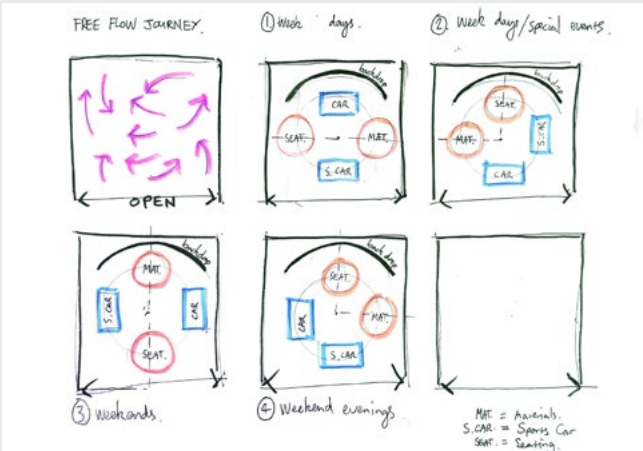
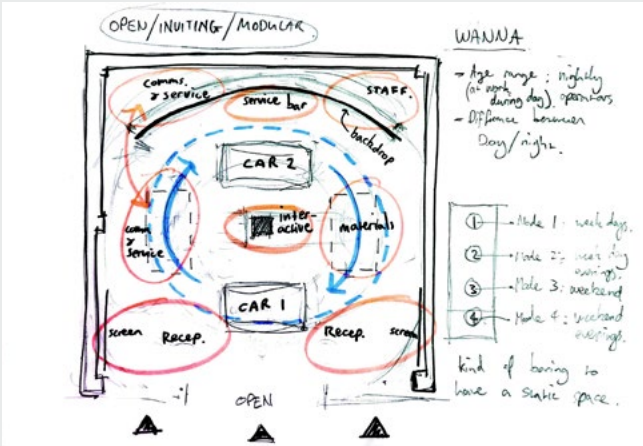


# 3D DESIGN

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Selected interiors and experience design projects

Neil Avern, Loop Creative



# LANDOR & FITCH (WANNA PITCH)

Hong Kong, CHINA

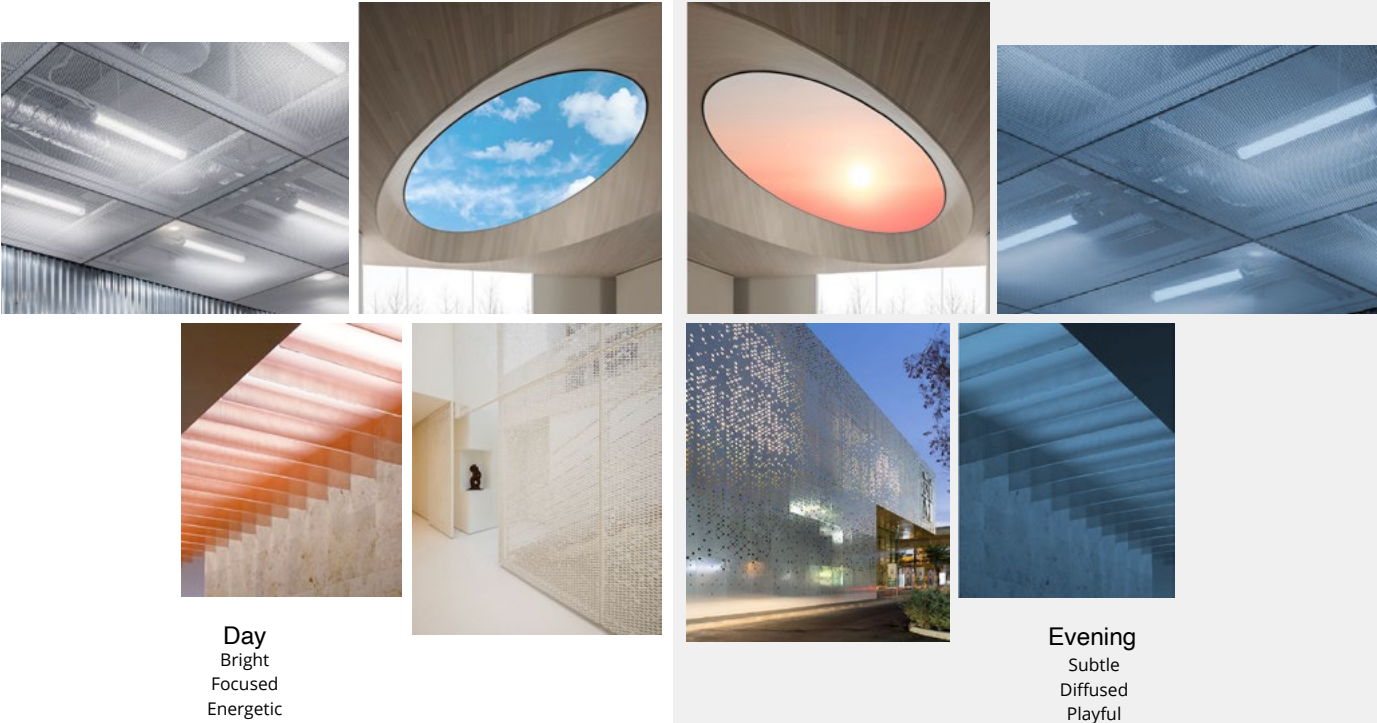
Type: Concept/Vision

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 225m<sup>2</sup> 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.

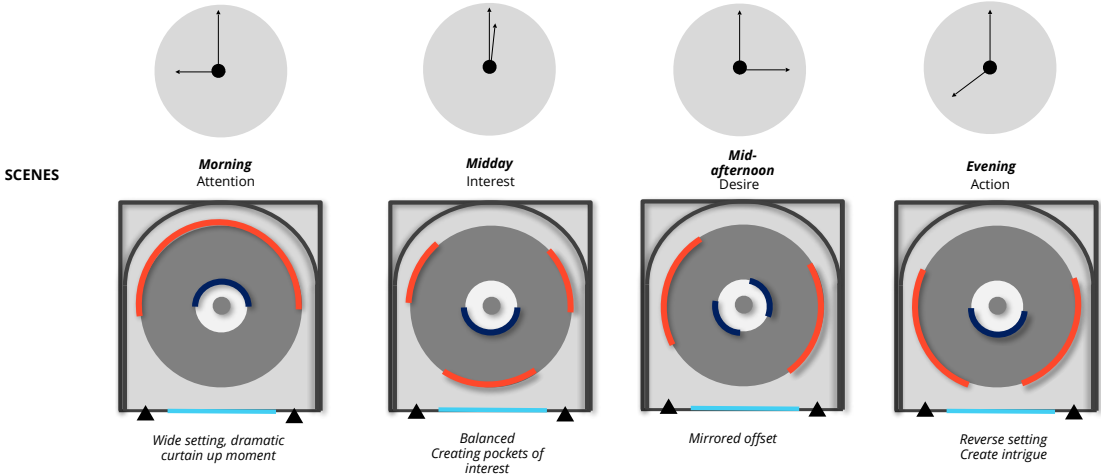
## Lighting the Experience

How lighting can change the feel and mood of the space



## Planning Modes

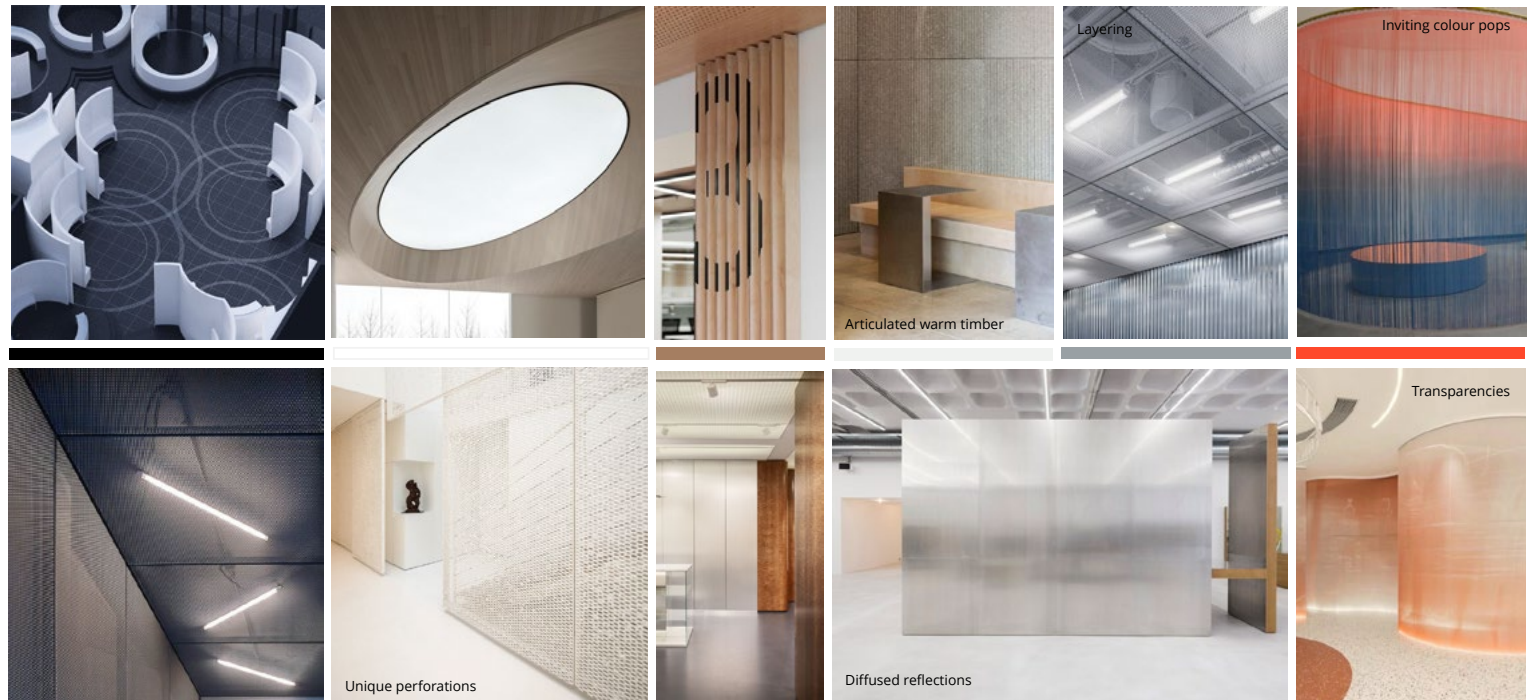
TIME  
The Flexibility if the Space responds to the time of day



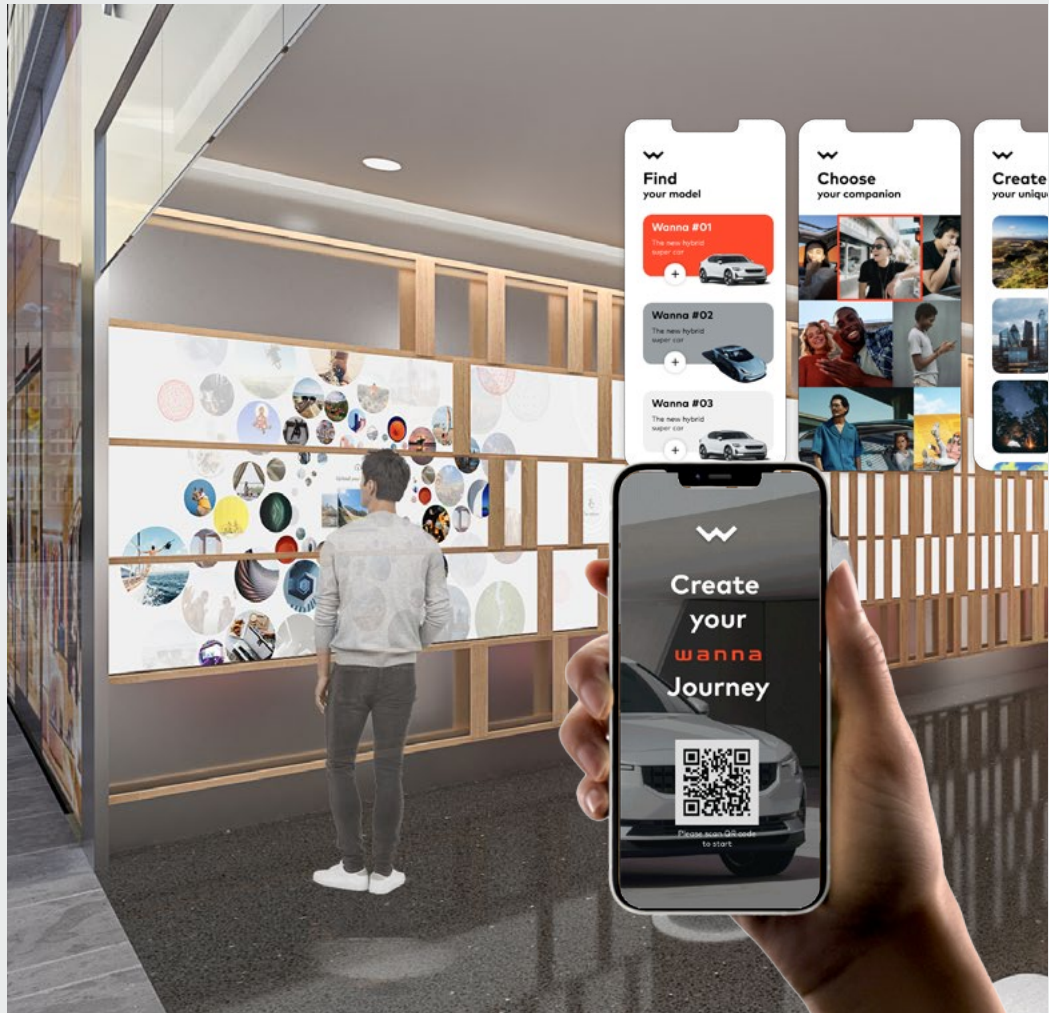
By marshalling the space with the flexible mesh curtain we can control the flow and legibility of the space, as people are funnelled through the space to allow for different peak moments throughout their journey

## Setting the Experience scene

Articulating the space

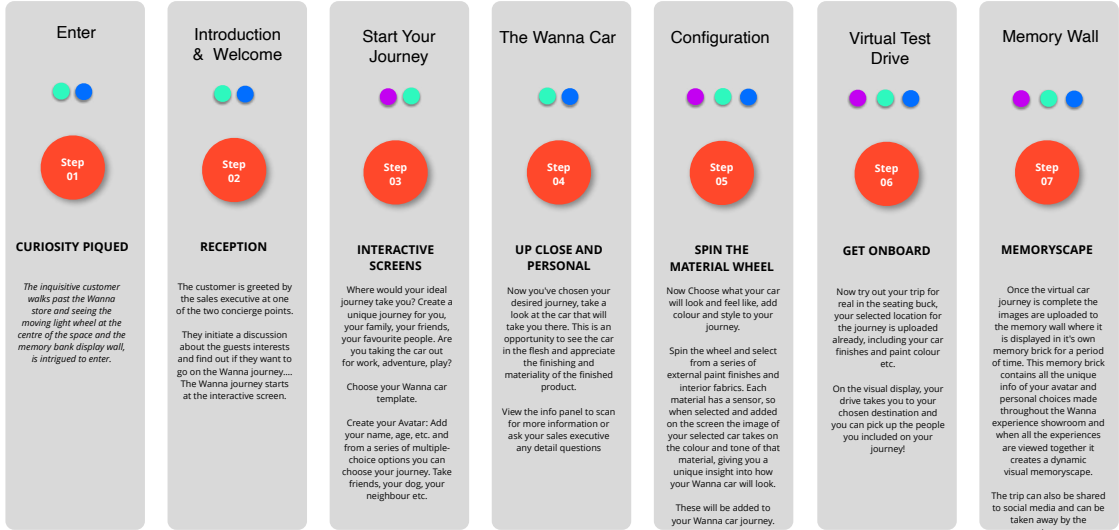






# Touchpoint Ideas

THE EXPERIENCE  
ARRIVAL



● PHYSICAL  
● HUMAN  
● DIGITAL



STEP 01

## CURIOSITY PIQUED

The inquisitive customer walks past the Wanna store and seeing the moving light wheel at the centre of the space and the memory bank display wall, is intrigued to enter.

## THE EXPERIENCE - INTERACT

When a guest walk close to the screen, the water dropping will pause and water will go antigravity. Logo mark glow to brand colour with a welcome message.







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.



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.

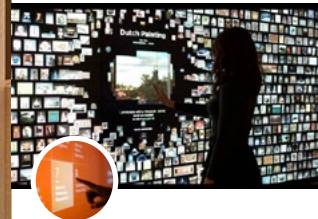


STEP  
07

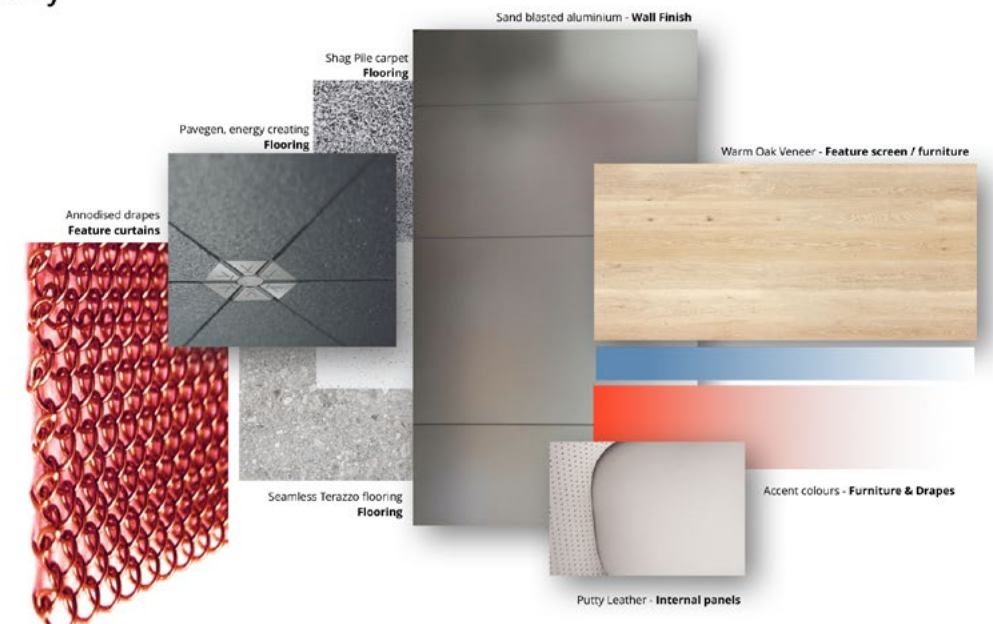
#### AR INTERIOR VIEW

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.



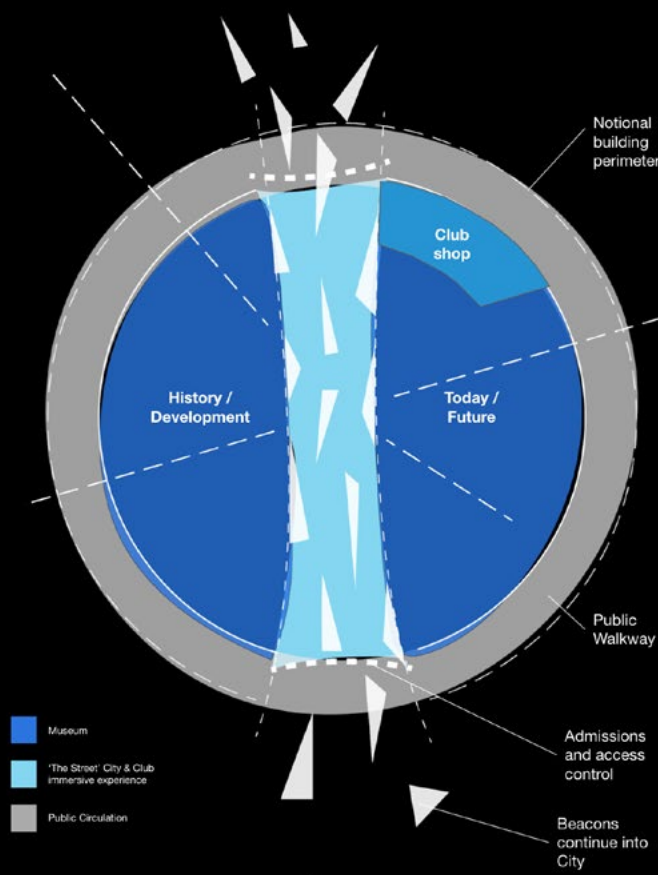
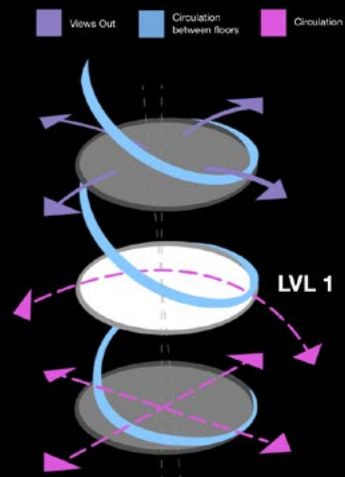
## Materiality





# Spatial Organisation LEVEL 1

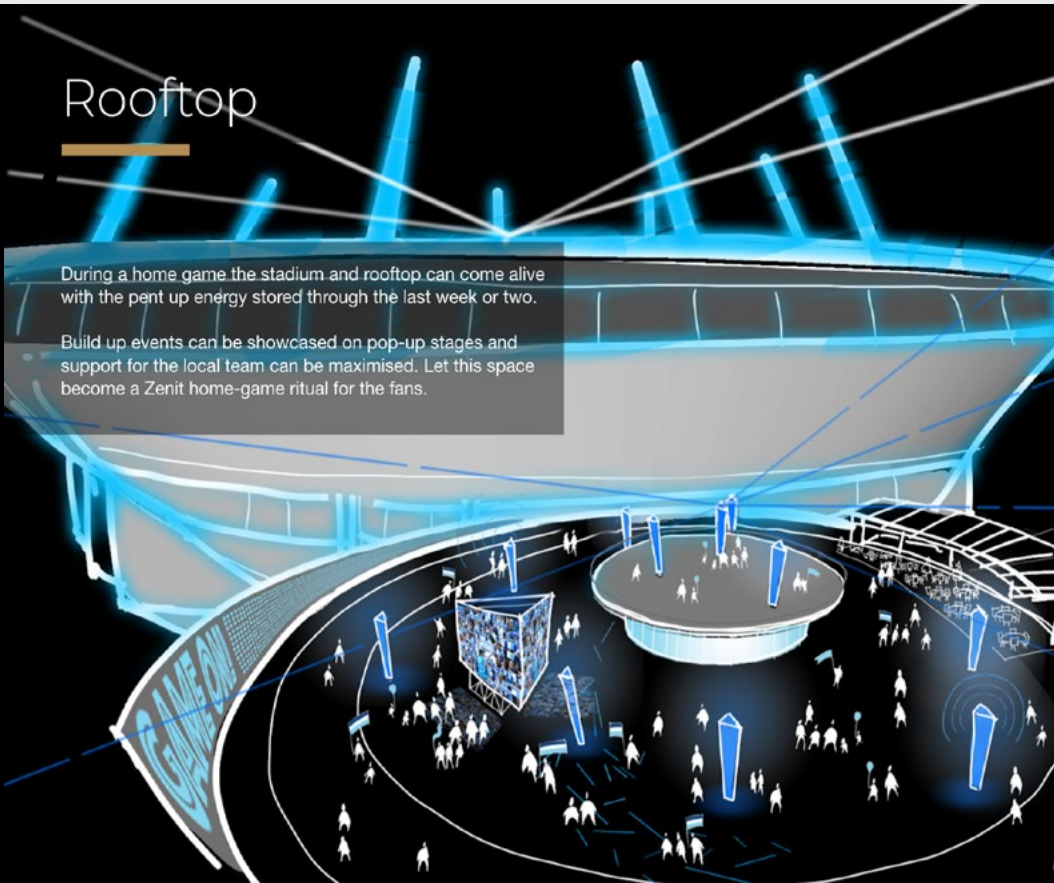
At level 1 the building is defined by an immersive experience called 'The Street'. Along this route the visitor will soak up the culture, spirit and values of St.Petersburg and FC Zenit. This experience is delivered through design elements derived from the beacons scattered across the city and along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

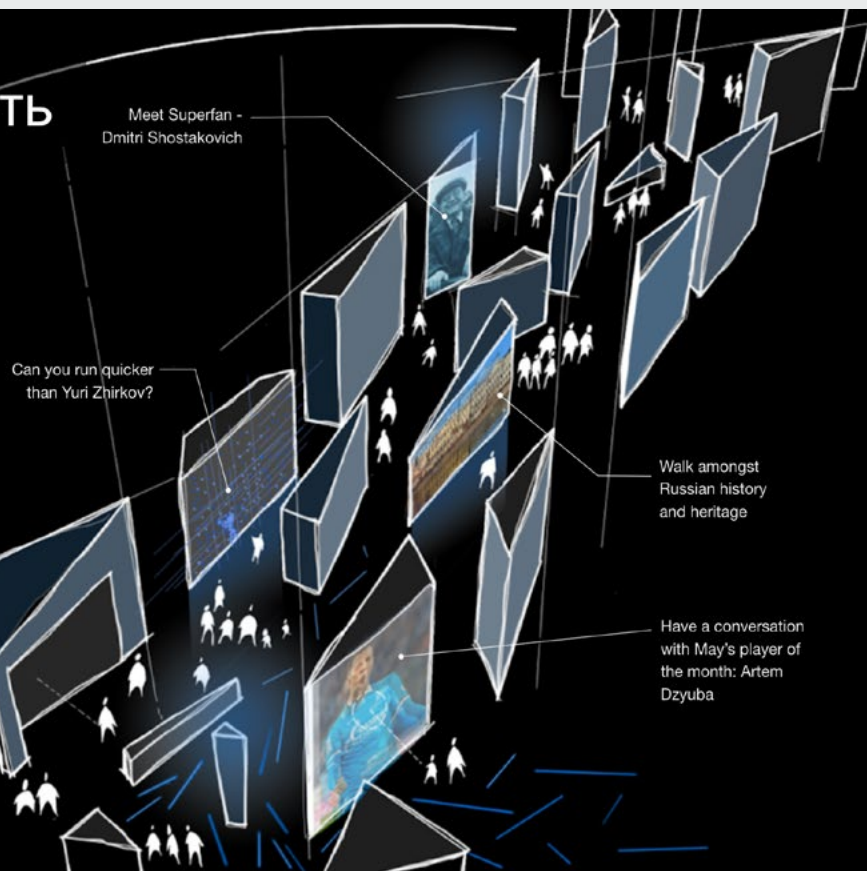
Role: Senior 3D & Concept Designer (freelance)

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.

## 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.



## Beacons in the City

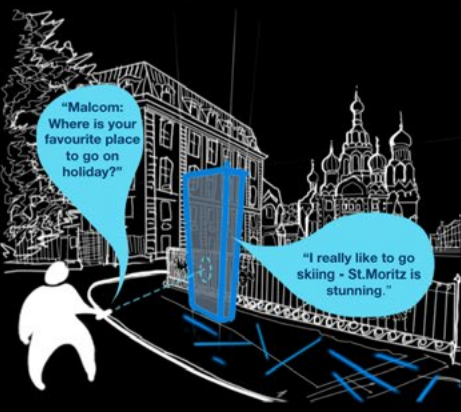
The beacons can enable:

### -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.

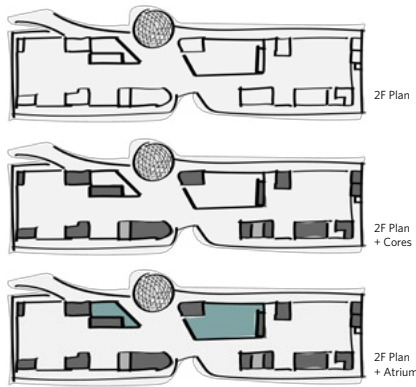
### -Macro Conversations

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.



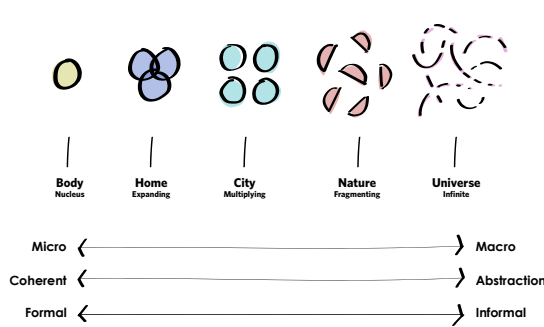


Sketch Plan Analysis



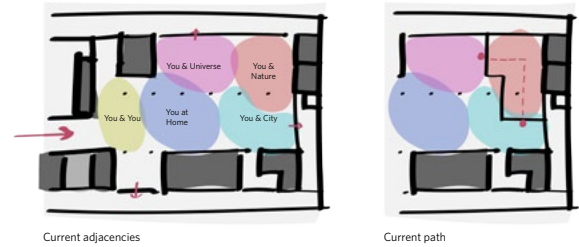
Pg 1

Expansive Concept



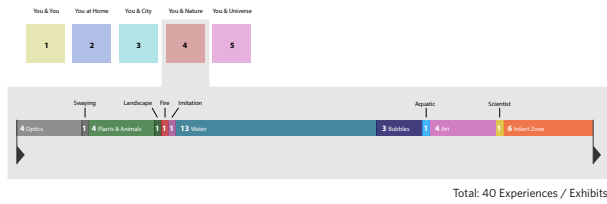
Pg 6

Zonal Plans



Pg 3

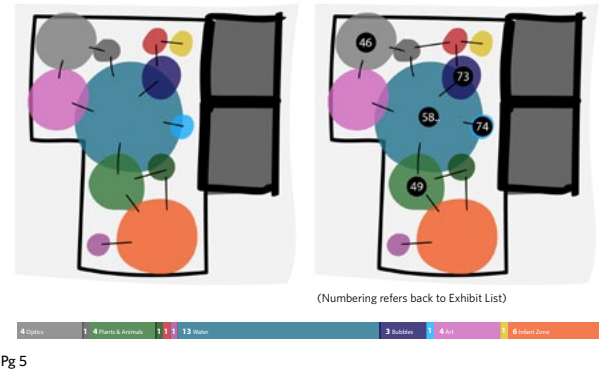
Current Experience Sequence



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.







# VIDAL SASSOON 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 2000m<sup>2</sup> space uses a limited palette of materials and finely engineered, high quality components.

**Created at:** KplusK Associates



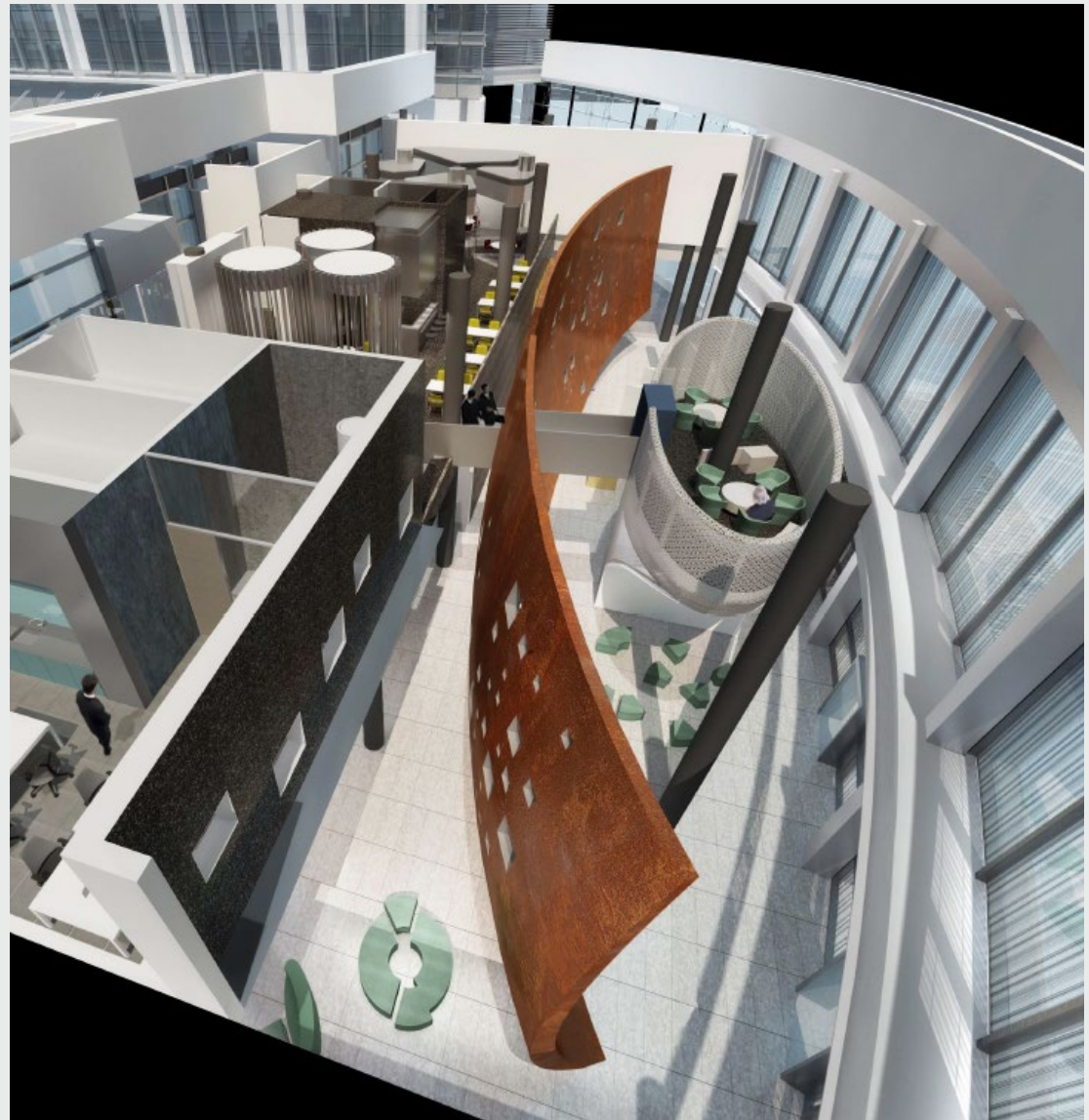












## CHUN SHEN DEVELOPMENT

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







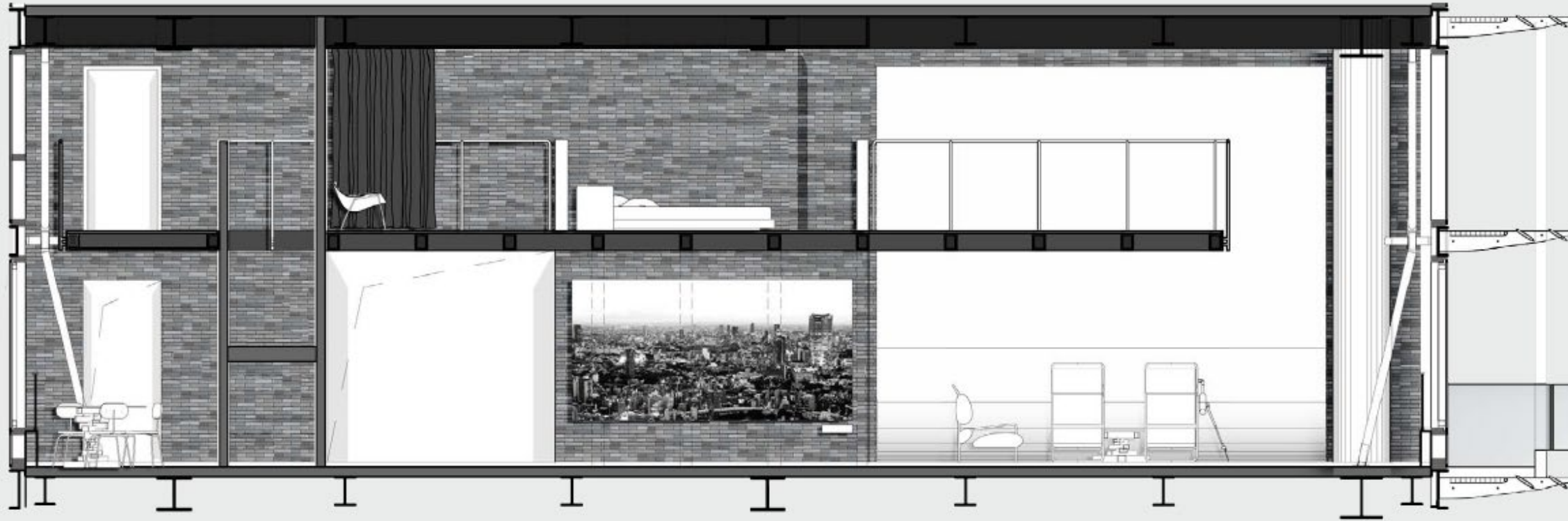
## THE NEW YORK EXEC.

Stock/Forex  
exchange dealer

Office, client &  
meditation space  
Chun Shen development







## THE PHOTOGRAPHER

Specialist  
fashion photographer

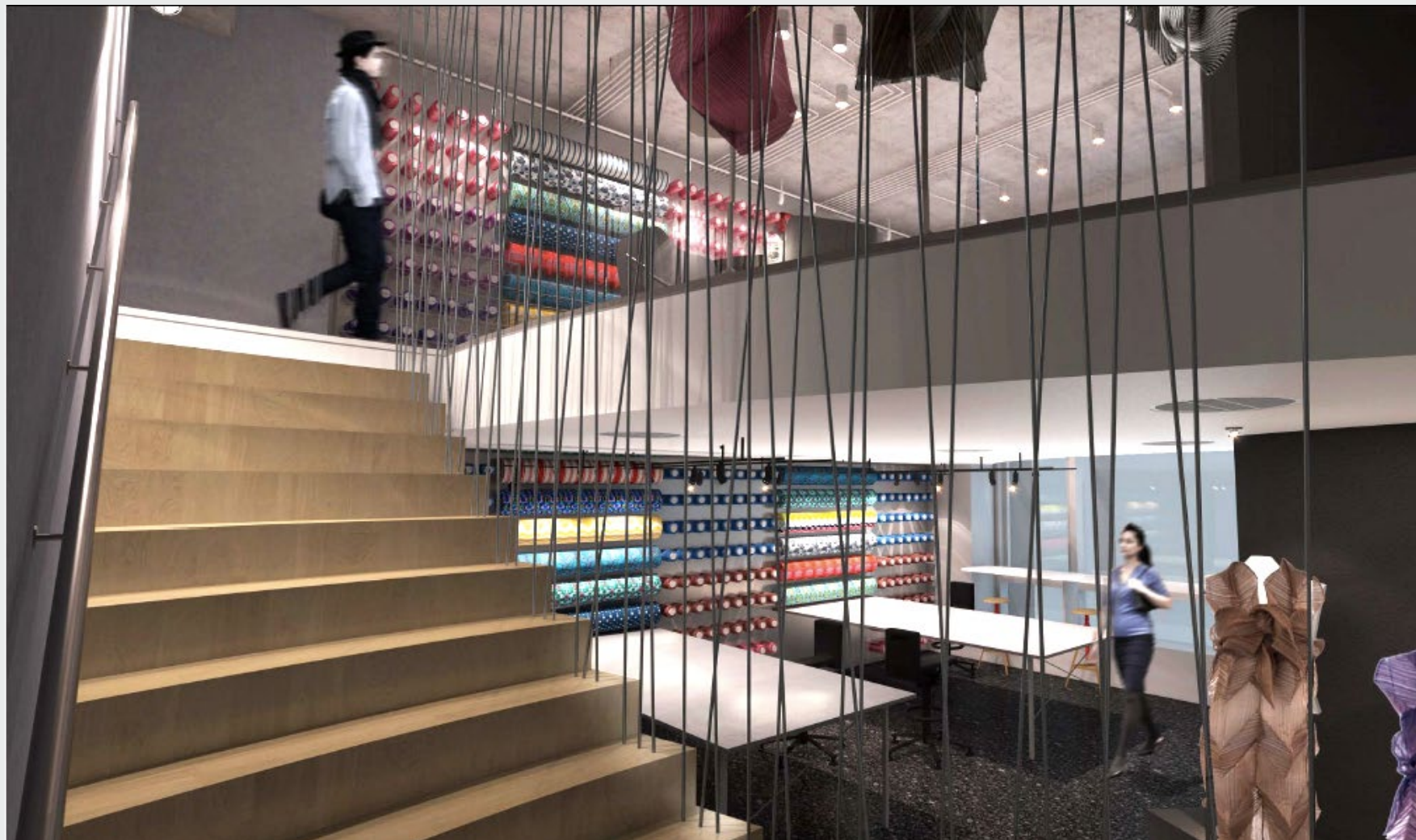
Live, work space & cyclorama  
Chun Shen development







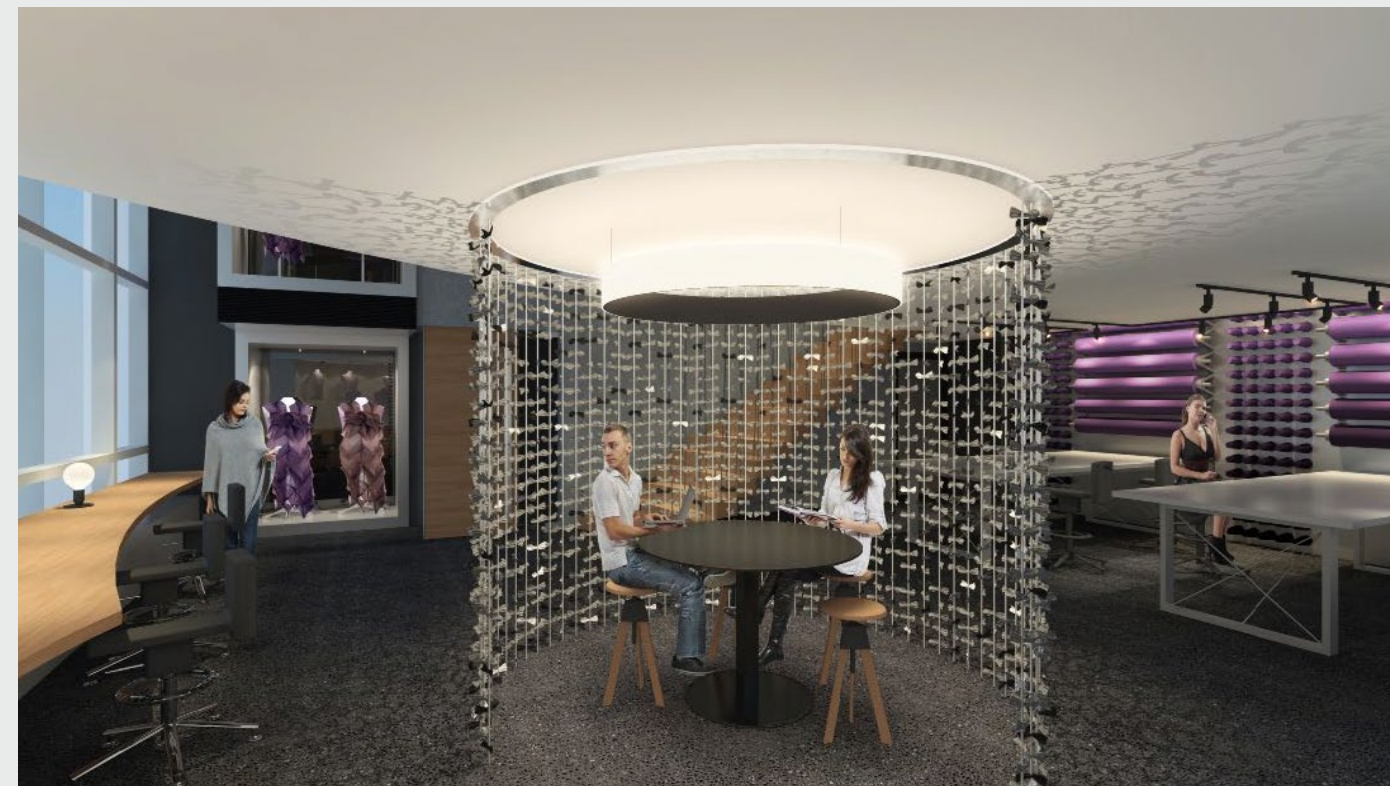




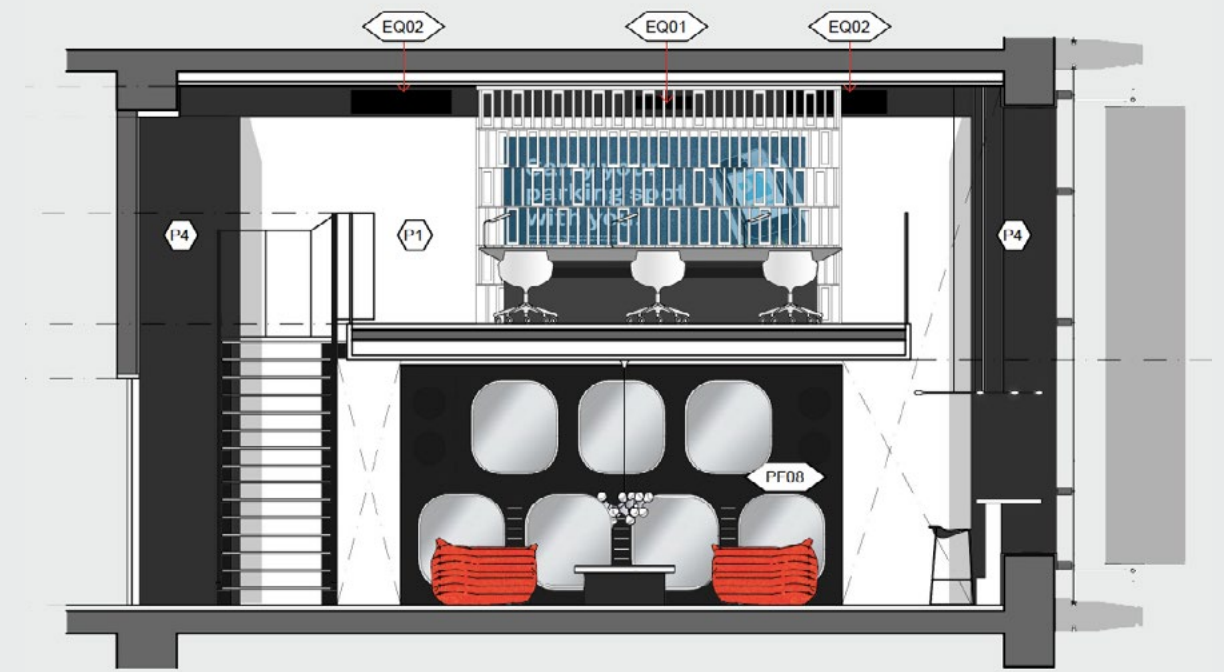
## THE FASHION DESIGNER

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 8,000m<sup>2</sup> 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

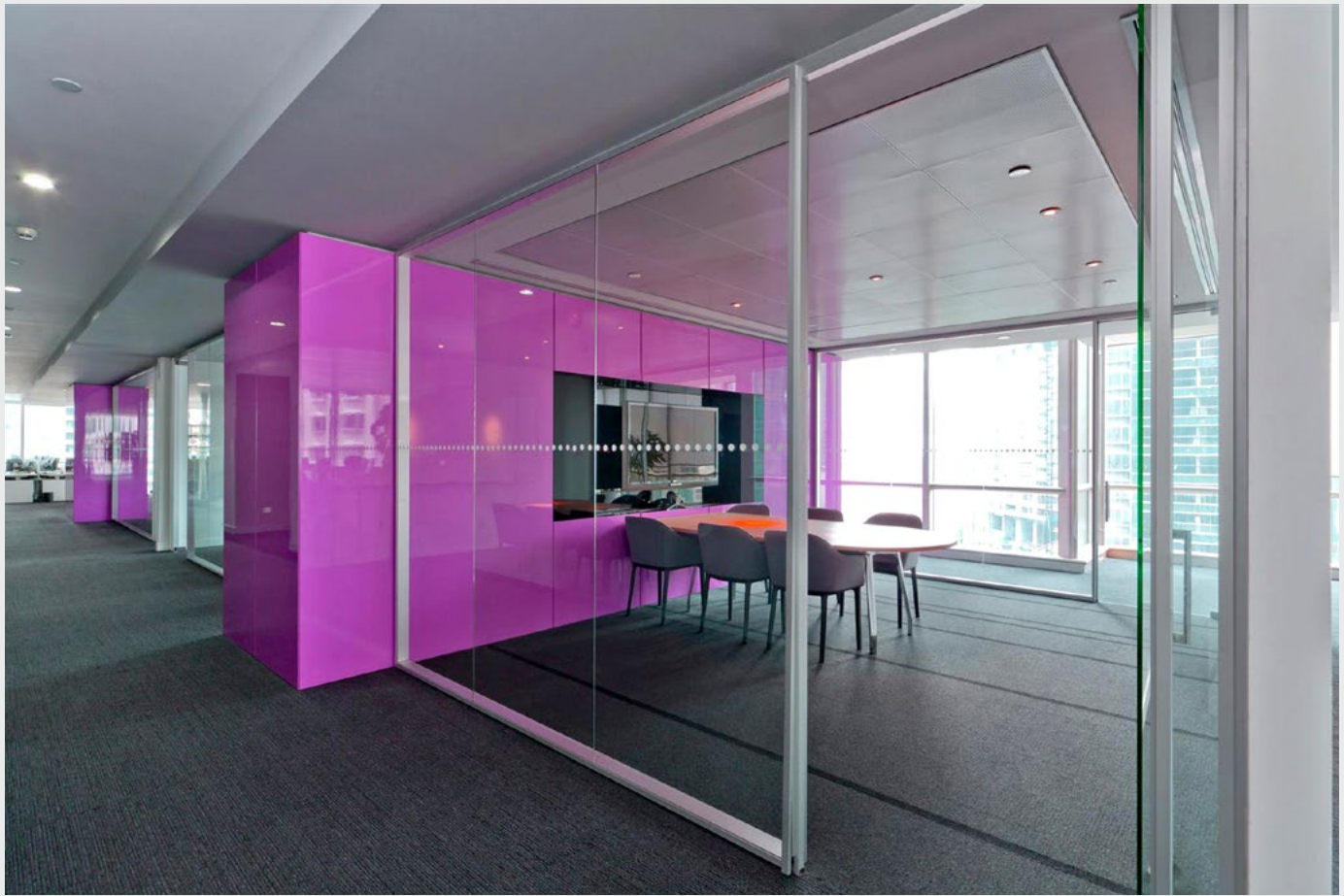
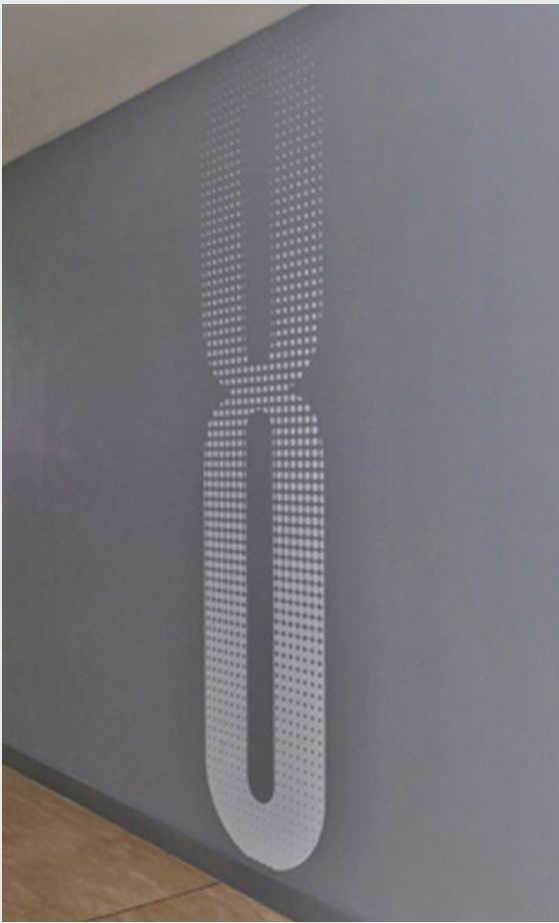
**Created at:** HASSELL







ongming



18 / 33 to by Yongming







## 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 27,000m<sup>2</sup> 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

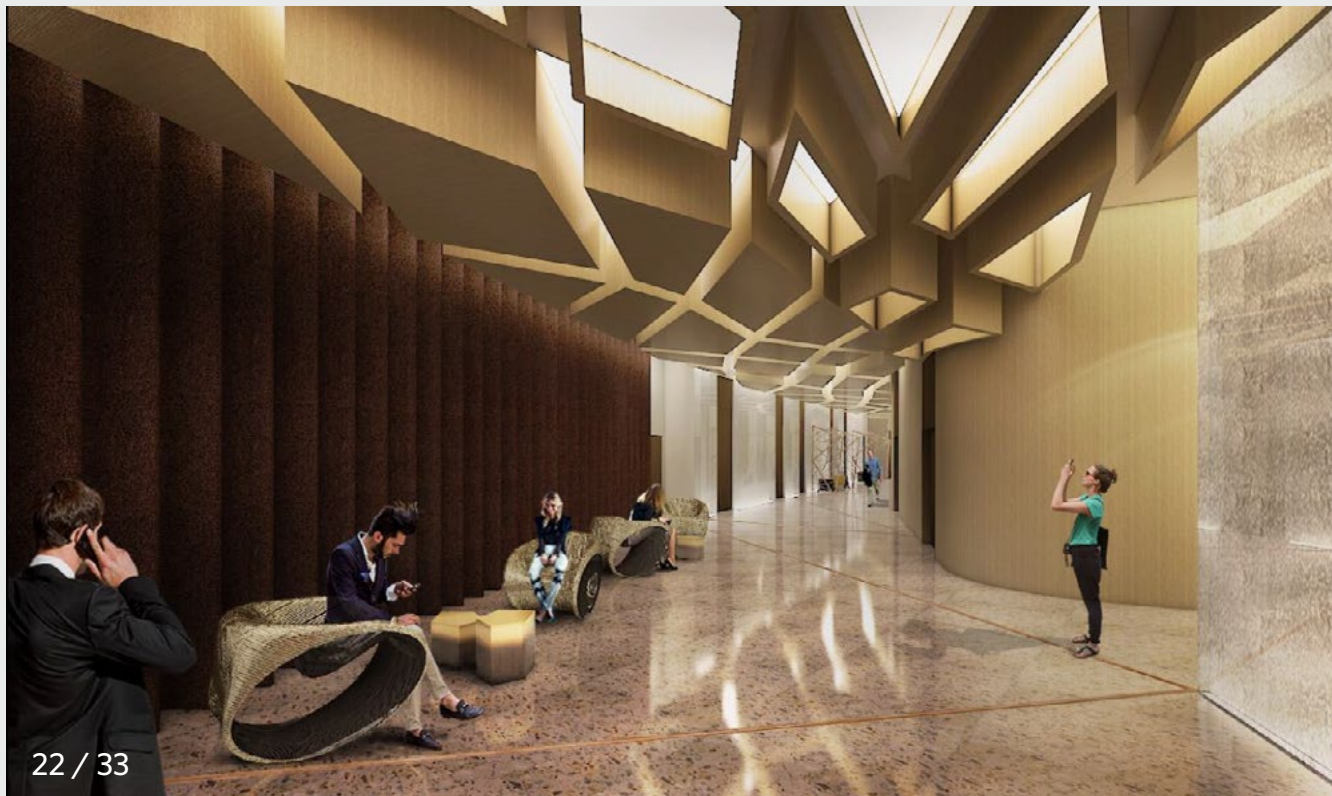
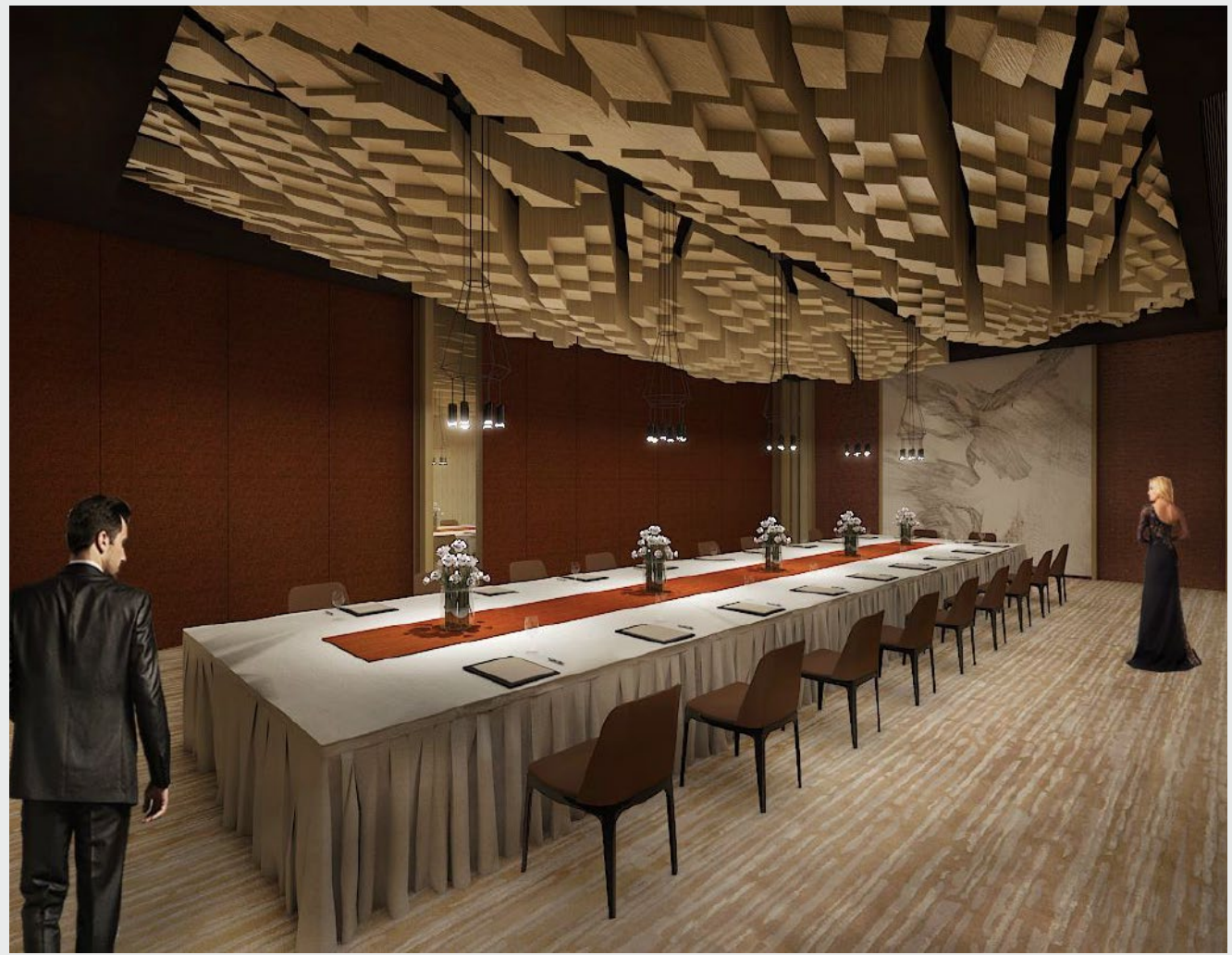




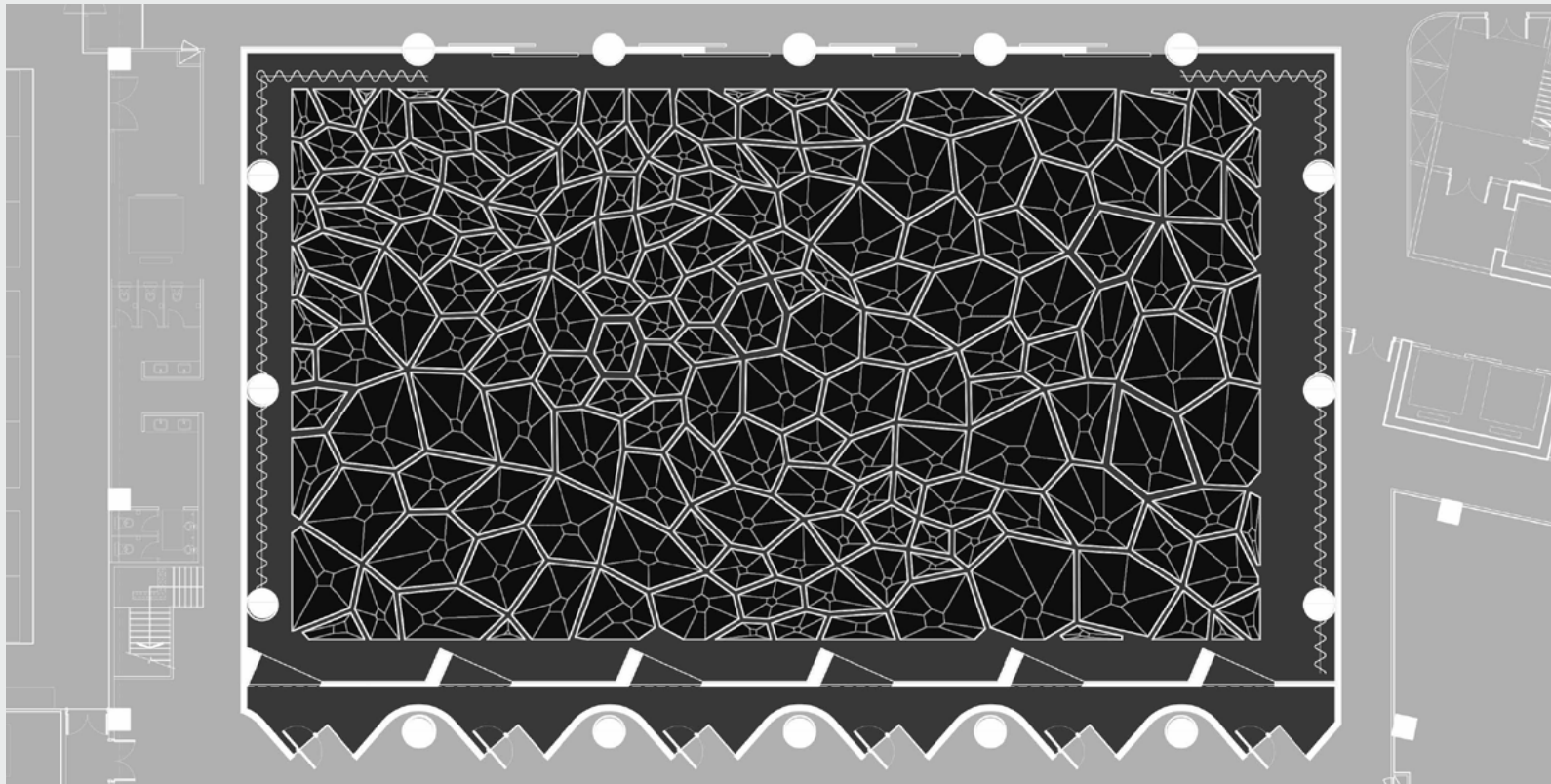














# CHANCERY PLACE

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.

**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 it's 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

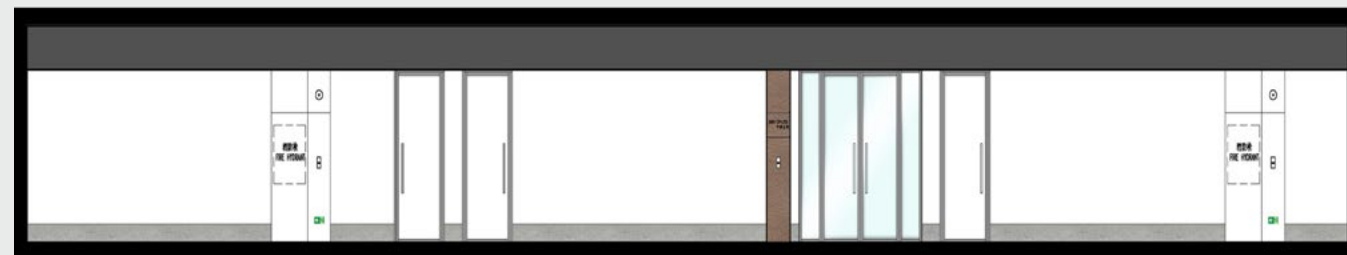
Shenzhen, CHINA

**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'.

**Created at:** HASSELL







## MORNINGSTAR

Central, HONG KONG

**Type:** Commercial office

**Role:** Lead designer, site coordination

A small 500m<sup>2</sup> 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.

**Created at:** HASSELL





## MEIZU

Zhuhai, CHINA

**Type:** Office & Showroom

**Role:** Lead designer

**Description:** Meizu designs and manufacturers 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

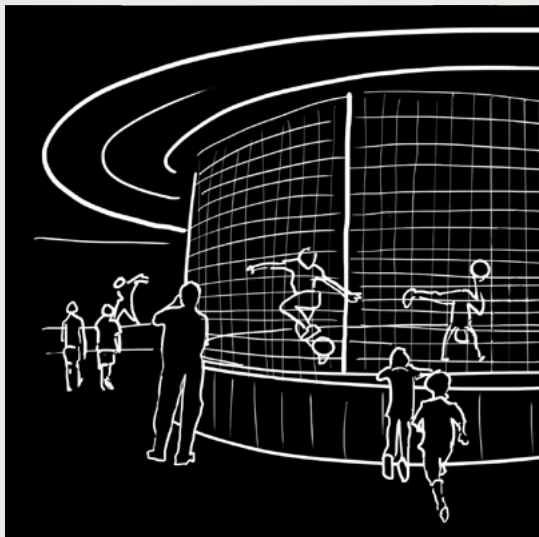








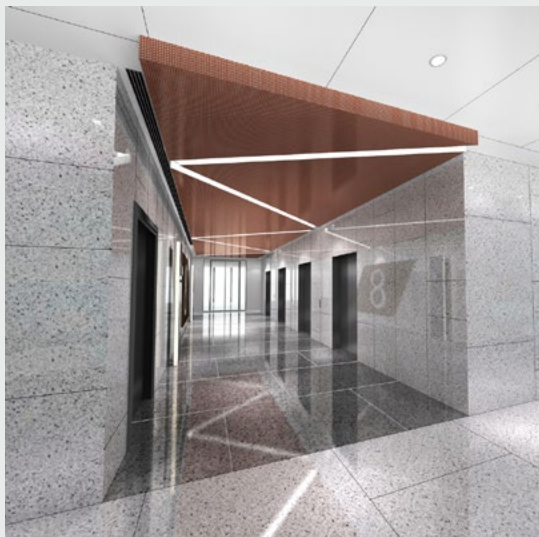
OTHER NOTABLE PROJECTS



**Man City Experience, ABU DHABI**  
Science Centre exhibition  
LOOP Creative



**101 Princess Street, Manchester, UK**  
Refurbishment  
HKR Architects



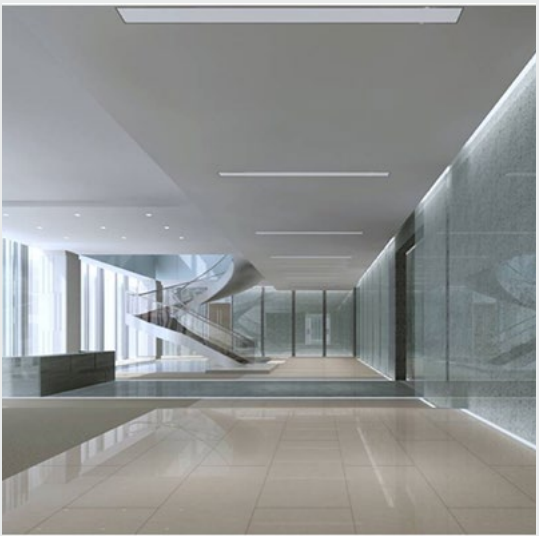
**China Overseas, Zhuhai, CHINA**  
Office base build  
HASSELL



**Kexing Science Park, Shenzhen, CHINA**  
Base build  
HASSELL



**Hibernian Insurance, Dublin, IRELAND**  
Office & Client areas  
HKR Architects



**Sunning HQ, Nanjing, CHINA**  
Client areas & Chairmans suite  
HASSELL



**Irwin Mitchell, Sheffield, UK**  
Office fit out  
Davies Design Group



**Avic, Chengdu, CHINA**  
Office base build & Showroom  
HASSELL



**LVGEM, Shenzhen, CHINA**  
Office fit out  
HASSELL




**John Dalton Tower, Manchester, UK**  
Student laboratories common areas  
Fairhursts Design Group




Neil Avern, Loop Creative

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