

Eleanor Holyoake

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Hello, nice to meet you.

This is my story:

At the age of 6, every weekend you would find me pushing wardobes, doll houses, side tables and my bed across my room desperate to find the best look and best suiting layout for my 6 year old self. The bed would inevitably be pushed up against the wall to provide me with enough space for me to play with my toy horses and dolls.

Later on I dicovered that moving my room around was a way to play. I would sketch out floor plans and begin my weekends work making my room the calm safe place i needed. Thus began my absolute passion for making the spaces around me not only functional and beautiful, but to make one *feel* something.

This 6 year old self has stayed with me. Always making enough space to *play*.





“play is the ultimate expression of freedom for its own sake”

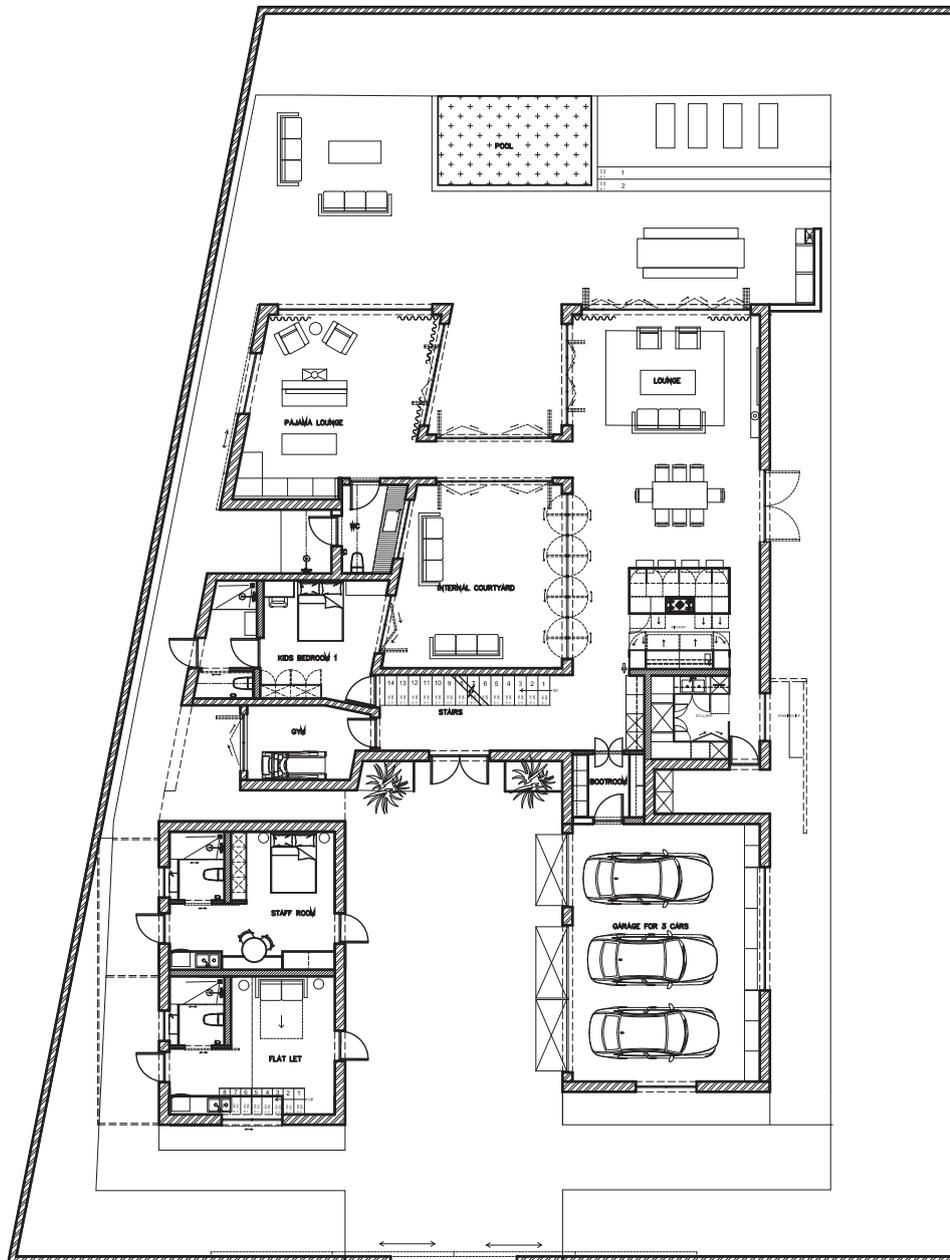
- David Graeber



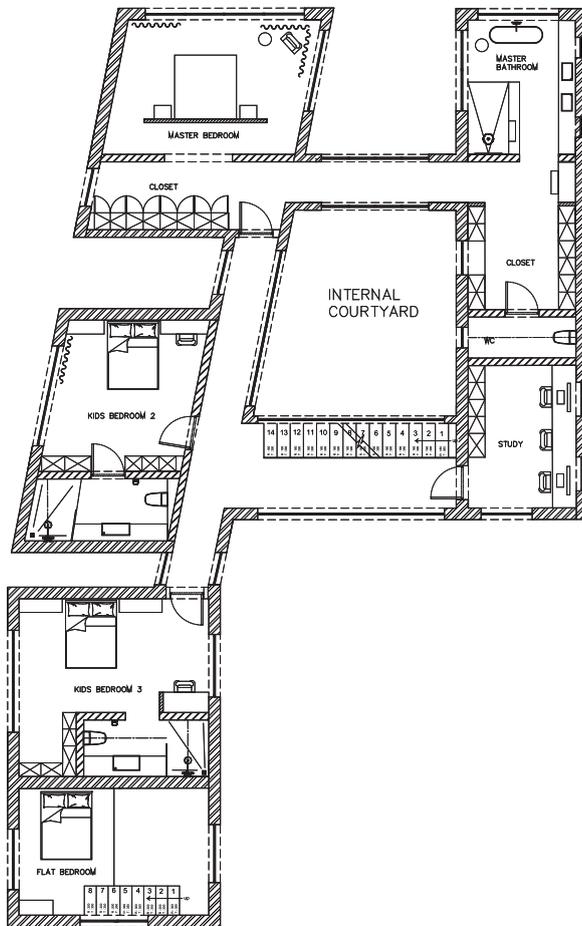
HOUSE BENNET
Fernwood Estate Knysna

THE BRIEF was to design both the exterior and interior of the clients' new homes, keeping the architectural guidelines of the estate and the clients' preferred look and feel in mind.





House Bennett Ground floor plan - NTS



House Bennett first floor plan - NTS



Left: first impression. **Right:** Back of house entertainment area.





THE ENTRANCE

Top: Main entrance and steel staircase. The two doors on the left are the gym and bedroom number one. To the right is the bar kitchen dining and lounge.

Bottom: Bar and wine storage with antique mirror backsplash. To the left is the kitchen, dining and lounge. to the right is the bootroom.



THE LIVING SPACES

Left: upstairs study. painting by Peggy Kuiper.

Next page left: detail of kitchen with Mattis brown marble countertops and pocket folding cabinet doors with white handmade tile backsplash.

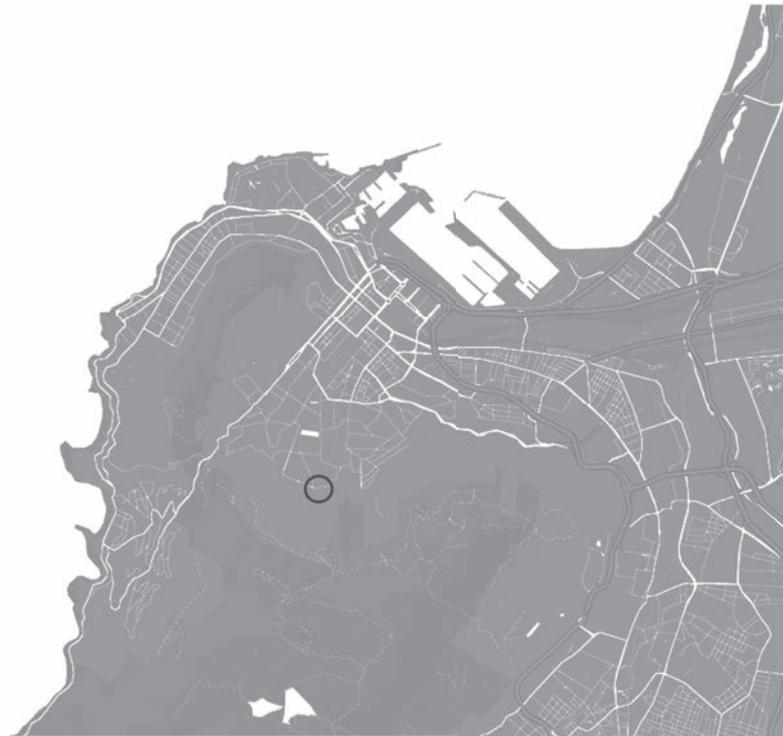
Next page right: vertical fine wine storage with a 45 degree tilt. back of kitchen island, dining area and lounge.



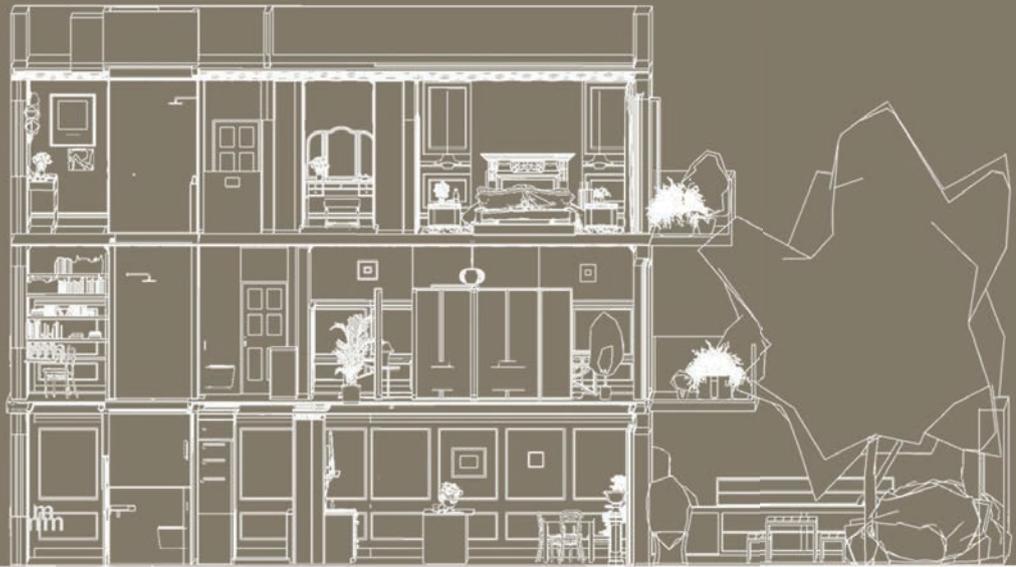




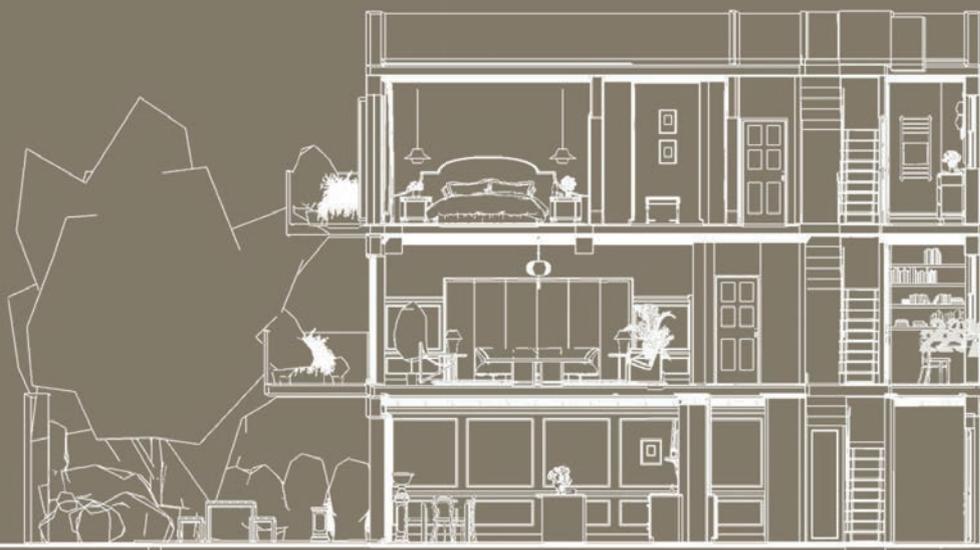
THE BRIEF was to design a home for yourself in
the Cape Town City Bowl.



16 Chesterfield Rd, Cape Town, Western Cape.



Cut section A



Cut section B

With views of Table Mountain and the Cape Town City Bowl, House H is a holiday home for relaxation, decompression, and reflection. Situated at 16 Chesterfield Rd, Oranjezicht, it affords views of Table Mountain, Lion's Head, and the Cape Town city bowl. Its interiors draw inspiration from the mountain's rocky landscape and the charred remains after field fires.

On the ground floor, the kitchen is light and airy, featuring a spacious kitchen and pantry. Folding doors open out to a patio and "braai" area, setting the stage for many gatherings. The first floor immerses you in a deep mood of burnt oranges and pops of red that mirror the mountain's burning. This sets the tone for philosophical conversations and readings about life. An office is tucked behind the stairwell, offering a view over the city.

Moving to the second floor, light materiality induces a feeling of ease. The bedroom provides a sense of cleanliness and rest. A jute carpet covers the floor, grounding us with its earthy texture that echoes the surrounding views. Lastly, a rooftop garden awaits. Walking through the greenhouse outside, you can overlook the bustling city below. Pots and beds overflow with flowers and shrubbery, attracting butterflies and bees.











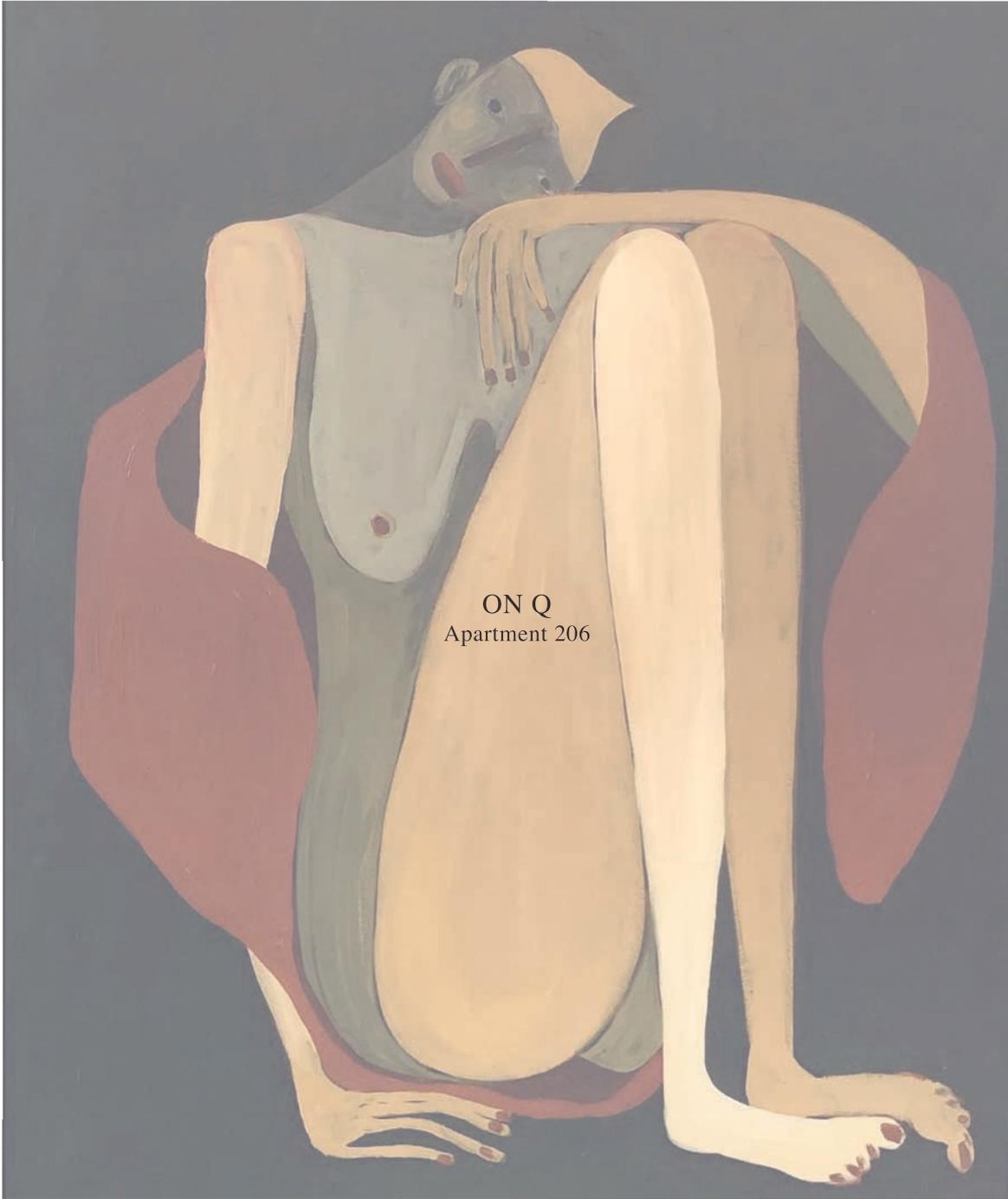








1. Royal oak wallpaper - dressing room. | 2. patternised cop- per platted countertop - pantry. | 3. Walnut veneer - kitchen and pantry cabinets. | 4. Hertex contempo maisse in ivory - master-bedroom headboard. | 5. Hertex magical in willow - master bed frill. | 6. Breccia violetta marble - Kitchen countertops and Master Mathroom basin. | 7. KBAC hemp boucle gold jute carpet - Master bedroom, dressing room and Stair runners. | 8. Hertex koalin salt - couch upholstery.



THE BRIEF was to design a show apartment in a chosen design style. The selected design style was classical design. A cleverly designed layout will provide the space with ample storage and a functional bathroom and kitchen.



Apartment 602 sits upon the localised streets of De Waterkant area. Within the small pocket of the busy city, there lies an evident example of classical architecture and interior. The apartment borrows influence from old French chateaus and English cottages to create a sense of returning home. Because this is a show apartment, the colour pallet plays with the neutral tones to allow a broader variety of different furniture pieces to be used in the space, thus aids in making it resistant to evolving trends. The lighter colours also create surfaces for light to bounce off from making the room appear brighter and spacious. To compete with the small space, furniture, built in cupboards and the bathroom vanity have been lifted off the floor to create an illusion that the floor space is bigger. A combination of open and hidden shelves provides the buyer with a verity of storage which is vital in a smaller space.





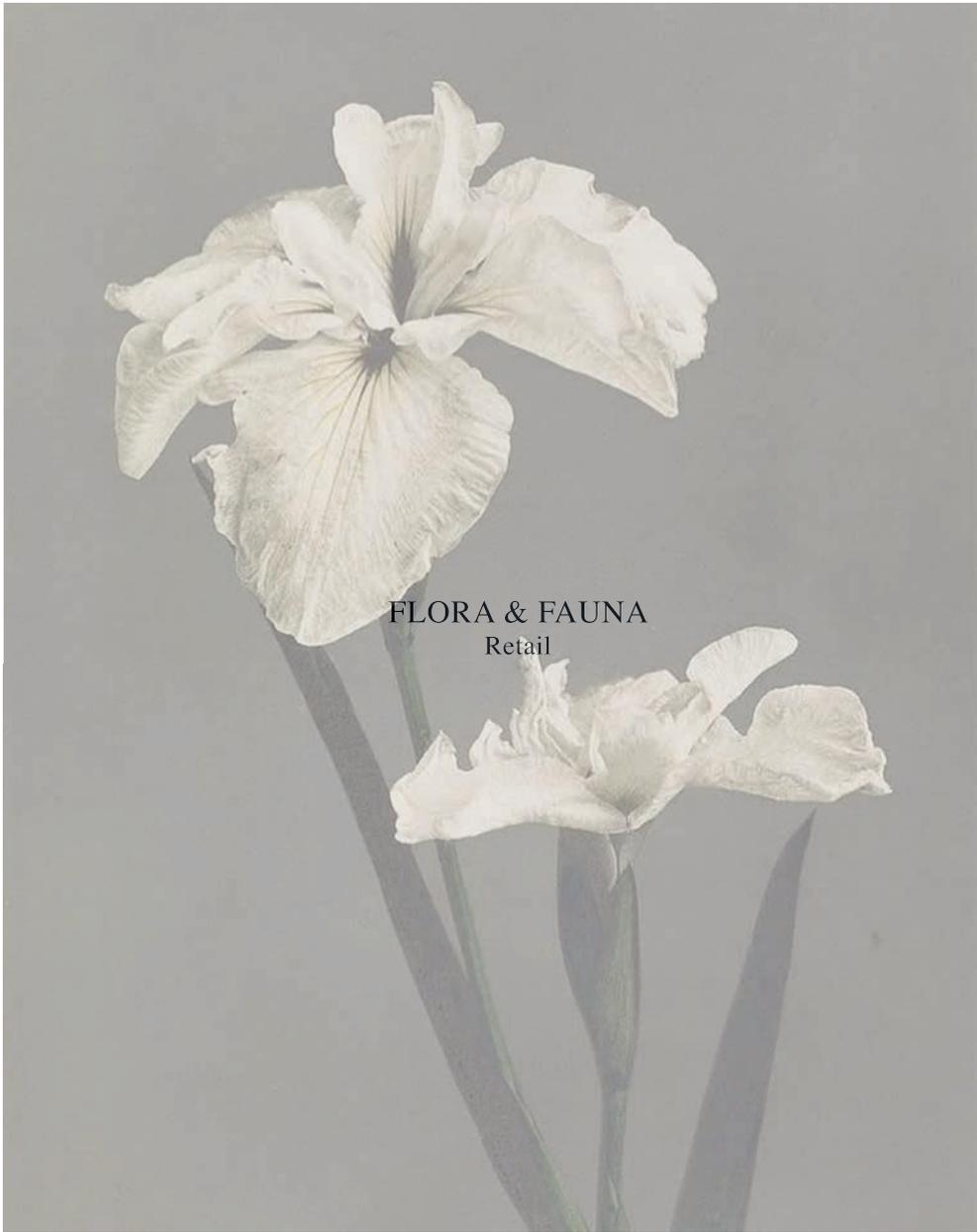




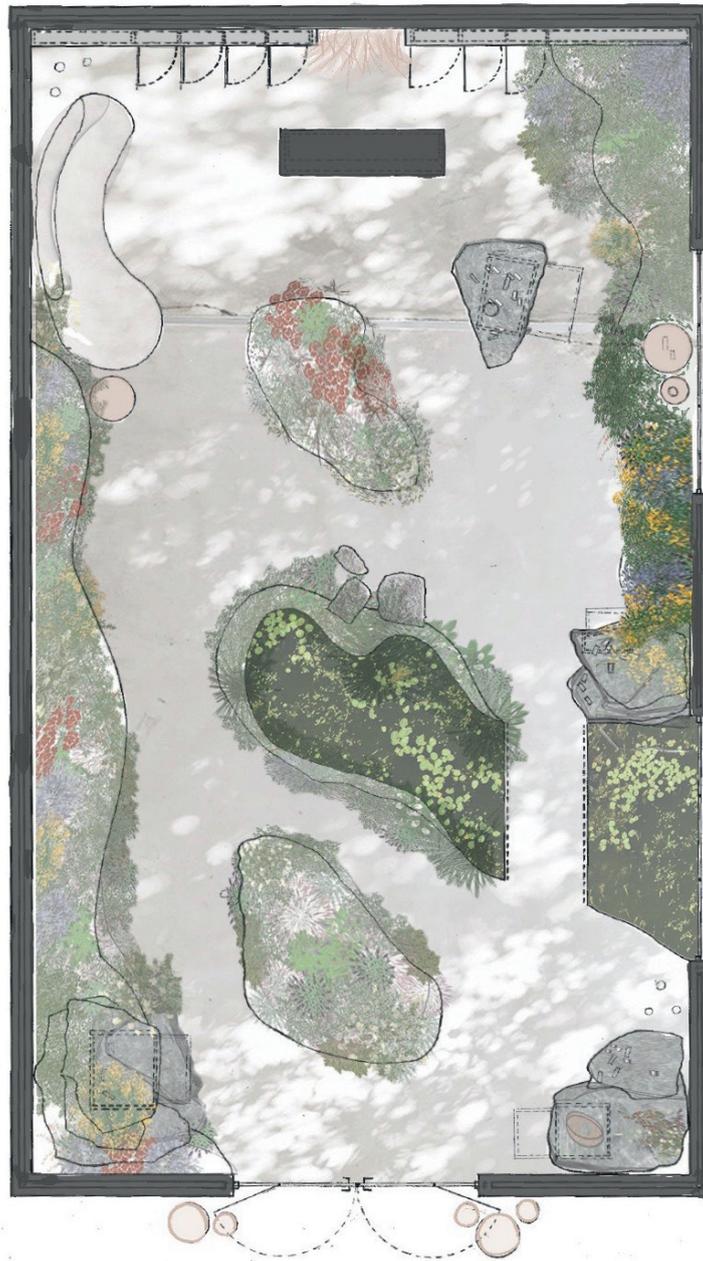




1. Walnut timber veneer - Board Master - Kitchen and Bedroom cupboard fronts.
2. jute boucle carpet - KBAC - Bedroom.
3. Envious fog 100% polyester - Hertex - Bedroom curtaining (window facing)
4. backdrop natura fabrics - Hertex - bedroom curtain front.
5. Mosaic ceramic checkered black and white tiles - Kitchen and Bathroom.
6. Provenza crema ceramic tile - Italtile - Bathroom wall tile.
7. Arabesque - Neolith Kitchen countertop, integrated sink, backsplash and upstand.
8. Calatorao - Neolith - bathroom basin and vanity.
9. Brass sheet zhangpu steel - kitchen kickplate.
10. Dulux natural white.
11. Dulux natural yogurt.



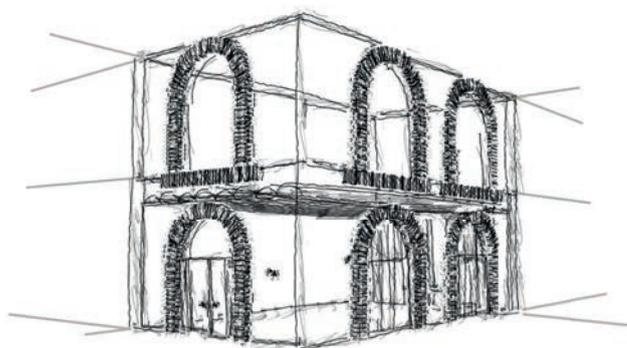
THE BRIEF was to create a specialty retail store with emphasis on it being a memorable experience.



FLORA AND FAUNA FLOOR PLAN - NTS

Dappled lighting projected on to the floor to create a the feel of a warm summer evening. A soft artificial breeze will blow through the store as well as sounds of birds and water in the countryside.





CONCEPT

Flora and Fauna is a florist and fragrance boutique store that admits to a whole new approach to the art of buying foliage. F&F is an immersive sensory activating store that brings the outdoors, indoors. Touch, taste, smell, hear and see the new way of experiencing flowers.

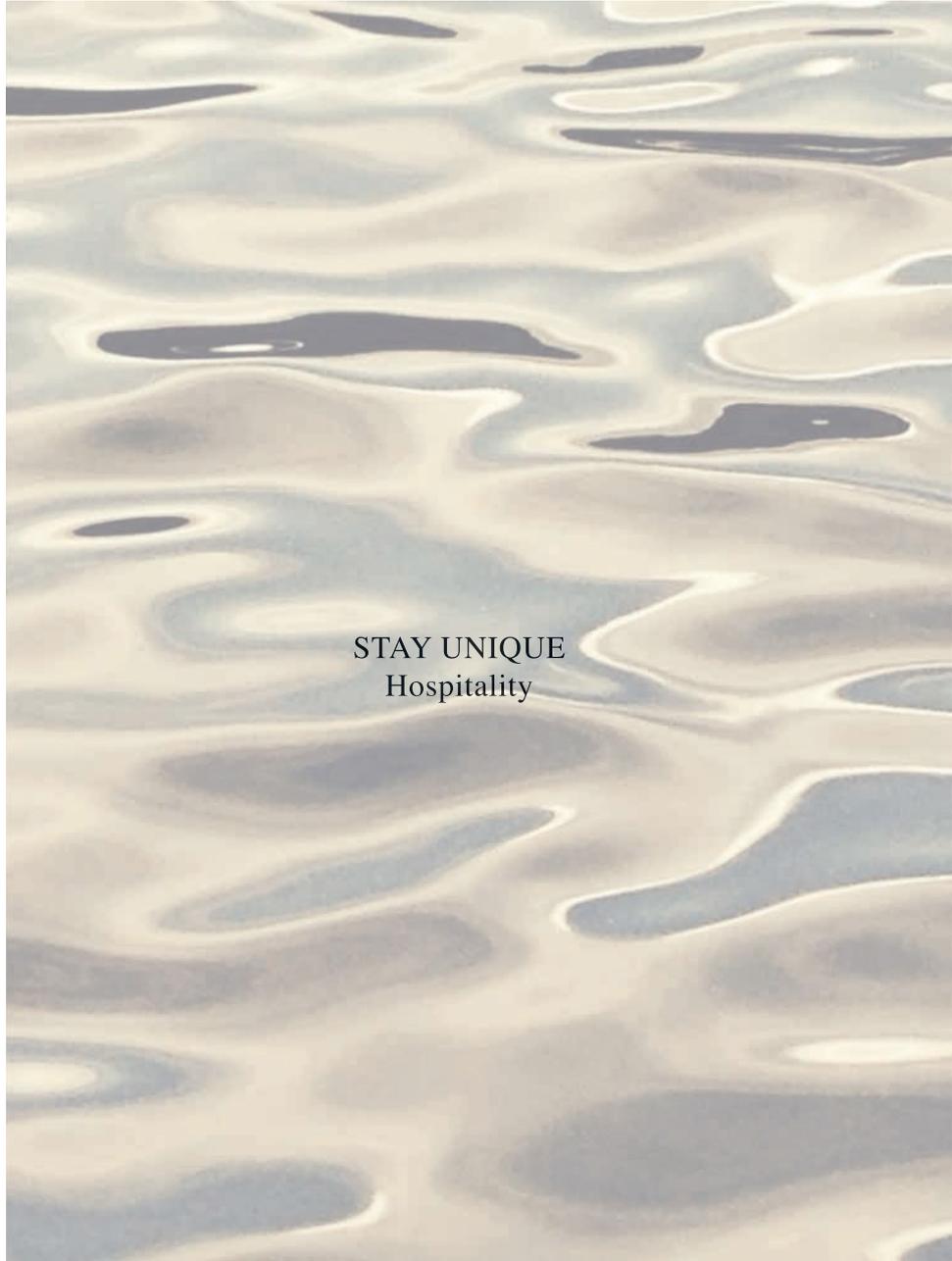
Follow the path winding throughout the shop as flowers spill out on either side. As you walk through you gather your own flowers to make up your own bouquet. F&F own brand fragrances are positioned along the path for customers to try out and purchase. A complementary reusable tea bag is given with every bouquet, so that when the flowers wilt they can still be enjoyed by taste.





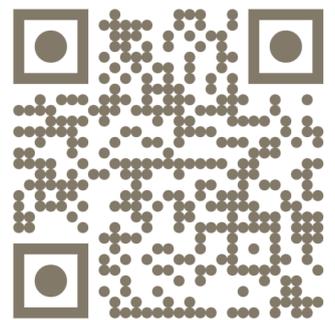






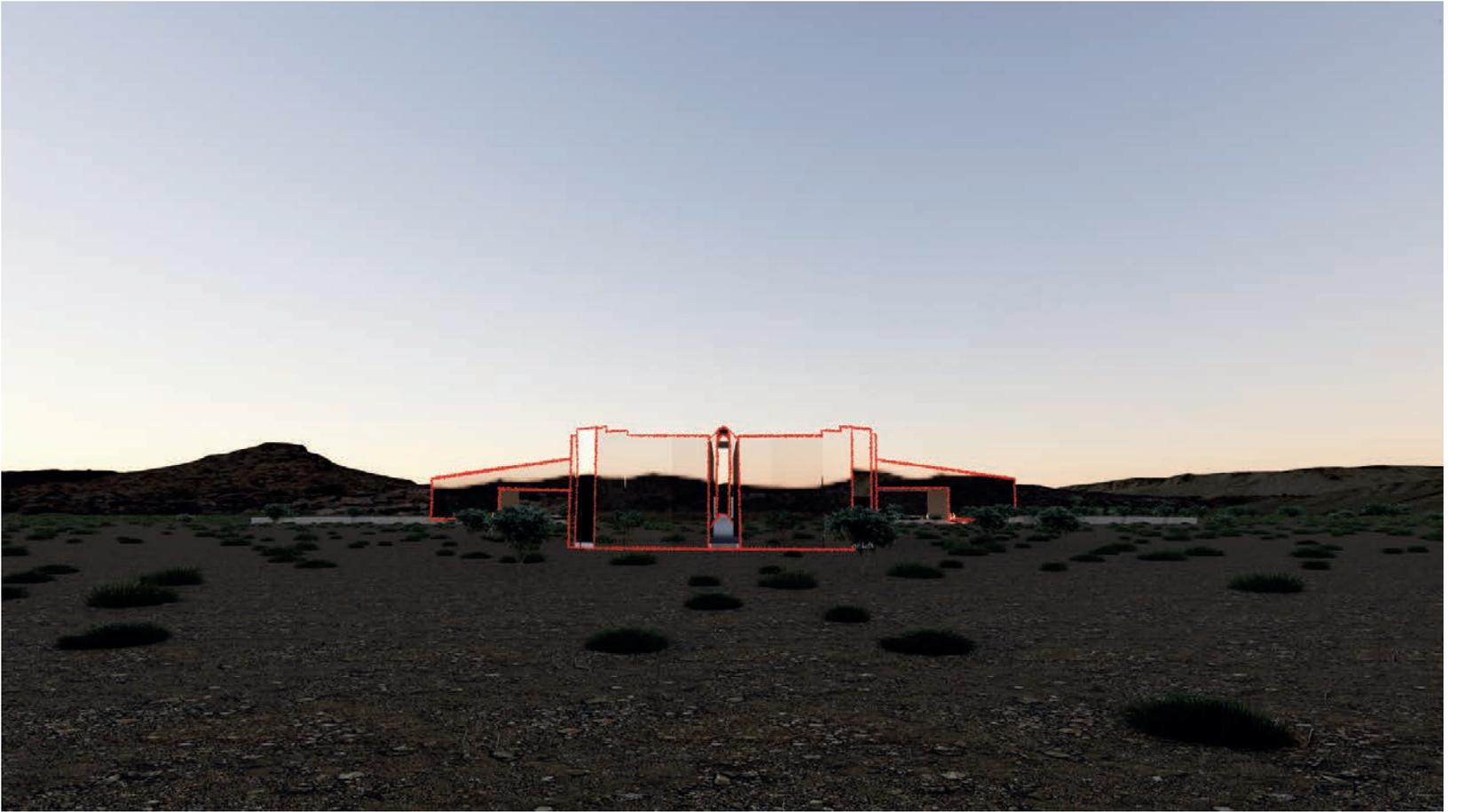


Scan for video



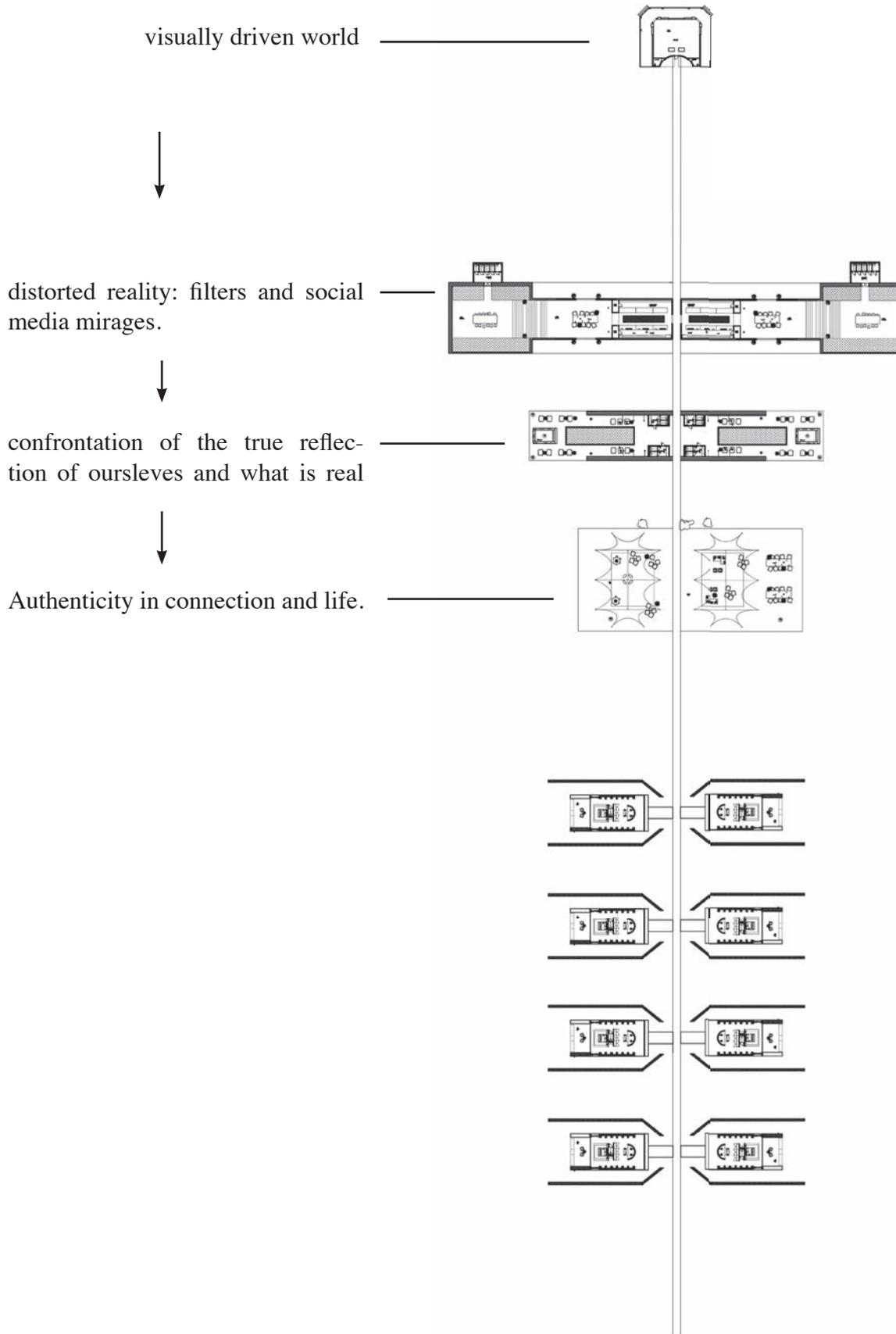


THE BRIEF was to create a desert oasis consisting of a luxury residence celebrating the human needs of: eating, sleeping, bathing and socialising using the four elements: fire, water, earth and air.



The concept behind the design revolves around the themes of reflection, journey, distortion, and honesty. In our visually-driven world, reality often becomes distorted, much like the mirages in the desert. The initial buildings, clad in mirrors, challenge visitors to confront their truest selves by presenting an unfiltered reflection. As one ventures further, the two tents symbolize honesty and authenticity, encouraging guests to connect with their inner selves and others in their rawest form. The subsequent rooms, with their mirror-vaulted ceilings and natural tones, emphasize the transformative journey, guiding individuals through a profound exploration of their true selves and their place in the world.

The transformative journey:









TO EAT:

Previous page left: Reception. Half of the old padstal building was kept and mirrored on the other side. It is clad in anti glare mirrors that make the building fade into the landscape. previous page right: exterior of the restaurant also clad in mirrors to further the effect of the mirage and a distorted reality. Left: looking into the restaurant.



TO SOCIALISE AND TO SLEEP

Above: Socialising tents leading to the Bedrooms.
Above right: Bedroom with groin vaulted ceilings.
Below right: Bathroom with curved shower wall.



THE ELEMENT SCULPTURES



water



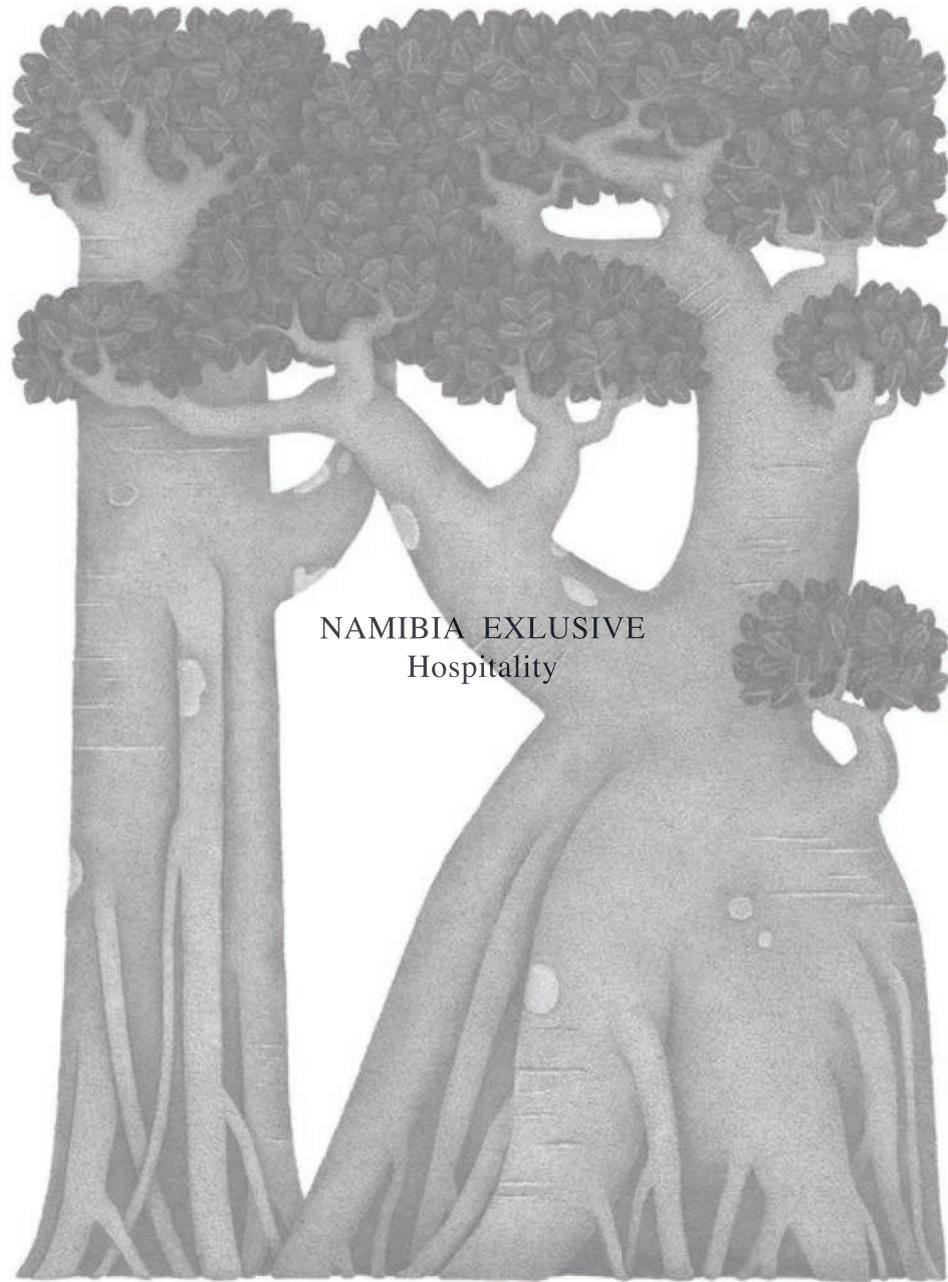
Earth



Air



Fire



NAMIBIA EXCLUSIVE
Hospitality

THE BRIEF was to design a bedroom for a luxury Namibian game lodge situated in the Brandberg area. This was a design challenge to be completed within 5 hours.





Namibia Exclusive bedroom



Namibia Exclusive bathroom



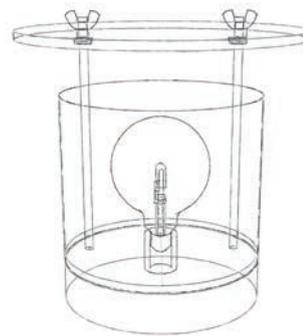
Namibia Exclusive furniture cluster



Namibia Exclusive digital materials board



THE BRIEF was to conceptualise, design and manufacture a working table lamp.

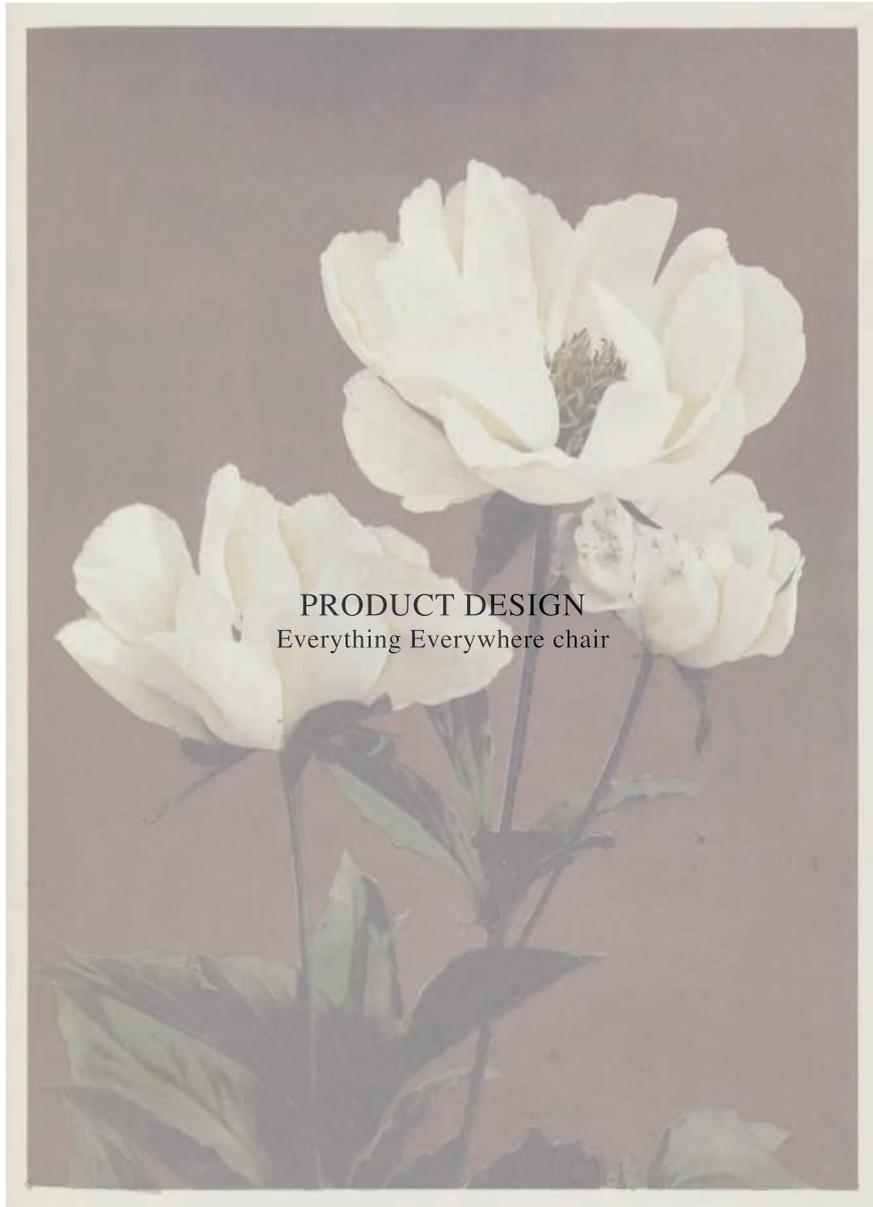


Douglas is a functionally aesthetic table lamp that reflects both outwards and downwards through the use of its top mirror and perforated steel shade. The warm bulb, cable and wooden base complement each other and contrast the cold hard steel. The mirrored lid can also be moved up or down to throw bigger or smaller projections onto the surface beneath. To replace the bulb you can unscrew the wing nuts and remove the mirrored lid





Everything Everywhere - Decorex chair



THE BRIEF was to conceptualise, design and manufacture a working table lamp.



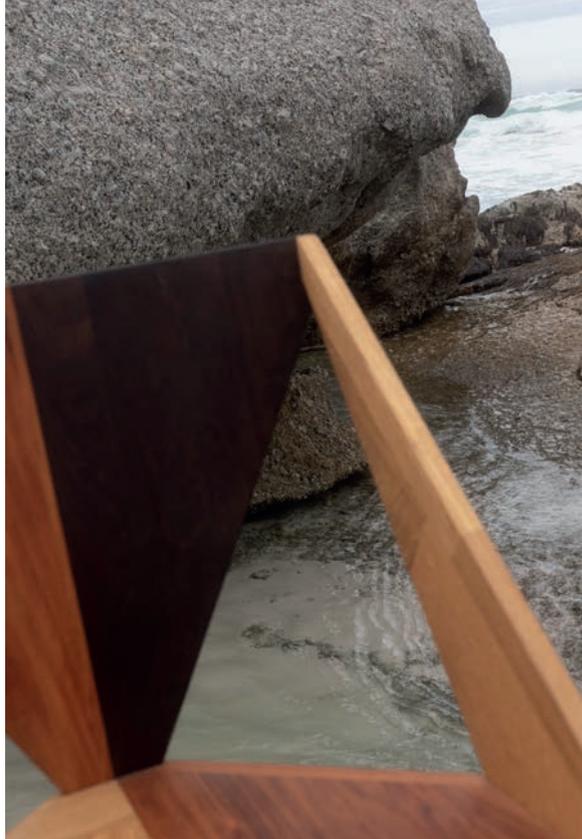
As designers, we have a vital responsibility to create sustainable products with the future in mind. This means considering the intended lifespan of the pieces we create, as well as their end-of-life journey. We must ask ourselves: where will the product ultimately end up? And how can we ensure that it contributes to a healthier, more sustainable future?

Everything Around, uses reclaimed and off-cut pieces of wood from Renouve Studios; a furniture workshop that shares our commitment to sustainability. By creatively piecing together these materials, we're able to craft a beautiful and durable chair that stand the test of time. They are assembled using mortise, tenons, and screws, ensuring longevity and quality. In the spirit of sustainability, we've made a conscious decision to only use natural plant based oils to let the wood age naturally, taking on unique characteristics and acquiring a personality of its own. Reclaimed wood is a special material, leaving no trace after decomposition and offering an eco-friendly alternative to traditional furniture.



Everything Everywhere - Decorex chair





HOUSE

AND LEISURE

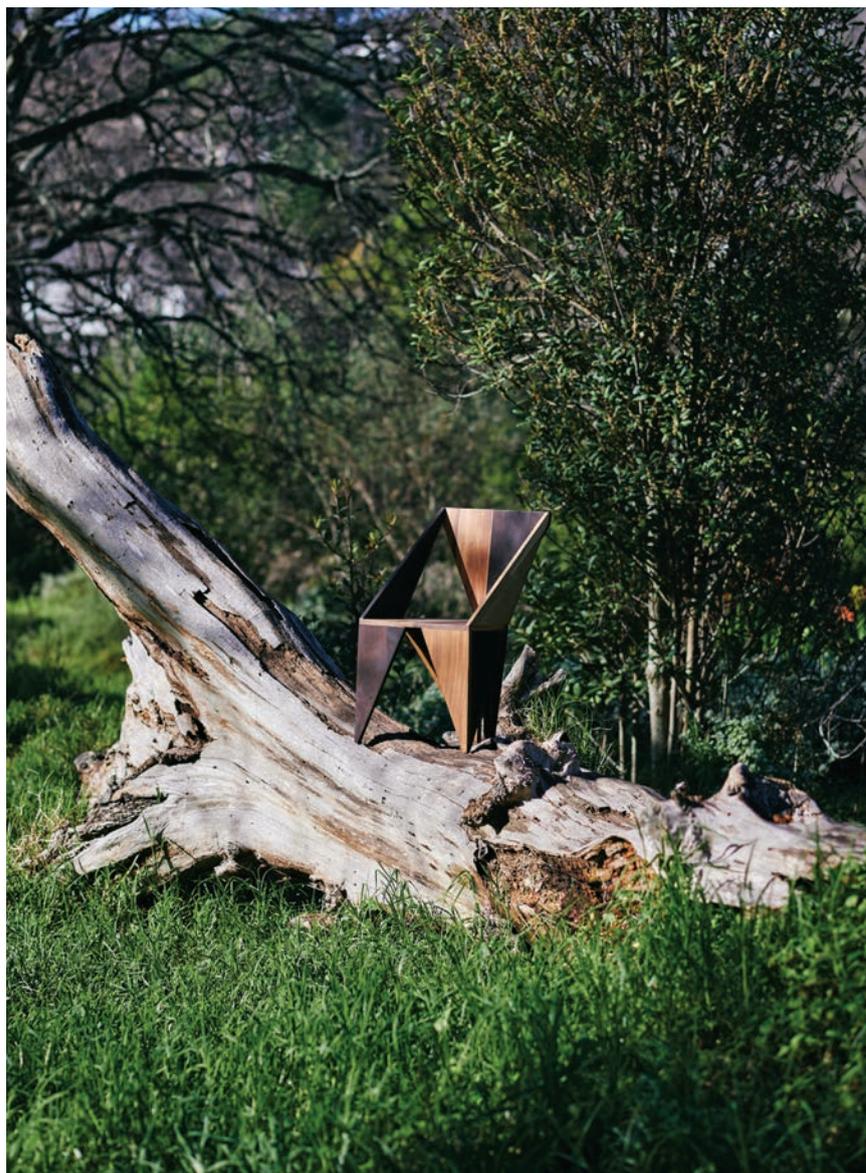
Vol. 10 : Spring 2023



grow
spring to life

R145 (incl VAT)
\$15 / €14 / £14





Decorex Cape Town left without pausing at The Hatch, a physical and poetic platform for dialogue and collaboration. Bielle Bellingham, executive creative director of Decorex Africa, invited the design community to contribute radical chair designs made exclusively from materials that are reused, biodegradable or easily recycled. Bielle asks, 'What if we designed new behaviours instead of new products? How

emphasising quality, craftsmanship, and sustainability over excess?' We explore some of the featured designs and processes. **The Repair Chair** (previous spread, left), by Lauren Shantall, saved a broken, second-hand rocking chair. 'I wanted to use materials that were on hand, so everything was left over from previous projects.' **Lost and Found** (previous spread, right), by Farhana Monier, reminds us

goes to waste. The student designed a chair using timber offcuts, finished with all-natural oils. 'I would love for this design to inspire others to see treasure in lost and forgotten bits and pieces.' **Everything Around** (above left), by Eleanor Holyoake, emphasises the role of designers in promoting sustainable practices. The student collaborated with Renove Studios to create a chair made

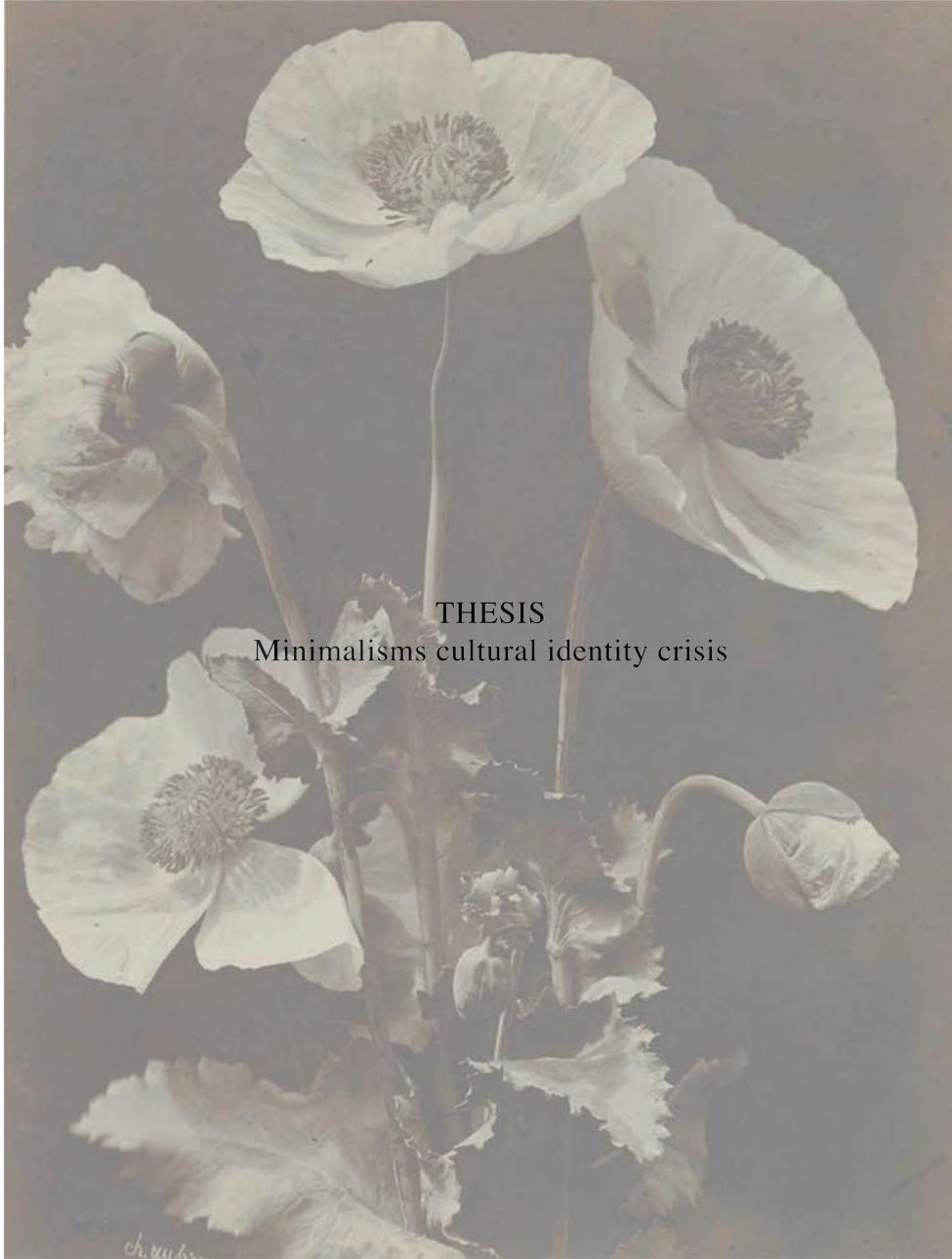












Minimalisms cultural identity crisis.

Interior design has inevitably become part of our social culture, reflecting the way we perceive and experience the world around us. History is captured; emotions can be manufactured; behaviours and intentions influenced by the colours on our walls and the rugs on our floors. Looking back in history, design depicted a more personalised individual lifestyle. Interior design and architecture have traditionally been a reflection of cultural values, beliefs, and traditions. By incorporating local craftsmanship and indigenous materials, structures and cityscapes embodied the essence of the community's identity. Despite wars, recessions, famine, and all the other things we put ourselves through, life was playful. We had a sense of belonging and identity. Now, in recent years of minimal modernisation, our addiction to efficiency, productivity, and profit has led us to flatten our individuality at the cost of cultural representation and unique characteristics of regional styles. Copy-pasted houses and streets that all look the same. Gray, lifeless concrete. Dullness and absolute neutrality. What does that say about society's attitude to life? Do we no longer have anything original to say? Ultimately, this exploration aims to showcase the capabilities of interior designers and architects to influence the way we see our environments. Cultivating spaces that resonate with occupants on a deeper cognitive level promotes individuality and resists conformity and repetition.

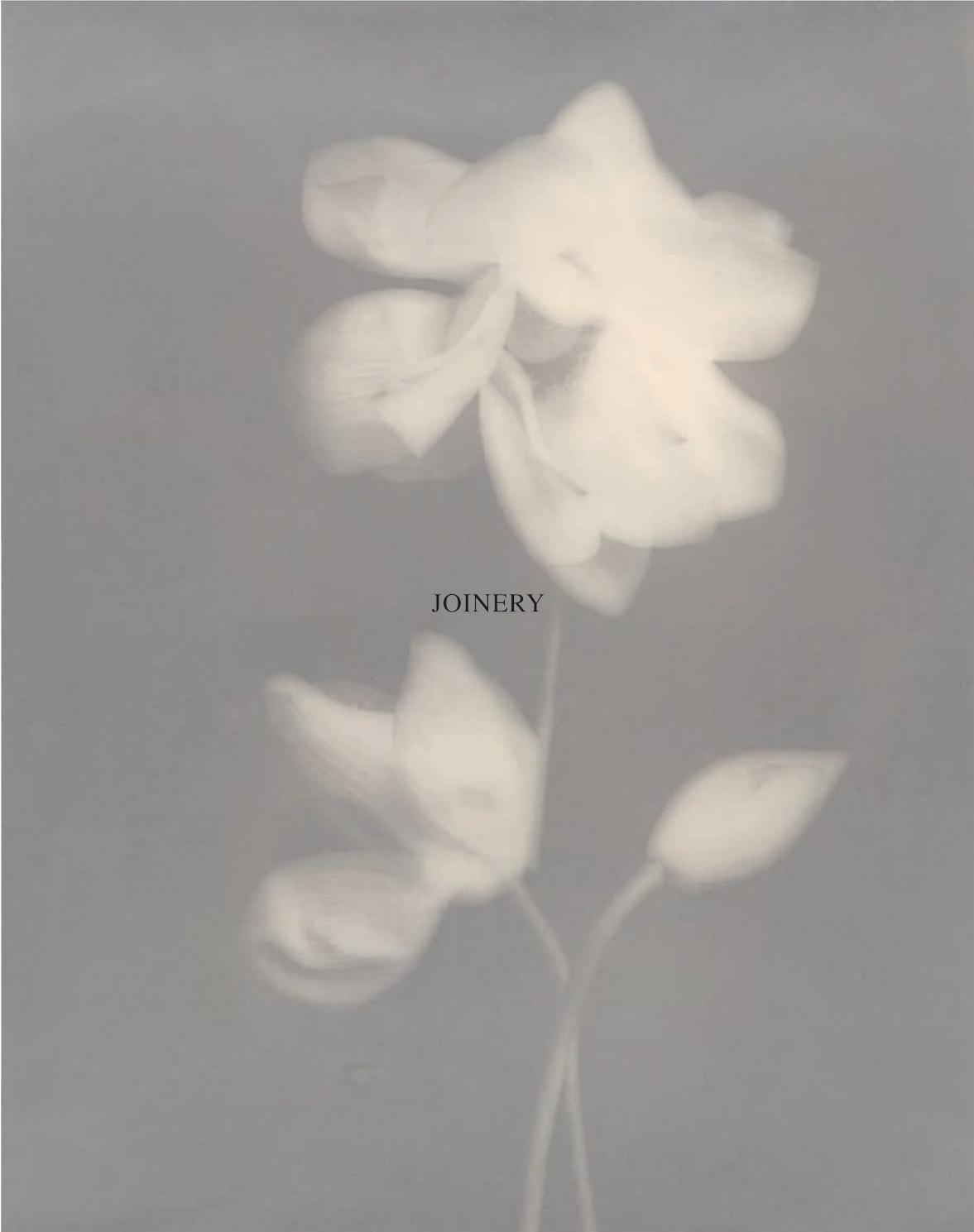
In recent decades, minimalism has emerged as a dominant aesthetic movement in both interior design and architecture. Rooted in the principle of simplicity, minimalism seeks to create clean, neutral spaces free from unnecessary embellishments. While this design philosophy may serve as a powerful tool in combating consumerism and excess, it has also raised concerns about the erosion of cultural identity and the fading of intricate details that once defined the beauty of our built environments. The places we inhabit, which were once reflective of regional styles and traditions, now exude a universal and homogenised essence. We find ourselves bombarded with trends and images on social media that fail to capture the profound history and meaning behind objects and spaces. Life has become too superficial, lacking the depth and richness that cultural representation once provided. This shift towards a sterile and indistinguishable global aesthetic blurs the lines that once celebrated the diversity and individuality of various cultures. For instance, when we talk about "African design," we often inadvertently generalise the vast diversity of the continent's 54 countries and the 11 official languages within South Africa alone. Each culture and region has unique ways of perceiving and understanding the world, yet they risk being overshadowed by minimalism. The consequences of this design shift extend far beyond the physical appearance of our surroundings. As we witness the homogenisation of our living spaces, we begin to question whether we have inadvertently stifled the vibrancy of life itself. Has our obsession with minimalism led us to view life as dull and monotonous? Are we losing touch with our creativity and the ability to express something genuinely original and meaningful? One of the most significant casualties of the minimalist movement is the decline of intricate details and craftsmanship. In the past, historical buildings were adorned with ornate carvings, intricate mouldings, and unique decorative elements that showcased the skills of artisans. However, modern minimalist design tends to neglect these embellishments in favour of simplicity, efficiency, productivity, and profit.

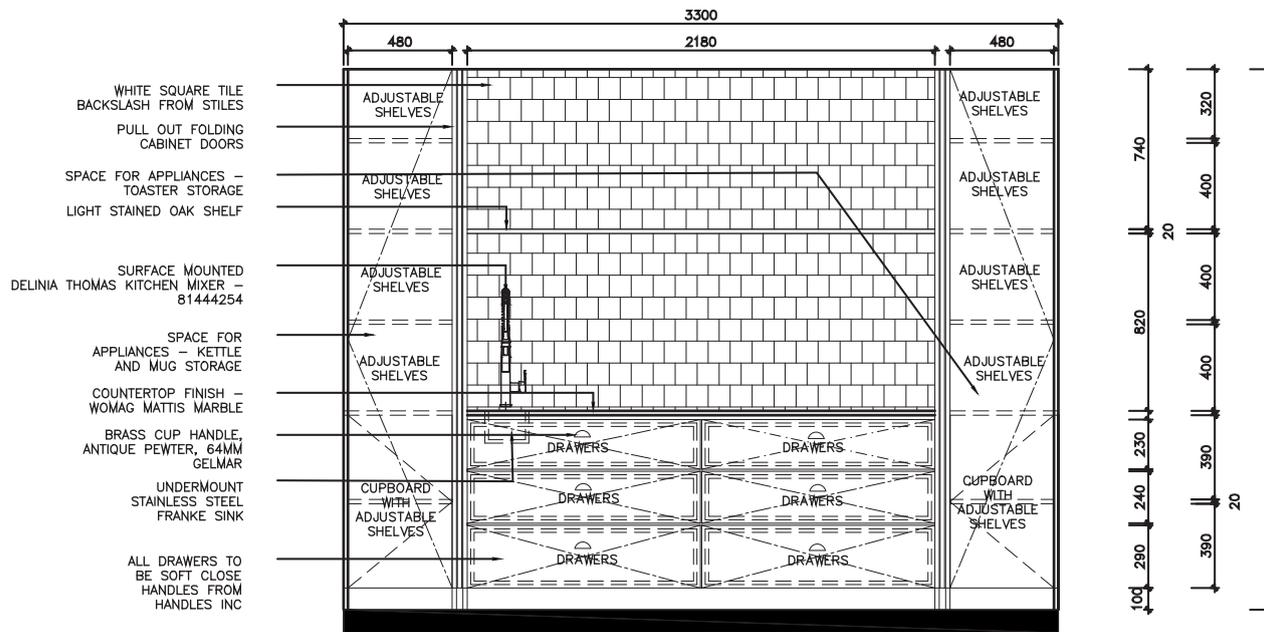
Nevertheless, amidst this predicament lies an opportunity for positive change. Designers hold the power to reignite cultural identity and individuality through their work. By crafting spaces that prioritise well-being and celebrate originality, they can defy the conformity of minimalism and infuse life into our environments. Thoughtful spatial design, lighting, colours, and textures can all contribute to spaces that resonate with occupants on a deeper cognitive level, promoting individuality and resisting repetition. This shift towards mindful and culturally rich design has the potential to create spaces that inspire and uplift, reflecting the multifaceted tapestry of our society. As we look to the future, it is crucial for interior designers and architects to embrace their roles as storytellers and custodians of cultural heritage. By understanding and appreciating the diverse backgrounds and traditions of the communities they serve, they can create spaces that celebrate individuality while fostering a sense of belonging and unity.

However, promoting cultural identity in interior design is not solely the responsibility of professionals; it is a collective endeavour. Society as a whole must recognise the significance of preserving cultural identity in our built environments. Embracing diversity and supporting the use of traditional materials and techniques can breathe life into our living spaces, making them vibrant reflections of the people who inhabit them. Education and awareness are key factors in achieving this goal. By promoting an understanding of the importance of cultural representation in interior design, we can encourage both designers and consumers to make conscious choices that celebrate diversity and uphold the value of individual expression. Furthermore, local governments and policymakers can play a significant role in safeguarding cultural identity in urban development. By implementing policies that encourage the use of indigenous materials and traditional building techniques, they can preserve the uniqueness of regional styles while fostering a sense of pride and belonging among local communities. In addition, promoting sustainable and environmentally conscious practices in interior design can go hand in hand with celebrating cultural identity. Many cultures have a deeprooted connection to the environment and advocate for its preservation. By embracing eco-friendly design choices, we not only protect the planet but also honour these cultural values.

Ultimately, the potential for interior design to influence human identity and social behaviour is immense. By embracing cultural diversity, encouraging personalisation, and prioritising well-being in design, we can create spaces that resonate with the human spirit and celebrate the richness of our global heritage. As individuals, we can also take a proactive role in supporting culturally rich interior design. By being mindful of the choices we make in our living spaces, we can ensure that our homes reflect who we are and where we come from. Whether it's through incorporating cultural elements in our decor or supporting local artisans and craftsmen, we can contribute to a more diverse and vibrant design landscape.

In conclusion, interior design plays a vital role in shaping our social culture and individual experiences. While the rise of minimalism has brought its benefits, it has also led to the flattening of cultural representation and the loss of unique regional styles. Interior design possesses the remarkable ability to profoundly influence human cognitive behaviour. However, this power must be wielded responsibly and ethically, for it is through conscious design choices that designers can foster a more enjoyable and fulfilling life for users. Within this lies the potential to enhance the experiences of individuals and also cultivate a wider, happier community.

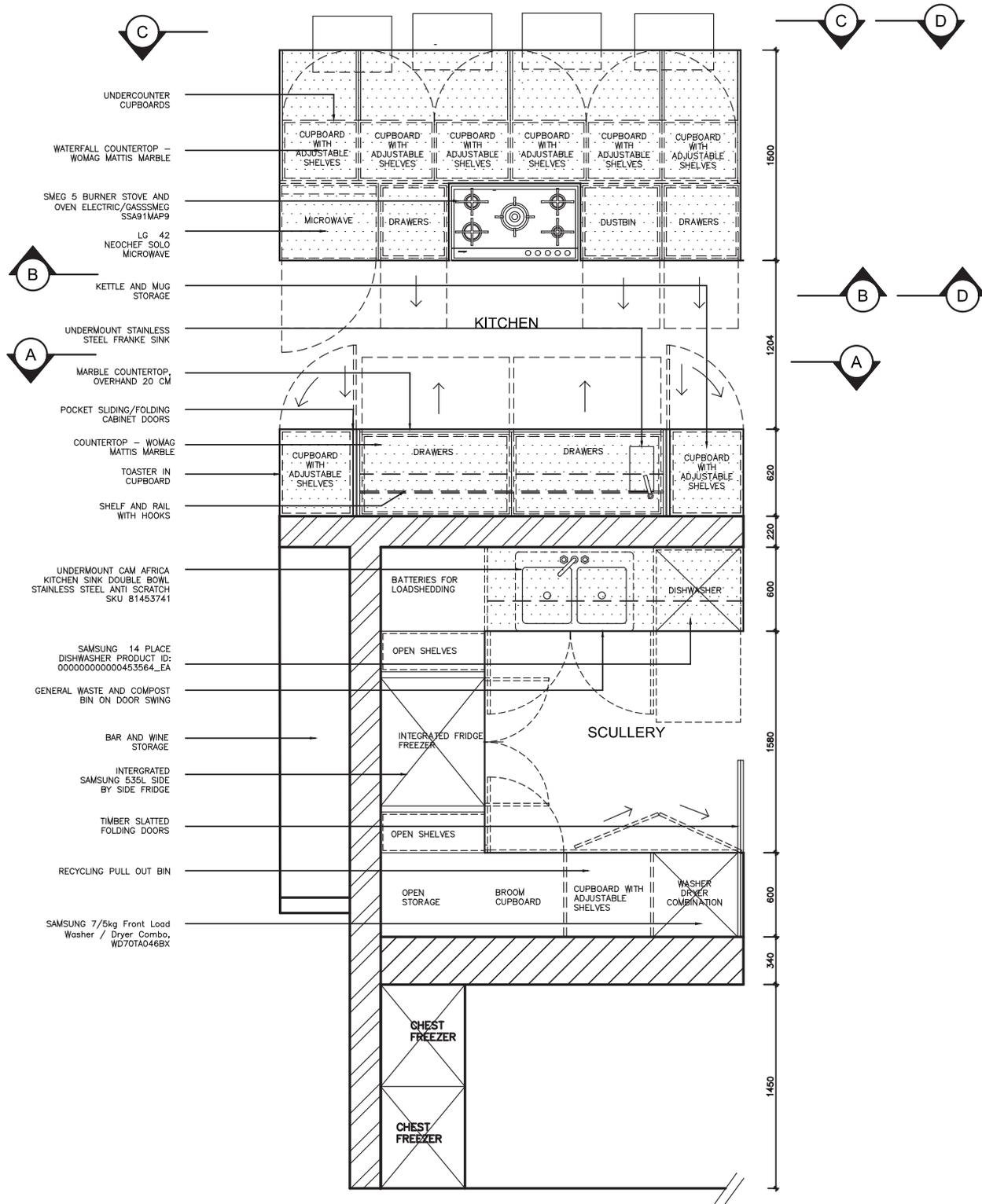




FRONT KITCHEN ELEVATION CUTLINE A

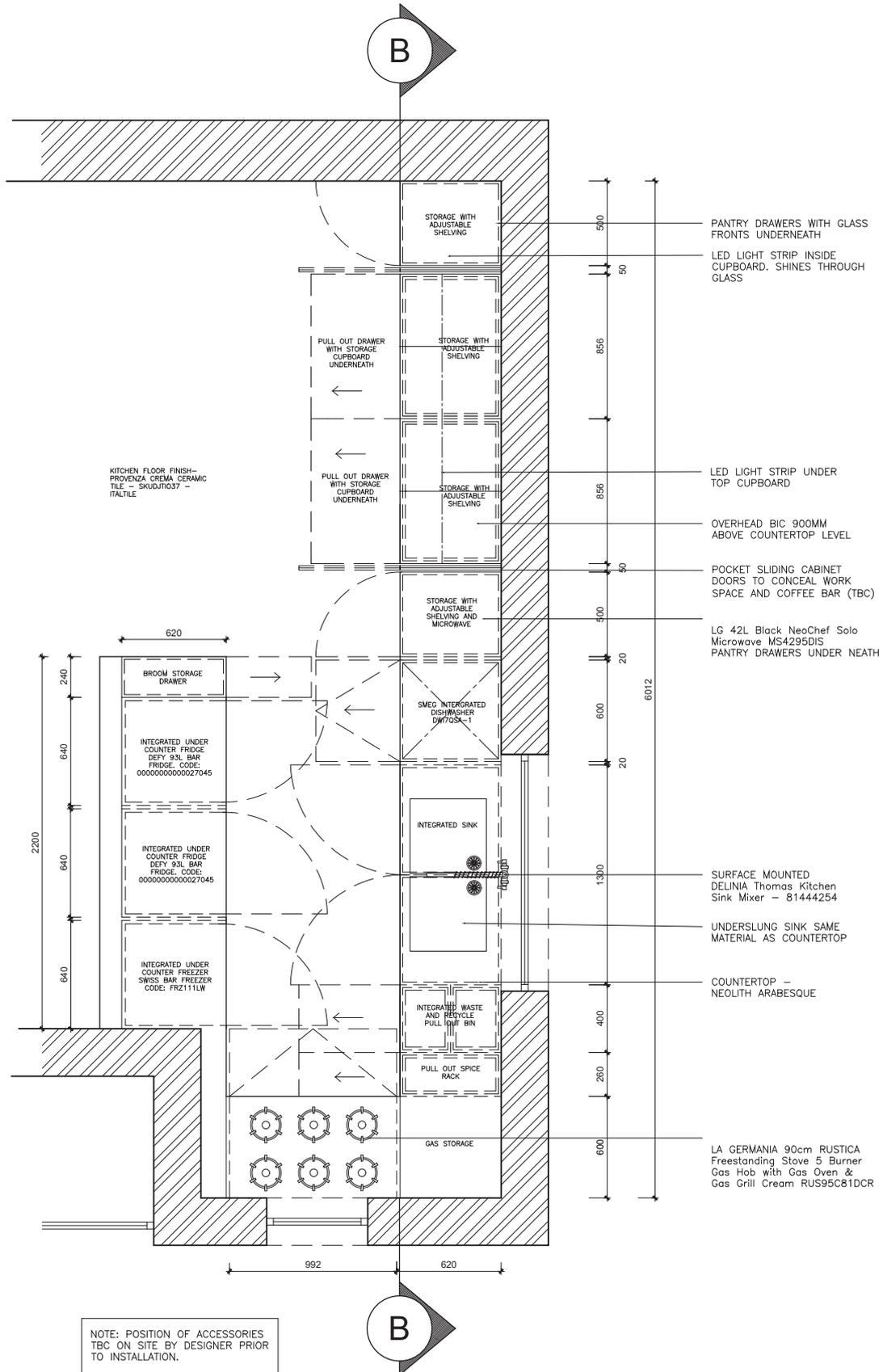
NOTE: POSITION OF ACCESSORIES
TBC ON SITE BY DESIGNER PRIOR
TO INSTALLATION.

NOTE: ALL CABINET AND DOOR
FRONTS TO BE LIGHT STAINED
OAK. INTERNALS TO BE BG BISON
MELAWOOD – FUSION, HARVARD
CHERRY.

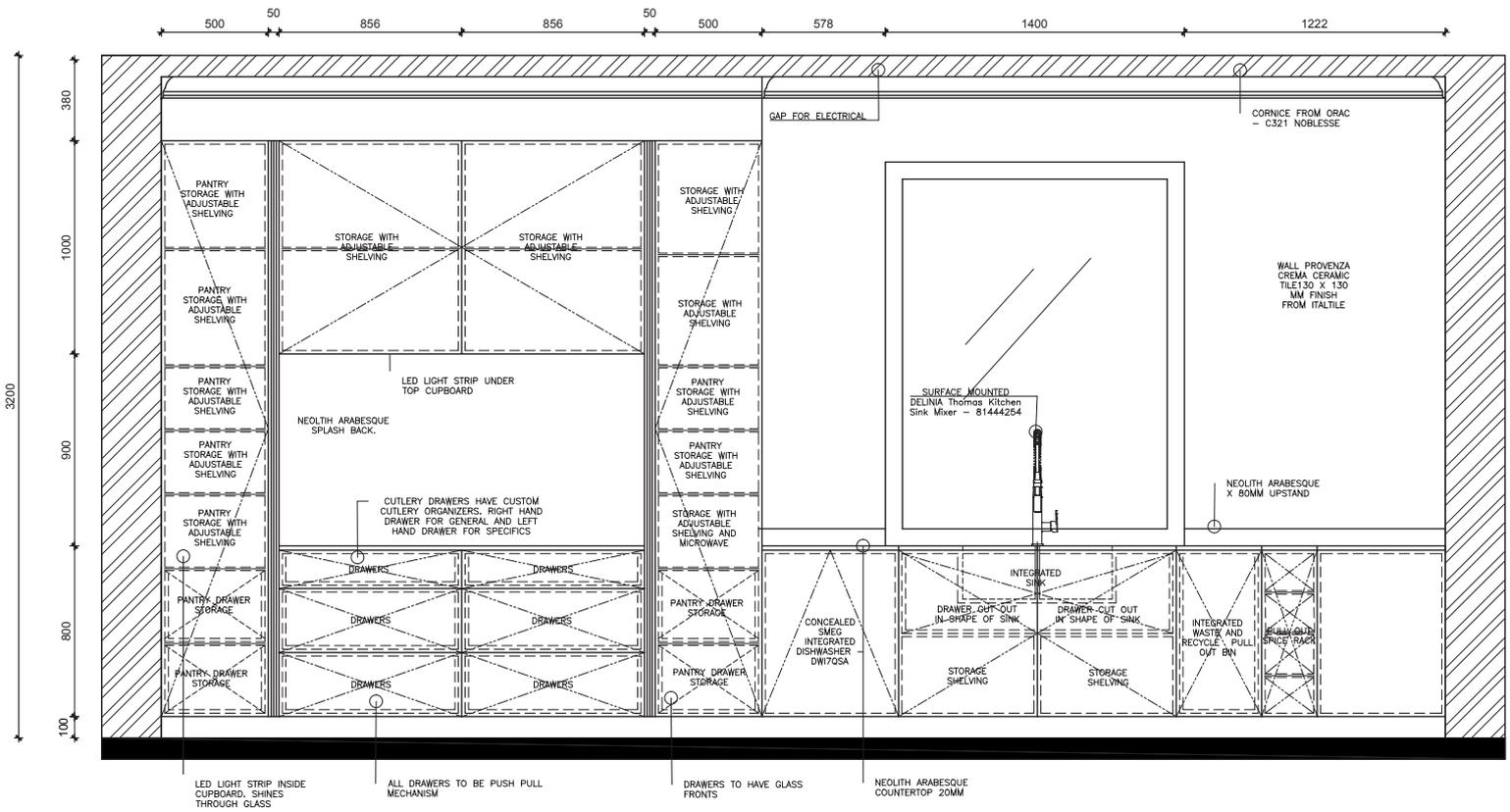


FRONT KITCHEN ELEVATION

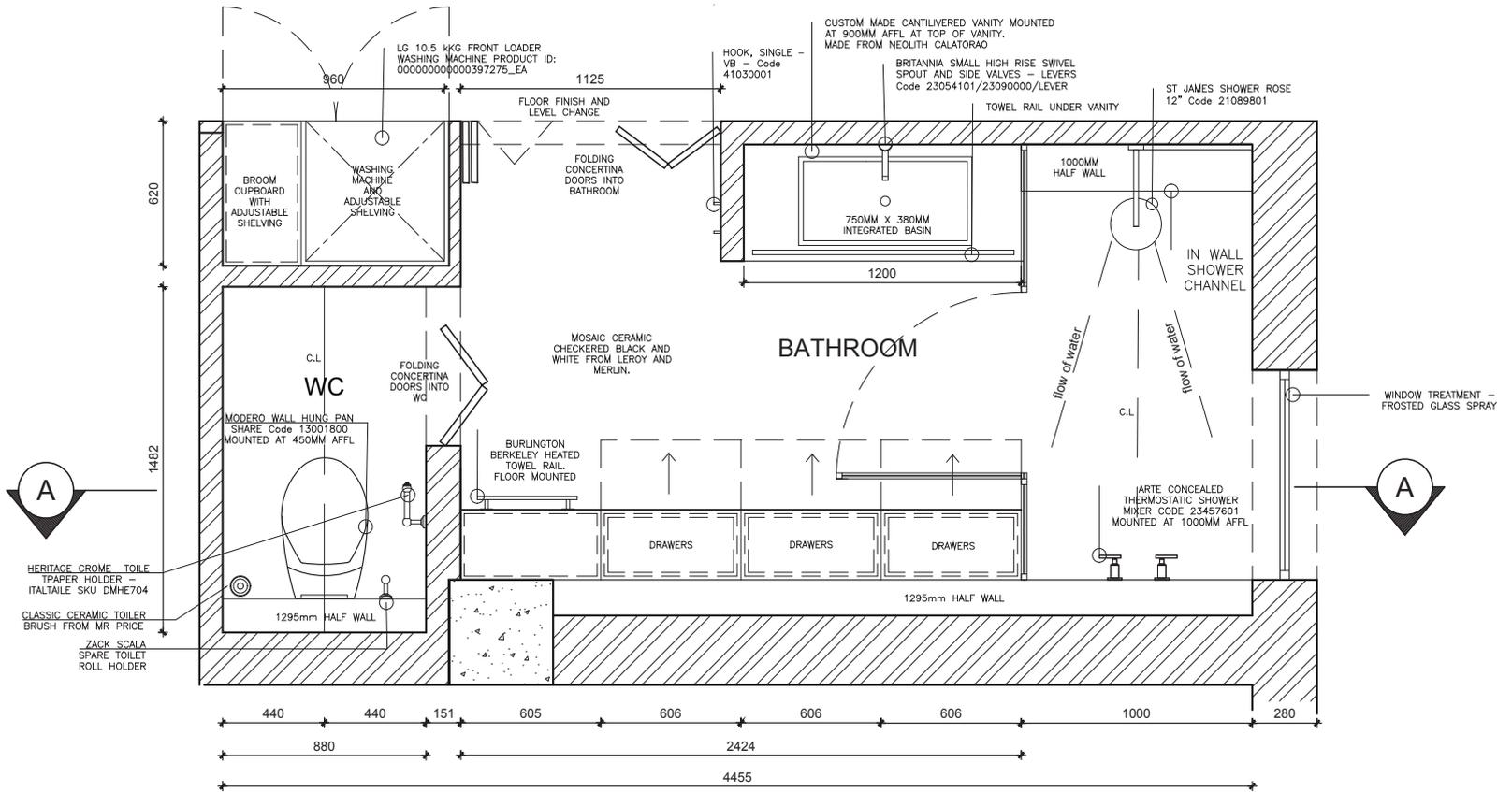
NOTE: POSITION OF ACCESSORIES TBC ON SITE BY DESIGNER PRIOR TO INSTALLATION.



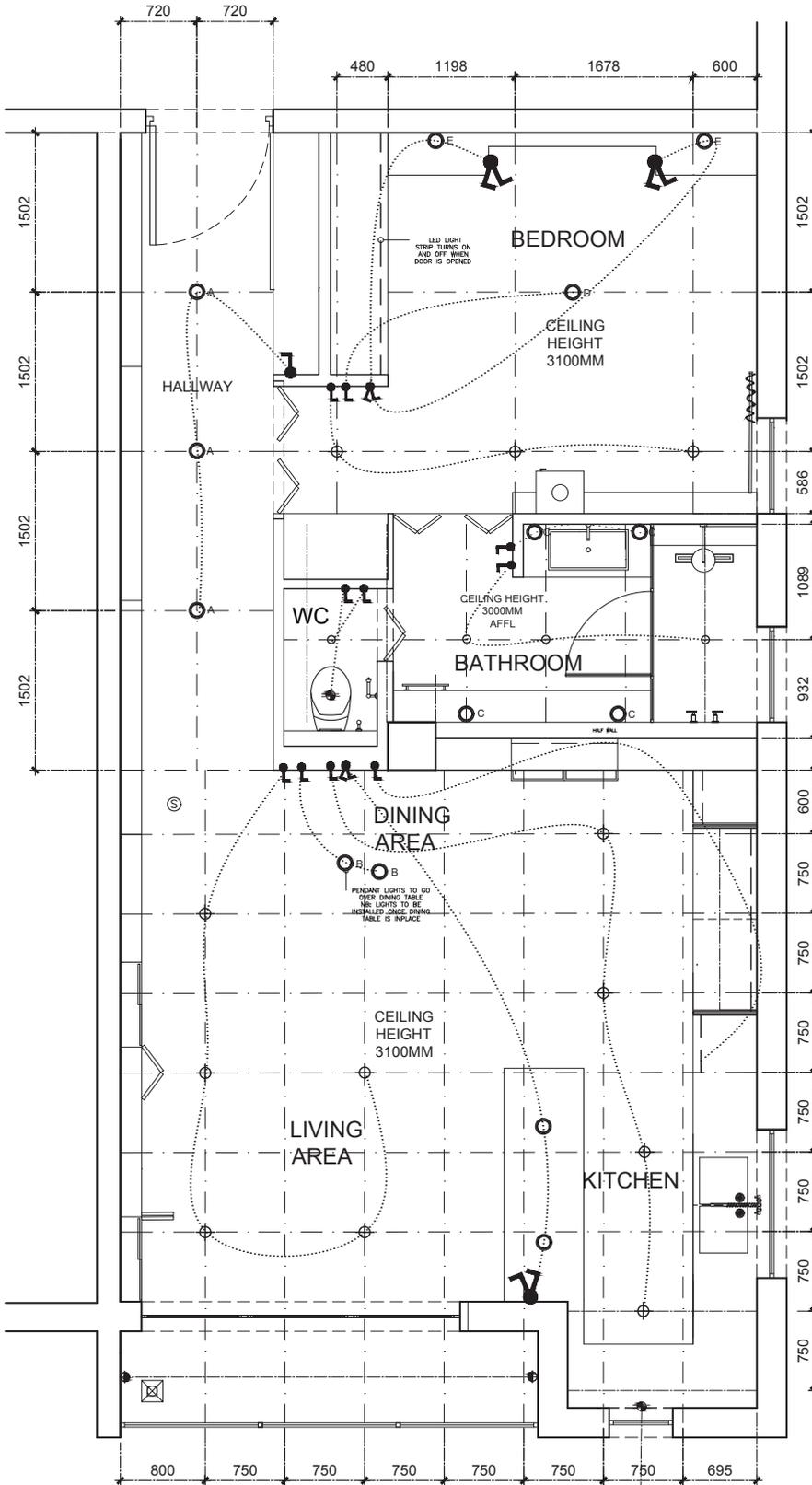
ON Q | APARTMENT 602
 KITCHEN DETAIL FLOOR PLAN
 NTS



ON Q | APARTMENT 602
KITCHEN DETAIL ELEVATION
NTS



ON Q | APARTMENT 602
 BATHROOM DETAIL FLOOR PLAN
 NTS

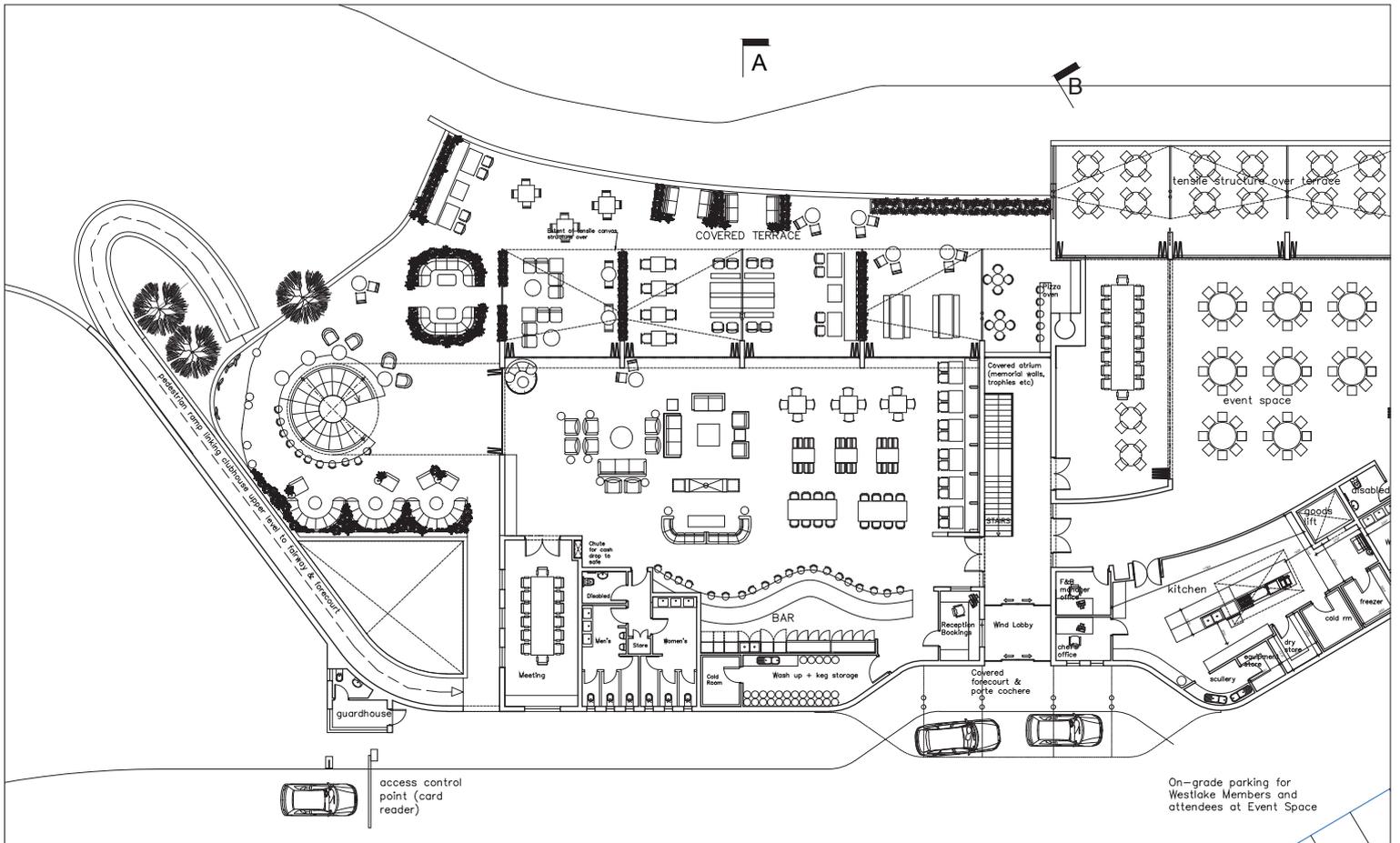


LIGHTING LEGEND:

	Low voltage pendant lights SPEC: french filled coolie pendant light with clear rim, from Hiltayer, ID:FFP-FCOOL-WHT-CLR HANGING LENGTH: 700MM FROM CEILING
	Low voltage pendant lights SPEC: saturn misc pendant by eleven past HANGING LENGTH: 2000mm from ceiling
	Low voltage pendant lights SPEC: Jube Wall Light by Vistosi MOUNTED AT: 2100MM AFFL
	Low voltage pendant lights SPEC: TBD
	Low voltage pendant lights SPEC: beatrix sconce from west elm MOUNTED AT: 1300MM AFFL
	Low voltage down lights. SPEC: YNERJI ID - SY107 antique brass 94mm tilt downlight NOTE: all down lighters to be on dimmer switches
	Water Proof Down Lights. SPEC: Vesta Waterproof Round Low-Glare GU10 85mm Downlight ID - 2503 / 20 NOTE: all down lighters to be on dimmer switches
	Smoke Detector and Alarm SPEC: Ajax Alarm System FireProtect - SKU: AJAXFPASB
	Mechanical Extractor Fan Fan Extractor Black Square 13W N1009 - SKU 81445694 Leroy and Merlin
	L.E.D Light Strip SPEC: Spazio 1034 Neonflex Side Bending 6m LED Strip 24V from glighting.co.za
	Two way Switch SPEC: Tex Black with Brass Toggle 4 Levers from light switches SKU: TXSBT4 INSTALLED AT: 1100mm AFFL
	Dimmable Switch Detailed Black & Brass Dimmer, 1 way SKU: BSL-VSD-DIM INSTALLED AT: 1100mm AFFL
	External Outdoor Light Stockholm Black And Clear Glass Outdoor Wall Light from lighting.co.za - SKU KL-G-1131

NOTE: All final positions of lights and switches to be confirmed by designer on site prior to installation

ON Q | APARTMENT 602
LIGHTING PLAN
NTS



Thank you.

