



Ginfusion & THE GREAT GIN ESCAPE

Ginfusion and The Great Gin Escape addresses the issues of future spaces and studies the possibility of introducing interactive experiences into a retail, leisure and hospitality settings in order to strike up a connection between the customer and the space.

This project has explored the challenges that retail has been facing in a post covid settlement, as online shopping has taken over and there is now a lack of desire to want to visit physical retail stores. Therefore, Ginfusion and The Great Gin Escape took on this challenge and took an interior space where the public want to visit post-covid, a bar, and made it into a branding event to promote the artisan gin brand Ableforth's Bathtub Gin.

Ginfusion & The Great Gin Escape is a multifunctional space that includes several memorable experiences in one building and ensuring that the customer journey and interaction with the space and brand is the main priority. A thematic bar and gin cocktail making spaces were designed to allow the visitors to use all their senses to interact with the Ableforth's brand as well as creating their own memorable experiences.

However, this space is not just a bar. The interaction with the brand continues into the basement where The Great Gin Escape rooms are held. Eight differently designed escape rooms all linking back to the brand aim to challenge and encourage teamwork amongst the players as well as creating memorable experiences.

This project has taken an interior space and has innovatively reinvented the outlook on retail spaces by challenging the boundaries of design through exposing the obstructions that retail are facing and designing a space that could set an example for future interior spaces.



IE AWARDS: INTERIOR FUTURES
ELLEN WOOLF

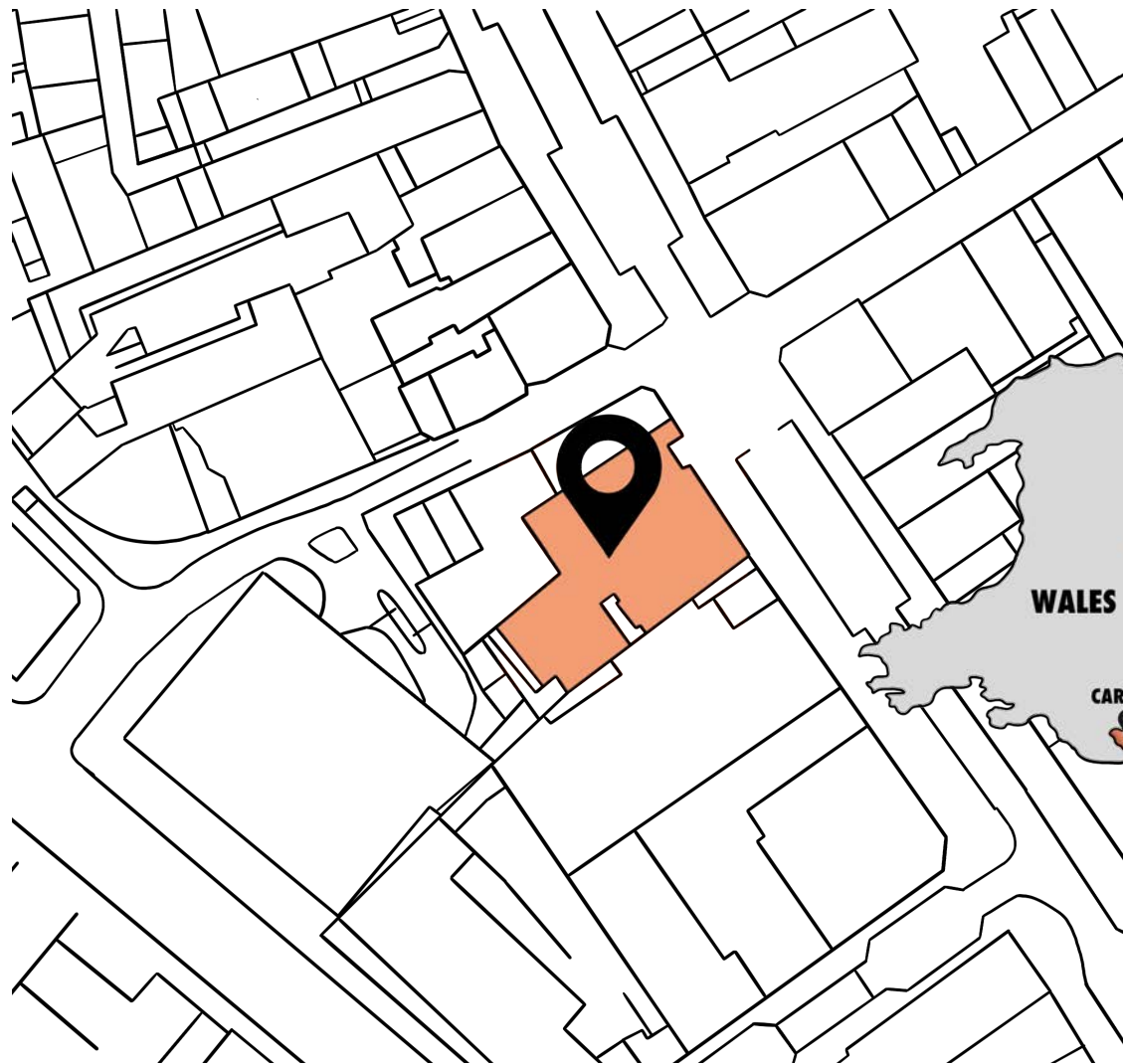
THE BRAND

THE EXPERIENCE

THE MEMORIES

001 THE CONCEPT & RESEARCH

THE SITE



THE LOCATION: Situated in the heart of Cardiff, Wales, 117-118 St Mary Street, Ginfusion aims to draw the attention of the 18-25 year old age group, but also welcomes anyone over the age of 18 who wants to partake in the Ginfusion adventure.



THE CONCEPT

Ableforth's award-winning Bathtub Gin combines delicious botanicals such as juniper, coriander, cassia, cardamon, cloves and the very finest orange peel to deliver an unparalleled drinking experience. Crafted using a traditional cold-compounding technique, the very best copper-pot-still gin is cold-infused with fresh botanicals until the perfect flavour is achieved - fresh. Vibrant, authentic - along with a delicate tint from the botanicals.

FINAL CONCEPT MODEL

Bathtub Gin takes its name from days gone by when cheap, compounded gins would be topped off with water from a bathtub tap (as the bottles were too tall to fit into a sink). Ironically, in our modern times the production methods, fresh botanicals and careful monitoring essential to the creation of this superb gin are the amongst the most expensive in the world. Bathtub Gin is perfect in a G & T with a large orange wedge as well as in all manner of cocktails.

RESEARCH

5 different flavours of gin in the Professor Ableforth's range

The brand:
- classy
- ornate
- Victorian style
- laboratory aesthetics

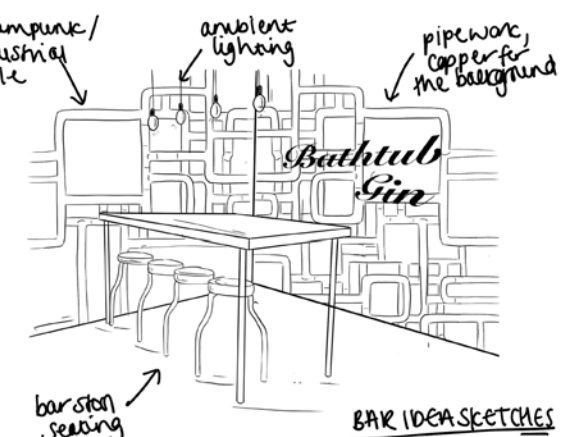
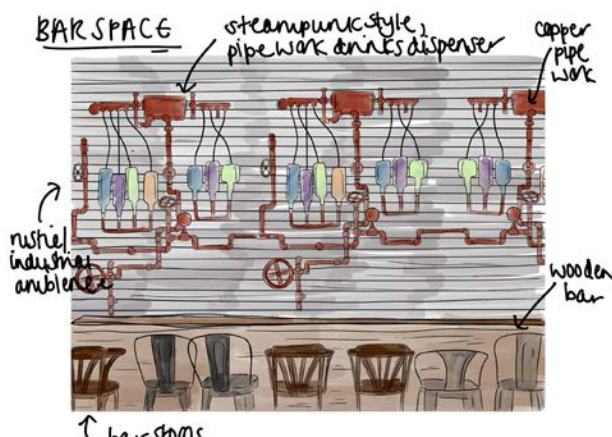
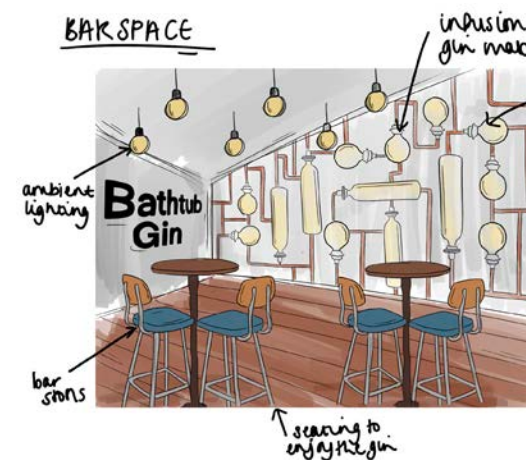
incorporate the image of the bathtubs into the space?

design a bar with experiences linking to the brand

retail, bar, leisure & commercial interior space

how to connect the brand with its customers?

experiences to include:
- gin cocktail making classes?
- escape rooms?
- laboratory themed bar?
- bathtub themed spar?



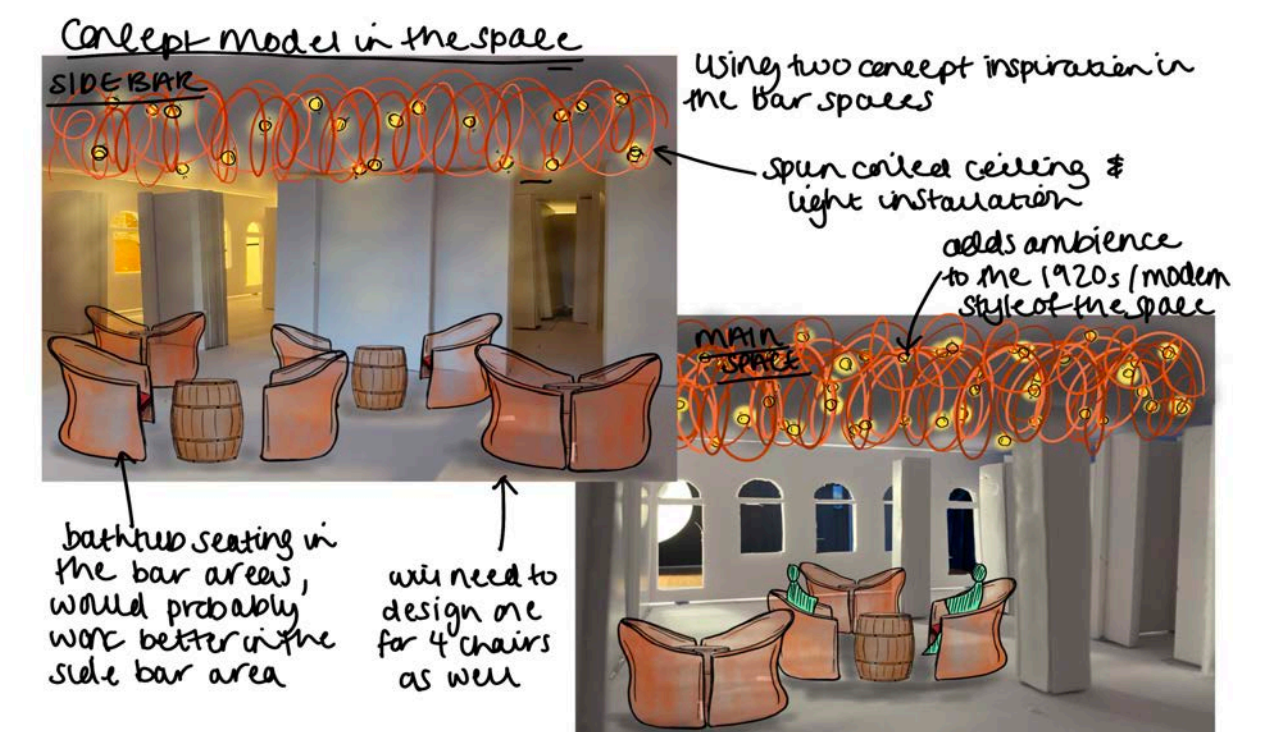
CONCEPT DESIGN

The main focus of the model was to showcase the brand's identity. The final concept model represents the overall ambience, feel and theme of the space. The use of copper material symbolises the intended material usage in the space as well as the Industrialisation and Steampunk eras that will be explored.

After this process the concept model was taken further into the design through exploring the copper wire pattern-work and the use of lighting throughout the space, as well as using the bathtub form as seating to enhance the user experience in the space.

SKETCH OF CONCEPT USING MODEL

After the concept design process, the next challenge was to take the concept and apply it into the space. The wrapped copper texture was developed into a light installation to be installed on the ceiling in the main bar area. The bathtub form was developed further into comfortable seating booths.



002 FINAL OUTCOME - GINFUSION BAR & MIXOLOGY EXPERIENCE

GINFUSION BAR

The Ginfusion Bar is a thematic bar bursting with atmosphere. The copper ceiling installation derived from the concept model is a great, eye catching feature piece that sets the mood for the overall space. The bathtub seating area also strikes up an interesting conversation as well providing additional comfortable seating for the visitors to enjoy a distinctively delicious gin-based cocktail. With copper tones being the main material throughout the space, the warm tones add to atmosphere of the bar whilst also creating a distinctive personality for the Ableforth's Bathtub Gin brand. This space is full of interaction as well as creating a memorable experience between the user and the brand.



MIXOLOGY EXPERIENCE

The Mixology Experience is an experience designed specifically to allow the visitors to interact with the Ableforth's brand even more. The visitors are taken on a journey from choosing a bathtub cocktail recipe, to collecting the ingredients needed, to mixing their own cocktails in branded Bathtub Gin beakers, to finally sitting and sipping on their delicious cocktails. This space has been carefully spatially planned in order to get the customer journey just right and to design a successful experience for everyone to enjoy.



PICK: Customers enter the space and pick their gin recipe of choice to make within the Mixology Experience. They can choose from five of the Professor Ableforth's Series gins, each with their own signature cocktail to follow.



MIX: After picking their mixing recipe, the customers collect the botanicals they need to make the cocktail as well as filling their beakers with their choice of Ableforth's Gin.



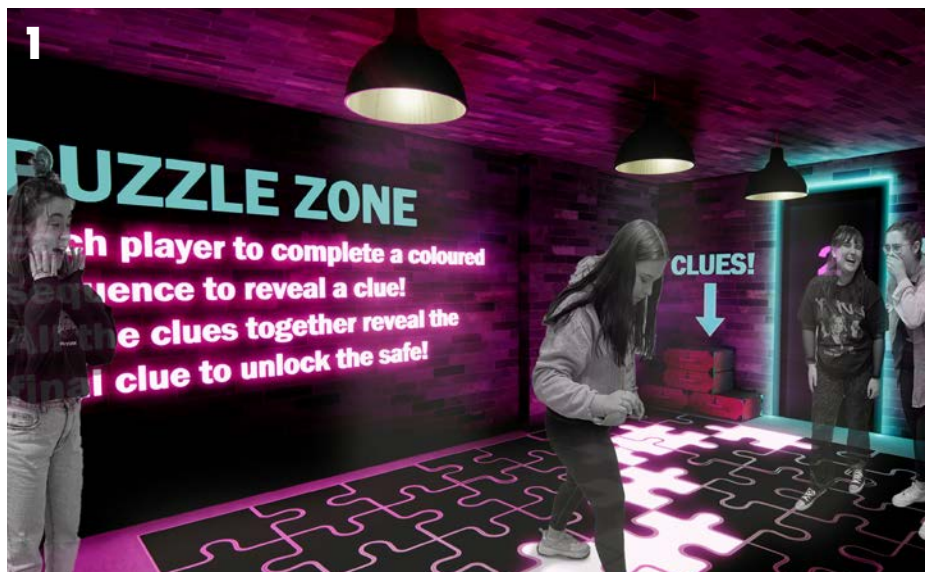
DRINK!: Once the cocktails have been mixed the customers can sit in the bathtub chairs or stay by the mixing benches and enjoy their Ableforth's creation!



003 FINAL OUTCOME - THE GREAT GIN ESCAPE & SECRET BAR

THE GREAT GIN ESCAPE

The main focus of these spaces were to capture the fun essence of the brand as well as creating exciting and interactive challenge rooms. Each room was individually designed with a different challenge for the players to complete. Ranging from giant puzzles to balancing over lasers, The Great Gin Escape has been designed specifically to challenge the players and encourage teamwork under pressure, as well as proofing that physical interaction with a space should be the future when designing for public interior spaces.



PUZZLE ZONE: Players to memorise and complete the correct light up colour sequence on the oversized jigsaw puzzle.



COG CHALLENGE: Two challenges in one space; teamwork is encouraged to complete the correct cog sequences on the walls and floor.



WORD CORRIDOR: A mirrored corridor aims to confuse the players as they are challenged to find the correct words to unlock the safe.



THE STOREROOM: Players must follow the recipes to discover the correct ingredients for the next challenge as well as finding the correct key among the fake keys.



THE MIXING ROOM: With the correct ingredients the players then mix different solutions to melt away the rocks surrounding the different keys to find the right one.



JUNK DRAWER: A bright orange room is filled with orange objects linked to the Ableforth's brands; among all the junk the players must find the correct key to unlock the next challenge.



LASER MANIA! A chance to get physical and to test balance, coordination and memory. The players must get over and under the lasers without falling in order to retrieve as many keys as possible and unlock the next door.



BARREL CHALLENGE: With all the keys that have been collected, the players need to open the barrels to retrieve the objects within them, in order to sort out and fix them into the correct holes on the puzzle table before the time runs out!



SOLVE THE CHALLENGES: Players to complete each challenge under time pressure. Challenges range from problem solving to physical challenges.



COLLECT THE KEYS: To complete each challenge and move onto the next escape room, the players need to find the keys and collect them throughout the eight rooms.

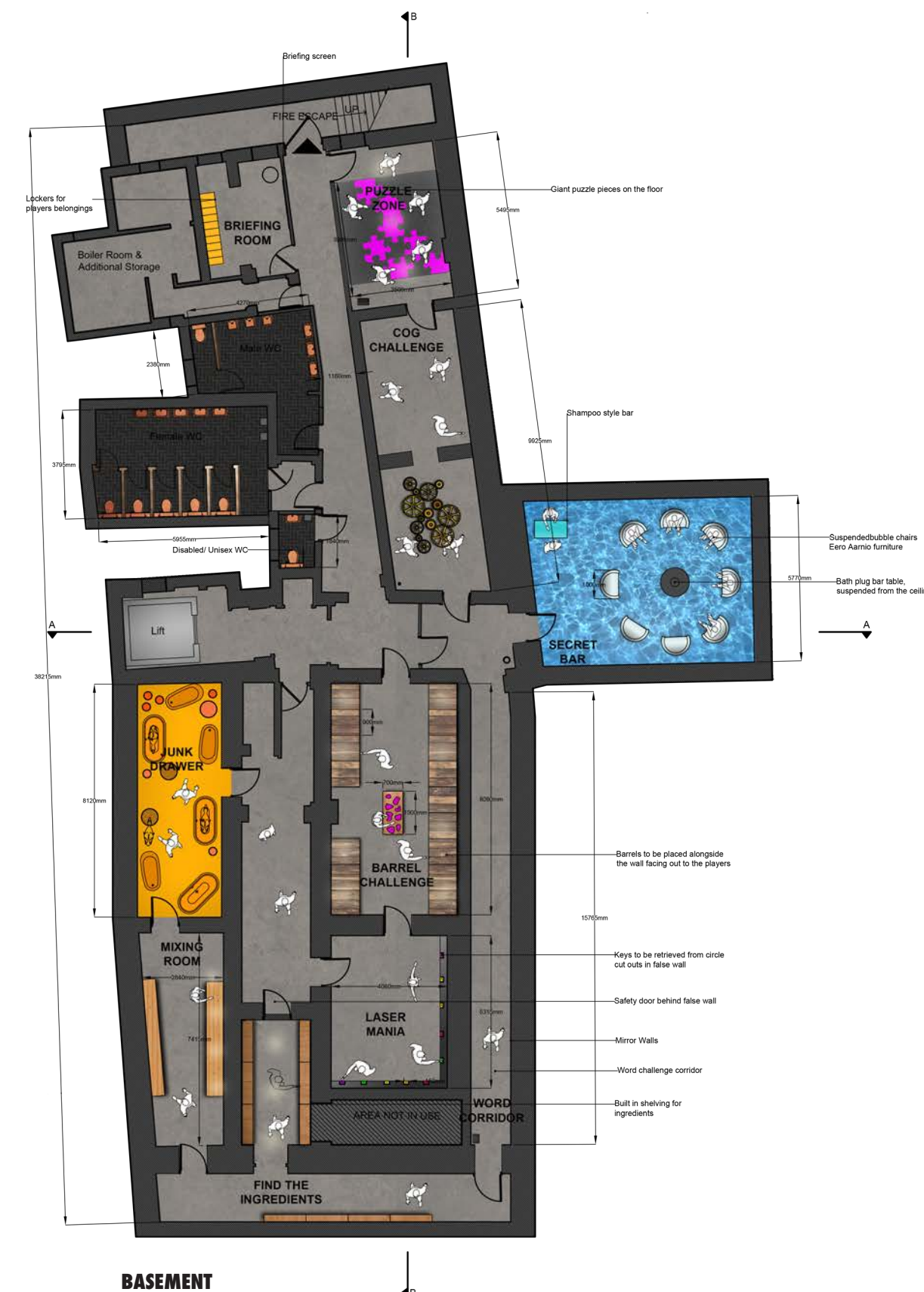


CELEBRATE WITH A DRINK: When the players complete The Great Gin Escape they are taken to the Under the Tub Secret Bar, a underwater theme bar where they are given signature cocktails to celebrate completing the escape rooms.

UNDER THE TUB BAR



After completing The Great Gin Escape the players are rewarded with bath time signature cocktails in the Under The Tub Secret Bar. The hanging bubble chairs and bath plug table create a great Instagrammable moment to be posted with the hashtag #bathubvibes.

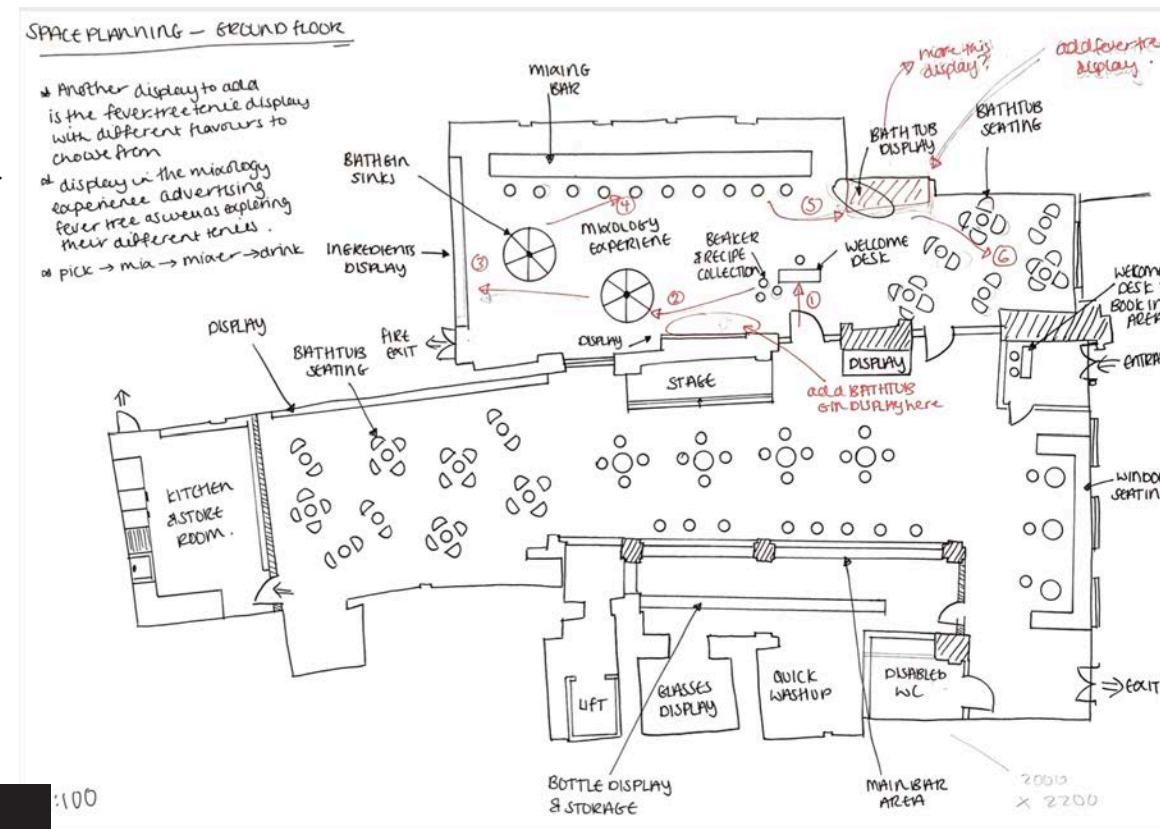
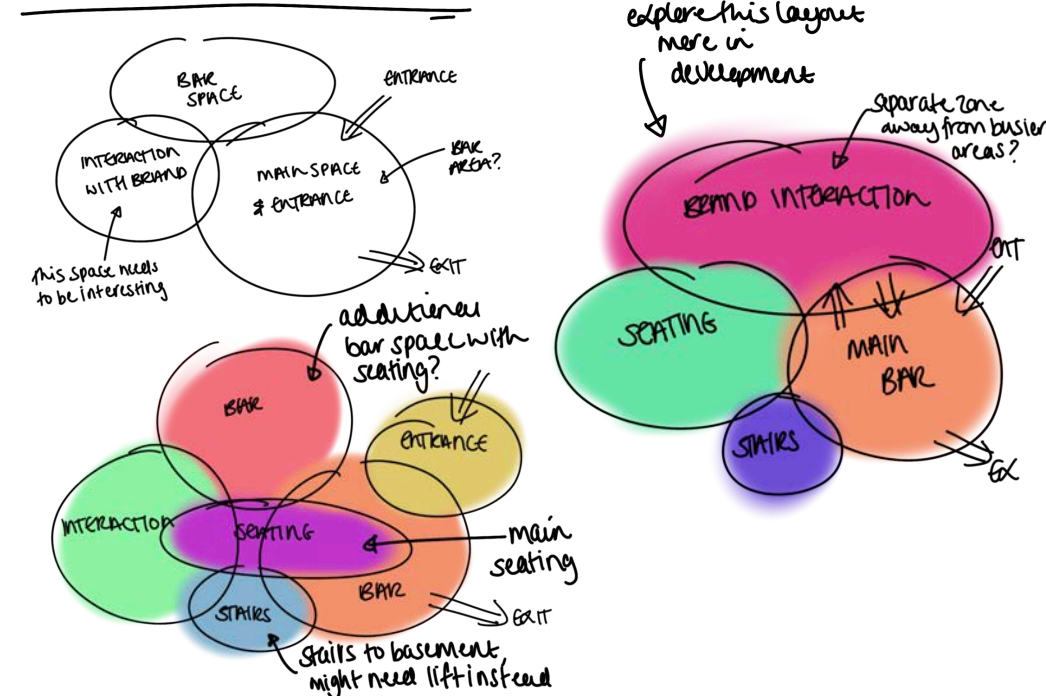


004 THE DEVELOPMENT

SPATIAL PLANNING

Spatial planning for this project went through several stages of development, from zonal planning, to spatial planning to dynamic planning. The main purpose behind this development was to ensure that the customer journey of overall space flow and create maximum interaction between the user and the brand.

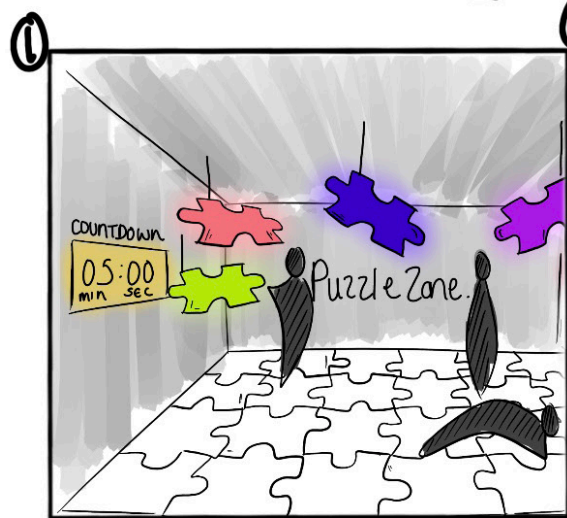
ZONAL PLANNING - Ground floor



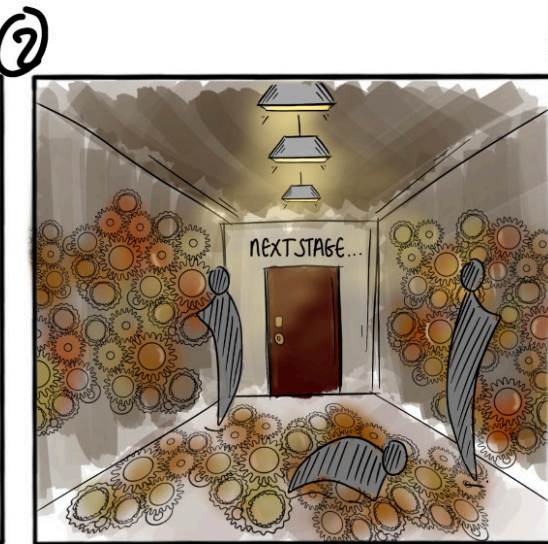
STORYBOARDING

Storyboarding was a process that helped the development of the escape rooms. It allowed the journey of the basement come together as well as creating a story using the brand's identity. This process helped this space and also help think more about how spaces could benefit from storyboarding in the future to ensure that the customer journey flows and the customer experience is the main priority.

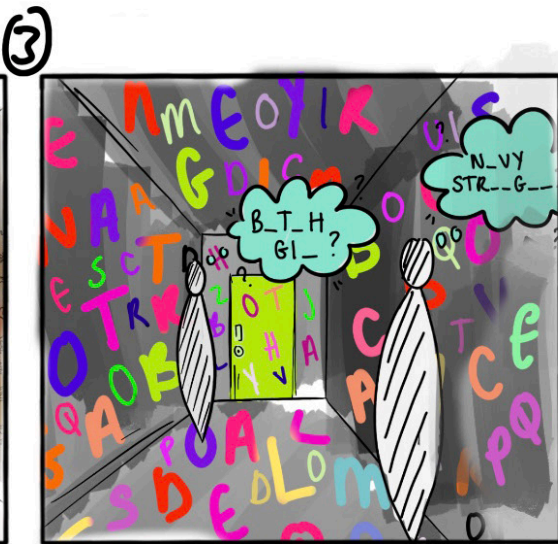
STORYBOARDS



PUZZLE CHALLENGE



COG CHALLENGE



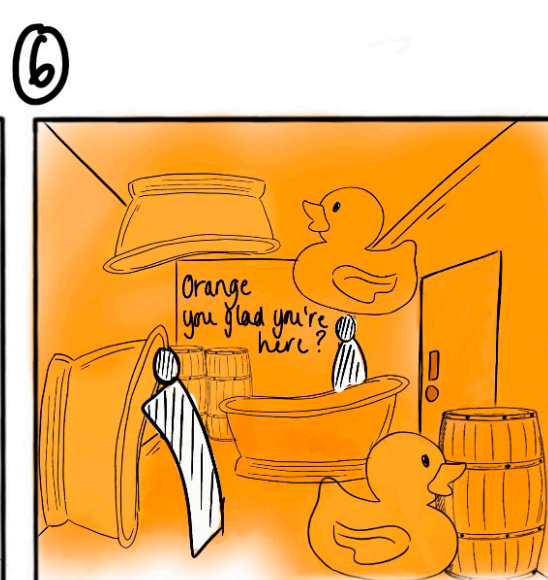
Wohlb Cookbook



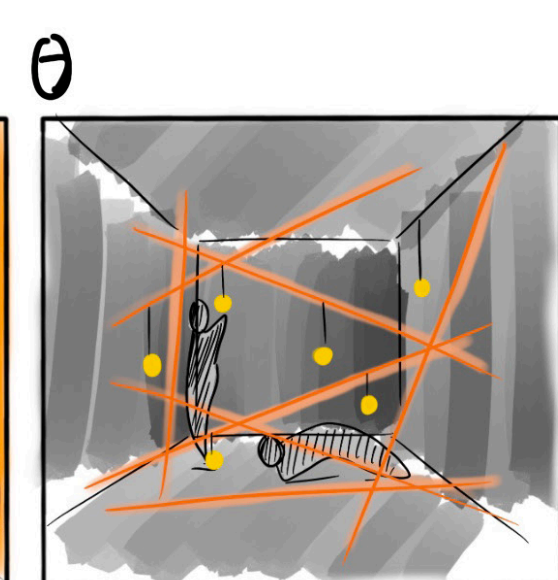
COLLECT THE INGREDIENTS



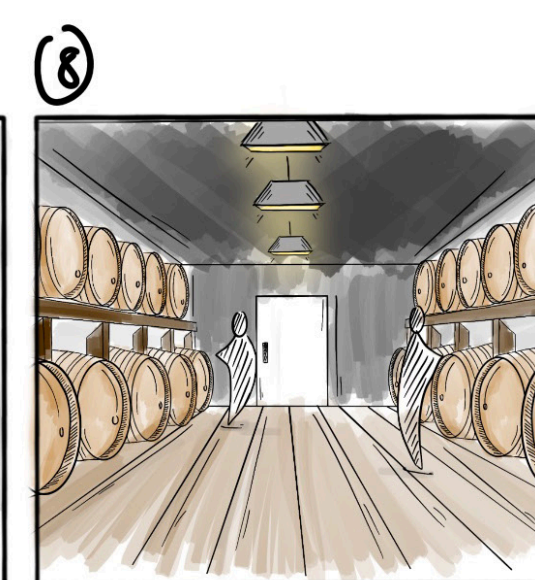
MIXING CHALLENGE



JUNK ROOM



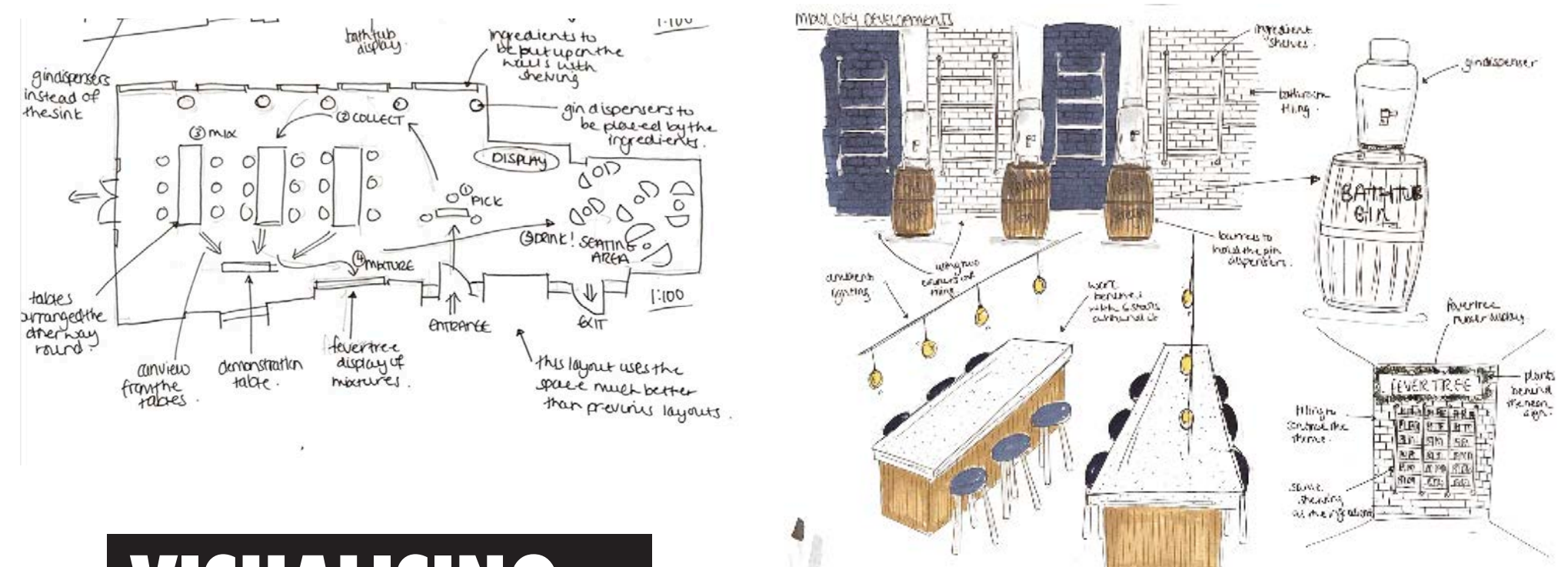
CLUSTER MANLIA



BARREL CHALLENGE

DEVELOPING ZONES

When designing this space, it was helpful to approach this project in zones. Focusing on each experience in the space as zone allowed the design excel and think more about the user interaction with the space by thinking about the journey of each space and what the users would come across in each experience.



VISUALISING

Visualising this project was mainly created using the app Procreate on a iPad with an apple pencil. Using digital visualising helped a lot with developing this project and how just by placing figures into the space can really make the image come alive.

