

UGLY DUMPLING

CONCEPT DEVELOPMENT
SITE DESIGN
BRANDING
London 2018

UGLY
DUMPLING



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





CONTACT US

LONDON

EMAIL info@insighthospitality.net
WEB insighthospitality.net
DES +44 (0)7712 624825
OLIVIER +44 (0)7595 326461


DUBAI

EMAIL info@insighthospitality.ae
WEB insighthospitality.ae
PRABS +971 (0)58 502 5190

LATAM

EMAIL melissa@insighthospitality.net
WEB insighthospitality.co
MELISSA +57 350 3493 874

 insight.hospitality

 insight-hospitality-llp

