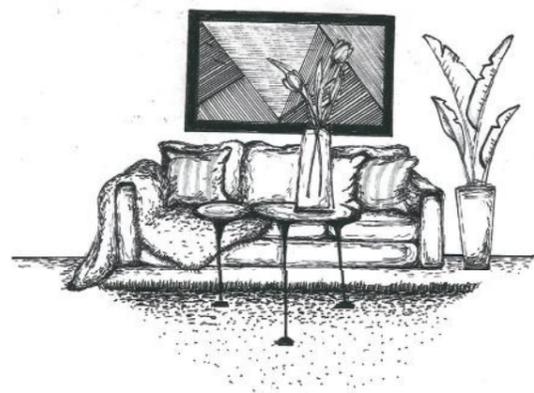




RIHAM ASSAAD
COMMERCIAL INTERIOR DESIGNER

Mini - *Portfolio*

Passionate about creating inspiring spaces



About Me

As an interior designer, I strive to creatively solve problems with innovative thought and process, to enhance people's lives through their interior environment.

The works in this portfolio document is a reflection of client's lifestyle and my desire to create beautiful and functional spaces that will enrich our everyday lives.

Peter Gilmore restaurant

Location : 12 St Huberts Rd, Coldstream
VIC 3770

Client : Peter Gilmore
Background : Peter Gilmore is the Executive chef at two of Australia's most exciting and dynamic restaurants Quay and Bennelong, he's now known as "King of vegetables". Gilmore's food philosophy has always been 'Food inspired by nature'.

Brief/ requirements :

- Create a new venture for chosen expert in hospitality
- Create positive and memorable experiences for the customer
- intimate dining experience inspired by fresh, seasonal produce
- create floor plan for the new venture, including joinery
- Incorporate expert brand identity and his food vision / philosophy into space

Concept design :

The work was conceived from a client's premise "Farm-to-table". From this concept and considering the characteristics of the garden neighborhood of the place, a simple typology was thought of, of unique and flexible space surrounded by nature, where the dining room coexists in the central area, the open kitchen at one end and the bar at the other.

continuing with the idea of connecting with nature, a few materials were used and in their natural state: concrete, corten steel, wood and glass.

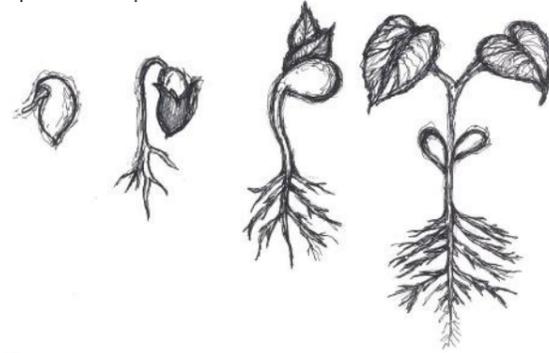
Software and Skills :

- Hand sketches
- 3D max / Vray
- AutoCAD
- Photoshop

Concept colour palette



Concept development



"Seeing a plant grow from a seed, harvested and then placed on the plate is something that every person should see", this is the idea behind Peter Gilmore new venture



Artist impression only



Artist impression only



Artist impression only

Materiality



Timber Ceiling Paneling

Spanish emerald tile

Forest Green Upholstery Fabric

Kravet Plain Woven Sage Upholstery Fabric

Travertine Tile

Hexagon Charcoal Stone

Terrazzo Porcelain Tiles

Silver Concrete Porcelain Floor Tile

Colour Stick Expo Stand

Location : Melbourne Convention and Exhibition Centre
 Event name : 17th Edition of Decor + Design
 Client : Colour Stick
 Background : Colour stick is a fusion of traditional European curtain hardware with a contemporary Australian twist-offer rods that made from the best quality African timber, and customised locally in any colour

Brief/ requirements :

- Use unique design, bold graphic to grab the attention and interest to the consumer
- Provide Effective lighting to increase awareness of the stand
- Provide a welcoming environment within the space
- Provide a brand identity to express core values and company aesthetic
- Create a memorable image
- TV screen
- Counter
- Raised Flooring with Vinyl

Concept design :

Simple, artistic and minimalistic exhibition booth design concept, that are clutter-free to communicate the marketing message more effectively to the target audience

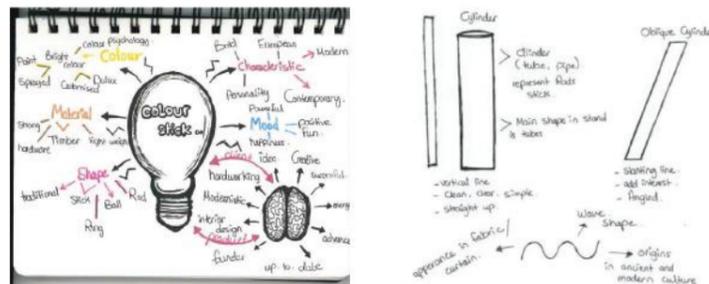
Software and Skills :

- Hand sketches
- 3D max / Vray
- AutoCAD
- Adobe inDesign

Concept mood board



Concept development



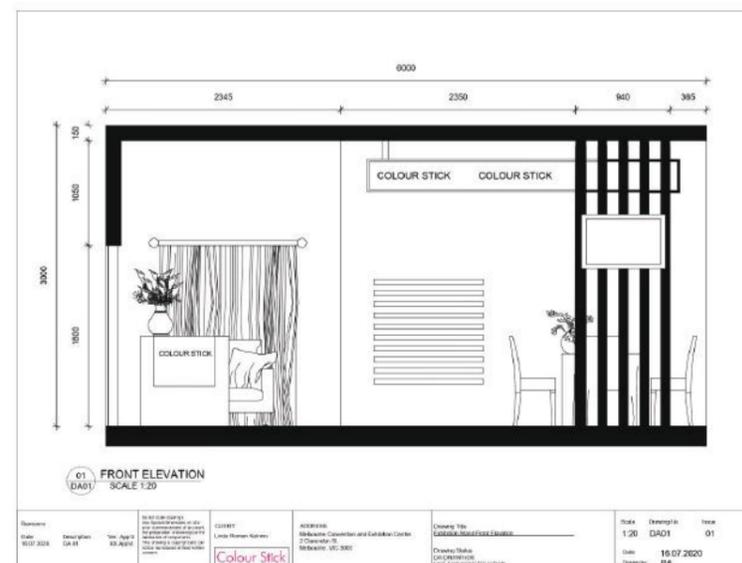
Artist impression only



Artist impression only



Artist impression only



Materiality



Upholestry Fabric super velvet Hot pink



Aluminium Combined with PVC



Black and White Stripe Wallpaper



Engineered Timber Flooring Classic Oak

Annandale apartment

Location : 50 Berrima Rd, Annandale NSW 2038
 Client : Tom McKenzie and Maddie Casella
 Background : Tom and Maddie are in their mid-thirties, they have a hectic lifestyle, professionally and socially. They share a passion for helping others and donate one month a year of their time to Doctors without borders, travelling to many remote parts of the world. Their apartment is an open space with prefabricated kitchen/bathroom.

Brief/ requirements :

- Deliver a stunning decoration solution for living room and bedroom
- Interested in contemporary design- making their lives more enjoyable
- A budget of \$30,000 for the space
- Cost all furniture and accessories within the budget
- Select products from well-known local supplier to producing high-quality furnitures to increase chances of getting sustainable products

Concept design :

The apartment divided into main parts, first part is a sociable area, which includes the kitchen, dining area and living room. The second part the apartment holds private quarter which include the master bedroom, the decor throughout the two areas is a smooth flow of warm neutrals by using natural materials, makes this an environmentally responsible project, and the considered choices result in a atmospheric minimalist interior.

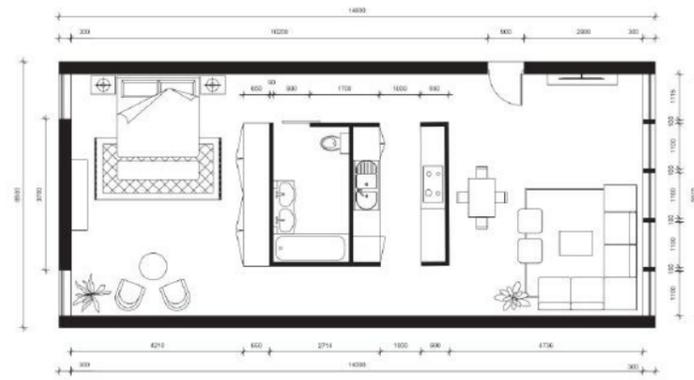
Software and skills :

- 3D max/ Vray
- AutoCAD
- Photoshop

Colour Palette



#Warm #Natural #Organic #Minimal



Apartment floor plan "Not to scale"

LIVING AND DINING ROOM						
ITEM	SPECIFICATION OR DETAILS	SUPPLIER DETAILS	COMMENTS	QTY	COST PER UNIT	IMAGE
Brooke Leatherette Dining Chair	Fabric: Leatherette upholstery - steel legs colour: light tan 63cm W x 62 D x 83H	L Interiors 505 Balmain Road, Lilyfield, NSW 2040 Phone: 1300873395	1-2 weeks	4	\$249.00	
HENSLEY Dining table	Material: timber Colour: Natural 210 x 100	Freedom Home HQ, Level 1/1 Frederick St, Artarmon NSW 2064 Phone: 0294363466	1-2 weeks	1	\$3099.00	
Percy Coffee Table	European Knotty oak and pepper room wooden surface, Black powder-coated steel boxed frame	Interiors 80 East Derrimut Cresnet, Derrimut VIC 3026 Phone: 1300668605	2-5 Business days	1	\$503.00	
GIOIA Wall art ROCK WAVES, Style A	Frame Canvas - Giclee printed on 320 gsm premium canvas 50x70 cm Oak frame	Goia Melbourne Nunawading 3131 VIC Email: info@goia.com.au	5 years warranty	1	\$309.00	
LEGND Light Pendant	Material: Metal, Natural Oak power(W): 72W Lamp Base: E27	Oz Lighting Phone: 1300858360 Email: sales@ozlighting.com.au	1 year warranty	1	\$210	
Allegra Diamond Pattern Berber Shag Rug	Allegra Berber style rug in a signature Berber Colour scheme of natural New Zealand Wool with a simple looped diamond pattern 330cm x 240cm	Miss Amara Pty Ltd 2/54 Blackshaw Ave, Mortdale, NSW 223 Email: info@missamara.com.au	7-10 days	1	\$1,814.00	
SKU: SOCNLQNVGRZ Long beach Corner Sofa	Material: 93% Polyester/ 5% Cotton/ 20% Nylon Colour: Ivory Fabric: Bellevue New Ivory Frame Material: Solid Pine Frame, and solid wood legs	Location: 260 Nicholson Street, Fitzroy, VIC 3065 Phone: 1300738088 sales@pougetlovers.com.au	Warranty Frame: 5 years Warranty Fabric: 12 months	1	\$3499.00	
Talor Foot Ottoman	Materials: 71% Linen, 17% Viscose	Phone: 1300754700 Email: info@atticahouse.com.au	Leaves partner warehouse in 4-7 business days 2 years Manufacturer warranty	1	\$599.00	
Potted Faux Leopard Lily plant	40cm H x 330cm W x 30cm D	Temple and webster 1A 1-7 Unwara Bridge Rd, St Peters, NSW 2044	Leaves warehouse in 2 business days 1 year warranty	1	\$79.00	
Faux Ivy with pot	Colour: dark green 76cm H x 60cm W x 60cm D	Temple and webster 1A 1-7 Unwara Bridge Rd, St Peters, NSW 2044	Leaves warehouse in 3 business days 2 years warranty	1	\$79.00	
White tall Faux tulip with Glass vase	Material: polyester, plastic, glass Colour: white 50cm H x 30cm W x 30cm D	Temple and webster 1A 1-7 Unwara Bridge Rd, St Peters, NSW 2044	Leaves warehouse in 3 business days 2 years warranty	1	\$75.00	



Artist impression only



Selected Furniture and accessories





Artist impression only



Artist impression only



Artist impression only

Selected Furniture and accessories



Emily Wide King Size Bed Head Blue Pattern Cushion Phyllis Timber 2 Drawer Table Phyllis Timber Side Table Cove Glass Bedside Lamp GIOIA wall art Canvas Tulips with Glass Vase

FF&E Schedule

JOB NO.:	0001		FOR: Tom McKenzie and Maddie Casella
CLIENT:	Tom McKenzie and Maddie Casella		DATE: 05 July 2020
ADDRESS:	50 Berrima Rd, Annandale NSW 2038		SIGNED:
CONTACT:	Tom.Maddie@gmail.com 04xxxxxxx		
PREPARED BY:	Riham Assaad	ph: 0451503223	e: riham.design@hotmail.com

BEDROOM						
ITEM	SPECIFICATION OR DETAILS	SUPPLIER DETAILS	COMMENTS	QTY	COST PER UNIT	IMAGE
Emily Wide King Size Bed Head	Materials: Premium Velvet Fabric colour: Ocean Blue	Brosa Sydney 6/85 Dunning Ave, Rosebery NSW, 2018 Phone: 1300027672 Website: www.brosa.com.au	Leaves from warehouse in 2 weeks 5 years warranty	1	\$874.00	
King Size Upholstered Gaslift Bed Base	Material: Premium Velvet(100% Polyester) Leg material: Solid Birch Bed Base Slats: Steel Frame Fabric colour: Ocean Blue	Brosa Sydney 6/85 Dunning Ave, Rosebery NSW, 2018 Phone: 1300027672 Website: www.brosa.com.au	Leaves from warehouse in 2 weeks 5 years warranty	1	\$1124.00	
Super Supportive Mattress	Zip Colour: Nude Top Material: Tranquil Microclimate Layer 203W x 183D x 24H	Livingstyle NSW 10/4A Bachell Avenue, Lidcombe, NSW 2141 Email: service@livingstyles.com.au	Leaves NSW warehouse in 1-2 weeks 2 years warranty	1	\$1499.00	
Product Code: S142 1200tc Palais Quilt Cover	Fibre Content: 100% Cotton Colour: White	Sheridan 26/286 Whitehorse Rd, Nunawading VIC 3131 Phone: 03-98781099	5 years warranty	1	\$649.99	

SKU: LSPR-ID7477667 Phyllis Timber Side Table	Material: Solid Oak Timber Colour: Weathered Oak 60cm W x 45cm D x 76cm H	Livingstyle NSW 10/4A Bachell Avenue, Lidcombe, NSW 2141 Email: service@livingstyles.com.au	Leaves NSW warehouse in 1-2 weeks 2 years warranty	2	\$909.00	
SKU: LSPR-ID7353213 Phyllis Timber 2 Drawer Console Table	Material: Solid Oak Timber Colour: Weathered Oak 110cm W x 40cm D x 80cm H	Livingstyle NSW 10/4A Bachell Avenue, Lidcombe, NSW 2141 Email: service@livingstyles.com.au	Leaves NSW warehouse in 1-2 weeks 2 years warranty	1	\$1,485.00	
World Collection	One-sided traditional Chinese intricate patterns in blue tones on a linen blend cushion 45 x 45cm	The décor house Burwood Highway Burwood East VIC 3151 info@thedecorhouse.com.au	10-15 business days	2	\$49.00	
SKU: TMPL2363 Cove Glass bedside lamp	Base Colour: Clear Shade Material: Fabric Shade Colour: Cream Bulb Base Type: E27 51cm H x 35cm W x 35cm D Cord Length: 240cm	Temple and webster 1A 1-7 Unwins Bridge Rd, St Peters, NSW 2044	Leaves warehouse in 3 business days 2 years warranty	2	\$49.00	
SKU:LSPR-ID7381556 Marled Hand Tufted wool Rug	Material: Wool Colour: Snow 250cm W x 300cm D	Livingstyle NSW 10/4A Bachell Avenue, Lidcombe, NSW 2141 Email: service@livingstyles.com.au	2-3 business days	1	\$1239.00	
GIOIA wall art Blue Leaf , Set of 3	Frame Canvas , Giclee printed on 320 gsm premium canvas 50x70 cm Oak frame	Gioia Melbourne Nunawading 3131 VIC Email: info@gioia.com.au	5 years warranty	1	\$519.99.00	

GUESS retail wall display

Location: Westfield Fountain Gate Shopping Centre VIC, Shop 1187 Level 1/25-55 Overland Dr, Narre Warren Vic 3805
 Client: GUESS
 Client background: GUESS is an American upscale retailer and a brand of clothing and other fashion accessories like watches, perfumes and jewelry

Brief/ requirements:

- Design a custom wall display for a selected brand
- Design that capturing the brand ethos, aesthetic and contributing to the overall 'brand experience' within the chosen retail design
- Incorporate a logo/ branding elements into the design

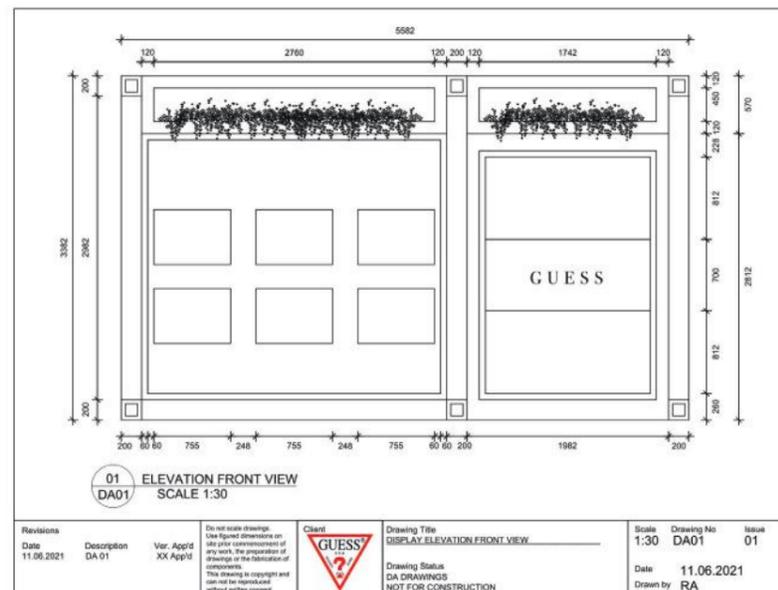
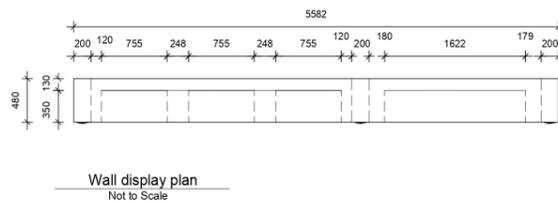
Concept Design:

To achieve the purpose of attracting customers, The design of GUESS retail wall display is well integrated with the whole environment, giving people the ultimate luxury feeling. Marble material used to create elegant, luxury and timeless store concept the integration of champagne gold in the details is all about the honour and elegance of brand.

Software and skills:

- AutoCAD
- Photoshop
- 3D max/ Vray
- hand sketches

Concept mood board



Artist impression only



Artist impression only



Artist impression only

Materiality



Luxury Upholstery Wine Red Velvet Fabric



Black and Gold Polished Marble



Marble Caliza Polished



Gold Stainless Steel Sheet

Real-estate Office

Location : Tramore place, Killarney Heights NSW 2087

Client : Brian and Kathleen - Ray White

Background : Ray White Killarney Heights is much more than a real-estate, it is a hub for the community driven by Brian and Kathleen Fairweather's core values.

Brief/ requirements :

- Client's needs solution based through storage, the re-allocation of specific workable spaces to maximise the area, and create privacy for both stakeholders and all employees regarding sensitive information
- Create a light, bright space and comfortable space for all those who interact there
- All chosen furniture fit in the space and have enough space to allow free movement

- Choosing colours that match Ray White Guide
- Used Green-wall into space to promote health and well-being in an enclosed space
- Mid-century to modern selected furniture, all furniture provide comfort, last-long and warranty

- Mid-century to modern selected furniture, all furniture provide comfort, last-long and warranty

Concept design :

The new spatial plan of Ray White office works well for openness, for client, community engagement, privacy for staff and sensitive information

An inclusion of corporate colours to highlight the Ray White identity instantly

a new flow of areas to add balance and greater work flow, a Feng Shui design to allow openness and personal space.

To suit needs and functions of different personalities, at various times of the day, it organised yet flexible, comfortable yet refined, local yet corporate.

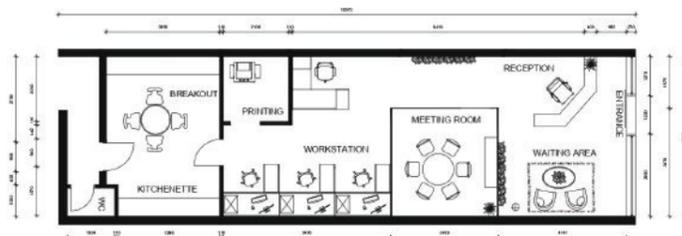
Software and Skills :

- Hand sketches
- 3D max / Vray
- AutoCAD
- Adobe inDesign

Concept mood board



Concept development



01 Floor plan
DA01 SCALE 1:00

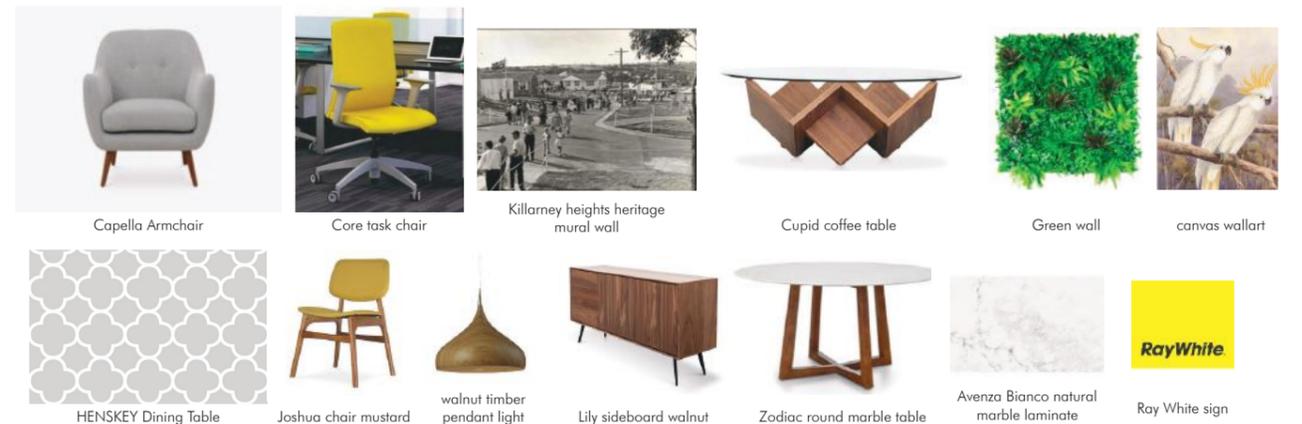
Revisions	Description	Var. App'd	By	Client	Drawing Title	Scale	Drawing No.	Issue
27.11.2019	DA 01	XX App'd	XX App'd	Brian and Kathleen	RayWhite office Floor plan	1:00	DA01	01
Do not make drawings the legal document of the project. The preparation of drawings is the responsibility of the drafter. This drawing is copyright and shall not be reproduced without written consent.			Client: Brian and Kathleen		Drawing Status: DA DRAWINGS NOT FOR CONSTRUCTION	Date: 27.11.2019 Drawn by: RA		



Artist impression only



Selected Furniture and accessories



1 Bligh Street

Project: 1 Bligh Street
 Location: 1 Bligh Street, Sydney NSW
 Client: Starbucks
 Client background: Starbucks is an American multinational chain of coffeehouse and roastery reserves headquartered in Seattle, Washington.

Brief/requirements:

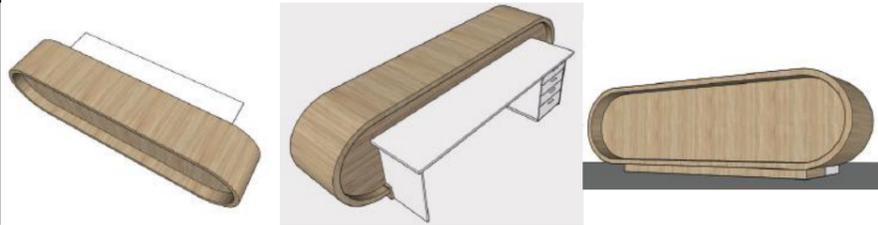
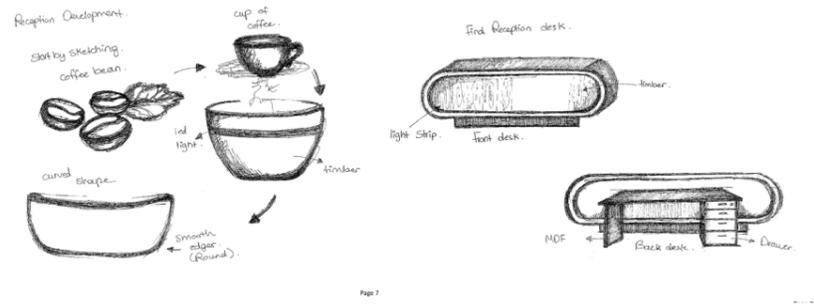
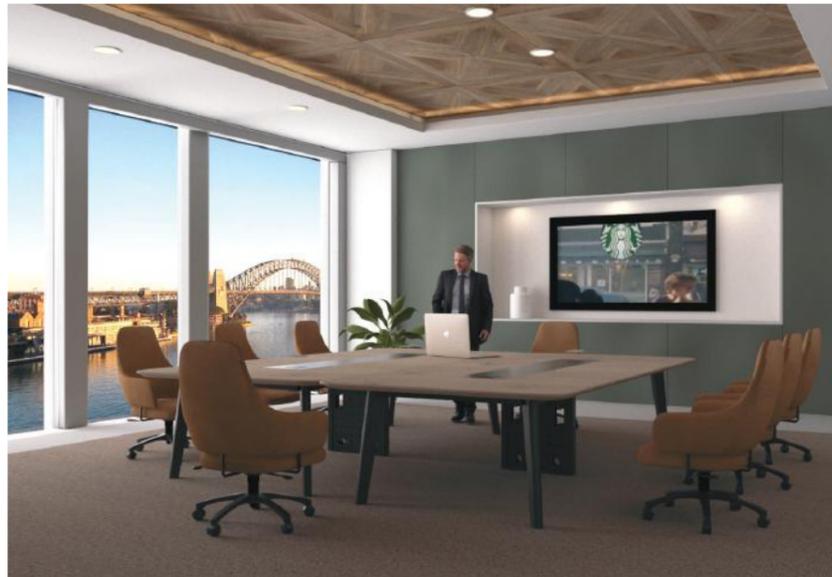
- Create commercial workplace for an existing building
- Furniture plan as part of design proposal
- Contemporary, trends and comfort workplace
- Create an original design proposal for the reception desk
- Design that reflect client's brand identity

Concept Design:

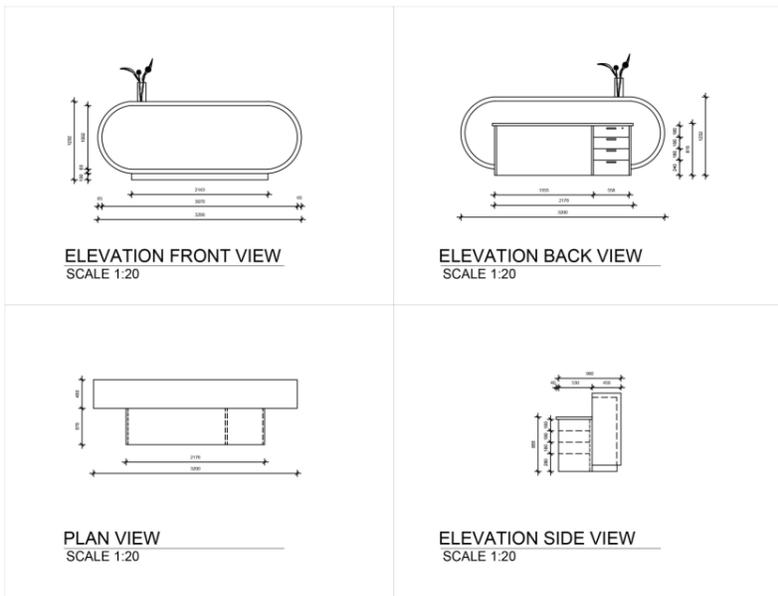
1 Bligh Street site presented the ideal opportunity for an intuitive workplace that actively encourages the movement of staff throughout the space and the transference of ideas.

The bright, open workplace is infused with a smooth artistic flow; a fluid layout design that offers staff the freedom to choose work styles that best suit them.

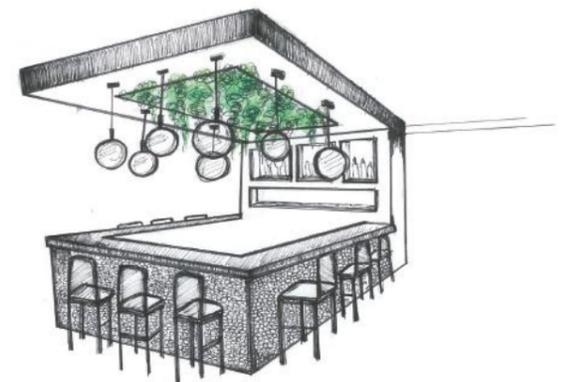
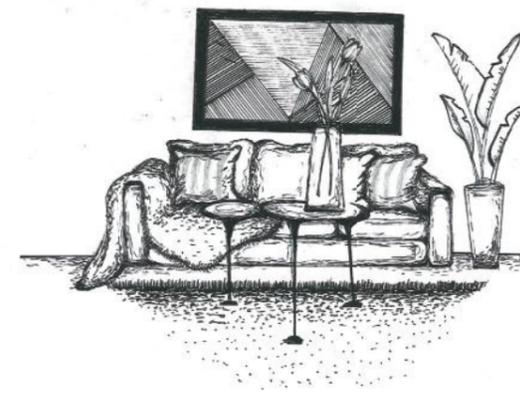
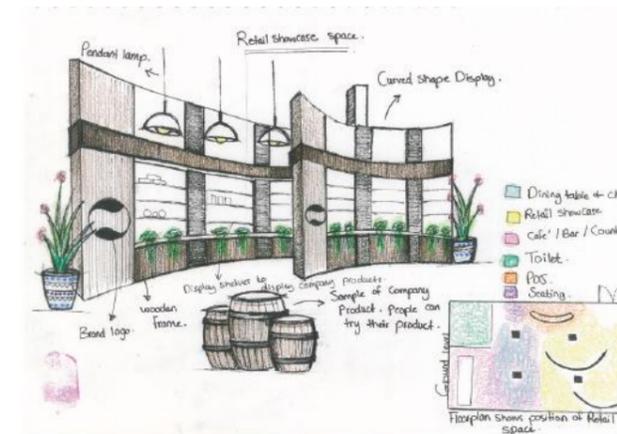
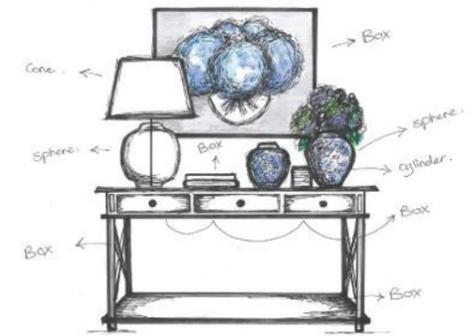
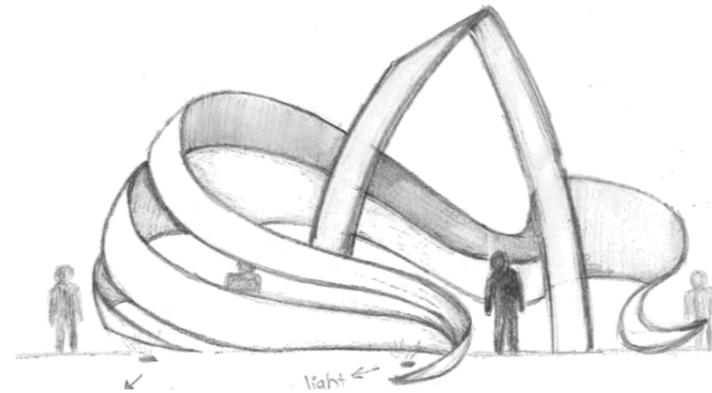
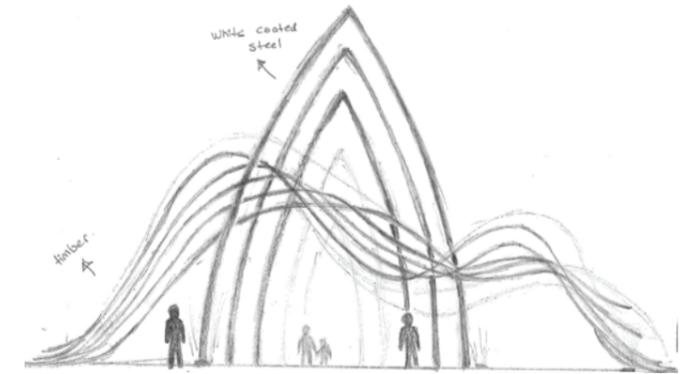
The fitout (Furniture) provides a variety of spaces including focus, touchdown, and breakout spaces- each with varying degrees of visual and acoustic privacy. Premium materials and a rich palette come together to create a space of raw and elegant sophistication, Embodying the Starbucks brand within the space.



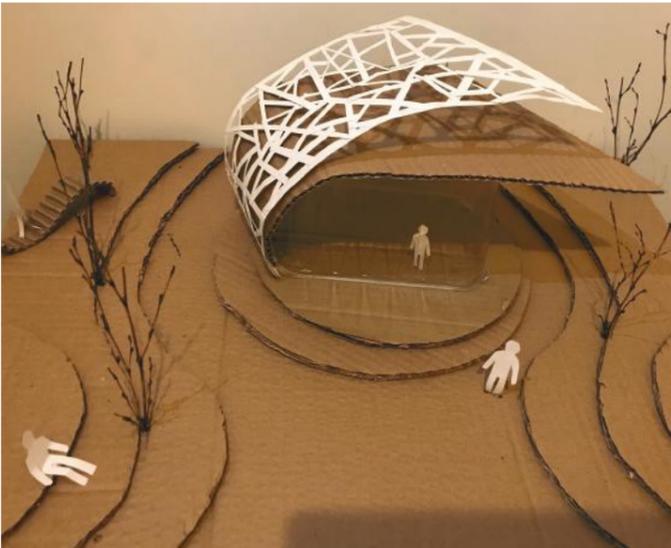
applied the elements of modern into design which are geometry, sleek, combined simplicity and visually light form
 The shape of reception desk curve two sided, which create a balance and organic look



Hand Sketches



Physical Model - made of 100% recycle materials



3D Modelling Artist impression only

