

Scan here for my 3D model video walkthrough:



**The Brief:**

To design a multisensory, immersive culinary experience, drawing inspiration from existing dining brands. Ideas must transport guests into a fictional realm, where the architecture & senses converge to create an unforgettable journey.

the custom photo card that guests will take away at the end of the experience

**Brand:**

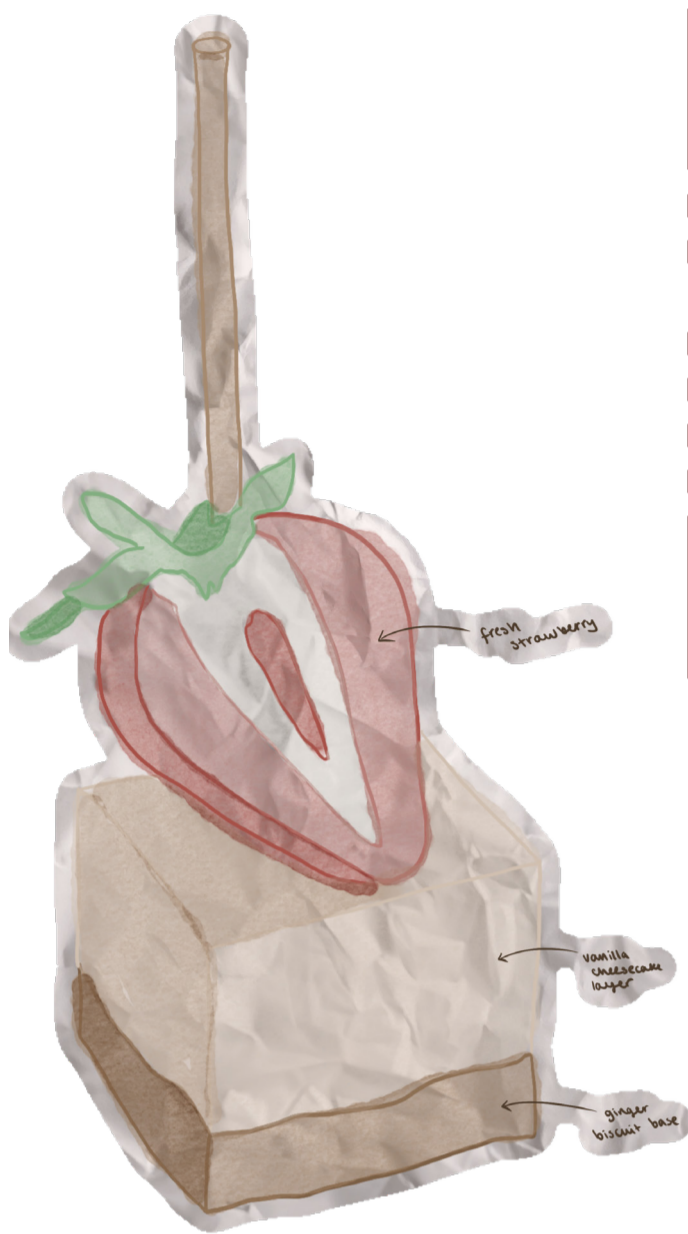
I chose to take inspiration from The Rosarium an subtle Alia in wonderland inspired restaurant in London.

the custom QR code ticket that guests will receive at the start of the experience.

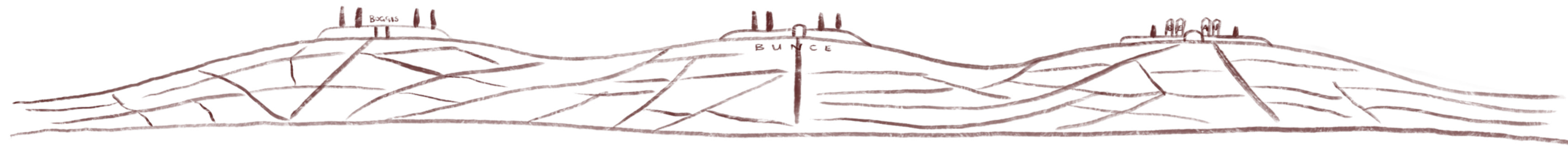
Photo Op 1: Pull up the curtain to the secret door inspired by the opening scene of the movie.

Photo Op 2: Search behind the bookshelf. Inspired by the scene with the movie.

Photo Op 3: Head through the tent door inspired by the tent scene.



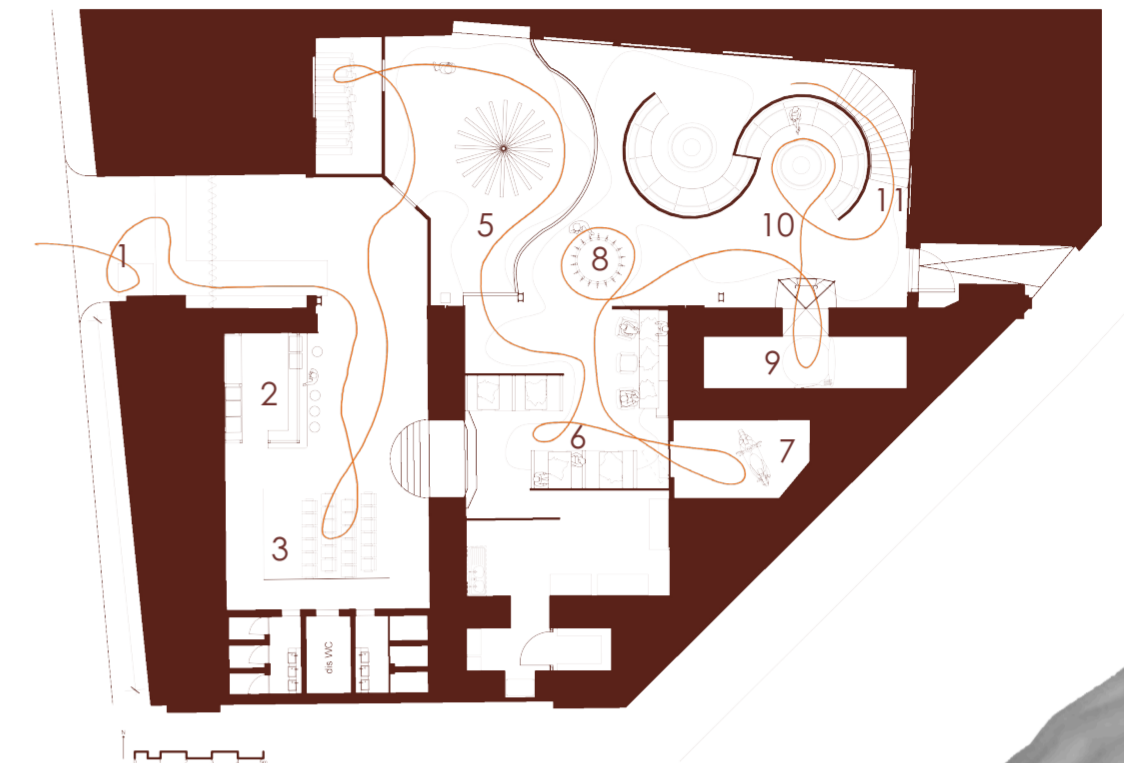
# Overview



Kitsune is a fictional interiors project that challenged me to create an immersive dining experience for a collaboration between the rosarium and fantastic mr fox. Guests journey through immersive themed spaces, including The Orchard, The Game Lodge, and The Campfire, with interactive elements and dining experiences mirroring the fictional film. The concept delves from the playful craft of stop motion and Wes Anderson, translating them into real life interior experiences based on imagination. I also produced a 3D model video walkthrough as one of my outputs for this project, exploring the use of stop-motion to bring my project to life.



# User Journey



- 1. Ticket Booth
- 2. Bar
- 3. Cinema
- 4. Photo Op. 1
- 5. Starter
- 6. Main Course
- 7. Photo Op. 2
- 8. Cider Barrel
- 9. Photo Op. 3
- 10. Dessert
- 11. Stairs

## 1. Ticket Booth

Guests will enter and collect their ticket from the booth, then head into the Cinema-Bar to have their cider and watch a short movie about the experience.

## 2. The Orchard (Starter)

They will then move into The Orchard, where they will 'pick' their starter off the tree, and follow the interactive mural to the 1st photo booth.

## 3. The Game Lodge (Main Course)

After this, they head into The Game Lodge, where they sit down to have their main course. Before they leave this room, guests use the 2nd photo booth behind the bookcase.

## 4. The Cider Barrel

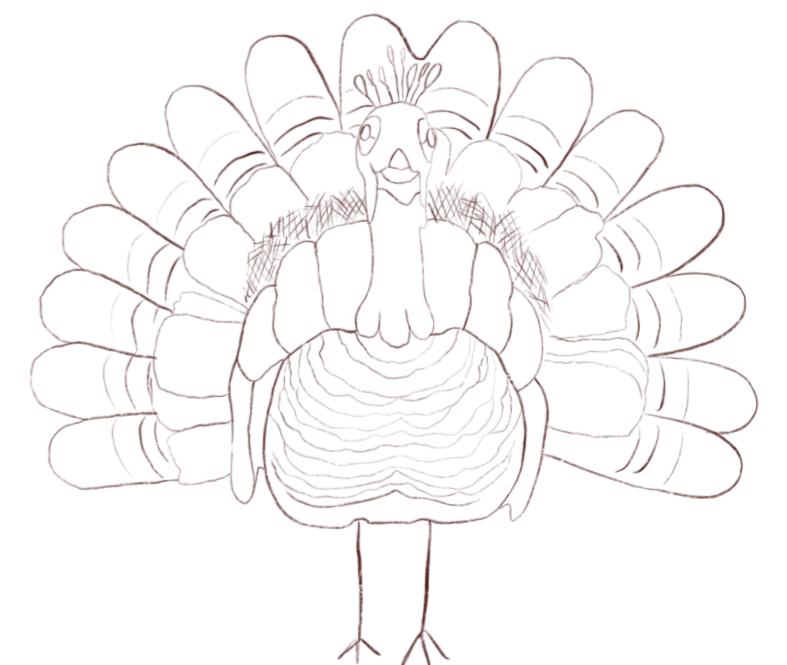
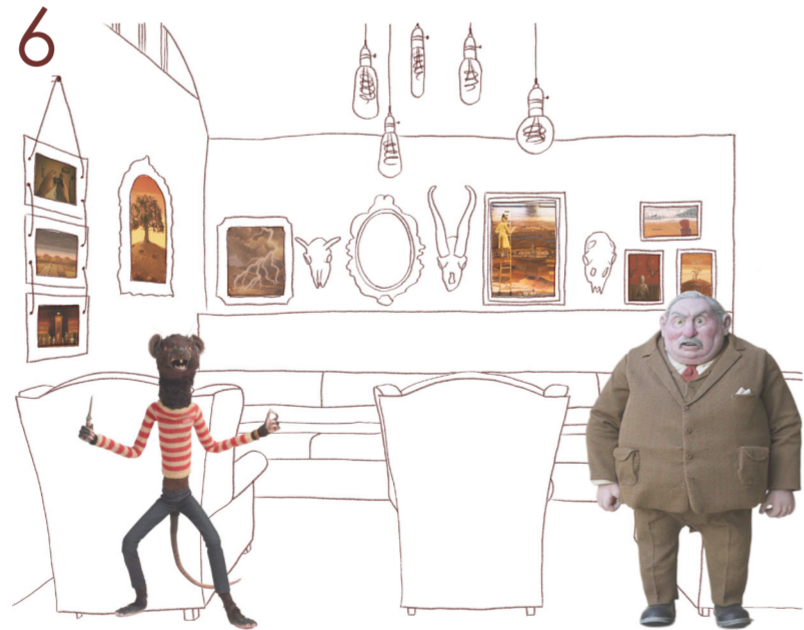
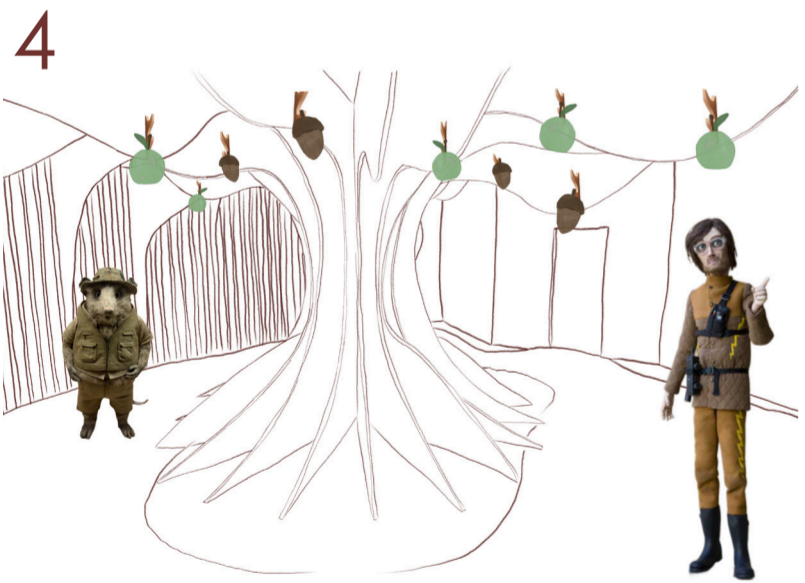
They then continue towards The Campfire, but on their way, fill up their drink at The Taps. They can also now use the 3rd photo booth through the tent.

## 5. The Campfire (Dessert)

Guests now take a seat around one of the campfires, and eat their dessert.

## 6. The Exhibition

They then head up the stairs onto the mezzanine where they can explore and learn about stop motion film, and collect their photo card to remember their experience.



# Key Space - The Game Lodge

I chose The Game Lodge as my key space because I really wanted to have a focus on the area the guests will probably spend the most time in. The Game Lodge is the room where guests will be served their main course, and it is inspired by the home of 'Bean' one of the farmers from the film.

## Materials Board



1 Original brick wall behind the banquette seating | 2 ALMA Leather Vesuvius Oxblood upholstered on the chairs & booth seats | 3 Red Tartan Harris Tweed cushions | 4 Walnut Timber for the floor and booths | 5 Claybrook Bungalow 22 Wine Time Square | 6 Technical Booth Detail | 7 Bulbs for above the booths inspiration | 8 Spider light for above the banquette seating inspiration | 9 Wall moulding for room dividers

## Visuals

