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portfolio

Monki is a purpose driven brand that aims to empower young women to empower the world. Monki's store concept vision is to co-create circular, value driven store formats that build strong relations with our community in environments exploring the imaginative Monkiworld. Shared open store projects are developed together with my team & concepts by myself. *Captions from top left to bottom right.*

Entrance installation concept 2023 (1-3) Pillars and ceiling clad in recycled PET felt creating sculptural feminine shapes. *Render & AI generated images*

Pavillion, Kuala Lumpur 2022 (4-5) Dreamweavery dawn recycled plastic strips in sunrise shades inside a retained glass facade, framing the A-area. *Photos by Jayden Le Duc*

Drottninggatan, Stockholm 2022 (6-7): Animated RGB logo, totem entrance installation made to be adapted over time, animated Globias over the escalators & Vulva mirror. *Photo by Fredrik Sweger*

Monkiverse concept 2022 (8): Rosehip river virtual world based on 3D objects created by female artists for the "Monkiverse" campaign. *Render from walkthrough animation*

Europolis, Moscow 2021 (9-10): Immersive swing in facade inspired by the "No filter" campaigns, inviting our customers to a body positive experience. *Figurine artwork & photo by Polina Poludkina*

Mall of the Netherlands, Leidschendam 2021 (11): Open, layered mall facade without glazing, a new and more circular approach to previous Onion city in the clouds arch facades. *Photo by Roza Schous*



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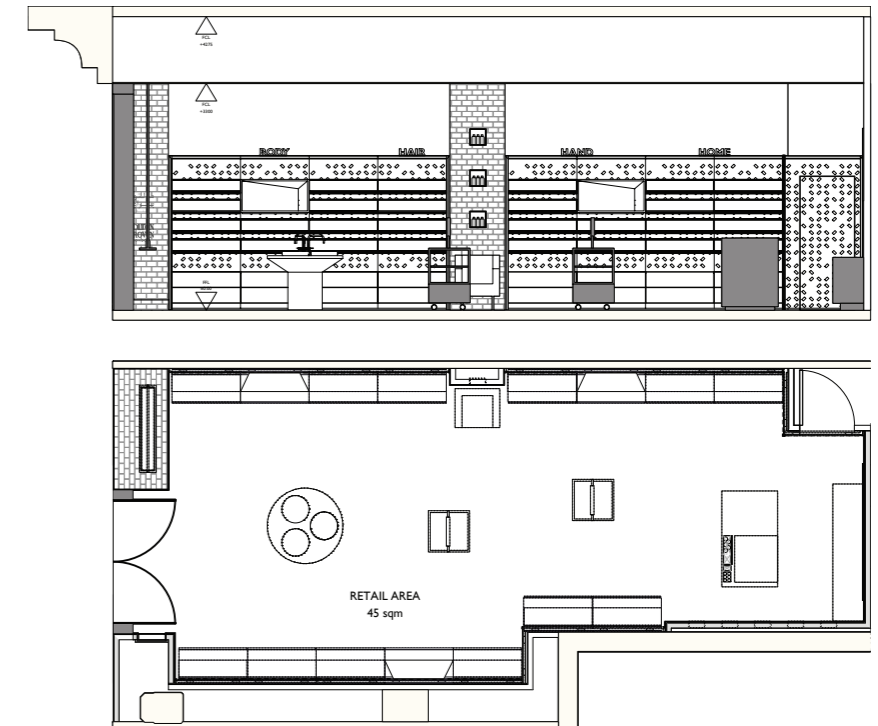
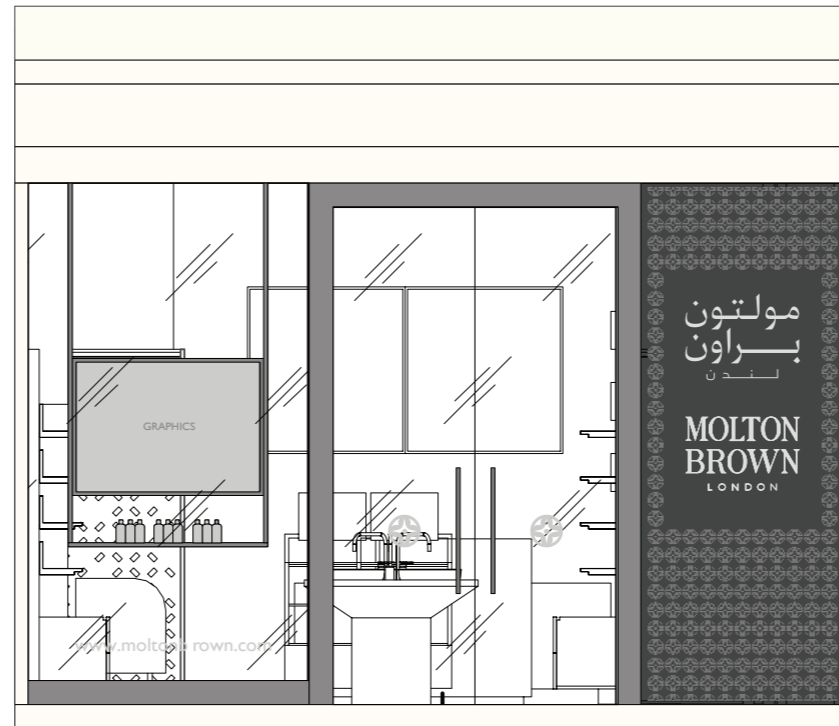
Karl-Johan, Oslo 2020 (1): Dreamweavery portable fitting room cabins wrapped in curtains from recycled fabric, drastically reducing installation time and material weight. *Render*

Rue de Provence, Paris 2019 (2-3): Sunrise ceiling features with crowd-sourced copy relating to the "All the feels" campaign" to brighten up a store with a low ceiling. *Photos by Fredrik Sweger*

Meir, Antwerp 2017 (4): Lounge carousel sprouting cell phone chargers from the seat providing a resting spot for our customers. *Photo by Fredrik Sweger*

Metropolis, Moscow 2017 (5): One of the first Onion city in the clouds arch facade. *Photo by Anna Mikheeva*

Kungsgatan, Stockholm 2015 (6-7). Peacock fields shoe department & Bazaar table with bento trays creating a flexible display for homewear, accessories and make-up. *Photos by Fredrik Sweger*



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Molton Brown is a luxury bodycare brand with a proud English heritage. Derived from one store concept, each location differs in how it responds to site specific requirements & local market expectations which becomes visible in facade and interior details. Shared projects are developed & driven by myself. *Captions below from top left to bottom right.*

Grafton Street, Dublin 2014 (1): A new flag ship location with a new custom built out tiled shop front with push through illuminated signage, creating a strong high street presence. *Render*

Coex Mall, Seoul 2014 (2): Proposal for Interior of potential new flagship store in Seoul. *Render.*

High Street, Guildford 2014 (3-4): Re-decorated listed facade with non-illuminated signage & new illuminated shelf to enhance the basic wall panel in a cost efficient way. *Photo of opened store by myself.*

Al Rashid Mall, Saudi Arabia 2014 (5-6): Proposal for a new store which 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 inspired by the packaging for the Oudh accord & gold fragrance. *Store Front Elevation, Section & Plan.*



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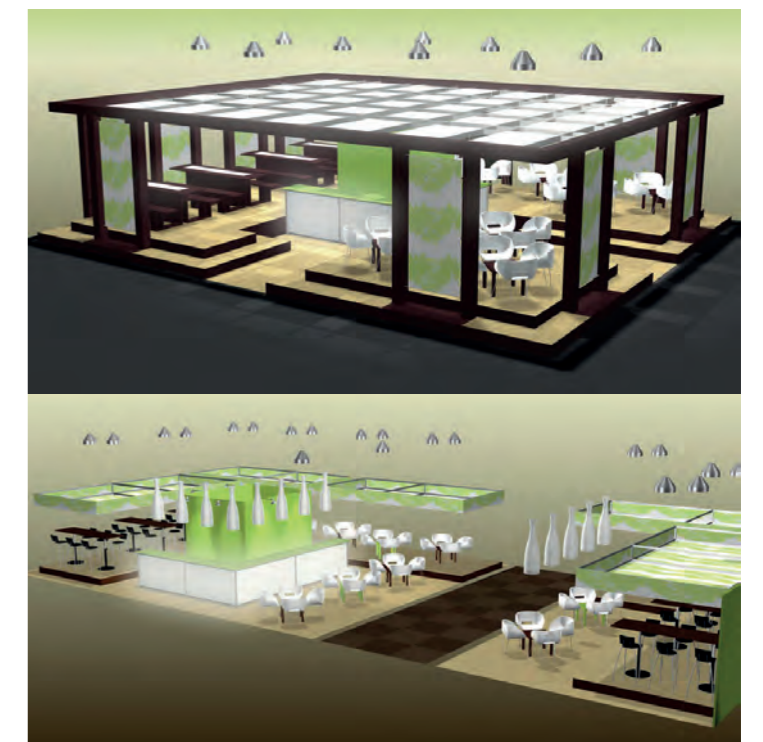
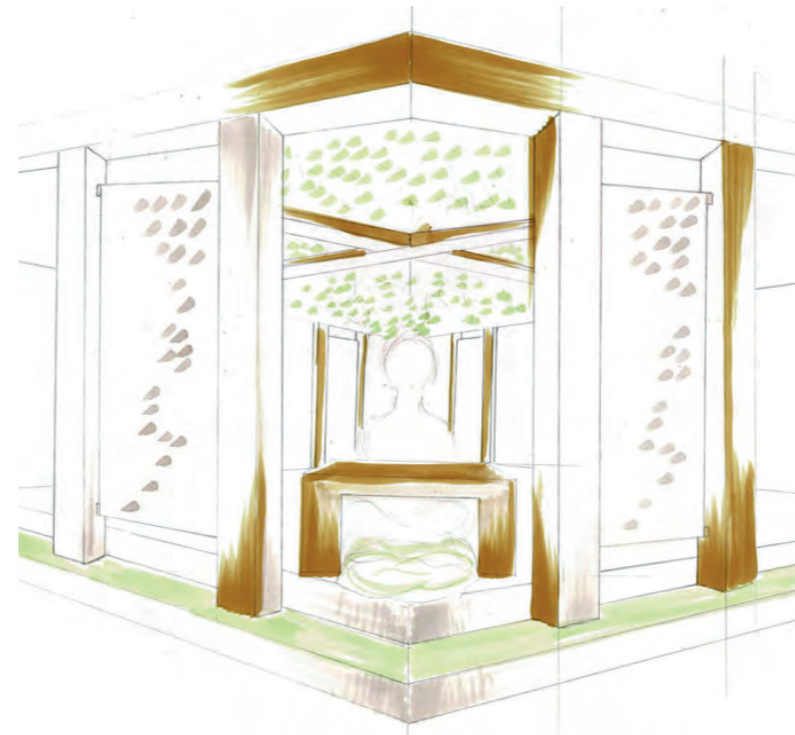
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Awareness plates was developed responding to a brief by Alma Leather as part of Design for Production Module, MA Interior Design 2011.

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.

I sourced leather pieces from offcuts in Almas factory, plates from variuos second hand shops and learned how to use a veneer press to create the Awareness plates. *Photos by myself.*



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Stockholmsmässan is the biggest exhibition centre in the Nordics and arranges exhibitions, congresses and other events. Me and my colleague were responsible for designing all spaces provided by Stockholmsmässan during the events, such as cafés, lounges, stages etc. Shared projects are designed & driven by myself. *Captions from top left to bottom right.*

Dental Future Café 2009 (1-2): The brief was to highlight and frame a futuristic café and poster exhibition presenting future dental technology so I brought in 80's inspired Sci-Fi shapes in form of tilted spaceships and triangular patterns spreading out in bright colors contrasting to the cold tube lights and black walls. The bars and signs were constructed from standard parts of our aluminium and perspex system which kept costs down.

Swedental Bar 2008 (3): The brief was to create a prominent bar to advertise next years congress. The Swedental logo inspired the colors and round shapes and the perspex rectangles created a big bright smile.

Vinordic Wine Bar 2008 (4): The brief was to create a space where visitors could see and taste competing wines. I designed a backlit cabinet display built using standard parts and framed them with baroque silhouettes.

ERS café 2007 (5-7): The brief was to create an oasis in an exhibition in the form of a café. In my initial proposal, I wanted to create a soothing and sheltered space using leafy patterned textiles in both ceiling and walls held up by dark solid wood beams structure and tables with an integrated soft light. As this was my first event design project, I did not have a realistic sense of costs why the final design was simplified (bottom right image).