

# VIMANA

## BLOSSOM BAR CASE STUDY

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## BLOSSOM BAR

### SERVICES

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

### CHALLENGE

Visually expressing the intersection between the sweet, tropical flavors of South American cocktails with the bold, pungent and spicy ingredients of the Chinese Sichuan cuisine.

### OUTCOME

A unique brand experience which unites different cultures by capturing shared design elements.

### AWARDS

2019 Bento Design Award for Best Menu Design



# BLOSSOMBAR

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## CUSTOM TYPEFACE

We took inspiration for this font from the art deco movement that began in the 1920's, most notably in Havana, Cuba.

This custom san serif subtlety captures the architectural similarities between the art deco movement of Cuba and the traditional styles of design found in China.

It acts in contrast to the complexity of the intricate palm pattern it typically layers over, maintaining ease of readability.

### BLOSSOM FONT • CUSTOM TYPEFACE

A B C D E F G H I J  
K L M N O P Q R  
S T U V W X Y Z





## MENU DESIGN

2019 Bento Design Award for Best Menu Design

“I love the subtle use of color and watermarked patterns. The playfulness of the illustrations is seamlessly executed as a contrast to the overall maturity of the design while staying true to the overarching theme of modern art deco. The layout is clear and easy to navigate—it transported me to another time and place.”

- Aaron Silverman, Chef & Restaurateur of Rose's Luxury, Little Pearl, Pineapple & Pearls

“The Blossom Bar menu design has a rare combination of taste, legibility, and a thoughtful layout. The colorful bottoms tabs and drink sketches make the menu approachable and easy to navigate, while the laser-etched wood cover, textured paper, and brass screws add to the ambiance and make it feel high quality.”

- Aaron Epstein, Co-founder of Creative Market

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# MENU DESIGN

The wooden menu board in addition to the selected paper are meant to pay homage to the latticed windows and dividers found within traditional Chinese homes.

The laser etched pattern draws influence from the sharp angles found in both Chinese and art deco design, and the metal hardware is a nod to the building materials used in the 1920's.

Pastel colors, scalloped edges and tropical patterning capture the vibrancy of Havana's color palette.



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## GLASSWARE DESIGN

We selectively patterned the glassware to accentuate the beautiful cocktails, using their bright colors as a backdrop to display elements of the brand.

**A. (Pictured Far Left)**

Art Deco / Chinese Lattice Pattern

**B. (Pictured Stacked Right)**

Tropical Leaf Pattern









*sichuan garden*

四川飯莊



734

**THANK YOU**