

Designing a Restaurant



Michael Buzzy O'Keefe: The Man Behind Brooklyn's River Café

This iconic New York restaurateur has been quoted saying the following, “every dining experience has at least 1000 elements that our guests come in contact with, the only way to be truly successful is to adhere to at least 1001 elements.

Mr. O'Keefe has designed all of his own restaurants himself. Over several decades he has created some of New York city's most memorable dining venues. The reason he designs all his own restaurants is that he believes that everything his guests sees, hears, tastes, touches and smells, are part of those 1001 elements of the guest experience.

With those thoughts in mind, it is safe to say but the guest experience really begins during the design stage with regard to opening a restaurant.

Just like the products that you serve, you need to be clear in your image and identity of your establishment. Once you have agreed on the overall style of the restaurant, you need to take that design direction, and make sure you include it in all of your decisions. I am not just

referring to what colors of the walls, what type of flooring will we use, what will be our color schemes, etc. You need to ensure that you incorporate your design direction in decisions like, what type of plate wear will I be using, what will I be putting on my tabletop, what style glassware would I be using, how will my employees dress, and so on. If you stick with your design direction, you will be on a good path of creating an identity that will match your guests perceive your concept.

Below is an example of some notes on a classic design style:

Art Deco 1925-1940



Characteristics of the Art Deco style originated in France in the mid-to-late 1910s, came to maturation during the Exposition Internationale des Arts Décoratifs et Industriels Modernes held in Paris in 1925, and developed into a major style in western Europe and the United States during the 1930s.

Identifiable Features

- Smooth wall surface.
- Sharp edged, linear appearance.
- Stylized decorative elements using geometrical forms, zigzags, chevrons.
- Low relief decorative panels.
- Stepped or set back front facade.
- Strips of windows with decorative spandrels.
- Reeding and fluting around doors and windows.

What made Art Deco so popular?

Art Deco was inherently ornamental and decorative. Nevertheless, as it was strongly related to other art movements and even taking from diverse cultural influences, Art Deco's **clean shapes, bright strong colors and use of expensive materials** demonstrate a strong relation with Modernism's break with the past.

Enameling and marquetry were popular techniques for Art Deco furnishings where vivid color, angularity and glossy curves became hallmarks of the period. As transportation took to the skies, Art Deco took note, capturing the world's new love affair with air travel in its futuristic and streamlined details and accents.

They are: **Zigzag, or Jazz Moderne; WPA, or Classical Moderne; and Streamline Moderne**. This is the earliest style of Art Deco architecture. In the U.S. it traces its origins to the Chicago Tribune competition of 1922 and the rendering studies of Hugh Ferriss.

Art Deco is a striking and versatile style that **continues to influence architecture, design and art around the world**. In contemporary design, Art Deco is adored for its vintage yet contemporary feel which lends itself to both modern and traditional design schemes.