

A House that can Walk the Walk

As a young man in the 1800s John Walker was importing teas and spices from all over the world. His store in Kilmarnock, Scotland, was a flavor emporium full of exotic aromas, which is where he discovered his interest in blending whiskey. Many people aren't aware that John Walker was a real person. The striding man is Johnnie Walker's brand image, and as he walks the walk, his story comes to life in an engaging way that places distinguished flavor as the talk of the town.

STORY BY Dewald Haynes **PHOTO BY** Johnnie Walker House Doc.



WALK THE WALK

The House sits in a historical landmark at Ch'ien Men no.23 and is a blend of a bar, retail outlet and an exclusive members club, all combined into 4 floors, rich in authentic whiskey story telling

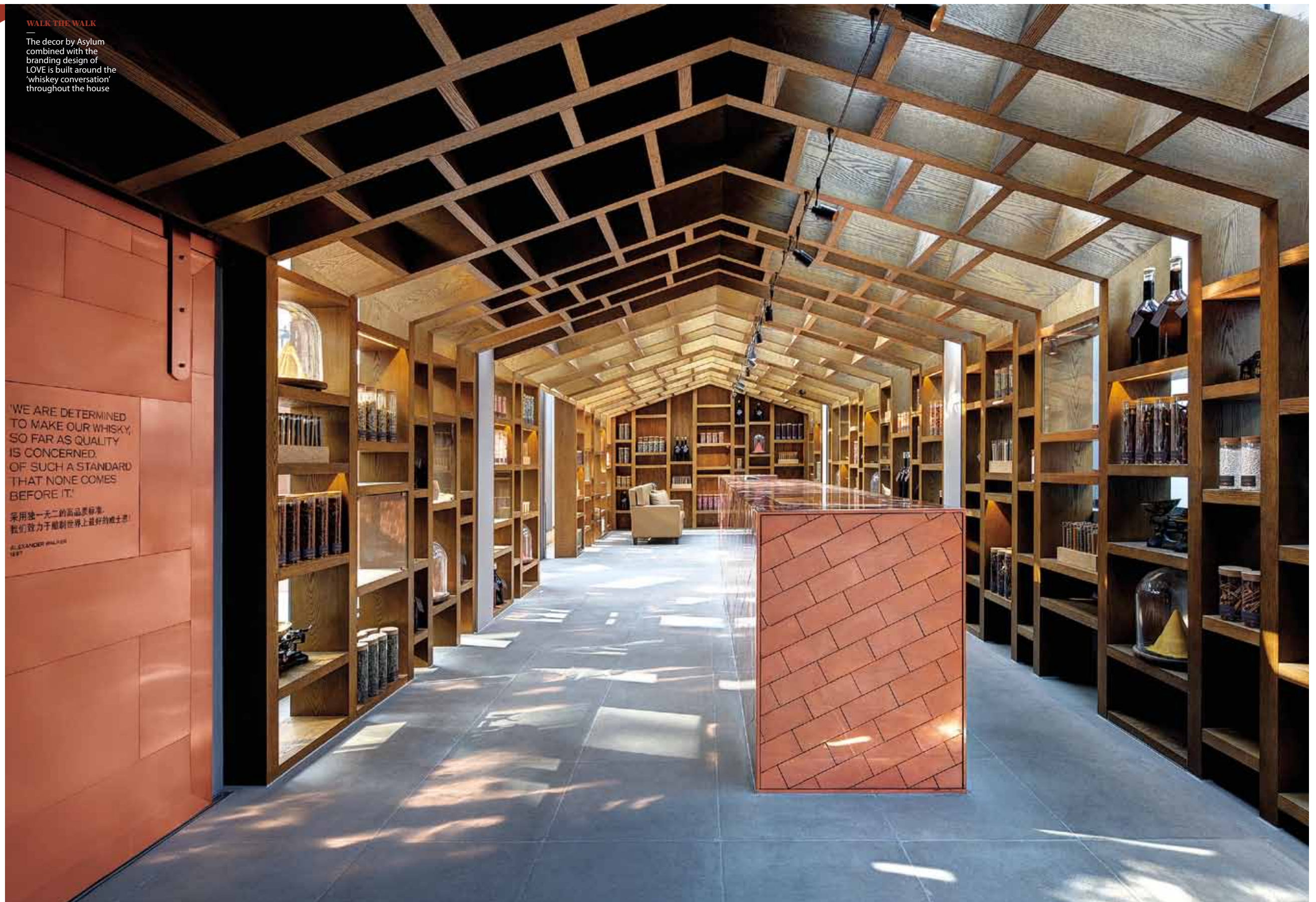


NOT ONLY CAN JOHNNIE WALKER CLAIM A history of nearly two centuries, but it also has become one of China's most popular blended whiskey brands since it was first introduced to the country in 1910. Chien Man No. 23, in Beijing, was selected for the Johnnie Walker House, because it is a historical meeting point of East and West in China and one of the most prestigious addresses in the city. It was used by emperors for traveling to religious ceremonies. Consequently, this location represents ancient China's supreme imperial power and adds a noble quality to Johnnie Walker's development in China.

Although the core architectural structure and exterior were completed before Johnnie Walker occupied the building, the contemporary entrance to the house was added to make a bold and iconic statement that is visible from a distance. The six arches were inspired by authentic Chinese gateways dedicated to the memories of family ancestors. Brand storytelling is a key part of the design and it begins before you even enter the building. Each of the six copper arches represent a master blender from the last 200 years, beginning with the founder John Walker and ending with Jim Beveridge (Johnnie Walker's current master blender). Having a consistent lineage of blenders ensures the unique flavor of the whiskey as it

WALK THE WALK

The decor by Asylum combined with the branding design of LOVE is built around the 'whiskey conversation' throughout the house



WE ARE DETERMINED TO MAKE OUR WHISKY, SO FAR AS QUALITY IS CONCERNED, OF SUCH A STANDARD THAT NONE COMES BEFORE IT!
采用独一无二的品质标准，我们致力于酿造世界上最好的威士忌。
ALEXANDER WALKER 1857



WALK THE WALK

— At the Naing Bar nearly 10,000 copper pipes in the ceiling have been artfully used to simulate a working distillery

OPPOSITE PAGE

— The Johnnie Walker House Beijing has members-only whiskey vaults, or luggage trunks inspired by the Art Deco period

continues to meet the standards laid down by the founders. As you pass under the arches you are physically interacting with a precious and celebrated heritage. As for the statues Striding Man that awaits you outside, he is the icon, and always presents a great photo opportunity to remind you of your visit to the House.

The core concept behind the design and user journey is built around the 'whiskey conversation'. It is fundamental to a Johnnie Walker House experience. Whether the conversation is about the brand, its history or the liquid; the House can facilitate the diverse range of guests with deep pockets and their interests and requirements. Patronage is an important part of the business and guests are

pampered to feel at home and relaxed in luxurious and modern surroundings. In the foyer there is a contemporary re-imagining of John Walker's original store, which offers a sensual beginning to the journey down memory lane.

The interior design was masterfully executed with the formidable partnership of Asylum's interior design skill set and LOVE, a UK based branding company's access to the master blenders' in Scotland archives. LOVE developed the customer journey and how the brand storytelling should be communicated and then Asylum brought the interior design magic. They understood the luxury consumer in Asia and how best to present the authentic whisky materials in a modern, stylish but relevant way. The entire ethos



of the interior design is aimed to represent the brand. Although there are some core elements you will find in other Johnnie Walker Houses most of the fixtures were custom built for the Beijing House. In the Naing Bar there are copper pipes at the top of the ceiling that artistically present various stages of distillation. The Odyssey lounge, on the other hand, is a symbol of the epic journey of a brand that began as one man in Scotland almost 200 years ago to the global phenomenon it is today. All the fixtures support that

concept from the ceiling feature, which is symbolic of the globe, to the compass design on the floor. The luggage trunks, used as drawer ornaments is inspired by the great ocean liners of the Art Deco period and enjoyed as a luxury lifestyle accessory that appeals to guests.

Johnnie Walker House in Beijing, China certainly can walk the walk and talk the talk. As the brand “Keep Walking” into the 21st century this house is assured to host many whiskey conversations in the future!

WALK THE WALK

The Odyssey lounge, with the ceiling feature, which is symbolic of the globe, and a compass design on the floor

OPPOSITE PAGE

Copper covered walls are engraved with artistic elements that convey the history of the whiskey brand

JOHNNIE WALKER TIDAK HANYA BISA bangga dengan sejarah *brand*-nya yang telah berusia hampir dua abad, tapi minuman itu sendiri telah menjadi salah satu jenis *blended whisky* paling populer di China sejak diperkenalkan di negara itu di tahun 1910. Jalan Chien Man No. 23 di Beijing dipilih sebagai Johnnie Walker House karena alamat itu merupakan titik pertemuan dunia Timur dan Barat di China dan juga salah satu dari daerah paling berkelas di kota Beijing. Bangunan itu dulunya digunakan oleh para kaisar China untuk menghadiri upacara-upacara keagamaan. Oleh karena itu, lokasi ini menyimbolkan kekuasaan mutlak kekaisaran China di masa lampau dan memberi kualitas bergengsi bagi perkembangan Johnnie Walker di China.

Walaupun struktur arsitektur utama dan eksterior bangunan telah selesai dibangun sebelum Johnnie Walker mengambil alih tempat itu, sebuah pintu masuk bergaya kontemporer ditambahkan supaya tampilan gedung tampak

lebih berani dan ikonik serta terlihat jelas bahkan dari kejauhan. Enam buah pintu lengkung yang ada terinspirasi dari pintu masuk otentik khas China yang didedikasikan untuk mengenang leluhur keluarga. Kisah perjalanan *brand* Johnnie Walker merupakan bagian paling penting dari desain dan sudah terlihat bahkan sebelum kita memasuki bangunan.

Setiap pintu lengkung yang terbuat dari tembaga mewakili seorang *master blender* dari *brand* tersebut, dimulai dari pendirinya, John Walker dan berakhir dengan Jim Beveridge (*master blender* Johnnie Walker saat ini). Adanya *master blender* yang dengan konsisten meneruskan cita rasa unik *brand* whisky ini memastikan bahwa produk Johnnie Walker terus mengikuti standar yang telah ditetapkan oleh para pendirinya. Saat berjalan melewati tiap-tiap pintu lengkung, kita seolah dapat berinteraksi langsung dengan peninggalan sejarah yang berharga dan tersohor. Sementara itu, patung orang berjalan sebagai simbol Johnnie Walker yang dipajang di luar bangunan memberikan pengunjung kesempatan berfoto bersama dengan ikon *brand* tersebut sebagai kenang-kenangan.





Project Data

Project Name
 Johnnie Walker House
Location
 Beijing
Site Area
 Building F, Ch'iem 23,
 Qian Men Dong Da
 Jie No.23, Dongcheng
 District, Beijing
Gross Floor Area
 1500
Client/Owner
 Diageo
Architecture
 Consultant
 Asylum
Branding Designer/
Consultant
 LOVE
Interior Design,
Lighting, Landscape,
Civil & Structural
Consultant
 ECHarris
Mechanical & Electrical
Consultant
 Beijing Guo An
 Electronic Center
Interior Contractor
 China Building
 Decoration
Started
 2011
Completed
 2012

Konsep utama di balik desain dan perjalanan bagi pengunjung dibuat berdasarkan ‘percakapan whisky’ yang sangat fundamental bagi pengalaman berkunjung di Johnnie Walker House. Apapun tema percakapan tersebut: tentang label Johnnie Walker, sejarahnya atau minuman itu sendiri, Johnnie Walker House dapat memfasilitasi berbagai tipe pengunjung berkantung tebal serta memenuhi keinginan dan kebutuhan mereka. Dukungan dari konsumen merupakan bagian penting dari bisnis dan para tamu di sini benar-benar dimanjakan dengan suasana bak di rumah sendiri, sehingga mereka dapat merasa rileks di lingkungan yang mewah dan moderen. Di serambi depan terdapat replika bergaya kontemporer

dari toko asli John Walker yang menunjukkan awal mula perjalanan bersejarah *brand* itu.

Interior bangunan dibuat dengan sangat indah oleh desainer dari Asylum yang bekerja sama dengan LOVE, sebuah *branding company* asal Inggris yang memiliki akses ke arsip-arsip simpanan para *master blender* di Skotlandia. LOVE berperan dalam pengembangan perjalanan bagi konsumen dan menentukan bagaimana kisah *brand* itu sebaiknya diceritakan sementara Asylum menampilkan kemampuan desain interiornya yang luar biasa di keseluruhan bangunan. Keduanya benar-benar mengerti tentang konsumen kelas atas di Asia dan bagaimana caranya menampilkan

WALK THE WALK

Patrons have access to an exclusive lifestyle experiences as well as private sections of the House where they can work with the Johnnie Walker Master Blender, Jim Beveridge, to create a personalized blend

bahan-bahan pembuat whisky dengan cara moderen, *stylish* tapi tetap relevan. Secara keseluruhan, interior desain bangunan ini dibuat untuk mewakili brand Johnnie Walker.

Meskipun ada beberapa elemen utama yang juga terdapat di Johnnie Walker House lain, hampir semua pelengkap di sini dikerjakan khusus untuk Johnnie Walker Beijing. Di Naing Bar pipa-pipa tembaga diletakkan di atas langit-langit yang secara artistik menggambarkan berbagai tahapan proses distilasi. Sebaliknya, The Odyssey Lounge merupakan simbol perjalanan epik sebuah *brand* yang dimulai dari perjuangan satu orang di Skotlandia hampir 200 tahun yang lalu hingga sekarang di mana *brand*

itu telah dikenal sebagai fenomena global. Semua fasilitas di sini mendukung konsep tersebut, mulai dari fitur pada langit-langit yang menggambarkan bola dunia, hingga desain kompas yang tergambar di lantai. Koper-koper yang digunakan sebagai ornamen laci terinspirasi dari kapal laut megah dari jaman Art Deco sebagai aksesori *lifestyle* bergengsi yang menarik pengunjung.

Johnnie Walker House di Beijing, China benar-benar menampilkan sejarah di balik *brand* itu. Seperti slogannya ‘Keep Walking’ menuju abad ke-21, rumah ini dapat dipastikan akan menjadi tempat di mana banyak percakapan tentang whisky berlangsung di masa yang akan datang! ¹⁰