

VIOLETTE CHARTOCK

NEW YORK SCHOOL OF INTERIOR DESIGN

EXPECTED GRADUATION: MAY 2021

## PERSONAL STATEMENT

“Create the things you wish existed,” sagely advises novelist Elizabeth Gilbert. I am drawn to create interiors that support human flourishing, for individuals and communities. Health – physical, mental, and emotional – has been a pervasive theme in my life. I became acutely aware of my surroundings at a young age, growing up with an abusive parent. I saw the impact that small sensory changes, such as sounds, lighting, textures and scents had on human emotion and behavior. During these years, my escape was competing in Junior Olympic gymnastics, eventually winning the Level 10 State Championships. Gymnastics offered me the physical strength and discipline to move on and added a new level of awareness of my environment. I developed a consciousness of every position of my body as it moved in a confined space, while relaying skill and art to the judges and audience. I now want to harness this awareness for good, to create spaces in which people can thrive.

As I design, I consider the effect of my design decisions on the humans within the spaces. I consider how people will feel when they enter, travel through, and experience the space in its entirety. I think about how my choices of materials, furnishings, lighting, scale and other design elements will impact people’s mood and actions.

I intend to focus my career on constructing environments that enhance the mission of health-related businesses, such as organic-food shops, activewear boutiques, wellness resorts, and offices of corporations that prioritize employee well-being. I relate to the needs of customers and employees of these businesses and am excited by the opportunity to thoughtfully design their commercial locations and workplaces. In line with this, I became a WELL Accredited Professional and plan to become LEED certified this summer. I believe in integrating aesthetics with sustainability to develop dynamic spaces.

In addition to my passion for health, I am captivated by business and branding. I received my Bachelor of Science in Business and worked as a Marketing Manager after college. Through work experience, I realized business was not enough. I yearned to combine business with design. Thus, I left my job to enroll in design courses at SCAD and through personal reflection realized my dream was to create immersive experiences that told the story of a brand. I pursued my MFA at the New York School of Interior Design because I desire to design innovative interiors that speak to a brand’s mission while inspiring healthy lifestyles.

While I design, I aim to be collaborative and supportive of others and their process. While working at Hewlett-Packard, I was awarded the “Leading The Way” award by a Senior Vice President for “leadership, innovation and dedication”, and at the New York School of Interior Design, I was fortunate to be chosen for the Ruben de Saavedra Scholarship for “demonstrating exceptional talent and commitment to design”. As an interior designer, I hope to continue to make a positive impact in the spaces I design and on the people with whom I work.

Education

<b>New York School of Interior Design</b>	<b>3.99 / 4.0</b>
Master of Fine Arts	
2018 - Expected graduation 2021	
<ul style="list-style-type: none"><li>· Dean's List</li><li>· Ruben de Saavedra Scholarship</li></ul>	
<b>Savannah College of Art &amp; Design</b>	<b>4.0 / 4.0</b>
2015 - 2016	
<ul style="list-style-type: none"><li>· Courses in Drawing, Design &amp; Color Theory</li></ul>	
<b>Washington and Lee University</b>	<b>3.98 / 4.0</b>
Bachelor of Science, Business Administration	
2009 - Dec 2012	
<ul style="list-style-type: none"><li>· summa cum laude</li><li>· Phi Beta Kappa: national academic honor society</li><li>· Beta Gamma Sigma: international business honor society</li></ul>	
<b>Danish Institute for Study Abroad</b>	<b>4.0 / 4.0</b>
2012	
<ul style="list-style-type: none"><li>· Courses in Design and Positive Psychology</li></ul>	

Associations and Skills

- WELL Accredited Professional
- Member of ASID, IIDA, IDS, NEWH
- AutoCAD, Revit
- Rhino, SketchUp, 3ds Max, V-Ray, Enscape
- Adobe Illustrator, InDesign, Photoshop
- Microsoft Office Suite

Recognition

<b>ASID Student Portfolio Competition Finalist</b>
<i>American Society of Interior Designers</i>
Finalist in the 2020 Student Portfolio Competition with work from 1st and 2nd year. Evaluated on concept, content & context.
<b>Metropolis “Future100”</b>
<i>Metropolis Magazine</i>
Named one of the “top 100 students in North America that are reimagining the practice of architecture and interior design” (to be published in the April 2021 issue of Metropolis magazine)
<b>IDA Award - “Retails, Shops, Stores, Malls”</b>
<i>14th Annual International Design Awards</i>
Awarded silver prize in the “Interior Design: Retails, Shops, Department Stores, Malls” category
<b>Ruben de Saavedra Scholarship</b>
<i>New York School of Interior Design</i>
“Awarded to an outstanding MFA student who demonstrates exceptional talent and commitment to design”
<b>Achievement Scholarship</b>
<i>Savannah College of Art and Design</i>
Awarded for artistic and academic achievement
<b>Leading the Way Award</b>
<i>Hewlett-Packard</i>
Recognized by a Senior Vice President for “leadership, innovation and dedication”
<b>Johnson-Rosasco Scholarship</b>
<i>Washington and Lee University</i>
Awarded tuition for “integrity, initiative, leadership and a promise for success in business”
<b>Business Department Award</b>
<i>Washington and Lee University</i>
Awarded for highest GPA of Business Administration students

Relevant Experience

<b>WELL AP</b>
Summer 2020, New York, NY
<ul style="list-style-type: none"><li>· Studied and passed the WELL AP exam scoring 99%</li></ul>
<b>Graduate Design Student - New York School of Interior Design (NYSID)</b>
Sept 2018 - April 2020 , New York, NY
<ul style="list-style-type: none"><li>· Developed programs; Hand sketched; 3-D modeled by hand and on the computer</li><li>· Designed plans and sections using AutoCAD</li><li>· Developed designs and rendered with SketchUp, Revit, Rhino and V-Ray</li><li>· Created presentation layouts using Photoshop and InDesign</li><li>· Presented projects to juries of professors and peers</li></ul>
<b>Health in Hospitality, Independent Research - NYSID</b>
June - Aug 2019, New York, NY
<ul style="list-style-type: none"><li>· Analyzed design elements that inspired healthy lifestyles in 10 hospitality interiors in NYC</li></ul>
<b>User Experience Research Intern - 2CV</b>
Sept 2016 - Jan 2017, San Francisco, CA
<ul style="list-style-type: none"><li>· Created presentations and reports that evaluated user needs for video game designs</li><li>· Analyzed focus groups, usability tests, and ethnographic interviews</li></ul>
<b>Marketing Manager - Hewlett-Packard</b>
Sept 2013 - July 2015, Palo Alto, CA
<ul style="list-style-type: none"><li>· Analyzed cross-organizational requirements, market trends, and consumer behavior</li><li>· Developed the creative concept of a marketing campaign</li><li>· Collaborated with cross-functional teams on the design and development of the website</li></ul>
<b>Commercial Real Estate Development Intern - EDENS Connective Retail</b>
June - Aug 2012, Columbia, SC
<ul style="list-style-type: none"><li>· Researched and designed a strategy for selecting retailers for a new shopping center</li><li>· Presented a retailer strategy to executives</li><li>· Assisted with the project management of architects, engineers and construction teams</li></ul>



# MOUNT ROYAL

## THEATRICAL HOTEL

The boutique hotel is located in a Beaux-Arts style building in Old Montreal, Quebec, Canada. The design of the public areas is inspired by Montreal's namesake: Mount Royal, a dormant volcano that was formed by glaciers 125 million years ago, which sits at the edge of the city.



### CONCEPT: FIRE AND ICE

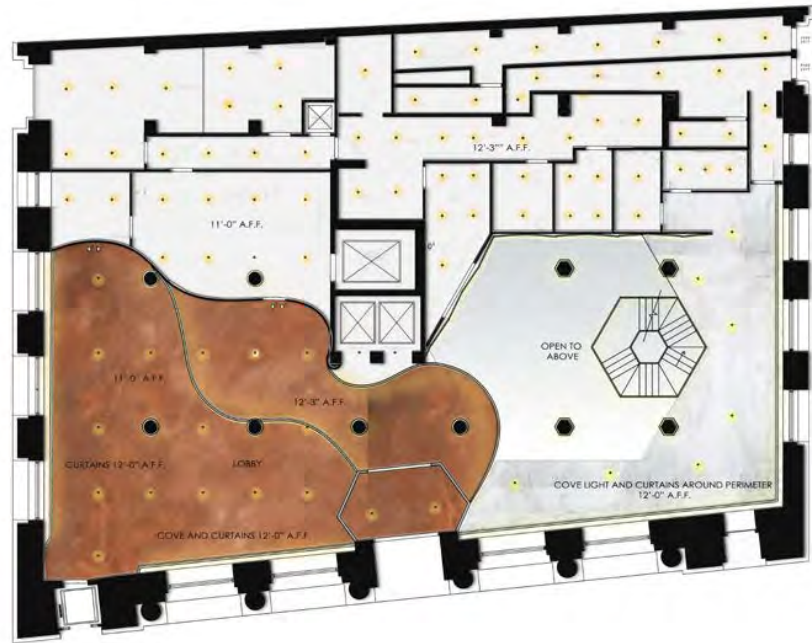
Glacial volcanoes, a combination of ice and lava, inspired the concept of a “Fire and Ice” hotel. The design elements increase in intensity as guests rise to the second floor. Curves become more fluid in fire areas, edges become more jagged in ice areas. Colors become richer and lighting becomes more dramatic, creating a moodier atmosphere in the second floor bar and restaurant.



### RECEPTION AND CONCIERGE

The copper concierge desk and sculpted glass reception desk were inspired by a stream of magma flowing around a glacier. The copper is set into the wall to the right of the reception desk and then grows out of the wall to form the concierge stand on the left.





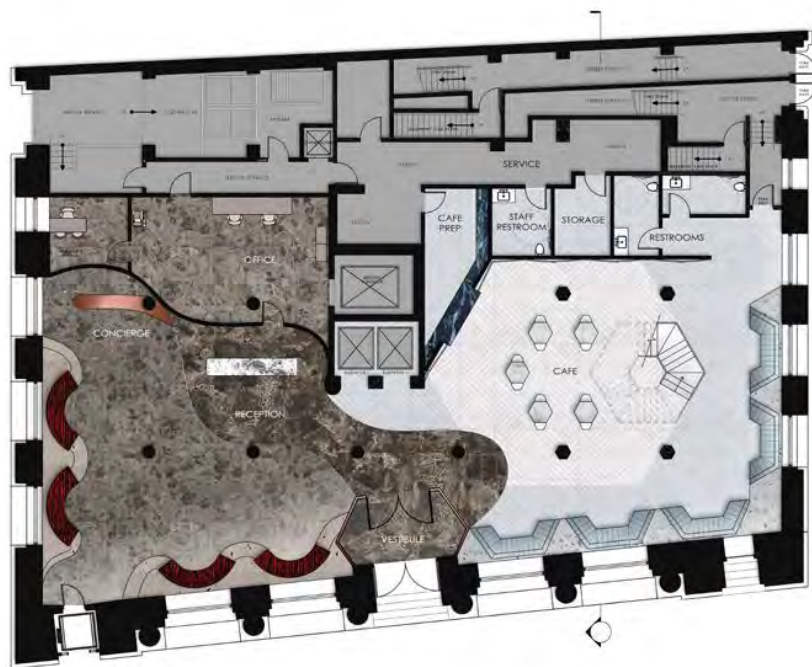
1ST FLOOR REFLECTED CEILING PLAN



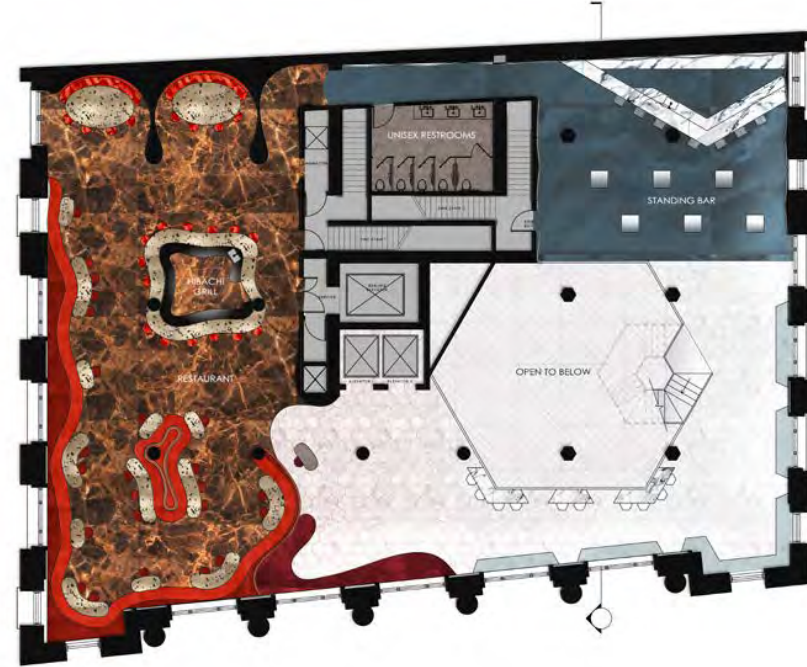
2ND FLOOR REFLECTED CEILING PLAN



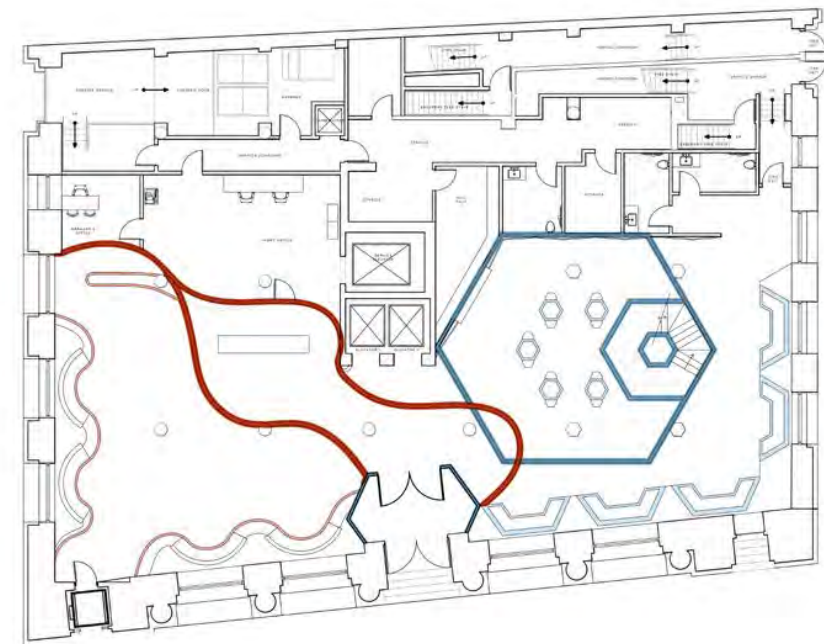
WEST SECTION



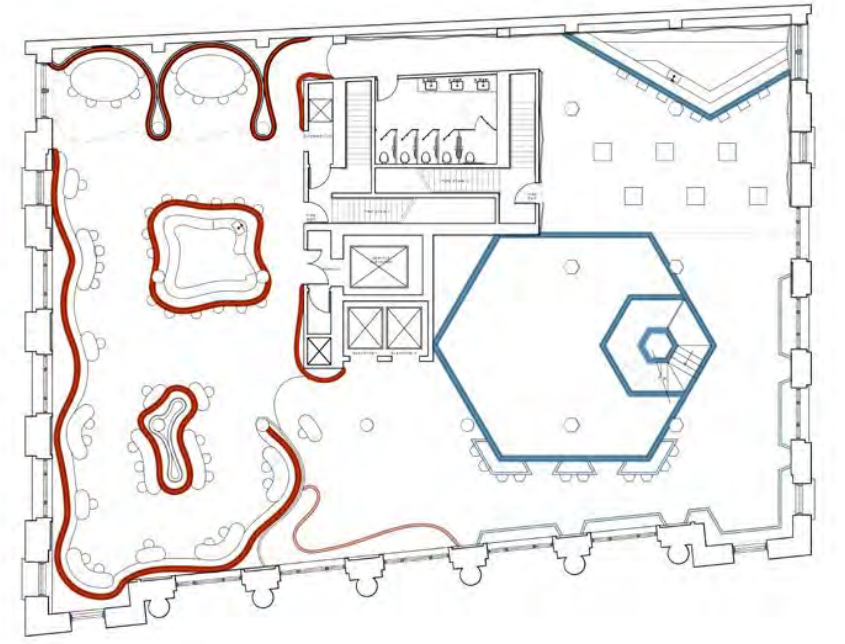
1ST FLOOR PLAN



2ND FLOOR PLAN



1ST FLOOR DIAGRAM: "FIRE & ICE" (FLUID & ANGULAR)



2ND FLOOR DIAGRAM: "FIRE & ICE"



ENVIRONMENTAL HEALTH  
LEED SUSTAINABILITY RESEARCH



WATER USE REDUCTION

WaterSense-certified (high-efficiency) fixtures and fittings reduce potable water demand.

MATERIALS REUSE

Salvaged, refurbished and reused materials, such as a recycled aluminum (with a copper finish) are used on the ceiling in the lobby and recycled cotton upholstery in the restaurant.

MINIMUM ENERGY PERFORMANCE

ENERGY STAR® qualified equipment for office and commercial food service areas are installed to maximize energy performance.

LOW EMITTING MATERIALS

Adhesives, sealants and wood finishes comply with SCAQMD Rule 1168 to reduce volatile organic compounds (VOCs).

OUTDOOR AIR DELIVERY MONITORING

CO2 and airflow measurement equipment is installed and fed into HVAC system and Building Automation System (BAS) to trigger corrective action.



LIGHT POLLUTION REDUCTION

Nonemergency interior luminaires have input power reduced by at least 50% between 11 p.m. and 5 a.m.

REGIONAL MATERIALS

Marble is sourced from local Montreal quarries, thus supporting the regional economy and reducing environmental impacts from transportation.

LIGHTING CONTROLS

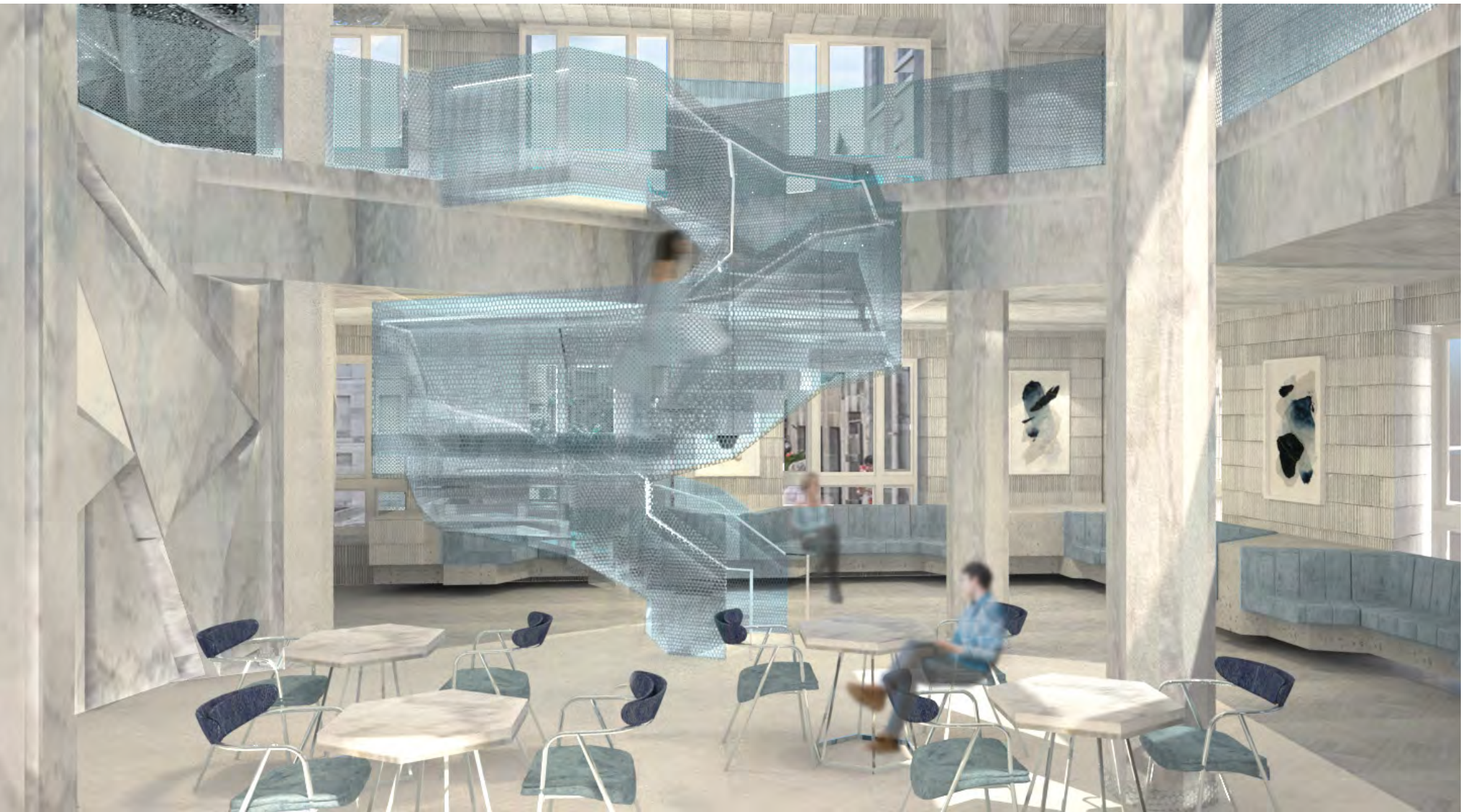
Daylight controls dim electric lights in response to the presence or absence of daylight illumination in the space. Occupancy sensors are used in staff areas.

COMMUNITY CONNECTIVITY

Located in the historic quarter of Old Montreal, the site offers pedestrian access to at least 10 basic services.

RENEWABLE ENERGY

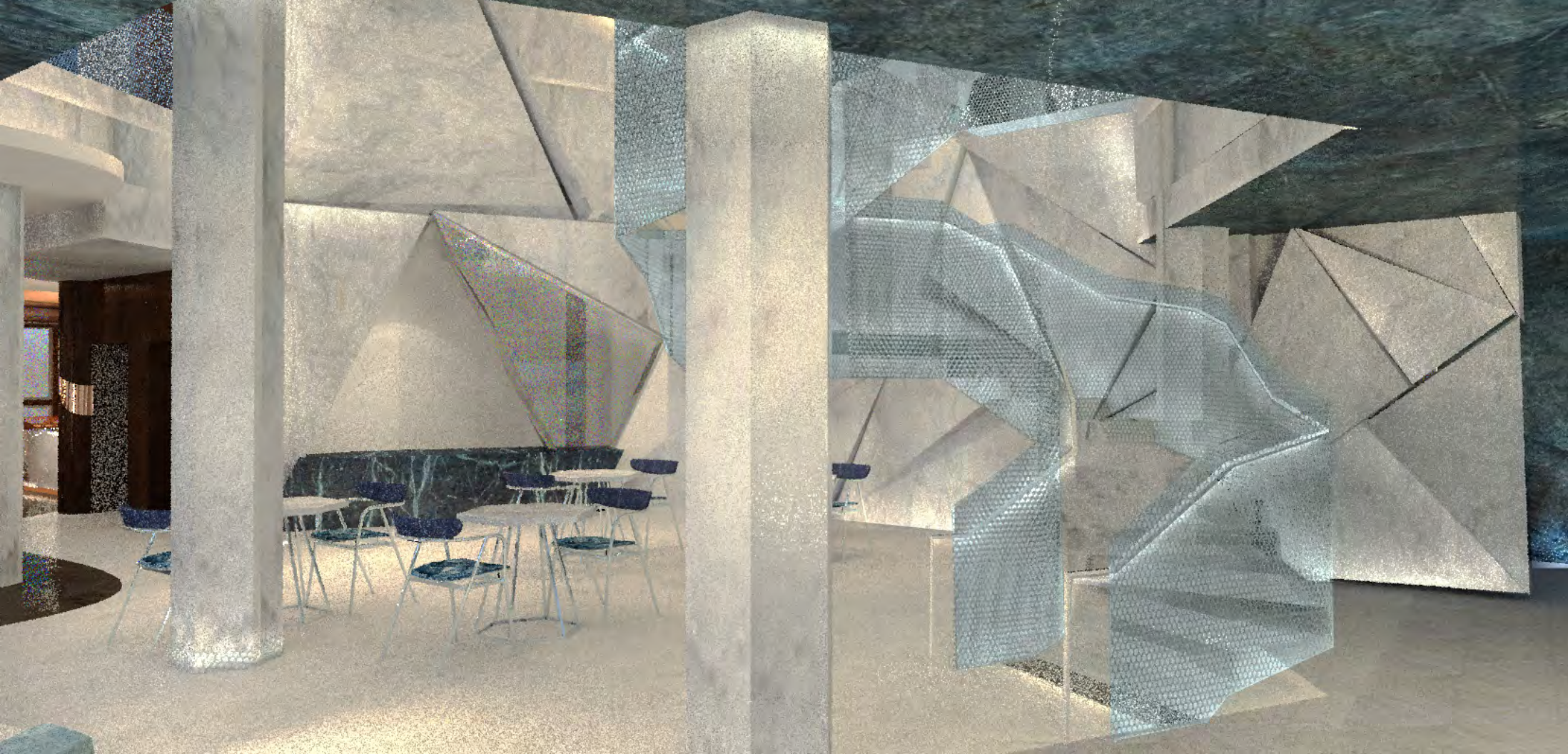
Nearly 99% of all energy produced in Québec is renewable, and almost entirely hydroelectric.



FIRST FLOOR ICE CAFÉ

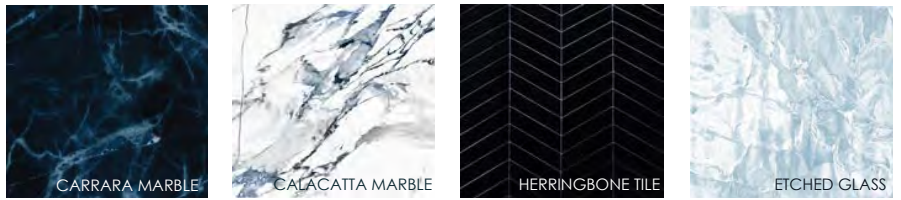
An angular staircase, inspired by the hexagonal shape of ice crystals, is the focal point of the cafe. A blue metal mesh guard rail glows from cool LED light.



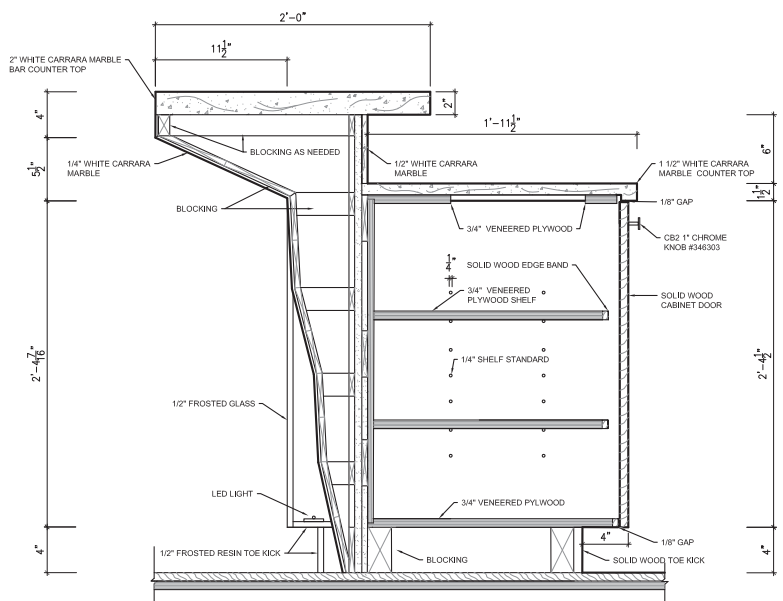
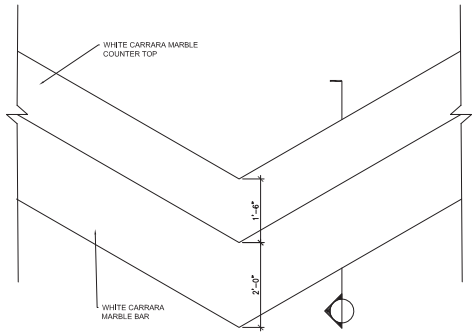


1ST FLOOR CAFE MATERIALS

Large-scale ice blocks, constructed of marble in the cafe and etched glass in the bar, wrap around the walls of the icy areas of the hotel. LED wall grazers are inserted along the edges of the triangular ice blocks so as to create a glistening effect, like light bouncing off the sides of an ice cave.



2ND FLOOR BAR MATERIALS



2ND FLOOR BAR: PERSPECTIVE, PLAN, SECTION



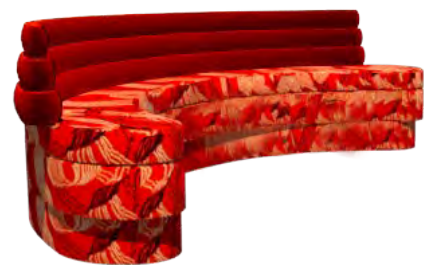




## 2ND FLOOR RESTAURANT MATERIALS

The restaurant represents the inside of the volcano, with the private dining rooms being the molten core. The vibrant orange grain of the polished marble floor connotes glowing crevices; igneous rock is illuminated beneath a gold bar counter; and metal mesh flows along the ceiling, enveloping guests in the experience.

SECOND FLOOR RESTAURANT



CUSTOM  
UPHOLSTERED BOOTH



MEZZO COLLECTION  
BETSY BAR CHAIR



THE SOCIALITE FAMILY  
CAVALLO ARMCHAIR



ALLIED MAKER  
GLASS DOME SCONCE

## FURNITURE AND FIXTURES

Vivid red velvet upholstery lines the custom benches that wind around the perimeter, like lava around volcanic rock. Perforated materials, such as metal mesh and rattan, enable light to glint throughout the room.



SECOND FLOOR PRIVATE DINING ROOM

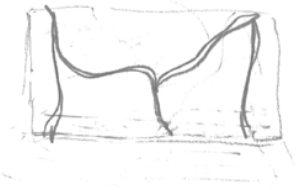
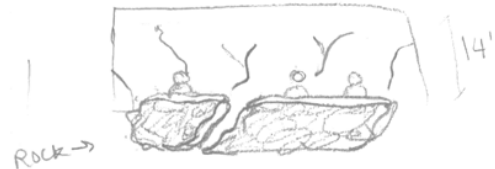




SECTIONAL PERSPECTIVE



1. Reception: CRACKS IN CRUST



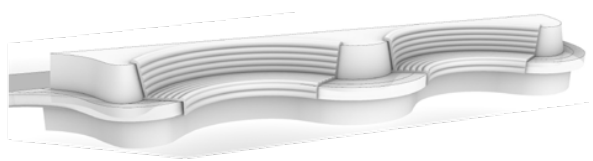
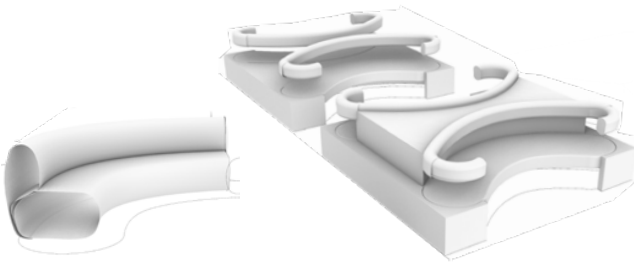
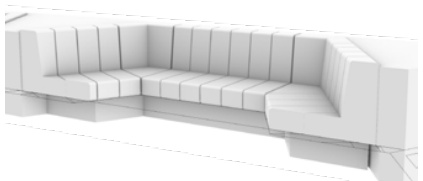
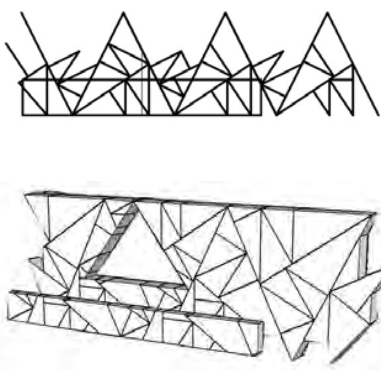
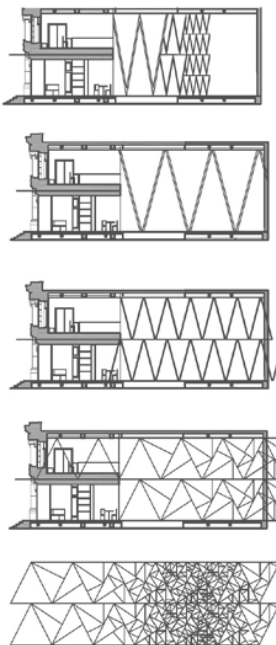
-glowing oru  
shape "M"



ice block ..  
ice texture



light / white



PROCESS



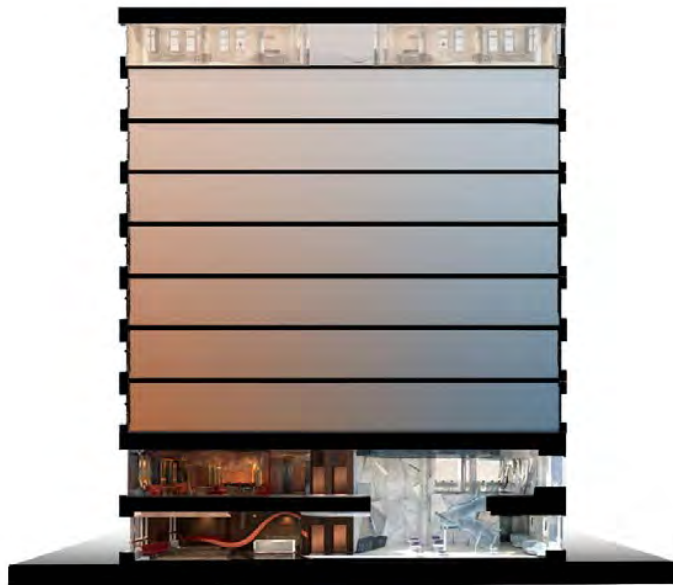
# MOUNT ROYAL

## “FIRE” SUITE



CONCEPT: SMOKY CLOUDS

The “Fire Suite” was inspired by smoky clouds, floating away from the top of a volcano. Forms are rounded, light is glowing, and colors are desaturated, relating to the haze surrounding the top of the volcano.

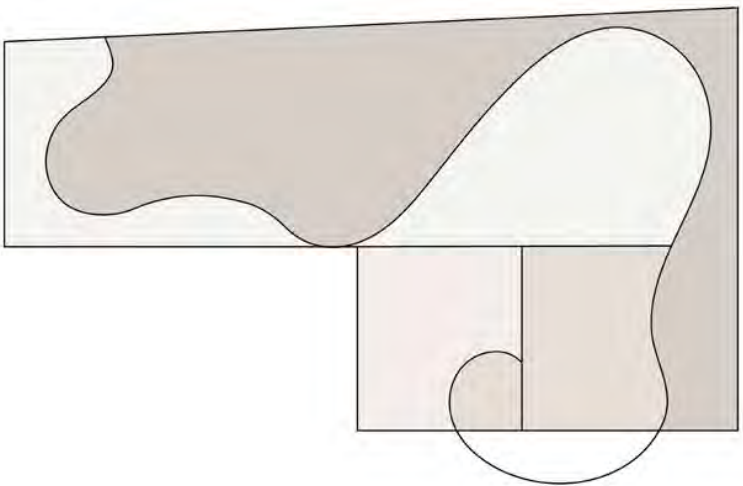
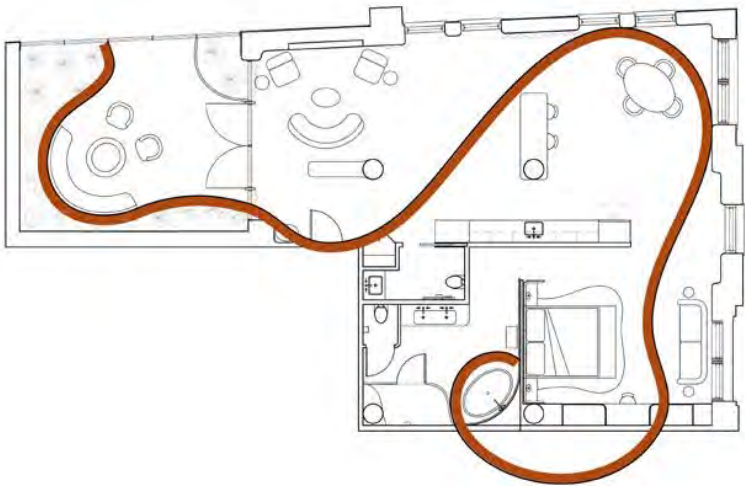


The mood within the hotel changes vertically, from vibrant and energizing public areas, inspired by a glacial volcano’s core, to soft and soothing suites, inspired by the smoke and clouds above. Guests get a new experience when they stay on a different level.



ATMOSPHERE

The suite has an ethereal feeling, as if the guests are floating above the clouds. This enables them to relax in a peaceful setting after partying downstairs.



FLOOR PLAN CONCEPT

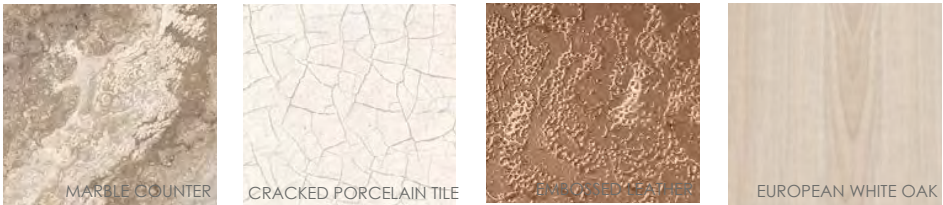
Flowing lava, separating rocky forms, inspired the floor plan.





ENTRY AND LIVING AREA

LIVING AREA MATERIALS



Light reflective materials, like polished rose gold, and finishes in desaturated lava-hues create an interior that is warm but subduing. The grain of the marble above the fireplace and in the kitchenette connotes smoke drifting away. Sunlight gently filters into the suite through sheer curtains and glass sculptures.



KITCHENETTE AND DINING AREA

FURNITURE AND FIXTURES



CUSTOM FROSTED GLASS  
BAR COUNTER



GUBI  
PACHA LOUNGE CHAIR



REJUVENATION  
ROSE GOLD FAUCET



ELEONORE NALET  
SERPENTINE CHAIR

Furniture forms feature soft curves and rounded edges, adding to the softness of the interior. The tufts of the dining chairs connote the pillows of clouds. Silk velvet and wool boucle upholstery enunciate this concept.





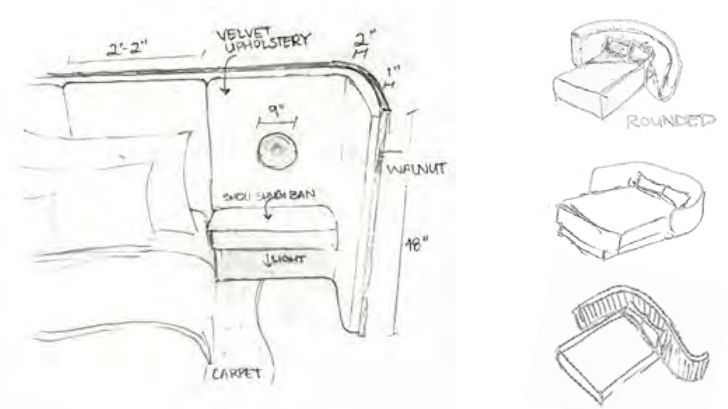
BEDROOM

### CUSTOM DESIGNED ELEMENTS



In line with the concept of flowing lava, the bedroom closets feature shimmering shelf lighting, rounded corners and a copper desk adjoining the two closets. In the bathroom, a curved wall, comprised of reeded marble, encircles a bathtub.

### SKETCHES



The bedroom is slightly deeper in tone to promote sleep, but is harmonious with the living area through its desaturation of colors and use of similar materials. Elements that allude to lava include a custom headboard, with rounded edges and built in sconces, as well as a copper inlay, which separates carpet from herringbone hardwood flooring.



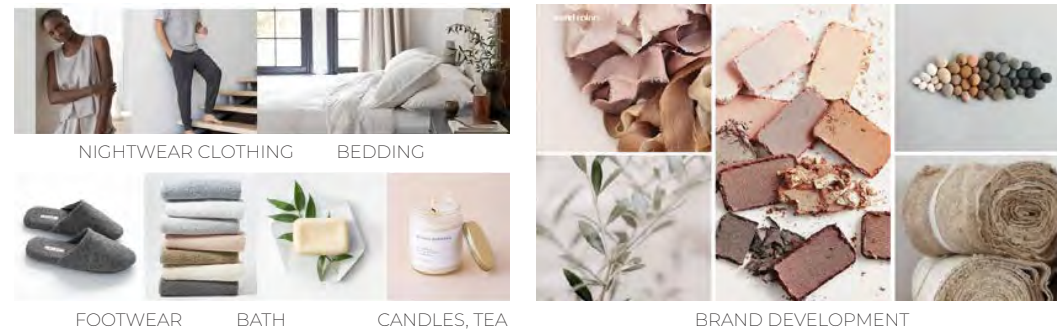
BATHROOM



# UNWIND

## RETAIL EXPERIENCE

Unwind is a conceptual brand that helps people transition from their busy days into relaxing nights at home. Unwind sells home loungewear, slippers, bath, and bedding products. The flagship store is immersive, where people can experience the brand, test products, and purchase online.



### CONCEPT: UNWINDING

The concept of unwinding inspired the store's floor plan, colors, and architectural elements. Architectural features, that represent thread, unwind through the store. The thread is thinner, more tightly wound, forming shelves, on the ground level, but thicker, and looser, forming walls, on the second level.

To encourage mental decompression, the store engages the senses through color, texture, scent, sound and light. The brand's color palette of soft hues of peach and grey, sheepskin upholstery, and cove lighting create a soothing environment.

2 | Retail: Front and Back of House  
October - December 2019  
SoHo, New York City  
Individual Project



FIRST FLOOR LOUNGEWEAR





## FIRST FLOOR CASHWRAP

Light glows above the checkout stand, from the handrail, and on the stairs, creating an uplifting feeling. The darker shade of peach velvet upholstery on the guardrail, next to the lighter hue handrail mimic thread twisted together. Shoes dangle from thread-like glass strands.

## FITTING ROOMS

The fitting rooms feel cozy, but bright. Soft sheep-skin curtains provide contrast against the textured plaster walls. Recessed LED strip lights illuminate the curving walls..







## MATERIALS



GOLD LEAF  
PLASTER COLUMNS



UNPOLISHED  
CONCRETE FLOOR L2



UNPOLISHED  
CONCRETE FLOOR L1



BOUCLÉ SHEEP  
SKIN UPHOLSTERY



LIME PLASTER  
WALLS L2



LIME PLASTER  
WALLS L1



CURVED MATTE  
TILE WALLS



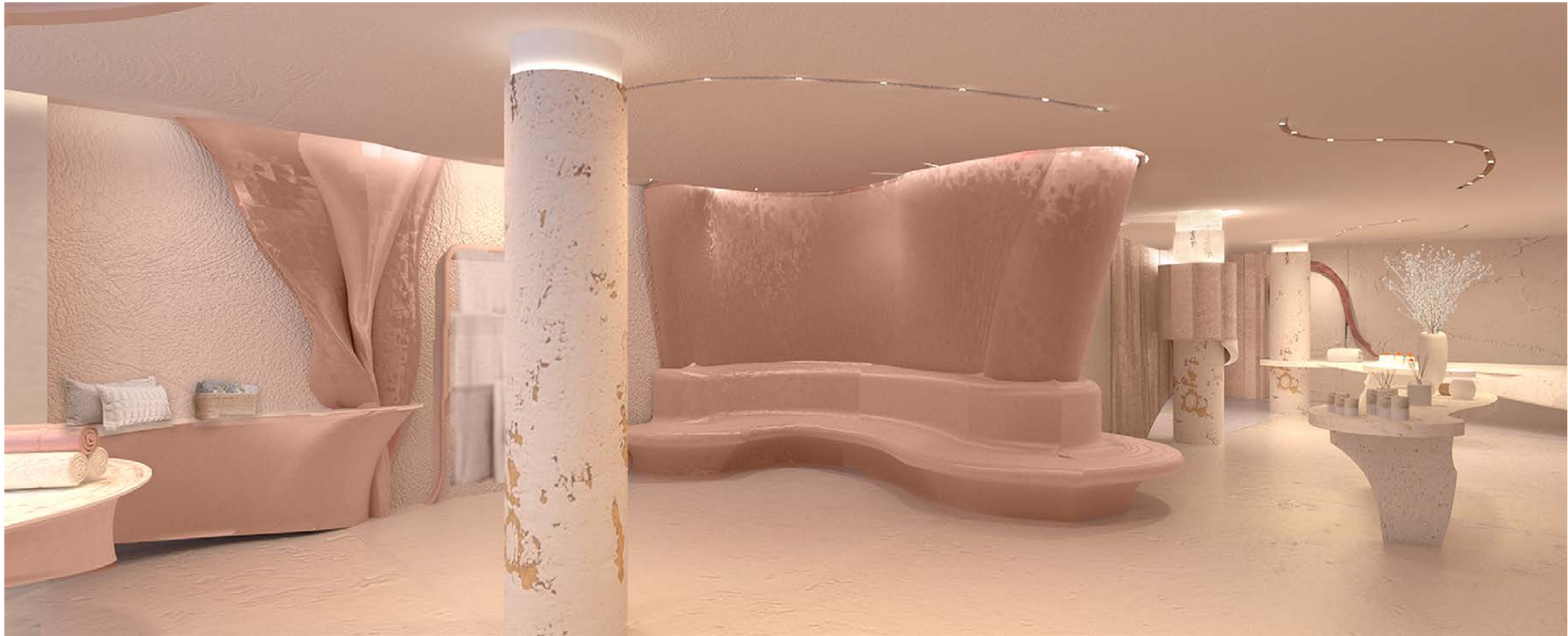
TERRAZZO TABLE  
TOPS



VELVET DISPLAY  
'THREAD' L2



VELVET DISPLAY  
'THREAD' L1



## SECOND FLOOR BATH AND BEDDING

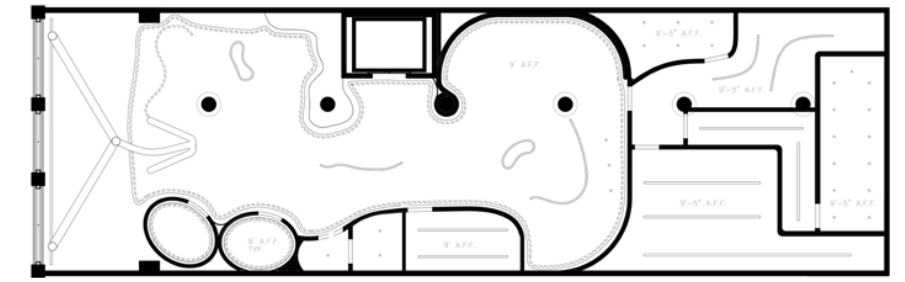
Cove lighting and slightly deeper, warmer colors create a cozy atmosphere on the second level. The walls undulate to represent unwinding thread.

A curved bench, upholstered in velvet, offers customers a place to rest from shopping and their busy days. The curving bed frame connects to thread that is unwinding from the first level.

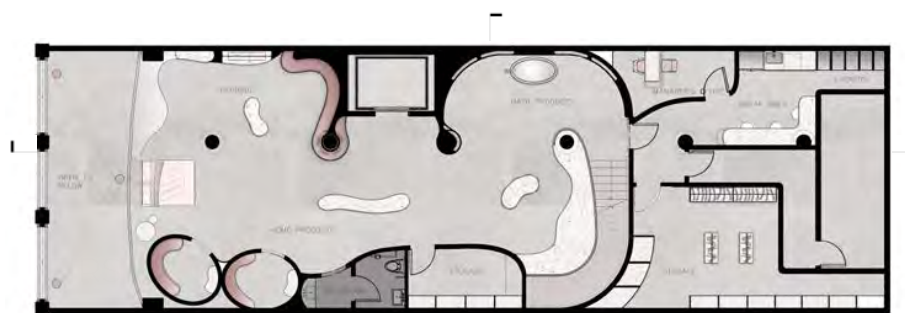




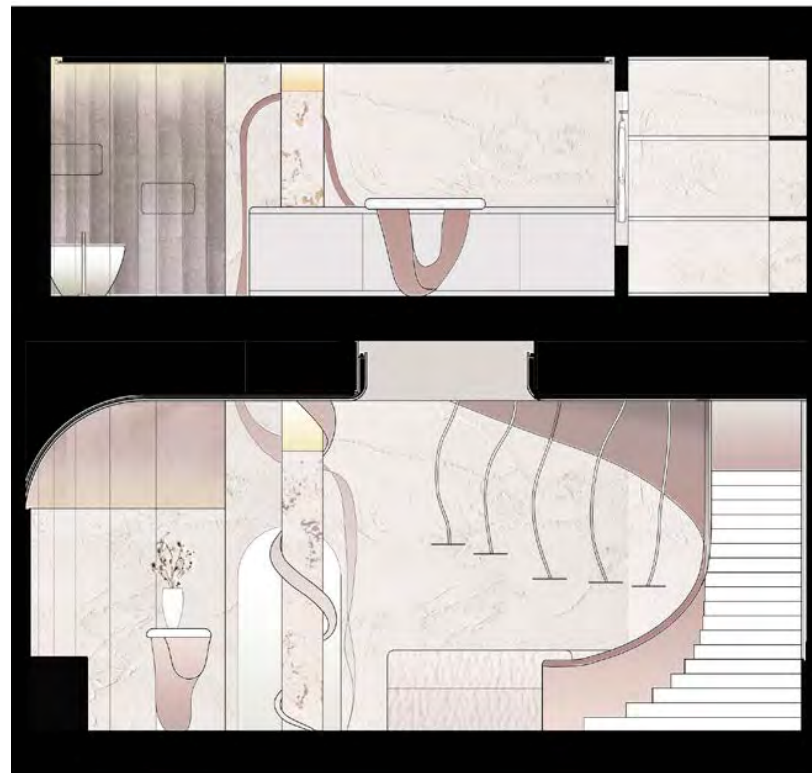
NORTH SECTION



2ND FLOOR REFLECTED CEILING PLAN



2ND FLOOR PLAN



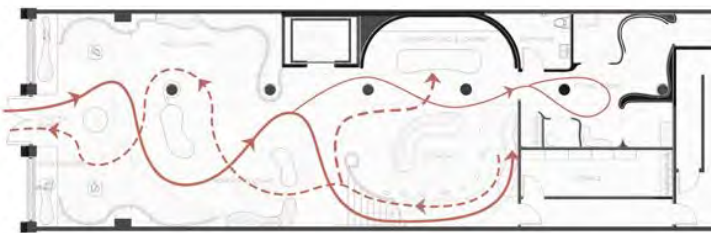
EAST SECTION



STOREFRONT ELEVATION



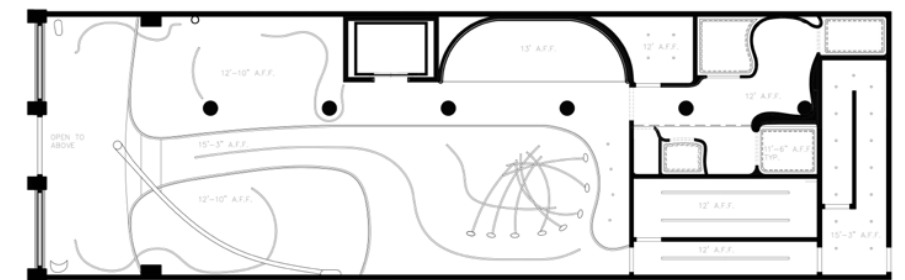
2ND FL.



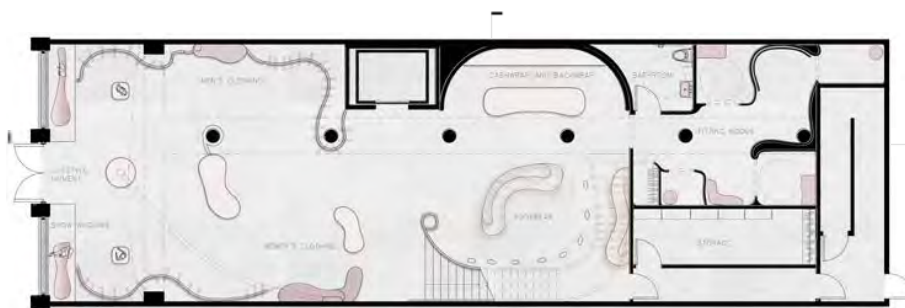
1ST FL.

— IN  
- - - OUT

“WINDING” CIRCULATION DIAGRAM



1ST FLOOR REFLECTED CEILING PLAN



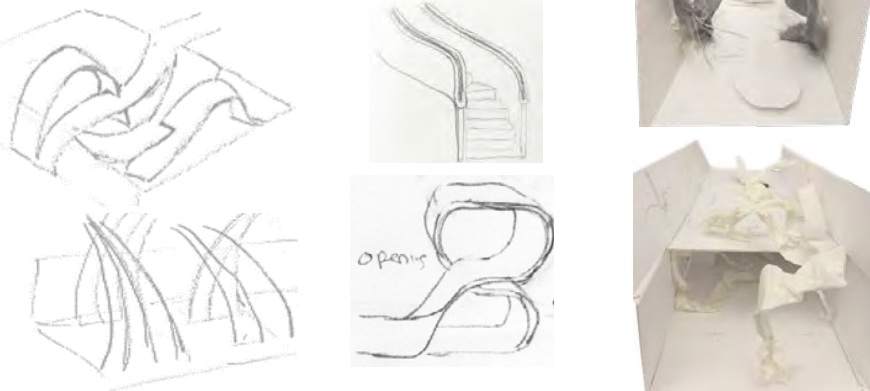
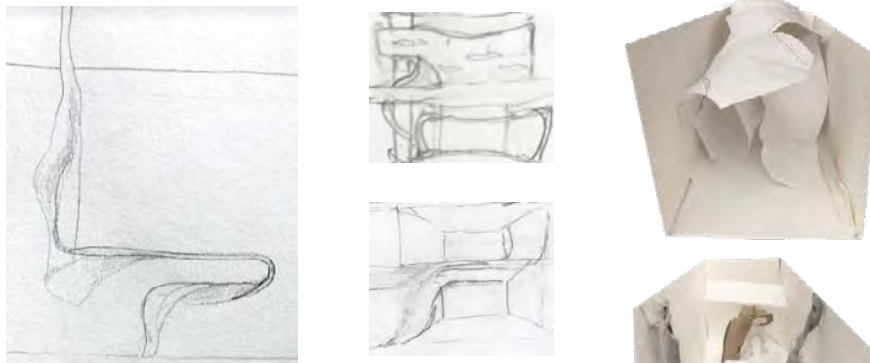
1ST FLOOR PLAN







Customers are greeted by a large-scale ball of thread that is mechanized. It slowly spins and appears to unwind its thread up to the top of the store.



SKETCHES

MODELS

## COGNITIVE HEALTH RESEARCH

Based on research, the design embraced curved elements, soft upholstery and a muted color palette to align with the brand's goals of supporting relaxation, and helping people destress at the end of the day.



## CURVED ELEMENTS

Research at the University of Toronto found that when participants looked at interiors with curves, their brains had significantly higher activity in the part of the brain involved in emotions and anxiety relief, than when looking at interiors with rectilinear design elements.



## SOFT FABRICS

Another brain imaging study, conducted at Harvard Medical School, found that viewing objects with sharp elements activated the amygdala, the part of the brain that processes fear. Soft materials and edges signal safety and a lack of threat.



## MUTED COLORS

Feng Shui believes that pink soothes energy. It's gentle color is believed to have a calming effect on people's behavior.



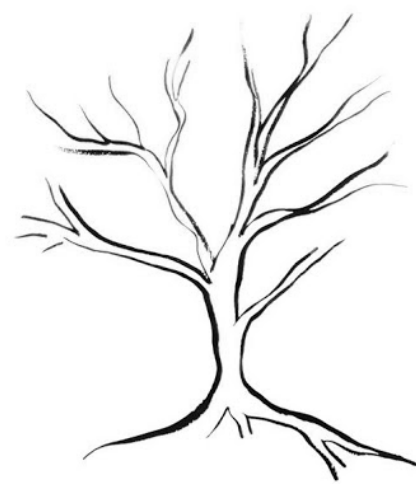
# GROWTH

## HOLISTIC HEALTH CENTER

Growth is a holistic health center in Sonoma, California that provides functional medicine and energetic healing services. Treatments include massage, meditation, therapy and nutrition counseling. To be inclusive, the design incorporates Universal Design Principles and is ADA accessible. In light of COVID-19, the design allows for social distancing, as seen in the atrium's separated benches and private treatment rooms.

### CONCEPT: TREE OF LIFE

A "tree of life", with roots that connect it to the earth and branches that stretch to the sky above, inspired the design. The skylight's structural system drew inspiration from leaf veins. The space incorporates sustainable materials such as recycled wood for the paneled walls, and pearly iridescent terrazzo. The color palette is warm neutrals. As a whole, the space feels grounding, and yet fluid, creating a feeling of stability and freedom.



ATRIUM WAITING AREA



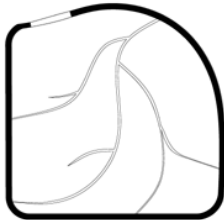


MEDITATION STUDIO



NORTH SECTIONAL PERSPECTIVE

A skylight and large-scale light fixture undulate overhead in the atrium, drawing the gaze of visitors upward, like willowing branches of a tree. In the meditation studios, leaf-inspired ceiling slits calm people by focusing their minds on the pattern of light, which morphs with the changing daylight.



TREATMENT RCP



TREATMENT PLAN



TREATMENT ROOM



DEMONSTRATION KITCHEN

Gold inlays in the kitchen floor stretch from the base of the light fixture, like roots, suggesting that the nutrients they are about to eat are like roots beneath the surface that help their bodies grow strong.



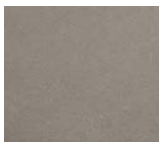
TERRAZZO  
FLOORING  
ATRIUM



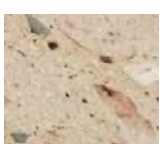
RECLAIMED  
EUROPEAN  
OAK WALL  
PANELING



SWIRL FINISH  
CONCRETE  
FLOOR  
MEDITATION  
ROOM



HONED  
LIMESTONE  
BENCH



TERRAZZO  
FLOORING  
TREATMENT  
ROOM



3FORM  
ECORESIN  
LIGHTING



PHOTO-  
CHROMATIC  
GLASS  
SKYLIGHT



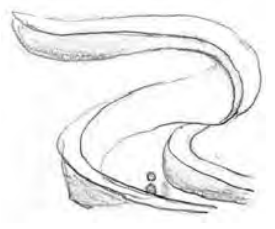
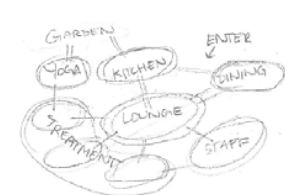
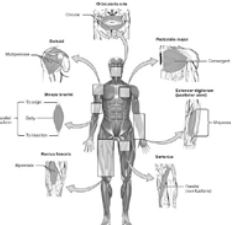
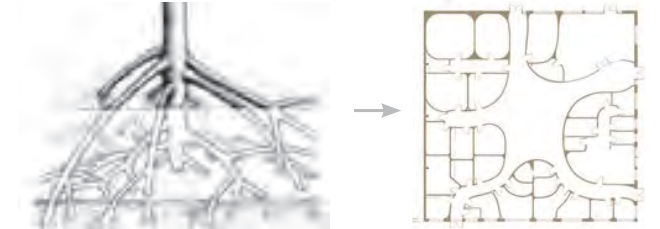
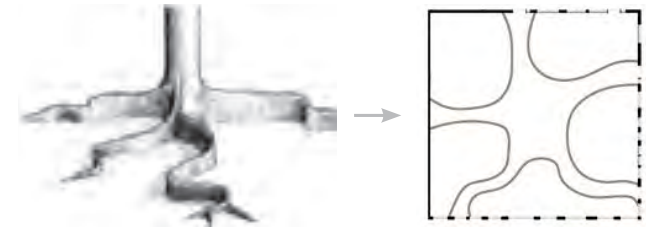
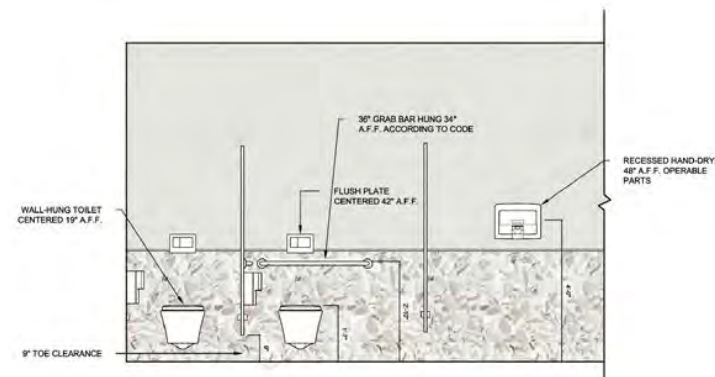
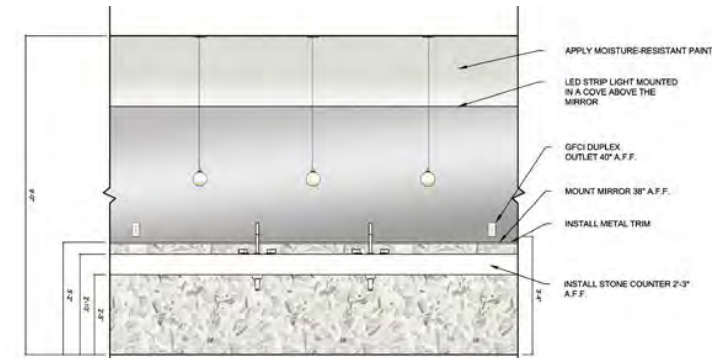
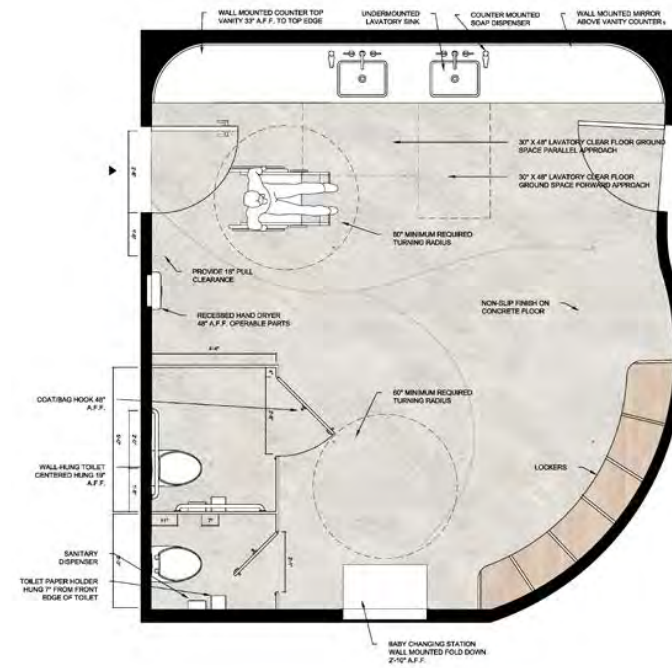
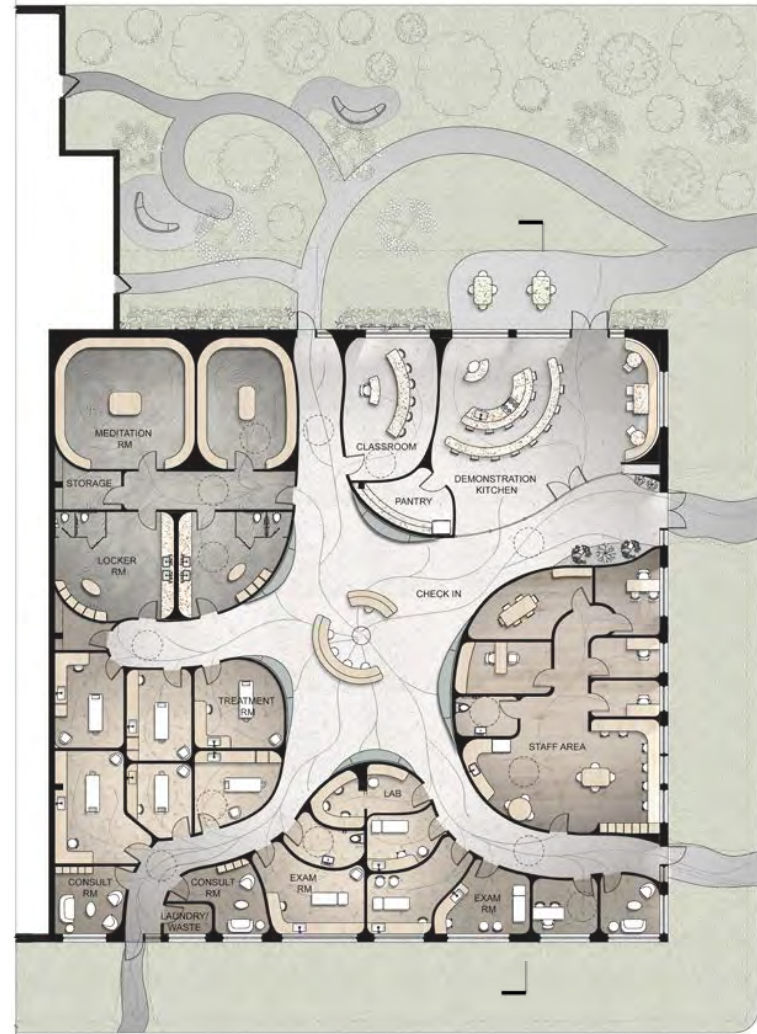
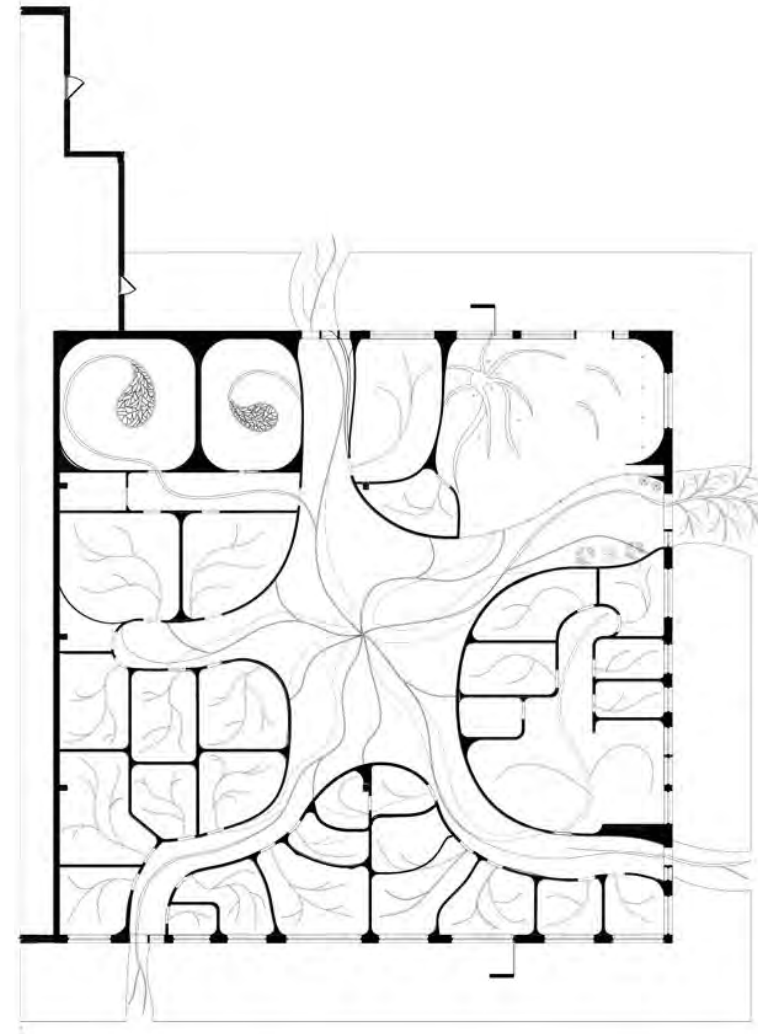
EUROPEAN OAK  
PLANK WALL



SUSTAINABLE  
CORIAN  
COUNTERS

MATERIALS





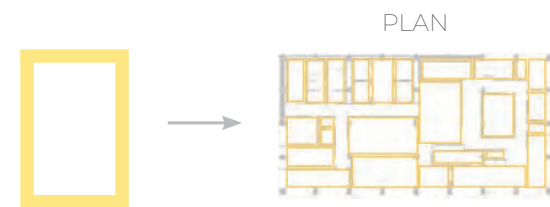
## PROCESS



# NATIONAL GEOGRAPHIC

## OFFICE ENVIRONMENT

The nonprofit The National Geographic Society desired a headquarters that embodied its spirit and mission of conserving and exploring the planet. Sustainable, recycled and natural materials reflect National Geographic's mission, as well as contribute to LEED certification.

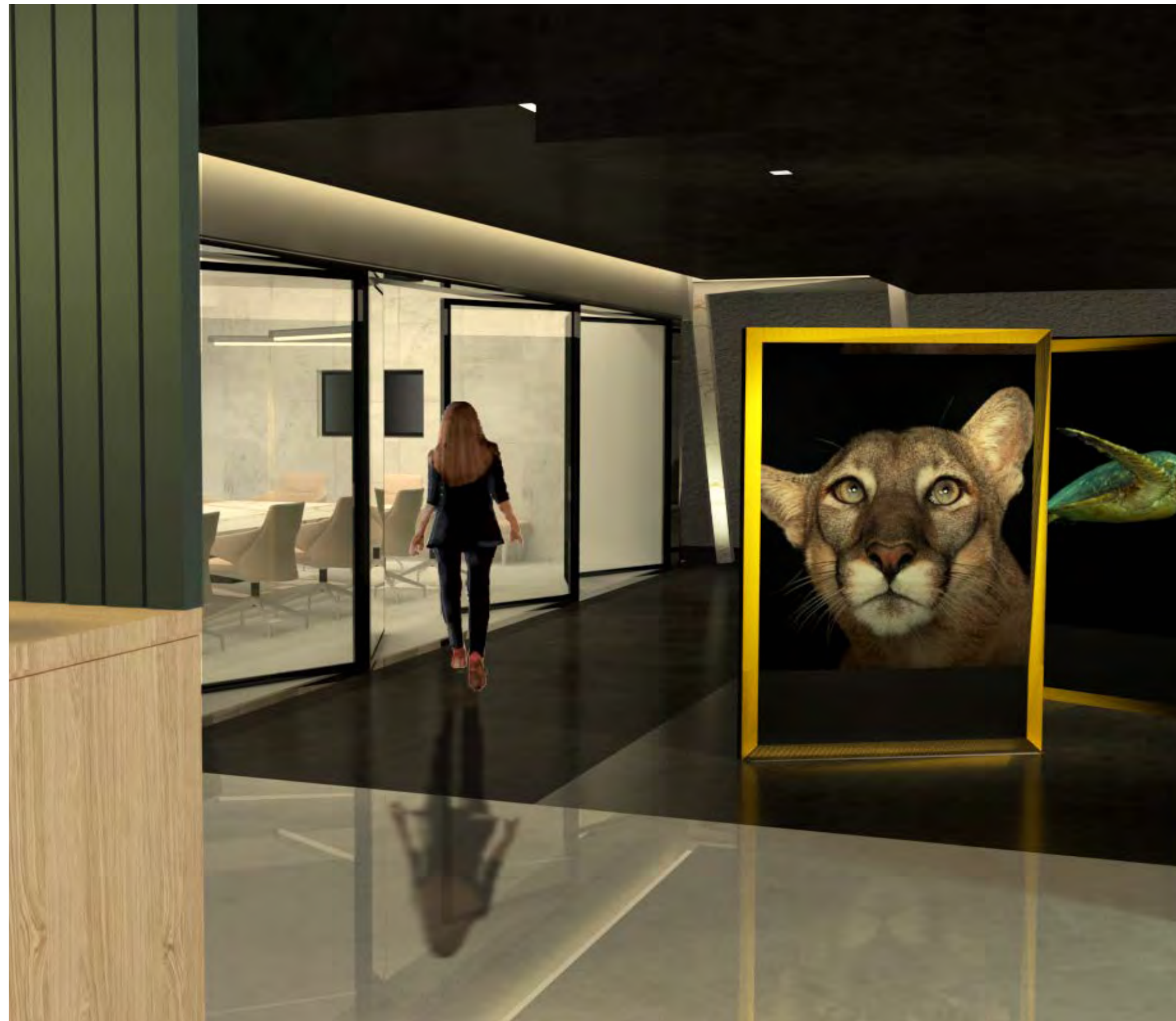


CONCEPT: PORTAL & PUZZLE

The concepts of a “portal” and Pangea inspired the design.

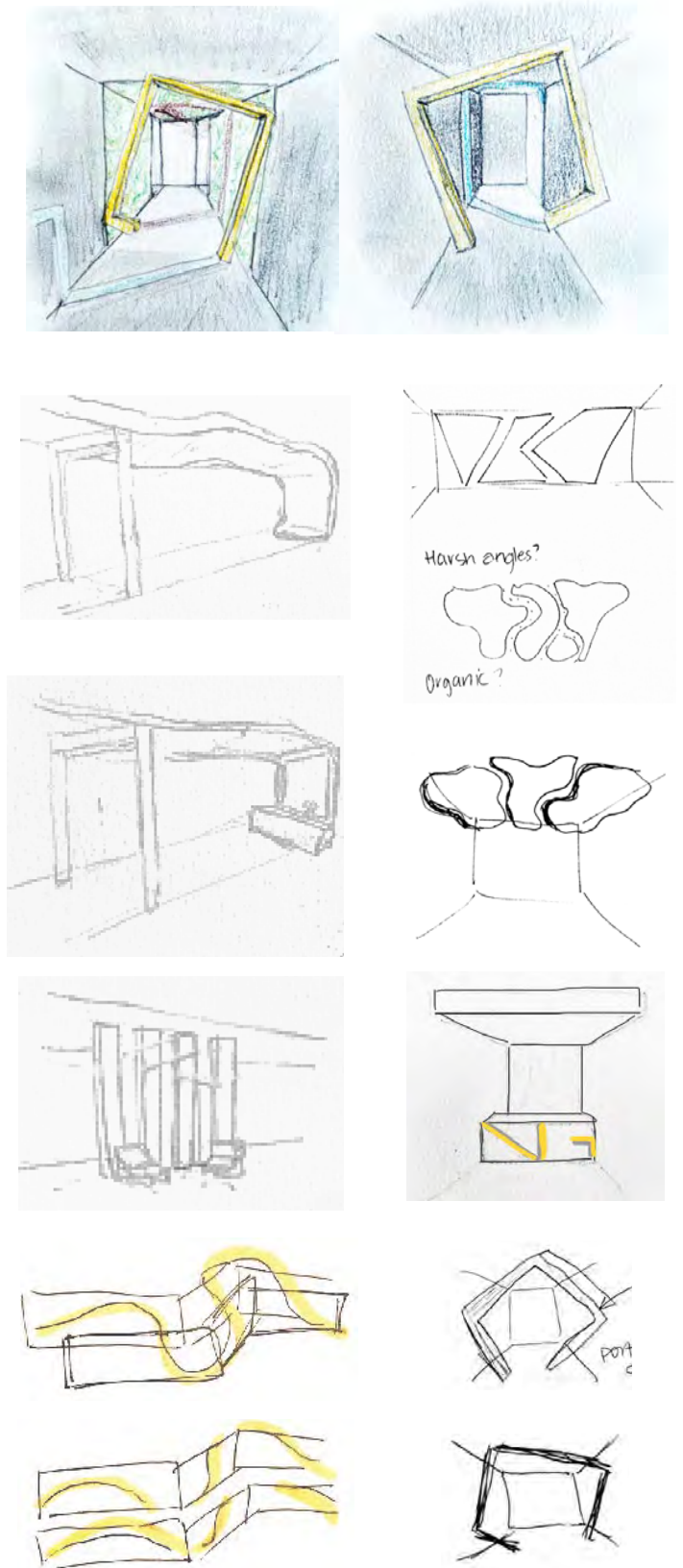
A portal, the company's logo, informed design elements, such as the room shapes and the rectangular structures, made of natural elements, that delineate and extend into the four programmatic areas: private offices; open offices; event areas; and visitor meeting rooms.

Pangea was an early geologic supercontinent that included nearly all landmasses on Earth. Like a puzzle, Pangea broke apart to form the continents we know today. This concept informed breaking up the plan into separate areas, represented by biophilic elements: Water, Earth, Stone and Fire.



MULTIPURPOSE GALLERY ADJACENT TO RECEPTION

The gallery features a rotating selection of National Geographic photography. Folding glass doors enable the conference room and gallery to create one open space for large fundraising events. In the background, a ‘portal’, made of marble, marks the entrance to the “stone” area of the office.



PROCESS SKETCHES





RECEPTION



"WATER" OFFICE AREA HALL



"FIRE" BREAK AREA

**RECEPTION (TOP LEFT)**

A light fixture of bronze portal shapes embodies the brand in three-dimensional form. The four elements found in materials in the four office areas - fire, water, wood and stone - combine in the reception, providing a connection to the natural world, which can boost creativity.

**"WATER" HALLWAY (TOP RIGHT)**

A stream of water, behind glass illuminated by LED light, leads staff through the "water" area hallways to meeting rooms and offices.

**"FIRE" BREAK AREA (BOTTOM)**

The break room is oriented to receive northern light exposure, which is not glaring, but instead, refreshing.

WORKPLACE HEALTH  
RESEARCH



The design aimed to target features across the concepts of the WELL Building Standard.



AIR

VOC emissions of paints, sealants, and flooring meet limits set by governing bodies, including California Department of Public Health (CDPH) and American Society for Testing and Materials (ASTM).



COMFORT

At 30% of workstations, users have the ability to alternate between sitting and standing. Acoustical ceilings meet noise reduction coefficient (NRC) requirements



LIGHT

The open office work area is north-facing, reducing exposure to the sun's glare and heat, while letting in natural light through large windows. At least 75% of all workstations are within 25 ft of a window with views to the exterior.



MIND

Biophilia, including a green wall, potted plants, and a stream of water visible through channels the walls, is incorporated throughout to promote cognitive functioning.



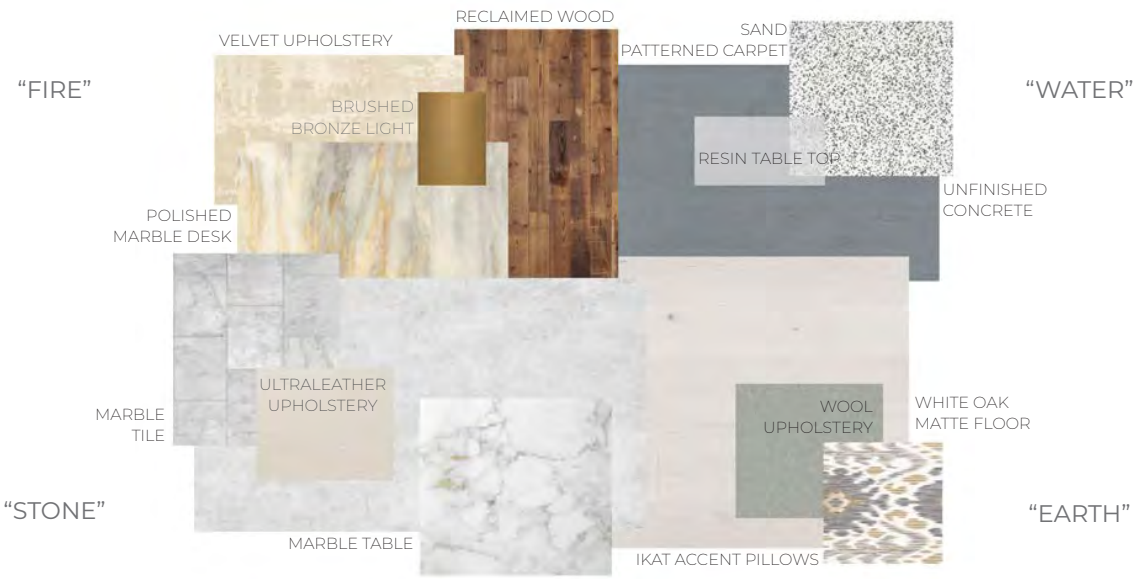


STONE

FIRE

WATER & EARTH

COLOR INSPIRATION BOARDS



SUSTAINABLE MATERIALS



SOUTH SECTION



FLOOR PLAN



STEELCASE | COALESSE  
EMBRACE LOUNGE CHAIR

VICCARBE | JOHN PAWSON

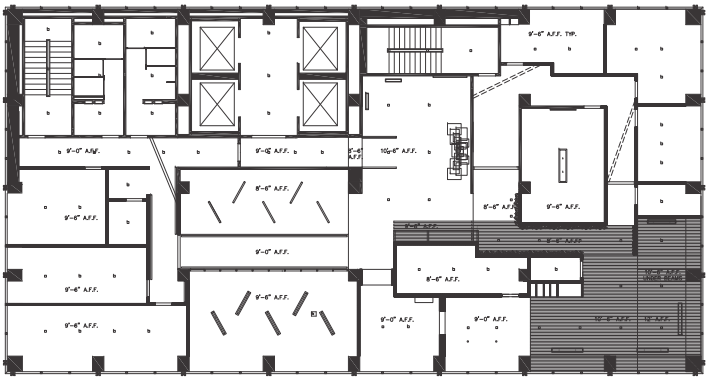
STEELCASE | COALESSE  
MASSAUD CONFERENCE

VICCARBE | JOHN PAWSON  
TRESTLE TABLE

STEELCASE | COALESSE  
MONTARA650 STOOL

BOYD  
T-LIGHT PENDANT

FURNITURE SELECTION



REFLECTED CEILING PLAN