



PORTFOLIO

EMAD ALKHAWAJAH



About me

Demonstrating skills in interior design, performance analysis, and modelling, innovatively using a range of software, produce mood boards and sketches to develop new approaches. I place client's needs at the heart of the design process, working collaboratively with other designers to provide valuable contributions to the design's efficiency and stay committed to high standard of project delivery.

My Inspiration

What affects us the most? There are so many factors; however, one of the most powerful matters affecting people's psychology is the surrounding environment: people, surrounding them, and most importantly - spaces - places they live, work and spend time in.

Do you know that fascinating feeling when you walk into a spacious, well lighted hall with a highest ceiling? Straight away you look up, slowly start looking around. It is breath-taking... It is so beautiful; the daylight coming through the windows up above lets the warming earthly sunlight colours in. That high, unreachable ceiling, so far away, keeping your head up - keeping you wondering. You are inside, maybe even in a "white concrete box" and yet you feel so free, so safe and harmonious, relaxed. Precisely, it is the effect you can experience due to the architecture and spatial design. Places affect our feelings, emotions and behaviours, therefore our happiness

My Design

Generally, every design process begins with a concept followed by careful research and analysis. The development and production process requires the meticulous integration of form, function and space and using the best design tools and utilities to translate that concept into reality. I personally believe that the beauty of achieving a successful design is combining different versatile qualities into achieving a timeless construction and an aesthetic appeal.

My aim is to improve everyday life in fast changing world, overseeing patterns in what makes people happy on a large scale, and this drives me to look for the new ways, methods and techniques to create.

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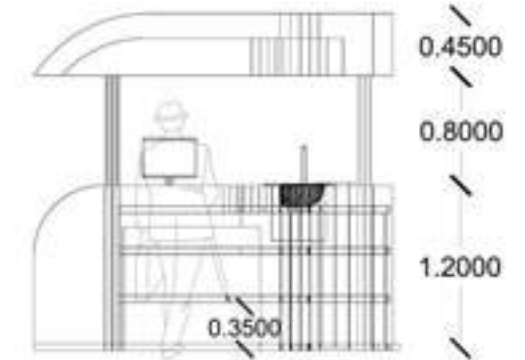
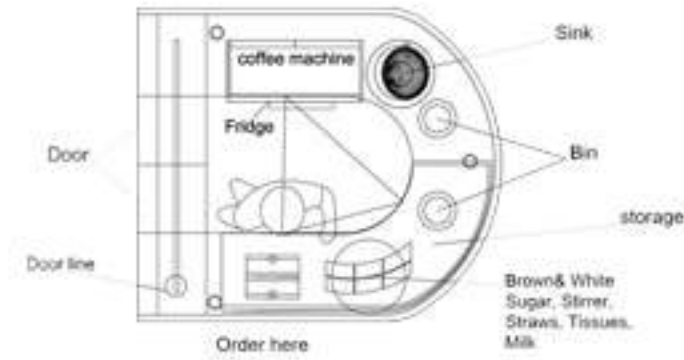
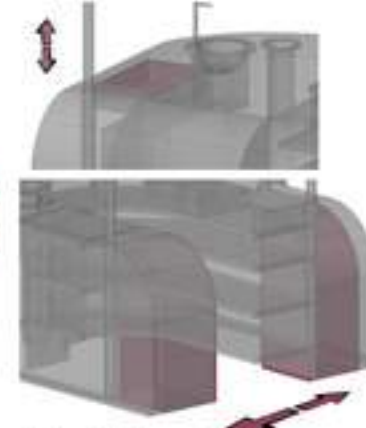
*"I AM A DESIGNER WHICH
INCLUDES INTERIORS,
ARCHITECTURE, FASHION,
FURNITURE AND LIFESTYLE "*
(KELLY WEARSTLER)

BRANDING

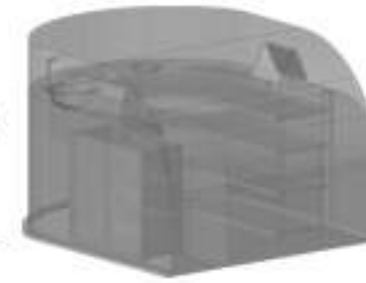
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COFFEE KIOSK

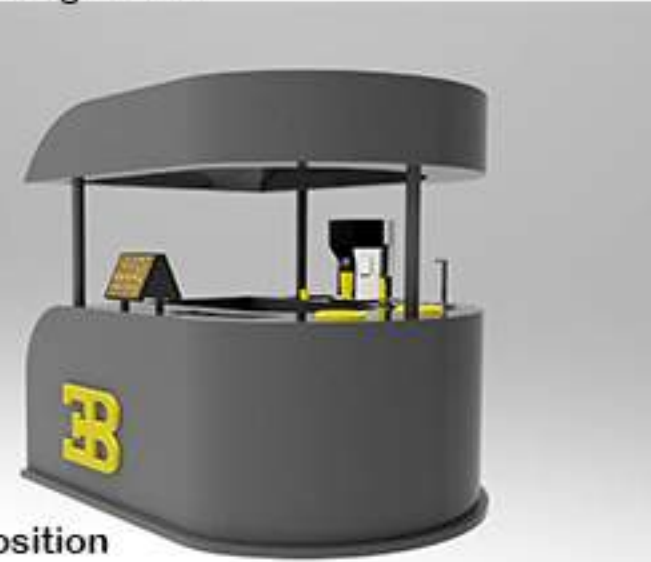
The concept of the kiosk is designed to give the customers the best coffee experience that they can expect from a company with the reputation that Bugatti possesses. That might include the smoothness and efficiency of the coffee making process and the curved shape, which allows people to have an organised queue. In addition, the cups are colour coordinated with the litter bin so that customers know where to place their litter after they have used them and this process is called crowded control. This concept is called Juan (Chinese word which defines beauty') has been inspired by the coffee pot. After achieving to progress in an abundance of sketches and studies, I selected the coffee pot to be the main concept of the project; this is because of the positive connotations of the coffee for most of the cultures worldwide. Furthermore, this kiosk has the ability to open and close, in a similar way to how the coffee pot works, including additional technology. Also, the coffee pot has the curve shape, so this shows the natural and environmental specifications that the design has followed from the beginning. In the end, after developing the sketches, the new concept was reached the most important factors for Bugatti include function, beauty beauty, and luxury



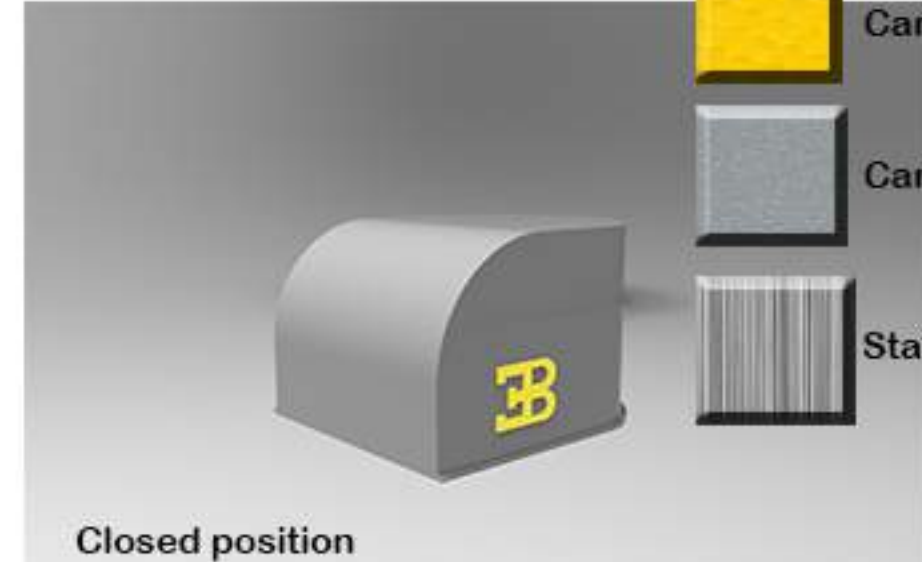
This kiosk has a flexible way to open and close. This can happen by the hydraulic press automatic system. In addition, when the roof closes, the coffee machine will slide down automatically. Furthermore, the door has independent button to open and close and this is to keep the seller secure and comfort while going out and coming inside





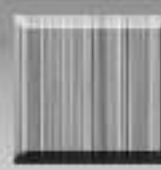
This is an X-Ray render shows the kiosk as enclosed body. Also, you can see the all facilities for the seller, such as, the fridge, the store, and area for cleaning stuff

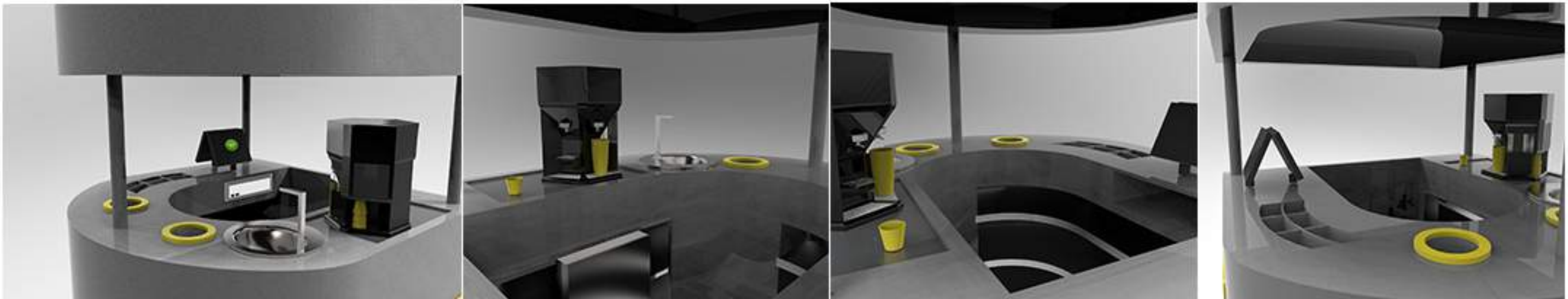


Opened position



Closed position

-  Carbon fiber
-  Carbon fiber
-  Stainless steel



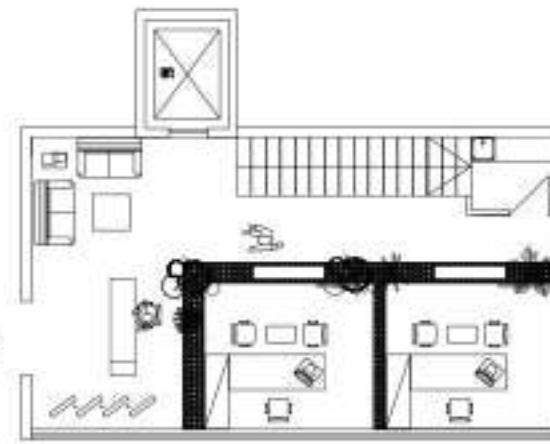
SWAROVSKI THEME

HEAVEN'S GATE is a travel agency designed to reflect Swarovski's values. In addition, the concept of this office is all about simulation of the heaven from the point of view of the designer

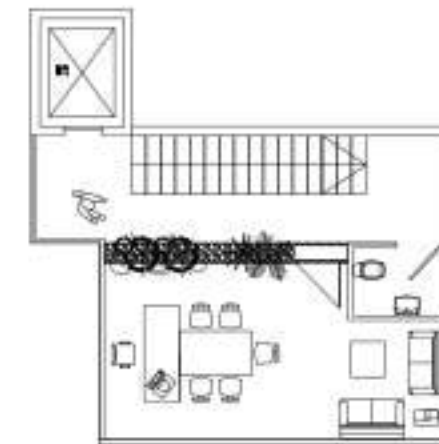
Nature and diamond theme is reflecting the heaven. As well as, the gray shades and baby blue colours are reflecting the sky

Real plants used to give a fresh natural atmosphere into this interior space.

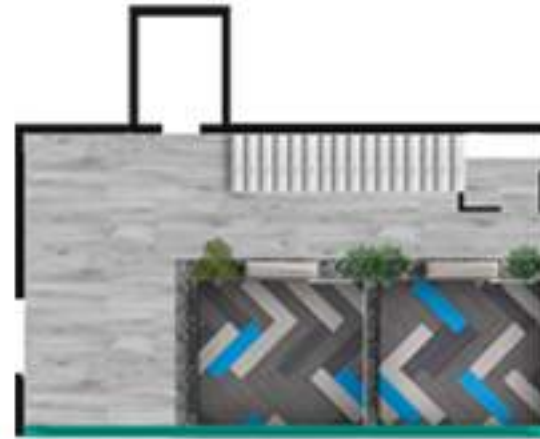
The reception is visible from the street and has a high ceiling in order to reflect the infinity of the heaven and the freedom of traveling, with a crystal chandelier looks like a waterfall from the sky.



Ground Floor



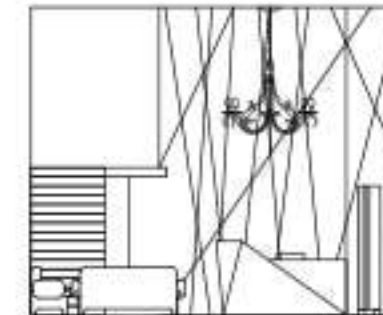
1st. Floor



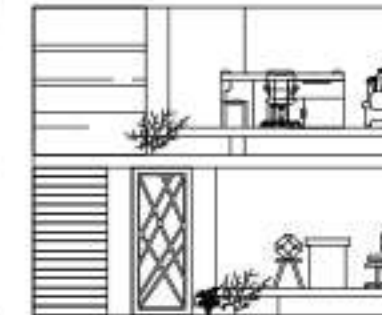
MATERIALS



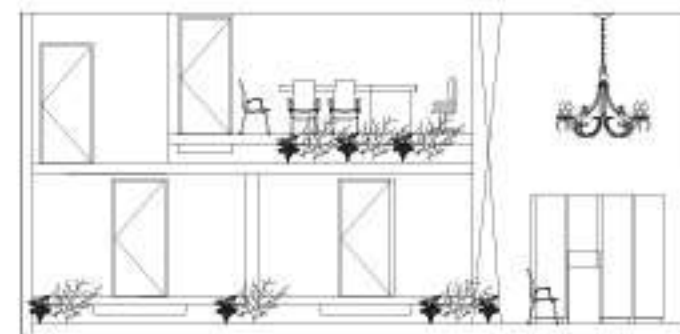
Entrance



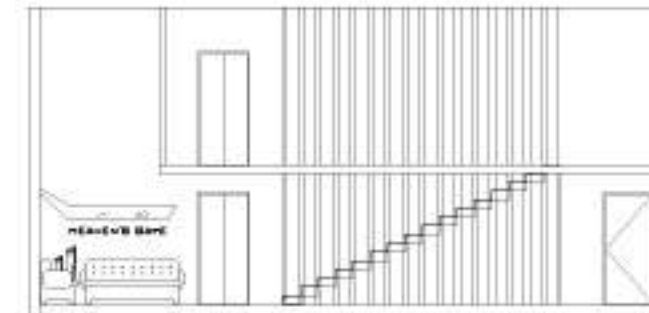
Section A-A



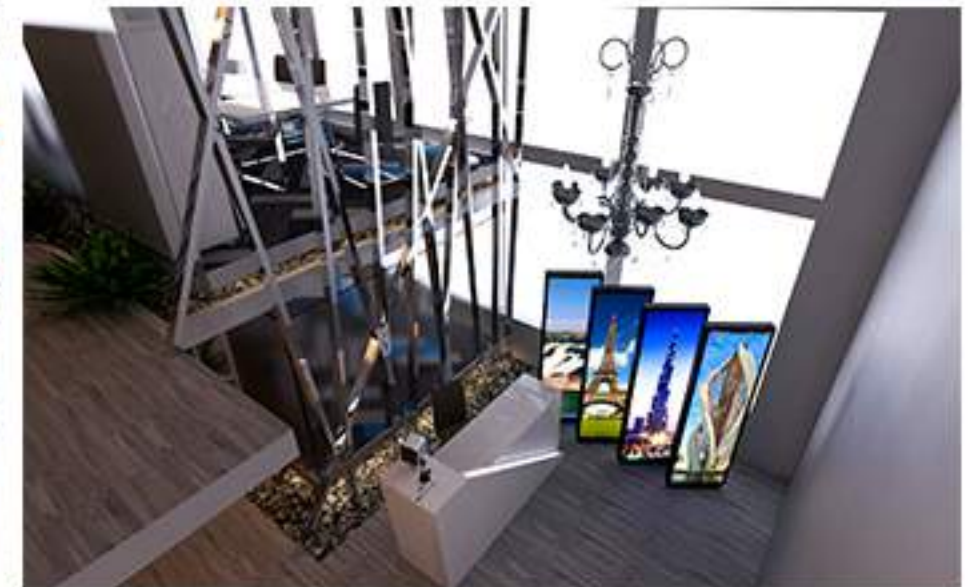
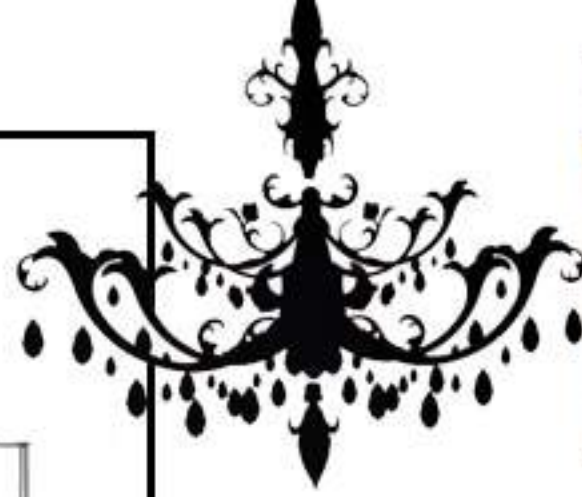
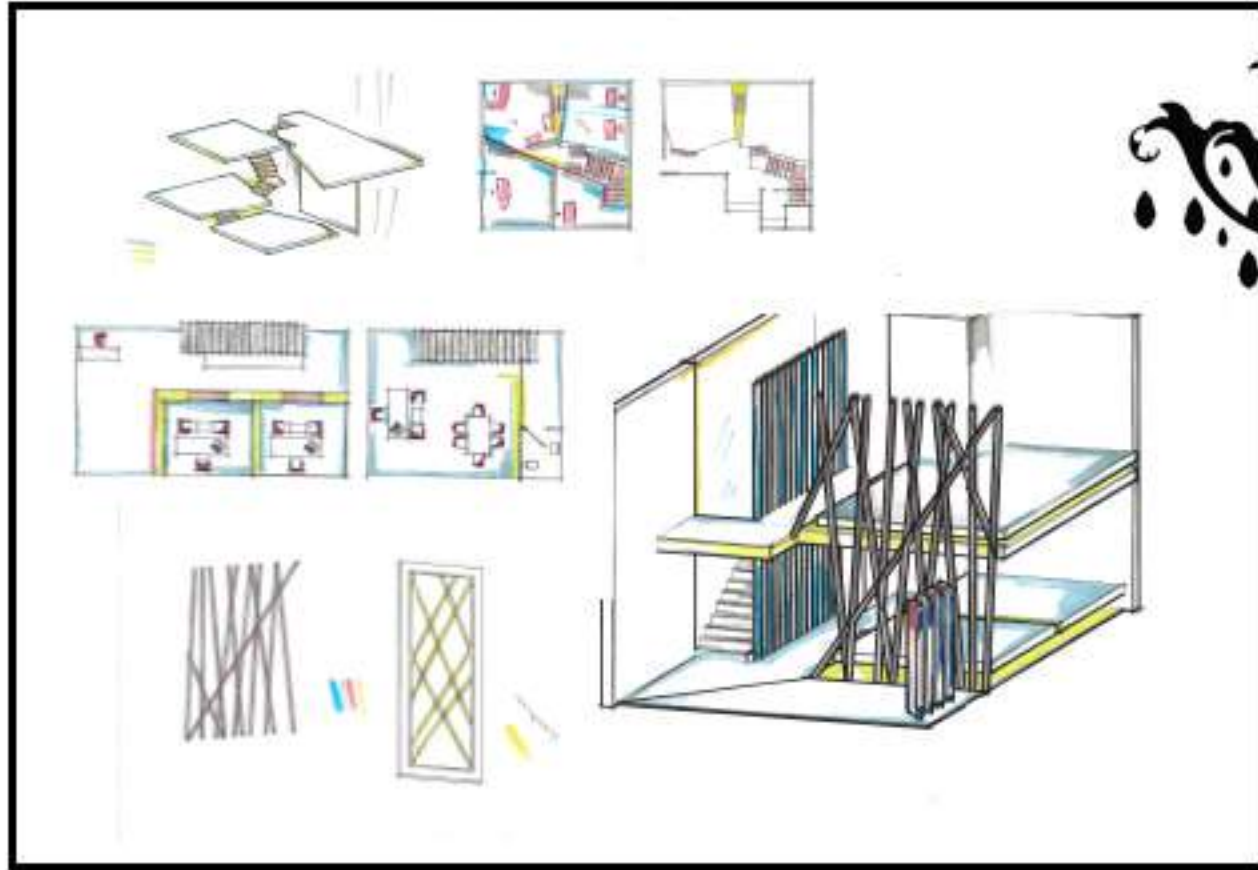
Section B-B



Section C-C



Section D-D





02

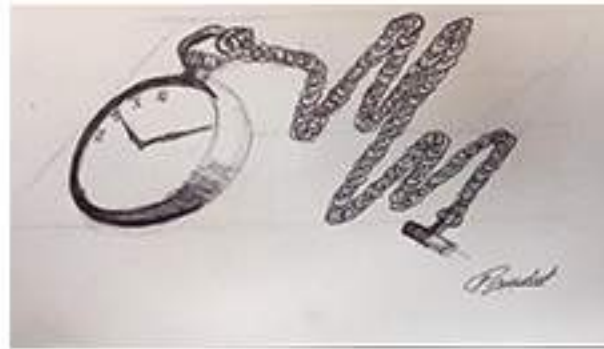
*“ EVERYTHING I DO IS A
SYMBOL. EVERYTHING, HAS A
MEANING”
(PHILIPPE STARCK)*

EXHIBITIONS

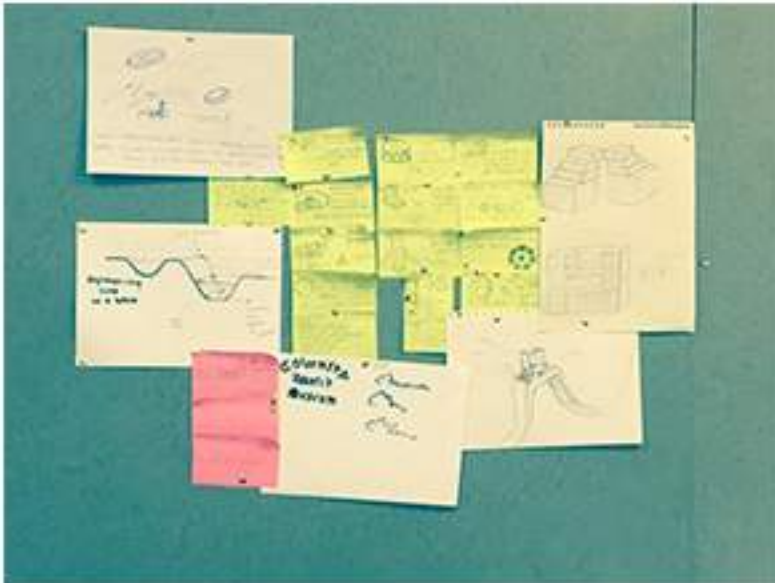
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COVENTRY WATCH MUSEUM

The Timeline Concept is a display case system that resembles a pocket watch and is intended for the new building of the Coventry Watch Museum. The concept is designed to accommodate pocket watches, table watches, watch parts as well as assembly tools. It consists of two main sections – one chain-like construction that supports 19 display cases and one big watch-like case that houses up to 12 items. A sequence of posters hangs along the whole construction, offering intriguing information about the watch making history, and puts the displayed items into context, while in-built magnifiers facilitate the viewing of the most exquisite items of the collection. The Timeline Concept puts in order the Coventry Watch Museum's collection and presents the exhibits clearly, informatively and stylishly by using simple and affordable materials.



Timeline



ART GALLERY

The idea of this project came to my mind after seeing an architect's design that looks like stacked boxes. Then I developed the idea to look like packed papers and deprived it on the walls and stands.

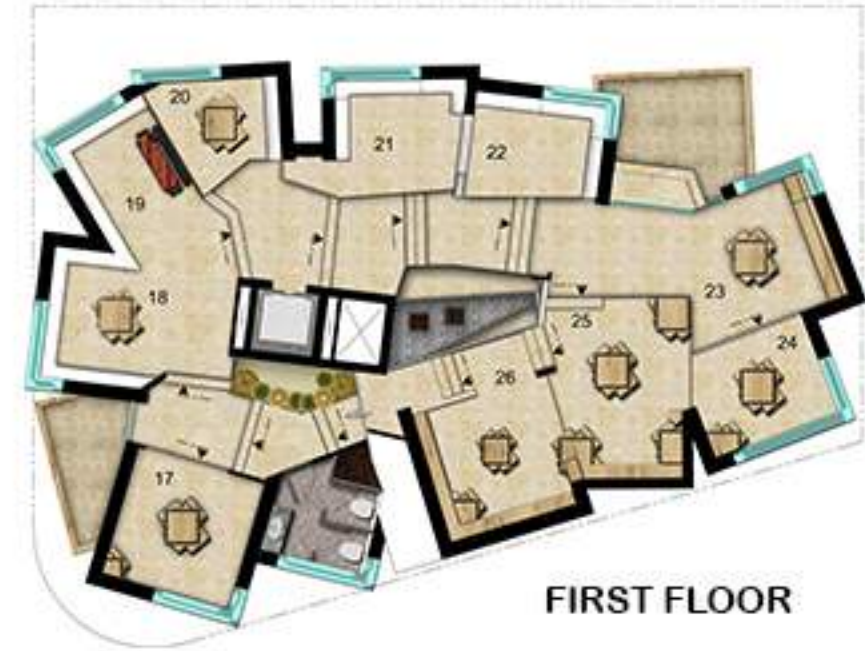
Paper symbolizes knowledge and culture which are valuable to humans, and as we all know, there are different levels of knowledge, although each piece of knowledge has its own value to us. So, that's what I wanted to deliver to the visitors through my idea; that art should be given a high value in our society. So, the designs turned out to give the visitors the same feeling as if they're walking in a gold and diamonds shop, hence, the gallery becomes a more valuable place.



PLANS



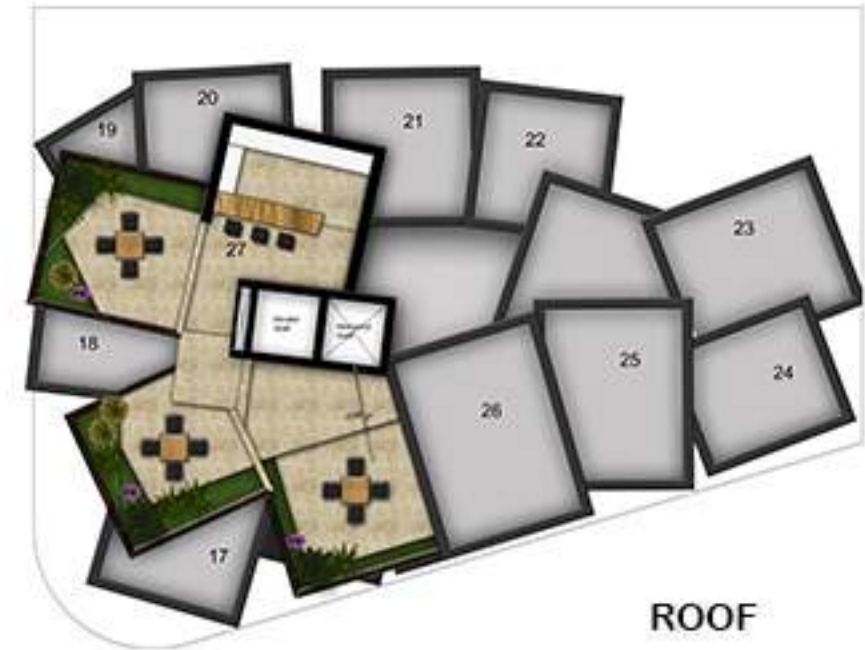
BASEMENT/ PRINCIPAL FLOOR



FIRST FLOOR



GROUND FLOOR



ROOF

SECTIONS





STAINLESS STEEL



WOOD

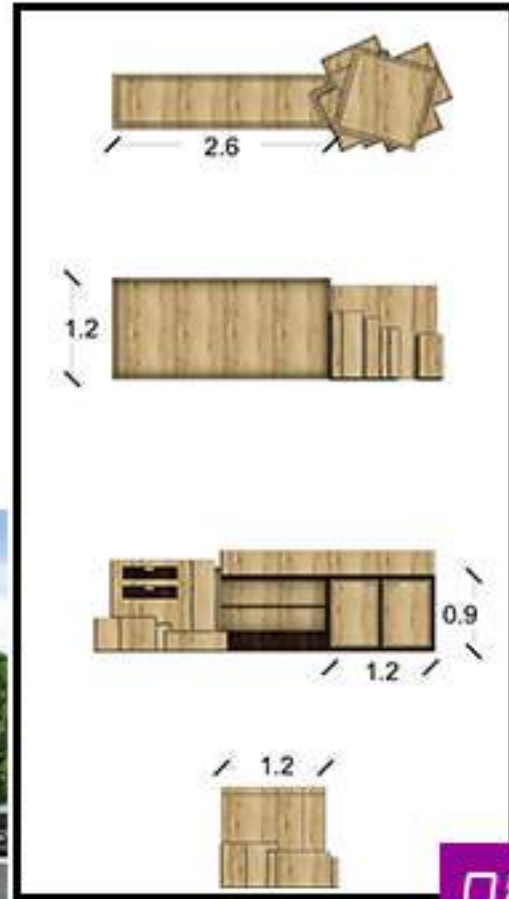
WALLPAPER



MARBLE



MARBLE





03

*"I HAVE ALWAYS APPRECIATED
THOSE WHO DARE TO
EXPERIMENT WITH MATERIALS
AND PROPORTIONS"
(ZAHA HADID)*

COMMERCIAL

0

GAME DESIGN COMPANY

8-BIT Design Studio.

This company has 8 main workers.

There are three main work area;

Artist, Designer, and programming

These areas should have link

between them.

Other areas will be included testers' lounge, VR testing room, and client's area.

One of best layout is circle shape or circle movements.

The 8 workers are divided by below positions: 2 People for Designing/ Sketch Artist/ Concept Artist. 2

People for modeling or Animators, 3

People for programming. (Always

Make room for expansion) 1 Person

for Technology or Creative script or story line.

Client meeting rooms and

entertainment areas are different than core team or staff areas.

Demo versions are being produced for testing and programming input in different area or zone.

1st they try to make strategy for particular game and try to fix device and target market for that particular game. After that they will sit with

everyone and fix plans and details about game and process which they are willing to follow



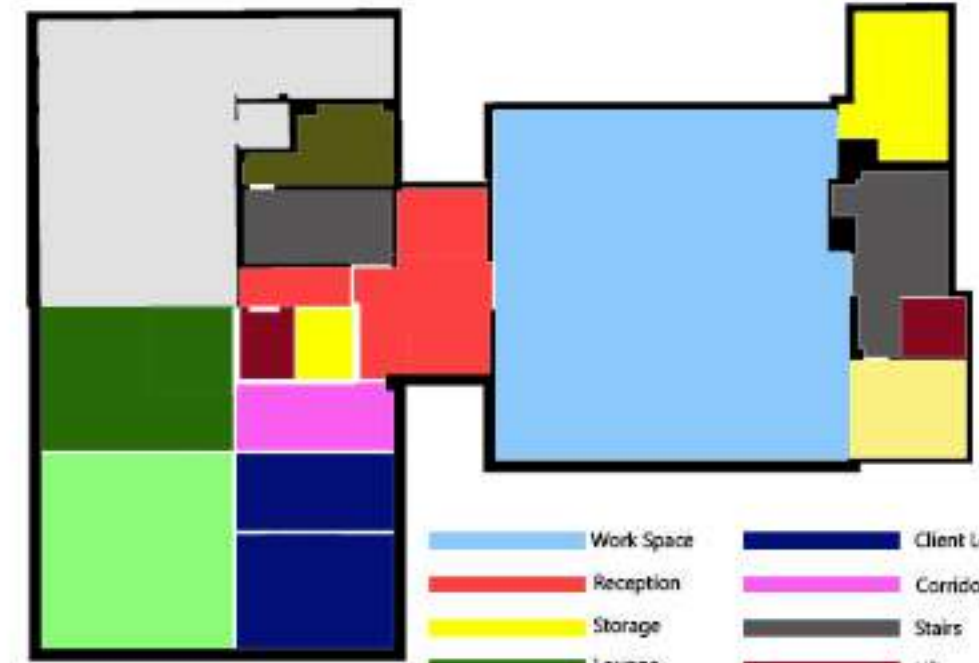
Inspiration, Material & Colour Scheme

Colour Scheme based on Game Identity

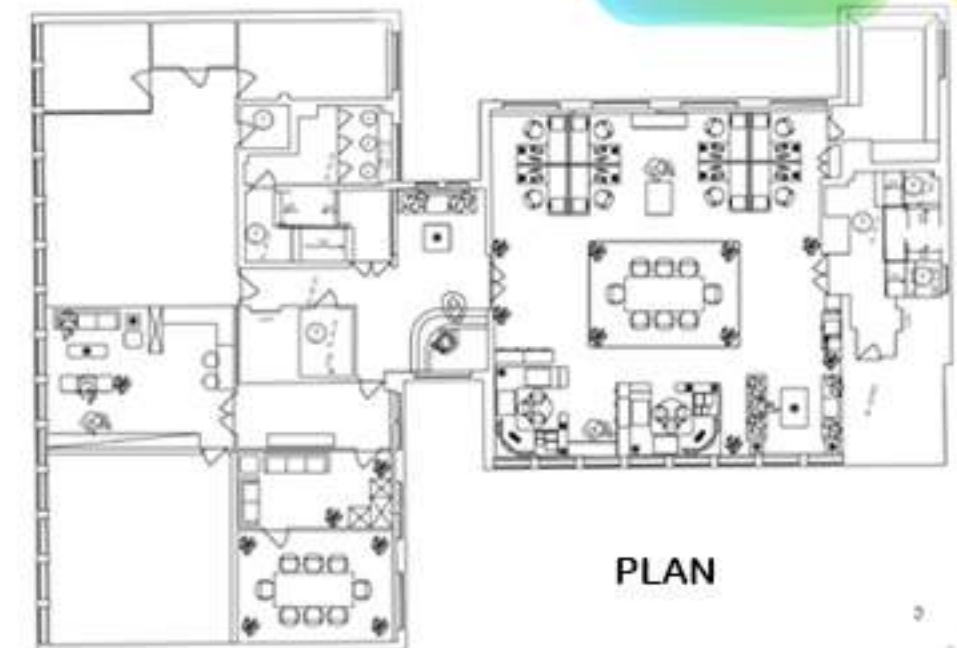
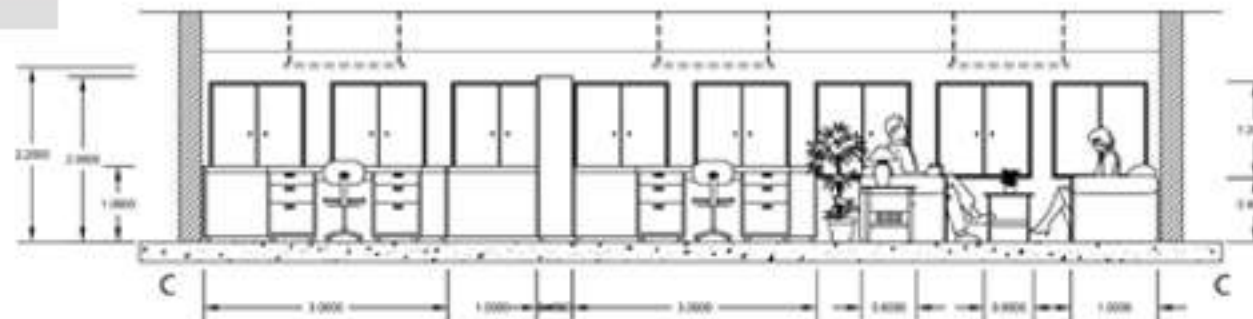
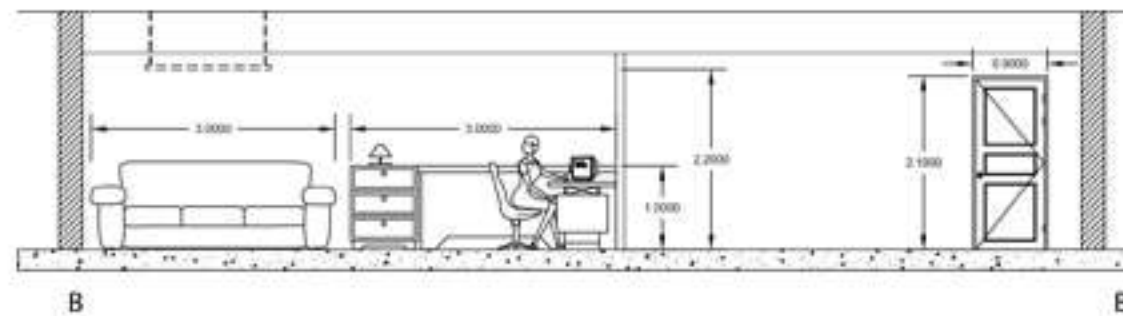
PANTONE 11-0601 TCK Bright White
PANTONE 15-1502 TCK Flame Scarlet
PANTONE 13-0854 TPG Vibrant Yellow
PANTONE PG-34230
PANTONE 15-4051 TPK Strong Blue
PANTONE PG-204C

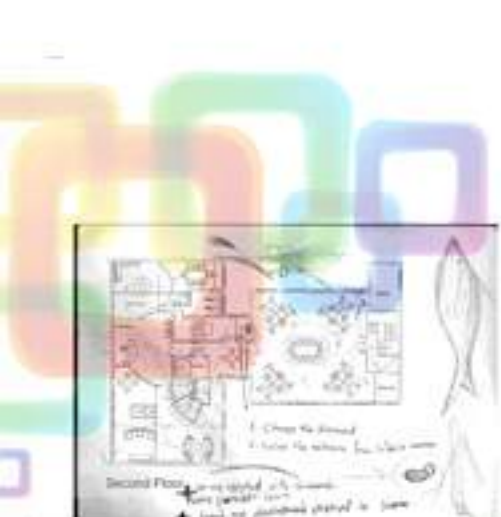


Exposed Ceiling with Curved Canopy



- Work Space
- Reception
- Storage
- Lounge
- VR Room
- Another Office
- Client Lounge/Meeting
- Corridor
- Stairs
- Lift
- Server Room
- WC

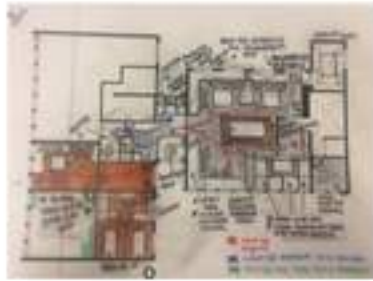




Layout



Reception



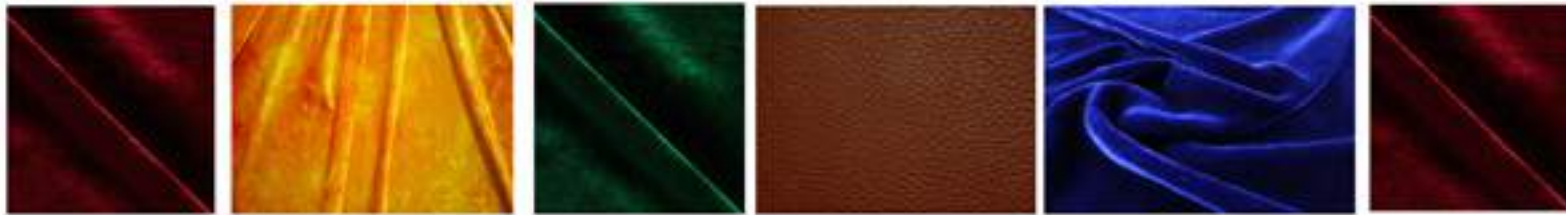
Lounge



180 View of Work Space Area



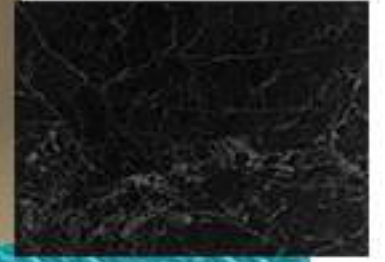
Materials



Jordan Trade Facilities Company AMMAN-JORDAN

Three floors finance company located in Amman- Jordan. This design included the main brunch, work space, and the general management.

The main idea is The Sky Lighting. It reflects the money from the view of the owner as given in the brief.

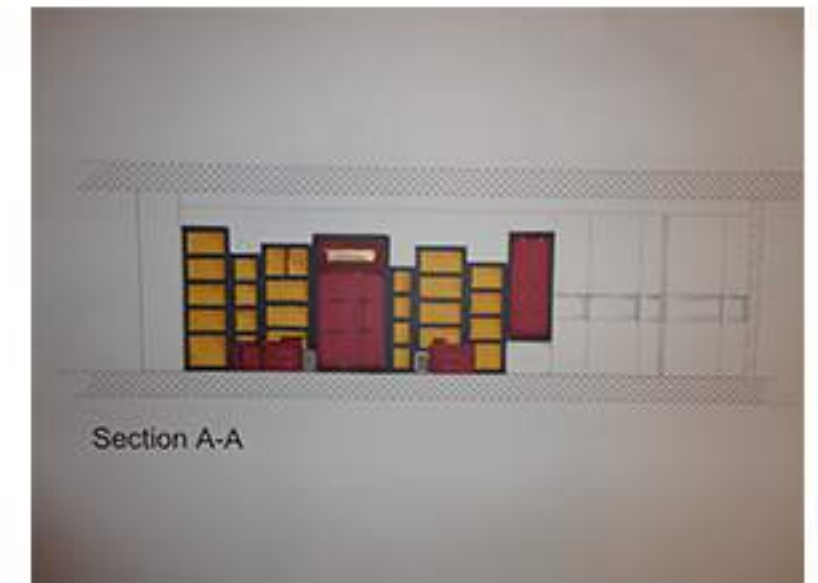
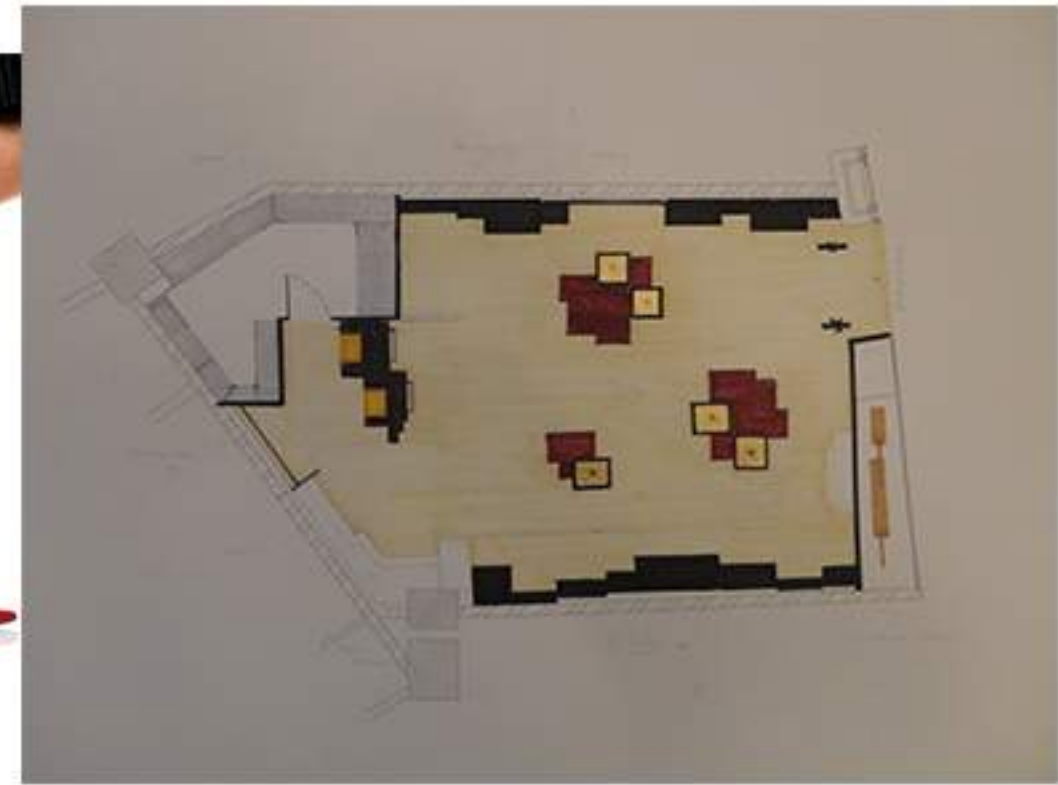


SHOES RETAIL

Sky Line concept.

This project inspired by Amman's skyline, which is the city of Amman famous of its skyline as the city built on several of mountains.

The reason behind choosing this concept is to reflect the old downtown of Amman as this shop sells home made products.





04

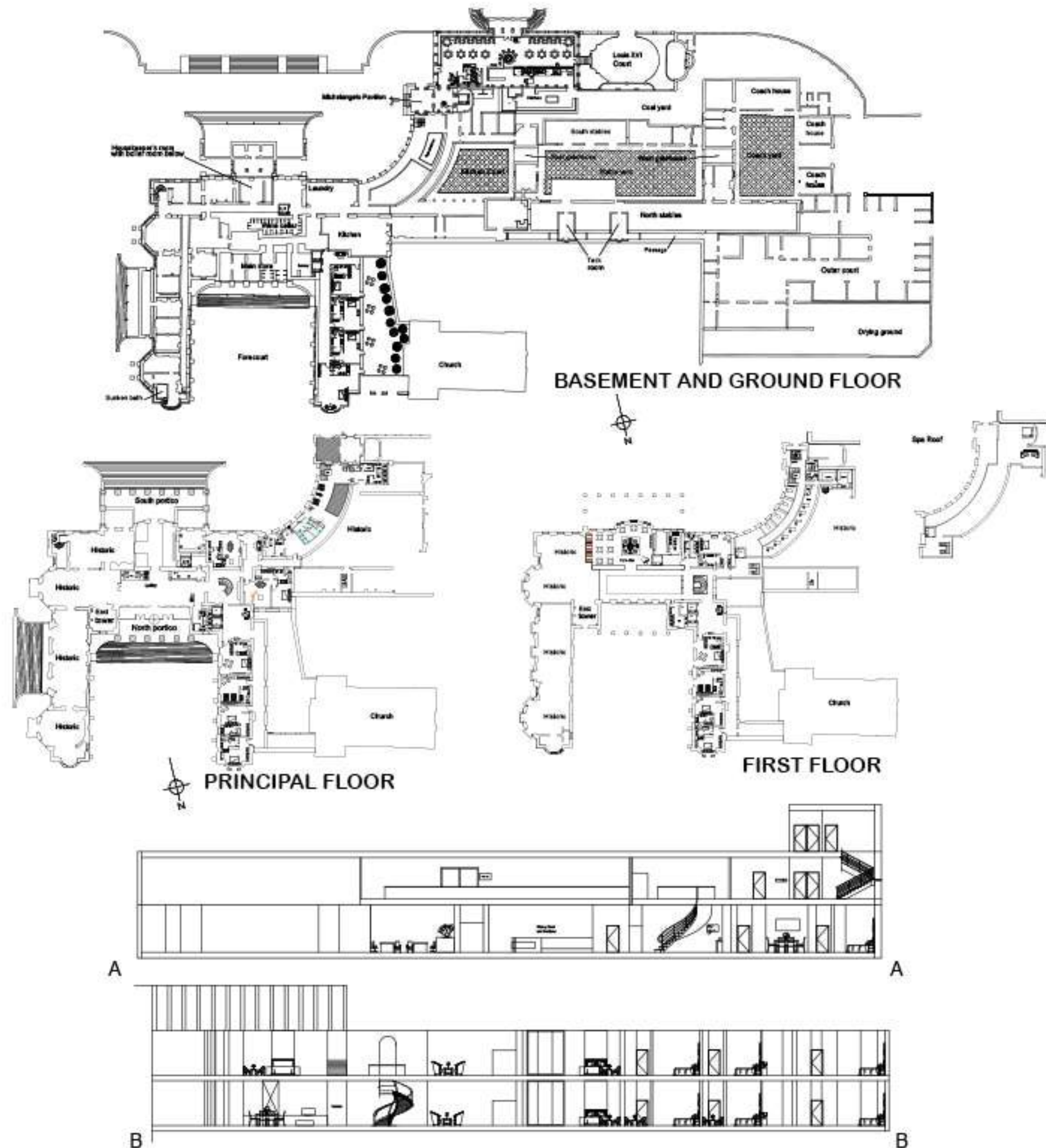
*"ALWAYS KEEP YOUR EYES
OPEN. KEEP WATCHING.
BECAUSE WHATEVER YOU SEE
CAN INSPIRE YOU"*
(GRACE CODDINGTON)

HOSPITALITY

14

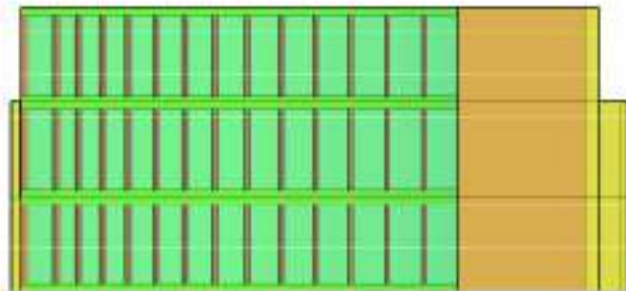
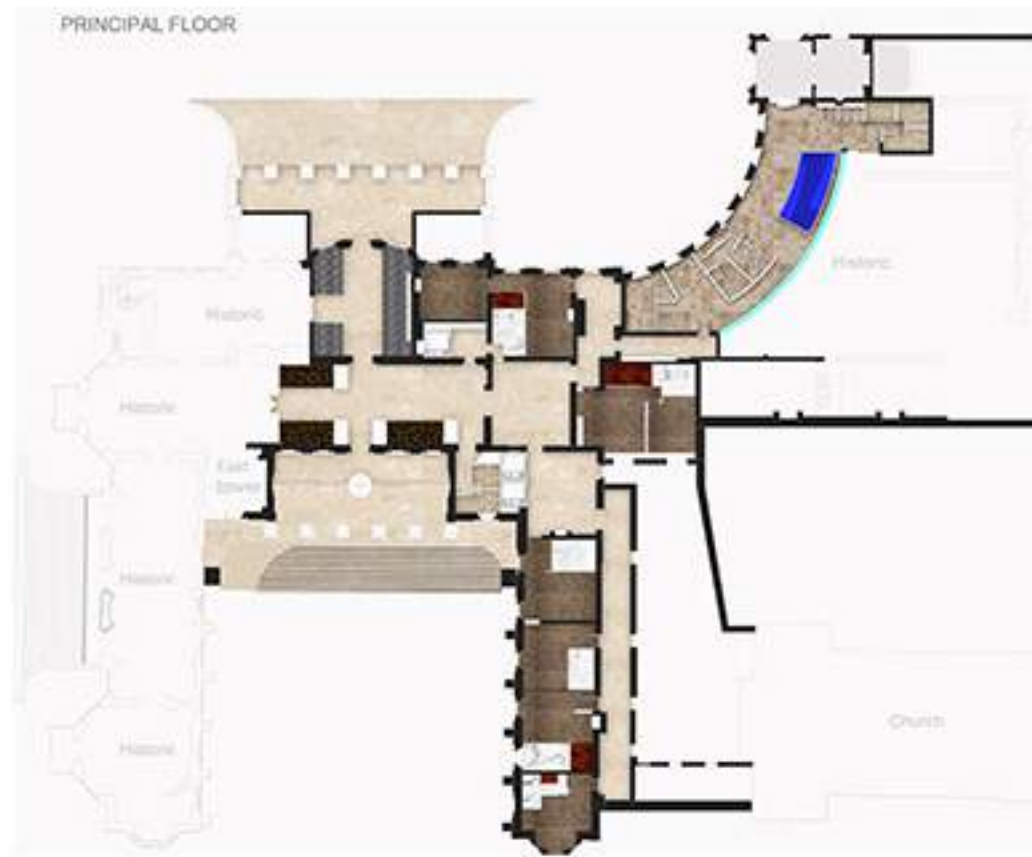
WITLEY COURT AND GARDENS

Witley Court and Gardens is a stately home in Worcestershire- England. The idea behind this project is to return this home into a live again, as this home was the place of the royal entertainment and parties before a massive fire destroyed it. The main idea is to turn part of this palace into a luxury hotel and allow customers to breathe the history, by being very close to the heritage walls as well as having some heritage walls inside the main rooms. It is located in a countryside where these people will be isolated from the cities. This hotel has 15 bedrooms only. DeConstruction will be the concept of this design as the heritage walls will not be touched and the new design will be around these walls. In other word, I am adding a new building into this old stately home.

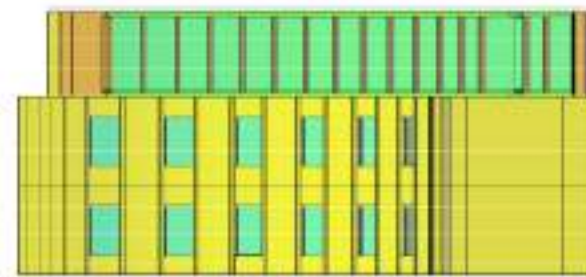




MATERIALS



SPA, NORTH ELEVATION



SPA, SOUTH ELEVATION

**THE NEUES MUSEUM
BERLIN- GERMANY**

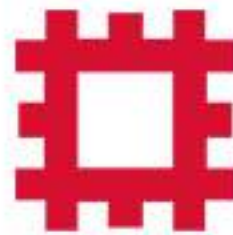
THIS BUILDING DESTROYED IN THE WAR AND REBUILT TO BE A MUSEUM. IT WAS THE MOST INSPIRATIONAL BUILDING FOR ME



SUPPORTED BY



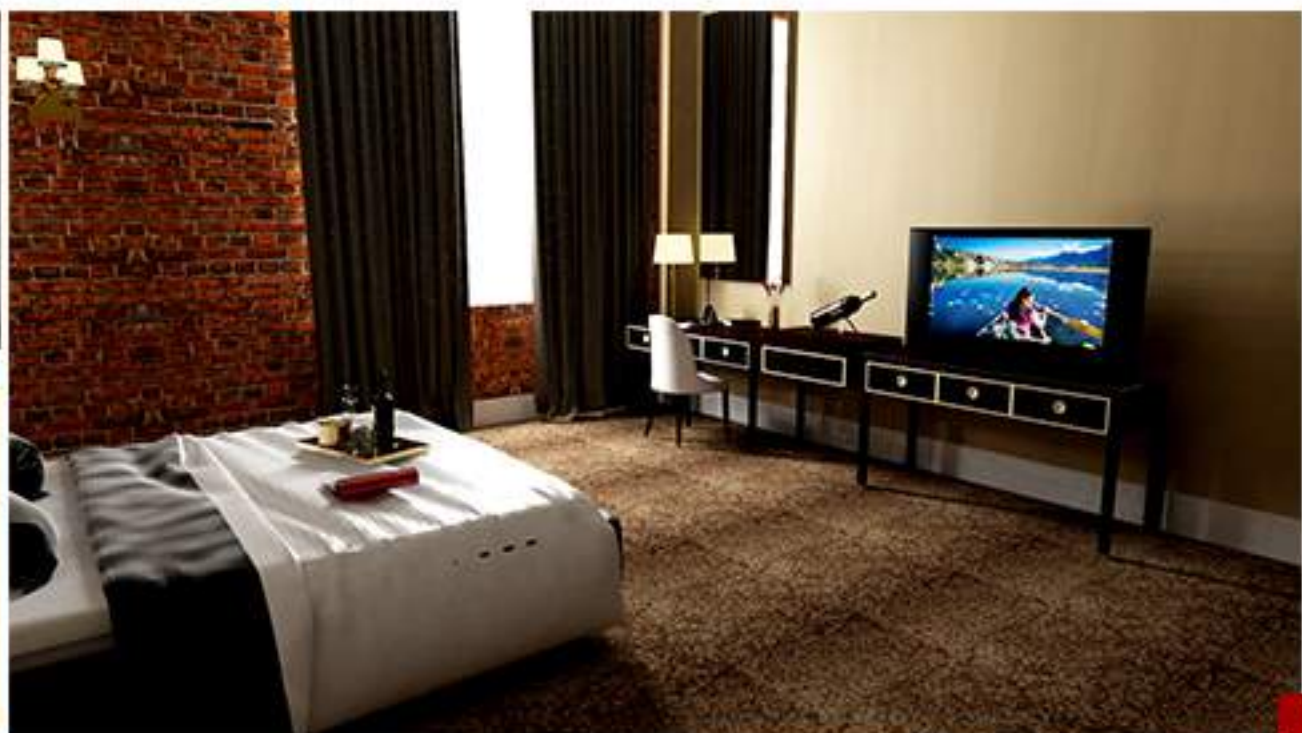
Historic England



ENGLISH HERITAGE



Ancient Monuments Society
Defending Historic Buildings of all Ages and all Types





05

For a house to be successful, the objects in it must communicate with one another, respond and balance one another
(Andre Putman)

Villa 1

Located in Atlanta, USA



Villa 1
Located in Atlanta, USA



Apartment 2
Located in Dubai, UAE



Apartment 3

Located in Amman, Jordan



Dorm

Located in Amman, Jordan



Dorm

Located in Amman, Jordan





THANK YOU