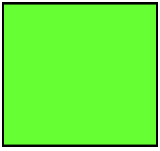
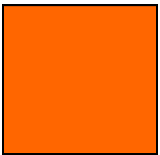


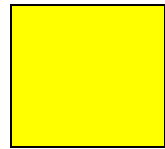
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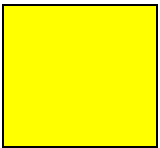
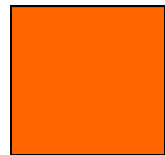
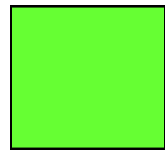
Submission



Innovative



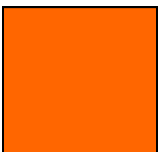
Mixology

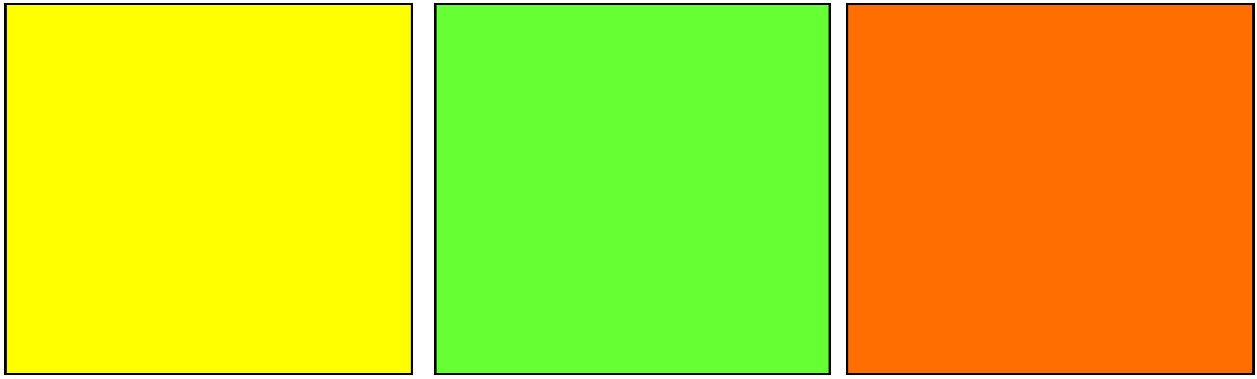


Cocktail



Gallery

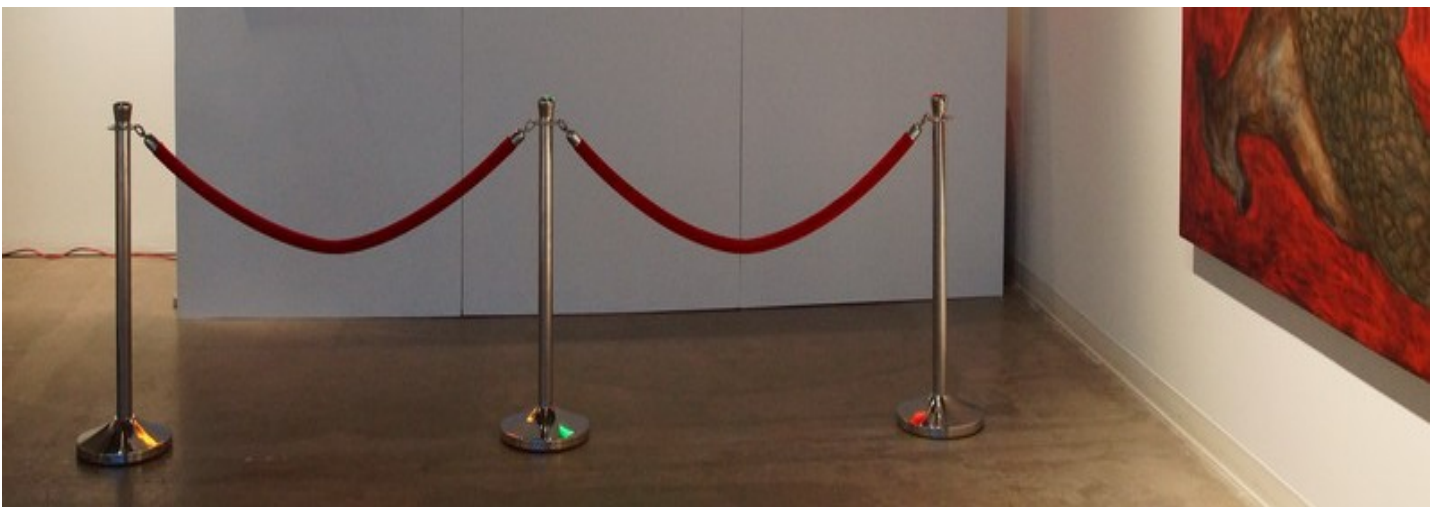


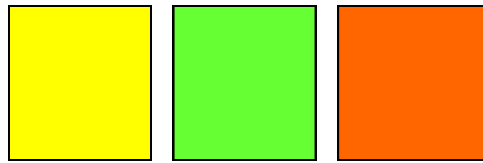
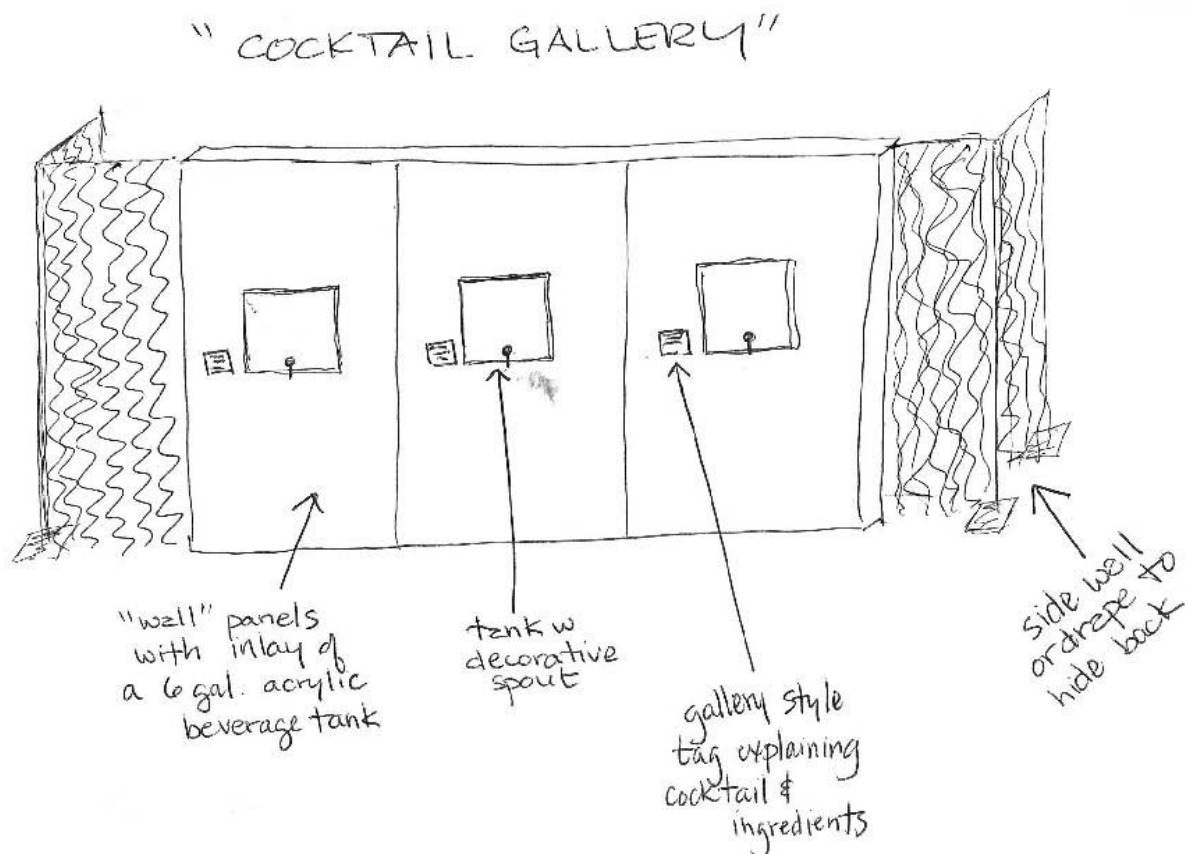


Innovative Mixology

“Cocktail Gallery”

Like a modern art installation in a working art studio, the Cocktail Gallery featured a trio of handcrafted cocktails artfully displayed in stark white gallery walls. Guests were invited behind the velvet rope to interact with these works of art, dispensing their own deliciously crafted cocktails.

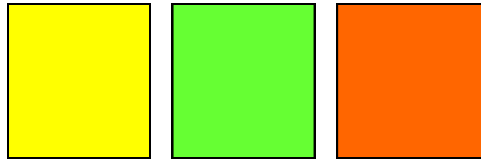




Concept + Impact

"Cocktail Gallery"

The event took place in an urban gallery environment and our idea was to make each of the three cocktails a displayed work of art! Displaying the handcrafted cocktails in this way not only fit into the gallery environment, but transformed what was a blank wall into truly original installation.



1 Gallery, 3 Original Beverages

One piece of art does not a gallery make!

Therefore we created three original, handcrafted cocktails to display and sample. Cocktails were themed after the core values of the working gallery: ART / EDUCATION / COMMUNITY

ART / vodka, passionfruit, blood orange,
pomegranate, plum bitters

EDUCATION / silver tequila, thyme, pear,
lime, ginger liqueur

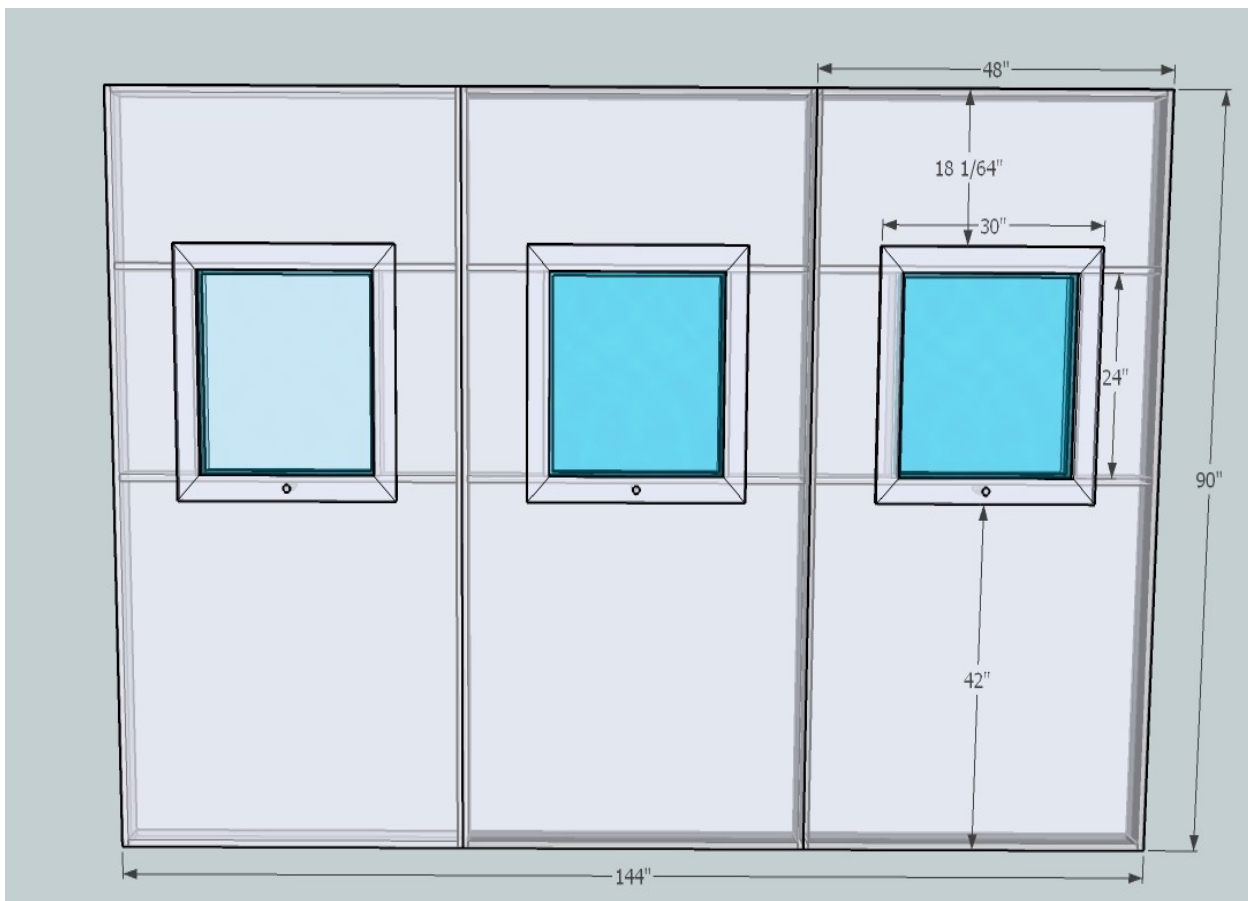
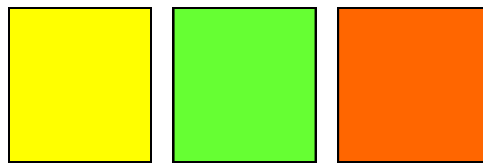
COMMUNITY / citrus vodka, fresh limeade, yuzu sour,
lemongrass syrup



One-of-a-Kind Presentation

Built from the ground up!

Our design and construction crew built this original presentation piece in our workshop. A free-standing three panel wall was created with inset beverage tanks, modern spout hardware, inset LED lighting, and a product saving pump system.



At the event:

Having thoroughly tested our new creation in our workshop, set up at the event was relatively simple:



1. Walls were erected, connected and secured with weights.

2. Beverage tanks and pumps were installed.

3. Touch up paint was applied for that clean gallery look.

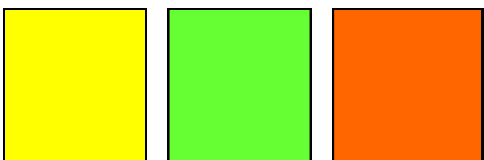


At the event:

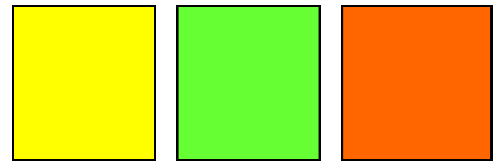


4. Igloo containers of the cocktails were mixed and stored behind the walls.

5. Tanks were filled and pumps were set in the igloo containers to deliver the product straight to the spout.



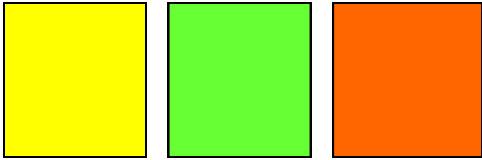




Cocktails are Served!

Event guests would get a glass filled with ice, a straw, and a garnish from our bartender and choose which work of art they would like to appreciate!



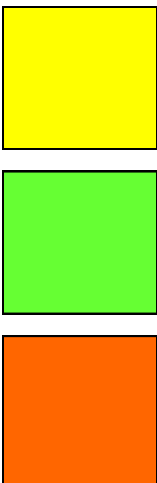
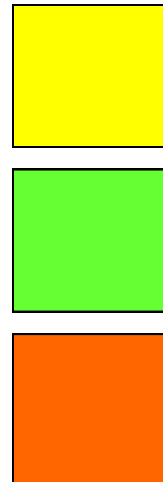


It's always something...

A couple of challenges did arise during production and use of the beverage gallery.

Each of those tanks hold six gallons of cocktails.

That could result in a lot of wasted product at the end of the night. We designed our pump system to actually bypass the colorful tank that the guests see. The beverages flow from insulated containers behind the wall, and the visible tanks are filled with colored waters.

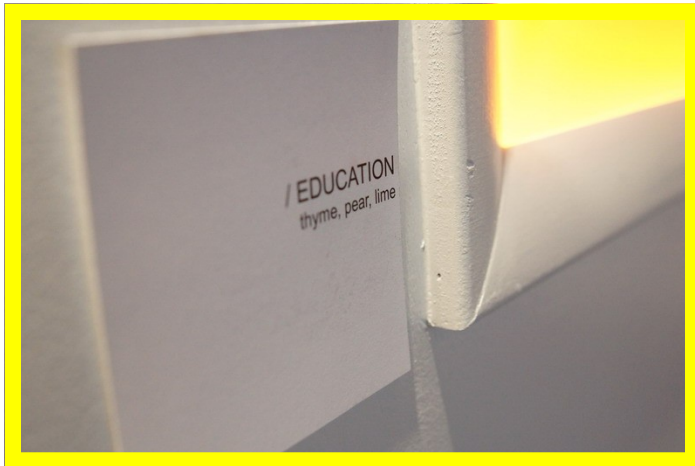


Let the guest pour their own drinks? Are you crazy?

Not a problem! Event guests already are going to the bartender for their glass and ice. Have the bartender pour a shot of the intended liquor into the glass and stock the gallery wall with non-alcoholic mixers.

Problem solved!

Bulk Recipes:



EDUCATION /

4 qts thyme infused lemonade

1 qt fresh pressed pear cider

750 ml silver tequila

250 ml ginger liqueur



COMMUNITY /

2 qts yuzu sour

2 qts limeade

1 qt lemongrass simple syrup

750 ml citrus vodka



ART /

2 qts passionfruit juice

2 qts blood orange juice

1 qt pomegranate juice

1 cup plum bitters

750 ml vodka