



Portfolio Claudia Jordao

# Berliner Allee 11

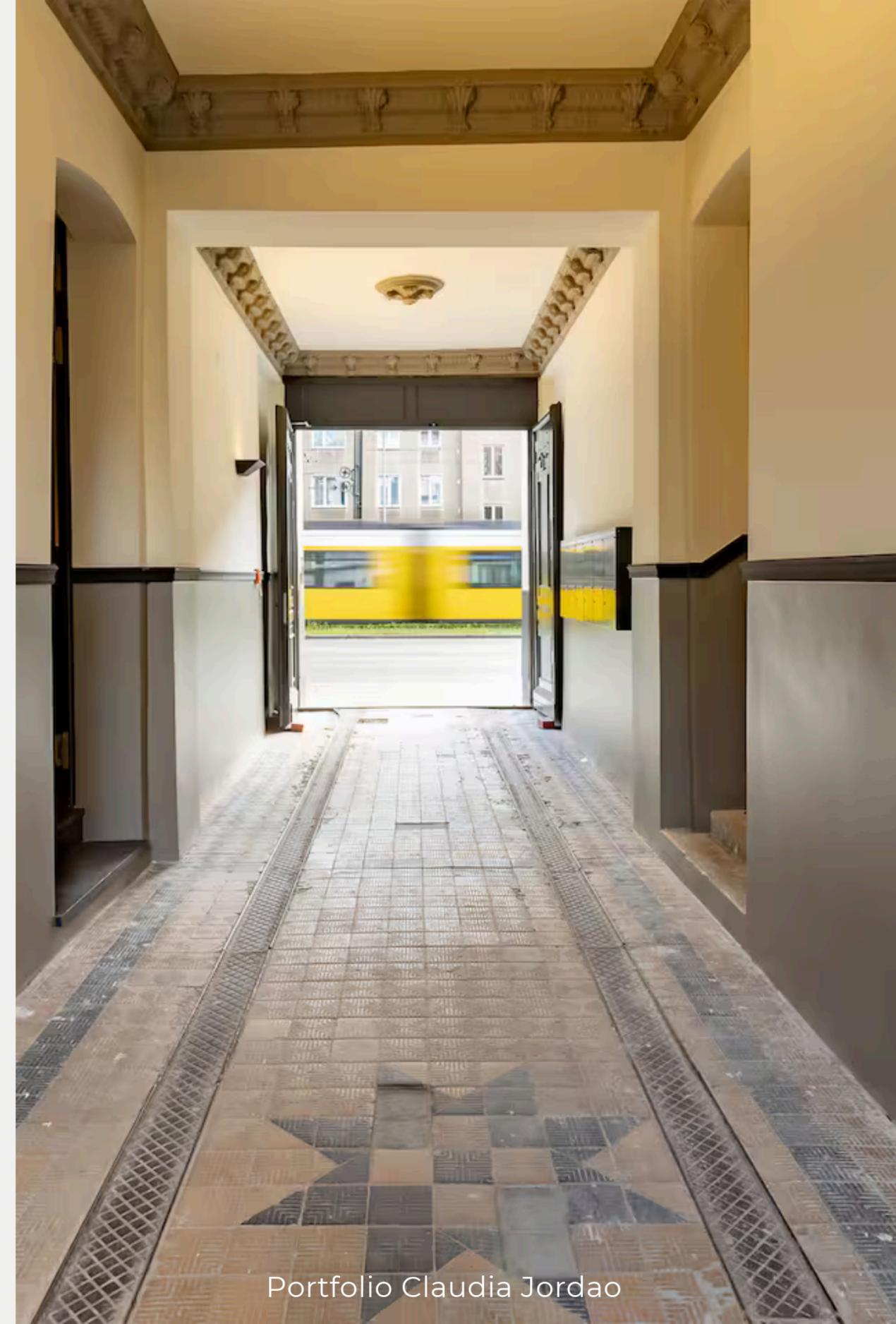
*Seven Styles, One Vision*

The Berliner Allee project presented a unique and exciting challenge: design seven individual apartments for short-term rental, each with its own distinct character and design concept.

Rather than applying a uniform look, we embraced diversity, developing a tailored aesthetic for every unit to appeal to a wide range of tastes and lifestyles.

From the raw textures of the industrial style to the playful colors of Memphis, and from vintage charm to minimalist calm, each space was crafted to stand out while maintaining a cohesive quality standard.

The result is a vibrant collection of apartments, ready to welcome guests with personality, comfort, and visual impact.



# Apartments



**#1 Vintage**



**#2 Industrial Copper**

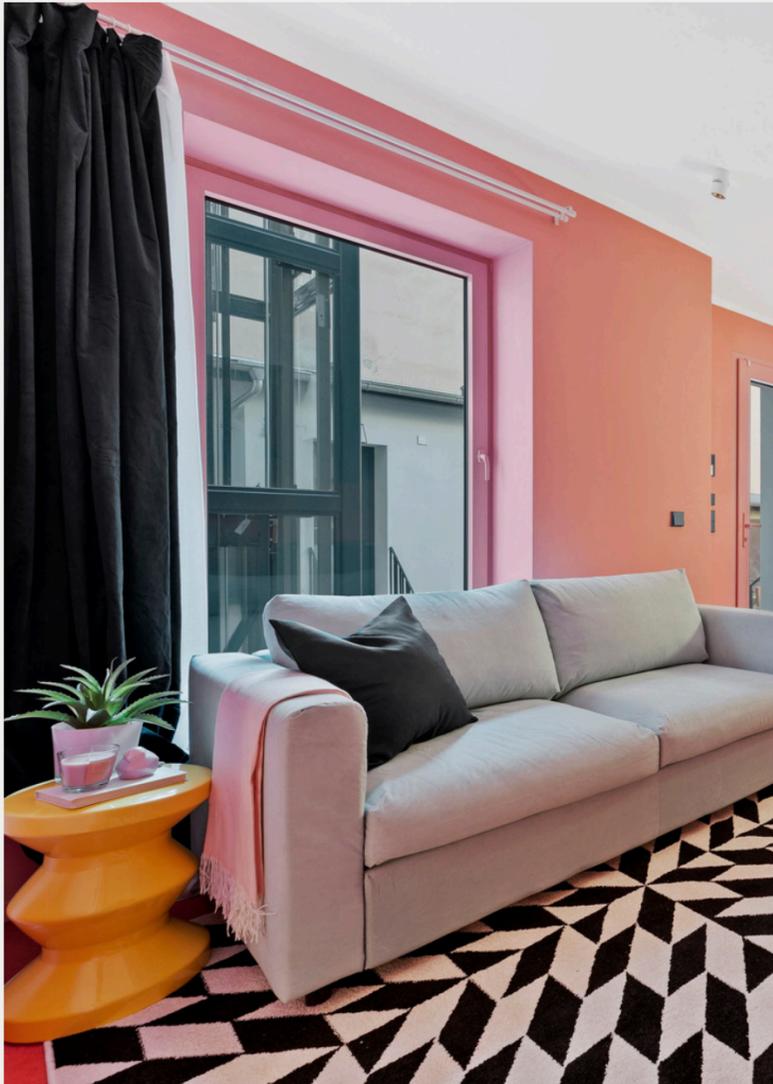


**#3 Industrial**



**#4 Vintage Chic**

# Apartments



**#5 Memphis**



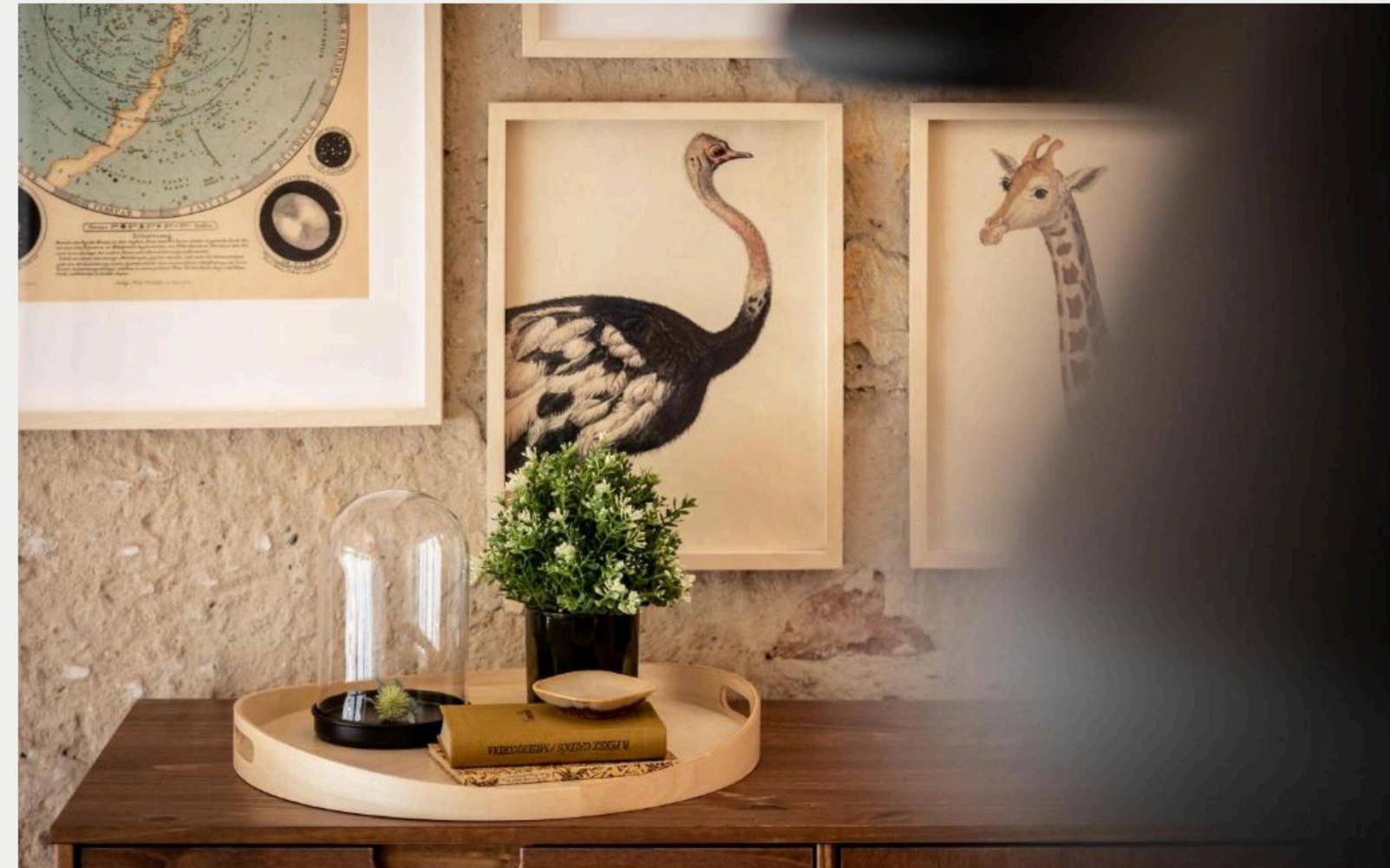
**#6 Minimalist**

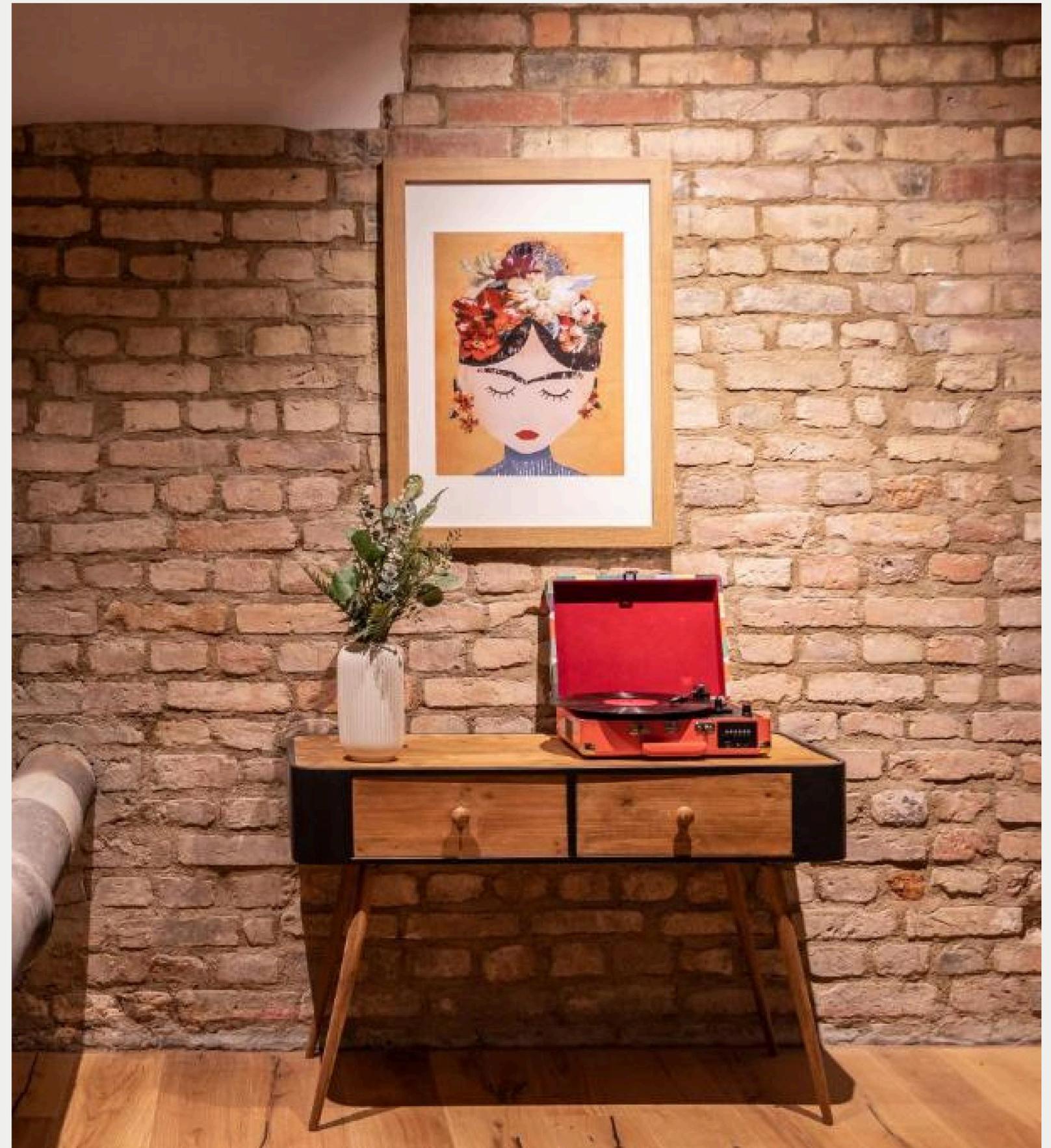


**#7 Youngster**

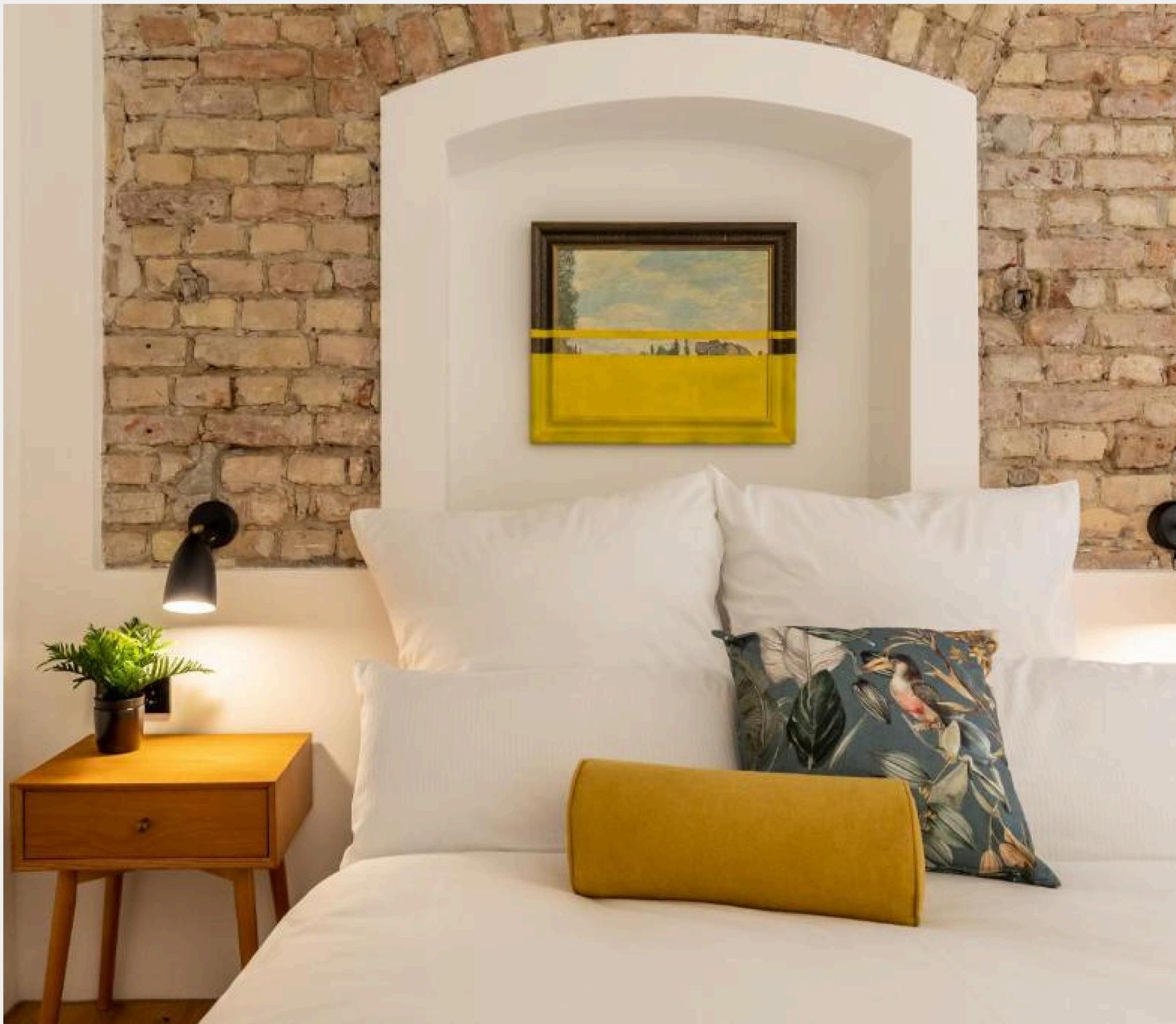
# Apartment #1

This apartment celebrates the timeless charm of vintage design, with carefully selected furniture, warm color tones, and nostalgic details. Each piece tells a story, creating a cozy, character-filled atmosphere that feels both familiar and unique. Ideal for guests who appreciate authenticity and a sense of history, this space offers a warm retreat with a distinctive soul.





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## Apartment #2

Bold and refined, this apartment embraces the raw elegance of industrial design, featuring exposed textures, clean lines, and a neutral palette. Copper accents add warmth and sophistication, creating a striking contrast against concrete tones and dark metals. The result is a modern, urban space with a strong identity, perfect for guests seeking style with an edge.





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# Apartment #3

This apartment brings an edgy, urban twist to the industrial aesthetic. Featuring raw materials, dark tones, and streamlined furnishings, the design is both bold and functional. A standout element is the graffiti-covered bedroom wall, adding authentic street art flair and a sense of Berlin's creative energy. It's a space that captures the spirit of the city: modern, artistic, and unapologetically original.





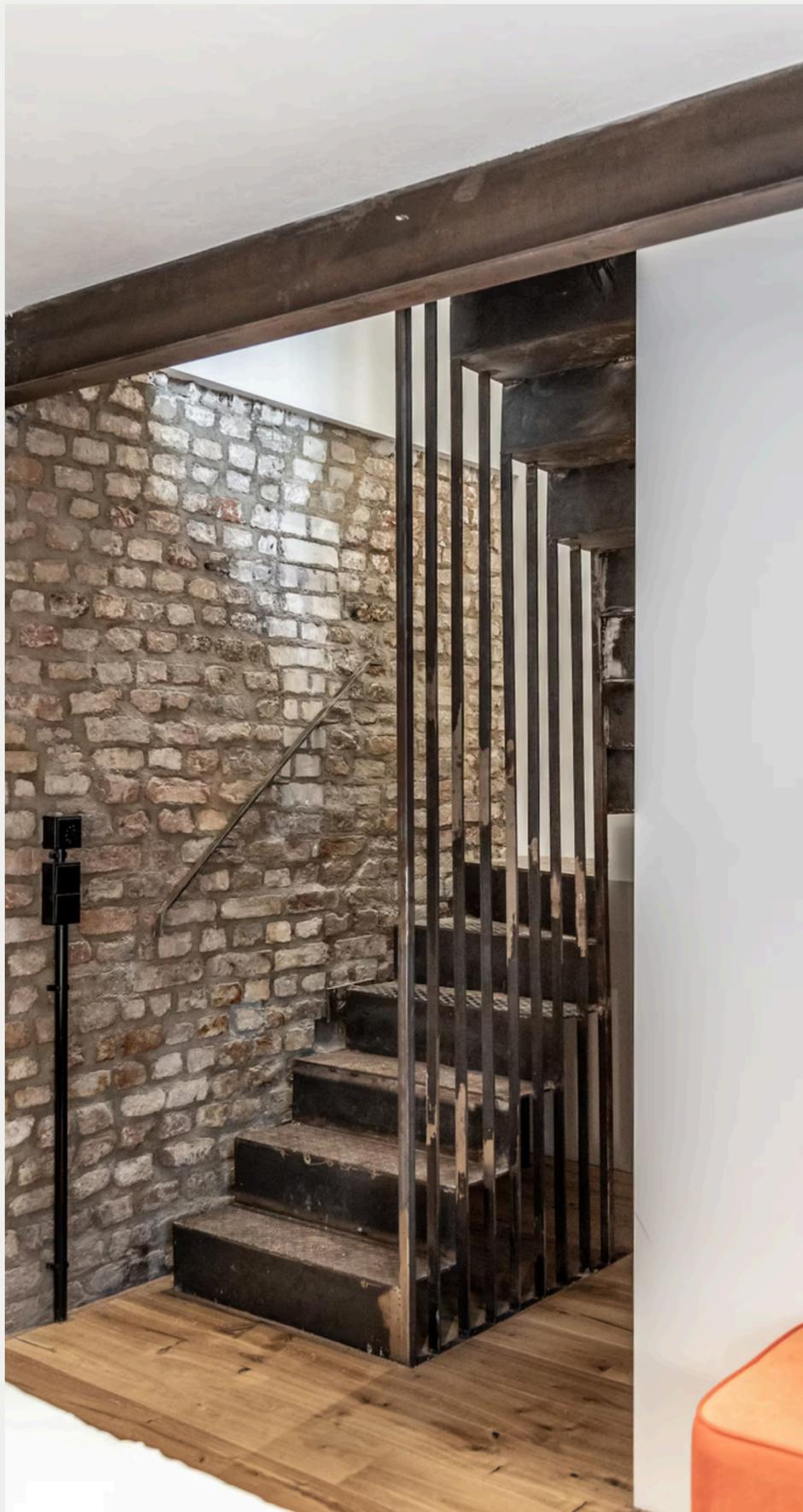
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## Apartment #4

Elegant and full of charm, this apartment blends classic vintage elements with refined, contemporary touches. Strong color palettes, curved lines, and carefully selected decor pieces create a warm and sophisticated atmosphere. With its balance of nostalgia and elegance, the space offers a timeless appeal, ideal for guests who appreciate style with grace and personality.



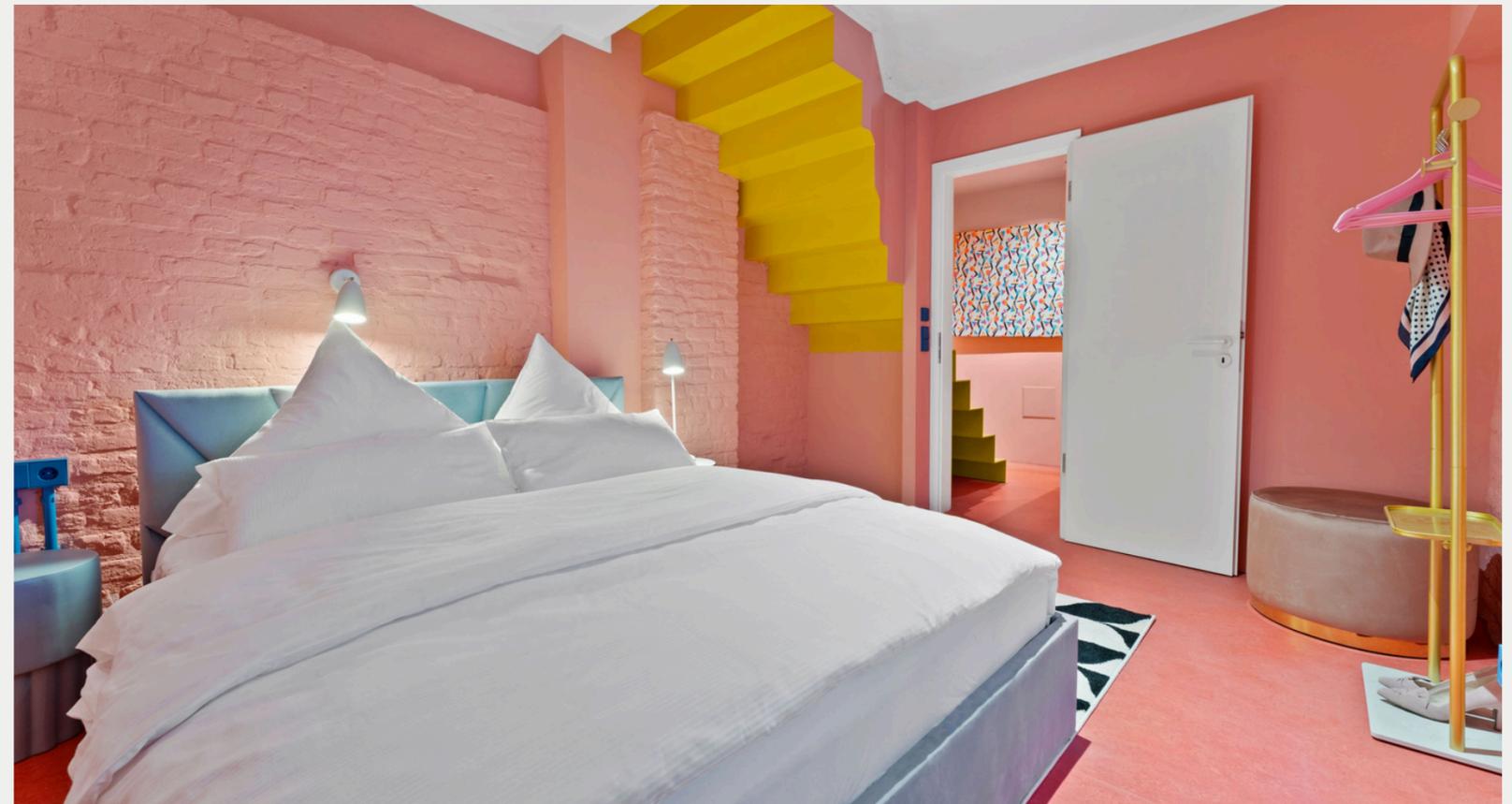
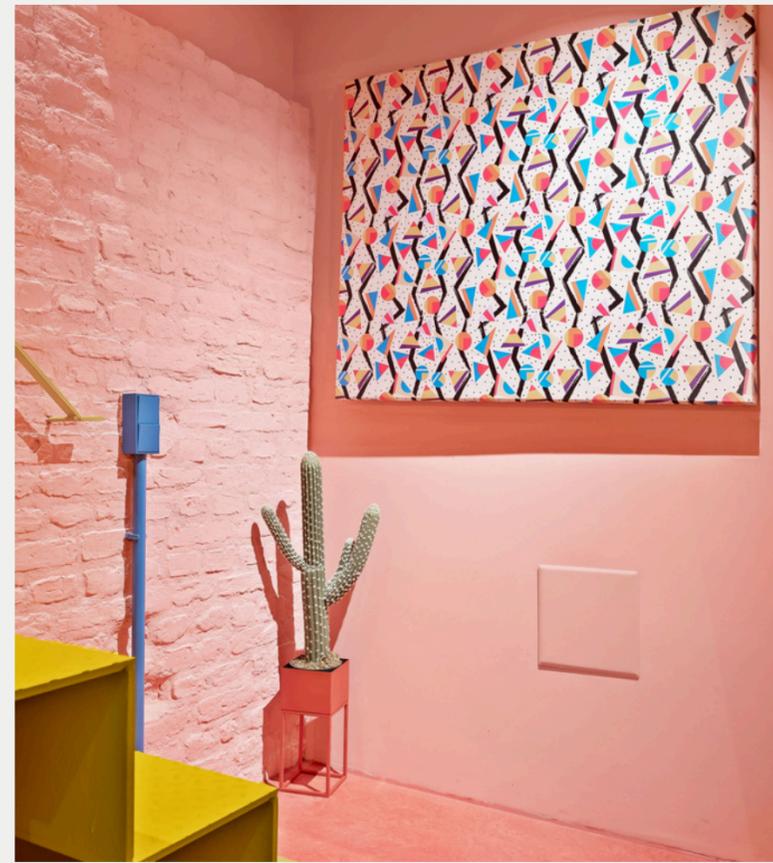


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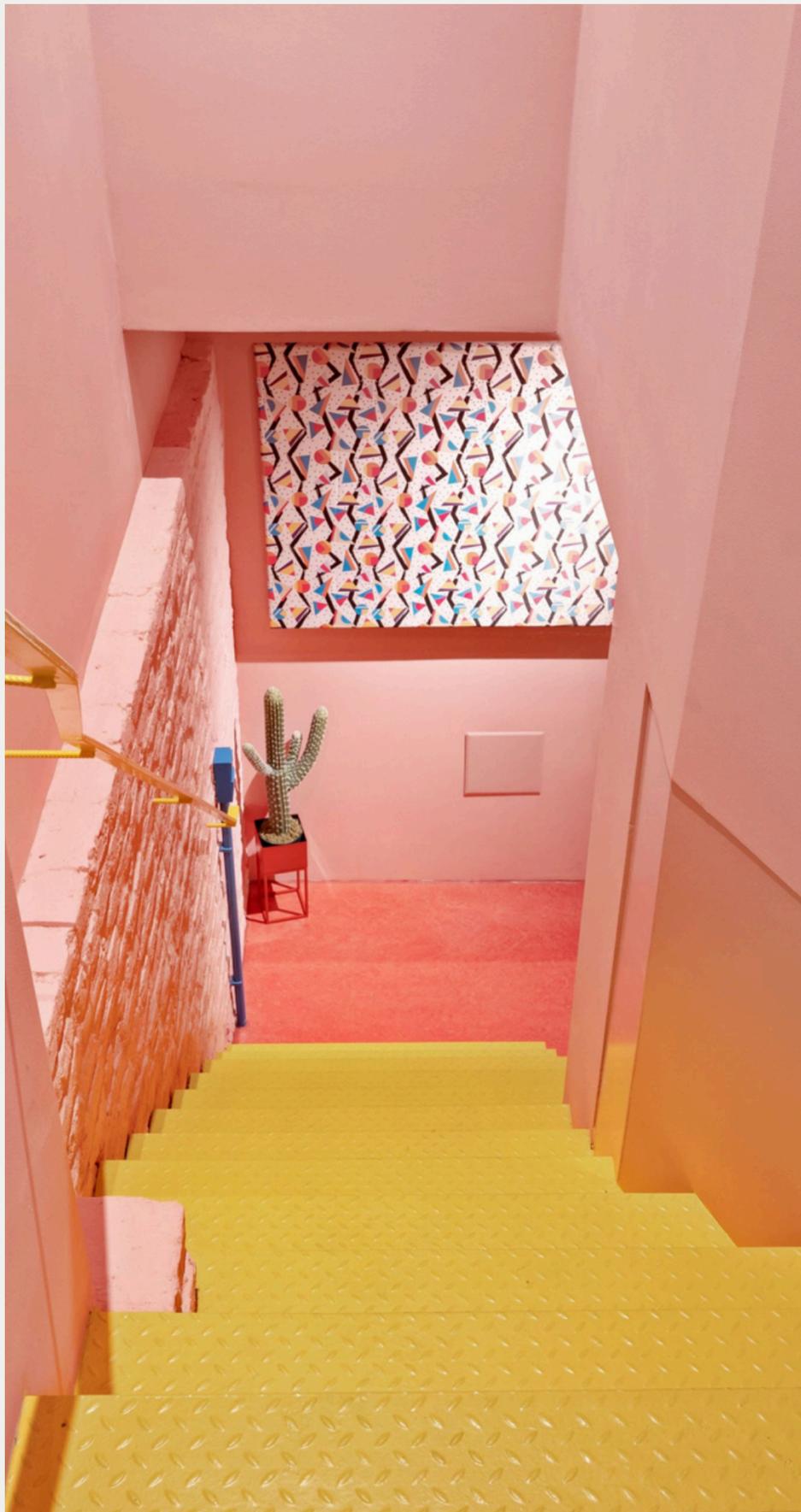
# Apartment #5

Playful, bold, and full of personality, this apartment is inspired by the iconic Memphis design movement. Vibrant colors, geometric shapes, and unexpected combinations bring energy and creativity into the space. Designed to surprise and delight, this apartment is perfect for guests who appreciate artistic flair, fun design, and a truly unique visual experience.





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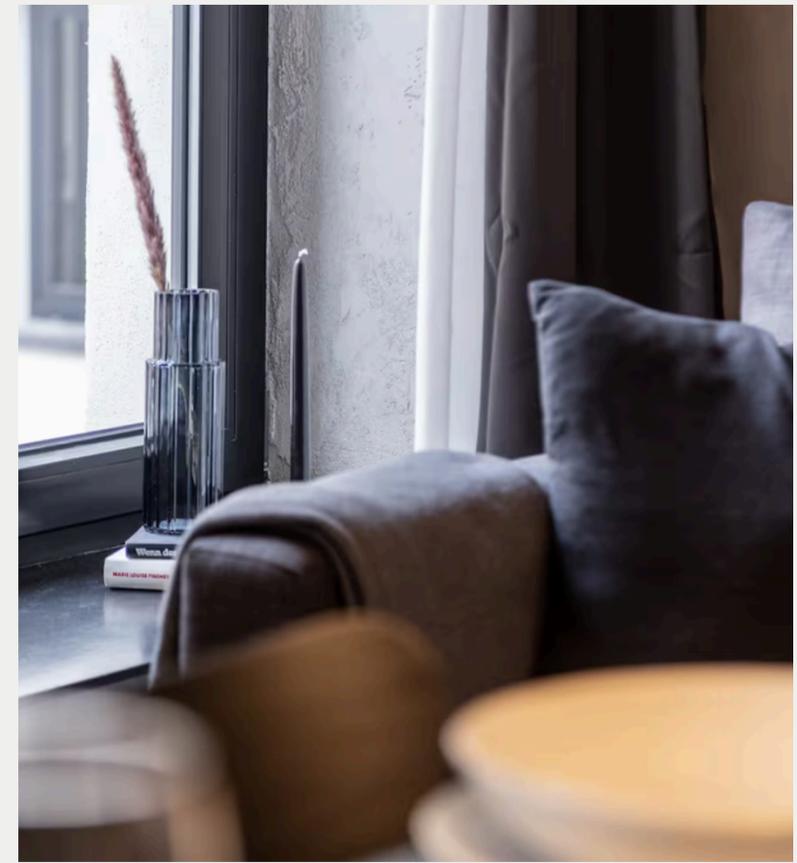


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# Apartment #6

Sleek, modern, and uncompromisingly minimal, this apartment embraces a raw aesthetic with all walls finished in exposed concrete. A monochrome palette of grey and black reinforces the clean lines and uncluttered design, creating a calm, focused atmosphere. Every element is intentional, offering a refined space that speaks to lovers of simplicity, structure, and contemporary urban living.

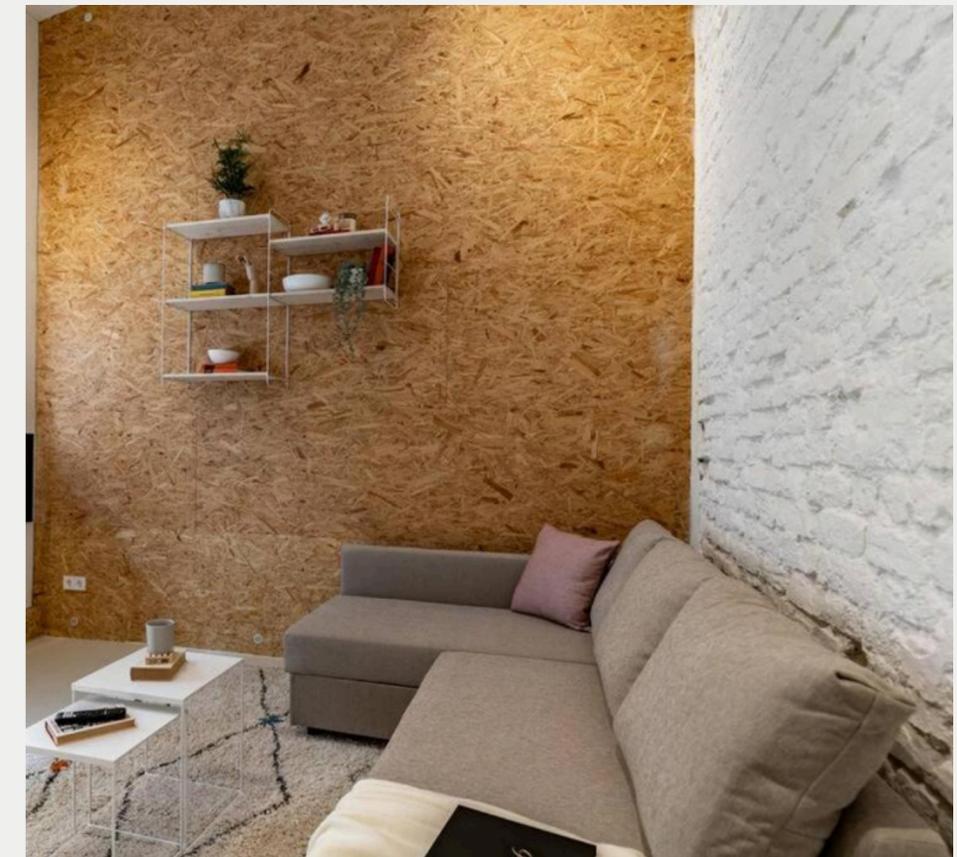


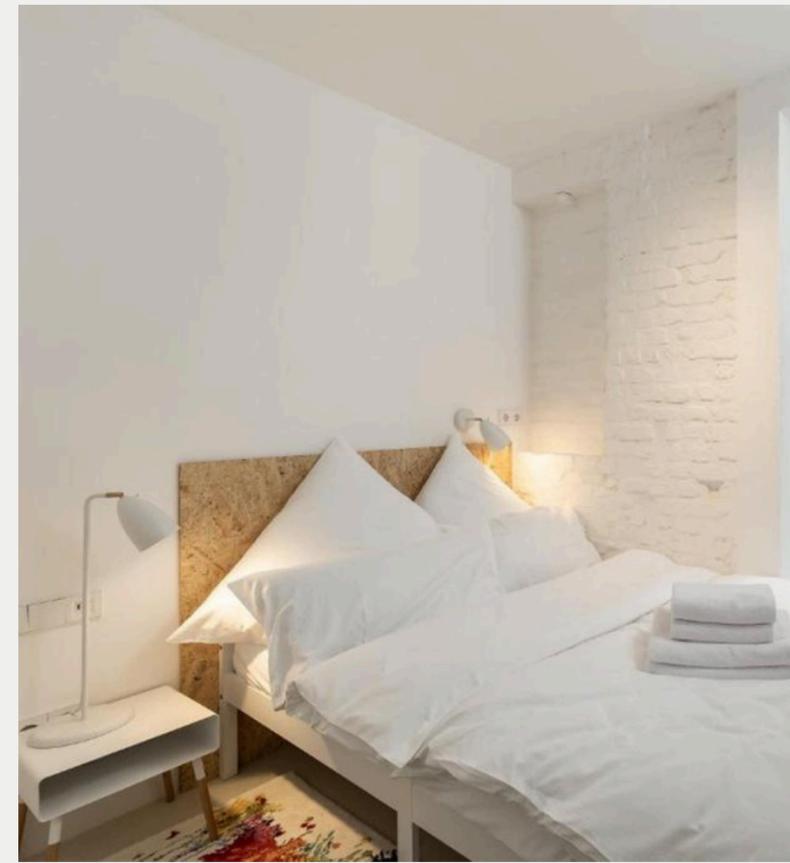


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# Apartment #7

Bright, fresh, and full of youthful energy, this apartment is designed for the playful at heart. Clean white walls and furniture provide a neutral base, while accents in pressed wood add warmth and texture. Pops of yellow bring vibrancy, and colorful, quirky details throughout the space inject fun and personality. It's a lively, modern environment, perfect for young guests looking for a cheerful and inspiring stay.





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# Project: *Berliner Allee 11, Berlin*

The Berliner Allee project showcases the power of tailored design in the short-term rental market. By giving each of the seven apartments a unique concept, ranging from vintage elegance to bold Memphis flair, we created memorable, character-rich spaces that stand out in a competitive market. This diverse yet cohesive collection demonstrates how strategic Interior Design can enhance guest experience, strengthen brand identity, and maximize occupancy potential. A creative challenge that resulted in seven distinct apartments, each ready to welcome guests with style and intention.

