



**GOOSE ISLAND BREWPUB**

**TWO TWO TWO SHOREDITCH**

**Harrison.**

**ENTREPRENEURIAL**

**HONEST**

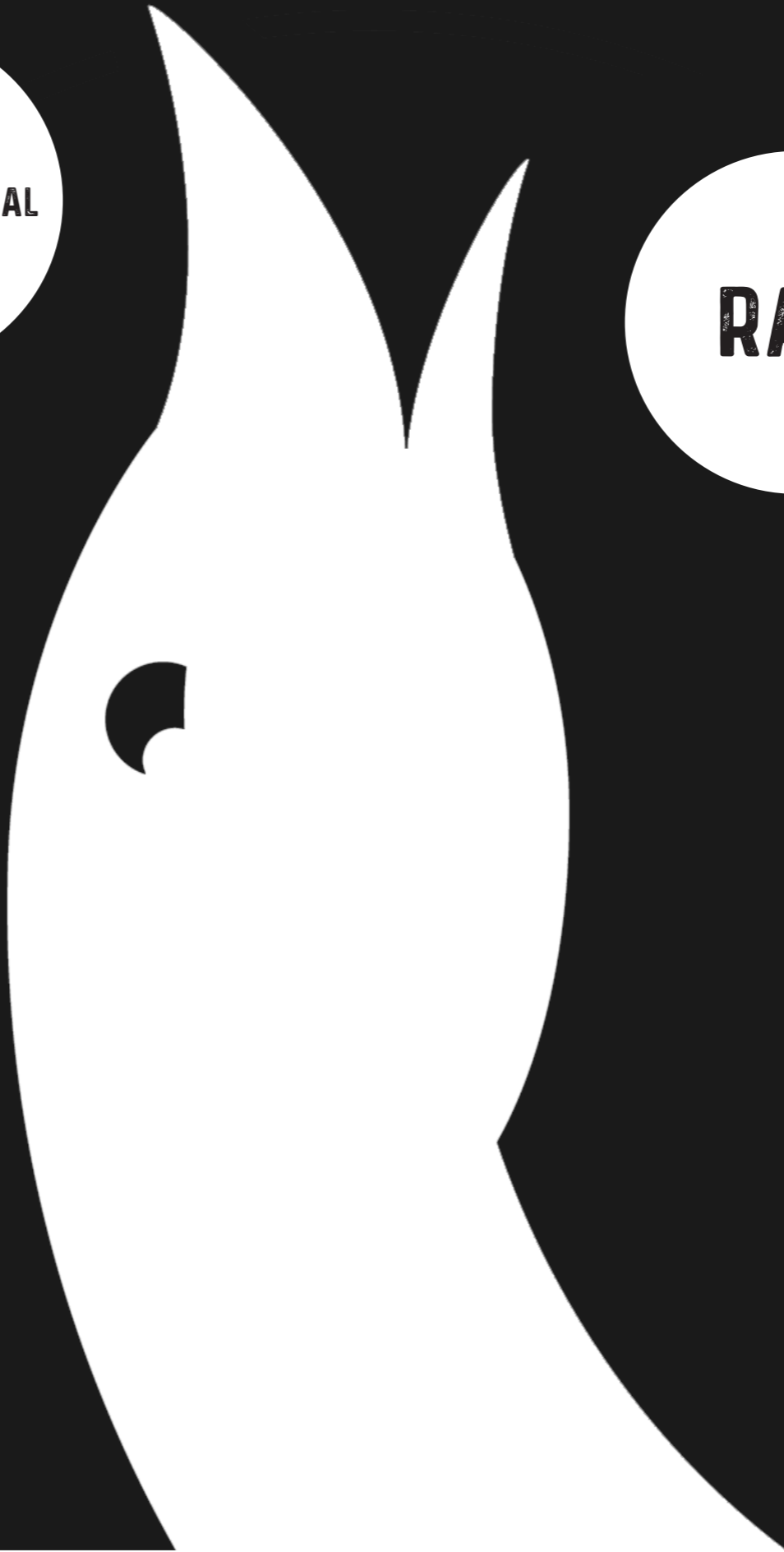
**RAW**

**URBAN  
CHICAGO**

**STRIPPED  
BACK**

**NEUTRAL  
COLOURS**

**THE LOCAL  
HANGOUT**



**KEY WORDS - GOOSE ISLAND BREWPUB**

**Harrison.**



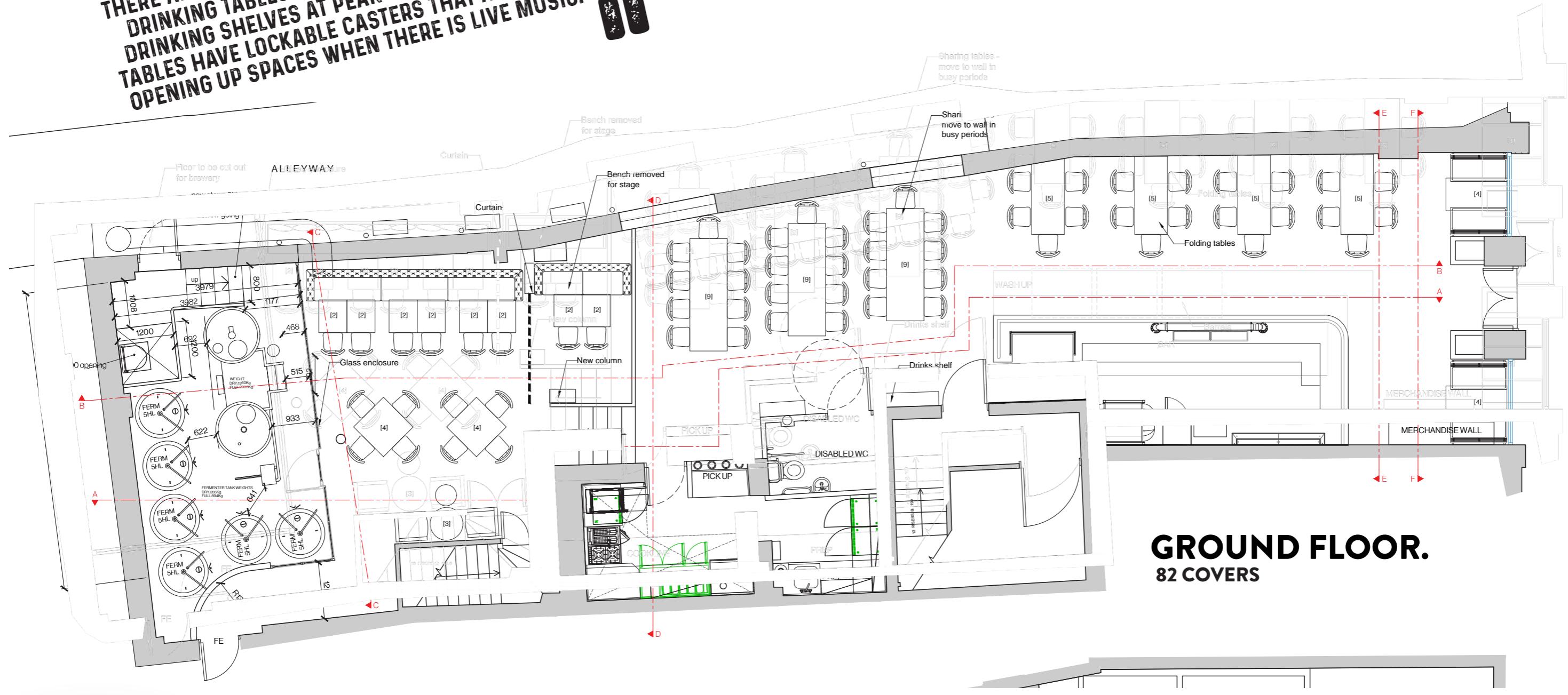
**GROUND FLOOR.**



**EXISTING FLOOR PLAN - GOOSE ISLAND BREWPUB**

**Harrison.**

**DUE TO THE DUAL USE REQUIREMENTS OF THE SPACE, THIS SCHEME ALLOWS FOR MAXIMUM FLEXIBILITY. THERE ARE FOLDING TABLES THAT EXTEND TO FORM DRINKING TABLES AND THEN FOLD UP TO FORM DRINKING SHELVES AT PEAK TIMES. OTHER LONG TABLES HAVE LOCKABLE CASTERS THAT ALLOW FOR OPENING UP SPACES WHEN THERE IS LIVE MUSIC.**

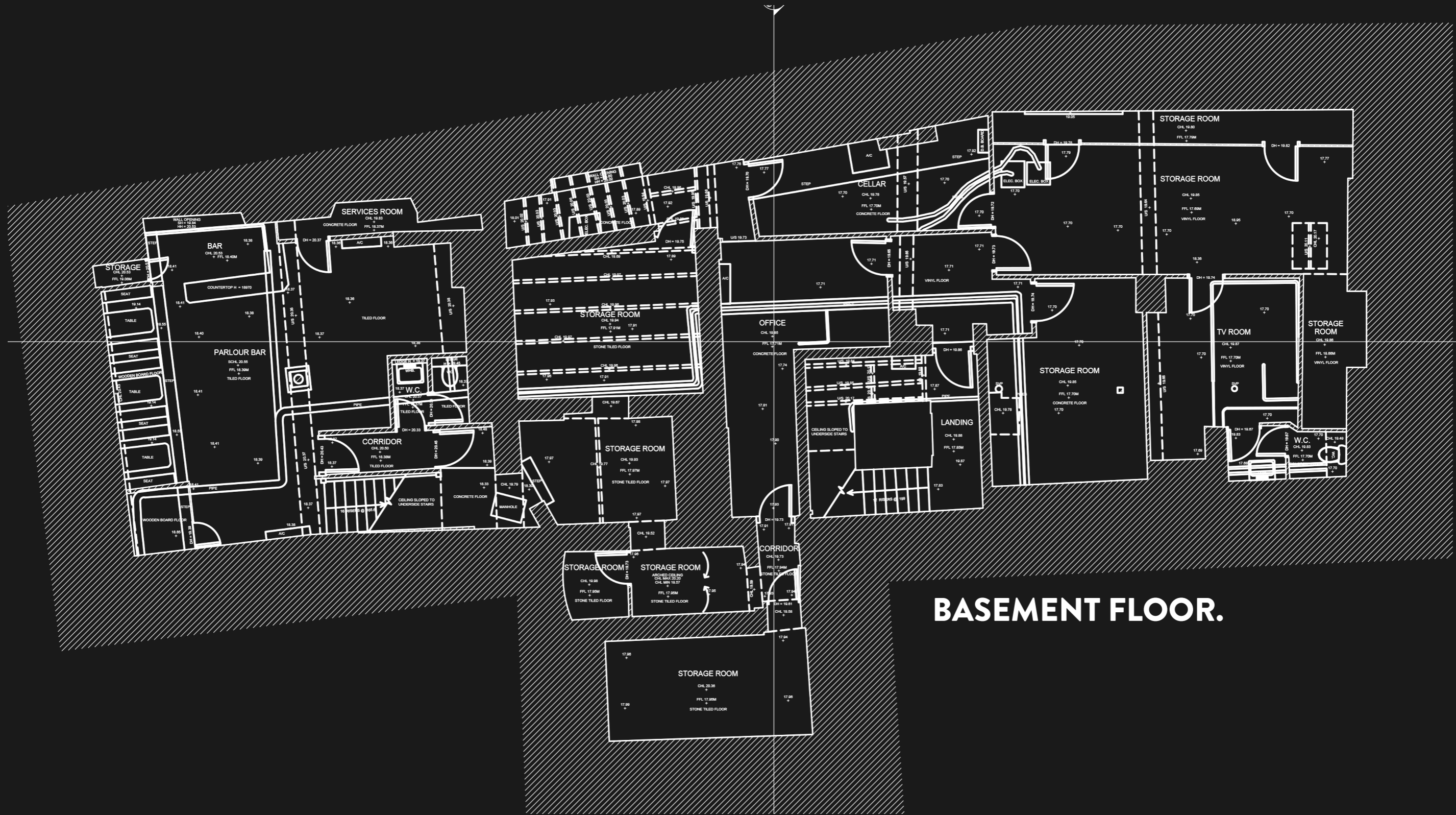


**GROUND FLOOR.**  
82 COVERS



**PROPOSED GENERAL ARRANGEMENT - GOOSE ISLAND BREWPUB**

**Harrison.**

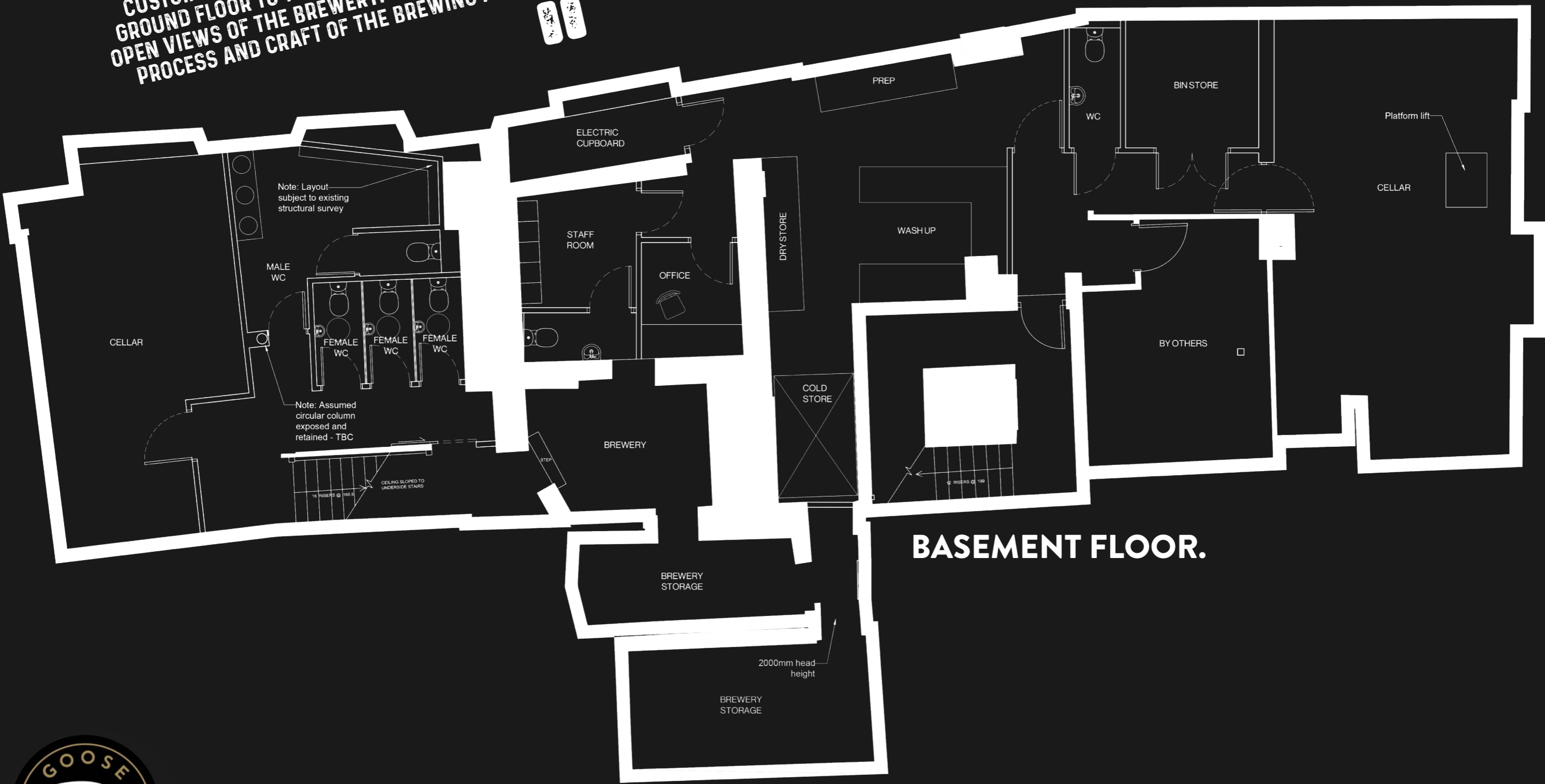


**BASEMENT FLOOR.**





THE BASEMENT FLOOR IS WHERE THE 'MACHINE' OF THE GOOSE ISLAND BREWHOUSE IS SITUATED. THE CUSTOMER WALKS DOWN THE STAIRS FROM THE GROUND FLOOR TO THE WC'S AND IS GREETED WITH OPEN VIEWS OF THE BREWERY. THIS CELEBRATES THE PROCESS AND CRAFT OF THE BREWING PROCESS.

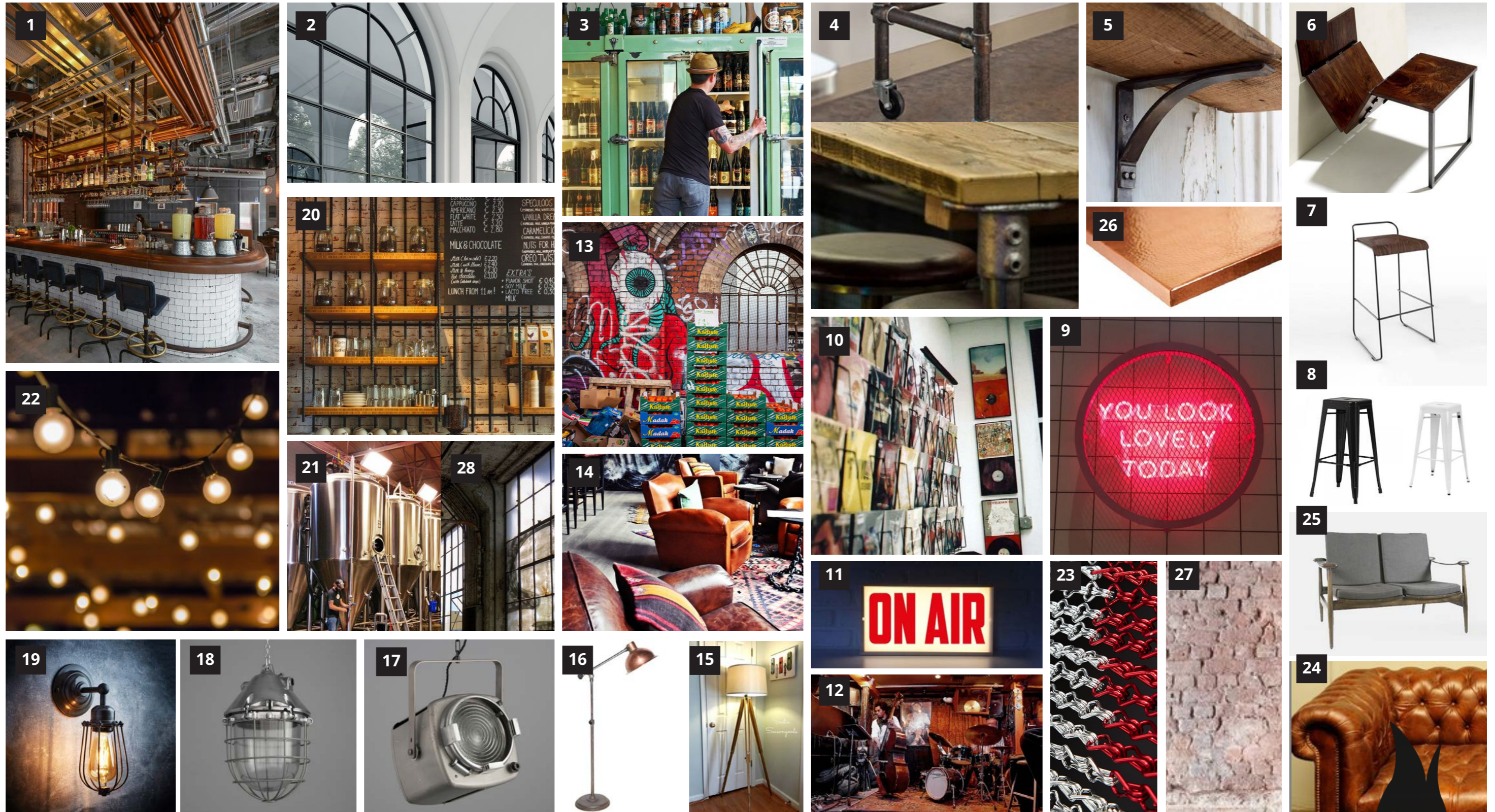


**BASEMENT FLOOR.**



**PROPOSED GENERAL ARRANGEMENT - GOOSE ISLAND BREWPUB**



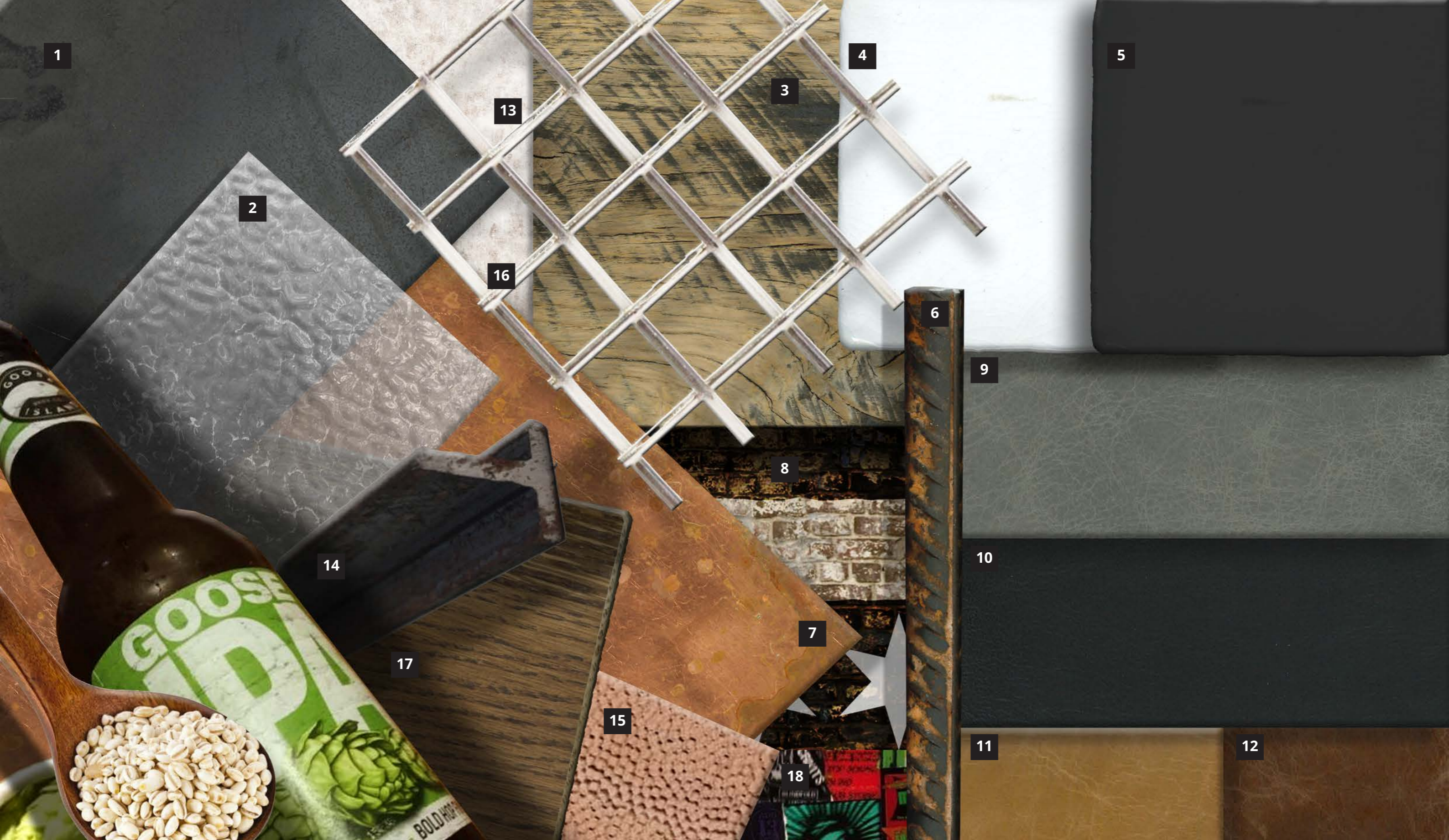


1- Glorify the brewing process by exposing the beer pipes and making them a focal point 2- Opening up arched windows and adding textured glass and a crittall frame 3- clear display of beer bottles in fridges  
 4- Movable tables made from kee klamp and reclaimed scaffold boards fixed to lockable casters 5- Drinks shelves made from reclaimed timber and fixed with aged steel gallows brackets 6- Multi-use foldable table (see detail on separate page) 7- School chair stools 8- stackable black and white tolix chairs 9- Red neon fixed to mesh to add interest to shopfront elevation 10- Incorporating a musical vibe taking inspiration from record stores and how they display vinyls 11- Illuminated signage on the stage 12- small intimate stage 13- Urban contextual graffiti 14- Lounge style seating in the back brewery area 15- Tripod fabric shade floor lamps in the back area to give a more domestic feel 16- Industrial floor lamps 17- Reclaimed stage lighting 18- Reclaimed pendant lighting 19- Exposed filament bulb wall lights 20- Welded aged rebar back-bar display with illuminated shelves 21- Exposing the brewery and making it clear to the public 22- Festoon lights fixed to soffit along run of bar and lounge area 23- Printed chain curtain to screen stage area 24- Old Chesterfield sofa 25- Mid century style sofas 26- Hammered copper table tops 27- Exposing the original brickwork to add texture to the space 28- Crittall frame glazing to the brewery



## LOOK AND FEEL IMAGE BOARD

**Harrison.**



## MATERIAL FINISHES BOARD.

1- Aged clear lacquered hot rolled mild steel 2- English muffled glass Kansa glass E4901 3- Tan timber oak cladding 4- Hand made crackle glazed terracotta tiles Provenza Blanco 100x100 5- Hand made crackle glazed terracotta tiles Provenza Negro 100x100 6- Oxidised clear lacquered re-bar with exposed rough welds 7- Copper accents 8- Exposing existing brickwork and applying sanded down stripes and stars 9- Futura Etna Grey leather 10- ILP Antique Tudor Spice 11- ILP Laguna Desert leather 12- ILP Laguna Brown leather 13- Aged Plaster finish 14- Crittall framed screens to the Brewery 15- Hammered copper table tops 16- Stainless steel mesh infills to the merchandise display 17- Stained oak to the bar top 18- Fly postered walls





SIGNAGE INSPIRATION



MENU INSPIRATION



- 1- Internally illuminated signage fixed above central door opening. Chicago 4 stars painted above and illuminated by the existing surface mounted spotlights
- 2- Brand standard illuminated projecting sign
- 3- Stainless Steel swan neck cowl lights to illuminate sign written messaging
- 4- Whitepainted stripes to building. Building to receive new black masonry paint
- 5- Sign fixed internally made with linear fluorescent tubes with vinyl applied lettering to both sides
- 6- 2no timber menus with an A4 inner perimeter painted with blackboard paint. Sign writer to apply menu and wording



EXTERNAL VISUAL

Harrison.

**MATERIALS.**



1- Chalkboard menus fixed on hooks to back-bar framework 2- Welded rebar back-bar display with stained oak illuminated shelves 3- Stainless steel beer kegs suspended from soffit with exposed stainless steel beer pipes 4- Existing soffit to be retained and sprayed out black to add atmosphere 5- Festoon lights at 2200k to be suspended along run of bar to add some atmospheric glow and interest to the ceiling 6- Folding tables that form small beer shelf tables when folded and long 5 top tables when extended (see detail) 7- Sand and re-stain the existing hardwood floor 8- Black and white crackle glaze tiles to represent the Chicago state flag 9- Spray out services and cable tray 10- Stained oak bar top with under counter LED to wash down the tiles 11- Printed chain screen that extends out during performances 12- Painted white stripes on floor which will fade and age over time



**BAR AREA VISUAL ONE- LAYOUT AT PEAK TIMES AND LIVE MUSIC EVENTS**

**Harrison.**

**MATERIALS.**



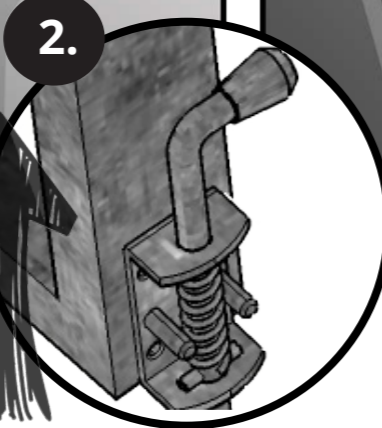
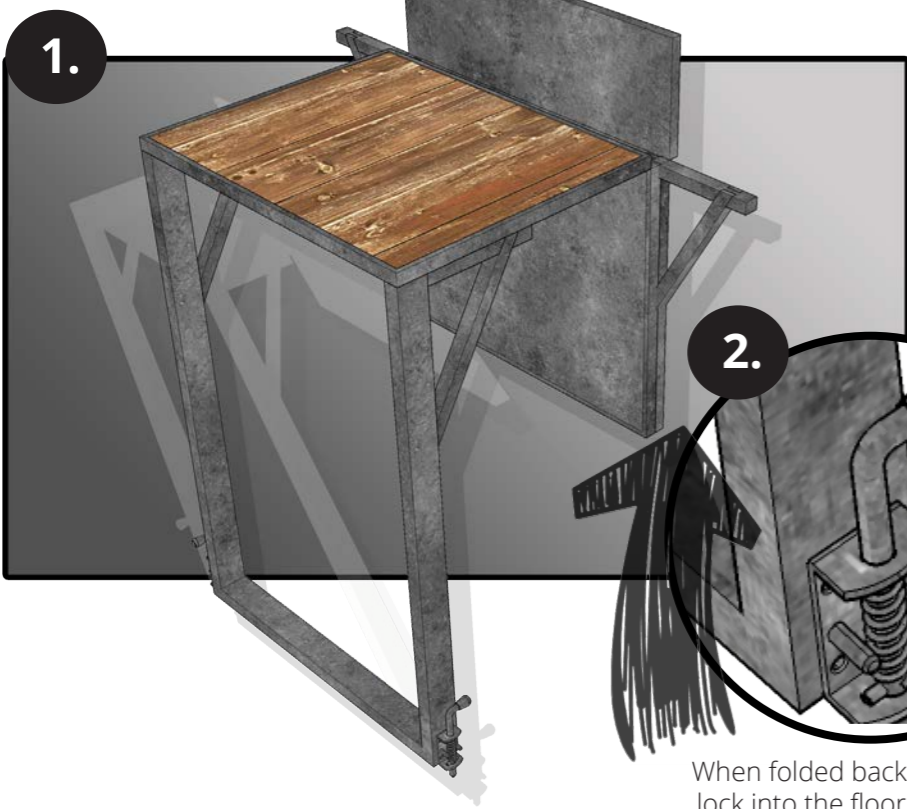
1- Folding tables that form small beer shelf tables when folded and long 5 top tables when extended (see detail) 2- Chain screen folds back to wall and opens up to extend the lounge area



**BAR AREA LAYOUT AT OFF PEAK TIMES**

**Harrison.**

Up-stand is mechanically fixed to the wall. Two hinged brackets fold away to the wall. These give additional strength to the tables...



When folded back shoot bolts lock into the floor and are on a spring release when table needs to be folded out fully...

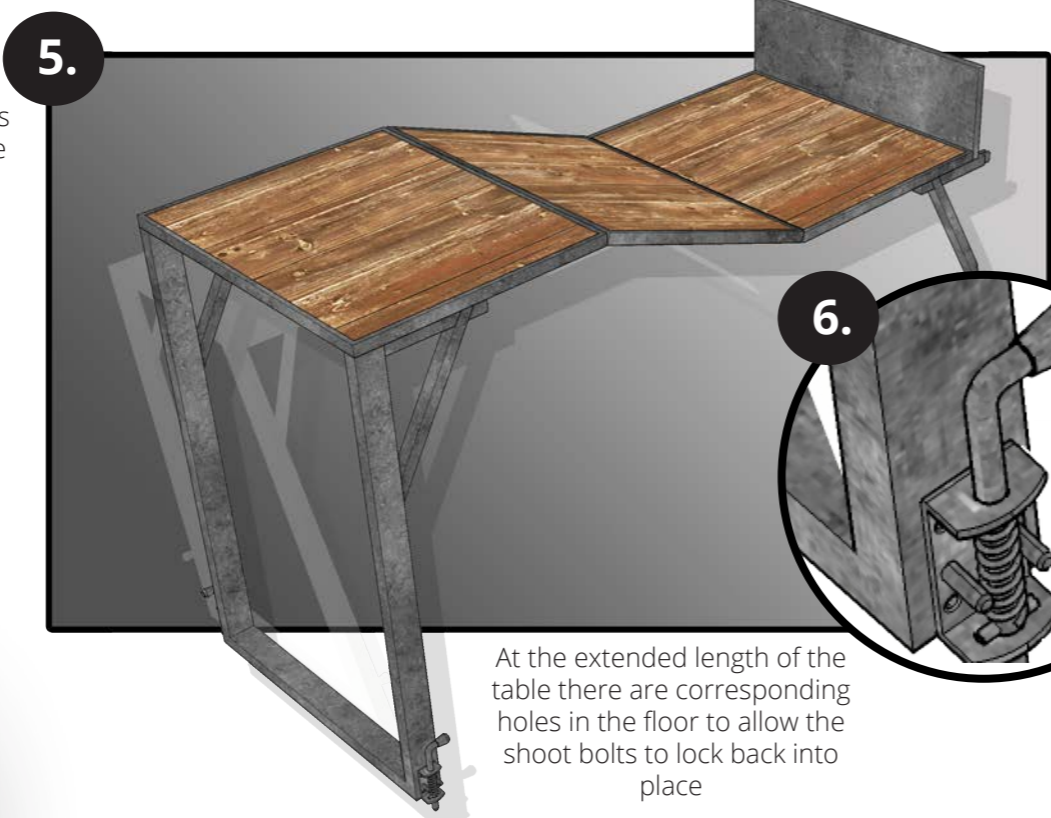


The table is divided into 3 folding sections, supported by concealed hinges under the table...

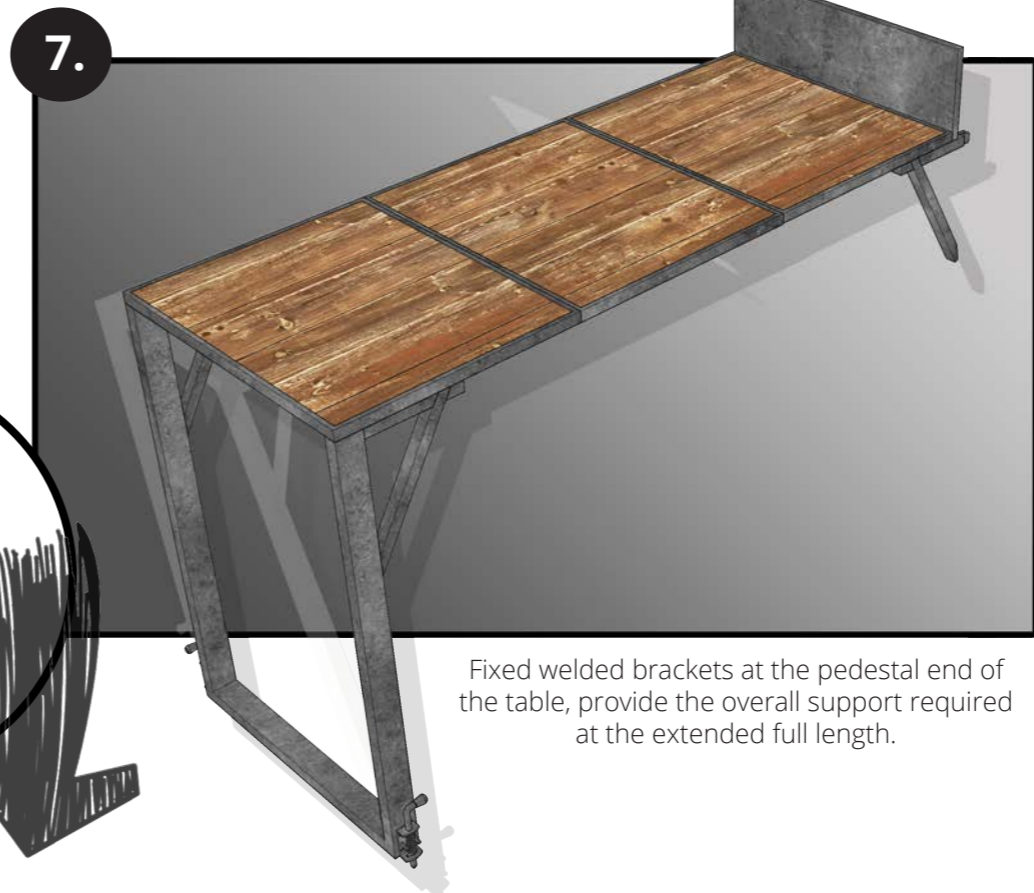


Once the two shoot bolts are released, this allows the table, divided into 3 folding sections, to extend out..

The angled wall fixed brackets swing back and lock in to give the table rigidity at the wall end...



At the extended length of the table there are corresponding holes in the floor to allow the shoot bolts to lock back into place



Fixed welded brackets at the pedestal end of the table, provide the overall support required at the extended full length.

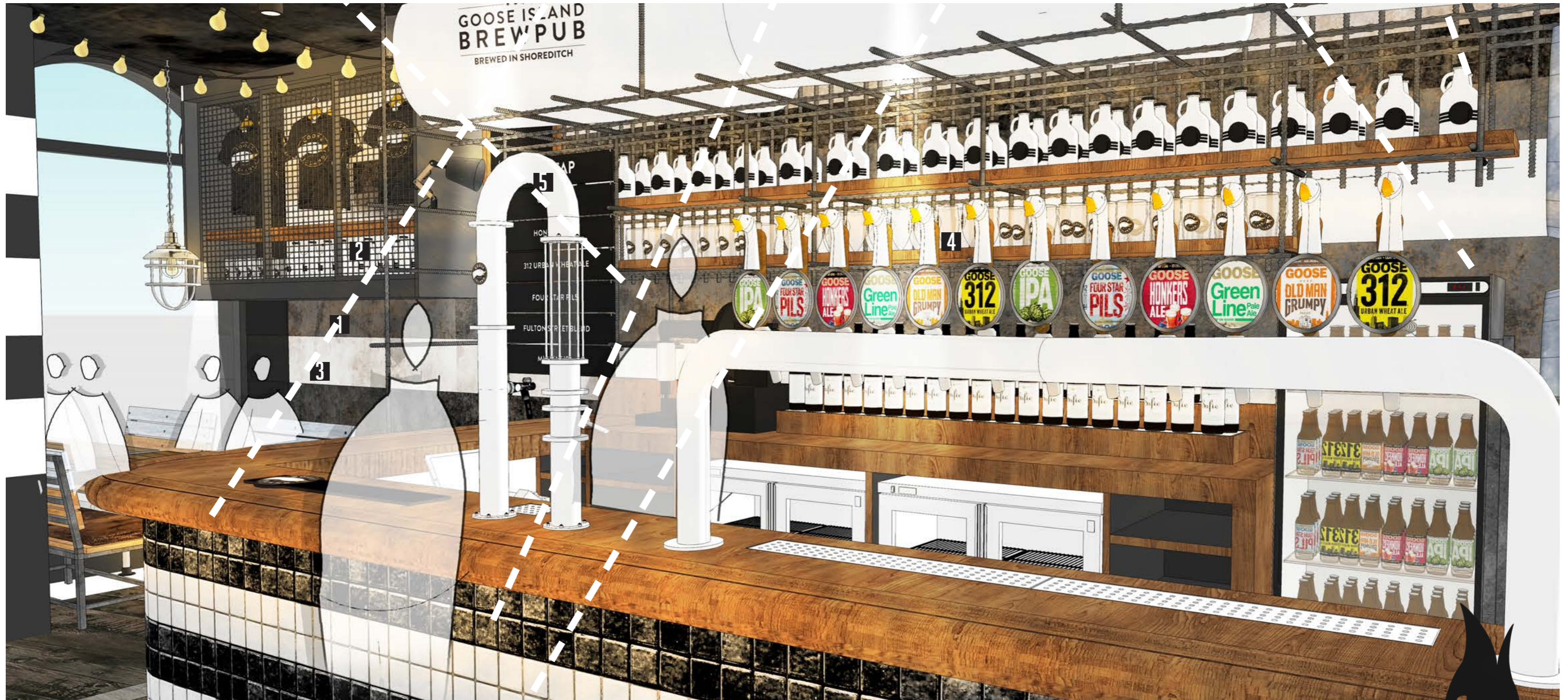


## FOLDING TABLE DETAILS

**Harrison.**



**MATERIALS.**



1- The black stripes applied externally, continue internally around the new walls applied to the entrance area 2- Merchandise display with extendable clothes rail. Doors slide and a step-up is supplied for access 3- Black stripes applied to a new aged plaster finish and to continue in line with the stripes applied externally 4- Plenty of glass storage at high and low level 5- ZX Infusion tower with Goose Island Logo applied



**BAR AND MERCHANDISE AREA**

## MATERIALS.

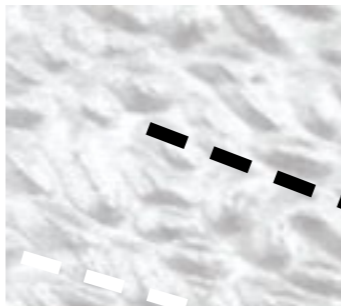


- 1- Exposing the existing brick wall and applying four white stars, sanded back. The stars are illuminated by caged exposed filament wall lights 2- Reclaimed industrial cargo pendants in shopfront to add glow and warmth 3- Movable tables made from kee klamp and reclaimed scaffold boards fixed to lockable casters 4- Fly postered wall with beer and food related posters 5- Neon lettering applied to wall in text agreed with client 6- Beer shelves made from reclaimed scaffold boards and fixed with mild steel wall brackets



## BAR AREA VISUAL TWO LAYOUT AT OFF PEAK TIMES

**Harrison.**



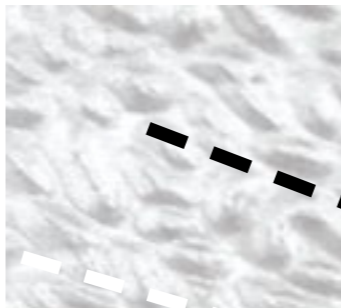
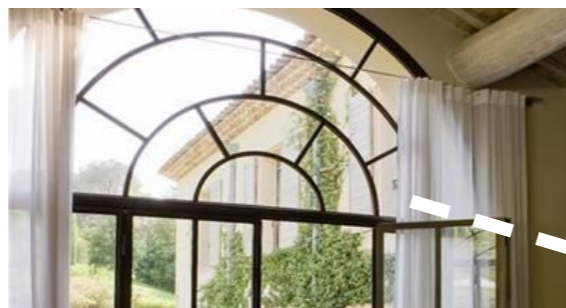
1- Printed chain screen that extends out during performances with full Goose Island logo 2- Stage lighting rig to illuminate performers 3- Illuminated 'On Air' sign wall mounted to indicate when bands are playing 4- Opening up the arched windows and replacing the glass with a muffled distorted glass with a crittall style hardwood frame 5- Kee klamp movable tables run in a line along wall when bands are playing to open up the space and still provide areas for seating



## STAGE AREA LAYOUT AT PEAK TIMES AND LIVE MUSIC EVENTS

**Harrison.**

**MATERIALS.**



**1-** Movable kee klamp tables rotate and form long drinking tables during off peak times **2-** The printed chain screen extends back into the wall to open up the back area **3-** The tripod floor lamp moves around to allow space for the sofa in lounge area **4-** Tables and chairs fill the stage space when not in use

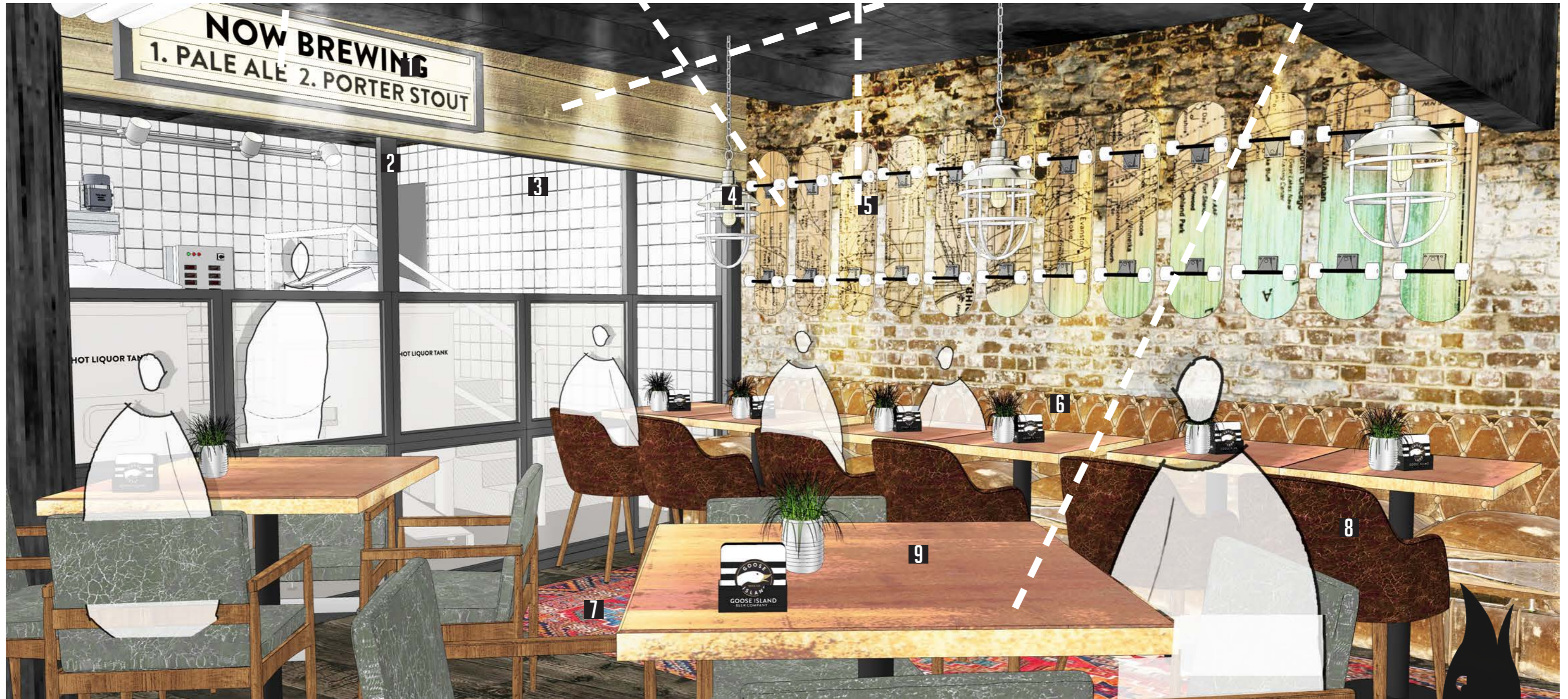
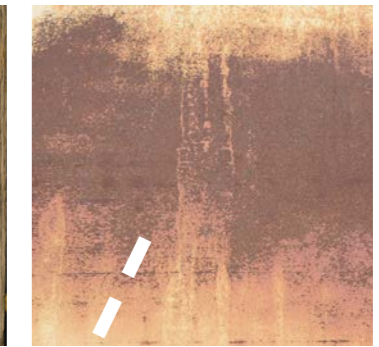
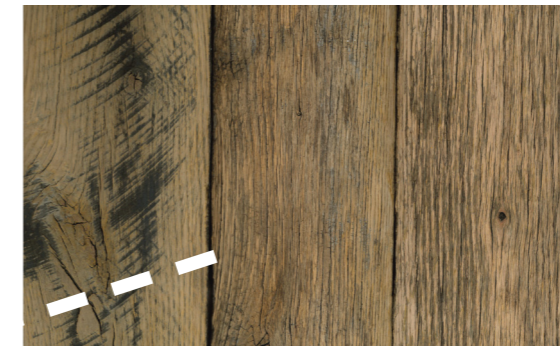


**STAGE AREA LAYOUT AT OFF PEAK TIMES**

**Harrison.**



**MATERIALS.**



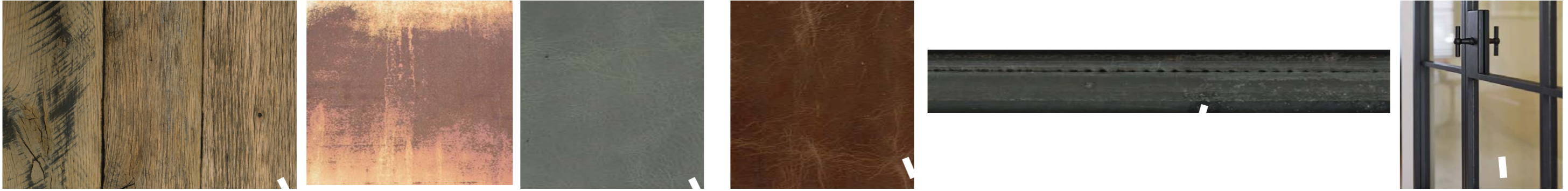
- 1- Bulkhead around the brewery area clad in reclaimed timber. Above the door cinema style 'Now Brewing' sign applied. Switched and controlled by brewer 2- A crittall framed screen with glazing applied to 2 panels and top to be open. Mullions need to extend to bulkhead for structural support 3- White tiled walls to brewery area 4- Reclaimed cargo pendants applied over tables 5- Skateboards fixed to wall with map of Chicago etched onto the underside and a wash of colour applied to the Lake Michigan areas 6- Old leather Chesterfield sofa with ends removed 7- Old rug to give a more lounge and domestic feel, to be fixed in a way not to form a trip hazard 8- Variety of more comfortable lounge chairs in this area to communicate a more relaxed feel 9- Aged copper table tops adding reflection and texture 10- Vinyl lettering applied to tanks to describe what they are



**LOUNGE BREWERY AREA- VISUAL ONE**

**Harrison.**

**MATERIALS.**



1- 5no picture frames with historical Goose Island imagery 2- Brewery area to be open and exposed as much as possible 3- Goose Island story applied to timber boarding by sign writer. Wording TBC by client



**LOUNGE BREWERY AREA- VISUAL TWO**



**THANK-YOU.**

**Harrison.**

**WWW.HARRISON.HN**