



CREATING REMARKABLE ENVIRONMENTS



OUR DESIGN PHILOSOPHY

CREATIVE SOLUTIONS WITH COMMERCIAL PURPOSE

Liqui Group Ltd is a leading, environmentally focused, creative agency. We come from a background in furniture and product design giving us a different perspective when designing commercial interiors. Our unique approach means that we give the same amount of care and attention to an entire interior as we do to a single piece of furniture. We have become an award winning design studio as a result. With our growing multi-disciplined team we use our skills and expertise to produce truly bespoke environments whilst working with effective commercial purpose for you.

Each project is tailored to your budget whilst consistently taking environmental sustainability into account. It's a collaborative process between our design team and you; always with the end user in mind.

WHAT WE CAN DO FOR YOU

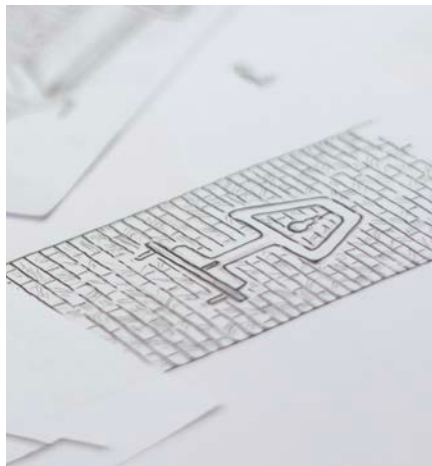
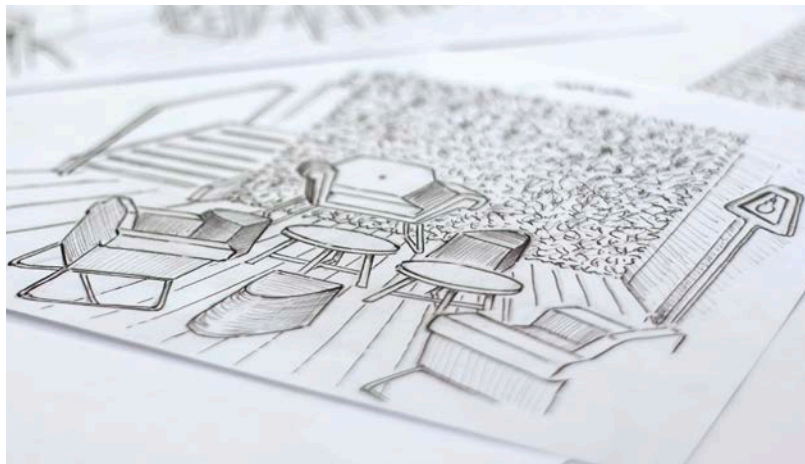
TAILORING OUR IMAGINATION TO YOUR NEEDS

Our design and build team has a passion for sustainability. Combined with our creativity it drives us to develop truly imaginative solutions. No job is too big or too small. Our team of experts design, build and fit out interiors for projects all around the world.

We carry out a focused process of research during concept development. This means that once we receive your brief we will work closely with you to understand the exact outcome you desire. We can then manage the whole process – taking you from the initial concept through to the finished design – all communicated through photo-realistic 3D CAD drawings and virtual reality renders where requested.

With our expert craftsmen and project management team we can make a concept reality – moving the project through to manufacture and fit-out. Alternatively, we can provide you with all the information you need to instruct a build team of your choice.

By paying attention to the detail, the sustainability and the longevity of a commercial interior we create genuinely innovative branded environments.



PROJECT FLOW

PROJECT MANAGEMENT

We combine our innovative vision and project management expertise to bring a total service approach tailored to your needs. This can include local market analysis, brand positioning, fresh concept creation, bespoke furniture and even branding and integrated graphics if required. We deliver an excellent customer experience in a coherent design package that generates maximum return for your business. This together with our experience, creative know-how and manufacturing resources helps you realise your goals and drive your business forward.

Our project management team take the stress out of the development of your commercial environment. We can take care of every detail from concept generation through to completion and installation.

We pride ourselves on our attention to detail. We want to give you complete peace of mind. To achieve this a project manager can be on hand throughout your project; overseeing design, installation and build. Our aim, from start to finish is to ensure that your interior is everything you hope for and more.

FROM DESIGN TO DELIVERY: AN OVERVIEW

INITIAL DESIGN CONCEPTS

This process helps us understand your goals and what you are looking to achieve from the project. After detailed discussion with you we will produce initial concepts whilst forming an in-depth analysis of existing competition.



1

REFINEMENTS AND VISUAL RENDERS

We will present the concepts to you and talk through the ideas. Once you have chosen a concept to move forward with our design team will amend the design around your feedback and produce full 3D renders to be presented for sign off.



2

BRANDING YOUR ENVIRONMENT

As well as dealing with the interior design we can offer logo design, web, print and advertising all done through our sister company Crate47. Both Liqui and Crate47 are based under the same roof and together we can create branding that works harmoniously with your interior.



3

BUILD AND INSTALLATION

Once you have signed off on the designs we will produce specifications for either a build team of your choice or our own build team to work from. Our designers will supply specifications for materials, furniture and fittings. We can also provide full design management with site visits and on-going meetings.

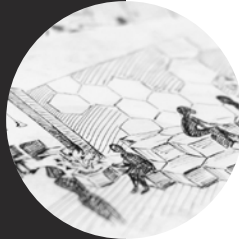


4

1

INITIAL DESIGN CONCEPTS

FROM PENCIL AND PAPER TO 3D VISUALS

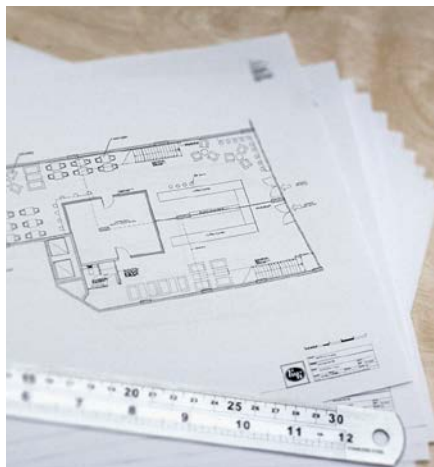


STARTING WORK ON YOUR PROJECT

In this first stage of creating your new commercial interior we will look into your business needs and objectives and listen to your requirements. From there we will carry out our own research to inform the design direction of your project.

Once our design team has developed a comprehensive understanding of your competition and target audience they will start sketching out initial ideas and concepts until a strong solution and design direction is determined. These concepts will then be presented to you as photo-realistic 3D visuals showing key aspects of the branded environment including styles, colourways and the overall look and feel of the proposed interior. We can also provide virtual reality renders of your project if required.

Throughout this process we will take into account all the individual elements that make up an immersive coherent environment. It has proved to be an advantageous asset for our clients. We not only design and manufacture entire interiors, but for the ultimate package we can design and produce all the furniture and light fittings. With this approach, our first ever coffee shop won our client a Gold Award for the best independent coffee shop (Artisan Coffee Shop) and we have been going from strength to strength ever since.



2

REFINEMENTS AND VISUAL RENDERS

ACCURATE REPRESENTATION



REALISING YOUR IDEAS

Our ability to present you with full 3D visuals and virtual reality renders of the initial designs makes it possible for you to get a clear idea of which concept you would like to move forward with. A true likeness of the proposed design gives you the advantage of seeing any alterations you may wish to make to the chosen concept before any build costs have been incurred.

Having received your feedback we will act on your instructions and make the relevant changes to the design. This means amendments can be made before any construction work has begun.

With the continual use of 3D CAD software throughout the design process our designers can match options to your budget and find the very best solution for you.



3

BRANDING YOUR ENVIRONMENT

BRANDING YOUR WHOLE BUSINESS



A FULL TURNKEY SERVICE

Working with our sister company Crate47 we can offer a complete turnkey solution when and if required. Whilst Liqui takes care of your interior design, furniture, fit-out and manufacturing needs Crate47 can provide a full branding service as well as web, print and advertising if desired. Both Liqui and Crate47 are based under the same roof, and together we create comprehensive branded environments.

With this partnership we can create brand architecture that reflects the nature of your products and services, ensuring that the brand translates across all aspects of your business. This cooperative and vibrant studio culture makes us one of the most innovative design practices in the UK.



4 BUILD AND INSTALLATION

DELIVERED ON TIME TO BUDGET



MAKING THE CONCEPT REALITY

All of our services can be taken in full or in part (i.e. design only) – the choice is yours. We believe firmly that it is our job to make your life as easy as possible. We have put great effort into becoming skilled in so many areas of design, manufacture and fit-out that if you require our full service the whole process will be as smooth and straightforward as it can be.

Once you have signed off on the final visuals, relevant specifications and any branding elements you need we will then get to work producing all the plans required to make your commercial environment a reality. At Liqui we take huge pride in the fact that we are one of the few creative agencies that have our own manufacturing base including an in-house CNC router with 0.1mm tolerances. This means that we can not only design your project but, if you require, we can fully realise your ideas by producing the finished article. This process will involve Liqui's designers working closely with our skilled craftsmen who will then collaborate with our fit-out team to complete the project. However, we are happy to work alongside a build team of your choice or, alternatively, simply provide you with all the build specifications your team will need to get the job done.

Throughout this whole process our careful planning, coupled with the specification drawings we produce, will allow your interior to look as close to the 3D CAD renders as humanly possible. This means there will not be any surprises. We take pride in the accuracy of our visuals and their attention to detail that allows this to happen.

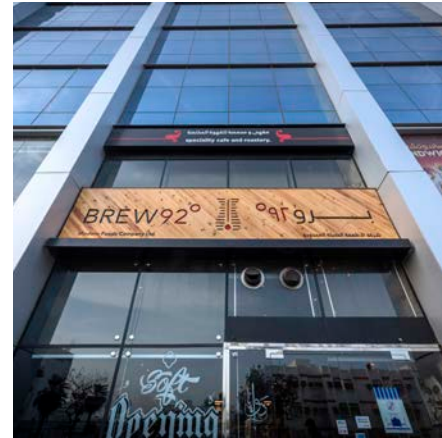






A SELECTION
OF PREVIOUS
WORK

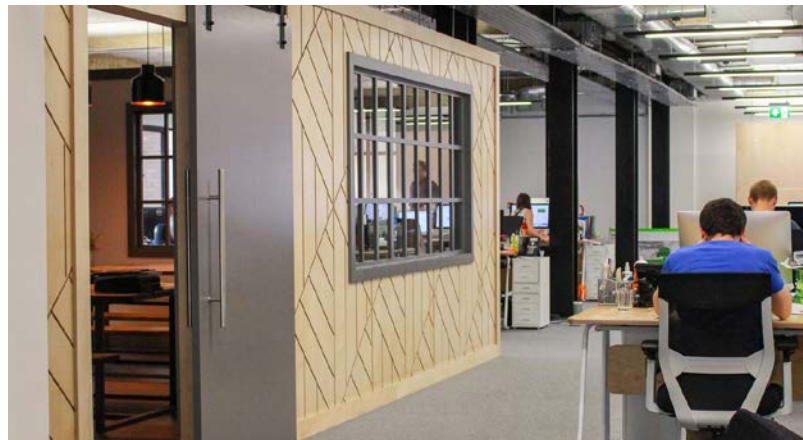
BREW92 / JEDDAH



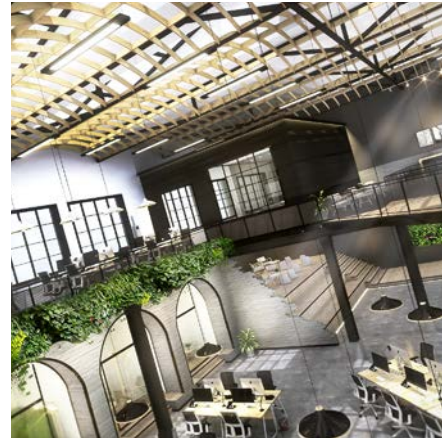
ROLL AND PATTY / RIYADH / JEDDAH / DAMMAM



SEEDRS OFFICE / LONDON



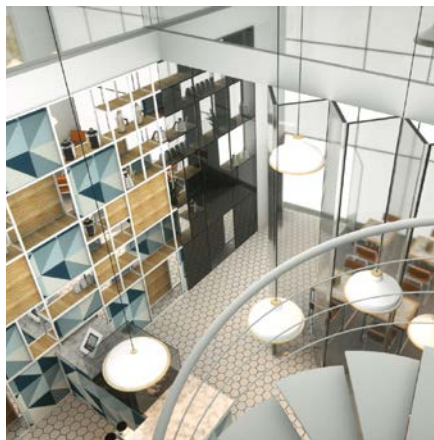
BLUE CHIP OFFICE / CONCEPT



BEANBERRY ROASTERY / LONDON



BREW92 / RIYADH



LONDON COFFEE FESTIVAL DESIGN / LONDON

HYDE PARK
BRAND EXPERIENCE
DESIGN AND BUILD



VIP AEA
BRAND EXPERIENCE
DESIGN AND BUILD



GRIND
BRAND EXPERIENCE
DESIGN AND BUILD



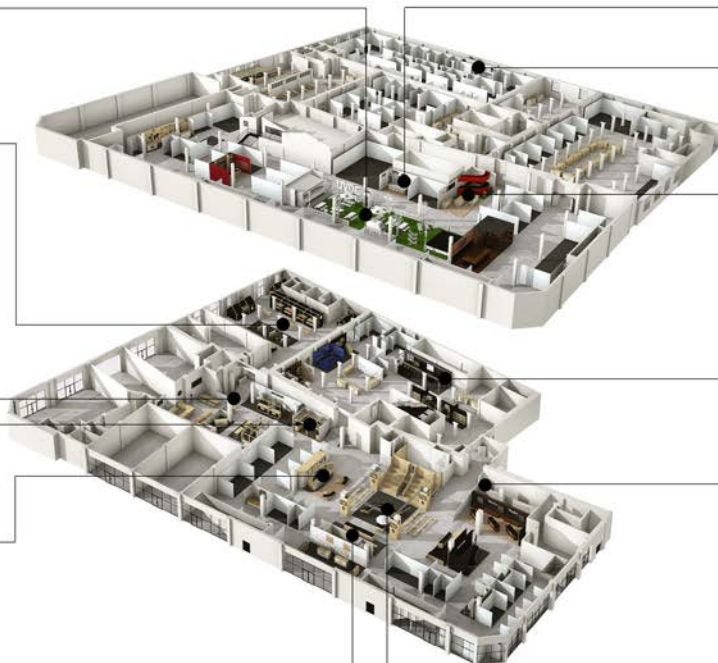
RANCILIO
TRADE STAND
DESIGN AND BUILD



BRITA
TRADE STAND
DESIGN AND BUILD



FAEMA
TRADE STAND
DESIGN AND BUILD



RACHEL'S
TRADE STAND
DESIGN AND BUILD



CAFE DIRECT
TRADE STAND
DESIGN AND BUILD



LA CIMBALI
TRADE STAND
DESIGN AND BUILD



LATTE ART
BRAND EXPERIENCE
DESIGN AND BUILD



**VICTORIA
ARDUINO**
TRADE STAND
DESIGN AND BUILD



COFFEE MASTERS
BRAND EXPERIENCE
DESIGN AND BUILD



LONDON COFFEE FESTIVAL DESIGN / LONDON



THE ORGANIC KITCHEN / LONDON



WOLFIES KITCHEN / BRIGHTON



ARTISAN COFFEE SHOP / PUTNEY, LONDON



ARTISAN COFFEE SHOP / EALING, LONDON



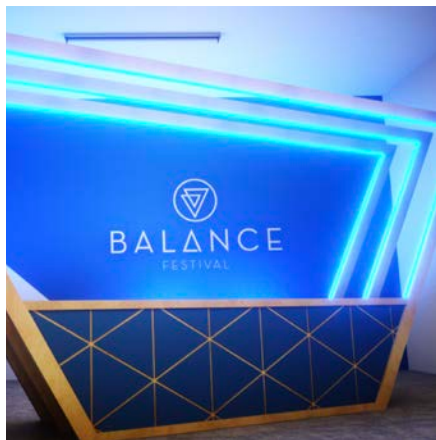
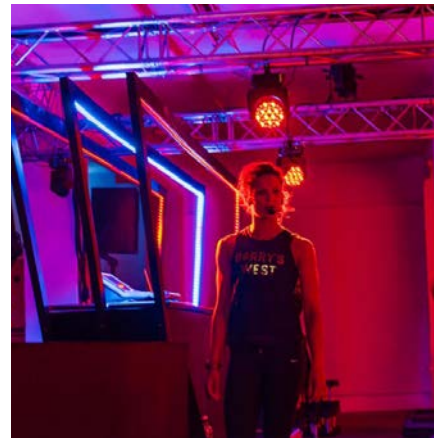
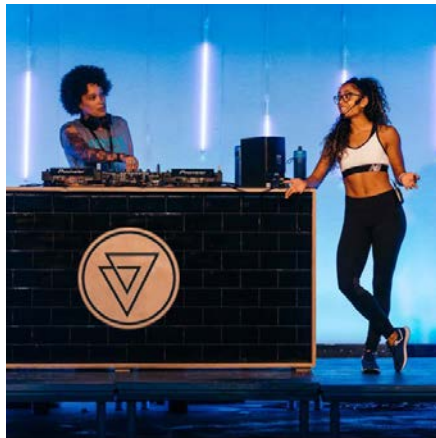
MAMAWAWA / CONCEPT



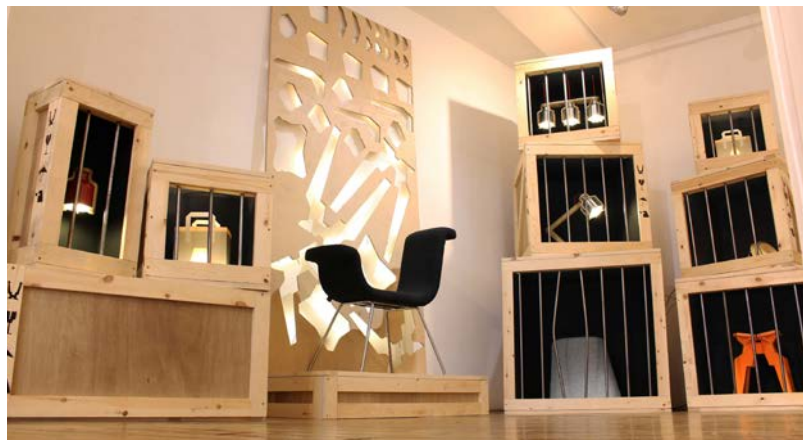
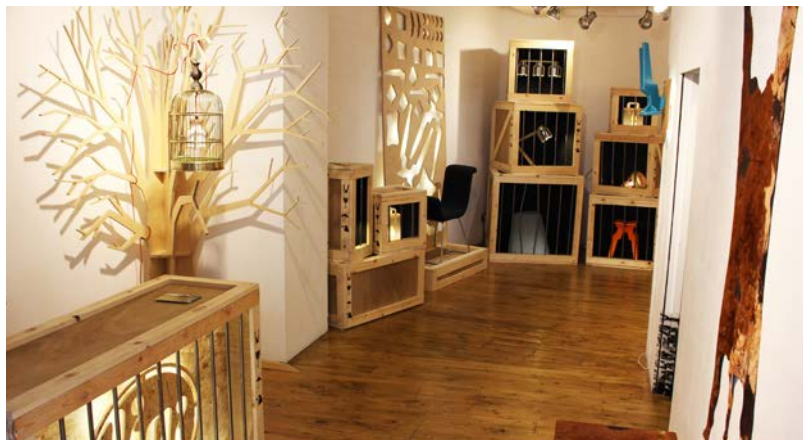
CHIMNEY CAKE BAKERS / LONDON



BALANCE FESTIVAL / LONDON



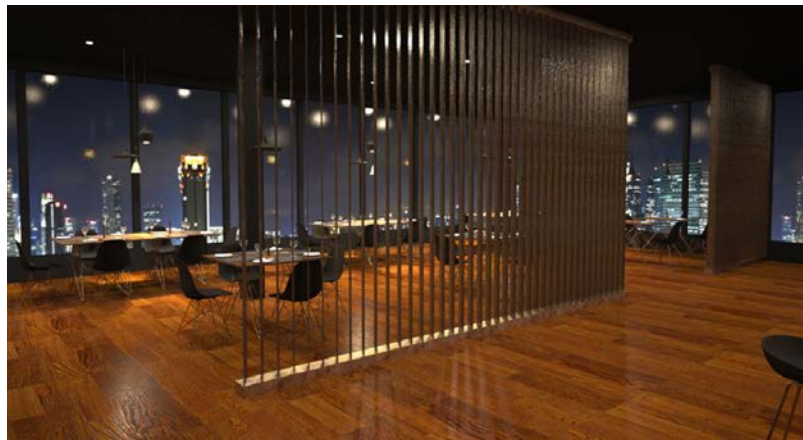
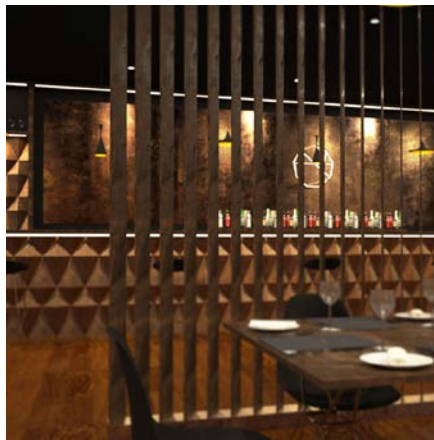
CAPTIVITY EXHIBITION / LONDON



KAAFI / THE HAGUE



NINE RESTAURANT CONCEPT / LONDON / SHANGHAI





Design & Installation

www.liquidesign.co.uk

info@liquidesign.co.uk

T: 01273 686119



Branding Design

www.crate47.com

info@crate47.com

T: 01273 686119