

# REDBREAST WHISKEY & JAPANESE MIZUNARA OAK

A Blend of Two Cultures

Creating a Multi-Sensory, Interactive Whiskey Launch Experience

PRESENTED BY

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# RESEARCH & INSIGHTS

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brand values, expectations  
cultural fusion & design  
considerations.

Exploring and developing initial  
concepts drawn from brand  
research and cultural insights.

# CONCEPT DEVELOPMENT

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# DESIGN ITERATION & IMPLEMENTATION

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Low to high fidelity  
prototyping and development  
of the concept.

An interactive experience  
combining tangible and digital  
elements.

# REFINED CONCEPT

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# FINAL OUTCOME

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The final developed  
interactive whiskey launch  
experience.

# Redbreast Mizunara Edition

## (Whiskey Launch at Osaka Expo 2025)

How do you launch a premium whiskey at a world expo in a way that is genuinely memorable and personally meaningful, rather than simply promotional?

The team addressed the question: How can a visitor come to understand the craft, rarity, and sensory depth of Redbreast Mizunara to the fullest? Research shows that the most memorable experience is interactive, which is what our team went for.

The Master's Atelier is a four-stage, multi-sensory bar installation where visitors progress through four "Keepers" (scent, touch, taste, and personal questionnaire), using NFC-triggered interactions, a live radar flavour profile, and a personalised orchard fruit reveal on an embedded touchscreen bar surface.



ANSWER TO GROW YOUR ORCHARD

Q1 Forest or ocean?

Q2 Bitter, sweet, sour or salty?

Q3 Which colour speaks to you?

Q4 Rainy, windy, sunny or frosty?

YOUR ORCHARD

Pear  
AMY

Only 15% of today's visitors share your fruit.

Redbreast Whiskey Taster Certificate

Name	Amy
Orchard fruit	Pear
Visitor	24 of 500
Date	30 / 04 / 26





# RESEARCH & INSIGHTS

## Starting Points:

- **Cultural Reference:** Ireland - Japan connection (Mizunara oak & Redbreast heritage).
- **Conceptual Theme:** Craftsmanship, rarity, discovery, luxury.
- **Industry References:** E.g. Macallan, Gallery 12 & Jameson Lightscape.
- **Technologies explored:** WebAR, projection mapping, AR, NFC tags, and AI.
- **Materials & sensory elements explored:** Wood textures, glass, touch, scent, and spatial audio.

## Brand Evaluation:

- Premium, craft-led Irish whiskey brand.
- Strong emphasis on heritage and authenticity.
- Focus on rarity and limited edition production (Mizunara).
- Experience should feel exclusive, refined and personal.

## Site Evaluation:

- **Location:** Ireland Pavilion, Osaka, Japan.
- 20m X 20m enclosed space.
- 12m height standard (up to 17-20m possible).
- Allows for a centralised interaction zone.
- Enclosed environment enables controlled lighting, sound, and scent.
- Layout requires efficient flow and visitor capacity management.

## Audience Personas:

- **Whiskey connoisseurs** seeking depth, craft and authenticity.
- **Luxury lifestyle** explorers drawn to aesthetics and storytelling.
- **Press & trade guests** focused on narrative, brand meaning and industry insight.
- **Young discoverers** seeking accessible, engaging, first-time experiences.



## Initial Concept Directions:

Our initial phase explored three distinct ways to merge the Redbreast Mizunara Edition story with the immersive requirements of the Osaka Expo 2025.

- (1) **A Taste Through Culture**  
A 20m x 20m pavilion that uses WebAR and projection mapping to "dissolve" walls, transporting guests between the misty forests of Hokkaido and the Midleton Distillery.  
**Key Tech:** AI-guided storytelling, spatial audio, and scent diffusers (sandalwood and spice).
- (2) **The Living Forest**  
A "hidden gem" minimalist discovery. A dark room with suspended Mizunara oak staves that visitors must scan to reveal a digital robin's journey.  
**Key Tech:** Individualised AR discovery and a pre-experience quiz that shapes the narrative path.
- (3) **The Master's Atelier**  
A high-concept workshop/bar hybrid focused on the collaboration between guest, blender, and nature.  
**Key Tech:** Voice-responsive AI (Master Blender), computer-vision tasting tables, and live laser-engraving stations.

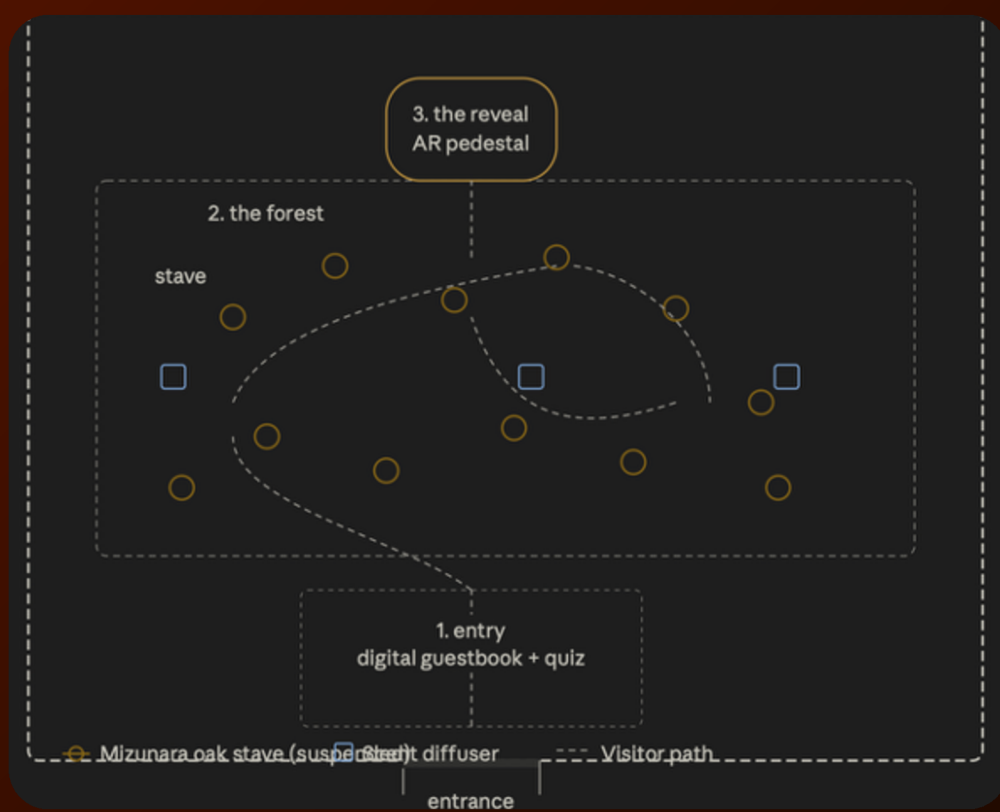
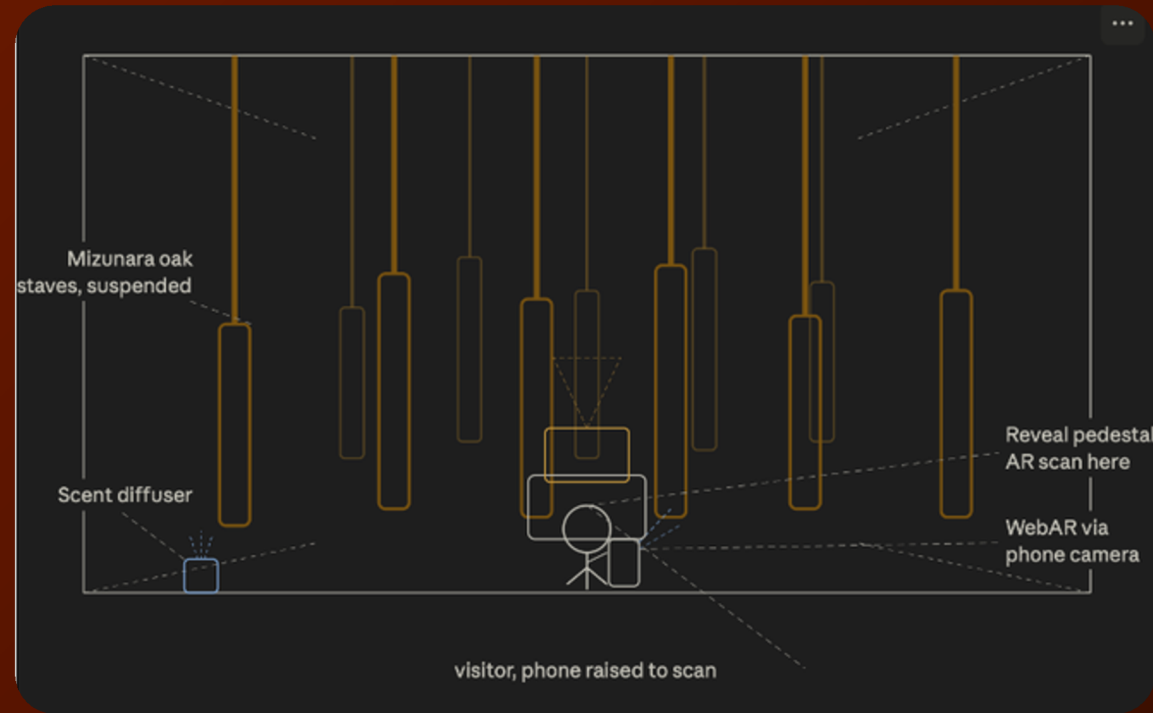
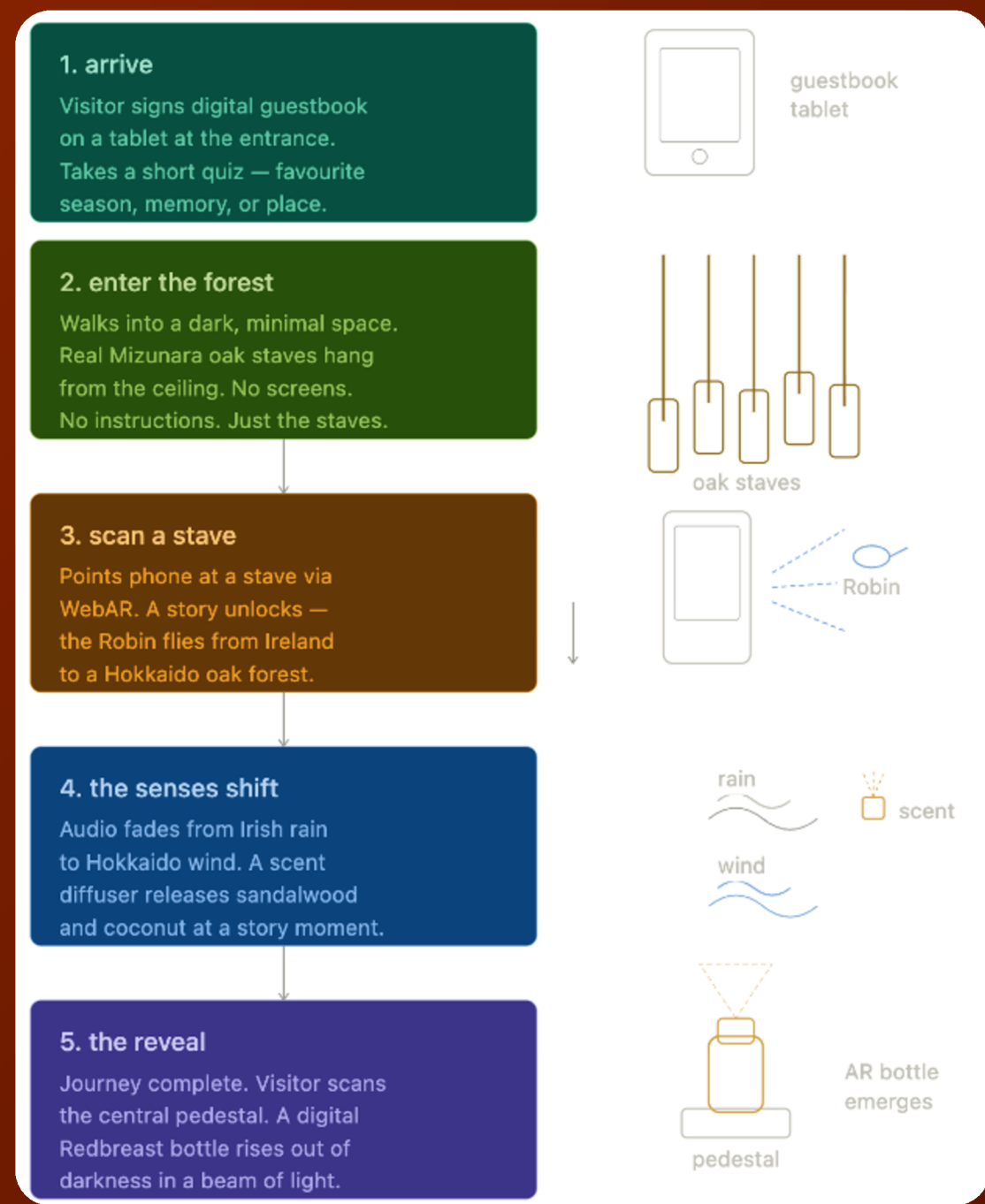
# CONCEPT DEVELOPMENT

# A Taste Through Culture



# CONCEPT DEVELOPMENT

# The Living Forest

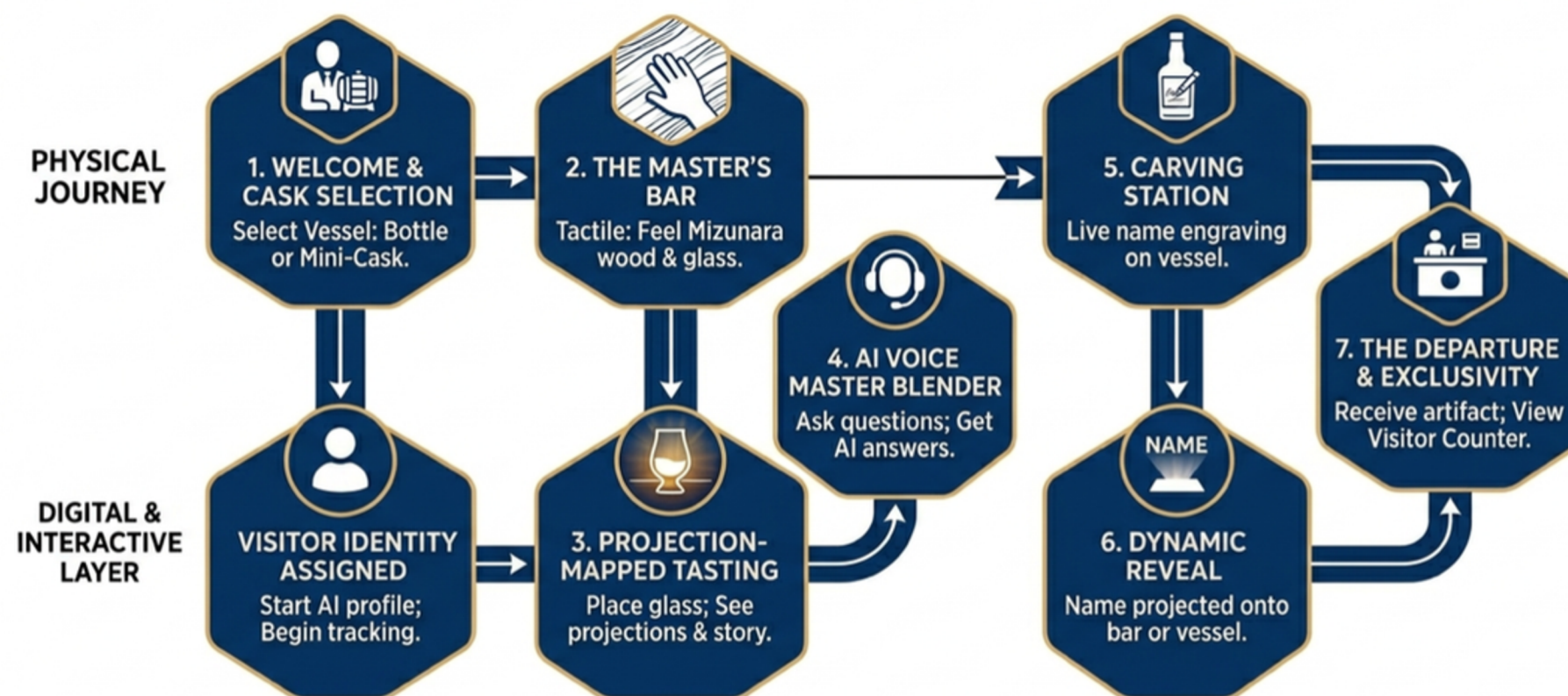


# CONCEPT DEVELOPMENT

# The Master's Atelier



## THE MASTER'S ATELIER: VISITOR EXPERIENCE FLOW



# CONCEPT DEVELOPMENT

## How They Differed:

The directions moved across a spectrum of user engagement:

1. Response 01 focused on Environmental Immersion, using large-scale projections to change the physical space.
2. Response 02 focused on Individual Discovery, using a "less is more" approach to reward curious visitors.
3. Response 03 focused on Active Participation, bridging the gap between digital interaction and a tangible physical souvenir.

## Feedback & Final Selection:

While Response 01 was visually stunning, peers worried about users being "distracted by phones." Response 02 was praised for its intimacy but flagged for a potentially confusing user flow. Response 03 was voted the strongest because it turned the visitor into an active participant.

We chose The Master's Atelier because it provided the most "thematic coherence," treating each bottle as a unique collaboration. It also offered a practical foundation for spatial sequencing and a lasting brand connection through the personalised cask.

# CONCEPT DEVELOPMENT

# DESIGN ITERATION & IMPLEMENTATION

## The Spirit

A streamlined bar interaction focusing on the "Spirit" shared by both the whiskey and the visitor.

Visitors answer instinctive personality questions (e.g., "Forest vs. Ocean") projected onto the bar surface.

A loading animation builds a digital profile, connecting the user to a key note of the blend, such as "The Oak".

Outcome: Visitors receive a personalised result: "Visitor 21 of 500, you are the Oak.

Quiet, patient, and the foundation everything else is built on".

## Selected by Mizunara

A reactive, unpredictable environment reflecting the unique nature of Mizunara barrels.

The space uses subtle environmental cues, light, music, and flickering projections that respond to visitor movement and initiative.

Individual stations lure people in with a gentle glow or sound; the bar surface exhibits "organic" digital effects like wood-grain motion or liquid flow.

A sense of mystery where every guest receives a different ending, reinforcing the idea of rarity and individuality.

## The Five Keepers

Reimagined as a "detective experience" built on sensory decoding. Visitors are recruited to find the hidden formula divided among four keepers.

**Keeper I (Oak):** Match physical wood pieces to a hollow shape based on the taste of the first glass.

**Keeper II (Sandalwood):** Complete a scattered letter cypher of the word 白檀 (Sandalwood) to trace the next digital branch.

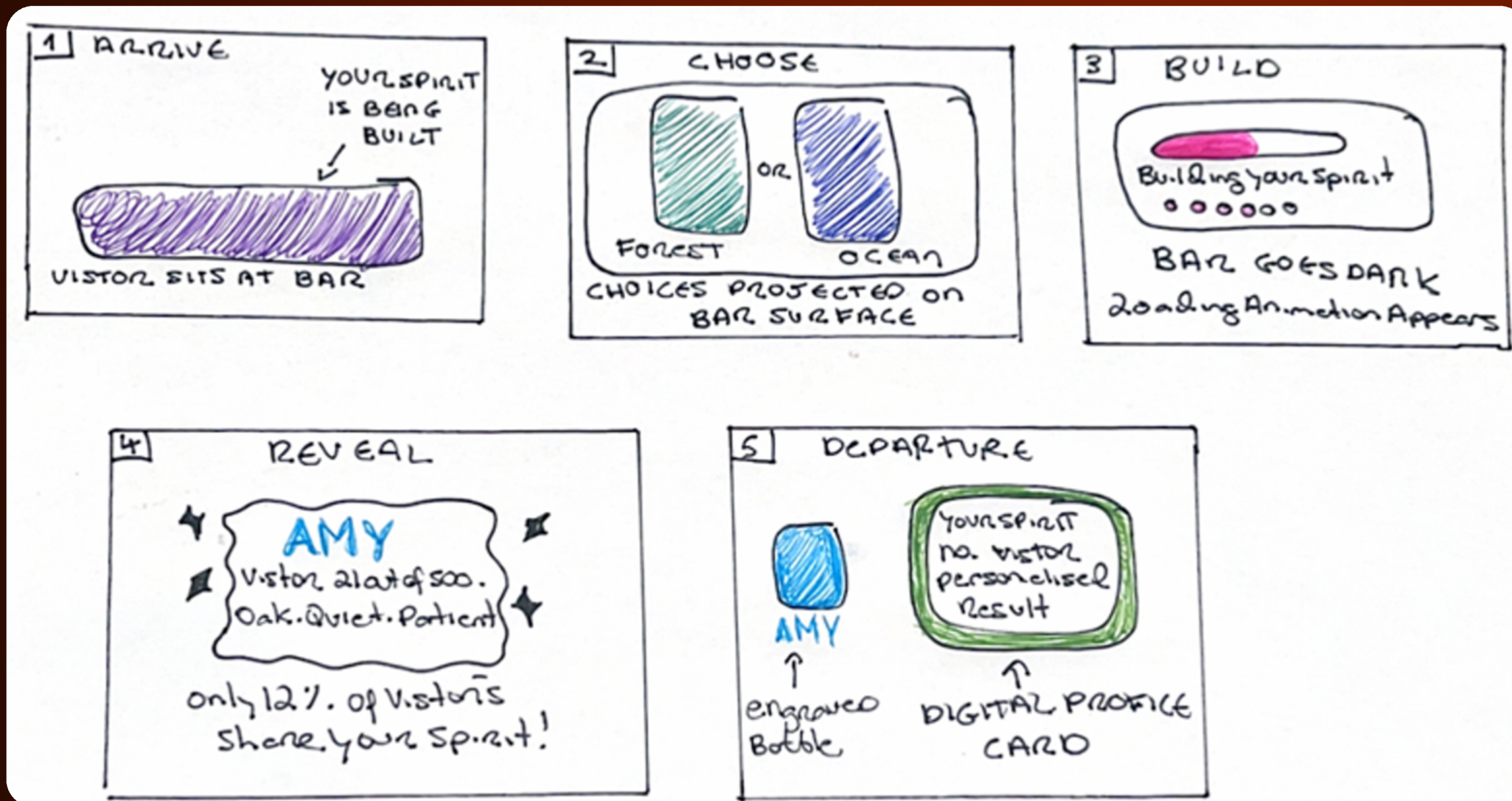
**Keeper III (Spice):** Drag a clock hand to the sensation that matches the whiskey's finish.

**Keeper IV (Orchard Fruit):** A personal reflection where the choice of memory grows unique digital blossoms on the tree.

**Keeper V (The Taster):** The final reveal: "You were never looking for the formula. You were always the last keeper".

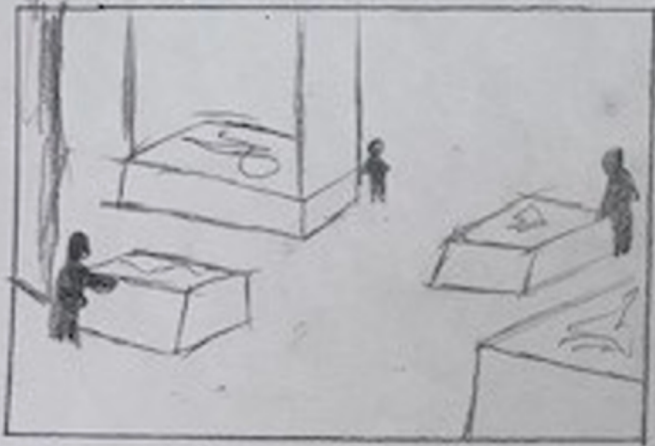
A limited-edition bottle, a personal cypher, and a wax-sealed completion card.

# THE SPIRIT



# SELECTED BY MIZUNARA

Choosing Stations - Subtle cues



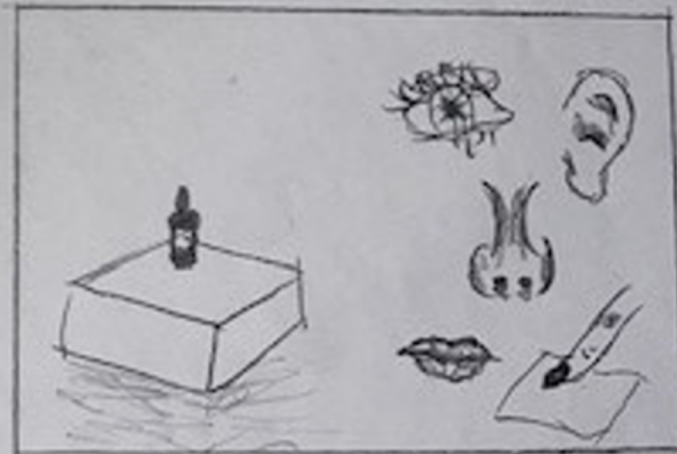
Unpredictable Interaction



Personalised bottle reveal



Reactive Environment



# THE 4 KEEPERS

## *The Formula*

Place the glass. Grow the tree. Find the secret.

Glass 1 placed →  
first branch grows

← 3 still to place  
tree waits in the wood



*SARAH*

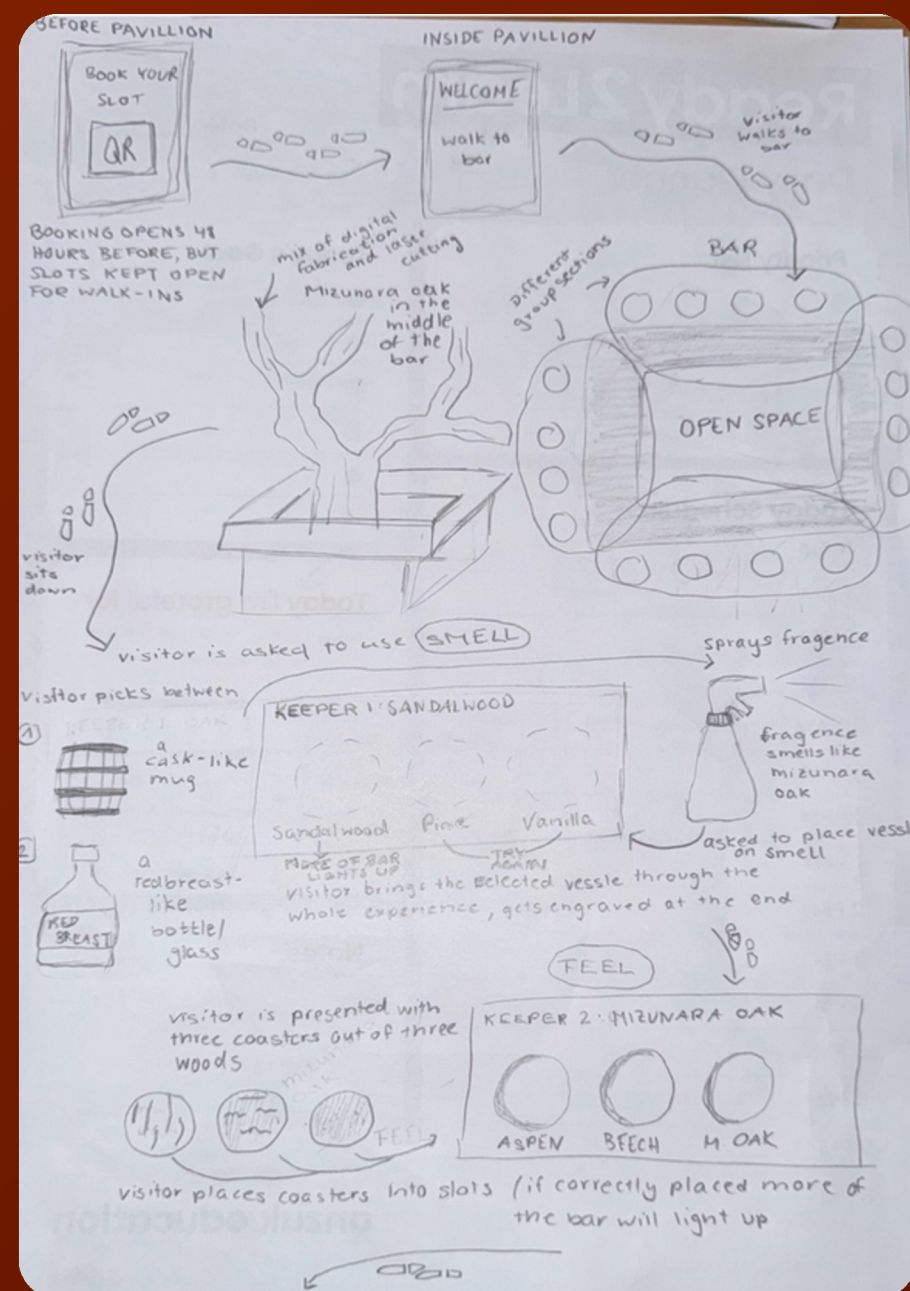
THE SECRET WAS ALWAYS YOU

VISITOR 21 OF 500 - REDBREAST MIZUNARA

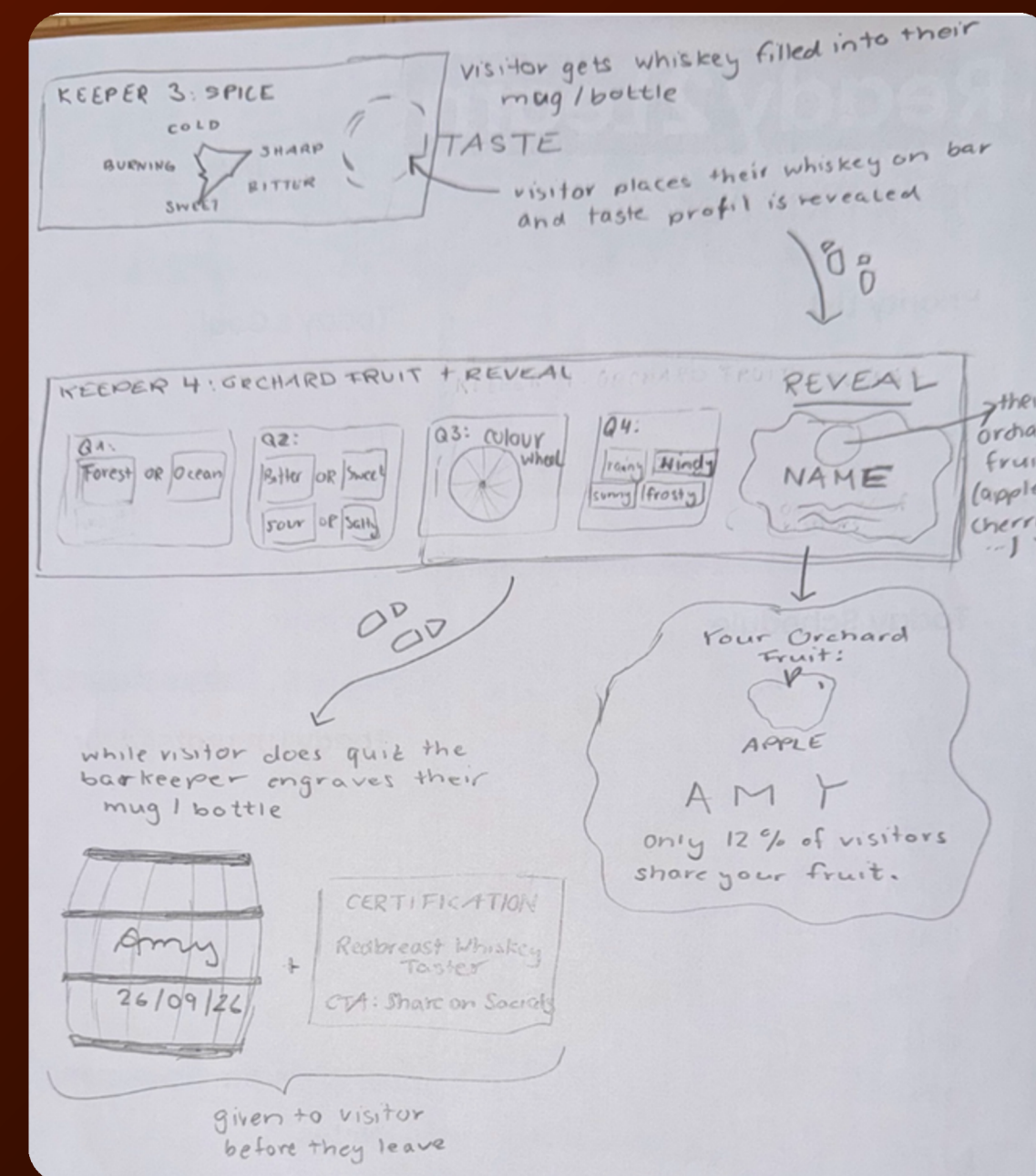
# REFINED CONCEPT

## THE MASTER'S ATELIER: THE FOUR KEEPERS EXPERIENCE

A four-stage immersive journey where visitors act as "detectives" to decode the secret formula of Redbreast Mizunara.



The refined concept evolved into a four-stage immersive journey where visitors act as "detectives" to decode the secret formula of Redbreast Mizunara. The experience is centered around a 16-seat bar that physically encloses a large Mizunara oak tree, serving as the heart of the pavilion.



# REFINED CONCEPT

## THE MASTER'S ATELIER: THE FOUR KEEPERS EXPERIENCE

### THE INTERACTION MODEL

The bar surface is an interactive touch display combined with physical sensors to facilitate the experience:

- **Tangible Interaction:** Visitors move physical wood coasters, fragrance bottles, and drinking vessels.
- **Digital Interaction:** Draggable sliders, radar diagrams, and pulsing visual interfaces appear on a "smart" wood surface.
- **NFC Technology:** Physical vessels (cask-like mugs or whiskey glasses) trigger localised digital responses when placed on specific zones.

### MEANINGFUL ENGAGEMENT & OUTCOMES

The bar provides a visualisation of the user's personal taster profile based on their interaction with the "Spice" clock.

The system tracks daily statistics and tells visitors, "Only 12% of today's visitors share your fruit!"

Guests depart with a physical whiskey taster certificate and their chosen vessel, both laser-engraved with their name and date in real time.

# REFINED CONCEPT

## THE MASTER'S ATELIER: THE FOUR KEEPERS EXPERIENCE

### The Journey of the Keepers

Keeper	Sensory Focus	The Interaction
I: Sandalwood	Smell	Visitors spray a fragrance and guess the note. Placing the vessel on the "Sandalwood" zone illuminates the bar. An incorrect guess reveals an error message and a hint.
II: Oak	Touch	Three coasters of different grain and weight must be matched to their wood names by placing them into hollow shapes cut into the bar surface.
III: Spice	Taste	While tasting the whiskey, visitors drag a digital line on a pulsing "clock face" to match the tasting sensation.
IV: Orchard Fruit	Personal	A quiz about personality and preferences grows a unique digital orchard of blossoms. This stage reveals the visitor's fruit profile (e.g., "You are an Apple").

# STORYBOARDS

## STORYBOARD REDBREAST WHISKEY



### Entering Pavilion

Visitors are welcomed into the pavilion and invited to take a seat around a Mizunara oak bar. Here they are offered a choice of two drinking vessels.



### Sandalwood Fragrance

Visitors smell a Japanese Sandalwood fragrance. They place their vessel on the glowing Sandalwood NFC slot, confirming the note.



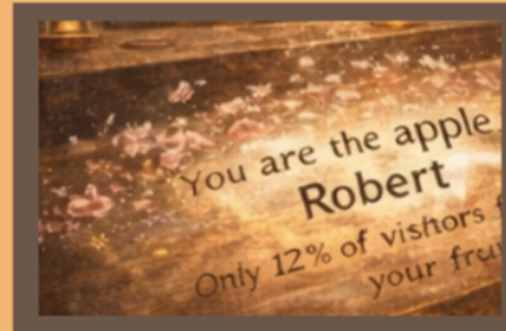
### Matching Wooden Coasters

Visitors match three wooden coasters to the correct wood type. Placed correctly, the surface lights up further.



### Redbreast Taste Profile

Visitors taste the Redbreast whiskey, then drag a hand to select from the tasting profile: sour, bitter, sweet, salty.



### Orchard Fruit Trict Profile

Visitors answer a personalised quiz as a blossoming orchard projection grows on the bar. Their unique fruit and name are revealed.



### Engraved Keepsake

Each guest leaves with an engraved mug/glass and a whiskey tasting certificate, commemorating the date of their experience.

## STORYBOARD REDBREAST WHISKEY



### Welcome

Mizunara oak tree visual with vessel selection (cask mug or whiskey glass)



### Keeper I

Spray fragrance interaction with Japanese character hints for wrong answers



### Keeper II

Click-to-place wood coaster matching with visual feedback



### Keeper III

Draggable clock hand to select taste sensations, reveals whiskey profile



### Keeper IV

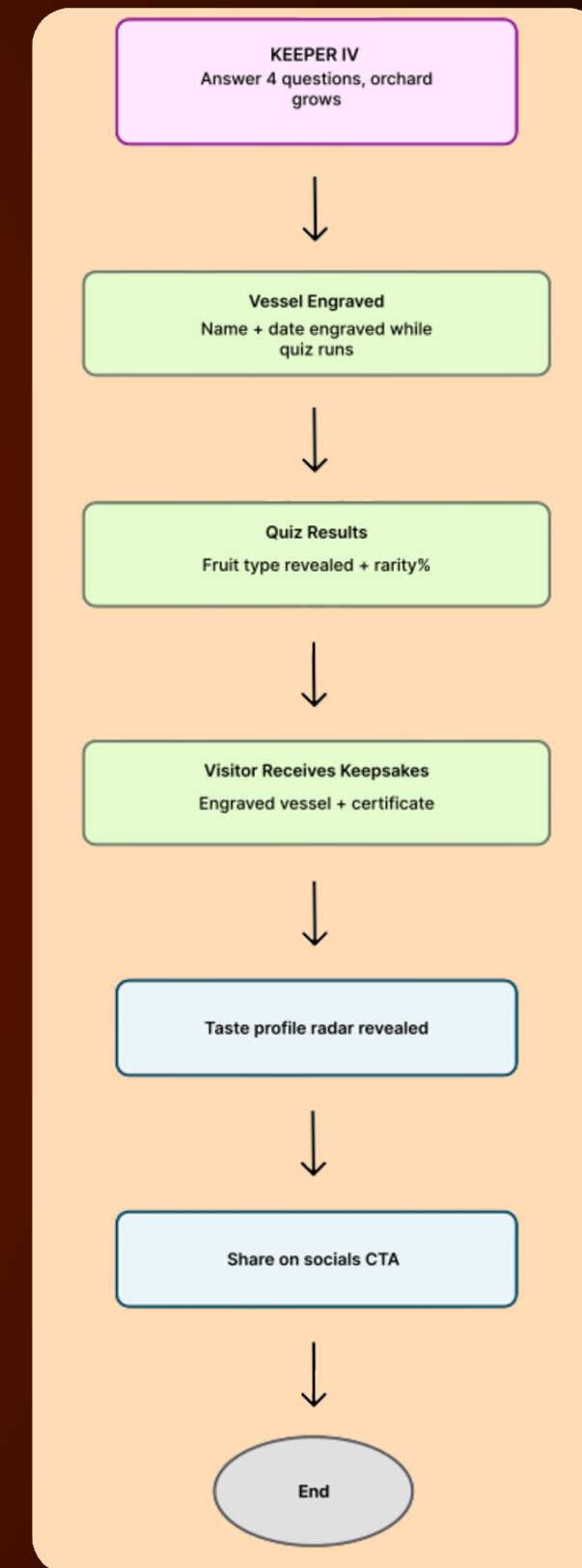
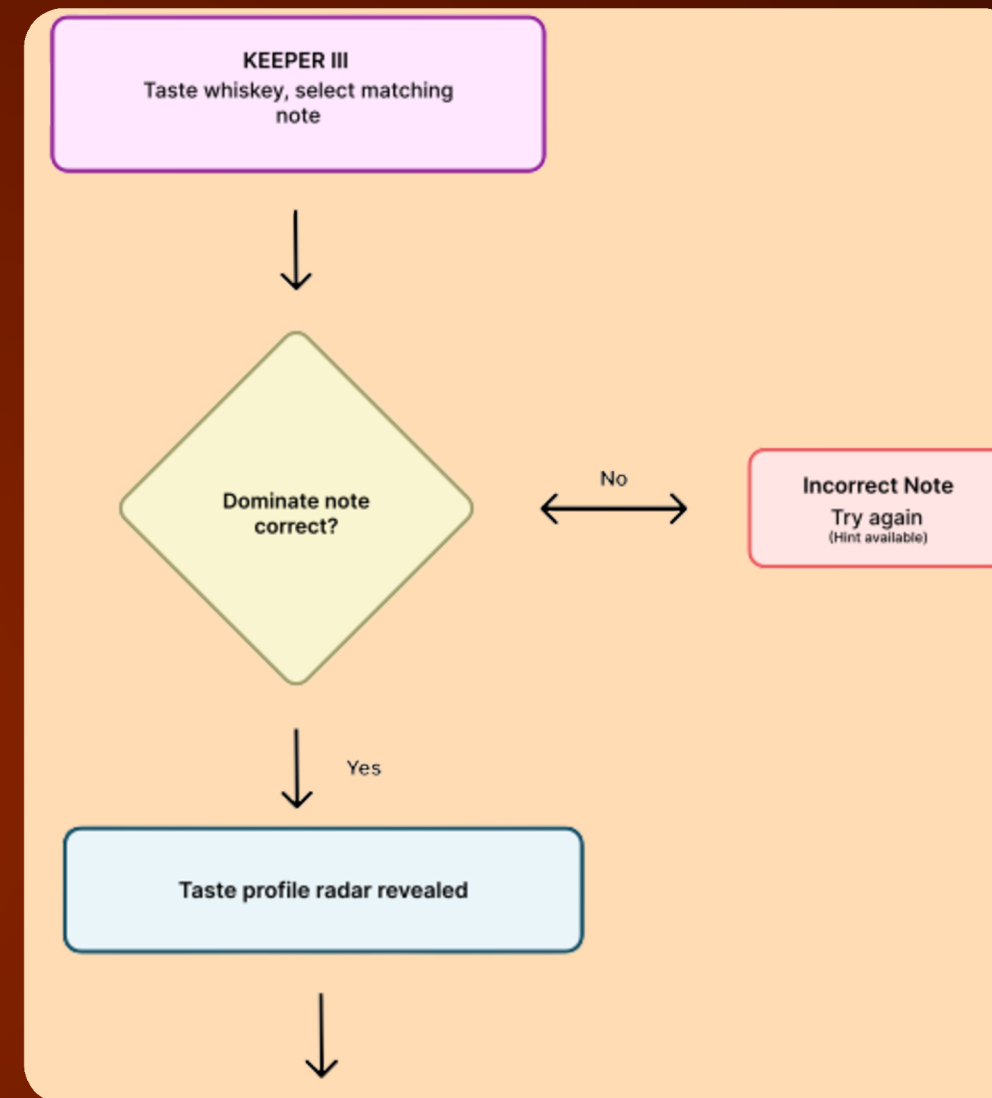
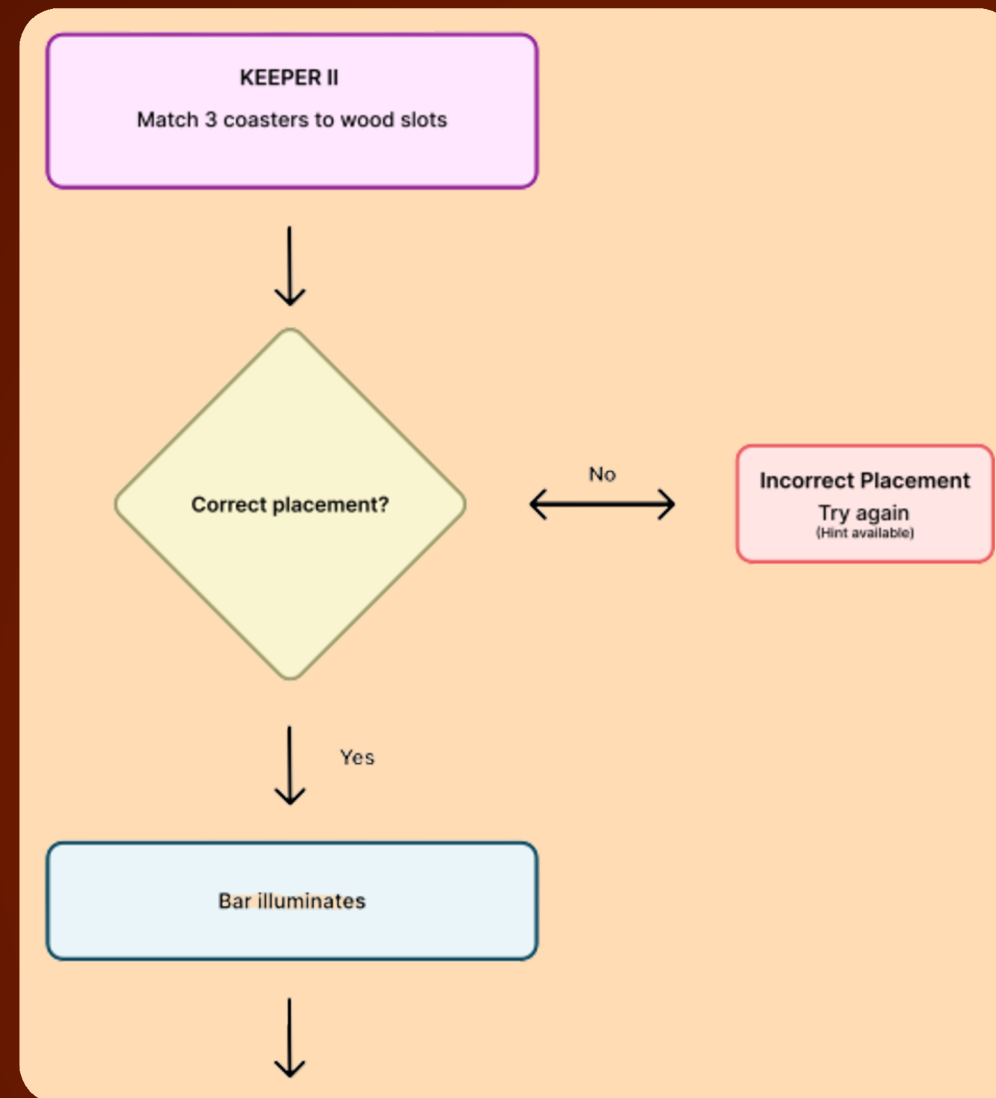
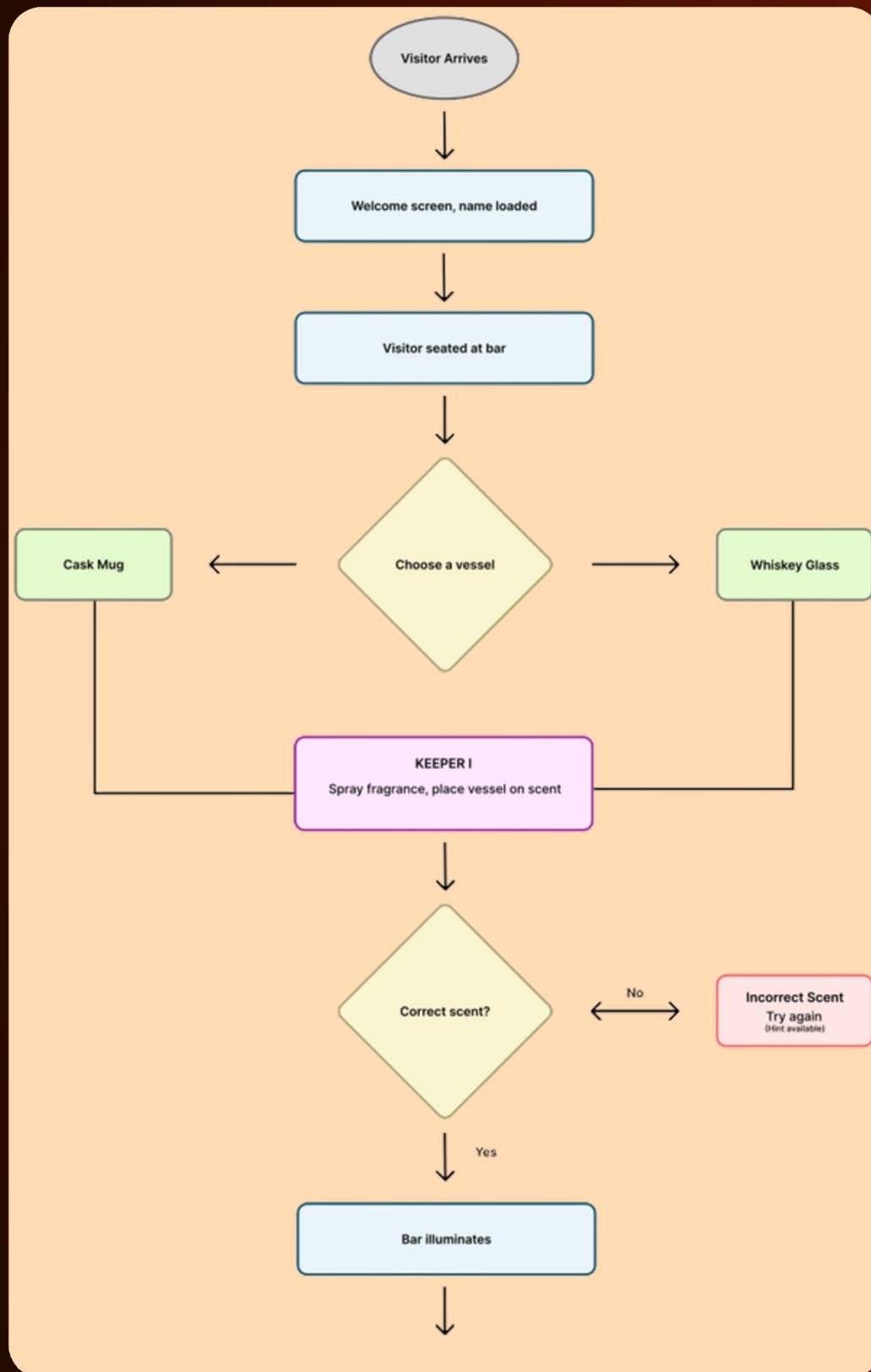
Personality quiz with dynamically growing orchard trees and unique fruit assignment



### Results

Personalised certificate with engraved vessel visualisation, visitor stats, and restart option

# USER INTERACTION FLOW



# FINALISING THE IDEA - KEEPER III & IV

Drag each note to show how strongly you taste it.  
Your dominant note is your answer.

silky      spice      honey  
warm      woody      fruity

SPICE  92

HONEY  71

FRUITY  0

WOODY  0

WARM  0

SILKY  0

Drag each note to show how strongly you taste it.  
Your dominant note is your answer.

silky      spice      honey  
warm      woody      fruity

SPICE  92

HONEY  71

FRUITY  0

WOODY  0

WARM  0

SILKY  0

*Keeper III unlocked*  
**YOUR TASTING IS RECORDED**

ANSWER TO GROW YOUR ORCHARD

Q1 Forest or ocean?

Q2 Bitter, sweet, sour or salty?

Q3 Which colour speaks to you?

Q4 Rainy, windy, sunny or frosty?

YOUR ORCHARD

**Plum**

AMY

Only 13% of today's visitors share your fruit.

Redbreast Whiskey Taster Certificate

Name: Amy

Orchard fruit: Plum

Visitor 24 of 500

Date 26 / 09 / 26

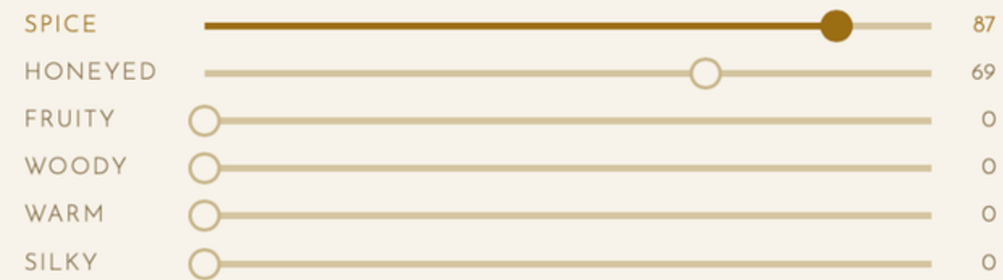
# FINALISING THE IDEA - KEEPER III & IV

— Taste the whiskey — then place your glass on the circle to begin



YOUR FLAVOUR PROFILE

Drag each note to show how strongly you taste it. Your dominant note is your answer.



Keeper III unlocked  
YOUR TASTING IS RECORDED

## ANSWER TO GROW YOUR ORCHARD

Q1  
Forest or ocean?

Q2  
Bitter, sweet, sour or salty?

Q3  
Which colour speaks to you?

Q4  
Rainy, windy, sunny or frosty?

## YOUR ORCHARD



## ANSWER TO GROW YOUR ORCHARD

Q1  
Forest or ocean?

Q2  
Bitter, sweet, sour or salty?

Q3  
Which colour speaks to you?

Q4  
Rainy, windy, sunny or frosty?

## YOUR ORCHARD



**Pear**  
AMY  
Only 15% of today's visitors share your fruit.



Barkeeper engraves during Q3 & Q4

## Redbreast Whiskey Taster Certificate

Name	Amy
Orchard fruit	Pear
Visitor	24 of 500
Date	26 / 09 / 26

SHARE ON SOCIALS

# FINALISING THE IDEA - PAVILLION SCENE & KEPPER I & II



## TECHNICAL & EXPERIENTIAL COMPONENTS

- **Hardware:** NFC readers embedded in the bar, interactive touch displays under wood-grain overlays, and laser engravers.
- **Software:** Custom HTML/JS prototypes for the "Keepers" interface with SVG animations.
- **Sensory:** Scent diffusers and 100V/60Hz adapted lighting for the Osaka Expo.

## DESIGN DECISION

We moved from free-roaming AR to a communal bar setting to foster human connection and ensure a manageable visitor flow in the busy Osaka Expo environment.



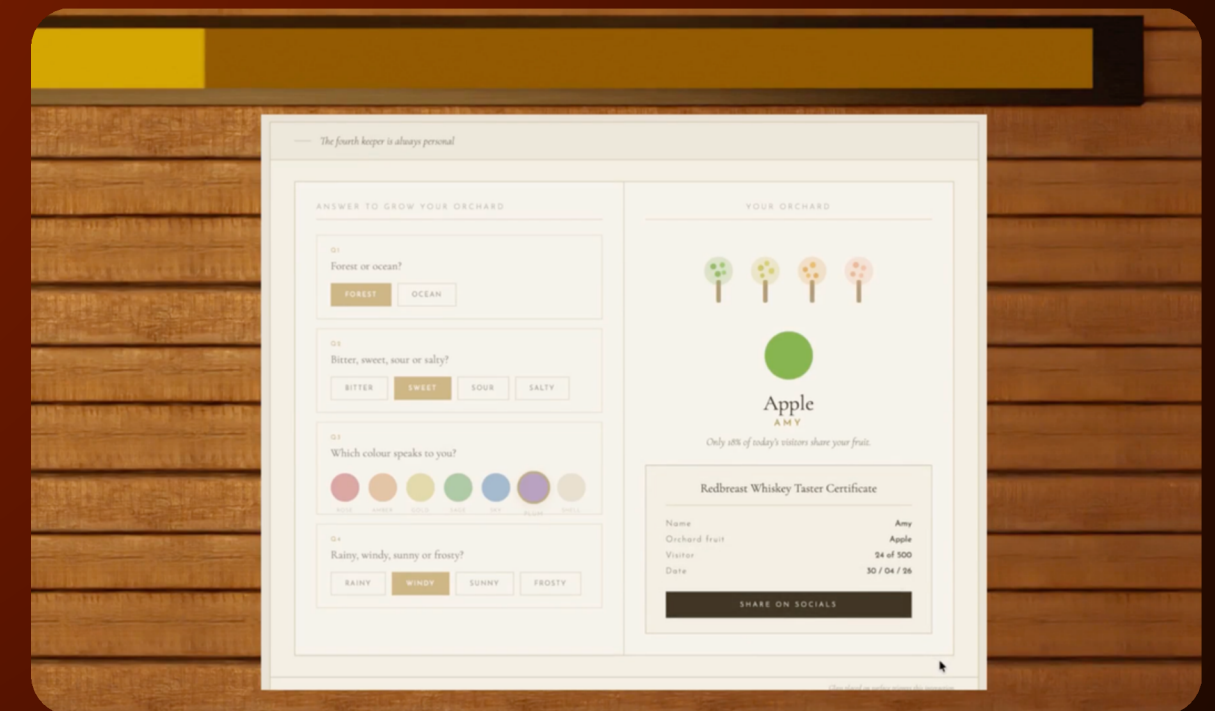
# FINAL OUTCOME

**THE FOUR KEEPERS** - A FOUR-STATION SENSORY BAR EXPERIENCE WHERE VISITORS DECODE THE HIDDEN MIZUNARA FORMULA THROUGH SMELL, TASTE, TOUCH, AND INSTINCT.

- **Keeper I** (Sandalwood) & **Keeper II** (Oak) animated in Blender, showing both error states and successful task completion using keyframe animation.
- **Keeper III** (Spice) & **Keeper IV** (Orchard Fruit) were built as fully interactive, standalone HTML prototypes, accessible in any browser with no dependencies.

Sensory puzzle mechanics, wood-grain matching, spice clockface, and memory-triggered orchard fruit reveal.

Each Keeper is a distinct interaction model.





[YouTube Video](#)

# THANK YOU!



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