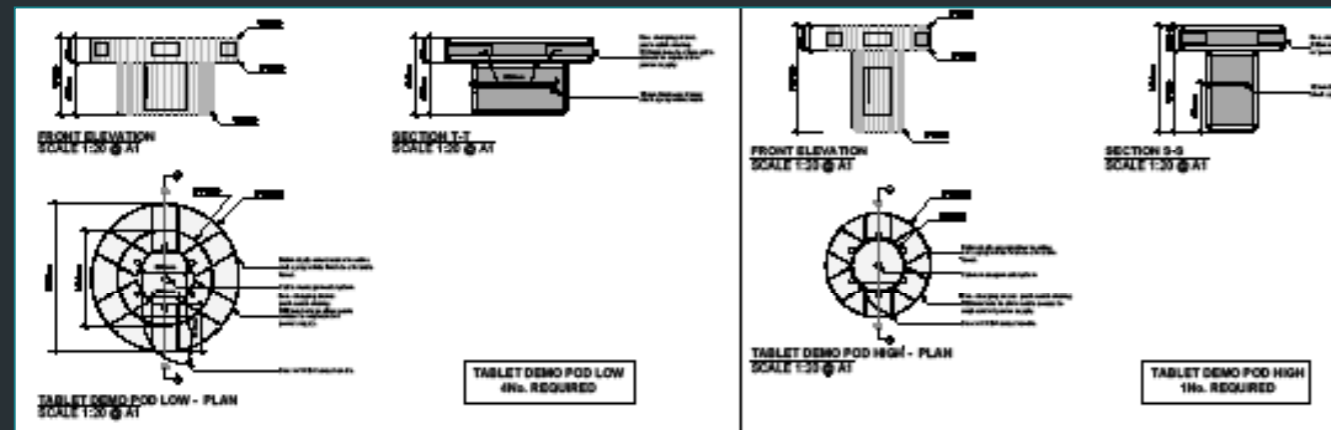
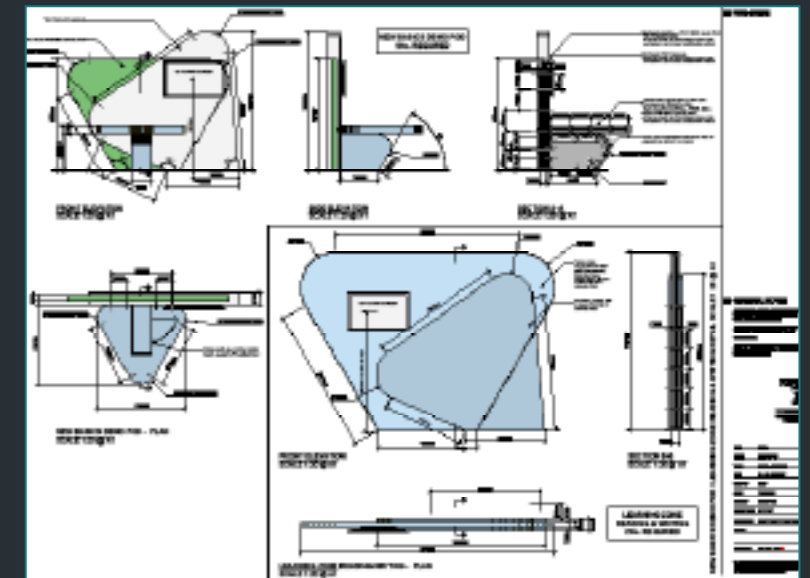
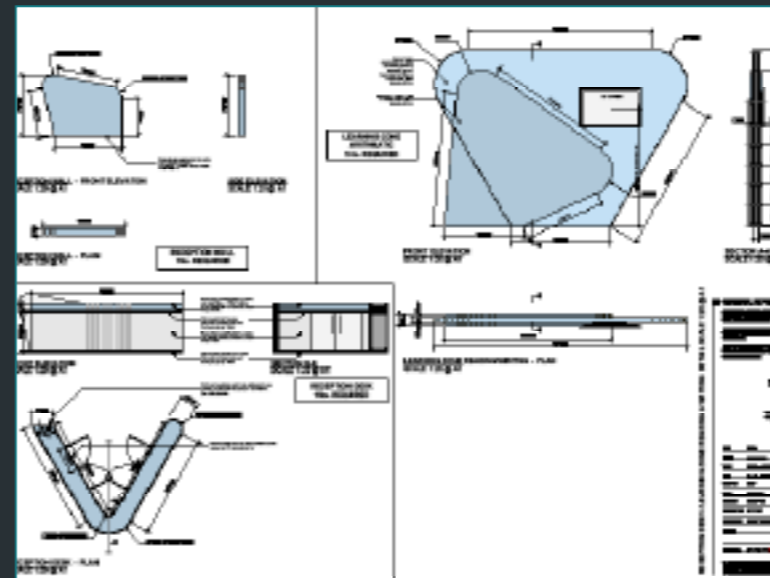
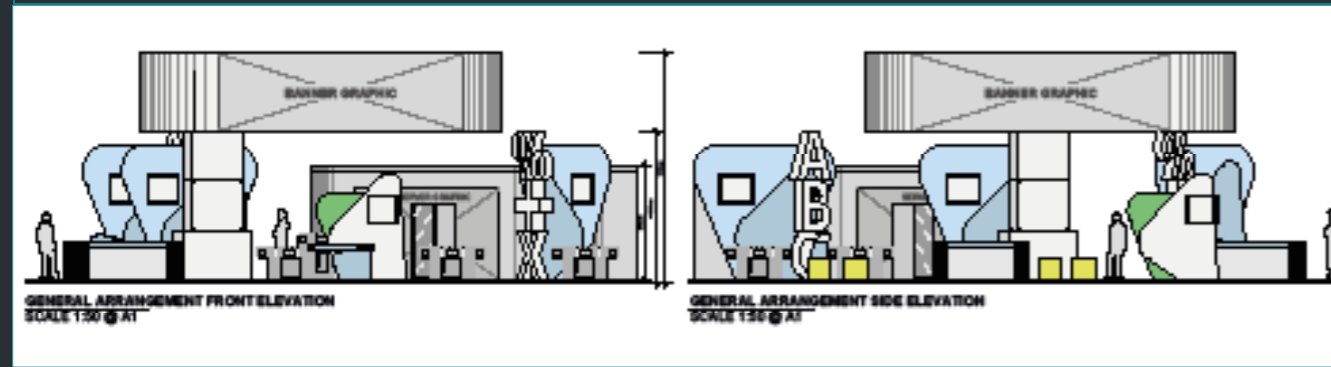
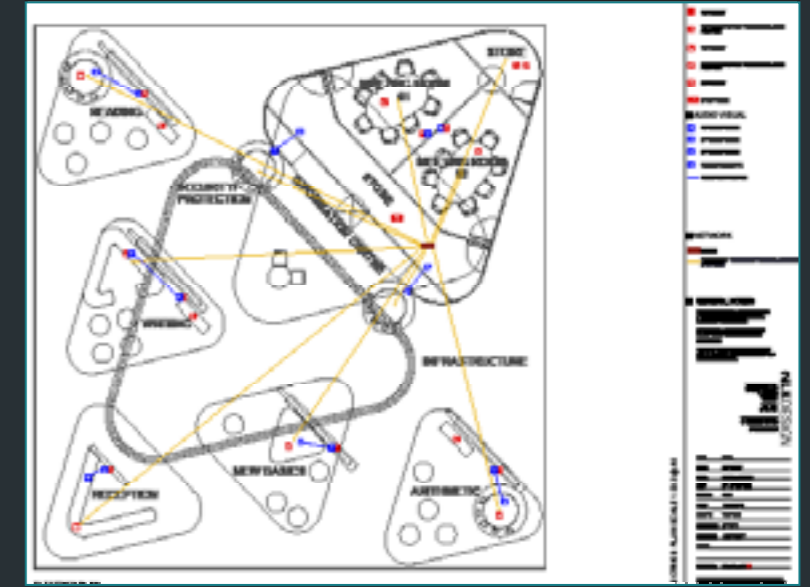
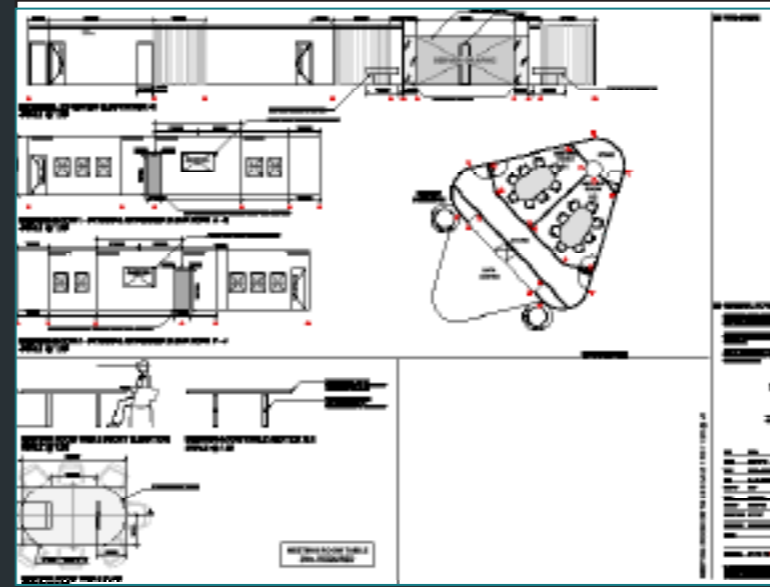
# DETAIL



# INTEL @ BETT 2015 EXHIBITION DETAIL

2015

Full set of production drawings ranging from GA, electrics, graphic elevations to demo pod details and more.

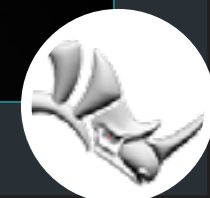
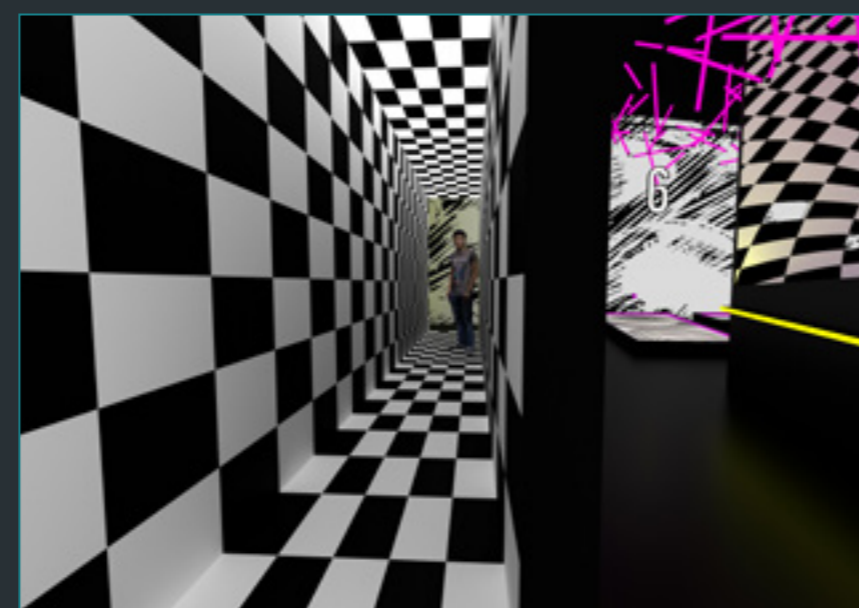
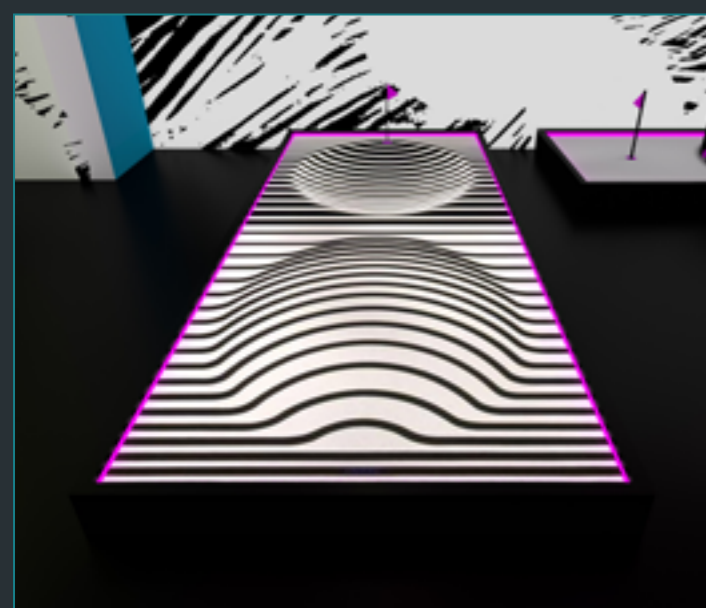
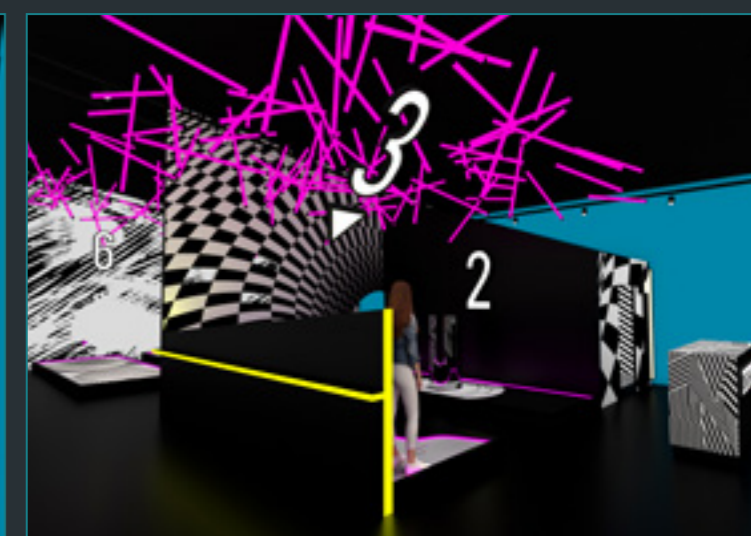
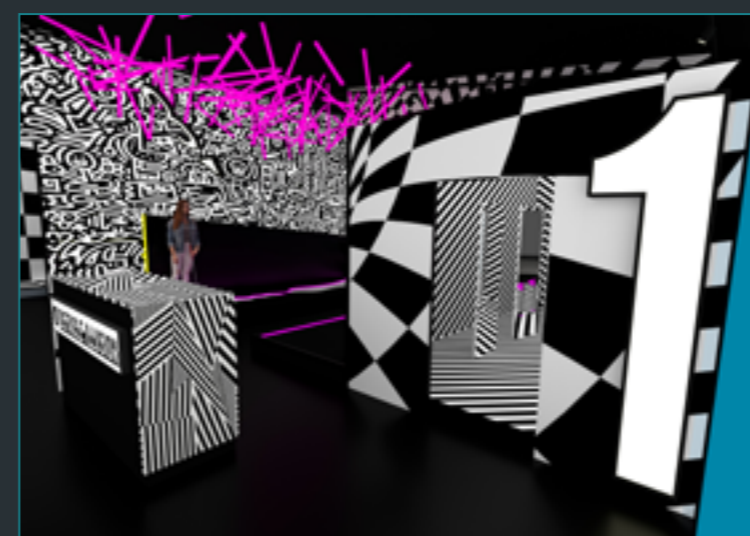
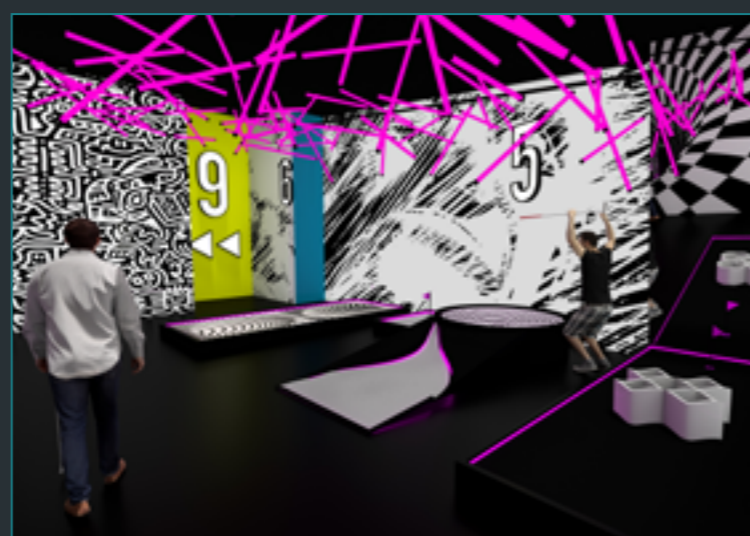
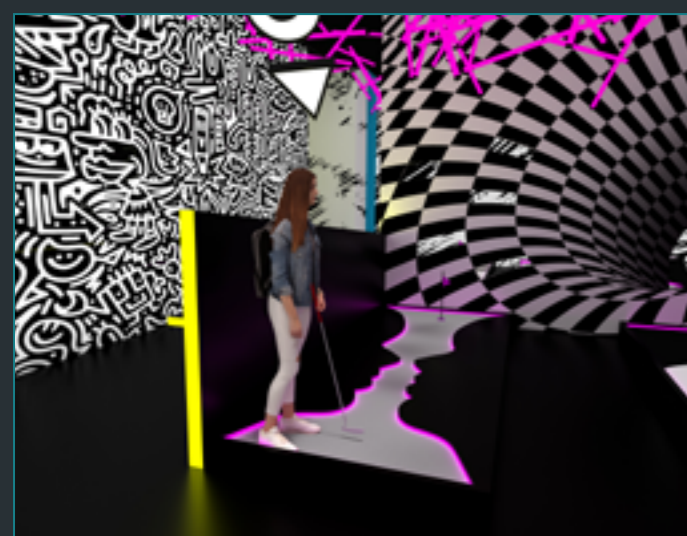


# BOXPARK - 9 HOLE CRAZY GOLF COURSE, WEMBLEY

2019

Working alongside the creative director and lead designer at Paragon Creative; we developed a concept based on optical illusions... designing, visualising and delivering working drawings was the role I played in the team.

Due to client budget constraints this project was not delivered.



# JOHN WESLEY NEW ROOMS EXHIBITION DESIGN DEVELOPMENT & DETAIL

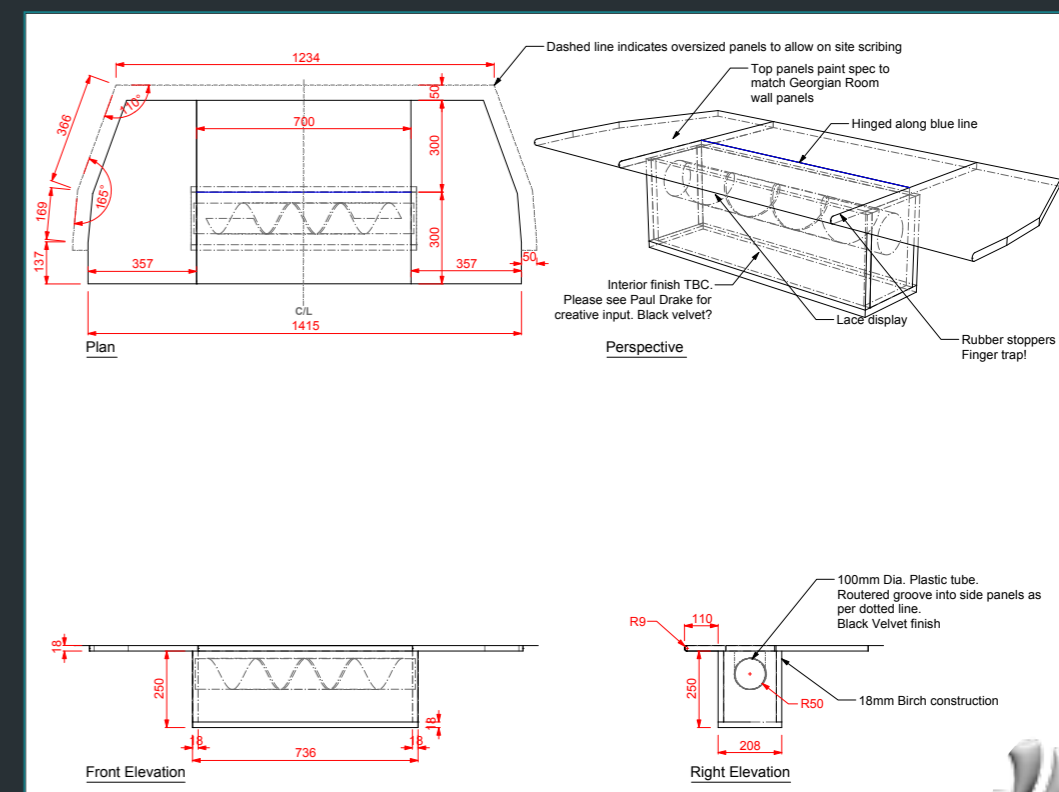
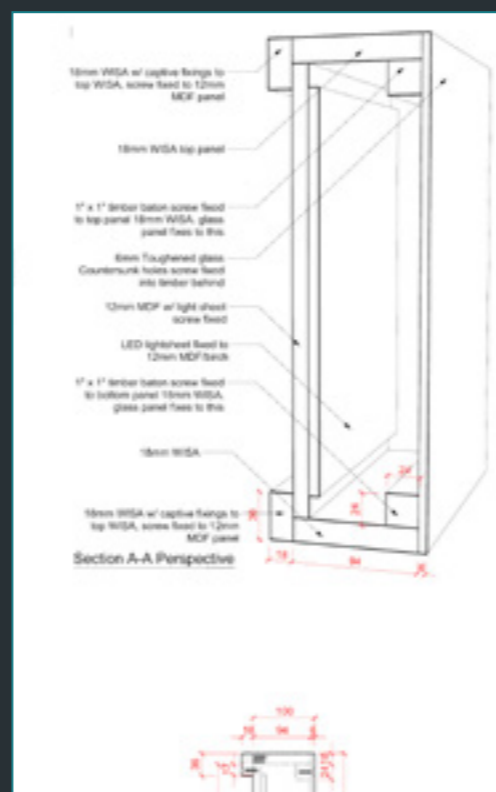
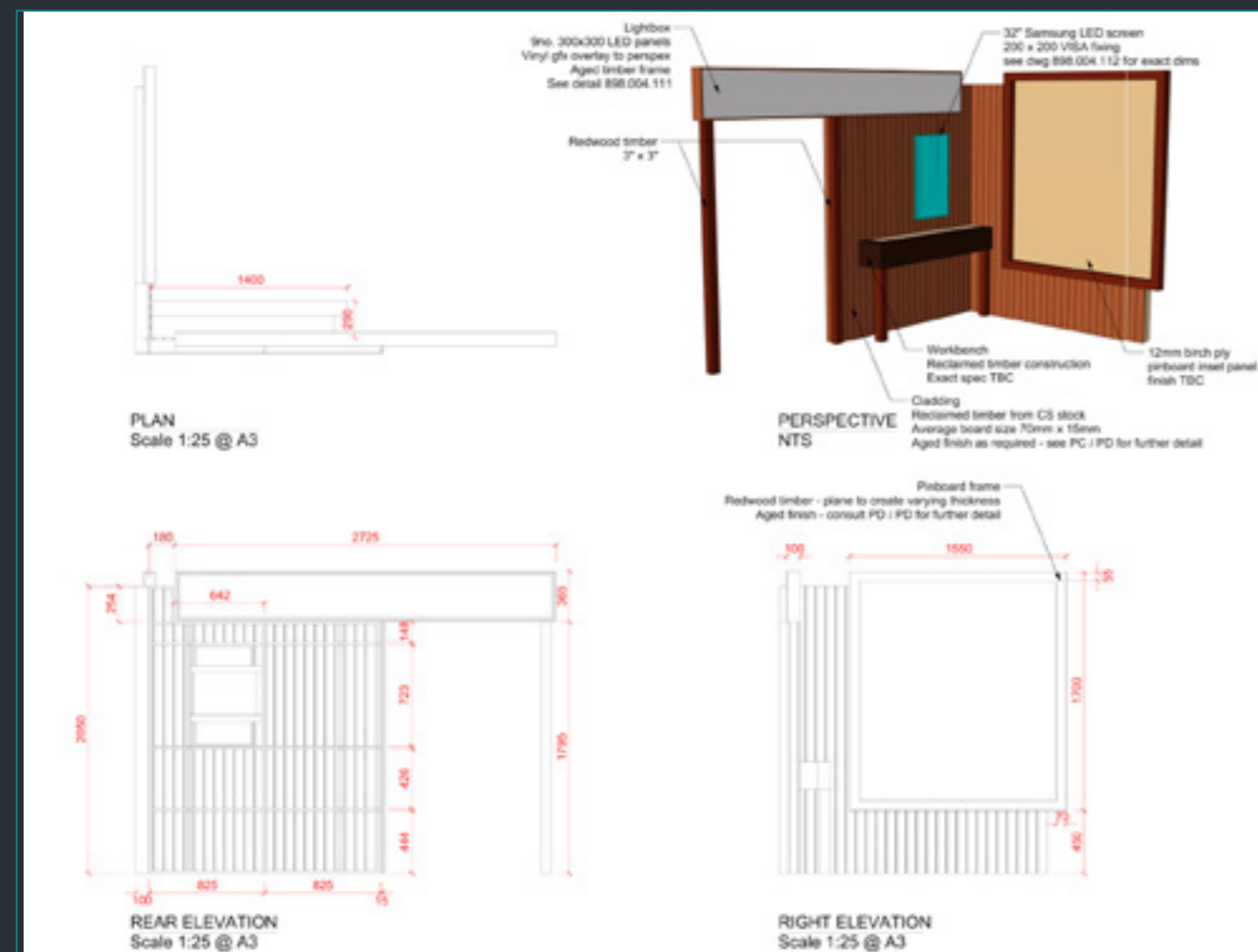
2016-2017

Working closely with the client, Cod Steaks and I were able to reflect the incredible Wesley story through a range of themed, graphic and audio visual content within the stringent confines of a Grade II listed building.

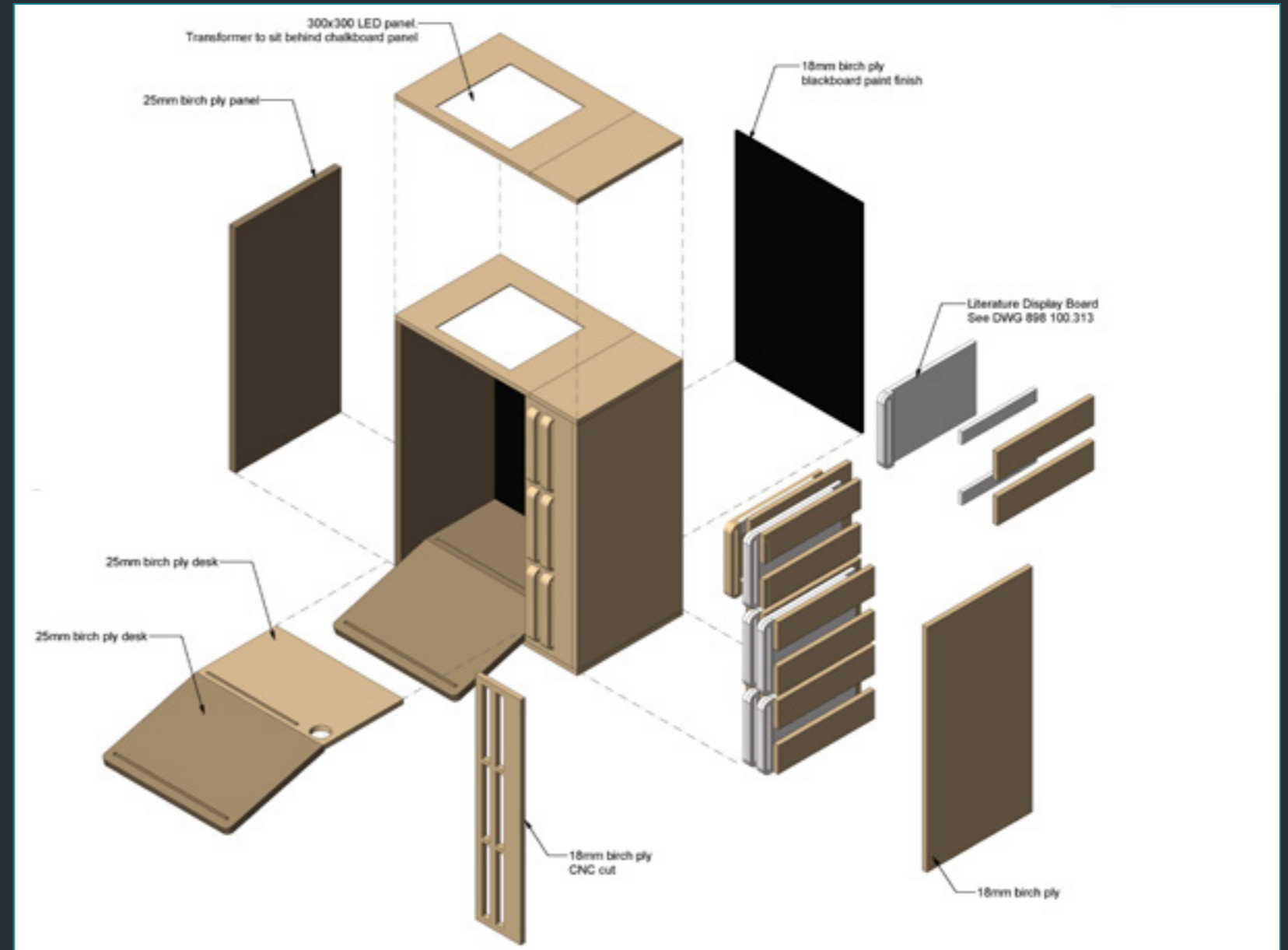
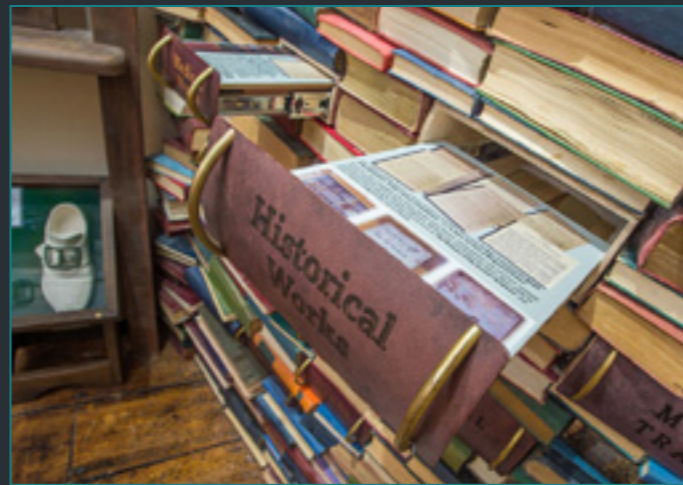
Developing already born concepts along to sign off stage came at the beginning stage of my involvement, which progressed onto performing full site survey tasks and producing production drawings ranging from general arrangement plans and extended elevations, to exploded isometric diagrams and close up detailed assembly instructions.

We utilised both the CNC capability and skilled craftsmen on our team to create an immersive visitor experience with layers of added value depending on user level of interest.

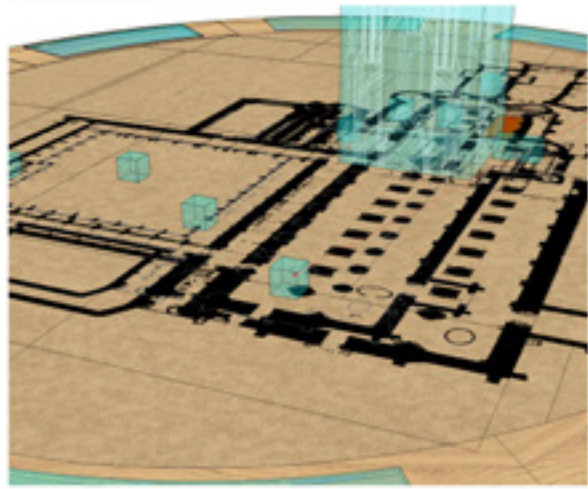
Nominated 'Best Small Museum Exhibit 2017'.







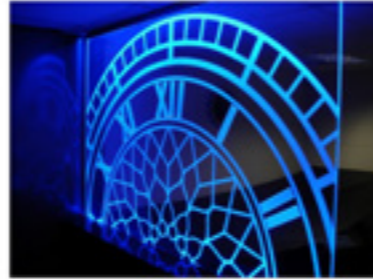
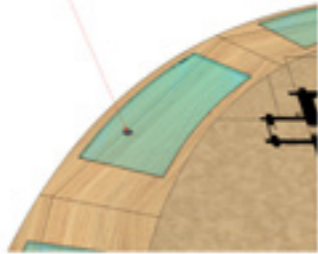
10 No. Points of interest cubes.  
Solid glass cubes 40mm x 40mm x 40mm  
Illuminated by LEDs from below



Quire detail permanently lit but will increase intensity when button pushed

Points of interest x 10no identified with illuminated low iron bevelled glass cube and warm (2700K) LED, operated by 1no stainless steel push button inset into each graphic. Each light operated separately and switches on for the duration a button is held down. Several or all can be on at the same time.

Point of interest button on graphic panel  
Exact location TBD



Edge lit engraved glass example

1. Nave Hub
2. Cloister Hub and Lavatorium (both light up at the same time)
3. Cloister Garth
4. South Transept / Mason's Bracket Hub
5. Royal Tombs Hub
6. Lady Chapel Hub
7. North Tribune and Whispering Gallery
8. Crypt entrance
9. View from the Tower
10. Quire

Key spaces labelled (etched and colour infilled) on the floorplan as follows:

1. Nave
2. Quire
3. Cloister
4. Lady Chapel
5. Cloister Garth
6. Tribune Gallery (labelled on inset floorplan)
7. Crypt (labelled on inset floorplan)

Key visitor facilities marked with suitable icons (etched and colour infilled) on the floorplan as follows:

1. WCs
2. Cafe
3. Lifts for access
4. Visitor Information Point (i.e. the 'Exhibition Desk')

Prominent 'you are here' to be identified on floor plan. Graphics and symbols to be supplied by Imagemakers

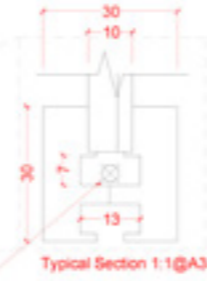
Tower construction



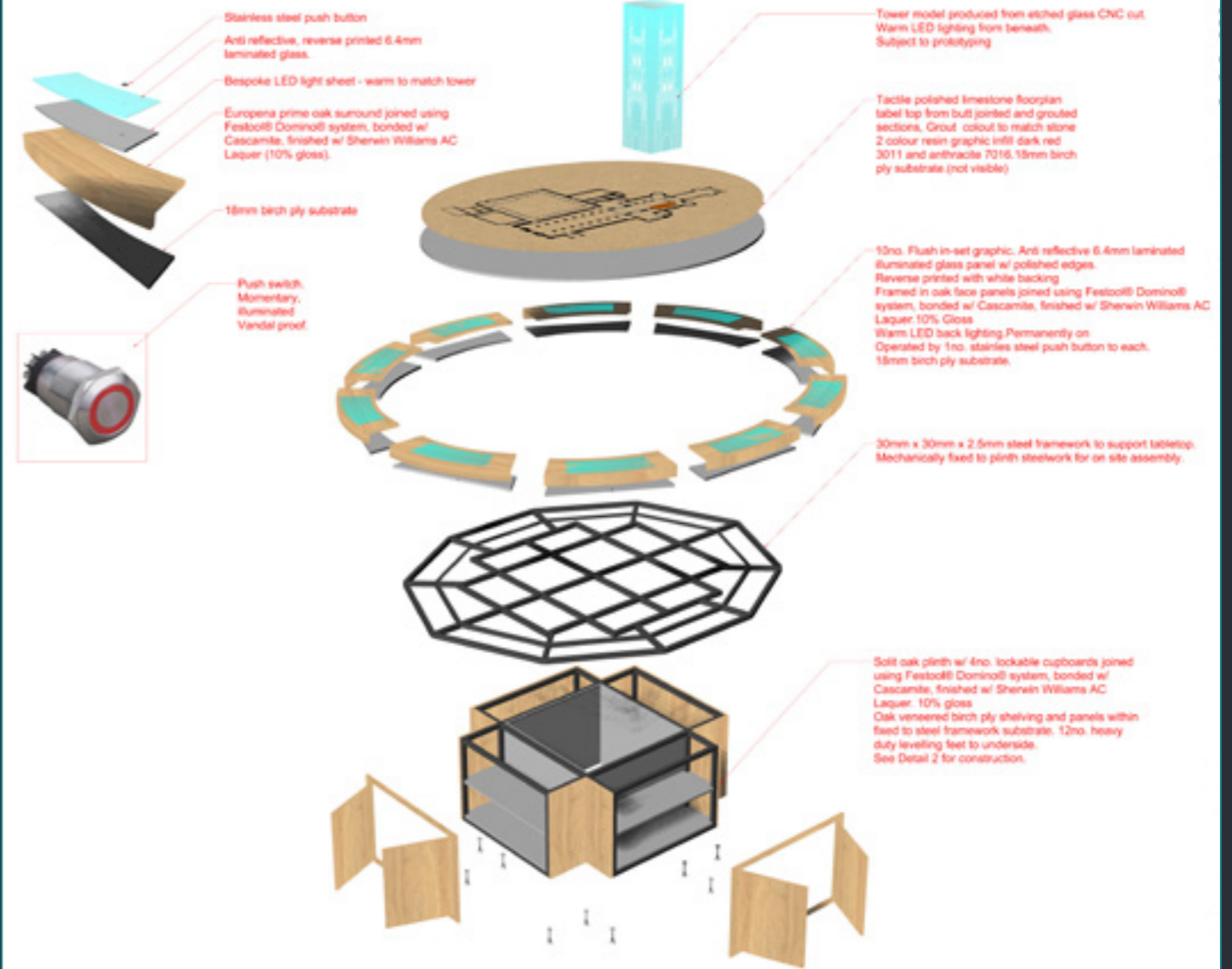
10mm thickness edge lit engraved low iron glass. Mitred corners to ensure flush finish. UV bonded trim bevel to all edges. Subject to prototyping.

Aluminium LED track Mitred to corners. Concealed within unit beneath worktop

LED light strip/Warm



Typical Section 1:1 @A3



Stainless steel push button  
Anti reflective, reverse printed 6.4mm laminated glass.  
Bespoke LED light sheet - warm to match tower

Europa prime oak surround joined using Festool® Dominant® system, bonded w/ Cascamite, finished w/ Sherwin Williams AC Laquer (10% gloss).

18mm birch ply substrate

Push switch. Momentary, illuminated. Vandal proof

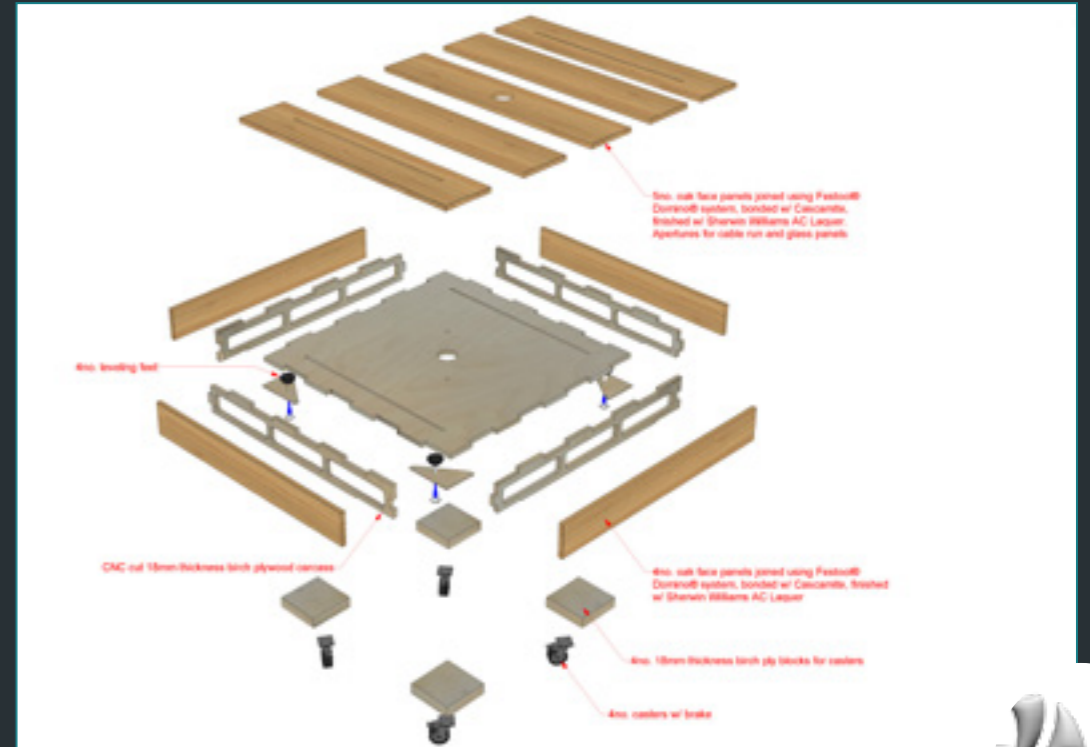
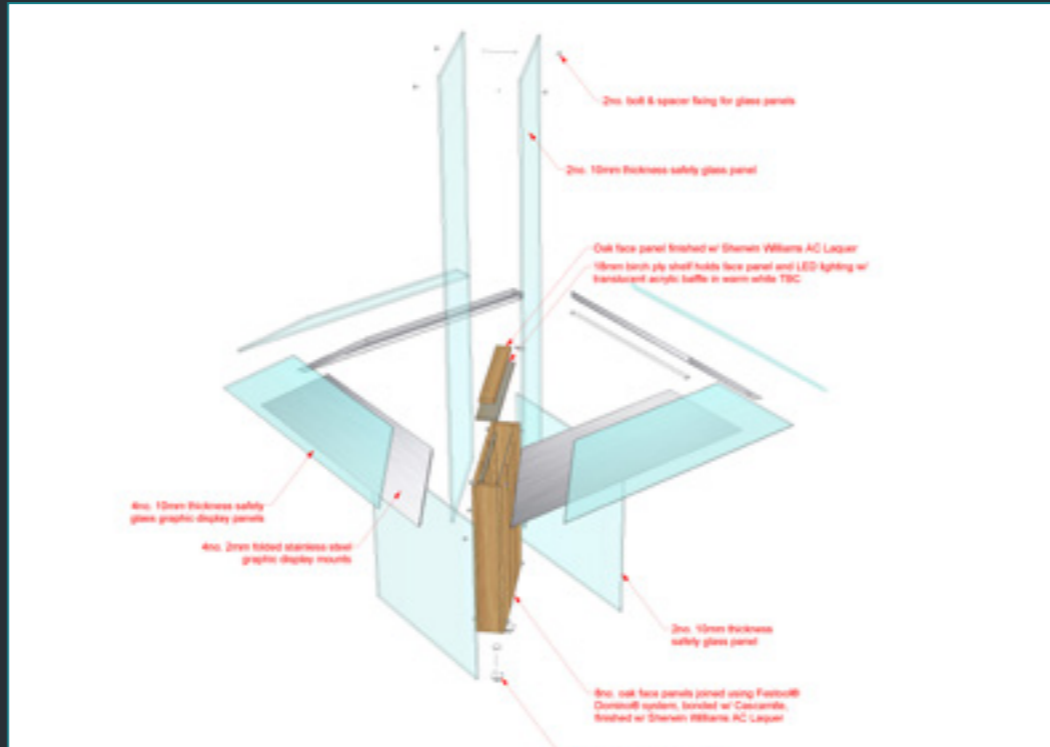
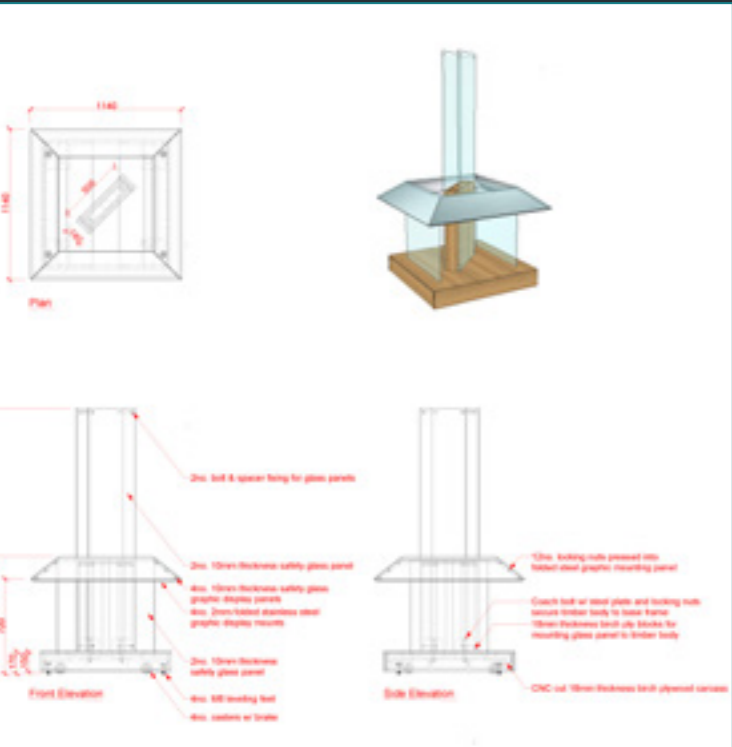
Tower model produced from etched glass CNC cut. Warm LED lighting from beneath. Subject to prototyping

Tactile polished limestone floorplan label top from built jointed and grouted sections. Grout colour to match stone. 2 colour resin graphic inlaid dark red 3011 and anthracite 7016. 18mm birch ply substrate (not visible)

10no. Flush in-set graphic. Anti reflective 6.4mm laminated illuminated glass panel w/ polished edges. Reverse printed with white backing. Framed in oak face panels joined using Festool® Dominant® system, bonded w/ Cascamite, finished w/ Sherwin Williams AC Laquer 10% Gloss. Warm LED back lighting. Permanently on. Operated by 1no. stainless steel push button to each. 18mm birch ply substrate.

30mm x 30mm x 2.5mm steel framework to support tabletop. Mechanically fixed to pinth steelwork for on site assembly.

Soft oak plinth w/ 4no. lockable cupboards joined using Festool® Dominant® system, bonded w/ Cascamite, finished w/ Sherwin Williams AC Laquer. 10% gloss. Oak veneered birch ply shelving and panels within fixed to steel framework substrate. 12no. heavy duty levelling feet to underside. See Detail 2 for construction.



# NIKE TOWN - VARIOUS DISPLAYS

## RETAIL

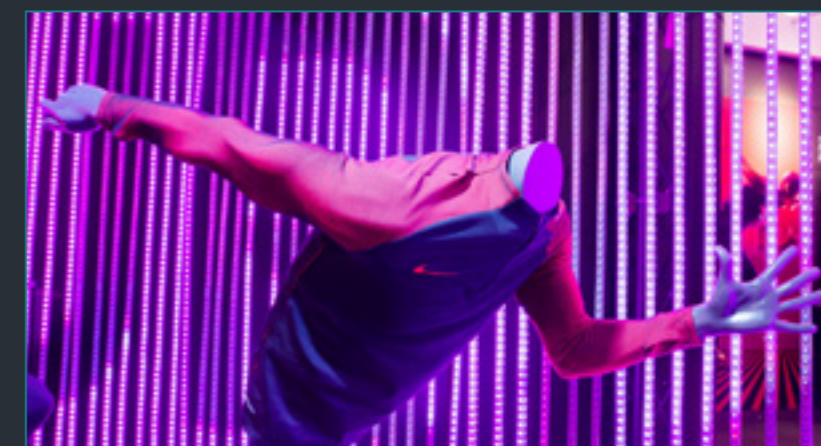
### DESIGN, DEVELOP, DETAIL

2016

For these projects I worked alongside an external creative team to help develop concepts and lead the project through sign off stages and into production.

National roll-out needed to also be considered; so many of the plinths and display mechanisms had modularity and scalability features within the realised design.

Due to an existing NDA, I am not able to disclose development images; only finished images that are already accessible on the web.



# EGG FEATURE RETAIL/LEISURE PROCESS OF CONSTRUCTION

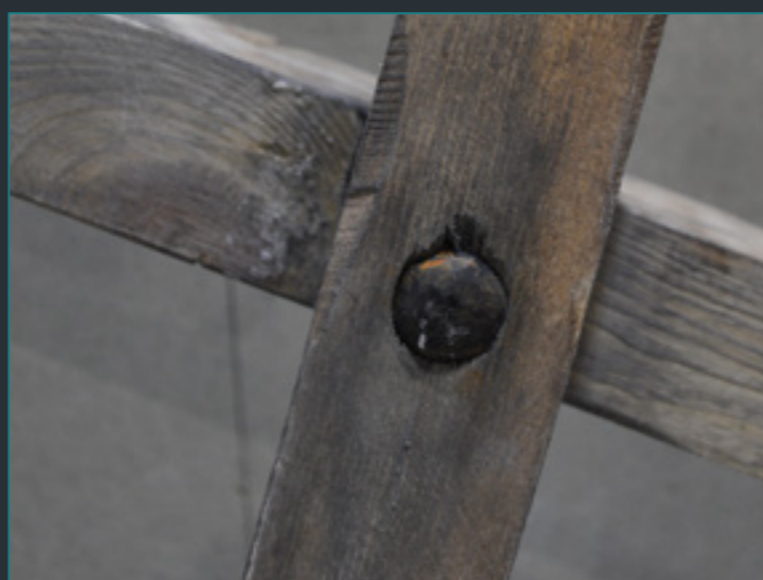
2017

It was evident from the initial brief, this was to be an exercise in using the best abilities of both 3dmodelling and computing software, and the skills available within our construction team to efficiently construct this centre-piece for an exciting new restaurant in the heart of London.

Working with one of our build team, we developed a simple system that could flex along the contours of the egg-like structure, to then be secured in place by using chocks and wood screws.

We constructed a CNC cut jig to act as the base structure, and once all the pieces were in place it simply flew together.

A 3 week lead time was absolutely smashed by completing this within 7 working days, including finishing and loading for installation.



# PORTCHESTER CASTLE EXHIBITION DESIGN DEVELOPMENT & DETAIL

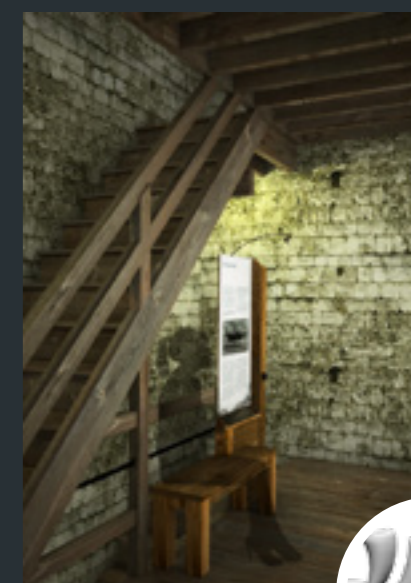
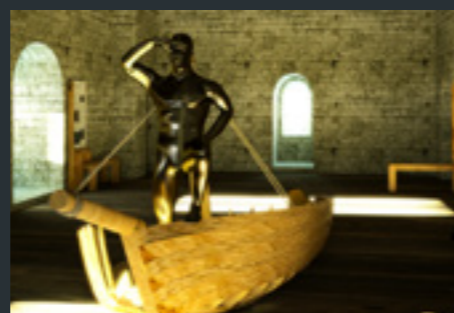
2016-2017

Working closely with a sizeable team from English Heritage, we told the various narratives of the prisoners of war of the former prison hulk in Portchester, UK.

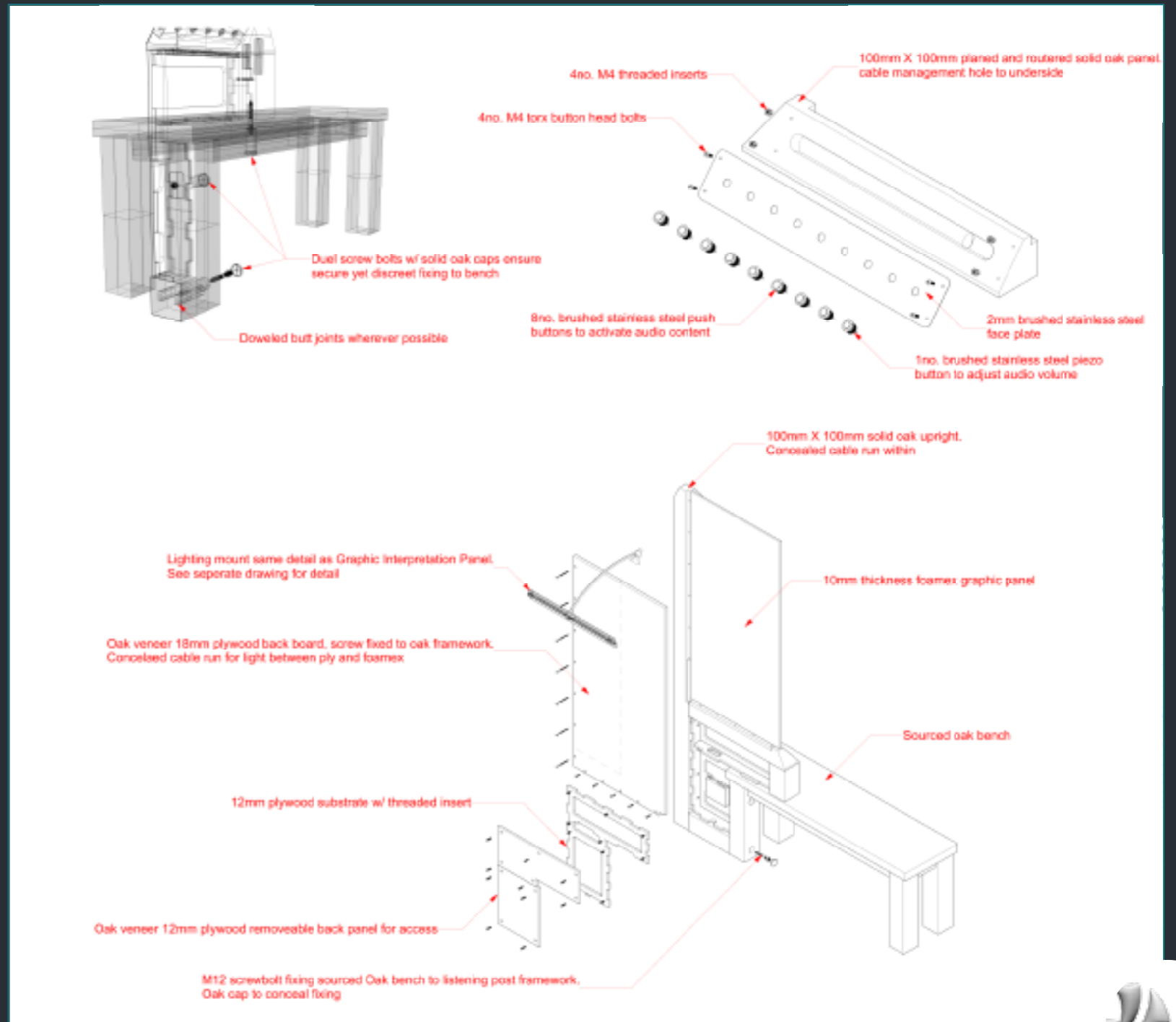
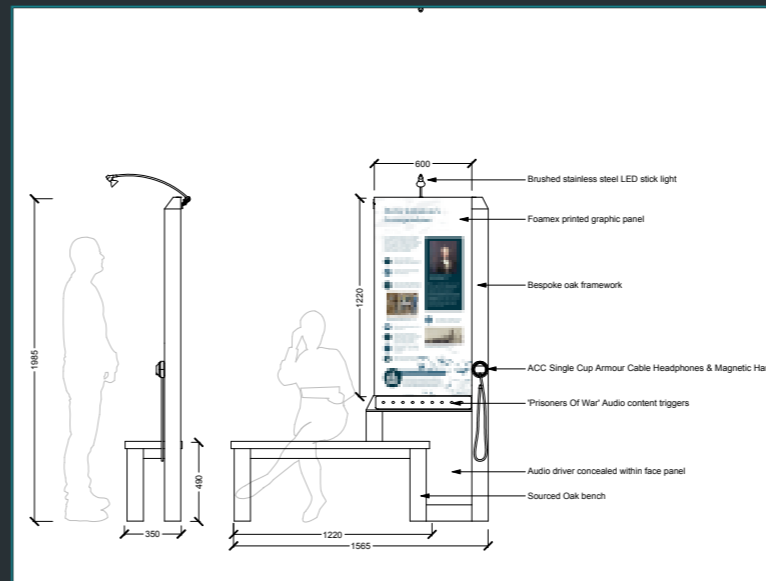
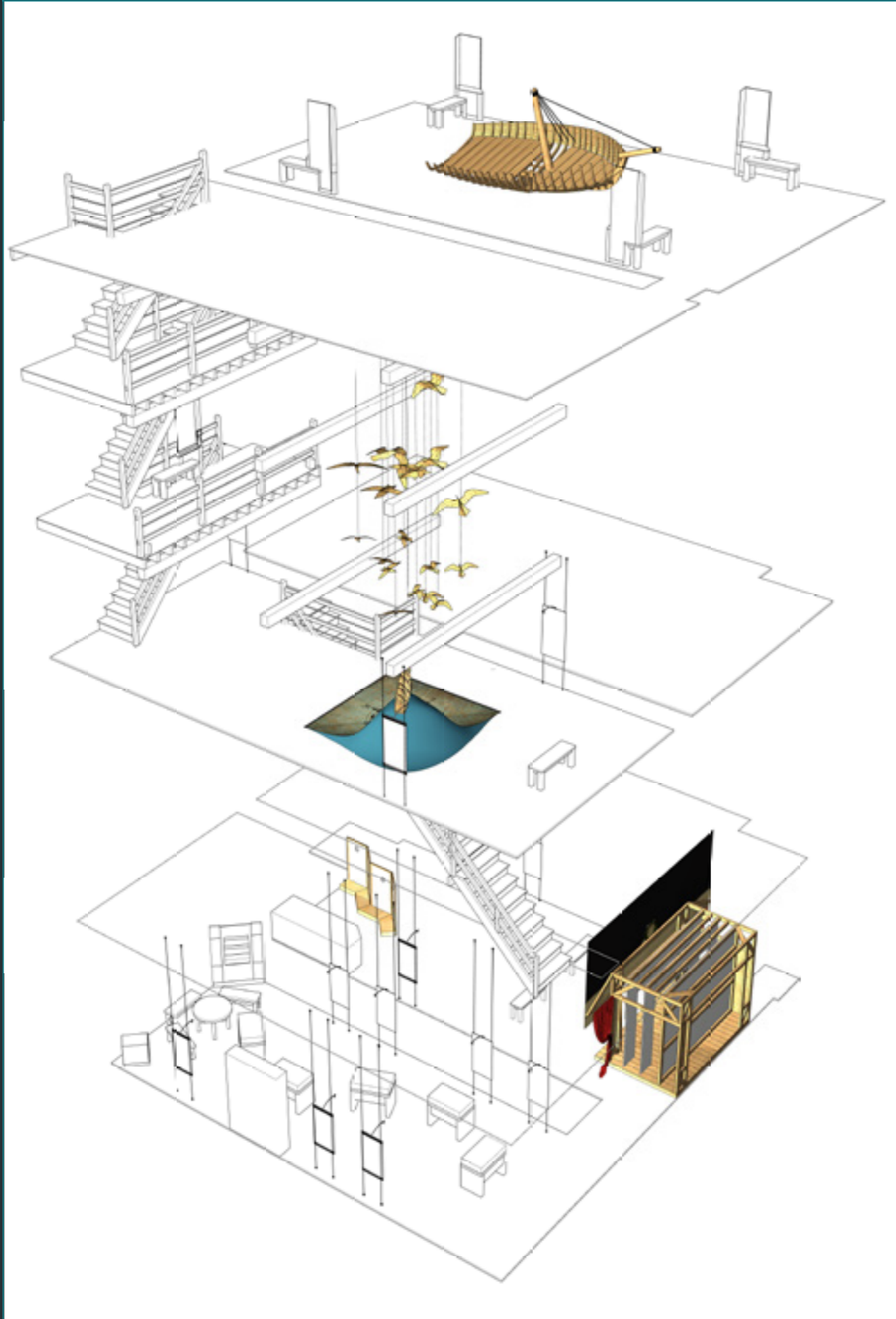
Staying true to the facts and being both educational and sparking an interest in all highlighted target demographics was the driving factor for this project.

Working around a grade I listed building we created, designed, built and installed this exhibition for just under £120k.

My role ranged from concept generation, visualisation, detail drawing, site surveying and construction project management; as and when needed.



# PORTCHESTER CASTLE



# ARA VARTANIAN WINDOW DISPLAY

## VISUAL MERCHANDISING

### DESIGN, DEVELOP, DETAIL

2016

For this project I was involved in all aspects of the design and detail stages of the brief; from concept development to detail design drawings and construction management and installation.

Due to an existing NDA, I am not able to disclose development images; only finished images that are already accessible on the web.

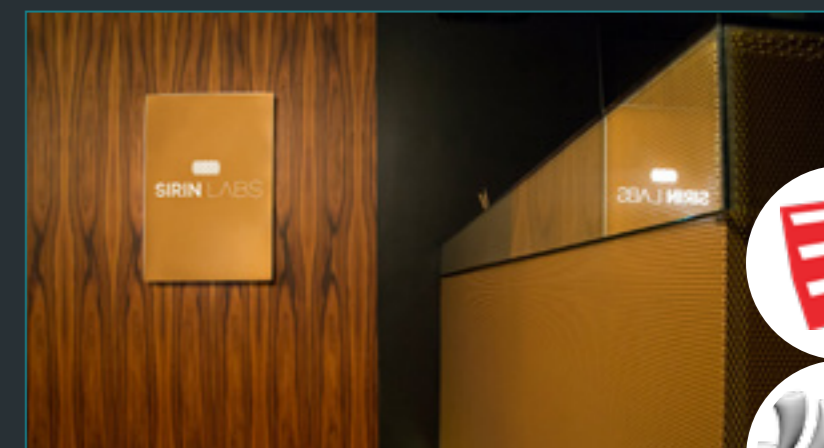
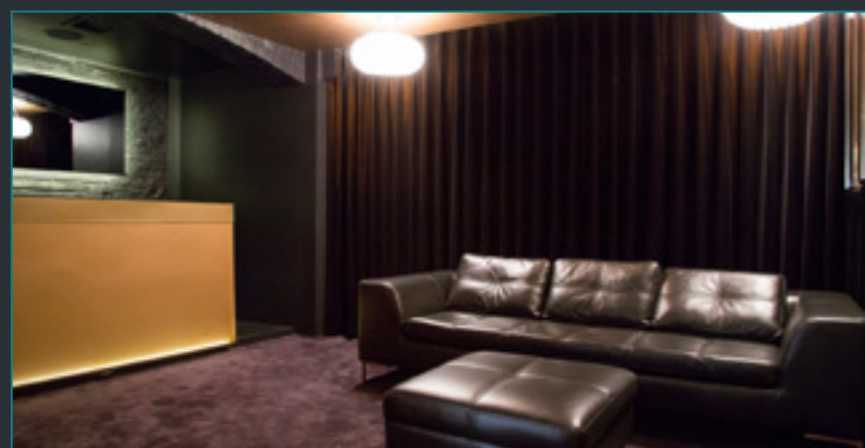


# SIRIN LABS FLAGSHIP STORE RETAIL DESIGN, DEVELOP, DETAIL

2016

Working closely with the client and lead creative designer; I assisted in developing the concept for the design and then completed a full set of detail design drawings for construction.

Working alongside the project manager and construction team; this super premium mobile communication brand were delighted with the finished outcome.





# SIRIN LABS FLAGSHIP STORE RETAIL DESIGN, DEVELOP, DETAIL

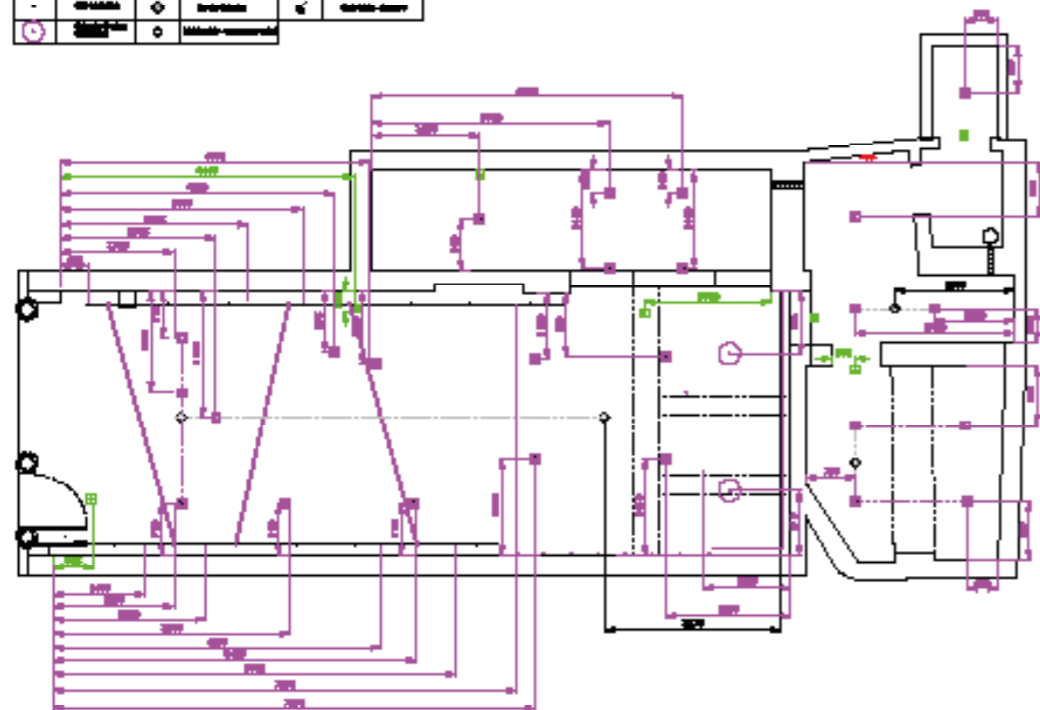
2016

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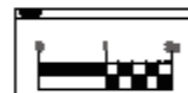
Working alongside the project manager and construction team; this super premium mobile communication brand were delighted with the finished outcome.



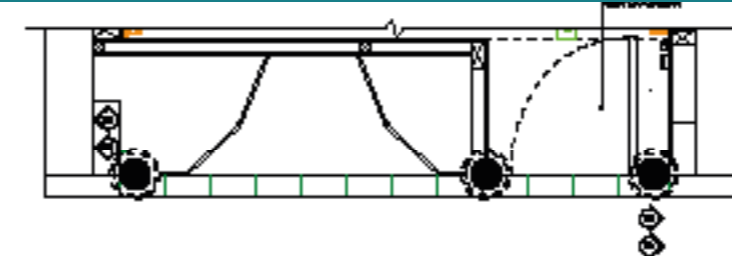
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[Black square]	Black	[Green square]	Substrate
[Orange square]	Orange	[White square]	White
[Blue square]	Blue	[Grey square]	Grey
[Yellow square]	Yellow	[Black circle]	Hardware
[Purple square]	Purple	[White circle]	Hardware



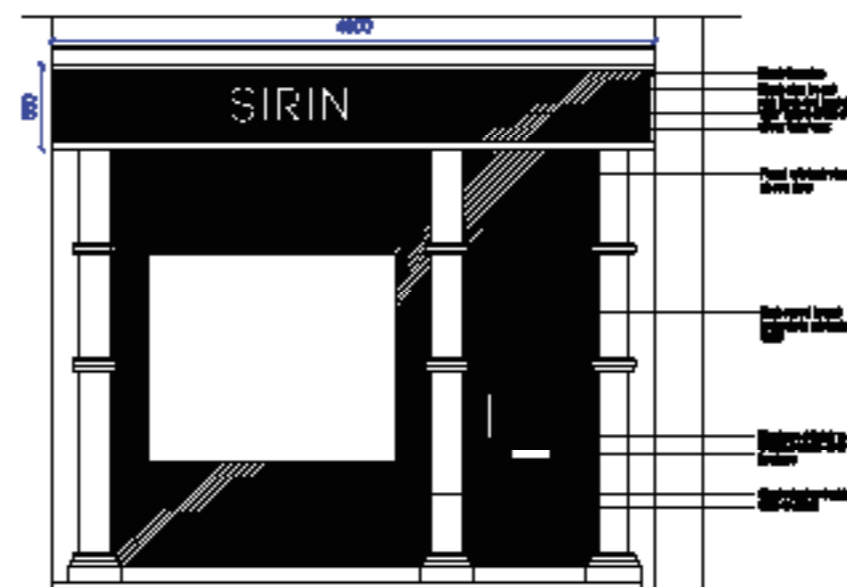
PROPOSED LIGHTING | FIRE  
SCALE 1:50



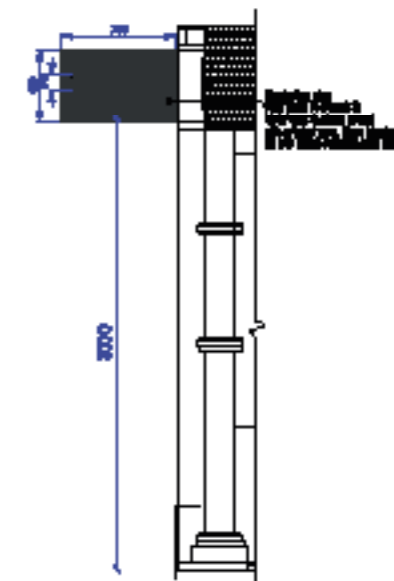
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12	Blue
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80	Grey
81	Black
82	Red
83	Green
84	Blue
85	Yellow
86	Purple
87	White
88	Grey
89	Black
90	Red
91	Green
92	Blue
93	Yellow
94	Purple
95	White
96	Grey
97	Black
98	Red
99	Green
100	Blue



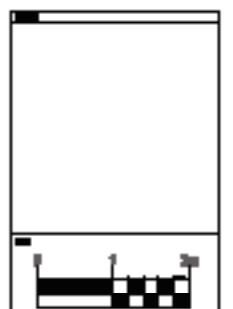
CEILING PLAN  
SCALE 1:50



SCALE 1:50



PROPOSED SIGNAGE SIDE  
SCALE 1:50



ELEMENTAL	
1	Acrylic
2	Black
3	Orange
4	Blue
5	Yellow
6	Purple
7	White
8	Grey
9	Black
10	Red
11	Green
12	Blue
13	Yellow
14	Purple
15	White
16	Grey
17	Black
18	Red
19	Green
20	Blue
21	Yellow
22	Purple
23	White
24	Grey
25	Black
26	Red
27	Green
28	Blue
29	Yellow
30	Purple
31	White
32	Grey
33	Black
34	Red
35	Green
36	Blue
37	Yellow
38	Purple
39	White
40	Grey
41	Black
42	Red
43	Green
44	Blue
45	Yellow
46	Purple
47	White
48	Grey
49	Black
50	Red
51	Green
52	Blue
53	Yellow
54	Purple
55	White
56	Grey
57	Black
58	Red
59	Green
60	Blue
61	Yellow
62	Purple
63	White
64	Grey
65	Black
66	Red
67	Green
68	Blue
69	Yellow
70	Purple
71	White
72	Grey
73	Black
74	Red
75	Green
76	Blue
77	Yellow
78	Purple
79	White
80	Grey
81	Black
82	Red
83	Green
84	Blue
85	Yellow
86	Purple
87	White
88	Grey
89	Black
90	Red
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92	Blue
93	Yellow
94	Purple
95	White
96	Grey
97	Black
98	Red
99	Green
100	Blue

SLD4

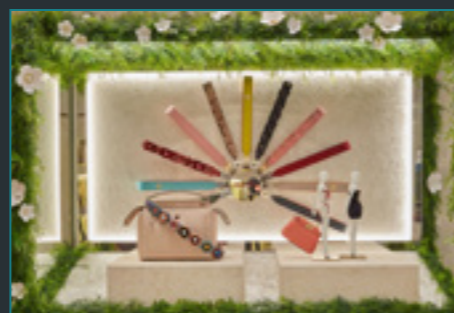


# FENDI SELFRIDGES POP-UP RETAIL DESIGN, DEVELOP, DETAIL

2016

For this project I was involved in all aspects of the design and detail stages of the brief; from concept development to detail design drawings and construction management.

Due to an existing NDA, I am not able to disclose development images; only finished images that are already accessible on the web.

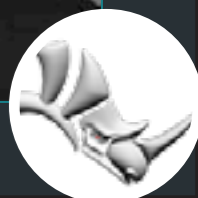
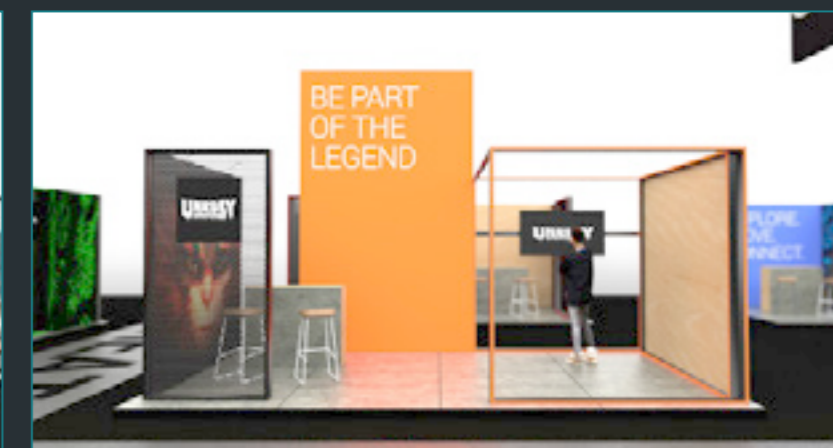
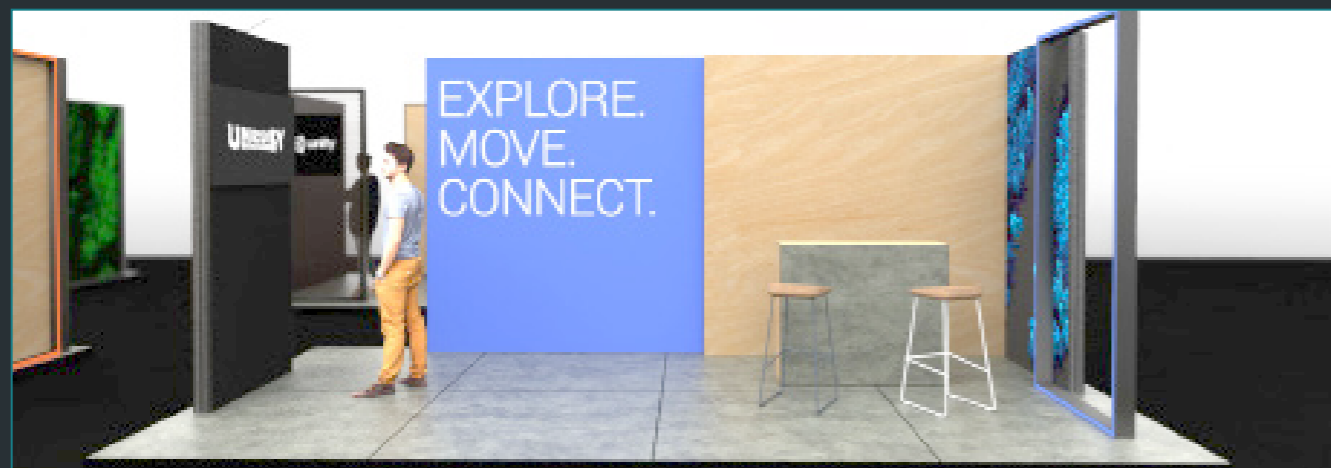


# UNITY EXHIBITION CONCEPT DESIGN, VISUALISE

2019

Overall scheme design and thematic concept based on interlocking and multiple purpose elements for tech client.

A cohesive design and grid like/urban block theme was fleshed out by the creative director and myself, working closely with the clients production team to ensure elements were within budget and original inspirational scope.



# MERCEDES BENZ - F1 HOSPITALITY

## CREATIVE, VISUALISE

2018

Pitch for LUX, working alongside graphic design lead and project manager to deliver visuals of an exhibition space and hospitality suite.

Utilising Corona render engine with Cinema4d for visuals, modelling using rhino and Cinema4d.

