

I am Serena Frank

Born to Swiss and Italian parents and raised in Switzerland and South Africa. After graduating from the German International School in Cape Town it was inevitable that the design world was the environment for me as I am keenly aware of visual aesthetics and detail. I am a creative and motivated person. I enjoy all residential design and hospitality projects.

01 STRATA | PG BISON HOSPTALITY DESIGN

02 FERNWOOD | HOUSE GESS RESIDENTIAL DESIGN

03 ON Q | CUBE DEVELOPMENT RESIDENTIAL DESIGN

04 BOXWOOD | THE LUXX COMMERCIAL DESIGN

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09 DUNE OBJECT DESIGN 10 TECHNICAL DRAWINGS



## 01 STRATA | PG BISON HOSPITALITY DESIGN

#### **BRIEF**

We were tasked to design a dream oasis for content creators and location scouts consisting of a luxury residence with entertainment areas and landscaped surrounds. It is all about experience and creating an instagrammable location. The design must celebrate eating, sleeping, bathing and socializing using the four elements: fire, water, earth and air.

### **CONCEPT**

The Karoo has an incredibly well preserved ecosystem and one of the most important fossil deposits in the world. The concept has been based on fossil and archaeological stratification slabs to represent the strata where fossilisation was formed. Pathways lead the client to discover different experiences making the client interact with the space as an explorer of "fossilisations as experiences". The interiors reflect the barren and rocky semi-desert of the Karoo and gives the feeling of being part of the environment while luxury suites emulate fossil finds. Interiors mirror the Karoo's semi-desert landscape, offering an immersible experience. This visually engaging oasis caters to location scouts and content creators. The structures harmoniously blend the four elements, especially water, a vital part in fossil formation. A celebration of basic human needs, the design intertwines sustenance, resting, bathing, and socializing, epitomizing the Karoo's allure.

> PLACED TOP 9 - 2023 PG BISON COMPETITION













EATING EXPIERENCE WITH INTERACTIVE COOKING CLASSES WITH KAROO INSPIRED FOOD



OPEN BAR EXPERIENCE WITH LOCAL BEERS, WINES AND SPIRITS











SONGOLO - HALDANE MARTIN

CAMARA LIGHTS

TOBO CHAIR

CUSTOM MADE

















LIVING IN LUXURY SUITE







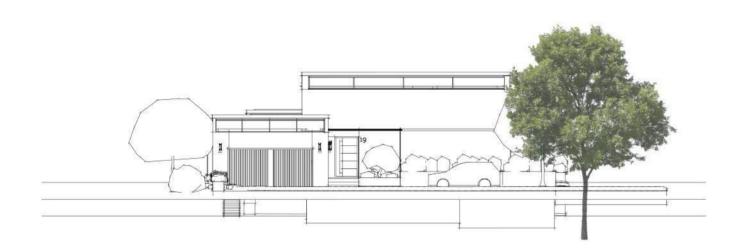
POD SUITE | BATHROOM FOR SMALL SUITE



BATHROOM IN LUXURY SUITE







## 04 FERNWOOD RESIDENTAL DESIGN

## **ABOUT**

We were tasked to design a new house in the Fernwood estate to accommodate a family. The property had to be designed in a way to optimize the view.

## CONCEPT

The surroundings in Knysna are green with a lot of natural elements, which I have incorporated into my design by using natural materials. The flow of the house is open plan with many sliding doors and windows. This and the monopitch roof help to bring light into the entire space. Additionally, by creating many large windows, I have prioritized the importance of having an all around view. The floating staircase is a big feature of the house, as the plants below it incorporate the natural surroundings of the property.



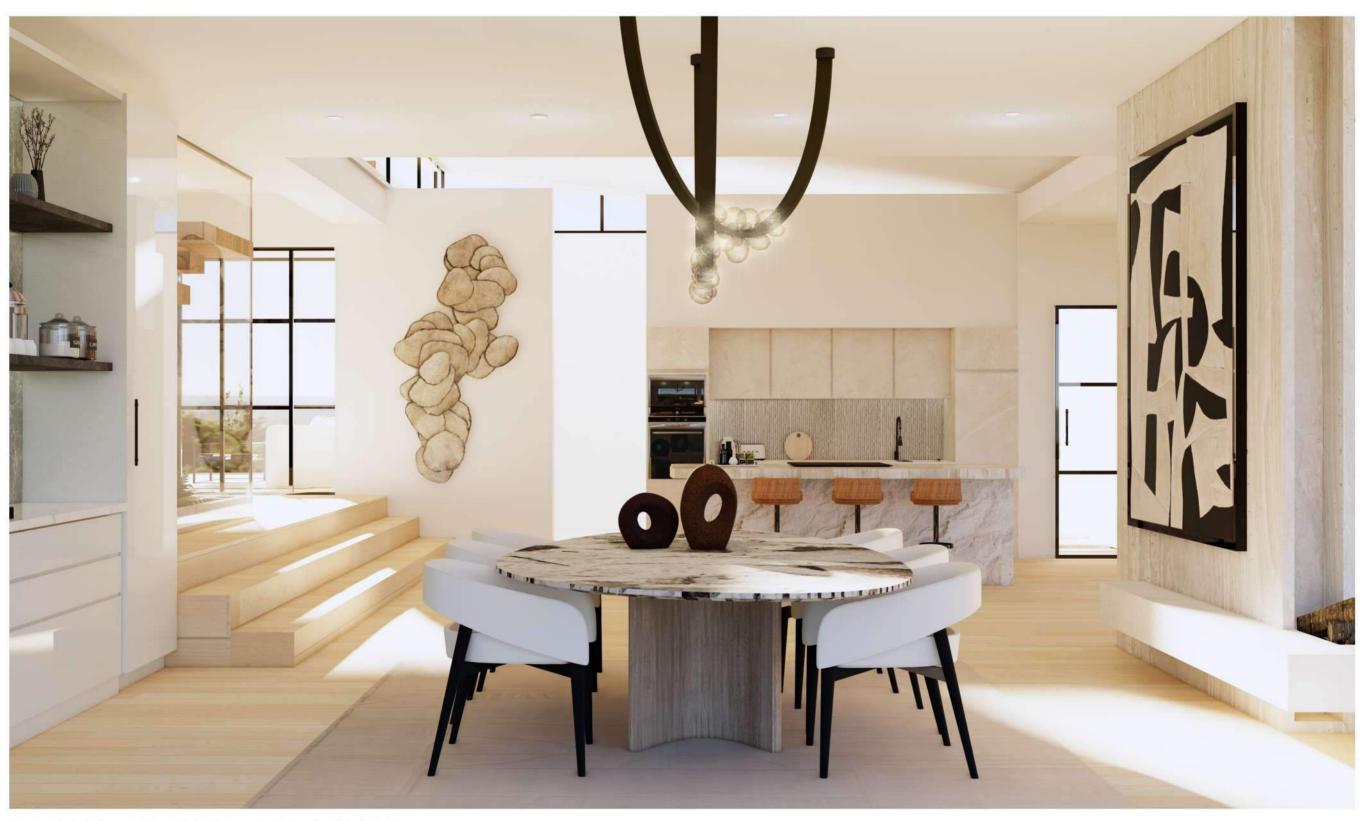
FERNWOOD EXTERIOR



FLOOR PLAN | NTS



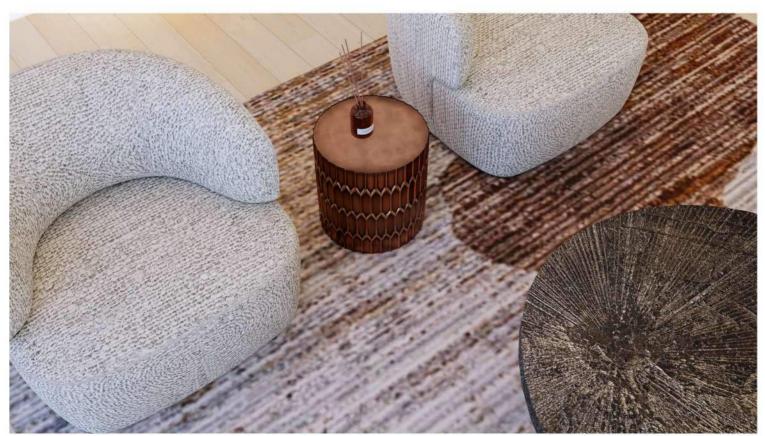
LOUNGE AREA WITH BOOKSHELF AND FIREPLACE



DINING ROOM WITH KITCHEN IN THE BACKGROUND

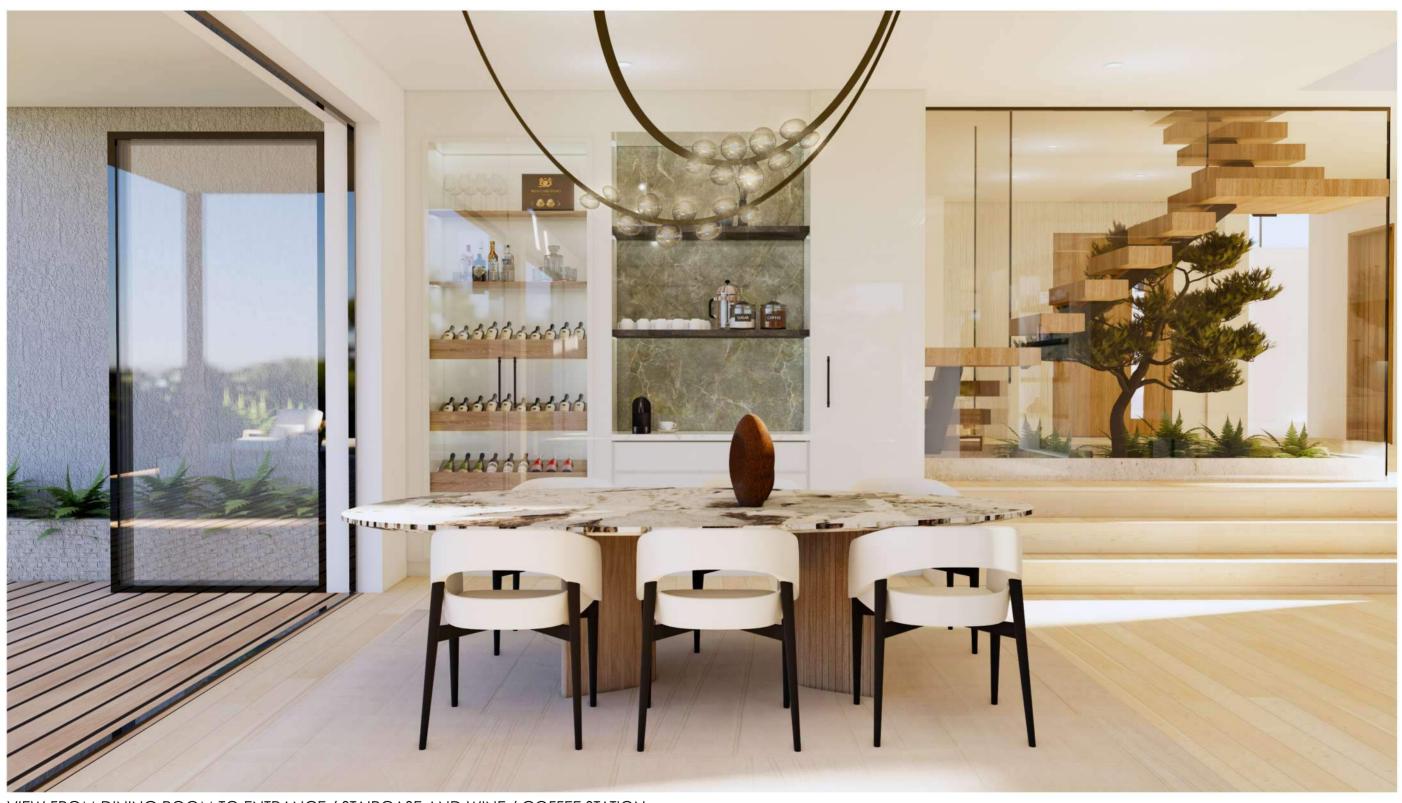


CUSTOM MADE DINING TABLE DETAIL

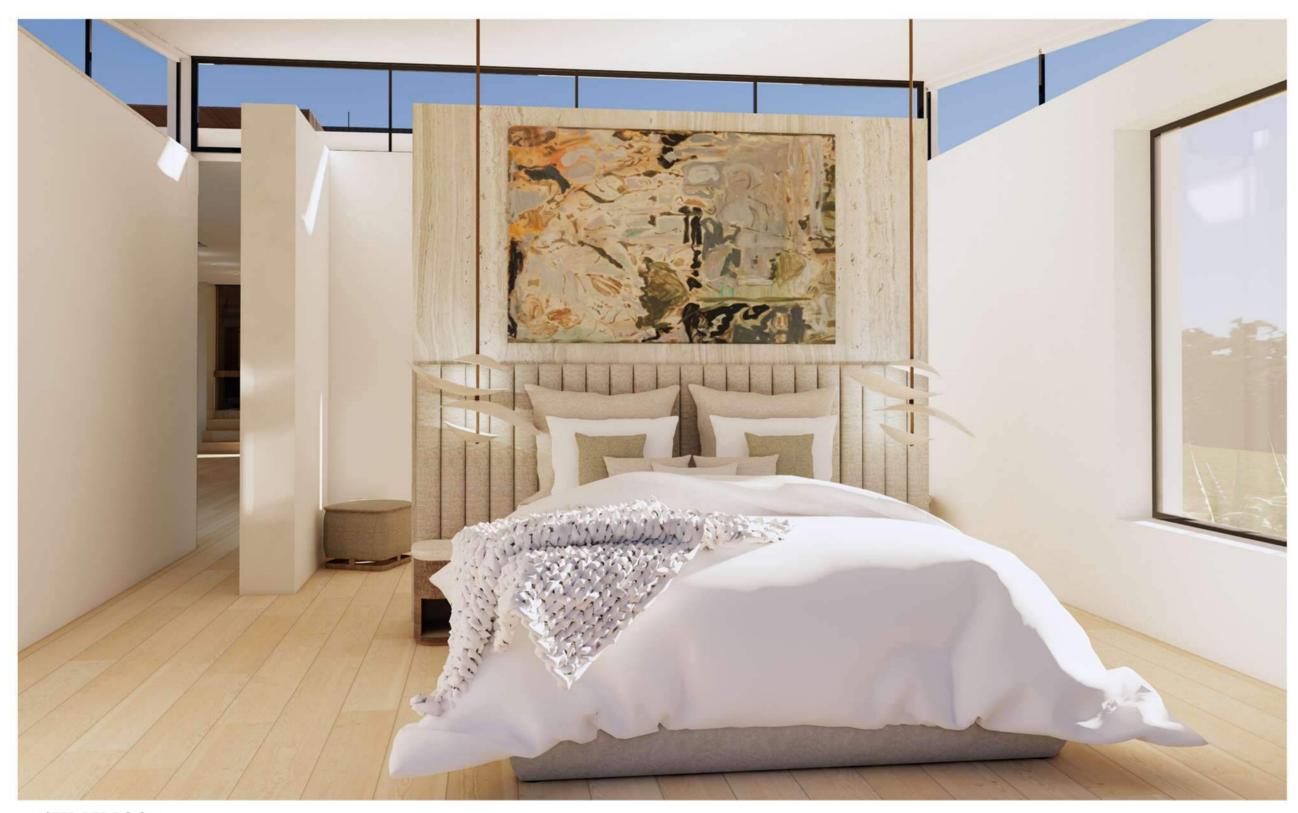


LOUNGE DETAIL

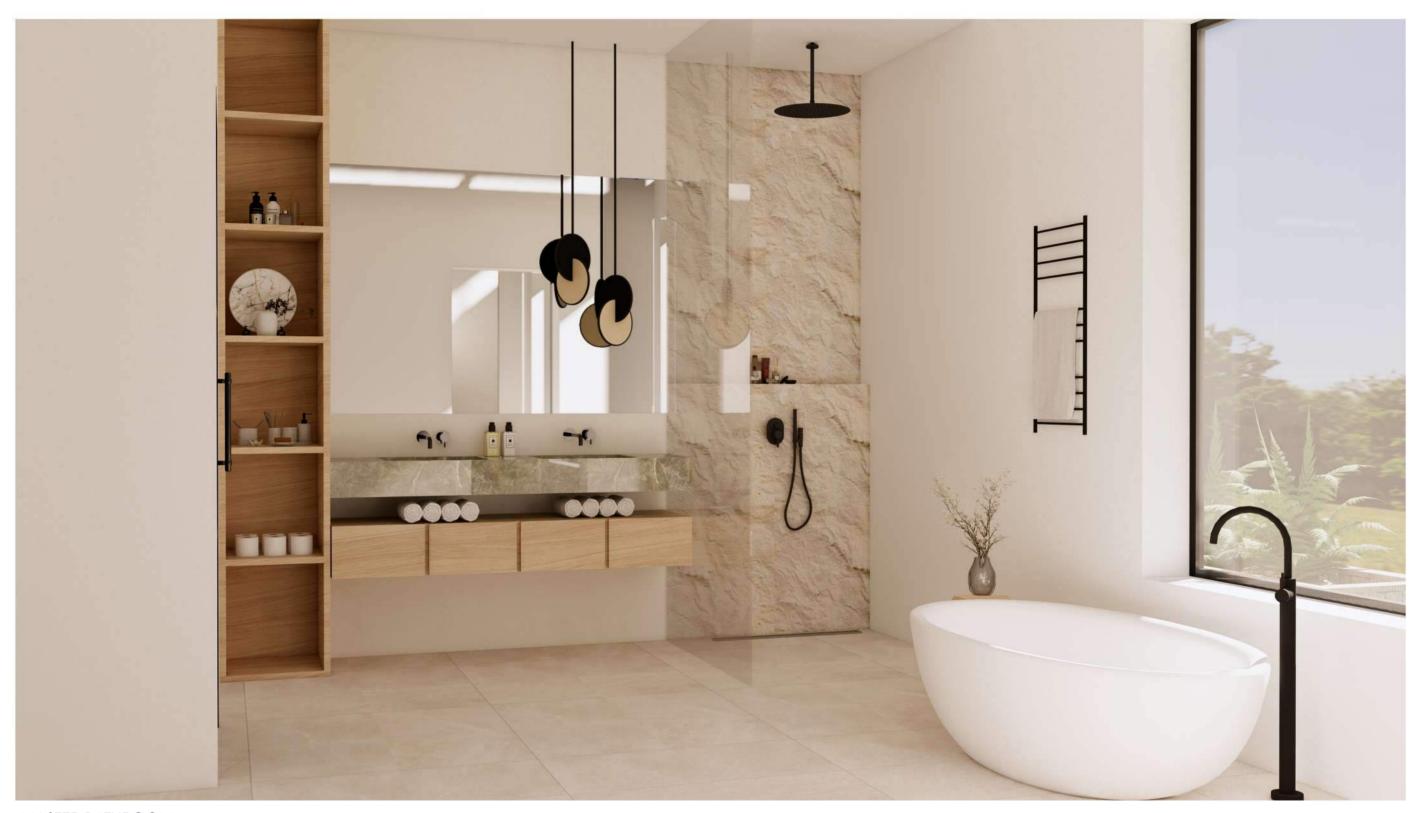




VIEW FROM DINING ROOM TO ENTRANCE / STAIRCASE AND WINE / COFFEE STATION



MASTER BEDROOM



MASTER BATHROOM







# 03 CUBE DEVELOPMENT | ON Q RESIDENTIAL DESIGN

#### **BRIEF**

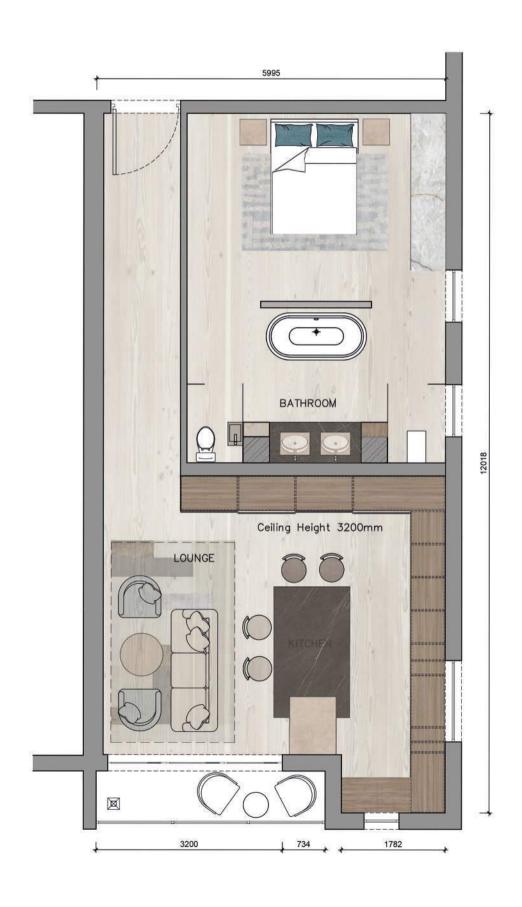
We were tasked to design one of the three 'show apartments' in order for clients to select their chosen purchase. We were asked to choose a design aesthetic and to carefully consider this when designing the apartment.

### **ABOUT**

The beautiful one bedroom apartment showcases a contemporary look with a fairly open floor plan. The main entrance of the apartment leads into the lounge area with a stunning backdrop of Cape Town CBD and Table Mountain. There is plenty of storage space in this apartment, situated all around the kitchen as well as the bathroom. The lounge area includes a cozy electric indoor fireplace accompanying the light blue touches on the furniture. The bedroom includes an open plan bathroom divided by a free standing wall at the foot of the bed. The toilet however may be entered either through the bedroom or the main passage way. Despite the small size of the apartment, the openness and flow gives this space an overall bigger feel and elegant look. Overall this apartment is perfect for an individual or couple looking for an escape from Cape Town's busy city life with the comfort of a maintainable homely space.



LOUNGE AND KITCHEN IN ON Q SHOW APARTMENT





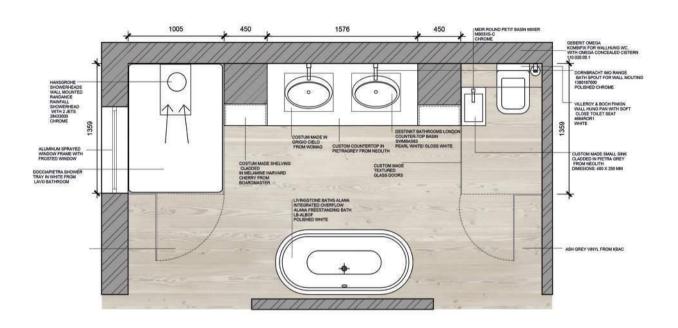


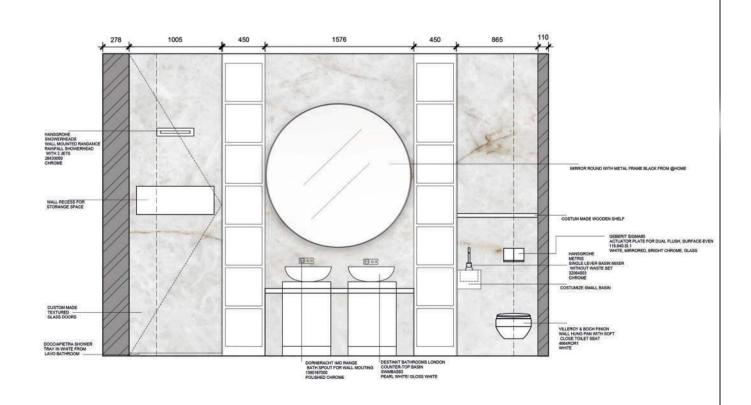


BEDROOM IN ON Q APARTMENT



BEDROOM IN ON Q APARTMENT



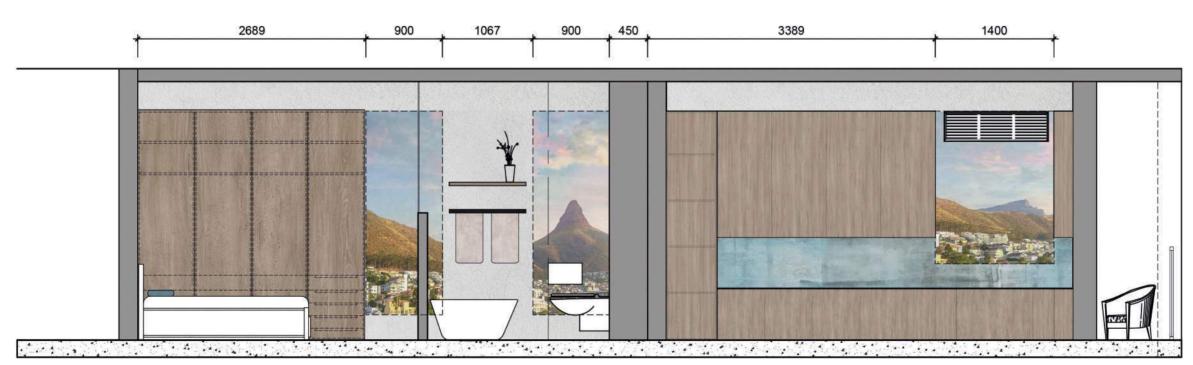




1. BUBLE CHANDELIER | LIGHTING.CO.ZA 2. TOLEDO VELVET STOOL | @HOME 3. WOOD SLATTING



6. BARSTOOL | @HOME 7. CUSTOM MADE LIGHT 8. APPARATUS STUDIO MEDIAN SCONCE | MOOILIGHT 9. WHITE SOFA | WEYLANDTS 10. REEVES CHAIR | MINOTTI



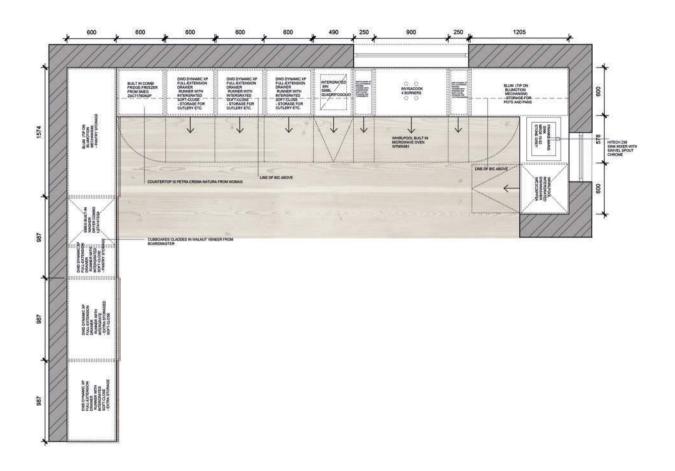
**ELEVATION OF APARTMENT** 

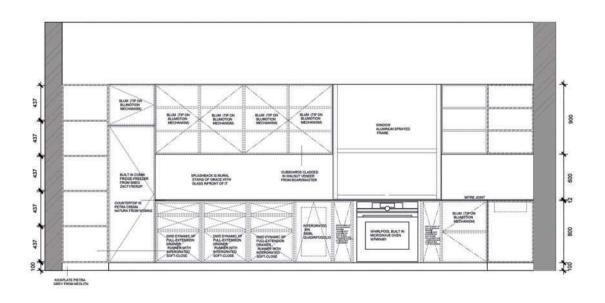


1. SEEM AQUA BY HERTEX FROM ON ARMCHAIRS AND OTTOMAN 2. PRIME SANDSTONE FROM HERTEX USED ON ON COUCH 3. MAGICAL (UNBACKED) TIMBER FROM HERTEX USED ON DINNING CHAIRS 4. ASH GREY VINYL FROM KBAC USED FOR FLOORING IN THE WHOLE APARTMENT 5. BRASS FITTING USED FLOOR FINISHES IN THE APARTMENT 6. AMERICAN SILVER FROM WOMAG USED AS FEATURE WALL 7. TEXTURED GLASS FROM PEAK COOK GLASS USED ON THE BATHROOM DOORS 8. HIMALAYA CRISTAL FROM NEOLITH USED AS FEATURE WALLS 9. WALNUT VENEER FROM BOARD MASTER USED FOR CUPBOARDS, KITCHEN AND SHELFING 10. FLUTTED GLASS FROM PEAKCOOK GLASS USED FOR CUPBOARDS IN KITCHEN 11. PETRA CREMA NATURA FROM WOMAG USED ON VANITY AND KITCHEN TABLE 12. GRIGIO CIELO FROM WOMAG USED AS FEATURE WALL 13. PIETRA GREY FROM NEOLITH USED ON TABLE TOP AND VANITY



DETAIL OF KITCHEN WITH SLIDING BUILT-IN CUPBOARDS FOR EXTRA STORAGE







# 02 BOXWOOD | THE LUXX COMMERCIAL DESIGN

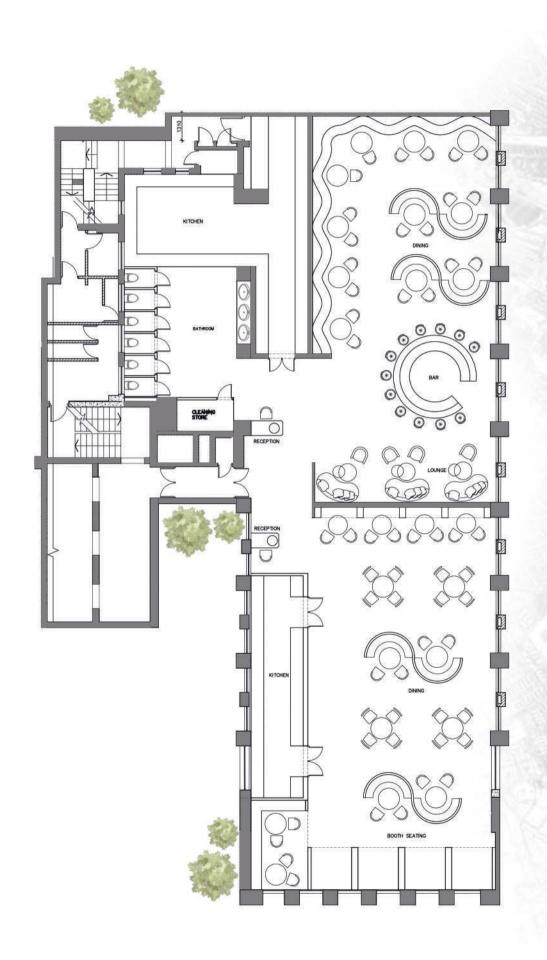
### **BRIEF**

We were tasked to design a city block along Strand, Loop and Bree street with a wide range of possibilities by the development company Boxwood. The primary objective is to embrace creativity and uniqueness. To achieve this, consider factors such as the needs of the greater CBD.

### CONCEPT

The Cape Town CBD is a bustling city comprising of dynamic businesses, social activities and night life. It is a perfect central place from which to explore the Mother City. For this reason I have designed a boutique hotel and life style centre offering entertainment such as a casino, a design/art gallery, shops, apartments, bar/lounge as well as a collection of restaurants providing the best of global cuisine under one roof. The building will also include a hamman (spa) for physical detoxification and deep relaxation. The rooftop also includes an infinity pool and a lounge/bar area.







DINING SEATING OF MOROCCAN RESTAURANT



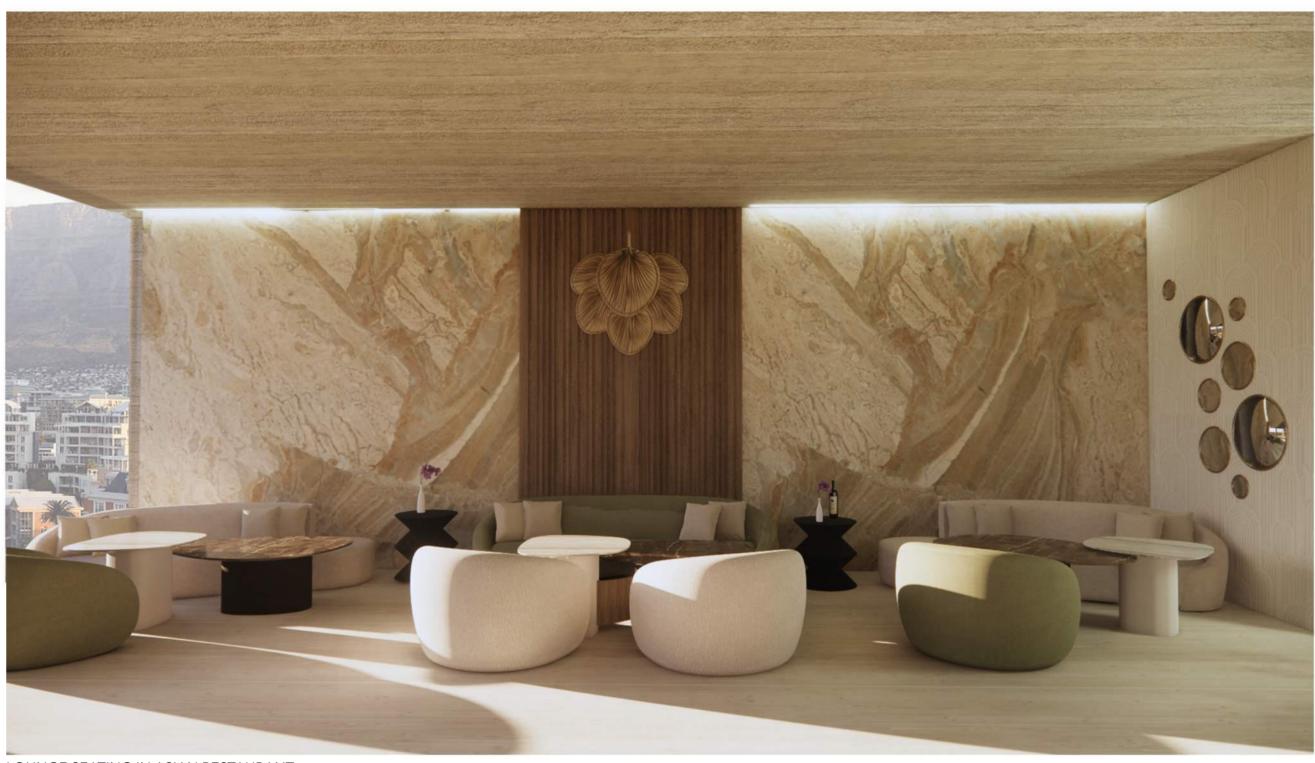
DINING SEATING OF MOROCCAN RESTAURANT



BOOTH SEATING IN MOROCCAN RESTAURANT



1. MOROCCAN LIGHT 2. CUSTOM-MADE SIDE TABLE 3. PUNTO DINING CHAIR LAVA | WEYLANDTS 4. NGWAN-YA PENDANT 5. TURRENT GOLD TABLE LAMP 6. EDEN-ROCK ARMCHAIR | ROCHE BOBOIS 7. CUSTOM-MADE COFFEE TABLE



LOUNGE SEATING IN ASIAN RESTAURANT



DINING IN ASIAN RESTAURANT



BUILT-IN SEATING WITH CURVED WALL IN ASIAN RESTAURANT





1. ANTIQUITY SAGE BY VERTEX USED ON SOFA AND CUSHIONS 2. NO IVORY BY HERTEX FOR CHAIRS, SOFAS AND CUSHIONS 3.CONTESSA VELVET RUST BY HERTEX USED IN RESTAURANT CHAIR AND CUSHIONS 4. PERVERADE BRASS USED FOR DIVIDERS 5. BRASS FITTINGS USED FOR ALL BRASS ELEMENTS AND DETAILS 6. ROCK CLADDING REFERENCE USED FOR WALL IN SPA 7. TERRA BY BEST WOOD USED FLOORING IN RESTAURANT 8. CUSTOM MADE WALL PAPER FROM ROBIN SPRONG 9. GREYMIST BRUSHED BY OGGIE FLOORING USED ON TABLES 10.BRASS FITTINGS FOR ALL BRASS ELEMENTS AND DETAILS 11. CUSTOM MADE WALLPAPER FROM ROBIN SPRONG 12.STRATA ARGENTUM FROM NEOLITH 13. TEAL TILE BY STUDIO MASION



# 05 LLANDUDNO HOUSE RESIDENTIAL DESIGN

Brief

Design a dream space that is perfectly tailored to your preferences, lifestyle, and aspirations. It's an opportunity to bring your imagination to life and craft a sanctuary that reflects your unique personality.

# Concept

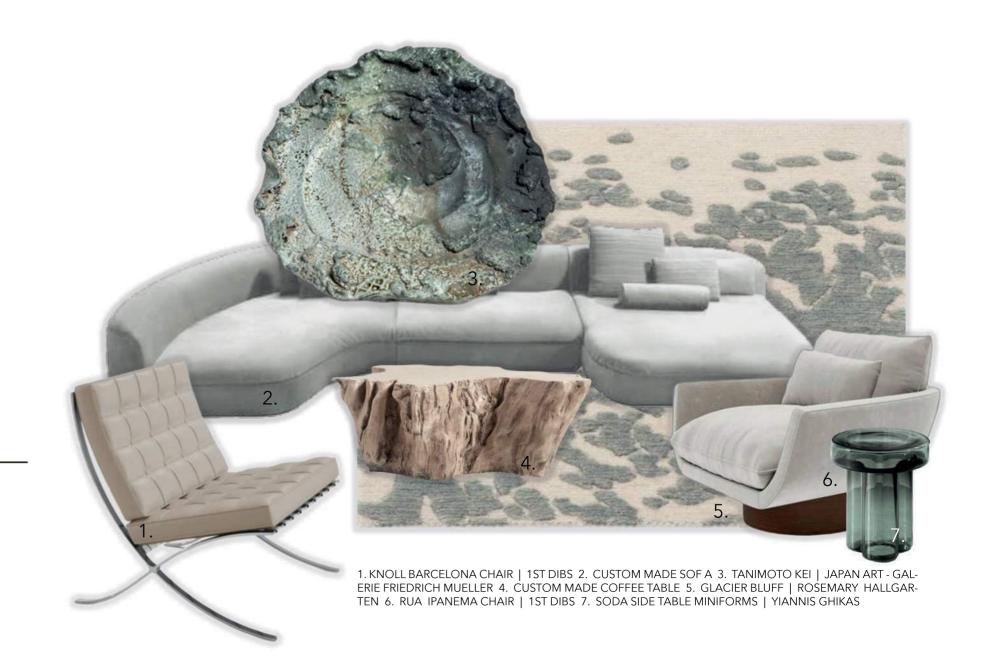
Nestled in the serene hills of Llandudno, Cape Town, this charming house embodies a tranquil, green aesthetic that feels like a breath of fresh air. Surrounded by lush vegetation and framed by the rugged beauty of the surrounding landscape, the home blends seamlessly into its natural environment. Soft, earthy tones of stone and wood complement the vibrant greenery, creating a soothing atmosphere both inside and out.



DINING



COCKTAIL LOUNGE

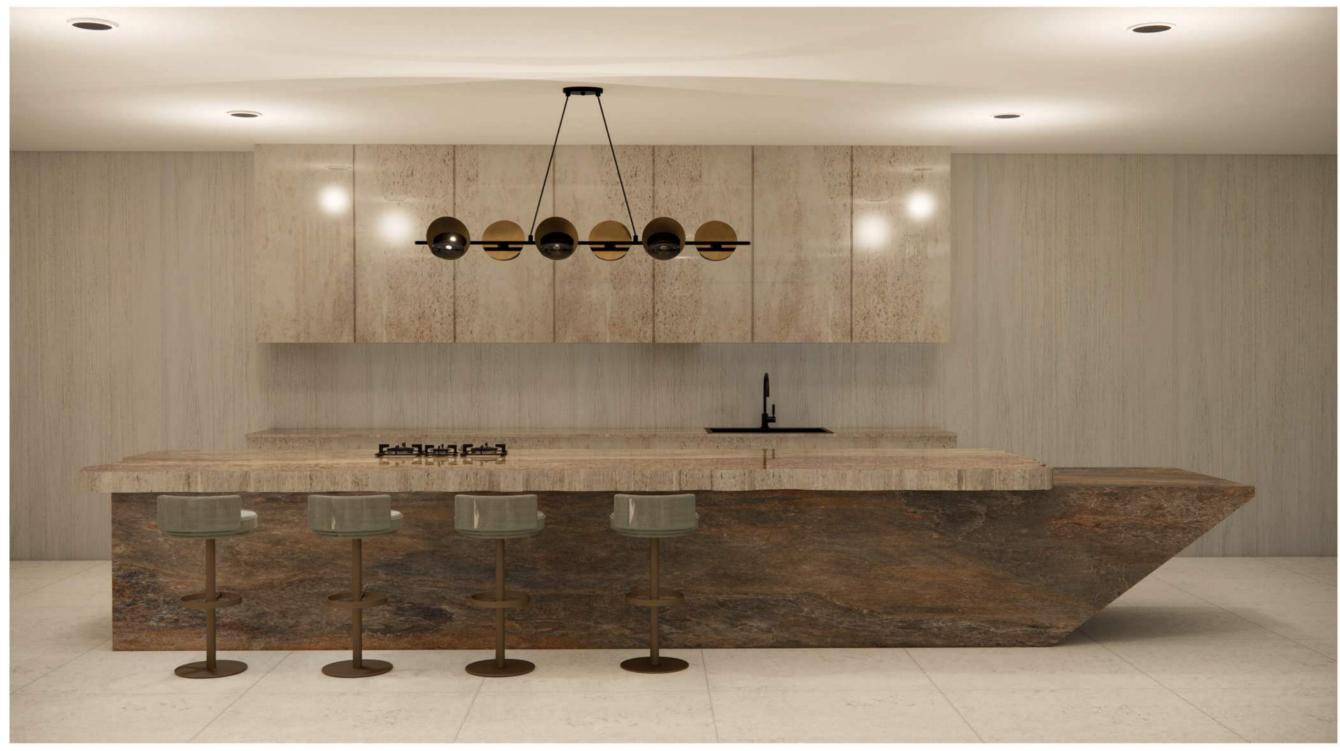




FORMAL LOUNGE



8. ROCK SIDE TABLE | CUSTOM MADE 9. DEAR DIARY DAYBED | STUDIO19 10. RUG | CUSTOM MADE RUG 11. SOFA | CUSTOM MADE SOFA 12. PETRIFIED WOOD SIDE TABLE | BERNHARDT 13. GORLOIS COFFEE TABLE | WAYFAIR 14. JIA CHAIR | 1ST DIBS 15. SODA SIDE TABLE MINIFORMS | YIANNIS GHIKAS 16. CONTEMPORARY ABSTRACT PAITING | JEANE MYERS



KITCHEN



1. KOOLHIDE BASI | HERTEX 2. BALNEARIO DRIZZLE | HERTEX 3. SHAUN DORPER | HERTEX 4. RUSTED METAL | CUSTOM MAD E 5. CRUDO RUSTIC WHITE OIL | HERTEX 6. ARABESCATO LIA | WOMAG 7. BRASS DETAILING 8. CRUDO RUSTIC | CARBO BLACK 9. CUSTOM MADE METAL 10. CRUDO RUSTIC | PURO ICE













BATHTUB WITH VIEWS OUTSIDE



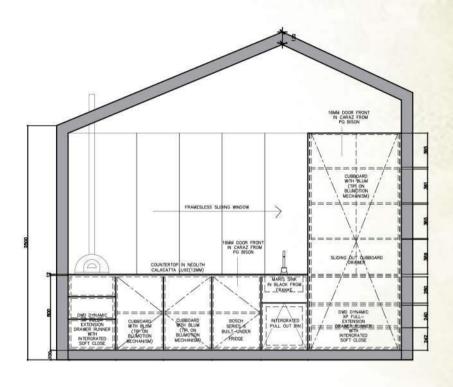
BASIN WITH VIEWS

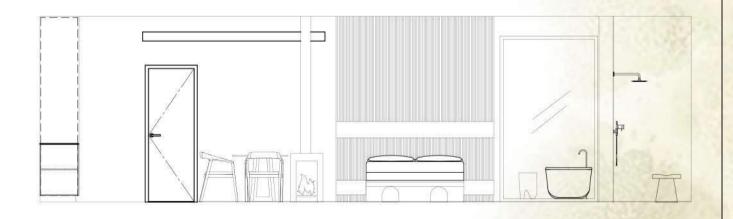


BED WITH ABOVE BED STORAGE





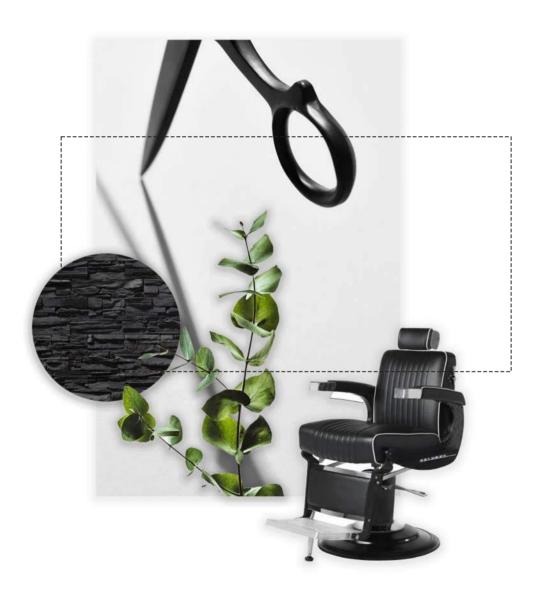






OUTSIDE SEATING AREA





# 06 BARBER SHOP | BARNET FAIR

### **ABOUT**

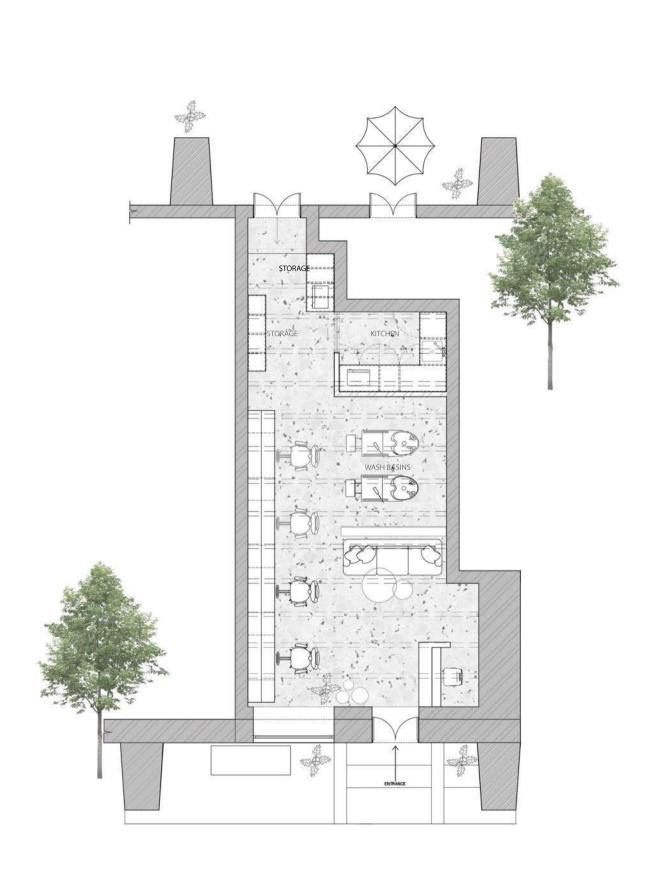
We were tasked to redesign and refreshen the interior space of Barnet Fair Barber Shop located on bustling Bree Street in Cape Town city center. The design should be contemporary, edgy and clean whilst making use of natural materials (such as natural stone, etc.) and should evoke a feeling of freshness and be seen as a "hidden gem in the city center"

## CONCEPT

Barnet Fair Barber Shop has been a traditional barber shop for over 12 years and will now be redesigned. I have created a design with a fairly clean look with some edgy and contemporary elements. Additionally, I have added some natural elements such as wood and plants to bring some life into the space. I have used colours such as brown and black to create a masculine feel. The shop has lots of space for storage and display options for products. The redesigned space will have a new and comfortable atmosphere for the customers.



ENTRANCE AND WAITING AREA





CUTTING STATIONS WITH SMART STOARGE



WAITING AREA WITH DISPLAY SHELF BEHIND





1. MANHATTAN FABRIC STOOL BROWN | LEROYMERLIN 2. CUSTOM MADE PENDANT LAMP | WIREWORLD 3. CUSTOM MADE POT 4. BOLETUS 4 WATT LED PORTABLE BLACK RECHAREABLE TABLE LAMP | LIGHTING.CO.-ZA 5. JOHAN, 3-SEATER SOFA, MAYA CREAM | THE SOFACOMPANY 6. MALDIVES COFFEE TABLE IN PEARL 7. ZARRINA NESTED COFFEE TABLE SET | CIELO 8. POTTED STRELITZIA IN BLACK PLASTIC POT



1. ONA LIVING BRUSHED GREYMIST FROM OGGIE FLOORING USED ON RECEPTION DESK, COFFEE TABLE AND WOOD PANNELING 2.TERAZZO LG22HPSL FROM UNION TILE USED ON FLOOR 3. STARRY NIGHT ROCKFACE FROM WOMAG USED AS A STONE WALL 4. CUSTOM MADE WALLPAPER FROM ROBIN SPRONG 5. SKYLIGHT DARKNESS FROM DELUX USED ON WALLS 6. CONGO SUPERMATT MELAWOOD FROM PG BISON USED IN KITCHEN, WORKSTATIONS, CUBBOARDS 7. BLACK HANDLE FROM HANDLES INC 8. ARBENTO DUKAT FROM MAX ON TOP USED FOR KICKPLATES 9. CALDERA MELAWOOD SUPERGLOSS FROM PG BISON USED ON RECEPTION DESK AND KITCHEN 10. LAZY WHISPER FROM HERTEX USED ON CUSHIONS 11. CHILLING NOUGAT FROM HETEX USED ON SOFA 12. CROCODILE CREEK MOCHA FROM HERTEX USED BARBER SHOP



## 08 KSA | KITCHEN DESIGN RESIDENTIAL DESIGN

Brief

### Design

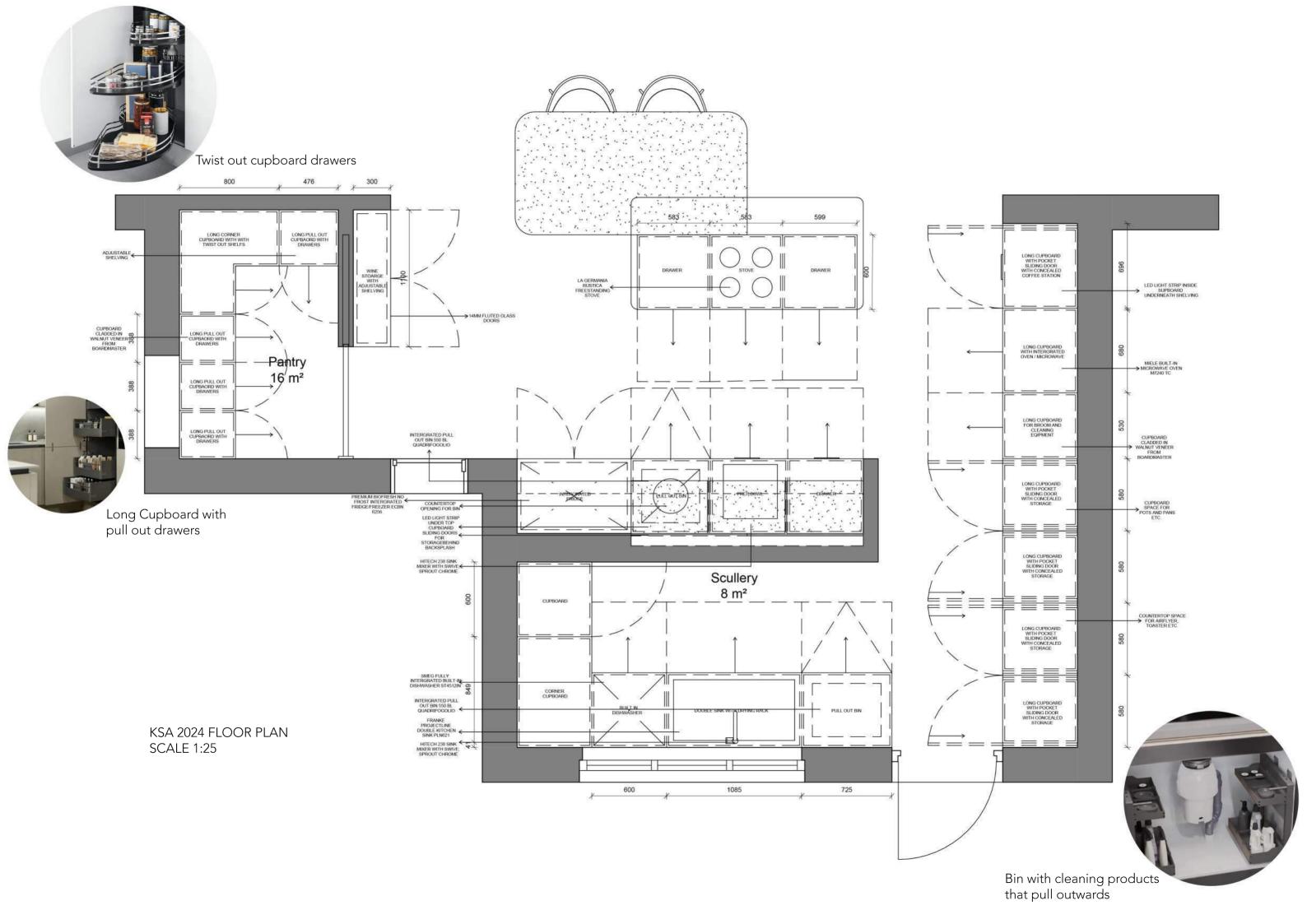
The brief was to design a high-end elegant kitchen space that, despite being small, will fulfill all their needs of accessible and efficient storage. Additionally the client wants a calm, natural aesthetic.

### Concept

For this project the focus has been to create a calm and practical space for the client. Natural materials and earthy finishes have been used to maintain a sleek and concealed design, while also adding a few intresting elements. Abundant storage spec has been alocated with conseaing sulutions to keep the slightly smaller kitchen tidy. A few practical elements were added such as a sustom - made sink with a cutting board and bin has been intergrated for convenience and time eficiency, storage behind the backsplash, top cupboards that move downwards so they don't have to reach far.

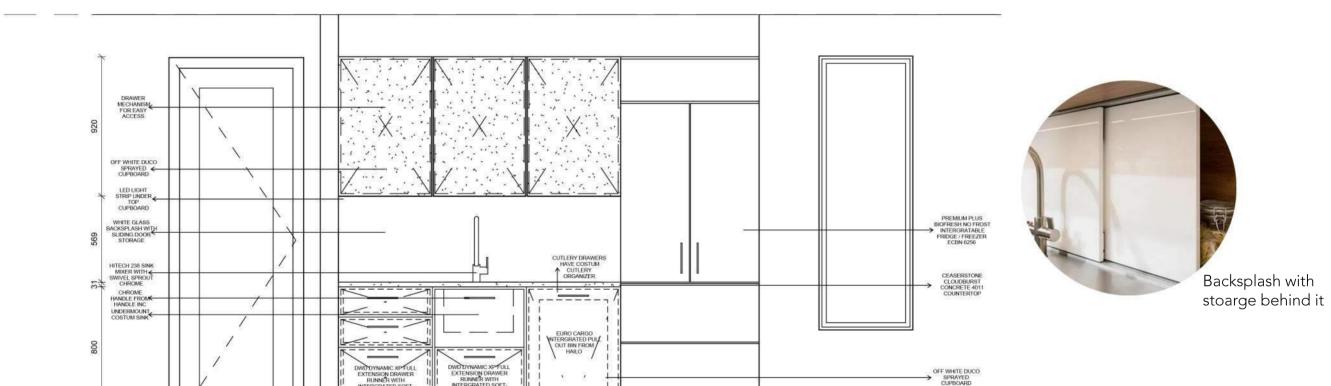


KITCHEN FRONT VIEW

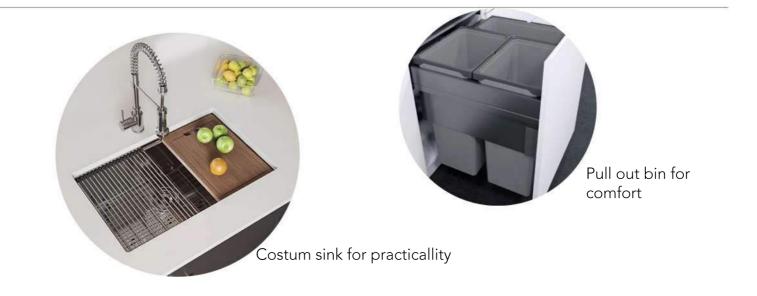


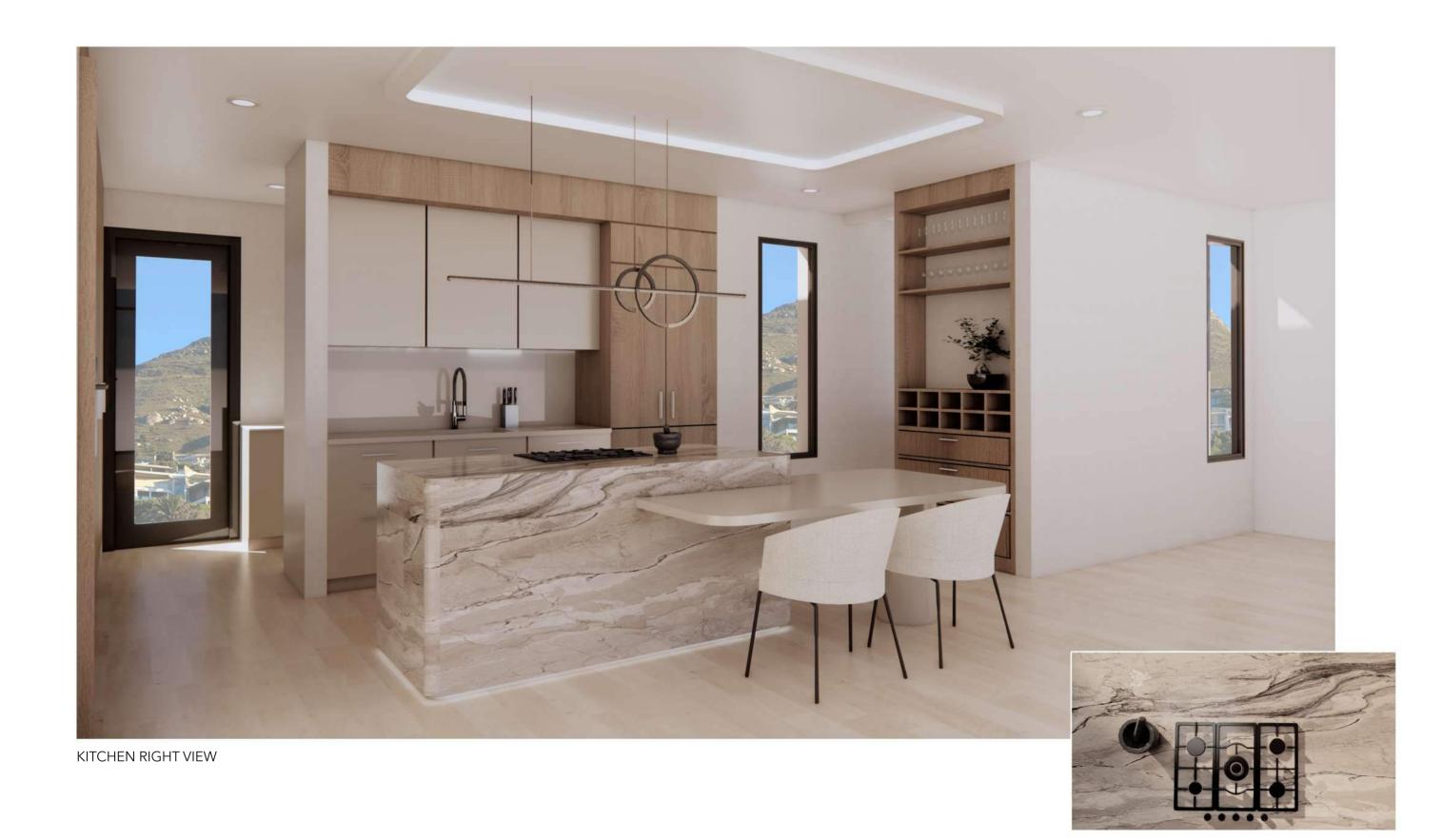






KSA 2024 ELEVATION SCALE 1:25









# 07 CHAIR DESIGN PRODUCT DESIGN

### **BRIEF**

We were tasked to design a commercially viable chair and choosing a suitable target market.

## CONCEPT

Dune is a luxurious occassional chair crafted with boucle fabric and solid bent timber frame aswell as a latex cushion sponge for ultimate comfort. The chair comes with an adjustable head piece mechansim for indiviual need. It draws inspiration from the desert landscape.

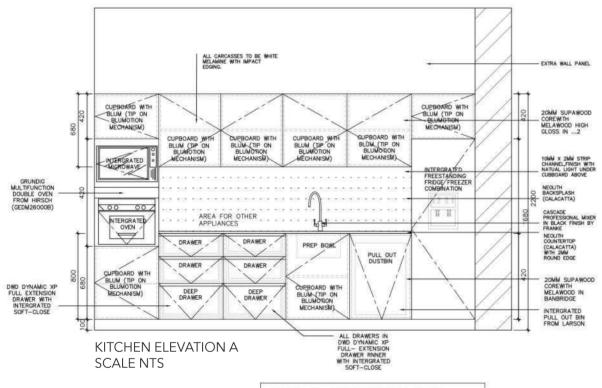
> SKILLED SET | FAMILY CREATED IN REVIT



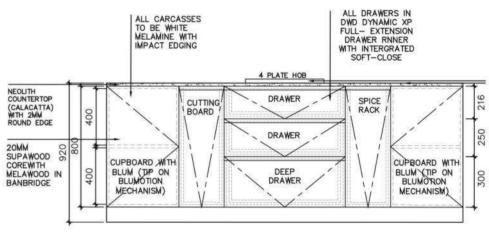




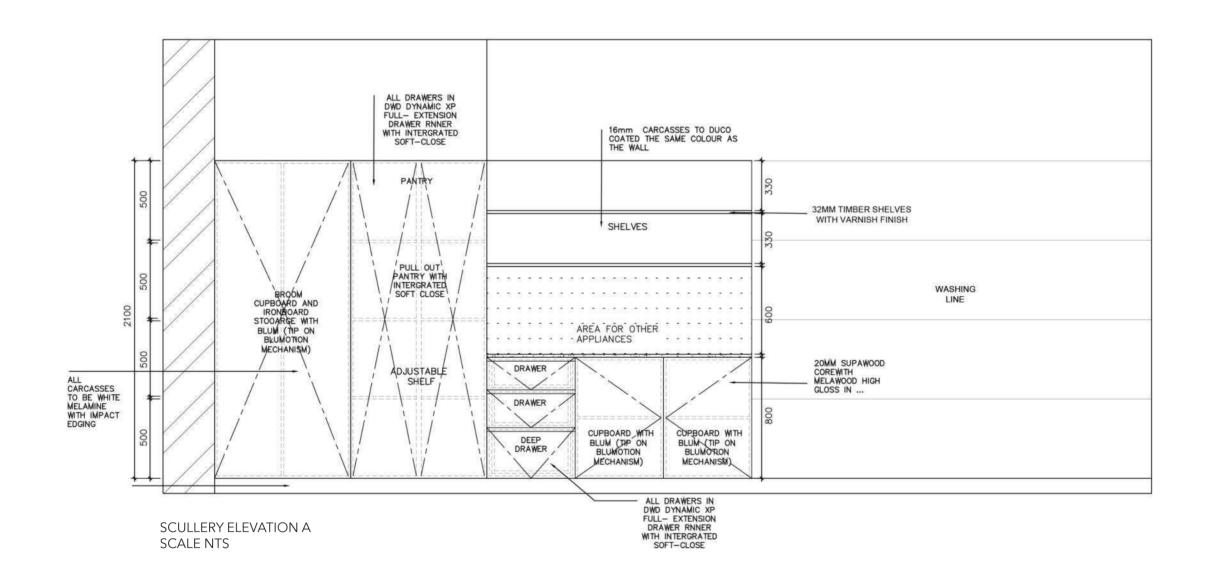


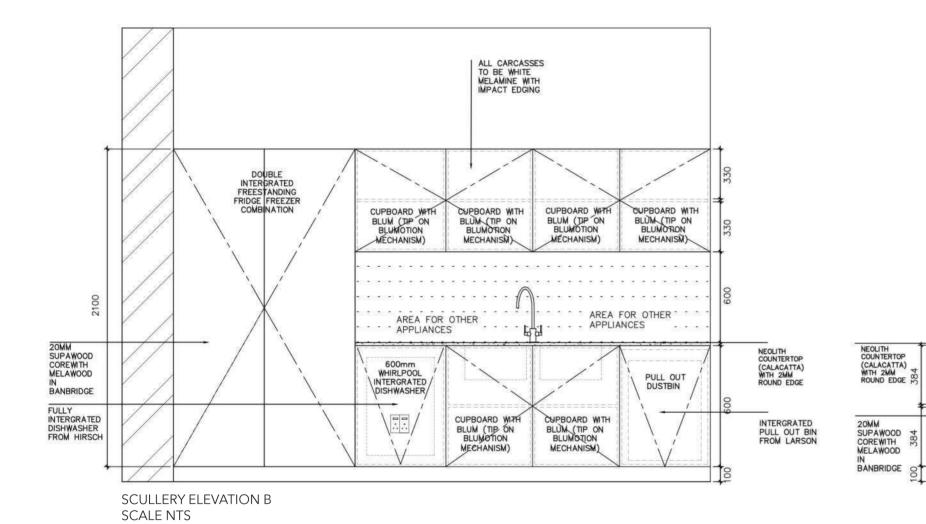


NOTE: ALL MEASUREMENTS TO BE CHECKED ON SITE PRIOR TO MANUFACTURING



KITCHEN ISLAND ELEVATION A SCALE NTS



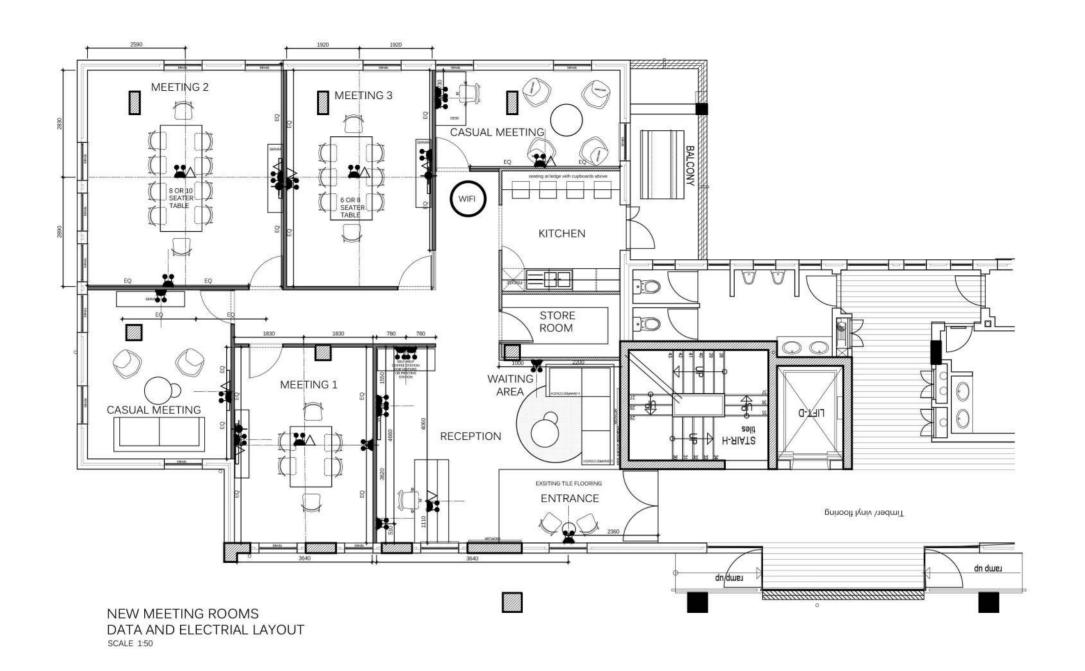


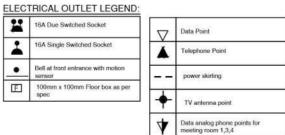
SCULLERY ELEVATION C SCALE NTS

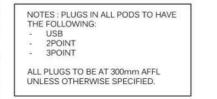
CORNER CUPBOARD WITH BLUM (TIP ON BLUMOTION MECHANISM) 600mm
WHIRLPOOL
INTERGRATED
WASHING
MACHINE /
TUMBLE DRYER

CUPBOARD WITH BLUM (TIP ON BLUMOTION MECHANISM) ALL CARCASSES TO BE WHITE MELAMINE WITH IMPACT EDGING

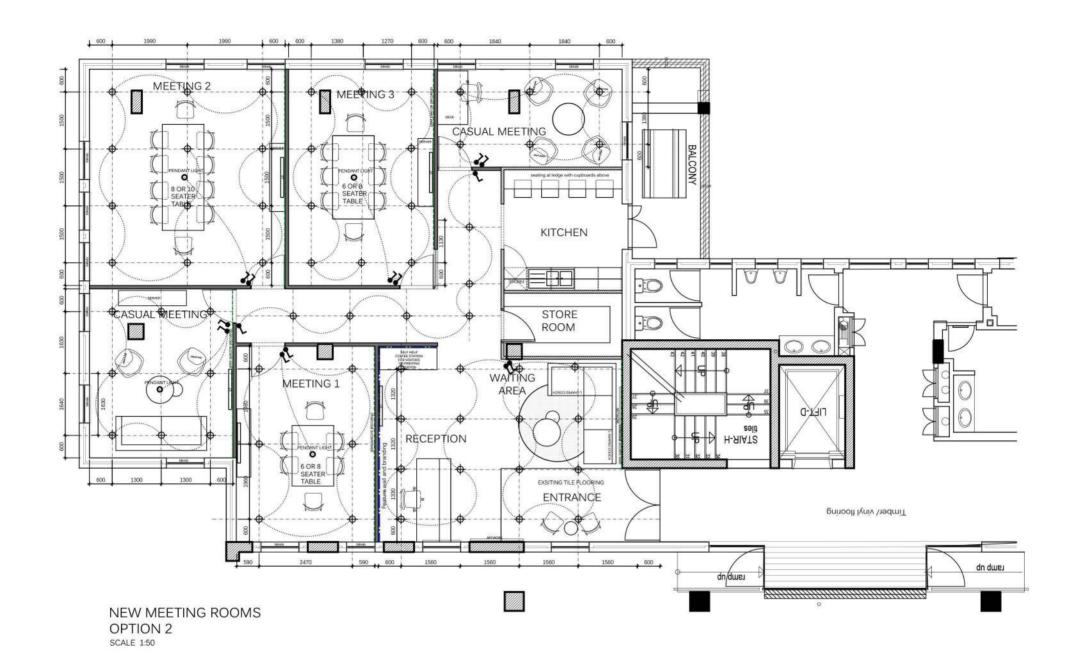
CUPBOARD WITH BLUM (TIP ON BLUMOTION MECHANISM)





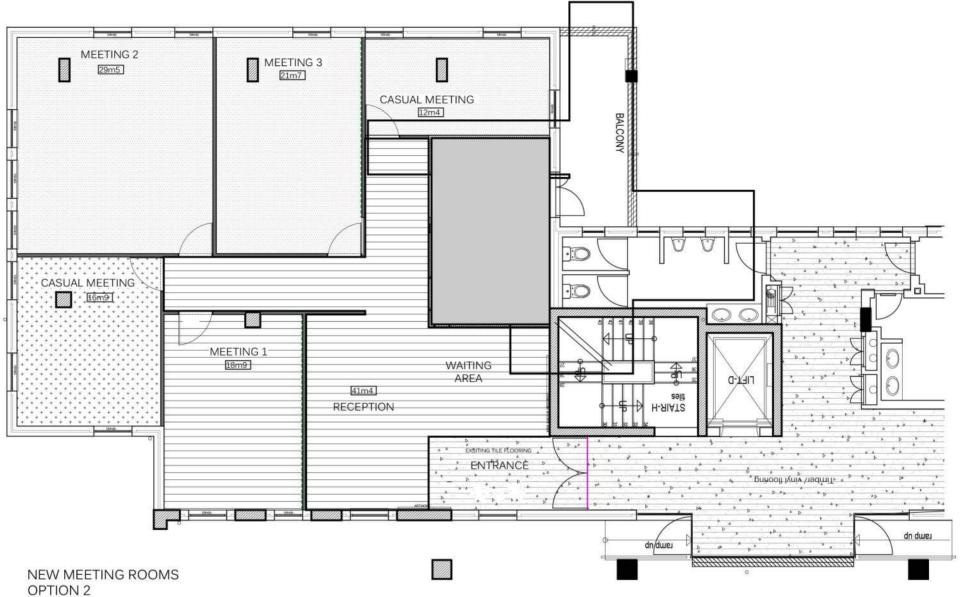






#### LIGHTING LEGEND:

<b></b>	PANTO 2210 ROUND GU10 78MM DOWNLIGHT
>	LE GRAND YSALIS CHAMPAGNE LEVER WALL DIM PRESS FROM THE LIGHTING WAREHOUSE
0	MERCURY OPAL ROUND GLASS PENDANT LIGHT FROM LIGHTING.CO.ZA



SCALE 1:50

STAINLESS STEEL EDGE TRIMS BETWEEN FLOOR FINISHES WHERE REQUIRED .

 $150 \text{mm} \times 16 \text{mm}$  painted hardwood skirting with  $5 \text{mm} \times 5 \text{mm}$  cutout 50 mm from the top



