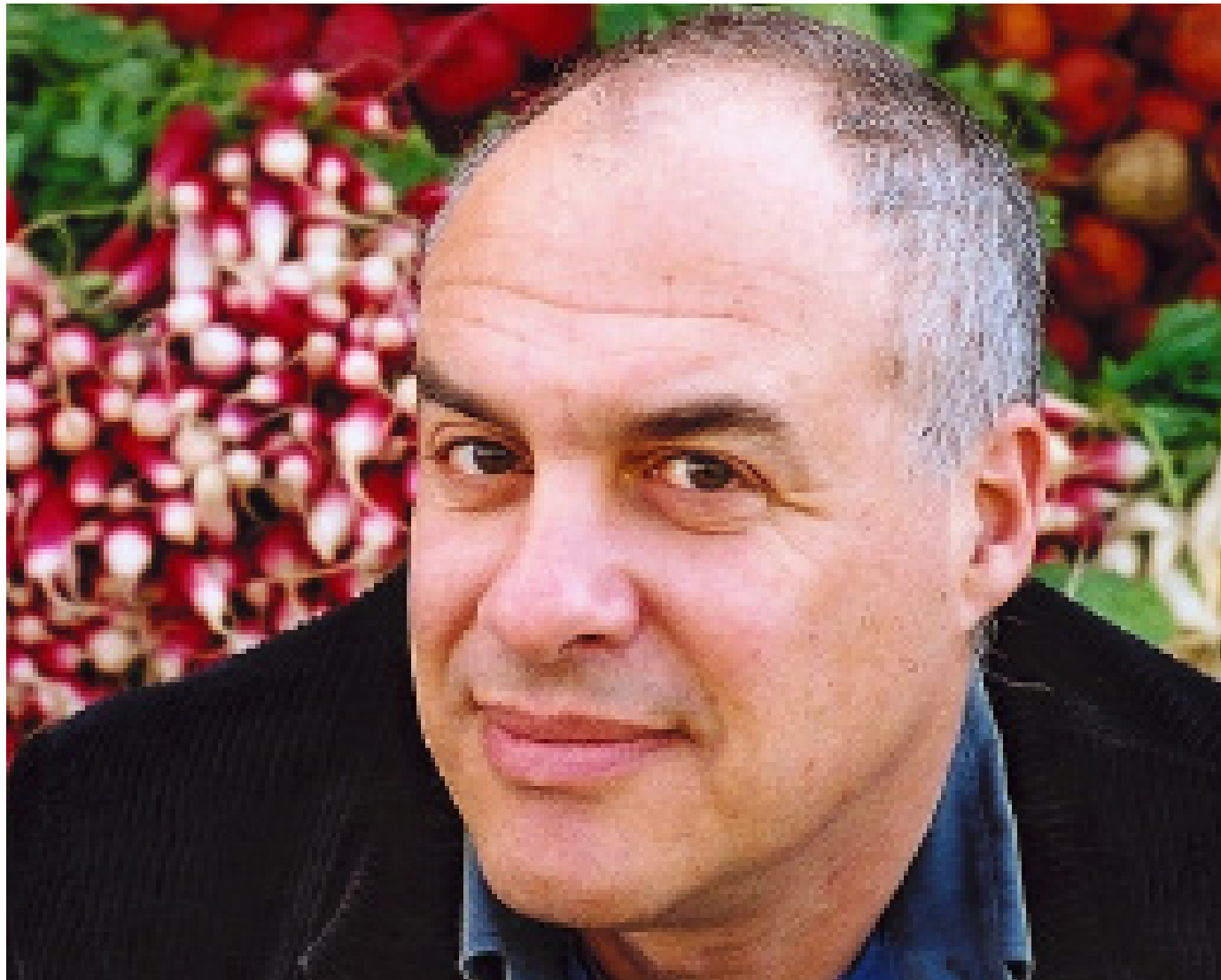


CLIENT INFORMATION



MARK BITTMAN

American food journalist, food writer, author of 14 books, and columnist for The New York Times. Lives in NYC with his wife and two adult daughters. Runs marathons and is a licensed pilot.

PASSIONATE ABOUT

Policy, agriculture, health, the environment, along with cooking and eating.

In 2007, began cooking with fewer animal products and more plant foods, and even smaller amounts of pasta and white rice.



LOCATION

Why Coconut Grove?

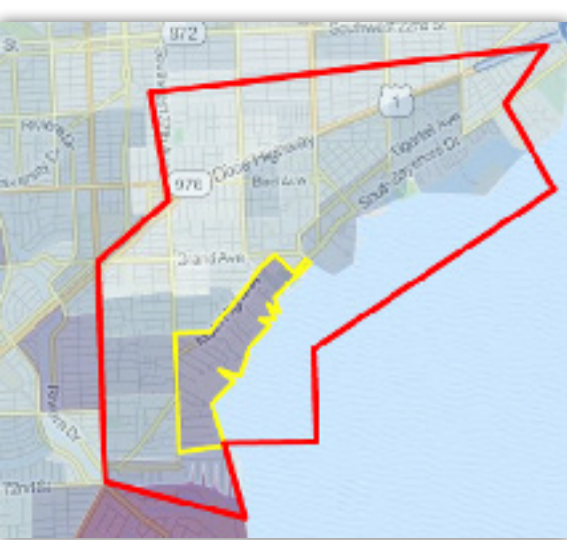
Relocating to Miami and "It's a very beautiful, historic area that's going through a change, and I thought this was a nice indication that I should be a part of it."

Brittman's Goals

To create a new space to reflect his sustainable ideals as well as to provide a hip, green space for people to enjoy good food.



PATRON PROFILE



Geographic
Immediate surrounding area
Surrounding neighborhoods
Tourists
HHI: 186K+
Home Value: 1M



Psychology
Health Conscious
Fitness Conscious
Tech-savvy



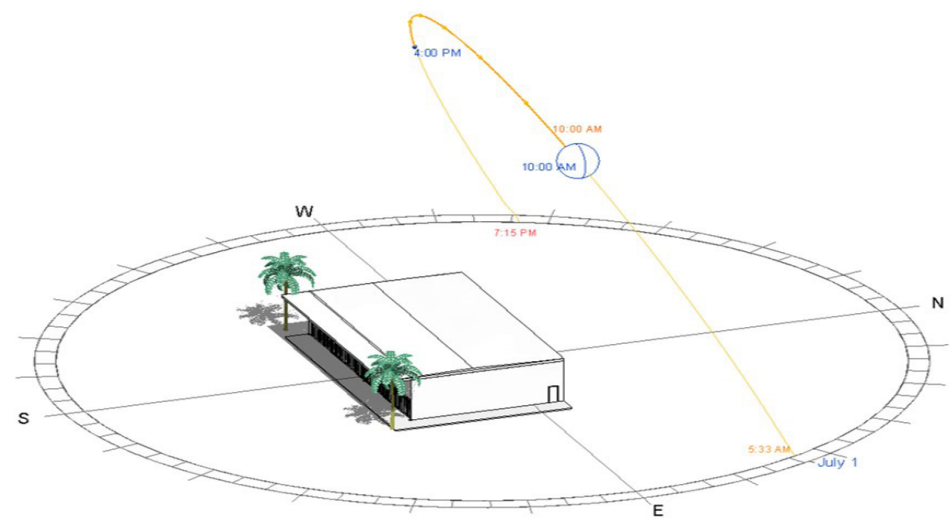
Demographics
Singles and Young families
Mature Adults
Multicultural and Diverse
30-65 yrs



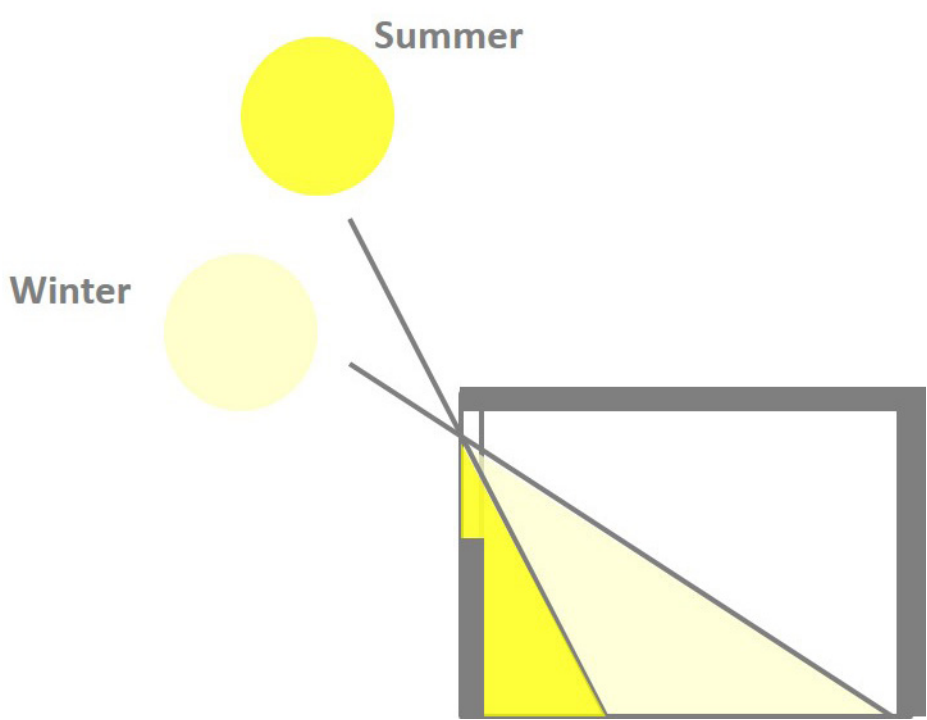
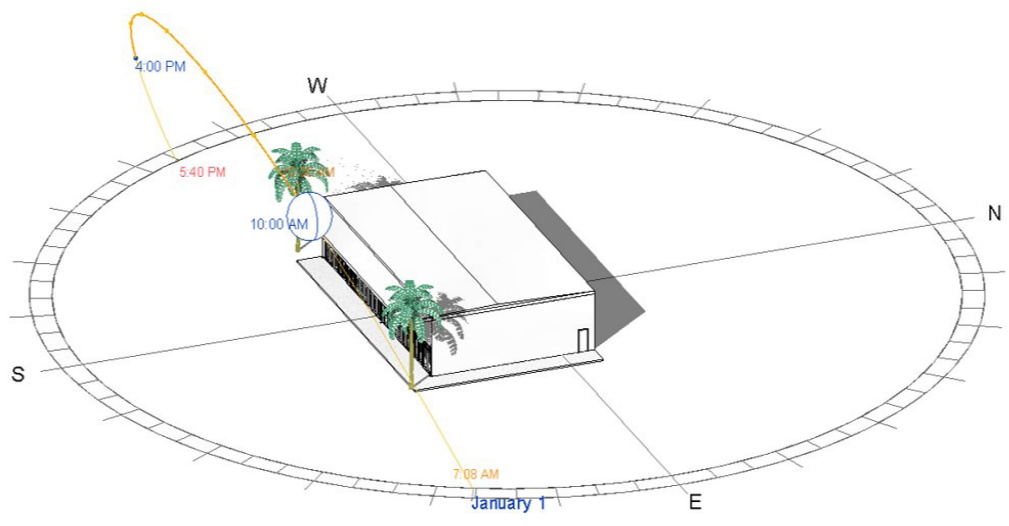
Behavioral
Buys organic food
Supports social environmental
Drives a Mercedes-Benz

SUN ANALYSIS

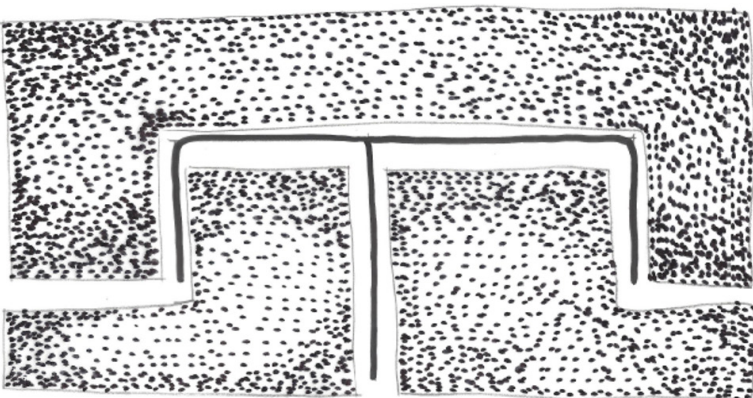
SUMMER



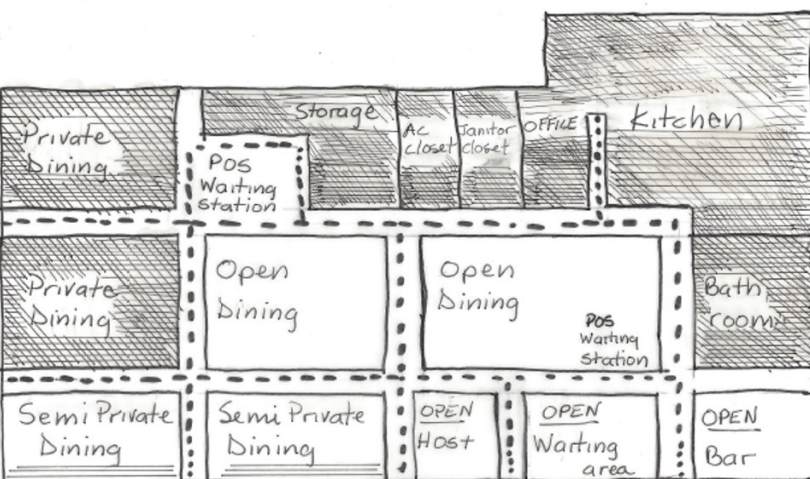
WINTER



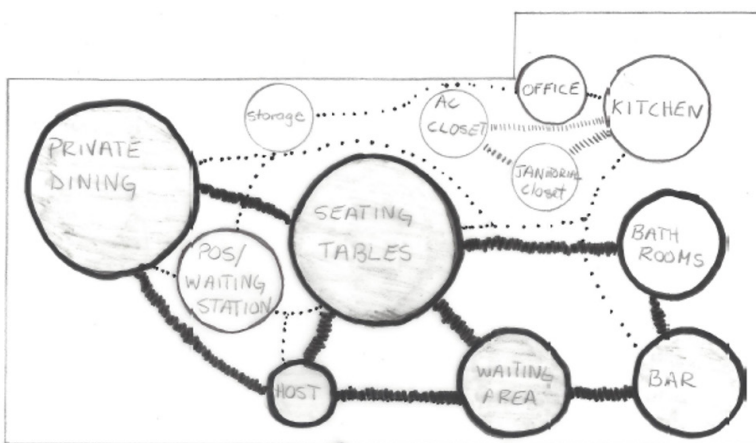
DIAGRAMS



PARTI



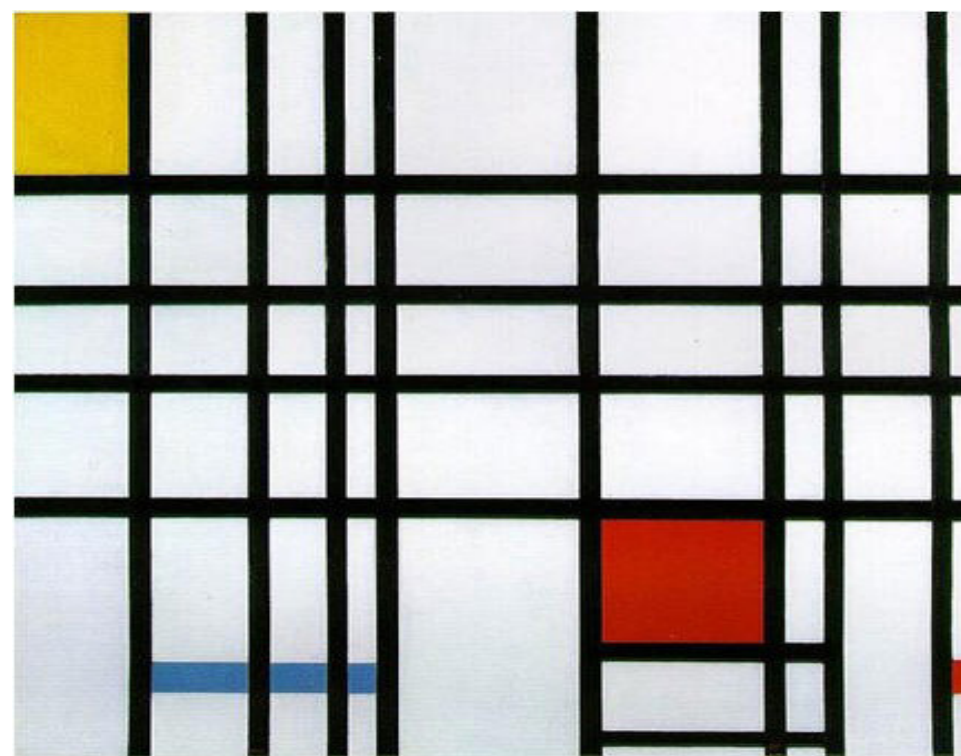
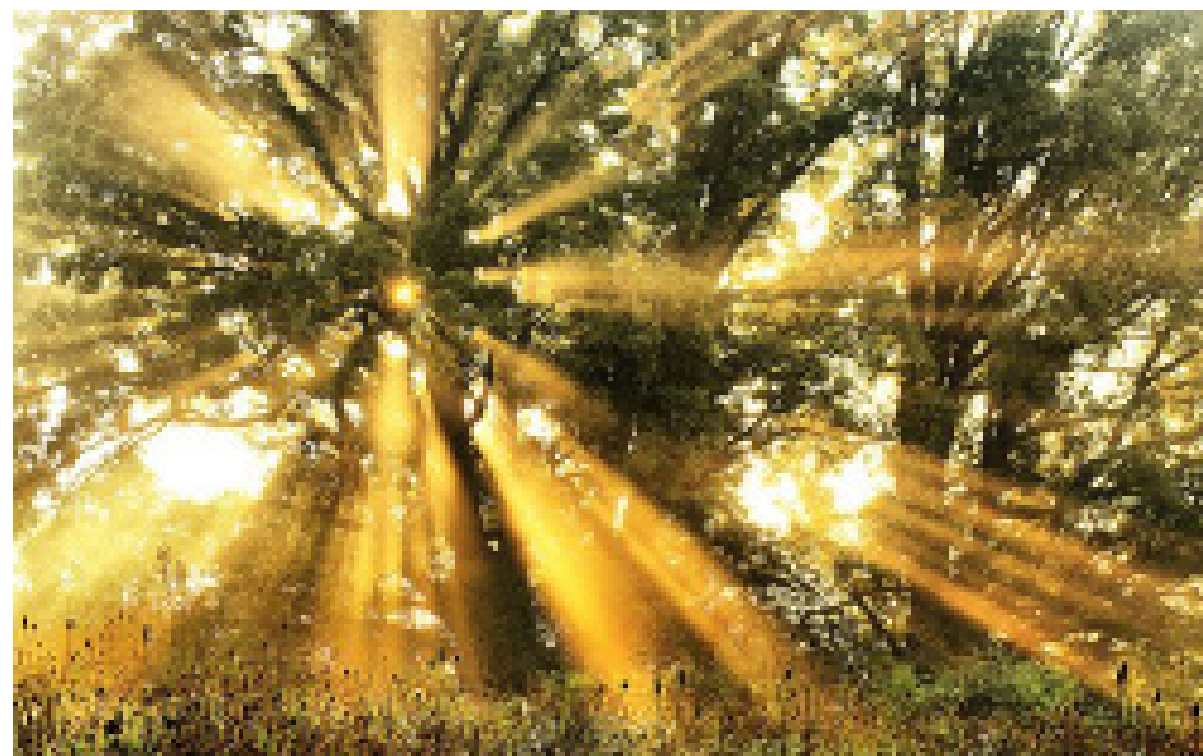
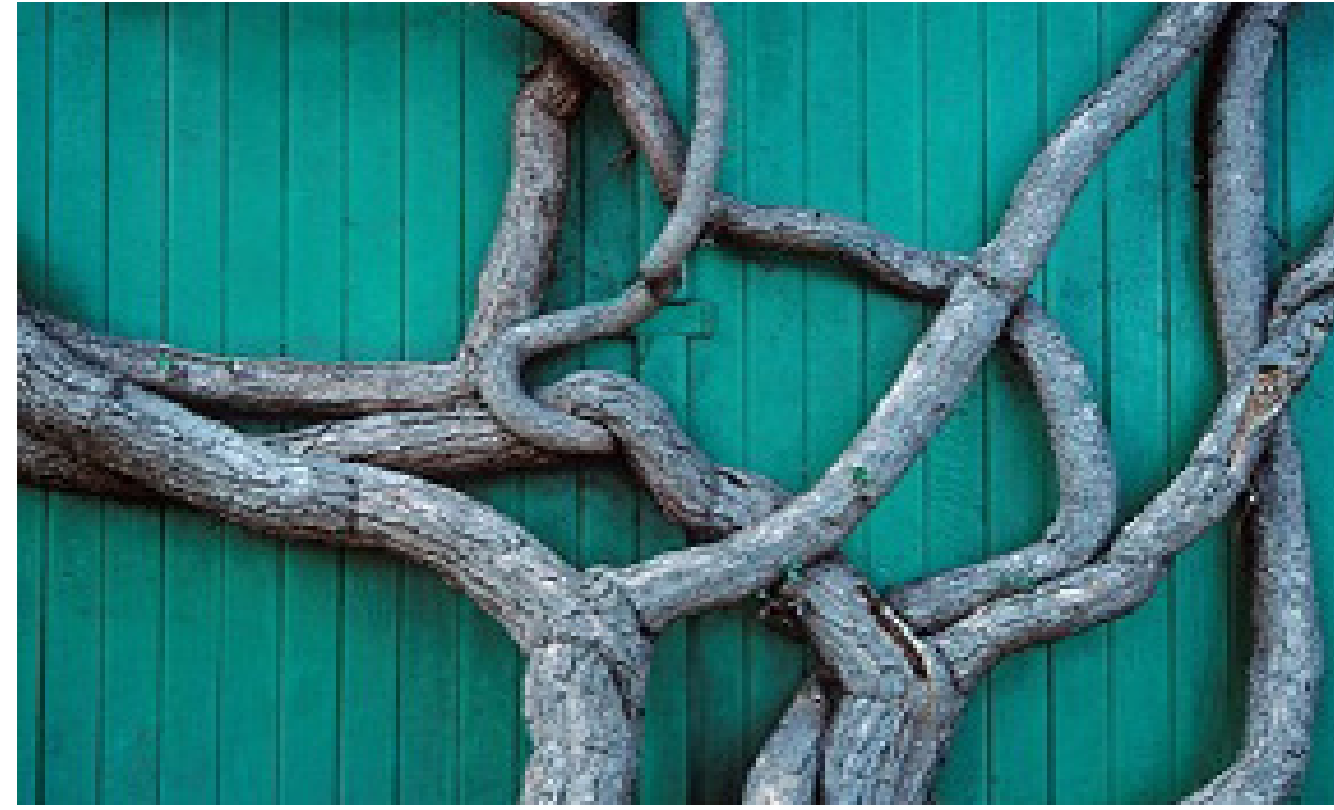
BLOCK



BUBBLE

CONCEPTS

SUN SHADOW
STATIC COMPOSITION
INTERTWINED
BRANCHES
ECO-FRIENDLY



STATEMENT

The simplicity of natural expression and organic forms found in nature have inspired a functional space that improves the human experience and our everyday interactions with our built environment.

In this the use of eco-friendly practices from water/energy-efficiency, toxin-free and promoting good air quality to creating a Menu concept from sustainable farmed, or sustainably sourced products, including in season vegetables and fruits whenever possible. This allows us to create an integrated approach for sustainable living.

We'll look to our natural and simplistic environment for the right proportion, composition and equilibrium among three elements: wood, leaves and flowers. The results are light, elegant and static compositions.

The use of wood as a material introduces a warm feeling into the space.

The wooden element comes designed as a forest of enterwined branches, becoming one of the main protagonists of the space against the southern sun exposure which will project a warm tinkling of lights and shadows on every surface of the restaurant.

LOGO AND MENU

The menu is influenced by sustainable living with simple, original and seasonal ingredients found in local farms. The focus behind the menu is an American cuisine with an Italian flair by adding flavors to nutritious and heart healthy foods that will appeal to vegans, vegetarians and flexitarians alike in an organic atmosphere. Our beverage menu is little cleaner and greener made of organic vodkas, family distilled Bourbons, small batch brewery beers.



COLOR AND TEXTURE



Elements found in nature has inspired the concept and continues to inspire the color palette. Natural wood tones used throughout the ceiling and flooring. Teal blues used as wall coloring and accents.

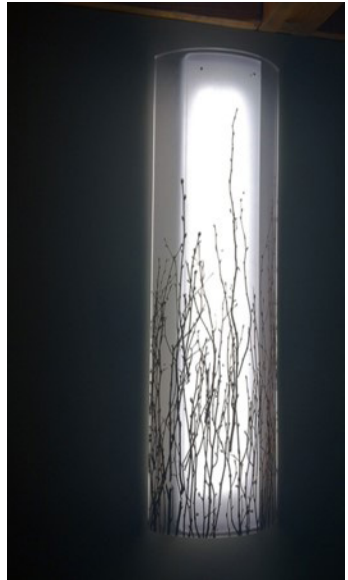


REFLECTED CEILING PLAN

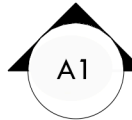


KITCHEN LIGHTING

3 BLOSSOM PENDANTS TYPES
ON LEVEL 1

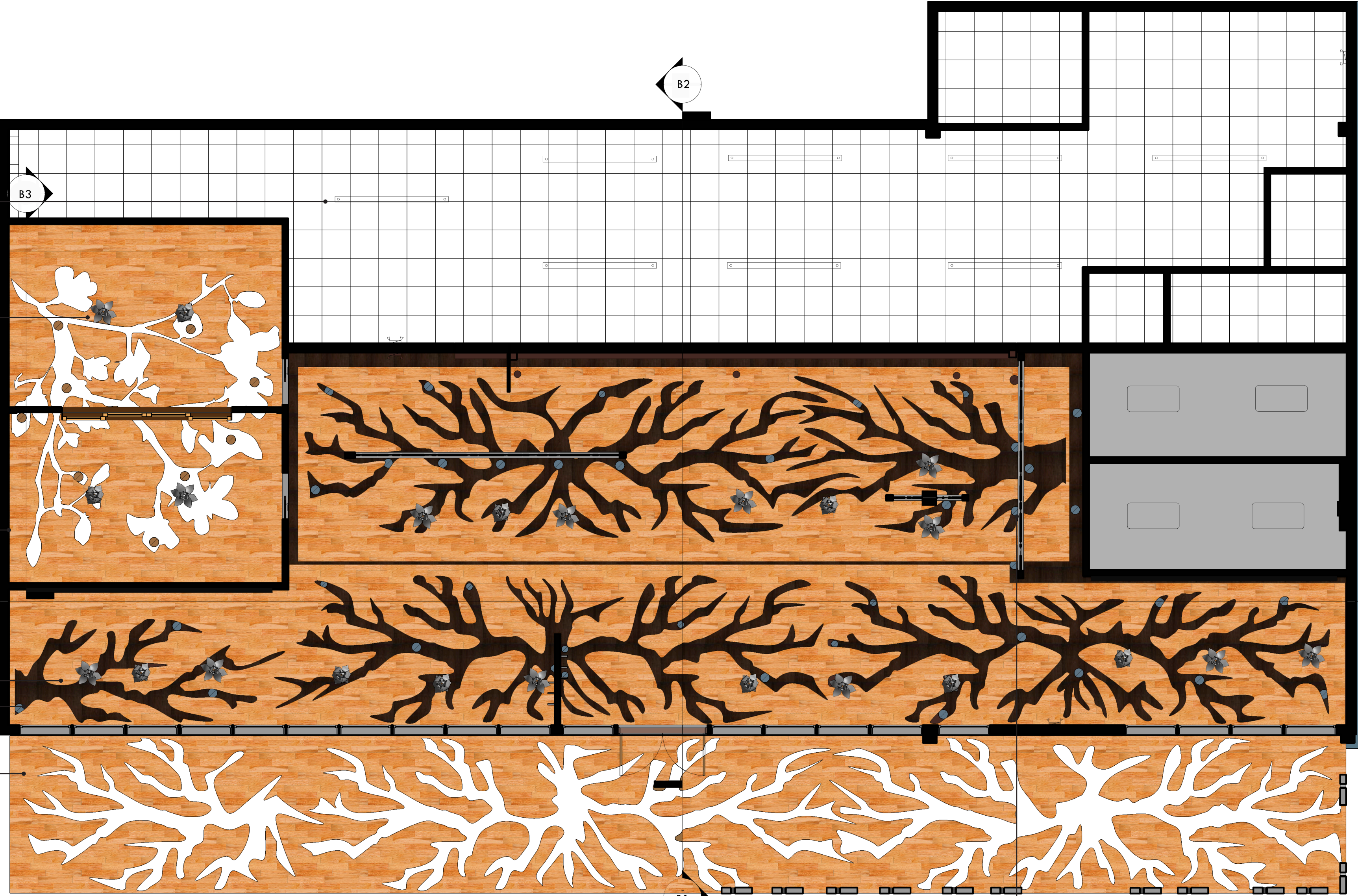


WALL LIGHTING IN DINING ROOMS



INTERIOR
level 1 - 11'-6"
level 2 - 13'-6"

EXTERIOR



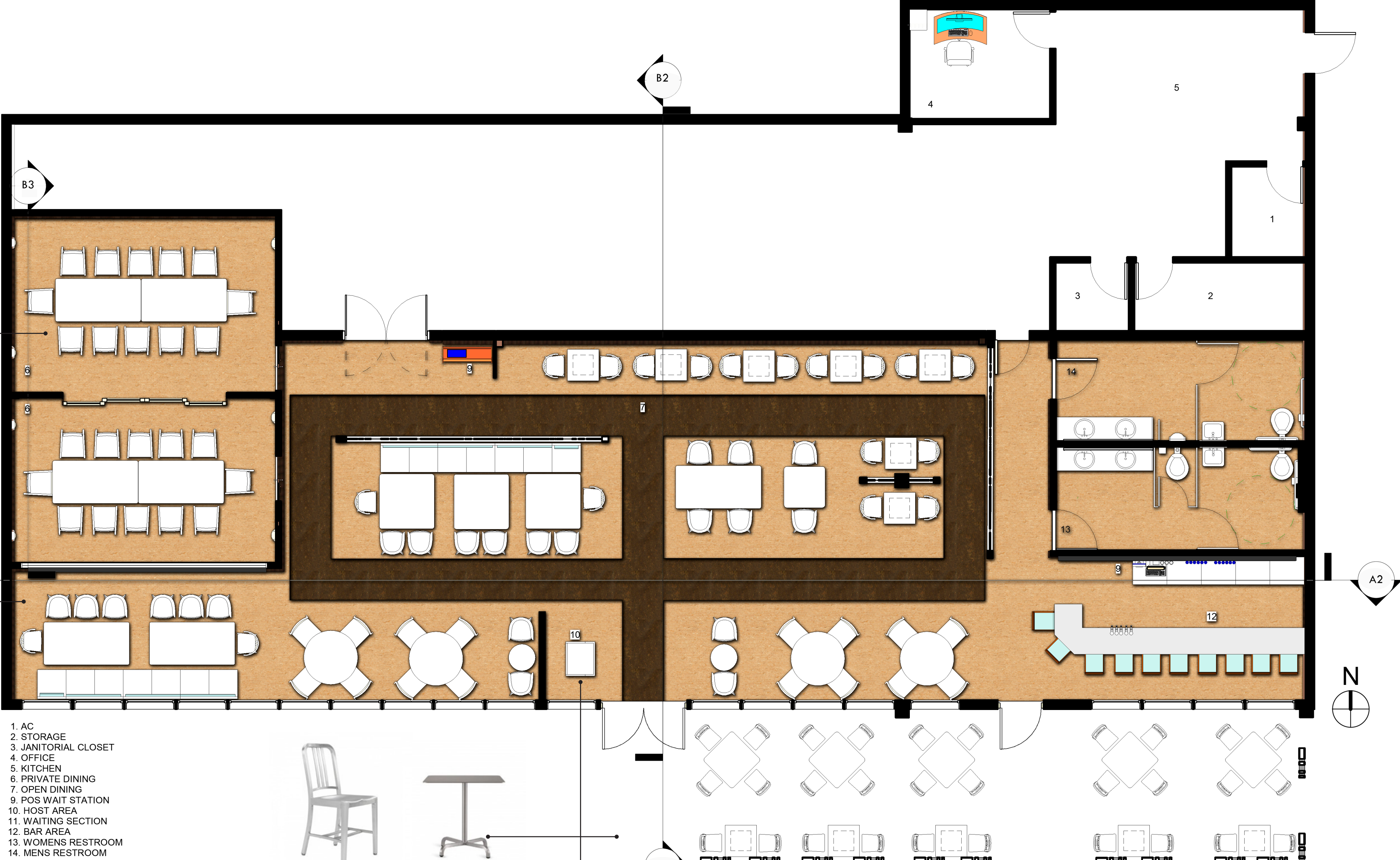
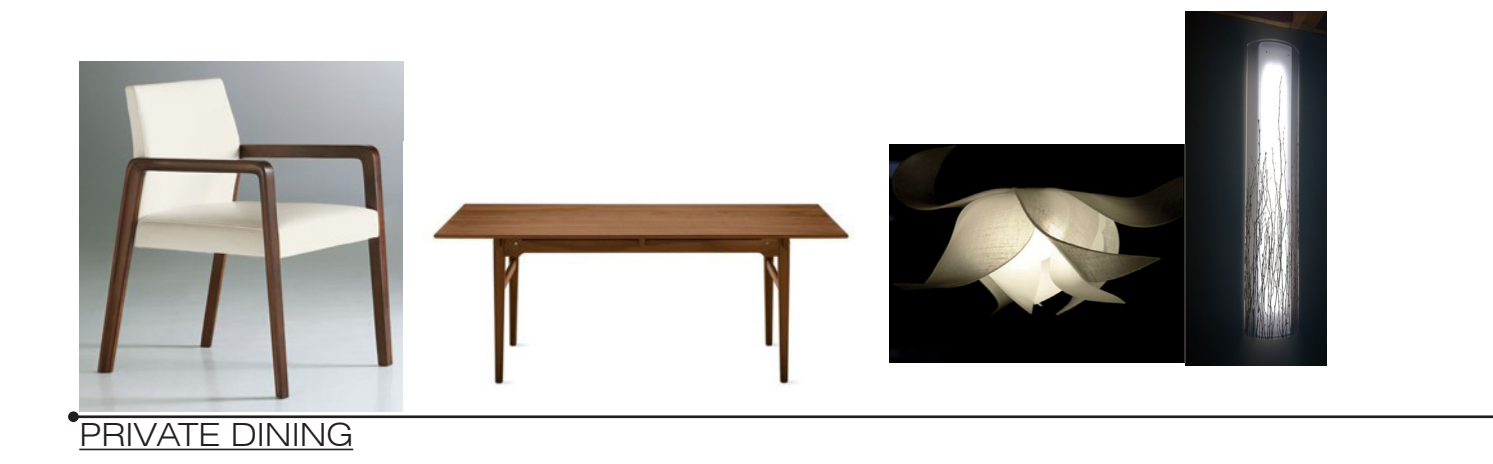
REFLECTIVE CEILING PLAN
3/16" = 1'-0"



RECESS LIGHTING ON LEVEL 2



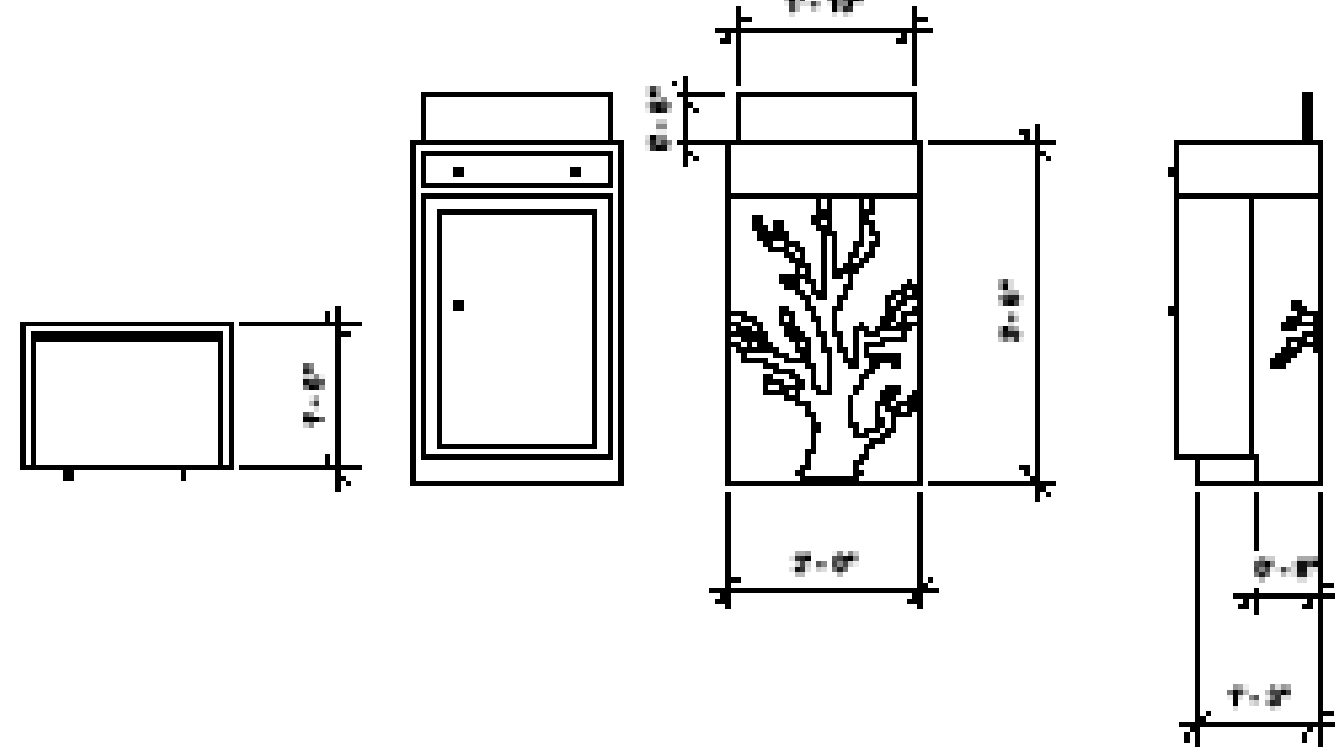
FLOOR PLAN AND FF&E



FLOOR PLAN
3/16" = 1'-0"



HOSTESS STAND MILLWORK



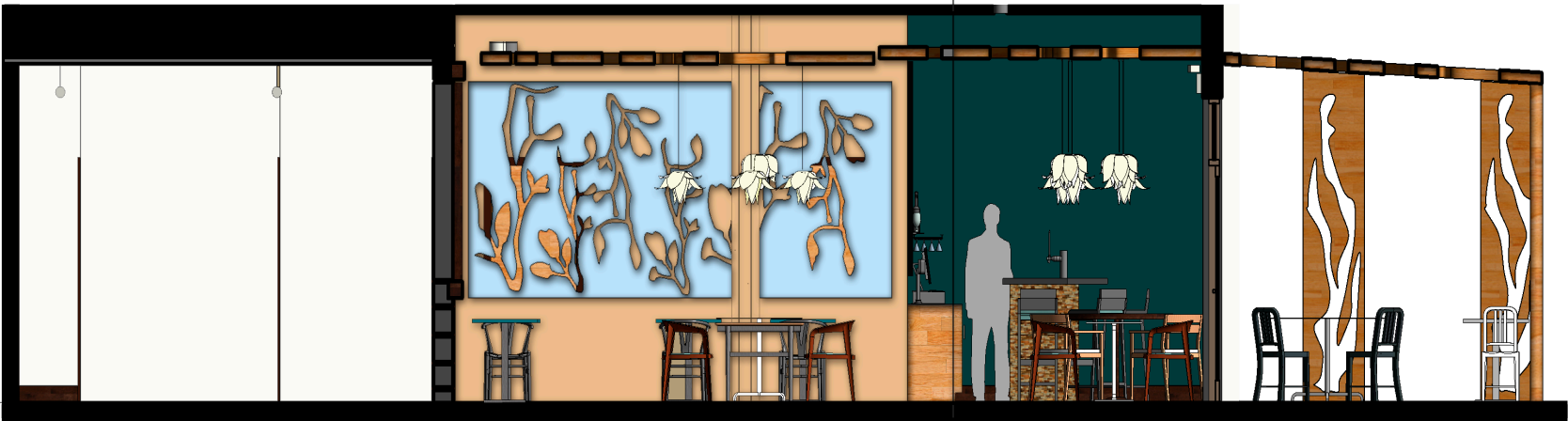
SCALE: 1/2" = 1'-0"



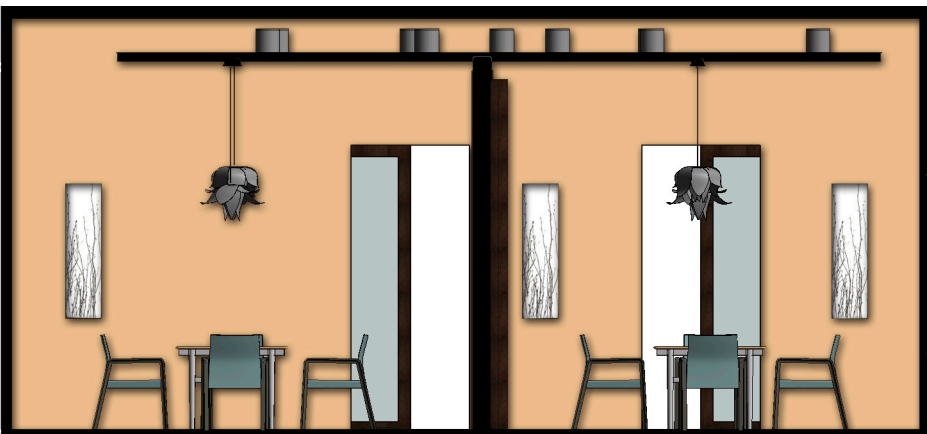
ELEVATIONS AND PERSPECTIVES



A1 NORTH ELEVATION
3/16" = 1'-0"



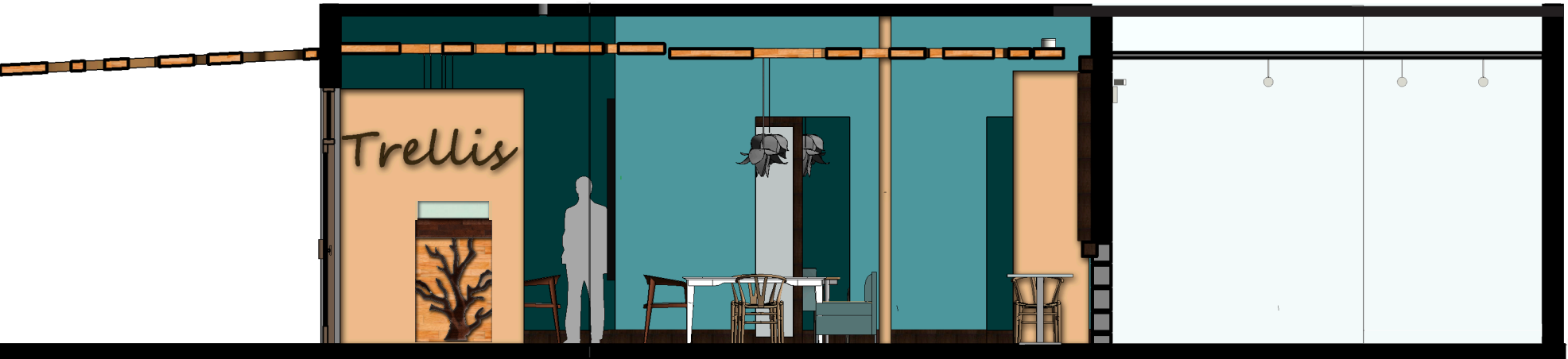
B1 EAST ELEVATION
3/16" = 1'-0"



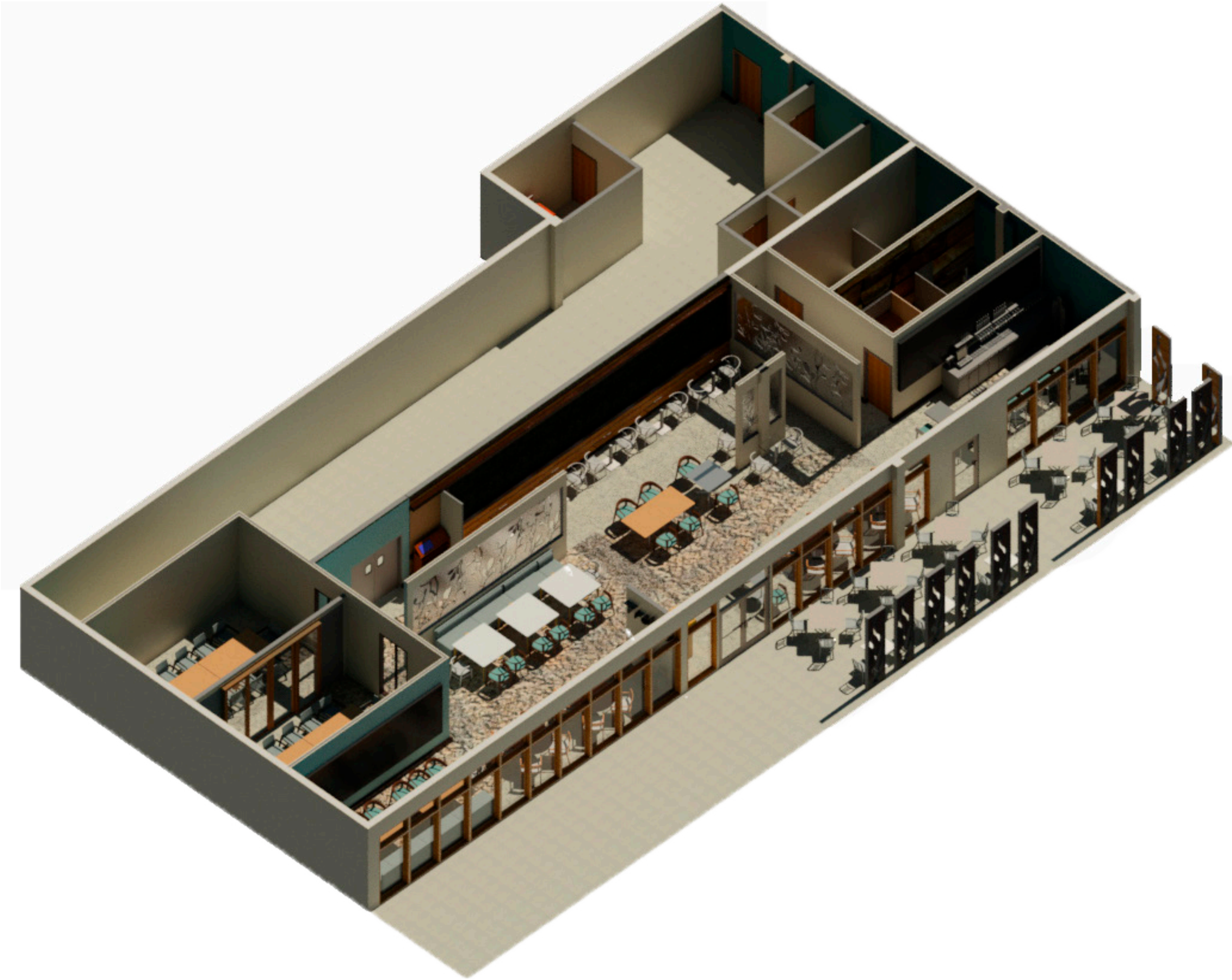
B3 WEST ELEVATION - DINING
3/16" = 1'-0"



A2 SOUTH ELEVATION
3/16" = 1'-0"



B2 WEST ELEVATION
3/16" = 1'-0"



ENTRANCE PERSPECTIVE



EAST PERSPECTIVE



WEST PERSPECTIVE



DINING PERSPECTIVE



EXTERIOR PERSPECTIVE