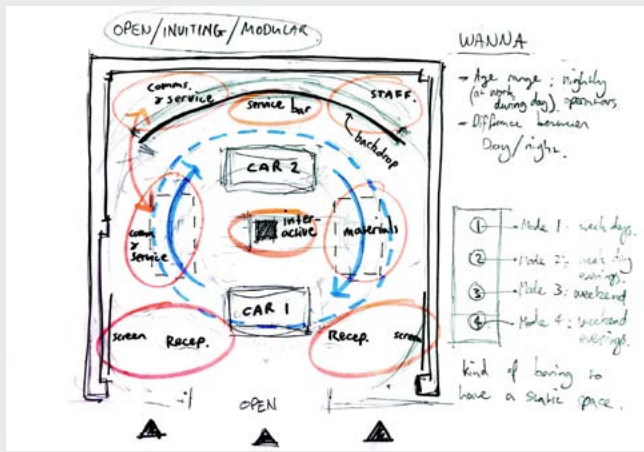


3D DESIGN

Selected interiors and experience design projects.

Neil Avern, Loop Creative.



LANDOR & FITCH (WANNA PITCH)

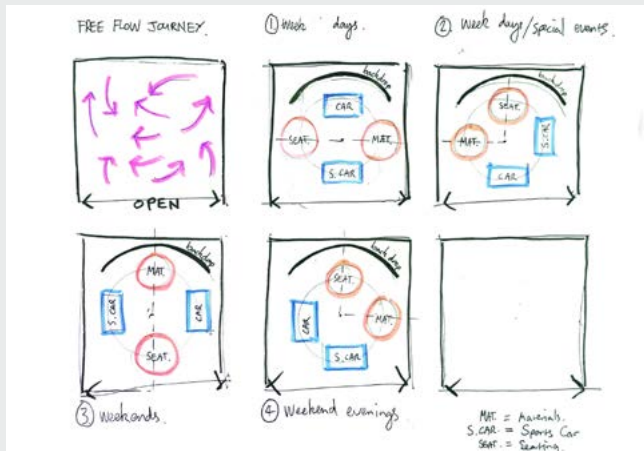
Hong Kong, CHINA

Type: Concept/Vision

Role: Senior 3D & Concept Designer (freelance)

Description: A pitch created with Landor & Fitch for a new EV brand in China. Working remotely as lead concept designer with their HK team, this pitch was created over an intensive 2 week period. The detailed brief was for a 225m² experience store plus indoor and outdoor pop-up spaces. The main store was designed around a series of interactive touchpoints and unique hands-on customer experiences.

Completed: 2022



Lighting the Experience

How lighting can change the feel and mood of the space



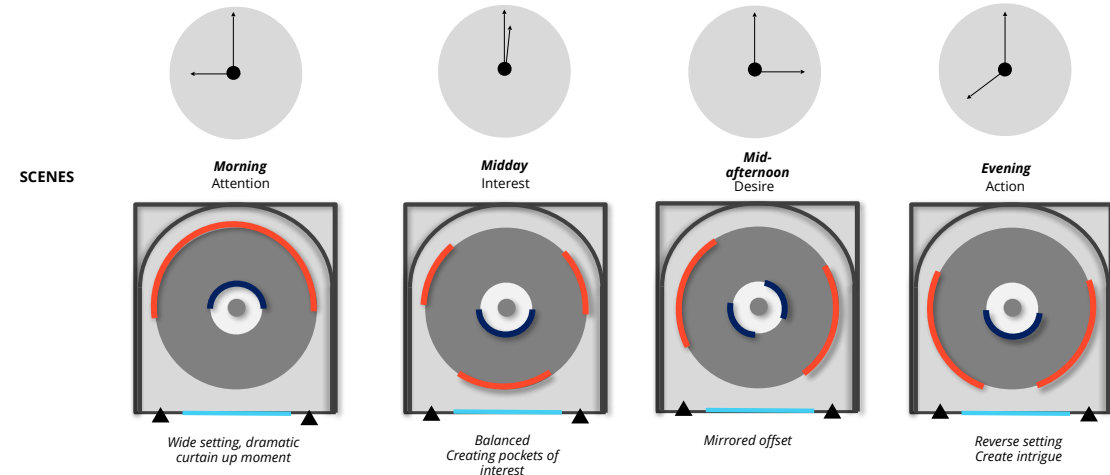
Day
Bright
Focused
Energetic



Evening
Subtle
Diffused
Playful

Planning Modes

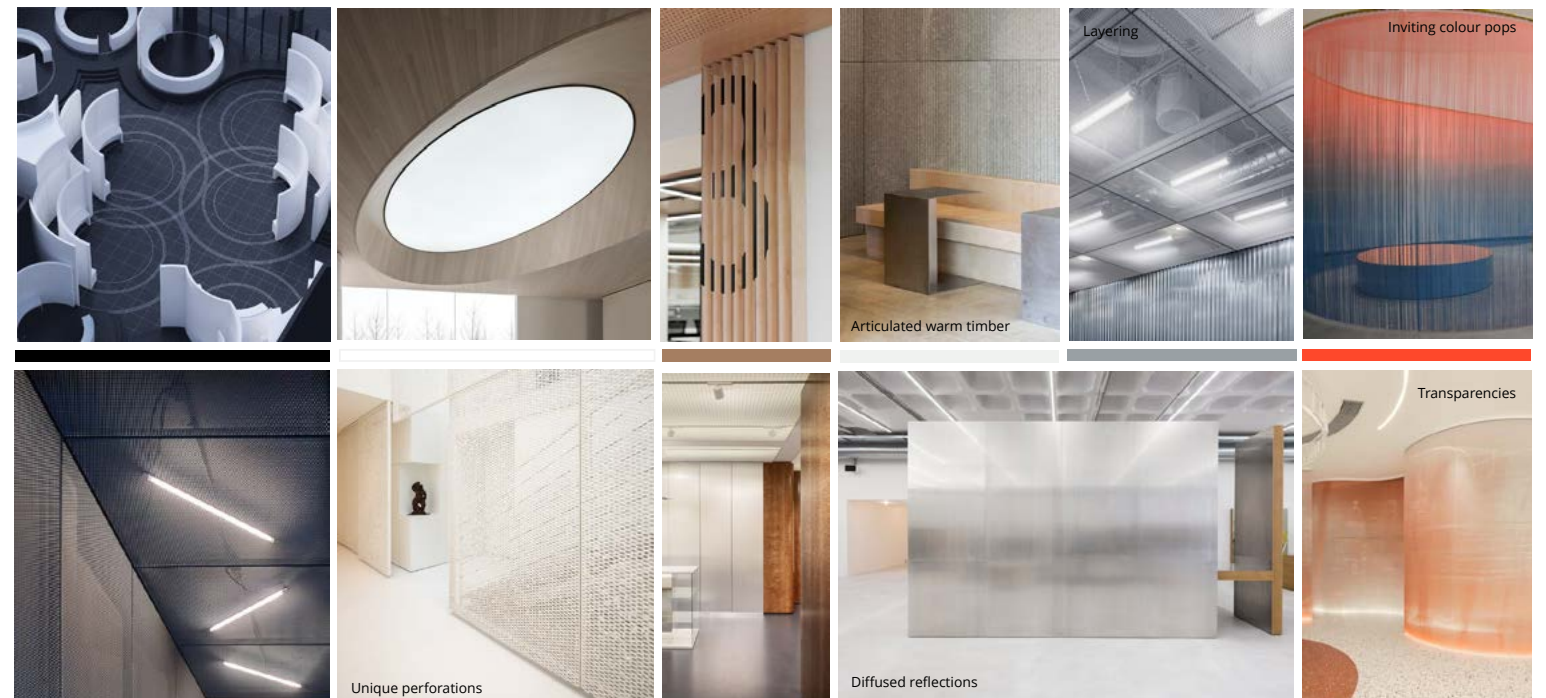
TIME
The Flexibility if the Space responds to the time of day

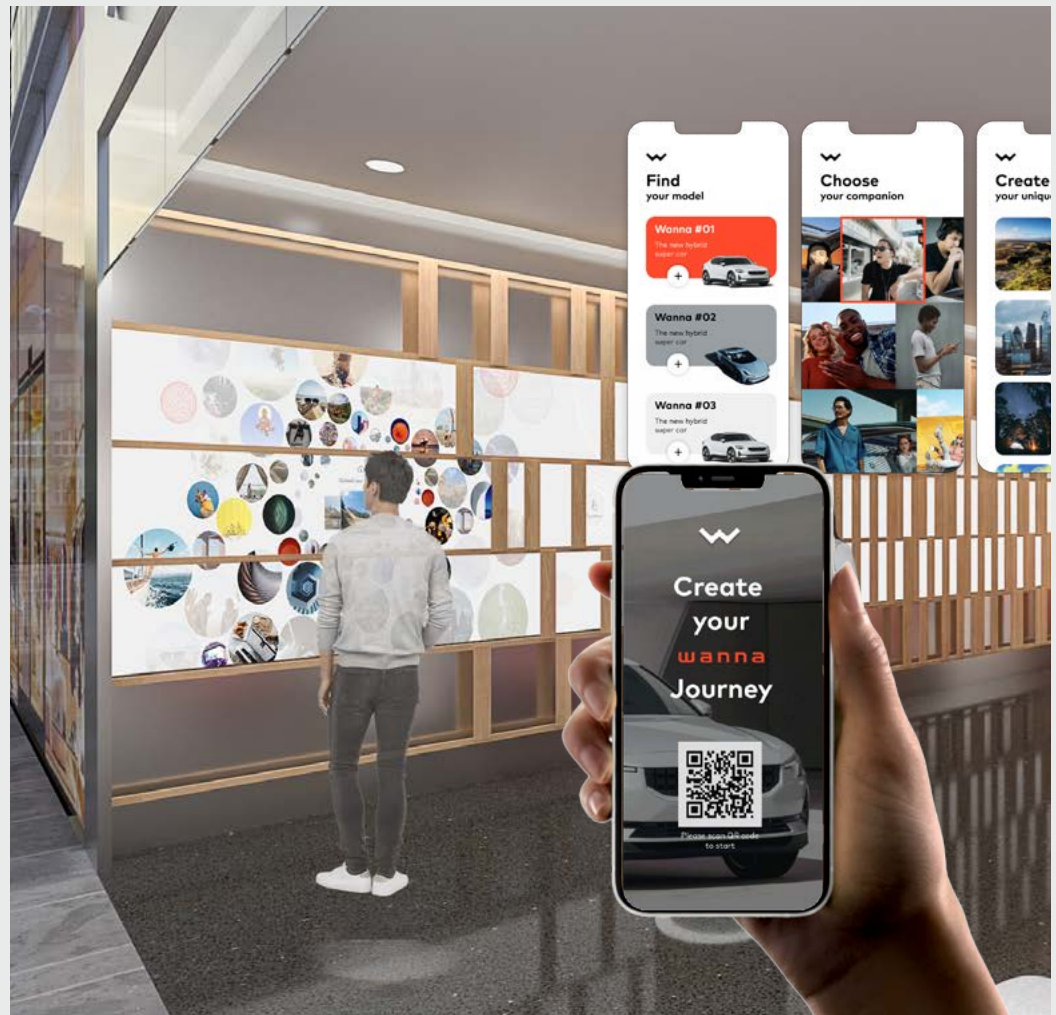


By marshalling the space with the flexible mesh curtain we can control the flow and legibility of the space, as people are funnelled through the space to allow for different peak moments throughout their journey

Setting the Experience scene

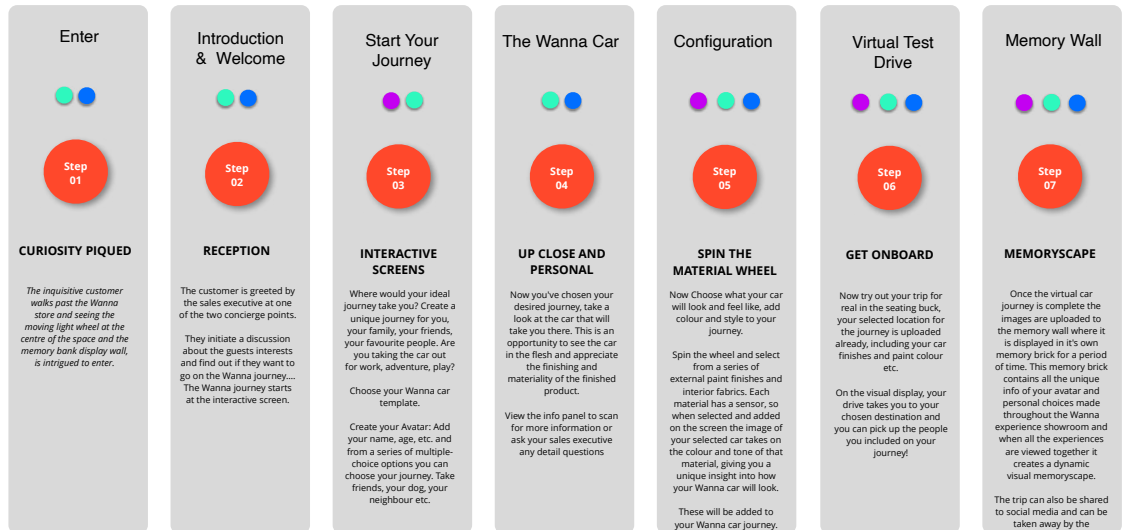
Articulating the space





Touchpoint Ideas

THE EXPERIENCE
ARRIVAL



● PHYSICAL
● HUMAN
● DIGITAL



STEP 04

SPIN THE MATERIAL WHEEL

Now Choose what your car will look and feel like, add colour and style to your journey.

Spin the wheel and select from a series of external paint finishes and interior fabrics. Place onto the RFID sensor to customize your own Wanna car, it will live demo the changes onto the digital material pole.

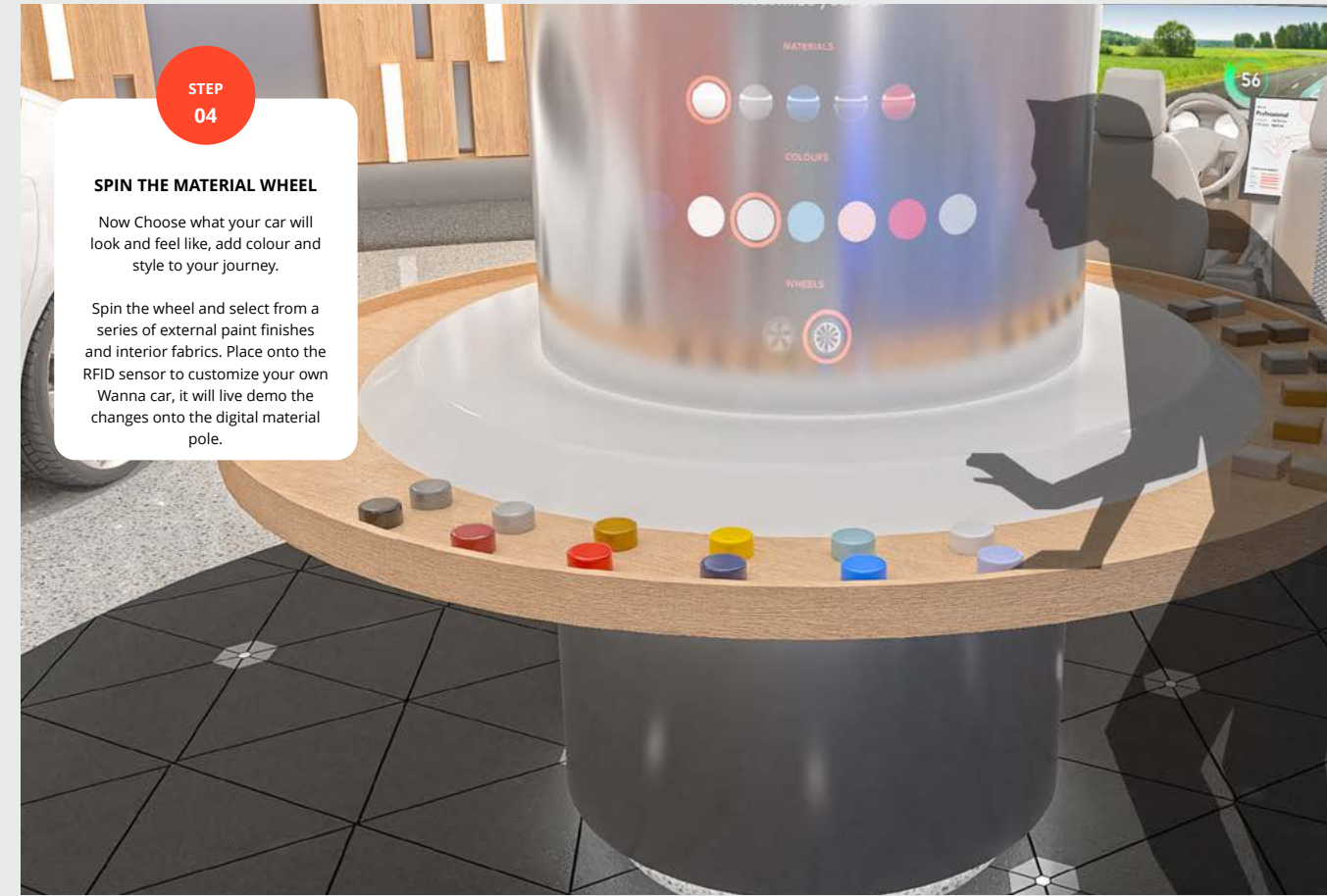


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STEP 07

AR INTERIOR VIEW

Once the virtual car journey is complete the images are uploaded to the memory wall where it is displayed in it's own memory brick for a period of time. This memory brick contains all the unique info of your avatar and personal choices made throughout the Wanna experience showroom and when all the experiences are viewed together it creates a dynamic visual memoryscape.

The trip can also be shared to social media and can be taken away by the customer.

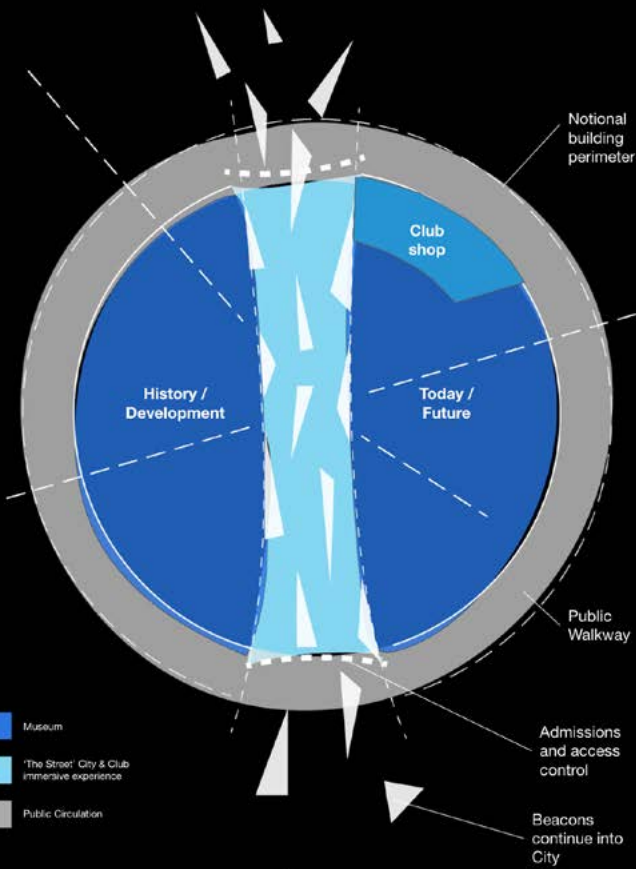
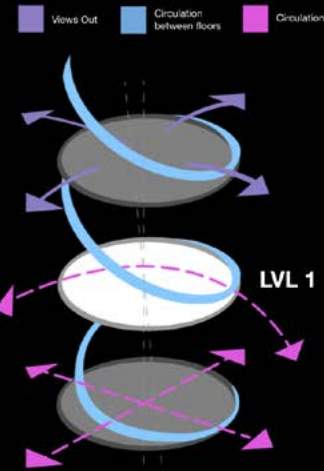


Materiality



Spatial Organisation LEVEL 1

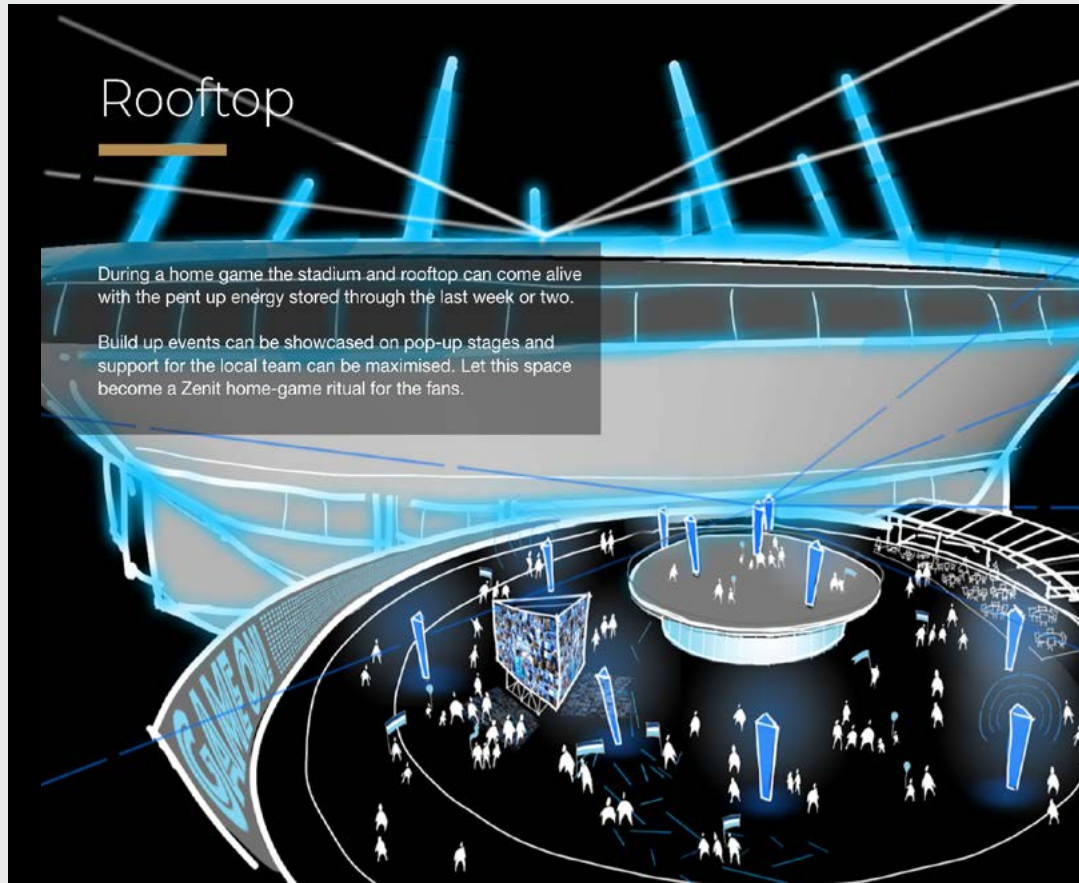
At level 1 the building is defined by an immersive experience called 'The Street'. Along this route the visitor will soak up the culture, spirit and values of St.Petersburg and FC Zenit. This experience is delivered through design elements derived from the beacons scattered across the city and along the route to the stadium. This zone is designed to be refreshed regularly.



Rooftop

During a home game the stadium and rooftop can come alive with the pent up energy stored through the last week or two.

Build up events can be showcased on pop-up stages and support for the local team can be maximised. Let this space become a Zenit home-game ritual for the fans.



FC ZENIT MUSEUM

St. Petersburg, RUSSIA

Type: Concept/Vision

Role: Concept Designer

Description: In collaboration with a leading UK sports museum design firm, Loop worked as lead 3D designer on a pitch for FC Zenit in St.Petersburg. The pre-pitch selection presentation created an over-arching vision for a Zenit experience that will make the stadium an inclusive and exciting part of the city's tourism offer.

Completed: 2021

The Street - Путь

The street is good for football fans and non football fans alike, giving the visitor a light touch overview of club and city points of interest. The space is a mix of footballing and cultural elements that uses interactive digital exhibits to tell the FC Zenit story.

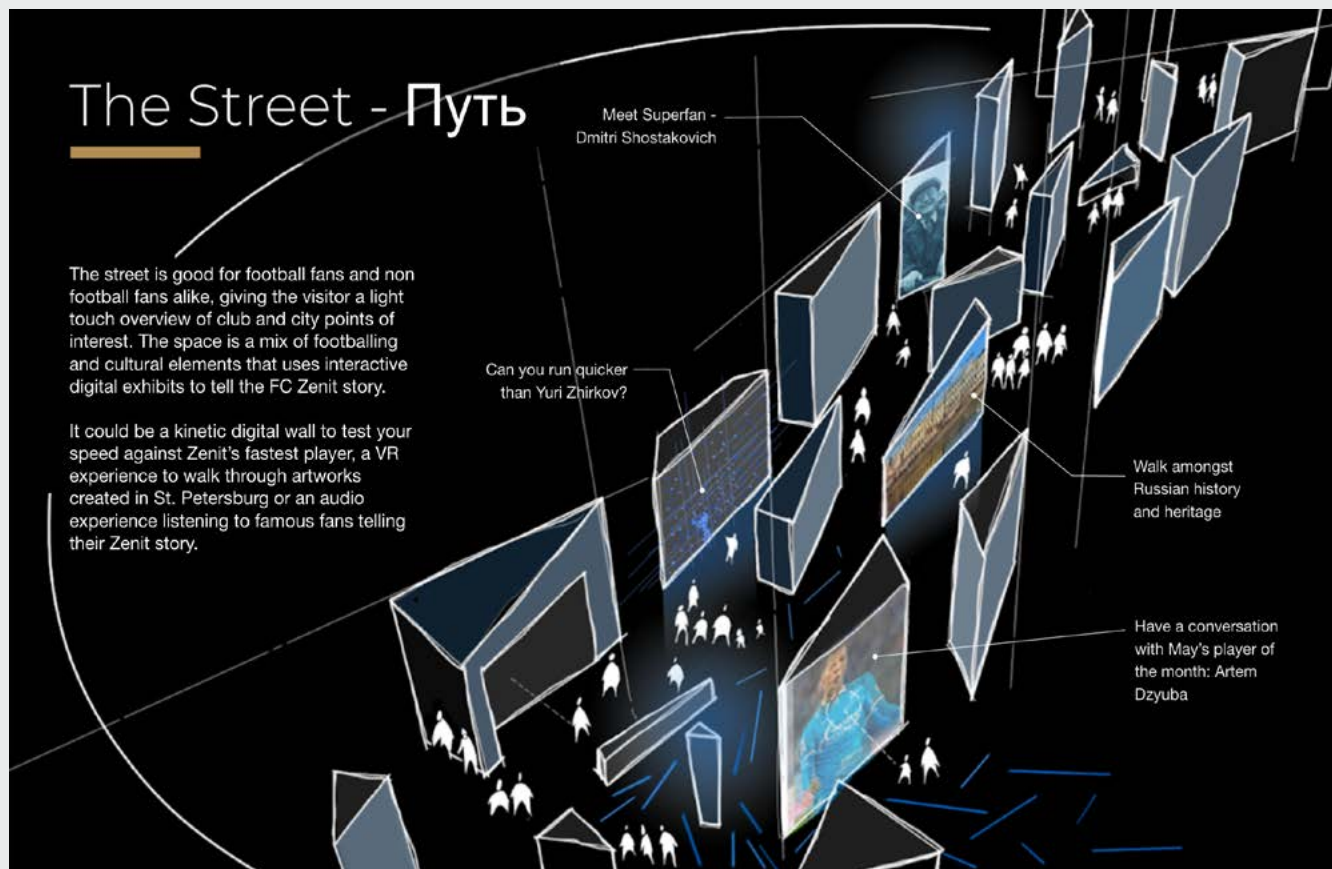
It could be a kinetic digital wall to test your speed against Zenit's fastest player, a VR experience to walk through artworks created in St. Petersburg or an audio experience listening to famous fans telling their Zenit story.

Meet Superfan - Dmitri Shostakovich

Can you run quicker than Yuri Zhirkov?

Walk amongst Russian history and heritage

Have a conversation with May's player of the month: Artem Dzyuba



Beacons in the City

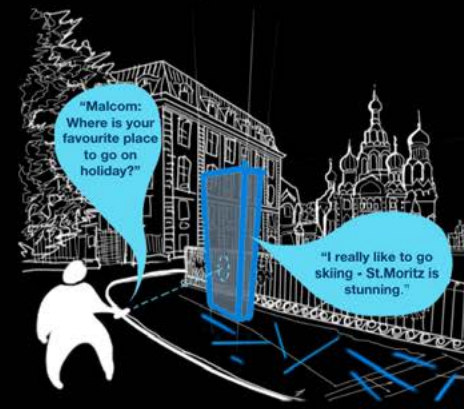
The beacons can enable:

-Micro Conversations

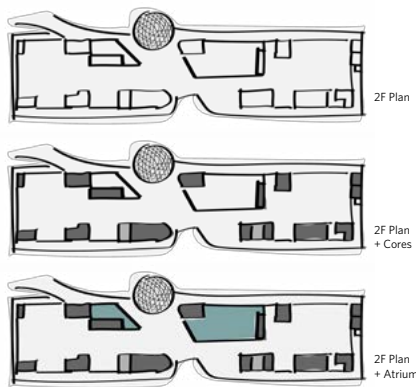
The public, through the use of smartphone technology, can have 1 to 1 personal conversations with the club and players, creating an intimate bond.

-Macro Conversations

Text the stadium directly and support your team when you are not even at the game. The following slide describes in more detail how this could be possible.

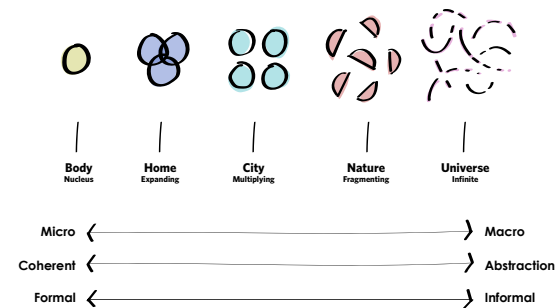


Sketch Plan Analysis



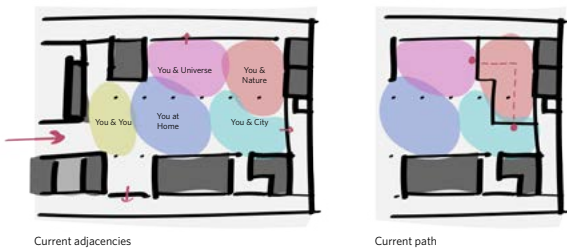
Pg 1

Expansive Concept

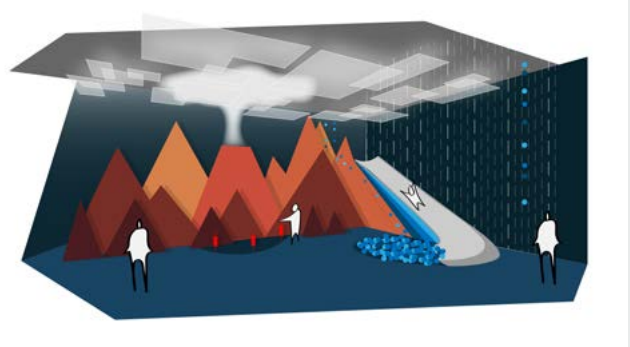


Pg 6

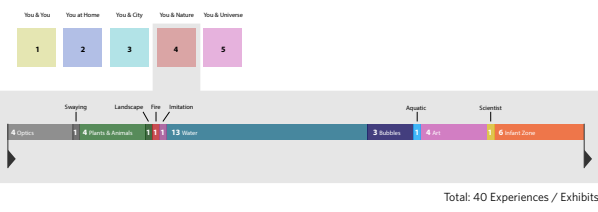
Zonal Plans



Pg 3



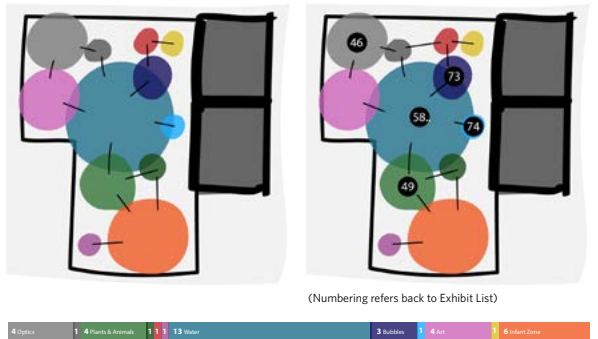
Current Experience Sequence



Pg 4

Non-linear planning

Potential Icon experiences



Pg 5

SHANDONG SCIENCE MUSEUM

Shandong, CHINA

Type: Concept/Vision

Role: Senior 3D & Concept Designer

Description: A pitch for a 200sqm. kids zone under the title 'You & Nature'. The space was one of five to engage 2-7 yr olds with the wider world and their environment. Within our zone, there are in turn 5 icon exhibits that aim to teach kids about key themes of nature in a soft, role play based approach. A collaboration with MET Studio and Barker Langham.

Completed: 2020





VIDAL SASOON ACADEMY

Shanghai, CHINA

Type: Commercial Academy, Office

Role: Lead designer.

Description: To consolidate their existing premises in Shanghai and to revitalize a rundown urban area, Vidal Sassoon relocated to a disused watch factory in Xing Gardens. Designed with a raw, industrial aesthetic, the 2000m² space uses a limited palette of materials and finely engineered, high quality components.

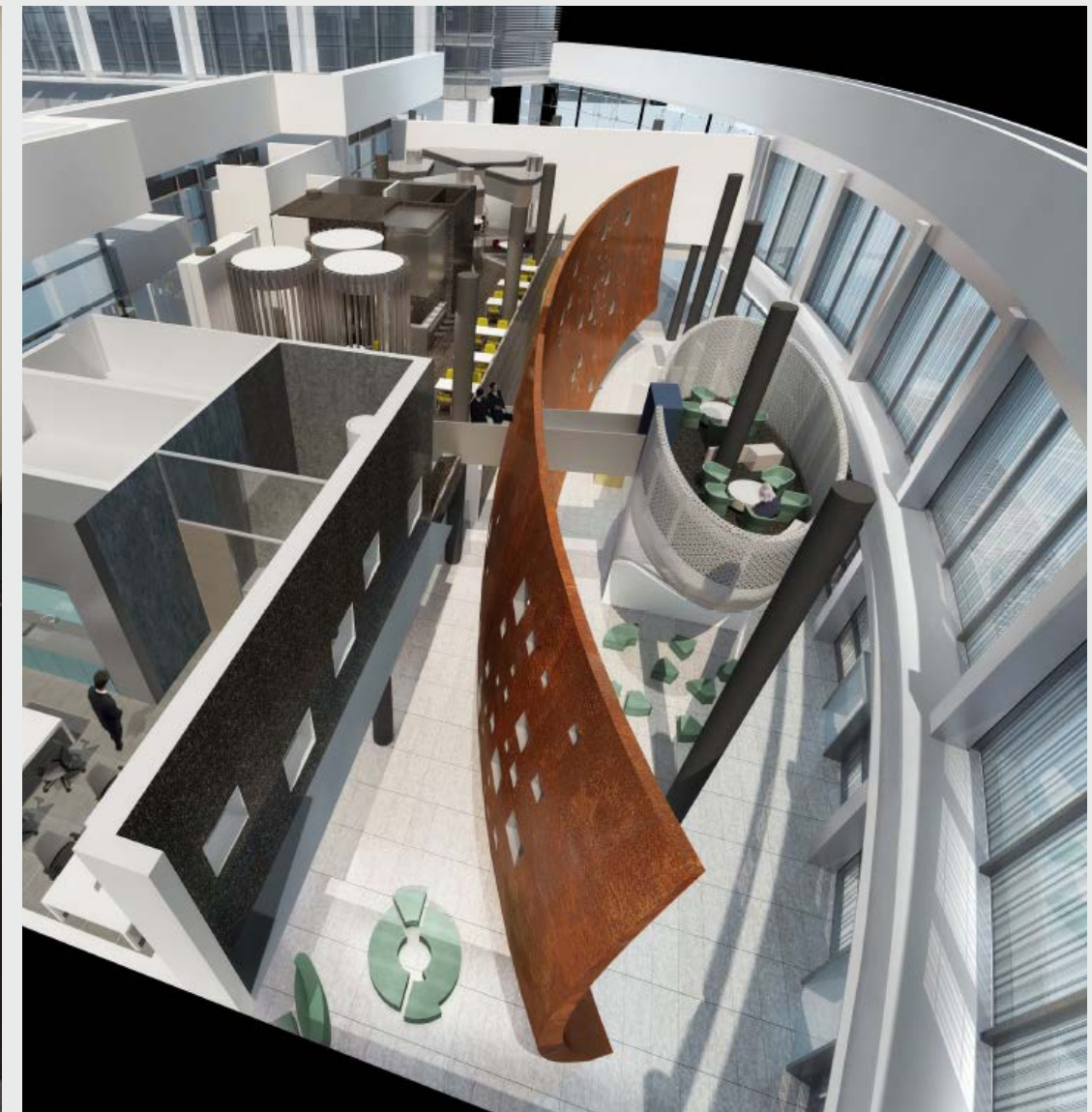
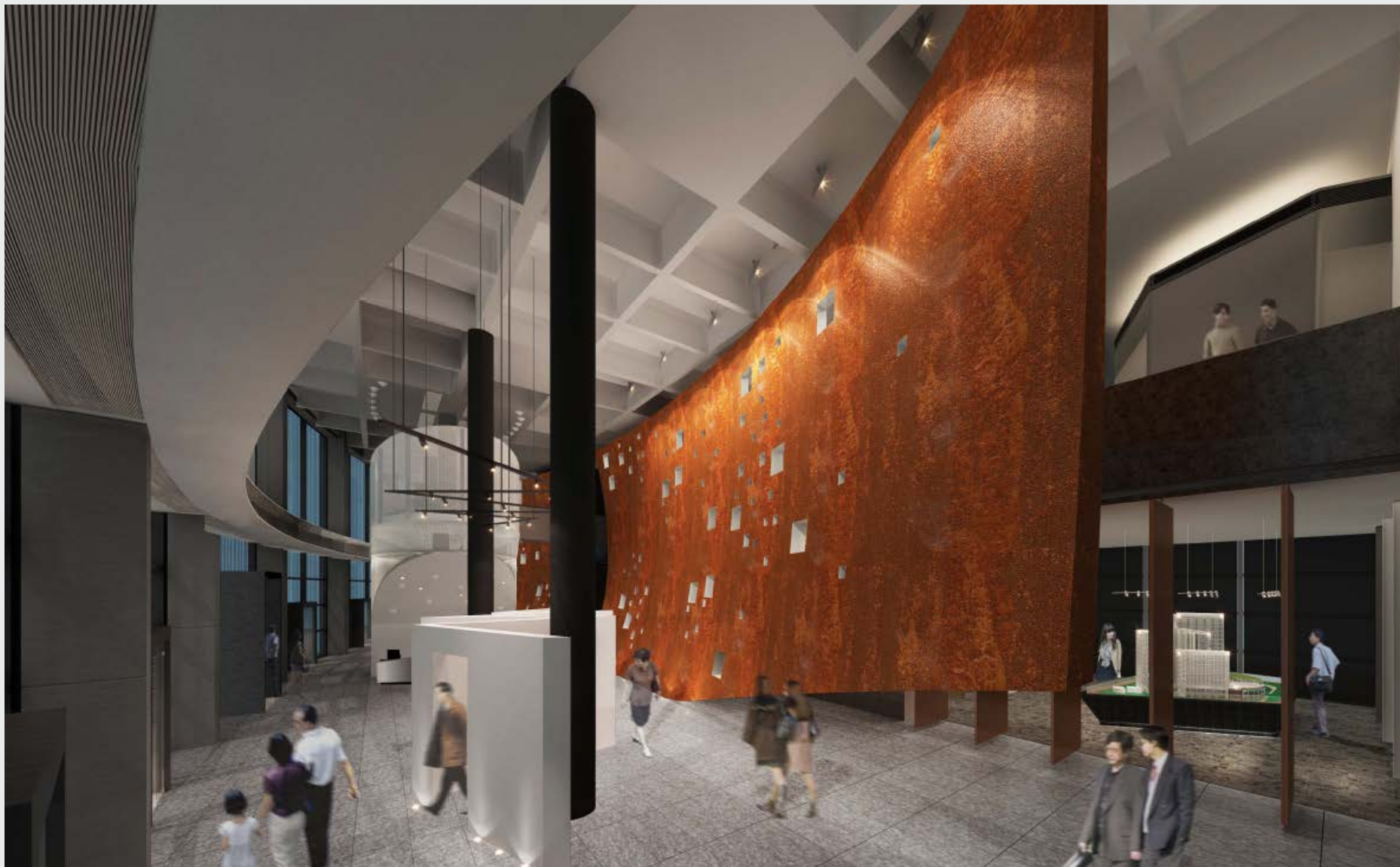
Completed: 2016

Created at: KplusK Associates









CHUN SHEN DEVELOPMENT

Shanghai, CHINA

Type: Showrooms, Exhibition, Commercial Work/Live, Public space

Role: Lead designer, coordination of M&E/structural design with LDI.

Description: A large multi-use site consisting of a sales office and 3 towers: residential, live/work and office. We developed an overarching concept for each building and design implementation for the public areas, sales office and a selection of double height units. The following pages (pg7-12) show the series of spaces designed for notional characters.

Created at: KplusK Associates



THE MINIMALIST

Diamond wholesaler

Office & client space
Chun Shen development

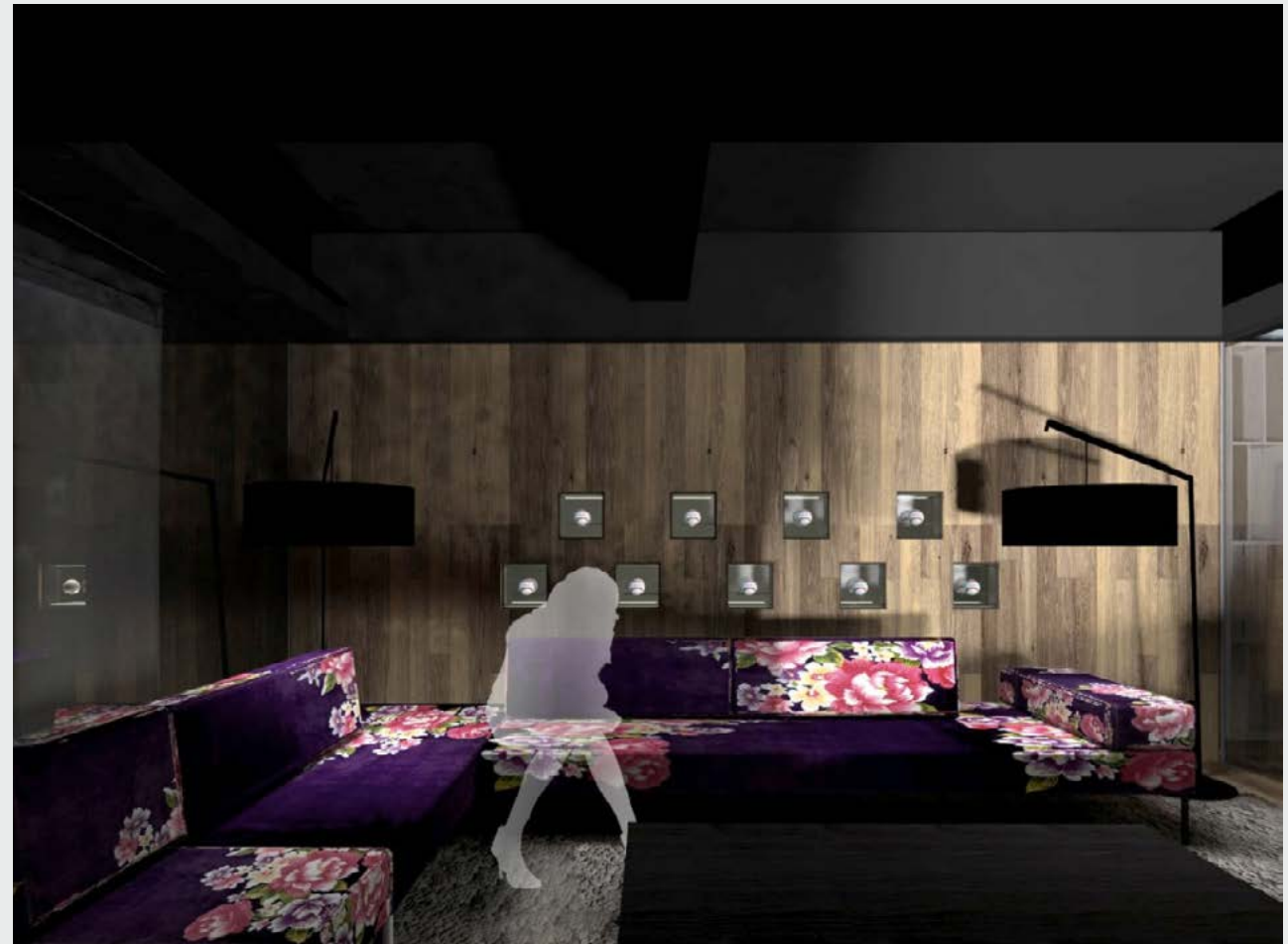


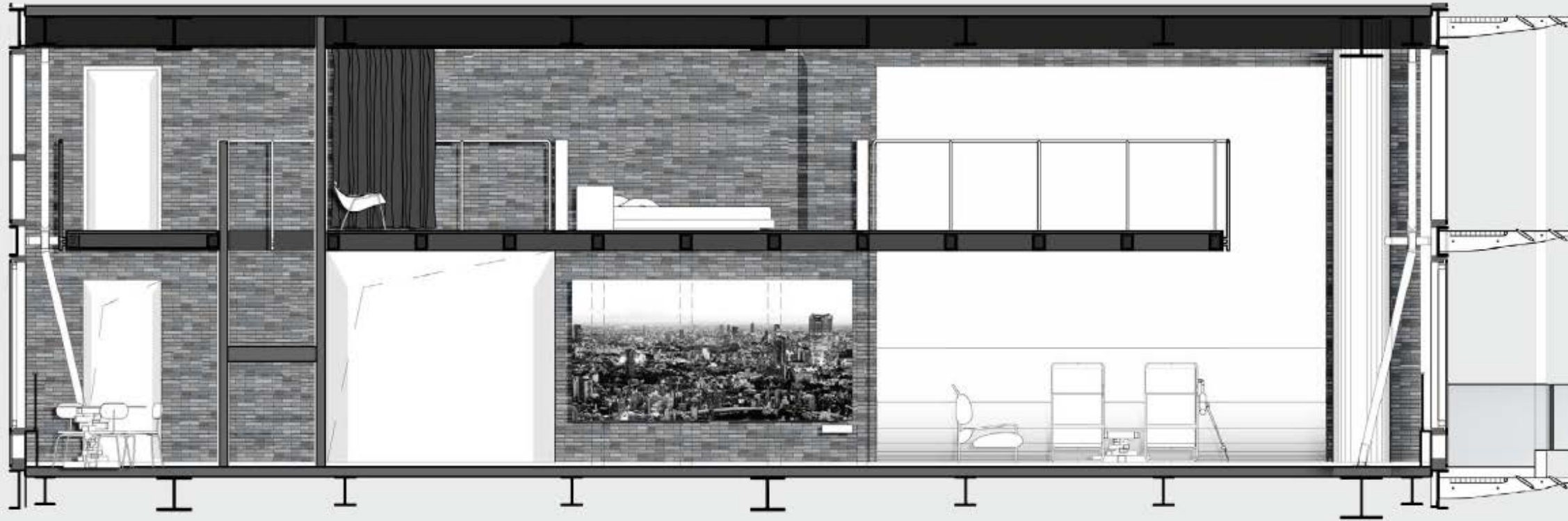


**THE
NEW YORK
EXEC.**

Stock/Forex
exchange dealer

Office, client &
meditation space
Chun Shen development





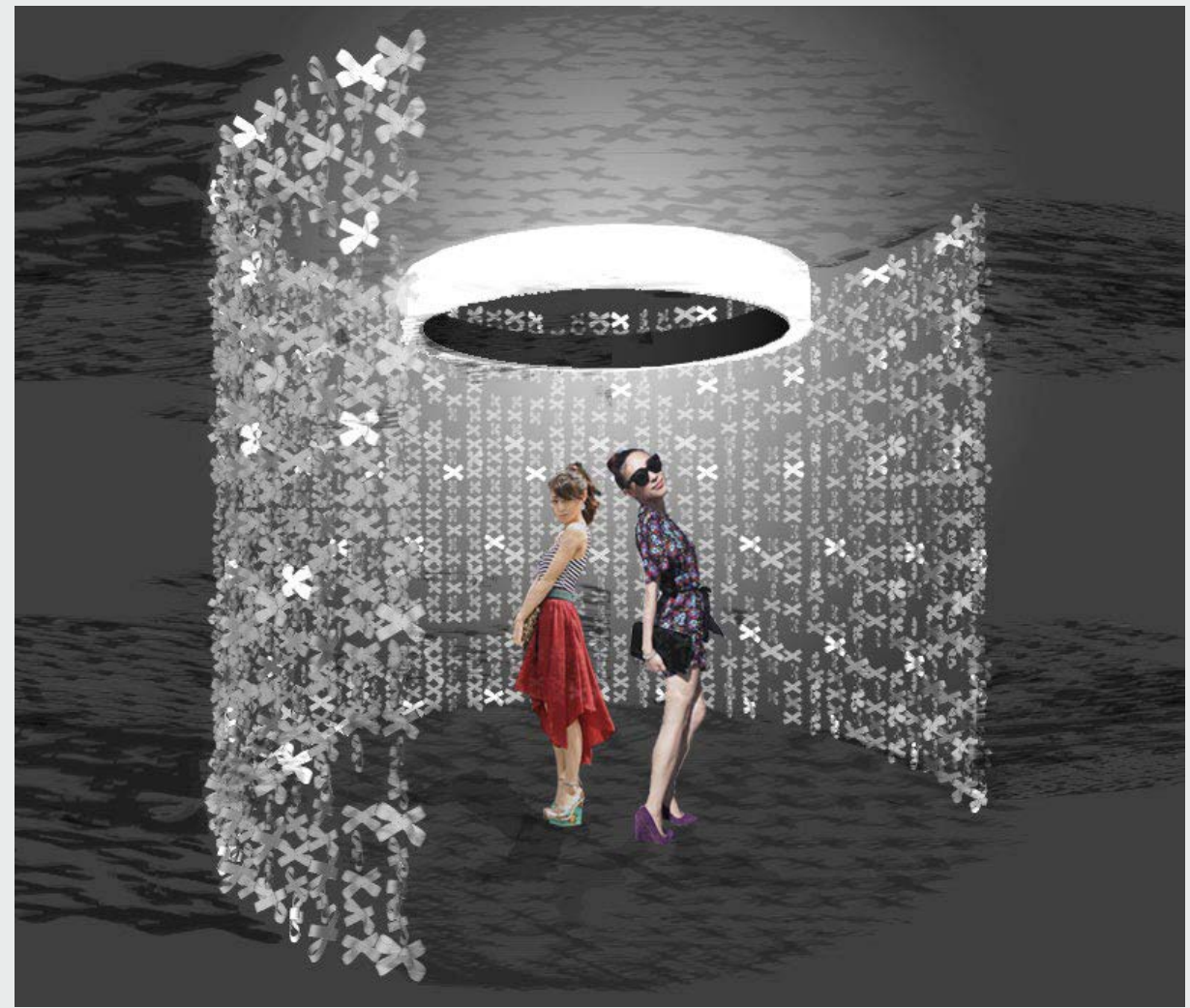
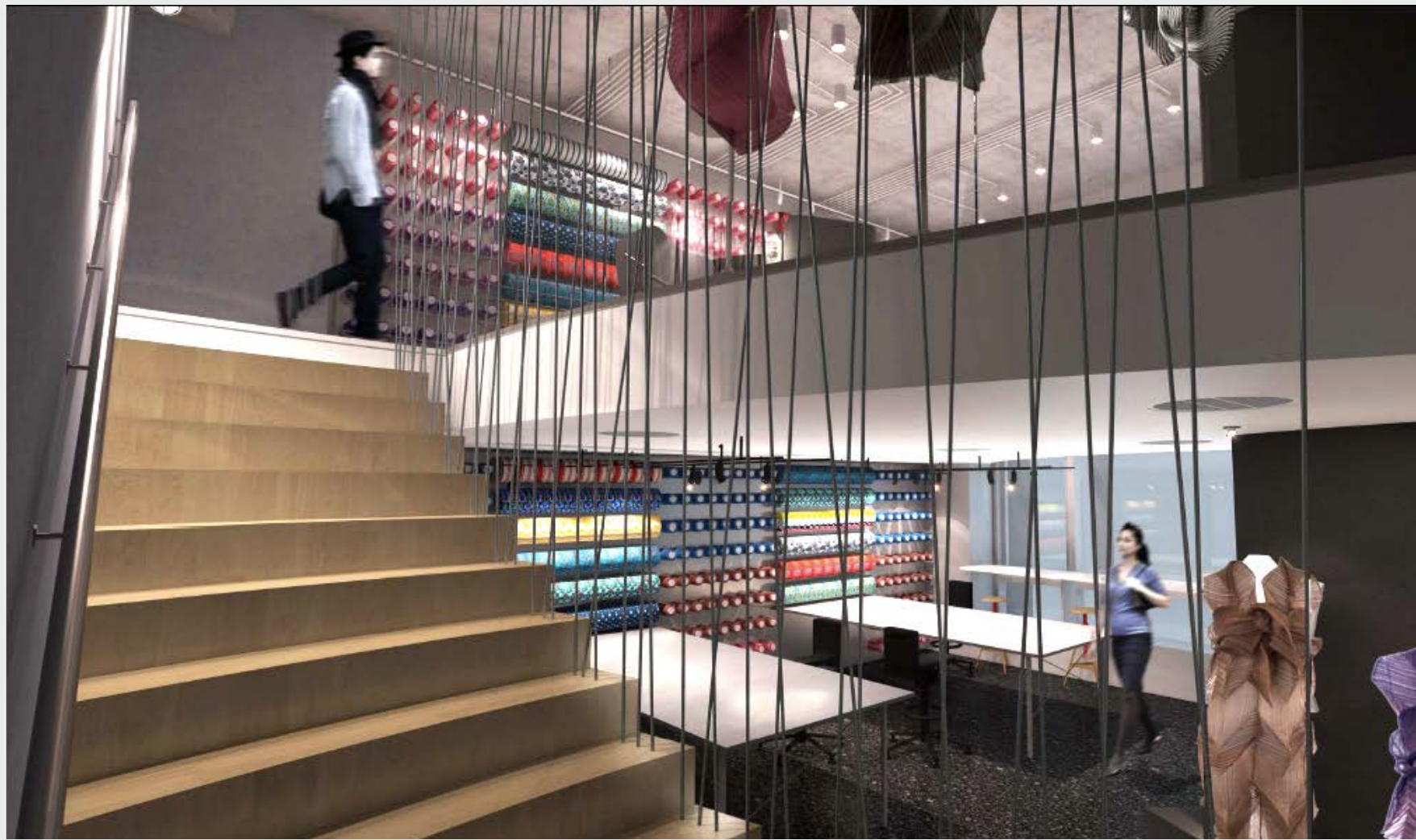
THE PHOTOGRAPHER

Specialist
fashion photographer

Live, work space & cyclorama
Chun Shen development





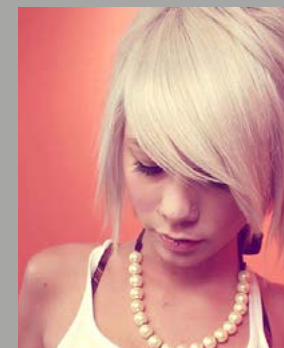
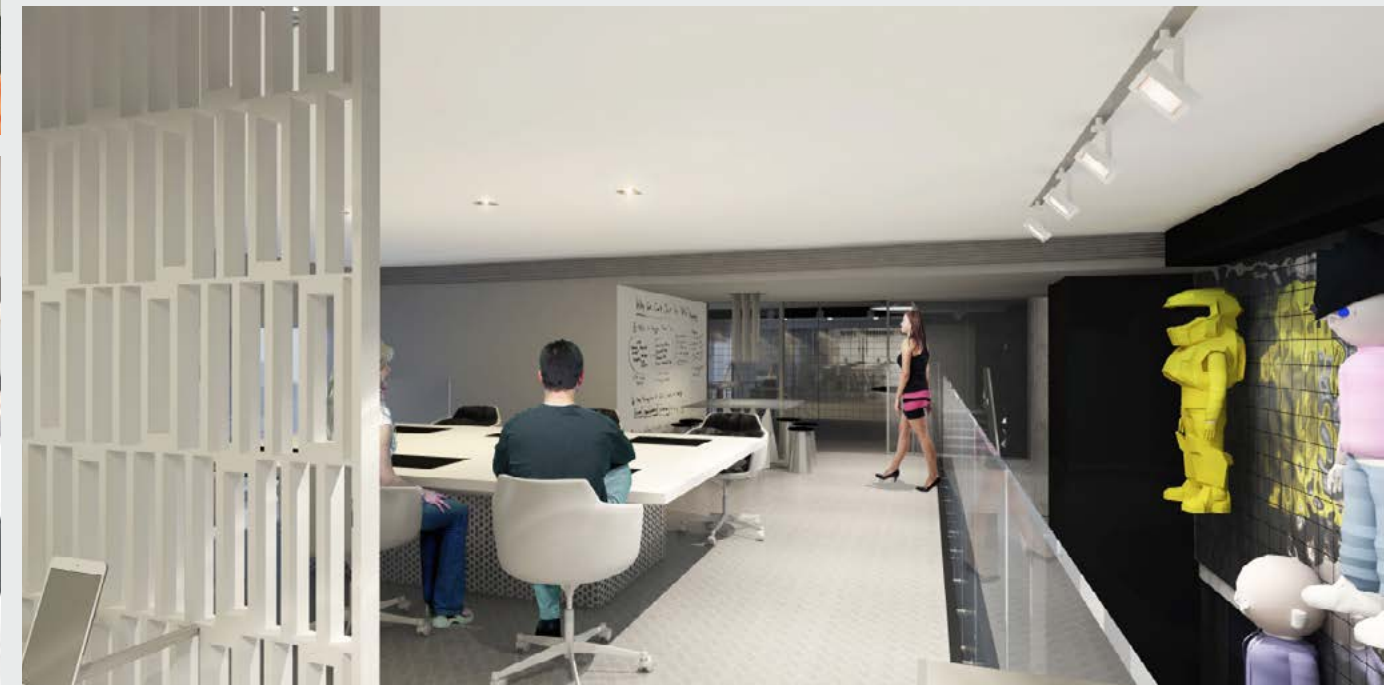
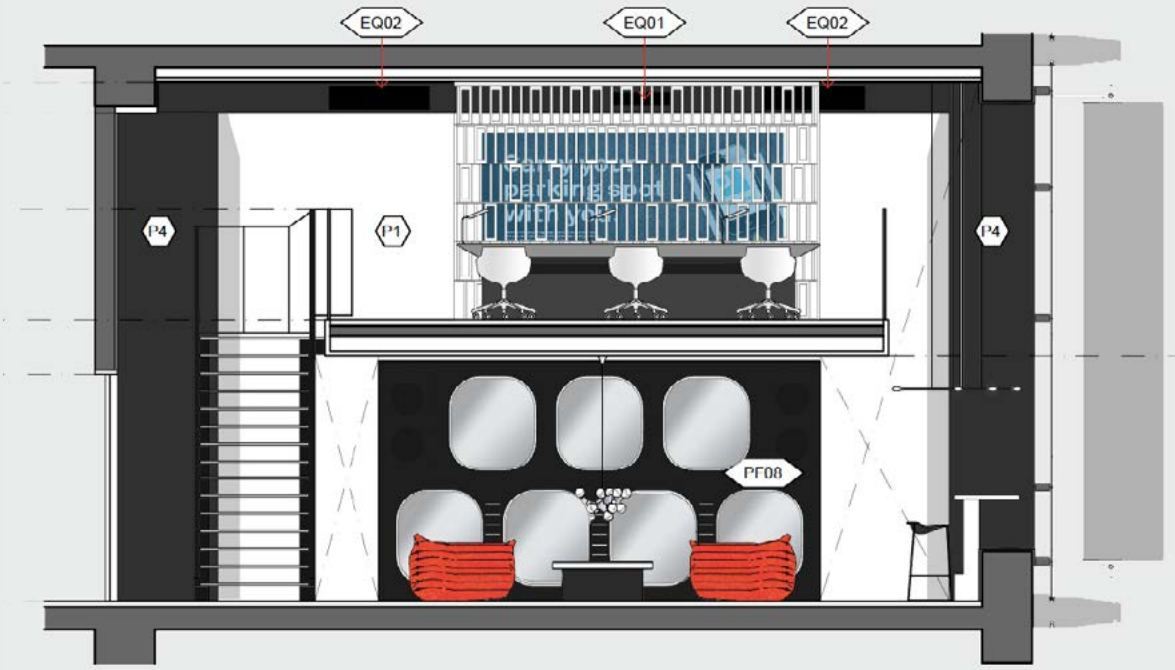


THE FASHION DESIGNER

Women's wear specialist

Office & exhibition space
Chun Shen development

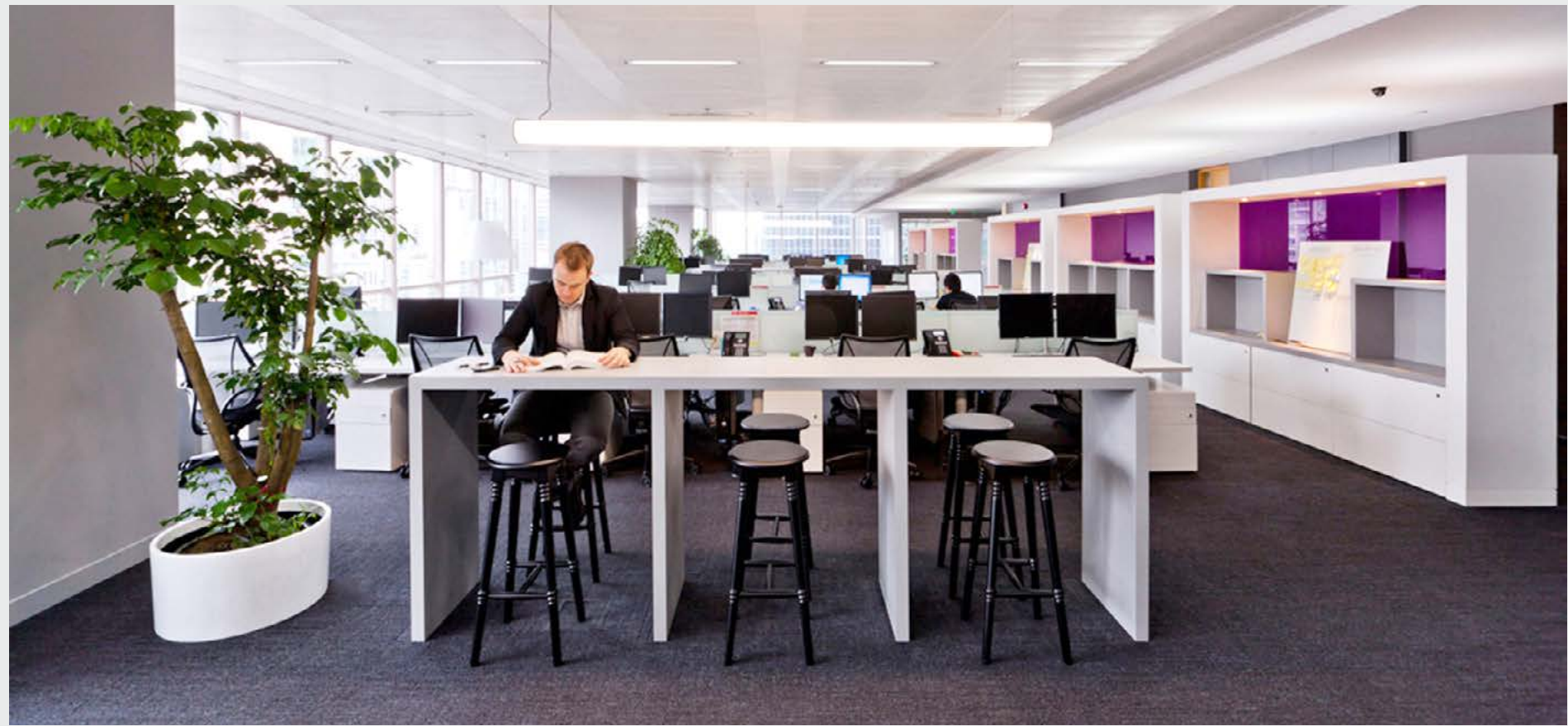




THE APP DESIGNER

Apps, game & animation designer

Office, client space & sleeping pods
Chun Shen development



MORNINGSTAR

Shenzhen, CHINA

Type: Commercial Office

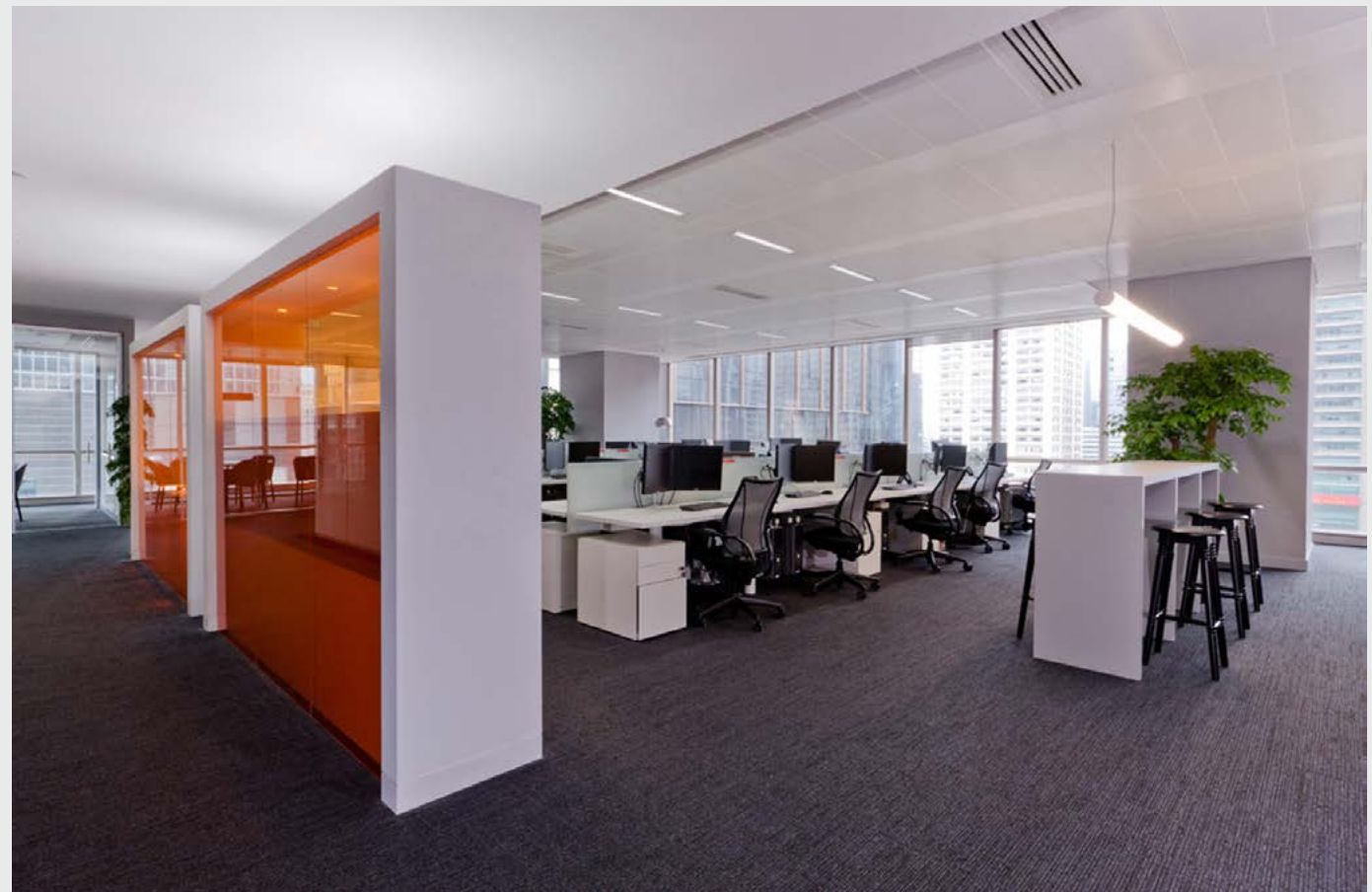
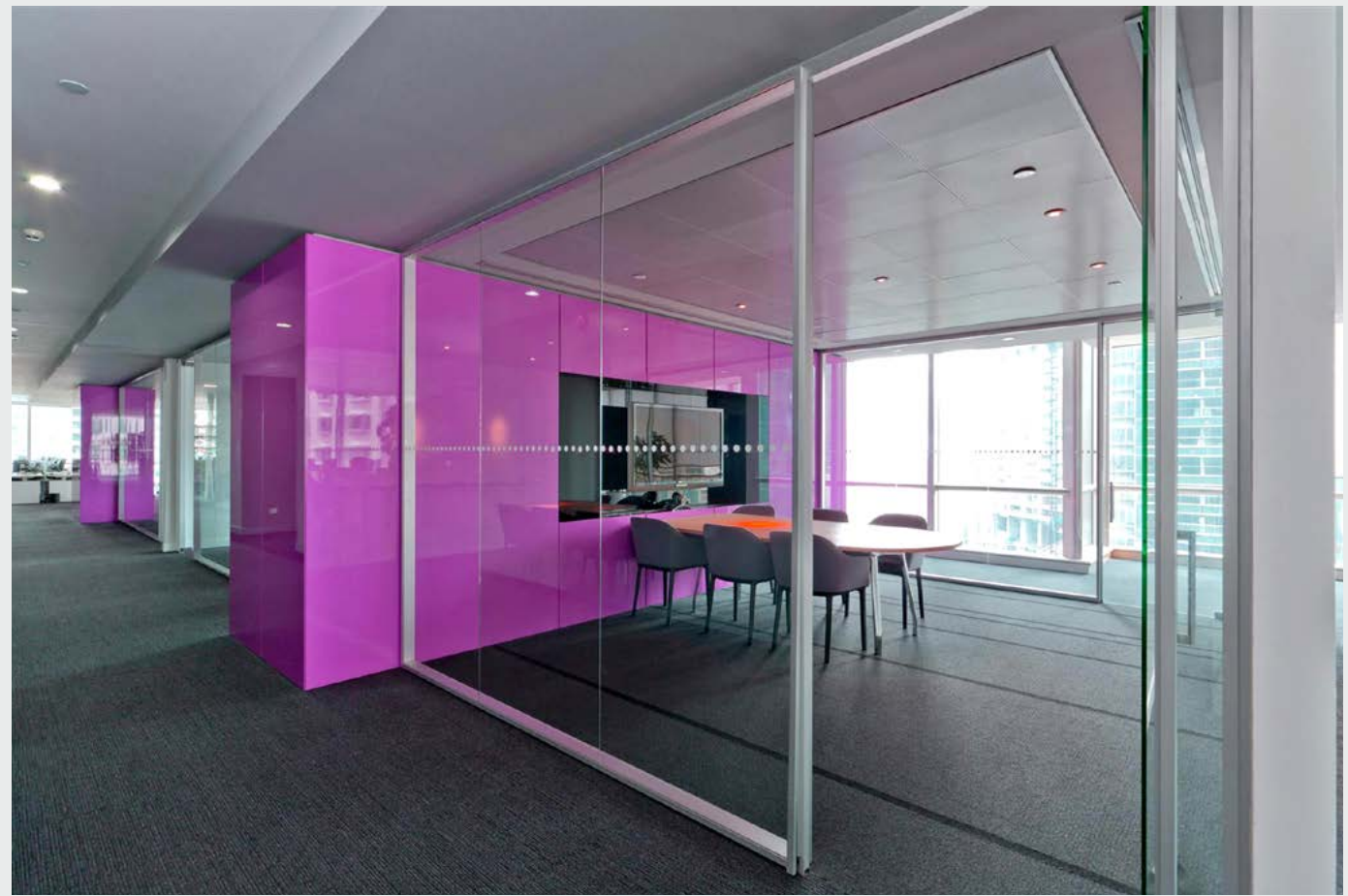
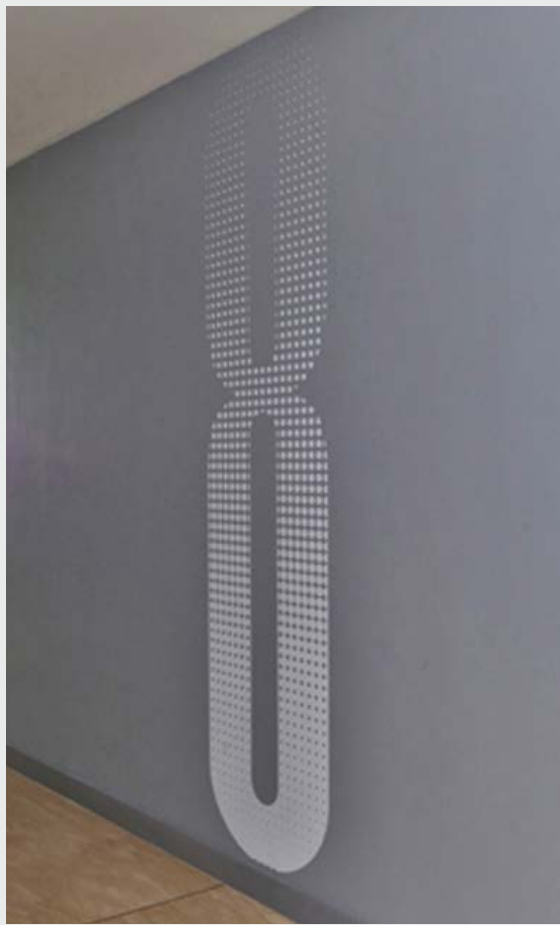
Role: Lead designer, coordination of M&E design, on site coordination.

Description: Morningstar Shenzhen relocated to the CBD in Futian to consolidate a number of separate offices into a central location. The 8,000m² office is spread over 7 floors and consists of 6 open plan working floors with breakout facilities and meeting rooms above and below a centralised common floor.

Completed: 2012

Created at: HASSELL







SAI KUNG HOTEL Sai Kung , HONG KONG

Type: Hotel

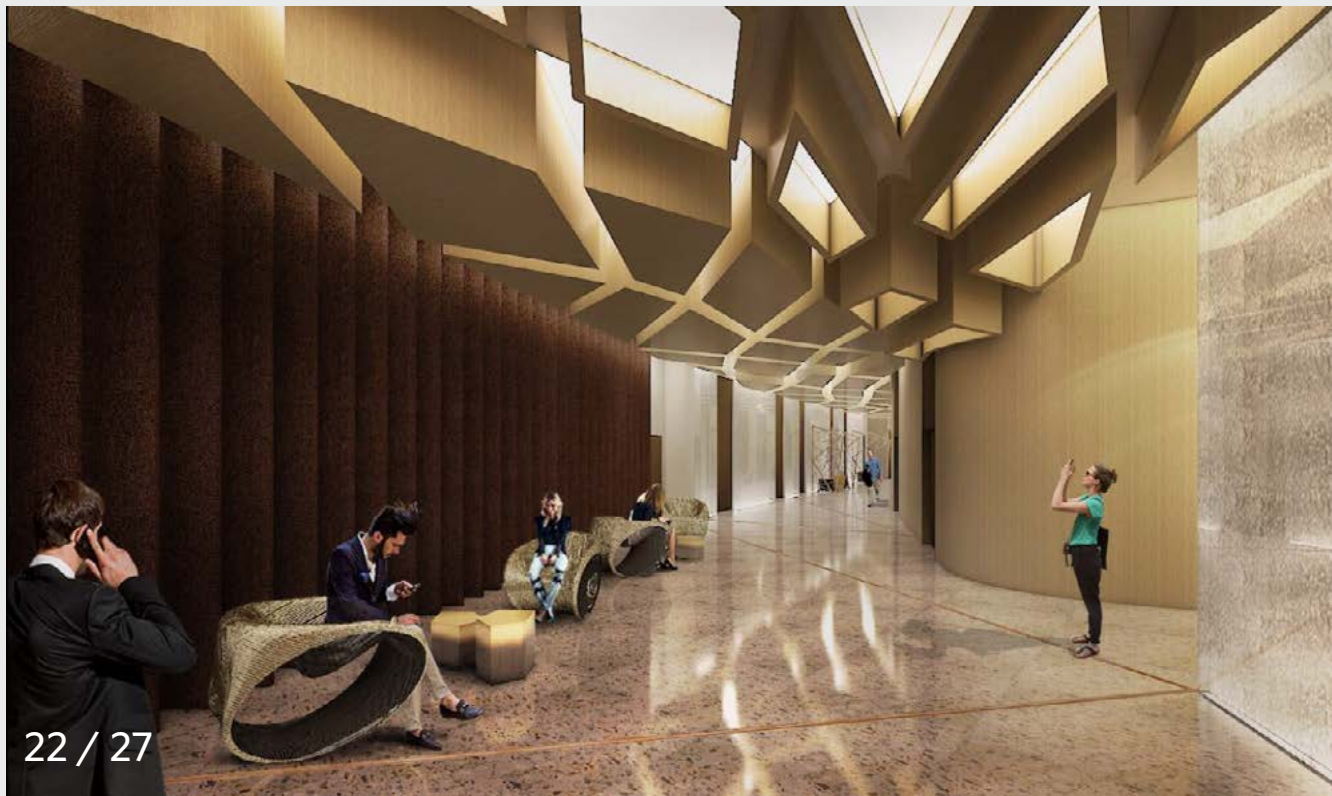
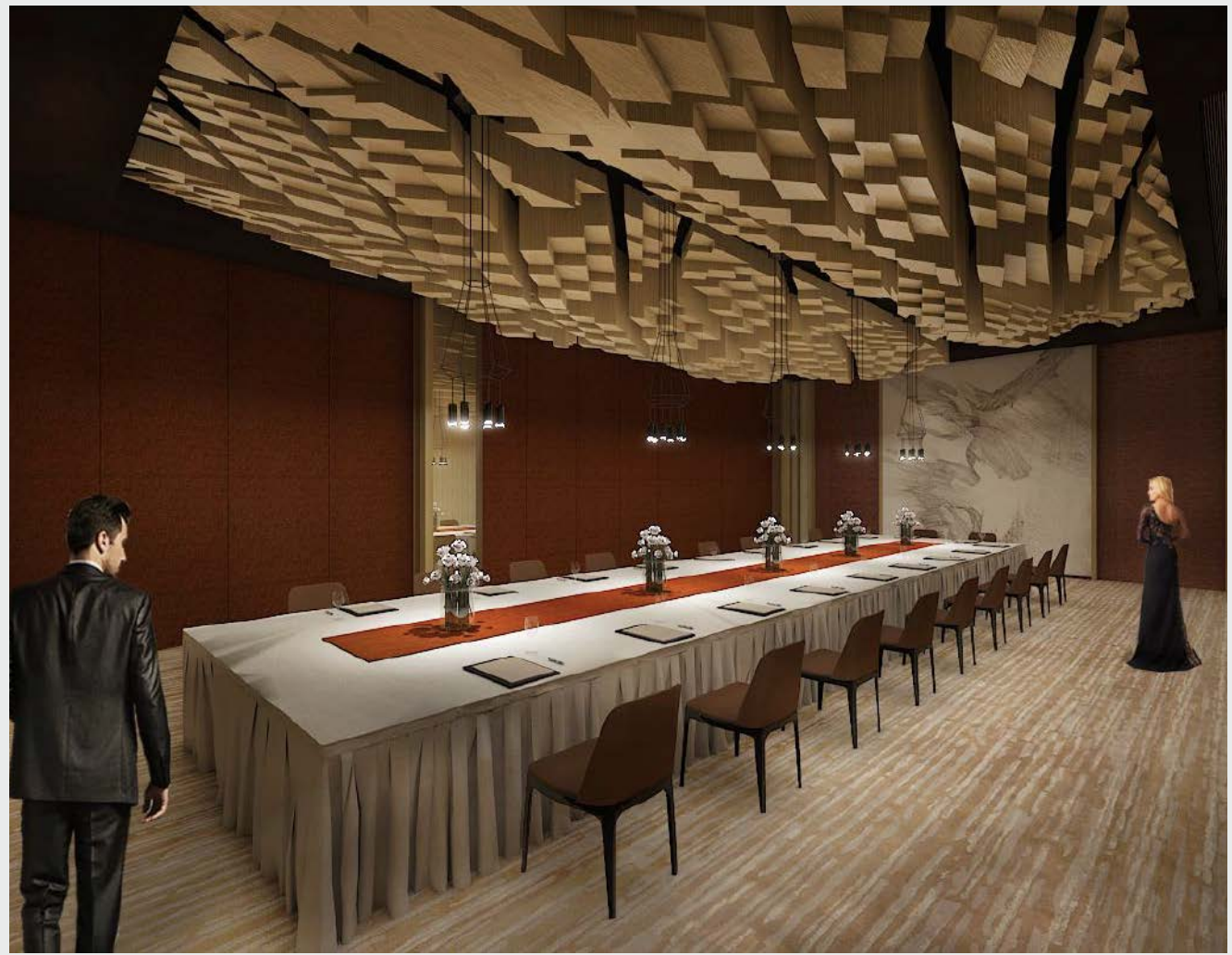
Role: Lead designer

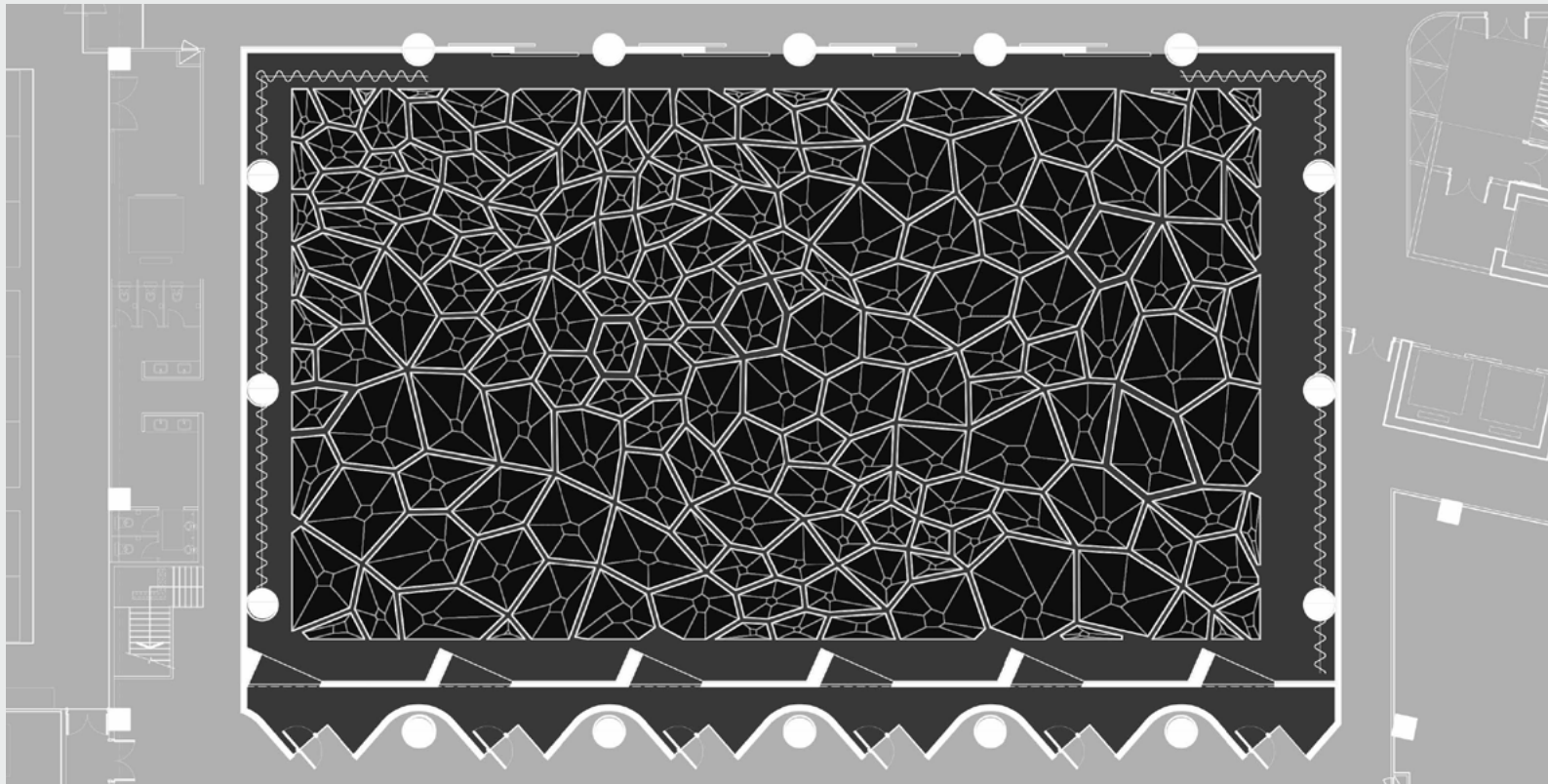
Description: A 270 key resort hotel located in a popular tourist destination in Hong Kong. Encompassing a 27,000m² site the hotel will offer conference and events spaces, business centres, public areas, gyms, swimming pools and dining areas. Our winning entry focused on the idea of patterns and textures in nature: bringing the concept of 'above, within, below' the sea to each level of the hotel.

Created at: KplusK Associates









CHANCERY PLACE

Manchester, UK

Type: Commercial base build office

Role: Lead designer, coordination of M&E design, on-site coordination.

Description: Chancery Place is a Grade A office building in the middle of Manchester City centre. The site is located within the Upper King Street conservation area and is in the core of the commercial district. The building consists of 14 floors of high quality office space with views in all directions.

I led the interior design delivery of this development from concept design through to completion. Duties included: preparation of the interiors concept document (Visuals, plans, research, materials etc.), initial client presentations, working detail drawings and on-site contractor coordination.

Completed: 2008

Created at: HKR Architects







THE HARI HOTEL Wanchai, HONG KONG

Type: Hotel

Role: Lead designer

Description: A new hotel concept in the heart of Hong Kong with 210 keys. The Hari brand is discerning, elegant and fashionable. With its flagship hotel in Belgravia London, this new Wanchai hotel marks its first foray into the Asia market. Built for city travellers, the tower contains 3 meeting rooms, 2 restaurants and 2 bars. We were engaged to provide concept and schematic design.

Created at: KplusK Associates





AVIC

Shenzhen, CHINA

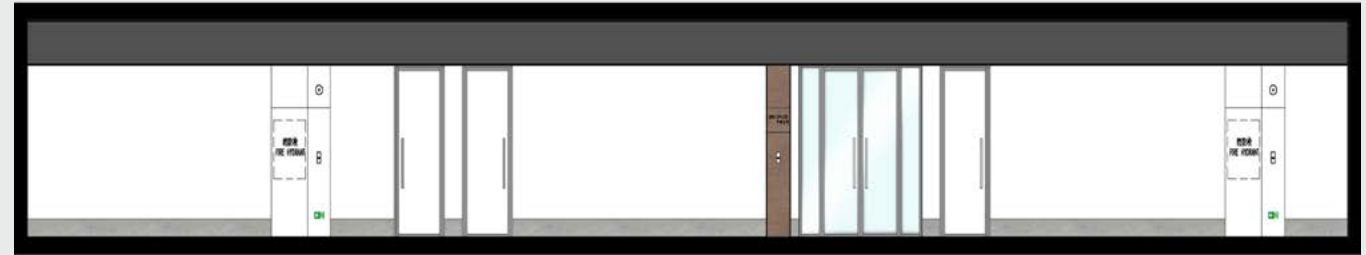
Type: Commercial base
build office

Role: Lead designer, design
coordination with LDI.

Description: Avic is a
Chinese aerospace and
defense conglomerate. A
series of public lobby spaces
and corridors were designed
around the concept of 'the
golden age of travel'.

Completed: 2013

Created at: HASSELL





MORNINGSTAR

Central, HONG KONG

Type: Commercial office

Role: Lead designer, site coordination

A small 500m² office fit-out for Morningstar HK designed with the same principles of the Shenzhen scheme: a palette of bold and homogeneous hues co-existing against a palette of light greys.

Completed: 2013

Created at: HASSELL



MEIZU

Zhuhai, CHINA

Type: Office & Showroom

Role: Lead designer

Description: Meizu designs and manufactures smartphones. We provided a schematic design for their offices, meeting spaces and a showroom at their HQ in Zhuhai. Their request was for a bright, cutting edge and minimal environment.

Created at: HASSELL





OTHER NOTABLE PROJECTS



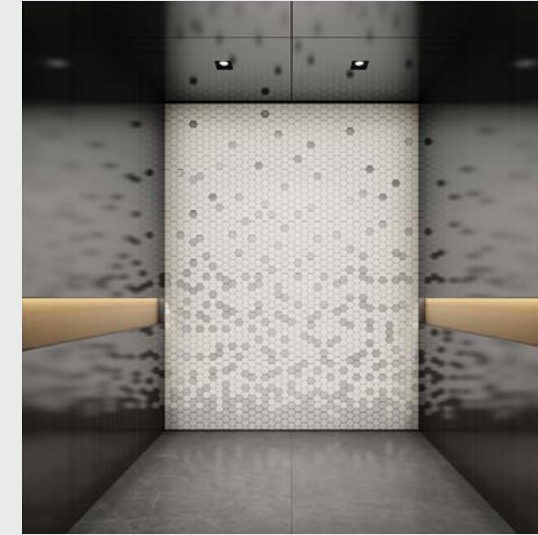
Shandong Children's Hall, CHINA
Science Centre exhibition
Year: 2020
LOOP Creative



101 Princess Street, Manchester, UK
Refurbishment
Year: 2009
HKR Architects



China Overseas, Zhuhai, CHINA
Office base build
Year: 2013
HASSELL



Kexing Science Park, Shenzhen, CHINA
Base build
Year: 2013
HASSELL



Hibernian Insurance, Dublin, IRELAND
Office & Client areas
Year: 2008
HKR Architects



Sunning HQ, Nanjing, CHINA
Client areas & Chairmans suite
Year: 2010
HASSELL



Irwin Mitchell, Sheffield, UK
Office fit out
Year: 2006
Davies Design Group



Avic, Chengdu, CHINA
Office base build & Showroom
Year: 2012
HASSELL




LVGEM, Shenzhen, CHINA
Office fit out
Year: 2013
HASSELL




John Dalton Tower, Manchester, UK
Student laboratories common areas
Year: 2004
Fairhursts Design Group

Neil Avern, Loop Creative

 +32 465 00 72 95

 neil@weareloopcreative.com

 Leuven, Belgium

 weareloopcreative.com