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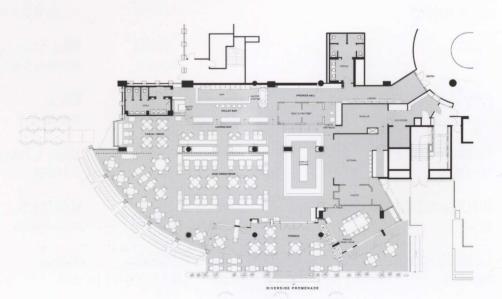
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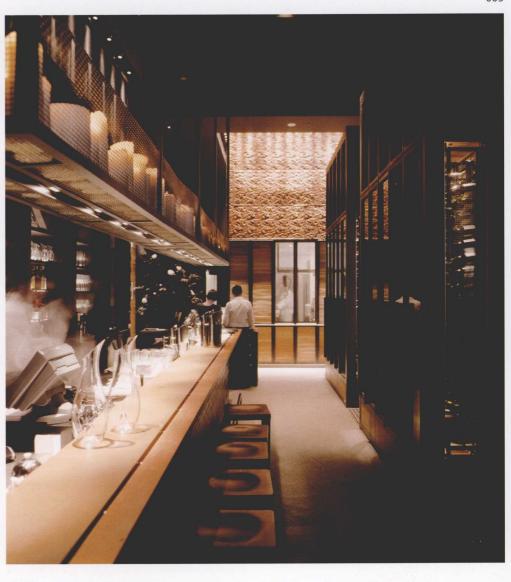
Born in 1952, Marcio Kogan graduated from the Architecture School of Mackenzie University, in Sao Paulo - Brazil. Recently, a number of his houses have won awards both in Brazil and internationally. The Gama Issa House was on the short-list of the World Architecture Award in 2002 / Berlin. The Du Plessis House and the BR House, received the Record House award in two consecutive years, 2004 and 2005. All of them have also received awards from the Instituto dos Arquitetos do Brasil (Institute of Brazilian Architects). In 2006, another of his projects, Hotel Fasano, was on the short-list of the wallpaper design award. Among his various residential projects, the outstanding ones include the super-technological E-Home, which is being constructed in Santander - Spain.

In 2008, a nursery project, "Primetime", won two prizes: "Dedalo Minosse International Prize" from Italy and "D&AD award" from England. This project is the first Brazilian nursery developed from a program specially directed for children aged from 0 to 3 years, based on an exclusive educational concept.

Marcio Kogan生于1952年,毕业于巴西马克肯兹建筑学院。他的建筑设计在巴西和世界范围内赢得了一系列奖项。Gama Issa别墅获得2002年柏林建筑奖。2004年和2005年,他的Du Plessis别墅和BR别墅项目连续两年获得Recocrd House大奖。以上所有建筑设计都获得了巴西建筑委员会颁发的奖项。2006年,他的另一个项目,Fasano酒店,也通过了墙纸设计大奖的初审名单。在众多有关住宅的项目中,最杰出的是在西班牙建造的运用高科技设计的E – home。

2008年,幼儿园项目Primetime,获得两项大奖: 意大利Dedalo Minosse国际大奖和英国D&AD大 奖。这个项目基于一种独特的教育理念,是巴西首 个专门为0到3岁儿童设计的项目。





WHERE TO START?

When it comes to restaurant design, experts say don't bite off more than you can chew. Operators should work with their designer to develop a realistic budget. Bushey said great designers use their construction trade relationships to formulate budgets and keep an eye on the local and international markets for core materials and trades.

After you know how much to spend, develop your theme. Operators can miss the mark if they choose a theme that does not match their food. As restaurant consultant Arlene Spiegal says, restaurateurs can't just plop a sofa in a store or create an upscale design and call a fast-food spot. It must be a cohesive brand and appeal to all five senses.

从哪里着手?

当提到餐厅设计时,专家们的意见是不要贪多。实际操作者应该和他们的设计师一起去制定一个现实的计划。Bushey说过,伟大的设计师要把合理的结构关系应用到设计计划中去。而且一定要在设计材料方面有所关注,随时关注最新的材料市场。在规划出资金预算之后,就要确定你自己的主题。

执行者也许会导致餐厅的设计主题与餐厅的食物不匹配,这是十分恐怖的。一位餐厅咨询师说过,餐厅不能只是简单地把沙发随意地堆放在那里,或者把餐厅设计成一个堆砌奢华的空间。餐厅的设计必须是完全贴合品牌的,是对全身上下所有感官的完全吸引。

厨房设计

虽然客户也许永远无法理解餐厅后台的功效性,但 其实一个设计良好的厨房可能是最重要的。对厨房



KITCHEN DESIGN

Although customers may never compliment a restaurant's back-of-house efficiency, a well-designed kitchen may be the most important aspect of an operation. The more efficient you are back of house, the more profitable you will be front of house. In an article titled "Designing Your Kitchen--Where to Start" Ken Schimpf, of KDS Consulting and Design, laid out four key things to consider when designing your kitchen.

First, he said, decide where to locate the kitchen and the service stations, paying particular attention to size and how they relate to the rest of the restaurant. While this may seem like a no-brainer, it should be considered carefully if only because what seemed obvious at the outset may not be ideal once you have reached this stage.

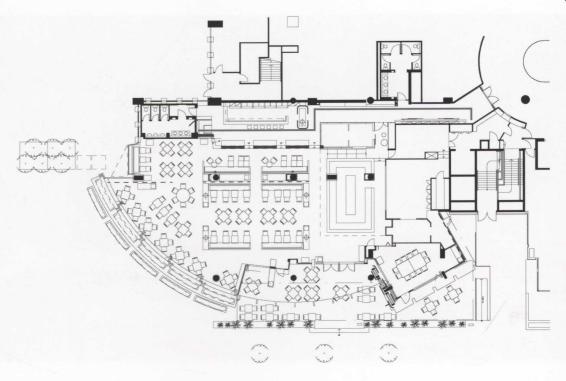
Second, identify the workflow you want to achieve. Consider everything. When a food product comes into your kitchen, what is its life cycle from that point?

From initial storage to prep, then back to storage to cooking to service, how the product moves through the kitchen is important. How well this is done will enhance or decrease table-turns, affect labor costs, and directly impact your bottom line, Schimpf wrote.

Third, after you decide a general workflow, begin the layout of equipment, noting specific key elements. This schematic phase ensures your plan will work once the restaurant opens.

The fourth and final phase is design development. In this phase, Schimpf wrote, each piece of kitchen equipment is specified, as are electrical and plumbing loads and connections, exhaust, and any special building conditions such as curbs, depressions, wall-blocking and so forth.

The bottom line is that an effective kitchen design is as critical to a restaurant's success as any other aspect of a restaurant,



including the interior design, exterior design, signage and menu. This is also why it is important to work with a designer who understands the restaurant industry specifically.

KNOW YOUR MARKET

Determine what your customers want. This may sound like a daunting task but all it really takes is a little research. Who do you talk to? Talk to your customers if you are an existing restaurant. If you are designing a new restaurant, talk to your competition. You would be surprised how talkative your competition is, especially if they are successful.

Getting feedback from your existing customers is extremely important. Chances are these people dine out at other restaurants and can tell you what they like and don't like about the design of these restaurants.

Talk to your competition - they will tell you what went right with their design and

利用得越充分,餐厅才能获得越多的利润。在肯· 逊普(KDS咨询设计公司)所著的《如何着手设计 你的厨房》一书中,列举了四个设计厨房的关键因 素。

首先,要确定好厨房和其他餐厅服务处的地点,尤 其要考虑餐厅的规模,以及厨房和餐厅其他功能区 的联系。虽然这可能看起来很容易,但在餐厅设计进 展到某一个阶段时,之前的设想也许并不理想,所 以要格外认真考虑这一点。

其次,明确工作进度。考虑每一个细节。当你在厨房开始食品加工时,都会涉及到那些工序呢?

再次,当你决定好大致的工作计划时,从设备布置 图开始着手,没有其他捷径。当餐馆开始运营时你 的工作计划会使整个过程有条不紊。

从最初的食品储藏到烹饪,以及将美食最终呈现给 顾客,这一过程十分重要。逊普在书中提到,如何 通过完整的设计增加或减少餐桌之间的周转,这会 影响到劳动成本和你的预算底线。

最后一点,是餐厅的未来发展。逊普写到,餐厅中的每件设备都是特别选定的,这是指电器设备或铅制材料,同时要考虑另外一些建筑因素,如线路、 气压,严密封网等等。 厨房设计和餐厅的其他方面一样对餐厅经营的成败 起着至关重要的影响。这包括室内设计、室外设 计,餐厅品牌标识和菜单。这也是为什么餐厅的设 计师应该对餐饮业有所了解。

了解市场

要明了你的顾客的需求。这也许听起来让人生畏,但其实你只需要稍作调查。与你的竞争对手交流,你会非常惊讶你的对手有多健谈,特别是那些已经成功的人。

现有顾客的意见也是非常重要的。就餐的客人可以告诉你餐厅的设计中哪些是他们喜欢的,哪些是令他们反感的。

和你的竞争对手交流时,他们会告诉你关于他们的设计,哪里是对的,哪里出现了错误。进行市场调研,对餐厅项目的地点进行调查,分析出潜在的竞争有多大,你的想法是否可行。通过此项调查得到的信息是无价的。同时你也可以真正地为顾客提供所需。

了解流行趋势

这一点和之前提到的因素相关,而且更加重要。在 当代信息社会,人们可以以更快的速度发掘更多的





what went wrong. You will also get the added advantage of seeing their design in action.

Do market research - look at the demographics of your location, analyze your competition and determine if there is a niche for your idea. The information you receive from this research will be priceless. Also, you will be giving your customers what they want.

KNOW THE TRENDS

This is related to the aforementioned element but goes a step further. In our information-based society, people can find out more information at a faster rate and things keep getting faster and faster. Three well-known area restaurants were advertising web sites on the Internet in the last issue of this publication.

Also, the TV Food Network has been

started and is available on most cable television services. People can get information about restaurants quickly and easily. With more information, potential customers can be more discriminating in their restaurant selection. Interior design influences a restaurant's atmosphere which impacts the customer's decision-making process.

Some of the recent trends in restaurant design based on our work at RAS and discussions with experts in the restaurant industry incorporate the following elements:

A. An upscale, but casual, theme - Tony Clark's, a recently-opened restaurant in Philadelphia conforms to this design theme - and has been overwhelmingly successful in its fledgling stage. The Striped Bass also falls into this category. The upscale, but casual design trend appears as though it will carry us into the new millennium.

B. Entertainment-themed restaurants -

信息。有三家知名餐厅就在它们刚刚开始营业后在 互联网上进行大力宣传。

同时,在有线电视频道上也可以收看到电视食品网。受众更容易得到餐厅的信息。潜在的顾客在餐厅选择上更具有鉴别力。室内设计直接决定餐厅的氛围,也影响到顾客的决策过程。通过对数据统计的研究和与专家的合作,我们认为餐厅室内设计的流行趋势包括以下元素:

A. 高品质,但餐厅的气氛要平易近人。托尼·克拉克在费城新开的餐厅就符合这样的主题——这家餐厅刚刚登场就已经迎来无数好评。条纹石餐厅也是这样设计的。精致奢华,但气氛平易近人,这样的餐厅设计趋势将带领我们进入新的设计时代。



Planet Hollywood and Hard Rock Cafe are excellent examples of this trend. Also, we are currently designing a prototype restaurant for Philadelphia Park, and creating a sports entertainment venue that serves food and beverages. Activities in this venue will not be limited to horse racing - the venue will have the capability to simulcast all forms of entertainment including concerts and sporting events.

- C. An exhibition cooking area where your chef is visible. The Public likes to see who is preparing their meals. This design also brings chefs out of the kitchen. If your chef is well-known, it will be a great marketing tool for you.
- D. Neighborhood feel People do business with people they know and like. It is the same with restaurants. Restaurants are creating interior designs that make people feel like they belong.

- B. 娱乐主题餐厅。好莱坞星球和硬石咖啡吧是这种趋势的范例。同时我们也在设计一个以费城公园为模型的餐厅,以及另外一家极富娱乐性的餐厅,提供食品、酒水等。这里的娱乐活动不仅限于赛马,还包括音乐会和体育活动。
- C. 开放式厨房。在这里可以看见厨师。公众希望看见是谁在为他们准备菜肴。这种开放式设计把厨师从后台引领到了前台。如果你的厨师非常知名,那这种设计也是开拓市场的有利武器。
- D.亲切的邻家氛围。人们都希望与自己了解或有好感的人做生意。餐厅的经营也是同样道理。餐厅的设计应该使人有归属感。



Coen van Ham (1971) is a Dutch conceptual designer, architectural designer and source of creative inspiration. He has studied at Sint Lucas in Boxtel as well as at the renowned Design Academy in Eindhoven. His design agency COEN! is one of the leading agencies in the Netherlands due to its innovative concepts, much talked about designs and inspiring workshops. COEN! shapes and guards over your most important possession: the identity of your enterprise. The designs for your corporate identity, product and interior are all based on one consistent and powerful concept. COEN! designs the identity of 3FM, Remco Claassen, GGZ, City of Eindhoven, HVC, the Dutch Army, KRO, the Media Academy, the Public Broadcasting System, RTL Nederland, Travelcenter Vacansoleil, The Waalres Museum.

Coen van Ham (1971),是荷兰概念设计师、建筑设计师,充满创造力。就读于巴克斯特的圣卢卡斯,同时在设计学院获得了良好的声誉。由于其创新的理念,他的COEN!设计事务所是荷兰最好的设计事务所之一。COEN!帮助塑造并维护企业的重要财产:企业的形象。企业形象及产品和室内设计全都建立在一个统一并充满力量理念上。他为3FM、Remco Claassen、GGZ、City of Eindhoven、HVC、荷兰陆军、学院传媒、公共广播公司、荷兰RTL、Travelcenter Vacansoleil、The Waalres 博物馆等设计形象概念。

Restaurant design begins with conceptual ideas. We use color rendering to represent our designs for the restaurant or lounge. We then begin to make the restaurant or hospitality design concept a reality.

The interior design style you select with your restaurant designer or hospitality business directly relates to your clientele and location. Before you select a style take the time to explore the answers to a few important design questions.

Who is your clientele?
What type of experience are they looking for?

Are there any interior styles that your customers would shy away from?
What image does your existing business have and is that the image you want or are you in need of rebranding?
Are you located in a big city?
Are you in a suburb?
Are you located in a resort area?
How does your location relate to your interior design style?

DESIGN AS IT RELATES TO YOUR CLIENTELE & LOCATION

Location has an impact on the interior design styles used in the hospitality industry. Colors and finishes that look great in a restaurant or nightclub located in Florida are not going to look as good when you use those same finishes in NYC



or NJ restaurants and nightclubs.

Certain colors and finishes look and work better in sunny, warm climates, while yet another set of colors and finishes look and work better in a cool climate. We would select different colors and materials for a club in Miami, Florida than we would for a restaurant in NYC. The relationship of clientele to location has an impact on interior style. Patrons of a nightclub or restaurant located in NYC are not necessarily looking for the same type of interior design experience as patrons in Kansas. Customers shopping in a retail store in Oklahoma are not necessary going to relate to the same interior decor as someone in D.C or Chicago.

If you're going to build or renovate a restaurant, retail store, lounge, nightclub or cafe your general contractor will need a set of scaled construction documents, often called working drawings. If there are structural issues these drawings will need an architect's approval. These documents can be drafted on a CAD system or hand renderings (now considered obsolete) and consist of space plans, elevations, concepts, schedules and details. These drawings are generally prepared by several design consultants and field engineers, integrated into one set for submittal to your local building and health department for review. We use video tapes, digital cameras, site visits, email,

CAD files, extensive conference calls and architectural drawings to communicate with our client and cut back on travel expenses when possible.

Assisting general contractors and alternate tradesmen throughout the entire design/build process.

CREATING A TOTAL INTERIOR ENVIRONMENT

In today's day and age it is becoming harder and harder to entertain and service your clientele. You must always develop new ways of keeping your clients entertained and serviced. The hospitality industry is ever changing. Businesses within that industry must always be advanced in their thinking and in their design style. We feel the key to this is creating a total interior environment that is extremely versatile.

Essentially the hospitality industry is an entertainment and service industry. You need to create an interior environment that makes people feel good about themselves. A place that offers diversified sources of entertainment and has great style. Creating a unique environment that relates to your clientele does take planning, creativity and coordination but it is an achievable goal.

Well-planned interior design contributes to

餐厅的设计从基本概念开始。我们用效果图来表现 餐厅或者休闲会所的设计。之后我们会把对这个餐 厅或者酒店的设计概念变为现实。

你所设计的餐厅与酒店的风格选择与你的客户即项 目地点是有密切联系的。在你选择这个风格之前要 花时间去思考这样一些重要问题。

谁是你的客户? 他们期待什么风格的作品?

有某些室内设计的风格是他们所回避的么? 你的事务所的现有形象是你所希望呈现给客户的 么,还是你希望重塑这个形象? 你们公司是在较大城市么?还是在市郊? 设计作品的地点和你的室内设计的风格有什么联

设计与你的客户群及地点息息相关

项目地点对娱乐或服务业的室内装饰风格有很大影响。也许某些颜色在装饰佛罗里达州的餐馆或夜总会时起到了很好的效果,但不一定适合在纽约或新泽西州的餐馆或夜总会。

某些颜色和涂料更适合表现明媚的阳光和温暖的气候,另外一些颜色则更适合被应用在凉爽的气候中。我们会为迈阿密的俱乐部选择某些装饰色彩,而为纽约的餐厅选择另外一些色彩。客户群和项目地点对室内装饰风格有很大影响。纽约的餐厅或俱乐部的装饰会与堪萨斯州不同。俄克拉何马的零售店则完全没有必要和华盛顿或芝加哥的零售店装修成同一种风格。

如果你打算建立或改造一家餐厅、零售商店、休息室、夜总会或咖啡馆,这些项目的总承包人需要一套规模建设性文件,通常被称为工作图纸。如果要



the success - and the profits - of any dining establishment. It begins with market research, continues with understanding market trends and concludes with strategic execution.

Restaurant interior design has a dramatic impact on the type of guests that restaurants attract. The Rain Forest Cafe's interior design appeals to environmentally-minded guests who enjoy a nature-made experience, for example, while the 50's Prime Time Café at Disney MGM Studios appeals to guests who get a kick out of a blast from the past.

Creative restaurant interior design, however, does not require a million-dollar investment - if you understand the nuances of consumer marketing. Restaurant design experts are equipped with the knowledge and skill to create a dining experience that fosters word of mouth marketing long after the meal is over.

Fruition, a smoothie concept in Miami, has generated a buzz with its resourceful restaurant interior design.

With national smoothie chains grabbing the lion's share of the market, Fruition needed to stand apart from the major brands.

Since Fruition bills itself as an "exotic" smoothie shop that only uses fresh, unusual fruit ingredients, the interior design strategy had to be just as exotic.

The strategy is at once exotic and

practical. Fruition's interior incorporates the exotic fresh fruit concept through and through. In fact, walking into Fruition is like walking into a third world fresh fruit market with passionfruit, lychee and canistels proudly displayed for guest inspection.

Fruition invokes a contemporary and upscale feel. The concept is designed to give larger brands a run for their money, thanks to a restaurant interior design that corresponds with its unique selling point: exotic fruit.

To be sure, restaurant interior design requires an in-depth understanding of how restaurants flow, how employees will interact with the design, and how site architecture could impact the design. The most successful restaurant interior design, blended with irresistible food and impeccable service, breeds repeat guests, spirited employees and greater profitability.

BUILD THE BRAND INTO YOUR DESIGN

Every restaurant requires a different flavor, a different flare - and different experience. That's why it is important to build your restaurant's brand into its design.

Building the brand into your design multiplies the value of your interior investment because it communicates your message while guests are waiting in the lobby, on their way to the restrooms, during the meal, and as they pay the bill. 解决一些结构性问题,就需要得到建筑师的批准。 设计图纸可以通过系统CAD起草,或者手绘效果图 (这种方法已经有些陈旧)。图纸中包括空间图、 立面图、概念、时间计划表和其他细节。

设计图纸一般是由几个设计顾问和安装工程师来准备的,最终要递交当地建设部门和卫生部门进行审查。我们通过录像带、数码相机、实地考察、电子邮件、CAD文件、会议电话和建筑图纸等形式与我们的客户沟通,并尽可能削减旅行费用。并在整个设计过程中协助建筑公司,轮换技术工人。

设计风格完整性

现在已经越来越难以满足客户的要求了,必须要有一直满足客户要求的新方式。服务业总是在变化,这一产业的商业设计构想和设计风格必须随时更新。我们觉得关键因素是创造一个完整的室内环境,这是绝对通用的秘诀。

经过周密计划的室内设计有助于成功和利润的获得,这适用于任何餐饮场所。首先进行市场调查,继而了解市场趋势,然后确定战略方案。

餐厅的室内设计对其客户群有着不可思议的影响。 热带雨林咖啡厅的室内设计对具有环保意识的客人 极富吸引力,他们会非常享受这种与大自然亲近的 经历。例如,设计师策划的以20世纪50年代为主 题的咖啡屋就在迪斯尼米高梅影城得到了不错的反 响,使客人回想起逝去的时光。

如果你对市场的细微差别有所了解,就会发现其实 富有创意的餐厅室内设计并不需要上百万美元的投 入。要聘请餐厅设计专家,他们具备专业技能,并 对餐饮业的室内设计非常了解。

"硕果"是一家位于迈阿密的时尚概念店,它与众不同的室内设计引起了不小反响。这个品牌的不同连锁店都在抢占市场份额,"硕果"急需脱颖而出。这个品牌一直以"奇异鲜果"来开创市场,所



Marketing through your restaurant design is not merely a matter of tossing up some signage with clever messages here and there; rather, it requires a top to bottom approach that includes relevant messaging in relevant places.

Your brand should be apparent through your interior design as soon as guests walk in the door. The lobby can speak volumes about the experience awaiting them in the dining room. Is the lobby seating rugged or posh? Is the hostess station a simple podium or does it have a concierge, full-service feel? Do the restrooms offer comfort with accessories appropriate to the theme of your eatery? Building the brand into your restaurant design is as much about subliminal cues as it is about blatant messaging.

Leaving guests with an unforgettable experience is one way to build the brand into your interior design. That's just what Senor Frog's did at its first U.S. location in Myrtle Beach, S.C. The restaurant set out on a re-branding strategy as it developed a restaurant prototype. That prototype centered on a beach theme through and through. But to really make the brand shine through the design meant more than just laying tile to create the look of water and sand on the floor.

Senor Frog's Cancun incorporated unforgettable elements that would send guests away with a good word in their mouths, along with good food in their bellies.

以"硕果"决定在"奇异"这个主题上做文章。

餐厅的主题首先要与众不同并切合实际。走进"硕果"就好像进入了第三世界的鲜果市场,荔枝等水果挂在枝头,令人垂涎欲滴。

餐厅的室内设计非常时尚,格调高雅。这一设计为该品牌带来了更大的利润空间,这应该归功于设计与独特卖点的完美契合。

可以确定的一点是,餐厅的室内设计要建立在对餐饮业的深入了解之上,并要考虑到如何让餐厅员工更好地利用设计,餐厅的地点如何与设计更好地结合在一起。最成功的餐厅室内设计,要同时配合以令人难以抗拒的美食和完美无缺的服务,这才无疑会吸引更多的顾客,同时激励员工,并获得更多收益。

将品牌融入到你设计中

每个餐厅都有自己不同的风格、特色及独特的经营

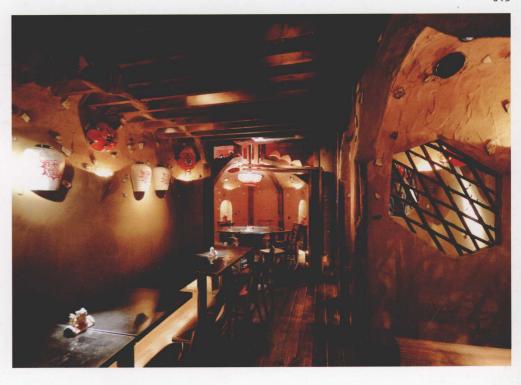
理念。将餐厅品牌融入到设计之中是非常重要的。这会无形中为室内设计上的投入增值。当客人在大厅中等待时,或在去洗手间的路上,在就餐的过程中,在付款的时候,设计都在无形中向客人传递信息。餐厅经营并不是仅仅通过掷硬币得到的草率结果,而是考虑各种因素最终权衡出的决定。

大厅仿佛在向顾客讲述着美好的就餐体验。大厅的 座椅是粗糙的还是光滑的?接待处是只有一个简单 的接待台还是有服务人员,设备齐全?洗手间是否舒适?其中的设备与餐厅的主题是否一致?将品牌融入设计其实是一种潜在的宣传手段。

为客人留下深刻印象是通过设计展示品牌的另一种 方法。比如青蛙先生餐厅,位于美国麦特的第一家 旗舰店。为重新竖立品牌形象,新餐厅的设计引入 了沙滩主题。单纯的瓷砖堆砌造成的水波和沙滩的 效果,并不是使餐厅真正成功的原因。餐厅在提供 无尽的美食后,可以为顾客留下难以磨没的印象, 并使人交口传颂。







AJIMA-ASHIB

Tokyo, Japan

AJIMA-ASHIBI餐馆

日本,东京

To differentiate this restaurant from other Okinawan restaurants, unique and unusual interior designs have been utilized throughout. For example, a "flower hat" worn in traditional Okinawan dances is used as a lamp shade, and instead of just displaying bottles of the local spirit called awamori as done by other area spots, awamori bottles are used as servers by attaching pouring spouts. This restaurant has a variety of dynamic and positive design elements.

与冲绳的其他餐馆不同,这家餐馆的室内设计非常与众不同,独特的设计贯穿始终。举例来说,冲绳人喜欢佩戴的传统花帽子被用作灯罩,当地人信奉的awamori瓶子并不单单作为展示之用,而是被店员与浇铸槽连接在一起使用。这家餐馆有很多鲜活、富有朝气的设计元素。

PROJECT
AJIMA-ASHIB
DESIGNER
Yusaku Kaneshiro+Zokei-syudan Co.,Ltd
COMPLETION
2007
PHOTOGRAPHER
Masahiro Ishibashi

项目 AJIMA-ASHIBI餐馆 设计师 Yusaku Kaneshiro+Zokei-syudan设计师事务所 完工时间 2007 摄影师 Masahiro Ishibashi

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