



IMAGE COURTESY OF DAN BRUNN ARCHITECTURE

# 2014 DESIGN TRENDS

RESTAURANT ARCHITECTURE

GRACE LENNON ASSOCIATE AIA LEED AP BD&C



LOCAL

PG 3

INDUSTRIAL

PG 13

ENVIRONMENT

PG 6

SYMBOLIC

PG 9

## INSPIRATION

A NEED FOR DESIGN THAT CONNECTS TO THE INDIVIDUAL **CHARACTER** OF A NEIGHBORHOOD.

PROMOTION OF **LOCAL TALENT**.

AN IMPROVED **PERCEPTION OF PLACE**.

TO STRIVE FOR **CUSTOMIZABLE** DESIGN.

## APPLICATION

INCORPORATE LOCAL ART INTO INTERIOR DESIGN OF RESTAURANTS.

PROVIDE UNIQUE GATHERING SPACES FOR THE LOCAL COMMUNITY.

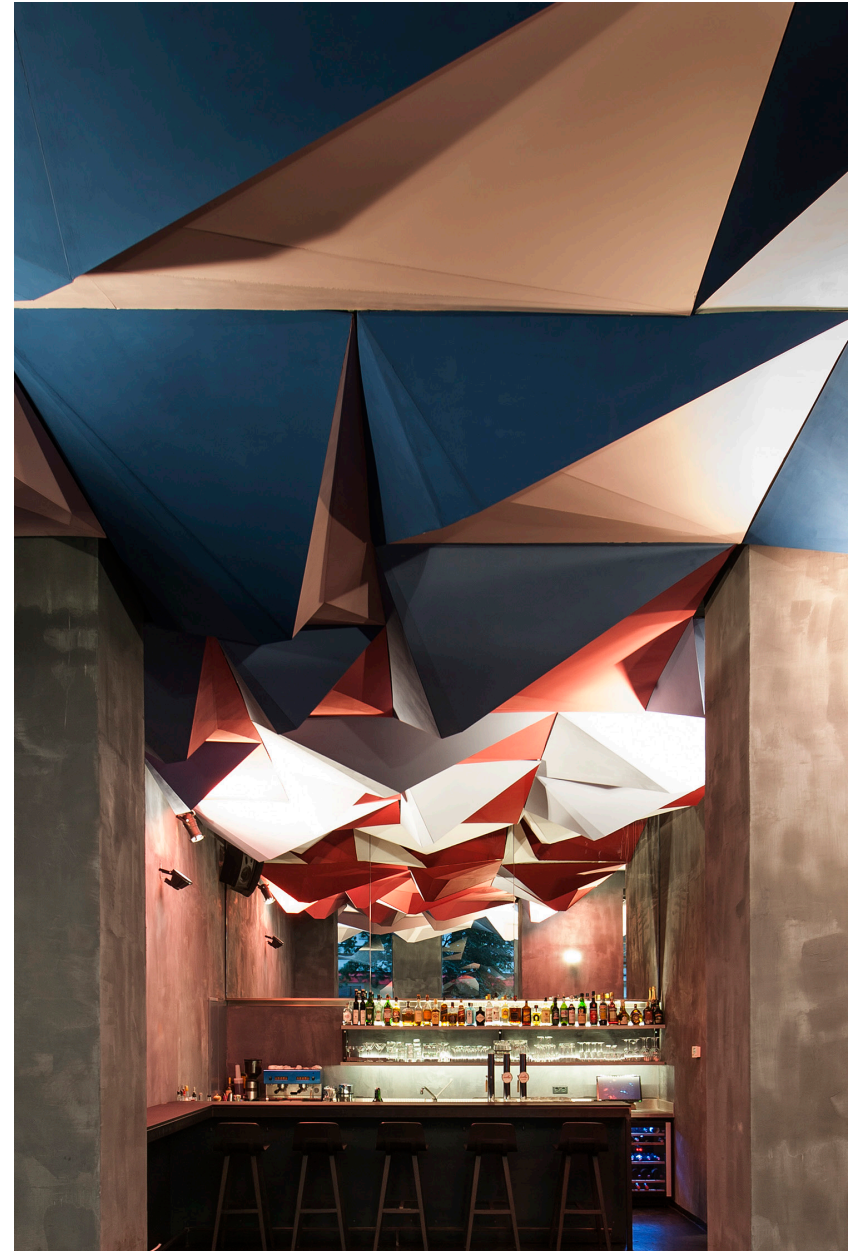


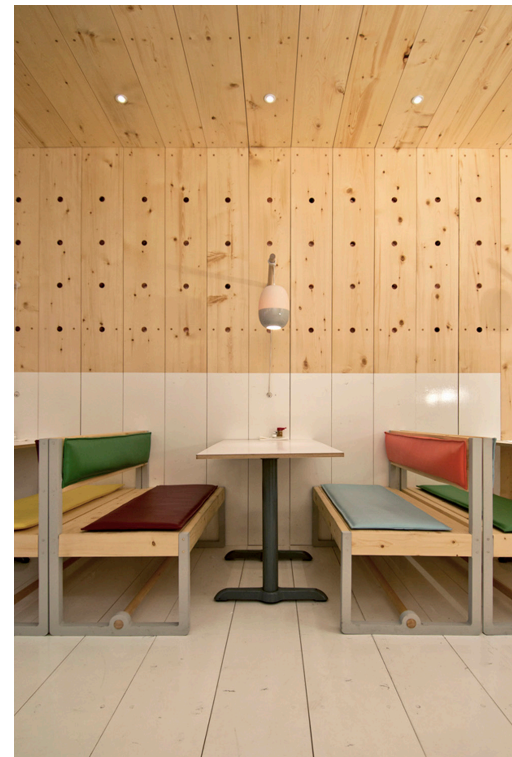
IMAGE COURTESY OF TZOU LUBROTH ARCHITEKTEN



## COMPOSITION

A DRIVING FORCE BEHIND MANY NEW INTERIOR DESIGNS IS FOCUSING ON LOCALLY SOURCED ART AND CRAFTS, WHICH SUPPORTS AND ENGAGES THE LOCAL COMMUNITY.

VANCOUVER BASED SCOTT & SCOTT ARCHITECTS HAVE DESIGNED THE INTERIORS OF **BESTIE CURRYWURST**, A GERMAN SAUSAGE AND BEER PARLOR, WITH A SIMPLISTIC, COMMUNAL APPEAL. THE FOCAL WALL IS COMPRISED OF AN ARRAY OF 116 HOLES AND WOODEN PEGS WHICH WILL SUPPORT AN EVER-CHANGING COMPOSITION OF LOCALLY PRODUCED DESIGN OBJECTS AND ART, COATS AND UMBRELLAS, ADDITIONAL STOOLS AND PENDANT LIGHTS. THE LOOSE TABLES AND BENCHES IN THE DINING SPACE ALLOW FOR VARIED ARRANGEMENT (LOCAL FILM SCREENINGS, COMMUNAL DINNERS), WHILE THE KITCHEN IS FITTED WITH A TOOL, STEIN AND GLASSWARE HANGING SYSTEM THAT CAN BE ADJUSTED AND ADDED TO OVER TIME.



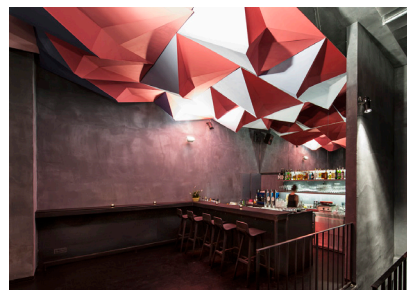
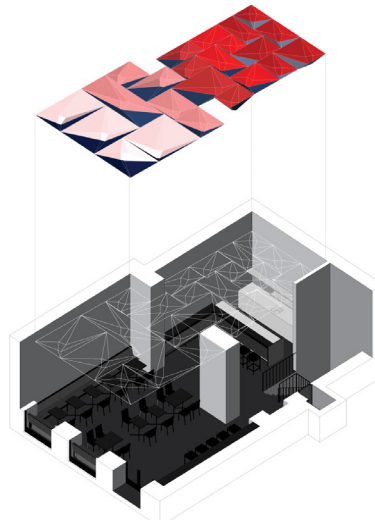
IMAGES COURTESY OF SCOTT & SCOTT ARCHITECTS



## LOCAL ART

RESTAURANT DESIGNS ARE INCREASINGLY REFLECTING THEIR COMMUNITIES BY FEATURING LOCAL ART AND PHOTOGRAPHY, WHILE PROVIDING ENGAGING GATHERING SPACES.

THE **IF DOGS RUN FREE** COCKTAIL BAR IN VIENNA, BY TZOU LUBROTH ARCHITEKTEN, FEATURES A FACETED CEILING OF UPSIDE-DOWN PEAKS AS THE FIRST IN A SERIES OF INSTALLATIONS BY DIFFERENT LOCAL ARTISTS AND DESIGNERS. PERIODICALLY CHANGING THE CEILING INSTALLATION NOT ONLY BRINGS NEW LIFE TO THE VIENNA BAR CULTURE BUT ACHIEVES AN INTERIOR THAT IS BOTH IMAGINATIVE AND VISUALLY BOLD. THE BAR IS A PLACE WHERE A LARGER CONVERSATION ABOUT DESIGN AND ART CAN OCCUR, WHERE PEOPLE HAVE ACCESS TO NEW IDEAS IN ART AND DESIGN OUTSIDE THE TRADITIONAL CONTEXT OF A GALLERY OR THE ACADEMY.



IMAGES COURTESY OF TZOU LUBROTH ARCHITEKTEN





IMAGE COURTESY OF HASSELL

## INSPIRATION

PROVIDE **LEARNING** EXPERIENCES FOR CLIENTELE.

A DESIRE TO CONNECT WITH THE **OUTDOORS**.

STRIVE TO BE **RESPONSIBLE, GREENER,** AND MORE **EFFICIENT**.

**BLUR** THE LINES BETWEEN INTERIOR AND EXTERIOR ENVIRONMENT.

## APPLICATION

BLEND OUTSIDE AND INSIDE WITH USE OF INTERIOR COURTYARDS.

DESIGN TO COMPLY WITH THE PRINCIPLES OF SOCIAL, ECONOMIC, AND ECOLOGICAL SUSTAINABILITY.

# ENVIRONMENT



# OUTDOOR

THE ADVANCE OF OUTDOOR ECO-FRIENDLY MATERIALS HAS ENABLED ARCHITECTS TO BECOME MORE CREATIVE WITH THE USE OF OUTDOOR AREAS.

THE **IMMERSERY**, A TEMPORARY SPACE FOR THE 2014 MELBOURNE FOOD AND WINE FESTIVAL, INCLUDES A CLOUD-LIKE STRUCTURE SUSPENDED ABOVE A FLOATING BAR, AN OPEN-KITCHEN RESTAURANT AND A RAIN GARDEN ON THE BANKS OF MELBOURNE'S YARRA RIVER. DESIGNED BY HASSELL ARCHITECTS, THE OUTDOOR EATERY BRINGS THE FESTIVAL'S WATER THEME ALIVE. EACH COMPONENT REPRESENTS A PORTION OF THE WATER CYCLE, ENCOURAGING VISITORS TO CONSIDER HOW WE USE ONE OF EARTH'S MOST PRECIOUS RESOURCES. WATER MISTERS, MULTI-LEVEL PLANTING AND A WATER-INSPIRED SOUNDSCAPE ALL CONTRIBUTE TO THE SENSE OF AN URBAN RETREAT, WHERE VISITORS CAN BECOME TRULY IMMERSED IN THE LANDSCAPE.



IMAGES COURTESY OF HASSELL

# ENVIRONMENT



## INDOOR

RESTAURANT DESIGNERS ARE STARTING TO INTEGRATE THE OUTDOOR ENVIRONMENT WITH THE INTERIOR, CREATING A DEEP CONNECTION TO LOCAL SURROUNDINGS.

THE EYE-CATCHING DESIGN FOR **KOOK RESTAURANT**

**AND PIZZERIA** IN ROME IS THE WORK OF NOSES

ARCHITECTS WHO'S WORK SHOWCASES THE

RELATIONSHIP BETWEEN INNOVATION AND TRADITION.

AN ABUNDANT USE OF WOOD BRINGS WARMTH AND ORIGINALITY TO THIS ALMOST INDUSTRIAL-LIKE PLACE.

THE MOST STRIKING DESIGN DETAIL IS THE CENTRAL GLASS-ENCASED OLIVE TREE, ONE OF THE TRUE SYMBOLS OF THE LOCAL CULTURE AND CUISINE. THIS GREEN AQUARIUM SERVES AS THE HEART OF THE RESTAURANT, AND ALLOWS NATURAL DAYLIGHT TO SPREAD THROUGHOUT THE PREMISES.



IMAGES COURTESY OF NOSES ARCHITECTS



## ENVIRONMENT



IMAGE COURTESY OF PAULO MERLINI

## INSPIRATION

A NEED FOR DESIGN THAT CONNECTS TO A COMMUNITY'S **CULTURE, HISTORY,** AND **LOCAL HABITAT.**

A RENEWED INTEREST IN **TEXTURE.**

FOSTER **INNOVATION** AND INGENUITY..

STRIVE TO BE **ICONIC** ARCHITECTURE.

## APPLICATION

USE OBJECT-INFLUENCED GEOMETRICAL FORM.

LOOK TO A VERNACULAR HISTORY, CULTURE, AND NATURAL PHENOMENON FOR DESIGN INSPIRATION.

# SYMBOLIC



## SURROUNDINGS

RESTAURANT DESIGNERS ARE LOOKING TO THE NATURAL ENVIRONMENT FOR INSPIRATION IN CREATING UNIQUE DINING EXPERIENCES.

THE TREE-LIKE SCULPTURES GROWING OUT OF THE TABLES IN THIS **CANTEEN** FOR THE MUSEUM THE CIDADE DA CULTURA DE GALICIA ARE MEANT TO REMIND DINERS OF EATING OUTDOORS. SPANISH ARCHITECTS ESTUDIO NÔMADA DREW ON THE CULTURE AND TRADITIONS OF GALICIA IN NORTH-WEST SPAIN TO EVOKE THE GATHERINGS OF PEOPLE DURING RURAL SUMMER FESTIVITIES . THE LEGS OF THE DINING TABLES IN THE CANTEEN AREA EXTEND UPWARDS TO FORM STYLIZED TREES, WHICH HAVE AN ALUMINUM FRAME BENEATH THE OAK EXTERIOR AND CAN INCORPORATE ADDITIONAL LIGHTING. A LONG COUNTER THAT CROSSES THE WALL CONNECTS THE CAFÉ AND THE SNACK BAR, AND IT'S GEOMETRIC DESIGN AND UNINHIBITED COLOR USE IS TRADITIONAL TO LOCAL GALICIAN ARTWORK.



IMAGES COURTESY OF ESTUDIO NÔMADA



# SYMBOLIC



# MIMICRY

STUDIES HAVE SHOWN THAT THE PRESENCE OF COLOR AND FORMS THAT ARE MODELED AFTER FOOD ACTUALLY MAKES PEOPLE HUNGRIER.

THIS **BAKERY IN PORTO** BY PORTUGUESE ARCHITECT PAULO MERLINI HAS A WAVY CEILING THAT'S DESIGNED TO LOOK LIKE A DRIPPING CAKE TOPPING. IN ADDITION TO THE CEILING, THE COLOR OF THE WALLS WAS ALSO CHOSEN TO REINFORCE THE VISUAL REFERENCE TO BAKED GOODS. THE ARCHITECT PICKED THE TWENTY MOST WANTED PRODUCTS OF THE BAKERY AND, BASED ON THOSE FINDINGS, FOUND A MIDDLE TONE AND APPLIED IT ON THE WALLS. THE UNDULATING CEILING ALSO FULFILLS TWO KEY FUNCTIONAL REQUIREMENTS: REDUCING GLARE FROM THE OVERHEAD LIGHTING AND IMPROVING THE ACOUSTICS INSIDE THE BAKERY. THE WOODEN PANELS DESCEND FROM THE CEILING TO FORM TWO OF THE WALLS, WHERE SHAPES ALSO REPRESENT AN ABSTRACTED VERSION OF THE BAKERY'S NEW LOGO.



PHOTOS COURTESY OF PAULO MERLINI

# SYMBOLIC



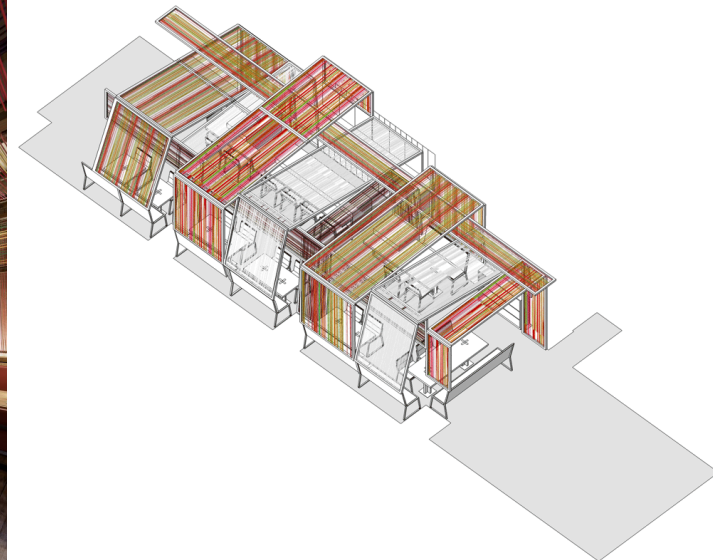
# CULTURE

MANY INTERIOR DESIGNERS DRAW INSPIRATION FROM THE CULTURE IN WHICH A CUISINE ORIGINATES. FUSION RESTAURANTS THEREFORE DISPLAY EXTREMELY INNOVATED BLENDING OF DIFFERENT VERNACULARS.

THE INTERIOR OF THE **PAKTA RESTAURANT**, DESIGNED BY EL EQUIPO CREATIVO, EMERGES FROM THE UNION OF TWO CULTURES AND THEIR RESPECTIVE CUISINES, PERUVIAN AND JAPANESE, CREATING A VISUALLY POTENT BUT SURPRISINGLY BALANCED DESIGN. THE BASIC ELEMENTS OF THE RESTAURANT ARE DESIGNED WITH A CLEAR REFERENCE TO THE ARCHITECTURE OF TRADITIONAL JAPANESE TAVERNS, WHILE AN EXPLOSION OF COLORS EVOCATIVE OF PERU ENVELOPE THE SPACE. THIS CHROMATIC “SECOND SKIN” IS A DIRECT REFERENCE TO THE PERUVIAN LOOM, OFFERING A STUNNING COMBINATION OF COLORS WHICH CONTRAST WITH THE AUSTERE JAPANESE DESIGN, ADDING VITALITY AND MOVEMENT TO THE INTERIOR.



IMAGES COURTESY OF EL EQUIPO CREATIVO



# SYMBOLIC

# INDUSTRIAL

## INSPIRATION

MOTIVATED BY THE NEED FOR **RAW QUALITY** AND **MINIMALISM** IN DESIGN.

A RENEWED INTEREST IN MATERIAL **TEXTURE**.

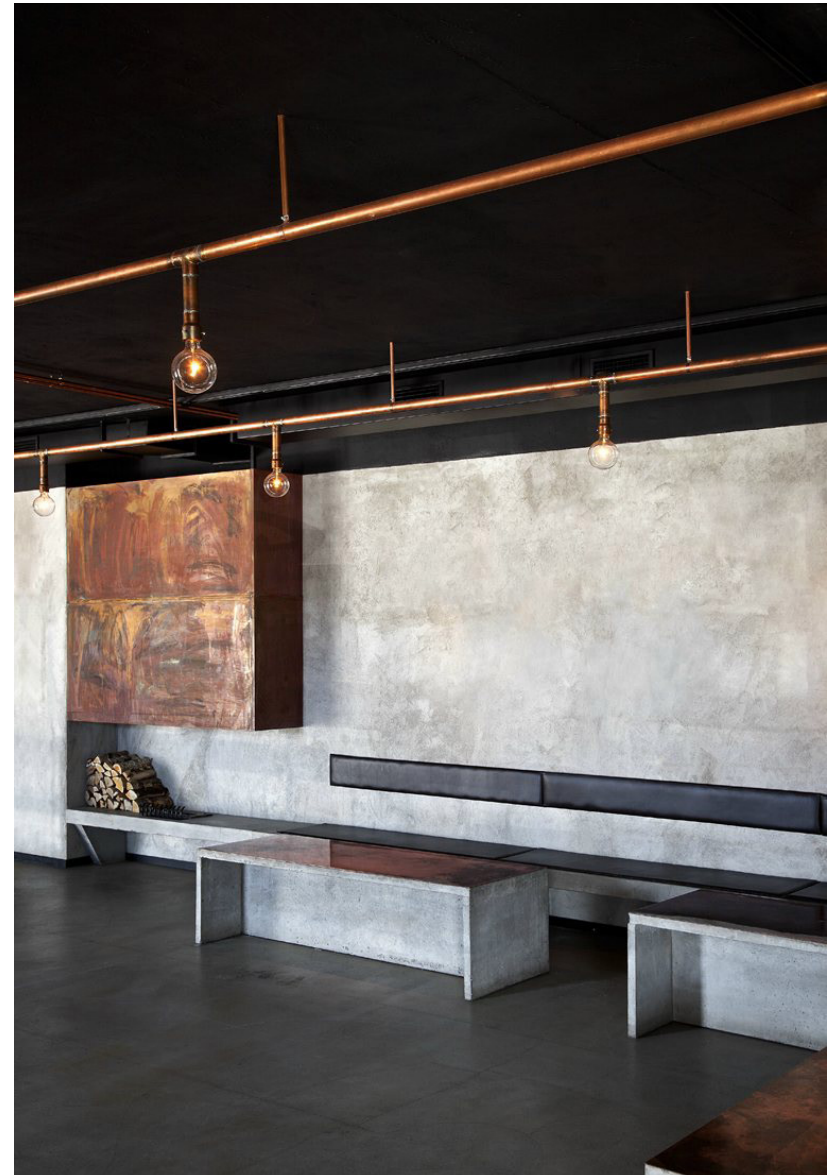
FIND THE **BEAUTY** IN IMPERFECTIONS.

**RENOVATION** AND **REUSE** AT THE FOREFRONT OF RESIDENTIAL DESIGN.

## APPLICATION

REUSE OF INDUSTRIAL INTERIORS AND MATERIALS.

EVOKE THE AESTHETIC OF WAREHOUSES AND FACTORY INTERIOR.



IMAGES COURTESY OF RICHARD LINDVALL



# INDUSTRIAL

## SHIPPING CONTAINERS

SHIPPING CONTAINERS AS PART OF THE INTERIOR ARE BECOMING MORE AND MORE POPULAR, PROVIDING AN INEXPENSIVE, UP-CYCLED WAY TO BUILD BOTH RETAIL AND LIVING QUARTERS.

SPANISH ARCHITECT PEDRO SCATTARELLA DESIGNED THIS **LOS SOPRANO PIZZERIA** INCORPORATING SHIPPING CONTAINERS TO EVOKE THE WAREHOUSES IN GAVA, BARCELONA. THESE THREE-METER-HIGH CONTAINERS LINE THE WALLS AND INTEGRATE SHELVING DISPLAYS, CUPBOARDS AND BATHROOMS, WHILE THE INTERIOR INCLUDES MERCHANDISE BOXES, RUSTIC WOOD FLOORING AND INDUSTRIAL LAMPS. THE DESIGN WAS INSPIRED BY THE HARBOR WAREHOUSES OF NEW YORK CITY, WHILE THE RECLAIMED WOODEN CRATES EVOKE A WHARF FEEL, GIVING CUSTOMERS AN HISTORIC NARRATIVE TO CONTEMPLATE.



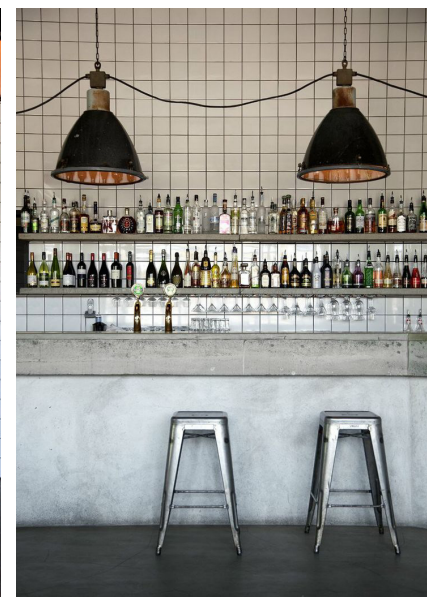
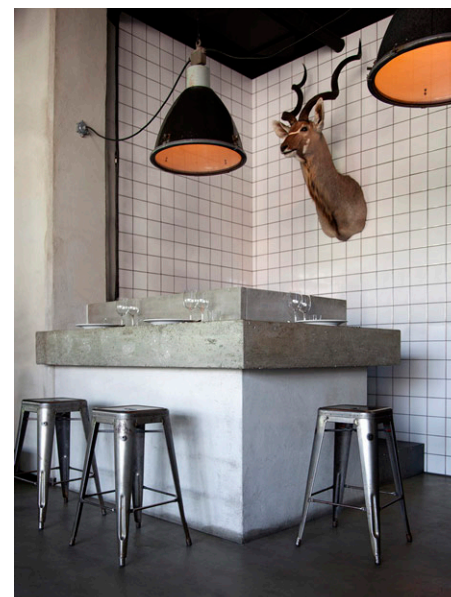
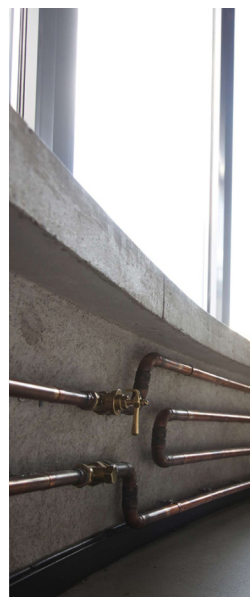
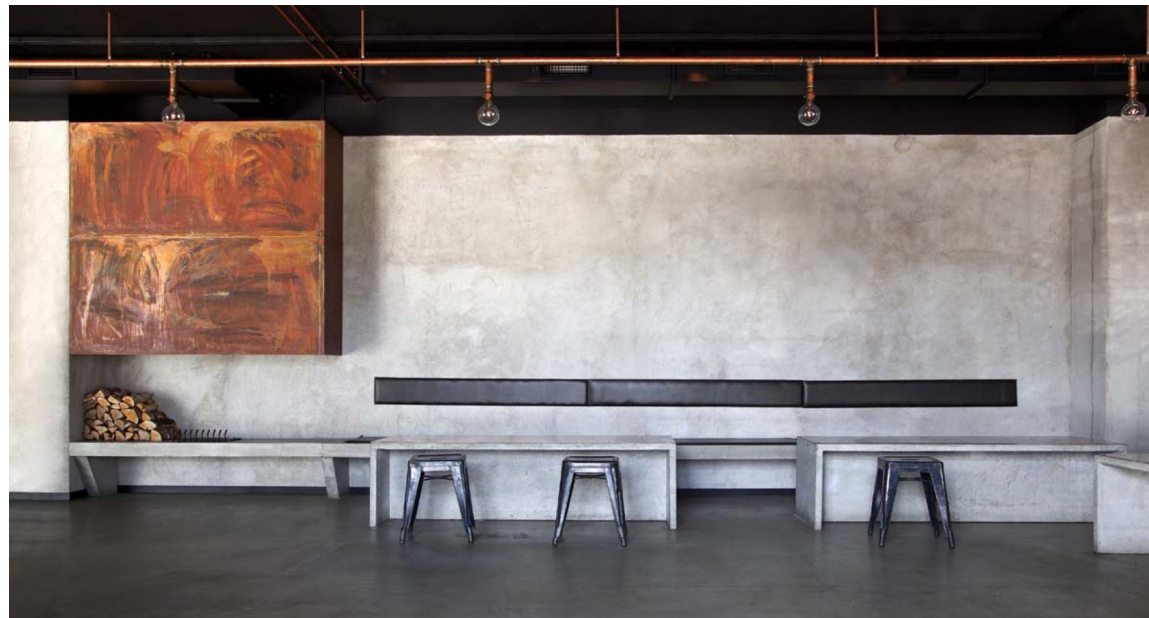
IMAGES COURTESY OF PEDRO SCATTARELLA

# INDUSTRIAL

## REUSE

DESIGNERS ARE BEGINNING TO INCORPORATE NATURAL RAW MATERIALS INTO REHABILITATED SPACES.

**RESTAURANT & BAR NAZDROWJE**, A CONVERTED CAR PARK IN STOCKHOLM, SWEDEN THAT SERVES POLISH CUISINE, WAS INSPIRED BY THE FACTORIES OF WARSAW. THE ARCHITECT RICHARD LINDVALL PRESERVED THE NATURAL RAW ATMOSPHERE OF THE ORIGINAL SPACE BY LEAVING MANY OF THE CONCRETE SURFACES EXPOSED. A LARGE FIREPLACE IN COPPER AND A UNIQUE LIGHTING ARRANGEMENT WERE CUSTOM-MADE TO GIVE WARMTH TO THE INDUSTRIAL ENVIRONMENT. COPPER PIPES STRETCH ACROSS ITS WALLS AND CEILING, SOME OF WHICH SNAKE ACROSS WALLS TO FUNCTION AS RADIATORS, WHILE OTHERS CREATE A LIGHTING FRAMEWORK OVERHEAD AND MORE CAN BE FOUND AS PLUMBING FOR SINKS.



IMAGES COURTESY OF RICHARD LINDVALL





THANK YOU

ALL PHOTOS AND CONTENT USED WITH PERMISSION

DESIGNERS FEATURED:

- **DAN BRUNN ARCHITECTURE**
- **TZOU LUBROTH ARCHITEKTEN**
- **SCOTT & SCOTT ARCHITECTS**
- **HASSELL**
- **NOSES ARCHITECTS**
- **PAULO MERLINI**
- **ESTUDIO NÔMADA**
- **EL EQUIPO CREATIVO**
- **RICHARD LINDVALL**
- **PEDRO SCATTARELLA**

# CREDITS