

THE IRISH PUB PLAYBOOK

A PROVEN
FRAMEWORK
FOR
DESIGNING
IRISH PUBS
THAT WORK

Irish pubs are not designed.
They are calibrated.

Irish pubs have evolved under real pressure: crowds, repetition, long hours, thin margins, and zero tolerance for failure.

What survived was not decoration.
What survived was spatial intelligence.

At Reflected Spaces, we approach Irish pub design as a social and operational system shaped over centuries.

Atmosphere is not applied at the end. It emerges when proportion, circulation, material logic, and human behaviour align.

This is not about copying Ireland.
It is about applying what Ireland already solved.
Beauty without structure doesn't last.

Irish pubs prove this every night.



WHAT AN IRISH PUB IS BUILT TO DO

An Irish pub is designed for predictable human behaviour.
People arrive without planning.
They stay longer than intended.
They return without explanation.

This works because the space:

- feels busy before it is full
- allows visual connection without exposure
- balances openness with shelter
- supports movement without friction

Authenticity is not visual accuracy.
It is behavioural correctness.

When an Irish pub feels right, nobody asks why.
When it doesn't, everyone notices.





**Irish pubs are not organised by trend or concept.
They are shaped by social logic.**

Across Ireland, successful pubs share consistent spatial principles:

- The bar functions as the social anchor, not just a service point
- The room supports both communal presence and quiet conversation
- Corners are activated, never decorative
- Snugs or semi-private pockets provide intimacy without isolation
- Compression and release guide how people enter, settle, and stay

The snug is not nostalgia.
It is a deliberate response to human psychology.

The bar is not furniture.
It is the spine of the room.

Structure comes first.
Style follows naturally.

OPERATION, ECONOMICS & LONGEVITY

Irish pubs work because they respect operation.

Every spatial decision affects:

- staff movement
- service speed
- acoustic comfort
- dwell time
- repeat behaviour

We design for:

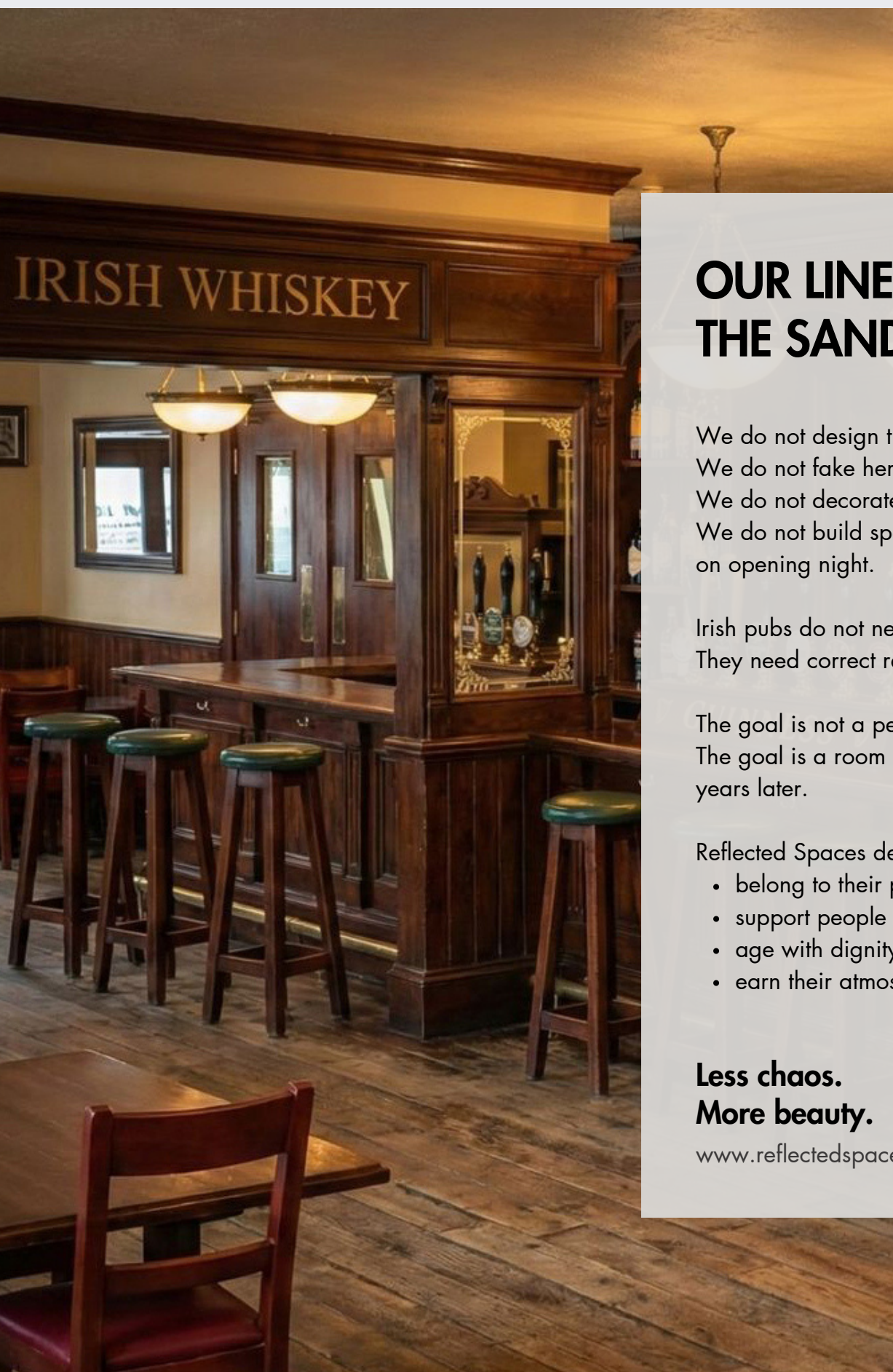
- clear bar visibility
- intuitive ordering
- efficient circulation behind and in front of the bar
- lighting that supports faces, not performance
- materials that wear well instead of wearing out

Atmosphere is not abstract.

It is a measurable contributor to commercial performance.

Irish pubs last because they were never trend-driven to begin with.





OUR LINE IN THE SAND

We do not design themed interiors.
We do not fake heritage.
We do not decorate history.
We do not build spaces that only work on opening night.

Irish pubs do not need reinvention.
They need correct reading.

The goal is not a perfect photograph.
The goal is a room that still performs years later.

Reflected Spaces designs Irish pubs that:

- belong to their place
- support people under pressure
- age with dignity
- earn their atmosphere

**Less chaos.
More beauty.**

www.reflectedspaces.com