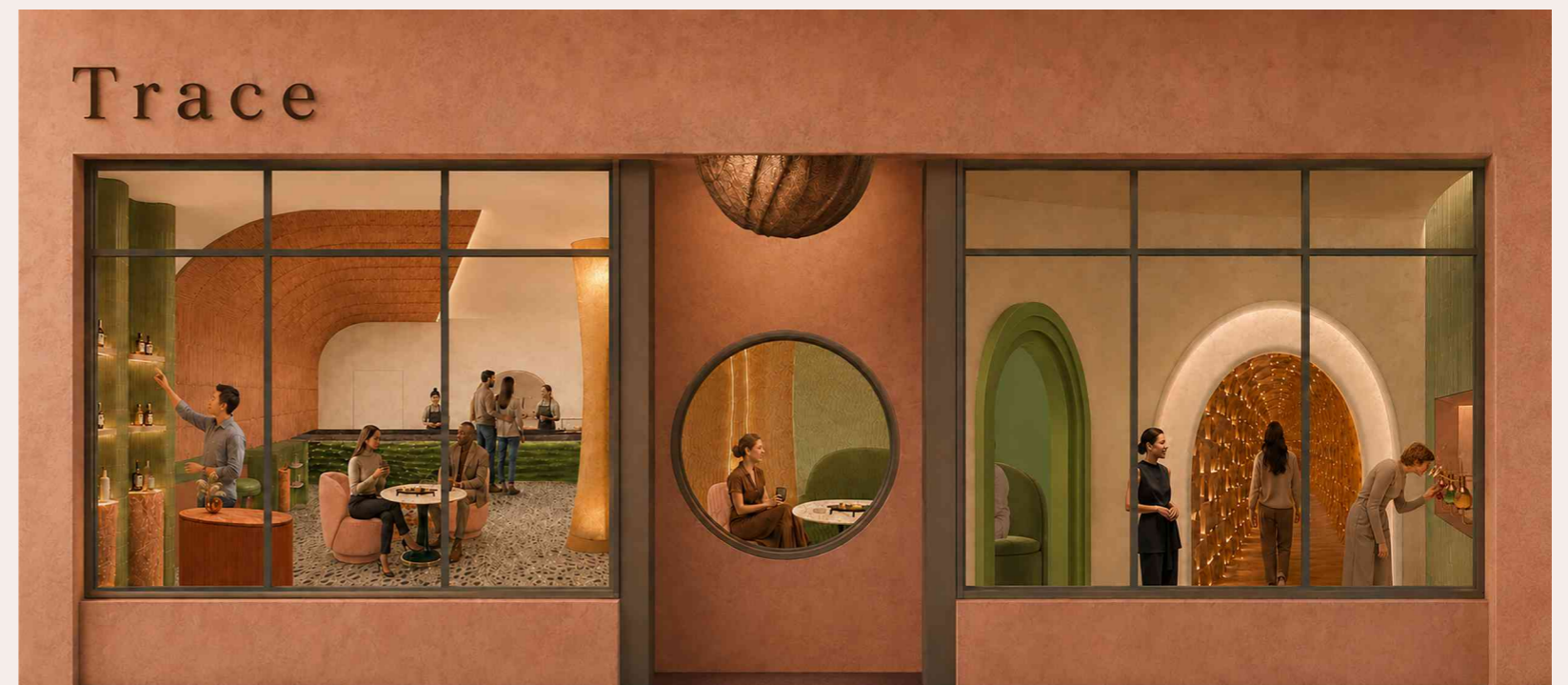


CARLY REDDIN

Interior design · hospitality · retail · spatial storytelling



[2026]

SELECTED WORKS

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Interior designer with a background in production design, specialising in narrative-led hospitality, retail, residential, and atmospheric spaces.

My work combines spatial planning, material strategy, visual storytelling, and atmosphere, shaped by seventeen years designing environments for film, television, and commercial projects.

I recently completed an MA in Interior Design and Hospitality, developing a practice focused on hospitality, experiential retail, FF&E, materials, and atmospheric interiors.

Contact

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carlyreddin.com

Toronto area, ON

Experience

INTERIOR DESIGN

Junior Interior Designer

Godrich Interiors

London, UK · 2017

Worked on residential and commercial interior design projects, contributing to layout development, materials selection, FF&E sourcing, and client presentation.

PRODUCTION DESIGN

Production Designer

Projects across the UK and abroad · 2008 – 2025

Production designer shaping environments through concept, spatial storytelling, material language, and visual execution across film, television, and commercials.

SELECTED CREDITS

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

Education

MA Interior Design and Hospitality

LABASAD

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

Cinema 4D

Corona Renderer

Vectorworks

SketchUp

AutoCAD

VISUALISATION + GRAPHICS

Adobe Creative Suite

Affinity Publisher

DRAWING

Black and white visuals

Hand-drawn technical drawings



TRACE

PROJECT OVERVIEW

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

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

program

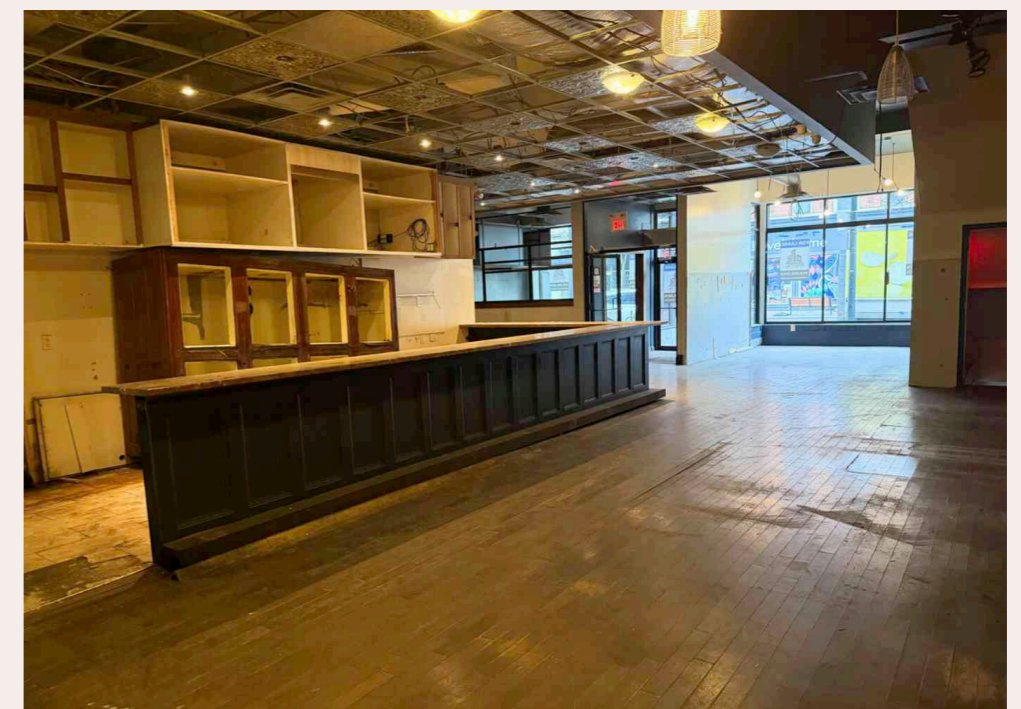
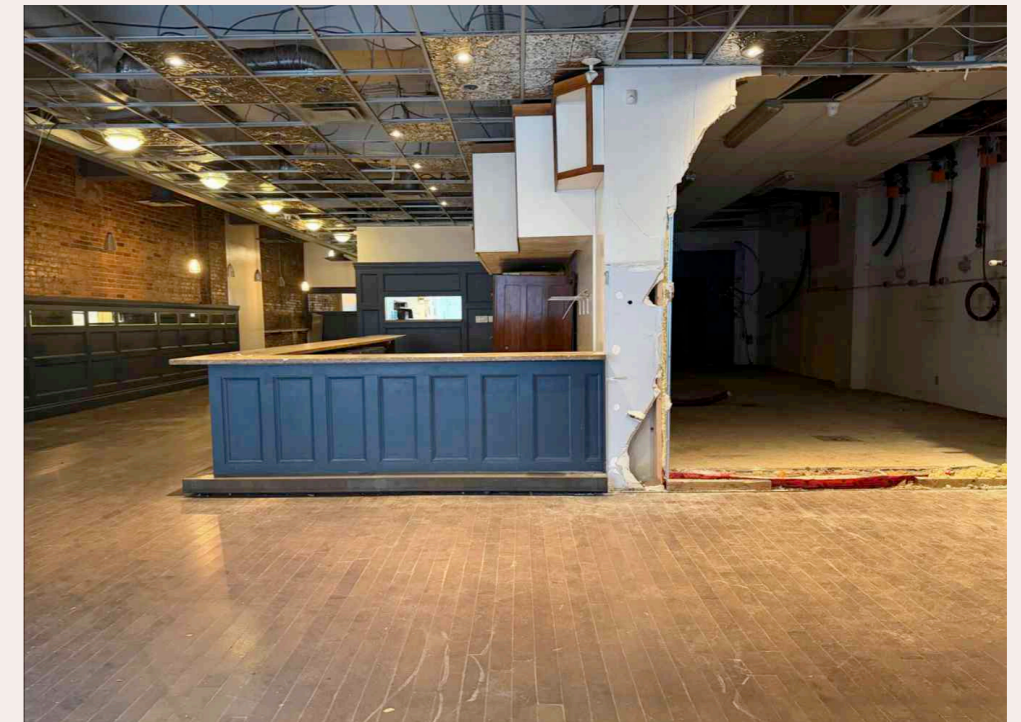
- fragrance selection on arrival
- central pairing bar
- lounge seating
- pairing alcove
- curated retail at exit



LOCATION AND SITE



Located at 2876 Dundas Street West in Toronto's Junction neighbourhood, the site is positioned within a lively west-end corridor shaped by independent retail, cafés, and strong local character.



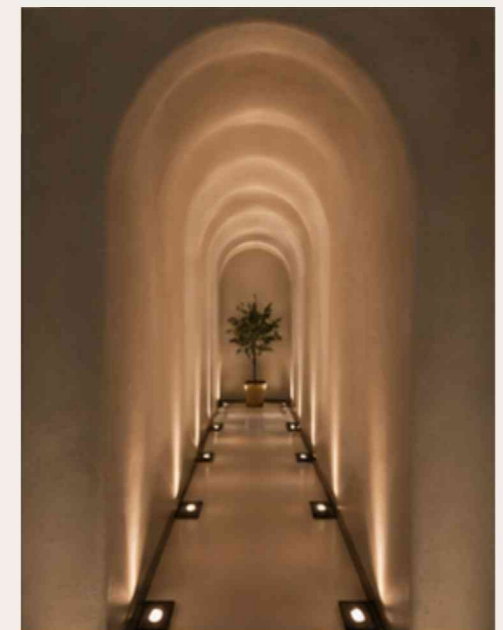
A former restaurant, the unit offered street visibility, existing hospitality infrastructure, and an adaptable shell for a hybrid fragrance, café, and lounge concept.

site advantages

- prominent street frontage
- pedestrian visibility
- hospitality-ready base condition
- adaptable existing shell
- established café and retail context
- flexible framework for future rollout

SENSORY *direction*

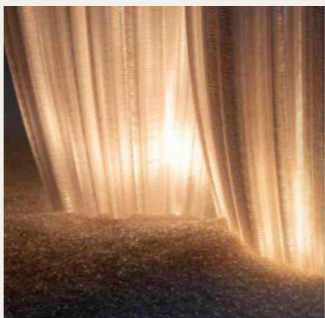
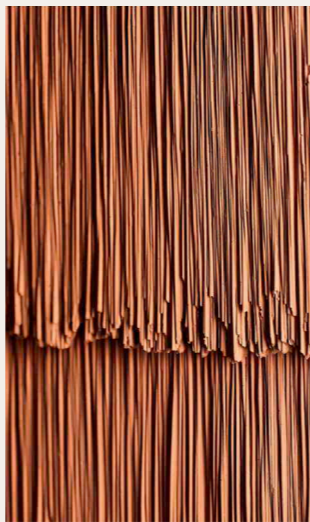
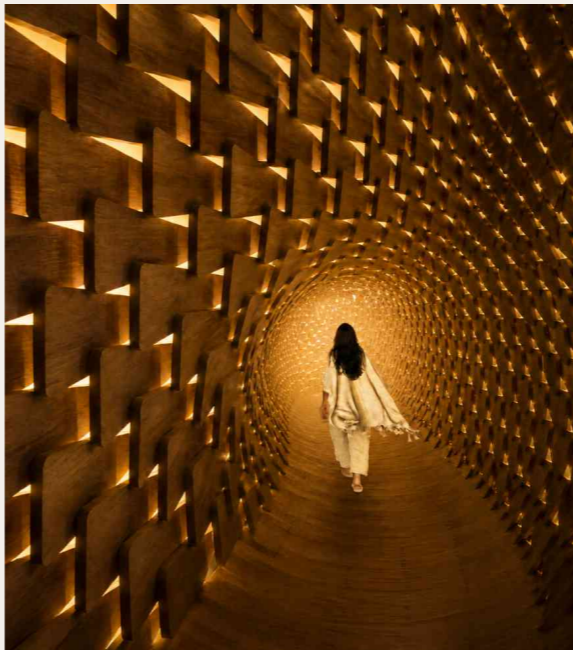
The feeling before the words



tactile, warm, intimate, curated, atmospheric

SPATIAL *direction*

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



threshold, enclosure, passage, immersion, intimacy

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 key spatial moments.



- 01 backlit sculpted timber screen
- 02 amber translucent resin
- 03 warm plaster
- 04 scent wall 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 is selected to support two modes of use: upright café seating for short visits and lower, softer lounge pieces for longer, more comfortable stays. Rounded forms, upholstered volume, and small occasional tables help the space feel hosted rather than transactional.



Café seating

Loren Armchair — Furninova

Liège Accent Stool — NORR11

Custom Café Table — own proposal

Adapted from a vintage Art Deco reference



Lounge seating

Nopal Lounge Sofa and stool — Atelier L'inconnu

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

Proposed floor plan

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.

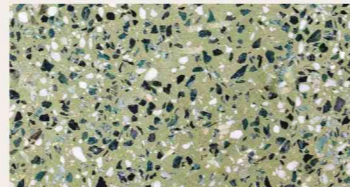
KEY FLOOR FINISHES



1. Pigmented microcement
Warm satin finish



2. Smoked oak timber
Warm satin finish



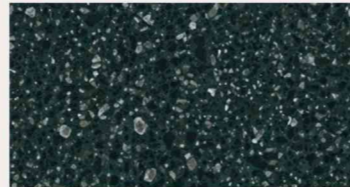
3. Terrazzo
Green base with charcoal and terracotta aggregate



4. Terrazzo
Black base with white aggregate

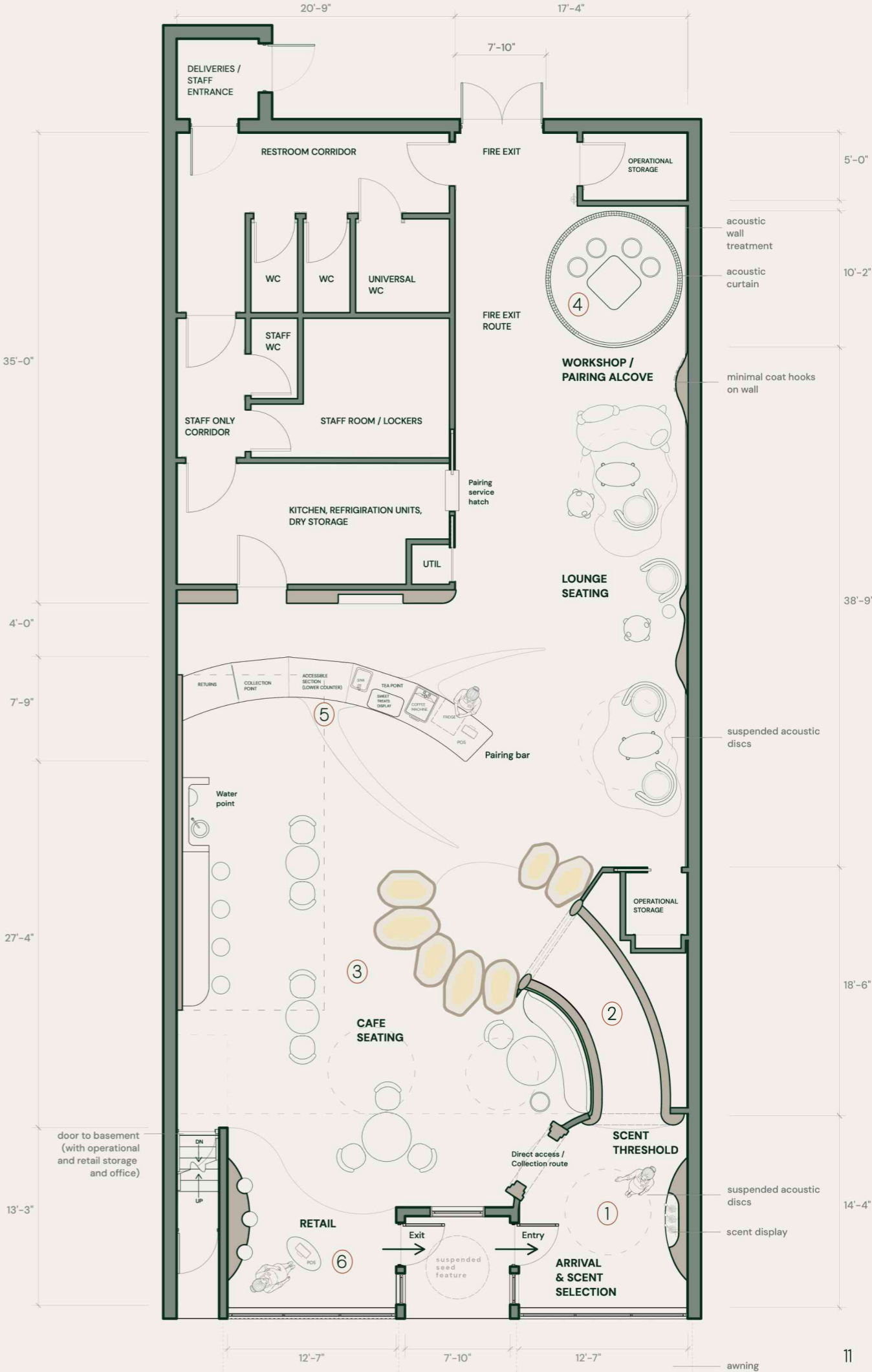
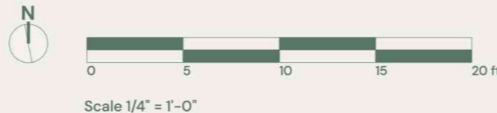


5. High-gloss paint
Deep mineral green



6. Terrazzo
Dark green and charcoal, honed finish

Customer-facing area approx. 2,400 sq ft

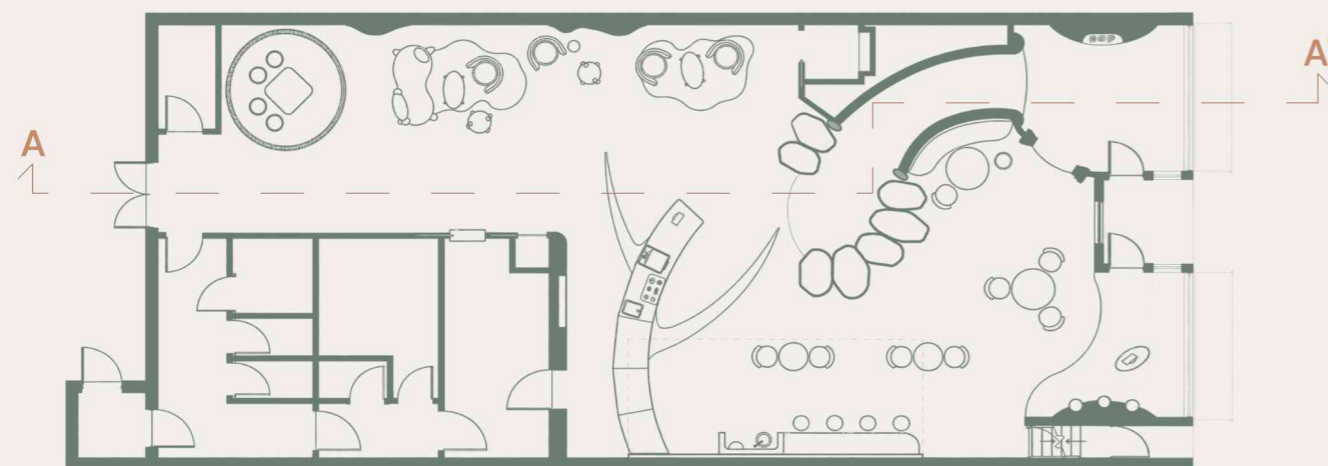


Offset section A-A'

Scent route through selection, tunnel, and pairing alcove



Section key plan

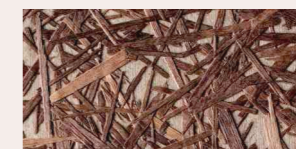


drawings not to scale

KEY MATERIAL FINISHES



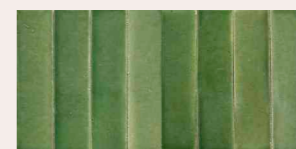
1. Acoustic curtain
Soft textile privacy layer



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 & scent sequence

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

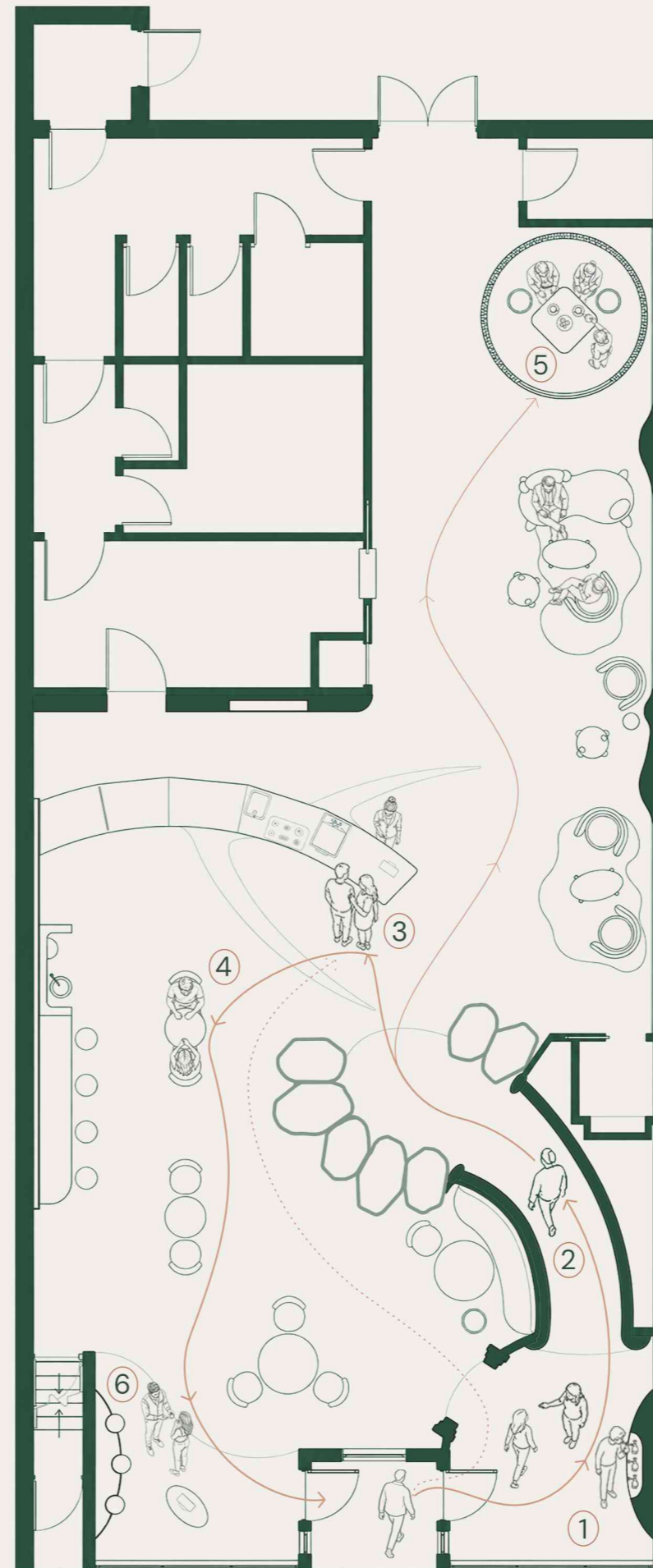
ROUTE KEY

- GUIDED SCENTED JOURNEY
- OPTIONAL PAIRING ALCOVE
- - - DIRECT VISIT ROUTE
- ① KEY SENSORY MOMENTS

3 · pairing bar
The scent profile informs a drink and sweet pairing

4 · café and reflection lounge
Guests settle into a more social, open area

6 · retail ritual
The visit concludes with take-home scent objects

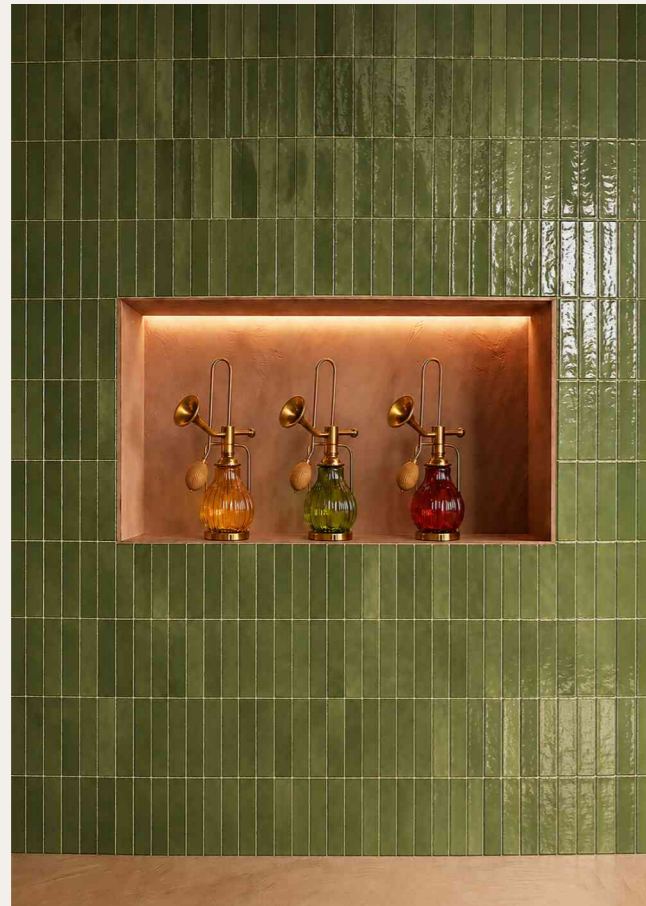


5 · pairing alcove
A bookable space supports a slower guided session

2 · scent tunnel
A compressed passage shifts the pace and atmosphere

1 · scent selection
Guests choose a scent profile at arrival

Key sensory moments



SCENT WALL

A testing point where visitors explore fragrance profiles through brass scent trumpets. Their selected scent shapes the next stage of the visit through a paired cultural plate.



RETAIL DISPLAY

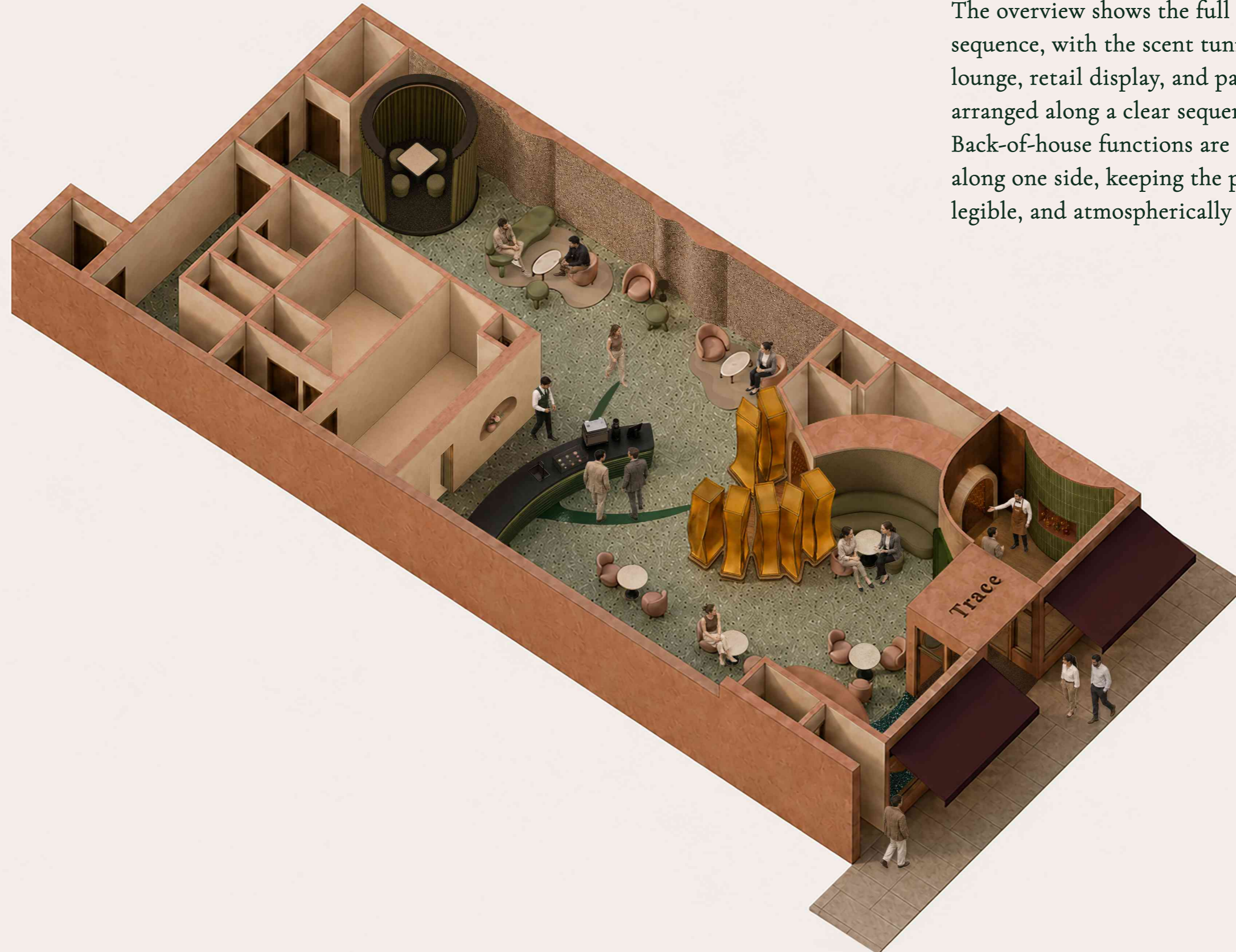
A compact retail display for fragrance, sample vials, and packaged scent objects, positioned at the end of the visit and supported by staff guidance.



PAIRING ALCOVE

An intimate setting for guided scent, drink, and cultural treat pairings, designed for reflection, conversation, and deeper engagement.

Spatial overview



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

Key hospitality spaces

entry threshold



The entrance is split into two speeds of arrival: 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 atmosphere.

Key hospitality spaces *café, pairing bar and retail*



The bar anchors the café area as both service point and social focus, while the retail display extends the fragrance journey into a take-home ritual. Green terrazzo, dark counter finishes, glowing sculptural forms, and mixed seating create a more open, animated contrast 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 hosted pairings while remaining visually connected to the main room.

ARCO LAMP

editorial styling study

A speculative styling study exploring gravity, suspension, and sculptural light through the Arco lamp, designed by Achille and Pier Giacomo Castiglioni for Flos in 1962. Reflective materials, floating objects, and cinematic shadow create a surreal lunar environment shaped by the lamp's sweeping arc and marble base.

featured pieces

Interconnect Candle Holder — Colin King for Audo Copenhagen

Bellure Piece, Round — Ferm Living

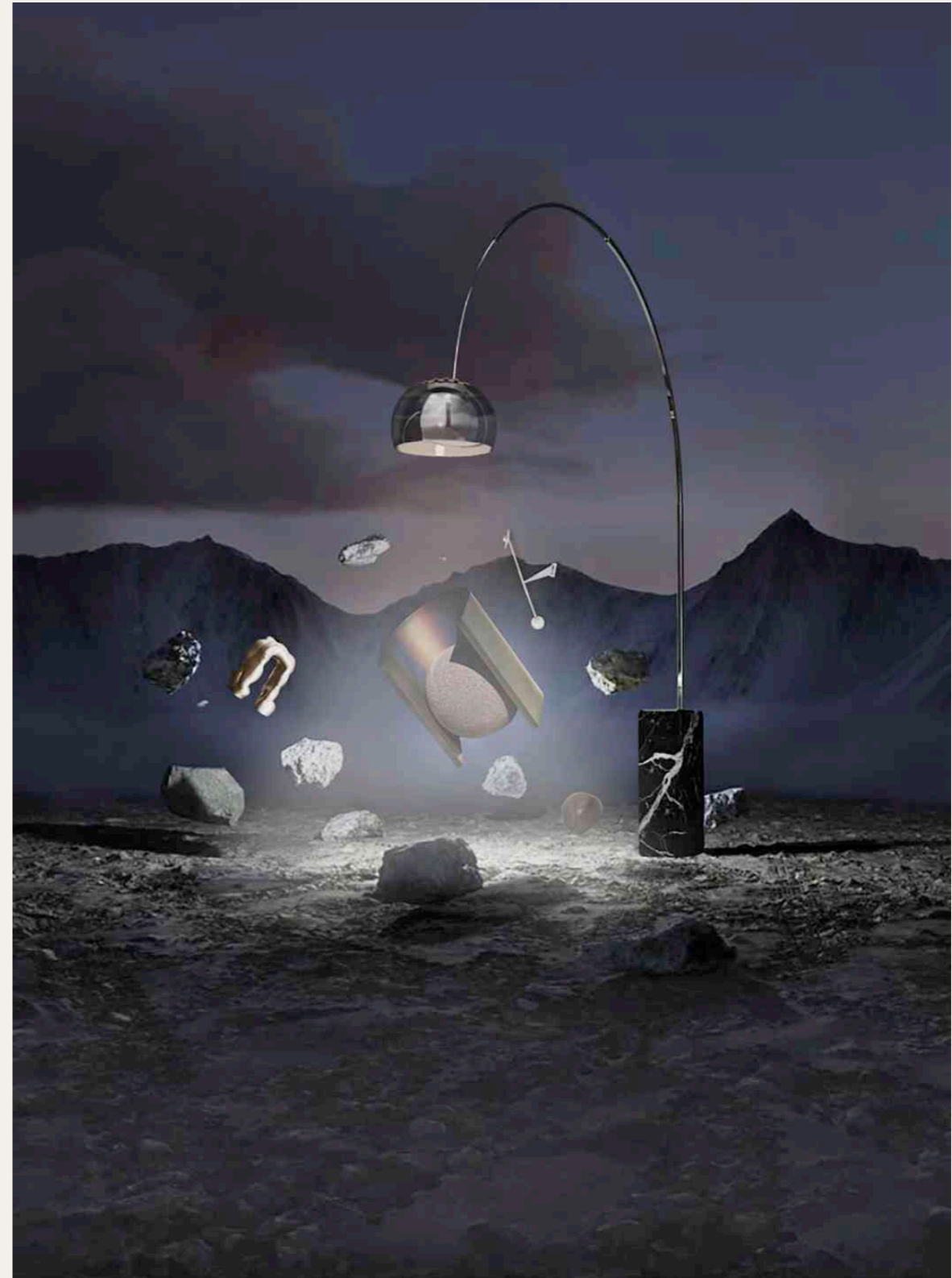
Holo Chair — Objects of Common Interest

Morf Sculpture — Ferm Living

Visual references



Reference cues: Reflective surface, lunar atmosphere, suspended objects.



Exploring the tension between gravity and lightness through the sculptural language of the iconic Arco lamp.

MAN VS. BEE

production design

Selected set design work for Netflix's Man vs. Bee, exploring cinematic spatial storytelling through exaggerated domesticity, controlled material and colour direction, and highly curated set dressing. The environments balanced humour and tension through carefully composed interiors, bespoke props, and graphic visual composition.

role and scope

Production Designer

Led a 50-person art department across set design, construction, decoration, graphics, props, and dressing

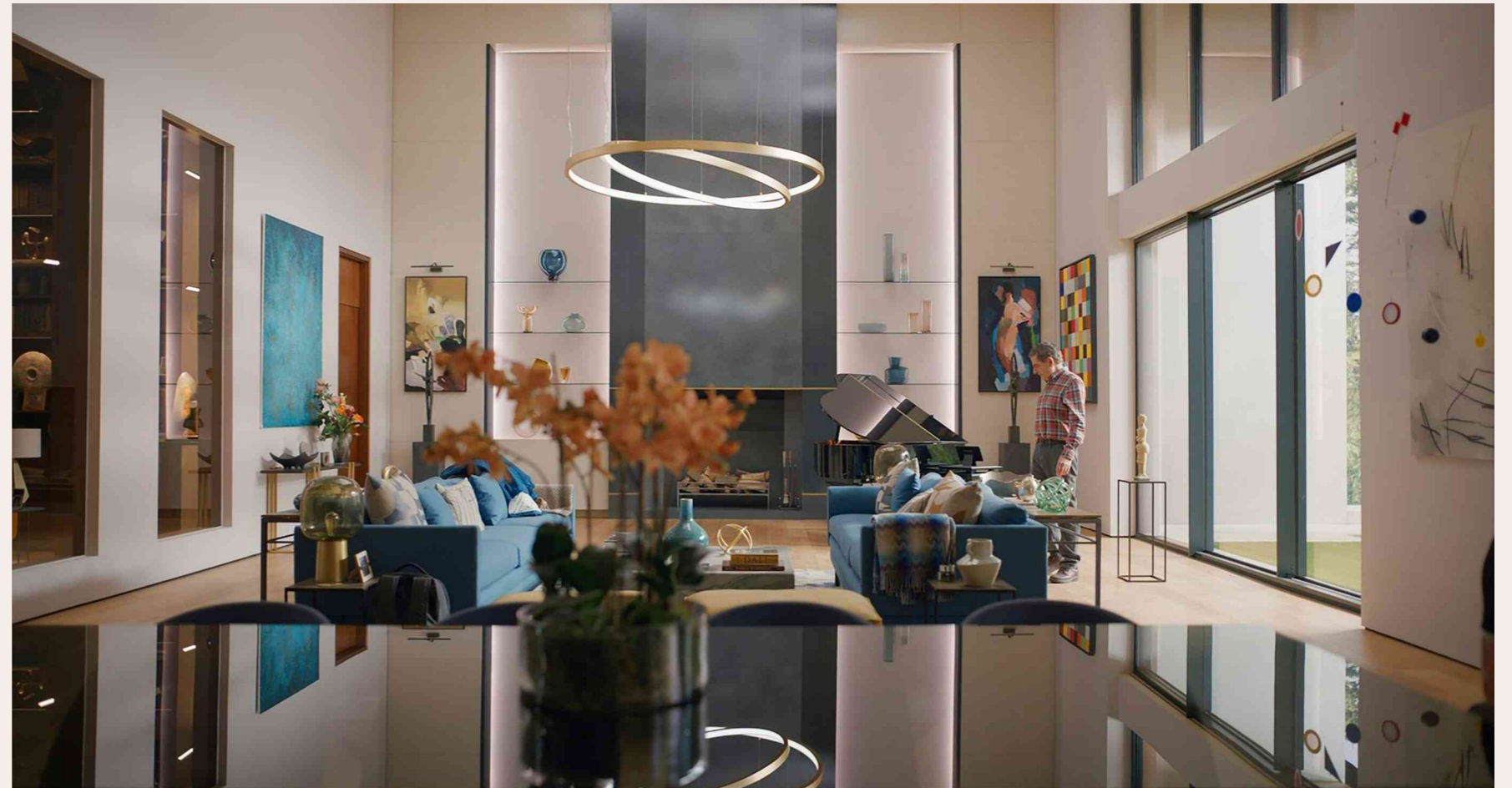
Managed a £2 million art department budget

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

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

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

Oversaw specialist production requirements including action vehicles, animals, practical effects, and hero prop builds



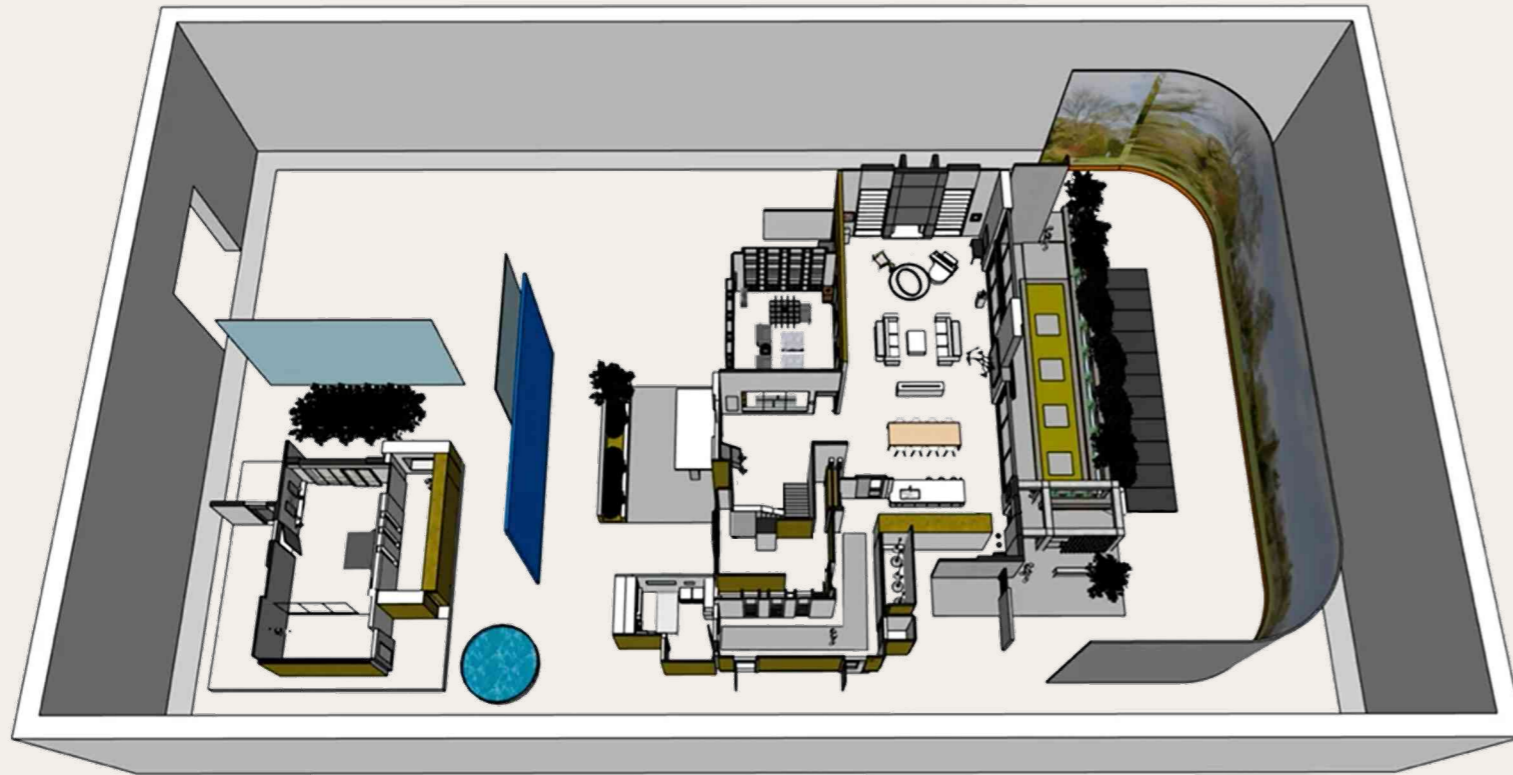
Main house interior set

process film

Watch the design process video [*here*](#)

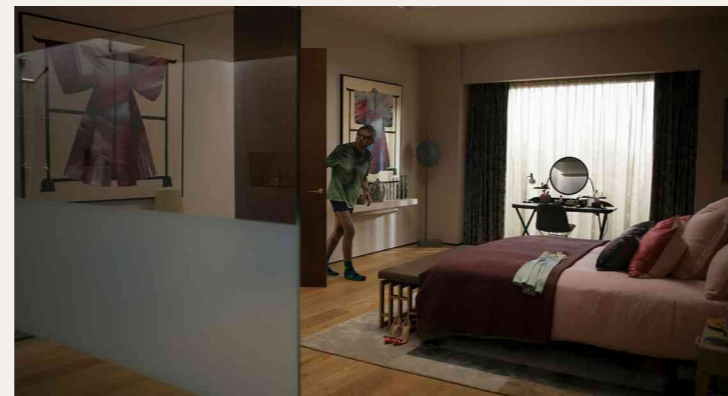
Set planning and development

The SketchUp model established the house layout, sightlines, and camera access before the interiors were built, dressed, and filmed.



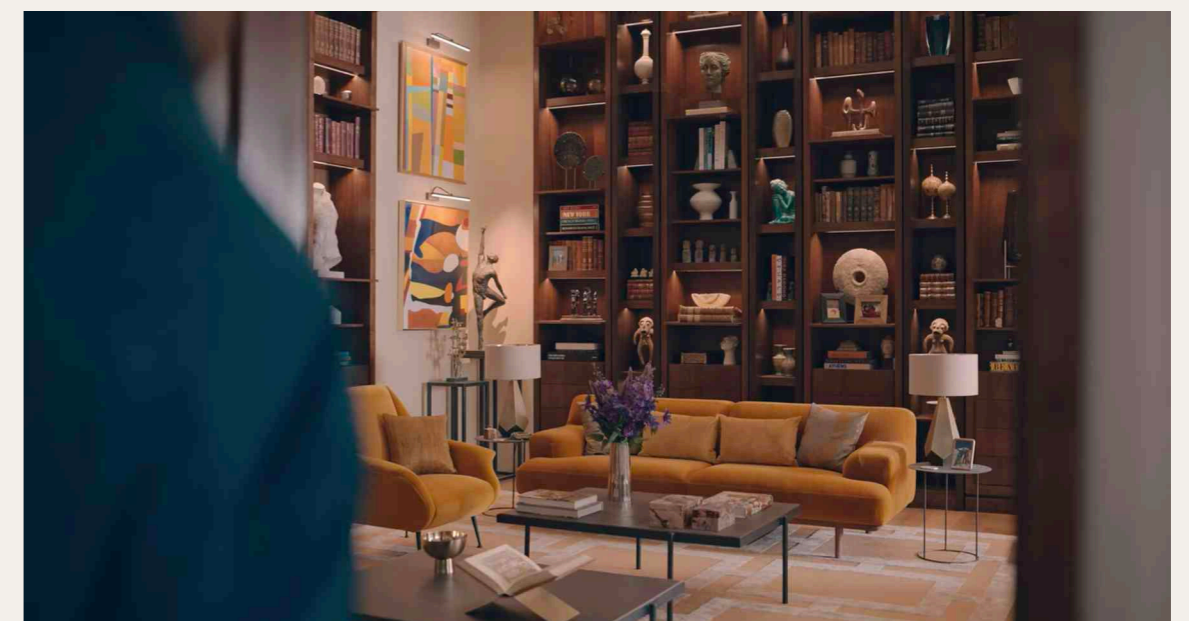
spatial overview model

layout, circulation, sightlines, and build logic



finished set stills

interior atmosphere, dressing, and artwork



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 daily rituals, balancing brand clarity with a soft, lived-in interior atmosphere.

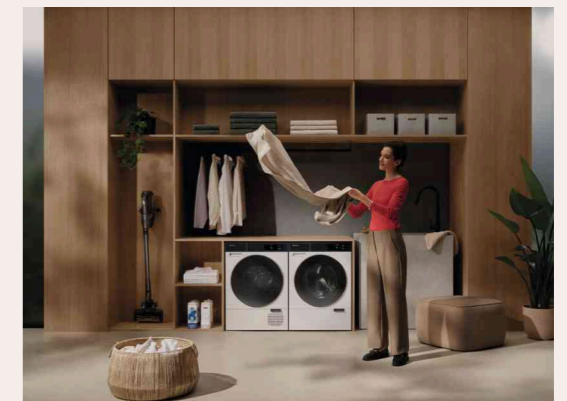
role and scope

Production Designer

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



finished set stills
main living environment



set overview model
layout, sightlines, circulation, and camera access



Thank you for your consideration

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