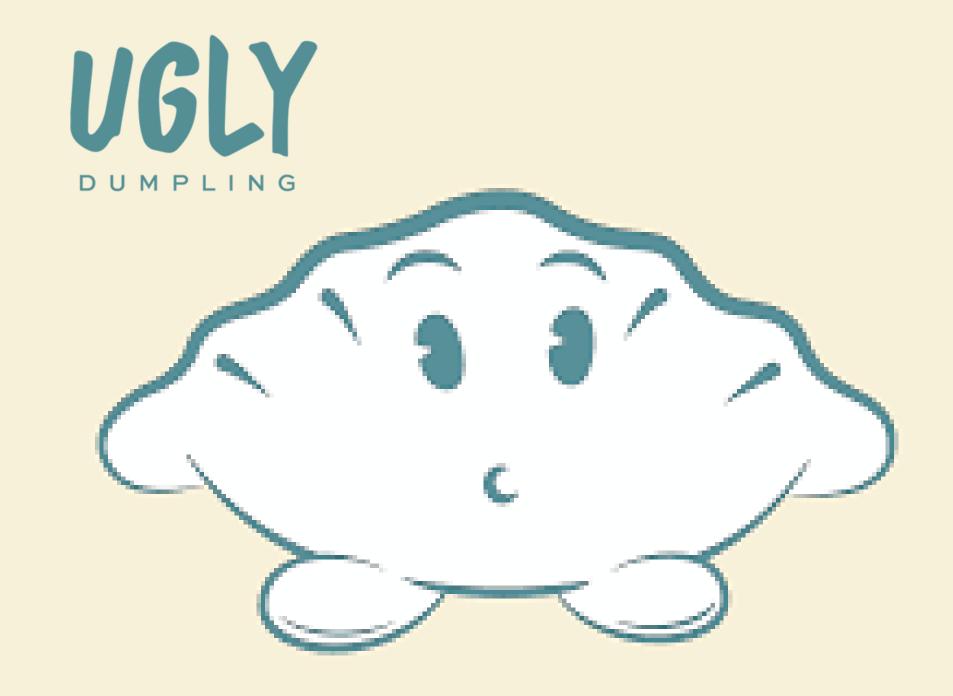
UGLY DUMPLING

CONCEPT DEVELOPMENT SITE DESIGN BRANDING London 2018



Uniforms



CONCEPT DEVELOPMENT

Insight Hospitality were set the task of developing a unique Dim Sum concept featuring Western inspired flavours.

Once conceptualisation began, the team had to find the ideal site for this concept. The team limited the search to Soho and Covent Garden, researching the market that would be a perfect hub for this contemporary Dim Sum concept.

Our team worked with Ugly Dumpling brand ambassador Ping Wong, using British seasonal ingredients to discover new dumpling flavours to complement Ping's Asian fusion flavours that are so popular in the street food markets throughout London.

SITE DESIGN

The team employed Daniel Monk to develop the Interior Design. Spread across two floors, Daniel's design for Ugly Dumpling 'blends contemporary aesthetics with functional design. Timber wall panels are elevated with brass wall lights, reeded glass cabinets and soft leather banquettes, whilst pops of bright turquoise blue are used throughout the seating and joinery details.

BRANDING

The team collaborated with brand strategy development firm, Plus Agency. Working together they were able to produce the following: Brand Naming + Visual Identity, Creative Direction, Packaging Design, Tone of Voice and Innovation + Customer Experience





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