

LIGHT MEAL RESTAURANT

DINE IN CULTURAL SPACE

(英) 布兰登·海斯 / 编 鄢格 / 译

轻食餐厅



辽宁科学技术出版社

LIGHT MEAL RESTAURANT

DINE IN CULTURAL SPACE

(英) 布兰登·海斯 / 编 鄢格 / 译

轻食餐厅



辽宁科学技术出版社

图书在版编目 (CIP) 数据

轻食餐厅 / (英) 海斯编; 鄢格译. — 沈阳: 辽宁
科学技术出版社, 2014. 3
ISBN 978-7-5381-8441-9

I. ①轻… II. ①海… ②鄢… III. ①餐馆-室内装
饰设计-图集 IV. ①TU247.3-64

中国版本图书馆 CIP 数据核字 (2013) 第 319213 号

出版发行: 辽宁科学技术出版社

(地址: 沈阳市和平区十一纬路29号 邮编: 110003)

印刷者: 利丰雅高印刷(深圳)有限公司

经销者: 各地新华书店

幅面尺寸: 215mm×285mm

印 张: 14

插 页: 4

字 数: 50千字

印 数: 1~1200

出版时间: 2014年 3 月第 1 版

印刷时间: 2014年 3 月第 1 次印刷

责任编辑: 陈慈良 于峰飞

封面设计: 何 萍

版式设计: 何 萍

责任校对: 周 文

书 号: ISBN 978-7-5381-8441-9

定 价: 228.00元

联系电话: 024-23284360

邮购热线: 024-23284502

E-mail: lnkjc@126.com

<http://www.lnkj.com.cn>

本书网址: www.lnkj.cn/uri.sh/8441

Contents 目录

006 *Preface: When Culture Meets Catering*

序言：当文化遇见餐饮

016 *Chapter One: Culture & Dining*

第一章：文化与餐饮

018 *1.1 Origin and Development*

起源与发展

022 *1.2 Pre-planning*

预先计划

026 *Chapter Two: Dining in Museums*

第二章：博物馆中的餐饮设计

028 *2.1 General Design*

总体设计

028 *2.1.1 Services Design*

服务设计

030 *2.1.2 Exhaust Design*

排烟设计

033 *2.2 Functional Design*

功能设计

033 *2.2.1 Café Design*

咖啡厅设计

034 *Integrated Planning*

整体规划

035 *Menu Selections*

菜单选择

037 *Space Planning*

空间规划

037 *Equipment Design*

设备设计

Display Design 038
陈列设计

Price Decisions 039
价格设定

2.2.2 Restaurant Design 040 餐厅设计

Circulation Diagram 040
动线规划

Location Selection 040
选址

Seating Capacity 041
座位容量

Considering the Queue 042
排队问题

Kitchen Design 043
厨房设计

Food Storage 043
食物储存

Waste Disposal 043
垃圾处理

Case Studies

案例赏析

West Valley Art Museum Café Renovation 046
西部峡谷美术馆咖啡厅翻新

Untitled 054
未名咖啡厅

Nerua Restaurant 060
Nerua 餐厅

The Wright 068
赖特餐厅

Holburne Garden Café 076
赫尔本博物馆花园咖啡厅

Groninger Museum Restaurant "Mendini" 084
格罗宁根博物馆“门迪尼”餐厅

MOSI 088
曼彻斯特科学工业博物馆咖啡厅和餐厅

Coach House, Hatfield House 096
门房改造餐厅

- 104 L'Osteria Künstlerhaus
艺术之家活动中心 L'Osteria 意式餐厅
- 108 The Whitechapel Art Gallery Dining Rooms
白教堂画廊餐厅

114 *Chapter Three: Dining in Theatres*
第三章：剧院中的餐饮设计

116 *3.1. General Design*
总体设计

116 *3.2. Design Requirements*
设计要求

117 *3.3. Functional Design*
功能设计

117 3.3.1 VIP Lounge / Boardroom
贵宾室 / 会议室

118 3.3.2 Bar (s)
酒吧区

119 3.3.3 Beverage Coolroom
饮品冷藏室

119 3.3.4 Beverage Store
饮品存储区

120 3.3.5 Service Kitchen
服务厨房

120 3.3.6 Coolroom
冷藏室

121 3.3.7 Freezer
冷冻室

121 3.3.8 Dry Store
干货储藏区

121 3.3.9 Catering Store
餐饮用具存储区

122 3.3.10 Staffroom
员工区

3.3.11 Uniform Store 122

制服存放区

3.3.12 Staff Toilets and Changerooms 122

员工卫生间和更衣室

Case Studies

案例赏析

Public Theatre Library Lounge 126

公共剧院休闲酒吧

BELG AUBE Tokyo Metropolitan Theatre 134

东京艺术剧场 BELG-AUBE 小酒馆

The Swan at the Globe Theatre 140

环球剧院天鹅餐厅

Barbican Lounge 148

巴比肯艺术中心休闲餐厅

The Bar & Restaurant, Deventer Schouwburg 156

迪温特剧院酒吧与餐厅

The Grand Café & Brasserie Pollux, de Maaspoort Theatre 164

Maaspoort 剧院咖啡餐馆

The Brasserie & Café, Theatre de Leest 172

Leest 剧院咖啡馆

Phantom Restaurant 178

幻影餐厅

Canteen Covent Garden 182

科芬园餐厅

Café Bar Theatro 190

剧院休闲酒吧

Bar Agora, Theatre Modernissimo 196

集市酒吧, Modernissimo 剧院

Cinepolis Luxury Cinemas - La Costa 202

Cinepolis 影院餐厅

Cinepolis Luxury Cinemas - Del Mar 208

Cinepolis 剧院餐厅

Paard van Troje 214

特洛伊木马大厅

Index 222

索引

LIGHT MEAL RESTAURANT

DINE IN CULTURAL SPACE

(英) 布兰登·海斯 / 编 鄢格 / 译

轻食餐厅

辽宁科学技术出版社

Contents 目录

006 *Preface: When Culture Meets Catering*

序言：当文化遇见餐饮

016 *Chapter One: Culture & Dining*

第一章：文化与餐饮

018 *1.1 Origin and Development*

起源与发展

022 *1.2 Pre-planning*

预先计划

026 *Chapter Two: Dining in Museums*

第二章：博物馆中的餐饮设计

028 *2.1 General Design*

总体设计

028 *2.1.1 Services Design*

服务设计

030 *2.1.2 Exhaust Design*

排烟设计

033 *2.2 Functional Design*

功能设计

033 *2.2.1 Café Design*

咖啡厅设计

034 *Integrated Planning*

整体规划

035 *Menu Selections*

菜单选择

037 *Space Planning*

空间规划

037 *Equipment Design*

设备设计

Display Design 038
陈列设计

Price Decisions 039
价格设定

2.2.2 Restaurant Design 040 餐厅设计

Circulation Diagram 040
动线规划

Location Selection 040
选址

Seating Capacity 041
座位容量

Considering the Queue 042
排队问题

Kitchen Design 043
厨房设计

Food Storage 043
食物储存

Waste Disposal 043
垃圾处理

Case Studies

案例赏析

West Valley Art Museum Café Renovation 046
西部峡谷美术馆咖啡厅翻新

Untitled 054
未名咖啡厅

Nerua Restaurant 060
Nerua 餐厅

The Wright 068
赖特餐厅

Holburne Garden Café 076
赫尔本博物馆花园咖啡厅

Groninger Museum Restaurant "Mendini" 084
格罗宁根博物馆“门迪尼”餐厅

MOSI 088
曼彻斯特科学工业博物馆咖啡厅和餐厅

Coach House, Hatfield House 096
门房改造餐厅

- 104 L'Osteria Künstlerhaus
艺术之家活动中心 L'Osteria 意式餐厅
- 108 The Whitechapel Art Gallery Dining Rooms
白教堂画廊餐厅

114 *Chapter Three: Dining in Theatres*
第三章：剧院中的餐饮设计

116 *3.1. General Design*
总体设计

116 *3.2. Design Requirements*
设计要求

117 *3.3. Functional Design*
功能设计

117 3.3.1 VIP Lounge / Boardroom
贵宾室 / 会议室

118 3.3.2 Bar (s)
酒吧区

119 3.3.3 Beverage Coolroom
饮品冷藏室

119 3.3.4 Beverage Store
饮品存储区

120 3.3.5 Service Kitchen
服务厨房

120 3.3.6 Coolroom
冷藏室

121 3.3.7 Freezer
冷冻室

121 3.3.8 Dry Store
干货储藏区

121 3.3.9 Catering Store
餐饮用具存储区

122 3.3.10 Staffroom
员工区

3.3.11 Uniform Store 122

制服存放区

3.3.12 Staff Toilets and Changerooms 122

员工卫生间和更衣室

Case Studies

案例赏析

Public Theatre Library Lounge 126

公共剧院休闲酒吧

BELG AUBE Tokyo Metropolitan Theatre 134

东京艺术剧场 BELG-AUBE 小酒馆

The Swan at the Globe Theatre 140

环球剧院天鹅餐厅

Barbican Lounge 148

巴比肯艺术中心休闲餐厅

The Bar & Restaurant, Deventer Schouwburg 156

迪温特剧院酒吧与餐厅

The Grand Café & Brasserie Pollux, de Maaspoort Theatre 164

Maaspoort 剧院咖啡餐馆

The Brasserie & Café, Theatre de Leest 172

Leest 剧院咖啡馆

Phantom Restaurant 178

幻影餐厅

Canteen Covent Garden 182

科芬园餐厅

Café Bar Theatro 190

剧院休闲酒吧

Bar Agora, Theatre Modernissimo 196

集市酒吧, Modernissimo 剧院

Cinepolis Luxury Cinemas - La Costa 202

Cinepolis 影院餐厅

Cinepolis Luxury Cinemas - Del Mar 208

Cinepolis 剧院餐厅

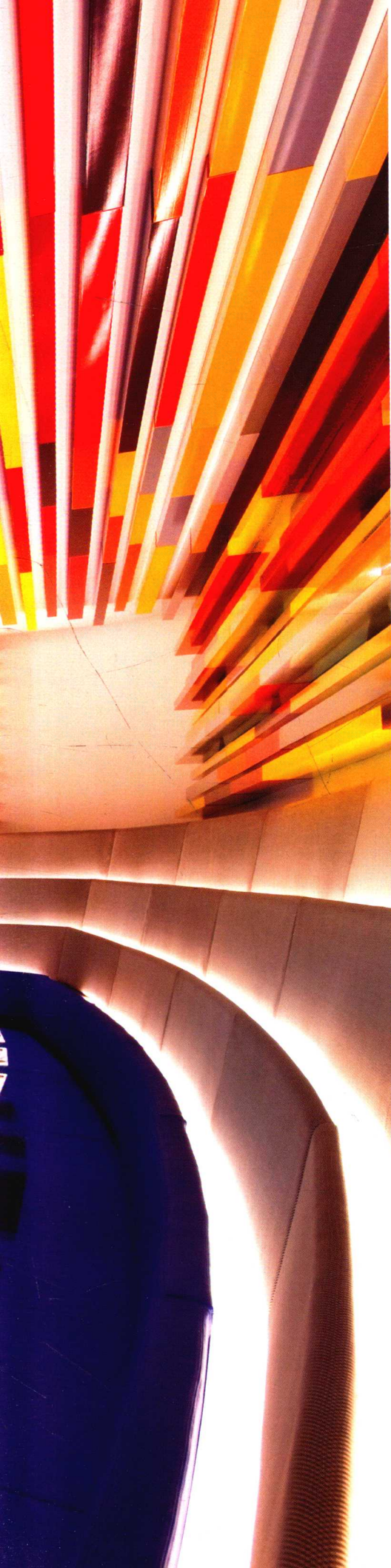
Paard van Troje 214

特洛伊木马大厅

Index 222

索引





Preface:
When Culture Meets
Catering

序言：当文化遇见餐饮



Creating a dedicated overspill area for school parties at the Museum of Science & Industry, Manchester
曼彻斯特科学工业博物馆咖啡厅和餐厅内专为学生团体服务的就餐区

When Culture Meets Catering

In certain fundamental aspects, restaurants, Cafés and bars in cultural institutions are exactly the same as standalone hospitality spaces. Great food and great service will always be the fundamentals of any great recipe for success! In other ways, however, especially when it comes to branding and interior design concepts, these spaces can be complex and challenging to get right.

The main reason for this complexity is because of the difficult balance designers need to create between two spaces that are inter-related, but which serve very different functions. How does that relationship work in terms of branding and the look and feel of the space, for example, and what are the pitfalls that potentially lie ahead?

At the very beginning of the project, the designers of the hospitality space need to get to know the overall strategy of the cultural organisation. The synergy between the main content of the institution and its aspirations for its hospitality offer need to be explored via thorough questioning before moving forward. What is the space trying to achieve and what criteria is it fulfilling? Over-arching management plans to attract different demographic targets, for example, or to extend opening hours, will impact on the hospitality offer too, whilst a new brand vision to create a more cutting-edge space or one with more populist appeal would also create a different context for any dining area.

Target customer groups can be very varied – much more so than for a standalone restaurant, creating complex demands on a space that may need to house romantic dinners for couples in the evening and offer snacks for huge parties of schoolchildren during the day. Sometimes there is the possibility of being able to create flexible overspill areas for school parties or mothers with young children, where particularly robust furniture is a must, but which can be shut off for evening events or else moved round thanks to flexible furnishing arrangements.

当文化遇见餐饮

从基本功能上来说，文化机构中的餐厅、咖啡厅和酒吧与独立的餐饮服务空间完全一致。美味的食物和贴心的服务永远是成功的关键。但涉及到其他方面，如品牌定位和室内设计，这些空间则稍显复杂且更具挑战性。

其复杂性主要存在于设计师如何在两个功能不同但又相互联系的空间中取得平衡，这是一个难题。两个空间之间的联系如何通过品牌定位、外观风格和环境氛围体现出来以及确定存在哪些问题。

餐饮空间设计师需在项目初期了解文化机构的整体规划及理念。机构本身的主要功能和其对于餐饮服务的要求需全面而彻底地进行考虑——空间设计应满足何种要求以及须遵守哪些相关法则。吸引不同层次顾客的整体规划方案或者延长营业时间都会影响到餐饮空间的经营，而打造一个时尚流行的空间则会营造出与众不同的就餐环境。

与独立的餐厅相比，文化机构中的餐饮空间的目标顾客更加多样化，这就要求空间氛围的多样性——既适合情侣共进浪漫晚餐，又适合学生群体享用快餐。一些情况下，空间内可以预留出为学校团体或带孩子的妈妈们使用的区域。在这些区域中可移动家具是必需品，在晚上可以遮蔽或移走为举办聚会等活动提供空间。

The variety in the scope of customers doesn't mean, however, that designs should be bland or try to please everyone at the cost of having a dull identity. Cultural institutions who design their own hospitality spaces sometimes fail to create enough difference between their dining areas and their general public spaces.

Roy Westwood, Head of Innovation for Levy Restaurants, with whom we have worked on many restaurants within museums or arts centres, makes it very clear that "a restaurant space truly needs to be a restaurant and not a copy of a gallery or exhibition space. Clients often think that's the right way to go – to be a 'gallery that serves food' – but in fact you mustn't overplay the feel of the institution inside the dining space for the clear reason that people need a break from the intensity of what they are seeing in order to reflect on it all the better."



A restaurant always needs to function as a restaurant primarily and follow good restaurant design rules, but needs to have a definite relationship with the building it is housed in and the purpose of the institution – otherwise it goes too far in the other direction and looks unrelated and confusing for customers.

顾客类型的多样性并不意味着空间设计应平淡无奇——通过统一的风格迎合每一位顾客。在文化机构中，其餐饮空间往往与公共区域在风格上毫无差别。

我们曾同罗伊·韦斯特伍德，Levy 餐厅创新设计引领者，共同设计多个位于博物馆或艺术中心内的餐饮空间。他一直强调：“餐厅空间应具备餐厅风格，而不能模仿画廊或者展区。业主们通常认为文化机构中的餐饮空间应打造成‘食品展示’区的风格。但实际情况是，游客需要的是一个游览参观之后可以小憩的空间，这样才更有助于让他们回味之前的体验。”

餐厅首先要行使餐饮空间的主要功能，遵循合适的餐厅设计法则。与此同时，还要与其所在的建筑和其功能构筑一定的联系。否则，太过脱离建筑本身则会让顾客感到迷惑。

Dining spaces need to provide contrast from gallery spaces, such as here at the Barbican Lounge, so that visitors can reflect on what they have seen

巴比肯艺术中心休闲餐厅内就餐空间和画廊风格形成鲜明对比，便于游客识别

When it comes to branding, the space can't be unbranded and anonymous, or else it will risk looking like an afterthought, but the branding and positioning have to work with and not against the existing overall brand and its position. For example, when we created the new restaurant spaces for leading British arts institution the Barbican Centre, we had to respect the Centre's strong identity and its rulebook on graphics and fonts, but still have a new playful identity.

Once that relationship has been explored, the design team can move on to exploring the concept, asking what it is trying to achieve and what statement it is trying to make. Will it have a celebrity chef for example and what is its basic identity (café, bar, fine dining, casual dining)?

Whilst context is everything, the relationship between the two spaces needs to remain subtle and un-forced. When we designed both a restaurant and a café space for MOSI (the Museum of Science and Industry) in Manchester, we created huge-scale steel servery tables that were inspired by laboratory benches, subtly referencing the museum's industrial context.



Servery tables inspired by laboratory benches at the Museum of Science & Industry in Manchester
曼彻斯特科学工业博物馆咖啡厅和餐厅内模仿实验室长凳而设计的就餐桌

提及品牌推广，文化机构中的餐厅在定位上与其所处的机构相互融合与一致的同时，应具备自身的特色。举个例子，我们在芭比肯艺术中心内设计全新的餐饮空间时，在尊重中心自身的浓郁风格并遵循其在图形和字体方面的要求的同时，赋予餐厅更多的趣味性。

确定某种关联之后，设计团队便可以开始探索设计理念，考虑应达到某种效果以及如何实现。例如，是否聘请知名大厨以及定位在某种风格（咖啡厅、酒吧、高档餐厅或快餐厅）。

背景环境决定一切，餐饮空间和其所处的文化机构之间应保持一种微妙而互惠的关系。例如，我们在曼彻斯特科学与工业博物馆小餐厅的项目中，专门打造了规格较大的钢结构餐桌。其灵感主要源于实验室中使用的桌椅，微妙地与博物馆的工业背景环境联系起来。



Branding for the new Barbican restaurants is referential but playful
芭比肯艺术中心休闲餐厅形象设计趣味十足