

CLIENT PROFILE

Tony Riviera, the man who stands on top when it comes to the business. With just a little over 25 years of experience he has earned the title "Tony Riviera: Founder, President and CEO", of not just one but many different restaurant chains. Including: Primo Gelo, Cafe Primo, The Red Burrito, Tony Maroni's Gourmet Pizza chain. Tony wants to open a high end organic food market that will appeal to young, foodie, hipster crowd who have money to burn. Tony wants a design style that represents four key elements: High-End, Classy, Approachable and Affordable.

CONCEPT

PROGRAM

MARKET

- Beer & Wine specialty wall
- Specialty shelving.
- 2-3 P.O.S.

PREPARED FOODS

- 1 P.O.S.
- Soup & Salad bar
- Prepackaged to-go food

RESTAURANT

- Seats 60 people with outdoor seating.

BAR

- Near a restroom.

DEMONSTRATION KITCHEN

- Open to the public.
- Holds up to 15 students at a time.
- 1 main demonstration set up with multiple small stations.

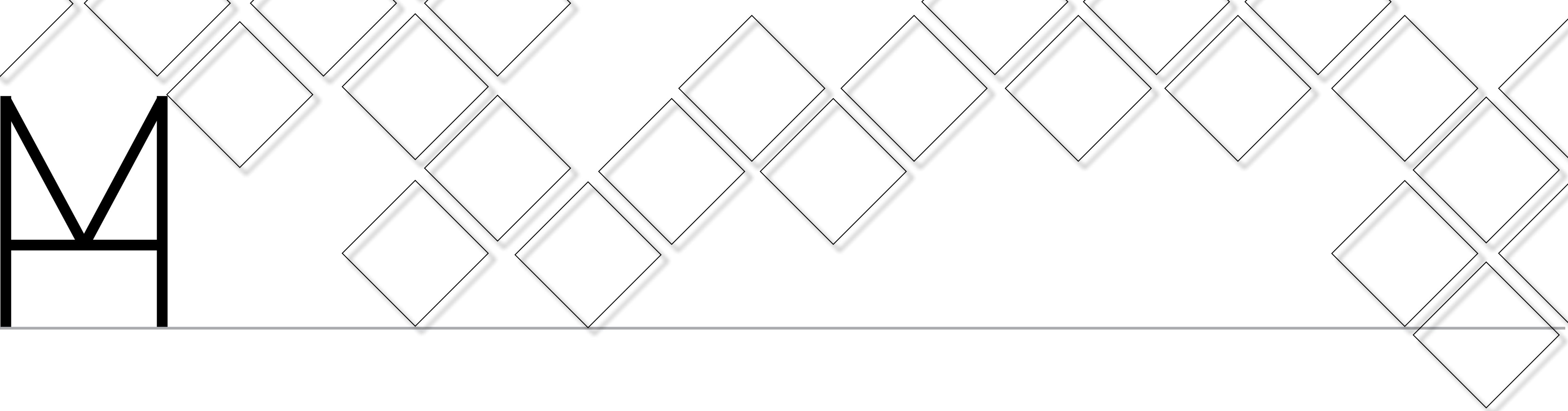
CUSTOMER RESTROOMS

PRIVATE EMPLOYEE AREA

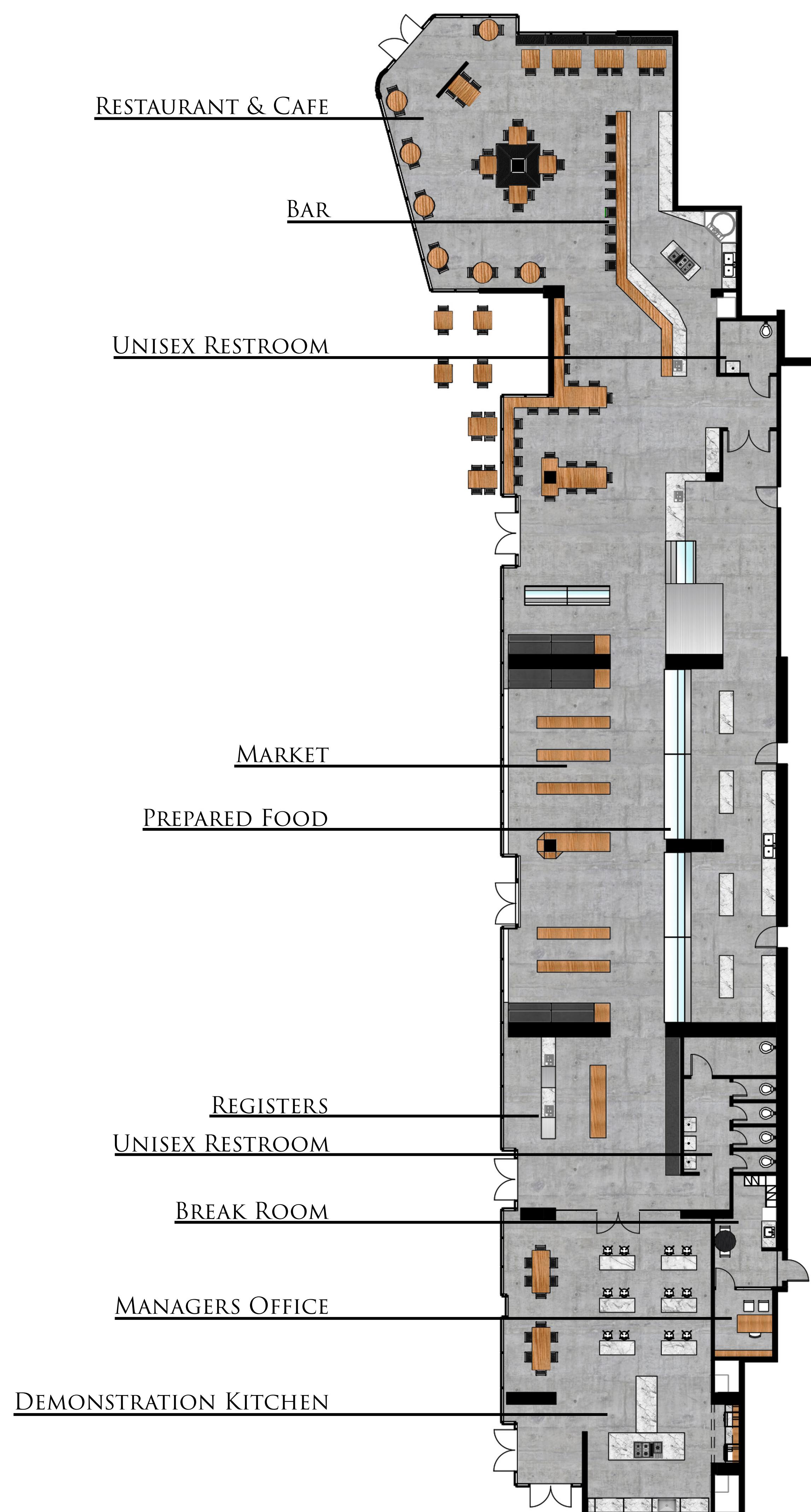
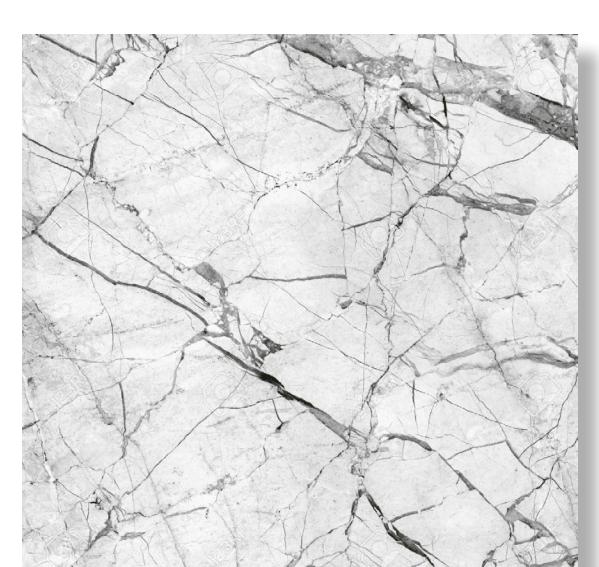
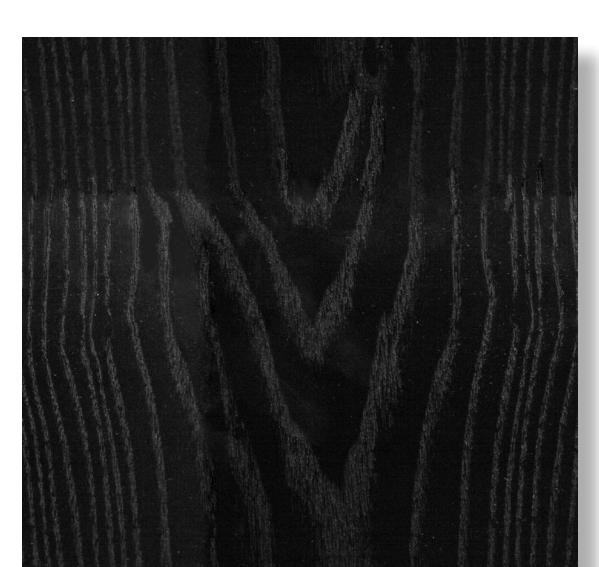
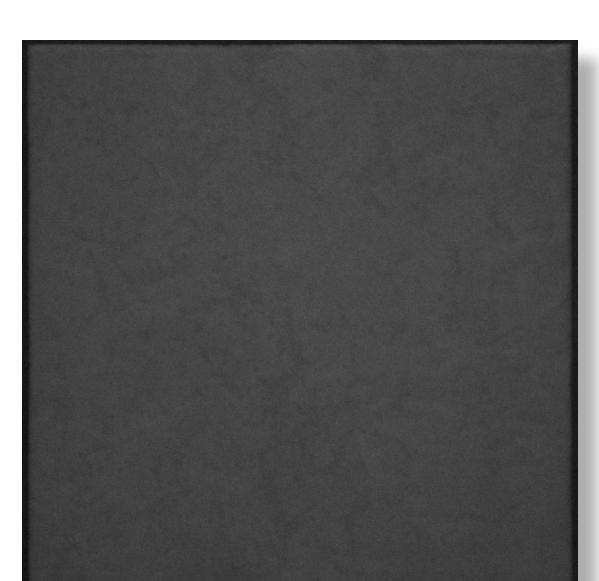
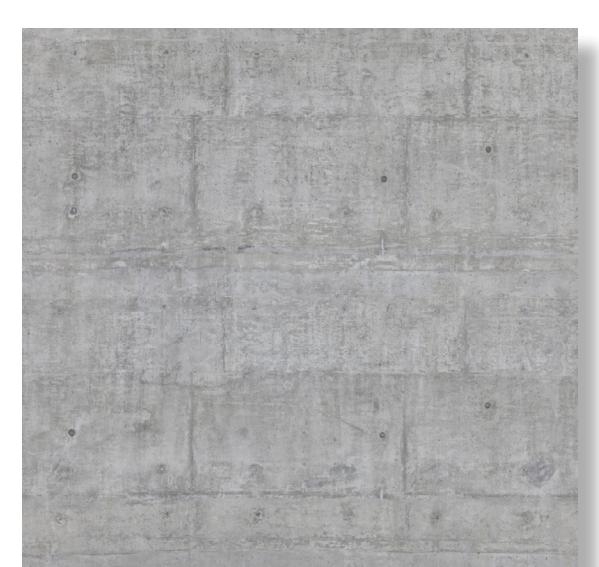
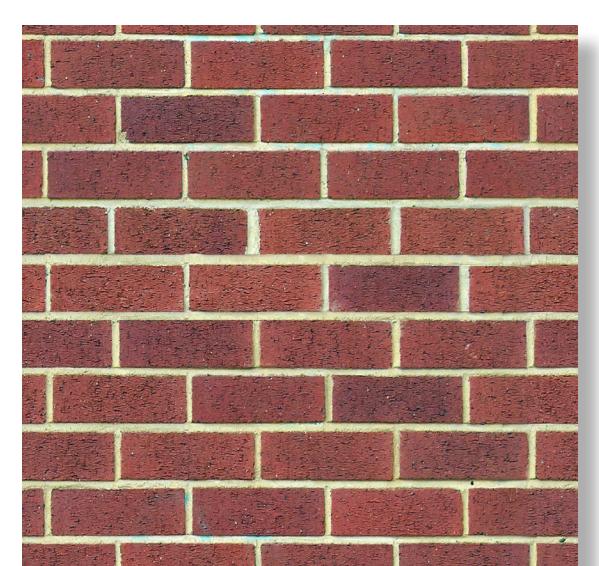
- Managers office.
- Break Room that includes seating and a kitchenette.
- Lockers for the Employees

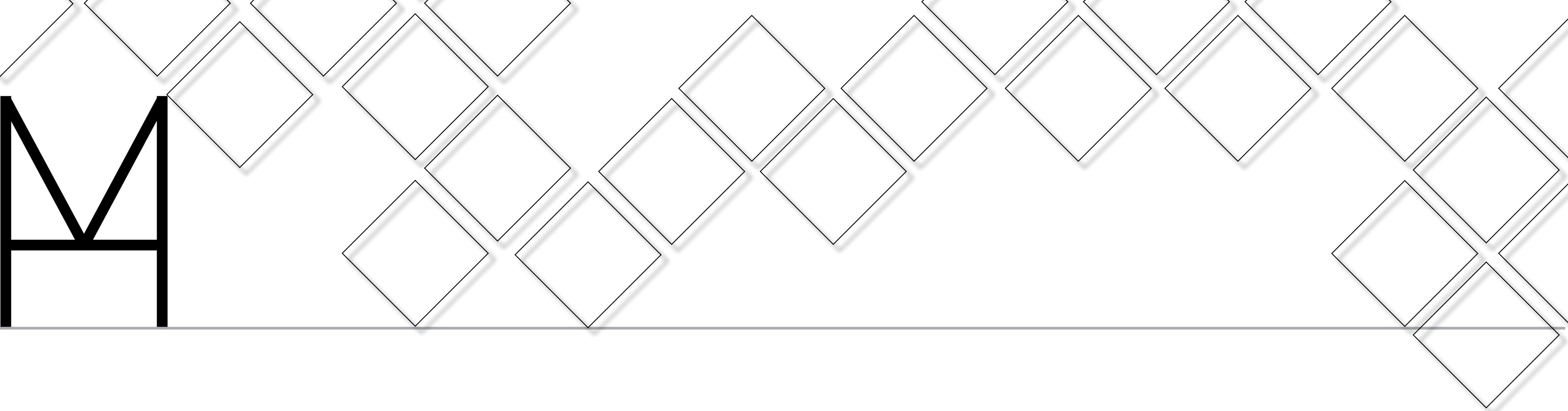
My concept is a bridge. My inspiration came from walking through the neighborhood where Market Hall will be located, this is where I found the Mission bay 4th Street bridge. Bridges connect two lands separated by a body of water or in another sense, two worlds. This neighborhood used to be old and now it is up and coming. With the bridge being my design inspiration the design will connect the two worlds together. With my design I want to connect the world of the locals, what already exists and what it used to be with the new, upscale, modern place it is becoming. Tony says he wants to be part of the neighborhood and community and in order to do that one must mix the old with the new.



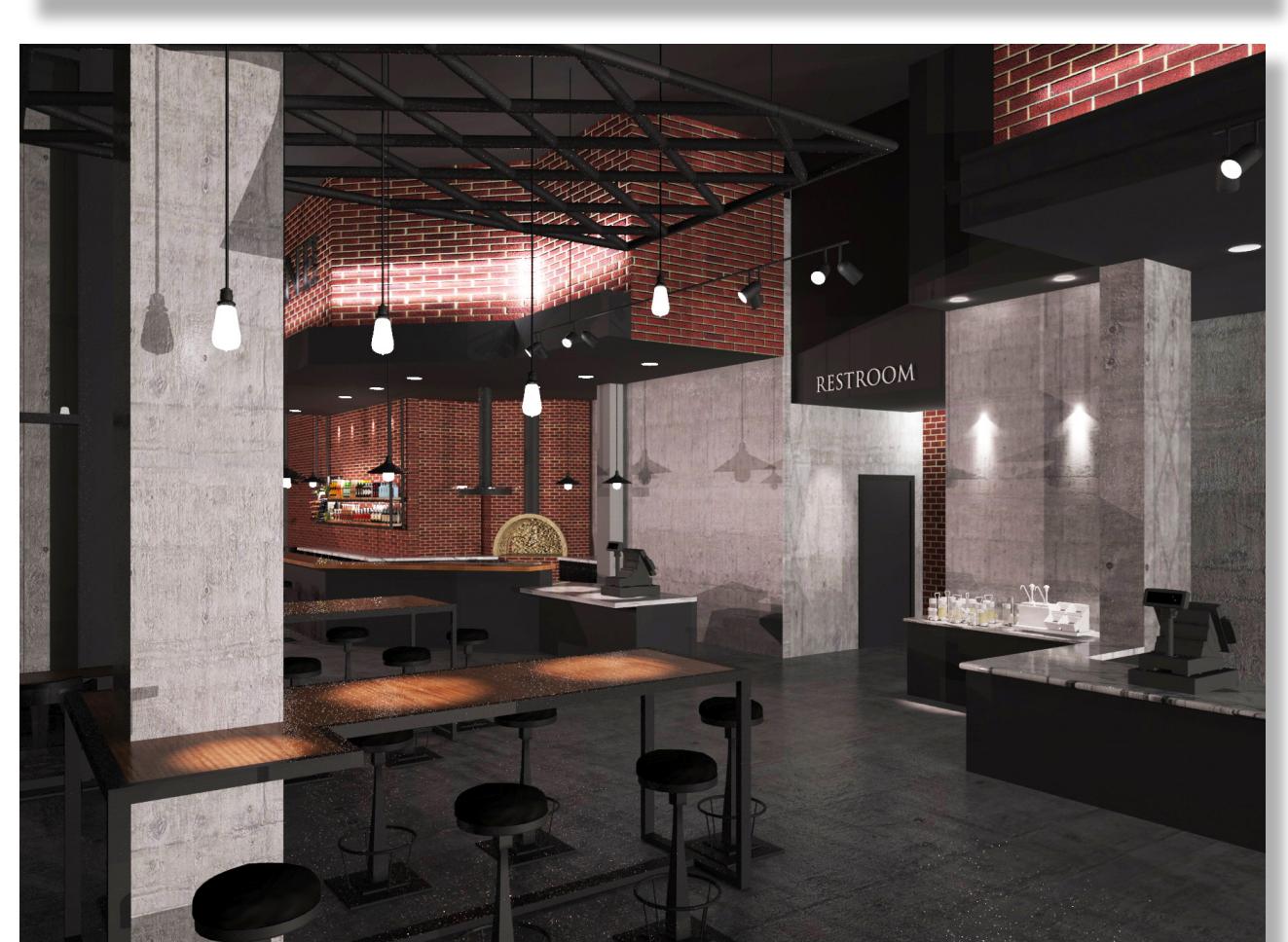
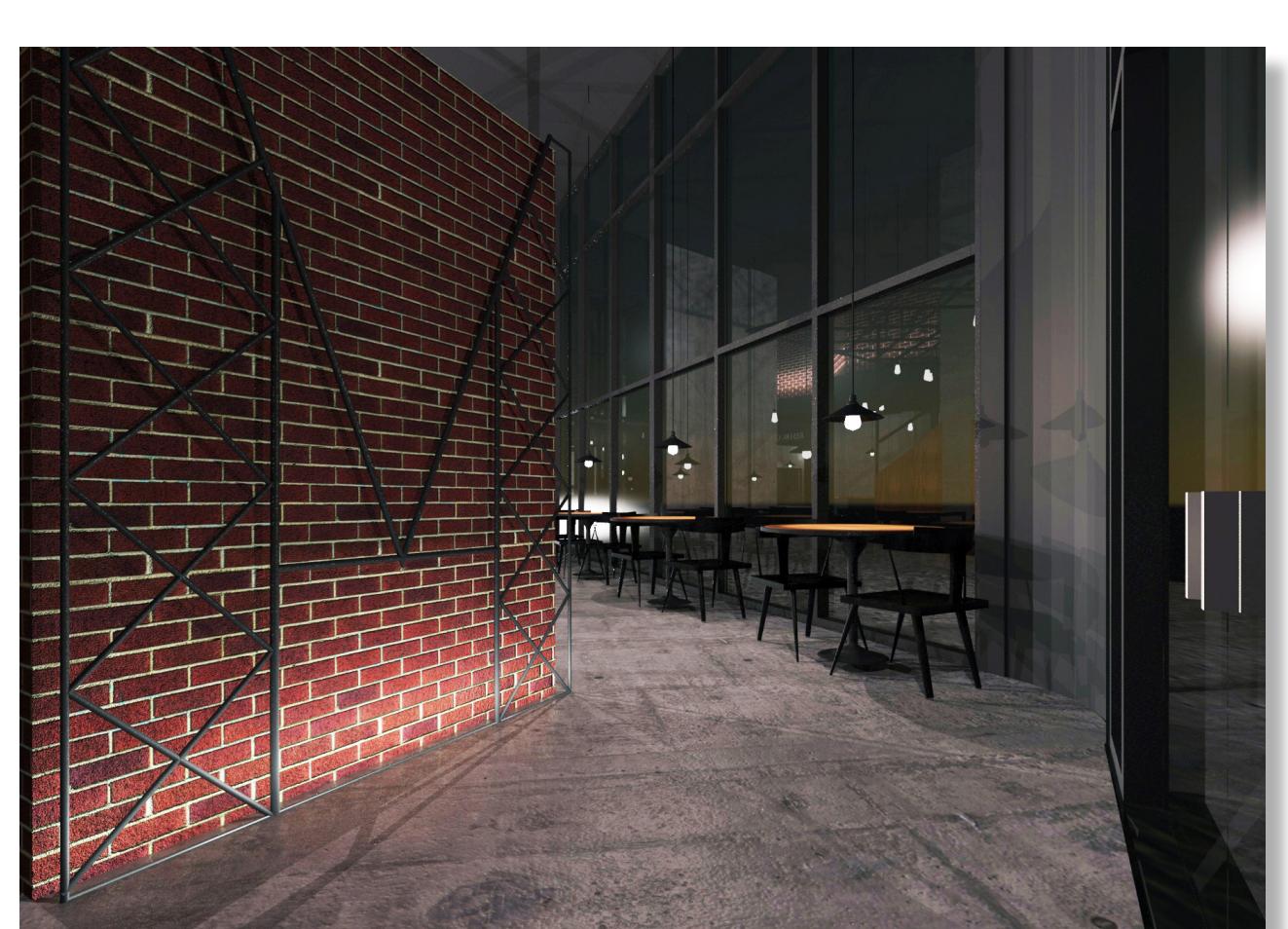
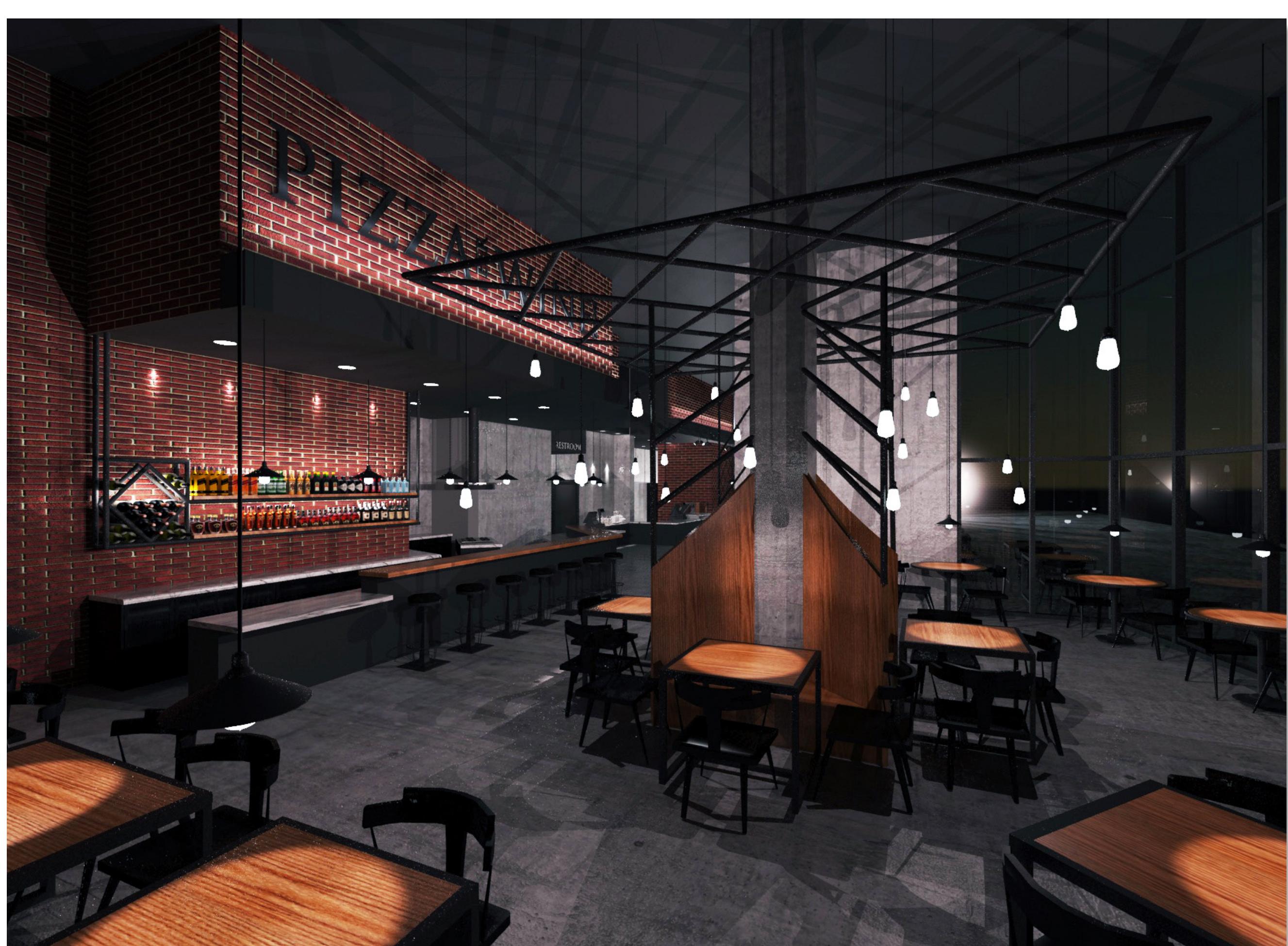
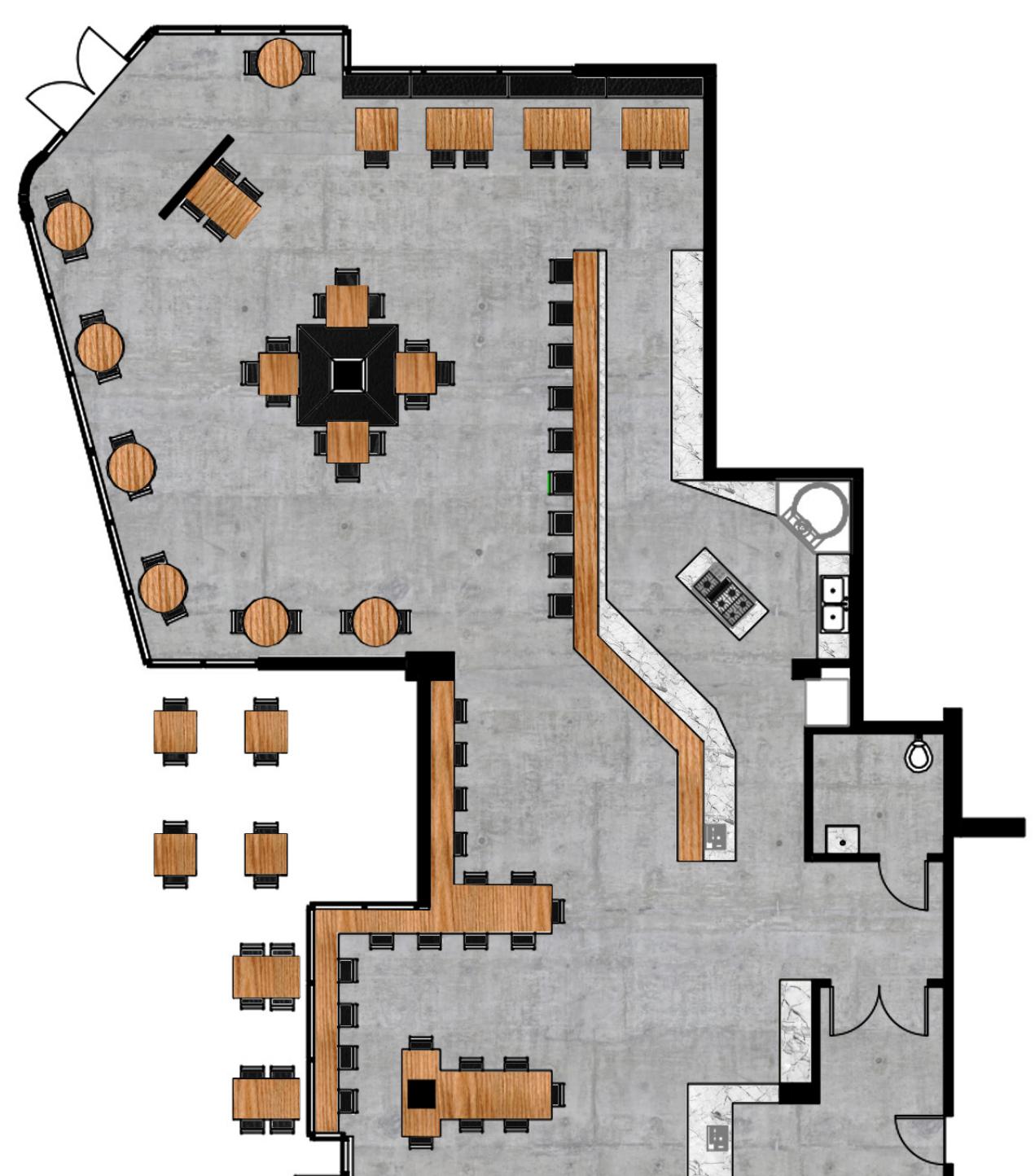
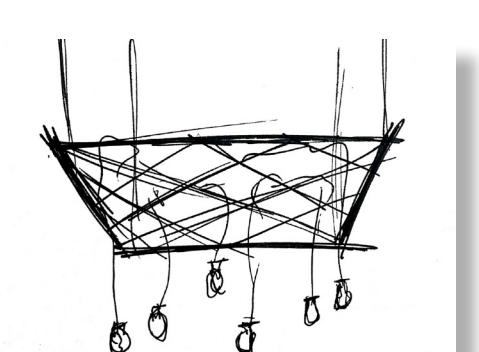
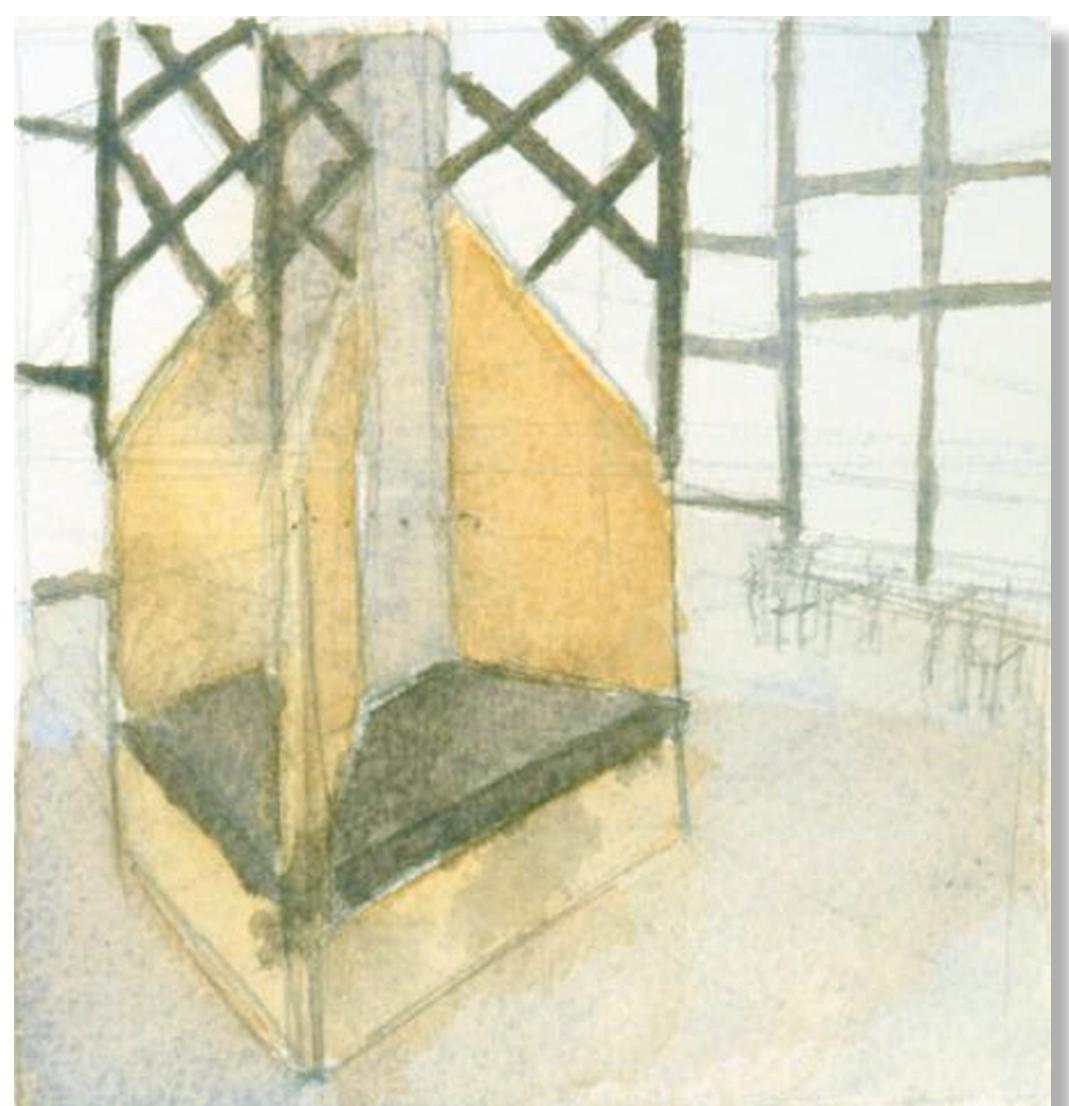


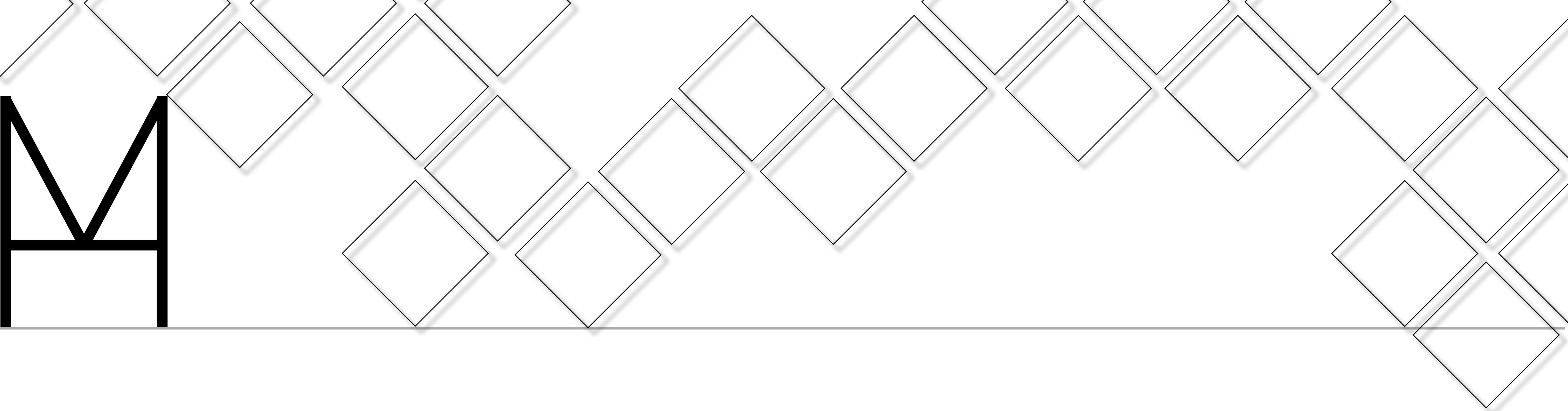
FLOOR PLAN



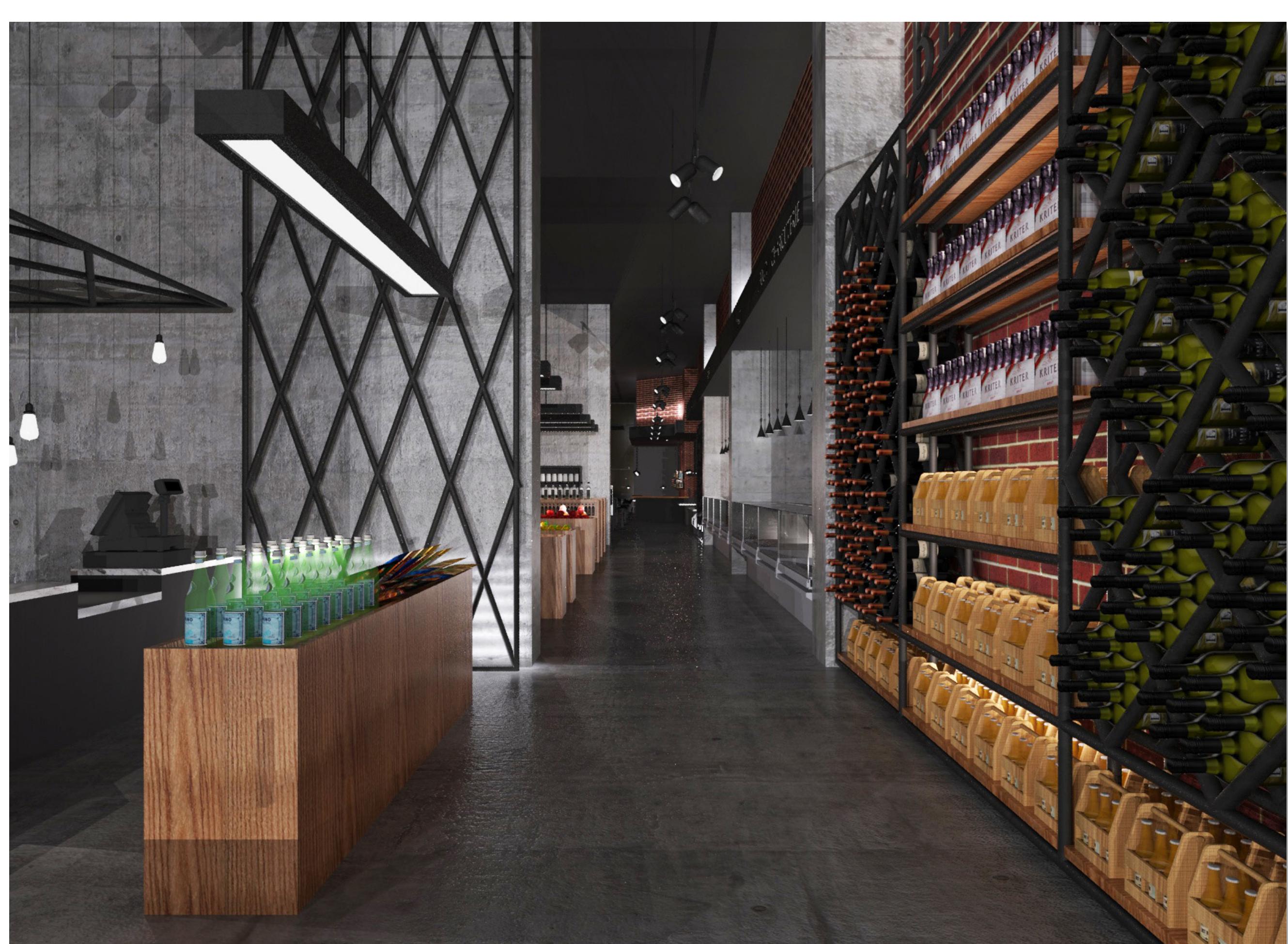
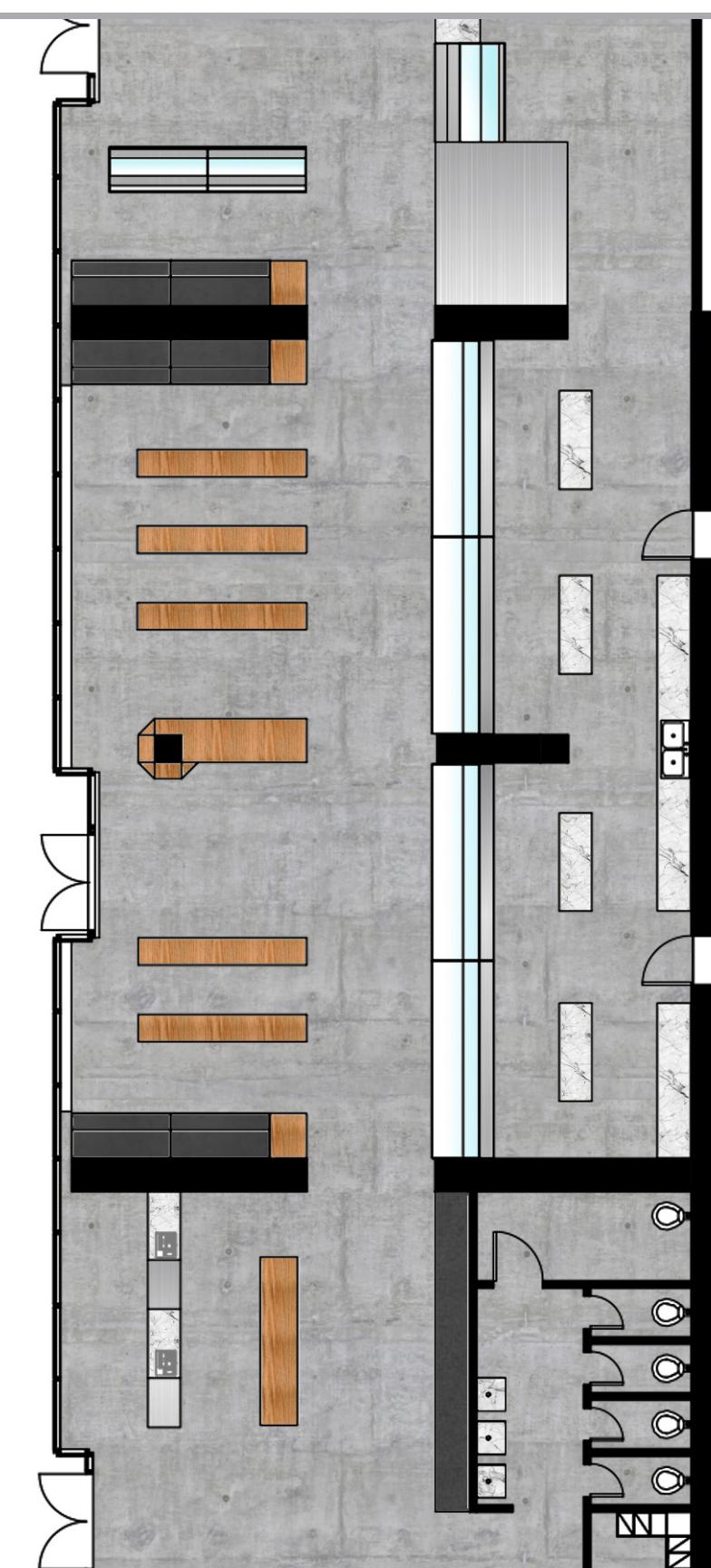
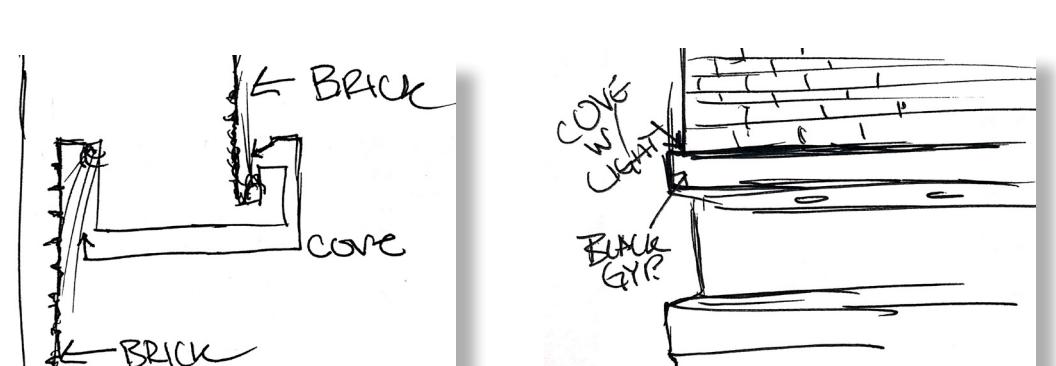
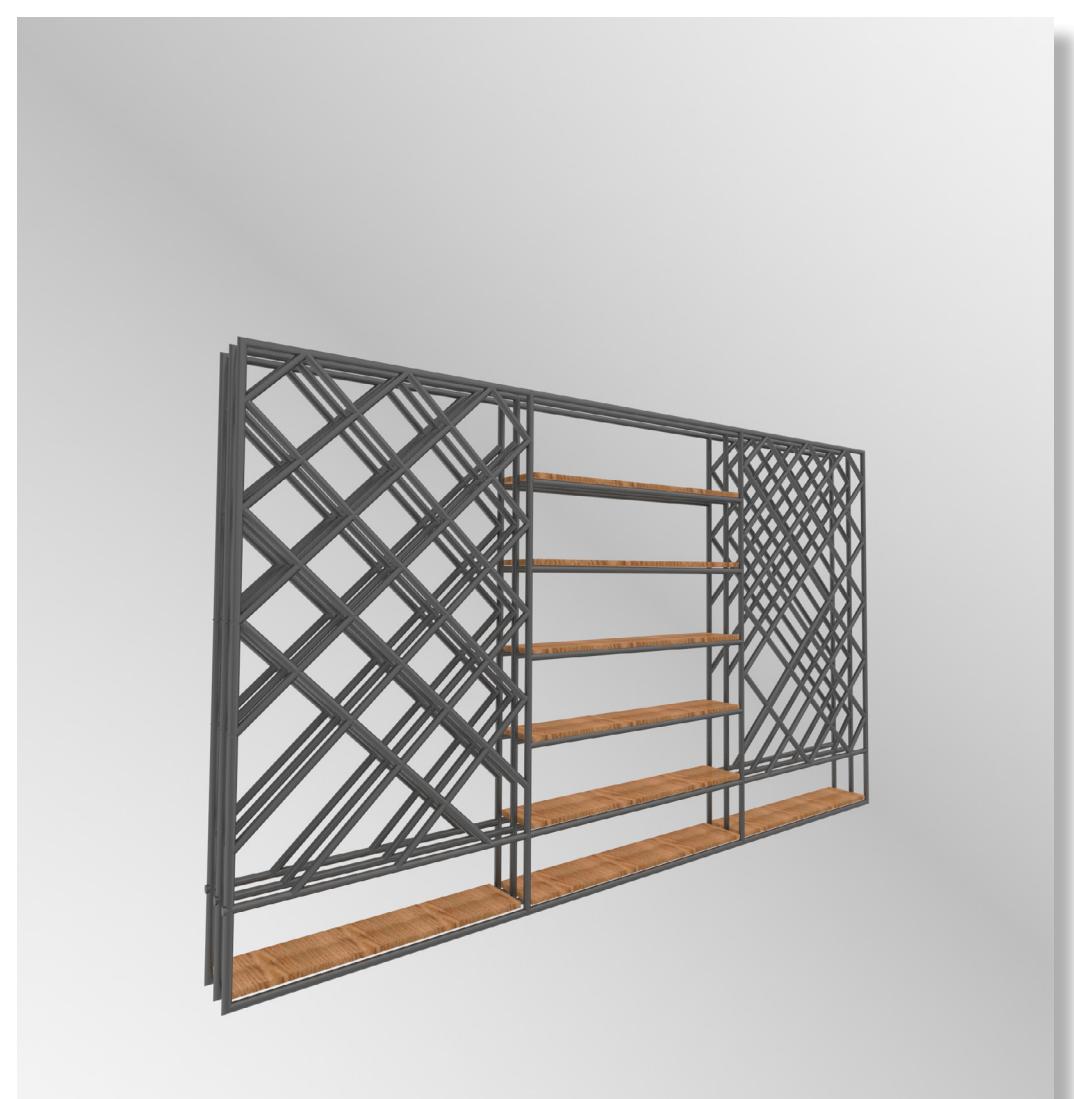


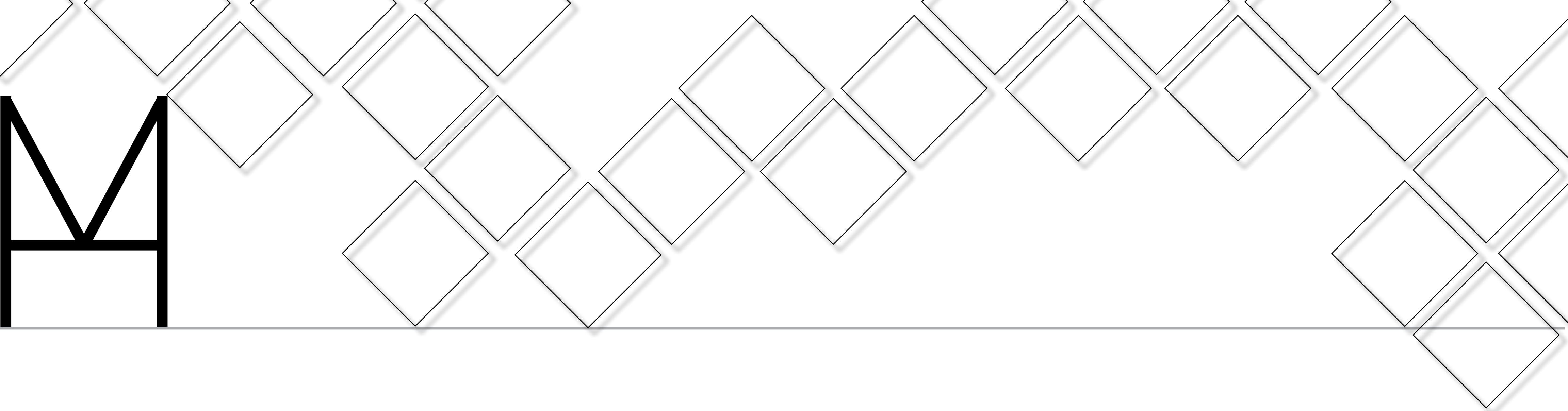
RESTAURANT & CAFE



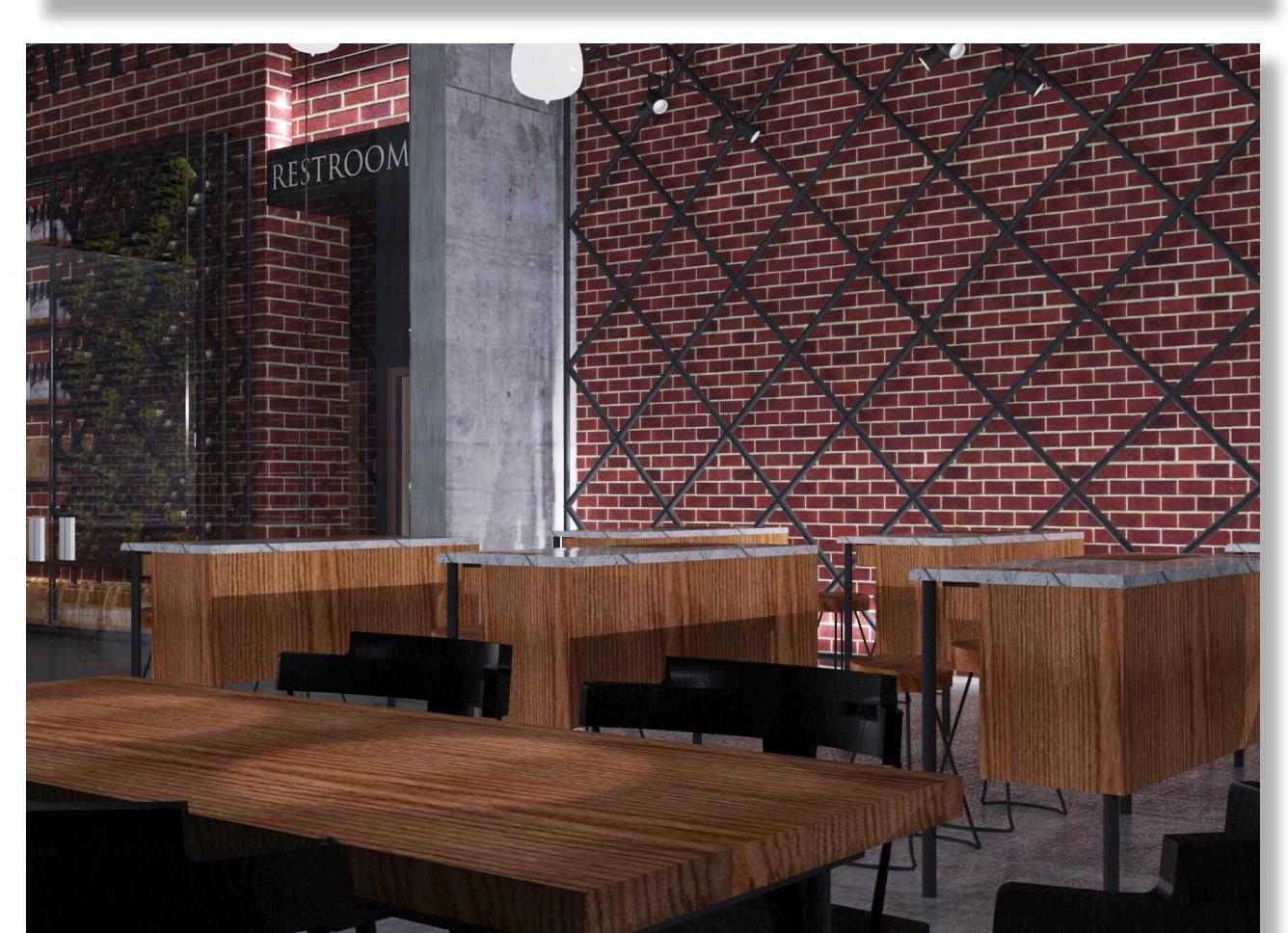
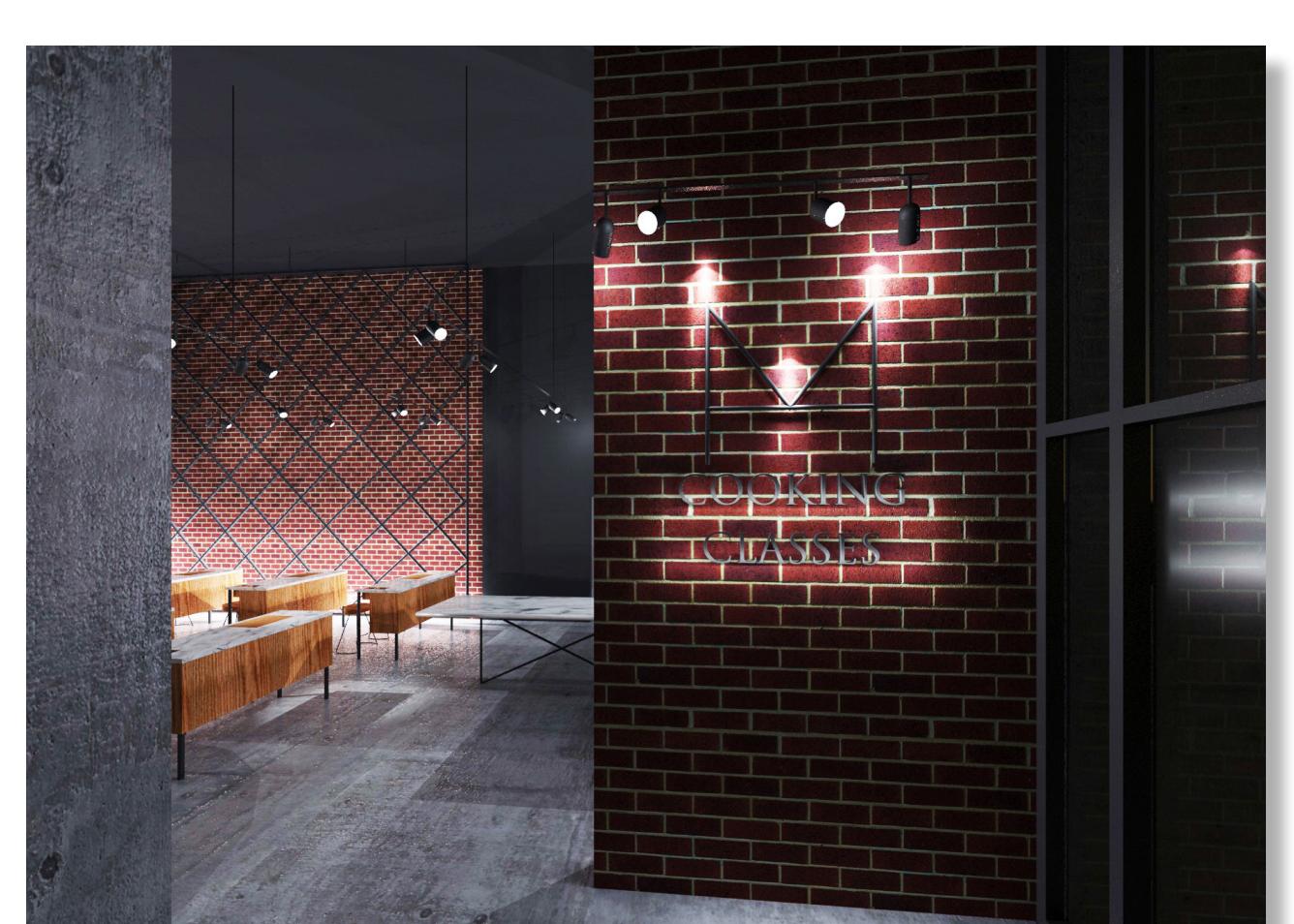
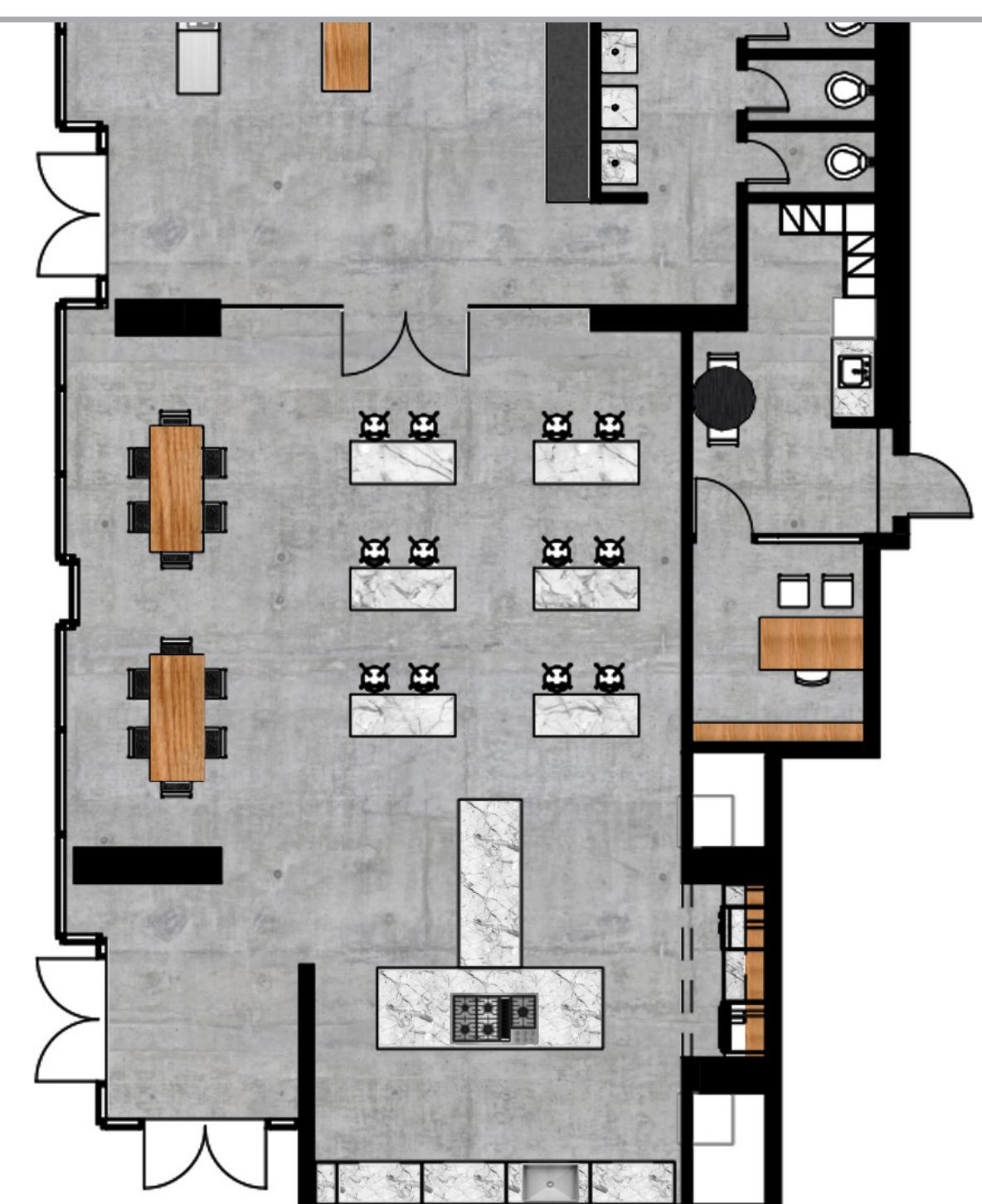
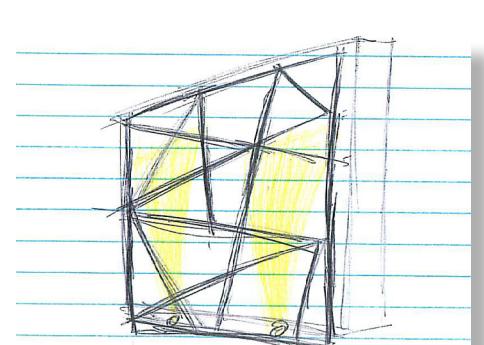
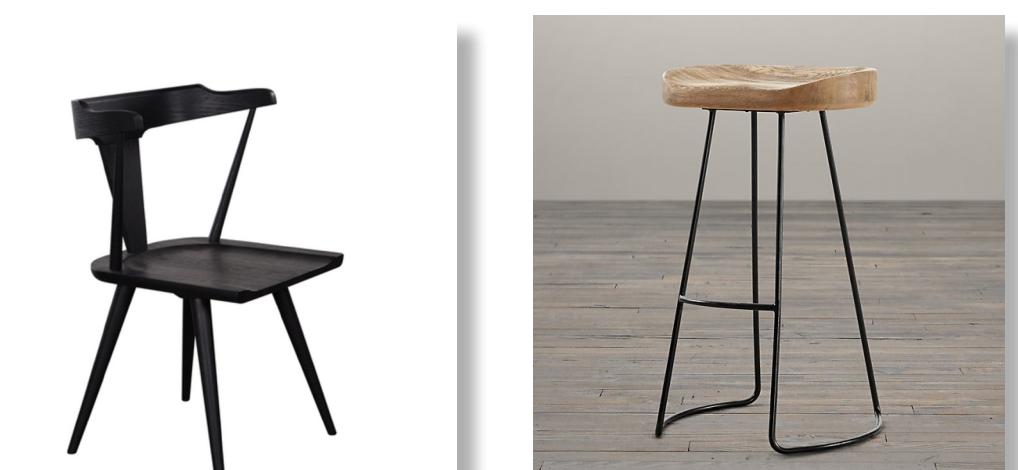


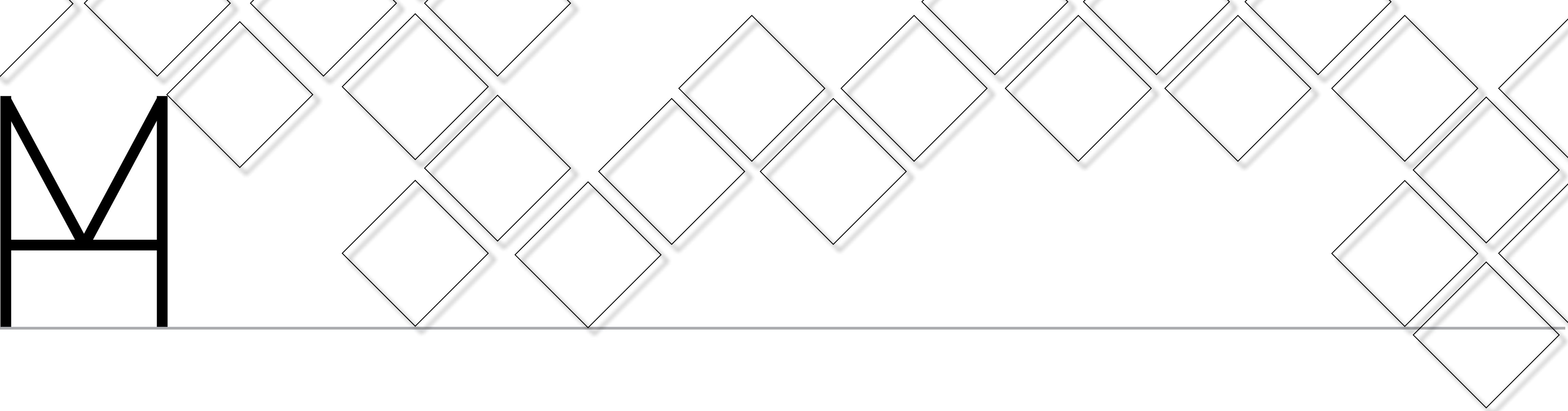
MARKET





DEMONSTRATION KITCHEN





BRANDING

