

These photos are of the full size sample signs made for Oqjam, the new concept Indian restaurant. A completely different take on Indian dining, the client wanted an interior that would be bright, fresh and modern to compliment the direction of the operation. With big plans for future roll-out, the 'OO' will soon be a popular sight on the high street.



Inspiration for projects comes from the least obvious places sometimes. These random shapes were off cuts from something I made for another project, but when seen piled on top of each other in the corner of the office, they gave me inspiration for the main design feature for a new shopfront to a North London bar and venue.



In my daydreaming formative years, I always wanted to be a car designer. Unfortunately it never got past dreams, but being a complete petrolhead, I've always had a great interest in cars and their design. The Jaguar E-Type has to be the most gorgeous car ever designed. Now I just daydream about owning one!



We are currently working with a client on a number of bars and restaurants who wants them updated on very minimal expenditure. These requests are becoming more and more common, and thus we are addressing these more like installations rather than full refurbishments, with clever use of materials and effects to create interest and intrigue for the short to medium term.

I always had my eye on this neat 1970s light fitting, but never had the right project to use it. Then came along Olive & Earth; a new fast casual dining operation with Eastern Mediterranean food and big plans. The design needed to be such that it blended the style of the area but have a strong brand identity. The lights fitted the bill perfectly, plus I get the benefit of keeping the sample.

Having started in architecture, this has always been a leading influence in all our interiors projects. We're doing more new builds than ever, with this 60-bed hotel for an Accor Franchise in Nigeria the most exciting. Working with tight brand guidelines and a compact site, it's been designed to stand out from the visual clutter of adjoining properties.



I designed this stool for a current project as I just couldn't find the right one to fit the overall design. Only a sample at present, but we're developing a whole range for the project in the new year which will then lead onto further stand-alone designs.



Atelier theme



LEE POLLOCK founded Lifeforms Design in 2001 having spent 12 years working for various architectural and design practices on projects as diverse as swimming pools, indoor ski slopes, 5-star hotels and theme bars. Lifeforms Design has since built a reputation within the hospitality sector on a wide variety of projects from small independent outlets through to large multi national operators. ■