

## DATA 45

### Welcome

Hello and welcome to the latest issue of Data.

I am delighted to bring you news of a project Datum has recently completed to build a new visitor experience for Fuller's Smith & Turner at the iconic Fuller's Brewery off the A4 at Chiswick. We were appointed following a competitive tender and our track record of working with design agency, White Label, with whom we have successfully delivered various projects.

Over the recent years we have developed an unrivalled track record for creating high quality visitor centre projects, which build on our experience and understanding of our clients' schemes that include retail and hospitality elements — from breweries and distilleries to castles and ancient monuments.

Our previous projects are varied and include visitor centres at Harlech Castle, Conwy Castle and Criccieth Castle for Cadw (the Welsh Government Historic Buildings Agency); The Roman Baths in Bath; Glen Grant Distillery visitor centre in Rothes, Scotland, and The Historic Dockyard Chatham.

If you have any questions about the services we offer or would like to arrange to discuss a forthcoming project I would be delighted to hear from you.

David Round

Director

**DATUM CONTRACTS**

T: 01992 474700

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Working closely with London-based brand experience consultants, White Label, Datum created a new visitor centre for Fuller Smith & Turner's brewery in Chiswick, called the Hock Cellar, which enhances the visitor experience and positions the brewery as an unmissable destination for beer enthusiasts and tourists alike.

The new visitor attraction incorporates a series of information walls, interpretation panels and interactive displays that help to tell the story of the company that dates back to 1845.

To celebrate and tell the Fuller's story, the cellar is divided into various immersive and interactive zones, which take the visitor on a journey of discovery through the brewery's rich heritage and fascinating history.

A series of interactive experiences were designed to stimulate all five senses. The 'Exhibition' and 'Tasting' zones tell Fuller's story through words, visuals, artefacts and hands-on experiences, including interactive smelling jars, magnetic DIY art walls, beer bottle ballot boxes and visitors also get to select their favourite brew by sampling the range of Fuller's ales at the end of the tour.



*“An immersive brand experience bursting with expression”*



Datum’s work included dividing the old vaulted cellar into zones that define each phase of the experience, using arched partition fins faced in different coloured laminates. An integrated display rail system designed by White Label was developed for the perimeter walls featuring various story boards, graphic panels, artefacts and display furniture.

The rail wall system was developed to be on adjustable blocks that compensate for the uneven walls of the cellar with various cantilevered shelves, magnetic panels and hook-on display

arms. A timeline has been set in the flagstone floor that tells the Fuller's brewing story from 1845 — when brewing first started — through to the modern era at the Griffin Brewery, which is seen by thousands of commuters each day at the Hogarth roundabout on the A4 at Chiswick.

In the bar area an illuminated display is suspended from the vaulted ceiling featuring vintage beer glasses of varying styles and size. Datum fabricated large wooden tables, formed around old beer barrels, which are used by the tour groups as they sample the various Fuller's Ales.

Commenting on the scheme, David Round of Datum, said: "Having been on one of the tours I can say it is fascinating to see the historic brewing techniques used and developed through the ages to the modern production methods of today — well worth a visit.

"We at Datum are delighted to have played a part in creating something that captures the complete history of Fuller's Brewery. It was an enjoyable and rewarding project to have worked on, especially as it has its own bar where, at the end, we were invited to sample a range of great beers — and all in a days work."

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