

**Nina Lilliebjerg-Heder**

Portfolio 2020

**DESIGN & ART DIRECTION**

**LONDON / NEW YORK**

Hello!

My name is Nina Lilliebjerg-Heder and I'm a freelance Senior Designer and Art Director from London, currently living and working in NYC. Previous employment has included The Wing, Soho House & Co, High Tide NYC, Boiler Room and Vice. My specialities lie in building visual identities, concepting and directing photoshoots, marketing campaigns, environmental signage design and print editorial.

Contact me at [hello@ninalilliebjerg.com](mailto:hello@ninalilliebjerg.com) for more information or to chat!

# THE WING

SPACE SIGNAGE

## The Wing Space Signage

The Wing is a network of work & community spaces designed for women of all definitions. For two years I worked alongside the in-house interiors team to develop custom signage and interior details for new spaces around the world including Chicago, London, San Francisco, New York and Los Angeles. Outcomes have included wallpapers, custom tiles, pin mounted wayfinding, tin ceilings, neons, and gold leaf type.



**CREATIVE DIRECTION** — DEVA PARDUE

**TYPE DESIGN** — KELLY THORN

**DESIGN** — NINA LILLIEBJERG

**PHOTOGRAPHY** — TORY WILLIAMS

THE WING CHICAGO

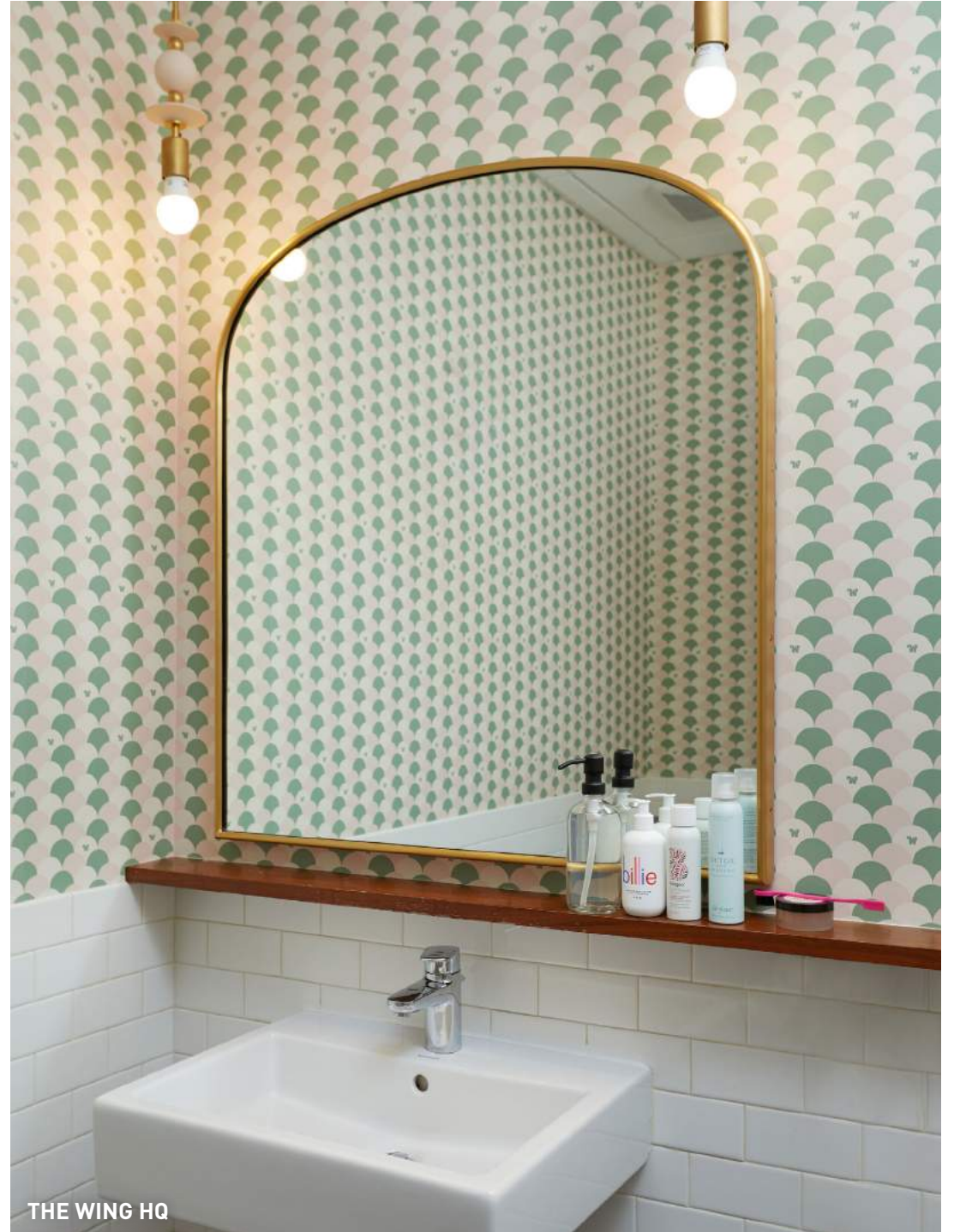
The Wing  
Space Signage



THE WING HQ



THE WING LONDON



THE WING HQ

The Wing  
Space Signage



THE WING SOHO

The Wing  
Space Signage



# THE WING

RETAIL ART DIRECTION



## **The Wing Holiday Collection**

The Wing is a network of work and community spaces designed for women of all definitions. For two years I worked alongside the in-house retail team to develop custom merch and clothing to sell in the spaces to our members and online to the general public. Each time a new collection was launched, it was promoted it on our channels with a themed photoshoot which I would concept and art direct.

The theme of this shoot, released for the holiday period, was one of luxury, extreme self care and indulgence.

**CREATIVE DIRECTION** — DEVA PARDUE

**TYPE DESIGN** — NAOMI OTSU

**PRODUCTION** — JANE HURR

**ART DIRECTION** — NINA LILLIEBJERG

**PHOTOGRAPHY** — AILEEN SON



The Wing  
Holiday Collection



THE **LIT** **TLE** WING

## The Little Wing

The Little Wing is an exclusive amenity for Wing members offering babysitting, parent community, and playtime. To celebrate the launch in the Soho space, we released a collection designed for both children and adults.

Our theme centered around “Fruit of the Womb” and playfulness, which was reflected in the props and styling I chose for the photoshoot.



**CREATIVE DIRECTION** — DEVA PARDUE

**ILLUSTRATION** — ROSIE NABEREZNY

**PRODUCTION** — JANE HURR

**ART DIRECTION** — NINA LILLIEBJERG

**PHOTOGRAPHY** — AILEEN SON



**HOXTON GRILL**

## Hoxton Grill

The Hoxton Grill is a classic Chicago grill, bar and lounge inside London's Hoxton Hotel. Situated in the heart of Shoreditch, the Soho House restaurant is open from morning until late at night, serving American-inspired breakfast, brunch, dinner and drinks. In 2016, the Hoxton Hotel group underwent a full rebrand, which required a fresh identity for the Grill. Together with Soho House and the Hoxton Hotel I designed a new logo, print collateral, menus and signage.



**CREATIVE DIRECTION** — RUTH COSTELLO

**DESIGN** — NINA LILLIEBJERG

**PHOTOGRAPHY** — SEAN MYERS

Hoxton Grill





Casper

## Casper

Casper is an e-commerce startup that offers an 'obsessively engineered mattress' at a very low price. I worked with the company's founders to create a surprise gift for the recipient of a \$50 voucher. We came up with the concept of a multisensory 'Good Night Kit', which included a lavender eye pillow, an original aromatherapeutic sleep balm by Ever Brooklyn, and a chamomile tea sachet.



**CREATIVE DIRECTION** — DANNY MILLER

**DESIGN** — NINA LILLIEBJERG

**PHOTOGRAPHY** — RICHIE TALBOY

Casper





## Dumbo House

Dumbo House is the third Soho House to open in New York City and the first in Brooklyn. The space is for private members to relax, eat, drink and meet. I designed the identity and logo mark for this new house which was inspired by the location on the East River, tucked between the Manhattan and Brooklyn Bridges. The logo appears on branded pool towels, membership cards and marketing material.

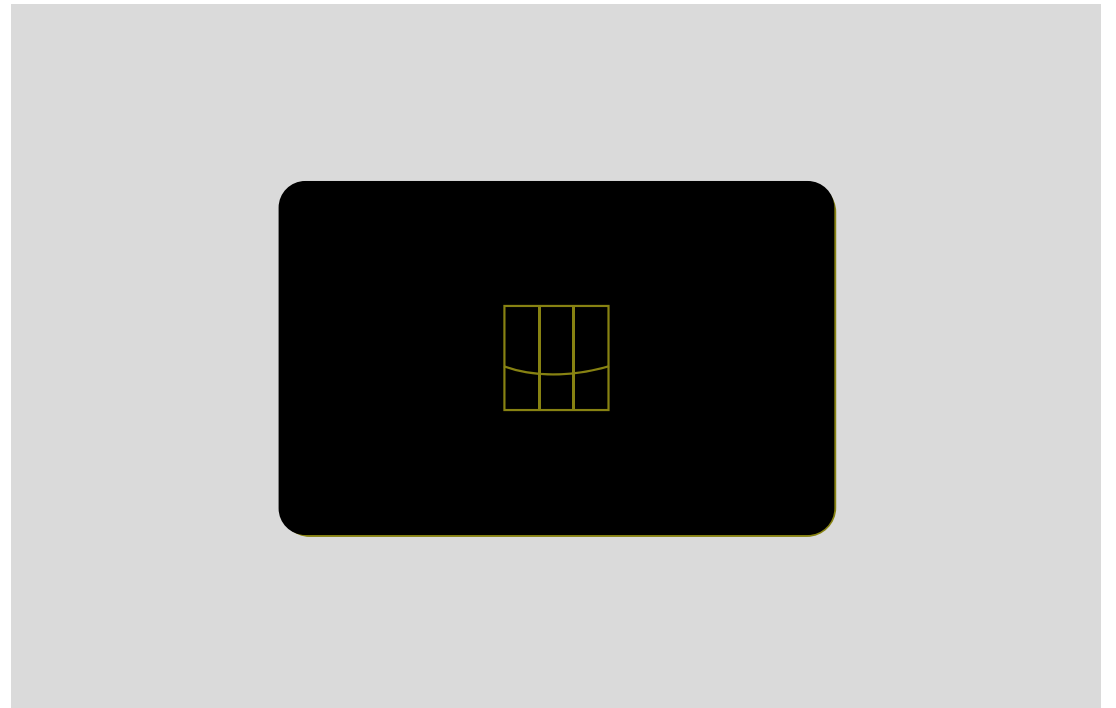


**CREATIVE DIRECTION** — RUTH COSTELLO

**DESIGN** — NINA LILLIEBJERG

**PHOTOGRAPHY** — NICO SCHINCO

Dumbo House



# THE WING

RETAIL ART DIRECTION

## The Wing Greek Collection

The Wing is a network of work & community spaces designed for women of all definitions. For two years I worked alongside the in-house retail team to develop custom merch and clothing to sell in the spaces to our members and online to the general public. Each time a new collection was launched, it was promoted it on our channels with a themed photoshoot which I would concept and art direct.

This collection utilised greek-inspired illustrations by Ainsley Romero, and the shoot used hellenistic references of the pieces as a jumping off point.

**CREATIVE DIRECTION** — DEVA PARDUE

**ILLUSTRATION** — AINSLEY ROMERO

**PRODUCTION** — KIMBERLE D'ARIA

**ART DIRECTION** — NINA LILLIEBJERG, ADRIANA GALLO

**PHOTOGRAPHY** — AILEEN SON





The Wing  
Greek Collection



LOLA

## Lola

Lola is a direct-to-consumer brand that is helping to change the way women purchase their feminine care. The tampons and pads are 100% cotton and contain no toxins, dyes or additives. Subscriptions are fully customisable every month to provide customers what they need, when they need it. I developed the brand identity and packaging.



**CREATIVE DIRECTION** — DANNY MILLER

**DESIGN** — NINA LILLIEBJERG

**PHOTOGRAPHY** — LOLA

Lola



**THE WING LONDON**

**The Wing**  
**London Brand Campaign**

In 2019, The Wing opened its first international location in London. In order to promote the club to a brand new market, we wanted to launch an eye catching and memorable campaign to direct people to the website and instagram. I worked with Kirstin Huber to design and organise the painting of a mural in London's highly trafficked area of Shoreditch.



**CREATIVE DIRECTION** — DEVA PARDUE

**DESIGN** — NINA LILLIEBJERG, KIRSTIN HUBER

**PHOTOGRAPHY** — TORY WILLIAMS

WALKER SLATER

COLLAB N° - 01

## Walker Slater

Walker Slater is a fashion label from Edinburgh, Scotland, that aims to bring Harris Tweed to the modern market. Their collaborative projects with emerging artists aim to celebrate the heritage of the loom, re-envisioned for the 21st century. I developed the brand identity for these collaborations and a promotional press pack for contacts in the tweed and fashion industries.



**DESIGN** — NINA LILLIEBJERG

**PHOTOGRAPHY** — NINA LILLIEBJERG



# Walker Slater



# THE WING

RETAIL ART DIRECTION

## **The Wing Sisters Collection**

The Wing is a network of work & community spaces designed for women of all definitions. For two years I worked alongside the in-house retail team to develop custom merch and clothing to sell in the spaces to our members and online to the general public. Each time a new collection was launched, it was promoted it on our channels with a themed photoshoot which I would concept and art direct.

The theme of this shoot, realised during the spring, was the joy of sisterhood, represented in sisterly poses and bright fresh colors.

**CREATIVE DIRECTION** — DEVA PARDUE

**ILLUSTRATION** — ADRIANA GALLO

**PRODUCTION** — KIMBERLE D'ARIA

**ART DIRECTION** — NINA LILLIEBJERG

**PHOTOGRAPHY** — AILEEN SON



The Wing  
Sisters Collection



# HOUSE NOTES

## House Notes

*House Notes* is the flagship print publication for Soho House members, designed to reflect the interests and passions of the 68,000-strong creative community around the world. The key content pillars include film, art, design, business, food, drink and travel, communicated through original features, member profiles, editorial shoots and illustrations. Launched in October 2016, I designed the logo, typographic hierarchy, and overall look and feel of the magazine, and have worked on every issue to date.



**CREATIVE DIRECTION** — RUTH COSTELLO

**DESIGN** — NINA LILLIEBJERG, NIKLAS JULI

**PHOTOGRAPHY** — NINA LILLIEBJERG

House Notes





# Editor's Picks

WORDS BY JONATHAN OPENSHAW

## Work

MONDAY 13  
7 PM

**The Secrets of Effective Teams**  
A strong team can have an instant impact on your work. But the process of building a team that works is often elusive. Not for nothing, many teams are struggling to build a team that works in 2017.  
**High Road House**

## How to be an Interior Stylist

Ever thought about taking your passion for interiors to the next level? We all love a good interior, but getting a career from your well-tips for getting ahead in this most competitive of industries, and experience as former style editor of Australian *Interiors Living* and *Electric House*.

## Lifestyle

MONDAY 6  
10.30 AM

**Boost your Emotional Intelligence**  
With Valentine's Day just around the corner, what better time to give your intelligence some fine-tuning? Even the spiciest and most warring relationships will be talking to through his *Empire of Emotions* author and Babington House expert Jo Emerson in bringing about better bonding with our loved ones.

## Food & Drink

TUESDAY 28  
7 PM

**Seedlip Talk and Tasting with Ben Branson**  
How did 'Dry January' work out for you? Yes, same here. Maybe coming back on the 28th would be such a treat. *Dr. Branson* were *Seedlip* alternatives. Well, how are *Seedlip* products for your skin type while giving you tips on how to get the most out of them?  
**Babington House**

## Style & Beauty

THURSDAY 2  
7 PM

**Winter Skin Reboot: Natural Skincare and Makeup**  
Spring cleaning isn't just for the house. The winter months tend to take their toll on our complexions too, so prepare yourself for warmer days with a reboot season. Focused on natural and organic products, this workshop will guide you through choosing the best products for your skin type while giving you tips on how to get the most out of them.  
**Soho Farmhouse**

TUESDAY 7  
7.30 PM



**MAST BOOKS**

## **Mast Books**

Mast Books is an independent bookstore in New York's East Village selling a curated collection of new, used and rare books. I worked with the shop's founders, husband and wife duo Bryan and James, to develop a simple brand identity and accompanying stationery that would sit nicely alongside their titles.



**CREATIVE DIRECTION** — DANNY MILLER

**DESIGN** — NINA LILLIEBJERG

**PHOTOGRAPHY** — KEVIN KUNSTADT

## Mast Books



**Brilliant**

## Brilliant Bicycles

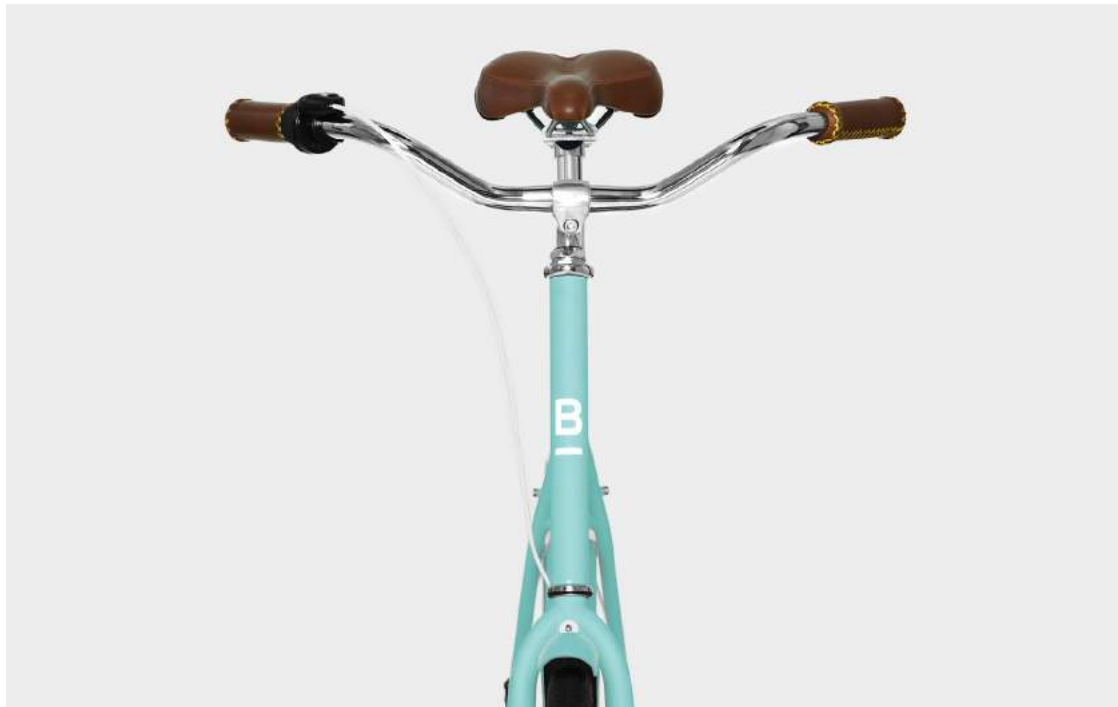
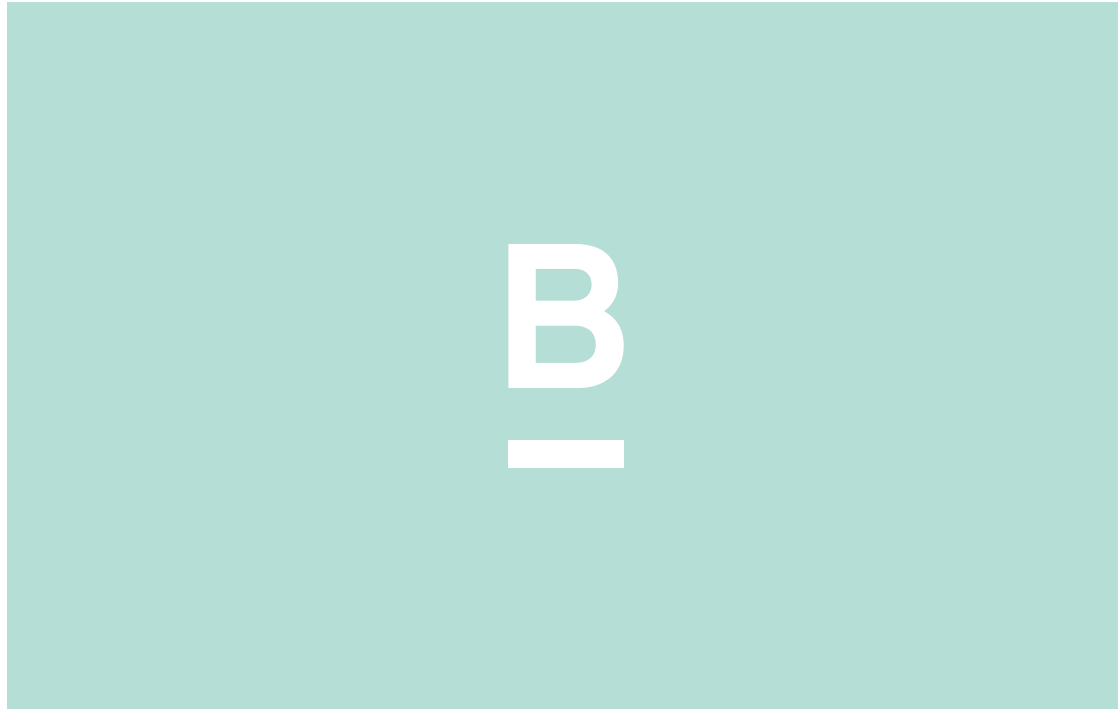
Brilliant Bicycles is a New York-based lifestyle brand offering quality bicycles at great prices, shipped directly to customers. I worked closely with the founders of Brilliant to translate the values of their brand into a visual identity. This included the naming, branding, website, packaging and product design of the bike.



**CREATIVE DIRECTION** — DANNY MILLER

**DESIGN** — NINA LILLIEBJERG

**PHOTOGRAPHY** — BRILLIANT BICYCLES



Thank you!