

# Liquid Laundry: 6 Years of Awesomeness!

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"To boldly go where no client has gone before." —

This sums up our epic ride with Liquid Laundry.

It was a historical win for The Orangeblowfish in 2013 when Liquid Laundry chose to work with us, to conceptualize their new restaurant branding. Since Liquid Laundry's launch six years ago, this contemporary space has become one of Shanghai's most iconic hangout spots.



On June 18, we'll celebrate the 6th anniversary of Liquid Laundry! Spoiler alert: Siu Tang, our Founder and Creative Director will be cooking up a pizza for this special occasion. Can you guess what the name of the pizza will be called?







**Liquid LAUNDRY**  
KITCHEN & BREW

*Celebrating*  
**6 YEARS OF AWESOMENESS**

*\*All Star Chefs \*Guest Bartenders \*Special Guests*

**June 18th**  
6pm Onwards  
Free flow 6pm-8pm

**Liquid LAUNDRY** Kwah Centre 2F, 1028 M. Huaihai Rd.  
淮海中路1028号, 嘉华坊2楼

**021-64459589**



Reflecting Liquid Laundry's beginnings, this was a journey we undertook with Kelley Lee and Lee Tseng, serial restaurateurs in Shanghai's F&B scene, and hcreates, interior design studio.



Inspired by the 50-60's American culture that our clients were familiar with, we transformed 700 sqm of dull, empty space into a modern, industrial-chic gastro pub that became synonymous with one of Shanghai's top hang-out spots – resplendent with floor-to-ceiling glass windows, mosaic-and-hardwood floors, subway-tile lined walls, and risqué coasters for cheeky drinks.



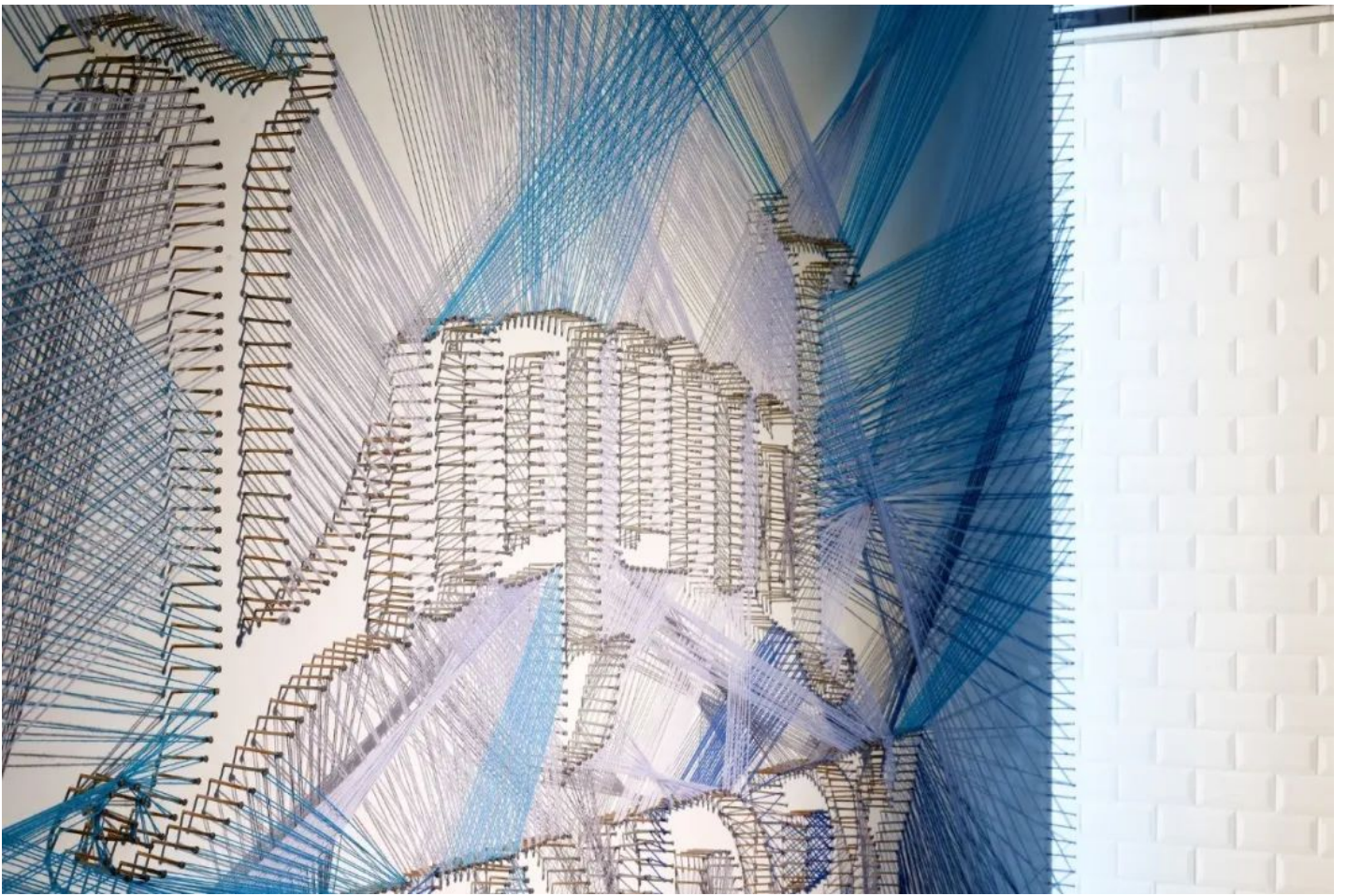


As creative brand strategists, we leverage art, space and storytelling to amplify a brand’s resonance to their target audience. Every piece The Orangeblowfish creates is unique, hand-crafted and memorable.



Our signature wall-art piece lies at the entrance of Liquid Laundry: a magnificent string art, which took a few hundred meters of string material and Siu Tang two full days to complete. The famous Liquid Laundry string art functions both as a welcome and departure keepsake for those who wish to snap pictures to add to their social media profile -- while waiting for others to arrive, or before exiting the place -- a ritual for those who have been in Liquid Laundry.





Our iconic string art, at the entrance. This wall installation took over few hundred metres of string, and over two non-stop days to complete. "Easy!"



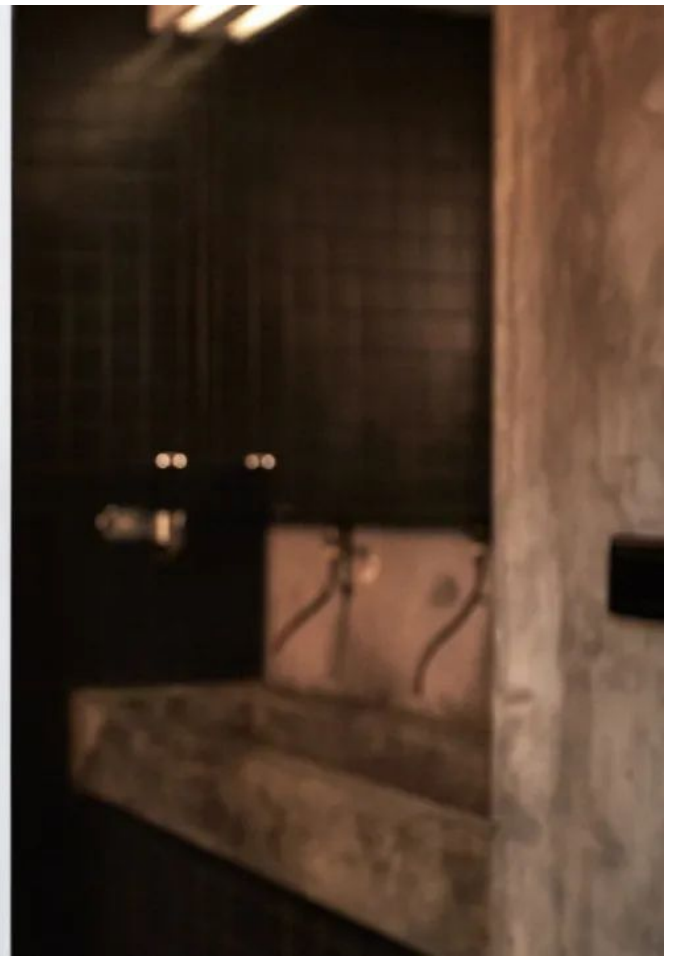


Perfection not needed. Distressed artwork on walls allows your interior space to carry a modern, yet boldly relaxed feel.

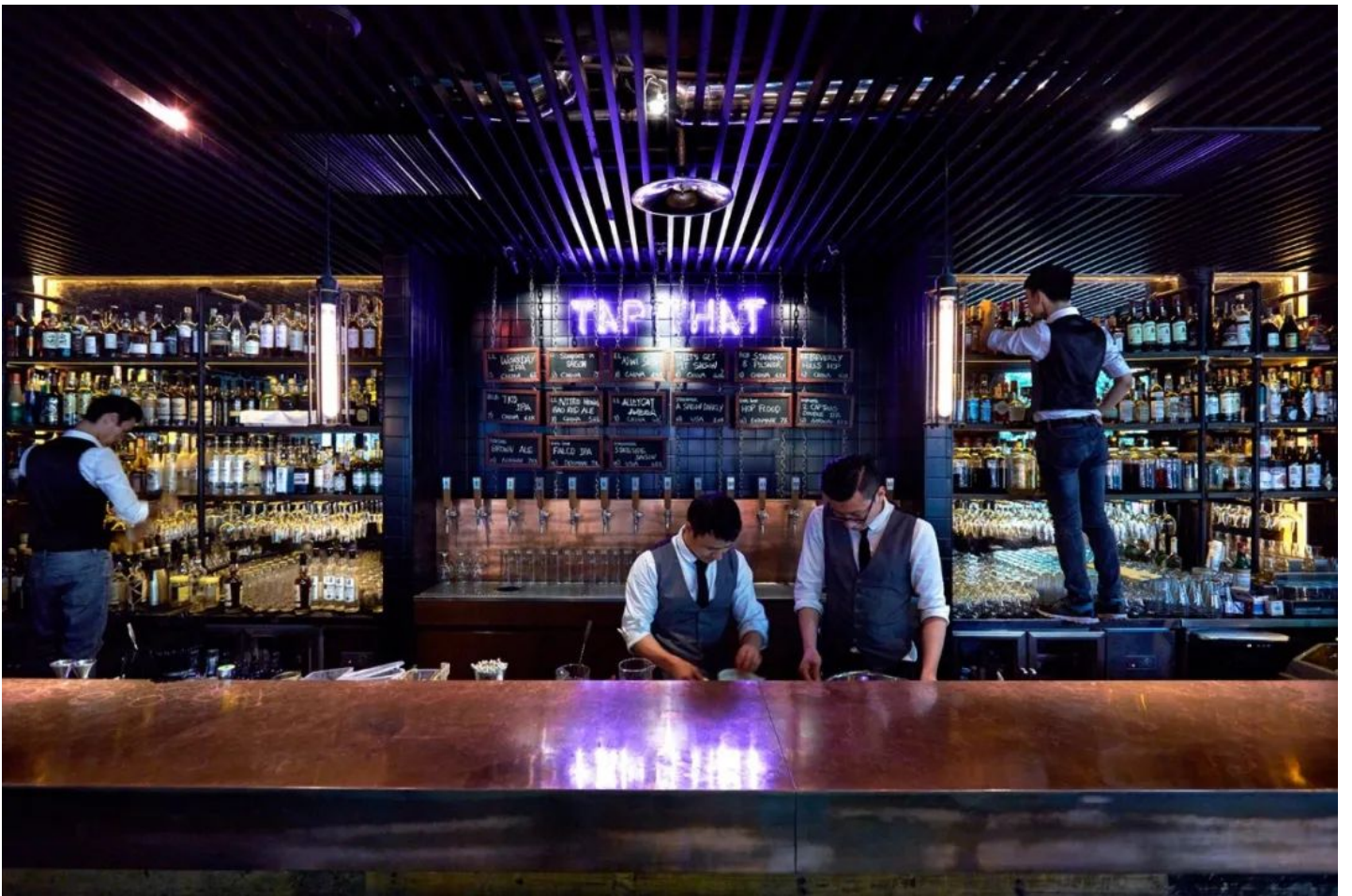


Even in the bathroom, one is not spared from the cheeky remarks of this atmospheric gastro pub.





No shortcuts. All environmental graphics, artwork and signage are handcrafted and handmade for that 100% vintage nostalgia.



The bar, which features a retro Tap That signage and in-house craft beers by the Boxing Cat Brewery.







Illuminating signages as highlight - a wonderful experience day and night.











Want the whole experience? Our family of branding collateral are in the package! Menu boards, coasters, name tags, and more...

So come join us on June 18 from 6pm to celebrate six years of glory. Let's get rinsed!