

ALASDAIR WILLIAM GRANT

**Creative Director &
Experiential Designer**

CONTACT

(+44) 07356 275 723
alasdairwgrant@icloud.com
Stroud, UK / Ibiza, Spain

linkedin.com/in/alasdair-
william-grant

alasdairwilliamgrant.com

CAPABILITIES

Creative Direction
Spatial & Experiential Design
Brand-Led Environments
Concept-to-Delivery
Client Presentation & Pitch
Audio & Acoustic Integration
FF&E Specification & Sourcing
Lighting & Atmosphere Design
Bespoke Furniture & Product
Festival & Venue Strategy

TOOLS

Vectorworks CAD
SketchUp & Twinmotion
Adobe CC (Ps, Id, Ai)
Technical Drawing
Acoustic Modelling

EDUCATION

BA (Hons) Architecture
Manchester School of
Architecture

SELECTED CLIENTS

Nike · Red Bull · Pacha Ibiza · Ibiza Rocks · Pikes Hotel · Minirig · Malibu

PROFILE

Creative director and experiential designer with 15+ years shaping audio, entertainment, and hospitality environments across Europe. Architecture-trained, with a practice built on one question: what does the person in this space need to feel? That answer drives every decision, from the first concept sketch through technical delivery. End-to-end creative ownership across brand activations, festival stages, nightclub redesigns, product collaborations, and studio builds for clients including Nike, Red Bull, Pacha, Ibiza Rocks, and Pikes Hotel.

EXPERIENCE

Creative Director & Experiential Designer

Independent / Ibiza & Europe / 2017 – Present

- Originate and direct creative concepts for luxury residential, hospitality, music venue, and brand activation projects, holding the vision from first client conversation through to build.
- Designed and delivered projects for Red Bull (bespoke touring DJ system), Pacha x Minirig (co-branded product line), Malibu (branded bar installation at Ibiza Rocks), and Halo Sound Systems (spatial audio technology for festival use).
- Led the full redesign of Freddie's nightclub at Pikes Hotel, solving the core design tension between functioning venue and intimate atmosphere through narrative-driven spatial interventions.
- Redesigned the main stage and arena for Ibiza Rocks around a Craig David residency, creating a central booth concept that reconnected performer and audience, adopted as permanent infrastructure.
- Specified and integrated custom sound systems, spatial audio, acoustic treatments, and lighting as part of the design concept rather than afterthought, across multiple venues and studios.

Senior Interior Designer

Ibiza Interiors / Ibiza, Spain / 2018 – 2020

- Led high-end European residential projects from concept to completion, defining material palettes, bespoke furniture concepts, and FF&E; packages that set the creative direction for each space.
- Managed client relationships and on-site coordination, translating design intent through to contractor delivery across multiple parallel commissions.

APPROACH

Every project starts with the same question: what does the person in this space need to feel?

That answer drives concept, material, acoustics, lighting, and spatial sequence.

Architecture-trained thinking applied to entertainment, brand, and hospitality environments where experience is the product.

WHAT I BRING

One person holds the full creative vision from first conversation to final build. Concept origination, not just execution.

The strategic thinking behind the design, not just the delivery of it.

A point of view on what good looks like, and the confidence to direct toward it.

EXPERIENCE (CONTINUED)

Spatial Design Consultant

Boomtown Fair, Tokyo World & Others / UK / 2014 – 2020

– Creative consultant across major UK festivals including Boomtown Fair, Tokyo World, Secret Garden Party, and Glastonbury, shaping site-wide spatial narratives and audience flow.

– Designed festival-scale build plans for multi-use stages and themed districts, balancing aesthetic cohesion with safe crowd movement and acoustic planning.

– Trained in-house production teams on Vectorworks workflows and spatial planning methodology, building lasting capability within each organisation.

Architect & Designer

Blakstad Ibiza / Ibiza, Spain / 2017 – 2018

– Contributed to architectural concept development for luxury Ibiza villas and traditional farmhouse restorations under one of the island's most respected architectural practices.

– Developed material studies rooted in regional craft tradition and Mediterranean design sensibility, supporting competition-level presentations through detailed CAD and visual storytelling.

Architectural Designer

Windsor Leaman / Bristol, UK / 2007 – 2014

– Seven-year foundation in architectural practice across residential and community projects, developing core skills in concept development, technical drawing, 3D modelling, and contractor liaison.

– Gained hands-on experience across the RIBA work stages, from planning submissions and material specification through to on-site coordination and quality control.

NOTABLE PROJECTS

Red Bull Music UK

Bespoke touring DJ booth with custom Danley sound system, designed to scale between venue sizes and switch between analogue, digital, and hybrid setups.

Pikes Hotel, Freddie's

Full redesign of Freddie Mercury's former suite into a functioning nightclub. Folding bed on the dancefloor and bookcase door to the terrace solved the tension between club and bedroom.

Ibiza Rocks x Craig David

Stage and arena redesign creating a central booth concept that became permanent infrastructure.

Nike Air Max, Niketown London

Lead designer on a retail installation for the Air Max relaunch. Pushed the concept from neon to structural acrylic for a more considered result.

Pacha x Minirig

Creative direction on a co-branded product line, aligning two distinct brand identities into a single object sold across Pacha's European retail network.