

C R E A T I V E
R E S T A U R A N T
G R A P H I C S

創意形象設計

Creative Restaurant Graphics

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CREATIVE RESTAURANT CRAPHICS

創意形象設計

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We live to eat, say the bon viveurs of this world, while purists would claim that the reverse is true. Yet whichever side we take, it is undeniable that food plays a central role in our everyday existence. Through this daily custom of taking food, a variety of so-called food cultures have come into being, and since eating is inseparable from the idea of living well, the concept of enjoyment is also implicit. Two who live in Japan are fortunate to be able to savor, in addition to our native cuisine, the food of many other nations, and this in turn has given rise to many startling innovations in our own food culture.

When people eat out, they look for places that have a certain ambiance and style-factors that greatly contribute to the satisfaction and pleasure of dining. In other words, people seek restaurants where they can pass the time agreeably and enjoyably while eating. Thus, the attractions of a restaurant lie in its atmosphere, its cuisine, its service, and its decor, and these are all reflected in and supported by various promotional items such as the menu, place mats, coasters, and matches, which are all designed around the restaurant's logo. Sensitively designed, these items help to create a harmonious and distinctive atmosphere, and any restaurant wishing to appeal to a wide spectrum of people should devise innovative ways to communicate its particular attractions. Such items can enhance a restaurant's image, and to do this they must display a high level of design sensitivity.

In this volume we present a collection of outstanding design items-including stationery and other unusual promotional materials-used in the most up-to-date restaurants, bars, and lounges in and around Tokyo. Since no similar book on Japanese restaurant graphics exists, we are convinced that this volume will be of great interest and help to enterprises and designers involved in the restaurant and catering business.

In closing, we would like to express our gratitude to the many restaurants and design offices without whose cooperation and materials the publication of this book would not have been possible.

THE EDITORS
Creative Restaurant Graphics



RESTAURANTS

餐廳

7

LOUNGES, BARS, etc.

休閒室、酒吧等

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縮略語

PL Planner 企劃人

AD Art director 藝術指導

LD Logotype designer 標誌設計

CD Creative director 創意總監

D Designer 設計師

IL Illustrator 插圖

PH Photographer 攝影師

CW Copywriter 文案

RESTAURANTS

餐廳

RESTAURANT
L'osier



RESTAURANT L'osier

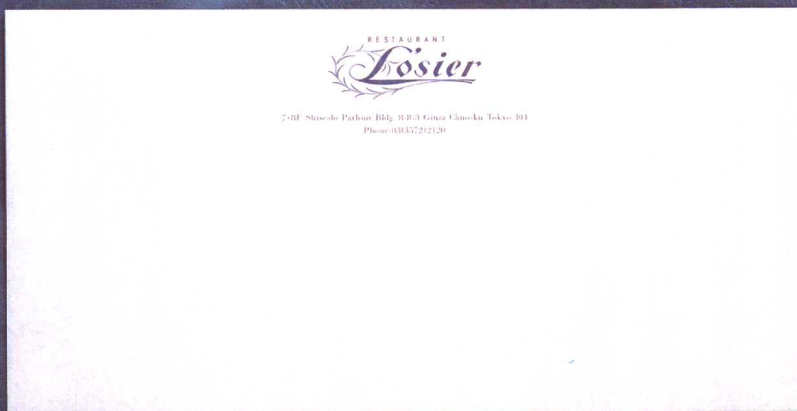
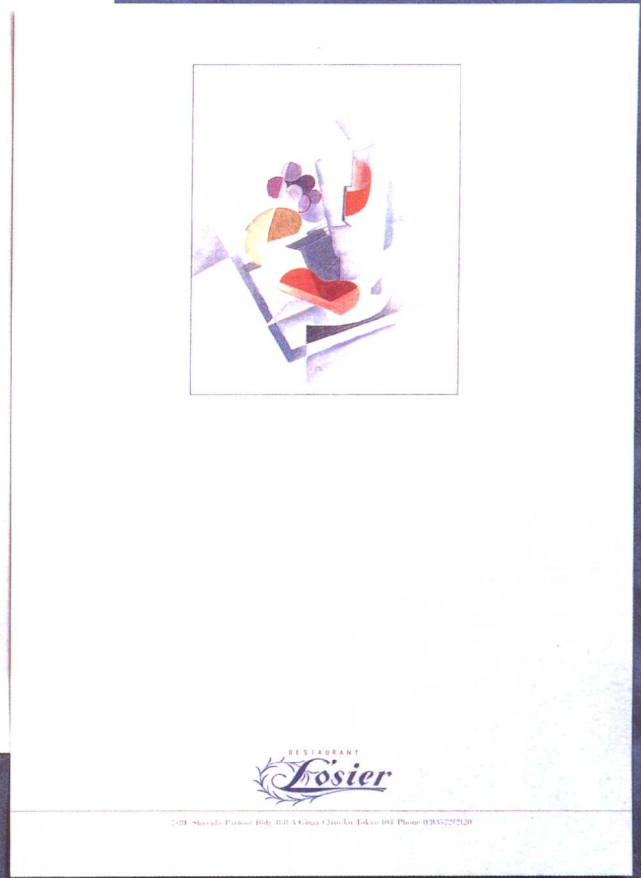
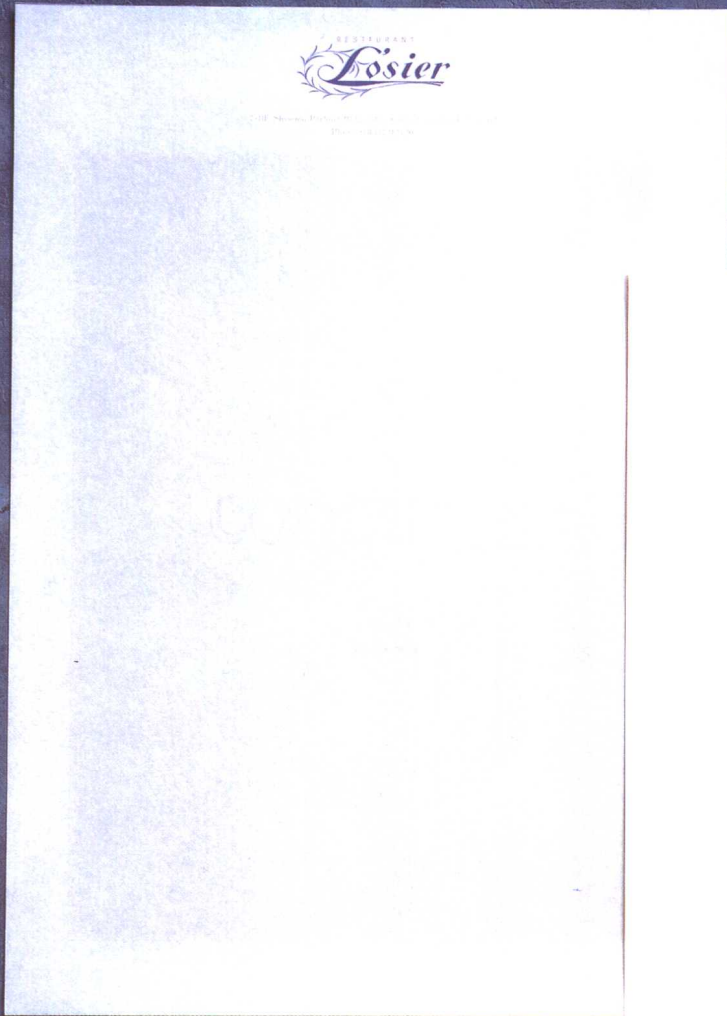
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LD Advertising Div., Shiseido Co., Ltd.
D Advertising Div., Shiseido Co., Ltd.

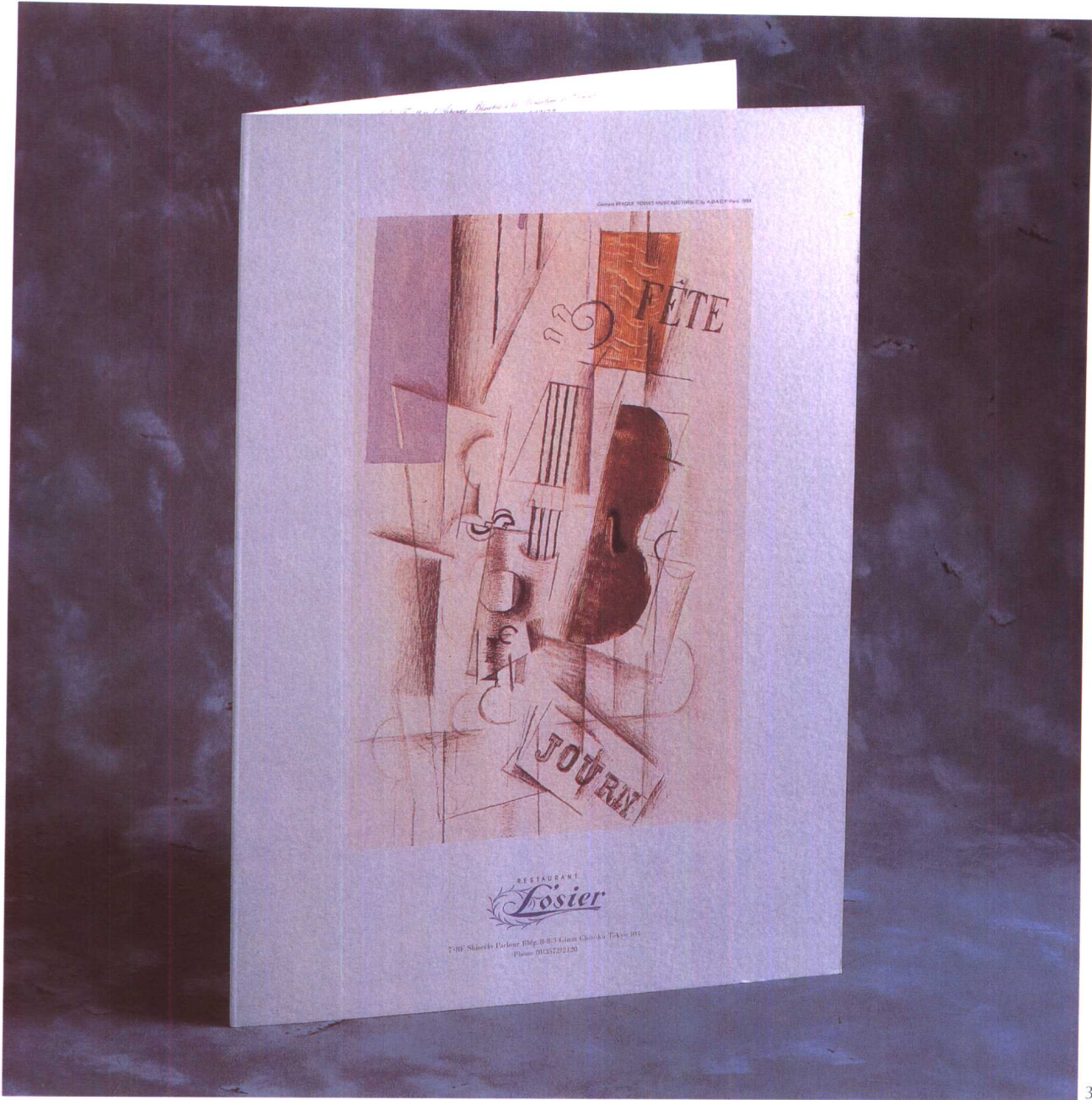
PL 資生堂 / 企劃部
AD 資生堂 / 宣傳部
LD 資生堂 / 宣傳部
D 資生堂 / 宣傳部



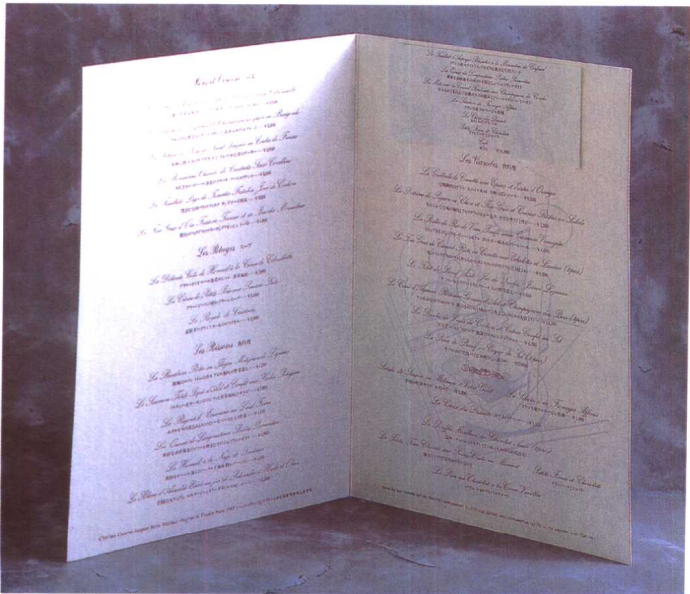
1. Brochures, matches
2. Stationery, business card

1. 小冊子、火柴盒
2. 信封、信紙、名片



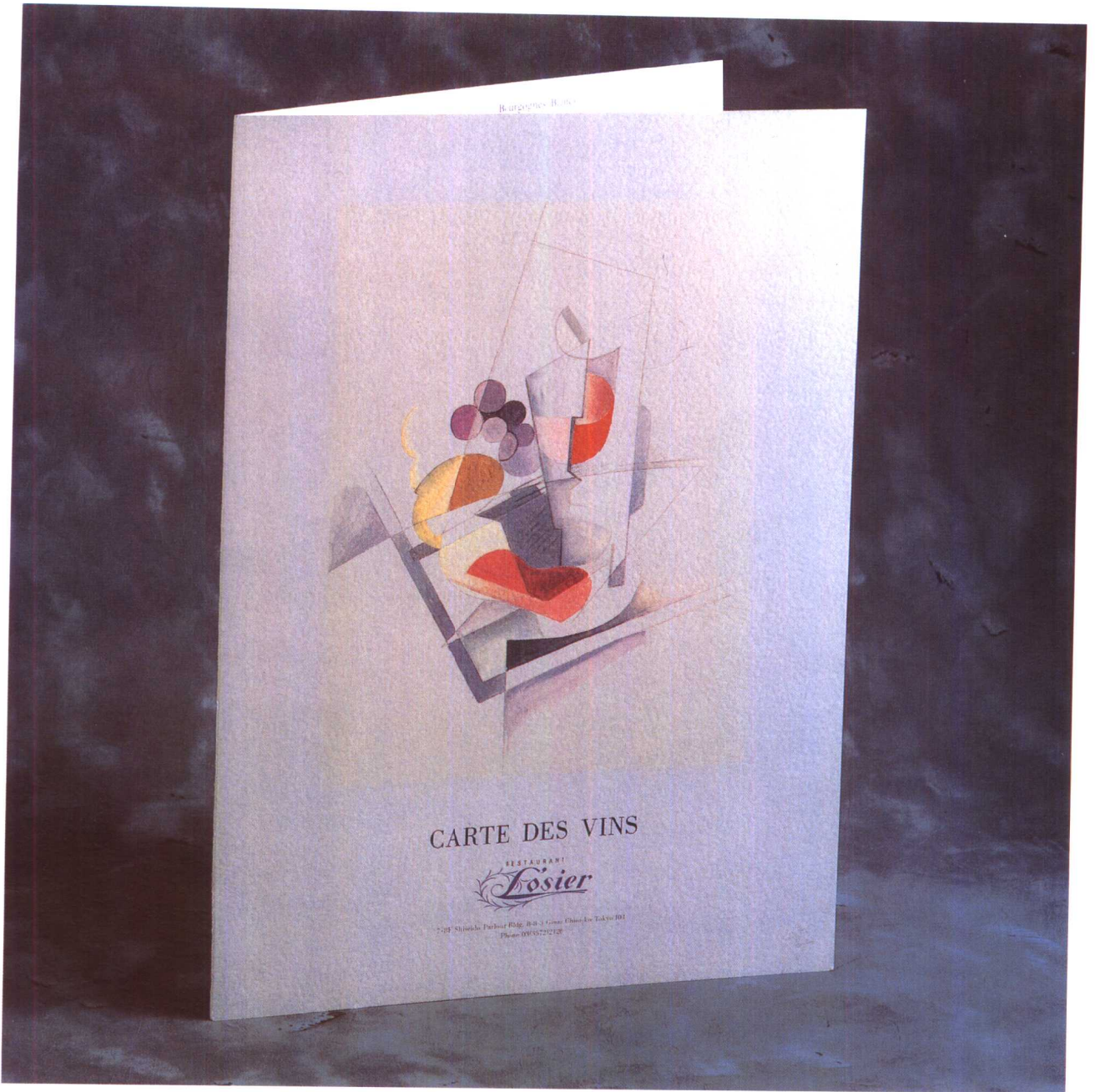


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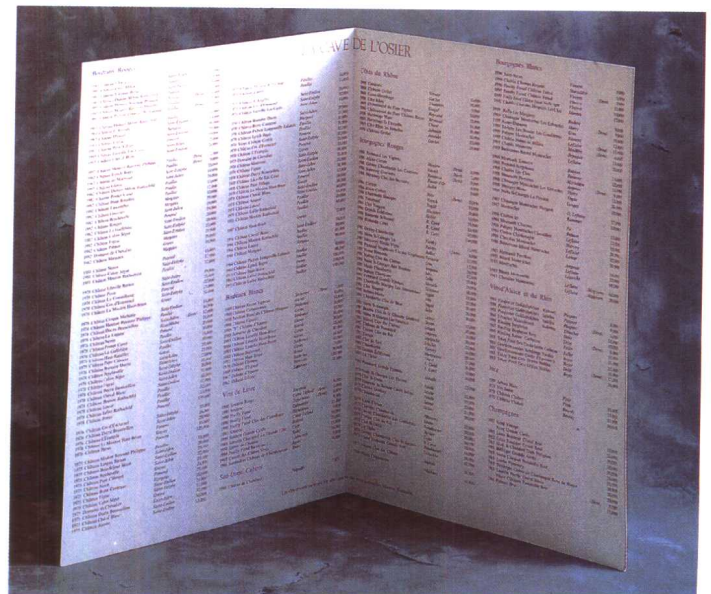


3. Meun

3. 菜單



4



4. Wine list

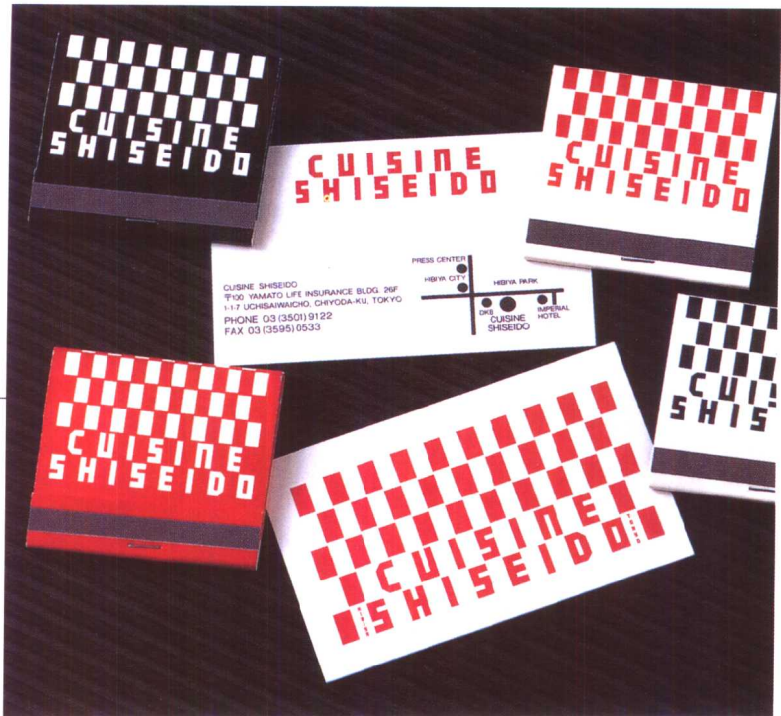
4. 酒水單

CUISINE SHISEIDO

CUISINE SHISEIDO

PL Planning sect., Shiseido Parlour co., Ltd.
 AD Advertising Div., Shiseido Co., Ltd.
 LD Masayoshi Nakajo
 D Masayoshi Nakajo

PL 資生堂 企劃部
 AD 資生堂 宣傳部
 LD 仲條正義
 D 仲條正義



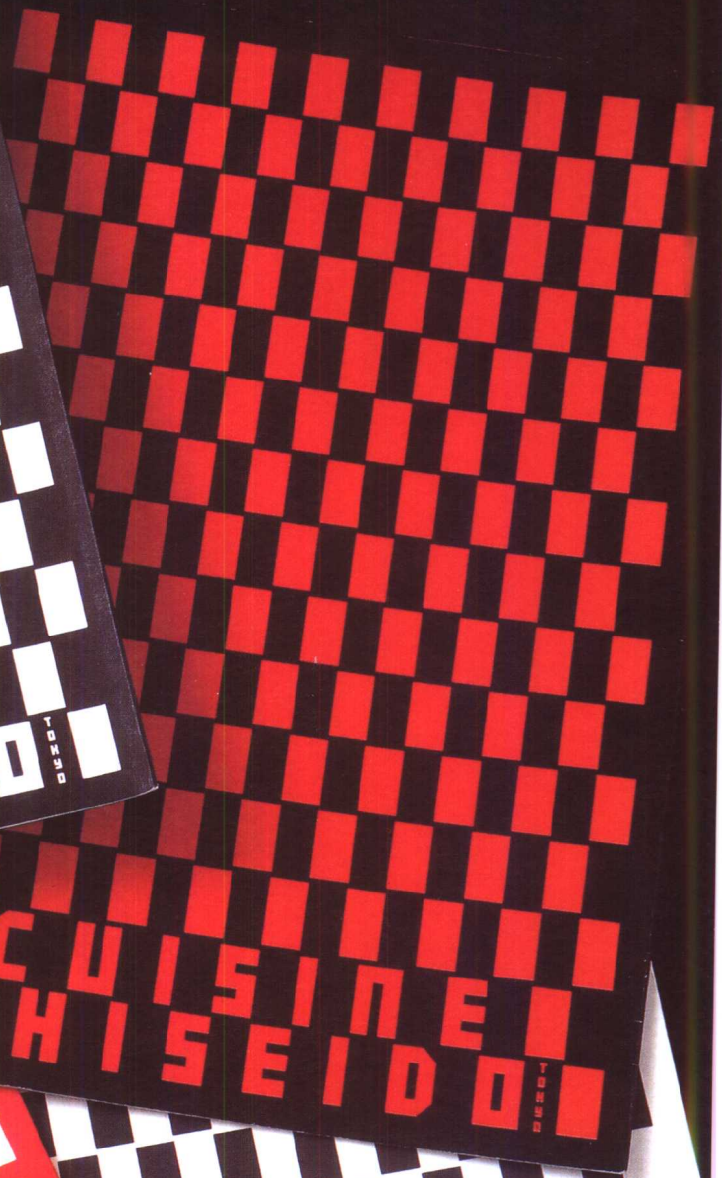
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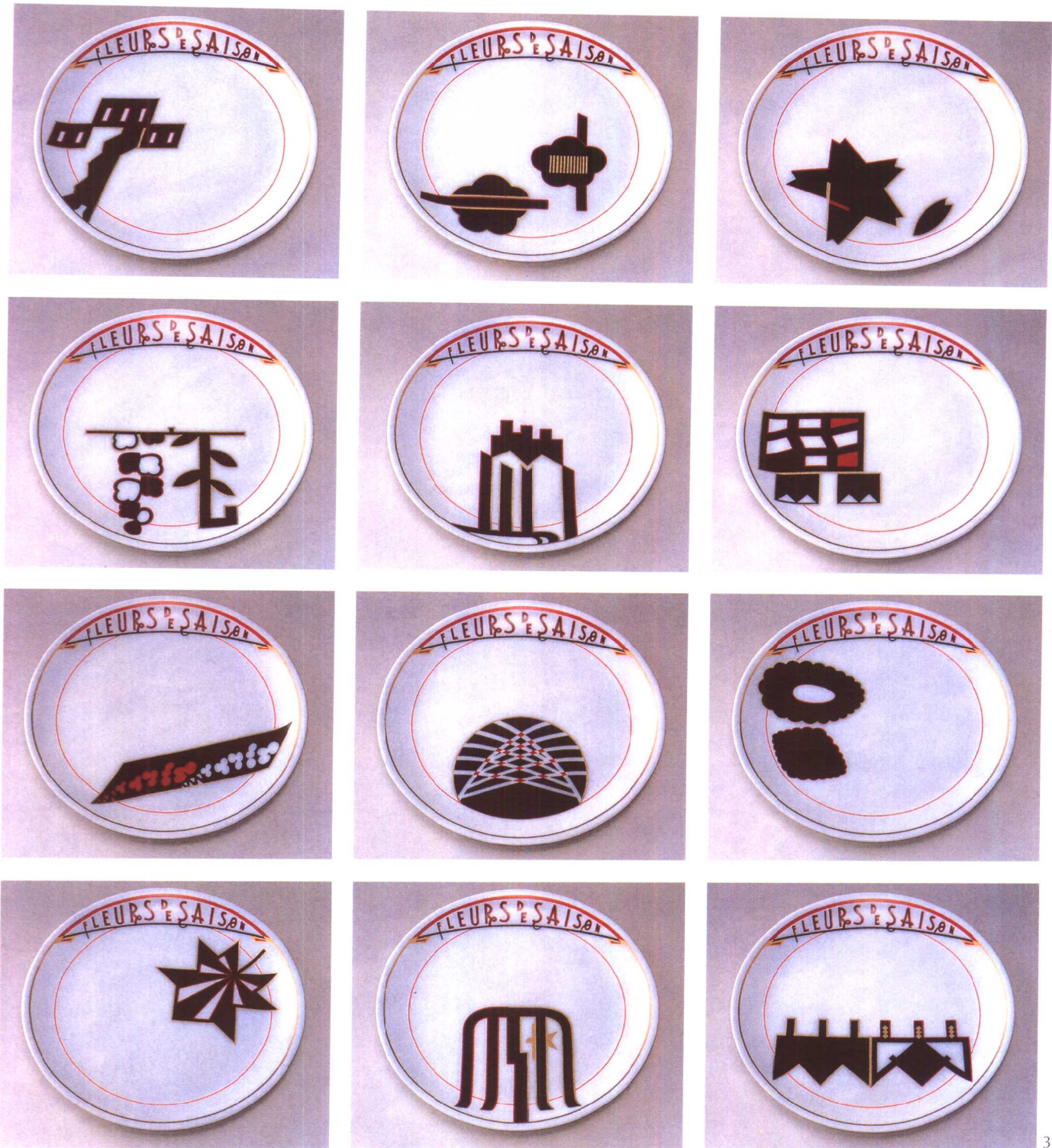


1. Matches, business cards
 2. Menus

1. 火柴、名片
 2. 菜單

2





3

3. Set plates

3. 套碟



4

4. Napkins, coasters, chopsticks

4. 餐巾、杯墊、筷子



5



6

5-6. Brochures, envelope

5-6. 小冊子、信封