

Georgia Brook

Portfolio

<https://georgiabrooko.wixsite.com/geeinterior>



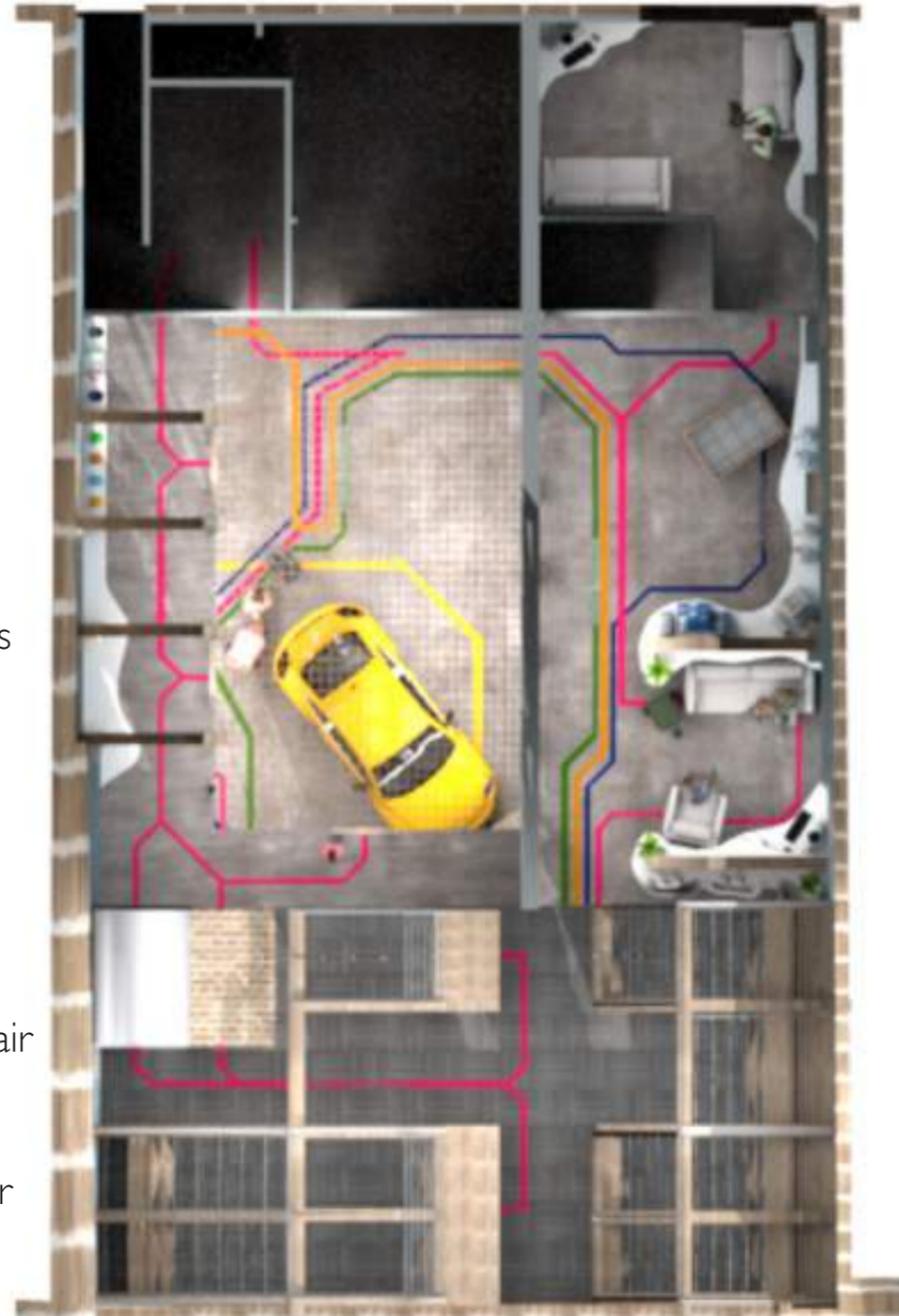
Visual from Alt-Shift Hair Salon project.

Baby Savvy

Brief : To design a family friendly retail experience to help parents become baby safety



Baby Savvy



Mezzanine

Wayfinding to openings for loft net as well as to the vertical access points

Terrace

Wayfinding to sheltered pushchair park
Benches with retractable shelter

Chair Wall

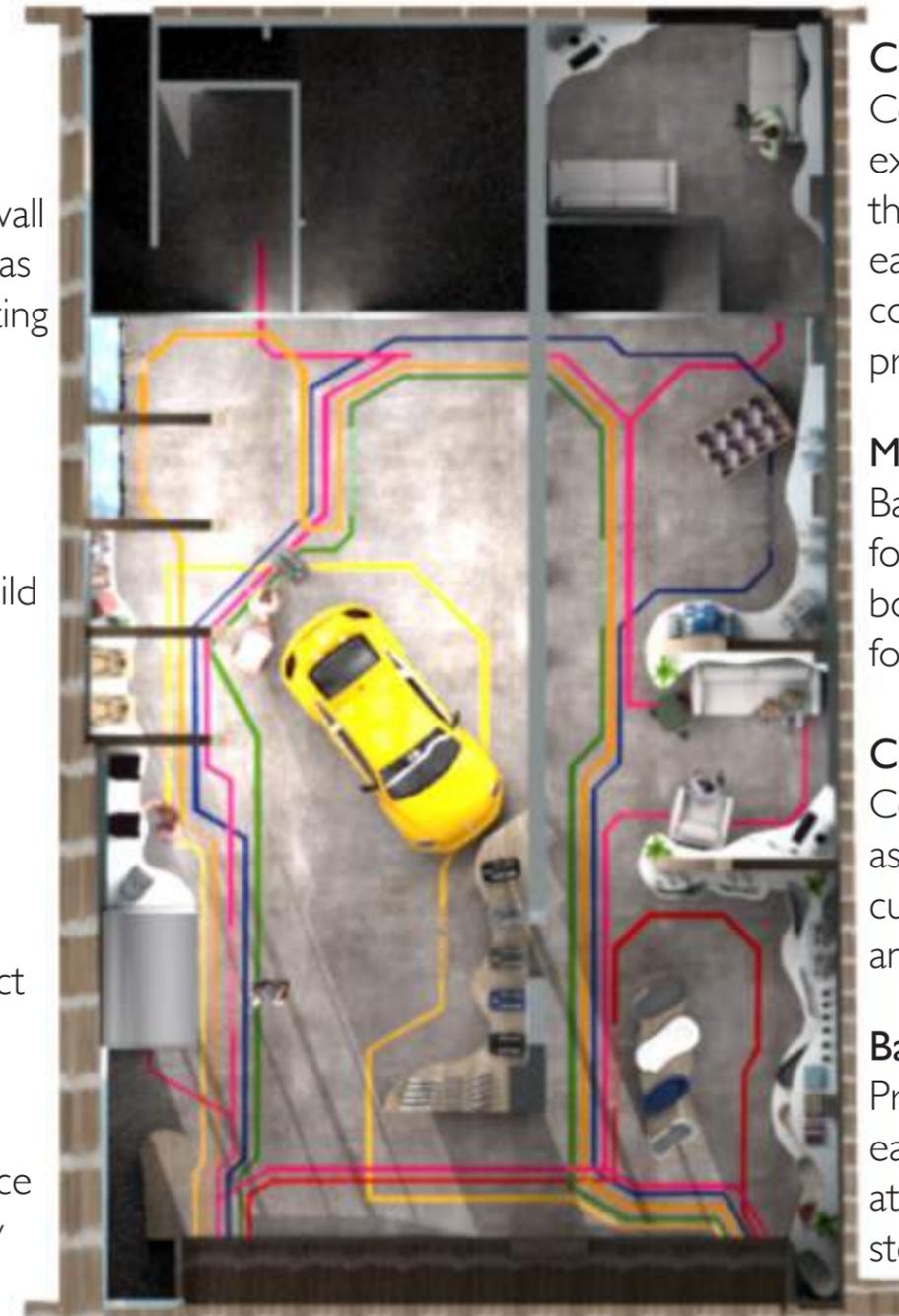
Stokke Tripp Trapp custom built chair wall for product display as well as pull out seating for events

Product testing

Car for product testing as well as child entertainment with seating table in the boot for parents

Wayfinding

Coloured lines representing product areas running from both doors - area names on the floor throughout the space as well as a wall key



Consultation Area 02

Consultation area for extra assistance to make the customer experience easier and more comfortable in a more private atmosphere

Monitors

Baby monitors on display for testing ability with boxed stock on under shelf for easy access

Consultation Area 01

Consultation area for extra assistance to make the customer experience easier and more comfortable

Bath Time

Product display centre for easy viewing and to attract attention from outside the store

Baby Savvy



Initial entrance shot created using Cinema 4D and Arnold Renderer.

Baby Savvy



Stokke Tripp Trapp Wall.

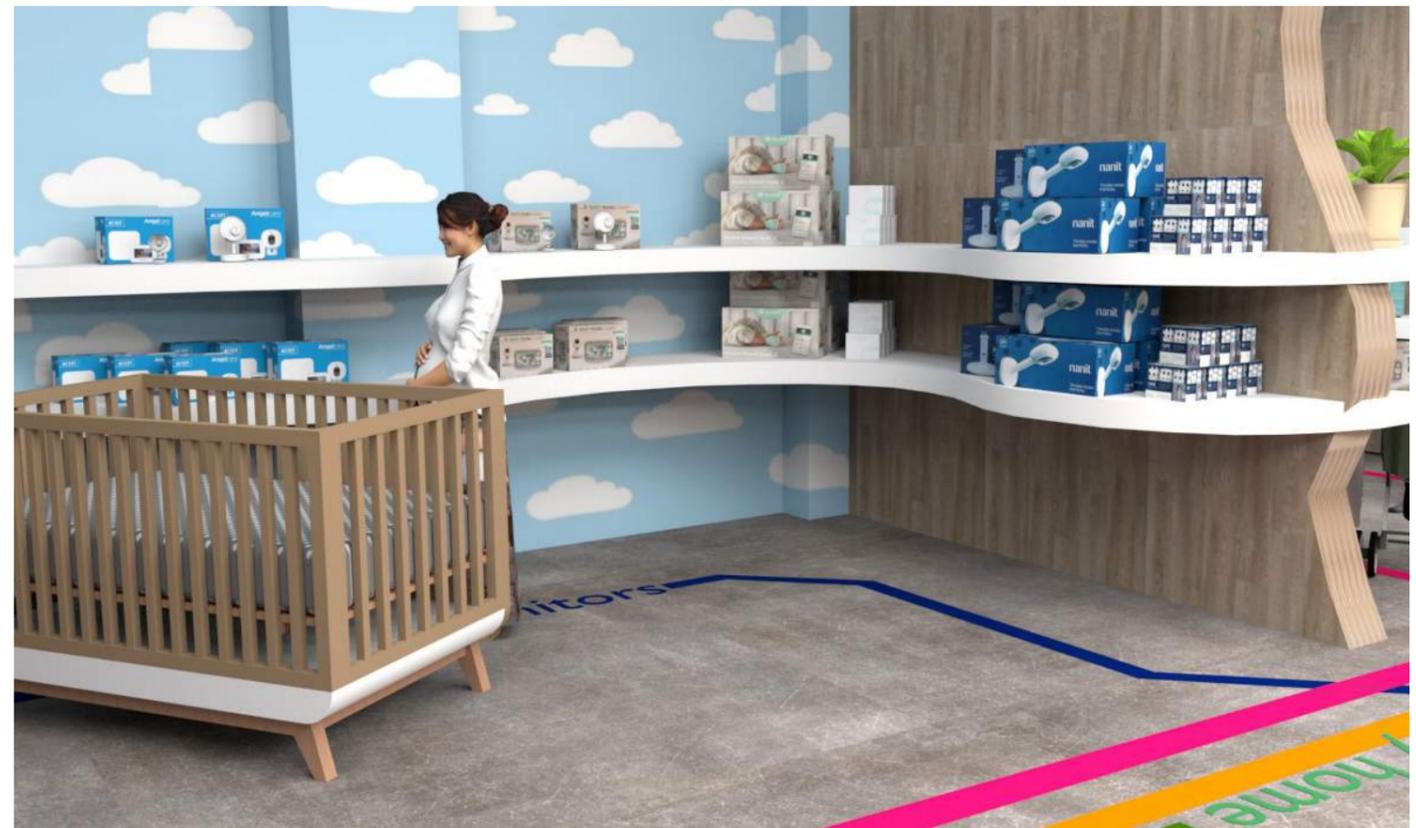
Baby Savvy



I wanted to create a baby store that was exclusive to all. One of the main issues I found whilst carrying out research was that those with small children struggled to shop because there was nothing to keep the children occupied. This is where my concept of “Play and Display” first sparked from. By using bright colours for the wayfinding this instantly grabs everyone's attention as well as providing a clear journey solution.

This project was created using mainly Cinema 4D with some imported Sketchup. Cinema 4D was a software I first touched on during my time on placement and was something I loved and wanted to continue to use. After some technical difficulties, I ended up teaching myself Arnold Renderer to create these outcomes.

Baby Savvy



RDW Student Awards

Costa Tour



I was a finalist for my design in the RDW Student awards where I improved my visuals and added better aspects to my design. The visual above is my first design and the one to the left is my final design. For this I created a moveable box, towed by bike, which would fold down at specific locations around city centres to serve that morning coffee which is needed. Fold down railings are used to pop up whilst the shop is open to provide safety to those seated. The chairs and tables are also stored within the flooring to get the most from the space. By having fold away furniture it allows more seating as more can be stored away when the shop is on the move.

RDW Student Awards

Costa Tour



Costa Tour tours the country and pops up in busy city centres at different times of the day.

COSTA Tour

Download the free Costa Tour app to find out your nearest Tour and where and when it will stop to grab your favourite



Towed by bike through and around the city centre.



Fold down walls to provide seating space.



Easy pull up into place railings.



Easy to set up design with flat pack pull up chairs and tables. Perfect for take away or sitting down.



RDW Student Awards

Costa Tour



COSTA

Tour



Share your Costa Tour Experience with us on Instagram Twitter or Facebook. Just #COSTATOUR

An easy layout for anyone to assemble. Fold out canopies above the seating area, ready for any weather.



Still recognisable from behind because of the well known logo.



<https://www.fastcompany.com/1472994/flat-pack-magic-ten-amazing-folding-chairs>

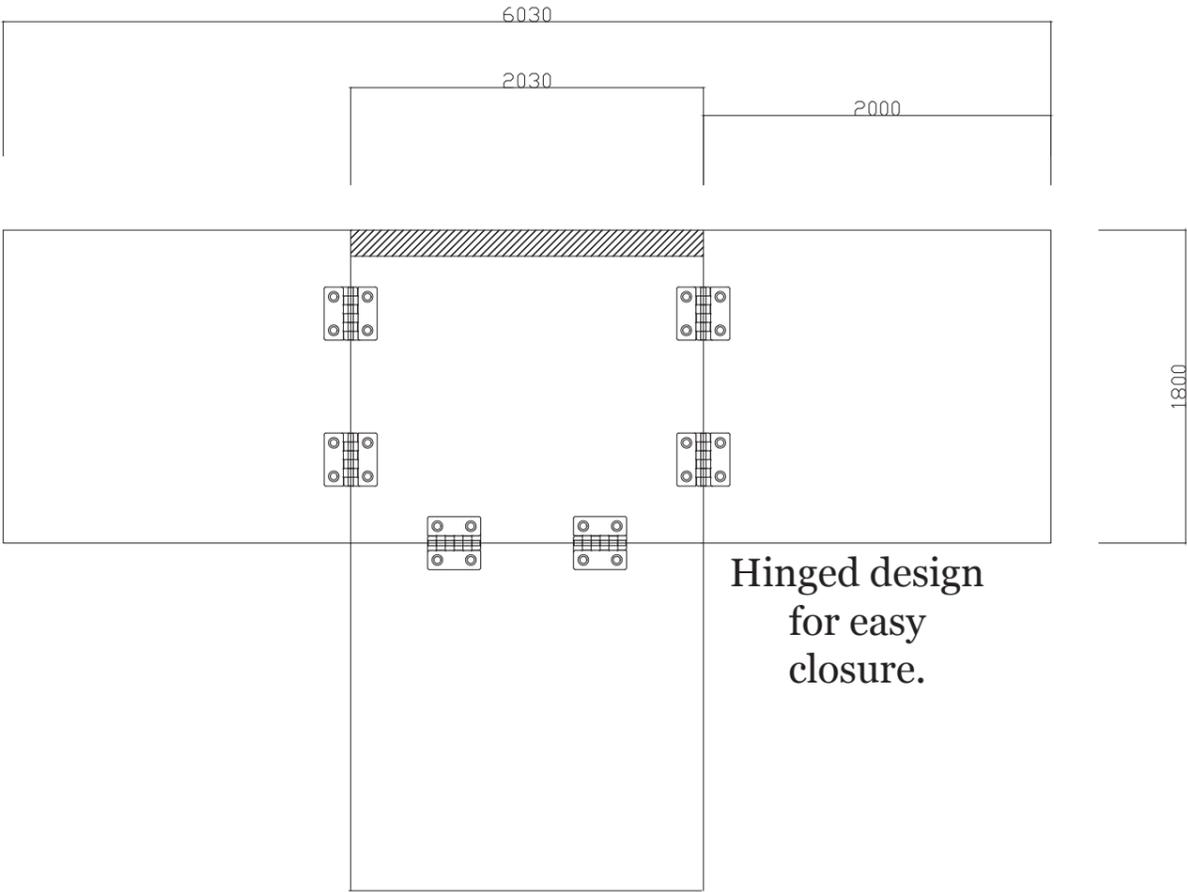
Costa Tour and customer bike park.

RDW Student Awards

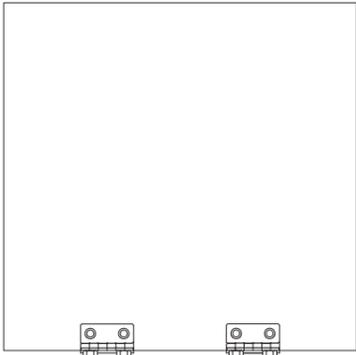
Costa Tour

The Breif:

What is the smallest size of store in which we can put a Barista and a coffee machine?

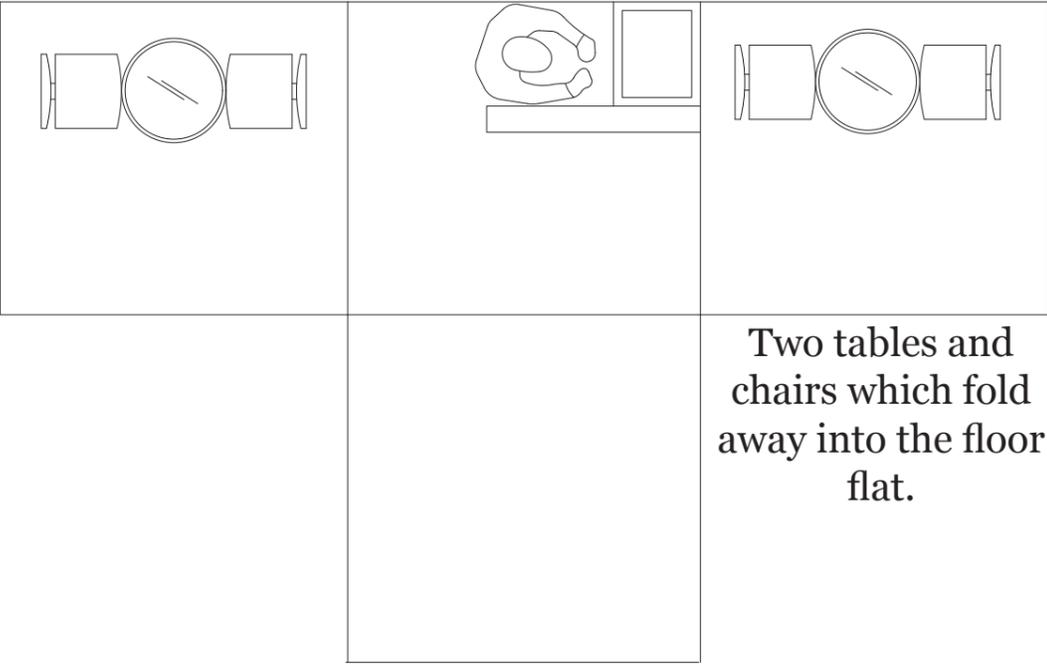


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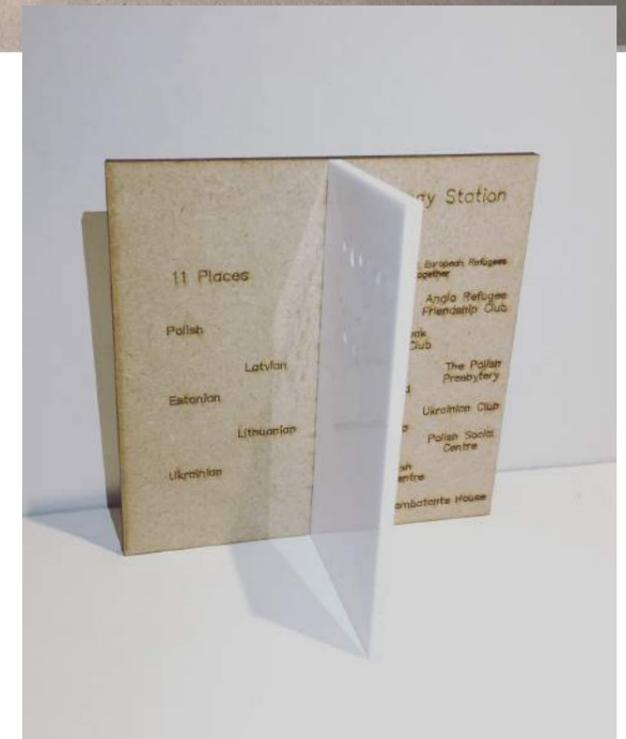
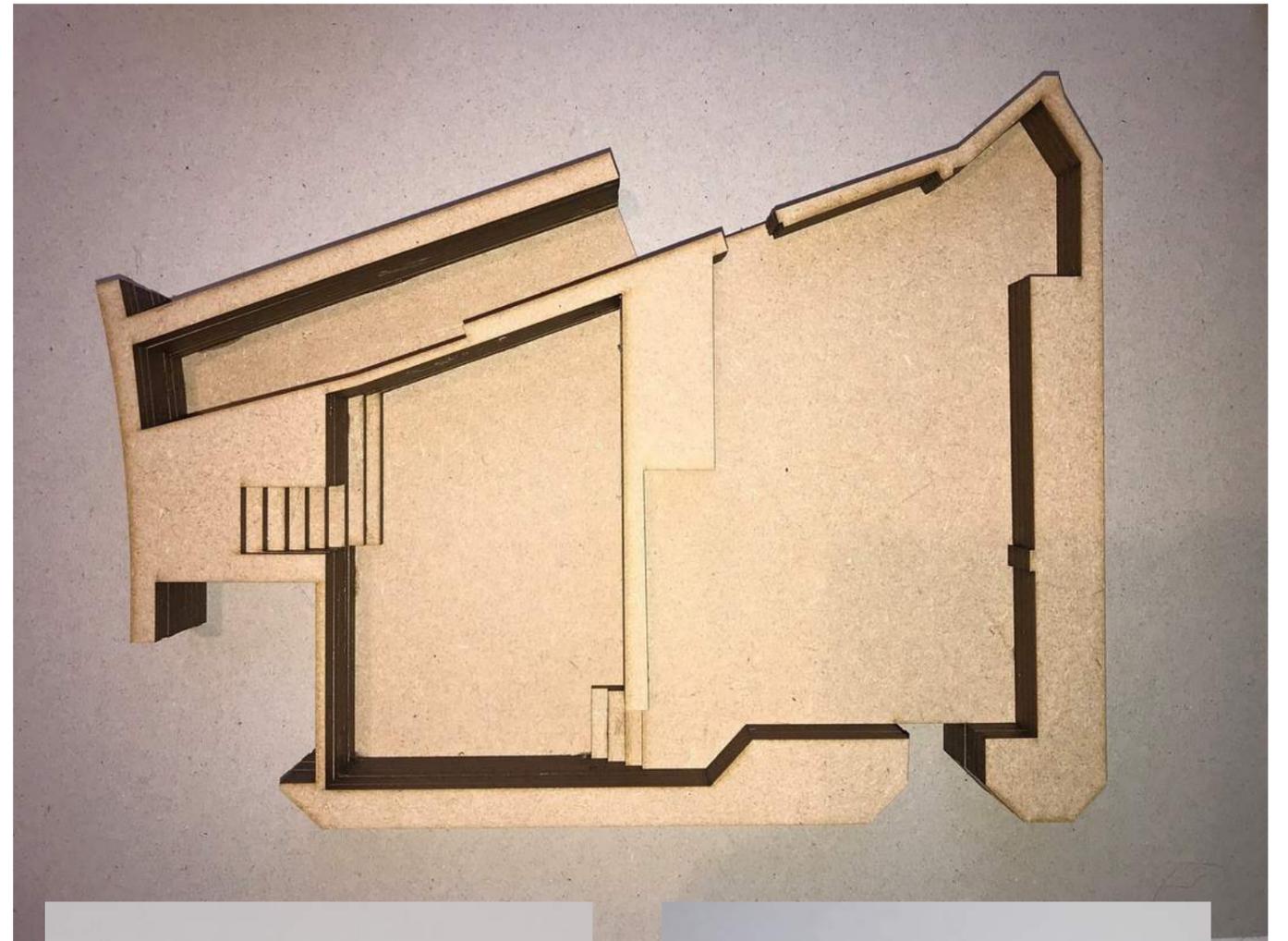
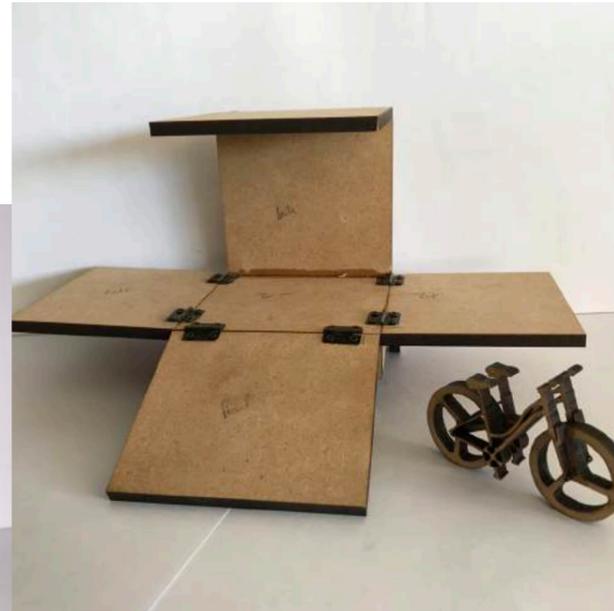
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Worktop space for the coffee machine and a ledge for orders to be collected.



Plan NOT to scale

Model Making



Exhibition Stand

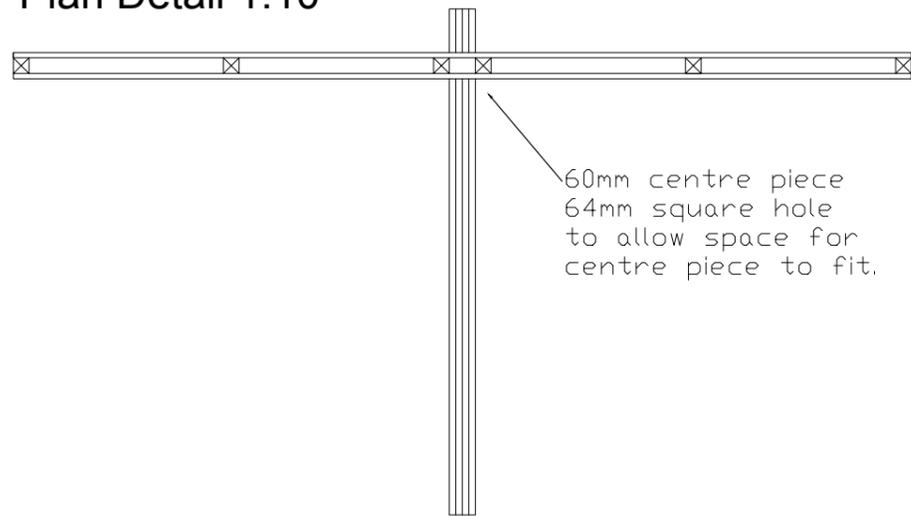
European Exile Trail

The Brief:

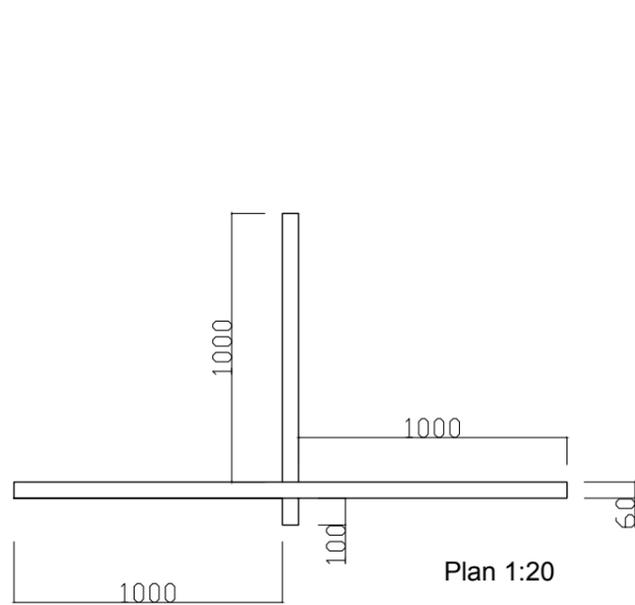
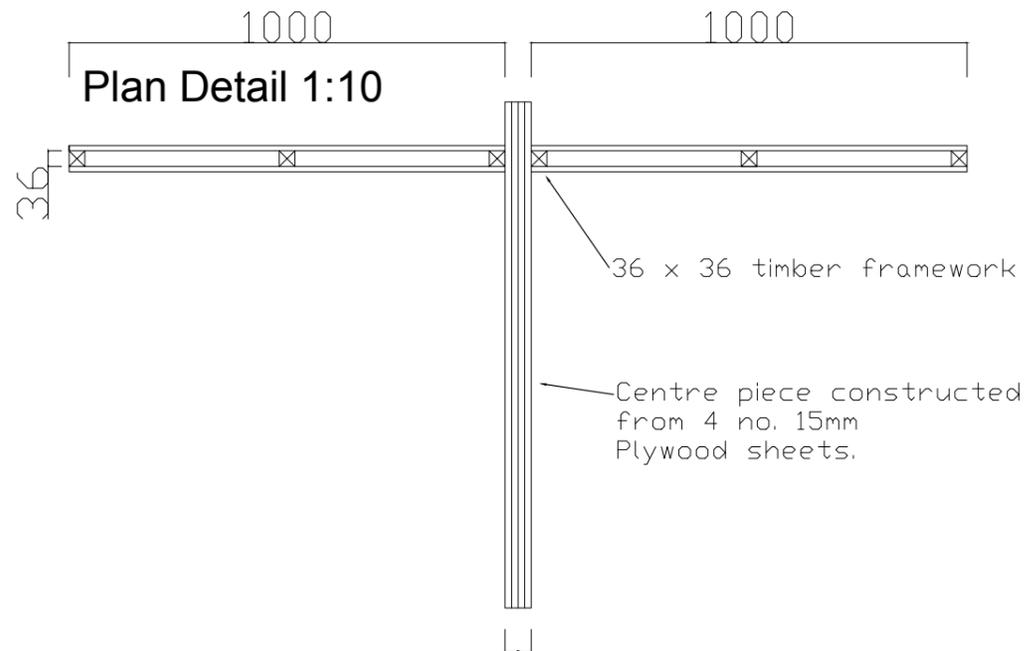
Design an exhibition stand / display system which provides some information about and celebrates a chosen element of the context and heritage of the town of Huddersfield.

I did research into the European Exile Trail situated in and around Huddersfield. From this we were asked to create an exhibition stand to commemorate the past. From this I created a simple yet effective design to link the different locations on the trail and those involved. Many different European communities came together in Huddersfield as one. My design reflected this as I created several pieces which fit together from different materials - each to celebrate a different community.

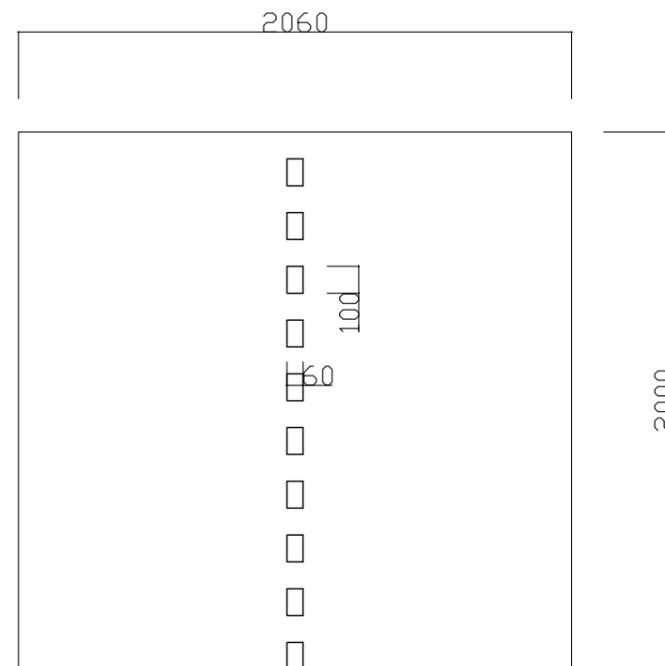
Plan Detail 1:10



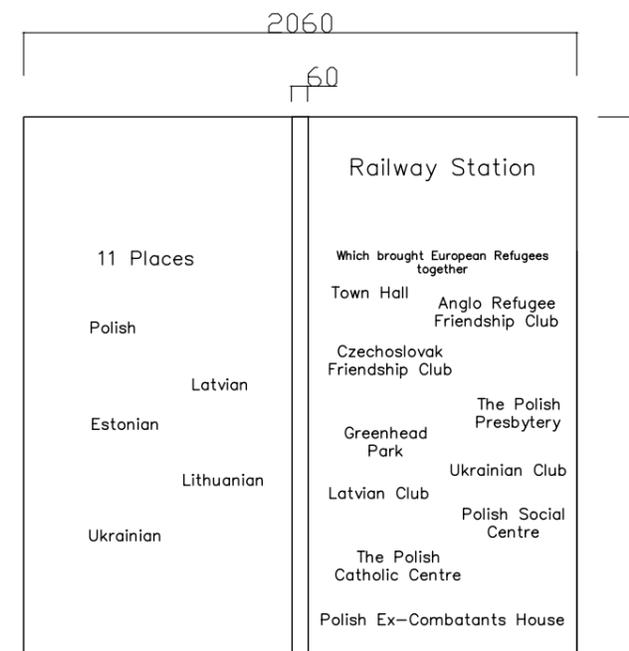
Plan Detail 1:10



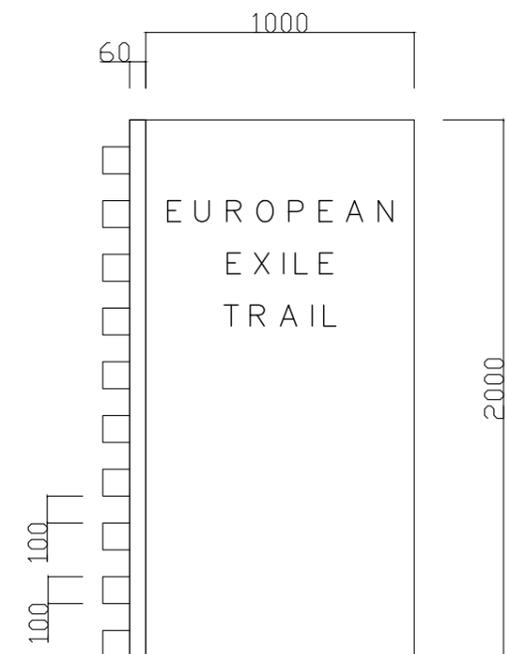
Plan 1:20



Elevation 1:20

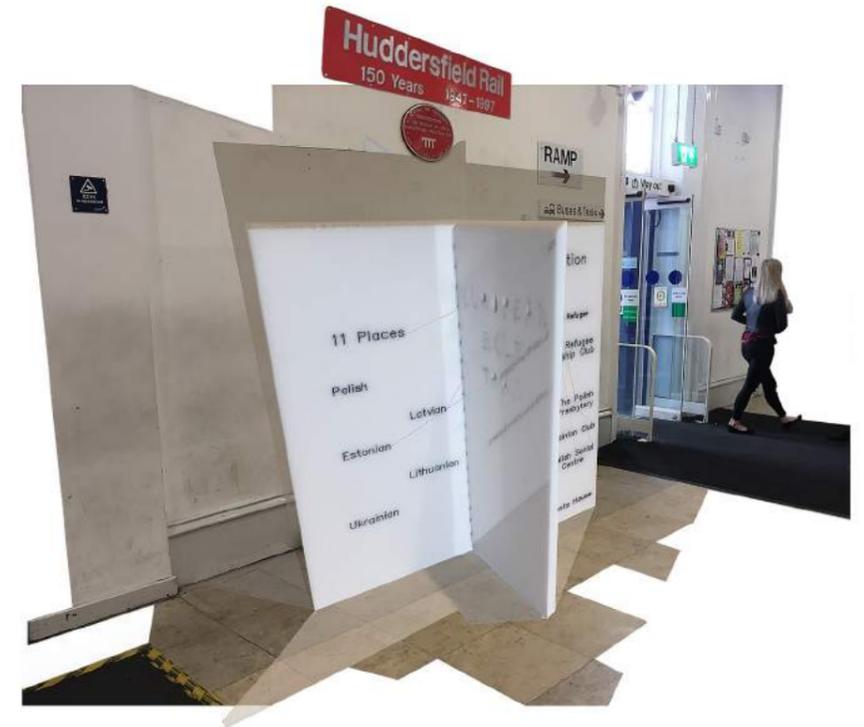


Elevation 1:20



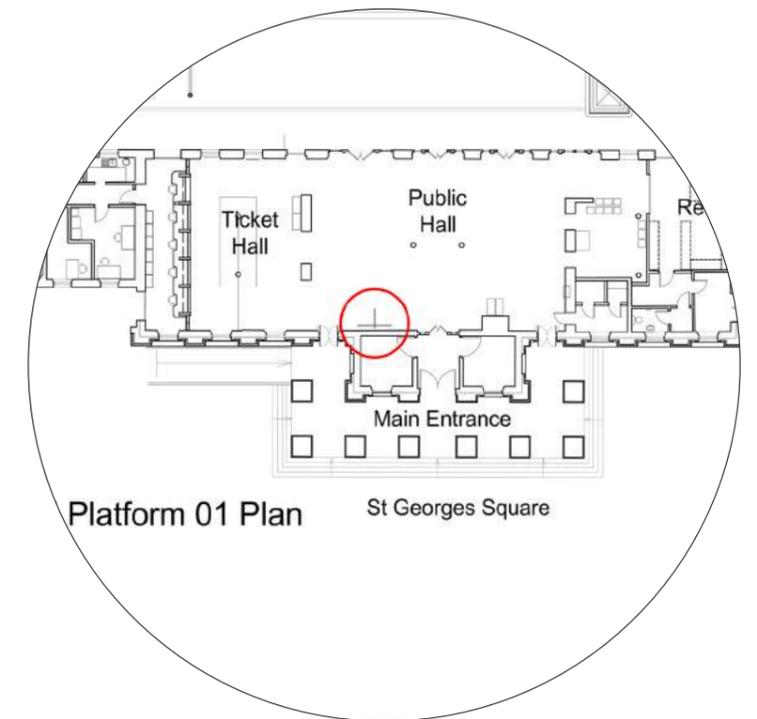
Elevation 1:20

Exhibition Stand European Exile Trail



Exhibition Stand

European Exile Trail

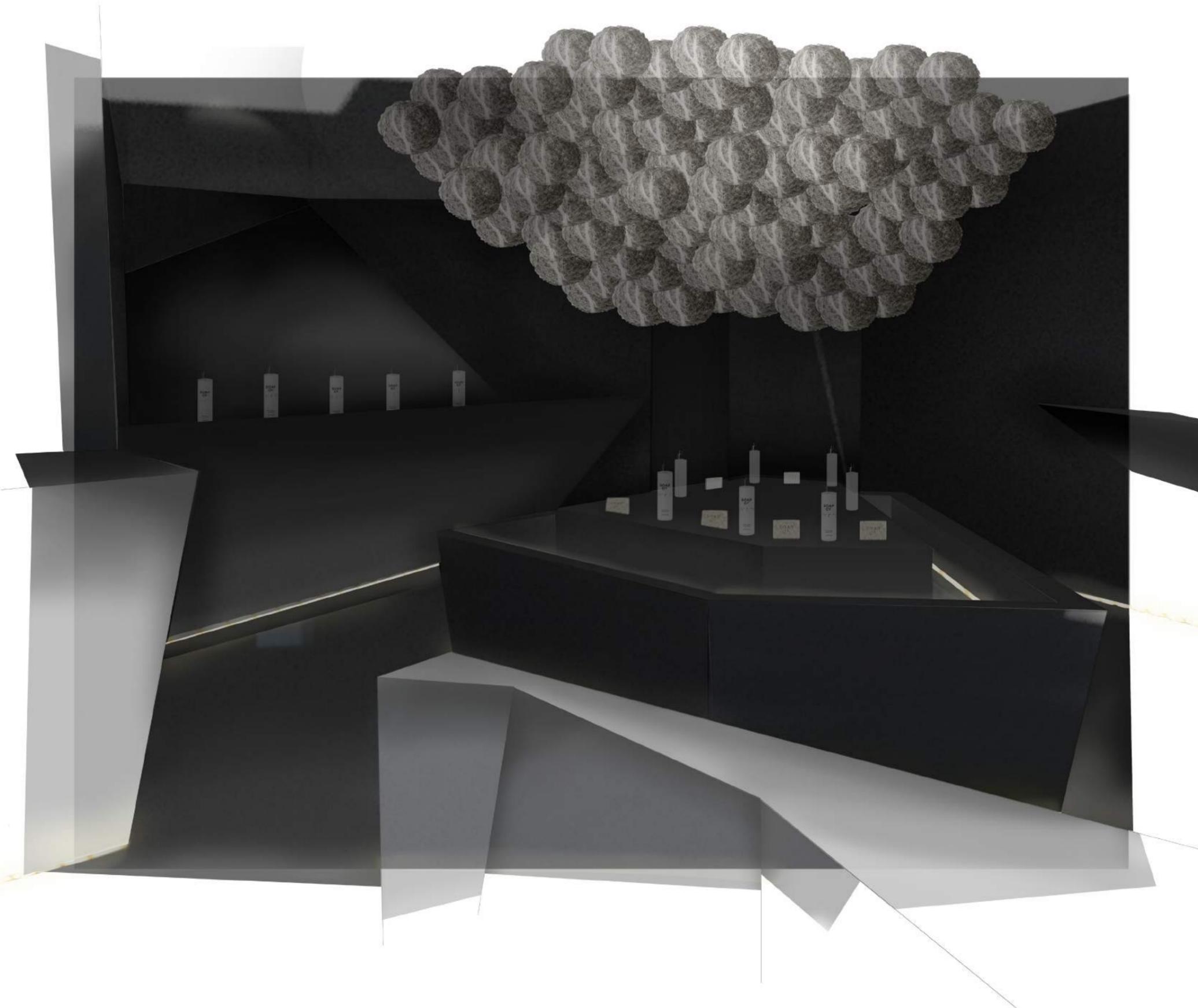


The Soap Co.

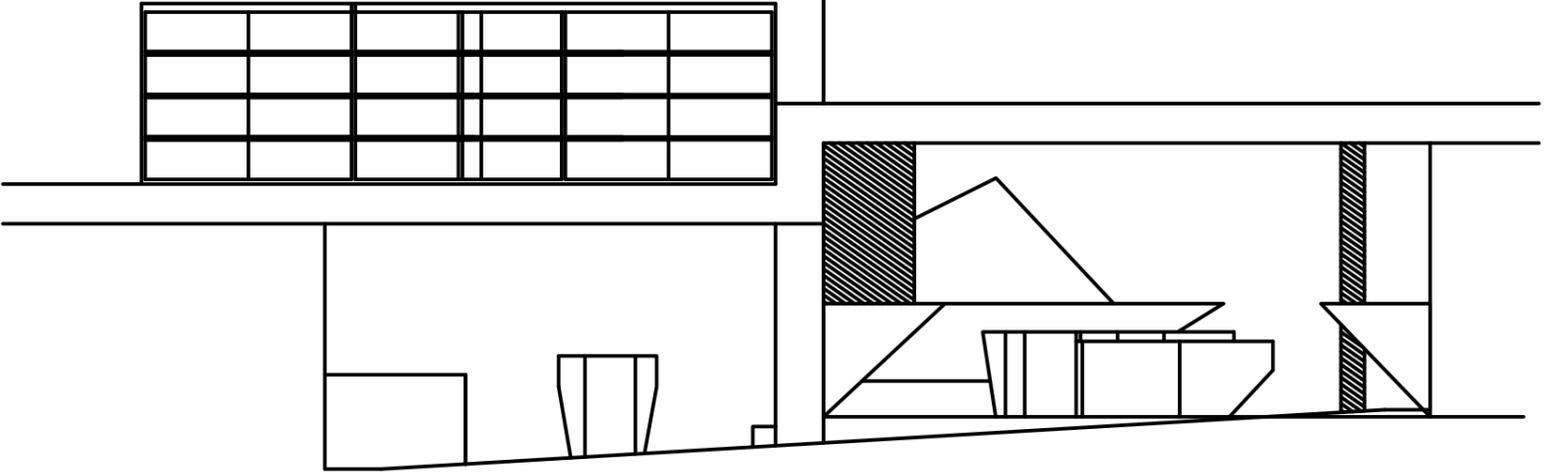
The Brief:

Design a concept RETAIL environment that reflects the socially responsible values of THE SOAP CO.

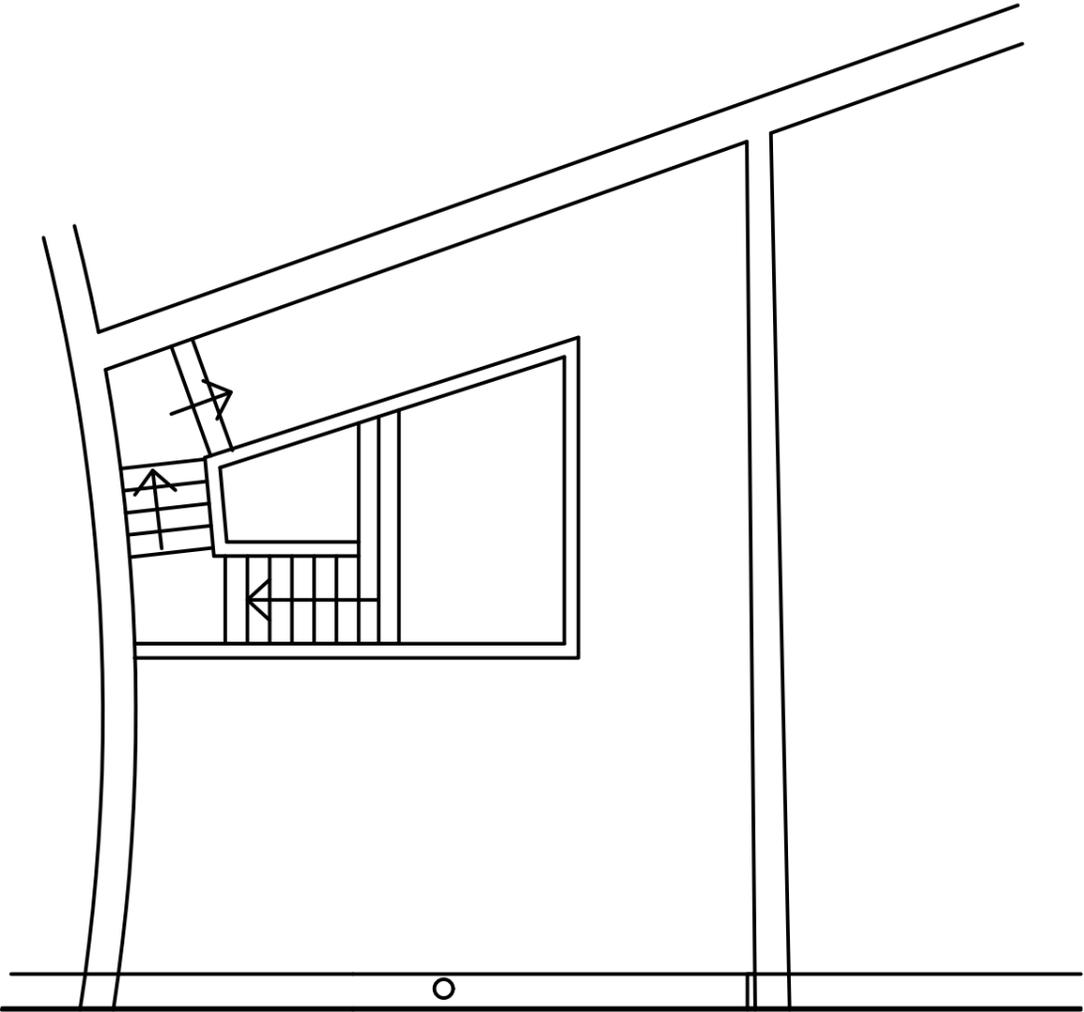
The staff in the workshop at the Soap Co. are visually impaired people so I wanted to create a design where people can experience shopping from their point of view. Taking this into consideration, I have tried to create a design in order to use the different senses whilst shopping rather than just how something looks. This is a visual that I created to match the brand's ethos; the brand of The Soap Co. is minimalistic and does not use colours, instead, has a monochromatic palette which I reflected in my design.



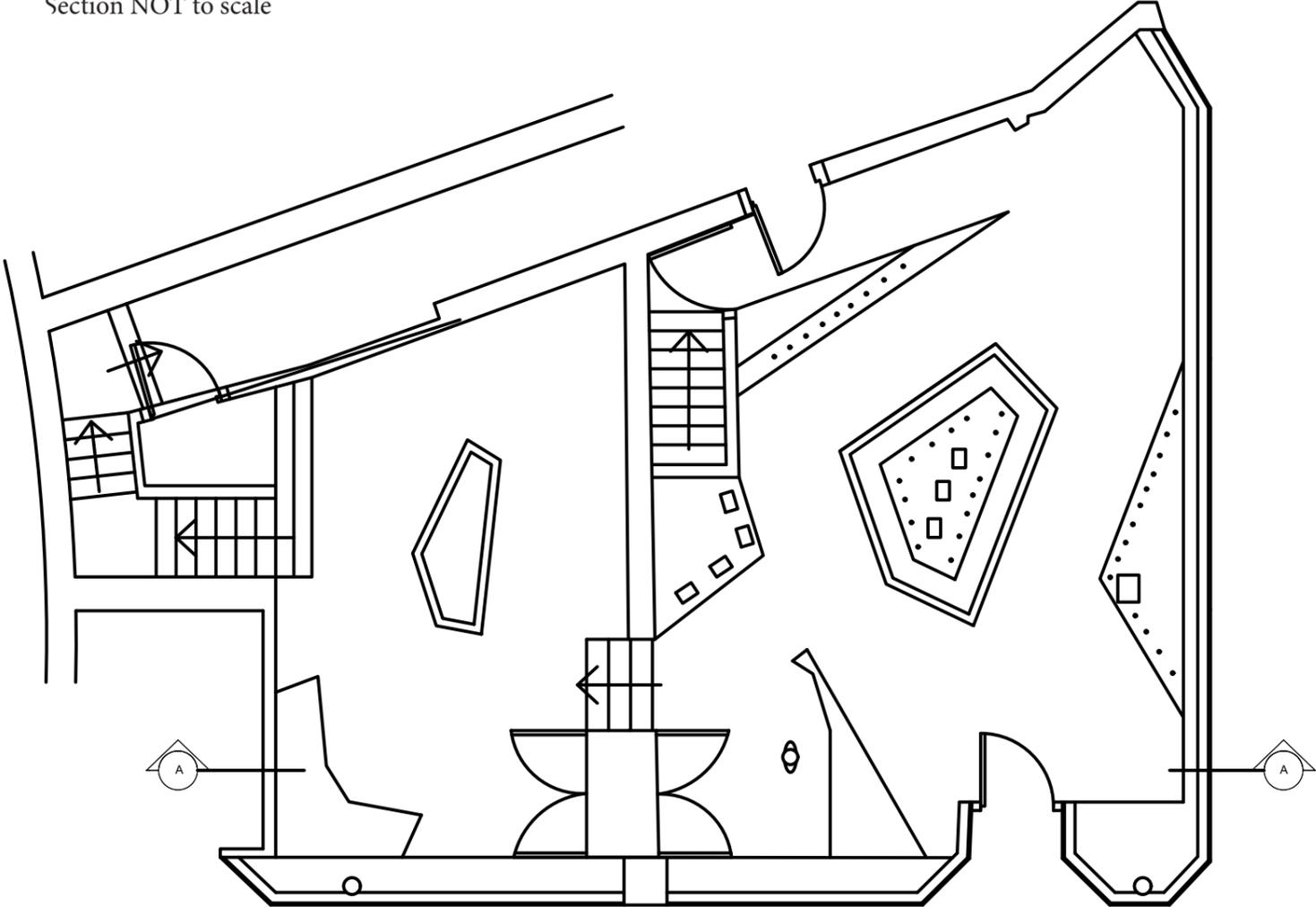
The Soap Co.



Section NOT to scale

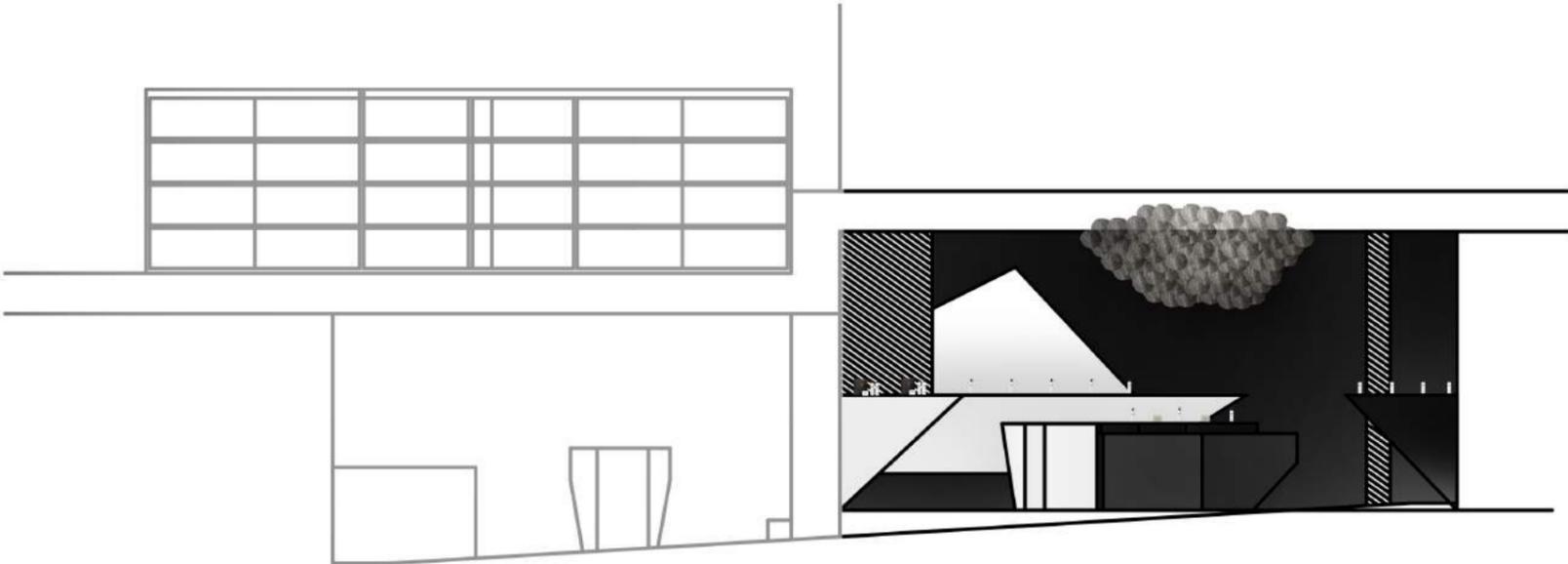


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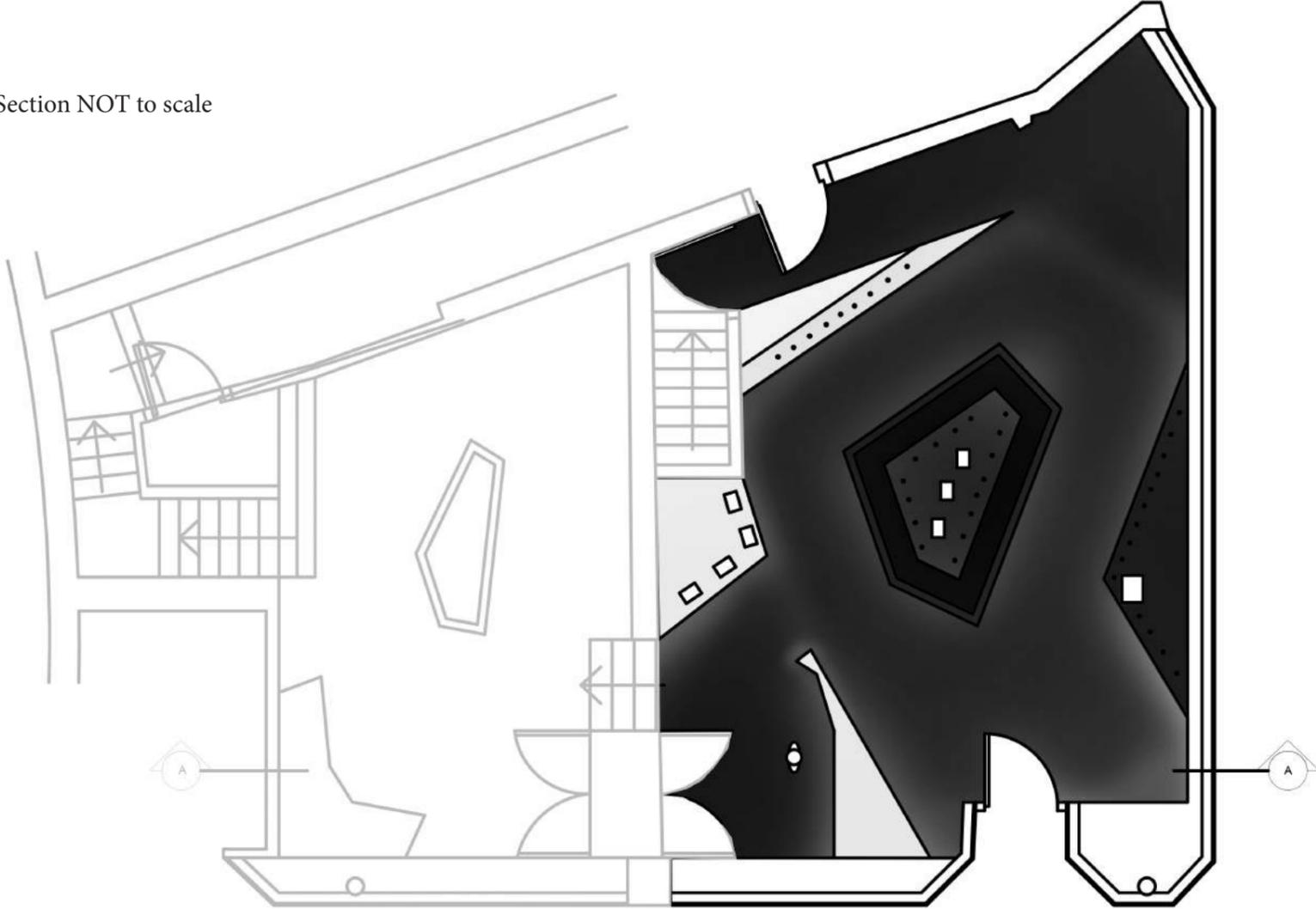
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The Soap Co.

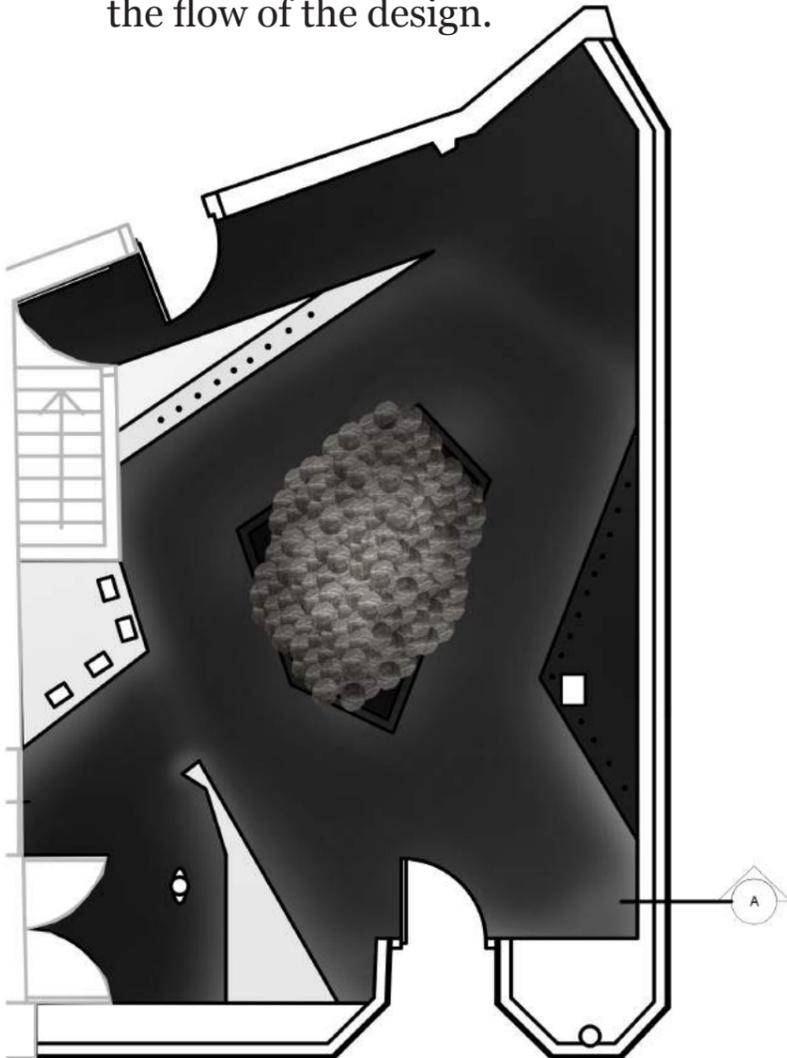


My rendered plans and sections communicate the journey around the store as well as showing each aspect in its true colours. Lighting is marked out on the plan which helps portray the flow of the design.

Section NOT to scale



Plan NOT to scale



Plan NOT to scale

The Soap Co.



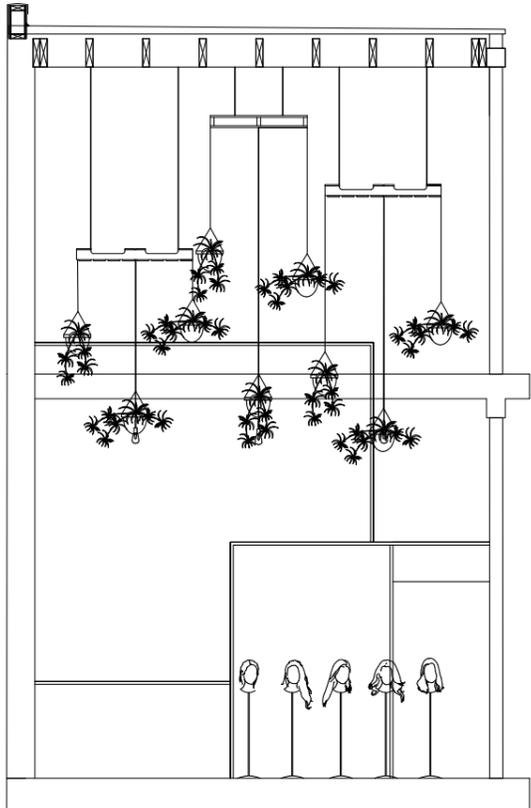
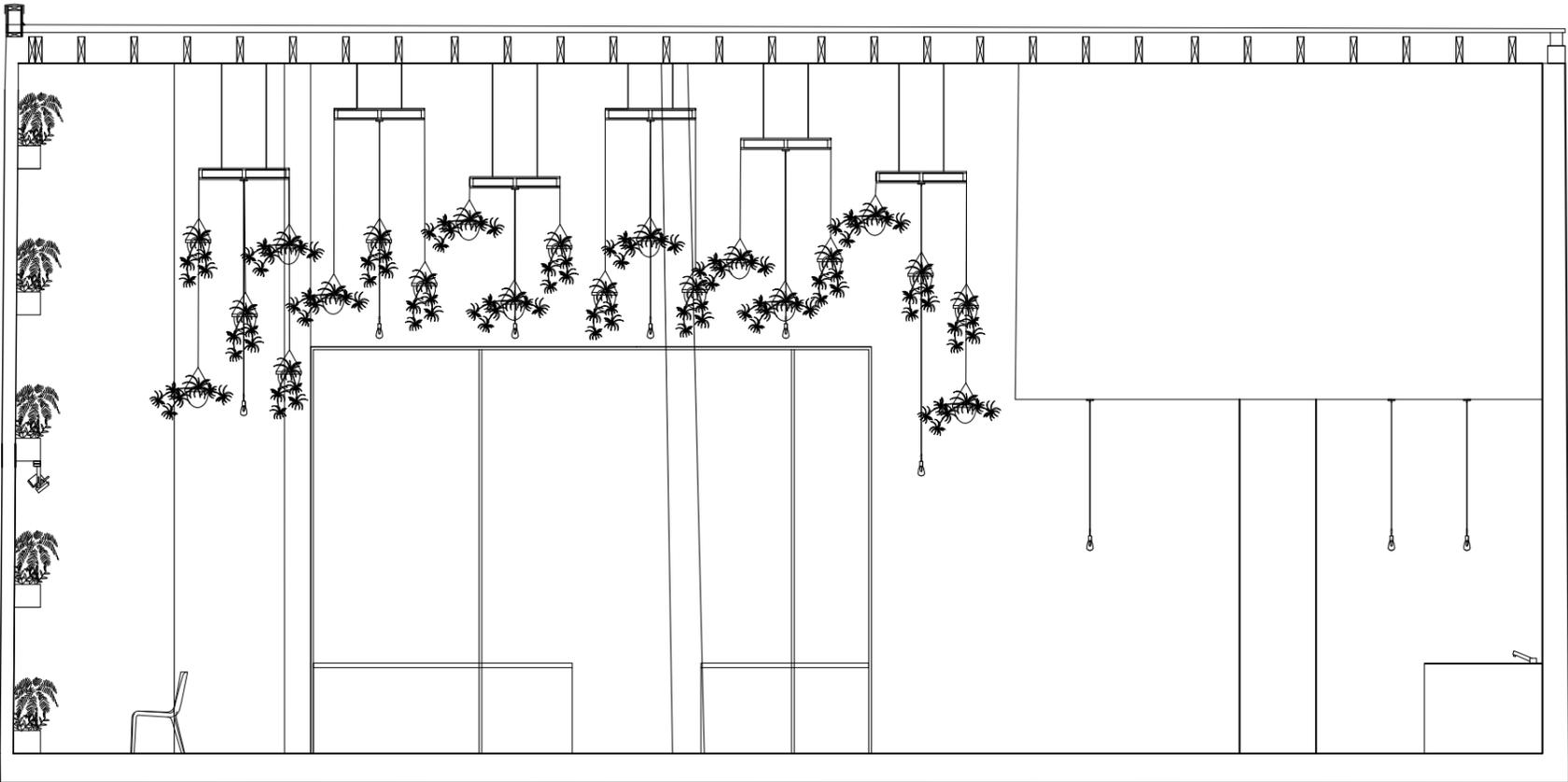
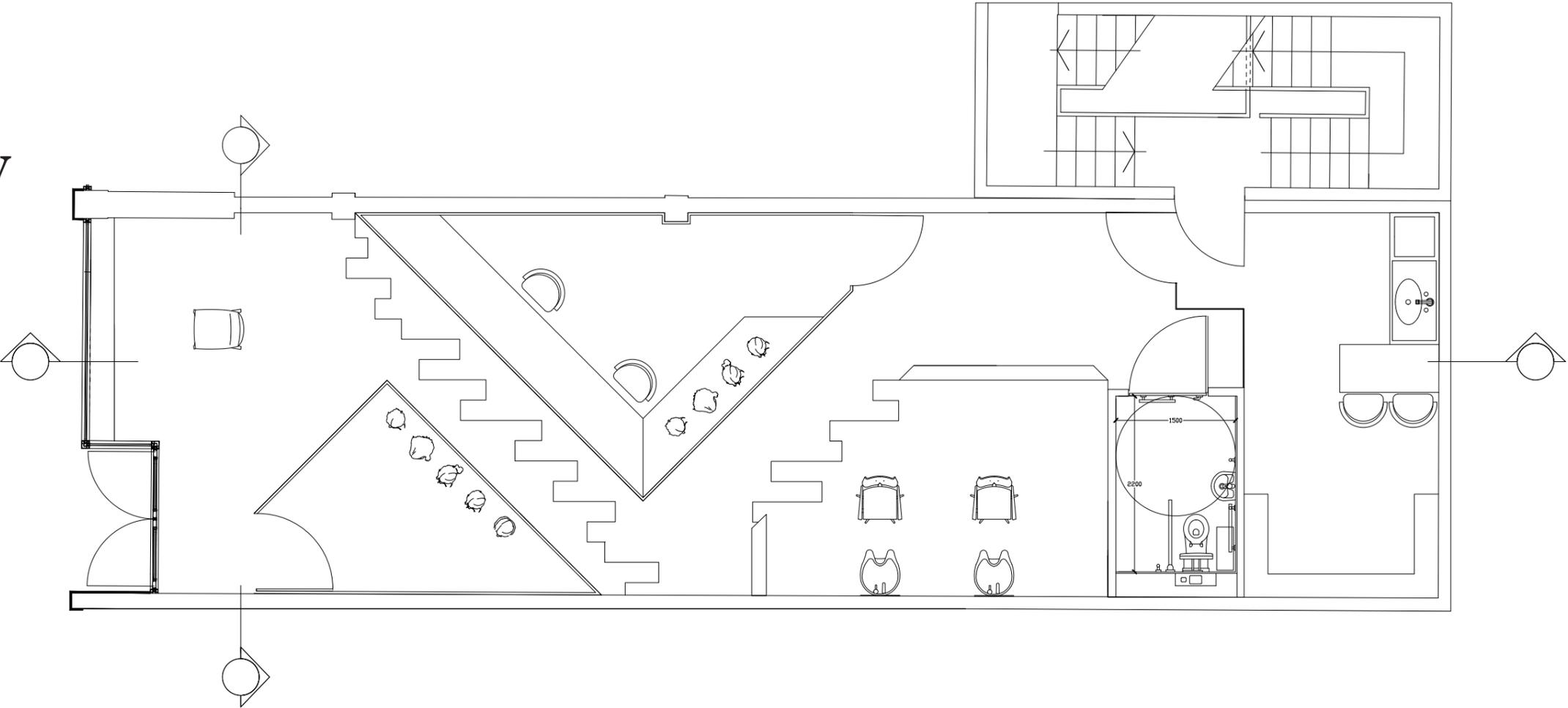
Here you can see the sink unit which is the feature point in the design. LED's are situated under each of the shelving units to illuminate the floor to guide customers around the space.



Alt-Shift Wig Laboratory

The Breif:

Design an innovative and contemporary interior for a hair salon or barber shop with an emphasis on experience.



Alt-Shift Wig Laboratory



Wig Laboratory:
Donation Station



Wig Laboratory: Wig
Selection Station

Using an existing building located in the heart of Huddersfield, I selected a brief in which I had to design a hair salon. I decided to make mine with the concept of recycling - this being the products used within the design as well as the meaning of the hair salon itself. I wanted to create a space for people to donate their hair in order to create wigs for those in need. Below we have the different spaces which run throughout the design.



Wig Laboratory

Alt-Shift Wig Laboratory



Wig Laboratory:
Styling Station

Shed It

The Brief:

Using a 5x3 shed, create a performance area including seating for 6 - 12 people and a bar area.



This project is one of my first year designs where we were asked to create a space for live entertainment to take place. We were given the dimensions of a standard shed in which we had to design the interior. With it been such a small space, I used the walls as seating. For this, I designed fold out panels which provided seating and a shelter above head.

