



## A thirst for adventure

Known for his experiential culinary approach, Studio Appétit's Ido Garini has brought his unique brand of creativity to a Vienna bar. Not only that, he has devised a multisensory cocktail for *Design Anthology UK* and made some arresting accompanying imagery for it, too. *Prost!*

Words / Harry McKinley Images & Styling / Ido Garini

The Hague's embassy quarter is perhaps the last place one might expect to find the conceptual design house Studio Appétit. The neighbourhood's sleepy, genteel streets are in stark contrast to the riotously creative work of the studio, which is rooted in an experiential approach to food and drink, and counts the likes of Ikea, Rosewood Hotels & Resorts and the Victoria & Albert Museum among its high-wattage clients. Then again, founder and creative director Ido Garini thrives on defying convention, both personally and professionally. A global citizen by nature, he was born and raised in Tel Aviv, educated in New York City and is currently based in the Netherlands.

"No one needs me for the normal stuff," he begins, with a trademark candour. "There are already a lot of people out there doing very nice, if typical, work. My USP is a different way of thinking, which is essentially the result of my well-managed ADHD." Again, he's nothing if not an open book.

"I live my life as a wide receiver of input and I've found my own way to focus," he explains, smiling broadly. "Focus being a relative thing. I have a condition and can't control it, so I've found a way to elevate it to a working method.

### THE *DA/UK* MARTINI

Studio Appétit has created a martini especially for *Design Anthology UK*. This recipe is the foundation: wonderful on its own, it can also be finished with a series of essence drops to suit the mood.

The martini uses two gins that come from different sides of the world yet complement and elevate each other, mixed with a traditional Italian vermouth to tie it all together. It's recommended as a frozen martini, pre-made and chilled, so it won't require ice when served.

#### INGREDIENTS

300ml *Isle of Harris gin*  
150ml *Ki No Bi Kyoto gin*  
150ml *Del Professore Classico vermouth*  
150ml water

#### PREPARATION

1. Prepare in advance. The drink will need around three hours to chill
2. Using a small funnel, pour all the ingredients into an airtight bottle (750ml-1000ml, preferably glass that can go in the freezer)
3. Seal the bottle and turn gently to mix
4. If making this more than six hours ahead, refrigerate first and move to the freezer three to four hours before consumption

#### SERVING

1. Remove from the freezer and turn lightly
2. Pour into a chilled martini or coupe glass
3. Garnish with a twist of lime, or add three to five drops of the mood essences – *Restraint*, *Glee* or *Balance* – detailed on the following pages. Or be creative and choose your own path...

It can be difficult for others to understand how I draw connections, or relate one thing to another, but I have a process that allows me to harness something as an ability that could otherwise be portrayed as a disability.”

As for the “not normal stuff” for which Garini is frequently tapped, well, envisage an edible mineral collection devised for the London Design Festival; an elixir intended to transport the imbiber through time, from ancient Egypt to the Tudors, for Design Miami; or a lollipop that tastes of love for TEDxMünchen, and you’re some way there. There are also product collections with the likes of RawFinnish and Laufen, plus Studio Appétit’s own series.

In recent years, though, the studio has become particularly recognised for its accomplished hospitality work – the much-Instagrammed, art-centric afternoon tea at Rosewood London, for example, which was developed by Garini. It’s one such project that we join him in The

Hague to discuss; in his studio, the shelves are bursting with various trinkets from previous collaborations and the resident cat vies for attention, sauntering between chair legs and adding to the general idiosyncrasy of the place.

“What I talk about can sound artistic and cerebral, but it’s the responsibility of every designer to not just be creative, but practical and realistic,” he says, when asked about LVDWIG, the hotel bar in Vienna he’s been working on. “The owner, Barbara Ludwig, wanted to expand the offer creatively; to express ideas seen elsewhere in the hotel in new ways. It was my job to take that brief and translate it into something that surprises, but that also works and can be executed well.”

The bar, which was designed by architect Gregor Eichinger, had a soft opening early in the year. Alas, any further fanfare was nixed by the pandemic and an opening party with Austrian actor Christoph Waltz was cancelled.

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Anthology UK  
martini. Drink on  
its own or with  
Studio Appétit’s  
essence drops  
to suit the mood

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Restraint essence  
drops are designed  
for celebrating  
accomplishments,  
large or small

## RESTRAINT

Olive oil, celery seeds and nettle. A flavour of detail and nuance.

Refinement of ingredients. Know where to hold back and where to splurge.

### PREPARATION

1. In a small pipette bottle, mix cold-press organic olive oil (three-quarters of the

bottle’s capacity); lightly shredded nettle leaves, or nettle oil (one quarter of the bottle’s capacity); celery seeds, lightly toasted in a pan (one teaspoon per 15ml)

2. Wait at least three days before serving (if using fresh leaves, keep cool or refrigerated)
3. Garnish with celery curls

WHEN TO DRINK IT *For a moment of accomplishment. Can be a big milestone but also just completing a task*

SOUNDTRACK *Jeff Russo feat. Lisa Hannigan, Lucy in the Sky with Diamonds*

SUGGESTED FOOD PAIRINGS *Bottarga, tomato-based dishes*



## GLEE

Orchid, rose-geranium, lavender and rosemary.

A flavour you can feel: the essence of blossom, aroma and colour in a drink.

## PREPARATION

1. In a small pipette bottle, mix two parts rose geranium essential oil, one part

orchid essential oil and one part lavender essential oil. (In season, the geranium and lavender oils can be made from fresh leaves)

2. Add five to 10 rosemary leaves, separated and slightly crushed
3. Wait at least 48 hours before serving
4. Garnish with an edible orchid on a sprig of rosemary

WHEN TO DRINK IT *Moments you want to burst (applies for both bursts of joy and the lack thereof)*

SOUNDTRACK *Brigitte Bardot, Bubble Gum*

SUGGESTED FOOD PAIRINGS *Aged goat's cheese, key lime pie*

The bar lies within Hotel Beethoven, a privately owned boutique hotel opposite the Theater an der Wien in the heart of the city, steeped in tradition. Beethoven himself once lived in the building and it was here that he composed his opera, *Fidelio*. Set over six floors, each themed differently, it is a love letter to Vienna from its current owners – one level dedicated to the “strong women of the fin de siècle,” another to the city’s illustrious and storied cafe culture and another to the Vienna Secession.

“There was a period when the area was a bit down on its luck,” says Garini, “and during this time the building was famously used as a brothel. I’ve tried to take all those layers of history and narrative and apply them to the bar concept and menu.” An example of his left-field approach: one of the cocktails that he has developed foams in the mouth like soap, an evocation of the Viennese “laundry girls” who populated the neighbourhood during the 19th century, characterised in paintings from the time as buxom and louche.

When the world ground to a coronavirus-induced slow crawl, Garini spent time dabbling in temporary drinks menus, each a commentary on the times – the Disinfection Collection and the Summer Travel series, the latter coming with its own LVDWIG-branded passport.

“A successful experience for most people lies in the mix of familiarity and innovation,” he says. “It starts with identifying something people can relate to and then building on that.”

The mainstay menu of seven cocktails, recently unveiled, features a signature serve – called the LVDWIG, naturally – followed by Vienna in Six Sips, each relating to a floor of the hotel and its particular premise. One concoction is intended to be paired with an absorbing soundtrack and comes with a set of headphones. “For that we’ve designed tableware kits that have the glasses incorporated into them,” says Garini. “Guests don’t just order a drink, they order their own micro cosmos; their own experiential pocket universe.”

Facing page  
Glee essence  
drops are for  
when you need  
to “enhance or  
reclaim your  
smile,” according  
to Studio Appétit





## BALANCE

Raw honey, forest mushroom, coffee berry and orange bitters.

A flavour of foraging and exploration. A bold, unexpected mix of ingredients.

## PREPARATION

1. Add a handful of dehydrated forest mushrooms, softened slightly, to a jar

2. In a saucepan, heat 350ml of honey on low heat until it liquefies; add orange peel strips and dried cascara (coffee berry), or crushed coffee beans if easier. Simmer for 20 minutes (do not boil)

3. Let cool, then pour over the mushrooms  
4. Wait three to five days before serving  
5. Garnish the martini with citrus blossom and/or honey-glazed orange peel

WHEN TO DRINK IT *When you want to hit restart. Understanding that pushing your boundaries and exploring is a mindset that will keep you growing*

SOUNDTRACK *Sigur Rós, Festival*

SUGGESTED FOOD PAIRINGS *Banana bread, confit garlic, blueberries*

More large-scale projects are on the horizon, the relative slowdown of the pandemic giving way to a frenzied pursuit of fresh ideas by brands and institutions. For now, there's little Garini can divulge, as his imagination bursts with a thousand possibilities and then coalesces around just a few. One project revealed here is the multisensory tippie he has made for *Design Anthology UK*, Studio Appétit's creative process in the shape of a bespoke cocktail. It says something about *Design Anthology UK's* ethos, of course, but also Garini's.

"It doesn't matter if it's a partnership with a luxury fashion house in Paris, a Scandinavian design company or a beautifully curated print publication in the UK, it always comes down to the need to connect," he says. "I may think differently, my mind may work in unusual ways, but in the end isn't everything experiential just about the search for human connection?"

Facing page  
With mushrooms and honey, Studio Appétit's Balance mood essence turns an unlikely pairing into equilibrium

Right  
Ido Garini, the creative force behind Studio Appétit, currently based in The Hague

