

not a regular consultant
**we are hotel guys,
restauranters &
creative directors.**



HOUSE OF FERN

Founded by a group of un-conventional hoteliers who brings a unique perspective to every project we embark on. Our passion for hotels, restaurants, and creative direction distinguishes us as a group that genuinely understands the complexities of the travel, F&B and entertainment business.



intro
services
hospitality
agency
f&b
events
team
contact

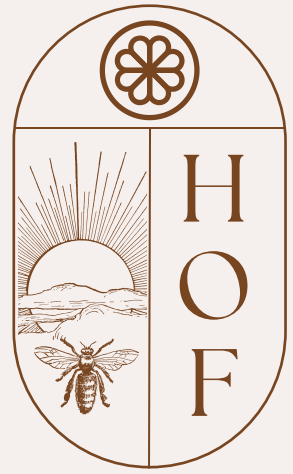
concept development
project management
pre-opening management
operations planning

brand positioning
marketing & commercial distribution
branding & creative direction

events & entertainment

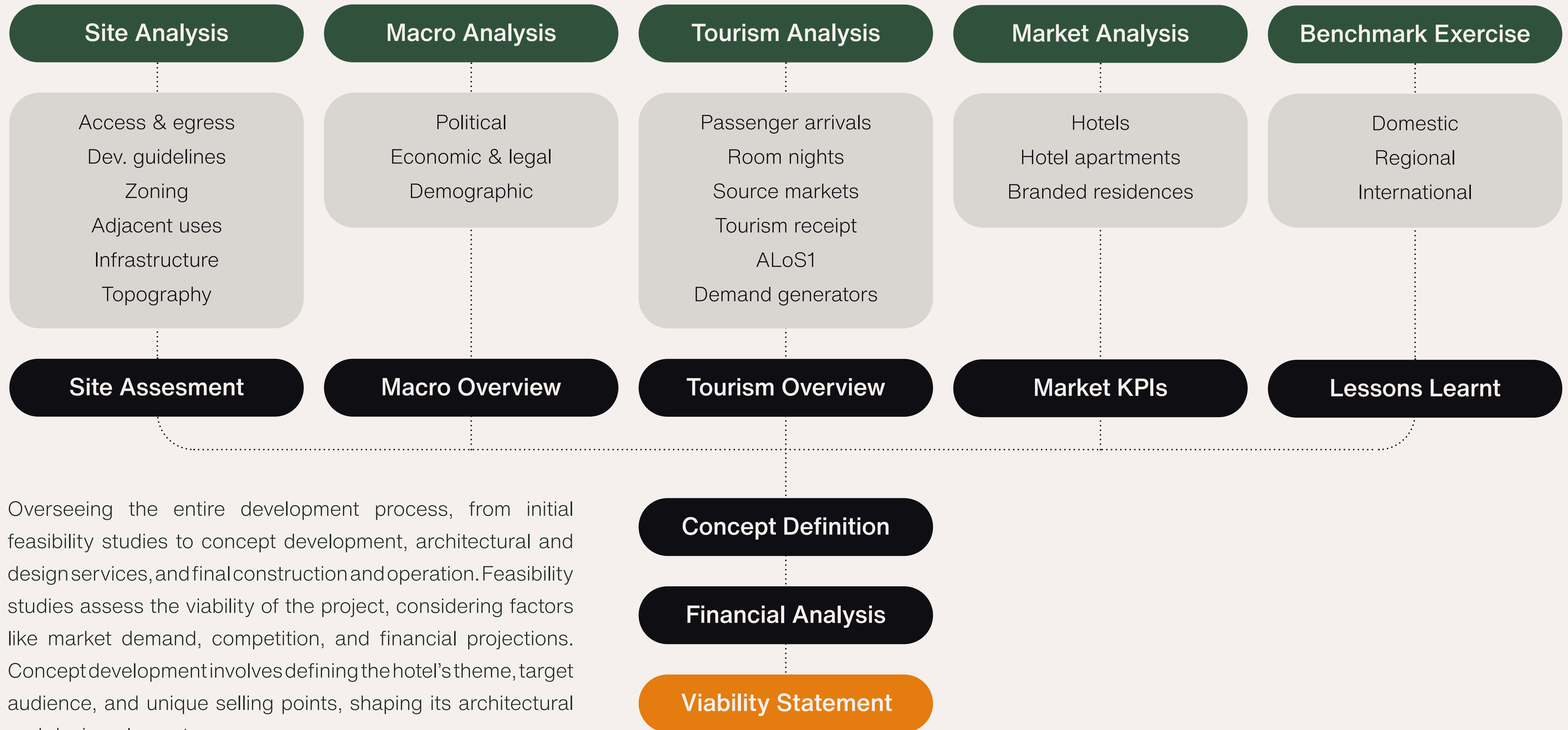
unorthodox thinking.



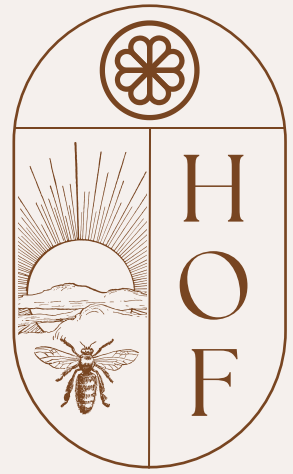


development

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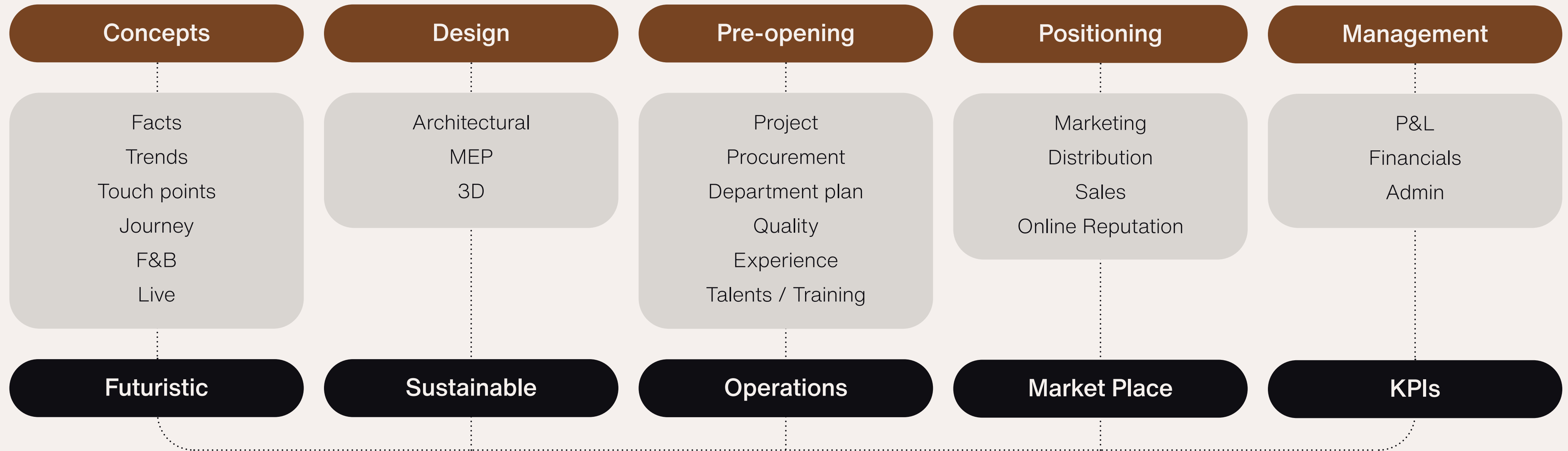


Overseeing the entire development process, from initial feasibility studies to concept development, architectural and design services, and final construction and operation. Feasibility studies assess the viability of the project, considering factors like market demand, competition, and financial projections. Concept development involves defining the hotel's theme, target audience, and unique selling points, shaping its architectural and design elements.



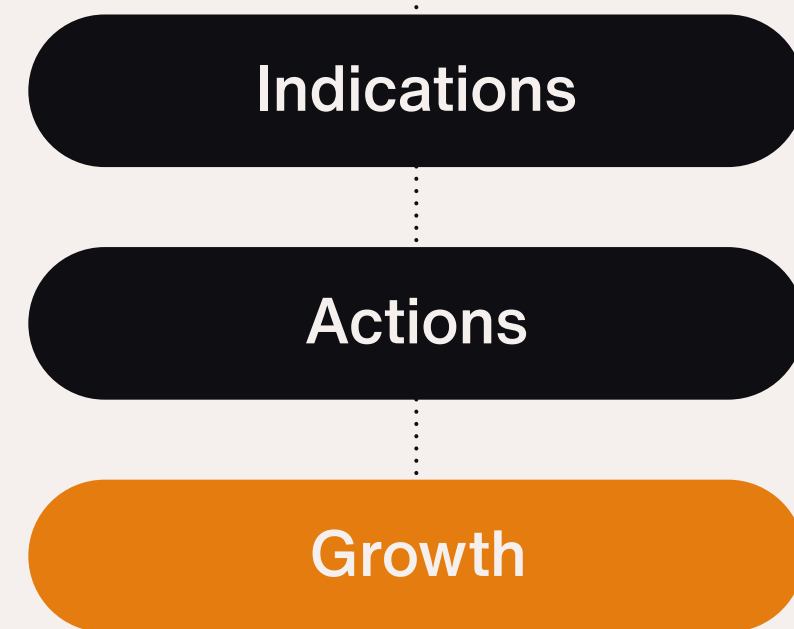
pre-opening / management

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White-label Management: This approach allows for a flexible and tailored management solution that aligns closely with the owner’s vision and objectives.

Our Hotel Brands: Our brands provide meticulously curated experiences and community-driven ideas, such as urban lifestyle options, collaborative co-working and co-living spaces, flexible hybrid hostels, and cozy boutique resorts.



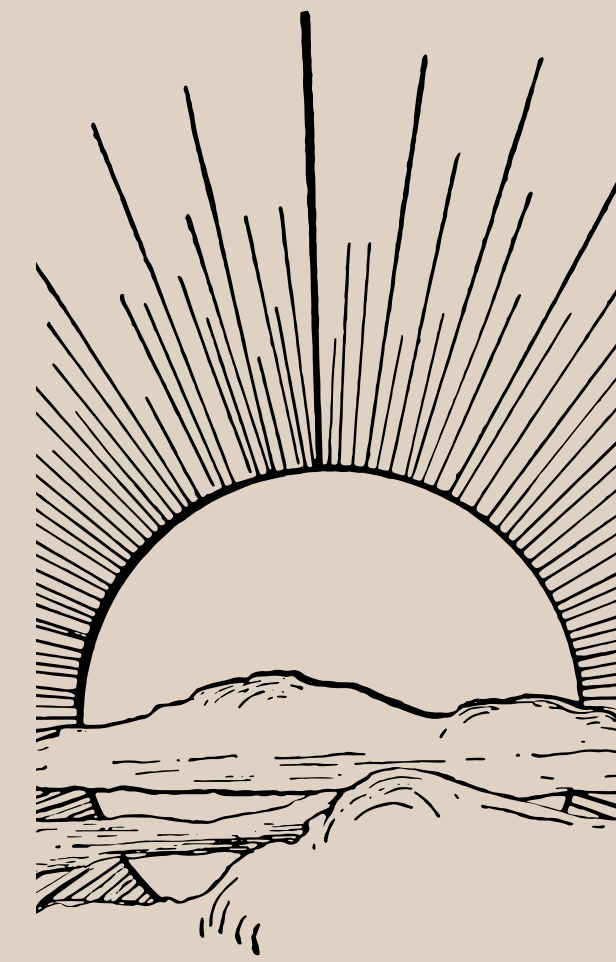
Our F&B Brands: You can choose from sophisticated and contemporary choices, lively and energetic experiences, laid-back and comfortable environments, as well as casual and rustic settings.

we visualise.

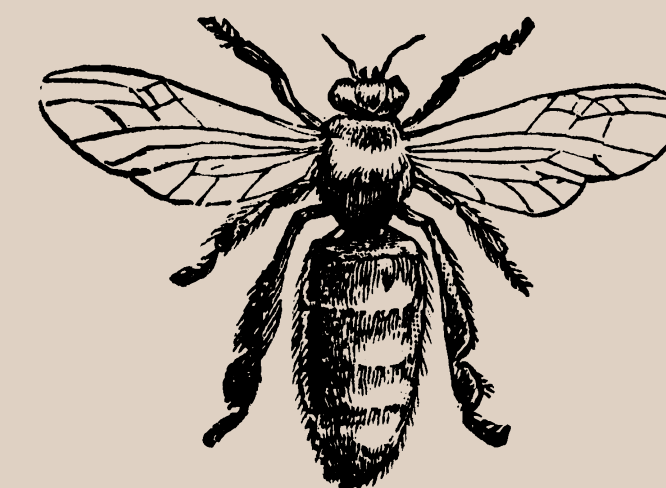


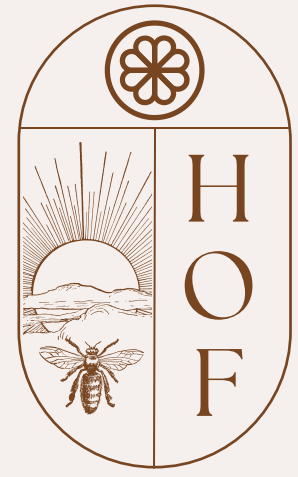
WE

CREATE.



we evolve.





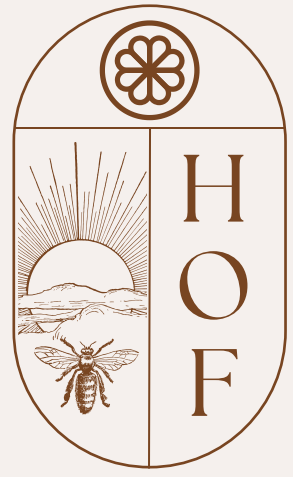
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2024



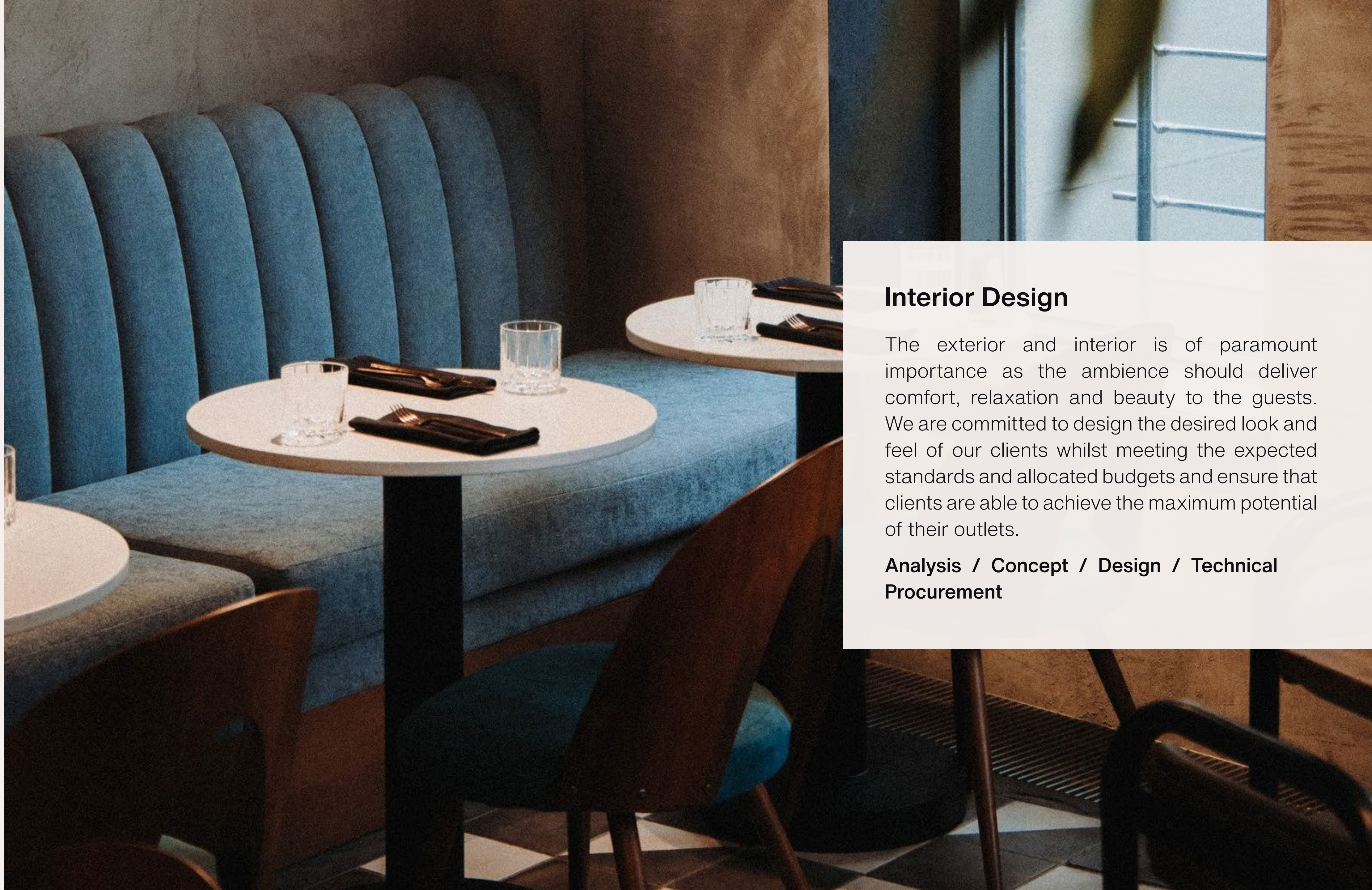
Developing Food and Beverage Concept

Food and beverage play an integral part of any hotel or a restaurant. However, many fail to identify that it's not merely the presentation of a dish or a drink but rather the experience that sets them apart from the rest. We will assist you in developing unique concepts designs and settings to highlight the experience whilst integrating values of taste and quality.



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2024



Interior Design

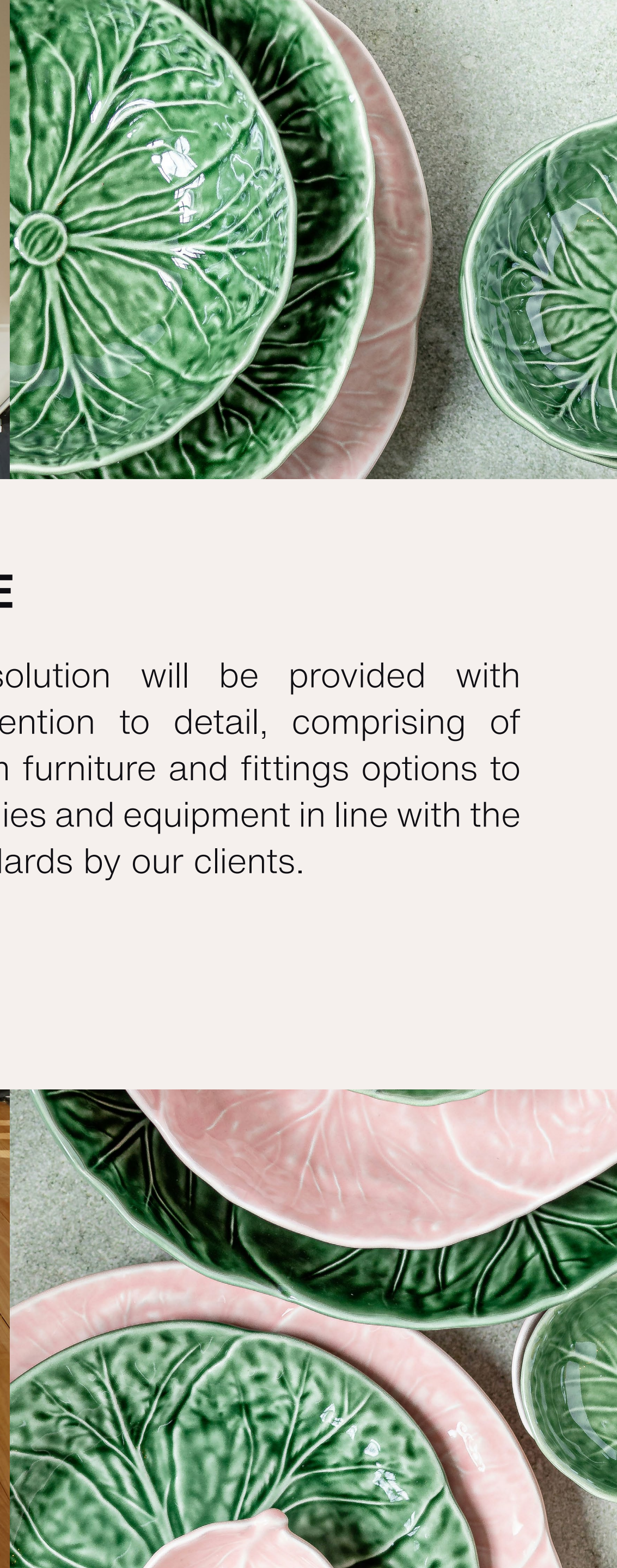
The exterior and interior is of paramount importance as the ambience should deliver comfort, relaxation and beauty to the guests. We are committed to design the desired look and feel of our clients whilst meeting the expected standards and allocated budgets and ensure that clients are able to achieve the maximum potential of their outlets.

**Analysis / Concept / Design / Technical
Procurement**



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2024



FF&E OS&E

A complete solution will be provided with scrupulous attention to detail, comprising of everything from furniture and fittings options to operating supplies and equipment in line with the expected standards by our clients.

Selection

Suppliers



we get things **done**

Administration

Our clients will have access to the latest hospitality management systems that will aid them in terms of forecasting, calculating expenditure and income, manage resources to the best interest of the business. will also assist the clients in costing, followed by cost control as well as with licensing.

Talent / Training

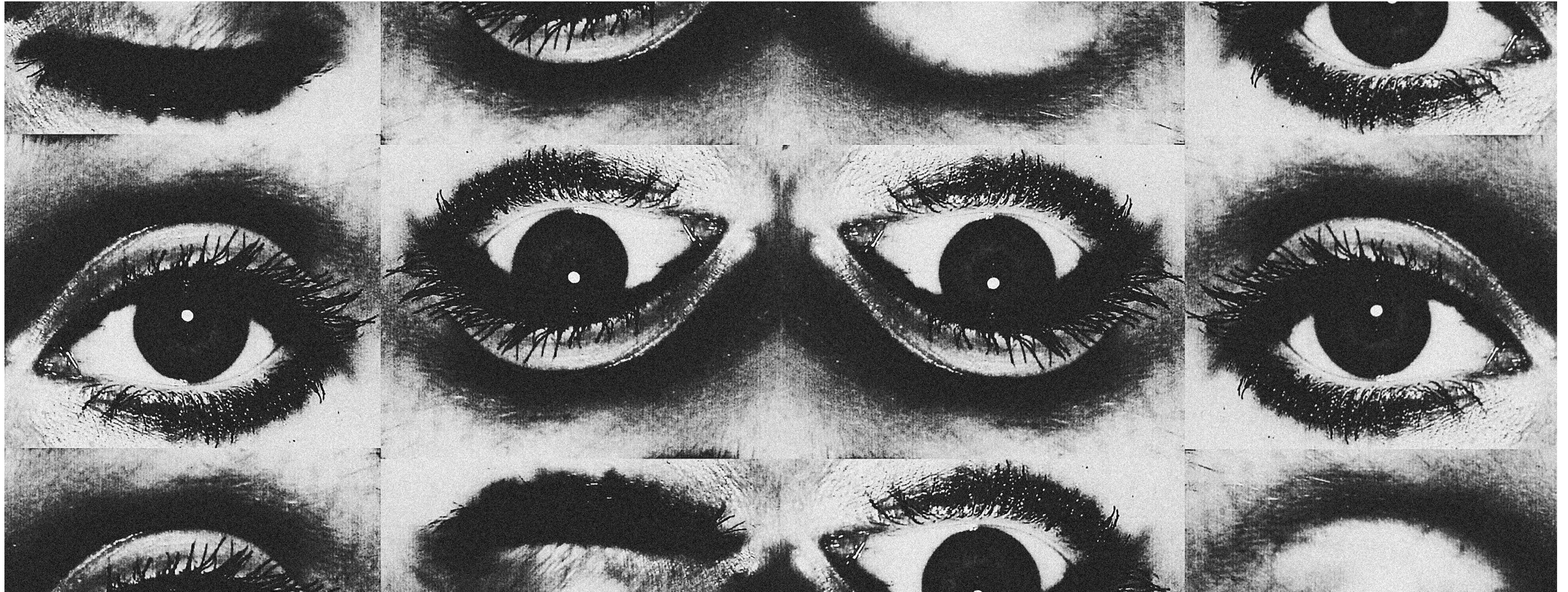
Being veterans in the hospitality industry, we will take it upon ourselves to train your staff with the immaculate art of standard operating procedures, service sequences, beverage training, food simulation and equipment familiarisation.

System Implementation

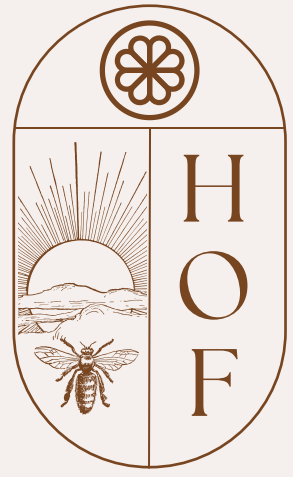
Whether it's a large or a small scale hotel restaurant, our team is here to assist you to devise an appropriate strategic point of sales (POS) system that will be selected and implemented based on the client's requirements within the given budget.

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ative agency **creative agency** creative agency

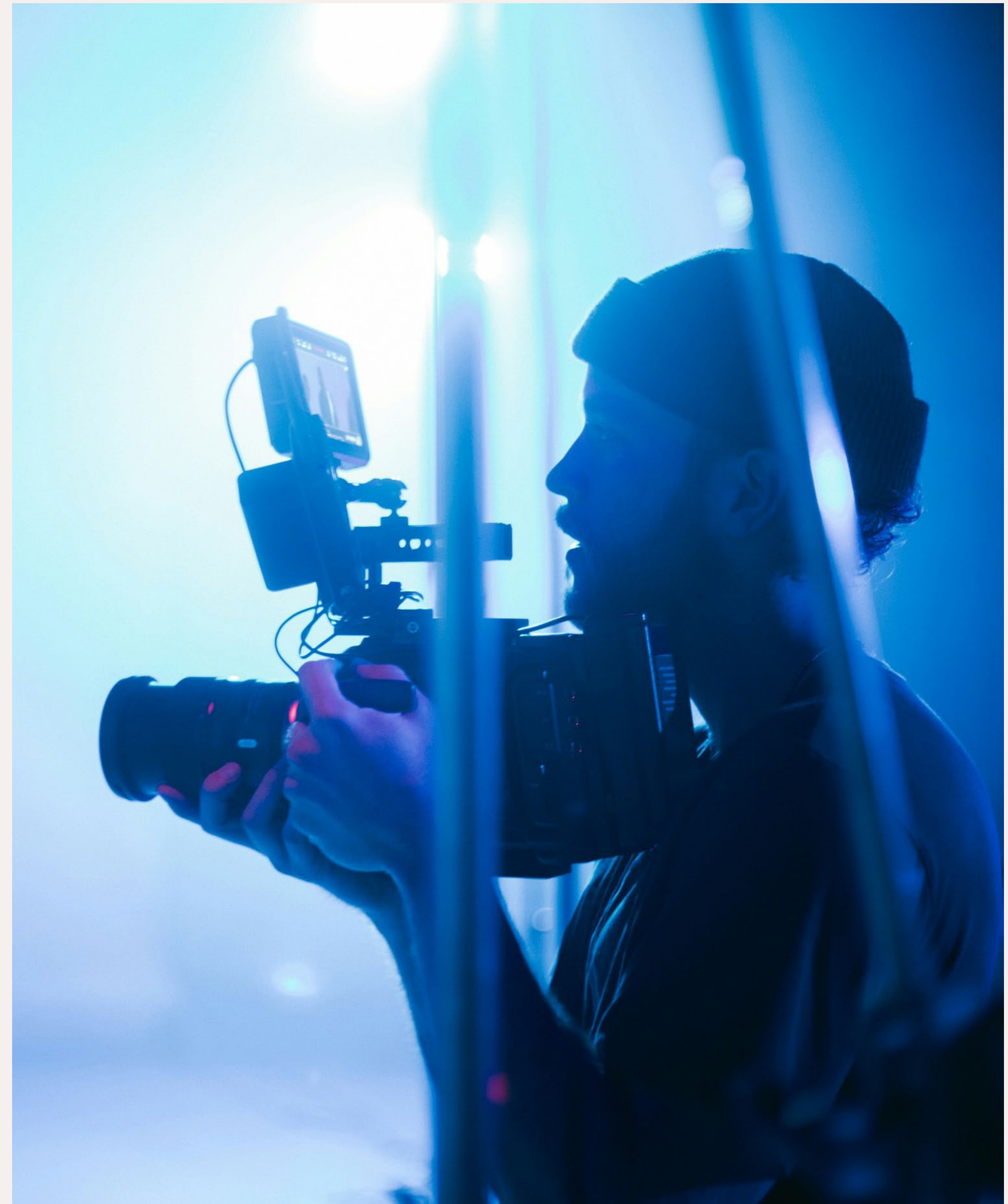


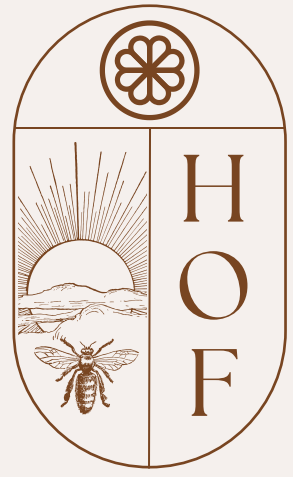
direction & crew

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Creative direction sets the tone for the property’s artistic vision and branding strategy, shaping its distinct identity and guest experience through carefully curated themes, styles, and narratives that resonate with the venue. capture the hotel’s features and ambiance, while script writing for video content conveys its story and offerings effectively. Production crews ensure high-quality production standards, contributing to a cohesive marketing strategy that entices guests to experience the hotel’s hospitality first-hand.

Specialized talent
Video production crew
Photographers





brand & storytelling

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- Brand strategy
- Brand identity development
- Campaign strategy & development
- Digital advertising
- Social media management
- Content creation
- Email marketing
- SEO development
- PR strategy

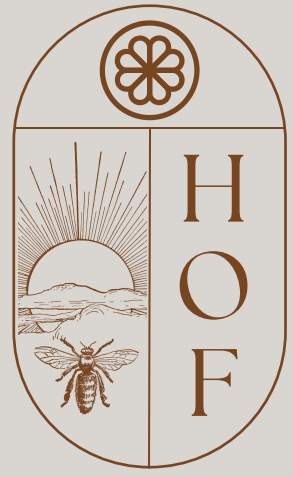




the f&b.

Gone are the days of simple F&B.
We're now dealing with the complex
world of **day life & nightlife.**





1 space, 2 different scenes

a complete change of set up, lighting, sense, programming, activations, and curation

daylife

Revenue from food & drinks

nightlife

Revenue from community & entertainment

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lifestyle x f&b activations

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pottery x brunch



retro x supper club



tarot card reader x bartender



podcast x coffee



pet x day drinking



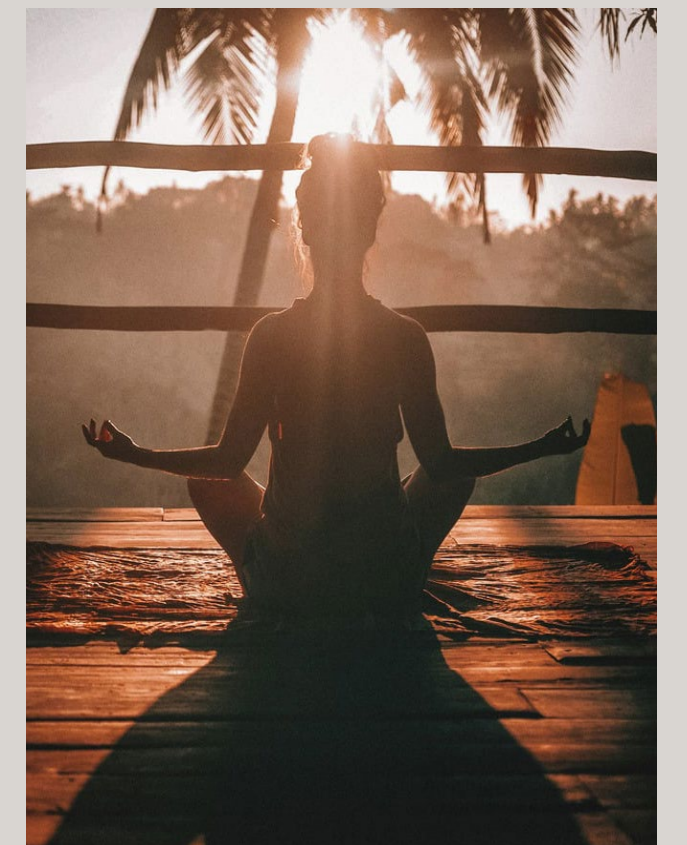
laundry x house party



kitchen takeovers
x atelier



happy healthy hour
x inflow





music psychology

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The connection between music and dining is very important thus creating the desired mood in any restaurant. The ambiance of any outlet is largely dependent on the music styling used, which can be devised to reflect and compliment the theme, concept and the dining experience altogether.

Music collection
Software & hardware
Easy controlling
Library rotation
Time zone playlist








events
events
events
events
events
playbook



we take events **seriously**

with end to end event management solutions

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1	Direction		Creatives. Concept. Scene. Budget. Proposal.	2	Artists Procurement		Acquisition of artists and entertainment services. Negotiation. Contracts. Communications.	3	Community		Hype. Audience. PR. Invitation channels.
4	Pre-production		Event direction, agenda, setup, lighting, sound, video & photo crew. Rehearsals. Test runs.	5	Event management		BOH & FOH coordination and flow process.	6	Post-production		After movie & photos. Influencers posts. Relationship building.



artist procurement

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entertainment

DJs
Music curators
Bands
Performers



wellness & lifestyle

Yoga teachers
Retreats
Famous surf instructors
Wellness coaches



f&b

Bar takeovers
Chefs
Open kitchen
F&B stylists
Baristas



personalities

Models
Socialites
Bloggers
Motivational speakers



how we connect

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Hotel / F&B Venue

- General Manager
- Director of Marketing
- Director of F&B
- Director of Events
- Executive Chef

Proactive

- Updates on regional and countrywide event activities, including artist presence in town.
- Facilitation of collaborations with brands and talents pre or post events.
- Connection with standalone outlets for talent takeovers.

Artist

- International
- Locals

Reactive

- Exploration and procurement of unique artists and event requirements tailored to your needs.
- Advisory services on incorporating diverse elements to enhance event ambiance.
- Offer a variety of genre selections to suit your event preferences.





team

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Mario
Chief Curation &
Operations Officer



Uwe
Director, Commercial
& Revenue



Sheni
Director, Finance



Alessio
Director, Design &
Technicals



Kate
Director, Marketing



Louise
Director, Day &
Nightlife (F&B)



Maria
Director, Wellnes



Lucas
Director, Lifestyle &
Community



Vaish
Head of Content &
Creatives



Chef Mee
Director, Culinary



Alison
Director, Events &
Programming



Kyle
Director, Creative
& Branding



Anthony
Director, Influencer &
Celebrity Management



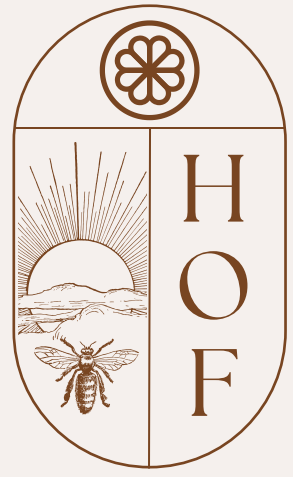
Penny
Manager, Event
Productions



Sia
Music Curator



Behzad
Master of
Beverage Arts



bespoke impressions we made

from traditional brands to next generational brands





HOUSE OF FERN

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