MAXIMILIAN HOLDER

DESIGN PORTFOLIO

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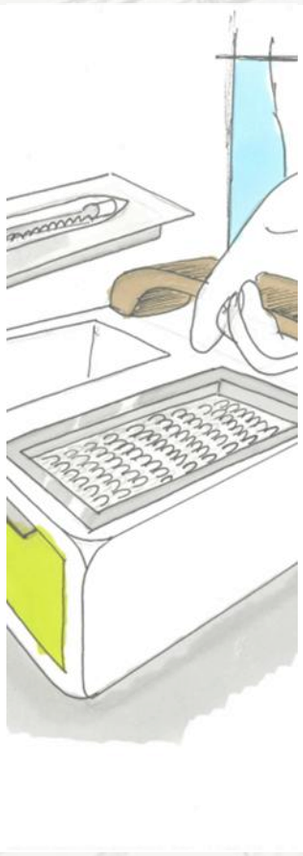
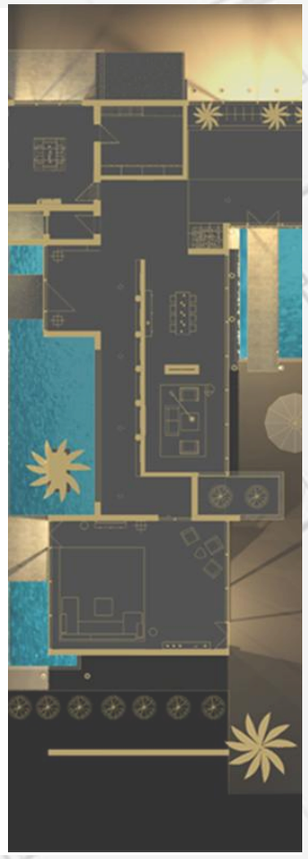




INCUBE LTD

INTRODUCTION
(2021 - 2024)

Incube ltd is a design and manufacturing firm that produce furniture for libraries, schools & nurseries with the aim of creating vibrant and colourful spaces for children. Whilst working here I was given hundreds of projects and had many roles which coincided with my main job of being a designer.

Along with designing layouts and making renders, I was also responsible for :

- Creating new products that would go into production.
- Creating 3D walkthrough videos of the spaces.
- Creating CNC setouts of the furniture.
- Make assembly instructions for products.
- Meeting with clients both in person and online.
- Site surveying rooms using a laser measuring device then drawing up the space on paper.
- Going to site to install the furniture firsthand.
- Assembling furniture within the factory.
- Producing vinyl graphics for products.
- Creating promotional material.
- Admin work such as producing quotations, emailing clients and answering phones.

WALKTHROUGH VIDEO

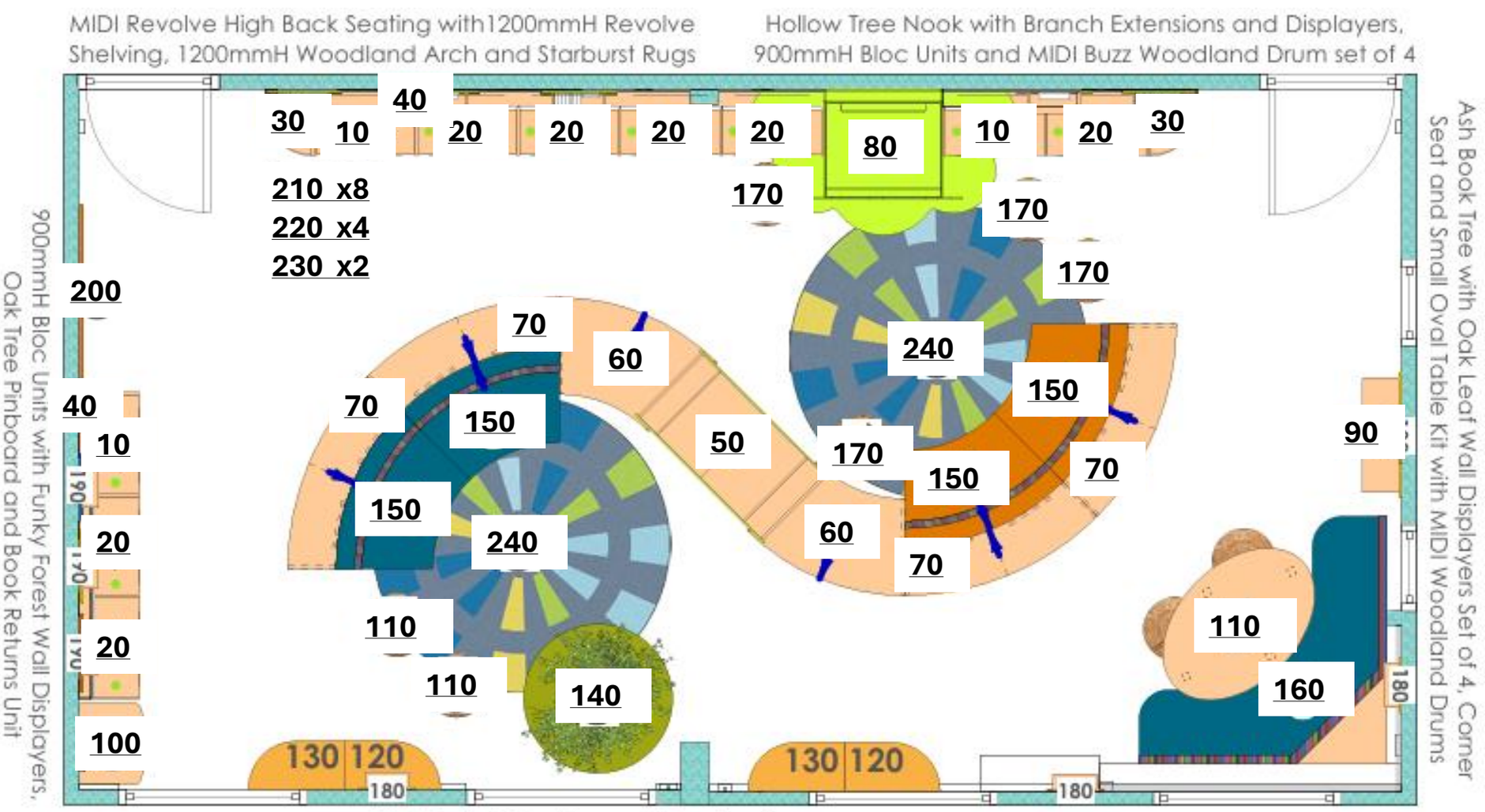
CLICK HERE or scan the QR code above which if scanned will take you to the Incube Ltd YouTube channel. The walkthrough video shows an example of what type of videos would be sent to clients. More detail of how these videos are made are noted on the next page.

SOFTWARE

The top image is an example of the type of renders that would be sent to clients. These would be produce using the CAD software's Vectorworks, Cinema4D and Twinmotion. More detail into how these software's are used will be present on the next pages.

PHOTOGRAPHS
(Bottom 3 images)

These images are examples of the types of libraries and classrooms we would design, with a range of different needs, wants and budgets.



Cubby End Seating and Reading Tree

DESIGN EXAMPLE

INCUBE LTD
(2024)

CONCEPT

The floor plans were designed to be simplistic but effective, making it as clear as possible for both the client and the assembly & installation teams.
We included a brief description of what was included in the designs on the borders of the design. This was more for our fitting teams benefit than the clients as they could confirm where all our furniture would go on site when installing it, as it often went disassembled for the furniture to all fit in our delivery vans. The numbers on the floor plan indicate the type of product it is which would be present on the quotation sent with the design PDF. We often started with the shelving, followed by dens, arches, seating and finally any extras such as wall displayers and rugs. This made it easy for both the clients and for the installation team to understand.

SOFTWARE

Vectorworks

Once the site survey was recieved I would draw up the space using the measurements provided. All our products were saved in our Products Library which we could bring into any of our designs. Once the design is finished and approved, we would add the numbers and text before exporting it to Cinema4D.

Cinema4D

The 3D model would be imported into Cinema4D where we can make any changes to materials or colours if necessary. Afterwards I exported the renders from the 3D model I would put them on our design boards.

Twinmotion

We often included walkthrough videos with our designs so the clients has a better understanding of how the space would look in person. We did this by exporting the Cinema4D file directly into Twinmotion. The Hyperlink for the walkthrough video for this job has been included bellow.

WALKTHROUGH VIDEO

CLICK HERE or scan the QR code above.

LARGE BUDGETS

INCUBE LTD
(2024)

CONCEPT

This room includes plenty of shelving at different heights for all age ranges, several dens for children to play in and lots of seating for children to sit on.

In examples like this where there are high ceilings and plenty of windows, items like archways and dens can be used to great affect. The colour scheme often depends on the clients brief but for this example I used gloss white and Beech wood to make the room feel brighter then used yellow, green and grey as accent colours on seating, dens and arches.

All the products shown in both videos are standard products which could be purchased straight from the website.

WALKTHROUGH VIDEO

CLICK HERE or scan the QR code above.

SMALL BUDGETS

INCUBE LTD
(2024)

CONCEPT

This example demonstrates how to fill a space with as much shelving and seating as possible whilst still abiding to health and safety standards and keeping the overall costs as low as possible.

This walkthrough video includes a range of extra details such as blinds, clocks and books. A ceiling and exterior would always be added to the Twinmotion models to make the video more realistic, but the interior was normally left more simplistic to better highlight the furniture.

These two projects were made purely to demonstrate how Twinmotion can be used to make realistic walkthrough videos. The designs shown are not based on an actual layouts or existing buildings.

WALKTHROUGH VIDEO

CLICK HERE or scan the QR code above.

PHOTOS VS RENDERS

INCUBE LTD
(2024)

The photos on the left were all taken by myself on site once the jobs had been completed. I had done designs for all types of clients ranging from nursery's, KS1, KS2, middle schools, prep schools, SEN schools, high schools and libraries. The right-hand side images are of renders of the same rooms which were initially sent to the customer. The inclusion of these images are to demonstrate how close the visuals we send to clients end up comparing to the physical furniture.

PRIMARY SCHOOL EXAMPLE

(Top design)

The clients asked for lots of small seating areas for group reading sessions and 1-1 intervention. They didn't have a huge book stock, so dens and seating were prioritized. They also had a decent budget which allowed more extras to be added such as beanbags and wall displayers. They also has an existing smart screen which needed a table nearby for a laptop and wanted a colour scheme that worked with their existing lime green wall.

MIDDLE SCHOOL EXAMPLE

(Middle design)

These clients wanted the space to be used mainly by older students and so preferred a more simplistic colour scheme. The librarian was also going to be permanently located in this room and so a large desk and storage areas were necessary to be included. A small use of blue was used to coincide with their school logo and uniform. Once again, these clients had a healthy budget and so more interesting products could be included into the design such as dens, mobile units and extra face out shelving units.

SEN SCHOOL EXAMPLE

(Bottom design)

These clients only had a small room with plenty of sockets, radiators and windows on the walls which made designing much more complex, relying mainly on free standing units which didn't attach to the walls. It also had to accommodate wheelchair users. Ultimately this design was chosen which still allowed for plenty of book storage and seating areas whilst not interfering with any of the existing fittings or blocking walkways.

ASSEMBLY INSTRUCTIONS

INCUBE LTD
(2024)

CONCEPT

These step-by-step guides needed to be easy to follow and explain how the flat pack furniture is assembled. Each of the panels were copied from the CNC setouts to ensure that they were 100% accurate. A 30-degree angle of the furniture helped ensure the fitters / clients had a clear understanding on how the furniture gets assembled.

SOFTWARE

Vectorworks

All instructions were drawn at a 1-1 scale for accuracy and so they could be taken straight from Vectorworks to the CNC cutter.

PRODUCT DESIGN

INCUBE LTD
(2024)

CONCEPT

Design meetings would often take place to discuss which type of new products were needed or which existing products needed to be redesigned or altered. Often, the most successful products would have multiple versions so they could be used in as many different types of spaces and accommodate for as many people as possible.

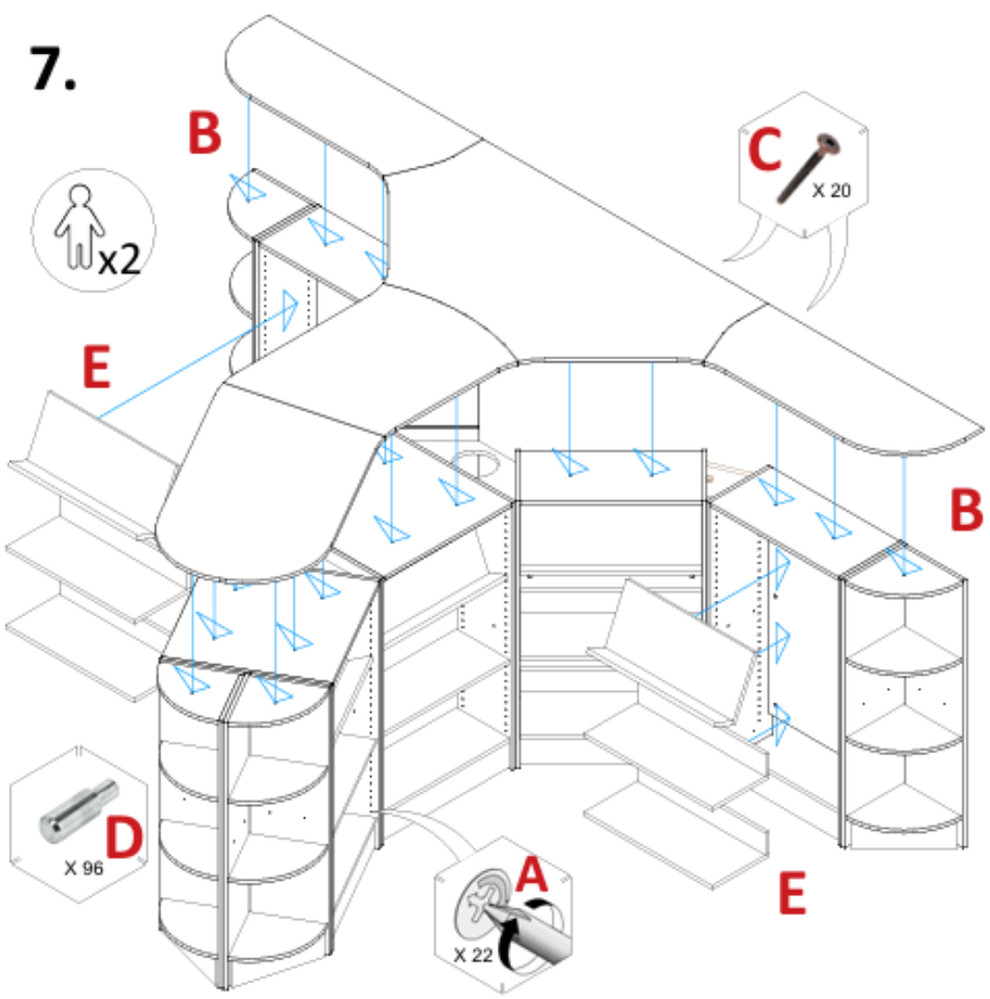
SOFTWARE

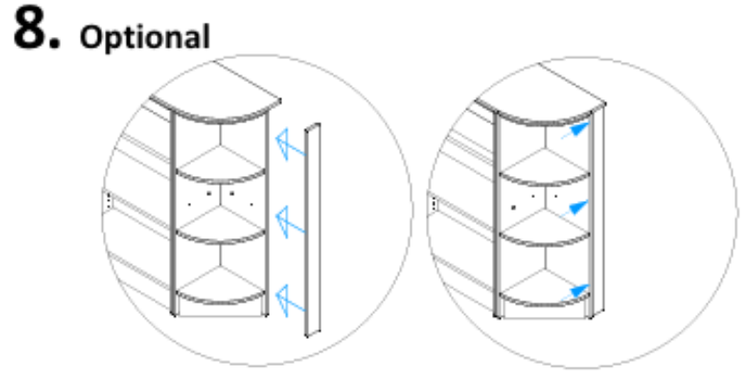
Vectorworks

All products would be designed from scratch on Vectorworks. They were drawn at a 1-1 scale so if they were developed further, they could be taken straight from the design.

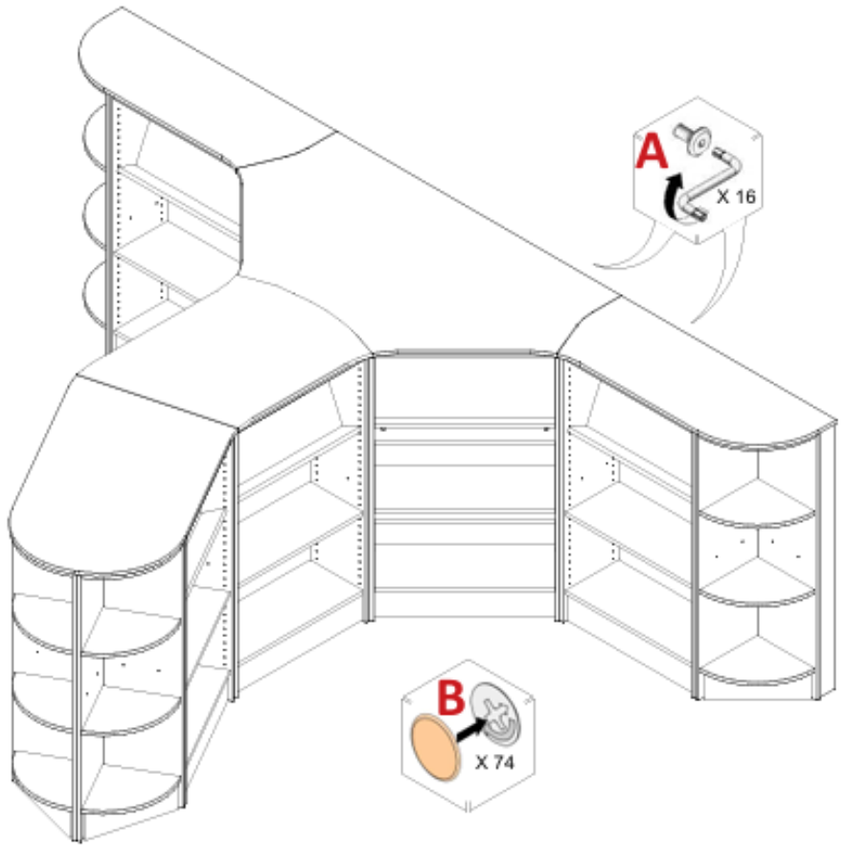
Cinema4D / Twinmotion

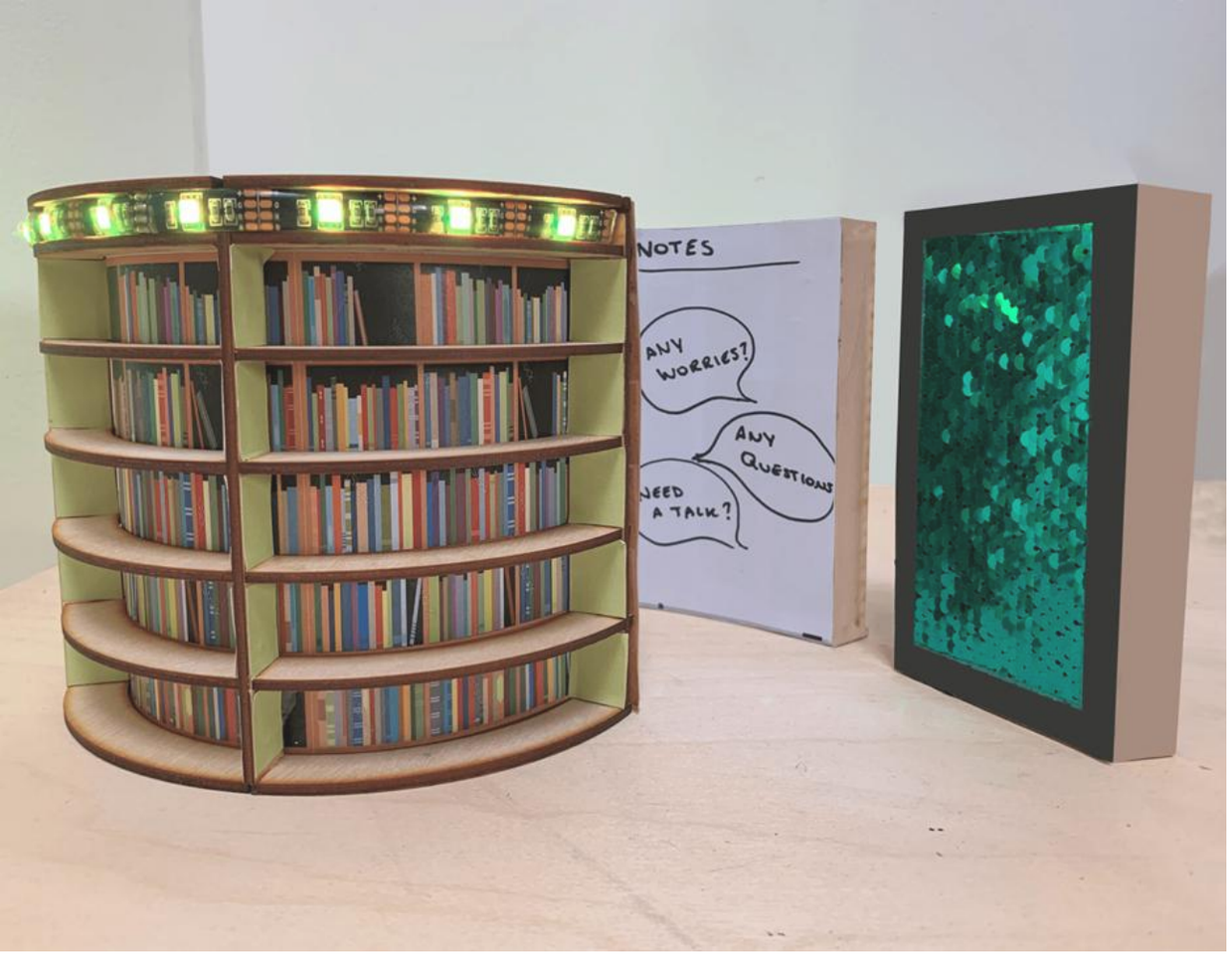
Once the product was approved and built in CAD, we could either render them in Cinema4D or Twinmotion. Whilst in either of the software, the materials and colours can be changed or altered.





To blank the ends use panels provided. These will need to be scribed around skirting, pipes, etc and then screw fixed through the side of the end displayer.





SENSORY POD COMPETITION

INCUBE LTD
(2019)

AWARD

1st Place Prize

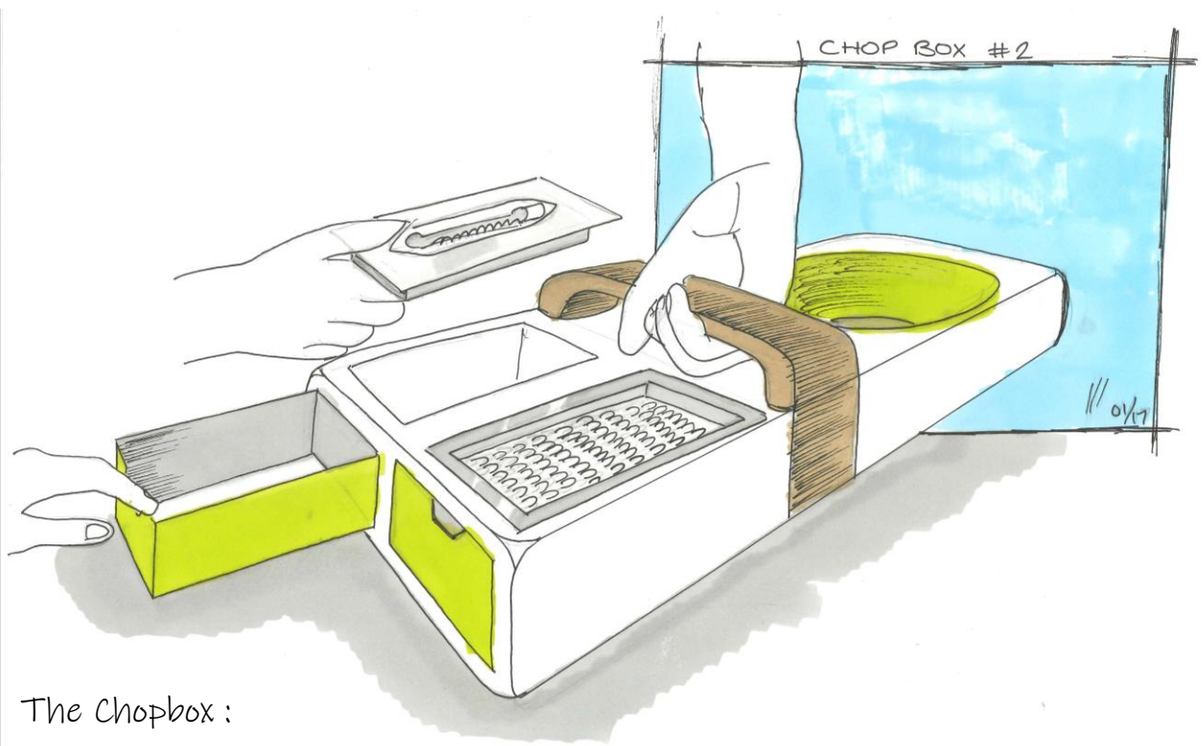
CONCEPT

Create a sensory pod for children who have autism or ASD. The exterior can be used for book shelving and the interior sides are covered in sensory materials such as two-toned sequins, Velcro, whiteboards and acoustic paneling.

I needed to ensure the design was appropriate and safe for all children including those with autism and ASD. This meant using smooth and curved shapes for touch, organic overall design and using calm colours.

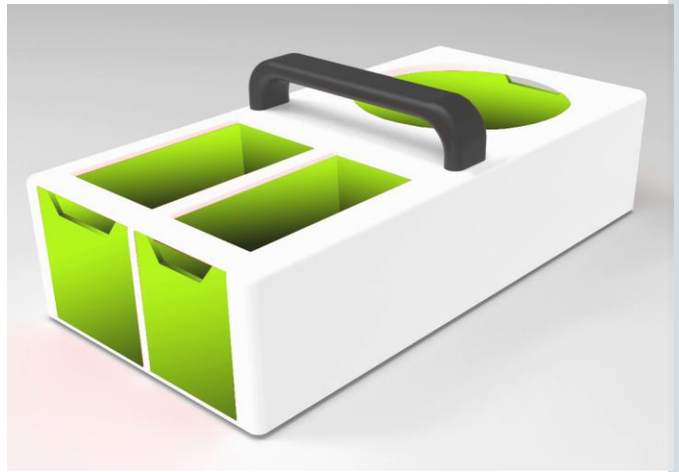
SOFTWARE

Revit, AutoCad, Photoshop & InDesign. I also included a 3D model, sketchwork & material samples.



The Chopbox :

- Removable cheese grater & peeler
- Removable mixing bowl
- Side drawers allow users to retrieve contents from grater and peeler
- Suction pads underneath for stability
- Moulded grip handle for easy mobility



24 HOUR CHALLENGE

24 HOURS OF INNOVATION
(2018)

AWARD

1st Place Prize

CONCEPT

Produce a kitchen utensil which could help aid one handed people whilst cooking. All work needed to be compiled into a video clip lasting no longer than 5 minutes, which was then submitted to the clients.

SOFTWARE

Revit & Photoshop. I also included hand drawn sketches, renders, technical drawings and a basic 3D model

GROUP MEMBERS

Maximilian Holder
Emily Rawlings
Pepa Fontiveros
Sadie Millermaggs
Ben Rose
Rio Mair

MANCHESTER OFFICES

SPACE INVADER
(2019)

AWARD

2nd Place Prize

CONCEPT

Create three small independent business, potentially specialising in one specific area of work such as consulting or building surveyors.

I wanted all three areas to have separate styles but all be space efficient to allow for as many individual groups to use the space at the same time.

The rooms included study pods, mobile seating to allow for bigger or smaller groups and a range of different furniture options ranging from formal to casual to accommodate all types of working styles.

SOFTWARE

Revit

The initial design was drawn up in Revit, using the architects site plans to ensure the buildings was drawn up accurately with all ceiling heights, doors, windows, steps and other fittings included.

Most furniture was included via the Revit inventory or through Revit City for specific products. Other products were created in 3DS MAX

AutoCAD

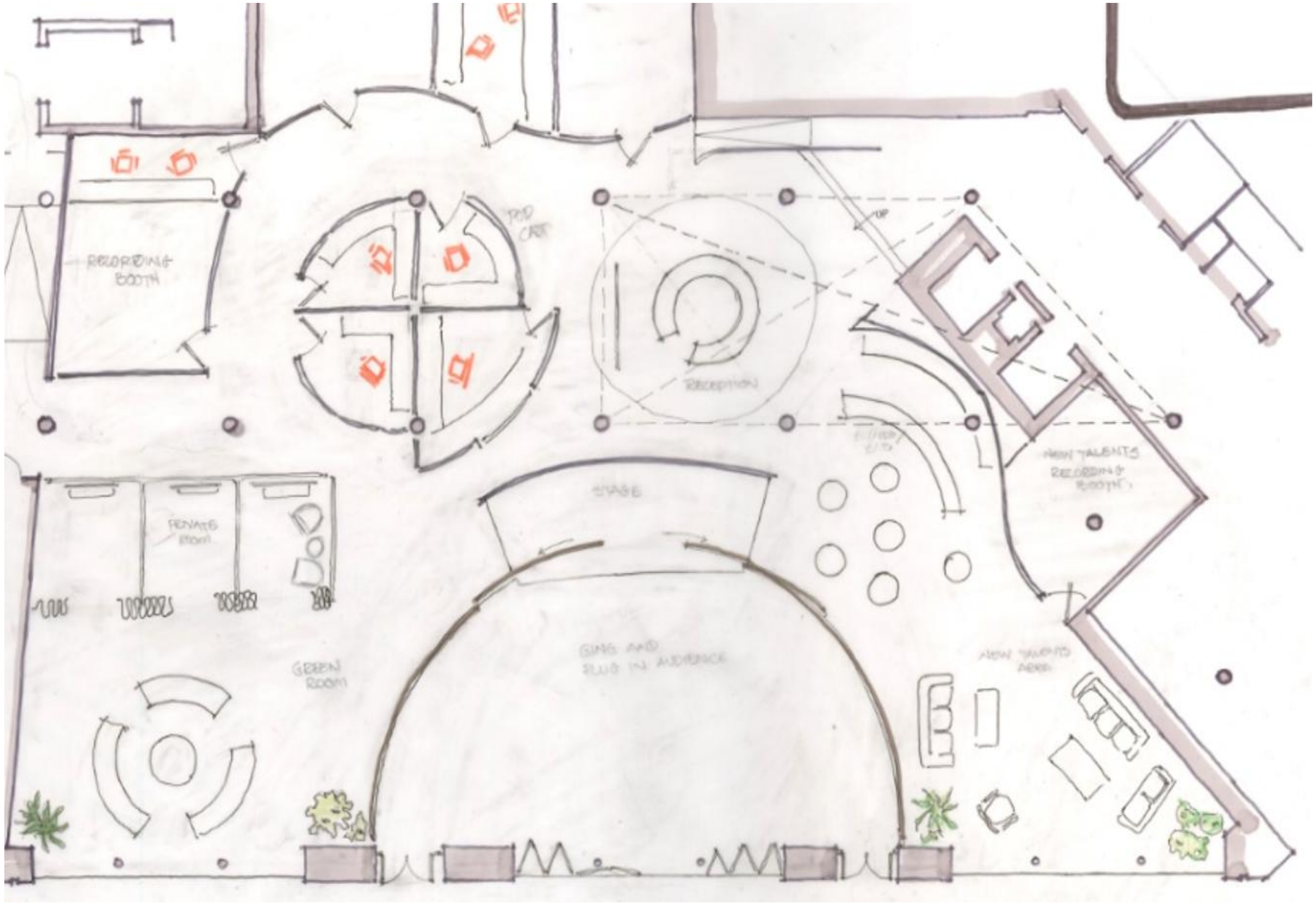
Once the initial concept was drawn, I exported the floor plan to AutoCAD so I could create a Lighting, plumbing, ceiling and fittings floor plans.

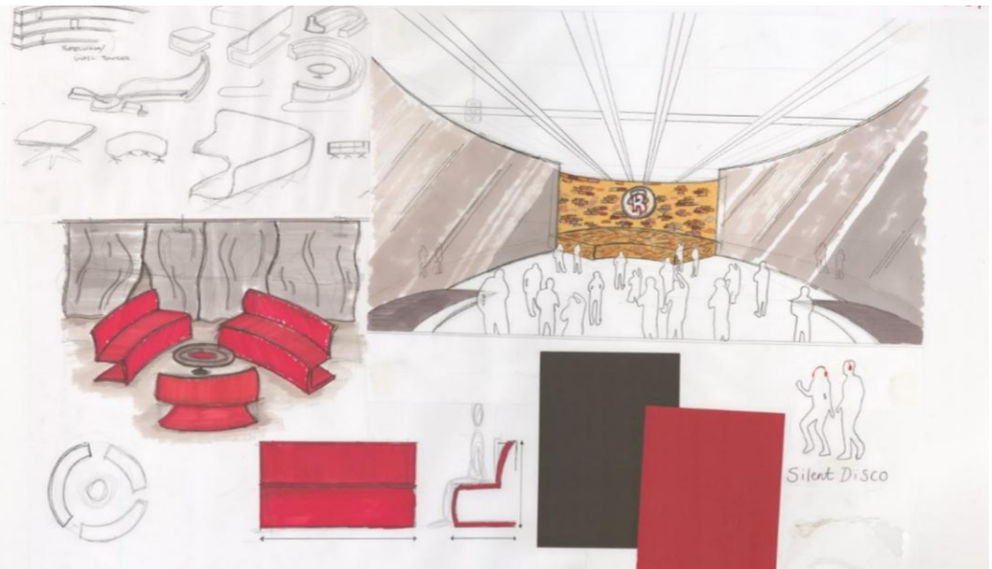
Photoshop

All renders were also created using Revit then edited in photoshop such as the inclusion of people and details which needed to be specific and was quicker to add in on photoshop then add in Revit.

InDesign

The final design boards were created using InDesign before being presented in front of the judges.





HERMAN MILLER OFFICES

BIID STUDENT DESIGN CHALLENGE (2018)

AWARD

2ND Place Prize

CONCEPT

The competition took place in central London at the Herman Miller furniture showroom. Our brief was to design a new headquarters for an upcoming youth radio station, which had to be dynamic, accessible and acoustically sound.

We were given six hours to create a design proposal and present it to the judges. Our team was assigned a BIID mentor May Fawzy, a practicing interior designer with professional knowledge gained from working in the industry. It was valuable and hugely rewarding experience, as we got to work alongside Industry professionals and present to a design panel simulating the professional environment.

Having a CAD free brief and very limited time also encouraged us to think differently about presenting our work, which will be useful for future design careers. The project also demonstrated how sketching is still an important skill to have within the industry.

I chose to create the 3D visuals as I am good at perspective drawing. I also drew up the initial floor plan shown here. We used measuring tape, and a laser tape measure up the existing floor plan including all windows, doors and floor heights.

Our hard work paid off as we were collectively rewarded the second-place prize out of the 10 university's that took part I the competition.

SOFTWARE

This was purely a drawing competition from start to finish. No CAD software was allowed to be used however we were allowed to use material samples provided by Herman Miller.

GROUP MEMBERS

Maximilian Holder
Amando Rodriguez
Polly Bayliss
Sadie MillerMaggs
Jade Diggory
Keelie Brooke

THE GATEHOUSE PUB

ELEMENTAL 2
(2019)

AWARD

Shortlisted

CONCEPT

Interior design firm Elemental 2 gave me the existing floor plan of this building and asked me to redesign the interior to better suit the location based in Brecon (UK) and to consider Covid-19 precautions in mind.

I wanted lighting to be heavily considered during this project, ensuring that as much natural lighting could enter the space and not make the place feel cramped and unpleasant with barriers placed everywhere for social distancing. For material and colour choices, mainly natural options were chosen, such as oak flooring, Beige porcelain slabs, Stone walls that nod to the pubs heritage and blue & cream coloured walls to match the near Usk and Honddu rivers.

SOFTWARE

Revit

I used the floor plans provided to accurately draw the space with all ceiling heights, doors, windows, steps and other fittings included. It was also used to create the 3D floor included on this page.

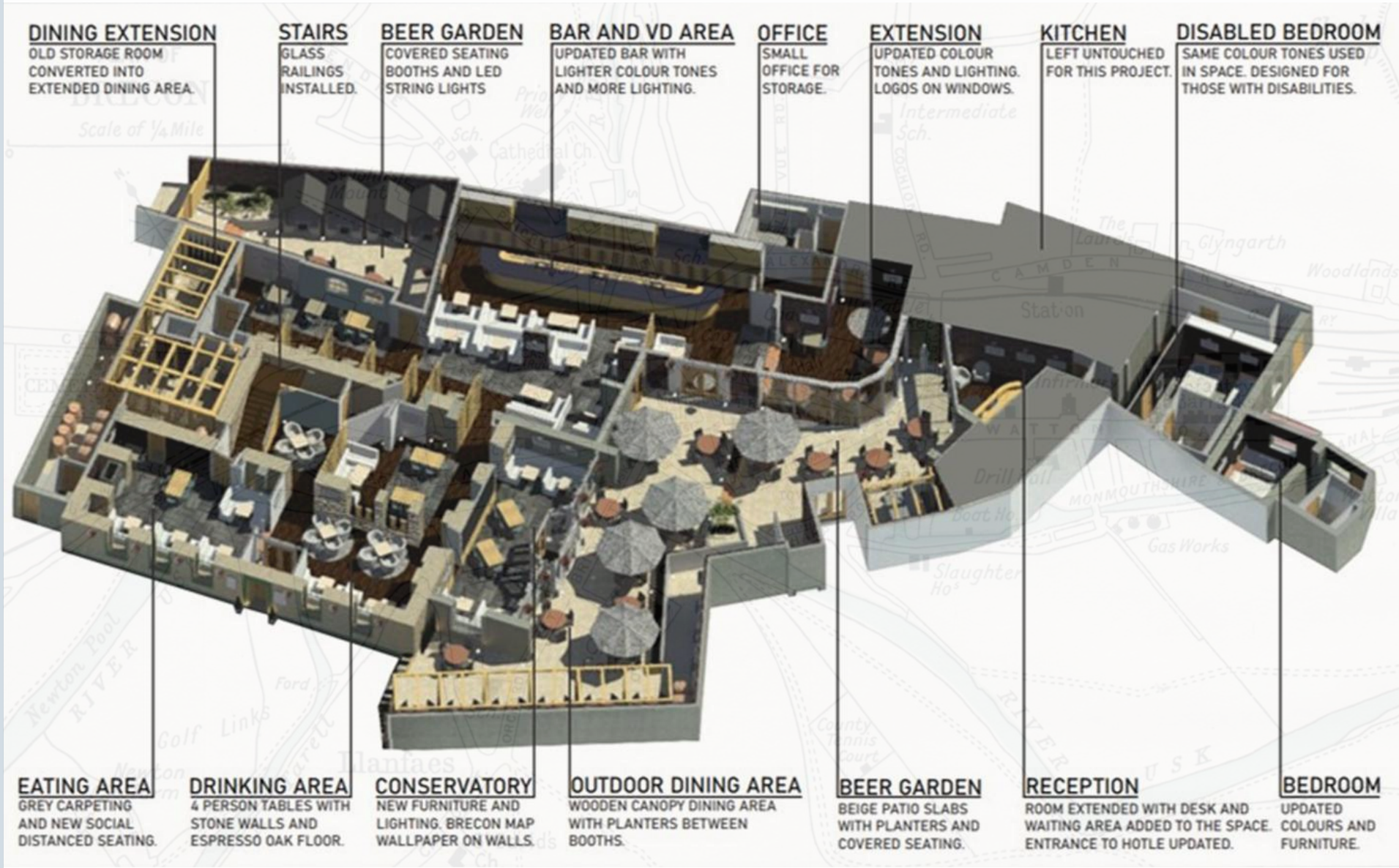
Most furniture was included via the Revit inventory or through Revit City for specific products. Other products were created in 3DS MAX and brought into Revit.

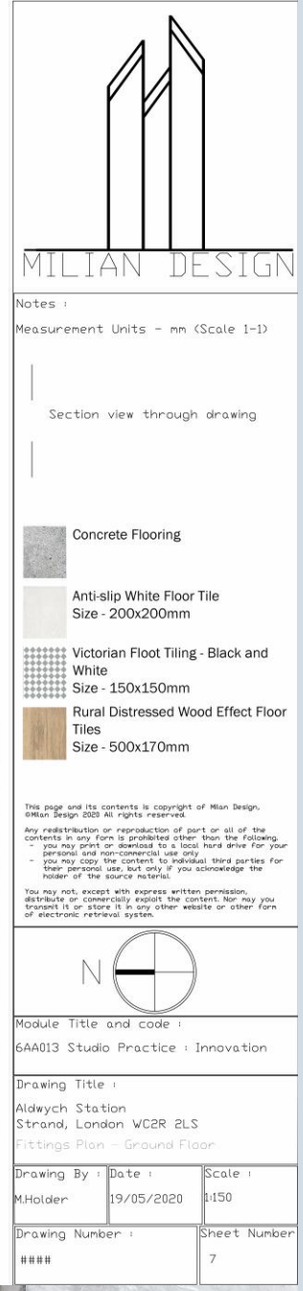
Photoshop

All renders were also created using Revit then edited in photoshop. For this project I did rely more heavily than normal on the photoshopped images due to the very specific materials and products I wanted to include on the design. The inclusion of people, small details and specific materials were quicker to add in on photoshop then add in Revit due to the time frame o f the competition.

InDesign

The final design boards were created using InDesign before being presented in front of the judges.





END OF THE LINE

UNIVERSITY 3rd YEAR PROJECT (2021)

CONCEPT

This concept offered customers a unique bar experience within the setting of an abandoned tube station in the heart of London.

The intention of this project was to align with the Westminster councils plans of turning Strand street into a pedestrianised 'Eco zone' (2025). The area of Aldwych where this building is located would turn a derelict tube station into a tourist hotspot.

SOFTWARE

Revit

The initial model was created using Revit 2020. Most furniture added was created within the Revit or 3DS MAX or downlaoded from Revit city.

All renders and floor plans were also created through Revit for this project.

Photoshop

After the initial renders were created, I added additional details them such as the lighting seen on the bottom left image, the people seen in the bottom middle image and the flowers, people and window reflection in the bottom right image.

Illustrator

The logo I made for this project was based on a London underground logo. When the logo was finished I imported it into Revit as a decal so I could add my logo on multiple walls and products in my Revit model.

Sketching

I also included an image of my sketchbook to demonstrate my sketching ability when producing initial ideas. Only after I had made some initial sketches would I begin creating the building on CAD software.

All work from this page onwards was done during my time at university which purely to demonstrate the different software skills that I have learned.

APARTMENT SHOWROOM

UNIVERSITY 2nd YEAR PROJECT
(2018)

CONCEPT

Create a living space that promotes healthy living, both physically and mentally. Research suggests that one of the worst affected spots in the UK for both depression and air pollution is in Leeds city centre. Therefore, I used the Candle House Tower located right next to Leeds Train Station as my project building.

I wanted the apartment to include living walls designed to improve human feeling along with calming colours and minimal design to help reduce stress.

SOFTWARE

Revit, Photoshop & InDesign.

The model was produced in Revit then the renders were edited on Photoshop and presented on InDesign

VILLA SHOWROOM

UNIVERSITY 2nd YEAR PROJECT
(2018)

CONCEPT

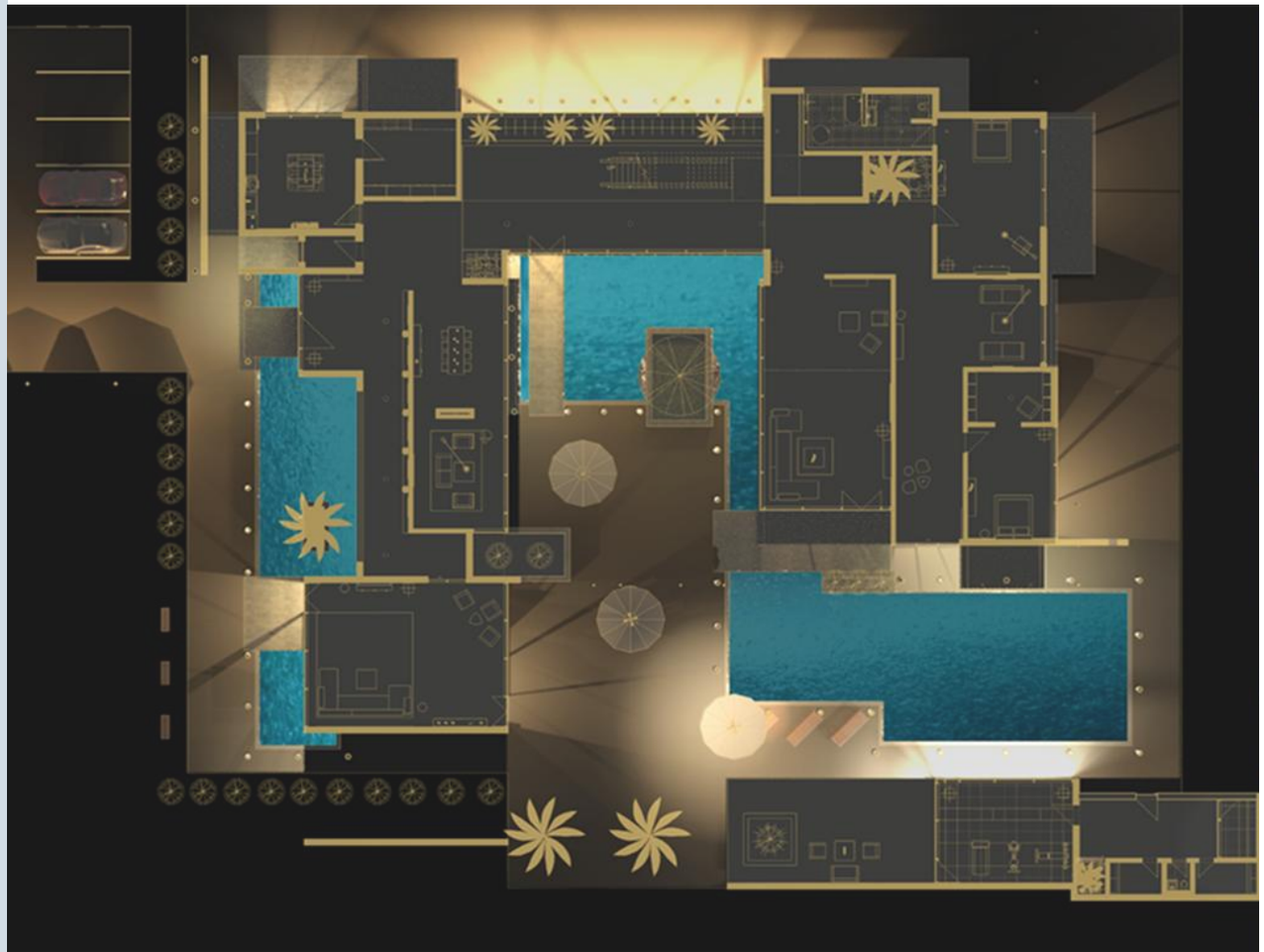
I based this project on lighting and so decided that all the renders should be done at night. I used a Revit model which had already been created as a template before adding my own lighting and furniture to it.

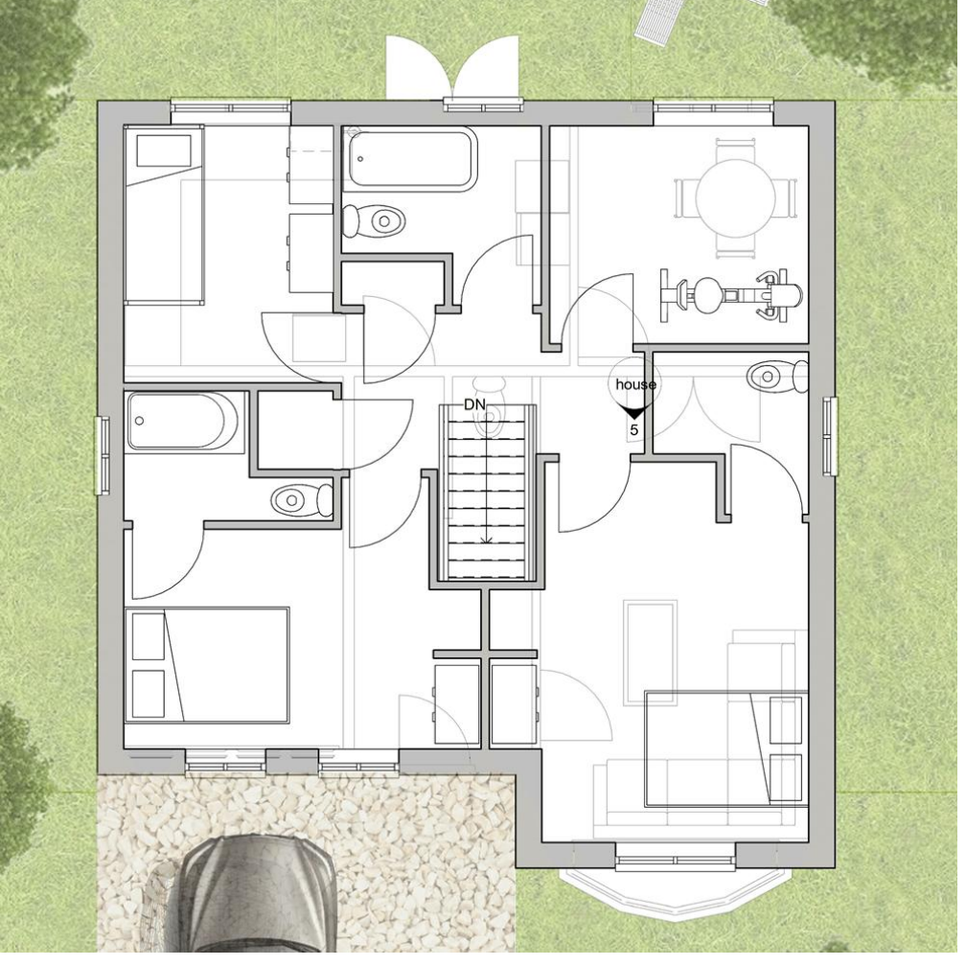
The focus for this project was the Floor Plan, trying to create an effective and alternative way of presenting information.

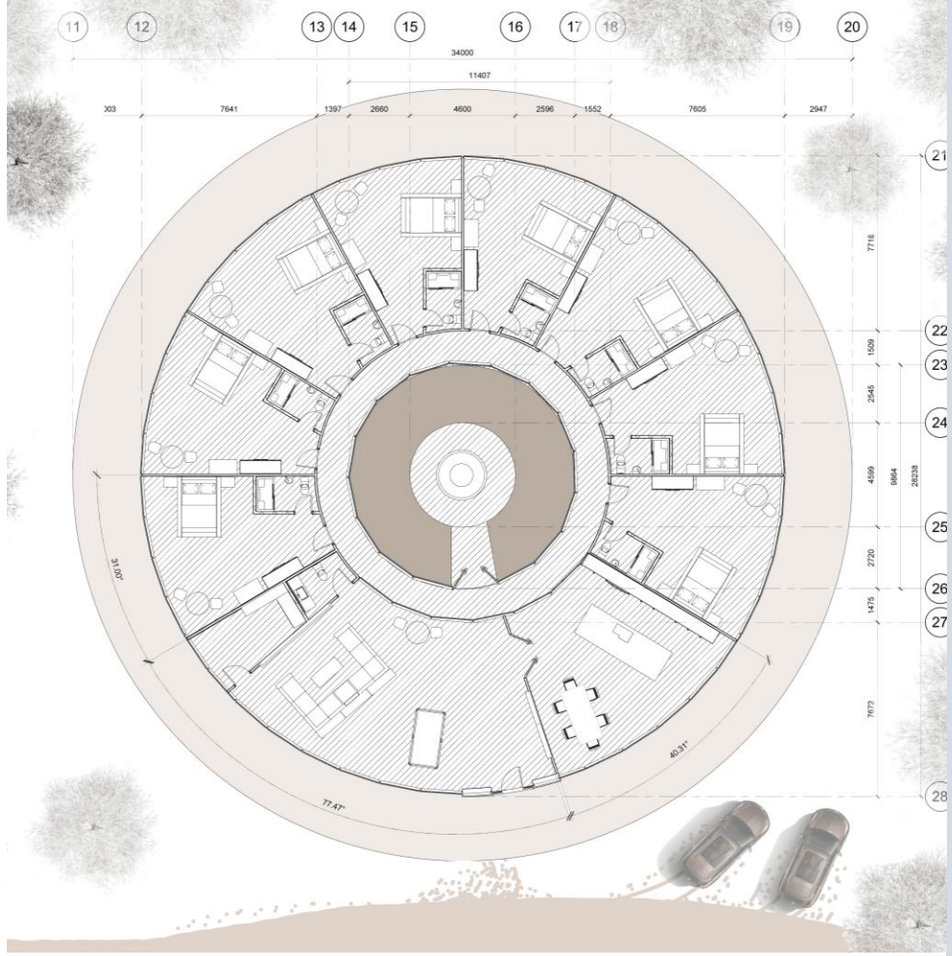
SOFTWARE

Revit, Photoshop & InDesign.

The model was edited in Revit then the floor plan and renders were revised on Photoshop and presented on InDesign. This project allowed me to experiment with floor plans as well as improve my Revit skills.







SOFTWARE SKILLS

CONCEPTS
(2018 – 2021)

HARBOURNE HOUSE
(Top Left)

This project allowed me to redesign an existing residential home. We were provided with the blueprints of the building by the architect who had constructed the site, which we then had to reconstruct digitally on AutoCAD. The project also allowed be to practice with my design layouts.

THERMAL SPRINGS GUEST HOUSE
(Top Right)

For this project I designed a luxury guest house which would act as an attachment to the company's already existing hotel. The outer windows are frosted glass which provides privacy but allows natural light to get in. The central Jacuzzi and circular shape give the building a unique and interesting design.

VOLCANO MUSEUM
(Bottom Left)

The brief was to create an organic looking structure which could blend into its surroundings. The shape of this building was inspired by Icelandic architecture and makes heavy use of large windows.

WALTON 6th FORM CENTRE
(Bottom Right)

In this project I redesigned my old school 6th form centre to better accommodate students and encourage them to use the space. I integrated a café, better seating, more effective colour usage on the walls and furniture and more foliage and windows to improve user productivity and increase the amount of natural light entering the space.

SOFTWARE

AutoCAD, Revit, Photoshop & InDesign

AutoCAD and Revit were used to create these floor plans and renders which were then photoshopped to include additional details. I used InDesign to make more interesting design boards for presenting my work to lecturers. All these projects helped me to further develop my software skills.