

世界名店設計選粹：餐廳 1

CAFES & COFFEE SHOPS



Edited by Martin M. Pegler, SVM

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INTRODUCTION

White dinner cloths, wafer-thin china, classic silver and delicate crystal stemware are out. Pewter, ceramics, pottery, wood, bright patterns and colors are in. Long dinner dresses, white opera gloves, tux and white ties are out. Sportswear, sports jackets, casual wear, and shoes with or without socks are in.

Dining out today is rarely a formal occasion of gentle conversation and soft background music; more likely it is an event—a celebration—like a barbecue or picnic brought indoors—the 4th of July with or without fireworks. The world has become a more casual and relaxed place—more uninhibited and eating out is more than taking sustenance—it is another reason for having fun. The string quartet is rarely heard and the show tunes of Muzak are passe. Today, more and more diners are trying to be heard over the throbbing sound of heavy metal or the unrelenting drive of Dixieland jazz. The young man and woman—out on a date of discovery—more often than not will only have eyes for the theatrical exhibition of flamboyant chefs preparing flambeed desserts or watching swirling, high-flying pizzas making the rounds, the workings in the world of wok-ery or the carousel of roasted meats and chickens rotating over the charcoal grills or in rotary rotisseries. Dining out is another form of entertainment and this entertainment appeals to the senses of smell, sight, touch, hearing—and, of course, taste.

Along with the relaxed attitude towards dining goes an even more relaxing attitude towards “the coffee break.” The “break” has broken out of the office and people are rediscovering the pleasures of the social cup of coffee, tea or chocolate—plus a tasty baked tidbit or bisquit in a setting that can be old, worn, and as mismatched as a thrift shop—or crisp and contemporary as a Milanese design—or as high tech as an atomic submarine. Coffee house and coffee shops are also purveyors of blends of exotic coffees, tea and such white customers can sample and then buy to savor at home. Wine bars seem to have gone the way of Muzak and now Brew Houses are the “in” places for the young, the informal and the casual lifestyles of today.

“Food: Retail Design & Display” is gone. In its place and in keeping with the new trends, is the new title, “Cafes & Coffee Houses.” This edition focuses on the excitement, color, and the themes found in casual dining establishments. It also includes what is happening in markets, specialty stores and fast food operations in and out of food courts. Theater and spectacle are all part of the presentation and merchandising of the product. Our examples literally from around the world and include examples from Europe and Latin America.

No matter what your political affiliation or your religious preference—we call all take these familiar words which appear in The New Testament as our credo:

“Take thine ease; eat, drink and be merry.”

This is what dining is all about today.

MARTIN M. PEGLER

CAFES

& COFFEE SHOPS

COFFEE SHOPS & COFFEE HOUSES, TEA SALONS, CAFES & CAFETERIAS



T SALON

CELLAR, GUGGENHEIM MUSEUM

SOHO, NEW YORK, NY

In Soho where coffee bars would be as natural as breathing, it is T Salon in the basement of the Guggenheim Salon on Prince and Mercer streets that has people lining up to taste and buy tea—the coffee alternative. Though this chapter is all about coffee—coffee shops, coffee houses, cafes and such—we open with one of the newest and most successful ventures in purveying “relaxing brews.”

Miriam Novalle, the owner of the 5,000 sq. ft. tea emporium, sees tea coming in as a new, strong taste satisfier that has no social or ethnic boundaries. It isn't just the stereotyped, blue rinsed, white haired ladies in gloves sipping tea—or the ultra social quality of “high tea” which is becoming popular in some of the better hotels in the U.S.; tea is for everybody. On a Saturday it is not unusual for T to cater to over 1,000 tea drinkers enjoying any one of the 20 different brews of tea or purchasing some of the 280 different teas available in the shop.





The designers of T, L. Bogdanow & Associates, chose to leave some of the space in its original state in this landmarked old building.

It is "the contrast that makes the room more interesting and authentic." The stripped, cast iron columns, the arched brick walls, and the glass block sidewalk vaults are all "Soho architectural elements." Winding around the columns is the 70 ft. long bar made of 2" thick curly maple wood with a copper face. Beautifully detailed—"it is both contemporary and elegant." The bar is the visual centerpiece of the sprawling space which includes antique furniture, custom light fixtures, and various flooring surfaces.

Upon entering T, the visitor may opt for the cocktail bar on the left—turn to the right and take in the many splendors, sights and smells of tea, teapots and tea paraphernalia in the open emporium—or go straight on to either the juice bar or the dining room beyond.

The assorted, mismatched but definitely on-target furniture was purchased by Ms. Novalle in England and includes old hardware cabinets, antique tables and glass front display cabinets. The designers provided unifying and atmospheric elements and materials like solid cherry wood flooring, slate tiles, a full commercial kitchen and the aforementioned bar which is "a sculptural reference, perhaps, to the 20th century art upstairs."

There are two entrances to T: one is from the museum and the other is from the street corner of Prince & Mercer.



DESIGN: L. Bogdanow & Associates, Architects, New York, NY
Larry Bogdanow, Warren Ashworth, Kate Webb



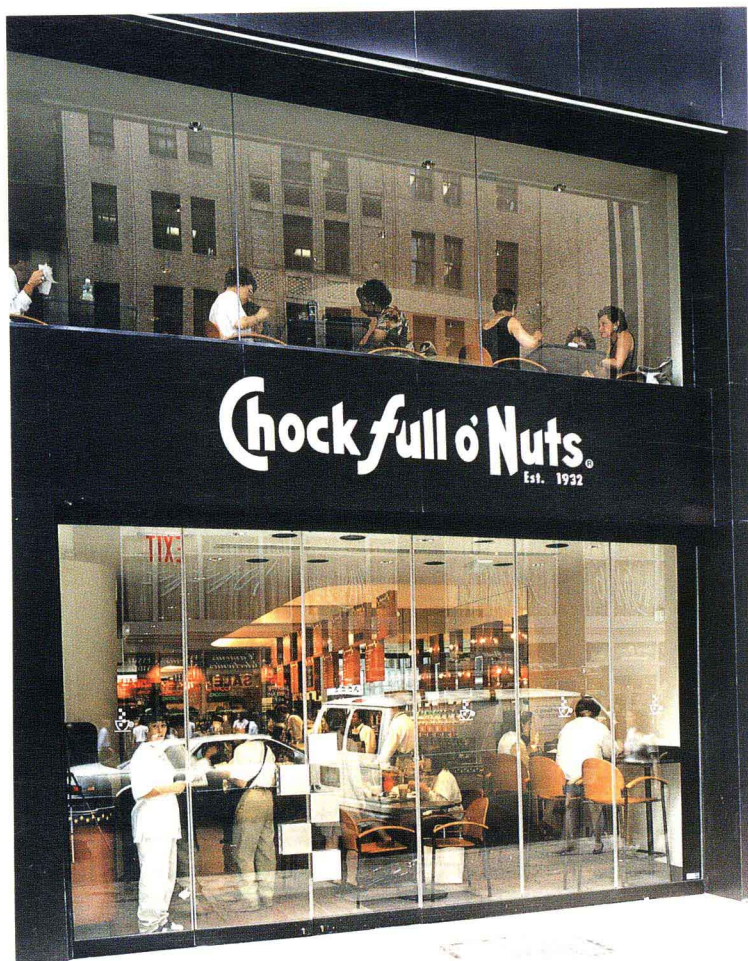
CHOCK FULL O'NUTS

MADISON AVE., NEW YORK, NY

Welcome back—welcome to the return of the shop with the “Heavenly Coffee.” Before all the rage of the Seattle and Vancouver coffee houses—way back even before W.W.II, there was a Chock Full O’Nuts; a coffee vending store with more than just coffee to serve. The company, whose outlets had almost all disappeared, is like “Dolly”—back where she belongs. As the firm says—“the tradition brews on.”

This new prototype design by Eric N. Singer & Associates is dramatic and sophisticated but it also makes a refreshing re-entry for the venerable coffee packager with a contemporary look that is “friendly and inviting to all.” The management of Chock Full O’Nuts says, “First we entice customers with the aroma of fresh roasted coffee, the sound of brewing high quality cappuccino, espresso-based specialty drinks and the premium beverages; and the warm, cozy ‘sit awhile’ atmosphere of a coffee bar.” Then they offer quality sandwiches, light meals and home-baked snacks at reasonable prices.

The store has three levels of 1,500 sq. ft. each. The basement is where the kitchen is located. The store front is designed to “open up.” The glass panels can slide back into a concealed closet and thus create a “sidewalk cafe” in an area that actually prohibits the use of the sidewalk for dining. Patrons are inside but feel as though they are outside. On the main level, the coffee/espresso bar is on the right while the wall of food/food bar is located towards the rear of the space. A stairway connects to the second level and the dining room there. The opening above the coffee/espresso bar allows the aromas and sounds of brewing coffee to permeate the upper level.



DESIGN: Eric N. Singer & Associates, Eric Singer, AIA
PHOTOGRAPHER: Jason Schmidt Photographer





Cherrywood, custom stained to the designer's specification, is used for the millwork, cabinetry, the seating, and also for the menu-boards which incorporate the company's long familiar checkerboard logo design. Black granite counter tops have the yellow and black checkerboard incorporated into the customer-facing, front edges. The floors and base board are covered with porcelain ceramic tiles and an eggshell paint is used on the drywall constructed walls.

With the return of the popularity of "coffee houses" and after a hiatus of two decades, Chock Full O'Nuts is back and the new prototype design opened on the same Madison Ave. corner where many years ago another Chock Full O'Nuts stood. It is a welcome return the many new diners are finding out about the famous nutted cream cheese sandwiches on raisin bread that the "old times" fondly remember and are glad to be able to order again. A whole new generation is now sampling this staple from the '40s, '50s and '60s. Retro lives!