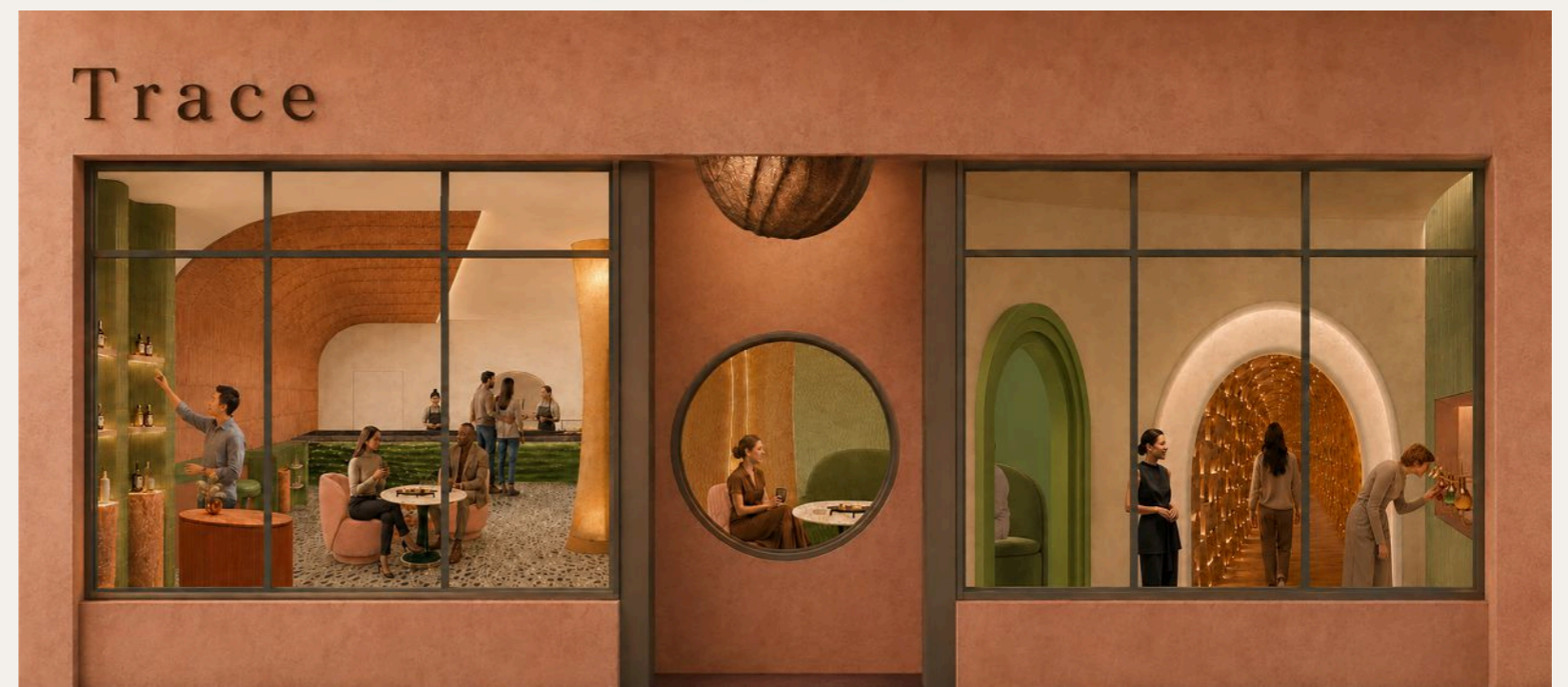


CARLY REDDIN

Interior design · hospitality · experiential retail



[2026]

SELECTED WORKS

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Interior designer with a background in production design, specialising in hospitality, experiential retail, and atmosphere-led interiors.

My work combines spatial planning, FF&E, material strategy, and visual storytelling, shaped by seventeen years designing environments for film, television, and commercial projects.

I hold an MA in Interior Design and Hospitality, with a practice focused on experiential retail, hospitality, and immersive guest experiences.

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Toronto area, ON

Experience

INTERIOR DESIGN

Junior Interior Designer

Godrich Interiors

London, UK · 2017

Supported high-end residential and commercial interior projects through layout development, material selection, FF&E sourcing, and client presentations.

PRODUCTION DESIGN

Production Designer

Projects across the UK and abroad · 2008 - 2025

Designed environments for film, television, and commercial projects through concept, spatial storytelling, material language, and visual execution.

SELECTED CREDITS

The Stolen Girl (Disney+ / Hulu), The Gold (Paramount+), Man vs. Bee (Netflix), Top Boy (Netflix), Hanna (Amazon), and campaigns for American Express, Hyundai, and Miele.

Education

MA Interior Design and Hospitality

LABASAD, Barcelona School of Arts & Design

May 2025 - May 2026

Focus: hospitality-led interiors, spatial planning, material and lighting strategy, styling, and 3D visualisation

MA Production Design for Film and Television

National Film and Television School

September 2006 - June 2008

BA (Hons) Design for Film and Television

Nottingham Trent University

September 2002 - July 2005

Software & drawing

3D + DRAFTING

Vectorworks

AutoCAD

SketchUp

Cinema 4D

Corona Renderer

VISUALISATION + GRAPHICS

Adobe Creative Suite

Affinity Publisher

DRAWING

Black-and-white visuals

Hand-drawn technical drawings



TRACE

PROJECT OVERVIEW

LABASAD MA Interior Design & Hospitality, 2026

A scent-led hospitality and retail concept where fragrance selection shapes a multi-sensory journey through arrival, pairing, lounge, and curated retail.

Guests select a fragrance profile on arrival before moving through a compressed timber tunnel into a sequence of café, lounge, and curated retail space. The concept connects scent, taste, and spatial atmosphere, turning product discovery into a hosted interior experience.

program

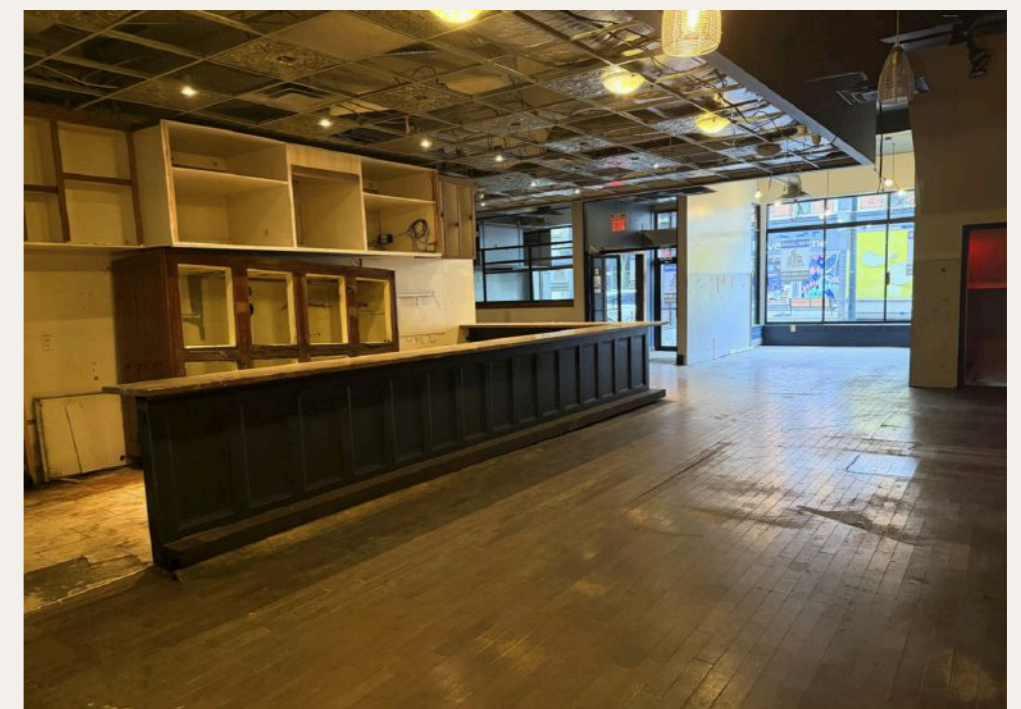
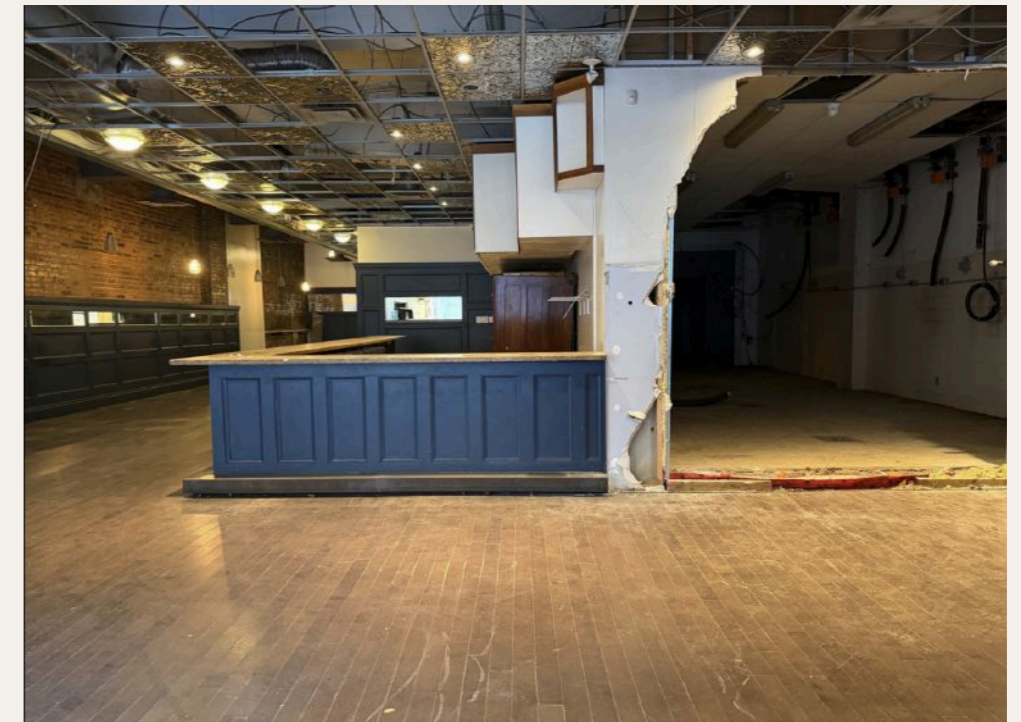
- fragrance selection on arrival
- compressed timber tunnel
- central pairing bar
- lounge seating
- pairing alcove
- curated retail at exit



LOCATION AND SITE



Located at 2876 Dundas Street West in Toronto's Junction neighbourhood, the site sits within a west-end corridor of independent retail, cafés, and established local footfall.



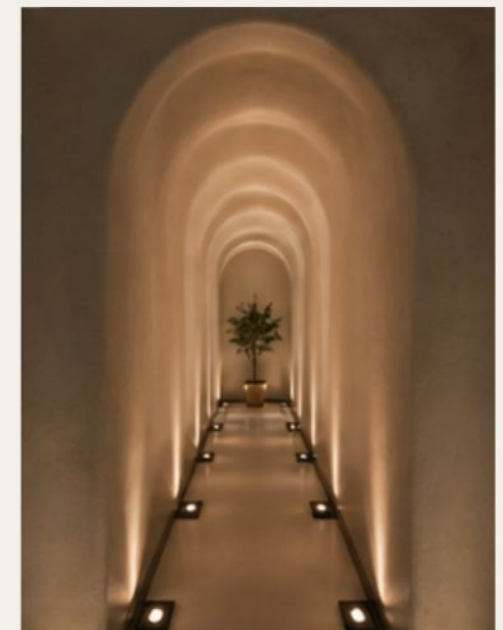
A former restaurant, the unit offered street visibility and an adaptable shell for a hybrid fragrance, café, and lounge experience.

site advantages

- prominent street frontage
- pedestrian visibility
- existing hospitality infrastructure
- adaptable existing shell
- established café and retail context

SENSORY *direction*

Scent, touch, light, and taste
as design drivers



tactile, warm, intimate, layered, enveloping

SPATIAL *direction*

A spatial language built from compression, curved openings, warm enclosure, and softened edges. Light is used as a material cue, guiding guests between selection, pause, and social exchange.



threshold · passage · enclosure · depth · reveal

MATERIALITY

The palette combines mineral surfaces, translucent amber elements, aged metal, and textured textiles. Neutral plaster and stone provide a calm foundation, while green tile, terrazzo, bronze, and backlit timber define the project's spatial moments.



01 backlit sculpted timber screen

02 amber translucent resin

03 warm plaster

04 glazed tile and bronze scent niche

05 straw-textured wall surface

06 Comporta concrete panel

07 acoustic velvet curtain

08 deep green resin bar finish

09 aged bronze metal

10 sage textured upholstery

11 blush textured upholstery

12 honed pale stone tabletops

13 glazed green ceramic wall tiles

14 green terrazzo floor finish

15 terracotta marble plinths

FURNITURE

direction

Furniture supports two modes of use: upright café seating for short visits, and lower, softer lounge pieces for longer stays. Rounded forms, upholstered volume, and small occasional tables soften the retail experience and encourage longer dwell time.



Café seating

Loren armchair · Furninova

Liège accent stool · NORR11

Custom café table · design proposal

adapted from a vintage Art Deco reference



Lounge seating

Nopal lounge sofa and stool · Atelier L'inconnu

ONNA armchair · Decoend

Customised Rolling Tides rug · Jubi

NORI 4 coffee table · Cinabre Gallery

Masika drinks table · Uttermost

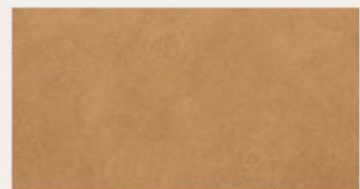
Elips narrow tray · Belin Home Decoration

Stone-glazed handleless cups · EngiCrafts

Proposed floor plan

The plan separates public, service, and back-of-house functions while allowing two guest routes: a slower scent-led sequence and a direct café route. The main bar anchors the front-of-house space, with lounge seating and the pairing alcove positioned deeper into the plan.

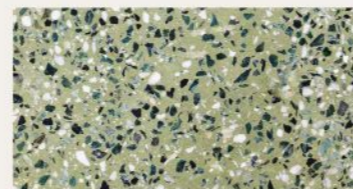
KEY FLOOR FINISHES



1. Pigmented microcement
Warm satin finish



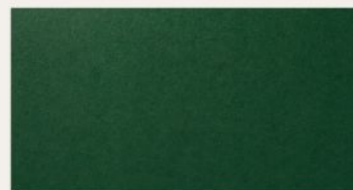
2. Smoked oak timber
Warm satin finish



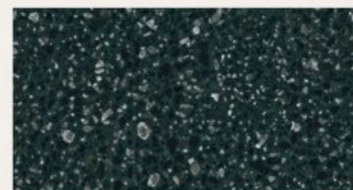
3. Green terrazzo
Charcoal, white, and terracotta aggregate



4. Black terrazzo
White aggregate

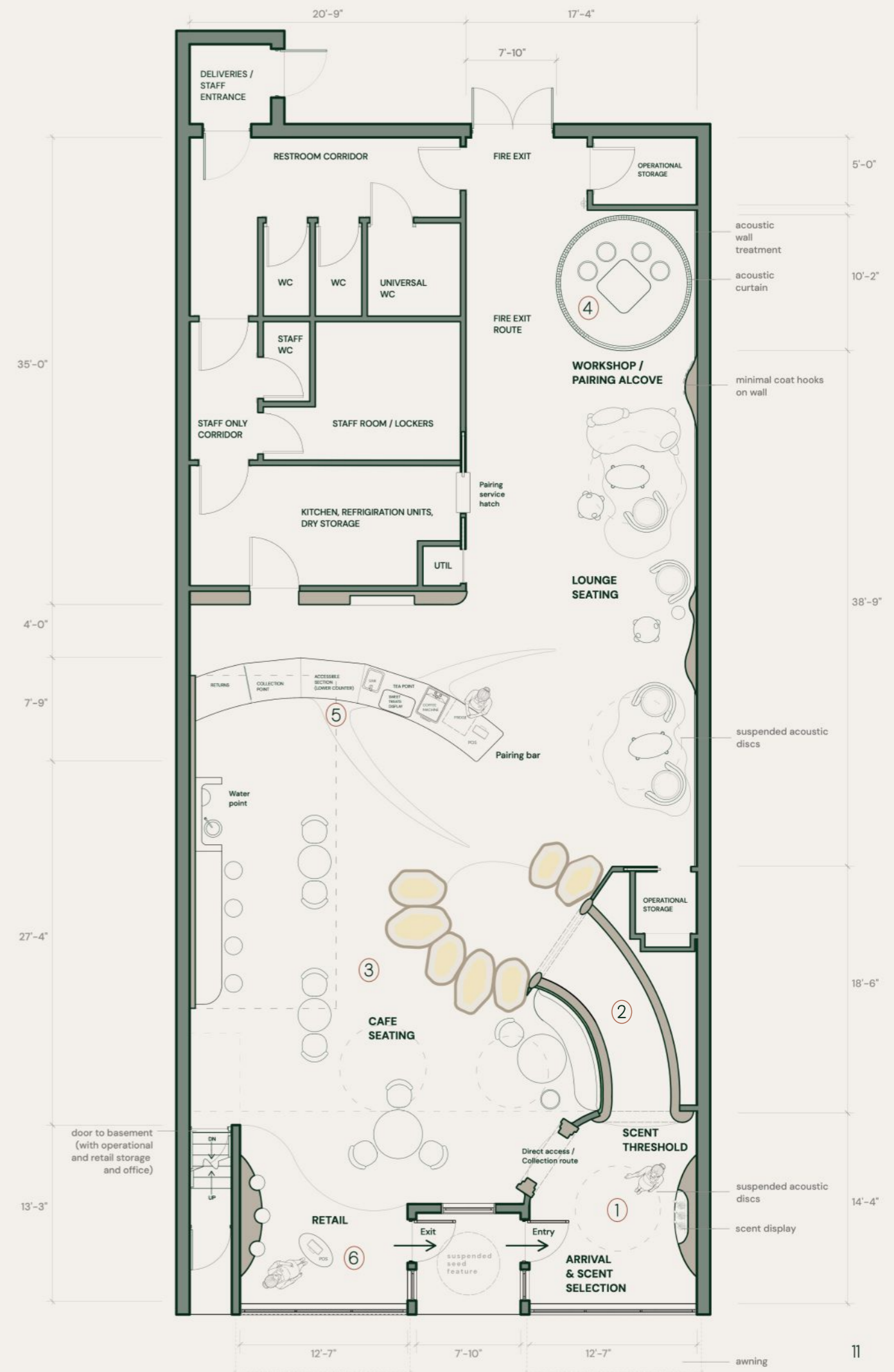
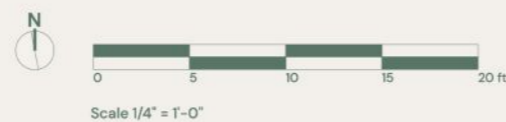


5. High-gloss paint
Deep mineral green



6. Dark green terrazzo
Charcoal aggregate, honed finish

Public area approx. 2,400 sq ft

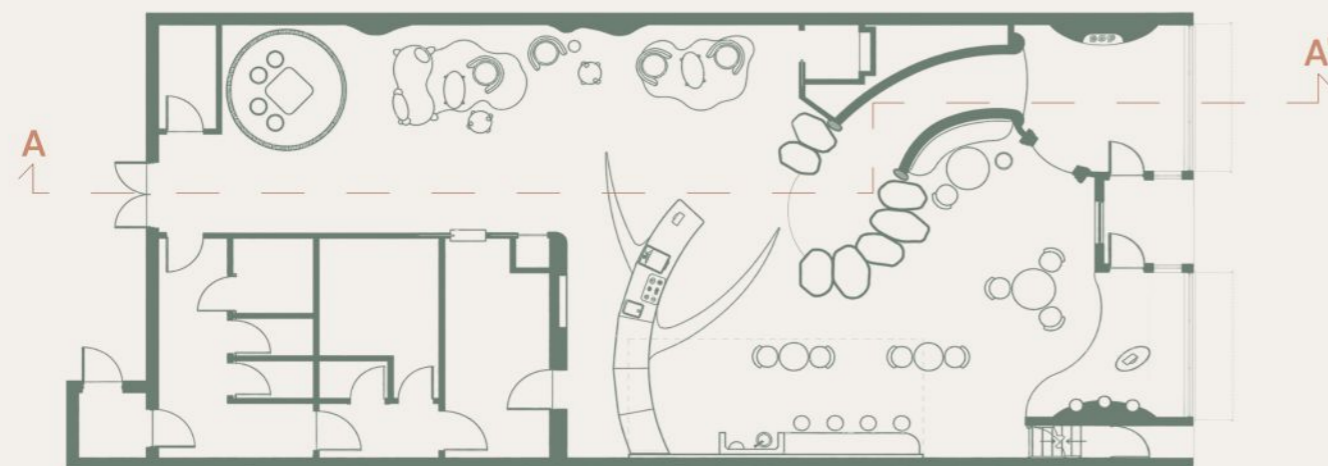


Offset section A-A'

Scent route through selection, tunnel, and pairing alcove.



Section key plan



drawings not to scale

KEY MATERIAL FINISHES



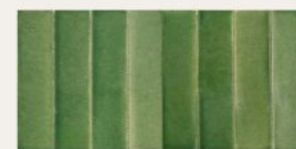
1. Acoustic curtain
Soft textile privacy layer



2. Straw wall covering
Textured lounge backdrop



3. Illuminated timber lining
Warm timber with concealed LED



4. Green tile
Entry scent wall finish

Guest journey and scent sequence

A choreographed guest route where fragrance selection guides pairing, reflection, and take-home scent objects.

ROUTE KEY

- GUIDED SCENT JOURNEY
- OPTIONAL PAIRING ALCOVE
- ⋯ DIRECT VISIT ROUTE
- ① SENSORY MOMENTS

3 • pairing bar
The scent profile informs drink and sweet pairings

4 • café and lounge
Guests settle into an open social area

6 • curated retail
The visit concludes with take-home scent objects

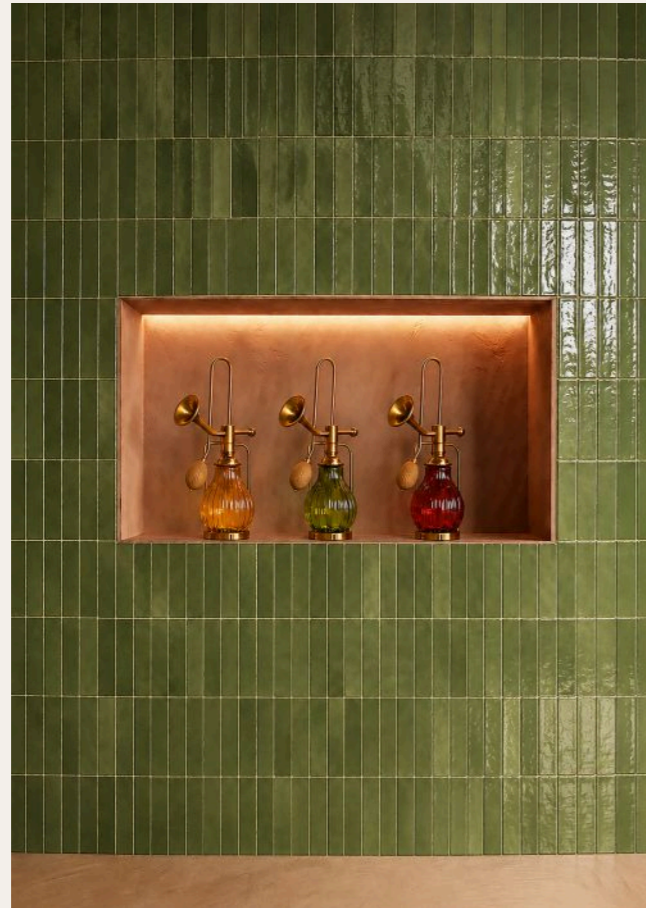


5 • pairing alcove
A bookable space supports a slower guided session

2 • scent tunnel
A compressed passage shifts the pace and atmosphere

1 • scent selection
Guests choose a scent profile at arrival

Key spatial moments



SCENT WALL

A testing point where visitors explore fragrance profiles. The selected scent informs the next stage of the visit through a paired tasting plate.



RETAIL DISPLAY

A retail display for fragrance and sample vials, positioned at the end of the visit and supported by staff guidance.



PAIRING ALCOVE

An quieter setting for guided scent, drink, and tasting pairings, designed for reflection and conversation.

Spatial overview



This overview shows the full front-of-house sequence: scent tunnel, pairing bar, café, lounge, retail display, and pairing alcove arranged around a clear movement path. Back-of-house functions are consolidated along one side, keeping the public areas open, legible, and connected.

Key hospitality spaces

entry threshold



The entrance is split into two arrival speeds: a direct café opening and a softly illuminated timber passage for the scent route. The green tiled wall, recessed display and rounded plaster edges create a clear threshold between street, retail, and interior experience.

Key hospitality spaces *café, pairing bar and retail*



The bar anchors the café area as both service point and social centre, while the retail display extends the fragrance journey into take-home objects. Green terrazzo, dark counter finishes, glowing sculptural forms, and mixed seating create a more open, animated contrast to the compressed entry sequence.

Key hospitality spaces

lounge and pairing alcove



The lounge extends the café into a lower, more relaxed setting, with upholstered seating, rugs, acoustic curtains and textured wall surfaces softening the larger volume. The alcove provides a more enclosed setting for guided pairings while remaining visually connected to the main room.

GODRICH INTERIORS

LONDON, UK

JUNIOR INTERIOR DESIGNER,
UNDER SENIOR INTERIOR DESIGNER MEGAN OLIVER

A four-month placement at Godrich Interiors, a London-based interior architecture and design studio. The projects shown are two rooms within Woodlands House, a Grade II period property with a £10 million overall budget.

program

Master En Suite

Fox's Bedroom

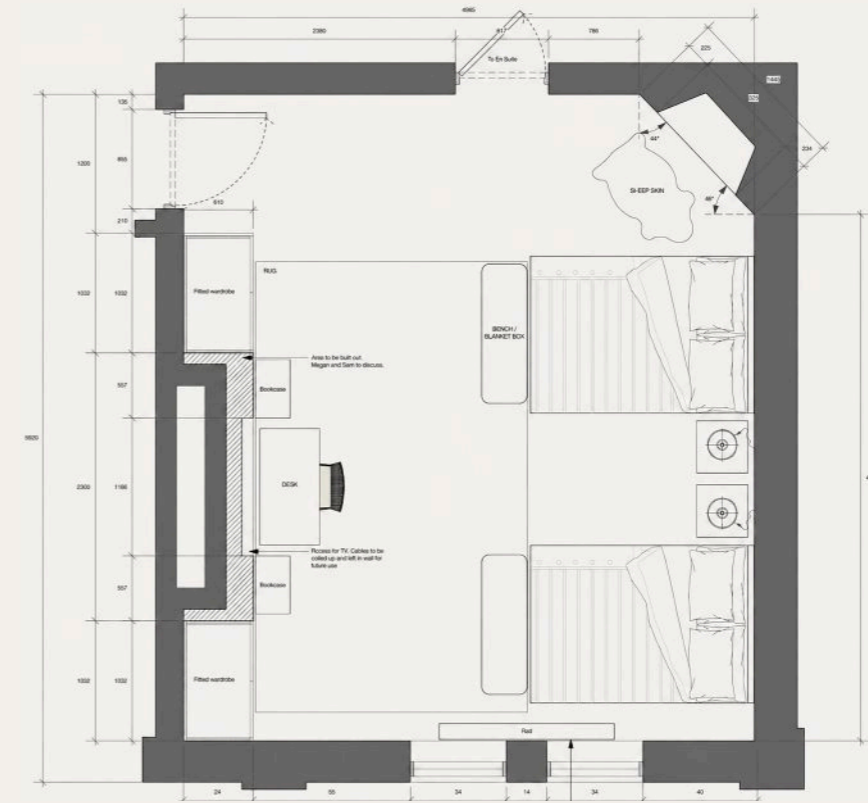


Fox's bedroom

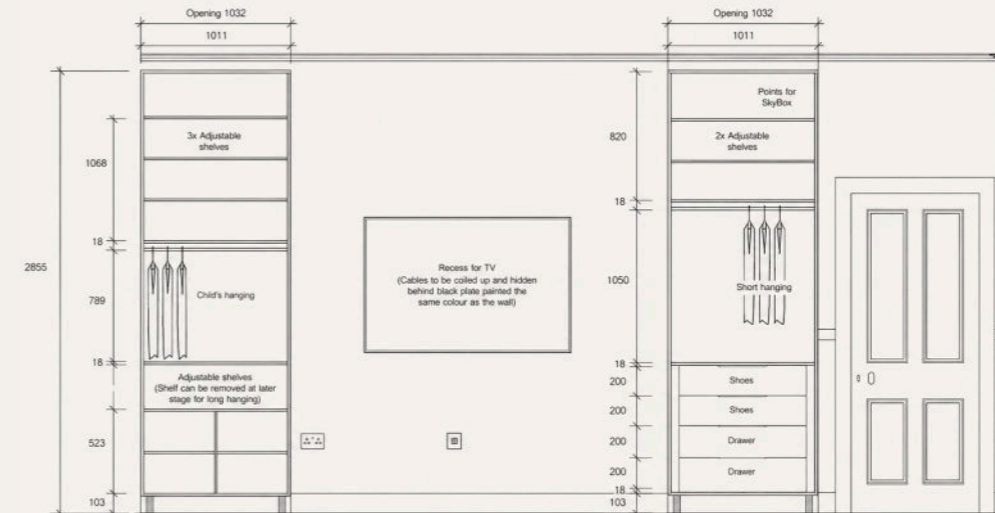
The brief was to create a sophisticated scheme that could adapt as the client's daughter grew older. My role covered technical drawings, millwork detailing for the bespoke wardrobe, and FF&E and artwork sourcing.



Woodlands House, Fox's bedroom



Fox's bedroom plan



wardrobe internal layout



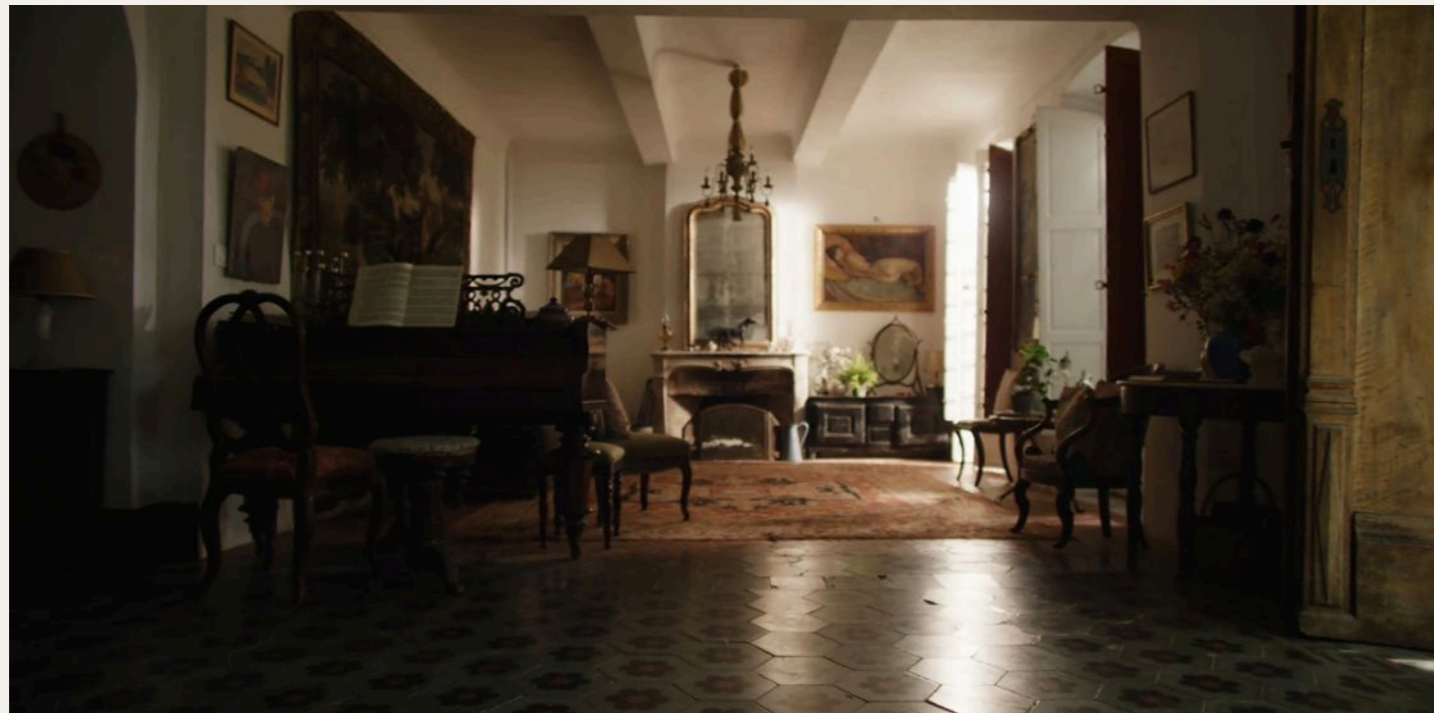
Paper artworks by Helen Musselwhite, sourced for Fox's bedroom.

Helen Musselwhite's artwork

PRODUCTION DESIGN

SELECTED WORKS

A selected edit of production design work across film, television and commercial production, shaped by seventeen years designing built environments for camera.



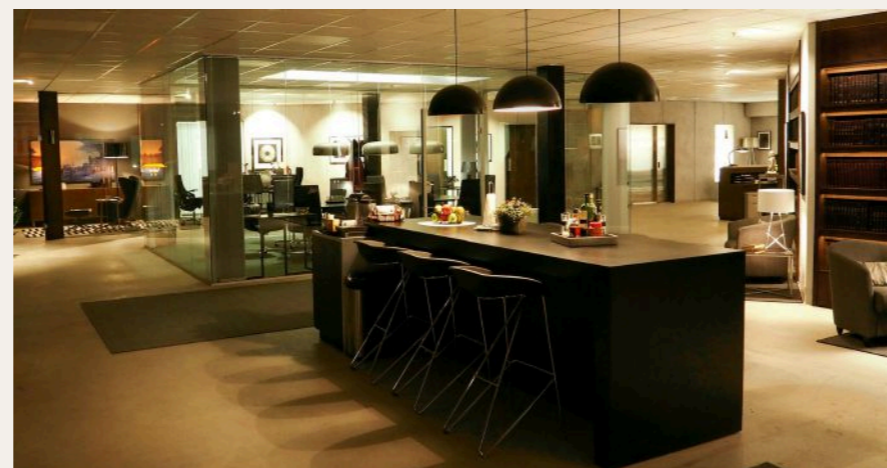
period salon



contemporary residential interior



immersive children's bedroom



open-plan office



running retail environment

MAN VS. BEE

production design

Netflix series. The central set was a contemporary luxury house, built for studio filming and designed as a complete spatial system. Material palette, furniture strategy, artwork commissions and prop logic were developed to create aspirational domesticity under comic pressure.

role and scope

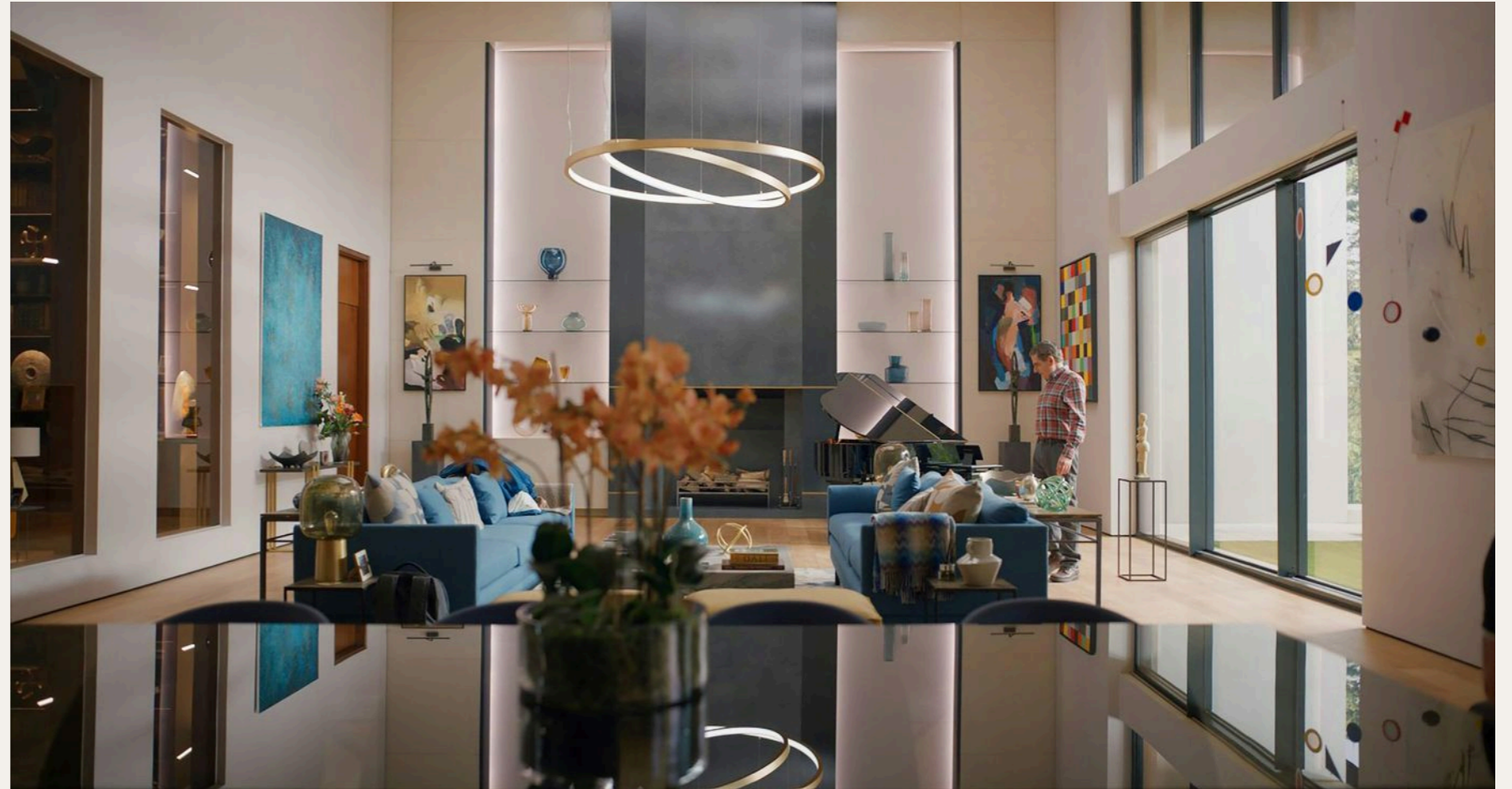
Production Designer

Led a 50-person art department across set design, construction, decoration, graphics, props and dressing, managing a £2 million budget

Developed spatial concepts, set layouts, material palettes, and visual tone

Designed and commissioned bespoke props, artworks, furniture pieces, and specialist set elements

Collaborated with the director, producers, cinematographer, locations, construction, and wider production teams



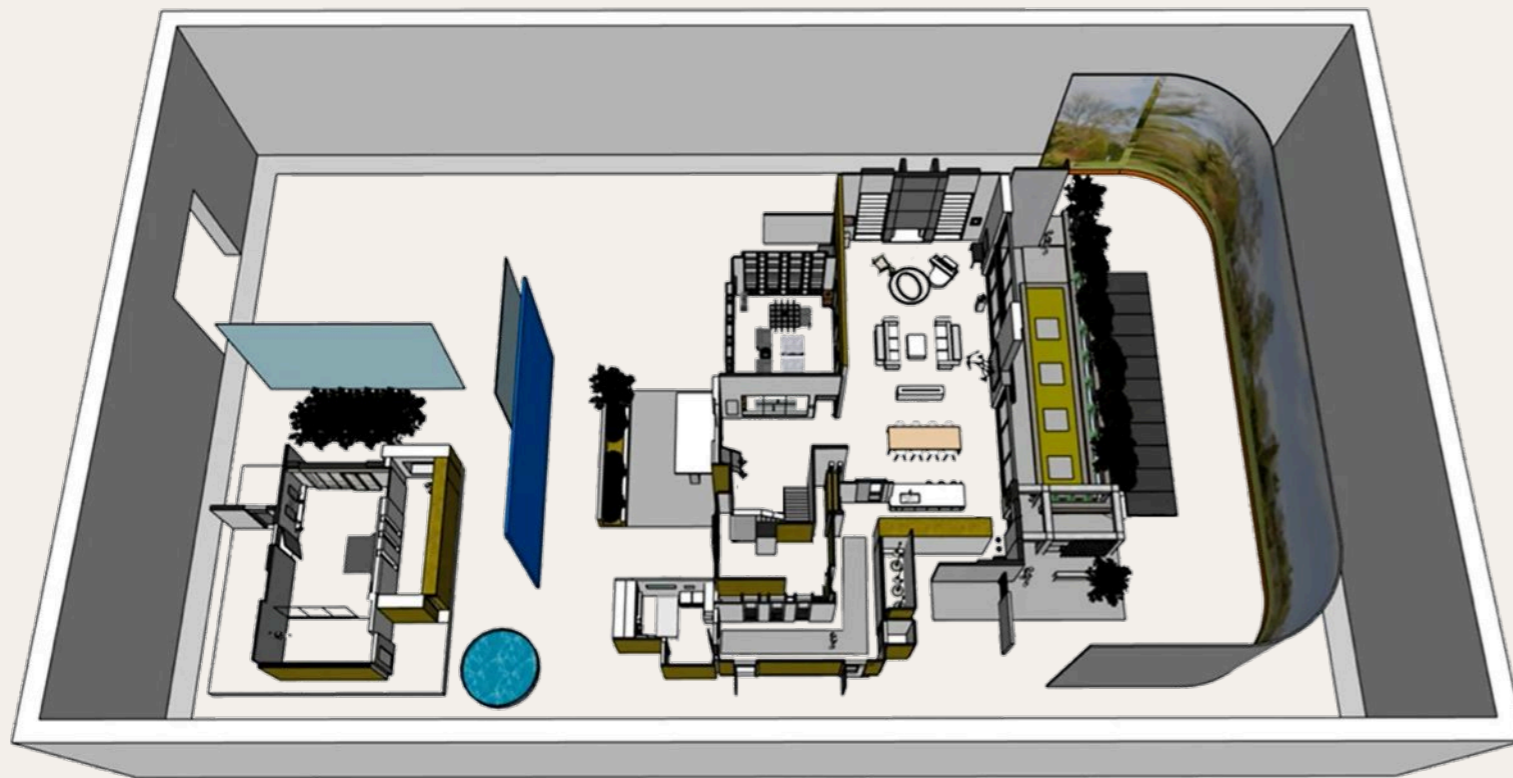
Main house interior set

process film

Watch the design process video [here](#)

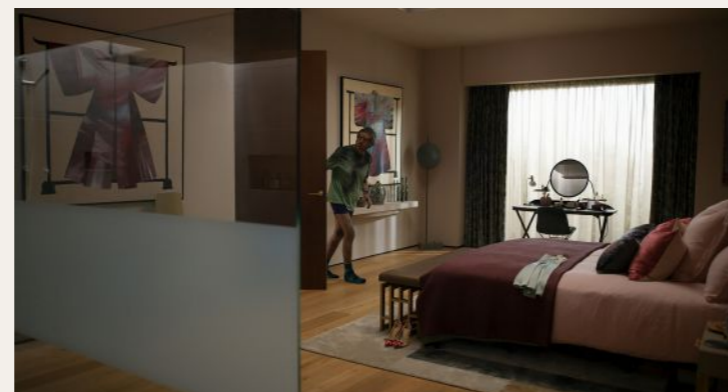
Set planning and development

The SketchUp model established the house layout, circulation, sightlines and build logic before the interiors were constructed, dressed and filmed.



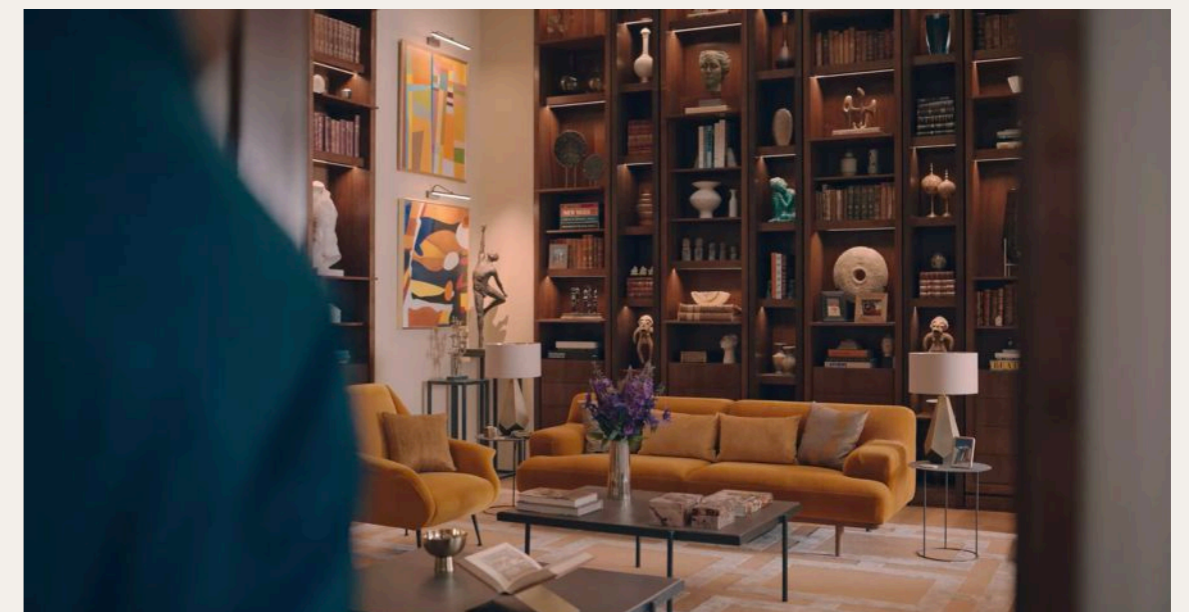
spatial overview model

layout, circulation, sightlines and build logic



finished set stills

interior atmosphere, dressing, artwork and material tone



MIELE

production design

Commercial campaign for Miele, developed across a main product film, supporting product videos and stills. The set design created a warm contemporary domestic environment where appliances were integrated into everyday living, balancing brand clarity with a soft, lived-in interior atmosphere.

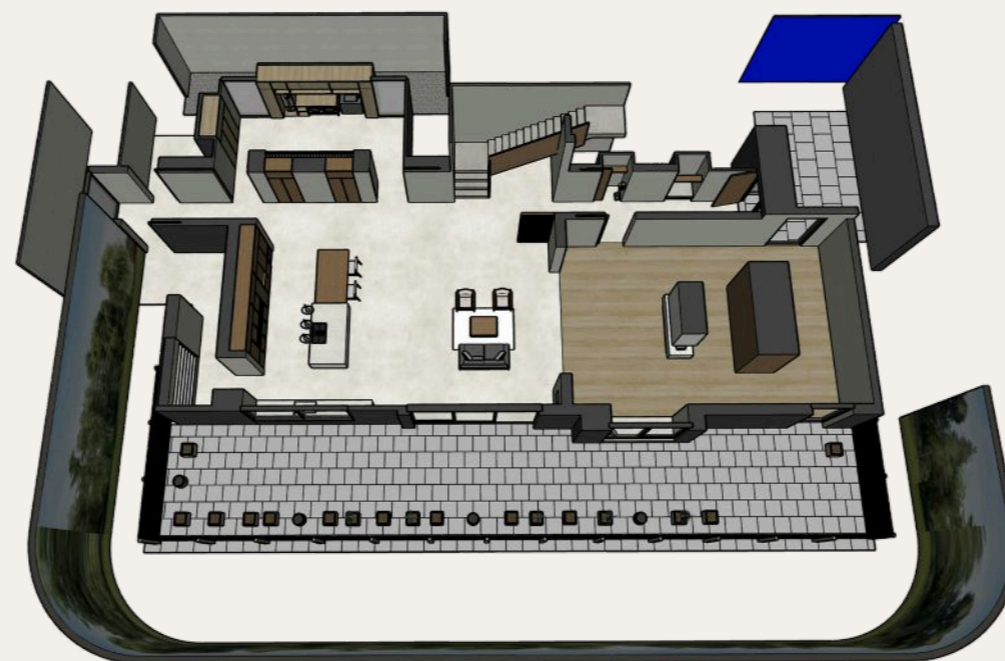
role and scope

Production Designer

- set concept
- spatial planning
- material and colour direction
- set build and construction oversight
- appliance integration
- furniture, prop and lifestyle styling
- product-shot environment design



finished set stills
main living environment



set overview model
layout, circulation, sightlines, and build logic



Thank you for your consideration

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