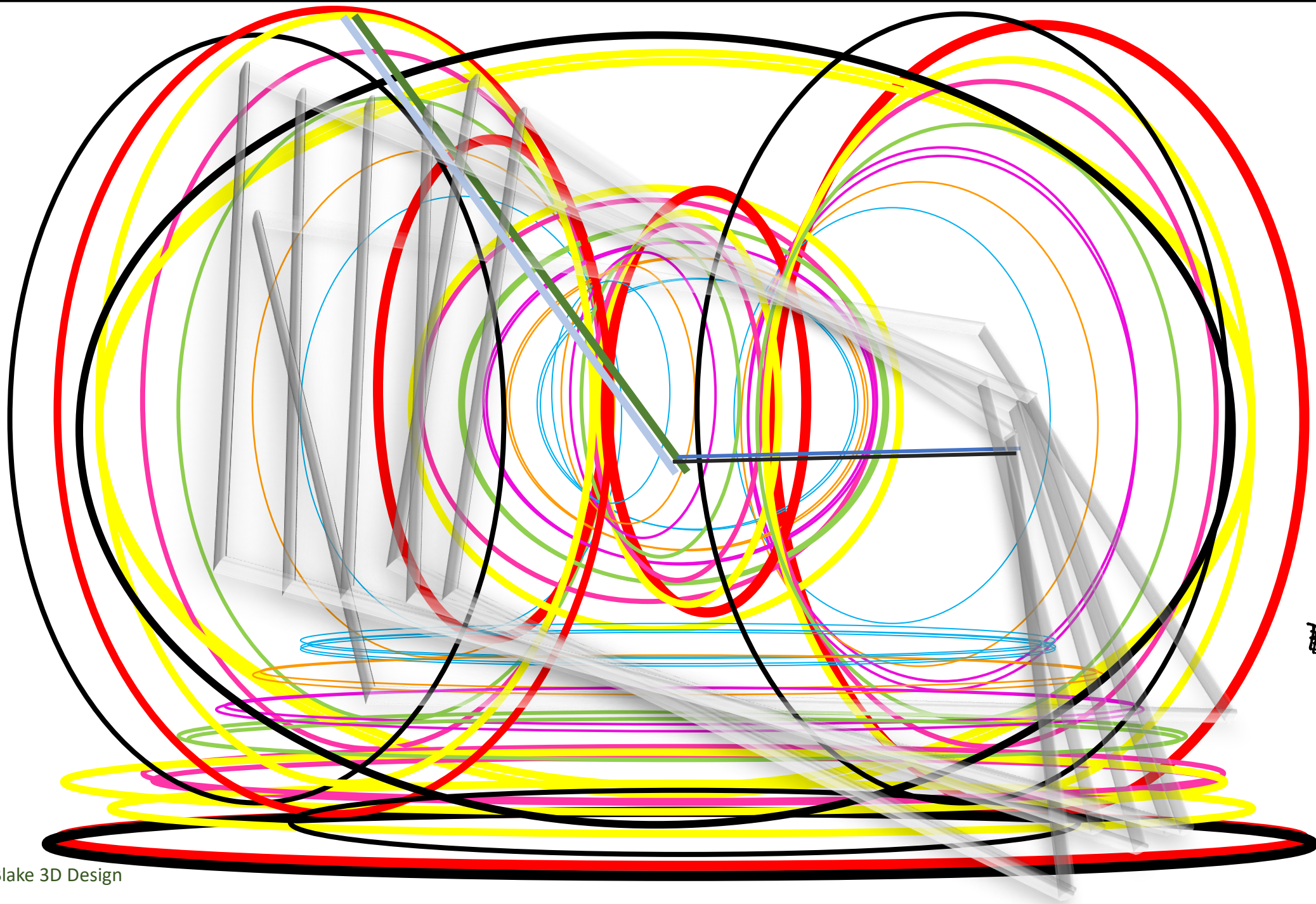


PRODUCTS



BY POST

## UK and International Mail Legislation and Guidelines

Due to UK Mail Legislation certain items are not permitted to be received or sent by post.

UK Mail guidelines offers advice on which items can pose dangers and or can be potentially hazardous

Please see leaflet attached to this document for restrictions and prohibitions.

There are also other factors to consider this refers to weight, sizing and type of delivery service.

## Prohibited and restricted items

The following items **are not allowed** in UK or international mail, they are **prohibited**:



The following items are **not allowed** in international mail\*. They **are allowed** in UK mail but they are **restricted**. You must present these items at the counter:



\*Electronic devices containing lithium batteries may also be sent in international mail. When posting **restricted items** you must follow applicable quantity, volume, packaging and labelling requirements.

Failure to comply with Royal Mail and Parcelforce Worldwide prohibitions and restrictions may affect your ability to claim compensation. Specific country restrictions may also apply to international mail. You are responsible for checking whether an item is prohibited or restricted. We reserve the right to refuse any other item banned by law or that in our opinion may be harmful or dangerous to our customers or employees. Posting prohibited goods or restricted goods where you do not comply with the relevant terms and conditions, could result in prosecution.



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RHD027

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- Shape and Connectivity
- Shape Inspiration
- Idea Concept 1 and Prototype - Pyramid Artificial Tealight Candle Holder
- Idea Concept 2 - Telephone Side Message Centre with Spotlights
- Idea Concept 3 - Collapsible Hanging Moon Light
- Idea Concept 4 - 360° Wall Art - The Circles of Life
- Final Idea Concept Interlocking Wall Feature / Standing Picture Frames
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# DESIGN BRIEF

## Introduction

Art Deco, short for Arts Décoratifs, is characterized by rich colours, bold designs, geometric shapes, clear lines and patterns. It has made a huge impact on home designs and furnishings, alongside inspiring many trends with contributions from Cubism, Expressionism and Bauhaus. Using simple shapes such as the square, rectangle, circle, ellipse, and triangle creating bold statements which are still popular today as they were in the 1920s and 30s.

## Rationale

The concept for this design is minimalistic. A Contemporary and modern style to suit any room. In today's market we see a lot of sparkle and bling forgetting about simplistic elegance that comes from a plain design.

## Aim

Creating a flattering feature for any wall using neutral base colours which ties into any décor.

Phase One: Research and Portfolio Design (24/02/2020 – 15/03/2020)

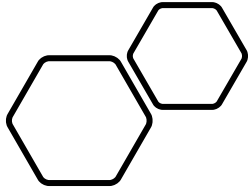
Phase Two: 2D and 3D Concepts (16/03/2020 – 05/04/2020)

Phase Three: Final Design (06/04/2020 – 19/04/2020)

Phase Four: Final Design Presentation (20/04/2020 – 11/05/2020)

Phase Five: Completion of all Work (12/05/2020)





HEAL'S

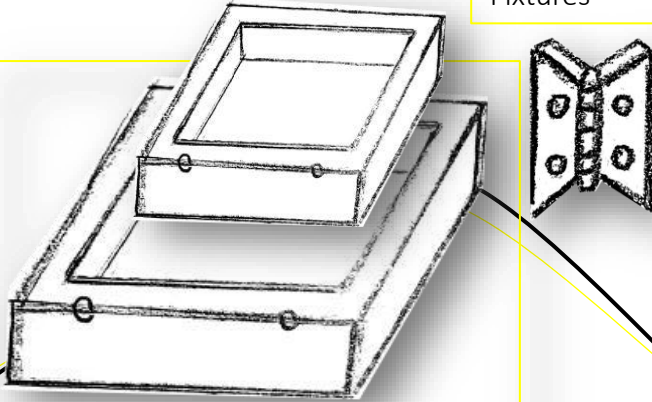
London, UK

MATTHEW HILTON

Designer for top furniture makers such as Case, De La Espada and SCP. A reputation for designing some iconic pieces. A special piece of the designer is his Balzac Chair which is held in the permanent collection of the Victoria & Albert Museum. Exquisitely handcrafted at De La Espada's workshops in Portugal, specialising in top quality materials such as solid wood e.g. Walnut or Oak, Cast Iron and Brass. Coated in Danish oils and waxes providing a sealed waterproof surface with a smooth feel finish to compliment the seamless joinery showcasing the intricately patterned wood.

This piece is created with privacy in mind. Three angled drawers are concealed underneath the wide surface. Along with lifting compartments at the back, included for convenience are two storage trays and a pencil holder. Finished with wood drawers for storage and featuring discreet cutaway handles.

Fixtures



Dimensions

(H) 74.5cm

(W) 140cm

(D) 80cm

Materials Used

Desktop Oiled Danish Oak or Oiled Black American Walnut

Frame Cast Iron



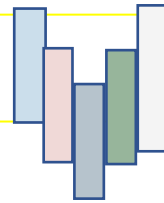
Designed by Italian  
Piero Fornasetti

Creative signature style

Ortensia Flora Scented  
Candle 300g

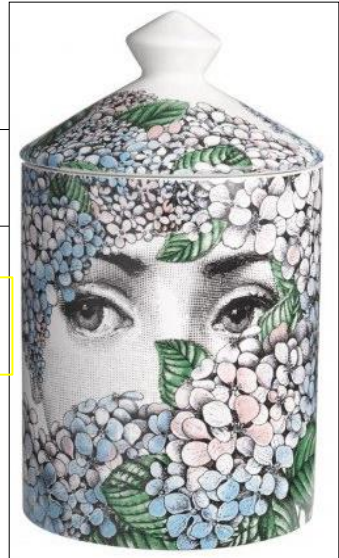
Made of China, vegan wax and 100 % cotton wick topped with a trinket  
style lid for extinguishing the candle flame

Neutral Colours



This iconic design is based around the myth of the fertility goddess 'Flora',

Showing the power and beauty through the image of sensuous eyes and the presence of  
nature representing strength, growth and life. Coupled with beautiful floral scented  
fragrances inspired by hydrangeas providing a relaxing and calming ambience.

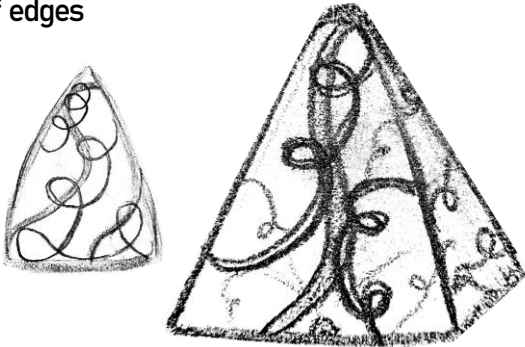


Dimensions  
(H) 18cm  
(Diameter) 15cm  
Burning time up to 60h

# habitat London, UK



Drawn to this designs geometric patterning combined with the gold leaf edges

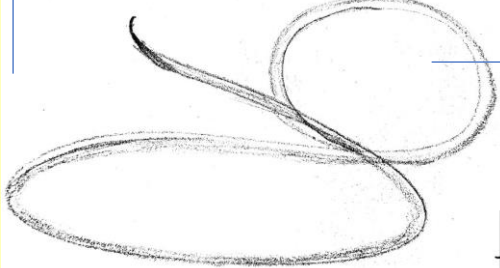


Optical illusion Staircase. Swirls seemingly to last forever

A picture designed for living areas by Stephanie Blake



Made in Portugal, the Dino lilac textured earthenware vase is a highly tactile design that is painted by hand which Intensifies the dips between the cones and grooves, creating a 3D effect.



This design captured my attention with its Criss cross styled base

Interiors areas suited to the items



Zelda Large Black Metal Decorative Jug

With its contrasting angles and shapes this architectural style piece is made from sheet metal with a matt finish. A stylish statement.





## BUSINESS DESIGN CENTRE London, UK

Business Design Centre is one of London's most popular conference and exhibition venues. With over 250 events and 900,000 visitors a year the BDC, based in the vicinity of the City and Central London, offers a stylish, flexible and convenient solution for everything from banquets to conferences and exhibitions.



An achievement of theirs is they are now celebrating 10 years as a carbon neutral venue. Proudly producing 0% to landfill for many years now and switching their energy supply to 100% renewable resources. An environmentally friendly space to be in.



## Hubert Extendable Coffee Table

Designed by Zipcode Designs found online at [Wayfair.co.uk](http://Wayfair.co.uk)

### Classy and Stylish

From the geometric shape to the velvet looking stony finish, I liked the feature of being rotatable and extendable for ease of access. An attractive timeless style for any modern-day home

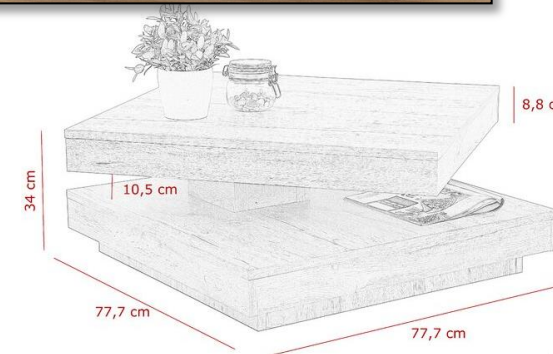
Made of Wood, concrete style finish, plastic glides and rotatable 360° tabletop.



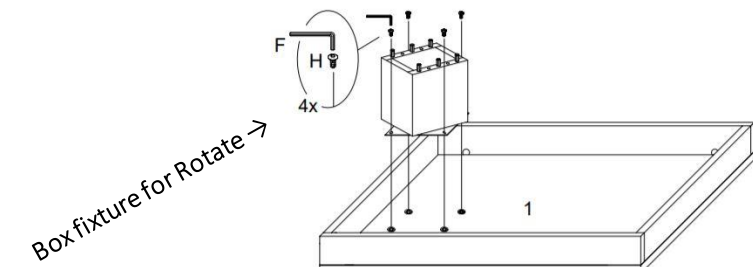
## Barreras Coffee Table

Designed by Metro Lane also from [Wayfair.co.uk](http://Wayfair.co.uk)

Made of manufactured wood, PVC Veneer, ABS and chrome. I especially like the style of cube but no the usual, glossy finish of the black Veneer with its acrylonitrile butadiene styrene chrome base and added silver chrome table legs, a complimentary combination. This piece of furniture has a specific feature in its design which has a scratch-resistant surface thanks to its melamine resin tabletop. A contemporary piece of furniture with storage compartments an elegant addition to any living room

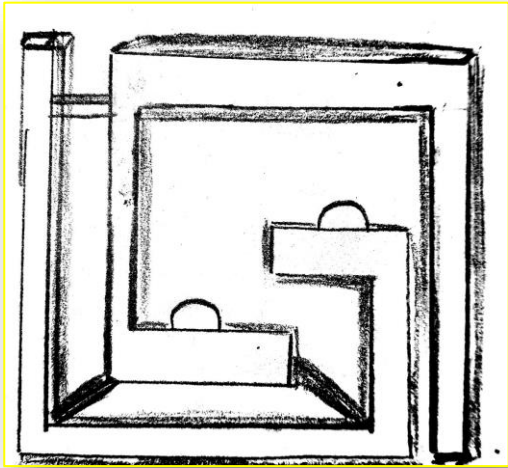
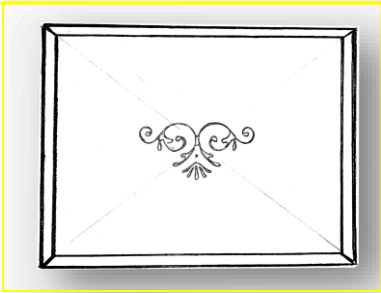


Dimensions Overall  
34cm (H) x 78cm (L) x 78cm (W)  
Tabletop Thickness 1cm

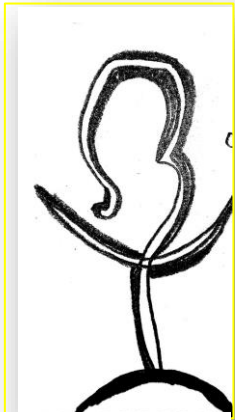
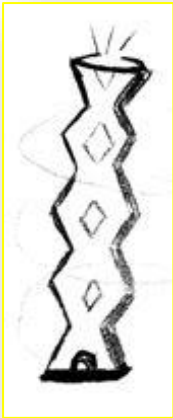
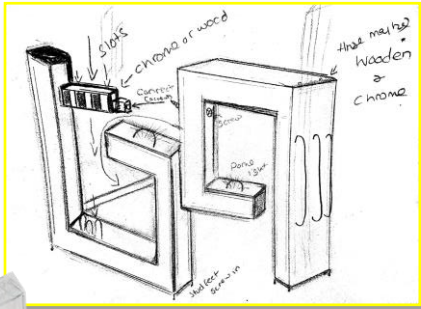




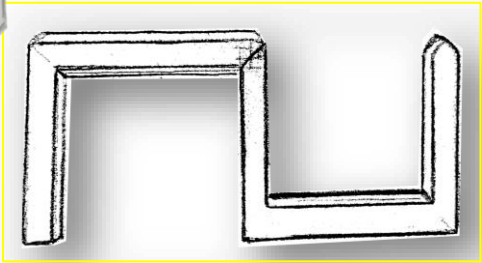
# Shape and Connectivity



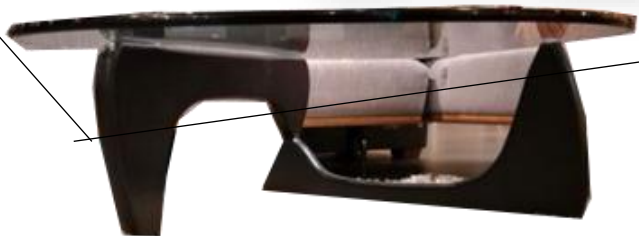
By Hector Serrano



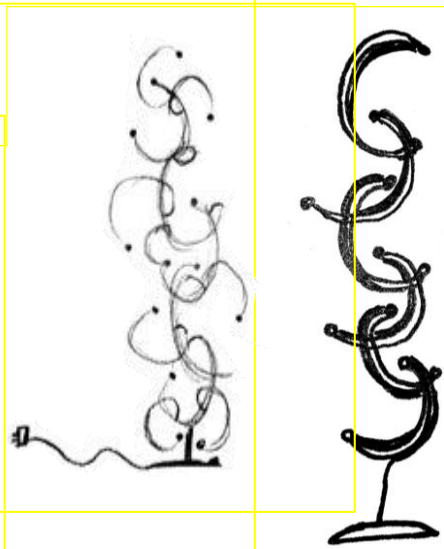
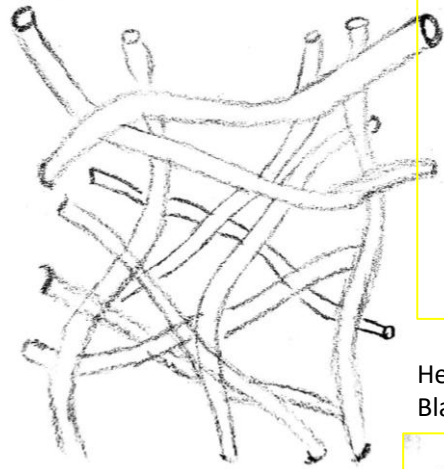
Taken from the inside of Shish Meze Restaurant in Emerson Park. The attractive patterning of the wall dividers makes for a great added feature to the restaurant



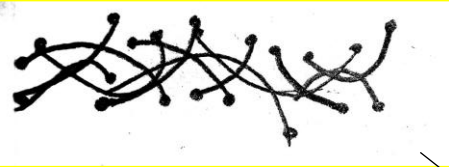
Cult Furniture Website  
Infinity Glass Top and Walnut Base Coffee Table  
Tempered glass and twisted wooden base makes for an interesting and striking mid-century design



## Shape Inspiration



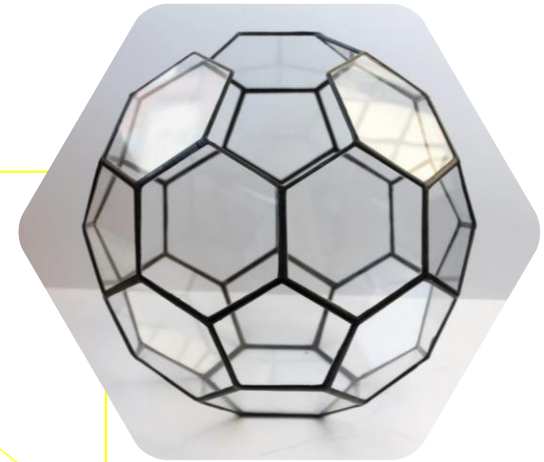
Heartbeat & DNA by Stephanie Blake



The Diamond and Football Shaped are handmade geometric glass objects, used for indoor plant cultivation. Bringing us a mini Oasis. Perfect in any home décor



This design can also be used a flowerpot, candlestick or vase. Featuring an open side to allow you to place items in, and to allow for air circulation.



## Life in Art

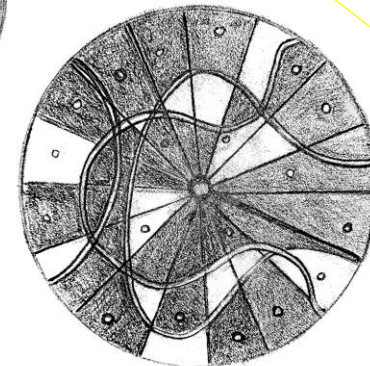
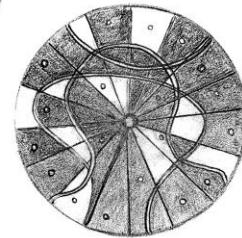
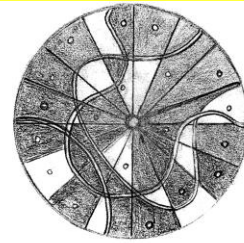


## Tree of Life Terrarium

Live Moss Raku Fired Tree in Bell Jar with Glow in the Dark Mushrooms

Handmade by Gypsy Raku

Coming from the greenhouse effect working with photosynthesis producing condensation which in turn sustains the vegetation



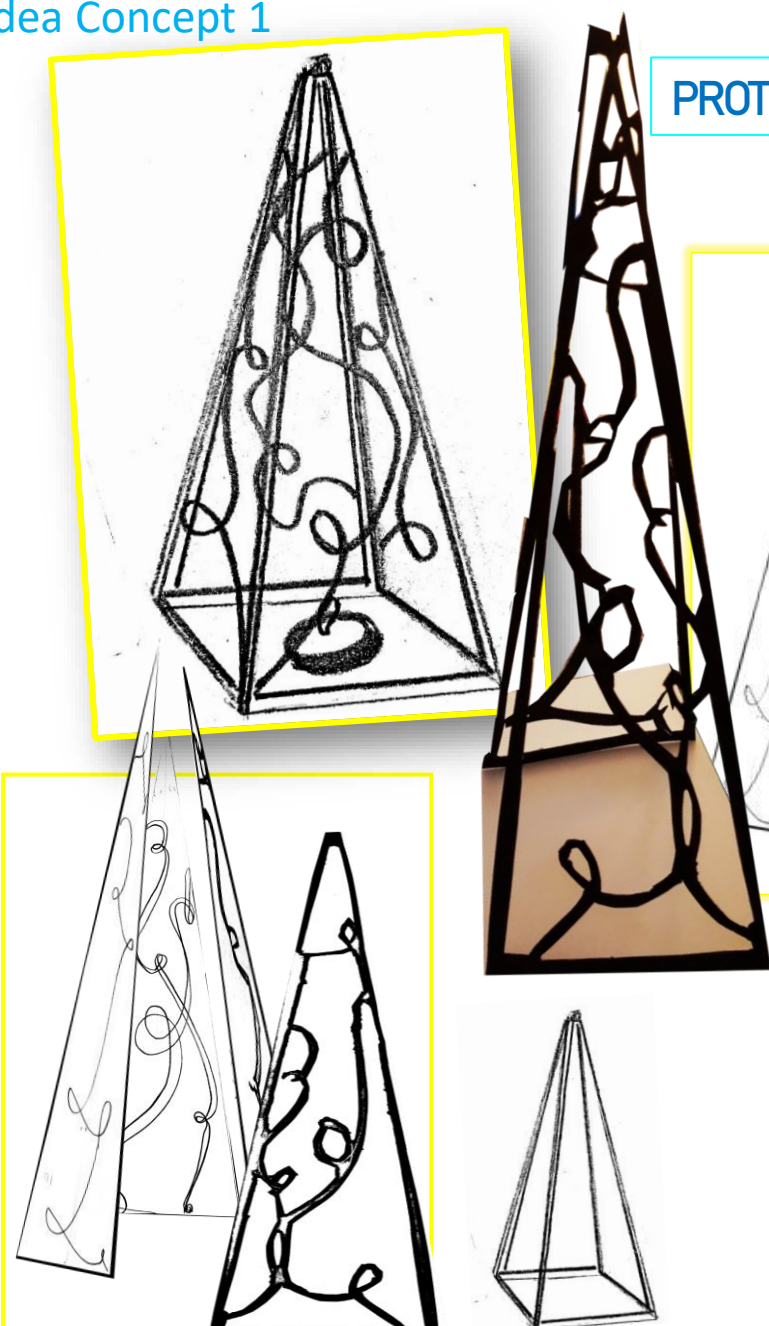
Circle of Life by Stephanie Blake



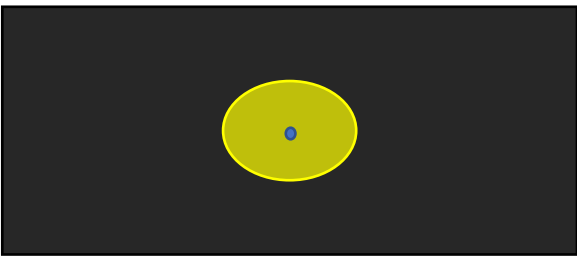
# PYRAMID ARTIFICIAL TEA LIGHT CANDLE HOLDER

## Idea Concept 1

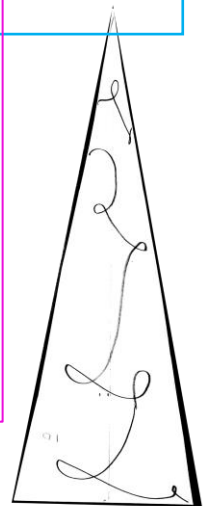
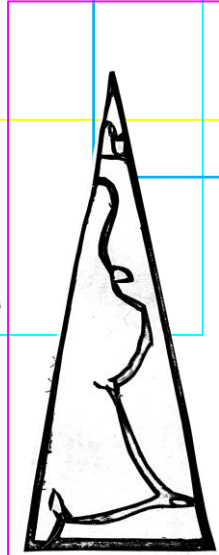
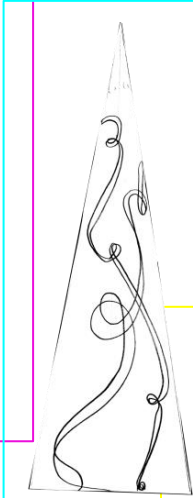
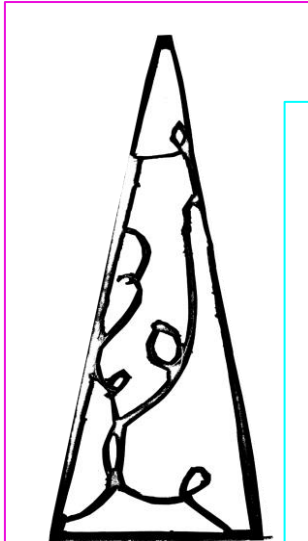
PROTOTYPE



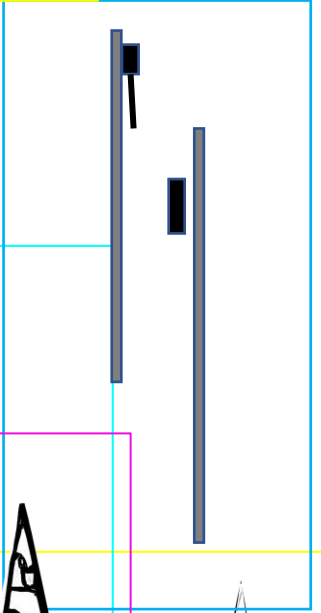
Base Plate and Tea Light Dish



Four separate walls which slot together creating a pyramid along with the base plate



Connector Fitting

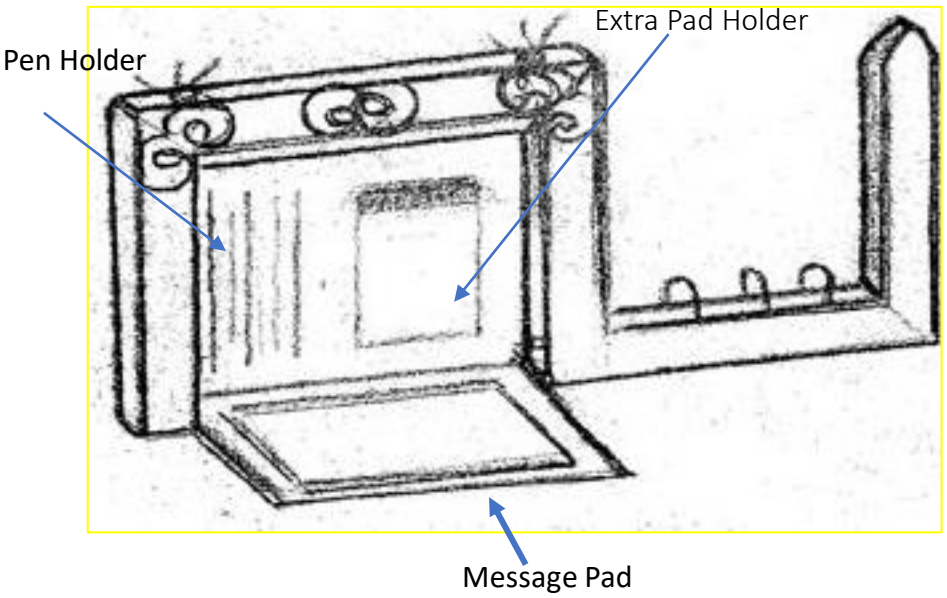


Firstly I created four templates on white card, using a scalpel I cut out the design and triangles next was cutting out the base plate. Lastly using staples to attach the prototype together

Pieces X4

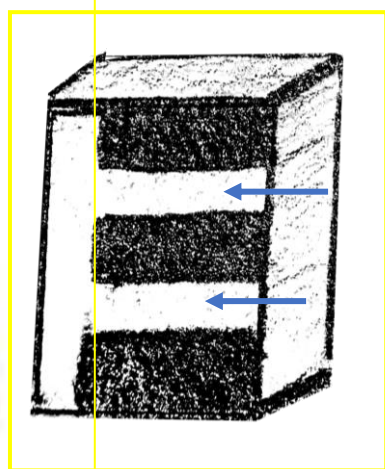
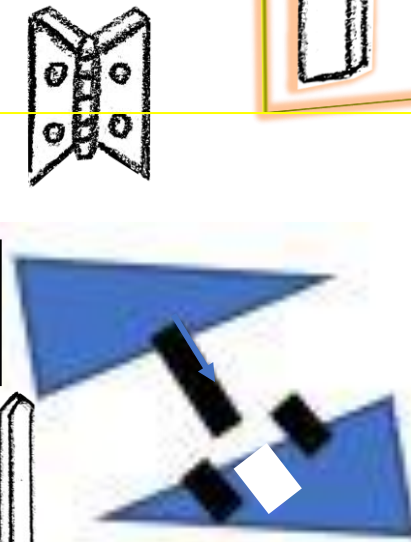
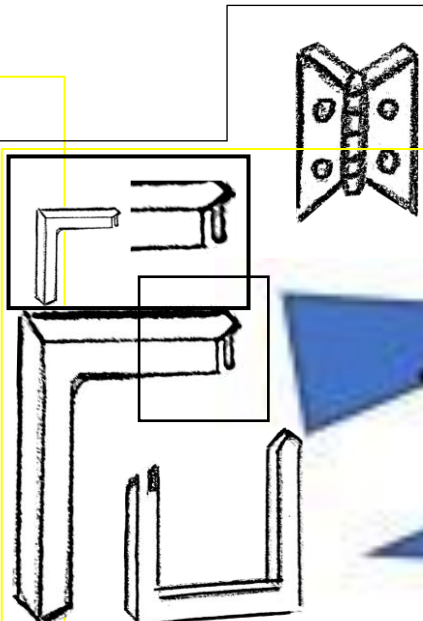
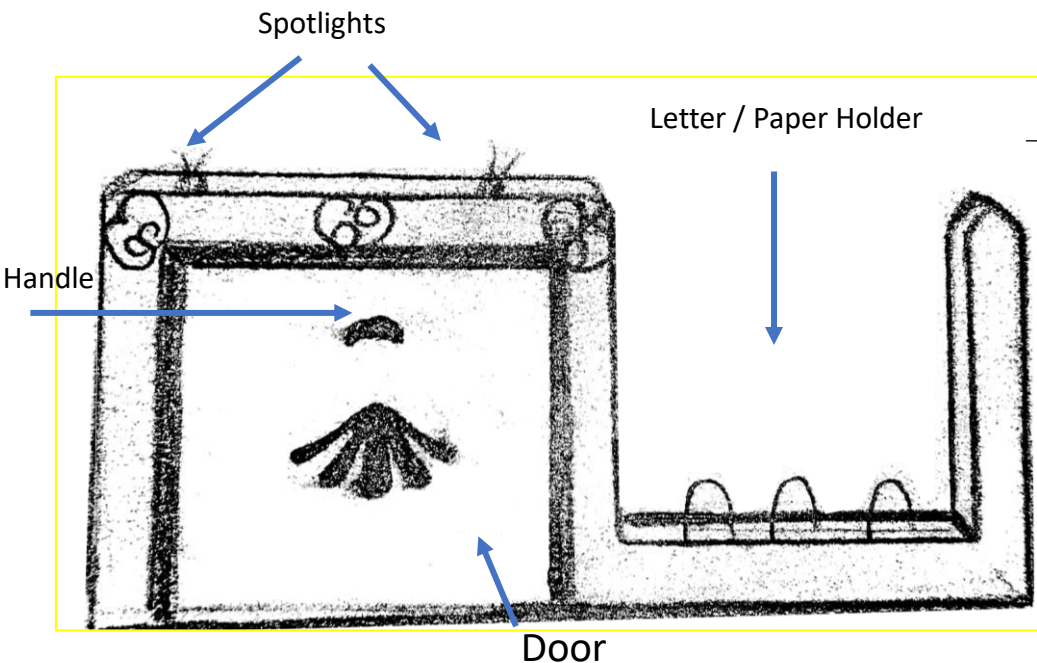
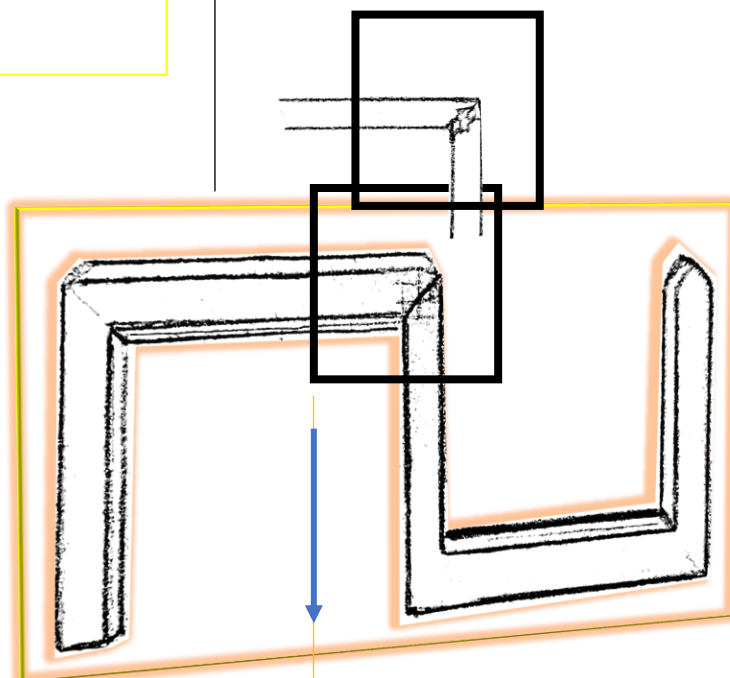
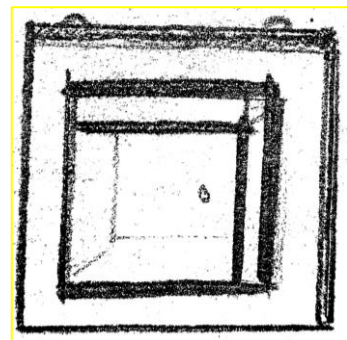
TELEPHONE SIDE MESSAGE CENTRE SPOTLIGHTS

Idea Concept 2



Starts as a box then either fold out or can join pieces with the wood teeth connect effect

Different Fixtures and Fitting ideas



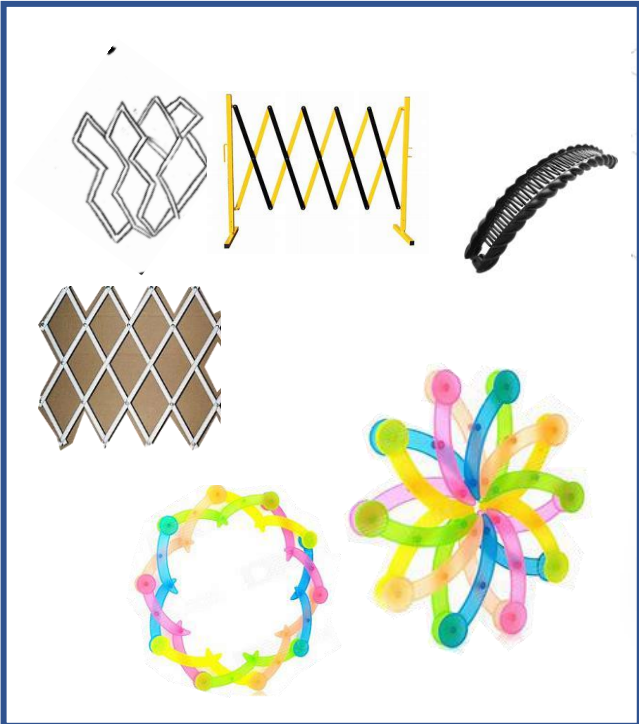
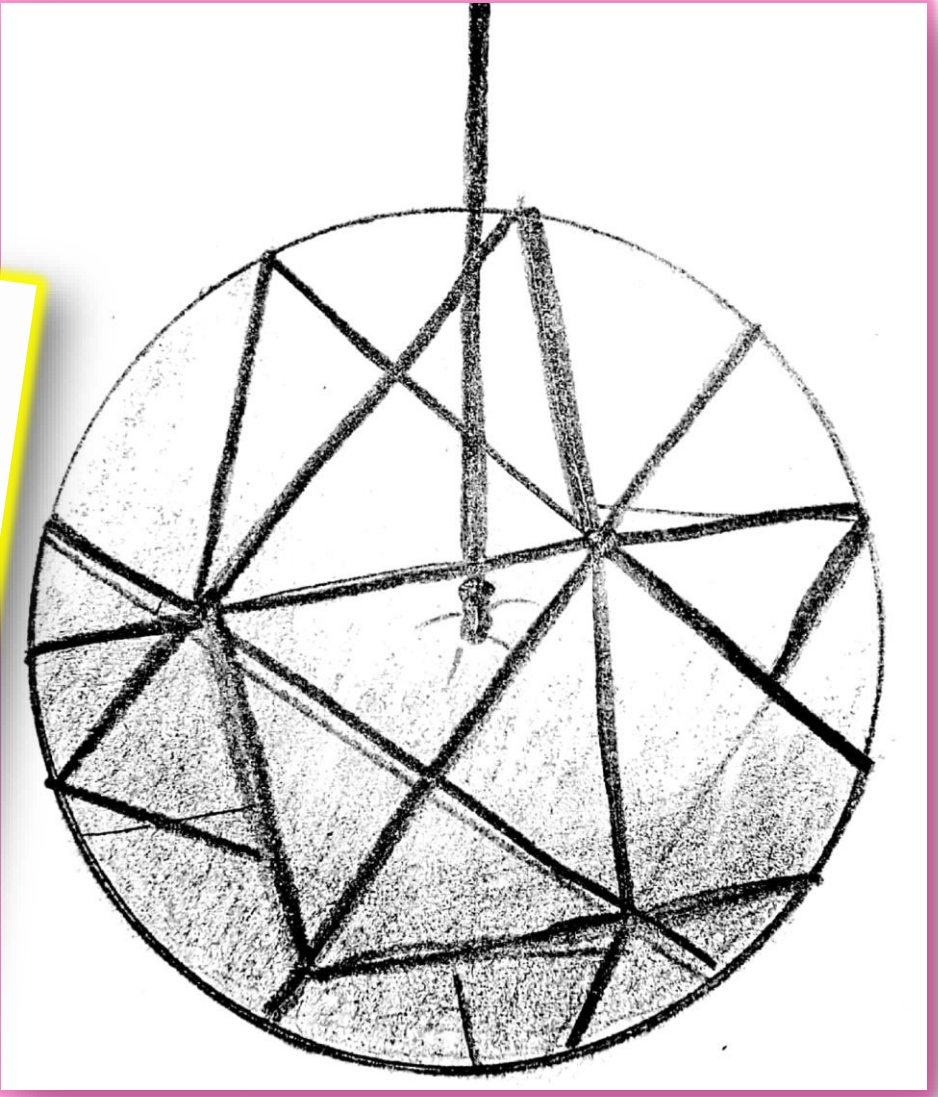
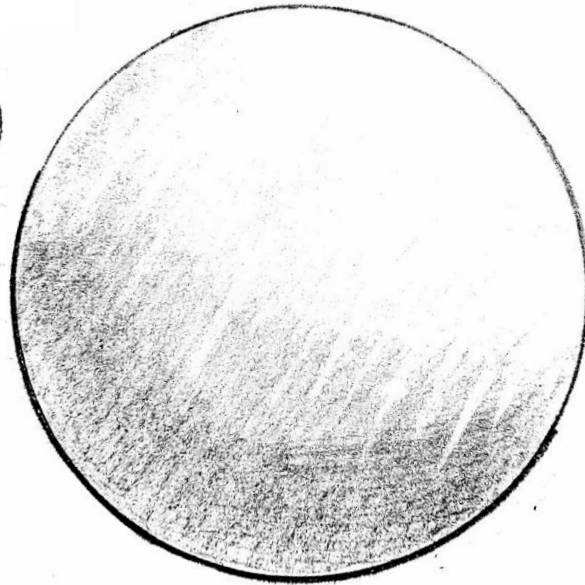
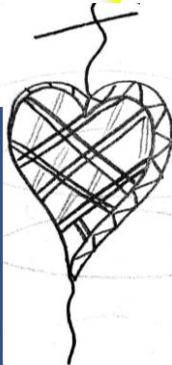
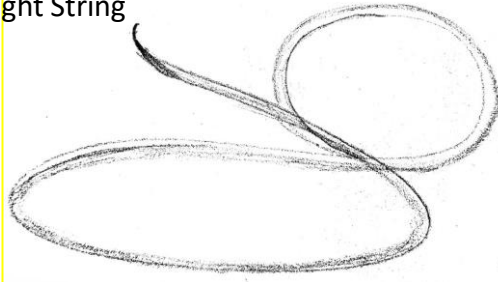


# COLLAPSABLE HANGING MOON LIGHT

## Idea Concept 3

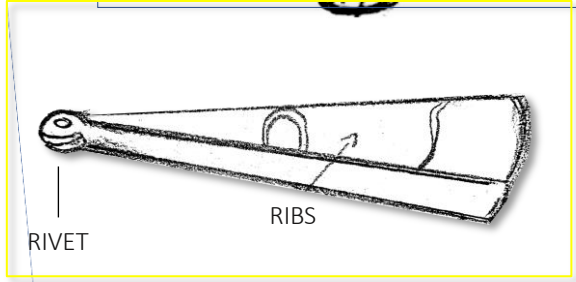
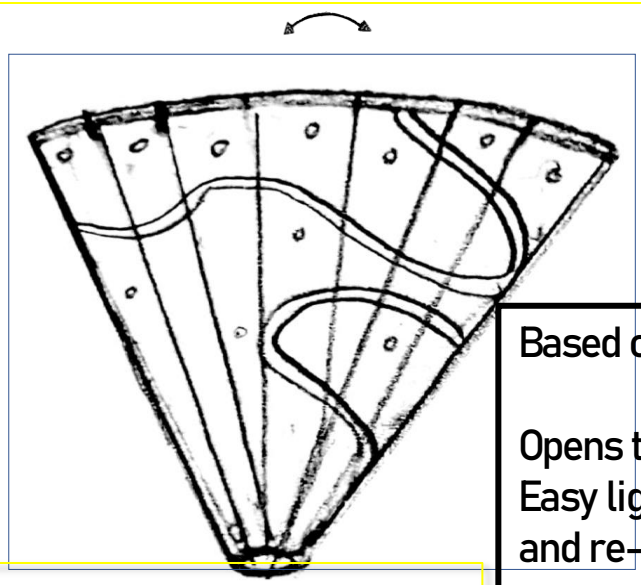
Made of plastic mesh, very similar to what is used in children's toys, collapses and pops open to create a sphere with an LED string center to produce the light. Also can come in the shape of a heart too

LED Light String



360° WALL ART THE CIRCLES OF LIFE

Idea Concept 4

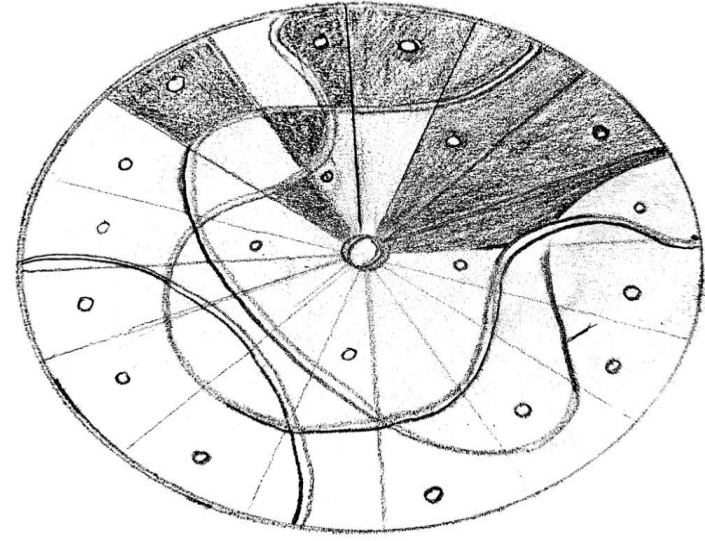
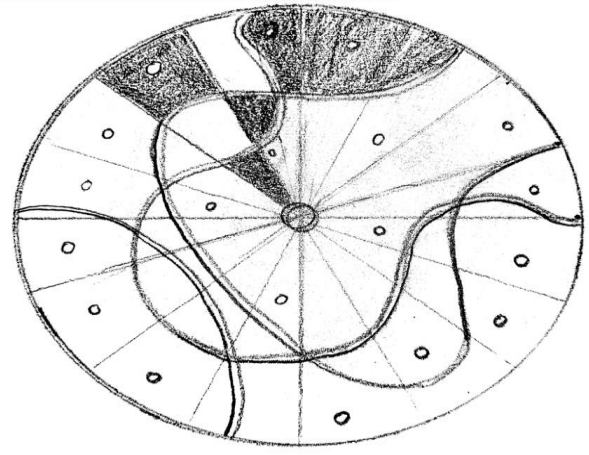
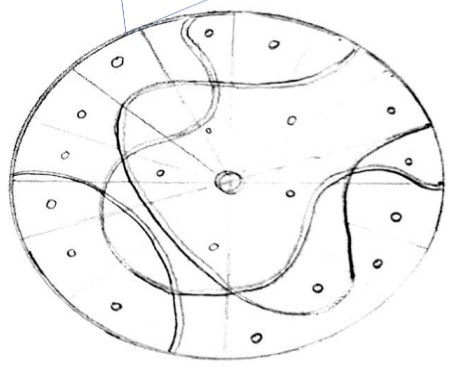
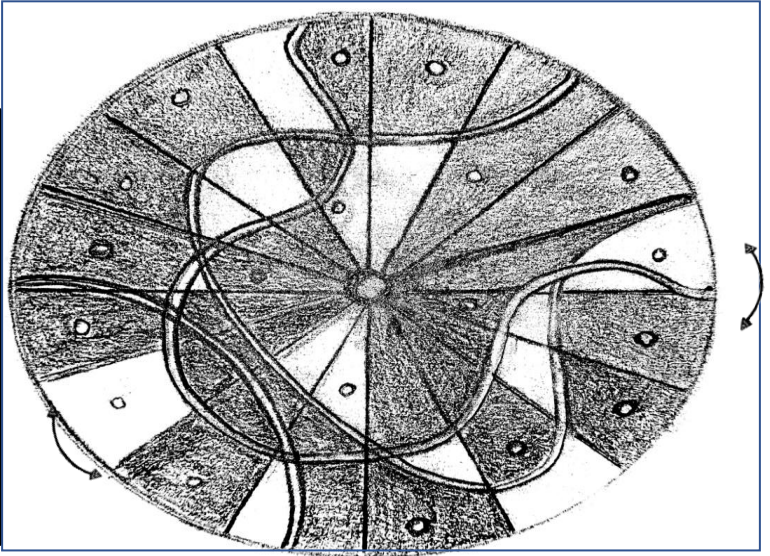


Based on Spanish fan mechanics.

Opens to full separate circles.

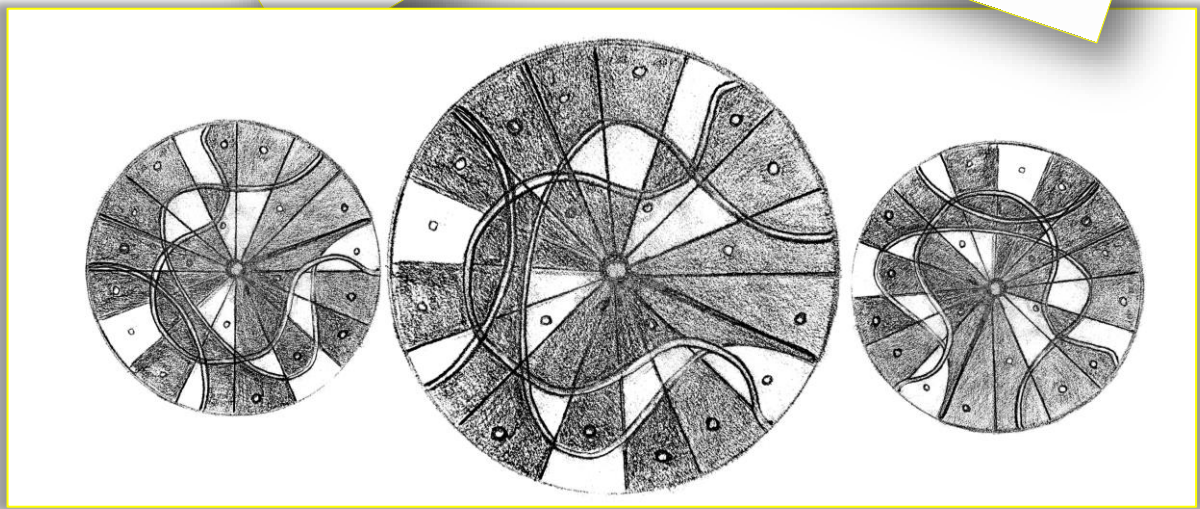
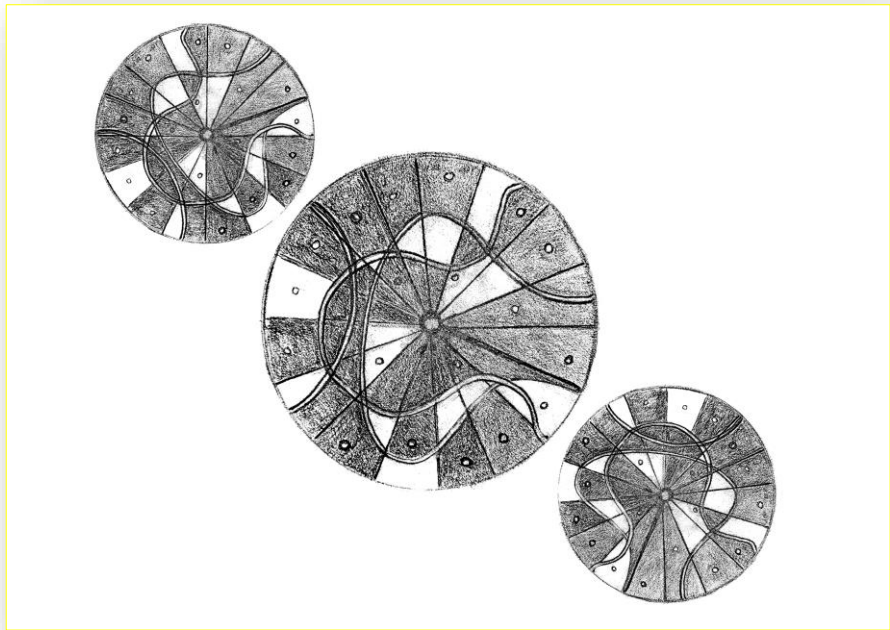
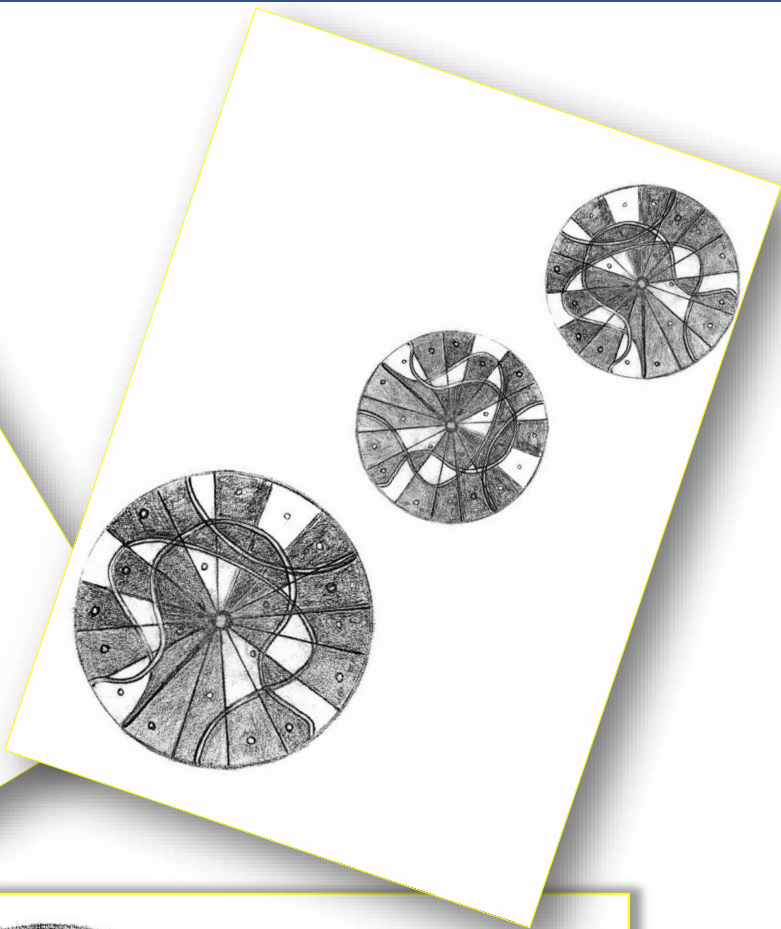
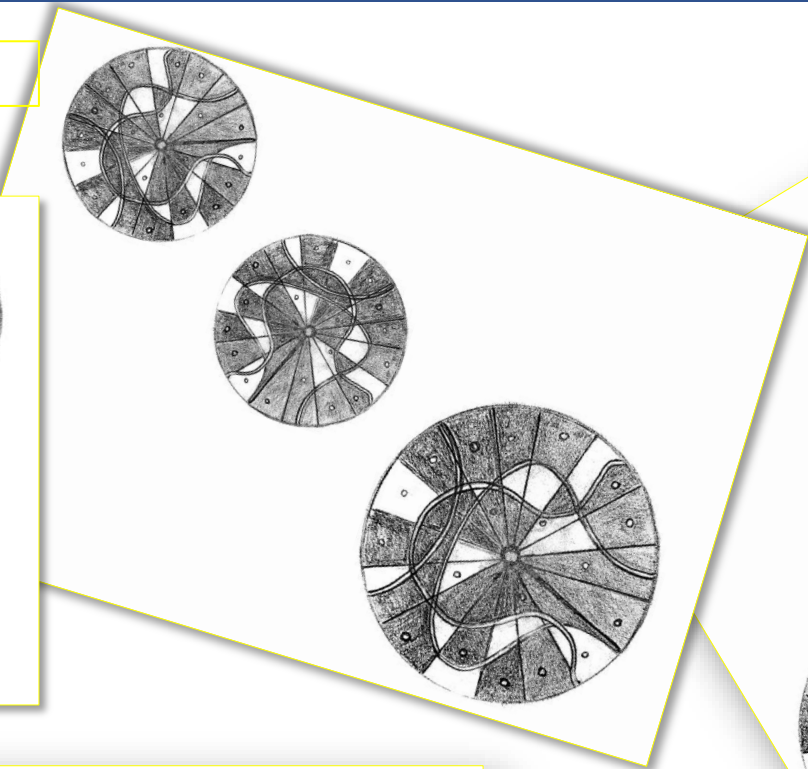
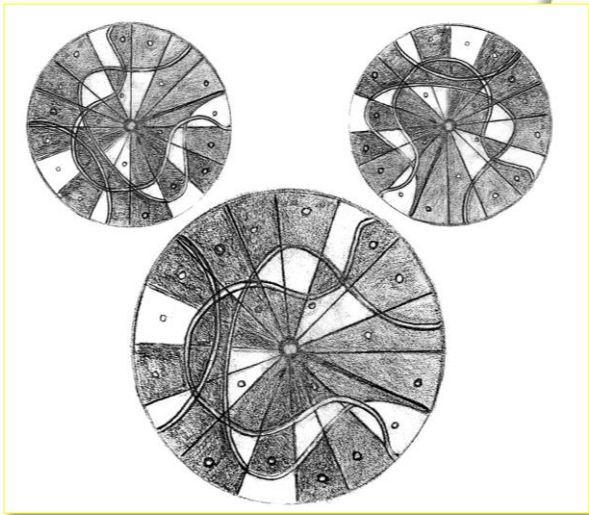
Easy light structure for storage and re-positioning.

Please see next page for a combination of placement settings

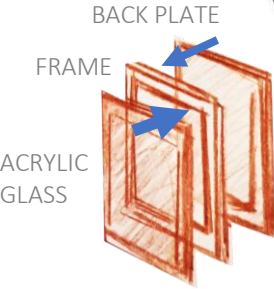




DIFFERENT PLACEMENT SETTINGS



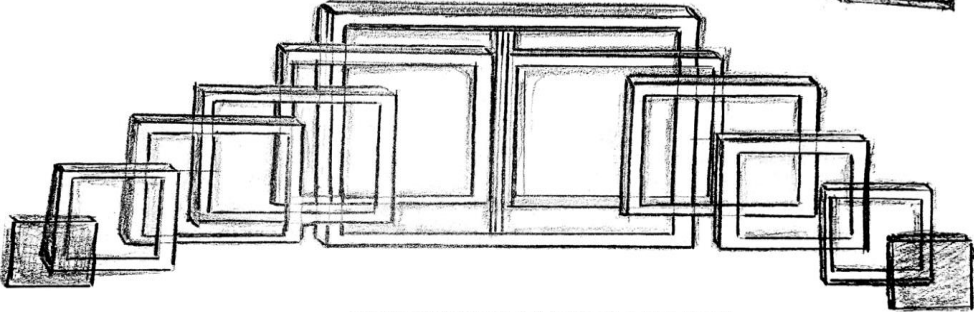
INTERLOCKING WALL FEATURE / STANDING PICTURE FRAMES  
Final Idea Concept



PLYWOOD 1CM THICK FRAMES

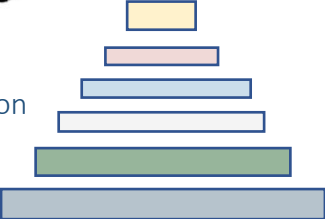
FOLDABLE INTERLOCKING  
FRAMES AND OR WALL  
FEATURE

CONSTRUCTION OF HOW THE  
PIECES FIT TOGETHER



CHIPBOARD BACK PLATE FOR  
STANDING FRAMES

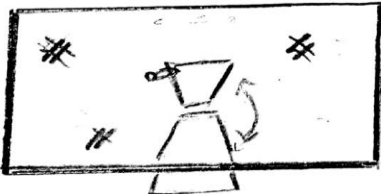
Neutral Base Colour Selection  
and Combinations of Hues



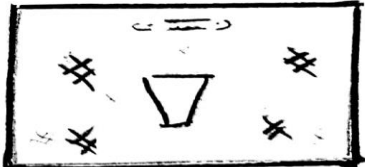
COPPER RINGS



SECURE LOCK FOR CLOSING STAND



WALL HANGING CATCH

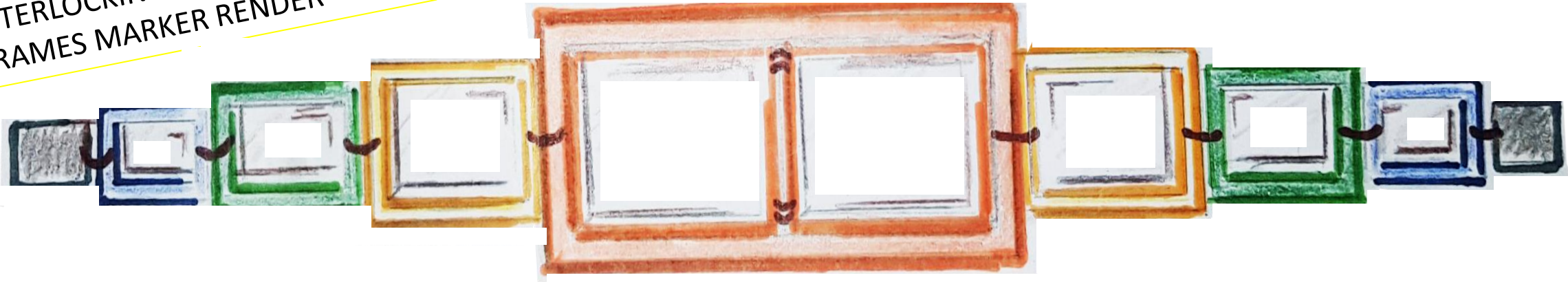


ACRYLIC PLASTIC GLASS PHOTO COVER

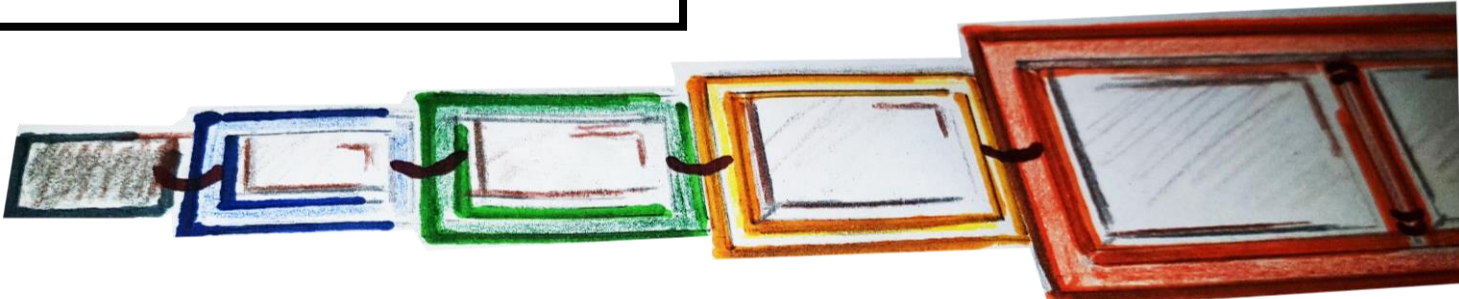
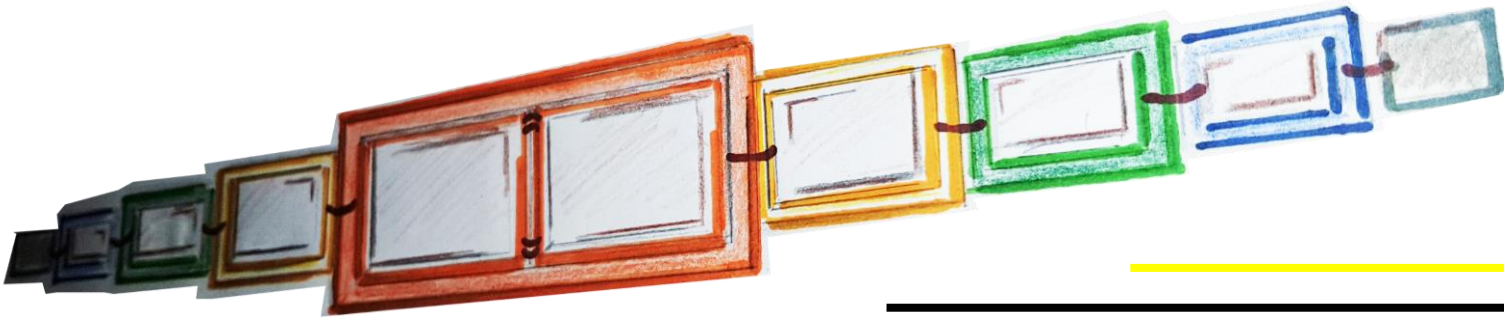




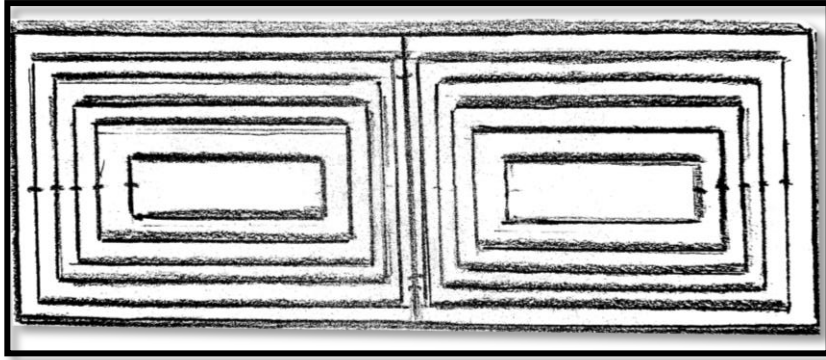
INTERLOCKING WALL FEATURE /  
FRAMES MARKER RENDER



COPPER RINGS  
FIXTURE

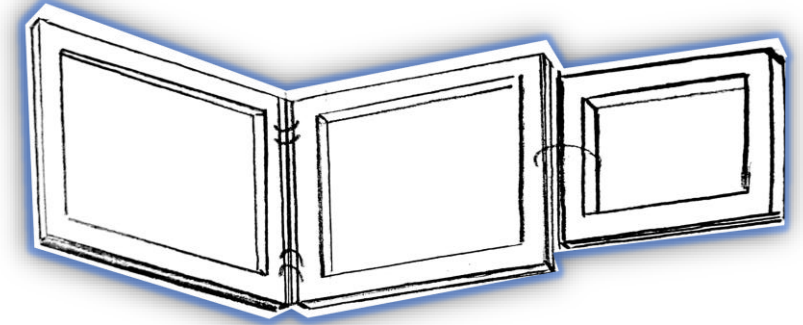


## 3D Sketches of Final Concept

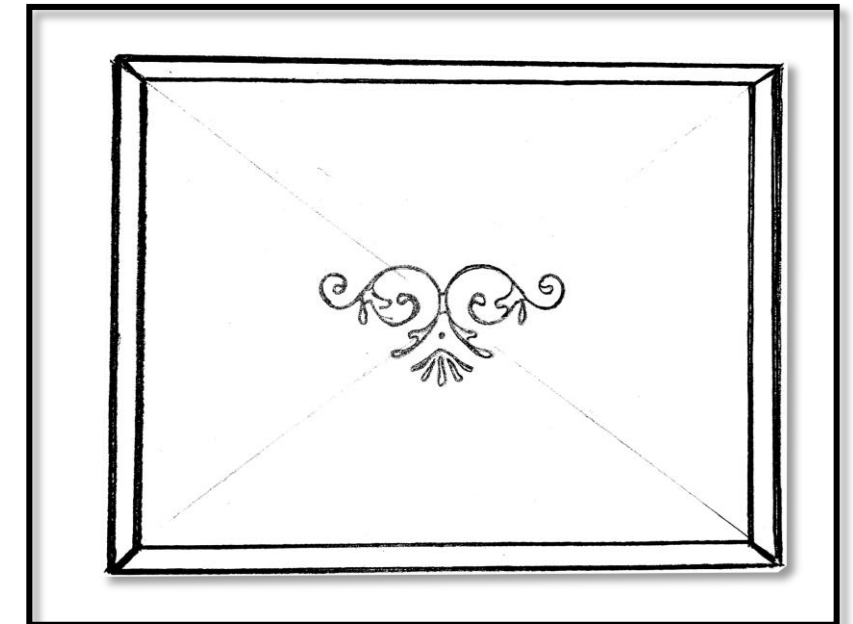
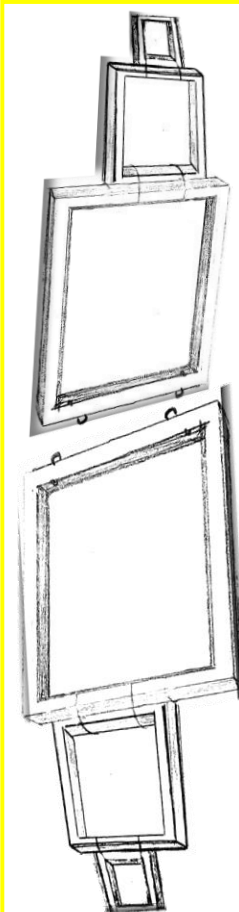
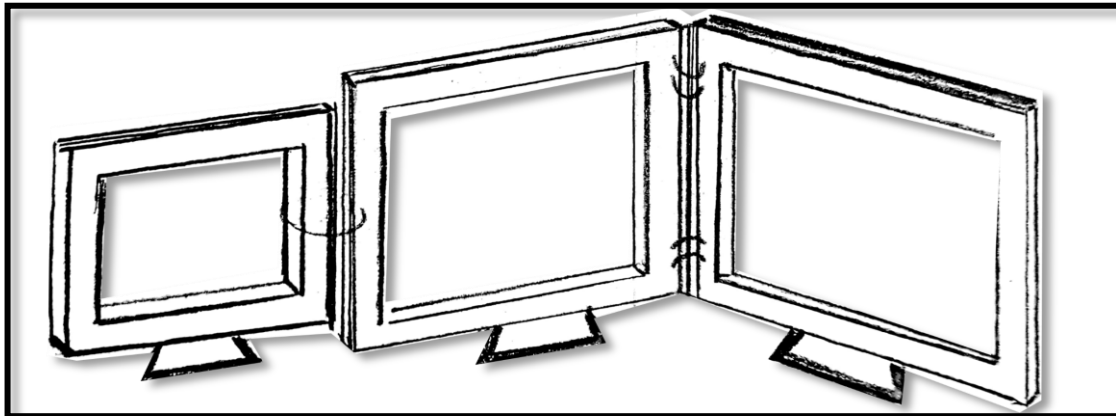


This was created by firstly drawing two rectangles then smaller and smaller ones inside the main rectangle. Going onto measuring them to 1 cm thickness and cutting out 5 various sizes. With the help of chicken wire I created rings and placed them in the middle of each frame looped and connected to the following one

Placement idea



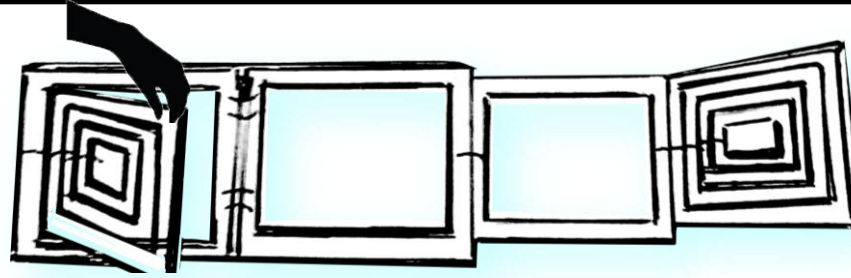
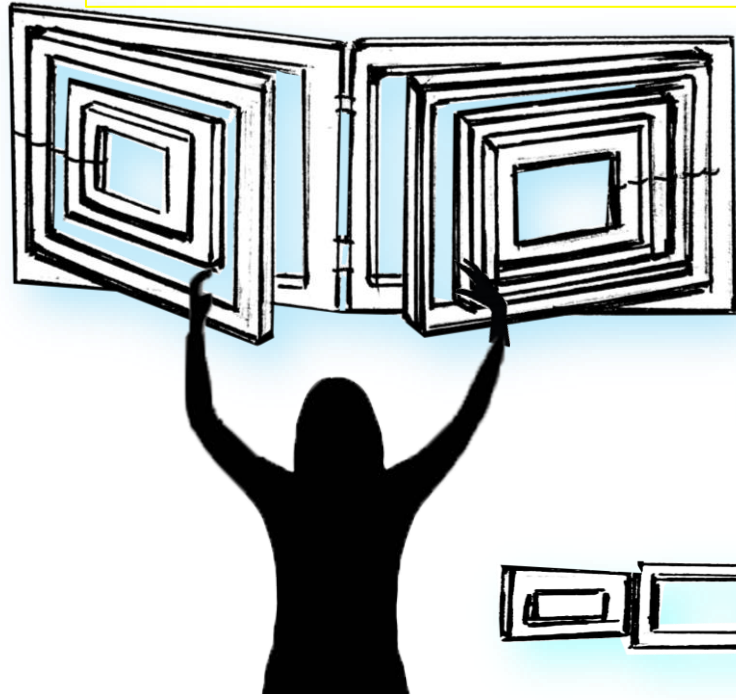
Standing Frames Example



BOX PACKAGING WITH AN ENGRAVED FEATURE

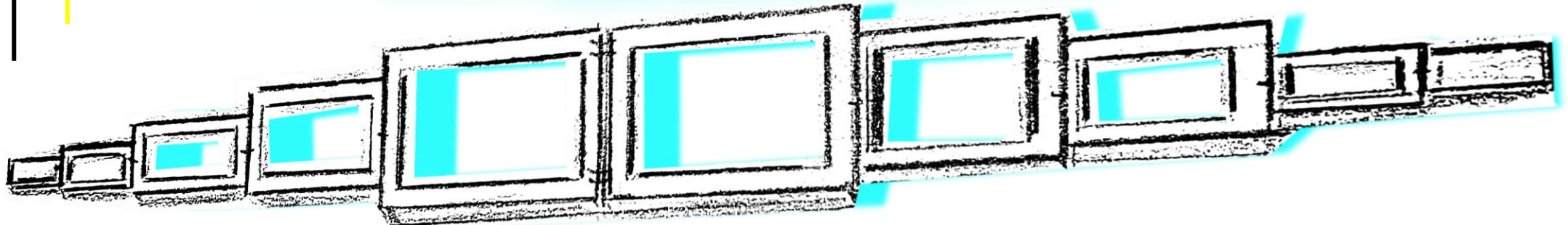
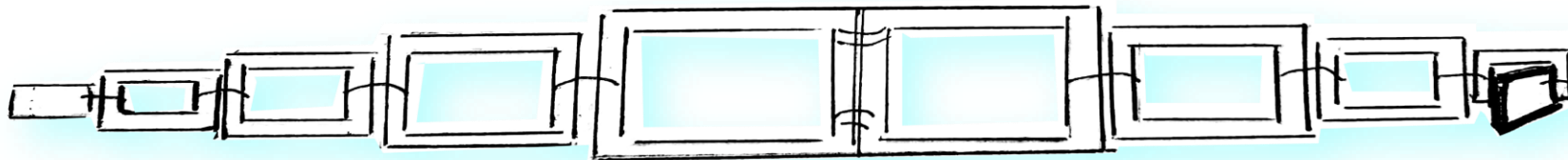
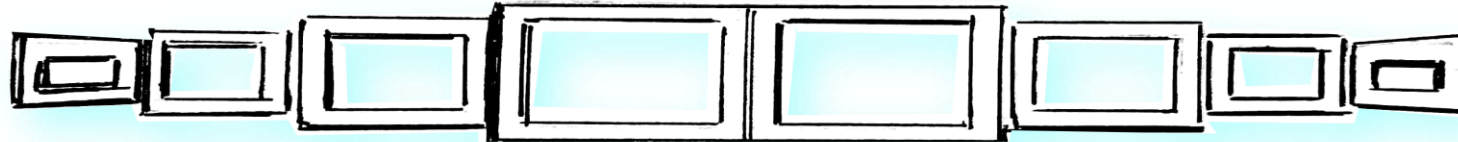
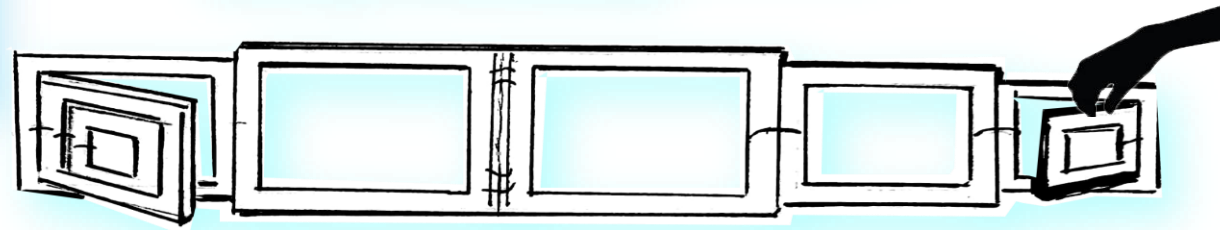


## 3D Sketches of Final Concept

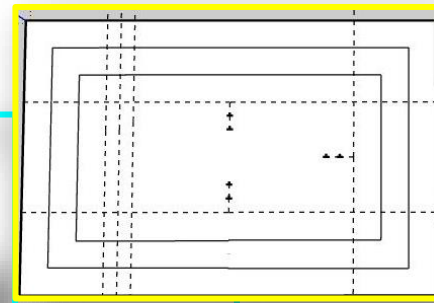
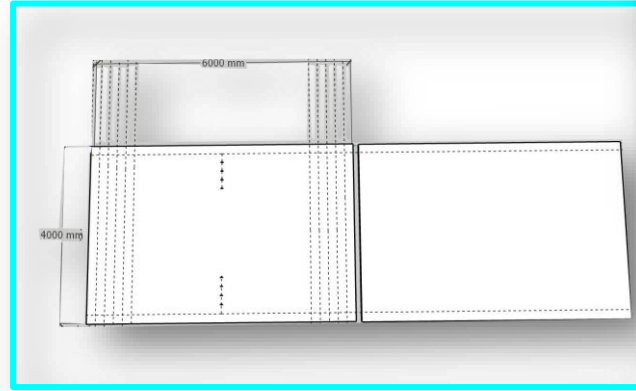
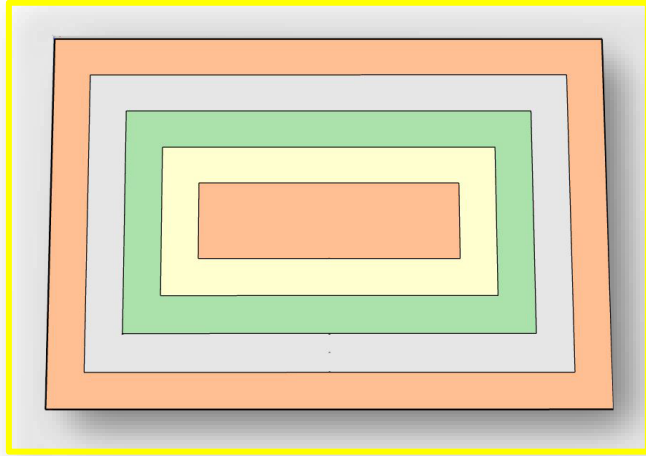


How the Wall Feature works:

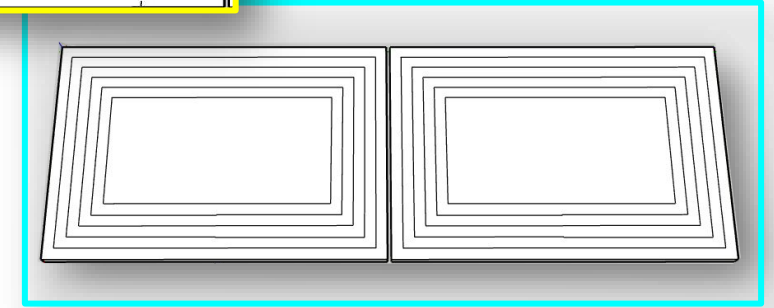
Opens out and folds back



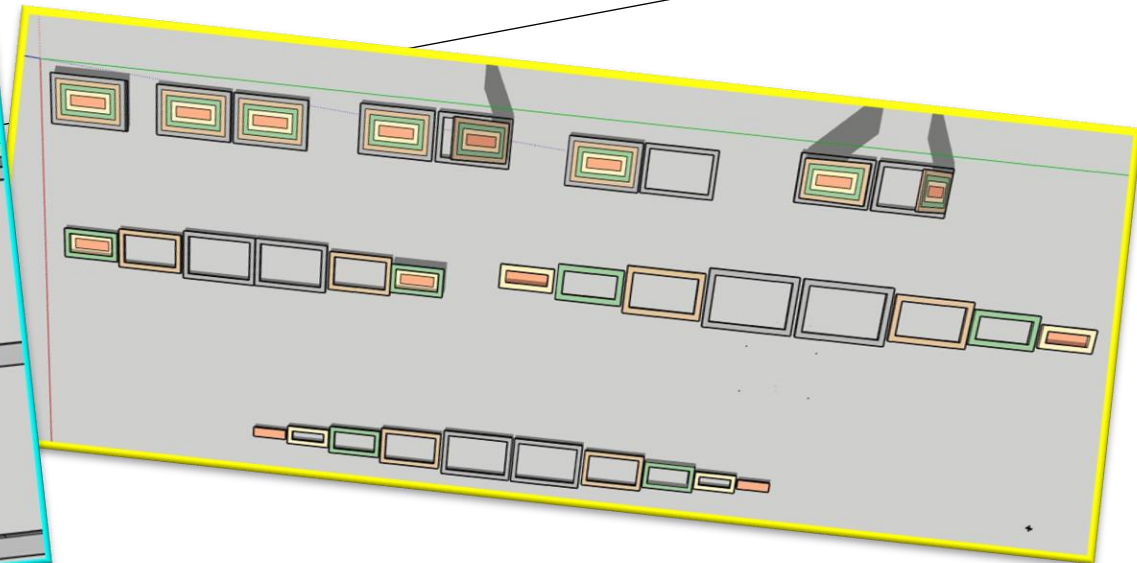
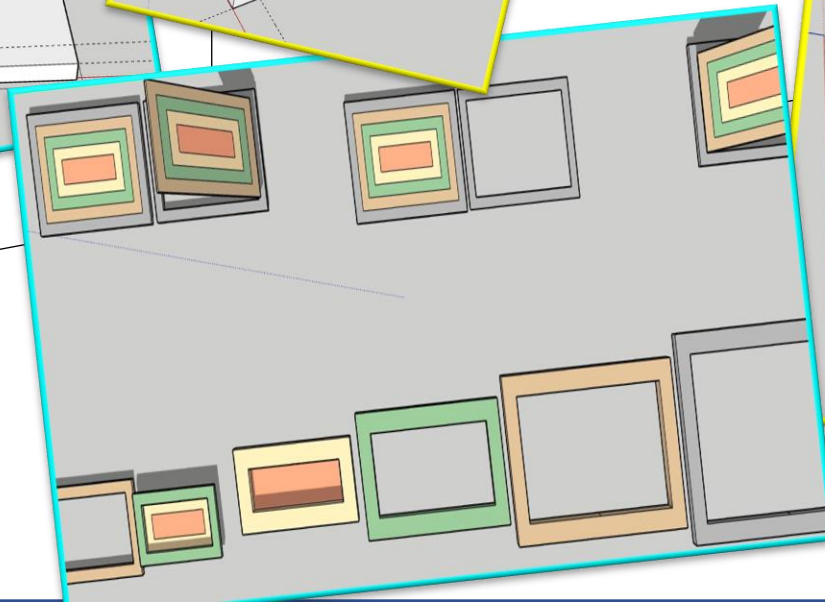
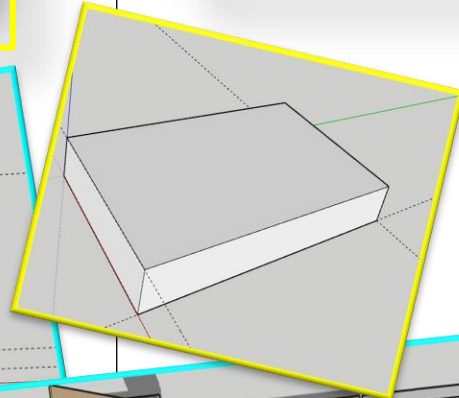
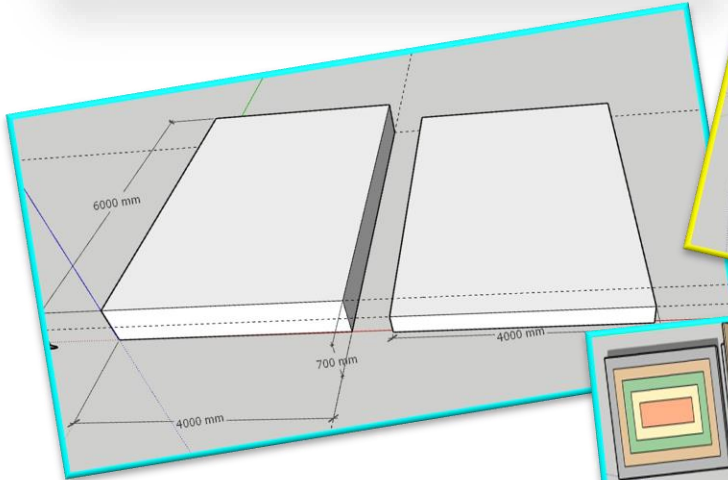
## 3D SketchUp & V-Ray Renderer Process



Life Measurements  
300mm (L)  
200mm (W)  
35mm (H)

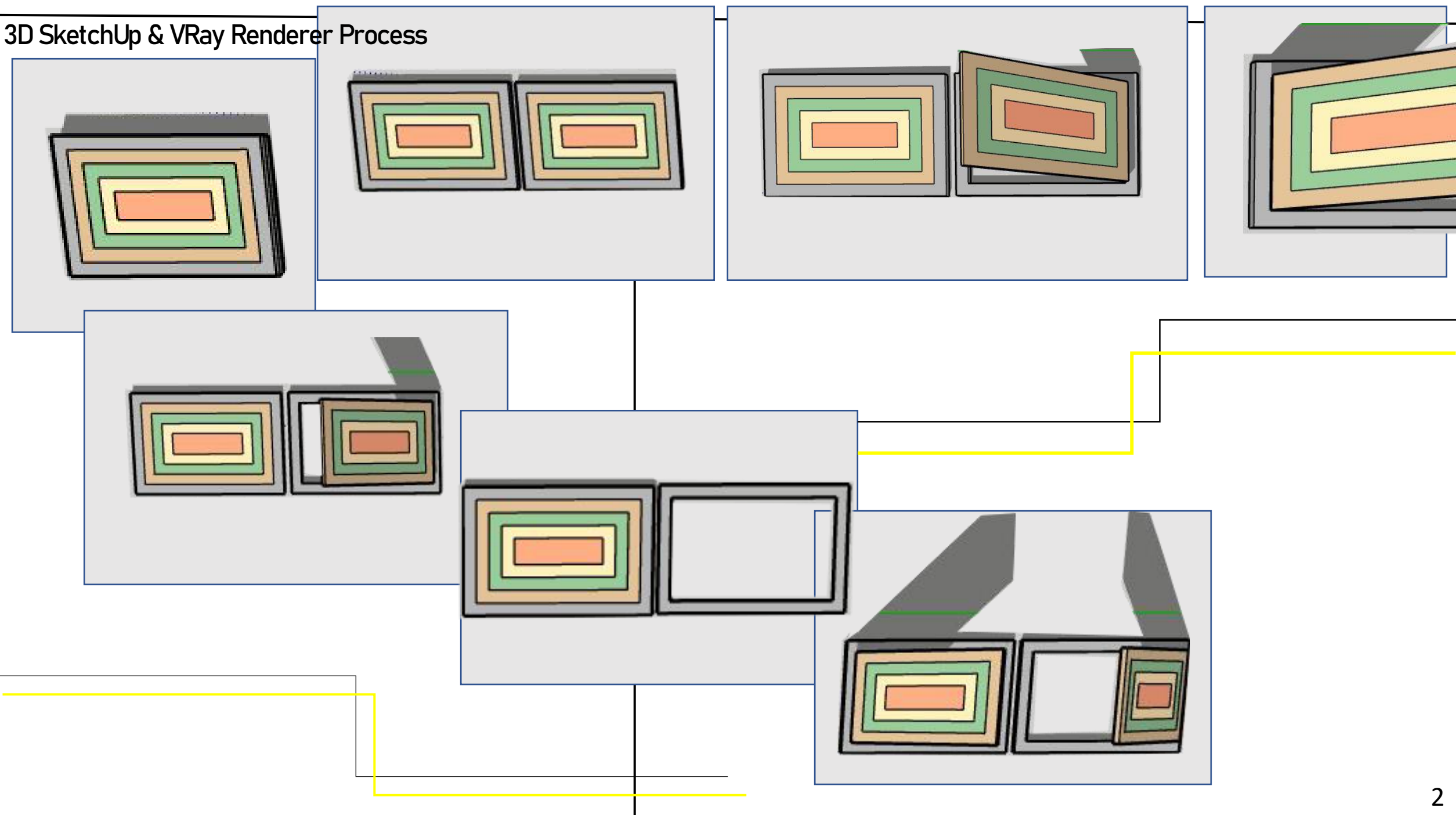


Scaled up 1:20  
Measured to 6000mm (L),  
4000mm (W), 700mm (H)

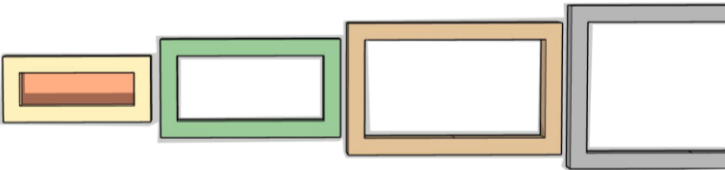
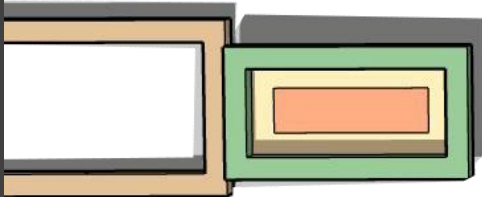


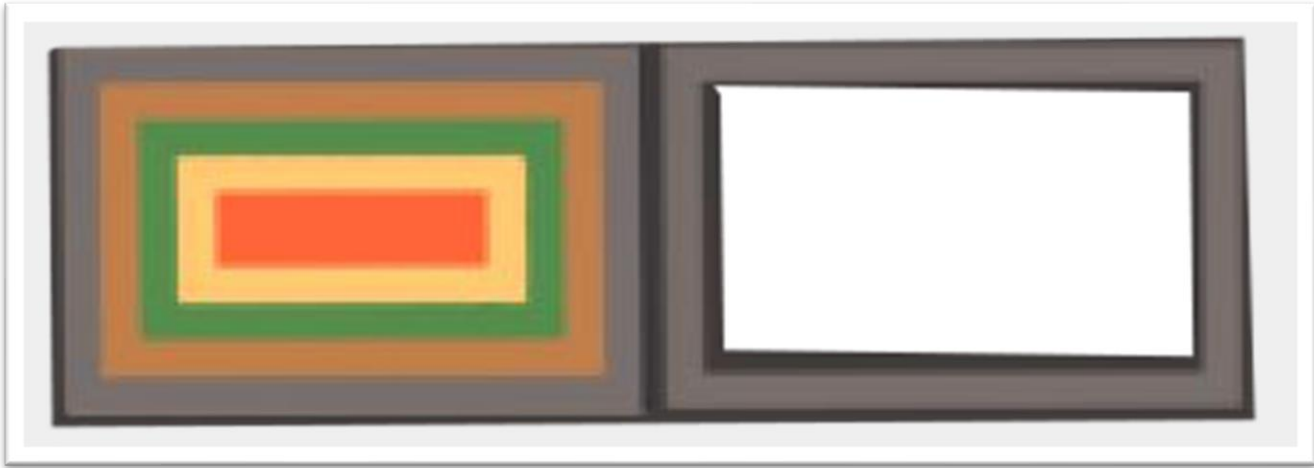
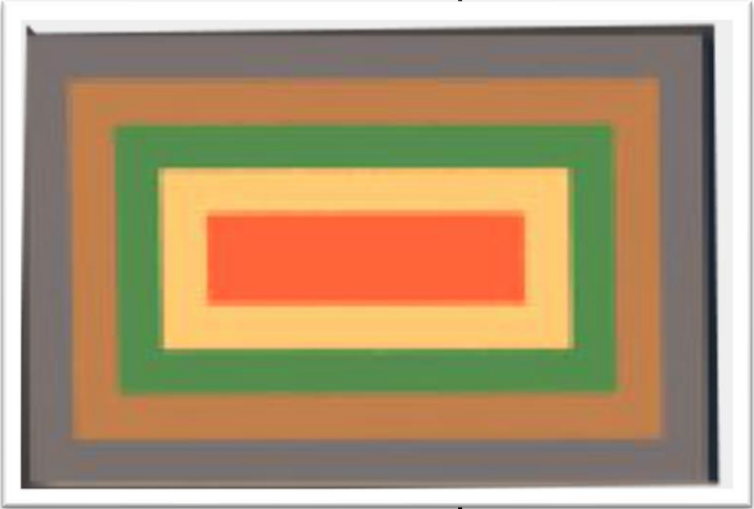


3D SketchUp & V-Ray Renderer Process

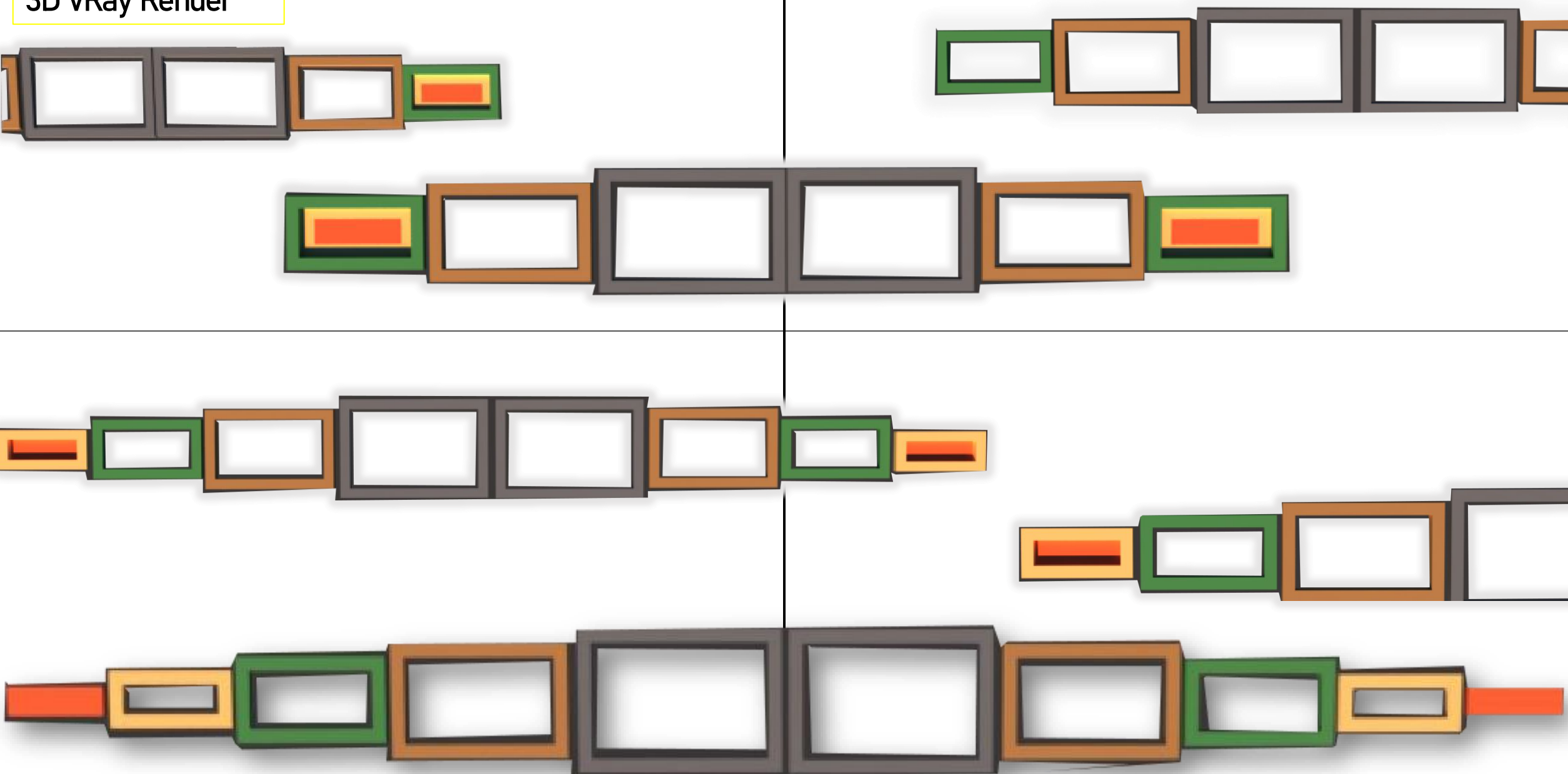


3D SketchUp & V-Ray Renderer Process







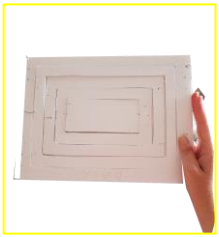


PROTOTYPE



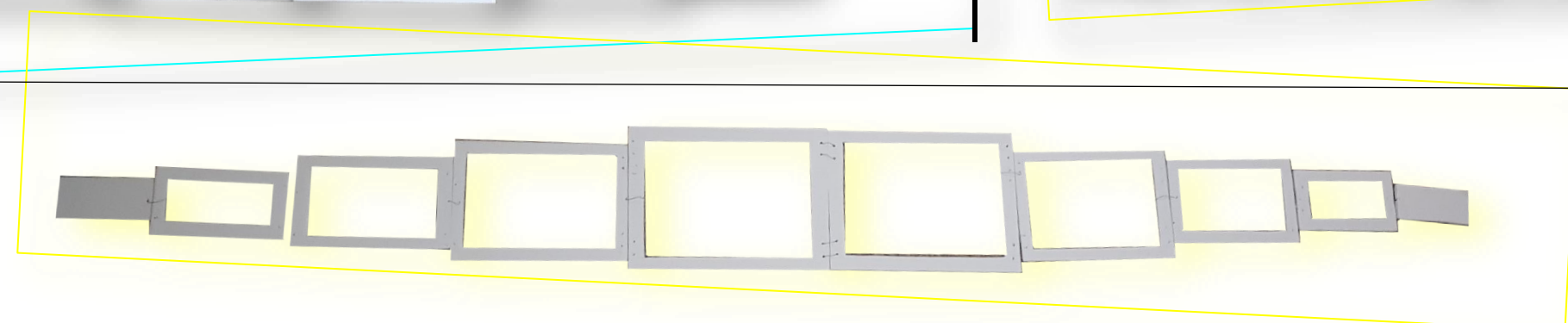
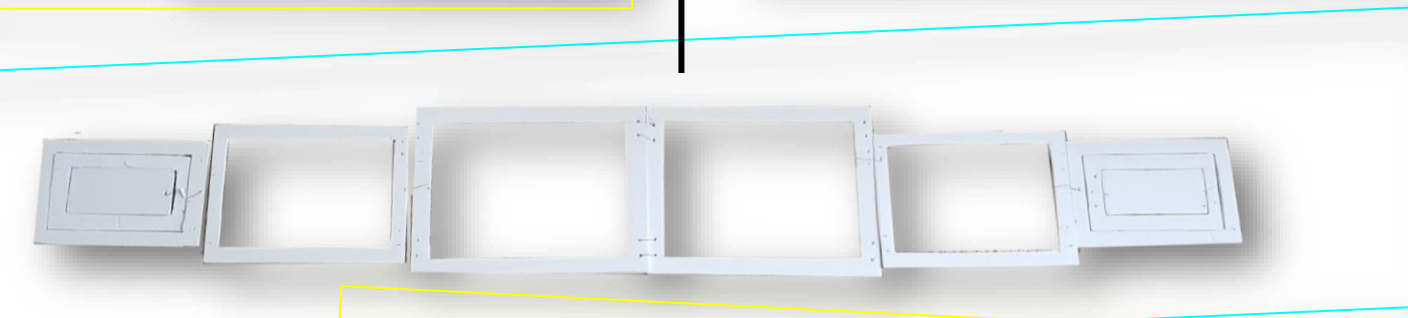
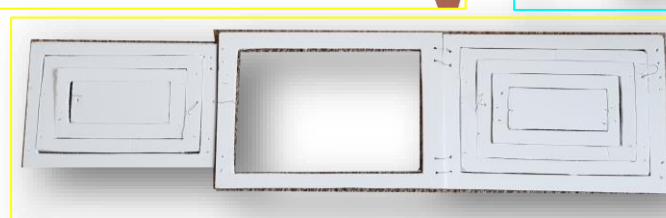
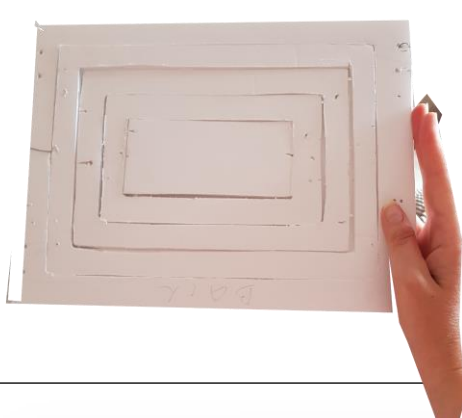
Exact Scale of Model In Original Rectangle State.

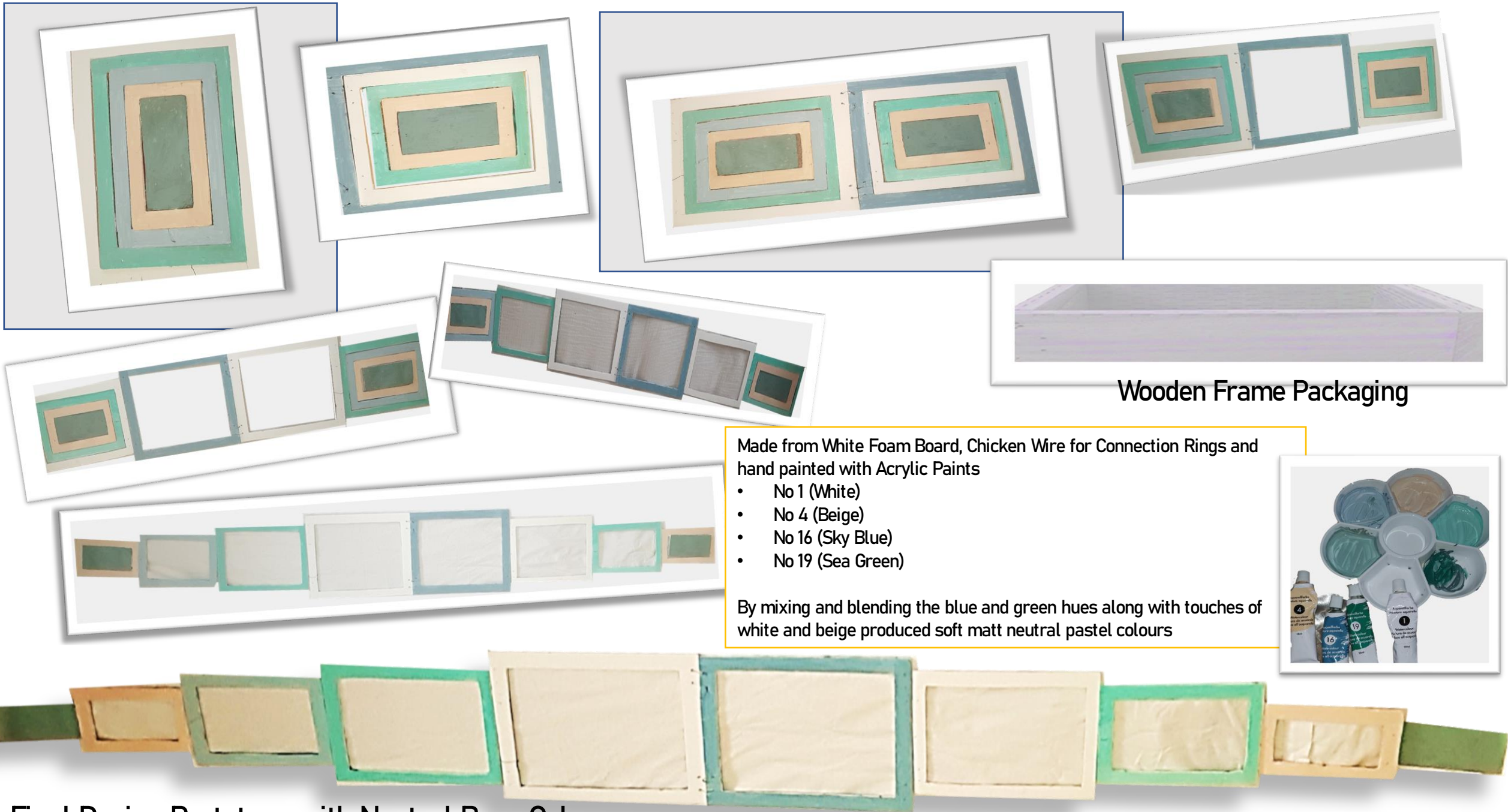
Measurements:  
300mm (L)  
200mm (W)  
35mm (H)





Prototype Opening Process





## Wooden Frame Packaging

Made from White Foam Board, Chicken Wire for Connection Rings and hand painted with Acrylic Paints

- No 1 (White)
- No 4 (Beige)
- No 16 (Sky Blue)
- No 19 (Sea Green)

By mixing and blending the blue and green hues along with touches of white and beige produced soft matt neutral pastel colours



## Final Design Prototype with Neutral Base Colours