



**Concept Design** for John and Seyoon`s House

67 Roseneath Rd, London SW11 6AG

Presentation v1

30.12.2025

Episode I

Entrance Lobby & Utility Room

## Floor Plan | Entrance & Utility Room



# Moodboard | Entrance & Utility Room



A sanctuary of organic minimalism, defined by sun-drenched plaster, crown cut oak, and earthy terracotta. Curved lines and tactile linen soften the modern aesthetic, cultivating a serene flow. This is sophisticated warmth: an interior that feels restorative, grounding, and effortlessly calm.

Entrance Lobby

# Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Chevron / Terrazzo flooring

Organic mirror & pebble seating

Cove & track lighting

# Conceptual Realization | Entrance Lobby



Night View

# Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Chevron flooring

Organic mirror & pebble seating

Cove & track lighting

# Conceptual Realization | Entrance Lobby



Concrete Flooring

# Conceptual Realization | Entrance Lobby



Concrete Flooring

# Conceptual Realization | Entrance Lobby



Large Format Tile Flooring

## Conceptual Realization | Entrance Lobby



Chevron / Terrazzo flooring

# Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Chevron flooring

Organic mirror & pebble seating

Cove & track lighting

# Conceptual Realization | Entrance Lobby



Night View

# Conceptual Realization | Entrance Lobby



Inside View

## Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Chevron flooring

Organic mirror & pebble seating

Cove & track lighting

Utility Room

## Conceptual Realization | Utility Room



Full-height veneer joinery

Terrazzo flooring

Cove & track lighting

## Conceptual Realization | Utility Room



This utility corridor merges soft oak curves with playful pink terrazzo. Bespoke joinery conceals appliances, creating a seamless flow toward the natural light. A warm minimalism, where practical necessity meets serenity.

## Conceptual Realization | Utility Room



This utility corridor merges soft oak curves with playful pink terrazzo. Bespoke joinery conceals appliances, creating a seamless flow toward the natural light. A warm minimalism, where practical necessity meets serenity.

## Conceptual Realization | Utility Room



## Conceptual Realization | Utility Room



## Conceptual Realization | Utility Room



## Conceptual Realization | Utility Room



# Conceptual Realization | Entrance Door Proposal



Existing

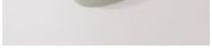


Proposed

Illustrative presentation of proposed windows for garage conversion and entrance door

# Detail FFE Selection | Premiere

**smarin** *eshop*





**Concept Design** for John and Seyoon`s House

67 Roseneath Rd, London SW11 6AG

Presentation v2

13.01.2026

# List of Actionable Instructions

## Entrance Hall & General Flooring

- ❑ Cupboard Colour: Change the entrance hall cupboards to Natural Oak to match the existing kitchen units
- ❑ Flooring Preference: Use tiles (large format) for the Entrance Hall, Utility Room, and Bathroom to maintain consistency across all three.
- ❑ Entrance "Drop": Design a "Korean style" entrance where the area immediately behind the door is slightly lower than the main hall
- ❑ Door Handles : Do not use the "touch door" mechanisms (concern over durability). Please review the alternative handle ideas provided.
- ❑ Kitchen Door: Design a full-length door (up to the ceiling) with no cupboard above it.
- ❑ Sensor Lights: Install motion sensor lights as secondary lighting in the Entrance Hall, Stairs, and Bathrooms.

# List of Actionable Instructions

## Utility Room

- ❑ Appliances: The Fridge, Freezer, and Styler must be freestanding (no wooden cabinet doors).
- ❑ Laundry Layout: Reorganize the layout to have the washing machines/dryer stacked at floor level (not raised) for easier repair access.
- ❑ Utilities: Allocate space for the fuse board, gas/electricity meters, Wi-Fi router, and alarm equipment (currently located behind the proposed sink).
- ❑ External Tap: Install a cold water tap outside for car washing, with an internal shut-off valve.
- ❑ Window Security: Ensure utility room windows are as thief-proof as possible.

# List of Questions

## **Design & Structural Clarifications**

- ❑ Flooring Advice: If you believe a concrete floor is significantly better than tiles for the entrance/utility, can you explain why?
- ❑ Consistency: Do you agree that it makes sense to have the same flooring material across the Entrance Hall, Utility Room, and Bathroom?
- ❑ Heating Efficiency: Does underfloor heating work as effectively with tiles as it does with wood?
- ❑ Entrance Drop: Is it structurally feasible to lower the floor immediately behind the entrance door (given that no underfloor heating is needed in that specific spot)?

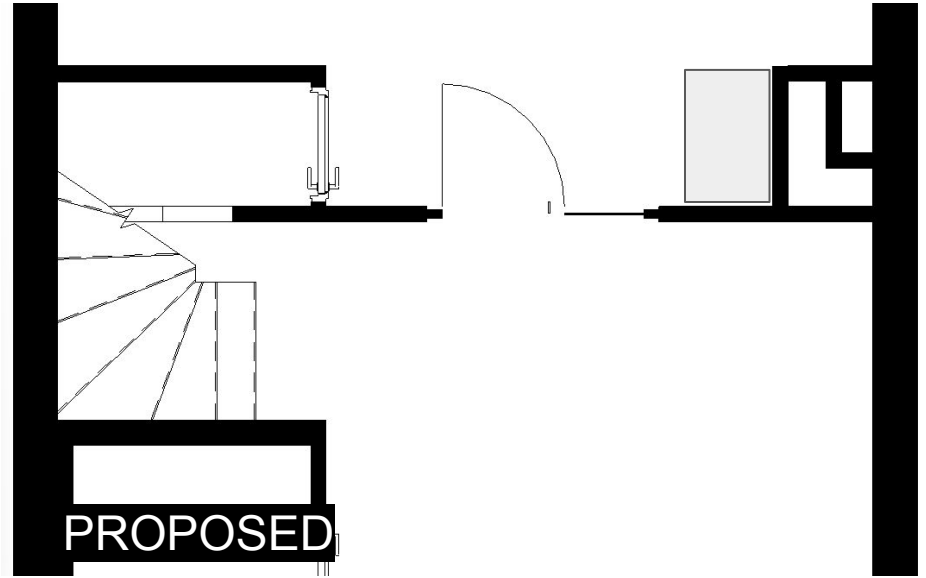
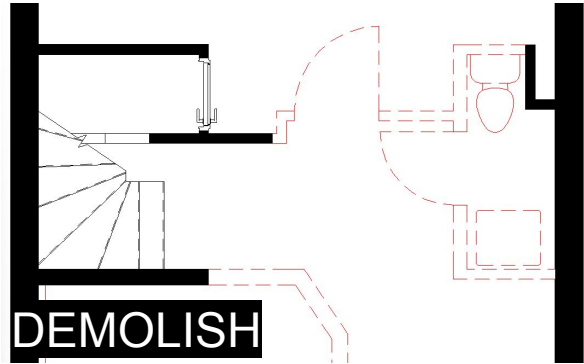
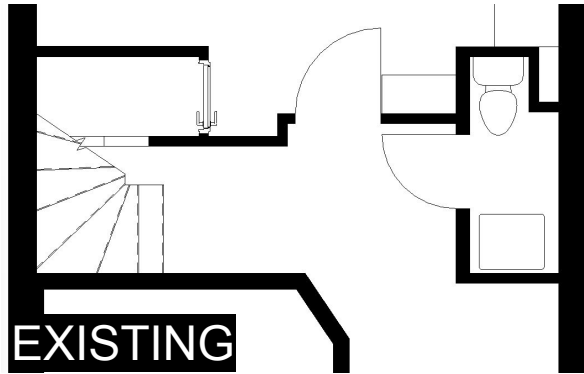
## **Layout & Space**

- ❑ Kitchen Storage: Regarding the cupboard on the left of the kitchen door—are you suggesting removing the radiator and moving the cupboard into the kitchen? (Clarification needed: they do not want to change the kitchen layout).
- ❑ Stairway Dimensions: Is the proposed stairway any narrower or lower than the current one? (Concern regarding moving large objects upstairs).
- ❑ Detailed Measurements: Can you provide detailed measurements for the storage areas (specifically the Entrance Hall) so the clients can cross-reference their inventory list?

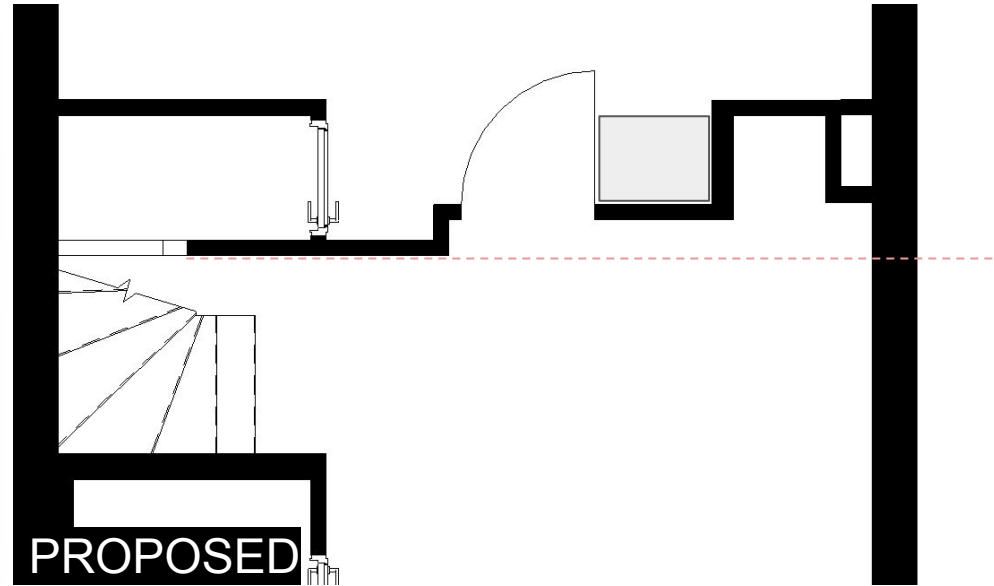
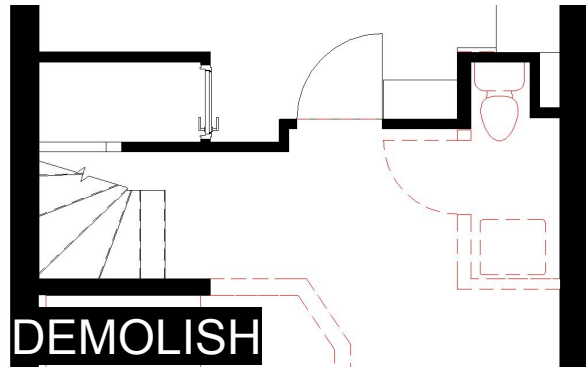
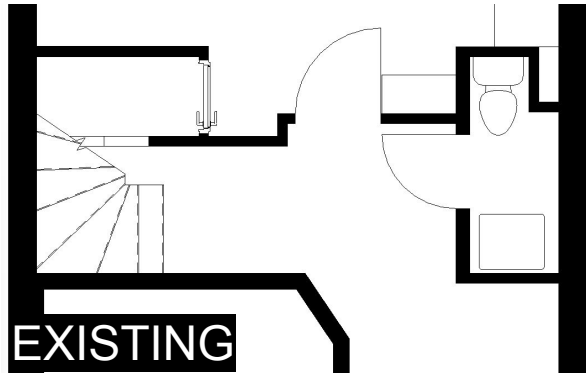
## **Technical**

- ❑ Bathroom Heating: Does it make sense to use electronic underfloor heating in the bathrooms for instant heat, as opposed to the system used in the rest of the house?

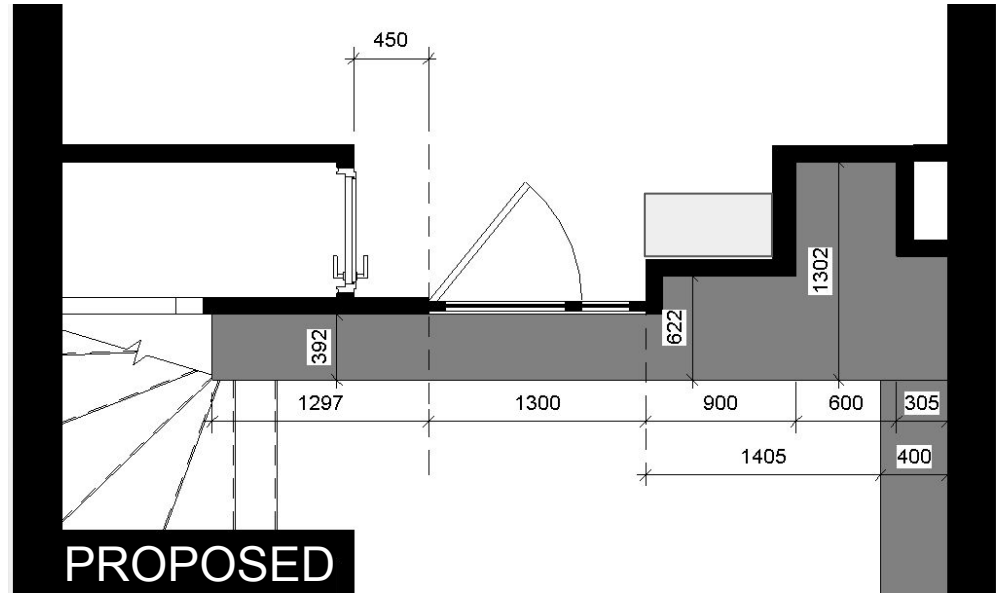
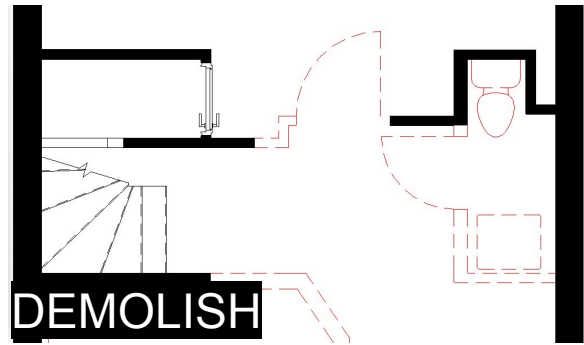
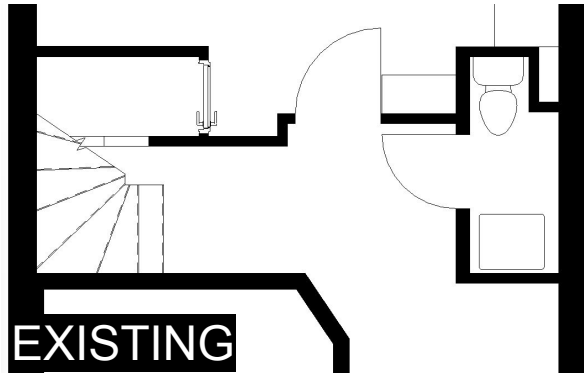
# Kitchen Layout



# Kitchen Layout



# Kitchen Layout | *New Idea After Meeting*



# Flooring | Ultra Compact Surface



**Kovik**  
Dekton - Dk Natural



**Polar**  
Dekton - Pietra Edition



**Sandik**  
Dekton - Pietra Edition



**Albarium**  
Dekton - Kraftizen



**Argentium**  
Dekton - Kraftizen



**Luncar**  
Dekton - Dk Industrial



Uses an accelerated version of the metamorphic pressures that form natural stone. It subjects the raw materials to extreme heat (approx. 1200°C) and massive pressure (25,000 tons).

This removes almost all micropores, making it denser and more compact than standard porcelain.

## THICKNESSES

— 0,8 cm

— 1,2 cm

— 2,0 cm

## FORMAT

327 x 147 cm

328 x 148 cm

# Flooring | Ultra Compact Surface



**Kovik**  
Dekton - Dk Natural



# Flooring | Ultra Compact Surface



**Polar**  
Dekton - Pietra Edition



# Flooring | Ultra Compact Surface



Sandik  
Dekton - Pietra Edition



# Flooring | Ultra Compact Surface



**Albarium**  
Dekton - Kraftizen



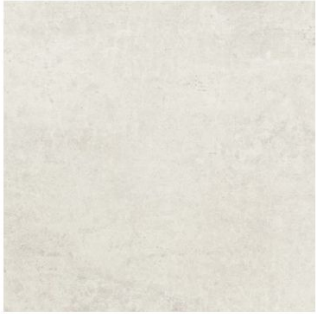
# Flooring | Ultra Compact Surface



**Argentium**  
Dekton - Kraftizen



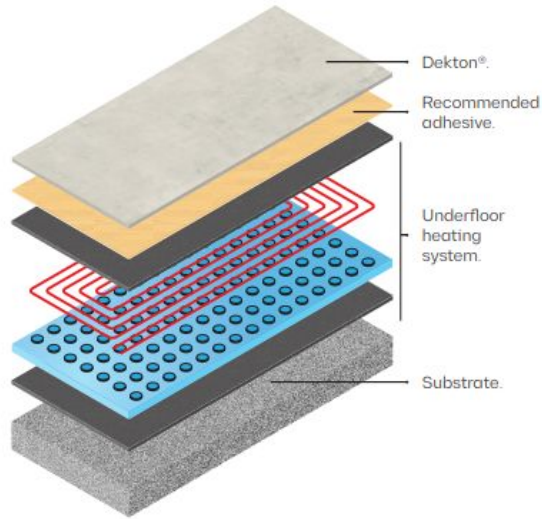
# Flooring | Ultra Compact Surface



**Lunar**  
Dekton - Dk Industrial



# Flooring | Ultra Compact Surface



## Underfloor heating

Consult the supplier of the underfloor heating system for installation details. For information on the appropriate adhesive, please consult the Product Approval Sheets for recommended adhesives published by Cosentino®.

## Grout joints

Dekton® tiles should never be installed without grout joints. These joints must always be at least: • **2 mm [1/16"] for indoor applications** and 3 mm [1/8"] for outdoor applications, taking into account the expansion of the material. • 4 mm [1/8"] for raised floor. • 5 mm [3/16"] for 20 mm tiles on sand.

	1,420 x 1,420 [56" x 56"]	1,420 x 3,200 [56" x 126"]	1,420 x 1,590 [56" x 63"]	1,420 x 1,060 [56" x 42"]	1,420 x 790 [56" x 31"]
710 x 710 [28" x 28"]	710 x 1,420 [28" x 56"]	710 x 3,200 [28" x 126"]	710 x 1,590 [28" x 63"]	710 x 1,060 [28" x 42"]	

## Flooring Formats

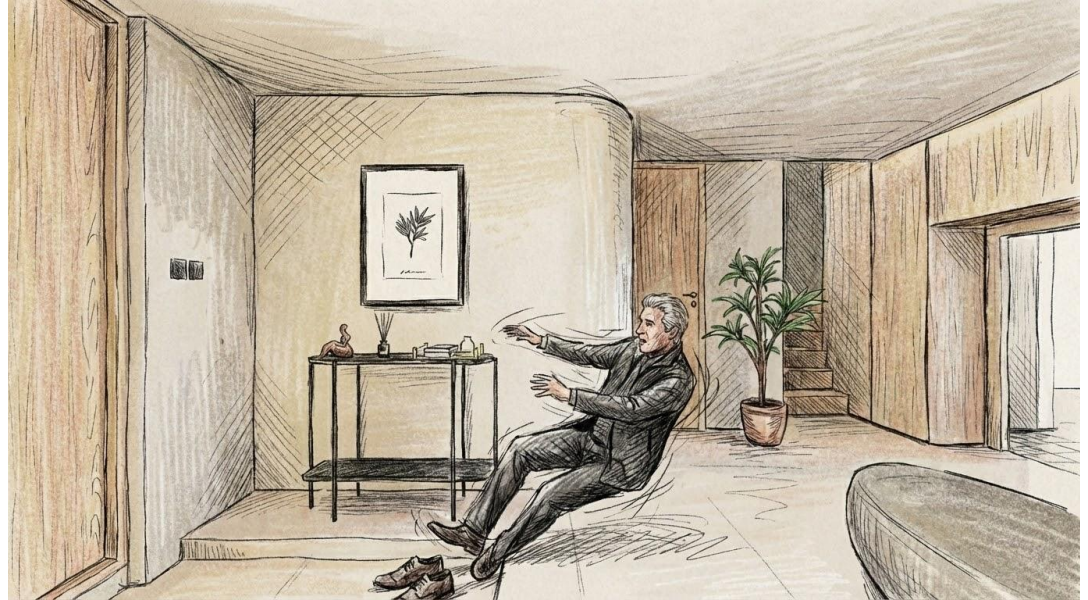
Dekton® is highly versatile. With it, you can customize pieces for your project depending on the design, starting from a full slabs. However, the recommended formats to maximize the use of Dekton®, starting from a full slab, are as follows:

## Flooring | Vestibule - 현관

55.5% of elderly respondents identified the "threshold on the gate/entrance" as a major hazard

No handles beside the toilet or bathtub'(73.2%) was most common FRHE factor, 'thresholds in your room or kitchen'(68.9%), 'wearing socks, outer socks, or slipper when you move in the house'(59.5%), and threshold on the gate (apartment entrance)(55.5%) were followed.

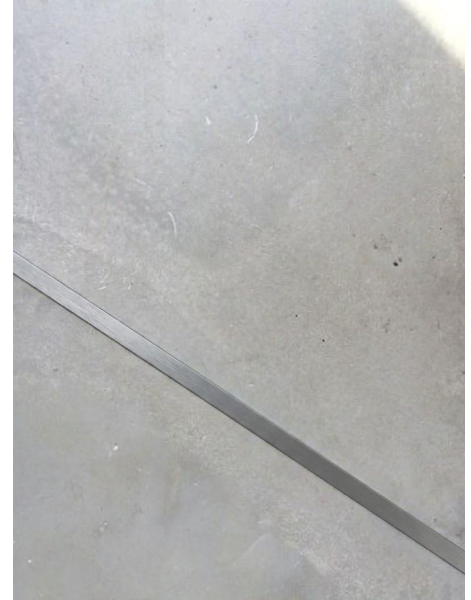
[Link for Study Details](#)



## Flooring | Vestibule - 현관

I understand you love the concept of the dedicated entryway. However, my primary responsibility is to design a home that serves you for the next 20+ years.

In modern 'Forever Home' design, we strive for zero-threshold transitions. A dropped floor creates a permanent trip hazard and a barrier for walkers or wheelchairs. If one of you ever needs surgery or mobility assistance, that step becomes a massive obstacle to entering your own home.



Metal Inlay

## Flooring | Vestibule - 현관

I understand you love the concept of the dedicated entryway. However, my primary responsibility is to design a home that serves you for the next 20+ years.

In modern 'Forever Home' design, we strive for zero-threshold transitions. A dropped floor creates a permanent trip hazard and a barrier for walkers or wheelchairs. If one of you ever needs surgery or mobility assistance, that step becomes a massive obstacle to entering your own home.



Bespoke Inlay

# Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Natural Stone Seating

Full Height Mirror

Cove & track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

# Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Natural Stone Seating

Full Height Mirror

Cove & track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

## Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Natural Stone Seating

Full Height Mirror

Cove & track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

## Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Natural Stone Seating

Full Height Mirror

Cove & track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

## Conceptual Realization | Entrance Lobby



Shoe Cupboard Unit

35cm (d) x 25cm(h)x 86cm (w)

# Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Natural Stone Seating

Full Height Mirror

Cove & track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

## Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Natural Stone Seating

Full Height Mirror

Cove & track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

## Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Natural Stone Seating

Full Height Mirror

Cove & track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

# Conceptual Realization | Entrance Lobby



Tactile claywork plaster & shadow gaps

Sculptural curved walls

Full-height veneer joinery & doors

Natural Stone Seating

Full Height Mirror

Cove & track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

Utility Room

## Conceptual Realization | Utility Room



Full-height veneer joinery & doors

Track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

## Conceptual Realization | Utility Room



Full-height veneer joinery & doors

Track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

## Conceptual Realization | Utility Room



Full-height veneer joinery & doors

Track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

## Conceptual Realization | Utility Room



Full-height veneer joinery & doors

Track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

# Conceptual Realization | Utility Room



Full-height veneer joinery & doors

Track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

## Conceptual Realization | Utility Room



Full-height veneer joinery & doors

Track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

# Conceptual Realization | Utility Room \* Updated after Meeting



Full-height veneer joinery & doors

Track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring

# Conceptual Realization | Utility Room \* Updated after Meeting



Full-height veneer joinery & doors

Track lighting

Natural Oak - Crown Cut Veneer

Large Format Ultra Compact Flooring



**Concept Design** for John and Seyoon`s House

67 Roseneath Rd, London SW11 6AG

Presentation v3

05.02.2026

Living Room

# Layout Option | Longus



4 Seat Sofa	3300(w) x 1800(d) / 1100(d)
Lounge Seat	1000(w) x 2200(d)
Coffee Table	650(w) x 1600(d)
Area Rug	Dia 3m
Media Unit	3400(w) x 450(d) x 300(h)
85" TV	

# Layout Option | Tergo



5 Seat Sofa	3400(w) x 1900(d) / 1100(d)
Lounge Seat	1600(w) x 1100(d)
Area Rug	3000(w) x 4000(d)
Media Unit	5400(w) x 400(d) x 250(h)
Library Console	4400(w) x 400(d) x 750(h)
75" TV	

## Conceptual Visualization | Longus



## Conceptual Visualization | Longus



# Conceptual Visualization | Longus



# Conceptual Visualization | Longus



## Conceptual Visualization | Longus



## Conceptual Visualization | Longus



# Layout Option | Tergo



5 Seat Sofa	3400(w) x 1900(d) / 1100(d)
Lounge Seat	1600(w) x 1100(d)
Area Rug	3000(w) x 4000(d)
Media Unit	5400(w) x 400(d) x 250(h)
Library Console	4400(w) x 400(d) x 750(h)
75" TV	

## Layout Option | Tergo



## Layout Option | Tergo



## Layout Option | Tergo



## Layout Option | Tergo



## Layout Option | Tergo

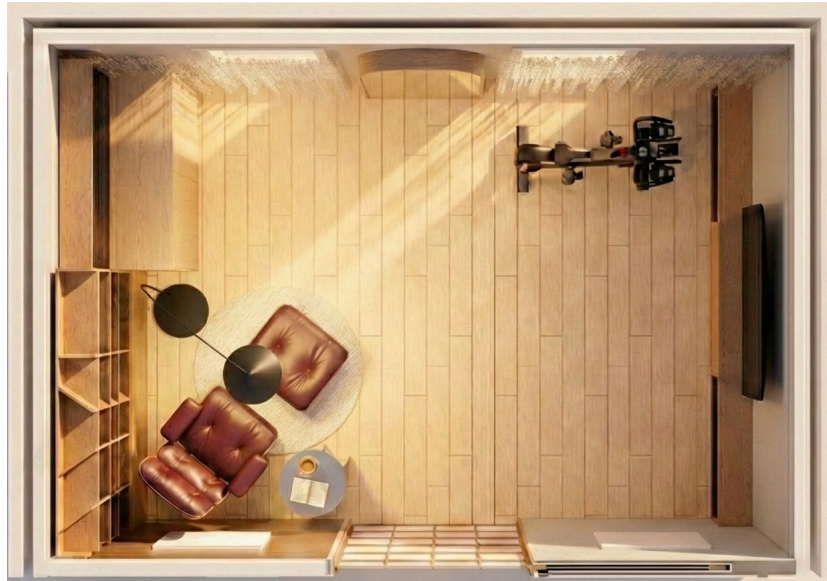


## Layout Option | Tergo



Leisure Room

# Layout Option | Otium



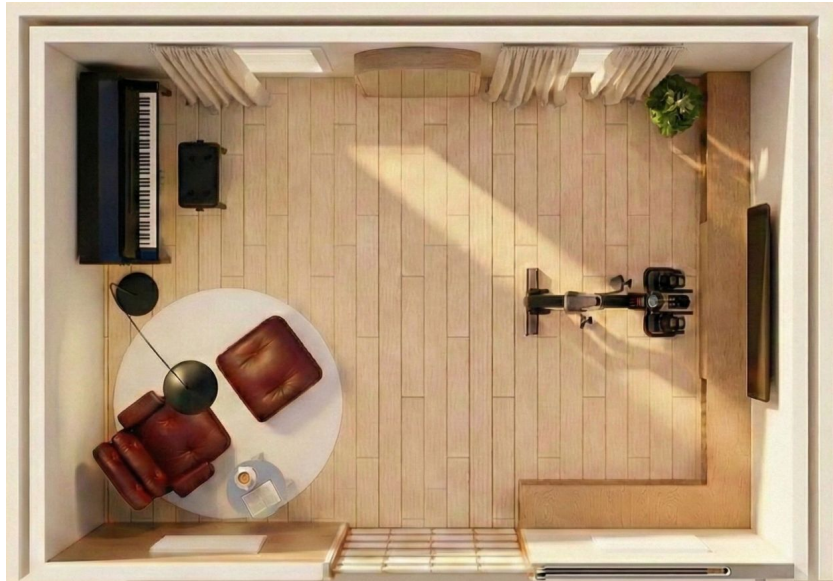
Bookcase	2000(w) x 2520(h) x 300 (d)
Shelving	1660(w) x 2520(h) x 300/750 (d)
Armchair	1600(l) x 840(w)
Side Table	350(dia) x 470(h)
Area Rug	Dia 1.4m
Storage	3660(w) x 350(d) x 450(h)
48" TV	1066(w) x 61 (h)
Mirror	950(w) x 2060 (w)

## Layout Option | Statera



Bookcase	3900(w) x 2520(h) x 300 (d)
Armchair	1600(l) x 840(w)
Side Table	350(dia) x 470(h)
Area Rug	Dia 1.4m
Storage	3325(w) x 350(d) x 450(h)
48" TV	1066(w) x 61 (h)
Mirror	3310(w) x 2520(h)

# Layout Option | Respirere



Armchair	1600(l) x 840(w)
Side Table	350(dia) x 470(h)
Area Rug	Dia 1.4m
Storage	4820(w) x 350(d) x 450(h)
48" TV	1066(w) x 61 (h)
Mirror	950(w) x 2060(h)

# Conceptual Visualization | Otium



# Conceptual Visualization | Otium



## Conceptual Visualization | Otium



# Conceptual Visualization | Otium



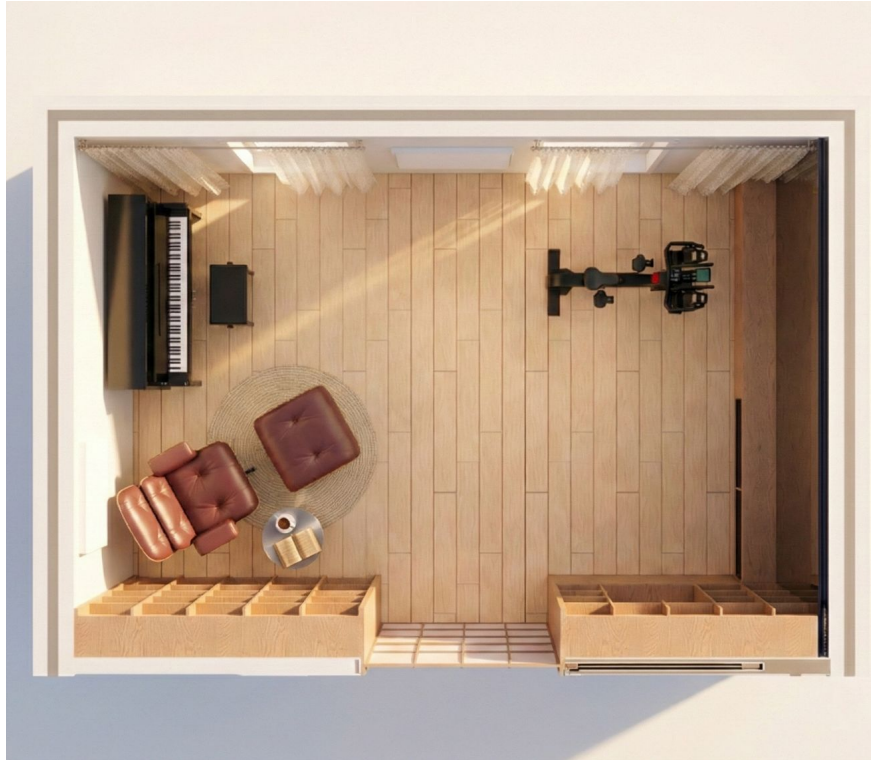
# Conceptual Visualization | Otium



# Conceptual Visualization | Otium



## Layout Option | Statera



Bookcase	3900(w) x 2520(h) x 300 (d)
Armchair	1600(l) x 840(w)
Side Table	350(dia) x 470(h)
Area Rug	Dia 1.4m
Storage	3325(w) x 350(d) x 450(h)
48" TV	1066(w) x 61 (h)
Mirror	3310(w) x 2520(h)

# Conceptual Visualization | Statera



# Conceptual Visualization | Statera



# Conceptual Visualization | Statera



# Conceptual Visualization | Statera



# Conceptual Visualization | Statera



# Layout Option | Respirere



Armchair	1600(l) x 840(w)
Side Table	350(dia) x 470(h)
Area Rug	Dia 1.4m
Storage	4820(w) x 350(d) x 450(h)
48" TV	1066(w) x 61 (h)
Mirror	950(w) x 2060(h)

## Conceptual Visualization | Respirere



## Conceptual Visualization | Respirere



## Conceptual Visualization | Respirere



## Conceptual Visualization | Respirere



## Conceptual Visualization | Respirere





**Concept Design** for John and Seyoon`s House

67 Roseneath Rd, London SW11 6AG

Presentation v4

26.02.2026

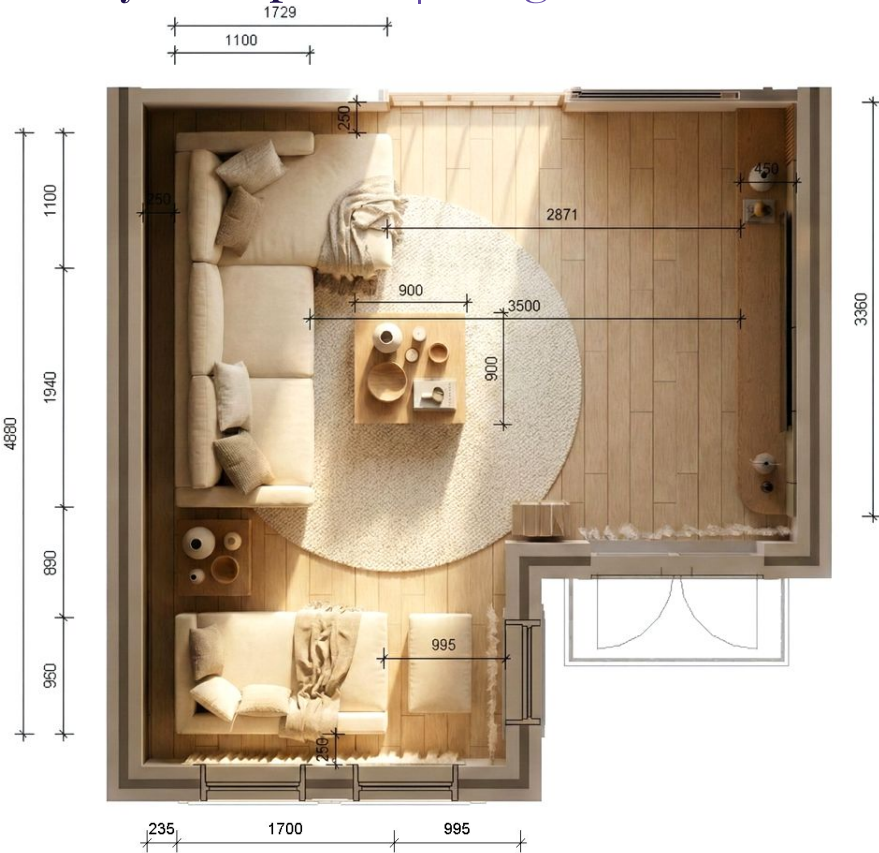
Living Room

# Layout Option | Longus v2



4 Seat Sofa	3000(w) x 1700(d) / 1100(d)
Lounge Seat	950(w) x 1700(d)
Coffee Table	900(w) x 900(d)
Side Table	600(w) x 600(d)
Area Rug	1500 (r)
Media Unit	3400(w) x 450(d) x 300(h)
85" TV	

# Layout Option | Longus v2



4 Seat Sofa	3000(w) x 1700(d) / 1100(d)
Lounge Seat	950(w) x 1700(d)
Coffee Table	900(w) x 900(d)
Side Table	600(w) x 600(d)
Area Rug	1500 (r)
Media Unit	3400(w) x 450(d) x 300(h)
85" TV	

## Layout Option | Longus v2.1



4 Seat Sofa	3000(w) x 1700(d) / 1100(d)
Lounge Seat	950(w) x 1700(d)
Coffee Table	900(w) x 900(d)
Side Table	600(w) x 600(d)
Area Rug	1500 (r)
Media Unit	3400(w) x 450(d) x 300(h)
85" TV	

# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



Leisure Room

## Layout Option – Respirere V2



Storage	1850(w) x 1200(h) x 400(d)
Armchair	1600(l) x 840(w)
Side Table	350(dia) x 470(h)
Area Rug	Dia 1.4m
48" TV	1066(w) x 61 (h)
Mirror	860(w) x 2100 (w)

# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization





**Concept Design** for John and Seyoon`s House

67 Roseneath Rd, London SW11 6AG

Presentation v5

27.03.2026

Leisure Room

# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Plan View



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



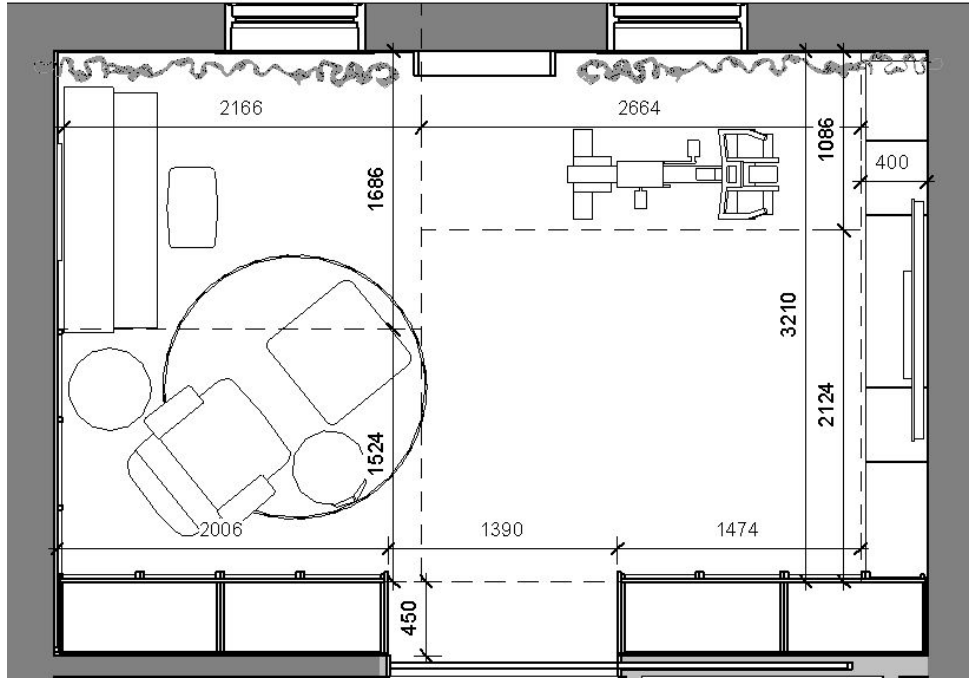
# Conceptual Visualization



# Conceptual Visualization



# Plan View



Master Bedroom

# Floor Plan



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization

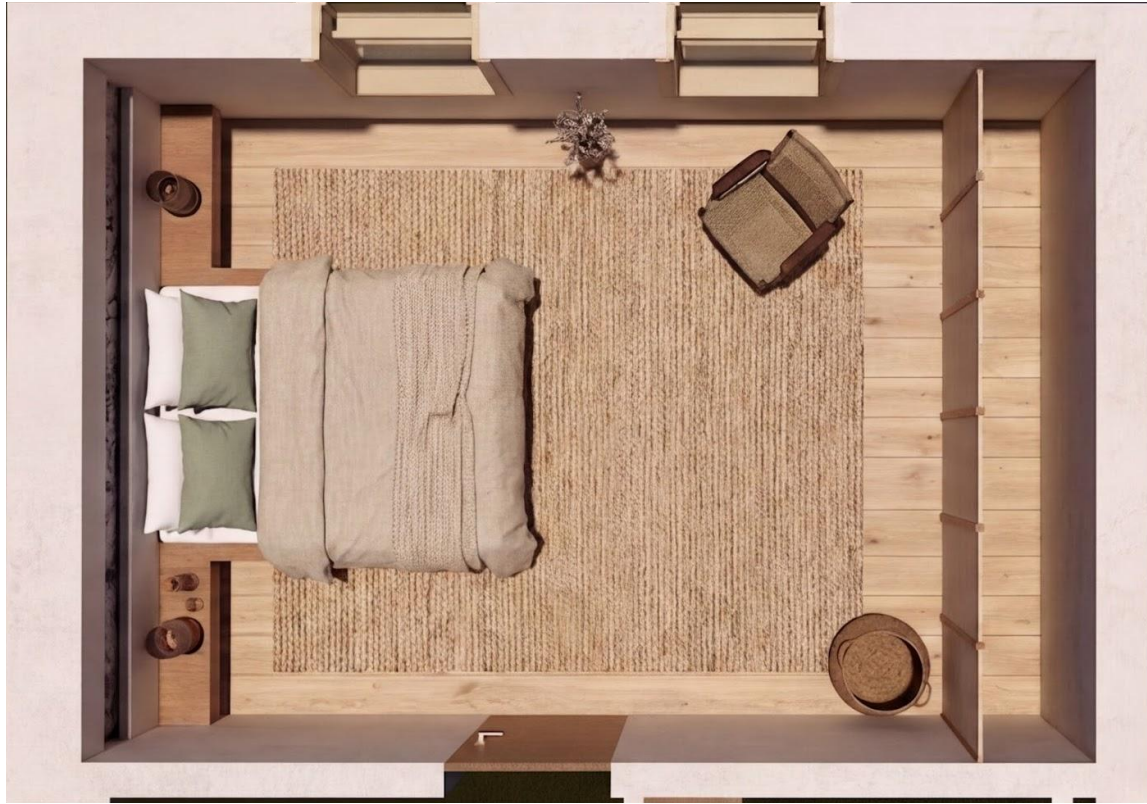


# Conceptual Visualization



Guest Bedroom

# Floor Plan



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization



# Conceptual Visualization

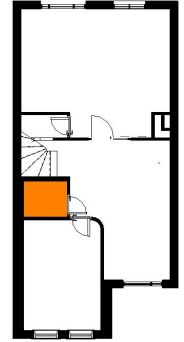
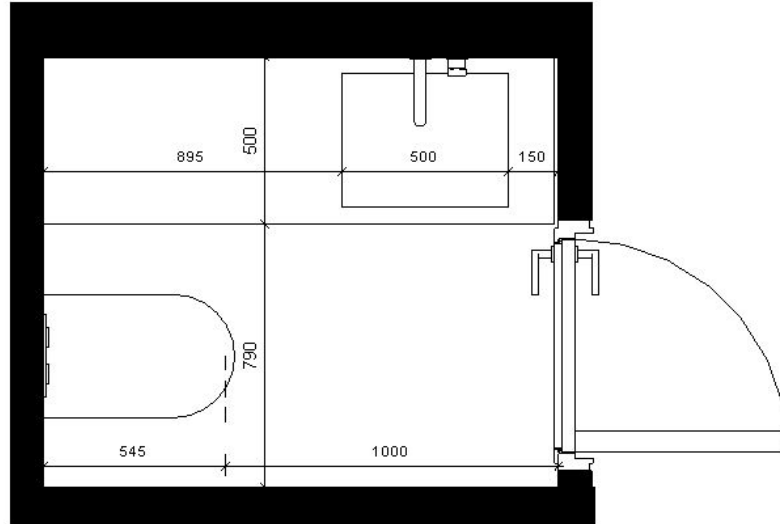


# Conceptual Visualization



Bathrooms

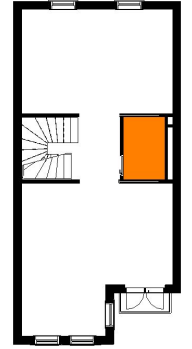
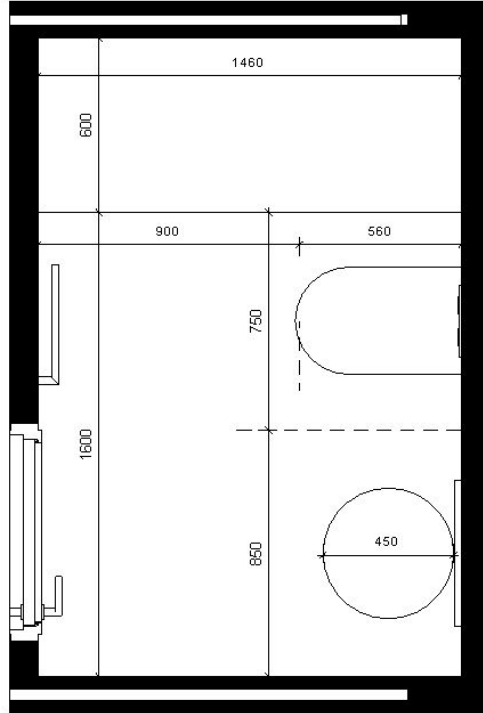
# Ground Floor Powder Room



## Ground Floor Powder Room



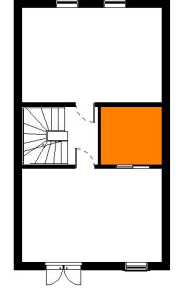
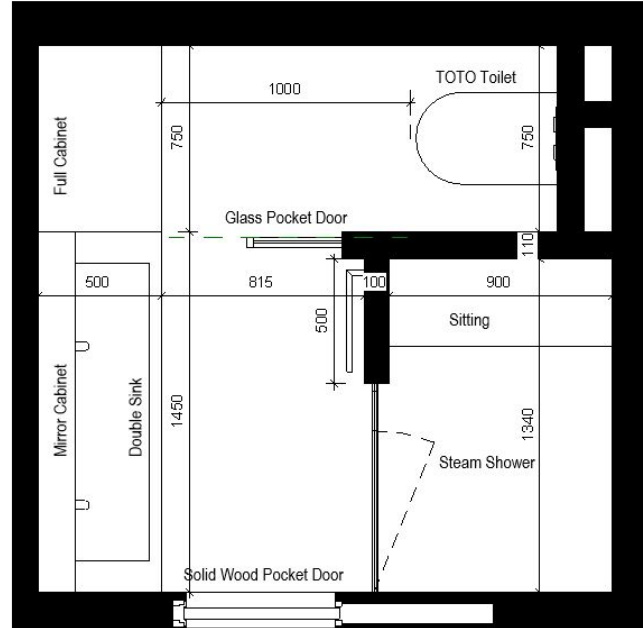
# First Floor Powder Room



## First Floor Powder Room



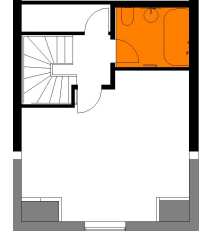
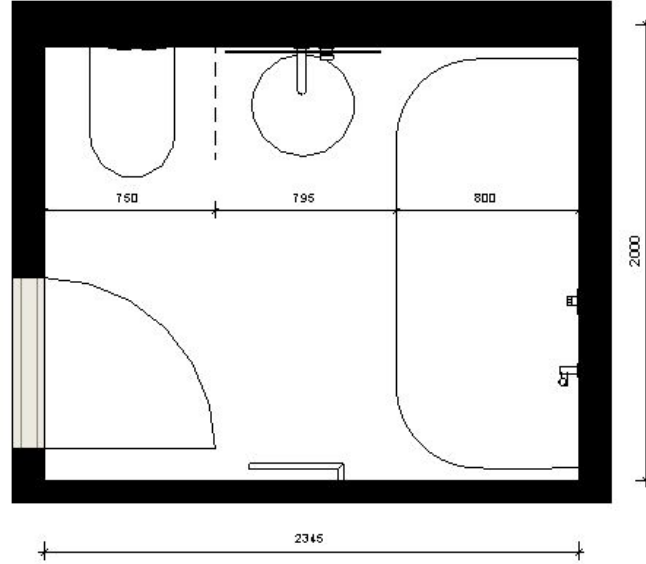
# Second Floor Master Bathroom



## Second Floor Master Bathroom



# Third Floor Bathroom

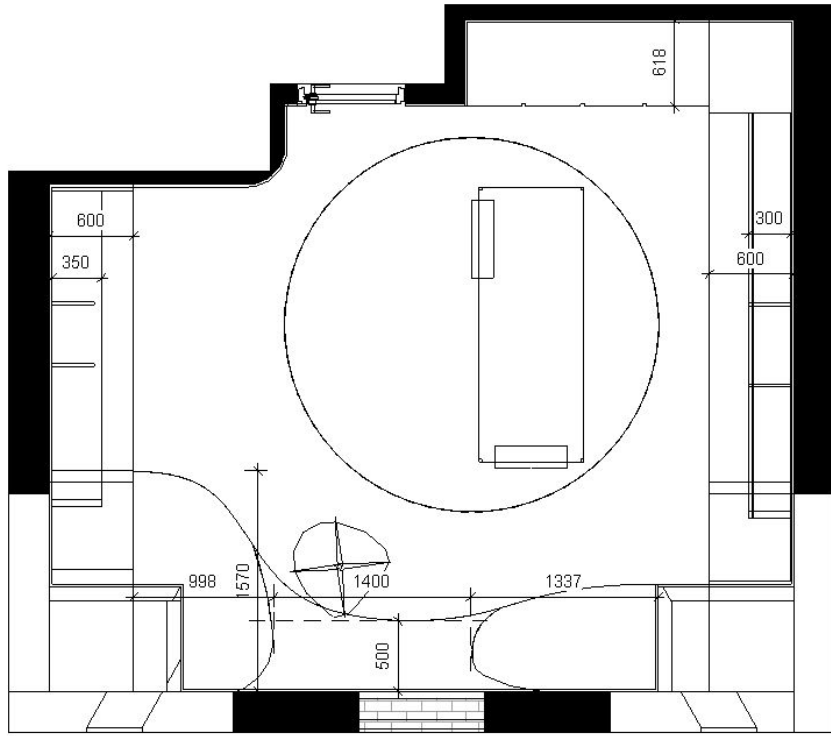


## Third Floor Bathroom



Study Room

# Third Floor Study Room



## Third Floor Study Room



## Third Floor Study Room



## Third Floor Study Room



## Third Floor Study Room





Thank you