



JOHN KOCH 18

THE GRILL NYC | 8 JUNE 2024





# EVENT TIMELINE

- 7:30PM

GUEST ARRIVAL & COCKTAILS  
THE GRILL
- 8:30PM

DINNER  
THE POOL
- 10PM

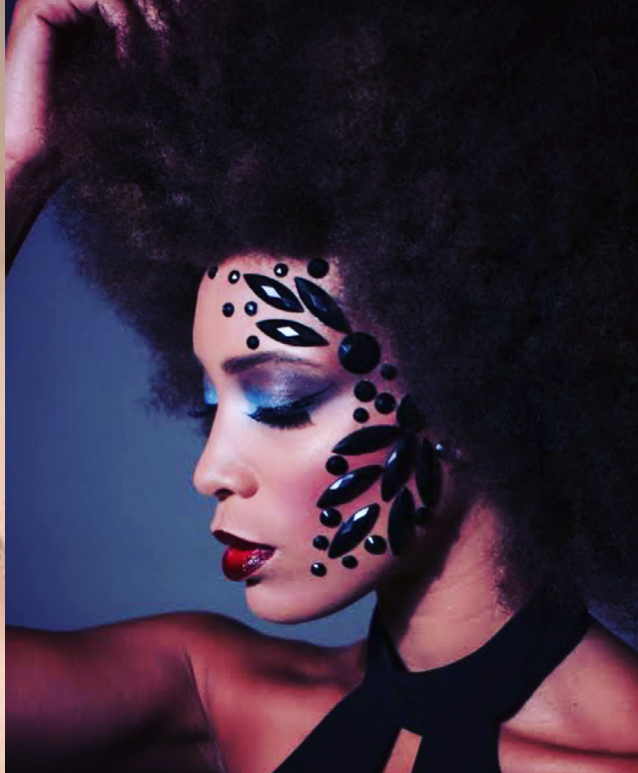
MOVE TO LATE NIGHT  
THE GRILL
- 10:15PM

POST MALONE PERFORMANCE  
THE GRILL
- 11PM

DJ SET  
THE GRILL
- 1AM

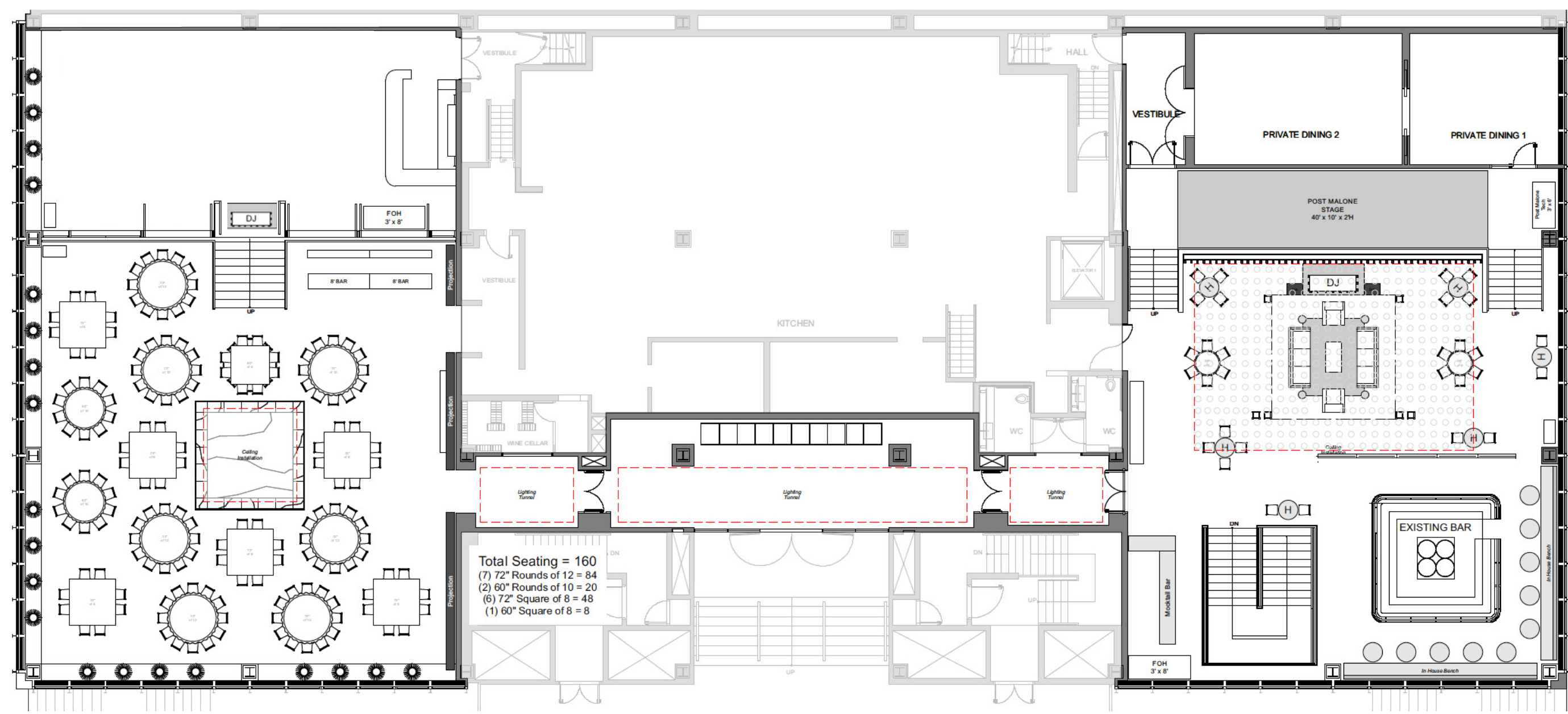
EVENT ENDS







# OVERALL FLOOR PLAN



DINNER

COCKTAILS  
AND  
AFTER PARTY





# BRANDING CONCEPTS

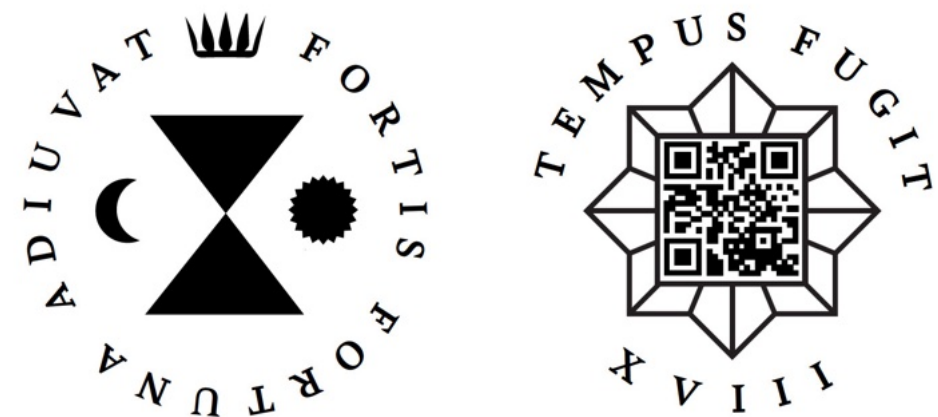
LOGO IS INSPIRED BY THE NUMBER 18 AND A K OR JK..

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



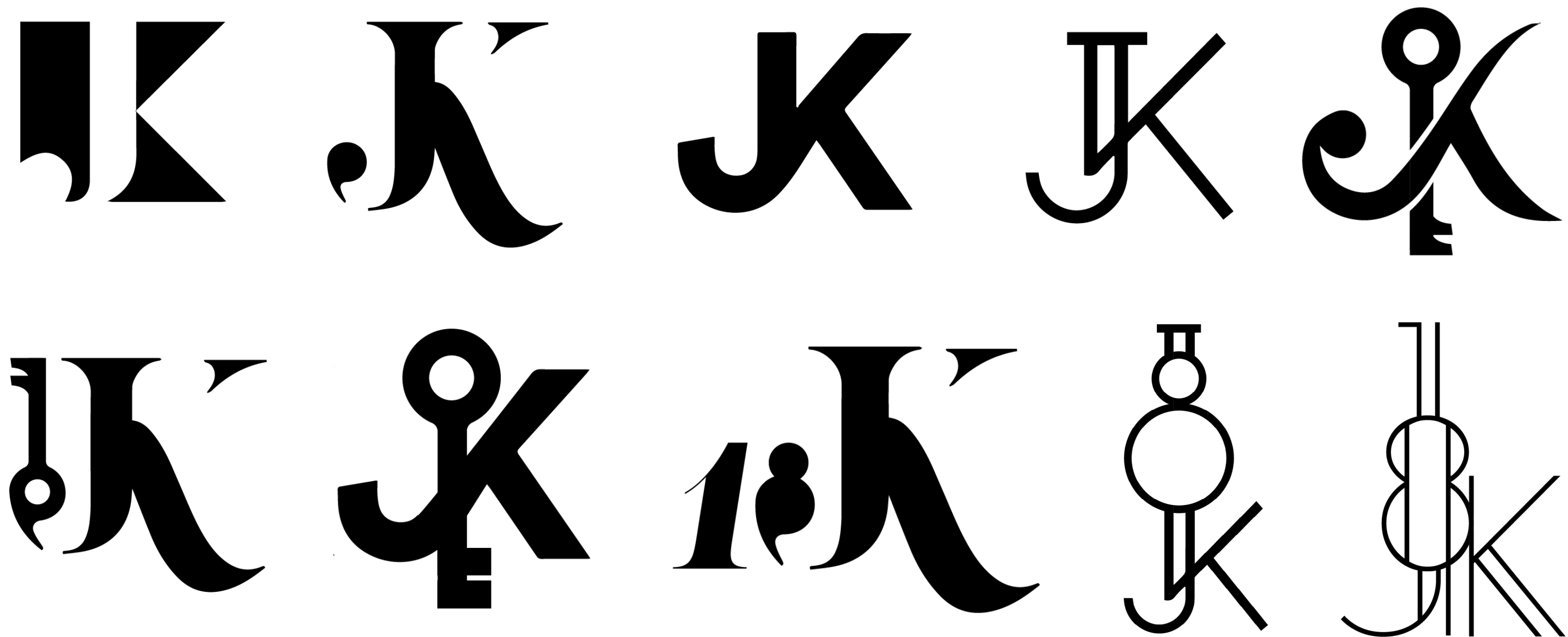
A SILVER COIN WITH HOUR GLASS, SUN, MOON AND A CROWN AND LATIN PHRASE “FORTUNE FAVORS THE BOLD” ON THE FRONT.

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.

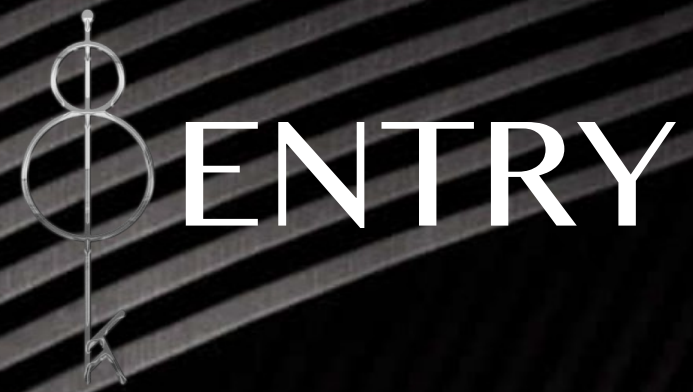




# LOGO STUDIES









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.





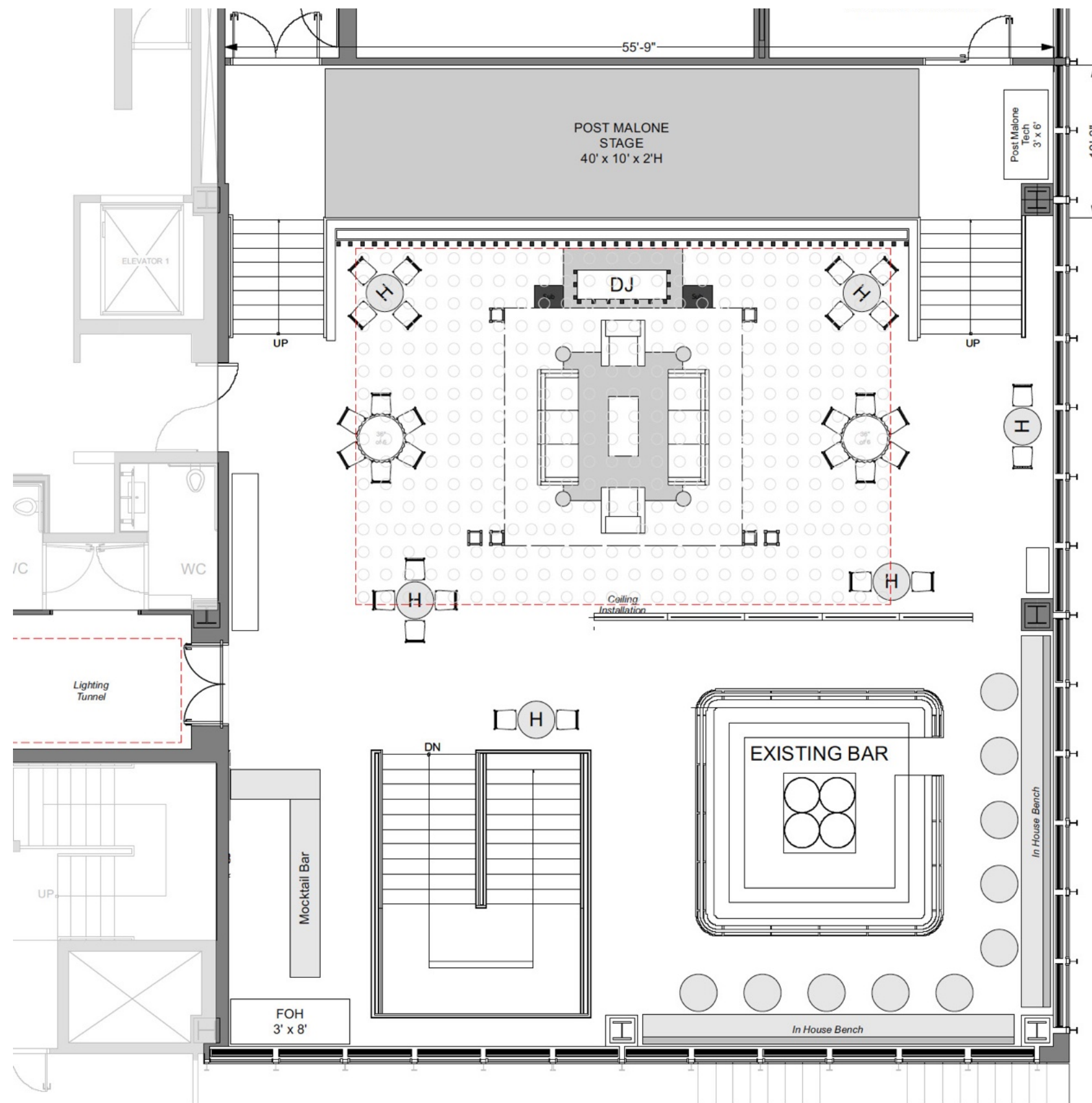


# COCKTAILS

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 RENDERING

JOHN KOCH | THE GRILL NYC | JUNE 2024





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



[LINK TO VIDEO](#)

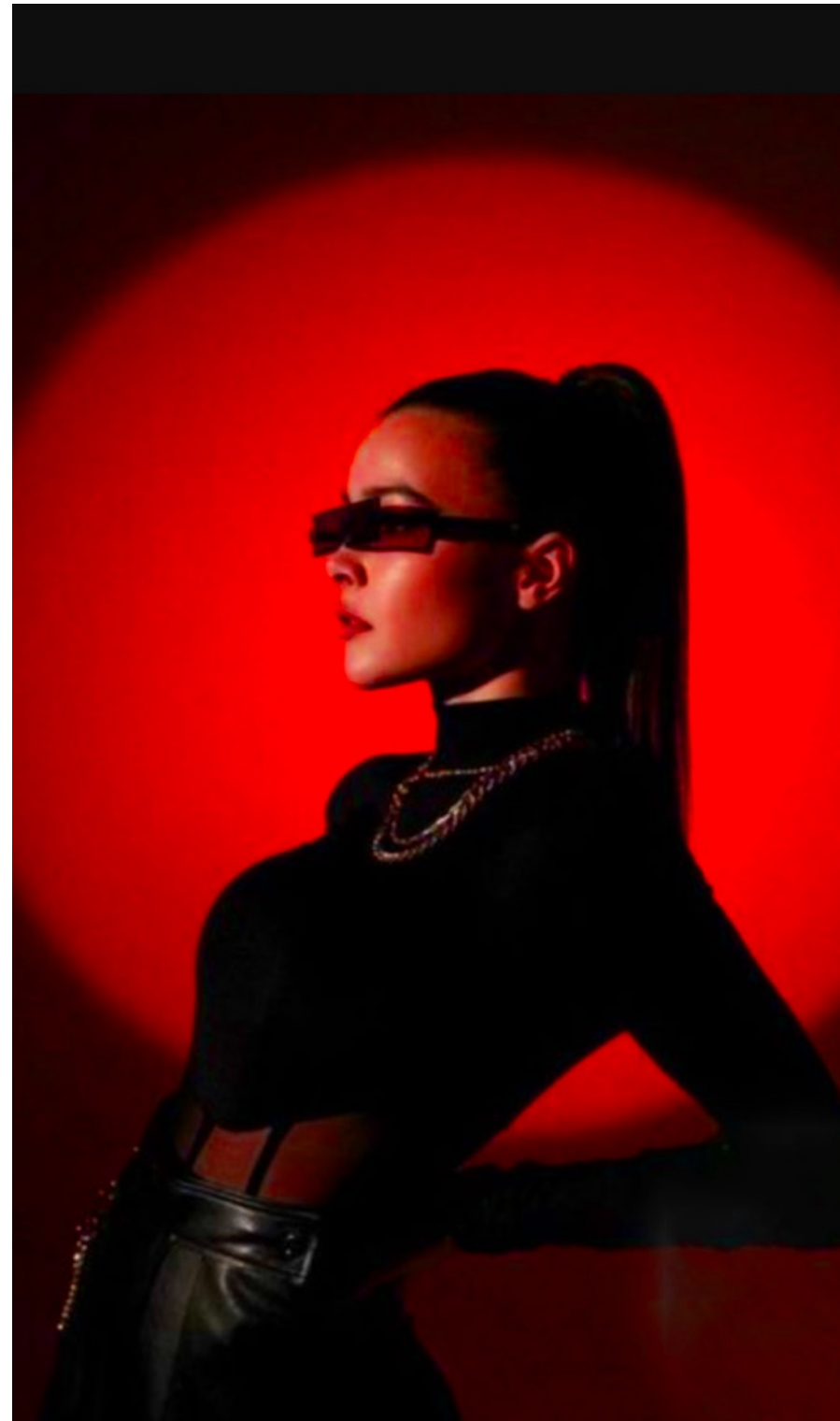


# DINNER PROJECTION MAPPING





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





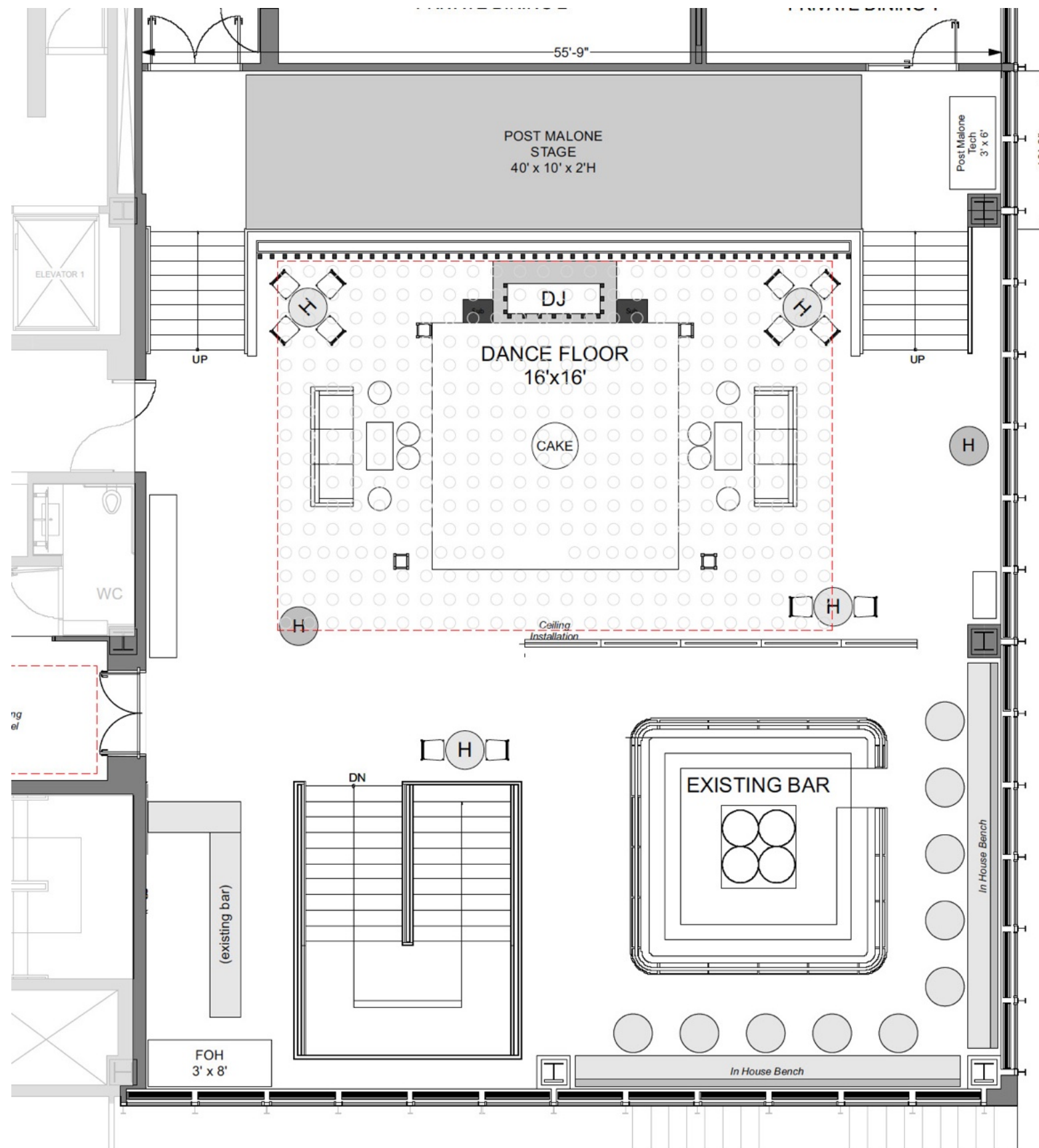


# PERFORMANCE & DANCING

THE GRILL ROOM

10PM - 1AM





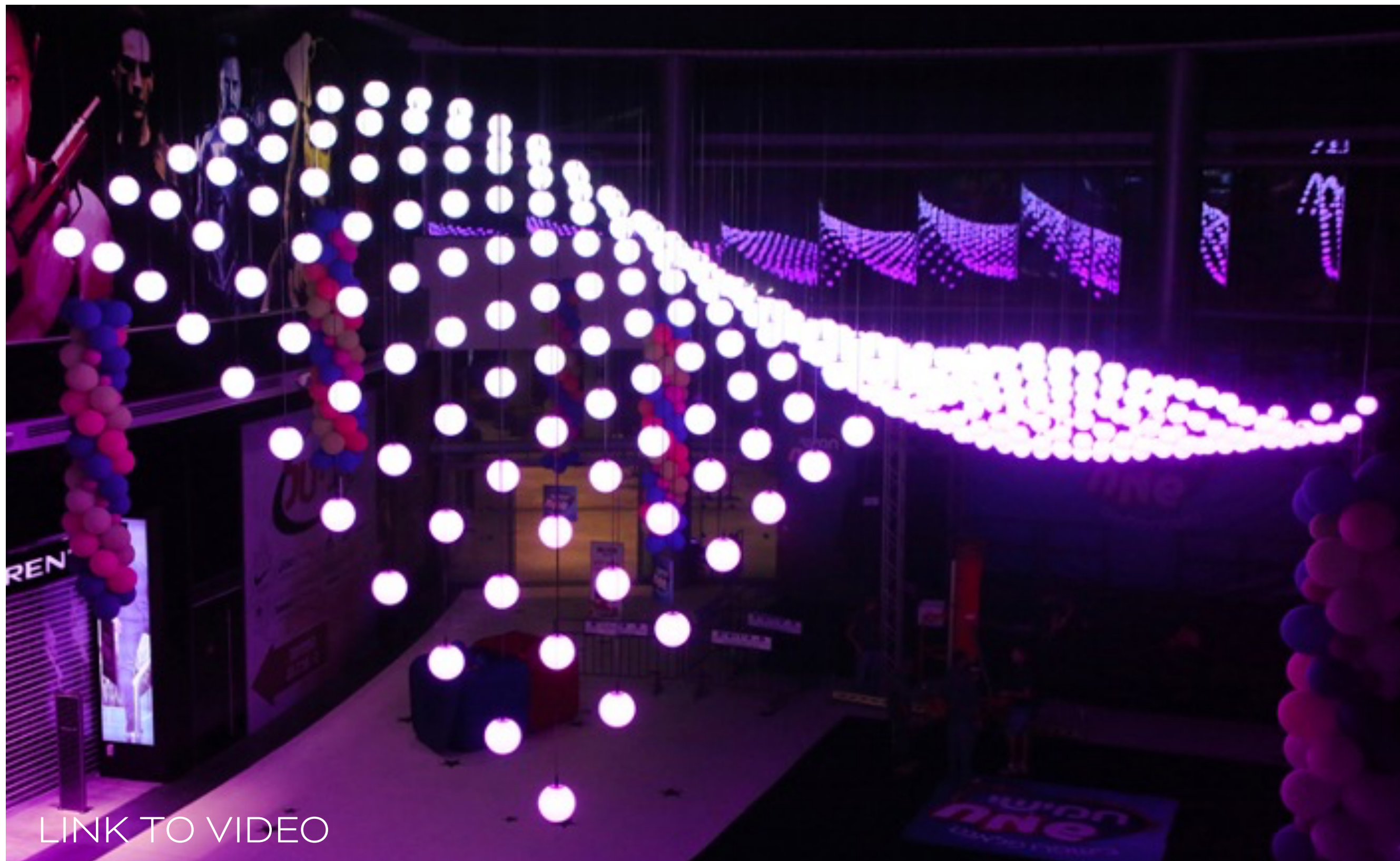
LATE NIGHT PLAN











[LINK TO VIDEO](#)

## LATE NIGHT CEILING INSTALLATION







# 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

