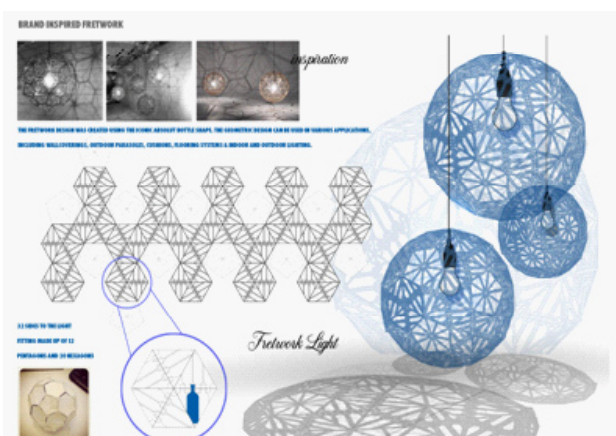


Shaun Clarkson ID

since 1989



brand development

Shaun Clarkson ID is fiercely protective of its **creative pulse**.

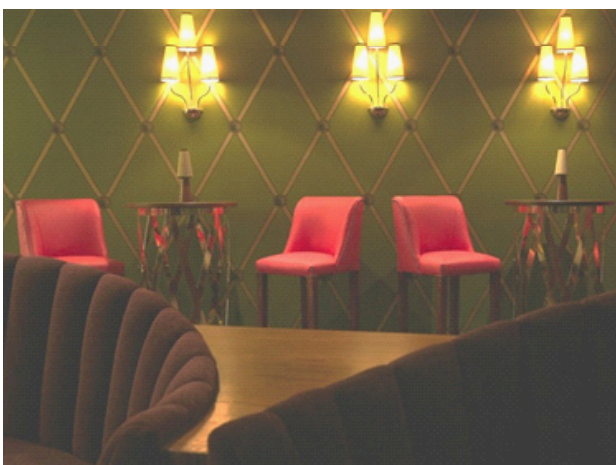
Our designers are diligent in realising their creative brief and our **highly organised** project management team ensures it's seamless delivery through a structured development process, which is **effectively communicated** throughout the project. The SCID design and project management teams invest thoroughly in this development phase. Working with **global** and **boutique brands**, key brand values are identified to inform the spatial design and ensure that the direction is on brand, delivered beyond expectations and to the **highest standard of craftsmanship**.

The synergy of our design and planning teams sustain the Shaun Clarkson ID commitment to providing ground-breaking designs, finished seamlessly on time and on budget.



restaurant

Shaun Clarkson ID **design**, elegant or edgy, has proven **longevity**. Careful attention is given to the concept distillation and honing, lending it design maturity to stay relevant within its market and ensuring it remains a successful design for years to come.



club

Shaun Clarkson ID provide an exceptional **turnkey service** with unparalleled delivery from concept to completion. We produce feasibility plans, concept visuals, detailed design, tender documentation, quality assurance of furniture, fixtures and fittings, product /equipment sourcing and specifying, and on-site management.

residential

Residential projects are definitively personal. Shaun Clarkson ID embraces this not only in their creativity and design versatility, but also in the realisation of the design throughout the project. Whether the role is Design Consultant or to provide a Design and Build turnkey service, the relationship is personal, reliable, clearly communicated and hands-on. Each project is bespoke; it is tailored around the individual client priorities ensuring that the process and the result is **unique, personal, outstanding**.



hotel

Shaun Clarkson ID is synonymous with **award winning design, fine finishes** and **craftsmanship**. Each project is a tailored, thoroughly considered creative process delivering a refined product every time.

boutique roll out

Shaun Clarkson ID work hard to successfully build loyal working **relationships**. Growing with the expansion of the brand, these relationships become personal and long-lasting. Defining and refining the key brand values from concept inception allows us to ensure these values are clearly represented in each new design interpretation within the portfolio.



pub

We know that design success is made tangible when it increases the **product value** for the client. Shaun Clarkson ID recognise that the vital role of the design is not only to deliver a creative and developed design, but also for that design to raise the market profile of the venue, facilitate improved operations and ultimately increase client revenue.



bar

Shaun Clarkson ID draw from a thorough understanding of **core venue operating values** to secure a noteworthy design which is both practical and visually successful. We focus on creating both an enticing atmosphere for the guests and an efficient working environment for staff with consideration to how best staff and guests can use and enjoy the space.



cafe & deli

Each project is defined by the individual client goals. Shaun Clarkson ID strive to and succeed in creating a breath taking design, built on a **cohesive understanding** of the client brief and operating criteria.



operator

Shaun Clarkson has also gained **first hand practical experience** as an owner/operator, designing and operating two luxury country house “home-tels” in Norfolk, William IV a design award winning pub in Old Street, the much acclaimed Pitfield, London [an eclectic interiors and lifestyle emporium with a café and exhibition gallery] and most recently, Pitfield at Selfridges. This extension of Shaun Clarkson ID’s hands-on approach provides an invaluable insight into operator priorities which is infused through the commercial design process.



office & retail

We appreciate that the workspace should be a **physical realisation** of the **core company values**. Shaun Clarkson ID think outside the box, producing interiors that are creative, unique and inspiring with a thoroughly inviting ambience ensuring the customer experience is an extension of the brand message.