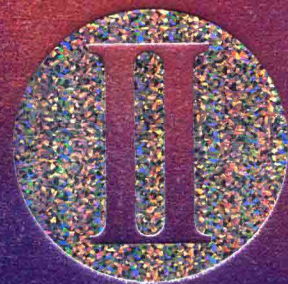


# 酒吧与餐厅设计

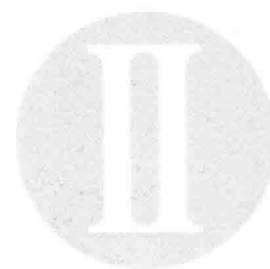
Restaurant and Bar Design





# 酒吧与餐厅设计

Restaurant and Bar Design



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Preface by Lisa Hassanzadeh

Concrete Architectural Associates



Designing in the field of hospitality asks for an understanding of what hospitality means today.

Hospitality is about personal care and providing for the guests' needs. It demands an intuitional sense or profound knowledge about what the guests of today and tomorrow want, what they long for and what they have missed so far.

Restaurant and bars are places of hospitality which can be both: your 'home away from home' or your ultimate 'escape from home'.

In the first case one is longing for a place Ray Oldenburg once described as the third place. A place in which one acts and feels at home without actually being at home. A place that is a copy of home and sometimes even better than its origin. A place for a relaxed evening and a formal meeting alike. A place always filled with old and new friends and your favourite drinks and bites – both available at any time. A place easily to reach – preferably in walking distance. A place one identifies with.

In the second case one is longing for a compensation for everything which is absent in everyday life. It is an escape from routine into the specific. It is offering different atmospheres, forms, experiences and even identities. It is all about what is not part of daily life and therefore unexpected and impressive.

This obviously means that the definition of 'home' and 'escape' is highly subjective and context driven. What can be a 'home away from home' in one place can be an 'escape from home' in the other. But globalization and almost unlimited mobility in most parts of the developed world made the world smaller and made it possible that similar lifestyles – and therefore contextes – occurred almost simultaneously in different cities, even if they are located half a world apart from each other. A phenomenon which made global franchising possible with all its threats of cultural unification. But which is also a chance for non generic, thus specific designs to be understood all over the world and being an escape or a third place for people with a similar set of mind no matter which nationality or age they have.

Most of the restaurants and bars we developed so far were not based on a profound brief from the owner but on a space and a context from which we developed a concept with a program and identity needed or longed for by the very target group. The context tells whether it needs to be an 'escape' or a 'home away from home'. A context is always local, which does not mean that only locals are considered as guests. But it makes sure that the peculiarities of a place are respected, pronounced and sometimes brought back to life or even are discovered. The context and the very needs of the target group with its specific lifestyle is in first place the starting point for all our designs rather than the size, budget, fashion or our individual taste. This combined with a sense for functionality and commerce is the unifying basis for our diverse portfolio in the hospitality industry. It all starts and ends with the guests.



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# Bluarch

Cienna Restaurant  
Juliet  
Dekko Cafe  
Cienna Ultralounge  
Hello Pasta  
Hudson Eatery

## Introduction:

Bluarch architecture + interiors is an award-winning founded by Antonio Di Oronzo. It is a practice dedicated to design innovation and technical excellence providing complete services in master planning, architecture and interior design. At Bluarch, Architecture is an aesthetic and logical endeavor that offers shelter to layered human needs. It is a narrative of complex systems which offer beauty

and efficiency through tension and decoration. The growing intersection of the arts, science and technology is seen as the opportunity to research and represent human organic interaction. Digital tools and technologies are an integral part of the planning process and a preferred means to implement new approaches to design.



# Cienna Restaurant

Bluarch

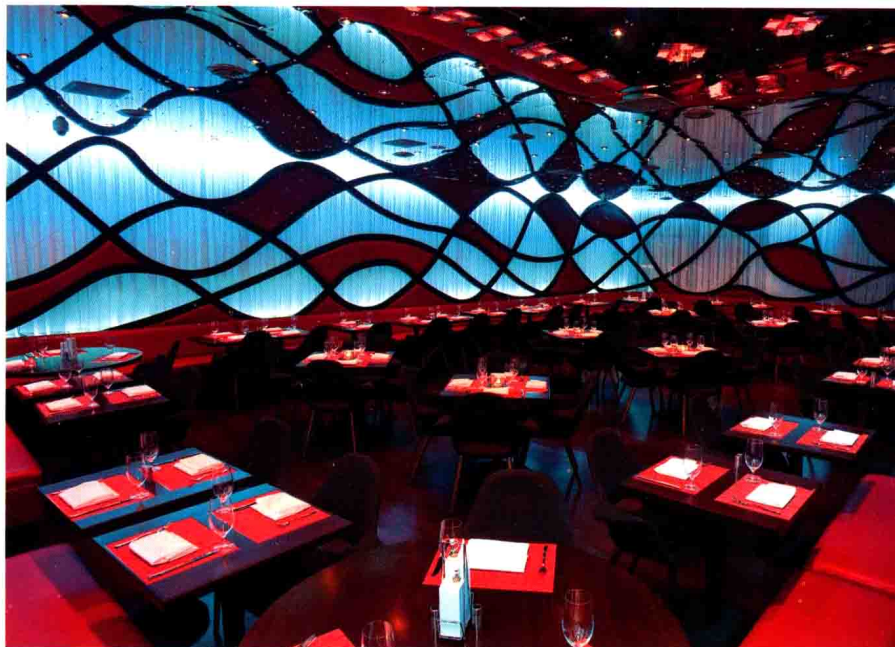
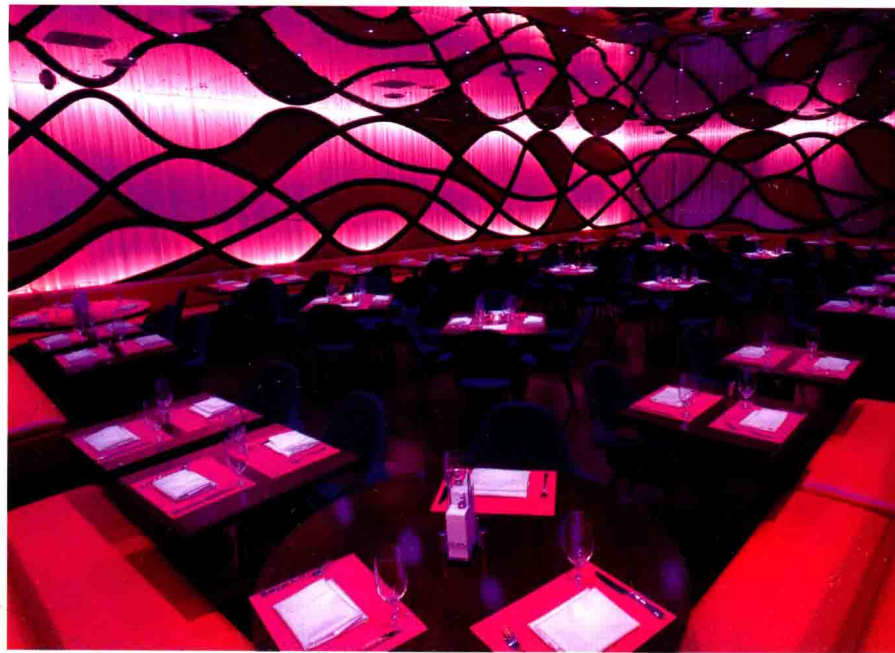
Location: New York

Designer: Antonio Di Oronzo

Photographer: ADO







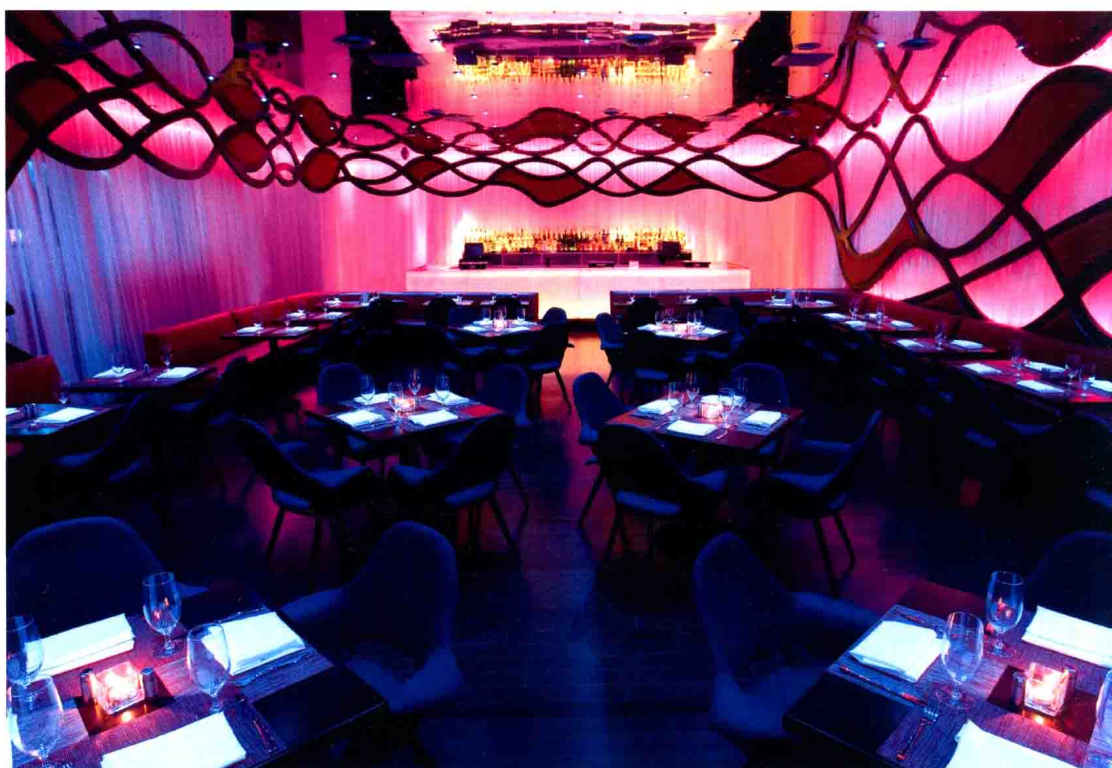




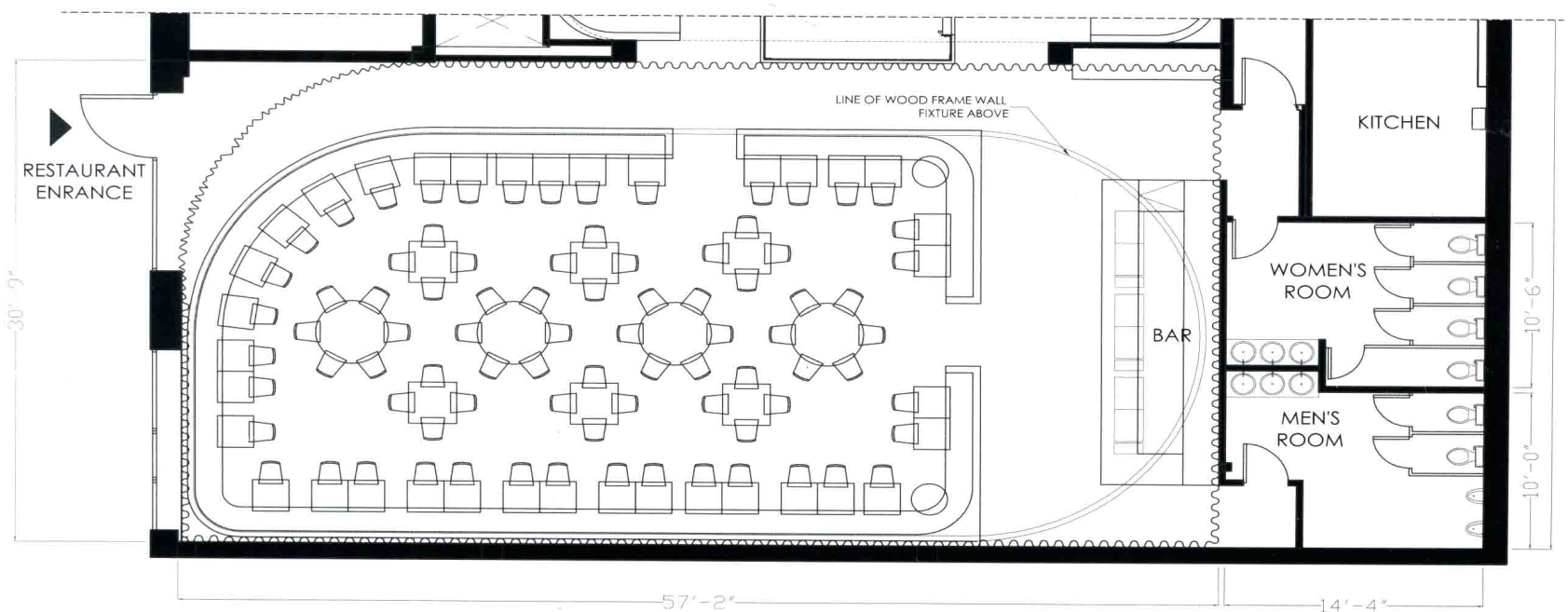
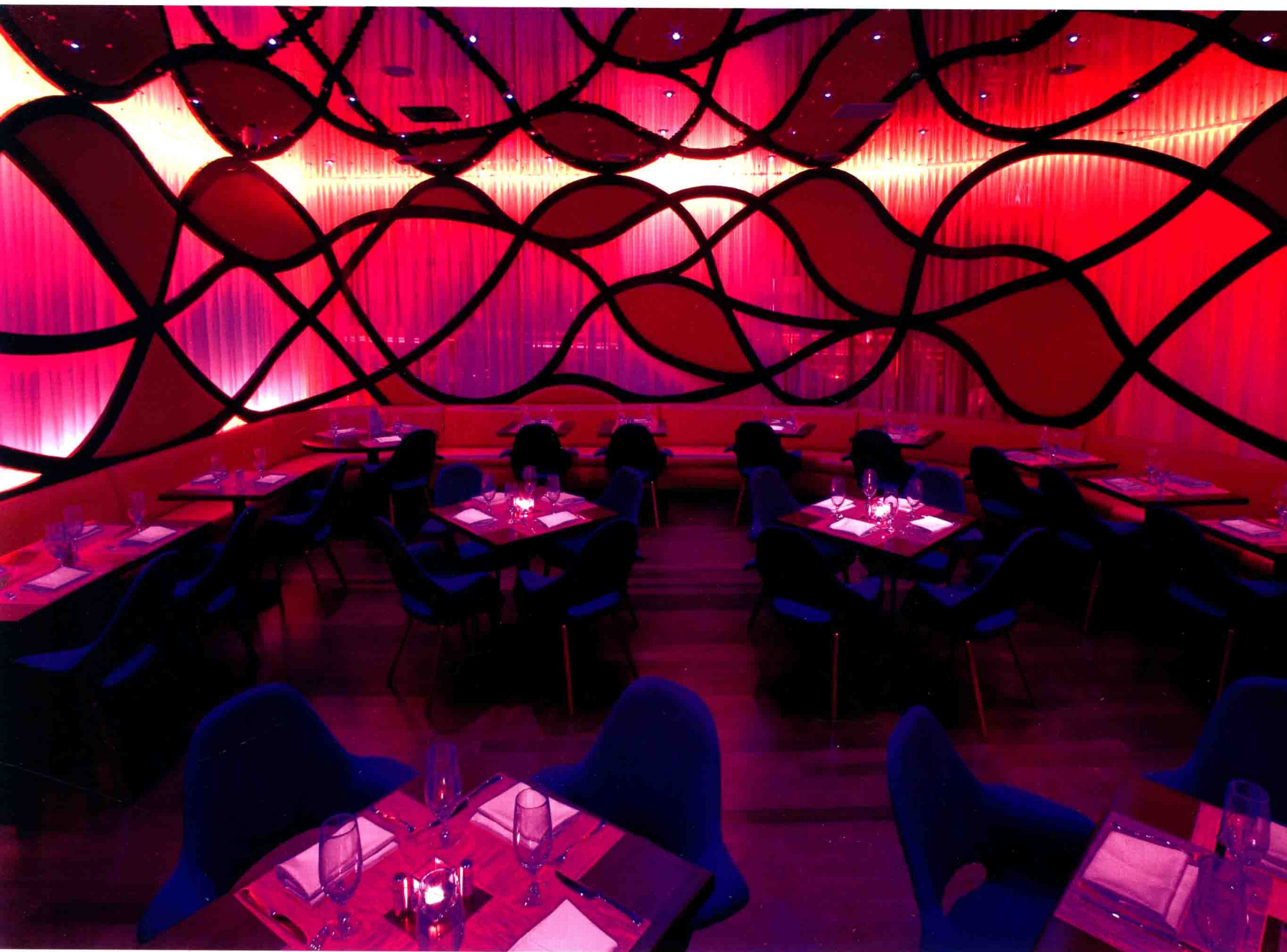
Cienna Restaurant is a venue in the heart of Astoria [Queens, NY]. Designed for Chef Eric Hara [Chef at the Oak Room at the Plaza Hotel], this venue offers fine dining through a contemporary American menu with influences from Mediterranean, French, and Asian cuisines.

This project is a conceptual exercise on lightness as a philosophical category. Greek philosopher Heraclitus defined lightness as a fundamental mode of existence with absence of existential burden. This venue formalizes the flexible, the weightless, the mobile, the connective vectors as distinct from structure it offers experiential lightness.

The layered lightness of the design exemplifies the fleeting, the ephemeral, the whimsical excitement of the present moment. A sinuous pattern of mahogany wood members is punctuated by plush upholstered panels in a saturated red. The sheer rose curtains behind this latticework multiply a weightless, mobile sense of space, as they vibrate in reflections and translucency. The bar is a lighted prism of pink onyx which seemingly floats diaphanous while diffusing a soft glow. The chairs designed by Charles and Ray Eames and Eero Saarinen organically embrace the diners, as their experience is sensually lifted by the luscious food and the warm environment. The lighting design is integral to the seamless performance of all design systems. A state-of-the-art LED system of fixtures allows for total flexibility of ambience and mood.









# Juliet

Bluarch

Location: Chelsea, New York  
Designer: Antonio Di Oronzo

