

# **l'enfant terrible**

design + architecture + branding

# Resume

## ALEKSANDAR SPASOJEVIC

315 Seigel street, 11206, Brooklyn, New York  
+1 (347) 267 60 60  
starhitekt@gmail.com

\* eligible for work in USA / Extraordinary Ability (EB1) Green Card Holder

### BIO

Serbian-born Senior Interior Designer who brings imagination and whimsy to his workplace, retail and hospitality projects.

After founding L'enfant Terrible Design Studio in his home country, where he previously worked on interior designs and branding ideas and materials, he brought his multi-scale perspective to US, working at Perkins and Will and WeWork. From large-scale urban design projects to brand identity and typography, he brings a hands-on workshop approach to the team.

He was named one of the top "15 Architects, Construction Pros and Engineers Under 35" by Commercial Observer in 2016. His bold, engaging designs have been featured in The Guardian, CNN, and The New York Times.

- Ideator
- Work in both - Metric and Imperial system
- Curious. Willing to learn more
- Always thinking "outside of the box"
- Glass is always half full

### WORK EXPERIENCE

2018 - 2020  
**We Work, Powered by We / New York, New York**  
Senior Lead Interior Designer

- Managing a team of Interior Designers who design, coordinate, and execute multiple simultaneous projects
- Leading and empowering Interior Design team members to proactively flag and solve project issues
- Ensuring that design solutions are effectively communicated to the broader design and construction team, resulting in proper execution.

- Ensuring that design intent is maintained, from design through procurement, construction, and opening
- Liaise with the other Discipline Leads on the Development team, maintaining consistent coordination of work processes and deliverables across disciplines.
- Producing complete design packages, including interiors drawings and specifications, AoR coordination, and operational documentation

2016 - 2018  
**Perkins + Will / New York, New York**  
Senior Project Designer

- Creating invative design concepts and generating mood boards for a projects
- Working, maintaining and developing guidelines for a clients
- Developing concept strategies and implement them through project execution
- Developing layouts and FF&E packages
- Working on DD and CD packages

2013 - Present  
**L'enfant Terrible creative studio / New York, New York**  
Founder and Principal architect

- Negotiation and meeting with a clients
- Leading creative processes
- Managing creative team of 10 professionals (architects and designers)
- Finalizing project and getting offers, budget management
- Meeting and managing external associates (static and construction)
- Project execution management - link between client and conductor

2008 - 2013  
**Remiks Creative Studio**  
Project Designer

- Developing creative concepts and presentations
- Coordinating, developing and drafting construction documents, layouts and designs
- Developing elevations, sections and details, reviewing drawings supplied by vendors,
- 3D modelling, rendering of design solution and presentation to the clients
- Working with production team in workshop, developing custom details of design
- Construction site management

### EDUCATION

2008 - 2010 / **M.Arch** / Faculty of Architecture,  
University of Belgrade, Serbia

2005 - 2008 / **B.Arch** / Faculty of Architecture,  
University of Belgrade, Serbia

### TECHNICAL SKILLS

- Revit Architecture, Autocad
- BluBeam, Fieldlens
- 3D studio Max + Vray render, Rhino, Enscape
- Adobe Photoshop, Adobe Illustrator, Adobe In Design
- Microsoft Office



RELEVANT EXPERIENCE

# project list

RELEVANT EXPERIENCE  
IN USA AND EUROPE



**NEXTERA**  
West Palm Beach, Florida  
WORKPLACE



**REMIKS GASTRO BAR**  
Belgrade, Serbia  
HOSPITALITY



**BALANCERO**  
New York, New York  
HOSPITALITY



**BP / AMERICA**  
Houston, Texas  
WORKPLACE



**INDEED.COM**  
San Francisco, California  
WORKPLACE



**UNILEVER**  
Englewood Cliffs, New Jersey  
WORKPLACE



**EXPEDIA**  
Chicago, Illinois  
WORKPLACE



**SUPERMARKET CONCEPT STORE**  
Belgrade, Serbia  
HOSPITALITY / RETAIL



**RIB'Z / GRILL & BOOZE**  
Belgrade, Serbia  
HOSPITALITY



**APARTMENT 45**  
Belgrade, Serbia  
RESIDENTIAL



**SUPERMARKET CONCEPT STORE**  
Berlin, Germany  
HOSPITALITY / RETAIL



**MIKSER HOUSE**  
Belgrade, Serbia  
HOSPITALITY / RETAIL



**MAGACIN**  
Belgrade, Serbia  
HOSPITALITY



**MINISTARSTVO KAFE**  
Belgrade, Serbia  
HOSPITALITY



**UZITAK COFFEE**  
Belgrade, Serbia  
HOSPITALITY



**NIVEA SKIN CARE CENTER**  
Belgrade, Serbia  
RETAIL



**TELENOR DEMO ROOM**  
Belgrade, Serbia  
WORKPLACE / RETAIL

# bp america

HOUSTON, TEXAS / 2019

**ARCHITECT LEAD** Manuel Cordero

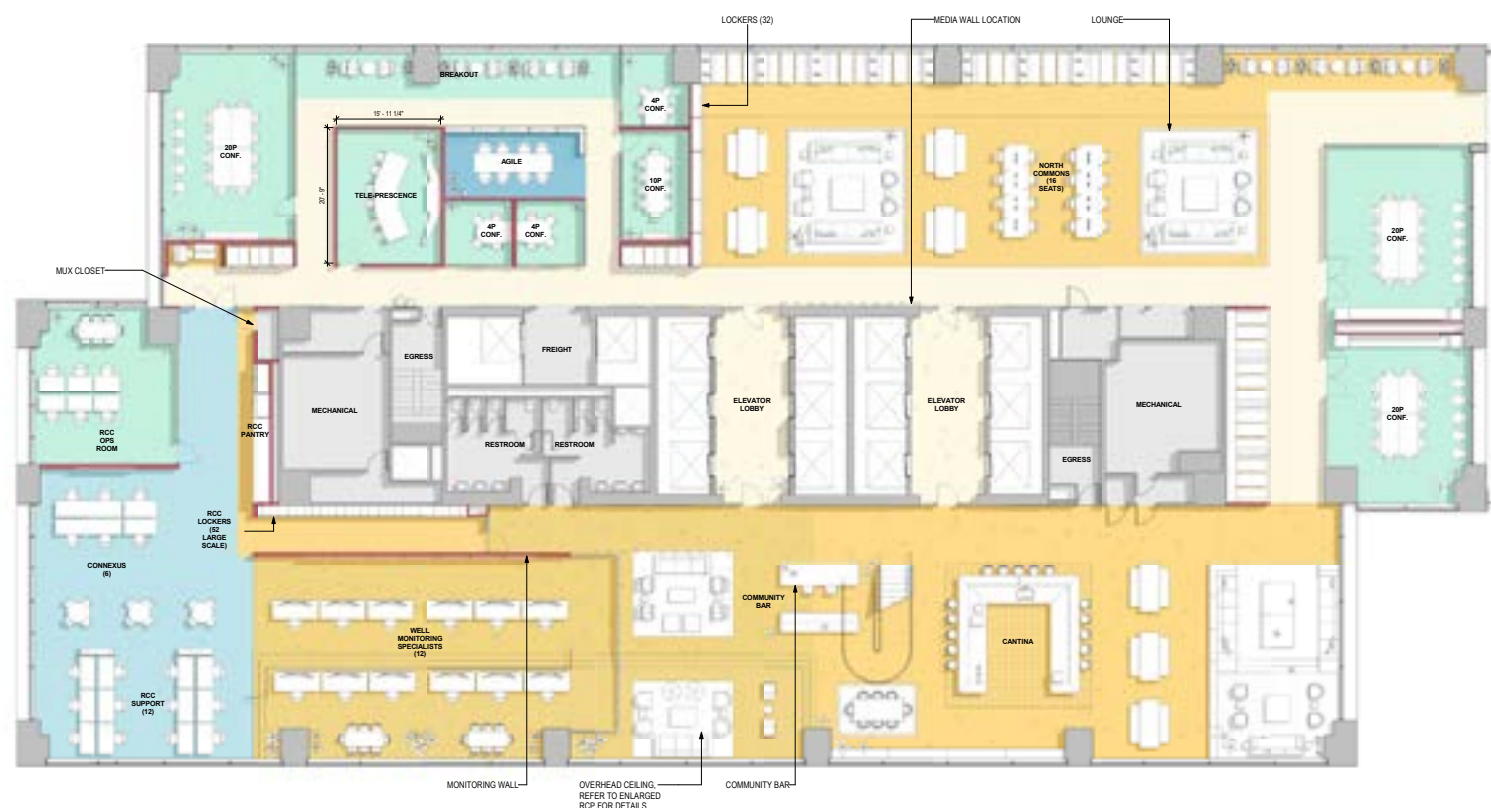
**DESIGN LEAD** Aleksandar Spasojevic

**PROJECT SCOPE** FFE; Interior design; Decor, Construction supervision

**LOCATION** 501 Westlake Park Blvd Houston, Texas

**AREA** 50.000 sq feet (floors 4-7)





4th floor / Center of Gravity



Typical Floor (5,6,7th floor)

BP / Floorplans

### Achoring Concepts

**Everyone has a place to call home** - The new workplace brings together the comforts of home, familiarity, and the psychological security of having a place to go. It is a place to create lasting connections and build strong networks. While everyone does not need a desk, everyone does need a place to call home, providing a landing pad for their sense of self, and a place to align with their team amidst the buzz of everyday work.

**Default to openness** - By embracing the concept of openness it can drive all aspects of operations and physical environment. From more transparent edges to the openness to exploring a new idea, the experience generates awareness: new perspectives, deepened relationships, and new opportunities.

**Adaptability through Empowerment** - The workplace evokes a sense of ownership making work a lot more meaningful for employees. It gives them the ability to shape their experiences and environment in ways that support their workstyle. A balance between autonomy and accountability drives employees to deliver their best everyday.

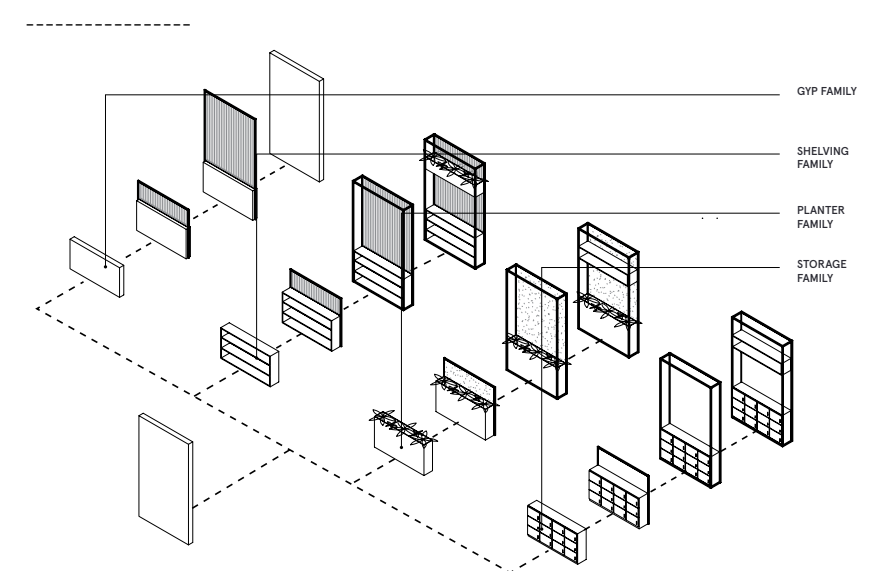
### Design Strategy

Building on the pilots floors, the design intent of the space continues to bring the familiarity of home and nature into the workplace through the use of rich materials and colors. Black trim outlines architectural features and provide visual hierarchy to the space, softened by rich upholstery, fabrics and accented by saturated, yet subdued hues of color.

Gather programs create a sense of community and provides inviting spaces to encourage collaboration. Encompassing the lounge, specialty coffee bar, and comfortable lounge seating in combination with booths, employees can socialize in a space that makes them feel at home.

Meet spaces provide a variety of sizes for a range of meetings, from large group meetings, quick informal chats to important calls with a client. Whether they be a quick, informal huddle or a conference call with a client, and is appropriately furnished to provide comfortable seating and AV/IT to provide function to form.

Agile and amenity spaces are key moments of discovery for members in the space. Boardrooms, libraries and retreat rooms are elevated by rich textures and pops of color.



Custom Partition Family



BP / Main Pantry Detail



INTERIOR DESIGN / WORKPLACE

# expedia group

CHICAGO, ILLINOIS / 2019

**FIRM** WeWork, Powered by We

**ARCHITECT LEAD** Diana Ang

**INTERIOR DESIGN** Aleksandar Spasojevic

**PROJECT SCOPE** FFE; Interior design; Decor, Construction supervision

**LOCATION** 500 W Madison St STE 700, Chicago, IL 60661

**AREA** 17000 sq feet , 8th floor

Expedia Hub





Expedia.com is online travel shopping company for consumer and small business travel located in Chicago, Illinois. After successfully accomplished design and construction on lower floors (6th and 7th), new task was to design portion of 8th floor.

Overall stack organization has three program concepts:

**Cohesive** to use similar finishes and spaces, we can create a space that feels integrated to the other floors.

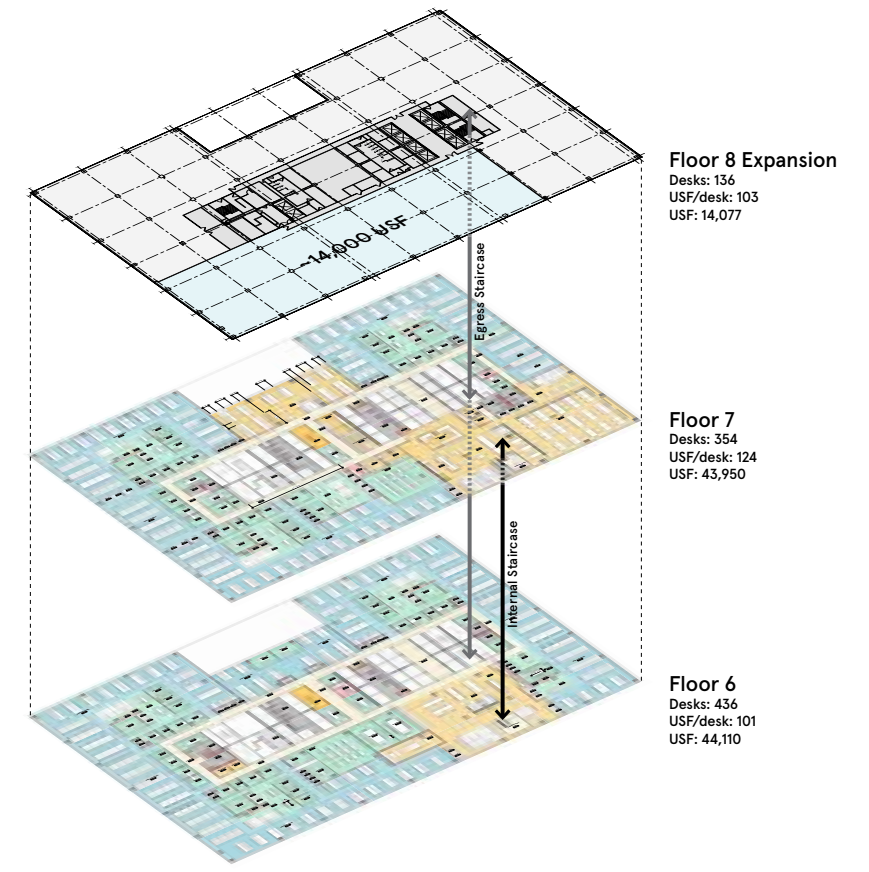
**Self-Sustaining Community** to create a community on the 8th floor that is unique in identity and design, a space that is tailored to the new users.

**Evolve & Learn** to create an alignment of experience across all floors and evolve from lessons learned on previous phases.

The program distribution strategy is placing work zone along the perimeter and conference rooms hugging the core. The 8th floor commons is stacked above the center of gravity to allow for future flexibility, should Expedia grow further or want to extend the internal stair.

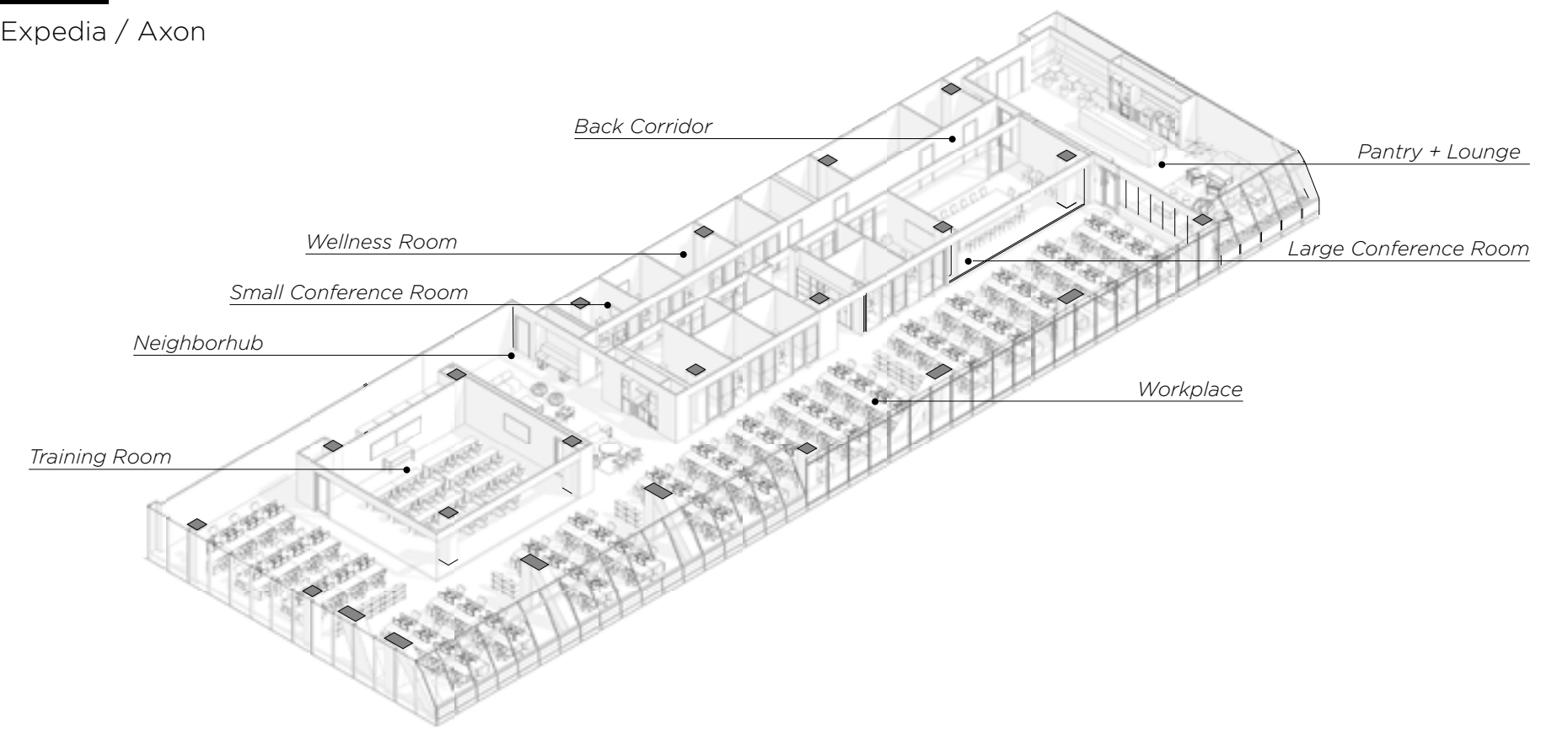
The 8th floor neighborhood has its own character that is an extension of the 6th and 7th floors. The dramatic landscapes of the tundra and the contrast between the cool colors and the warm sun and wild flowers inspire the design of the space.

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Expedia / Axon Stack

Expedia / Axon





INTERIOR DESIGN / WORKPLACE

WEST PALM BEACH, FLORIDA

# nextera energy

\* new fresh look  
for alternative energy firm

Nextera / Central Hub

Nextera Workplace Anchoring Concepts

**Better Together**

By building upon the strong connection to the company values and connecting the existing silos, it is possible to demystify the future direction for the HR Team together.

NextEra strives to be more progressive. A key way to further promote this message is to present a physical environment that is shared and equally used by all. The use of team homes and collaboration areas creates an open and visible space where collaboration and interaction can easily occur between employees of all levels.

**Become a catalyst**

The HR Team has the opportunity to set an example for the rest of the NextEra workforce, by enabling employees to bring their true self to work and creating a truly human organization. Given the changes in generation, industry, and technology there is an obvious shift in the way people work and their physical environment should respond accordingly. By

moving away from cubicles to a team home environment, the employee can now work in a more collaborative and flexible environment. This trend therefore requires additional programming to ensure employees stay connected such as conference space with AV capability, phone-booths, & collaboration zones.

**Humanize the workplace**

The generation of new ideas happens through openness and inter-team transparency. The workplace provides a safe space to build the future, giving all employees the freedom to generate new ideas and provide different perspectives. There is a strong emphasis in providing spaces which promote collaboration. The use of larger gathering spaces such as pantries & lounges allows the opportunity of interdepartmental connections. Smaller gathering spaces such as collaboration zones, nooks, and brainstorm rooms are a useful way to promote informal & serendipitous encounters.

**FIRM** WeWork, Powered by We

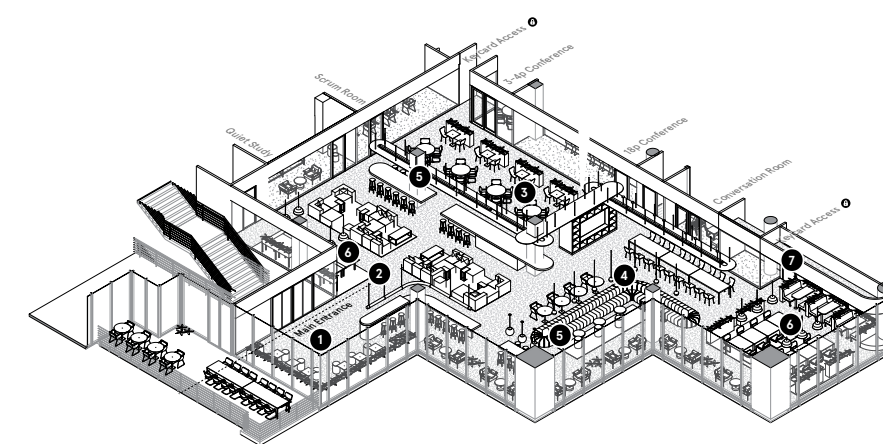
**ARCHITECT LEAD** Diana Ang

**INTERIOR DESIGN** Aleksandar Spasojevic

**PROJECT SCOPE** FFE; Interior design; Decor, Construction supervision

**LOCATION** 700 Universe Blvd, Juno Beach, Florida

**AREA**



Center of Gravity / Axon





Nextera Team Home / Render

INTERIOR DESIGN

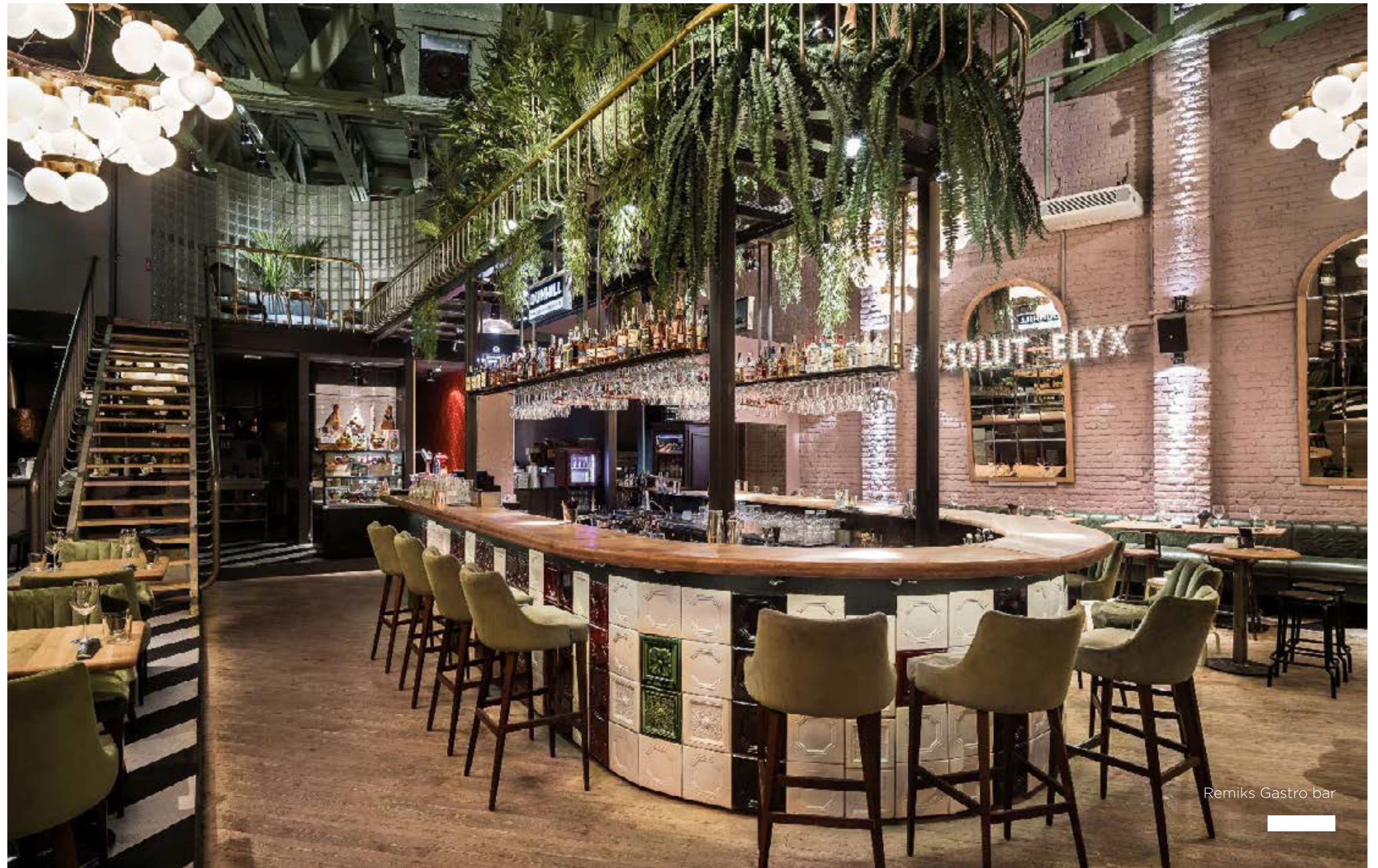
# remiks / gastro bar

BELGRADE, SERBIA / 2018

**PRINCIPAL ARCHITECT** Marko Basarovski, Aleksandar Spasojevic

**PROJECT SCOPE** Interior Design, FF&E, Furniture Design

**LOCATION** Karadjordjeva street, Belgrade **AREA** 150 m<sup>2</sup>



Remiks Gastro bar





Balancero / Interior Details

## INTERIOR DESIGN

# balan- cero

NEW YORK, NEW YORK / 2018

**ARCHITECT** Aleksandar Spasojević

**ILLUSTRATION** Bratislav Milenkovic

**TASK** To create interior design for family (parents and child) in 45m2 space.

**PROJECT SCOPE** Interior design, Branding, Constuction

**LOCATION** 3095 37th St, Astoria, NY 11103

**AREA** 200 sq feet



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Balancero is a passion driven artisan coffee place with a mission to share their knowledge and love towards coffee. Idea of a coffee spot that holds it's charm and brings people together is something they had in mind while building this, one of a kind, coffee experience.

Design challenge was to make this small space look spacious with using lighter almost Scandinavian material palette. One of the longer walls are clad in mirror to double up the space while playing with patterns and mirror reflection.

Central position takes large custom counter where all magic happens, place of interaction and energy. Island is elevated with platform which aligns heights between customer and barista, taking barrier off.

Custom illustration with Balancing Elephant gives whimsy element in space reminding customers how important is to make a balance in your (work) day.





Reception desk detail

INTERIOR DESIGN

# indeed / san francisco

SAN FRANCISCO, US / 2017

**FIRM** Perkins + Will

**LEAD INTERIOR DESIGNER**

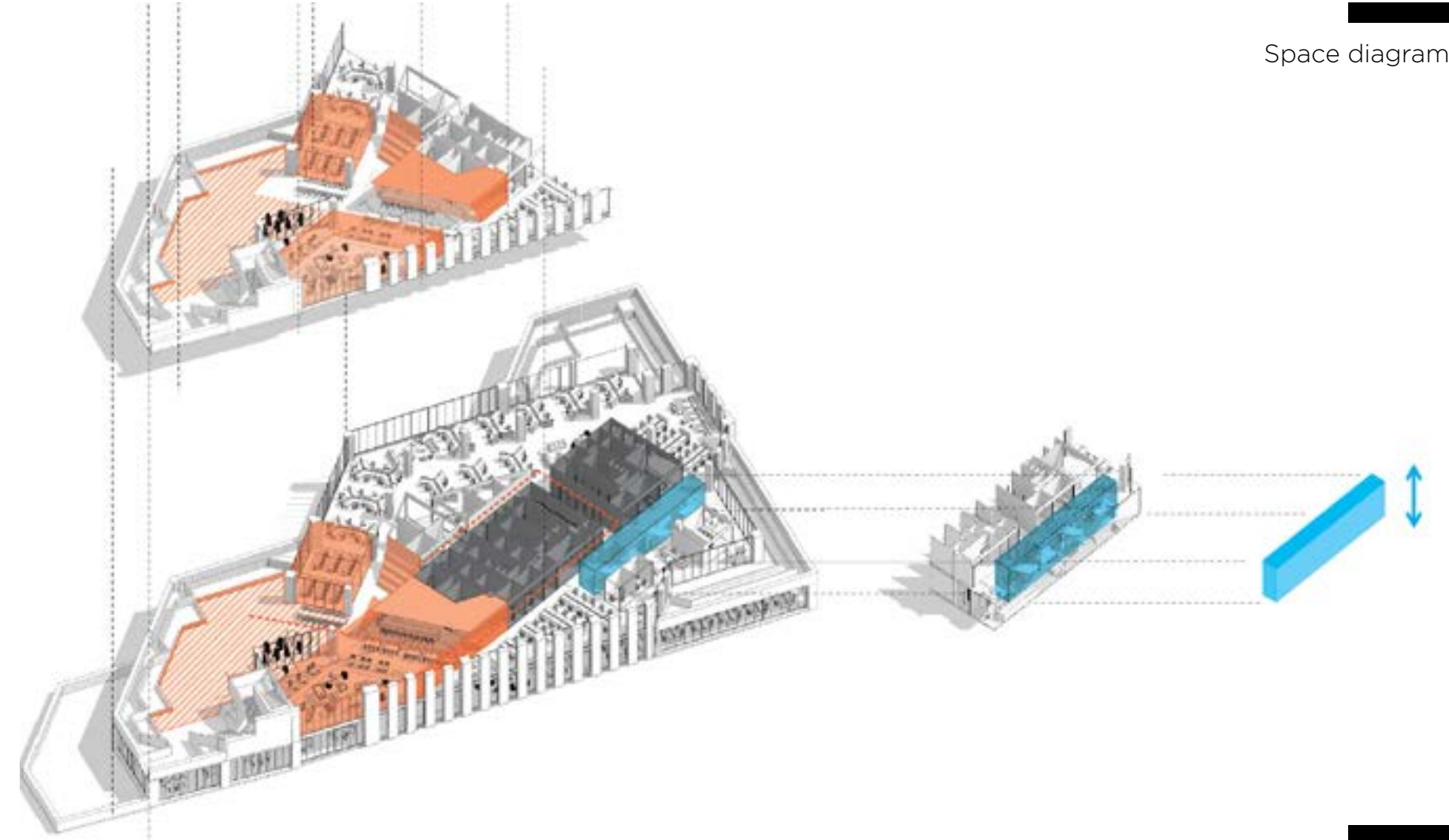
**DESIGN DIRECTOR** Meena Krenek

**PROJECT SCOPE** Interior Design and Branding

**LOCATION** San Francisco, California

Indeed San Francisco / workplace





Space diagram

Custom Rugs inspired by San Francisco bridges





BRANDING / INTERIOR DESIGN

ENGLEWOOD CLIFFS, NEW JERSEY / 2018

# unilever north america, hq

Unilever North America, HQ / Marketplace



**FIRM** Perkins + Will

**LEAD INTERIOR DESIGNER /**

Branded Environments and Specialty areas

**DESIGN DIRECTOR** Meena Krenek

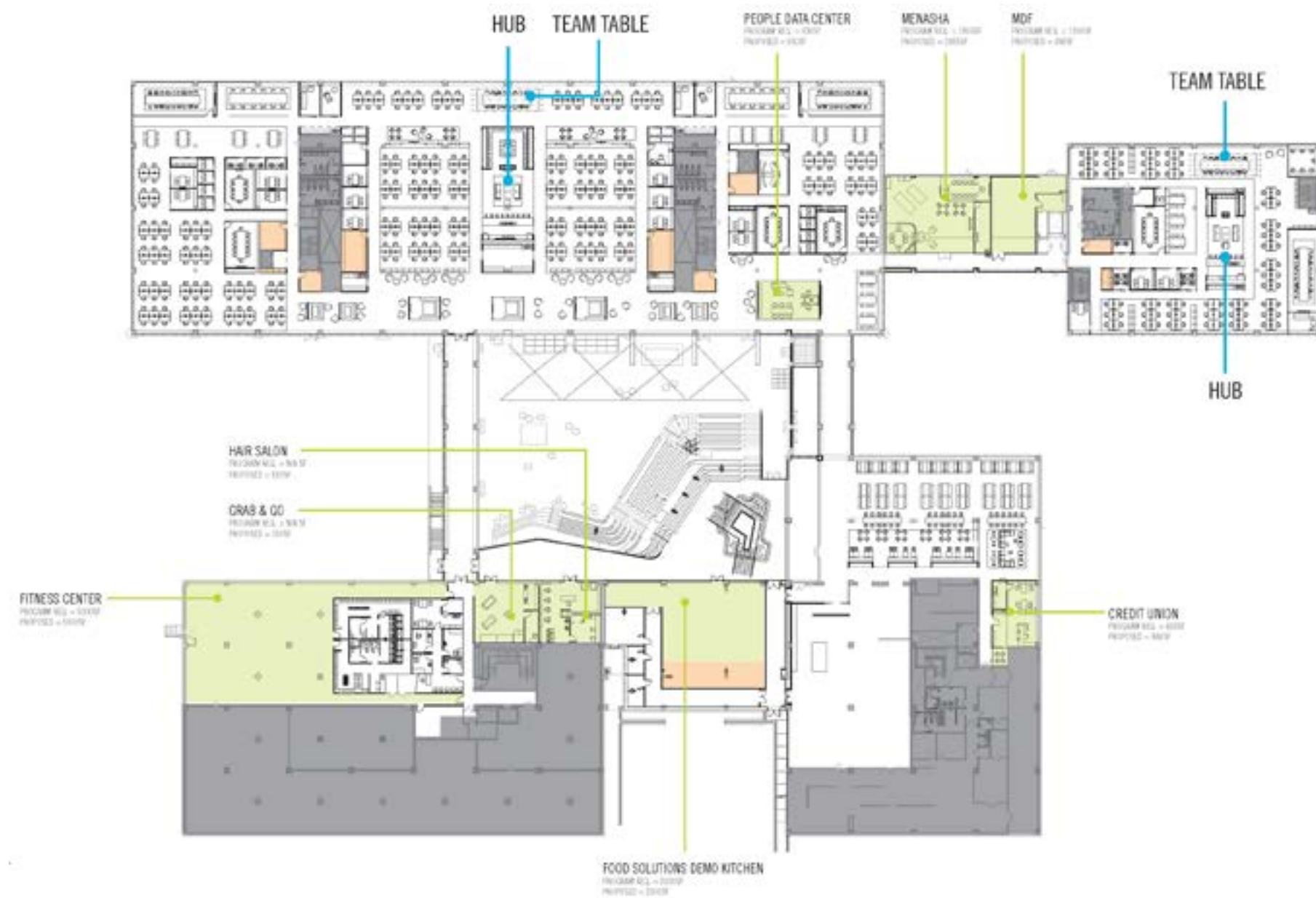
**INTERIOR DESIGN TEAM** Aleksandar Spasojevic, Say-Yee Tay, Katarzyna

Cyrulik, John Doyle, Deborah Chang, Phillip Leydi

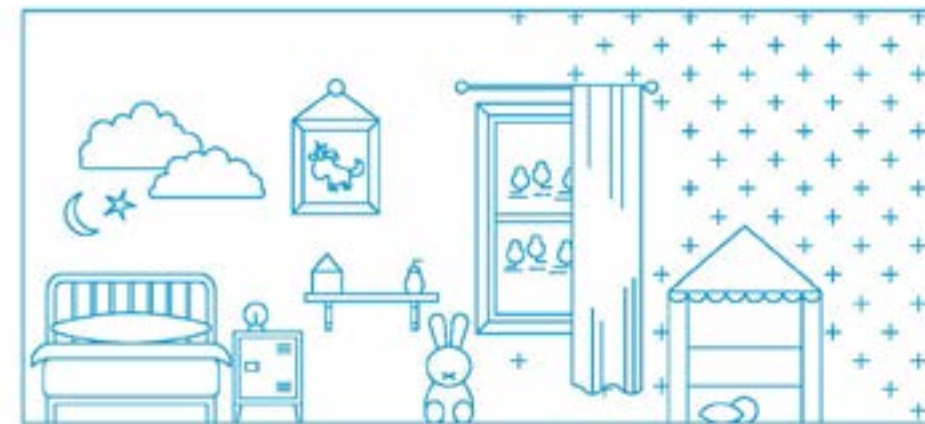
**PROJECT SCOPE** Architecture, Interior Design and Branding

**LOCATION** Englewood Cliffs, NJ **BUDGET** \$ 105 million

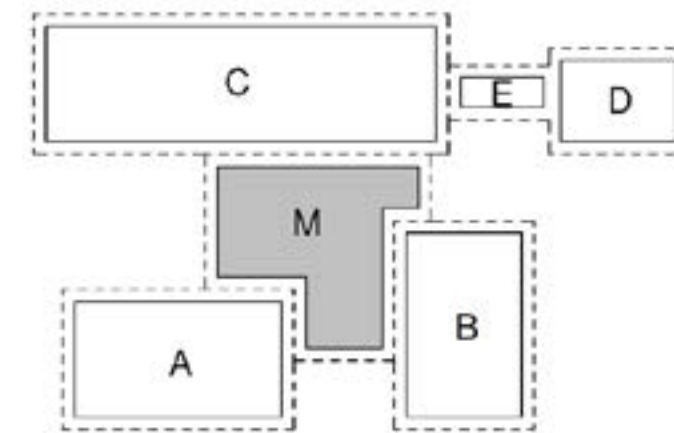




Campus Plan / Level 1  
Custom Printed Graphics



In 2014, Unilever unveiled "Project Unify" - a plan to consolidate five of its North American offices and several of its operating groups into a single, state-of-the-art workplace. The goal was to provide an exciting workplace giving their employees sense of pride and belonging. The 300,000 square foot complete campus refurbishment consist of a creating a new enclosed atrium to a previously open courtyard to provide a year round conditioned space. The new atrium connects surrounding buildings providing an area which is primarily used for breakout and social gathering with a tea and coffee bar located on the lower level. It's also used for town hall and corporate events. Through the use of skylights the space is filled with plenty of natural light.



KEY PLAN

Unilever's campus incorporates amenities such as a hair salon, fitness center, cafeteria, grab 'n' go and a company store which are all adjacent and open up to the atrium. This provides a real market vibe with sense of community for their employees allowing colleagues from various neighborhoods in different buildings to connect and interact. As part of the branding wayfinding package undertaken by Perkins + Will, the new entry lobby showcases Unilever's story with a heritage wall showing branding from physical products to digital displays.

Unilever North America rolled out agile working across all Unilever's neighborhoods providing mobility and alternate working styles. The workplace provides a variety of workstations, phone rooms, quiet zones, open collaboration areas, huddle rooms, large conference rooms and lounge style break out spaces.





CONCEPT / INTERIOR DESIGN

BELGRADE, SERBIA / 2008

# supermarket concept store

—  
\*imperfect background  
for the perfect fetishes

Supermarket concept store / retail



Supermarket concept store / restaurant



**PRINCIPAL ARCHITECT** Maja Vidaković Lalić

**ARCHITECTS** Marko Basarovski, Aleksandar Spasojević

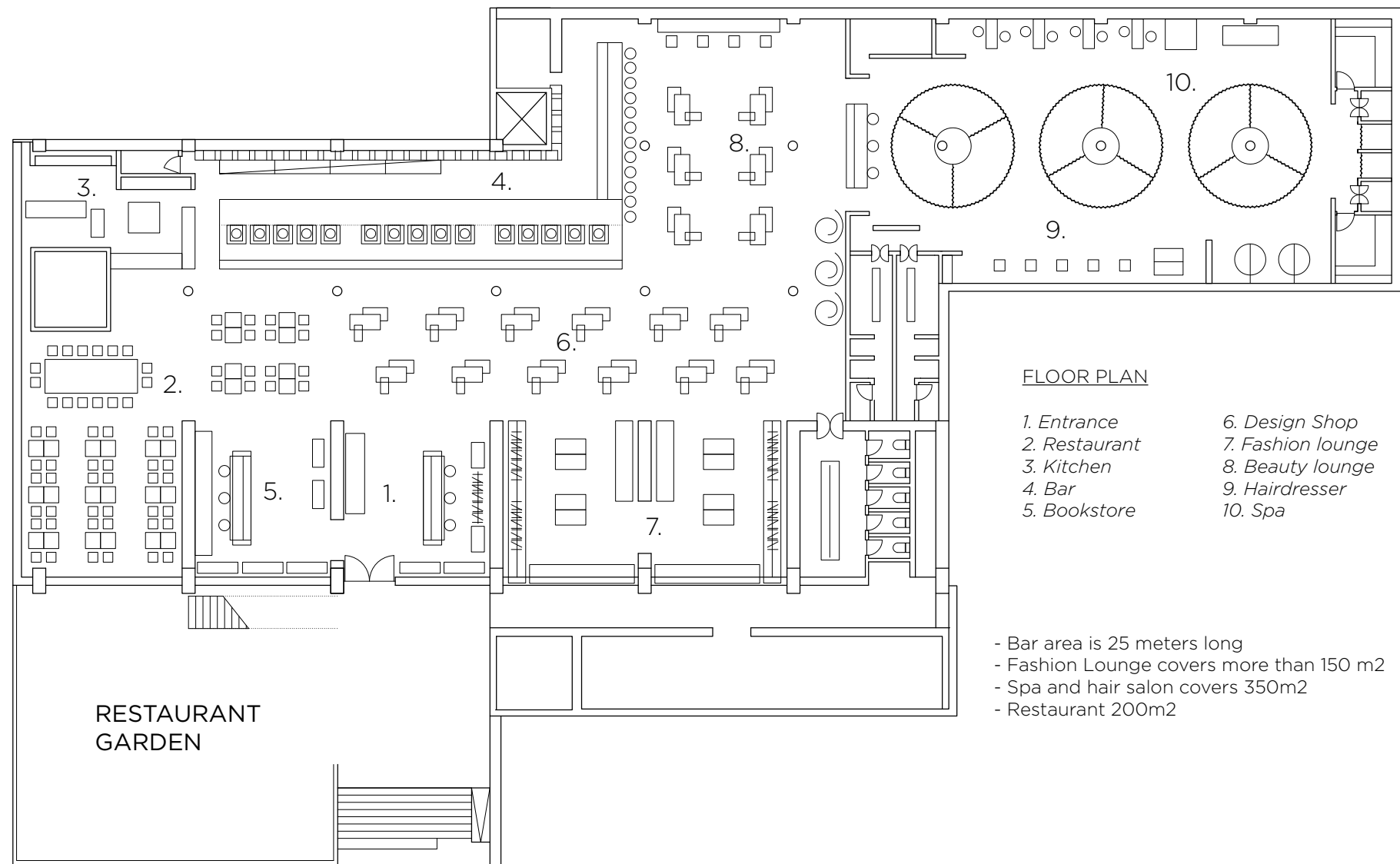
**DESIGN** Mihajlo Jurić **BRANDING** Nina Babić

**TASK** To create the Balkans first concept store that combines restaurant, wine bar, cafe, fashion, music, spa, hair salon, books and magazines and gift section into a truly inspiring environment

**PROJECT SCOPE** Branding concept, Interior design, Furniture design, Furnishings

**LOCATION** Višnjićeva 10, Belgrade **AREA** 1350 m<sup>2</sup>





The 1400 m2 site of the Supermarket concept store is an actual former discount supermarket, the first one ever to be opened in former communist Yugoslavia.

Relaxed attitude toward the “Golden years of Communism”, coinciding with the period of brutalism in architecture, was the constant source of inspiration for this project.

The interior is intentionally raw and seemingly unfinished, so various delicate or luxurious objects or hedonistic activities take place in an extremely ascetic environment. The installations are visible, concrete floor is cracked, toilet doors were taken off a derelict freight elevator.

Retail modules were produced from recycled wood material (OSB). Their intention was to create an “imperfect background for the educated consumers’ perfect fetishes”.

Intentionally raw approach plays an important part in introducing contemporary art and design into commercial, retail spaces.

Supermarket concept store improves the existing retail concepts in Belgrade in several ways:

- Slow shopping enriched with various experiences
- Flexible space, perfect for various events
- Cultural content
- Promotion of young designers
- Consumer education
- Inventive ways to showcase the products
- Influencing the consumers’ tastes
- More interaction with consumers and more high-quality information about brands
- Eco-friendly High quality/high style merchandise

Logo and branding device

# СУПЕРМАРКЕТ

concept store



Supermarket Concept Store / Retail

INTERIOR DESIGN / CREATIVE DIRECTION

# rib'z / grill & booze

\*funky and bizare

BELGRADE, SERBIA / 2015

**PRINCIPAL ARCHITECT** Aleksandar Spasojević

**VISUAL IDENTITY** Milena Savić

**TASK** To create ribs restaurant and pub. The place needs to have two modes: day mode that represents restaurant and dining place, and night mode that is evening preparty place.

**PROJECT SCOPE** Branding concept, Interior and furniture design, Visual identity

**LOCATION** Obilićev Venac 3, Belgrade **AREA** 80 m<sup>2</sup>

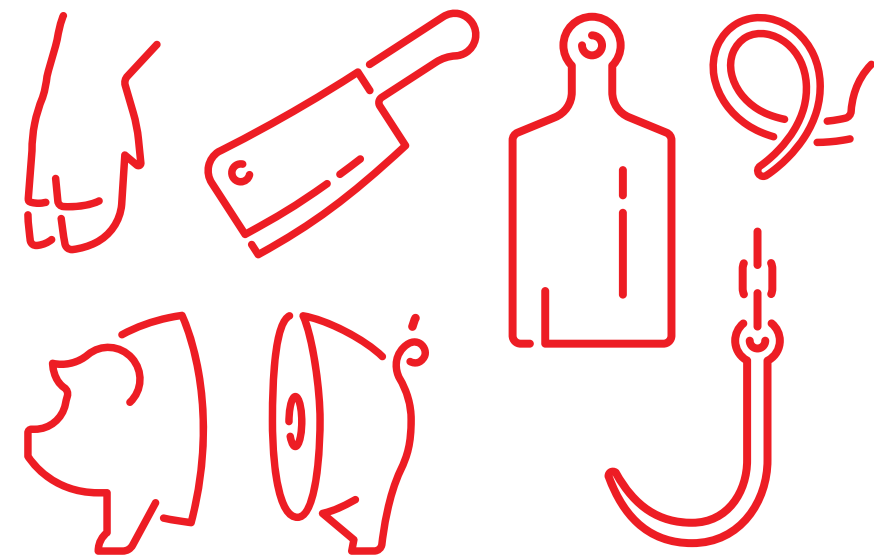


RIB'Z / grill & booze





RIB'Z / neon signage



Rib'z / grill and booze is a funky and eclectic restaurant and bar in Belgrade city center.

The star on the menu, that is reflected in the creative concept, is pork, and specialty of the house - pork ribs. Creative concept is based on fusion of traditional and american cuisine, flirting with the elements of butcher shop presented in disco style through neon signs. Neon pig (without ribs), meat chopper, hook, hoop and pig tail are the highlights of the interior design.

Wood, raw metal and visible construction and lighting show the play between warm and cosy, and raw, industrial emotions.

Constant association on butcher block - rough and cracked wood, meat hook, meat chopper used as coat hanger are elements of fun, and give Rib'z memorable charm and social media attraction. Mouth watering interior design is mixed with sticky fingers visual identity that is also inspired by raw butcher aesthetics including butcher stamp of quality.

Neon pictograms communicate unique, almost bizarre eclectic concept - raw and funky.

FLOOR PLAN (0)

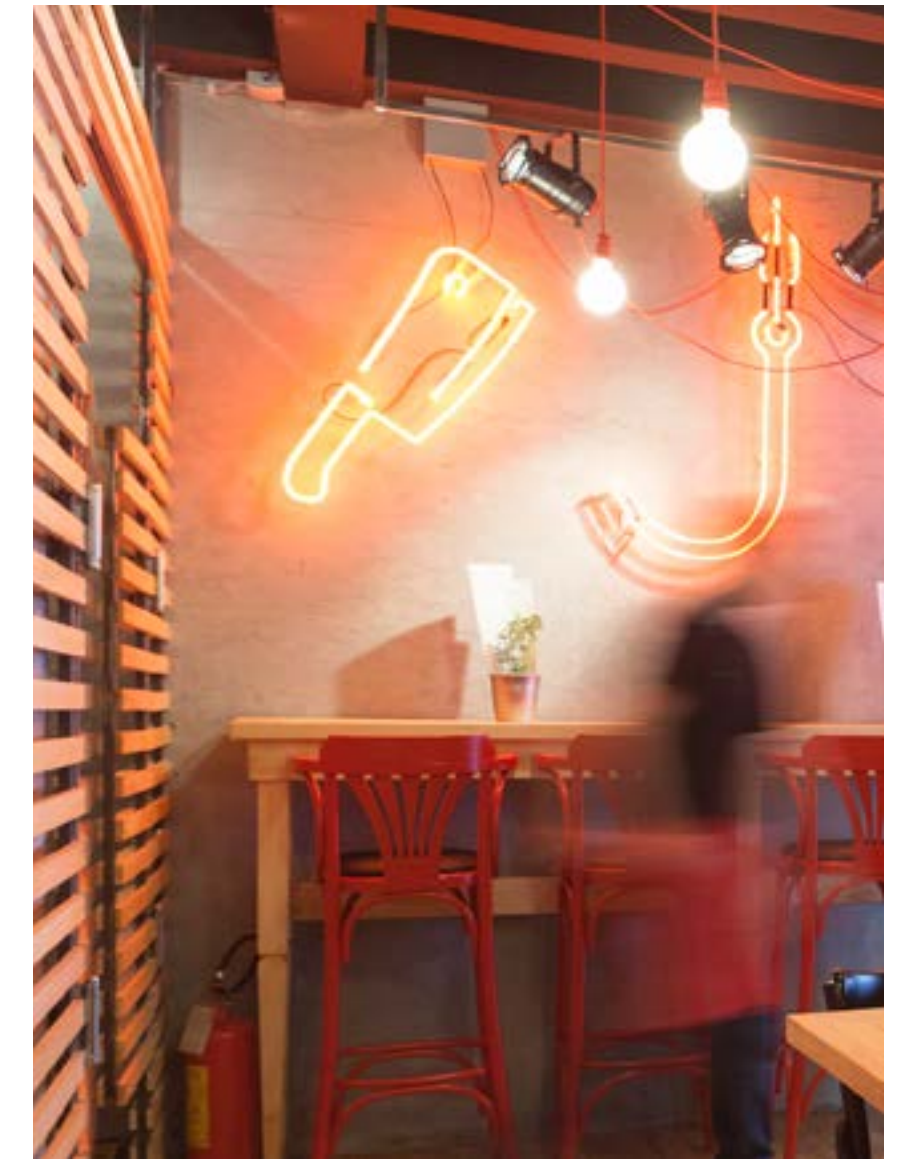
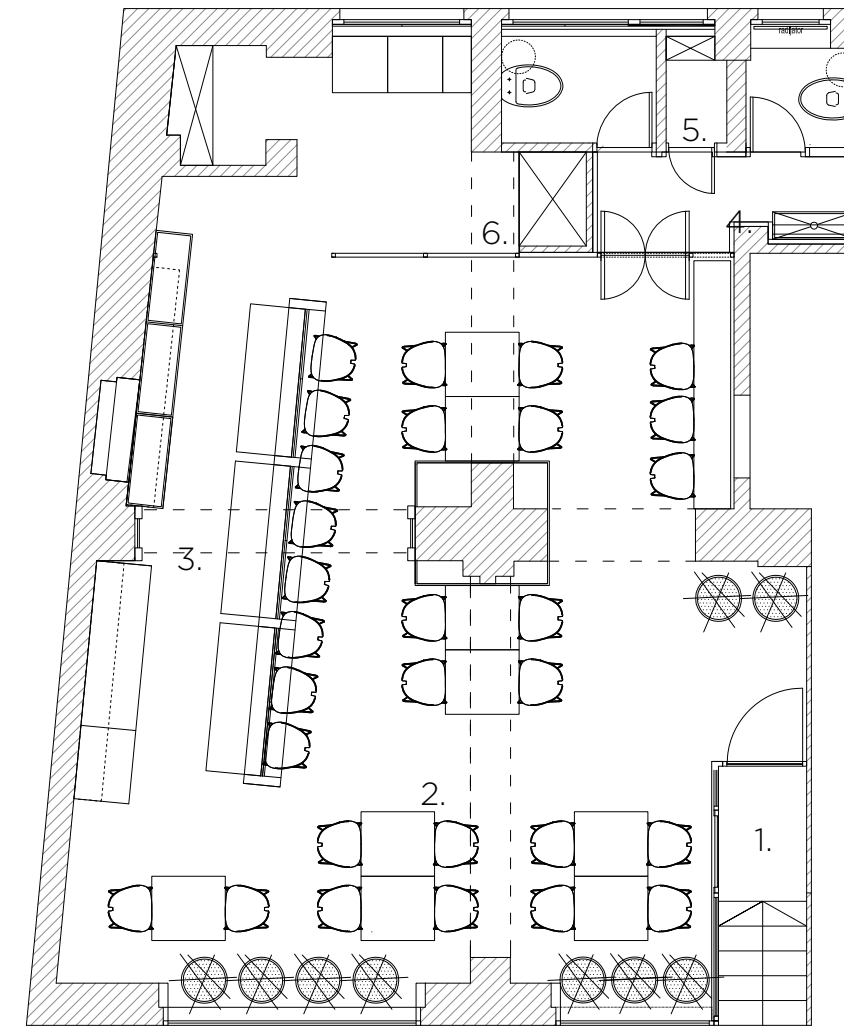
- 1. Entrance
- 2. Guest area

- 3. Bar
- 4. Toilete6.

- 5. Staff
- 6. Elevator

FLOOR PLAN (-1)

- 1. Kitchen





Kitchen + Dining

## INTERIOR DESIGN

# 45 apart ment

BELGRADE, SERBIA / 2015

**ARCHITECT** Aleksandar Spasojević

**PHOTO** Relja Ivanić

**ART** TKV, Petar Mošić, Dechko Tzar

**TASK** To create interior design for family (parents and child) in 45m<sup>2</sup> space.

**PROJECT SCOPE** Interior design

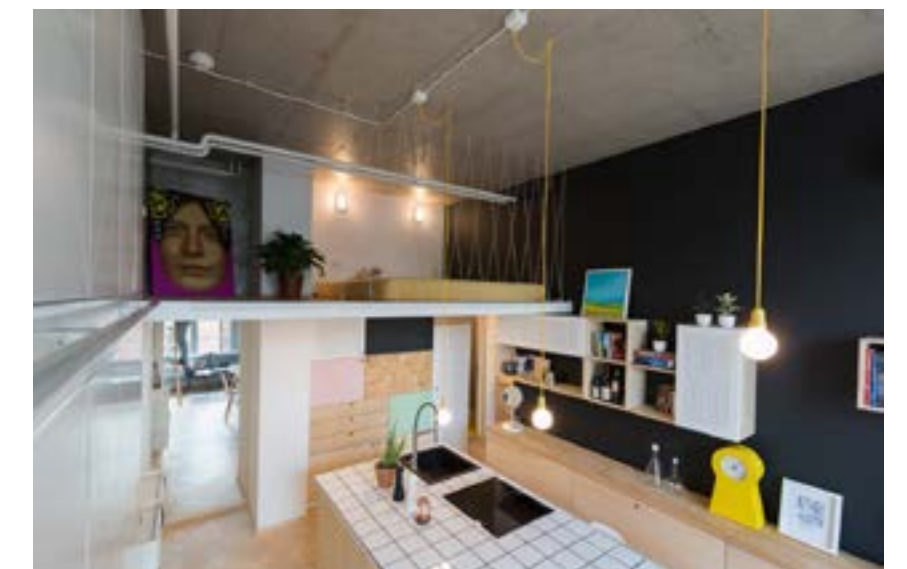
**LOCATION** Žorža Klemensoa 10, Belgrade, Serbia

**AREA** 45 m<sup>2</sup>

Main task in this apartment interior design is to give advantages of regular apartment but in 45 squared meters.

Former office space gave advantage of high ceiling and big windows that makes this small space very bright and spacious. Great story height is used to place sleeping areas on level above.

Methods used in this interior design are merging and dissemblance of functional elements.





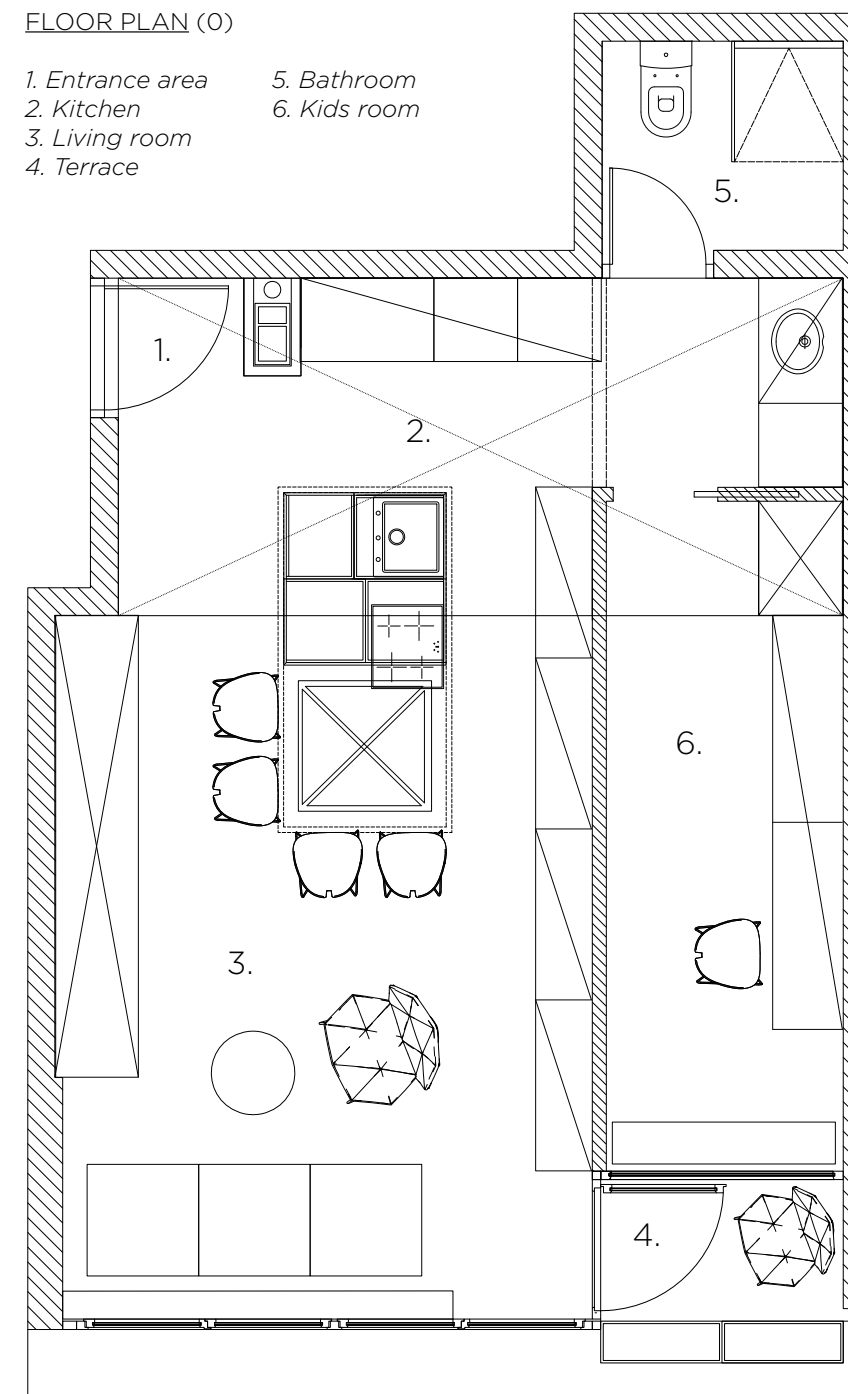
Central piece in living area is communal table, which merges several functions - cooking, dining and writing. It gives you comfort of doing all the functions like serious cooking or having dinner for six people, while still leaves you enough space for living room.

Kitchen itself is decomposed and hidden inside closet. Perforated texture on closet fronts discreetly marks the appliance inside it while giving the artistic touch to the overall interior.

Bathroom is also decomposed, shower and toilet is in one room, while sink is visible in passage between toilet and kids room. Bright colors of the bathroom floor, raw concrete walls and art work inside it, makes small bathroom very attractive.

FLOOR PLAN (0)

- 1. Entrance area
- 2. Kitchen
- 3. Living room
- 4. Terrace
- 5. Bathroom
- 6. Kids room



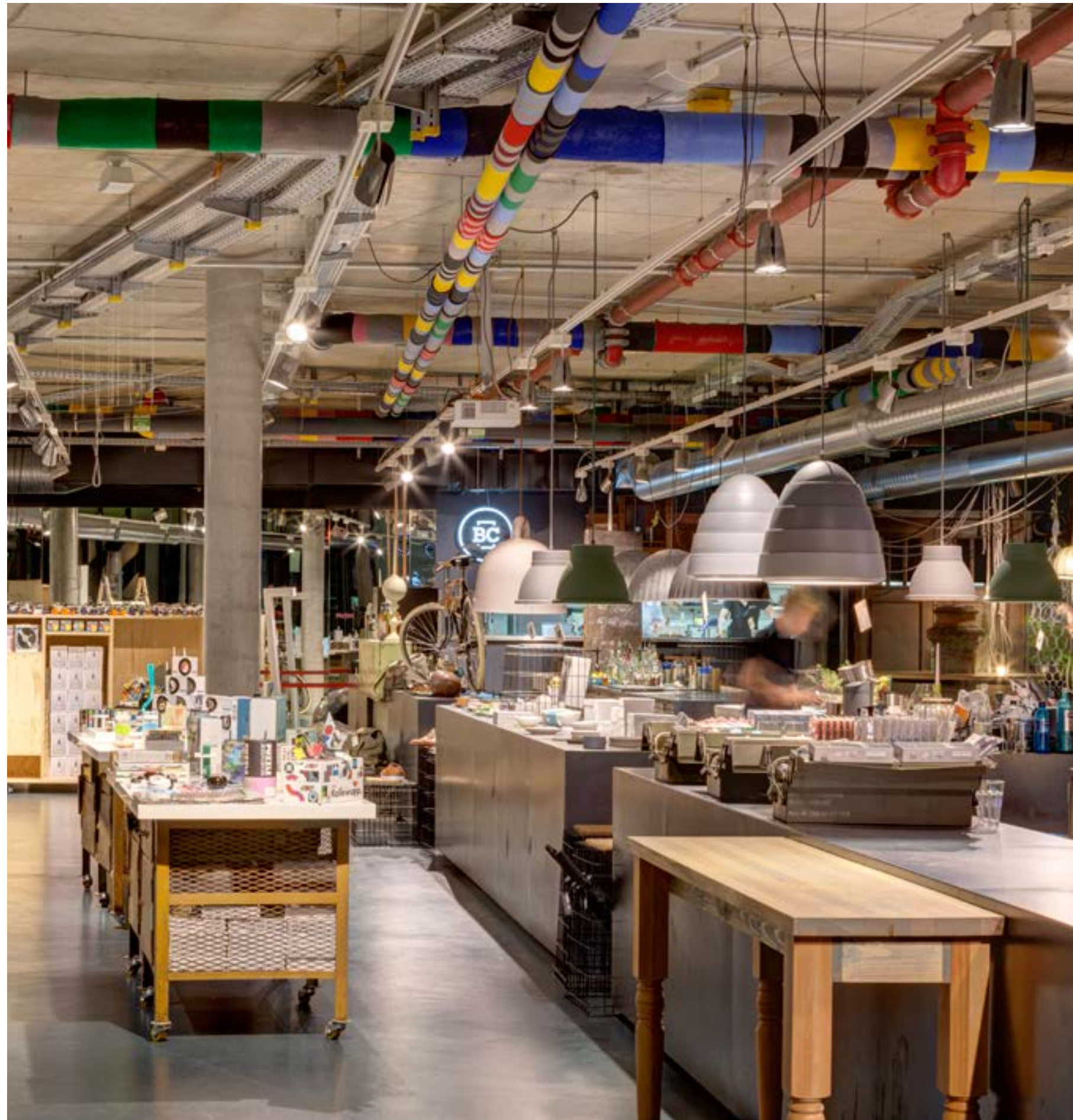
HOSPITALITY / RETAIL

BERLIN, GERMANY / 2013

# supermarket berlin

—  
brutally naked

Supermarket Berlin / Entrance



**ARCHITECTS** Marko Basarovski, Aleksandar Spasojević

**TASK** To create second Supermarket Concept Store located in inspiring Bikini Berlin

**PROJECT SCOPE** Interior design for concept store, restaurant, open office, gallery

**LOCATION** Bikini Berlin, Berlin

**AREA** 1000m<sup>2</sup>

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Belgrade Supermarket took place in Bikini Berlin, the first concept shopping mall worldwide. Bikini Berlin is one of the few still preserved contemporary witnesses of Berlin's turbulent history during the post-war period of the 1950s. The "Zentrum am Zoo" ensemble, which was completed in 1957 by architects Paul Schwebes and Hans Schoszberger, is a symbol of Berlin City-West's cityscape.

The listed group of buildings includes the Bikinihaus opposite the Kaiser Wilhelm Memorial Church, the Große Hochhaus (large high-rise building) on Hardenbergplatz, the Kino Zoo Palast cinema, the smaller high-rise known as the "Kleines Hochhaus" with the 25hours hotel and a car park. The basic concept of Bikini BERlin is a unique combination of shopping, working, cinema, recreation, urban oasis and hotel.

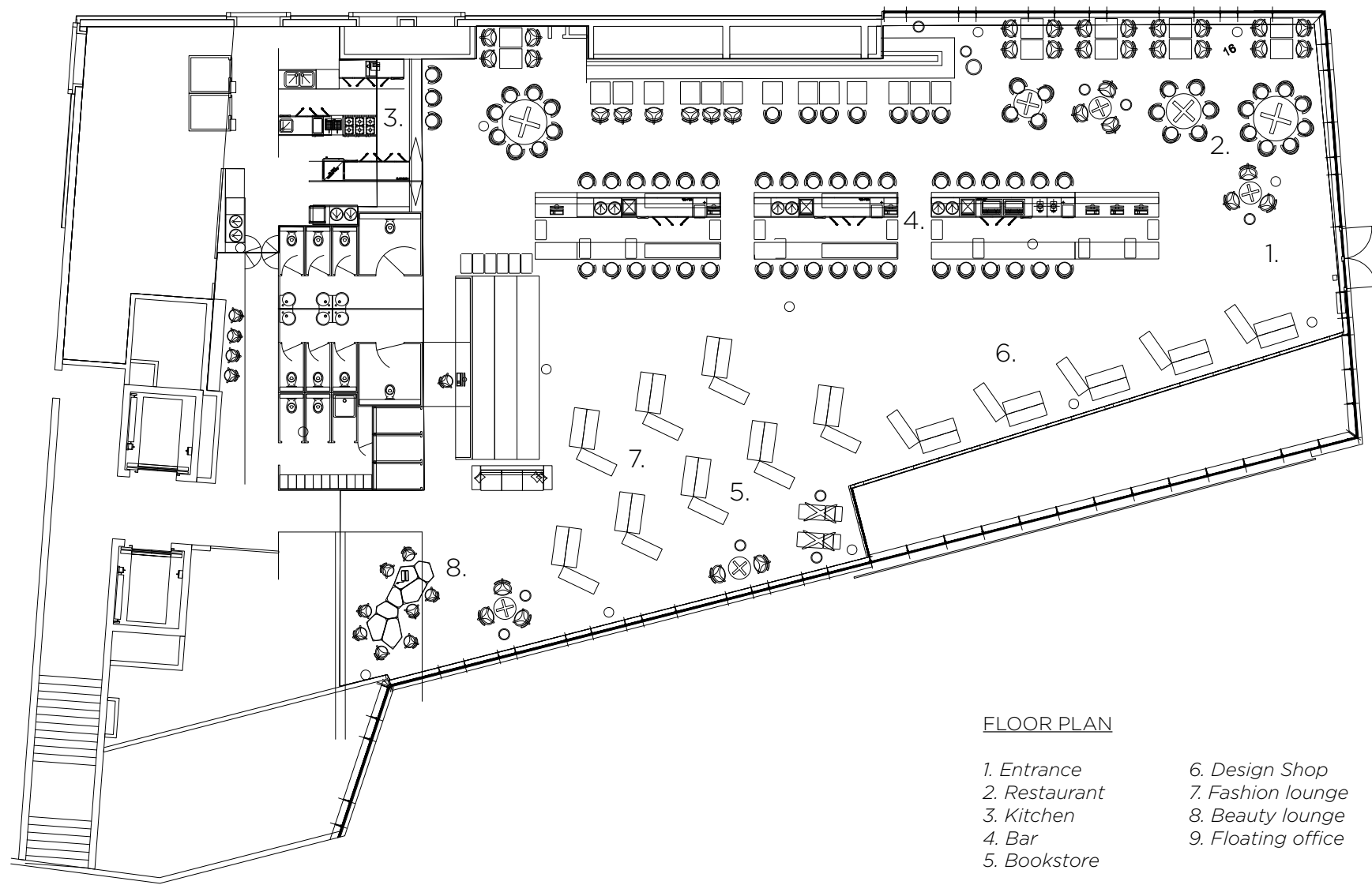
The name Bikini Berlin comes from the name Bikinihaus, which is how local Berliners affectionately christened the building in the 1950s. An open-sided storey framed by columns on the second floor once separated the building into one upper and one lower area. For the Berlin locals, the two-tier architecture, which today is fully glazed, reminded them of the daring new swimwear fashion of that time, the bikini.

Creative concept for Bikini Berlin Supermarket Concept Store is also inspired by raw and industrial esthetics, visible installations, but this time we added more wood and color.

Dominant element of the interior is plumbing pipes, that are covered with hand knitted cover in a different color, produced by a local designers.



Supermarket Concept Store/ Bikini Berlin



Supermarket Concept Store / Berlin





INTERIOR DESIGN / CREATIVE DIRECTION

# mikser house

Balkan design centar

*- hybrid concept place for cultural,  
educational and commercial activities*

BELGRADE, SERBIA / 2013

Mikser House / Balkan design shop



# MH

## Mikser House

**PRINCIPAL ARCHITECT** Maja Vidaković Lalić

**ARCHITECTS** Aleksandar Spasojević, Ivana Ibraimov

**BRANDING** Milena Savić, Aleksandar Savić

**TASK** To create the Balkans first concept store that combines restaurant, wine bar, cafe, fashion, music, spa, hair salon, books and magazines and gift section into a truly inspiring environment

**PROJECT SCOPE** Branding concept, Interior design, Furniture design, Furnishings

**LOCATION** Karađorđeva 46, Belgrade **AREA** 1350 m2

Mikser House is a hybrid concept place for cultural, educational and commercial activities nested in a 1000m2 converted industrial facility. It's a combination of bar, restaurant, art gallery, club, store and performance venue where a plethora of cultural and entertaining events take place.

*„Third places are important for civil society, democracy, civic engagement, creative interaction and establishing feelings of a sense of place.“*

*The Great Good Place, Ray Oldenburg (1989, 1991)*

Creative concept of Mikser House is positioning about idea of “third place” ,a term used in the concept of community building to refer to social surroundings inbetween the two usual social environments of home (the first place we live in) and the workplace (the second place, we spend most of the time at).

Third places are “anchors” of community life and facilitate more creative interaction. All societies already have informal meeting places;what is new in modern times is the intentionality of seeking them out as vital to current societal needs.



Mikser House / House cocoon

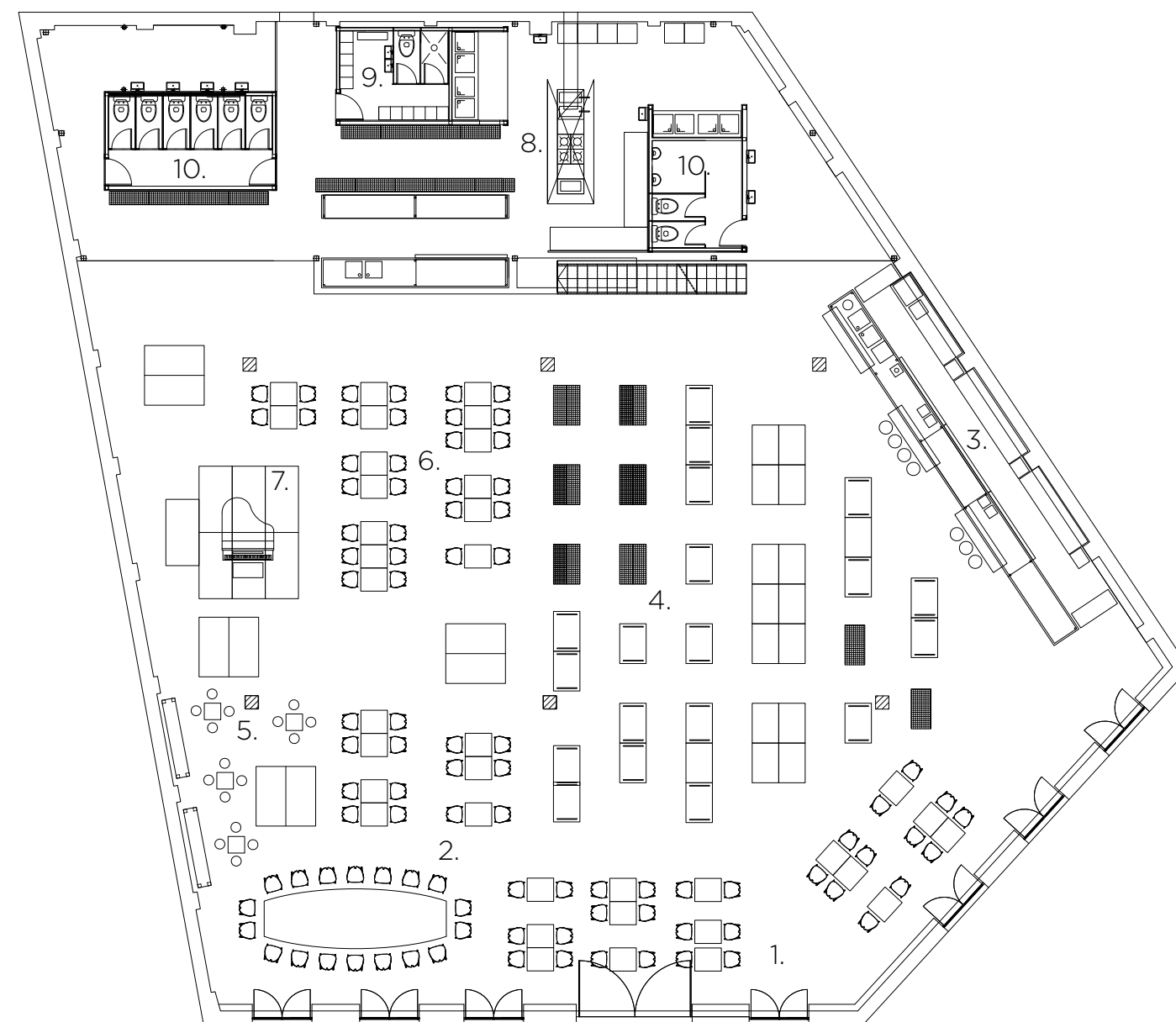




Mikser House / design shop

FLOOR PLAN (0)

- 1. Entrance
- 2. Restaurant
- 3. Bar
- 4. Design Shop
- 5. Kids Corner
- 6. Floating office
- 7. Stage
- 8. Kitchen
- 9. Staff
- 10. Toilets



FLOOR PLAN (+1)

- 1. Office area
- 2. Exhibition area



INTERIOR DESIGN

# club magacin

BELGRADE, SERBIA / 2008

**PRINCIPAL ARCHITECT** Maja Lalic, Marko Basarovski, Aleksandar

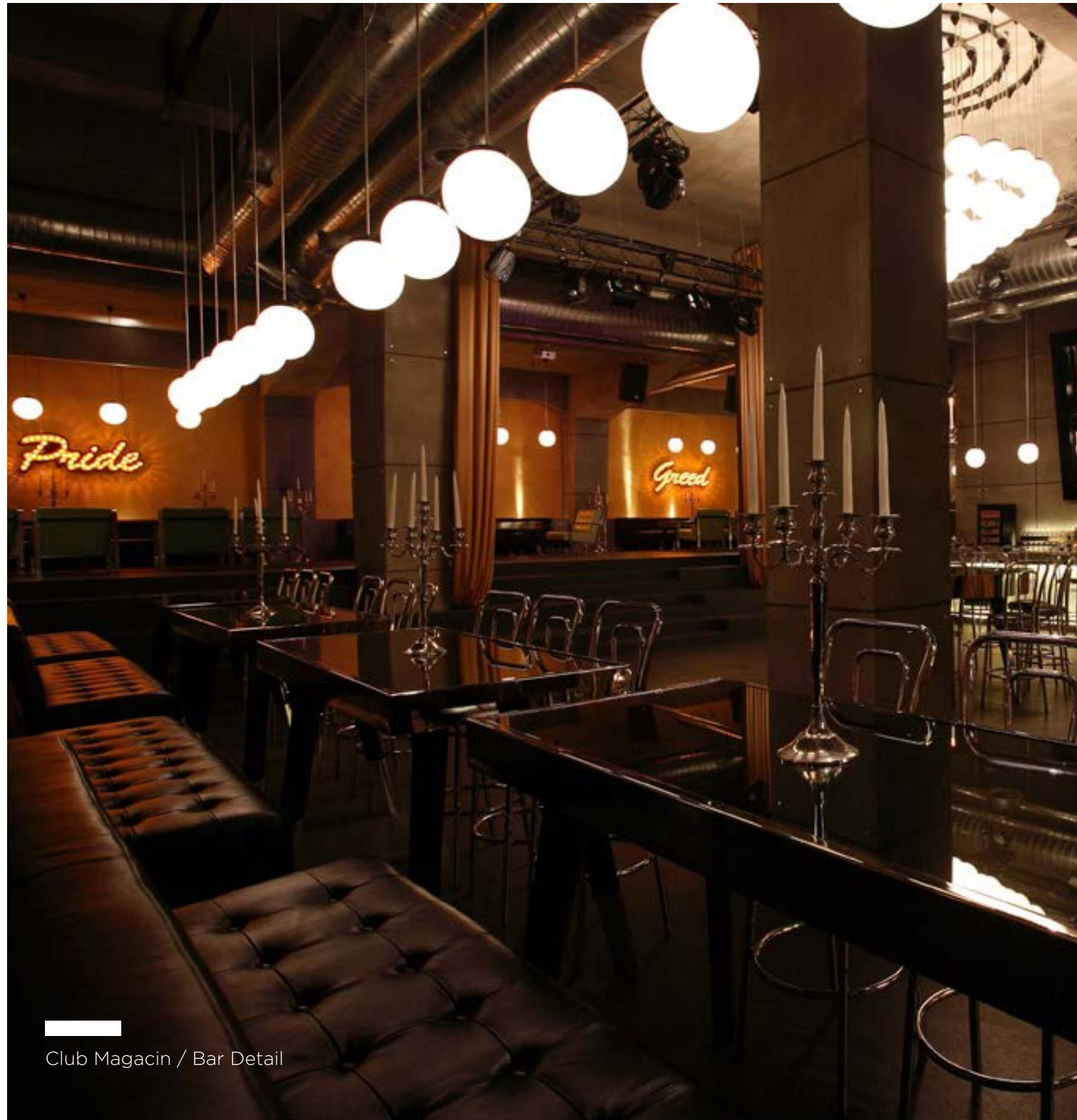
Spasojevic

**PROJECT SCOPE** Interior Design, FF&E, Furniture Design

**LOCATION** Karadjordjeva street, Belgrade **AREA** 500 m2



Magacin



Club Magacin / Bar Detail



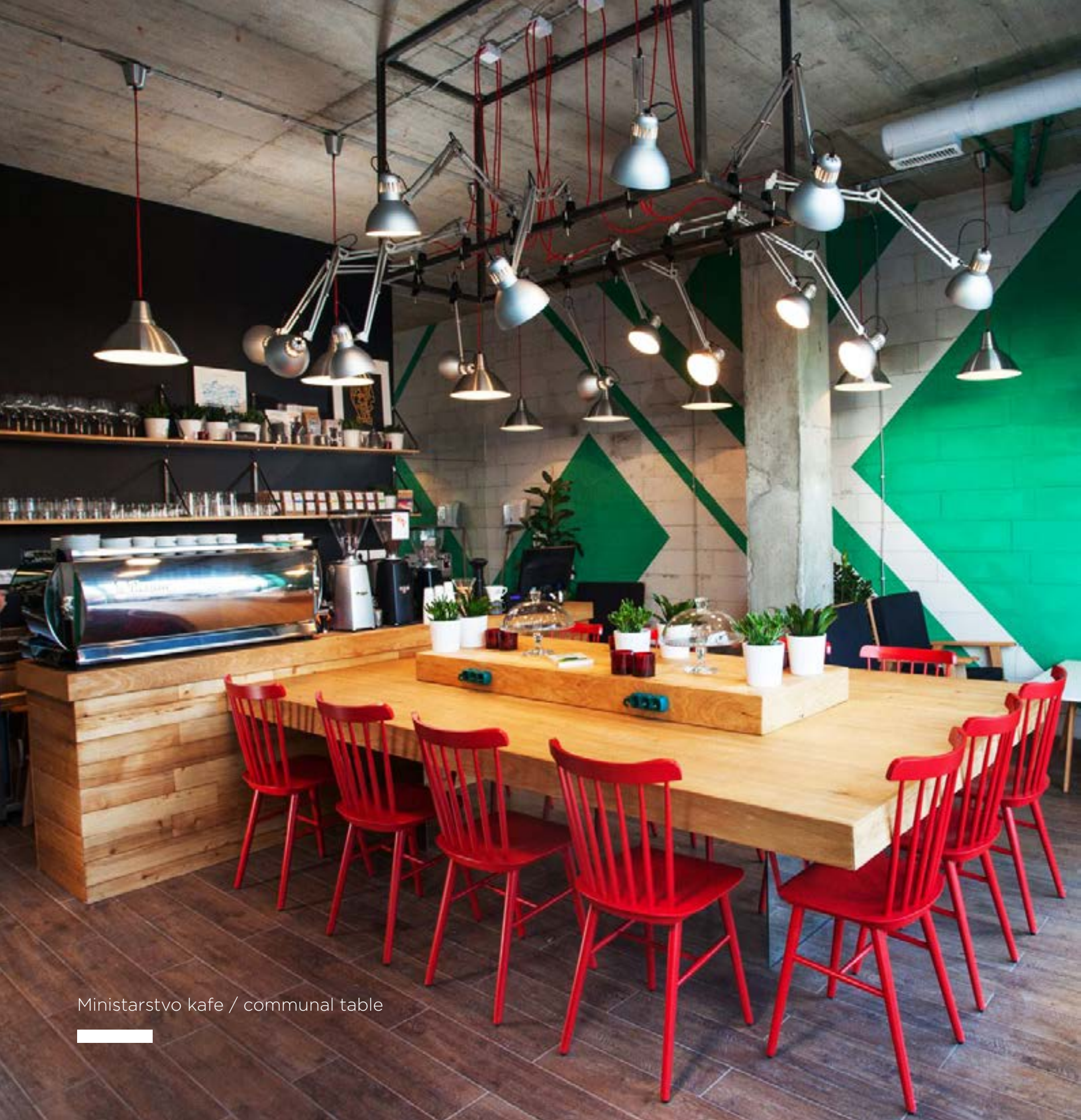
Club Magacin / Bar Detail



Club Magacin



Restroom detail



Ministarstvo kafe / communal table

INTERIOR DESIGN / CREATIVE DIRECTION / VISUAL IDENTITY

# Ministarstvo kafe

NOVI SAD, SERBIA / 2015

**ARCHITECTS** Aleksandar Spasojević

**VISUAL IDENTITY / BRANDING** Aleksandar Spasojević

**TASK** To create specialty coffee shop

**PROJECT SCOPE** Interior design, visual identity, branding

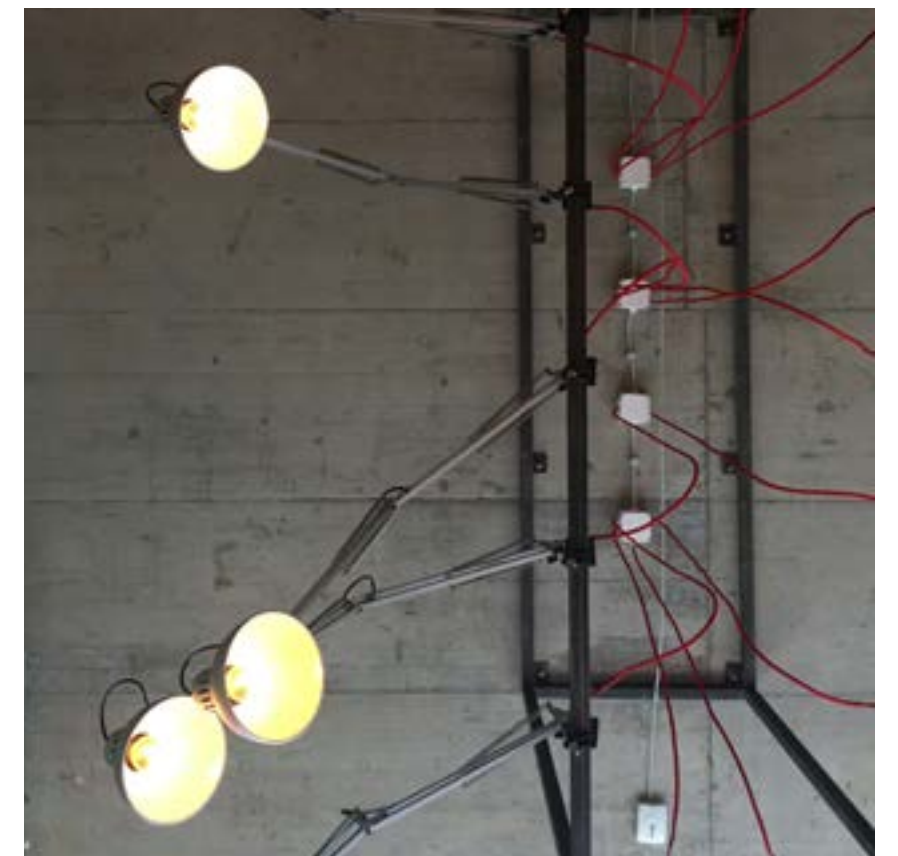
**LOCATION** Novi Sad, Serbia

**AREA** 45m<sup>2</sup>

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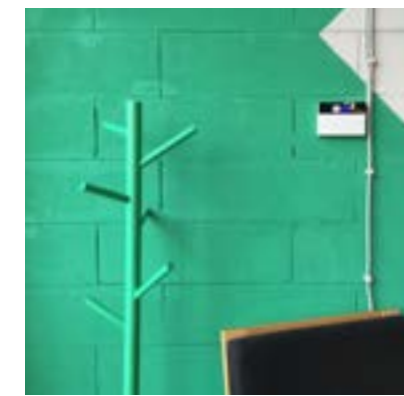
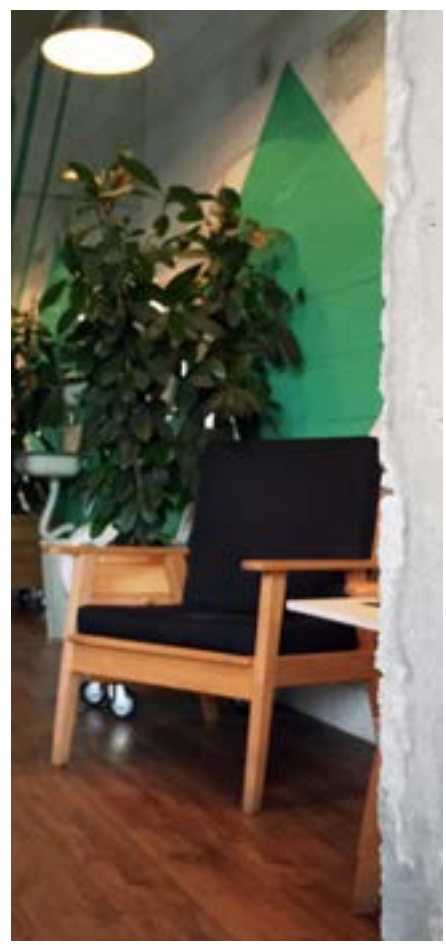
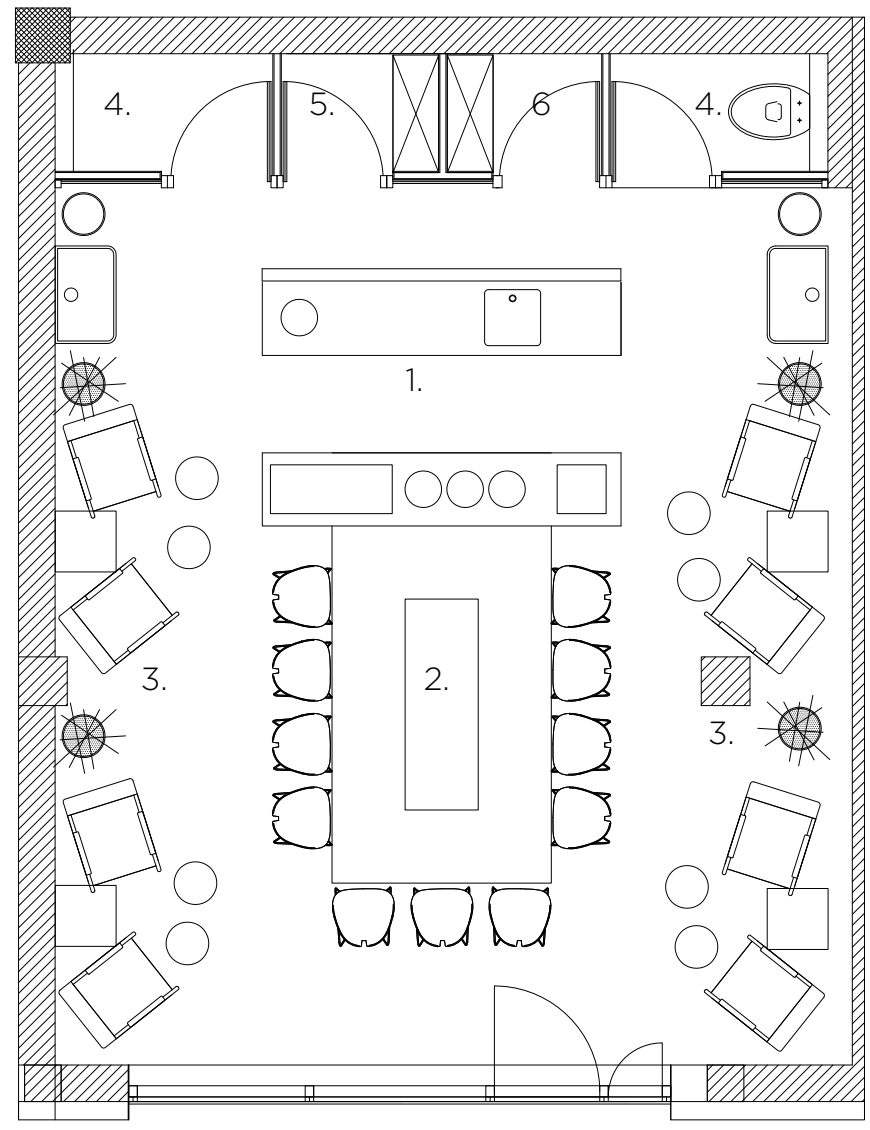
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FLOOR PLAN (0)

- 1. Bar
- 2. Communal table
- 3. Lounge
- 4. Toilete
- 5. Staff
- 6. Storage



Ministarstvo kafe



Užitak / coffee selection and delights

INTERIOR DESIGN / VISUAL IDENTITY / CREATIVE DIRECTION

# užitak / coffee shop

BELGRADE, SERBIA / 2014

**PRINCIPAL ARCHITECT** Aleksandar Spasojević

**DESIGN / BRANDING** Aleksandar Spasojević

**TASK** To create specialty coffee shop with strong sense of design and house warmth with accompanying selection of products

**PROJECT SCOPE** Branding concept, Interior and furniture design, Visual identity

**LOCATION** Hilendarska 4, Belgrade

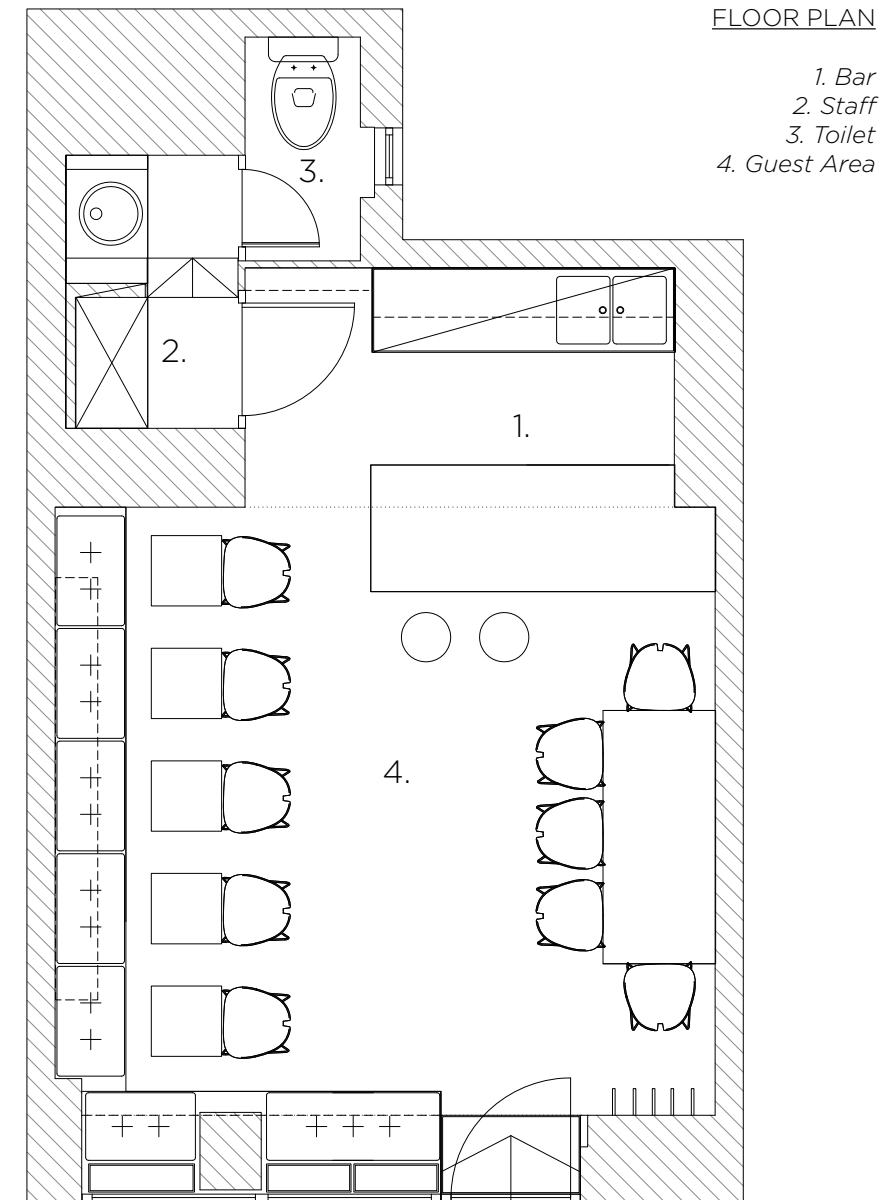
**AREA** 35 m<sup>2</sup>

#Užitak (eng. Pleasure) is a small coffee shop in Belgrade inspired by specialty coffee. It's a place for a short break and to enjoy in the moment and shop for selected hand made domestic products. Its unobtrusive esthetics and charm of a warm house atmosphere is brought by different textures and natural materials put in the clean space.

Idea was to make a minimal and designed space, but in the same time warm and tame. Interior design is clean, almost nordic, and challenge was to give it emotional warmth through beautiful childhood associations like school chairs or patterns like red checkboard that reminds on cloth that covers home made cookies.

Furniture is made of light wood and plywood and lighting gave the interior special charm using real industrial work lamps painted yellow mixed with Flos Mayday lamps. Shelf on the wall is open library, so guests can exchange books with others. Visual identity is inspired by social media, and hash tag is incorporated into logo, inviting guests to make a lovely memory their moment of pleasure.





Logo and visuals

#УЖИТАК





# nivea shop and skin care center

BELGRADE, SERBIA / 2010

**PRINCIPAL ARCHITECT** Maja Lalić

**ARCHITECT** Aleksandar Spasojević, Ivana Ibraimov

**TASK** To create rejuvenated brand image store with incorporated Nivea skin care center; to introduce natural elements in the interior; to enable better visibility of the store from the street

**PROJECT SCOPE** Overall design concept; Interior design; Merchandising, Personnel's outfit; Construction supervision

**LOCATION** Knez Mihailova 4, Belgrade

**AREA** 75m<sup>2</sup>



Nivea shop and skin care center represents more than just a cosmetics shop, but a meeting and conversation point between experts and customers. This is the place where people, beside getting high quality cosmetics, can educate on understand the biological processes of the skin, experience and be the active participants in creating warm, cosy atmosphere.

Idea that space reflects rhythm of everyday urban life is visible from the street. Big frame less windows is deleting boundaries between public space and interior.

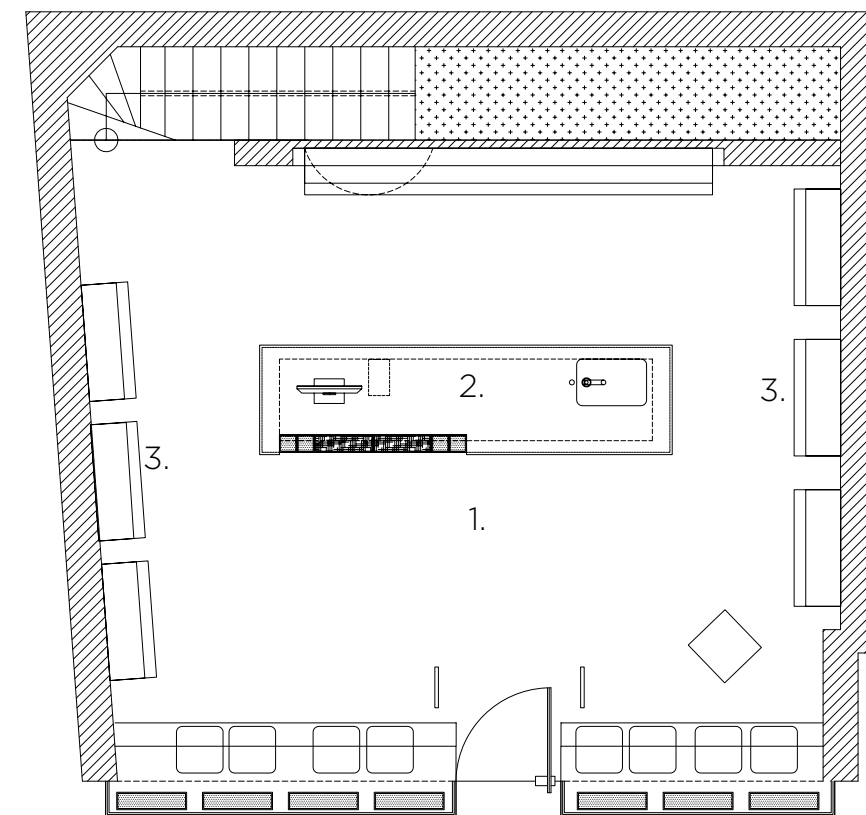
New shopping experience inside atypical environment that removes barriers in relation with customers offers refreshment, new product sampling and information skin care. Special segment of the space is lower floor offering mini resort from everyday stress and free skin examination and care advices about your type.

Starting from the fact that Nivea comes from latin word *nivus* which means "snow white", interior design breathes with purity and simplicity. Warmth and natural components are provided by wooden floor and other design elements made out of this gentle material.

Mix of modern architectural expression, technology, traditional materials and living plants reflects brand's attitude that greatest reach in modern product design is achieved by combining nature, knowledge, science and experience.

FLOOR PLAN (0)

1. Shop 2. Main table 3. Display and storage



FLOOR PLAN (-1)

1. Skin Care Center

Nivea shop and skin care center



INTERIOR DESIGN

BELGRADE, SERBIA / 2014

# telenor demo room

—  
\* digital vs natural

Telenor Demo Room





Telenor Demo Room detail

**ARCHITECTS** Marko Basarovski, Aleksandar Spasojević

**TASK** To create a presentation space for bussines customers

**PROJECT SCOPE** Interior design

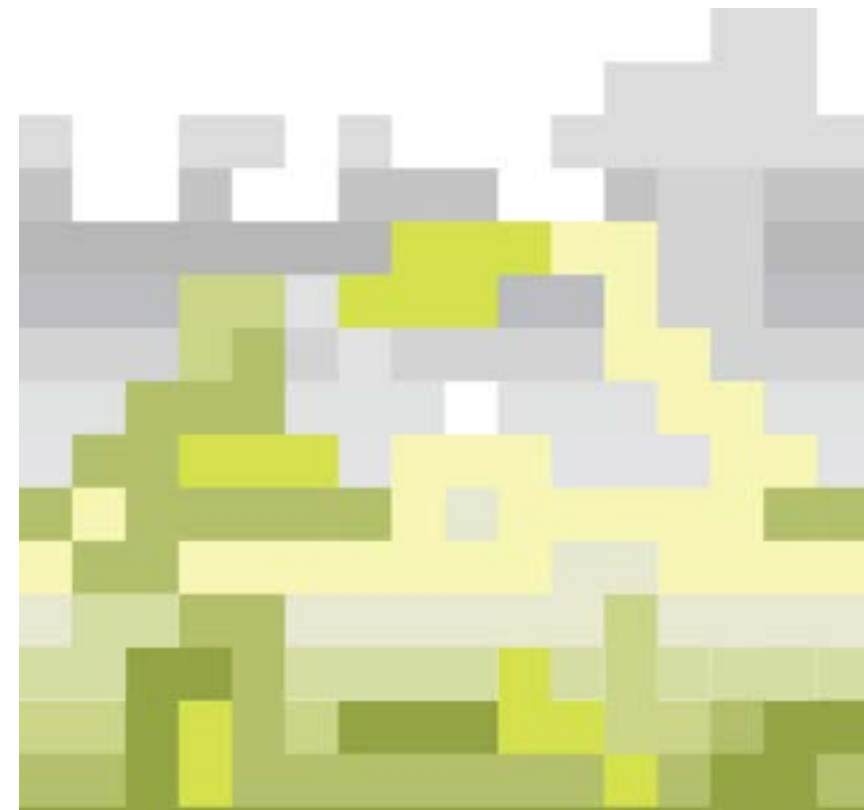
**LOCATION** Air Port City, Belgrade **AREA** 50 m2

Telenor is one of the world's largest mobile telecommunications companies with operations in Scandinavia, Eastern Europe and Asia.

Demo Room is Telenor's presentation space for business clients providing multimedia lounge, mini conference and display for new products.

Design concept is based on digital vs natural and symbiosis of these two. Presentation of digital network in a Scandinavian style is achieved by playing with different materials and textures like Nordic wood and soft carpets. Custom made pixelated carpet envelops all surfaces and gives technology a new, more human appearance. Big construction that holds all installations is hanging from the ceiling, like a spider and presents a segment of a big network.

Demo room presents all the values of a brand, and wants to bring brand closer to the customers in a more human and natural way.



**FLOOR PLAN**

- 1. Product display
- 2. Conference

- 3. Storage
- 4. Phone booth

