ELENA M CASANOVA
Interior Designer / Visual Merchandiser

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elenacasanova@live.com

Flat 4, 112 Walm Lane
London NW2 4RS
England

ELENA CASANOVA

INTERIOR ARCHITECT & VISUAL MERCHANDISER

education

- **Master's in Visual Merchandising**
  2010-2011. Master D - Zaragoza
- **Degree in Interior Architecture**
  2007-2010. IADE - Madrid

languages

- English: Fluent
- Spanish: Native
- French: Basic
- Italian: Learning

computer skills

Apple · Windows · AutoCAD · Photoshop · SketchUP · 3DMax · Acrobat · Power Point · Excel · Sketch

work experience

INTERIOR ARCHITECT
ELEVATIONE UK / NEWWAY HOLDING - LONDON **Jan2018-Present**

Elevatione is a luxury beauty retail company opening beauty centres, spas and cosmetics shop throughout the UK and internationally.
My role consist in interior space planning, product and suppliers sourcing and leading with the project manager to deliver the projects from concept to completion. Other role's tasks are: decision maker for all the interior design projects. Responsible for making and finalising complete tender packages. Furniture designer. On charge for the set-up process with contractors on site. Multi tasked with different projects at the same time around UK.

INTERIOR DESIGNER / VISUAL MERCHANDISER
IKEA WEMBLEY - LONDON **Sep2015-Jun2017**

Responsible for leading and developing the creative process for different projects in Wembley store, London.
Partnered with senior team members to drive the business and contributed towards continued growth on growth for the last year as a trainee member of the Next Step Program to become manager.

CEO / FOUNDER
FLUOR CORNER - LONDON / SPAIN **2011-Present**

As a CEO/Founder, I am proud of being involved in all the projects we designed including retail companies, residential high-end furnishing, hospitality and commercial projects, all which helped me with my professional training and development. Enjoying the design everyday even more.

References available upon request

Proj. 01

IKEA PROJECT
HFB12 HOME TEXTILE REBUILD
RETAIL

Textiles is the driver for easy and affordable change and we can show this and inspire our visitors in every area of our store

MOOD BOARD

HFB12 HOME TEXTILES REBUILD
VM: ELENA CASANOVA

BEFORE

AFTER

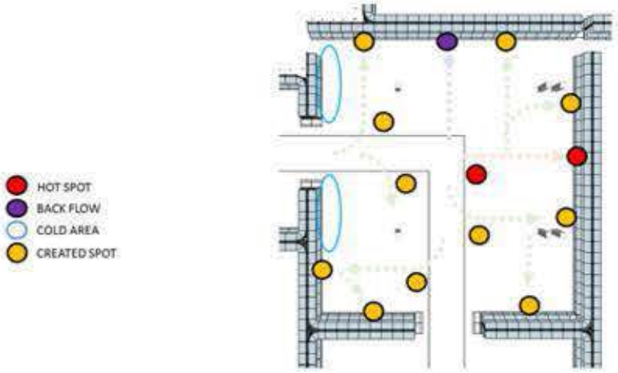
BEFORE

AFTER

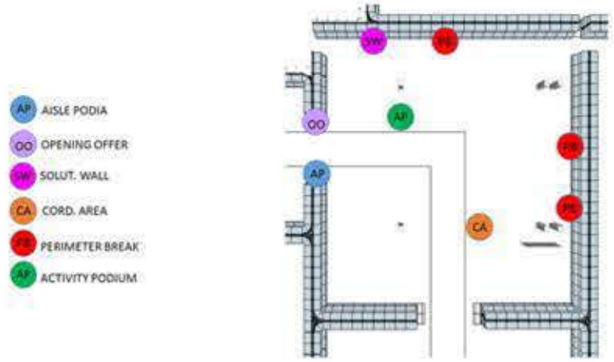
BEFORE

AFTER

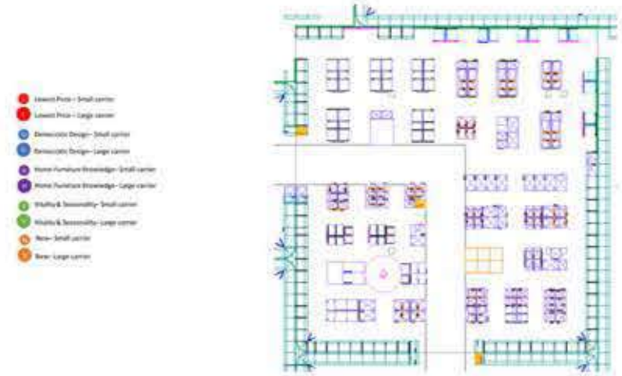
VISUALS



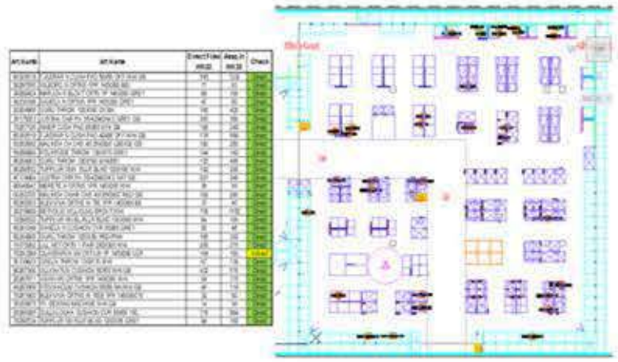
LAYOUT ANALYSIS



MEDIA PLACEMENT

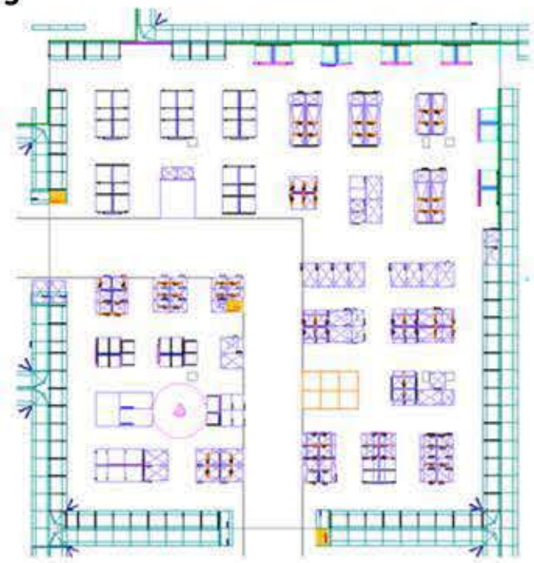


COMMERCIAL MESSAGES



TOP 30'S

AXONOMETRIC



PRODUCT PLACEMENT / FINE LAYOUT

ELEVATION

AUTOCAD PLANS

HFB12 HOME TEXTILES REBUILD
VM: ELENA CASANOVA

Proj. 02

IKEA PROJECT
HFB13 RUGS REBUILD
RETAIL

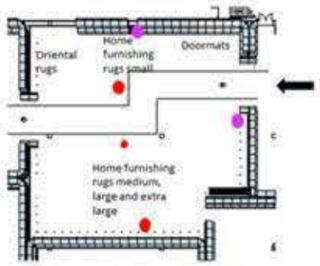
TRENDS
COLOURS
MATERIALS
TEXTURES
PATTERNS
BAZZAR
FEELINGS

MOOD BOARD

HFB13 RUGS REBUILD
VM: ELENA CASANOVA

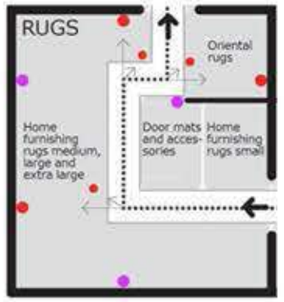
WEMBLEY

	m²	% of net area
RUGS AREA	513 m²	9 %*
Home furnishing rugs	388 m2	75.6 %
Door mats and accessories	62 m2	12.1 %
Oriental rugs	63 m2	12.3 %

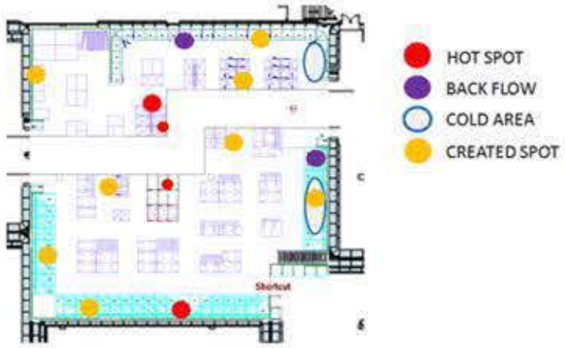


CSP

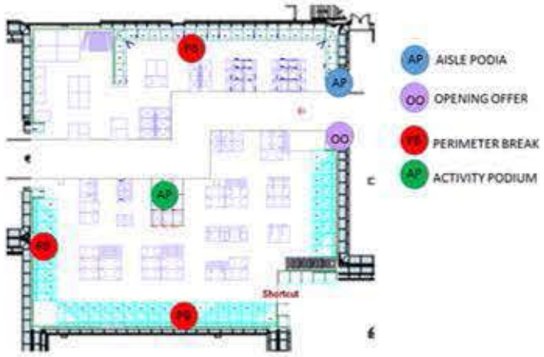
	m²	% of net area
RUGS AREA	611 m²	10%*
Home furnishing rugs	475 m²	77.7%
Door mats and accessories	62 m²	10.2%
Oriental rugs	74 m²	12.1%



COMPARE WITH CSP



LAYOUT ANALYSIS



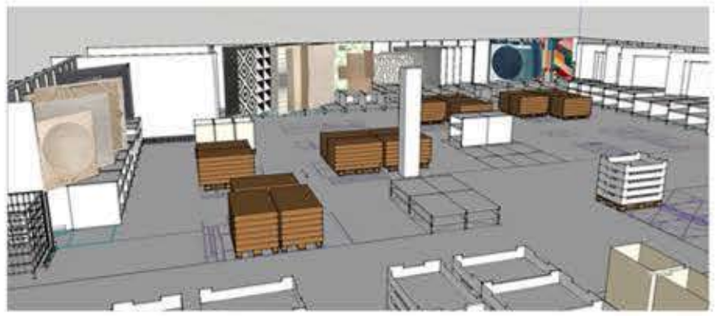
MEDIA PLACEMENT

TOP 30'S

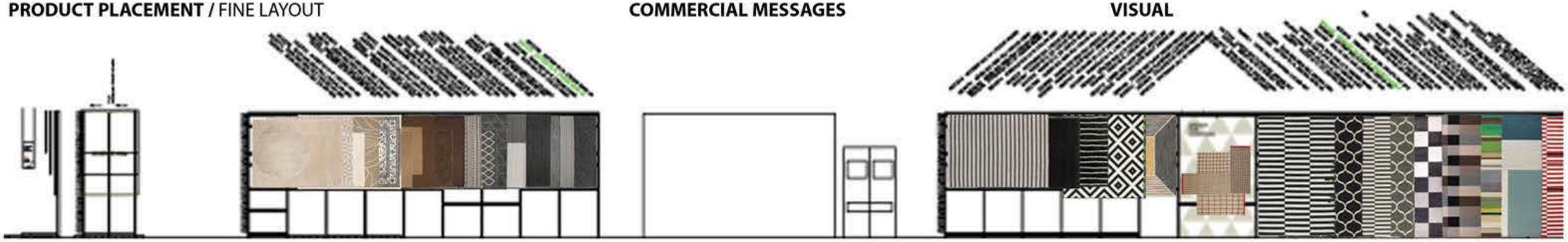
ACES & KING

PRODUCT PLACEMENT / FINE LAYOUT

COMMERCIAL MESSAGES



VISUAL



ELEVATION

AUTOCAD PLANS

HFB13 RUGS REBUILD
VM: ELENA CASANOVA

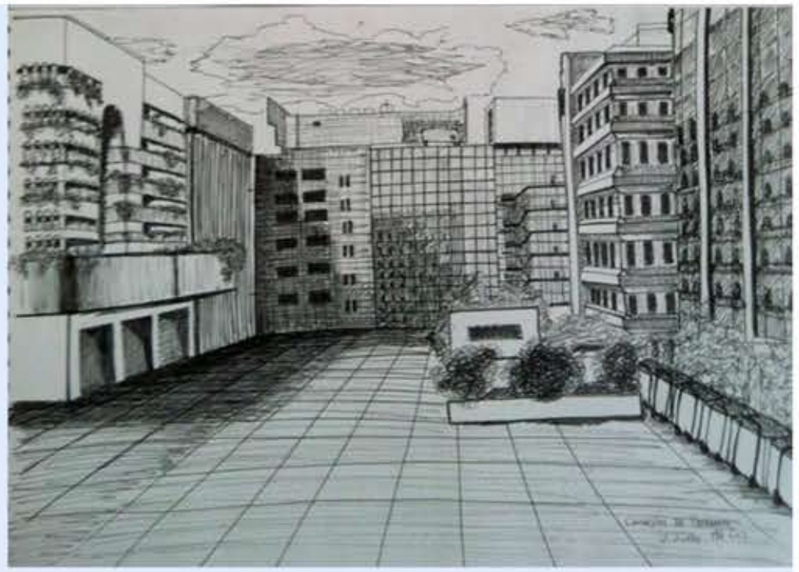
Proj. 03

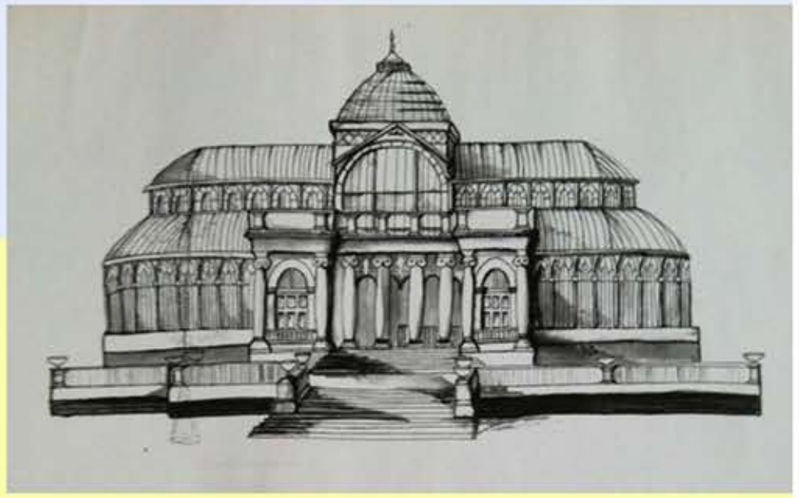
PERSONAL PROJECT
HAND DRAWINGS
ART & CRAFT

- New York -
2015

Vienna
- 2016

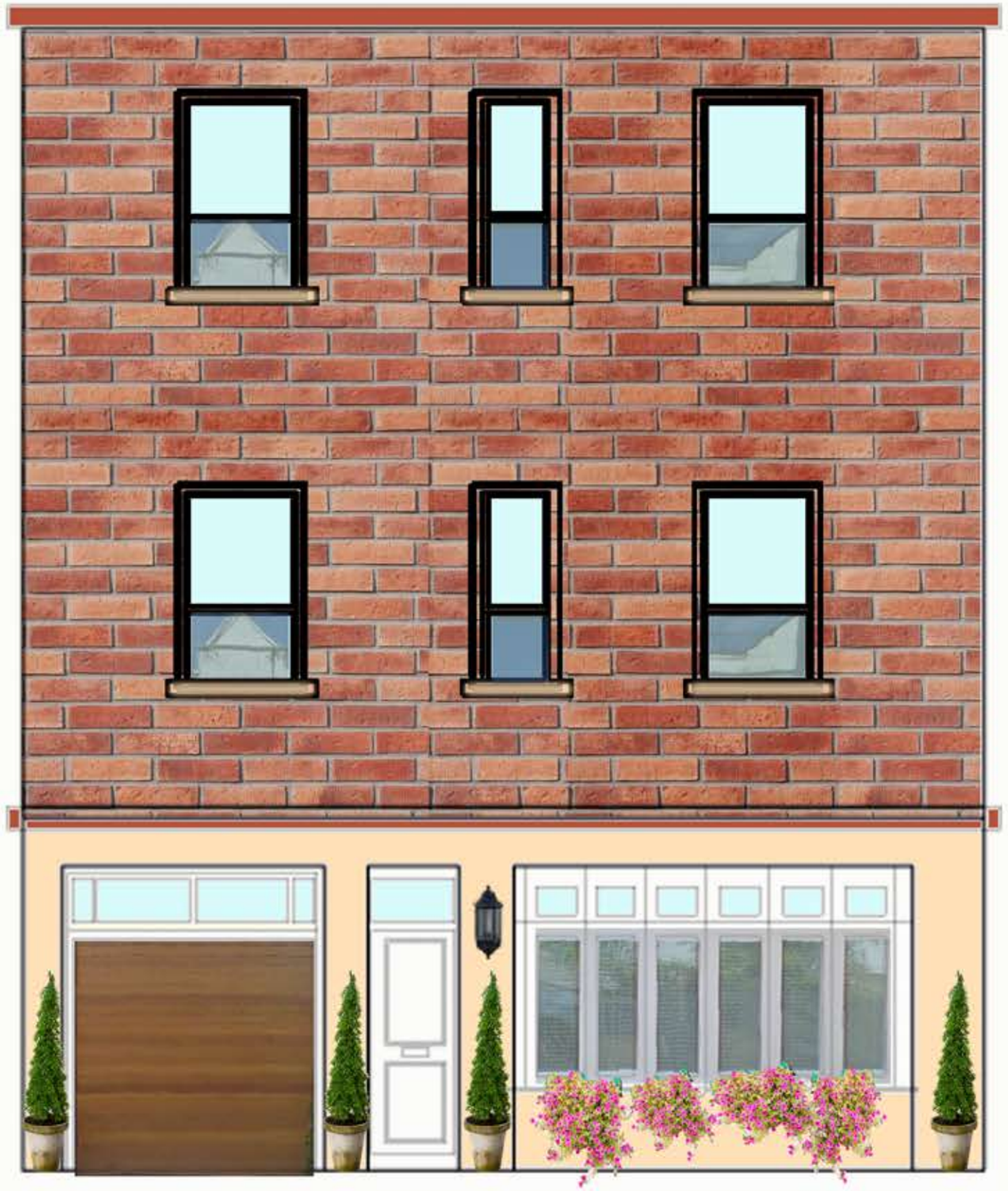
- Barcelona
2011





Proj. 04

PERSONAL PROJECT
NEW RENOVATION
RESIDENTIAL



PRIVATE RESIDENTIAL
LONDON SW5 0HH

VIVIENDA EARL´S COURT
PLAY ROOM & OFFICE

CLIENT: Rocio & Leonardo
DESIGN BY:

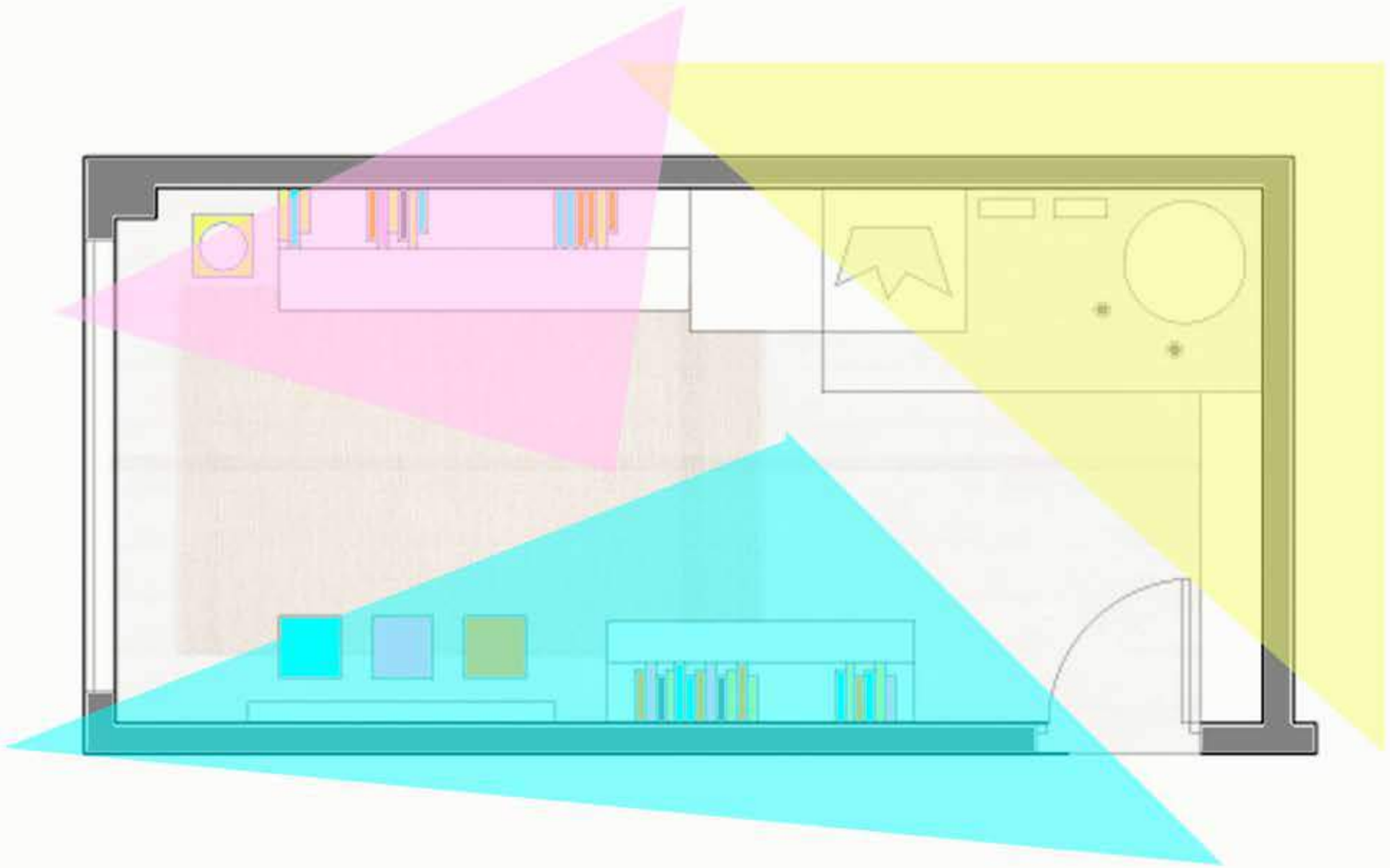
FLUOR CORNER

IDEAS INSPIRADORAS

PLAY ROOM & OFFICE

CLIENT: Rocio & Leonardo
DESIGN BY:

FLUOR CORNER



ZONA DE INSTALACIONES

ZONA DE ALMACENAJE

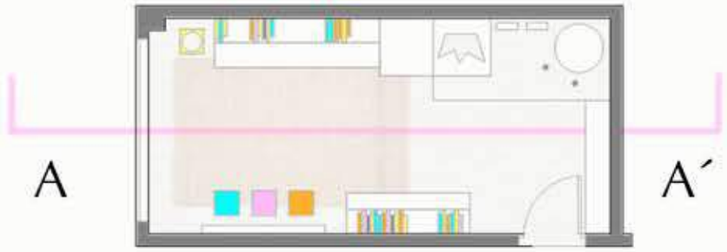
ZONA DE JUEGOS

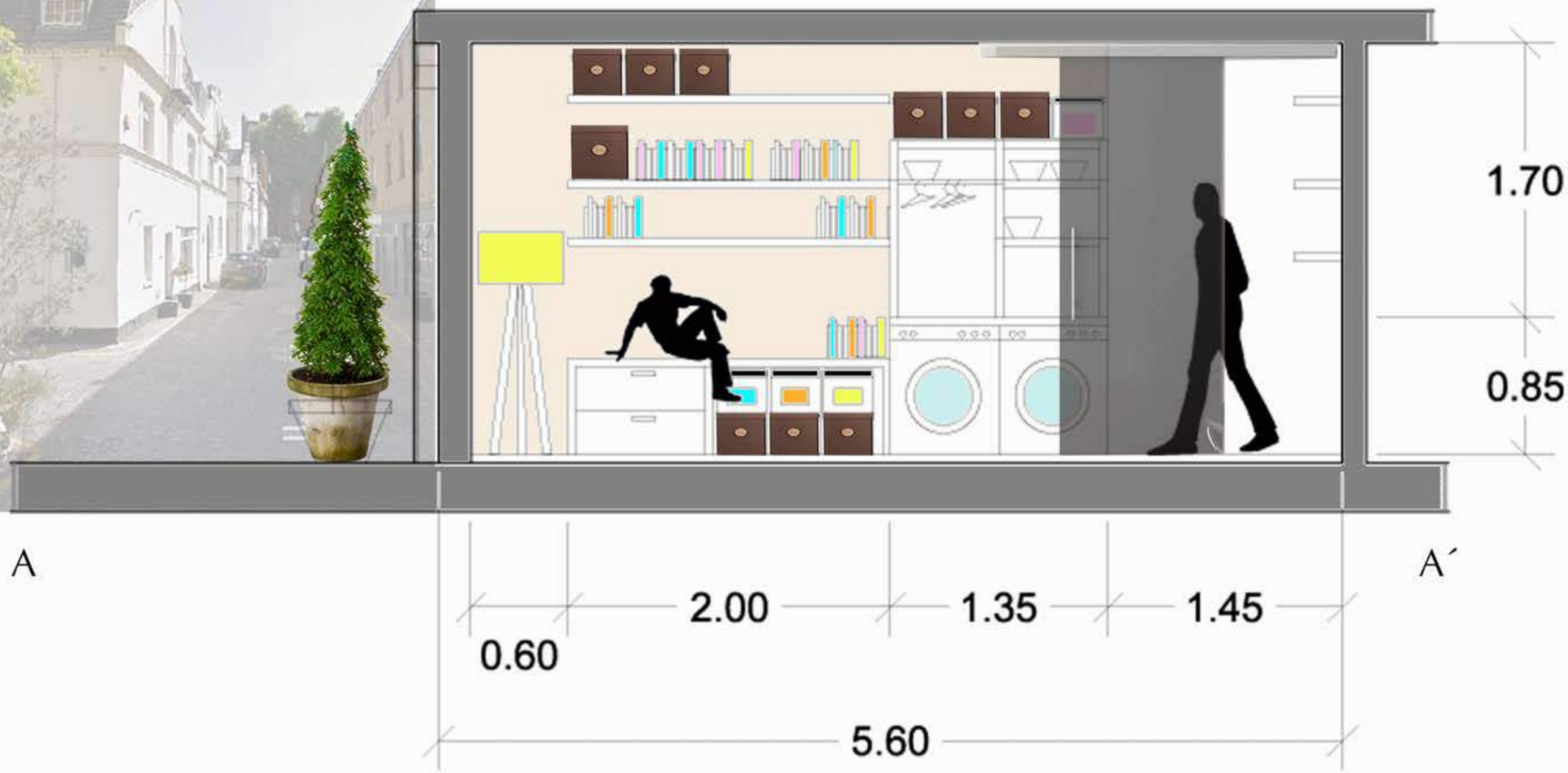
ZONIFICACIÓN

PLAY ROOM & OFFICE

CLIENT: Rocio & Leonardo
DESIGN BY:

FLUOR CORNER





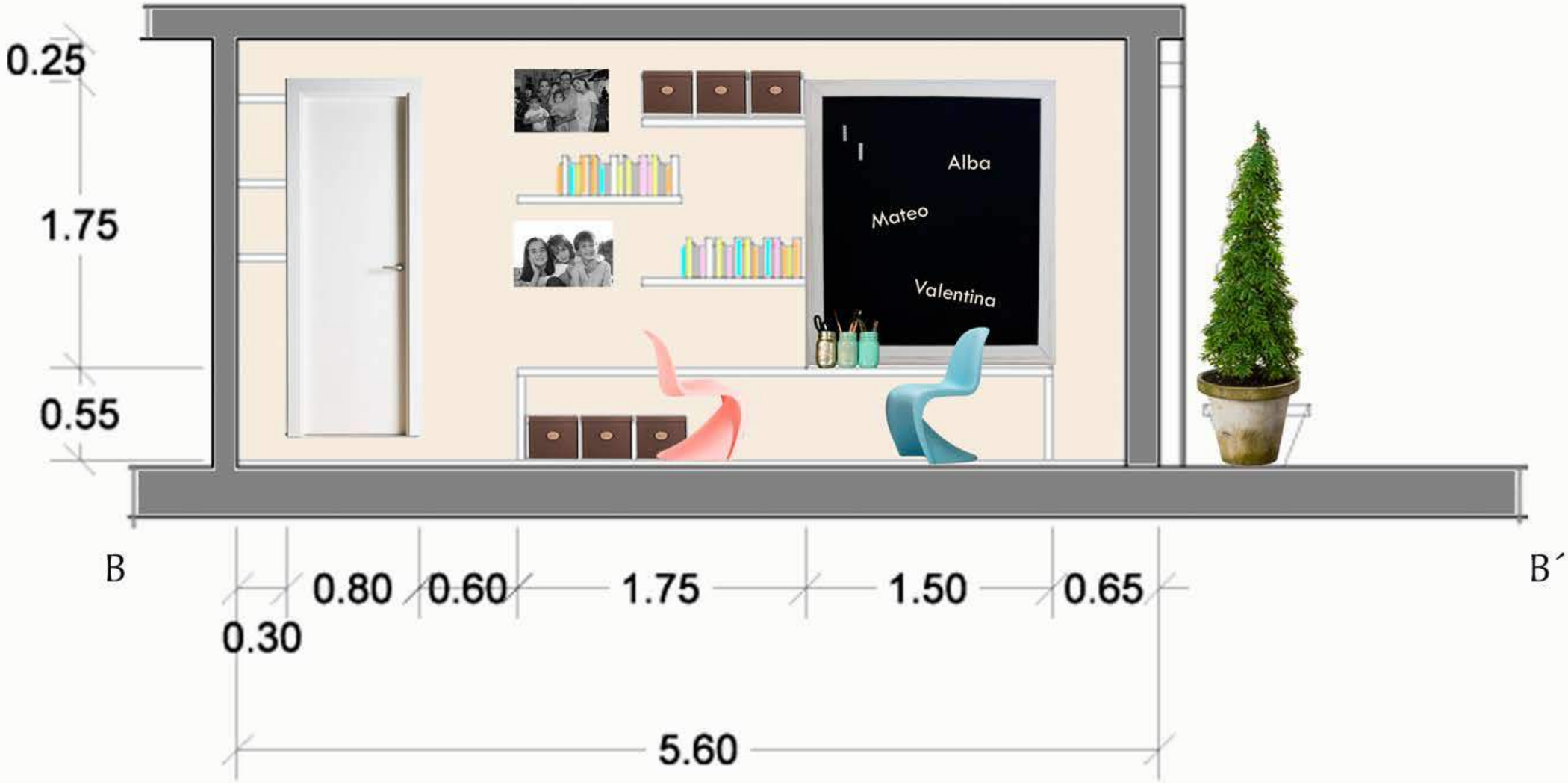
SECCIÓN A-A´

PLAY ROOM & OFFICE

CLIENT: Rocio & Leonardo
DESIGN BY:

FLUOR CORNER

Alzado de la zona de juegos de los peques, con estanterias de almacenaje, y mesa grande donde poder divertirse dibujando, con hueco debajo para meter todos los juguetes en cajas.



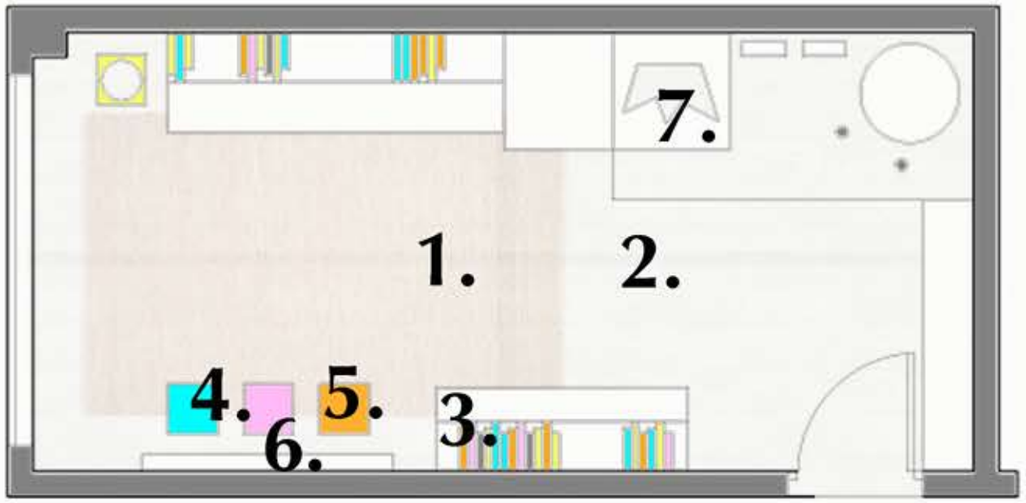
SECCIÓN B-B´

PLAY ROOM & OFFICE

CLIENT: Rocio & Leonardo
DESIGN BY:

FLUOR CORNER

8.



4. Reciclado para lapices

6. Cuadro pizarra

5. Sillas Panton niños

1. Alfombra colores arena

2. Suelos laminado o vinilico

3. Zona de almacenaje

7. Zona lavanderia Algot Ikea

8. Abeto jardin

PANEL DEL MOBILIARIO

PLAY ROOM & OFFICE

CLIENT: Rocio & Leonardo
DESIGN BY:

FLUOR CORNER

Proj. 05

PERSONAL PROJECT
NEW BUILD PRIVATE
RESIDENTIAL

Proj. 06

PERSONAL PROJECT
REFURBISHMENT PRIVATE
RESIDENTIAL

INSPIRATIONAL MOOD BOARD

Design by Fluor Corner

ARTICLES LIST

DINING TABLE AREA

1. Karma Blue Area Rug by Nourison 260£
https://www.wayfair.co.uk

2. Lincoln Dining Table 295£
http://www.worldstores.co.uk/

3. Maison Balloon Back Chair From £284.99
http://www.worldstores.co.uk/

4. BLACK METAL MIRROR Al. 135 cm
ORANGERIE 200E. Masion du Monde. (we should to check one similar)

LIVING ROOM

5. Verona Ivory Area Rug by Nuloom Inc 110£
https://www.wayfair.co.uk

6. Guinevere Chesterfield Velvet 2 Seater Sofa
From £649.99. Footstool £220.00 (different colour options).
http://www.sofasworld.co.uk/

7. Savannah Coffee Table £335
http://www.worldstores.co.uk/

8. Alex Stool £150
http://www.worldstores.co.uk/

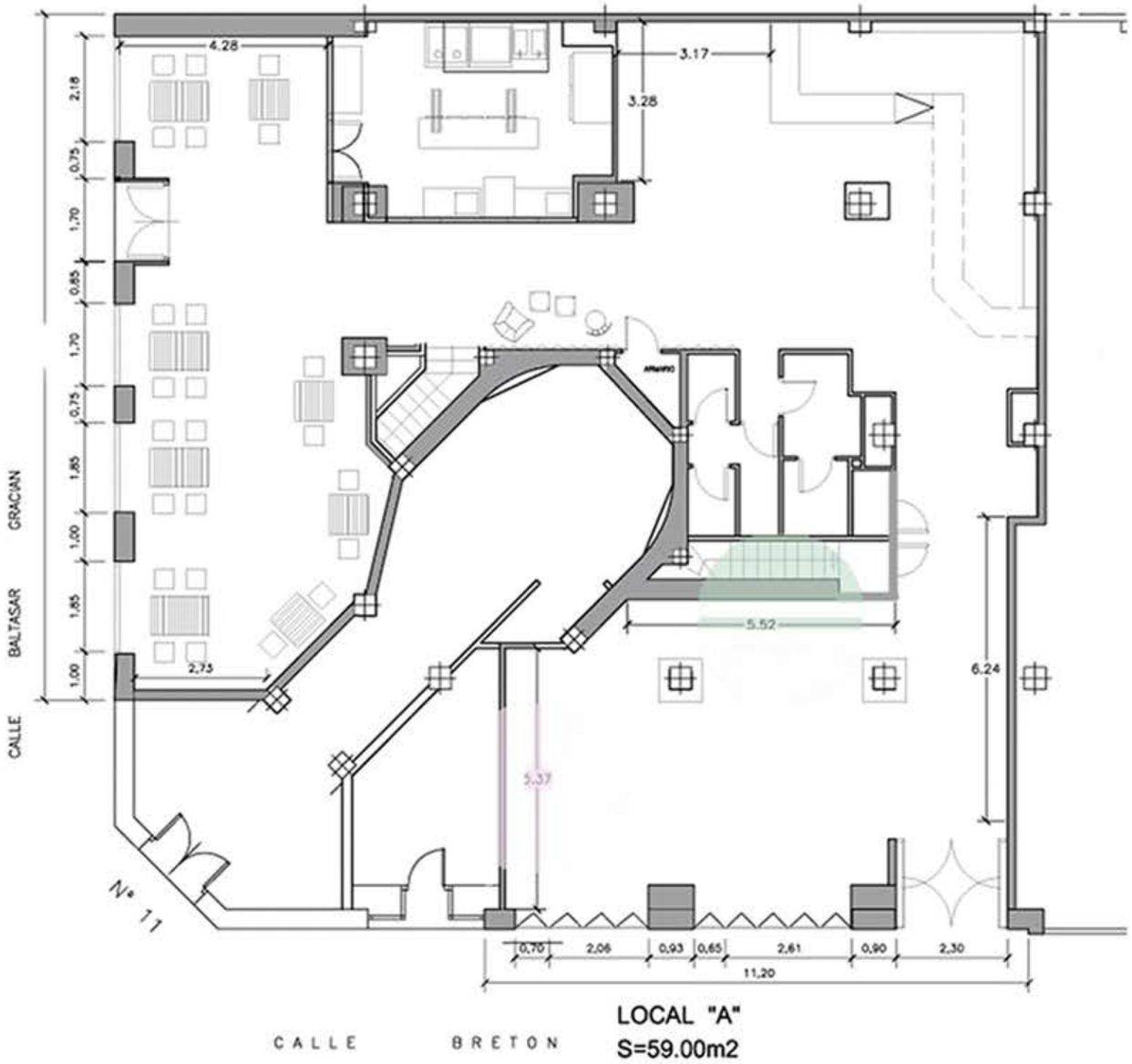
For the curtains I being checking this company. They do some a similar style that we are looking for your house.
http://www.curtainslondon.com/

LIVING ROOM

Location:
London TW4 5LH

Proj. 07

PERSONAL PROJECT
REFURBISHMENT RESTAURANT
COMMERCIAL


4.28
3.17
3.28
2.18
0.75
1.70
0.85
1.70
0.75
1.85
1.00
1.85
1.00
GRACIAN
BALTASAR
CALLE
2.73
5.52
6.24
5.37
Nº 11
0.70
2.06
0.93
0.65
2.61
0.90
2.30
11.20
CALLE BRETON
LOCAL "A"
S=59.00m2

minami

minami

Proj. 08

PERSONAL PROJECT
REFURBISHMENT AESTHETIC CENTRE
COMMERCIAL

cocó.estética

Beauty&Nails

Proj. 09

PERSONAL PROJECT REFURBISHMENT
BEAUTY SPA CENTRE
RETAIL

13
11

NOVA

NISBET

Shine
bright

About ME

IF YOU WANT TO KNOW MORE ABOUT ME, PLEASE VISIT

http://fluorcorner.wixsite.com/corner

OR CONTACT ME

+44 (0) 7472 959594
elenacasanova@live.com

THANK YOU :)