

Case Study



Client: Orange Rooms Bar, Southampton
Project: Cocktail Menu
Date: March 2011

Brief: 2011 saw the Orange Rooms reach its 10th Birthday, which was an excuse for not only a party but a bit of a face lift. The first thing on their agenda was their cocktail menu. They wanted to create a new menu that allowed them to refresh their cocktail offering but also that showed how much they have developed over the last 10 years. To quote them “modernise retro”. A difficult challenge but one that Zzing were definitely up for! The menu was to be 36 pages, covering their entire beverage offering. The cocktail section is a tribute to cocktails throughout the ages, which also needed to be incorporated into the design. Oh and the final element of the brief – delivery in two weeks.

Concept: After a few initial creative ideas, it was decided that as the last menu was created in the form of a record (very 70’s) Zzing would create this menu in the theme of a cassette tape. Cassettes were introduced during the late 1970’s and this would be a great way of showing how the Orange Rooms have moved on. But this couldn’t be just any ordinary cassette tape theme, it had to look, feel and breath the essence of Orange Rooms which in one word is ‘RETRO’!

Design:



Results: A fantastic looking menu, delivered on time and within budget (along with a lot of Zzing blood, sweat and tears). One happy client “Great work... this looks great” who has asked Zzing to work with them on other pieces.