

Leisure retail / design / prototype / Installation

Lakota Chester

In collaboration with interior designers (Fusion By Design), Vision On were commissioned to design and install sympathetic bespoke graphic solutions to a re-branded bar in Chester.

Initial client meeting, followed by site visits, Vision On Digital's first job was to design and install branded window hoardings to advertise the forthcoming venue prior to its new launch date. The design team then submitted solutions to satisfy the client demands for within the venue.

Large format digitally printed bespoke wallpapers (Matt laminated white adhesive vinyl over foamex cladding) were installed to the entrance (life style suggestive photography) and bar back walls (Wood cladding effect) a cost effective solution to real wood. Illuminated 'Stag' logos (CNC cut acrylic with LED strip lighting) to decorate and reinforce branding throughout the venue. Removal from site and sprayed reclaimed mirror frames to add focal points to this listed Chester building, using them as mirrors and poster boxes. The impact was amazing taking an old tired bar into an inspiring aspirational venue.

To explore possibilities for your own ventures email design@visionon.net

