

# DESIGN - ACTIVATIONS

ANDREW CHONG



CÎROC®  
ULTRA PREMIUM VODKA



# CÎROC ACTIVATION KIT

• Design Inspiration





# CÎROC ACTIVATION KIT

- Design, Manufacture and Installation



Visualisation



# CÎROC ACTIVATION KIT

- Design, Manufacture and Installation

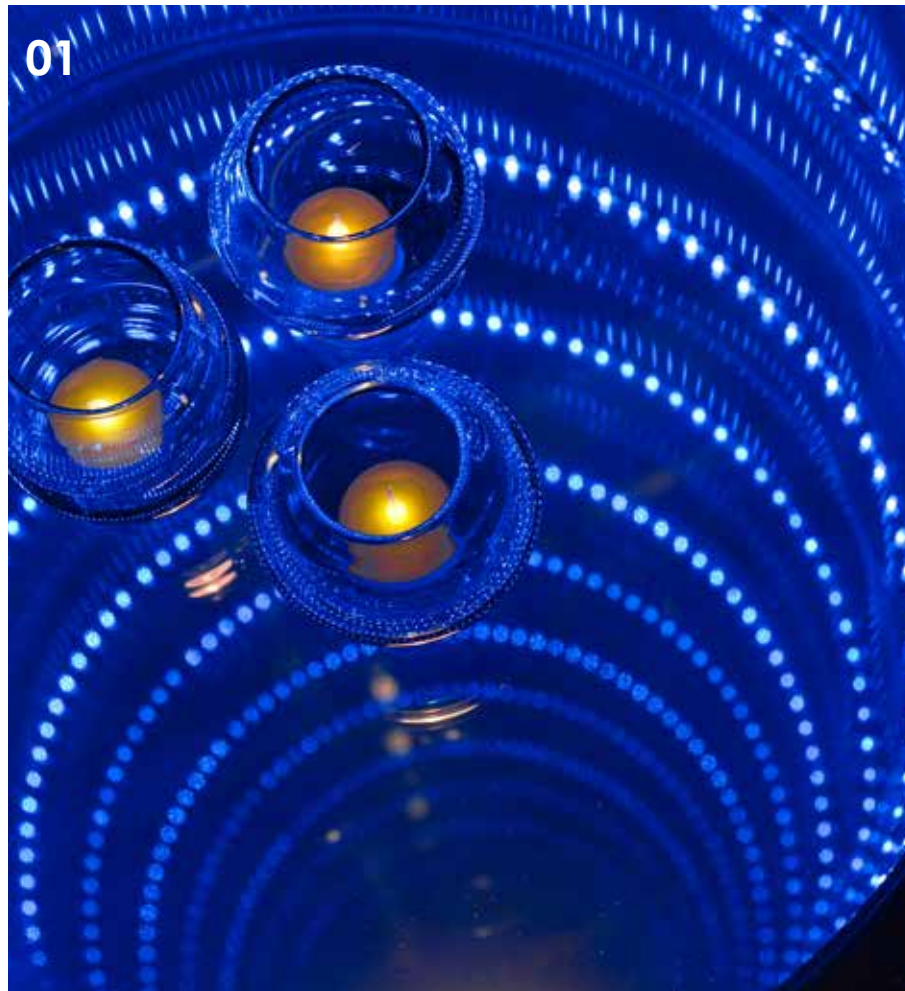
Temperley  
London Fashion  
Week





# CÎROC ACTIVATION KIT

- Design, Manufacture and Installation



- 01 The Infinity Table and Tealights
- 02 Bespoke Ciroc Back Bar



# CÎROC ACTIVATION KIT

- Design, Manufacture and Installation

Ciroc Lounge Set





# CÎROC GLOBAL CATAOGUE • PRODUCT LIST



CÎROC Full Bar



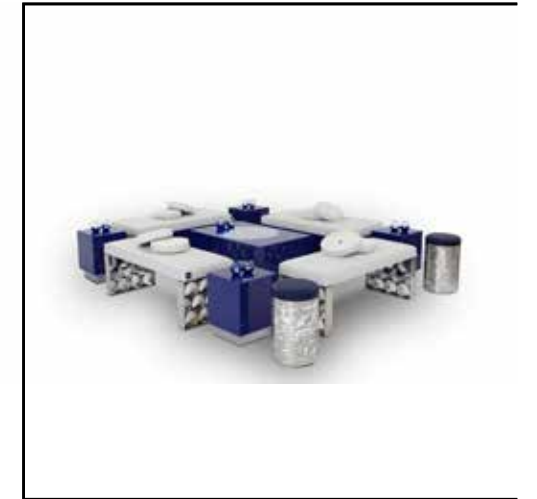
CÎROC Back Bar



CÎROC Straight Bar



CÎROC Curve Bar



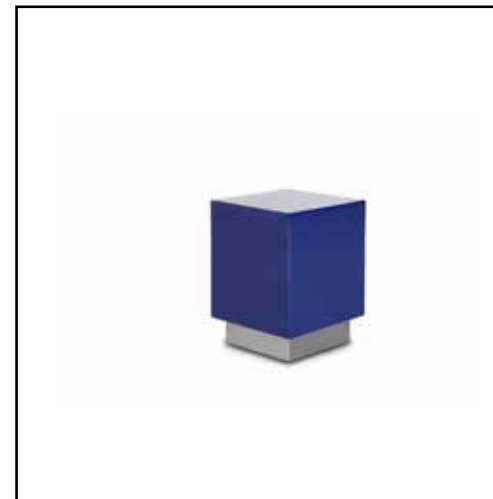
CÎROC Lounge Set



CÎROC Infinity Lounge Table



CÎROC Chill Bed



CÎROC Side Table



CÎROC Bench



CÎROC Stool



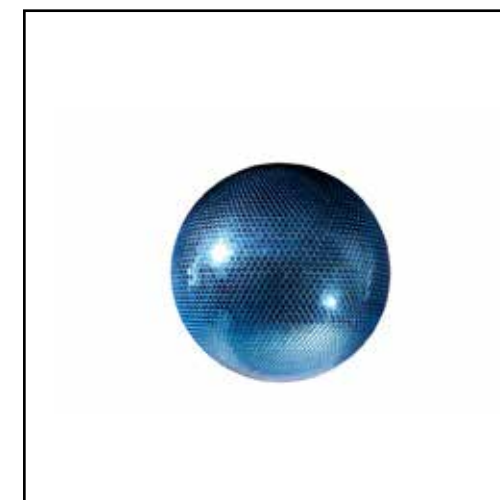
CÎROC Le Bol



CÎROC Hurricane Lantern



CÎROC Tea Light Holder



CÎROC Mirror Ball



CÎROC Flight Case

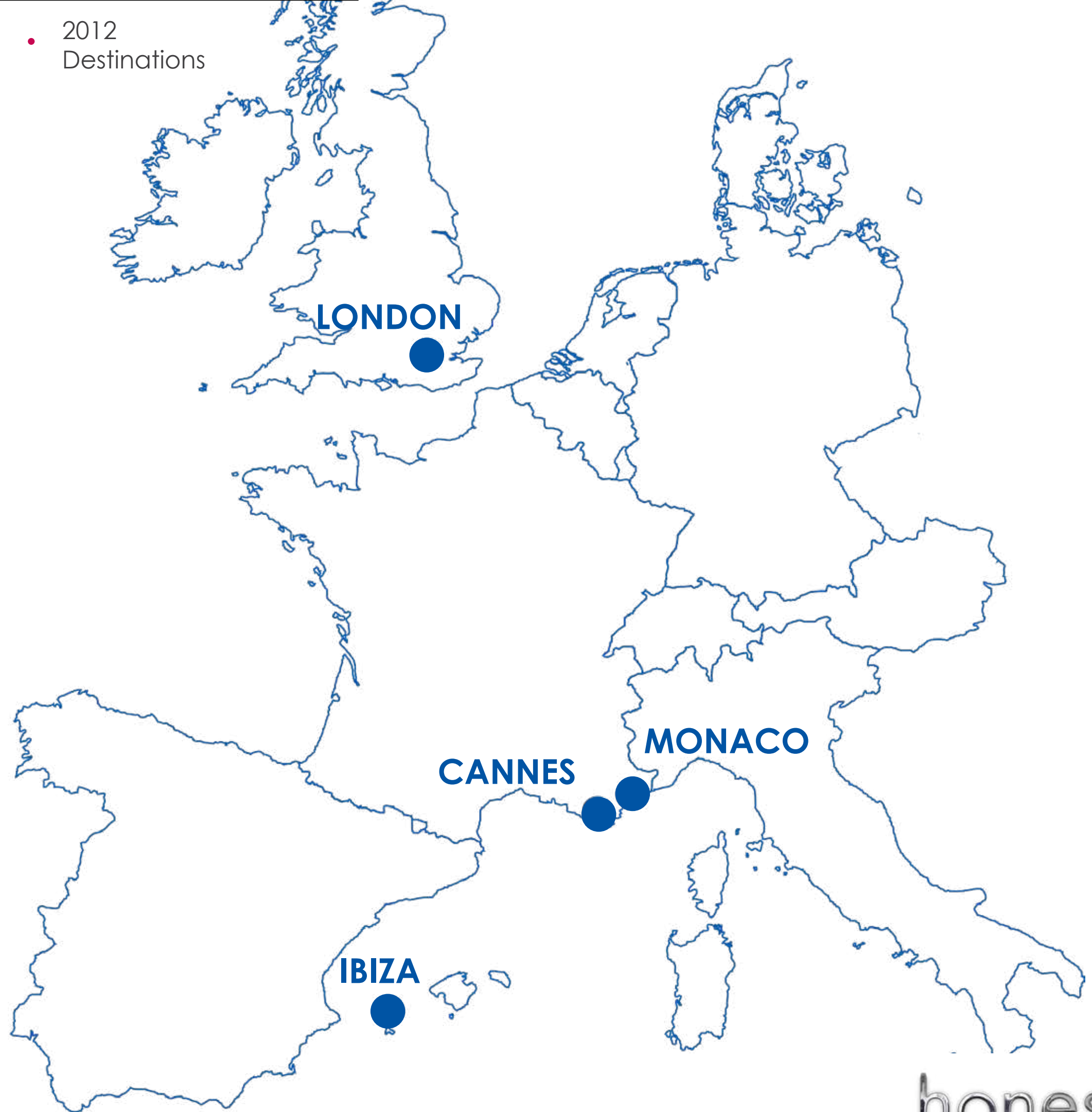


CÎROC JET SET TOUR

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# CÎROC JET SET TOUR

• 2012  
Destinations



honest



# CÎROC JET SET TOUR

- Tour Planning, Management and Logistics



- 01 Snow White Premiere, London
- 02 Belle Epoque, Monaco



# CÎROC JET SET TOUR

- Tour Planning, Management and Logistics

01



01 Villa Oxygene, Cannes  
02 Paperboy, Cannes

02





# CÎROC JET SET TOUR

- Tour Planning, Management and Logistics

01



02



01 & 02 Villa Oxygene, Cannes



# CÎROC JET SET TOUR

- Tour Planning, Management and Logistics

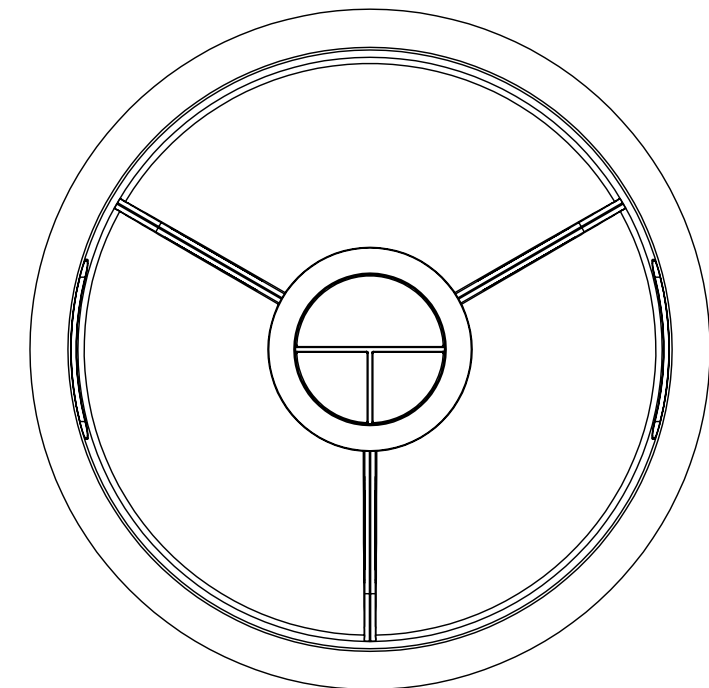
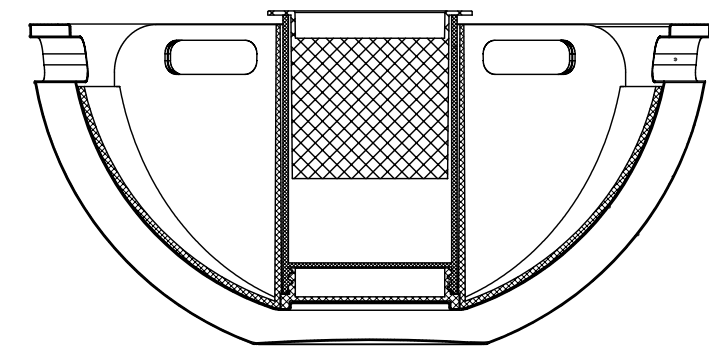
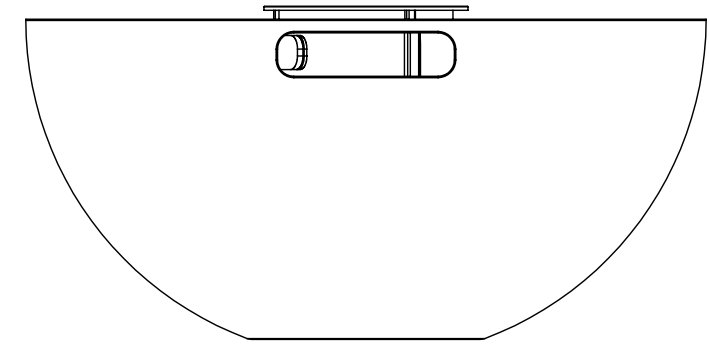
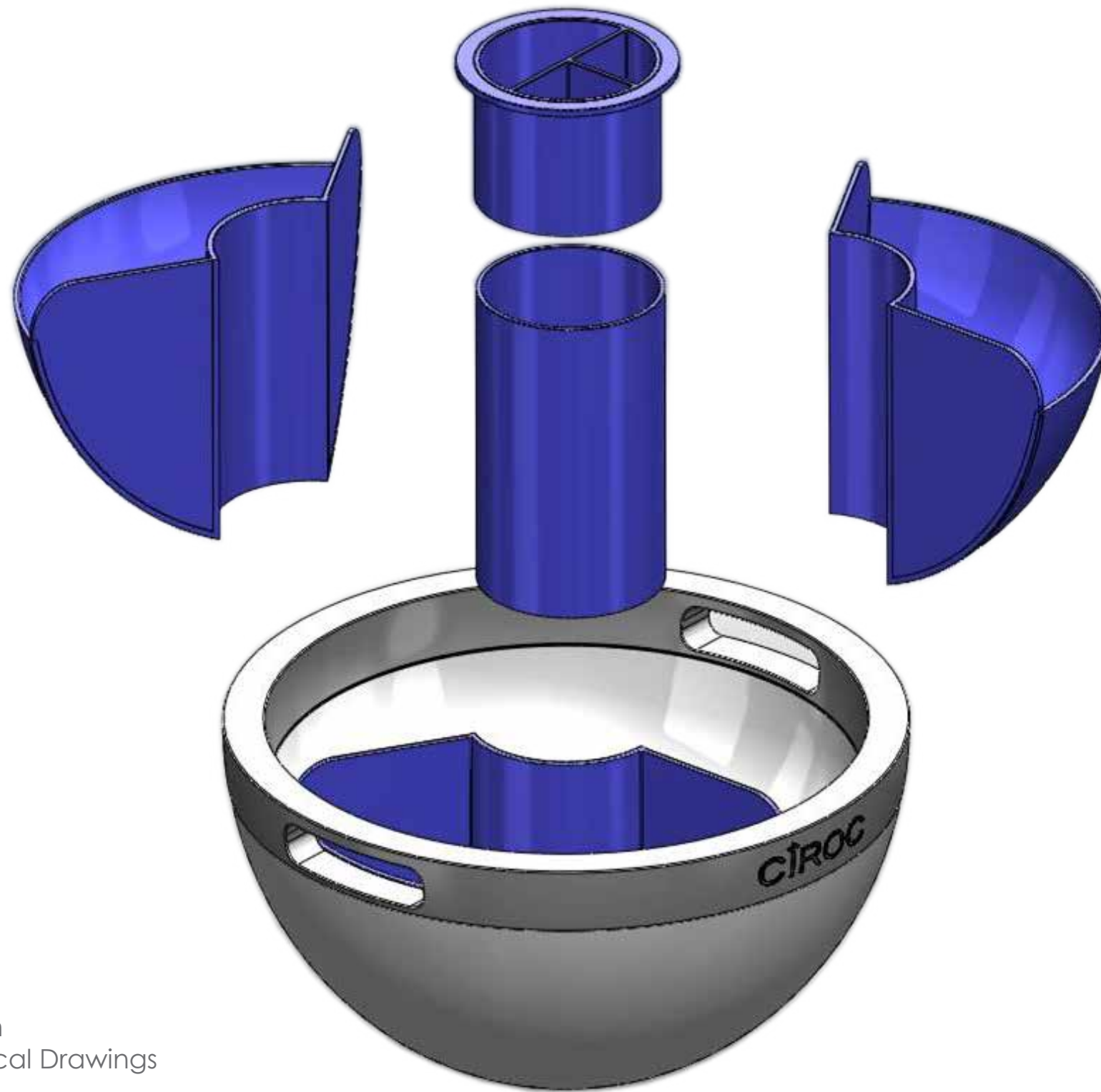


Beach Polo,  
Ibiza

# CÎROC PRODUCT DEVELOPMENT

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Visualisation  
and Technical Drawings

01



02



03



- 01 Product shot
- 02 Yacht Party, Cannes
- 03 Blue Marlin Full Moon Party, Ibiza



# CÎROC TLA / RLA ACTIVATION

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# CÎROC EMBASSY ACTIVATION, LONDON

- Design, Manufacture and Installation

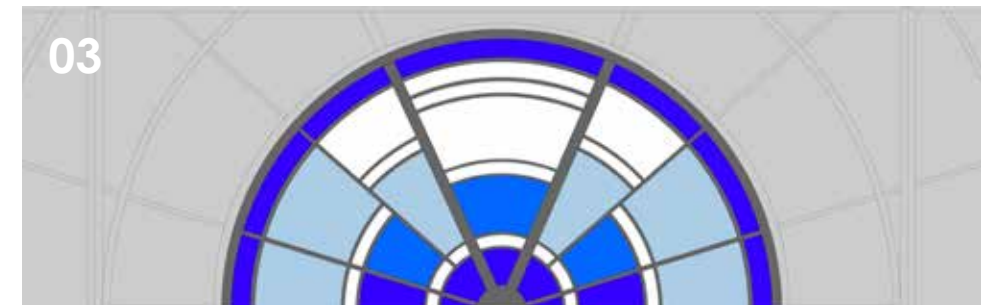
01



02

*'Arc en Ciel'*  
for  
EST. LONDON 1870  
EMBASSY  
MAYFAIR  
by  
CÎROC

03



- 01 Visualisation
- 02 Back Bar Signature
- 03 Back Bar Design



# CÎROC KM5 ACTIVATION, IBIZA

- Design, Manufacture and Installation

01 & 02 Mirror Wall Detail  
03 Mirror Wall Full





# CÎROC BLUE MARLIN ACTIVATION, IBIZA

- Design, Manufacture and Installation

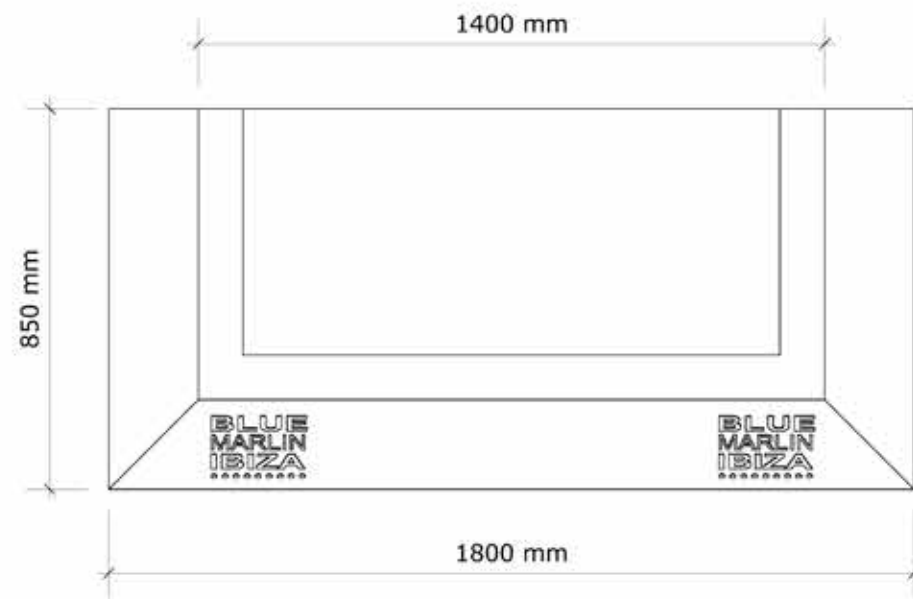


- 01 Ciroc Mirror Ball
- 02 Ciroc Cushions
- 03 Ciroc Mirror Wall

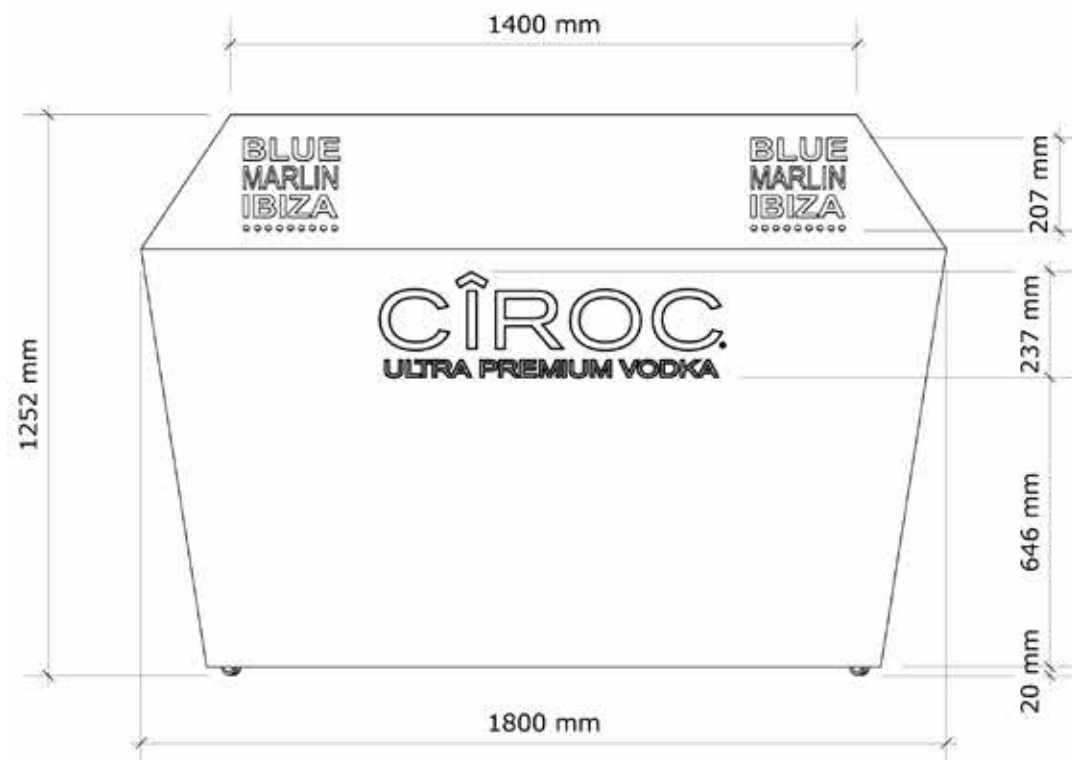


# CÎROC BLUE MARLIN DJ BOOTH, IBIZA

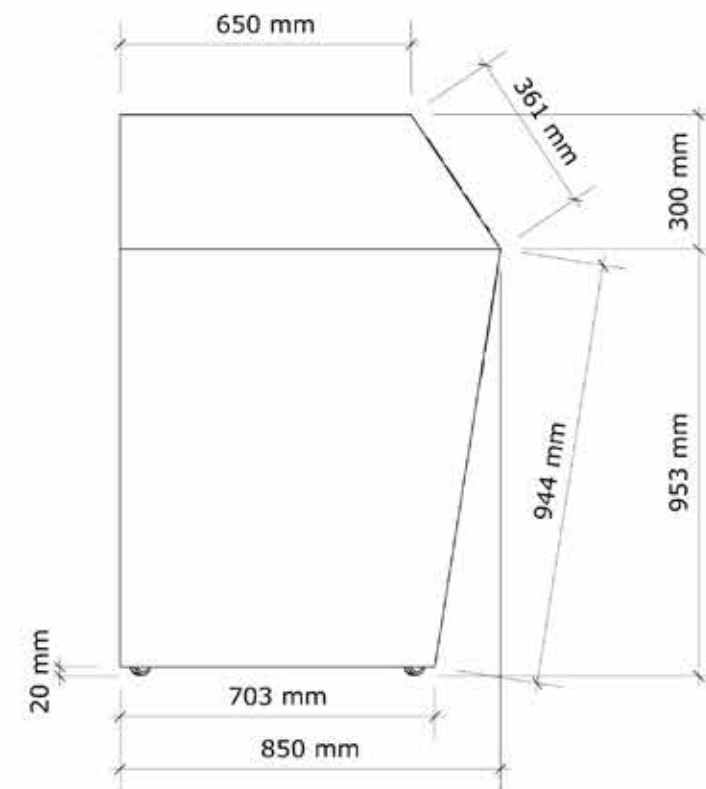
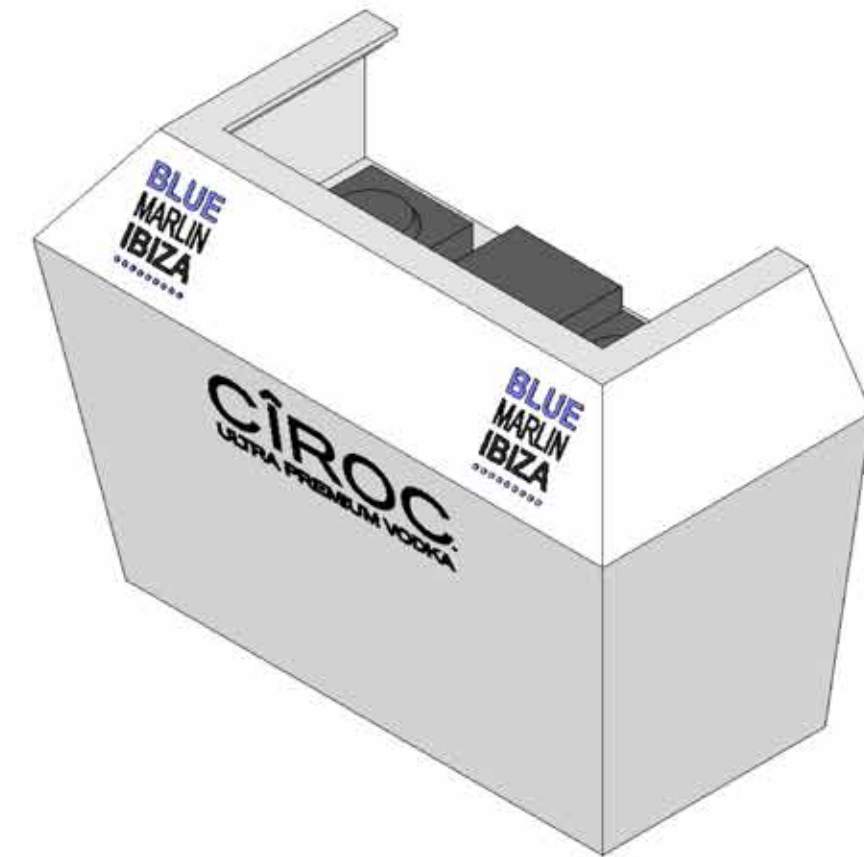
• Design



1 PLAN  
SCALE 1 : 15 @ A3



2 FRONT ELEVATION  
SCALE 1 : 15 @ A3



3 SIDE ELEVATION  
SCALE 1 : 15 @ A3

# CÎROC BLUE MARLIN DJ BOOTH, IBIZA • Design

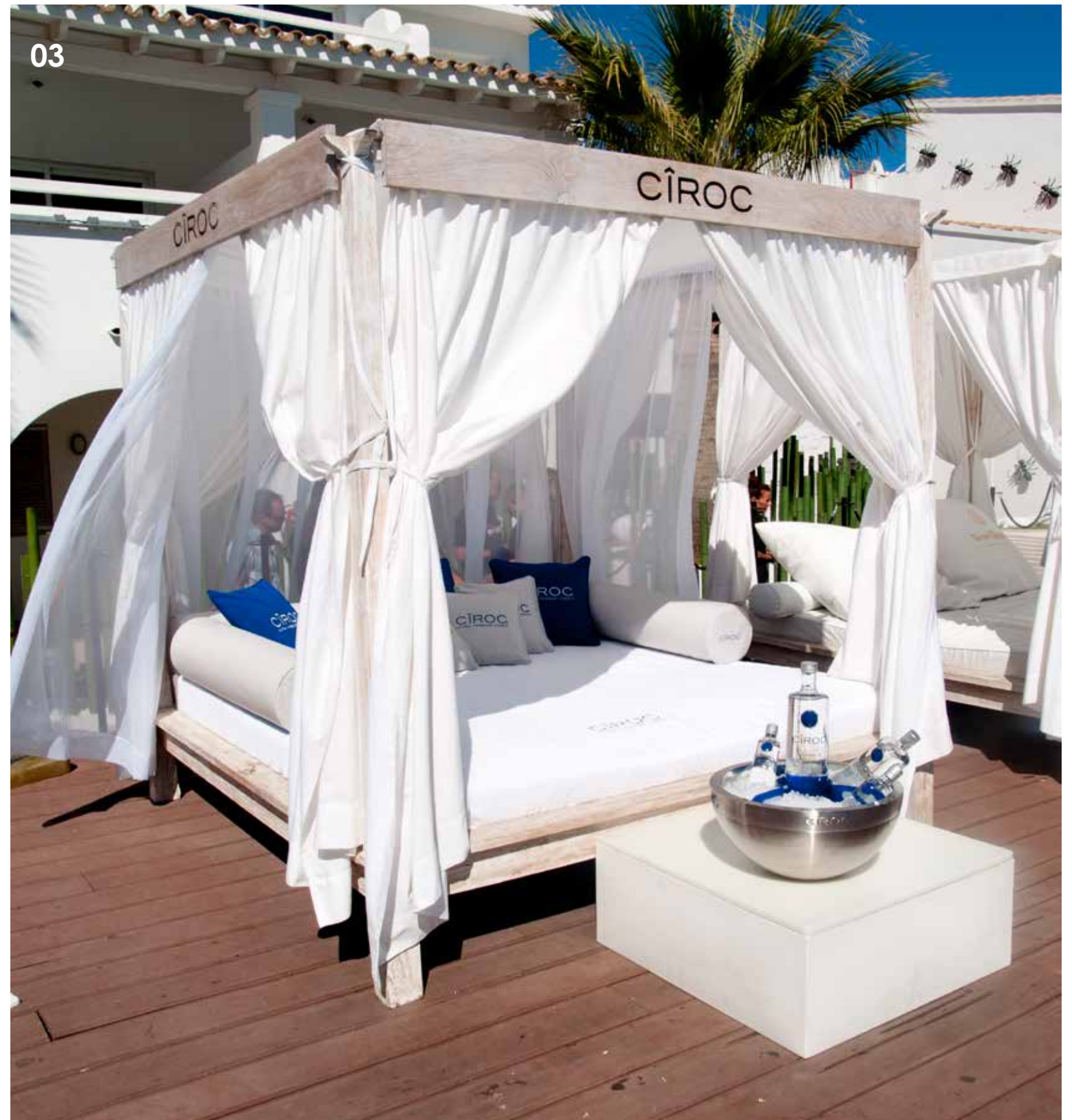


- 01 Visualisation
- 02 Visualisation
- 03 Logo with Lighting



# CÎROC USHUAIA ACTIVATION, IBIZA

- Design, Manufacture and Installation



- 01 Custom Ciroc Wooden Frame
- 02 Ciroc Cushions
- 03 Ciroc VIP Bed



# CÎROC USHUAIA ACTIVATION, IBIZA

- Design, Manufacture and Installation



- 01 Ciroc Illuminated  
Pool Ball Day View
- 02 Ciroc Illuminated  
Pool Ball Night View



# CÎROC S/Y AIGLON ACTIVATION, IBIZA

- Design, Manufacture and Installation



- 01 S/Y Aiglon Yacht
- 02 Fly Deck
- 03 Outside Lounge





JOHNNIE WALKER®  
GOLD LABEL  
RESERVE™





# TLA ACTIVATION

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# JOHNNIE WALKER GOLD LABEL RESERVE LAUNCH WHISKY MIST, LONDON

- Design Inspiration

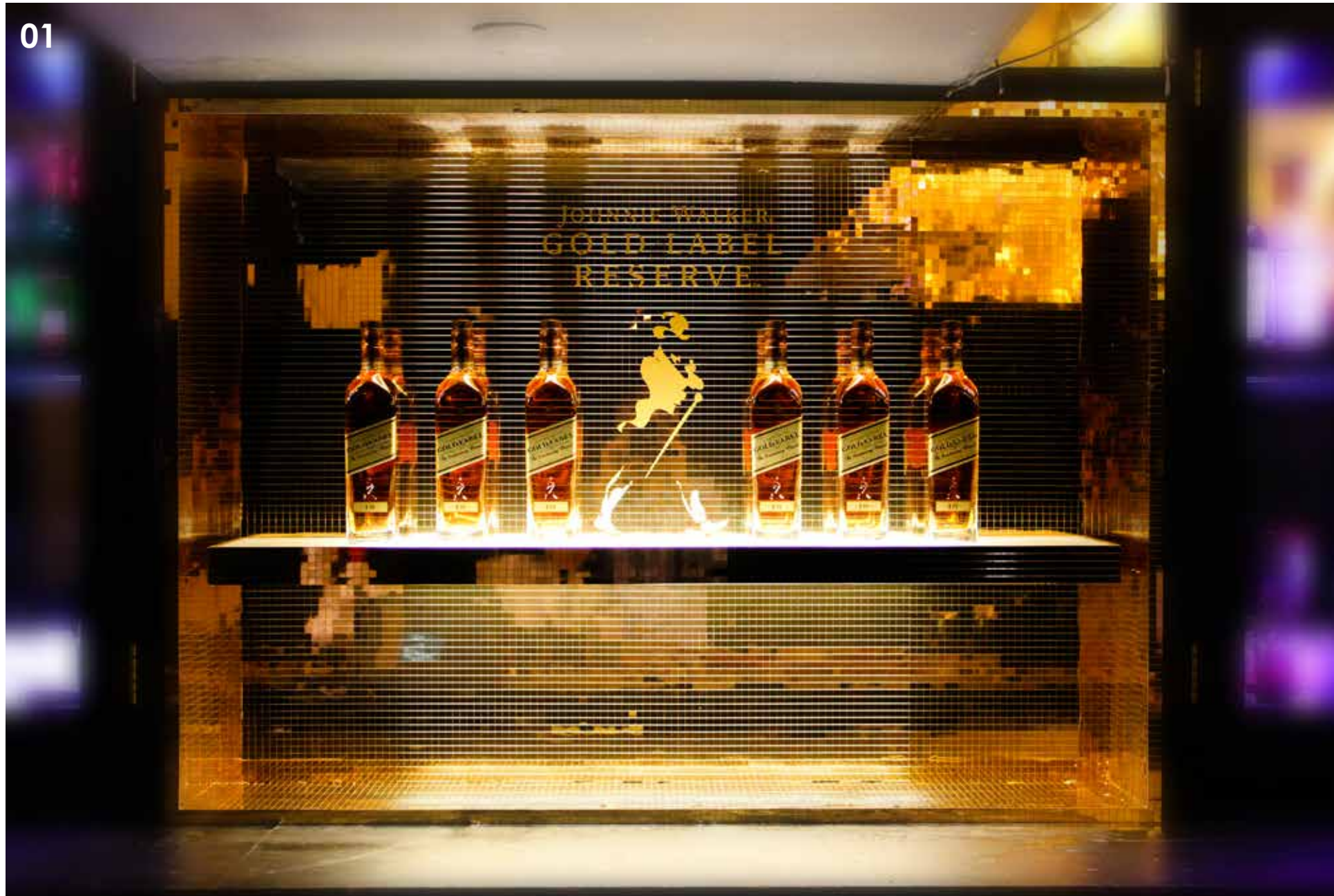




# JOHNNIE WALKER GOLD LABEL RESERVE LAUNCH WHISKY MIST, LONDON

- Design, Manufacture and Installation

01



02



03



- 01 Gold Tiled Back Bar Feature
- 02 Back Bar Detail
- 03 Gold Tiled DJ Booth



# JOHNNIE WALKER GOLD LABEL RESERVE LAUNCH WHISKY MIST, LONDON

- Design, Manufacture and Installation



- 01 Gold Booth Area
- 02 Gold VIP Lounge Detail





JOHNNIE WALKER®

# Blue Label™

A BLEND OF OUR RAREST WHISKIES



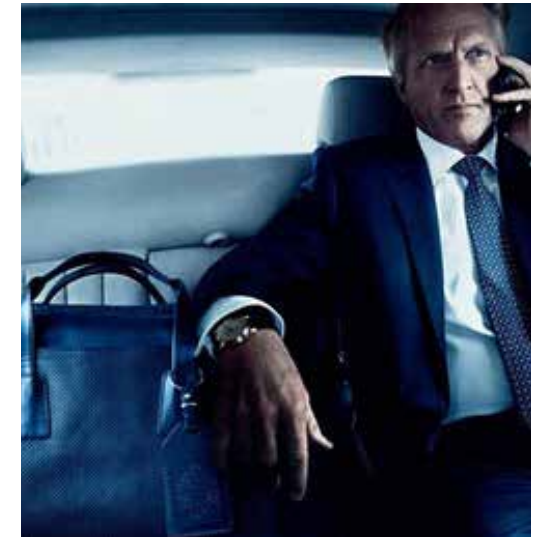
POP UP BAR

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# JOHNNIE WALKER BLUE LABEL POP UP BAR, CANNES

- Design Inspiration



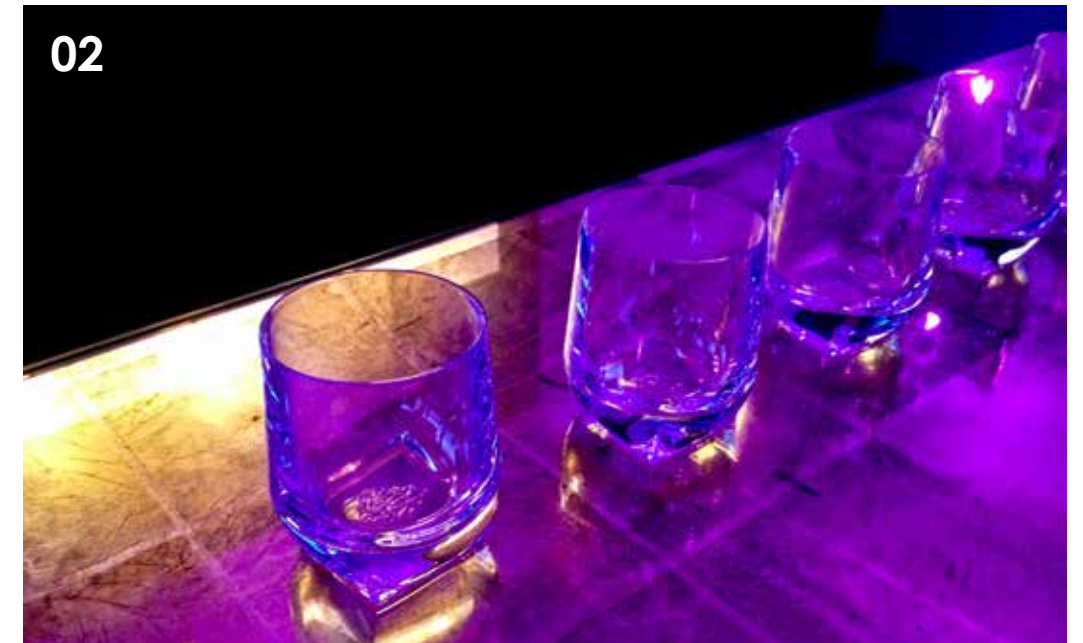


# JOHNNIE WALKER BLUE LABEL POP UP BAR, CANNES • Design, Manufacture and Installation

01



02



03



01      Bespoke Blue Label Bar Build  
02 & 03      Gold Bar Top Detail

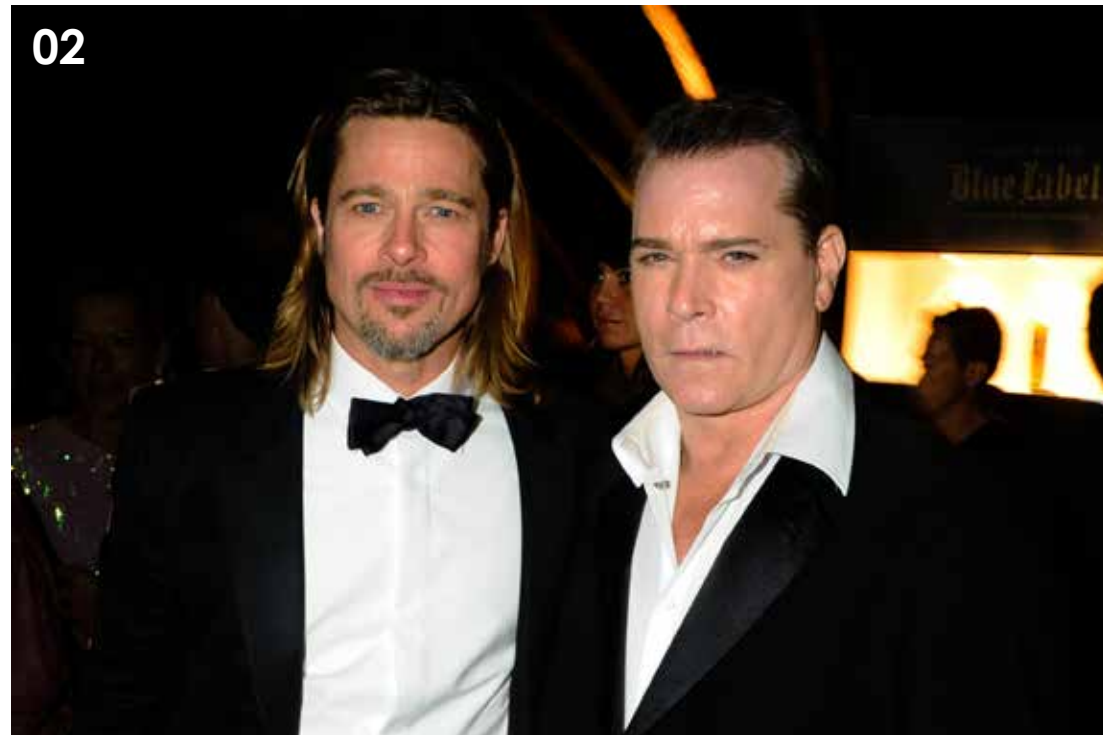


# JOHNNIE WALKER BLUE LABEL POP UP BAR, CANNES • Design, Manufacture and Installation

01



02



03



- 01 Bar Detail
- 02 Brad Pitt & Ray Liotta, Bespoke Bar in Background
- 03 Bespoke Bar Detail







POS DESIGN-  
ON / OFF TRADE JUG

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# SMIRNOFF ON/OFF TRADE JUG • Design



# SMIRNOFF ON/OFF TRADE JUG • Design



- 01 Jug Design with Liquid
- 02 Jug Design Top View
- 03 Jug Design Side View





Ron  
Zacapa<sup>®</sup>  
Centenario

POS DESIGN-  
RON ZACAPA DISCOVERY BOARD

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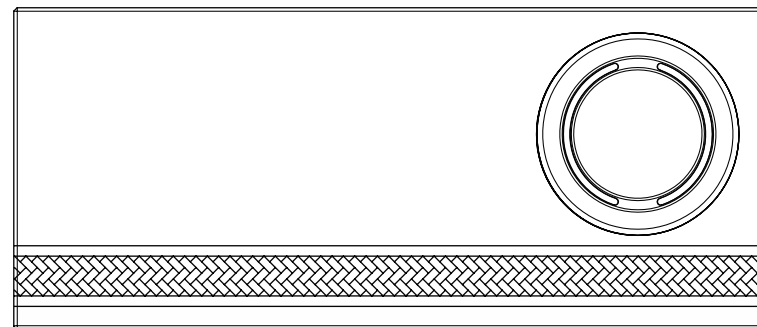
# RON ZACAPA DISCOVERY BOARD

- Design Inspiration

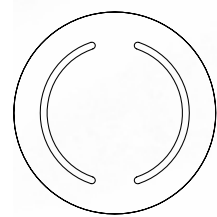


# RON ZACAPA DISCOVERY BOARD

• Design and Manufacture



Discovery Board  
Technical Drawing



Discovery Board



# RON ZACAPA DISCOVERY BOARD

• Design and Manufacture

01



02



03



- 01 Discovery Board  
Dry Ice Effect
- 02 Discovery Board  
Petate Weave  
and Lid Detail
- 03 Lid Detail



# RON ZACAPA DISCOVERY BOARD MANUAL

## CARE

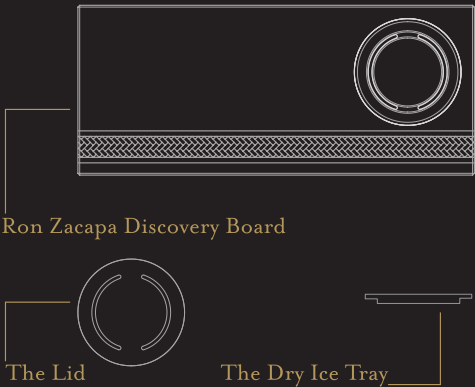
These products are made from solid hard wood and finished with a food-grade matt lacquer.  
To clean, simply wipe down with a damp cloth and allow to air dry. This is ideally achieved by placing the board on its side in a rack.  
Thermal shock is caused by the expansion and contraction of the wood over varying temperatures. For those using dry ice, a plastic insert has been provided to protect the wood from the stress of thermal shock.  
The Discovery Board is not suitable for the dishwasher.

## SERVING WITHOUT DRY ICE

Pour the desired amount of Ron Zacapa into the nominated glass.  
Check the lid is in place, and that the vents of the lid are aligned vertically to the Petate Weave.  
Place the glass of Ron Zacapa onto the lid, and align the dessert(s) in line with the glass and parallel to the Petate Weave.  
Please be sure to carry the Discovery Board horizontally when serving.

## THE DRY ICE EFFECT

The dry ice should take three to four minutes to finish vaporising – for effective theatre, please take this into account when preparing the board to ensure the dry ice is still vaporising when the board reaches the guest.

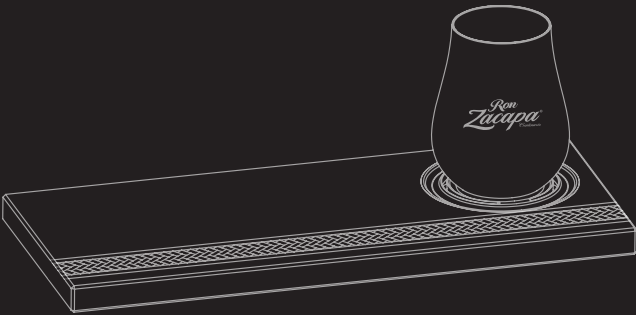


## DRY ICE WARNING

At -78°C, the dry ice is incredibly cold. To avoid severe cold burns, please handle with gloves, or metal tongs.  
Avoid contact with skin and eyes, and do not confine the ice in tightly sealed containers.  
Do not enter confined areas such as walk-in boxes where dry ice is being held until the area is adequately ventilated.  
Do not put dry ice into drinks, and please do not eat it.  
As with any dangerous item, please keep out of the reach of children and animals.

## SERVING WITH DRY ICE

Pour the desired amount of Ron Zacapa into the nominated glass and place to the side.  
Remove the lid and pour 30ml of water (30°-60°C) into the plastic dry ice tray insert.  
Carefully spoon two to three pellets of dry ice into the dry ice tray provided.  
Take care not to touch the dry ice with bare fingers, and do not place more than three pellets into the dry ice tray; overloading the dry ice will cause overflowing and does not provide the desired effect.  
If the dry ice pellets are too large, simply stir them around in the water with a spoon for a few seconds and they will evaporate more quickly.  
Place the lid back into the tray, and make sure the vents of the lid are aligned vertically to the Petate Weave.  
Place the glass of Ron Zacapa onto the lid, and align the dessert(s) in line with glass and parallel to the Petate Weave.  
Please be sure to carry the Discovery Board horizontally when serving.







**Ketel One<sup>®</sup>**  
**VODKA**

# KETEL ONE MIXING GLASS

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# KETEL ONE MIXING GLASS

- Design and Manufacture

01



02



- 01 Seamless Crystal with 'K' Logo Etching
- 02 Nolet Family Crest Etching Details

# KETEL ONE ACTIVATION

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# KETEL ONE ACTIVATION KIT

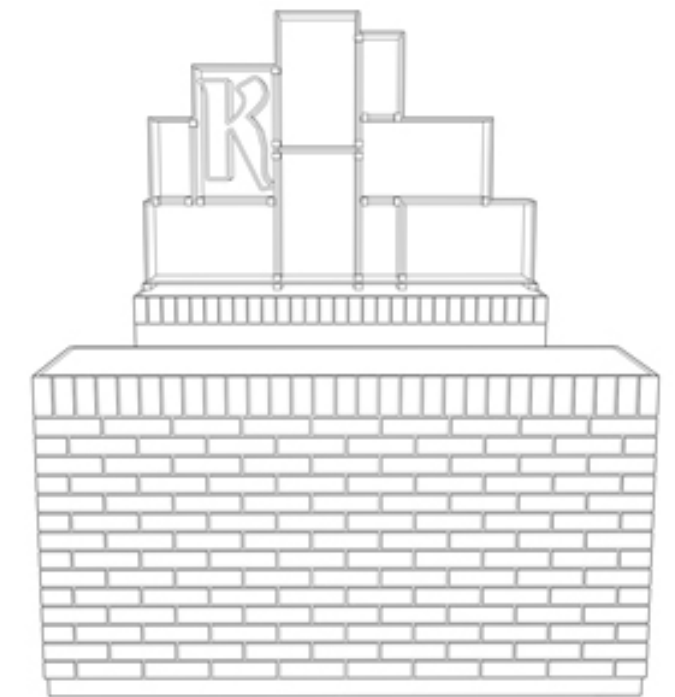
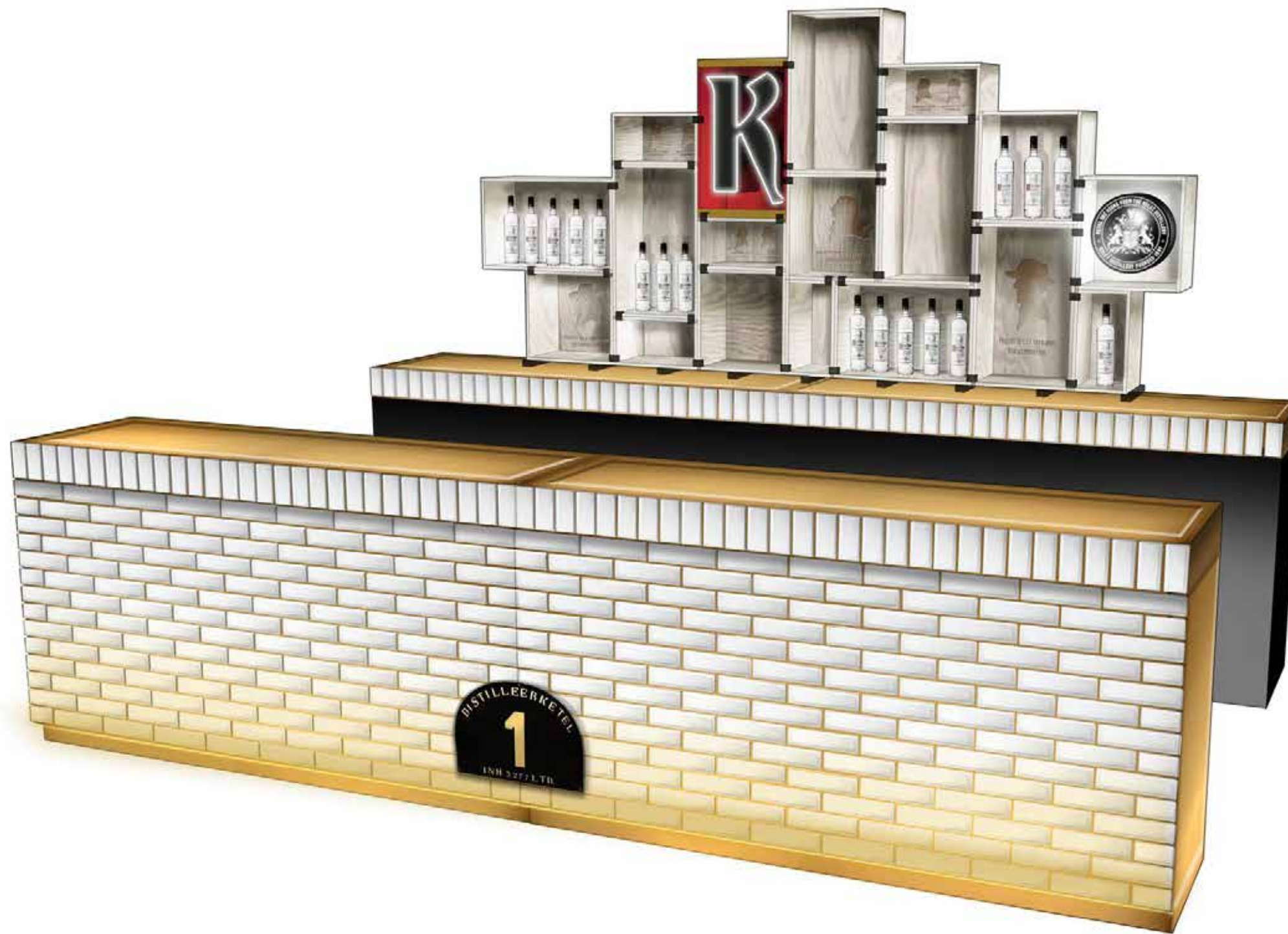
- Design Inspiration





# KETEL ONE ACTIVATION KIT

- Design, Manufacture and Installation



Visualisation





*Tanqueray*®

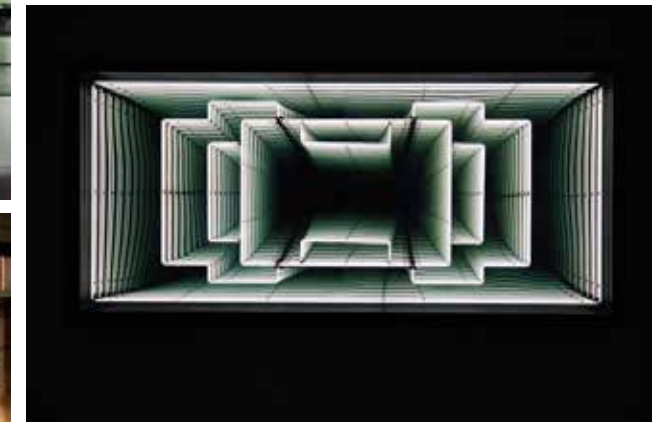
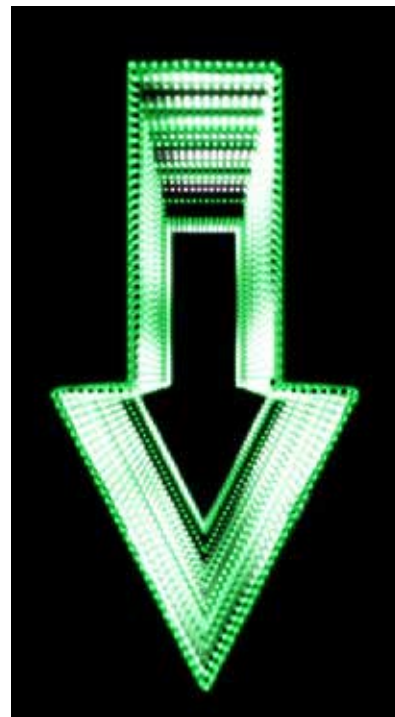
# TANQUERAY ACTIVATION KIT

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# TANQUERAY ACTIVATION KIT

- Design inspiration





# TANQUERAY ACTIVATION KIT

- Design, Manufacture and Installation

01



02



- 01 Full Bar Design Proposal
- 02 Front Bar Detail



# TANQUERAY ACTIVATION KIT

- Design, Manufacture and Installation

01



02



01 & 02

Full Bar Design Proposal

# TANQUERAY ACTIVATION KIT

- Design, Manufacture and Installation



- 01 Modular Bar Capabilities Curved  
02 Modular Bar Capabilities Straight



# TANQUERAY ACTIVATION KIT

- Design, Manufacture and Installation







# EVENT DESIGN



# STELLA ARTOIS, WORLD DRAFT MASTER 2010

• Design, Manufacture  
and Installation

Visualisation





# STELLA ARTOIS, WORLD DRAFT MASTER 2010

Design, Manufacture  
and Installation

01



02



03



01  
02 & 03

Stage Design  
Bar and Laser Projection





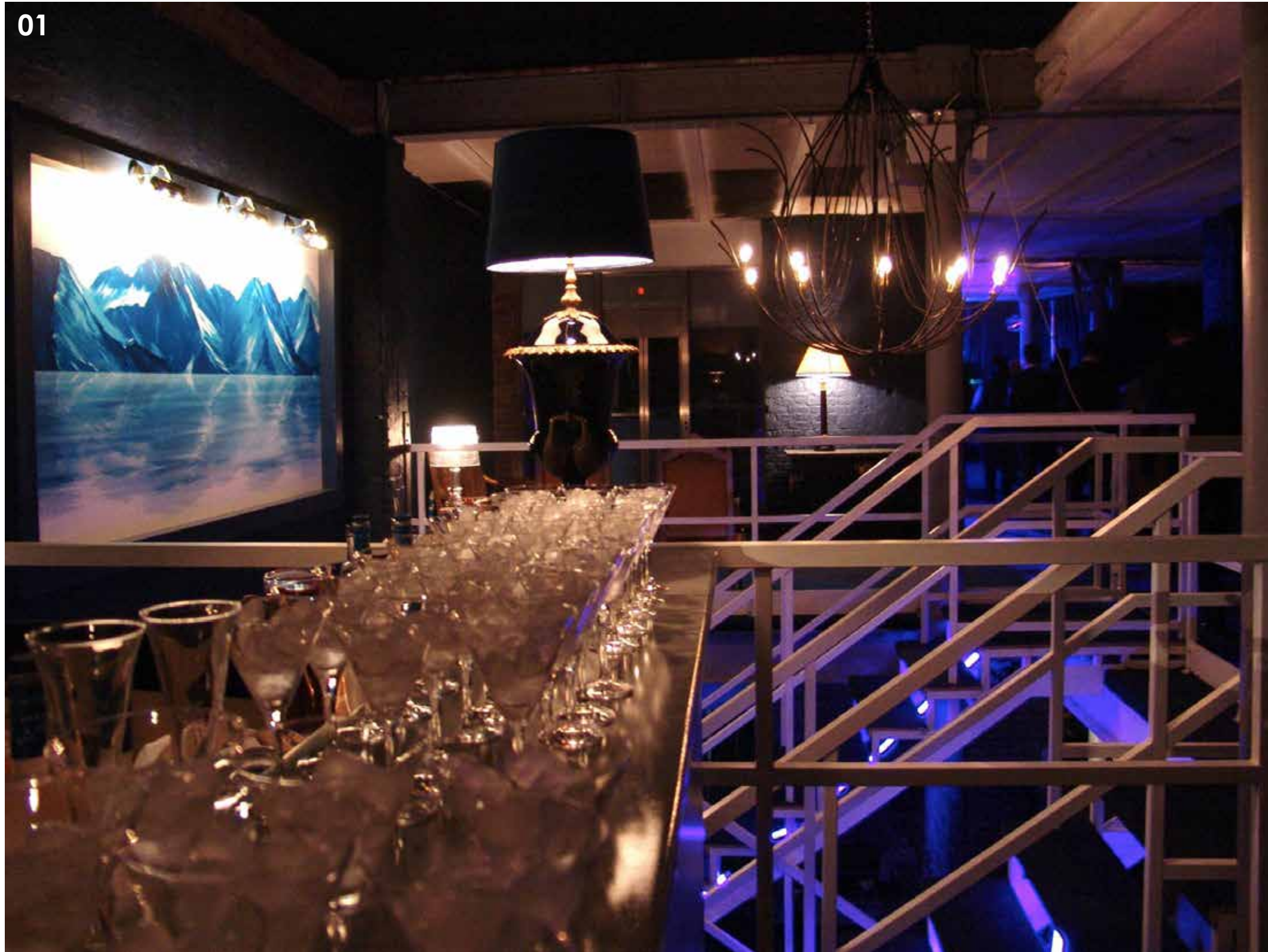
GREY GOOSE®



# GREY GOOSE & ELTON JOHN CREATED A BOUTIQUE HOTEL ENVIRONMENT

Design, Manufacture  
and Installation

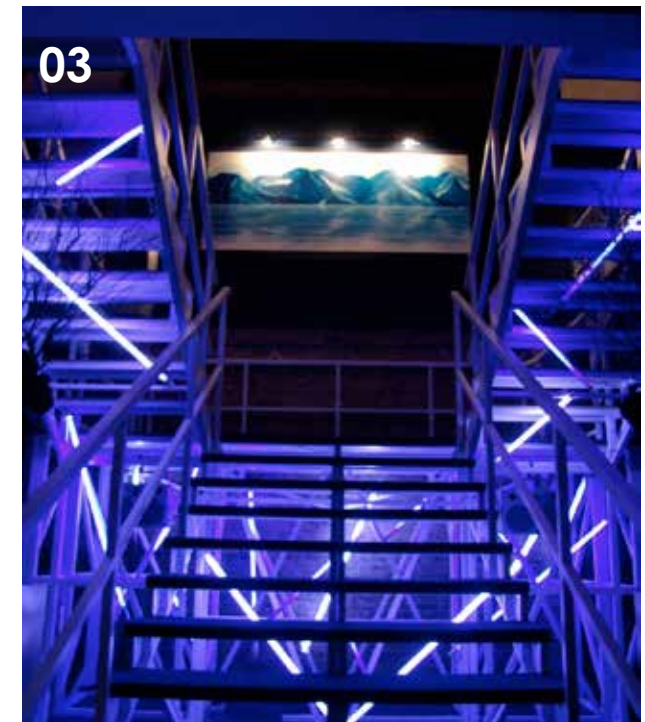
01



02



03



01,  
02 & 03

Bar Design  
Interior Design



GREY GOOSE & ELTON JOHN  
CREATED A BOUTIQUE HOTEL ENVIRONMENT

Design, Manufacture  
and Installation

01



02



03



01  
02  
03

Bar Design  
Seating Design  
Dance Floor





*Chinawhite*



# CHINA WHITE EVENT

• Design, Manufacture and Installation

01



02



03



01, 02 & 03

Event Design



**L**ONDON  
COCKTAIL  
WEEK



*El Ron de Cuba*



# LONDON COCKTAIL WEEK FOR HAVANA CLUB

- Design, Manufacture and Installation

01



02



03



01,  
02 & 03

Event Design  
Bar Design



**L**ONDON  
COCKTAIL  
WEEK

**BEEFEATER<sup>®</sup>**  
LONDON



# LONDON COCKTAIL WEEK FOR BEEFEATER

- Design, Manufacture and Installation



01, 02 & 03

Bar Design



**L**ONDON  
COCKTAIL  
WEEK

CHIVAS

# LONDON COCKTAIL WEEK FOR CHIVAS

Design, Manufacture  
and Installation

01



02



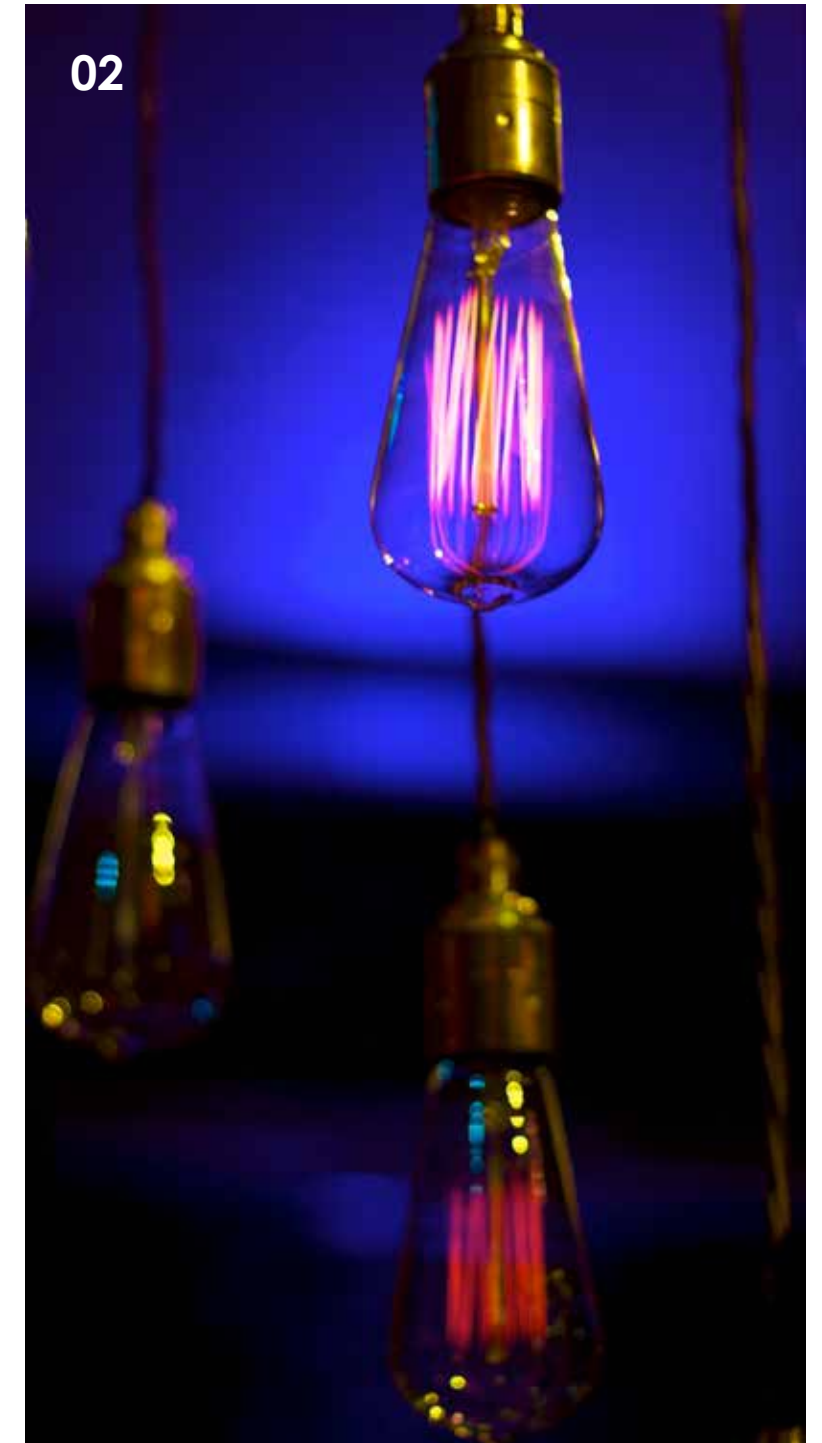
01 & 02

Event Design



# LONDON COCKTAIL WEEK FOR CHIVAS

• Design, Manufacture  
and Installation



01 & 02

Bar Design

**L**ONDON  
COCKTAIL  
WEEK

**ABSOLUT**<sup>®</sup>  
*Country of Sweden*  
**VODKA**



# LONDON COCKTAIL WEEK FOR ABSOLUT

Design, Manufacture  
and Installation



01, 02 & 03      Event Design

**L**ONDON  
COCKTAIL  
WEEK

**JAMESON**<sup>®</sup>  
IRISH WHISKEY



# LONDON COCKTAIL WEEK FOR JAMESON

Design, Manufacture  
and Installation

01



02



01 & 02

Bar Design



# LONDON COCKTAIL WEEK FOR JAMESON

Design, Manufacture  
and Installation



01, 02 & 03      Cocktail Week Event Photographs





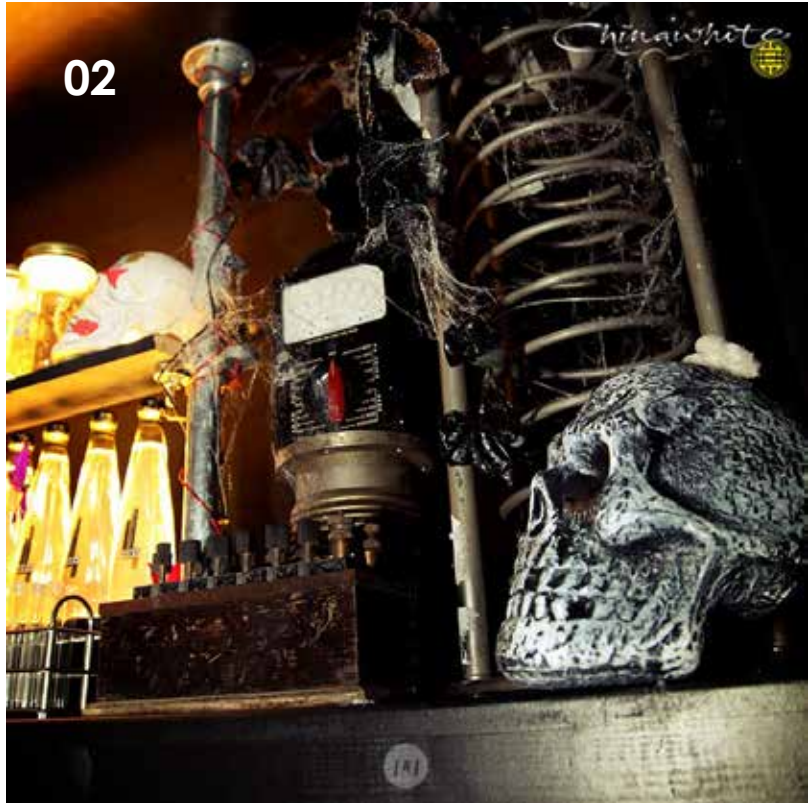
# ZEO

BEYOND ALCOHOL



# CHINAWHITE HALLOWEEN EVENT FOR ZEO

• Design, Manufacture and Installation



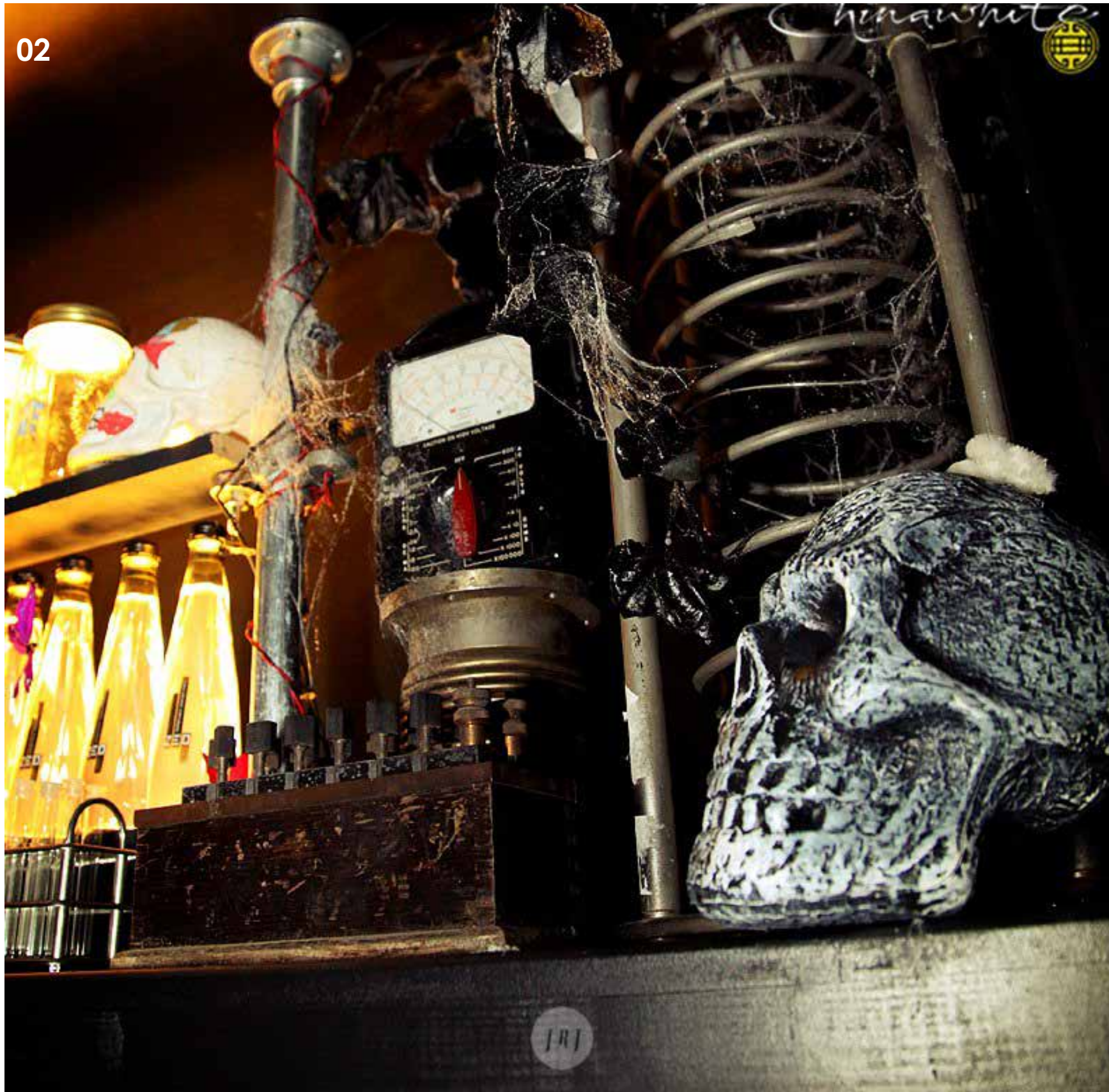
01, 02 & 03

Event Design



# CHINAWHITE HALLOWEEN EVENT FOR ZEO

- Design, Manufacture and Installation



01, 02 & 03      Event Design



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Member of:



Winner of:

