

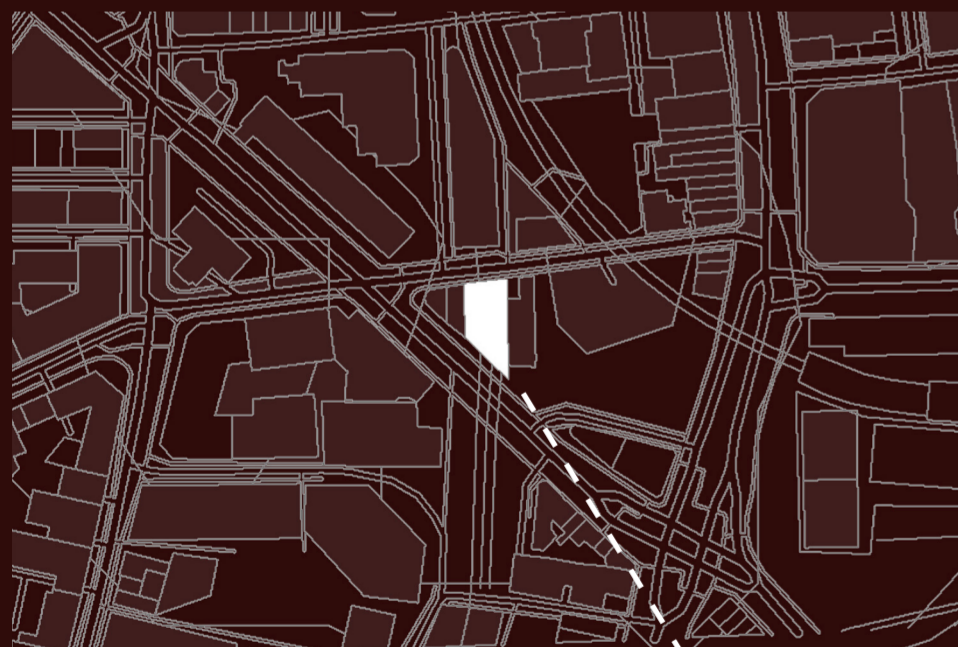


L'OMBRE ROUGE

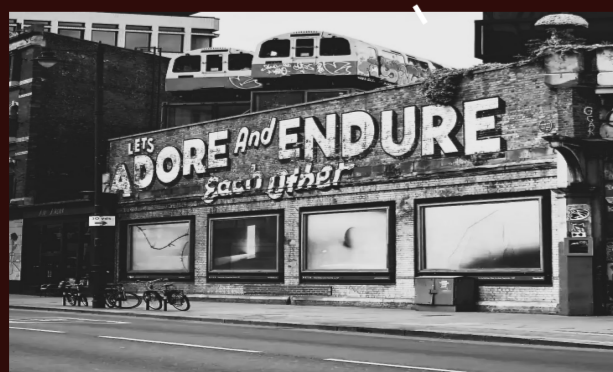
Where sustainable luxury, fine dining, and mystery unfolds one clue at a time

L'Ombre Rouge is an immersive murder mystery experience, blending fine dining with considered sustainability choices to help build community connections. Using UN Sustainable Development Goals 10, 11, and 12 as a starting point, the experience encourages people from different backgrounds, ages, and cultures to work together to solve mysteries, build relationships, and reduce social barriers. Focusing on local sourcing, craftsmanship, creators, and performers, the concept promotes responsible consumption while strengthening the local community. L'Ombre Rouge creates a social environment where guests can enjoy a unique and engaging experience, fostering an inclusive community atmosphere accessible to everyone.

SITE



Based in Shoreditch, the site is 5000 sq feet and is a restored Victorian coal storage warehouse. It has access at both the front and back, and is accessible for wheelchair users. There is a loading area and car park nearby and has local and direct access by train and car.



USERS

"Me and my sister heard through our other influencer friends that there is a new hot place in London doing murder mystery dinners, and we thought we'd have to check it out! I have no clue if we'll be good at solving anything, but I'm down to have a good time and pretend to be a detective for a day."



LUCY & HELENE - 24 & 26

"I spend my days crafting twists and turns on the page whilst writing my book, but now I get to chase them through real-life clues. I'm curious to see if I can solve the mystery before dessert arrives, and see if I can gather any inspiration."



THEODORE - 28

"I wasn't planning anything fancy, just a date night with my husband, but then I found this murder-mystery dinner online. It sounded so fun—we're both curious to see if we can figure out whodunnit!"



WILLOW - 50

CONCEPT

Step beyond the ordinary and into L'ombre Rouge, where the outside world fades and mystery takes its place. Begin your evening in the exclusive sorting room, where elegant surroundings and sealed envelopes assign you a hidden identity. As you uncover your role, conversation turns to suspicion — because here, secrets hide in plain sight. But before dinner is even served, one guest vanishes without a trace, and the truth emerges: a murder has been committed. Now, as you dine in luxury, the question remains... can you decode the clues and uncover the killer before it's too late?

MAIN AIMS

- » Create a high-end, exclusive atmosphere through elegant design choices.
- » Apply sustainable choices throughout my design with carefully considered materials and eco-friendly choices
- » Make the experience feel indulgent with rich food, textures, and details.
- » Focus on beauty with strong visuals and artistic elements.
- » Design an immersive experience that goes beyond just dining.
- » Use the murder mystery idea subtly as inspiration, not as a literal theme.

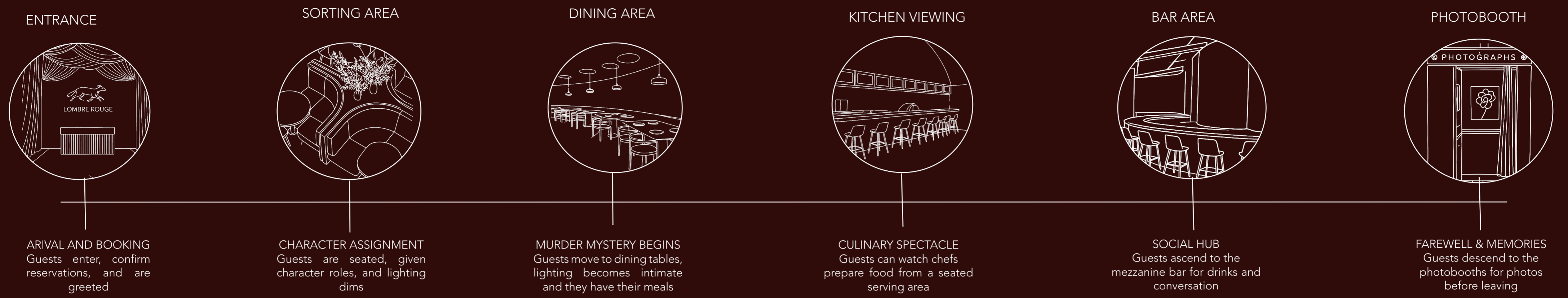
CONCEPT JOURNEY



CONCEPT COLLAGE



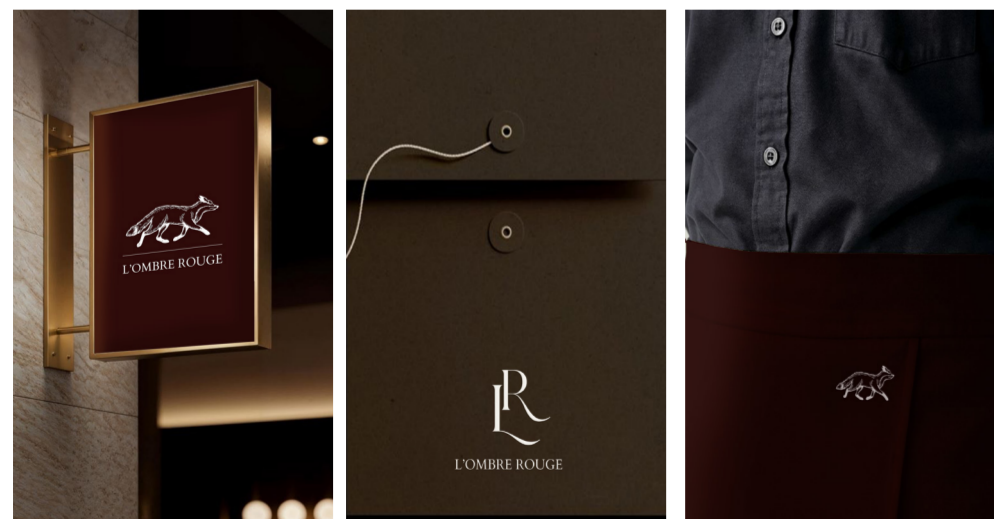
USER JOURNEY



BRANDING AND MARKETING



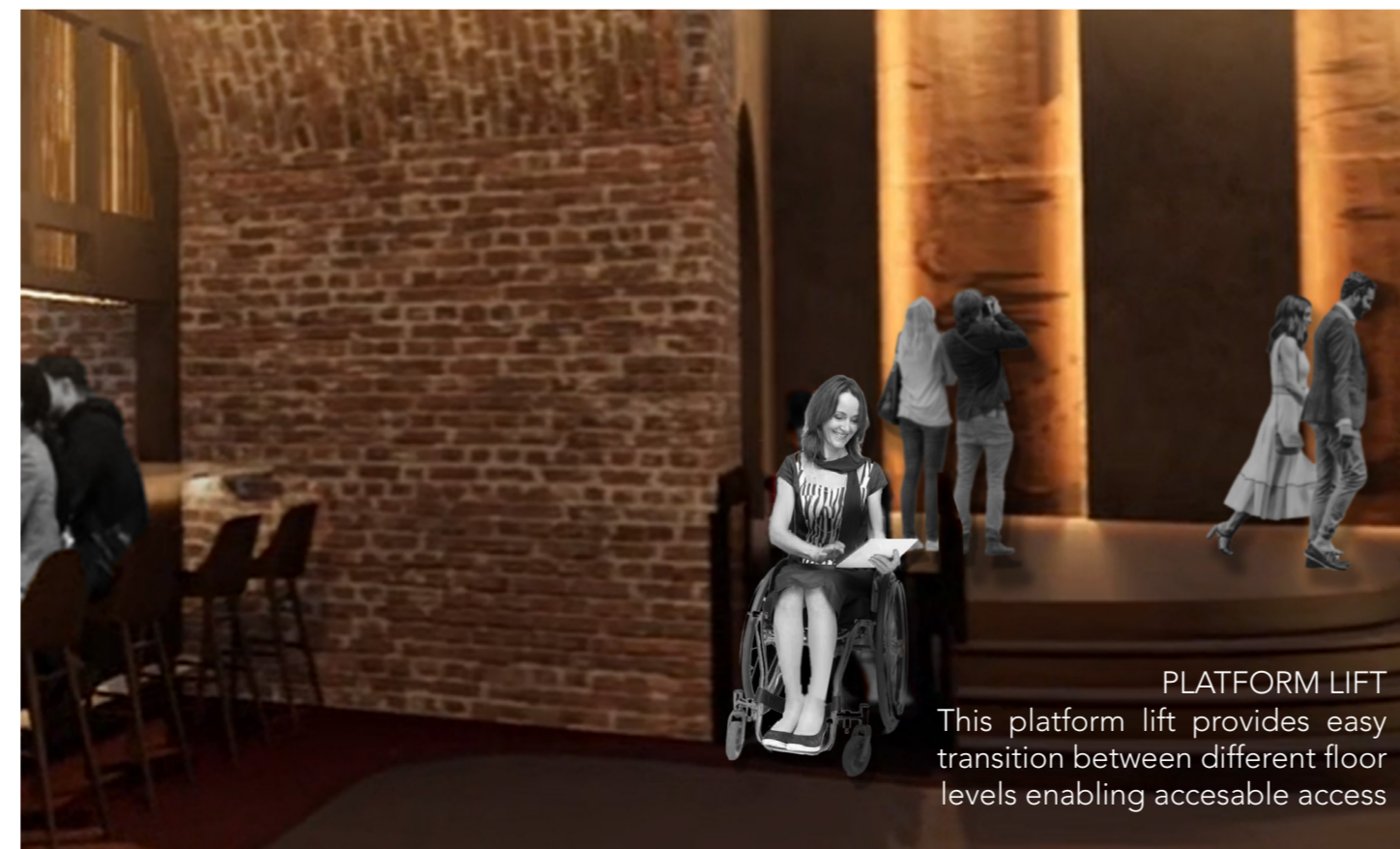
The branding for “L’Ombre Rouge” (The Red Shadow) uses the fox as a symbol of cunning, secrecy, and movement — perfectly reflecting the hidden figure at the center of a murder mystery. Its silhouette feels like a “red shadow,” suggesting someone elusive and always just out of reach. The deep, wine-toned red palette adds sophistication while subtly evoking danger and intrigue, tying back to themes of mystery and crime. Paired with elegant typography, the design feels immersive and upscale rather than gimmicky, enhancing the overall experience.



The “LR” monogram for L’Ombre Rouge ideal for embroidery and branding because it’s simple, elegant, and easy to reproduce. It maintains a consistent and refined look across uniforms, menus, and other materials. Its minimal design helps communicate a high-end, fine dining atmosphere. The fox logo is more detailed and eye-catching, making it better suited for advertising and the main visual identity. It also reflects the clever, mysterious nature of “The Red Shadow,” reinforcing the immersive murder mystery theme.

MENU MATERIALITY

Hemp grows quickly, typically over three to four months and requires a relatively small amount of pesticide and herbicide. Hemp fibres can be recycled more times than wood-pulp fibres because they last longer and are stronger. As they are more sturdy, they are more tear-resistant than conventional paper making it a great option for a restaurant menu. The hemp paper has a natural texture and appearance and comes in various different weights for suitability. It also works well alongside eco-friendly printing inks, and will not bleed into the pages unlike other eco-friendly paper options. The slightly textured, natural finish helps communicate environmental responsibility and a grounded feel to the menu.



PLATFORM LIFT
This platform lift provides easy transition between different floor levels enabling accessible access

UN SUSTAINABILITY GOALS



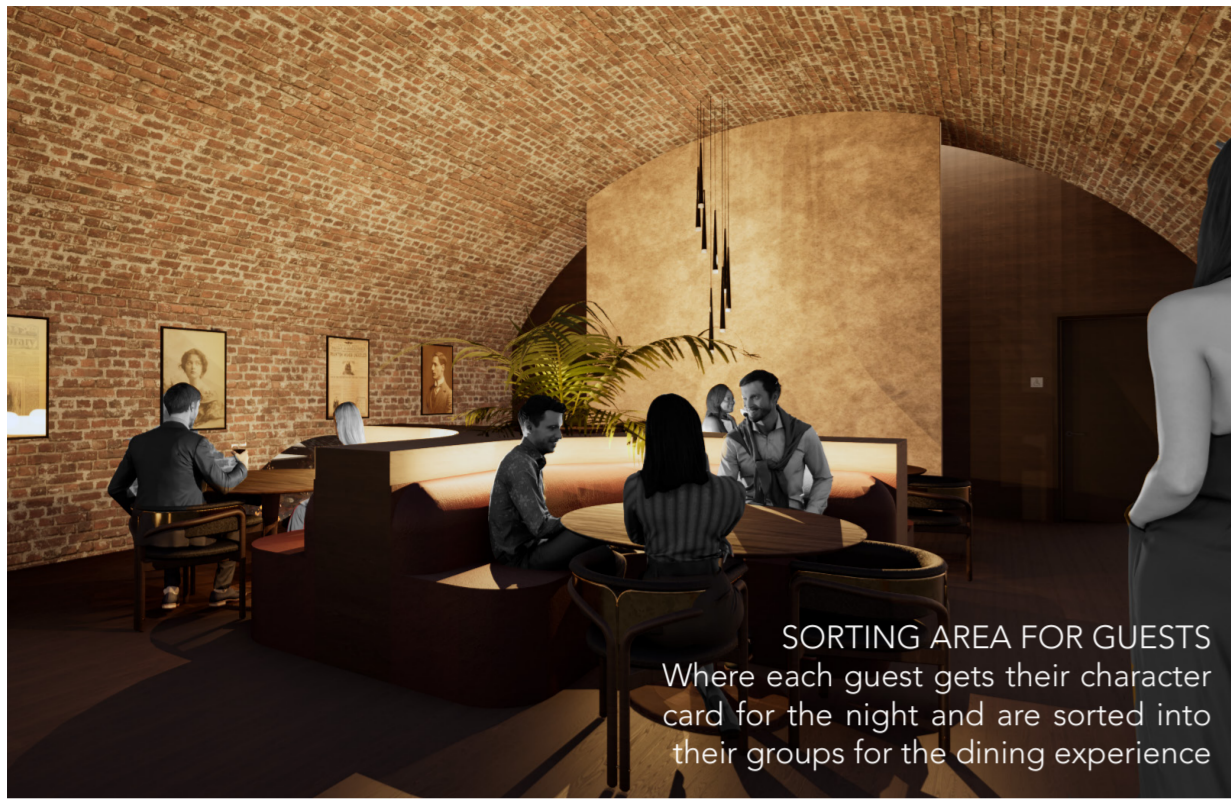
By creating an inclusive and welcoming environment for all people of different ages, backgrounds and cultures, it reduces inequalities by making sure that everyone can access and enjoy the space comfortably. With features such as a ramp, platform lift, and a lift providing easy access throughout the building, these accessibility measures help to accommodate wheelchair users and others with mobility needs, allowing for everyone to have the same and equal dining experience. This experience encourages social interaction and participation from a diverse range of different guests, removing pre-existing social barriers.



In using a perfectly curated menu, it reduces food waste and creates a more immersive dining experience. The menus are printed on to bio-degradable hemp paper minimising the environmental impact that typical menus would have. The restaurant uses locally sourced and seasoned ingredients which helps to reduce transport emissions and overall support local suppliers. Throughout there can be seen sustainable materials, energy efficient LED lighting, and water saving fixtures to help reduce overall resource consumption.



The existing building is preserved by keeping the original brickwork of the historic structure, protecting its cultural heritage whilst also reducing construction waste. Sustainable materials such as mycelium ceiling panels, reclaimed timber flooring, and limewash plaster walls are used throughout to minimise CO2 emissions and the overall environmental impact. The restaurant creates a unique social space where people can come together in an immersive fine dining experience, encouraging community interaction and shared experiences. Sourcing materials and services locally helps local suppliers, and helps support the local economy and strengthen community connections.



SORTING AREA FOR GUESTS
Where each guest gets their character card for the night and are sorted into their groups for the dining experience



KITCHEN VIEWING
Where each guest gets their character card for the night and are sorted into their groups for the dining experience



BESPOKE SEATING AREA
Guests get to know one another inbetween meals and meet people of all different ages and background on their tables



MAIN DINING AREA
Groups of five to six guests enjoy their food in a moody and atmospheric environment where as they are dining, clues come out with each meal, and by the last course point to who is the murderer sat amongst the guests at the table.

SUSTAINABLE RATIONALE AND MATERIALS



- 1 ORIGINAL VICTORIAN BRICKS:
Keeping the original brick in the building and working alongside its colour and architectural feature to best bring out texture in the space
- 2 BLACK MYCELIUM CEILING PANELS:
The darker ceiling helps to lower the impression ceiling height and cocoon the space
- 3 CROMIE RECYCLED FLOOR TILE:
Red floor tiles in the kitchen area and bar area that is easy to clean and creates a clear divide for between guest and kitchen zones
- 4 GLAZE LIME PLASTER:
Light beige lime plaster adds a lighter colour tone to the walls and brightens up the surrounding area in contrast to the darker colours
- 5 RECYCLED GLASS BAR TOPS:
Recycling old glass helps reduce carbon dioxide emissions and also waste reduction as glass can take thousands of years to decompose in landfills
- 6 CHERITON EXMOOR VEGAN LEATHER:
Vegan leather in a wine red colour which links back to the murder mystery theme of the space
- 7 RECYCLED RUSHED BRASS HARDWARE:
Brushed brass hardware throughout the space helps to reflect the light around the room
- 8 FLUTED RECLAIMED WOOD PANELS:
To add depth and visual interest around the bar area and also the viewing kitchen area in the restaurant
- 9 LYOCELL CURTAINS:
Made from responsibly sourced wood pulp, this uses significantly less water and fewer chemicals than cotton
- 10 RECLAIMED TIMBER FLOORING:
Reclaimed timber flooring to create a moody atmosphere throughout



GLAZE LIME PLASTER

Supplier: ClayLime

One of the most environmentally friendly materials available today is lime plaster, which is made of a combination of lime, sand, and water. The method has been utilized and improved throughout history for its durability and visual appeal. The lime plaster effect will be used in the dining area, where it will be underlit to highlight the shadows created from the uneven texture, with a soft beige finish.



ORIGINAL BRICK

Victorian aged bricks

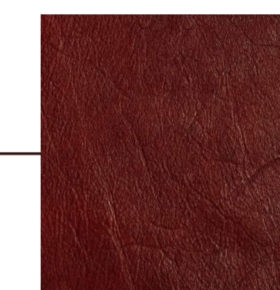
By preserving and retaining the original brickwork of the existing site, it avoids emissions to be caused by the demolition and replacement. By conserving the historic brickwork it highlights its heritage value and extends the life of the building through adaptive reuse. Within the site it is one of the few remaining original features that I want to draw attention to.



RECLAIMED TIMBER FLOORING

Supplier: Britishwoodflooring

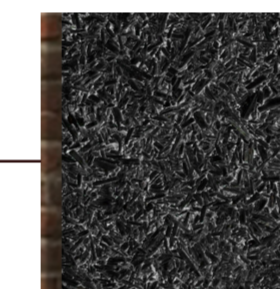
Britishwoodflooring explain in detail the benefits of each floor option, speak about the provenance of the stock and some of its past history if known. By reusing existing timber flooring, it prevents valuable wood entering into landfill and it helps to reduce the harvest of timber and its environmental impact of manufacturing new floors.



CHERITON EXMOOR VEGAN LEATHER

Supplier: Ambla UK

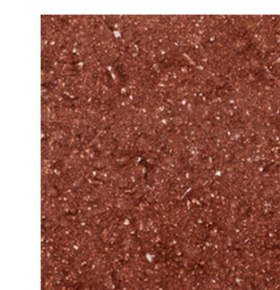
Ambla UK produce at their Lancashire site. They help limit premature replacement and encourage more responsible material use over time. The vegan-friendly composition offers an ethical alternative without compromising quality, with anti-microbial properties helping to maintain a fresher surface. This would be used in a dark wine red in the design.



BLACK MYCELIUM CEILING PANELS

Supplier: Local Suppliers

Mycelium panels are grown from fungal root structures causing it to be a bio-based material and highly renewable. Producing them requires significantly less energy and generates fewer emissions than typical construction materials. As well as this, the panels are biodegradable at the end of their life cycle. They are acoustic and are great for sound absorption in loud areas.



CROMIE RECYCLED FLOOR TILE

Supplier: Domas

Cromie colourful eco-friendly tiles comprised of 40% natural recycled materials (EPD) are the by-products from Italy's quarries which are 'cold-pressed' into tiles, producing a uniquely textured, low energy material.



RECYCLED GLASS BAR TOPS

Supplier: Resilica

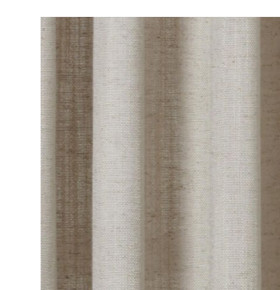
By reducing the demand for raw materials used in glass production, recycling helps protect natural ecosystems from the negative impacts of extraction and mining activities.



RECYCLED BRUSHED BRASS

Supplier: Local Suppliers

Brushed brass is fully recyclable and can be reused and reprocessed multiple times without losing its quality or structural properties. Not only does it add to the murder mystery theme but also has good longevity and is hard wearing.



LYOCELL CURTAINS

Supplier: Ikea

Made from responsibly sourced wood pulp, this uses significantly less water and fewer chemicals than cotton, and is applied in the entrance foyer to create a dramatic welcome into the space and to show a clear distinction between outside and in the restaurant.

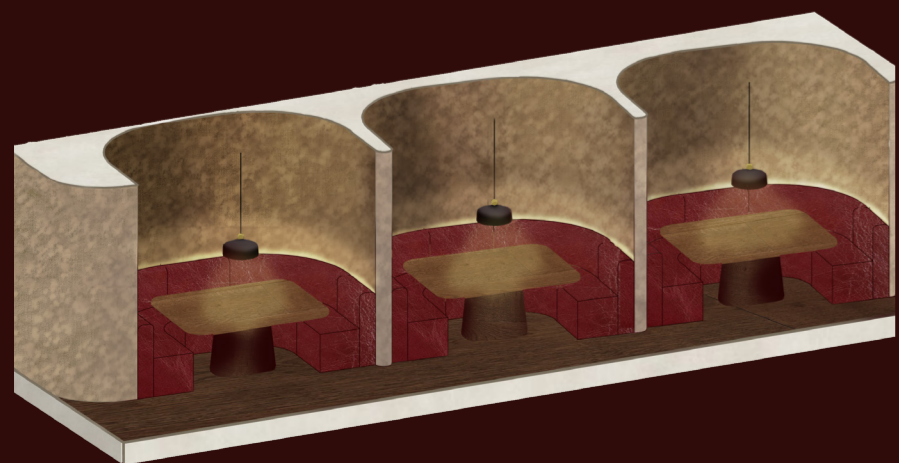
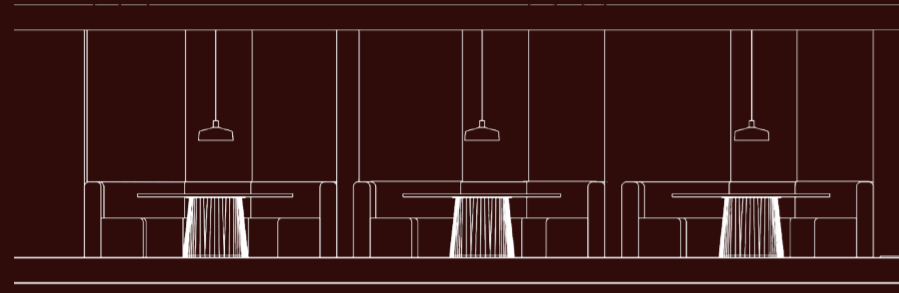
MATERIAL AND ENVIRONMENT STRATEGY

To follow the theming of the restaurant and the strong sustainability aspect, my materials needed to carefully reflect that in my design. Using reclaimed timber, low-VOC finishes, mycelium acoustic panels and more, help to create a sophisticated and atmospheric environment. In using dramatic energy-efficient LED lighting throughout, natural materials and carefully considering acoustic elements, it enhances the guests experience. Sustainability is also seen throughout with locally sourced food, menus printed onto hemp paper, and using the existing brick which reduces construction waste.

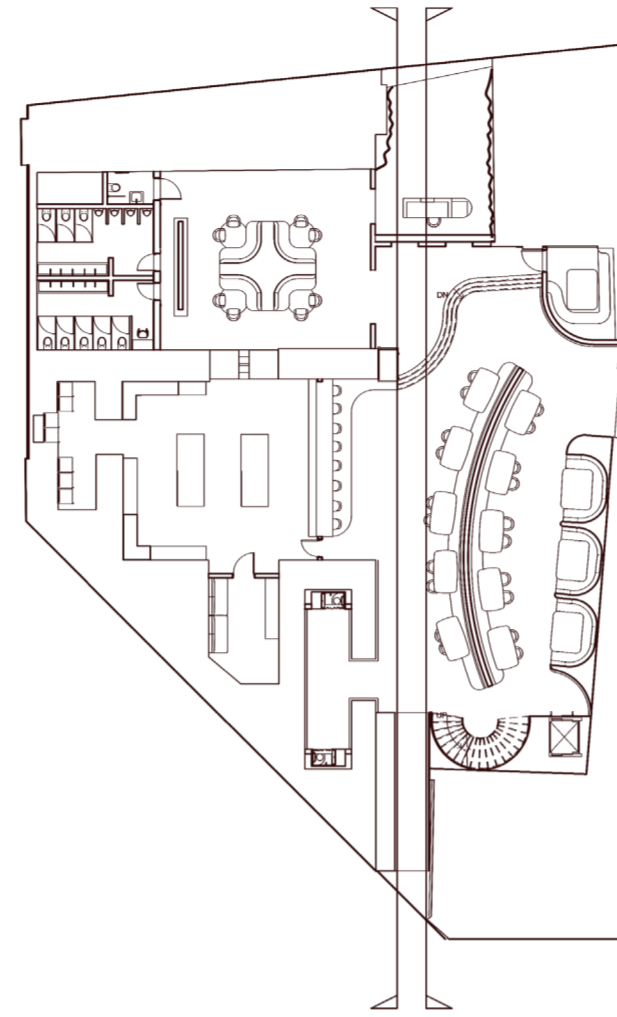


TECHNICAL RESOLUTION AND DETAIL

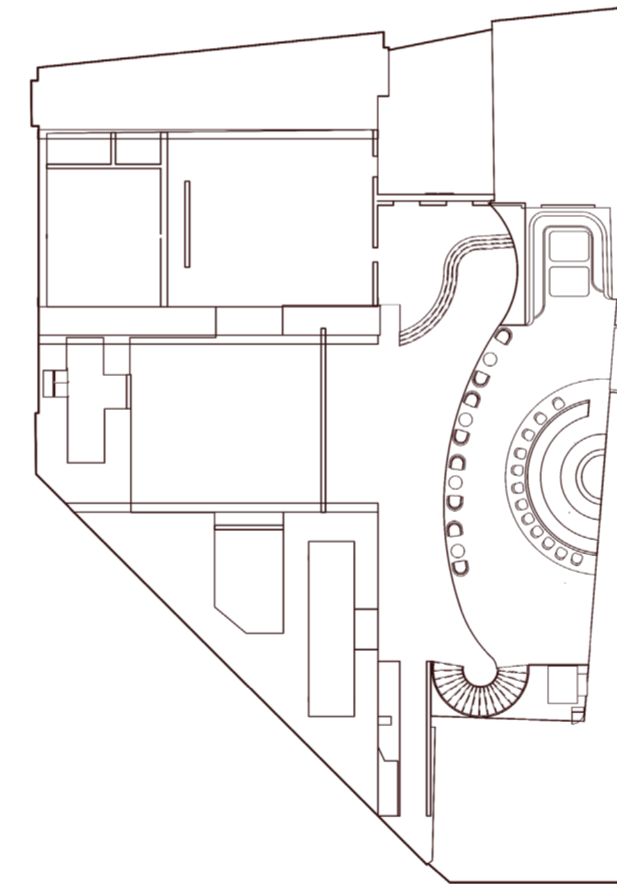
My key area in this project was the bespoke seating I designed that would create three booth seating areas that are cocooned in by a wall to create an intimate dining atmosphere. Working up from my CAD, I rendered this to get a better idea of materiality, then rendered a 3D axonometric view, to get a better understanding of the shape of the bespoke seating area. This showcases how the walls follow along the curve of the bespoke seating, creating a cozy feel to the dining space where you feel more comfortable socialising with the people you've just met at your table.



GROUND FLOOR FLOORPLAN

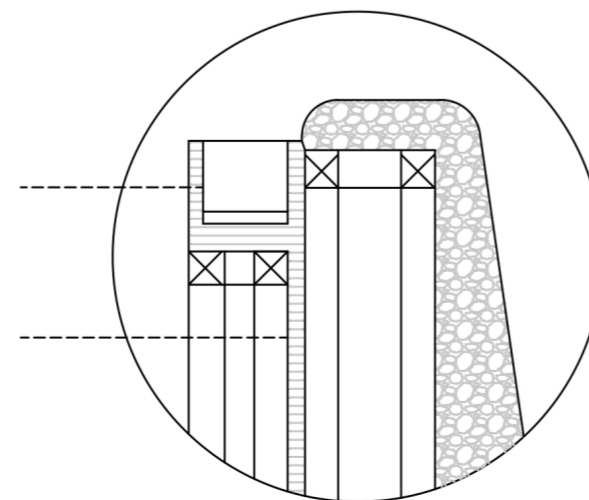


MEZZANINE FLOORPLAN

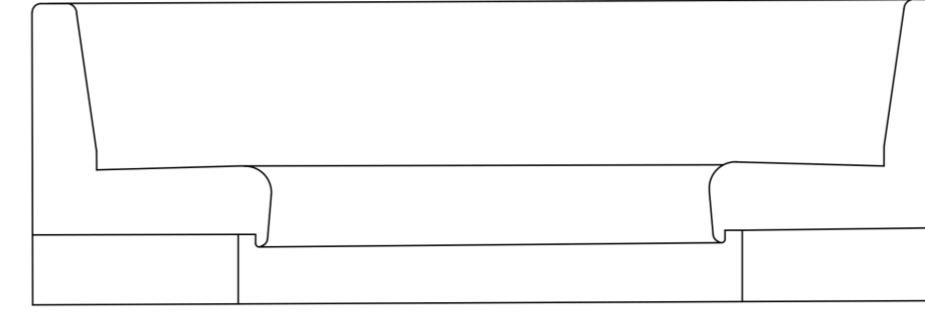


Recessed LED lighting channel behind the seat with continuous warm lighting (2700k) to give a cozy and inviting atmosphere

Solid dark reclaimed timber frames, holding where the LED lighting sits. Slightly visible when seated in the dining area



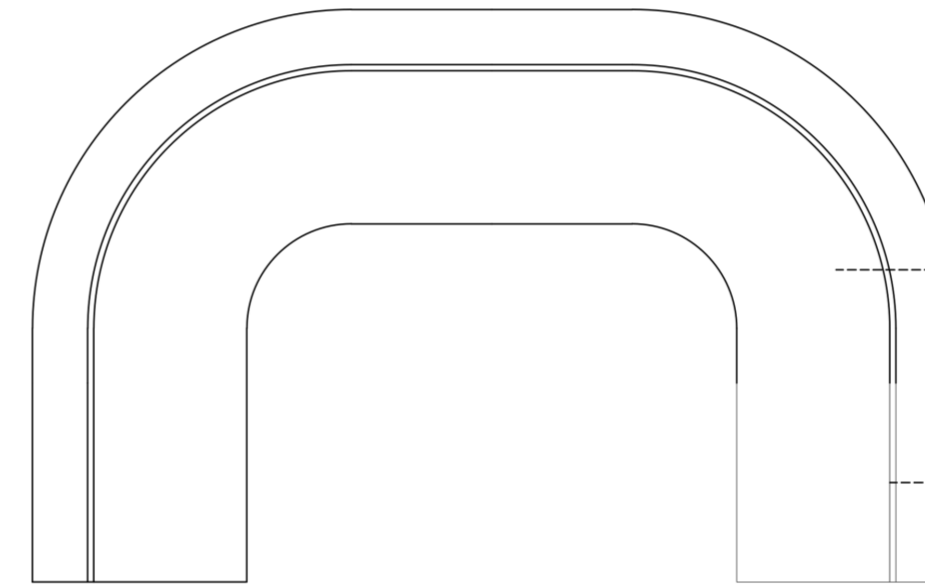
BESPOKE DETAIL



All exposed edges on the backrest feature a consistent soft radius, avoiding sharp corners to enhance comfort

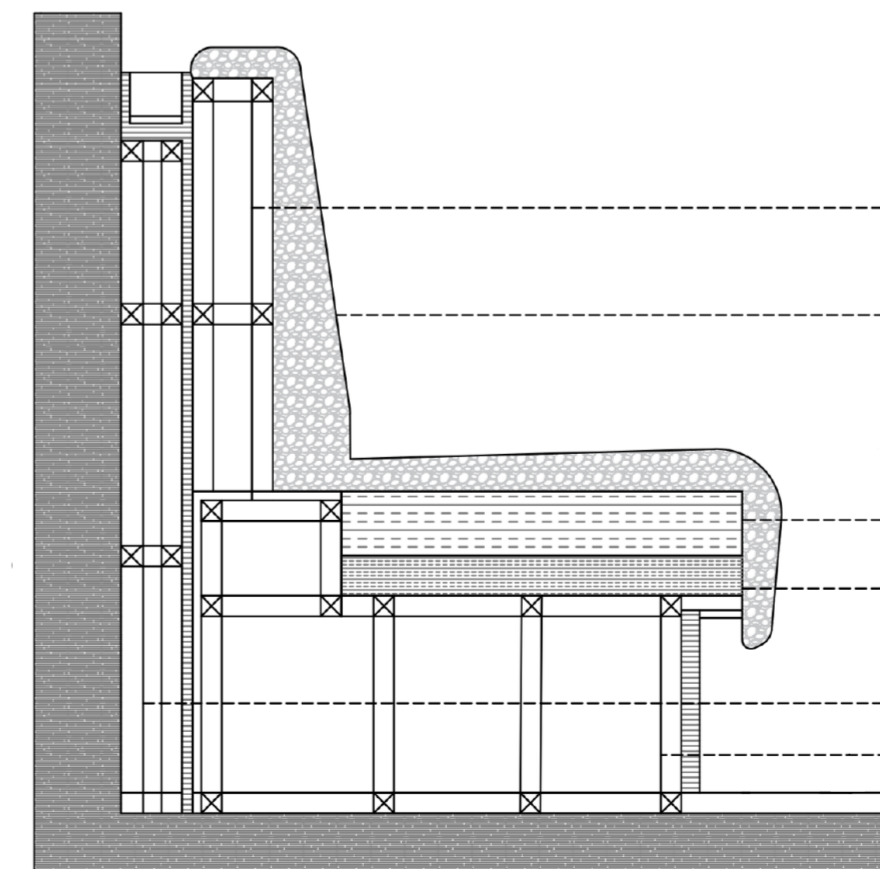
Vegan leather being used instead of fabric to ensure easy cleaning for staff members in the restaurant

Recessed footwell in the lower front section for a resting foot area set back from the main seat provide ergonomic leg space



Vegan leather to be treated with a protective finish to resist against staining, UV fading, and being fire and wear appropriate

The surface of the seat is covered in upholstered full grain vegan leather in a dark wine-red tone with natural grain consistency. Each panel matched for colour uniformity across the entire banquette seat.



Upholstered backrest that is securely fixed to the internal framing

Backrest upholstered in dark wine-red vegan leather with all joining stitching double top stitched with colour matched thread to blend effortlessly each section of vegan leather

Multi layered foam construction, comprising of high-density base foam and a medium density for comfort

Webbing spring system fixed to the seat frame providing support underneath the cushion with even tension to avoid sagging of the fabric

Support batons fixed to the structure of the wall

Base construction made from plywood box frame with all joints glued and screwed to ensure robustness