

CARLY REDDIN

Interior design · hospitality · luxury interiors



[2026]

SELECTED WORKS

Contents

Introduction · Resume	3 - 4
Trace <i>Scent-led hospitality and retail concept</i>	5 - 18
The Veil <i>Experiential retail concept</i>	19 - 31
Godrich Interiors <i>Junior interior designer · London, UK</i>	32 - 34
Production design <i>Man vs. Bee</i> <i>Miele</i>	35 - 38
Contact	39



Interior designer with a background in production design, focused on hospitality, luxury residential, and atmosphere-led interiors.

My work combines spatial planning, FF&E, and material strategy, shaped by seventeen years designing environments for film, television, and commercial projects.

I hold an MA in Interior Design and Hospitality, with a particular interest in experiential environments and guest journeys.

Contact

reddincarly@gmail.com

+1 548 255 4724

carlyreddin.com

Toronto area, ON

Experience

INTERIOR DESIGN

Junior Interior Designer

Godrich Interiors

London, UK · 2017

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

PRODUCTION DESIGN

Production Designer

Projects across the UK and abroad · 2008 · 2025

Designed environments for film, television, and commercial projects through concept, spatial storytelling, material language, 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

Vectorworks

AutoCAD

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

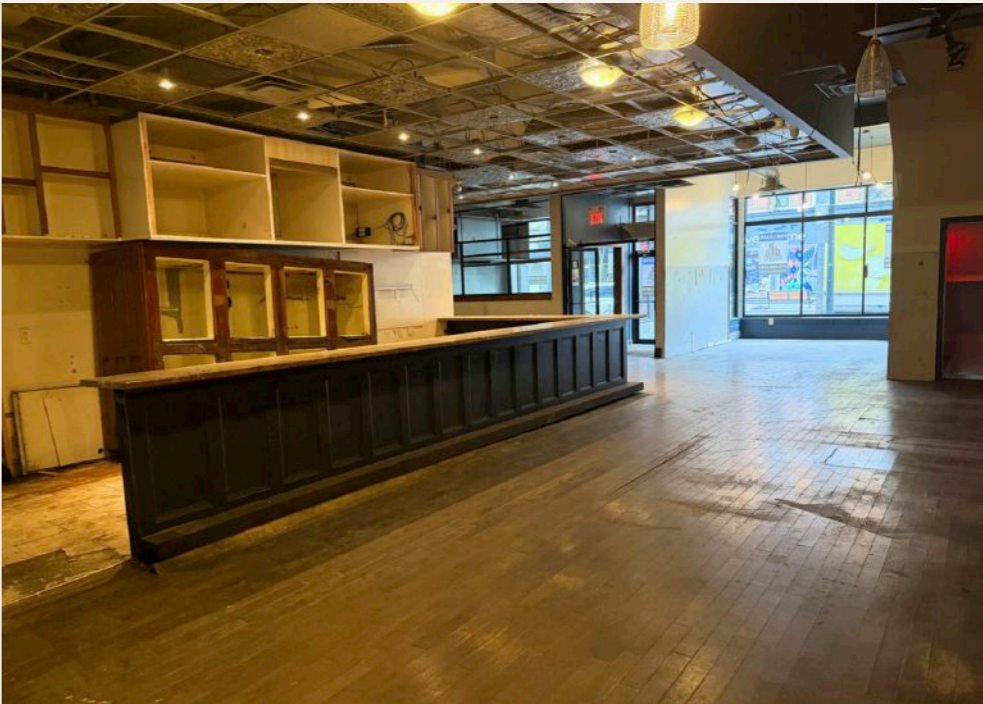
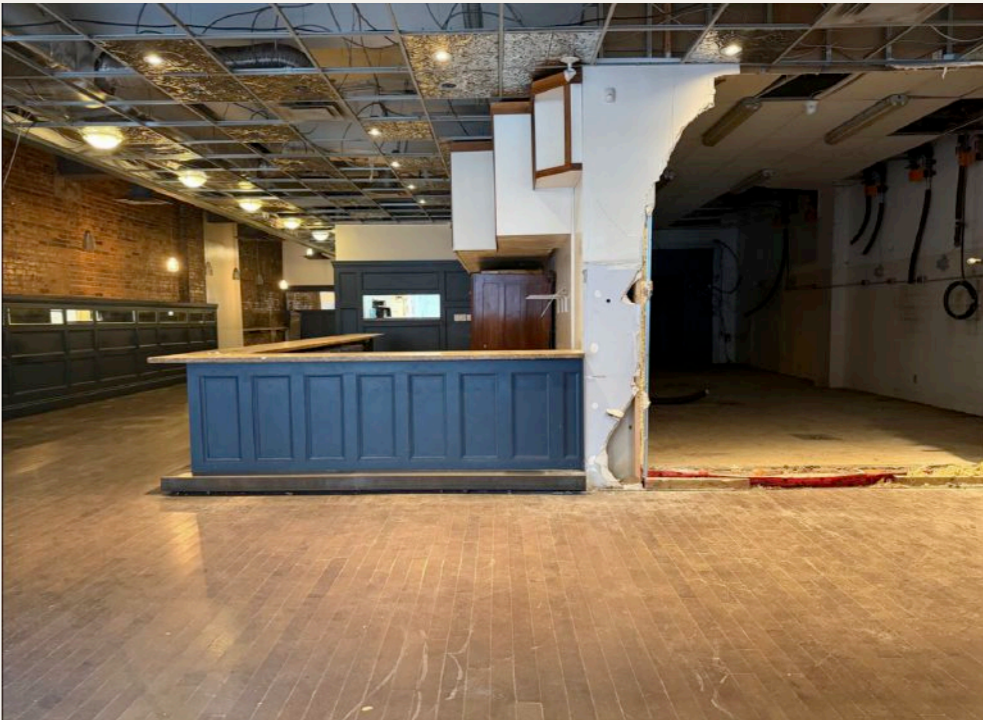


Located at 2876 Dundas Street West in Toronto's Junction neighbourhood, the site sits within a west-end corridor of independent retail, cafés, and established local footfall.

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

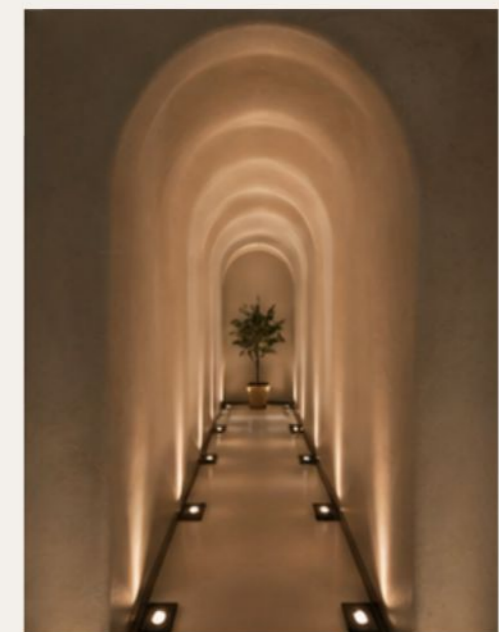
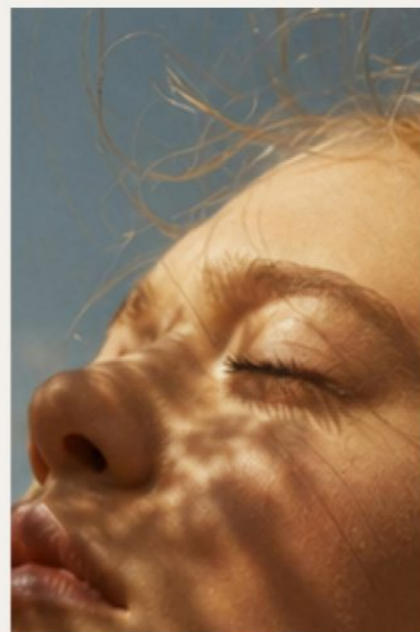
site advantages

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



SENSORY *direction*

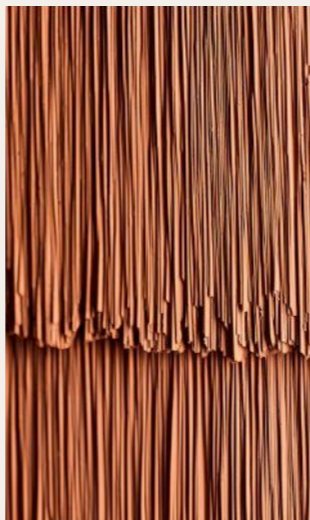
Scent, touch, light, and taste
as design drivers



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

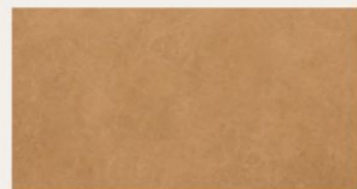
Elips narrow tray · Belin Home Decoration

Stone-glazed handleless cups · EngiCrafts

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.

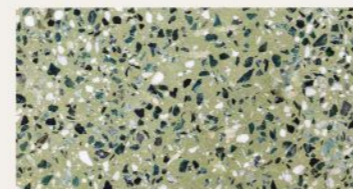
KEY FLOOR FINISHES



1. Pigmented microcement
Warm satin finish



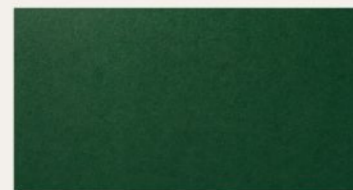
2. Smoked oak timber
Warm satin finish



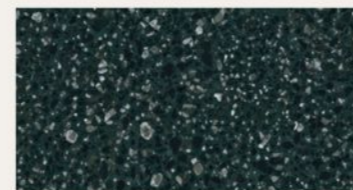
3. Green terrazzo
Charcoal, white, and terracotta aggregate



4. Black terrazzo
White aggregate

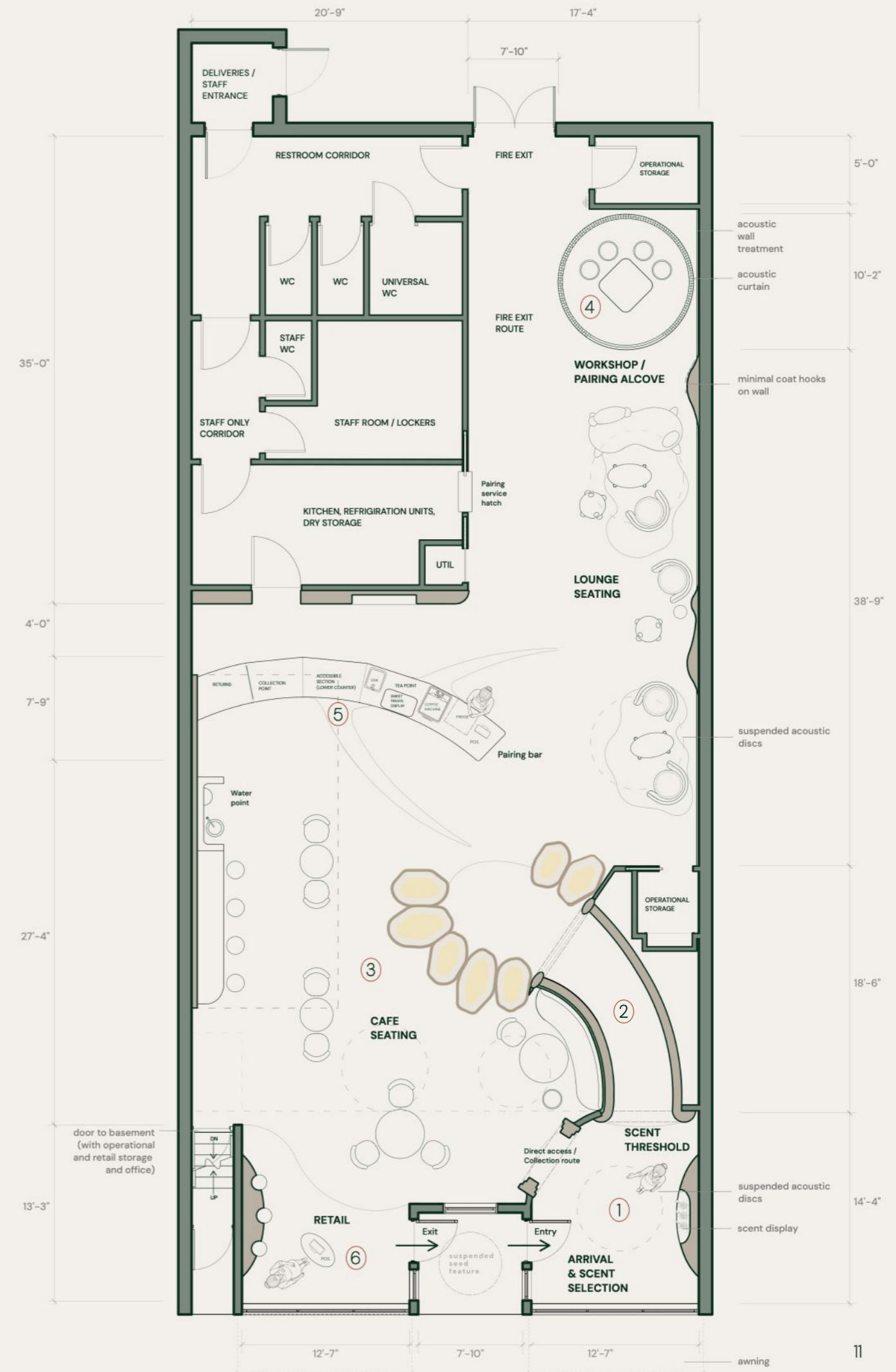
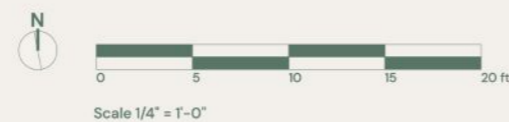


5. High-gloss paint
Deep mineral green



6. Dark green terrazzo
Charcoal aggregate, honed finish

Public area approx. 2,400 sq ft

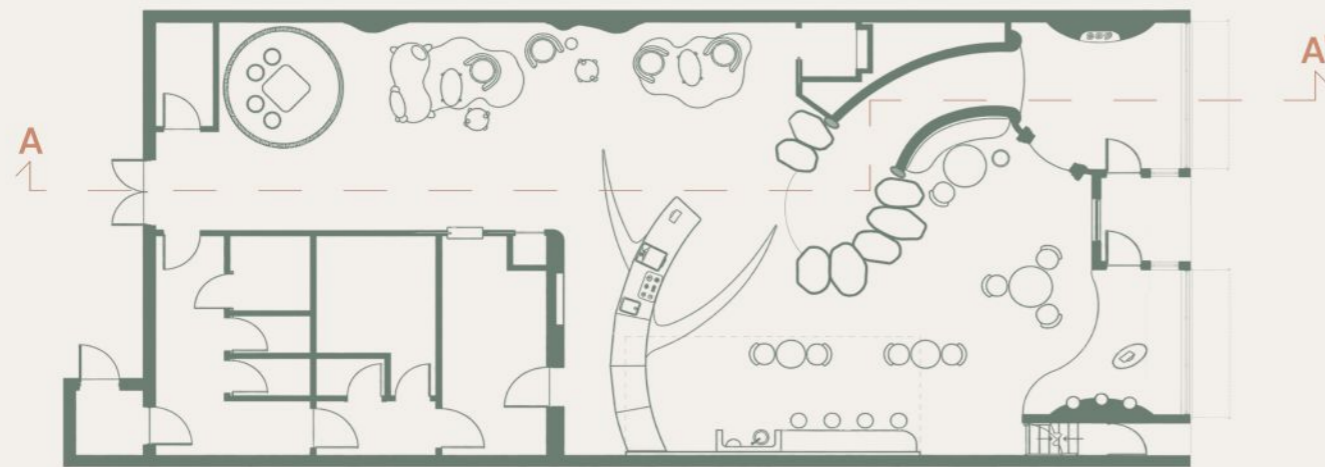


Offset section A-A'

Scent route through selection, tunnel, and pairing alcove.



Section key plan

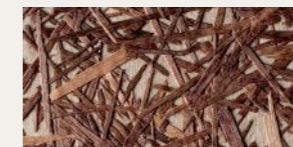


drawings not to scale

KEY MATERIAL FINISHES



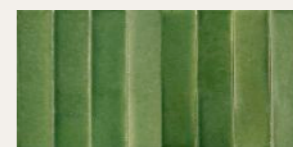
1. Acoustic curtain
Soft textile privacy layer



2. Straw wall covering
Textured lounge backdrop



3. Illuminated timber lining
Warm timber with concealed LED


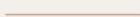




4. Green tile
Entry scent wall finish

Guest journey and scent sequence

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

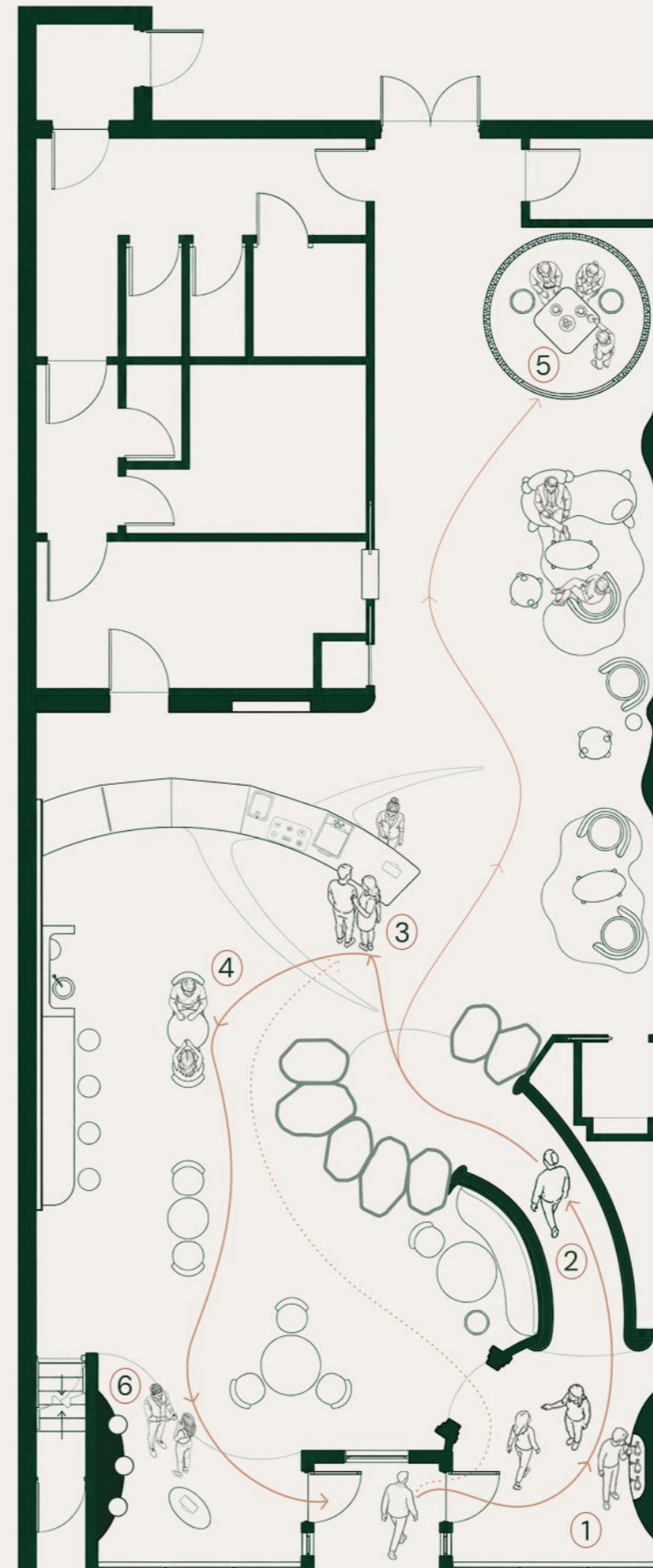
ROUTE KEY

-  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

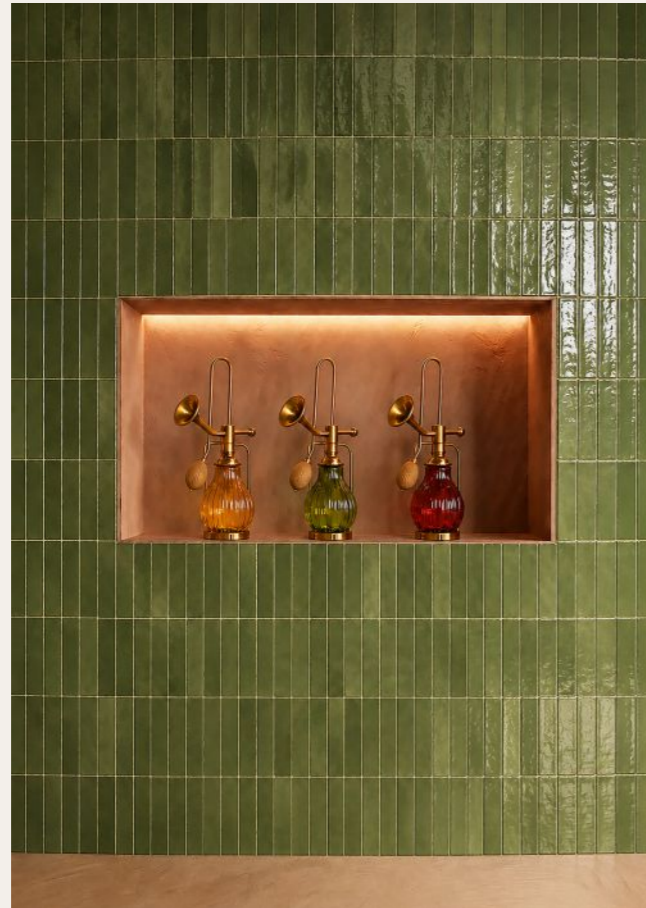


5 • pairing alcove
A bookable space supports a slower guided session

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

1 • scent selection
Guests choose a scent profile at arrival

Key spatial moments



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

An 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, 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 guided pairings while remaining visually connected to the main room.

THE VEIL

experiential couture retail

LABASAD MA Interior Design & Hospitality, 2026

Spatial sequencing · couture display
atmospheric interiors

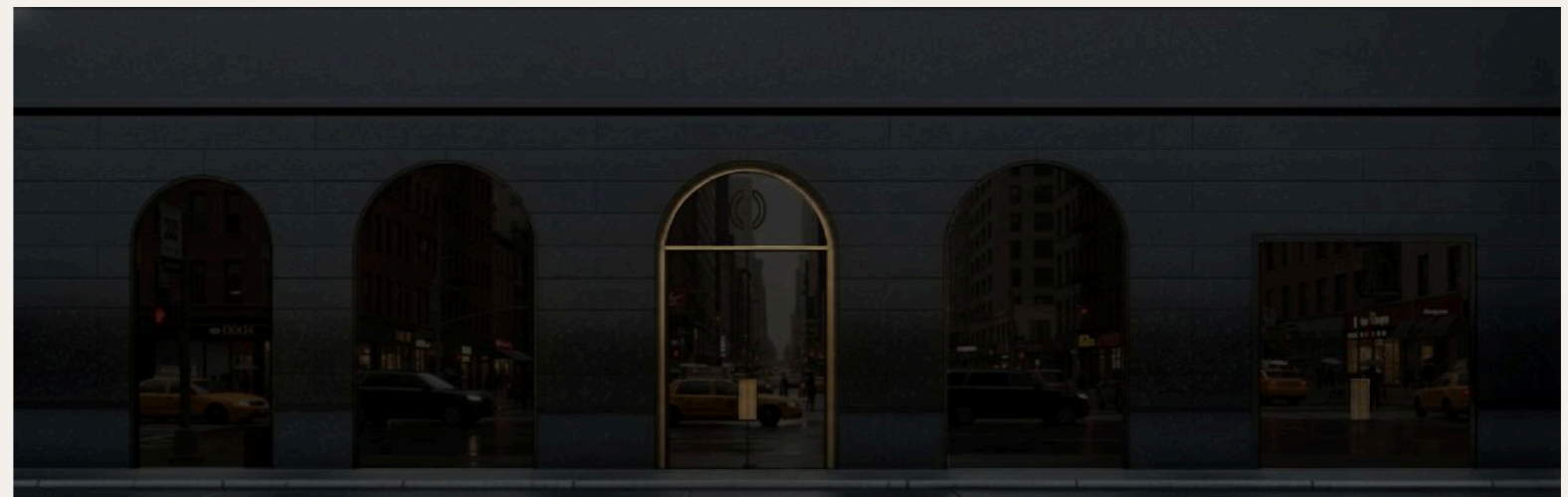
SoHo, New York

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

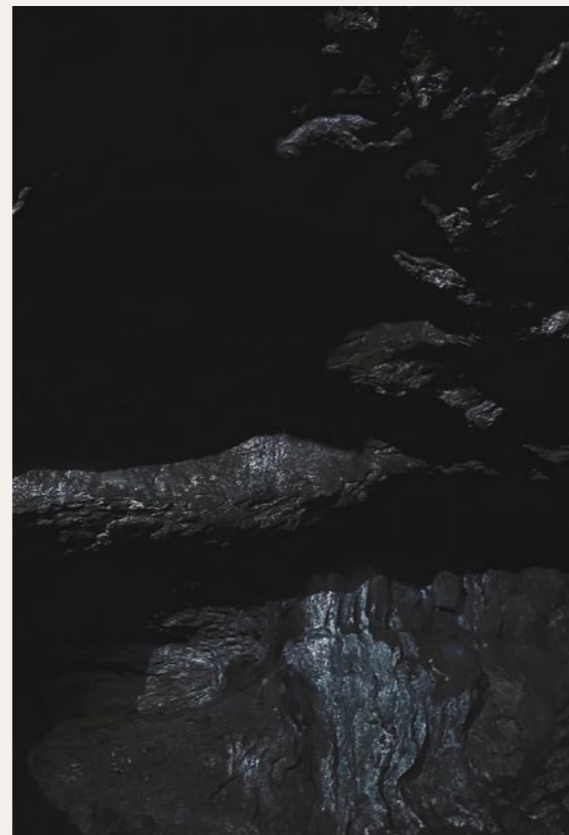
Spatial language

CARVED · DEPTH · WEIGHTLESS · VEILED



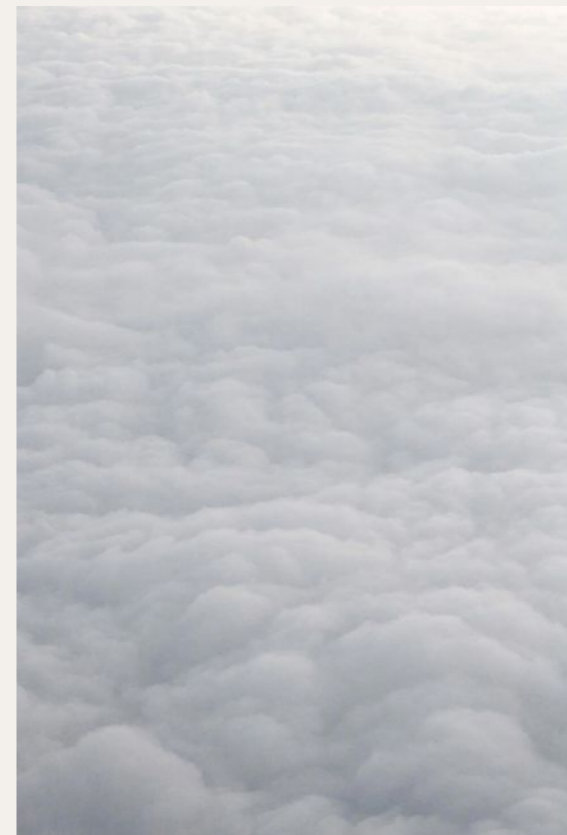
CARVED

light across terrain



DEPTH

shadow and enclosure



WEIGHTLESS

softness in suspension



VEILED

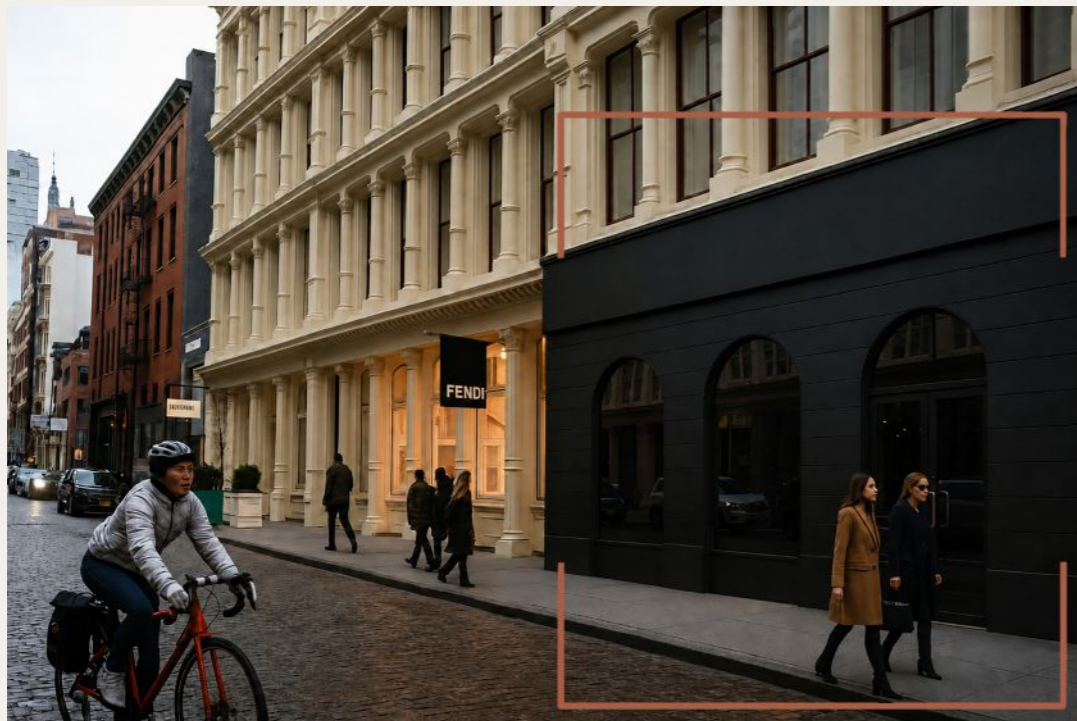
concealment before revelation

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.

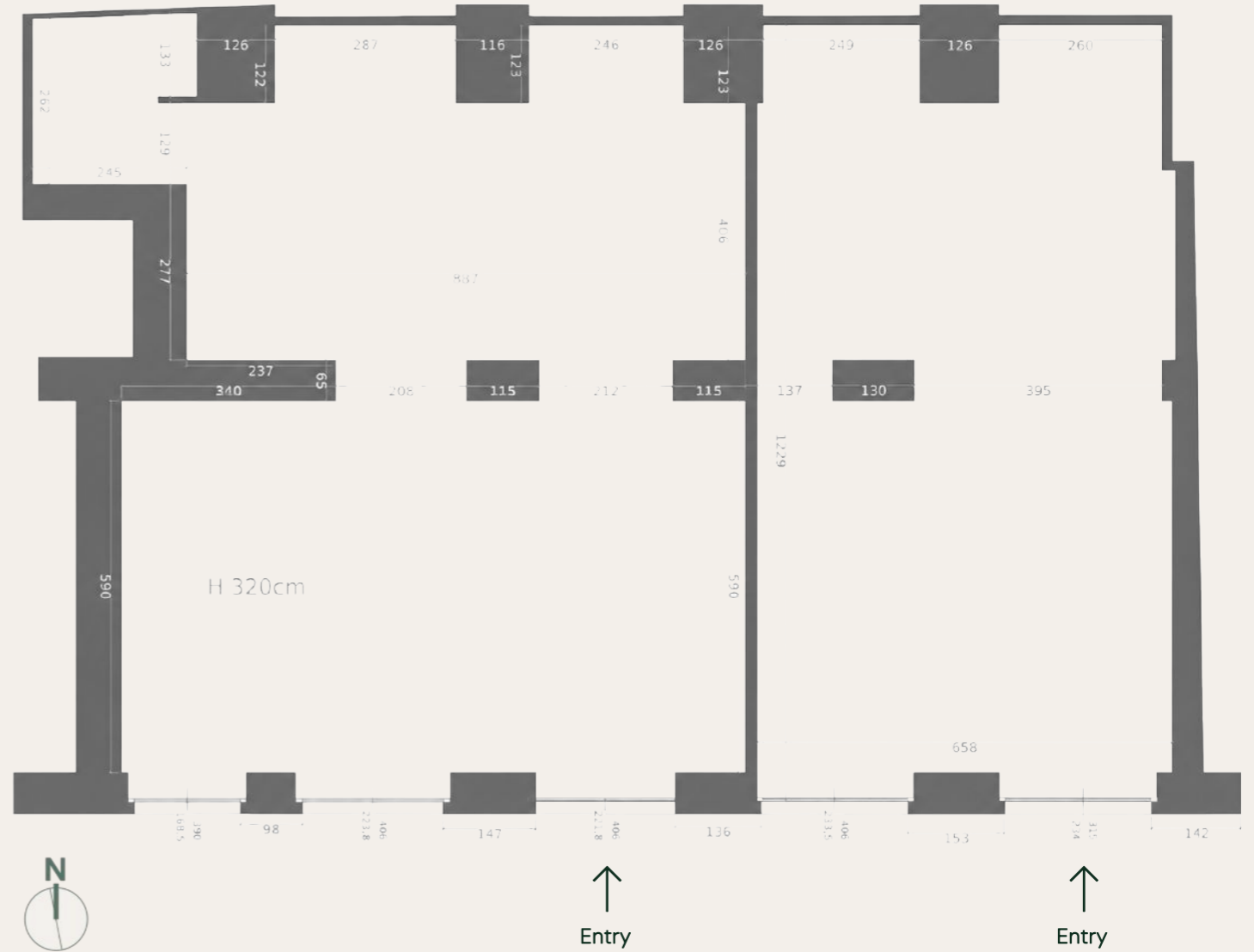


1,076 sq ft
FLOOR AREA

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

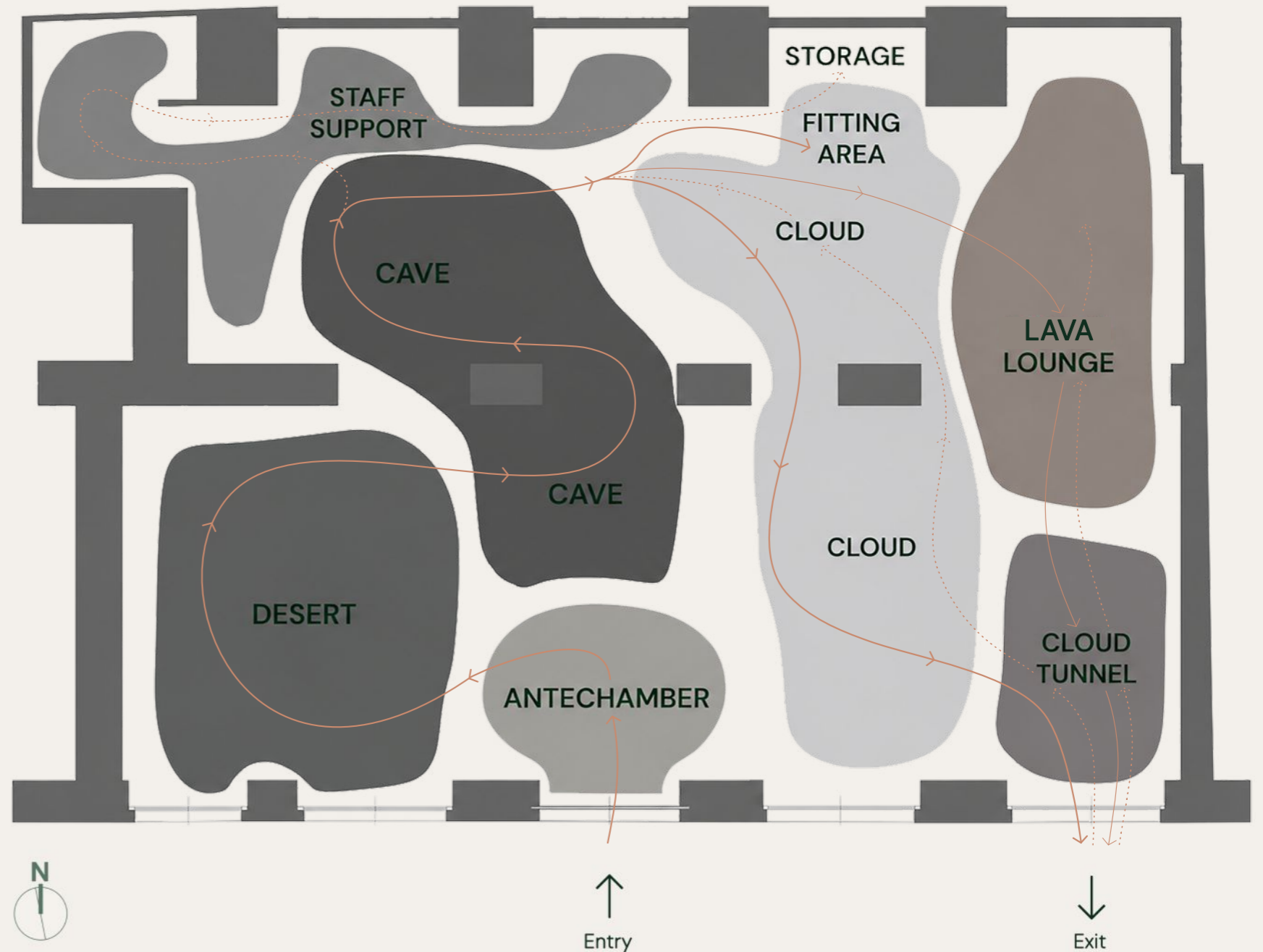
The existing shell is organised as a sequence of thresholds, moving guests from arrival into distinct immersive retail worlds. Public zones unfold through Desert, Cave and Cloud, while the Lava Lounge sits beyond the main route as a private invitation-only room. Staff support remains concealed along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

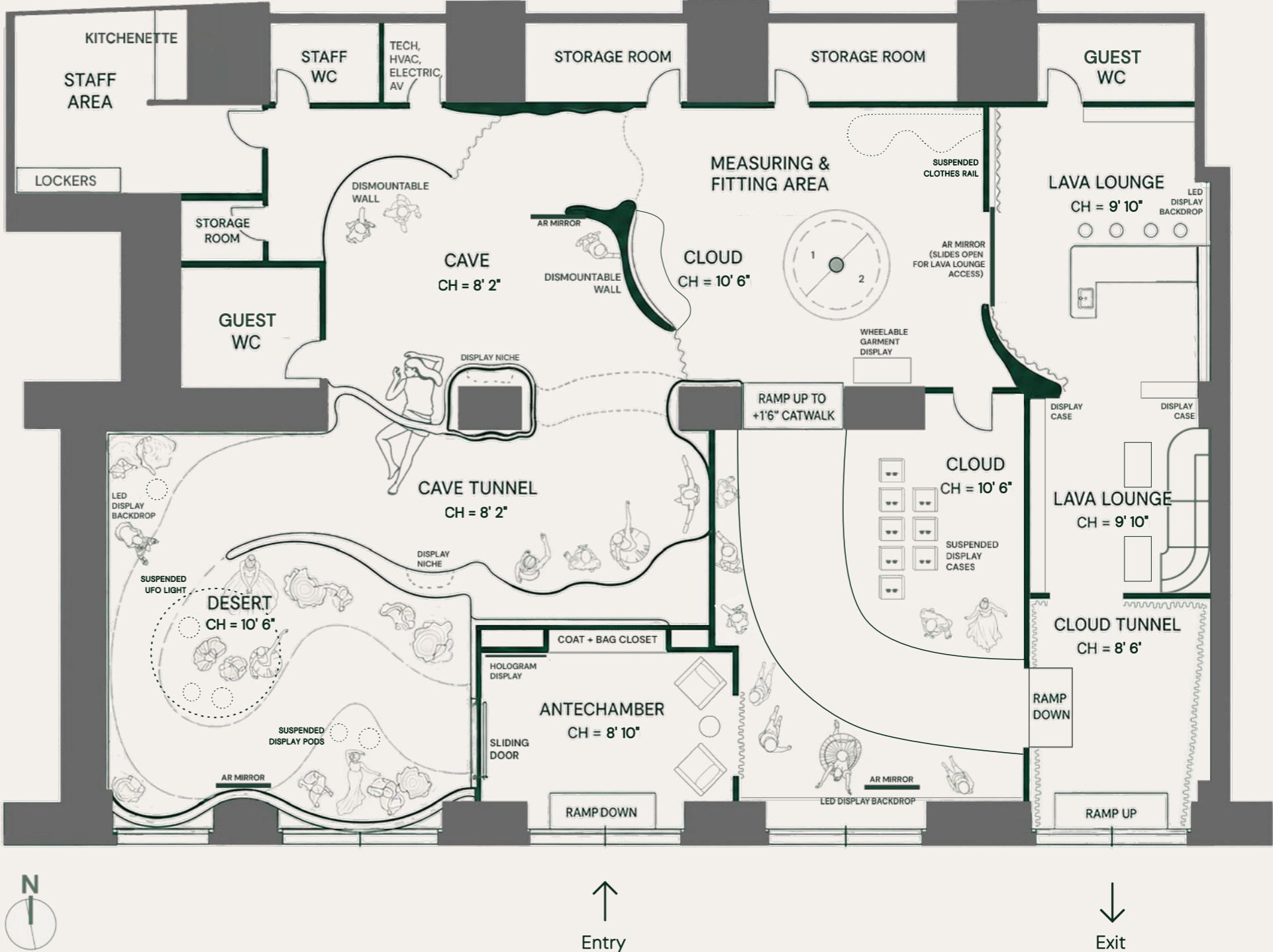
- GUEST ROUTE · PUBLIC EXPERIENCE
- INVITATION ROUTE · LAVA LOUNGE ACCESS
- - - STAFF ROUTE · SERVICE AND SUPPORT



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.



Scale 1/4" = 1'-0"

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

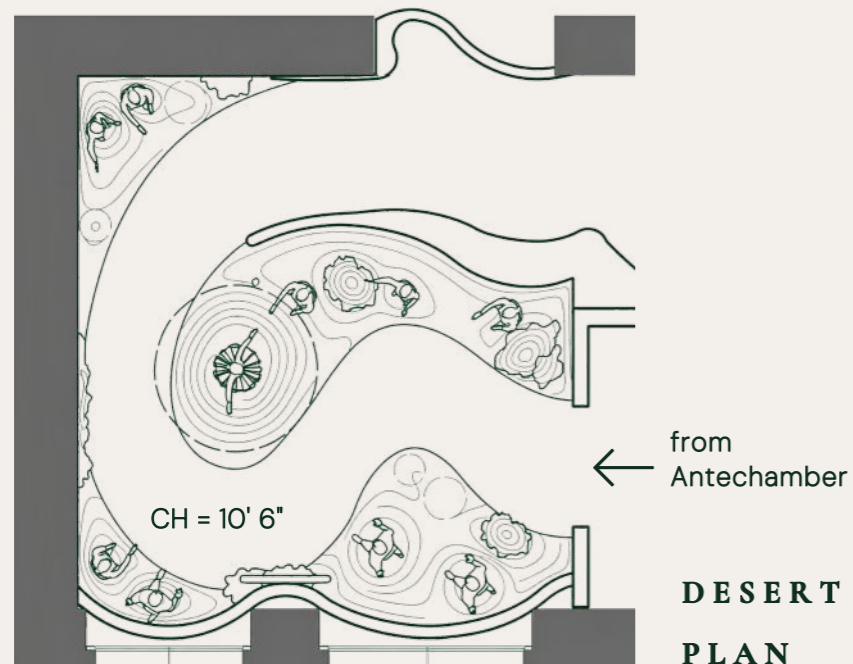


6 Cloud Tunnel · exit · release

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.

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

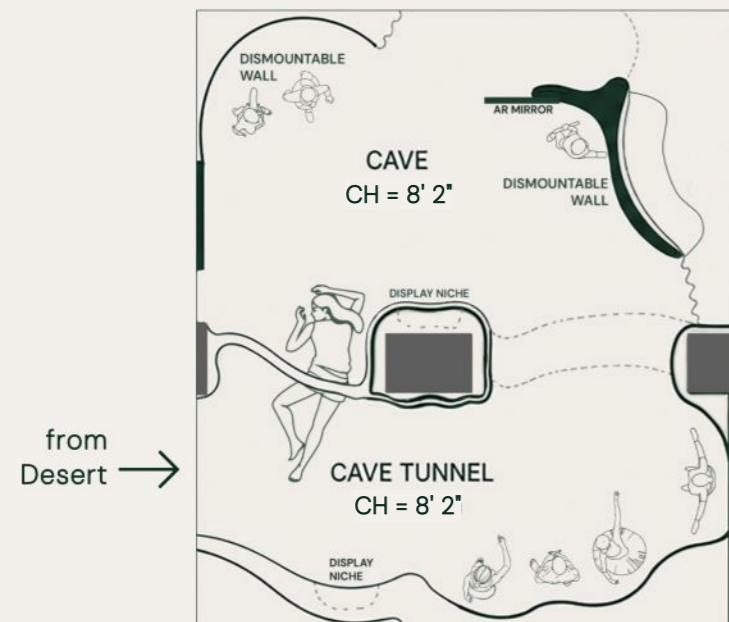


Garments echo the landscape: pleated forms and sculptural silhouettes like dunes, layered neutrals like sediment.

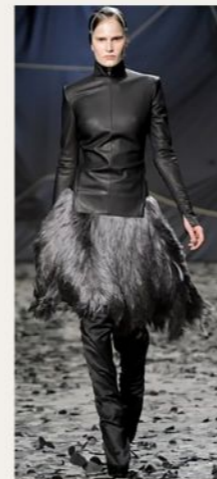
CAVE

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.

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

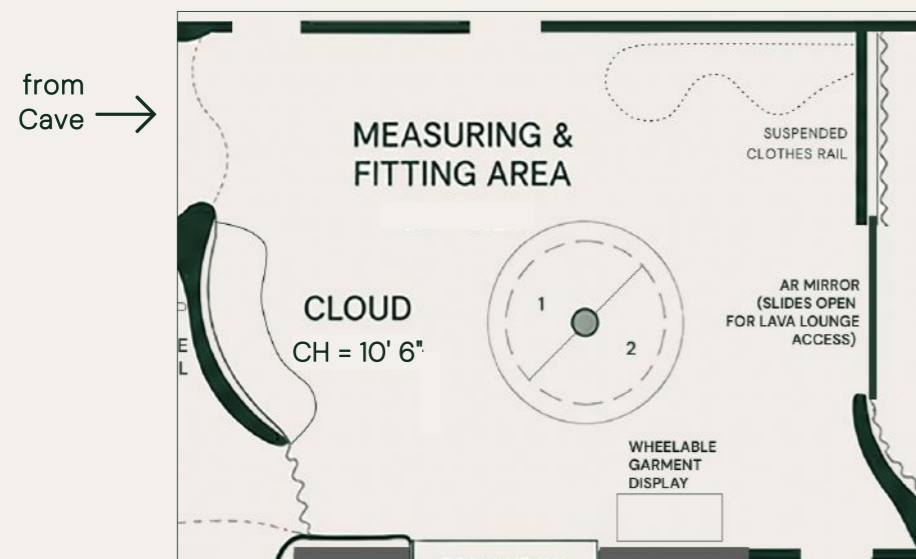
Objects by Parts of Four, displayed on carved shelves

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 access
to Lava Lounge

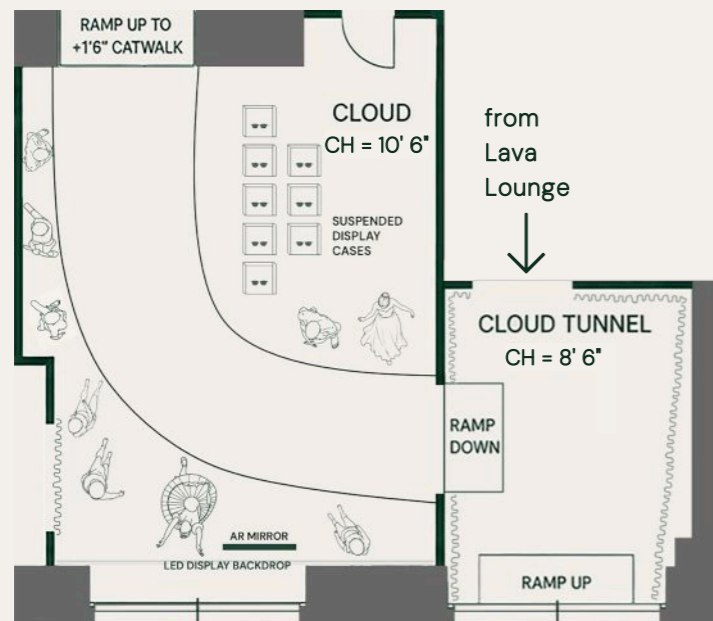
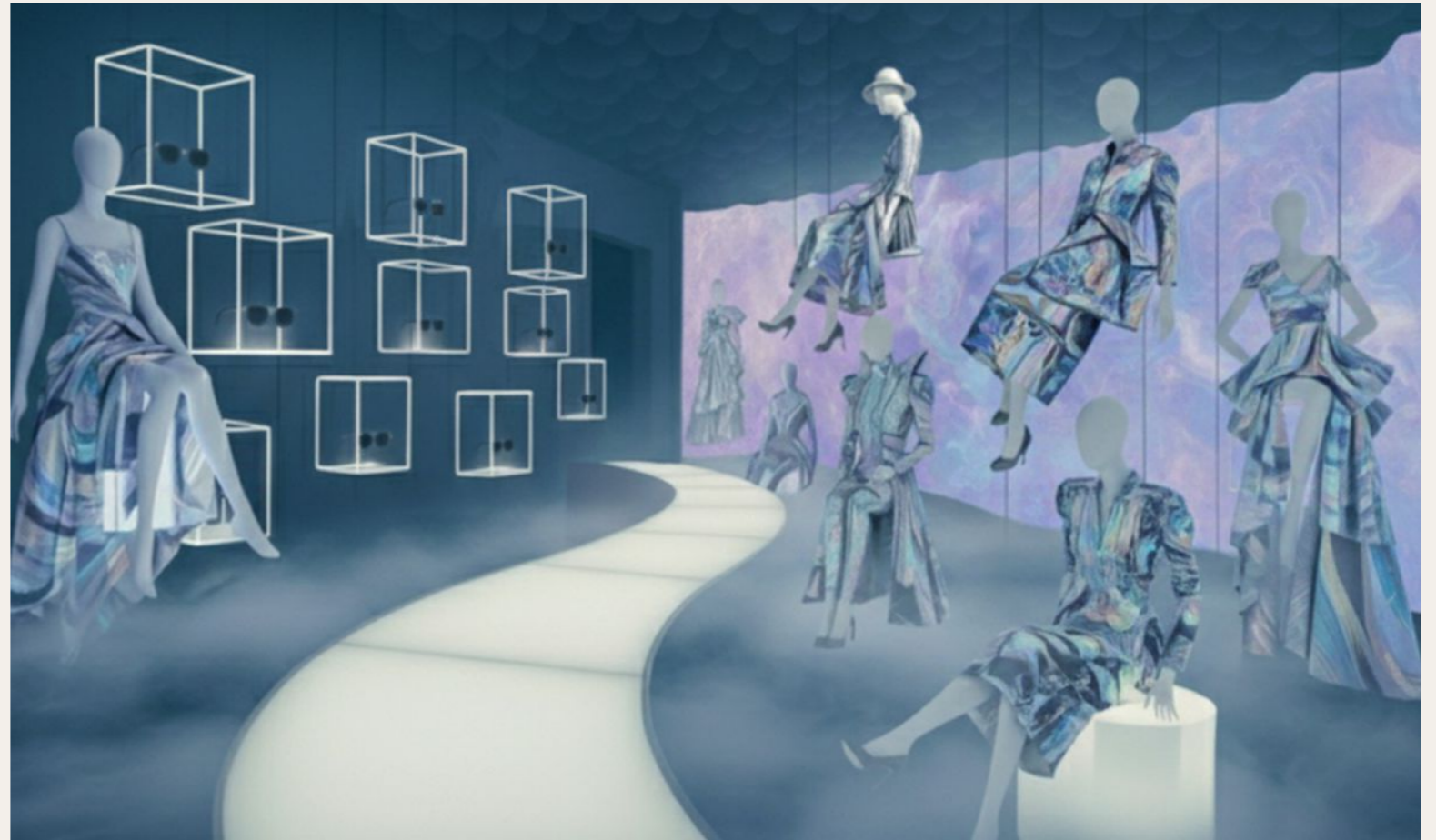


THE CLOUD

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.

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

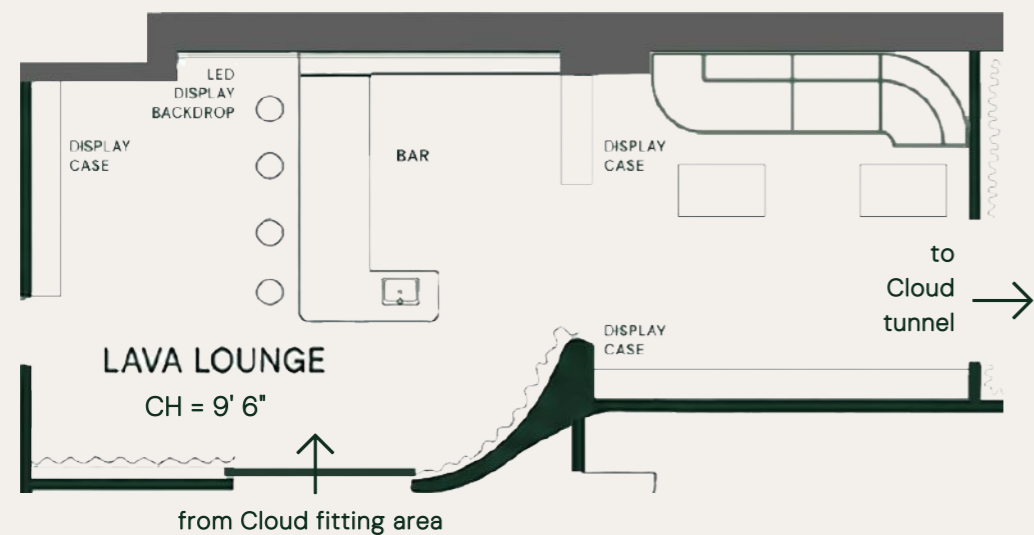


Cloud Tunnel · exit sequence

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.



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

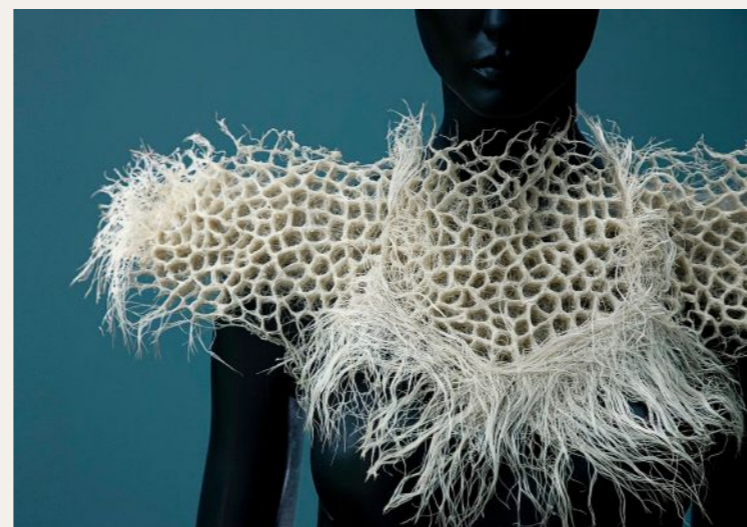
The material strategy prioritises durability, modularity and reuse. Demountable display components, low-energy LED lighting, responsible finishes, and biomaterial references support a low waste approach. The Cave explores mycelium and bio-based material thinking as part of the project's material language.

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 invites designers working at the intersection of radical materials and new technology. References within the project reflect 3D printing, digitally driven garment making and bio-based material research.

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.

program

Master En Suite

Fox's Bedroom

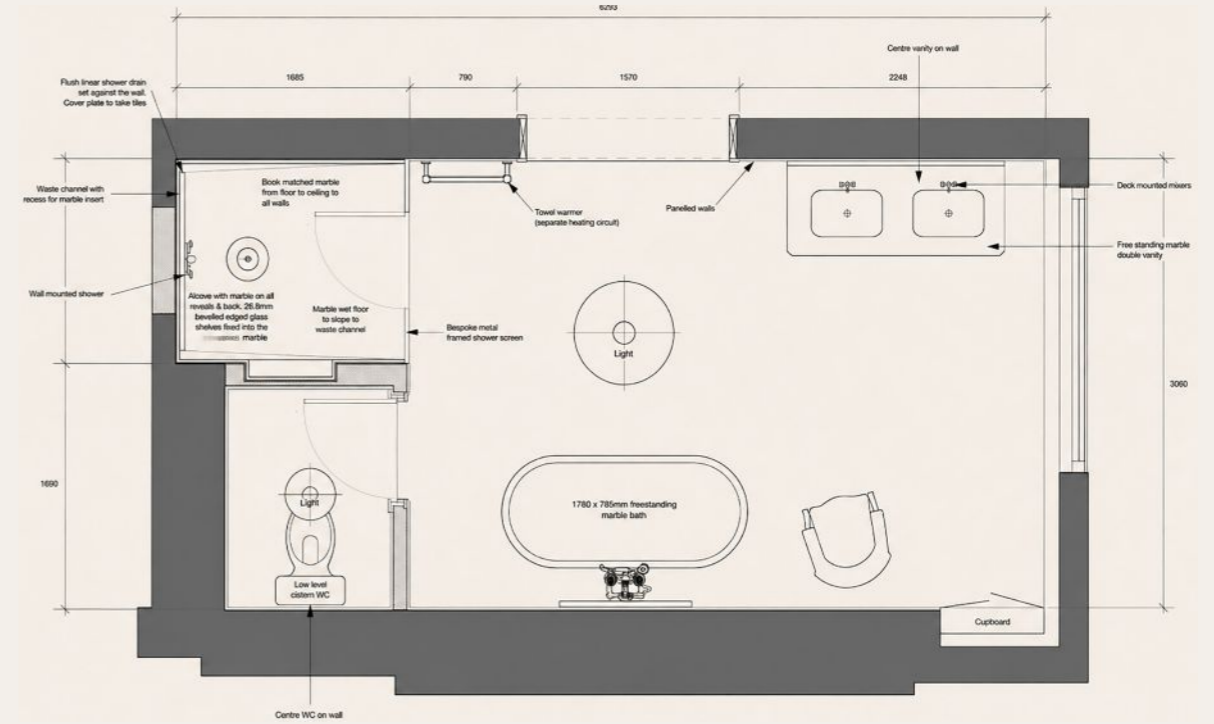


Master en suite

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



Woodlands House, master en suite



master en suite plan (nts)



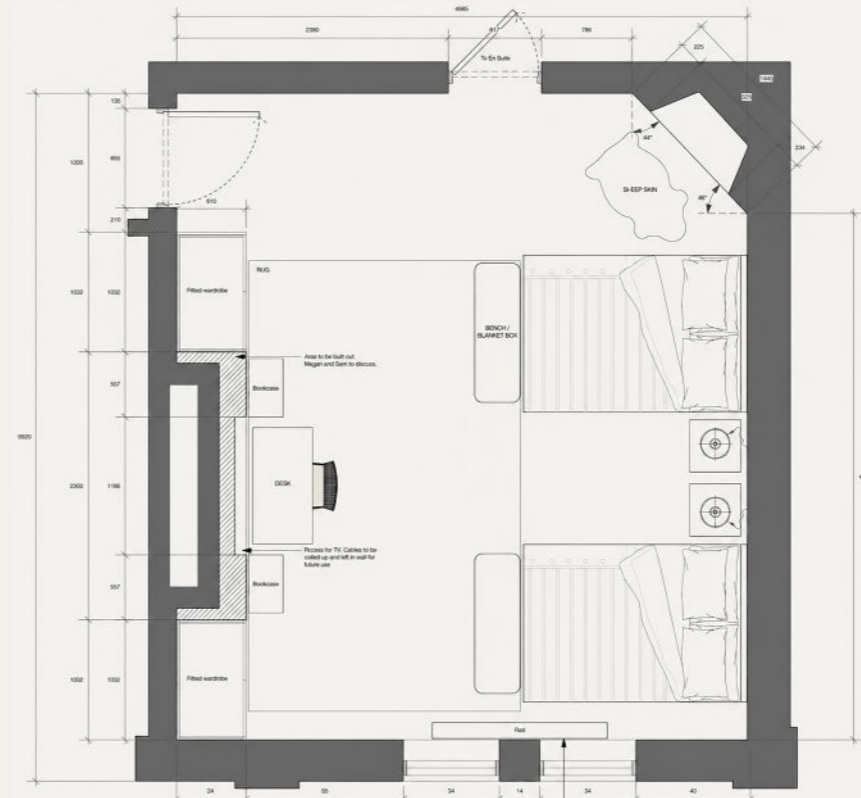
bath wall elevation (nts)

Fox's bedroom

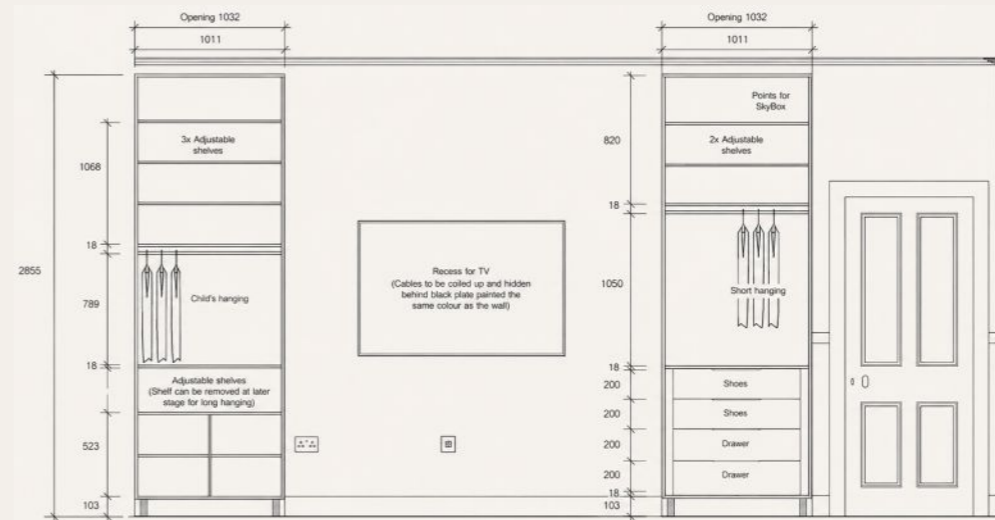
The brief was to create a sophisticated scheme that could adapt as the client's daughter grew older. My role covered technical drawings, millwork detailing for the bespoke wardrobe, and FF&E and artwork sourcing.



Woodlands House, Fox's bedroom



Fox's bedroom plan



wardrobe internal layout



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

Helen Musselwhite's artwork

PRODUCTION DESIGN

SELECTED WORKS

A selected edit of production design work across film, television and commercial production, shaped by seventeen years designing built environments for camera.



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

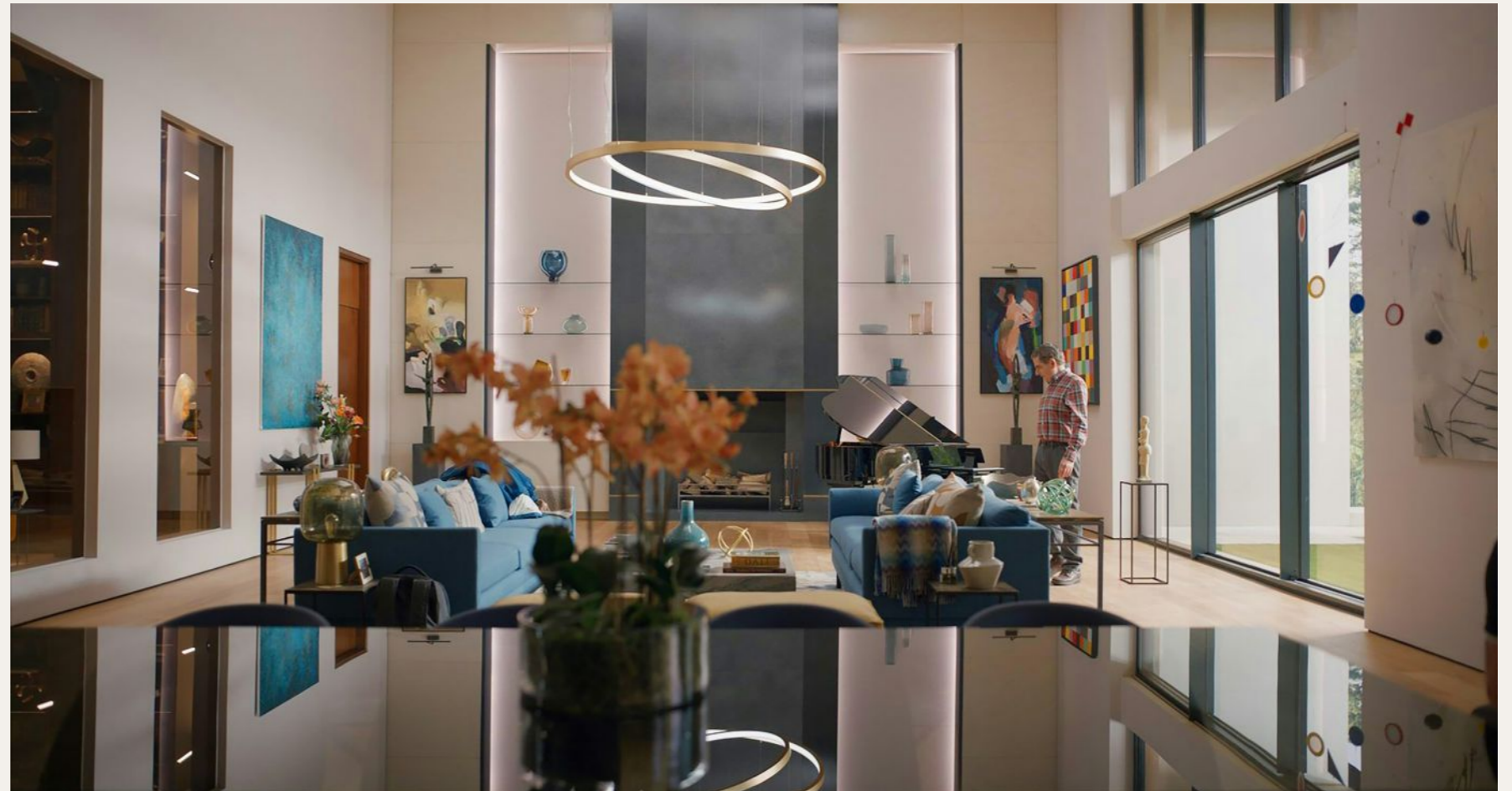
Production Designer

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



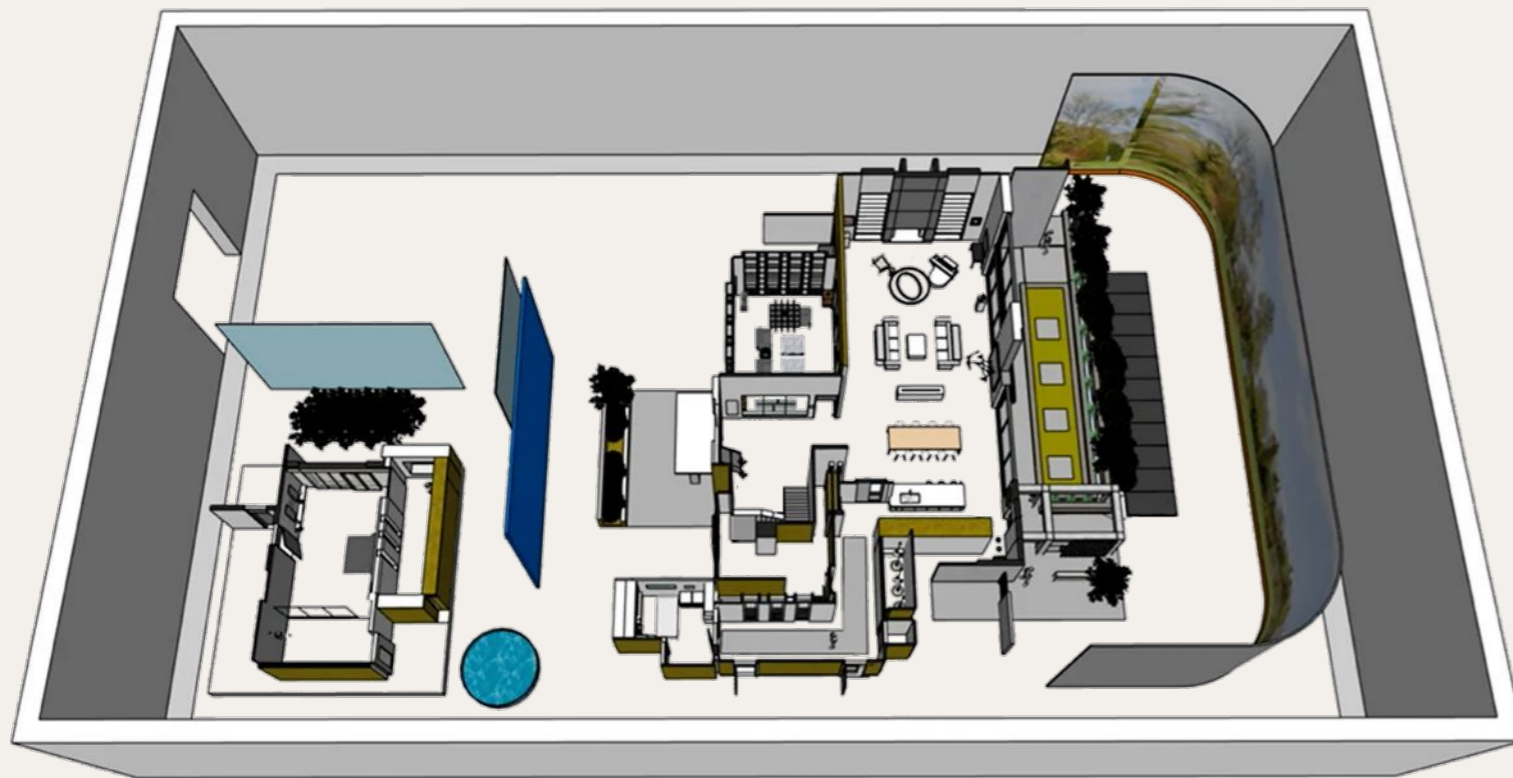
Main house interior set

process film

Watch the design process video [here](#)

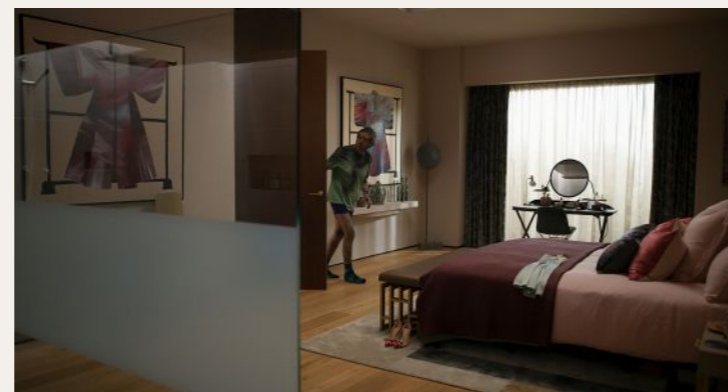
Set planning and development

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



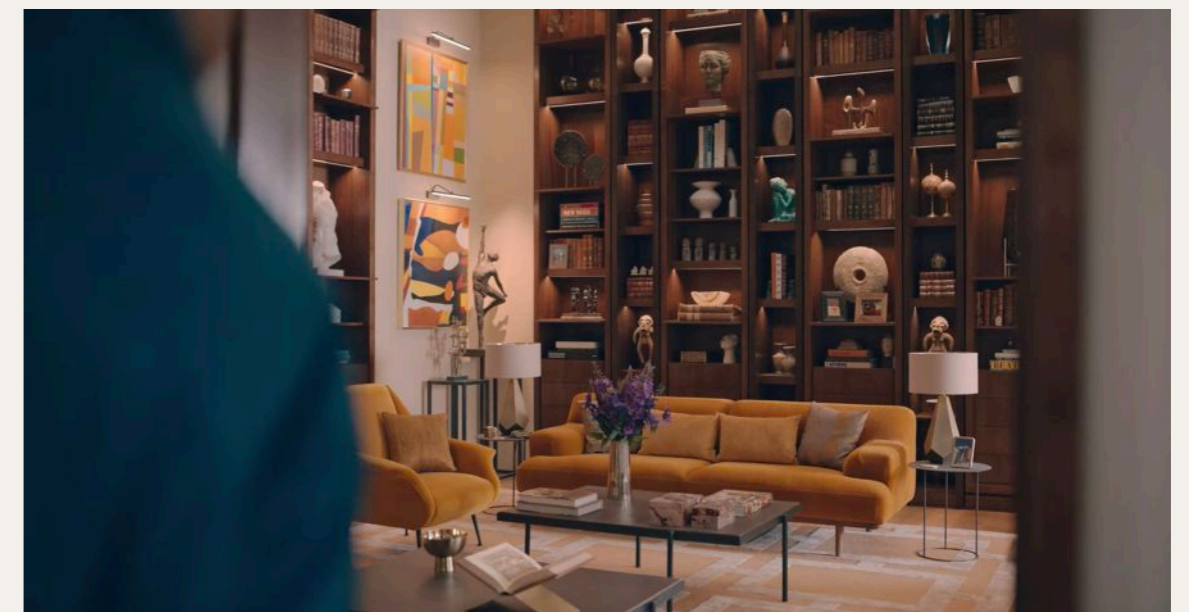
spatial overview model

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.

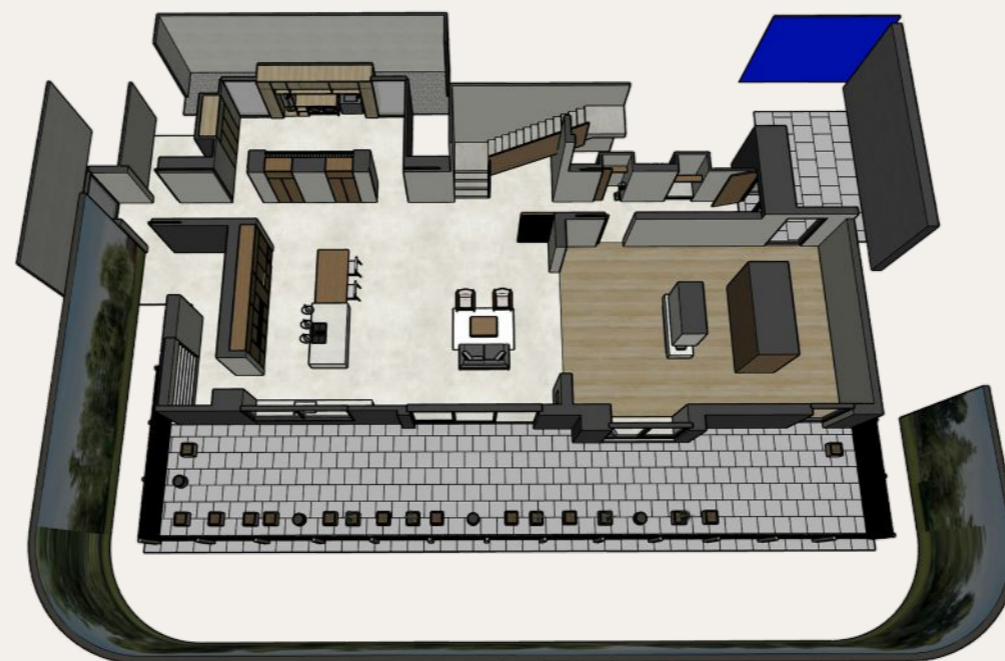
role and scope

Production Designer

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



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