

Market: Leisure Retail / Bar interior

Lakota Glasgow

Brief: In collaboration with interior designers Fusion by Design, Vision On were commissioned to design and create a re-branded environment utilising interior graphics and props.

Project: Design, site survey, prototyping, installation

Following initial Client meetings and site surveys, the brief set for Vision On was to design an exciting new look/new concept for the interior environment. The consultation process involved the creation and submission of mood boards, visuals and concept illustrations stimulating a very close and open-ended dialogue with the Client.

By the application of large-format digital print wallpapers (matt laminated white adhesive vinyl over foamex cladding) both to the entrance as life-style suggestive photo images and to the VIP areas as locally inspired recollections, a high impact and inviting interior was achieved.

Four solid wood LED illuminated light boxes were installed in the bar areas, and red illuminated 'Stag' logos (CNC cut acrylic with LED strip lighting) were employed to highlight and reinforce branding. Restored and re-sprayed mirror frames provided a cost-effective re-vamp combined with replica poster frames and boxes created from cut acrylic over-printed with black ornate surface imaging, utilised as both wall-mounted applications throughout the interior and suspended in the window areas.

To explore possibilities and new dimensions for your own retail interiors and environments contact design@visionon.net

