

Serena Murphy
Set Dec/Art Dept Assistant

Portfolio

Contact details

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Tel: 07494 959763



Curriculum Vitae

Skills

- CAD and hand draughting
- Creating Moodboards
- Research
- Prop sourcing
- Set dressing
- Petty Cash buying
- Full driving licence and own car
- Specifying curtains and upholstery
- Hand and machine sewing

Programs used

- AutoCAD
- Google Sketchup
- Adobe InDesign
- Adobe Photoshop
- MS Office

- ✓ Current Mentee on Talking point's mentorship scheme
- ✓ Completed Creative Media Skills Introduction to Art department course at Pinewood (Jan 2020)
- ✓ Completed Screenskills basic training on Coronavirus in production
- ✓ London Film school Budgeting and scheduling for Art department
- ✓ Talking Point's 'Introduction to Petty cash buying' with Emma Ford

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Experience

March – May 5th 2021 The Almond and the Seahorse | Mad as Birds Productions | Art department assistant

Production Designer: *Virginia Godwin*

Set Decorator: *Clemency Cartwright*

2020-2021 Cobra season 2 | SKY TV | New Pictures | Art department assistant

Production Designer: *Stephen Daly*

Set Decorator: *EJ Grainger*

Freelance | Hospitality Interior Designer | Nationwide | 2018 -2020

Working for DeVere Hotels and The Royal Society

Responsible for all aspects of the following projects from concept through to project managing the installation team. Projects included:

Chicheley Hall, Newport Pagnall | 33 bedroom refurb

Beaumont Estate, Windsor | 150 bedroom refurb | Leisure facility refurb

Tortworth Court, Wootton | Leisure facility refurb | furniture refurb of Atrium

Horwood House, Milton Keynes | 40 bed refurb

Latimer Estate, | light refurb of 4 bedrooms and public spaces for client showround with BMW

Horsley Estate | set dressing the bar and function rooms

John Dixon Associates | Hospitality Interior Designer | Dec 2017 – Sept 2018

Working mostly on Pub refurbishment for various breweries including:

Greene King | complete refurbishment of over 70 pubs nationwide

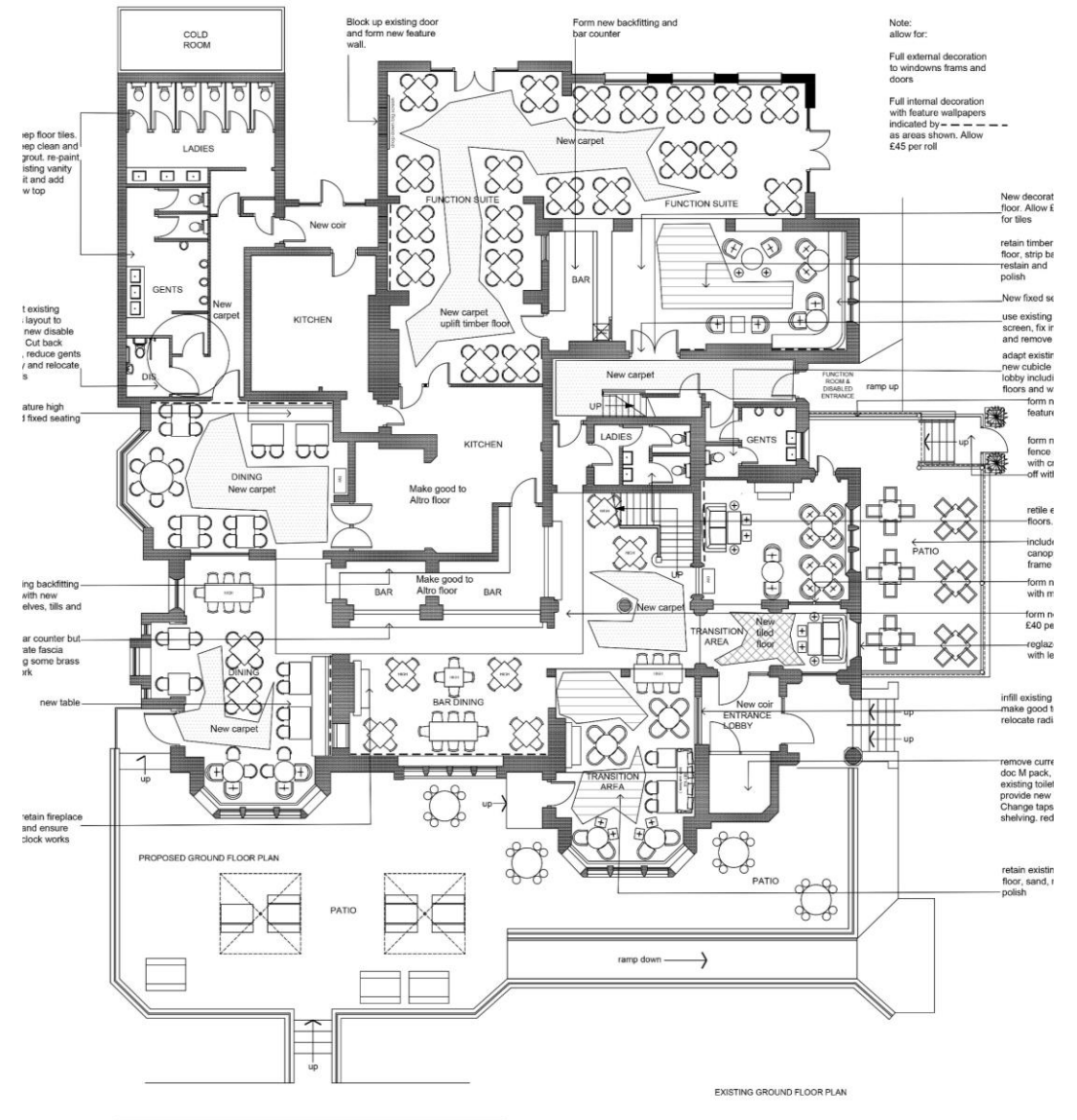
Joseph Hots | complete refurbishment of The Woodthorpe Prestwich

Kedleston Manor | drawing pack for refurbishment of second floor bedrooms

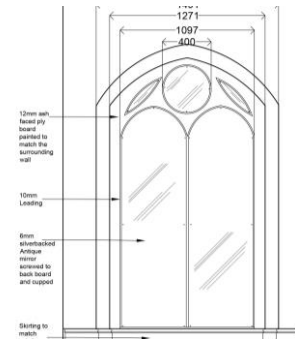
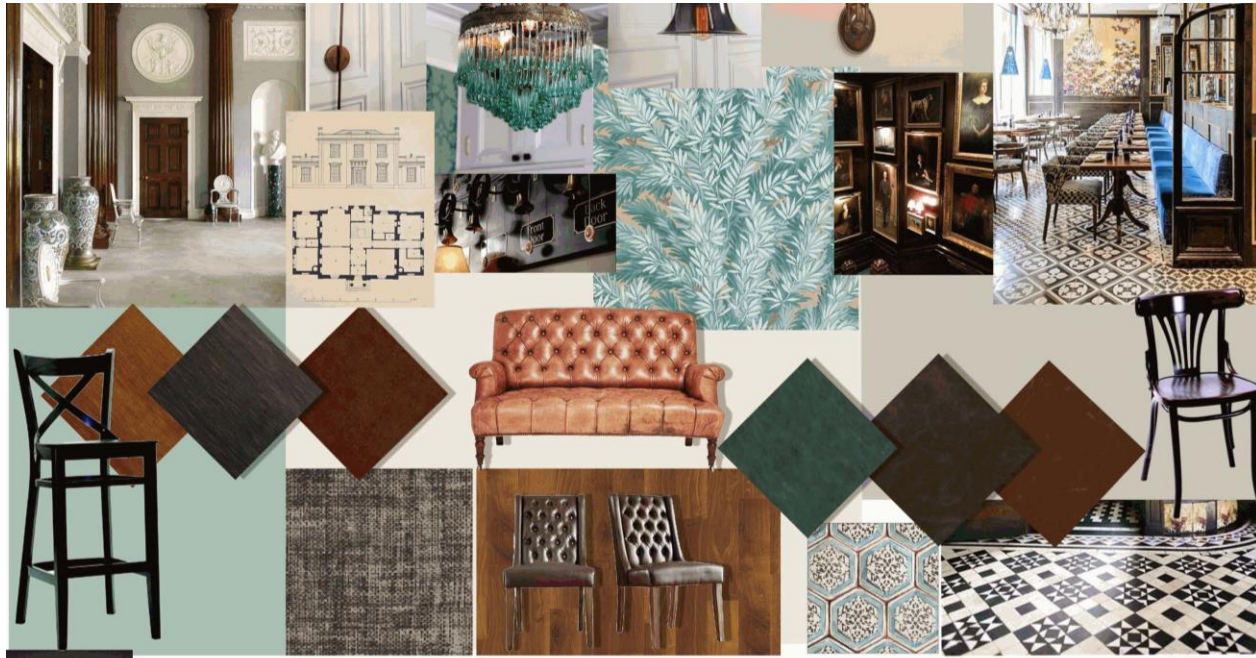
The Woodthorpe, Prestwich

Full refurb of the Flagship house for Joseph Holts brewery.

Each space within the site was designed to reflect a member of the Holts family and their relationship to the City of Manchester. I also designed an entirely new function room bar and converted a disabled toilet into brewery display area to showcase the brand's history.



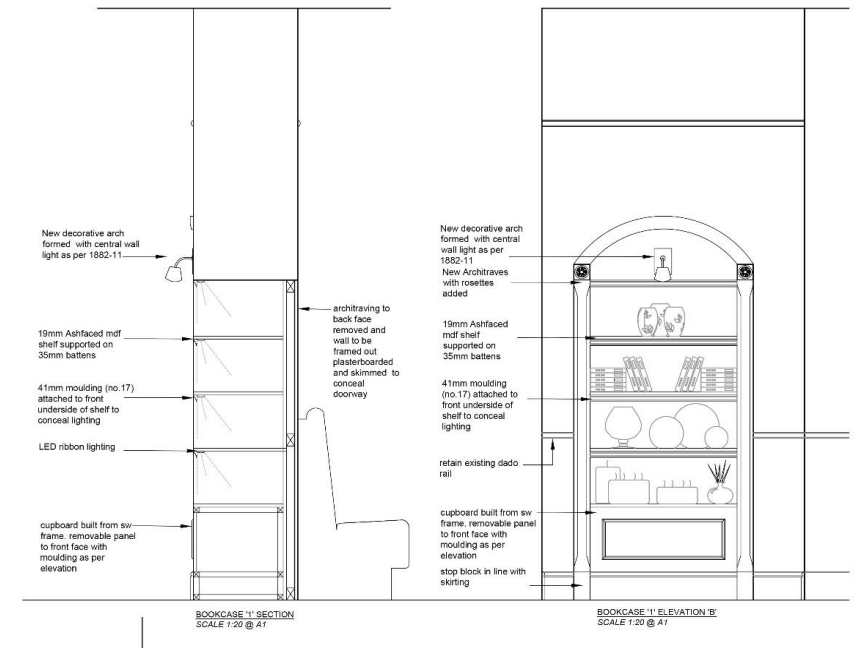
The Woodthorpe, Entrance hall



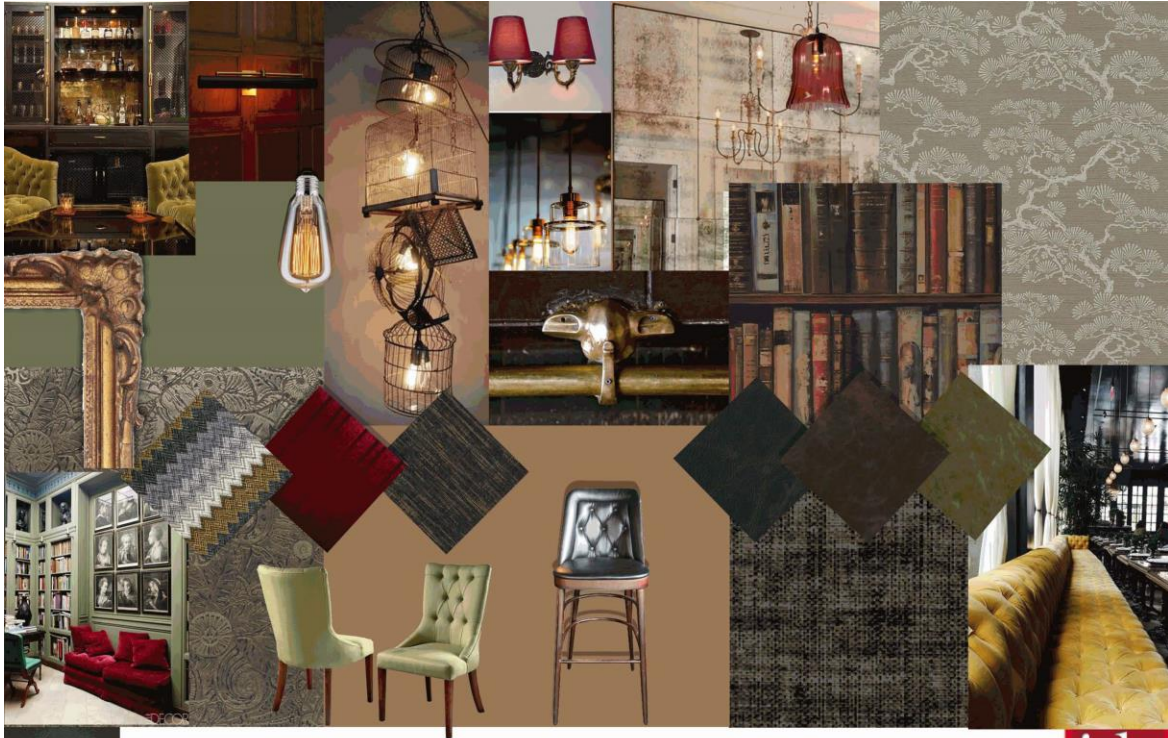
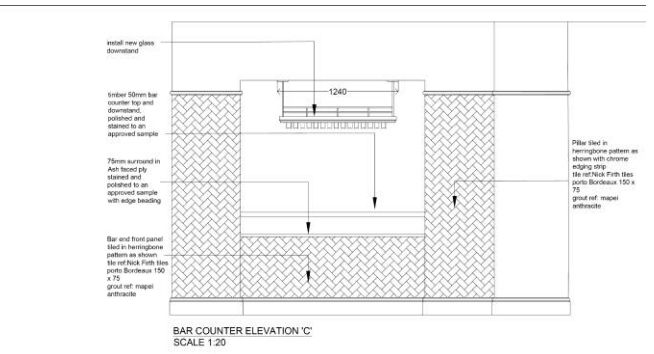
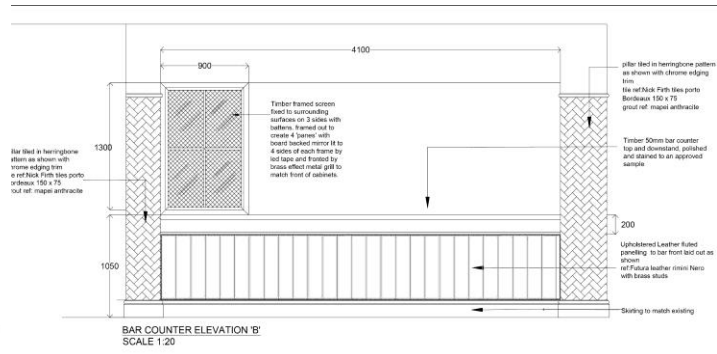
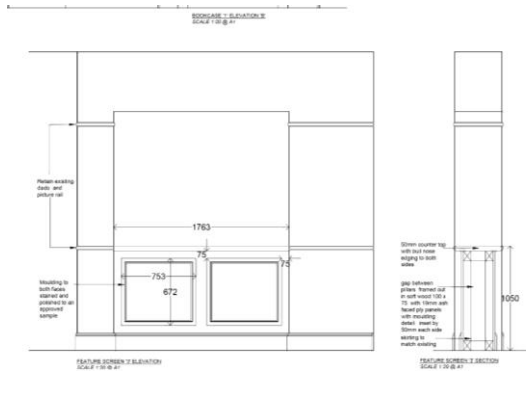
PROPOSED INTERNAL DECORATION - *The Woodthorpe, Prestwich, Entrance Hall*



The Woodthorpe, Dining room



The Woodthorpe, Function Room

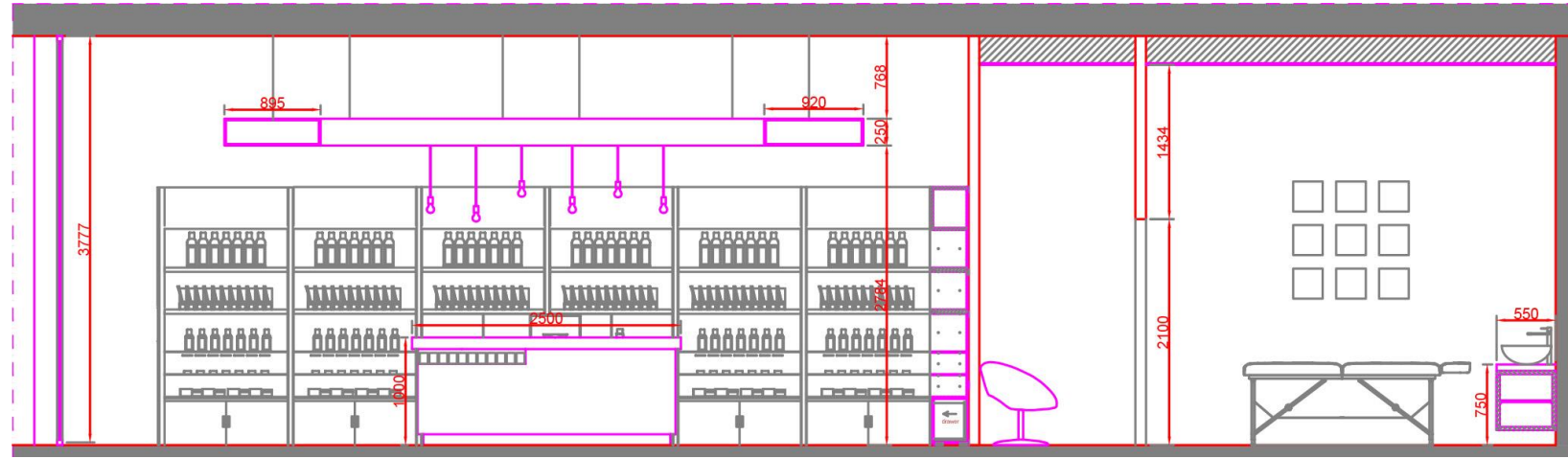


PROPOSED INTERNAL DECORATION - The Woodthorpe, Prestwich, Function Room

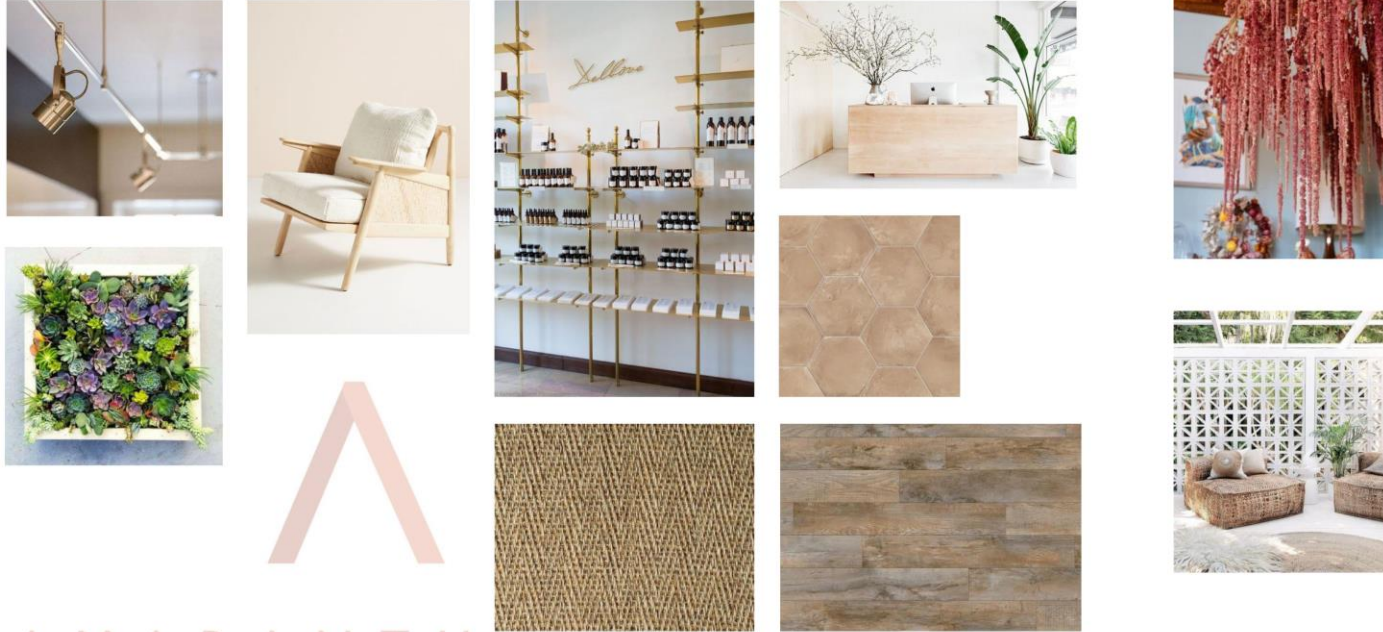


Amaranth, Manchester

Design and shop-fit for a brand new Wellness store in Manchester's Royal Exchange. As you will see from the board and images the end result was a much simplified version of the initial concept but in-keeping with the spirit of clean and natural living.



Mood Board



All organic finishes, graphics, branding, flexible lighting, white interior Pergola with plants over sales counter, in-set sisal rugs

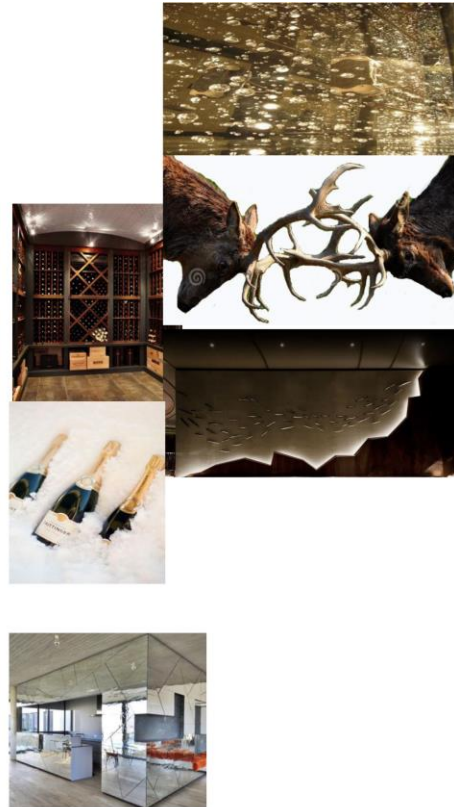


Piccadilly Place, Manchester

The Great Indoors



Concept 1



Concept 2

Embers and Afterglow



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A Scheme for a bar near a Manchester train station specialising in the after office market

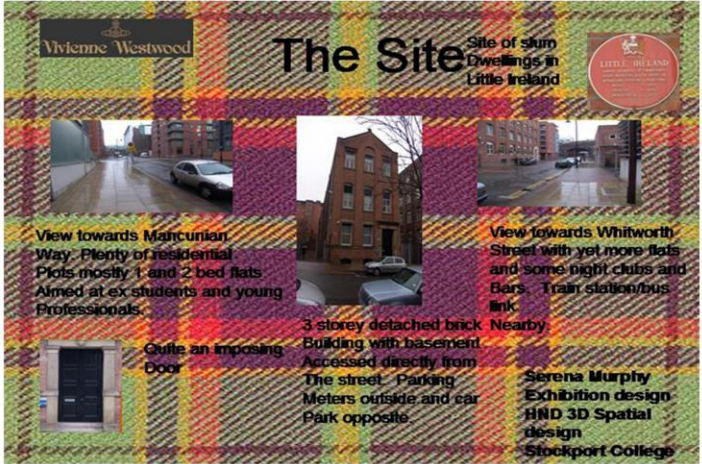
Designed to capture the commuters and 5-7pm crowd on the way home from work. Concept 1 is a taste of what is missing in urban life, a chance to be wild and free and Concept 2 is a warm fireside in which to cast off the cares of the day.

Exhibition design project

College Project: An Imagined Vivienne Westwood retrospective

Using the layered concepts of falling down the 'rabbit hole', the 'Peep show' and the Maze, the viewer is lead through a series of spaces and encouraged to interact in order to view the exhibits. The space is set out chronologically in terms of the 3 main movements within Westwoods work.

Vivienne Westwood Exhibition



Site board



Concept board

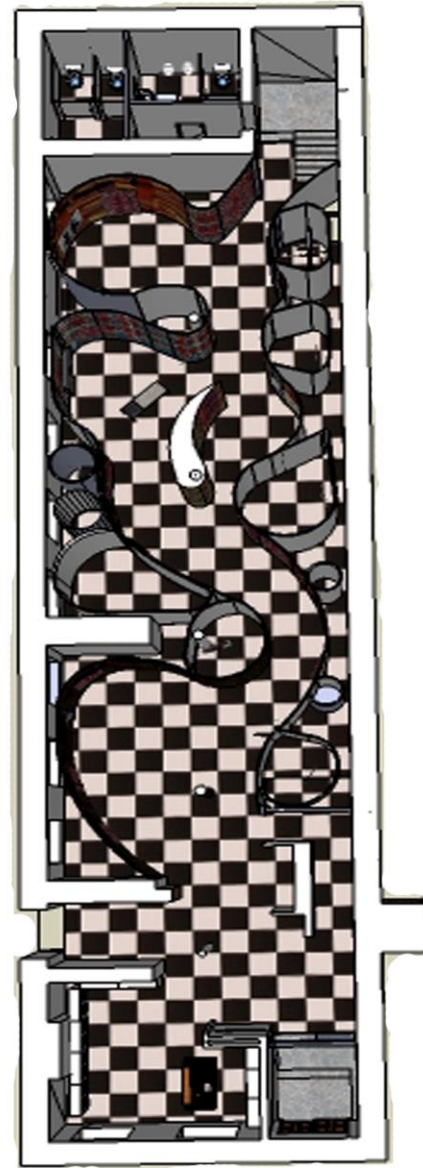


Concept sketch

Brief

A retrospective of the work of fashion designer Vivienne Westwood. The exhibition aims to capture both the evolution of her design and also the anarchic tendencies which define her approach.

SERENA MURPHY



The exhibition is like falling down the rabbit hole or finding oneself in a maze, at every turn there is something to see, something unexpected or fantastical.

the route through the space is also ordered chronologically from the Sediton era to Anglomania, finally culminating in the wedding dress Westwood designed for the fashionable TV show "Sex and the City"

Exhinitis can be viewed though "peep holes" and by using opera glasses, and some of thesections are interactive.

Various Moodboards

Concept 1

Brief

I worked as one half of a team of two on this concept for Campus Living Village. The aim was to generate exciting and engaging concepts for the refurbishment of common rooms in two university campuses: Bournemouth and Lyme Regis.

The initial Concept is based on the idea of Urbanisation, the double yellow lines lead the visitor through the space but at the same time the graffiti is a symbol of youth's desire for self expression.



URBANISATION : CITYSCAPE : DEMOGRAPHY



Campus Living Village

Serena Murphy

A Scheme for Student housing and public spaces

Designed to reflect urban living and the inherent controls on peoples behaviour and their subsequent rebellions

Concept

Brief

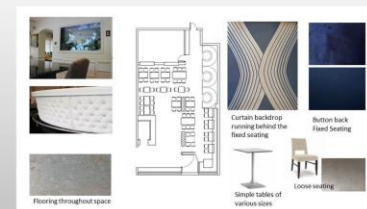
The client of this small restaurant specialising in Bangladeshi cuisine wanted to create an intimate and glamorous environment without reference to cultural heritage. Instead I decided to concentrate on the theme of underwater which was already reference both in the name of the establishment and in the existing aquariums



General Concept



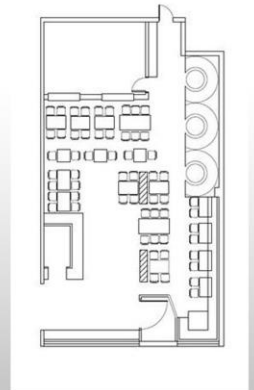
Colour scheme



Main Restaurant area



Private Dining room



Ground floor layout

The Blue Nile

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A Restaurant and bar scheme

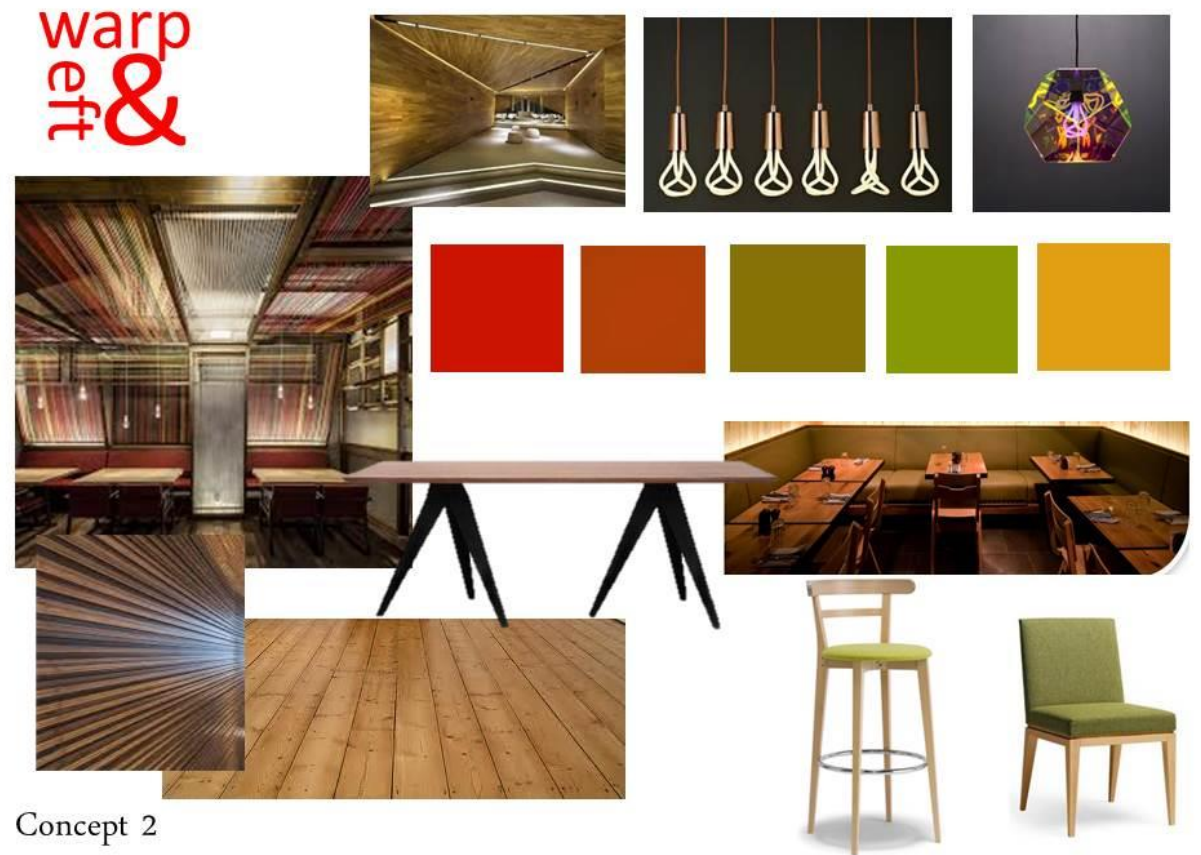
Designed to be luxurious and modern in a small space with a restricted amount of covers but which would allow for a private dining room on the first floor

Basil Chambers, Shude Hill, Manchester



Concept 1

Concept 1 reflects the idea of a local bar past its glory days but also like a well kept secret. Shhh...if you know, you know



Concept 2

Concept 2 reflects the history of the Northern quarter and its importance to the cotton and garment industry. Designed to imitate the lines of the loom in fresh colours and cool lighting.

Thank you for your time

Please feel free to keep this document on file for future opportunities