

# CARLY REDDIN

Interior design · hospitality · luxury interiors



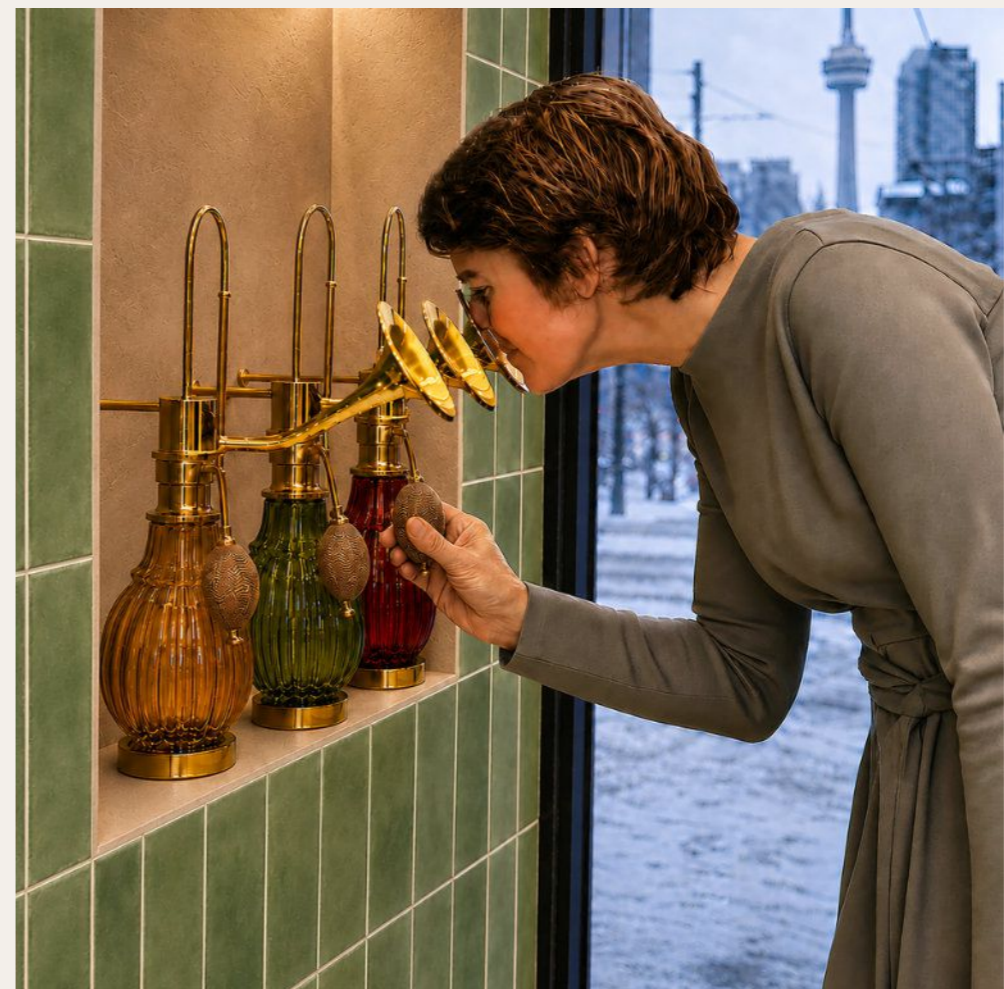
Portfolio [2026]

# SELECTED WORKS

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

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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*

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[carlyreddin.com](http://carlyreddin.com)

Streetsville, ON

# Experience

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## 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 · 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

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## 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

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## 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

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

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

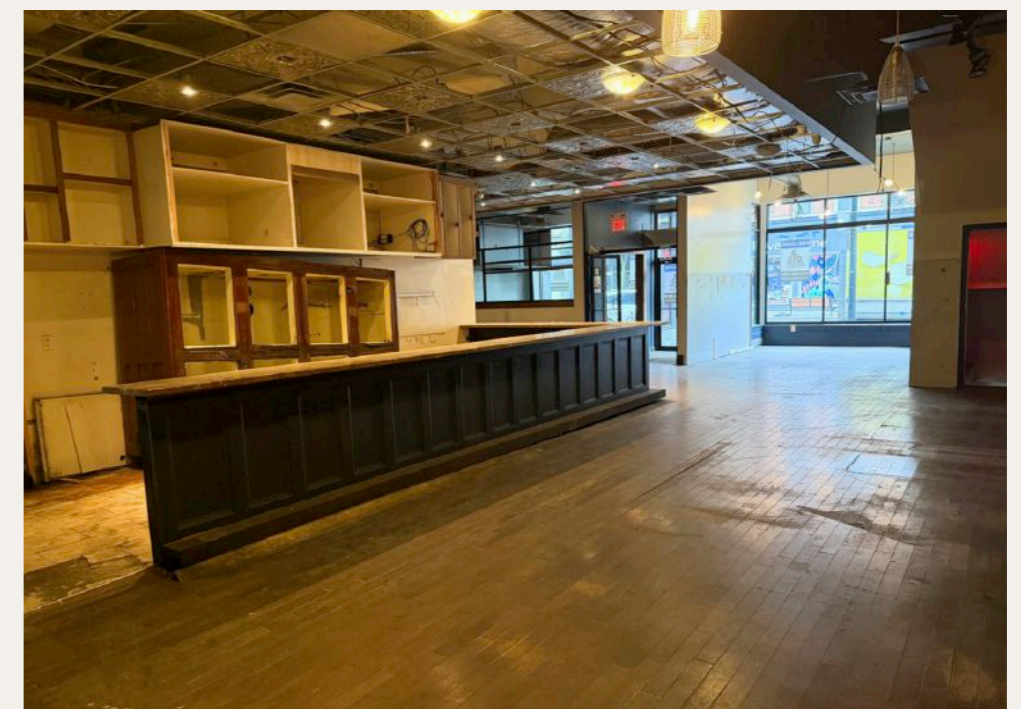
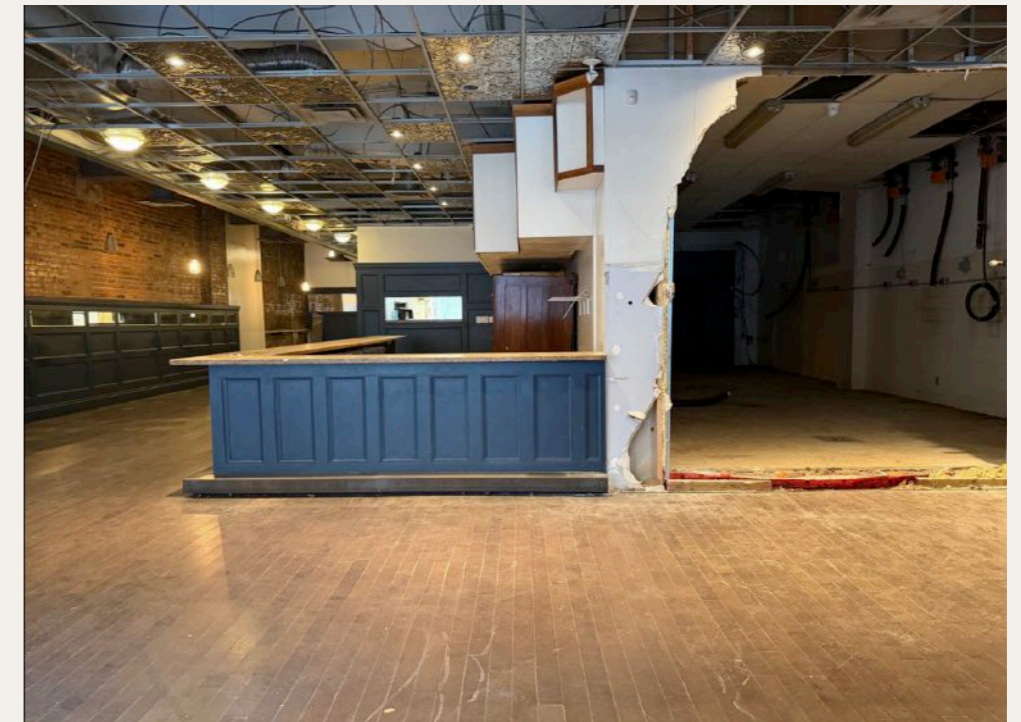


# LOCATION AND SITE

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*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.*



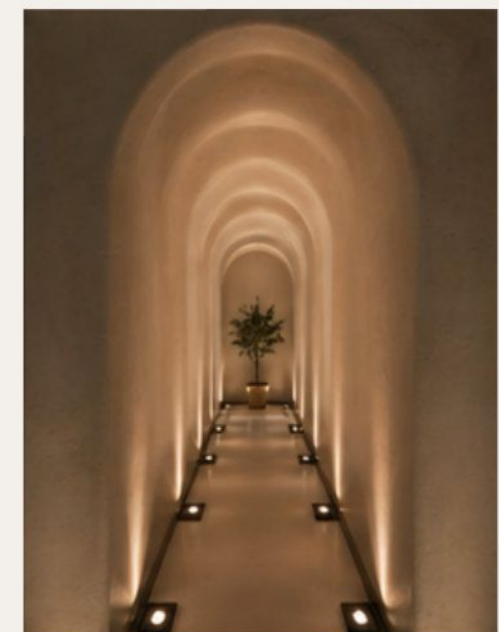
A former restaurant, the unit offered street visibility and an adaptable shell for a hybrid fragrance, café, and lounge experience.

## *site advantages*

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

# SENSORY *direction*

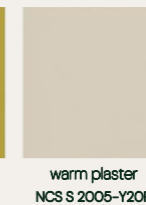
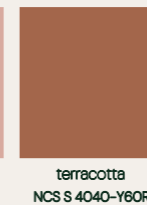
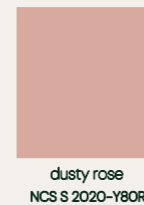
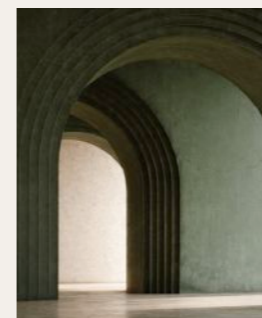
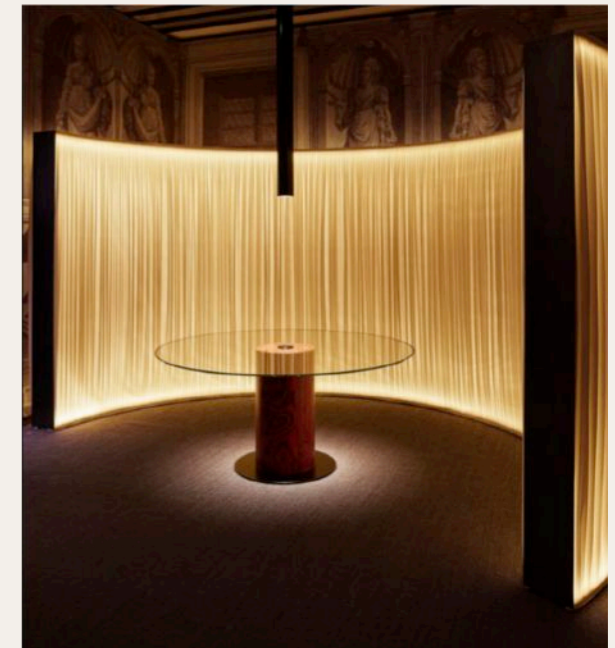
Scent, touch, light, and taste  
as design drivers



*tactile · warm · intimate · layered · enveloping*

# SPATIAL *direction*

A spatial language built from compression, curved openings, warm enclosure, 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 retail experience and encourage longer dwell time.



### Café seating

*Loren armchair · Furninova*

*Liège accent stool · NORR11*

*Custom café table · design 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*

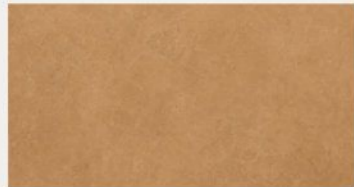
*Elips narrow tray · Belin Home Decoration*

*Stone-glazed handleless cups · EngiCrafts*

# 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.

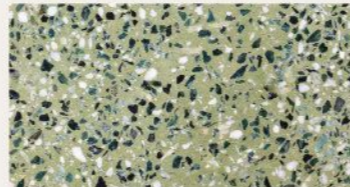
### KEY FLOOR FINISHES



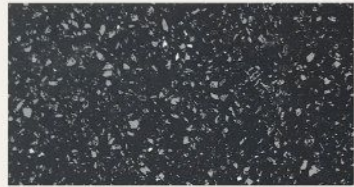
1. Pigmented microcement  
Warm satin finish



2. Smoked oak timber  
Warm satin finish



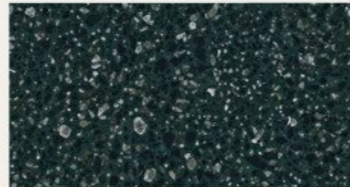
3. Green terrazzo  
Charcoal, white, and terracotta aggregate



4. Black terrazzo  
White aggregate

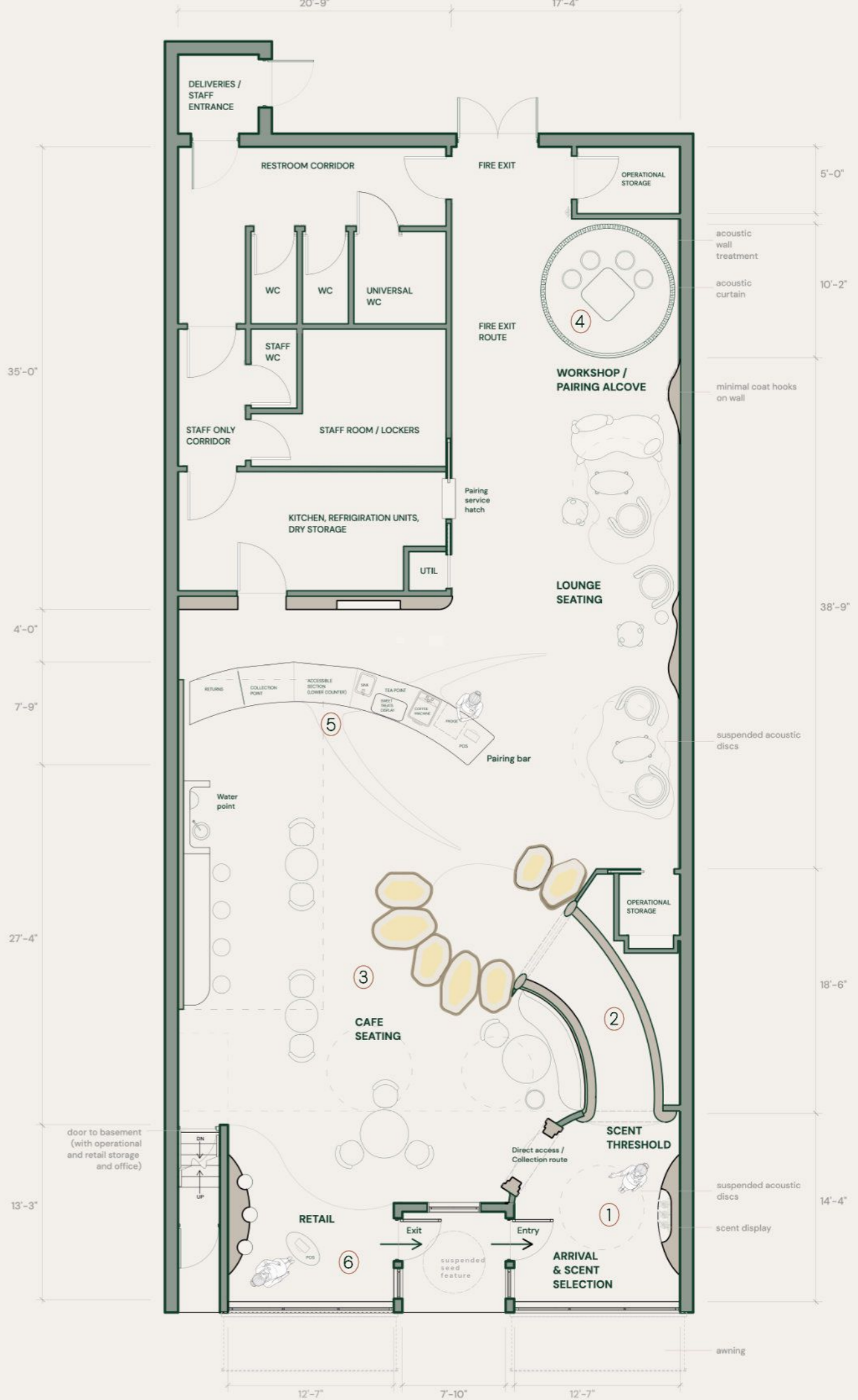


5. High-gloss paint  
Deep mineral green



6. Dark green terrazzo  
Charcoal aggregate, honed finish

Public area approx. 2,400 sq ft

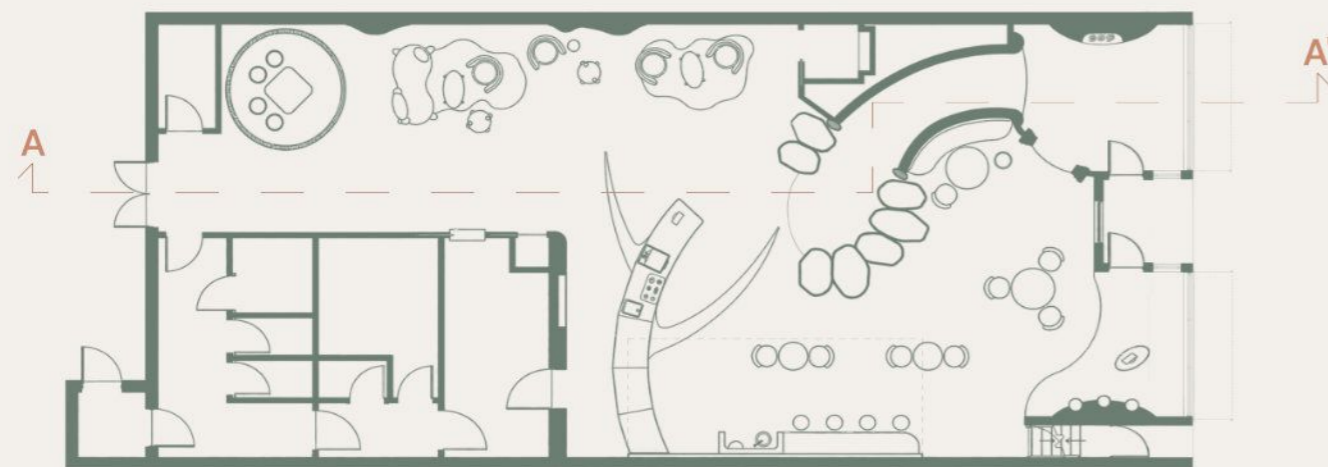


# Offset section A–A' · scent route

Scent route through selection, tunnel, and pairing alcove.



Section key plan

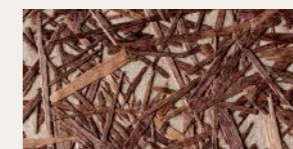


drawings not to scale

## KEY MATERIAL FINISHES



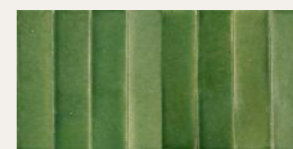
1. Acoustic curtain  
Soft textile privacy layer



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.

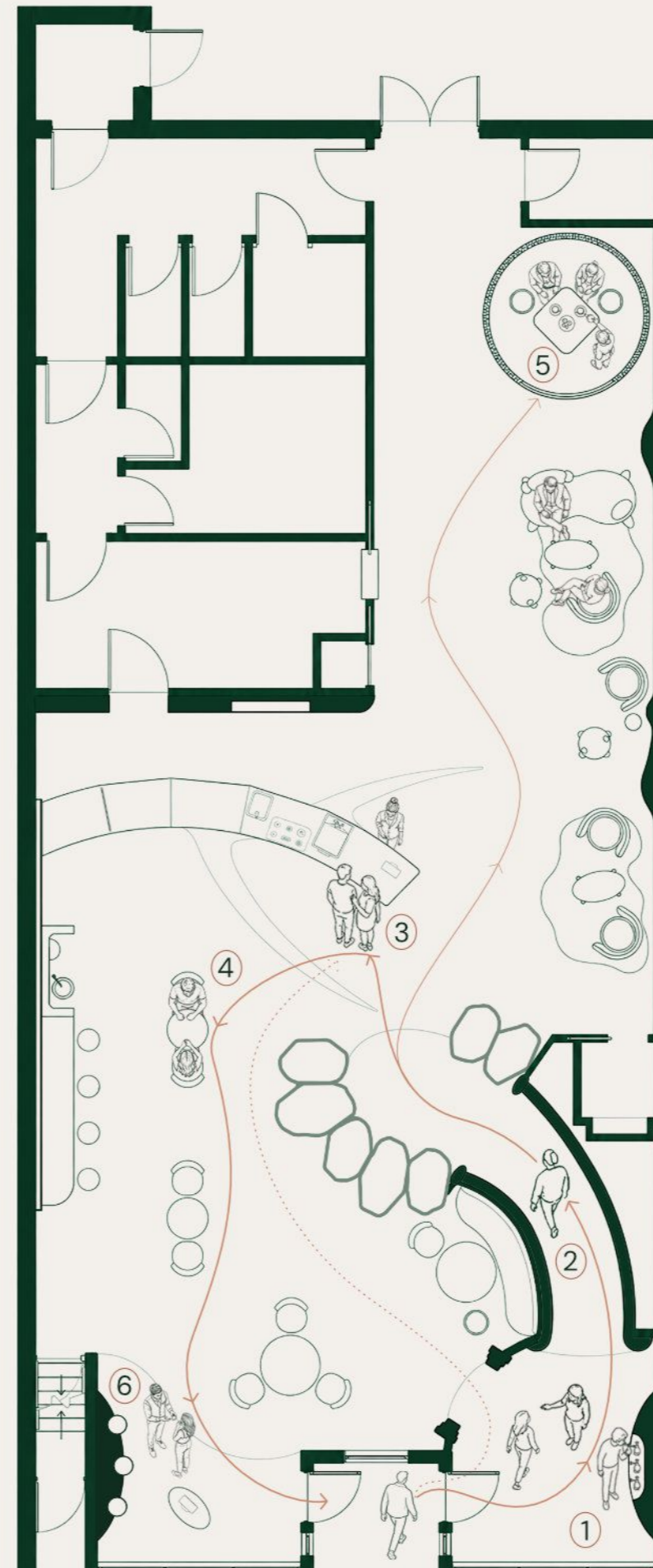
## ROUTE KEY

- 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



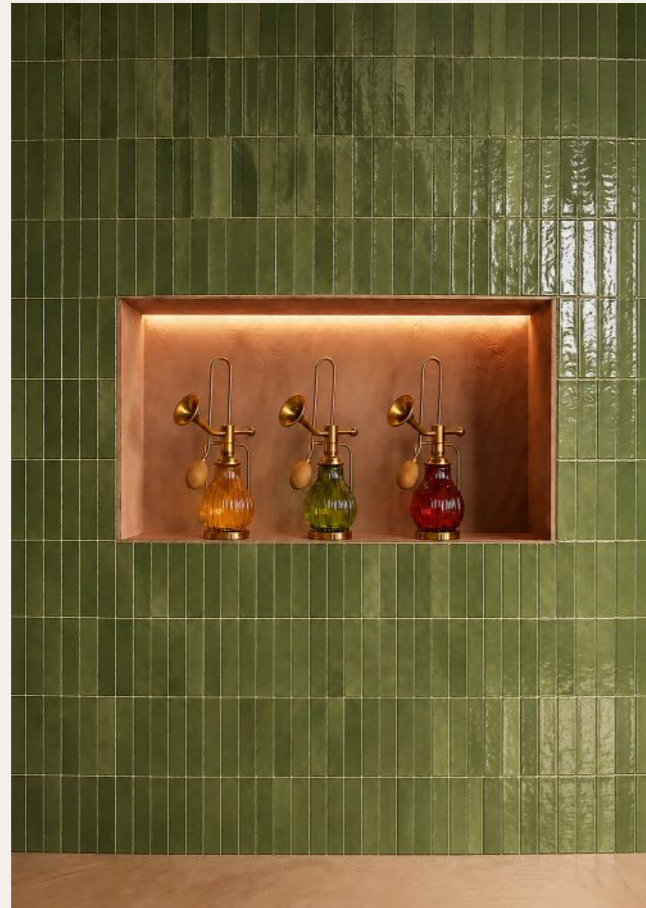
**5 · pairing alcove**  
A bookable space supports a slower guided session

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

**1 · scent selection**  
Guests choose a scent profile at arrival

# Key spatial moments

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## 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

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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*

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*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*

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*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*

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*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

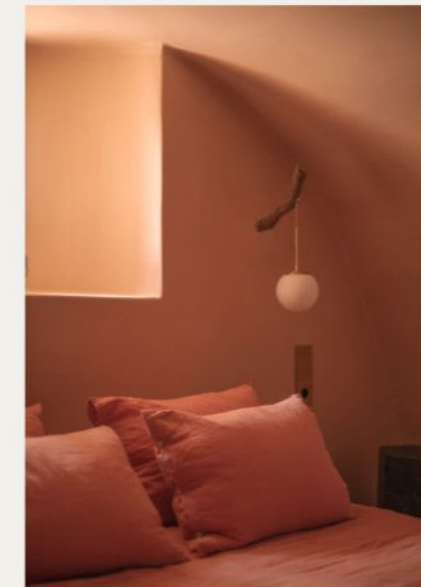
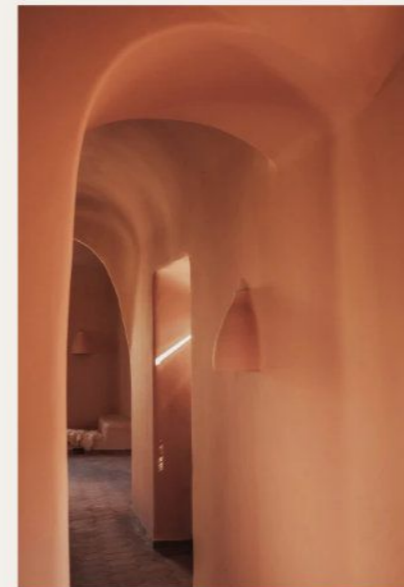
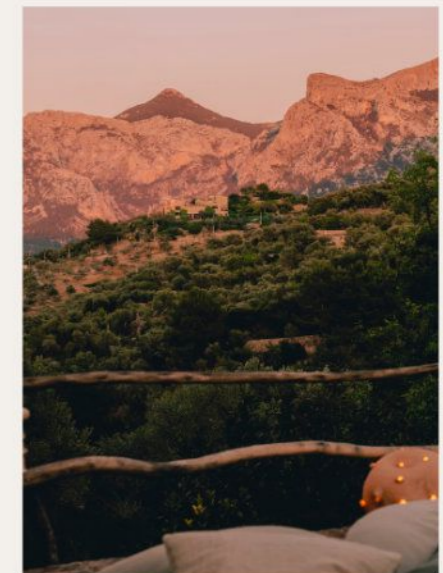
Rooted in the Corsican landscape, the Amore Vivu suite is conceived as a private retreat shaped by warmth, tactility and enclosure. Earth-toned plaster, low light and softened architectural edges create an interior that feels secluded, intimate and connected to its mountain setting.

#### *program*

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

*warmth · earth · intimacy · retreat · light*

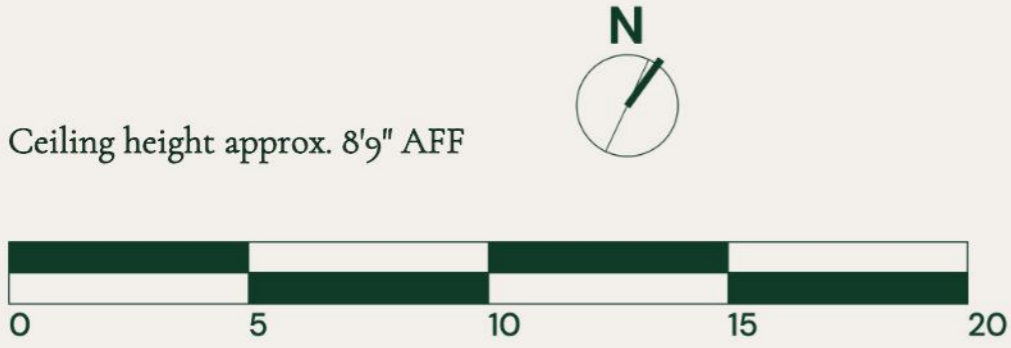
*A compact luxury suite shaped around bathing, sleep, filtered light and a private terrace.*



# Amore Vivu suite

## PLAN AND ZONING

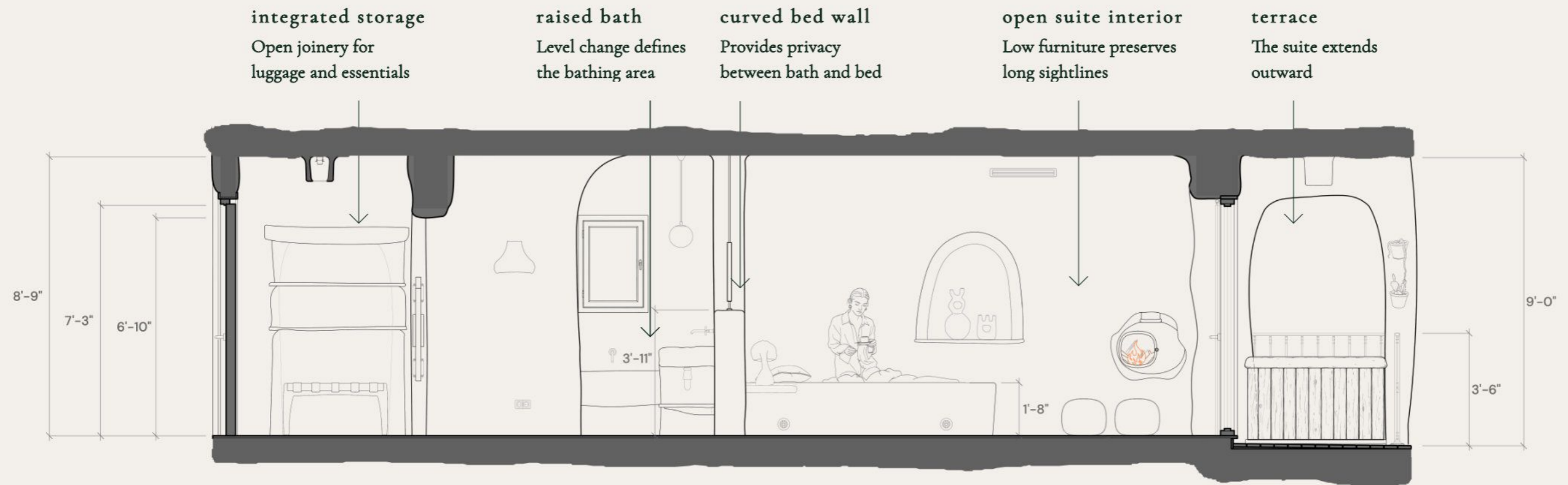
The plan organises the suite through a clear sequence of arrival, service, bathing, sleeping and lounge zones. Curved partitions define each function while preserving a fluid route through the room. The layout balances privacy, openness and direct access to the terrace.



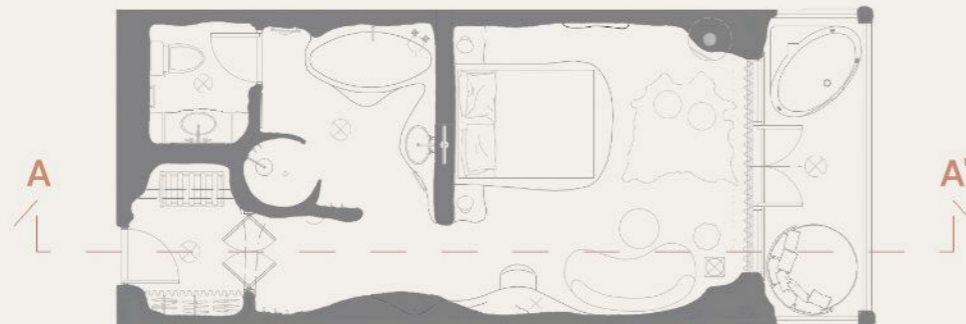
- 1 • arrival threshold**  
A soft entry opens into the suite and frames the view through to the terrace
- 2 • service niche**  
Discreet niche for welcome drinks, small desserts and guest amenities
- 3 • sleeping area**  
King bed with curved headboard wall and low lighting
- 4 • curved sofa**  
Curved 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

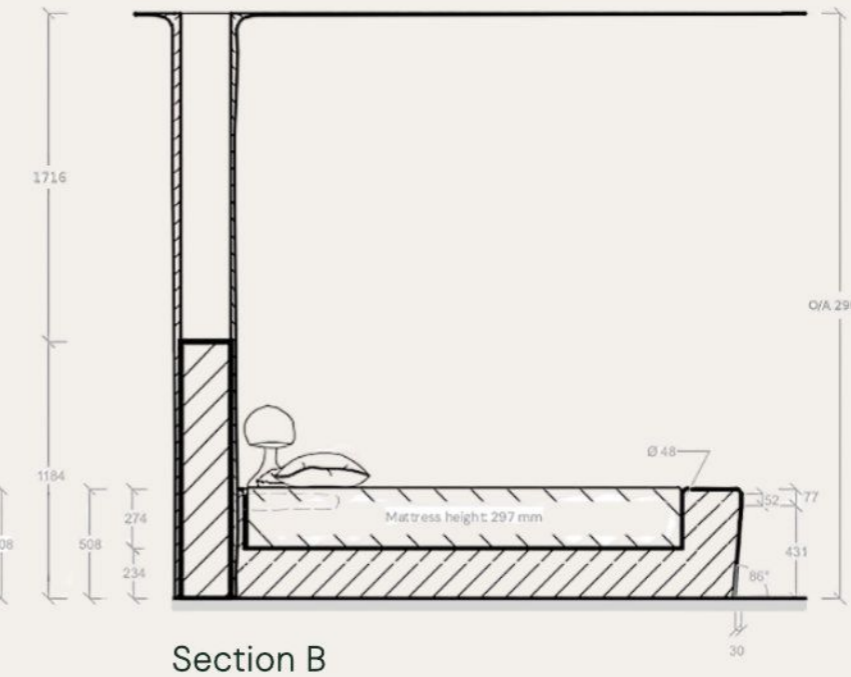
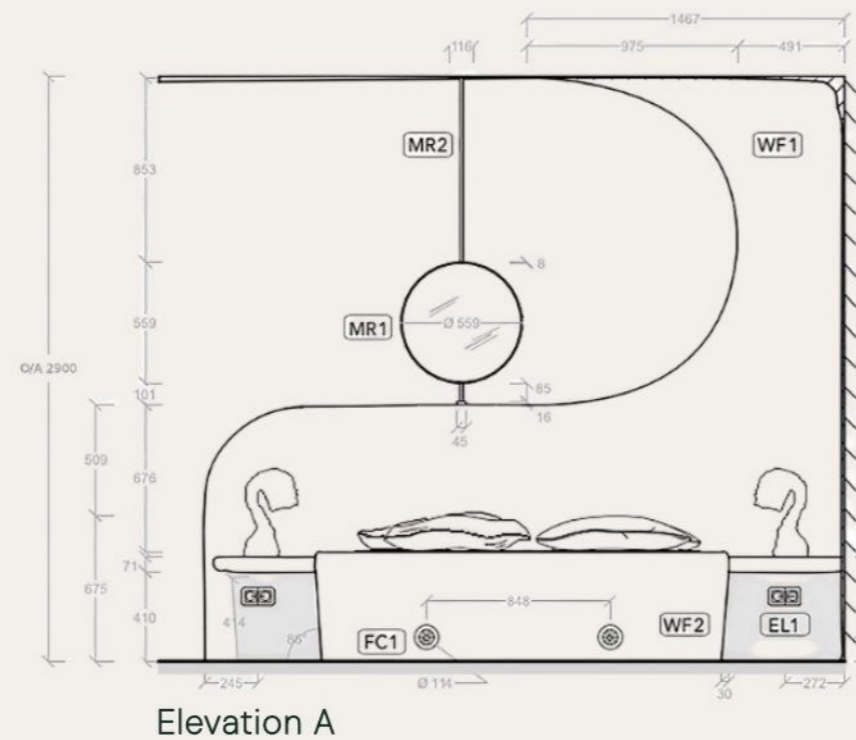


drawings not to scale

# Bed wall detail

*elevation · section · plan · material specification*

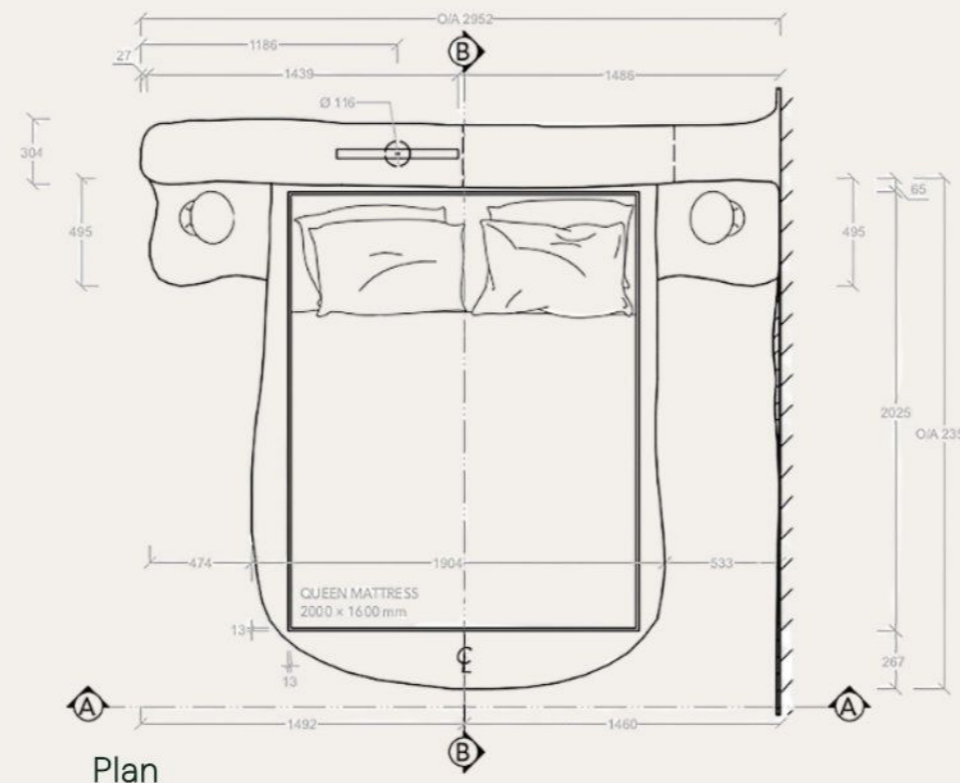
This detail studies the custom bed wall as a built element within the suite. The plaster form combines headboard, side shelves, sockets, ventilation grilles and suspended mirror into one architectural feature, giving the sleeping area a resolved and integrated backdrop.



drawings not to scale



Design intent



<b>WF1 - WALL FINISH</b> MATERIAL: Natural hydraulic lime plaster COLOR / CODE: NCS S 1005-Y80R FINISH: Matte, fine plaster texture MANUFACTURER: St. Astier		<b>MR1 - CIRCULAR MIRROR</b> MATERIAL: Glass + solid brass trim GLASS: 6 mm polished, bevelled edge FINISH: Antique brass with patina MANUFACTURER: Local Glass, Metal Fabricator	
<b>WF2 - BUILT-IN BED FINISH</b> MATERIAL: Natural hydraulic lime plaster COLOR / CODE: NCS S 1005-Y80R FINISH: Smooth continuous plaster MANUFACTURER: St. Astier		<b>MR2 - MIRROR SUSPENSION ROD</b> MATERIAL: Solid brass THICKNESS: 10 mm, small disc cap FINISH: Antique brass with patina MANUFACTURER: Custom Metal Fabricator	
<b>FC1 - VENTILATION GRILLES</b> MATERIAL: Brass-plated steel PATTERN: Floral / Moroccan FINISH: Antique brass with patina MANUFACTURER: Custom Metal Fabricator		<b>EL1 - EUROPEAN POWER SOCKET</b> 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

02 aged brass detail

03 sheer clay-toned curtain linen

04 dark walnut timber

05 soft bouclé upholstery

06 dark honed stone shelf

07 terracotta floor tile

08 warm honed stone

09 blackened iron rod / rail

10 woven linen sofa upholstery

# Amore Vivu suite

*interior render*

---



*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 overall 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

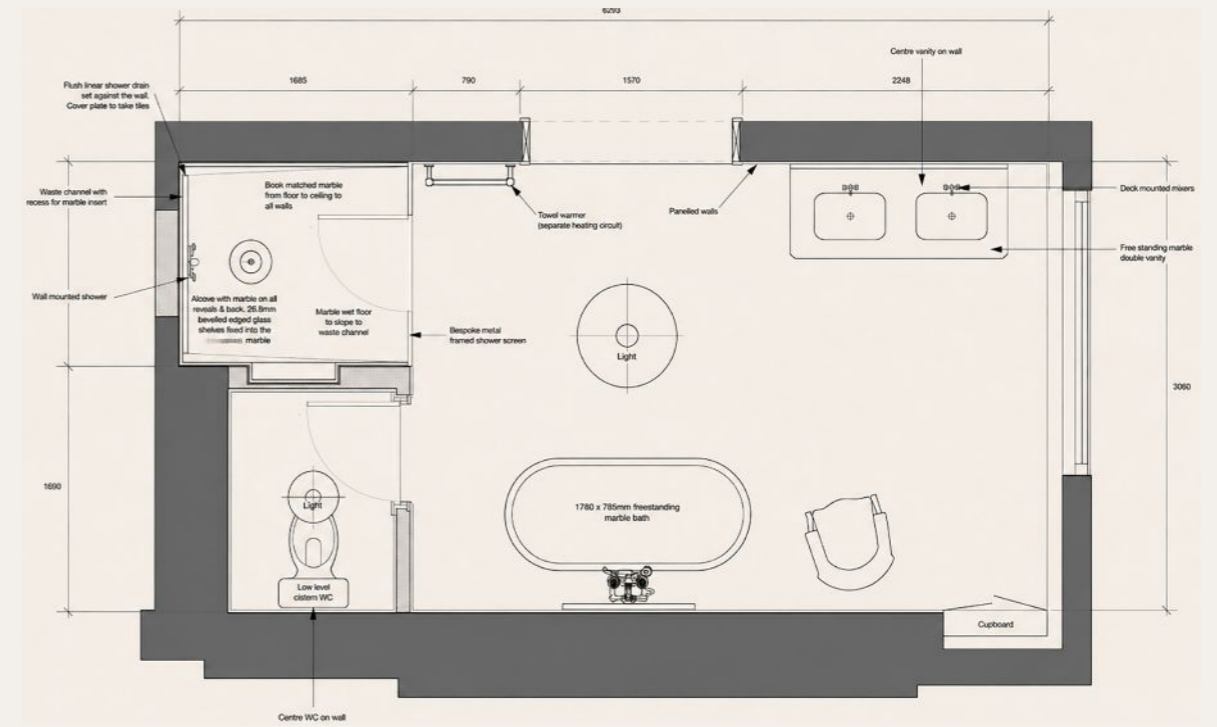


# Master en suite

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

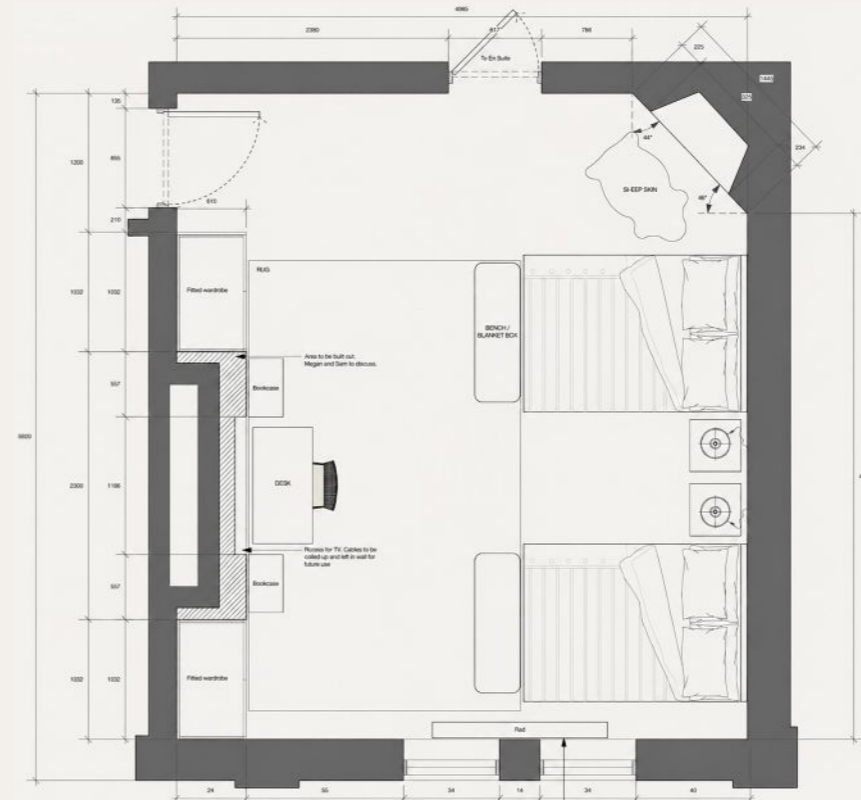
drawings not to scale

# Fox's bedroom

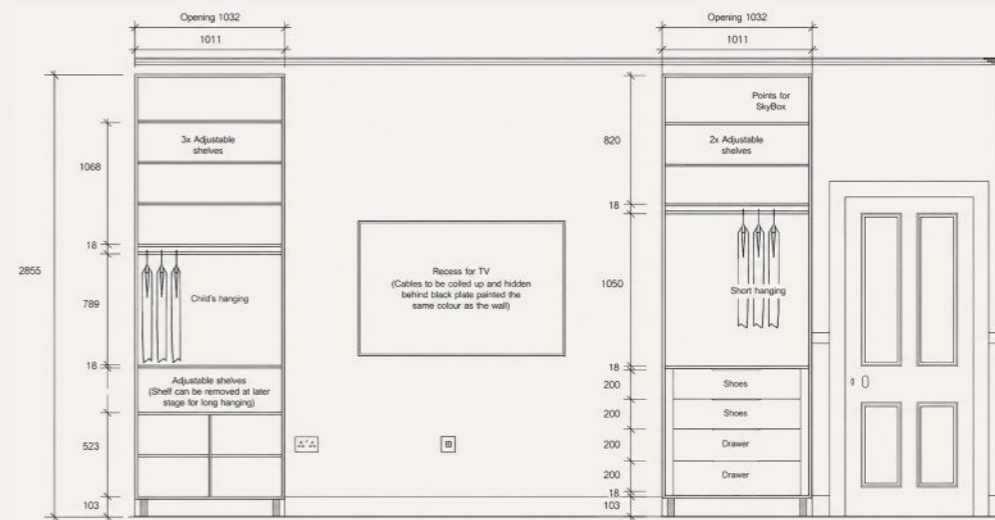
The brief was to create a sophisticated scheme that could adapt as the client's daughter grew older. My role covered technical drawings, millwork detailing for the bespoke wardrobe, and FF&E and artwork sourcing.



Woodlands House, Fox's bedroom



Fox's bedroom plan



wardrobe internal layout

drawings not to scale



Helen Musselwhite's artwork

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

# THE VEIL

*appointment-only couture retail*

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LABASAD MA Interior Design & Hospitality, 2026

Spatial sequencing · couture display  
atmospheric interiors

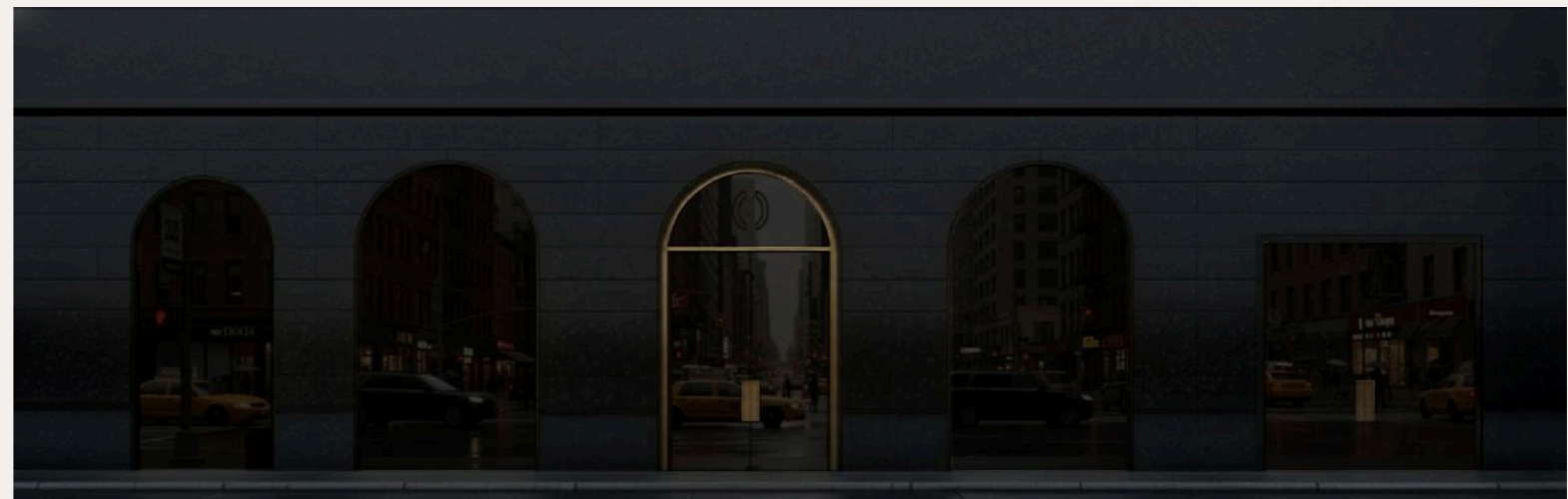
SoHo, New York

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

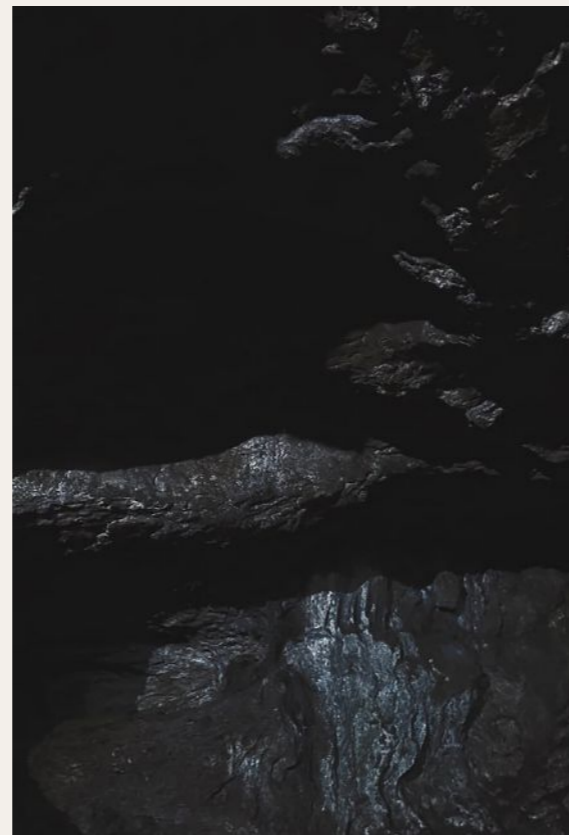
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CARVED · DEPTH · WEIGHTLESS · VEILED



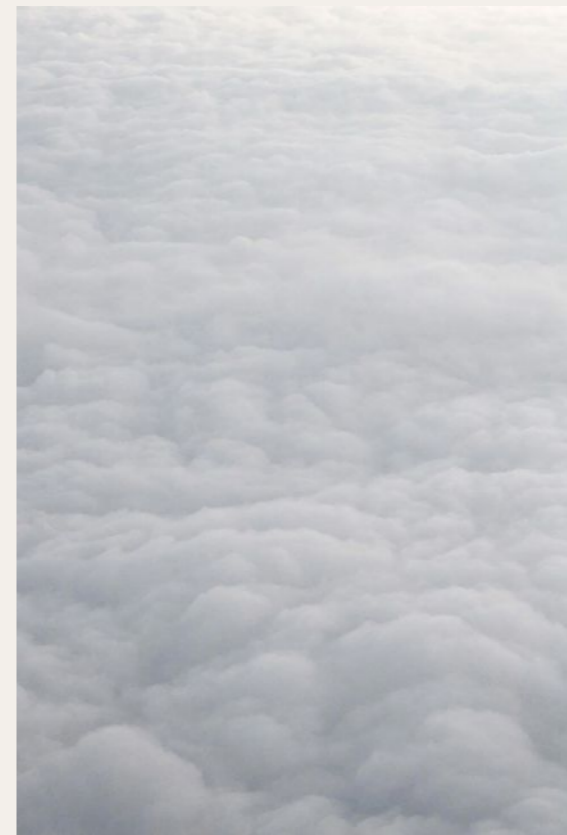
CARVED

*light across terrain*



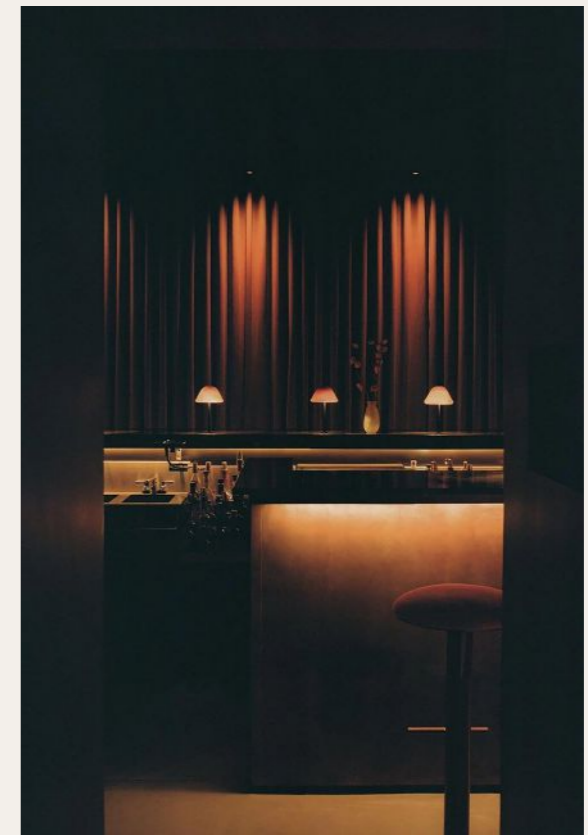
DEPTH

*shadow and enclosure*



WEIGHTLESS

*softness in suspension*



VEILED

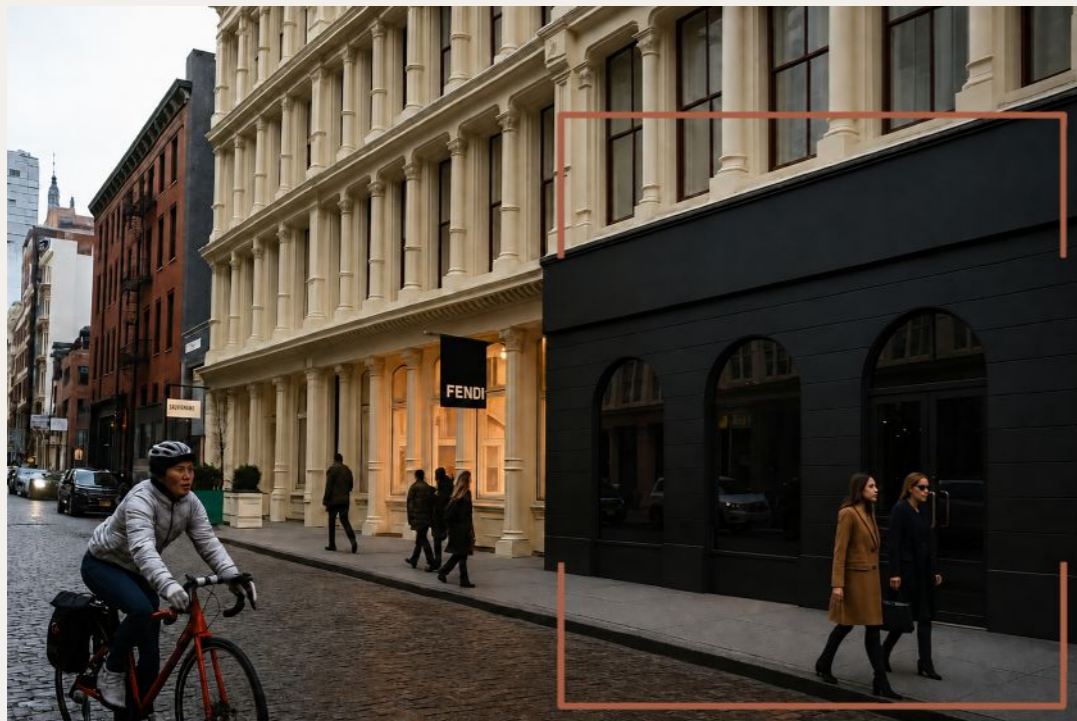
*concealment before revelation*

*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.

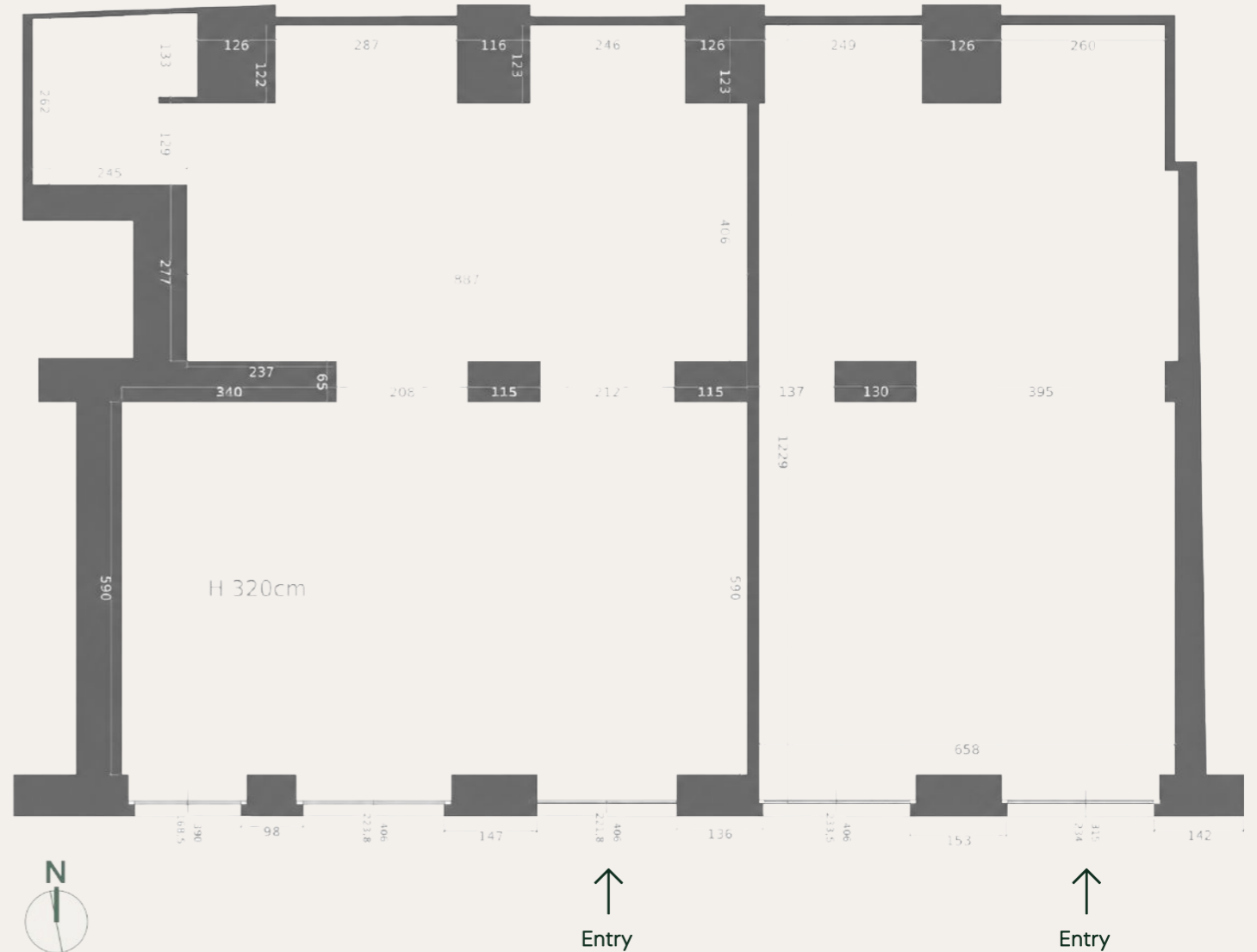


1,076 sq ft  
FLOOR AREA

10 ft 6 in  
CEILING HEIGHT

1 group  
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

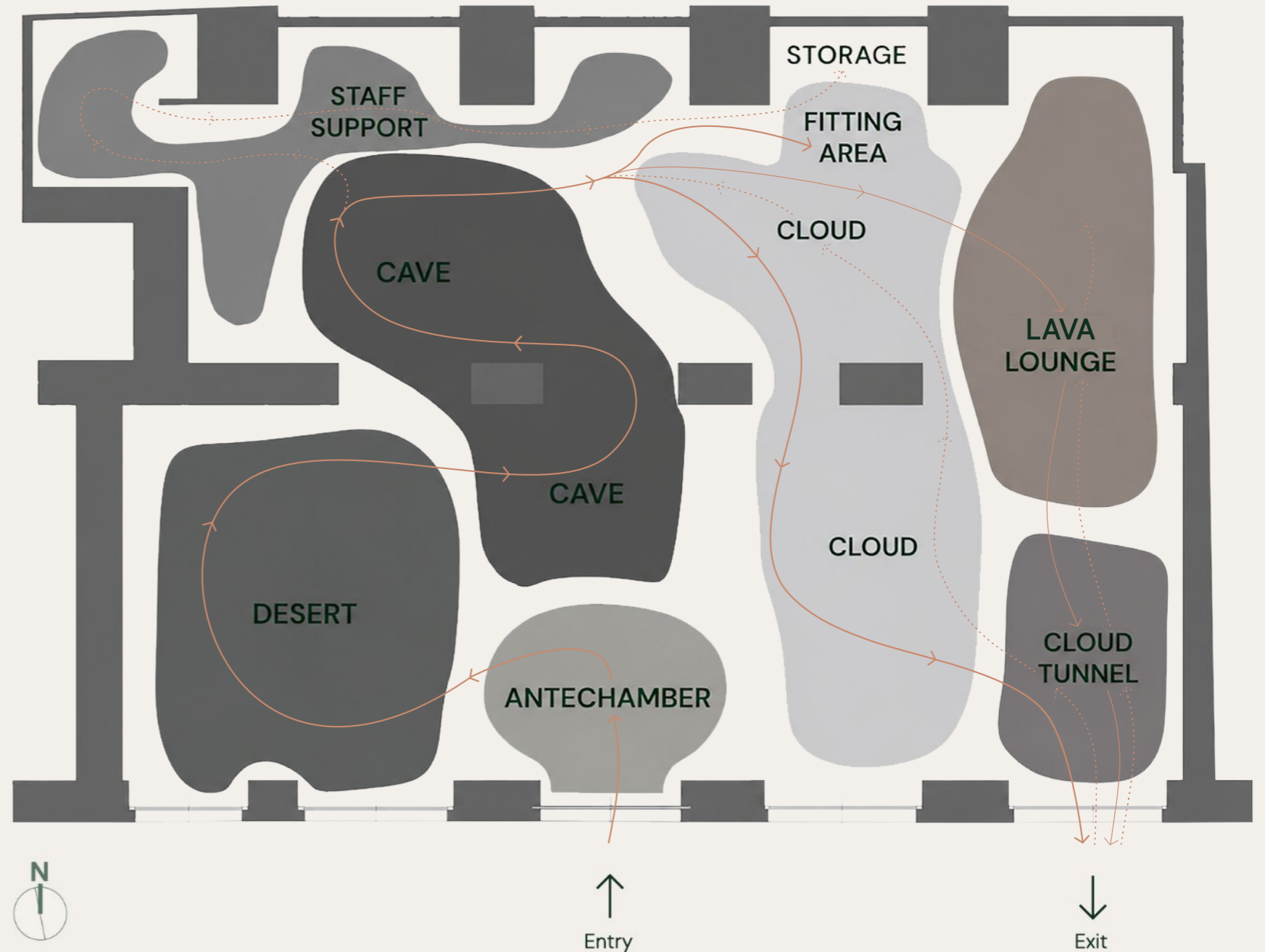
The existing shell is organised as a sequence of thresholds, moving guests from arrival into distinct immersive retail worlds. Public zones unfold through Desert, Cave and Cloud, while the Lava Lounge sits beyond the main route as a private invitation-only room. Staff support remains concealed along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

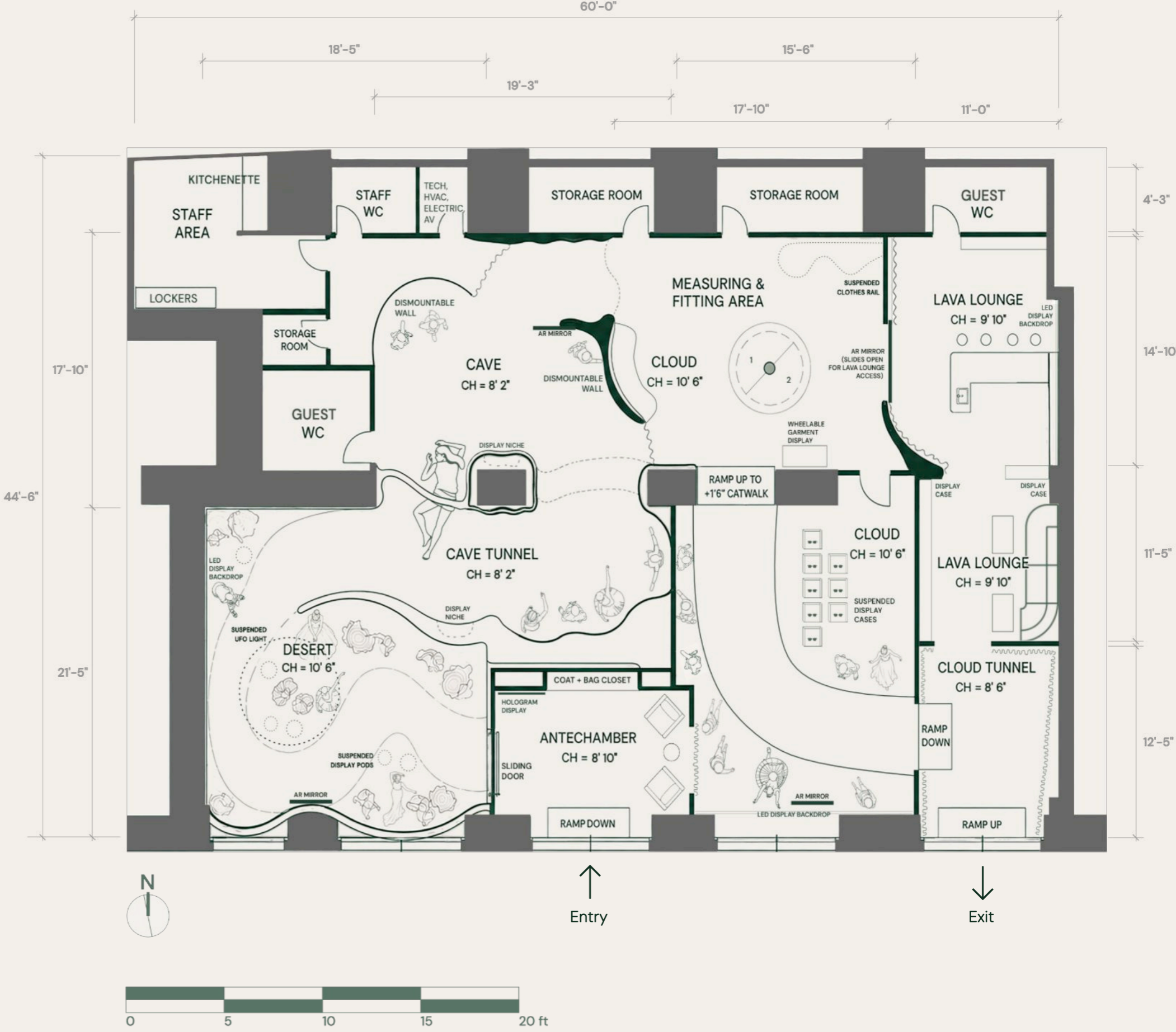


The diagram distinguishes public, invitation-only and service circulation across the plan.

# 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

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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



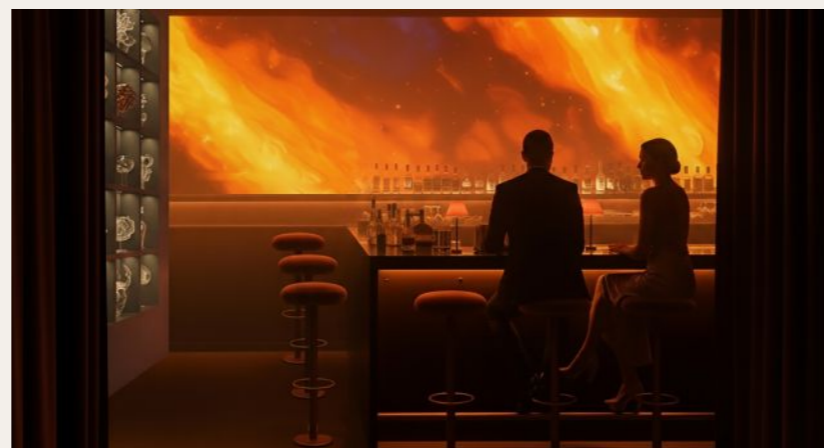
2 Desert · warmth · discovery



3 Cave · shadow · depth



4 Cloud · softness · transformation



5 Lava Lounge · reveal · invitation

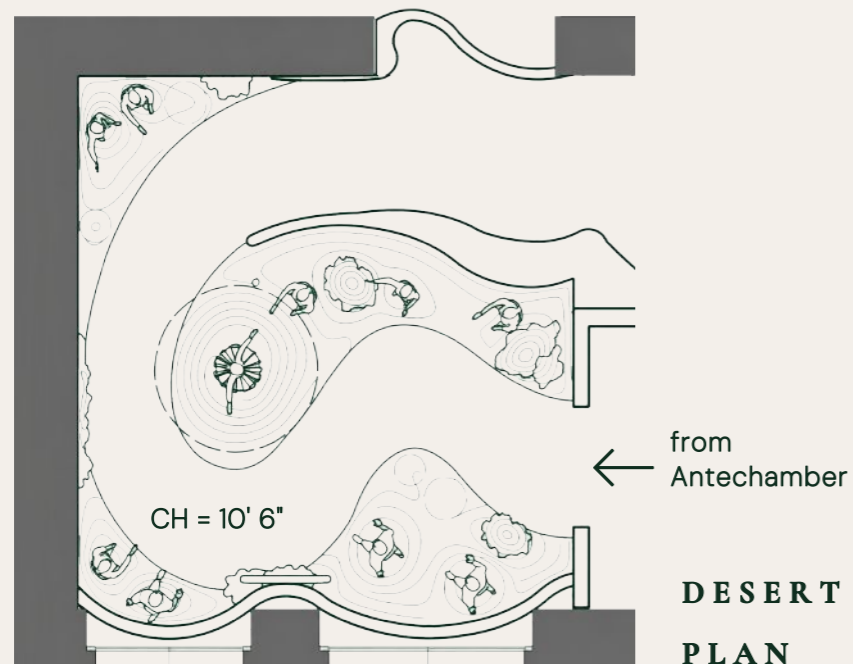


6 Cloud Tunnel · exit · release

# 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.

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



## FLOATING DISPLAYS

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

# 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

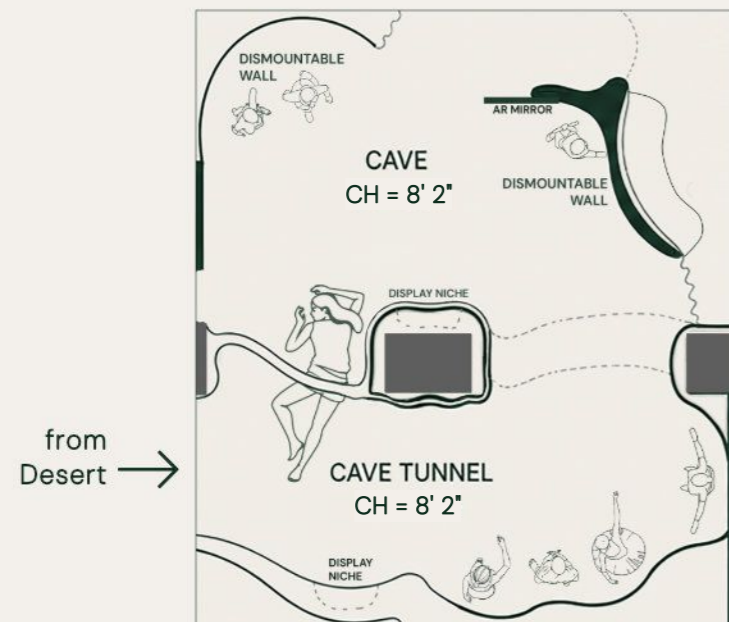


Garments echo the landscape: pleated forms and sculptural silhouettes like dunes, layered neutrals like sediment.

# CAVE

The ceiling lowers to 8' 2", compressing the guest's physical experience. Textured mineral plaster absorbs sound while bioluminescent light catches the edges. Display shelves emerge from the dark surface, presenting objects as excavated rather than curated. An oversized figure folds into the wall, a deliberate surreal moment.

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



**CAVE PLAN**



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



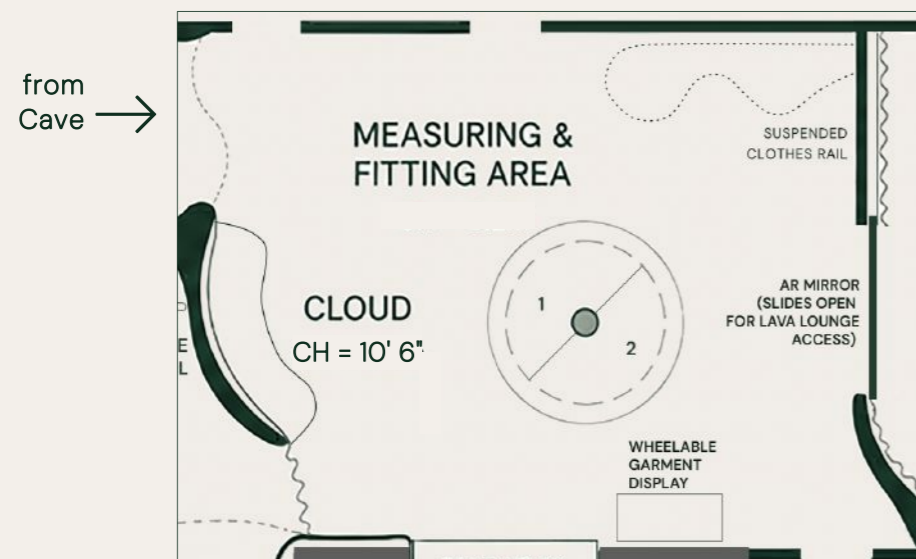
**Shelf objects**  
Objects by Parts of Four, displayed on carved shelves

# 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.

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



**CLOUD  
FITTING  
AREA  
PLAN**

concealed access  
to Lava Lounge

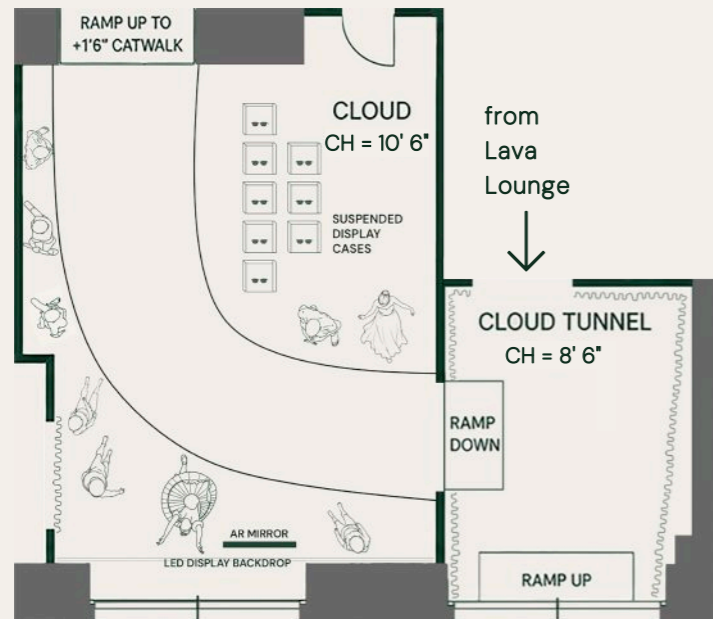
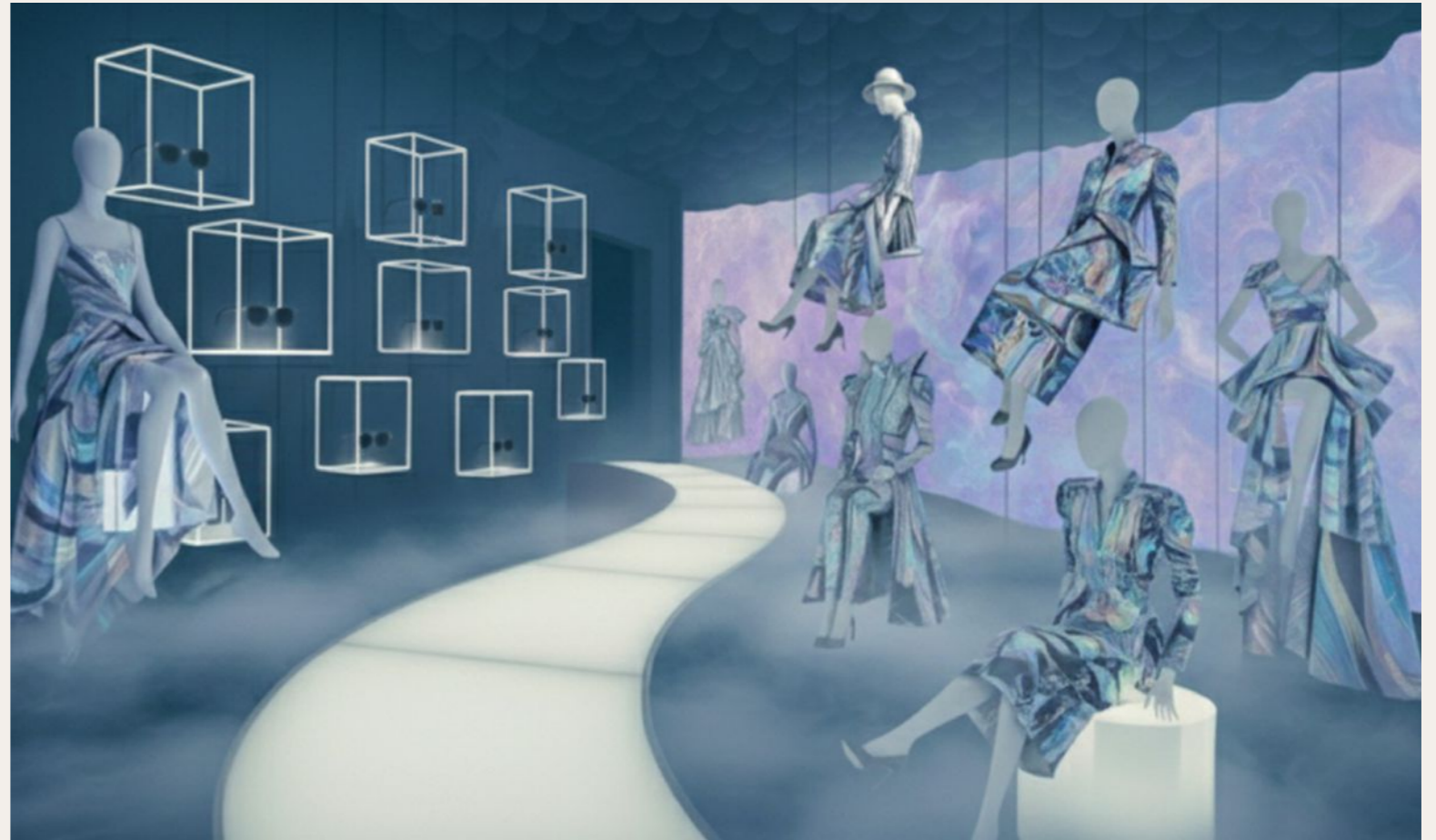


# THE CLOUD

## *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.

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



**CLOUD  
+ TUNNEL  
PLAN**



**Collections references**  
Iris van Herpen and Yuima Nakazato

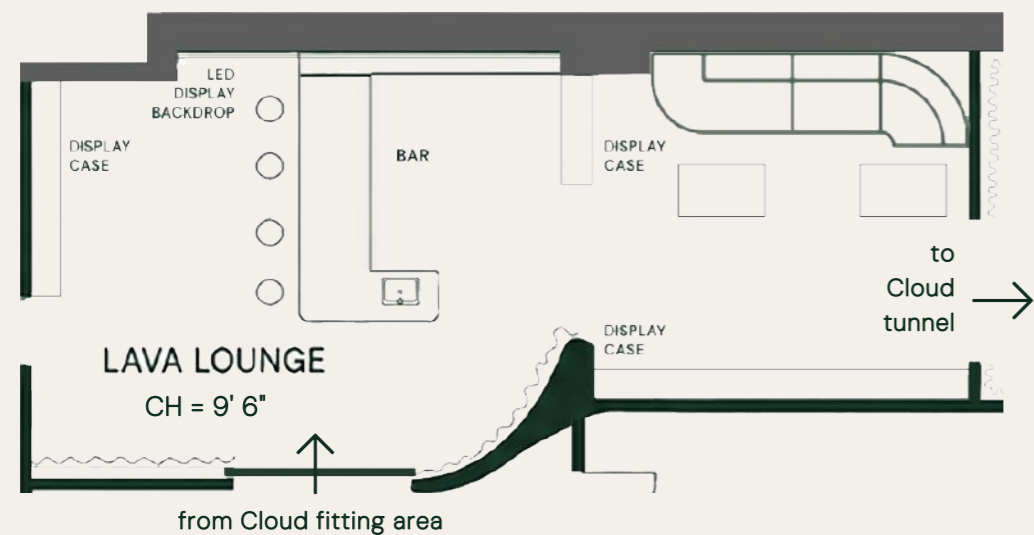


**Cloud Tunnel · exit sequence**

# 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.

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



**LAVA LOUNGE PLAN**



**Molten projection**  
Animated light moves across the wall behind the bar.



**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

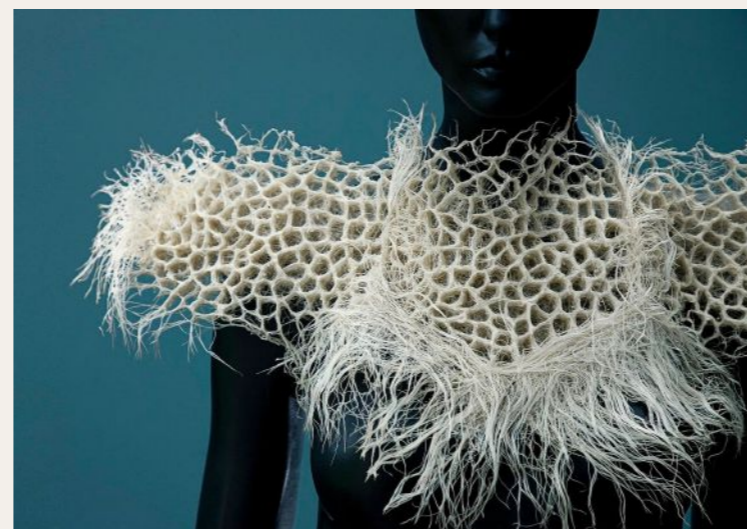
The material strategy prioritises durability, modularity and reuse. Demountable display components, low-energy LED lighting, responsible finishes, and biomaterial references support a low waste approach. The Cave explores mycelium and bio-based material thinking as part of the project's material language.

## 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 create an intuitive experience for different users without separating accessibility from atmosphere.



AR mirror · fitting interface



mycelium · biomaterial research



inclusive circulation · movable garment 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.*



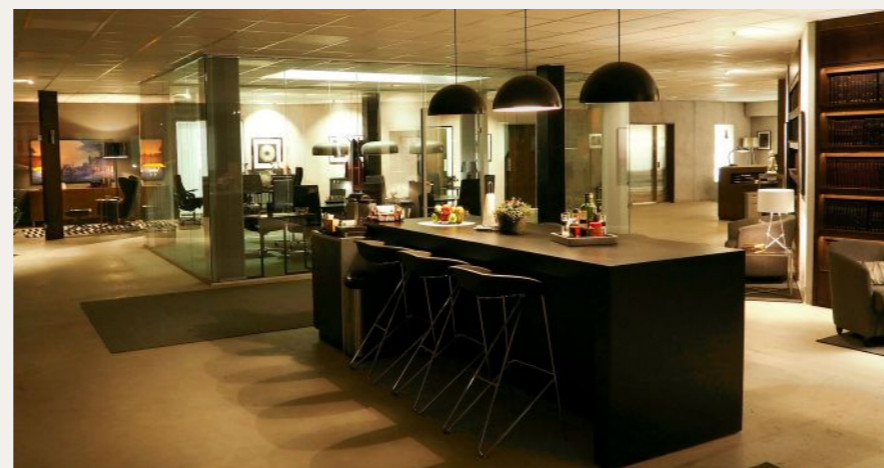
period salon



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



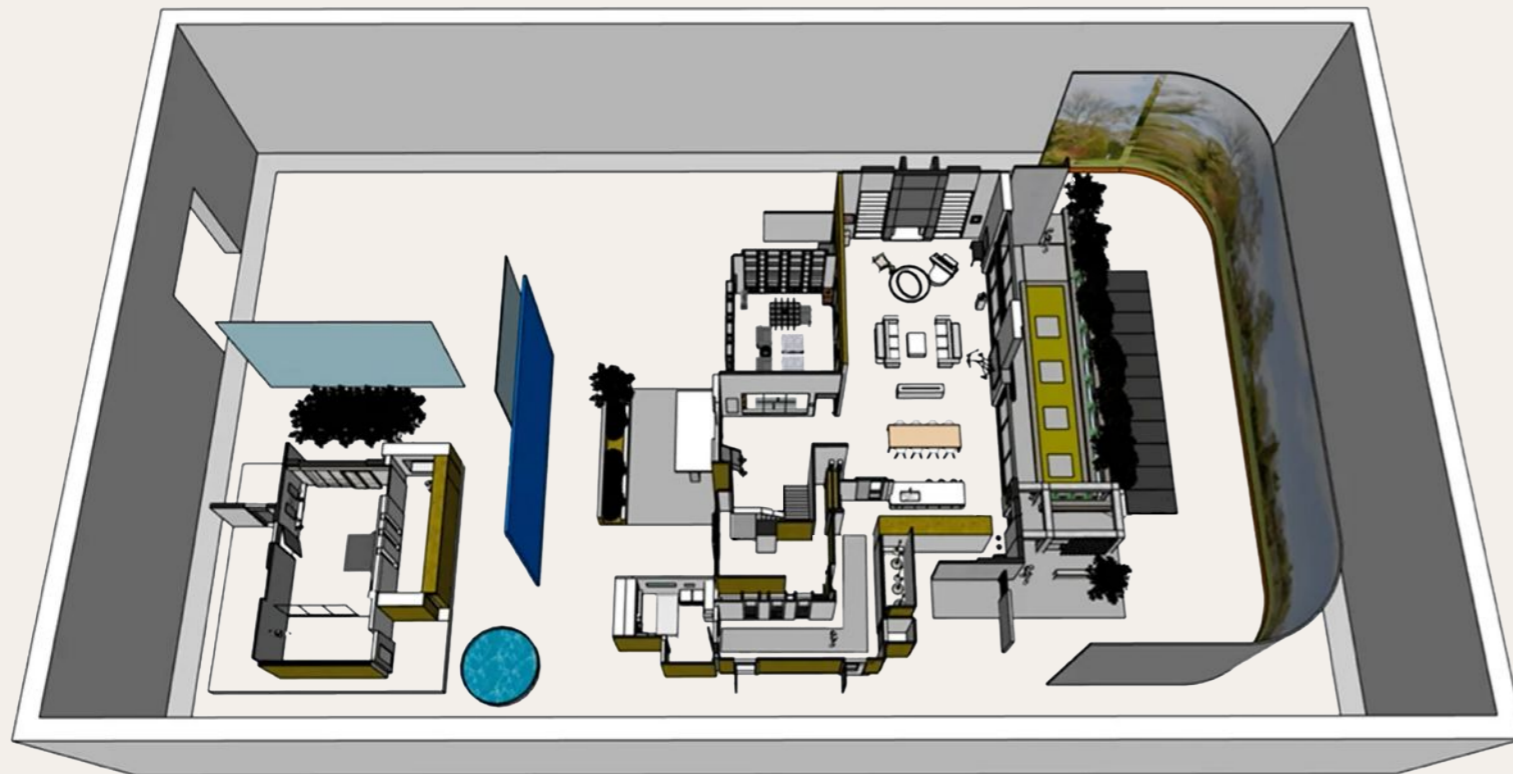
**Main house interior set**

### **process film**

Watch the design process video [here](#)

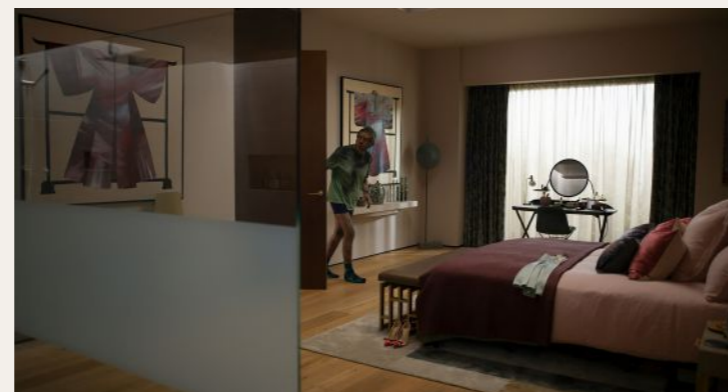
# Set planning and development

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



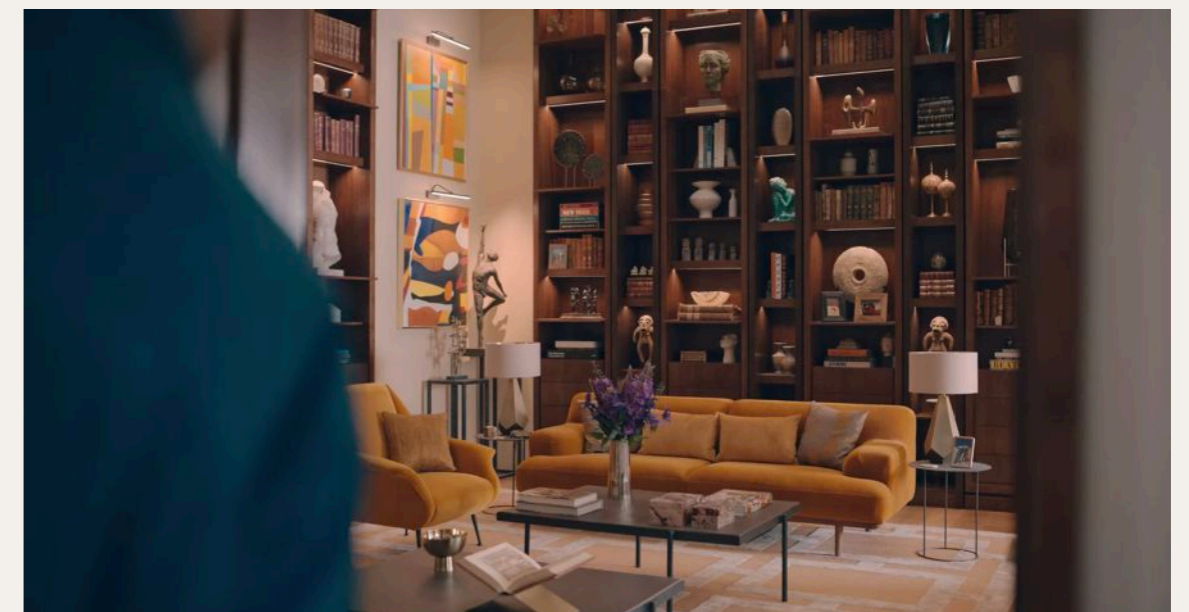
spatial overview model

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*

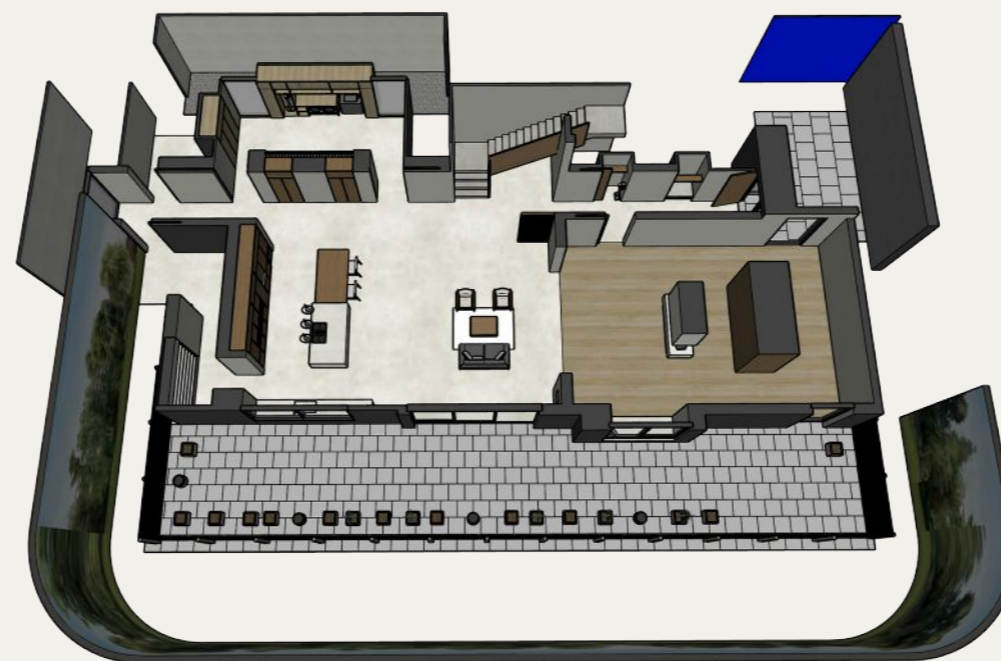
Production Designer

- 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*

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