SELECTED WORK / DESIGN DIRECTION & DELIVERY

HOOTAN TAYEBI

Design Director & Creative Director

Founder / NURA

London, United Kingdom

Creative direction.
Technical coordination.
From client brief to installation.

Residential interiors / Showroom design / Project delivery

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Design direction, with delivery in view.

I bring experience in design direction, client relationships and project delivery, developed through running NURA and earlier architectural design roles at Populous. My responsibilities have included client briefs, budgets and quotations, investment decisions, procurement, supplier and fabricator coordination, programme planning, installation and team leadership. This experience has taught me to connect creative decisions with commercial priorities and the practical requirements of delivery. Within a new team, I would apply that understanding to strengthen design reviews, improve the flow of information and support clear coordination between clients, designers, suppliers and site teams. I value clear responsibilities, dependable follow-through and processes that help people deliver consistent work together.

EXPERIENCE

NURA / Founder & Design Director	January 2020 - present
Populous / Architectural Designer	2017 - 2020

DELIVERY EXPERIENCE / FABRICATION & LOGISTICS

A NURA island project brought together Italian slab selection, lightweight aluminium honeycomb construction and installation planning. The assembled island, close to one tonne, was transported from Italy and craned over two neighbouring properties. The project connected material selection, structural weight, hardware compatibility and site access, demonstrating why fabrication and logistics need to be considered together.

Project account shared on LinkedIn / September 2026

DESIGN DIRECTION / PROJECT DELIVERY / SHOWROOM DESIGN

Selected NURA work is presented alongside earlier practice projects. Historical job titles and project source credits are retained within the relevant sections.

SELECTED PROJECTS

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NURA / DESIGN DIRECTION

WESTOVER

Wandsworth, London

The brief began with a much-loved piece of furniture rather than a standard kitchen range. Fluted timber and green tones informed a bespoke material language, developed around the client's daily routines. The design task was to connect cabinetry, stonework and concealed functions into one composition, with equal attention to the finished appearance and the details needed to build it.









A palette with a clear hierarchy

Smoked oak and Verde Pesia marble establish the hierarchy. The timber grain and fluting give the cabinetry a consistent rhythm, while the island and bespoke stone sink concentrate the green stone at the main focal points. This limits visual competition between the material surfaces.

Contrast rather than excess

Carrara marble along the hob run provides a quieter working backdrop. Patinated brass connects the stone and timber through junctions and inlays. Material coordination therefore involves both colour balance and the alignment of adjoining edges, rather than treating each finish as an independent selection.

Continuity, inside and out

Book-matched veneer maintains the grain across adjacent fronts, with matching veneer inside the drawer systems. Panel sequencing, drawer divisions and fluting need to read together when closed, while internal finishes retain the same quality at the point of use.



Designed around daily routines

A coffee and bar station extends the kitchen beyond meal preparation, supporting the routine of a client who writes and spends long periods at home. Pocket doors conceal the working area when it is not in use. The internal layout brings appliances, shelves, drawers and wine storage together; door travel, usable counter space and access to each function are central coordination considerations.



NURA / SHOWROOM DESIGN DIRECTION

HARBOUR

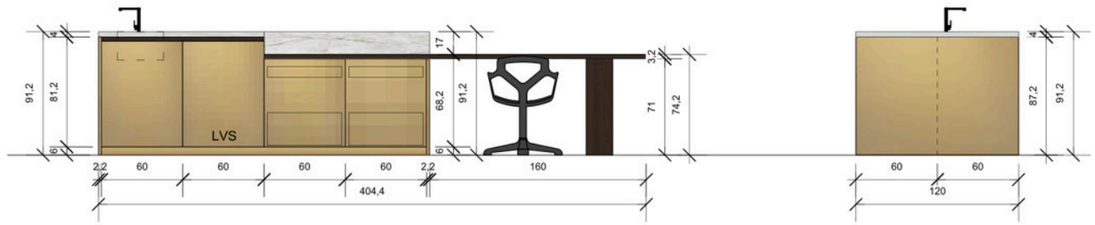
Chelsea Harbour, London

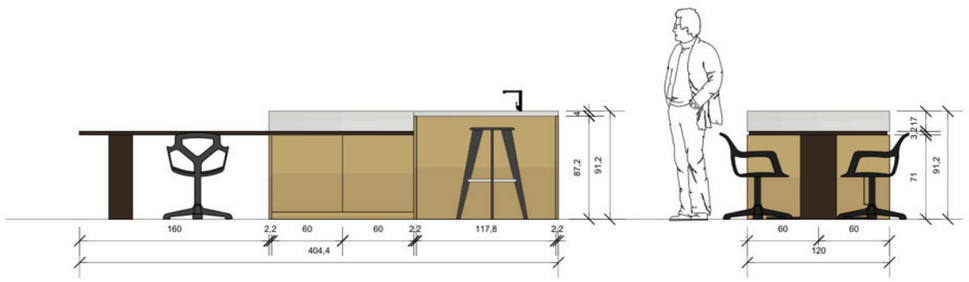
A NURA showroom display combining fluted timber, warm metallic framing and veined stone. The island gives visitors a clear point of engagement; the illuminated backdrop presents the material palette at room scale. The design balances visual identity with a working demonstration of cabinetry, surface finishes and integrated functions, making the display useful in client conversations as well as visually distinctive.

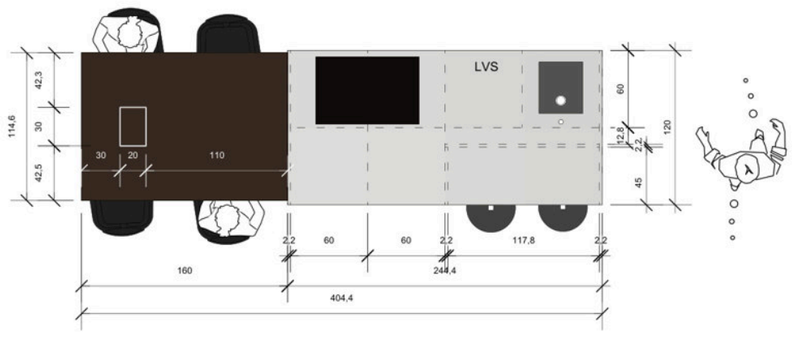


From showroom composition to fabrication.

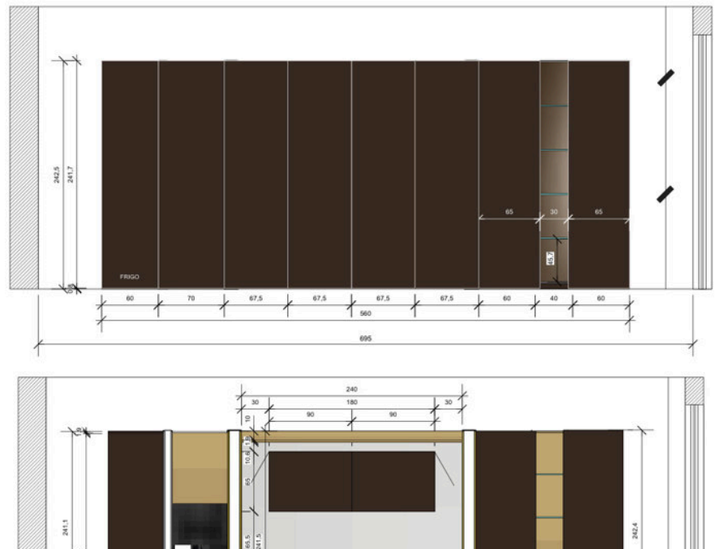
ISLAND / ELEVATIONS & PLAN

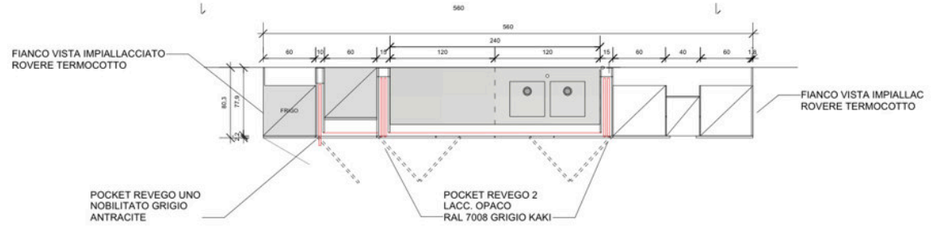






TALL JOINERY / CLOSED, OPEN & PLAN





The fabrication set coordinates the island's working and seating faces with the tall run's open and closed configurations. Notes specify 16 mm ribbed oak fronts, a brass metallic lacquer and pocket-door arrangements. Plans and elevations connect finish intent with cabinet modules, appliance positions, worktop interfaces and door operation.

Fabrication drawings: Lineaquattro
June 2022 / Portfolio reproduction, not to scale

NURA / DESIGN DIRECTION

ELM PARK ROAD

Chelsea, London

A compact open-plan kitchen required storage and appliances to be consolidated without overwhelming the room. Full-height cabinetry establishes the principal backdrop, while the island keeps the working zone clearly defined. A carved grip in the door provides a handleless appearance without a continuous grip channel, connecting a spatial constraint with a distinctive joinery detail.







A handleless appearance, with space retained

Integrating the grip into the door avoids the space taken by a separate continuous channel. The detail needs to balance finger access, the door edge and a consistent reveal between adjacent fronts. The close views show this junction alongside the stone worktop and oak veneer, making the relationship between operational detail and the overall material composition explicit.

NURA / WITH LONDON ATELIER ARCHITECTS

AKEHURST

Wandsworth, London

Developed with London Atelier Architects, this kitchen supports the home's oak finishes and architectural proportions. Cabinetry in Farrow & Ball's All White creates a restrained backdrop. The emphasis is on alignment, integrated appliances and the relationship between cabinetry, worktop and surrounding architecture, allowing the kitchen to sit within the room rather than compete with it.



NURA / DESIGN DIRECTION

STABLE FARM

Slough

A generous open-plan room called for a strong spatial hierarchy: a dark porcelain-clad backdrop and a lighter, faceted island. Nero Marquinia and Calacatta Oro surfaces by Infinity establish the contrast. The technical emphasis is on continuity across cabinet fronts, coordinated slab direction and the relationship between the island geometry, cooking position and overhead extraction.



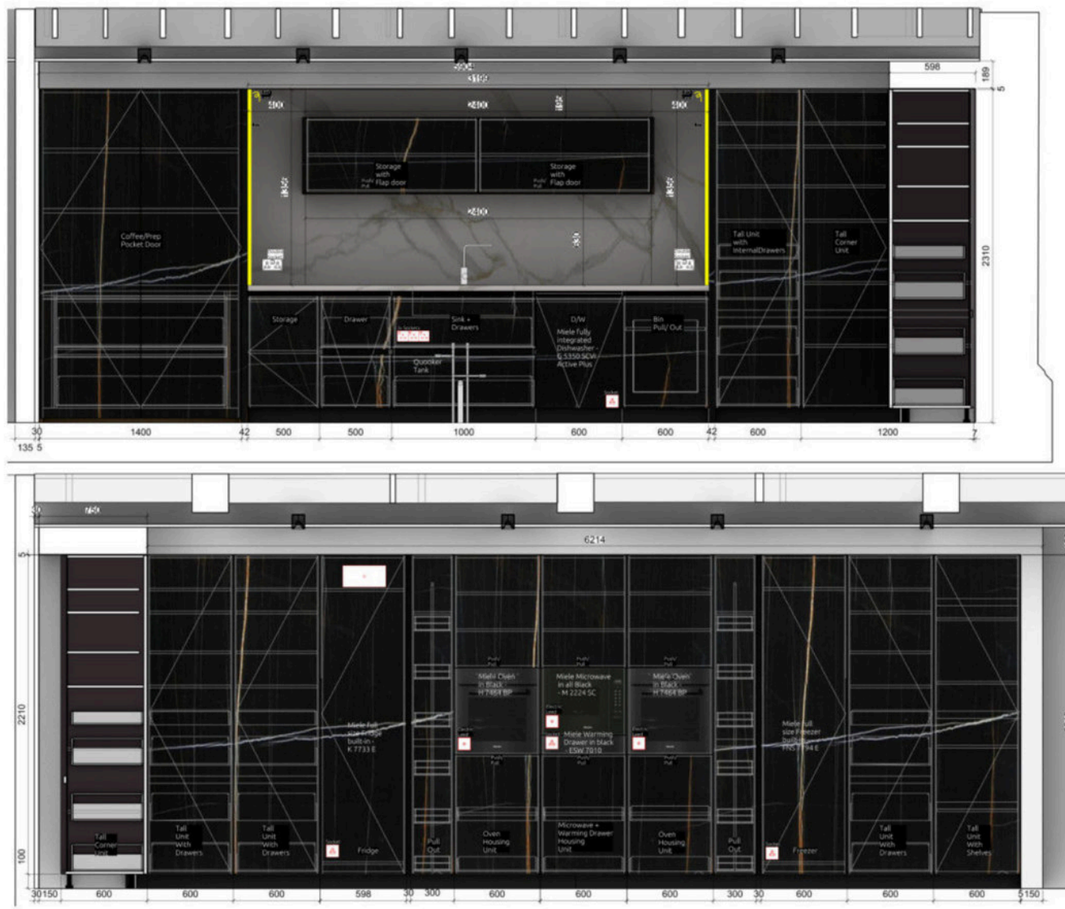


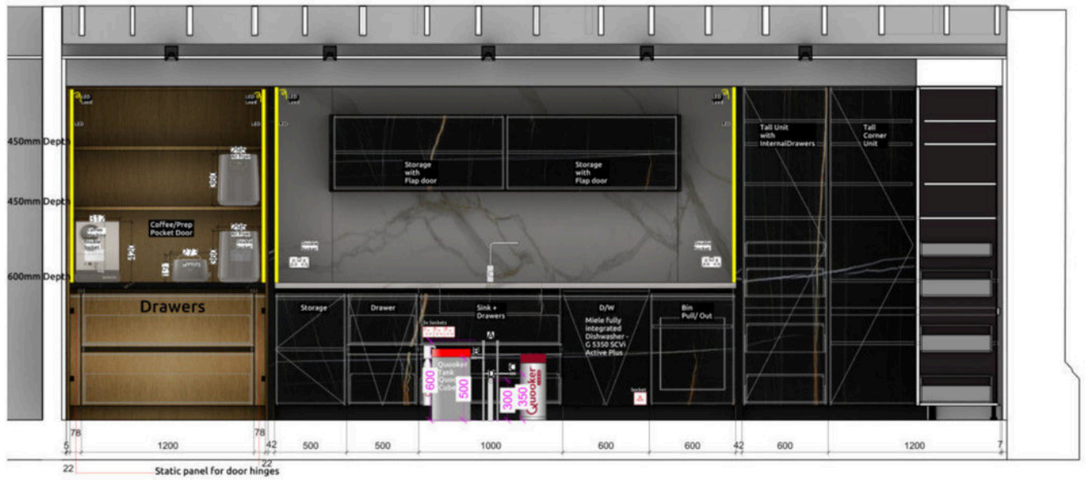
Geometry that organises the room

The faceted island introduces a sculptural form within the otherwise linear kitchen. Its geometry makes the meeting of planes, edge profiles and vein direction particularly visible. Integrating the hob and aligning the overhead extraction keeps cooking concentrated at the centre, while the fabrication and installation sequence must account for the island's corners, joints and finished stone surfaces.



Concealed joinery, made legible.





SERVICES REQUIRED IN SINK CABINET
A. HOT AND COLD SUPPLY WITH BALL OF FIXED VALVES.
600mm from FFL. WATER PRESSURE MIN=2 BAR MAX=4

B. QUOOKER CUBE. 500mm from FFL.

C. D/W. HORIZONTAL COLD WATER SUPPLY WITH WASHING MACHINE VALVE. 350mm from FFL.

D. 50mm WASTE OUTLET. 300mm from FFL.

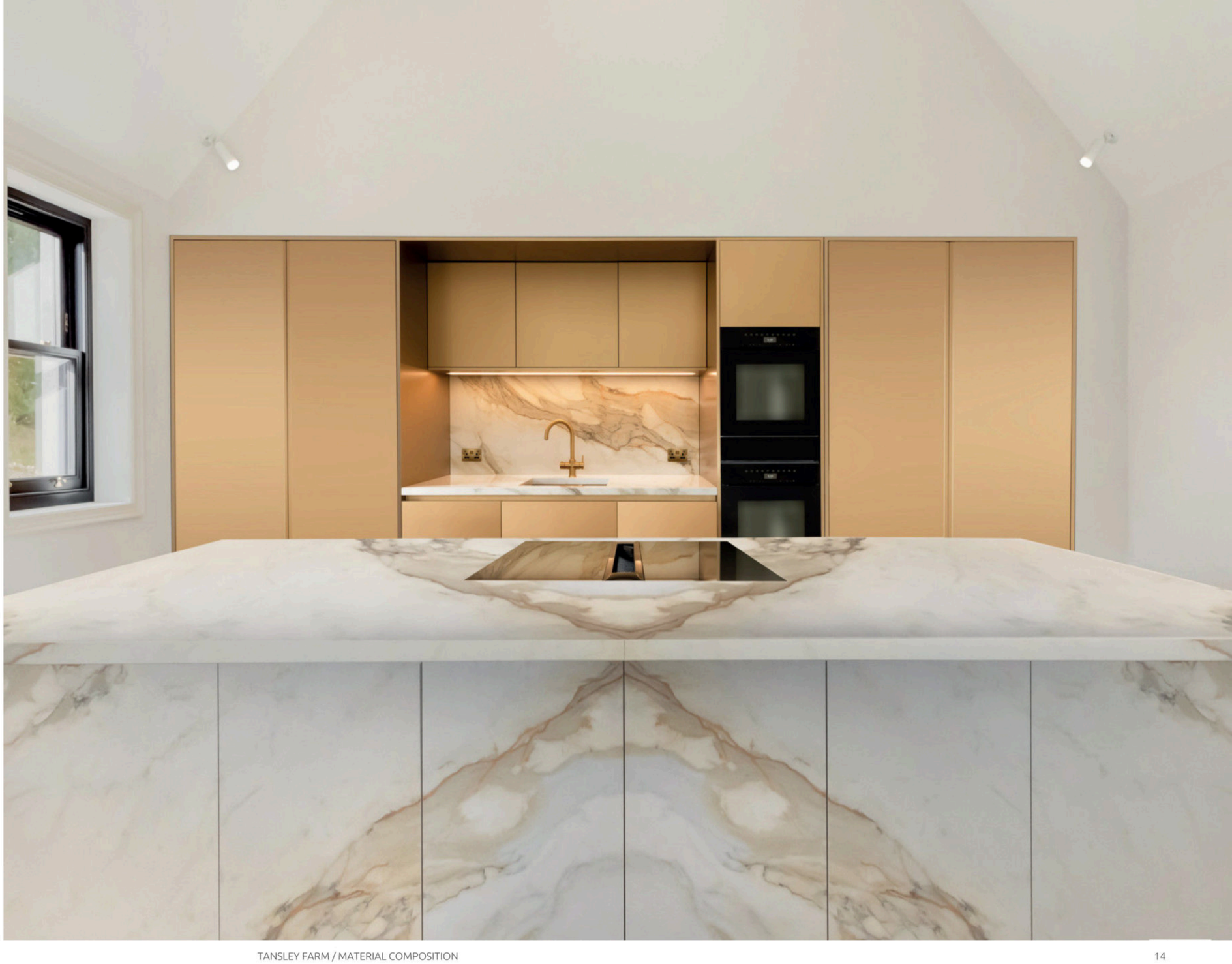
These elevations connect the external composition with internal storage, pocket-door appliances and the working surface. Equipment positions and cabinet divisions are coordinated with service requirements, including water, waste and electrical provision where indicated. The delivery priority is to resolve these interfaces before manufacture so that joinery, stonework and appliance packages share a consistent set of dimensions and assumptions.

NURA / DESIGN DIRECTION

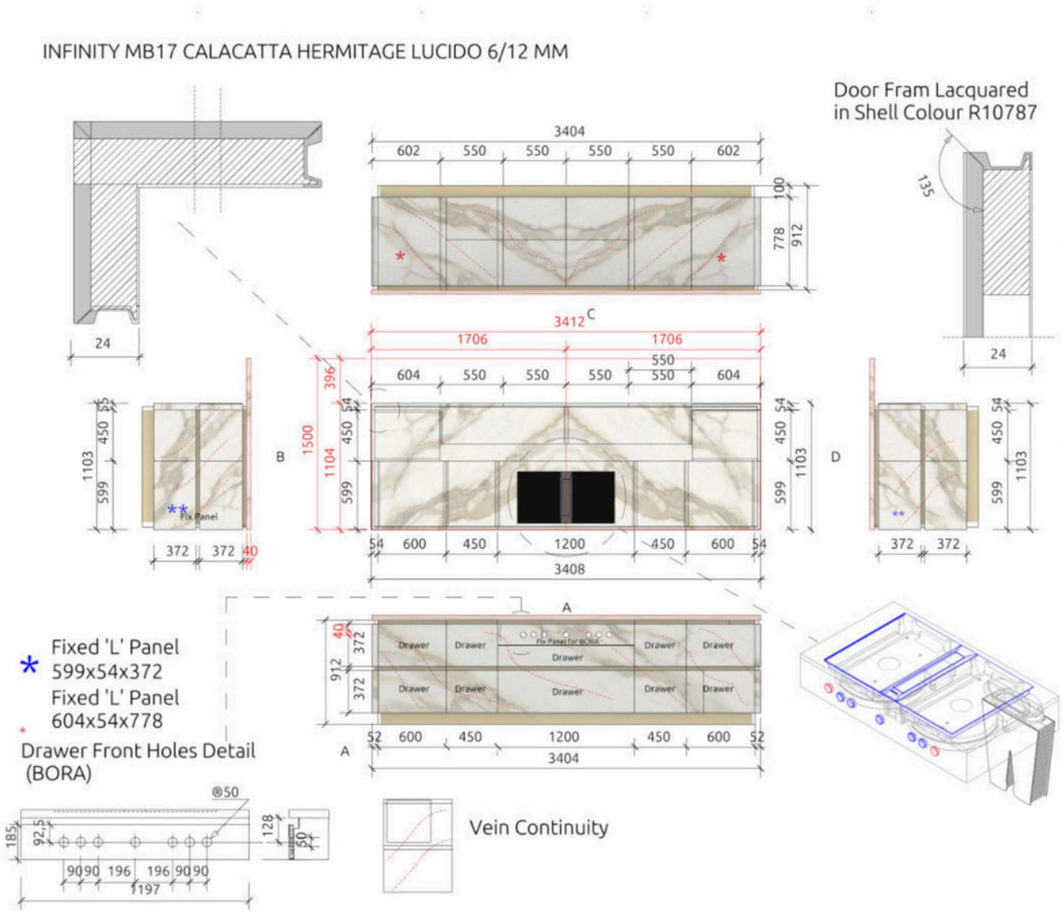
TANSLEY FARM

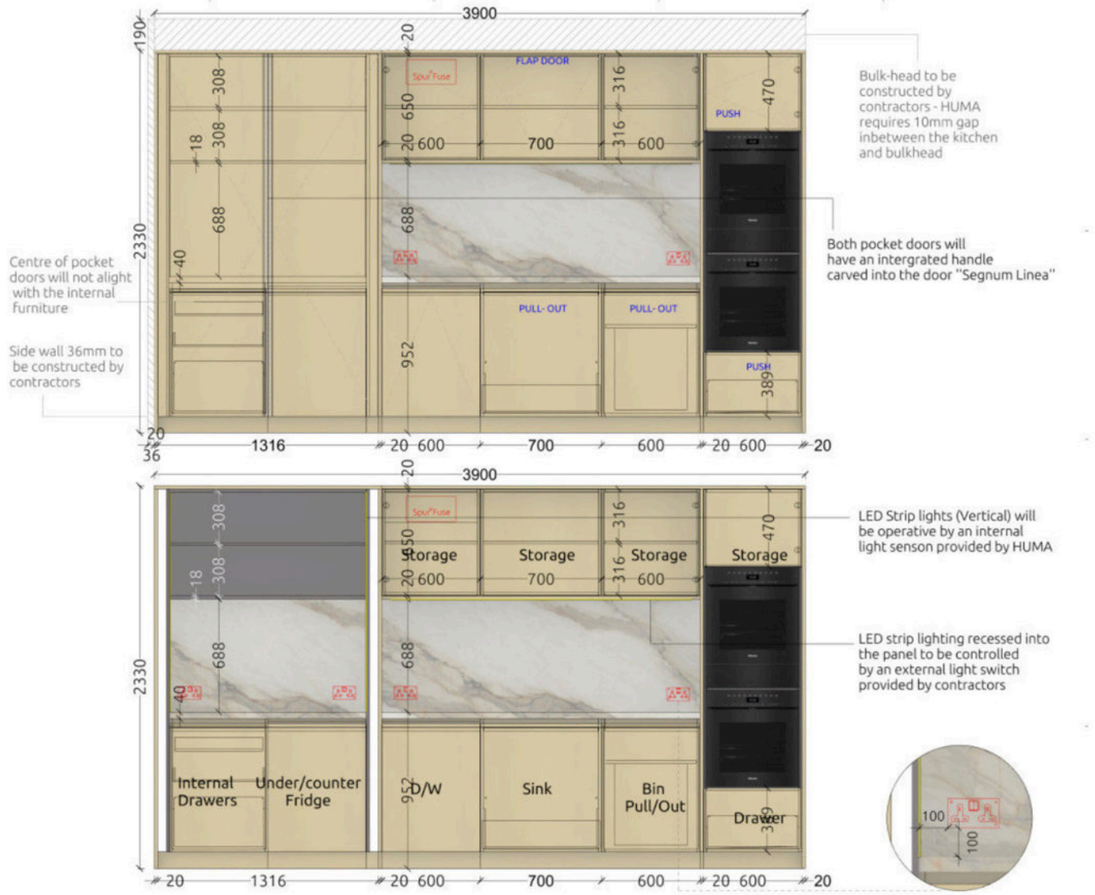
Cotswolds

Calacatta Hermitage surfaces and warm metallic cabinetry establish a consistent palette, anchored by a monolithic island. The design is developed through slab selection, vein direction and coordinated cabinet divisions. The accompanying drawings show how the visual intent translates into elevations, drawer fronts, lighting positions and the practical requirements of storage and appliance access.



Coordinating surface, storage and detail.





The drawing set brings together island elevations, drawer-front setting-out, vein continuity, cabinet interiors and lighting notes. It also records interfaces between cabinetry and surrounding construction. These are coordination documents as well as design drawings: their value lies in giving the fabricator and installer a shared reference for dimensions, finishes, access and the junctions that remain visible in the completed room.

British Airways lounges

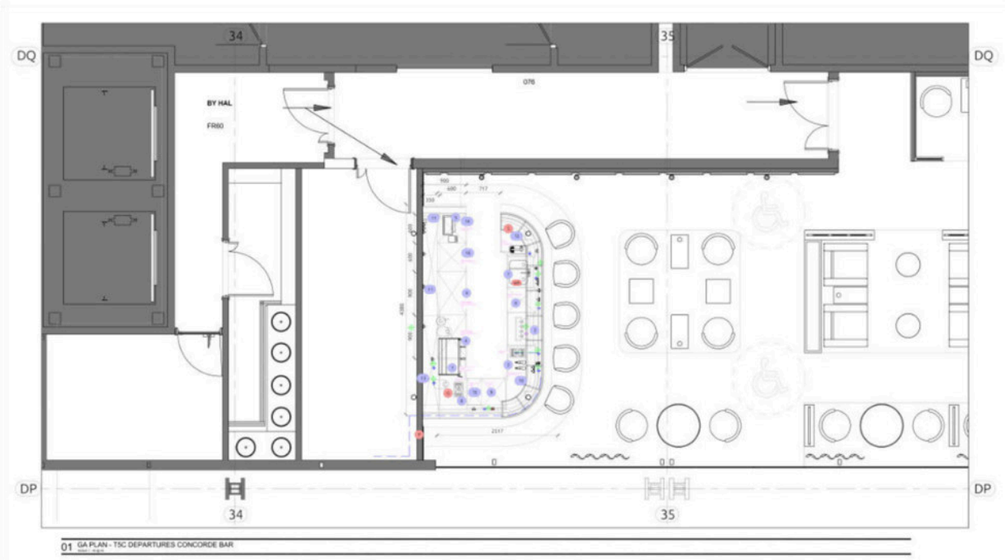
Arrivals lounge / Terminal 5

The arrivals-lounge visualisation establishes the hospitality setting for the technical planning studies that follow. A framed entrance and clear reception point define the arrival sequence, with ribbed surfaces and integrated lighting giving the threshold its identity. The accompanying drawings focus on the operational layer: equipment layouts, working areas and the coordination of water, waste and electrical services.

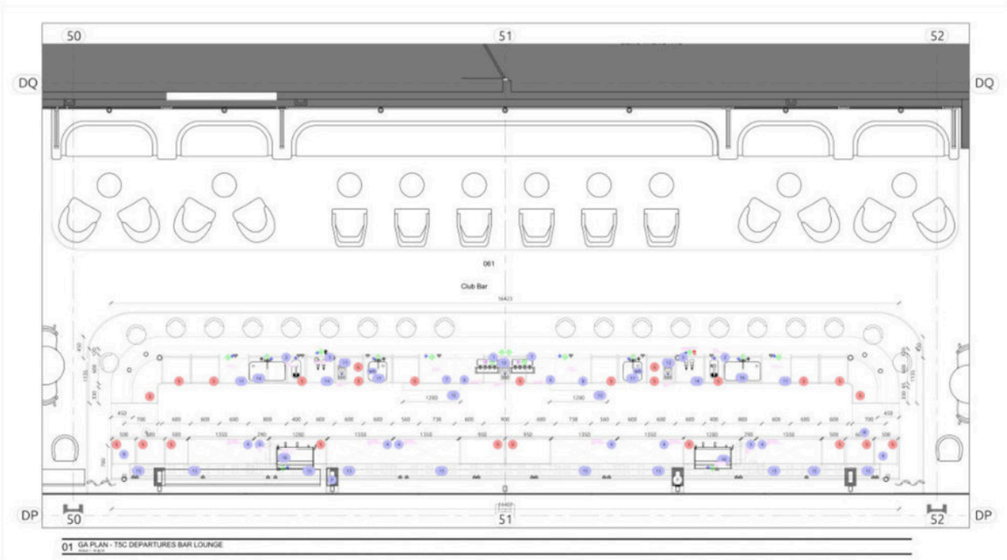


BRITISH AIRWAYS ARRIVALS LOUNGE / VISUALISATION

Heathrow T5C



Concorde bar & bar lounge



ANNOTATIONS

1 - Coffee Machine
2 - Post Mix gun
3 - Draft beer font
4 - Undercounter double door fridge 208L
5 - POS station and printer
6 - Undercounter glass washer
7 - Split Sink
8 - Glass rinser
9 - Ice Machine: Cubes
10 - Post mix storage
11 - Shelves
12 - Brita water system
13 - Coffee Grind (Decaf / Regular)
14 - Glass Froster
15 - U/C Fridge
16 - U/C Fridge

G - Grease trap Mechline BioCeptor FOG Drain Management System
P - Python
S - Storage Cabinet
Wh - U/C water heater

PLUMBING & ELECTRICAL K

- Keg Supply
- Hot Water Supply
- Cold Water Supply
- Waste Water
- Industrial Sockets
- Data point
- Gas Supply

ANNOTATIONS

1 - Draft beer fonts
2 - Brita water system
3 - Post mix gun
4 - Undercounter double door fridge 330L
5 - U/C Melitta fridge
6 - Glass froster
7 - Undercounter ice machine cubes
8 - Undercounter ice machine crushed
9 - POS station and printer
10 - Coffee Machine
11 - Undercounter glass washer
12 - Speed rail
13- Glass rinser
14 - Post mix storage
15 - Shelves
16 - Large Split sink
17 - Catering basin

G - Grease trap Mechline BioCeptor FOG Drain Management System
P - Pipe ductwork 300x150mm
R - Ramp +75mm
S - Storage Cabinet
Wh - U/C water heater

PLUMBING & ELECTRICAL KEY

- Keg Supply
- Hot Water Supply
- Cold Water Supply
- Waste Water
- Industrial Sockets
- Data point
- Gas Supply

The layouts coordinate bar equipment with operational space and service points. Equipment references and plumbing or electrical legends connect appliance positions with their supporting infrastructure. The technical focus is the interface between the planned bar arrangement, equipment access and service provision; source credits distinguish the originating presentation information.

Source: Gebler Tooth. Based on Gensler presentation drawings.

SPHERE

Las Vegas, Nevada

Architectural Designer at Populous

At Populous, I contributed to architectural design and coordination of hospitality areas within Sphere, with particular focus on bars and associated furniture, fixtures and equipment (FF&E) packages. My role included developing design details and coordinating those elements with the wider architectural team.

The technical emphasis was the relationship between individual hospitality elements and the surrounding architecture. Detail development and FF&E coordination connect the visitor-facing composition with the information needed by other project disciplines. This experience forms part of my broader foundation in design coordination.







The bar interiors illustrate how counters, front finishes and lighting work within the wider hospitality setting. They provide context for my contribution to bars, design details and FF&E coordination. Project practice: Populous.

TOTTENHAM HOTSPUR STADIUM

London, United Kingdom

Architectural Designer at Populous

At Populous, my work involved design development and architectural coordination within a global sports and entertainment practice. The experience provided a foundation in collaborative project delivery that I later developed through design direction, client relationships and project coordination at NURA.

The completed stadium and public interiors establish the project context. At this scale, architectural coordination depends on clear information and an understanding of the interfaces between packages. This experience complements the closer material, fabrication and installation focus of my subsequent residential and showroom work.



Completed public interiors provide context for the stadium project. The relationship between catering elements, circulation and the architectural setting illustrates the coordination demands of a major venue. Project practice: Populous.

A collaborative approach. Practical improvements.

Running a design business taught me to consider the whole project: the client relationship, design quality, investment choices, budgets, procurement and the practical sequence of delivery. It also showed me where clearer approvals, better information and earlier coordination can make a meaningful difference.

I want to bring that experience into a company where I can contribute as a reliable colleague and design partner, build on the team's existing strengths, and help improve the systems that support its work. My focus is on thoughtful design direction, clear communication and following decisions through to implementation.

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