



MEREDITH COLLECTIVE

NO THING — IS — IMPOSSIBLE

LUXURY EXPERIENCES
BY MEREDITH O'SHAUGHNESSY

PORTFOLIO

PLACEMAKING THROUGH BOLD EXPERIENCE

Meredith Collective are architects of bold cultural experiences that promote connection to people and place, delighting the senses and invigorating public spaces.

As an award-winning experiential and cultural strategy firm, we work with local, national, and international brands, bodies, and institutions to design engagement strategies and experiences. Our work combines creativity with shrewd expertise to ensure each project has purpose. Our productions help drive the booming Experience Economy throughout luxury retail, hospitality, the built environment and the public realm.

By working with the natural power of design, we create experiences that are both distinct to the individual and beneficial to the wider community.

REVERIE AT THE SAVOY



THE SAVOY



REVERIE AT THE SAVOY

THE SAVOY



REVERIE AT THE SAVOY

Immersive Champagne Forest

Christmas 2022, The Savoy Hotel, Laurent Perrier Champagne and leading experiential architect Meredith O'Shaughnessy, partnered to create the world's first immersive champagne forest.

Art Deco lights atop the iconic hotel's sign drew guests into a magical, glade of elegant, hand-carved trees, dripping with shining decorations, reminiscent of champagne bubbles, while the air was perfumed with the scent of champagne, creating a multi-sensory experience for Christmas revellers.

Reverie took guests on a journey rich in memorable photo moments; from a forest glade, where books became nature, and pages became fairies, down to a hand-crafted shimmering moon boat which was enjoyed by thousands of visitors over the festive period.





IN THE SPIRIT SAVOY

OPENS 'CHAMPAGNE FOREST' FOR CHRISTMAS



THE Savoy has marked the count down to Christmas by unveiling a pink "enchanted forest" in its entrance hall.

The hotel's Reverie: A Savoy Christmas is billed as the "world's first immersive champagne forest". The installation includes golden tree, fairy lights and pink laser-cut leaves.

Guests can enjoy a glass of sponsor Laurent-Perrier champagne in the forest

before venturing into the main hotel.

It was created by experiential architect Meredith O'Shaughnessy, who also helped create the hotel's first outdoor dining terrace.

She said: "I wanted to capture the essence of Christmas without being traditional and rather than delivering one tree, delivering a forest full of trees."

● savoychristmas.com

MEDIA EXCLUSIVE

THE EVENING STANDARD

PRINT EDITION

16 Nov 2021

THE EVENING STANDARD

ONLINE EDITION
16 Nov 2021

THE REVELLER

The Savoy unveils Christmas installation pink enchanted forest

[VIEW COMMENTS](#)



Meredith O'Shaughnessy in The Savoy enchanted forest / Jeremy Selwyn

By [Lizzie Edmonds](#) @lizzleedmo | 16 November 2021

ES | SAMSUNG

SOLAS AT THE SAVOY

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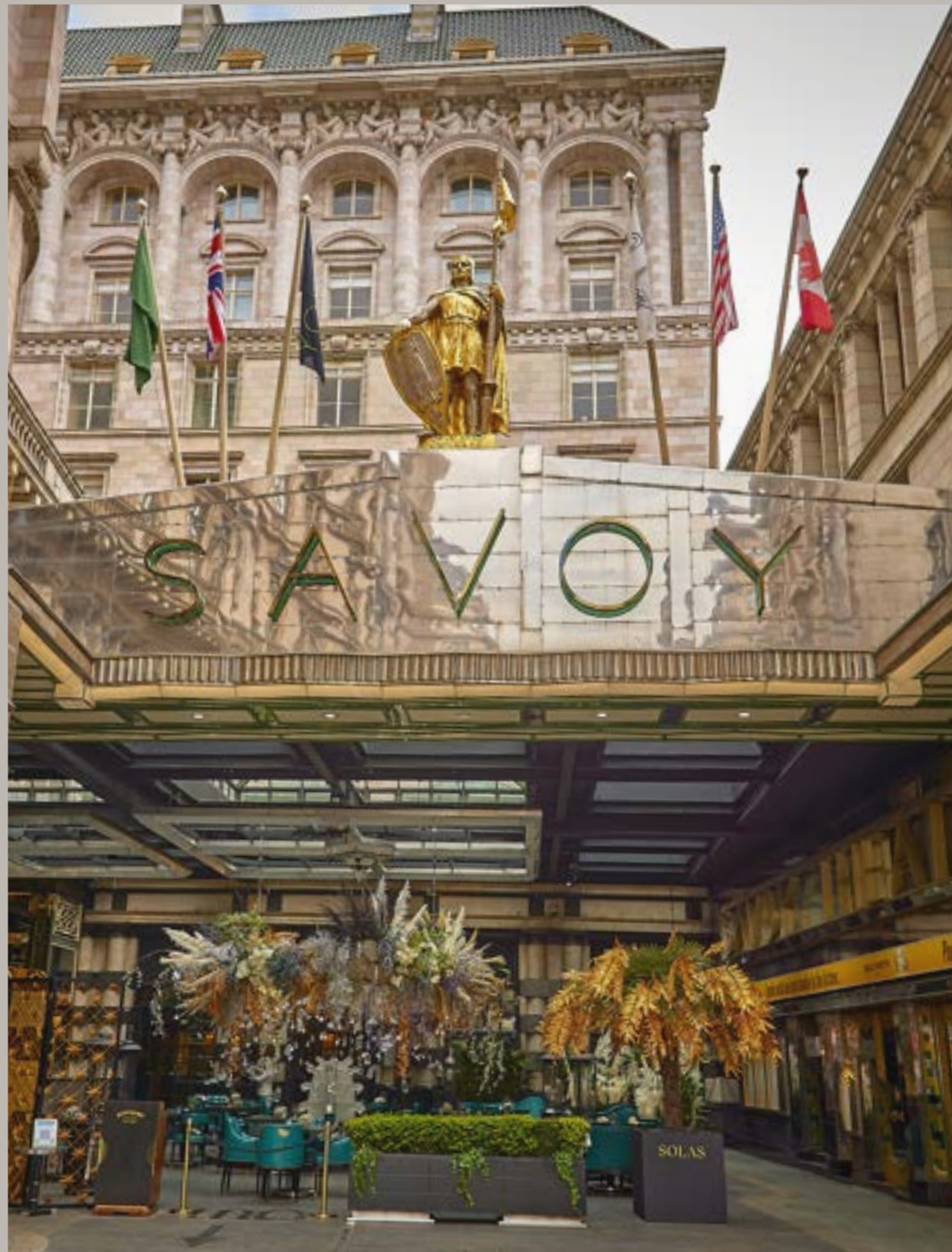
THE SAVOY



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SOLAS AT THE SAVOY

THE SAVOY



SOLAS AT THE SAVOY

Stardust and dramatic decor

A unique opportunity to transform the private entrance road at The Savoy Hotel in London into a once-in-a-lifetime alfresco dining experience in partnership with Bowmore.

Designed to celebrate the reopening of London and herald the roaring 2020s, an echo back to the past, with a look the future.

6-week luxury alfresco dining experience pop-up at the prestigious The Savoy Hotel, London, encompassing the elegance of The Savoy with core brand identity and heritage of partnering brand, Bowmore Whisky.



DELIVERY



- Concept development, design & build – the must-visit luxury outdoor summer destination
- Luxury brand storytelling so guests enjoy a seamless experience and understand the connection between The Savoy and Bowmore whisky
- Concept illustration – captivates press and media weeks before launching
- Focused ‘wow’ photo moments that draw audiences into the experience and create talking points
- Stunning chandelier installation art piece – original, unique and one-of-a-kind
- Decadent art deco statement bar – impactful and stately

Enchanting details within the design to ensure complete authenticity

- Hand painted gold brushed oyster shells
- Gold foil lining the cracks of the granite bar front
- Crystal decanters suspended above the fountain at multiple heights creating layers that offer a visually rich experience

Result

The experience sold out for the summer with coverage from top tier press and media leading to The Savoy extending its duration for a total of 4-months.



PRESS & SOCIALS

“The Savoy is no stranger to pulling out the stops when it matters. So when outdoor dining was allowed once more, the hotel set about turning its forecourt into an alfresco dining space for the first time in its 132-year history. It’s an incredible transformation, set above the central Lalique fountain is an Art Deco burst of flowers, branches and feathery grasses in whites, purples and golds, dangled with crystal whisky decanters – an unmissable organic chandelier with something of a Liberace feather boa about it, surrounded by lagoon-blue leather chairs. It’s a place to step out of a vintage limo and do your best Liza Minnelli impression, sashaying to your table..”

Condé Nast
Traveller

“What better way to celebrate after a year of poorly organised family Zoom catch-ups than a table at the ceremonious new alfresco set-up at The Savoy.”

GQ

“Rich history coupled with constant yet considered innovation has kept The Savoy at the forefront of London hospitality for decades. Moving with the times once again, the hotel’s iconic forecourt has been transformed into a glamorous haven of outdoor drinking and dining.”

VANITY FAIR

“Designed by Meredith O’Shaughnessy, who has previously worked with brands such as Manolo Blahnik and Vivienne Westwood, it’s a towering tribute to the Scottish whisky makers, dripping with crystal-like decanters and bottle stoppers. It’s almost enough to make you forget that you’re really sitting where cars and taxis lined up to ferry well-to-do guests to and from the hotel.”

THE WEEK

THE MACALLAN MANOR HOUSE

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MACALLAN



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THE MACALLAN MANOR HOUSE

MACALLAN

THE MACALLAN MANOR HOUSE

At Rosewood London

An opportunity to launch The Macallan in London with a luxury winter terrace at Rosewood London hotel for 6-months.

Meredith Collective are the carefully selected experiential partner at Rosewood London and were recommended to work with The Macallan on creating this immersive experience.

Aiming to bring to life the world of The Macallan and become the ultimate destination for consumers of luxury brands interested in travel and gastronomy.

Designed to encompass brand values of care, passion and superior craftsmanship, providing the ultimate luxury experience for guests.

An escape from London into the spiritual home of The Macallan. Elegant and sophisticated, a place of comfort and discovery. From old to new. Inside to outside. Respecting the past whilst looking forward into the future. Inspired by the quality and distinction behind the liquid.







DELIVERY



- Concept development, design & build – the must-visit luxury immersive dining destination
- Luxury brand storytelling – presenting The Macallan brand to a luxury guest audience to develop an understanding of its heritage and journey
- Concept Illustration – designed by an artist conveying the essence of the experience that captivates press and media weeks before launching
- Focused ‘wow’ photo moments that draw audiences into the experience and define the destination
- Entrance that echoes the feeling of the rolling Scottish Hills
- Wall filled with whisky sample bottles seen through into the courtyard - ombre effect to echo the liquid as it ages
- Gold feature bar with authentic luxury wooden bottle keep

Enchanting details within the design – complete consideration of all The Macallan touchpoints

- Wooden accents as homage to its stately brand home and nod to barrel aging
- Original maps of Scotland sourced from a vintage bookshop in Scotland lining the walls providing a sense of place
- Copper lighting to reflect the copper distillation process in its whisky making
- Media amplification with coverage from top tier press and media



THE MACALLAN

Following the success of The Macallan Manor House in the Winter, Rosewood London extended the partnership with The Macallan and Meredith Collective to transform the space for the Summer.

An opportunity to create a luxury summer terrace for 6-months. Designed to bring the world of The Macallan to life as a destination oasis amid the summer heat in the city.



© Meredith Collective

DELIVERY



- Concept development, design & build – the must-visit luxury immersive outdoor summer dining destination
- Luxury brand storytelling ensuring guests understand the transition of messaging for The Macallan brand from Winter to Summer
- Concept Illustration designed by an artist conveying the essence of the experience that captivates press and media weeks before launching
- Focused ‘wow’ photo moments -
- The Macallan Rowing Boat banked upon the riverside in Scotland
- Delicate blossoming florals trailing down from the ceiling
Copper lighting the copper distillation process in its whisky making

Enchanting details within the design – complete consideration of The Macallan estate

- Festoon lighting to emulate the lights guiding the pathway to the boathouse in Speyside
- Copper branded fish as proud signage at the entrance to the terrace
- Glass bouys, rope detailing and anchor add authenticity to the theme

Result

Sold out bookings for the first 3-months upon opening, top tier press and media coverage.



ENTER INTO OUR CAPTIVATING WORLD



PRESS & SOCIALS

“Luxury Holborn hotel, Rosewood London, has partnered with Scotland’s most prestigious whisky distillery, The Macallan, and transformed its terrace into a Scottish summer scene.

Designers have turned the charming space into a luxury riverside boathouse. The terrace is surrounded by fresh grass, soft wildflowers and delicate Scottish heathers, all of which will thrive in the abundance of natural sunlight.”

elite traveler
RESPONSIBLE LUXURY LIFESTYLE

“Rosewood has once again turned its serene courtyard into a verdant secret summer garden, this time in partnership with renowned whisky brand The Macallan. The new-look terrace is inspired by summers in Scotland and has the vibe of a luxury riverside boathouse, complete with open-air sides and a flower-draped ceiling.”

GQ

“From its Grand Edwardian Courtyard to sumptuous interiors, this Rosewood Hotel emanates festive spirit each year through stylishly curated holiday décor. The hotel’s celebratory offering starts outside with the seasonally themed terrace, which this winter is The Macallan Manor House. Through a partnership with the Macallan whisky brand, the hotel has created a cosy dining and drinking space decorated with heather pine trees and purple thistles.”

Forbes

In 2019 Meredith Collective became the chosen experiential partner for Nyetimber English Sparkling Wine designing seven activations throughout the year, culminating in the instigation of their first festive retail outlet in Burlington Arcade.

We were set the challenge to create a two-month luxury gifting and bar pop-up in a luxurious and prestigious location in London.

An experience that would deliver a luxury boutique creating a one-of-a-kind retail destination.





©MeredithCollective

DELIVERY



- Initiated and brokered partnerships between Nyetimber & Burlington Arcade
- Concept development, design & build – the must-visit luxury Christmas pop-up and festive experience
- Concept illustration designed by an artist conveying the essence of the experience that captivates press and media weeks before launching
- Unique, enchanting product displays and sympathetic gold foiling branding
- An event tasting room with varying sizes of gold and silver baubles hanging from the ceiling emulating the bubbles in Nyetimber English sparkling wine

- Focus service bar and guest seating
- Unique gifting bar and expert gift wrapping training for staff
- Traffic stopping photo moment outside the boutique in the thoroughfare of the arcade attracting many passers-by attention

Theme:

Enchanting festive winter retreat and gifting destination

Focus:

Rich seasonal tones, opulent winter foliage & wreath, trailing vines

SOLAS AT THE SAVOY

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BURLINGTON



BURLINGTON

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SOLAS AT THE SAVOY





PRESS & SOCIALS

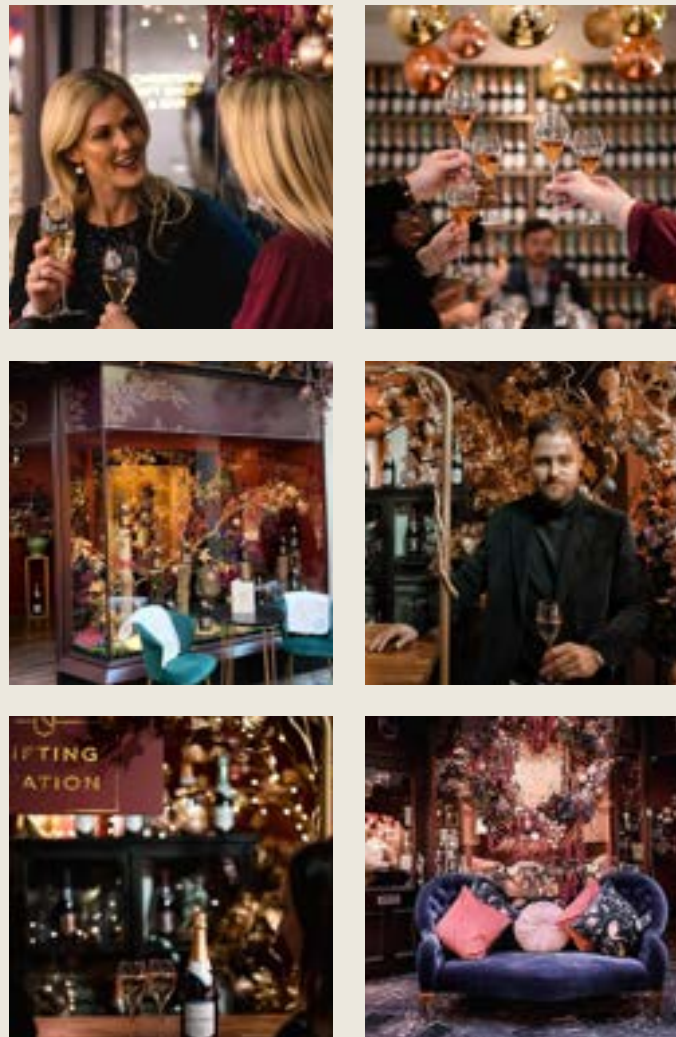
#nyetimberboutique

“Everything we do is designed to communicate the authenticity, elegance and grace of the Nyetimber brand and experience has proved to be the most powerful way to achieve this. the success of our activations designed by Meredith O’Shaughnessy demonstrated the effect of experiential creativity, presenting Nyetimber to new audiences.”

LOUISA CORBEN,
HEAD OF MARKETING

NYETIMBER
PRODUCT OF ENGLAND

INSTAGRAM



Eric Lanlard @eric_lanlard

Celebrating the summer in style @RosewoodLondon... with @KarenMillen_OBE & @mcqueensflowers

Destiny_Calling @DestinyC

This is, without doubt, the pop-up book of epicurean dreams, made deliciously, glamorously, real! Cheers @burlingtonarcade and @nyetimber!

Sharon Anck @ancksharon

Oh gosh, I wish I was in London. I’d be there for sure! This is so beautiful and instagramable. #nyetimberchristmas #burlingtonarcade

Twentyfirstcenturygent @BenHeath

I had the pleasure of attending a tasting in their beautiful boutique last night, and it fully got me in a festive mood. #nyetimber #christmasgifts #burlingtonarcade #enjoyresponsibly

TWITTER

SECRET GARDEN

NOVEMBER



SECRET GARDEN

NOVEMBER



CONCEPT

Five-month terrace activation at Rosewood London encompassing core Nyetimber brand values and heritage.

Experience experts at Meredith Collective brought the charming surroundings of the English countryside to the Edwardian courtyard at Rosewood London for a quintessentially British summer.



DELIVERY



- Design & build – the must-visit outdoor summer dining destination
- Concept illustration designed by an artist conveying the essence of the experience that captivates press and media weeks before launching
- Focused ‘wow’ photo moments throughout the destination
- Beautiful wisteria trailing down from the ceiling
- Statement English oak bar
- Treasured English countryside artefacts
- Enchanting details hidden within the design
- Keys to the secret garden tied into foliage

- Focus service bar and guest seating
- Unique gifting bar and expert gift wrapping training for staff
- Traffic stopping photo moment outside the boutique in the thoroughfare of the arcade attracting many passers-by attention

Theme:

secret garden, English countryside

Focus:

verdant haven adorned with wisteria and charming garden artefacts







PRESS & SOCIALS

“Essentially, it’s the English country garden of our dreams.”

THE HANDBOOK

“A moment of pure indulgence whilst the rest of the city is in full flurry.”

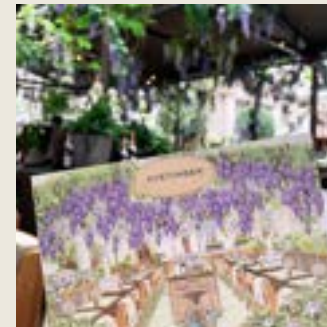
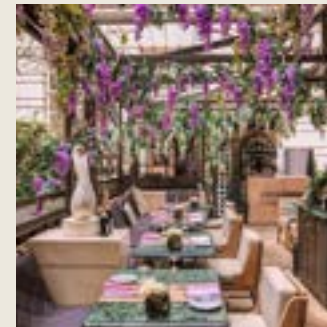
The Telegraph

“Who knew day-drinking could be this classy?”

TimeOut

“The Nyetimber Secret Garden will leave you longing for endless summer nights.”

VOGUE



INSTAGRAM



Kimberly Gates @Kimberly_Gates1

One of my favourite spots for business brunches this summer - the gorgeous Secret Garden in the historic Edwardian courtyard of the @rosewoodlondon. #hiddengem

VMR @vmrtraveluk

Your #secretgarden is a true oasis of peace and tranquility in the midst of hectic London! The only problem is once you have set down and begun to take in everything one doesn't want to leave anymore! What now?

Ashley @Ashley_Laura

How gorgeous is this garden at @rosewoodlondon Created with @nyetimber, it's the perfect summer hangout spot!

Charlotte K @thelondonwinegirl

Glorious afternoon spent sipping on #englishsparklingwine at the #NyetimberSecretGarden. Be transported to an ethereal English country garden while staying right in the centre of London - ideal for us urbanites!

Hudson Webb @HudsonWebEvents

We've had a great day of event brief and debrief meetings. What better way to end the day than with our final meeting at the beautiful @rosewoodlondon @nyetimber Secret Garden Terrace. #beautiful #enjoyeventexcellence

TWITTER

MANOLO BLAHNIK AT BURLINGTON ARCADE

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BLAHNIK



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MANOLO BLAHNIK AT BURLINGTON ARCADE



CONCEPT

To launch the second UK store in Burlington Arcade Mayfair, London.

Experience experts at Meredith Collective delivered a luxury boutique and launch events in partnership with Vogue.

MANOLO BLAHNIK



VOGUE

DELIVERY



- Concept development, design & build – the ultimate luxury destination boutique for Manolo Blahnik in central London
- Showcases of Manolo Blahnik iconic and statement items as prized treasures
- Chic and minimalistic store design to let the vibrant colours and textures stand out
- Recruited best-in-class store staff to reflect brand values
Transformed the arcade into a cathedral exhibition of Blahnik's work for a spectacular launch event













PANTY

PANTY

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PRIVATE DINNERS







Intimate influencer dining experience

Inspired by the history of music in London we incorporated live performers throughout the event.

A modern jazz harpist, an opera singer in a bath tub and one of the world's leading female beatboxers added a touch of magic to the night.









THE POWER OF EXPERIENCE

In lives besieged by technology, a tangible, tactile experience can prove so much more valuable than any digital interaction.

We aren't the only ones to have noticed this fact. First coined over twenty years ago, the term 'Experience Economy' defines the growth of consumer appetite for remarkable events or experiences where the memories created become the products people desire.

Stories that shape feeling have long been attached to consumer behaviour as drivers of product demand - often more simply called 'added value' - but, with the growth of consumer expenditure on experiences growing nearly four times faster than on physical goods, the already multi-billion dollar Experience Economy will continue to prove a rich vein for growing a brand's consumer base and customer loyalty.

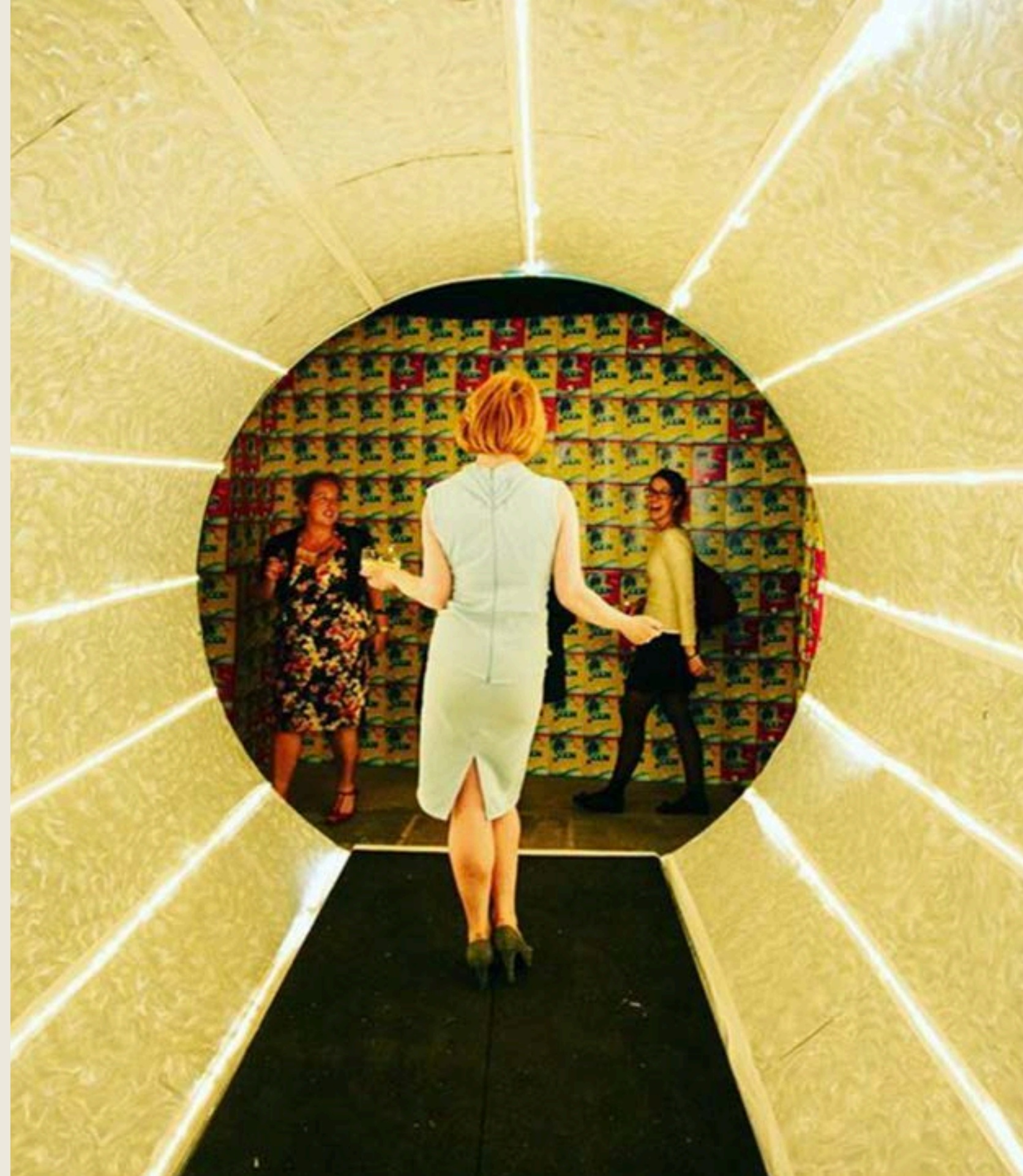
OUR SERVICES

Designed to delight

We pioneer immersive experiences that communicate narrative or intent for both the private and public sectors. Our work can refresh the smallest niche or the largest expanse, with a sustainable and holistic approach to generating value for those attending, and impact for those commissioning.

From inception to execution, every aspect of a production is overseen by Meredith Collective. By combining detailed analysis, methodology, and flair, we ensure true novelty in any work we undertake. We collaborate with clients on all levels to guarantee success by every measure.

As would an architect, we design, construct, and maintain all projects, providing continual support throughout, and adding value to each activation with our own communication work. Our productions have wide-ranging results, from placemaking and site regeneration, to increased awareness, engagement, and footfall.





OUR TEAM

Shared expertise; collective success

Headed by Meredith O'Shaughnessy, Meredith Collective draws from a broad network of talented craftspeople of all disciplines to create our experiences. Having delivered meaningful productions for over 15 years, Meredith's proven sensitivity to emerging cultural trends has led to work with a stellar roster of clients in both the public and private sectors across the world.

A founding member of the World Experience Organization, and a creative ambassador for 'GREAT Britain' – Great Britain and Northern Ireland's governmental promotion campaign – Meredith O'Shaughnessy is a leader within the booming Experience Economy.

By using multisensory design to provoke emotional responses, Meredith Collective's productions are proven to increase footfall, dwell time and engagement. Previous work includes productions for Manolo Blahnik, Finlandia Vodka, Bang & Olufsen, Whirlpool and Macallan, as well as initiatives such as the world's first pop-up avocado restaurant and Nordic Yulefest. For Meredith, every project requires a precise blend of the structure to succeed, with the curiosity to create.

THANK YOU.

EVERYTHING — IS — GOING TO BE AMAZING

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