

美国 餐厅设计



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American Restaurant Design

斋藤武(日)

刘云俊 译

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Preface

Gen T. Saito

As I noticed during my long time on the scene, the American restaurant industry was drastically segmented as well as diversified in the 1970's and 1980's. Various dietary concepts, fads and trends influenced the eating habits of the American people as well as the food service industry in general. In particular, during the 1980's, a diversified "American food" was developed. Subsequently, international gourmets accepted the American cuisine even though it took as long as 200 years to gain that recognition.

Fast food and family restaurants have dominated the food service industry by creating manuals or standardizing design systems and improving productivity and efficiency on their premises. Innovative creators have always adopted new ideas and produced restaurants with various specialties and managerial styles, such as ethnic, trendy, casual, healthy, gourmet, and upscale restaurants, among others.

Restaurant types can be divided into several categories: the fast food/ family restaurant for adults as well as for children; the dinner restaurant, mainly for adults, with full menu and luxury premises; the fine dining restaurant, the most upscale; the theme restaurant with a clearly defined theme or atmosphere; and the casual restaurant with entertainment and an informal setting, popular with young adults. However, for all these restaurants, the dividing boundaries are becoming more and more vague as economic cycles and life styles change.

In particular, the American restaurant industry changed dramatically after the recession. High-class and expensive restaurants closed one after the other, and substantial new investment was temporarily halted. Instead, a sense of value, quality, health, and entertainment was pursued. As discussed in "American Restaurant Design," recent restaurant designs and menus reflect the owners' concepts and ideas, with a strong emphasis on originality.

Since people come from all over the world to live in "the melting pot" of America, various ethnic restaurants, such as Italian, French, Mexican, Thai, Chinese, and Vietnamese, are naturally popular in the United States. Here, after having adopted Pan-Asian, Caribbean, and Mediterranean cuisine, restaurants can now offer specialties from almost all countries of the world. Further, trendy menus can also be observed in restaurants. Some premises are now equipped with open kitchens, mesquite grills, wood burning ovens, and display counters, creating impressive visual images as well as adopting a wide range of cooking procedures.

As far as restaurant design is concerned, there are many trends: contemporary designs using high technology; designs emphasizing natural tastes and materials; designs with original art works; designs adopting foreign cultures and regional characters; and characteristic designs with automobiles, motor-cycles, submarines, and breweries, for instance.

"American Restaurant Design" introduces not only popular restaurants in Los Angeles and San Francisco, whose residents are presumably as trend-conscious as New Yorkers, but also more recent hotel restaurants in Las Vegas. Reference information for the restaurants as well as photographs of their specialties are listed in the index.

September, 1997

在我多年对美国餐饮业进行考察采访的过程中，发现 20 世纪 70 至 80 年代是在业内明显地呈多样性划分的时代。全新的理念、流行和时尚不断地影响着在外就餐的方式和饮食习惯。特别是 80 年代，正处于饮食大变革当中，可以这样说，这一时期人们已经认识到多样化的美式食品是十分可口的，并逐渐得到世界各地美食家的赞许。为了等到这一天竟用去了二百多年的时间。

餐饮业向快餐业和家庭餐厅业学习的多起来。这类行业是在追求系统化、生产效率和店铺设计风格的统一中，按标准化程式发展起来的。进而，一些具有创新思想的开拓者不断投入新的理念，创立了诸如民族的、时尚的、便捷的、保健的、美食家风格和豪华式等等各种各样的餐厅。

如成人和孩子均可利用的快餐店和家庭式餐厅、装修典雅并有完整菜谱以成人为主要服务对象的正餐餐厅、最高档的精美正餐餐厅、带有鲜明主题色彩和氛围的主题餐厅、具有娱乐性和轻松环境并深受年轻人欢迎的便餐餐厅……。类似以上那样餐饮业内的细分，时至今日已不复存在，瞬息万变的经济形态和生活方式，使它们之间的界线变得模糊起来。

尤其在经济衰退时期，美国的餐饮业发生很大变化。高档餐厅一个接一个地关闭，一时间都避免过大的投资，代之而起的是一股追求价值、品质、健康和娱乐的潮流。如本书所介绍的那样，餐厅的内外设计要突出反映店主的思想 and 风格，追求个性化。

在多人杂居的美国，自然要以意大利、法国、墨西哥、泰国、中国和越南等具有民族特点的饮食来吊起人们的胃口，甚至引进泛亚细亚、加勒比和地中海的风味。今天可以在这里遍尝全世界的美味，而且，还会不断有新潮的食品出现。店内设有开放式厨房、牧豆树烤架、燃木烤箱和陈列柜等等，制造出冲击视觉的形象，并引进各种各样的烹饪方法。

在店面设计方面千姿百态、各不相同。诸如高级装潢的新潮店面、突出天然材料充满活力的店面、以艺术家的作品装饰的店面、引入异国文化具地域特色的店面、以汽车和摩托车、潜水艇或自酿啤酒为主题的店面等等。

在介绍纽约的餐厅的同时，也重点介绍了不愿追逐时尚的洛杉矶和旧金山的餐厅，以及拉斯维加斯最新的酒店中的餐厅。本书最后附有各餐厅特色菜的照片，仅供参考。

1997 年 9 月

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NEW YORK NEW YORK HOTEL & CASINO < Las Vegas >

纽约酒店和纽约娱乐场(拉斯维加斯)

Address: 3790 Las Vegas Boulevard, Las Vegas, Nevada 89109
Phone/702-740-6969 FAX/702-740-6510
Owner: MGM Grand, Inc., Primadonna Resorts, Inc.
Design: Architecture/Gaskin & Bezanski, Interior/Yates Silverman

New York New York Hotel & Casino in Las Vegas, Nevada, was inspired by Manhattan's skyline as seen from the Brooklyn Bridge and designed as a theme-park-hotel featuring a roller coaster around the building. It took approximately two years to complete this 460 million-dollar project.

The hotel includes 2,034 guest rooms and a 7,800m² (84,000 sq.ft.) casino space with 2,400 slot machines and 71 game tables. Such typical Manhattan views as Park Avenue, Broadway, Times Square, Wall Street, Greenwich Village and Central Park were recreated in the casino, which is surrounded by bars, restaurants, and shops. The second floor consists of a 2,600m² (28,000 sq.ft.) entertainment area with game machines as well as a fast-food restaurant. In addition to the gambling facilities, the hotel includes a variety of facilities, such as an outdoor pool, a wedding chapel, party/meeting rooms and a spa, in order to emphasize its concept of creating a family-oriented hotel atmosphere enjoyable not only for adults but also for children. All food service facilities are provided by extremely popular and prestigious restaurants in New York and Los Angeles, including the following:

这是一座主题公园型的酒店兼娱乐场，其主题形象是从纽约布鲁克林桥上远眺时见到的曼哈顿空中轮廓线。工程总投资为 4.6 亿美元，约 2 年建成，占地 8 公顷，内有 2034 间客房和 7800 平方米的“中央公园娱乐场”，娱乐场中装有 2400 台角子机和 71 座赌台。在娱乐场范围内，逼真地再现出曼哈顿的公园林荫路和百老汇、街心公园、华尔街、格林威治村和中央公园等街区的景象。其周围分布着酒吧、餐厅和商店等。

二楼设有 2600 平方米的游戏区，被命名为“科尼艾兰·恩波里阿姆”，主要由游戏机和代步工具等娱乐设施及快餐厅组成。

另外，还设有户外游泳池、婚礼厅、宴会·会议厅和温泉浴等，使酒店不单是博彩的场所，也突出酒店面向家庭，大人孩子均可自得其乐的理念。酒店中餐饮设施的特点是一切为了方便入住者。下面介绍其中较大的 7 间餐厅。

Hotel exterior, looking over 12 landmark buildings, a 46-meter high Statue of Liberty and the Brooklyn Bridge.

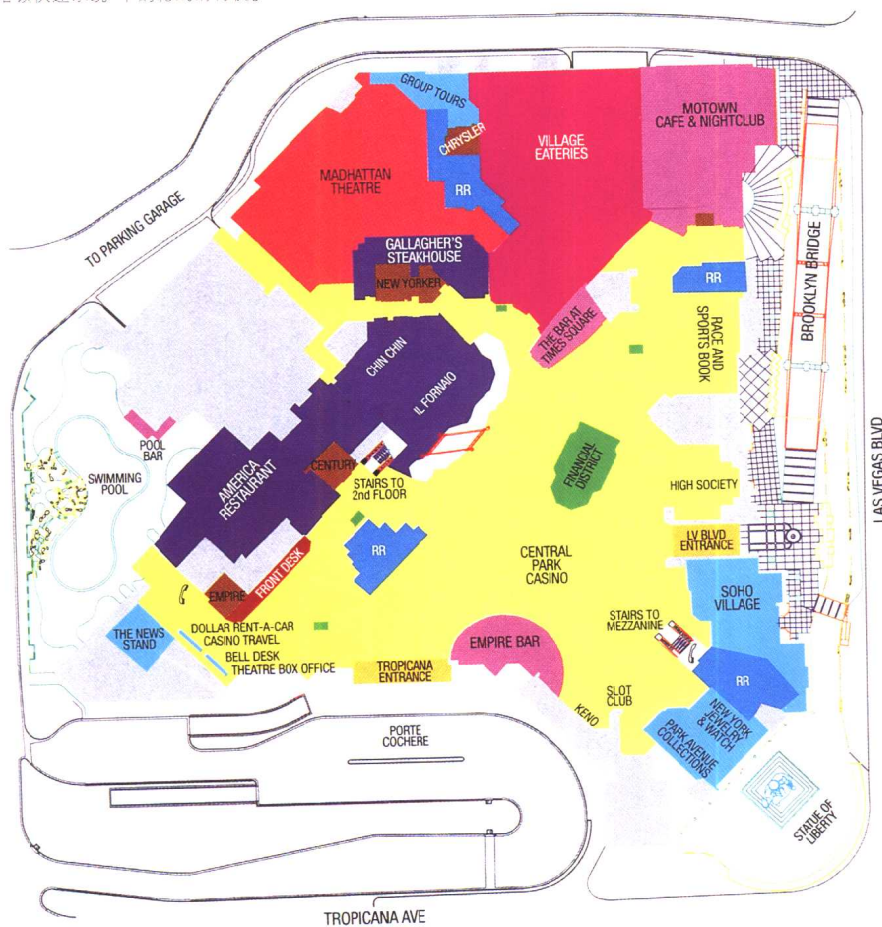
酒店外景。曼哈顿像是在朝着拉斯维加斯大道和陀洛比卡那大道的交叉点移动。可以看见 12 座塔式建筑、46 米高的自由女神像和布鲁克林桥。





Night view of famous skyscrapers in New York, including the Empire State Building, Chrysler Building, AT&T and CBS. A roller coaster named "Manhattan Express" runs around the building.

图中为 47 层高的帝国大厦以及克拉依斯拉大厦、AT&T 大厦和 CBS 大厦等纽约有名的塔式大厦群夜景。空中飘舞的是“曼哈顿快速系统”中的轮式滑行车。



■ : Restaurant Area. 餐饮区

Opposite: "Empire Lounge" produces 1930-1940's American nightclub shows. The two-football-stadium-sized "Central Park Casino" is behind.

右图: 相当于两个足球场面积的“中央公园娱乐场”。靠近映有本世纪 30~40 年代美国夜总会画面这边的帝国大厦休息室中央, 有象征纽约的拾音器。在排列角子机的最里边, 可见中央公园的树林。





“Il Fornaio Cucina Italiana”

伊尔·伏奈欧·库奇那意大利餐厅

Opposite: Overview of the (150-seat) interior space from the entrance area. This Italian restaurant is one of 12 in California. The main branch is located in San Francisco.

右图:从正餐区一带看到的餐厅内高大空间(150座)。该意大利风味餐厅的总店设在旧金山,以加利福尼亚州为中心,目前有12座餐厅连锁经营。

Restaurant facade.

图为餐厅正面,从餐厅内可将中央公园内小桥、流水和树林一览无余。

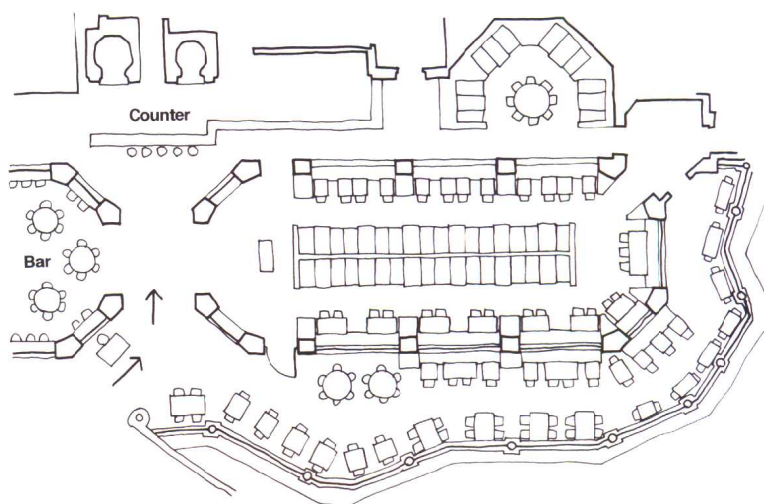






Open kitchen.

方形布置的餐桌之间,采用透明的玻璃隔断。最里面是开放式厨房。入口处摆着几种自制面包,亦与餐厅内的色调十分和谐。





Above: Bar area. Inside the iron door, there's a wine cellar located in the central part of the counter.

Above right: Dining area in the rear.

Right: Open kitchen with counter seats.

上图: 配备大理石圆桌和高凳的酒吧区。吧台中央的铁门内是酒窖。

右上图: 背景以意大利风光和人像黑白照片装饰的正餐区。

右下图: 配有柜台的开放式厨房。考虑到单个客人的需要,多数餐厅内部设有吧台和固定角落。

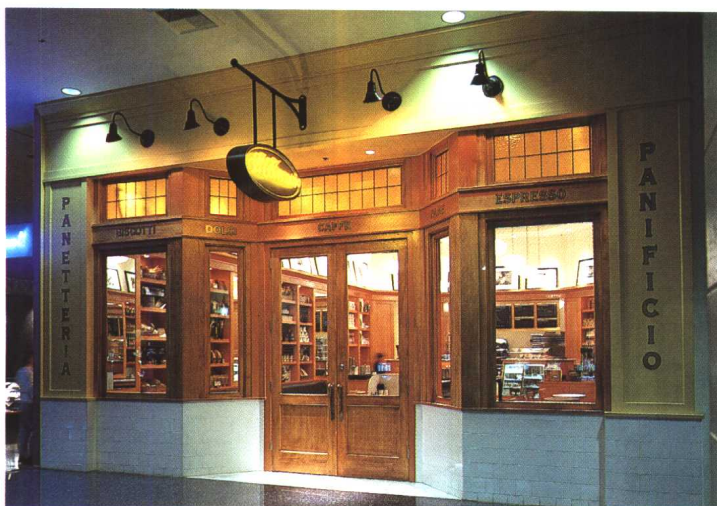


“Il Fornaio Panetteria”

伊尔·伏奈欧·帕内蒂亚咖啡店

Guest seats with marbled tabletops and merchandise shelves on the wall.
配有大理石桌面的餐桌和镶嵌着大镜子的墙面商品架。





Facade of the coffee shop managed by "Il Fornaio Panetteria" restaurant.

由伊尔·伏奈欧餐厅经营的咖啡店正面。出售自制面包、三明治和雀巢咖啡。



Interior space of a (32-seat) take-out corner.

左右相对布置的茶点店(32座)。一天平均接待 700~800 位客人。

“Chin Chin”

“请,请”餐馆

Below: Facade of Chin Chin. This Chinese restaurant has expanded with five branches around Los Angeles.
Opposite: Casual cafe-style (150-seat) interior space.

下图:名为“请,请”的中餐厅,是通往酒店内的第一家餐馆,目前以洛杉矶为中心共有五家店连锁经营。
右图:将圆桌安排在店内的拱顶之下,桌子沿聚光灯排列,类似于快餐店风格(150座)。

