

w13

31.11.23 | Tue
02.11.23 | Thu

102 129

w14

07.11.23 | Tue
09.11.23 | Thu

130 144

w9

03.10.23 | Tue
05.10.23 | Thu

3 18

w12

24.10.23 | Tue
26.10.23 | Thu

61 101

w10

10.10.23 | Tue
12.10.23 | Thu

19 32

timothy ho
design studio

w11

17.10.23 | Tue
19.10.23 | Thu

33 60

w15

14.11.23 | Tue
16.11.23 | Thu

145 161

w16

21.11.23 | Tue
23.11.23 | Thu

162 186

term 2

Excitement is in the air for this project as the group is based on who we want to work with. This provides us an advantage to cooperate and collaborate with people that we believe can workout as a team and contribute efficiently will be able to pull my weight during our project discussions and the workload.

W9

W10

W11

W12

W13

W14

W15

W16

week 9



about clubs

since clubbing is the business, we
needed to find the most relevant
research possible about Drip and clubs
in general

research should be the main focus at the start of the 2nd assignment and any ideas of solutions should not be thought about yet. Make sure there is enough relevancy to design a service, build on existing core businesses to provide stronger ground. Situational leadership will be based on the team members and their main roles. With teamwork is good to have diverse personality types such as introverts and extroverts as the work ethic and style is different.

jason

IDEO

megancollaborator
director

- organized person
- loves to plan
- able to team manage & bring positive energy to the team

timothyexperience
architect
caregiver
collaborator
hurdler

- creative director
- concept and ideation
- able to bounce of ideas, provide relevant feedback and a listening ear for the team

stefanicollaborator
caregiver

- love to have the human connection
- full of empathy
- able to make connections among people in my group by putting empathy to each individuals

yilinAnthropologist,
Hurdler,
Caregiver

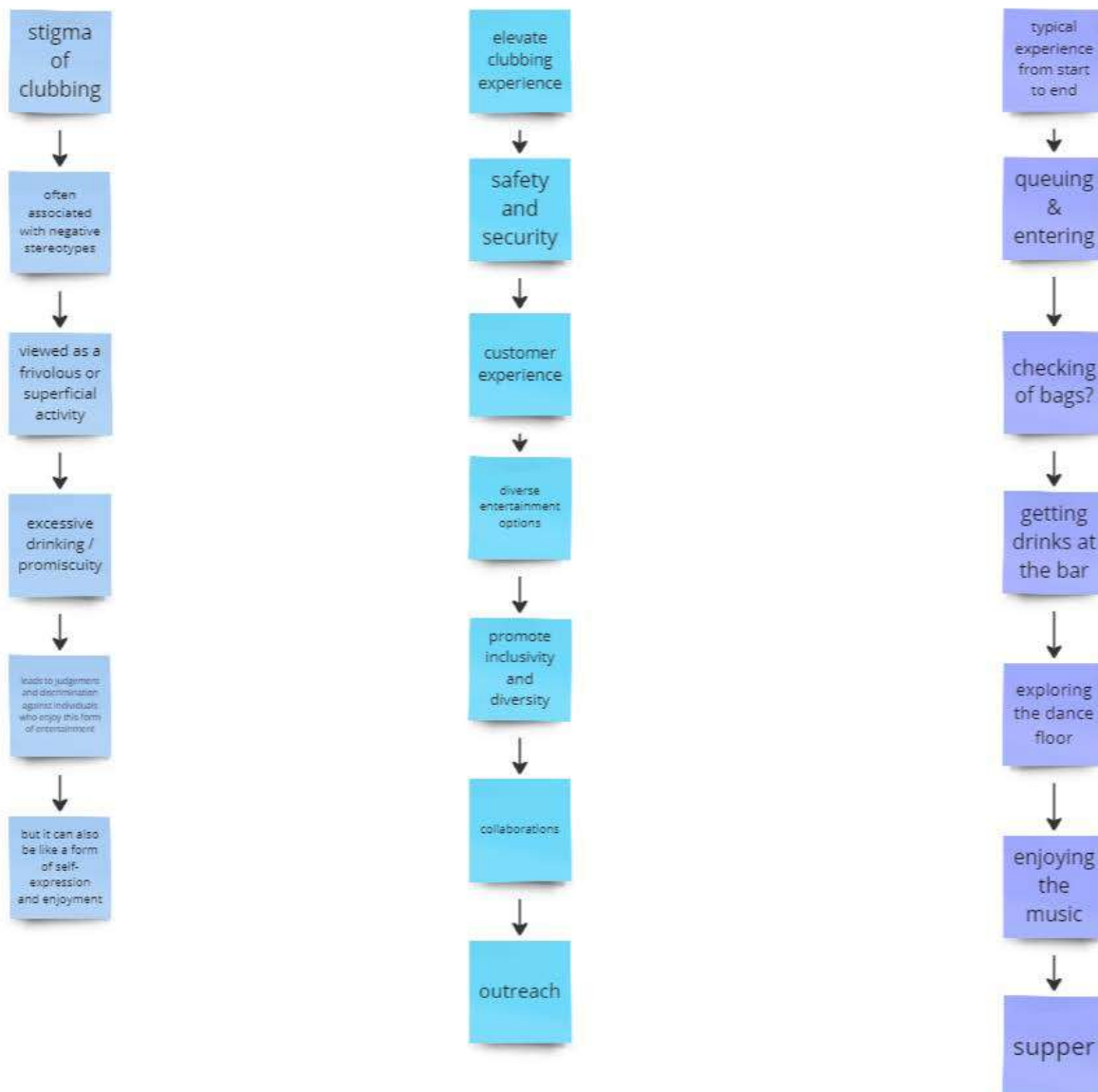
- I would be the team supporter and listener, listen carefully to everyone's opinions.
- work with a plan.
- love to looking at the nitty-gritty of needs and presenting my findings in discussions to try and provide the team with some practical direction for thinking.

brainstorm

When discussing a brand we wanted to elevate the experience for, we thought about what was not done before, and what can be a fun project to conceptualise.

'Drip'

Thinking about the brand wasn't too hard but it was necessary for everyone to be agreeable for a nightclub to be our brand. This proved to be a good choice among the competition as there it seemed like no one else was going to do a nightclub



reframing people's perspectives on clubs

preconceived notions of clubs, we want to reframe the way people perceive clubs. it is just like any other social activities

often negative

by changing the way people view clubs, we can create a more inclusive and vibrant club culture

want to reshape the narrative around clubs and foster a more positive and open-minded perception among the general public



www.timeout.com

Stayin' Alive: Singapore's nightlife scene is struggling to survive

Club owners and organisers share about what it takes to keep the party rockin'.



mustsharenews.com

53-Year-Old Mother Clubs With Daughter At Zouk S'pore, Shows Off Sick Moves On Dance Floor

A 23-year-old daughter brings her 53-year-old mother to Zouk Singapore, where they both had fun dancing the night away.



www.campus.sg

The Psychology Behind why we Enjoy Clubbing

by Violet Koh In the heady days before Zouk shifted to Clarke Quay and the passing of the Liquor Control Act (2015), it seemed that clubgoers had done it all - from chugging terribly mixed whiskey at the bridge behind Zouk to frantically looking for...



www.lifeinarpeggio.com

Should Nightlife Be Considered A Way Of Life, Or Embraced As Life Itself?

If we can accept that nightlife can take on many forms, then society can be discerning enough to differentiate lawful activities from the ones that are truly causing the problem.



www.capitalalist.com

Why people go to nightclubs from a psychological perspective - Luxury VIP Concierge Service London

Clubbing is an integral part of modern culture: an irreplaceable segment of the entertainment industry. But why did it become such a popular sector and what is it in nightclubs that draws so many people? It interesting to understand why do the same nigh...



www.thepeakmagazine.com.sg

Zouk Group CEO Andrew Li on transforming the iconic nightclub into a lifestyle and hospitality company

Keeping a steady hand and a clear vision, the nightlife kingpin is pursuing an ambitious global expansion plan while transforming the well-known Singapore nightclub.



stomp.straitstimes.com

When the party doesn't stop even at parenthood and their 40s

After housewife Michele Ng's son Awan sat his PSLE five years ago, the dormant party animal in her came roaring back to life. Read more at stomp.straitstimes.com



www.linkedin.com

The Psychology of Nightclubs.

Clubbing is an integral part of modern culture: an irreplaceable segment of the entertainment industry. But why did it become such a popular sector and what is it in nightclubs that draws so many people?

www.thestudent...



what is this big stigma around going out clubbing?

So I'm starting Uni soon and I get the impression from a lot of people that they are against the whole 'clubbing' and getting drunk thing, and it's consistently portrayed as a dangerous, slutty, distasteful thing. Girls are even considered unattractive ...

nightlife

Reading from the articles there was a lot of questions that we wanted to tackle such as the understanding of nightlife as a whole. The notion of bad reputation seems to have stemmed from news and the media painting it in a bad light just because of a few incidents that involved drunken individuals. But no one actually questions what is nightclubbing essentially? could it just be an extension of services of life but at night? Why is nightlife painted in such a poor image?

parents

There were a couple of articles that we looked at showcasing how clubbing is a normal activity within certain families. This gave us some insight on how we could maybe use it to our advantage and challenge the stigmatisation of clubbing without our parents knowing.

psychology

We also looked into the psychology of nightclubbing and clubbing in general as part of the understanding the 'why' and tackling the rooted emotion, using it as part of our problem statement perhaps? some of our findings included the link of work and play, along with destressing from a hard week or mentally tiring day. It was a way of expressing oneself and unwinding in a social setting. In addition to that, the club connects one with a like minded community of people who are into music and an atmosphere of fun with a sense of freedom.

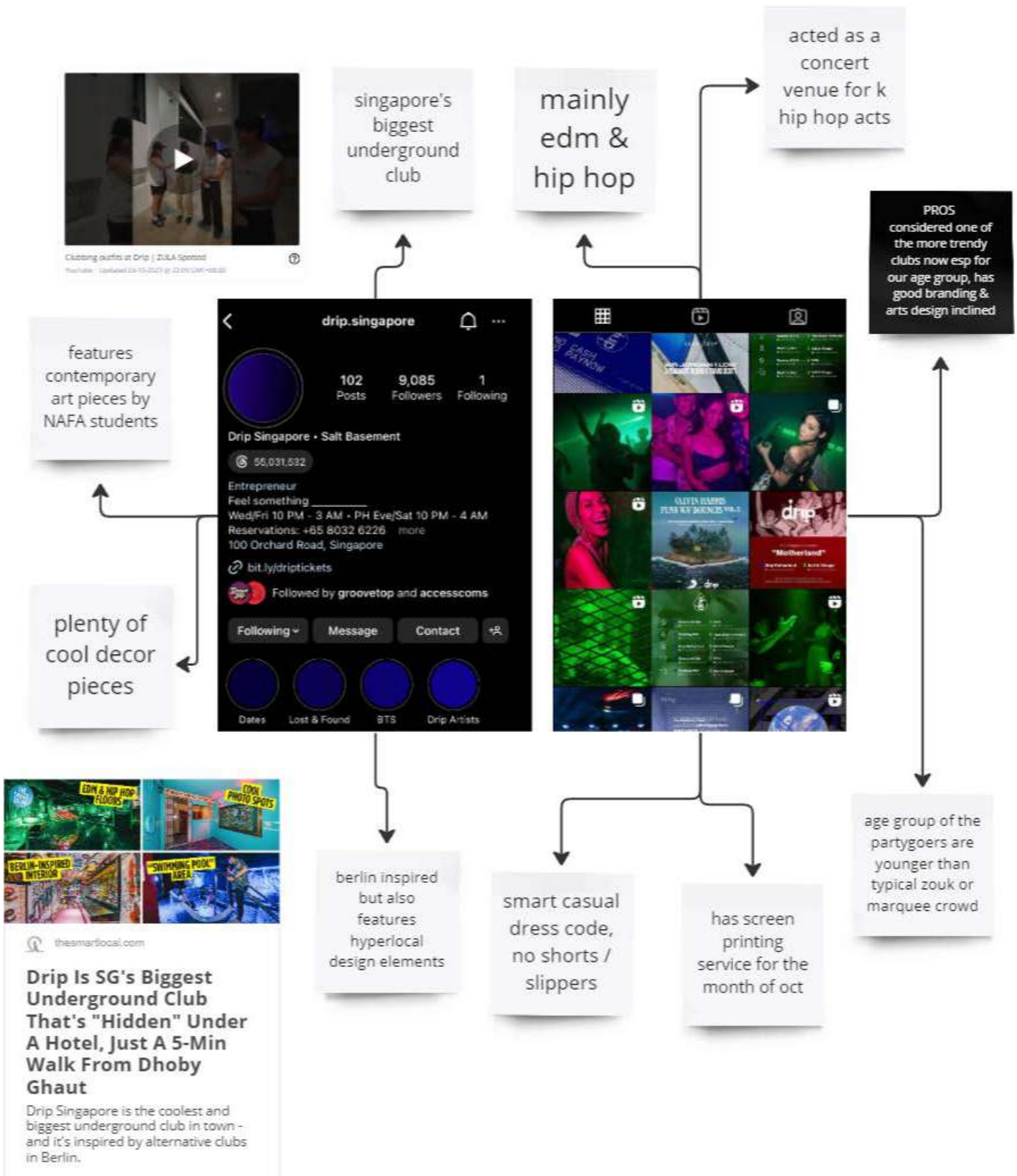
stigma

A front that we wanted to emphasize was the stigmatisation of clubbing to be of bad influences and vices. This is due to various relatable instances whereby going to clubs was seen as a rebellious or suspicious activity along with bad influence.

lifestyle

We did some research about Zoukgroupp's CEO and how he wanted to expand Zouk into more than just clubbing. The idea that a club could become a social experience and his definition was to establish the before, during and after sense of lifestyle experience. I found this to be incredibly inspiring and meaningful.

Drip



Marquee



Clubbing Outfits at Marquee | ZUMA Spotted
YouTube · Uploaded 04-10-2023 by ZUMA Spotted

a part of a multi-concept dining and entertainment destination offering at Marina Bay Sands

extension of other clubs in New York City, Las Vegas and Sydney by Tao Group

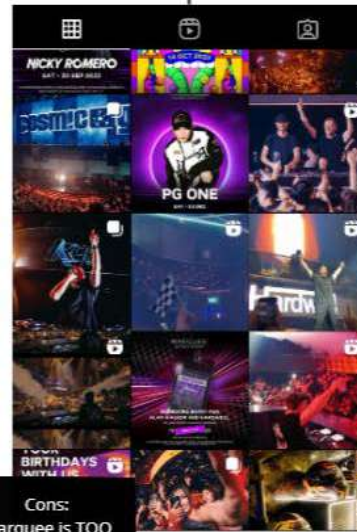
Features the hottest DJ's playing a variety of music! **EDM (electronic music), top-40's, and hip-hop**

Dress code: Smart Casual, Stylish, clubby
Strictly no shorts, singlets, flip flops and sandals are allowed

Pros:
Marquee has big audience, can help us if we really want to **CHANGE** the whole stereotype to reach more people

30 metres tall; 2,300 square metres large

SG's Largest nightclub!



Have slides inside that twists and turn down

Have Ferris wheel inside, total of 8 pods where each one have photobooth



Designing Singapore's Hottest Nightclub, Marquee

ICRAVE also collaborated with TAO Group to create cocktail lounge Avenue



Why MARQUEE Nightclub reigns as the top party destination in Asia

We take you on a whirlwind tour through MARQUEE in Marina Bay Sands to show you why the club has seized the crown of the best nightlife destination in Asia.

Has 16m-tall digital backdrop wall soaring up behind the deejay booth.

3 full-service bars, VIP balconies and seating on a grandstand, 4 featured mirror cage balls, a souvenir shop

Adds Merkel, "Marquee is meant for a big night out. It has the bells and whistles to blow minds with carnival rides taking it over the top."-Merkel, Tao Group

Cons:
Marquee is TOO BIG! <even got held by TAO group, an intl company>



ARK11



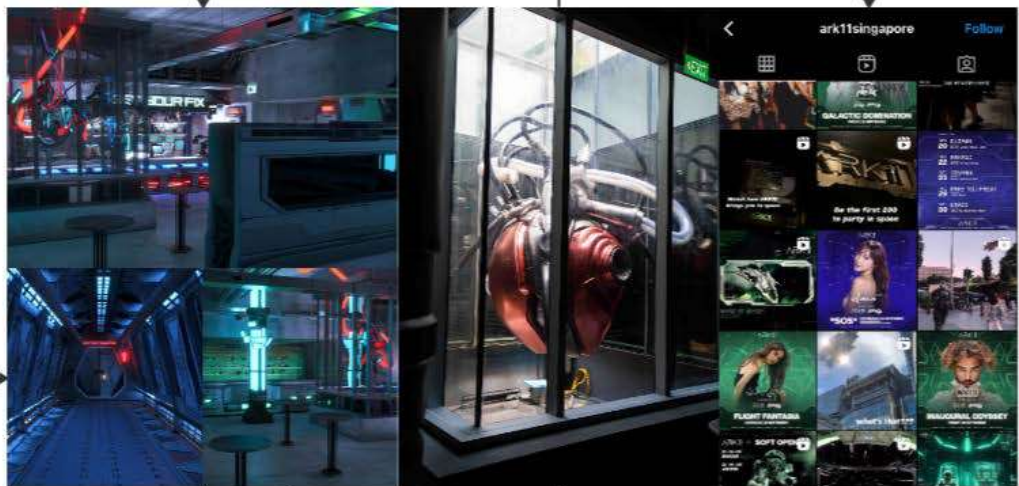
ARK11 is the world's first sci-fi, spaceship themed club!

Robotic heart that will beat to the rhythm of the music

Thematic events in line with the club's aesthetic and identity

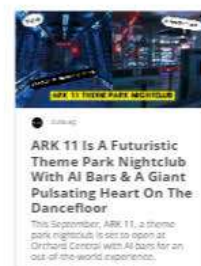
Club powered by AI with AI bartender

Interior, architecture, furniture, theme all expressive of realistic sci fi design elements



Sci-fi inspired design aesthetic

Offers 4D elements in the interior displays and spaces



Cherry

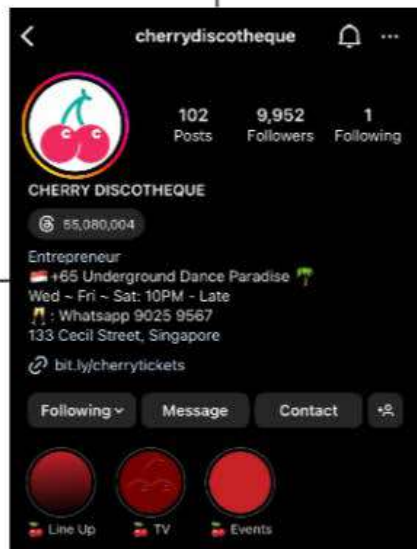


Dubbing Outfit or Zask and Cherry Discotheque | ZUKA...
Reel video · Uploaded 10/10/2023 at 12:10 (GMT+08:00)

intimate
underground
club

CONS:
can't find much
info, doesnt
have a good rep
in general

arcade
games, vhs-
inspired
visuals



old school rnb,
pop, kpop,
cpop,
hardstyle, edm



alleged
incident of
racism

younger age
range (attracts
newly legal
undergrads)

introduced f&b
(cherry supper club)
in 2020 but not sure
if still have cause
covid restrictions
are gone

have
their own
merch

Zouk



Clubbing outfits at Zouk | ZULA Spotted
YouTube · Updated 03-10-2023 (p 22:01 GMT+08:00)



Clubbing Outfits at Yang and Zouk | ZULA Spotted
YouTube · Updated 05-10-2023 (p 22:09 GMT+08:00)

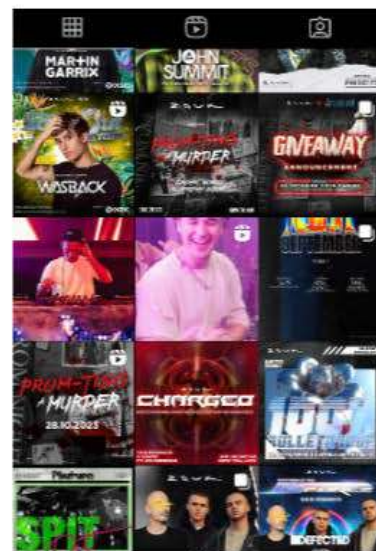
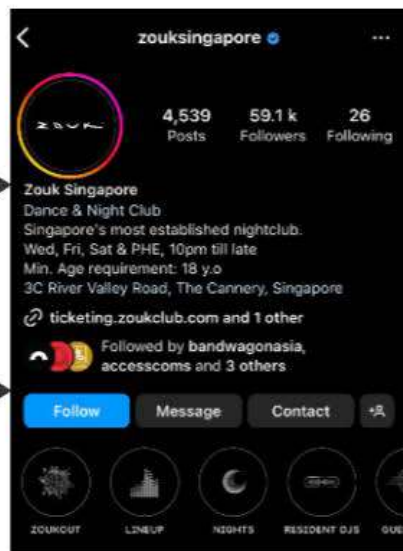


Clubbing Outfits at Zouk and Cherry Discotheque | ZULA...
YouTube · Uploaded 05-10-2023 (p 22:10 GMT+08:00)

There are 5 different types of "clubs" within the complex with different themes and tastes

Zouk is Singapore's most established nightclub

Zouk is not just a club, the main Zouk room regularly hosts international guest DJs, live performances, fashion shows, fringe art events, short film screenings and exhibitions



Zouk is housed within historical buildings

Music consist of house, hip hop, R&B, EDM and more



Zouk Singapore - Zouk
Nightspot of the Year Winner 1996, 1998, 2000, 2001, 2005, 2008
Singapore Experience Awards - Best Nightspot Experience Winner 2009, 2010, 2013 Best Customer Service
Nightspot 2010 Best Leisure Event
Experience for ZoukOut 2005, 2008

Singapore tourism board's "Best Nightlife Experience" awarded 6 times between 1996 - 2007

Zouk was the first club that introduced house music in Singapore and responsible of putting Singapore nightlife on the map

Zouk is placed #10 on DJmag in 2023 for the top 100 clubs in the world and #3 across Asia in 2017



More than Mambo Jambo: 5 things to know about Zouk
Zouk, one of Singapore's most popular nightspots, was given a one-year extension for the lease on their premises at Joo Koon Street on Thursday, with a further extension in 2017 promised if they manage to secure a new location by June 30 next year. Read...

Prism

opened in
18 Nov,
2022

Dress code: Smart
Casuals or Formals
with shoes for Men.
No sports shoe.
Clubwear or
Western wear for
Women.

Age group: strictly
to 21 years and
above, mainly
young adult (age
group 21 - 30)

Music:
EDM
POP
2000's Hits
HIPPOP



There are also
novelty
concept events
like, Sausage
Party



Prism Nightclub x Kiara: Barbie vs
Oppenheimer (4 Aug, Fri) *Freeflow
Fri, Aug 4, 10:00
PRISM Club, Singapore - Singapore
\$19 - \$120

They often launch
movie and hotspot
related events, such
as movie related
(Barbie,
Oppenheimer), and
hot product related.



pros :
It has kitchen, Prism is a club & kitchen.
Their posters are beautifully and professionally
designed.
They have a lot of creative events that are very
appealing to people who are looking for something
new.

cons :
Their marketing and branding
are relatively complete and
good, and we don't have many
parts that we can improve.

The club is big. It
has indoor areas
for activities as
well as an
outdoor lounge
area and pool.



They even have
the club bus, the
event is called
"your ride to the
club is a club."



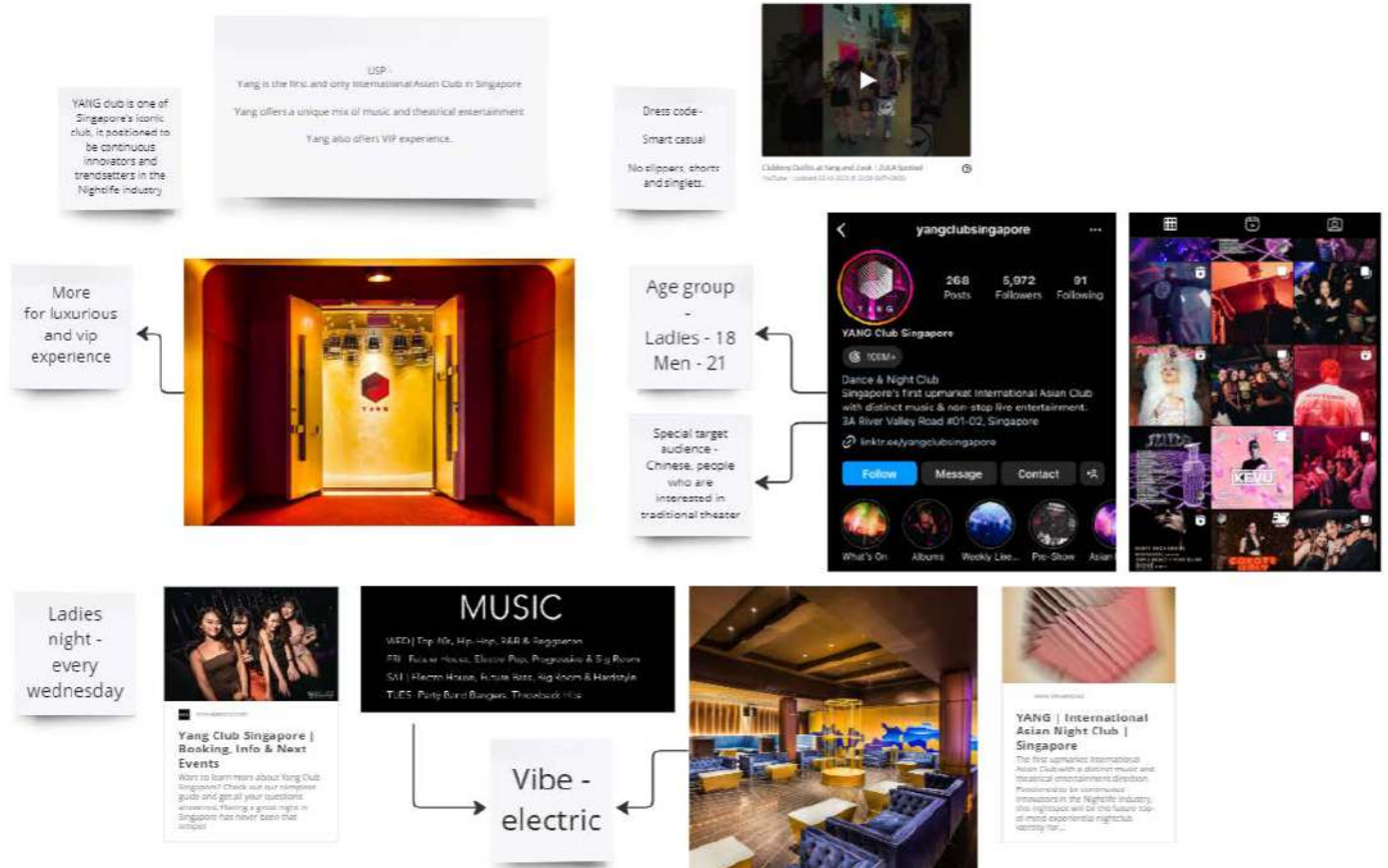
They welcome many
collaborations such as
band performances,
laser, nail services,
Rajama parties and
matchmaking events,
and fashion shows.

Ladies first,
every
wednesday.

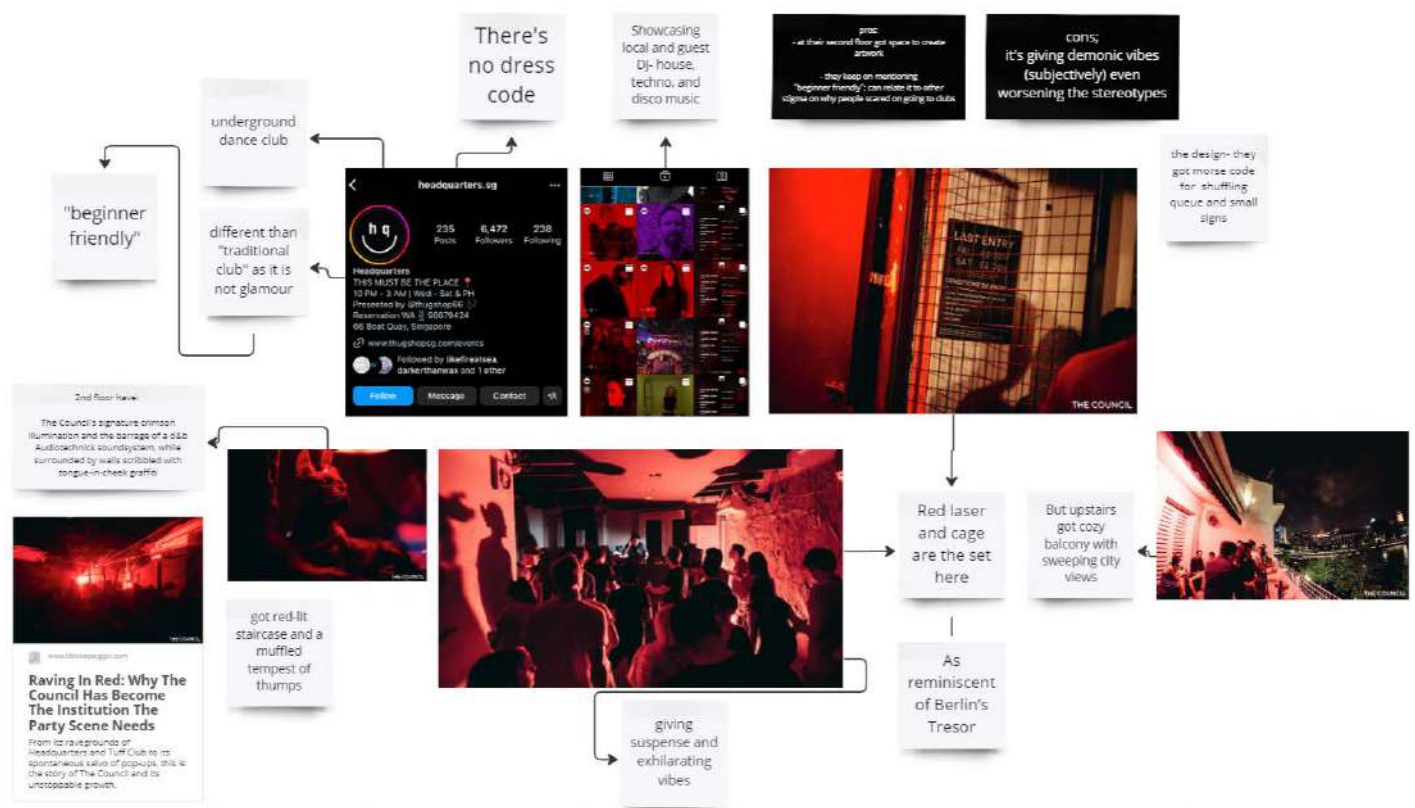
Free flow
drink until
12am.



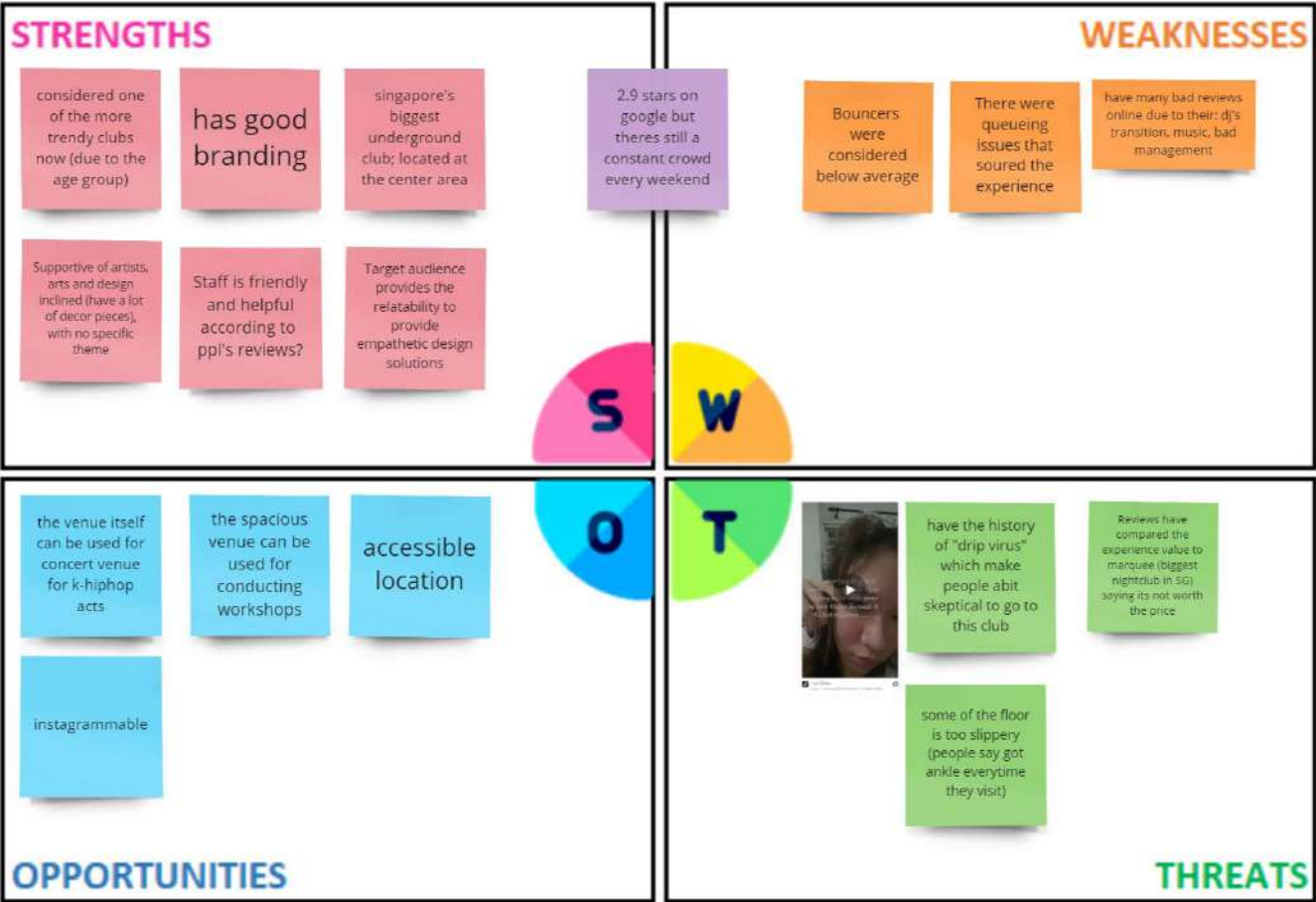
Yang



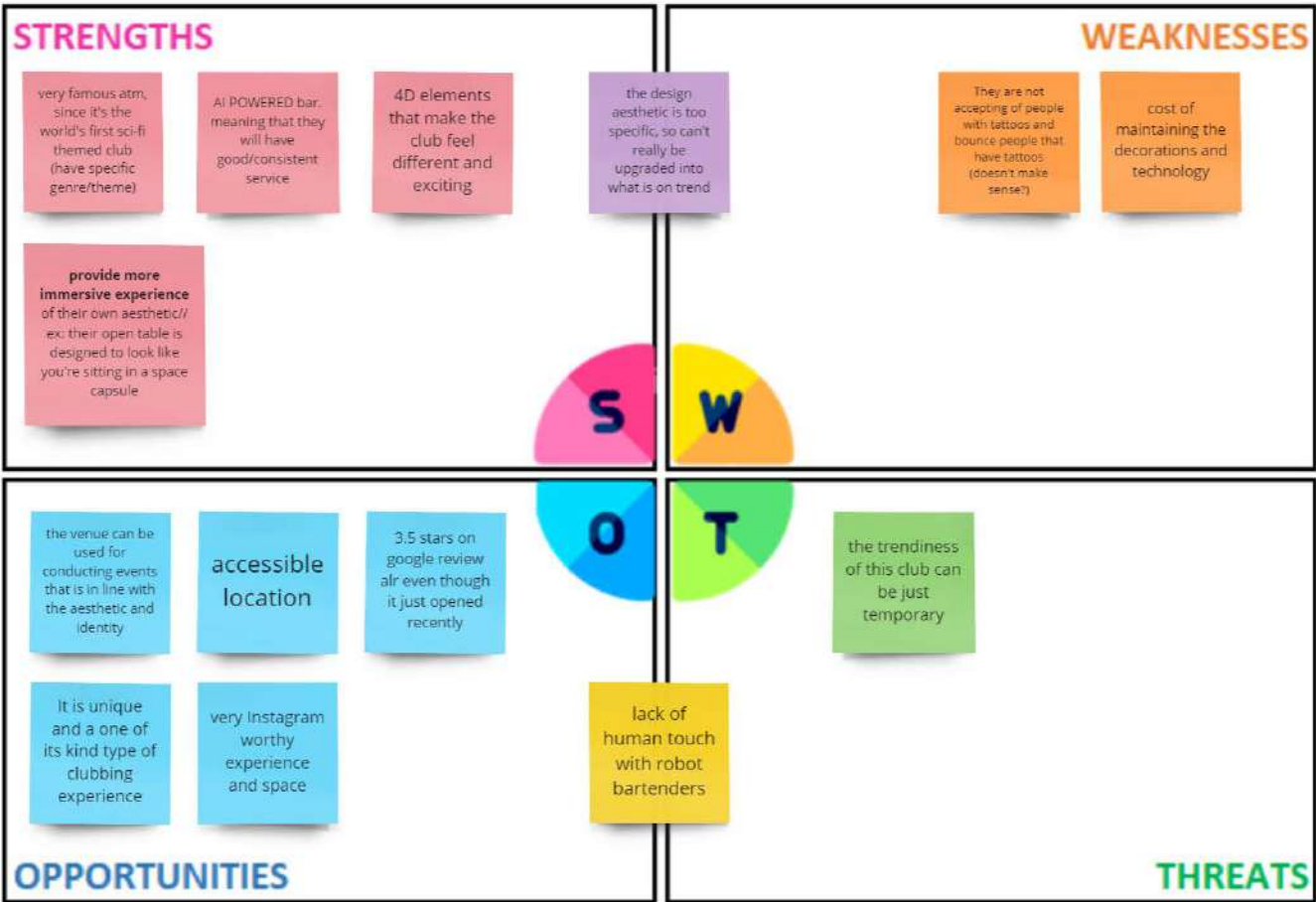
Headquarters



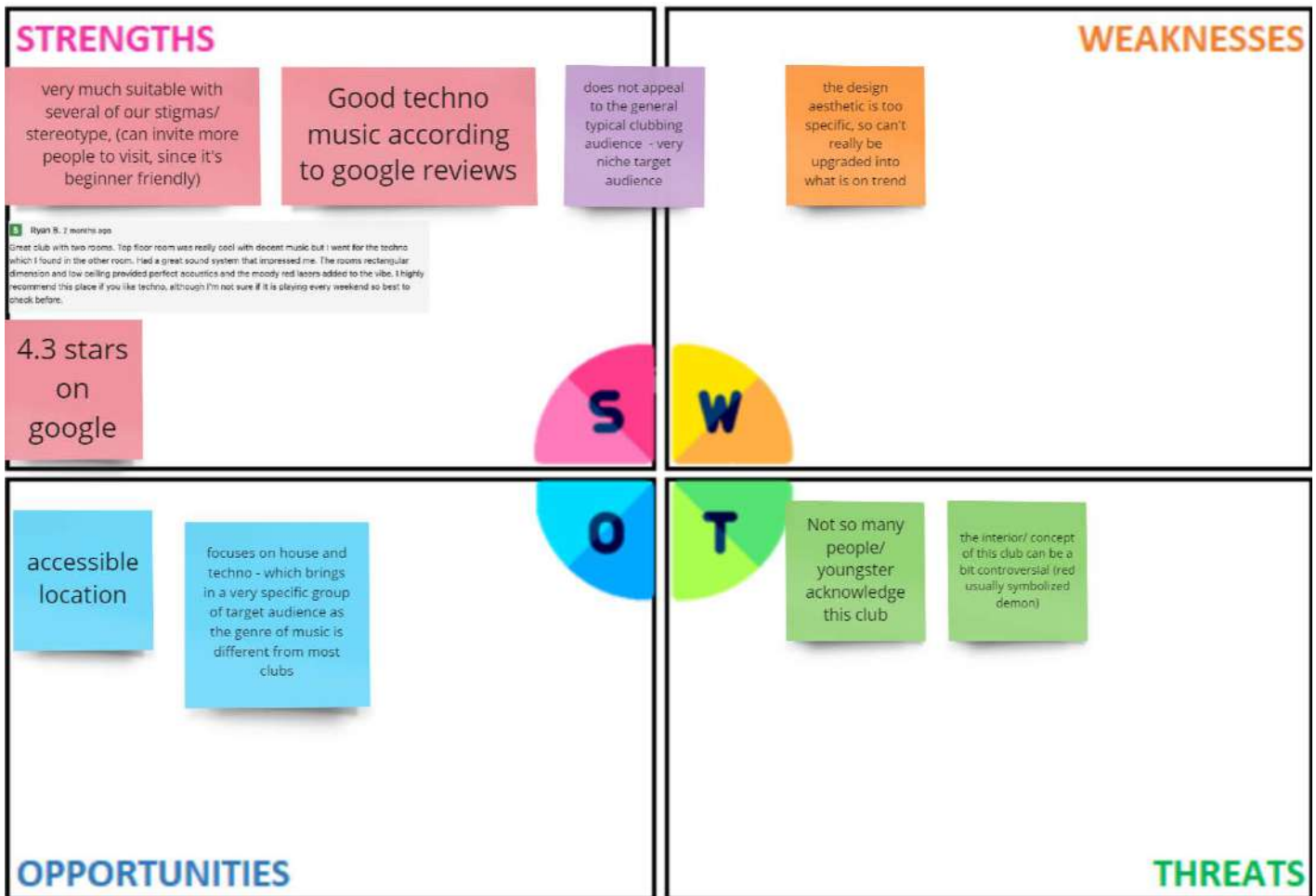
Drip SWOT



ARK11 SWOT



Headquarters



Overall, researching about different clubs allowed us to better understand the clubbing scene and come to grasp with various clubs and its audiences. We picked out what each club would be known for and also did a SWOT analysis on which club would be best suited for our project.

W9

W10

W11

W12

W13

W14

W15

W16

week 10



about Drip

we were told to come up with as much research as we could about the brand and the company. Or whatever kind of useful information and background there is to know

asking the right questions
will lead us in the right
direction and can come up
with viable solutions.

Don't be too specific with
questions and yet not too
general, create a good
balance in between.

remy

What is the next level of Drip?

Safer space for clubbing?

pain points?

We also looked into the psychology of nightclubbing and clubbing in general as part of the understanding the 'why' and tackling the rooted emotion, using it as part of our problem statement perhaps? some of our findings included the link of work and play, along with destressing from a hard week or mentally tiring day. It was a way of expressing oneself and unwinding in a social setting. In addition to that, the club connects one with a like minded community of people who are into music and an atmosphere of fun with a sense of freedom.

research points

- Interview and cross reference why certain people go different clubs? Some key insights on different club goers?
- Tea dance? How do we make use of the space
- Zumba research? Event experiences?
- Specially choreograph music based on the dancing?
- Wholesome experience? Different experience?
- Tomorrowland, Coachella research on the experiential stage?
- Think about our generational habits and life-style? What do people at our age do, can we find opportunities in that?
- Trends about entertainment?
- As a designer, how should we observe clubs and perform primary research?

misc

- Drip is a k R&B type of field, target audience also based on community
- Drip organises catered events that are relatable for people our age

All about Drip





www.timeout.com

We check out the new underground nightclub Drip - here's what to expect

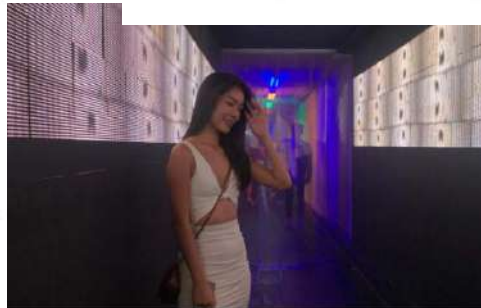
Get turned up...in a swimming pool?



secretsingapore.co

This Hidden IG-Worthy Underground Club Is Worth A Dance In Singapore

Nightclub enthusiasts will love the newest and biggest underground club in Singapore. Drip Singapore also offers plenty of IG-worthy moments.



sg.trip.com

Guide: Singapore Nightclub - Drip | Trip.com Singapore

Address: Drip Singapore, 100 Orchard Rd, Singapore 238840 Price: \$40 (inclusive of 1 drink) A new club in town and I had to give it a try. I usually frequent Capital Zouk so I'm using that as a comparison. First thing you'll notice is the



zula.sg

Drip Is Singapore's Biggest Underground Club With A "Swimming Pool", Salt Room & Albert Einstein Statue

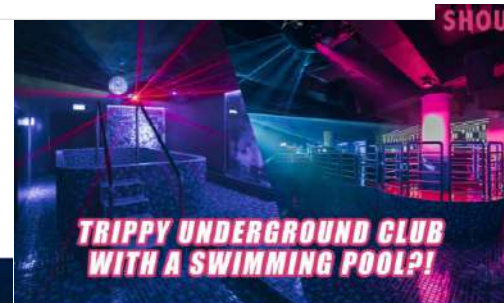
If you're looking for a new place to party the night away, Drip Singapore will be officially opening their doors from 8 July 2022.



www.streetdirectory.com.sg

Singapore's Biggest Underground Club - Drip

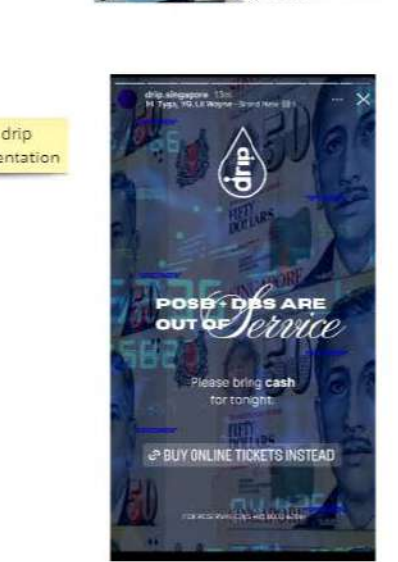
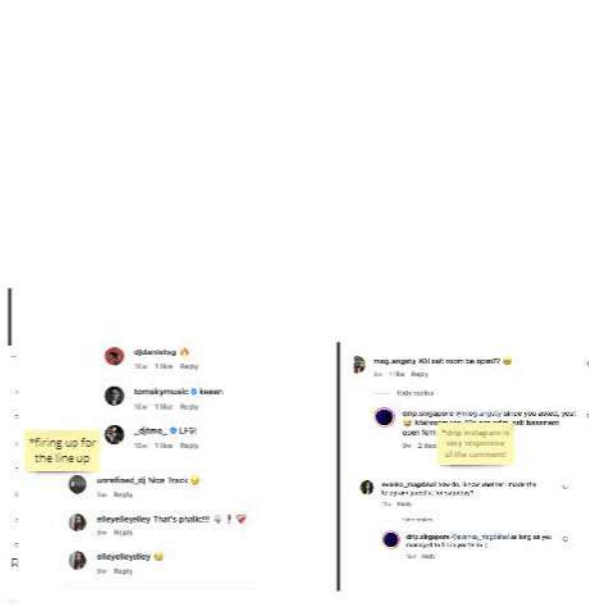
Photo adapted from Drip Singapore] Drip is Singapore's biggest underground club with 2 levels and they officially welcomed party animals to dance all night long on 8th July 2022.



www.shout.sg

LARGEST 2-STOREY HIDDEN UNDERGROUND CLUB IN ORCHARD WITH "SWIMMING POOL" & SALT ROOM! - Shout

Tickets also come with 1 drink! More



2.9 ★★★★★ 157 reviews ⓘ

C Coach Benjamin
1 review
★★★★★ 2 months ago
SGD 30-40

Honestly there are times where the club is bad, bouncer may be rude at times, the other reviews aren't wrong. But from my experience, I would say its not that bad. The music is fine and the crowd is quite typed. For the bouncer part, there was once I needed water badly, and I ask if the bouncer have any water to provide, (so the water in the club cost \$5??) though he doesn't have any water to provide, he went in the club to get me a cup water for me. I would say that's some good service right there. It really depends on the day that u go. So enjoy!

Service: 4/5 | Atmosphere: 3/5

Lee Kien Daniel
5 reviews
★★★★★ 3 months ago
SGD 30-40

Edit my prev. review. 3 -> 5
Went last week Friday, the entrance situation has been improved. No more bouncer shouting for just a simple interaction. Crowd is good. Genre music is better than marquee.

👍 5

Tash JunWei
2 reviews
★★★★★ 8 months ago

Music was awesome and staff were friendly also. Would like to thank the staff for helping me found back the items which I lost in the club on the night itself. Contacted their instagram page @dripmaybefound and they replied and returned the items back to us. Their staff was really friendly!

👍 2

Ji J
3 reviews · 1 photo
★★★★★ 2 months ago

Best club!! So good atmosphere at the time and very helpful staff :) saw my favourite

Service: 5/5 | Atmosphere: 5/5

👍 Like

kurtis Wong
3 reviews
★★★★★ 7 months ago

Had an enjoyable time here the other day that I left behind my bags which contains several other items which were important to me. Thanks to the amazing and dedicated service by staff Zurie and Shawn, I managed to recover them. Kudos to drip

👍 2

Jian Guo Feng
Local Guide · 41 reviews · 4 photos
★★★★★ 3 months ago

Went to drip on 27th Jan 2023! The music was good with 2 levels!

I'm writing a review to commend the staff and their dedication in helping my friend and I get back our items which we lost in the club on the night itself. Contacted their instagram page @dripmaybefound and they replied and returned the items back to us. Their staff, Shawn was really friendly!

👍 1

Wei Zhang Chan
2 reviews
★★★★★ 7 months ago

Left my card holder overnight and had a v smooth and prompt experience retrieving it from the team, with all belongings intact. Kudos to the team

👍 1

Tay Cher Vy
4 reviews · 1 photo
★★★★★ 8 months ago

relatively bigger club compared to other one-floor club!! good that the upper level & lower level rooms are playing difference genres --- can go to what suits your vibe!

👍 2

Tiffany Koh
2 reviews
★★★★★ 7 months ago

Shawn was very kind with helping me with the collection of my lost sunglasses, amazing customer support! do check out @dripmaybefound on Instagram if u have lost anything at Drip :)

👍 1

Fallen Mid
1 review
★★★★★ 8 months ago

Lost my AirPods a week ago here but one of their staff attended to me thru their ig page and I faced with Shawn and shawn was super helpful to recover back my AirPods and return it to me. I am really thankful that they were able to help me recover my AirPods.

👍 1

q qinwen
1 review
★★★★★ 5 months ago

If lost something, try their instagram dripmaybefound!!! God bless drip, thanks so much.

👍 Like

C codes
2 reviews
★★★★★ 6 months ago

Managed to recover my lost item. Anyone lost anything at DRIP, do not worry cause they got you covered!

👍 1

P prabhu g
Local Guide · 26 reviews · 1 photo
★★★★★ 11 months ago

music is great and the ambience is beautiful, the staff are fantastic, but the quality of sound system sometimes is suffering.

👍 Like

jahul chua
7 reviews · 14 photos
★★★★★ a year ago

Amazing place! The songs were 10/10 and the vibes were solid. If you're looking for a good time, Drip is definitely the place!

👍 Like

D Derrick Loh
3 reviews · 1 photo
★★★★★ a year ago

Interesting concept of this underground club with the upper & lower deck of different music genre and theme. Will definitely return to get wasted.

👍 Like

Clarice Chan
4 reviews
★★★★★ 8 months ago

amazing place good vibes been there multiple times. Great DJ too

👍 1

ur sister
31 reviews · 6 photos
★★★★★ 8 months ago

great places , good music, overall I love the vibes there. 10/10!!

👍 1

lw soh
6 reviews · 10 photos
★★★★★ a year ago

Great place to party, I feel 10 years younger when I'm in there. Also, it doesn't hurt that there's a H.O.L. next door

👍 Like

a amru shabeer
1 review
★★★★★ 7 months ago

Lost my wallet clubbing and they helped me find it very quickly

👍 1

Edward Loke
Local Guide · 18 reviews · 5 photos
★★★★★ a year ago

Great music and ambience! Drinks were on the pricey side.

👍 Like

f fay
3 reviews · 2 photos
★★★★★ 7 months ago

lost and found services were rly good, thank u!

👍 1

B Boon Teck Chew
2 reviews
★★★★★ a year ago

Here a lot of young people I feel young again when come here

👍 Like

D Daniel Tee
Local Guide · 27 reviews · 40 photos
★★★★★ 5 months ago

Hottest club for the youngsters now

👍 Like

Wu Wu Zhichao
6 reviews
★★★★★ 10 months ago

One of the best club I ever been to before

👍 1

C. c. s
1 review
★★★★★ 5 months ago

thanks for helping to find my wallet!

👍 1


r rei Nakamoto
4 reviews
★★★★★ a year ago

Good music and love the aesthetics of the club!

👍 Like

oat
59 reviews · 36 photos
★★★★★ 4 months ago

SOLID 10/10



👍 Like

Muneer Ahmed
2 reviews · 2 photos
★★★★★ a year ago

One of my favourites

👍 Like

phil C
6 reviews · 4 photos
★★★★★ a year ago

loving the ambience!

👍 Like

Jacky Thum
Local Guide · 29 reviews · 2 photos
★★★★★ 10 months ago

Good music

👍 Like

Thet Zaw Naing
1 review · 7 photos
★★★★★ 10 months ago

Nice music

👍 Like

K Keith Yoo
2 reviews
★★★★★ a year ago

Great service

👍 1

W9 W10 W11 W12 W13 W14 W15 W16

Grace
6 reviews · 2 photos
★ ★ ★ ★ ★
First time here and the last time I heard lots of bad things but really did not expect it to be so bad... First of all the music was so bad... not only that but the speaker was not great too... The music choice and the way they remixed the music was really questionable, so hard to vibe... Secondly, it was so pecked, everyone was really pushing left and right and contro... The host was crazy downstairs, no ventilation at all. It was less packed but there was a jam at the very narrow stairs... was really a safety hazard. Was actually quite scared at one point. Lastly, the floors are actually quite slippery at some parts, really really questionable at a club, where people are drunk and it's so crowded...

Food: 2/5 | **Service:** 1/5 | **Atmosphere:** 1/5

Eugene Eng
2 months ago
★ ★ ★ ★ ★
Bad management, bad vibes, night ruined

Paid for 2 tickets that each comes with a bottle and 5 guest list, so total 2 bottles and 10 guest list. We came on time (before 11pm) but was asked to re queue from the back after the first 5 of our friends went in, and there's no alternate area for those purchased their online beforehand other because of that they didn't allow us to have the bottle that we paid for as we came into the club after 11pm.

No ball sign, toilet is small and dark.

Was asked by a waitress to search in a table further away from the dance floor halfway thru the session, her explanation is that another group wants our table.

Food 1/5 | Service 1/5 | Atmosphere 1/5

kurte
5 reviews
★ ★ ★ ★ ★ 2 months ago

5/10 (1-10)

It is so hot and stuffy in the club when it's crowded, music is really really bad, resident DJs are always playing the same set list over and over again with no creativity whatsoever.

I have been there a few times for free (free entry event) and I can't imagine paying for tickets to have every single moment there.

Atmosphere: 1/5

JG
2 reviews · 1 photo
★ ★ ★ ★ ★ a week ago · **NEW**
SGD 70-80
No open restor., reception online slow reply and do not have proper ambassador guide, reception do not know how to guide, normal disco light only entry ticket exp. compare marquee
Food: 1/5 | Service: 1/5 | Atmosphere: 1/5
👍 Like

★ ★ ★ ★ a month ago
the *it* working in sep 10 2023 should really work on his transition and it's skills
a 13 yo could do a better job.

Service is HORRIBLE, the personnel is just shouting and screaming at you for no reason at all.

Food: 1/5 | Service: 1/5 | Atmosphere: 1/5

add +

Hannah
3 reviews · 1 photo
★ ★ ★ ★ a month ago

q
edgnd
11 (viewed)
★ ★ ★ ★ ★ 2 months ago
Nice club with those dark underground vibes but such a shame that the music played here is just mostly mainstream edm or top 40 stuff don't go too well with the theme. Would be better if they could play more underground house/techno events. I highly recommend checking out music from some of these guys (Marco caros, nicolo utabloski, archie hamilton, wico skagusa, wolfP)
👍 1

Serena Xu Local Guide · 26 reviews · 25 photos ·
★★★★☆ · 8 months ago


The management is extremely chaotic and the waitress here is surprisingly rude to us as well- considering we are a group of 5 girls who spent hundreds of dollars here to open a table. I don't recommend anyone to come here.

👍 4

Response from the owner · 8 months ago

We take your feedback seriously and we would like to make it up to you and do better.

If you'd allow us to, please email us further details regarding your experience via pr@dringsing.com so we can proceed to conduct an internal investigation.

i narmi 3 reviews
★ ★ ★ ★ ★ 5 months ago
Unfortunately bad management. Only redeeming factor is decent music
 Like

Response from the owner 5 months ago
We take your feedback seriously and we would like to make it up to you and do better.

If you'd allow us to, please email us further details regarding your experience via pr@dipsingapore.com so we can proceed to conduct an internal investigation.

 **Angela Lou**
12 reviews · 2 photos
★★★★☆ 3 months ago
B&B 100%

Me and my friend (£20 F15) were accused of not paying for entrance fee even though we were questioned and handed stamps and were inside since 11pm. Bouncers came inside the club at 2am and insisted we did not have stamps and needed to get out. The bouncers kept being very provoking and insulting that we must have pressed our hands on to others to steal their stamps? ???? Which is such a far fetched thing to say,he said saying our stamps were definitely fake but it had been Shrouns since we arrived. Obviously the stamps would have stamped abt due to sweat and I was wearing a long sleeve top. It was very insulting to be screamed at by a bunch of grown up man when we were just 2 teenage girls who had paid for our entrance and had stamps but kept being accused of lying. And everyone outside were looking at us like we were some broke desperate girls that didn't pay. Afterwards our club promoter that we were questioned on and our hotel spoke for the bouncers and manager to resolve the issue. It turns out the club's manager wrongly interpreted that we had cheated. Because we were really nervous to go in giving a friend that just walked instructions on how to go into the club. She assumed we came with the friend and then didn't get tickets and went in by the rear entry side. Even if it was doing her job with all these assumptions she should have talked with us humbly before letting bouncers to scream at crowd (some girls) and not letting them show any proof or call for our club promoter! After this incident they gave our sofa free shots but I couldn't enjoy the night afterwards as I was so shocked and it happened on my friend's birthday. It really is a pity as it was a pretty good night but the staff being so 'unprofessional' really damaged the experience and make many wary or scared to go back. And for the price you paying you could pay +£15 more for a ticket to marquee where the bouncers and security are way more professional and polite and still do their job. (Gauss system) definitely needs better signage and better training needs to be done so bouncers stop being so aggressive to club-goers, this just adds a higher chance for misunderstandings and fights to occur.

 11



Joshua Ng
Local Guide · 21 reviews · 8 photos
★★★★★ · 3 months ago

SGD 30-40

Bouncers and Staff did not do their due diligence to check for over capacity and conduct proper capacity management. Everyone was squeezed and couldn't move for a good 30mins. A real safety hazard!! People were seen gasping for air!!

Food: 2/5 | **Service:** 1/5 | **Atmosphere:** 1/5



Carerie L.
4 reviews · 5 months ago

★★★★★

bar club no offence. Bouncers and staff were really cocky and trying to act condescending towards me and my group of friends. And especially please change your bouncers. Was really upset until we couldn't get a table anymore. Anyone going to this club please be aware and would definitely not recommend going here anymore. Other clubs are so much better than Drip. Please respect your customers as well... We are the ones accommodating and paying to fund your club not the bouncers. I rather go Prism club this time.

Response from the owner · 5 months ago

We take your feedback seriously and we would like to make it up to you and do better.

If you'd allow us to, please email us further details regarding your experience via pr[at]dripSingapore.com so we can proceed to conduct an internal investigation.

Avant Jain
7 reviews
★ ★ ★ ★ ★ 6 months ago

the music was good, however the bouncers at the front of the club were absolutely horrible. they were yelling at people the whole time. I was having issues with my tickets and instead of letting me step to the side for a minute to find the correct ticket they screamed (yes really screamed) at me to leave the queue and go to the back of the (1 hour long) queue. they didn't let any of my friends help either and kept screaming at them to move away as well.

honestly the vibes in the club were fine but i cant overlook how rude and unprofessional the staff are

9 reviews 0 months ago

★ ★ ★ ★ ★ 0 months ago

To pay \$40 and then to not have toilet paper was a bit of a shock kind bringing my own but normally hiking, under poured drinks was also another highlight. Overall probably one of the worst clubs I've been to in a long time, if marketing was a club that's it no vibe pure instagram. Sad

👍 2

Rose Koh
4 reviews 8 months ago

★ ★ ★ ★ ★ 8 months ago

The bouncer was super rude. I was dancing with my friends and some of them were already shit faced

wasn't like he already told us multiple times and we didn't listen. Literally it was my first time at this club and I don't think I will ever return.

👍 4

Dave
2 reviews
★ ★ ★ ★ 2 months ago
People working there bunch of yps trying to start fights

Food: 1/5 | Service: 1/5 | Atmosphere: 1/5

fawo
Local Guide · 42 reviews · 10 photos
★ ★ ★ ★ ★ 2 months ago
security guard punched our friend for no reason
Food: 1/5 | Service: 1/5 | Atmosphere: 1/5
👍 Like

The box of high school students, 0 valve too many kids it looks like the boards in paris for the better to go to zouk / marquee / oelavi

Translated by Google · [See original \(French\)](#)

 2

Vanessa Tan
3 reviews
6 months ago

worst rudest bouncers ever. got violent with my friend who was simply asking a question called the police on him. Ironically, when he's the one who's supposed to be keeping people out of the club 🤔 never coming back

👍 3

Response from the owner 6 months ago

Thank you for your constructive feedback. We take customer safety and experiences seriously and will take all these into review with the operations team and other relevant departments to make necessary changes to our policies.

Should you require more assistance in any way please email hello@drinksingapore.com

koh jun jie dylan
1 review
9 months ago

Bad. What's the point of buying tickets pre-sale if you're gonna allow walk ins as well. The entire purpose of buying tickets beforehand in the first place. How is this even allowed a model. Please reflect and improve others experience after this horrible New Years. It is clear that there would be a queue but come on dude. You buy tickets to enter a place and you to be on the same standing as those who didn't buy?? Please improve just plain disapp management of this place. Maybe you could look at other clubs to improve.

4

no lol
1 review
★★★★★ 5 months ago

terrible club. bouncers and staff don't care about their customer's welfare. this is intolerable. come back here.

 1

Response from the owner 5 months ago

We take your feedback seriously and we would like to make it up to you and do better, if you'd allow us to, please email us further details regarding your experience via private message so we can proceed to conduct an internal investigation.

Liu Bowen
1 review
★ ★ ★ ★ 10 months ago

I had a good time overall but what really bothered me was how bad the attitude of the bouncer friend of mine smiled and waves at one of the bouncers unconsciously - the bouncer near middle finger and even scolded him for being friendly. Like what??? Professional yeah me

👍👍

Love me some casual racism! Went with POCs (foreign and local), bounce just pointed brown people and just said 'you s cannot'. This confirmed a prior message by one of our who had tried to go in who had been told that there was a quota for Malays. Gag is it was person who excluded us. Do you feel good working for a racist place? 🤔

Response from the owner 11 months ago
Our deepest apologies for your experience, we do not condone racism and would like to be accountable.

Can we have more information regarding your experience via hello@drisingsingapore.com

Nadia Z.
4 reviews
★★★★★ a year ago

soso club, music was not those music that can dance to (just can bop ur head type), crowd young teens (those immature kinds) drinks were also pretty pricey compared to other clubs levels which was nice but music plays a big part overall so :/

 Like

Isaac Ong
2 reviews
★ ★ ★ ★ ★ 9 months ago
Extremely displeased.
Drip's queue management of the crowd was disconcerting and downright unethical as it contradicted the very notion of early-birded tickets and ultimately punished loyal customers earlier.

The only silver lining I can state is that I was refunded my money. Notwithstanding that, drip was a horrid way to start the new years.

Uskar Korkonen
7 reviews · 4 photos
★★★★★ 5 months ago
the bouncers are horrible and ruined my night
👍 1

2 reviews
★★★★★ 9 months ago
paid for tickets but lack of management prioritised the door sales over online tix buyers
👍 Like

pro observations

1. Reviews mostly praised the good ambience and aesthetics of the club
2. Music was praised for being good even in some of the bad reviews
3. Very thoughtful lost and found social media service (hinting to the club's empathetic
4. Staff were friendly and helpful, including certain bouncers
5. Drip seems to have made someone who felt older, feel younger in one of the reviews
6. One of the reviews mentioned HDL (Supper opportunity)
7. Younger target audience to relate to such as teenagers and youths (activities opportu-

con observations

1. Bouncer unprofessionalism, rudeness or racism, were complaints among majority of the
2. Hot and stuffy place with ventilation issues were pointed out
3. Music for some other reviews felt little to be desired? (Feels more subjective, maybe an
4. Slippery floors
5. Queueing experience for tickets were bad with no differentiation between pre pur-
6. Complaints about the staffing were brought up in some reviews

if we want to observe what's happen there:

- what age group
- see what people are wearing (clothes, is it ex or just casual) + shoes
- aware of any trips
- let's say the 4 of us wear different shoes :p LOL
- see who they go there with
- see their WALLLL
- observe their service+ security

ask people about their experience at drip:

- what makes you go here, and not other club
- how was the staff/ service
- is it worth it?
- how bout the music?
- will you go again. if yes, who will u ask to accompany you the next time you go?
- ever considered bringing your parents?
- what do they think can be improve

[illegible]

field research in Drip

Drip night was fun and we had a great time together as a group doing our 're-search' as well as just enjoying ourselves

observation 1

[from Yi Lin's perspective]

before

- the security is quite friendly and professional
- they checked our ic and bags

during

- we smell the lingering smelling of smoke when we entered the room
- the two rooms have totally different vibe and music style
- when it 1050pm, ppl were just chatting, the music still not that loud, but we still felt - - hard to hear each other
- bartenders were friendly
- 11pm, suddenly a lot of ppl appeared on the first floor
- Females always come with their boyfriend to at least one male, but the males always - come as a huge group
- WE CAN NOT LOCK THE TOILET
- the age group are pretty mix. We met a lot of college students, young adults around 25, - and a few adults who looked 35+ years old.
- there are blocks for ppl to dance on, we saw 3 ppl sharing one block
- outside smoking area, there's no trash can, no sitting area, ppl were sitting on the flower-beds
- Embrace to all (LGBTQIA+)
- Ppl walked up the stairs connecting the 2 rooms and we could observe their dissatisfaction with the music in one room, so they changed the room to stay.
- Salt room has 2 DJs, one controlling the music and on singing on the microphone,
- moderating the atmosphere and interacting with the audience.
- the later the time, the heavier the bass
- the DJ controlling the music receives cues from the DJ with the mic, when the one with mic shouts "DJ, dj", the music changes,
- DJ changed 18 songs within 10 mins, when they found that there are less than a half of ppl dancing, its time to change song.
- Drip uses plastic cups instead of glass cups, avoiding the cups dropping and breaking, then hurt the customers.
- There is a hole under the stage in the saltroom, and cold air is blowing out from it. Is it on purpose??
- there is another hold on the wall near the toilet, looks like somebody broke it. The wall is not solid.
- 0255am the lights on
- when the lights on, ppl stoped dancing on the block

after

- The staffs became more serious when its time to close. They loudly spoke to the customers, "the exit is that way", and pointed the direction of the exit. (Feel that they could add more signs pointing to the exit, eg, lighted arrows etc.)
- some of us felt hungry after clubbing
- its very hard to find a driver at that time and location, many ppl were sitting on the stairs in front of the gate, slightly blocked the way to exit bc they are waiting for taxi.
- we have to walk to the nearest taxi stand to take taxi, which took us around 7-8 mins to reach there.
- its hard to find a driver through grab, after finding the drivers, we waited for more than 10 mins.

W9 W10 W11 W12 W13 W14 W15 W16

observation 2 *[from Megan's perspective]*

before

- arrived at around 10:30pm and there was no queue [can see a few ppl trickling in once in awhile]
- thought it was because their business was affected by the opening of ARK11 nearby as long queues at Drip is quite a common sight [turns out that the long queue started at around 12:30AM-1AM as Drip posted about the queue on their IG story]
- there were ppl waiting at the big area outside of the club probably for their friends / to pre-drink
- saw a few taxis dropping off club goers
- first they check our nric, before scanning our tickets. we were then given the chop + the free drink tickets
- then came bag check and we were told to empty our bottles
- security and staff outside were professional and friendly
- most of the club goers seemed to be around our age

during

- when we entered, there were not much people around and no one was dancing or gathering at the dj booth for both rooms. however, there were groups of people drinking at the sofa and tables. (as it was still early on in the night)
- it started to get crowded from around 11:30pm onwards and there was a huge difference in crowd from when we first entered.
- more people were drinking and getting drinks from the bar [need to queue but it was unclear which part was to order the drinks, which part was to redeem the drinks]
- we redeemed the drinks at the start of the bar. when we wanted to buy more drinks, apparently we had to go to the end of the bar, order and then come back to the start of the bar with the receipt before getting the drinks aka walk twice & repeat order twice.
- when its midnight, more people are gathering at the dj booth area and dancing. altho there were some ppl just standing around (sometimes in the middle of the crowd) and not doing anything like alone and just blocking the way tbh.....
- we spent most of our time at salt room as the music there was better. we did went up to main room twice and saw how the crowd grew from earlier but got turn off when people started chanting????? [even the djs called them out and said they were lame] so we went back down where people dont chant and just enjoy the music
- salt room also got crowded over the night [there were 2 djs throughout the night, some songs were repetitive and the second half got hypeman]
- lighting and visuals were quite blinding if u stood at certain places [like the laser kinda lights gets in ur eye sometimes]
- ez to navigate to toilet since i knew where they were at but experienced both toilet doors not being able to lock for both cubicles in main & salt room
- at 2am we were defeated and we sat down on a sofa [luckily no one chased us away so we were just observing the crowd and even tried to airdrop our survey hahahah]
- dj made an announcement that its the last song and they ended at 3am. headed up to main from salt room to exit the club. as the lights were on, we could see clearer how the club interior actually looks like.
- bouncers were "fiercer" as they redirected ppl to exit the club in the correct direction and their tone sounds annoyed when ppl go in the wrong direction.

after

- there were soooo many people already outside the club when we exited. obv there were drunk people too
- it was a fun night with my grpmates tho, nice to see that everyone was letting loose
- usually i'll go for supper after clubbing but i was so tired from being in sch the entire day and the clubbing the night away hahaha
- we walked to 313's taxi stand to book grab as the outside of the club looks overwhelming and it would probably be hard for us to find the driver when they arrive. there were quite a bit of ppl at the 313 7/11 taxi stand also [probs just finish clubbing also but unsure if they came from drip]
- didnt have to wait long to find grab but the prices were insaneeee

- Taxis and grab are hard to find (opportunity for alternative service?)



after

- THE TOILET WAS HORRIBLE FOR BOTH UPSTAIRS AND DOWNSTAIRS. SMELLS LIKE PEE EVERYWHERE AND THE DOOR CANNOT BE LOCKED
- Even though that the floor was a bit slippery, people mind their step so even when we go upstairs, there were no accident
- When people walked outside, they seem to enjoy their night (smiley face, even got some random people posing while we took pic)
- The security was very professional and very strict. They really treated all of us as though we were drunk maybe? so maybe seems a bit rude but actually the nicest security at club that i ever encountered
- Many people were waiting for their taxi to come (not so much to walk towards train/ bus stop)
- A lot of stores were closed alr, only 7/11 that still open
- We did not feel hungry, just a bit gassy? probably because of the alcohol that came in
- Taxi were abit hard to find (since we then went to somerset and it was also the closing of ark11 club)

W9

W10

W11

W12

W13

W14

W15

W16

week 11



Survey Results and more

this week was about analysis on crafting our problem statement as well as analysing what was necessary from the survey we created for clubbers and non club goers.

surveying the audience

“Hello! We are a group of NAFA Year 2 students from BA (Hons) Design Practice. We are currently working on a service design project with Drip Singapore as our selected organization. Your participation in this survey is highly appreciated, as it will help us gather insights and opinions on clubbing culture in Singapore.

It is important to note that we have no affiliation whatsoever with Drip Singapore. Our intention is purely academic and not in any way connected to the mentioned organization.

Thank you!”

1.

How young are you? *

- ☐ 18-23
- ☐ 24-29
- ☐ 30-35
- ☐ 36-41
- ☐ 42 and above

Understanding the audience is key in this research so we structured the sentence in a casual manner like asking ‘how young are you’ rather than ‘how old are you’

2.

What is your gender? *

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Another generic question to generalise the audience.

3.

Do you prefer to spend time with yourself or with others (friends/family)? *

- ☐ Myself
- ☐ Friends/Family

understanding what kind of person the audience is, sociable/anti-social, introvert/extrovert.

4.

Its TGIF! What are your plans for tonight? *

- ☐ Bar Hopping
- ☐ Catch a movie
- ☐ Club the night away
- ☐ Eat at a nice place
- ☐ Go for a workout
- ☐ Netflix & chill
- ☐ Other...

leading the question and identifying the type of activities the audience would engage in, hoping to find opportunities

5.

We'll love to hear your take on clubbing! How do you feel about it? What are your impressions and opinions? *

Long answer text

keeping the question of clubbing open ended so we can gain insight on clubbers/non clubbers impressions

6.

What are your thoughts on individuals who enjoy going to clubs? *

Long answer text

looking at whether people have a stigma or are judgemental toward club goers

7.

Are you into clubbing? *

☐ Yes

☐ No

☐ Used to but not anymore

due to our brand being about a club its only natural to ask this question. also because its not something for everyone so its useful data to find out based on the number of responses.

8.

What do you know about Drip Singapore?

Short answer text

asking this question allows us to gauge whether Drip is known as a club and the impressions on those who have or have not been to it.

9.

Have you ever been to Drip Singapore? *

☐ Yes

☐ No

gathering data on whether club goers have ever been to Drip and if it is popular at all

9.1

'Yes' for Have you ever been to Drip Singapore

Description (optional)

answering yes will bring them to this questionnaire page that leads to 'recommending drip singapore'

9.2

Will you recommend Drip Singapore to others? *

☐ Yes

☐ No

this is to gauge if the brand is indeed good and recommendable to people

‘answering the specifics of question 7 with a YES’

7a.

Are you into clubbing? *

☐

Yes

☐

No

☐

Used to but not anymore

'Yes'

Why are you into clubbing? *

☐

Dance

☐

Music

☐

Guest DJs

☐

Have fun with friends

☐

Special events

☐

Socialize and meet new people

☐

Unwind and go wild

☐

Vibes and atmosphere

☐

Other...

leading question to help understand why individuals go clubbing and seeing if we can form a certain direction through these results

How frequently do you go to club? *

- ☐ Rarely
- ☒ Occasionally
- ☐ Regularly
- ☐ Very frequently

the frequency will help create the type of experience based on the responses whether it should be something held frequently or less

Which of these clubs have you visited? *

- ☐ Yang
- ☐ Cherry
- ☐ Zouk
- ☐ Drip
- ☐ Marquee
- ☐ Ark11
- ☐ Headquarters
- ☐ Prism

gauging if Drip is popular as compared to other big names out there, especially when it was recently opened in 2022.

What do you enjoy about the clubs you have visited? *

Short answer text

we wanted to know some personal experiences from various club goers that would help us determine what Drip should have or is missing

'answering the specifics of question 7 with a NO'

7b.

Are you into clubbing? *

☐ Yes

☒ No

☐ Used to but not anymore

Why are you not into clubbing? *

☐ Expensive

☐ Feels unsafe

☐ No one to go with

☐ Noisy & crowded

☐ Not my kind of thing

☐ Other...

this is to find out from individuals who do not go clubbing because of specific reasons due to it just being an activity or anything else

If you were to go clubbing, which club(s) would you choose and why? *



Yang Club Singapore



Cherry Discotheque



Drip Singapore



Zouk Singapore



Marquee Singapore



ARK11



Headquarters



Prism Nightclub Singapore

Short answer text

this was to create a possibility of individuals who potentially would know about clubs and to see if the popular clubs would be chosen

‘answering the specifics of question 7 with a USED TO BUT NOT ANYMORE’

7c.

Are you into clubbing? *

☐ Yes

☐ No

☐ Used to but not anymore

Why are you not into clubbing anymore?

☐ Inflation

☐ Over that phase already

☐ Too old to club

☐ Other...

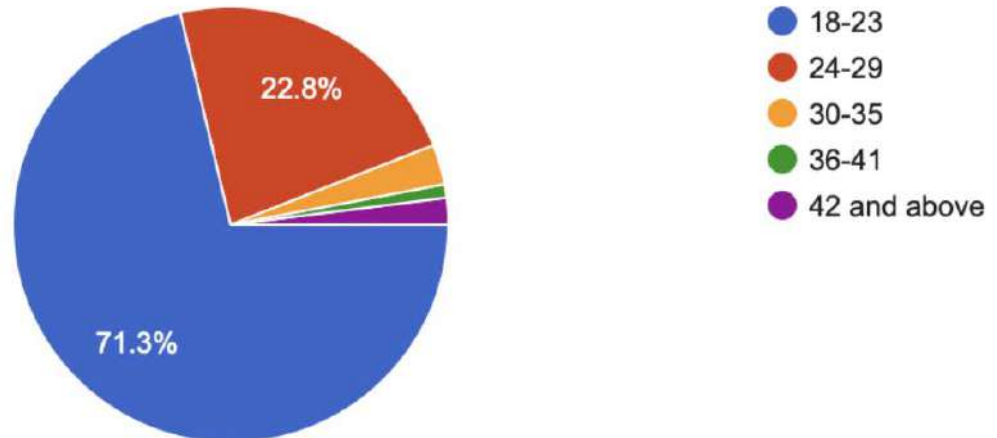
leading the question and asking further reasons for stopping clubbing to measure what has changed and seeing if theres something to be done about it

=RESULT ANALYTICS

1.

How young are you?

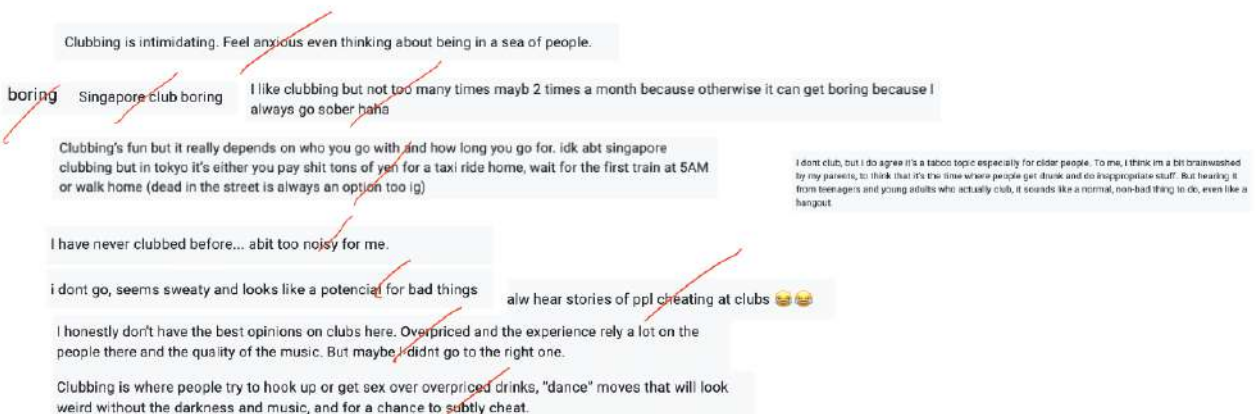
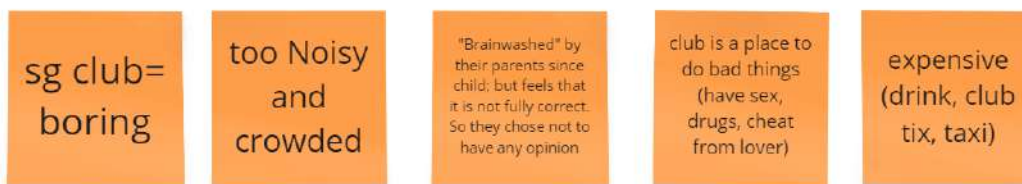
101 responses



2.

We'll love to hear your take on clubbing! How do you feel about it? What are your impressions and opinions?

101 responses



3.

What are your thoughts on individuals who enjoy going to clubs?

101 responses

turn
offs

stupid
and
immature

full of
energy

extrovert,
social
butterfly

4.

We'll love to hear your take on clubbing! How do you feel about it? What are your impressions and opinions?

101 responses

sg club=
boring

too Noisy
and
crowded

"Brainwashed" by
their parents since
child; but feels that
it is not fully correct.
So they chose not to
have any opinion

club is a place to
do bad things
(have sex,
drugs, cheat
from lover)

expensive
(drink, club
tix, taxi)

Clubbing is intimidating. Feel anxious even thinking about being in a sea of people.

boring Singapore club boring

I like clubbing but not too many times maybe 2 times a month because otherwise it can get boring because I always go sober haha

Clubbing's fun but it really depends on who you go with and how long you go for. idk abt singapore clubbing but in tokyo it's either you pay shit tons of yen for a taxi ride home, wait for the first train at 5AM or walk home (dead in the street is always an option too ig)

I dont club, but I do agree it's a taboo topic especially for older people. To me, I think im a bit brainwashed by my parents, to think that it's the time where people get drunk and do inappropriate stuff. But hearing it from teenagers and young adults who actually club, it sounds like a normal, not-bad thing to do, even like a hangout

I have never clubbed before... abit too noisy for me.

I dont go, seems sweaty and looks like a potential for bad things

alw hear stories of ppl cheating at clubs 🤔🤔

I honestly don't have the best opinions on clubs here. Overpriced and the experience rely a lot on the people there and the quality of the music. But maybe I didnt go to the right one.

Clubbing is where people try to hook up or get sex over overpriced drinks, "dance" moves that will look weird without the darkness and music, and for a chance to subtly cheat.

5.

What do you know about Drip Singapore?

35 responses

Negative

Bad
musicCrazy
queue

Ratchet

Slippery
floor

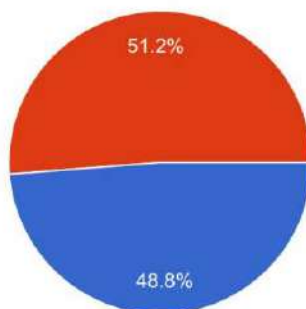
Positive

Famous
&
popularBetter
atmosphereMore
affordable
than other
clubsMore
affordable
than other
clubsSafer
place to
get drunk

6.

Have you ever been to Drip Singapore?

41 responses



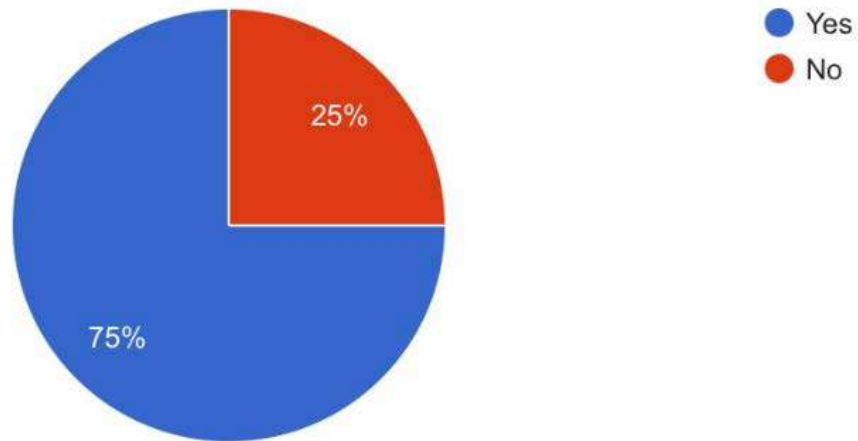
● Yes
● No

Most of the ppl
who went to Drip
would willing to
recommend it to
others

7.

Will you recommend Drip Singapore to others?

20 responses



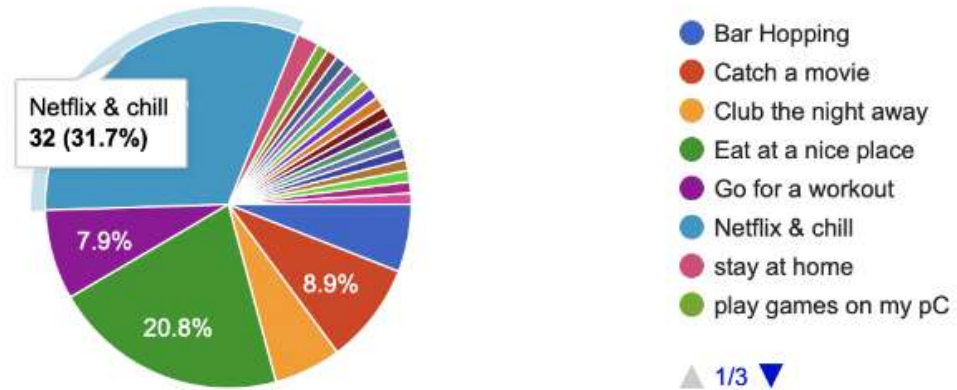
There were many relevant results that lets us understand the audience better. So we tried to think along these lines about what can be done to elevate the experiences

=other notes



Its TGIF! What are your plans for tonight?

101 responses



What do you enjoy about the clubs you have visited?

19 responses

The djs and vibes

The music and the interiors of the club

the company i was with plays a huge part on my enjoyment at clubs but i also think the general audience that a club usually attracts plays a part on like vibes and general safety?

If you were to go clubbing, which club(s) would you choose and why?

60 responses

Ark11, because of the experience and the interior like being in a spaceship. that's interesting to me and would support the overall experience i think

cherry discotheque, chairs looks comfy hehe

Marquee, Zouk, Prism. I like big spaces and cool lightwork

Ark11, new and cool place, not the usual club

maybe zouk or drip cause I like the lightings

headquarters, because i like the music and the space is not really an issue for me

Prism, just because the lights looks nice

Marquee because of the hype and I want to see the slide..

marquee singapore, because sometimes some famous DJs can perform

Any club that have a table game like billiard, atleast I can play something else

interview questions for club goers

We wanted to find out more about the Drip club goers, so we decided to come up with some interview questions to see what kind of answers we would get for people who have been to Drip and what kind of opportunities lie.

interview question [1]

How did you know
about Drip?

1. yiming intro me

2. Megan

3. yiming intro me

4. I knew about drip through insta

5. Ex

6. social media

7. from a friend

8. from friends

9. Friends and social media

10. through my friends

11. Friends

12. because of my friend

13. From my friends

14. My friends brought me there

15. recommended by friends

16. Word of mouth

17. Friends

interview question [2]

Why do you choose to
go to Drip?

1. yiming ask me go

2. Megan force me go

3. cuz drip big n music pretty lit

4. Ex

5. i only go during special events

6. i am curious about the hype

7. the ambiance is quite chill and less intimidating than high end clubs.
suitable for early 20s

8. Because it sounded fun at the time

9. bcs of my friends

10. Wanting to try other clubs other than zouk/marquee

11. bcs Drip is famous for its underground vibes (told by a friend). I just want
to hang out with my friends, my first time of going to club!

12. Cause they say it got alot of young ppl. It was my first time going to club
in Singapore since it is v cheap the price entrance (compared to other club)It
was my first time going to club in Singapore since it is v cheap the price en-
trance (compared to other club)

13. like their logo

14. their fame

15. It was a new club and I heard there was good music and a few different
rooms. There was hype when Drip first opened

16. Friends wanted to go

interview question [3]

Please share your
experience at Drip. (e.g
what do you like or
not like)

1. music good, floor too squeezy

2. Megan make me carry her bag

3. like their music n space, however their floors damn nasty n slippery

4. Bad music, tight staircase

5. i hate the toilets, very dirty and smelly

6. i went drip twice only and the first time i got the drip virus that lasted for 2 weeks and it wasnt good. the club itself is very mid and there r alot of ppl my age, which i think is quite icky and sometimes theyre creeps. also disgusting toilets.

7. the vibe is fun however the space could be bigger

8. It was terrible so I stopped going. It was always overcrowded, dirty, and messy. Always having problems one. And the drip flu got me like bedridden

9. its great if u come w great company

10. the mix was nice but when it was so packed and hot when I visited, salt room was too packed and got smoke everywhere

11. I really love how it does not look like a "club", more like a retro vibe. The first entrance was very much memorable, because it really gives "fancy" underground.

12. I LEGIT LOVE THE VIBE!we usually go there at 10 then go home until the lights on! Even after club right, we still are energized because we really enjoy our time

13. I had a lot of fun there, enjoyed dancing on the stage in saltroom. Also because it has 2 diff floor.

13. Bottle service took a while, but aside from that it was really fun. I liked the lights and the interior design, it was interesting without being corny

14. Don't like: Quite boring LOL, Like: 2 floors

interview question [4]

What do you typically do
before visiting Drip? (e.g
dinner, pre-drink, etc)

1. Dinner and pre drink

2. pre drink outside drip

3. Work

4. dinner n predrinks at a bar

5. i dont do anything, j get ready and go

6. dinner and just hangout with friends

7. I stopped going to drip so this isn't before drip, this is before partying. I usually have dinner a lot while before. Then I get ready and meet my friends for pre game

8. pre drink

9. Eat food! fr pre drink? depends. If I go with more than 5 ppl then, yes. My fav part is to dress up/ make up together

10. Pre drink! cause i wont buy anything there since it will be ex

11. makeup and eat dinner

12. -I put on my favorite makeup and choker which I rarely show up with. (Inviting another me to come out) -I had a full glass of wine as my pre-drink _ Also because it has 2 diff floor.

13. I only went there once, but I just met my friends there straight from home

14. Drink in hall/outside drip

interview question [5]

What activities do you
engage in while at Drip?

1. vibe to music

2. Drink, dance and act like an idiot

3. have fun with friends and get the free bottle promo

4. Fornication

5. singing n dancing to da music

6. dancing with my friends and drink

7. dance and drink

8. Dancing lor

9. dancing, prancing, jumping, drinking

10. Sing along, drinking, and hyping people up

11. Dancing, taking picture and vibing with my friends. Basically, be WILDIN

12. Vibing, going up and down to try their different rooms

13. the vibe

13. I was dancing from 11pm all the way til 2am, high-five and hugging other LGBTQ+ ppl
-I believe I had 4 house pour drink [only]

14. Piak piak uh

15. Vibing with friends

interview question [6]

What do you usually do
after leaving Drip? (e.g. go
home, have supper)

1. supper

2. Eat supper to replenish the lost amino acids

3. most of the time is go home haha

4. Home

5. GO HDL!!!

6. i usually always go home

7. go home

8. I get supper and wait for the first transport back

9. dependss go home if im not broke, sleep on streets if im broke.

10. go home

11. Supper! cos we got hungry and tired. Then we go home by grab

12. Supper, then go home by grab

13. go home and relax, if I'm drunk ill go home and sleep on the floor because I can't take shower

13. directly go to sleep without taking shower zzzzzzzzzz rest for two extra days to bring myself back to this god damn reality.

14. Swee choon then piak piak uh

15. go home

interview question [7]

Do you prefer spending more time in the main room or the salt room?

1. salt room
2. Main room
3. main room
4. Salt
5. main room cuz salt room too smoldont rly like the young crowd, alot of yps
6. salt room
7. main room
8. I don't remember which is which because I stopped going already
9. main room obv
10. Main room
11. Supper! cos we got hungry and tired. Then we go home by grab
12. Main Room! cos downstairs are too hiphop-ish. BUT! downstairs r more aesthetic
13. saltroom
14. -before drunk: Salt room, which I consider private and comfortably crowded. They got better music when I was sober(before 2am).
-After drunk: main room, cuz salt room was too crowed that you can smell Ang mo sweat kind. bass was too loud.
15. The main room, the salt room is a bit sweaty..
16. Main room

interview question [8]

Do you usually purchase additional drinks besides the complimentary ones?

1. nope

2. Yes

3. if not enough then i will go for the jug

4. No

5. nope

6. nope

7. depends

8. No, expensive. But sometimes guys buy me drinks.

9. occasionally

10. No

11. No, ex

12. too crowded, we're too lazy to queue

13. Yes of course

14. Yes, high alcohol tolerance

15. Depends, I usually do when I'm with my clubbing friends since they drink a lot

16. No

interview question [9]

Why do you return to Drip
or what would motivate
you to revisit Drip? (e.g.
free drinks, music, ticket
price, etc)

1. if yiming jio me

2. Megan

3. the free bottle promo quite worth

4. No, it's expensive

5. music? but i wouldnt rly choose to go there if i had a choice i like the inte-

6. the unique venue

7. music and ambiance. maybe can get a cute guy HAHAH

8. Better experience inside the club. Drip underdelivers on expectations.

9. friends

10. the vibe was nice everyone was so hype and around the same age

11. I rarely go there, so i dont really know

12. yes ofc we will revisit! what motivates us the most is bcs of the song and the price!

13. the vibe and music, when I was in drip, I really enjoyed dancing in the crowd

14. -Escapism YES. -Ticket price very affordable

15. Honestly just my friends wanting to go, but that's only because I like

15. Drinks, cheaper price and better musicclubbing

interview question[10]

Is there any service that
you wish was available at
Drip but currently isn't?

1. free drinks

2. Not really!!

3. idts ah

4. Free water

5. just cleaner toilets in general

6. not really

7. hmm noo

8. Games? Like beer pong and etc

9. better music

10. i wish it is more like marquee's one. For them to have like a photobooth/
other game attraction [slides_

11. locker/ anyplace for us to store our bag during clubs
free food?:Dsnacks?
place for us to seat!! even a small one
- ladies night, free flow drink? [from prism] like before 12, they can buy 1
glass and have a free flow drink

12. I wish the stairs were wider because currently if there r a lot of ppl walk-
ing on it, its easy for us to stumble, especially when we re drunk

13. FREE WATER PLS

- kick DJ's ass when they put on wrong/awful beats to turn me off terribly
[Nice club with nice DJ recommendation: Roxie from Shanghai]
- secret spot where I can kiss my gf

14. Piak piak uh

15. No

W9 W10 W11 W12 W13 W14 W15 W16

ticket pricings

Drip **Price range: SGD 25 - 53.37 ++** **Launch date: July 2022**

	Ladies	Men	Special
Weekday	Wed Walk in tix - entry + 1 drink - SGD 25 Fri presale tix - entry + 1 drink - SGD 32.52	Wed walk in tix - entry + 1 drink - SGD 30 Fri presale tix - entry + 1 drink - SGD 32.52	Wed free entry before 12 ladies house pour all night - SGD 10
Weekend	Early bird - entry + 1 drink - SGD 27.29 Presale - entry + 1 drink - SGD 32.52	same with ladies	Special event: early bird - entry + 1 drink - SGD 42.99 presale - entry + 1 drink - SGD 53.37

Zouk **Price range: SGD 20 - 100 ++** **Launch date: 1991**

	Ladies	Men	Special
Weekday	Standard entry only with no drink - SGD 20 Standard entry with free 2 drinks - SGD 30	Standard entry only - SGD 25 Standard entry with 2 free drinks - SGD 40	Wednesday - First 200 ladies get free entry
Weekend	Standard entry only with no drink - SGD 20 Standard entry with free 2 drinks - SGD 40	Standard entry only with no drink - SGD 25 Standard entry with 2 free drinks - SGD 50	All-access ticket - SGD 100 Special event: Standard entry with 2 drinks - SGD 75 All-access ticket with 2 drinks - SGD 100

Headquarters **Price range: SGD 36.92 - 78.17 ++** **Launch date: 2016**

	Ladies	Men	Special
Weekday	Entry only - SGD 35 + 1.92 fees Entry + SGD 60 drinks credit - SGD 75 + 3.17 fees	Same with ladies	
Weekend	same as weekday	same with ladies	

Yang **Price range: SGD 20 - 50 ++** **Launch date:**

	Ladies	Men	Special
Weekday	entry + 2 drinks - SGD 25 (presale) entry + 2 drinks - SGD 30 (tix at door)	Same with ladies	Wed - ladies free entry till 1230am
Weekend	entry + 1 drink - SGD 20 (presale) entry + 2 drinks - SGD 30 (tix at door)	entry + 1 drink - SGD 20 (presale) entry + 2 drinks - SGD 45 (tix at door)	special event: presale - entry + 1 drink - SGD 30 Tix at door (before 12am) - entry + 2 drinks - SGD 35 tix at door(after 12am) - entry + 2 drinks - SGD 50

Prism - Currently not selling any presale ticket **Price range: SGD free - 90 ++** **Launch date: 2017**

	Ladies	Men	Special
Weekday	Free for entry	Free for entry	Ladies: Wed 10-12am - free entry + freeflow drinks(end at 1130pm) Men: Wed 1130 - late - free entry (1130pm-1230am) OR free flow ticket - SGD30 entry + 1 drink - SGD 40 (tix at door)
Weekend	Sunday free for entry always arrange special event on Sat	Same with ladies	Special event: entry + 1 drink - SGD 60 (early bird) entry + 1 drink - SGD 80 (regular) entry + freeflow tix - SGD 90

Cherry Price range: SGD 25 - 45 ++ Launch date: 2016

	Ladies	Men	Special
Weekday	Entry +1 drink - SGD 25 (early bird) entry + 1 drink - SGD 35 entry + 2 drinks - SGD 45	same with ladies	Ladies - Wed - free entry before 12 Wed - walk-in - entry + 1 drink - SGD 30
Weekend	same as weekday		

Marquee Price range: SGD 40 - 100 ++ Launch date: April 2019

	Ladies	Men	Special
Weekday	entry - SGD 40 (online tix) entry - SGD 50 (tix at door)	entry - SGD 50 (online tix) entry -SGD 60 (tix at door)	Expedited entry - SGD 100
Weekend	same as weekday	same as weekday	

ARK11 Price range: SGD 30 - 60 ++ Launch date: September 2022

	Ladies	Men	Special
Weekday	Wed free entry Fri - entry + 2 drinks - SGD 35	Wed&Fri - entry + 2 drinks - SGD 30 + SGD3 booking fee	
Weekend	entry + 2 drinks - SGD 35	entry + 2 drinks - SGD 45	Special event: Ladies - entry + 2 drinks - SGD 50 Men - entry + 2 drinks - SGD 60

We wanted to analyse the ticket pricings to compare market pricing among the clubs to gauge how Drip fairs as a club among the competition based on what they offer. This was also to find out more about what other clubs offer within their ticket pricings.

W9

W10

W11

W12

W13

W14

W15

W16

week 12



Solution and Branding

this week is all about establishing our solution and creating our brand identity for the peer presentation deck that we were hard at work on.

random idea#1



'out of nowhere' interview

TYLER - 24y/o

- hip hop - drip offers salt room
 - enjoy and know that music will be good and predictable
 - would throw parties at his place but its not everytime
- HIP HOP!
- company, convenience can just buy there even tho its ex (variety of choices)
 - cleaning up
 - safety - staircase
 - queue management seems okay
 - dont eat supper
 - inflatable pop-up - isit same dj????
 - restrictions of that
 - run out of energy,
 - the space doesnt make him feel like he cannot let loose

problem statement 1

¹ nightlife to be considered a way of life dancing and socialising are an important and fundamental part of the cultural life of cities and we aim to make it easier for people to change their perspective and indifference towards clubs and their activity. Tackling club culture and the stigma attached to it while restoring it as a space for knowledge, socialisation, experimentation and freedom. ² Dancing and socialising are an important and fundamental part of cultural life of cities but there is negative perception attached to the clubbing culture. We want to reshape the narrative of this culture and foster a more positive and open-minded perception among the general public. By changing the way people view clubs, we can create a more inclusive and vibrant clubbing culture. ³ Dancing and socializing are important and fundamental aspects of city cultural life. However, there is a negative perception associated with clubbing culture. Our goal is to redefine this narrative and promote a more positive and open-minded perception among the general public. By altering the way people perceive clubs, we can cultivate a more inclusive and vibrant clubbing culture. ⁴ **Dancing and socializing are essential and integral aspects of city cultural life. However, clubbing culture is often associated with a negative perception. As the design team of Drip Singapore, our goal is to redefine this narrative and promote a more positive and open-minded perception among the general public. By changing the way people perceive clubs, we can foster a more inclusive and vibrant clubbing culture, setting Drip Singapore apart from other clubs.**

problem statement 2

¹ oversaturation of clubs in singapore, making some clubs lose the appeal. clubbing to be viewed as a way of life limited space ² In recent years, there has been an oversaturation of clubs in Singapore, leading to some clubs losing their appeal. With numerous options available, clubbing has become commonplace and lacks the exclusivity it once had. To revitalize the nightlife scene, it is crucial to shift the perception of clubbing from a mere activity to a way of life. By emphasizing the unique experiences, music, and atmosphere that each club offers, we can reignite the allure and make clubbing a sought-after lifestyle choice once again. ³ Our aim is to revitalize the nightlife scene and shift the perception of clubbing from a mere activity to a way of life. ⁴ **Clubbing and "nightlife" have traditionally been associated with negative perceptions. As the design team at Drip Singapore, our goal is to challenge these stereotypes and redefine clubbing. We aim to portray it not only as a nightlife activity, but as a lifestyle centered around music and dance. How can we offer more than just clubbing culture and set Drip apart from other clubs?**

problem statement 3

¹ negative perception, offer more than just clubbing culture ² Clubs and nightlife have often been linked to stereotypical vices often involving alcohol, drugs and frivolous activities that paints it in a negative light. That's why Drip is exploring various ways to enjoy clubbing and to help you appreciate the world of sound and dance with your friends. ³ Clubbing and 'nightlife' has long been associated with bouts of excessive drinking, drug abuse and frivolous activities that paint it in a negative light. That is why our creative team at Drip aims to explore ways to break the barriers on clubbing as a way of life, but a space inclusive of life itself. ⁴ Clubbing and "nightlife" have often been associated with excessive drinking, drug abuse, and frivolous activities, leading to negative perceptions. As the design team at Drip Singapore, our goal is to find ways to challenge these stereotypes and redefine clubbing not only as a lifestyle but also as an inclusive space that celebrates life itself. ⁵ **Clubbing and "nightlife" have long been associated with excessive drinking, drug abuse, and frivolous activities, leading to negative perceptions. As the design team at Drip Singapore, our goal is to challenge these stereotypes and redefine clubbing as not only a lifestyle but also an inclusive space that celebrates life itself. How can we offer more than just clubbing culture and set Drip apart from other clubs?**

problem statement 4

¹ Dancing and socializing are an important and fundamental part of the cultural life of cities. We aim to make it easier for people to change their perspective and indifference towards clubs and their activities. ² Dancing and socializing are an important and fundamental part of the cultural life of cities. As the design team at Drip Singapore, we aim to make it easier for people to shift their indifference towards clubs and their activities. So, how can we set Drip apart from other clubs? ³ Dancing and socializing are an important and fundamental part of city life. As the design team at Drip Singapore, we aim to bring clubbing culture that is centered on dance and music to the forefront. So, how can we set Drip apart from other clubs? ⁴ Dancing and socializing are an important and fundamental part of city life. As the design team at Drip Singapore, we aim to elevate the clubbing culture by placing dance and music at its core. ⁵ In Singapore, a city known for its vibrant nightlife, there is no shortage of clubs. With such a competitive landscape, it is crucial for Drip to establish itself as a long-lasting presence in the local scene. ⁶ So, how can we create unique experiences that sets Drip apart from other clubs? In Singapore, a city known for its vibrant nightlife, there is no shortage of clubs. With such a competitive landscape, it is crucial for Drip to establish itself as a long-lasting presence in the local scene. So, how can we create distinctive experiences and cultivate a secure clubbing environment that sets Drip apart from other clubs?

value propositions



We decided to go with problem statement 3 ' Clubbing and "nightlife" have long been associated with excessive drinking, drug abuse, and frivolous activities, leading to negative perceptions

consulation

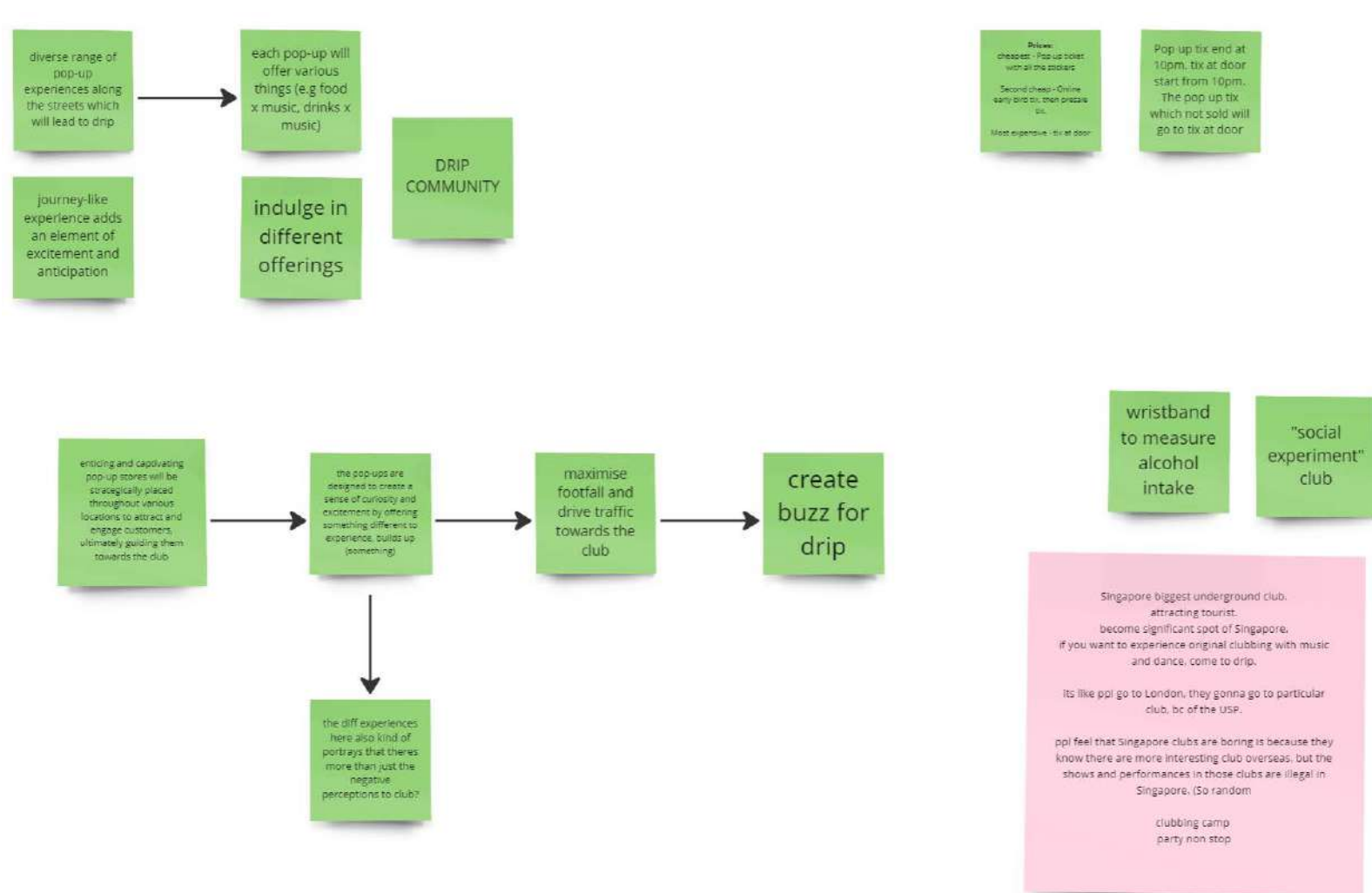
Presentation Notes

- Will drip be safe and boring?
- Is drip opening on other days?
- Find places which are important, interesting
- What is the direction? Alcohol? Relationship?
- Something unique?
- What is the next level of clubbing?

Reflection

- Club cannot lose its identity and be too unsrisky
- Should we find other days to open? (Focus point the 3 days open or the rest days)
- Direction - activities and events (business - more related to service design)
- What is the journey of our created events. The quality

random idea#2



We decided to go with this idea as we wanted to think about a way that Drip can go in a direction that would set itself apart from other clubs without being too much and completely changing the brand.

This was when we had a lot of different ideas come together to form a whole journey and experience that we hope can elevate our brand and really make it a special journey.

slides flow



So far this is the flow of slides for our presentation that our group discussed about and how we wanted to structure it. We believe that it would explain what was necessary about our project and what we wanted to show. We also had some research that would further boost our ideation processes

some clubs THAT CLOSED

As a problem statement, we knew that we wanted something that was not entirely in depth as we didn't want to make clubbing look bad or serious.

So we thought about how Singapore has many clubs, but yet there are only a few clubs that are regularly mentioned when people think of clubbing.

We found out that there are a number of clubs that are no longer around due to different reasons such as management and lack of business.

We knew that this was an opportunity to explore the future of clubbing so that Drip can be a part of the clubbing scene as one of the go to clubs in Singapore.

Arena



This was one of the first club tenants as part of the newly-revamped Clarke Quay. It had live bands and some pretty trashy Top 40s tunes, but it was a hit with young clubbers. The most memorable nights came when the club hosted its shot competitions on stage, complete with vomit buckets on the side.

The Butter Factory



The Butter Factory: One of the frontrunners in changing the club scene when it first opened that offered things like bottle service and themed music rooms. It was also an unofficial gathering spot for the LGBT crowd. Its relocation to One Fullerton was a swanky move, and also how we last remember it.

~~Cafe Del Mar~~



One of the first swish beach bars to open on Siloso Beach, this place was Ibiza transplanted to our shores. While it used to hold super cool daytime and evening parties, the club-lounge quickly fell into disrepair and was subsequently occupied by Mambo Beach Club, which also closed.

~~DBL-0~~



Remember when Roberston Quay was home to a bunch of clubs? Well, this corner unit club always had lines out the door and people strewn all over the streets, many of whom were NSFs.

~~Kandi Bar by Hed Kandi~~



This one's a little hard to remember. Occupying the narrow space in Clarke Quay, it's gone through a bunch of tenants like Filter and the Yellow Submarine Bar. This one had a huge international record label [the one that's famed for the illustrated women in fancy swimsuits] behind it.

Zirca



Zirca was not one to disappoint. Before Marquee Singapore appeared on our shores, this massive three-storey establishment at Clarke Quay was one of Singapore's biggest partying spots. There were a couple of iconic cages that dotted the venue, so if you were looking for some attention, you could crawl into one of them and shake your stuff. The space has now been taken over by Zouk.

Rebel



A subsidiary of the more massive Zirca, Rebel also boasted many vertical rails that look like cages. Revellers often showed up decked out in animal prints—leopard, zebra, tiger—to dance to its line-up of hip-hop and R&B tunes. Sadly, Singaporean clubbers with a wild side no longer have a Night Safari to call their own.

Rebel



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Play



used to stand where the current retro NINETEEN80 club is along Tanjong Pagar road. Queues would snake around the building on popular nights, such as the start of semester break for university students.

With a cover of \$15 inclusive of a drink, this gay club was a low-budget way of having fun and meeting potential hookups if men from Grindr weren't responsive.

Home Club



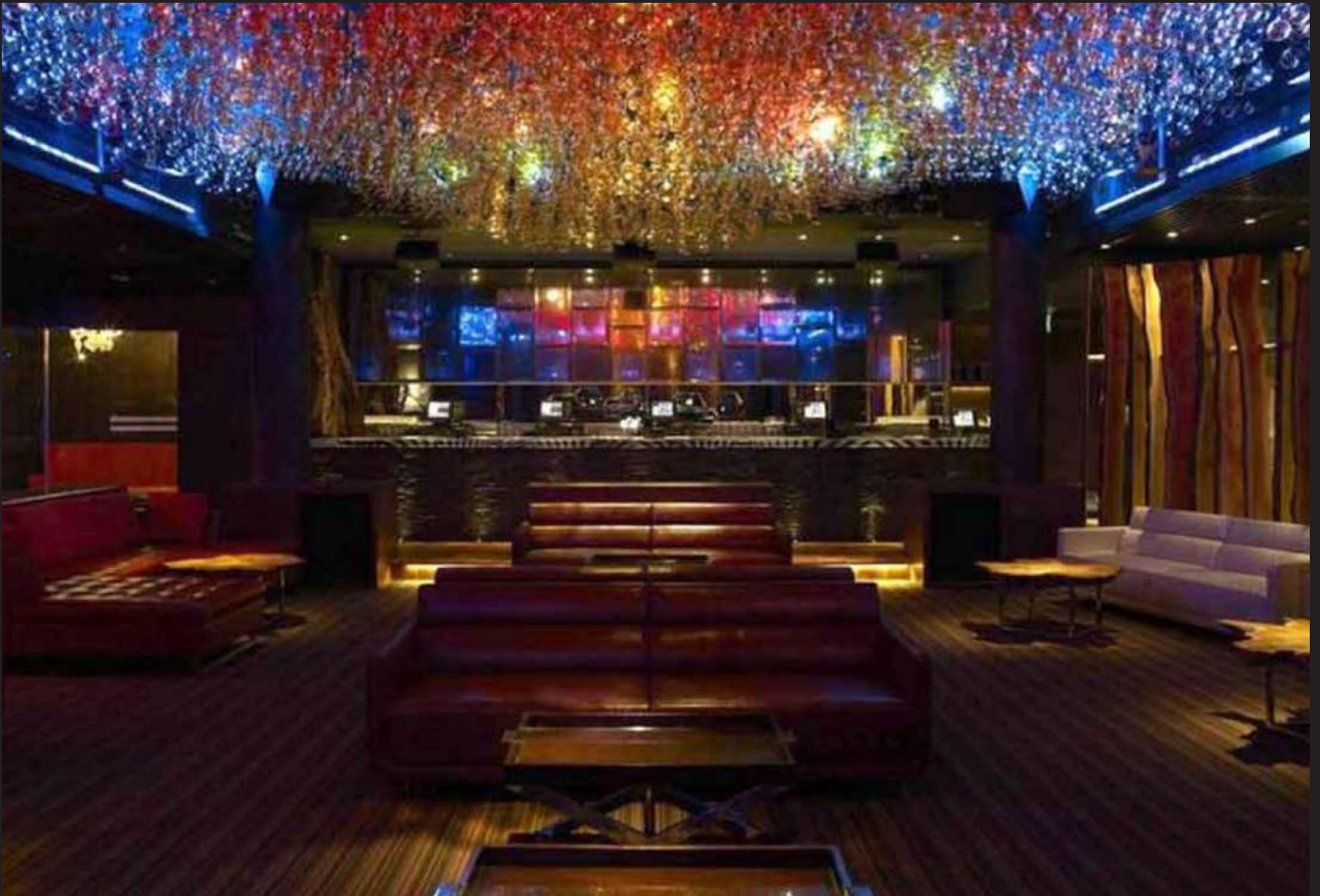
was the only club a hipster would call home. With its windows laminated in black, those not in-the-know might have missed it along the Boat Quay riverside. It often brought in indie music acts and live bands, giving our local music scene a boost. LASALLE and NAFA students dressed in black would often flock to the club or simply smoke at the riverside while talking about their latest artistic endeavours.

~~Avalon~~



This club opened to much hype, but it was short-lived. Alongside the “floating” Louis Vuitton store in front of Marina Bay Sands, one could often see the laser lights firing in the club after 11pm. It was rumoured to be the favourite hang-out of SQ girls, who deserve a fun night out in their home country after dealing with difficult passengers. But alas, its ridiculous cover charge and expensive drinks made it less of a destination for average Singaporeans, leading to its demise.

Pangsea



With a name like that and a location in Marina Bay Sands, it could only mean one thing: Pangaea catered to the crazy rich Asians of Singapore. You needed to have a certain net worth to enter the club, or knew someone who worked in the company. The luxe space was decorated with gorgeous marble finishes and 20,000 light bulbs to make everybody feel a little more atas. Apparently, the likes of Eduardo Saverin [Facebook's co-founder] hung out there.

W9

W10

W11

W12

W13

W14

W15

W16

Mink



Was one of the few clubs that favoured an older crowd. Located in Pan Pacific Singapore, the minimum age for guests to enter was 21 for women and 23 for men. It was also marketed as a high-SES club, but not as exclusive as Pangsea. This club brought in some of the world's best DJs and its resident DJs were well-loved by EDM fanatics.

Helipad



Rumour has it that this nightspot on the rooftop above a car park used to be a real helipad, hence the name. Helipad's fire escape staircase was also said to be a hookup spot for Singaporeans who could not tame their loins. Its resident DJ, DJ Ohan, spun the greatest house hits but you can't party with him any longer because he has since gone overseas—although probably not by helicopter.

process: first persona

After establishing the closed clubs, we decided to start on the visual aspects of the projects, looking at different art directions while Yi Lin creates a unique persona that can represent our brand as a club.

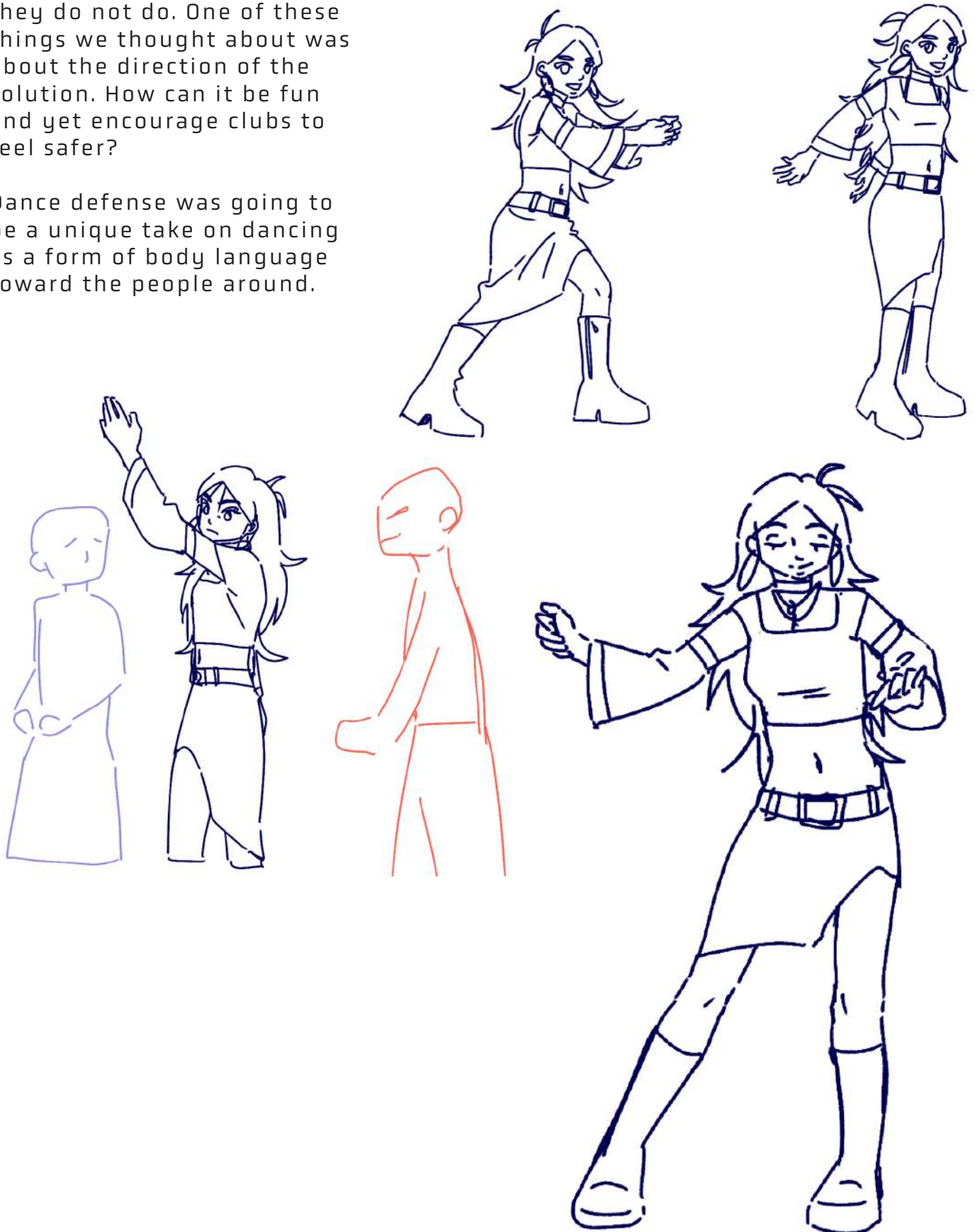


We wanted to make sure our persona represents a regular club goer and wanted to make sure it was clear enough to the audience.

process: dance defense

we talked about how our idea or solution could be a unique club experience while also thinking about what people do at the club and what they do not do. One of these things we thought about was about the direction of the solution. How can it be fun and yet encourage clubs to feel safer?

Dance defense was going to be a unique take on dancing as a form of body language toward the people around.



process: branding

Drip Trip

(PP Telegraf)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Drip Trip

(Indivisible)

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Drip Trip

(Articulat CF)

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Drip Trip

(PP Charlevoix)

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Drip Trip

(Area Normal)

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Drip Trip

(Stevie Sans)

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process: branding

Drip Trip

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INDIVISIBLE

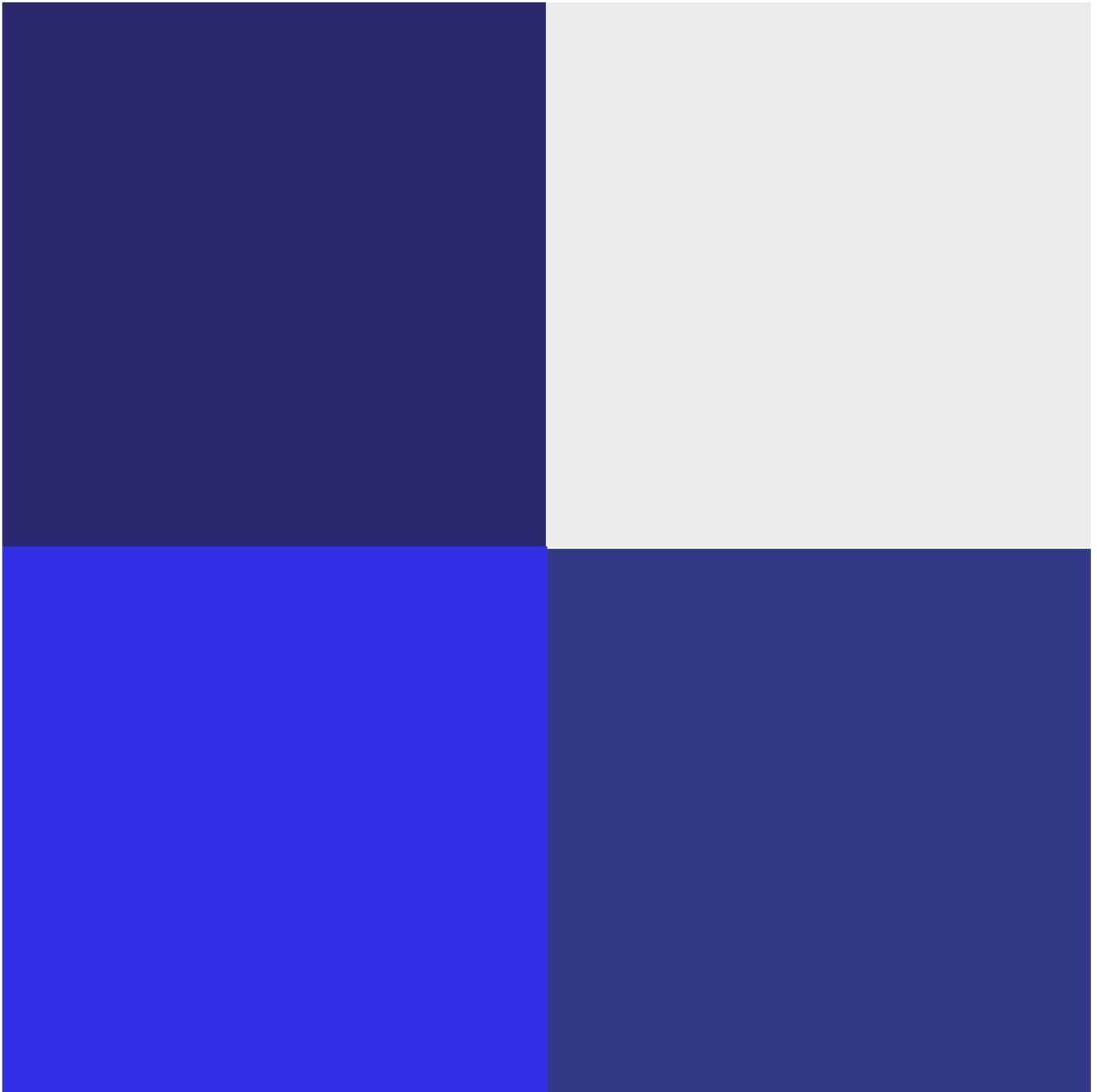
Indivisible is a good sans serif font for header as it can create a sense of boldness with the different styles and the sizing of the fonts.

Stevie sans

Stevie sans is a good font for text as it is very balanced even as the font size increases or the font is used as a subheader

W9 W10 W11 W12 W13 W14 W15 W16

process: branding



colours

The colours we wanted was similar to drip as we wanted blue in both dark and bright blue, along with grey to create a balance.

research: types of clubs

tuff club

This is a pop-up nightclub is held twice every week



upstairs by the council



In 2017, Headquarters added this new room upstairs, it is for ppl whoever feel tired in the red "cage" downstairs to relax.

1-Altitude Coast

Located at the top of the hotel, this club is a rooftop bar and also a growing club. There are swimming pools with views of the Singapore Strait and quirky food and cocktails, as well as classes such as sunrise yoga and meditation.



Ce La Vi



One of the top clubs, it boasts 360-degree views of Singapore and celebrity regulars dressed up.

tanjong beach club

Beach club in Sentosa. Offering exquisite dishes and creative cocktails from around the world, customers are advised to wear beachwear.



Lavo



Trendy New York at Marina Bay Sands is divided into restaurants that focus primarily on guests dining and dancing.

consulation

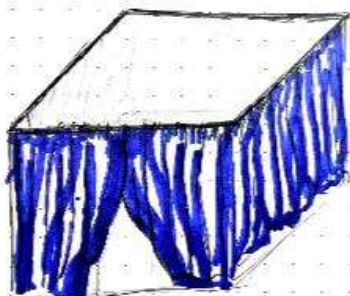
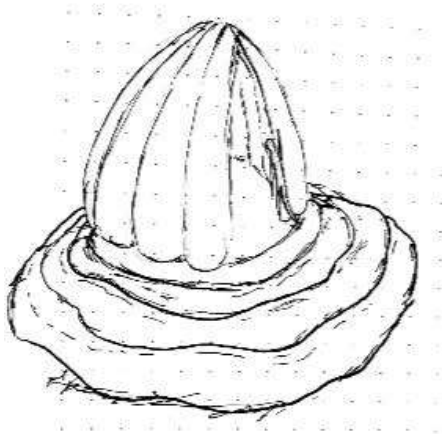
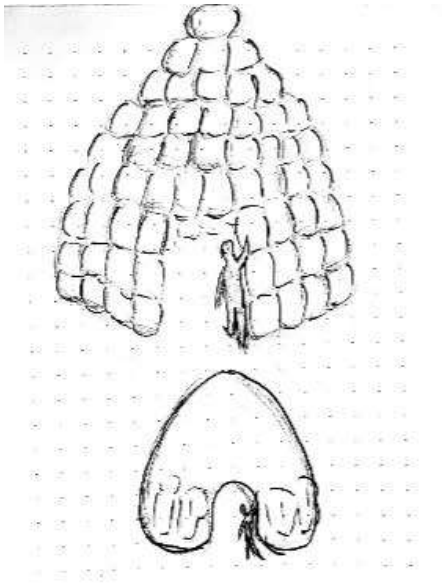
Presentation Notes

- Problem statement a little too broad and not an actual issue to tackle
- No clear direction
- Not a unique experience that already exists (eg why go there when can go bar?)
- What is the future of clubbing in a sense? Safety?

Reflection

- Think about a direction that feels unique
- Dance oriented activity? Fitness?
- Our pop up should be more special?
- How to connect the experience as a whole

my process: pop up space



my process: pop up space



inspirations

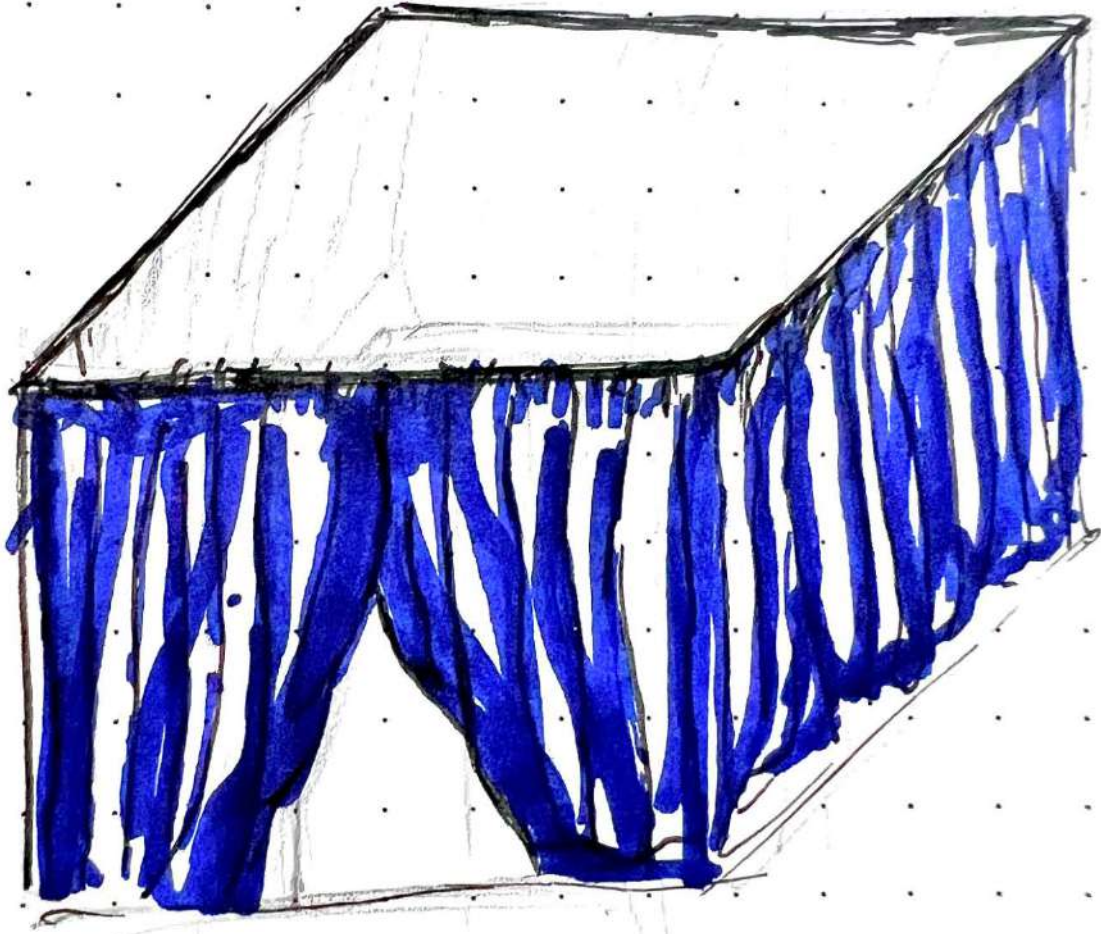
I was in charge of the pop up design and i wanted elements that would seem abit more street culture, while establishing a sense of luxury

I tried to think of different types of exterior while considering the fact that it should be easy to build and yet offer a unique spatial style.

I liked the usage of the curtains, the scaffolding, the concrete and the materials used for the space so I stuck with the concept of these 3 types of materials and elements that would go well with them

I also wanted everything to be blue and grey tones to create a contrast while keeping in line with DrIp's branding.

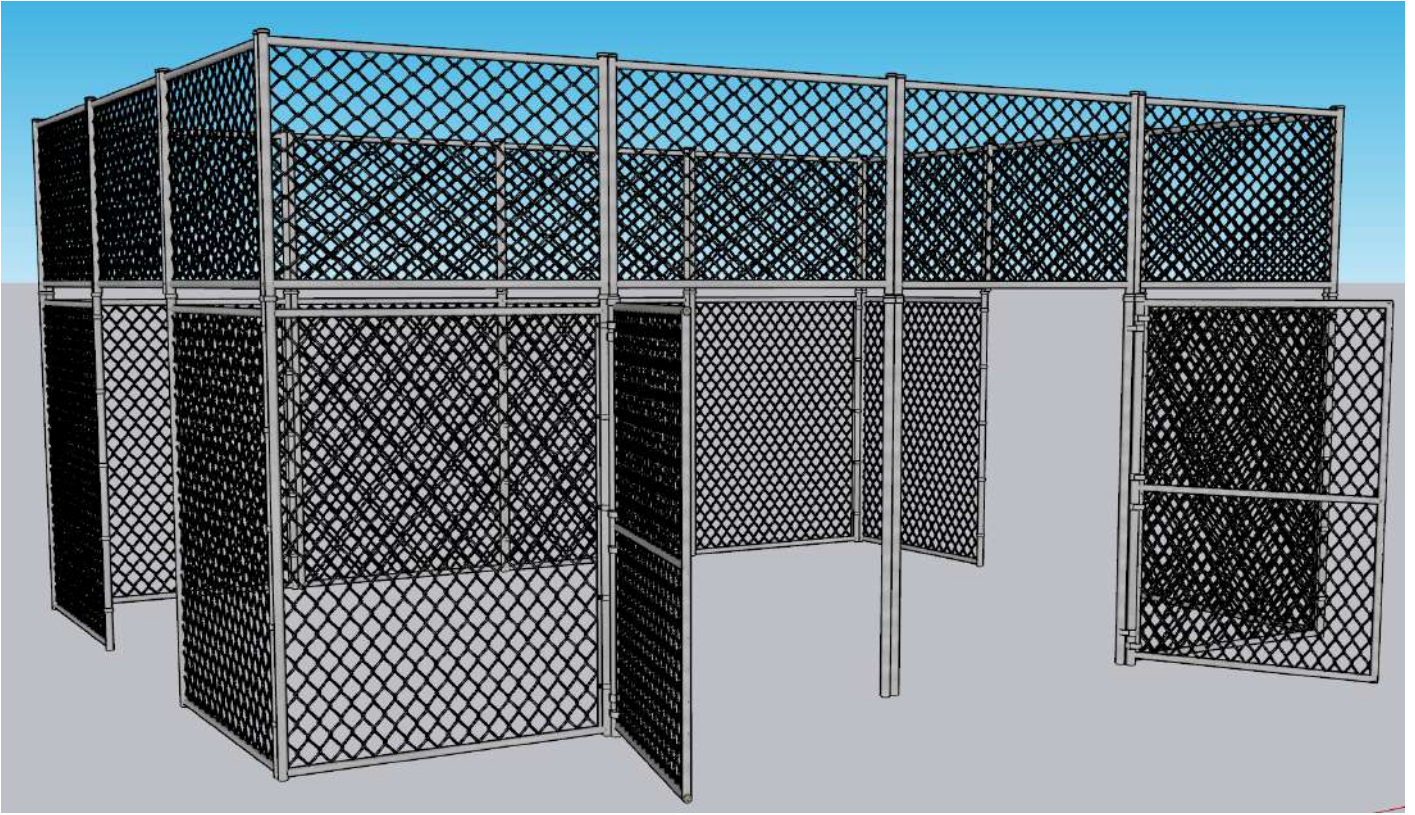
my process: pop up space



sketch

When creating the popup I wanted to show a certain luxurious aspect while pushing for a constructed element, making it match with the street culture, sketchy vibe of Drip's younger audience. The pop up was meant to be a space to incorporate different activities and be easy to build as a separate entity from Drip as well as being a once in a few months type of service.

my process: pop up space

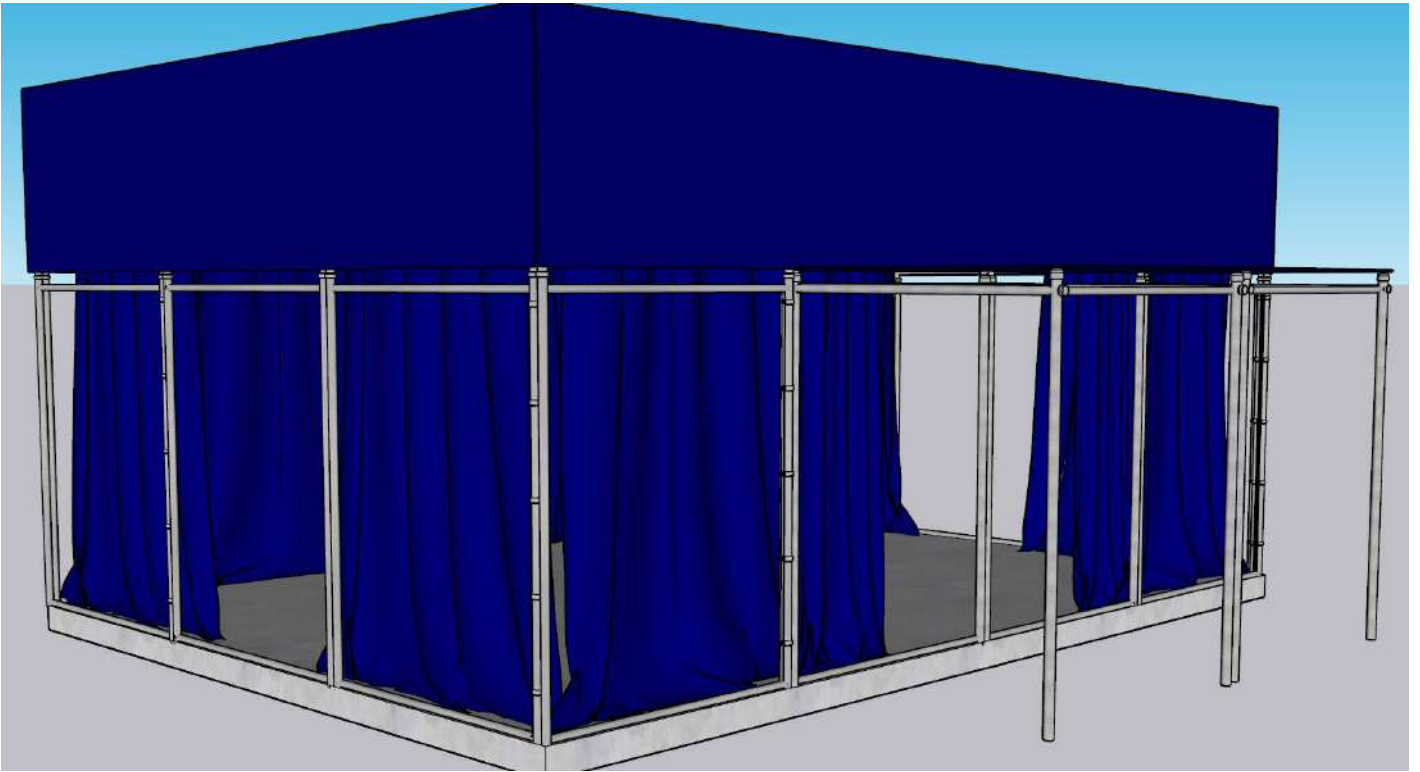


random caged idea

With this concept, I wanted to push the boundary of sustainability and thought of using fences as a structure.

But I think it would distract from the overall concept of a pop up space unless its elements of the interior were going to be a lot more prominent, as I still wanted a curtain design. Furthermore, it is impractical in public due to the chance of rainfall.

my process: pop up space



draft of main idea

this would be the visualisation of how i wanted the pop up to be, having a concrete flooring, a metal scaffolding type of structure as well as curtains to create a sense of luxury.

my process: render

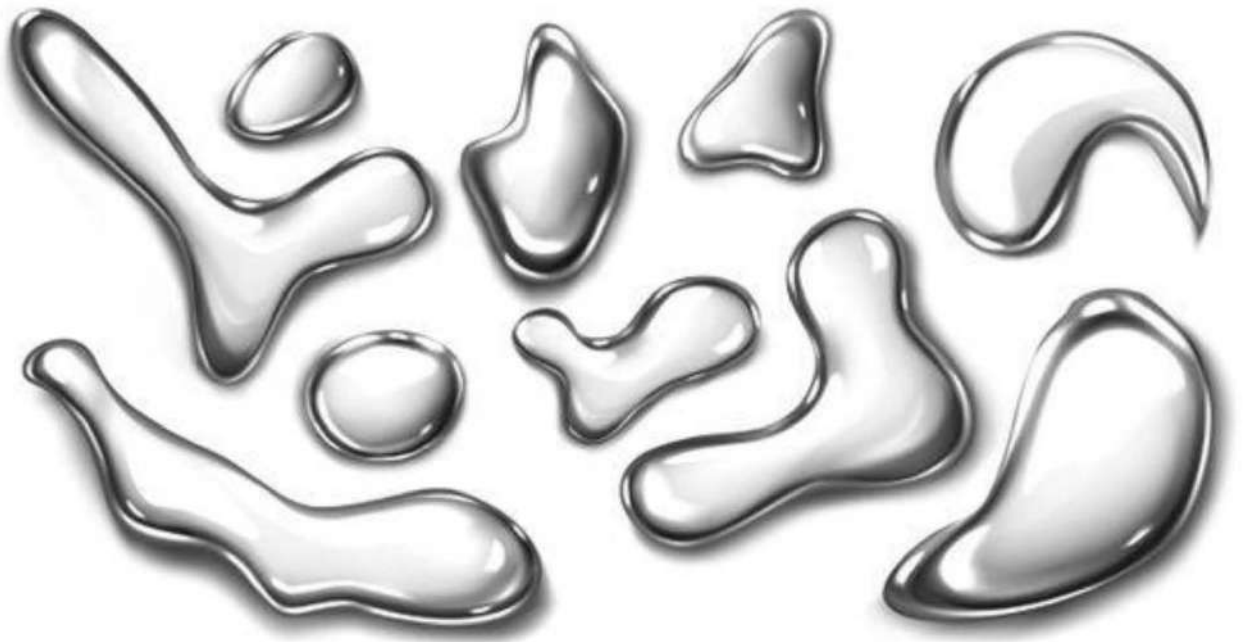


draft for peer presentation

our peer presentation i wanted to include the exterior render so that people could understand how our solution would be like alongside our pop up.

I also photoshopped the logo of drip onto the pop up to create a sense of realism.

process: alcohol sticker



inspiration

The alcohol patch was meant to create awareness for safe drinking and curate a safe drinking type of souvenir. The idea was that the alcohol sticker patch will glow once a person's limit reached. so these are some examples of inspirations

process: pop up icons



pop up activity icons

we wanted to create a simple design for the icons so that it is easily recognisable. Yet we didnt want the designs to feel too literal, so we decided on these to segregate our 3 pop ups

process: art direction



We discussed on the art direction and mainly I suggested some illustrations based on pinterest and how I would imagine Drip to do illustrations if they did.

Many of the design direction ideas would come from both Drip's current instagram and based on how Drip would design their collarterals.

We wanted to create a monotonous type of direction, where blues and cool colours would stand out. We also planned to design our elements inspired by the way drip has already established that street, nostalgia type of identity.

process: final persona

After much discussion of our art direction, we decided to create the persona again so that its in line with the new art direction and also the colour scheme that we wanted.

In the end we wanted the design to not be so sketchy or feel too drawn as I believed there is a difference between illustration drawing as well as illustration design. And I think as a group we managed to finalise our persona design with this image.



week 13

Peer Presentation and Changes

peer presentation is here and we offered up our solution to much interesting comments and opinions. There was much work to be done and we were prepared to deal with it

peer presentation

1.

'title'

drip

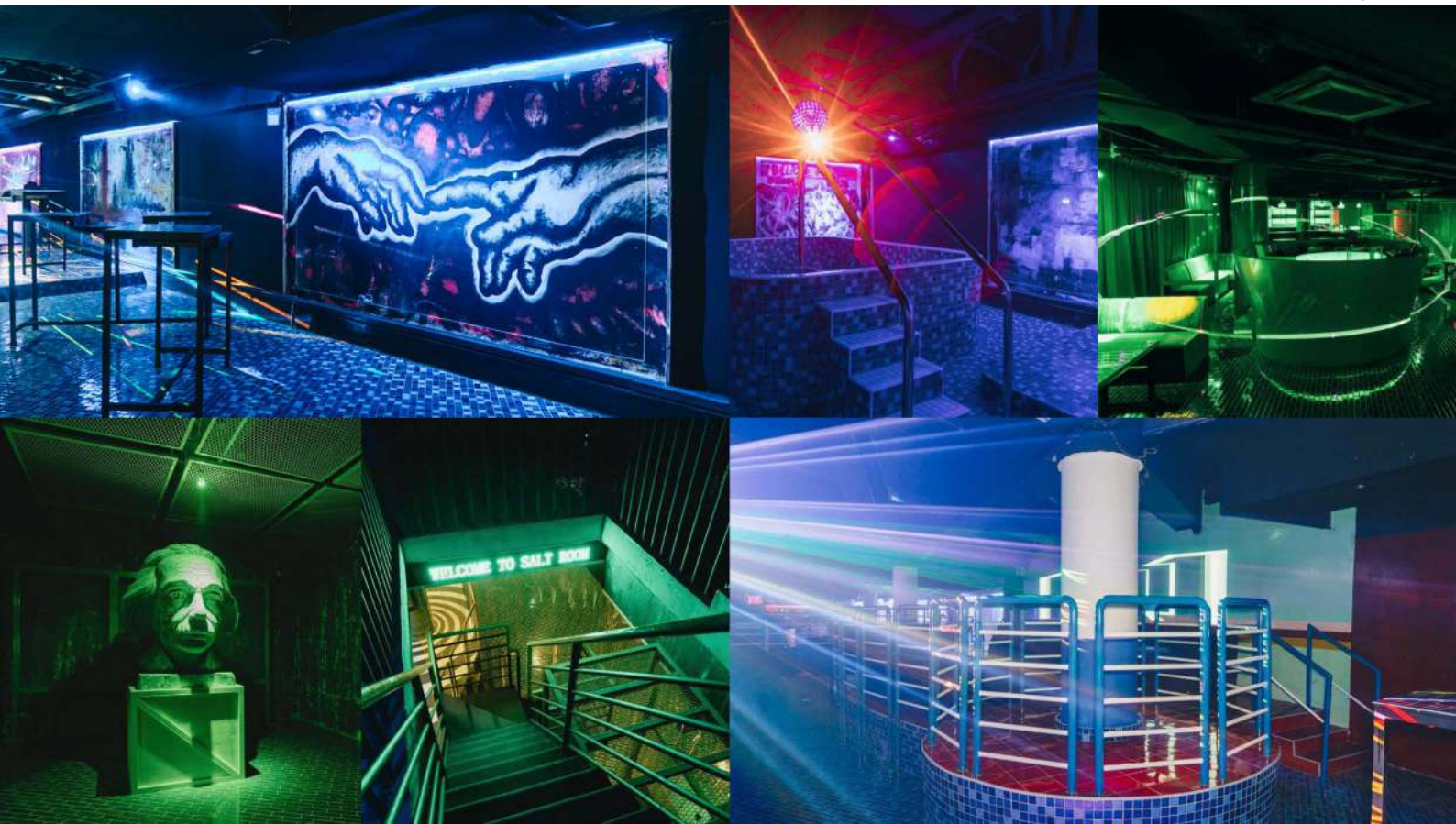
"feel alive
live the life"

Guestlist: Megan, Stefani, Yilin, Timothy



2.

'about drip'



3.

‘why’

Dance

Vibes and atmosphere

Special themed events

why are people into clubbing?

Music

Unwind and go wild

Have fun with friends

Guest DJs

4.

‘oversaturation’



5. 'competitor analysis'



6. 'clubbing concerns'

clubbing concerns

?	Not sure how to let loose	!	Potential place for bad things
!	Intimidating	:/	Creepy men
!	Dangerous and unsafe	!	People acting inappropriately

7.

'opportunities'

opportunities

Competitive landscape

Changing trends
and preferences

Clubbing concerns

8.

'persona'

Cecilia

Undergraduate, 23 years old



attitude and personality

- Enjoys drinking and socializing.
- Work hard, party harder.
- "Hiphop music is my life!"
- A fashionista at heart.

pain points

- Clubbing experience in Singapore is getting "boring and repetitive".
- Unaware of her alcohol consumption limit.
- Wants to be able to let loose without having to hold up her guard all the time.

core needs

- "Safe" clubbing.
- Experiences that promote a sense of community.

9. 'how might we'

How can we create **distinctive experiences** and **cultivate a secure clubbing environment** that sets Drip apart from other clubs?

10. 'customer journey'

Want to go to club

Club
considerations

Visit Drip's pop-ups

Alcohol patch &
dance defense

Food & Drinks

Head to Drip

Loyal to Drip

"It's Friday night! Let's go clubbing!"

"Is there any club that I never went to? Which club is famous now?"

"Let's go to Drip! I heard that they are having experiential pop-ups that other clubs have not done before."

Wow! They're teaching self-defense dance moves and even gave an alcohol patch sticker to monitor my alcohol levels.

"By showing dance defense moves, I get discounts on any food/drinks I order."

"It has been so fun, and my mood is pumped up now! I feel like I'm part of a vibrant community with my new friends."

"I will definitely visit Drip again and introduce it to my friends."

11. 'the solution: drip trip'

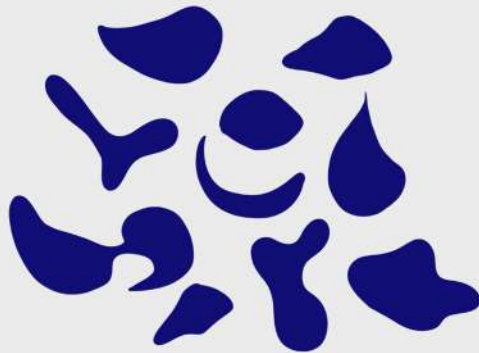
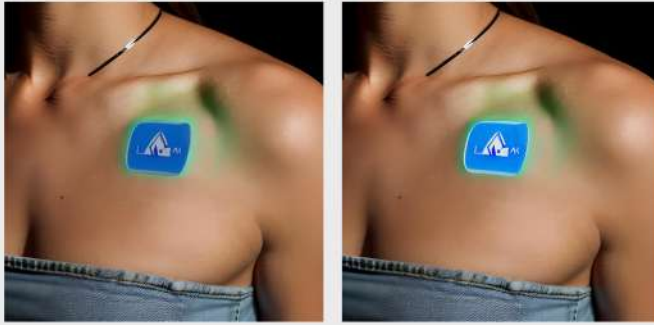


12. 'drip trip pop ups x3'



Pop-up exterior

13. 'alcohol patch, photobooth'



Alcohol Sticker Patch



Photo-worthy Backdrop

14. 'dance defense'



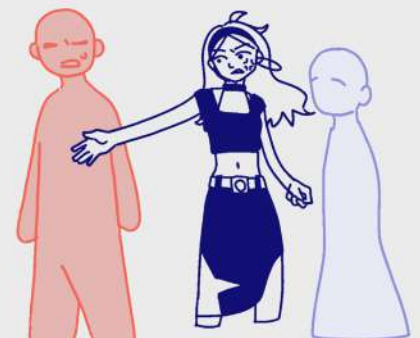
Back Off



Elbow Strike



Push & Move

Saviour Swipe, Saviour Scoop,
Pervert Push

15.

‘bar and snacks’



Bar snacks and drinks

16.

‘conclusion’



17. 'thank you'



With Drip trip, our goal was to create a pre club experience, and offer additional aspects to clubbing in the form of a journey that connects with the audience.

We wanted to curate aspects of the club experience and integrate fun ways of allowing the club experience to feel more secure fulfilling.

my process: interior



first draft

with the interior i knew that we wanted to create a bar for the space as well as establish a simple design concept applied to it.

presentation feedback

Presentation:

1. Who goes out for clubbing?
2. Dance defence can be helpful but can also be provoking [tone down demonstration using elbow strike and narrator concept]
3. Good to have as a system
4. Not much added innovation in terms of the clubbing experience
5. Revival for Drip to make it enticing for people
7. What can bring people together in that space?
8. What does our young target audience need to have a better experience in this space?
9. Slides are not clear enough

Reflection:

1. What else can we bring to the actual Drip club?
2. How can we enhance the club experience beyond its current state?
3. Make the slides more clear with the details

testing to audience

pop up

1. Alcohol Patch

- Cool idea to manage alcohol level
- would love to have the customized shapes of it
- may not be practical, won't it be wet when is worn? [since of the sweat]

2. Dance defense

- As a girl, i would usually just go when someone was trying to vibe with me. The dance moves may not be practical as I would be panic as hell and run away
- I would love to have it as an additional marketing/promotion for me to buy drinks and food only. But I won't use it at the club.

3. Food and drink

- since it's free, i would go. if not, i might just have the pre-drink with my friends in front of drip la

Feedback:

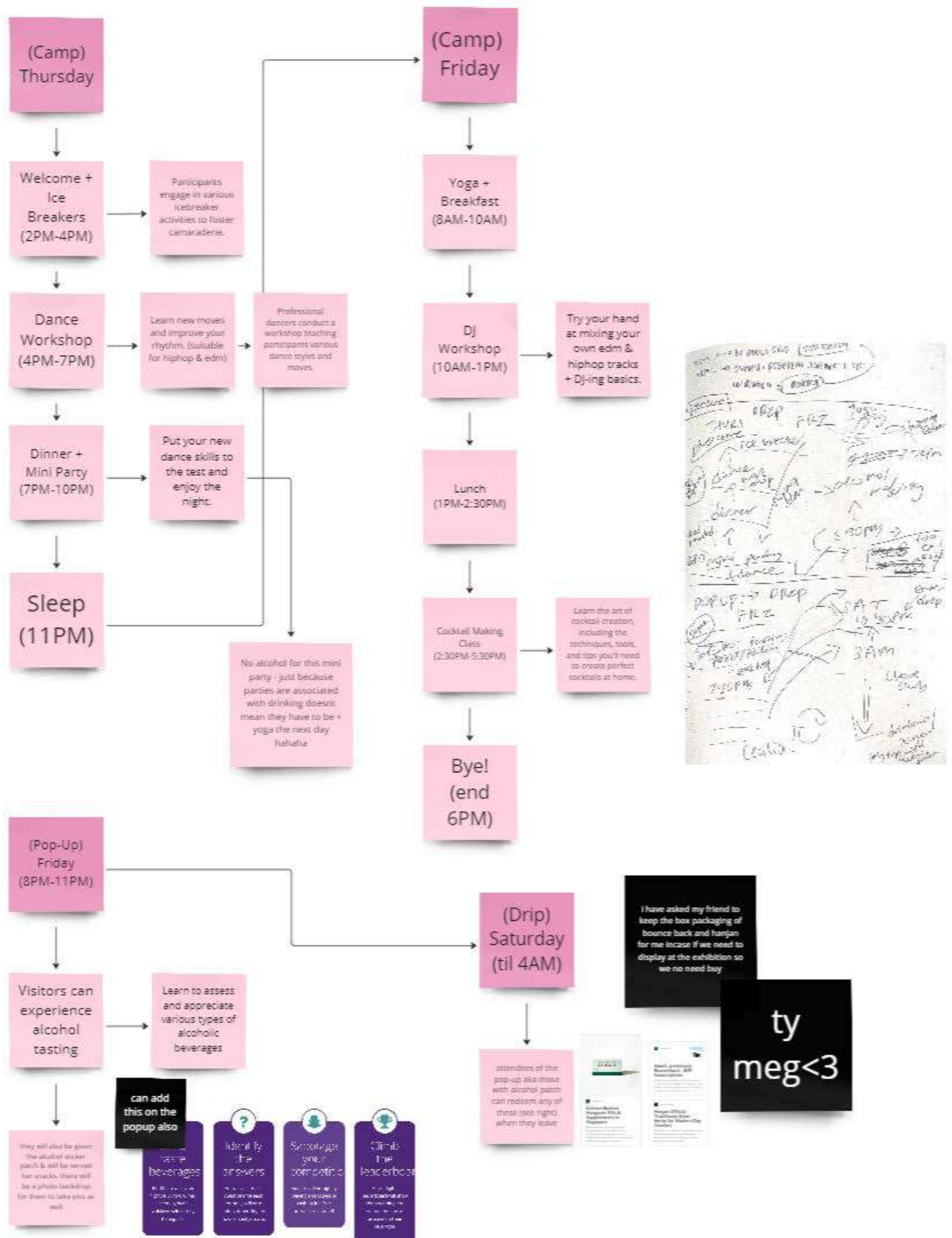
Alcohol in the clubs are incredibly expensive for no reason, which makes me lazy also to buy. Please give us more service related to the drinking...
Regarding the dance defense, if you guys really want to create that "secure" for girls, can provide us a flashlight or anything that will help us notify faster towards the security; that way it will be more efficient rather than doing some dance moves in the middle of "dancing"

consultation feedback

- **Whats the main intention** of the idea?
- Works better as a **separate event** type of thing
 - Test bed for a slightly different experience
 - Calibrate it in a way that **doesnt kill the fun**
 - Run through the experience with club goers on what is natural or not natural
- **Don't be too restrictive**
- **How close should it be** to the clubbing experience?
- What should be **taken out** of the usual equation of music dance and alcohol?
 - What is there to change if **there is nothing to change** and how can we improve?
 - Alcohol, music, dance, interior
 - **Should our project be very similar** to clubbing?
 - Solution or direction to still be dealing with alcohol, music or dance? It **doesnt need to be entirely club related?**
 - Other case study of safety?
 - Take **alternative days** and implement safer clubbing? **Certain time, certain day** will attract a **different crowd?**
 - **Additional services** to use the space rather than relying on the current activity?
 - We are **known for music, space** and how other way can we make it **Drip specific?**
 - **Tie back** to the company?
 - **"ZoukOut" is technically a new experience**

Camp + pop up

Based on the feedback we got, our group decided that drip trip was not enough as a experience to be unique. As Jason questioned if it was more of programme design so we decided to keep thinking of a new solution that would enable us to create a unique experience which is more substantial. We also decided to create a separate experience that would involve workshops spaces.



W9 W10 W11 W12 W13 W14 W15 W16

new research: events

Due to our change of solution, our group decided that we needed to learn more about events and how they create unique experiences for consumers. It was important for us as it requires us to scrap some of the ideas that were initially introduced

camping
and raving

one of these ideas was dance defense, although we wanted to let it continue, we couldn't and had to let go of the designs and illustrations for that.



www.timeout.com

Sunda Festival introduces a fresh new take on partying with Singapore's first-ever camping festival

Happening over two days, across
three stages, with the region's best
acts.

sleeping where the party's at"

a collaboration between local collective Ice Cream Sundays and Hong Kong-based FuFu creative

what's there:

mix of live acts and DJs from a variety of countries including Indonesia, Thailand, Vietnam, Malaysia, Australia, Japan, and Singapore.

a mindfulness meditation session by Ryan Grimes,

Chinese tea-tasting by Tea Jockey

a sound healing session by Amanda Ling,

a cosmic soul expression session by vocalist ArunDitha of the band Mantravine.

Children can look forward to a scavenger hunt hosted by the artist collective Play!, and a craft workshop by artist Polina Korobova ['Glitter Queen'].

a panel on music collaboration featuring the performing artists.

Food:

Offtrack and Maxi Coffee working together to serve up Asian-inspired dishes paired with coffee.

Monument Lifestyle will be presenting a special menu of sandwiches and ice popsi-cles

Puck Provisions together with Boujee Botanicals

Amanita Kombucha will be your go-to vendor for [vegan food].

Sidecar Handcrafted.

Drinks

Onsite bars like Bombay Sapphire Bar and Heineken Silver will quench your thirst.



 www.doyou.com

Yoga Raving: A Healthier Alternative to Clubbing? - DoYou

For many yogis, yoga isn't just a fitness routine or a meditative practice. It's a LIFESTYLE. In fact, there are certain styles of yoga being taught today that encourage living by traditional yoga philosophies on a daily basis, like positive thinking, a...

yoga is a lifestyle that taught to encourage living

Traditional yoga philosophy
positive thinking (ahimsa, non-violence)
Vegetarianism

— starting with how you spend a weekend night out.
Instead of hitting the clubs and getting sloshed like you usually do, why not grab your fellow yoga-practicing buddies and go to a "yoga rave"?

What's there:
fun upbeat music ravers can dance to, "rock mantras" or yoga chants fused with rock beats.

Food:
indian and organic food

Drinks:
non alcohol

it's definitely a great idea for making yoga a social event and bringing more attention to this wonderful practice.



abcnews.go.com

What is Coachella? Everything to know about the music festival

For starters, Beyoncé, The Weeknd, and Eminem are headlining.

What do people do at Coachella?:

Shows will take place on multiple stages throughout the festival over the course of the day

Attendees can also enjoy large-scale art installations

Food from some of the country's most famed restaurants

What people do when they camp:

There are free showers

Barber shop and beauty bar

People can watch from home:

Stream on youtube for the live performances

Shows people what coachella is like without being there

Stuff about Coachella:

Hollywood stars pioneer new fashion trends will make their presence known through bold, unconventional looks that will eventually be tamed and trickle into the fashion cycle.

Coachella once was a small time music festival that struggled to take off

Coachella is held in Coachella valley [Greater Palm Springs] Indio, California at Empire Polo Club. Festival is in the middle of nowhere, hence guests camp or sleep in their cars.

Coachella influences future fashion trends

Coachella features A list celebrities and artists



whiskyedu.org

How Alcohol is made | Alcohol Production | Whisky EDU

The type of alcohol in the alcoholic drinks we drink is a chemical called ethanol. Read on to learn more about how alcohol is made!

ETHANOL PRODUCTION PROCESS

The type of alcohol in the alcoholic drinks we drink is a chemical called ethanol.

FERMENTATION

For ethanol production, you need to put grains, fruits or vegetables through a process called fermentation (when yeast or bacteria react with the sugars in food – the by-products are ethanol and carbon dioxide).

DISTILLATION

Distilled spirit, also called distilled liquor, alcoholic beverage (such as brandy, whisky, rum, or arrack) that is obtained by distillation from wine or other fermented fruit or plant juice or from a starchy material (such as various grains) that has first been brewed. The alcoholic content of distilled liquor is higher than that of beer or wine.

MATURATION

Maturation provides whisky with a mild and smooth texture by removing the irritating alcoholic flavor.



www.wikihow.com

How to Do Some Basic Club Dance Moves: 14 Steps (with Pictures)

Do you like going to dance clubs on the weekend but aren't sure how to dance? This tutorial will teach you some concepts for becoming smooth at club dancing. By just learning a

BASIC

Bounce to the beat
bend your arms and move them up and down
Nod your head
roll your shoulders
roll your hips

FEW "ADVANCED" MOVES

do the two step
try the step behind
do the step drop
circle turn

#other tips

watch videos of club dance moves
tape yourself dancing?!
go with a group of friends



GUIDES

May, 26 2021

Updated: Jan, 6 2022 • 8 min read

Guide: Learn How to DJ from the Pros

Learn how to DJ from actual DJs in this step-by-step guide for beginners.

Beatmatching: Getting two songs to play at the same beat and tempo

EQing: Changing frequencies to blend audio tracks or highlight certain sounds

Phasers: Modifying the depth to create a more synthesized sound (like a robot's voice)

Compression ratio: Reduces the space between a sound's quietest and loudest level

Reverb: Trying to mimic how sound bounces off of walls to place something farther away or closer to you

Once you're ready to start mixing your tracks, ask yourself the following questions:

1. Would the vocal line of the first song's chorus sound good over the instrumental of the second song?
2. Where might I add instrumental breaks or vocal-only sections?
3. Does each song maintain its feel even at slightly faster or slower tempos?

Keep your skills sharp and your creative energy flowing by:

1. Mixing music in a different genre
2. Getting inspired by experienced DJs on YouTube like Mix With the Masters or Waves Audio
3. Taking a DJing class on Skillshare to pick up new techniques

becoming a DJ takes time, practice, and patience. But, if it's something you're passionate about, it's more than worth the effort.

process: activities

Alcohol tasting



www.tanglingin.com

Tanglin Gin - Tanglin Gin Distillery Tour and Tasting

Tanglin Gin - Tanglin Gin Distillery Tour and Tasting - Step into the heartfelt world of Tanglin Gin, Singapore's pioneering distillery, born from a casual remark and a dream. Co-founders Tim Whitefield, Andy, Charlie, and Chris embarked on an 18-month ...

Here you'll get to smell gin ingredients and later identify them in the gins, try out homemade bitters (with cool flavours like szechuan peppers and cinnamon), and get to taste a LOT of drinks.

<https://www.theshakeaffinity.com>



www.theshakeaffinity.com

Beer Catering | The Shake Affinity Singapore's Essential Mobile Bar

Like it from the tap, bottle or can? However you want your beers to be served, our beer catering services will make it happen!



All-You-Can-Drink Liquid Buffet From \$30++



jiak.co

15 Liquid Buffets in Singapore For All-You-Can-Drink Alcohol

Sometimes you just need a drink or two... Or maybe 10. Unfortunately drinking in Singapore adds up quickly, and if happy hour deals just don't cut it, these

we felt that alcohol tasting would be a fun activity that people would be interested in participating in just because its an expensive and novel type of activity that provides variety due to the many different types of alcohol.

Our group also took into consideration the pricing of the activity at approximately \$58 per person

process: activities

alcohol making



www.seeksoophie.com

Oou Kimchi - Makgeolli (Korean Rice Wine) Tasting & Brewing & Small Bites

Oou Kimchi - Makgeolli (Korean Rice Wine) Tasting & Brewing & Small Bites - Hop on a hands-on Korean food adventure with a Korean Chef, Yoonsun. She will show you how to make delicious Kimchi and various famous Korean dishes with her very own foolproof ...

you'll learn to make Makgeolli, Korean rice wine. What makes this extra heartfelt and special is that you'll get to do this in the comfort of the lovely home of your host, and also enjoy some yummy Korean snacks while making your very own Makgeolli.



www.seeksoophie.com

BrewCat Sg - Learn to Brew Craft Beer!

BrewCat Sg - Learn to Brew Craft Beer! - Ever wondered what goes into your favourite craft beer? Brewcat's course will take you through an exploration of malts, hops and yeast and explain how to design and create those flavours you love.

you'll learn all about malts, hops and yeast and how to design and create those flavours you love. Bonus - you'll also get to take home 1.5 litres of their own yummy brew to share with you!!



www.seeksoophie.com

The Artisan - Cocktail-Making in a Private Studio (Free Cocktail Set Included)

The Artisan - Cocktail-Making in a Private Studio (Free Cocktail Set Included) - We are a boutique beverage provider with a group of passionate mixologists focusing on bespoke beverage. We raise the bar from the conventional to cultural and unique exper...

Learn the **history** of how cocktails came about, and **bartending techniques** such as shaken, build and stirred with the step-by-step guidance of our friendly professional bartenders.

alcohol making would definitely be popular due to it being a social activity that can show off cocktail making skills. It also teaches people to learn something that clubbers would normally just consume and nothing else.

process: activities

jagua tattoo



henndrawn.com

FAQ - Henndrawn

We no longer offer private 1-on-1 appointments as we are focusing on our Events, Art Jams & Courses arms. We're sorry for not being able to fulfill your temporary tattoo needs, but keep an eye on our socials in case we have any new updates or changes to

Tattooing is popular among youths and sometimes they don't want to get a permanent one so this activity aims to offer that alternative in which people can just get a temporary jagua tattoo. we included this activity as we did not want everything to be club related.

process: activities

dj



www.timeout.com

Ministry of DJs

Let MOE-approved DJs and Guinness World Record holders show you the tricks to amplifying live sets with advanced mixing techniques and song transitions, as well



www.timeout.com

E-TracX DJ Skool & Studios

The academy has been training dance music padawans with its range of classes on DJing, production and turntablism. Get acquainted with turntables, CDs, control



www.timeout.com

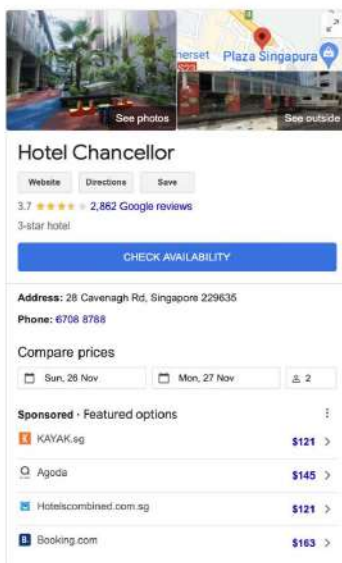
Pop Studio DJ

Master the art of DJ mixing including using the Serato DJ software and hardware, recording a mix and learning how to market and get bookings. Besides studio tim

Everyone enjoys listening to music, and at the club that is pretty much all there is to it. Learning how to DJ can be cool and often times its a unique swag-ger to have. It is something that we believe all kinds of clubbers will enjoy

process: activities

sleeping?



because its a club camp, we wanted to introduce the idea of sleeping within the premises to music that could perhaps create a good environment to relax.

Or even create a collaboration with an affordable hotel so that it connects as an experience.

process: activities

mocktail making



Mocktail making as an idea is considering the fact that there are also clubbers who do not drink alcohol and wanted to offer something that is similar to alcohol making

week 14



More into the solution

Drip team set our minds on this idea, and we were not going to move from it as a solution...Other than minor additions to create a stronger direction and establish a clearer service design.

my process: pop up



‘Exterior’

I made some changes to the pop up by making it longer and wider in size. This was so that we could think about fitting more people inside the space if we wanted a few activities inside. Our solution still involved some of the things that was seen in the previous solution like the alcohol sticker patch and photobooth and we wanted to keep it.

my process: pop up



‘Interior Redesign’

I made more changes to the layout of the interior by clearing seperating the lounge area from the bar. As the space is bigger there was a better reason to do so.

my process: pop up



‘Bar Redesign’

I changed the orientation of the bar and created more elements so that it looks more interesting and tried to imagine the design of the shelving to be similar to the cement blocks. The orientation was to also include a photo-booth in the back as part of the spatial usage.

my process: pop up



‘Photobooth’

Our pop up was to have a photobooth so that people could take a memorable photo for the event that happens once every few months throughout the year.

consultation (cristabel)

Consultation:

the secure part, it is more towards like the parents' concern rather than our persona/ target market. Since maybe not so many people are care about their safety

sg club= boring; bcs it s too safe alr HHAAAA

we make use of the space during day time to make this club different than other clubs, coz we corporate with the educational part, there s an opportunity.

Different approach to what is happening now

Create a better naration and back it up with data, survey, interview. analyze the keywords

be more specific on the analyze. for example: how does have fun with friends mean for them?

Reflect:

maybe connect all with being responsible and education?

how to elevate Drip?

what is this experience connect with the tangible experience?

how does all our possible solution deliver their needs.

Cristabel happened to be at tb so we asked if we could consult with her and she agreed to it. we needed a second opinion apart from our lecturers and we were glad she could help

framing the problem

How might we curate an enriching clubbing experience that sets Drip apart from other clubs?

How can we create distinctive experiences and cultivate a _____ clubbing environment that sets Drip apart from other clubs?

How can we create distinctive experience and cultivate an enriching environment for an alternative clubbing experience that sets Drip apart from other clubs?

How can we cultivate an enriching environment for an alternative clubbing experience that sets Drip apart from other clubs?

How can we establish a distinctive and enriching environment for an alternative clubbing experience that sets Drip apart from other clubs?

changing "secure" into:

responsible

revitalize

alternative

wholesome

invigorating

enriching/
fulfilling

When Did 'Wholesome' Become a Gen Z Compliment?

In animal studies, an "enriched environment" is described as having motor, sensory, cognitive, and social stimulation.^{2,3} A definition of EE found in the literature encompasses a changing environment that encourages socialization, exercise, sensory, and cognitive stimulation.

4 Mar 2021

National Institutes of Health (gov)
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3345791/>

Environmental enrichment: A concept analysis - PMC - NCBI

About featured snippets Feedback

pump your
mood up

curation of an
experience

socialize

music,
dance

connect the dots:
create narrative

more
interaction

education

concept



Yoga In A Club With A Live DJ Will Make You Feel Like An Actual Warrior

Yoga In A Club With A Live DJ Will Make You Feel Like An Actual Warrior



Would you go to a yoga rave? We did...

lytta, house music, downward dog...



Deep House Yoga Is Clubbing For People Who Don't Like Nightclubs

The mashup of deep house music and yoga is a sensory combination that might just hit the mainstream.

we were told by cristabel that we could think about framing our problem statement to curate a perspective that would be suitable for our solution because we have already gone in depth with it

how might we?

problem statement HOW MIGHT WE

Typically, clubs are perceived as getaway locales, space where individuals can escape from the stresses of reality. However, there's also an untapped potential to elevate these venues beyond mere escapism. The question at hand is: how can we transform these clubs into enriching environments? How can we introduce elements that not only entertain but also contribute positively to the personal growth of the patrons? In essence, we are looking at redefining the concept of clubs to make them not just places for relaxation, but also for learning and enrichment.

How can we cultivate an enriching environment for an alternative clubbing experience that sets Drip apart from other clubs?

Clubs are spaces where individuals can escape from the stresses of reality. However, they often viewed as a mere social activity to let loose and have fun. So how might we curate an experience that challenges what a club is and focusing on what it could be? Reimagining encourage meaningful connections, creating personal growth and fostering enrichment.

Clubs are perceived as environments where people can let loose and escape the pressures of daily life. They are energetic spaces filled with music, dance and social interaction that provide a temporary respite from the outside world. How can we redefine the concept of clubs and expand the purpose by reimagining them as spaces that not only entertain but also offer unique and enriching experience to bring Drip to a whole new level.

Clubs are perceived as getaway locales, spaces where individuals can escape from the stresses of reality. However, it is not often viewed beyond a typical activity to let loose and have fun. So how can we create an experience that elevate elements of a club to a level of personal growth and relationship that questions what a club can be? Redefining the concept of clubs to make them not just places of relaxation, but also for enrichment.

Clubs are perceived as spaces where individuals can escape from the stresses of reality. However, is it possible to evolve our perception of these venues and expand their purpose? How can we reimagine them as spaces that stimulate intellectual curiosity, encourage meaningful connections, or even foster personal growth and development? As the design team of Drip Singapore, we aim to curate and offer enriching experiences for Drip goers.



Clubs are spaces where individuals can escape from the stresses of reality. However, they are often viewed as a mere social activity to let loose and have fun. As the design team of Drip Singapore, we aim to evolve the perception of these venues and expand our purpose. So, how can we reimagine Drip as a space that stimulates intellectual curiosity, encourage meaningful connections or even foster personal growth and development?



Clubs are often perceived as spaces where individuals can escape from the stresses of reality. However, is it possible to evolve our perception of these venues and expand their purpose? As the design team of Drip Singapore, how can we reimagine Drip as a space that stimulates intellectual curiosity, encourage meaningful connections or even foster personal growth and development?

our group wanted to create our problem statement as well as our how might we together so that it would create a better connection to be more cohesive. We wanted to make sure that the wording sounded good and didnt want to make it too much of a severe problem.

consultation

Feedback:

having a stakeholders for sleeping is ok, HOTEL

Small capsule? only a small space to sleep.

creating a comparison between the traditional and our service.

the yoga or cooperating with the personal growth is ok. because it's also be like the opposite of the negative section of the club.

"we choose this pricing cos we already test it to our peers and they are buying the idea. they are willing to pay this much"

Reflection:

is it service design?

will it be helpful for the regular club goers

target audience, define the persona

budget

- its all about the organisation rejuvenating
- How do u measure success? With membership?
- Comparing before and after experience. What is our reimagined journey to the club experience?
- what is the service design approach?
- How to reframe the clubbing experience
- Is it possible to curate an experience with selecting activities as a "personal itinerary"?
- define the persona further, regular club goer and non club goer?
- sober clubbers, regular clubbers?
- provide some variety for our design to divide into different type of personas for different people to personalise their club experience?
- zouk mambo jumbo?
- the future of clubbing? Anticipating the next pandemic
- who are the clientele?

reflection:

We decided to scrap Drip camp and thought of a different way to present our solutions. We decided to create a clubber identity type of experience with our workshops that we have established.

new ideation: as you are



 year13.com.au

Year13 - 10 Types Of People You'll See Out Clubbing

Who are you when you're clubbing?
Disclaimer: Be ready to get roasted.



www.pulselive.co.ke

10 types of people you will meet in the club

Our country is an interesting one



www.buzzfeed.c...

This image is no longer available.

19 Types Of People You See In A Nightclub

Underage teens? Check. Hen night?
Check. Token pervert? Check.

Our research and idea leads us to empower people who may or may not go to clubs and we wanted this idea to hone in on the identity of the person clubbing. Are they the type that would dance alot, or are they the type to not drink? In that sense, our design and solutions would create a curation of activities based on a quiz that acts like a personality test.

MON 6/11/2024
8:30 OIW? buy topic / sandwich
9) meet

stamp collect something else at pop-up

receipt/cars

System interface

illustrations & design

code - ~~from plan~~ ~~at~~ ~~cliff~~ indicating where each activity is

contents of each activity.

8PM-11PM - ~~bars~~ drinks

12PM-8PM

16PM - sleep rave.

Weds Fri, Sat 1PM-6PM

responsive

"sewiz":

what clones in gets a receipt to know activity

ball pit for lucky dolls

Thurs - ~~main~~ swimming pool photo area

create your own artwork

Types of crabbies

- The sober one
- The wild dancer
- The rich for the night
- The social butterfly
- The can't stop drinking

10P-UP

Dance

- DJ 5 hours
- Alcohol Tasting
- Cocktail mix
- Personal alcohol poster
- painting
- turns
- make-up

The sober one

The wild dancer

The rich for the night

The social butterfly

The can't stop drinking

alcohol poster

1) When you go to a club, what's your preferred choice of drink?

- A) Non-alcoholic beverage
- B) Screwdriver (Vodka + Orange juice) A craft beer
- C) ~~Cranberry~~ A classic cocktail
- D) ~~Classic~~ cocktails I like a variety of drinks
- E) Shots all the way Shots all the way

2) What's your go-to dance move on the dance floor?

- A)
- B) Wild & unpredictable dance moves
- C)
- D) Breakdancing & fancy footwork
- E) I mix it up & dance to the music's vibe

A) Wild & unpredictable dance move

B) Breakdancing & fancy footwork

C) I prefer to watch from the side lines

D) The classic two step

E) I mix it up & dance to the music's vibe

- (B) Streetwear
 (C) Glamorous & attention grabbing
 (D) Comfortable and casual
 (E) Chic & stylish

④ What's your favourite type of music to dance at the club.

- (A) Hip-hop & rap.
 (B) I enjoy a mix of music genres.
 (C) ~~EDM~~ I'm not a fan of loud music.
 (D) Pop & mainstream hits.
 (E) EDM and electronic beats.

- (B) Until the after-party starts.
 (C) It depends on the night and my mood.
 (D) Until the after-party ends.
 (E) Until the ~~etc~~ club closes.

⑥ What's your favourite part of the club experience?

- (A) Enjoying the atmosphere & music.
 (B) Showing off your dance moves.
 (C) Avoiding the crowds and chaos.
 (D) Meeting new people & making friends.
 (E) Being the center of attention.

⑦ How do you react to an invitation to a club night out?

- (A) ~~Reluctant~~ Reluctant, you'd rather stay in.
 (B) Excited and ready to go.
 (C) Absolutely and you share your night out with me.
 (D) Interested but not overly enthusiastic.
 (E) Indifferent but you might consider it.

quiz for solution

the answers: +new one= jaguar tattoo, coaster making

- the sober one (mocktail making, jaguar tattoo, dance)
- the wild dancer (dance, dj, cocktail making)
- the rich for the night (cocktail making, coaster making, dj)
- the social butterfly (jaguar tattoo, dance, cocktail making)
- the can't stop drinking (cocktail, coaster making, mocktail making)

questions:

1) when you go to a club what's your preferred choices of drink

- Non alcoholic beverage
- craft beer
- a classic cocktail
- i like a variety of drinks
- shots all the way

2) What's your go to dance move on the dance floor?

- wild and unpredictable dance moves
- I mix it up and dance to the music's vibe
- i prefer to watch on the side lines
- the classic two step
- breakdance and fancy footwork

3) how do you dress for a night out at a club?

- a. i adapt my style to match the theme of the club
- b. streetwear and sneakers
- c. comfortable and casual
- d. glamorous and attention grabbing
- e. chic and stylish

4) what's your favorite type of music to dance to at the club?

- a. hip hop and rap
- b. i enjoy a mix of music genre
- c. i'm not a fan of loud music
- d. pop and hit mainstream music
- e. edm and electronic beats

5) how late do you usually stay at the club?

- a. it depends on the night and my mood
- b. until midnight
- c. i leave early
- d. until the after-party ends
- e. until the club closes

6) what's your favorite part of the club experience?

- a. enjoying the atmosphere and music
- b. showing off your dance moves
- c. avoiding the crowds and chaos
- d. meeting new people and making friends
- e. being the center of attention

7) how do you react to an invitation to a night out

- a. reluctant you'd rather stay in
- b. excited and ready to go
- c. interested but not overly enthusiastic
- d. absolutely and you start planning out for night away
- e. indifferent but you might consider it

we would have done more questions if we had the idea earlier on we knew that we could produce more personality types as well along with additional activities. Time was short and we had to make do with it.

process: customer journey

saw the pop-up on the street	awareness
saw some queuing and saw someone bring the card and on their way to Drip, cecilia was curious and came into the popup	consideration
cecilia went in	purchasing
cecilia was looking at the 4 machines and observing people tapping on the screen	
cecilia uses the machine	
cecilia cecilia takes the quiz	
questions of the quiz	
final result of the quiz: "the wild dancer"	
the card has the detail of the stamp, and also got the alcohol patch	
staff at the pop-up will tell Cecilia about how the activities+stamp+lucky draw+ ticketing works	
pasting the alcohol patch at pop up	
cecilia go out and on the way to drip	
cecilia arrived at Drip	

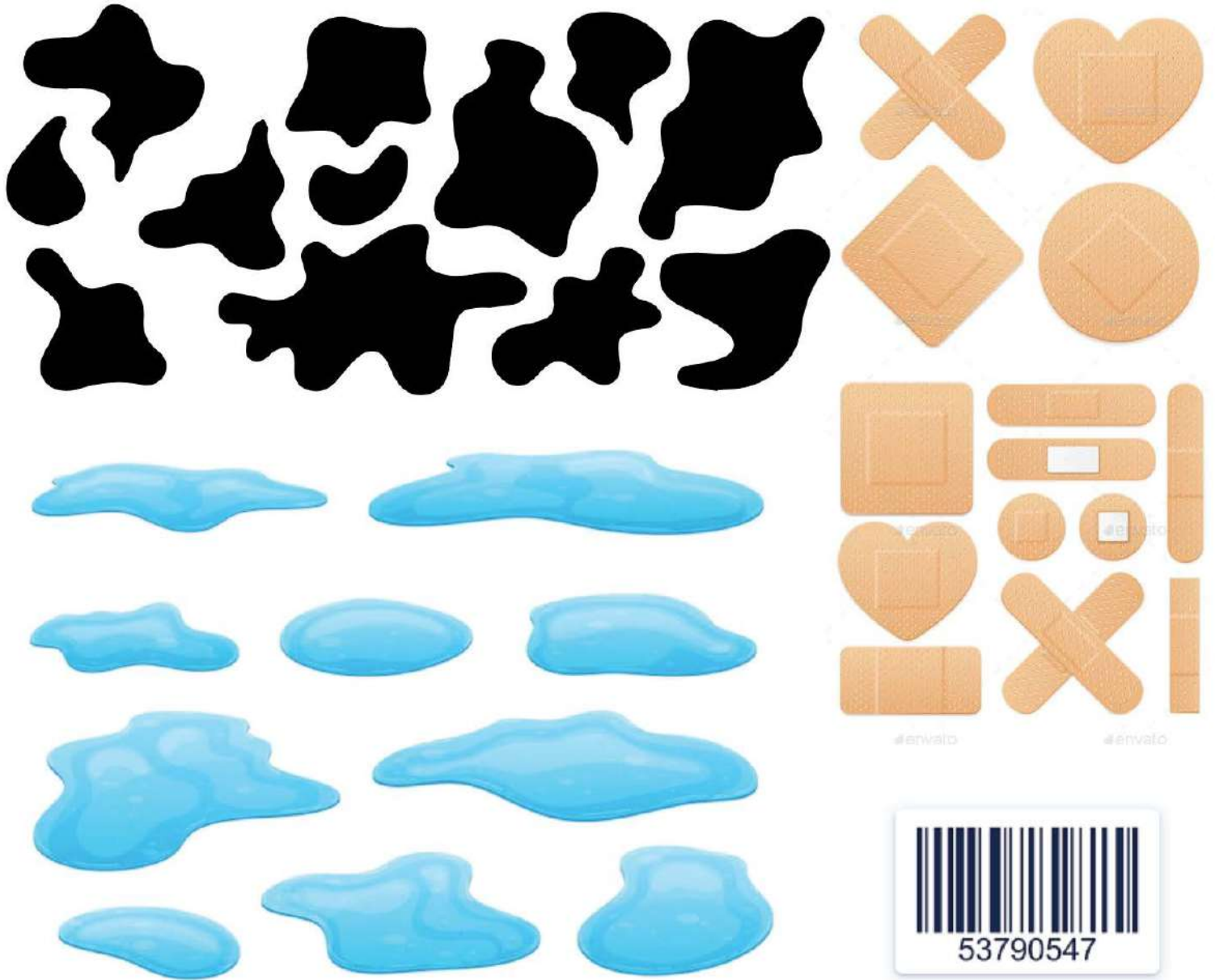
W9	W10	W11	W12	W13	W14	W15	W16
cecilia doing #1 dance							
cecilia make a new friend, interact with the audience at the activities							
cecilia gets stamp							
cecilia doing #2 dj workshop							
cecilia gets stamp							
cecilia doing #3 mocktail making							
cecilia gets stamp							
lucky draw at Drip 3 chances							
cecilia wins prize, free sofa						retention	
cecilia went to the pop up to redeem the food and drink							
go to Drip							
party							
Cecilia show alcohol patch to get her "secret drink"							
Cecilia's alcohol patch glows						advocacy	
shes having the best time of her life and will recommend it to her friends							

week 15

Phase 1 Production

As we have established our concept it is time to put it into the desiging and actual consideration of our solution

my process: sticker patch

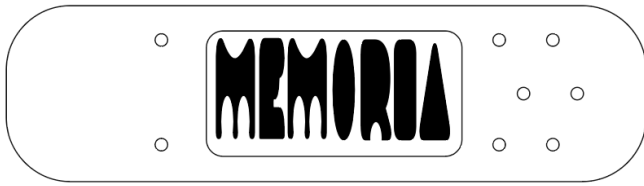
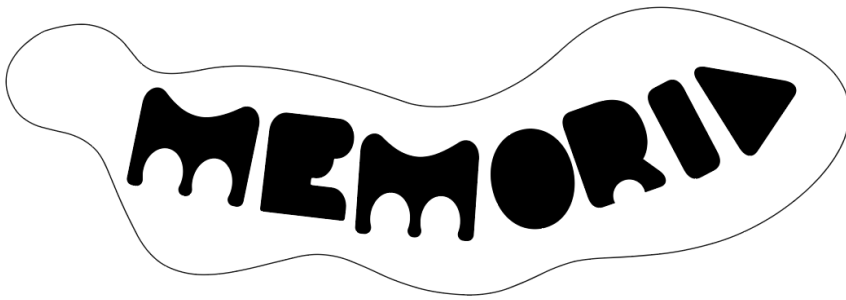


‘inspirations’

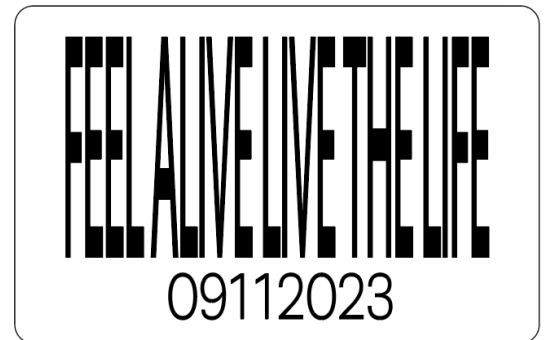
I was inspired by various ways that would represent a patch or a sticker in a sense, fun ways to create individuality within the sticker patch as we wanted a few variations and not just one. So i looked at puddles, paint, bar codes and plasters as references to funny aspects of sticker design.

W9 W10 W11 W12 W13 W14 W15 W16

my process: sticker patch



MEMORIA



MEMORIA

'initial designs'

here was the first draft of patches that were designed with different fonts that were interesting looking as well as adapting the ideas of plasters or barcodes, I also attempted to combine the two together to create something new

my process: sticker patch

AS YOU ARE
FEEL ALIVE
LIVE A LIFE



FEELALIVE
FEEL ALIVE



'own type and drafts'

i decided that there wasn't any font that was going to represent a liquid adaptation i wanted, so i decided to create my own typography first and then warp the text to create different variations of sticker patches

W9 W10 W11 W12 W13 W14 W15 W16

my process: final sticker



'final designs'

I continued creating shapes and puddles of liquid whilst playing with the orientation of the text until I was satisfied with the result.

my process: final sticker



'final product'

our group discussed and we found that having holographic stickers would be the best way to showcase the sticker patch as a product. It almost has this element of oil based design and goes well with the liquified shape.

my process: pop up



‘site photo & exterior revamp’

our pop up needed to be placed somewhere, and we had already planned for it to be outside takashimaya area which is on the way to Drip. The original size of the pop up was bigger than the actual space we found so I had to scale it down to size in terms of width.

my process: pop up



‘interior revamp’

because the exterior changed the interior had to shift its layout as well, so I made sure that we were able to adjust that to suit the interior. We also added a kiosk for the quiz that people would need to take before going for the activities.

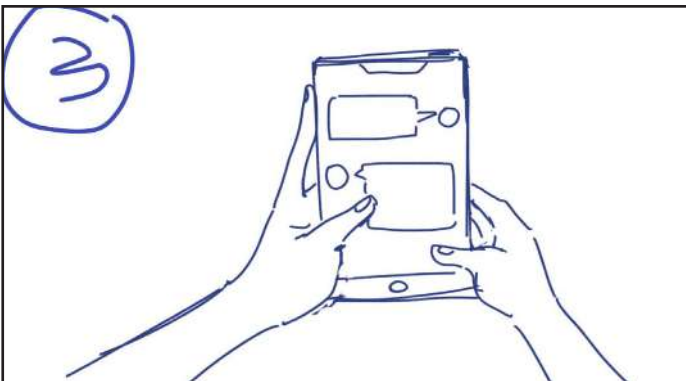
process: storyboard



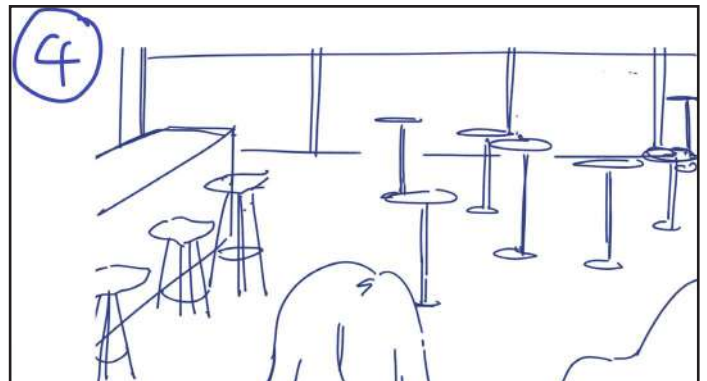
She's horribly drunk



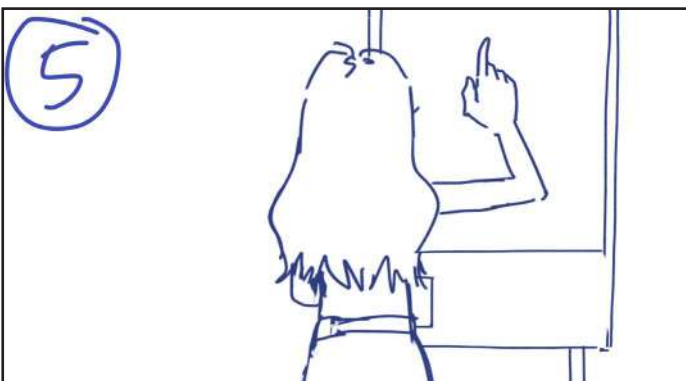
She feels boring and texting with her friend



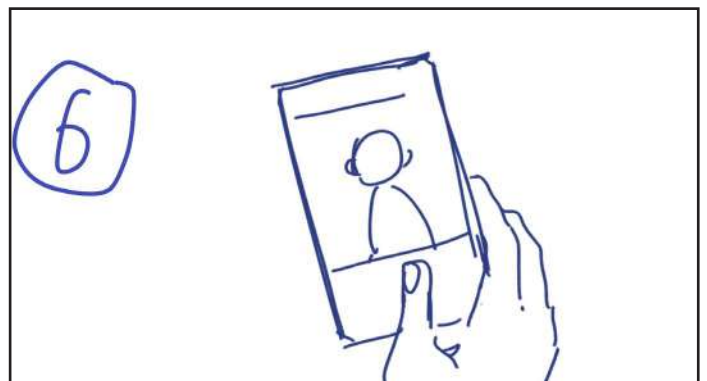
she says that she want to go club, her friend replies "learn how to manage your alcohol consumption first"



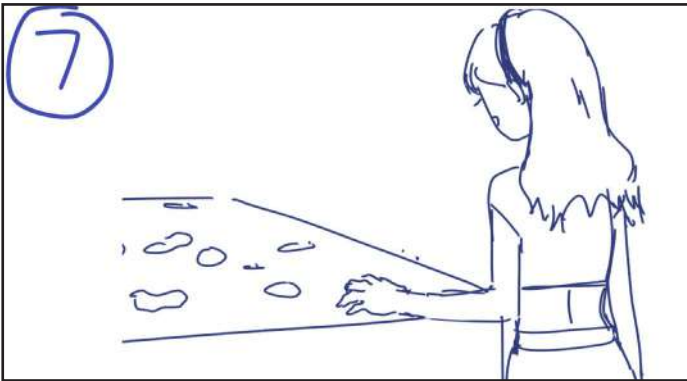
she went to the pop up



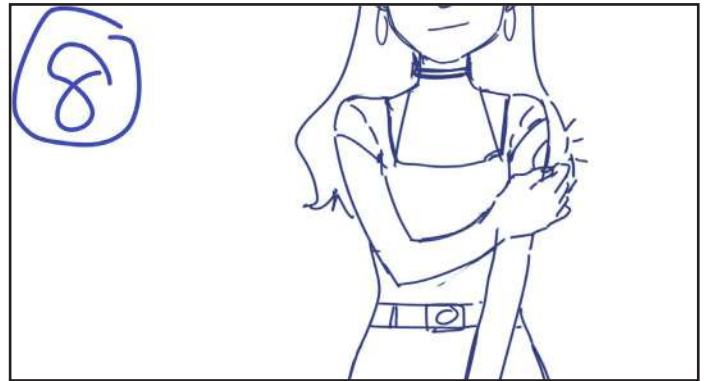
She uses the kiosk to take the quiz



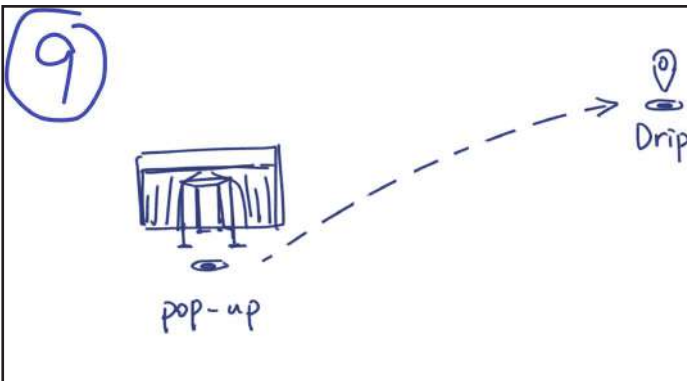
She gets her card



She picks her alcohol pitch



And paste it on her arm



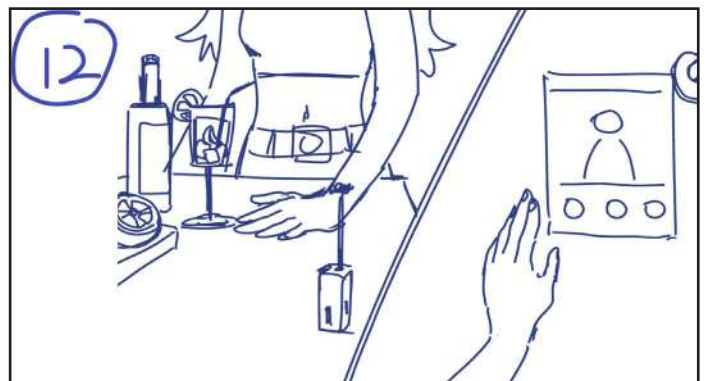
She walks from the pop up to drip



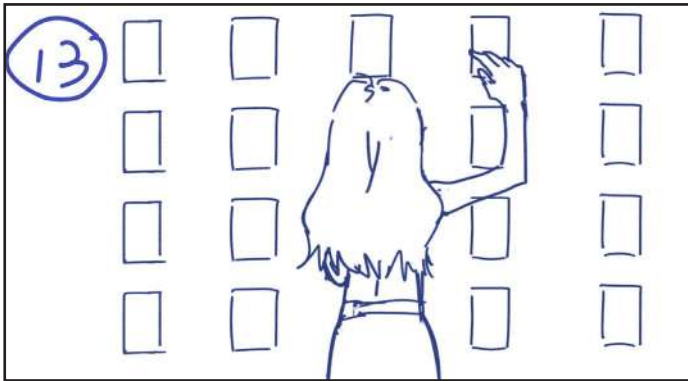
Attends the first activity - dance activity and gets a stamp



Gets the second stamp by attending DJ class



Attends the last cocktail making activity and gets the full of 3 stamps



She gets 3 chances to join in the luck draw



And successfully gets 2 prizes, free sofa and free drink



At night, she went to drip and enjoy her prizes



And she also gets one free special drink by showing her alcohol pitch to the bartender



She enjoy the drink and the night, her alcohol pitch glows

process: final quiz

What's your favorite part of the club experience?

- Enjoying the atmosphere and music
- Showing off your dance moves
- Avoiding the crowds and chaos
- Meeting new people and making friends
- Being the center of attention

How late do you usually stay at the club?

- It depends on the night and my mood
- Until midnight
- I leave early
- Until the after-party ends
- Until the club closes

drip
AS YOU ARE



How do you respond to an invitation for a night out?

- Reluctantly, as you'd rather stay in
- Excitedly and ready to go
- Interested, but not overly enthusiastic
- Absolutely, and you start planning right away
- Indifferently, but you might consider it

How do you dress for a night out at a club?

- I adapt my style to match the theme of the club
- Streetwear and sneakers
- Comfortable and casual
- Glamorous and attention-grabbing
- Chic and stylish

When you go to a club, what's your preferred choice of drink?

- Non-alcoholic beverage
- Craft beer
- A classic cocktail
- A variety of drinks
- Shots all the way

What's your favorite type of music to dance to at the club?

- Hip hop and rap
- I enjoy a mix of music genres
- I'm not a fan of loud music
- Pop and mainstream hits
- EDM and electronic beats

What's your go-to dance move on the dance floor?

- Wild and unpredictable dance moves
- I mix it up and dance to the music's vibe
- I prefer to watch from the sidelines
- The classic two-step
- Breakdance and fancy footwork

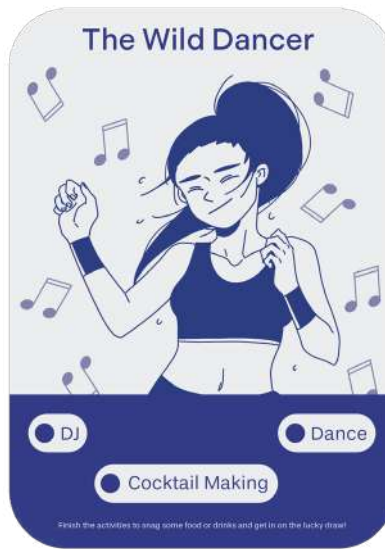
process: results of quiz



'quiz ~~interactive~~'

Originally there was plans to create the actual in-teractive quiz on Ipad but due to time restraint and issues considering the program we wanted to utilise we were unable to put it out.

process: activity cards



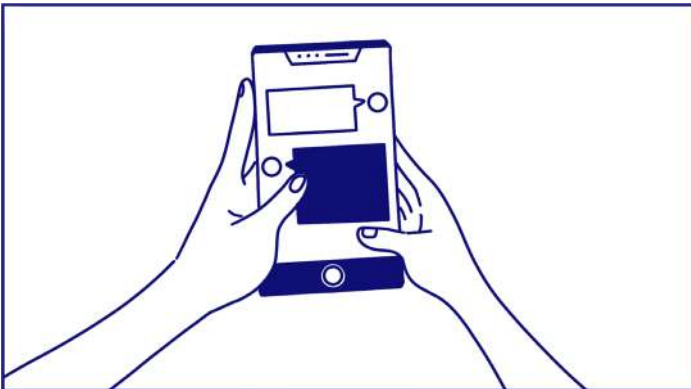
'final products'

these were the final design of the cards, and they turned out well

process: final storyboard



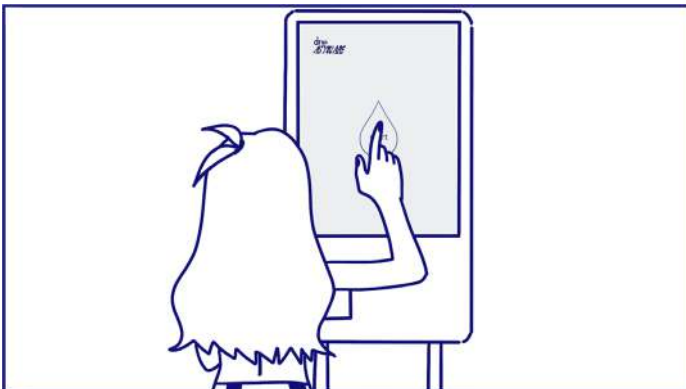
She feels boring and texting with her friend



she says that she want to go club, her friend replies "learn how to manage your alcohol consumption first"



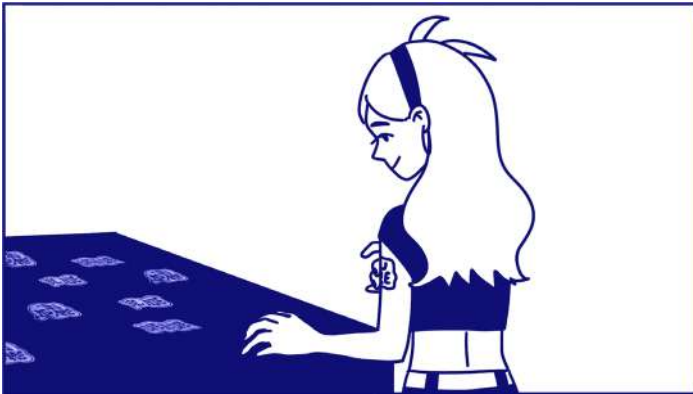
she went to the pop up



She uses the kiosk to take the quiz



She gets her card



She picks her alcohol patch



She walks from the pop up to drip



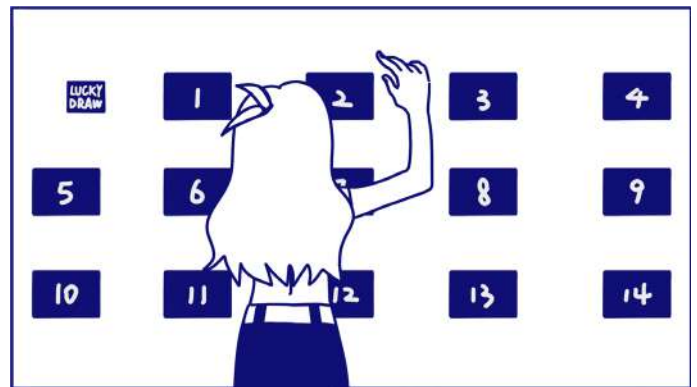
Attends the first activity - dance activity and gets a stamp



Gets the second stamp by attending DJ class



Attends the last cocktail making activity and gets the full of 3 stamps



She gets 3 chances to join in the lucky draw



And successfully gets 2 prizes, free sofa and free drink



At night, she went to drip and enjoy her prizes



And she also gets one free special drink by showing her alcohol pitch to the bartender



She enjoy the drink and the night, her alcohol patch glows

week 16

Phase 2 Production

In deep with our process and solution,
its grind time and theres no time to
waste near the finish line...

my process: site+pop up



‘photoshopped exterior’

I used photoshop to create the illusion of the pop up at the site using warp. The images were also brushed over with light yellow and made to look brighter as the original image renders had more sunlight than the actual ion orchard.

W9 W10 W11 W12 W13 W14 W15 W16

my process: site+pop up



‘photoshopped interior’

I used photoshop here to warp the perspective of the background... and its a little imperfect still managed to create the illusion of perspective. It's a combination of two images on both sides and not a single image outside takashimaya.

process: ticket pricing



‘inspirations’

we had looked at two ways we wanted to represent our tickets, one was in the form of a receipt, that notes down the details of what you get, while the other was more in line with what drip already does as cards.

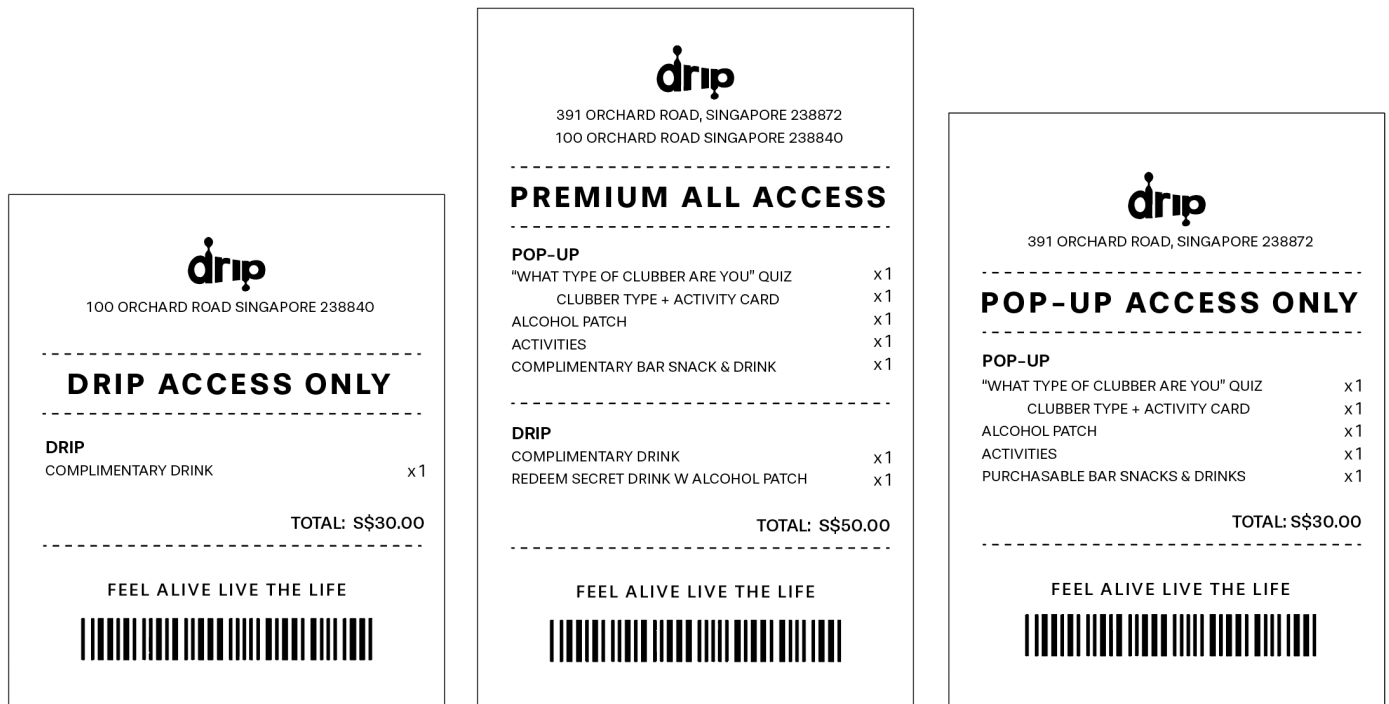
process: ticket pricing

<i>Standard Drip Ticket</i>	<i>All Access Premium</i>	<i>General Public</i>
@ Drip 1x complimentary drink	@ Drip Trip 1x alcohol patch	@ Drip Trip Able to purchase alcohol patch
	1x complimentary food & drink	Able to purchase food & drinks
	Eligible for special menu discounts	Special menu items are not discounted
	@ Drip 1x complimentary drink	
	Show your alcohol patch to redeem a secret drink.	
Early bird: \$25 Presale: \$30	\$35-\$40	Free Entry

'first drafts'

this design ties more into the way that Drip had already done their cards, so we decided to go with a different approach as to the way the tickets would be created.

process: ticket pricing



'final designs

hence on the final design of the tickets, we decided to go with a receipt as a fun nod to ticketing. It would note down what kind of ticket you bought as well as the activities that go along with it.

process: slide deck

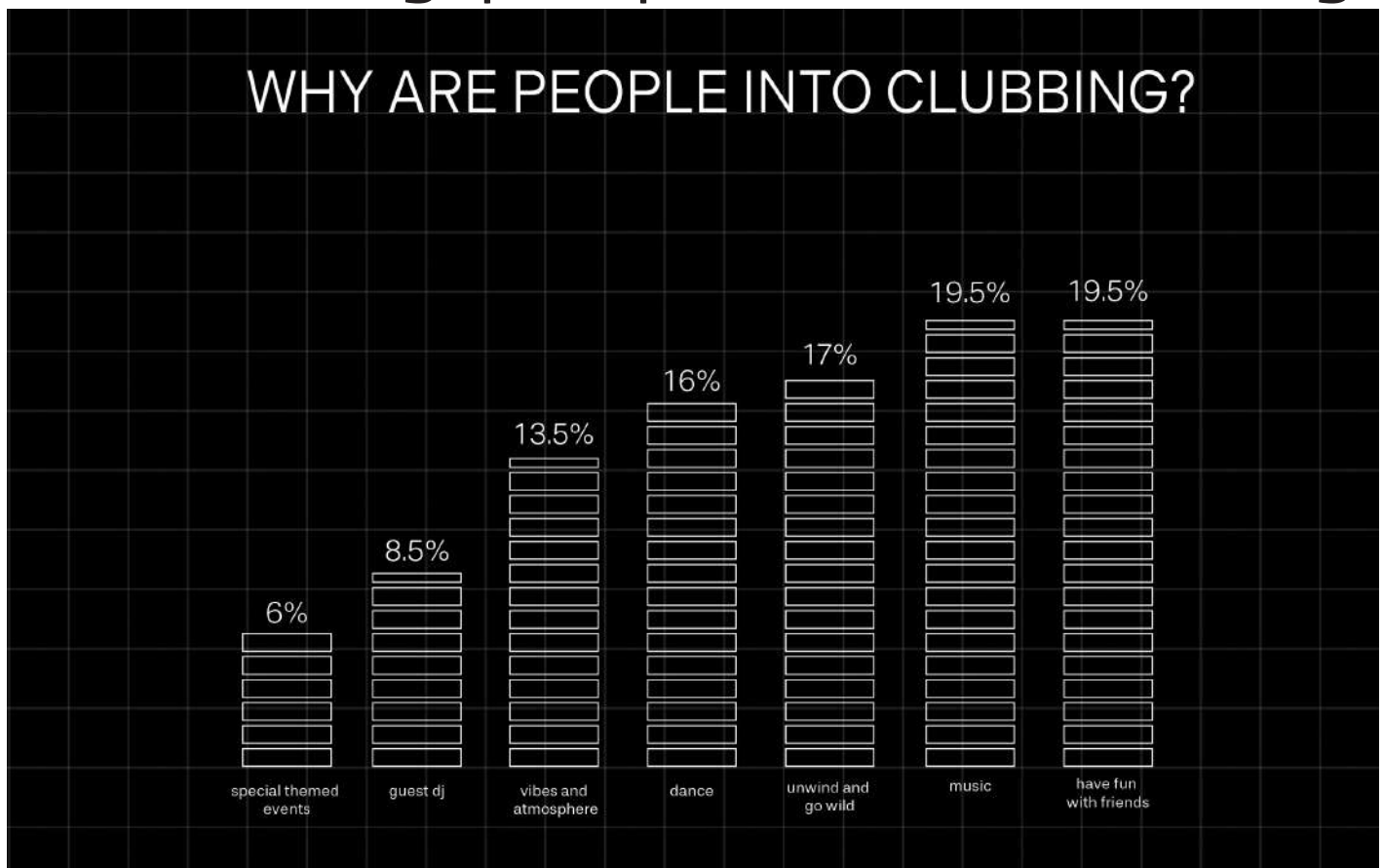
1. 'title'



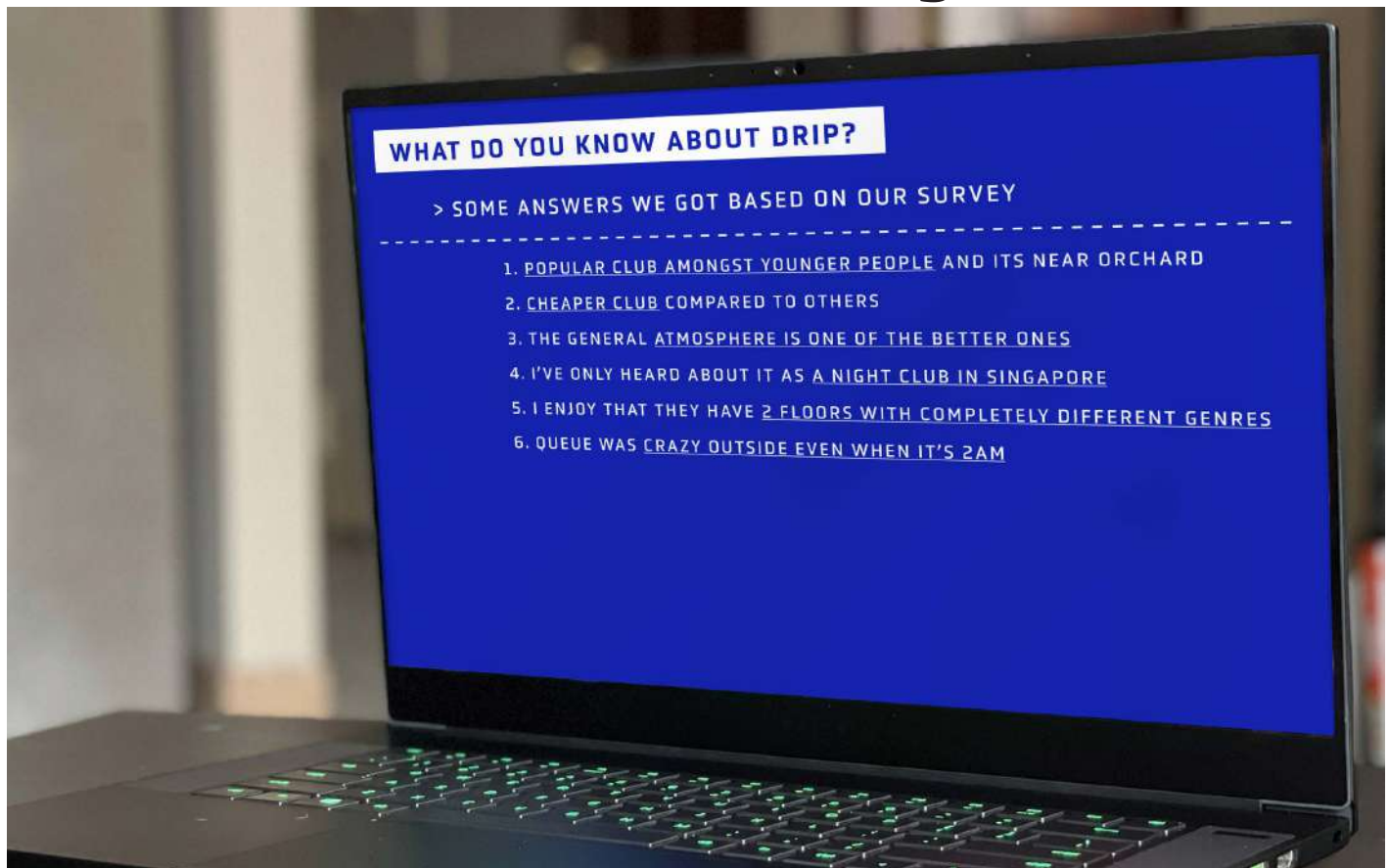
2. 'about drip'



3. 'why people into clubbing'



4. 'what do you know?'



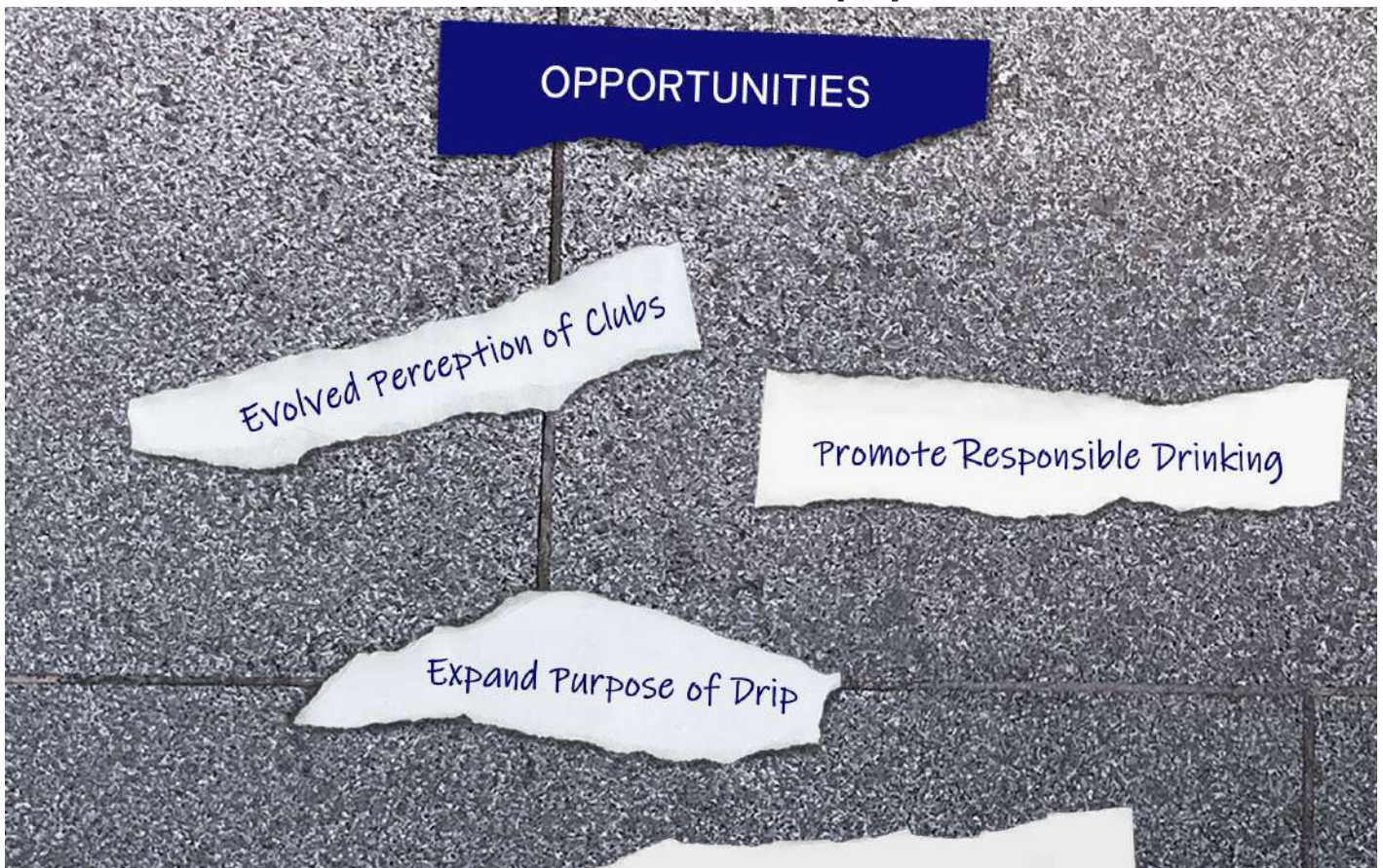
5. 'before and during'



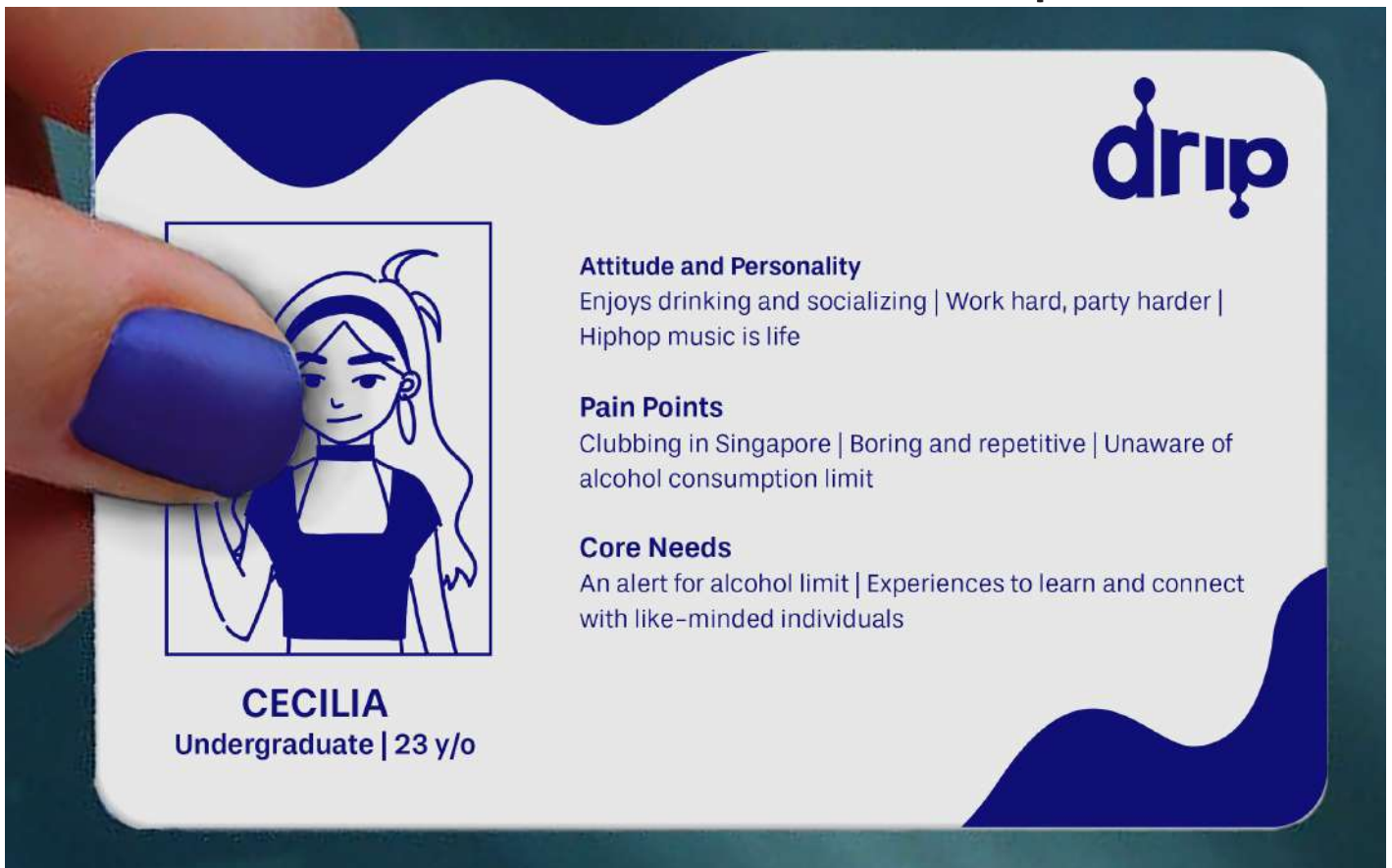
6. 'clubs are spaces'



7. 'opportunities'



8. 'persona'



9. 'how might we?'



10. 'as you are'



11.

‘exterior’



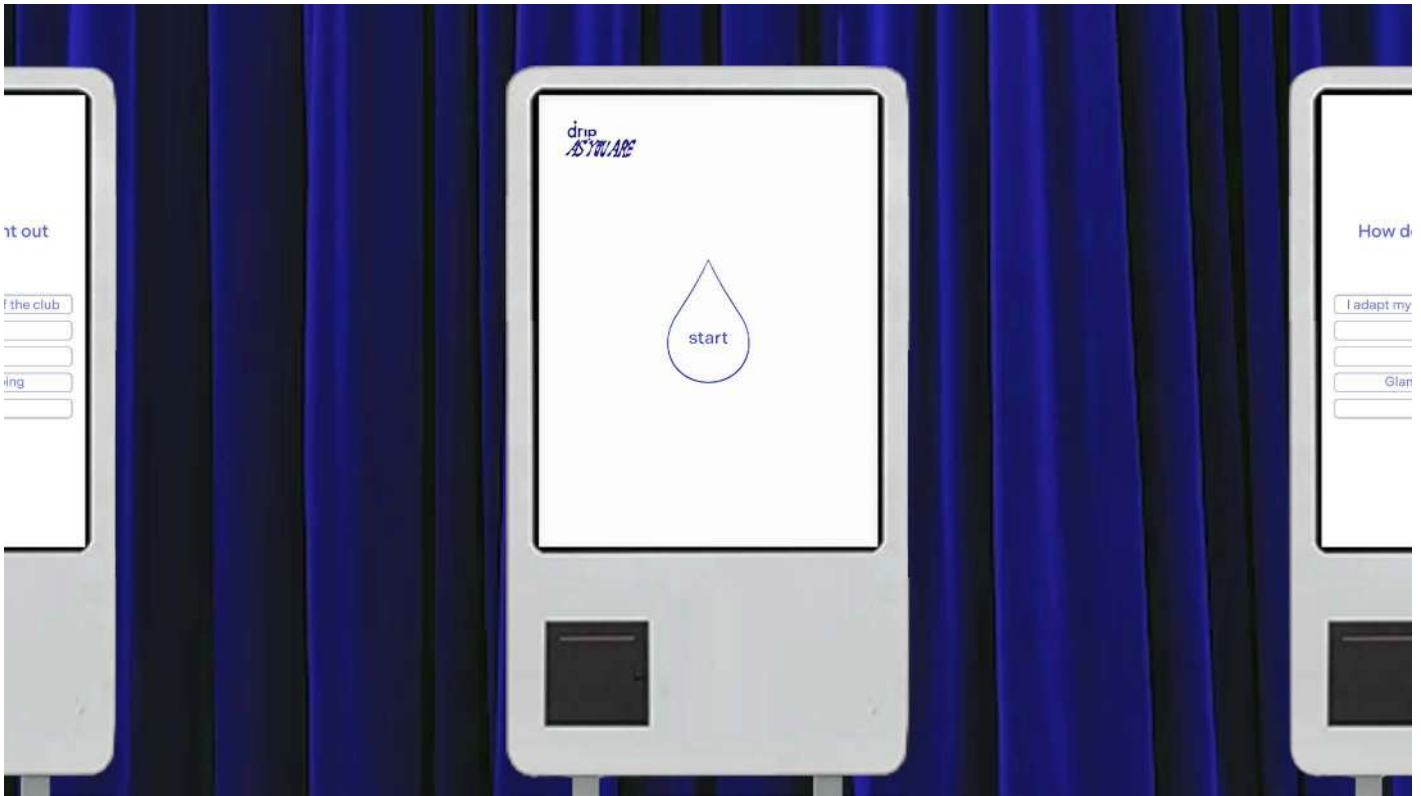
12.

‘interior’



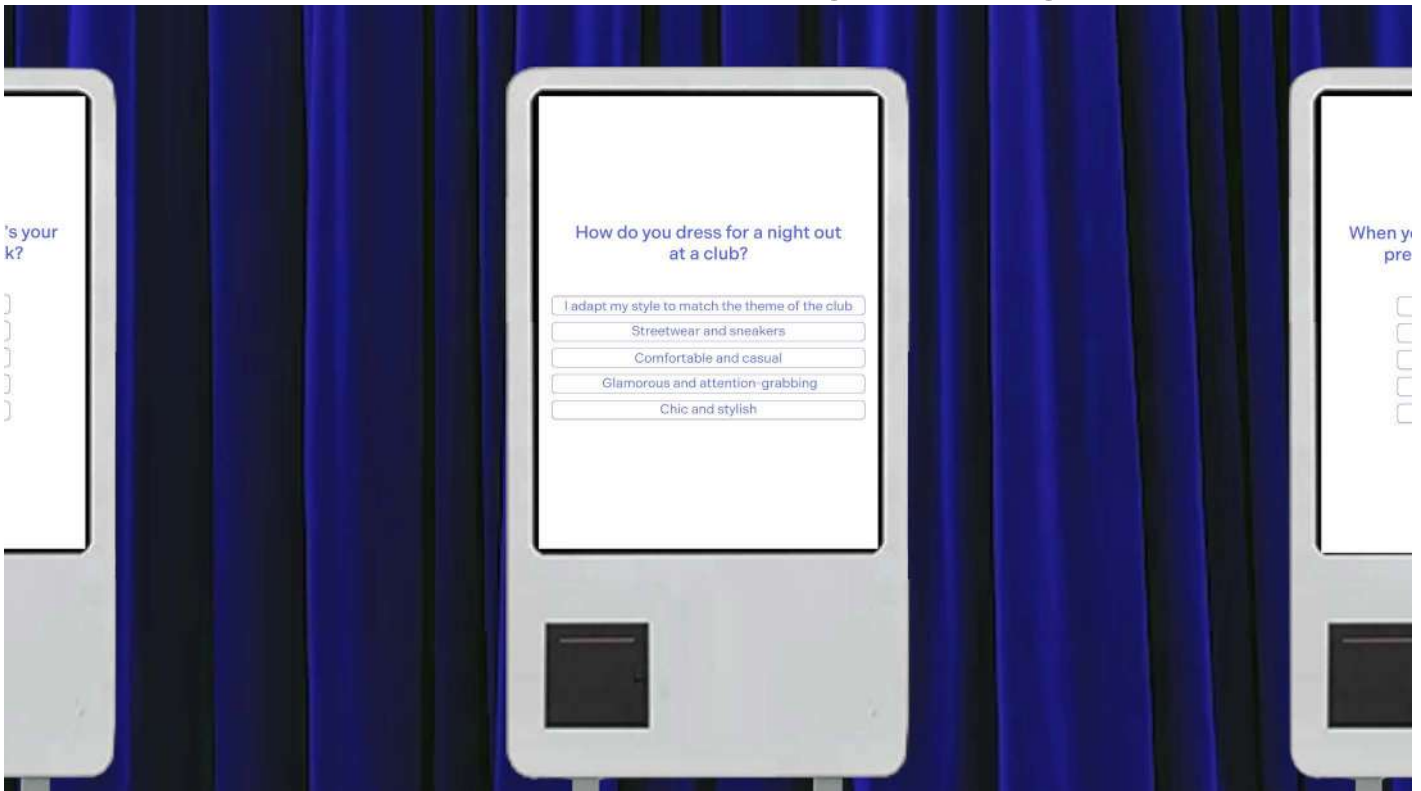
13.

‘quiz start’



14.

‘quiz question’



15. 'quiz results'



16. 'activity card from result'



17. 'alcohol sticker patch'



18. 'cocktail making'



19.

‘DJ workshop’



20.

‘dance workshop’



21.

‘jagua tattoo’



22.

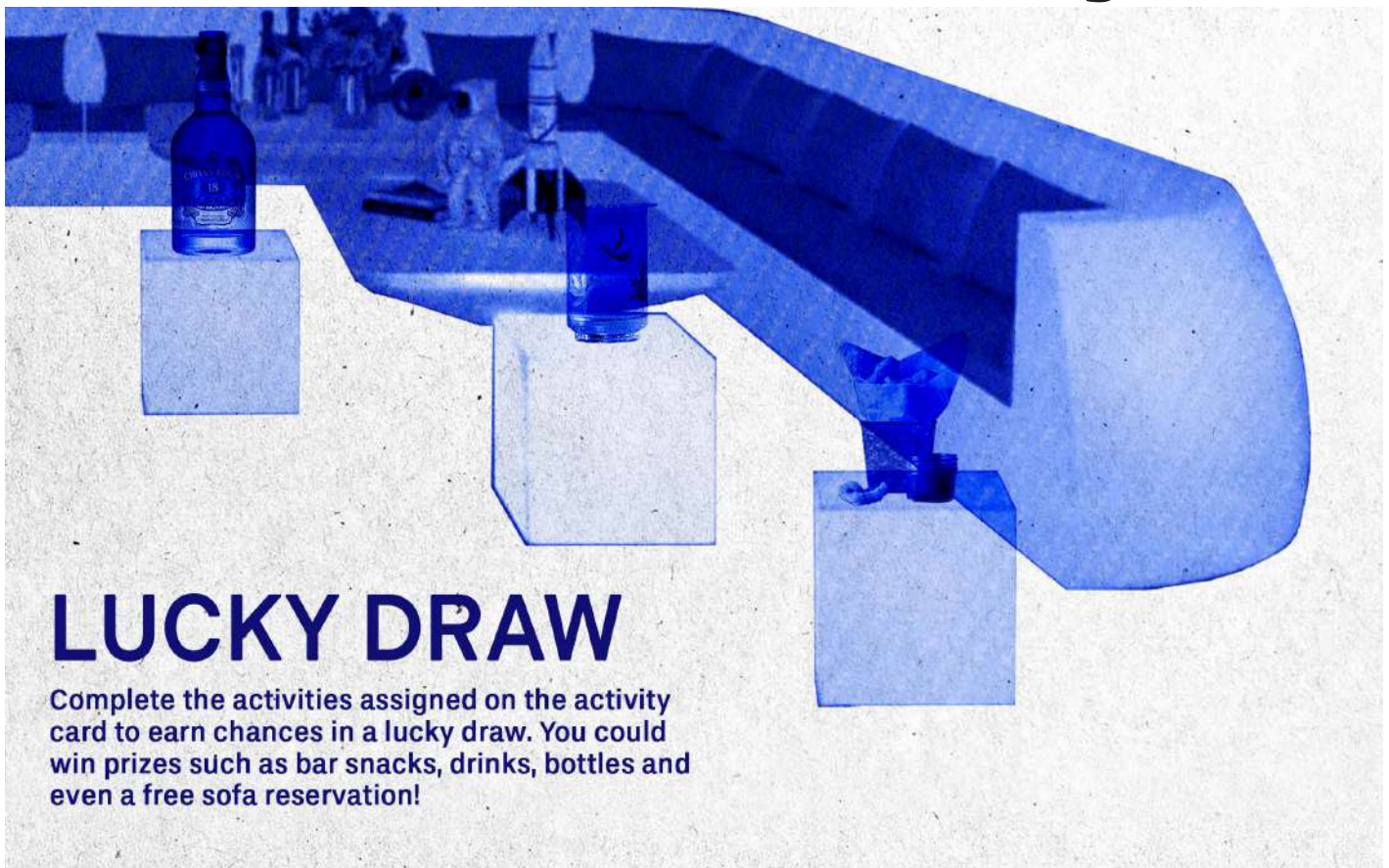
‘diy coaster’



23. 'mocktail making'



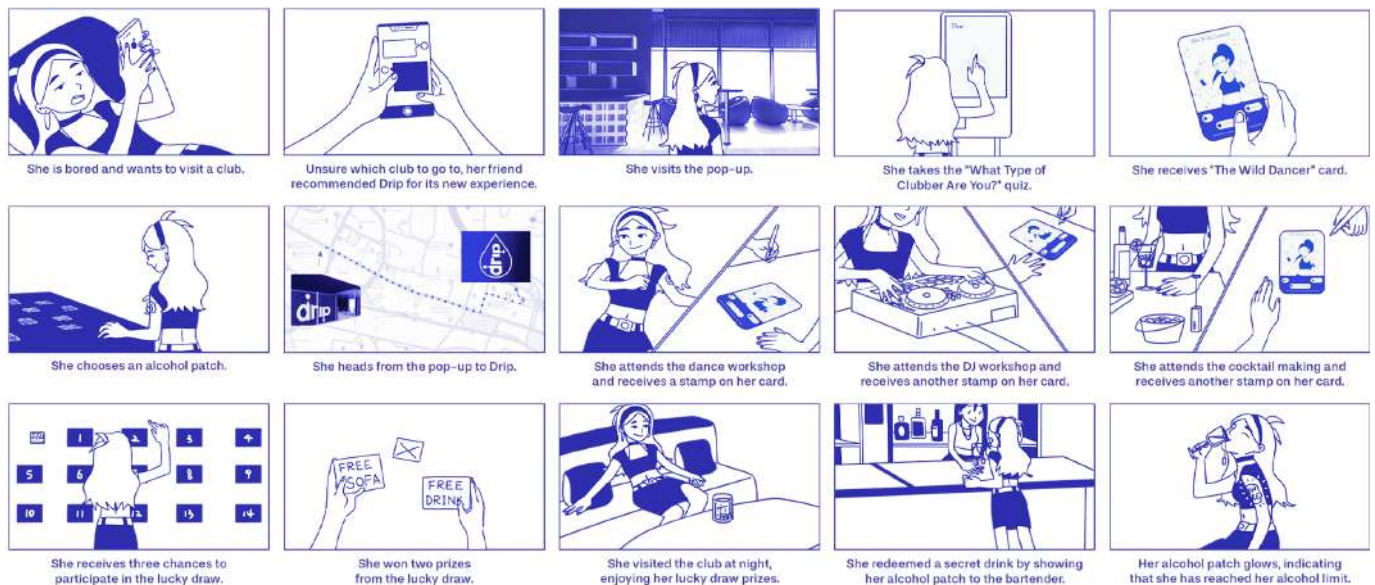
24. 'lucky draw'



25. 'ticket pricings'



26. 'storyboard'



27.

‘play video’



28.

‘thank you’



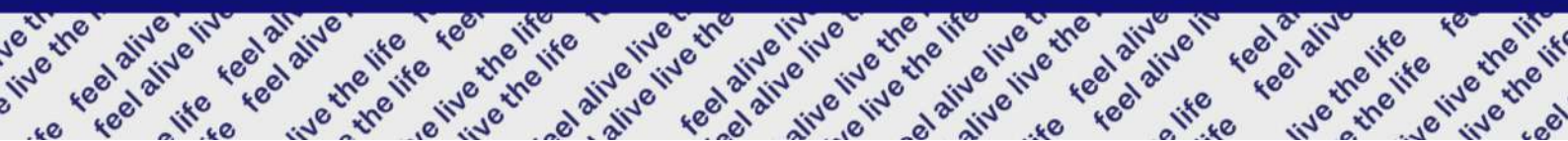
when thinking about the slide deck, we knew that we wanted it to be memorable to look at and yet we didn't want the slides to be flooded with information, yet create a sense of clarity which can help compliment our verbal presentation. Hence every slide was made in photoshop with aspects of imperfect design created to form an illusion of realism.

process: website

'home page'


[Research](#)
[Persons](#)
[As You Are](#)
[A1 Board](#)
[Pitch Deck](#)
[Video](#)
[About Us](#)


"Drip As You Are" is an interactive experience that kicks off with a "What Type of Clubber Are You" quiz at a pop-up on Orchard Road. This is followed by personalised activities at Drip, such as DJ-ing and cocktail making. Visitors will receive a wearable patch that monitors their alcohol levels, encouraging responsible drinking. In the evening, the pop-up transforms into a casual hangout spot, offering bar snacks and drinks while club-goers party the night away at Drip.



'as you are'

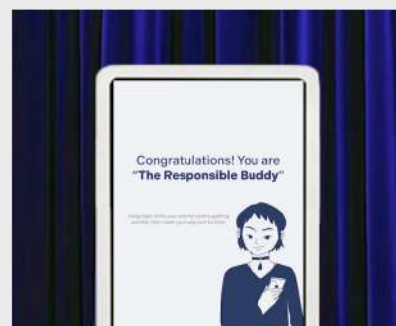
Our Pop-Up

The journey begins at a pop-up on Orchard Road. Here's a visualization of our pop-up!



What Type of Clubber Are You?

Visitors can take a quiz titled "What Type of Clubber Are You" at the pop-up and receive a card detailing a curated list of activities based



with the website, we tried to blend a mix of design elements so that there was a certain sense of consistency without creating one singular identity.

It would be easy to read and understand while experimenting with white spaces

process: A1 board



Drip Singapore is a nightclub nestled in the basement of Concorde Hotel and Shopping Mall. Established in 2022, it is recognized as Singapore's largest underground club.

Spanning two floors, Drip offers a variety of music genres. Its interior features hyperlocal design elements and displays contemporary art pieces created by NAFA students.

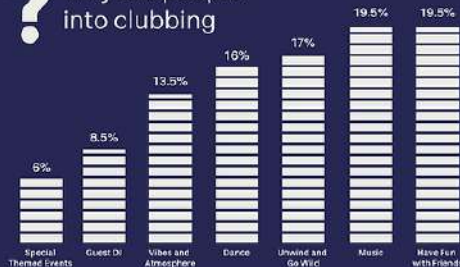
Scan to view our website!



Timothy Ho
Megan Chia
Stefani Margarettha
Liu Yilin

G20220020
G20220003
G20220128
G20230180

? Why are people into clubbing



Clubs are spaces where individuals can escape from the stresses of reality. However, they are often viewed as a mere social activity to let loose and have fun.

We aim to evolve the perception of these venues and expand the purpose. How can we reimagine Drip as a space that stimulates intellectual curiosity, encourage meaningful connections or even foster personal growth and development?



drip
AS YOU ARE

"Drip As You Are" is an interactive experience that kicks off with a quiz at a pop-up on Orchard Road. This is followed by personalised activities at Drip. Visitors will receive a wearable patch that monitors their alcohol levels, encouraging responsible drinking. In the evening, the pop-up transforms into a casual hangout spot, offering bar snacks and drinks while club-goers party the night away at Drip.



What type of clubber are you! Take our quiz to find out!

1. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

2. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

3. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

4. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

5. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

6. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

7. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

8. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

9. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

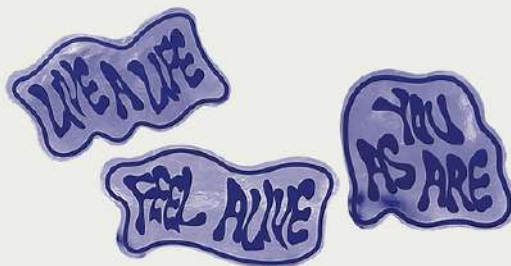
10. How do you prefer to spend your time on a night out?
A. Relaxing and socializing
B. Dancing and partying
C. Drinking and socializing
D. Other

Activity Cards



Alcohol Patch

Every visitor will receive a wearable sticker patch that monitors alcohol levels through sweat and body heat. The patch will glow if alcohol levels exceed a certain limit, promoting responsible drinking habits. This patch can also be shown to club bartenders to redeem a secret drink.



Activities



Customer Experience Storyboard



the A1 board was designed in a grid square based format, to showcase the organisation of things and yet not making it look too corporate and professional we wanted it to display the quiz as well as the activity cards, activities alcohol patch, and pop up. Overall a visually intensive board that allows us to display everything we did. The minimal usage of text was also important as we didn't want people to get stuck in reading unnecessarily long amounts of information.

