



Food & Beverage

Our Design Philosophy

Why Work With Us

- Your design will be **uniquely yours**.
- Our smart design = **lower long-term costs**
- We design for **efficient** restaurant operations
- We design for hospitality that feels **effortless**
- We have **deep technical** expertise
- Our experience **anticipates challenges**
- Because we do the architecture and interior design, we have **built-in efficiency**

Your design will be uniquely yours

We understand that this is your vision.

What is your brand and how does it translate into your space? What will your customers and guests experience? We use our highly attuned design eye and deep experience to create a three-dimensional manifestation of your vision.

Our design philosophy centers around creating places with meaning and DEPTH

- Dynamic
- Emotive , Experience-based
- Personal
- Timeless
- Human- centered

We've completed **150 + F&B projects** to date, with a broad range of clients, from mom + pop to national brands.

We have **deep interior design expertise** and can adeptly source and specify beautiful and durable commercial-grade finishes, furniture and fixtures.

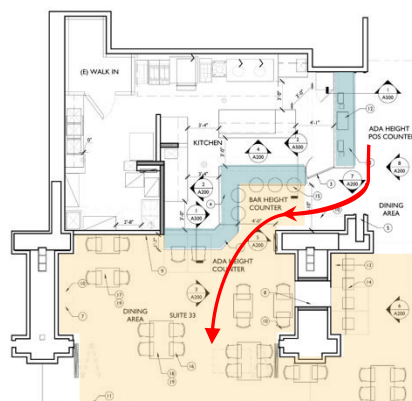
We prioritize customer experience, especially **lighting and sound**, and partner with sound engineers and lighting designers to create dynamic, award-winning spaces.

Smart Design = Lower Long-Term Costs

Great service feels seamless—for staff and for customers.

We design with hospitality in mind, supporting smooth movement, clean sightlines, and intuitive wayfinding and overall guest experiences.

A good layout can reduce staffing needs and increase efficiency.



We Design for Efficient Restaurant Operations

Flow is everything. We design with efficient and consistent daily operations in mind:

- Moving Product:
 - Raw materials in
 - Finished food out
 - Soiled dishes and waste back
- Moving Staff and Patrons:
 - Making **sure sightlines are clear** between host and entering guests
 - Minimizing cross traffic
 - Minimizing steps for bartenders, cooks and runners
- Service Operations
 - Server Stations are well designed and within sightlines to guests
 - Efficient Trash and load-in locations
 - Durable materials** for hand-truck paths and corridors
- Low Maintenance Costs
 - We specify durable, **easy-to-maintain finishes** and use smart detailing to minimize cleaning and maintenance costs over time

Hospitality that Feels Effortless

We design with hospitality in mind, providing warm, inclusive spaces with **ergonomic seating, comfortable lighting and the ability to hear your dining companions**. There are no bad seats in our dining rooms, and the options are varied and interesting, so that every visit feels different and new.

We value a **layered lighting design** highlighting feature elements and back bars, avoiding glaring overhead lighting at all costs.

Attention to acoustics and **sound attenuation** preserves customer comfort and keeps them coming back.



At the vinyl listening bar, Bar Shiru, we used acoustic fabric art and soft layered lighting to create a serene audiophile environment.

Deep Technical Expertise

We have **over 30 years of restaurant design** experience coordinating with MEP, food service equipment, and structural consultants. We understand venting, hoods, ansul systems, and food service equipment of all types. We've built a small trusted team of consultants and contractors that bring creativity and efficiency to your project, saving time and money in countless ways.

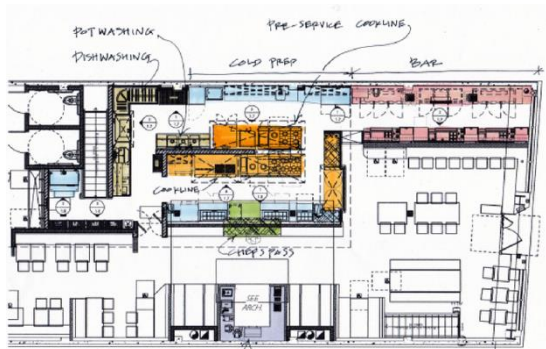
Our experienced team of consultants operate on a higher level of understanding (cost, constructability) and bring creative solutions to complex problems.

We have over three decades of building code experience and we know the health and building departments of every major bay area jurisdiction.

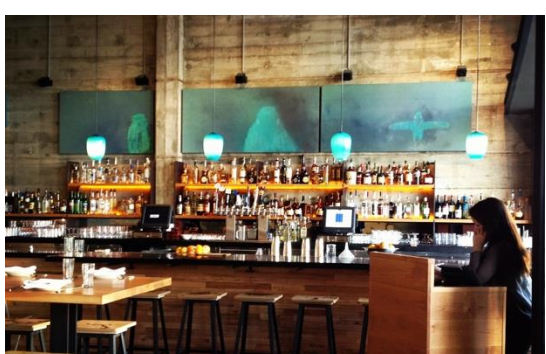
We've personally worked with dozens of **F&B focused general contractors** and have strong relationships with a select few. The best GC listens and communicates early and often, knows the ins and outs of restaurant construction and specific jurisdictions, and is a willing and open creative partner. We can recommend these top tier GC's for your project.



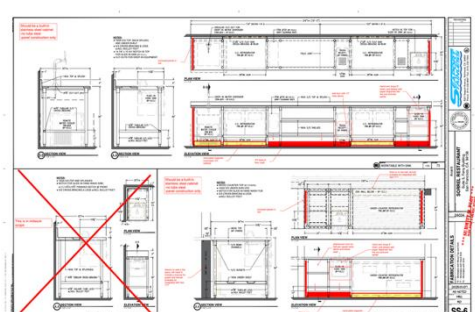
Lunette in the SF Ferry Building combined two separate retail spaces into one. We needed to maximize seating while making it easy to order and find a seat. A stepped dining counter leads patrons from the POS to the dining area, the Ferry Building's first sit-down open corner space.



At Yellow Moto, brass wainscot protects walls from tables and chairs while tile and steel baseboards resist damage from mopping.



At Yellow Moto and Comal, digitally printed acoustic fabric becomes wall and ceiling art, dampening reverberation and absorbing noise in the dining room.



A common bid duplication is showing stainless steel shelving in the millwork scope and the food service equipment scope. Duplication of information is a common cause of change orders.

We always begin plan layouts by re-using existing MEP locations to save on construction costs.