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portfolio

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Flagship store proposal, UK *Molton Brown 2014*

Molton Brown store project in progress developed for a new flagship location in the UK. Derived from the same concept, each store differ responding to site specific requirements & local market expectations. The concept incorporates perimeter wall bays with walnut paneling to back, base units clad in mirror polished stainless steel and illuminated shelving, hub unit clad in white corian with chrome sinks, cash desk in dark grey and bronze mirror, trolleys in mirror polished stainless steel and glass, feature surfaces tiled in glazed brick tile and suspended window fixtures with graphic and product diplay. The above proposal also incorporates a built out tiled shop front with push trough illuminated signage, creating a strong high street presence. *Rendered visual.*

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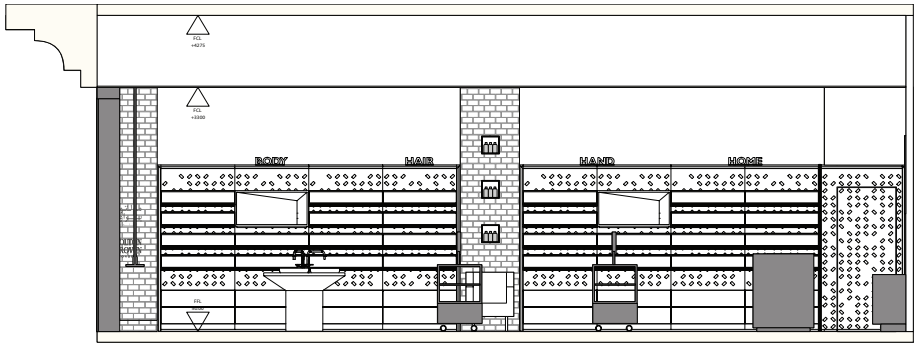
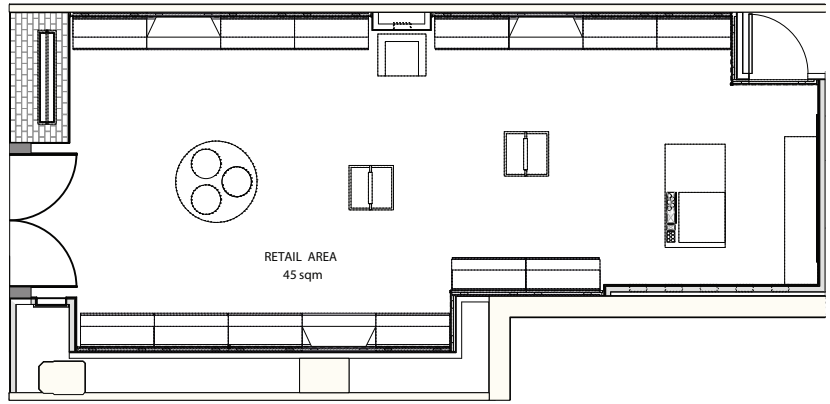
Flagship store proposal, East Asia ***Molton Brown 2014***

Molton Brown store project in progress developed for a new flagship location in East Asia. Derived from the same concept, each store differ responding to site specific requirements & local market expectations. The concept incorporates perimeter wall bays with walnut paneling to back, base units clad in mirror polished stainless steel and illuminated shelving, hub unit clad in white corian with chrome sinks, cash desk in dark grey and bronze mirror, trolleys in mirror polished stainless steel and glass, feature surfaces tiled in glazed brick tile and suspended window fixtures with graphic and product diplay. The above proposal also incorporates illuminated feature boxes recessed into the tiled column and branded steel tiles in the flooring layout. *Rendered visual.*





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Store proposal, Middle East *Molton Brown 2014*

Molton Brown store project in progress developed for a new location in the Middle East. Derived from the same concept, each store differs responding to site specific requirements & local market expectations. The concept incorporates perimeter wall bays with walnut paneling to back and illuminated shelving, hub in corian with chrome sinks, cash desk in dark grey and bronze mirror, trolleys in mirror polished stainless steel and glass, feature surfaces tiled in glazed brick tile and suspended window fixtures. The above proposal also incorporates a bronze mirror panel with etched compass pattern and illuminated arabic and english logo to the shop front, a feature specifically developed for the Middle Eastern market. *Store Front Elevation, Section & Plan.*

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New Store, Bluewater Shopping Centre, UK *Molton Brown 2013*

Molton Brown store opened in September 2013. Derived from the same concept, each store differ responding to site specific requirements & local market expectations. The concept incorporates perimeter wall bays with walnut paneling to back, base units clad in mirror polished stainless steel and illuminated shelving, hub unit clad in white corian with chrome sinks, cash desk in dark grey and bronze mirror, trolleys in mirror polished stainless steel and glass, feature surfaces tiled in glazed brick tile and suspended window fixtures with graphic and product diplay. The above store also incorporates an amrchair in pinstripe fabric, a treatment table wth corian top and illuminated feature boxes recessed into the tiled walls creating the focal area at the rear of the store. *Photograph.*

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Store, Bluewater shopping centre, UK *Molton Brown 2013*
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Travel retail gondolas, various locations across Europe *Molton Brown 2013-14*
Gondolas in two sizes developed specifically for airport concession environments with the overall structure clad in white corian, dark grey base units, illuminated back panels, glass shelves and illuminated logo to header panel. The bigger size gondola installed in incorporates a fold up table to one of the short ends to enable treatments and product demonstrations and a light box graphic to the other end. The smaller size gondola incorporates light box graphics to both ends. *Photographs.*

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Travel retail trolley, London City Airport, UK *Molton Brown 2013-14*
Flexible trolley developed specifically for airport concession environments to display the "travel sized favourites". inspired by the travel trolley. Main frame clad in mirror laminate, dark grey base unit on castors, glass shelves with walnut sides and magnetic graphic and logo to top. *Photographs.*

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Refurbishment proposal for local church lobby and corridor *Stockholm 2014*

Proposal to use coloured LED tube lights to guide the way from the lobby to the auditirium in a local church in Stockholm. Walls and floors to be finished in natural materials such as raw wood and coppar. *Moodboard* & *Sketch.*

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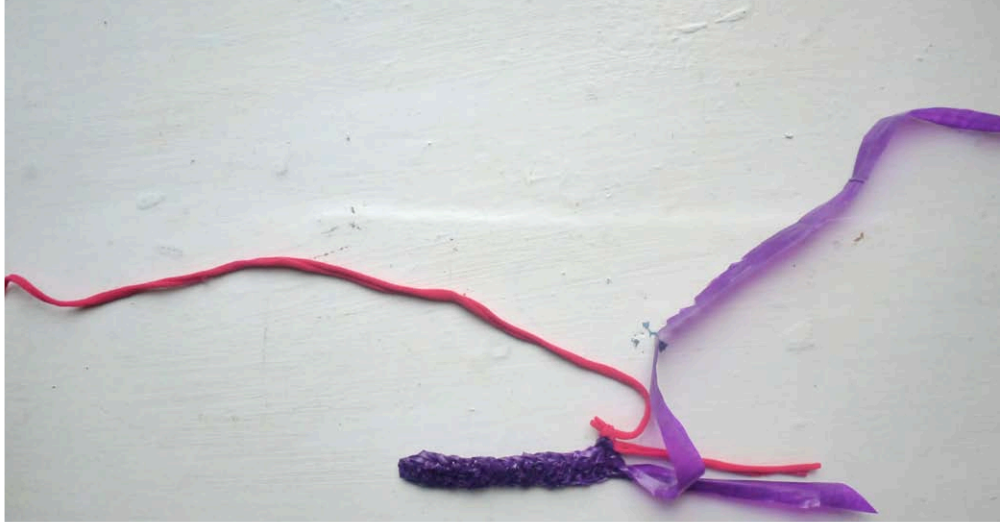
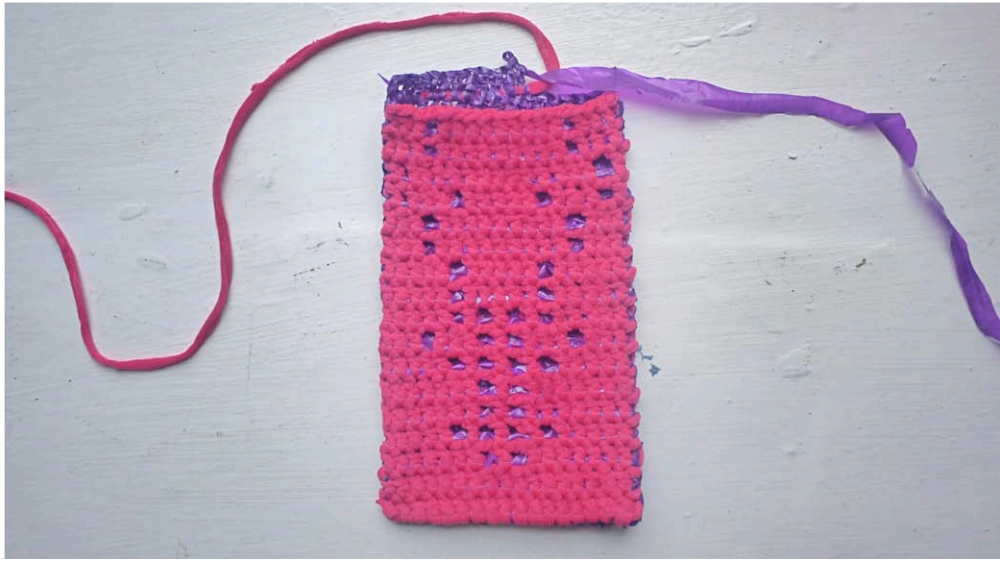
Crochet stop motion *[re] craft 2013*

Crochet stop motion movie created for the exhibition [re] craft to inspire the public to crochet iPhone cases using shredded plastic bags & tights. Step by step instructions published in the book "[re] craft - designs to make at home from waste" launched with the exhibition opening in Dalslands Konstmuseum, Sweden, in July that went on to Design Junction in September, part of the London Design Festival. *Stop motion still.*





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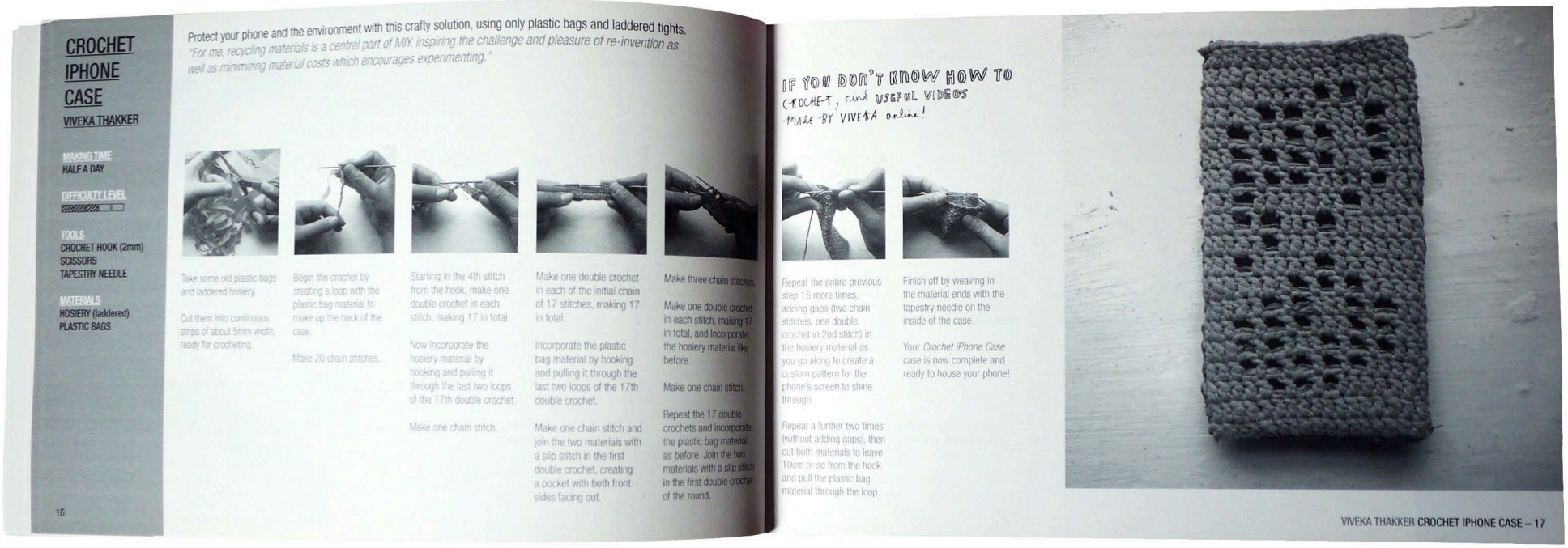

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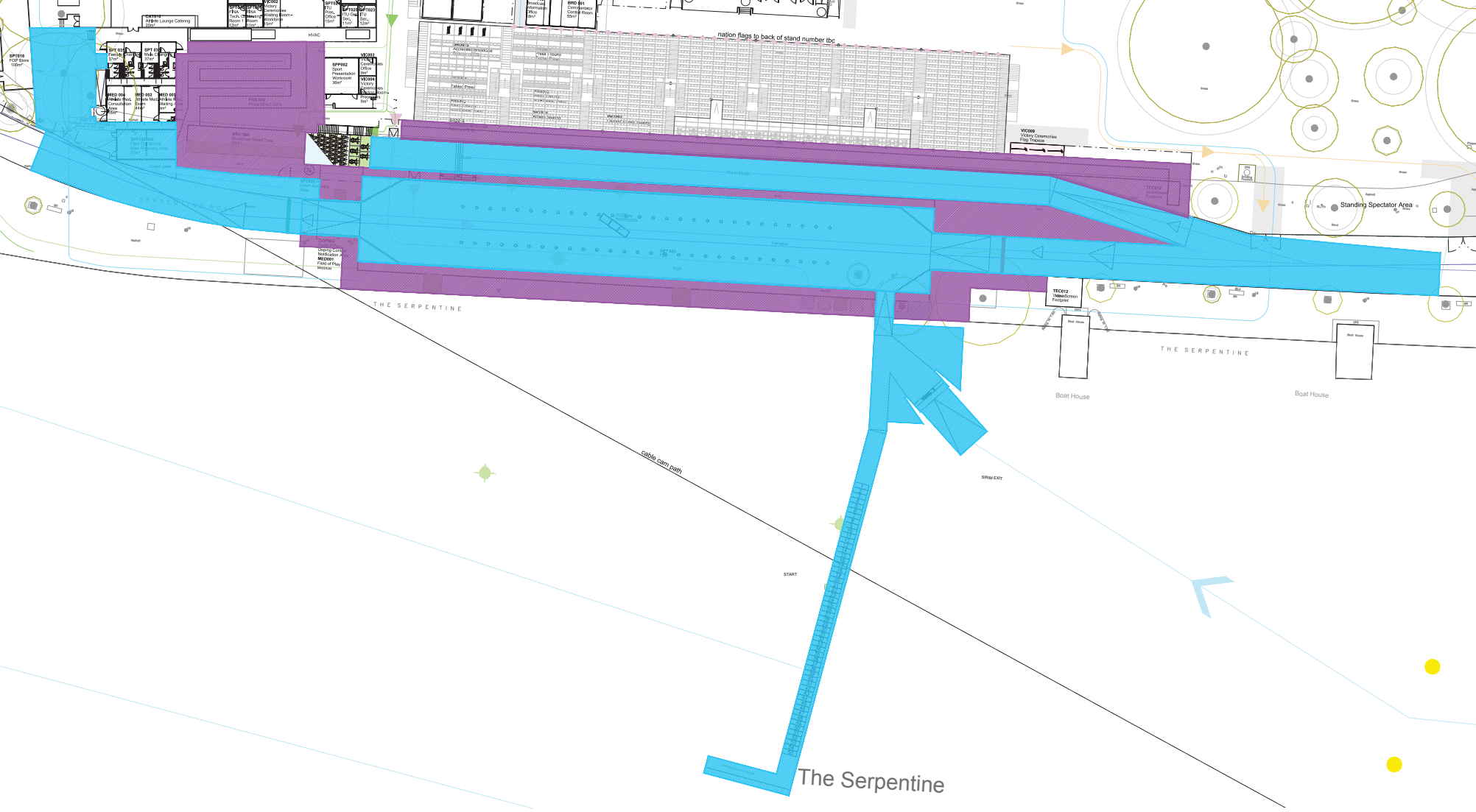

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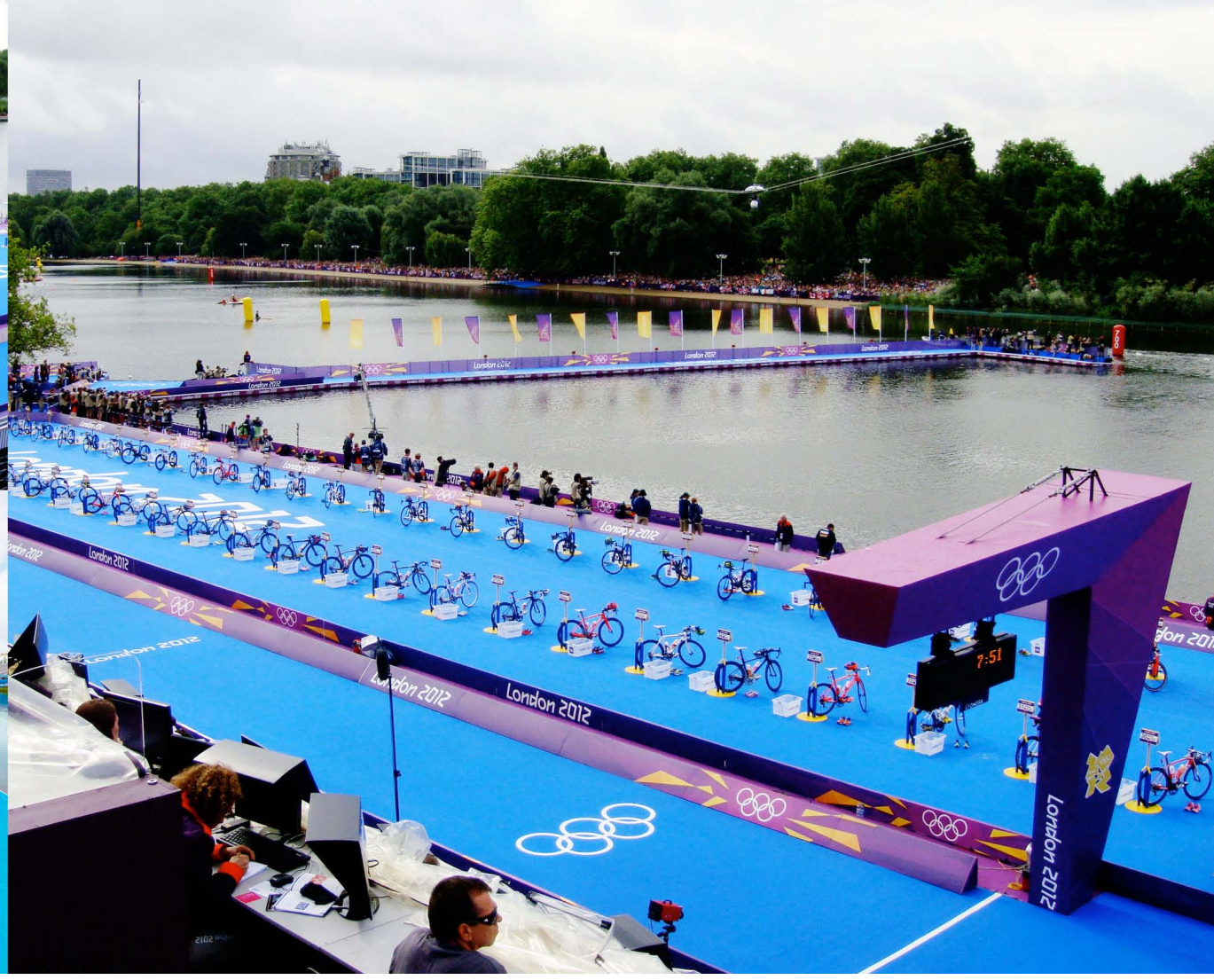
Triathlon soft fit out, Hyde Park, London 2012 Olympic and Paralympic Games *GES 2012*

GES supplied soft fit outs, such as vinyl carpet and low and high walling, for 26 of the London 2012 Olympic and Paralympic venues. The soft fit out plans were generated as overlays on the venue drawings based on LOCOG specifications, some venues with up to 4 different modes. The data extracted from these plans were used to estimate material quantities as well as to determine the final reconciliation figures. *Mode 1 soft fit out plan.*



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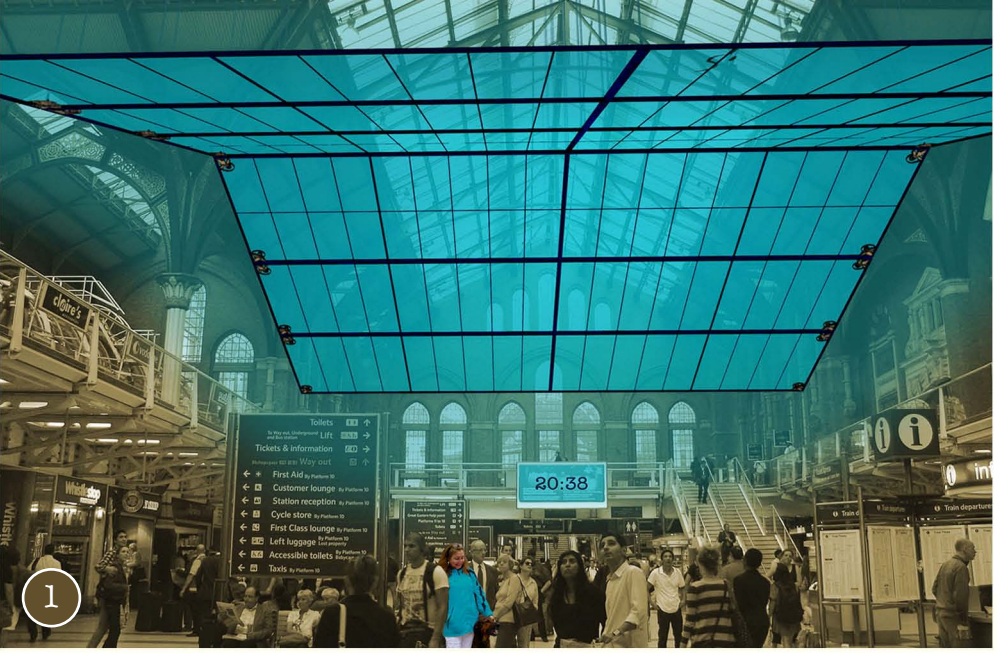
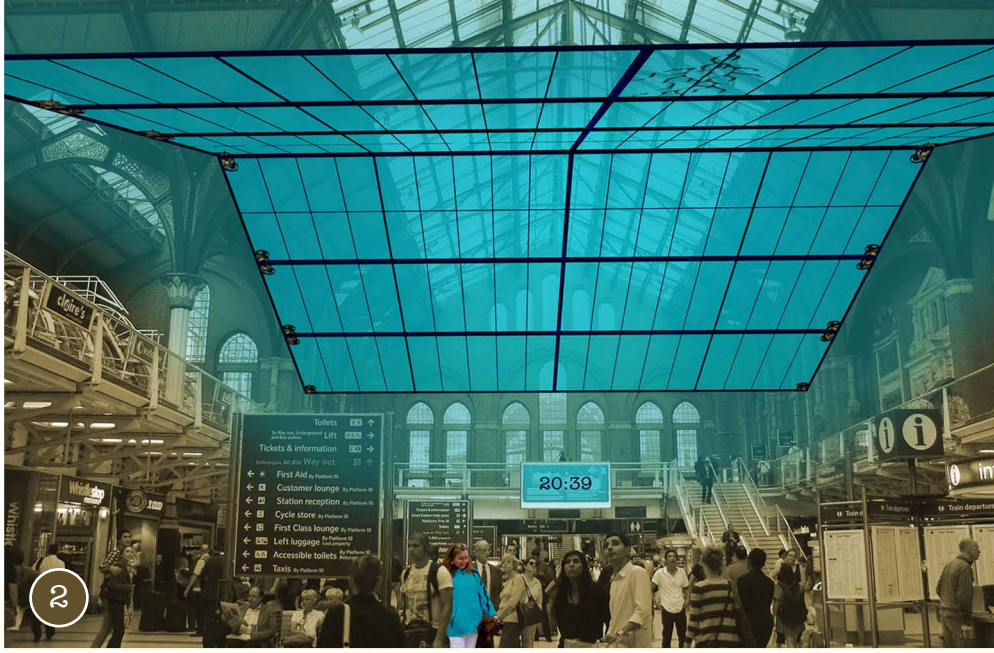
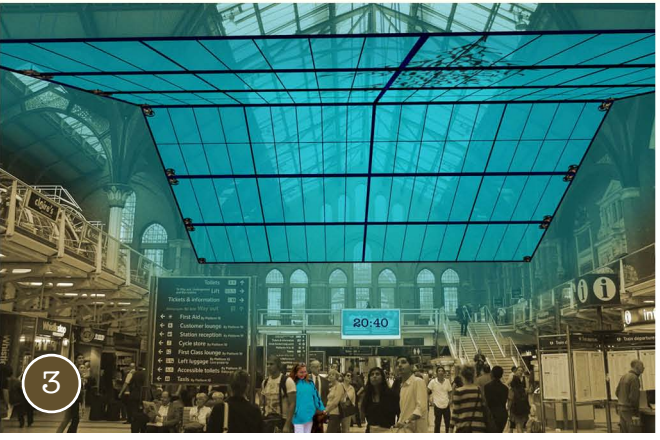
Introducing the public to Chaos *MA Interior Design 2011: Major Project*

Responding to the research question "How the public space of Liverpool Street Station becomes more inclusive through visualizing the generation of fractal curves based on the spatial use of the station" I developed a code and a design proposal for a responsive fractal generator. Consisting of plexi panels suspended from the ceiling, creating two angled surfaces on which the generation of fractal trees are projected, the installation shows each step of the iterated (growing) shape, responding to the public use of the station. This is a live example of how fractals can be used to describe patterns occurring naturally (the "random" movements of a crowd) and also of how small changes in the initial variables of a system will generate varying outcomes. *Rendered visual (photomontage)* & *fractal pattern example.*







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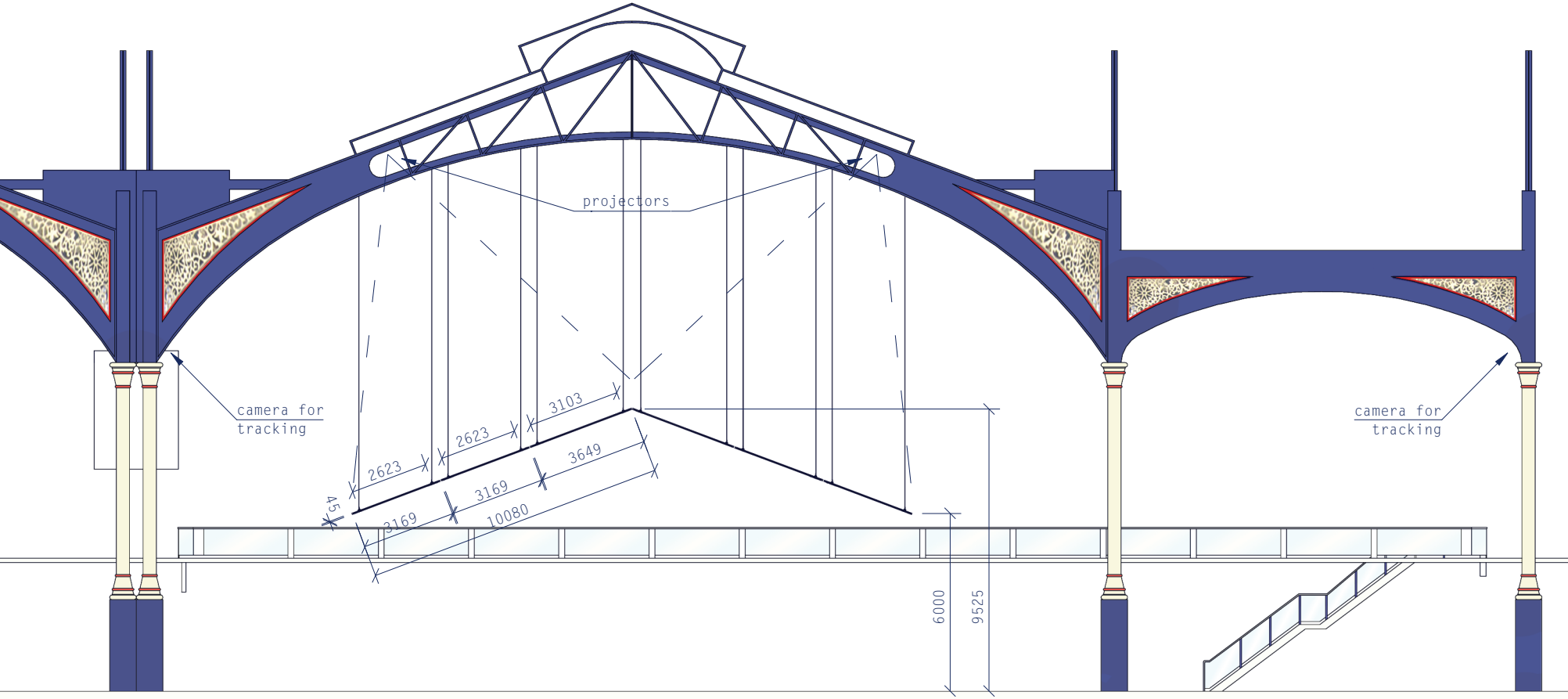

section B-B

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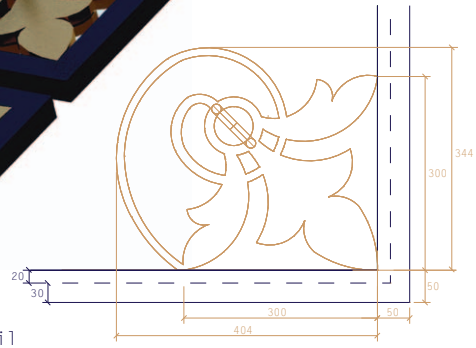
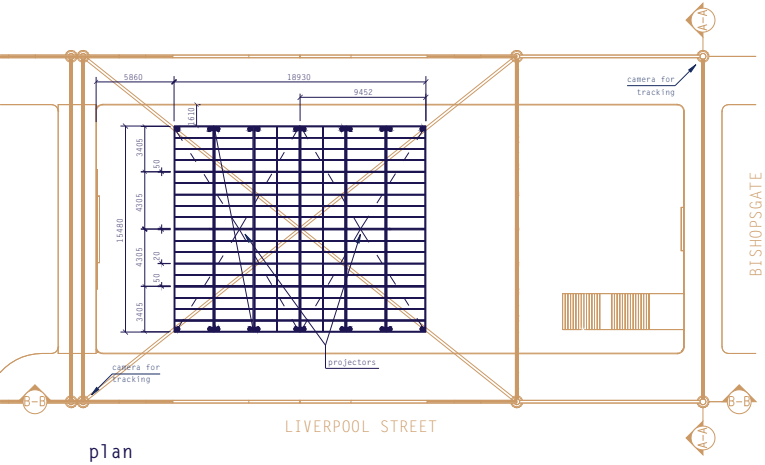
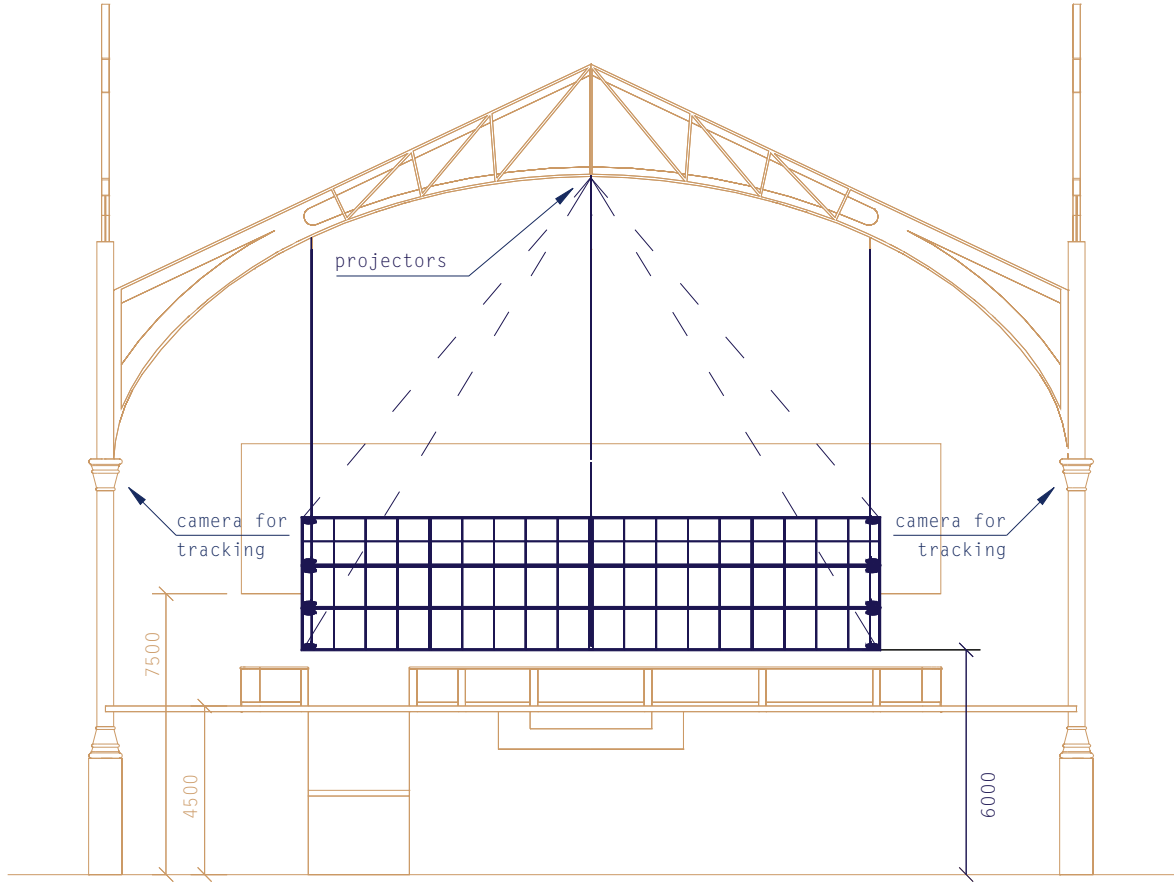


frame corner detail



plan



section A-A

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Awareness plates *based on brief inspired by Alma Leather, MA Interior Design 2011: Design for Production*

The objective of the module was to develop products considering how in our (sustainable) society of today we should own less but with more value. This project offered me a double challenge, not only as a designer but also as a vegetarian. The awareness plates uses layers of off-cut leather and second hand plates to create a plate for serving meat that clearly portrays the origin of what is being served on it. Every plate has a brand imitating the burn marks found on leather, put on the animal it is originated from, that says 2ND1965. 2ND meaning "second" and 1965 representing the first numbers of the letters position in the alphabet of the word "life". "Second life" illuminates the use of the off-cuts and the second hand plates. *Photographs.*

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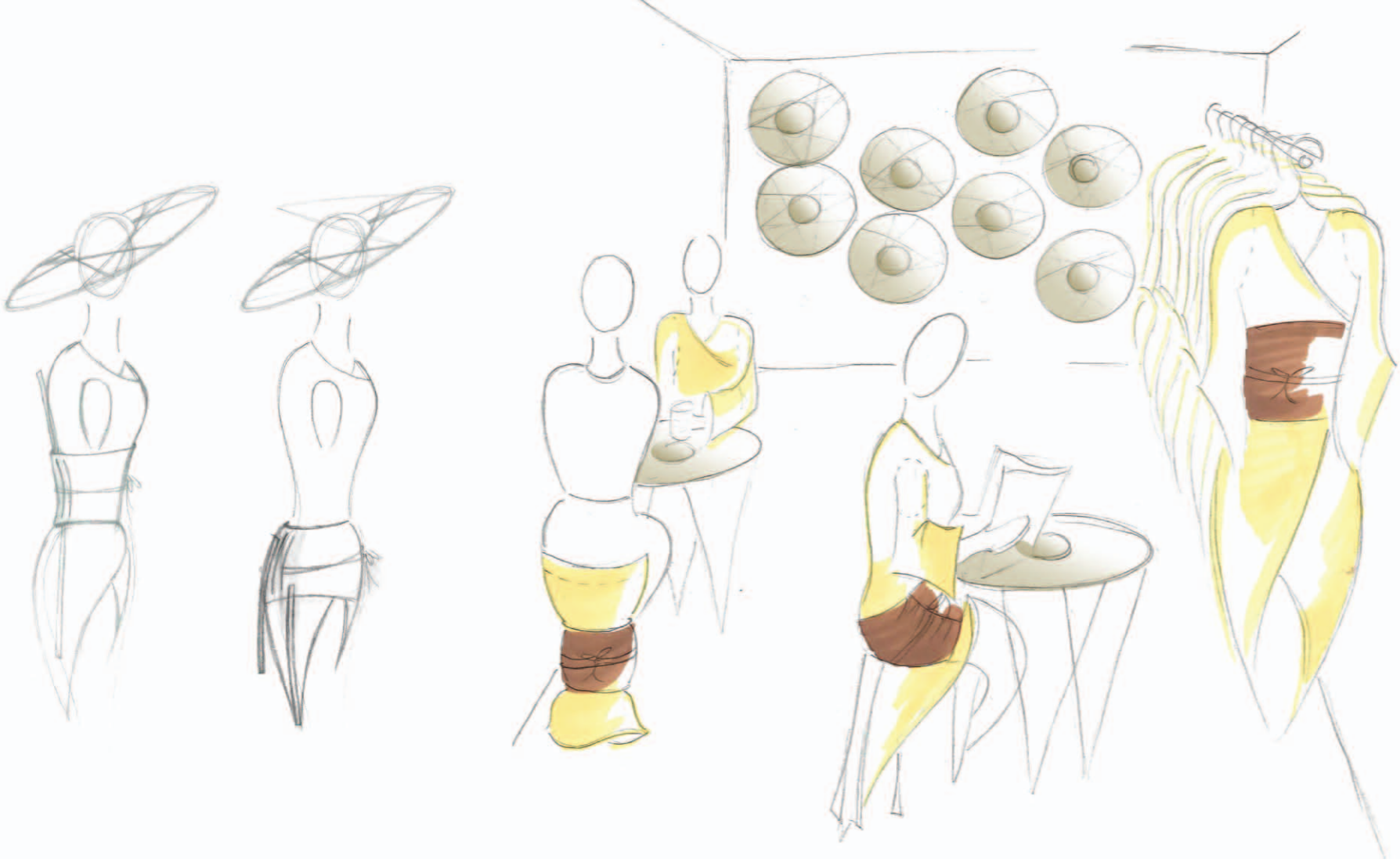

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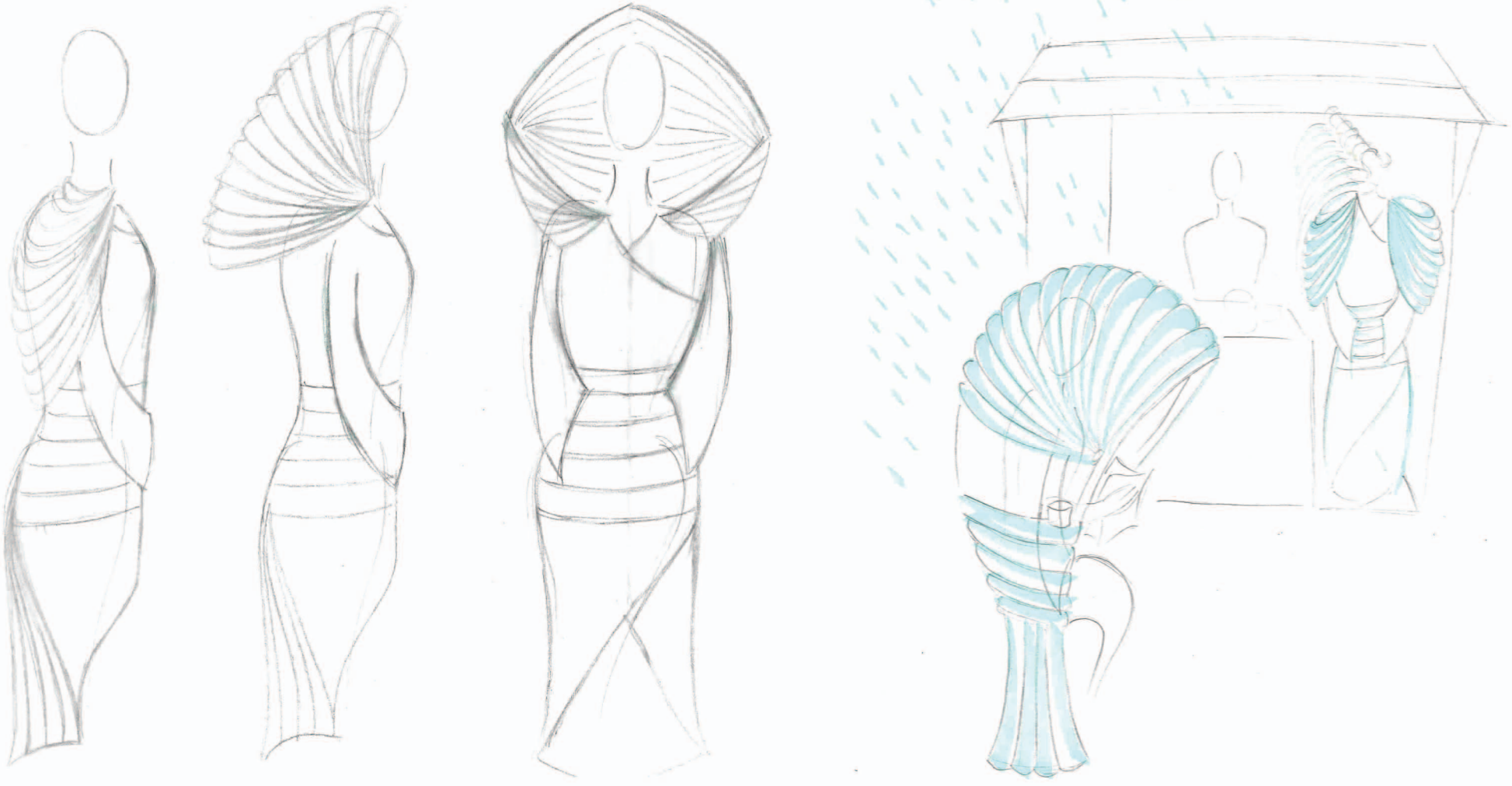
Wearable Space *primary research for "An exploration of adaptable space", MA Interior Design 2011: Exploring Practise*
This concept started out as an exploration of using wearable interiors/"outeriors" to create pop-up cafés that would not require any fixed furniture. Wearing such a garment would allow its user to create their own space wherever they go, it would become an oasis for the private person in the busy metropolitan cities. Such a garmet would offer an alternate, mobile and adaptable lifestyle. The kimono wrap coat has 3 rods attached to the back that can be tied up as a back support while walking and folds out to form the base of a stool when the wearer sits down, the sturdy belt creating the seat. The triangles on top of the hat folds down when the hat is flipped upside down and turns it into a table. *Conceptual sketches.*



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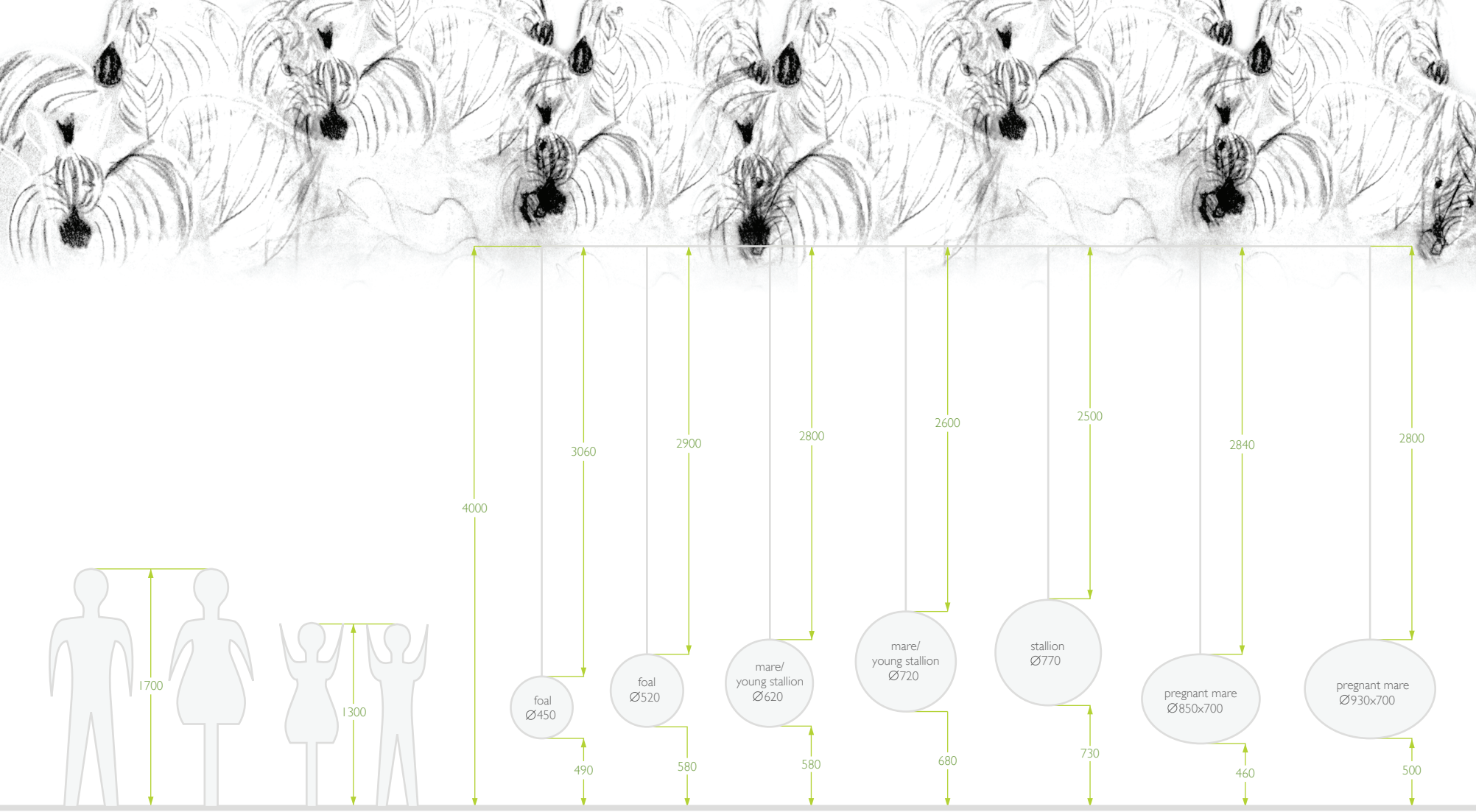
Artificial Zebra Herd *a research project investigating animal social structures, MA Interior Design 2010-11: 3D Design*
Zebras live in families of 15-20 animals which unite in big herds for better protection from predators. The aim of this project was to create an artificial herd offering that safe feeling to humans. As zebras are grazing animals, the artificial herd needs to be mobile and suitable sites are parks, fields and urban public spaces. Using the average zebra shoulder height and an image survey, the different herd individuals bellies and their position in space was estimated, and a whole herd assembled by inflatable balls based on these dimensions. Each ball has a sensor measuring the air pressure inside, activating a motor pulling the ball up as the air is compressed by the pressure of the crowd, leaving a herd created by humans being close to each other. *Rendered visuals (stills from animation): possible scenario.*



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Crochet Heels *entry for Dune's Shoe Is Art competition 2010*
Dune encouraged different art forms to represent the shoe and I saw a chance to experiment with crochet sculpting using recycled material. I crocheted a high heeled shoe out of ripped Sainsbury´s bags and created a mixed media inside to keep the shoe in shape. *Photograph.*

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Dental Future Café *Stockholmsmässan 2009*

The brief was to create a bar/cafe/poster area for an international dental congress. The posters were to present future dental technology, why the whole area were to look contemporary and futuristic. This got me thinking about 80´s Sci Fi with spaceships and geometric patterns in bright colors. Signs in shape of spaceships were suspended from the ceiling in angles as they were heading off into outer space. The bars were constructed out of opaque perspex, with tube lights inside to make them glow a cold bluish light. A geometric pattern of triangles spread out over the whole area to keep it all together. *Photograph.*

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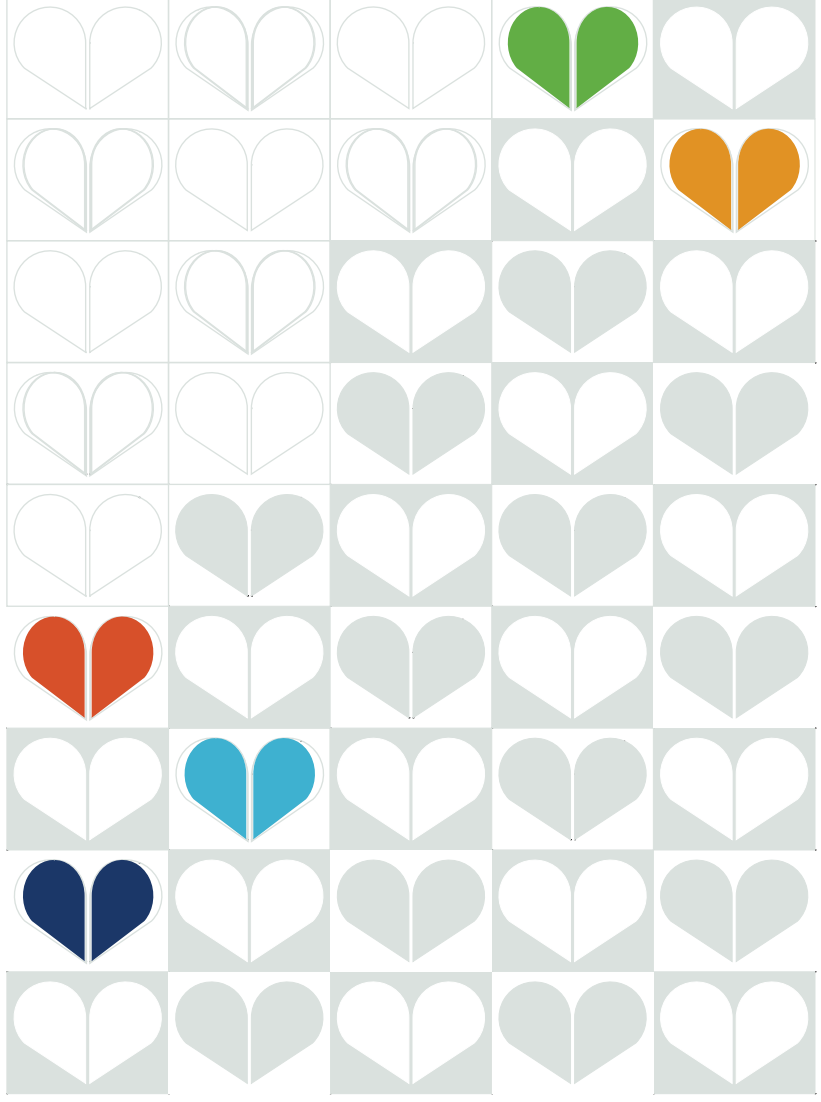
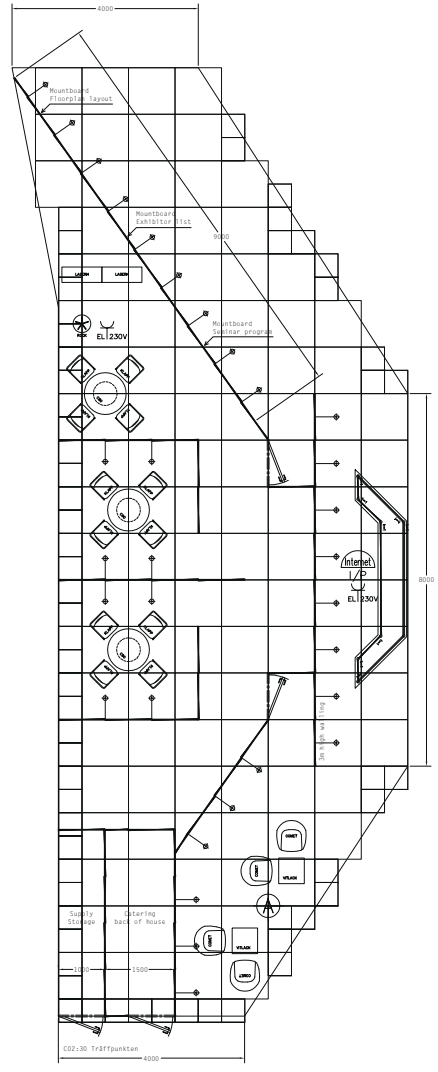
Träffpunkten *Stockholmsmässan 2010*
The brief was to create a meeting and information point for the visitors of a health and fitness fair. As the theme of the fair was Passion, I created a white and grey heart patterned wallpaper with bright colored fold out hearts, every color representing a different field within the subject of health and fitness. *Photograph.*





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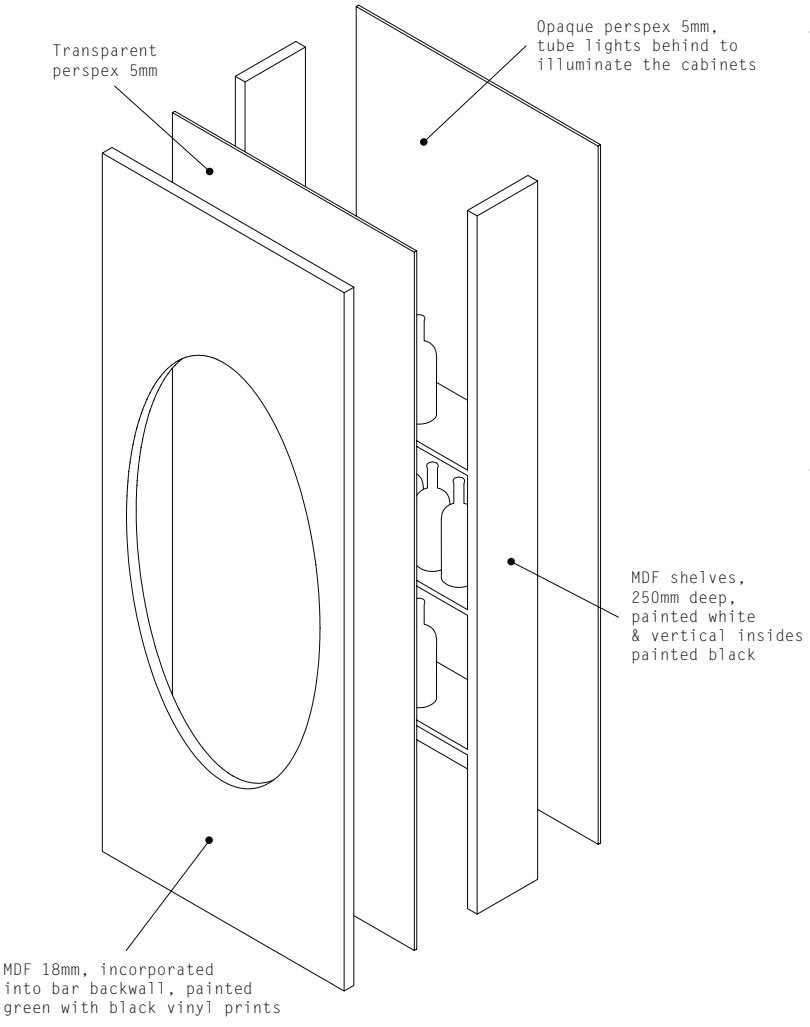
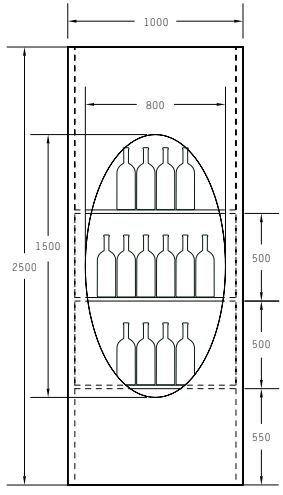
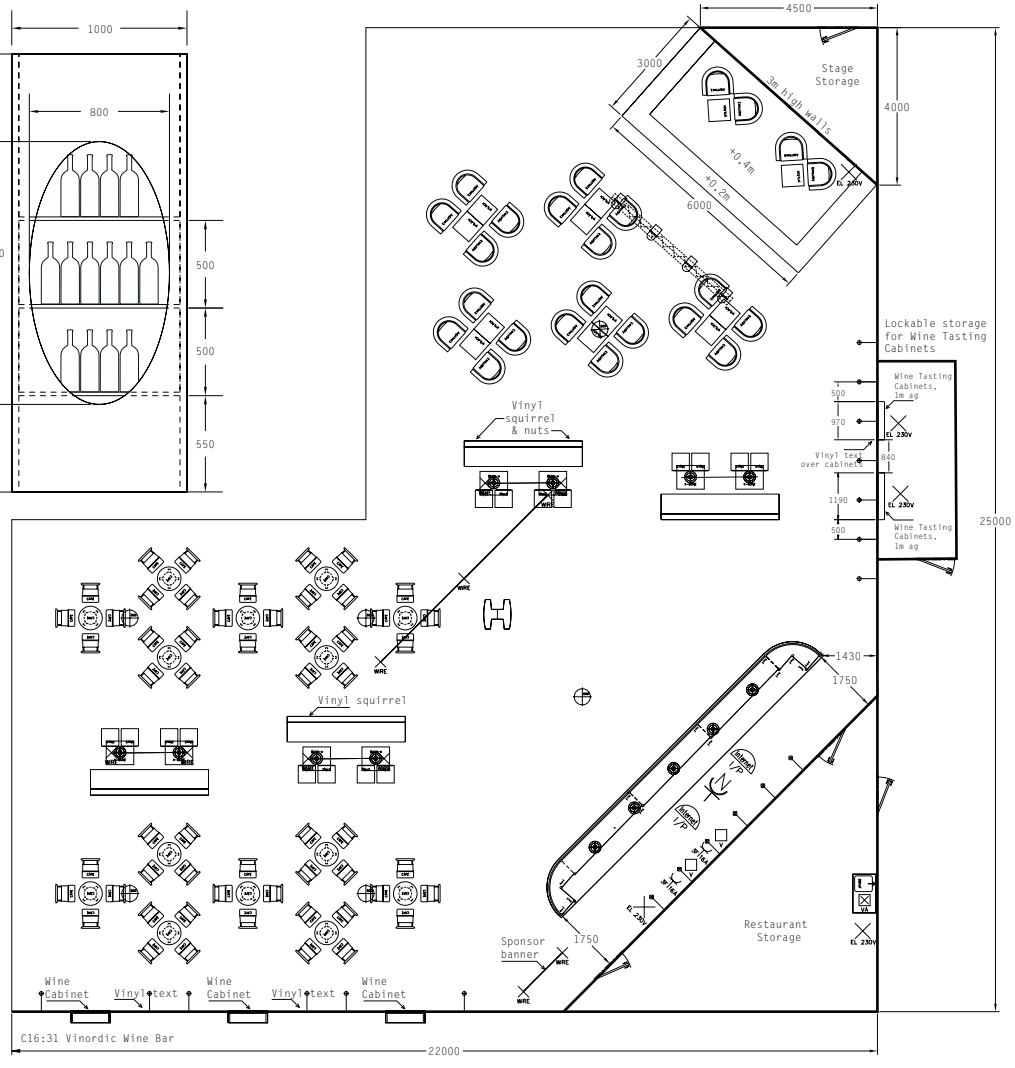
Vinordic Wine Bar *Stockholmsmässan 2008*

The brief was to create a space where Vinordic´s visitors could see and taste the wines competing in the Vinordic Wine Challenge. I wanted to combine the bright colors of spring with the classical elegance associated with fine wines using "baroccan" style silhouettes.. The main feature of the overall design is the three backlit wine cabinets. Through a clever choice of materials and methods of construction, I was able to create an eye catching, custom made solution to display the winning wines while staying within the set budget. *Photograph.*







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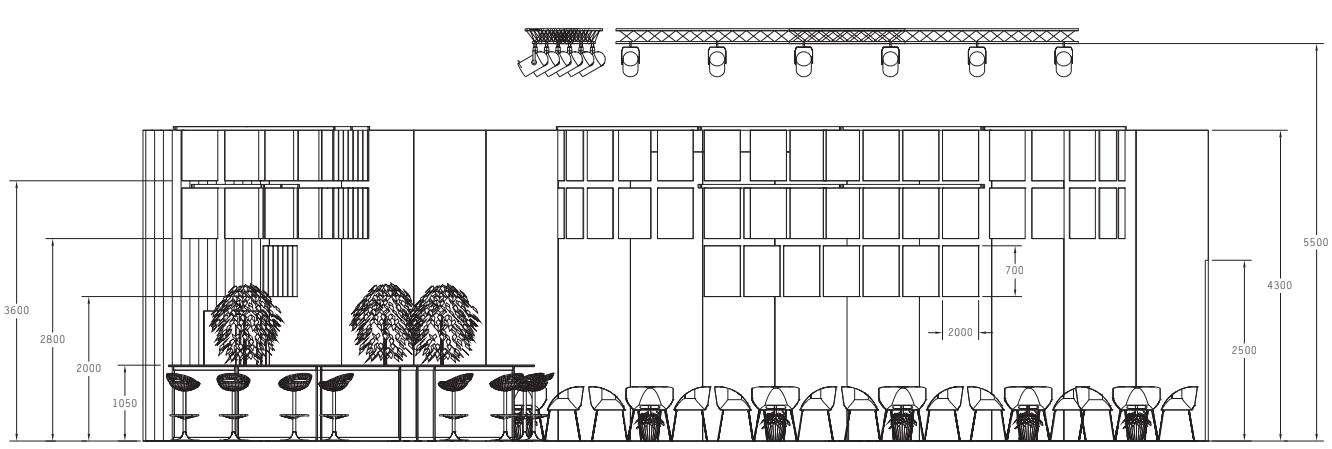
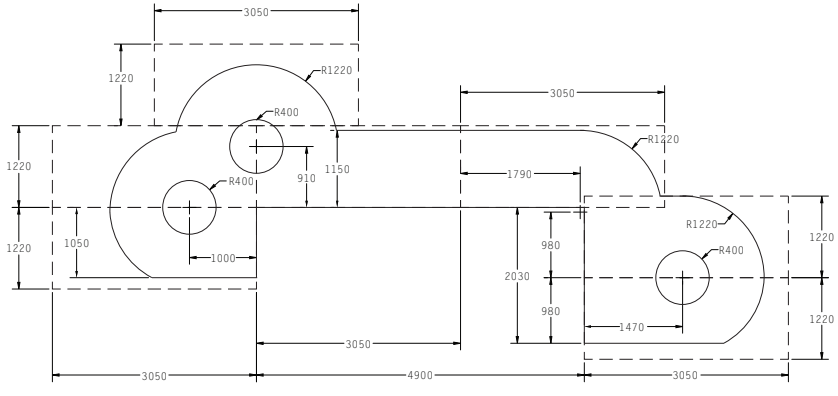
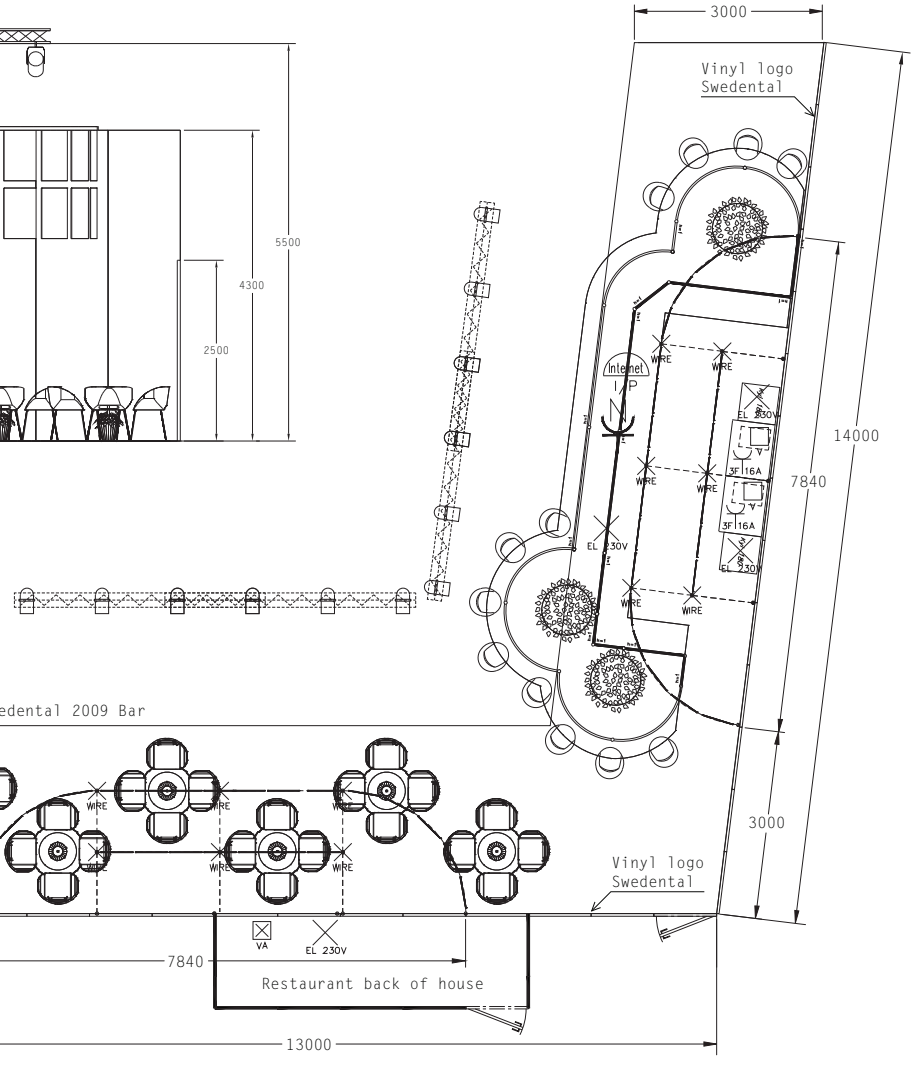
Swedental Bar *Stockholmsmässan 2008*
The brief was to create an advertisement for the Swedish dental congress Swedental in 2009 by building a bright, prominent bar at the international dental congress FDI in 2008. The Swedental logo inspired the colors and the round shapes used throughout the whole space and the opaque plexi rectangels were suspended and illuminated to make the bar stand out in the exhibition. *Photograph.*







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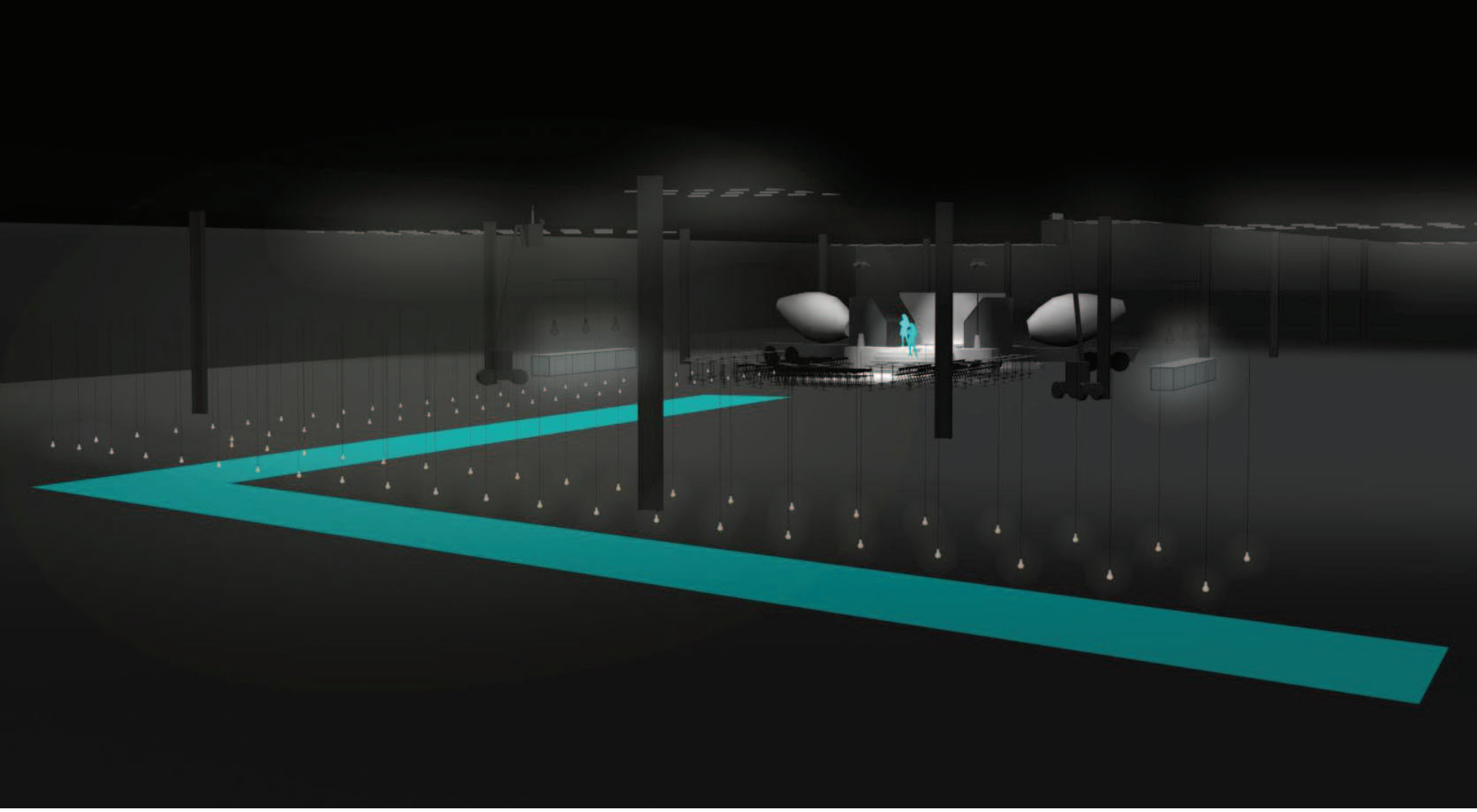

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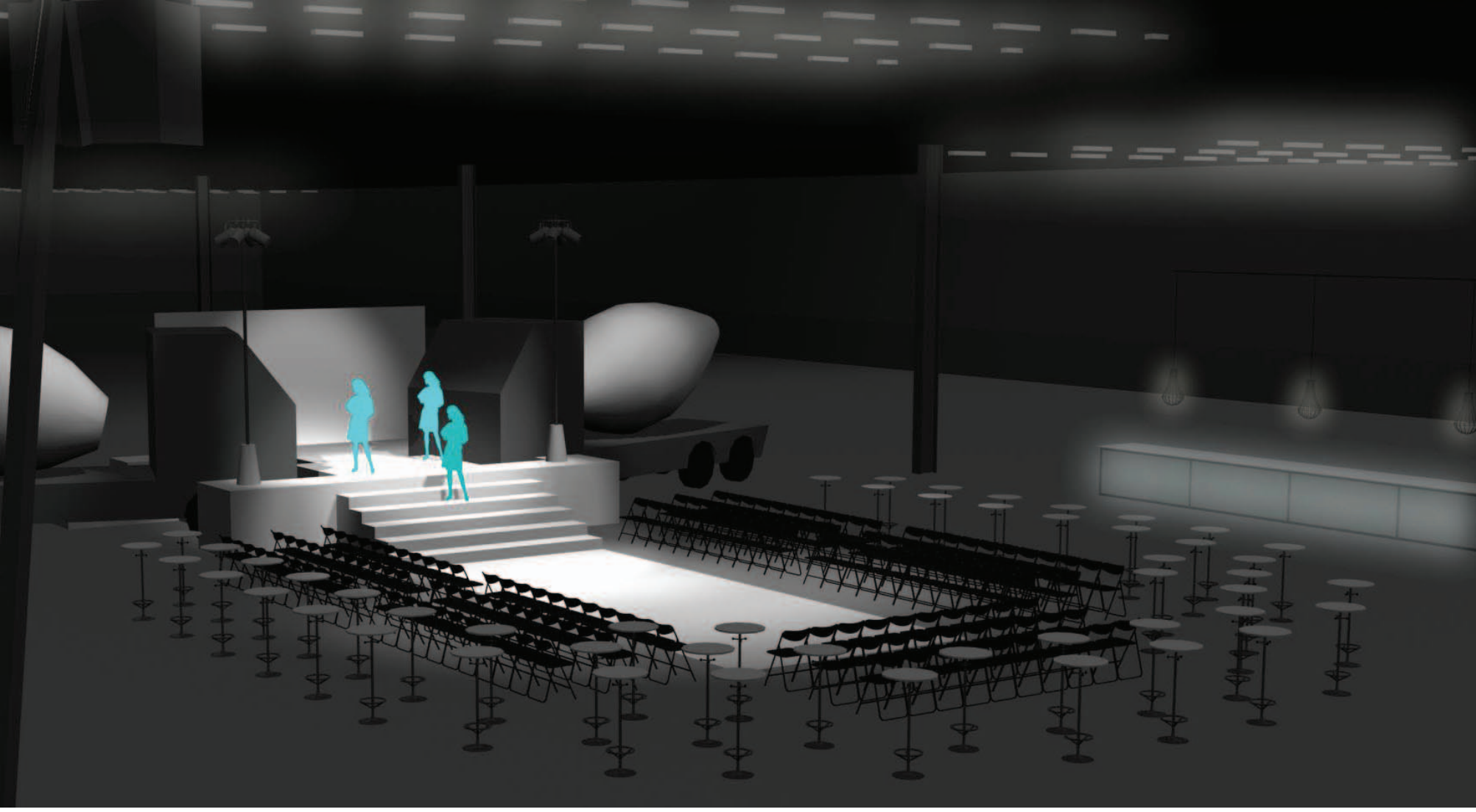
Concrete Fashion Show *Stockholmsmässan 2007*

The brief was to create a catwalk for models to display products made out of concrete as well as integrate a selection of these products into event design and demonstrating the size of the hall housing the event. The visitors were to be led along the blue carpet lined with suspended contrete light bulbs to the lit up catwalk with churning cement trucks and drink tables with barb wire chandeliers, the surrounding pressing darkness enhancing the vast space offered by the hall. *Rendered visual.*



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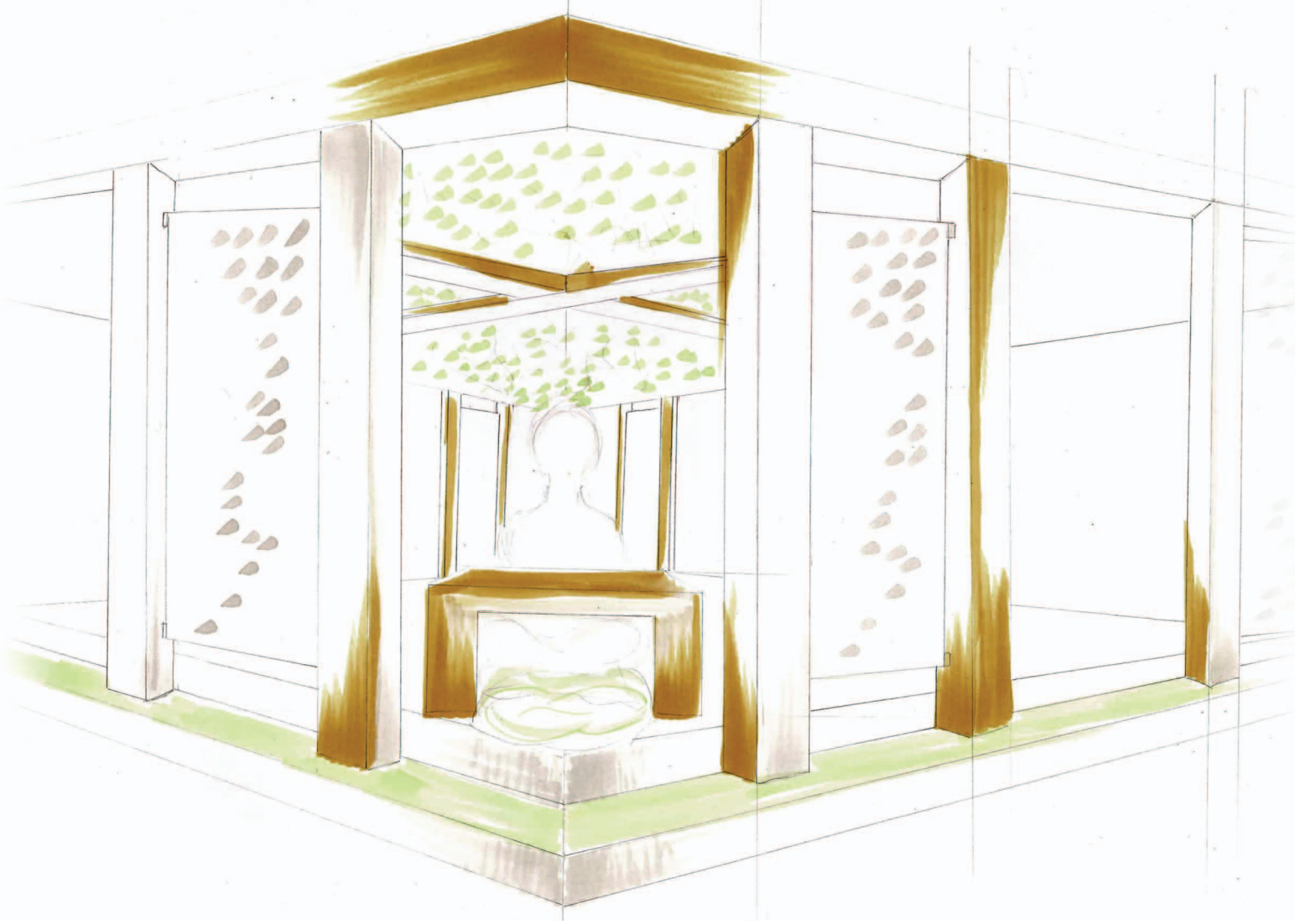

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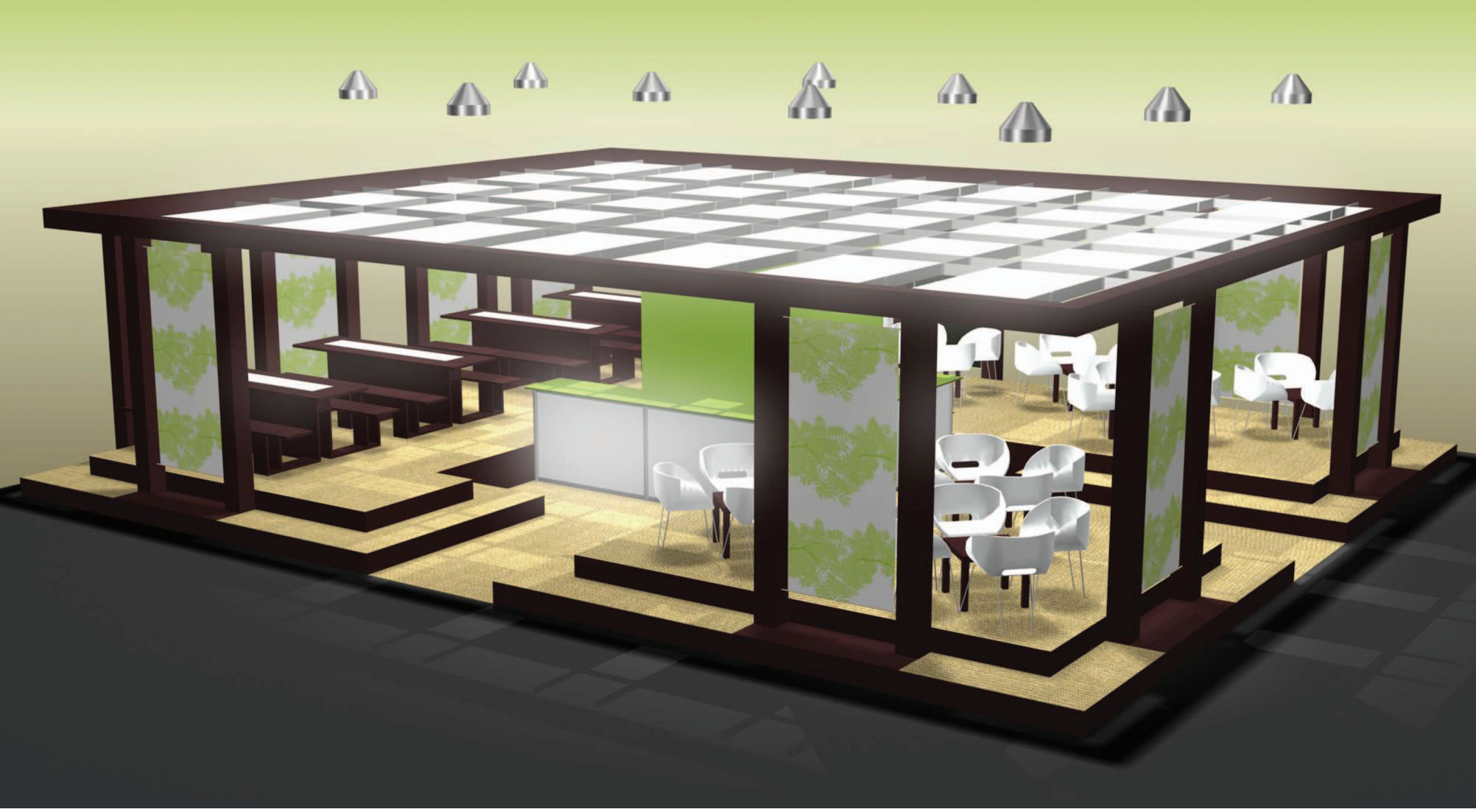
ERS Café *Stockholmsmässan 2007*

The brief was to create an oasis in a pharmaceutical exhibition and congress in the form of a café, a place for the visitors to take a break and just relax. In my initial proposal for this café I used leafy patterned textiles, dark solid wood beams, light furniture mixed with robust benches and subtle lighting through a soft textile ceiling to create a soothing environment sheltered from the busy exhibition outside. As this was my first major assignment at Stockholmsmässan, I still did not have a fully realistic sense of production costs, why this design had to be altered to match the budget.
Conceptual sketch - initial design proposal.



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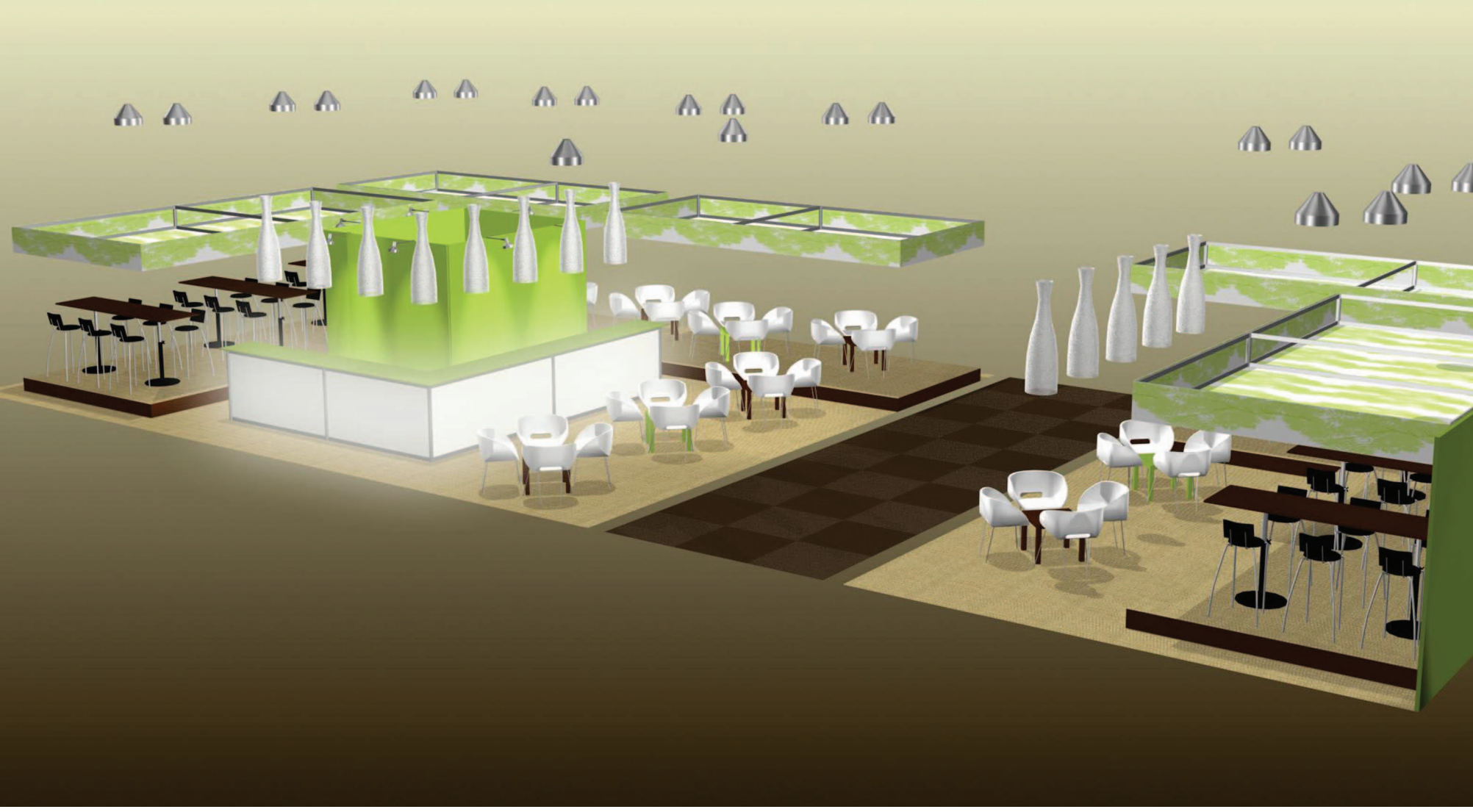

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Jonglys and Move! *BSc Mechanical Engineering (Innovation and Design) 2006: Degree Project*
Myself and a fellow contemporary collaborated to finish our degree project titled "Design of toy that facilitates children's motion". The brief was to incorporate the characters of the company Skoj Å Bus´s logo into toys, made mainly by natural materials that would keep children in motion. The two final concepts to be developed into prototypes were the juggling balls Jonglys and the game Move! Jonglys leather is entirely made out of natural materials and Move! allows the children to become the main characters of the game moving through a flexible game pad using different motions displayed on giant inflatable dices. *Photographs & sketches.*

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Saknaden *Ice Sculpture Event, Södertälje 2006*
Established artists as well as students were invited to create ice sculptures for two days as part of a community event. Me and two university mates collaborated to carve out the imprint of a giant teardrop in an ice block, representing the missing of someone lost. The ice was a wonderful material to work with and I still feel very lucky to have gotten the opportunity to try ice sculpting and am hoping I will get another chance soon. *Photographs.*