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VALENTINA GIUDICE

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SOFTWARE:

Adobe Photoshop, Adobe InDesign, AutoCad, Vectow-
orks, Cinema 4D

EDUCATION

2016-current Interior Design BA(Hons)

Falmouth University, Cornwall, UK

2010-1014 Diploma di Stato G. C. Vanini

College for Scientific Education - Casarano - Italy

LANGUAGE

Italian

English

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MEDUSAE POTESTATE

Commercial design

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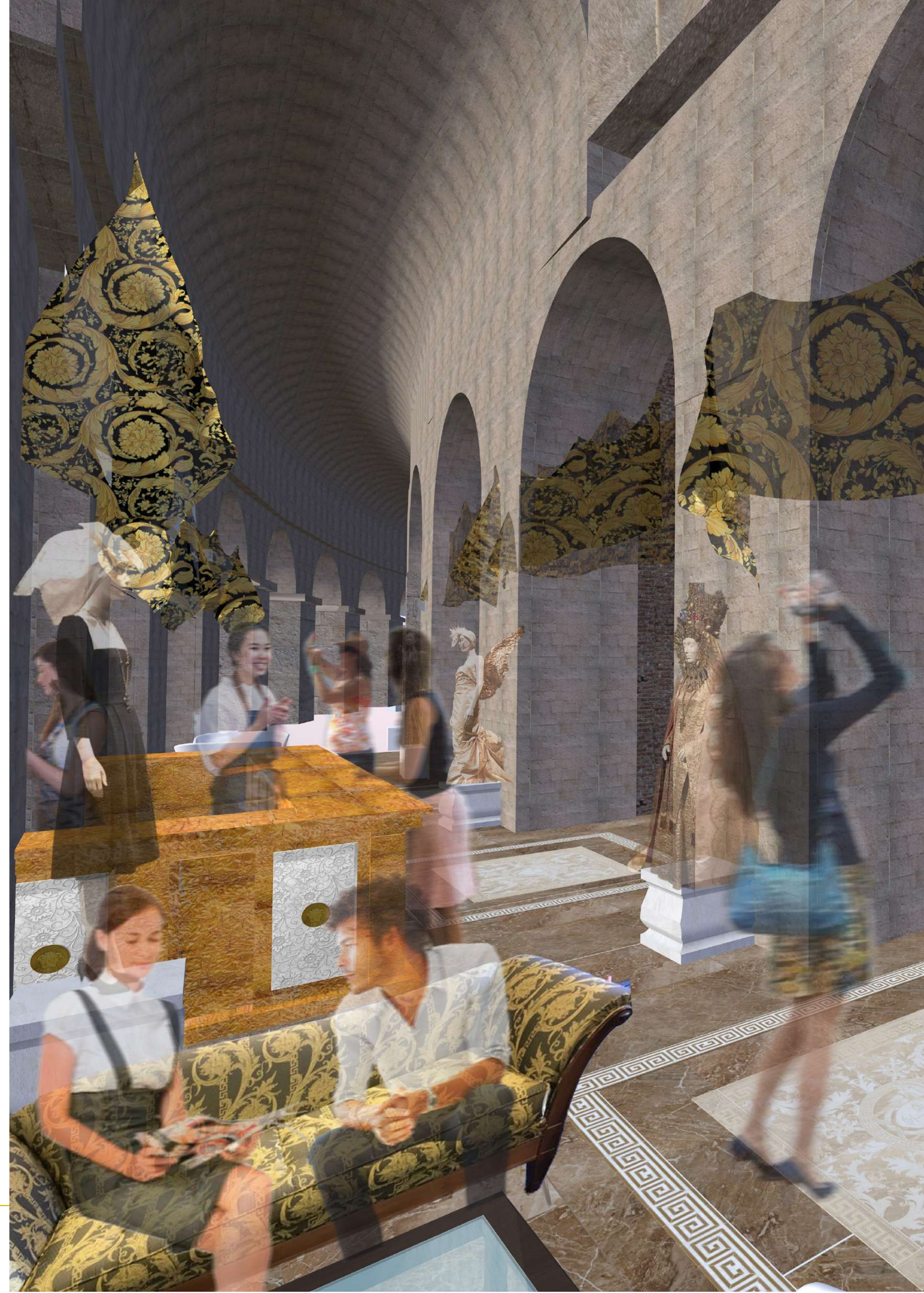
Piazza del Colosseo, 1, 00184 Comune di Roma RM,
Italy

Brief: The culmination of three years of study this module allows you to produce a body of work that will be the main showcase for your skills upon graduation.

Projects may cover a range of issues within the realm of Interior Design.

Design ideas should be developed within a professional context, including the production this time of detailed specification through a Material, Furniture and Fixtures or (FF&E) Report.

Second floor
Bar area





CONCEPT MEDUSAE POTESTATE

The Colosseum, one of the most iconic Italian buildings of all time, will host a celebration of the most notorious Italian brand Versace, including window displays, a pop-up store and a cafe during the day-time and a catwalk show during the night.

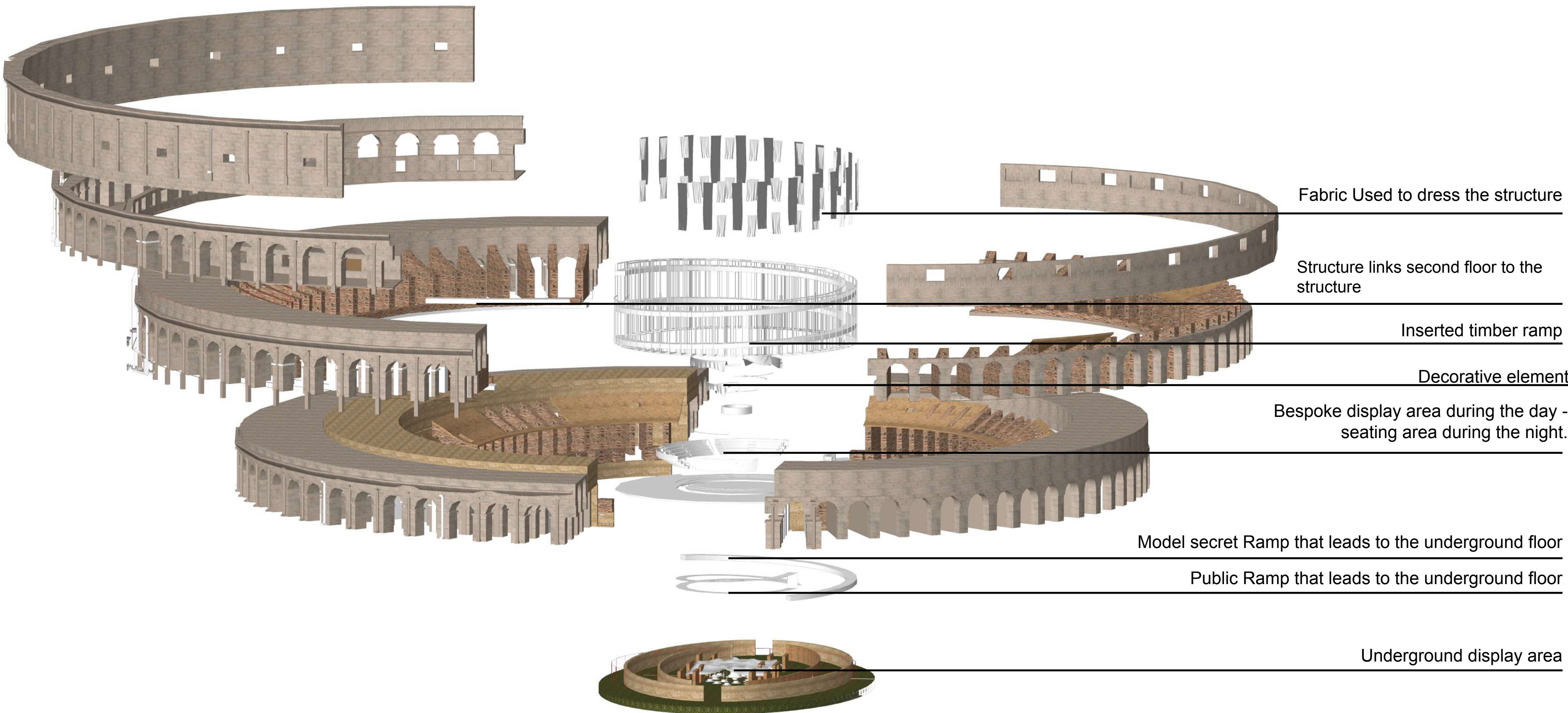


Design Strategies

To develop the exhibition I have introduced a *new element* to the existing building and I have created an experience around it.

This strategy allows the character of both, the existing building and the *inserted structure*, to exist in a strong and independent manner.

The scale, the proportions, the rhythm and the structural composition of the existing building influenced the design of the inserted structure along with the *Brand's influence*.



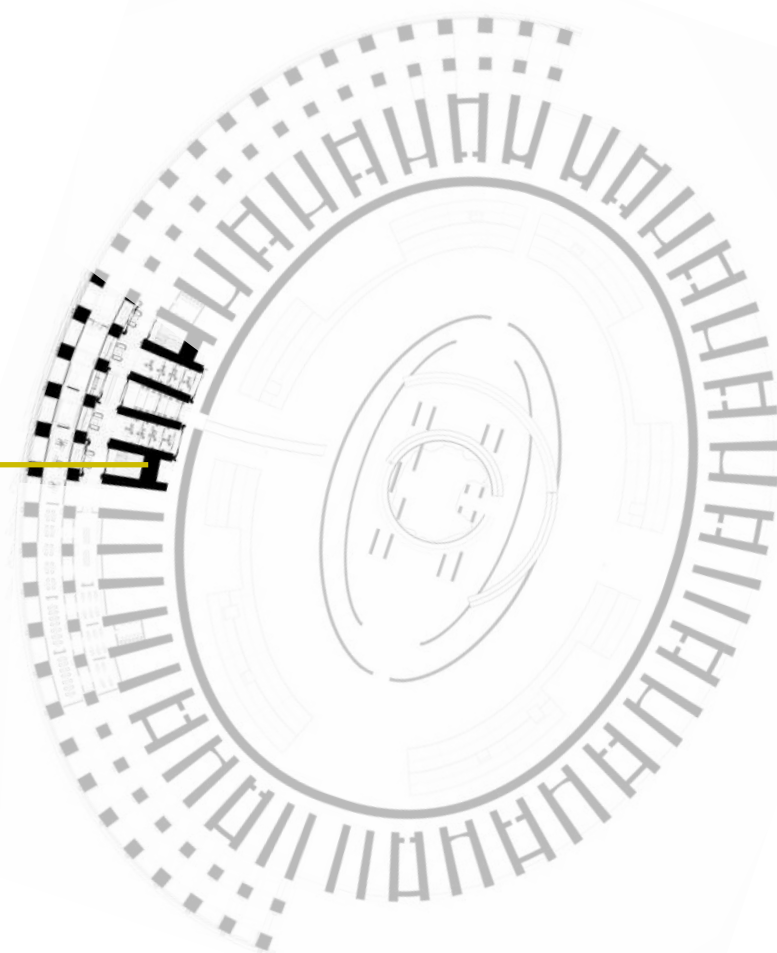
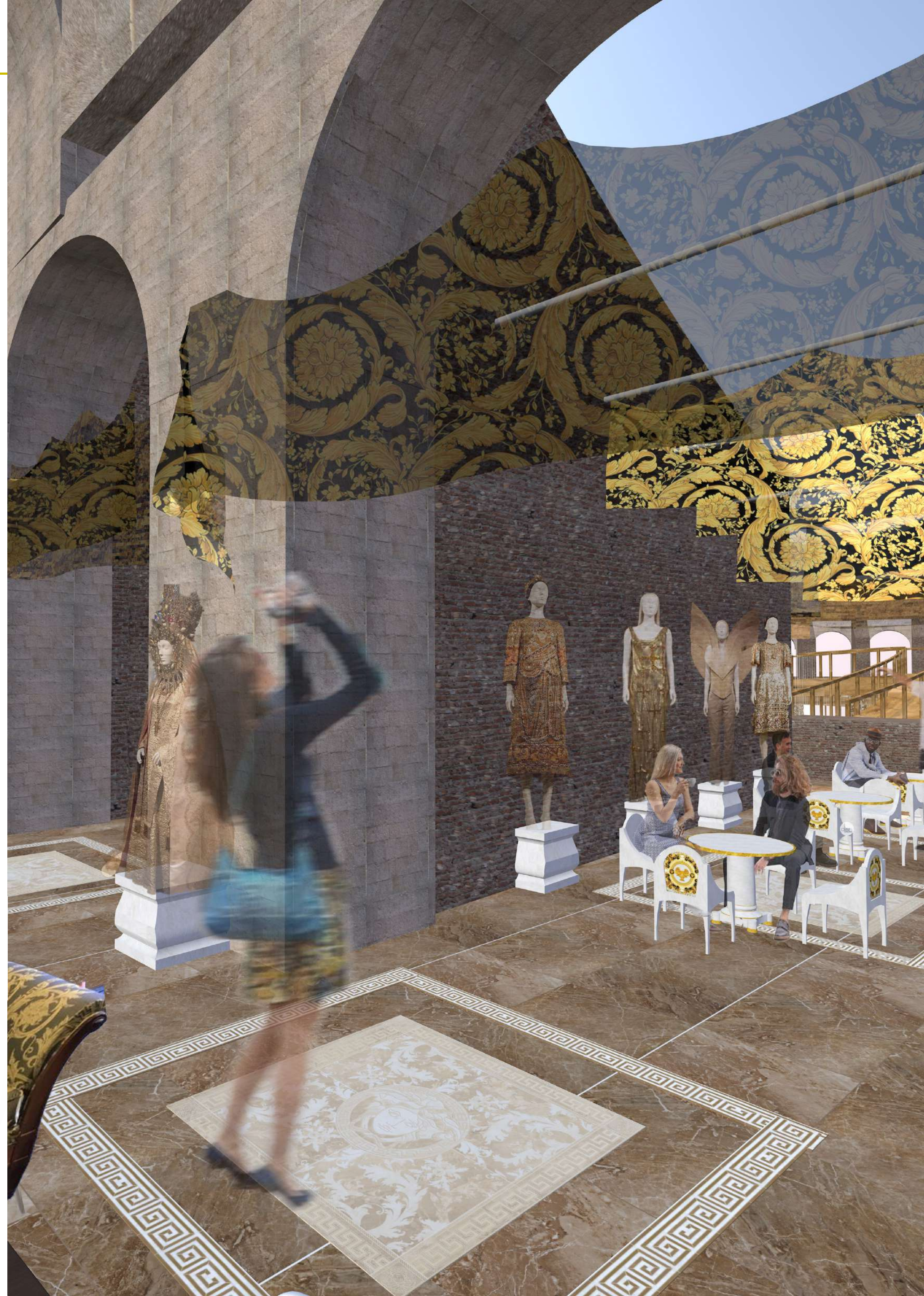
Second floor
Bar area

solarium

THE TERRACE

This area is situated on the second floor of the Colosseum. Here, the visitors have access to the branded bar area while enjoy the amazing view of the `Versace's structure and how it contrasts with the host building.

Second floor
Bar area



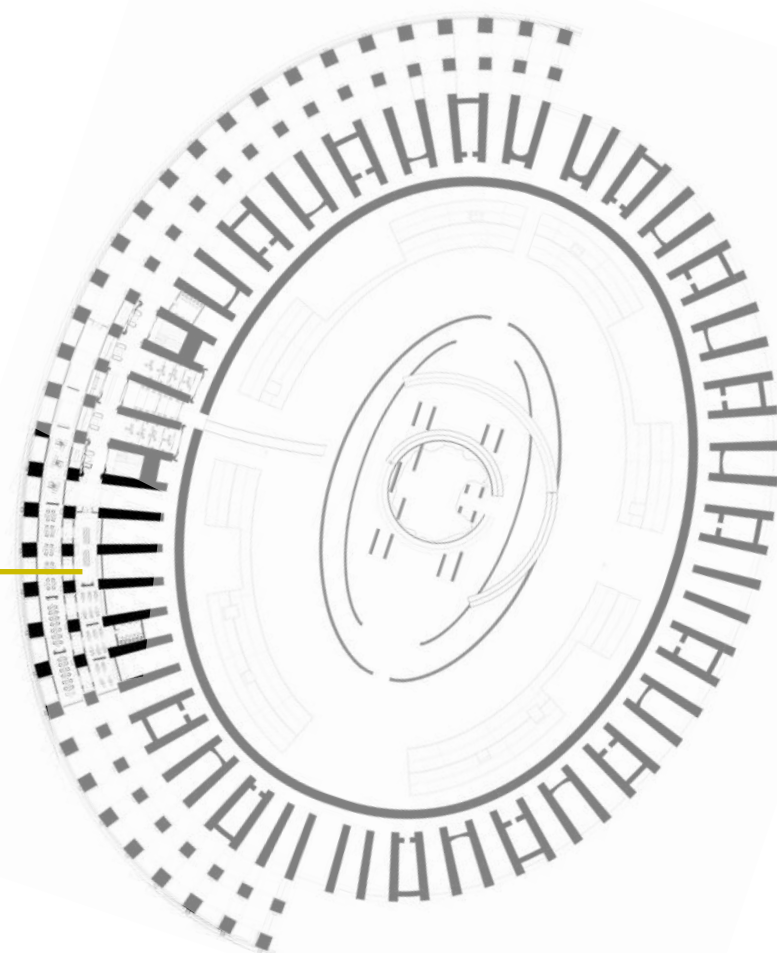
Second floor
Bar area

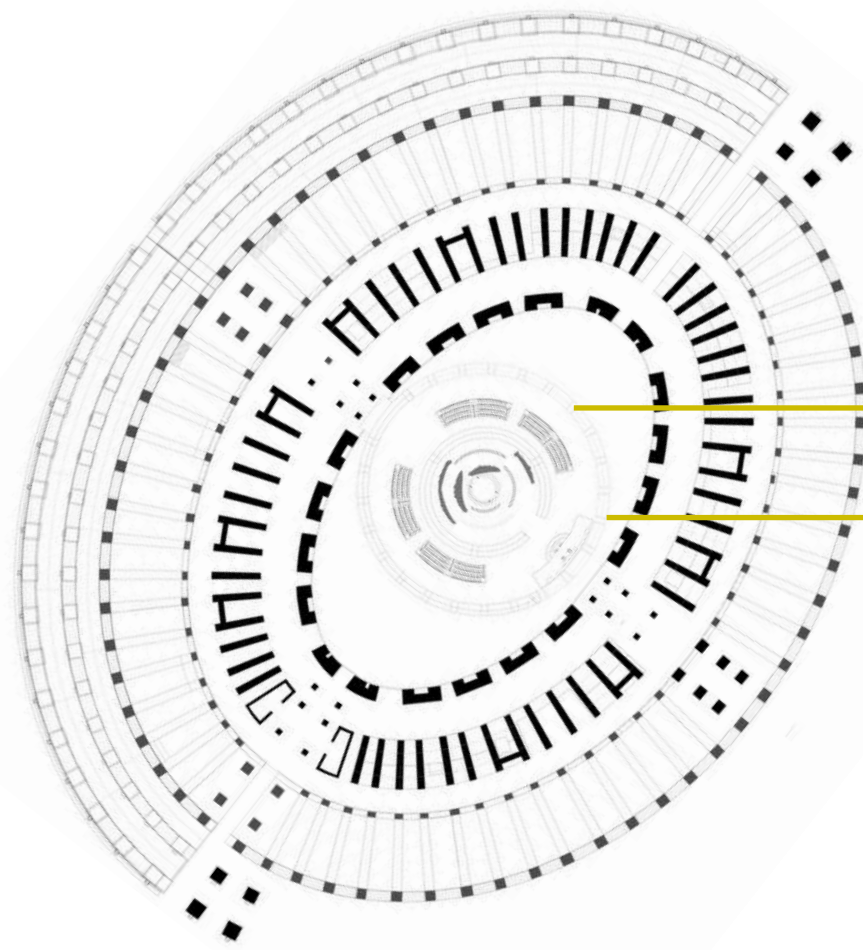
skene

THE BACKSTAGE

This area is the backstage area where the model gets ready to hit the catwalk.

Second floor
Backstage area





Scaenae frons

Fabricae eius aggerem

SCAENAE FRONS

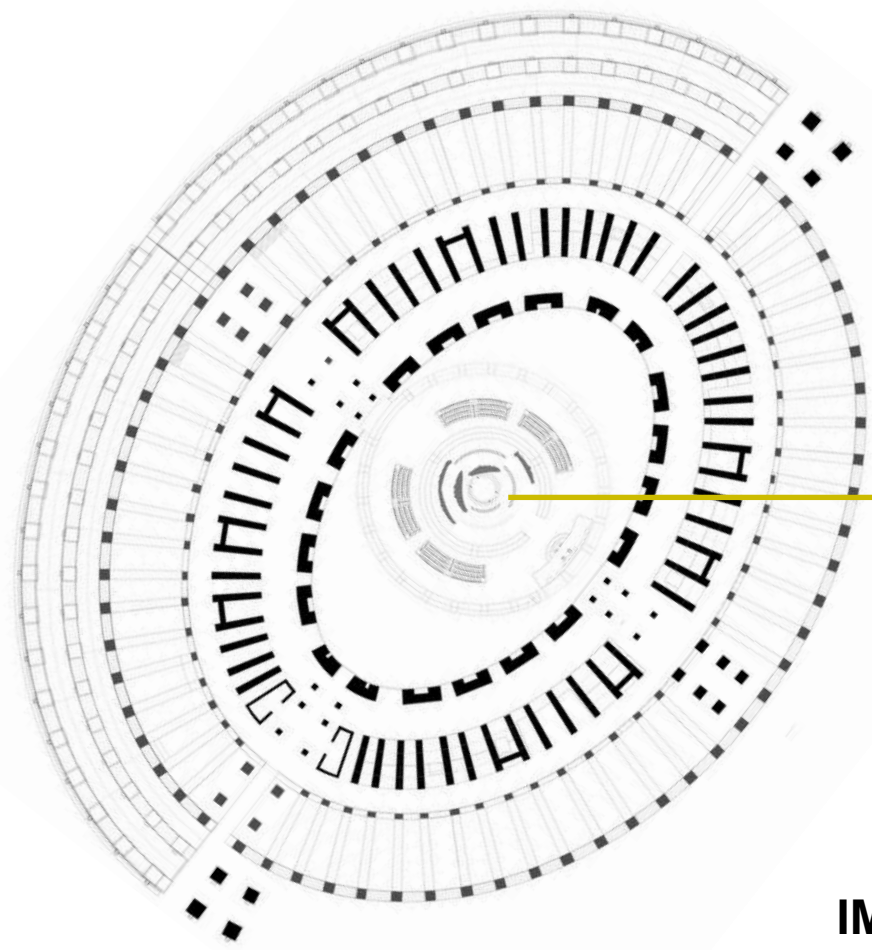
The ramp structure becomes the stage for the catwalk show during the evening.

FABRICAE EIUS AGGEREM

During the day the ramp structure guides the visitors through the different spaces. Visitors also have the chance to touch and feel Versace's fabric material that dress the structure.

Fabricae eius aggerem





Ima cavea

Ima cavea

Tamernam

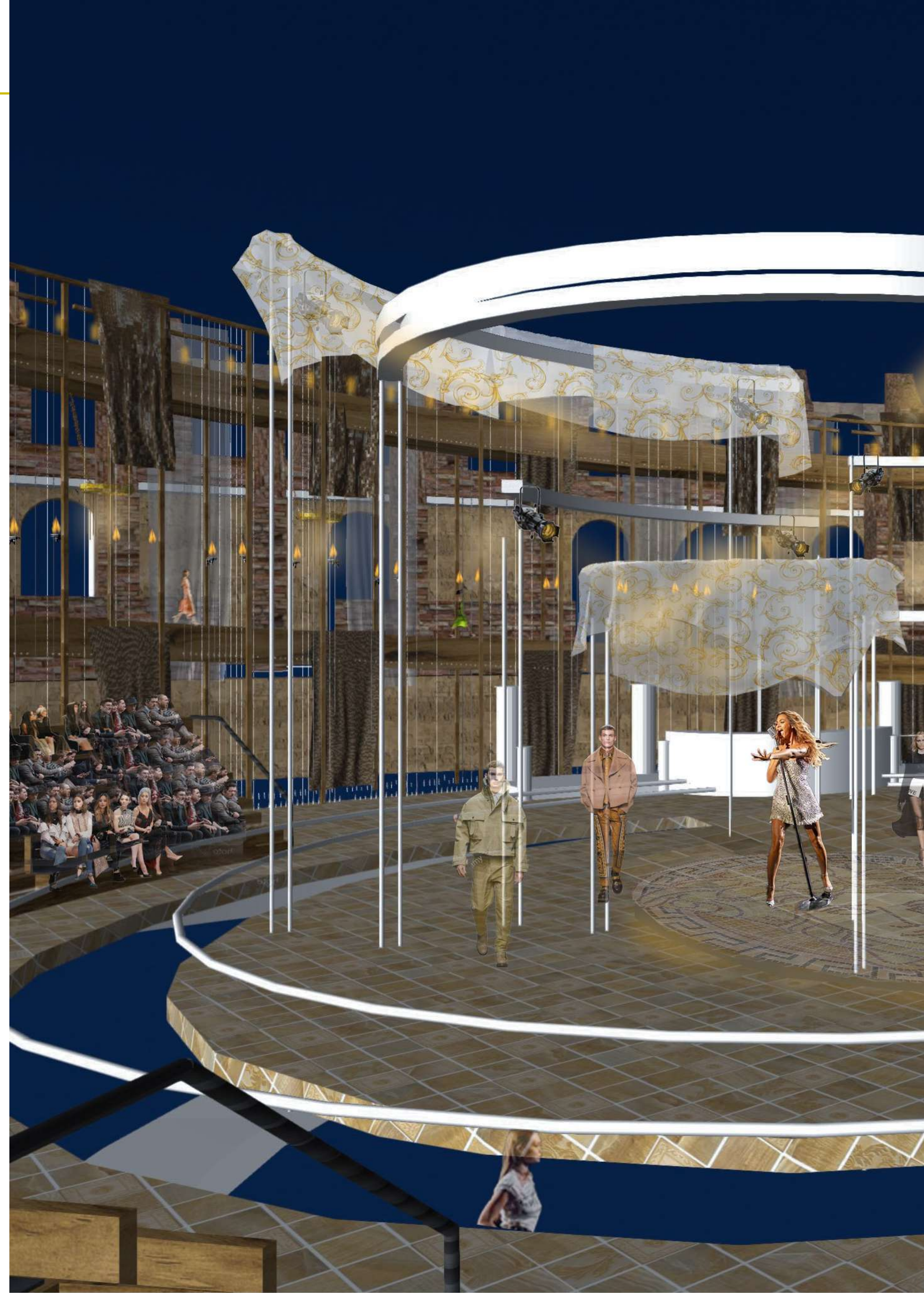
IMA CAVEA

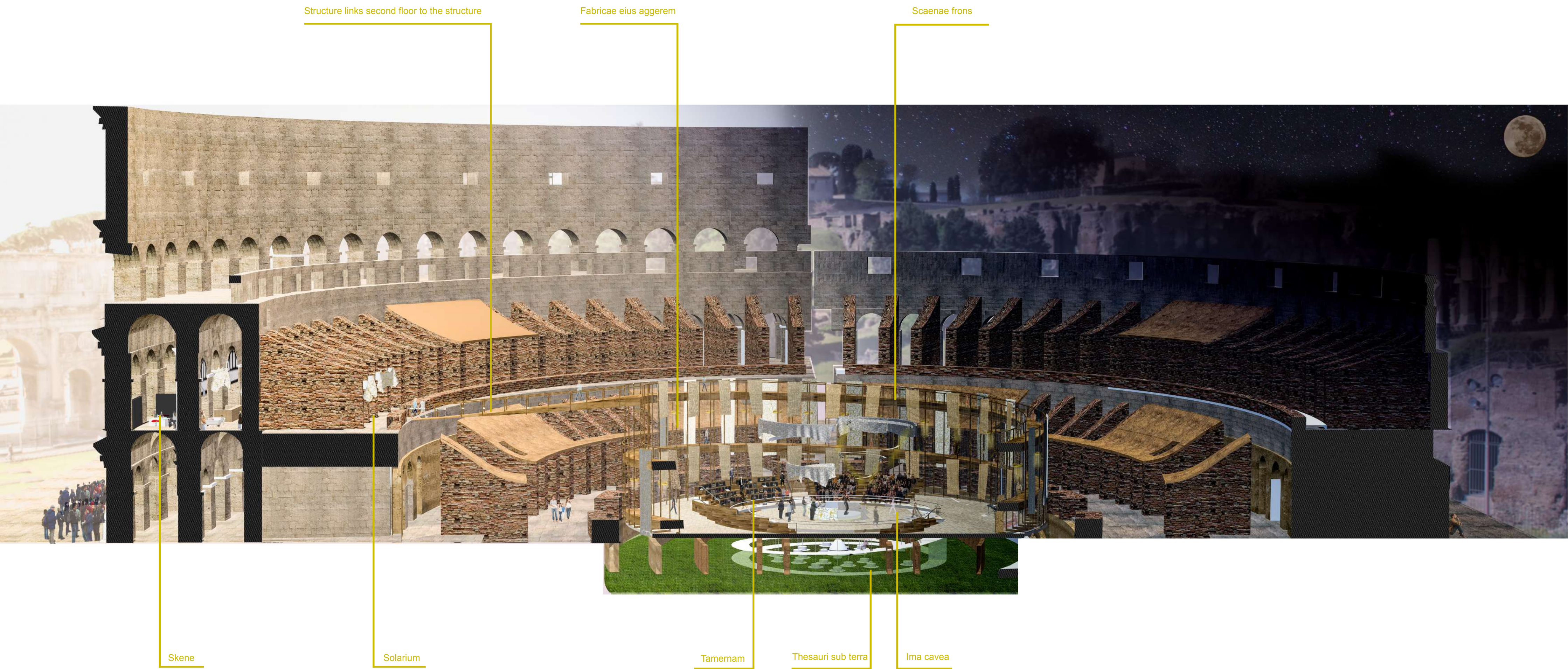
This area is reserved for VIP guests for the night catwalk event. The round arrangement of seating is a reference to the ancient Greek theatre seating.

TAMERNAM

This area is situated on the first floor of the inserted structure. During the day, it is used as a retail space, where visitors are able to purchase pieces from the Versus Versace collection line.

Tamernam





DIS-SOLUTION

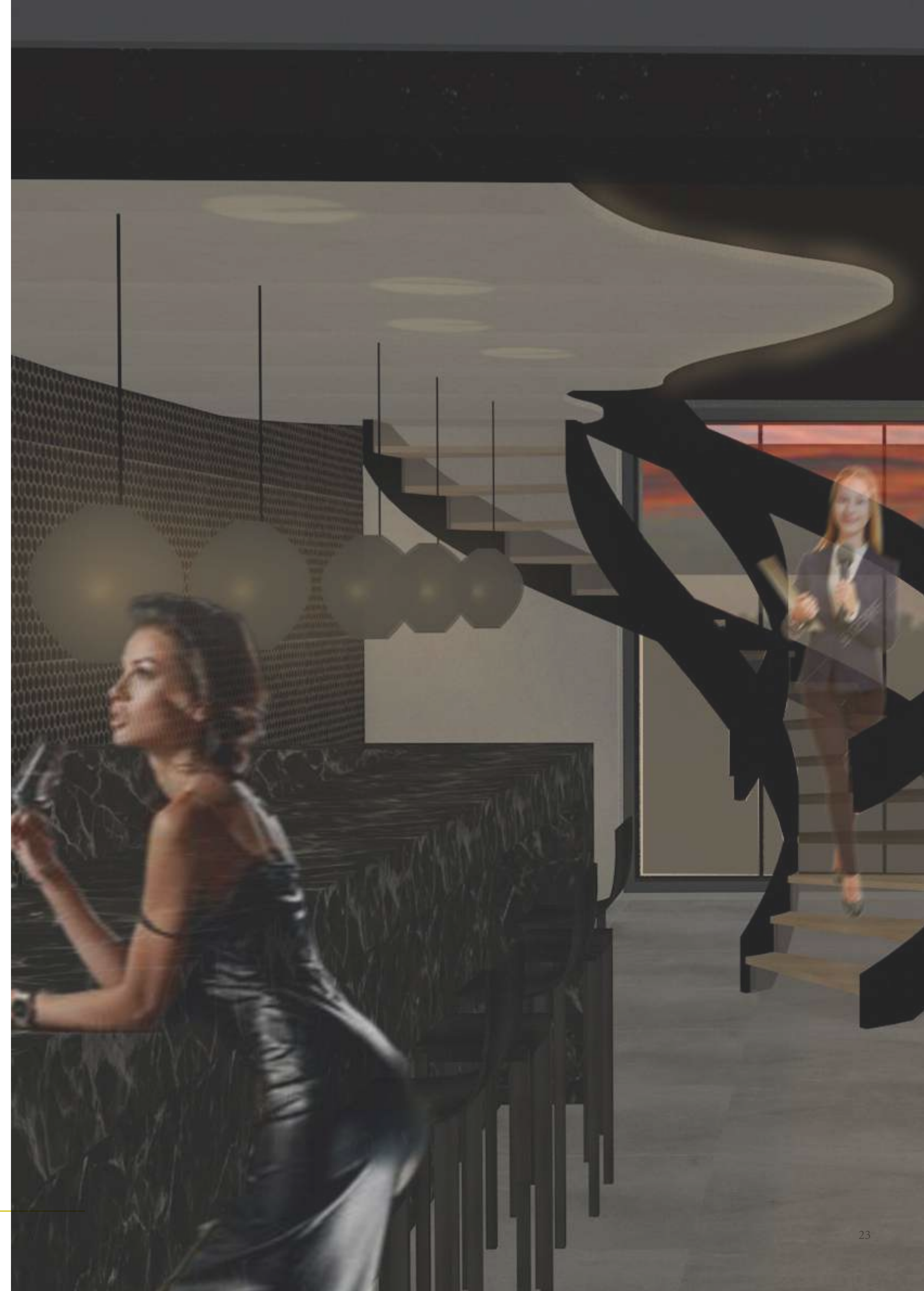
Commercial design

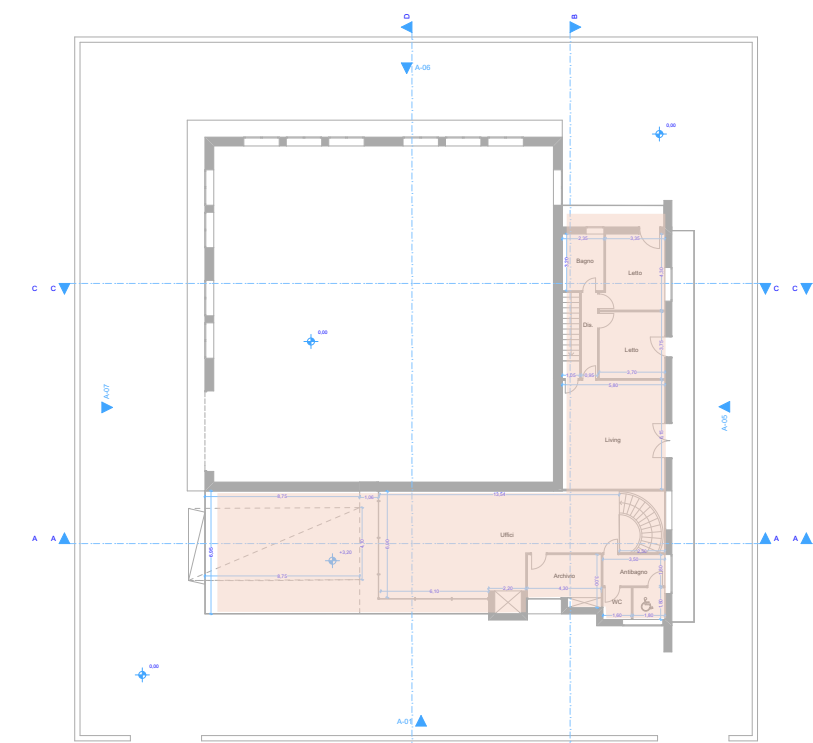
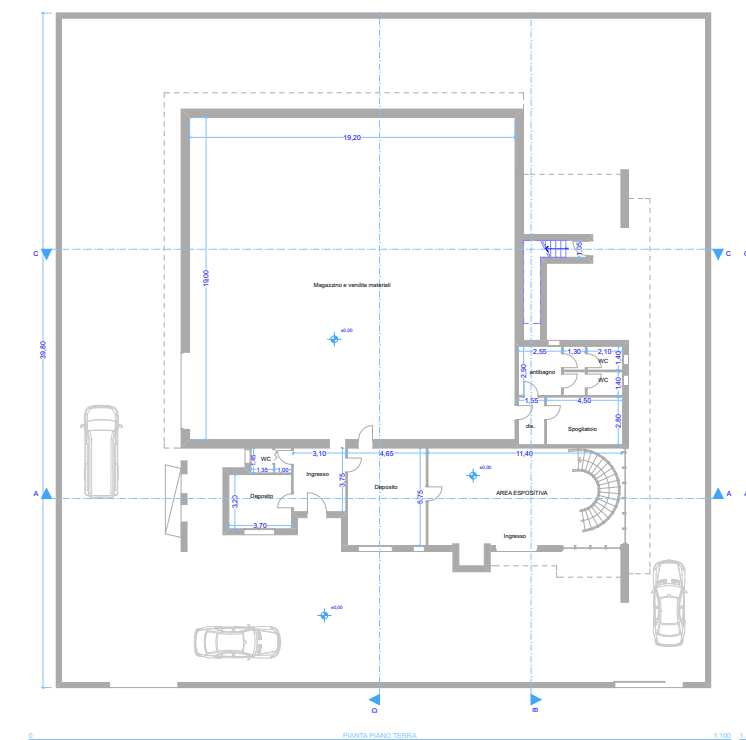
Immersive brand event

Via Santa Maria di Leuca, 420, 73049 Ruffano LE, Italy

Brief: can an immersive experience help to overcome post-break up depression?

Briefing area with a chic bar
Ground floor





Existing Building Information

Location : Via Santa Maria di Leuca, 420, 73049 Ruffano LE, Italy

Owner : Bray Group S.r.l.

The building is located on the outskirts of town. As mentioned, it is situated in a small town in the southern Italy, called Ruffano. The town is located in a strategic point, from there it is easy to get every big city around: Casarano (9.7 km), Tricase (14.5 km), Maglie (21.1), Gallipoli (29.7), Otranto (37km) and Lecce (50km). Also, a route of busses is in function 6 days a week. So, everyone from the Salento's area can have access to the building and of course can take part of to the designed event.





JACK DANIEL'S - MOTEL NO. 7



THE CHERRY ROOMS - PEPSI MAX

CONCEPT DIS-SOLUTION

I decide to create a drinking experience for heartbroken woman.

As the participants start drinking, the scene around them is changing alongside with their moods.

The idea behind the experience is that for each breakup stage there is a drinking stage everyone goes through during a night out.

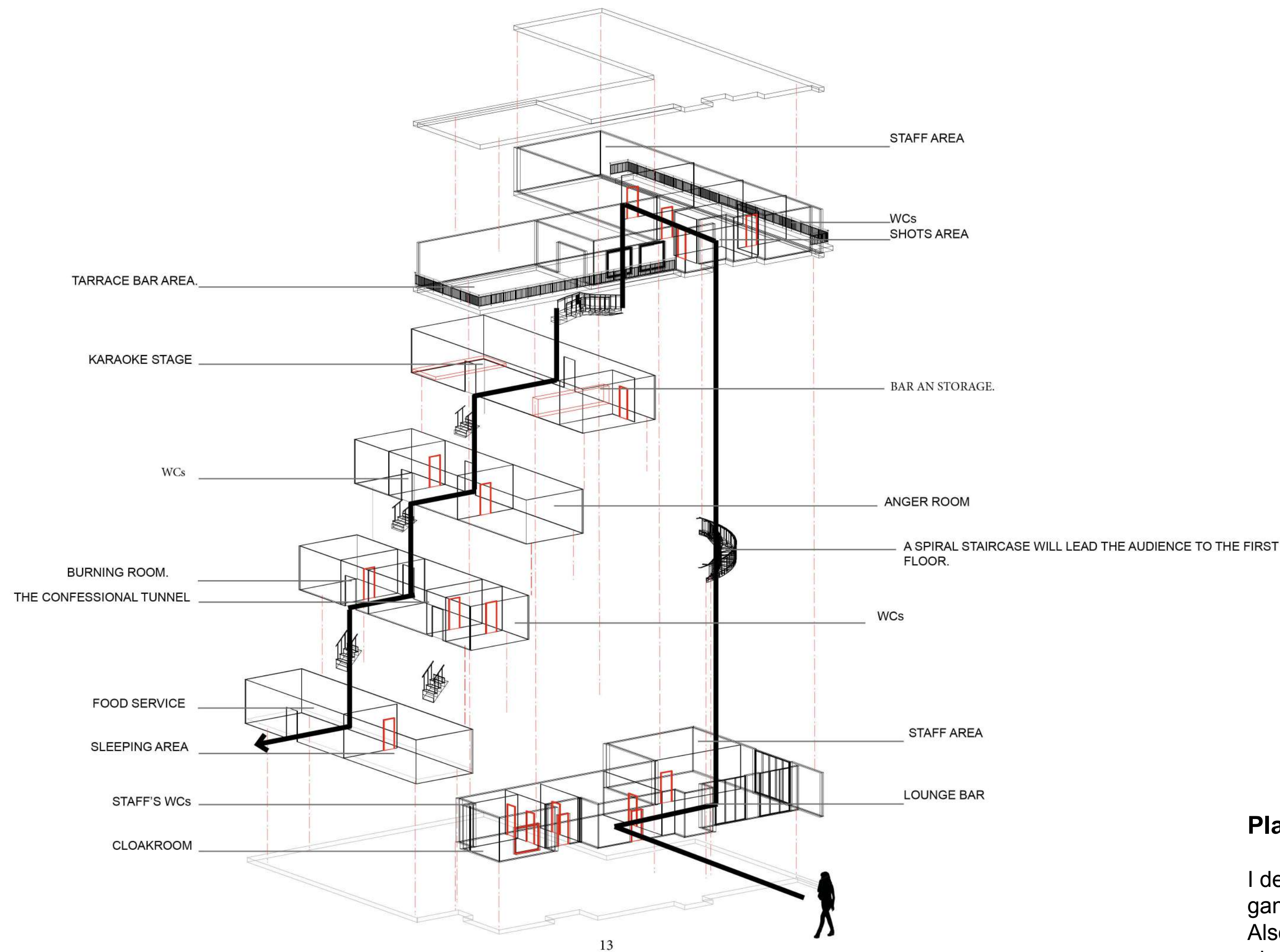
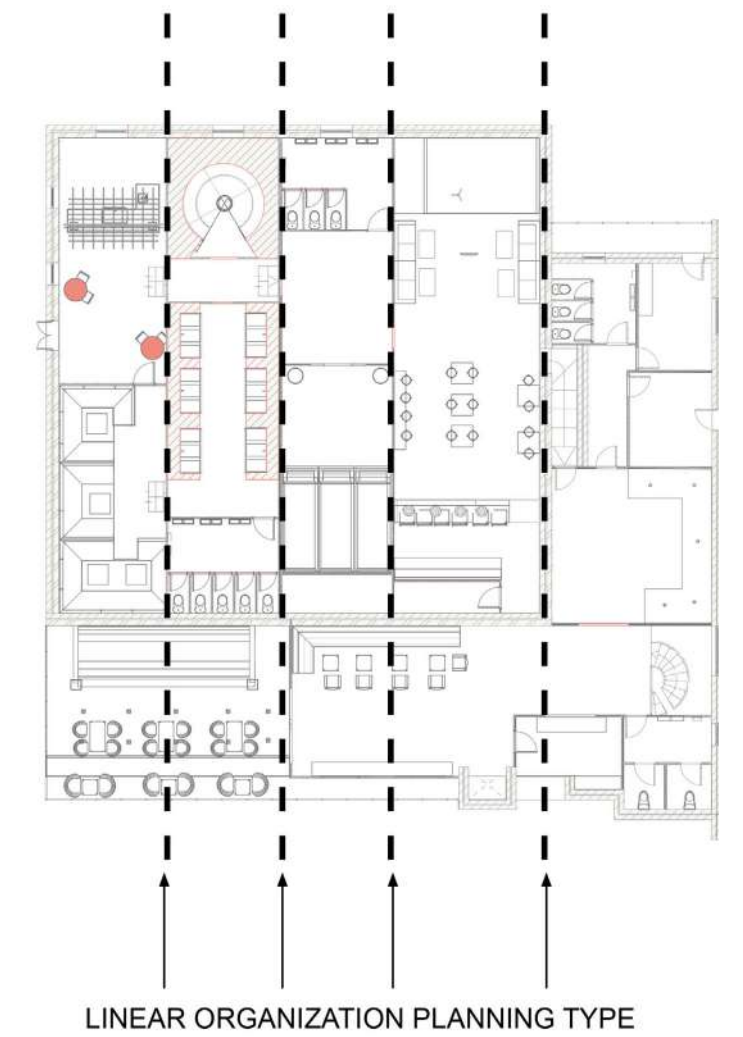
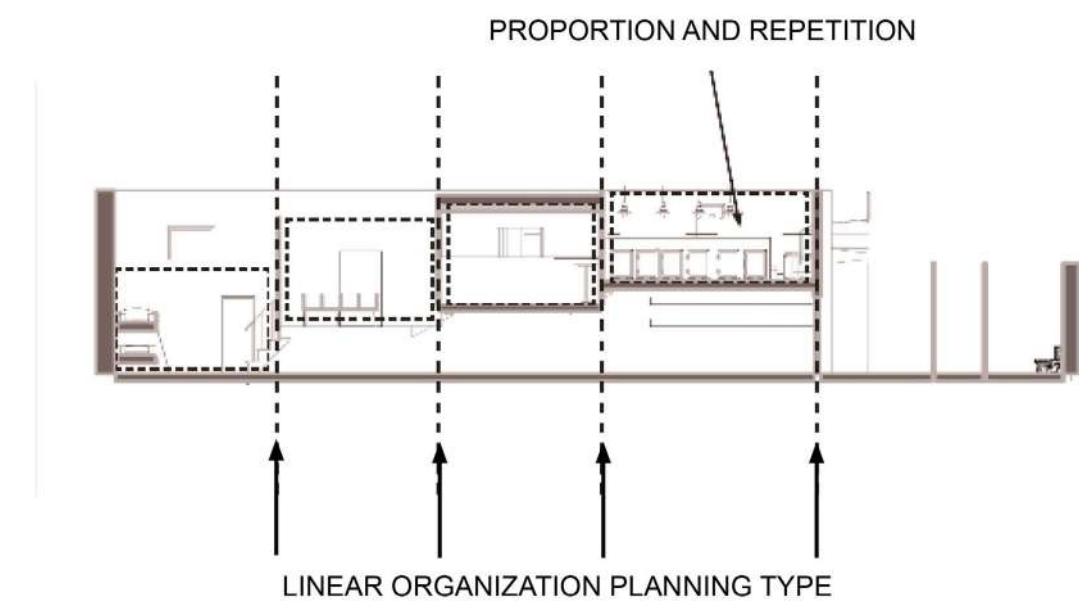
The alteration of the participant's mood due to the level of alcohol they drunk, will guide them through the space.



MUSEUM OF ICE CREAM



REFINERY29'S - 29ROOMS



Planning Strategies

I decide to use a linear organization planning type. The organizational type helped me to set the flow of the experience. Also, I used proportion and repetition spacial ordering principles. The exploded axometric on the left show the customer journey through the space.

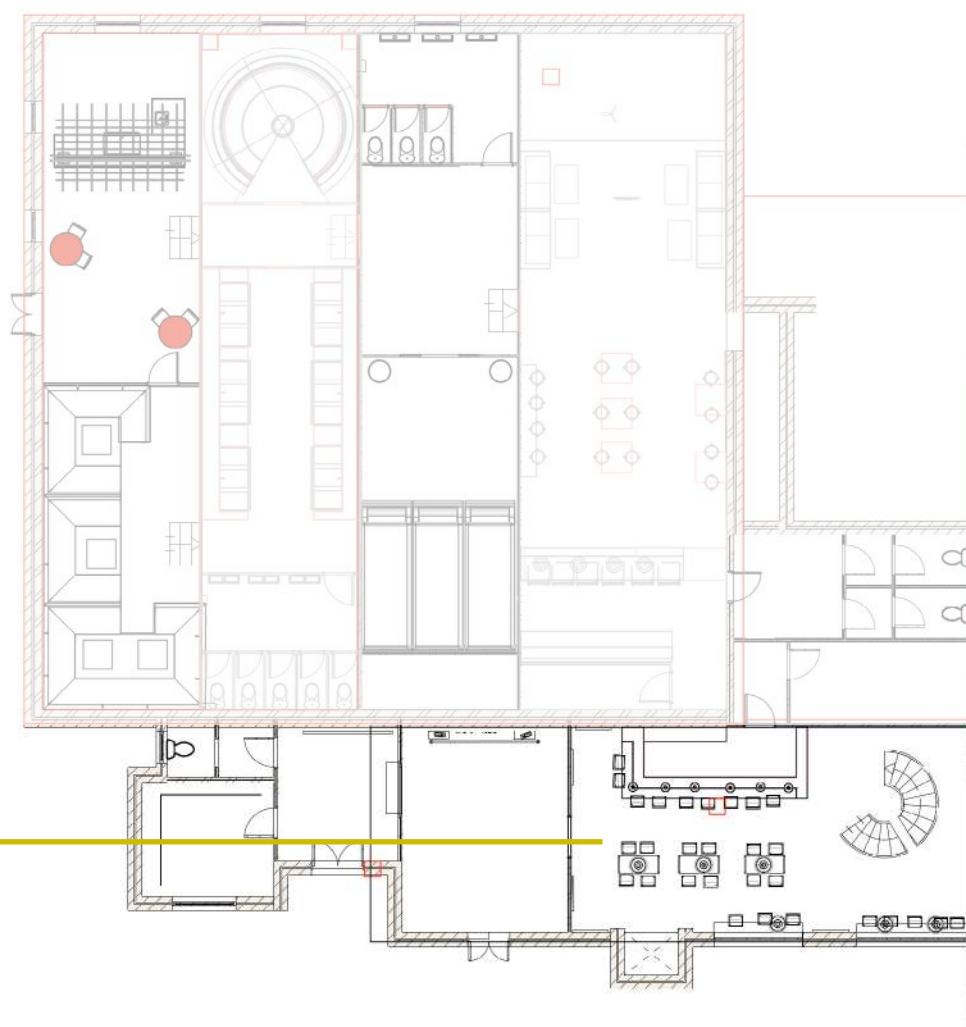
The idea was to create the sense of contrast between the front of the building and the back. The L-shaped part of the building is opened to the outside. Contrary, this area does not have any contact with the external environment.

briefing area

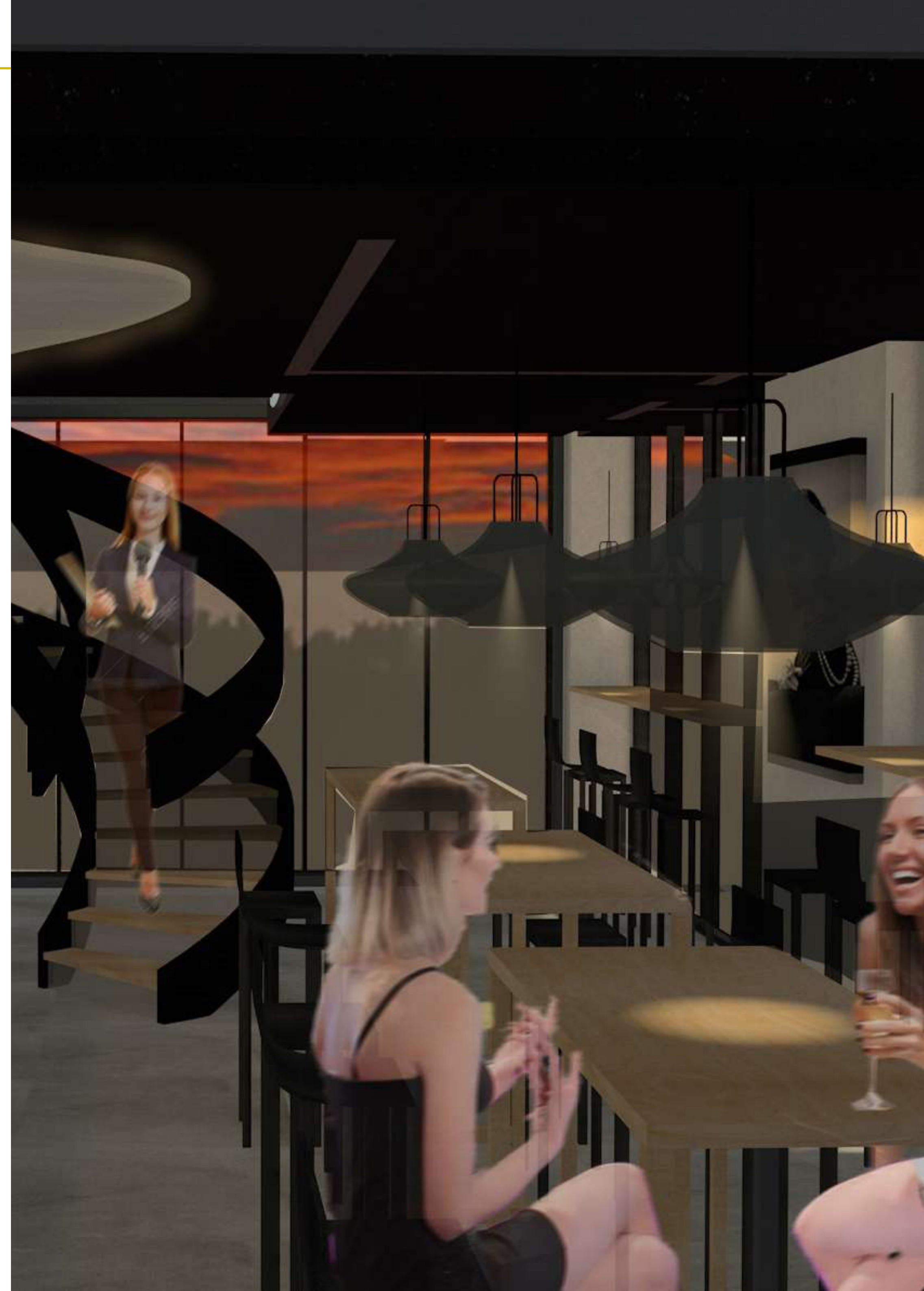
WHERE THE EXPERIENCE BEGINS

BREAK-UP PHASE: Hope
DRINKING PHASE: The first sip

The audience find themselves in a exclusive briefing area with a chic bar where they will be able to have the first drink of the night. Once everyone is settled in, Zoe, the creator of the app, will make an entrance from the staircase and will explain the rules of the night to the excited audience.



Ground floor
Briefing and Bar area



karaoke area

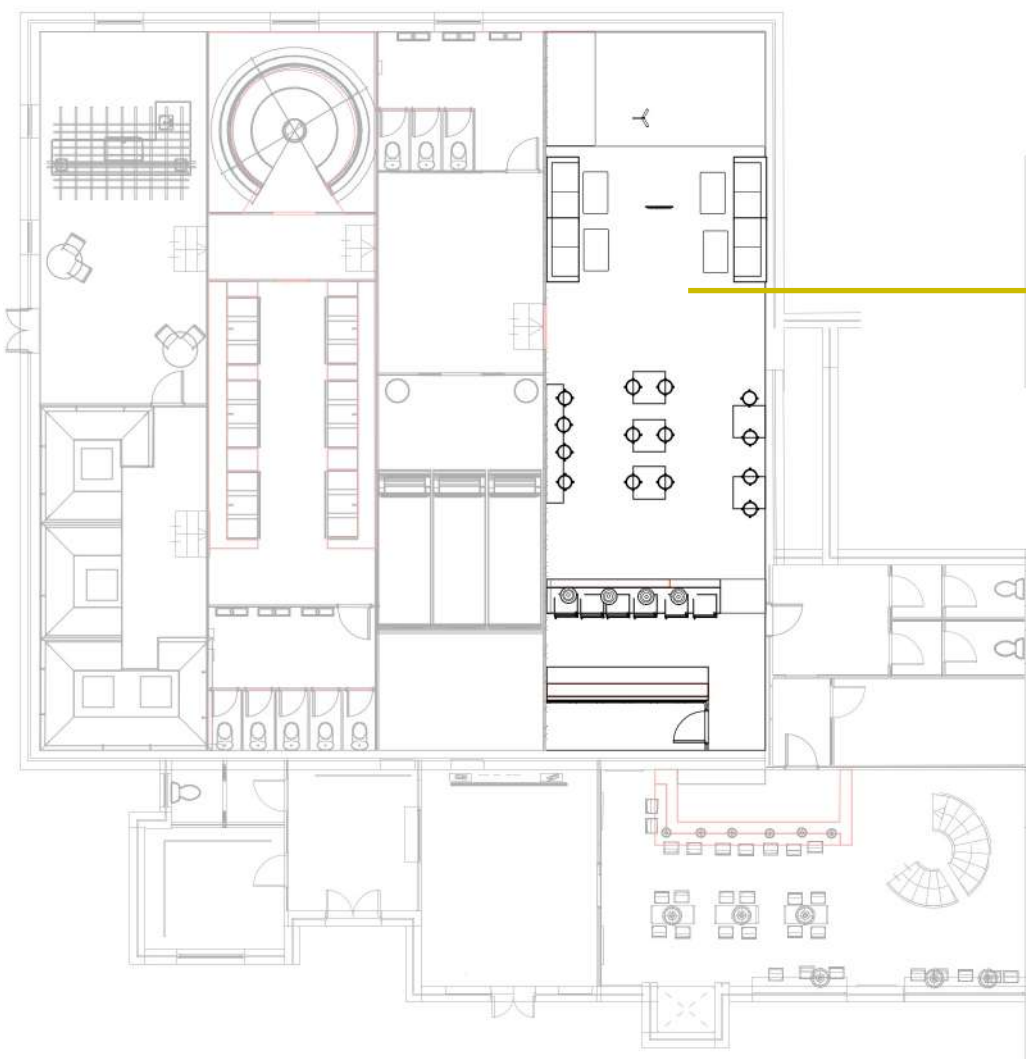
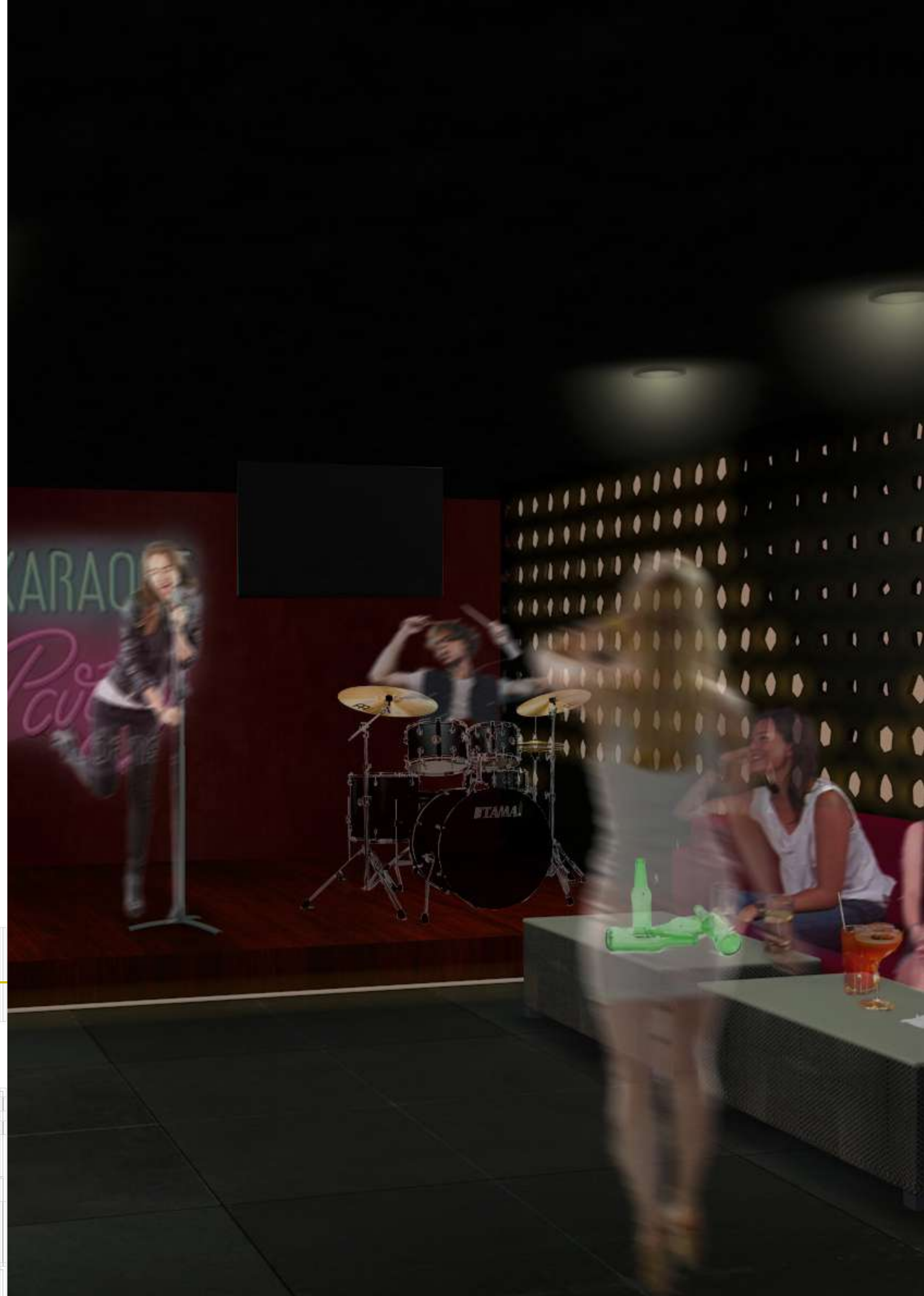
THE THIRD ROOM

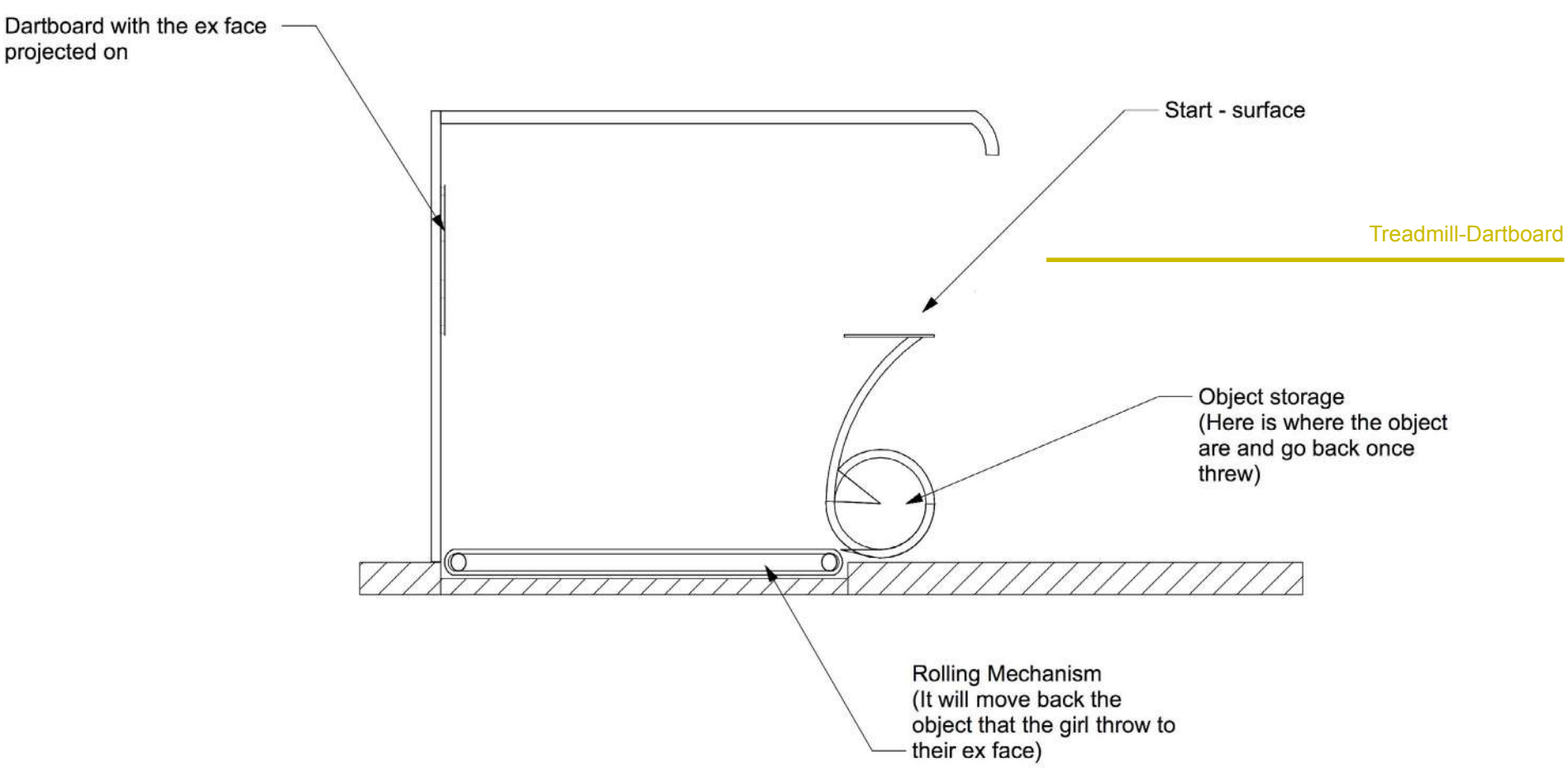
BREAK-UP PHASE: Isolation

DRINKING PHASE: The song and dance

With a “few” drinks in the audience system, it’s time to hit the dance floor or better, why not singing a song for the idiot that dumped you?

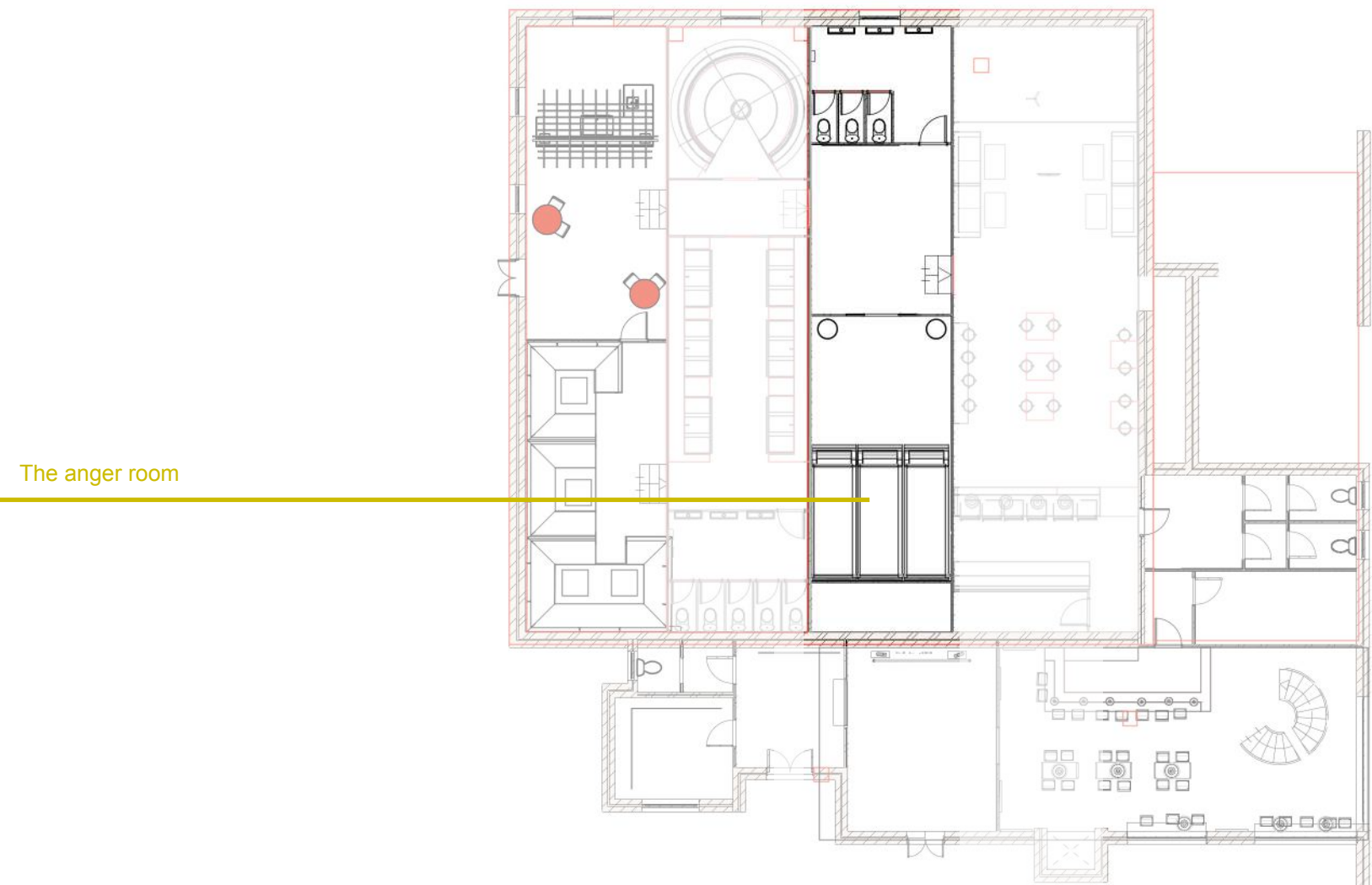
The alcohol seems to be working. You bust that lyrics Well done, tequila. Well done.

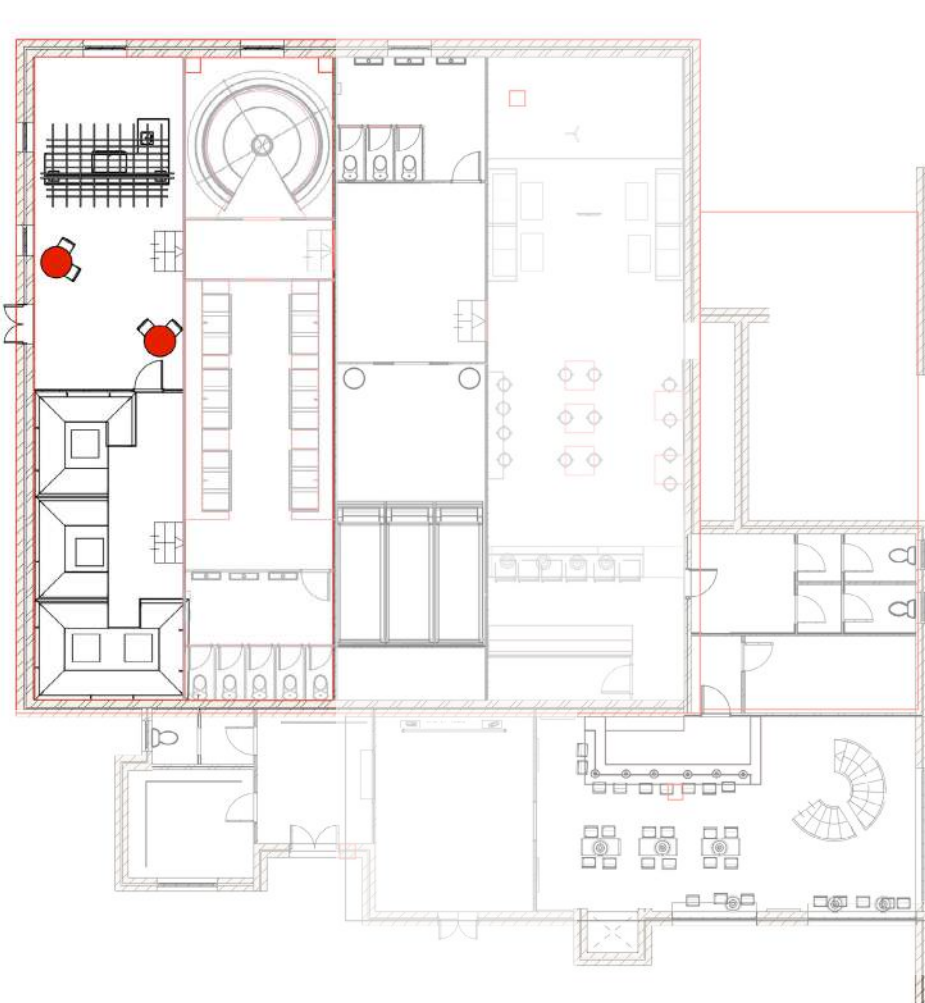




Welcome to the anger room where the participant will vent out their anger by throwing high heels to your ex projection?

I designed this machine to make it fun and challenging at the same time. The idea was to create a dartboard with the participants faces on it, but then I apply to it a treadmill structure. This structure will help the tipsy participant to have more fun with it and also it will make things quicker so that other participants could use it too.





The confessional

BREAK-UP PHASE: Denial

DRINKING PHASE: The bathroom heart-to-heart

On the way to the ladies, you find yourself talking about your feeling towards your ex to a stranger just met in the 'Confessional' corridor.

You probably will not ever see them again, but right there you feel the connection and you need to talk this through.

BREAK-UP PHASE: Negotiation

DRINKING PHASE: Half-awake half-asleep couch hangout

At this point, there is not much left to do. The audiences are drunk as never before. The audience will not even have time to think about the new best friend found in the corridor, when they found themselves under the comfortable duvet on the sofa's room.

The drunkulas' shelter



THE ISLAND

Set design

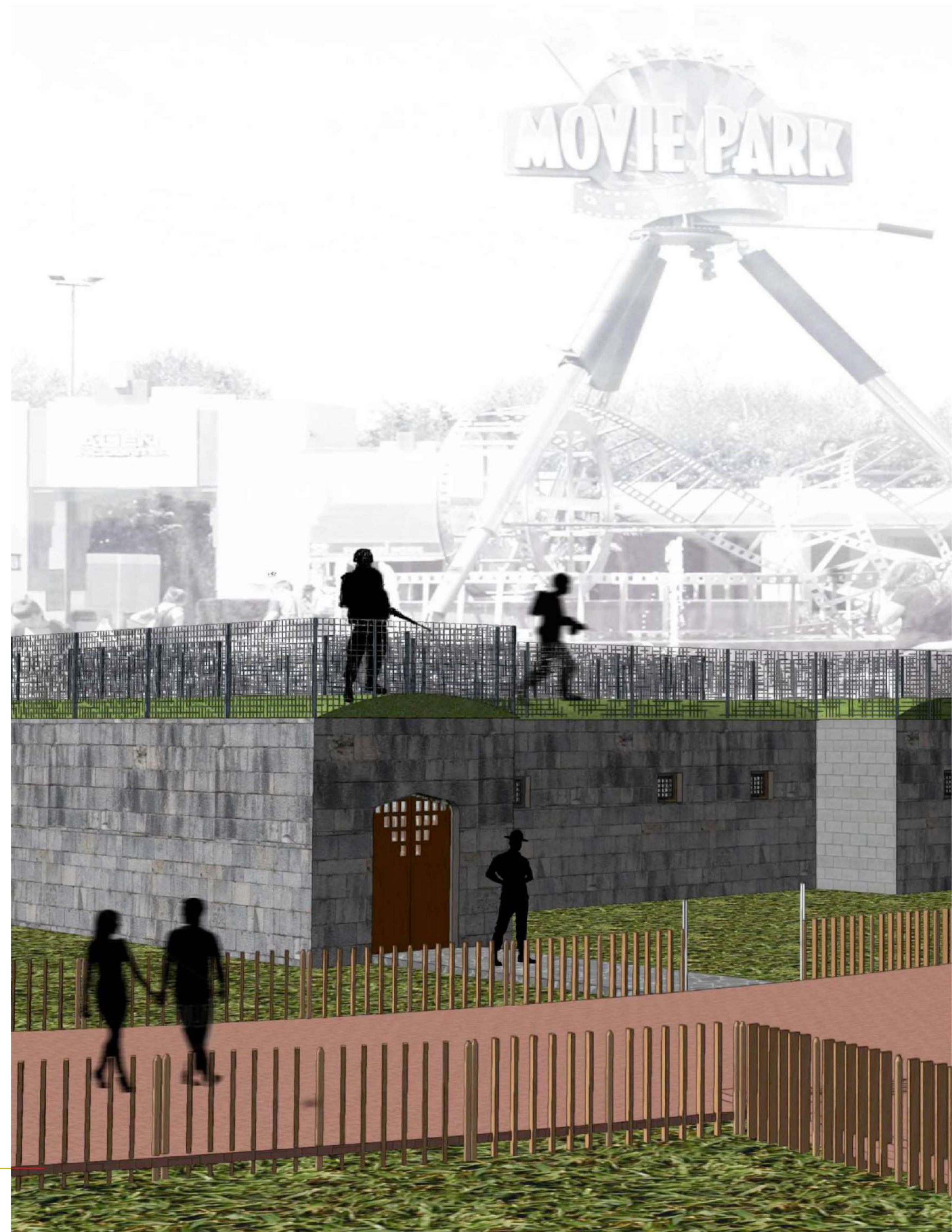
Immersive theatre event

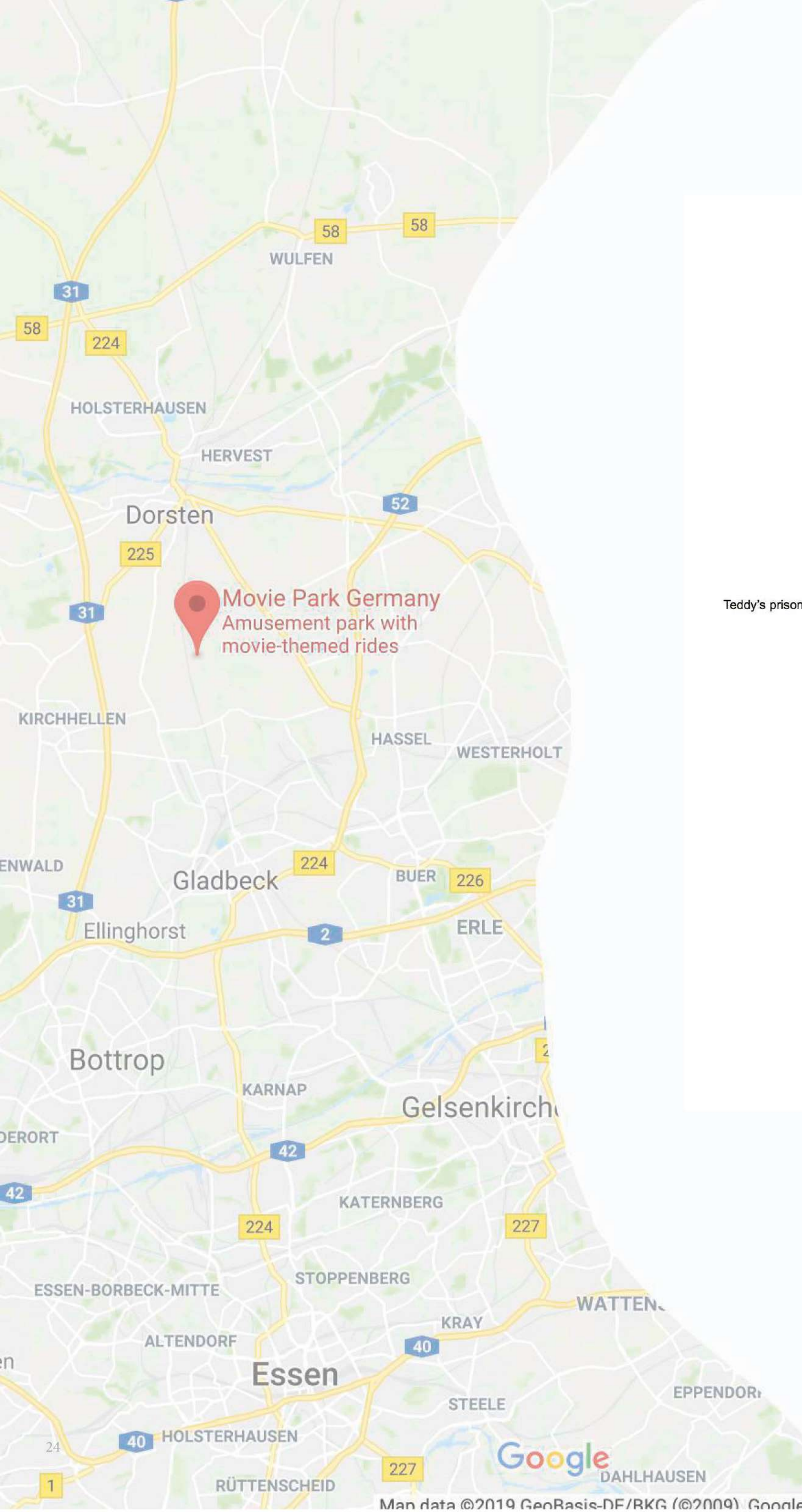
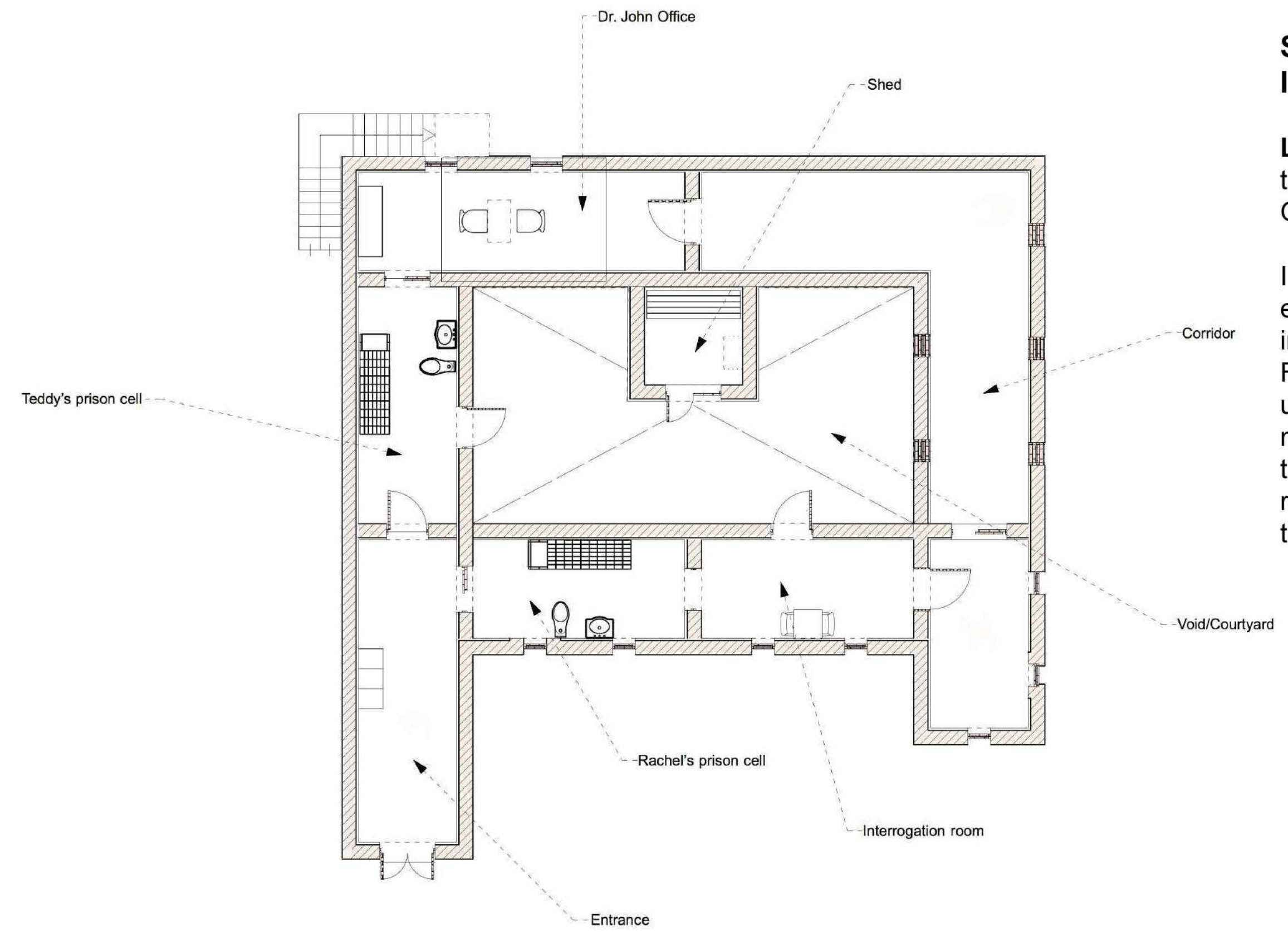
Theme park in Bottrop-Kirchhellen in Western Germany

Brief: detail design, exploring detail and cost implications for designers on projects. Using standard shipping containers, you are asked to create a concept suitable for either residential, retail or commercial use.

The concept can use any of the standard sizes currently available but will be limited to a maximum number of 4no. Containers (minimum 2no. containers). Containers can be used in any orientation to create an interesting internal / external use of space.

External visual





Structure Information

Location : Theme park in Bottrop-Kirchhellen in Western Germany

I decide to locate my experience in the Movie themed park in Germany. Following the brief I decided to use 4 shipping containers for my experience. The shape and the outside look of the building remind of the fortress used in the movie.



CONCEPT THE ISLAND

It is an immersive theatre experience inspired by the movie "Shutter Island", written by Leata Kalogridis and Dennis Lehane.

The audience will follow a maze-like path while helping Teddy to investigate the disappearance of an inmate. The lighting will address the audience to the scene they are about to be part of.

Interactive, tense, surprising with a series of twists, the show will take your breath away.



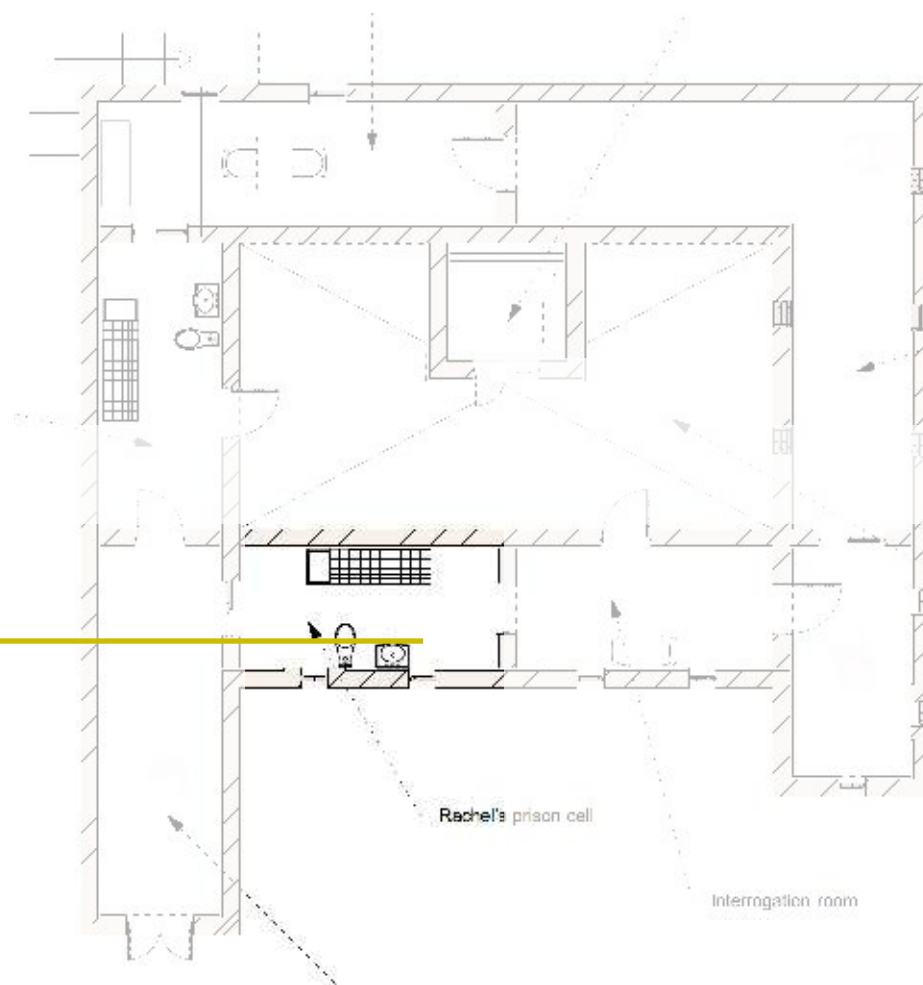
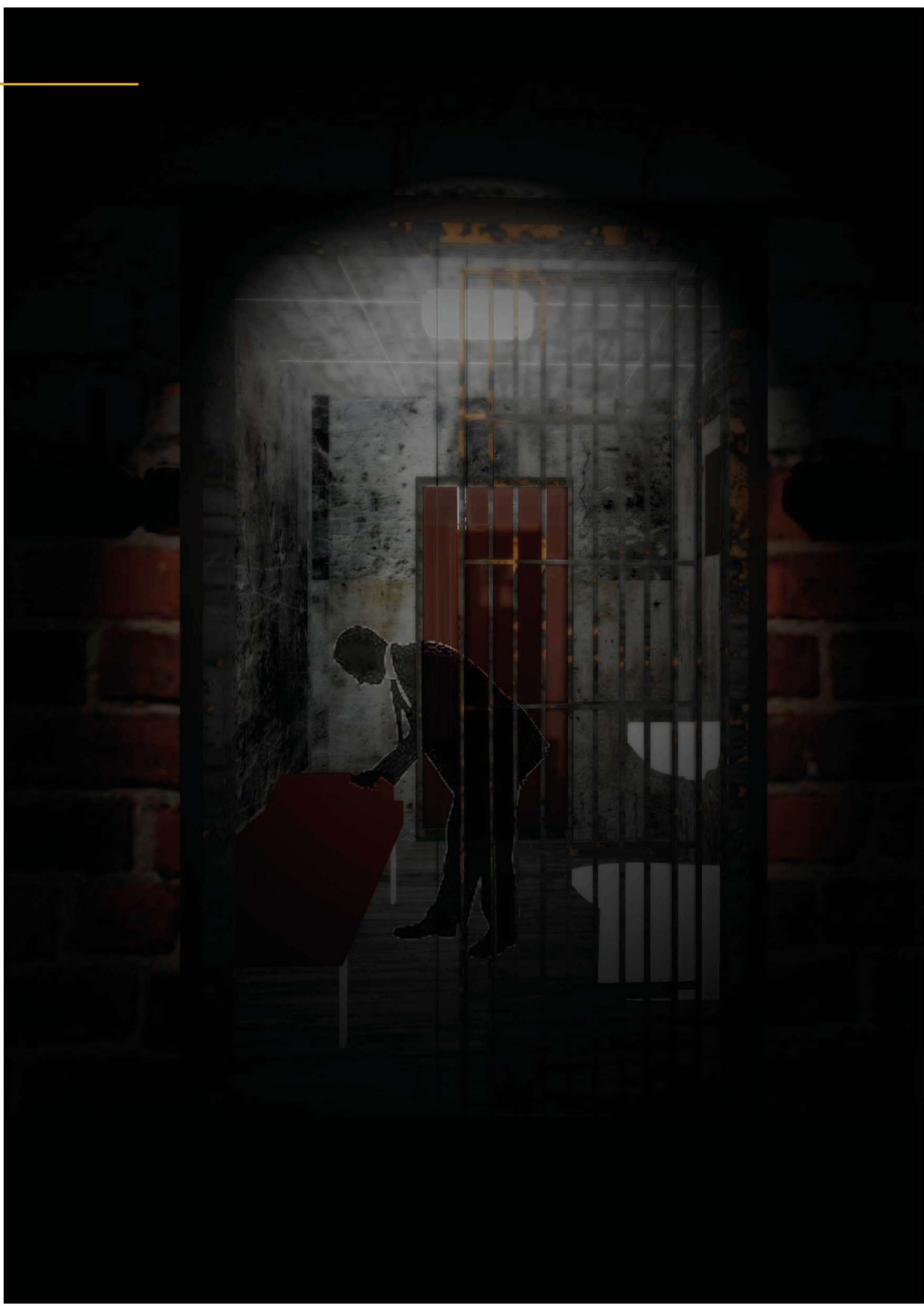
Rachel's prison cell

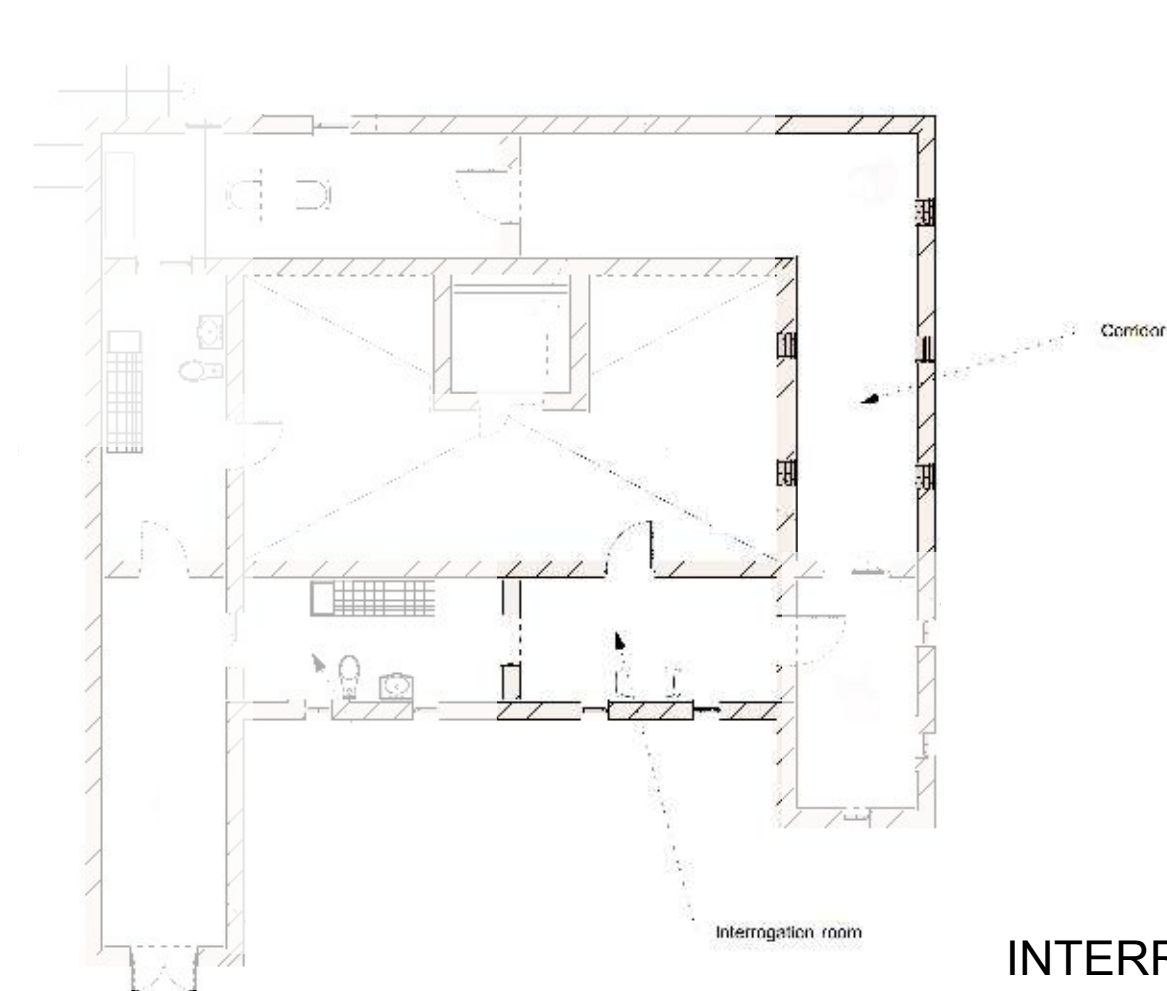
THE ATMOSPHERE

Teddy greets the audience and explains to them their mission. The audience is invited to leave their belongings in the locker. Afterwards, the audience will move to Rachel Solado's cell room to help Teddy find clues.

The atmosphere throughout the experience is obscure. The idea was to take the audience into a journey to the dark side of human psyche, by exploring Teddy's.

Rachel's prison cell





Interrogation room

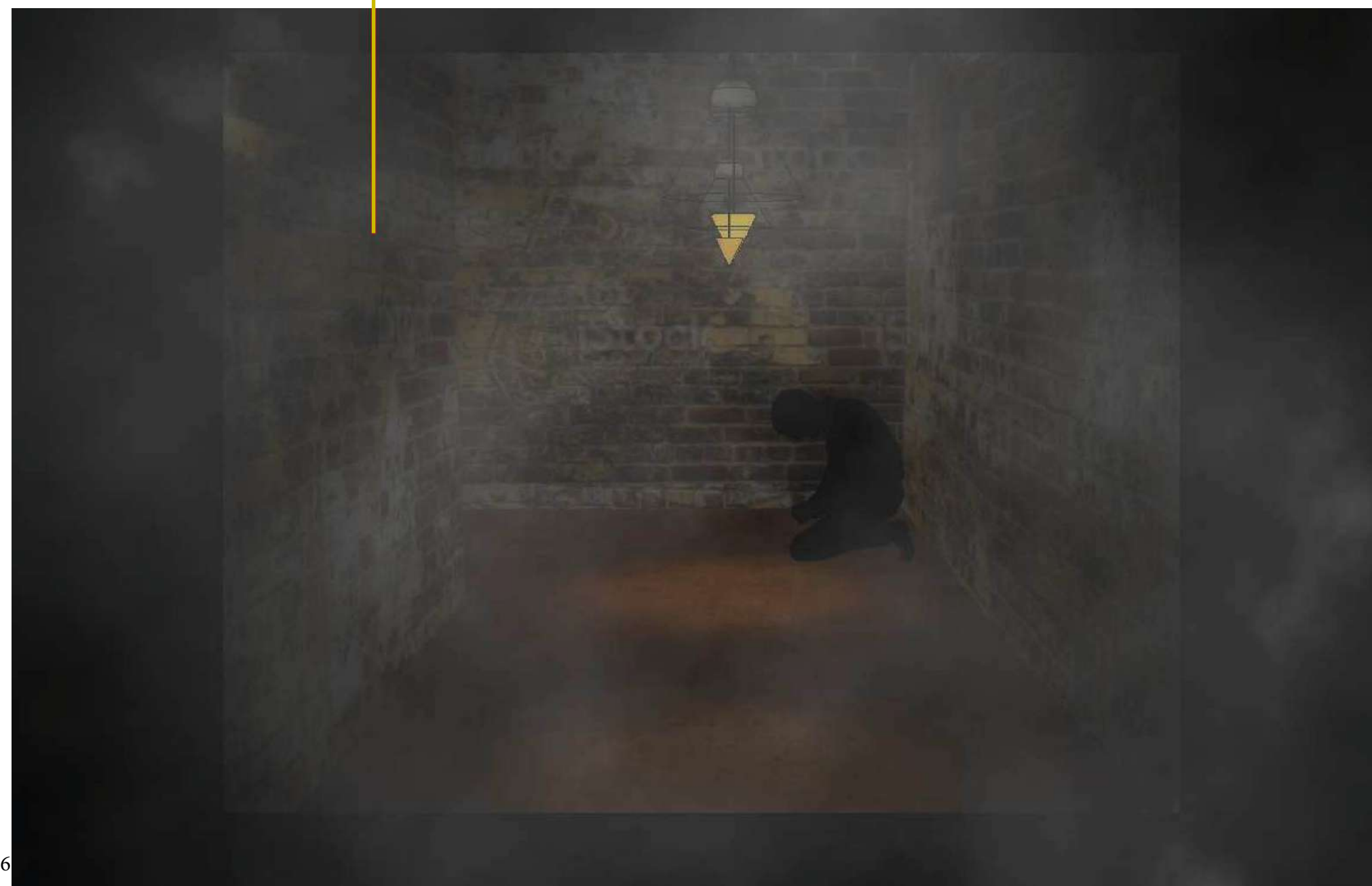
INTERROGATION ROOM

Teddy and his new partners move to the interrogation room where they interrogate an inmate. She might have some information about Rachel.

SMOKY ROOM

The alarm goes off and the group is forced to find the exit that will lead them into a long and smoky corridor where they find the other inmate that will talk Teddy through the realization that he is an inmate of the facility and, not a Marshall.

Smoky room



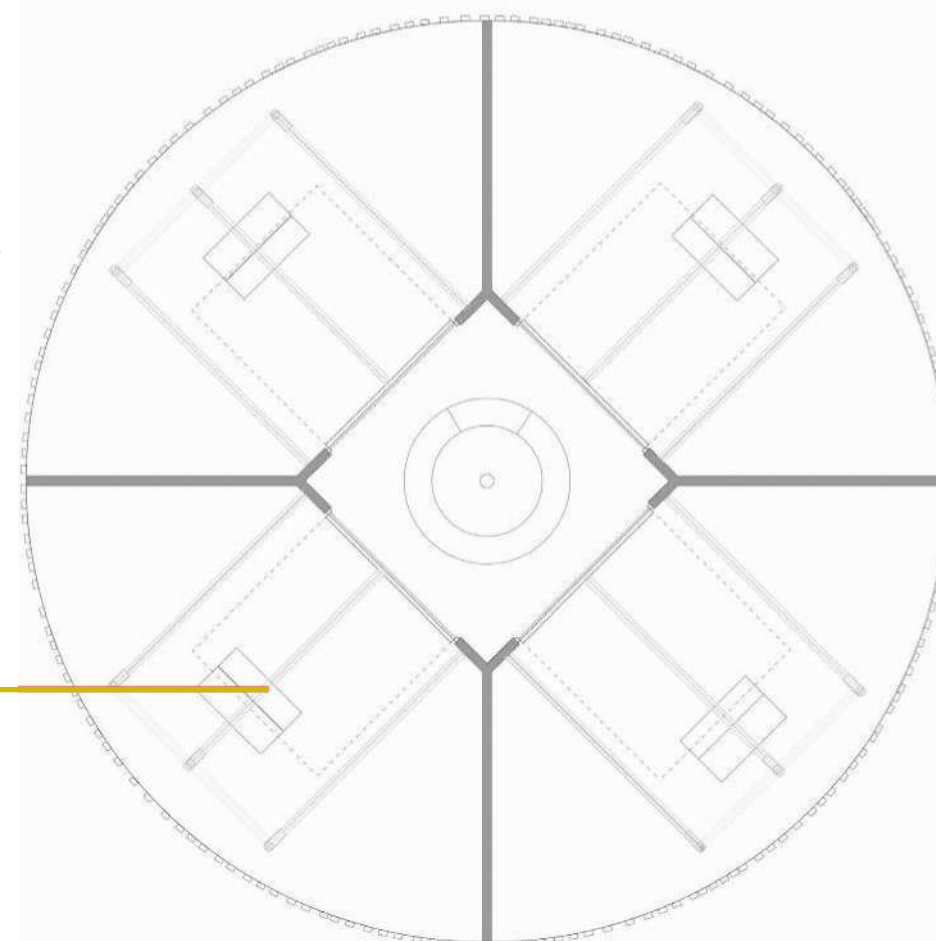
Commercial design

*Live project

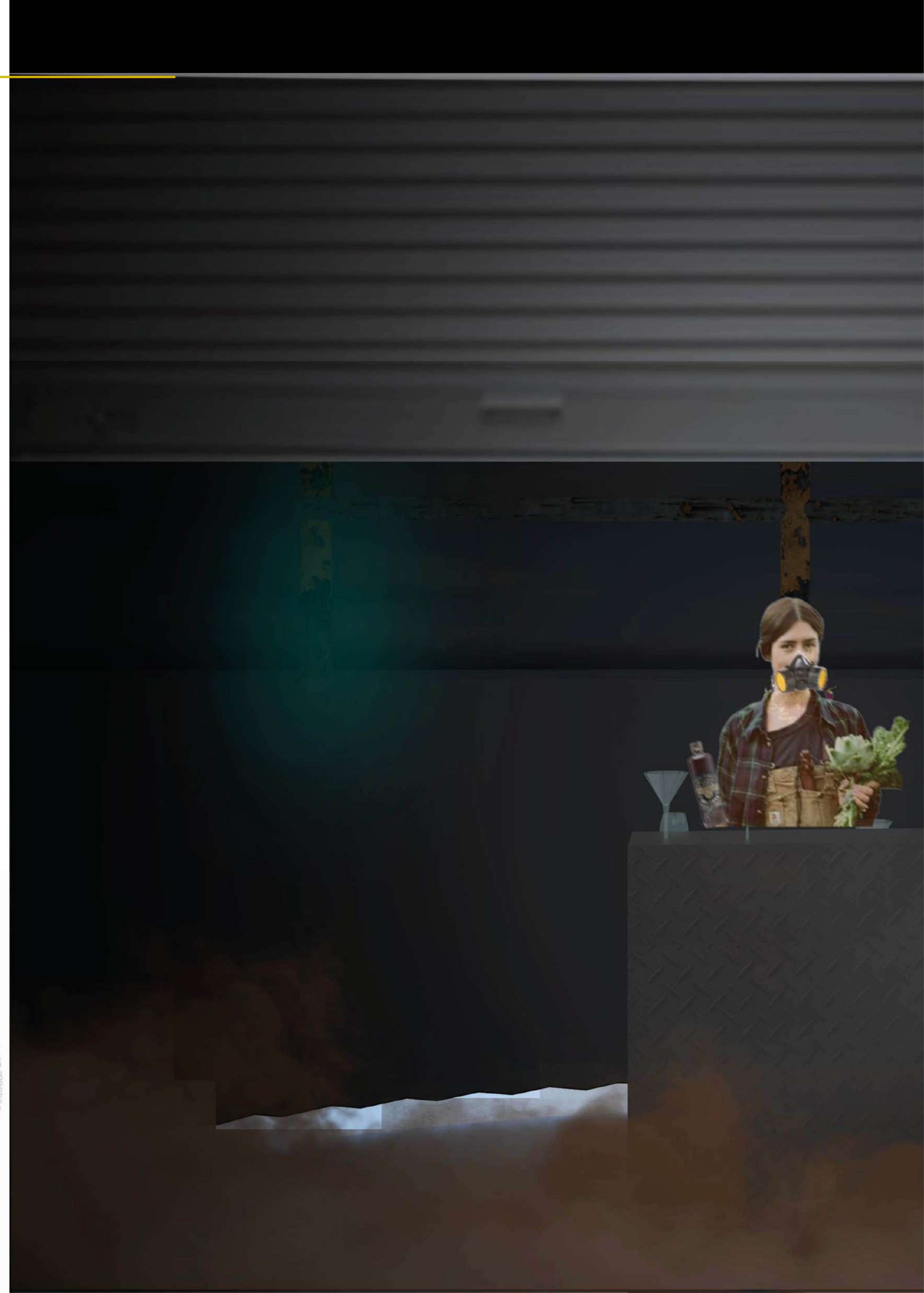
Pop-up brand experience

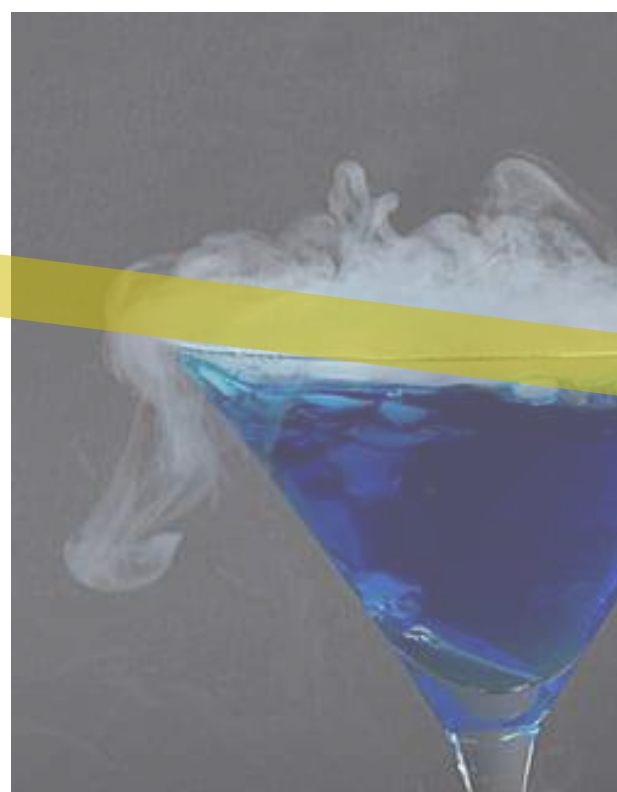
Movable structure

Brief: In an attempt to further entice the younger fan base, the traditional Latvian liquor launched the Black Balsam Laboratories competition, in which cocktail “workstations” would be situated in numerous locations around the world. The laboratories would need to accommodate one workstation for the bartender, as well as an area where visitors would be invited to mix and experiment in order to create their own Balsam-based cocktails. For the Black Balsam Laboratories competition, participants are asked to present designs for a transportable structure that could be used to experiment with cocktail combinations in order to create the next trendy drink.



Workstation





CONCEPT

B²_L

It tells the story, that BalsamWhile travelling to Russia, Catherine the Great stopped in Riga for a few days respite but shortly after her arrival she became extremely ill. Although a long shot, pharmacist Abram Kunze and his ambitiously advertised Miracle Elixir were called for. Catherine the Great rose from her deathbed and exposed the balsam as a healing wonder.

But during World War 2, this recipe was lost.

This was a group project. My team and I have thought about the idea of designing an experience similar to an escape room, with the difference that the participants have to create the perfect drink in order to 'save' themselves. Once they the drink is made, the door to another room will be unlocked and they will be able to celebrate at the bar with a special drink.



'THE FRAGRANCE LAB' - SELFRIDGES



MESSY LABORATORY



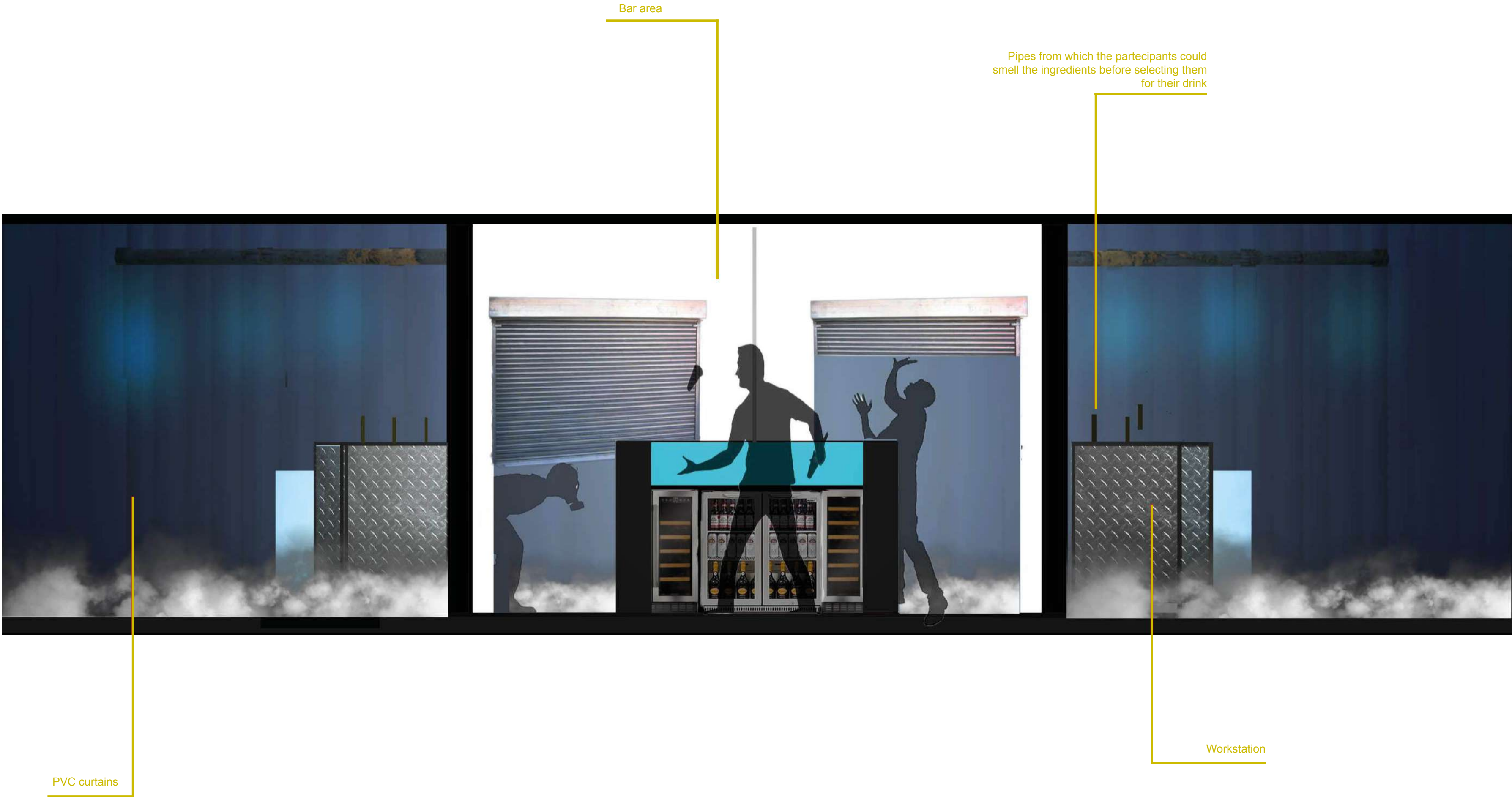
SMOKE INSTALLATION



DRINKING MIX

We wanted to create a laboratory like atmosphere. We wanted to attract participant to the structure. Therefore by using PVC curtains, we created a scenario where people that walked by could see and not-see throw it and were tempted to go in and look for themselves.

The participant will start the experience far from the centre of the circle where the bar is situated. They will not be able to get to the bar before creating the perfect cocktail. The barman at the bar will be the one who will unlock the door once the ‘cure’ has been found.



KOOFI

Bar counter

Commercial design

*Live project

Cafe & hot food service

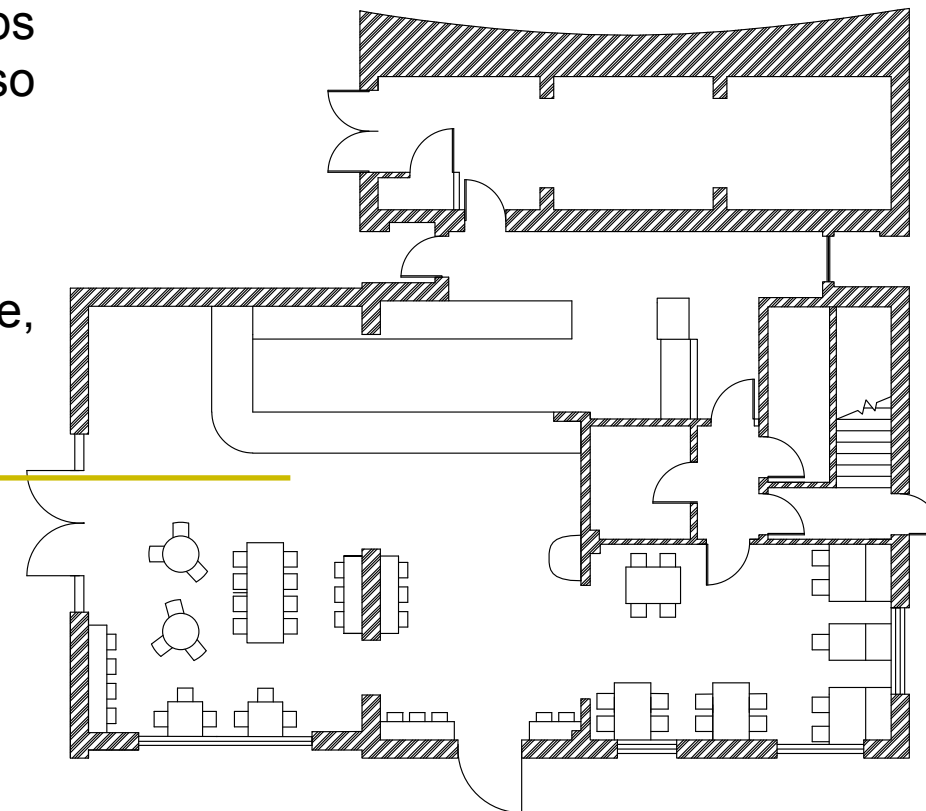
Penryn Campus, Treliever Road, Penryn, Cornwall
TR10 9FE

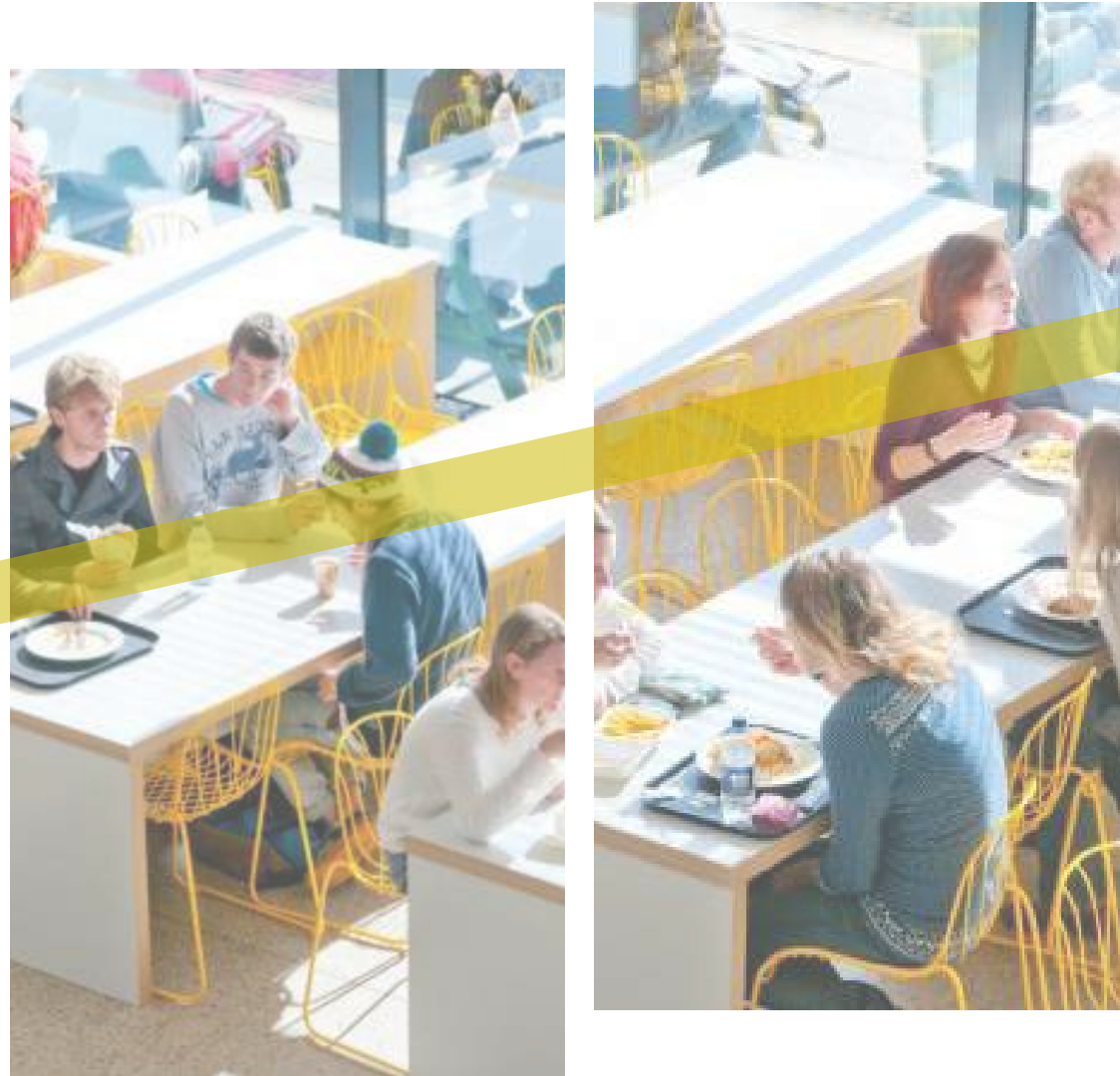
Brief: Koofi is a café style catering operation serving pizza, hot and cold drinks, sandwiches and panini, snacks and cakes. It is a successful operation that is seeing increased sales and success. It is close to the student accommodation and a key service to the summer groups that stay on Campus. In the summer months it also serves as a shop for convenience items.

Requirements :

Menu boards, coffee menu board, external menu case, extra logo decals on windows and doors.

Bar counter





CONCEPT **KOOFI**

The goal of the project was to increase covers per day, provides fun and exciting catering outlet for students and summer guests. It must be fit for purpose and allow the flow of customers through the unit in a timely manner.

As the client requested I brought the outside to the inside. For the menu boards and logo I focused on combining the two key elements of the shop: coffee and pizza. Also, the client asked me to arrange the space in a way that customers could come in and go as quick as possible.





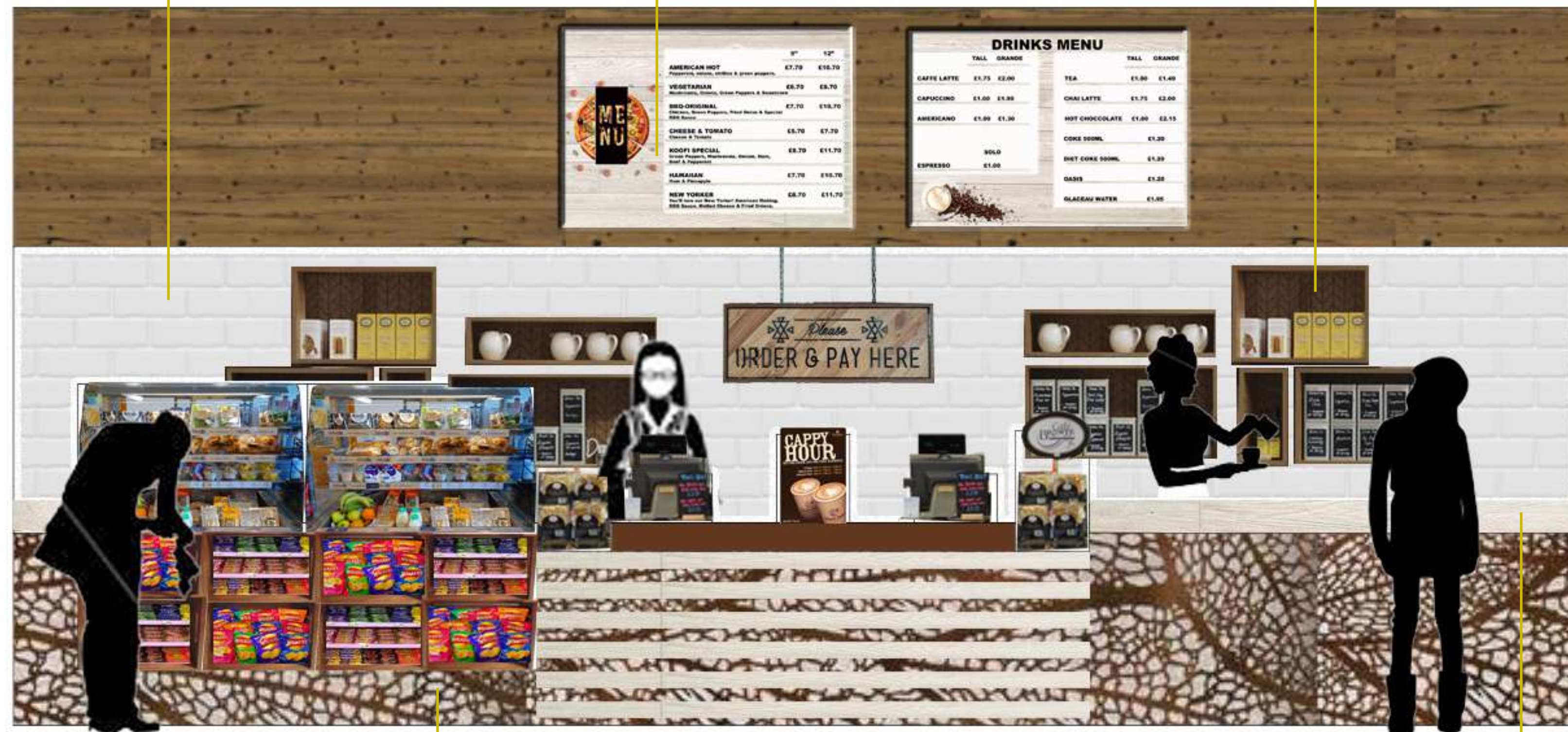
I was asked to design a bar counter in a way that circulation was clear and fast. The customer enter the space from the left then they are invited to pick up they 'ready to go' food from the fridges and then move to pay and order section. After that they can collect they coffee on the right side of the counter.

On the left, it is the new logo. I thought of joining the concept of cafe with the pizza service the do during the eventing.

Glitter Brick Wallpaper

New menu boards design

Colworth Wooden Shelf

Laser cut screen
steel leaf motif

Counter top - Corian everest

WALKING FOR LIFE

Product design

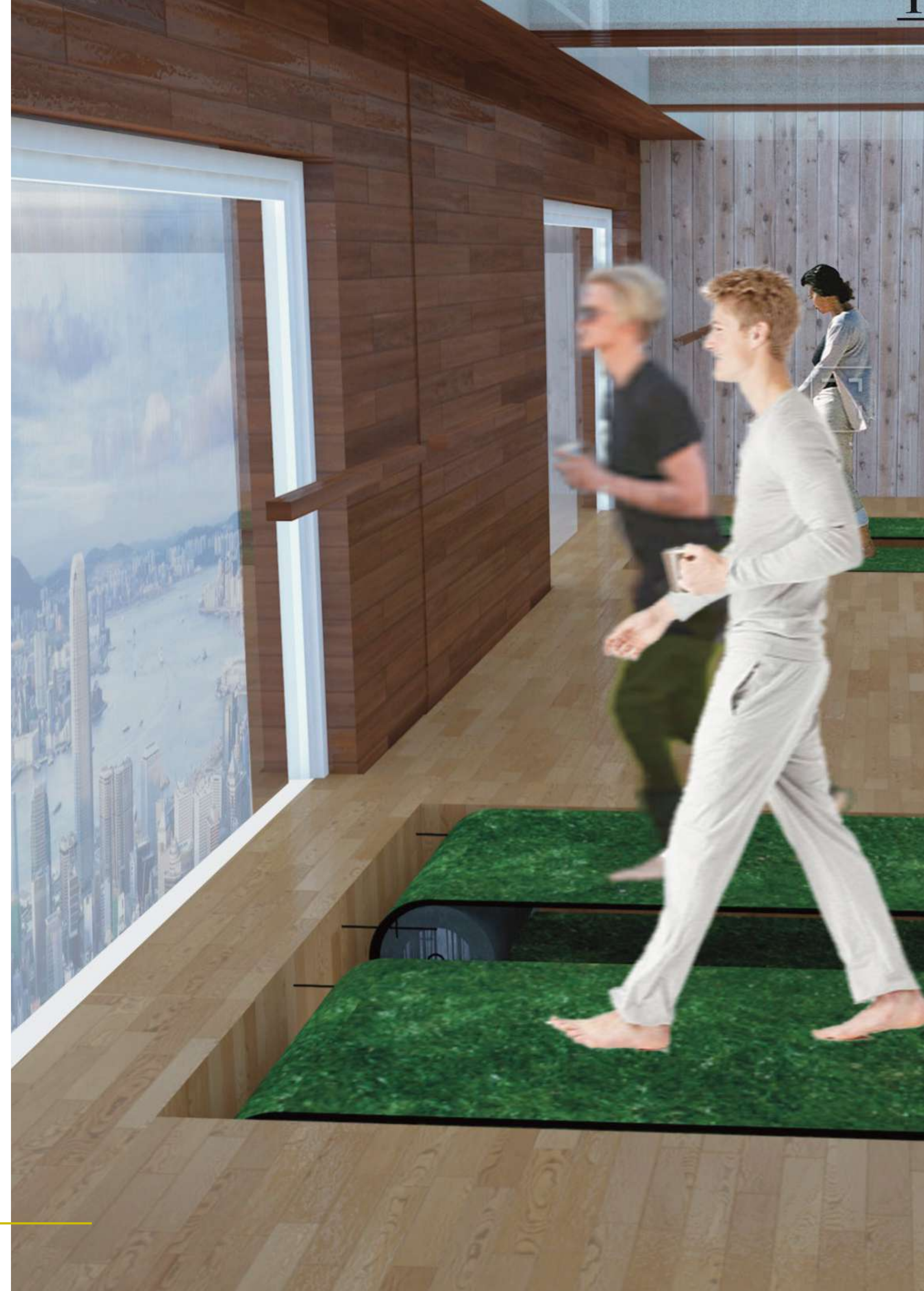
Well-being product invention

Working environments

Brief: Rapid design project, encouraging quick creative thinking and decision making. Design a working environment, installation or process that promotes well-being at work. Consider what the incentives are for people to engage with or adopt your solution.

Solutions can be based on any environment or occupation – from start-ups to big business. Schools and hospitals to offices and agencies. Whatever you choose, your response should be informed by human-centred research and insights.

Grass treadmill



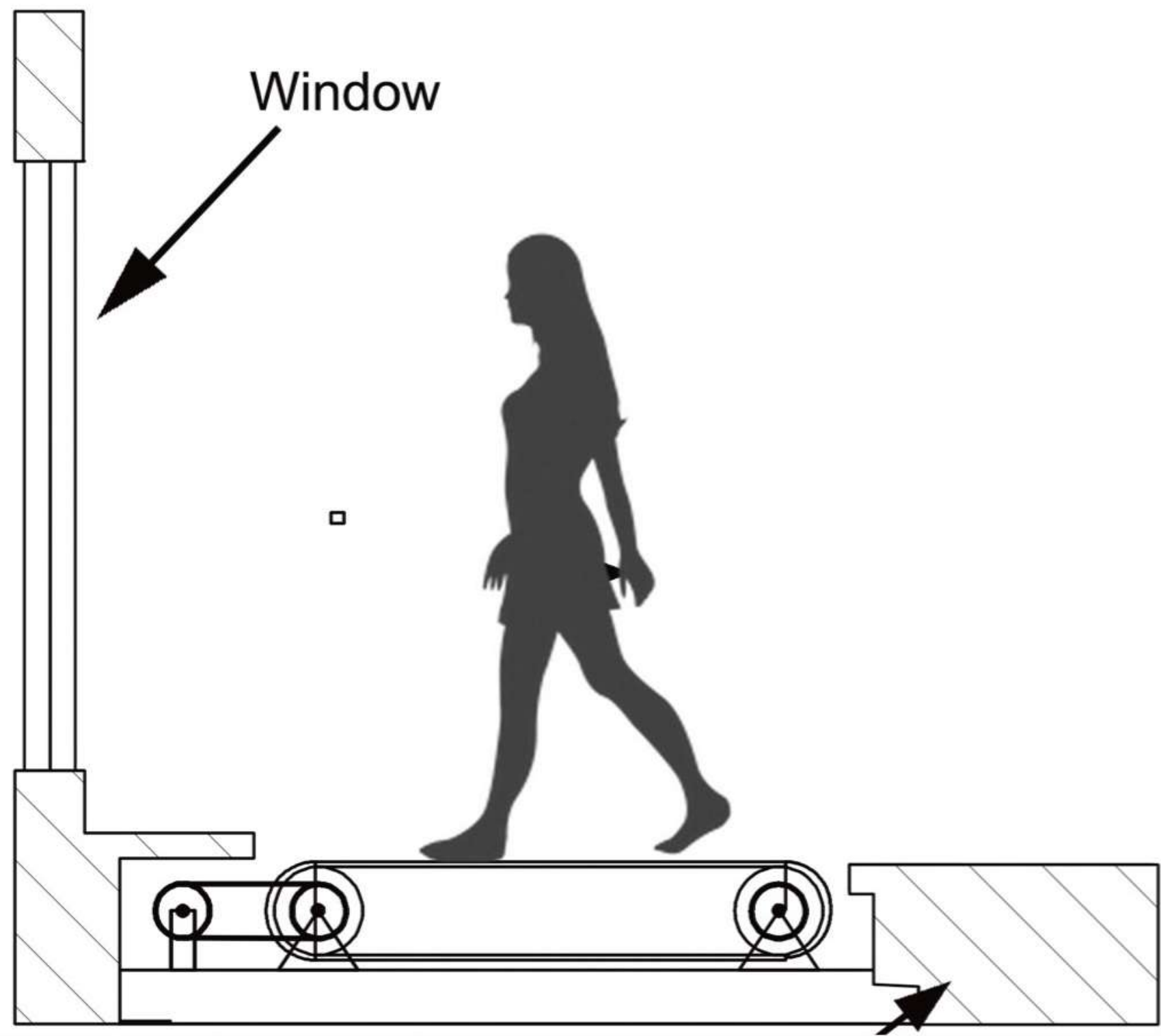
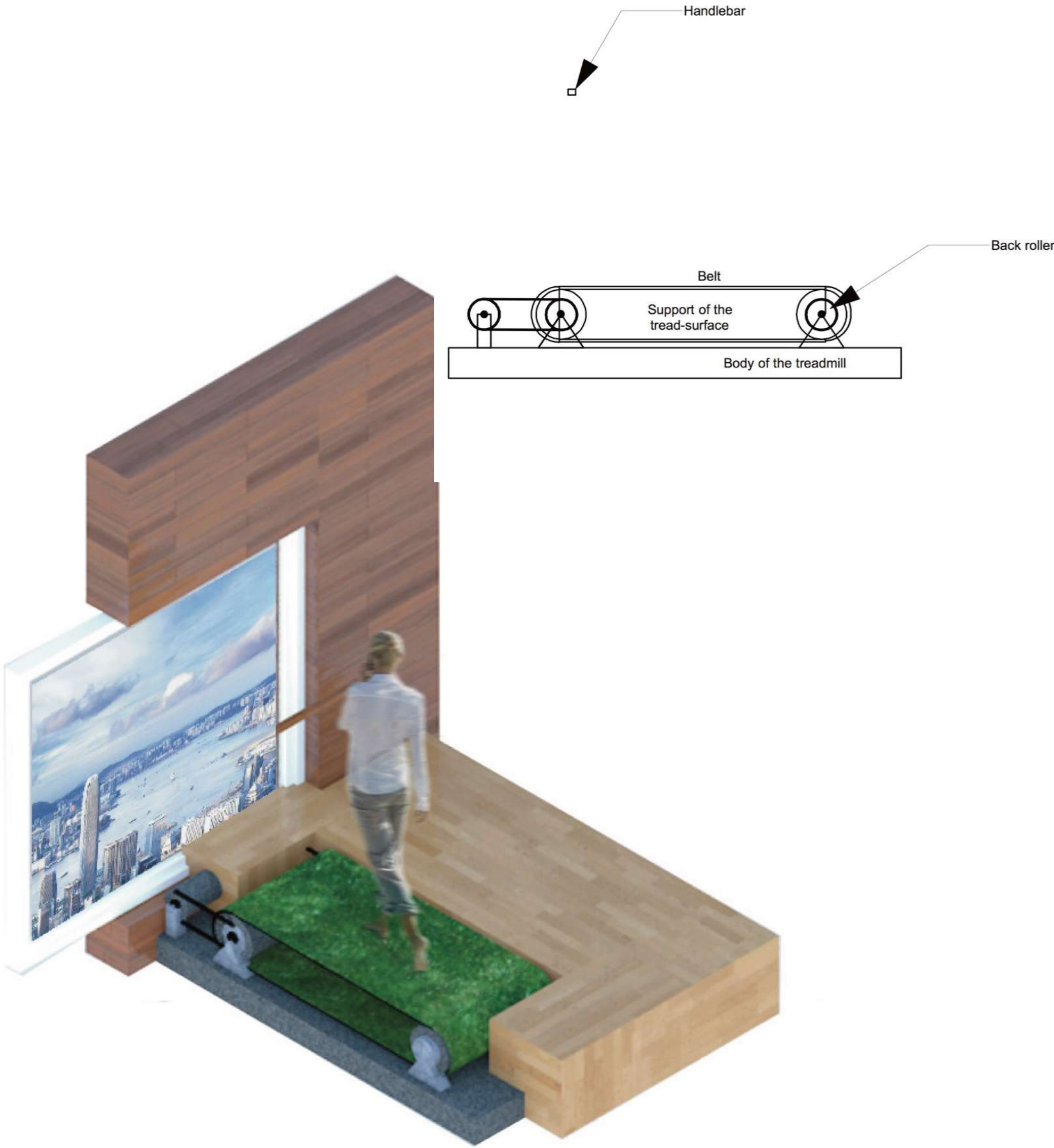


CONCEPT WALKING FOR LIFE

Studies have shown that walking barefoot on soil, grass or sand (also known as earthing), has a wide list of beneficial outcomes. I decided to design a space where employees could take their breaks doing fun activities such as play table tennis with co-workers or seat down and have a coffee. But the main feature of my project is the grass treadmill.



The grass treadmill. The employees will enjoy a good walk on the grass while looking out the window. So not rain will stop them to get out of their work desk.



COASTAL KITCHEN

Commercial design

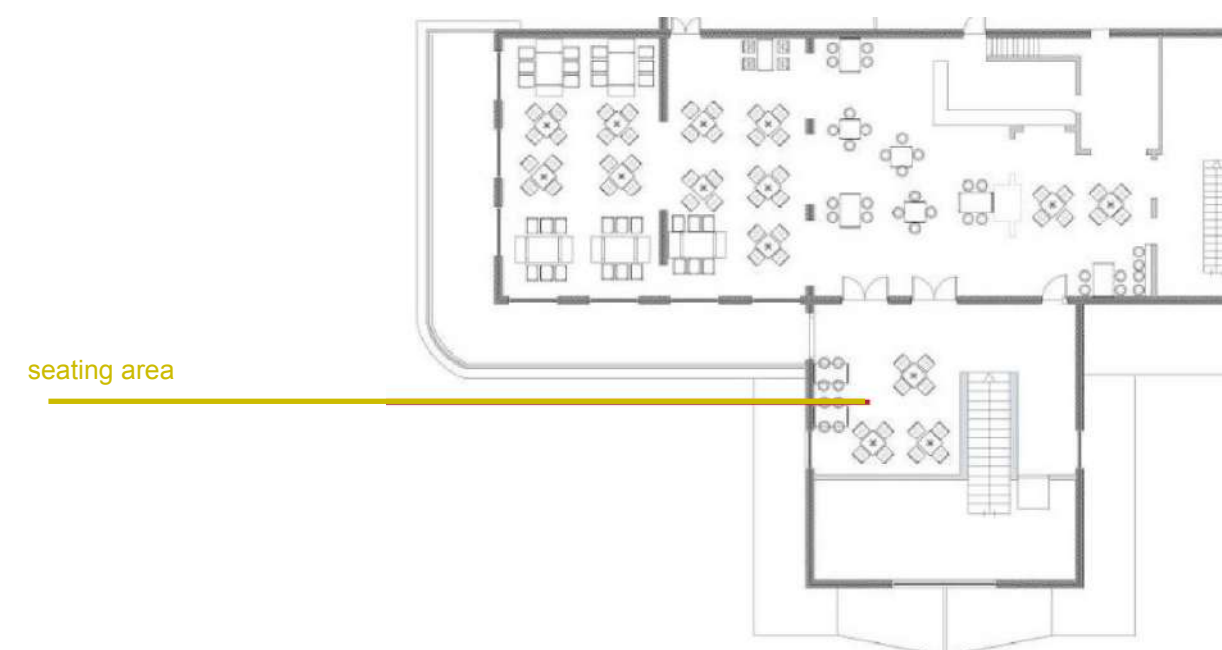
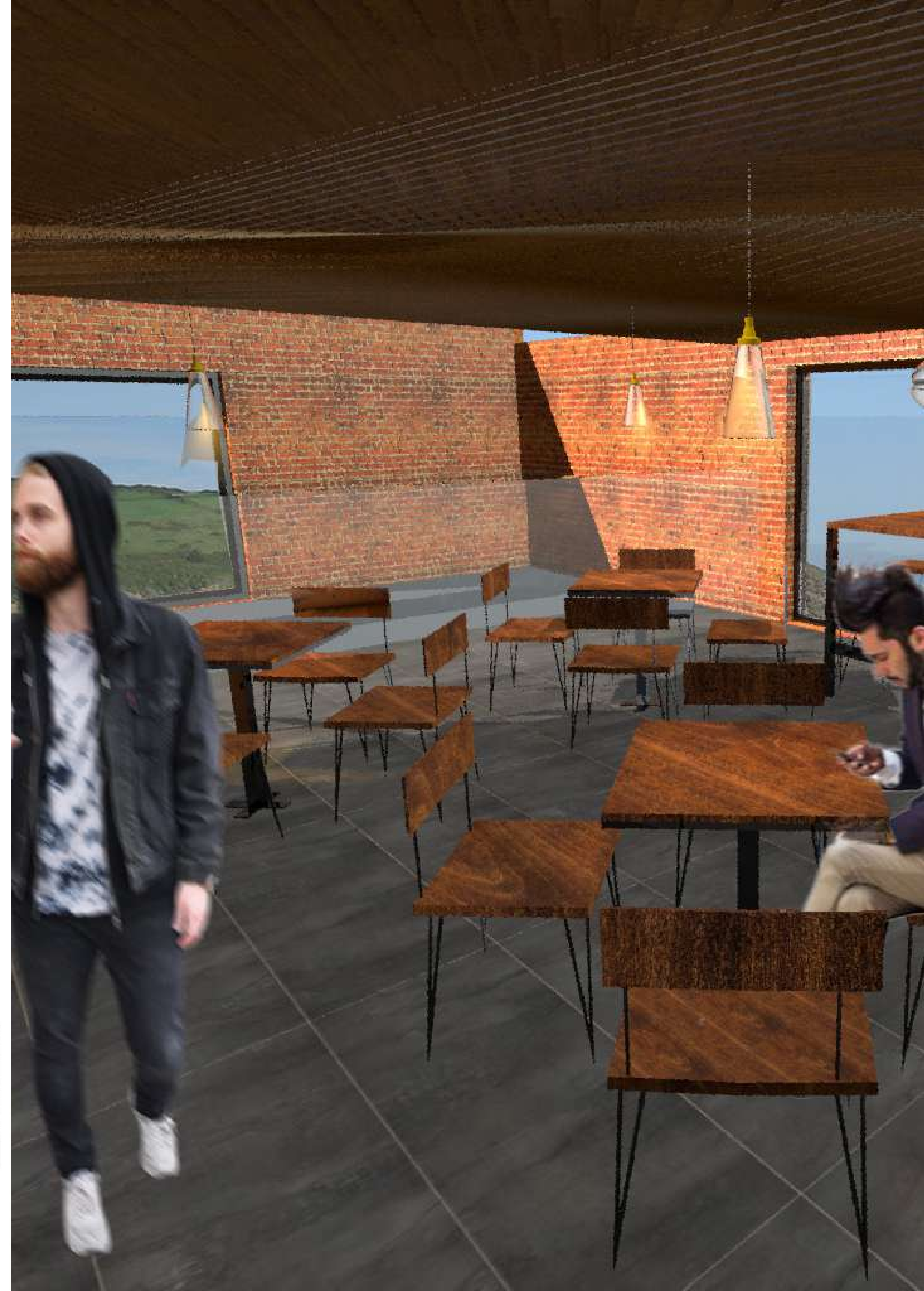
*Live project

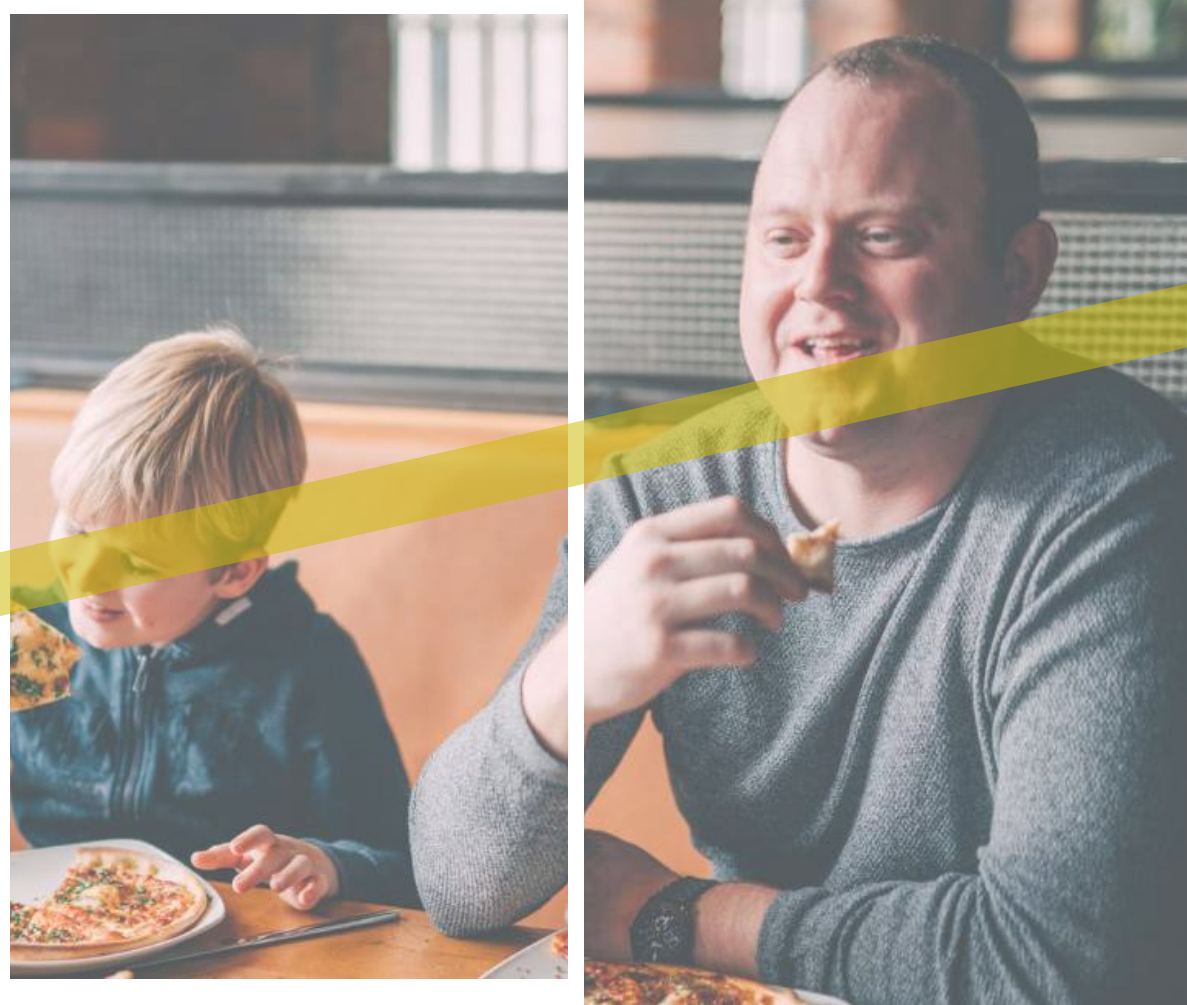
Pub & restaurant

Beachside Holiday Park, Hayle, Cornwall, TR27 5AW

Brief: this project will provide an exciting opportunity to redevelop and enhance Beachside Holiday Park's central visitor facilities by creating a restaurant, installing a commercial kitchen and providing wet-weather facilities to extend our holiday season. This will attract more visitor to the area.

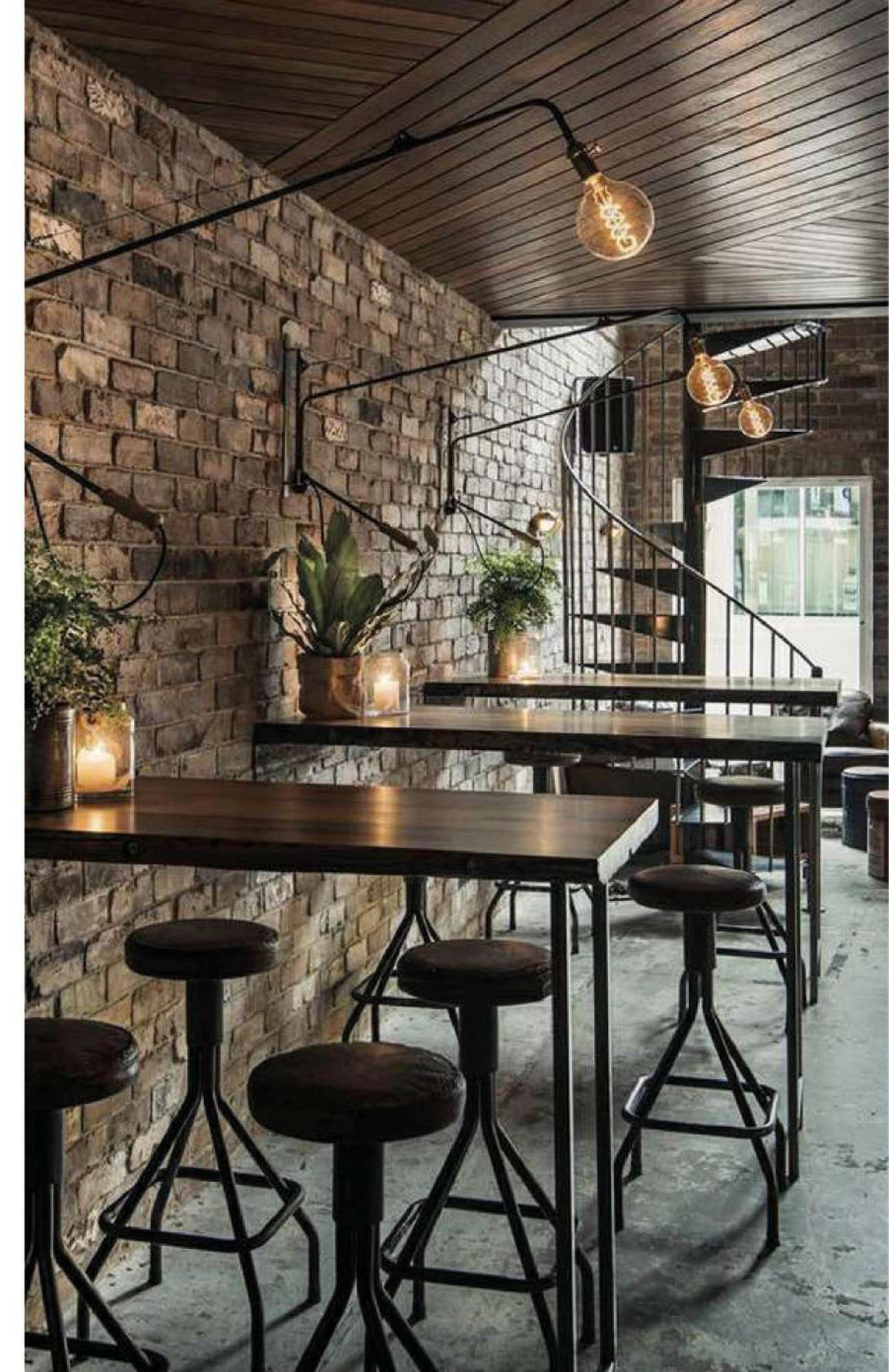
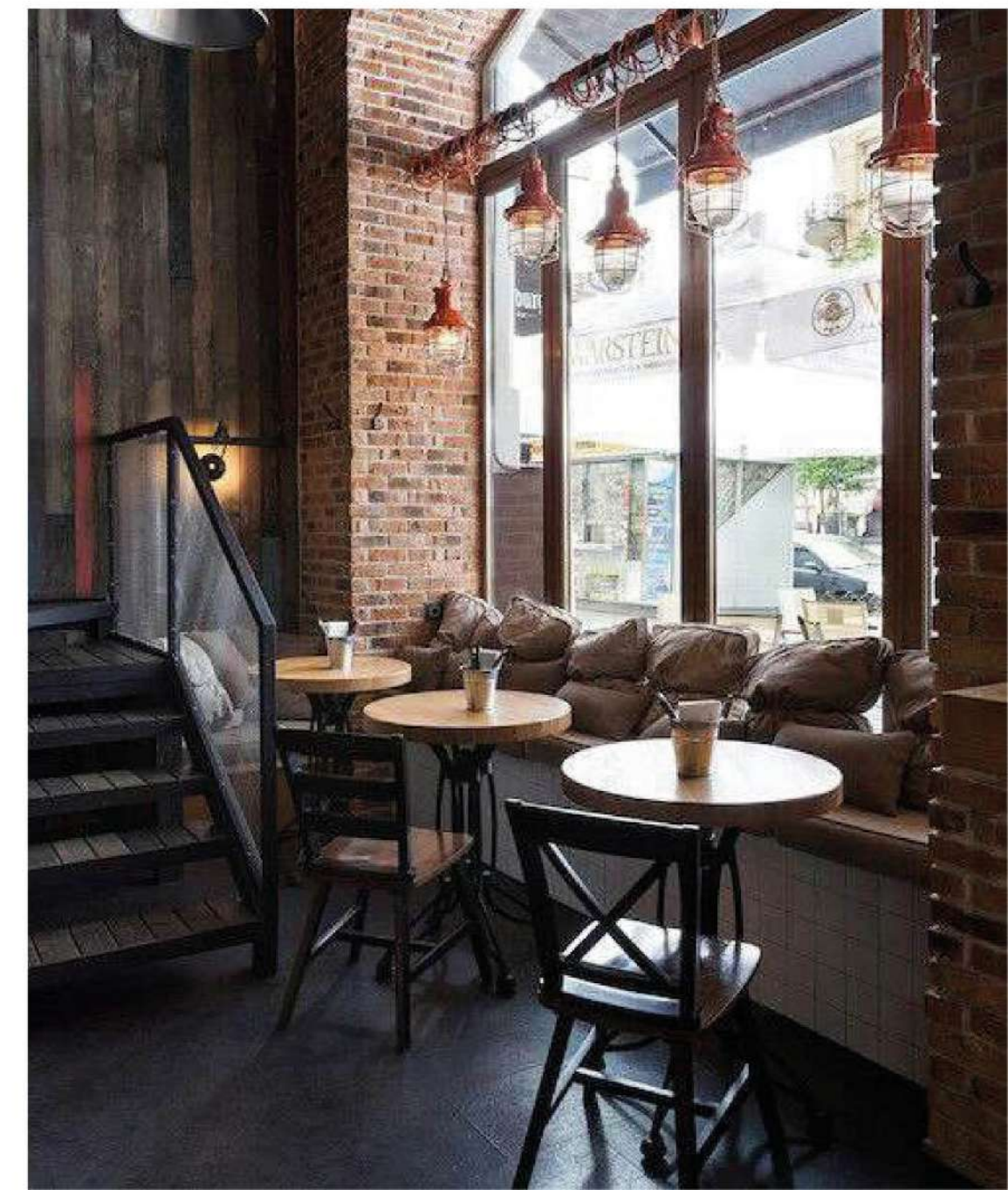
I have been asked to redevelop the new restaurant and bar area.

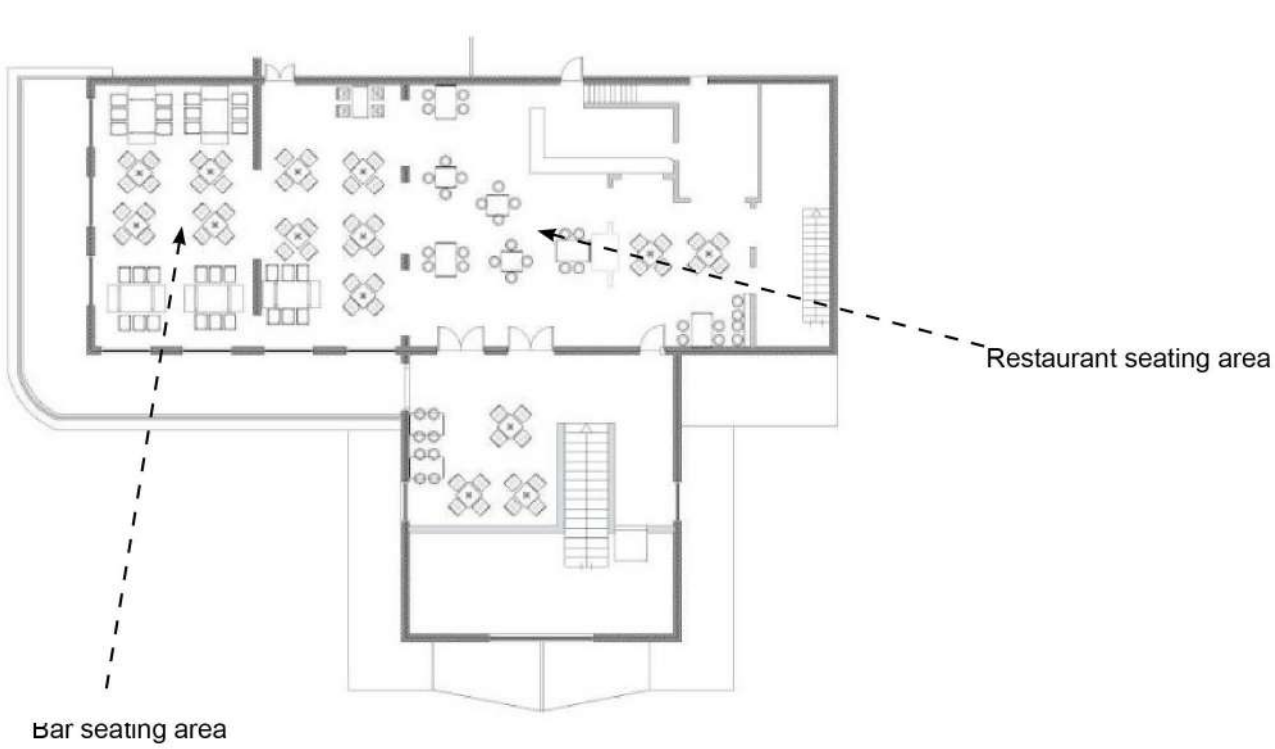




CONCEPT COASTAL KITCHEN

An extraordinary first impression given by the mixture of wood, brick and glass for the facade.
Lots of natural lights coming trough during the day time.
Rustic and industrial vibes with the use of pendants lighting to give a cosy atmosphere during the dawn.





Restaurant seating area

RESTAURANT SEATING AREA

This area is reserved the restaurant service. Large tables with comfortable chairs are a must for this area. Customers are here to enjoy a great meal with family and new friend meet at the resort, so it is important that they feel comfortable here.

BAR SEATING AREA

This area is reserved for drinks and magician's exhibition. Tall tables and stools are recommended, in fact they are easier to move around.

Bar seating area



FOLSKY INDULGENCE HOTEL

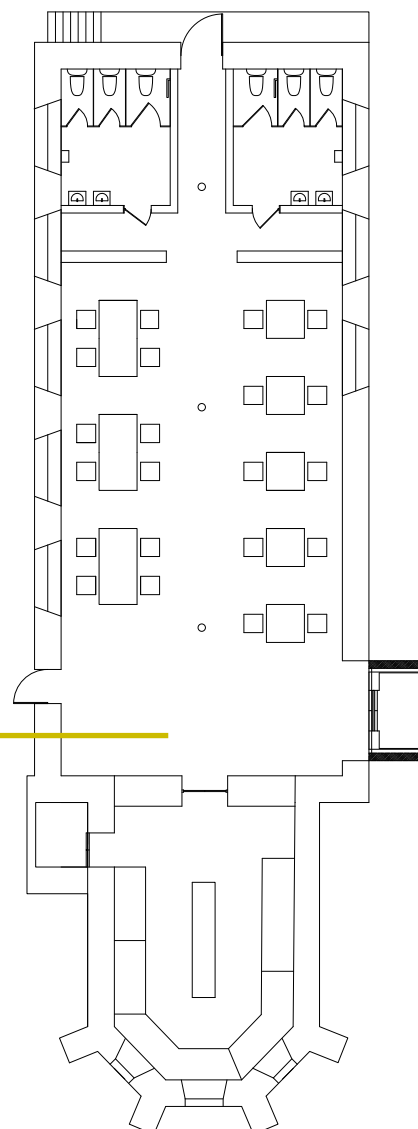
Commercial design

Boutique Hotel

St Ives Society of Artists, Norway Square, St Ives, Cornwall, TR26 1NA

Brief: St Ives has been a melting pot of inspiration for artists for over 100 years. The draw of the breathtaking scenery, and the rich colours that reflect off the crystal clear seas makes St Ives the perfect place for artists to express their creative talents. Design a boutique hotel in the St Ives Society of Artists building.

Restaurant seating area



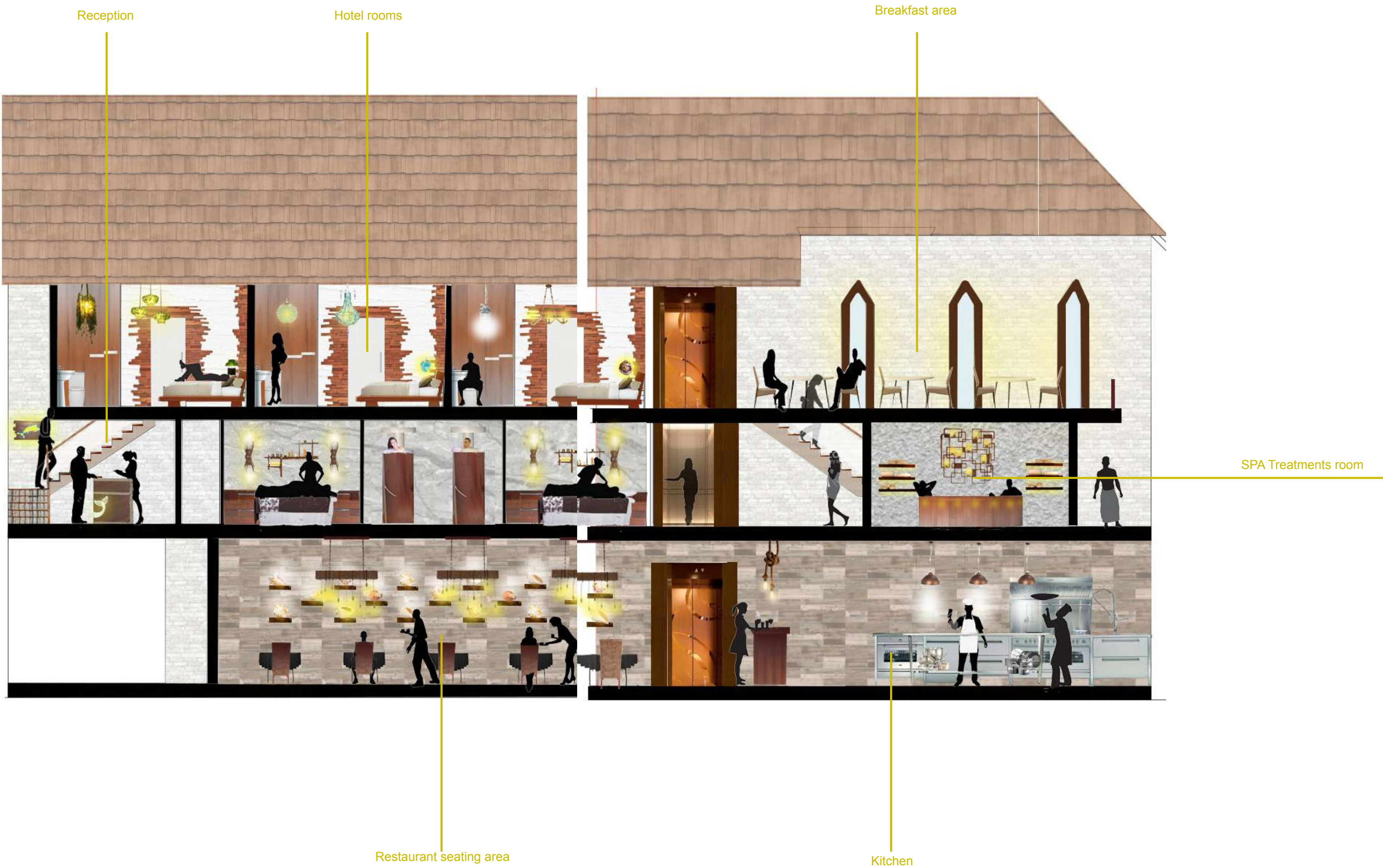


CONCEPT FOLSKY INDULGENCE HOTEL

The Folsky Indulgences is a boutique hotel situated in St. Ives. I decided to create a rustic hotel for business people that want a break from the busy working life. The Hotel has a cosy and warm atmosphere. The guests can enjoy their breakfast with an amazing seaside view from the first floor of the building. Afterwards, They can relax with a series of Spa treatments. The Hotel offers Thalassotherapy which is considered the most natural, effective, and comprehensive means of restoring well-being and inner harmony. Finally, the Hotel presents a warm and intimate restaurant on the underground floor. The menu's dishes are based on local seafood.



The clients walk in on the ground floor where there is a reception that will show they the way to the rooms, situated on the first floor. The other part of the ground floor can be accessed from the first floor, where there also is a breakfast area with a magical view. The ground floor is reserved for the Spa treatments. In the underground floor there is a 5 starts restaurant ready to serve the clients the best fish dishes in Cornwall.



THANK YOU

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