

PORTFOLIO

SARAH
HOLDSWORTH



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Personal statement

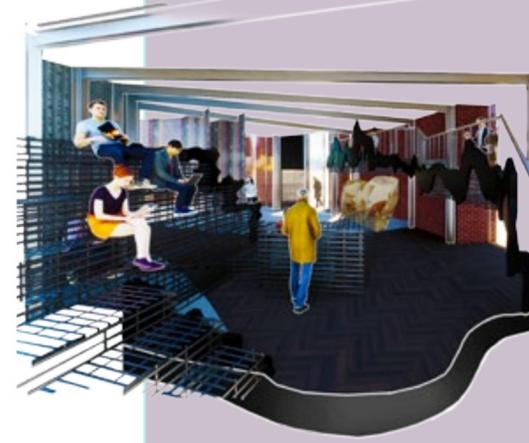
I have just completed my degree in Interior Design at the University of Huddersfield. I am determined to expand on my experiences and talents, to learn and develop myself as a designer. With a cohesive outlook for technical skills and creativity, I ensure all my work is at its best and takes into consideration the client and to make the space an experience for viewers. I have an innovative perspective of the world and I like to gather a wide range of ideas before concluding an inspirational final piece. My research meets the needs of the client and the environment it is placed in, which reflects my motivation and intuitive view of my work. I understand the importance of materiality and regulations such as fire safety and the Disability Discrimination Act in commercial spaces.

Education and qualifications

Studied: University of Huddersfield
 Dates: 07/2017 – 05/2020
 Course: BA (Hons) Interior design

Studied: Guiseley School
 Date completed: 06/2017
 Grades: 3 A-Level, IB, 2C Including Art, Textiles and English Language
 1 AS-Level, 1E, Psychology

Studied: Guiseley School
 Date completed: 06/2015
 Grades: 9 GCSEs, 1A, 6B, 2C Including Maths, triple science and English.



Achievements

3DMS (3D Modelling Society) Media Representative

Taking part, organising and running events for the 3D society which promotes 3D software training and modelling

CPD lectures

Attending a CPD at JS Design Partnership for **Polyflor**, attending CPD's at the University of Huddersfield for **Formica**, **Latham Hi Macs** and **Panaz**, growing an academic understanding of what I would be involved with in industry, and feeling more confident that I can take that information into my work.

Duke of Edinburgh award

Volunteering, physical work, skills, an expedition, participation, problem solving, health and safety, and group work.

Gold swimming award

Personal strength, team work, individual development, competition, health and safety, determination, and agility.

The Teenage Market | 02/07/2016 from 10am – 5pm

Sell and promote my work, learning about business, market trading, working with people, and personal confidence with my designs.

Otley Science Fair design contribution | 11/11/2017

Putting my designs into real life applications, educate children about brain tumours, working with a senior lecturer who specialises in the topic, and putting my interest in science into design.

CONTACT DETAILS

sarah.holdsworth29@gmail.com
<https://www.sarah-holdsworth.com/>

Work experience

University of Huddersfield | 22/09/2018-Present | Student Ambassador

Confidence building, communication, socialising, time management, organisation, team work, independence.

JS Design Partnership | 07/2017 – 08/2017 (83 ½ hrs), 12/2017 (29 hrs), 05/2018 - 06/2018 (150 hrs) | Junior Interior Designer

Working with a range of people from Interior Designers, Architects and Surveyors, building my knowledge and experience, problem solving, making decisions, working collaboratively, working on CAD, making sample boards, ordering samples, rendering and more.

Menston Primary School Care club | 06/2016 to 04/2017 | Care club Worker

confidence, team leadership, taking care of large groups, time management, initiative, health and safety, patient, and to take action when needed.

Baildon Methodist Church | 3 months in 2015 | D of E Voluntary Church assistant

serving food and drinks, working with money behind the desk, organisation, time management, and cleaning.

Bradford College | 20/10/2014 – 24/10/2014 | Work experience student at the school of Art Design and Media

Assist other students, experiment, working with materials and machinery such as a knitting machine, large scale screen printers including UV, circular knitting machine, devoré, and more.

Interests



Events
 Museums, conventoins, exhibitions.



Travel
 Cities, landmarks, countries, countryside.



Cycling
 Leisure on terrain, cliff tops and roads.



Swimming
 Gold swimming award.



Reading
 Both educational (architecture, science and tech) and personal.



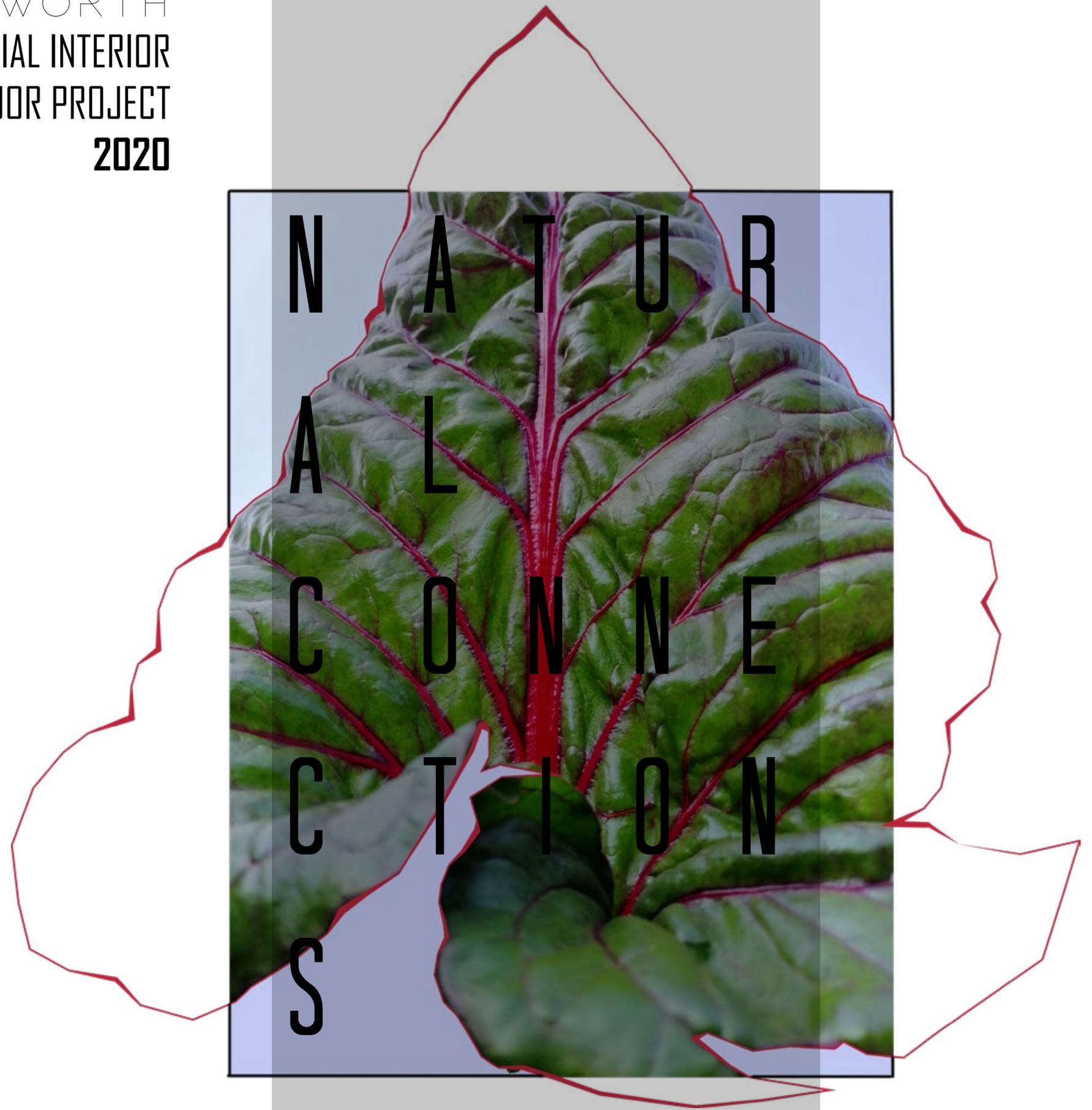
Art/textiles
 Sewing, knitting, illustrating and designing.

Skills

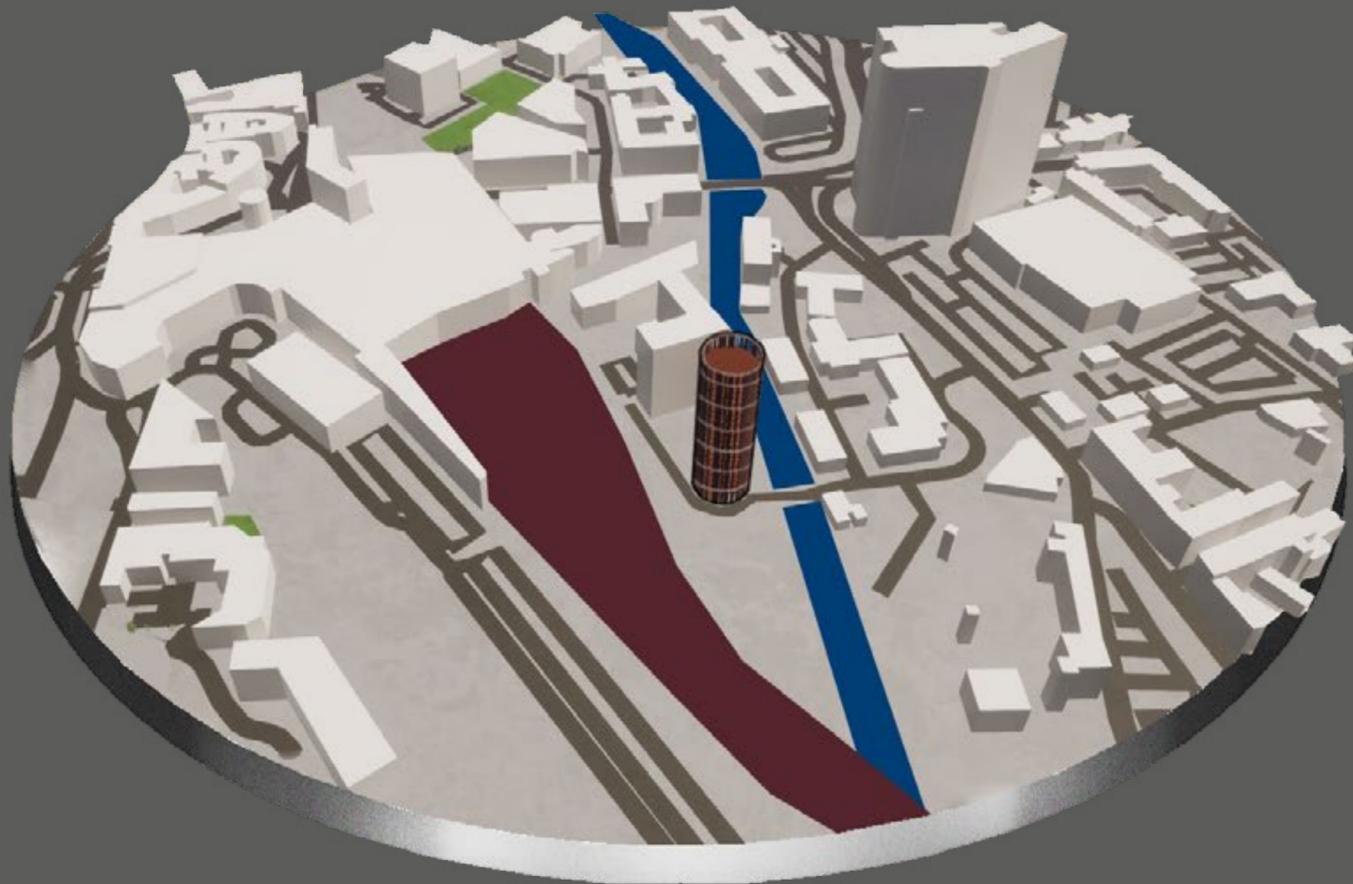
- Observant
- Fast learner
- Cohesive
- Creative and curious
- Organised
- Great communication
- Forward thinking
- Intuitive
- Friendly
- Dedicated
- Team worker and independent worker
- Unique



SARAH HOLDSWORTH
WORKPLACE COMMERCIAL INTERIOR
FINAL MAJOR PROJECT
2020



SITE CONTEXT



Disability access

The building has no stairs leading up towards it or inside of it. The only staircases that is in use are the stairs which lead to the first floor. This however, has a lift placed next to it to allow for disability access. The paths are mainly flat, with bridges spanning across the River Aire. This provides access to a wider audience, considering the importance of disability access.

Parking

The wide range of car parks available ensure that users are able to commute to the building via car. This can also constitute towards delivery opportunities and a road winding around the back of the building allows quick access.

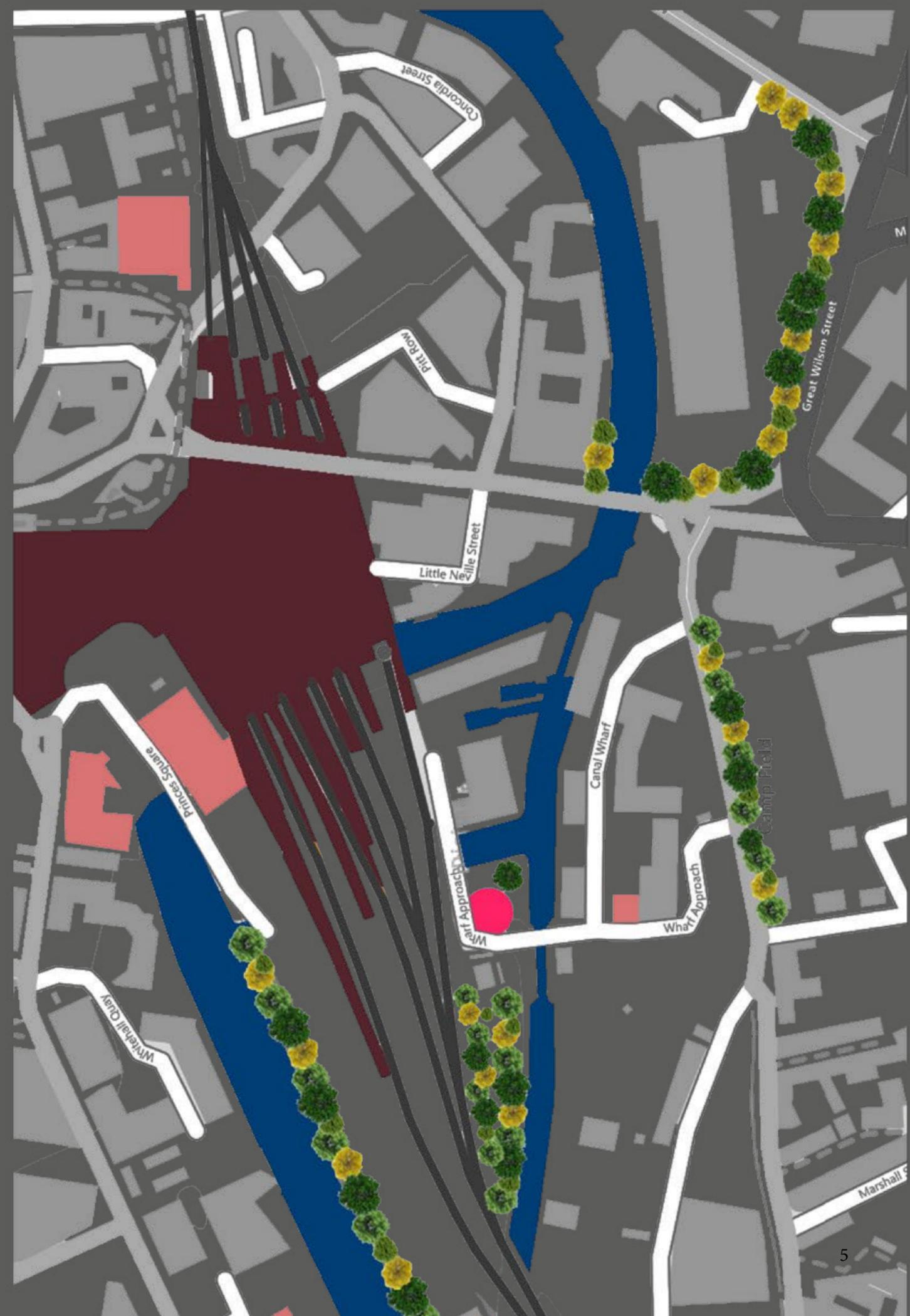
Hotels

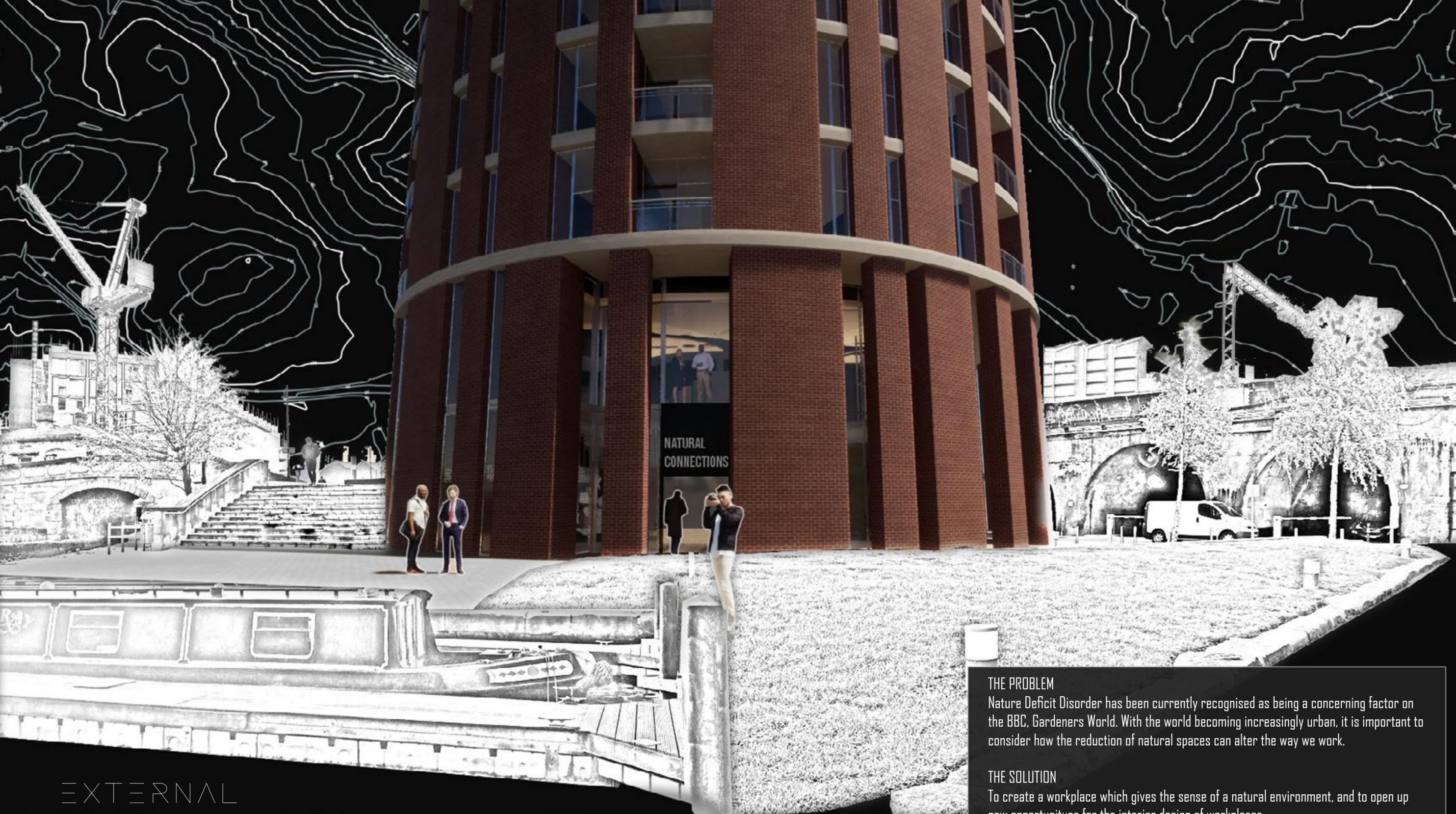
The hotels around the area ensure that commuters from a long distance are still able to make their way to the building and stop overnight. This could also add to employability opportunities available to future workers looking to work there.

Transportation

It takes approximately 5 minutes to walk to the Leeds Train Station, making it a short distance for commuters outside, however, this does mean that the business of the city centre is skipped, enclosing the experience to that particular area.

Other ways of transportation could include the River Aire, making travelling a different experience for users who have access to a barge.





EXTERNAL ELEVATION

"WORKPLACES THAT PROMOTE MENTAL HEALTH AND SUPPORT PEOPLE WITH MENTAL DISORDERS ARE MORE LIKELY TO REDUCE ABSENTEEISM, INCREASE PRODUCTIVITY AND BENEFIT FROM ASSOCIATED ECONOMIC GAINS." (WORLD HEALTH ORGANISATION, 2019).

THE PROBLEM

Nature Deficit Disorder has been currently recognised as being a concerning factor on the BBC, Gardeners World. With the world becoming increasingly urban, it is important to consider how the reduction of natural spaces can alter the way we work.

THE SOLUTION

To create a workplace which gives the sense of a natural environment, and to open up new opportunities for the interior design of workplaces.

THE BRIEF

To transform urban workplaces, considering the impact Nature Deficit Disorder has on productivity, wellbeing and experience.

THE CONCEPT

Looking at topography and landscaping as the drive behind the design.

THE AUDIENCE

"THERE ARE LOADS OF FIELDS AROUND WHERE I LIVE, SO THERE ARE ALWAYS PLACES WHERE YOU CAN GO AND CLEAR YOUR HEAD."

"I LIKE HAVING THE COMPANY OF PEOPLE IN A ROOM, IT MAKES IT FEEL LESS ALONE"

"IT MAY BE BETTER TO HAVE SEPERATE SPACES TO WORK"

"ARCHITECTS LIKE ZAHA HADID AND SOME OTHERS ARE ALL TAKING INSPIRATION FROM NATURE"

"NATURAL SPACES RELIEVE THE STRESS"

100% OF PARTICIPANTS FEEL IT TO BE MORE BENEFICIAL TO WORK IN A ROOM WITH WINDOWS



STEVE 55
ARCHITECTURAL
TECHNOLOGIST

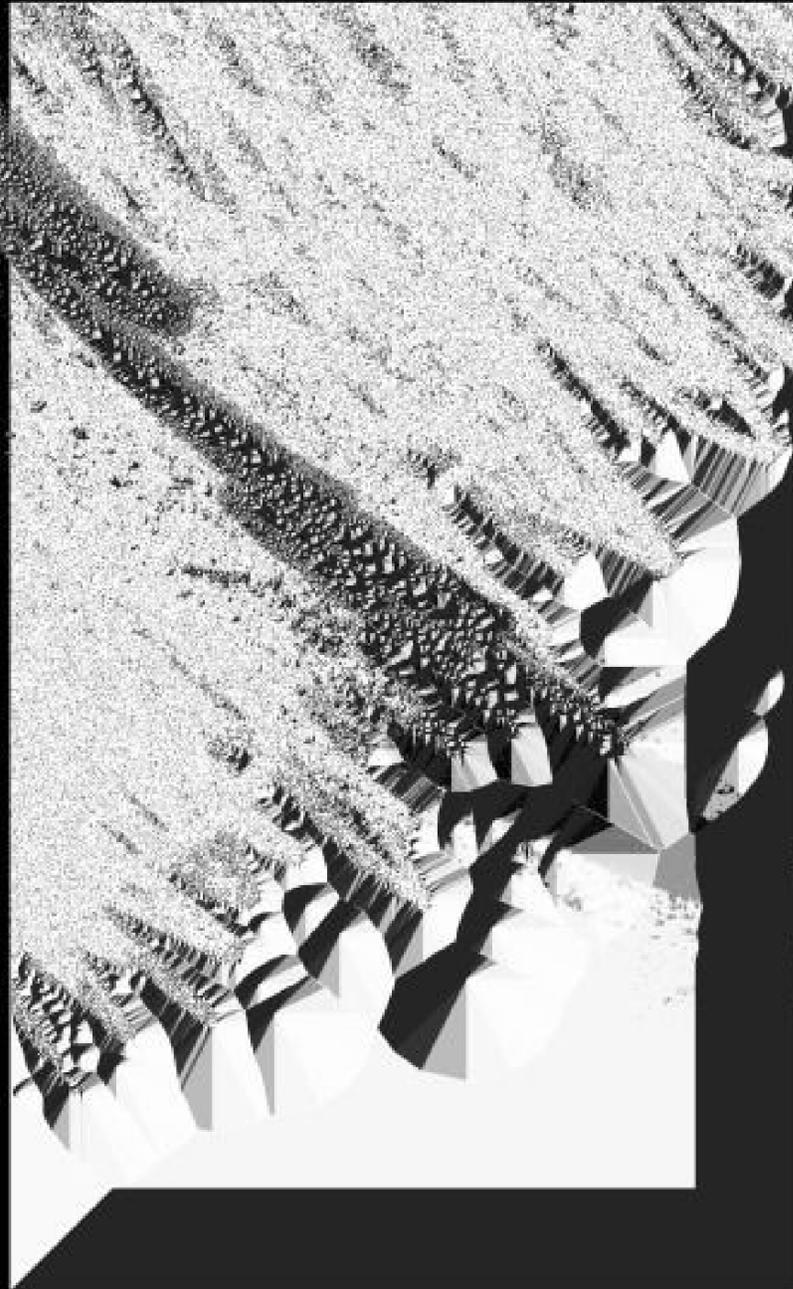
BELLE 32
PHOTOGRAPHER

LILY 21
INTERIOR
DESIGNER

WILL 25
FASHION
MAGAZINE
DESIGNER

RITA 64
TECHNOLOGICAL
SURFACE TEXTILES
DESIGNER

After conducting the research methodology, it formulated a range of target audiences that would be suitable for this type of space. As part of a diverse range of workers it was important to consider multiple age ranges to ensure that users were not subjected to a category as the design aims to be open and friendly. As part of a study written on Forbes, it was stated that a diverse team of people were more likely to bring together a wider knowledge of creativity. "What Tadmor and colleagues found was that these bi-culturalists had greater levels of integrative complexity, which is the ability to consider and combine multiple perspectives and points of view." (Viki, 2016). In relation to one another, each user is connected by all being creative professionals. This means that different backgrounds in design can collaborate and to move freely throughout the building.



Demographic Segmentation

Age
16-65 (Retirement age)

Gender
non-specified

Nationality / race/ religion / education
none specified other than freelance creative professionals

The Socio-economic Scale

A higher managerial, administrative or professional (creative directors who run their own freelance businesses)

B intermediate managerial, administrative or professional (middle managers who may work alongside the creative directors)

C1 Supervisory, clerical, junior administrative or professional (colleagues who may work alongside the creative directors and the middle managers)

As part of the design, the main aim was to intend on avoiding hierarchy. With each freelancer, it would be suitable to get other users such as middle managers and colleagues, to work with the creative directors to build on their business. Throughout the space, there is no obvious manager of the building as everyone works in their own job. This means that the hierarchy is still present through the range of businesses, however each main user is equivalent to the next in their own freelance business. Therefore, the socio- economic scale is not relevant in this circumstance as each worker has the same importance as each other.

Psychographic Segmentation

The Aspirer – they will help grow and advertise the company which is an important occupation to hold with other creative professionals in order to attract customers and develop ways of growing their own business.

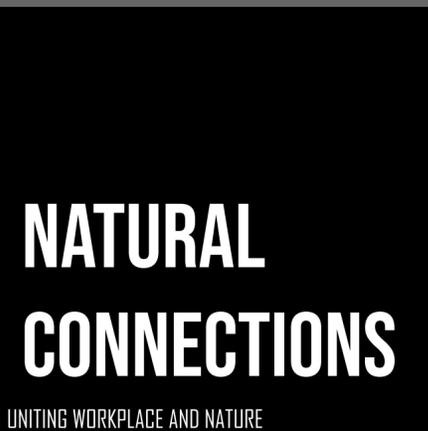
The Succeeder – these types of people are the ones who will keep the businesses together. They have a strong work ethic, creating a productive environment and promote people working together to create a strong business bond.

The Explorer – they are more likely to push creative boundaries, coming up with new and exciting ways to involve people in the business and introduce new ways of designing and using the space.

The Reformer – the ones who are likely to become curious with new things and place forward independent opinions which could influence and drive the business forward.



LOGO AND BRAND

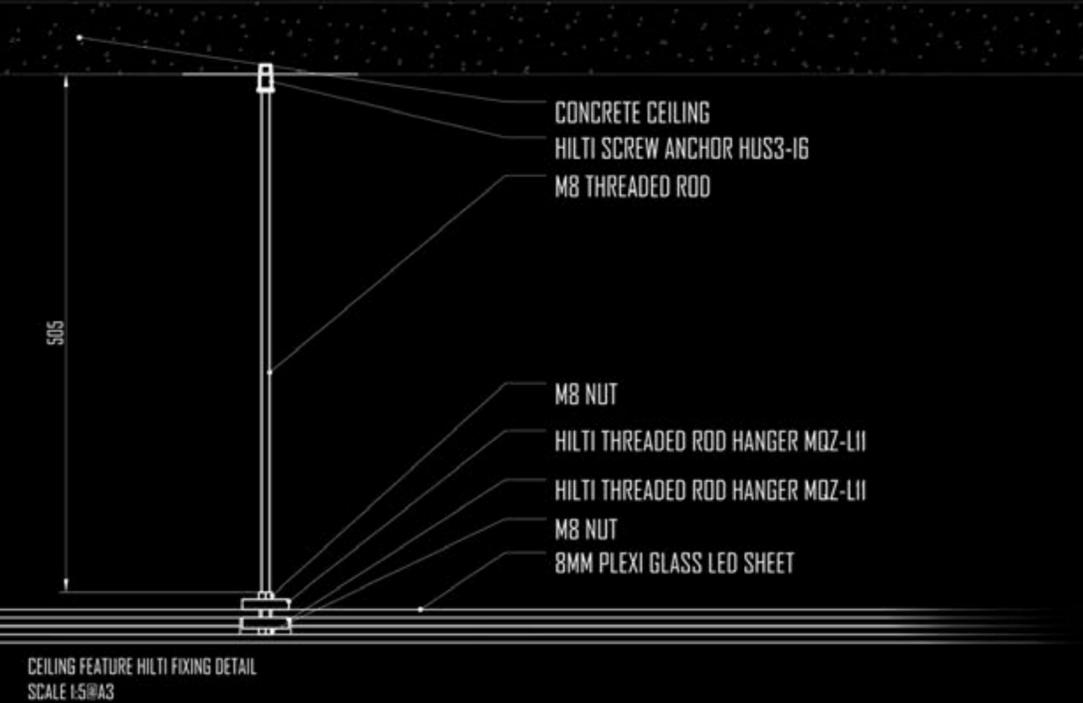




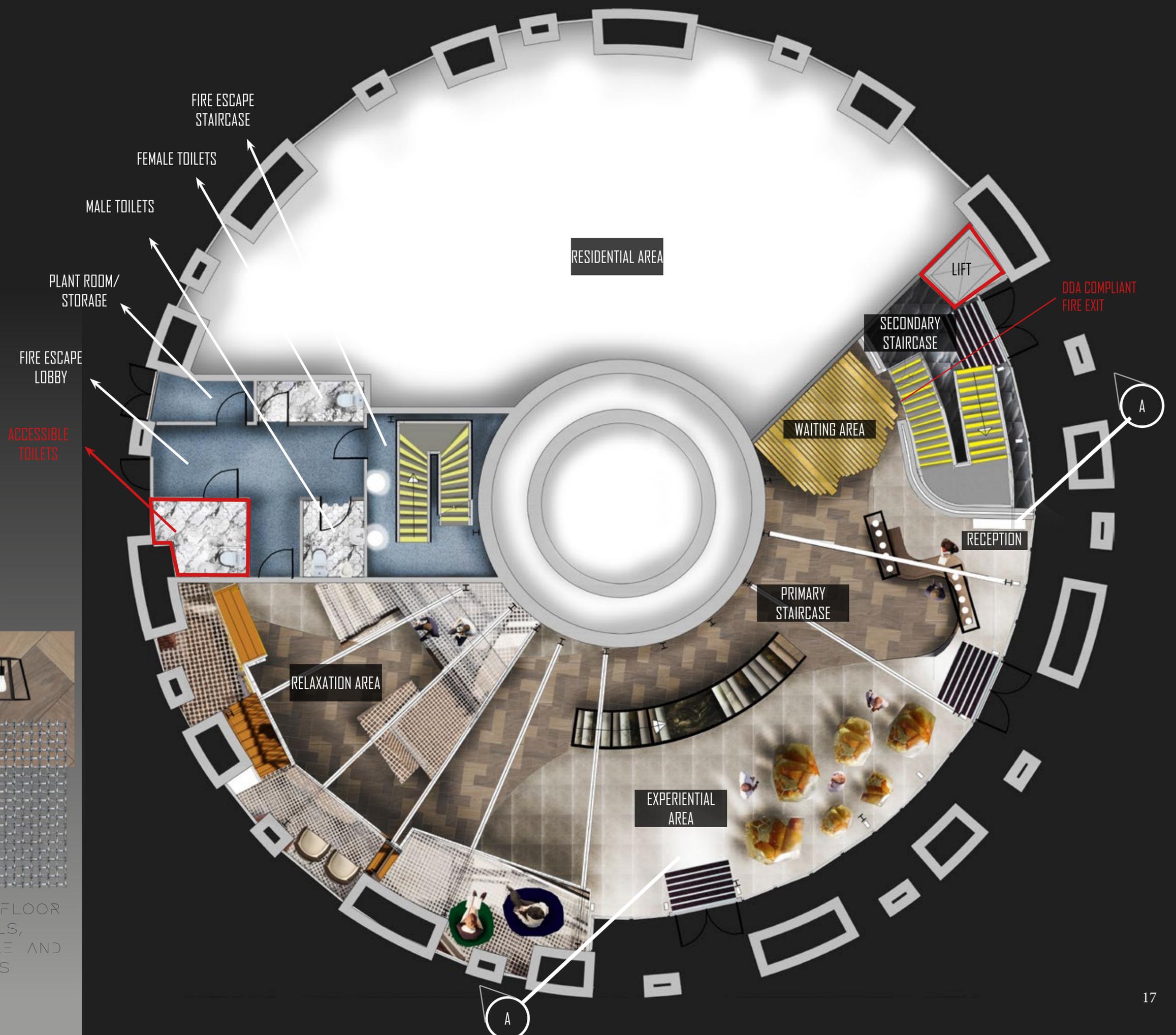
DAY



NIGHT



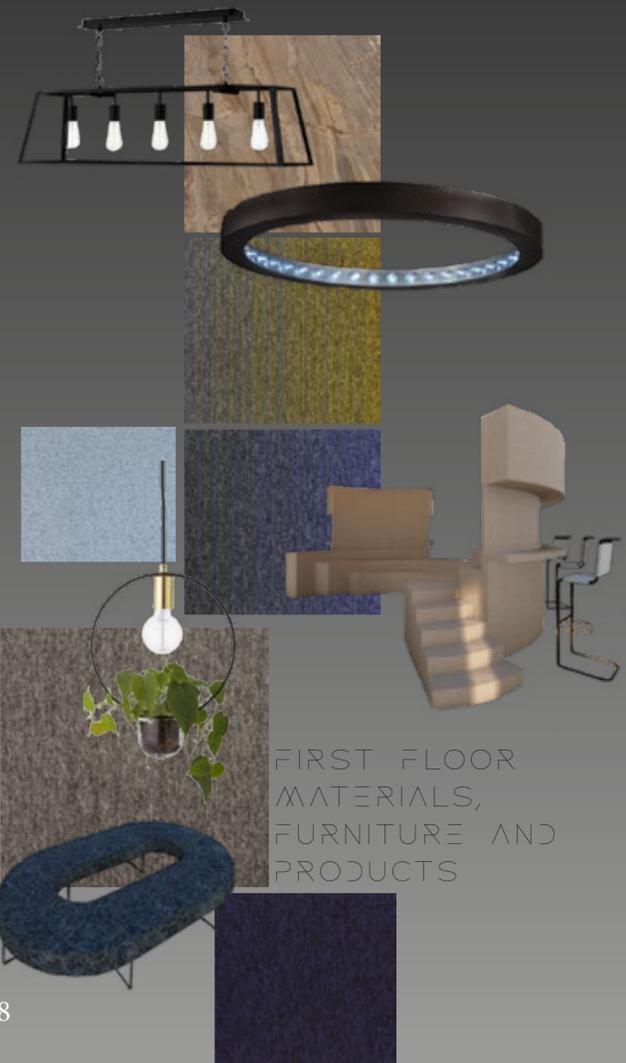
GROUND FLOOR PLAN



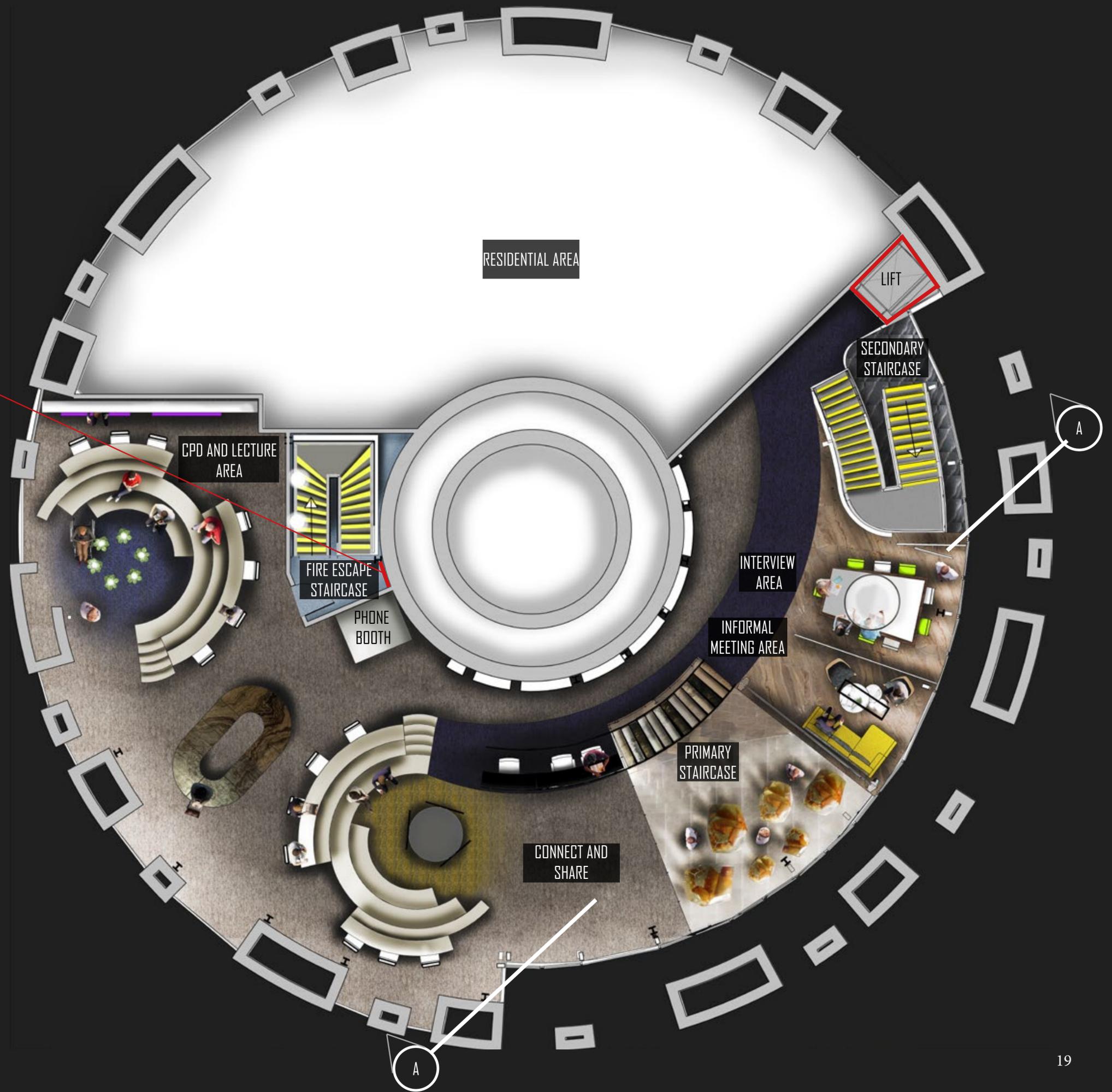
GROUND FLOOR MATERIALS, FURNITURE AND PRODUCTS

FIRST FLOOR
PLAN

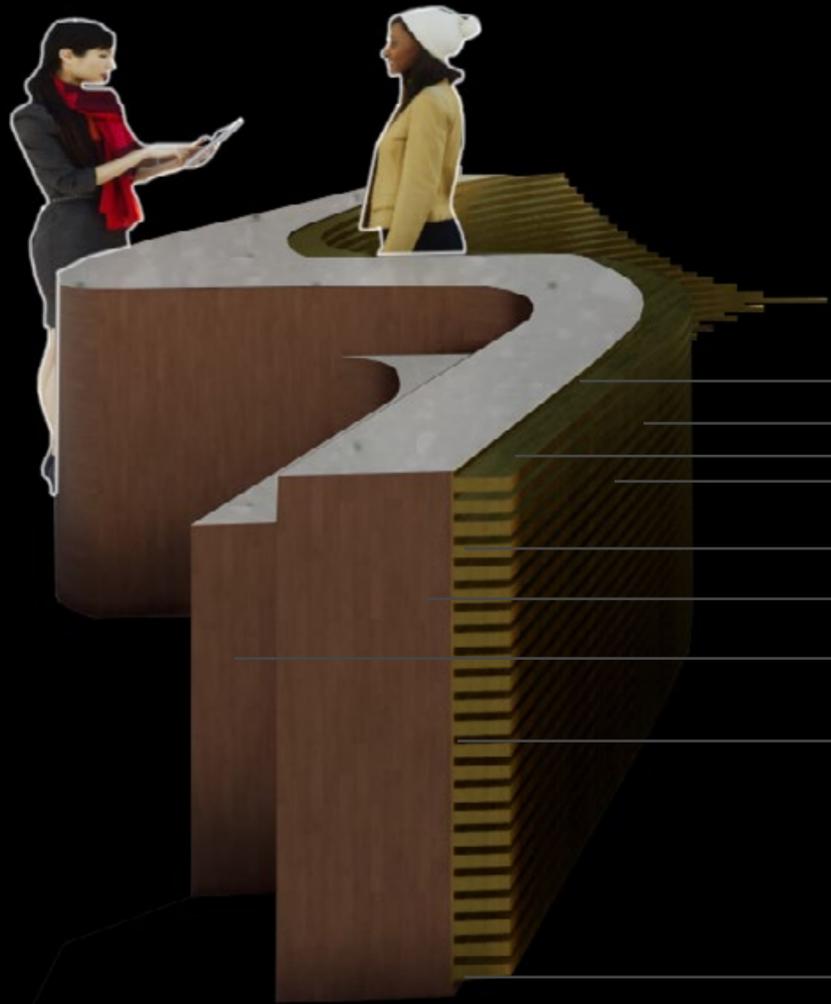
DISABILITY
STAIR
CLIMBER



FIRST FLOOR
MATERIALS,
FURNITURE AND
PRODUCTS



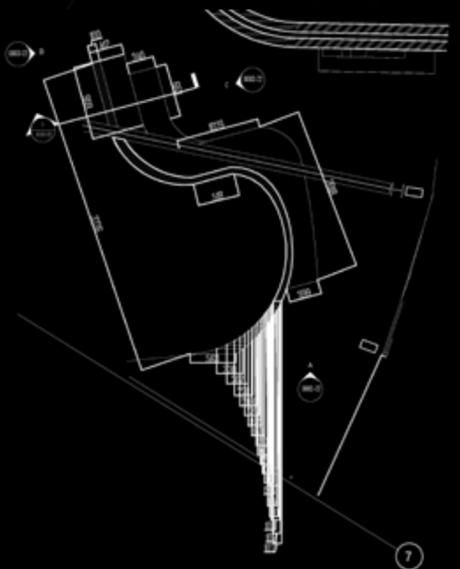
ELEVATION DETAIL BESPOKE RECEPTION COUNTER



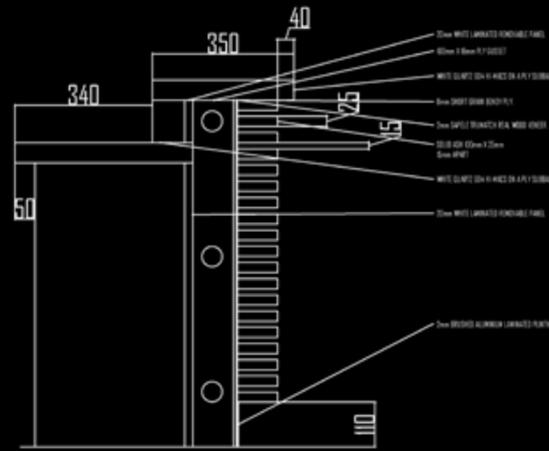
I PAD SIGN IN SYSTEM, SIMILAR TO THAT OF THE VISUAL ANTHROPOLOGY RESEARCH TAKEN AT 1 AIRE STREET IN LEEDS.

- WHITE QUARTZ HI-MACS
- SOLID ASH SLATS
- CORIAN TO BE CLEANED WITH A DAMP CLOTH
SLATS TO BE CLEANED WITH ANTI-STATIC DUSTER
- SHORT GRAIN BENDY PLY BEHIND SLATS
- SAPPELE VANEER PANEL
- WHITE LAMINATED REMOVABLE PANEL TO AT THE BACK OF DESK RECESS
REMOVABLE TO GAIN ACCESS FOR WIRING ROUTES
- SLATS FIXED THROUGH THE BACK USING BLUE AND SCREWS

BRUSHED ALUMINIUM LAMINATED SKIRTING

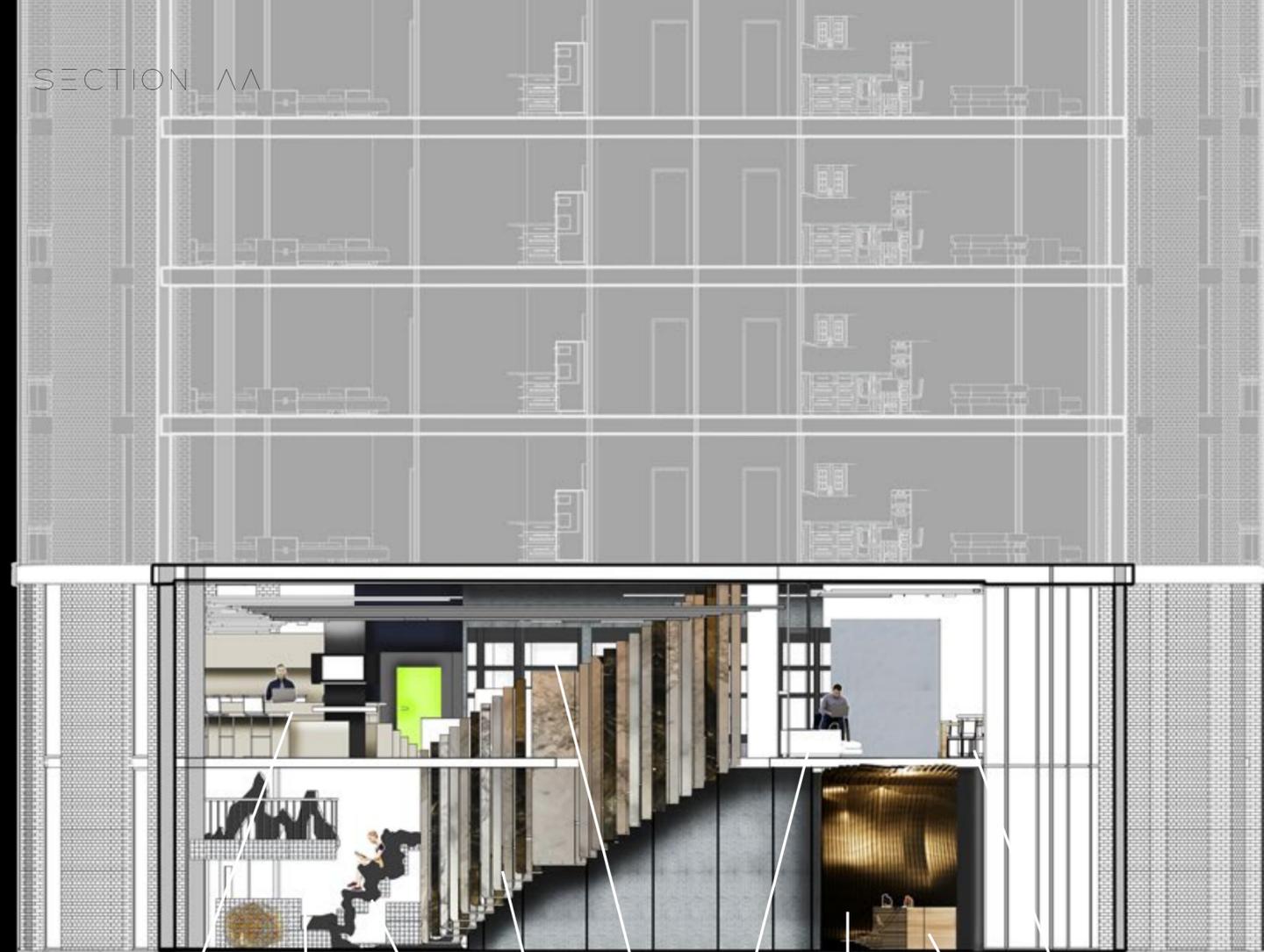


1 RECEPTION DESK PLAN

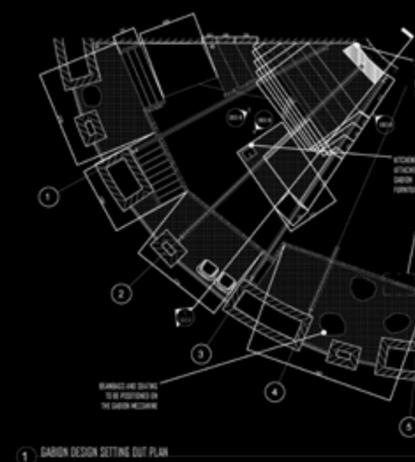


5 RECEPTION DESK DETAIL

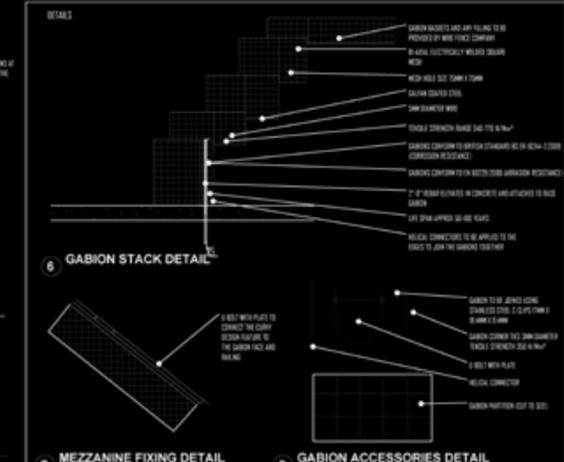
SECTION AA



- SHARE AND COMMUNICATE AREA
- RELAXATION AREA
- GABION STRUCTURE/MEZZANINE
- PRIMARY STAIRCASE
- STORAGE
- INFORMAL MEETING AREA
- WAITING AREA
- WELCOME DESK/STAFF ENQUIRY
- INTERVIEW AREA

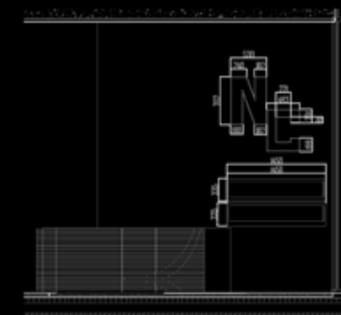


1 GABION DESIGN SETTING OUT PLAN

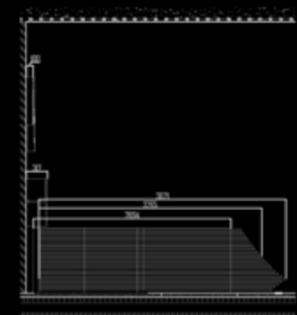


7 MEZZANINE FIXING DETAIL

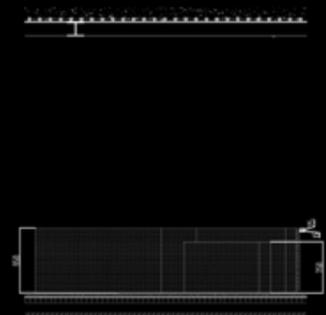
8 GABION ACCESSORIES DETAIL



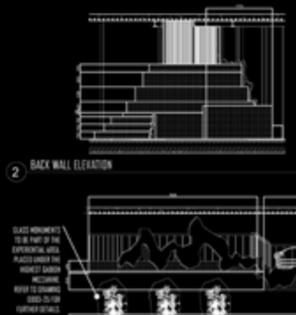
2 ELEVATION A



3 ELEVATION B



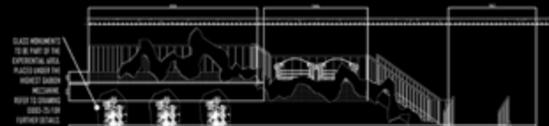
4 ELEVATION C



2 BACK WALL ELEVATION



3 PRIVACY POD ELEVATION



4 MEZZANINE ELEVATION



5 PRIVACY POD SECTION



MAIN STAIRCASE MATERIALS



SHARE AND
CONNECT

CPD LECTURES
AND LEARNING

DISCUSSION AND
COLLABORATION

HEAR AND VIEW
THROUGH THE
VOID

RELAX AND
SOCIALISE

FORMAL INTERVIEW
AND MEETINGS

INFORMAL MEETING
AND DISCUSSION

WAITING AREA
AND INFORMATION

RECEPTION AND
STAFF ENQUIRY

EXPERIENCE AND
CURIOSITY

