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Peek Inside a Cocktail Archaeologist's Wild New Bar

- By [Kyle VanHemert](#)
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This talk is from WIRED by Design, a two-day live magazine event that celebrated all forms of creative problem solving.

Jennifer Colliau brings cocktails back from the dead. For her unique blend of alcoholic archaeology, she not only uncovers lost cocktails but often recreates ingredients, like pineapple gum syrup, that have themselves been lost to time in their original forms.

At WIRED by Design, however, Colliau discussed something entirely new: a bar she's heading up for The Long Now Foundation, the group behind far-future projects like the [10,000 Year Clock](#) in Western Texas. The bar, located in Ft. Mason, in San Francisco, is called The Interval, and its theme is time. Inside, visitors can check out a prototype of the elaborate mechanical chime Brian Eno developed for the mountain clock, which serves as a communal table, and peruse books deemed worthy of The Long Now's library, dubbed "The Manual for Civilization."

Of course, the cocktails relate back to the theme, too. The daiquiri menu, for example, features the five original daiquiris from Bar La Florida in Havana, Cuba. They represent the birth of daiquiris as we know them. Colliau refers to the selection as "a moment in time."

"The product is booze," she says. "The experience is the concept."

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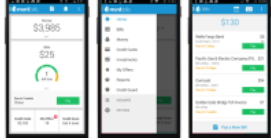
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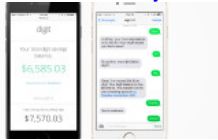
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