

How might we use semiotics

FOR INDIVIDUALS IN REHAB?

What is semiotics?

the study of how meaning is created through different forms of communication

ICON



SYMBOL

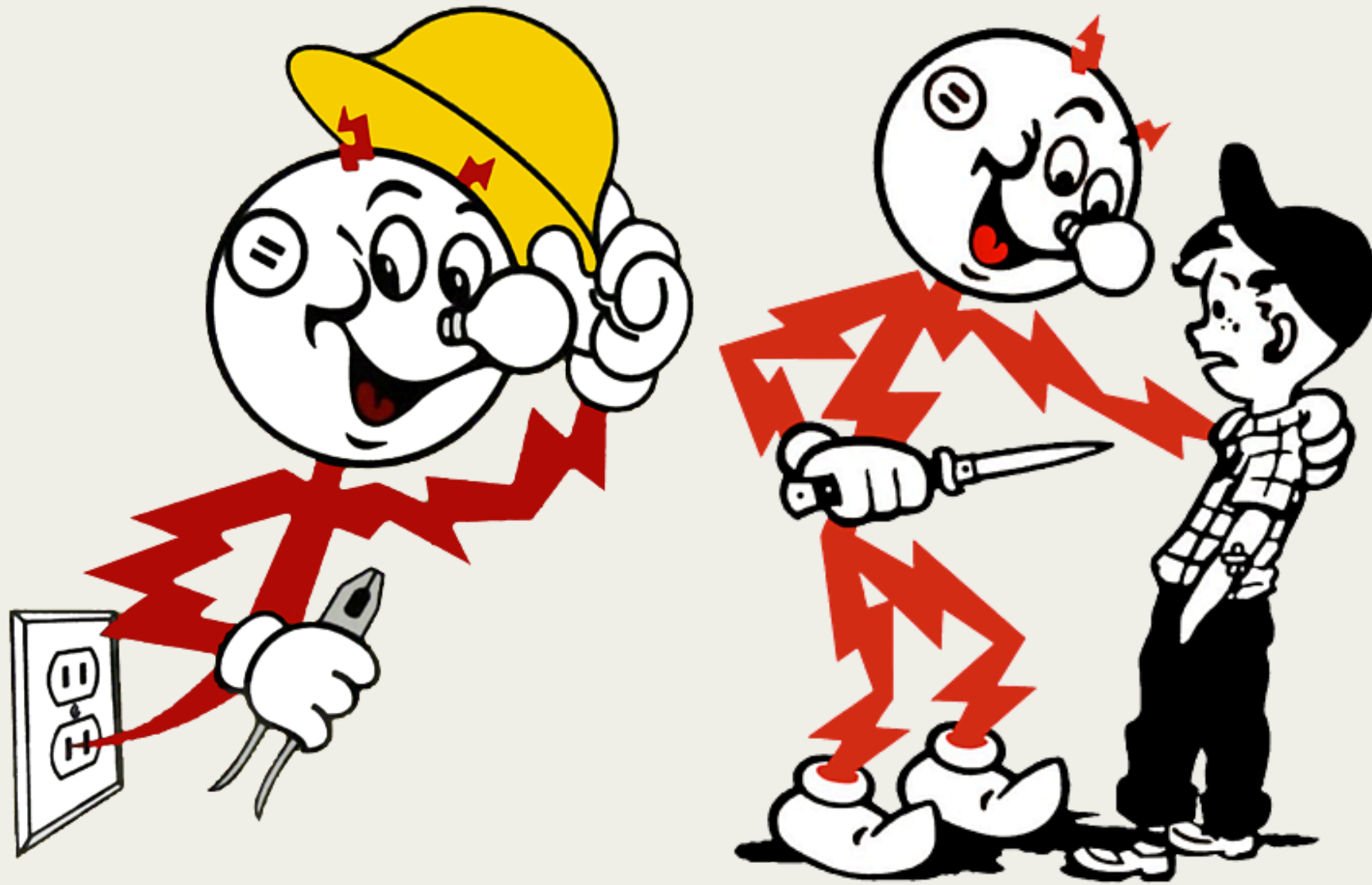


INDEX



ICON

a sign that shares physical characteristics with the concept it is representing



SYMBOL

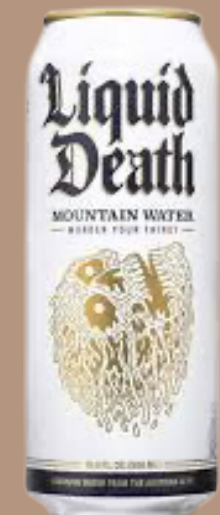
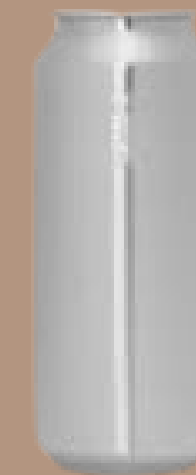
An image or object which represents something based off of culturally learned knowledge as opposed to direct imagery

Banksy→ Art as symbol



substance as symbol

XXX



INDEX

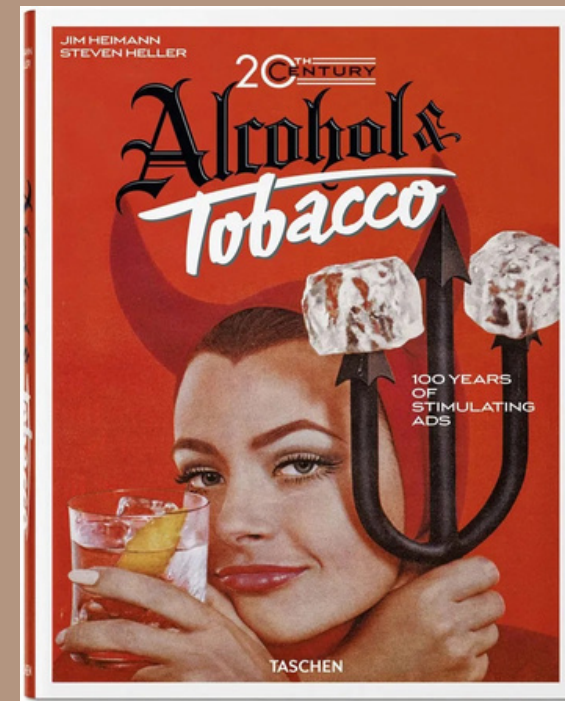
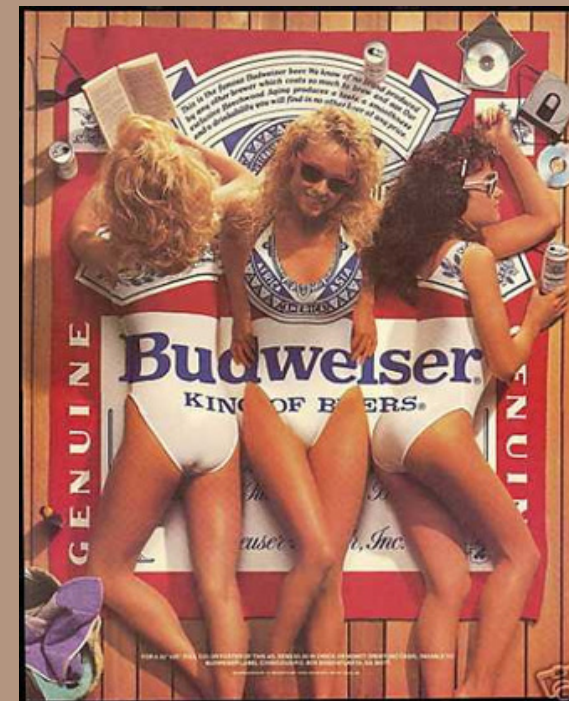
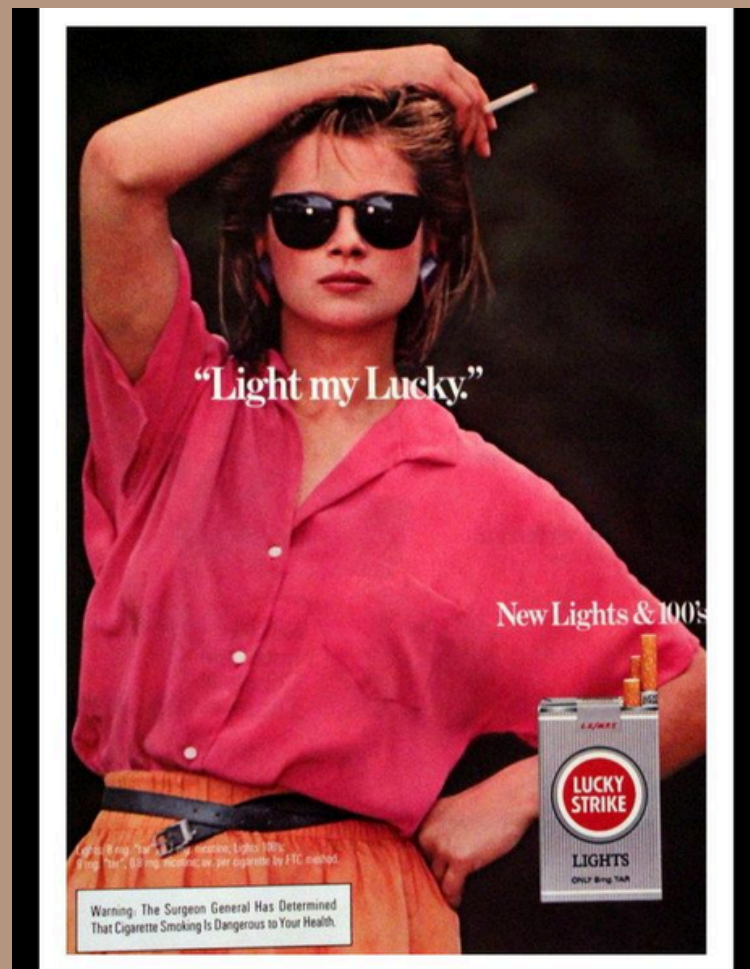
Shows evidence of what's being represented.

A good example is using an image of smoke to indicate fire.



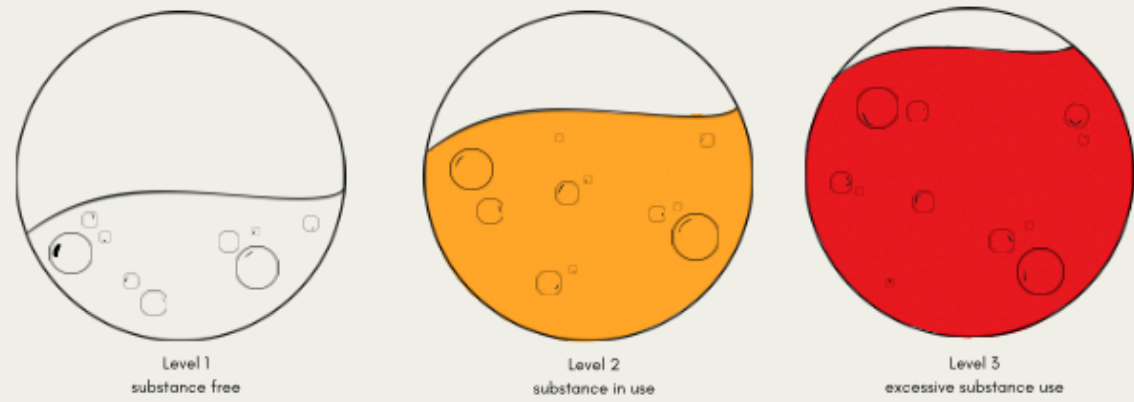
From sex symbol to universal ban

Health is the catalyst of change

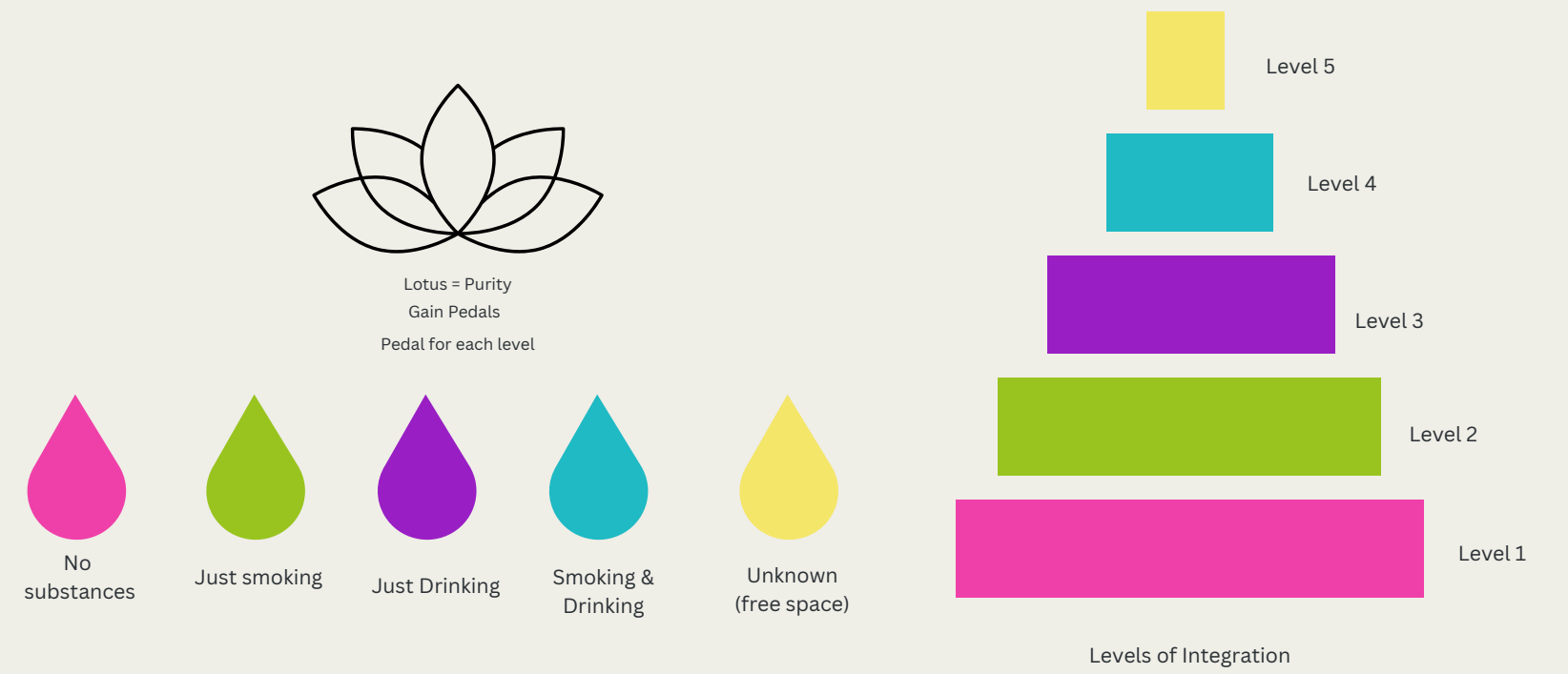


How else might we convey substances in our culture/environments to better serve rehab patients reintegrating into society?

Concept 1




Concept 2

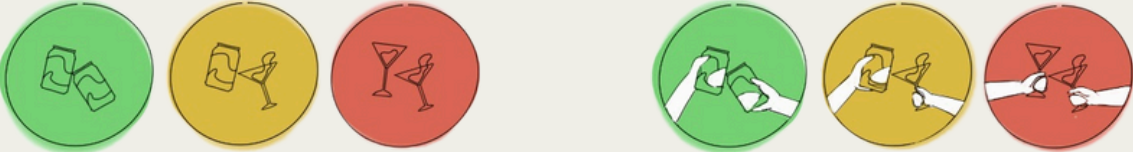


Concept 3


#1 TRAFFIC LIGHT SYSTEM
AX SYMBOL




#2 FOCUS ON POSITIVE ASPECT (SOCIALIZING) INSTEAD OF JUST THE ALCOHOL



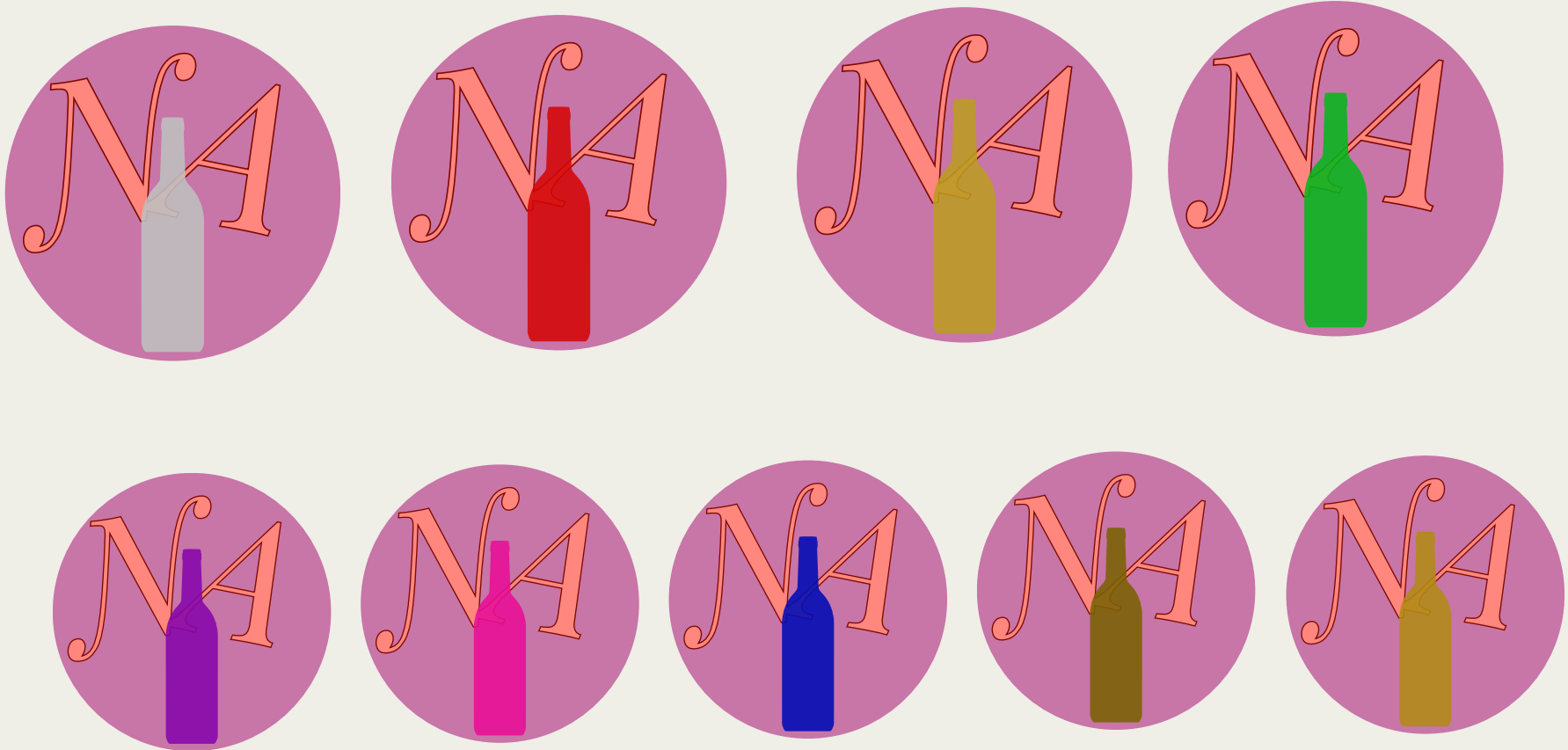
#3 AD CAMPAIGN ON ALCOHOL & GENDER EXPRESSION
RE-DEFINING WHAT IT MEANS TO BE STRONG

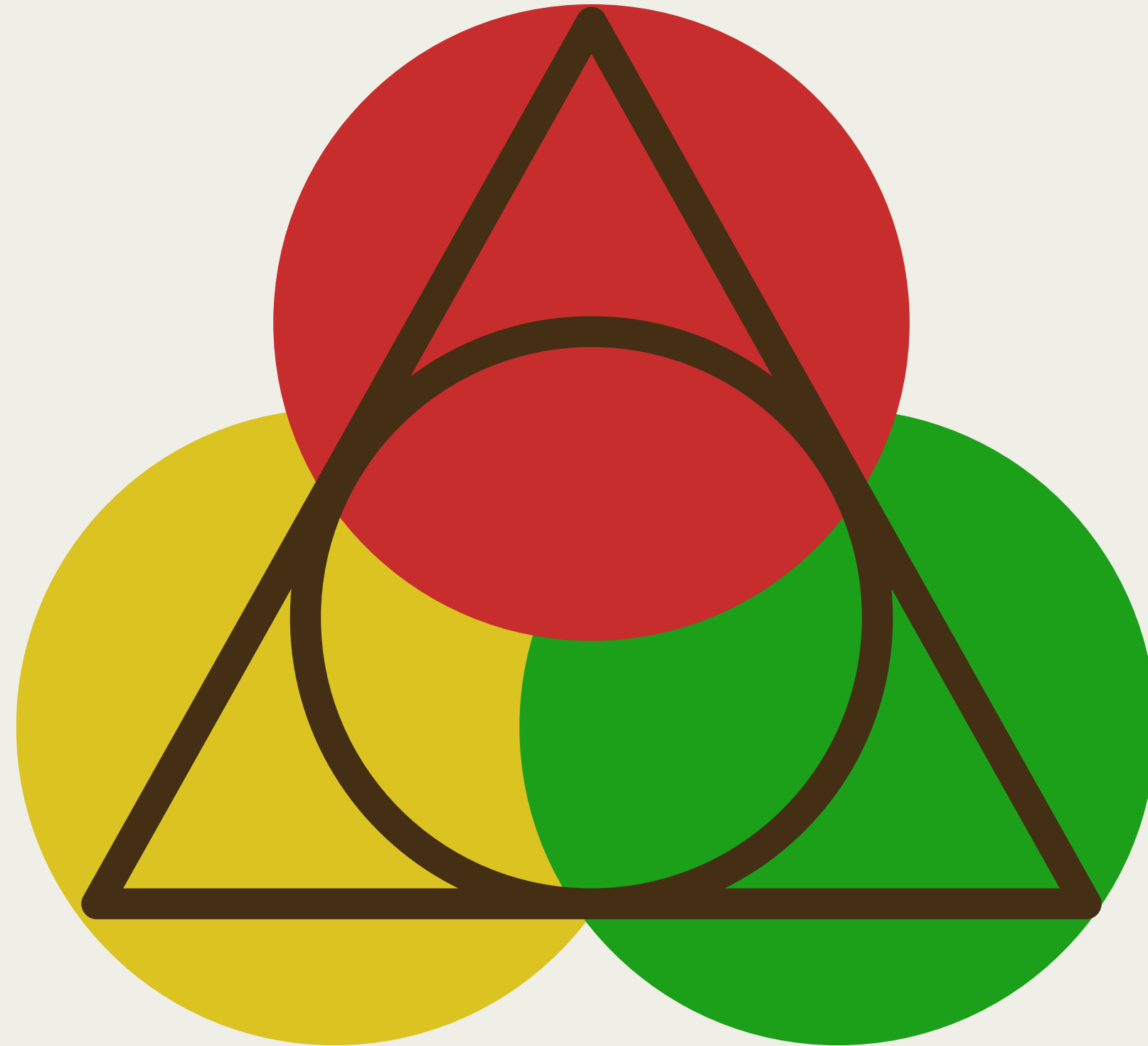


#4



Concept 4





REDIRECTION.

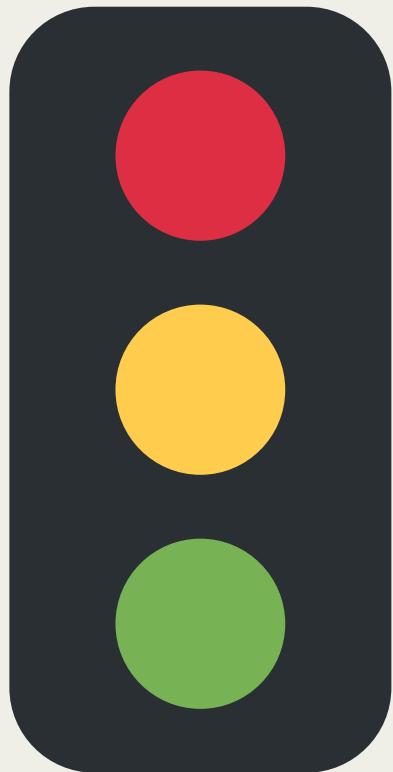


REDIRECTION.

USING SEMIOTICS FOR SOBRIETY

Index

The traffic light is the system being represented, using the common practice of go, slow, stop. This index serves as the organization for our method



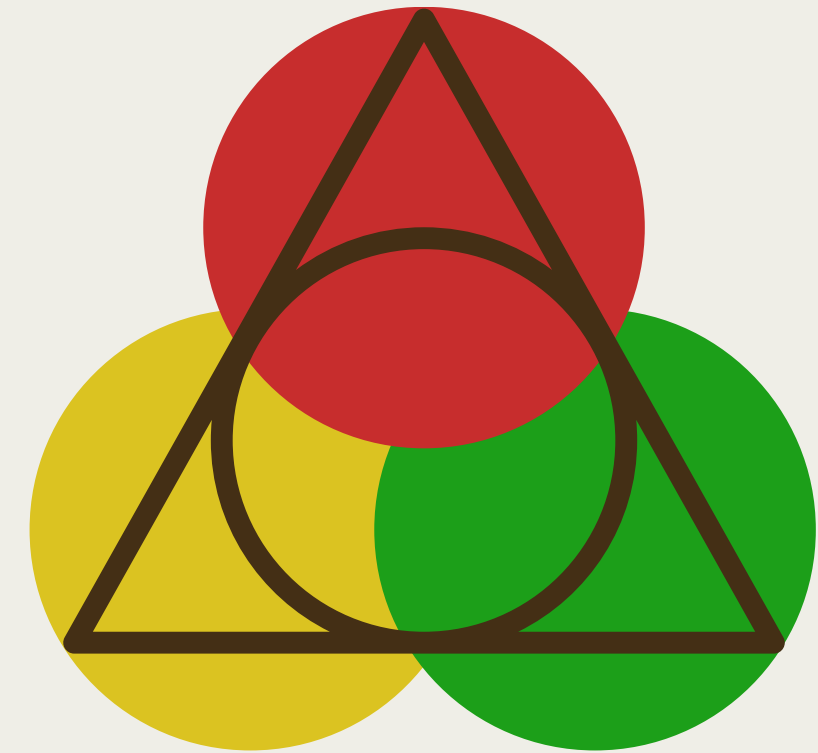
Icon

In combination with the traffic colors, the physical characteristics of alcoholic and nonalcoholic drinks show the difference between spaces and what level of substance is present



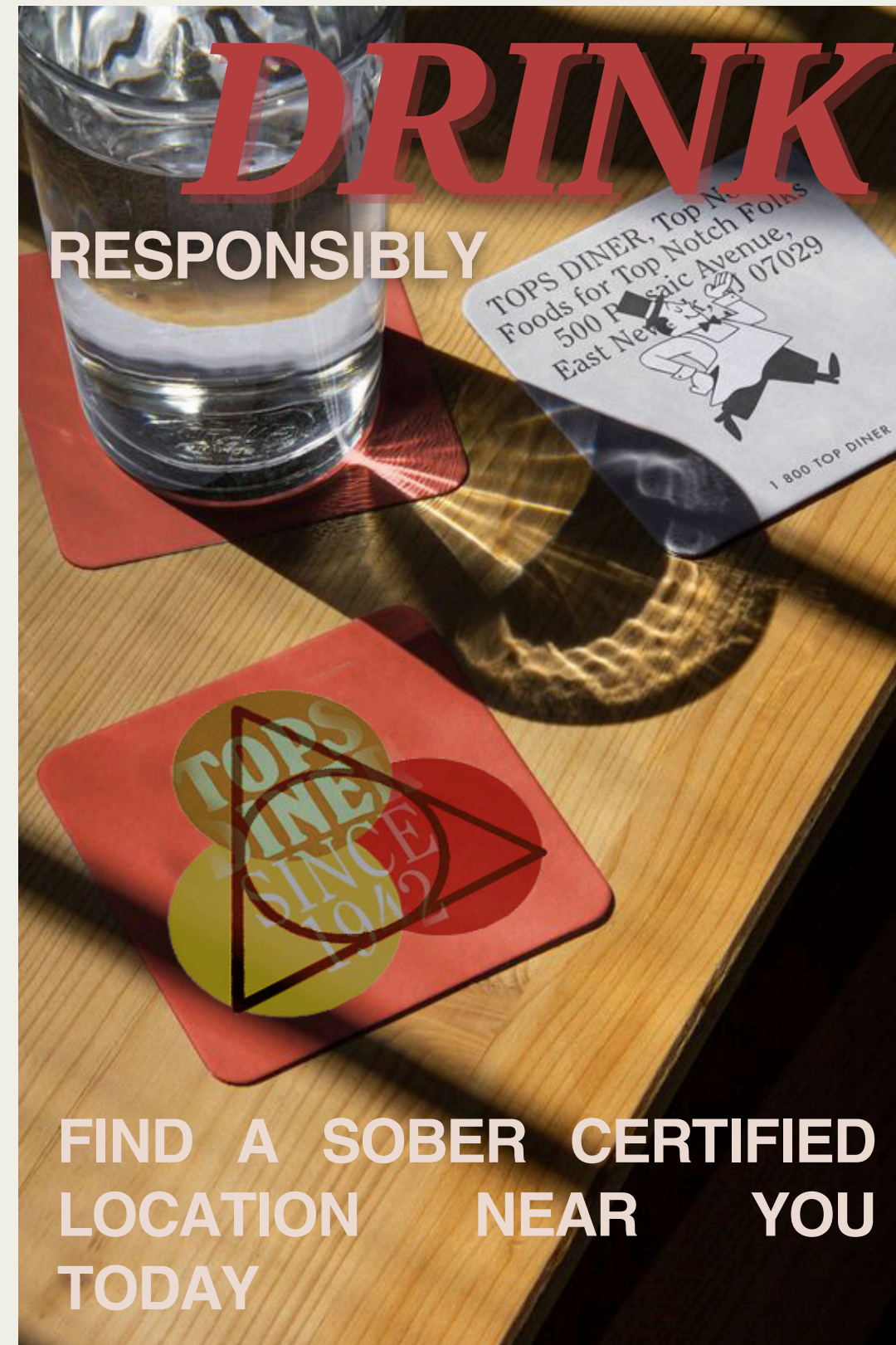
Symbol

A visual of the culturally adopted sober symbol over the traffic colors to serve as a holistic visual reminder of our sober stoplight system





REDIRECTION.





REDIRECTION.





REDIRECTION.





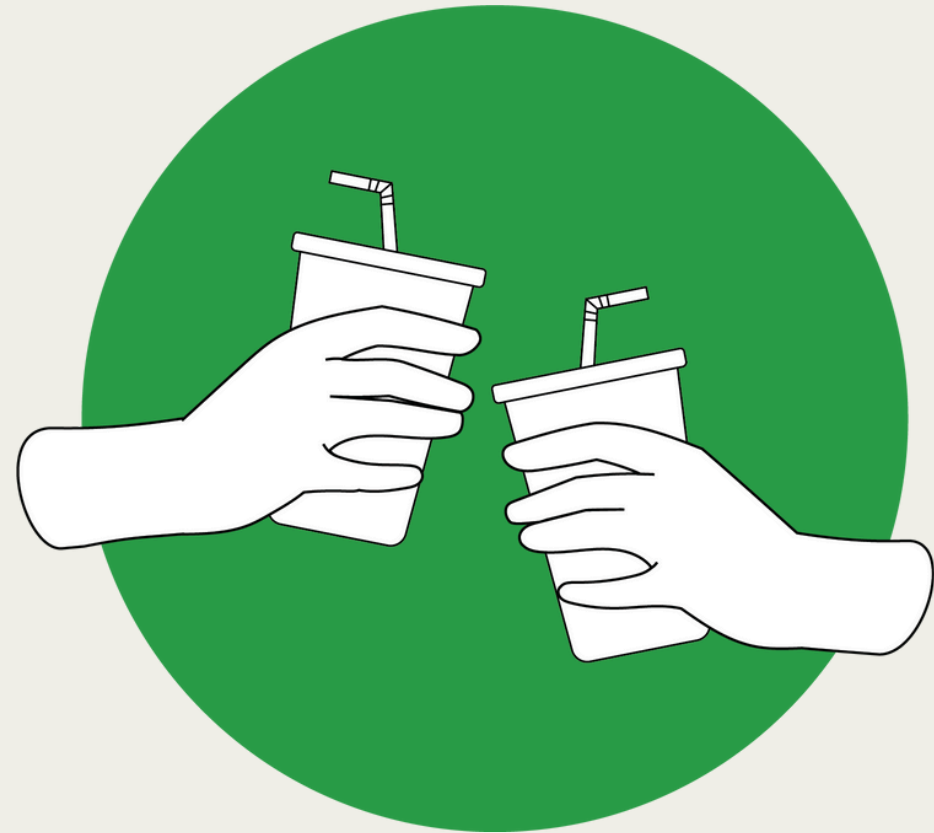
REDIRECTION.





REDIRECTION.

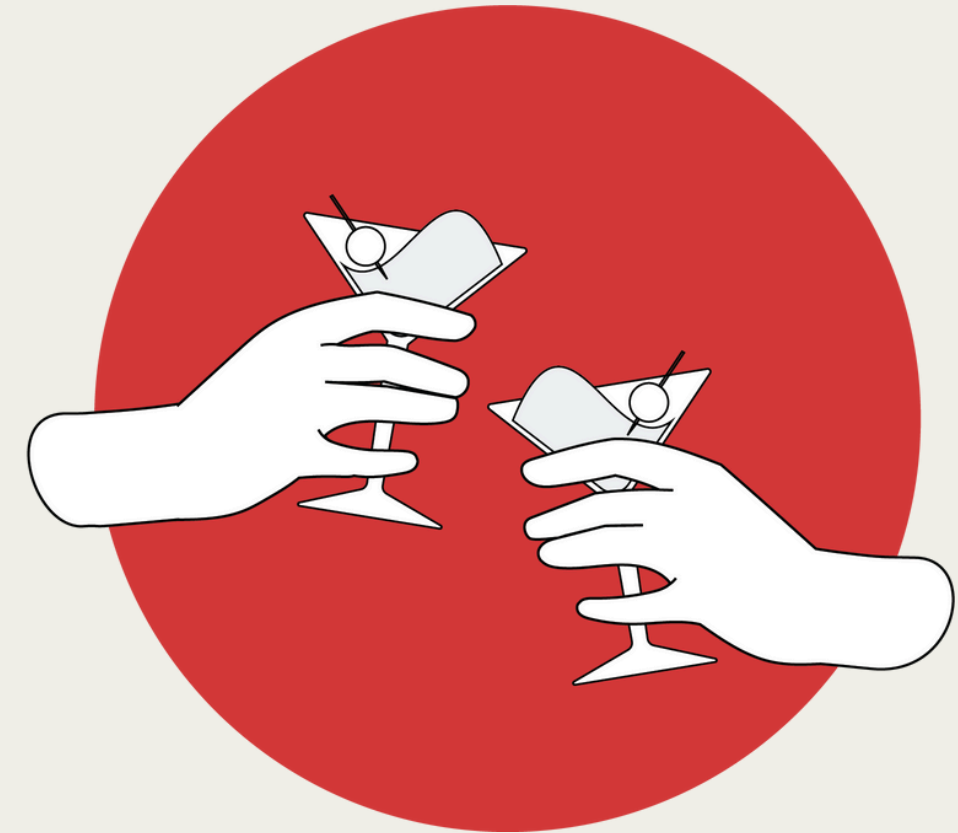
GRADING SYSTEM



ALCOHOL
FREE
SPACE



ALCOHOL
PRESENT BUT
NON-ALCOHOLIC
OPTIONS
AVAILABLE



ALCOHOL PRESENT
AND
NO NON-ALCOHOLIC
OPTIONS
AVAILABLE,



REDIRECTION.





REDIRECTION.



THE YORK DRAFT

LIGHT	UTICA CLUB	7
	Pilsener	Utica, NY, 5.0%
DARK	GUINNESS	8
	Dry Stout	Ireland, 4.2%
WHEAT	GOLDEN ROAD MANGO CART	8
	Mango Wheat Ale	Los Angeles, CA, 4.0%
HOPPY	FIDDLEHEAD	8
	American IPA	Shelburne, VT, 6.2%
LOCAL	GROW BREWING CO.	9
	Rotating Offering	Location Unknown, NY
SOUR	FROTH NAKED LOLLIPOP "POG"	10
	Sour Ale with Passion Fruit, Orange & Guava	Buffalo, NY, 7.2%
CIDER	DOWNEAST SEASONAL	9
	Unfiltered Hard Cider [Rotating Flavor]	Boston, MA, ≈5.0%

PACKAGED

BUD LIGHT	6	CORONA EXTRA	7
BUDWEISER	6	HIGH NOON VODKA+SODA	9
LABATT BLUE LIGHT	6	HIGH NOON VODKA ICED TEA	9
MICHELOB ULTRA	6	ATHLETIC BREWING FREE WAVE	7
		N/A Hazy IPA <0.5%	

LARGE PARTIES ARE SUBJECT TO 20% GRATUITY. ITEMIZED SPLIT CHECKS WILL NOT BE HONORED.

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REDIRECTION.



DRINKS

MARGARITAS Single/32oz

- HOUSE \$12 | \$42
XO House Tequila, Mathilde orange, lime
- PILLOW TALK \$12.5 | \$45
XO House Tequila, Mathilde orange, watermelon, lime
- HOT LIPS \$12.5 | \$45
XO House Tequila, Mathilde orange, strawberry, jalapeño, lime
- PURPLE RAIN \$12.5 | \$45
XO House Tequila, Mathilde orange, blackberry, lime
- PERFECT PEACH \$12.5 | \$45
XO House Tequila, Mathilde orange, peach, lime
- RASPBERRY ROSÉ \$12.5 | \$45
XO House Tequila, Sea Glass rosé, Mathilde orange, raspberry, lime
- GUAVA-LIME \$12.5 | \$45
XO House tequila, Mathilde Orange guava, mint, lime

DAIQUIRIS & MOJITOS Single/32oz

- HOUSE \$12 | \$42
- STRAWBERRY \$12.5 | \$45
- BLACKBERRY \$12.5 | \$45
- PEACH \$12.5 | \$45
- WATERMELON \$12.5 | \$45
- GUAVA \$12.5 | \$45

FROZEN Single/32oz

- MARGARITA \$12 | \$42
- PIÑA COLADA \$13 | \$48

AGUA FRESCA

- N/A MARGARITA \$6
- N/A MOJITO \$6
- TOPO CHICO \$4

COCKTAILS

- PALOMA CLASICO** \$12
XO house tequila, grapefruit, lime, grapefruit bitters, soda water, tajin
- PUNCH DRUNK** \$13
Casamigos blanco, peach, raspberry, lime, pineapple, Angostura bitters, soda water
- DIEGO DIAZ** \$13
Cazadores reposado, Rosenbitter, Ancho Reyes Verde, lime, agave
- LAST BLOSSOM** \$13
Mal Bien Limon, Italicus, Boomsma, lemon, lemon bitters
- ESPRESSO RUM-TIKI** \$15
Espresso, Mt. Gay rum, Bacardi, orgeat, Velvet Falernum, Angostura bitters

CANS & BOTTLES

ASK ABOUT OUR ROTATING BREW ON TAP!

- MAMITAS \$6
- MODELO ESPECIAL \$6
- MODELO NEGRA \$6
- CORONA EXTRA \$6
- MILLER HIGH LIFE \$5
- NARRAGANSETT LAGER (16oz) \$8
- 1911 ORIGINAL CIDER (16oz) \$8
- BELLS TWO HEARTED \$7
- ATHLETIC RUN N/A \$6

VINO

- PROSECCO Lunetta \$9 | \$33
- RIESLING Dr. Konstantin Frank \$9 | \$33
- CHARDONNAY Skyside \$9 | \$37
- PINOT GRIGIO Ava Grace \$9 | \$33
- ROSÉ Sea Glass \$9 | \$33
- PINOT NOIR Skyside \$9 | \$33
- RED BLEND Guarda Rios \$9 | \$36

AGUA FRESCA



- N/A MARGARITA \$6
- N/A MOJITO \$6
- TOPO CHICO \$4

- ROSÉ Sea Glass \$9 | \$33
- PINOT NOIR Skyside \$9 | \$33
- RED BLEND Guarda Rios \$9 | \$36



REDIRECTION.



cocktails

13

- CLEMENTINE WHISKEY SMASH
NOBLE OAK - CLEMENTINE - SUGAR CUBE - MINT

- PEAR + HONEY MARGARITA
MILAGRO TEQUILA - PEAR - HONEY - LIME

- APPLE CIDER SPRITZ
APPLE CIDER - PROSECCO - ALLSPICE BITTERS - SODA

- HEY THERE, PUMPKIN
NEW AMSTERDAM VODKA - PUMPKIN SYRUP - KAHLUA - RUMCHATA

- FALL HARVEST SANGRIA
RED WINE BASE - APPLES - POM - CINNAMON

- CINNAMON MAPLE WHISKEY SOUR
BULLEIT WHISKEY - MAPLE SYRUP - CINNAMON - LEMON - EGG WHITE

mocktails



- APPLE CIDER N/A MARGARITA - \$13
- SEEDLIP NA NOTAS DE AGAVE - APPLE CIDER - LIME - SIMPLE
- STRAWBERRY SMASH LIMEADE - \$8
- STRAWBERRY - MINT - LIME - GINGER

wine list

WHITE

- RIESLING | THIRSTY OWL | NY 2022 11 / 40
- PINOT GRIGIO | CAPOSALDO | IT 2023 9 / 32
- PINOT GRIS | ACROBAT | OR 2022 11 / 40
- SAUVIGNON BLANC | PROPHECY | CA 2022 9 / 32
- ORGANIC CHARD | BONTERRA | CA 2022 10 / 36
- ROSE | NATURA | CHILE 2023 9 / 32

RED

- MERLOT | COLUMBIA CREST | WA 12 / 44
- PINOT NOIR | CHATEAU SOUVERIN | CA 9 / 32
- RED BLEND | REBELLIOUS | CA 14 / 50
- CAB SAUVIGNON | TRIBUTE | CA 12 / 44

SPARKLING

- SPARKLING ROSE | FREIXENET | ITALY 14 / 50
- PROSECCO | SANTA MARINA | ITALY 12 / 44
- CAVA BRUT | POEMA | SPAIN 10 / 36

bottles + cans

- 1911 SWEET APPLE CIDER 6
- ALLAGASH WHITE 6
- BELLS LAGER OF THE LAKES 6
- BLUE MOON 5
- BROOKLYN LAGER 6
- BUD LIGHT 5
- DELIRIUM BELGIAN ALE 12
- FOUNDERS CENTENNIAL IPA 6
- GOOSE ISLAND IPA 5
- GUINNESS CAN 8
- LABATT BLUE LIGHT 5
- LABATT BLUE - NA 5
- LAGUNITAS IPA 6
- LAWSON'S SIP OF SUNSHINE IPA 8
- LEFT HANDED MILK STOUT 7
- MICHELOB ULTRA 5
- OMMEGANG WITTE 6
- HIGH NOON 5
- PERONI 6
- STELLA ARTOIS 6
- COLLECTIVE ARTS SEASONAL 7
- SYRACUSE PALE ALE 5





REDIRECTION.

CHOOSE YOUR DIRECTION



DRINK RESPONSIBLY.