

VIMANA

BIRDS OF PARADISE CASE STUDY

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CASE STUDIES | BIRDS OF PARADISE

BIRDS OF PARADISE

SERVICES

Branding & Identity Design
Collateral Design & Production
Merchandise Design & Production
Signage & Wayfinding

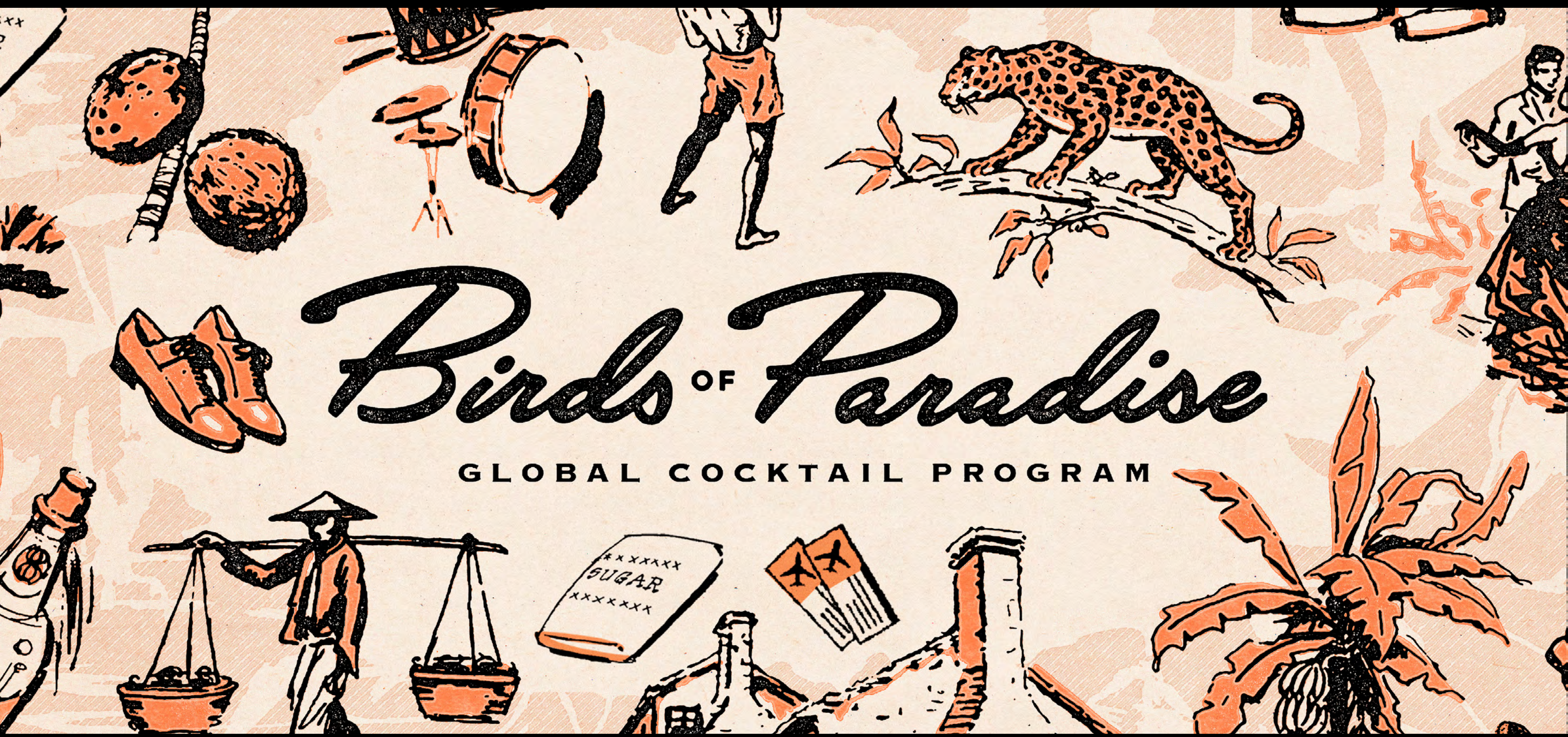
CHALLENGE

Crafting a brand identity that harmonizes the allure of vintage travel with the diverse tales and flavors of global destinations in every cocktail.

OUTCOME

A distinct brand identity that seamlessly merges the romance of bygone travel with the multifaceted narratives of global flavors in each cocktail.





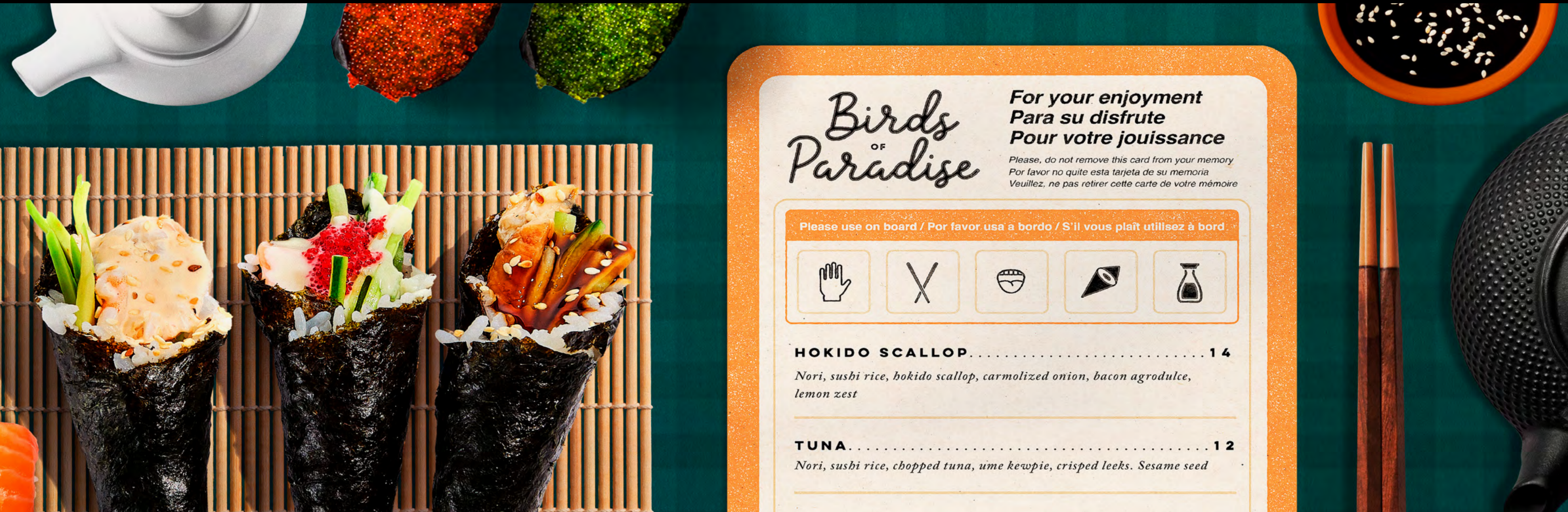
Birds OF Paradise

GLOBAL COCKTAIL PROGRAM



BUSINESS H
5PM - 1AM





PROCESS NOTES

Drawing inspiration for “Birds of Paradise” menus, we turned to vintage travel catalogues and on-board plane manuals. These past relics, rich in storytelling and precision, influenced our design ethos.

The menu, much like old-world travel, invites patrons on a journey—each cocktail and dish, a tale. Merging nostalgia with clarity, every selection promises an expedition, a nod to the golden age of travel.



A. (Pictured Left)
Exterior Blade Sign

B. (Pictured Above)
Interior Neon Signage



“Birds of Paradise” serves as a refreshing sanctuary in our fast-paced digital world, seamlessly blending the enchantment of the bygone golden age of travel with the nuances of contemporary mixology. Each cocktail, meticulously crafted, tells a dual story by uniting flavors from distinct global corners, offering both a reflection on cherished memories and an invitation to new adventures.

Situated within their intimate 45-seat setting, every element of the ambiance is thoughtfully curated. Patrons find themselves surrounded by an atmosphere reminiscent of the iconic Pan Am era, yet with a modern twist. While the extensive menu offers a diverse array of choices, a common thread runs through it: an intricate tapestry of tales and flavors from across the globe.

With every sip, guests are not merely tasting a drink. They’re embarking on a sensory journey, a celebration of the coming together of different cultures and the evergreen allure of global exploration. This careful balance of nostalgia with innovation ensures a unique, holistic experience, making each visit to “Birds of Paradise” an expedition of taste and wonder.



THANK YOU