We’re not *quite* sure what we’re doing..

Hello, we’re Hooperberg; an interior design studio specialising in commercial spaces for forward thinking people. We’re talented and dedicated, working with single users through to larger multi-site operators.

We turn empty spaces into quirky restaurants for growing brands. Actually, we also create venues using containers. Hang-on, we’ve developed trucks into craft beer vessels. Wait a minute, we also help to establish brands..

Honestly, we’re not *too* sure what we do; which doesn’t sound like a great pitch but let us explain..

We understand each person and project is unique, so the rules always change. Different circumstances, constraints, budgets, timeframes. Even a roll-out on multiple sites are never the same. So how can we be sure what we’re doing?

Thing is, we like it that way. We believe to get the best result, forget what you just did and start all over again. Question how it can be better, more exciting. Learn from what went before, understand what works and why; be brave enough to try something new.

We’re not too sure what we do; turns out that isn’t too bad a thing.

hooperberg®
creative collective

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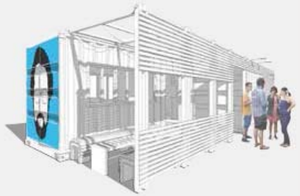


OUR INTERIOR DESIGN FOR HUBBOX

FROM DARK AND DINGY TO LIGHT FILLED MECCA OF CRAFT BEER AND HANDMADE BURGERS

Images courtesy Matt Heritage / Lizzie Churchill

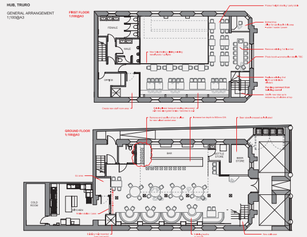
Supercool restaurant brand Hubbox, asked us to help re-imagine an old church into the latest arm of their ever expanding portfolio.

The dark and dismal venue was transformed into a light-filled alter to cool industrialism, re-imagined materials and punchy graphics. Mid-century furniture sits alongside dissected shipping containers while filament bulbs criss-cross overhead.

In what must be a first for a venue of this type - you can even get a quick trim at the in-house barbers!

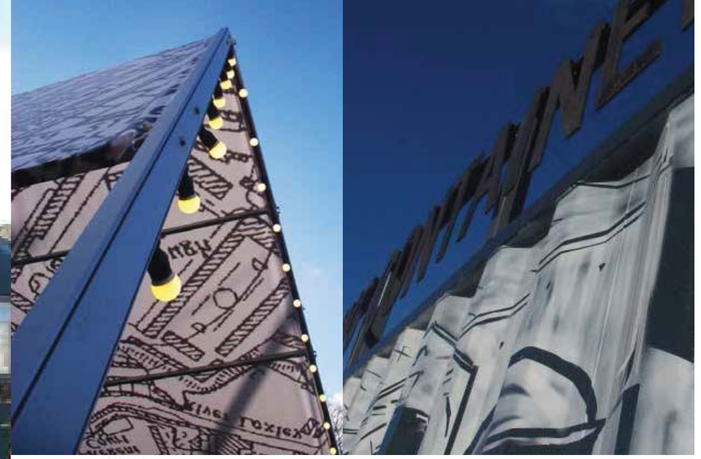
What we did:
- Concept generation & visuals package
- Design intent detail drawing package
- Site liaison
- FF&E Package

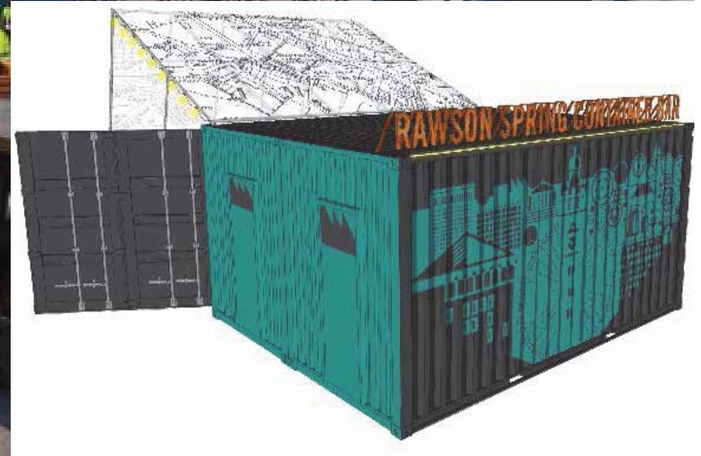
Restaurant & Bar Design Awards
Shortlisted



OUR CONTAINER BAR FOR JD WETHERSPOON

2no. CONVERTED SHIPPING CONTAINERS WITH INTEGRAL INSULATED CELLAR SPACE AND BESPOKE PERMANENT CANOPY



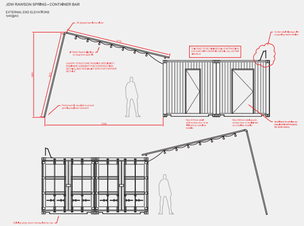


National powerhouse, JD Wetherspoon, set us the exciting brief of delivering their first converted shipping container bar in Hillsborough, Sheffield.

Used as the centre piece to a larger landscaped development, the bar was built off site before being dropped in place, becoming operational in a matter of days. FSC larch was used to clad the doors giving a warm and tactile narrative alongside the 'swimming baths' inspired bar front cladding. Vintage streetmaps of the area were referenced on the weather-proof canopy with local artists providing a mural to the rear.

Best get yourself down there to experience it!

What we did:
- Concept generation & visuals package
- Design intent detail drawing package
- Site liaison
- Build / install liaison
- Art direction
- Building regs compliance



OUR INTERIOR DESIGN FOR BASE + BARLEY

SOURDOUGH PIZZA AND CRAFT BEER BAR / RESTAURANT

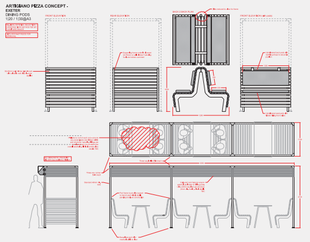
images courtesy Base + Barley

Pioneering coffee brand Artigiano, called us up and asked if we'd help develop their new craft beer and sourdough pizza concept.

We like pizza, we like beer and we sure like creating new concepts so said yes! straight-away. A short while later, Base + Barley was born. Using an authentic wood-fired pizza oven as the focal point, a riotous mix of simple materials and finishes, peppered with bold colours, formed the backdrop to the site.

Throw-in 200 metres of bright magenta cord *(to wrap 'dining pods')*, a herringbone tiled mixed media bar and countless lengths of oiled natural oak - not to mention the sublime food and drinks on offer - results in..... something damn fine!

What we did:
- Concept generation & visuals package
- Design intent detail drawing package
- Site liaison
- Build / install liaison
- FF&E Package
- CDM / Building regs Compliance



OUR BEERBOX CONCEPT FOR MEANTIME BREWERY

3No. CONVERTED CONTAINERS WITH INTEGRAL CELLAR SPACE AND ROOF TERRACE ON TOP

Images courtesy Meantime Brewery

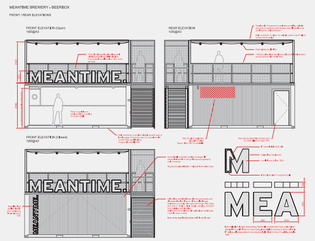
After pitching the idea of a pop-up container bar, leading craft beer brewers, Meantime Brewery, invited us to realise the idea for a site by the O2 arena in London.

Using three 20ft shipping containers, we developed the concept to feature an internal porch, full length bar *(with brewery fresh tanks)* and cellar space behind. Best of all was the roof terrace, allowing customers to enjoy the view across the plaza.

If all of that wasn't good enough, *We Are Scientists* only went and played a secret gig to mark the opening!

Beer, bands and containers; pretty good mix to us.

What we did:
- Concept generation & visuals package
- Design intent detail drawing package
- Site liaison
- Build / install liaison
- Art direction
- FF&E Package
- Structural details compliance



OUR BEERTRUCK CONCEPT FOR BREWDOG

BESPOKE CHASSIS-UP MOBILE BEERTRUCK WITH STAND-ALONE CAPABILITY AND UNIQUE 'ROLL UP & SERVE' SET-UP

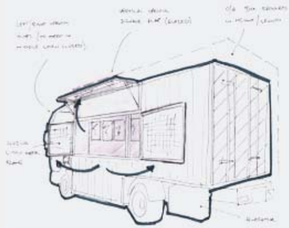
Image courtesy Brewdog

Craft beer behemoths and all round beer punks, Brewdog, asked us to come up with a mobile concept they could tour the UK with *(..and beyond)*.

Our response was this amazing beer truck concept. Hand-built from the ground up using a 7.5t MAN chassis, the vehicle was designed for minimum set-up and maximum impact.

The bespoke 20ft shipping container body housed a fully operational bar *(inc. unique servery 'pulpit')* and cellar space allowing the Brewdog experience to be brought to the masses!

What we did:
- Concept generation & visuals package
- Design intent detail drawing package
- Build / install liaison
- Art direction



OUR INTERIOR DESIGN FOR HUBBOX

Outpost site for growing burgers dogs and beer brand

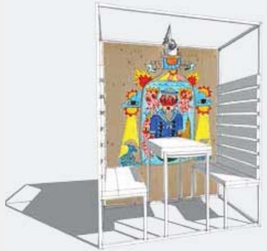
Images courtesy Matt Heritage
Illustration by David Shillinglaw

Following on from our work at Hub St Ives and the original Hubbox pop-up container site in Truro; we helped turn a disgusting and derelict old bakery into this stripped back mecca to burgers, dogs and (craft) beers.

Existing wall tiles were removed to expose the beautiful original brick, simple building materials were re-imagined and a container housed the kitchen. Exposed ducting, strung festoon lighting and punchy graphics by Meor completed a remarkable turnaround. Go see it, it's quite nice!

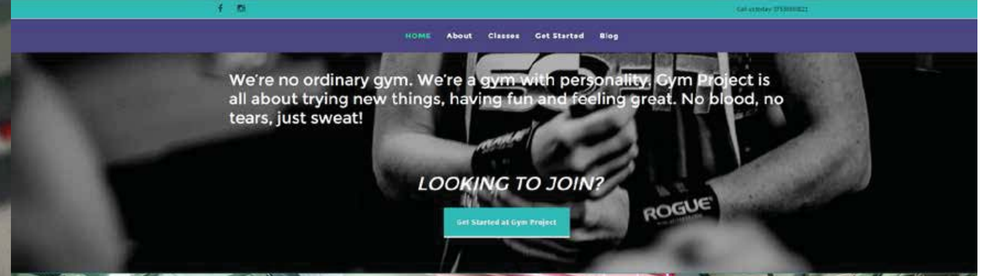
What we did:

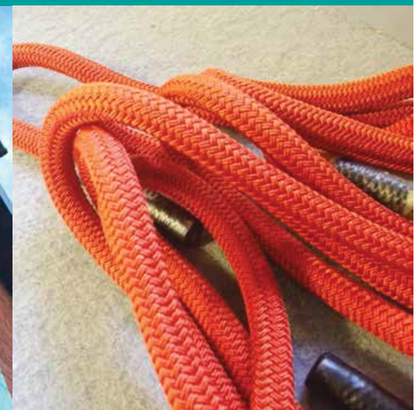
- Concept generation & visuals package
- Design intent detail drawing package
- Site liaison
- Build / install liaison
- Art direction
- Building regs compliance



OUR INTERIOR DESIGN FOR GYM PROJECT

Urban gym for super exciting fitness & wellbeing start-up

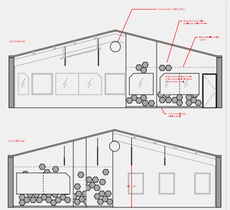




Exciting new start-up brand, Gym Project got in touch and asked if we could turn a dull office building into something exciting. Sure! we said and after some seriously hard work; behold their first venue.

An industrial / Pop! mash-up of bright colours, neon striplights, polished concrete and a seriously cool rope wall transform the space into a workout mecca. Split into distinct areas, (cardio / weights / studio) the space is unrecognisable from what it once was. We're already dusting-off our neon spandex and string vest. Graphics by Kingdom & Sparrow

What we did:
- Concept generation & visuals package
- Design intent detail drawing package
- Site liaison
- Build / install liaison
- Art direction
- Building regs compliance



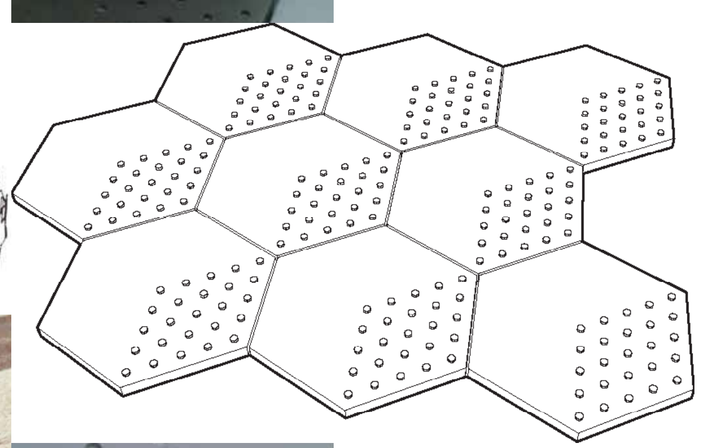


Image courtesy Base + Barley

Should you give us a call?

Sure

Not only is it good to talk but even better to hook up. We're based in beautiful Cornwall which gives us a unique outlook, *(..there can't be many studios to have held meetings on a beach)*. Don't worry if you're not close - we'll come to you!

We've been lucky enough to work with small start-ups, through to national operators. We love what we do and hope you will too.

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