

The image shows a modern restaurant interior. In the background, there is a bar area with a wall made of small, colorful, hexagonal tiles. A kitchen area with stainless steel equipment is visible through a large window. The foreground features a wooden floor and several colorful, upholstered chairs in shades of red, pink, and teal. A large, light-colored circular graphic with three overlapping circles is overlaid on the image.

We Are
Collective.

Immersive food and beverage
stories and experiences.

<https://www.wearecollective.net/>

OUR SIMPLE STRATEGY

We keep it simple for owners.

We listen to you.

We offer a comprehensive Full Turnkey Solution for restaurants and bars.

We ensure that the story of your restaurant or bar is tight and cohesive: from the interior design , the food, and right through to the messaging.

No hassle of commissioning multiple consultants.

We're your one-stop Collective.

Everyone on our team is a highly experienced professional. We cover the 12 disciplines required in F&B..

More affordable; an all-in package. You can manage your budgets better.

We ensure that the story of your restaurant or bar is tight and cohesive: from the interior design , the food and beverage, right through to the messaging. Our collective encompasses 12 different disciplines.

Often, the same people in development are not the same in operations. You need to bridge both. We are that bridge.

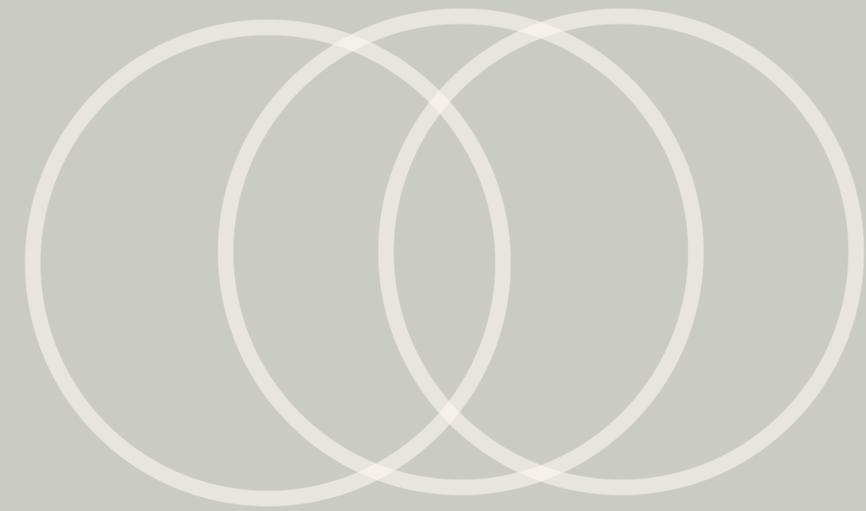




We are all united by the
desire to be together again.



Collectively we
are all better
together.





WHO WE ARE

We are Collective. A team of talented and experienced professionals. Award-winning interior design firm, beverage consultant, kitchen design, menu creation, staff training, graphic design.

In fact, we cover 12 core disciplines to create thoughtful and engaging brands and F&B experiences. We are introducing a new paradigm for the hospitality industry.

It's our group's integrated design process and focus on creating emotionally connected experiences that really distinguishes us however.

We are all united by passion: to conceptualise and realise our client's vision.

We are located all over Asia Pacific. There's a pretty good chance that one of us will be in or around your city should you choose to meet up to chat a little further.

We are: The Full Solution

We bring together 12 highly talented and skilled consultants.
Its literally everything you need to cohesively and seamlessly open a restaurant or bar.

Hassle free , no managing individual consultants ,
everything is done for you. You just do what you do best,
be the client.



We are: Flexible

Or if you feel that you don't need some services, that's ok too. The wonderful thing about our model is that it can be tailored to suit your particular needs and budget. We listen to you .

Architectural
Lighting
Riffika

Marketing and
Communicaitons
Fauzi Ahmed.

Graphic
Design
Mathilde Gouin

Kitchen design
Suresh Vanalia

Photography
Brett Boardman

Music Curation
Music Concierge.



The Perfect Burger

But for one moment, let's think about the perfect burger. Delicious isn't it?

A good burger is a thing of beauty, a satisfying manifestation of all things umami: fine beef, sticky cheese, tomatoes, all ready to be loaded up with your heart's content of bacon, relish, salad, pickles, chilli ... there are few things culinary that can be relied on to do their job as effectively.

That's what we do. We combine together all the perfect ingredients to create the perfect experience. When you bite into this burger you close your eyes and smile. Things have worked out exactly as you had imagined.

One can't be without the other. No elements can be forgotten.



When you want the Perfect Burger.



Ground venison meat in-between some bread



A separate pile of Salad with way too much onion



Extra spicy satay sauce (why!?)

No Cheese.
(It was supposed to be a cheeseburger!)

But you often get this instead. (It's called concept drift.)

Projects can be frustrating when all the right ingredients don't come together seamlessly.

You wanted a beautiful juicy burger, and yet somehow out of the conventional process you find yourself with some average meat between some bread and a pile of wilted salad and for some random reason there's satay sauce? Never mind the cheese that you ordered that never came.

It seemed easy enough at the beginning. You hired people and they came in and out of the project. Theoretically they were supposed to all be on the same page. So what's with the disparity?

Unfortunately, this is all too common in the industry. It doesn't seem fair, does it? At the collective, we ensure all services and consultants come from the same source at the same time. Everyone is united and have a track record of working with each other. And for every project, talking together and forming your strategy from day one.



We pull the elements together at the right time with the right experts to create perfect Restaurants and Bars. Collected.



The Perfect Atmosphere.

There's nothing better than being in a bar or restaurant that is quite simply "humming".

A great atmosphere is that all-elusive hospitality golden gem that everyone wants, but struggle to attain. Easy to talk about but a little more difficult to achieve.

Just look at any guest review and it becomes apparent. "Great food, but the music was too loud and staff didn't seem to care"

"A Middle Eastern restaurant that felt like a brightly lit canteen"

Atmosphere means happy guests. Happy guests return again and again.

When all elements harmonise perfectly together is when guests tell their friends and they return.

It takes experts to field all of this together to ensure atmosphere. People who have been working in the industry for decades. We are those experts.

You are a part of the process as much as we are.

As much building Restaurants and Bars is pragmatic process, its also a a very rewarding creative journey.

Great creativity and design comes from collaboration.

We'd love to sit around a table and discuss ideas with you.

In fact, we love involving you in every step of the process. From fabric and furniture selection, right down to inviting you into the test kitchen and sampling the exciting food and cocktails we have been developing.



The Full Vision Right from the Start →

The whole concept will become very alive and very real for you early in the presentation process .

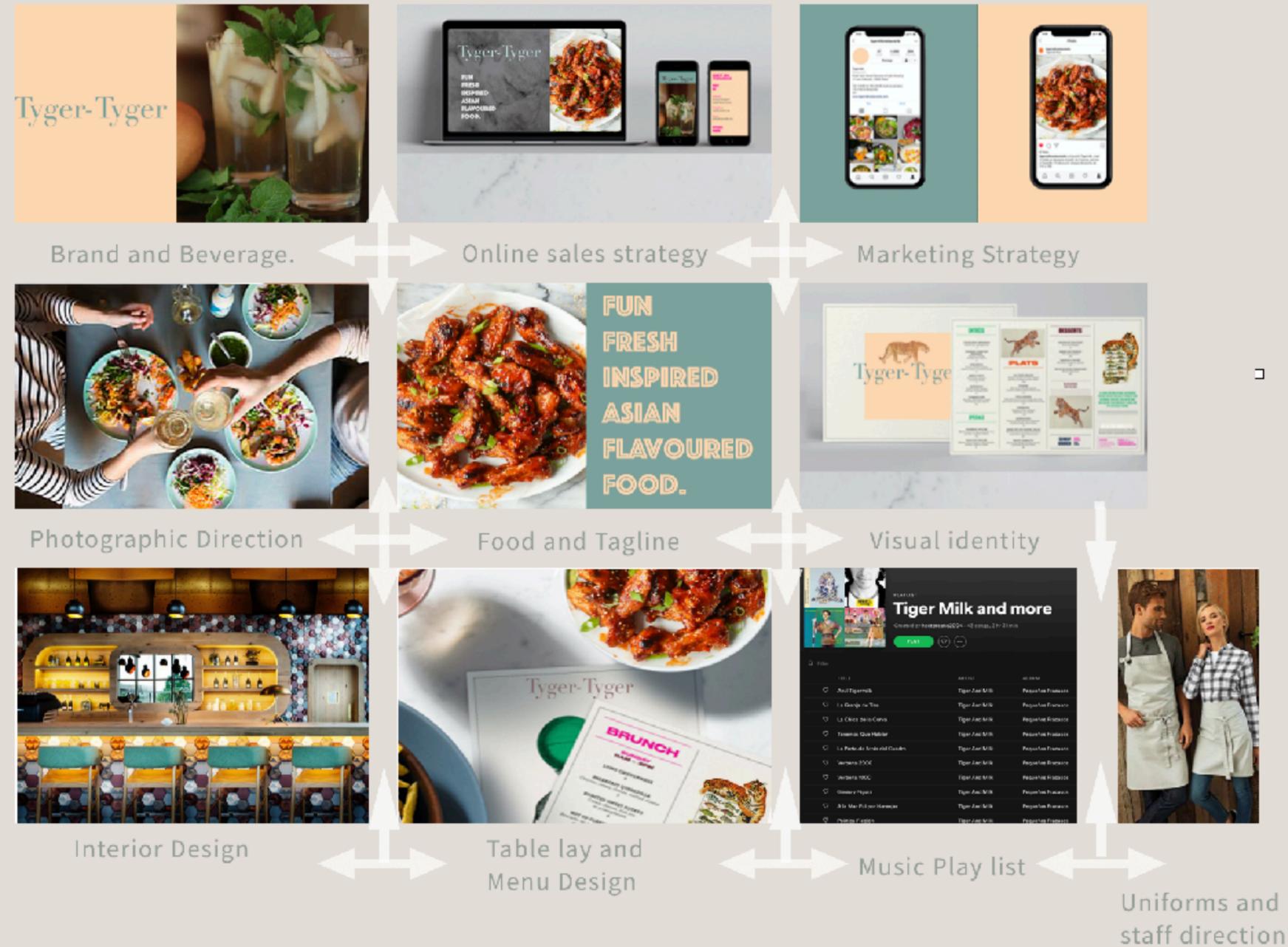
After discussing your vision with you, we get straight to work.

We don't just present you a few images of project direction and assume every one will guess what the final result will be.

We tell you the full story of the vision early on . From the interior right through to the food and beverage, branding and marketing strategy.

One simply cant be with out the other. Visualised and laid out simply and clearly so you can get a birds-eye view of your concept from early on.

We think of every possible detail. For the music, we will provide you a play list to listen to to assist you to get the feel for the brand. We will even make you a short film. It's all about getting the right feel and ensuring you feel good about it about the project.

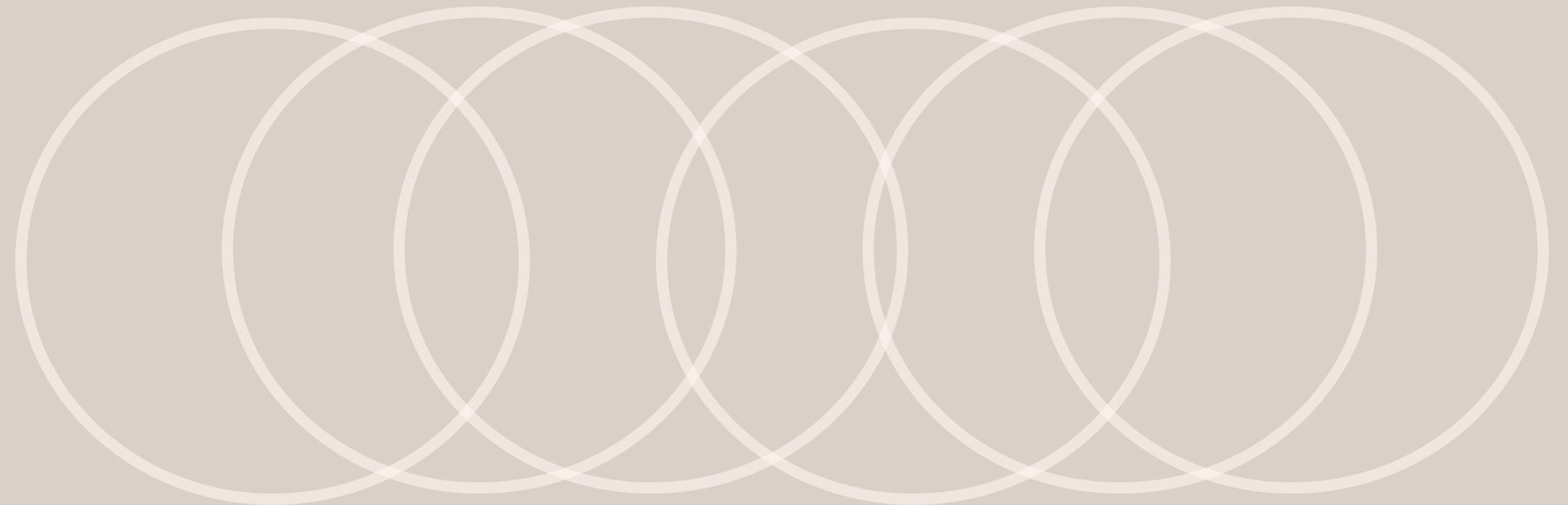




Does it take a lot of strategy and planning to ensure every one is aligned ?

Absolutely it does. Brilliant Restaurants and Bars don't just happen. It takes highly skilled experts with years of experience in the industry to do this. That's what we are here for to ensure a multitude of elements all seamlessly come together.

It's always a lot more difficult (and costly) to fix the problems in a badly planned hospitality space to get it right the first time. That's what we do, we get it right, .



Meet Our Team

All of our team members are senior and knowledgeable in their fields.

There is no hiding the juniors to execute the entire project and senior staff only reaching out occasionally shake hands and meet with you.

Click on the links beside each team member to see more of their work.

Interior Design
Emma Maxwell

[https://
www.emmamaxwelldes
ign.com/](https://www.emmamaxwelldesign.com/)



Emma Maxwell is the founder and Interior Design Director at Emma Maxwell Design, an award-winning global hospitality interior design practice based in Singapore. Her work covers a broad spectrum from small local tapas bars to large-scale international hotel projects and prestigious Michelin-starred restaurants and private islands. Projects include Hilton, InterContinental Hotel and Marriott.

Menu creation and
Key Talent Sourcing, SOP
Shane Giles

<http://bluesalt.net/>



Shane Giles heads up his team who are a dynamic team of restaurateurs and hoteliers with several decades of combined local, regional and international experience our backgrounds in working with global hotel chains including Starwood, Hyatt, Intercontinental and Marriott. We specialise in providing tailored hospitality consultation services for hotels, resorts, restaurants and bars as well as for institutions and organisations. our work further encompasses market research and feasibility studies designed to underpin master planning of all operations.

Beverage Consultant
Jason Williams

<https://proofandcompany.com/>



Jason is the Creative Director of Proof & Company, Asia Pacific's leading independent spirits company. Jason's leadership, ProofCreative has become the world's most awarded bar consultancy, racking up dozens of international awards nominations and accolades. In 2020, an unprecedented 8 Proof Creative clients made the list of Asia's 50 B Under est Bars. His team of spirits evangelists work closely with leading owners, operators and hotel groups around the world, helping them open or revamp beverage venues to succeed in the Second Golden Age of fine drinking. This work has led the team to launch more than 100 bar projects since 2014, including a growing list of iconic venues that includes ATLAS, Manhattan Bar and the

IT Consultant
Serge Maximus
The Other Office



Strategic Consulting, including IT deployment, software development, use of Web based/enable solutions, Google Apps deployments and maintenance services. Specialize in deploying Apple (Macintosh, Mac) products in hybrid Microsoft Windows environments. Experienced in deploying Mac OS X Server solutions for cost effective server solutions for Small Medium Business to Enterprises.

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Graphic Design and
Branding.

Mathilde Gouin

[https://
www.mathildgouin.com/](https://www.mathildgouin.com/)



Mathilde Gouin I'm a multi support graphic designer. I love to learn and work with other people, from strategy to retail and product-designer. I'm curious about everything and passionate of graphic design. Graduated from a Master in Graphic design at Intuit lab (Paris), I worked during the past 4 years in international agencies such as Landor, Centdegres and Cba. In those beautiful agencies, I learned to have a global view of communication, allowing me to be performant in a lot of different fields (advertising, publishing,

Uniform Designer
Kaitlin Campitelli

[everythingisasmaybe.tumblr.co
m/](http://everythingisasmaybe.tumblr.com/)



Kaitlin Campitelli Designs hospitality uniforms. She conducts market and trend research. Analyze current trends and applies them to the uniforms and the brand story. Develops up mood boards and ensures the strategy and design execution is right for the challenging environments of hospitality.

Photographer
Brett Boardman

<http://www.brettboardman.com/>



Brett Boardman is a commercial photographer with a degree in architecture from the University of Sydney and is a key collaborator for Terroir. He graduated from Architecture at the University of Sydney and had a stunningly short career. Unable to escape architecture, he now spends all of his time photographing it.

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Marketing and
Communications
Fauzi Ahmad



Fauzi Ahmad has more than 15 years experience as a journalist and as a communications specialist for clients in capital markets and financial services, tourism, design and architecture, and luxury. His career has taken him to London, New York, Berlin, Paris, and Hong Kong. He is now based in Singapore and working with regional clients on their external communications and media engagement.

Architect
Miles Humphries
<https://ptbad.com/>



After setting up his own architectural practice in Bali in 2007, Miles most striking designs to date have included The Mica Resort & Spa and the Savoy Luxury Resort & Spa in the Seychelles; Six Senses, Phuket, Thailand; The Luxury Onsen Resort, Niseko, Japan; the Santhosa Resort & Residences, Costa Rica and the Pearl Island Resort & Residences, Panama.

The most notable designs within Indonesia include The Oberoi in Bali, the Cempedak Bamboo Luxury Resort on Cempedak Island, the Padma Legian Resort and possibly 2015's two most prestigious properties opening in Bali: Padma Puhu Resort in Ubud and the Mandapa, in Ubud – only the third Ritz-Carlton Reserve property in the world.

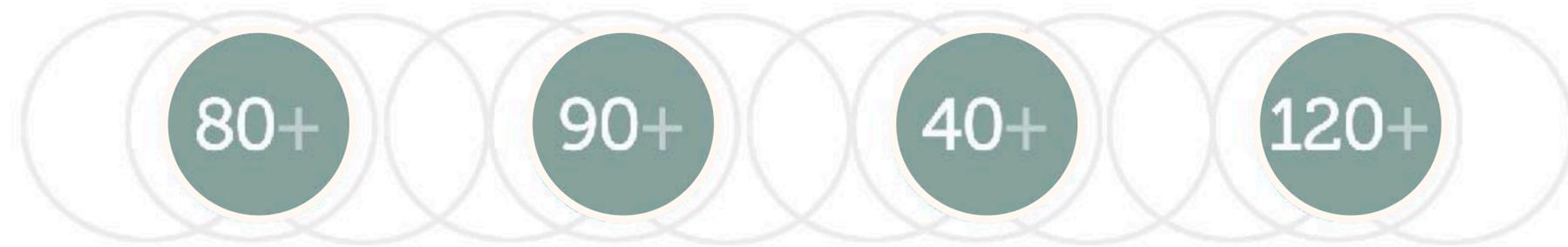
Kitchen Designer
Suresh Vanalia



Suresh Vanalia leads his team at Tri- Arc. A Design and Consultancy Services for Commercial Kitchen for Hotels and Resorts. He has along with his team an International presence with over 250 projects in 24 **countries**

There is nothing like Collective experience.

Collectively we have all got a vast breadth of experience. There's a pretty good chance at least one of us has created a project for your brand and in your country. Just ask us, we love to talk to you a little more about it.



Bar and Lounge Concepts

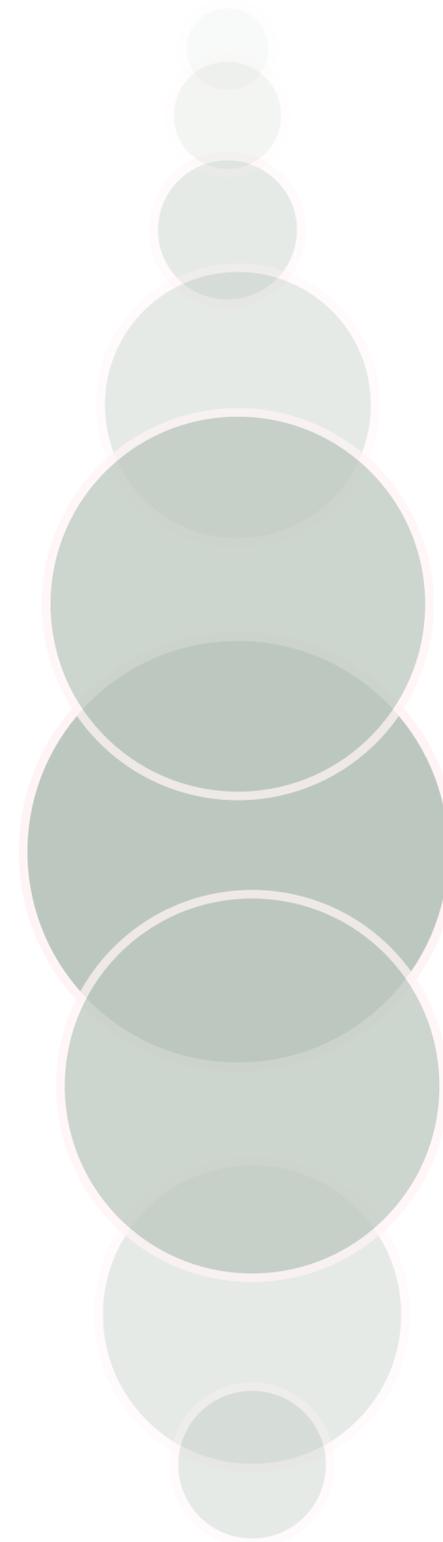
Hotel and Resort Projects

Countries

Restaurant Concepts



The Collective Workflow



- Client Brief
- Team Brief
- Market Research
- Strategy
- Design
- Development
- Pre Opening
- Launch
- Post opening Review
- 3 - 6 month Ramp up Maintenance



So let's go on a journey together and
create something special together.



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