



DESIGN PORTFOLIO

EXHIBITIONS, EVENTS, POP UPS, RETAIL
BEST SELECTED WORK FROM 2017 TO 2019

BY Shane McNulty

2017 - 19

“

Innovative,
Creative,
Hard Working,
Passionate,
Experienced,



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PWC Grad Ireland 2018

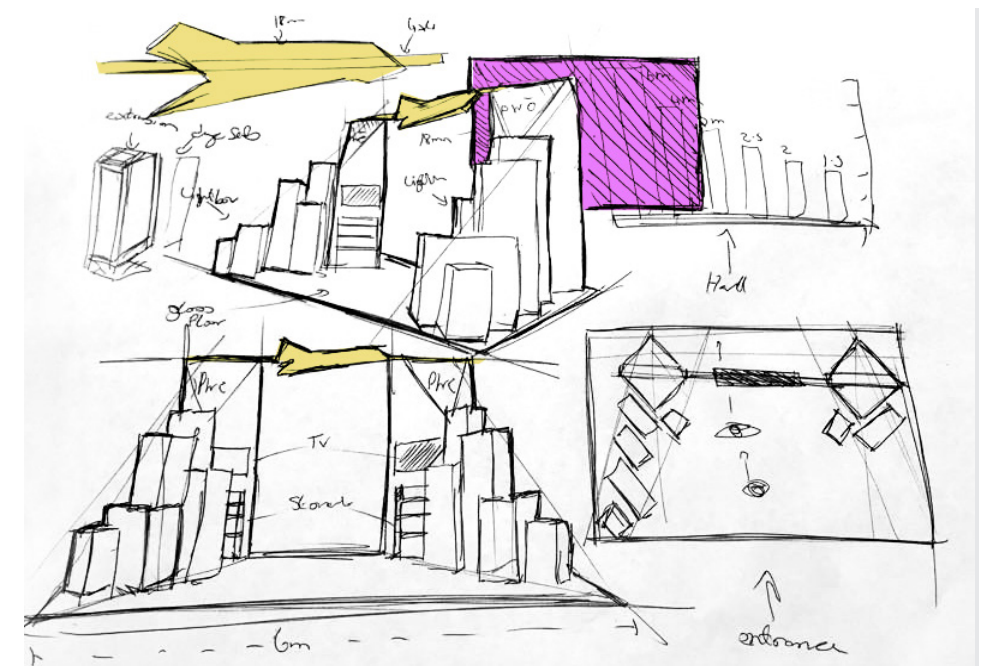
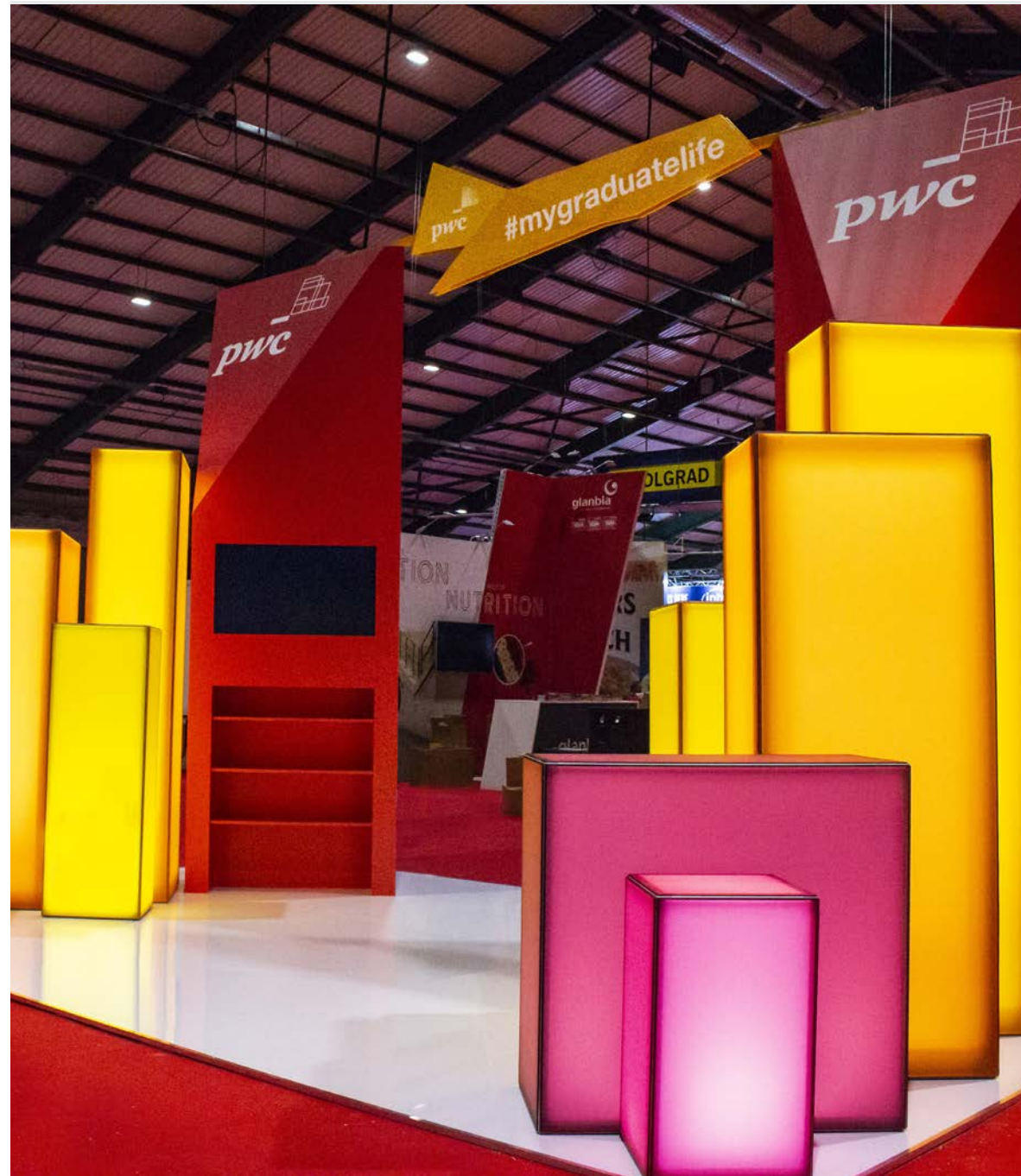
Client : PWC

Years : 2018

DESCRIPTION

Appointed by Core to produce a bespoke stand for PWC's entrance stand at this year Grad Ireland Expo at the RDS Simonscourt in Dublin. With the stand located in front of the pavilions' main entrance. I decided to step away from the traditional "box" exhibition stand designs and to create an colourful and impactful arch way which invited visitors to walk through the PWC Space before entering the rest of the exhibition

Created using specialised dye sub extrusions which allows us to create light cubes of any size. Combined with a 4 meter tall fabricated monitor and merch tower and a high gloss sub floor



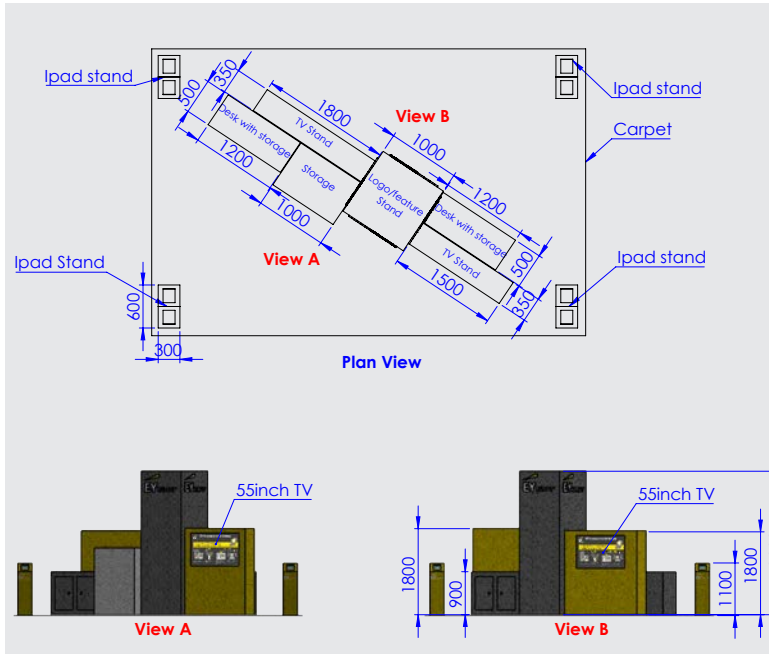
EY Grad Ireland 2018

Client : EY
Years : 2018

DESCRIPTION

Appointed by Core to EY, Build and Install an “OPEN” stand for EY at this years Gradireland Expo at the RDS Simonscourt in Dublin.

Using OSB Wood and UV print technology, which can print on any surface. Fabric dye-sublimation hanging banners. I created a simple, yet extremely tactile and colourful stand



Zero Gravity Oak Desk

Client : 3:rock
 Years : 2017

DESCRIPTION

Tasked to create a desk which is simple in its design and function, while at the same time grabbing your attention. Constructed out of 40mm Oak. The desk was designed to take advantage of modern CNC technologies and traditional dovetail joining techniques. All cabling and equipment is built into the desk to aid in its simplistic design. The biggest challenge was ensuring the desk stayed balanced at all times, no matter how much weight is put onto the edge of the desk. To do this, 3 Inches of heavy mild steel was added to the base of the desk.



Coca Cola Christmas Pop UP

Client : Verve
 Years : 2017

DESCRIPTION

In 2017 I worked with Verve, The Live Agency to design Coca Cola's very first #WrappedwithLove pop-up opened in central Dublin, inviting fans to drop by for an array of Christmas activities and festive fun.

The Task was to convert recently closed bicycle store into a fully immersive Coca cola experience, without fixing or mounting anything to the protected building walls.

Using Banner printing to Woodwork and Metal Fab to Re board,I would use all resources available to me to assist Verve and produce pop up store which provided the festive experience desired



Fulfil Pop Up Shop

Client : Neon Agency

Years : 2017

DESCRIPTION

Working with Neon Agency to put together a bright and eye-catching pop-up shop for the launch of the 4 new flavours of Fulfil Nutrition Bars in Ireland.

FULFIL and Neon were eager to build awareness around their four new flavours, and asked to make it all happen with a memorable pop-up shop in Dublin City Centre. The Goal was to create a colourful and tasty pop up and to develop an eye catching and memorable brand activation.

The inside of the shop was completely re-built with angled ceilings, the iconic multicoloured stripes on the floors directing guests towards the glowing display shelves housing the new flavours



Scrumdiddly's Arnotts Pop UP

Client :Scrumdiddly's

Year : 2018

DESCRIPTION

As part of Arnotts winter wonderland store, scrumdiddly's was given the opportunity to present a shop in shop pop up concept as the official snack provider.

Scrumdiddly's contacted me to produce visuals and drawings for arnotts in a bid to secure the space. 2 weeks before the winter wonderland store was to open, scrumdiddly's won the contract for the shop in shop pop up

Everything from the counter tops to equipment, branding and the bespoke festoon signage had to be sourced and produced within 2 weeks for the opening of the store.



Flat Pack Stool/Table Concept

Client : 3:rock

Years : 2018

DESCRIPTION

Challenged to design and fabricate stools which use no glue for their joints, Is easily flat packed for transport and can be branded to suit any event.

Using one sheet of 18mm Birch Plywood. 6 seats can be produced and all branded individually.



Fujifilm Store Tallaght

Client : Harvey Norman

Years : 2016

DESCRIPTION

A shop in shop concept for Harvey Norman and Fuji. It is one of the first of its type in the world! All elements were designed and manufactured 2 weeks before the store was due to open

Wonder Photo Shop is a new era of photo printing store where you can express your creativity via digital or analogue images in a relaxed retail atmosphere. Wonder Photo Shop proposes new, interactive products and services, giving you the ways and means to create imaginative, creative and customised items.



Stacked Reception Desk

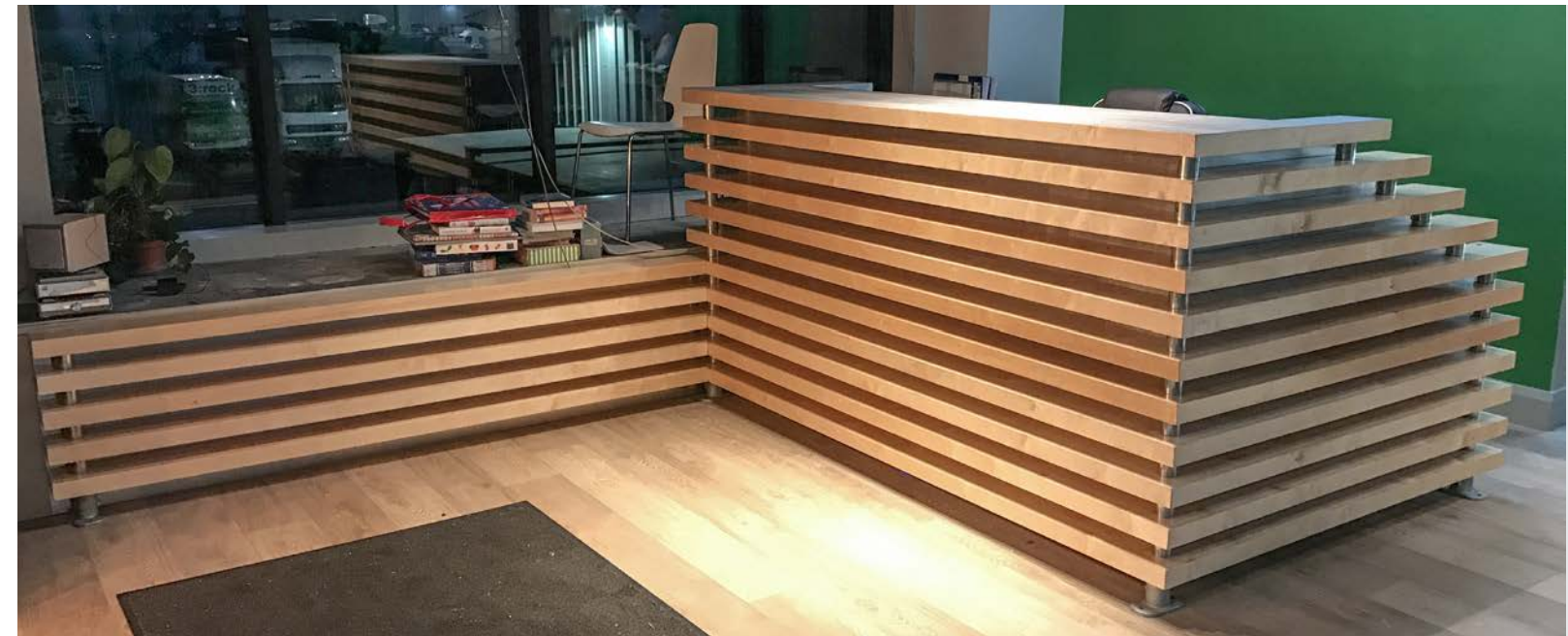
Client : 3:rock

Years : 2018

DESCRIPTION

“The reception desk is the first thing that your guests and customers see when they enter your office. Hence, to make a good impression, you must pay attention to how the desk is designed. Make sure that they reflect your’ company’s quality and culture.”

Combining Carpentry and Metal Fabrication, this desk took advantage of its space, creating an exciting solution that incorporates a large private area for the receptionist with all equipment built in, as well as incorporating a seating area for any clients and visitors to wait in comfort.



Modular Backdrop System

Client : Think Design
 Years : 2017

DESCRIPTION

While working with Think Design I was tasked with developing a modular backdrop system. The goal was to provided clients with a cheap yet impactful solution.

Taking inspiration from origami, we developed and system of geometric cubes which could be arranged in multiple arrangements and different materials depending on the client preferences.

The finally solution created a system that was quick to build and disassemble. Provided and small footprint when storing. Ultimately proves unlimited options when presenting the clients with a cost effective backdrop solution



Specialized Store Browns Barn

Client : Specialized Bicycle Components

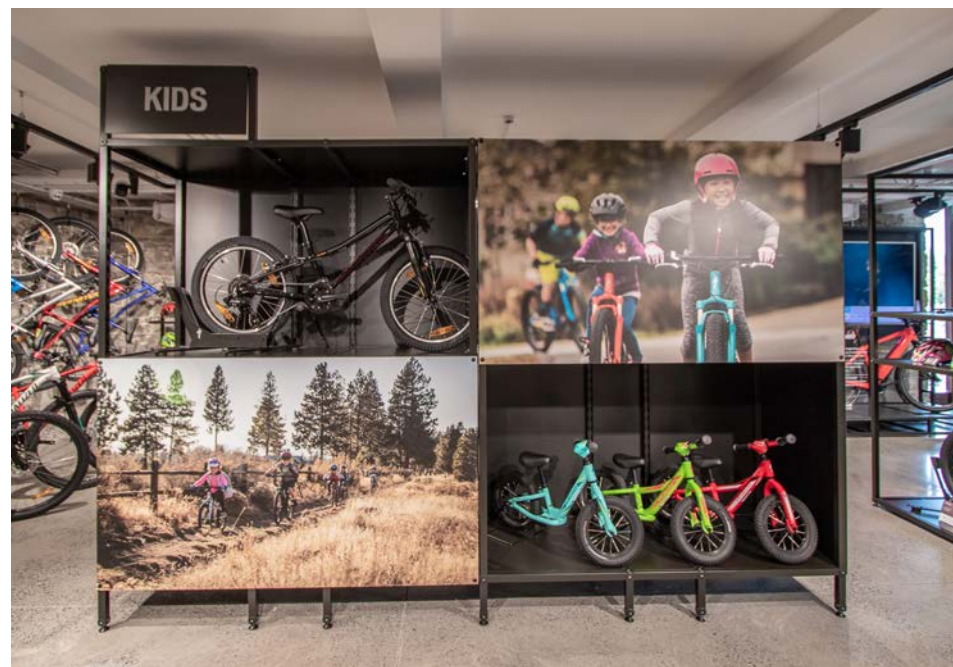
Years : 2018

DESCRIPTION

Specialized Bicycle Components recently opened its first Irish based Bicycle Components store in the beautiful Browns Barn in City west Dublin.

Tasked in providing Signage and branding solutions to both external and internal element of there first Irish store. As many material selections and processes where not available in Ireland that many be available in the US. I worked closely with Specialized US design team, finding alternative solutions and materials that would be readily available in the Irish market.

I also had to deal with the wonderful Imperial system.....



Digital Media Awards 2017

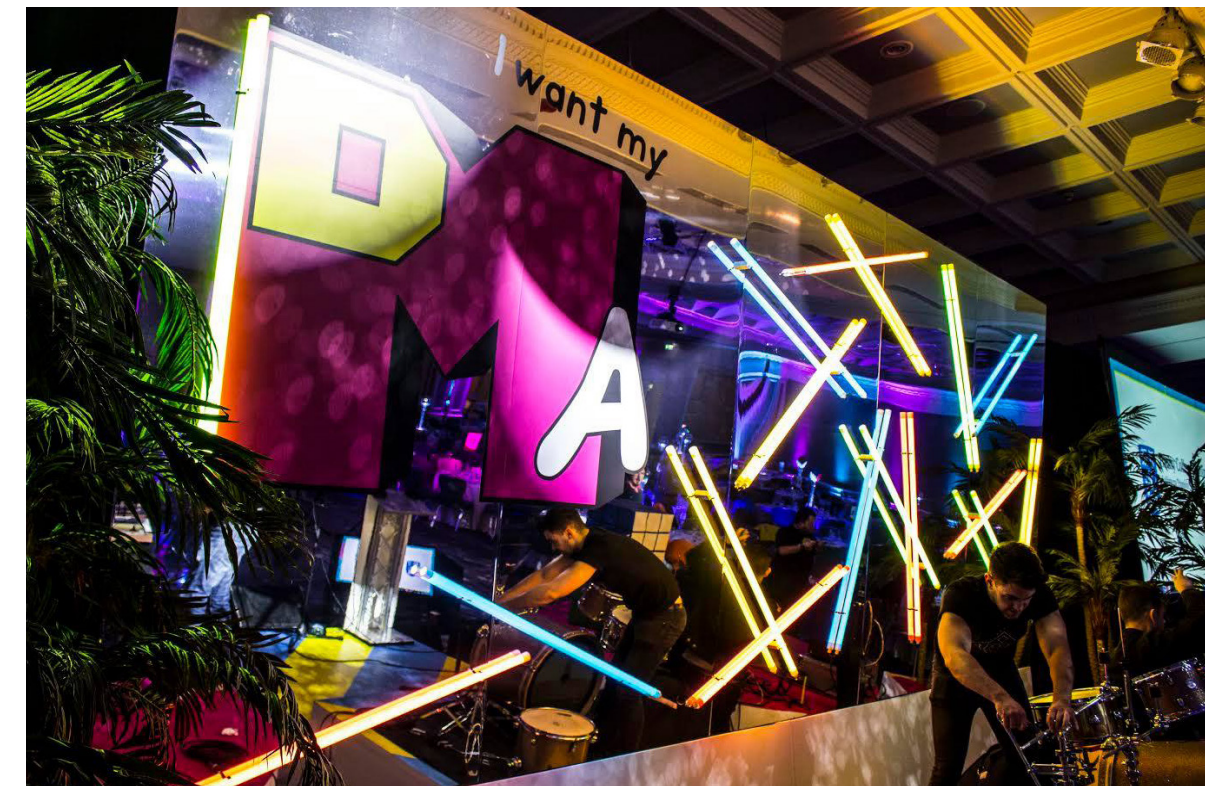
Client : Ashville Media Group

Years : 2017

DESCRIPTION

A Set designed for Accentures Digital Media awards in 2017. Taking inspiration from the 1980's, such as Miami Vice and Knight Rider.

Using mirror finish dia-bond as the backdrop, LED imitation neon tubes as the accent feature and bold vinyl prints. The stand can be best described as an 80's time machine



BT Spring Summer Fashion

Client : Brown Thomas

Years : 2017

DESCRIPTION

Working with Brown Thomas, we transformed an area in their Dublin store to launch their fashion collection

Working with Florists and metal fabricators, We created a beautiful angled mirror and brushed aluminium backdrop for the show, with steel mesh, mirror and stick light installations, dressed with amazing flower arrangements



De Dietrich Nationwide Rollout

Client : KAL Group
Years : 2017-2019

DESCRIPTION

To help promote the new 2018 range of De Dietrich kitchen products, I was tasked to design kitchen displays the Irish market. The nationwide rollout included over 50 bespoke displays that need to be individually designed across Ireland.

With a new modern brand, the displays where deigned to reflect the new black and copper aesthetic. Sourcing unique materials such as black dye MDF and copper finished acyclic. Every display was designed to stand out from the common high gloss white kitchen displays you she in many current showrooms



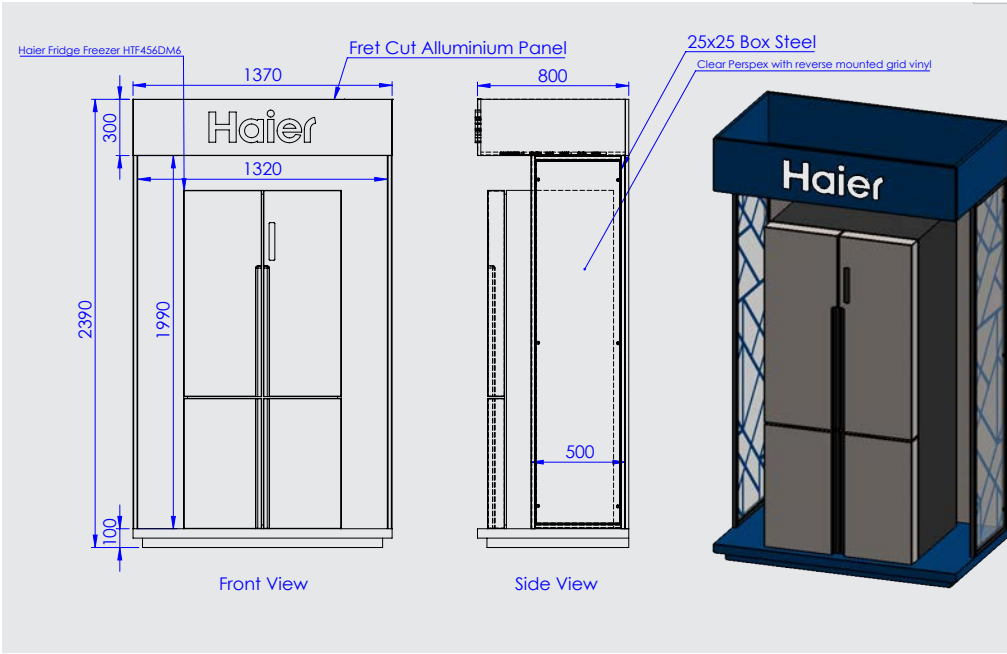
Haier Display

Client : Harvey Norman Tallaght
Years : 2018

DESCRIPTION

Haier’s new fridge display unit in Harvey Normans flagship store in Tallaght.

Using the Hair logo and network branding as the lighting solution demonstrated a clean design and impactful solution. That has helped Haier’s new fridge displays stand from the crowd.





END

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