



Cushing Terrell's

Approach to Food & Beverage Design



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Introduction

Consider the Following Scenario:

In anticipation of filling an underserved niche within their market, a hospitality group has tasked a chef with developing a menu embodying their unique vision. After considering the concept, the size of the project, the target cover amount (average amount a single customer spends at a restaurant), food and labor costs, as well as a multitude of other factors, the chef creates a menu that can be executed within those parameters. Subsequently, they develop a list of their kitchen equipment needs and envision a layout to support the vision.

As designers, we take a similar analytical approach. With the kitchen and associated back-of-house (BOH) needs set by our client, we embark on a robust programmatic analysis regarding the front-of-house (FOH) needs of the project. These needs are based on the desired customer experience, the number of seats required, and many other requirements that inform the development of our design.



As designers, we must take an analytical approach.

An analytical approach is the use of an appropriate process to break a problem down into the elements necessary to solve it. Each element becomes a smaller and easier problem to solve.



Designing for Successful Operations

Whether an occupant is a patron, a server, a chef, or a dishwasher, each must coexist within the space simultaneously. Every person's experience contributes to the successful operation of the restaurant. With little exception, the flow of all occupants and their associated interactions are streamlined so that the BOH can maximize efficiency while we minimize disruptions to the FOH.

Though dependent upon the service type (fast-casual, full-service, or a hybrid of the two), food that is efficiently ordered, cooked, delivered, and cleared is the basis for all design decisions. This is especially true in the current climate of rising labor costs. Additionally, if your patrons have a pleasant experience during their wait to be seated, ordering and enjoying their meal, paying the check, and departing, they will have ample reasons to come back and recommend the restaurant to others, ultimately contributing to your establishment's financial success.



Patron



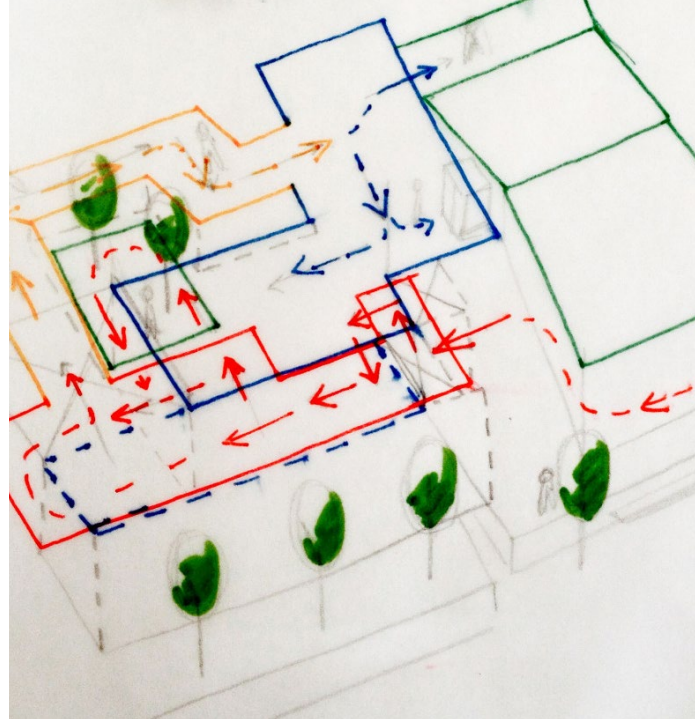
Server



Chef /
Dishwasher



Successful
Operation of
the Restaurant



01

Circulation Studies

At the start, we utilize broad-stroke circulation studies to identify the opportunities and conflicts that establish the foundation for our designs. The findings of these studies can maximize desired BOH/FOH interactions (servers taking orders) while minimizing unwanted BOH/FOH interactions (squeezing past a busser with a mountain of dirty dishes in a restroom hallway). We can all recount unsettling FOH experiences: an intimate anniversary dinner next to a restroom; or a happy hour sitting with friends surrounded by people standing too close for comfort. But most firms don't know that BOH experiences can be just as problematic, and that those can impact and radiate throughout everyone's restaurant experience.

We train our designers to imagine sitting at their desk and having to turn around and walk three steps every time their phone rings, only to take three more steps to return to their computer; or to consider needing to walk to another room every time their computer notifies them of an incoming email. Our team understands these frustrating scenarios are equivalent to the stressful situations that staff in a poorly designed restaurant will experience every day. As designers armed with critical thinking capabilities, however, we anticipate and resolve these issues before they ever play out.



02

Aesthetics

Ideally, designing a restaurant would be a step-by-step process but, as we all know, nothing in this field is ever that easy. Simultaneous to developing circulation and adjacency studies, we start selecting precedent imagery, furniture, finishes, and lighting in order to establish a visual language that informs the aesthetics. Additionally, the precedent imagery and selections reflect a balance between the concept and the forces impacting the design (circulation, existing site/building conditions, budget, etc.). By collating this information at an early stage, the layout and flow of the restaurant can be adjusted to create opportunities for the design. Alternatively, the selections can be adjusted/edited to work with the layout and flow. We begin this process as early as possible in order to understand them as well as identify opportunities and/or locations for them.



Establish a visual language that informs the aesthetics.



“...successful restaurant design is the embodiment of balancing all of the different forces within the space.



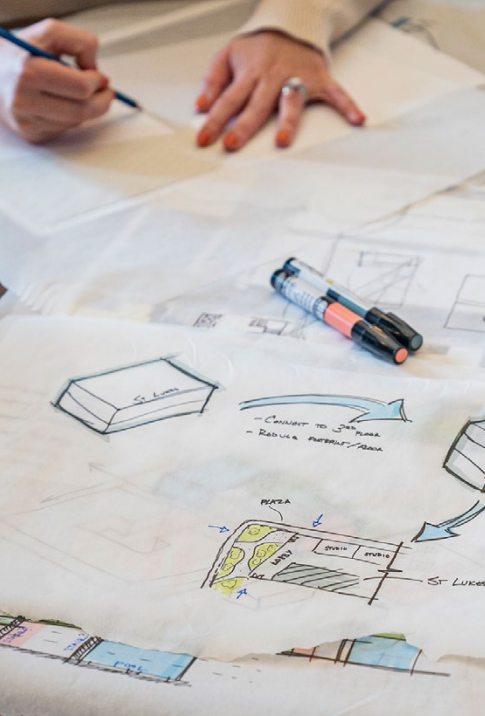


Our Role and Responsibilities

Restaurants have been around for centuries, and market conditions have, over time, proven which restaurants and associated design concepts succeed and which fail. We do not attempt to reinvent the wheel, but rather to embody our client's vision in a successful and profitable manner. Cushing Terrell makes every effort to design responsibly so that our role contributes to the establishment's success and, hopefully, leads to repeat work. Much as your chosen profession is hospitality, ours is service-oriented too.



*So how do we design
with this in mind?*



Elevate the User Experience

To holistically design for the user experience, we leverage our multidisciplinary design team to balance all the different elements within a space. Bringing together architecture and interior design; mechanical, electrical, and structural engineering; as well as expertise in lighting design and acoustics, we work to create an environment that truly enhances the experience of the patron and becomes a wonderful memory of time well spent with friends and family.

In many cases, restaurants are small businesses that provide for the livelihood of their owners, their employees, and their families. We wholeheartedly embrace this responsibility and take a considered approach to deliver a thriving project that is a source of profit and pride for everyone involved.



Successful restaurant design is the embodiment of balancing all of the different forces within the space.



A photograph of a modern restaurant interior with a teal overlay. The space features wooden tables, grey upholstered chairs, and various pendant lights. A curved bar with patterned stools is visible on the left. The background shows a kitchen area and more seating. The text "thank you." is prominently displayed in white on the teal overlay.

thank you.

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*Contact us to learn more about our
Food & Beverage design services.*

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