

Twenty of
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A TREND REPORT

EXPERIENTIAL DESIGN

A 10-STEP GUIDE TO ELEVATE F&B SPACES

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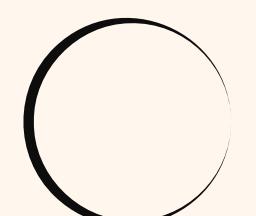
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WHAT IS EXPERIENTIAL DESIGN AND WHY IS IT IMPORTANT TO TAKE THE 360-DEGREE APPROACH?

Welcome to TwentyOne06's trend report, a comprehensive guide to elevating experiential design within the realm of restaurants and F&B spaces. In a dynamic and competitive industry, the significance of experiential design cannot be overstated. It goes beyond the mere aesthetics of a space; it's about crafting immersive, memorable, and emotionally resonant experiences for diners. Experiential design in restaurants involves a thoughtful orchestration of elements, from visual and tactile aesthetics to the seamless flow of the customer journey.

In this report, we delve into the core principles of a 10-step guide that reflects our deep understanding of the pivotal role experiential design plays in enhancing brand identity, customer satisfaction, and overall success in the F&B landscape. Join us as we explore the art and science of transforming spaces into captivating, engaging, and unforgettable culinary destinations.

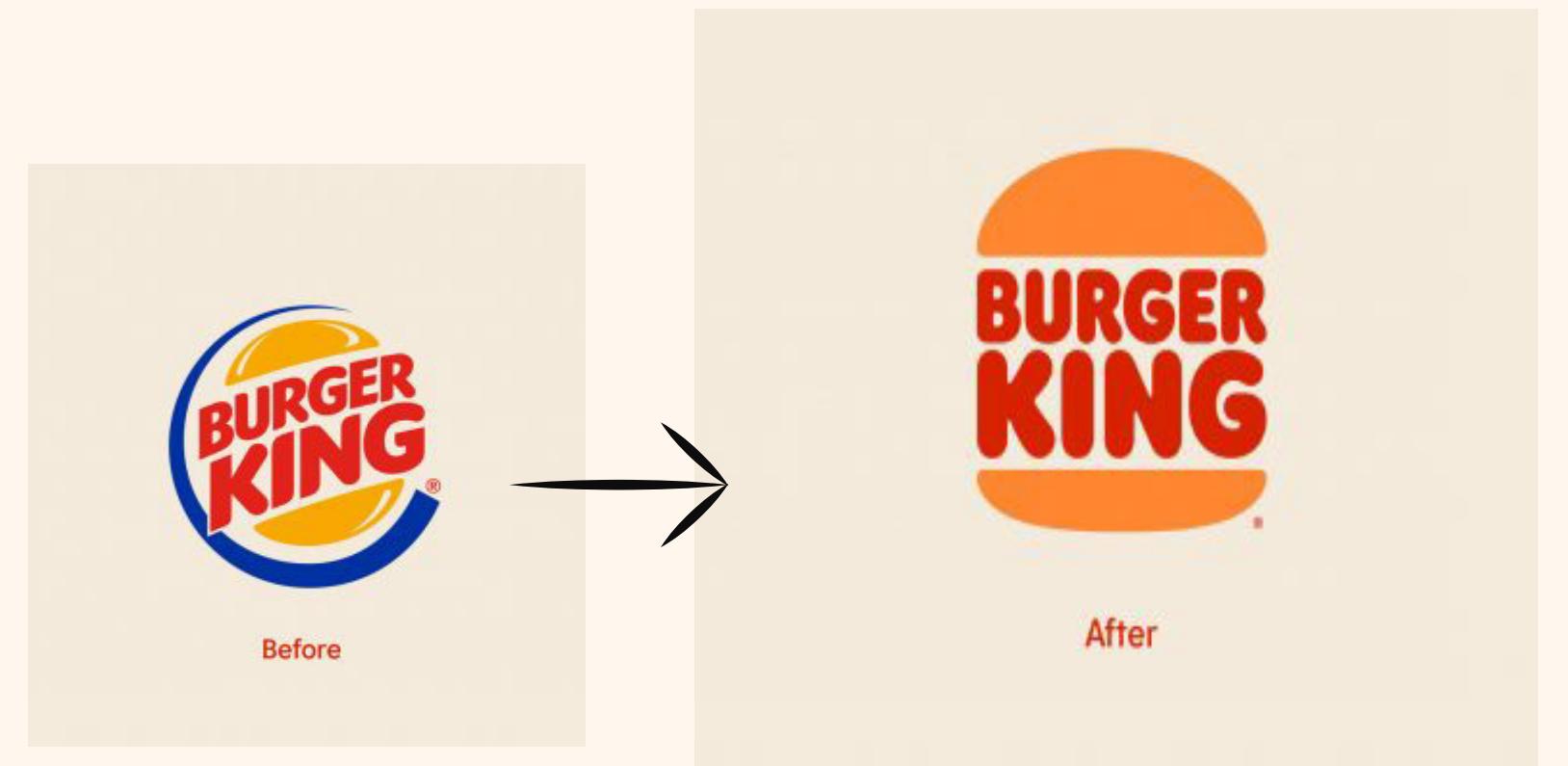
INTRODUCTION



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In the world of gastronomy, the DESIGN of a restaurant is as crucial as the recipe itself; it sets the stage for the narrative of each dish.

”



"mouthwatering, BIG and
BOLD, playfully irreverent
and proudly true".



In the pursuit of rebranding, the primary goal is to forge a distinctive and lasting identity for the restaurant. We engage seasoned graphic designers to meticulously revamp every visual facet, from the logo to the color palette, weaving together a cohesive narrative that intricately communicates the establishment's story and values. This comprehensive reimagination extends across all touchpoints, ensuring a seamless integration from menus to signage.

Burger King has recently undergone its first rebrand in two decades, revealing a refreshed logo, packaging, and uniforms. The creative agency Jones Knowles Ritchie was behind the design overhaul. Departing from the 1999 logo, the updated design embraces a flat aesthetic reminiscent of Burger King's branding from the 1970s, 80s, and 90s. This comprehensive rebrand aims to give the fast-food giant a contemporary yet nostalgic image.

BRANDING

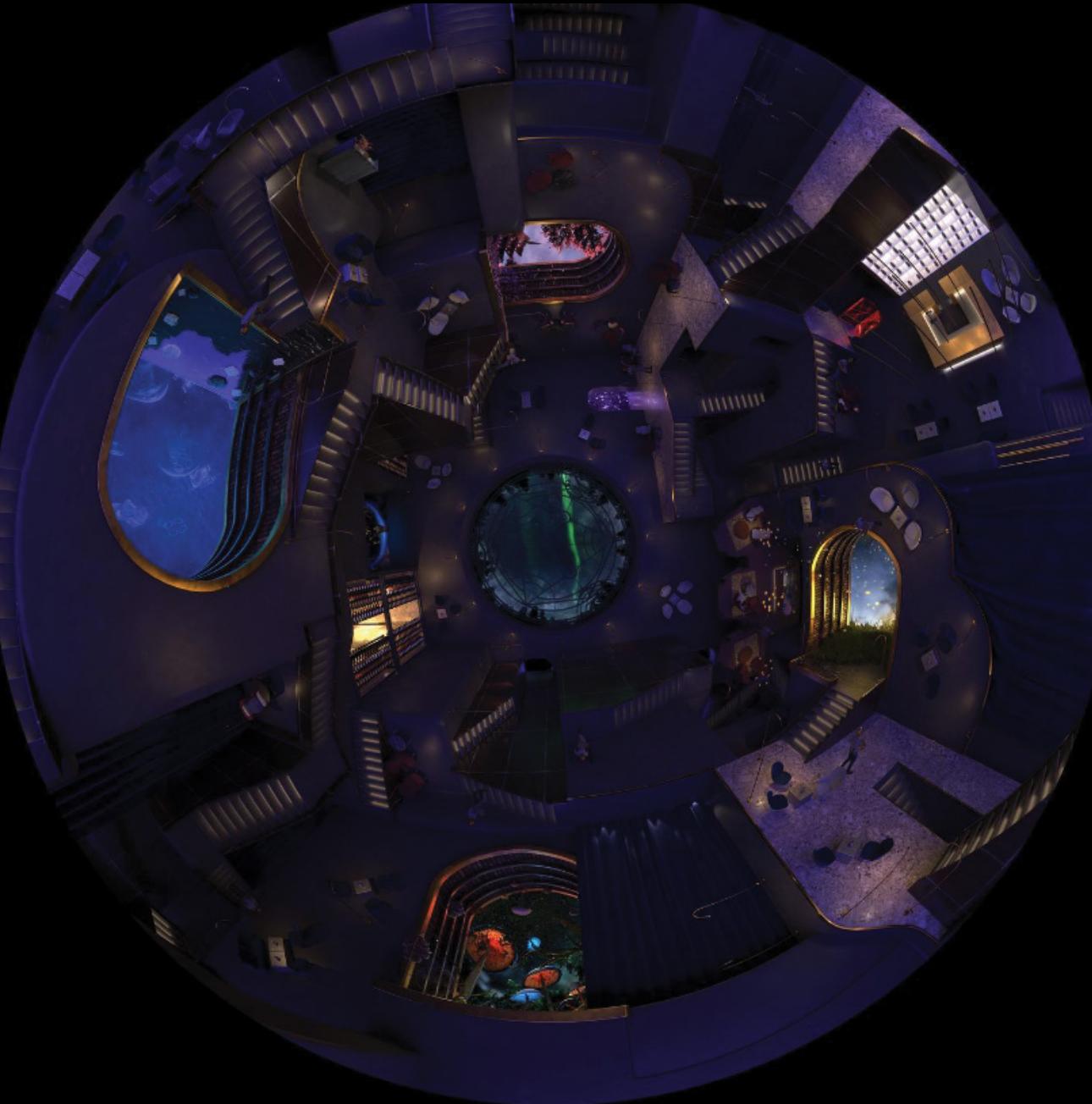
CRAFTING A DISTINCT IDENTITY

INTERIOR DESIGN

FUNCTIONALITY AND AESTHETICS

2.

Thoughtful design considerations not only contribute to the aesthetic appeal but also optimize the functionality of the space, ensuring efficient operations. A carefully curated interior can set a restaurant apart, attracting and retaining customers, and fostering a positive reputation. Ultimately, the investment in interior design becomes a strategic decision that positively influences customer satisfaction, brand perception, and long-term business success.



EXAMPLE

Designed by Studio Duncalf, Alchemist is a renowned restaurant and cocktail bar with locations in Copenhagen, Denmark, and other cities. It is widely recognized for its exceptional interior design, which plays a crucial role in delivering a unique and immersive dining experience.



FIG: ALCHEMIST – COPENHAGEN – A MICHELIN GUIDE RESTAURANT



HERE ARE KEY ASPECTS OF ALCHEMIST'S INTERIOR DESIGN:



- + MULTISENSORY EXPERIENCE**
Alchemist engages all senses through its celebrated approach, creating an immersive dining journey.
- + FUTURISTIC DESIGN**
The restaurant's avant-garde aesthetic, from modern furniture to innovative lighting, transports guests to a realm of culinary innovation.
- + HARMONIOUS THEMES**
The interior design aligns intricately with the restaurant's theme, fusing food, drinks, and atmosphere seamlessly.
- + ATTENTION TO DETAIL**
Alchemist's meticulous design includes bespoke furniture and curated art, contributing to the overall ambiance and narrative.

3.

Focal points in restaurant design are essential for attracting and captivating guests, serving as visual anchors that contribute to the overall ambiance and aesthetic appeal. Whether it's a unique bar, captivating art installations, or bespoke furniture arrangements, these elements play a crucial role in conveying the restaurant's identity and theme.



INTRODUCE FOCAL POINTS

Ultraviolet by Paul Pairet in Shanghai exemplifies avant-garde dining, transcending traditional norms with its innovative blend of multisensory elements and cutting-edge technology. The restaurant's interior design, featuring interactive lighting and immersive projections, redefines the dining experience, making Ultraviolet a destination where gastronomy and innovation converge in a visually stunning manner.

CUSTOMER JOURNEY IS KING

GUIDING THE GUEST EXPERIENCE

4

ENTRANCE AND FAÇADE DESIGN WITH CLEAR WAYFINDING SIGNAGE



OPEN KITCHEN LAYOUT, ENHANCING THE KITCHEN EXPERIENCE



INCORPORATION OF NATURAL ELEMENTS NEAR THE DINING AREA FOR A CALM AND RELAXING AMBIENCE



INTRODUCING INTERACTIVE ELEMENTS OF INTEREST

Curating a seamless, and enjoyable customer journey within a restaurant's interior design is brought about by thoughtful planning and strategic execution. Design distinct mood zones within the space, catering to different guest preferences. Implement wayfinding elements to guide guests effortlessly through the dining experience. Use a variety of textures and materials to create a multisensory journey.

Central takes diners on a journey through Peru's diverse ecosystems. The restaurant's interior design reflects different altitudes, with each floor representing a distinct ecological zone. The use of natural materials and earthy tones complements the culinary exploration of Peru's biodiversity.

5.

Elevating service through theatrics and interactive elements is paramount for creating a memorable and engaging dining experience in an F&B space.

From tableside preparations that involve diners in the culinary process to visually stunning bar areas where skilled mixologists put on a show, these elements contribute to a unique and unforgettable journey for guests. Beyond entertainment, incorporating technology, such as digital menus and interactive displays, adds a modern and trendy appeal, differentiating the establishment in a competitive market.

This focus on exceptional service not only enhances customer satisfaction but also builds a distinct brand identity, fostering loyalty and positive word-of-mouth in the ever-evolving landscape of the food and beverage industry.

SERVICE UPGRADE

THEATRICS AND INTERACTIVE ELEMENTS



IMMERSIVE TECHNOLOGY

Embracing cutting-edge technology, the restaurant employs augmented reality and virtual reality to elevate the overall dining journey.

MULTISENSORY STORYTELLING

The restaurant, like many forward-thinking establishments, intertwines a narrative throughout the dining experience.

INTERACTIVE SERVICE

Going beyond traditional dining norms, the restaurant adopts an interactive service approach, with chefs actively engaging with guests.

CUSTOMIZED EXPERIENCES

Each dining session is meticulously tailored to the individual, ensuring a personalized and unique journey for every guest.

6.



The importance of focusing on how food is served in experiential design for an F&B space lies in creating a memorable spectacle that elevates the overall dining experience. By experimenting with unique presentation styles and serving vessels, the restaurant can visually enhance the enjoyment of the meal. Introducing live cooking stations allows guests to witness the culinary process, adding an interactive and immersive element.

THE ART OF STORY-TELLING

CULINARY ARTISTRY ON DISPLAY

The Fat Duck in the UK, led by chef Heston Blumenthal, is known for its molecular gastronomy and avant-garde food presentations. Dishes like "Sound of the Sea" showcase culinary artistry and storytelling in how the food is served.



HEROING ELEMENTS

7

SHOWCASING SIGNATURE FEATURES

Certain elements play a significant role in shaping the restaurant's atmosphere. Whether it's the lighting, music, or a specific design motif, heroing these elements allows the restaurant to create a desired ambiance. For example, a cozy fireplace or a central chandelier can be heroed to evoke a sense of warmth and luxury.

Embracing the artistry of illumination, Haz restaurant has ingeniously transformed its space, elevating the dining experience through strategic use of lighting as the hero element. The interplay of dark wooden slats and bespoke can downlights is nothing short of a visual symphony. These downlights, with their warm color temperature, not only infuse the surroundings with a comforting aura but are also meticulously angled towards tables and the bar, creating enchanting pools of light. As a result, every piece of cutlery and glassware catches the light, adding a touch of brilliance to the dining setting.

THE CHEF'S VIEW

ELEVATING EXPERIENTIAL DESIGN THROUGH OPEN KITCHENS



THE KITCHEN EXPERIENCE

In the realm of restaurant design, the concept of transparency finds its embodiment in open kitchens—a deliberate architectural choice that transforms the culinary process into a captivating performance for the guests. This design element not only breaks down the physical barriers between chefs and diners but also adds a layer of authenticity and connection to the dining experience.



WHY IT MATTERS?

The open kitchen layout is a dynamic and crucial element in elevating the overall restaurant experience. It brings the culinary artistry to the forefront, allowing guests to witness the meticulous craftsmanship, creativity, and passion that go into each dish. This transparency fosters a sense of trust, as diners can observe the freshness of ingredients, the precision of techniques, and the dedication of the culinary team. Beyond the sensory delight of aromas and sounds, the visual spectacle of chefs at work enriches the narrative of the dining journey.



HOW ITS DONE

A shining example of transparency in action is showcased at HIDE. Here, the open kitchen is strategically positioned at the heart of the dining area, enveloping guests in the energy and excitement of the culinary process. The seamless integration of cooking stations, gleaming utensils, and the choreography of chefs creates a multisensory experience. Diners not only enjoy a delectable meal but also become active participants in the culinary narrative, forging a deeper connection with the food and the talented individuals behind it.

8.

CREATIVITY IN PRINT

THE MENU DESIGN

Menu design is a pivotal element in shaping a restaurant's brand identity and overall dining experience. Beyond listing dishes and prices, a well-designed menu serves as the first point of contact with customers, creating a positive initial impression. It communicates the restaurant's values, enhances readability, and contributes to culinary storytelling.

The design elements, such as colors, fonts, and imagery, align with the overall brand, while strategic placement influences upselling and promotion. Importantly, menu design sets expectations about the dining experience, aids memorability, and fosters differentiation in a competitive market.

Ultimately, it plays a vital role in creating a cohesive and immersive atmosphere that extends beyond the plate, contributing to a memorable and distinct restaurant identity.

Eleven Madison Park, a fine dining establishment, features a sophisticated menu design that reflects its contemporary American cuisine. The use of modern typography, high-quality paper, and subtle embellishments contributes to an elegant and upscale dining experience.



MOOD ZONES

INNOVATIVE SEATING ARRANGEMENTS

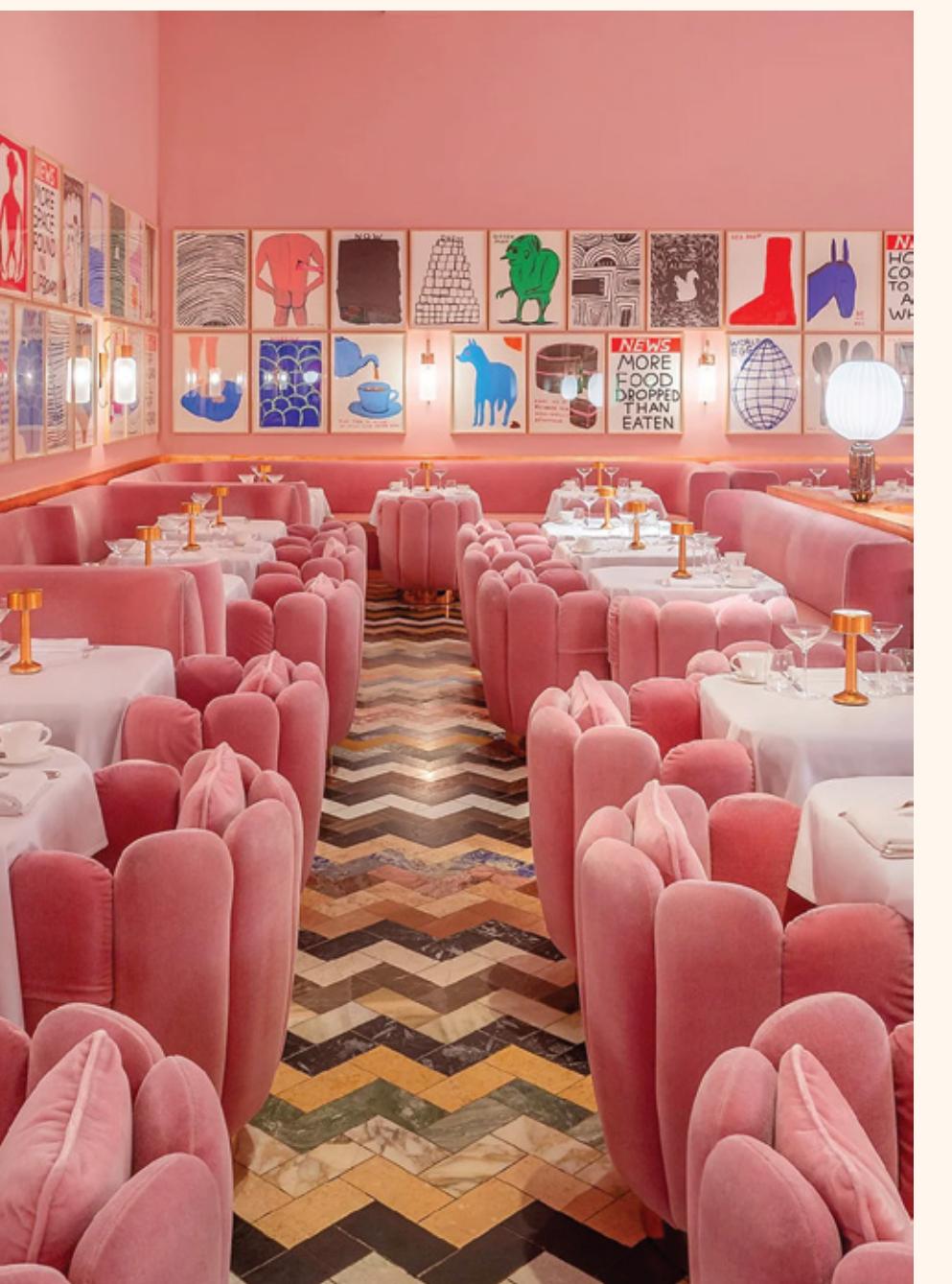
The restaurant becomes a dynamic, multifaceted space accommodating various social dynamics and occasions.

The incorporation of mood zones in restaurants is a strategic and crucial tool in enhancing social interaction among guests while contributing significantly to the overall experiential design. By dividing the restaurant space into distinct mood zones, each with its unique ambiance, decor, and lighting, the establishment creates a versatile environment that caters to diverse guest preferences. This thoughtful segmentation allows guests to choose a setting that aligns with their mood or occasion, whether it's a lively gathering, an intimate date night, or a casual business meeting.

10.

These zones provide a level of personalization to the dining experience, allowing patrons to curate their own atmosphere. For example, a vibrant bar area may encourage spontaneous interactions and socializing, while a cozy corner with subdued lighting may appeal to guests seeking a more intimate setting. The deliberate design of mood zones influences how guests perceive the space, influencing their emotions and overall satisfaction.

Sketch London is an excellent example of this.





KEY TAKEAWAYS

- + **STRATEGIC REBRANDING:**
Modernize and revitalize restaurant image.
- + **INTENTIONAL SPACE REDESIGN:**
Transform spaces for visually appealing atmospheres.
- + **CAPTIVATING FOCAL POINTS:**
Design distinctive focal points to capture attention.
- + **GUIDED USER JOURNEY:**
Carefully guide guests through different venue areas.
- + **CREATIVE MENU REVAMPS:**
Thoughtfully design menus to showcase creativity in content and presentation.
- + **INTERACTIVE SERVICE UPGRADES:**
Add theatrical elements for an extra layer of excitement.
- + **CULINARY ARTISTRY IN PRESENTATION:**
Elevate how food is served with culinary artistry and storytelling.
- + **SHOWCASING SIGNATURE FEATURES:**
Highlight and hero specific elements, such as signature dishes or unique design elements.
- + **TRANSPARENCY WITH OPEN KITCHENS:**
Allow guests to witness the culinary process, fostering authenticity and connection.
- + **INNOVATIVE SEATING ARRANGEMENTS:**
Contribute to a social and inclusive atmosphere, catering to diverse guest preferences.

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DEFINE. DESIGN. DISRUPT.



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