



HELLCAT

SOCIAL * CLUB

Coming to FT.Myers

Function:

The primary function of HSC is a cocktail bar.
The venue will have dynamic seating in a petite space .
This will create a myopic focus on wild and fun social connection.

Theme:

Live life against the grain.
Have an attitude about what you love the most.
Only dead fish go with the flow.

Name and meaning:

Hellcat Social Club;
To create a special moment together, we must come together.
Meet me at Hellcat.

Inspiration: Lt. Ken Hansen, Naval Aviator



DESIGN & CONCEPT INSPIRATION

Scales to Feathers ; Creatures and Evolution

SHAPE

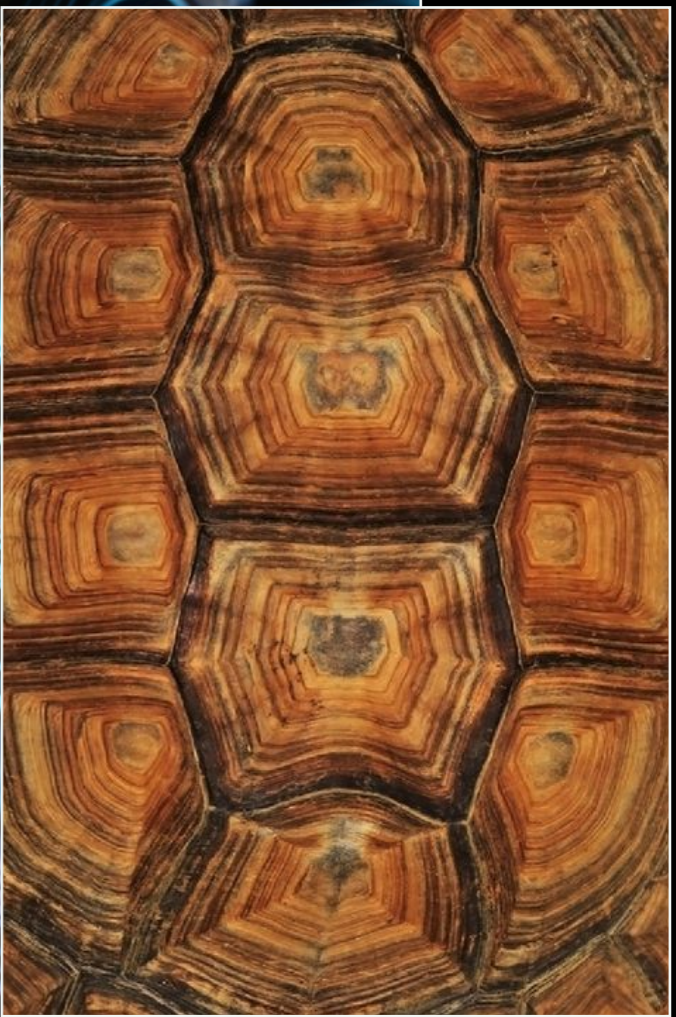
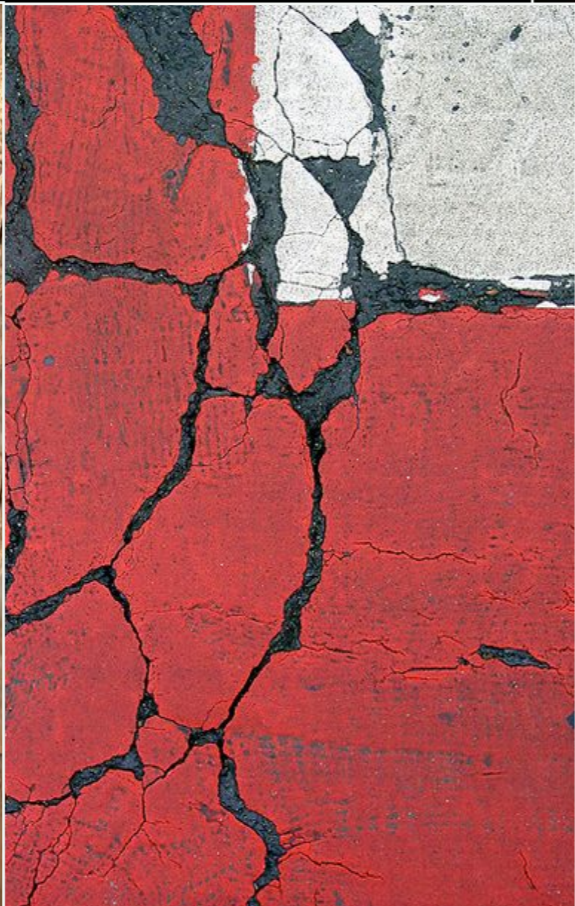
Curves and scallops with no harsh angles in perfect order as it is in nature



“DARKLY BRIGHT”
COLORS



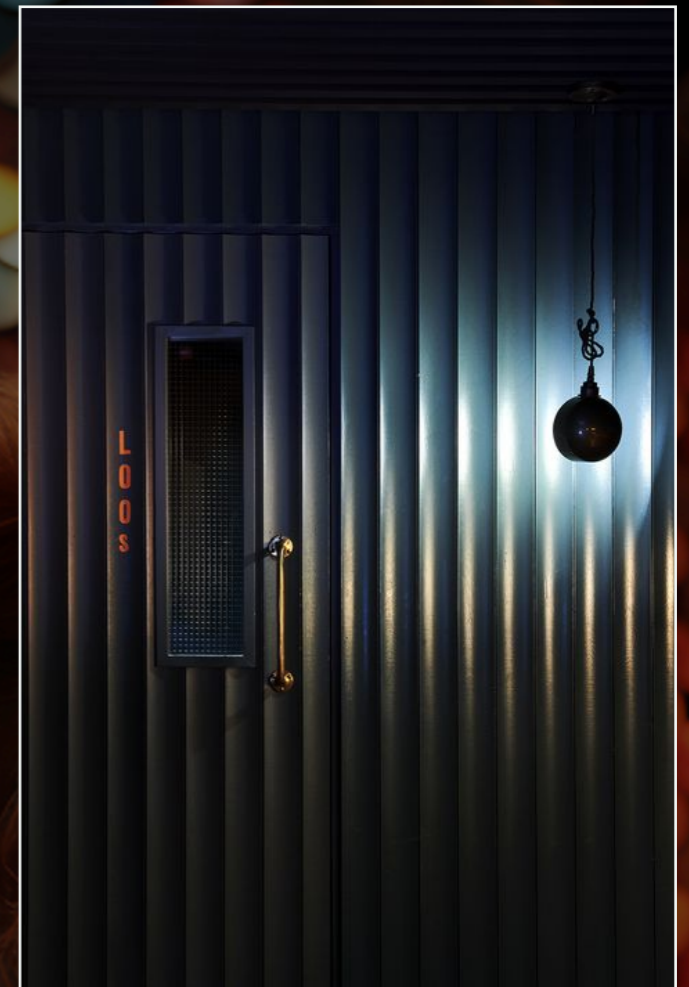
TEXTURE & FEEL



Aesthetic Feel & Features

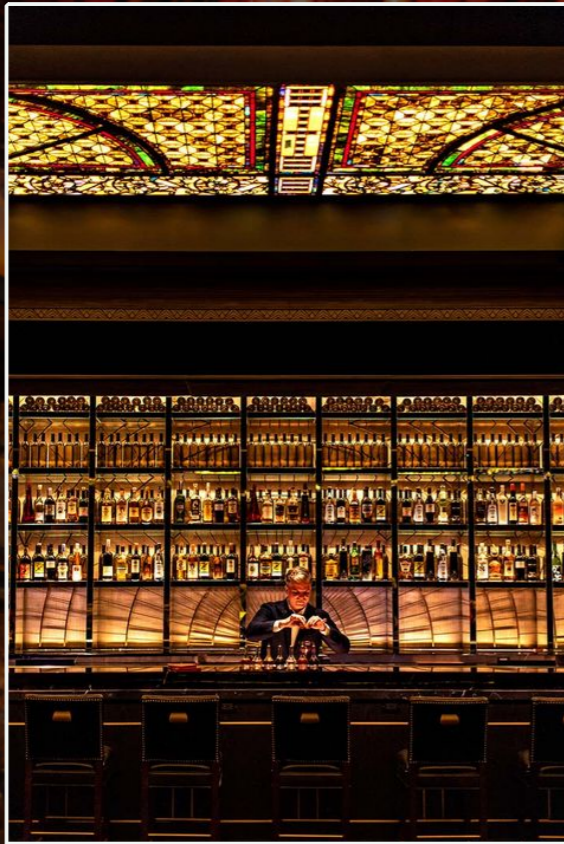


Large backlit IG wall



Emphasis on archway
shapes throughout the space





Lit bar feature

BAR ELEMENTS



Archway shaped backbar





-Alligator Skin Bar top
& Cocktail Rails

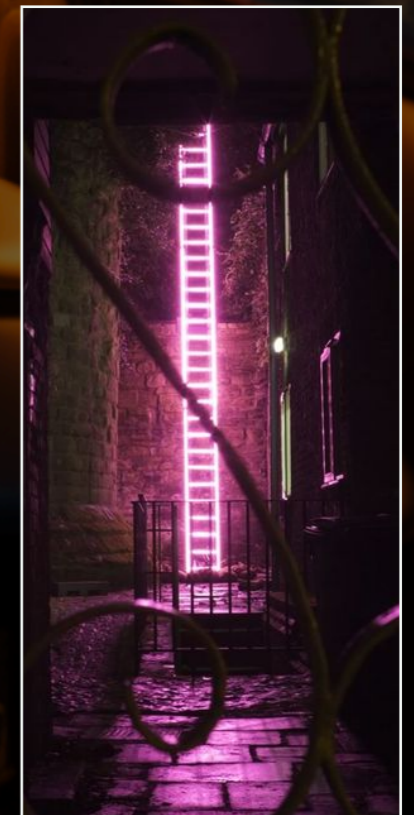


| | |
|--------------|----|
| HIGHBALL | 10 |
| NEGRONI | 11 |
| AMERICANO | 9 |
| BOULEVARDIER | 11 |
| MOSCOW MULE | 11 |
| GINGER SOUR | 12 |
| LIL TONIC | 11 |
| YUZU SAKE | 10 |
| WHITE WINE | 7 |
| RED WINE | 7 |
| PROSECCO | 7 |
| SHOTS | 3 |

Digital Menu-

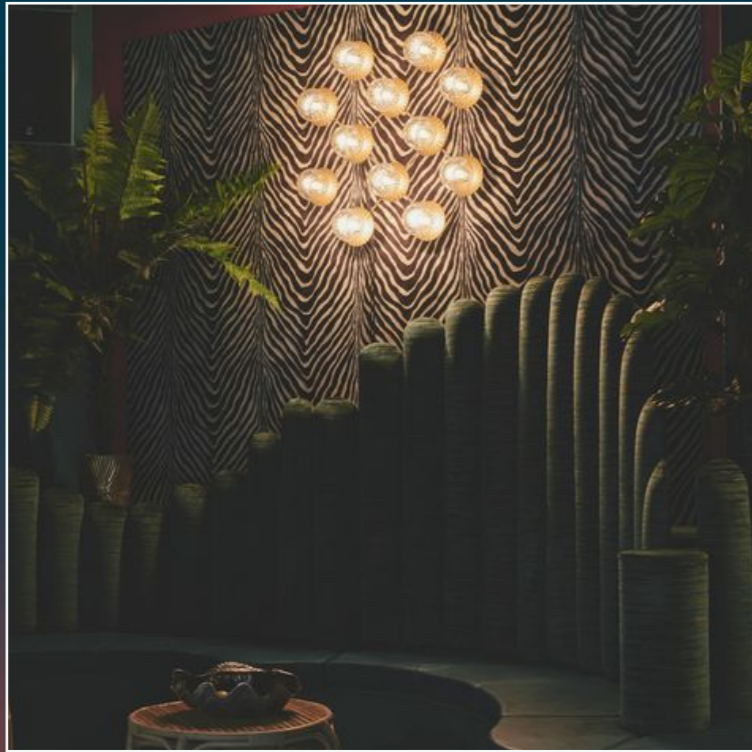
BAR ELEMENTS

Featured Bar face



Light ladder-

Seating, Features, & Transitions



Archway focus over all seating



Fireplace Couches



Open shell Chester Banquets-

Seating, Features, & Transitions



-Reversed Arch Fixtures



Neon Sign



Fireplace Features



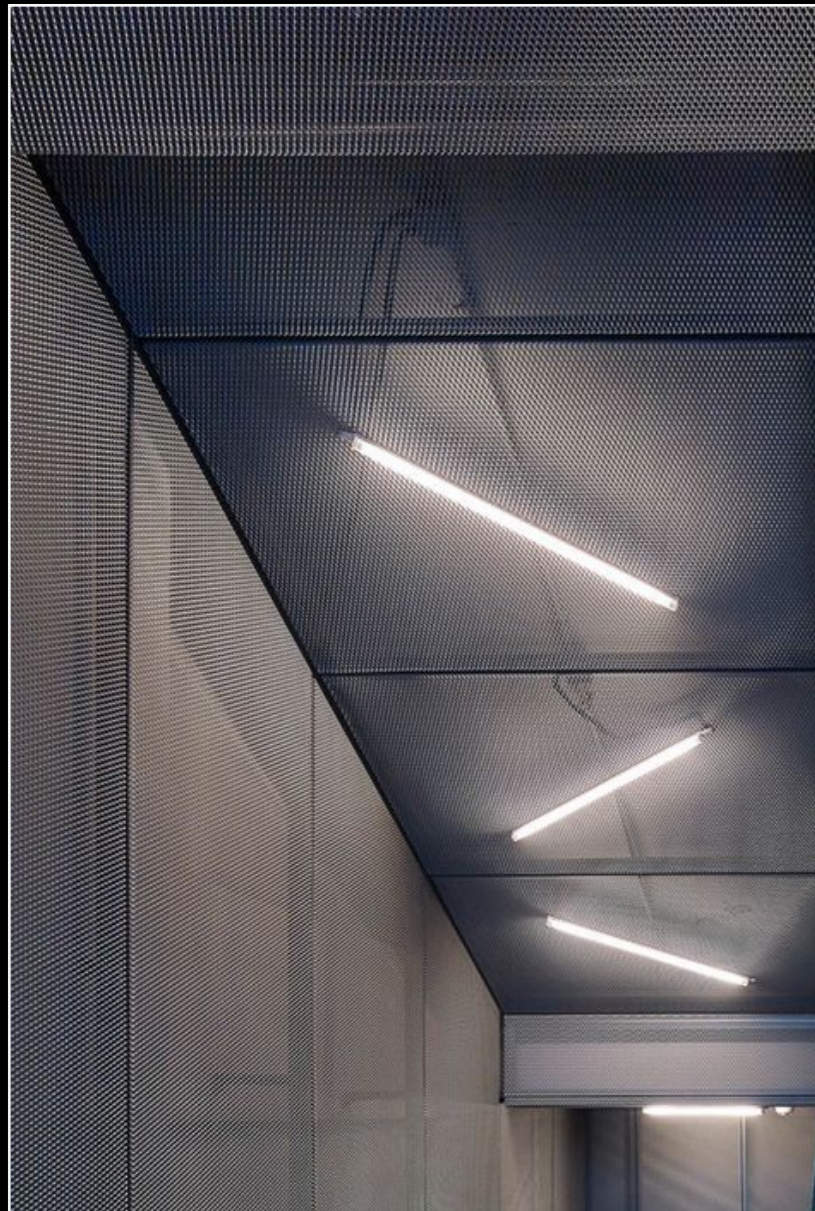
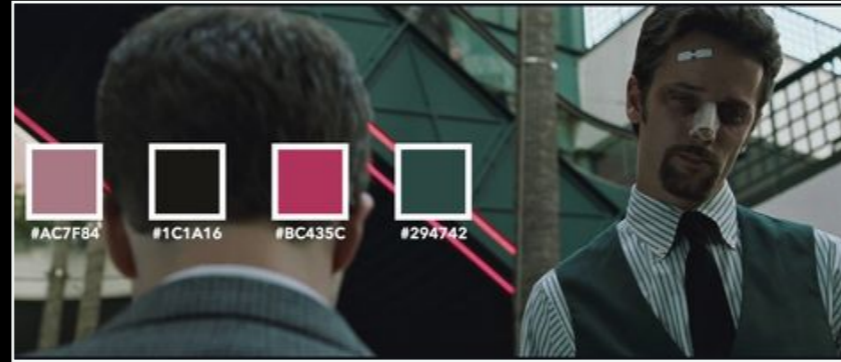
-Large Back-booth feel



Recessed floor lighting



Bathroom Aesthetic



Elevated Cocktail Program * Batch Program



THE HELLCAT



Paul Han Day

FRONT ROOM RENDERING



FRONT ROOM RENDERING



BACK ROOM RENDERING



BACK ROOM RENDERING

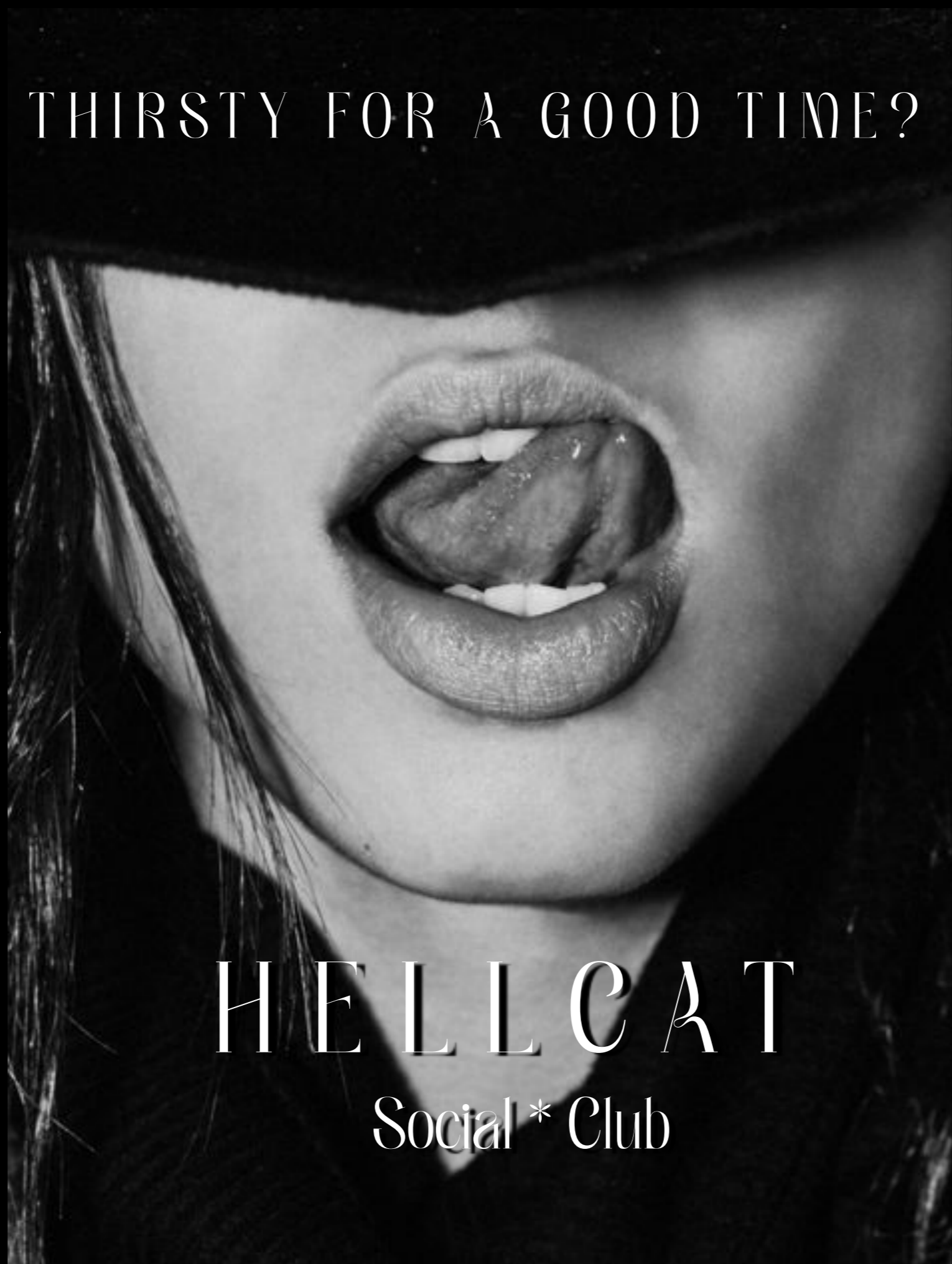


BACK ROOM RENDERING



Paul Han Day

THIRSTY FOR A GOOD TIME?



Social Advertisement
Merch

HELLCAT

Social * Club



Social Advertisement
Merch

TAKE IT EASY AT THE HELLCAT SOCIAL CLUB

Social Advertisement
Merch



HELLICAT
SOCIAL * CLUB
NO SCHMUCK POLICY

Social Advertisement
Merch



EVERYTHING WILL KILL YOU

HELLCAT

SOCIAL * CLUB

SO CHOOSE SOMETHING FUN

Social Advertisement
Merch

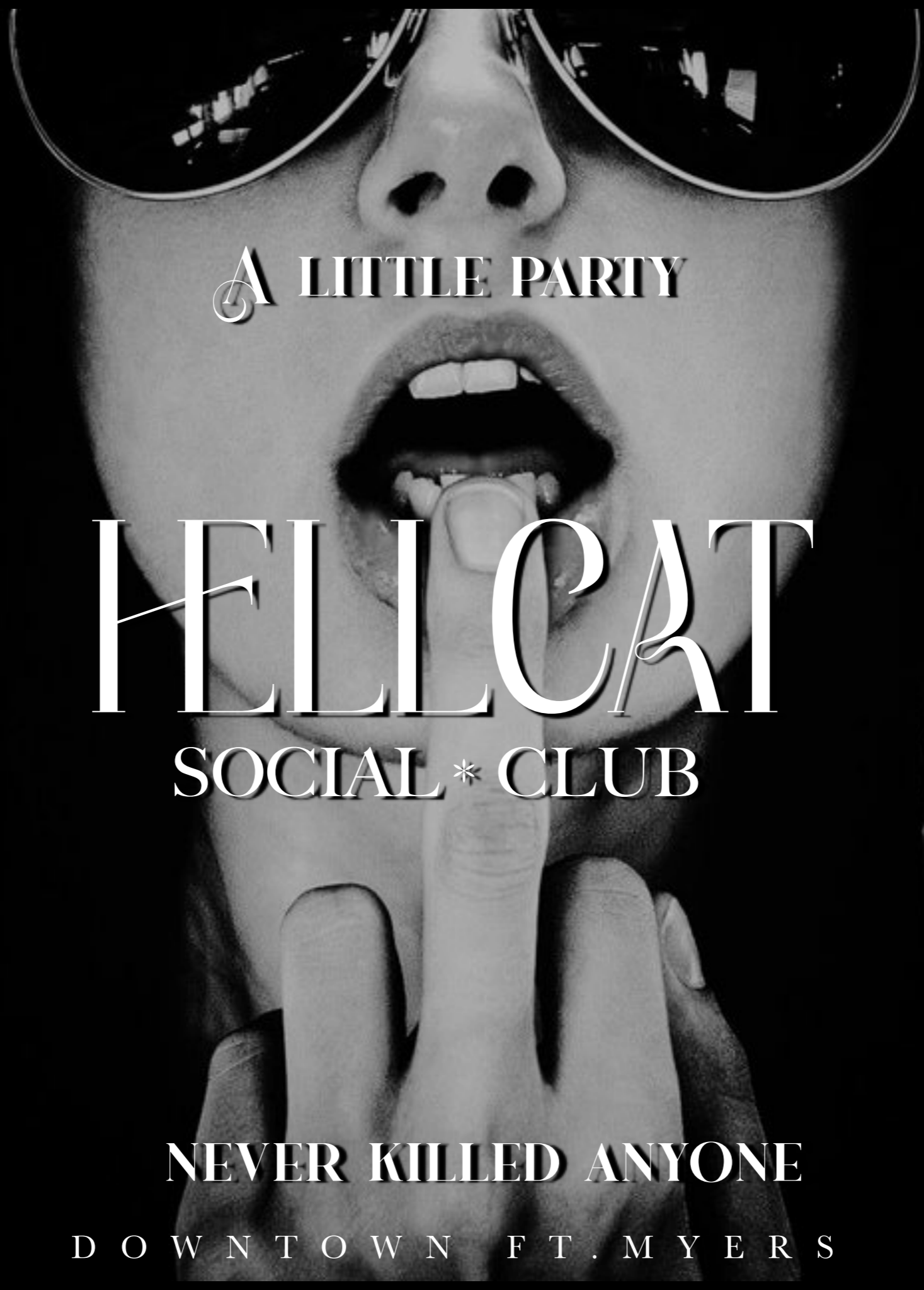


ONLY DEAD FISH 10

HELLCAT

SOCIAL* CLUB

GO WITH THE FLOW



A LITTLE PARTY

HELLCAT

SOCIAL * CLUB

Social Advertisement
Merch

NEVER KILLED ANYONE

D O W N T O W N F T . M Y E R S

Social Advertisement
Merch

