



# MR FOGG'S APOTHECARY

*Mayfair*

SHOWCASING A VAST AND COLOURFUL ARRAY OF COCKTAIL 'POTIONS AND ELIXIRS', MR FOGG'S APOTHECARY – A WONDERFULLY ECCENTRIC NEW VICTORIAN-THEMED COCKTAIL BAR – HAS ARRIVED JUST OPPOSITE ICONIC CLARIDGE'S IN MAYFAIR, IN THE LATEST AND PERHAPS MOST EXCLUSIVE OPENING FOR THIS IMAGINATIVE CHARACTER-THEMED BRAND. »

IMAGES: Johnny Stephens Photography

## Restaurants

“The design incorporates authentic items from the Victorian period to give a genuine feeling of history and to provide points of interest for guests throughout the interior. This also enables the design to avoid becoming ‘dated’ as happens when more contemporary themes are used.



Owned by Inception Group, this elegant new venue in Brook Street joins siblings all based around the eccentric Victorian traveller Phileas Fogg character – with each bar having its own distinctive theme.

The Jules Verne’s novel, ‘Around the World in Eighty Days’, is the cornerstone of Mr Fogg’s narrative brought to life in all its venues. Whilst there is a clear sense of eccentricity and fun, Mr Fogg’s is an award-winning brand famed for the high quality of its innovative drinks, food, and immaculate service standards.

The elegant new Mr Fogg’s Apothecary, created in a scheme with Nebula Projects as main contractors, transports guests into Phileas’ wonderful world, every Tuesday to Saturday.

Guests follow a majestic grand staircase leading down to an impressive long bar, stocked to the rafters with Mr

Fogg’s extensive apothecary collection. Here, an expert team prescribe, formulate, measure out and dispense the perfect cocktail serves, with precise weighing scales at hand.

A new highlight for Mayfair, this cocktail bar showcases the vast array of potions and elixirs supposedly collected by Mr Fogg on his epic voyage around the world. Composed of ‘plants, powders, saps and antivenoms’ from all ends of the earth, The Apothecary unveils what it terms ‘a truly miraculous multitude of tinctures, tonics and remedies used by Mr Fogg for every ailment imaginable’ – all in the form of delectable cocktails, served in medicinal bottles of all shapes and sizes.

Reminiscent of a magnificent Victorian Mayfair townhouse, the venue’s main bar, The Apothecary Room, is beautifully designed with old grandfather clocks, upholstered furniture, and curiosities

from around the world – a wonderfully comfortable space for guests to settle in for the evening. Portraits of Fogg’s most trusted scientists, botanists and pharmacists adorn the walls, alongside his vast collection of wooden apothecary cabinets.

With its own separate entrance, exclusive private bar and three large booths, the adjoining Elixir Room provides the perfect antidote to the hustle and bustle of the busy surrounding streets. Here, guests can hide away and sample some of Mr Fogg’s most restorative tipples. This cosy backroom houses 24 Hennessy cabinets, each with a unique key lock for Fogg’s most esteemed regulars to deposit their own personal bottles of spirits.

Available for general use as well as private parties of up to 50 guests, The Elixir Room also offers ‘secret’ access to the main room, through an unassuming door built into the cabinet wall. »



# NEBULA PROJECTS LTD

We are proud to have been involved with the Mr Foggs Apothecary project

NEBULA PROJECTS is a well established Construction and Fit Out company with over 20 years’ experience in the hospitality industry, creating some of London’s most unique and exciting venues.

We work closely with Architects and Designers to provide a full in-house service to deliver bars and restaurants to a detailed and high level of specification.

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“The venue certainly meets the needs of the area and there is definitely nothing like it in the vicinity. We are also getting a lot of word-of-mouth recommendations from people who have visited and enjoyed the experience – which appeals to those from abroad, as well as locals. It really has gone well, and I am delighted with the way it has turned out.”



The furniture is an eclectic mix of styles and colours, including sofas and chairs, each of which differs in design, colour, and fabric from the one next to it. All items on the walls such as paintings, antique medical equipment, and other curios, have been individually sourced from markets and antique shops, again creating an ‘authentic’ feel.

In the far room, a series of low arches on the rear wall have been retained to add character. The space itself has a more luxurious feel compared to the main bar, and is even more colourful, including rich deep blue velvet seating. The interior is illuminated by soft light from table lamps and again features carefully positioned and illuminated eclectic items on the walls to serve as conversation pieces.

Olly Draper concluded: “The venue certainly meets the needs of the area and there is definitely nothing like it in the vicinity. We are also getting a lot of word-of-mouth recommendations from people who have visited and enjoyed the experience – which appeals to those from abroad, as well as locals. It really has gone well, and I am delighted with the way it has turned out.”

“It definitely helped to have really good contractors in Nebula Projects, who have worked with us on various developments previously. They were extremely pro-active in problem solving and did an excellent job.” ■

Olly Draper, Inception Group’s project manager, who is responsible for overseeing all new openings and fit-outs for the company, commented: “On previous projects we have brought in designers, but on this development we used our own in-house creative team.”

“We were able to obtain this exclusive venue thanks to the good relationship we have with landlords across London, which enables us to find out when a particularly desirable site is available. For this site, the requirement was for something different to the usual bar chains – a venue which would provide a unique customer experience.”

The site had previously been a gastro pub with an interior comprising one long open room, which was something of a challenge from a design point of view. The aim of the design was to ‘add more corners’, creating an interesting layout with various cosy enclaves for guests. To this end, it was

decided to divide the room in half – which provided the opportunity to close off one half as needed to either provide a smaller, more intimate general space – or to cater for private parties. A former fire exit at the rear of the interior was also transformed to create a separate secondary entrance for this area, which also has its own cloakroom, toilets, and bar for autonomous operation.

Olly Draper said: “The design incorporates authentic items from the Victorian period to give a genuine feeling of history and to provide points of interest for guests throughout the interior. This also enables the design to avoid becoming ‘dated’ as happens when more contemporary themes are used.”

On leaving the reception area, guests then pass through a curtain into the main room, which is arranged around a central bar, where they can enjoy the theatre of seeing the drinks being prepared.