CAMPARI ACADEMY
MASTERCLASS

ENGINEERING THE EXPERIENCE

WITH DENVER CRAMER & MICHAEL CHIEM

SESSION OVERVIEW

In a world where so much seems fake and constructed, it's hard to remember the vital role that engineering plays in our day to day lives.

Without it, we wouldn't have cars, computers, buildings and even the capabilities to print this booklet you are reading from.

With such an array of disciplines and applications, engineering is something that truly effects the way in which we interact with, and perceive the natural and manufactured world around us.

As much as it is taken for granted, engineering has shaped the way we make, serve and improve cocktails that garner adoration from your regulars, visitors and fellow bartenders.

With the help of our esteemed guest Denver Cramer one half of the dynamic and cutting-edge glassware producers Denver & Liely, engineering the experience will take a look at what engineering is, where it impacts you in your venues, the evolution of vessels and how in 2022 it manifests in the glassware you choose to serve drinks in.

After being taken on a journey to understand how engineering impacts that moment when liquid meets lips, there needs to be a grounding moment in how we take these learnings and experiences and bring them to life.

And this will be done with the help of Michael Chiem from Sydney's PS40, a venue that echoes Denver's deep understanding on how to create truly memorable experiences. As always we hope our program sparks your curiosity of this wonderful technique and inspires you to nurture some nature in your bar.

CHEERS
The Campari Academy Team

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MEET OUR GUESTS

DENVER CRAMER

As one half of the dynamic and innovative Australian-based glassware outfit Denver & Liely, Denver joins our masterclass with a wealth of experience from many areas of design and engineering.

Having studied Mechanical Engineering & Industrial Design in his home town of Melbourne, Denver started to make waves in Australia's design community with his time at Jardan Furniture; which saw his keen eye and technical skills develop a deeper understanding how the human body reacts to experiences.

Fast-forward to 2015 and he with his technical and creative partner Liely Faulkner launched their first Denver & Liely spirit specific glass, the Whisky Glass, which brought form & function into perfect unison to change how people enjoyed their Whisky.

When not coming up with new solutions for what spirit needs to be better enjoyed, capturing amazing moments on his camera or hosting his 'Between 2 Drams' Podcast, you'll find Denver on one of his bicycles either training for his next race or enjoying the scenery wherever he's traveling around the world.

MICHAEL CHIEM
PS40, SYDNEY

Better known by MC, Michael Chiem (2016 Australian Bartender of the Year) is the driver and genius behind everything that happens at Sydney's ground-breaking lane way haunt PS40.

The bar itself has a sort of brooding minimalist appearance to it while the engineered creativity of the drink (and now food) offering continues to push further and further beyond purely a consumable product and into an all-encompassing experience.

If you haven't been there, pay MC and the team a visit and enjoy the universally loved (at least for the Campari Academy team) Breakfast Negroni!

WHAT IS ENGINEERING?

From a truly dictionary standpoint, Engineering is seen as being the brand of Science & Technology that is concerned with Design, Building, and use of Structures, Engines & Machines.

Within Engineering, there are five main disciplines that covers every facet of it:

MECHANICAL ENGINEERING

Work with power-creating machines
(Jet Engines, Turbines, Generators)

CIVIL ENGINEERING

Incorporating Geometry, Physics & Calculus to deliver outcomes
(Roads, Bridges, Architecture)

CHEMICAL ENGINEERING

Work with power-creating machines
(Jet Engines, Turbines, Generators)

BIOMEDICAL ENGINEERING

Work with power-creating machines
(Jet Engines, Turbines, Generators)

ELECTRICAL ENGINEERING

Work with power-creating machines
(Jet Engines, Turbines, Generators)

In each of these different areas of engineering there are obviously specific fields of study, practical application and experimentation that take place; with a common goal to improve the quality of life for humankind through the renovation of old technologies or pioneering new ones.

It is through these concerned and calculated efforts that the world is able adapt to the constant change from an environmental & philosophical angle.

To put it in perspective, engineering makes the most trivial of tasks like making toast a breeze to technical feats like building underwater tunnels or creating safe drinking water around the world a reality.

At face value, Engineering appears to primarily work on physical applications, its impact can be felt on a more psychological and intangible level, altering perception and shaping our experiences.

Engineering can be utilised to impact our senses:

SMELL

TASTE

SIGHT

SOUND

TOUCH

SHAPING EXPERIENCES

Experiences always manifest in different ways; and at a quick glance, they are an event or occurrence that leave an impression on someone.

In the realm of Hospitality, different experiences are required to suit the various needs of your guests along with what a bar, restaurant, café or pub holds as its core beliefs and offerings.

Regardless of the type of venue you operate within, there is always an urge or desire to create memorable and positive experience for your guests encompassing the quality of food or drinks, the manner in which they are greeted and how they feel (the vibe) while in the space.

INFLUENCING EXPERIENCES

There are the key areas which we have identified for making up the experience when talking specifically to bars and hospitality venues.

THE HOSPITALITY

This includes the vitality given to an experience from a bartender along with the product(s) offered within the space.

THE VENUE

This is the physical attributes of the space from an aspect of design and architecture.

Don't underestimate this aspect of the experience as it sets the tone and builds expectations from the moment a guest enters the venue.

THE INTANGIBLES

A combination of non-physical environmental triggers that can alter your perception of your overall experience.

These can also be used in a targeted manner to even alter what we taste with the application of the field of Gastrophysics.

STIMULATING YOUR BRAIN

As mentioned earlier, there are five main sense that are identified to help build the human experience (Taste, Touch Smell, Sight & Sound) and these dont live in isolation from each other.

Our sense are intertwined, with adjustments done to one or more can actually result in different responses of another.

Professor Charles Spence has pioneered an area of science called Gastrophysics, a field combining of Gastronomy & Physics to understand how our surroundings and senses affect our food and drink experiences.

So let's take a look at some of these senses that can affect our perception of taste and flavour.

Professor Charles Spence

SIGHT

What we see has an impact on our desires to eat along with influencing certain characteristics of taste and flavour.

For example:

YELLOW
Increases appetite

RED & BLUE
Motivates you to eat

GREEN
Increases sour flavours

PINK
Relates to sweetness

SOUND

The soundtrack and ambient noise within a space allows your brain to focus on certain flavours along with changing the feeling of an experience.

The style of music played in your venue can drastically impact the experience of your patrons; like playing classical music will allow for a more relaxed and focused experience while faster songs will result in a quicker and more abrupt visit.

But it's not only the musical style that impacts the experience, there has been a lot of study put into the impact frequencies have on taste.

LOW FREQUENCIES =
more salty & sweet flavours

HIGH FREQUENCIES =
boosted bitter & umami flavours

TOUCH

An often overlooked sense when it comes to flavour specifically touch.

We know that of our senses touch has an unrivaled level of tactility which means anyone can utilise it in their drinks experiences in the following ways:

SOFT & ROUND
shapes are associated with sweet flavours and scents

ANGULAR & SHARP
represent bitter flavours

Further to this, the weight of an item will condition your perception; say a heavy, large rocks glass will feel more valuable when a light and thin glass could be seen as cheap or precious.

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EXPERIENCE OVERVIEW

This experience is designed to show first-hand the learnings inspired by Professor Charles Spence when applied to a singular drink, the Sicilian icon

Amaro Averna.

It brings in stimuli related to all of our senses;

Touch, Smell, Sight, Sound & Taste

through a series of manipulations and changes within the environment.

You will be exposed to three different scenarios, one in an un-altered state, then one designed to emphasise the Herbal & Citrus notes within Averna and finally, a scenario that amplifies the Fruit & Sweeter note of the amaro.

ENGINEERING IN YOUR BARS

Engineering may seem like a truly scientific area, using physics, chemistry and mathematics to reach a controlled and measurable outcome.

However, engineering informs so many parts of your bars that you do and do not acknowledge at face value.

It we did not have engineering to build furniture, install plumbing, fabricate stainless steel and illuminate our spaces everything would look like an empty shell of a space.

ARCHITECTURE

Even though it is rooted deeply in the numerical and scientific characteristics of engineering, architecture is where concept, planning and production come together to also create art.

There is a key element of design that comes to life within this area, with trends and innovation like the marvels of Mid-Century Modern (c. 1945-1969 CE) where futuristic, curved designs were integrated to create flowing living spaces within more traditional square houses.

FURNISHING

Leading from architecture, the design of furnishings & lighting is a key engineering influence in your venues.

FLOW

An often overlooked aspect of venue design is the flow of your space(s); how people get to where they need to go and why.

TEXTURES

As we had discussed, there are certain aspects of bias that the sensation of touch can trigger.

Understanding how things can feel really inform the textures and materials in which we use throughout our spaces.

Take a moment and ponder this; how do you feel slinking into an old leather Chesterfield against a stiff, new foam filled chair.

Even imagining these textures and feelings adjust our experience and are further amplified in the moment.

We have to give it to Davide Campari, not only did he help make Campari the global phenomenon it is today, he knew how to solve a problem when he came across one.

In the late 1920's he started working with esteemed futurist artist Fortunato Depero on ensuring that the perfect Campari & Soda would be served all over Italy (and the World).

CampariSoda was born from a collaboration extending into the realms of art, mixology and engineering when it changed the world delivering the first ready-to-drink cocktail in 1932.

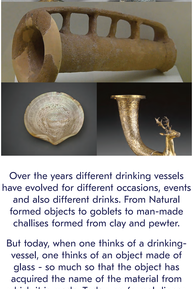
The bottle design was based on inverting the iconic Campari Seltz glass, which not only spoke to the origins of the drink but also was a smart decision when it came to packaging the bottles into crates for sale.

Adolfo
U.S. Patents Numbers Rules 1 Claim
"Bottom or Top Portion of Bottle"
Adolfo
Adolfo
Adolfo

SIPPING THROUGH THE AGES

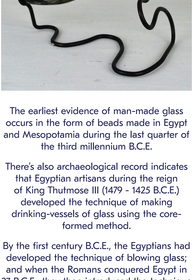
Humans have drunk from vessels from time immemorial - whether from naturally formed objects adapted for drinking, such as shells and gourds, or from handcrafted forms made of wood, leather or clay.

In many cultures and religions, the ritual drinking of alcohol forms an important part of many social gatherings. Some rituals reinforce a sense of community and in others it's about demonstrating social hierarchy or even signifying or finalising an agreement, partnership or deal between parties.



Over the years different drinking vessels have evolved for different occasions, events and also different drinks. From Natural formed objects to goblets to man-made challises formed from clay and pewter.

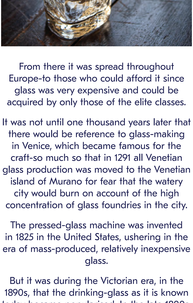
But today, when one thinks of a drinking-vessel, one thinks of an object made of glass - so much so that the object has acquired the name of the material from which it is made. Today, no formal dinner table would be regarded as properly appointed without stemware.



The earliest evidence of man-made glass occurs in the form of beads made in Egypt and Mesopotamia during the last quarter of the third millennium B.C.E.

There's also archaeological record indicates that Egyptian artisans during the reign of King Thutmose III (1479 - 1425 B.C.E.) developed the technique of making drinking-vessels of glass using the core-formed method.

By the first century B.C.E., the Egyptians had developed the technique of blowing glass; and when the Romans conquered Egypt in 27 B.C.E., they then introduced the technique to Rome.



From there it was spread throughout Europe-to those who could afford it since glass was very expensive and could be acquired by only those of the elite classes.

It was not until one thousand years later that there would be reference to glass-making in Venice, which became famous for the craft-so much so that in 1291 all Venetian glass production was moved to the Venetian island of Murano for fear that the watery city would burn on account of the high concentration of glass foundries in the city.

The pressed-glass machine was invented in 1825 in the United States, ushering in the era of mass-produced, relatively inexpensive glass.

But it was during the Victorian era, in the 1890s, that the drinking-glass as it is known today became popularised. In the late 1800s, when opulence was the order of the day, heavily carved crystal stemware adorned the dinner tables of the world's great hostesses.

But while such glasses may be beautiful to behold, they are not perfectly suited for the enjoyment of their contents. And it would not be until the 1960s that Claus Riedel would design a collection of wine-specific glasses-clear, smooth, über-lightweight glasses designed specifically to enhance the appreciation for the taste and bouquet of wine (the collection was officially launched in 1973).

Beyond the wine glass, we have seen recent innovations with the arrival of the now-iconic Glencairn Whisky Glass (2001) and the development of spirit-specific glasses engineered and designed by the Australian-based duo Denver & Liely.

ENGINEERING THE DRINK

QUICK FIGS

BY MICHAEL CHIEM

INGREDIENTS

45ml Appleton Estate 8 Year-Old Jamaican Rum
10ml Orange Curacao
20ml Pressed Almond
10ml Fresh Lime Juice
15ml Fig Oleo

METHOD

Combine ingredients in an ice-filled shaker and give a quick, light shake. Strain onto clear block ice.

GLASSWARE

Large Handmade Ceramic Cup

GARNISH

Fig Lead & Fennel Flower

AFRICOLA

BY MICHAEL CHIEM

INGREDIENTS

30ml Mr Black Coffee Liqueur (from the freezer)
80ml Wattle Cola
Warm Coconut Foam

METHOD

Pour in Wattle Cola first, then frozen Mr Black and top with Coconut Foam.

GLASSWARE

Kimura Compact Tumbler

GARNISH

MC's Smile

BREAKFAST NEGRONI

BY THORR BERQUIST

INGREDIENTS

90ml Negroni Batch infused with Banana Bread, Coffee Beans and Tonka Beans.

METHOD

Stir infused Negroni over ice in glass of choice.

GLASSWARE

Banana Coffee Mug or other favourite coffee delivery mechanism.

GARNISH

Orange & Lemon twist

CLEAN SLATE

BY LUCA BAIONI

INGREDIENTS

45ml Gin O'ndina
15ml Cinzano Bianco
20ml Verjus
60ml Lychee Soda
15ml Premium Soda Water

METHOD

Combine ingredients in highball glass, place in a large collins spear and spray Basil Hydrosol.

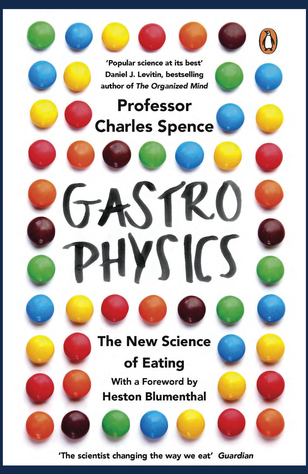
GLASSWARE

Highball

GARNISH

Basil Hydrosol

COOL READS

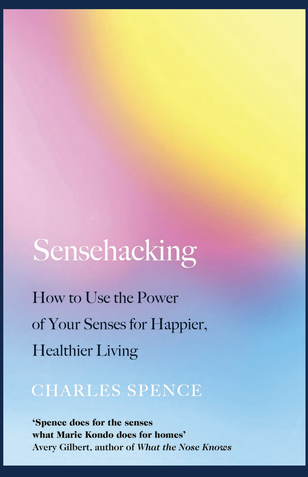


GASTROPHYSICS

BY: PROFESSOR CHARLES SPENCE

NOSE DIVE

BY: HAROLD McGEE



SENSEHACKING

BY: PROFESSOR CHARLES SPENCE

GRAZIE.

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