

The Vault

Bar . Distillery . Florist

MMXXII



THE VAULT BY VAULT & CO

THE VAULT IS THE VIBRANT AND LUSH HOME TO A GIN BAR, GIN DISTILLERY AND EDUCATIONAL FLORIST, UNDER THE ORIGINAL AND EXPERIMENTAL VAULT & CO BRAND. ITS CHARACTER DERIVES FROM THE BUILDING, WITH THE MAIN ENTRANCE ARCHWAY INSPIRING THE BRAND LOGO.

THE LEGACY OF THE VICTORIAN ERA BANK INFLUENCES THE VISUAL CUES OF THE EXPERIENCE, AND EQUALLY THE NAMING OF THE GIN AND STILL. BESPOKE FURNISHINGS, SELECTED MATERIALS, 'CROWN' GIN AND 'EDWARD' THE COPPER STILL ARE WHAT MAKES THE VAULT A UNIQUE EXPERIENCE, TAILORED TO THE BUILDING IT SITS WITHIN.



VAULT GIN BY VAULT & CO

ORIGINAL GIN LINES ARE CURATED BY SEASONS, CORRESPONDING TO WHEN INGREDIENTS ARE IN SEASON.

WITH MOST INGREDIENTS SOURCED FROM THREE LOCAL FARMS IN A SUSTAINABLE MOVE, VAULT & CO SEASONAL GINS BECOME LIMITED EDITION AND PERSONAL TO THE CITY OF LEICESTER.

PRODUCING IN-SEASON GINS CORRESPONDS TO INTERRELATED SALES OF SEASONAL FLOWERS AND PLANTS IN THE FLORIST.

STAYING TRUE TO THE BRAND AND VENUE LOCATION, ALL THE GINS ARE TITLED BY PRE-DECIMAL CURRENCY - THE MONEY USED IN THE ORIGINAL SAVINGS BANK.





THE PROBLEM

THE HIGH STREET FLORISTRY INDUSTRY FACES CHALLENGES AGAINST ONLINE COMPETITION, ITS MORE SUCCESSFUL ALTERNATIVE. INTRODUCING NEW, YOUNGER AUDIENCES TO AN ALTERNATIVE APPROACH TO HIGH STREET FLORISTRY WOULD REVIVE THE INDUSTRY, BY AIMING TO EDUCATE AND INSPIRE MILLENNIALS AND GENERATION Z.

THE ALTERNATIVE APPROACH BECAME A COLLABORATION BETWEEN FLORIST AND GIN DISTILLING, WHERE BOTANICAL LINKS HOLD THE BRAND TOGETHER. TO DEEM THE PROJECT PROGRESSIVELY FEASIBLE, THE DISTILLERY BECOMES AN OPPORTUNITY FOR SERVING UNIQUE GIN IN-HOUSE FROM A SPECIALIST BAR. THE VENUE BECOMES A SYNERGY OF EXPERIENCES FOR PEOPLE OF DIFFERENT LIFESTYLES TO COME TOGETHER.



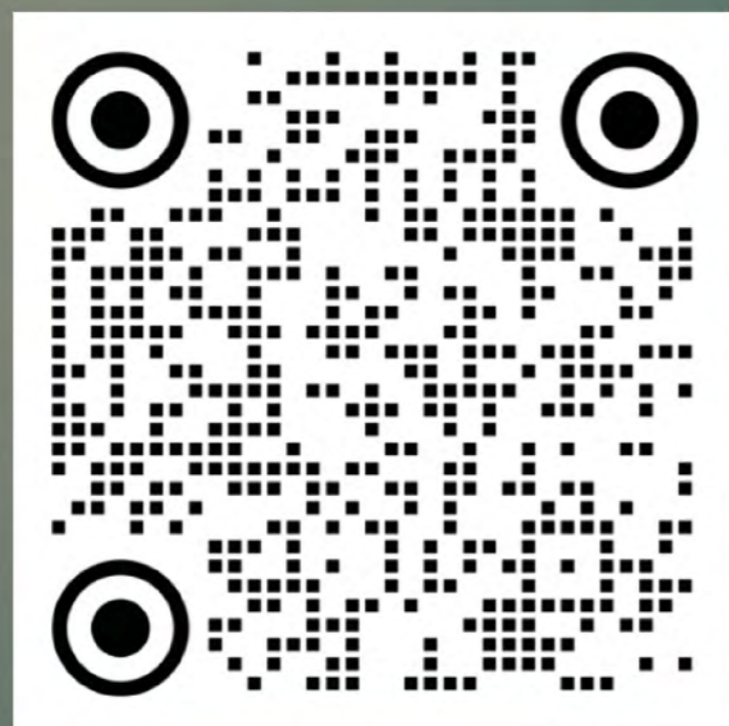
THE BUILDING: 4 ST MARTINS

LOCATED IN THE ST MARTINS AREA OF LEICESTER, THE VAULT IS HOUSED WITHIN THE LEICESTER SAVINGS BANK BUILDING WHICH DATES BACK TO 1877.

SOME ORIGINAL FEATURES OF THE BANK STILL EXIST; SAFES, STRONGHOLD DOORS AND A LANTERN CEILING. THIS CONSEQUENTLY PAVED THE WAY FOR AN INSPIRED BRAND.

THE ST MARTINS AREA OVERFLOWS WITH CULTURE, BOTH HISTORIC AND MODERN. THE CATHEDRAL SITS NEARBY, AND THE VENUE SHARES A STREET WITH THE RICHARD III VISITOR CENTRE. BARS, CAFES AND SHOPS BRING THE PERFECT DEMOGRAPHIC TO THE DOORS OF THE VAULT, WITH LIFESTYLES BEING MATCHED TO A NEW EXPERIENCE FOR THE CITY.

FULLY ACCESSIBLE BY FOOT, THE CITY CENTRE LOCATION IS ALSO PARALLEL TO ANOTHER CORNER-PLOT FLORIST, PRESENTING HEALTHY COMPETITION AND MORE OPPORTUNITY FOR CLIENTS AND VISITORS TO EXPLORE.



SCAN FOR FLYTHROUGH MOVIE





THE BAR AND DISTILLERY

THE ENTIRE VENUE HAS BEEN THOUGHTFULLY PLANNED FOR A GIN DISTILLERY TO FUNCTION AT A HIGH PACE, SURROUNDING THE HOSPITALITY AND RETAIL AREAS OF THE VENUE.

CHOICE BETWEEN TABLE SERVICE AND BAR ORDERING ALLOWS CUSTOMERS TO TAILOR THEIR OWN EXPERIENCE, AND BE SEATED AROUND THE GROUND FLOOR, OVERLOOKED BY 'EDWARD' THE STILL, OR ON THE MEZZANINE FLOOR UNDER THE VAST LANTERN CEILING.

STAFF-ONLY STAIRCASE
STAIRCASE TO SECOND FLOOR
SECOND FLOOR NOT APPLIED TO THE PROPOSED DESIGN SCHEME



THE FLORIST GROUND FLOOR



THE FLORIST

THE ENHANCED EXPERIENCE OF FLORIST SHOPPING.

GIN BECOMES THE NEW PROSECCO, AND CUSTOMERS PURCHASE A PART OF THE FLORIST INSTEAD OF A PLANT.

BESPOKE FURNISHINGS AND SEASON-RESPONSIVE LIGHTING CREATE A MORE CONSCIOUS BUYING EXPERIENCE, WITH INFORMED STAFF ON HAND TO SUPPORT BOUQUET ARRANGING SERVICES, AND OFFERING ANY ADVICE REQUIRED.

CUSTOMERS CAN SCAN THE PRODUCT QR CODES TO GAIN MORE UNDERSTANDING BEFORE MAKING A PURCHASE, INTRODUCING INTERACTIVITY AND EDUCATING THE DEMOGRAPHIC ON HORTICULTURE, ONE PLANT AT A TIME.

THE AUDITORIUM

PLACED UP ON THE FIRST FLOOR, IN THE ORIGINAL BOARDROOM OF THE SAVINGS BANK, IS THE FLORISTRY TUTORIAL ROOM, BRANDED 'THE AUDITORIUM'.

PART OF THE PROJECT MISSION - TO INTRODUCE THE DEMOGRAPHIC TO HORTICULTURE - BEGINS TO TAKE HOLD IN THIS ROOM. PLANT HOSPITAL CLASSES, FLOWER ARRANGING, PLANT POTTING AND PLANT CARE SESSIONS ARE ALL SCHEDULED WEEKLY AND LED BY PROFESSIONAL FLORIST STAFF. THE STORE DOWNSTAIRS IS THE CONVENIENTLY ACCESSIBLE FOR POST-SESSION PURCHASES.

THE SPACE IS ACCESSIBLE BY A LIFT JOURNEY FROM THE FLORIST DOWNSTAIRS, AND THE ROOM IS CURATED FOR SHORTER AND LONGER TUTORIALS ALIKE. A BREAKOUT SPACE GREETS GUESTS PAST THE DOORWAY, WITH BELONGING STORAGE AND SEATING JOINED BY A KITCHENETTE.



'THE AUDITORIUM' TUTORIAL SPACE - FIRST FLOOR

