

Beth Harle

Interior Designer

Profile

I am a recent Interior Design Graduate with a First Class Honours achieved at the Edinburgh College of Art (2020) with a passion for design across all sectors. I am particularly interested in how space can alter the way we think and behave, highlighting how design impacts society both mentally and socially.

I enjoy researching the history of brands and companies to bring a personal thought process to projects, transferring traditional training in observational drawing, sculpture and painting and applying them to solving and providing ideas to designs. I am enthusiastic, a fast learner, and confident in using initiative and working within a team.



Confident In:

Photoshop, InDesign, Dimensions, AutoCAD, ArchiCAD, SketchUp, Microsoft Office

Profficient In:

Revit, Illustrator, Vectorworks



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Experience

Designer 06.2020–Present ALT–D Student Initiative, Remote

Leading the design team in creating a degree show website for over 100 graduates, designing a billboard and other promotional graphics.

Interior Design Intern 09.2019 Contagious, Glasgow

Selected for a two-week internship creating CAD drawings, sketch designs, sourcing samples and subsequently specifying finishes.

Interior Design Intern 09–12.2016 Lyons Sleeman + Hoare, Hampshire

Explored a Design brief by the Senior Designer, creating a drawing package and visuals.

Waiting Staff 03–06.2019 Lady Libertine, Edinburgh

General waitress duties, serving events, and training staff at the speak-easy, fast-paced bar.

Server 06–08.2018 The Savoy, London

Part of the afternoon tea waiting team at the prestigious hotel, providing a bespoke and high-quality service.

Waiting Staff 08.2016–06.2018 Wagamama, London/Edinburgh

Team member in flagship branches.

Education

BA Interior Design 06.2020 First Class Honours

The University of Edinburgh, ECA 2016 to 2020

1st Year Fine Art Degree 06.2016 Newcastle University 2015 to 2016

Fine Art Foundation 07.2015 Distinction

The Royal Drawing School, 2014–2015

A Levels A*A*A 07.2014 Bishop Ramsey School 2012 to 2014

Achievements

The John L. Paterson Award 06.2020 The University of Edinburgh

For the highest achieving student in the department.

Project published in Dezeen 09.2020

Graduate work selected amongst five other BA Honours students.

Co-led Alt-D's design team 2020

An alternative student-led, virtual degree show, which featured magazines such as Art Mag and Craft Scotland.

Won a night school place 09.2016 D&Ad New Blood Shift

Following a presentation to industry professionals, one of 18 selected, and work featured in Creative Review and Design Week.

Work Shortlisted 07.2014 The Royal Academy A-Level Summer Exhibition Online

Later commissioned paintings for Paralympian, Natasha Baker, MBE and former director of The Red Cross, Mike Whitlam CBE.

Key Skills

Concept

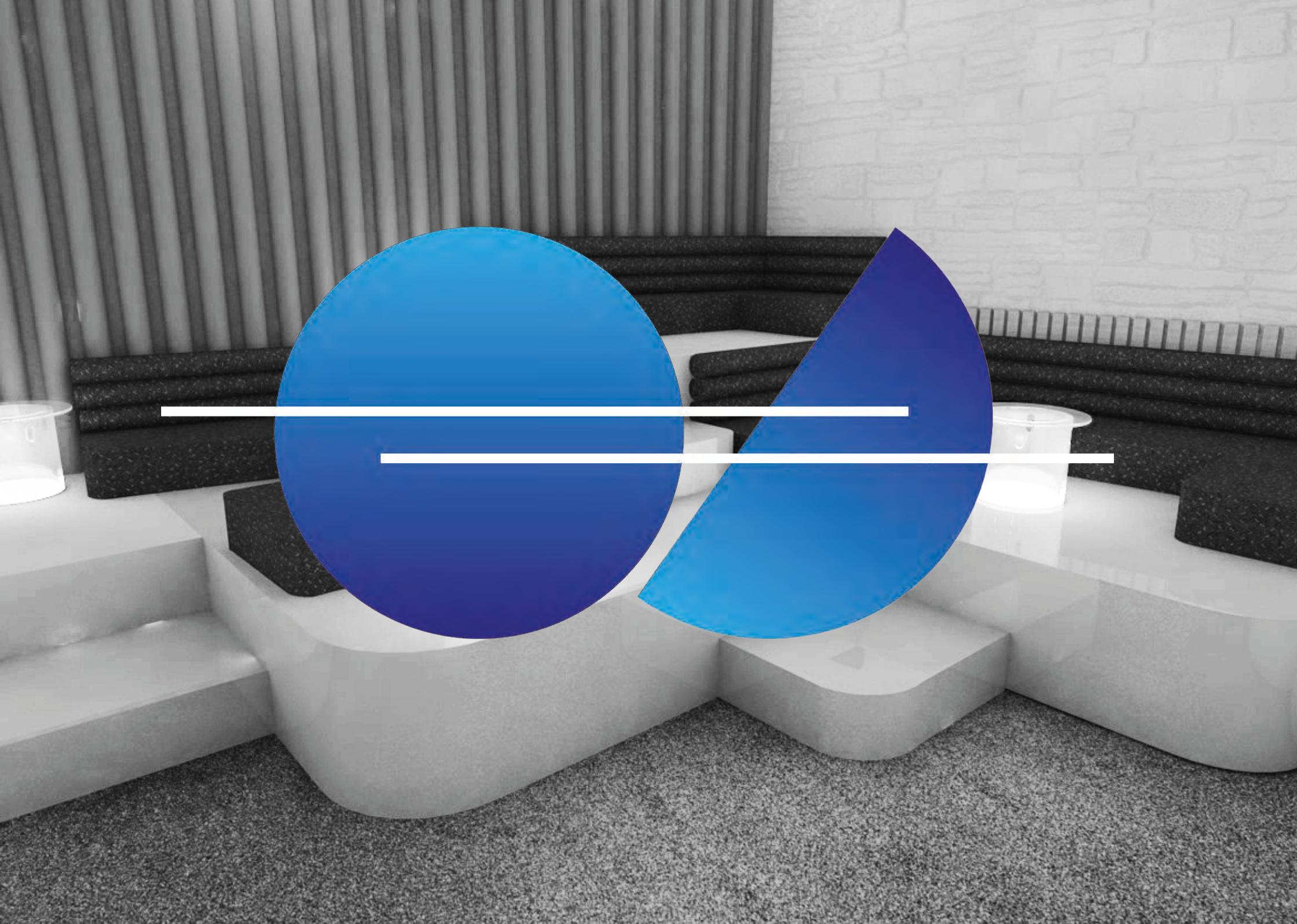
Primary Research
Idea Development
Concept Sketches
Mood Boards
Sample Organisation

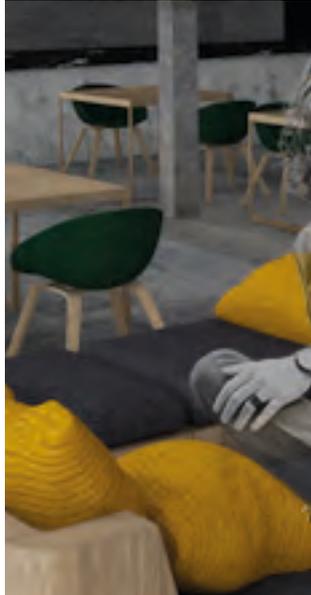
Communication

Presentations
Customer Service
Collaboration
Team Leading
Writing

Technical

Construction
Detailing
CAD Packages
Hand Rendered
Visuals
Model Making
BIM
Photo-Renders
Collages
Graphic Design
Photography
Branding





01

Wax Lyrical Day+Nightclub

Graduate Project
Summer 2020

Addressing the shrinking of the nightclub industry in the UK, and the negative aspects of the nightlife culture.

02

House of Osbourne Cake Shop

Set Brief Summer 2019

Questioning the traditional target market for a cake shop, and creating an environment which makes each gender feel welcomed.

03

Rick Owens Branded Hotel

Set Brief Summer 2018

Creating a branded hotel for high fashion designer, Rick Owens for short-term stays for creative professionals.

04

Ceiling Detail Construction

Set Brief Summer 2019

Detailing the construction of the bespoke ceiling created as part of the House of Osbourne project.

05

Design Book Wax Lyrical

Graduate Project
Summer 2020

Book created showing the story of the final project from conception to visuals.

06

Other Projects Art and Design

2015-2020

Paintings, drawings and sculptures. Project completed as part of D&Ad New Blood SHIFT. ALT-D Alternative Degree Show Platform

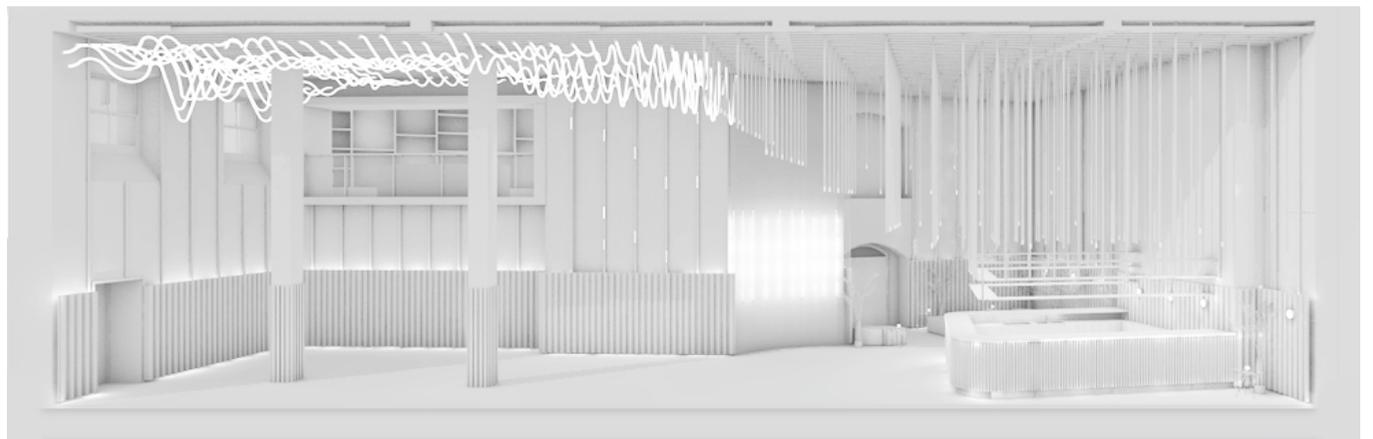
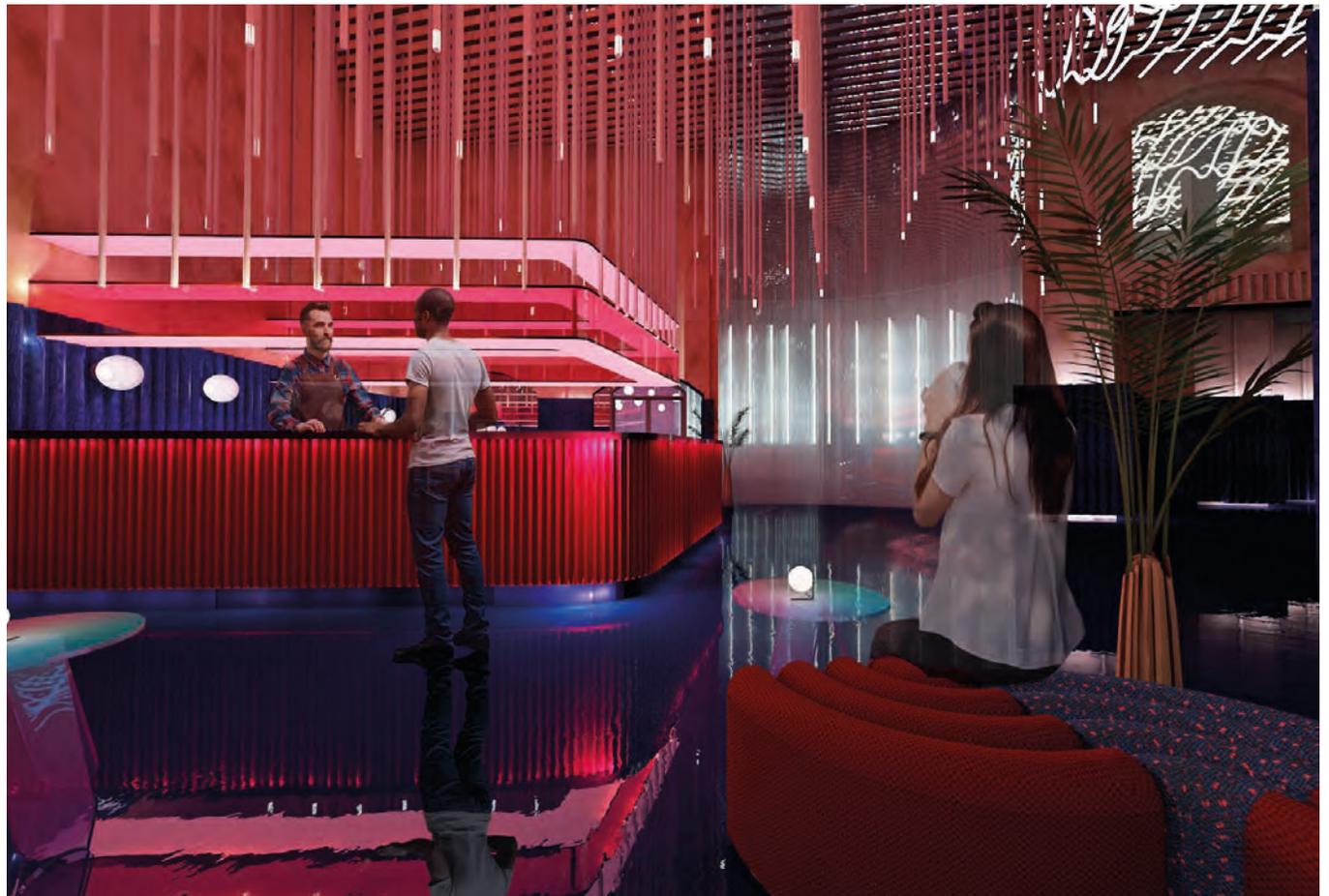


01

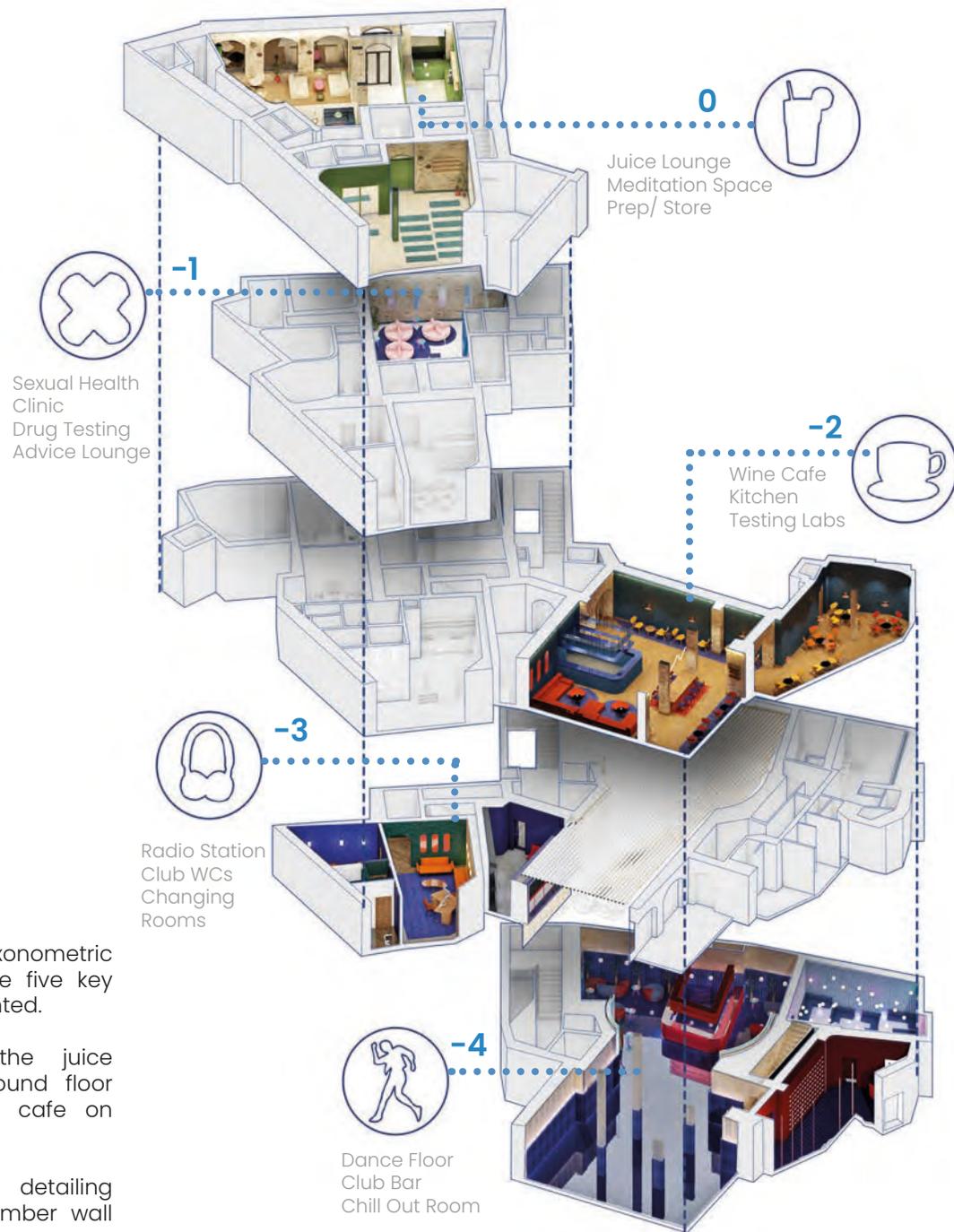
Wax Lyrical Day+Nightclub

Pushing the definition of a nightclub to address the associated nightlife culture with day and night functions. In turn targeting the negative press of nightclubs and the current shrinking of the industry.





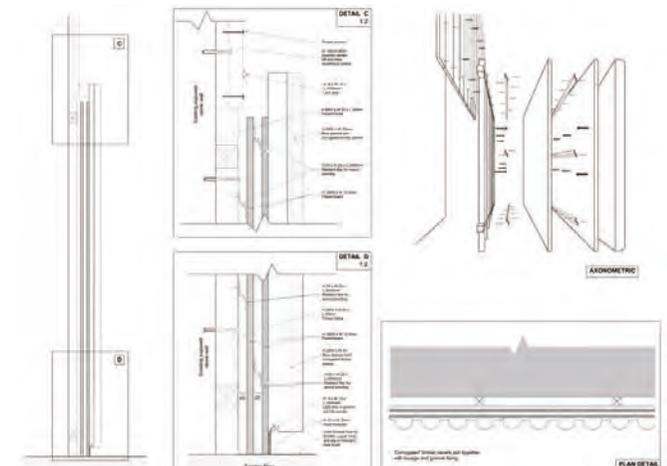
Dance floor with DJ balcony and 'heartbeat' LED lights which pulse across the ceiling within the nightclub space. Column lights lower the ceiling height to create a more intimate bar space.



Exploded axonometric render with the five key spaces highlighted.

Renders of the juice lounge on ground floor and the wine cafe on basement -2.

Construction detailing of scalloped timber wall cladding



02

House of Osbourne Cake Shop

Exploring the history of cakes and the traditions, to then target a more inclusive demographic of both genders.

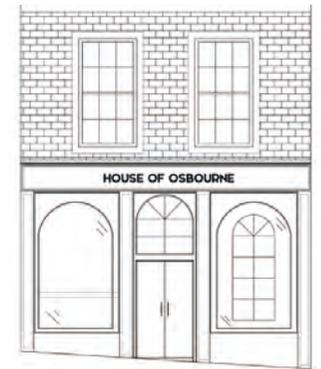
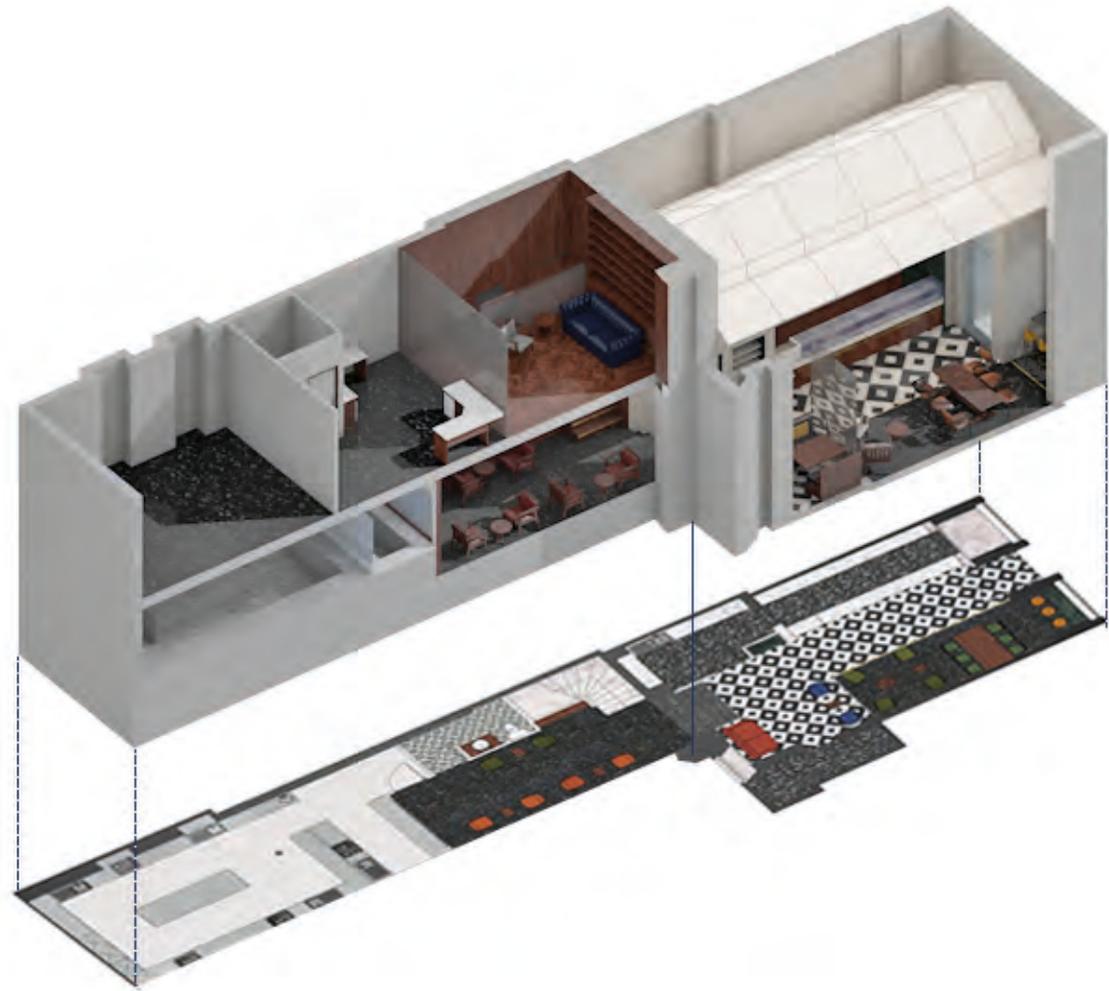


Brief :
Design A Cake Retail Store

Location:
1 Victoria Street, Edinburgh

After visits to Edinburgh's existing cake shops, and research into the marketing of cake, I found the interiors and branding always tended to target women. Throughout history cake has been considered feminine, yet most men enjoy cake as much as women.

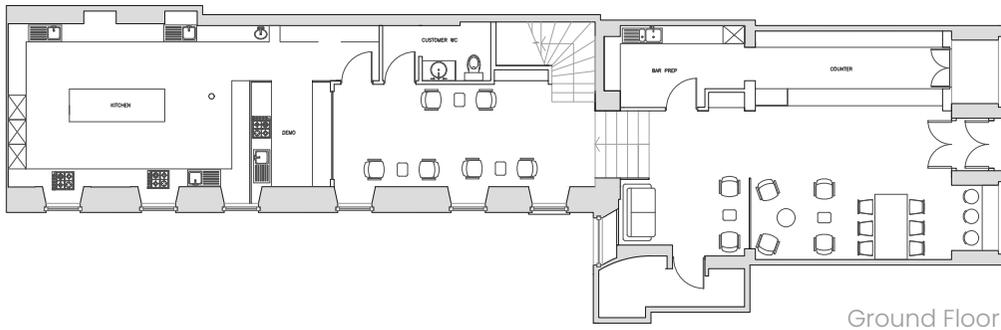
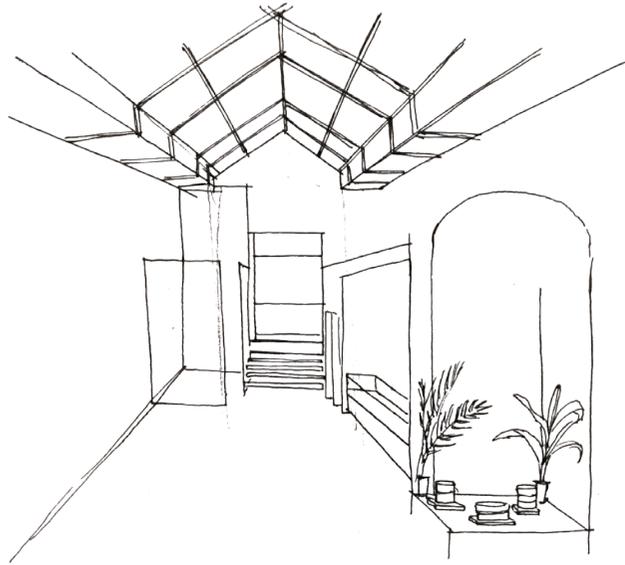
Therefore I decided to create my brand, serving 'no frills' cakes paired with alcoholic drinks, opening the street to evening activity. Merging a typically female environment (cake shops) and male environment (pubs) to open up the demographic, and make all genders feel comfortable.



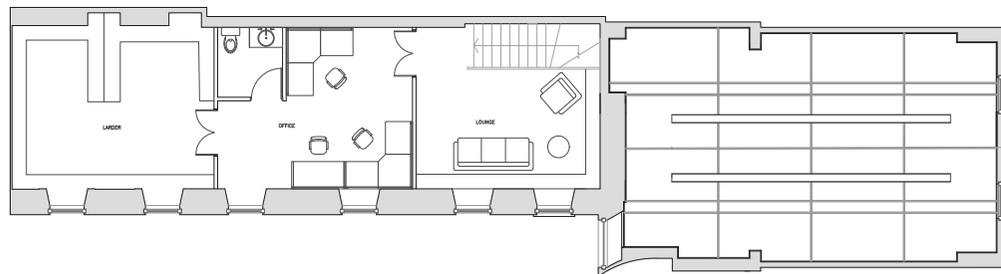
Concept outline sketch of the ceiling design

Render of the waiting area on first floor for the baking classes

Render of the rear of the shop on the ground floor with demo area window



Ground Floor



First Floor



The focal point of the design became the ceiling, in which a clear acrylic structure inspired by Victorian architecture was suspended and back lit with LEDs. This gave a feel of a conservatory, typical of the period and a space designed for leisure.



03

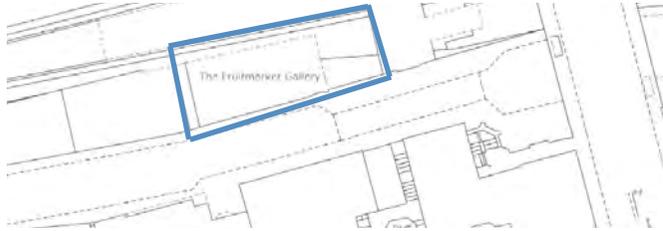
Rick Owens Branded Hotel

Taking the SS18- ready to wear collection by fashion designer Rick Owens, his furniture range and his architectural sources of inspiration, the hotel is designed for young creatives needing a quick stay for business.



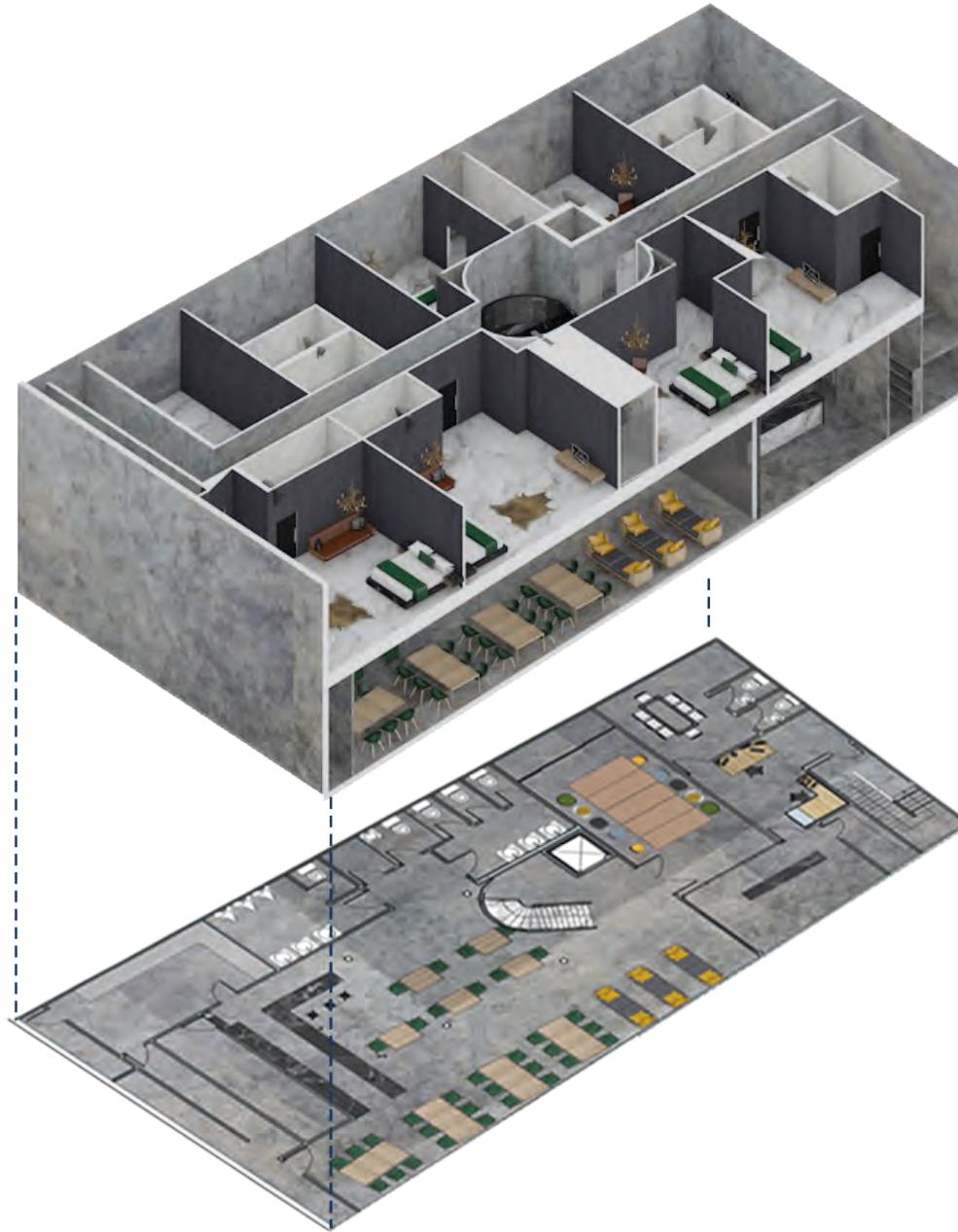
Brief :
Hotel Design For Rick Owens

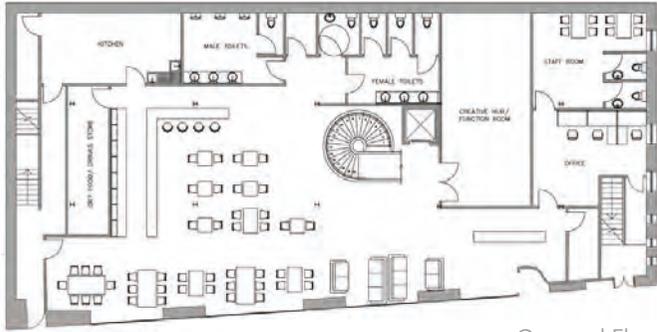
Location :
The Fruitmarket Gallery, Edinburgh



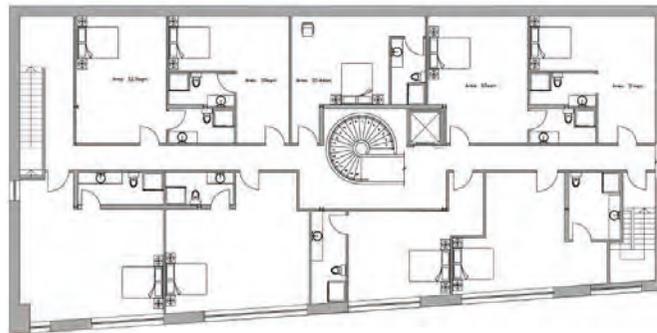
Located by Waverley train station, the existing building, used as a gallery, is the perfect site for those travelling to Edinburgh on business trips. For this reason, and to follow Rick Owen's brand identity creative bold looks I chose to focus on a demographic of creative young professionals

The brief required designing and making promotional materials for the hotel. To follow the demographic I designed a laptop case in the classic Owens leather, and chunky yellow straps of his sandal collection.





Ground Floor



First Floor

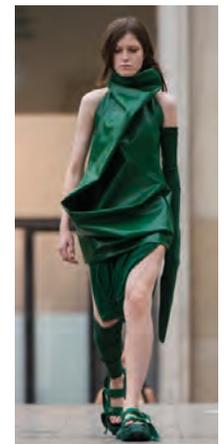
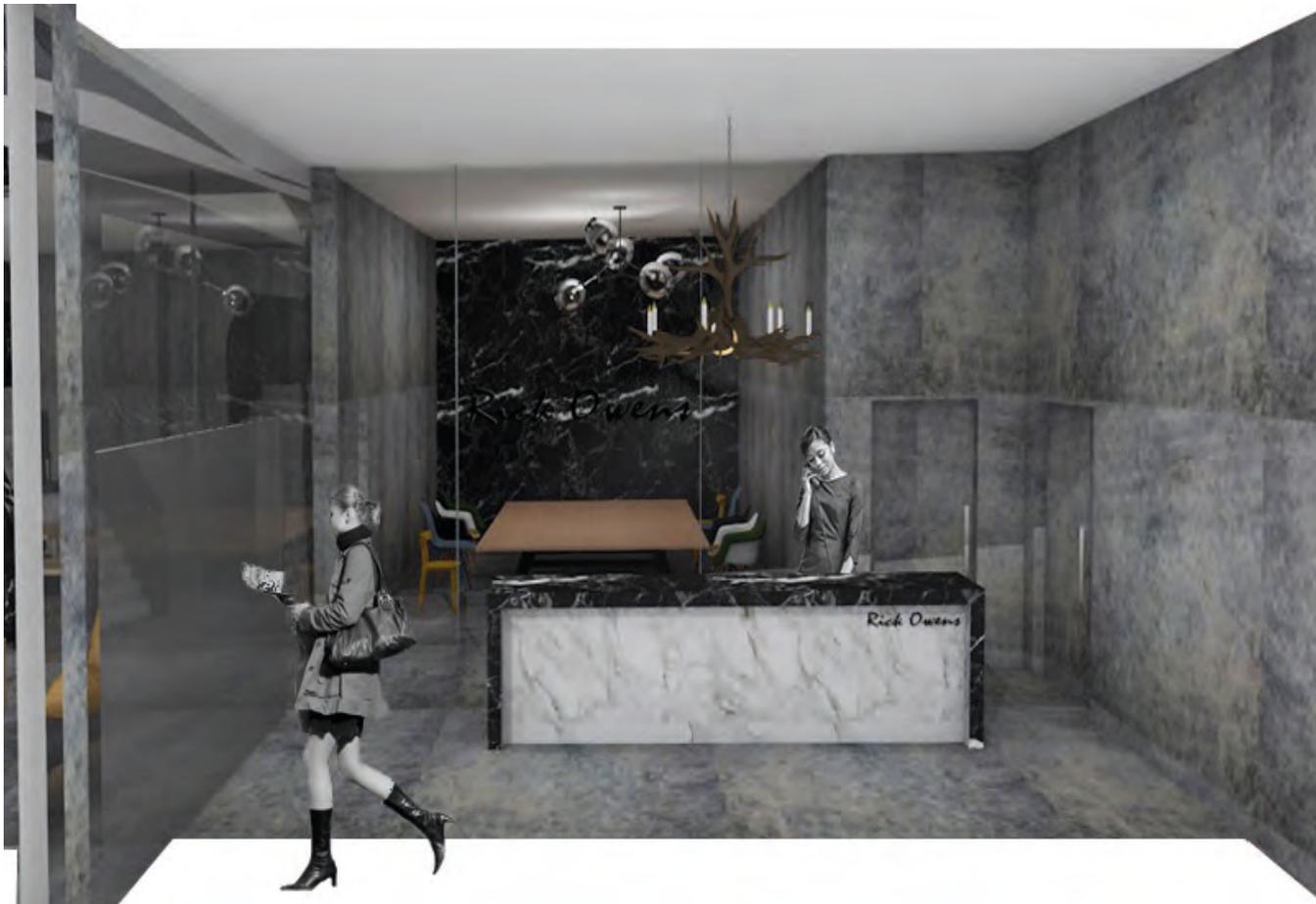


The main design feature of the hotel is the marble spiral staircase, inspired by Rick Owens' furniture and store in LA, both of which use veined monochrome marble. The stair connects the privacy of the upper rooms with the community of the ground floor restaurant and meeting room.

The hotel rooms and restaurant have bold ceilings, using roused textiles to create cloud-like forms above. The softness of the ceiling contrasts with the marble and concrete finishes used on the walls, floors and stair.



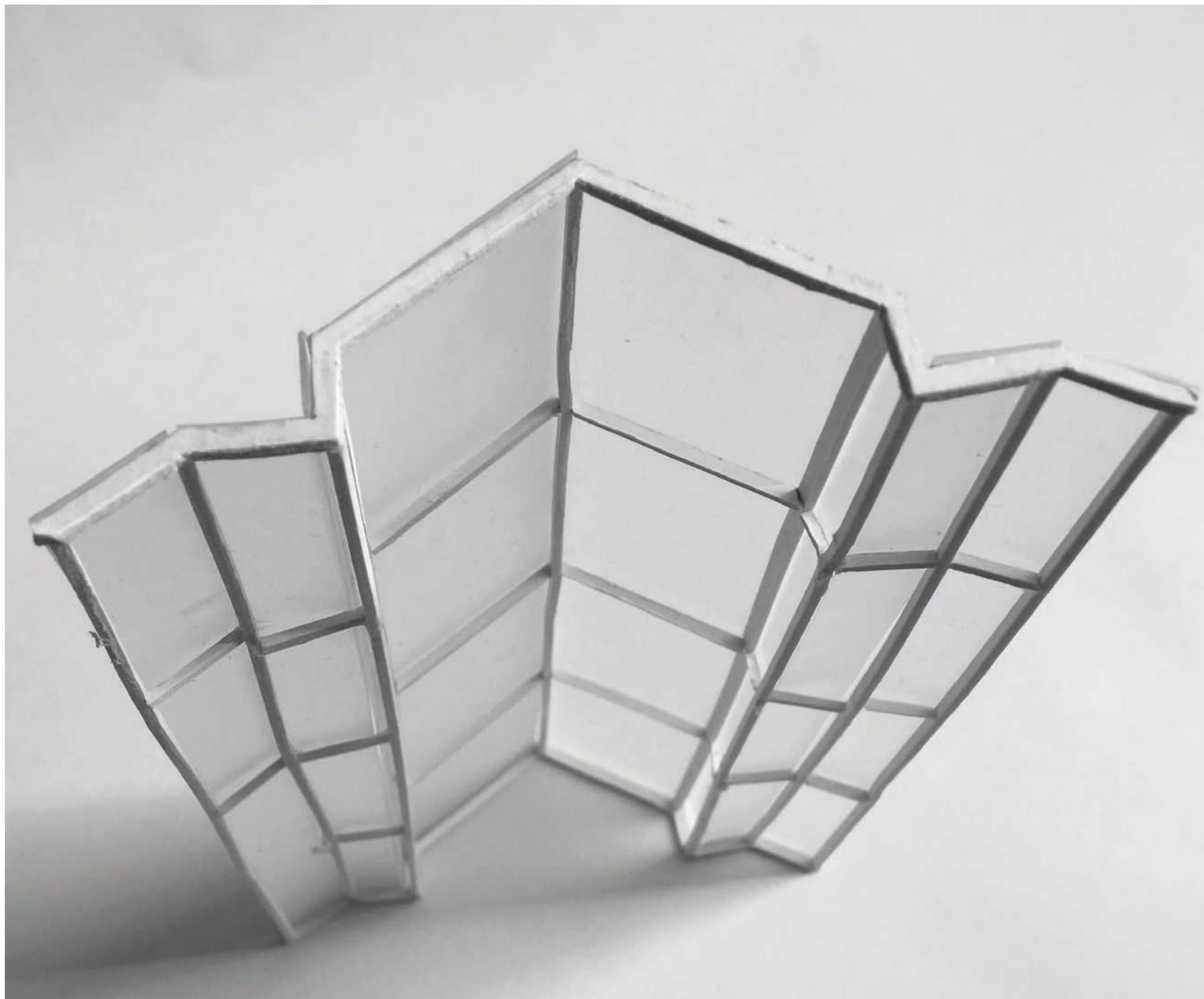
The design uses furniture ranges of Rick Owen's such as the 'Double Bubble Bench' as this consists of a timber frame, and upholstered seating. These are used as a waiting area before the restaurant.



04

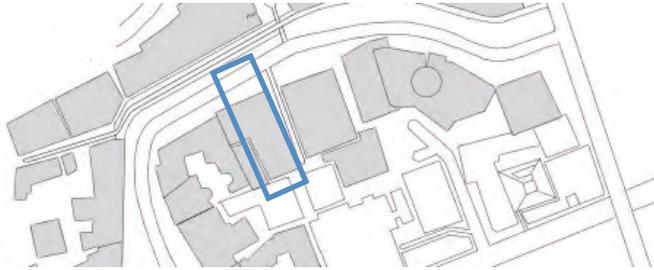
Ceiling Detail Construction

To understand how a suspended ceiling can work an investigation of a precedent project by architectural studio Snohetta, was undertaken. From this, knowledge was applied to detail my own designs from the House of Osborne project.



Brief :
Create a construction drawing set

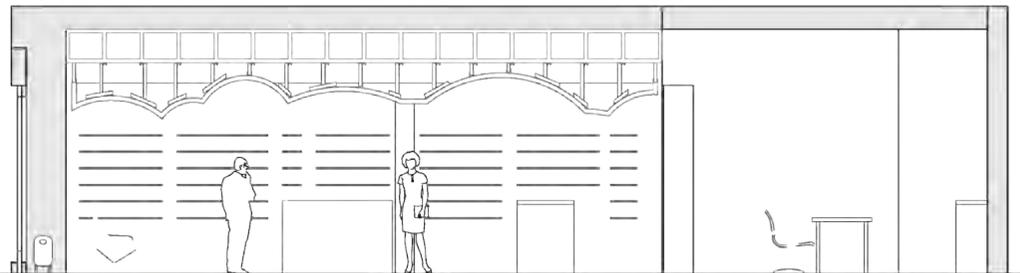
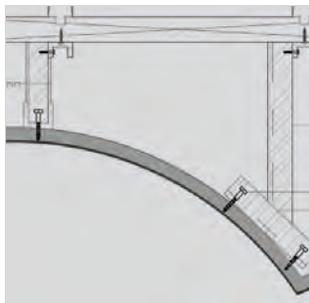
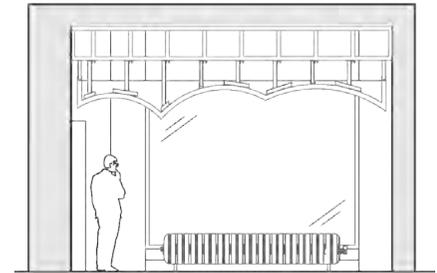
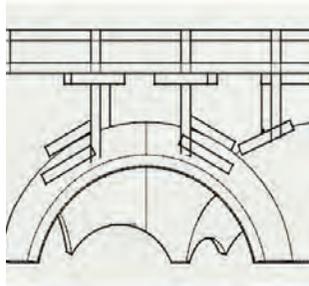
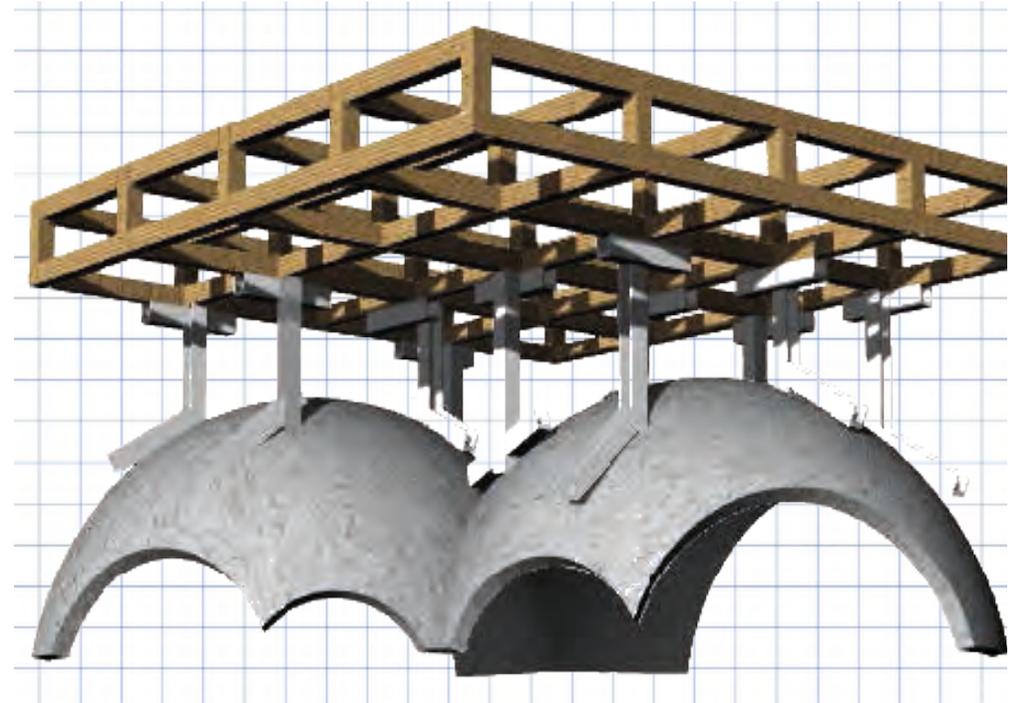
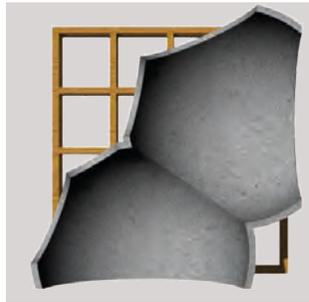
Location :
1 Victoria Street, Edinburgh



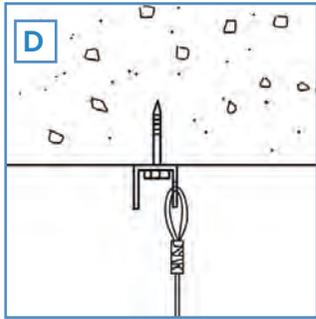
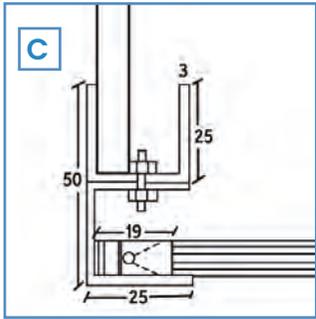
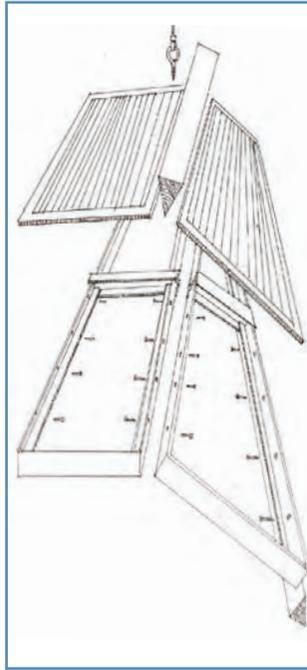
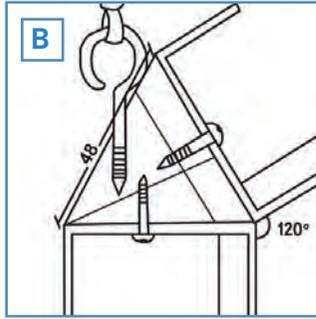
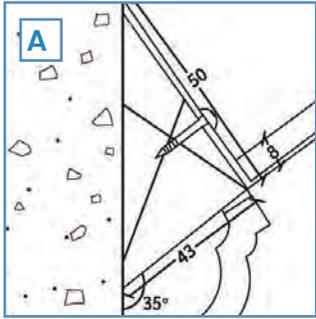
The selected project to study a construction detail of was Snohetta's gypsum plaster dome ceiling for Aesop's Oslo store in 2014.

Working from the contractors photographs of the plaster domes I pieced together a potential structure which would support the domes. This consisted of a timber frame and U-channels fixed to slices of the domes.

To visualise this structure I created a digital model in Rhino, and from this was able to produce a 3D print.





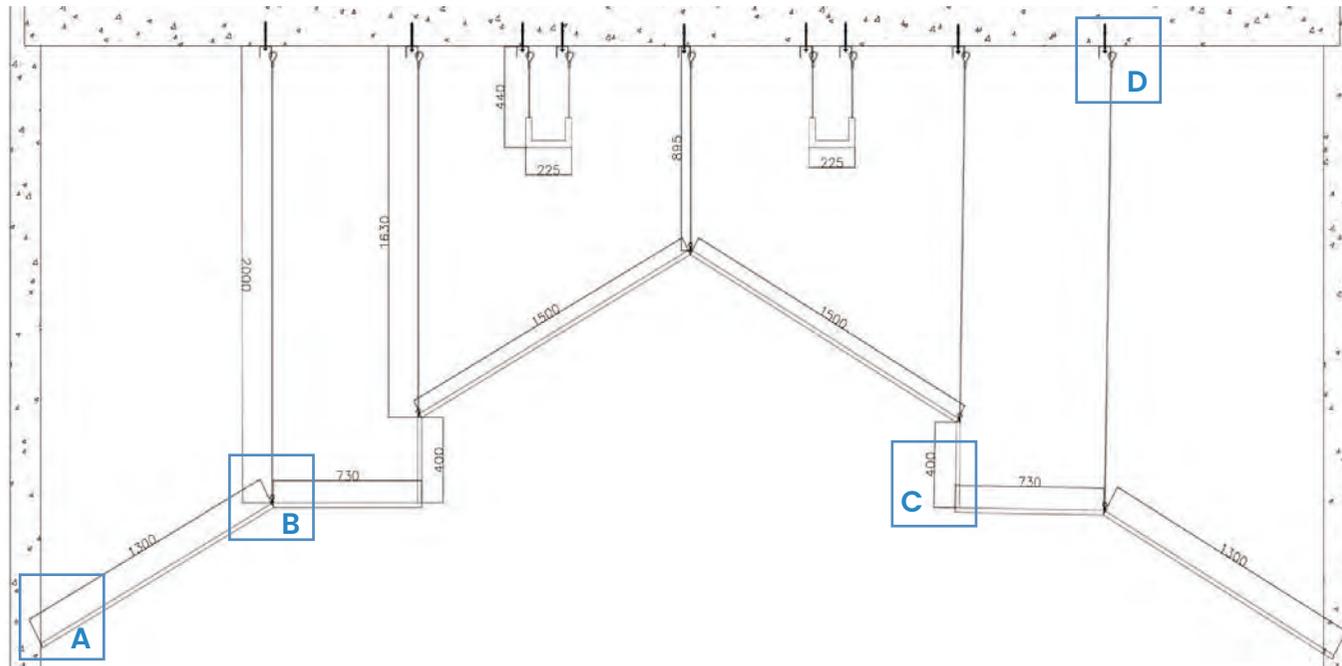
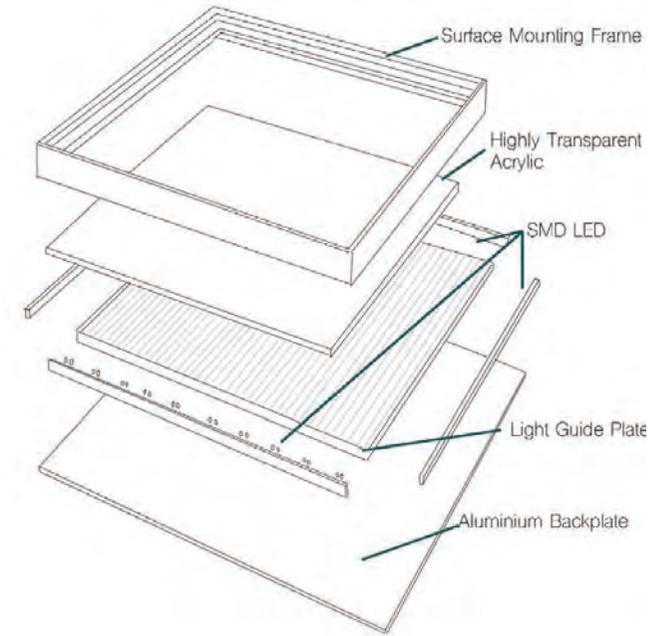


A: Detail of how the steel frame attaches to the existing wall with an oak segment which is screwed to the wall.

B: Detail of how different panels attach together with an oak segment which has hooks allowing cable to hold the weight of the frame.

C: How panels at a 90 degree angle meet, with bolts in the U-shape frame.

D: U-channels screwed into existing ceiling, and structure hangs via cables



Applying the research conducted to model and produce orthographic construction details of Snohetta's suspended dome ceiling, I created a detail package for the House of Osborne ceiling design.

The ceiling is an diffused LED- lit structure inspired by the architecture of the Victorian greenhouses, following the inspiration for the design of House of Osborne.

LED panels will be slotted into a steel framework, which is suspended from the ceiling with cables. The cables are connected to the ceiling with U-channels, screwed to the ceiling. The different panels are connected at 90 degree angles with bolts, and at irregular angles are screwed to oak segments, holding the panels in place, and at the right angles.

05

Design Book Wax Lyrical

For my degree project I created a design book explaining my design process, from conception and research, to finishes, construction detailing and visuals. For this I included sketches, diagrams, graphics and renders.



contents

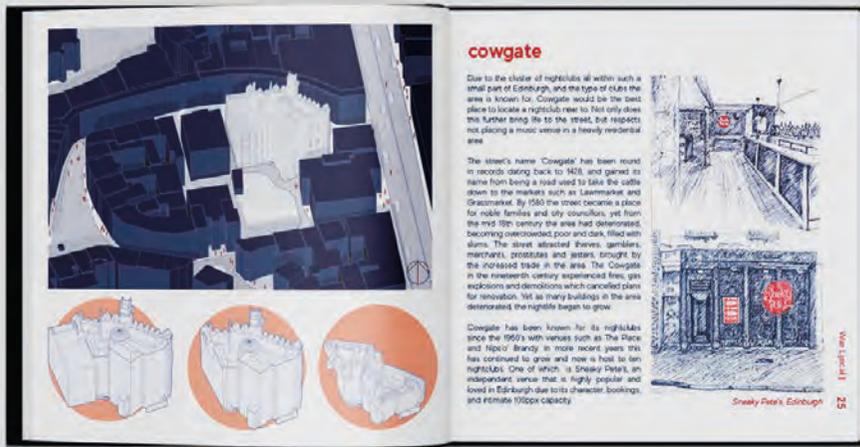
0 intro	01 context	03 visuals
7 Preface	UK Nightclub Climate 14	Wax Lyrical 64
8 Project Brief	Demographic 18	Wax PM 80
10 Nightclub History	Edinburgh Nightlife 22	Wax Cafe 82
	Wax Buildings 27	Check Post 84
		Lounges 86
analysis	02 strategy	04 drawing set
	Approach 30	Elevations 92
	Day - Nightclub 38	Floor Plans 93
	Clear Strategy 43	Sections 98
	Lounges 47	

brief

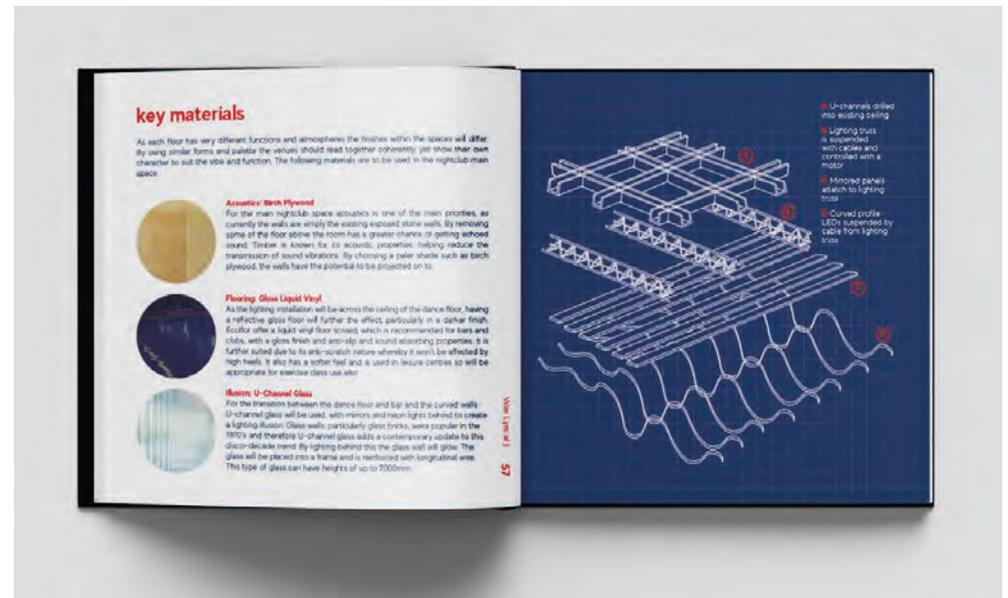
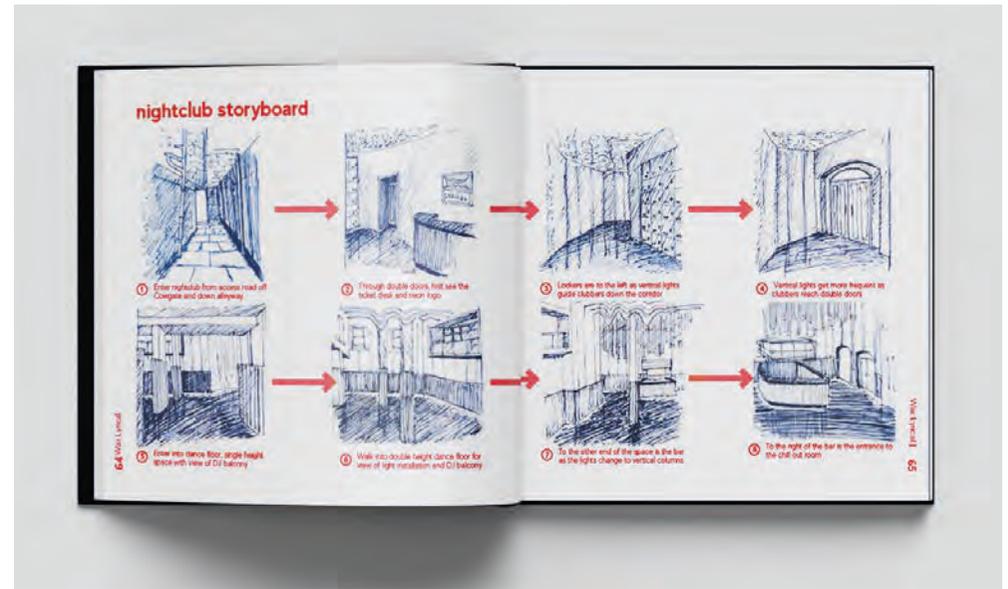
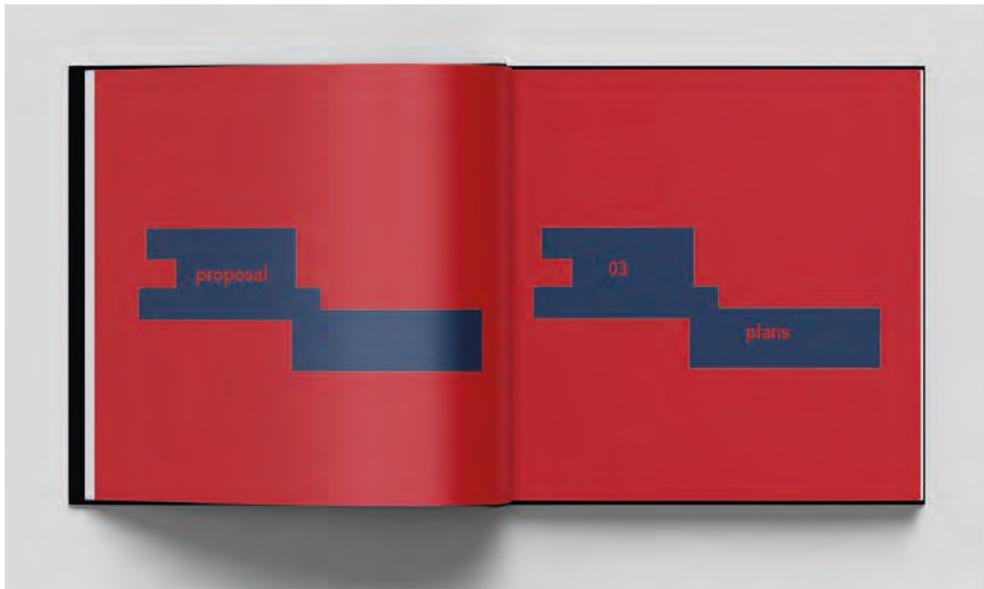
One wonders if we are witnessing the ultimate finale of the disco era, the end of communal physical exuberance, and maybe the end of the collective in general: at the same time, on another level the surviving night venues radiate an inevitable sense of euphoria, a common understanding that we should never renounce the possibilities of solid physical spaces as a medium for escape

design a nightclub which addresses the changing trend of culture in the UK

- OMA ARCHITECTS



As the project, titled 'Wax Lyrical' had influences of music and vinyls, the graphic style took influence from factory records, album art work and modern day club posters. The colours were selected, being the scheme to the main nightclub interior.



The designed aimed to be playful, and attract the demographic of 18-30 year olds with bold sans-serif font, and a collage style. The book explores subjects such as the history of nightclubs, the site, the demographic, the proposal.

The graphic shape featured on the cover and for chapter pages was taken from the shape a section of the building forms. As the building occupies different basements the unique shape simplifies the visual.

06

Other Projects Art and Design

Before moving to interior design I trained in Fine Art at the Royal Drawing School. Painting and sketching remains a hobby and I continue to use these skills within project development. Following my art education I won a place on D&Ad's New Blood Shift, and created a creative advertising conceptual project for an interiors brand.

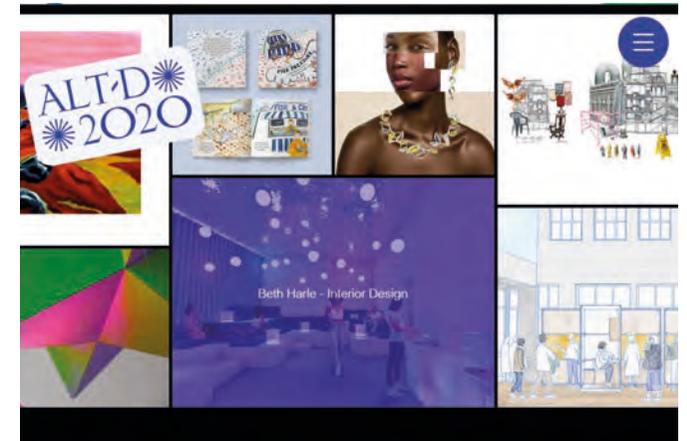
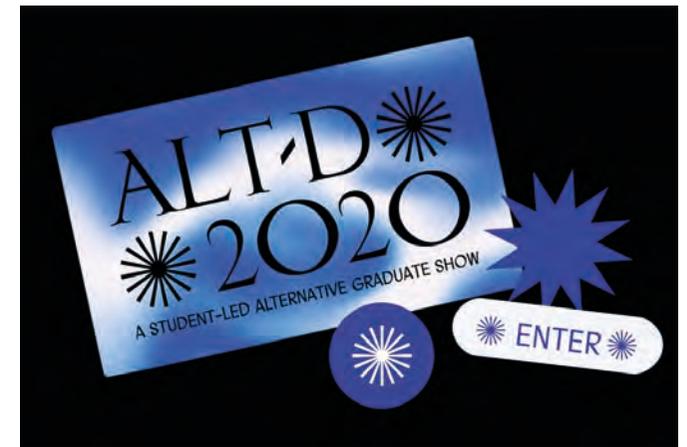
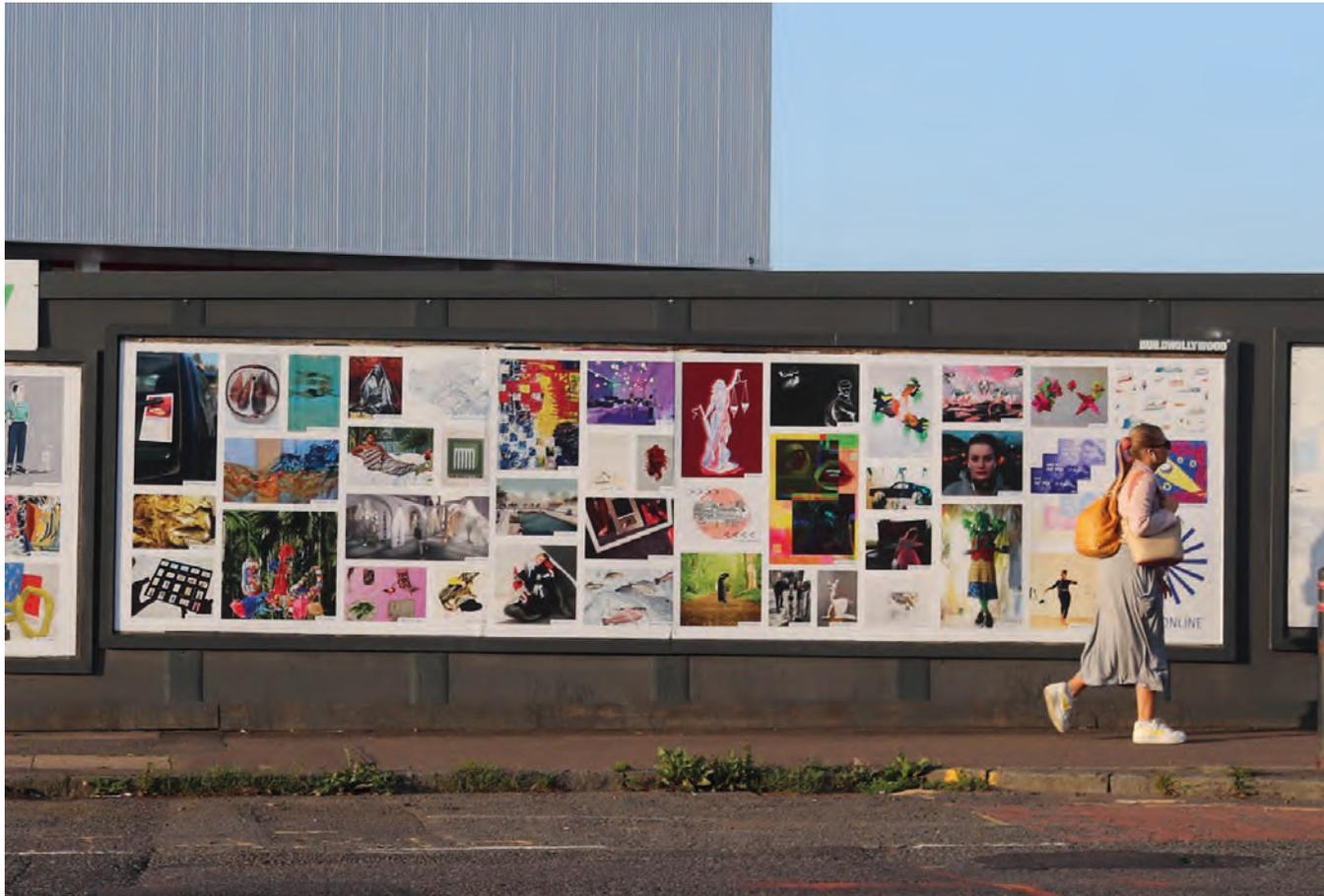




Fine Art: Painting, Drawing, Sculpture

My personal project looked into self portraits, creating an honest portrayal of frustration in a realist painting style. I also produced a number of observational panoramic drawings, and landscapes in London.

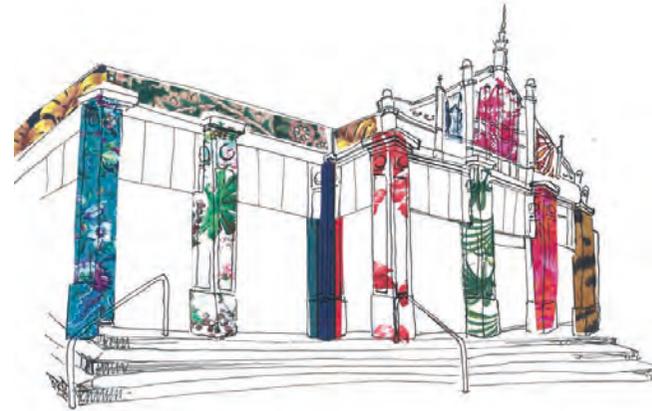
Work includes, a self portrait in acrylic on canvas, a self portrait sculpture in clay and seeds, observational planar life drawing, and a panoramic observational sketch of the Olympic Park.



ALT-D: Alternative Degree Show Website and Billboard Design

After the coronavirus pandemic led to a cancelled graduate show and Edinburgh College of Art's virtual degree show website received poor reviews. As students we took it upon ourselves to create a website that was easy to navigate, bright and celebrated the work of the creative graduates.

I co-led the design team, and was in charge of creating the website layout working with a graphic design student who created the visuals. I also designed a billboard in Meadowbank, Edinburgh.

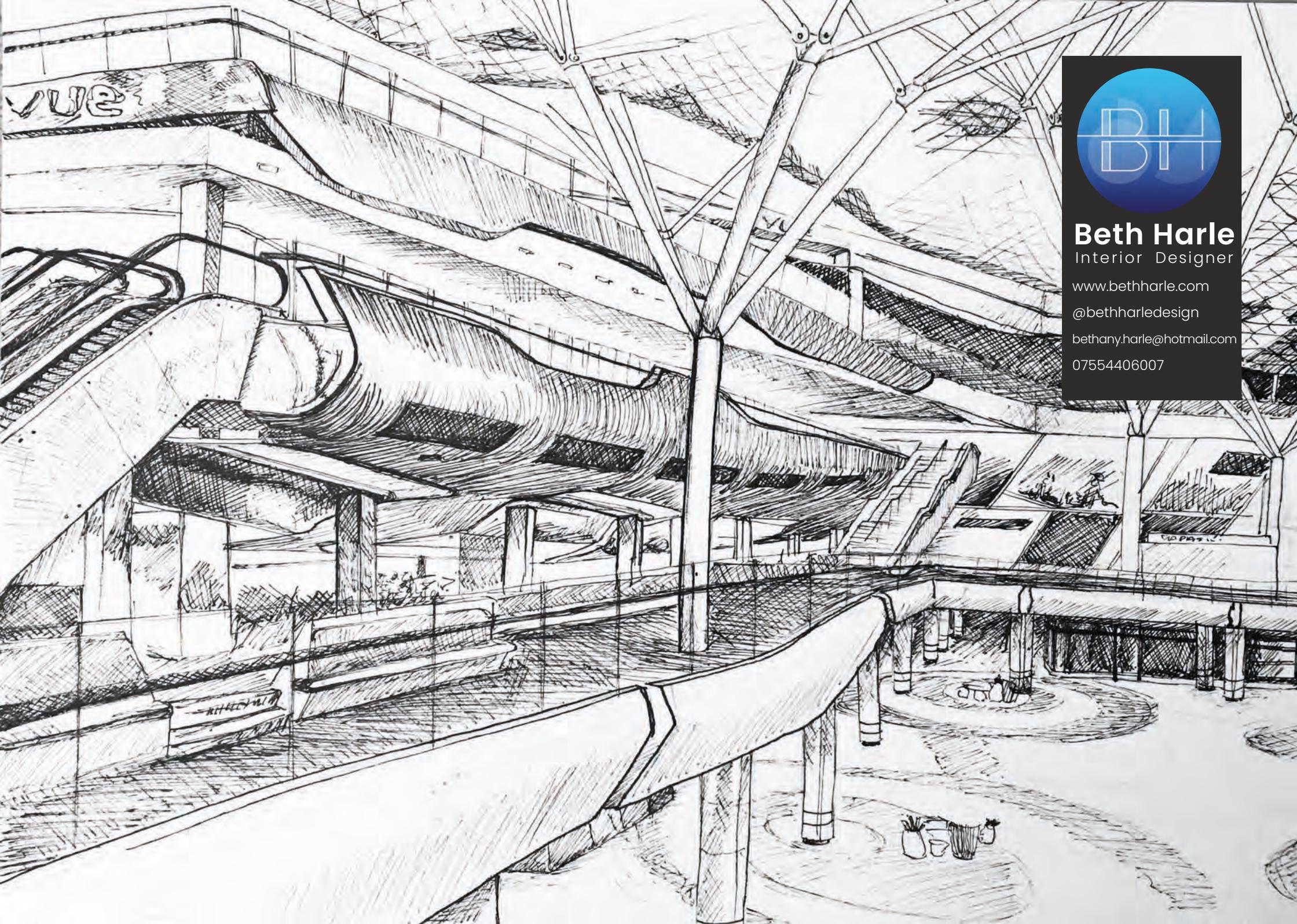


D&Ad New Blood SHIFT:

Pop-Up Pavillions for House of Hackney

Project completed at D&Ad New Blood Shift. Responding to a brief of promoting a British brand in a new country, Singapore. I created three pavilions for interiors brand 'House of Hackney' using their prints to create bold spaces. The project, aimed at young professionals included a work hub, table tennis installation and cafe.





Beth Harle

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