



SHANE SITAI KEHOE

Portfolio



# 01 InStore CRITTERS CLUB

"Develop design proposals for a retail experience on Fargate."

**Site** Fargate No.9, Sheffield

**Module** Final Year, Semester 2

**Brief** Aimed at younger, creative and imaginative audiences, the project was designed as a way to counterpoint the growing development of online retailers and reroute shoppers back into Fargate. Other aspects that were highlighted during development included the lack of social interaction, 'instore experience' or customisability with products.

The final proposal, aptly named 'Critters Club' is a cutely themed bakery inspired plush store that provides customers the chance to "bake & create" their own critter; eventually being produced into a plush. Based partly from personal freelancing experience selling illustrative products; the concept was focused on the theme of "experiential retail", a marketing strategy focused on connecting, immersing and engaging shoppers within the space. By enhancing user journey, this helps build connection to create a more memorable and meaningful experience.





1:100, Vertical Section





# 03

## Visuals

1. Basement - Kitchen
2. Cavity view
3. Ground Floor - Cafe
4. 1st Floor





## Visuals 02

5. 2nd Floor

6. Cashier

7. 3rd Floor - The Pantry

8. 3rd Floor, alternative view



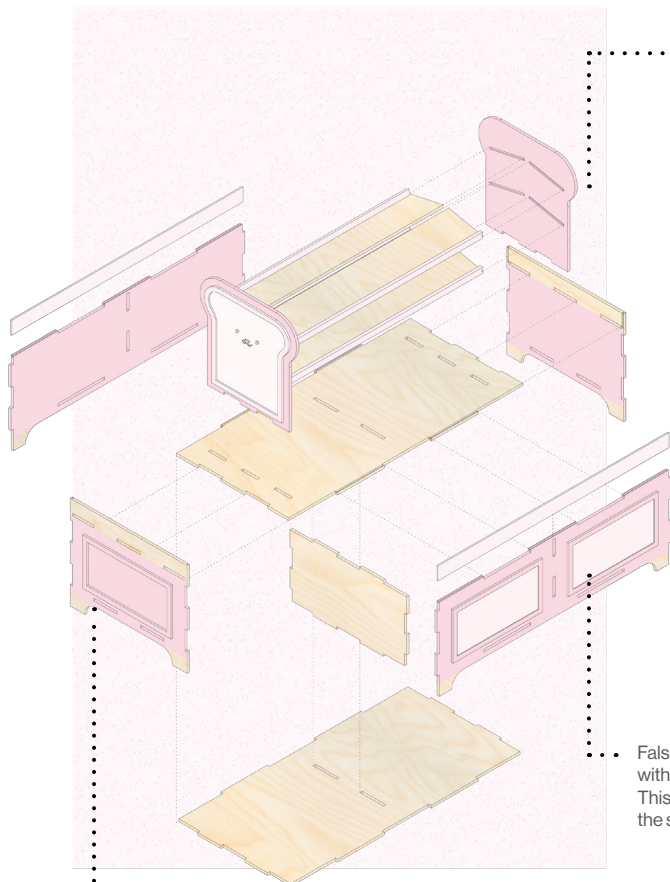


# 05

Tectonics & FFE

## Plush Bin

### 1.20 Exploded Isometric



External panelling (beading) is comprised of laminated MDF.

#### Materiality

With consideration of the materiality for the flat-pack shelving, I explored sustainable options such as plywood and acrylic.

**Plywood** was primarily incorporated as an option for both displays, with reasons ranging from:

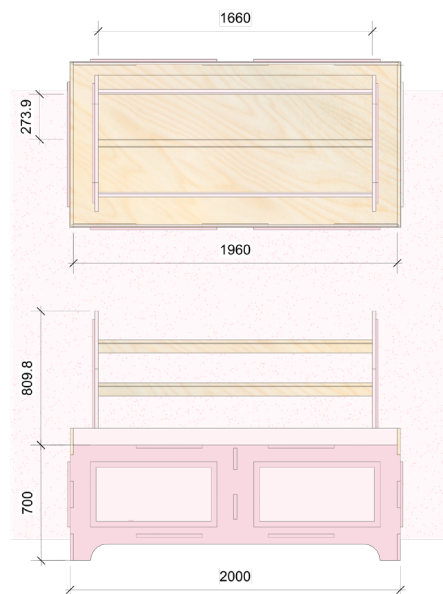
- Taking into account that the shelving may experience some wear from high usage, plywood as a material for furniture is durable and long-lasting.
- Referencing wear and tear, plywood is easily accessible and a cost-effective option
- Understanding that the layout of how retail spaces may shift or change, the utilisation of flat-pack furniture allows for more flexibility in transporting, deconstructing and re-arranging displays. This is primarily because plywood is lightweight.
- Plywood as an option for furniture is also recyclable.

**Acrylic** is lightly utilised within the design, mainly replacing the usage of glass. With an understanding of the presence of younger children, Acrylic was implemented because:

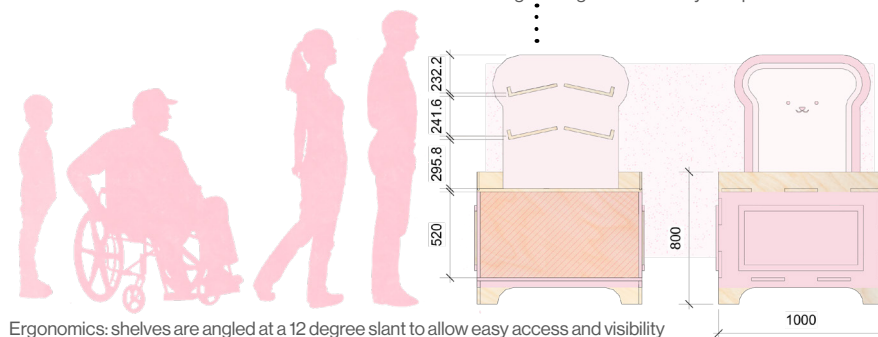
- Durable and resistant to impact in comparison towards glass that's more fragile (while also being shatterproof).
- Lightweight and versatile, coming in a variety of different colours and easy to handle and assemble.

- False panels: Small hinged doors, with acrylic used in place of glass. This allows product visibility within the storage space.

\*Top plan view accounts for the inclusion of lamination



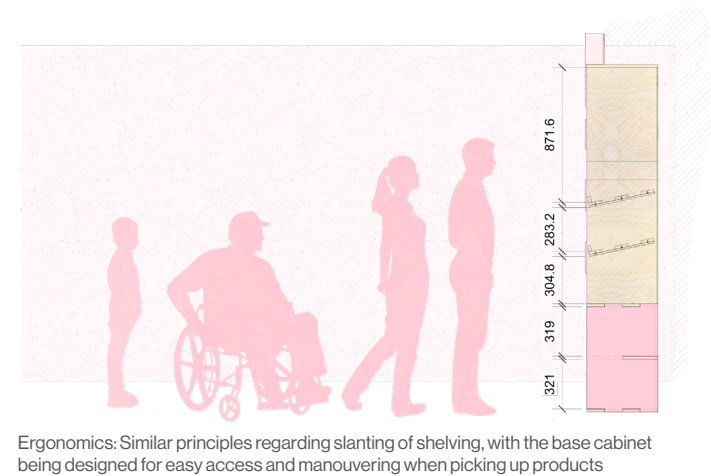
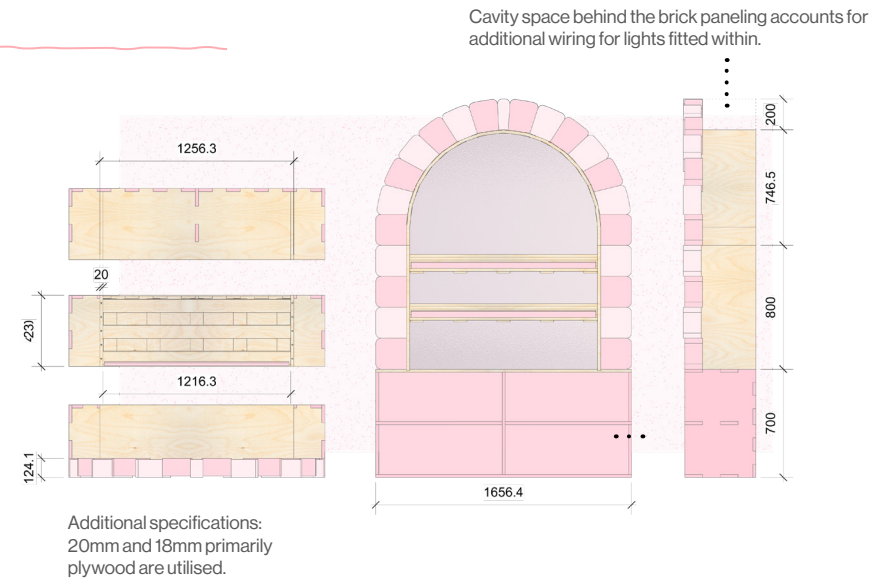
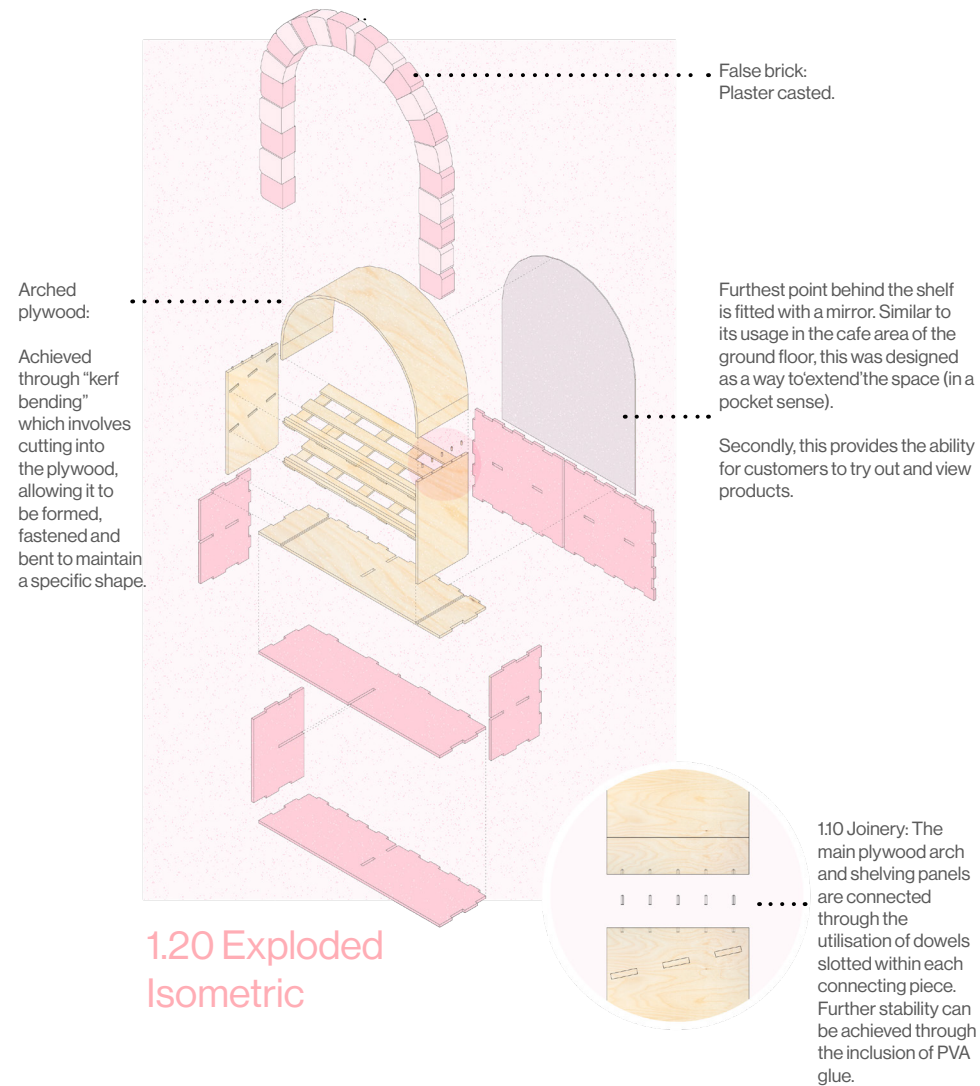
Slanting of the shelving also ensures less warping and load from products on the shelves, with much of the weight being frontloaded by the lip.



Ergonomics: shelves are angled at a 12 degree slant to allow easy access and visibility for different users. To prevent products slipping off, shelves include a lip to keep plushies in place.



# Plush Display Shelving





# 07 Cultural Context

## INTERWOVEN

"Develop design proposals to allow for an exhibition in a public space, celebrating culture and its context."

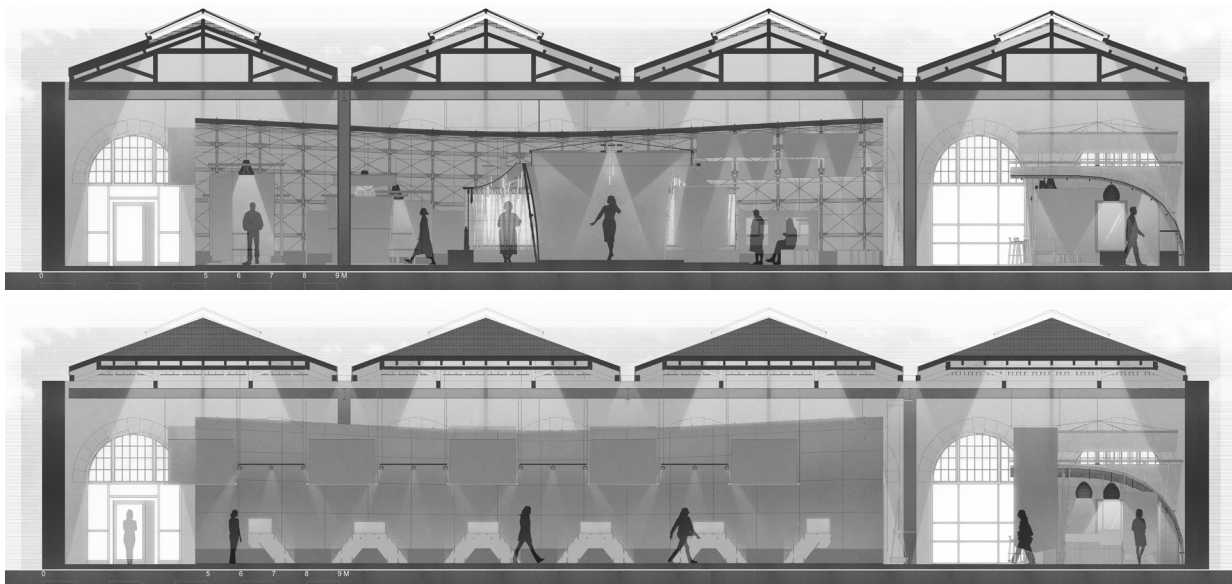
**Site** Sheffield train station, Bicycle rack, Sheffield

**Module** Final Year, Semester 1

**Brief** "Ngalap Weh Napeh" – Pick me up

The exhibition, titled 'Ruma' (home in murut) was themed on motifs and patterns present within Murut and Lun Bawang weaving. Aspects of the exhibition was designed with the intention of educating visitors through an immersive and interactive experience; with activities including learning weaving classes, traditional performances and the ability to closely examine by picking up certain artefacts (or even purchasing handicrafts made by Murut people). Overall, conceptualised with the intention of creating a homely and community like experience that explores different facets of culture sharing; reminiscent of traditional murut way of living.

Considering the biophilic nature of traditional Murut living alongside the temporary nature of exhibitions, sustainable flatpack designs were conceptualised, providing a chance to share and educate to a larger audience outside of the main site (while taking into consideration of transportability and carbon footprint).





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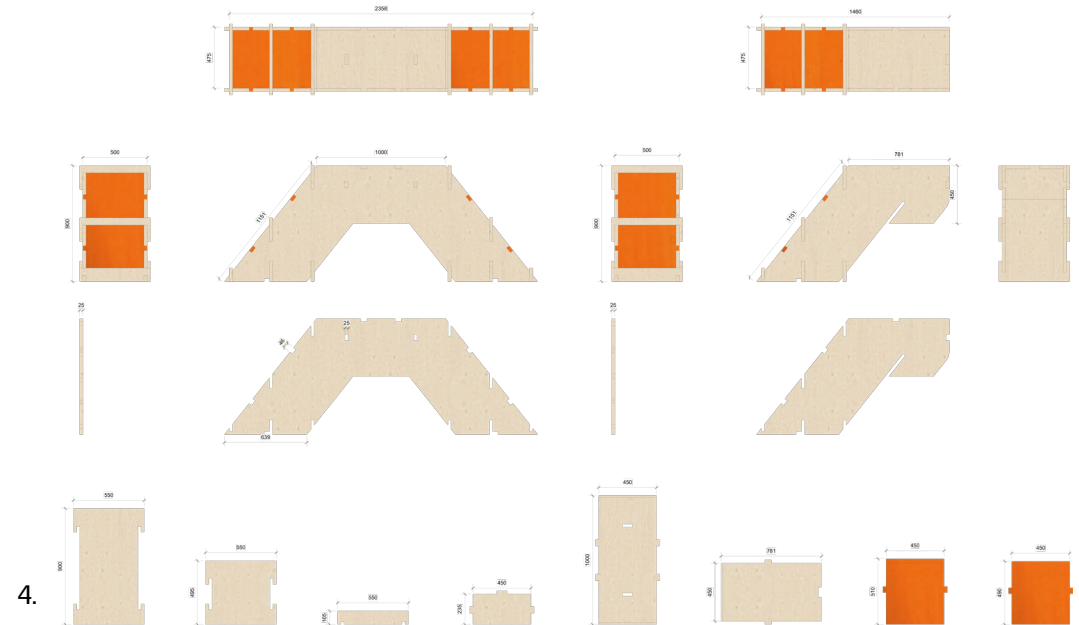
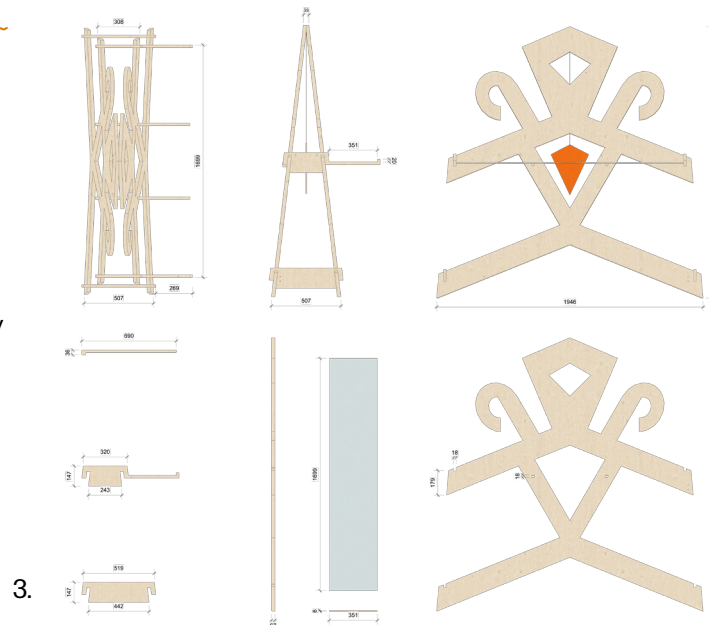
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Tiningaulun - Human based (this particular motif represents someone carrying a basket)

Talantar - Plant shoots/  
sprouts





# 09

## Visuals 02

- 5. Handicraft boutique
- 6. Weaving tent - "Culture Cafe"
- 7. Performance stage
- 8. 'Golden hour walk'





## Work & Play

# KALEIDOSCOPE

"Develop and design an environment which supports emotional wellbeing for all."

**Site** Holgate Meadows Community School, Sheffield

**Module** 2nd Year, Semester 2

**Brief** For the second semester of 2nd year, we were tasked with redeveloping Holgate Meadows, a community school for students with Social, Emotional and Mental Health Needs. With an understanding of the students and faculty's current needs, my proposal was designed on the concept of 'kaleidoscope'. Through the utilisation of colour, shape coding and biophilia, I intended to depict a live, colourful and vibrant sensory space within the school.

Treating the space as a blank canvas, these 'painted' colourful areas were designed as focal points for positive interaction. Implementing biophilic design would also help in creating a nurturing environment for the students to be within and pacify strong emotions; ultimately reducing the need to place students in quiet rooms. The introduction of new facilities and lessons into the curriculum (such as art classes, drama sessions and gardening ECA's) would provide a potential path for therapy and expression, especially for students who aren't able to verbalise how they truly feel.

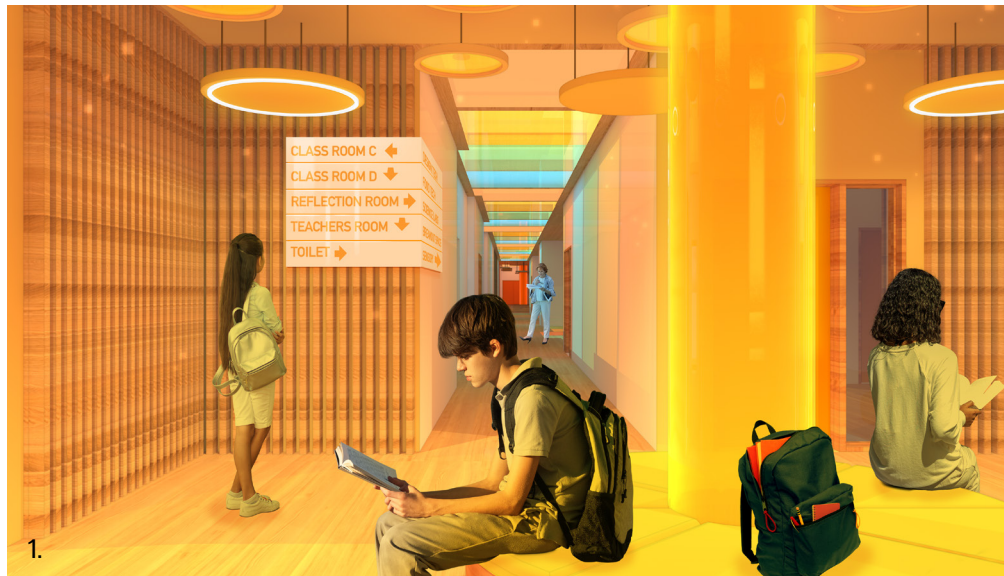




# 11

## Visuals

1. Sensory hallway
2. Kaleidoscope walkway (Concept)
3. Break-out space
4. Key stage 2 class room





## Visuals 02

5. Drama room

6. Revamped reflection room

7. Library

8. Art room

