



JOHN KOCH 18

THE GRILL NYC | 8 JUNE 2024

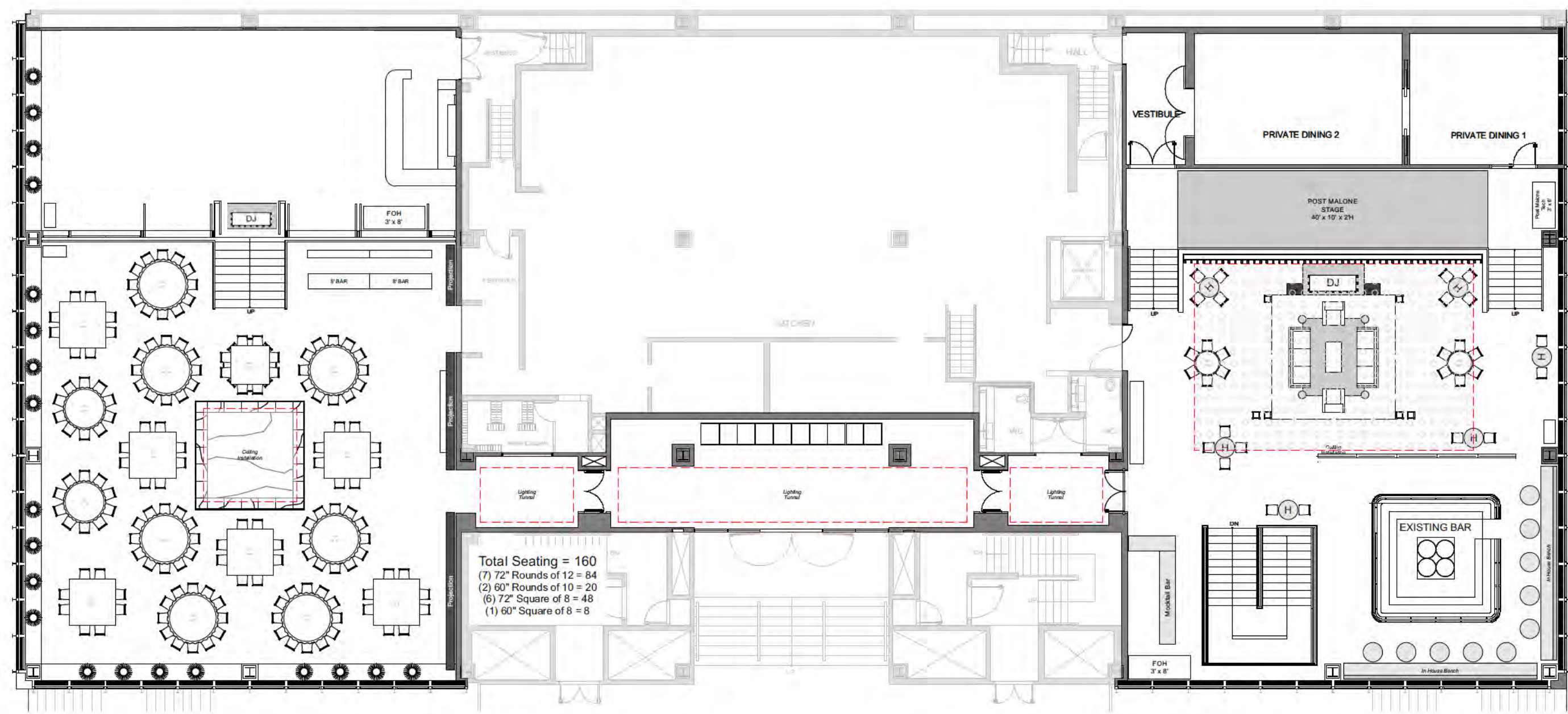


EVENT TIMELINE

7:30PM	GUEST ARRIVAL & COCKTAILS THE GRILL
8:30PM	DINNER THE POOL
10PM	MOVE TO LATE NIGHT THE GRILL
10:15PM	POST MALONE PERFORMANCE THE GRILL
11PM	DJ SET THE GRILL
1AM	EVENT ENDS



OVERALL FLOOR PLAN



DINNER

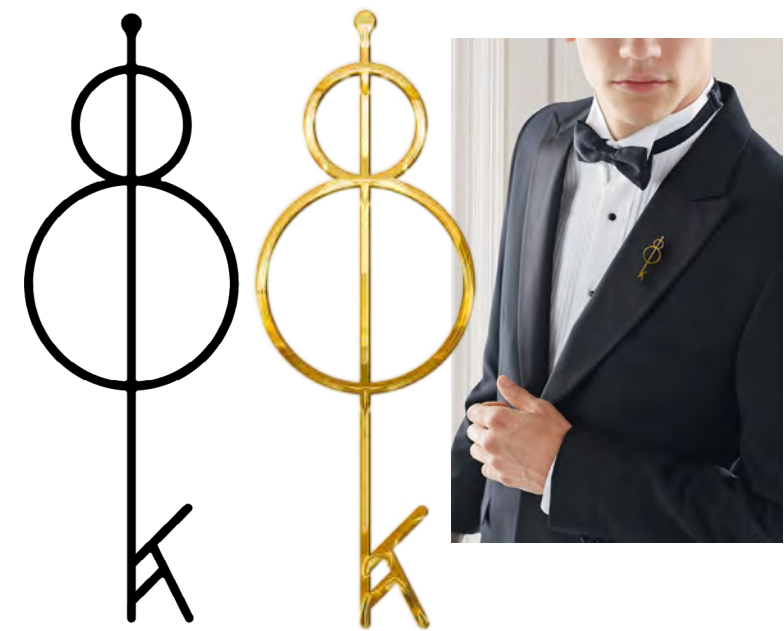
COCKTAILS
AND
AFTER PARTY



BRANDING CONCEPTS

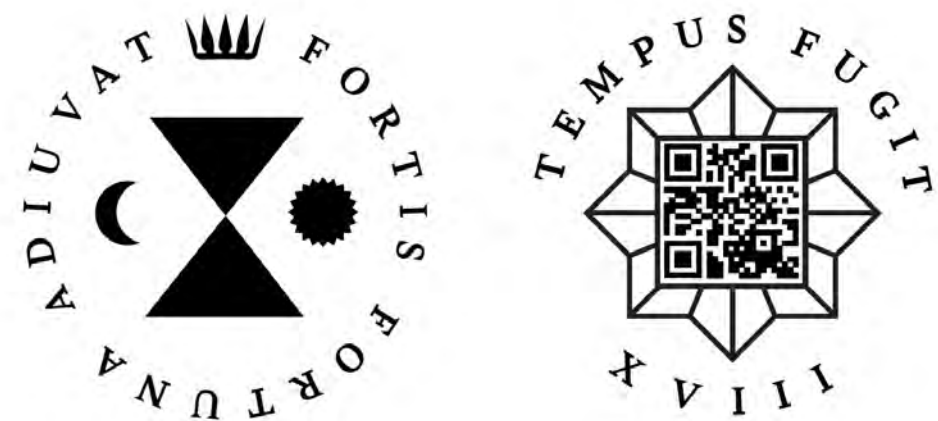
LOGO IS INSPIRED BY THE NUMBER 18 AND A K OR JK..

LOGO CAN BE CAST INTO METAL AND MADE INTO A LAPEL PIN REQUIRED FOR ENTRY TO THE EVENT.

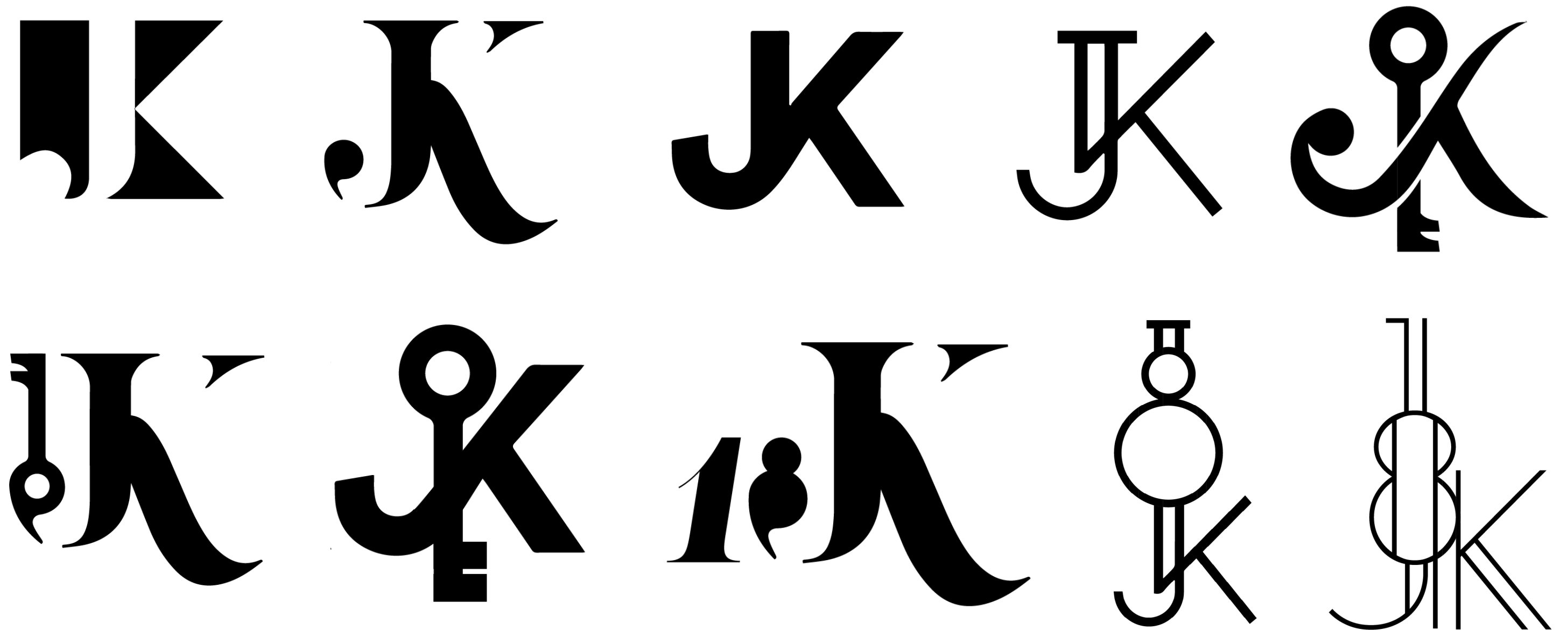


A SILVER COIN WITH HOUR GLASS, SUN, MOON AND A CROWN AND LATIN PHRASE “FORTUNE FAVORS THE BOLD” ON THE FRONT.

THE BACK OF THE COIN HAS NUMEROLOGICAL REPRESENTATION OF #18 AND WORDS TIME PASSES OR TIME FLIES AS WELL AS QR CODE THAT CAN LEAD TO RSVP, WEBSITE, ETC.



LOGO STUDIES





MYSTERIOUS HOSTESSES CHECK GUESTS IN VIA IPAD, ENSURING THEY HAVE THEIR “KEY” TO ENTRY.



ENTRY MOMENT

HAZE AND NEON CREATE A CLUB-LIKE ATMOSPHERE AS GUESTS ASCEND THE STEPS INTO THE COCKTAIL AREA.



AT THE LANDING OF THE STAIRS, OUR HOSTESSES WILL HAND OUT ESCORT CARDS ATTACHED TO A KEY FOR GUESTS TO “GAIN ACCESS” TO THE DINNER.

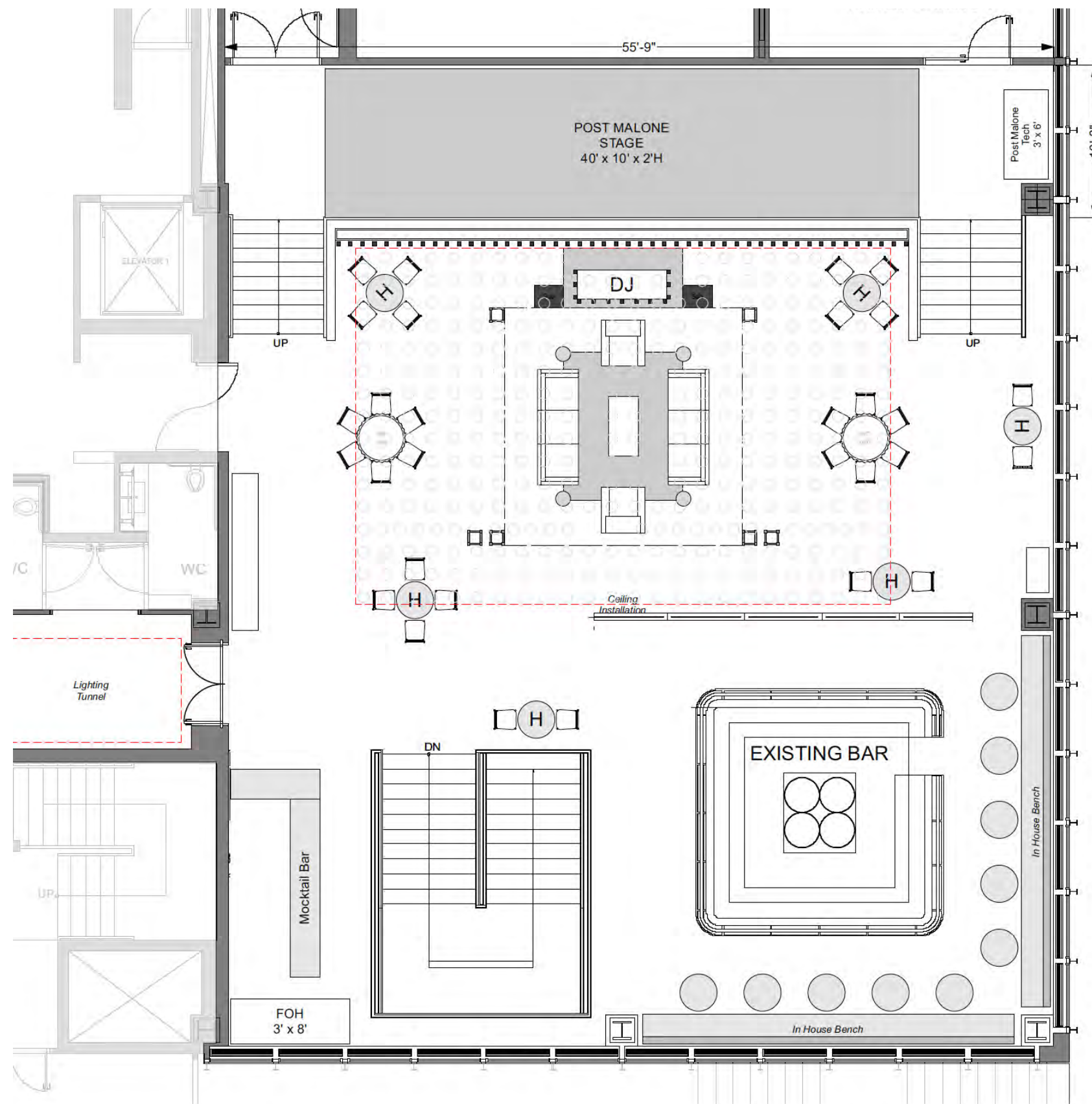




COCKTAILS

THE GRILL ROOM

7:30PM - 8:15PM



COCKTAILS FLOOR PLAN





OUR “ZERO PROOF” MOCKTAIL BAR SERVES UNIQUE MOCKTAILS SUCH AS A PASSIONFRUIT MARTINI, A MOSCOW MULE AND OTHER VISUALLY UNIQUE OFFERINGS.



“ZERO PROOF” BAR



ONCE IT IS TIME TO MOVE INTO DINNER, OUR HOSTESSES (WHO HAVE CHANGED SINCE GUEST ENTRY) GUIDE GUESTS FROM THE GRILL TO THE POOL.



WE CREATE A NEON TUNNEL WITH A MIRRORED FLOOR IN THE HALLWAY BETWEEN COCKTAILS AND DINNER.

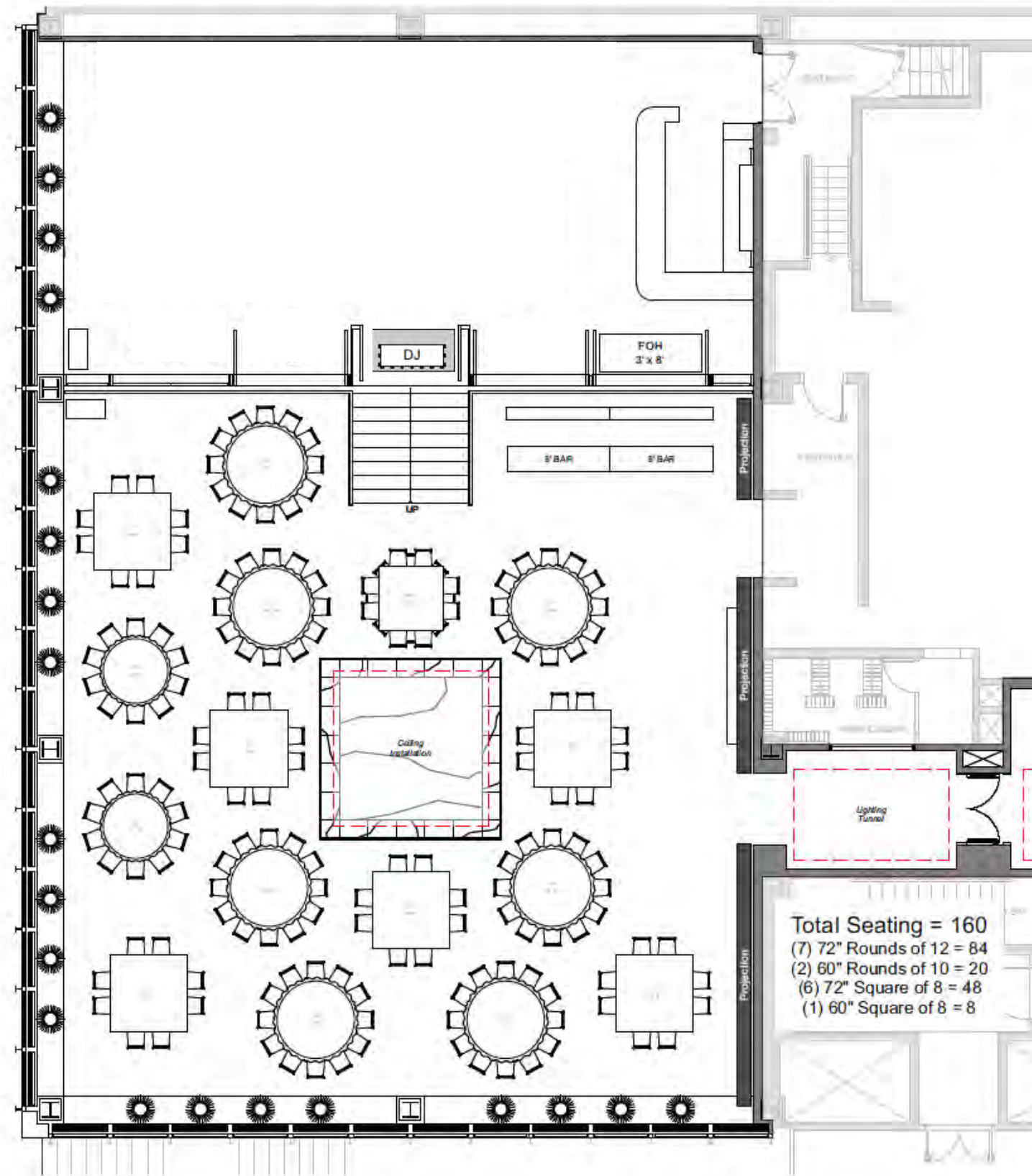


COCKTAILS TO DINNER TRANSITION



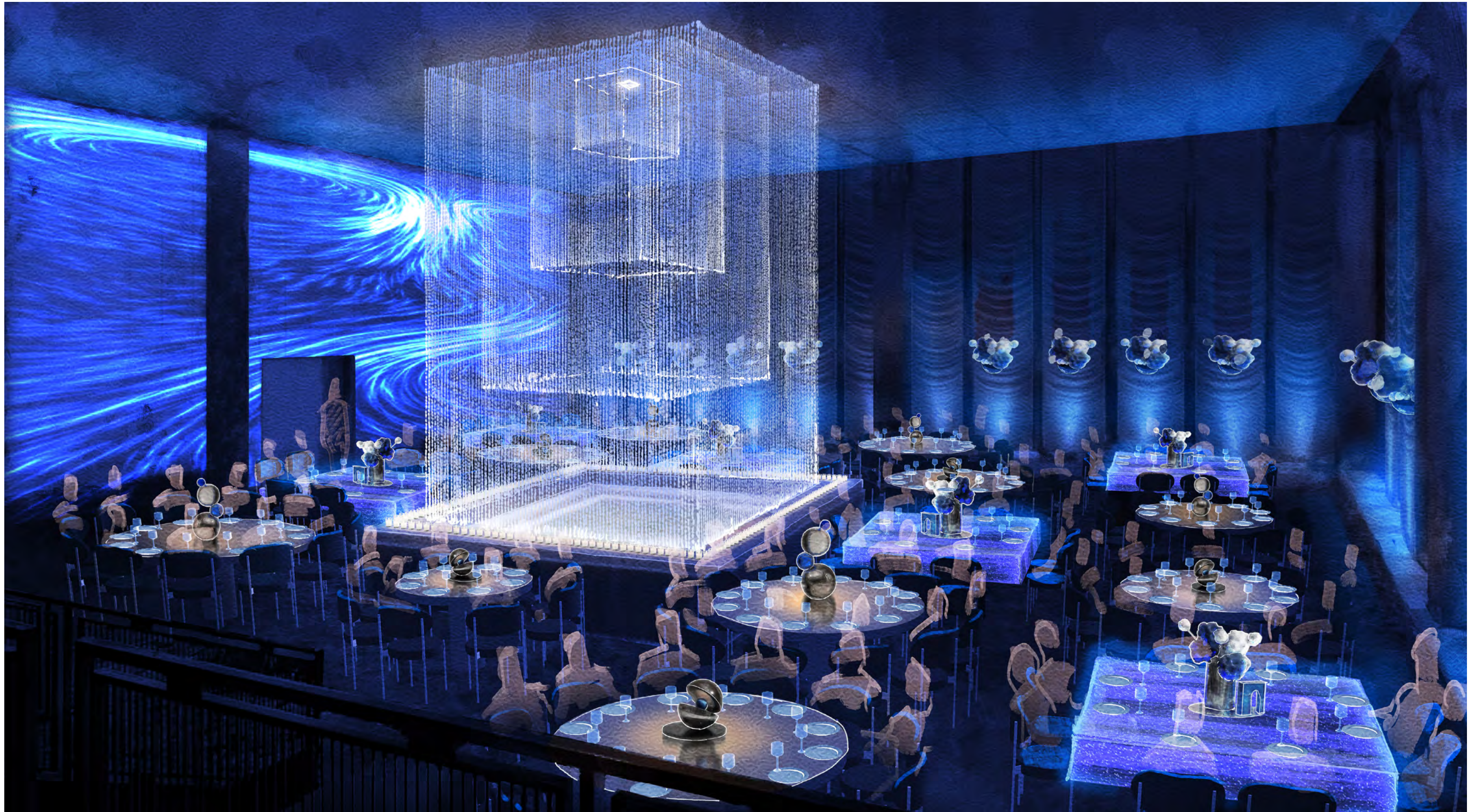


DINNER
THE POOL ROOM
8:30 - 10PM



DINNER FLOOR PLAN | 160 GUESTS





DINNER RENDERING

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PROJECTION MAPPING ON 1 WALL CREATES A CONSTANTLY DYNAMIC DINING EXPERIENCE.



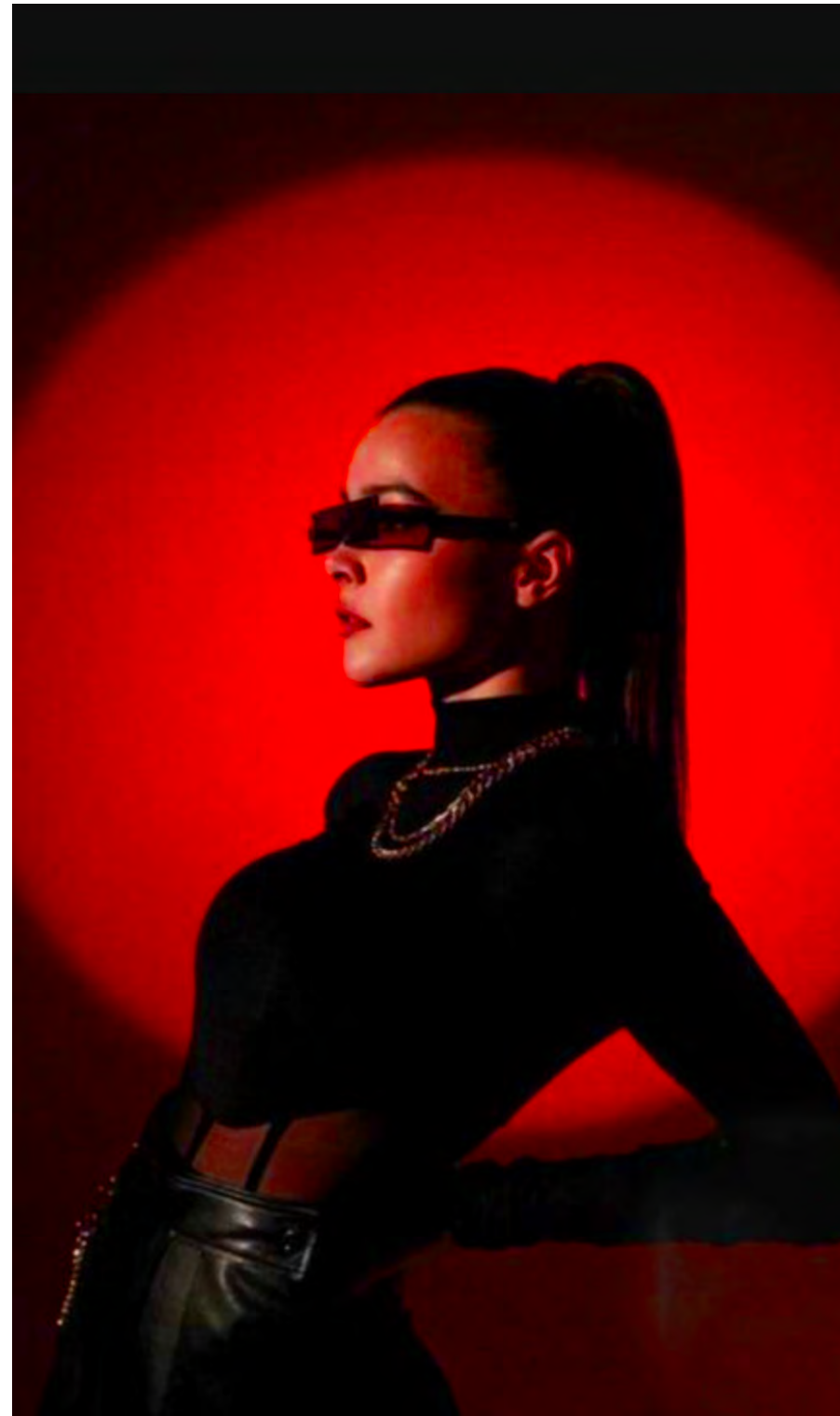
[LINK TO VIDEO](#)



DINNER PROJECTION MAPPING



OUR HOSTESSES CHANGE ONCE MORE TO GUIDE GUESTS BACK INTO THE LATE NIGHT SPACE.



WE CHANGE THE COLORATION OF THE HALLWAY TUNNEL TO CREATE A DIFFERENT VIBE AS LATE NIGHT BEGINS.



DINNER TO LATE NIGHT TRANSITION

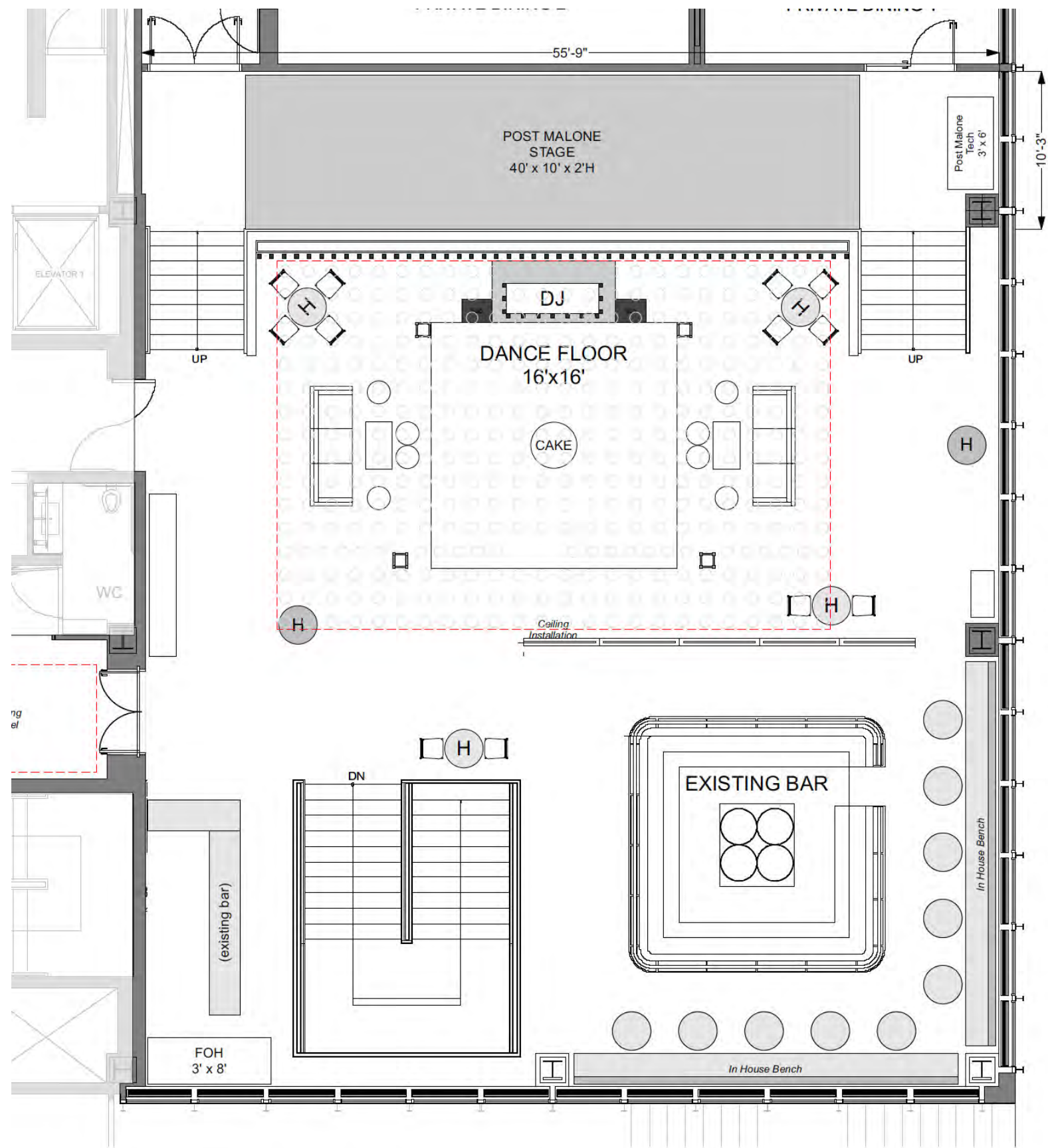




PERFORMANCE & DANCING

THE GRILL ROOM

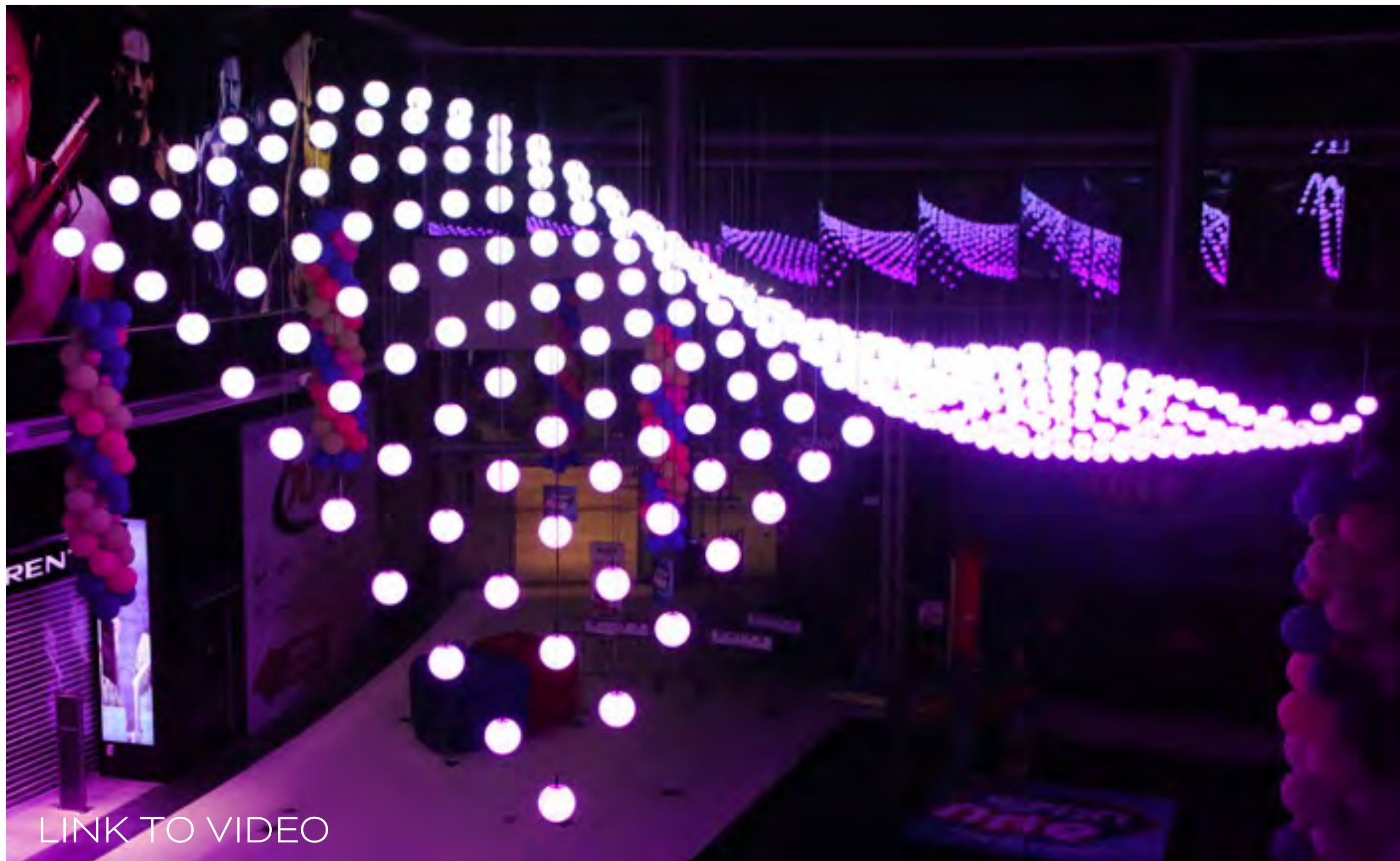
10PM - 1AM



LATE NIGHT PLAN







[LINK TO VIDEO](#)

LATE NIGHT CEILING INSTALLATION

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THANK YOU

PEOPLE WILL FORGET WHAT YOU SAID,
PEOPLE WILL FORGET WHAT YOU DID,
BUT PEOPLE WILL NEVER FORGET
HOW YOU MADE THEM FEEL.

- MAYA ANGELOU

