

PORTFOLIO



RAMYA SRIRAM



Contents

- 01 RESTAURANT
FIT-OUT**
Hospitality 3-12
- 02 VISITOR
CENTRE**
Group Project 13-16
- 03 PARTITION WALL
DESIGN**
Joinery Design 17-22
- 04 EXHIBITION
STAND**
Exhibiting the brand 23-26
- 05 SPATIAL
PLANNING**
Residential Design 27-30
- 06 PERSONAL
PROJECTS**
Residential Design 31-36

Zebra symbolises balance, harmony, paradox and uniqueness. It lives in a herd but has its own uniqueness. The symbolism reminds one that there is more than one way of looking at things. Things are never as simple as black or white and that everything must find balance in the world.

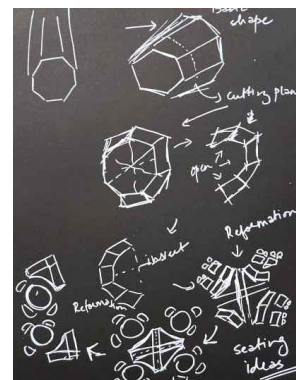
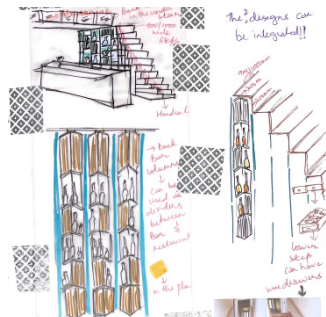
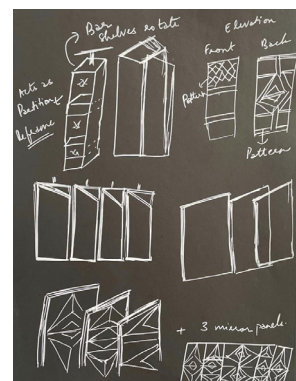
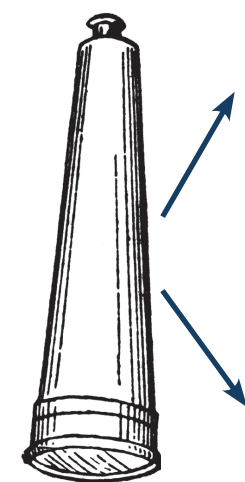
Zebra- Know that you are unique and what is right for others is not always right for you.

Don't be afraid to be yourself.



RESTAURANT FIT OUT

Hospitality



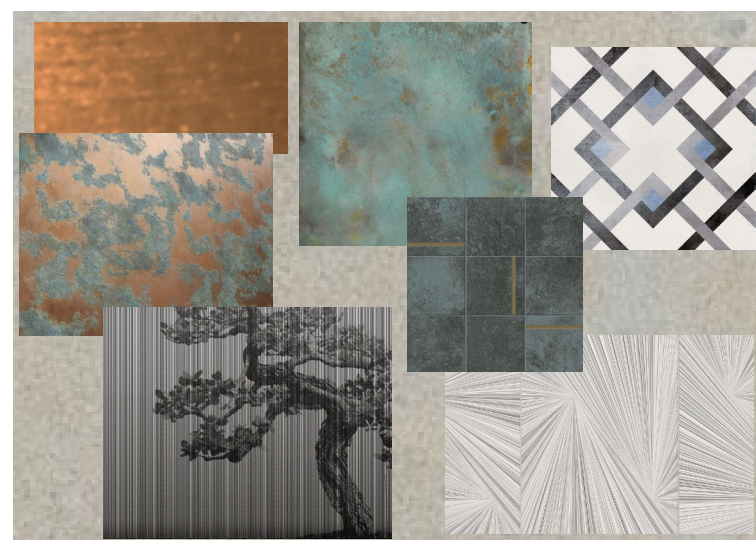
Concept and Idea Development



Essence of the Location- Brixton



Key Hard Materials and Fabrics



Key Materials and Finishes

BRIEF:

To help revive a severely affected hospitality industry, the brief requires the design of the space to include a restaurant, bar and entertainment area. Provisions of WCs, building regulations consideration and accessibility should be considered.

CONCEPT:

Reframe- to see things differently.

The client, through this project will strive to reframe the idea of regeneration by providing local businesses opportunities to upscale or try out an idea in a fully designed space. And thereby be seen as a 'community give back' project leading to urban regeneration.

DESIGN SUMMARY:

The concept, ReFraming, is translated into design inspired by the kaleidoscope that helps to see things differently every time. The space will aid the community to view the development as a project that will embrace the culture of the area and develop and regenerate it by including the local community.

This will be achieved by dedicated kiosks within the space for the locals, a bar, a seated restaurant and a shared kitchen concept.

The areas can be used as one unit or separate spaces. They are well zoned but have a common design through out. The shapes, colours and materials have a commonality and are neutral for businesses to add on to if necessary.

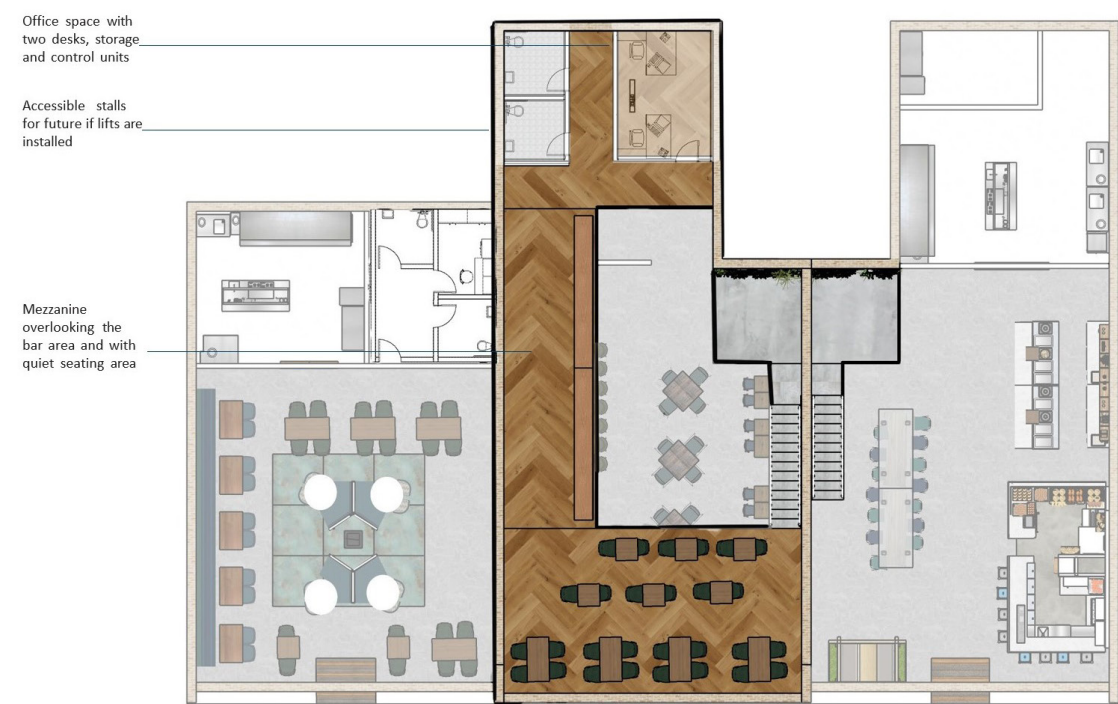


SKILLS:

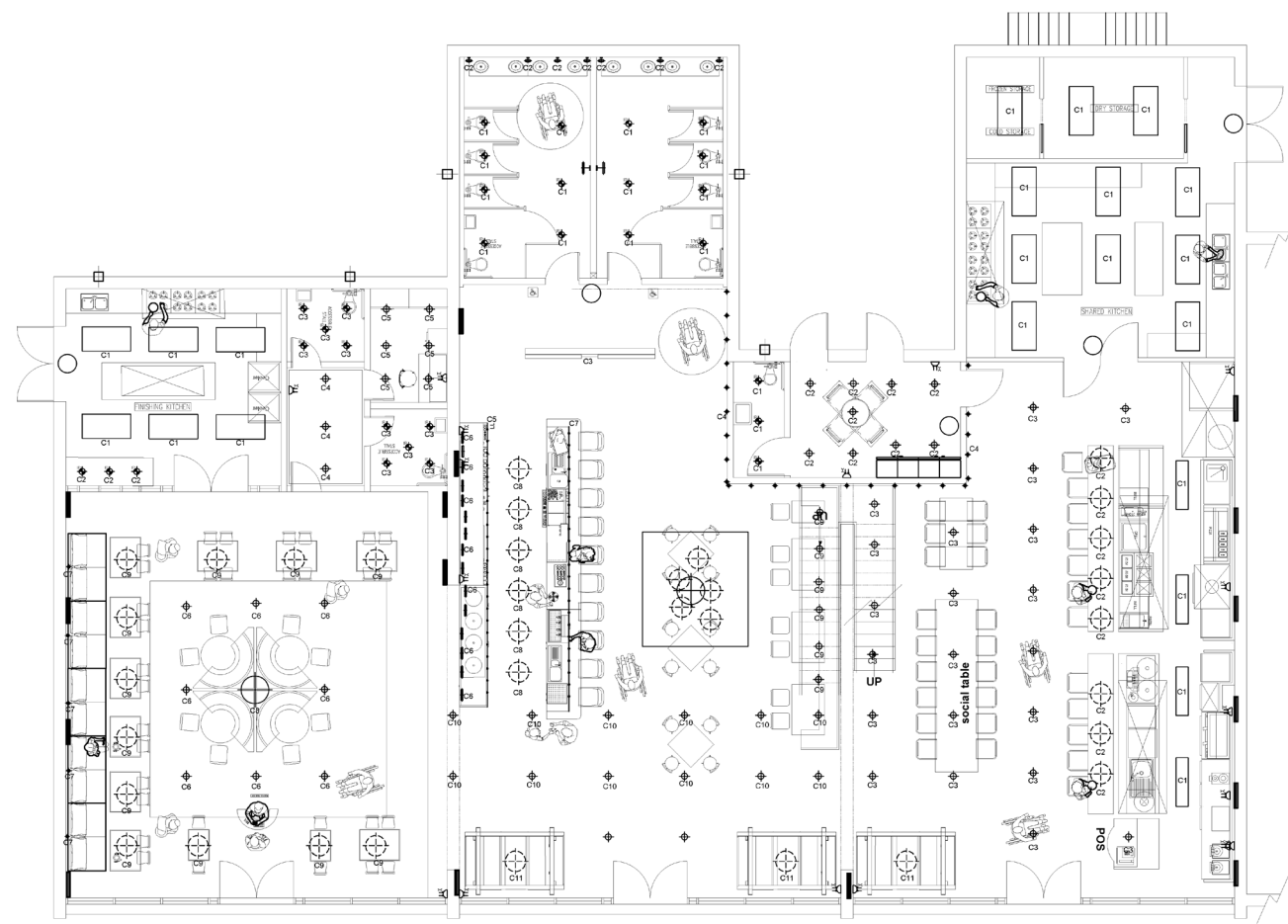
AutoCAD, SketchUp, Enscape, Photoshop



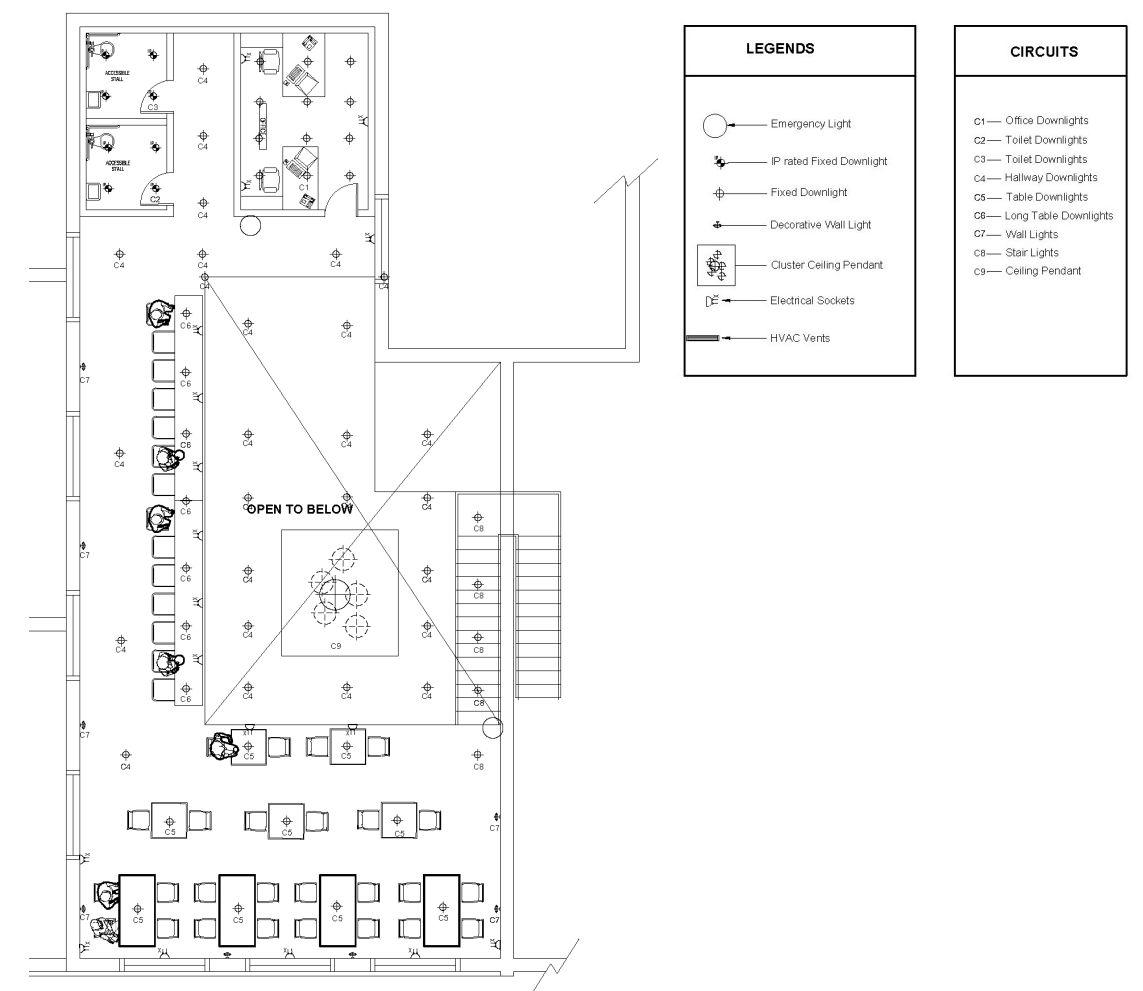
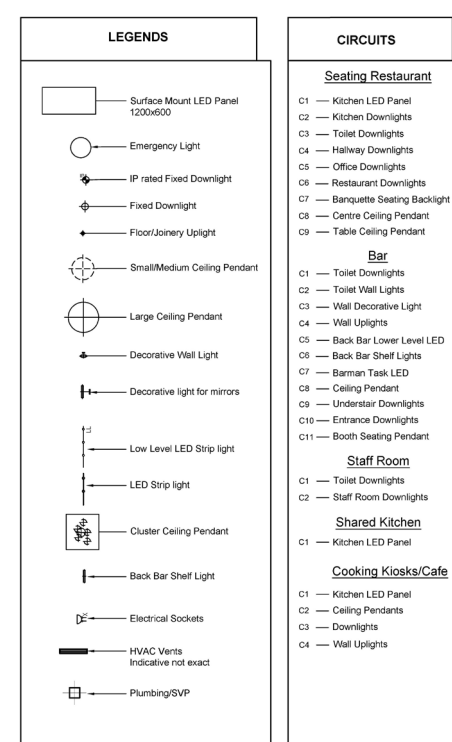
Rendered Ground Floor Plan using AutoCAD, SketchUp and Photoshop



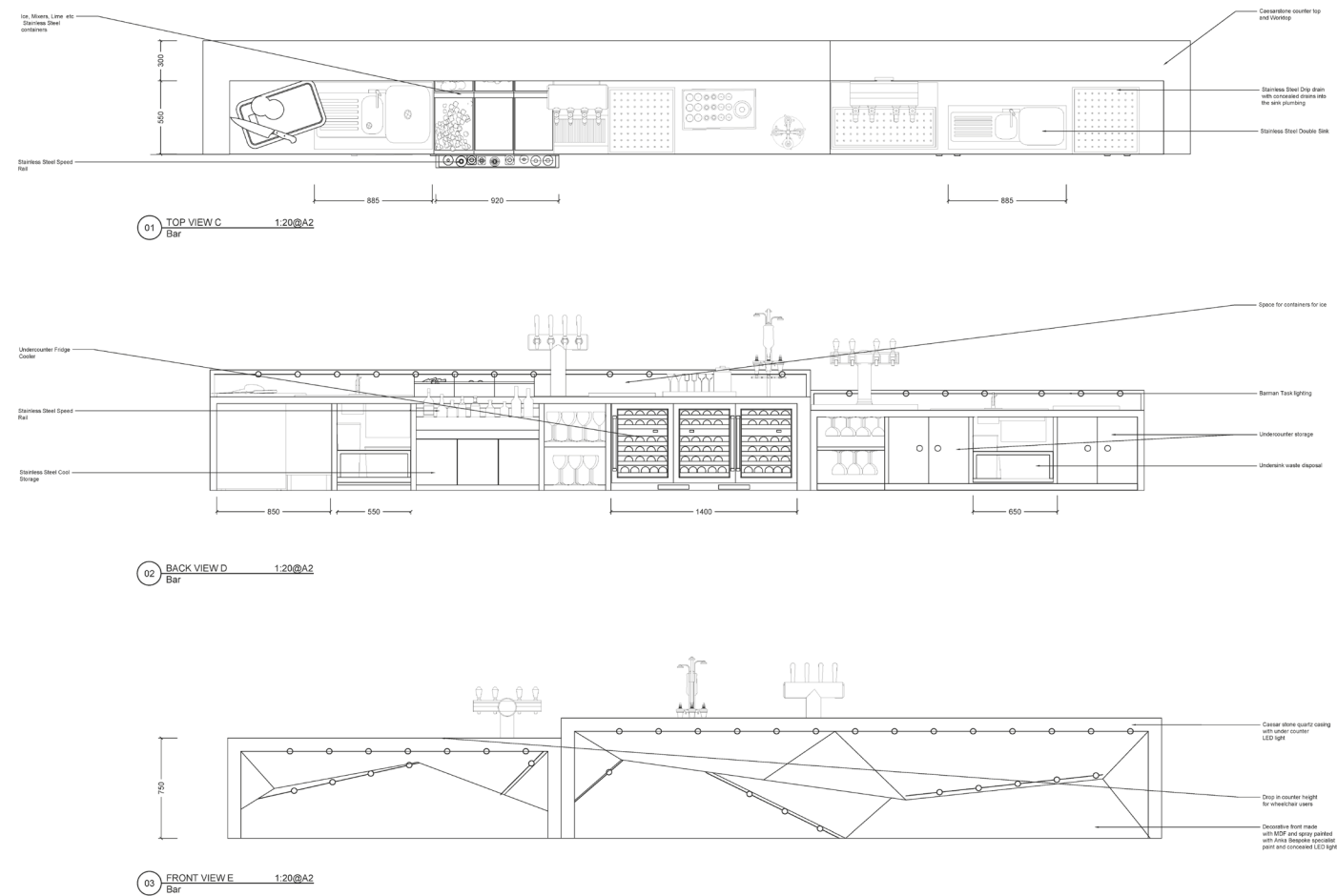
Rendered Mezzanine Floor Plan using AutoCAD, SketchUp and Photoshop



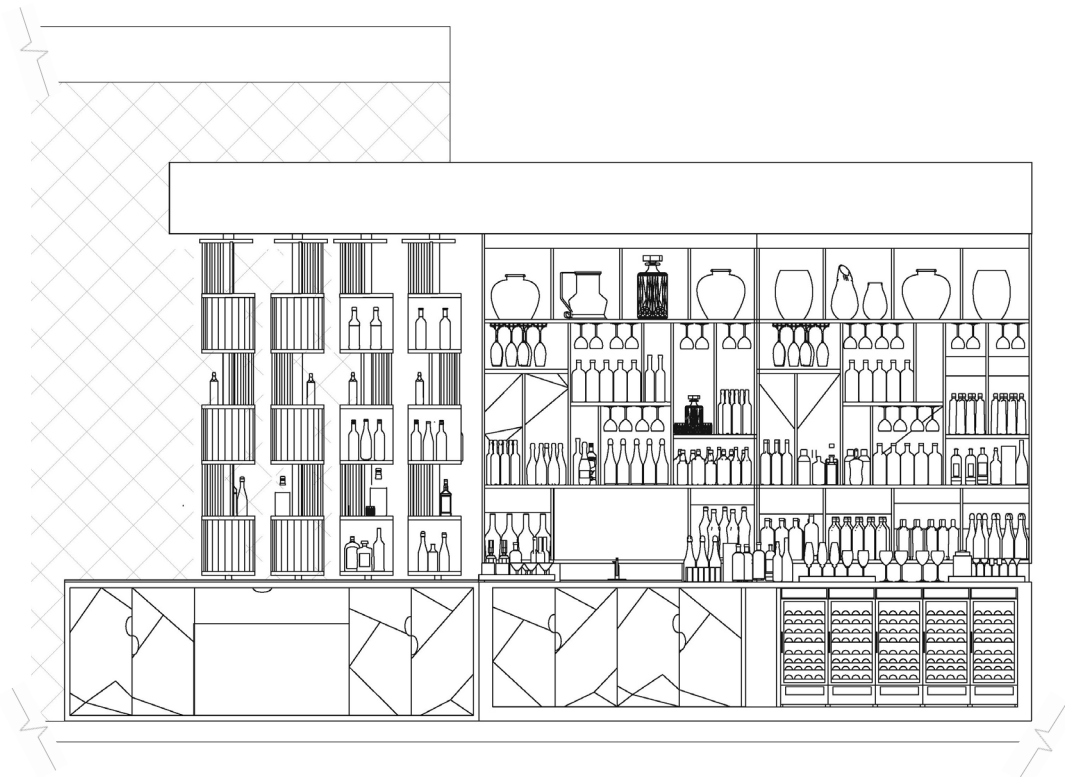
Ground Floor Lighting Plan of the Kaleidoscope



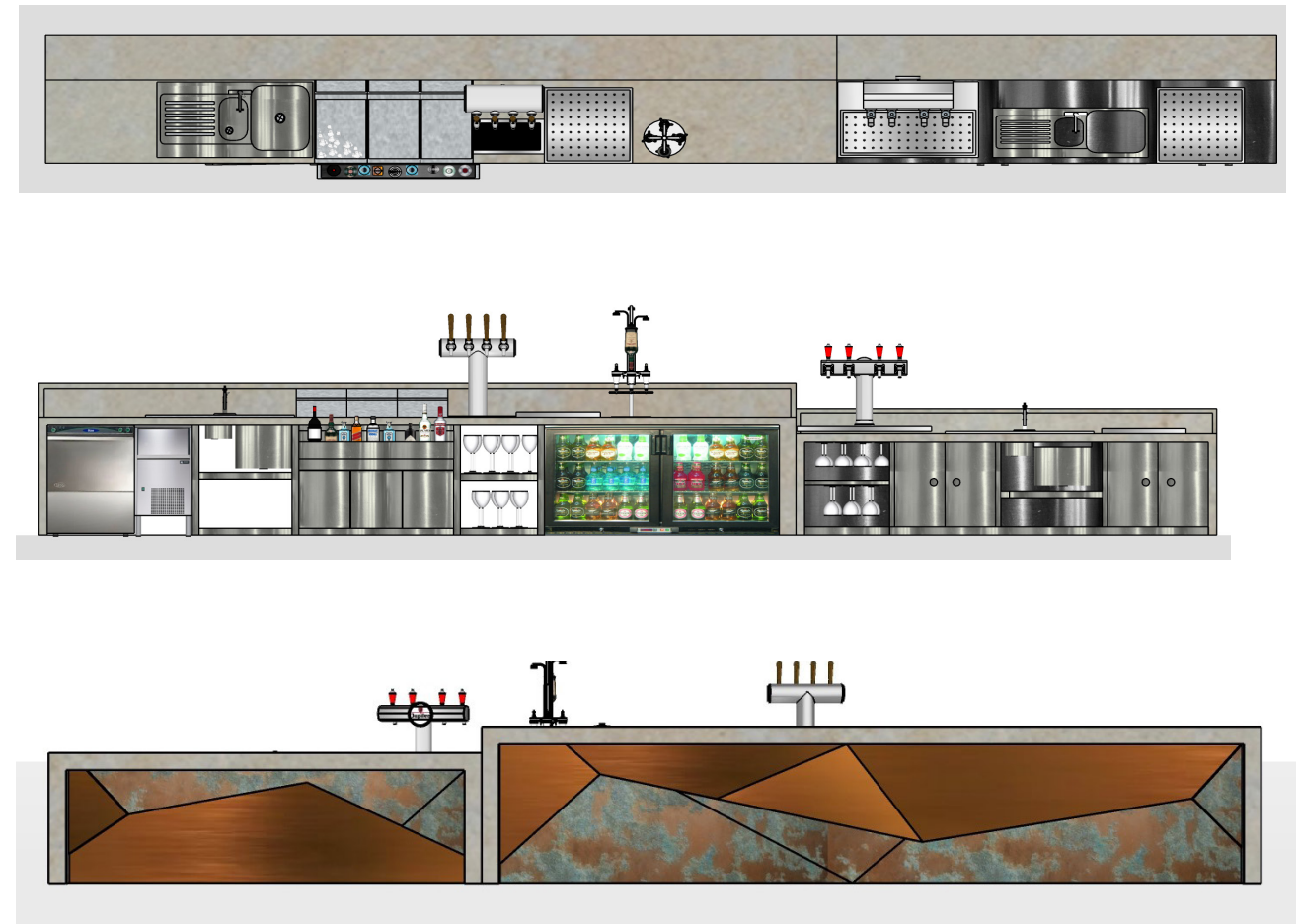
Mezannine Lighting Plan of the Kaleidoscope



Top, Front & Back Elevation of the Bar Front



Elevation of the Back Bar with Rotating units based on the idea of Kaleidoscope





View of the Bar and Restaurant
SketchUp, Enscape, Photoshop



Branding and Signage of the Space



Rendered Section of the Kaleidoscope
SketchUp, Enscape, Photoshop



Evening view of the Kaleidoscope
SketchUp, Enscape, Photoshop

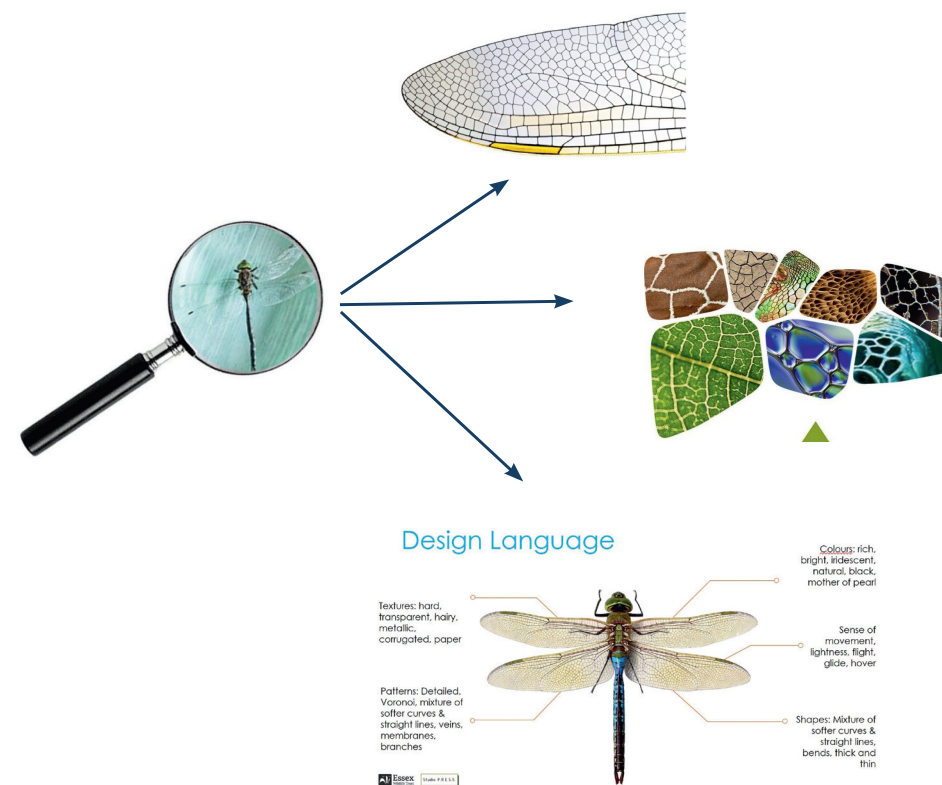


O2 VISITOR CENTRE

Group Project



Rendered view of Abberton Reservoir Visitor Centre
SketchUp, Vray, Photoshop



Design Development based on Concept and Idea

BRIEF:

To design a creative, budget conscious design for the interiors of Abberton Reservoir Visitor Centre in a way that it responds to the needs of the charity, its members and visitors and communicate the values and aspirations of Essex Wildlife Trust.

CONCEPT:

Perspective - Look through the eyes of nature and rediscover the childlike wonder of the wild. The concept of shifting perspective was communicated with the idea of Magnification of the wings of the dragonfly that comprises a range of shapes seen through nature.

Using the voronoi pattern in the dragonfly wing that is also seen in different elements in nature, to create a design feature for the visitor centre that is unique to the site.

DESIGN SUMMARY:

Three distinct and spacious zones for the Welcome, Retail, and F&B areas, thereby creating an organised interior.

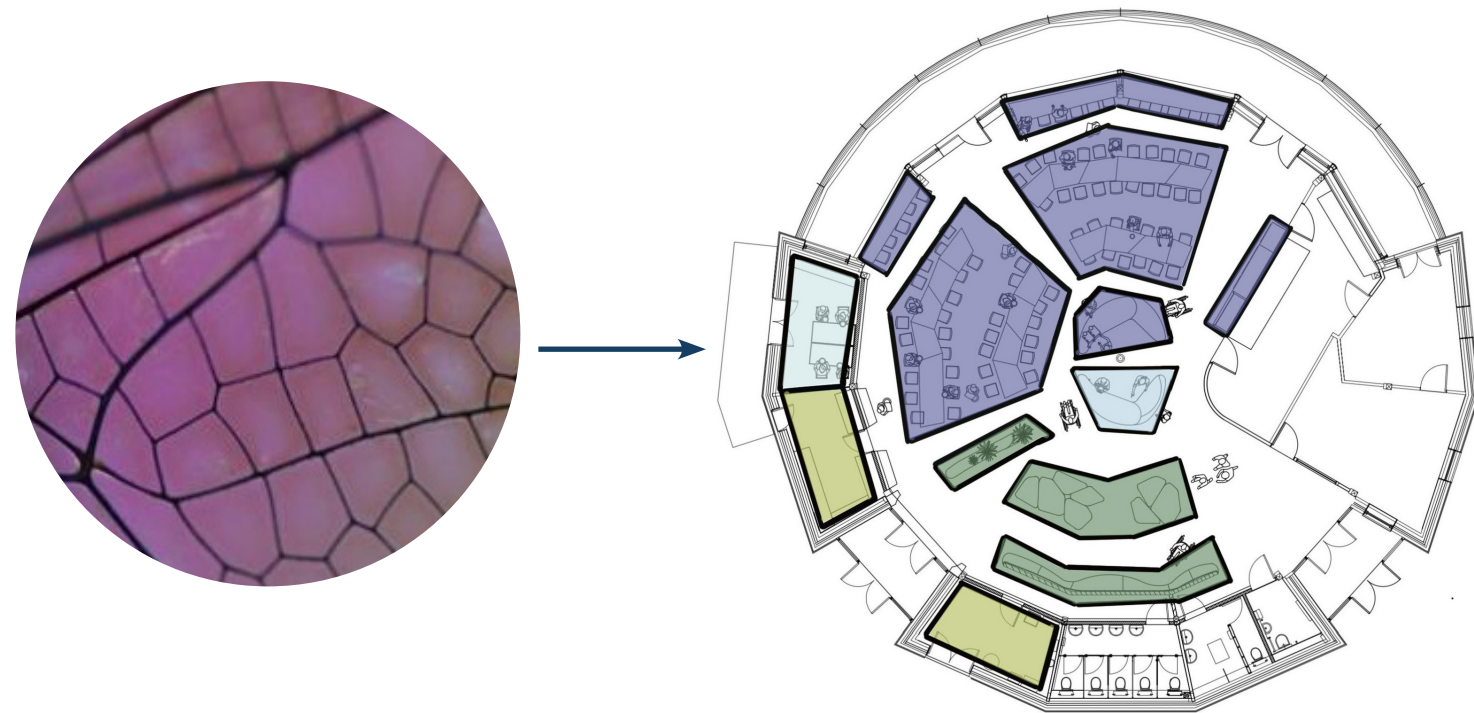
85 internal covers whilst maintaining a safe circulatory path for staff and visitors, compliance with relevant building regulations that ensure fire safety, conservation of fuel and power, and accessibility for all.

The stunning external view visible from all areas, the creation of bespoke joinery, careful selection of lightweight, sustainable, and durable materials and furniture to achieve an environmentally friendly, flexible space that will stand the test of time.

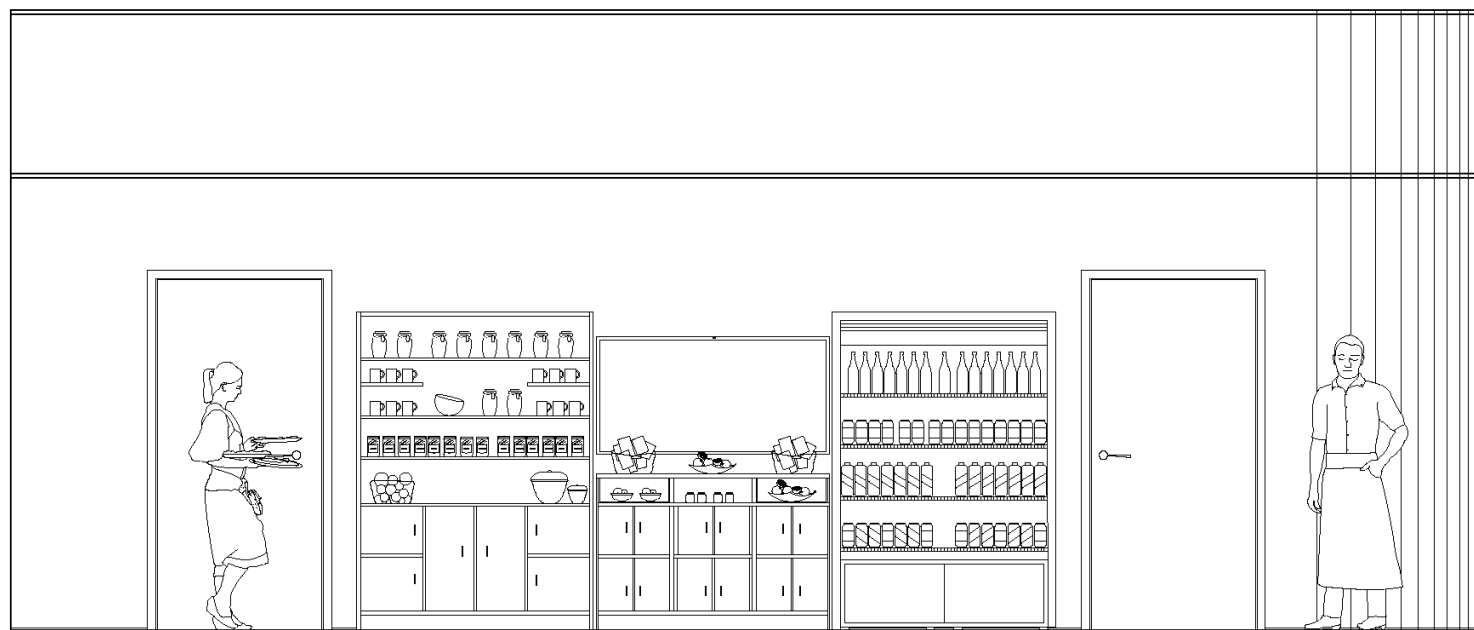


SKILLS:

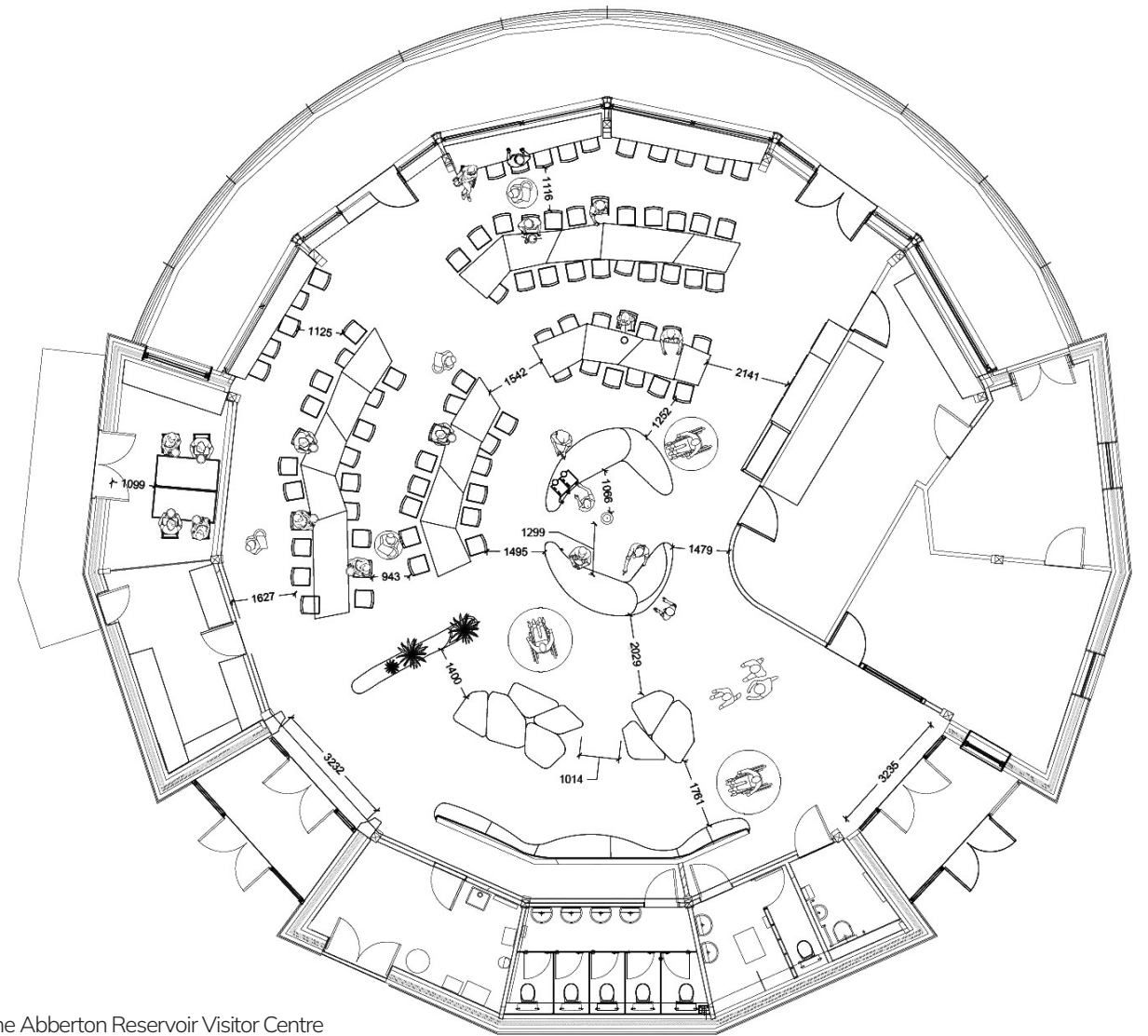
AutoCAD, SketchUp, Vray, Photoshop



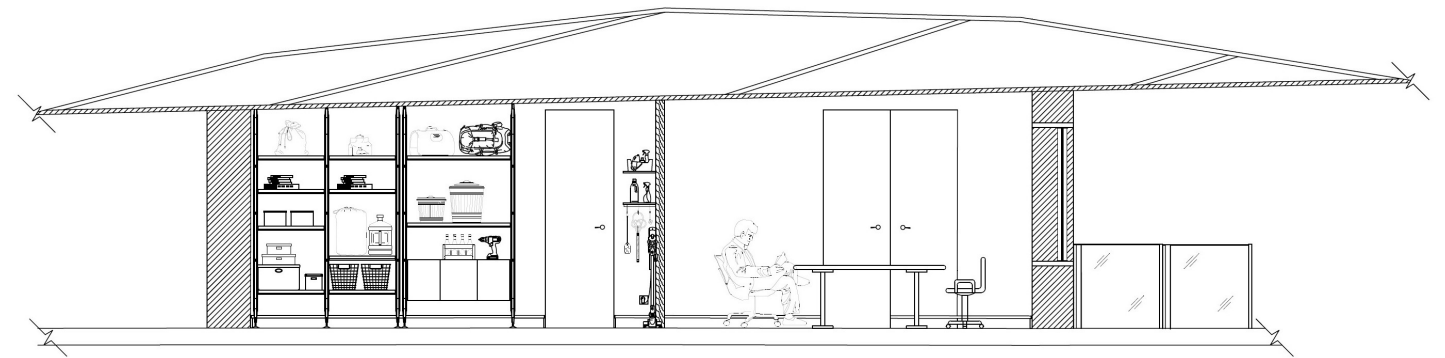
Zoning Floor Plan taking inspiration from the voronoi pattern in a dragonfly wing to show the three spaces- Retail, F&B, Welcome



Elevation of the F&B Display Unit



Floor Plan of the Abberton Reservoir Visitor Centre



Section of the Office and Storage Unit

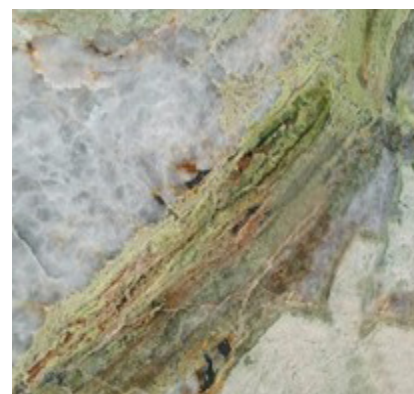


03 PARTITION WALL DESIGN

Joinery Design

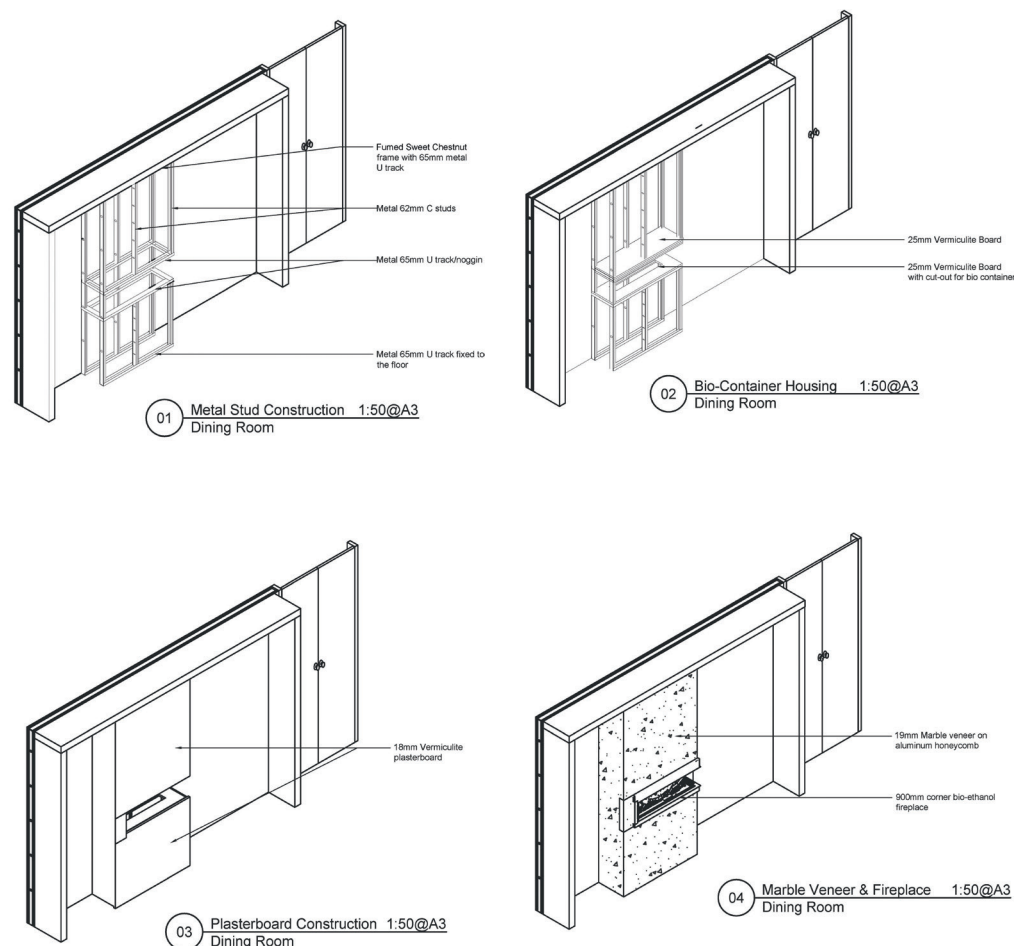


Sweet Chestnut

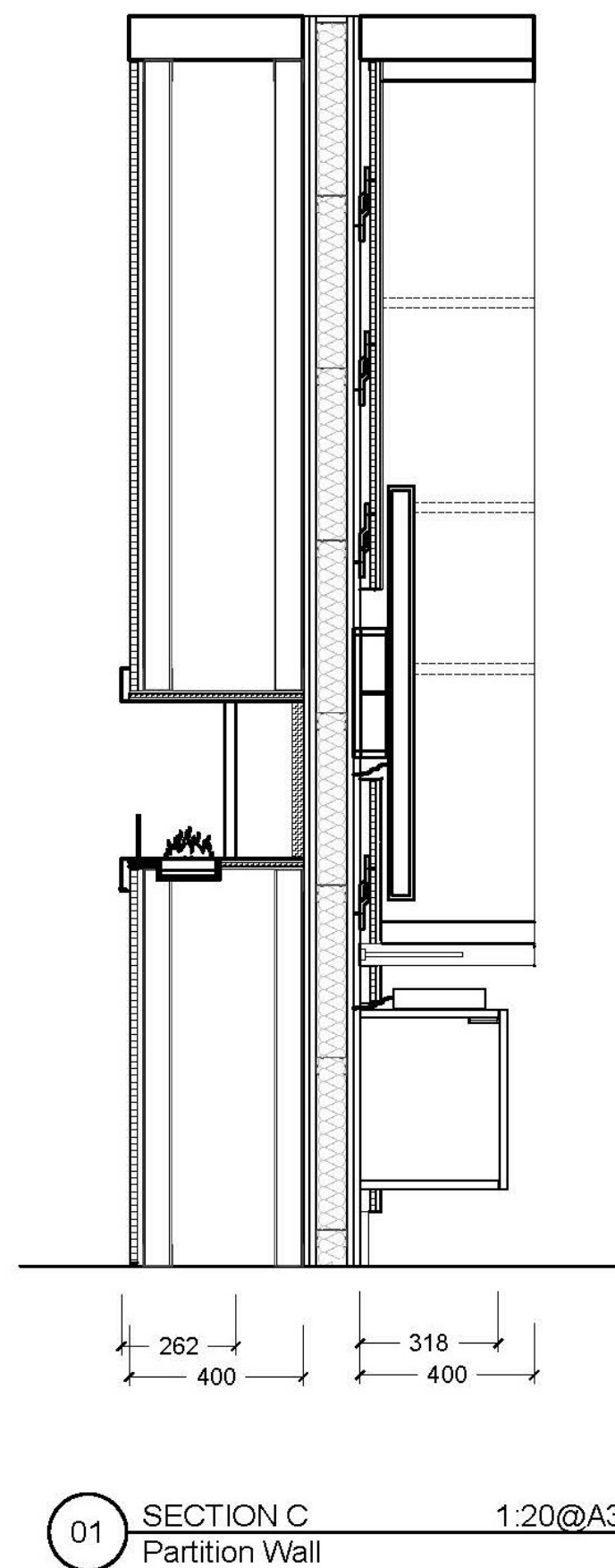


Irish Green Marble

Key Materials



Fireplace Construction- using
Metal C Studs, U Tracks and Vermiculite Board



Detailed Section of the Partion Wall
with Fireplace & TV Joinery Construction

BRIEF:

The brief is to custom design the partition wall with two key materials: Sweet Chestnut and Marble. The design scheme includes a bio-ethanol fireplace on the dining room side and a TV/media unit on the cinema room side.

DESIGN SUMMARY:

Detailed research into the materials and their usage led to the design idea of using sweet chestnut in it's most used form of cladding. Beauty of sweet chestnut cladding and the veining patterns of the marble form the background of the design.

Use of veneers for both materials meet the need for sustainability and practicality of tannin content in sweet chestnut and weight of marble.

Frameless full height door with concealed hinges, simple lighting and discrete handleless storage with push hinges are a few architectural elements that subtly form a part of the design.

FINAL DESIGN:

DINING ROOM:

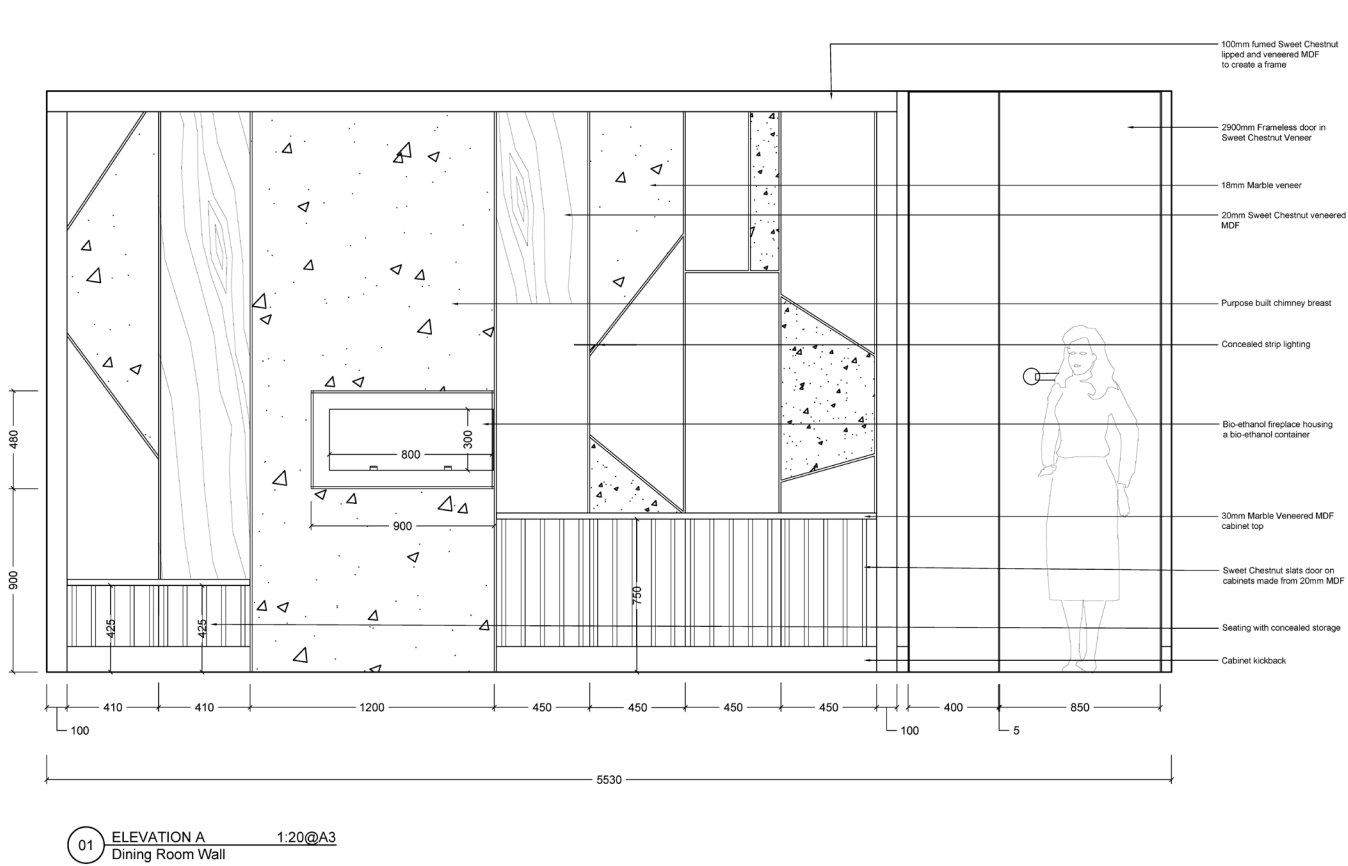
The dining room wall is framed with fumed chestnut planks to give the feel of an art piece. This houses a custom built fireplace unit in a beautiful and unique Irish marble, concealed storage units and a lowered seating area to enjoy a cup of tea or a book by the fireplace. The juxtaposition of sweet chestnut mdf veneered boards and marble veneers with concealed strip lighting is quietly striking. A corner fireplace placed at a higher level is aesthetic and functional.

CINEMA ROOM:

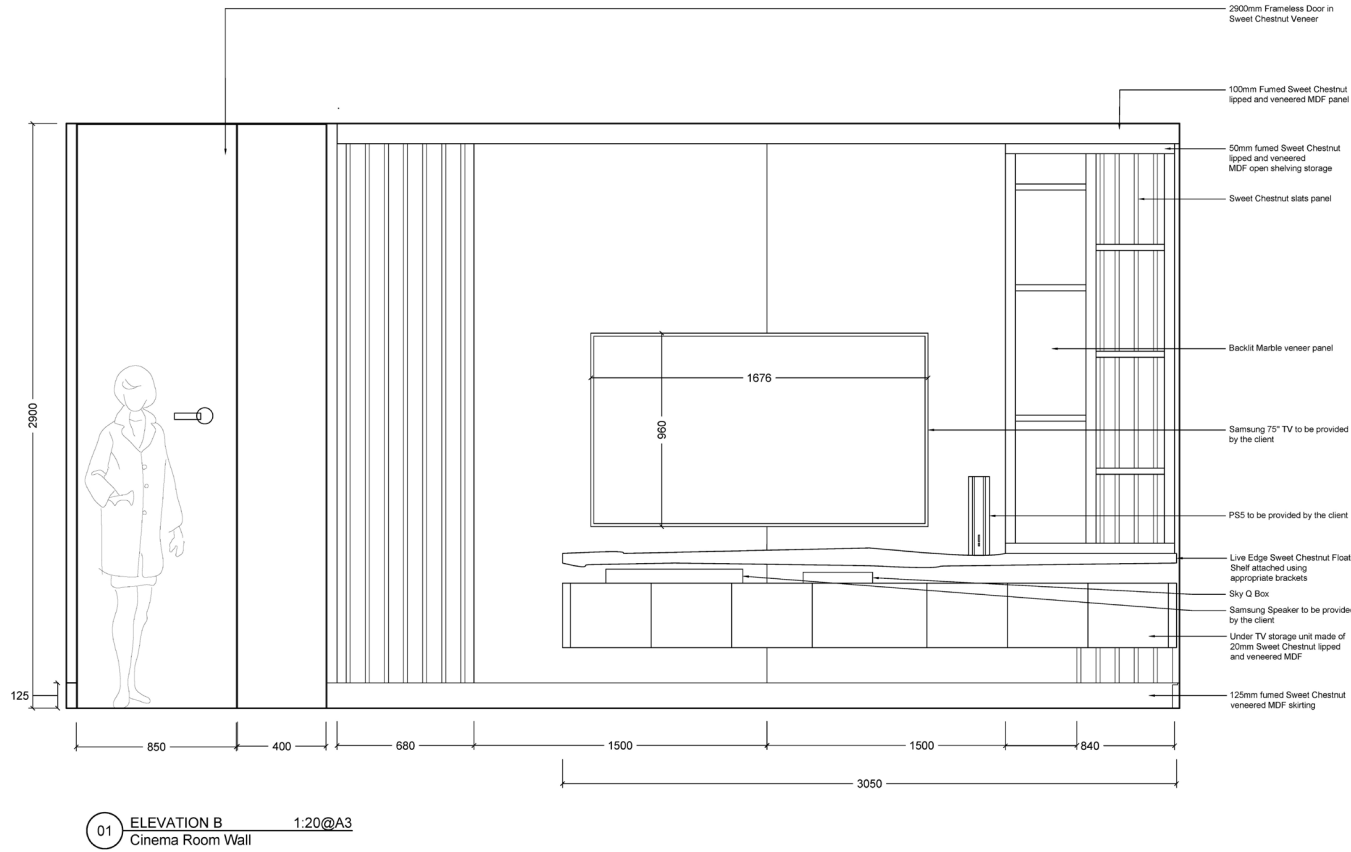
Backlit marble veneer forms the backdrop of the TV niche while a sweet chestnut live edge floating shelf adds a statement. Concealed storage and open shelving display the client's collectables and books and frame the marble panels to create an open and wide TV niche. Speaker, Sky box and gaming console are discrete yet easily accessible. Framless full height door and fumed chestnut skirting complete the curated look.

SKILLS:

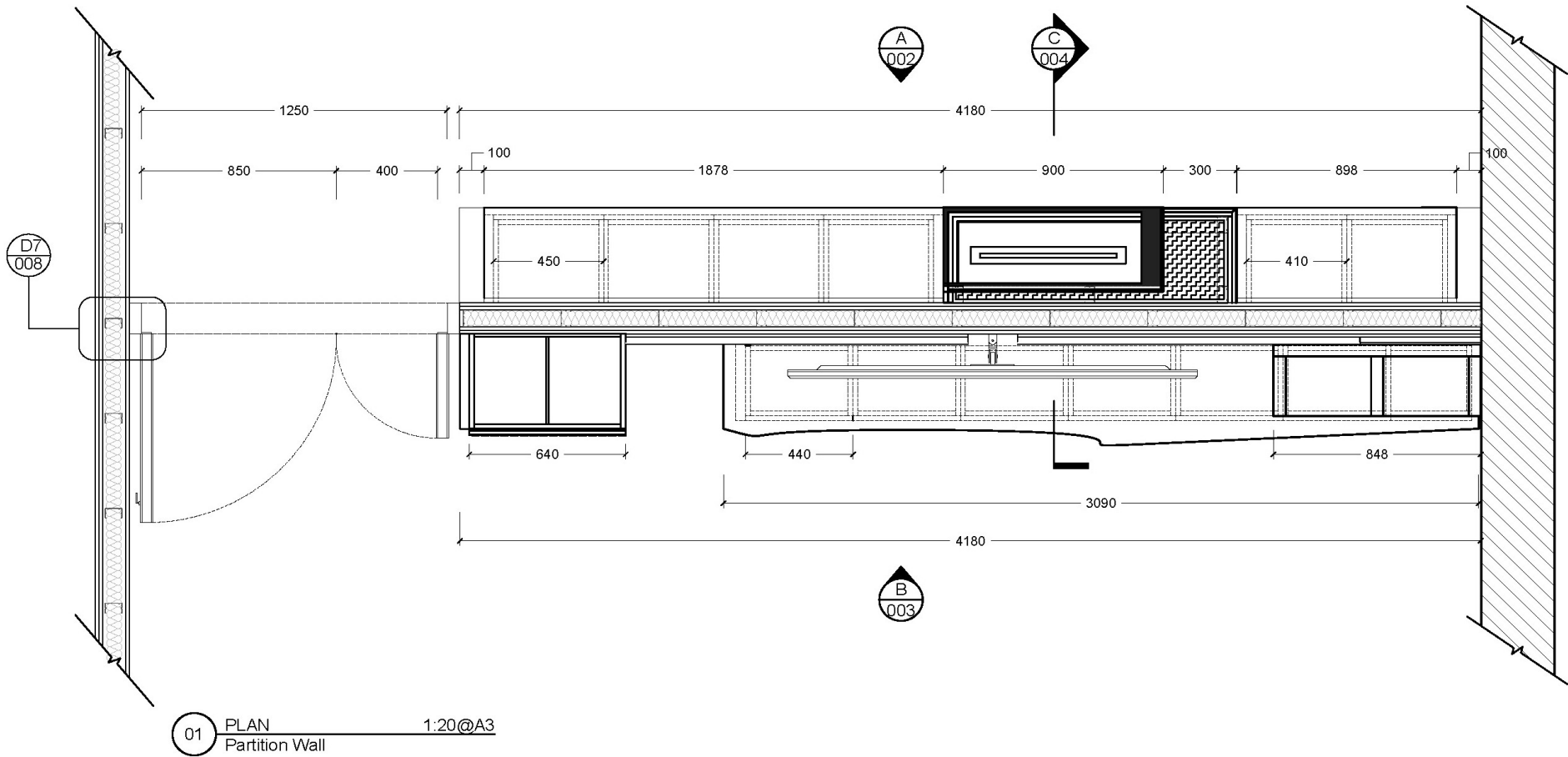
AutoCAD, SketchUp, Vray, Photoshop



Elevation of the Wall with Fireplace Unit



Elevation of the Wall with TV Unit



Detailed Plan of the Partition Wall with Fireplace & TV Joinery Construction



View of the Dining Room
SketchUp, Vray, Photoshop

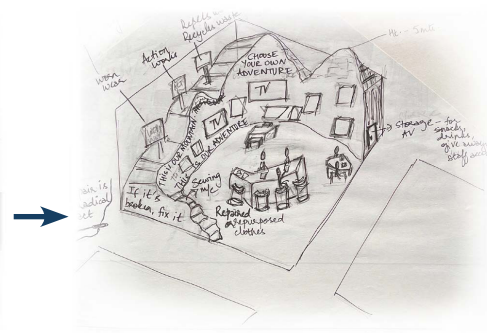


O4 EXHIBITION DESIGN

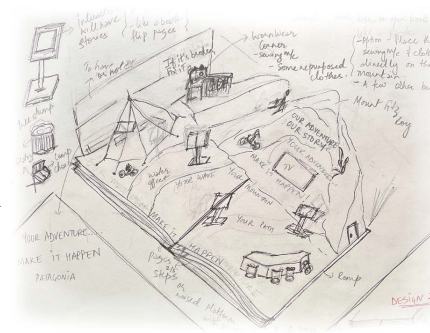
Exhibiting the Brand- PATAGONIA



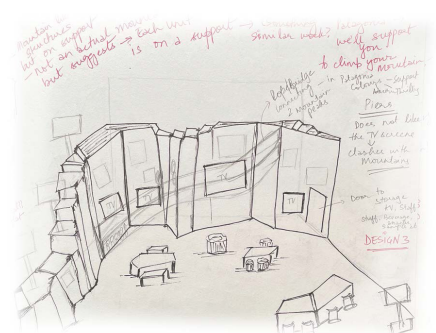
Design 1: Creating mountains using panels



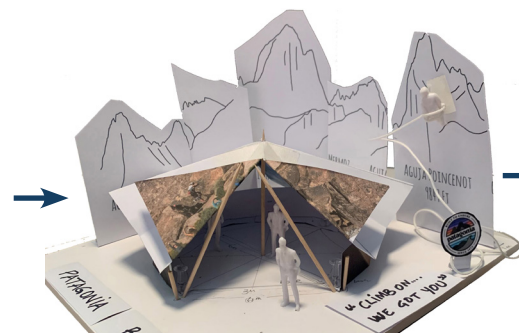
Design 2: Creating interactive mountain feature



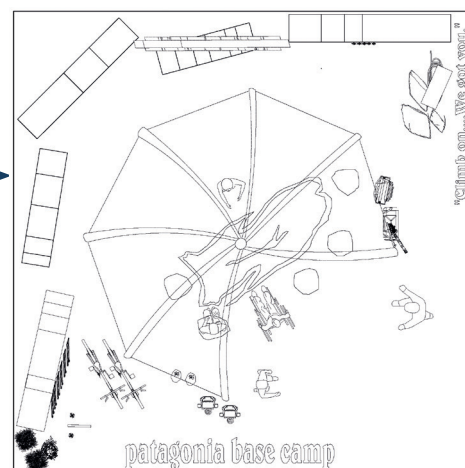
Design 3: Pop-up storybook with a camp



Design 4: Creating an illusion of mountains

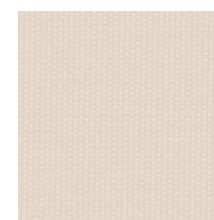


Physical Model of final design using features from other design ideas



Floor Plan

Design Development based on Concept and Idea



Hemp Tent Fabric



ECOR composite material for mountain panels



Marmoleum Flooring in Concrete colour

Key Materials & Finishes



Bespoke bar in reclaimed wood and corrugated metal

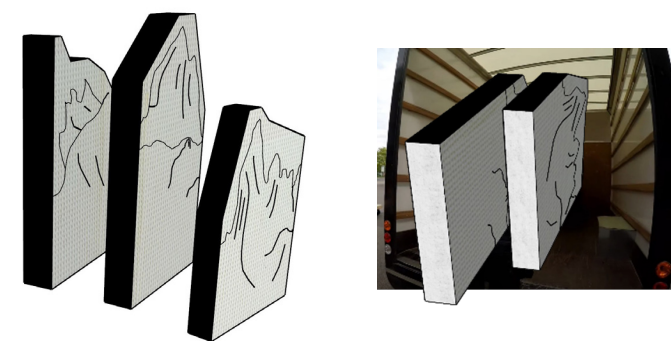
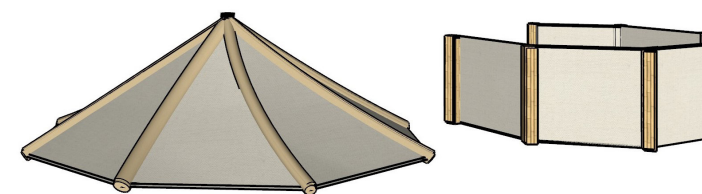


Paper mache statue in bronze colour



Metal and Glass Lantern Pendant Lights

Key Materials and Fittings with sustainability considerations



Construction, Deconstruction and Transportation

BRIEF:

To design an exhibition space for a global brand, post pandemic, reflecting their core values, to develop their marketing presence and reconnect with the public. The exhibition will be travelling to various cities around the world.

CONCEPT:

Support - a subtle message seen in every activity of Patagonia. An iconic outdoor gear maker with sustainability integrated into their DNA. Designing a space that portrays Patagonia's support, a Base Camp.

DESIGN SUMMARY:

The design is inspired by the ruggedness of a base camp and the towering peaks of Monte Fitz Roy in southern Patagonia found in the logo. The variety of heights of the panels create an illusion of mountain ranges while the printed outline of the peaks gives it a form. The tallest peak stands at height that will be visible from afar and creates a sense of curiosity. The climber's rope is attached to the Patagonia logo stand, the belay, the support.

The central piece, the tent, houses the bar that will serve Patagonia Root Ale along with other drinks.

Keeping with Patagonia's core values, care has been taken to try and use sustainable, resilient, recycled, recyclable materials with low VOC emission and low CO2 footprint.

Consideration has been given to the time constraint in setting up of stand in exhibition halls. The components are mostly individual pieces that are prefabricated and can be assembled on the site.



SKILLS:

AutoCAD, SketchUp, Photoshop



Rendered view of the stand in an exhibition centre
SketchUp, Photoshop



Key Furniture, Fitting & Equipment

BRIEF:

To design a space for a young client who has a spiritual side a fun side to her. Focus is on a dedicated yoga space, a DJ station and storage for musical instruments, books and golf bag. Create a spacious home that enables a calm and spacious mind.

CONCEPT:

Synergy - Inspired by three aspects coming together - importance of yoga, enjoyment of music and love for nature. The colourful zebra represents the concept and the client. It lives in a herd but has its own uniqueness symbolizing individualism and community.

DESIGN SUMMARY:

The design strives to bring Yoga, Music and Nature together in the apartment through the layout, some features and the use of certain materials in the main social areas.

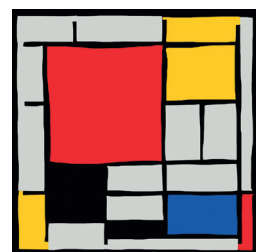
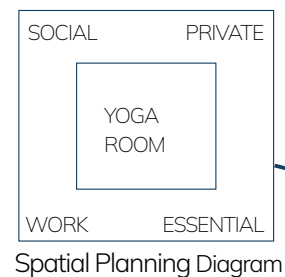
The final layout provides a dedicated yoga space that opens out into the outer social zone. This has storage cupboards for yoga equipment, golf bags, books and other miscellaneous things.

A DJ station stands below the wall mounted TV and a bespoke music display unit for the instruments.

Attic storage is provided in the yoga room, walk-in closet and utility taking advantage of the high ceiling for things like suitcases, Christmas decorations etc that are not used frequently.

05 SPATIAL PLANNING

Residential Design



Pier Mondrian Grid

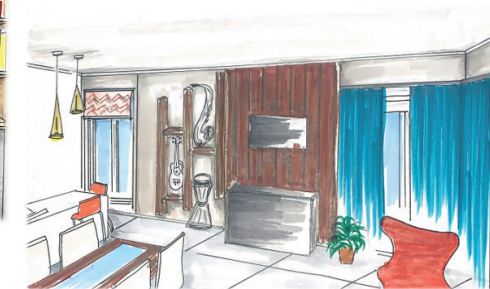


Inspired Floor Plan

SKILLS:
AutoCAD, SketchUp, Vray, Photoshop

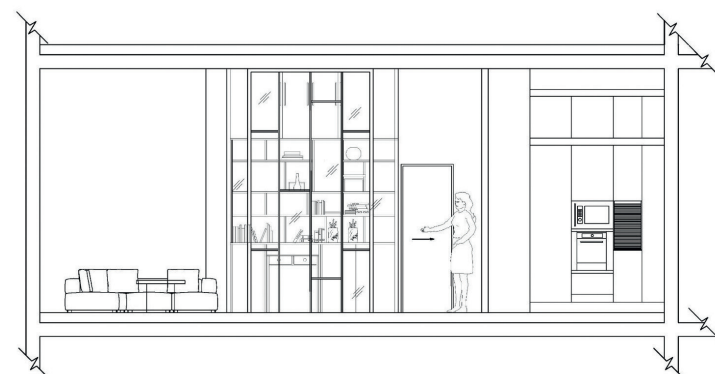


View of Master Bedroom Wall Unit

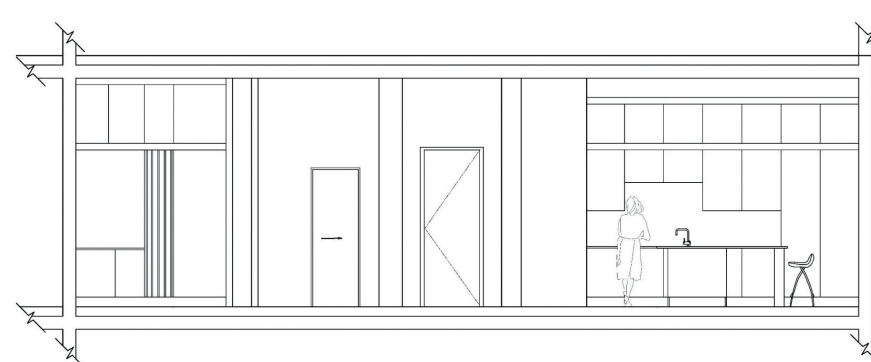


View of Music Display Wall

Floor Plan based on Concept and Idea



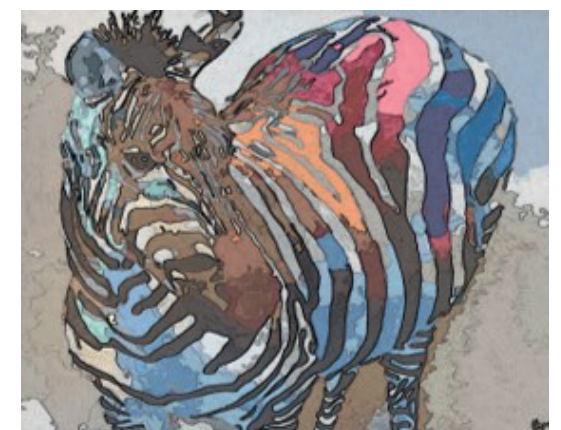
Section along Living Room, Yoga Room and Kitchen



Section along Utility, Entrance and Kitchen



3D Floor Plan of the Apartment



SKILLS:
AutoCAD, RoomSketcher



View of Living Room, Yoga Room and Kitchen
RoomSketcher



Open Plan Ground Floor
Rayners Lane, HA2 9UT

06 PERSONAL PROJECTS

Residential Design



Kitchen Island Lights
Bulmer Gardens, HA3 0PA



Kitchen Island Lights
Rayners Lane, HA2 9UT



Guest Cloak Room
Wembley Park, HA9 8HA



Cinema Wall in the Entertainment Room
Bulmer Gardens, HA3 0PA



Ground Floor with Living Room,
Dining Room and Bar Design
Wembley Park, HA9 8HA

RESIDENTIAL PROJECTS NORTH-WEST LONDON

BULMER GARDENS, HA3 0PA

Designed a contemporary house for a modern family with mindful spaces for family and individual activities, without losing the essence of a welcoming home.

RAYNERS LANE, HA2 9UT

Converted a standard three-bedroom London house into a spacious open space for the family. Though the budget was small, a unique and memorable space was created with thoughtful planning and sourcing.

WEMBLEY PARK, HA9 8HA

Collaborating with a client with a clear vision resulted in developing a design that captures every aspect of their dream home. Designed a home that had unique requirements to accommodate a party of eight, a bespoke bar, a fireplace, and a bright colourful artwork.

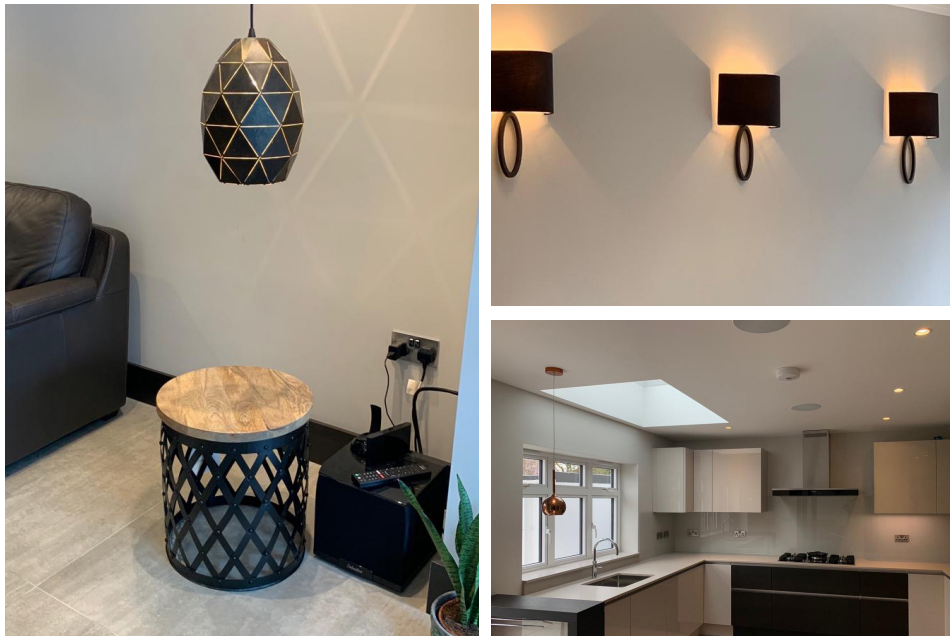
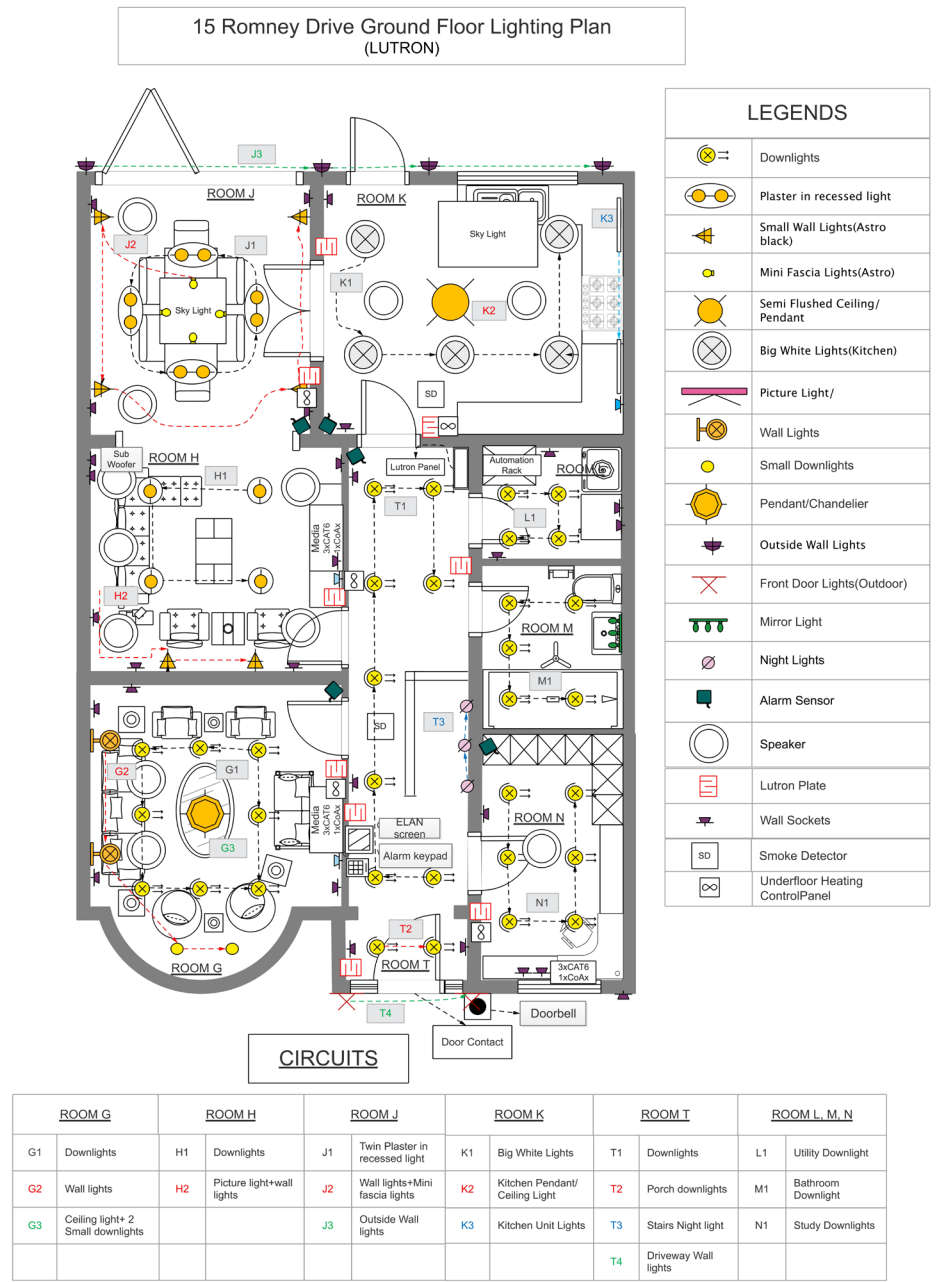
CLONARD WAY, HA5 4UB

Worked on a project that taught me to work around changing design plans, manage client expectations, timeline and budgets, mediate between client and builder, to successfully incorporate exciting designs in a house for a nuclear family that had to accommodate extended family.

LIGHTING PLANS

Designed lighting plans with ambient, task, accent and mood lighting for residences.

Worked on projects with home automation and lighting plans with Lutron circuits, Loxone circuits and normal circuits.



Lighting Plan with Lutron Circuits, Romney drive



Open Plan Ground Floor with a concealed door to a Utility room and secondary kitchen
Clonard Way, HA5 4UB

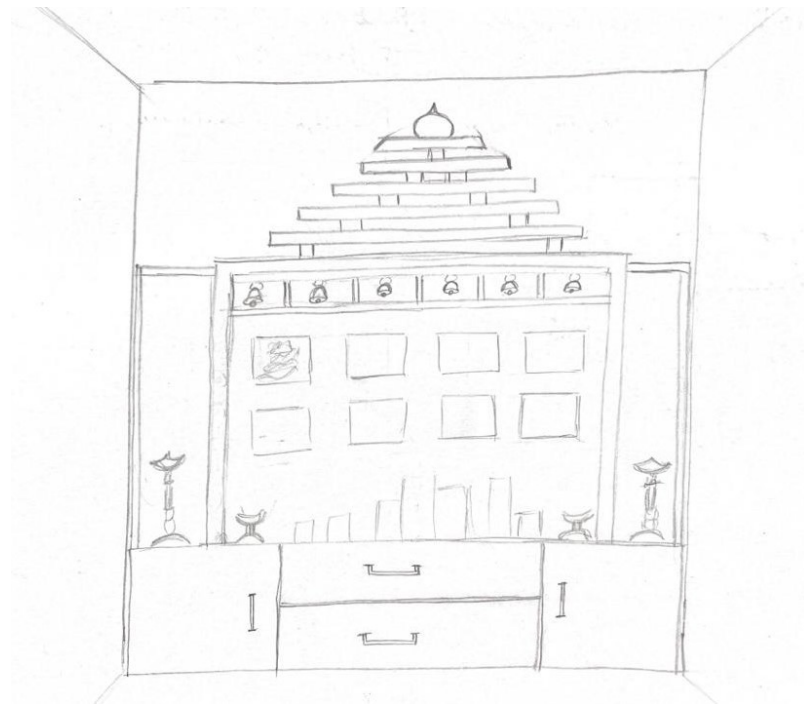


Contemporary look with an Interplay of hard materials and a soft calm transition of smoky greys to cool hues of blue and green
Bulmer Gardens, HA3 0PA



PERSONAL RESIDENTIAL PROJECTS

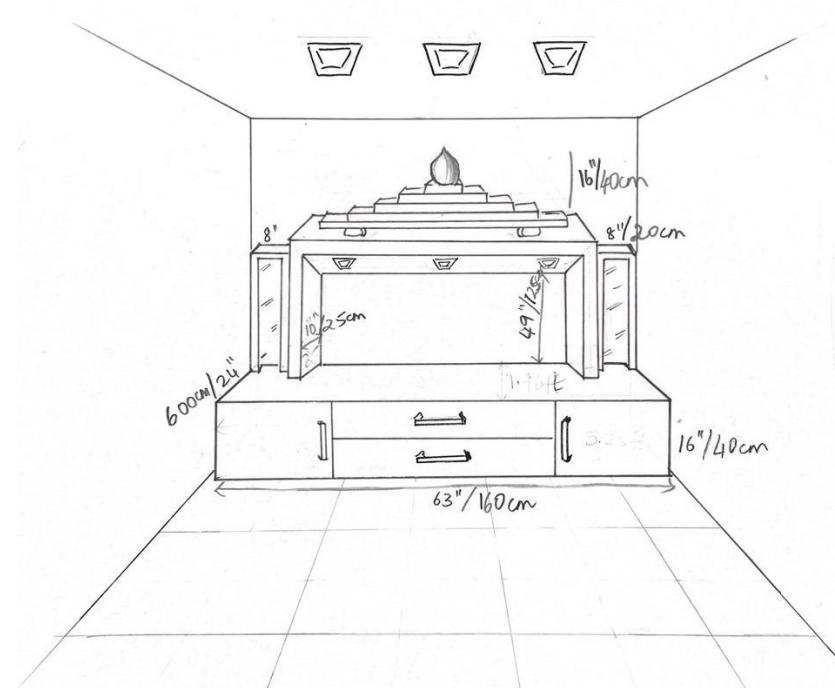
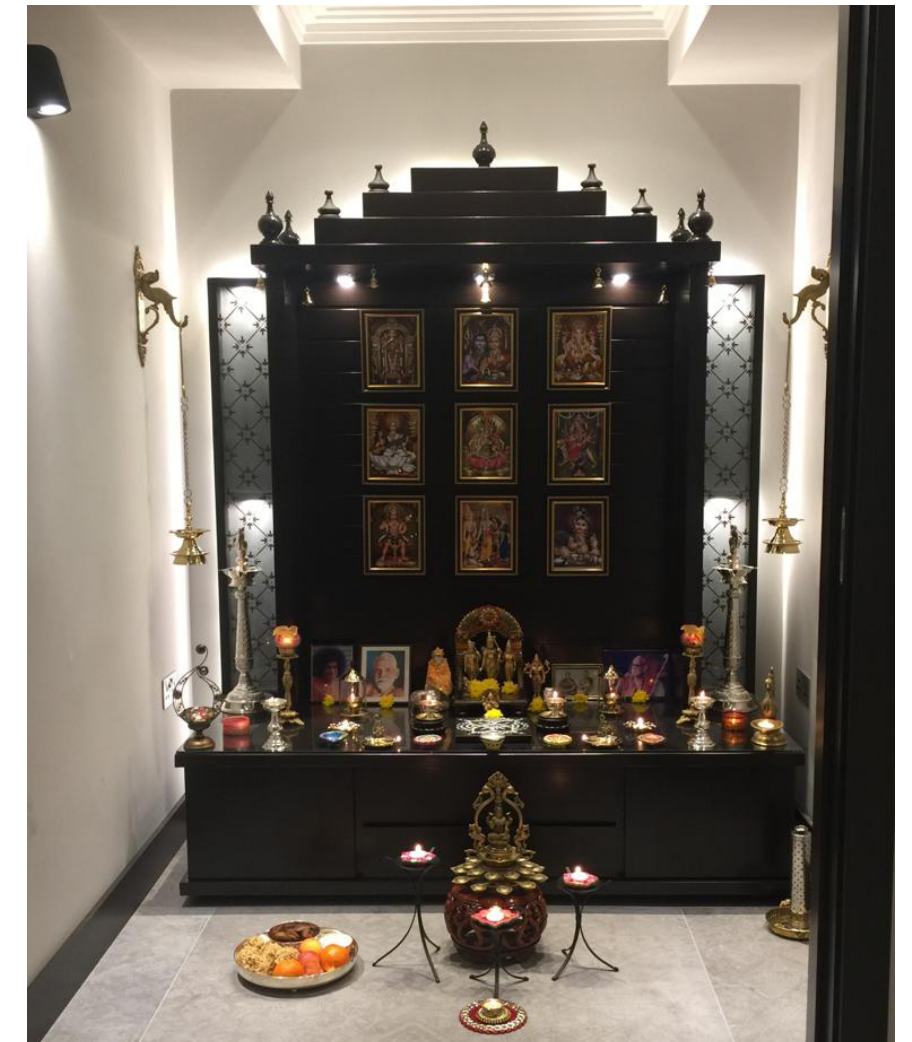




Planning and Designing the Unit/Mandir



Entertainment Unit that was used as inspiration



Perspective Drawing with measurements for constructing the Unit/Mandir



Unit/Mandir constructed in a workshop in Bangalore, India
Shipped flat packed to be assembled at site



Unit/Mandir installed in Prayer Room and decorated
Bulmer Gardens, HA3 0PA

DETAILS OF PLANNING THE PRAYER ROOM UNIT/MANDIR



ABOUT ME

RAMYA SRIRAM

Art and design have always piqued my interest and have been an integral part of my life. Following my marriage in 2000, my husband's job has taken us all around the world- from London to Melbourne and New Jersey. Even when I was occupied with the duties of a homemaker and caring for my children, I never gave up on my love for art and pursued painting as a hobby. Ever since our return to London and with kids attending school full time, I wanted to indulge in my passion for design.

In 2015, I enrolled in a short online Interior Design course to get a better understanding of how to remodel our home. This was the catalyst to my journey as a designer. I worked closely with the architect and builder to extend, renovate and design our home. This project introduced me to the joys and frustrations of creating functional spaces with aesthetics and convinced me that I would enjoy venturing into it professionally.

In 2017, I worked on a few residential projects that gave me the opportunity and experience of working with talented architects, builders and AV specialists. Along with spatial planning for home extensions, lighting plans, designing bespoke elements like a bar, kitchen planning, I also gained experience in handling tight budgets, builder issues, frequent design changes and its implications and complications with council permissions.

During Covid, I decided to enhance my experience by joining KLC School of Design for a Diploma in Applied Interior Design, validated by University of Brighton. This has provided me an opportunity to learn extensively through course work and projects and given me the skills that I can confidently use in my future projects.

CV

RAMYA SRIRAM

A London-based interior designer committed to bring into being beautiful, functional spaces. A creative individual with flair and experience of designing and refurbishing personal homes. The projects demonstrate an ability to understand client requirements and translate them into simple yet eye-catching designs that meet client needs holistically.

DESIGN EXPERIENCE:

Oct 2016- Current	Personal Design Projects
Full House Refurbishment:	Designed a contemporary house for a modern family with mindful spaces for family and individual activities, without losing the essence of a welcoming home.(Bulmer Gardens HA3 0PA)
Open Plan Ground Floor:	Converted a standard three-bedroom London house into a spacious open space for the family. Though the client had a small budget, I was able to create a unique and memorable space with thoughtful planning and sourcing.(Rayners Lane HA2 9UT)
Living, Dining Room & Bar:	Designed a home that had unique requirements to accommodate a party of eight, a bespoke bar, a fireplace, and a bright colourful artwork.(Wembley Park HA9 8HA)
Ground Floor Redesign, Lighting Plan:	Worked on a project with a builder that taught me to work around changing design plans, manage client expectations, timeline and budgets, mediate between client and builder, to successfully incorporate exciting designs in a house for a nuclear family that had to accommodate extended family.(Clonard Way HA5 4UB)
Lighting Plans:	Designed Lighting plans with ambient, task, accent and mood lighting for residences. Worked on projects with home automation and lighting plans with Lutron circuits.

EDUCATION:

Sept 2020- July 2022:	DIPLOMA IN APPLIED INTERIOR DESIGN- Distinction KLC School of Design, London(Validated by University of Brighton)
June 1996- June 1998:	MASTERS IN BUSINESS MANAGEMENT- First Class Mount Carmel Institute of Management, Bangalore University, India
June 1993- April 1996:	BACHELOR OF SCIENCE: ECONOMICS, MATHS, STATISTICS- First Class Mount Carmel College, Bangalore University, India

SKILLS:

- AutoCAD
 - SketchUp
 - Enscape
 - Photoshop
 - Indesign
 - EstiPC
- MS Word
 - MS Excel
 - MS Powerpoint
 - Hand Rendering
 - Design Process
 - Spatial Planning

INTERESTS:

- Painting
- Mixed Media Art
- Traditional Indian Music
- Travel

RAMYA SRIRAM

Address: 6 BULMER GARDENS, HARROW, HA3 0PA
Phone : +44 7748 440 382
E-mail : ramya@siyadesigns.com

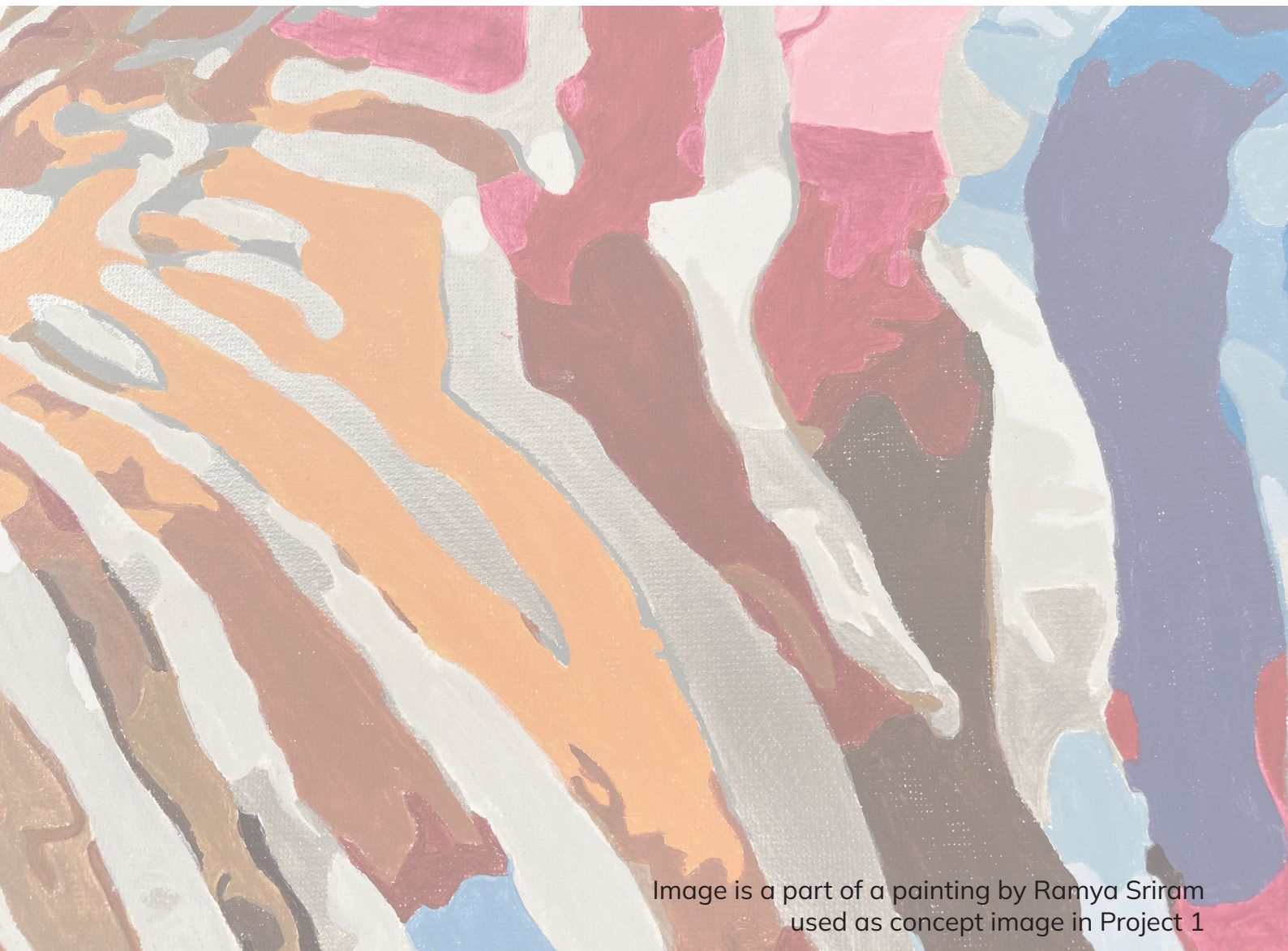


Image is a part of a painting by Ramya Sriram
used as concept image in Project 1