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CONCEPTS DEVELOPMENT  
BRANDING  
MANAGEMENT SYSTEMS  
London 2017



Uniforms

## CONCEPT DEVELOPMENT

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Insight Hospitality were appointed to develop a working restaurant for New City College in Old Street, placing student in a real professional environment.

Working with the college direction, we created a dining space where Hackney's next generation of chefs and hospitality professionals hone their craft.

We appointed Daniel Monk to lead the design of this open space, delivering a modern cafe environment within a limited budget.

Insight did a full turn key projects, delivering the restaurant to the college culinary team and ensuring all systems were implemented to manage this venue in the most professional manner.

## MENU DEVELOPMENT

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Insight Hospitality curated a menu with the college culinary team in order to cover the various skills taught in the curriculum of the apprentice chefs.

We also developed a take away counter focused on pastries skills and a cocktail list using the various plants grown in the school garden.

## BRANDING

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Insight Hospitality appointed Plus Agency to develop all branded assets, menu, stickers. creating a strong brand identity for this venue.





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