



ABOUT

BA (HONS) INTERIOR ARCHITECTURE & DESIGN

Rooted in story, craft, and care, I design spaces that feel purposeful and grounded in context. My work spans commercial, hospitality, residential, and production design, shaped by a love of natural materials, history, and the details of everyday life. What I value most about design is its ability to positively affect people, whether that's improving daily routines or responding to broader challenges around sustainability, heritage, and how we live. At its core, design is problem solving with empathy and intention.

My career began with a degree in Interior Architecture and Design from Arts University Bournemouth, but much of my learning has come through practice and collaboration. Working alongside talented designers, makers, and creative teams has shaped how I think and work. I care deeply about the role of design in the world and value being part of a creative community that shares knowledge, supports one another, and grows through collaboration.

Over the past decade, I've worked on a wide range of projects, including studio work designing for leading hospitality brands such as Wagamama, Bill's, Las Iguanas, PizzaExpress, and The Ivy, alongside many independent brands. These projects taught me how interiors communicate identity, support experience, and translate brand stories into physical space. Alongside this, residential and heritage projects have allowed me to design more sensitively around people and context. My work in production design further strengthened my understanding of storytelling, composition, and emotional impact within environments.

Collaboration remains central to my work. I partner closely with clients, creative directors, and brands to bring clarity and intention to each project. Today, I continue to work with people who value thoughtful, well-crafted design that balances function with feeling, and creates places people genuinely connect with.

ABBI GREENLAND





ABOUT

ETHOS & DESIGN

My approach to design centres on care for people, place, and planet. I'm interested in the relationship between function and form, and how thoughtful design can support daily life in practical and meaningful ways. Good design should not only look considered, but work well, flow naturally, and improve how a space is used and experienced.

I'm drawn to honest materials, natural textures, and layered finishes that bring depth and balance to an interior. Sustainability and craftsmanship inform my decisions throughout the process. When materials and details are chosen with intention, spaces gain warmth, longevity, and integrity. Wherever possible, I value working with skilled makers and suppliers, supporting craft and ensuring a human touch remains visible in the final outcome.

Context plays a leading role in how I design. I look closely at the history, character, and existing fabric of a building, and at the needs of the people who will use it. Retaining and celebrating original features is often as important as introducing new elements. Whether shaping a brand-led commercial space or a more personal residential interior, the aim is to create environments that feel coherent, grounded, and distinctive to their purpose, spaces that patina with time, inspire connection, and leave a lasting, gentle mark.

This portfolio presents a curated selection of projects that best reflect my design values and direction. It does not show the full range of my commercial work, but instead highlights projects that feel most representative of my approach and that have played a key role in shaping my skills and perspective.

DISCOVERY

STAGE 1 - PREPARATION & BRIEF

The process kicks off by defining the project's purpose and scope. In a joint discovery meeting, questions are answered and inspirations, purpose and project requirements are explored. The site is surveyed, and a clear brief is crafted that anchors the project.

VISION

STAGE 2 - CONCEPT DESIGN

A presentation document is created, complete with mood boards, floor-plan layouts, material studies, colour palettes and initial lighting schemes. Alongside this, a feasibility drawing is produced to explore what is realistically achievable within the space. Together, these provide an initial visual overview of the project and directly respond to the brief established during Discovery.

REFINE

STAGE 3 - DEVELOPED DESIGN

With the concept approved, the designer and client collaborate to further develop the scheme. Refining spatial layouts, detailing bespoke elements, finalising materials and finishes, and reviewing feedback until the design is fully resolved and ready for technical detailing.

DETAIL

STAGE 4 - TECHNICAL DESIGN

The fully developed scheme is translated into precise construction drawings, elevations, schedules and specifications. This technical pack ensures contractors can price accurately and build efficiently, with every detail clearly communicated.

BUILD

STAGE 5 - CONSTRUCTION

Regular site visits at pre-agreed milestones keep progress aligned with the vision. I liaise with the contractor, manage snagging issues, and ensures workmanship honours the intended design. Ensuring a cohesive, skill-driven collaboration on site.

INSTALL

STAGE 6 - HANDOVER

Installation and styling of furniture, lighting and accessories are overseen to ensure alignment with the design vision. As-built drawings and equipment schedules are then handed over for the client's records. Every detail is carefully considered so that the finished space feels complete.





SOULSPACE

PROJECT COMPLETION | 2023



SoulSpace is an independent members' club and co-working space set along the banks of the River Wey, thoughtfully designed to cultivate a sense of community and belonging. At its heart, SoulSpace is dedicated to empowering its members to work, gather, and grow. A family run business committed to nurturing creativity and collaboration.

Born out of the challenges of lock down, we recognised the need for a space that could rival the comforts of home. Inspired by the original boathouse architecture and its riverside setting, the design draws on the rippling textures of the river, translated through natural materials such as wood, glass, metal, and clay, subtly grounding the entire concept. The colour palette flows from earthy clay tones in the basement, to rich woody hues and lush greens on the first floor that echo the surrounding tree canopies, before softening into an airy, attic-like feel on the second floor. This layered progression helps define each space's purpose and creates a connection to the views outside.

With a mindful approach to both people and planet, the project embraces innovative yet natural materials to create a calming presence. Lighting technology has been carefully integrated to support work-life balance and align with natural circadian rhythms. The artisans we collaborated with bring creativity and soul into the space, celebrating local talent and preserving traditional crafts that enrich our creative community.

BEST SMALL COMMERCIAL BUILDING - GUILDFORD DESIGN AWARDS
BEST COMMERCIAL BUILDING SOUTH EAST - BIID INTERIOR DESIGN AWARDS



The gathering rooms were designed to encourage collaboration and creativity, offering spaces that felt comfortable and inspiring. The deliberate choice of rich earth tones embrace the subdued natural light and surroundings, creating cocooning spaces that promote focused work. Each colour and design detail has been carefully curated to instil a sense of grounding within the space, drawing inspiration from the riverbed.

We designed three distinct rooms, each tailored to serve different purposes - from meetings and podcasts to catch-ups and calls - all designed to embody the feeling of Soulspace. Collaborating with artists, sliding art pieces fixed to cabinetry seamlessly conceal needed technology while adding depth and texture.





Set over three floors, the project is connected by a communal stairwell where walls are finished in clay plaster by Clayworks. Inspired by sediment layers, the wall design subtly reflects the river's natural details, with textured bands that gradually soften to a smooth finish as you reach the top floor. Complimented with wood and bronze detailing.



The Residence offers a co-working area for premium members, each with a dedicated, fixed desk to make their own. Embracing different working styles, we introduced a dividing wall that created distinct zones within the open-plan layout. This carves out quiet nooks for those seeking a quiet work environment, contrasting with desks positioned amidst the lively bustle of other areas. Beyond providing practical storage, the dividing wall acts as a canvas for carefully curated items that capture and reflect the story of Soulspace.

Rippled details inspired by the river have been designed into the glass dividing screens and carved onto the desk edges, echoing the movement of water. These elements subtly reference the natural surroundings, creating a deeper connection to them. In exploring the concept of carved wood, we crafted a bespoke cabinet with wave-like patterns that beautifully reflect the river's rhythm.



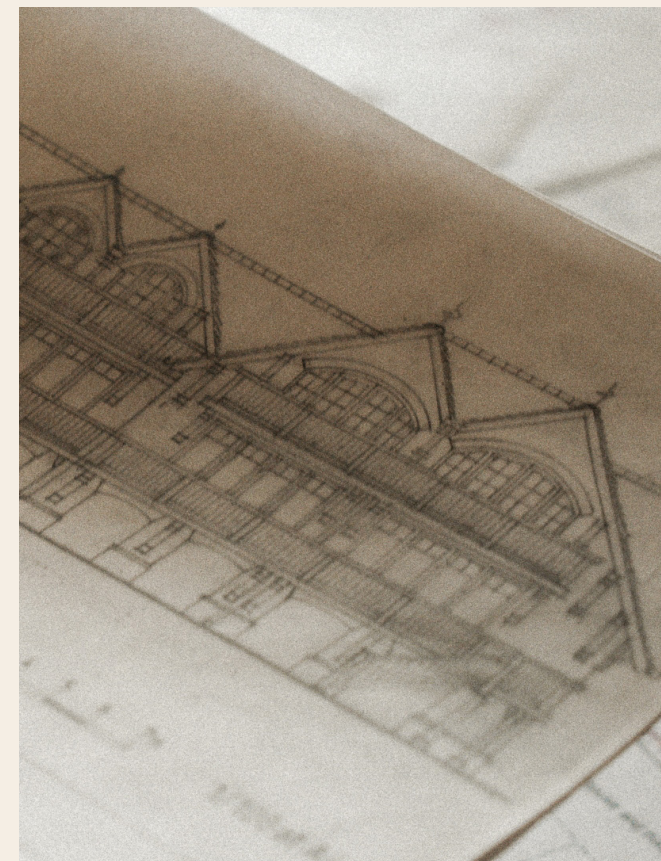
The primary focus of the space was to promote well-being by creating a healthy work environment. Equally vital to the provision of desk space was the addition of breakout areas where residents could cook, unwind, and feel truly at home. At the heart of this design is the kitchen area, offering members complimentary coffee and fresh fruit, with a spacious island that naturally encourages gathering and connection.

The kitchen's timber-clad front is complemented by handmade tiles and hand-spun clay pendant lights with delicate, rippled detailing. This timber detailing flows throughout the building, paying homage to the architecture of the original boathouse. In the lounge area, warm timber envelopes the walls, creating a cosy and inviting atmosphere.











The corner was designed as a quiet, communal workspace, envisioned primarily for the use of one company. A neutral and calming palette leaves room for personal touches, while subtly maintaining the quality and character that define Soulspace. In collaboration with an artist, we created bespoke artwork crafted from vintage paper and natural pigments, bringing an authentic, tactile quality to the room. Rippled glass and desk edges gently mirror the rhythm of the river, drawing the landscape into the space in a subtle way. The walnut kitchen, with a back-splash of handmade tiles with soft, rippling patterns, further deepens this organic connection, creating a cohesive, inviting atmosphere.





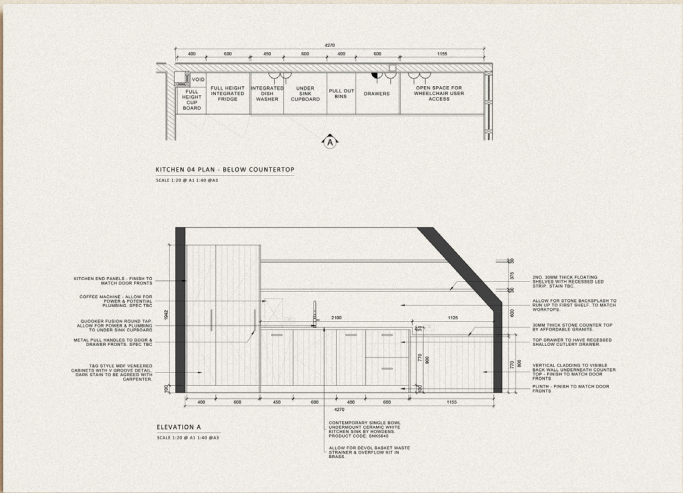
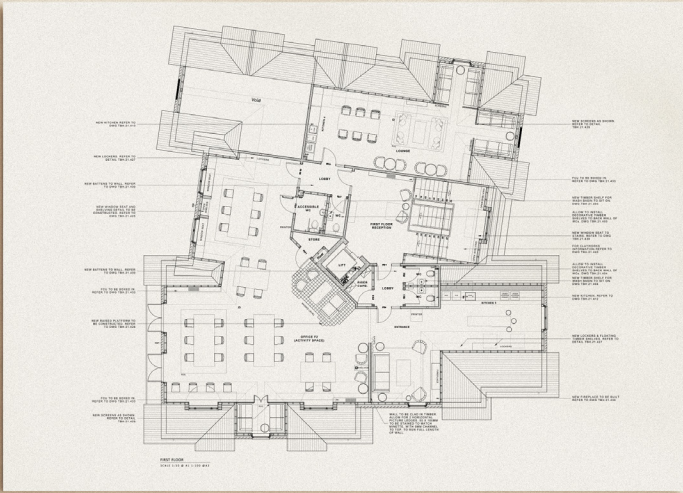
When you reach the second floor, the space opens up with lighter, brighter tones that bring a sense of calm and flexibility, reflecting the relaxed feel of the membership. The studio is the main communal space, designed for connection and collaboration. It includes casual meeting nooks, a large wooden table at the centre for working or gathering, and soft lounge seating that creates a welcoming, laid-back atmosphere. Plush sofas offer space to relax or catch up, while small nooks, inspired by the building's original architecture, create cosy spots for quieter chats.

The kitchen, finished in a soft green wash with timber-clad details, adds to the fresh, calming feel. It's designed to work just as well for a morning coffee as it is for evening drinks - a space that brings people together. Natural materials, with greens and woods that reflect the tree canopy outside, help connect the inside with the landscape beyond.

You'll also find touches of the brand throughout, in the hand-picked, sustainably sourced crockery and rippled glassware (a nod to the river), and in the mix of old and new pieces that give the space warmth and character.











Tucked into the eaves, the attic feels open and easy, a calm, comfortable space where members can settle into whichever corner suits their mood. The design works with the building's original features, with sloping ceilings and arched windows creating a soft, relaxed atmosphere. Timber cladding adds warmth overhead, while muted tones keep the space feeling peaceful and quiet.

The layout is flexible, with shared desks, lounge-style seating and a small stage for gatherings. The space can easily shift into an events venue, ready for anything from podcast recordings to yoga workshops. The stage, inspired by the texture of end grain timber, brings a grounded, natural feel. It's a space designed to support connection, creativity and a sense of ease.





THE BOATHOUSE

PROJECT COMPLETION | 2023

The Boathouse Café in Guildford offers a calm riverside escape, where the gentle flow of the River Wey sets the pace for a relaxed dining experience. The café embraces its peaceful setting, with a menu built around locally sourced ingredients, offering fresh, vibrant flavours in every dish. Paired with artisan coffee and specialty teas, it's a space to slow down and enjoy the natural beauty around you.

The design nods to the building's history as a boathouse, blending heritage with a love for craft and quality. Hand crafted details by local ceramicists and carpenters add warmth and character throughout. The bar is clad in handmade tiles that reflect the gentle ripple of the river, while hand-carved timber pendants echo the same movement. This ripple detail flows through the space - from carved shelves to textured glass - tying The Boathouse Café back to its sister space, Soulspace.

Natural materials inspired by the riverbed help ground the space, with reclaimed clay pots, textured and earthy, symbolising both the river's flow and the hand of the maker. A timber-clad ceiling nods to the original structure, while artisan-style chairs and stone tables, shaped by the idea of river-worn stones, root the café in its surroundings. The overall feel is calm, crafted, and connected to the landscape outside.

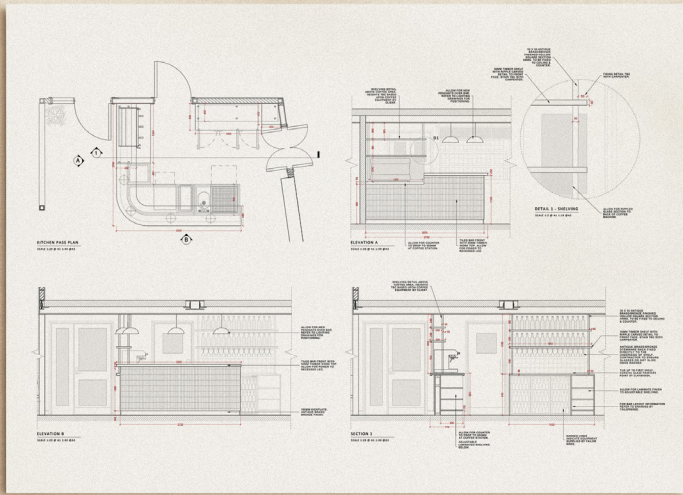






A botanical installation hung from the pitched ceiling, inspired by a branch that looked as though it had been lifted straight from the river, with tangled with moss and trailing foliage. Sculptural yet breezy, the piece felt light and free-flowing. Every detail supported the concept: small pebbles held down receipts on handmade ceramic holders, and each touch point was thoughtfully considered to deepen the connection to the river.







LITTLE BOATHOUSE

PROJECT COMPLETION | 2023

Little Boathouse is made up of two buildings - one original and one newly built - designed to work as a private office and events space, while capturing the same calm, riverside feel as the main boathouse. Positioned right on the river, textures and patterns were carefully chosen to reflect the natural setting. In the kitchen, we used bold unwanted marble offcuts to reduce waste within the industry, with flowing veins that echo the movement of the water.

Bespoke joinery and custom desks were designed to suit the family's needs, including personalised drawer inserts. The styling was kept minimal, leaving space for the family to add their own mix of work and personal items, making the space feel truly theirs. Shelving was neatly built into the gaps between existing columns, creating quiet divisions that improve function without interrupting the flow of the room.













THE SILK ROOMS

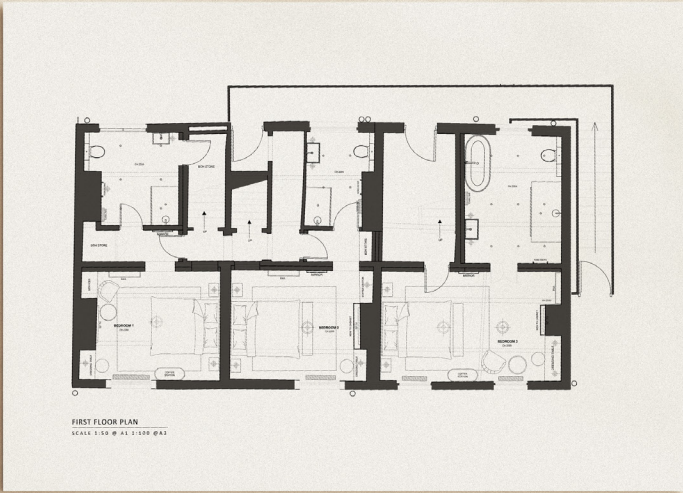
PROJECT COMPLETION | 2023



Nestled within a Grade II listed building, The Silk Rooms is a small boutique hotel with a past steeped in craftsmanship; it was once a working silk mill. Inspired by this history, we shaped a design narrative that honours its story while bringing a refined, contemporary feel. Warm clay hues envelop the walls, setting a calm, grounding atmosphere that flows through both bedrooms and bathrooms, creating a sense of harmony across the space.

Every detail is thoughtfully chosen to align with the brand's identity. Bespoke joinery fills each space with distinct character, while carefully selected vintage pieces add history. Aged woods and textured upholstery bring a sense of richness to the room. In the bathrooms, heritage tiles are reinterpreted in modern patterns, blending tradition with a contemporary touch. The result is a space that feels rooted in its past, yet speaks to the present, creating a harmonious connection between both.







A deeper, moodier palette of blue hues were used in alternative rooms, echoing the brand's identity and colour palette. Signature touches - like carved timber tables with fluted edges - create a thread of continuity across each room, subtly reinforcing the brand's character. To encourage guests to connect with their surroundings, a small local newspaper was designed, offering insights and inviting them to explore the area.



The commercial space beneath the hotel rooms was designed with respect for the building's heritage. We imagined it as the kind of place you'd want to sink into on a quiet Sunday afternoon by the fire; warm and welcoming.

Soft green-blue tones run throughout, subtly reinforcing the brand's identity and offering a calm, breathable backdrop. Heritage inspired furniture and carefully chosen lighting bring depth and character, while delicate moth motifs woven into the artwork, quietly reference the building's history and former use.

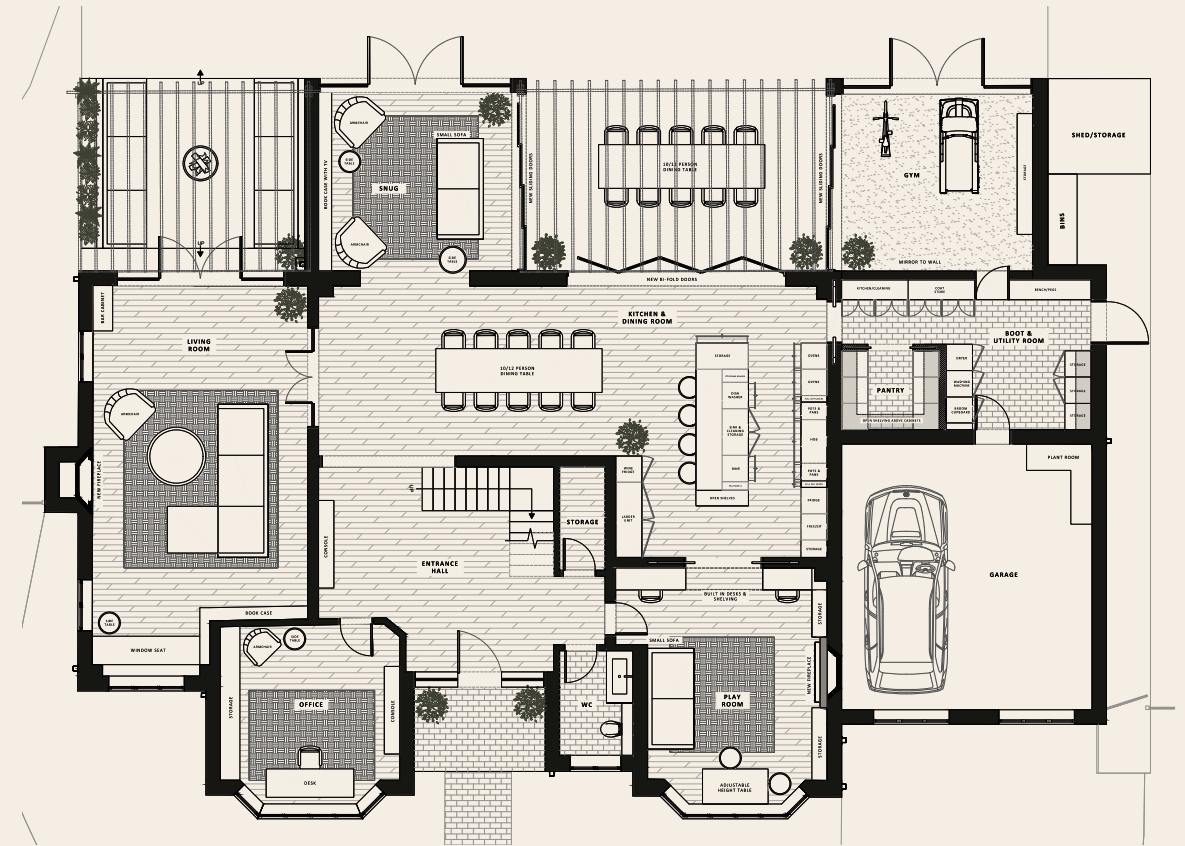




WHITE STONE HOUSE
PROJECT CONCEPT







The full redesign looked at transforming the entire ground floor of a family home into a more open, connected, and functional space. At the heart of the brief was a desire to bring the family together, while supporting a lifestyle rooted in wellness.

The layout was reconfigured to open up the entrance hall by relocating the staircase and creating a spacious new kitchen with a central island - perfect for shared cooking - and a large dining table where the whole family could gather. Just off this central hub, a cosy snug and reading room offer space to slow down, while a formal lounge provides room for entertaining.

A bespoke pantry and boot room were added just off the kitchen, with practical storage for coats, shoes, and laundry to help ease the flow of daily life. From here, a hidden door leads to a new indoor gym.

One of the most impactful changes made was opening up the back of the house with glazing, creating a strong visual and physical link to the garden and surrounding land - something that felt essential for the family. Materials were chosen to reflect the earthy tones of their garden, with a palette of warm tones, natural woods, and stone, using sustainable finishes throughout.







WHITE STONE HOUSE



WEST HORSLEY PLACE

PROJECT COMPLETION | 2026

West Horsley Place is beginning a new chapter; restoring and re-imagining two Grade II listed cottages on its historic estate to create accommodation that reflects its commitment to heritage, preservation, and community. The first, the Artist's Cottage, will be a creative retreat for 8-10 guests. Inspired by the estate's rich history and the artistic legacy of John Singer Sargent, who painted a portrait of Lady Crewe, the estate's former owner, the space will celebrate this connection - somewhere that is grounded in history yet alive with creativity. Following this will be the Writer's Cottage, a more intimate space for five, inspired by a celebrated writer with ties to the estate. Like the Artist's Cottage, it will be a place for rest, reflection, and inspiration, inviting guests to connect with the site's literary past.

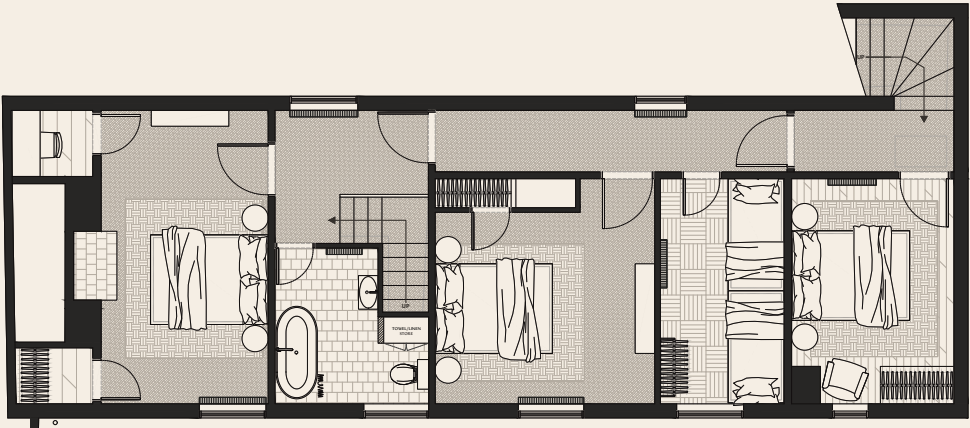
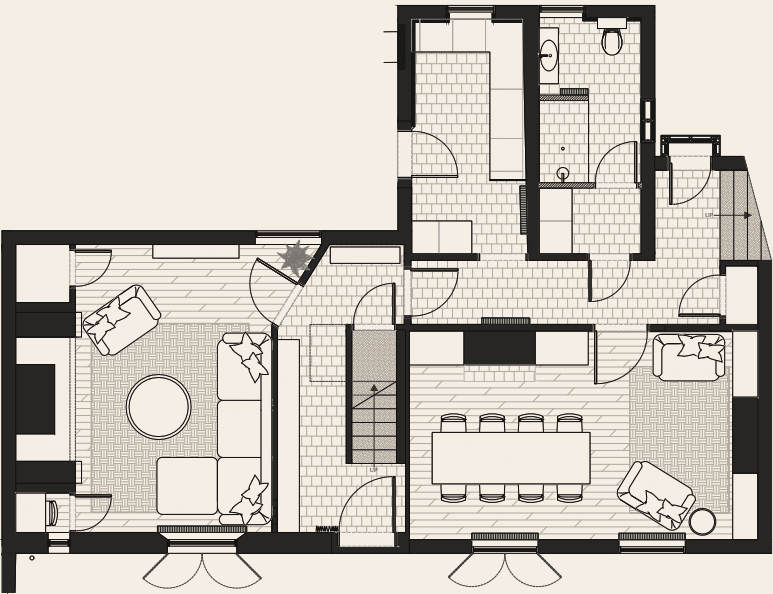
Both cottages will be carefully restored and thoughtfully designed to honour the character of the original buildings while creating warm, welcoming, and creative spaces. As part of the process, there is a shared ambition to collaborate with as many local creatives as possible, celebrating the arts and supporting the wider creative community through craftsmanship, storytelling, and considered design. This approach reflects the values that sit at the heart of West Horsley Place: care for people, place, and heritage.

This marks the beginning of a wider vision - to grow West Horsley Place into a vibrant centre for arts, culture, and community. Through these spaces and future projects, the estate will continue to champion creativity, education, and connection for generations to come.





Image shown is for inspiration purposes only.







DOJO HOUSE
PROJECT COMPLETION | 2023



Dojo House was designed as a thoughtfully curated home for international students - a place that feels personal, playful, and a world away from standard student housing. Working from the initial concept stage in response to the brand identity, the vision was to create communal spaces that bring people together through shared experiences and thoughtful design.

The bedrooms are cosy and characterful, moving away from the cookie-cutter feel of typical student accommodation. Dojo House offers a more premium, considered alternative. The look is playful but grounded. It's an eclectic mix of colours, textures, and found objects that feel like they've been gathered over time. Every detail was chosen to bring warmth and familiarity - creating a space that feels welcoming.







LAPLAND UK
PROJECT COMPLETION | 2021





Working closely with the creative director and production team, my role focused on designing and developing the entire site. We began with the narrative, using it as the foundation for the layout and allowing the story's characters, settings, and atmosphere to guide the design. Alongside the creative director, I produced detailed set drawings and visuals to help bring the vision to life.

This project deepened my understanding of how every object and detail can support storytelling. Small, purposeful touches, like Mother Christmas's snowy boots placed gently by her door, or Bauble's bag filled with forest-foraged pieces for her bauble designs, helped bring authenticity and emotional depth to the world.

I collaborated with specialist prop artisans, including artists who hand-painted details inspired by traditional Christmas motifs and folk art. These layers of craft added richness and personality throughout. Architecture played a vital role too, with each building shaped to reflect the distinct character of its resident - becoming an extension of their story. From Mother Christmas's warm, vibrant kitchen and the Enchanted Forest, to the Toy Factory and village shops like the sweet shop and Bauble's studio, every space was designed with narrative in mind.







