

PORTFOLIO



BIO



Alasdair Grant is a creative director and experiential designer specialising in audio, entertainment, and nightlife environments. Fifteen years of projects for Nike, Red Bull, Pacha, Ibiza Rocks, and Pikes Hotel, spanning festival main stages, brand activations, nightclubs, music studios, and product collaborations.

Every brief starts with the same question: what does the person in this space need to feel? That answer drives every decision, from the first concept sketch through to technical delivery.

With an architecture degree as his foundation, he works across the full range from originating a creative concept and presenting it to the client, through technical drawings, 3D models, and custom asset specification, to overseeing the build. That end-to-end capability means one person holds the whole vision and directs the team.

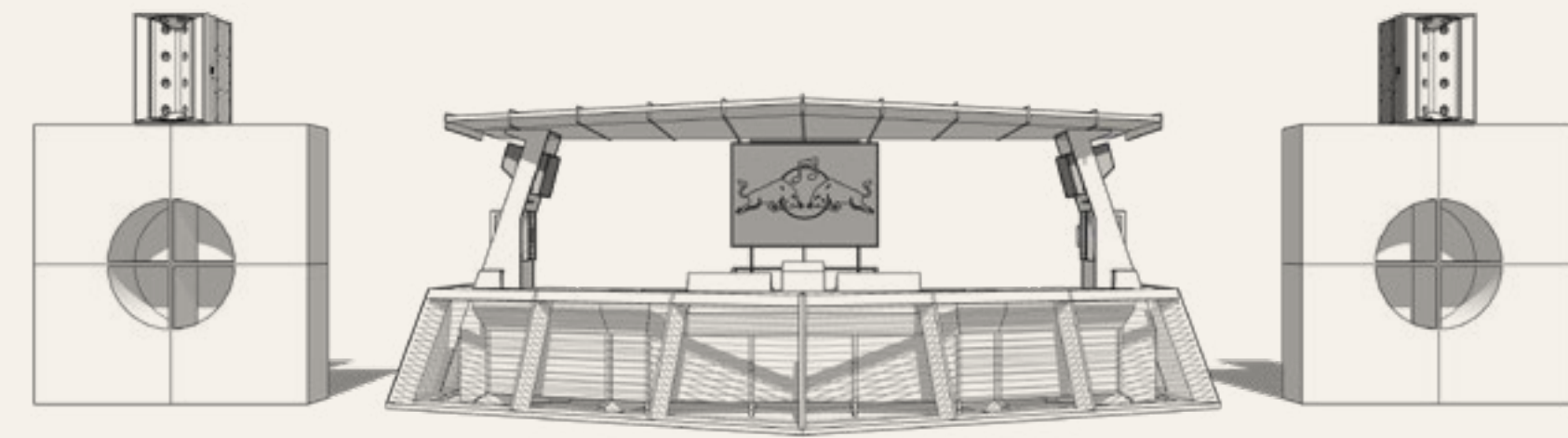
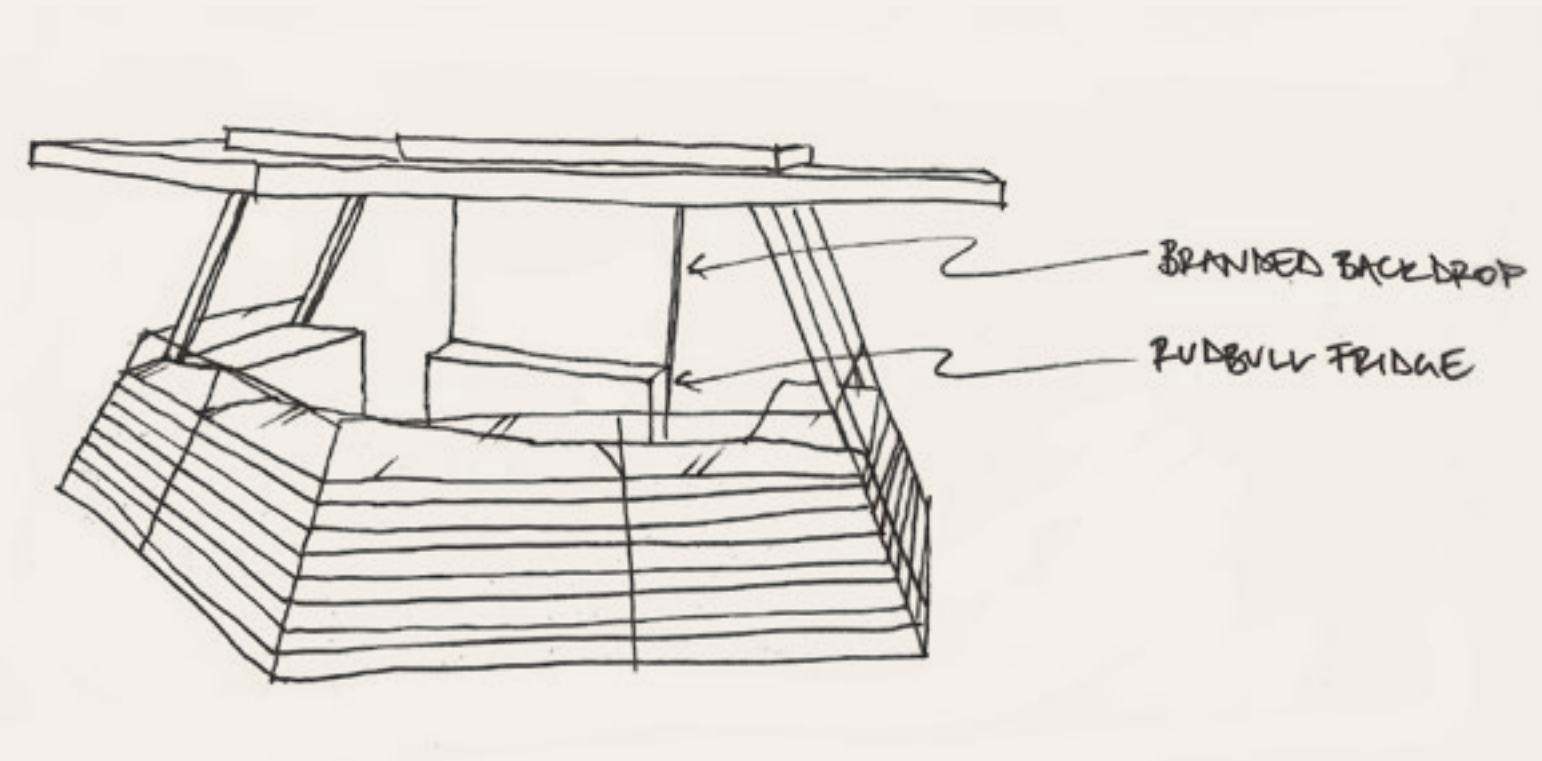


CREATIVE DIRECTION



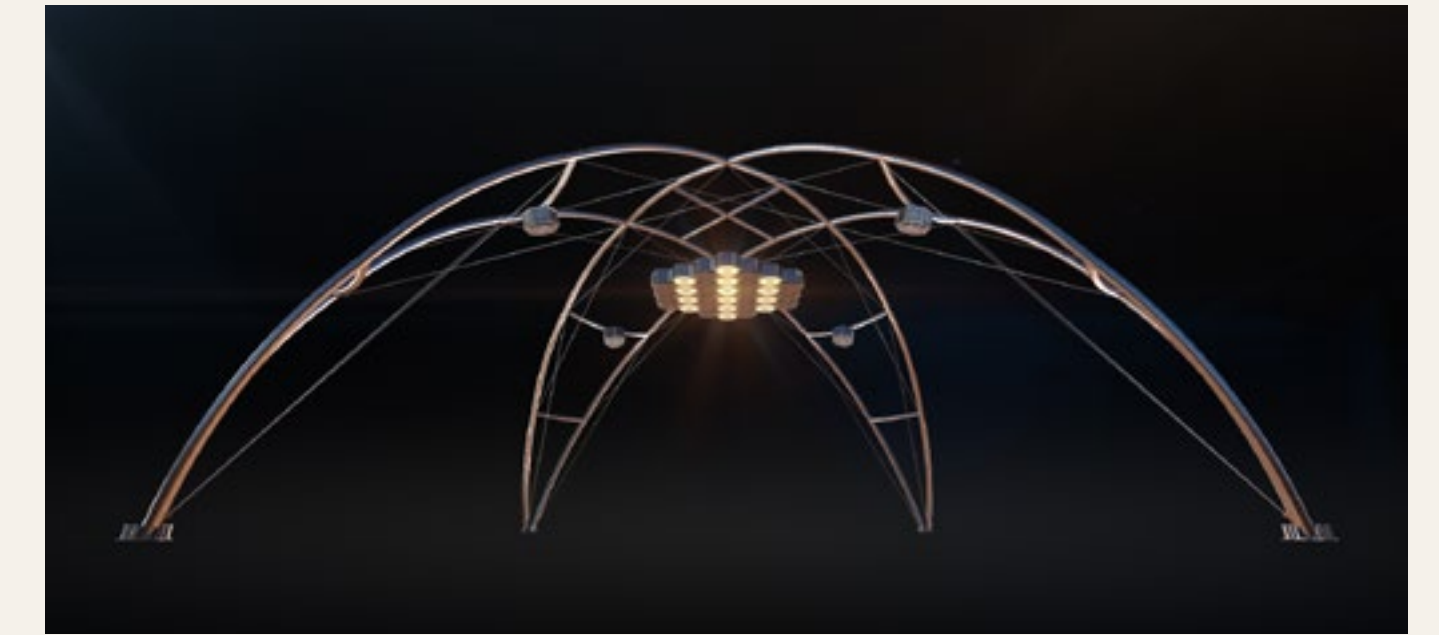
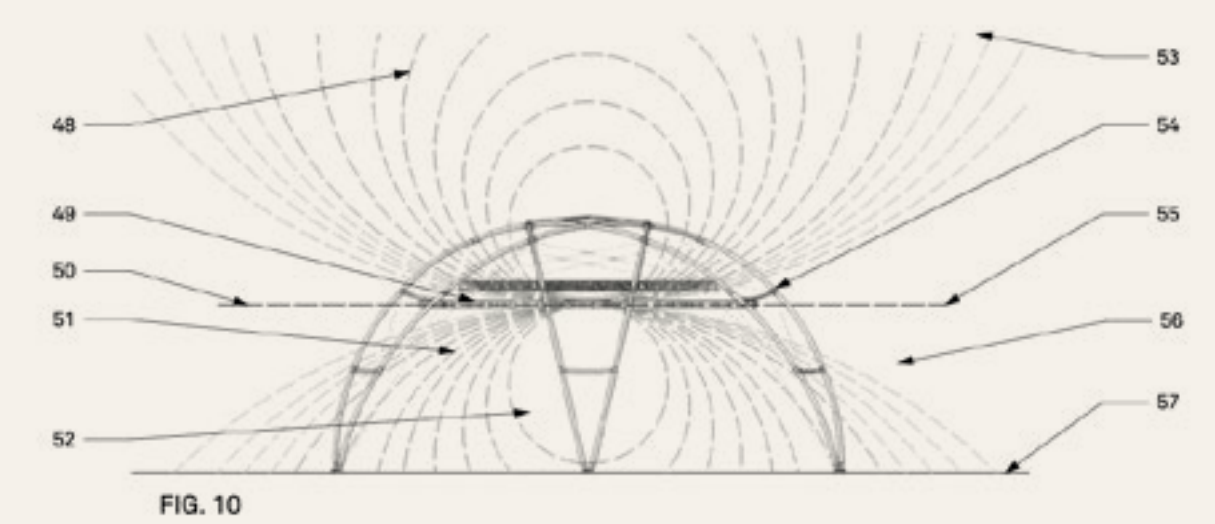
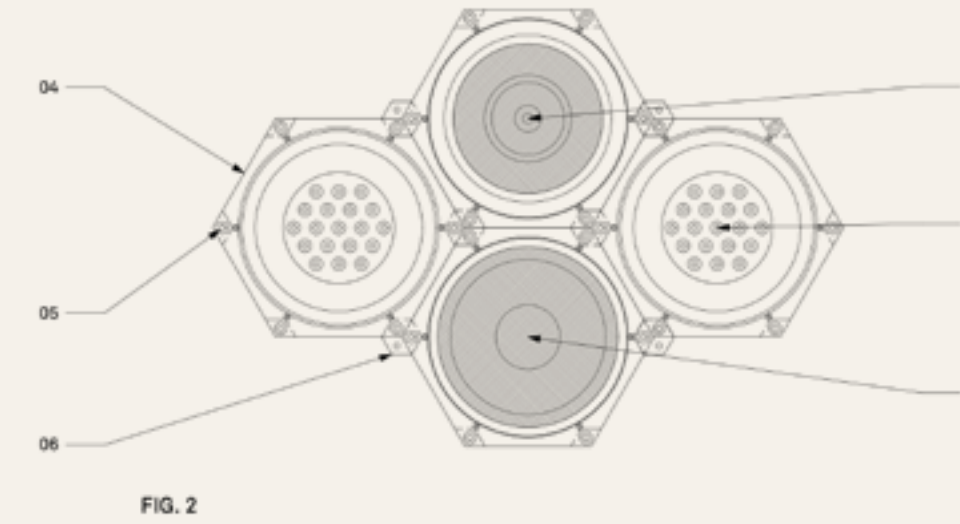
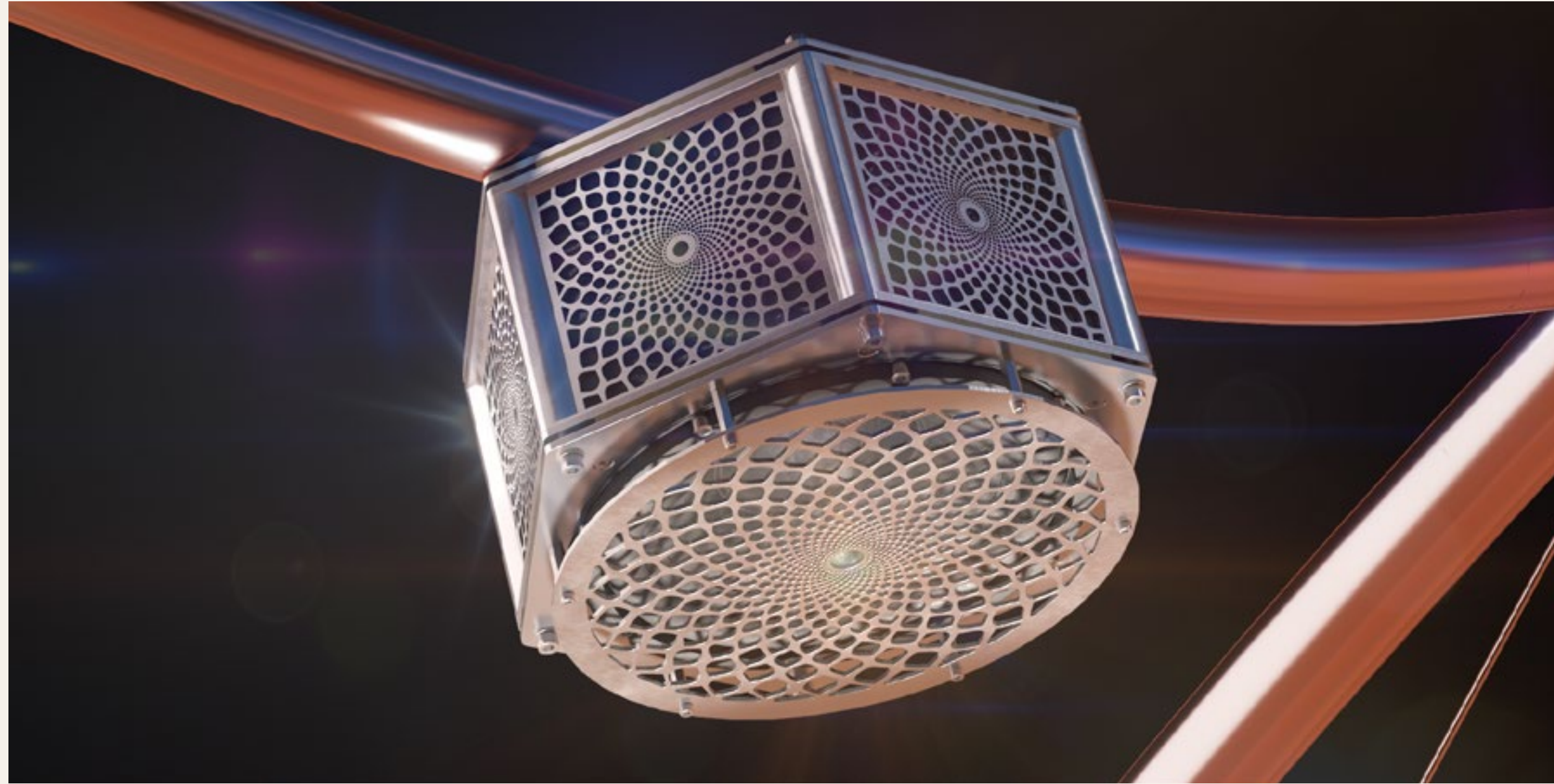
Creative direction across audio, entertainment, and live experience environments. The work ranges from festival-scale installations and touring DJ systems to brand activations and product collaborations. The common thread is improving user experience, with a single creative vision taken from the first conversation with the client through to delivery.





Led creative direction for Red Bull Music UK on a bespoke touring DJ booth, designed to scale its stage presence up or down depending on venue size. The mixing desk was engineered to switch between pure analogue, pure digital, or a hybrid of both, serving purist selectors and cutting-edge artists equally. The custom Danley sound system was specified as part of the design from day one, not added after. All creative decisions from initial sketch through to final 3D production-ready model, including client presentation and all visual development across the project.





Concept and creative direction for Halo Sound Systems, a spatial audio technology company developing the next generation of immersive sound environments for festival and large-scale outdoor use. The central question was what does a sound system look like when it's designed for pop-up events in natural locations without disturbing neighbours. Full creative control across all stages: initial concept, technical development, 3D modelling, branding, rendered visuals, prototypes and manufacturing documents.





Creative direction for a collaboration between Pacha Ibiza and Minirig, the British portable speaker brand, developing a co-branded product line used by Pacha's street performers across the island. The brief was to bring two distinct brand identities into a single object without either losing its character: Minirig's cult British audio credibility alongside one of the world's most recognisable nightlife brands. The resulting speakers were sold through Pacha's retail network across Europe and deployed as part of Pacha's wider outdoor marketing and PR campaigns. Full creative vision across both product design direction and brand alignment strategy.

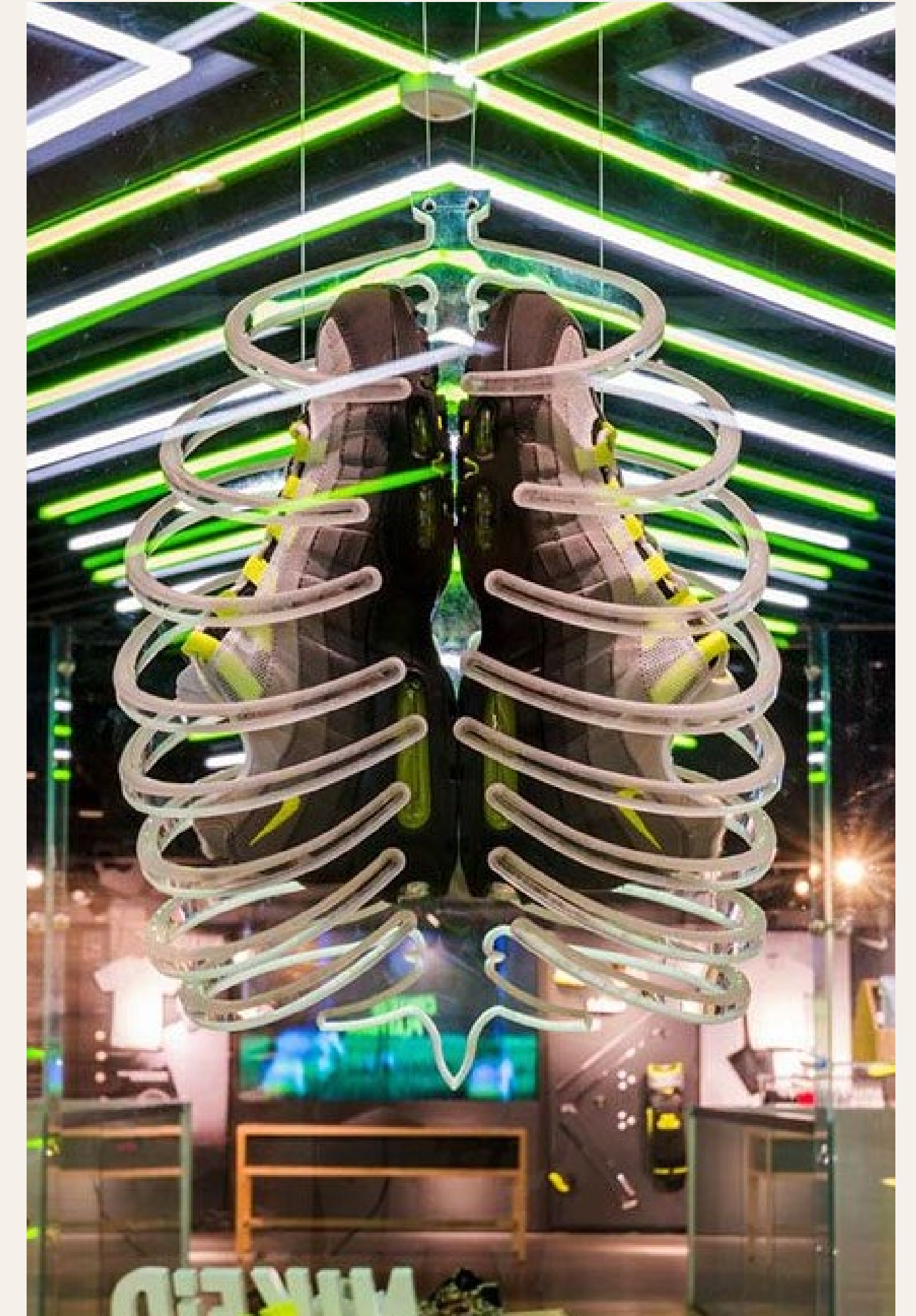
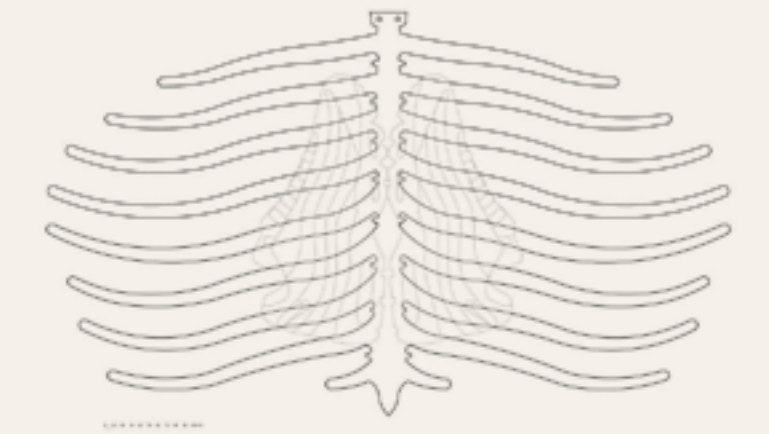
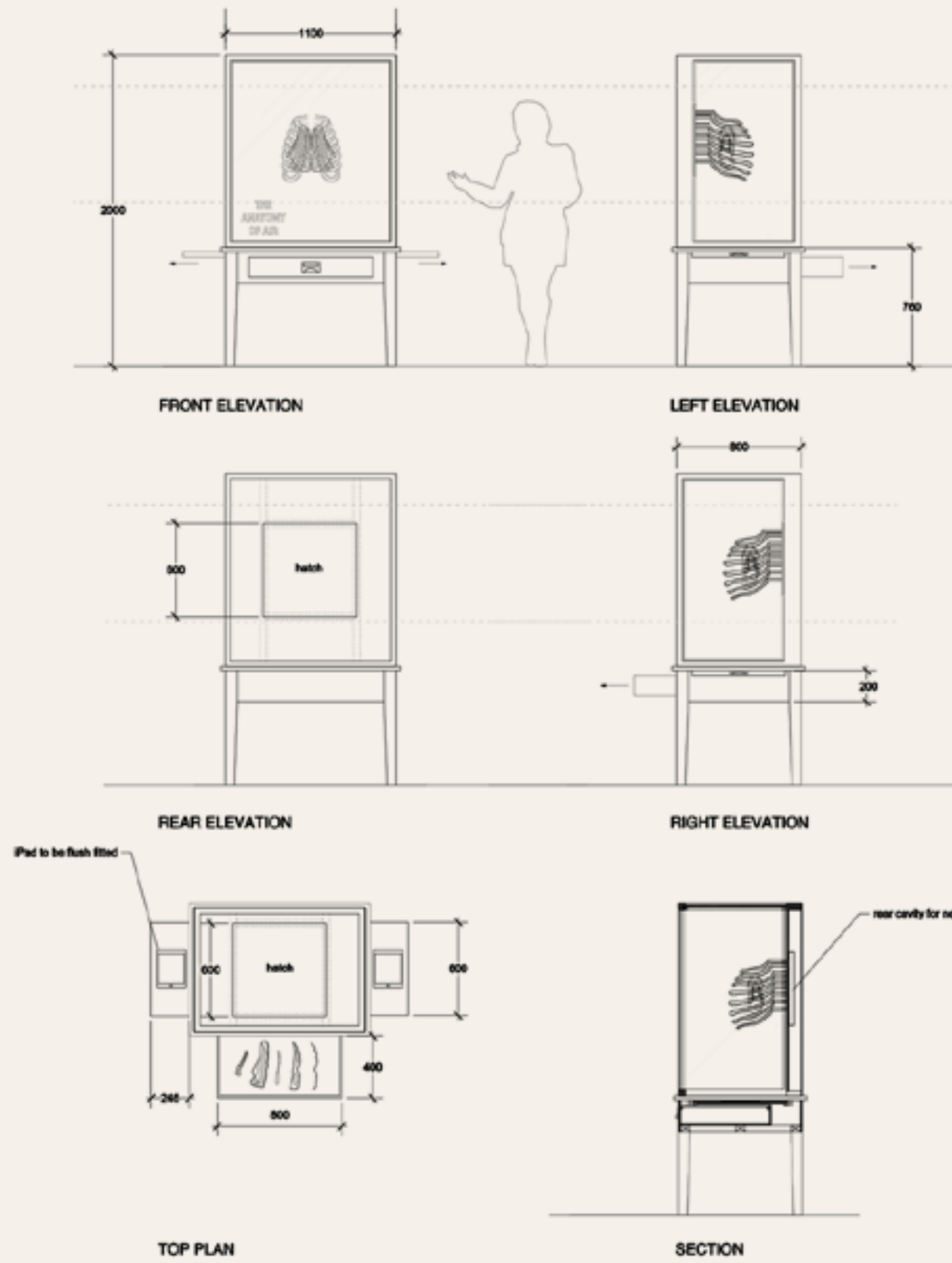


EXPERIENTIAL



Projects spanning event design, festival logistics, and brand activation. At Boomtown Fair and Tokyo World, engaged as spatial design consultant to deliver site-wide event maps, logistics drawings, and to train the in-house production team on Vectorworks workflows. At the smaller scale, a marketing and information stand for Resistance at Ibiza Airport, designed to communicate the energy of one of Ibiza's most popular nights. The case studies that follow cover larger commissions.





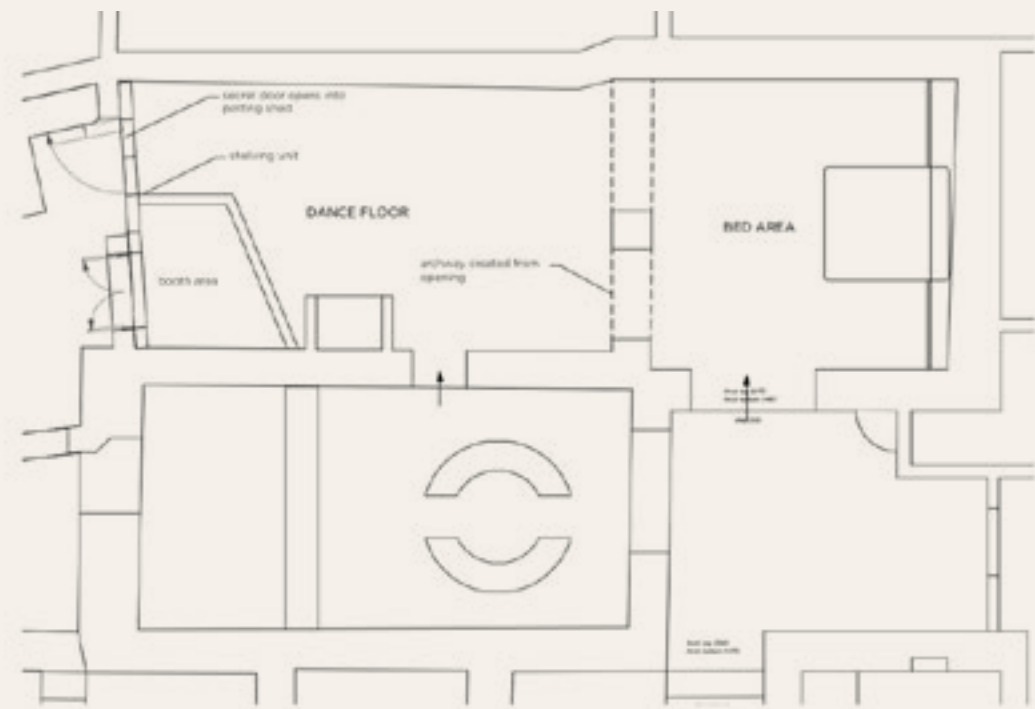
A retail installation for the relaunch of the Nike Air Max at Niketown London, delivered as lead designer through a creative agency. All working drawings, spatial development, and 3D modelling across the project. The central installation interpreted the Air Max's defining technology literally: a suspended acrylic rib cage with the shoe positioned at its centre as the lungs, the air that animates the body. Nike's original direction called for neon, but the material conversation pushed toward structural acrylic, which gave the piece a clinical precision that sat more convincingly alongside the brand's performance language. The result was a more considered, quietly confident object than the brief originally envisaged.

PIKES CLUB

CASE STUDY

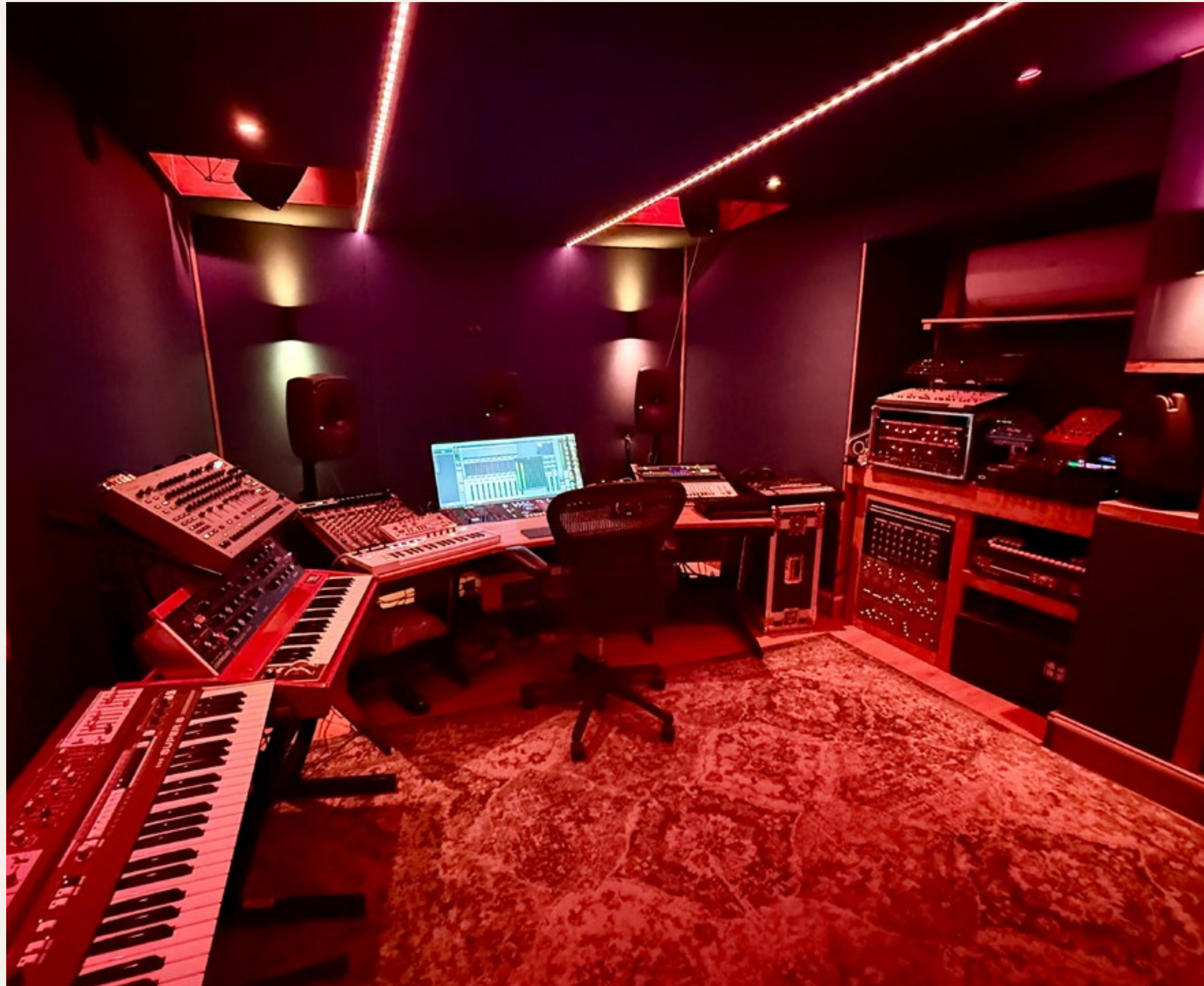


Commissioned directly by Pikes Hotel Ibiza to redesign Freddie's, the legendary nightclub occupying what was once Freddie Mercury's private suite. The central design problem was making a functioning nightclub feel like you'd stumbled into someone's bedroom. Flow, access, and technical infrastructure all had to disappear into the character of the space. The folding bed on the dancefloor and the bookcase door connecting to the outdoor Potting Shed terrace were not decorative choices, they were the solution to that tension. Led the full design process from concept through to technical delivery, including a new DJ booth developed in close collaboration with DJ Harvey.



BUSHWACKA STUDIO

CASE STUDY



A technically demanding room-within-a-room music studio build for British artist Bushwacka, at This Studios Ibiza. The brief went beyond acoustics. Bushwacka needed a space that inspired free-flowing creativity centred around his instruments, so materials, lighting, and ergonomics were given the same attention as the technical audio specification. The room had to feel as good as it sounded. Led all design stages from concept and acoustic planning through to construction detail drawings and on-site delivery, including full acoustic isolation and a 14-channel spatial audio system aligned with precision across the space.

IBIZA ROCKS

CASE STUDY

Stage and arena redesign for Ibiza Rocks, developed around a Craig David headline residency. The existing stage separated the artist from the audience and pulled focus away from the pool. The central booth concept solved this, allowing Craig David to DJ between songs and step forward to perform with the audience surrounding him on all sides. Scope also included full arena layout, VIP area planning, and hotel room redesign. Led the full project directly with the client from brief through to build. The concept worked well enough that it has been used every year since.







A temporary branded bar installation for Malibu Rum at Ibiza Rocks. The brief was to create an authentic Caribbean atmosphere that complemented the brand without looking like a sponsorship add-on, built to be dismantled at the end of the season and redeployed year after year. Developed a series of concepts for the client through to 3D models and technical documentation for the build team. The design prioritised materials and atmosphere over branding, a structure that belonged to the Ibiza Rocks environment while doing its job as a high-volume bar in a busy pool party setting.

TESTIMONIALS

"Invaluable to creating the new Pikes, having the ability to make multiple changes was essential to the success of the project."

Dawn Hindle, Owner of Pikes & Ibiza Rocks Hotels.

"I am more than happy to recommend your work, it was outstanding, especially considering the very tight time constraints."

Rolf Blakstad - Blakstad Architects Ibiza

"Extremely happy client!! Well done and many thanks."

Caro - Vivid Design Works