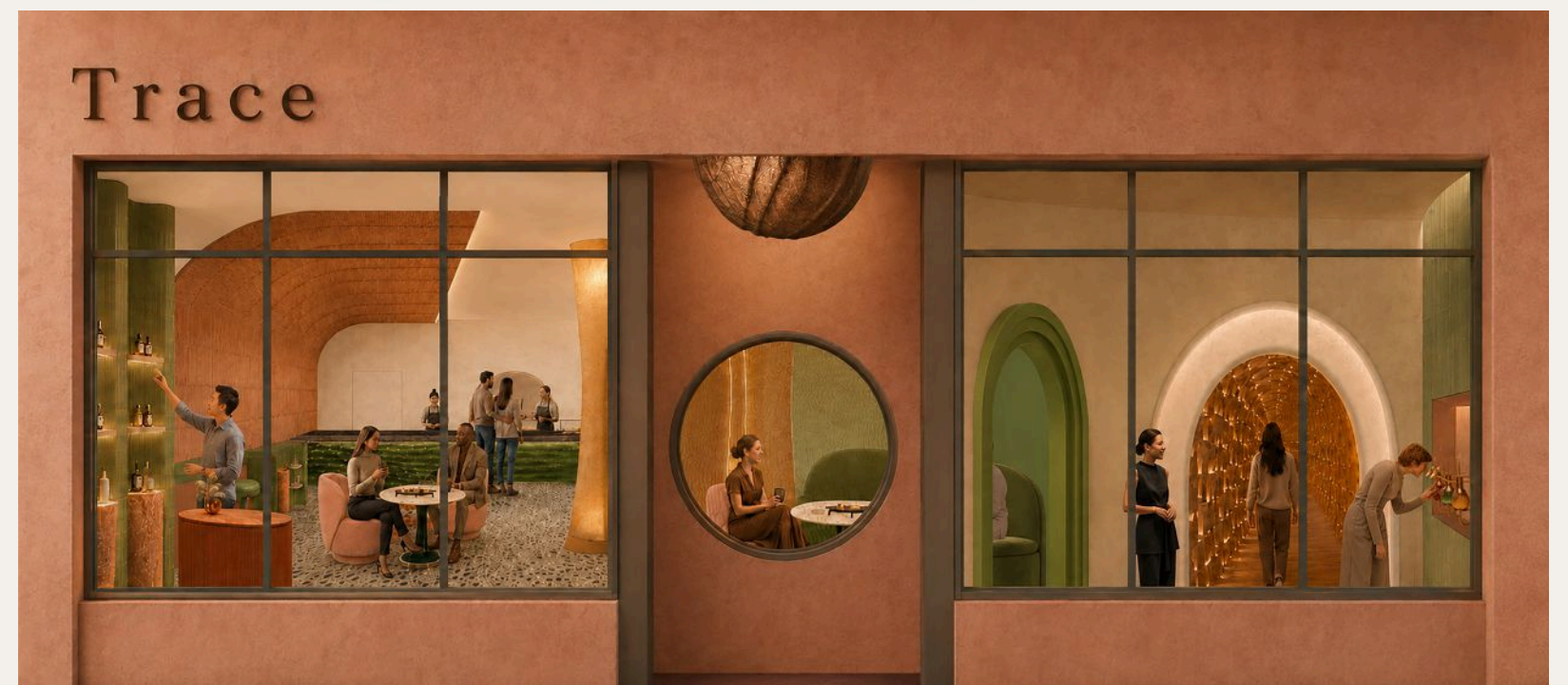


CARLY REDDIN

Interior design · hospitality · luxury interiors



Portfolio [2026]

SELECTED WORKS

Contents

Introduction · Resume	3 - 4
Trace <i>Scent-led hospitality and retail concept</i>	5 - 19
Hotel Core Vivu <i>Hospitality concept · Corsica</i> <i>Amore Vivu suite</i>	20 - 25
Godrich Interiors <i>Junior interior designer · London, UK</i>	26 - 28
The Veil <i>Experiential retail concept</i>	29 - 41
Production Design <i>Man vs. Bee · Netflix series</i> <i>Miele · Commercial campaign</i>	42 - 45
Contact	46



Interior designer with a background in production design, focused on hospitality, luxury residential and experiential retail interiors.

My work combines spatial planning, FF&E, material and lighting strategy, technical coordination and visual presentation, shaped by seventeen years designing built environments for film, television and commercial campaigns.

I hold an MA in Interior Design and Hospitality, with a particular interest in guest journeys, atmospheric interiors and considered detailing.

Contact

reddincarly@gmail.com

+1 548 255 4724

carlyreddin.com

Streetsville, ON

Experience

INTERIOR DESIGN

Junior Interior Designer

Godrich Interiors

London, UK · 2017

Supported high-end residential projects through measured drawings, elevations, millwork information, FF&E sourcing, material selection and client presentations.

PRODUCTION DESIGN

Production Designer

Projects across the UK and abroad · 2008 to 2025

Designed built environments for film, television and commercial projects through concept development, spatial planning, material direction, technical coordination and visual execution.

SELECTED CREDITS

The Stolen Girl (Disney+ · Hulu), The Gold (Paramount+), Man vs. Bee (Netflix), Top Boy (Netflix), Hanna (Amazon), and campaigns for American Express, Hyundai, and Miele.

Education

MA Interior Design and Hospitality

LABASAD, Barcelona School of Arts & Design

May 2025 · May 2026

Focus: hospitality-led interiors, spatial planning, material and lighting strategy, styling, and 3D visualisation

MA Production Design for Film and Television

National Film and Television School

September 2006 · June 2008

BA (Hons) Design for Film and Television

Nottingham Trent University

September 2002 · July 2005

Software & drawing

3D + DRAFTING

AutoCAD

Vectorworks

SketchUp

Cinema 4D

Corona Renderer

VISUALISATION + GRAPHICS

Adobe Creative Suite

Affinity Publisher

DRAWING

Black and white visuals

Hand drawn technical drawings



TRACE

PROJECT OVERVIEW

LABASAD MA Interior Design & Hospitality, 2026

Guests select a fragrance profile on arrival before moving through a compressed timber tunnel into a sequence of café, lounge, and curated retail space. The concept connects scent, taste, and spatial atmosphere, turning product discovery into a hosted interior experience.

program

- fragrance selection on arrival
- compressed timber tunnel
- central pairing bar
- lounge seating
- pairing alcove
- curated retail at exit

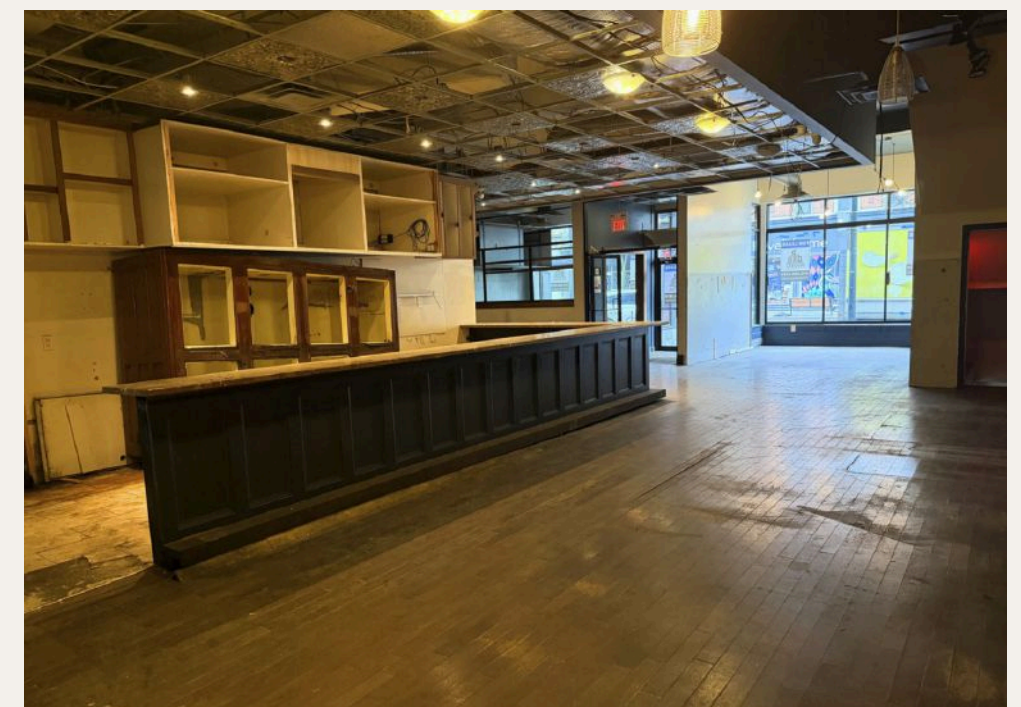
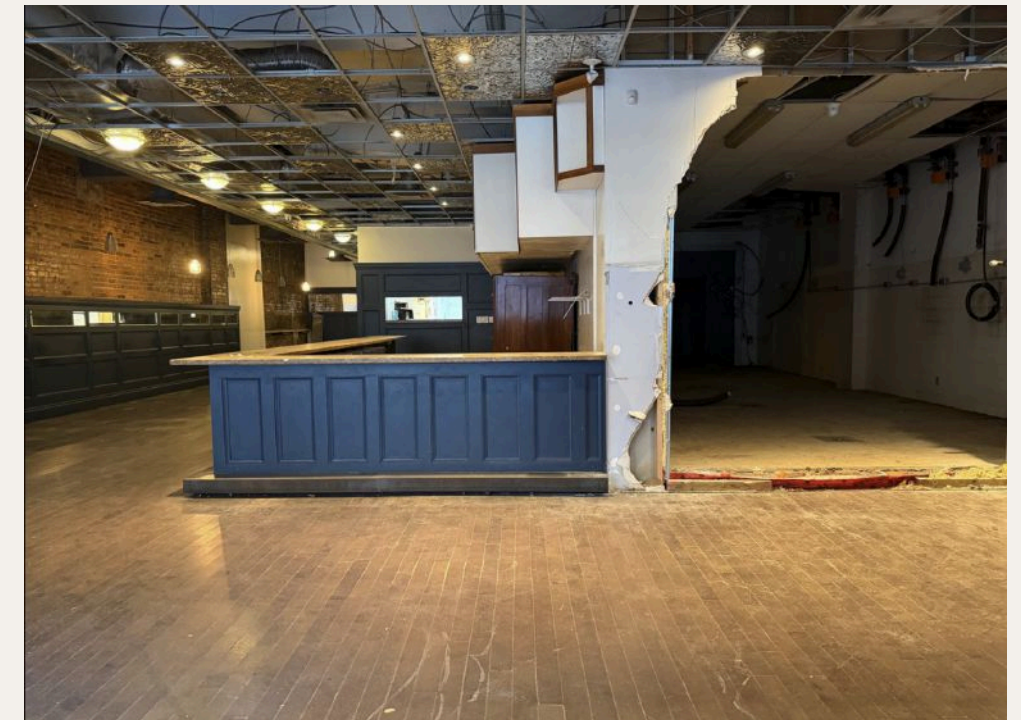
A scent-led hospitality and retail concept where fragrance selection shapes a multi-sensory journey through arrival, pairing, lounge, and curated retail.



LOCATION AND SITE



Located at 2876 Dundas Street West in Toronto's Junction neighbourhood, the site sits within a west-end corridor of independent retail, cafés, and established local footfall.



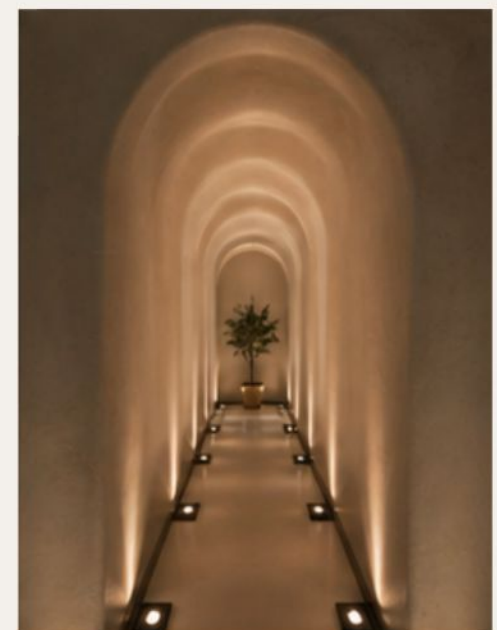
A former restaurant, the unit offered street visibility and an adaptable shell for a hybrid fragrance, café, and lounge experience.

site advantages

- prominent street frontage
- pedestrian visibility
- existing hospitality infrastructure
- adaptable existing shell
- established café and retail context

SENSORY *direction*

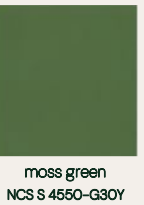
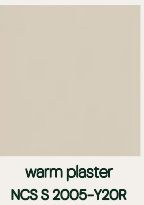
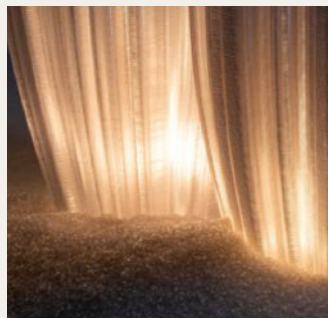
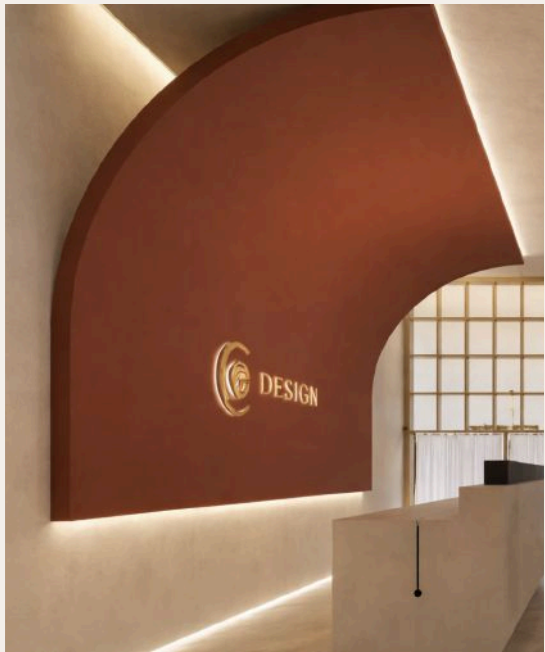
Scent, touch, light, and taste
as design drivers



tactile · warm · intimate · layered · enveloping

SPATIAL *direction*

A spatial language built from compression, warm enclosure, curved openings, and softened edges. Light is used as a material cue, guiding guests between selection, pause, and social exchange.



threshold · passage · enclosure · depth · reveal

MATERIALITY

The palette combines mineral surfaces, translucent amber elements, aged metal, and textured textiles. Neutral plaster and stone provide a calm foundation, while green tile, terrazzo, bronze, and backlit timber define the project's spatial moments.



01 backlit sculpted timber screen

02 amber translucent resin

03 warm plaster

04 glazed tile and bronze scent niche

05 straw-textured wall surface

06 Comporta concrete panel

07 acoustic velvet curtain

08 deep green resin bar finish

09 aged bronze metal

10 sage textured upholstery

11 blush textured upholstery

12 honed pale stone tabletops

13 glazed green ceramic wall tiles

14 green terrazzo floor finish

15 terracotta marble plinths

FURNITURE

direction

Furniture supports two modes of use: upright café seating for short visits, and lower, softer lounge pieces for longer stays. Rounded forms, upholstered volume, and small occasional tables soften the space and slow the pace of the visit.



Café seating

Loren armchair · Furninova

Liège accent stool · NORR11

Custom café table · design proposal

adapted from a vintage Art Deco reference



Lounge seating

Diane sofa · Rove Concepts

Liège accent stool · NORR11

ONNA armchair · Decoend

Customised Rolling Tides rug · Jubi

NORI 4 coffee table · Cinabre Gallery

Masika drinks table · Uttermost

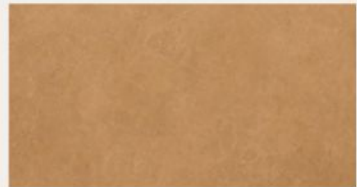
Elips narrow tray · Belin Home Decoration

Stone-glazed handleless cups · EngiCrafts

floor plan and operational zoning

The plan separates public, service, and back-of-house functions while allowing two guest routes: a slower scent-led sequence and a direct café route. The main bar anchors the front-of-house space, with lounge seating and the pairing alcove positioned deeper into the plan.

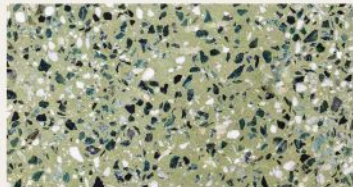
KEY FLOOR FINISHES



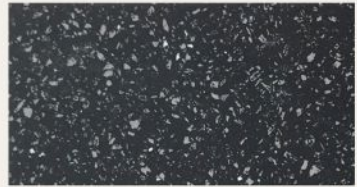
1. Pigmented microcement
Warm satin finish



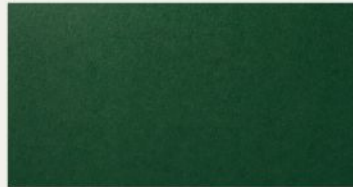
2. Smoked oak timber
Warm satin finish



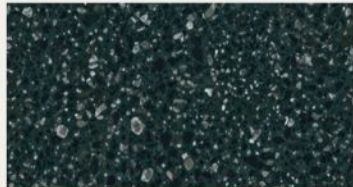
3. Green terrazzo
Charcoal, white, and terracotta
aggregate



4. Black terrazzo
White aggregate



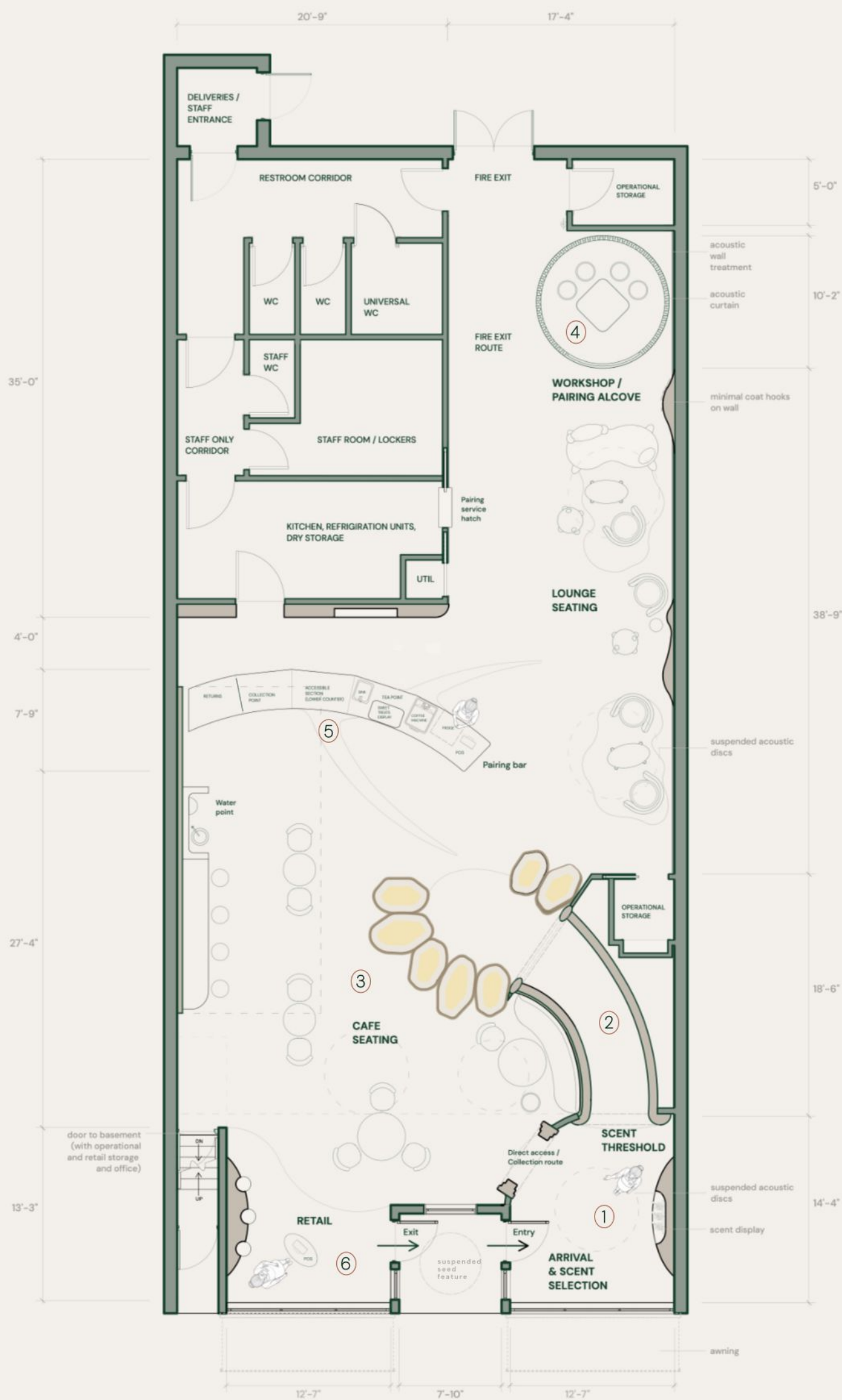
5. High-gloss paint
Deep mineral green



6. Dark green terrazzo
Charcoal aggregate, honed finish

Public area approx. 2,400 sq ft

TRACE

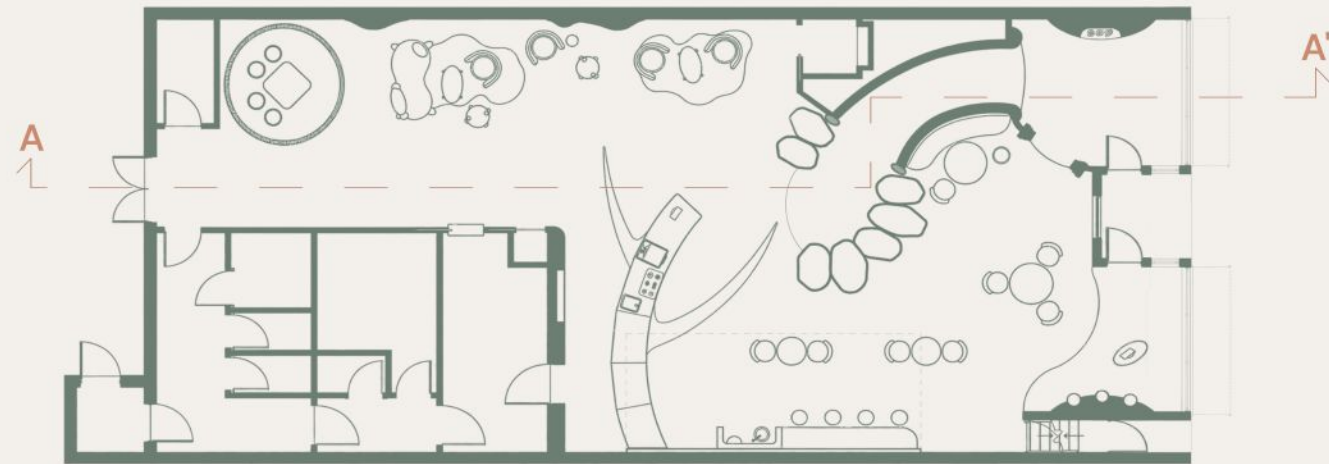


Offset section A–A' · scent route

Scent route through selection, tunnel, and pairing alcove.



Section key plan



drawings not to scale

KEY MATERIAL FINISHES



1. Acoustic curtain
Soft textile privacy layer



2. Straw wall covering
Textured lounge backdrop



3. Illuminated timber lining
Warm timber with concealed LED



4. Green tile
Entry scent wall finish

Guest journey and scent sequence

A choreographed guest route where fragrance selection guides pairing, reflection, and take-home scent objects.

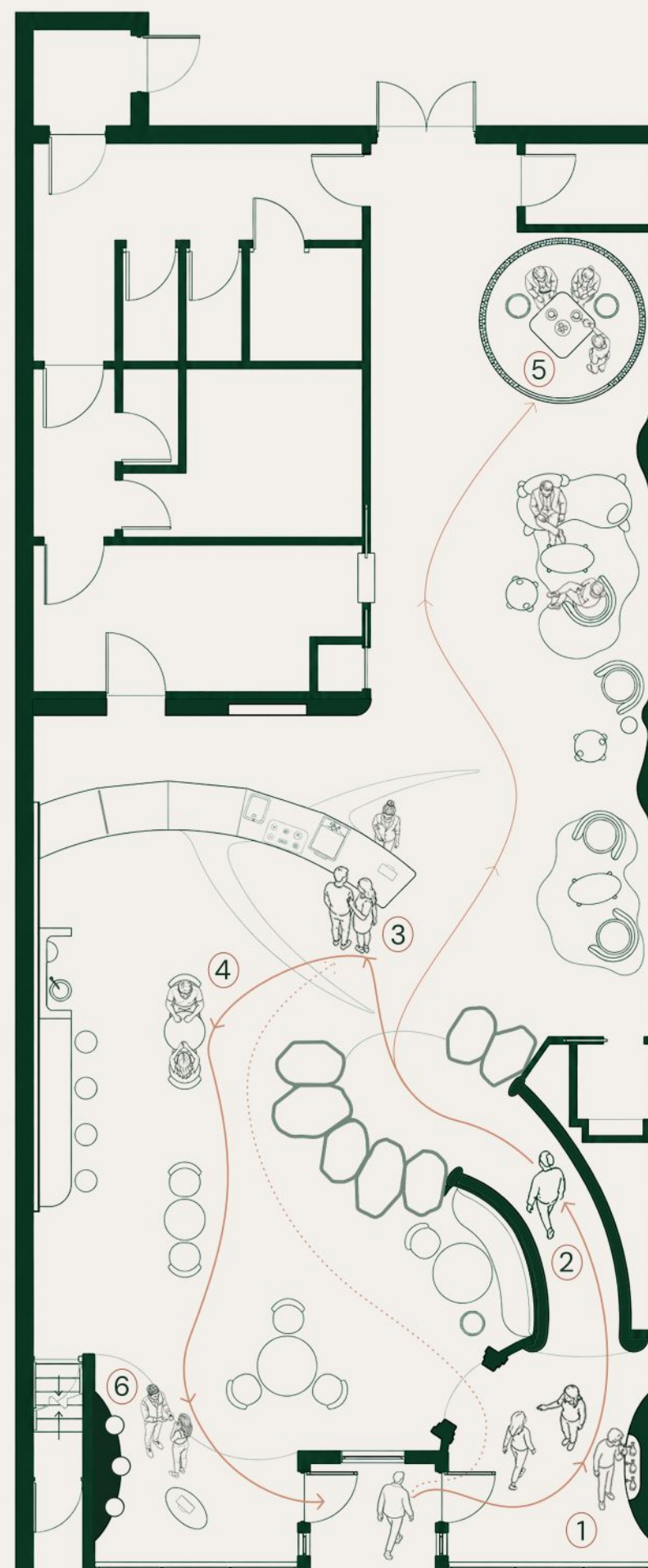
ROUTE KEY

- GUIDED SCENT JOURNEY
- OPTIONAL PAIRING ALCOVE
- ... DIRECT VISIT ROUTE
- ① SENSORY MOMENTS

3 • pairing bar
The scent profile informs drink and sweet pairings

4 • café and lounge
Guests settle into an open social area

6 • curated retail
The visit concludes with take-home scent objects



5 • pairing alcove

A bookable space supports a slower guided session

2 • scent tunnel

A compressed passage shifts the pace and atmosphere

1 • scent selection

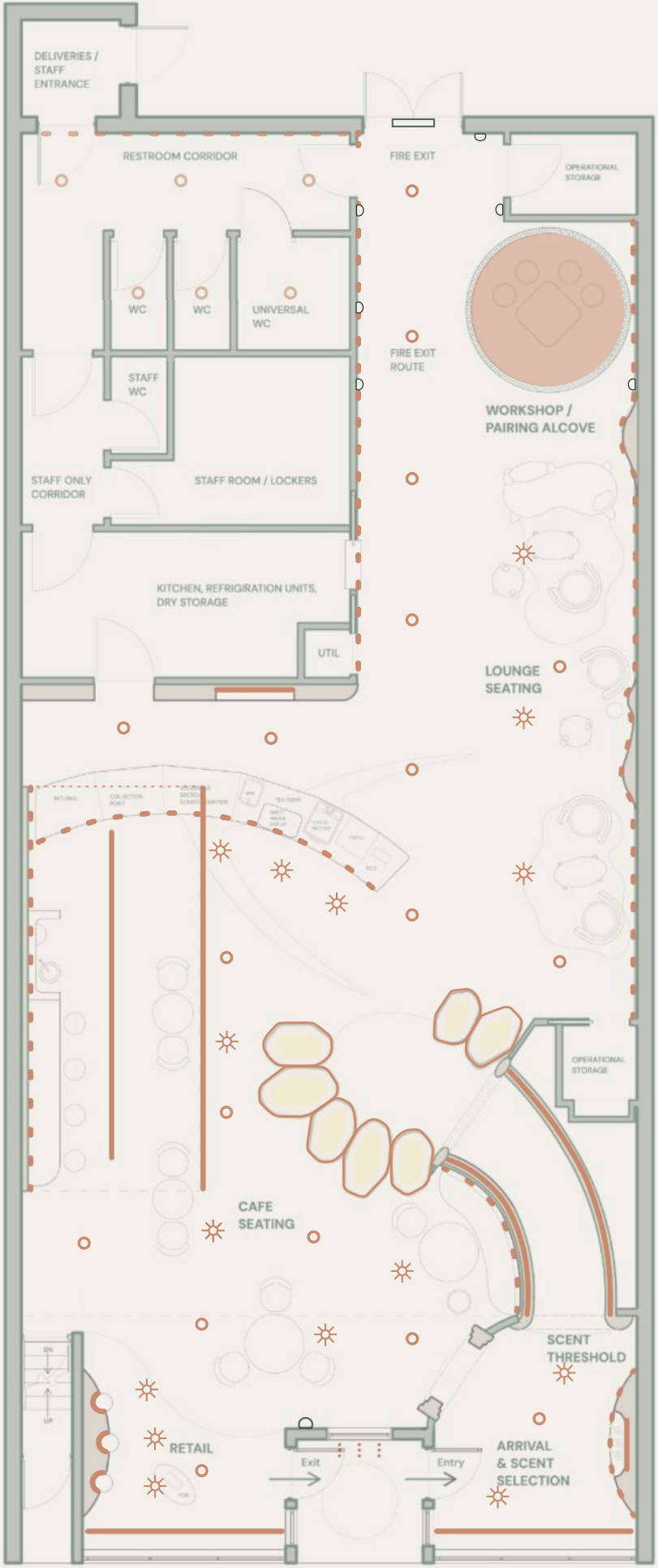
Guests choose a scent profile at arrival

Lighting strategy

The lighting strategy for Trace follows the guest journey. A warm backlit glow draws guests from the scent wall into the threshold and through the tunnel, gradually shifting in brightness, focus and warmth. Translucent amber resin forms create a secondary glow near the pairing bar, while the café remains softly lit, the lounge drops lower, and the alcove isolates light around the table.

LIGHTING KEY

- L1 CONCEALED LINEAR GLOW
- L2 CONCEALED LINEAR WALL GRAZE
- L3 INTEGRATED LINEAR TASK LIGHT
- L4 ILLUMINATED RESIN FORMS
- L5 ILLUMINATED CEILING LIGHT BOX
- L6 RECESSED AMBIENT DOWNLIGHTS
- L7 FOCUSED ADJUSTABLE SPOTLIGHTS
- E1 ILLUMINATED EXIT SIGN
- E2 EMERGENCY EGRESS LIGHT
- F1 CONCEALED LINEAR EXTERIOR WALL WASH



1 • scent tunnel

A concealed linear glow intensifies through the threshold, drawing guests into the scent sequence

2 • pairing bar

Integrated task lighting and focused spotlights support service and scent pairing

3 • lounge and alcove

Wall grazing and a backlit ceiling light box lower the mood, creating a more intimate setting

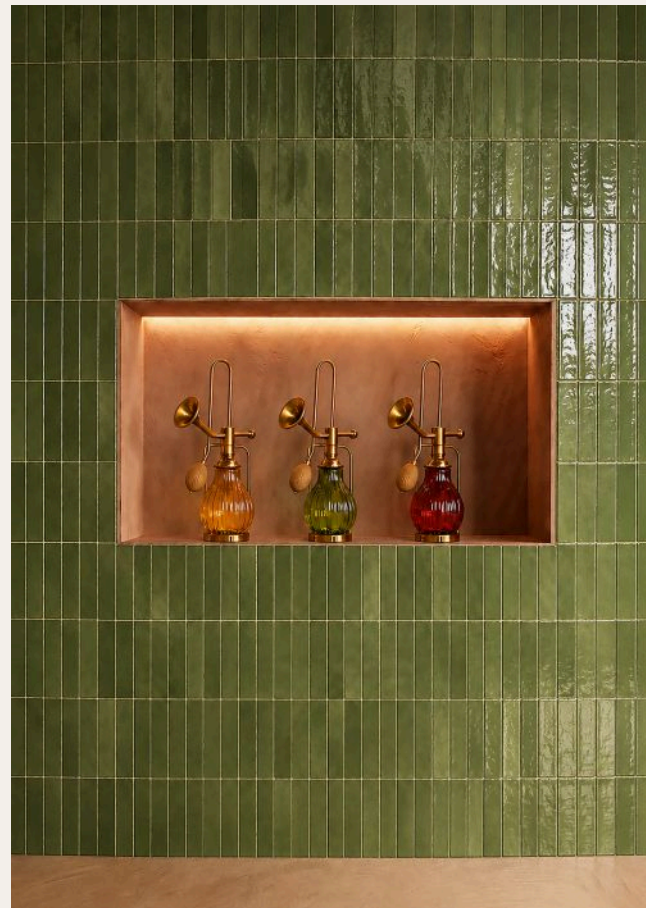
4 • lighting control

Programmable dimming allows the lighting to shift across the day, from a brighter 3000K café and retail setting to a warmer 2700K evening lounge atmosphere



NTS

Key spatial moments



SCENT WALL

A testing point where visitors explore fragrance profiles. The selected scent informs the next stage of the visit through a paired tasting plate.



RETAIL DISPLAY

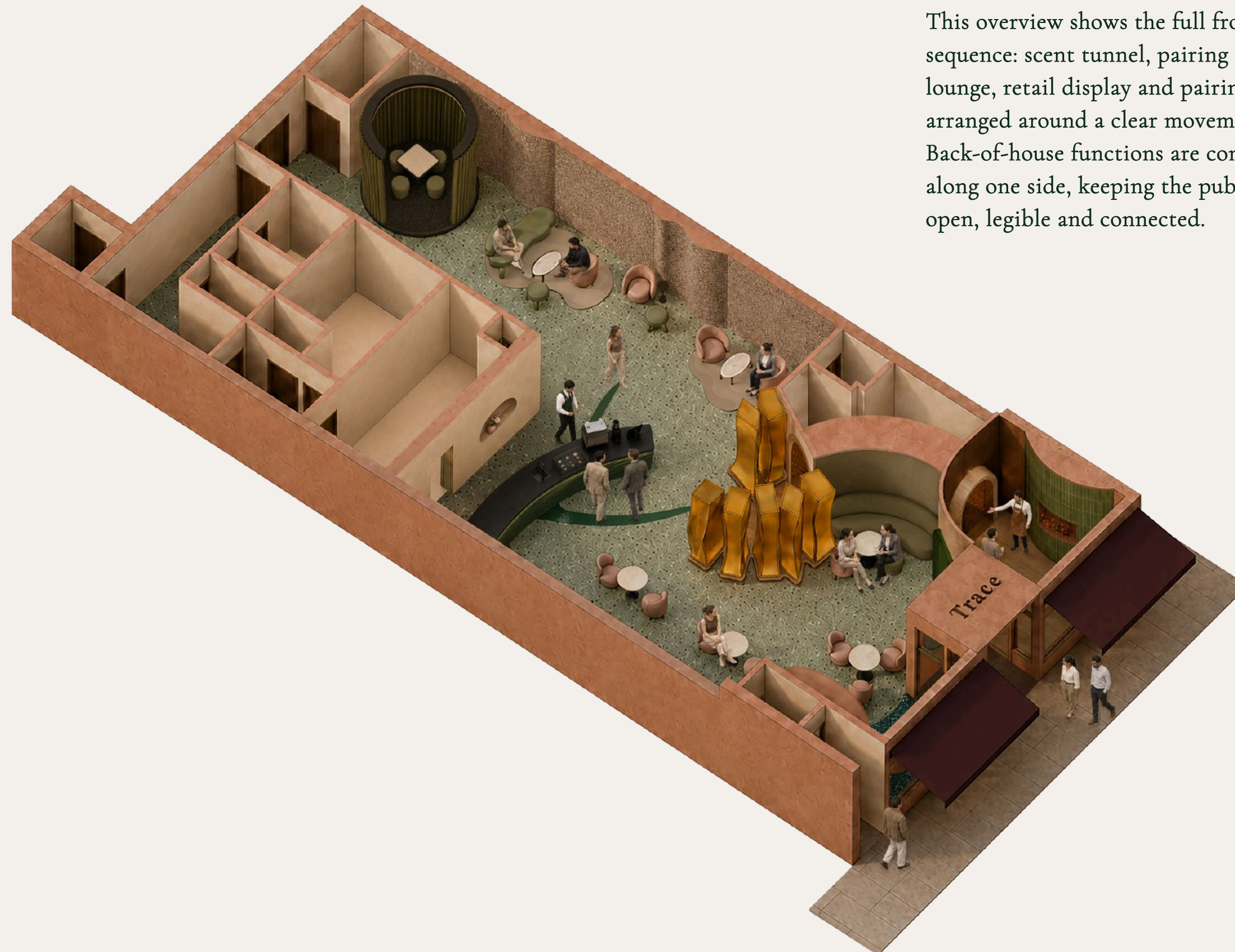
A retail display for fragrance and sample vials, positioned at the end of the visit and supported by staff guidance.



PAIRING ALCOVE

A quieter setting for guided scent, drink and tasting pairings, designed for reflection and conversation.

Spatial overview



This overview shows the full front-of-house sequence: scent tunnel, pairing bar, café, lounge, retail display and pairing alcove arranged around a clear movement path. Back-of-house functions are consolidated along one side, keeping the public areas open, legible and connected.

Key hospitality spaces

entry threshold



The entrance is split into two arrival speeds: a direct café opening and a softly illuminated timber passage for the scent route. The green tiled wall, recessed display and rounded plaster edges create a clear threshold between street, retail, and interior experience.

Key hospitality spaces *café, pairing bar and retail*



The bar anchors the café area as both service point and social centre, while the retail display extends the fragrance journey into take-home objects. Green terrazzo, dark counter finishes, sculptural lighting and mixed seating create an open counterpoint to the compressed entry sequence.

Key hospitality spaces

lounge and pairing alcove



The lounge extends the café into a lower, more relaxed setting, with upholstered seating, rugs, acoustic curtains and textured wall surfaces softening the larger volume. The alcove provides a more enclosed setting for guided pairings while remaining visually connected to the main room.

HOTEL CORE VIVU

Amore Vivu suite

PROJECT OVERVIEW

LABASAD MA Interior Design & Hospitality, 2026

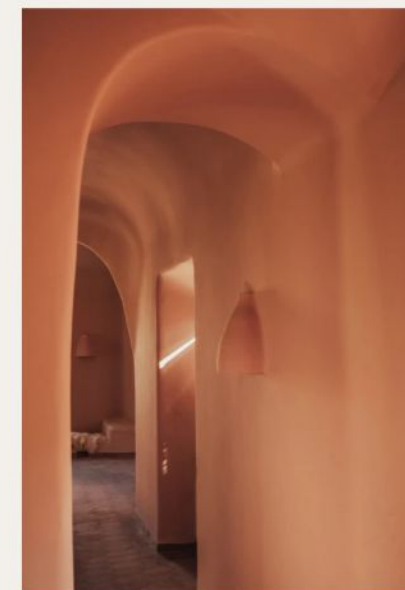
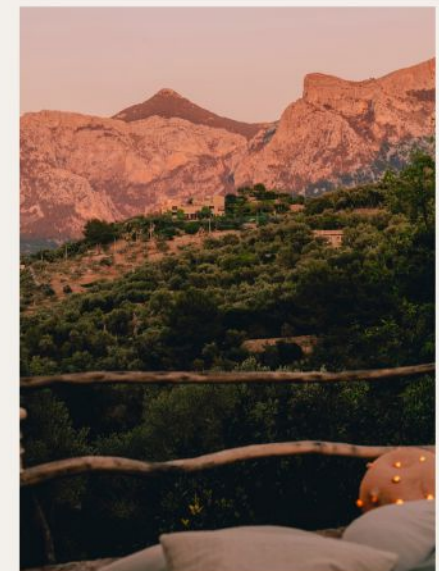
Rooted in the Corsican landscape, the Amore Vivu suite is conceived as a private retreat shaped by warmth, tactility and enclosure. Warm lime plaster, low light and softened architectural edges create an interior that feels secluded, cocooned and connected to its mountain setting.

program

raised bath platform
sleeping area
fireplace and lounge area
private terrace
hot tub and daybed

warmth · earth · intimacy · retreat · light

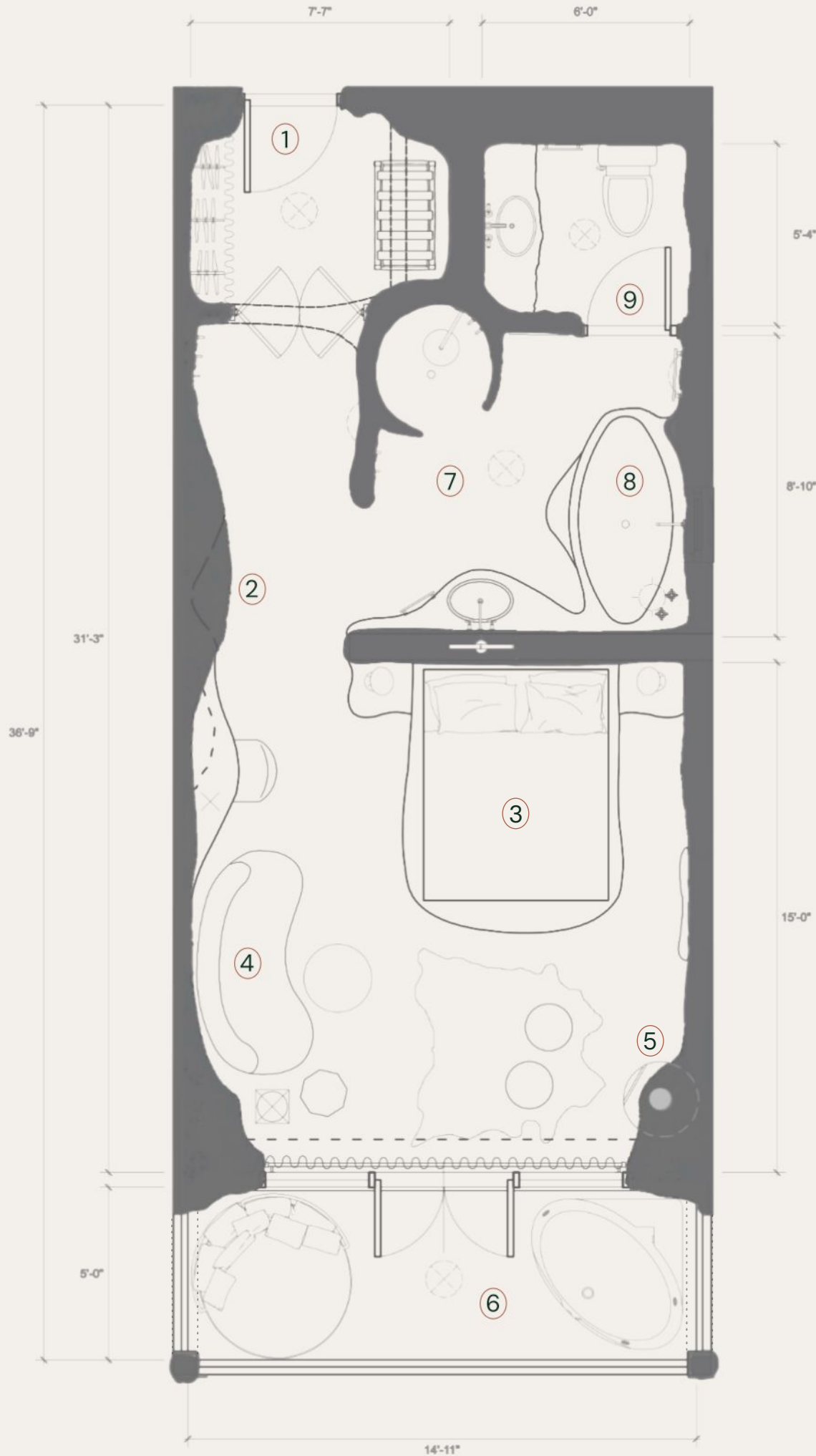
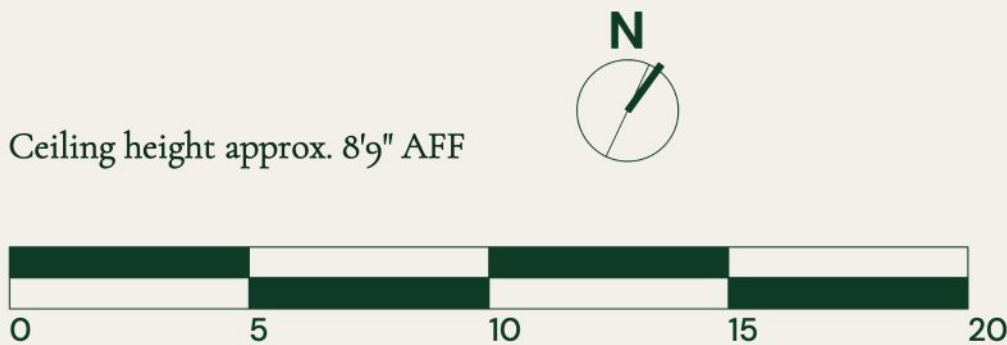
A compact luxury suite shaped around bathing, sleep, filtered light and a private terrace.



Amore Vivu suite

PLAN AND ZONING

The plan organises the suite through a clear sequence of arrival, service, bathing, sleeping and lounge zones. Curved partitions define each function while preserving a fluid route through the room. The layout balances privacy, openness and direct access to the terrace.



1 • arrival threshold

A soft entry opens into the suite and frames the view through to the terrace

2 • service niche

Discreet niche for welcome drinks, small desserts and guest amenities

3 • sleeping area

King bed with curved headboard wall and low lighting

4 • curved sofa

Curved seating anchors the lounge without interrupting circulation

5 • suspended stove

A quiet point of warmth beside the window

6 • private terrace

Outdoor living with daybed, hot tub and mountain-facing seating

7 • bathing suite

Curved, cocoon-like shower with rain head and integrated basins

8 • raised bath

A sculptural raised bath creates a soft bathing moment

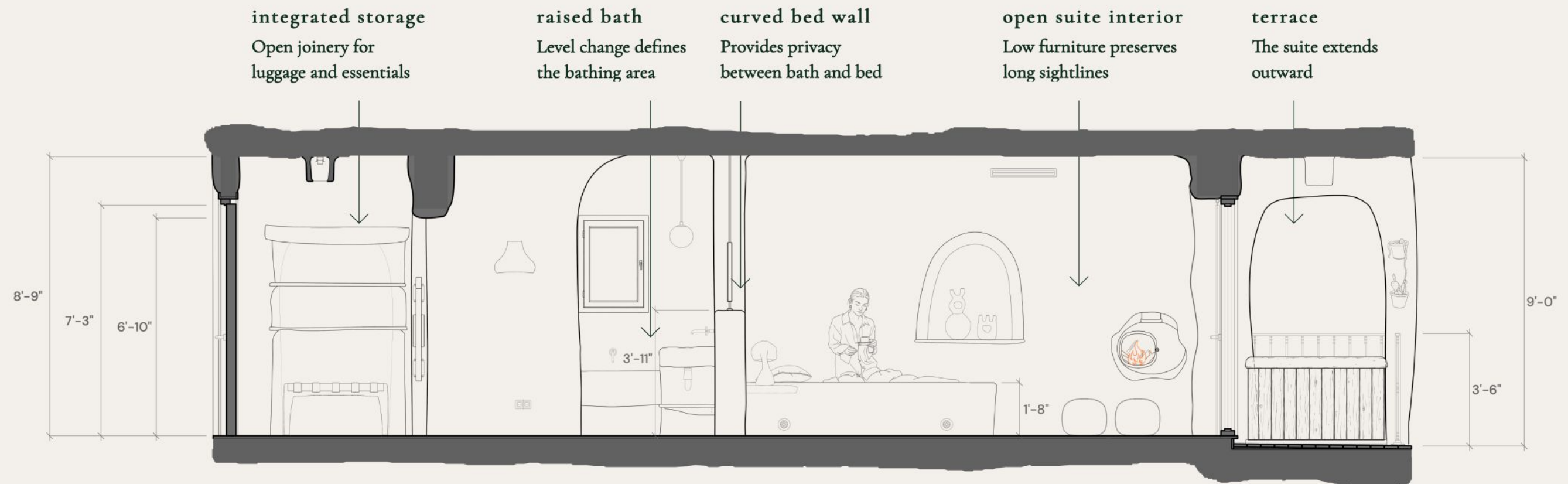
9 • private WC

Private and discreetly positioned

Section A-A' · suite sequence

The section clarifies the suite's changes in level, built-in elements and visual connections.

The raised bath, low bed wall and open terrace threshold create a gradual shift from enclosed bathing to sleeping, lounging and outdoor living.



Section key plan

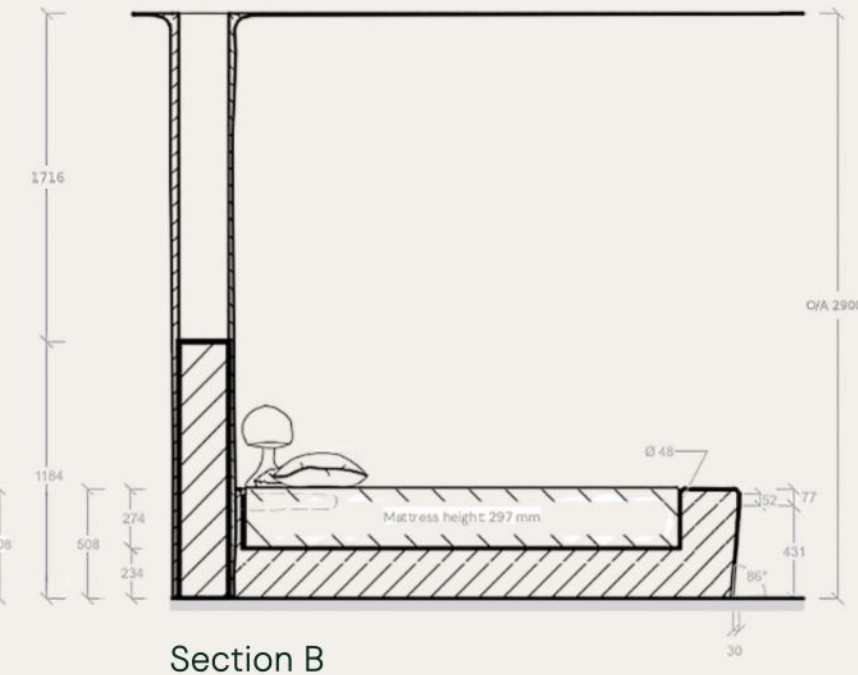
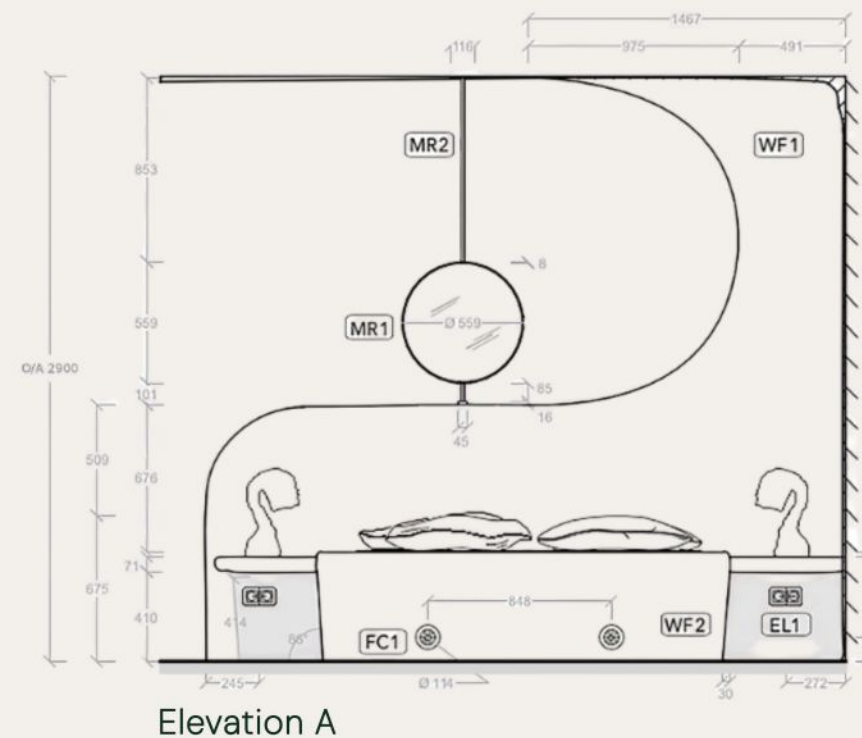


drawings not to scale

Bed wall detail

elevation · section · plan · material specification

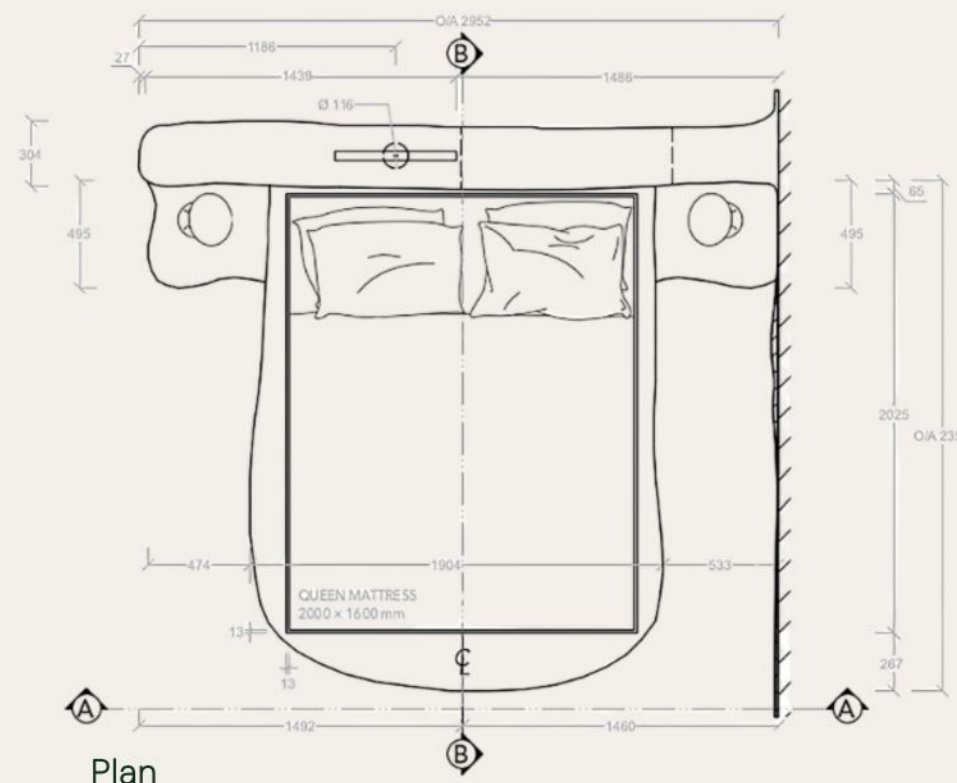
This detail studies the custom bed wall as a built element within the suite. The plaster form combines headboard, side shelves, sockets, ventilation grilles and suspended mirror into one architectural feature, giving the sleeping area a resolved and integrated backdrop.



drawings not to scale



HOTEL CORE VIVU



WF1 - WALL FINISH
MATERIAL: Natural hydraulic lime plaster
COLOR / CODE: NCS S 1005-Y80R
FINISH: Matte, fine plaster texture
MANUFACTURER: St. Astier

MR1 - CIRCULAR MIRROR
MATERIAL: Glass + solid brass trim
GLASS: 6 mm polished, bevelled edge
FINISH: Antique brass with patina
MANUFACTURER: Local Glass, Metal Fabricator

WF2 - BUILT-IN BED FINISH
MATERIAL: Natural hydraulic lime plaster
COLOR / CODE: NCS S 1005-Y80R
FINISH: Smooth continuous plaster
MANUFACTURER: St. Astier

MR2 - MIRROR SUSPENSION ROD
MATERIAL: Solid brass
THICKNESS: 10 mm, small disc cap
FINISH: Antique brass with patina
MANUFACTURER: Custom Metal Fabricator

FC1 - VENTILATION GRILLES
MATERIAL: Brass-plated steel
PATTERN: Floral / Moroccan
FINISH: Antique brass with patina
MANUFACTURER: Custom Metal Fabricator

EL1 - EUROPEAN POWER SOCKET
MATERIAL: Solid brass
FINISH: Antique brass with patina
STYLE: Rounded edge, USB/USB-C ports
MANUFACTURER: deVOL

Materiality

MATERIALITY

The palette prioritises matte, tactile and durable finishes suitable for a quiet hospitality environment. Warm plaster, honed stone, terracotta tile and textured linen create a soft mineral base, while aged black iron and dark timber add contrast and definition. Together, the materials support a calm suite experience rooted in warmth, texture and restrained luxury.

- | | |
|-----------------------------------|--------------------------------|
| 01 warm lime plaster | 06 dark honed stone shelf |
| 02 aged brass detail | 07 terracotta floor tile |
| 03 sheer clay-toned curtain linen | 08 warm honed stone |
| 04 dark walnut timber | 09 blackened iron rod / rail |
| 05 soft bouclé upholstery | 10 woven linen sofa upholstery |



Amore Vivu suite

sleeping and lounge area



Afternoon light settles across the plaster shell, drawing attention to the fireplace, terracotta floor and layered textiles. The open doors connect the suite to the Corsican hillside, extending the room toward the terrace.

GODRICH INTERIORS

LONDON, UK

JUNIOR INTERIOR DESIGNER

UNDER SENIOR INTERIOR DESIGNER MEGAN OLIVER

At Godrich Interiors, a London-based interior architecture and design studio, I supported the design development of Woodlands House, a Grade II period property with a £10 million budget. My work included measured drawings, FF&E sourcing, material selection, millwork information and client presentation support.

role and scope

Junior Interior Designer

- measured drawings
- plans and elevations
- millwork information
- FF&E sourcing
- material selection
- finishes coordination
- client presentation support

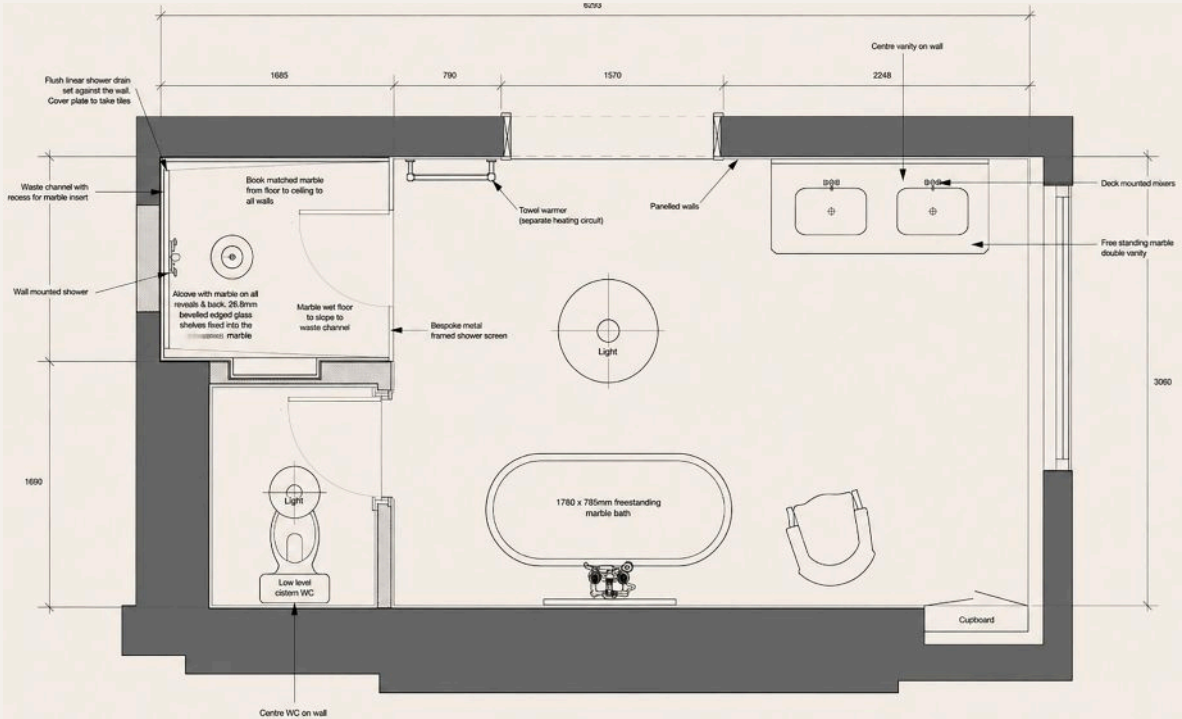


Master en suite

My role covered measured drawings, plan and elevation work, finishes coordination, furniture and lighting sourcing.



Woodlands House, master en suite



master en suite plan



bath wall elevation

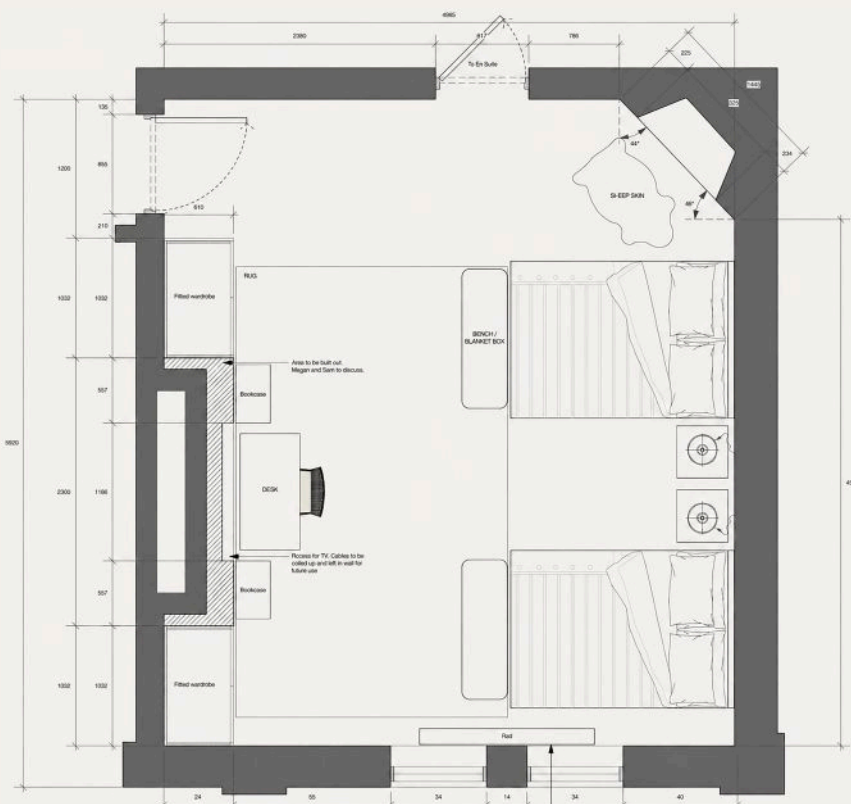
drawings not to scale

Fox's bedroom

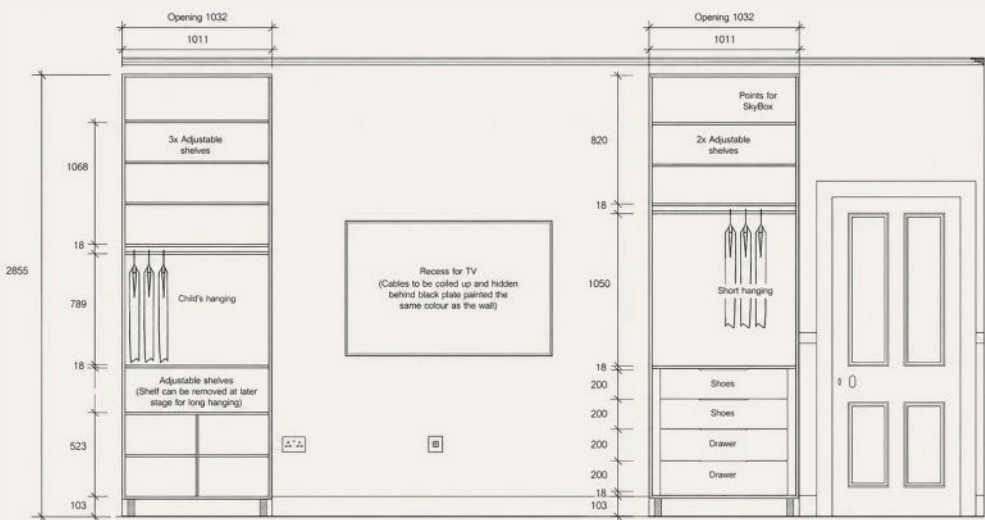
The brief was to create a sophisticated scheme that could adapt as the client's daughter grew older. My role covered technical drawings, millwork detailing for the bespoke wardrobe, and FF&E and artwork sourcing.



Woodlands House, Fox's bedroom



Fox's bedroom plan



wardrobe internal layout

drawings not to scale



Paper artworks by Helen Musselwhite, sourced for Fox's bedroom

Helen Musselwhite's artwork

THE VEIL

appointment-only couture retail

LABASAD MA Interior Design & Hospitality, 2026

Spatial sequencing · couture display
atmospheric interiors

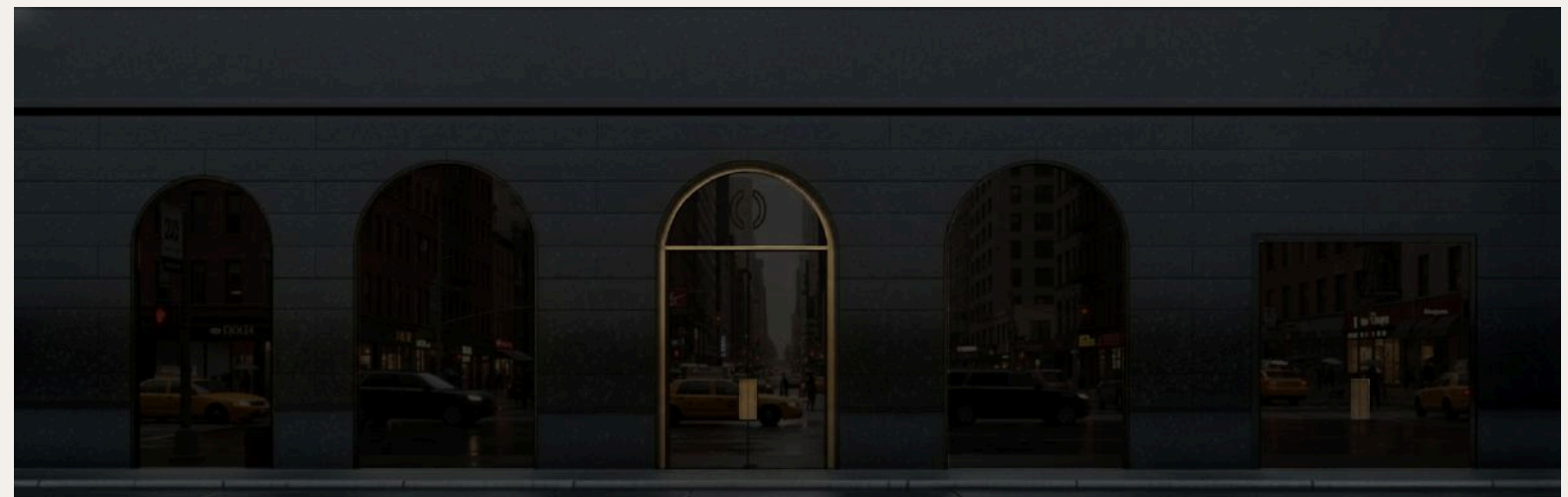
SoHo, New York

Focus: experiential retail, spatial zoning,
guest journey

The Veil reimagines couture retail as a
choreographed passage through four
atmospheric worlds: Desert, Cave, Cloud,
and the hidden Lava Lounge.

Appointment-only and private, the project
turns fashion retail into a sequence of arrival,
immersion, fitting, revelation, and return.

*arrival → immersion → fitting
→ revelation → return*



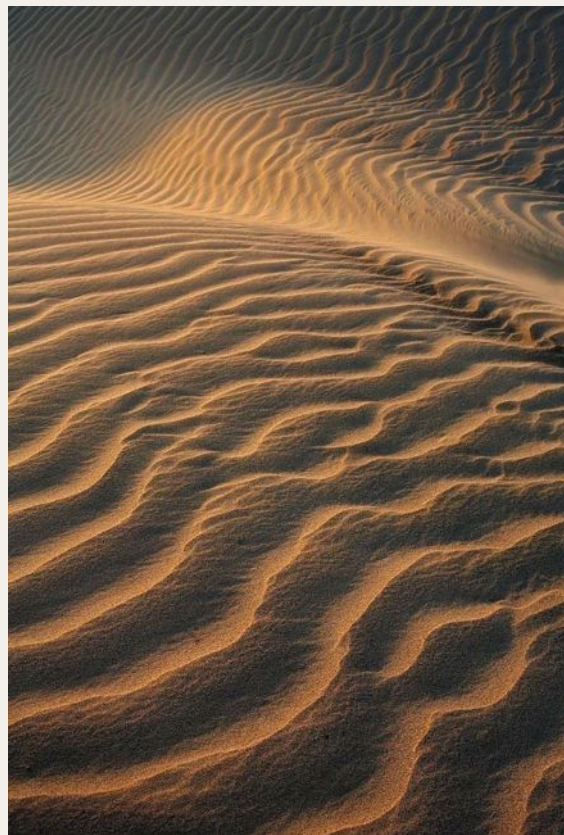
The Veil exterior, daytime



The Veil exterior, nighttime

Spatial language

CARVED · DEPTH · WEIGHTLESS · VEILED



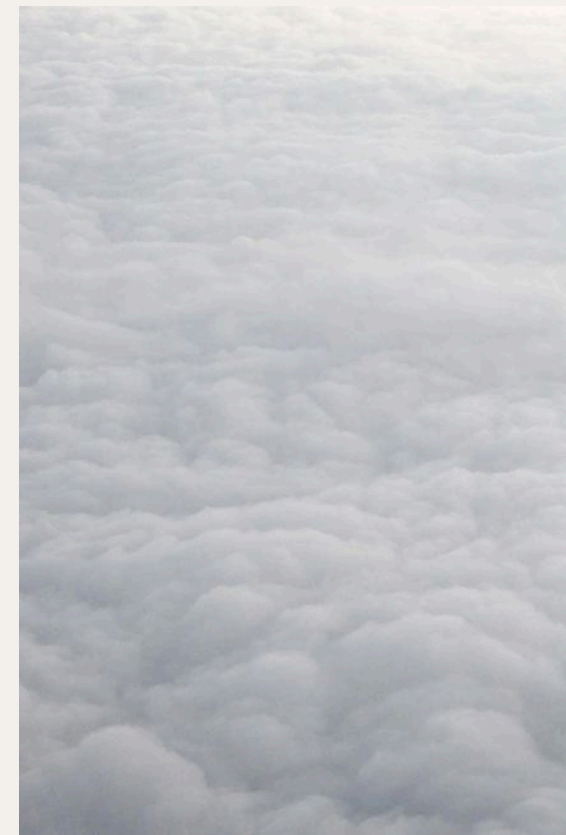
CARVED

light across terrain



DEPTH

shadow and enclosure



WEIGHTLESS

softness in suspension



VEILED

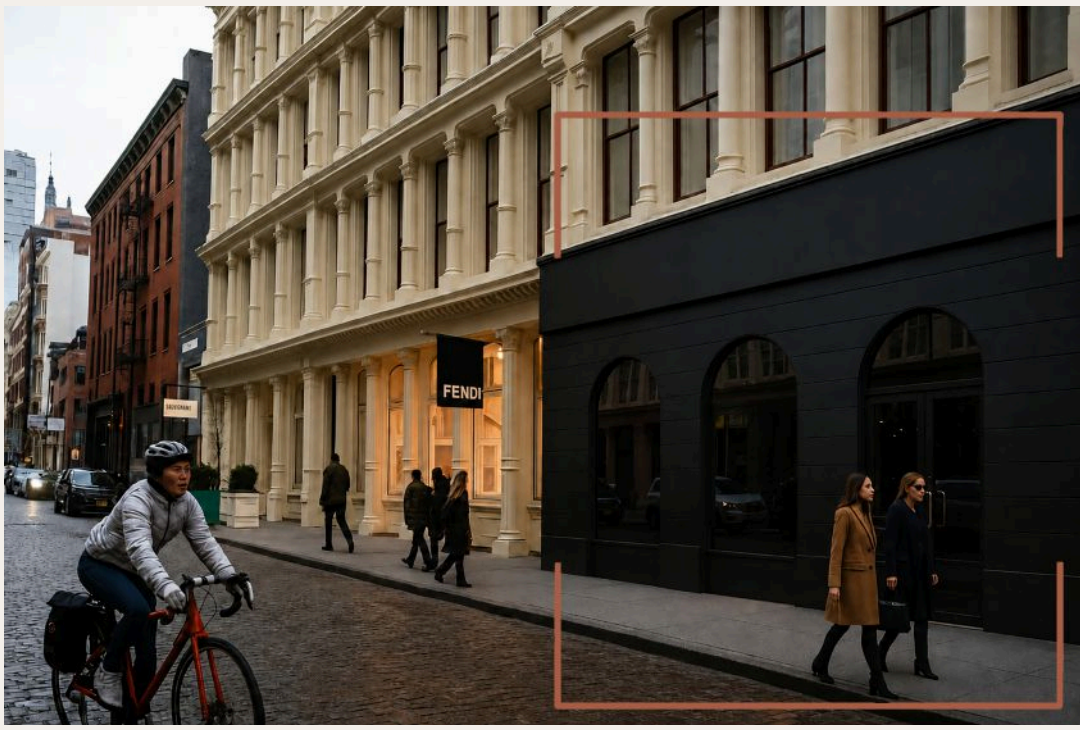
concealment before revelation

Material, sound, scent, and light guide the guest through a sequence of spatial shifts.

LOCATION AND SITE

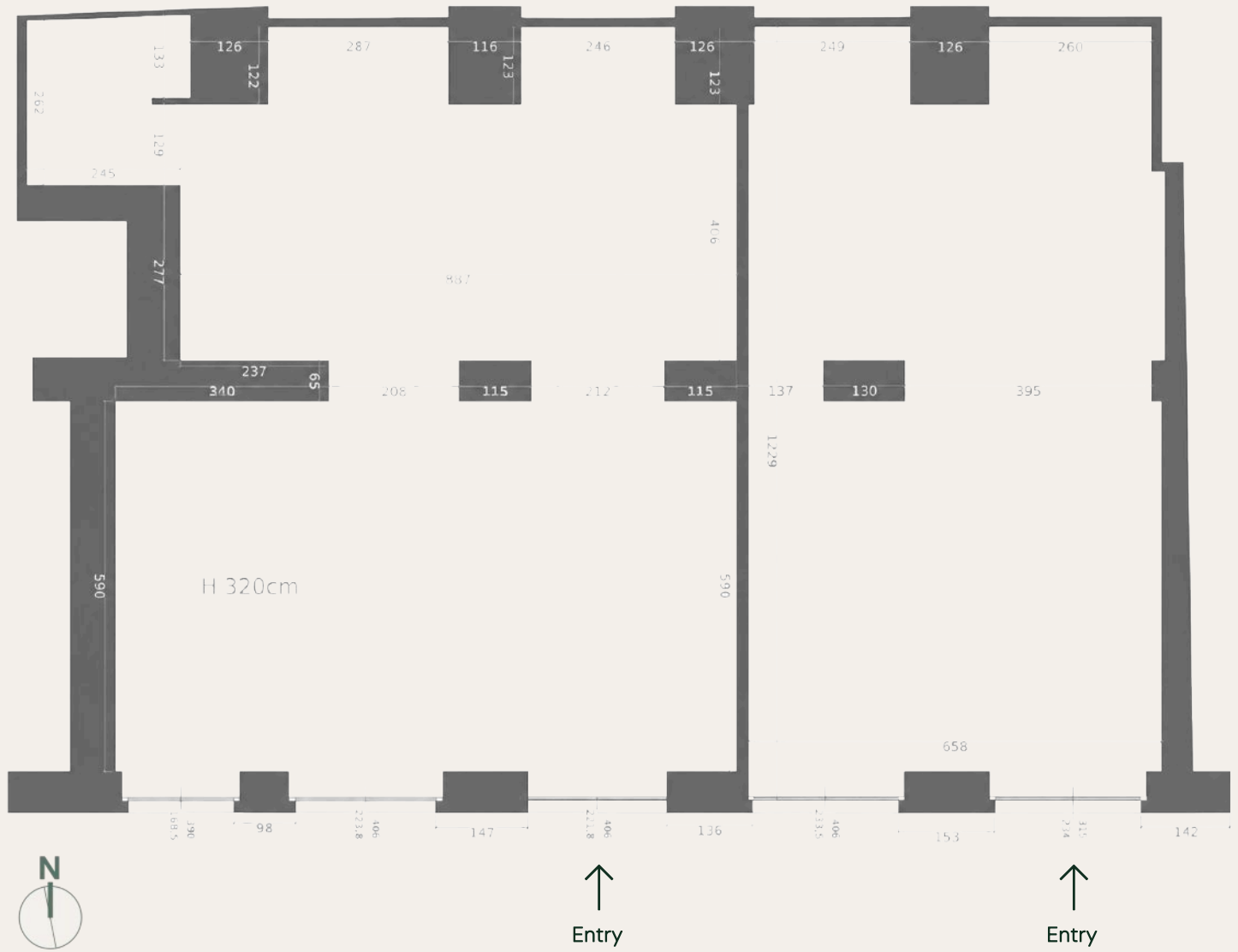
Greene Street SoHo, New York

A discreet site on SoHo’s retail corridor, surrounded by couture houses, galleries, and creative ateliers. The contrast between the city’s energy and the project’s deliberate stillness became central to the concept.



1,076 sq ft	10 ft 6 in	1 group
FLOOR AREA	CEILING HEIGHT	PER APPOINTMENT

EXISTING CONDITIONS · BEFORE INTERVENTION



Existing alcoves and structural columns informed the zoning strategy. Partition walls were removed to create continuous flow, and windows were blacked out to give full control over light, privacy, and atmosphere.

Zoning and guest flow

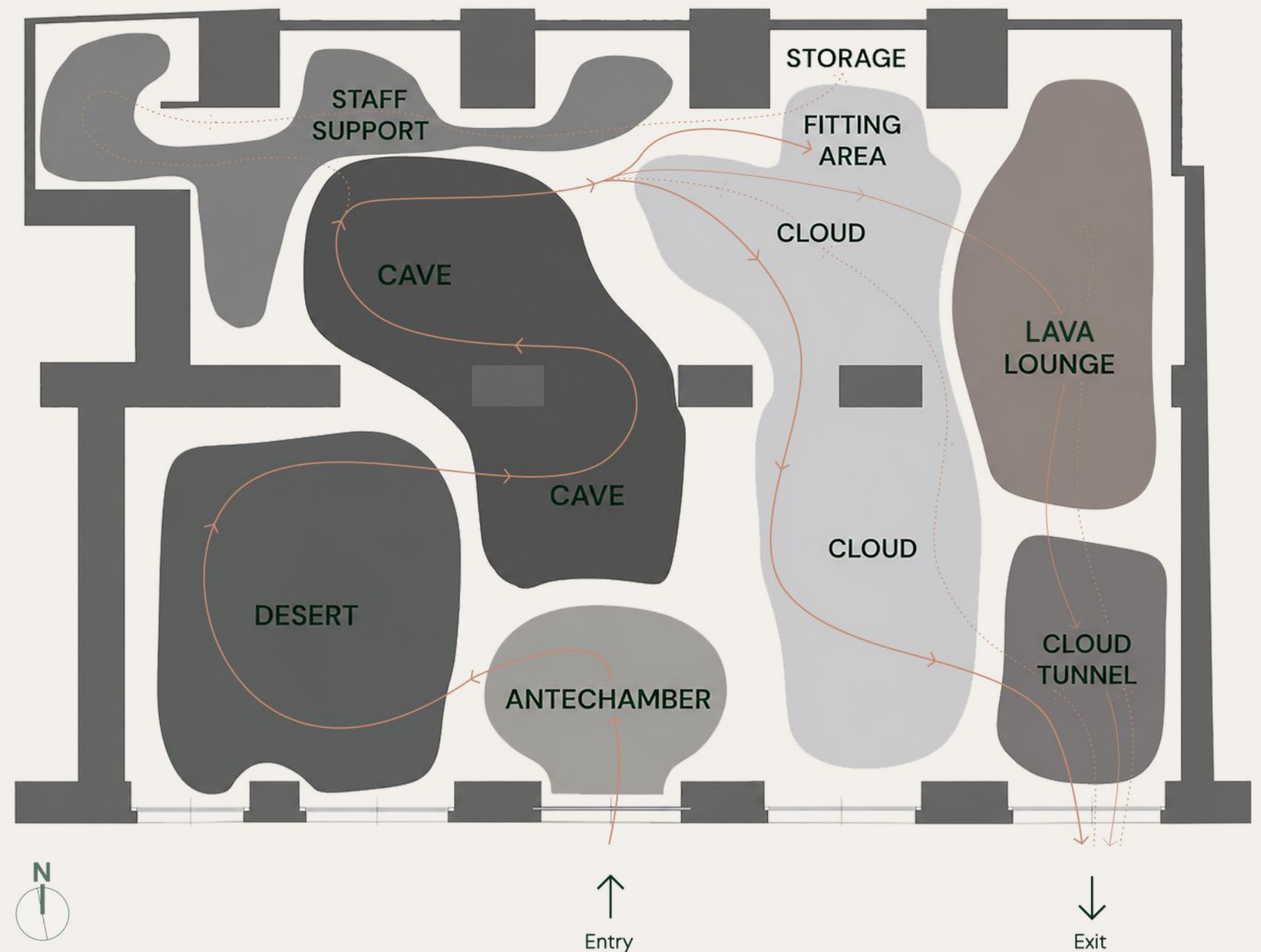
The existing shell is organised as a sequence of thresholds, guiding guests from arrival into distinct immersive retail worlds. Public zones unfold through Desert, Cave and Cloud, while the Lava Lounge sits beyond the main route as a private invitation-only room. Staff support remains concealed along the perimeter, allowing quiet service and an uninterrupted guest experience.

zone logic

- arrival and orientation
- distinct retail worlds
- private fitting
- private invitation-only lounge
- controlled exit sequence
- concealed staff support

ROUTE KEY

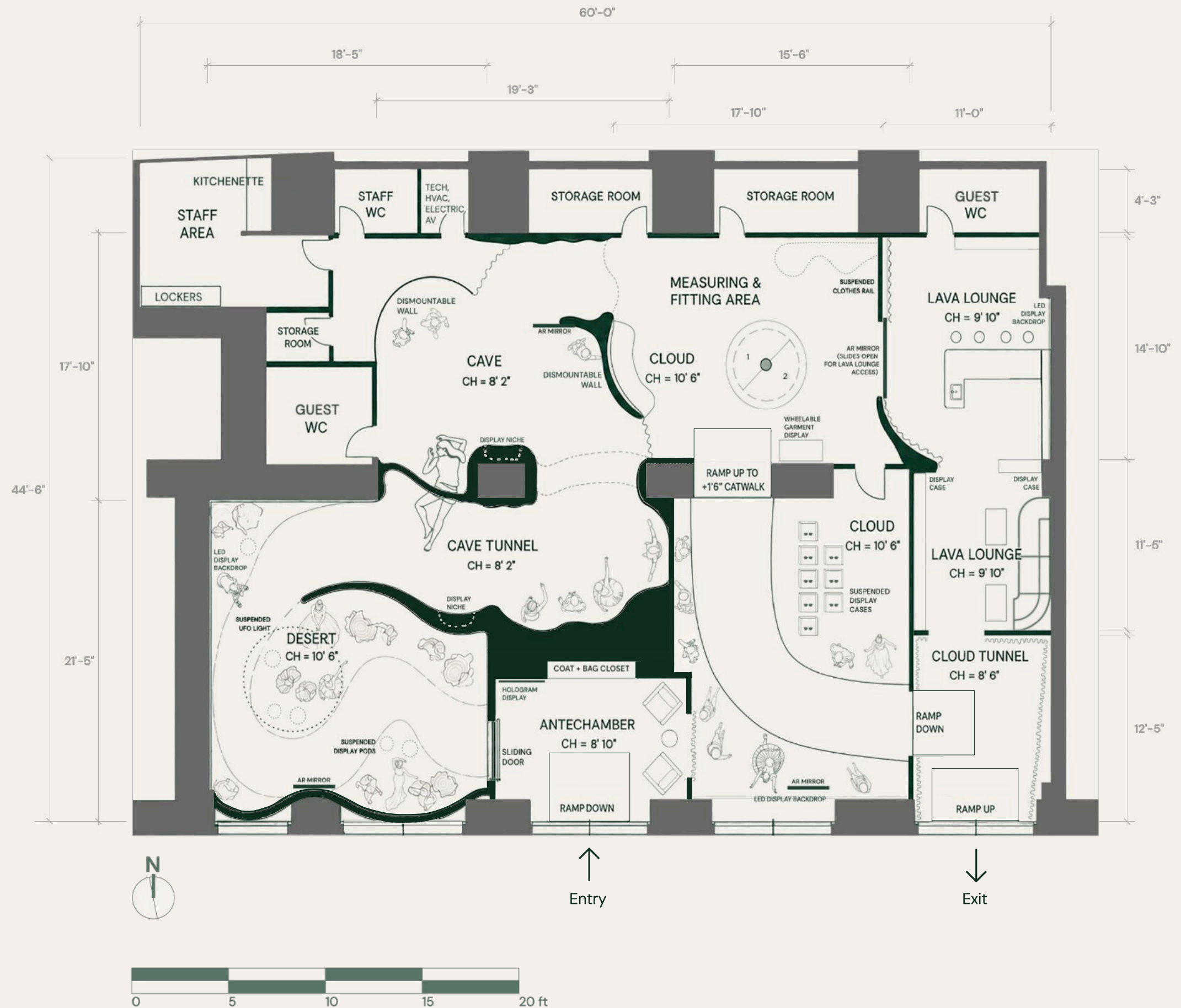
- GUEST ROUTE · PUBLIC EXPERIENCE
- INVITATION ROUTE · LAVA LOUNGE ACCESS
- STAFF ROUTE · SERVICE AND SUPPORT



Proposed floor plan

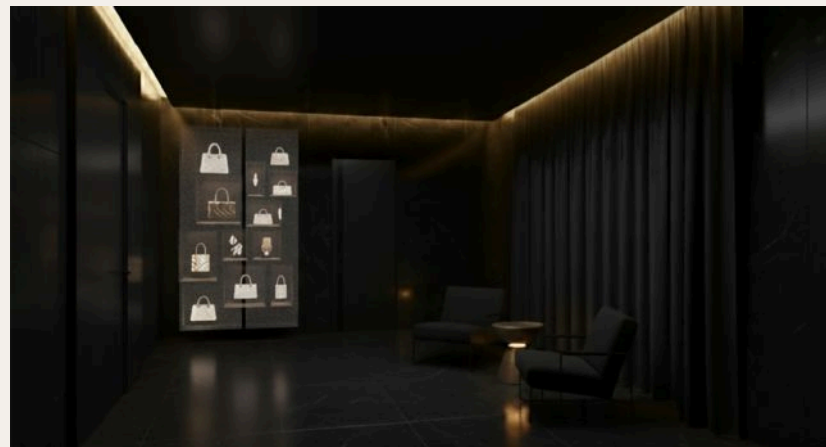
The proposed layout translates the guest journey into the existing shell. Organic partition walls define each zone without creating full enclosure, maintaining visual continuity while preserving distinct spatial identities. Ceiling heights rise and fall to shape changing spatial conditions, while universal access is maintained throughout the guest journey.

Purchases are handled discreetly by staff and delivered after the appointment.



Atmospheres overview

The Veil is organised as a sequence of distinct spatial states, moving from the Antechamber through four atmospheric worlds before concluding in the Cloud Tunnel.



1 Antechamber · arrival · grounding



2 Desert · warmth · discovery



3 Cave · shadow · depth



4 Cloud · softness · transformation



5 Lava Lounge · reveal · invitation



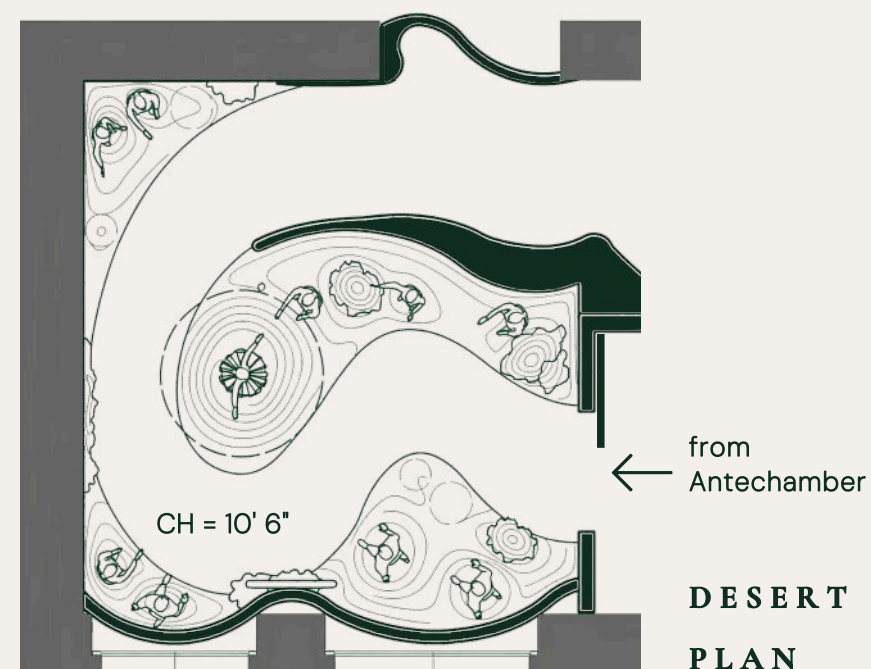
6 Cloud Tunnel · exit · release

DESERT

The Desert is the first moment of expansion.

A luminous terrain of warmth and openness after the enclosed Antechamber. Light sharpens and the palette rises, revealing sculpted dunes and floating forms. Garments appear as artefacts within a landscape shaped by wind and time.

LIGHT	golden, direct, sculpting
MATERIAL	sand infused clay, terracotta, brushed brass, smoked glass
SCENT	saffron, cedar
SOUND	soft wind, low hum
DISPLAY	mannequins, suspended pods



FLOATING DISPLAYS

Obsidian pods suspend objects in the air, each illuminated from within

SCULPTED DISPLAY CONSTRUCTION

Lightweight sculpted forms are finished in clay plaster, creating dune-like terrain without heavy construction

MATERIALITY

the desert

The Desert palette is grounded in earth, warmth and soft luminosity.

Sand-infused clay plaster, Tuscan microcement, brushed brass, smoked glass and opal surfaces create a sculpted retail landscape.

01 floating pods:

black gloss acrylic, cream faux leather, smoked glass

02 sky:

LED horizon

03 dunes:

sand-infused fine clay plaster

04 ceiling cove:

NCS S 2020-Y20R paint, satin finish

brushed brass with hidden linear LED glow

05 AR mirror:

mirror, brushed brass, concrete-coated sculpted foam

06 mannequins:

neutral-toned fabric, concrete-coated foam

07 winding path:

Tuscan microcement

08 organic forms:

painted 3D printed fibreglass

09 UFO light:

white opal polycarbonate, brushed metal

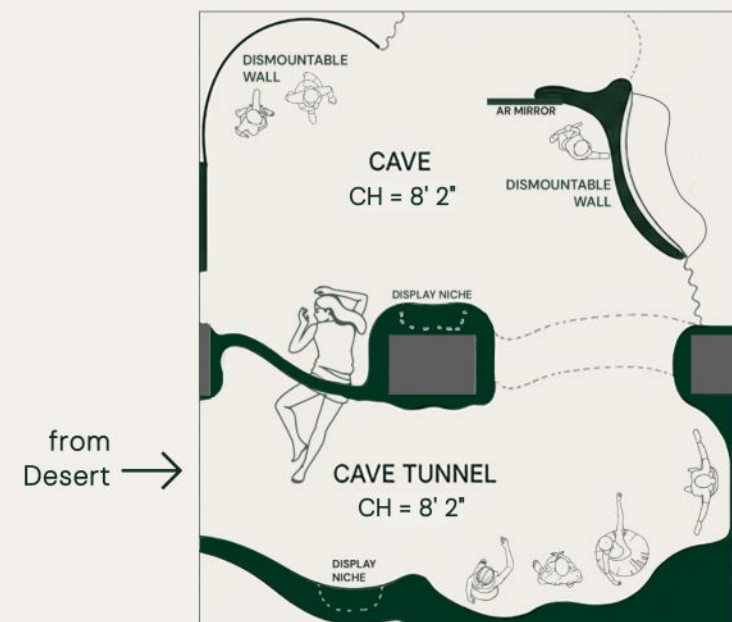


Garments echo the landscape: pleated forms and sculptural silhouettes like dunes, layered neutrals like sediment.

CAVE

The ceiling lowers to 8'2", creating a darker, more compressed acoustic zone. Textured mineral plaster softens sound, while bioluminescent light catches the carved edges. Shelves are integrated into the plaster so objects read as excavated relics. An oversized figure folds into the wall as a surreal interruption.

LIGHT	low, bioluminescent glow
MATERIAL	dark mineral plaster, rough clay
SCENT	mineral, damp stone, cool air
SOUND	drip, distant echo, low hum
DISPLAY	carved shelves, sculptural relics



**CAVE
PLAN**



Collections reference
The dark materiality of Rick Owens,
and Noir Kei Ninomiya



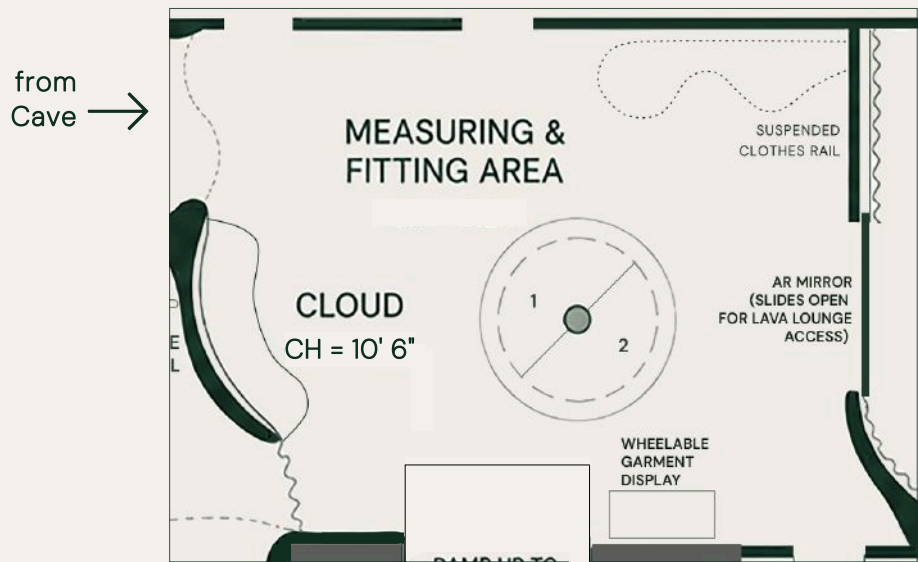
Shelf objects
Objects by Parts of Four, displayed
on carved shelves

THE CLOUD

private fitting

The Cloud is the first point of softness after the Cave. A quieter environment of fabric, reflection and care creates a more personal and unhurried fitting. For invited clients, the mirror opens as a concealed threshold to the Lava Lounge.

LIGHT	diffuse, cool white, luminous halo
MATERIAL	translucent fabric, brushed aluminium, polished resin
SCENT	linen, mist
SOUND	soft wind, near silence
SERVICE	personal stylist, private fitting



CLOUD
FITTING
AREA
PLAN

CONCEALED MIRROR THRESHOLD

The AR mirror doubles as a fitting interface and hidden access door, allowing invited clients to move privately into the Lava Lounge

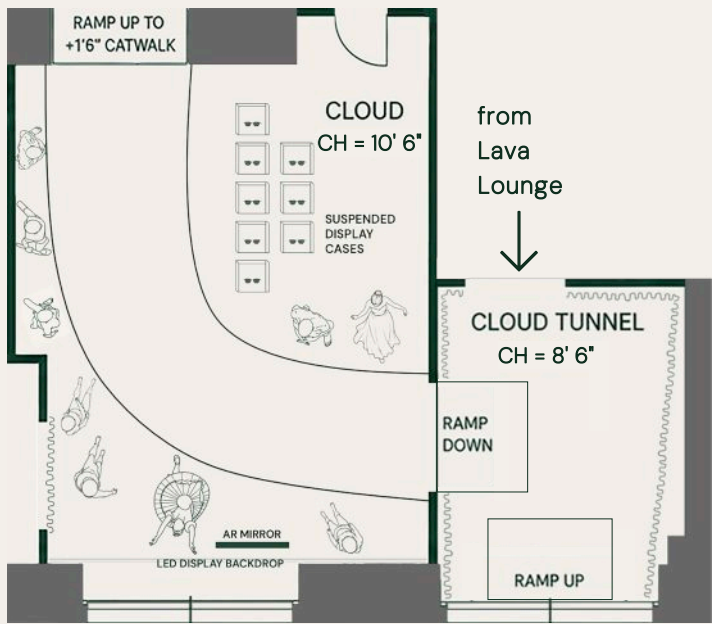
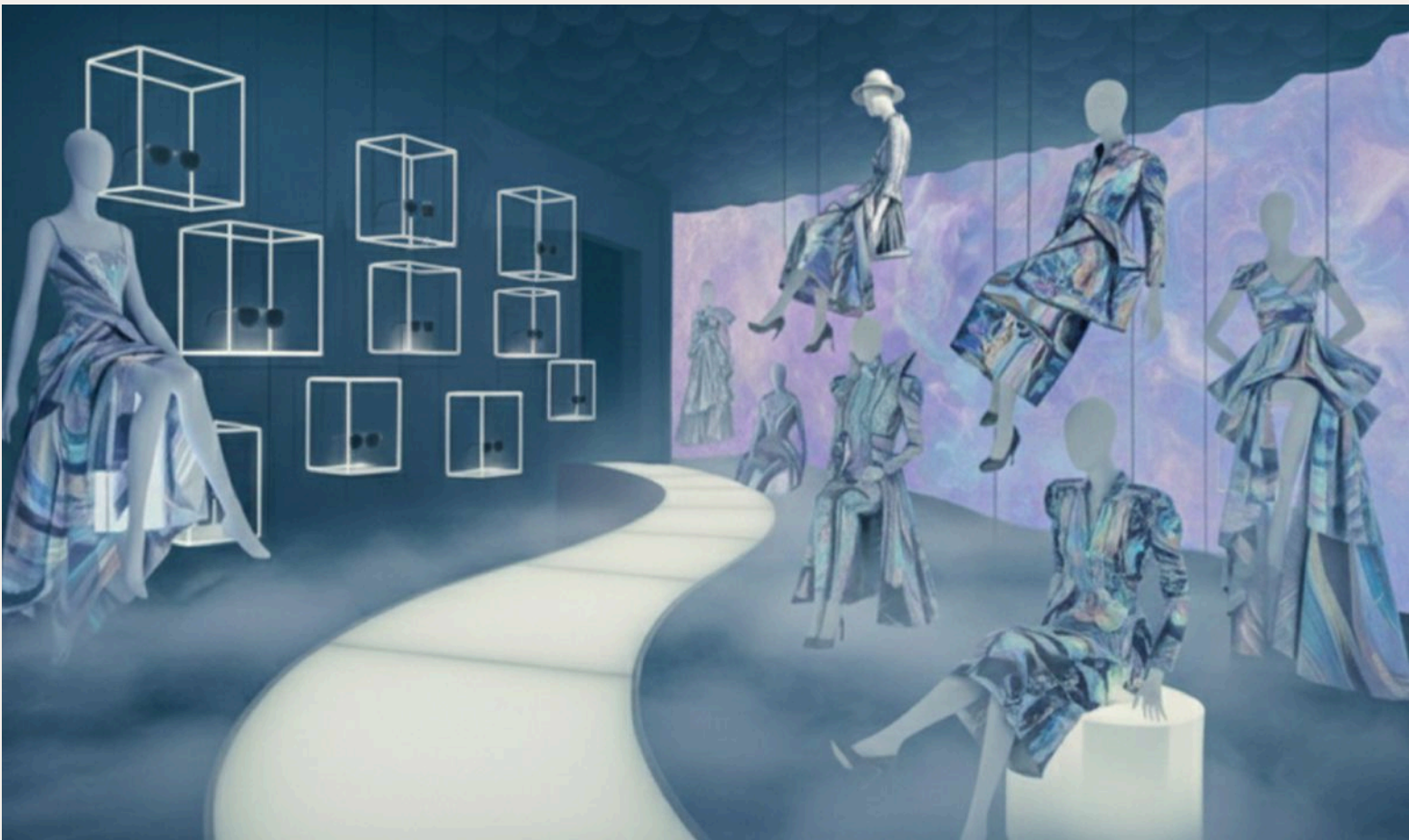


THE CLOUD

a branching passage

The Cloud divides the guest journey. First-time guests continue through the second Cloud space and exit through the Cloud Tunnel. Invited returning guests pass from the fitting room into the concealed Lava Lounge before rejoining the exit route.

LIGHT	projection glow, luminous pathway
MATERIAL	iridescent textiles, opaque acrylic
SCENT	white tea, soft florals
SOUND	distant chimes, low electronic pulse
DISPLAY	suspended cases, mannequins



**CLOUD
+ TUNNEL
PLAN**



Collections references
Iris van Herpen and Yuima Nakazato

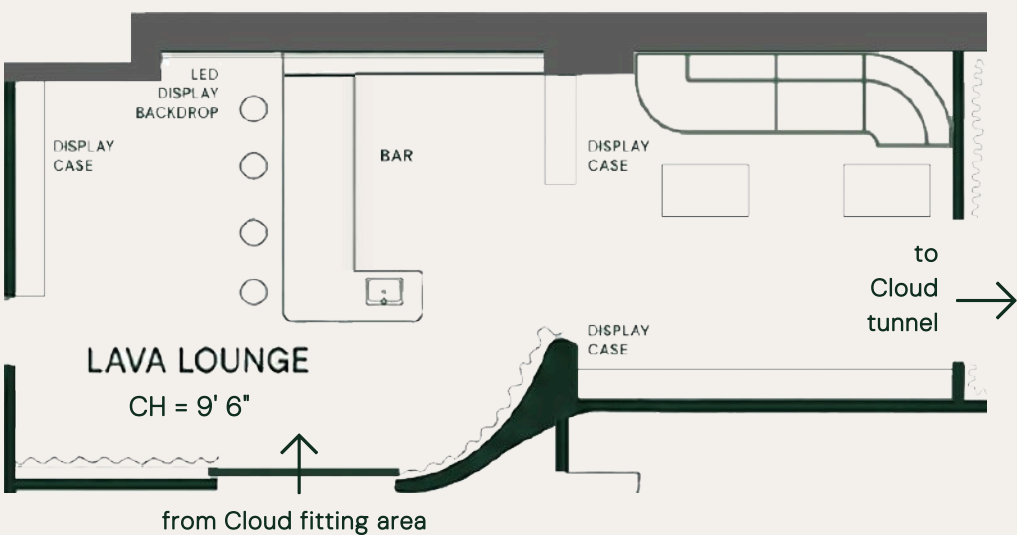


Cloud Tunnel • exit sequence
Integrated ramps maintain a step-free route to exit.

THE LAVA LOUNGE

The concealed reward within The Veil. A private bar reserved for returning clients. The mirror opens to reveal a warm, dark room shaped by molten light, glass, and reflection. Guests sit, drink, and linger. The couture appointment extends into a private moment of hospitality and belonging.

LIGHT	molten projection, low table light
MATERIAL	smoked glass, dark bronze, velvet, polished stone
SCENT	spiced citrus, smoke
SOUND	low music, softened conversation
SERVICE	invitation-only bar, first drink offered



LAVA LOUNGE PLAN



Molten projection
 Animated light moves across the wall behind the bar. Concealed bar lighting supports low-level service



Display vitrines
 Glass objects & jewellery
 Tzuri Gueta · Hanne Enemark

systems of care

technology

Interactive systems are integrated into the arrival and fitting sequence. The AR mirror supports garment scale, silhouette and fit, while tablet-based consultation and programmable lighting reduce visual clutter and keep the display environment precise and discreet.

sustainability

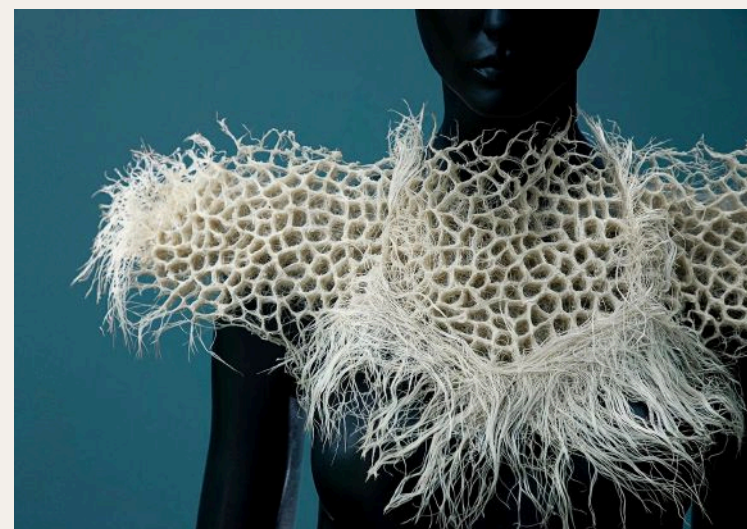
The material strategy prioritises durability, modularity and reuse. Demountable display components, low-energy LED lighting, responsible finishes, and biomaterial references support a low waste approach. The Cave explores mycelium and bio-based material thinking as part of the project's material language.

universal design

Access is considered through circulation and use. Continuous level routes, gentle ramps at threshold transitions, generous turning space, movable garment displays and calm lighting support an intuitive experience for different users without separating accessibility from atmosphere.



AR mirror · fitting interface



mycelium · biomaterial research



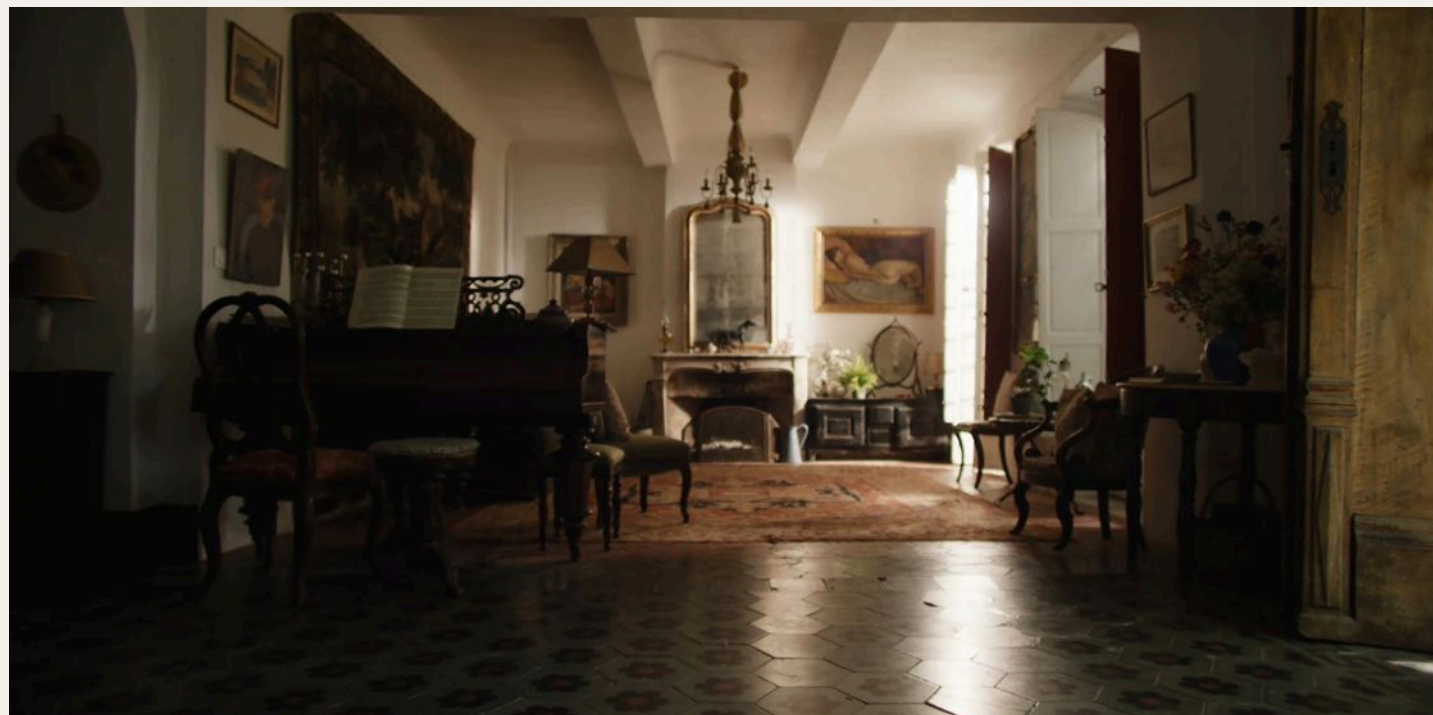
inclusive circulation · movable displays

The Veil connects radical material research, digital garment-making and inclusive circulation, using technology as a quiet layer within the retail experience.

PRODUCTION DESIGN

SELECTED WORKS

Selected production design work showing spatial planning, material direction and built environments for screen.



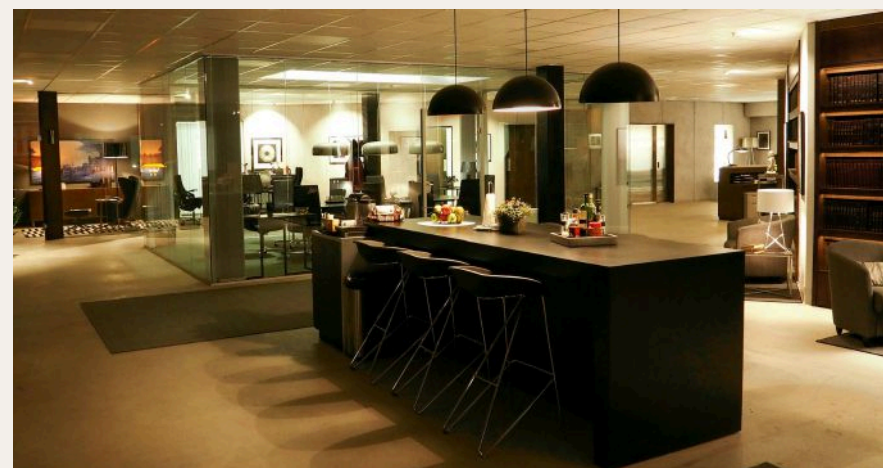
period salon



contemporary residential interior



immersive children's bedroom



open-plan office



running retail environment

MAN VS. BEE

production design

Netflix series. The central set was a contemporary luxury house, built for studio filming and designed as a complete spatial system. Material palette, furniture strategy, artwork commissions and prop logic were developed to create aspirational domesticity under comic pressure.

role and scope

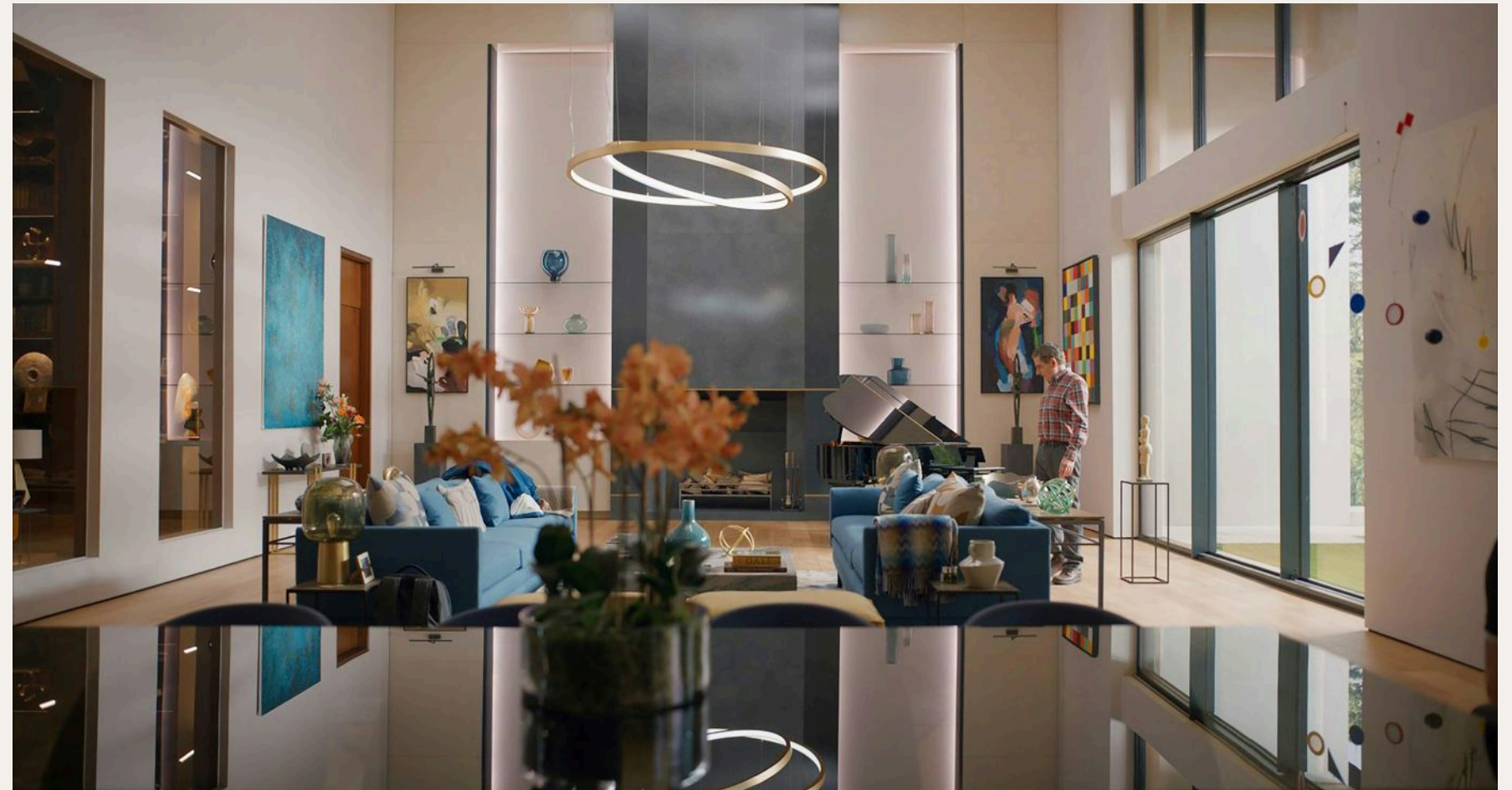
Production Designer

Led a 50-person art department across set design, construction, decoration, graphics, props and dressing, managing a £2 million budget

Developed spatial concepts, set layouts, material palettes, and visual tone

Designed and commissioned bespoke props, artworks, furniture pieces, and specialist set elements

Collaborated with the director, producers, cinematographer, locations, construction, and wider production teams



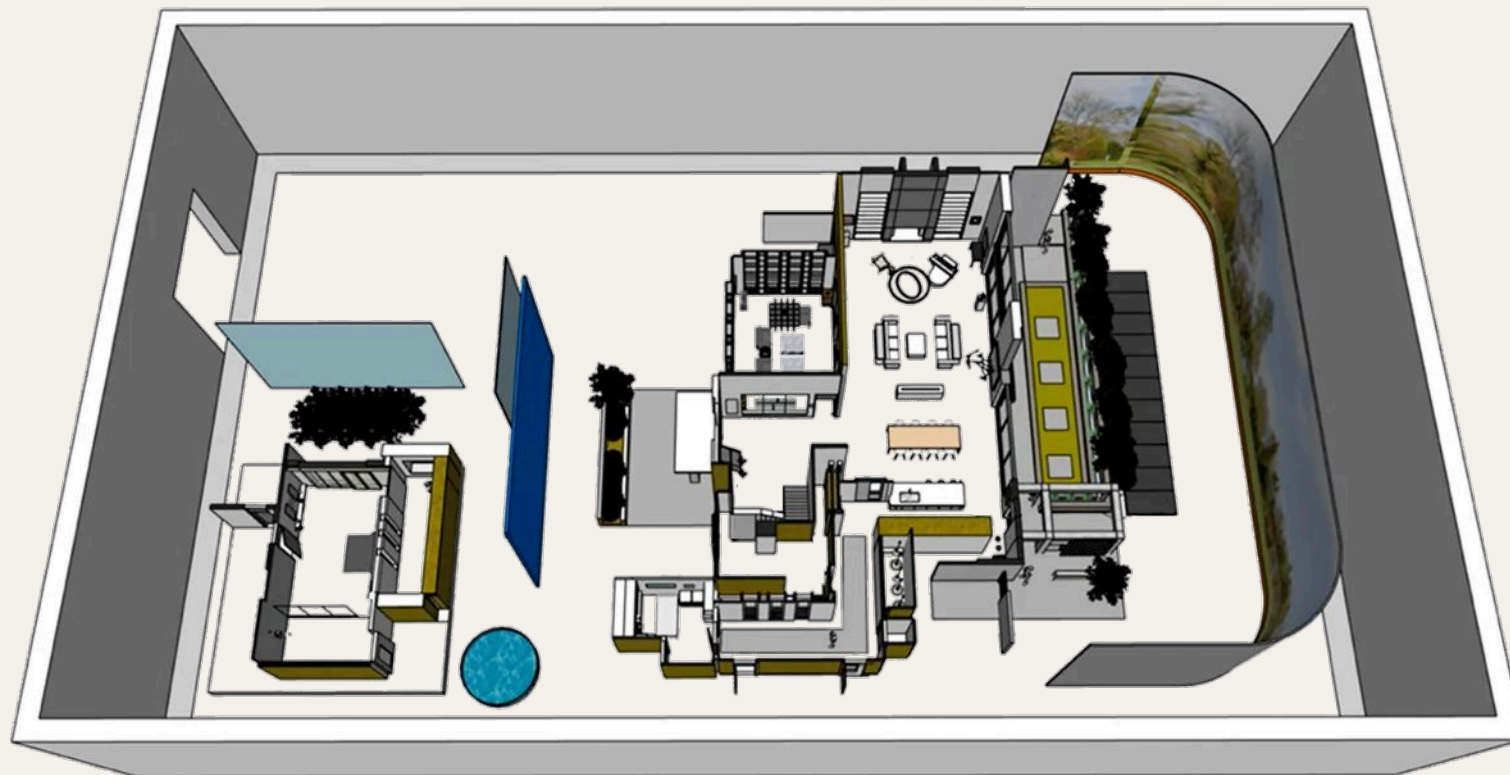
Main house interior set

process film

Watch the design process video [here](#)

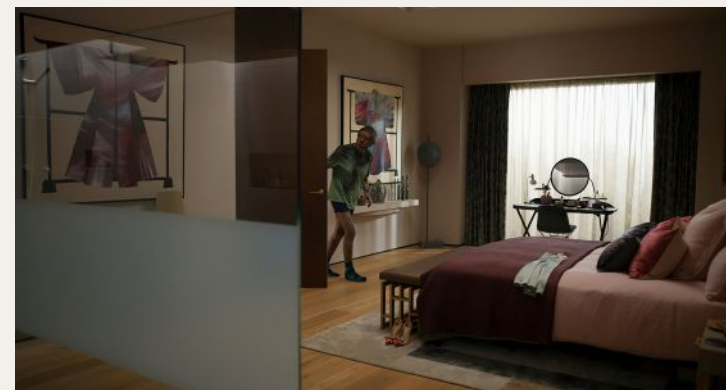
Set planning and development

The SketchUp model was developed as a working tool during set planning, helping resolve the house before construction, dressing and filming.



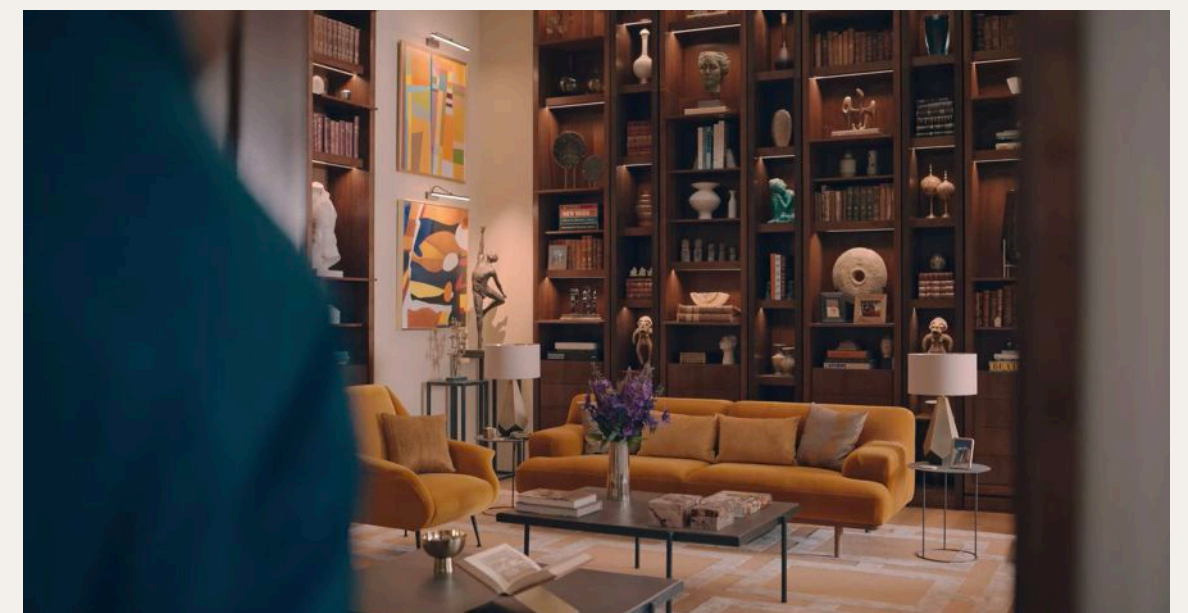
spatial overview model

layout, circulation, sightlines and build logic



finished set stills

interior atmosphere, dressing, artwork and material tone



MIELE

production design

Commercial campaign for Miele,
developed across a main product film,
supporting product videos and stills.
The set design created a warm
contemporary domestic environment
where appliances were integrated into
everyday living, balancing brand clarity
with a soft, lived-in interior atmosphere.

role and scope

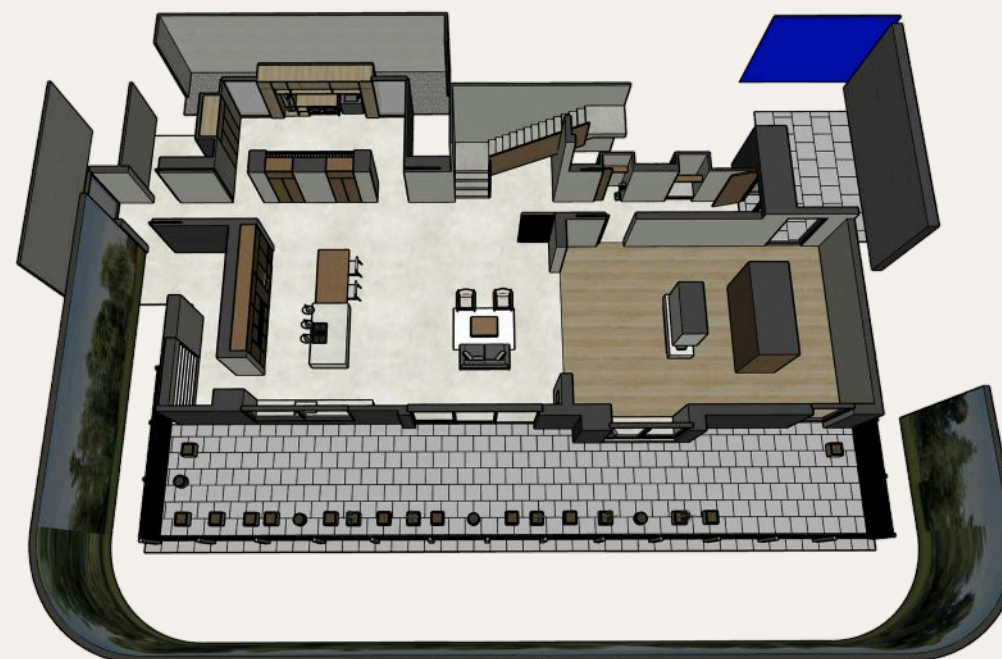
Production Designer

- set concept
- spatial planning
- material and colour direction
- set build oversight
- appliance integration
- furniture, prop and lifestyle styling
- product-shot environment design

Watch the commercial [here](#)



finished set stills
main living environment



set overview model
layout, circulation, sightlines, and build logic



Thank you for your consideration

get in touch

reddincarly@gmail.com

+1 548 255 4724

carlyreddin.com