



INTERNATIONAL
CREATIVE
RESTAURANT DESIGN

欧陆食代



国际创意餐厅设计

美国、中国、俄罗斯、印度尼西亚等
USA, China, Russia, Indonesia etc.

深圳视界文化传播有限公司



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CONTENTS

目录



006~015

BOTTEGA RISTORANTE
Bottega餐厅

016~029

KONSOLOS ISTANBUL
伊斯坦布尔领事馆餐厅

030~039

NOBU POLANCO RESTAURANT
波朗科Nobu餐厅

040~057

INTOXICATING IN THE TIMES
醉在时光里

058~069

WILSHIRE SENOPATI
圣诺巴地Wilshire餐厅

070~081

SEROENI
Seroeni娘惹菜馆

082~091

"AWAY" CAFÉ-DINING BAR
“远离”咖啡餐厅

092~105

BLOSSOM IN THE FIELD
陌上花开缓缓归

106~113

THE METRO TO SPRING
开往春天的地铁

114~123

FABRIKAKUHNI
Fabrikakuhni餐厅

124~139

LEMONGRASS
柠檬草餐厅

140~147

TRICKSHOT RESTAURANT
TrickShot餐厅

148~153

NARA LOUNGE
Nara酒吧餐厅

154~159

FLASK & THE PRESS
Flask & The Press酒吧

160~167

TOCA MADERA
Toca Madera餐厅

168~175

PARQ RESTAURANT
Parq餐厅

176~181

BESTIA
BESTIA餐厅

182~187

DON CHIDO
Don Chido餐厅

188~199

NATURAL BREATHING IN MEMORIES
林间记忆 自然呼吸

200~207

NOZOMI SUSHI BAR
Nozomi寿司餐厅

208~213

BOEMA
BOEMA餐厅

214~217

LA MAISON DU GREC
La Maison Du Grec餐厅

218~223

LIQUE RESTAURANT
LIQUE餐厅

224~231

FLOWER BLOSSOM IN THE GARDEN
花开满径庭园芳

232~235

LA CONDESA
LA CONDESA熟食店

236~241

PIECE OF PARADISE
味觉天堂

242~247

SKY LOUNGE & TERRACE OF HOTEL INDIGO
英迪格酒店空中休闲餐厅

248~253

THE STANDARD RESTAURANT
The Standard餐厅

254~257

RESTAURANTE DASSA BASSA MINI
Dassa Bassa迷你餐厅

258~263

DERLICIOUS RESTAURANT
Derlicious餐厅

264~269

VINO VERITAS
Vino Veritas餐厅

270~279

KAI MIHAMA RESTAURANT
美滨KAI餐厅

280~285

SINGLE FIN
Single Fin餐厅

286~291

BRADLEY'S FINE DINER
布拉德利FINE餐厅

292~301

KISU RESTAURANT
日式之吻餐厅

302~311

ROLLS NO.1
ROLLS No.1咖啡餐厅

312~319

POP-UP CLUB DOOR 19
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PREFACE

序



LEO EINSTEIN FRANCISCUS
PRINCIPAL OF EINSTEIN &
ASSOCIATES

利奥·爱因斯坦·弗朗西斯库斯
爱因斯坦设计公司总裁

PROFILE / 简介

Born in Jakarta, Indonesia, Leo Einstein Franciscus graduated from the University of Pelita Harapan in 2008, he received his Bachelor Degree cum laude in Architecture. In 2006 he got his first internship at Shie Fen architect, one of Indonesian legendary architect. Upon graduated from university, Einstein worked at Atelier Cosmas Gozali and Willis Kusuma Architect from January 2009 – December 2012 as Project Designer & Senior Project Designer. Some of the F&B project at Jakarta he involved when his working time such as Pesto Authentico, Ocha & Bella, SKYE, and MOOVINA. In 2013, He finally have his courage to found a boutique architecture interior design firm, Einstein and Associates to create distinct projects. A series of recognized works with sensuous and unique characteristic have born afterward.

Einstein & Associates does very concern with details to inspire and indulge. This firm has established a new paradigm in the industry, encompassing a multitude of disciplines with creating thoughtful and integrated design process, focusing on creating transformative experiences. From the works that explained in this book, show that Einstein & Associates like to play with finishes and materials; from many kinds of wood, metal, brass, copper, leather, mosaic tiles, fabric, and many more. The ultimate key from our design is balance, like yin and yang. When Einstein founded the firm, he already have a clear picture of what he want in term of design. Einstein & Associates plans to break through different boundaries. They want to make sure that they are not staying idly within their comfort zone and doing the same old stuff. They want to stay creative and hungry for new innovations while looking for new opportunities.

AWARDS / 奖项

Style & Decor – Best Resto Design Award 2015 (Project Bottega Ristorante – 19 August 2015)
Style & Decor – Mowilex Commercial Design Award 2015
Annual Infinite Merit Award 2015

ATTENTION TO DETAILS AND BALANCE

注重细节和平衡

006~015

BOTTEGA RISTORANTE
Bottega餐厅

058~069

WILSHIRE SENOPATI
Wilshire Senopati餐厅

070~081

SEROENI
Seroeni娘惹菜馆

124~139

LEMONGRASS
柠檬草餐厅

"The difference between mediocrity and excellence is attention to detail", this is the saying that I always keep in mind whenever I'm designing a new space. My attention to details is my foundation to designing all my projects, especially dining spaces. While many architects and designers today tend to believe in simplicity, for me, nothing is simple, behind every simple little thing I try to put extra thoughts to make them special.

I was in charge of several restaurant projects in Jakarta, like Ocha & Bella, Skye, and Moovina while I was working as a senior designer at Willis Kusuma architects, then I opened my own design firm in 2013. Whether it is then or now, I believe that every project is special and they deserve something that makes them shine in their own way. Think about it this way, the design for dining spaces is like fashion choices, the clothes must match the body type just like a design must match the concept of the restaurant and the accessories must complement the personality just like the details of a design must complement the idea of the restaurant. This is why I tend to use custom made furniture in my design, to accommodate specific needs by each project. Finishing materials also hold an important role in making the design special. We can play with its texture, color and pattern in order to create an impact on people who sees it. Try experimenting with new texture, combine it with daring pattern to make a statement while still conveying what the space wants to represent.

Other than details, I always pay attention to the balance of my design. When you see some of my works in this book, you'll notice that I like to play with finishing materials, from many kinds of wood, metal, brass, copper, leather, mosaic tiles, fabric, and many more. Upon seeing my design, I heard many people wonder how I combine so many different elements. The ultimate key is balance, like yin and yang. When there's light, there must be darkness, when there's big there must be small. For example, I use neutral colored wooden wall to balance the intricate and colorful mosaic on one specific wall. I also like to mix contrasting elements to highlight each of their own positive points, while still managing to create a balance between the two.

When I founded my firm, I already have a clear picture of what I want in term of design. Einstein & Associates plans to break different boundaries with our design. We want to make sure that we are not staying idly by in our comfort zone and doing the same old stuff. We want to stay creative and hungry for new innovation while looking for new opportunities. My advice to the readers is, When seeing a new project, don't see them as what they are now, see what they could be, analyze their weakness and try turning it into their strength, their signature, their identity.

“平庸和卓越的区别在于对细节的关注”，每当设计一个新的空间时，我都会将这句话铭记于心。注重细节是我设计所有项目的基础，特别是餐饮空间。虽然现在很多建筑师和设计师倾向于简单的方式，但对我来说没有什么简单的，在每个简单的细小事物背后，我都会加入自己的想法，试图让它们变得独特。

当我在威利斯·库苏马建筑公司担任一名资深设计师时，我负责设计了几个位于雅加达的餐厅项目，例如Ocha & Bella餐厅、Skye餐厅和Moovina餐厅，然后我在2013年开办了自己的设计公司。不管是过去还是现在，我都相信每一个项目都是独一无二的，它们应该以自己的方式绽放光彩。以这种方式进行思考，设计餐饮空间就如同打造时尚造型，衣服必须与体型相配，就像设计必须与餐厅的概念相符，而配饰应该衬托个性，就像细节设计应该与餐厅理念相辅相成。这就是为什么我倾向于在设计中使用定制的家具，这样能符合每一个项目的特定需求。为了让设计更加独特，装饰材料承担着重要的角色。我们可以通过纹理、色彩和造型的变化让其对人们产生一定的影响。尝试新的纹理，运用大胆的造型表现出来，同时传达空间的意蕴。

除了细节之外，我非常注重设计的平衡。当你在本书中看到我的一些作品时，你会发现我喜欢运用各种装饰材料，例如木材、金属、黄铜、铜、皮革、马赛克瓷砖、纺织品等。看到我的设计时，很多人都想知道我是如何将不同的元素结合起来的。这个问题的关键在于平衡，就像阴和阳、光明和黑暗、大和小，缺一不可。例如，我使用中性色调的木墙来平衡某一特定的墙面上复杂的彩色马赛克。我还喜欢将对比鲜明的不同元素混合，这样不仅能突出各自的亮点，还可营造两者之间的平衡。

当我建立爱因斯坦设计公司时，我已经清楚知道自己想要怎样的设计。我们想用自己的设计打破各种限制，确保自己不安于现状、一成不变。我们想保持创造力，渴望创新和机遇。我对读者的建议是，当看到一个新项目时，不是看它的表象，而要看到它的发展，分析它的弱点，并尝试将其转化为力量、特性、标识。



CONTENTS

目录



006~015

BOTTEGA RISTORANTE
Bottega餐厅

016~029

KONSOLOS ISTANBUL
伊斯坦布尔领事馆餐厅

030~039

NOBU POLANCO RESTAURANT
波朗科Nobu餐厅

040~057

INTOXICATING IN THE TIMES
醉在时光里

058~069

WILSHIRE SENOPATI
圣诺巴地Wilshire餐厅

070~081

SEROENI
Seroeni娘惹菜馆

082~091

"AWAY" CAFÉ-DINING BAR
“远离”咖啡餐厅

092~105

BLOSSOM IN THE FIELD
陌上花开缓缓归

106~113

THE METRO TO SPRING
开往春天的地铁

114~123

FABRIKAKUHNI
Fabrikakuhni餐厅

124~139

LEMONGRASS
柠檬草餐厅

140~147

TRICKSHOT RESTAURANT
TrickShot餐厅

148~153

NARA LOUNGE
Nara酒吧餐厅

154~159

FLASK & THE PRESS
Flask & The Press酒吧

160~167

TOCA MADERA
Toca Madera餐厅

168~175

PARQ RESTAURANT
Parq餐厅

176~181

BESTIA
BESTIA餐厅

182~187

DON CHIDO
Don Chido餐厅

188~199

NATURAL BREATHING IN MEMORIES
林间记忆 自然呼吸

200~207

NOZOMI SUSHI BAR
Nozomi寿司餐厅

208~213

BOEMA
BOEMA餐厅

214~217

LA MAISON DU GREC
La Maison Du Grec餐厅

218~223

LIQUE RESTAURANT
LIQUE餐厅

224~231

FLOWER BLOSSOM IN THE GARDEN
花开满径庭园芳

232~235

LA CONDESA
LA CONDESA熟食店

236~241

PIECE OF PARADISE
味觉天堂

242~247

SKY LOUNGE & TERRACE OF HOTEL INDIGO
英迪格酒店空中休闲餐厅

248~253

THE STANDARD RESTAURANT
The Standard餐厅

254~257

RESTAURANTE DASSA BASSA MINI
Dassa Bassa迷你餐厅

258~263

DERLICIOUS RESTAURANT
Derlicious餐厅

264~269

VINO VERITAS
Vino Veritas餐厅

270~279

KAI MIHAMA RESTAURANT
美滨KAI餐厅

280~285

SINGLE FIN
Single Fin餐厅

286~291

BRADLEY'S FINE DINER
布拉德利FINE餐厅

292~301

KISU RESTAURANT
日式之吻餐厅

302~311

ROLLS NO.1
ROLLS No.1咖啡餐厅

312~319

POP-UP CLUB DOOR 19
Door 19弹出式俱乐部餐厅



BOTTEGA RISTORANTE

Bottega餐厅

Located at Mega Kuningan, the Golden Triangle of Jakarta's central Business District. Bottega Ristorante is one of the newest European concept restaurant with modern touch in the capital of Indonesia. This Italian Restaurant concept inspired by 1960 Italian comedy-drama film written and directed by Federico Fellini. The film follows Marcello Rubini, a journalist writing for gossip magazines, over seven days and nights on his journey through the "sweet life" of Rome in a fruitless search for love and happiness. The chosen concept for this particular project is "La Dolce Vita", meaning the good life, a mixing of posh and classy while still taking industrial design as the glue between the two. The design company want every customers come to this restaurant feel the posh and classy ambience. The restaurant itself is a freestanding building at Danamon Bank Tower (Menara Bank Danamon) area. Taking into considerations that the area is full of office towers and same looking buildings, Bottega Ristorante is built to be a breath of fresh air and truly remind people to live "La Dolce Vita".

Design Company / 设计公司: Einstein & Associates

Designer / 设计师: Leo Einstein Franciscus

Project Location / 项目地点: Mega Kuningan, Jakarta, Indonesia

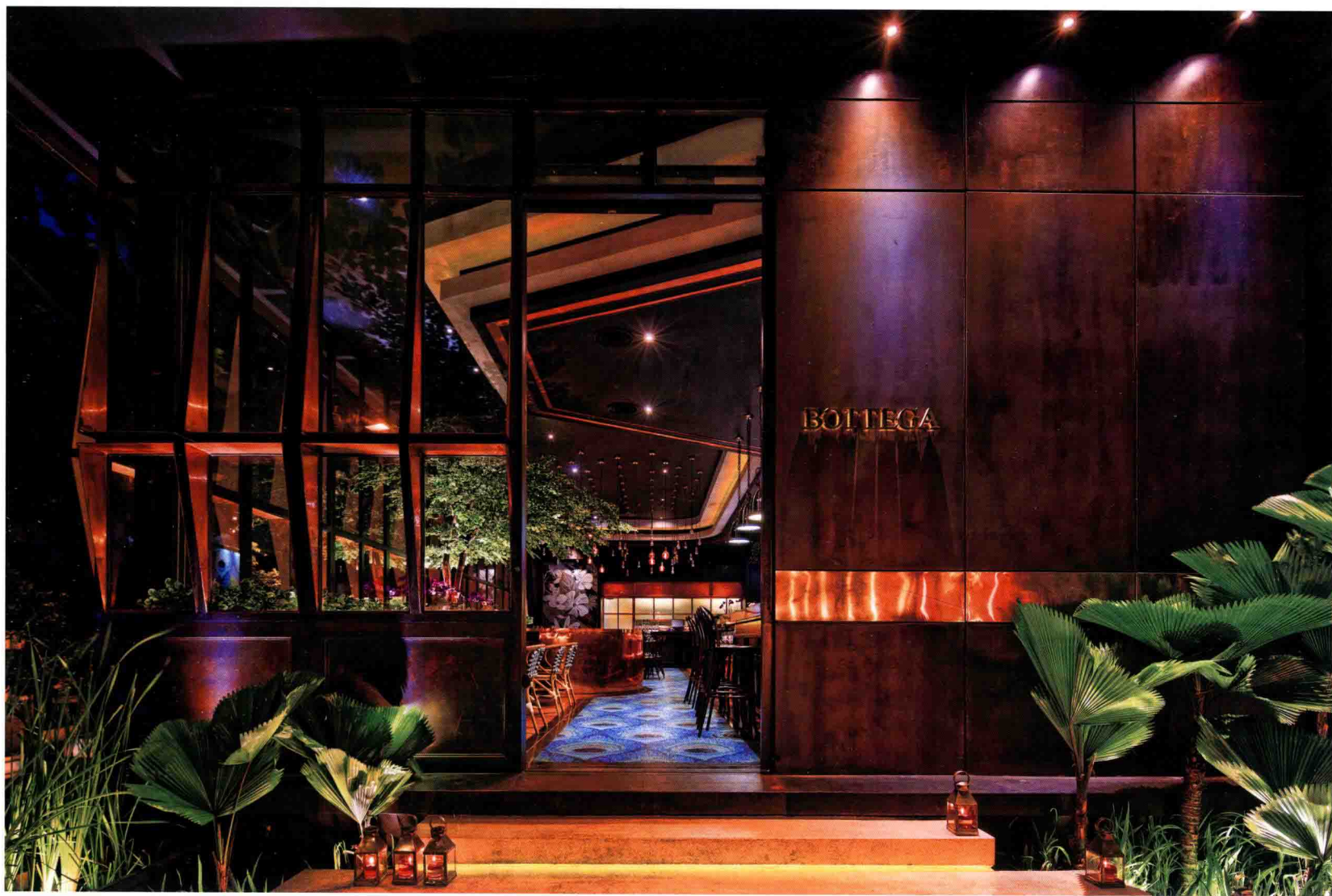
Area / 项目面积: 300 m²

Photographer / 摄影师: Fernando Gomulya









坐落于雅加达中心商业区金三角的梅加商业区，Bottega是印度尼西亚首都最新的现代化欧式概念餐厅之一。这家意大利餐厅的灵感来自于20世纪60年代由费德里科·费里尼著作并指导的喜剧电影。该电影讲述了一名八卦杂志记者马切罗·鲁比尼穿梭在罗马的七天七夜“甜蜜生活”之旅，但最终他在爱情和幸福方面却一无所获。特别为本案精选的理念为“甜蜜生活”，意思是奢华与上层生活的混合，同时在其间保留了工业化设计。设计公司希望来到这家餐厅的每个客户都能感受到奢华与高端的氛围。该餐厅本身是Danamon银行大楼区域的一栋独立式建筑。考虑到附近都是办公大厦及相似的建筑物，Bottega餐厅将被打造为一个令人耳目一新、真正能提醒人们去享受“甜蜜生活”的地方。



First step into the restaurant, steel, copper, brass, wood, terrazzo and mosaic tiles are the six main elements dominating the first sight we see. People can choose to dine in the alfresco area where they permit smoking, or the indoor area with no smoking allowed. The main dining area and the bar are located in the indoor area, while the outdoor area consists of communal and alfresco dining, surrounded by the landscape of the garden. When you walk through the stairs, on the left, you can see the alfresco dining with communal table with peacock feather mosaic tiles table top and hanging filament bulbs as the center point. The long linear layout of the alfresco dining area is ended by the round brass sofa, which separates the alfresco dining area with the powder room and the restrooms. On the right is the building with the main dining area inside. The shape of the building is also quite narrow, hence the linear setting seating area. Dominating the main dining area are the blue peacock feather floor pattern and the copper kitchen's facade at the end of the main dining area. An elegant bar area on the right, and the big window on the left with round copper sofa separating the bar dining area and main dining area. The center point of

the main dining area is the many hanging filament bulbs mixed with half bowl silver bulbs which can be dimmed during the night, giving off more romantic atmosphere.

The restaurant uses some Italian mosaic tiles (ex. Sicis) on the wall, floor and tables. The patterns used are peacock and flower patterns. Copper is also applied on the ceiling, sofa, kitchen's facade, windows screens and communal table. Materials used outdoor are herringbone patterned wood, granite, cobalt stone and terrazzo with sleek brass inlay as the classy detail. The alfresco dining area is sheltered by glass canopy, while the building's facade is covered by unpolished steel.

Combination of steel, copper, brass, wood, terrazzo and mosaic tiles is the designer's way to mix industrial design with posh materials, blending modern and classy all at once. There are versatility in the use of materials, not only in the variety, but also the surface finishing of the materials. Some of the materials, like brass and copper is fully polished, while the steel, wood, and terrazzo are left just the way they are, natural and unfinished.

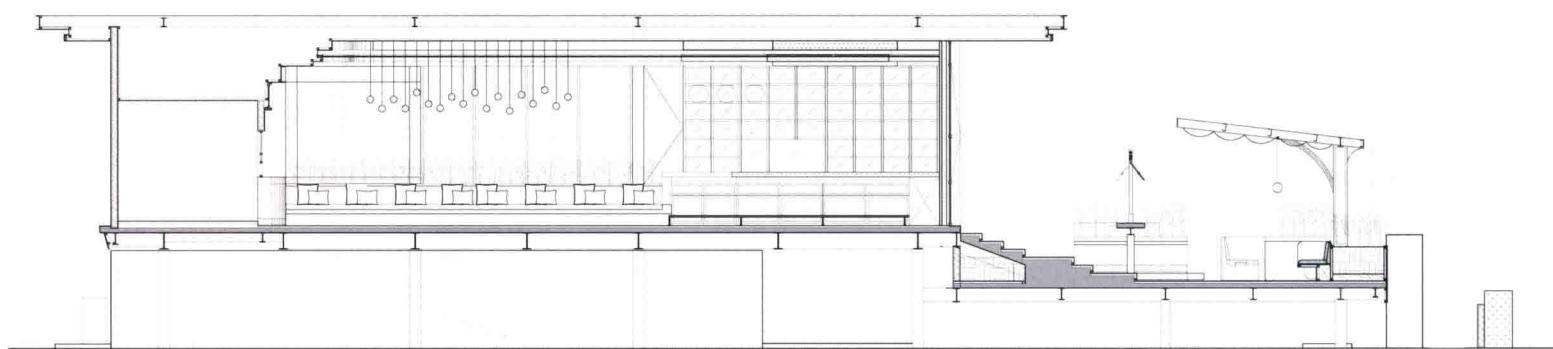


一踏进餐厅，首先映入眼帘的便是钢、红铜、黄铜、木材、水磨石和马赛克砖这六大主要元素。人们可以选择在允许吸烟的露天区域用餐，也可以选择无烟的室内空间。主餐区和吧台位于室内空间，露天区域由公共用餐区组成，环绕着花园的景致。

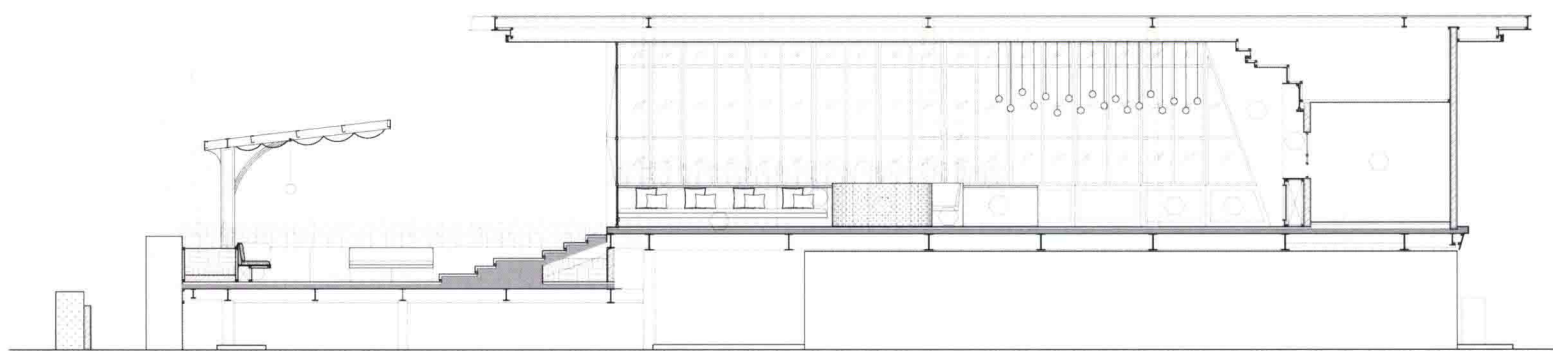
走过台阶，你会在左边看到露天餐区，那里有孔雀羽毛图案作为台面的公共餐桌以及悬挂着的垂丝吊灯作为中心。露天餐区长长的线性布局在圆形黄铜沙发处终结，分离了露天餐区与化妆室及休息室。右边是内部主餐区大楼。建筑外观同样非常狭窄，因此有了线性落座区。蓝色孔雀羽毛的地板纹样以及主餐区尽头的铜制灶台在主餐区内占主要位置。右边的典雅吧台、左边的大型窗户与圆形黄铜沙发一起分离了吧台餐区与主餐区。主餐区的中心点是众多悬挂着的垂丝吊灯及半碗型银灯，它们在夜间会暗淡下来，散射出更浪漫的氛围。

这间餐厅在墙壁、地面、桌子上运用了一些意大利风格的马赛克砖，采用了孔雀和花朵图案。铜依旧被用于天花、沙发、灶台面、纱窗及公共桌面上。室外材料选用了人字形木材、花岗岩、钻石以及嵌有光滑黄铜的水磨石，品质上乘。露天餐区由玻璃穹顶遮蔽，该建筑外立面则由未抛光的钢铁覆盖。

钢铁、红铜、黄铜、木材、水磨石以及马赛克砖的结合是设计师将工业设计与时髦物料融合的方式。这些材料的运用非常广泛，不仅在品类上，还表现在材料表面精加工方面。其中一些材料，比如黄铜和红铜，经过完全抛光打磨，而钢铁、木材和水磨石保留了原有的样子，天然去雕饰。



2 A2.2 SECTION
1:50



1 A2.2 SECTION
1:50