

LICÍNIO ANJOS

Multidisciplinary Design Portfolio

[01] . RETAIL, OFFICE, AND HOSPITALITY SPACE DESIGN, CASE STUDIES (*Pag. 04/19*)

**"An idea is just a tiny spark, brimming
with enthusiasm yet lacking form.**

My role is to ignite that spark, shaping
it into a resonant and memorable
experience, even if it's a fleeting
moment in a temporary endeavor".

[Contains 20 pages]



***As a versatile designer with experience in museum and heritage exhibition design, retail, hospitality, events, branding, and graphic design, I specialize in creating engaging and impactful experiences. By seamlessly blending aesthetics with storytelling and integrating intellectual, emotional, and sensory interactions, I design spaces that educate, inspire, and captivate audiences.**

My portfolio features a diverse range of projects, including static and itinerant space designs and events. Notable examples include the Wimbledon Lawn Tennis Museum's "Science in Tennis" projection and the audiovisual content for the BIOSCOPE Theme Park. In 2008, I collaborated on Barclays Bank's Middle East headquarters with Rareform Dubai.

Inspired by the work of Freeman Tilden, a pioneer in modern interpretation, I believe in the power of guiding people to explore and appreciate our world. By using authentic objects, firsthand experiences, and illustrative communication mediums, I strive to unveil the meaning and relationships behind the stories we tell.

Through my work, I aim to create spaces that not only **educate and inspire** but also **engage and attract audiences**. By understanding the unique goals and objectives of each client, I tailor my designs to **deliver exceptional value and achieve desired outcomes**.*



This portfolio serves as a comprehensive showcase of my design journey, and it is organized into five sections:

Explore case studies showcasing my ability to design functional and aesthetically pleasing environments.

Discover how I've transformed spaces into immersive experiences through exhibition design, brand activations, and event planning.

View my work in branding, logo design, and other visual communication projects.

Explore my storytelling skills through storyboards and audiovisual program design.

Discover my expertise in creating effective and visually appealing signage solutions.

[01] . RETAIL, OFFICE, AND HOSPITALITY SPACE DESIGN, CASE STUDIES (Pag. 04/19)

[02] . EXHIBITION DESIGN, BRAND ACTIVATIONS, AND EVENTS, CASE STUDIES (Pag. 20/37)

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RETAIL, OFFICE AND HOSPITALITY SPACE DESIGN, *CASE STUDY*

[01.1]

Project Title:

[THE MEAET MARKET EMERGED AS A UNIQUE
"GOURMET"]

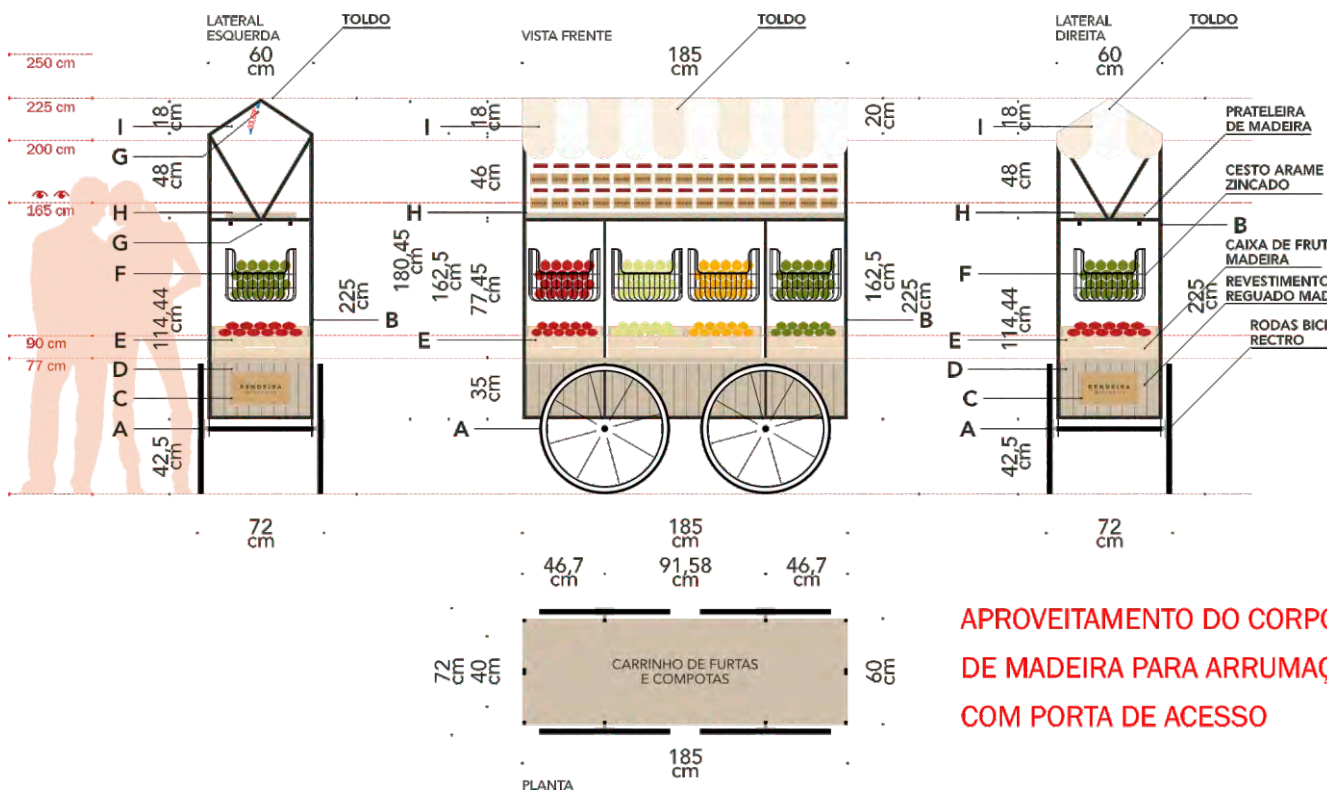
Project Description:

In the heart of Centro Empresarial da Lionesa, Leça do Balio, Matosinhos, Porto, Portugal, The MEAET Market emerged as a unique "gourmet" destination. This multifaceted space combines a grocery store, a premium butchery with delicatessen offerings, an extensive wine cellar, and an upscale tapas bar service.

Challenges: Our intervention encompassed the entire project lifecycle. We began by collaborating closely with the client to develop the concept. Subsequently, we created both general and detailed drawings and sourced various pieces of equipment. We provided intensive on-site supervision to ensure the project's successful realization.

Results: The MEAET Market now stands as a culinary landmark in Porto. Our work extended beyond the physical space to include the creation of the brand image, comprehensive communication strategies, and interior and exterior signage, enhancing its identity and drawing in discerning patrons. The establishment spans two floors, including a fully equipped kitchen and storage facilities.





APROVEITAMENTO DO CORPO DE MADEIRA PARA ARRUMAÇÃO COM PORTA DE ACESSO

RETAIL, OFFICE AND HOSPITALITY SPACE DESIGN, *CASE STUDY*

[01.2]

Project Title:
**[DOUGLAS PORTUGAL'S PERFUMERY STORE
CHAIN]**

Project Description:
As a designer and project lead, I led the comprehensive reorganization of Douglas Portugal's perfumery store chain. With 18 stores across the nation and islands, I initiated two years of interventions spanning surveys, inventory, and solution development. Manuals for exhibition, communication, signage, furniture, and interior and exterior aesthetics were meticulously crafted.

Challenges: The main challenge was ensuring uniformity and agility across all stores. This required rebranding processes for 27 stores, completed within record time and cost-effectively.

Results: The successful reorganization led to improved operational efficiency, campaign implementation, and the rapid opening of new spaces. It provided Douglas Portugal with the capacity to adapt quickly to changing layouts and campaigns, resulting in long-term economic benefits.



FARO STORE IANUGURATION . 2019



RETAIL, OFFICE AND HOSPITALITY SPACE DESIGN, *CASE STUDY*

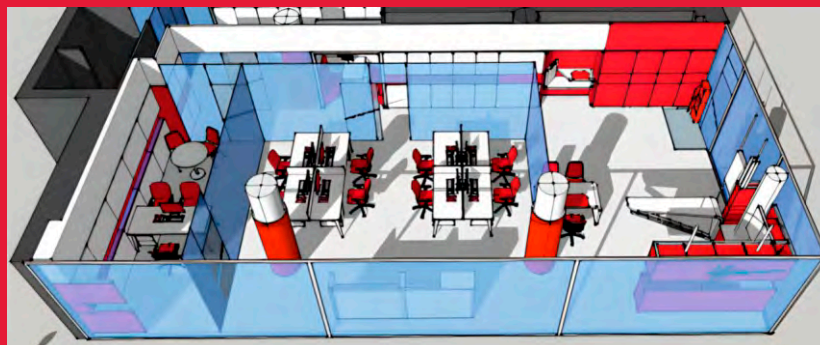
[01.3]

Project Title:
[COFIDIS PORTUGAL STREET STORE CONCEPT]

Project Description:
As a designer and project lead, I conceptualized and executed the Cofidis Portugal Street Store Concept across Setúbal, Braga, and Angra do Heroísmo (Terceira Island). This encompassed all areas, from public service spaces to office areas, and included intervention in exteriors, furniture, and displays.

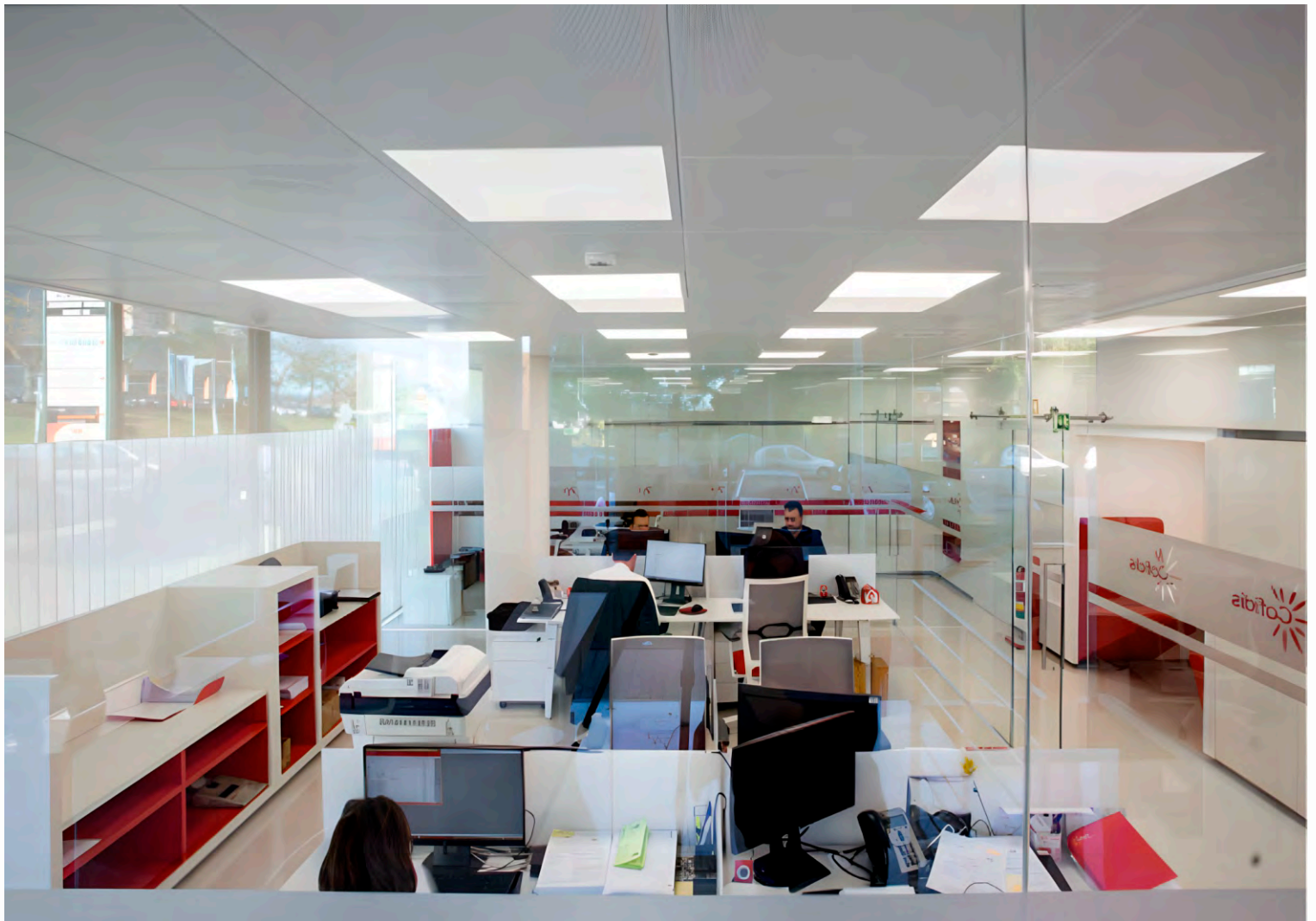
Challenges: Adhering to brand identity while adapting to diverse geographical locations and spaces was a significant challenge. Additionally, creating flexible designs for various events and brand activations required innovative thinking.

Results: Over four years, I successfully implemented this concept, contributing to Cofidis's enhanced market presence and strengthening their brand.









RETAIL, OFFICE AND HOSPITALITY SPACE DESIGN, *CASE STUDY*

[01.4]

Project Title:

[BARCLAYS BANK HEADQUARTERS IN THE MIDDLE EAST]

Project Description:

While working with Rareform Interiors Dubai, I was part of the team under the guidance of lead designer Guy Willis, responsible for the final construction phase of Barclays Bank Headquarters in the Middle East. Covering 8,000 square meters with a total investment of £17 million, this project involved four floors of offices, including a VIP area.

Challenges: Operating within a highly prestigious location, at the base of the world's tallest building, the Burj Khalifa, required precise attention to detail and adherence to the highest standards of quality and design.

Results: The successful completion of this project reinforced my ability to manage complex and high-value projects, ensuring client satisfaction and contributing to Rareform Dubai's reputation for excellence.





RETAIL, OFFICE AND HOSPITALITY SPACE DESIGN, *CASE STUDY*

[01.4]

RAREFORM INTERIORS.DUBAI

BARCLAYS BANK HEADQUARTERS IN THE MIDDLE
EAST.





RETAIL, OFFICE AND HOSPITALITY SPACE DESIGN, *CASE STUDY*

[01.5]

Project Title:
[TOWN HALL OF RESENDE CITY COUNCIL]

Project Description:
Redesign of the entrance hall of the Town Hall of Resende City Council, a municipality located on the south bank of the Douro River. This project was part of the larger municipal rebranding initiative.

Challenges: The need to incorporate the new brand into existing facilities and improve customer service functionality presented challenges. A subsequent intervention was required to enhance service spaces.

Results: The successful transformation of the entrance hall and service spaces not only showcased the new brand but also improved functionality, setting a new standard for municipal facilities.





RETAIL, OFFICE AND HOSPITALITY SPACE DESIGN, *CASE STUDY*

[01.6]

Project Title:
["O GENTLEMAN" RESTAURANT]

Project Description:
"O Gentleman" restaurant in Resende underwent a remarkable transformation that not only revitalized its space but also delivered substantial financial returns. Our collaboration with the client spanned from initial research to realizing the complete vision, encompassing the concept development, visual image creation, interior and exterior signage, promotional efforts, and meticulous work monitoring.

Challenges: Our primary challenge was to reinvigorate the space while adhering to a budget. We worked closely with the client to explore cost-effective solutions without compromising on quality.

Results: "O Gentleman" has not only recouped its initial investment within the first fiscal year but also established itself as a local culinary gem. The space's complete overhaul has revitalized its image, attracting a loyal customer base and solidifying its status as a local reference.







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