



Vesper  
speakeasy

TELEPHONE

*Interior Design*

PORTFOLIO



# SITE STUDY

## London's Alleys: Cucumber Alley, WC2

This is a covered alley in Seven Dials near Covent Garden that looks old and is on an old alignment but is actually entirely modern.



An alley that aligns loosely with Cucumber Alley first appears on the William Morgan map of 1682 and is called Mairmaid Alley.



However, the whole area was completely rebuilt by the developer Thomas Neil in the 1690s to form the street pattern we have today, centred on Seven Dials. Originally built as housing, this is also when Cucumber Alley came into existence.



However, it shows up as Neals Passage in R Horwood's map of 1799, as an extension of Neal's Yard, but at some point after that, the alley vanished entirely. That was likely to do with the slow change of the area from mostly residential into the warehouses that still dominate the appearance of the streets. A lot of these were created to support the expanding Covent Garden market, which was for a while London's main wholesale market for fruit and vegetables.

The Goad Insurance maps show a large yard where part of the alley was, but the southern half has been built over and replaced with an ice house, probably providing ice to help preserve the fruits.



The "alley" was still a warehouse in the 1960s, and if you zoom in on the door next to the Donmar theatre entrance in this photo

the warehouse door is the Earlham Street entrance to Cucumber Alley. The yard also still existed, and in 1968, was being used as the Donmar Theatre's warehouse storage yard.

The old warehouse building was redeveloped in 1992 to form a retail shopping centre known as Thomas Neal's. At the time, it mainly served clothing retailers. That's when Cucumber Alley reappeared — as a covered passage through the warehouse building. So, while the alley looks like a Victorian-covered passage created for the warehouses, it's actually a 1990s replica.



Replica Victoriana was terrifically popular with property conversions at the time, and it was the developer who reintroduced the long-lost Cucumber Alley as its name. Until recently,

Cucumber Alley was a fairly bland covered shopping arcade with conventional shop fronts and looking terrifically millennial in style, a legacy of "improvements" carried out by the landlord Shaftesbury PLC, who bought the site in 1999. Amazingly, it was an improvement on the 1980s refurbishment, which had a fake arts-and-crafts appearance.

A couple of years ago, in April 2022, the alley was "revitalised", stripping out the shops and steel frontages and replacing them with rows of takeaway food outlets, with a press announcement that was more excited about how instagramable the food is than how tasty it is.



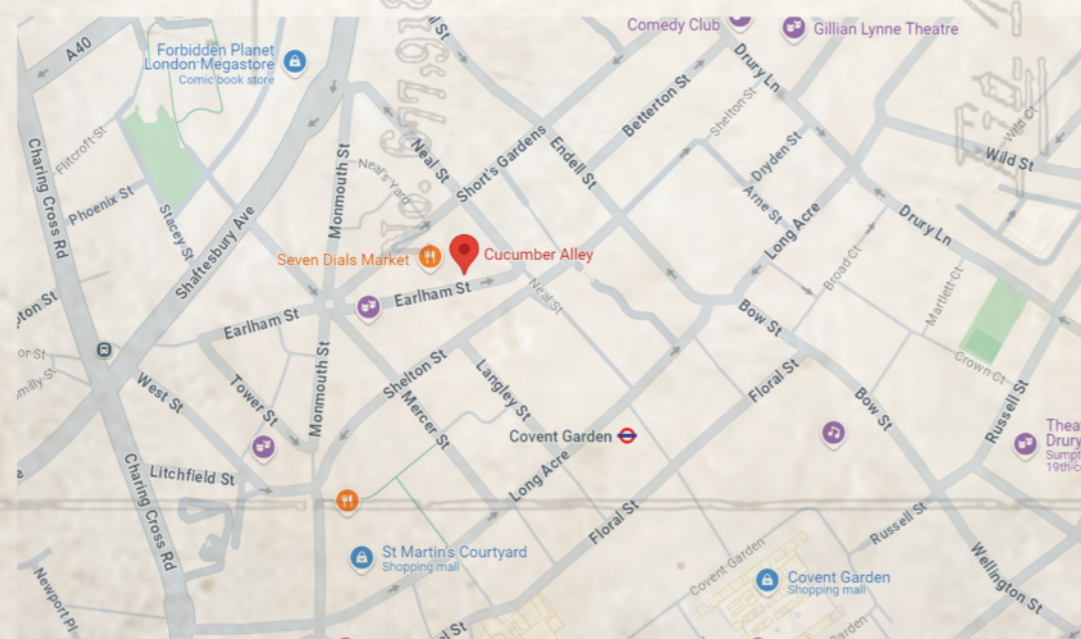


# Site Relevance

The position of the proposed underground speakeasy with the vibrant food stalls aboveground presents a unique opportunity to create a dynamic and contrasting experience. The subterranean setting offers a quiet and secluded retreat from the bustling energy of the street level, providing a stark contrast to the lively atmosphere of the food stalls. By strategically designing the entrance and exit points, the speakeasy can seamlessly integrate with the surrounding urban fabric, offering a hidden gem for those seeking a more intimate and exclusive experience. This complementary relationship between the two spaces enhances the overall appeal of the area and attracts a diverse range of visitors.

## The West End's Liquid Legacy: A Perfect Setting for a Speakeasy

London's West End has long been synonymous with luxury, entertainment, and a vibrant nightlife. The area is renowned for its upscale bars, Michelin-starred restaurants, and world-class theaters. This rich cultural tapestry has fostered a strong tradition of wine and liquor consumption, with a wide range of establishments catering to diverse tastes and preferences. From historic pubs steeped in tradition to contemporary cocktail bars offering innovative libations, the West End offers a plethora of opportunities to indulge in fine spirits and wines. This prominence of liquor and wine in the West End aligns perfectly with the concept of a clandestine speakeasy, offering a unique and exclusive experience for discerning patrons.



Speakeasy architecture design is a contemporary take on the hidden bars that were popular during the Prohibition era in the 1920s and 1930s. Speakeasy design often combines Art Deco, Bauhaus, and Edwardian opulence. Some key features of speakeasy design include:

**Hidden entrances:** Speakeasies often have hidden entrances or secret passages.

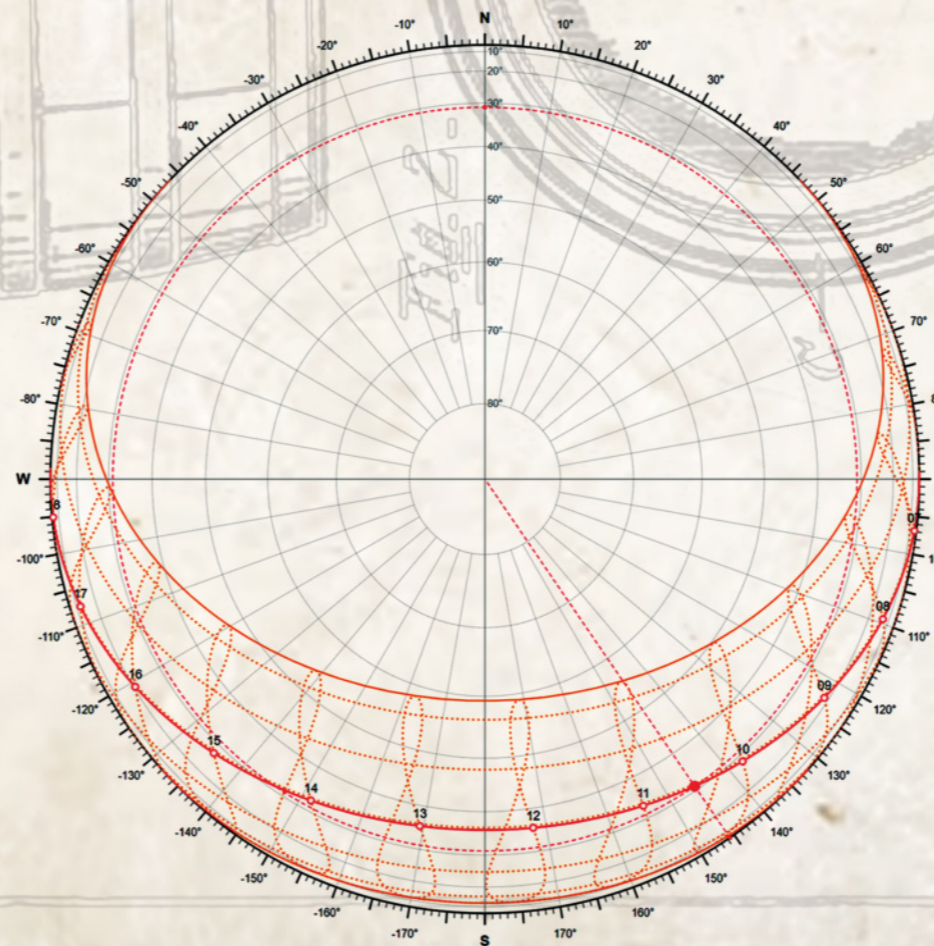
**Dark colors:** Dark colors can create a mysterious atmosphere.

**Low lighting:** Low lighting can create a secretive feel.

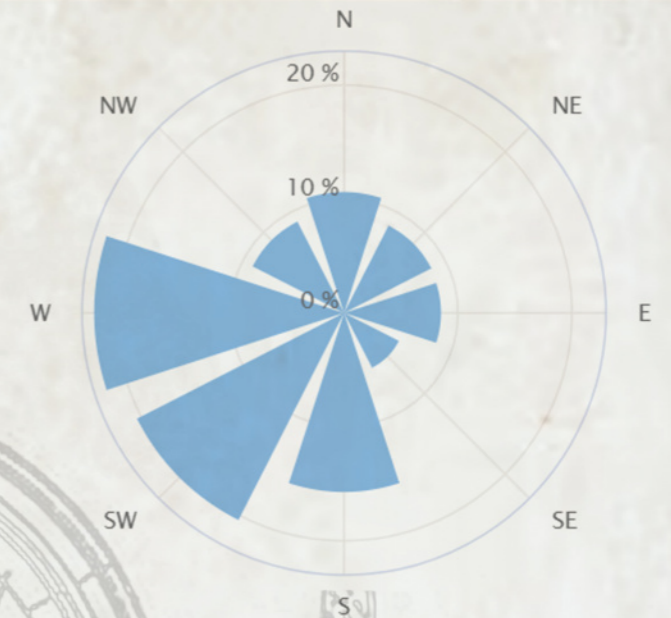
**Loose furniture:** Loose furniture can be arranged in different ways.

**Custom furniture:** Custom furniture can be designed to

## Orthographic Sun chart

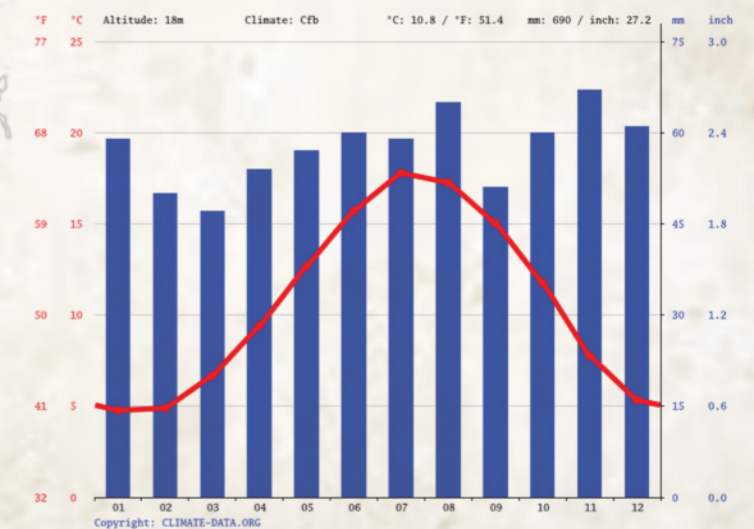


## Wind rose diagram



The wind rose for London with East being the prevailing wind direction. However, it is usually the winds from the North and West that result in storm surges that pose the greatest threat to tidal flooding. Whilst increased wind speeds will result in larger storm surges, changes to extremes and wind direction may also alter their direction.

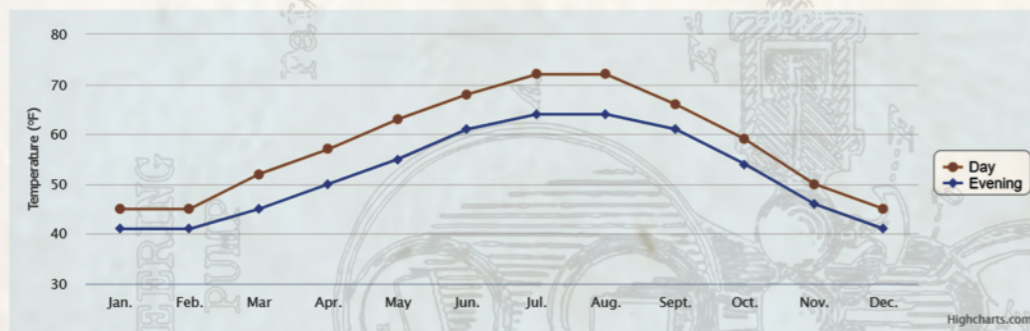
## Precipitation



precipitation, the month with the lowest amount of rainfall is March, recording a mere 47 mm | 1.9 inch in its entirety. This denotes an exceptionally dry period within that particular time frame. With an average of 67 mm | 2.6 inch, the most precipitation falls in November.

# Temperature

London's temperate climate provides an ideal setting for a speakeasy, offering a cozy and inviting atmosphere throughout the year. The city's mild winters, characterized by occasional rain showers, create a romantic ambiance that complements the clandestine nature of a speakeasy. Conversely, the warmer summer months allow for extended opening hours and potential outdoor seating areas, transforming the speakeasy into a vibrant social hub. This versatility ensures that the venue remains attractive to patrons regardless of the season, offering a consistent and enjoyable experience.



Average day and night temperatures graph in London for the history of our observations.

# Market study

Industry revenue is measured across several distinct product and services lines, including Beer and cider, Spirits and spirit-based drinks and Wine and sparkling wine. Beer and cider is the largest segment of the Pubs & Bars in the UK.

## Trends and Insights

Beer consumption is trending downwards

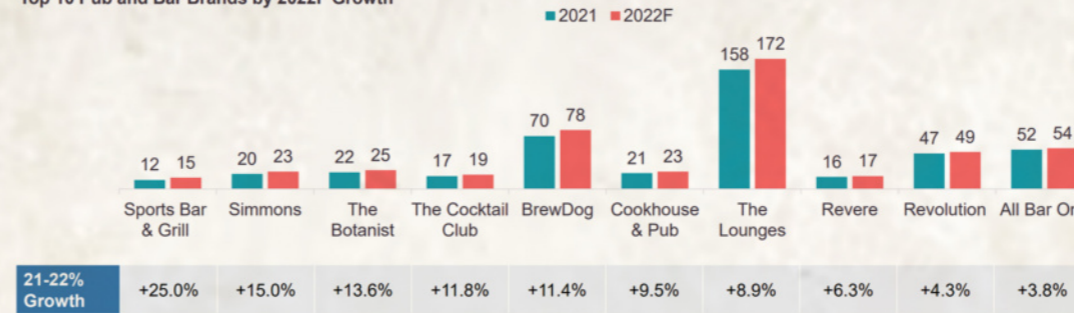
The growing preference of British drinkers for quality over quantity and complex beer flavours has pushed sales of craft beers like IPA.

Pubs & Bars in the UK Products & Services



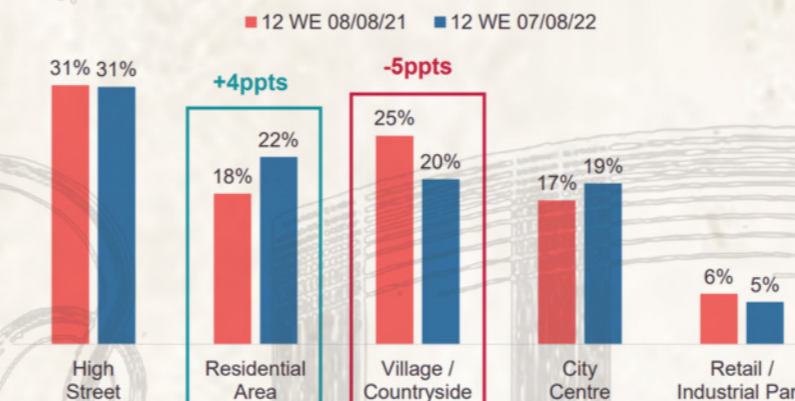
● Beer and cider x.x% ● Food x.x%  
● Spirits and spirit-based drinks x.x% ● Wine and sparkling wine x.x%  
● Other x.x%

Top 10 Pub and Bar Brands by 2022F Growth



Sports Bar & Grill has seen positive outlet growth due to conversions from other Stonegate sites into the format. The Lounges is expected to add +14 sites to its estate — it was less vulnerable during the pandemic due to its market town-focused estate and the company has expressed interest in growing its presence in Greater London. Simmons' growth is driven by its value-led proposition, which will attract consumers seeking cheaper wet-led occasions as economic strains worsen.

Pubs & Bars: Share of eating/drinking out occasions by outlet area



Source: Lumina Intelligence Eating and Drinking Out Panel, data collected 12 WE 08/08/21 and 12 WE 07/08/22

The trend for supporting local is enduring, with residential area visits growing share by +4ppts year-on-year.

Neighbourhood pubs and bars have opportunities to capitalise on more weekday footfall than before, with more consumers

working from home during the week. City centres show signs of slow recovery, increasing share by +2ppts year-on-year, with

pubs offering lunch deals during office hours to target those professionals.

## Why Speakeasy Bars Are Thriving Today

Speakeasies have gained immense popularity for their unique ability to blend history with innovation. Here's why they continue to attract crowds:

**Unique Guest Experience:** Hidden entrances, secret passwords, and immersive decor create an air of exclusivity and intrigue.

**Craft Cocktails:** High-quality, artisanal drinks justify premium

## Why a Speakeasy in Cucumber alley

Opening a speakeasy in Cucumber Alley, West London, presents a unique opportunity to blend historical charm with contemporary cocktail culture. Given the area's rich history and proximity to the theater district, a concept that evokes the glamour and intrigue of the roaring twenties could be particularly appealing. However, navigating the stringent licensing laws in London will be crucial. Additionally, while the allure of a hidden bar is undeniable, ensuring a balance between exclusivity and accessibility will be key. A reservation-only system, coupled with a strong social media presence, can help generate buzz and manage the flow of customers.

**Prime Location:** Cucumber Alley's location in a bustling area of West London offers easy access for patrons.

**Hidden Gem:** A cleverly disguised entrance, whether it's a hidden door, secret passage, or discreet sign, maintains the speakeasy's exclusivity.

**Balancing Act:** Striking the right balance between accessibility and mystery is crucial to attract a discerning clientele.





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# Concept



## Nocturne

A hidden sanctuary where darkness meets elegance, "Nocturne" is a speakeasy designed for those who seek mystery, intimacy, and an immersive sensory experience.

Entry into Nocturne is an act of discovery. There is no glaring signage, no obvious doorway—only those who know where to look will find their way in. The entrance might be hidden behind an unmarked corridor, disguised as a maintenance door, or accessed through a private code sent only to a select few. Stepping inside, guests are enveloped in an architectural prelude of darkness, a dimly lit passage designed to strip away the noise of the city and heighten anticipation for what lies beyond.

As the path unfolds, subtle shifts in material and lighting guide the senses. The initial narrowness of the corridor suddenly opens up into a vast yet intimately scaled interior—a revelation of space and atmosphere.

### Design & Atmosphere:

- **Lighting:** The space is enveloped in deep shadows, with warm pools of ambient light highlighting key elements—tables, pathways, and the bar itself. LED strips, backlit panels, and fiber-optic lighting create a floating, ethereal effect.
- **Iconic Bottle Showcase:** A central, sculptural bottle display that appears to glow from within. Think of a "floating" liquor library, where bottles are backlit behind tinted glass or suspended on invisible shelving, creating a mesmerizing visual effect.
- **Privacy & Secrecy:** Hidden entrances (e.g., a bookshelf door or a concealed panel) ensure exclusivity. Booths and alcoves are designed with dark drapery, smoked glass, or sound-dampening panels to maintain discretion.
- **Podium for Performances:** A subtle yet striking stage—small enough for intimate jazz sets, poetry readings, or acoustic acts, but with dynamic lighting that adjusts to the mood.



### Moodboard



# COLOR PALLETE

- Rich gold, dolly, baker's chocolate, and golden sand create a luxurious yet moody atmosphere.
- Dark tones establish mystery, while golden sand lighting enhances warmth.
- The color scheme blends elegance with an underground speakeasy aesthetic, making every material and surface feel intentional and immersive.

The color scheme of Nocturne is a carefully curated balance between warmth and depth. Rich gold accents introduce opulence, while baker's chocolate and dolly tones provide richness and contrast. Golden sand lighting is woven into the space, adding a soft glow that highlights architectural details and seating areas without overpowering the darkness. This combination creates an immersive experience where the interplay of color and light defines the space's allure.



# MATERIALS & TEXTURES

## A Tactile Journey

- Flooring: Granite tiling adds weight and elegance.
- Walls: Glazed tile panels provide depth, reflectivity, and texture.
- Ceiling: Industrial mesh finish reinforces a raw, underground aesthetic.
- Surfaces: Granite finishes maintain a bold yet refined presence.
- Furniture: Leather finishes contrast against the rugged materials, offering comfort.

The material palette of Nocturne is a fusion of raw and refined textures. Granite tiling provides a polished yet grounded foundation, anchoring the space. Glazed tile-paneled walls introduce subtle reflectivity, allowing light to dance across surfaces and create intriguing visual depth. The industrial mesh ceiling adds an edge of rawness, emphasizing the hidden, underground nature of the space while providing an opportunity for integrated lighting. Soft leather upholstery balances the hardness of stone and metal, ensuring comfort while maintaining an air of exclusivity.

# FURNITURE & FIXTURES

## Curved Elegance and Sculptural Forms

- Seating: Curved leather sofas along two walls create intimate, enclosed spaces.
- Bar stools and chairs: Rich gold leather finishes contrast with dark materials.
- Bar counter: A monolithic granite-finish centerpiece.
- Sculptural elements: The bar shelf merges into the ceiling, reinforcing fluidity.

Furniture within Nocturne is designed to enhance both comfort and sculptural elegance. Curved leather sofas line the two side walls, offering enclosed, intimate seating arrangements that encourage private conversations. The bar stools and chairs, wrapped in rich gold leather finishes, introduce a visual contrast against the dark material palette, exuding luxury. The granite-finish bar counter acts as a centerpiece—solid and sculptural in presence. Above it, the floor-to-ceiling bar shelf blends seamlessly into the ceiling, creating an architectural statement that enhances the sense of fluidity within the space.

# LANDSCAPE & GREENERY

## A Subtle Touch of Nature

Despite its raw and structured aesthetic, Nocturne embraces subtle greenery to introduce balance. Bamboo plants, carefully placed behind seating areas, provide an organic contrast to the otherwise industrial materiality. The interplay between soft foliage and ambient lighting creates a dynamic visual effect, with shadows shifting gently as guests move through the space. The presence of bamboo enhances the sense of exclusivity—reinforcing the idea that Nocturne is a hidden sanctuary, untouched by the outside world.





# Concept



## Incorporating Natural Elements in Interiors

### Use of Water in Interiors

- Feature: A reflective water body near the entrance or within the bar area, subtly integrated with the lighting to enhance the ambiance.
- Function: Creates a serene atmosphere, absorbs sound for enhanced privacy, and adds a cooling effect.
- Design Approach: A narrow water channel or a concealed water wall behind the bar could amplify the speakeasy's mystique.

### Use of Air in Interiors

- Feature: Natural air circulation through hidden vents and air-purifying elements.
- Function: Enhances air quality while maintaining a cozy, enclosed ambiance.
- Design Approach: The integration of air-purifying plants like bamboo and ferns, coupled with an HVAC system that maintains optimal humidity and temperature.

### Use of Natural Light in Interiors

- Feature: Controlled skylights or concealed openings that allow a soft, filtered glow during the day.
- Function: Helps reduce dependency on artificial lighting, improving energy efficiency.
- Design Approach: Smart glass panels that adjust transparency based on the time of day, blending seamlessly with the dark ambiance of Nocturne.

## Interior Plant-Scapes & Current Trends in Interior Landscaping

### Interior Plant-Scapes

- Feature: A vertical green wall in dimly lit areas, illuminated by warm LED strips.
- Function: Introduces an organic touch, enhances air quality, and softens the industrial brutalist aesthetic.
- Design Approach: Bamboo groves, moss walls, and sculptural plant installations behind seating areas to create a layered, immersive experience.

### Current Trends in Interior Landscaping

- Bio-philic Design Integration: Combining natural textures, greenery, and sensory elements to create a soothing environment.
- Multi-Sensory Design: The use of aromatic plants like rosemary or lavender subtly placed within hidden compartments to add depth to the experience.
- Self-Watering Planters: Advanced hydroponic systems that maintain plant health with minimal intervention.



## Sustainable Best Practices in Interior Design

### Environmental Design for Interiors

- Feature: Use of thermal-insulated walls and eco-friendly cooling systems to maintain interior temperatures efficiently.
- Function: Reduces energy consumption and maintains a comfortable, intimate environment year-round.
- Design Approach: Incorporating sustainable sound-absorbing panels made from recycled wood or compressed fibers to enhance privacy.

### Sustainable Design Practices

- Feature: The use of low-VOC (volatile organic compound) materials to improve indoor air quality.
- Function: Ensures a healthier indoor environment by reducing off-gassing from synthetic materials.
- Design Approach: Selection of natural sealants, sustainable adhesives, and plant-based coatings for furniture and finishes.

### Reduce, Reuse, & Recycle in Interior Design

- Reclaimed Materials: The use of reclaimed wood for decorative elements and repurposed metal mesh for ceiling finishes.
- Upcycled Furniture: Seating upholstered in repurposed leather and fabric offcuts for a unique, eco-conscious aesthetic.
- Recycled Glass: Bar shelves and lighting elements crafted from recycled glass panels, enhancing translucency while maintaining sustainability.

## New Materials & Technology in Interiors

- Innovative Materials
- Graphene-infused concrete: Enhancing strength while reducing carbon footprint.
- Bio-Glass: A sustainable, translucent material made from recycled glass, adding a soft glow to interior partitions.
- Mycelium-based acoustic panels: Fungal-based, biodegradable panels that absorb sound while maintaining a rich, textural quality.
- Smart Technology in Interiors
- Smart Lighting: Adaptive LED systems that shift warmth and intensity to match the mood.
- Automated Climate Control: AI-powered temperature and humidity regulation to enhance guest comfort.
- Augmented Reality Menus: Interactive, holographic displays for a futuristic ordering experience.



# Color



Nocturne's color scheme is designed to evoke an atmosphere of mystery, intimacy, and quiet luxury. The deep, moody tones establish a sense of secrecy, while warm highlights introduce a contrast that enhances spatial depth. The combination of rich gold, dolly, baker's chocolate, and golden sand within a dark backdrop crafts a timeless, immersive environment.

The chosen colors follow principles of color psychology and contrast balance, ensuring a visually harmonious and emotionally engaging space.

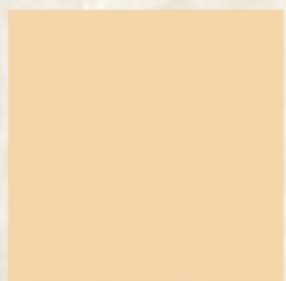
Dominant Colors (Dark Base): Baker's Chocolate (#5B3A29): Represents depth, warmth, and sophistication, forming the grounding tone of the space.

Dolly (#F5D6AB): A muted yet warm neutral, softening transitions and enhancing richness without overpowering.

Accent Colors (Contrasting Warm Tones):

Rich Gold (#A67C00): Evokes luxury and exclusivity, subtly appearing in furniture, decor, and metallic finishes.

Golden Sand (#E5C07B): Integrated into the lighting scheme, reinforcing warmth and guiding visual movement.



## Emotional Impact & User Experience

Dark tones + soft lighting = Enclosed, private, and intimate atmosphere.

Gold accents = Luxury and exclusivity.

Warm highlights = Comfort and familiarity, reducing the starkness of the dark interiors.

## Application of Colors in Interior Elements

Walls & Ceiling: Deep, dark tones (baker's chocolate & dolly) enhance intimacy while allowing light to create controlled highlights.

Flooring: Granite in dark shades complements the dark palette, adding subtle texture and grounding the space.

Furniture: Rich brown and gold leather seating contrasts against dark surroundings, creating focal points within the dimly lit space.

Lighting: Golden sand LED strips are strategically placed to accentuate key architectural elements, defining edges and movement within the space.



Color Harmony & Visual Flow  
The color transitions in Nocturne follow a monochromatic and analogous scheme, ensuring smooth blending while maintaining contrast.

Dark hues recede, creating an illusion of depth, while golden highlights act as guiding elements, leading guests through the space.

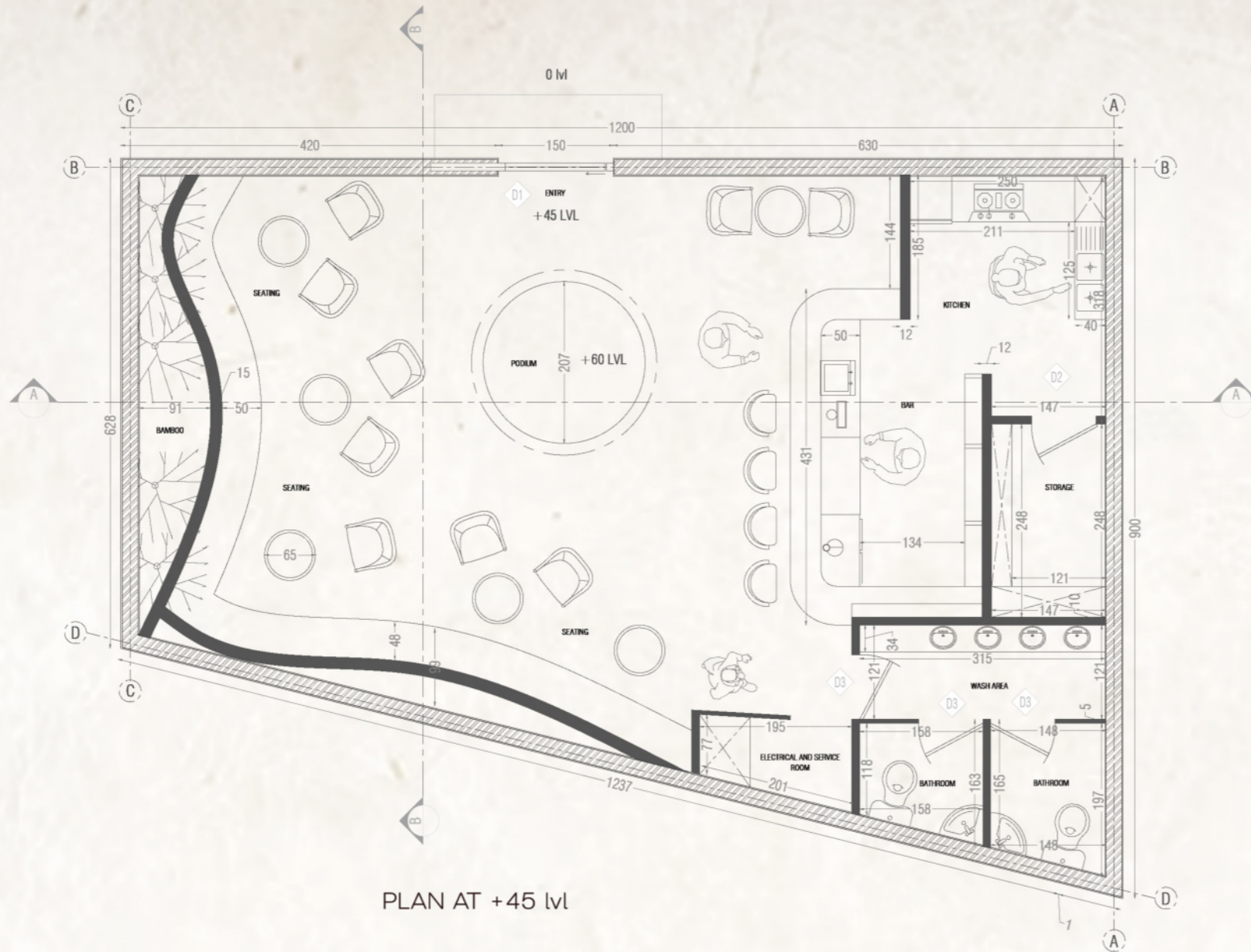
The low-saturation palette minimizes distractions, allowing lighting and textures to define the ambiance.





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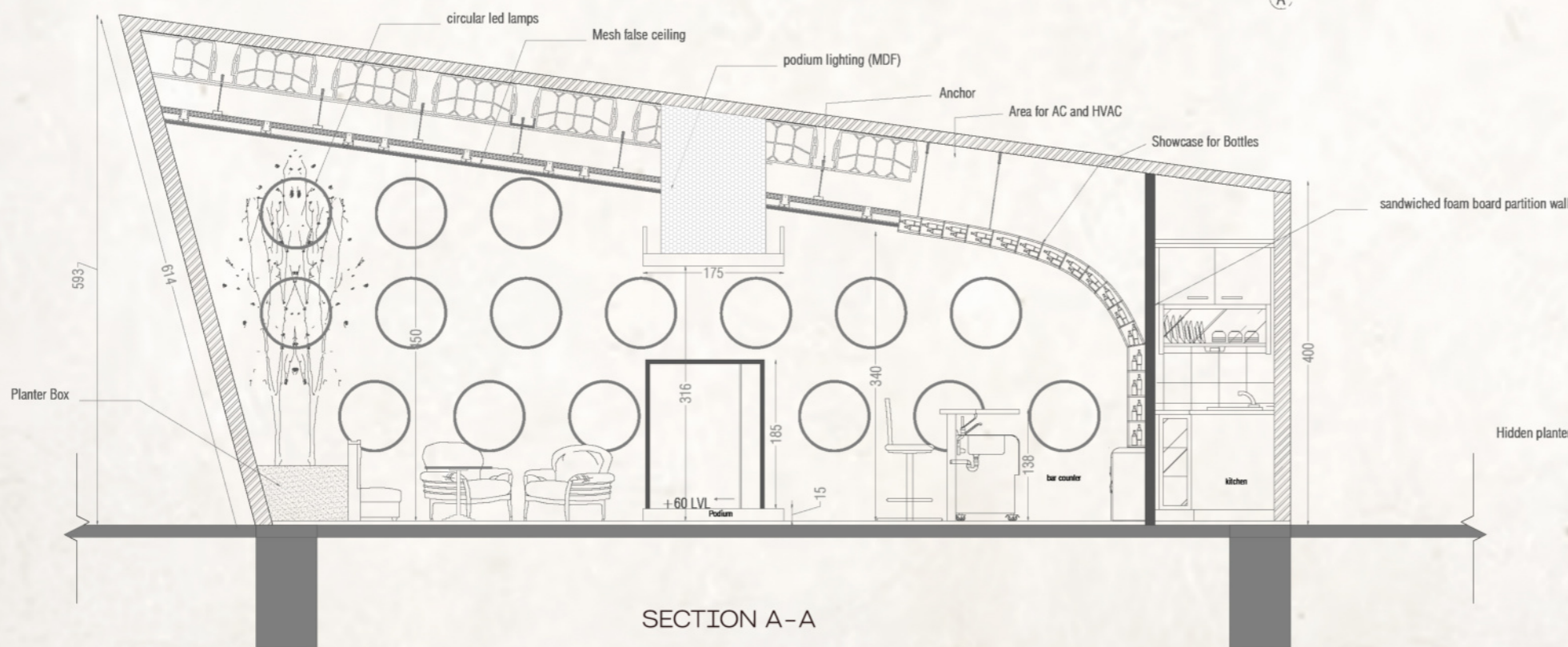


PLAN AT +45 lvl

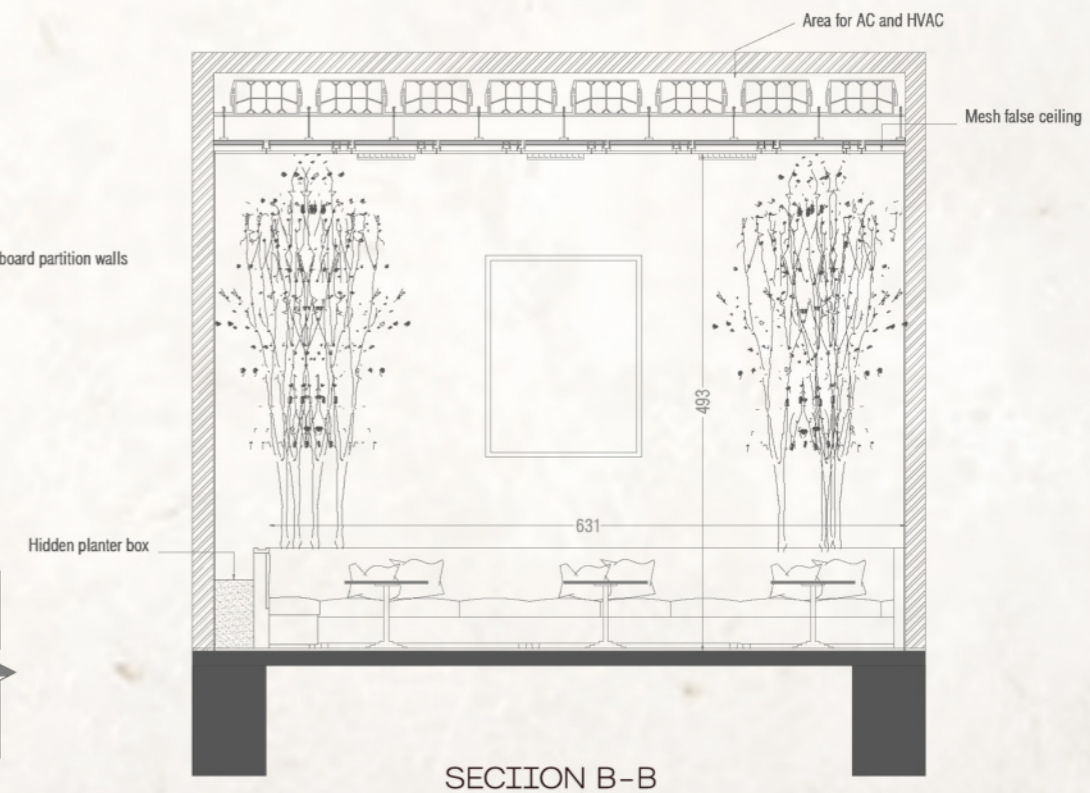
# Vesper

## Speakeasy

Vesper is a hidden sanctuary where classic sophistication meets modern intrigue, embodying the spirit of an exclusive, clandestine retreat. Inspired by the allure of vintage speakeasies, Vesper is designed to evoke a sense of secrecy and intimacy, drawing patrons into a world where dim lighting, rich textures, and curated ambiance create an unforgettable experience. The interior is a masterful interplay of shadow and illumination, with ambient golden hues accentuating the depth of dark, luxurious materials such as polished wood, leather, and marble. A signature bottle showcase, dramatically lit, serves as the centerpiece, blending function with artistry. Soft jazz melodies drift through the air, reinforcing an atmosphere of quiet indulgence. With hidden entrances, intimate seating arrangements, and an emphasis on privacy, Vesper is more than just a bar—it is an experience, a rendezvous point for those who appreciate the finer things in life, away from the gaze of the outside world.



SECTION A-A

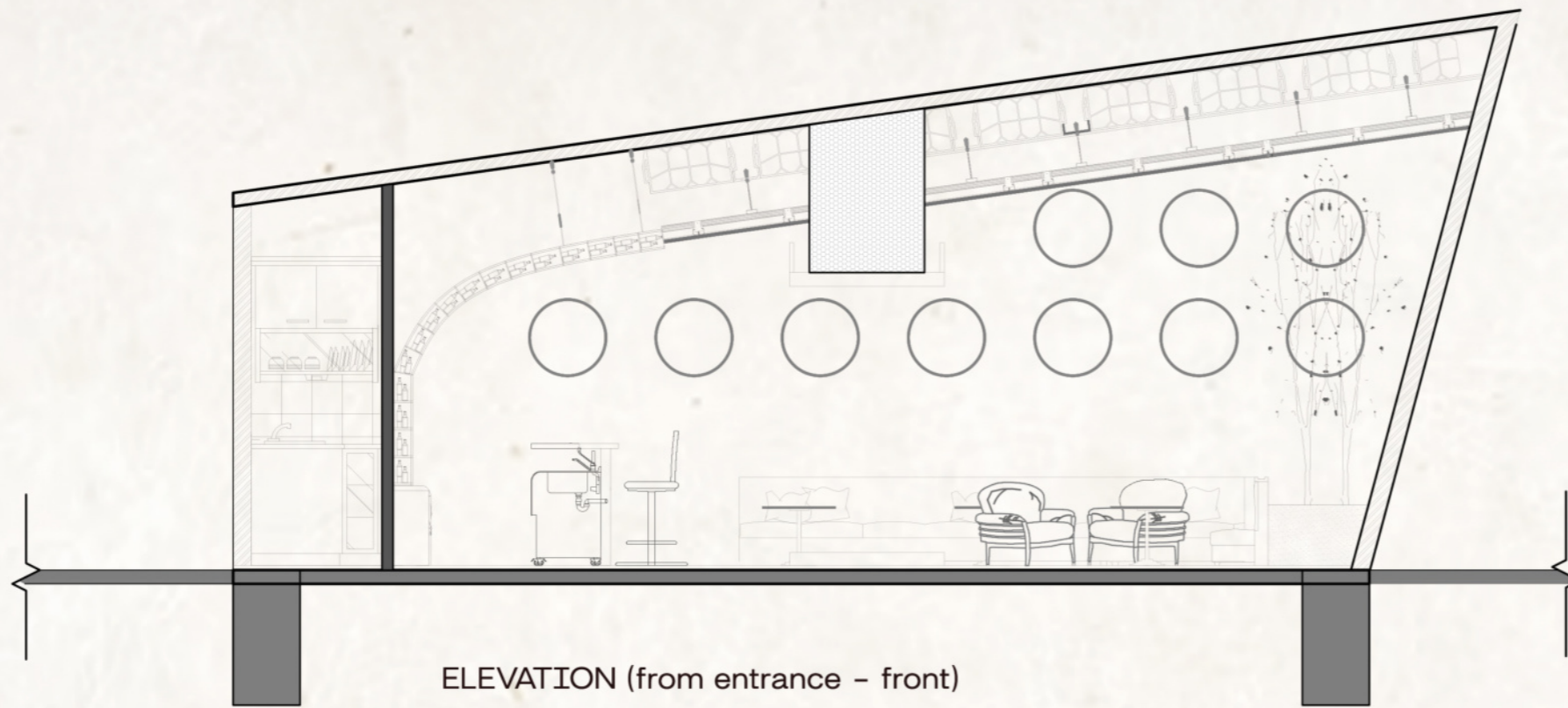


SECTION B-B

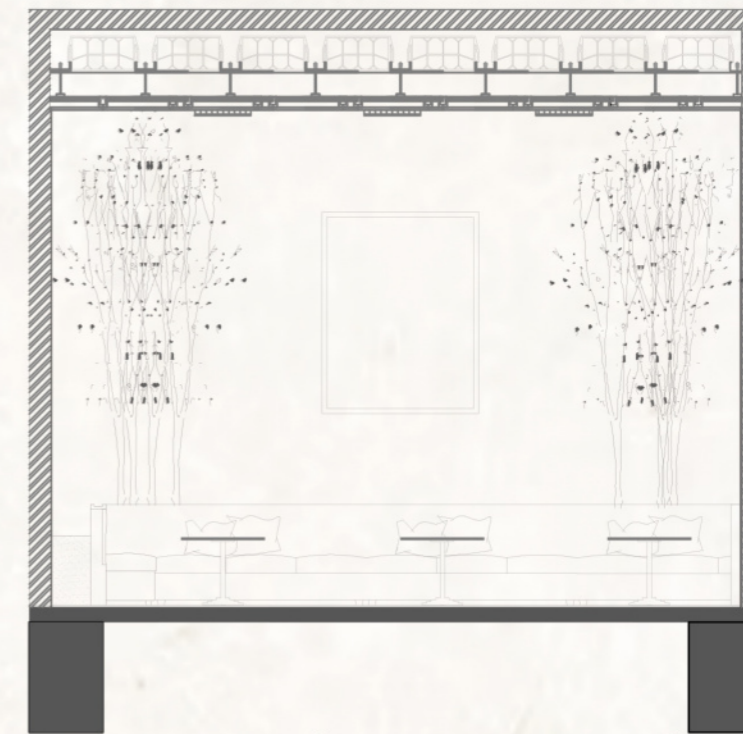




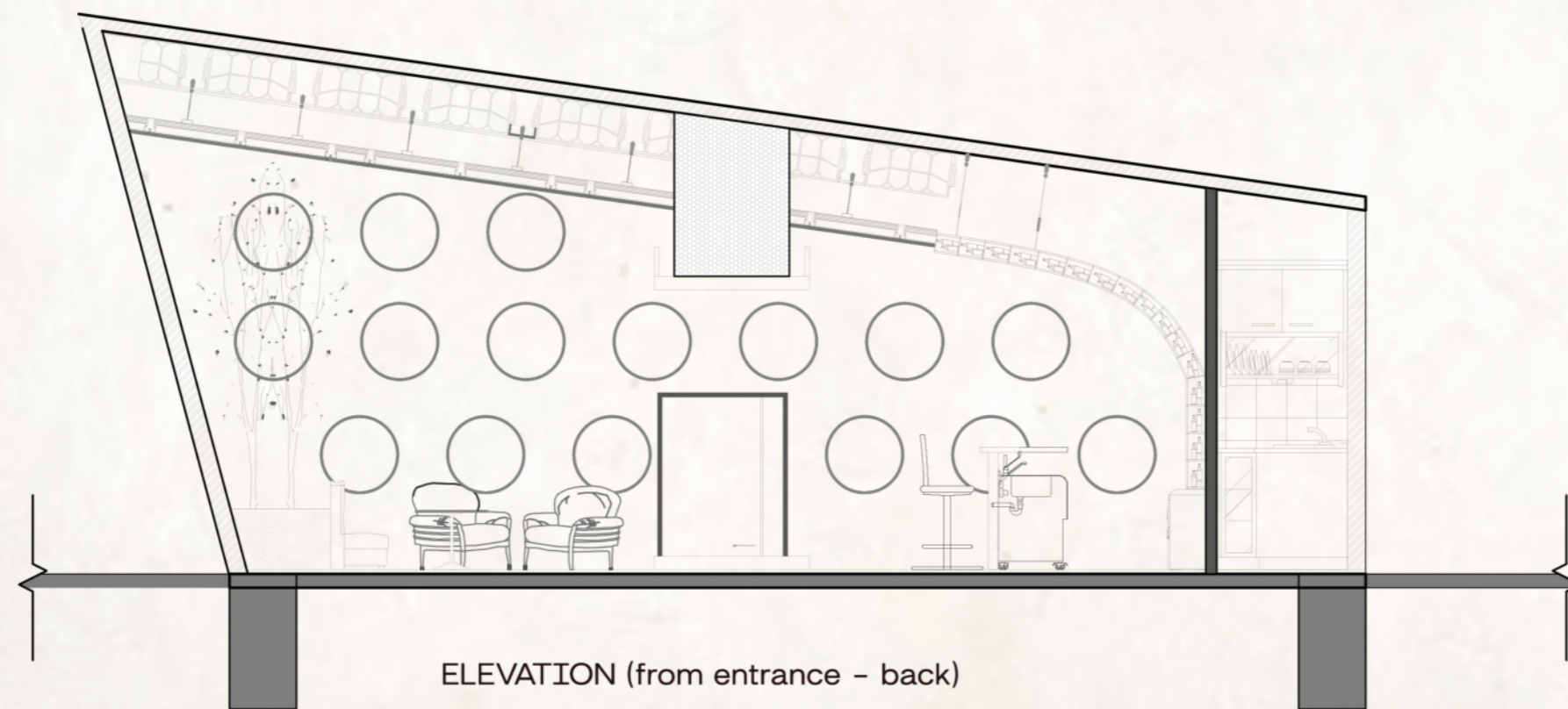
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ELEVATION (from entrance - front)



ELEVATION (from entrance - side)



ELEVATION (from entrance - back)



ELEVATION (from entrance - bar side)

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# Views



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# Vesper

Tucked away in the narrow, bustling Cucumber Alley, hidden between unassuming vegetable shops, Vesper's entrance remains a well-kept secret. Disguised as an old telephone booth, it blends seamlessly into the alley's everyday chaos. Only those in the know recognize the subtle clue—a discreet engraving on the booth's glass panel. A secret code or a whispered name unlocks the