



DAS
OKTOBERHÄUS
THEMED CART
DELIVERABLE
Evan House

Das Oktoberfest **CONCEPT**

Oktoberfest originated in Munich in 1810 to celebrate the wedding of Bavarian Crown Prince Ludwig and Princess Therese. **This is the second year of Oktoberfest - 1811.** The community was so enamored with the first festival that they organized an even bigger version for this year.

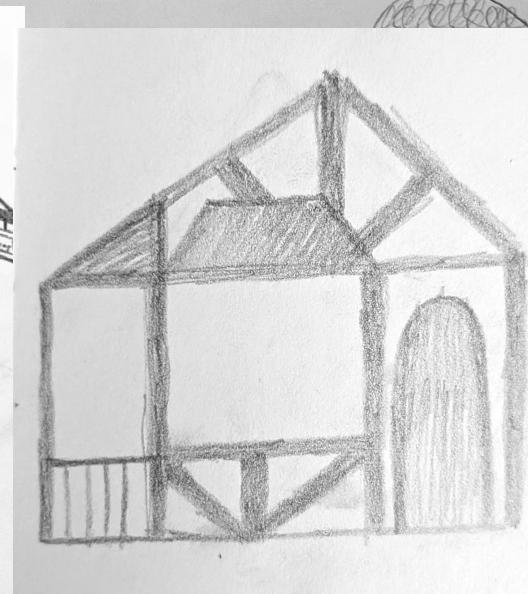
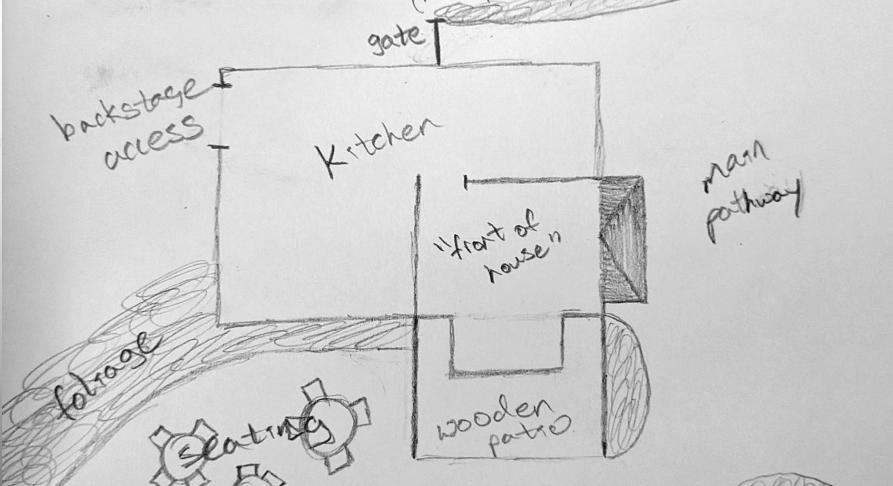
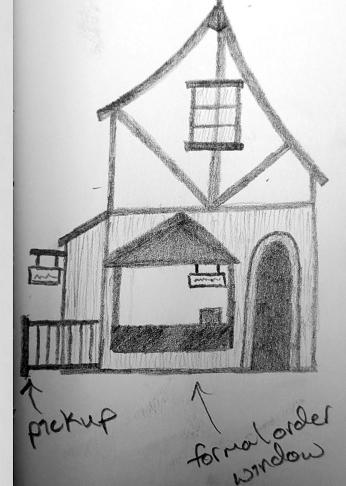
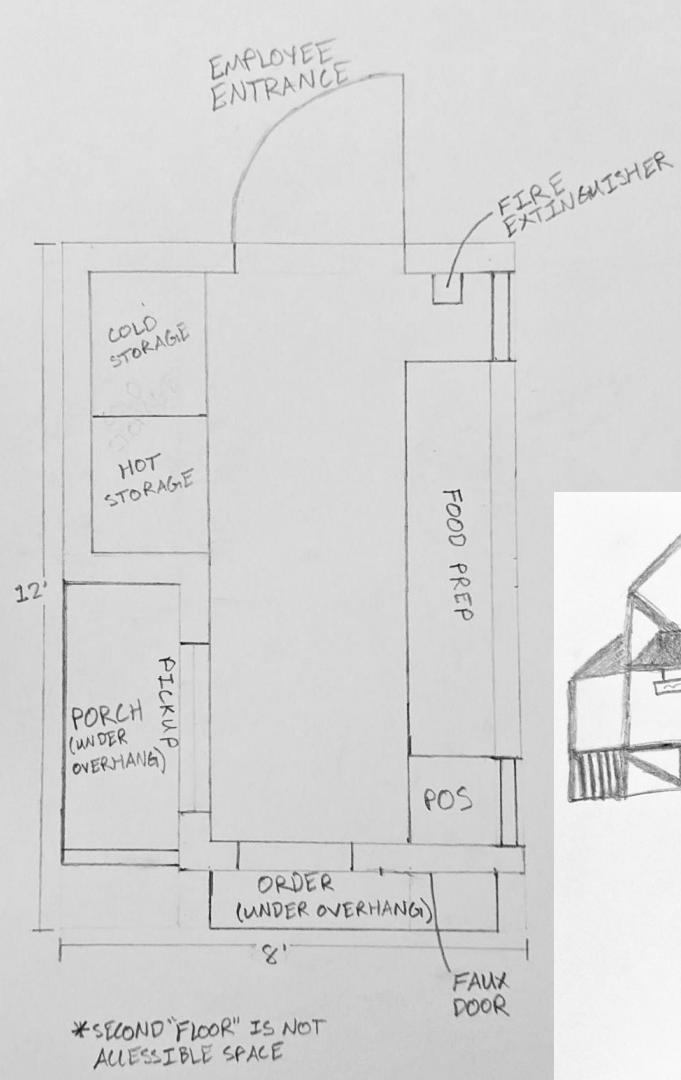
Herr Müller opened up an Oktoberfest food stall because he loved last year's festival so much that he wanted to keep the delicious food going. His menu has iconic Fest favorites like sausages and beer, as well as classic side dishes. He is also introducing a new, exciting item: pretzels! This cart captures the history of the original festival with many popular elements modern-day guests will recognize.

The cart is **mostly open-air**, and the enclosed back wall will be a mural displaying the story of Oktoberfest. One cast member can efficiently operate the cart (another could be added when busy). This, along with separate order and pickup locations, allows for **smooth guest flow** and **flexible operation**.

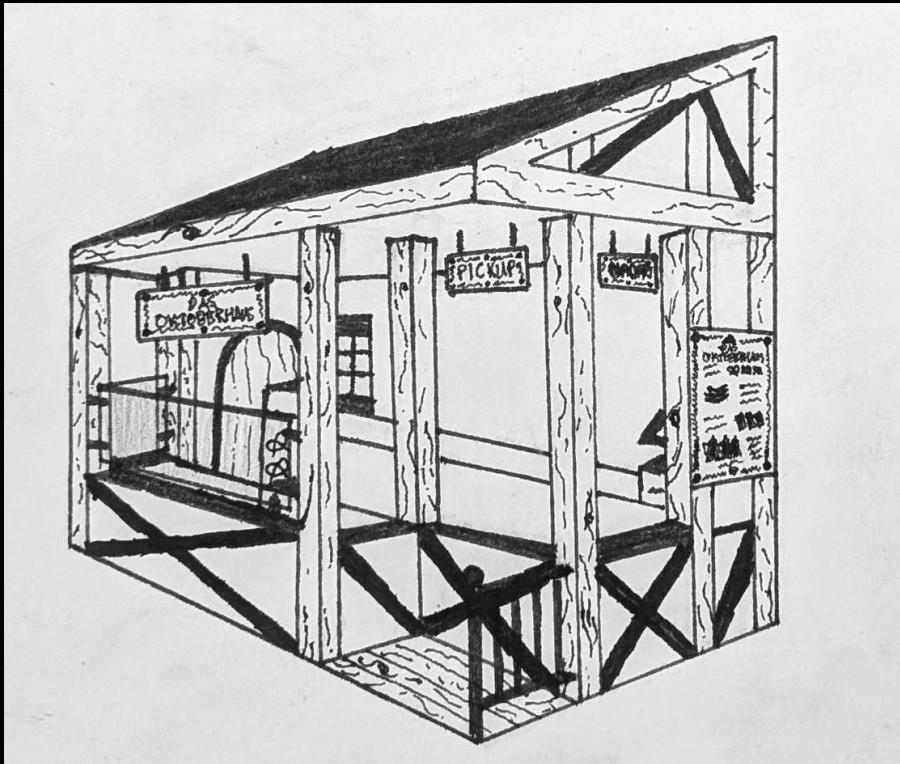
The neighborhood is electric with the excitement of a novel event blossoming into a beloved tradition. **As guests enjoy the tastes of the Fest, they too will share in this sense of community.**

INSPIRATION

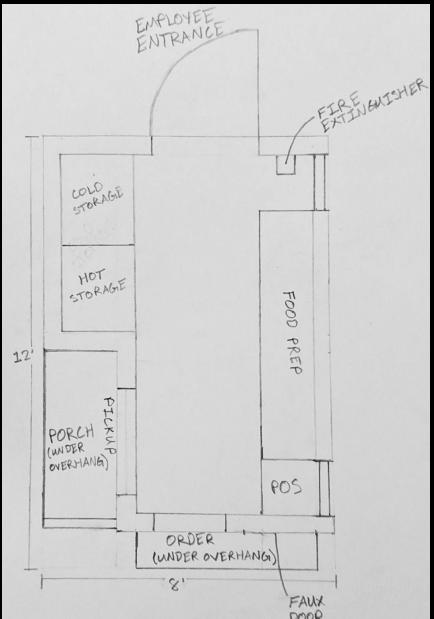




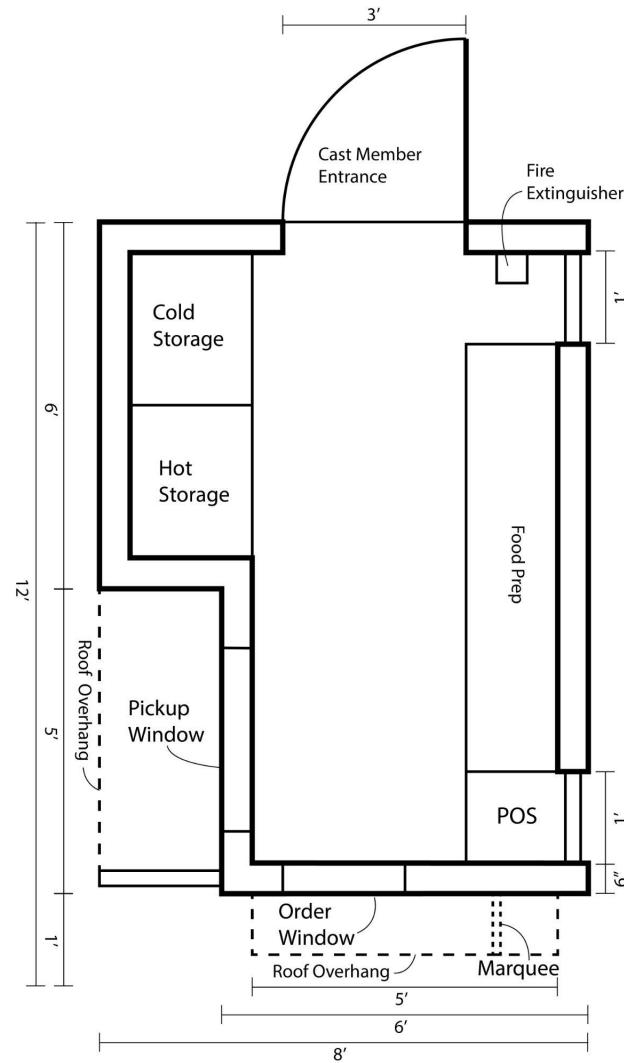
PERSPECTIVE Drawing



Ground PLAN

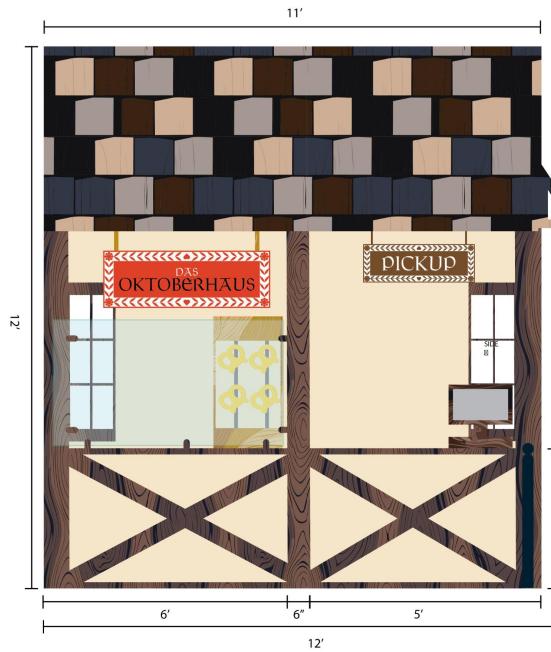


I drew the ground plan by hand and traced it in Illustrator, using guides to make it dimensionally accurate.

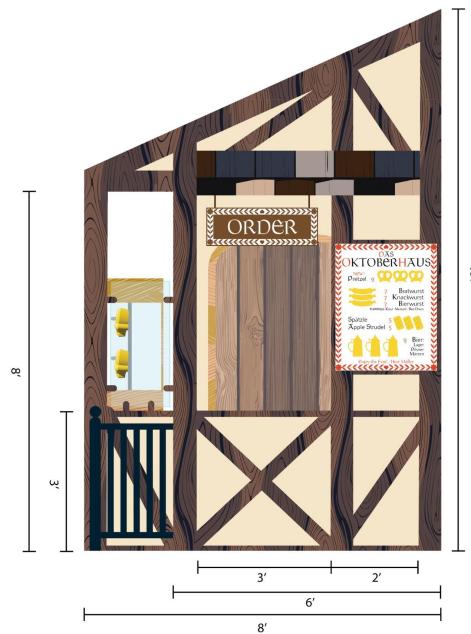


Elevations

FRONT



SIDE

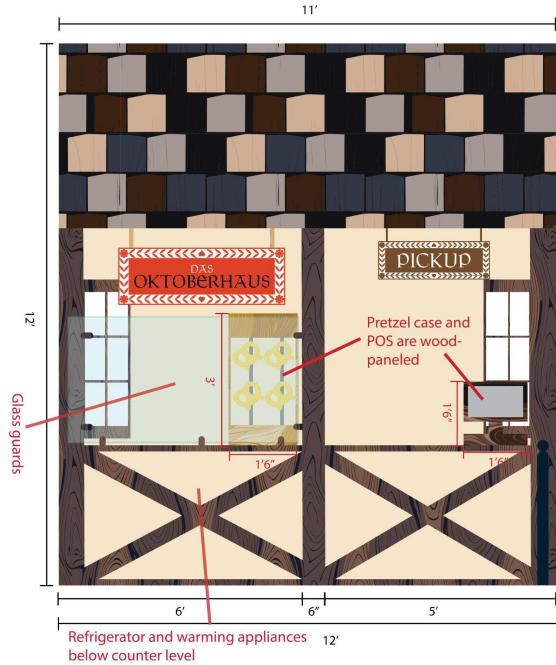


BACK

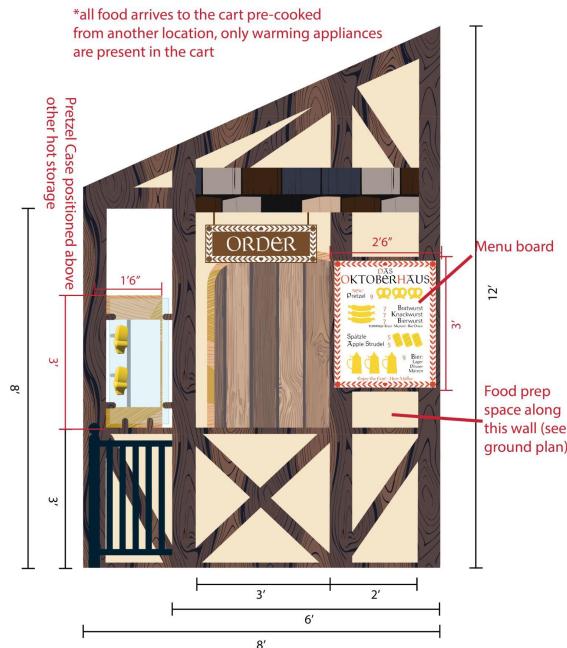


Callouts

FRONT



SIDE





Logo/Marquee
Nameplate

Graphics



Menu Board