

HILDING REICH



INTERIOR DESIGN
PORTFOLIO

DESIGN. DECOR. STYLE.

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HOTEL VESPER: COMMERCIAL DESIGN PROJECT

CONCEPTUAL VISION



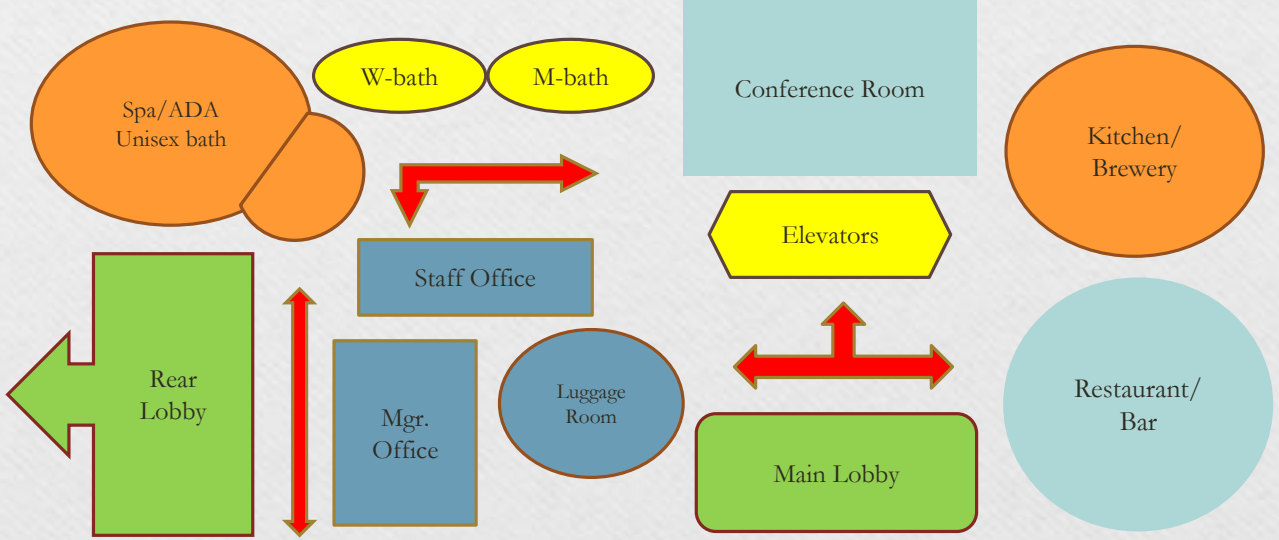
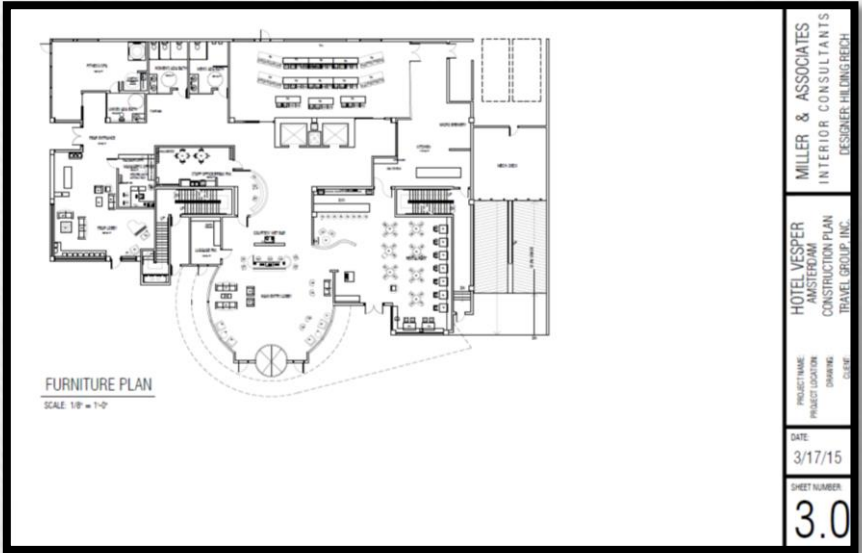
CITY ESSENCE



GOAL: Design a 5-star boutique hotel in Amsterdam. The hotel design is intended to express the culture of the city and the people while developing a program concept that is directly linked to an economic struggle within the culture that needs to be addressed. The program allows for tourists gain awareness of, as well as contribute to the solution for the issues at hand.

DESIGN STYLE: Dutch Modern blended with reclaimed Nordic heritage pieces and architecture.

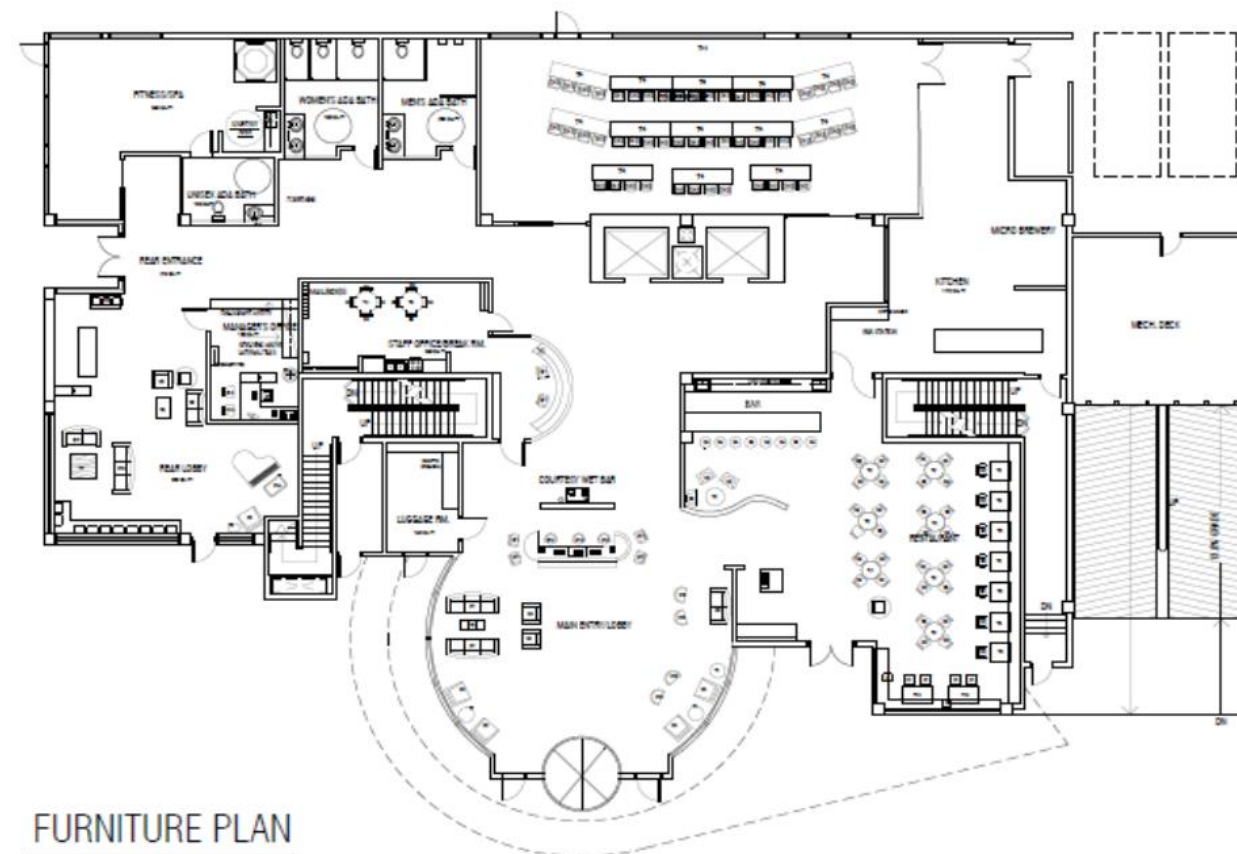
FURNITURE PLAN



COMMERCIAL DESIGN PROJECT: FLOOR PLANS

NEW DESIGN:

- || OPEN LOBBY WITH INTIMATE SEATING ARRANGEMENTS
- || STAFF AND MANAGER OFFICE SPACES
- || TRANSITIONAL CONFERENCE ROOM
- || ADA BATHROOMS
- || MICRO BREWERY
- || SPA
- || INTERNATIONAL RESTAURANT WITH MODERN BAR
- || LUGGAGE ROOM



FURNITURE PLAN

SCALE: 1/8" = 1'-0"

- NEW CONSTRUCTION & FURNITURE LAYOUT

MILLER & ASSOCIATES
INTERIOR CONSULTANTS
DESIGNER: HILDING REICH

HOTEL VESPER
AMSTERDAM
CONSTRUCTION PLAN
TRAVEL GROUP, INC.

PROJECT NAME:
PROJECT LOCATION:
DRAWING:
CLIENT:

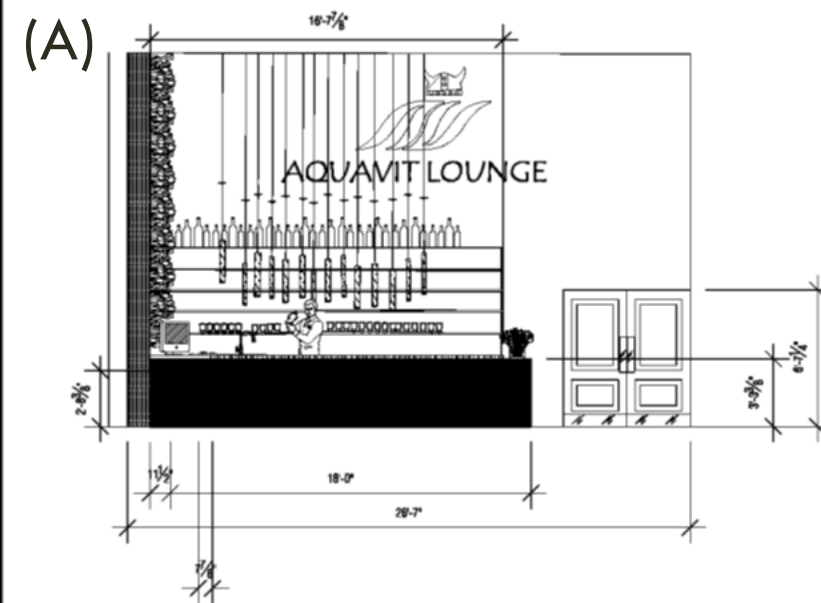
DATE:
3/17/15

SHEET NUMBER:
3.0

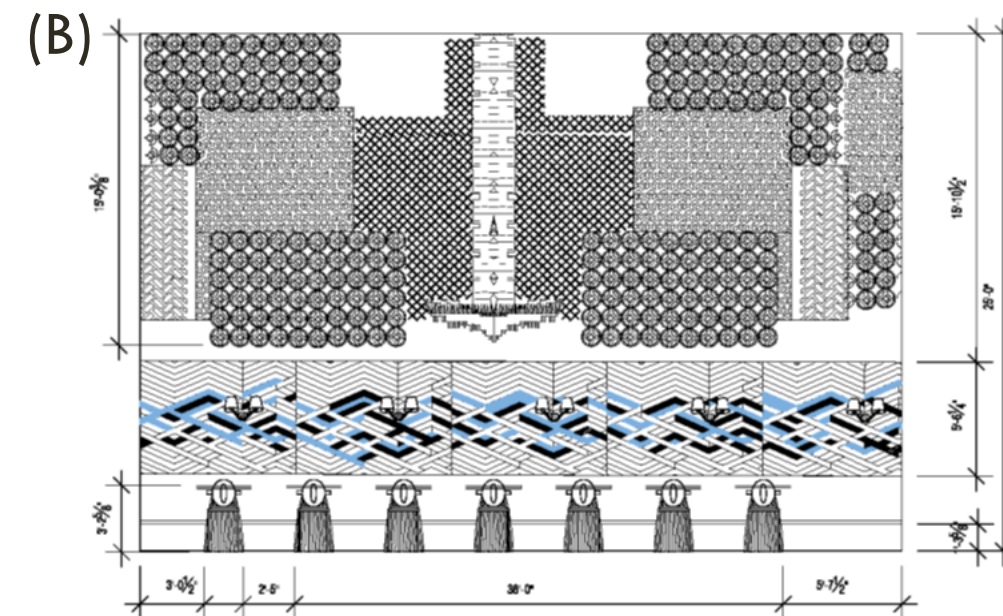
COMMERCIAL DESIGN PROJECT: ELEVATIONS

ELEVATIONS OF:

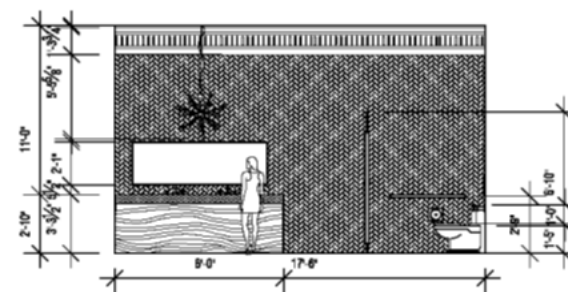
- || HOTEL BAR (A)
- || RESTAURANT (B)
- || ADA BATHROOM (C1-C2)



(A) NORTH ELEVATION: BAR AND LOUNGE
SCALE: 1/8" = 1'-0"

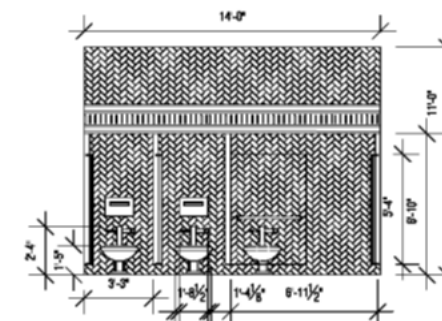


(B) EAST ELEVATION: RESTAURANT
SCALE: 1/8" = 1'-0"



(C1) WEST ELEVATION: WOMEN'S BATH
SCALE: 1/8" = 1'-0"

(C1)



(C2) NORTH ELEVATION: WOMEN'S BATH
SCALE: 1/8" = 1'-0"

(C2)

MILLER & ASSOCIATES
INTERIOR CONSULTANTS
DESIGNER: HILDING REICH

HOTEL VESPER
AMSTERDAM
ELEVATIONS
PROJECT NAME:
PROJECT LOCATION:
DRAWING:
CLIENT:

DATE:
3/16/15

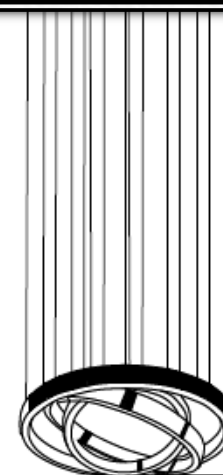
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7.1

LOBBY & RECEPTION

WALL ART



CUSTOM DIAMOND
LIGHT FIXTURE



POUF CHAIRS



LOBBY CHAIRS



FLOOR
TILES



ACCENT
PILLOWS



AQUAVIT BAR & LOUNGE

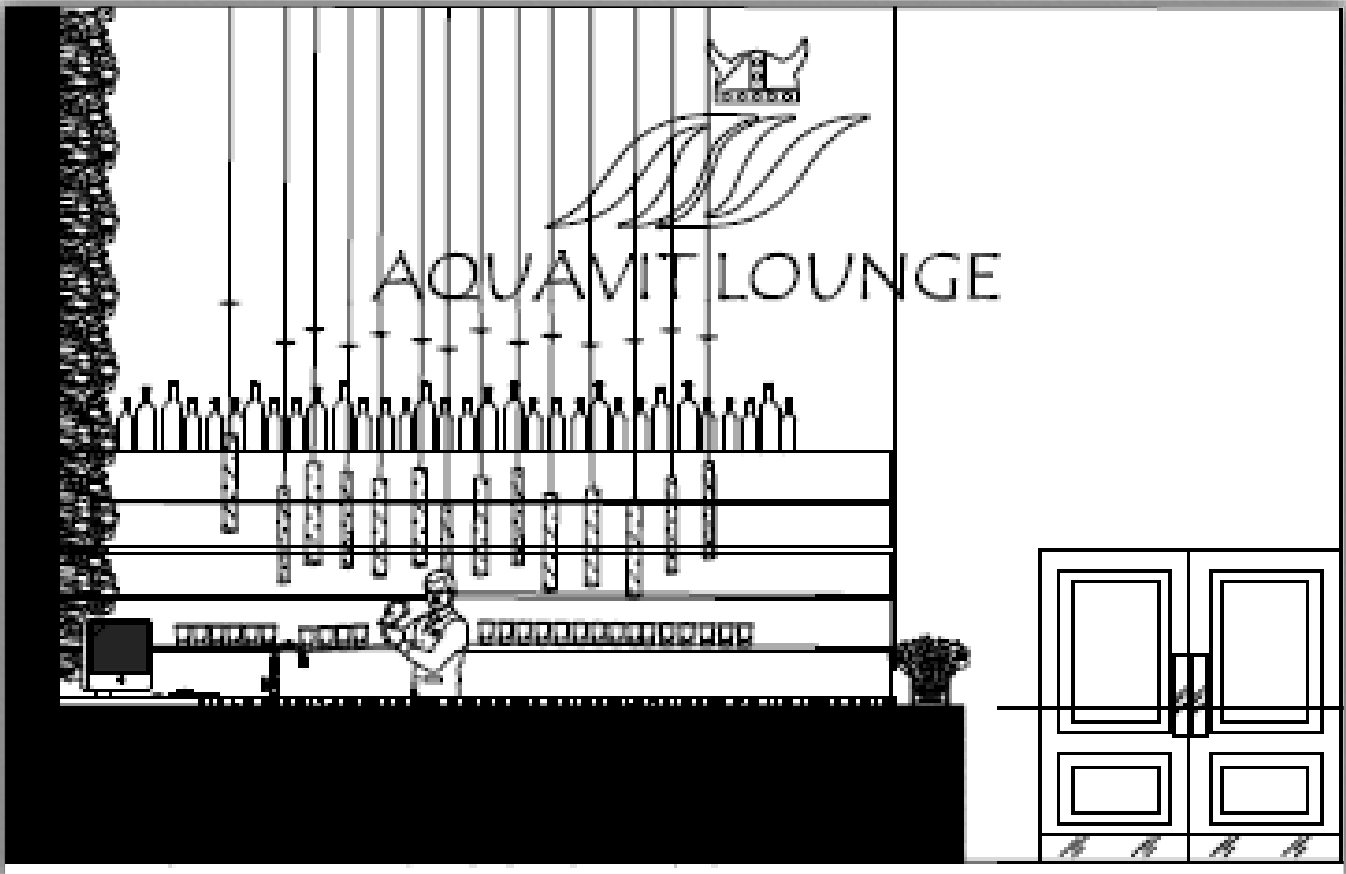
FRESH TULIP
ARRANGEMENTS



LEGO BAR
BY LOCAL ARTIST



BAR STOOLS



MARbled BAR TOP



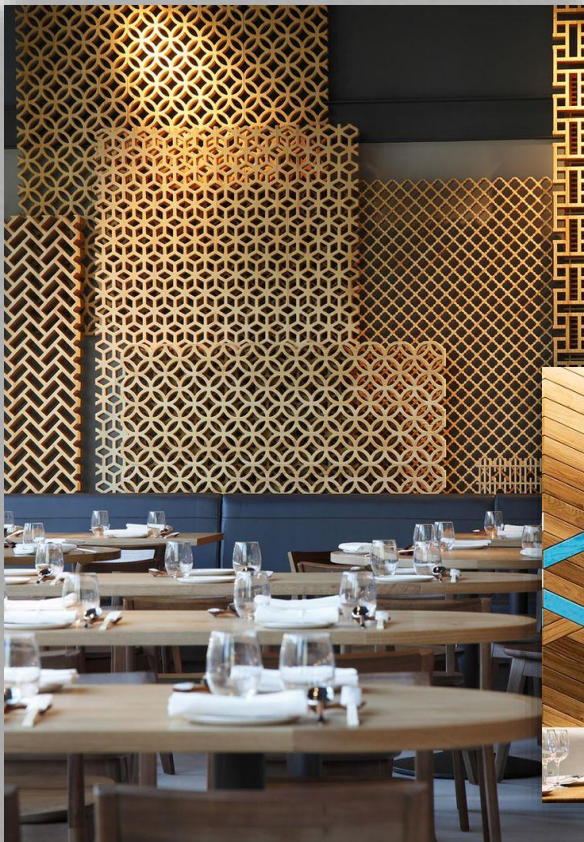
HARDWOOD FLOORS

CUSTOM LIGHT DESIGN

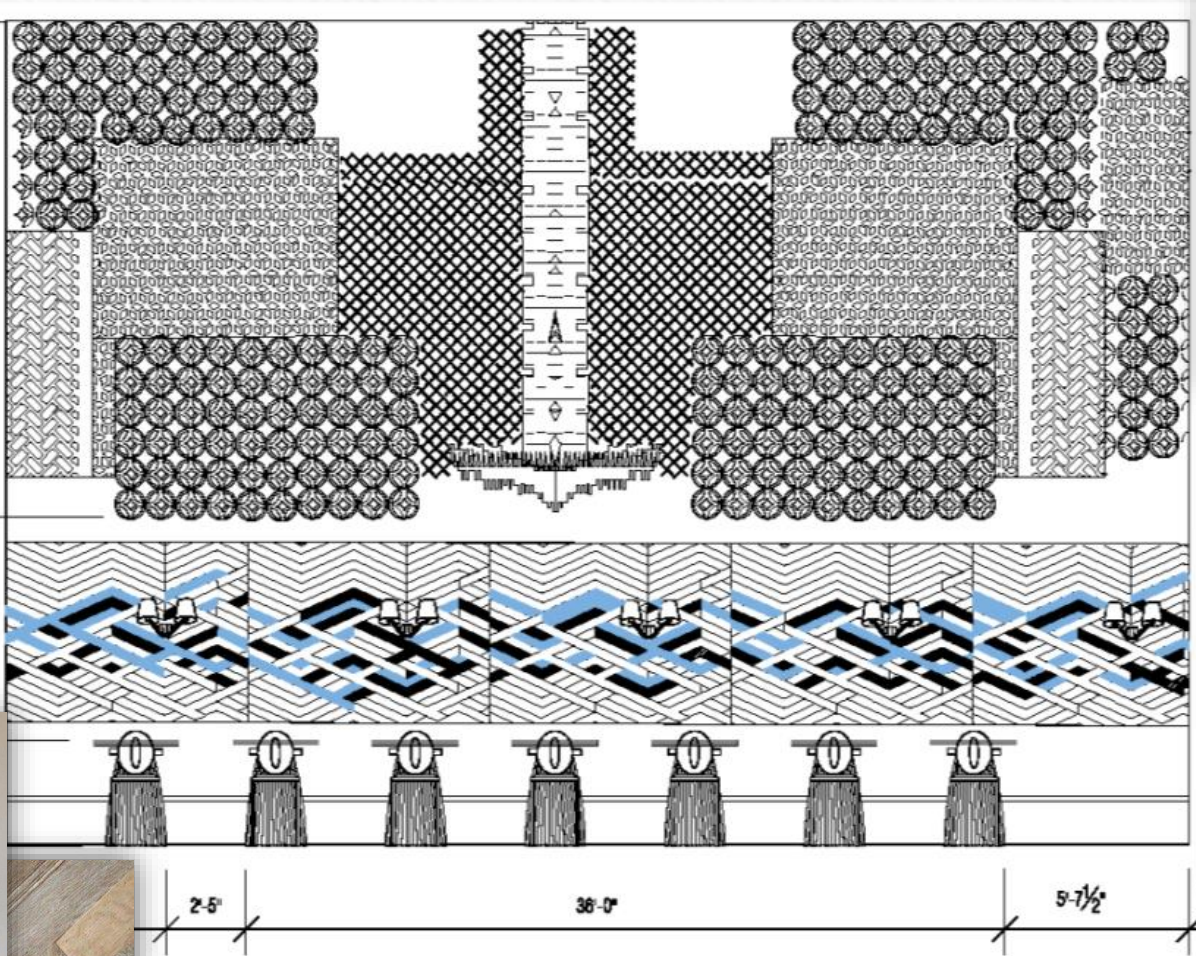


LOUNGE CHAIR

THE CANAL RESTAURANT



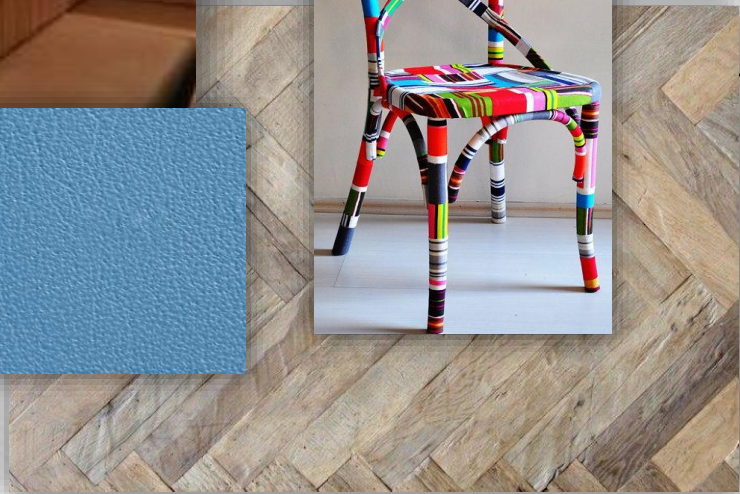
WOOD
PANELS



BANQUET
LIGHTS



BANQUET
BOOTHS



LOCAL WALL
ART

PROJECT: Re-model of a three-story private family home. I designed the interiors to emphasize the family's active and unique lifestyle while accentuating their love of Egyptian themed décor and rich colors while blending with the architectural styles of Michael Graves

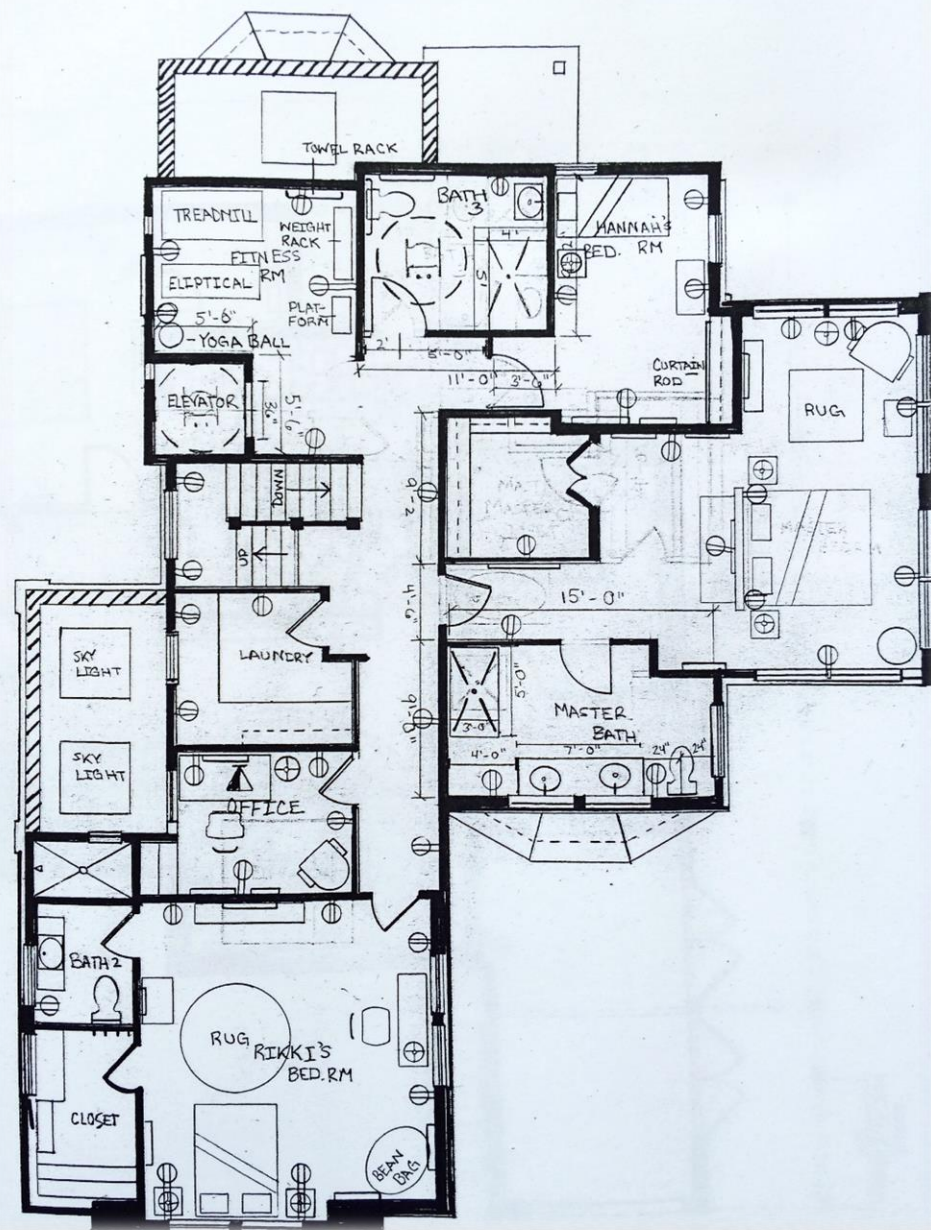
Conceptual Vision

MICHAEL GRAVES
+
EGYPTIAN STYLE

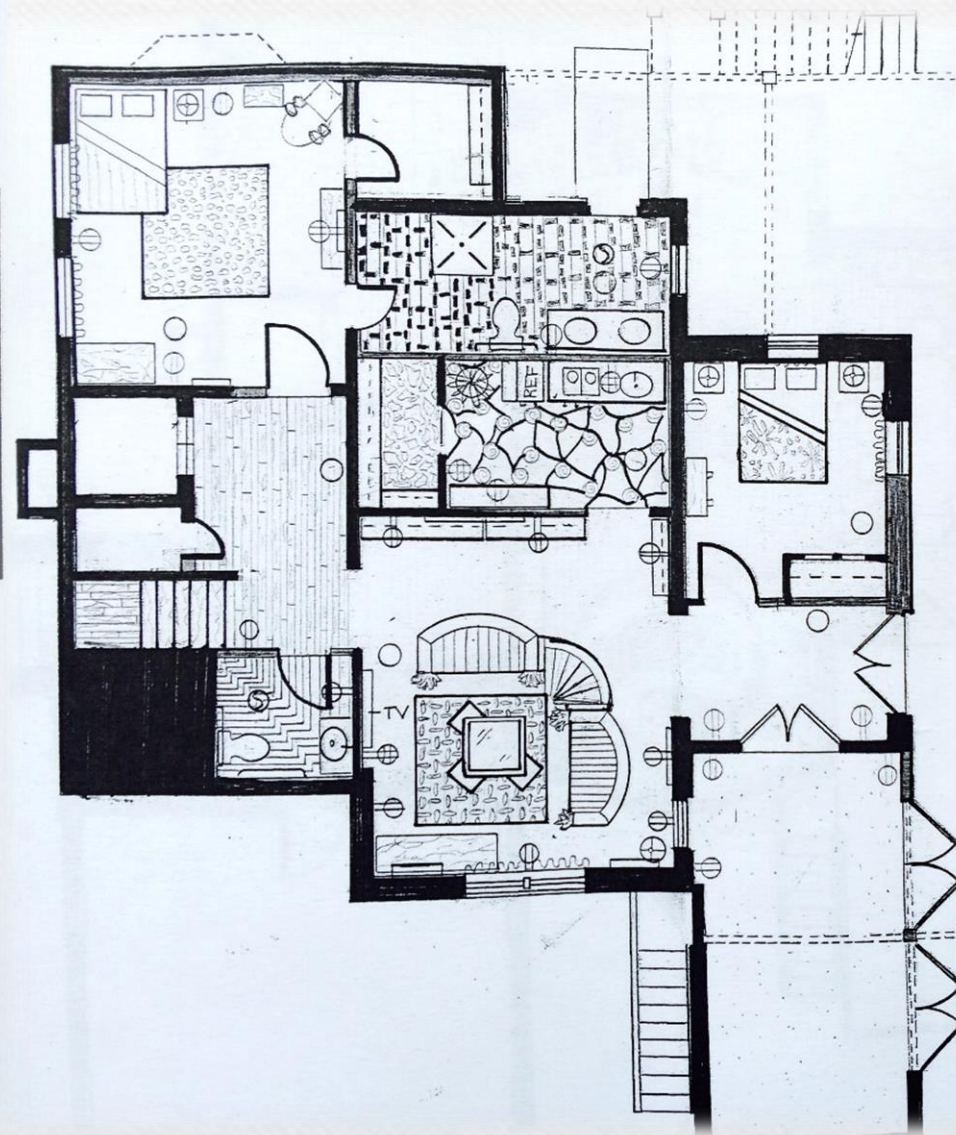
- LL BOLD LINES
- LL BLACK AND WHITE
- LL JEWEL TONES
- LL KLISMO CHAIRS
- LL OCEAN BLUES
- LL ORNATE FURNITURE
- LL WHIMSICAL ACCENTS

RESIDENTIAL DESIGN PROJECT:

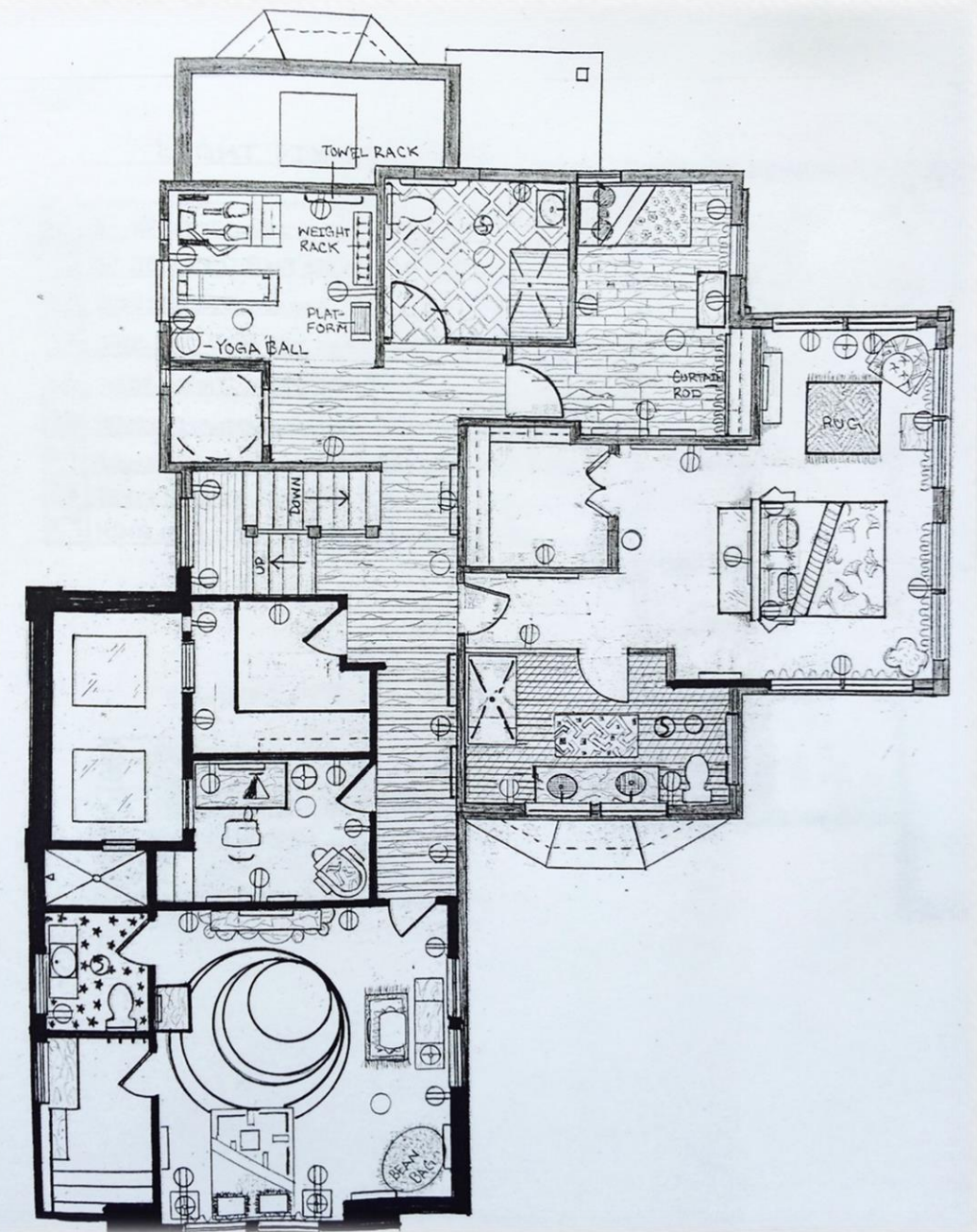
FLOOR PLANS



CONSTRUCTION PLAN: UPPER LEVEL



FURNITURE & ELECTRICAL PLAN: LOWER LEVEL



FURNITURE & ELECTRICAL PLAN: UPPER LEVEL

PRESENTATION BOARD

- ⌌ A - DAUGHTER'S BEDROOM
- ⌌ B - MASTER BATH
- ⌌ C - MASTER BEDROOM
- ⌌ D - SUNROOM
- ⌌ E - DINNING ROOM
- ⌌ F - FORMAL LIVING ROOM
- ⌌ G - SECTION VIEW



FORMAL LIVING ROOM

DESIGN INTENT:

- ℒ RICH JEWEL TONES
- ℒ GOLD ACCENTS
- ℒ GEOMETRIC & DIRECTION COMMANDING LINES
- ℒ GATSBY ERA GLAMOUR
- ℒ EGYPTIAN STYLE SHAPES AND CURVES
- ℒ RICH SUPPLE LEATHER



SUNROOM

DESIGN INTENT:

- ⌞ LIGHT AND WARM
- ⌞ GOLD ACCENTS
- ⌞ GEOMETRIC & DIRECTION COMMANDING LINES
- ⌞ BOLD ACCENTS
- ⌞ EGYPTIAN ROYALTY COLORS
- ⌞ MIDDLE EAST DESERT TONES
- ⌞ TEXTURE



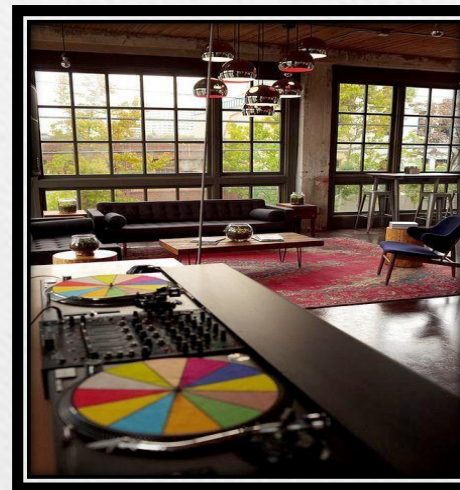
SECTION VIEW OF HOUSE





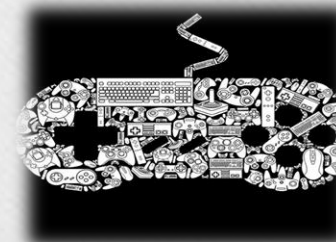
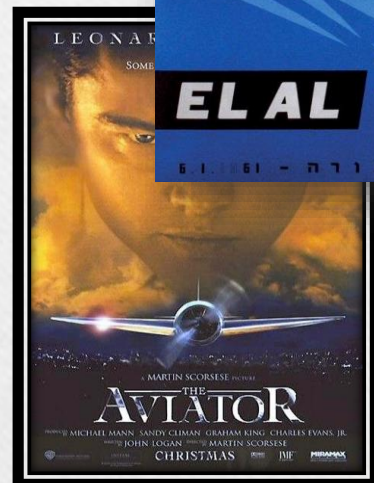
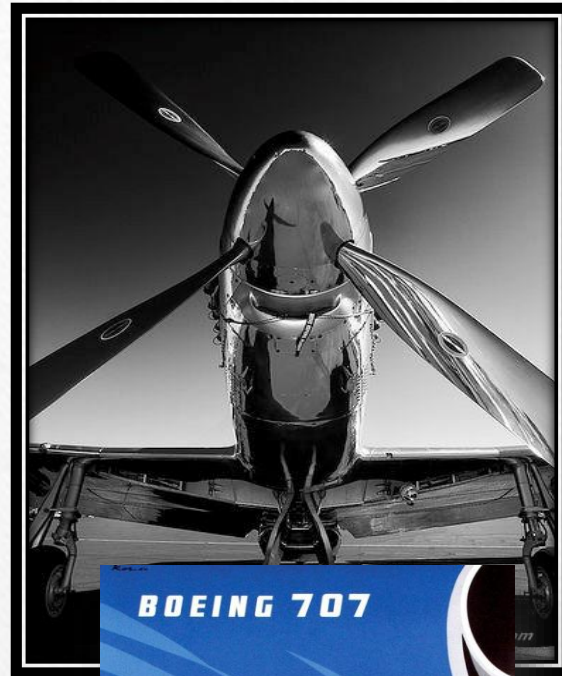
SUBSTANTIAL

Innovation through strategy, design and technology...



ℒ SUBSTANTIAL OFFICE : DESIGNED NEW OFFICE SPACE AND FURNISHINGS

ℒ SEATTLE - BASED BRANDING COMPANY



SUBSTANTIAL

SUBSTANTIAL OFFICE:
BRAND REPRESENTATION &
INSPIRATION IMAGES

- INDUSTRY STANDARDS
- WORLD-CLASS BRANDS
- TRAVEL
- COMMUNITY INVOLVEMENT
- COLLABORATIONS
- CUTTING EDGE
- VINTAGE ECLECTIC
- MODERN TECH
- AVIATION-"HOWARD HUGHES" THEMES
- RUSTIC RECLAIMED WOODS/METALS
- ITALIAN LEATHERS

SUBSTANTIAL : FINAL FLOOR PLAN

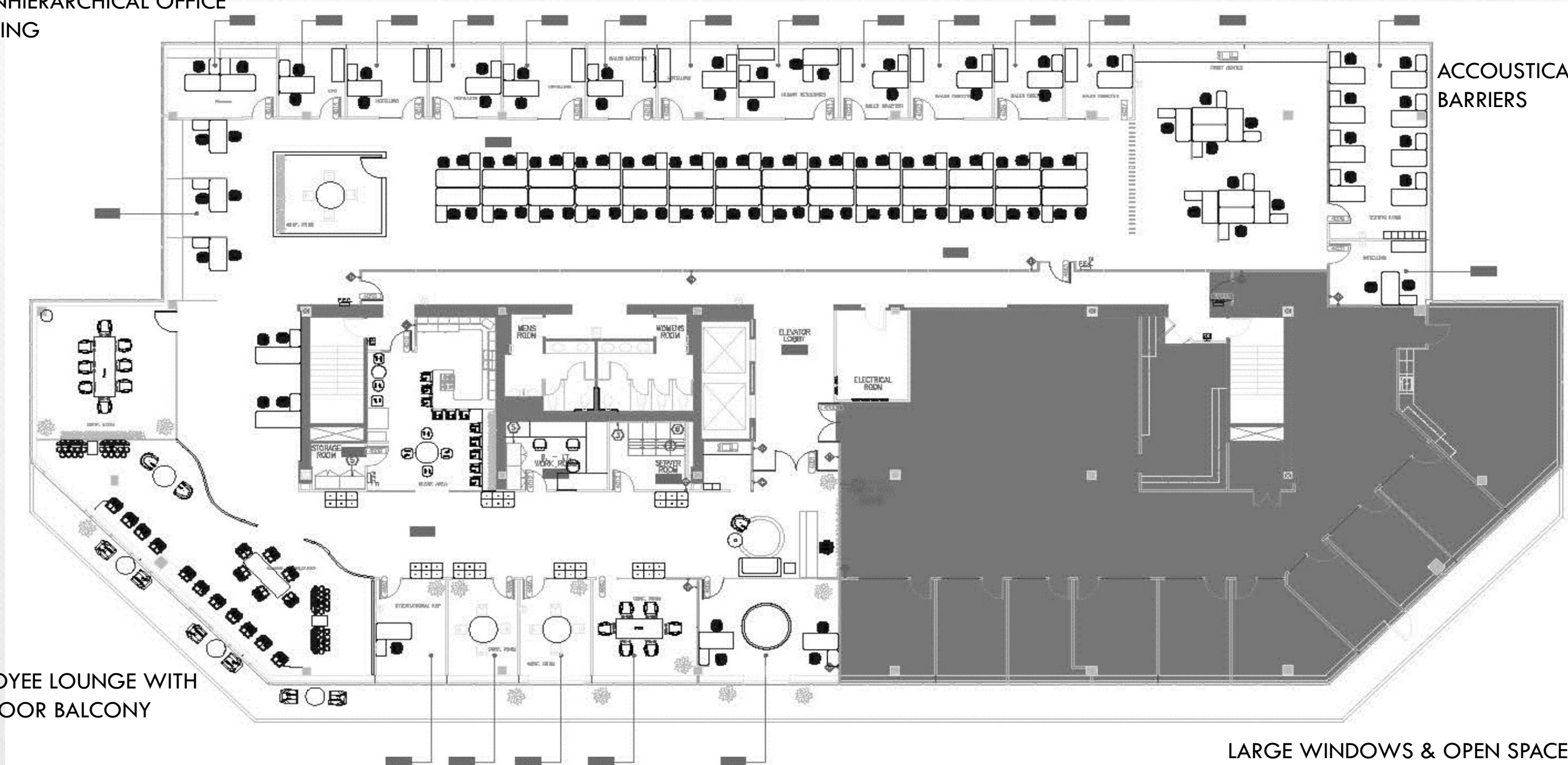
NONHIERARCHICAL OFFICE
SETTING

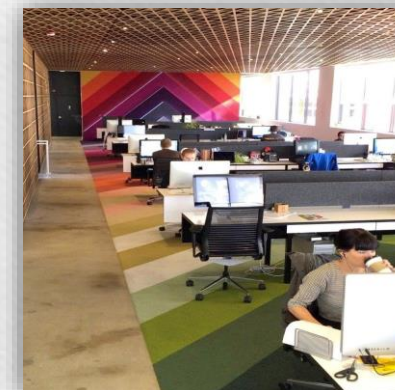
ACCOUSTICAL
BARRIERS

EMPLOYEE LOUNGE WITH
OUTDOOR BALCONY

LARGE WINDOWS & OPEN SPACE

AMPLE CONFERENCE/WORK SPACES





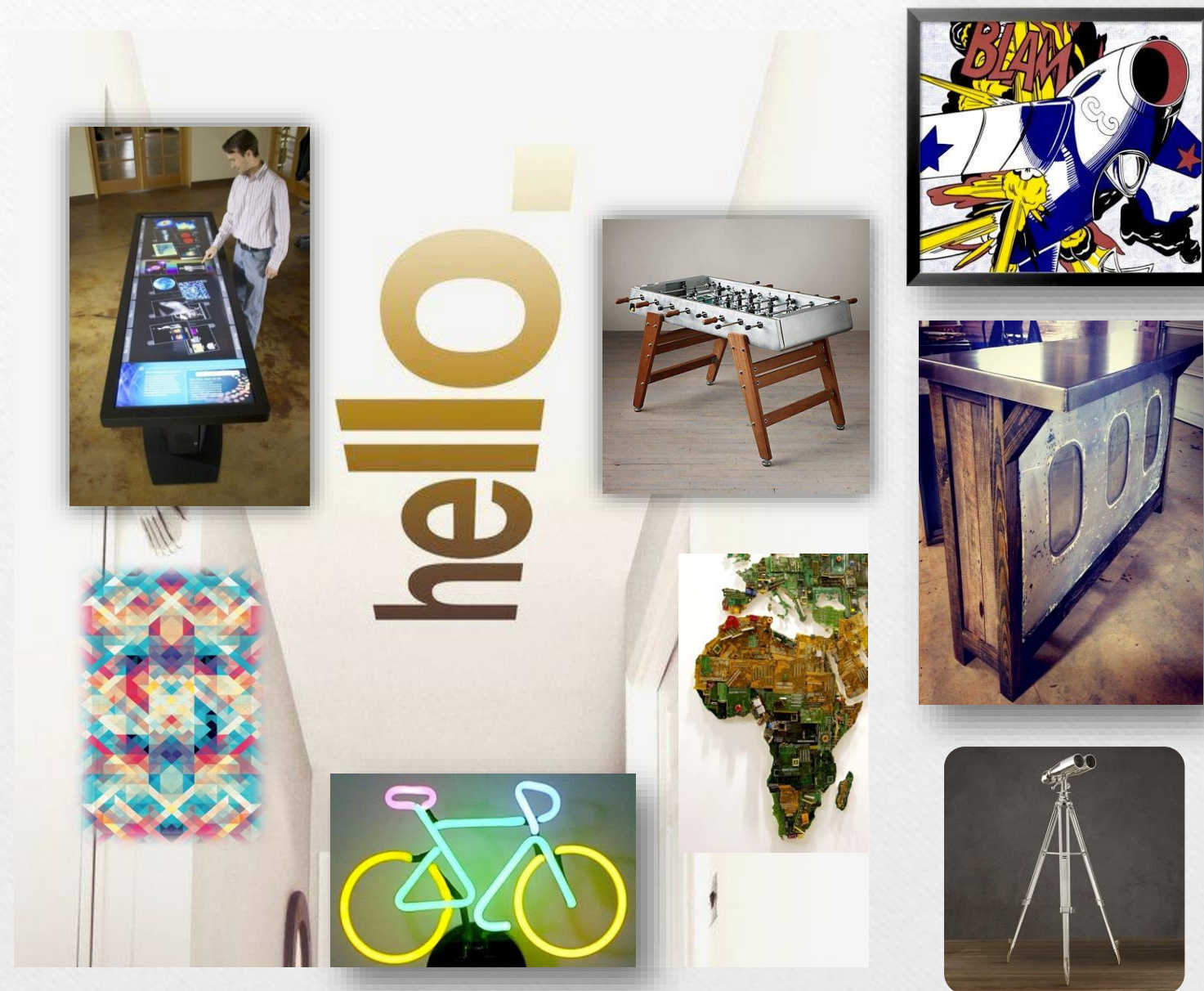
FURNISHINGS

RUSTIC MODERN MEETS
AVIATION TECH...



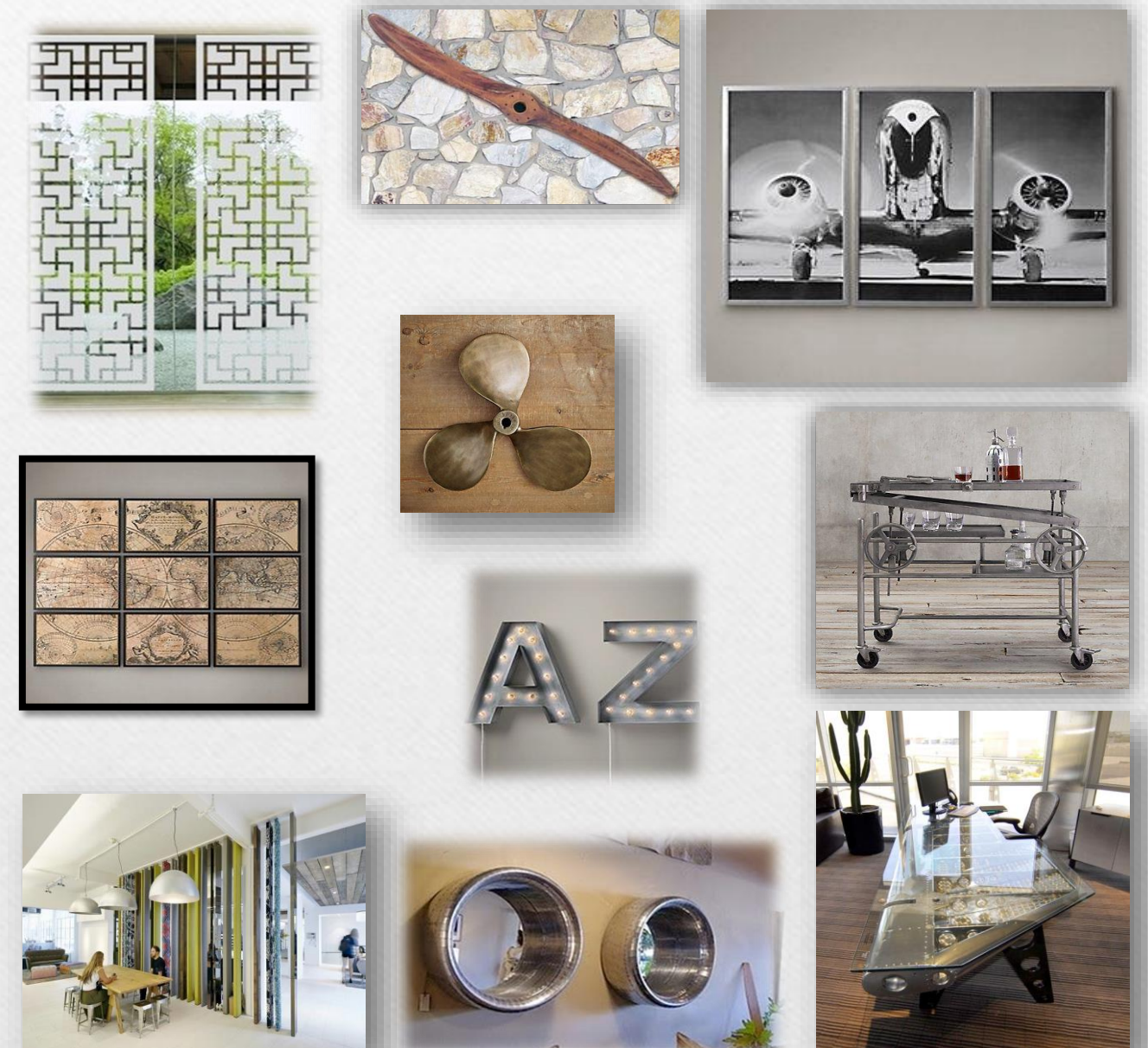
- REPURPOSED METALS
- RECLAIMED BARN WOOD
- PREVENTION OF "SICK BUILDING SYNDROME"
- EUROPEAN LEATHERS

GAMING & BREAK ROOM DECOR



TECH . PLAYFUL . INTERACTIVE . MODERN-
ECLECTIC .

LOBBY & OFFICE DECOR



RUSTIC . VINTAGE . GLOBAL . SMART .



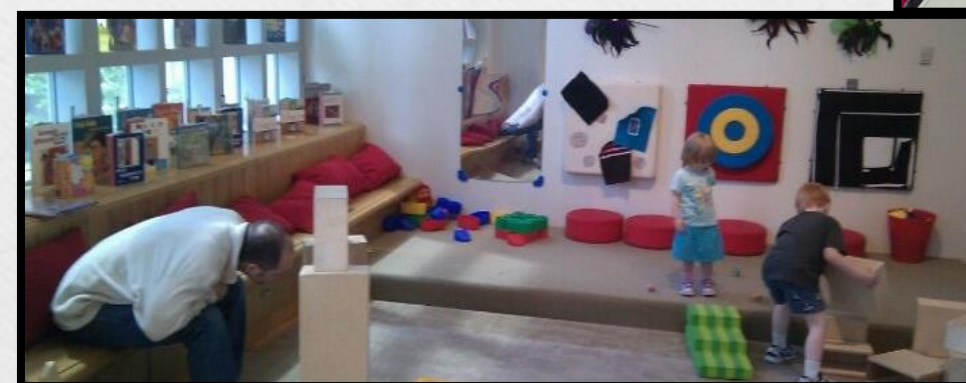
DESIGNED CONCEPT FOR NEW INTERACTIVE EDUCATION SPACES WITHIN SAM GALLERIES.

SEATTLE ART MUSEUM

RE-DESIGN PROPOSAL OF
EDUCATION SPACES WITHIN
SAM GALLERIES

CONCEPT BOARD:

- ┆ ART CADDIES
- ┆ MOVABLE TRANSITION FURNITURE
- ┆ CHALKBOARD-PAINTED WALLS
- ┆ READING NOOK
- ┆ TACTILE TEXTURES
- ┆ STIMULATING COLORS/VISUALS



INTERACTIVE READING ROOM IN UPPER GALLERY



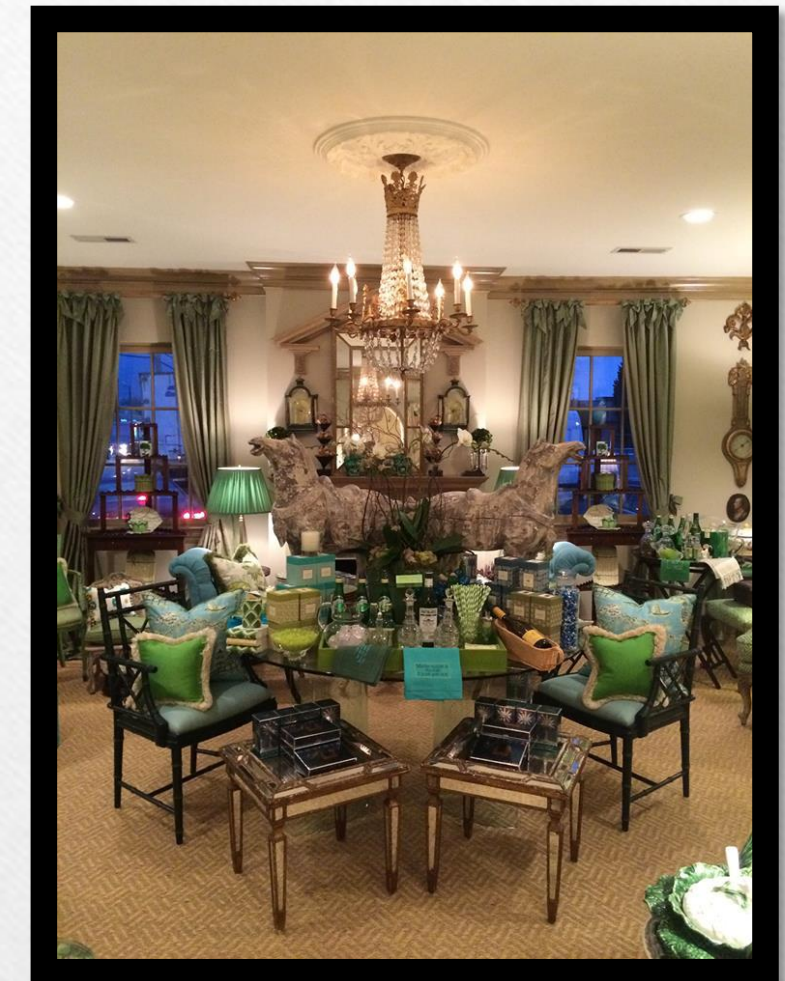
READING ROOM : PLAY CENTER

INSPIRED BY POLISHED STYLE ADDED TO POSH ANTIQUES AND DESIGN. THE APPLICATION OF THE PINK DOOR'S SELECTION OF FINE ANTIQUE AND VINTAGE FURNITURE AND DECOR FROM VARIOUS PERIODS - SOME DATING BACK TO THE 18TH CENTURY, ALLOWED FOR A BROADENING OF DESIGN

PERSPECTIVES



THE PINK DOOR



- INSPIRATION PHOTOS
- INTERIOR DESIGN STUDIO & BOUTIQUE RETAIL
- DESIGN STYLES: CONTINENTAL, GLAM, GLORIOUS



DESIGN STATEMENT OF INTENT

With a signature style that juxtaposes raw with refined, melds adventurous use of color and texture, sophistication and spirited spontaneity, and blends the old with the new, I provide a broad range of designs.

I establish a specialized attention to detail and intimate collaboration for each project. Every project has its own distinctive voice, each steeped in a sense of cultural awareness, recognized luxury and exclusivity.

My goal is to provide excellence in all areas of interior design with an unparalleled level of service and quality no matter how big or small the project is. I pride myself on managing all details and being consistent with following through.

I look forward to working with you to create a beautiful living environment embracing your style through inspiration and imagination.

DESIGN. DECOR. STYLE.