



FFEDERICO **P**ENZO

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“Every bar experience begins with
an art composition”

Growing up in a small town close to Venice, my desire for craft was shaped by rich heritage of traditions, art, unique flavors and fragrances. Seeking for an opportunity to translate my inspiration into an experience that can be shared with others, I have found myself behind the Bar.

I had the luck to work with Luca Cinalli, Gabriele Manfredi, Daniele Liberati in Oriole Bar (13th best bar in the World) where I fine tuned my vision and draw a clear image of an alternative bar experience I wanted to create.

I have always strive to stimulate the senses and generate a journey that combines not only flavors but visuals, sounds, texture and most important - the storytelling.

Creating 360° experiences that embrace everything innovative, unique and bespoke and sharing my passion by mentoring enthusiasts from all around the world is what I will always be devoted to.

TIMELINE



Working with acclaimed mixology geniuses Oriole fueled my passion and taught me that mixology has no limits when it comes to techniques and flavors. This background generated an opportunity to craft my very first concept at Shangri-La New Delhi – Novele.

A new chapter as Director of Beverage with unbiased EDITION Hotels gave me space to shift the local hotel mixology scene into versatile performance space where I have developed various menu concepts and designs, crafted unique experiences and influenced local trends, always keeping control of costs and budgeting,

Aiming to transfer my decade of experience to other passionates, I have developed and conducted training programs, structure upgrading, live workshops and online educational platform for the team members.

BAR & CONCEPT DESIGN

Shangri-La New Delhi Novele Bar 2018

A full consultancy in collaboration with Luca Cinalli and Gabriele Manfredi for the most famous luxury hotel in New Delhi – Shangri-La Eros.

Project aspects performed:

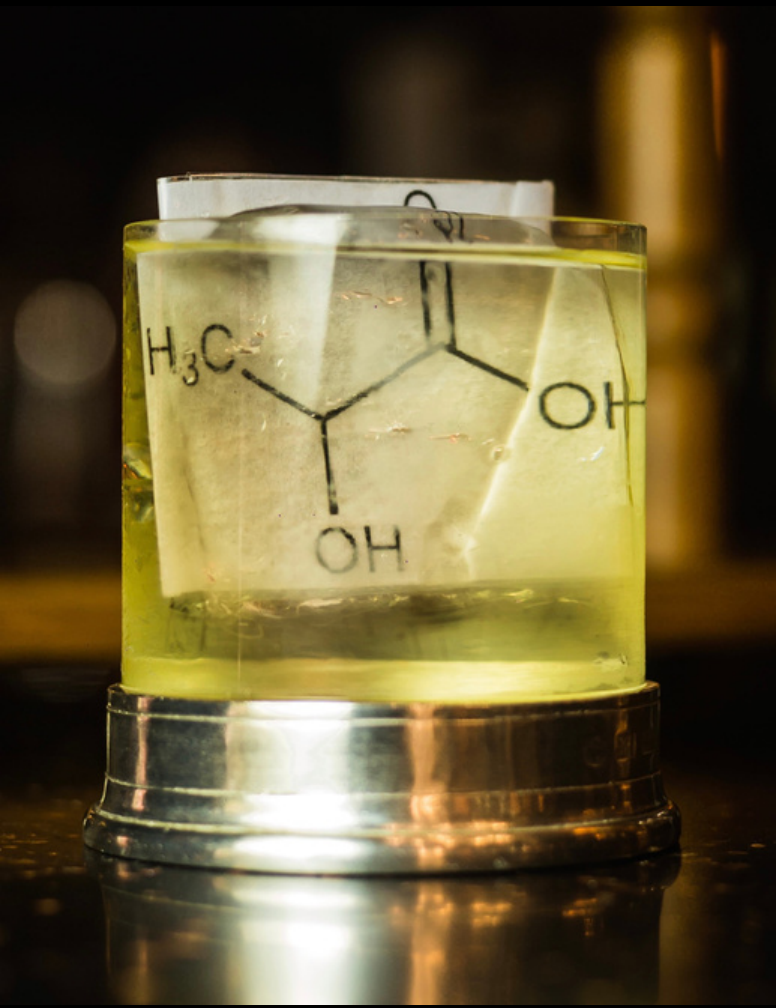
- Building the venue image from scratch, by merging the western bar culture with gastronomy background of the destination
- Designing bar layout and finding hardware suppliers
- Creating a unique menu with a twist of rich Indian flavors
- Designing bespoke glassware and setting production line with local manufacturers.
- Conducting cost control
- Herb garden was build to ensure constant supply of fresh herbs needed.



MENU & GLASSWARE DESIGN

Shangri-La New Delhi Novele Bar
2018

The menu was crafted with local ingredients and spirits which was a trendsetter for all opening venues in the area later on. Paying homage to Indian patrimony each of the glassware was custom made by local artists.

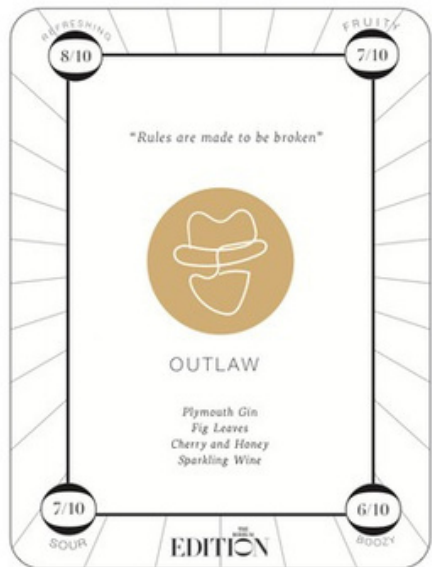


ARCHETYPES MENU

BRAVA at The Bodrum EDITION

Inspired by Psychiatrist Carl Gustav Jung, "father" of the Archetypes a.k.a. our primitive subconscious types, this menu serves as a perfect tool to initiate deep conversations and link meaningful connections with the guest. Every drink represents a profile to the related Archetype with its taste, presentation & flavor

The menu design consists of bespoke play cards and a “ wheel of luck”, where you will challenge the fate to choose your drink to encourage interaction and create lasting memories.



TEXTILE MENU

BRAVA at The Bodrum EDITION

One of the oldest form of art – fabric is more than a primal object needed for survival. The touch of a fabric suggests wealth (silk), formality (damask), or informality (burlap). Our hearing is enhanced in rooms with an abundance of noise-absorbing fabrics. Fabrics' feelings (when you touch them) even modify our perceived sense of taste.

Aiming sensorial but also durable and environmentally ethical experience to our guests, this textile menu was crafted by connecting the main characteristics of the different fabrics with the drinks' flavor profiles.



OUR GARDEN MENU

OD Urla & KITCHEN

A cocktail Menu made for a partnership with chef Osman Sezener, GQ Chef of The Year, Turkey and owner of the renowned “Farm to Table”, Od Urla.

Osman is famous for designing his own recipes with fresh seasonal products from the farm & authentic products from local producers.

The Beverage Menu which has been created is inspired by “Our garden” concept in terms of drinks perspective. Kitchen Restaurant is surrounded by finest Aegean herbs with the idea is to give to their guests the experience of drinks based on local, fresh and seasonal fruits & herbs as Od Urla replicates from its farm.

All the drinks are based on one main natural organic ingredient (herb or fruit) with all elements of the ingredient being used to avoid any wastage, as well as pairing with the locally inspired dishes & to be enjoyed amongst the olive & lemon trees at The Bodrum Edition.



NATURAL SCENTS

OD Urla & KITCHEN

Imagine strolling through a meadow of wildflowers. You reach out to graze the blossoms, close your eyes to enhance your senses, and take a deep, invigorating breath. That breath, infused with the aroma of the wildflowers, is a vital sensory experience.

Of all our senses, smell is most potently linked to evoking emotions and memories.

With this cocktail menu, we aspire to evoke our guests' emotions using custom-made fragrances—transporting them from vast lavender fields to our native Bodrum mandarin plantations.



ICELANDIC HERBS

THE REYKJAVIK EDITION

A menu crafted to complement the exquisite dishes of Michelin Star Chef Gunnar Karl Gíslason, the visionary behind the renowned restaurant, Dill. Central to this experience is introducing guests to the distinctive flavors of Iceland, derived primarily from rare plants exclusive to the region. Offerings range from a pristine Bloody Mary to a spiced Negroni, all meticulously prepared using the local Himbrimi Gin.



MARITIME TRADITIONS

Arwana at THE LAGUNA

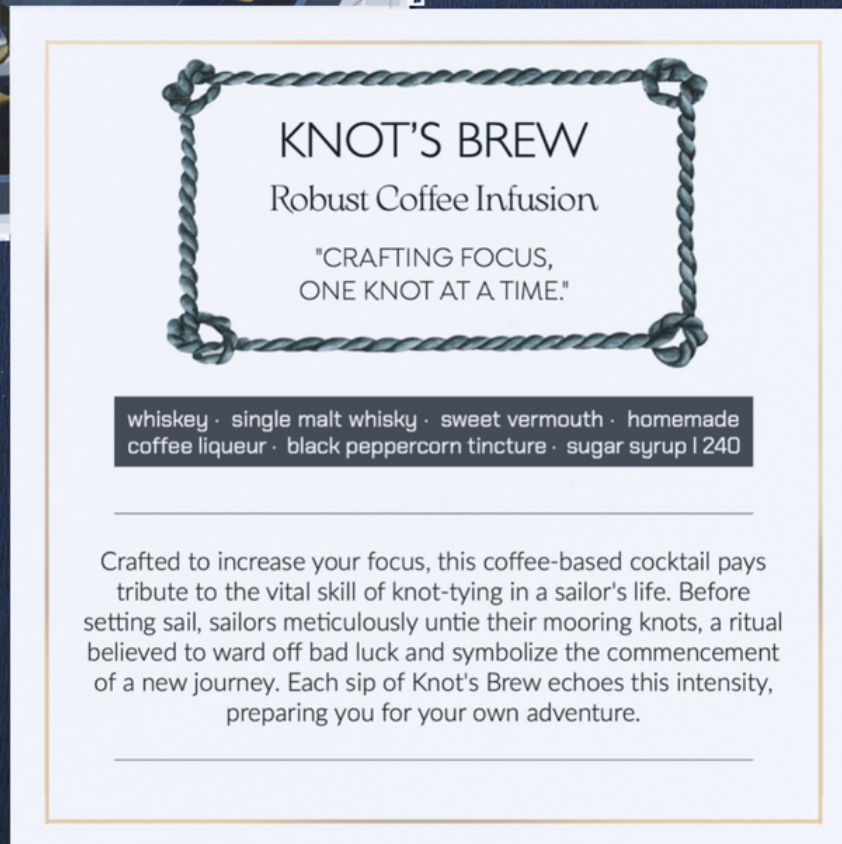
A LUXURY COLLECTION RESORT & SPA - BALI



For this project, I designed a cocktail menu deeply rooted in maritime traditions.

It mirrors the flow of a day at sea, echoing Arwana's (Hotel's Signature Restaurant) seamless transition from day into night.

Each cocktail serves as a tribute to specific sailor customs, offering guests an immersive maritime journey.



The menu is unfolds over ten cards: with intricate cocktail details on one side, and digital artwork on the other.

This layout encourages guests to explore every enticing option the menu presents.





A bespoke cocktail menu crafted as a comic book. Each cocktail mirrors a superhero and its superpowers. Inspired by Anatolian tales, I've woven these elements into both the ingredients and the storyline of the project.

Vividly illustrated by The Bodrum EDITION's Resident Artist, Alena, the comic book concept was conceived to boost engagement and kindle a connection. Guests were encouraged to select a superpower over ingredients, immersing them in the distinctive 'feel' the menu offers.

"WHAT'S YOUR SUPERPOWER?"

The Bodrum EDITION - Turkey



RECRUITMENT & TRAINING

The Rome EDITION (pre- opening)

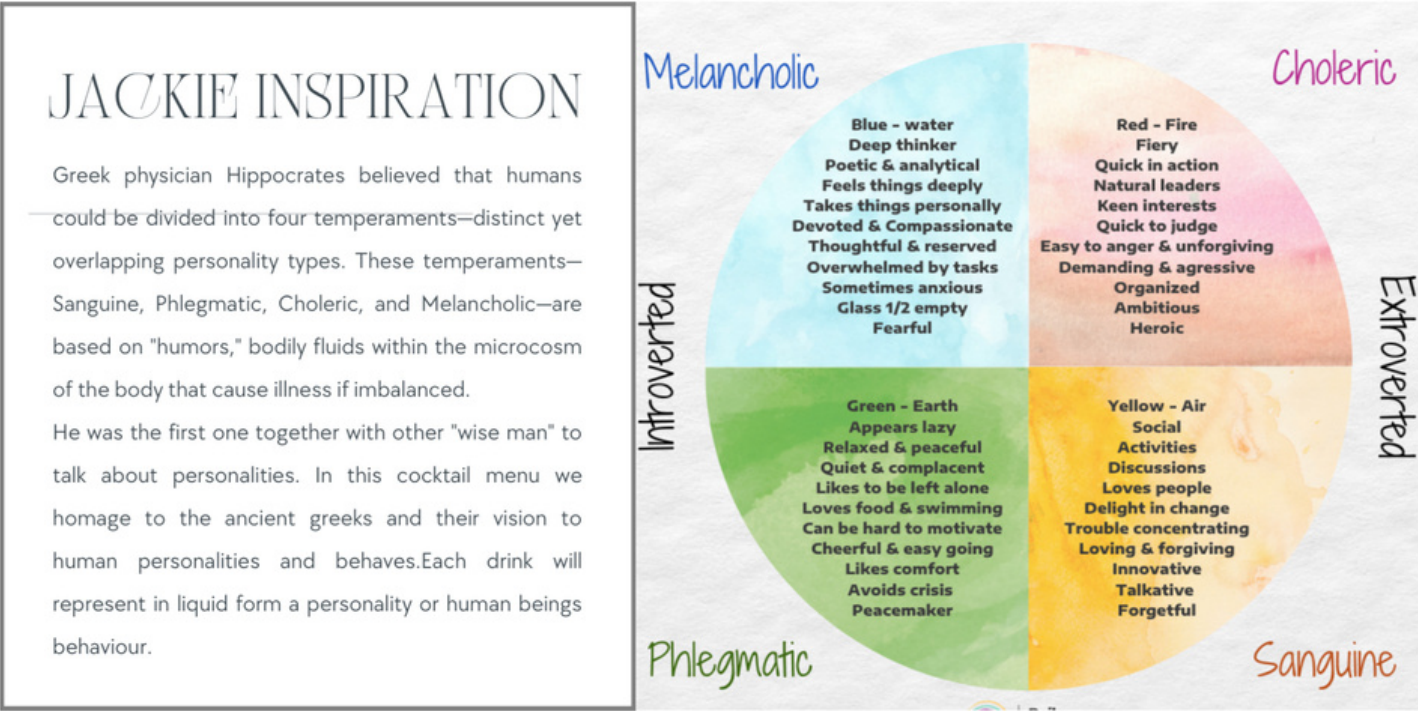
In this collaboration, I diligently identified top bar professionals for the property, negotiated advantageous terms with diverse suppliers, assisted in crafting cocktail menus, and implemented a system to ensure consistent, high-quality operations aligned with brand standards.



BEVERAGE MENUS CONCEPTS

St Regis Riyadh (pre- opening)

Drawing inspiration from the deep historical facets of the VIA Riyadh area, St Regis Riyadh showcases exceptional artworks and installations by renowned international artists. It stands as one of the most anticipated luxury openings in Saudi Arabia, a country rapidly ascending as a major investor in top-tier hospitality. For this collaboration, I crafted an exclusive signature Bloody Mary for the ritual and conceptualized four distinct bar themes. Each theme resonates with the venue's architecture, design, and culinary palette.




AWARDS & PARTNERSHIPS


50


BEST

Discovery

Where do you want to go today?







Brava

Bodrum, Turkey

The Turkish Riviera meets the spirit of Latin America at this vibey alfresco spot. You'll find it in a plum perch curving the Aegean at the ultra-slick Bodrum Edition, which is fast becoming the premier hotel in the region. Here, a Latin-inspired menu is powered by local produce and served family style, with plates splicing classic Lat Am flavours with influences and technique from the Med to Asia. Behind it is Peruvian chef Diego Muñoz, whose resume includes celebrated 50 Best kitchens El Bulli and Mugaritz. Expect open-fire cooking with plenty of fresh fish and meat alongside the likes of crudos and saltados. Not forgetting the vivacious and verdant Brava Bar, where Federico Penzo encourages you to pick your pour from a bespoke deck of playing cards that riff on Jungian archetypes – Magician sees mezcal mixed with homemade spiced tepache. Live music provides a gentle segue into the evening.

Wine Spectator

AWARD
OF
EXCELLENCE

2020

— Honoring —

BRAVA Bodrum


This restaurant is honored by Wine Spectator
for having an outstanding wine list.

Wine Spectator

New York, NY
Napa Valley, CA



Marvin R. Shanken
Editor and Publisher



Three signature flavors were developed in partnership with **Kombucha 2200** for The Bodrum EDITION

- Sour Cherries & Cacao
- Pistachio
- Sage

THE
BODRUM

EDITION

X

MONTAG

Established in 2014, Istanbul; Montag is a speciality coffee & roastery, one of the corner stones of the "third wave coffee" movement in Turkey.

Montag's primary focuses as a speciality coffee company are cup quality & guest experience.

EDITION & Montag's common aspirations lies within the passion for personalised service, through a sophisticated and simplistic approach.

OTHER PROJECTS



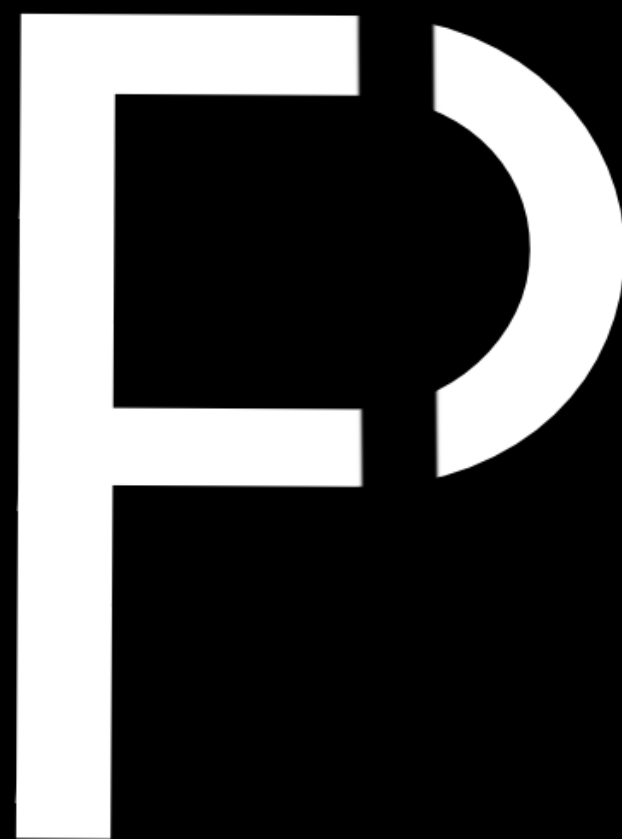
By Design presents the "Ice Cream for Adults" concept, exclusively crafted for The Bodrum EDITION. The brand was established with the aura of an independent third-party entity to elevate its prestige and pique customer curiosity. It boasts a collection of 10 flavors: 5 non-alcoholic varieties and 5 adult-only versions, each inspired by renowned international cocktails.



Freshly pressed healthy juices' program inspired by the theory of the 4 elements, each coming with their own unique topping and label. All the 4 elements are connected to mind and body's functionality. So all the ingredients are connected to to the respective elements.



Pre batched cocktails as welcome/ amenity for customers, with bespoke label' s design.



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