



003

THE MALTS OF LEGEND by The Wonderland

What: THE MALTS OF LEGEND
Where: NEW YORK, UNITED STATES
When: NOVEMBER 2015
Client: BACARDI
Designer: THE WONDERLAND (P.000)
Constructor: THE WONDERLAND
Floor area: 500 m²
Capacity: 300 GUESTS
Photos: COURTESY OF THE WONDERLAND



(Top) Gold was the war cry of the Aberfeldy presentation, where hints of the precious metal in the set design, lighting, and decoration nod at the distillery's namesake River Aberfeldy.

(Opposite Top) Fresh fish dresses a feature stall at The Deveron's set, lending the space the smell of salty sea air and fish characteristic to the location of the Macduff distillery, near the mouth of River Deveron.

(Opposite Bottom) The Royal Brackla set uses the brand's colour palette of black and gold for a decadent environment featuring classical period pieces, including patterned wallpaper, game tables, and an ivory sofa.



A derelict retail space in New York is transformed into a live theatre experience for a whiskey launch.

Challenged to launch and introduce John Dewar & Sons's five new single malt brands to the US market, The Wonderland designs and produces a fully integrated brand experience. Part cultural activity, part whiskey tasting, The Malts of Legend transforms two floors of an abandoned retail space into an interactive, engaging and sophisticated presentation created to generate an avid fan base.

Entirely curated by the designers, immersive theatre is used as a platform to take guests on a journey that brings the single malts to life, while conveying their unique and complex histories and brand ethos. Each of the five main sets is inspired in the origins of the malt

which it represents. A Scottish fishing town, a royal party taking place in a regency drawing room, a terraced cottage, a pub and a distillery bring Scotland and the brands' rich culture to Lower Manhattan.

In addition to the seaside village of The Deveron and the opulent halls of Royal Brackla, guests meet Craigellachie's cantankerous master distiller, taste Aultmore at a local pub, and conclude their journey at Aberfeldy, where they learn of the gold-laden water source that is the heart of the malt.

(Right) A stone cottage environment, featuring traditional ware suitable for a worker's duelling, is the setting for the presentation of the Craigellachie malt.

(Bottom) Consumers, media, and influencers are introduced to the five rare single malts through a unique immersion into their history.

