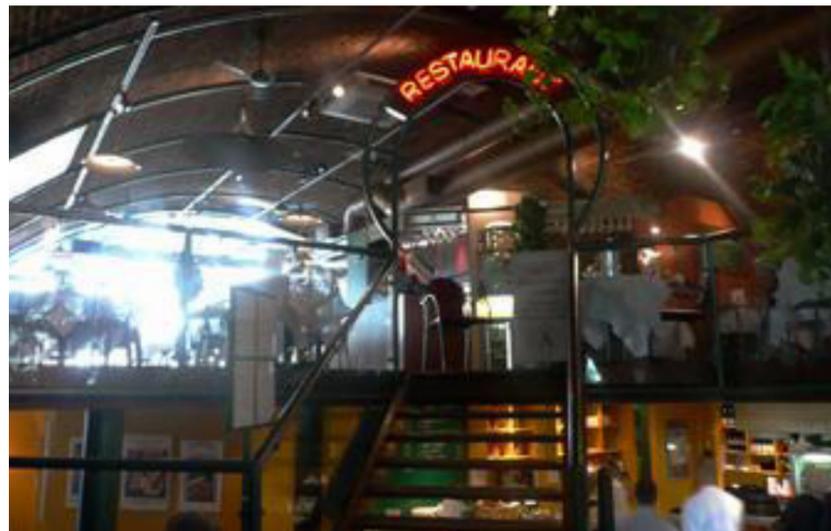


Archduke

Caroline Pile

Archduke

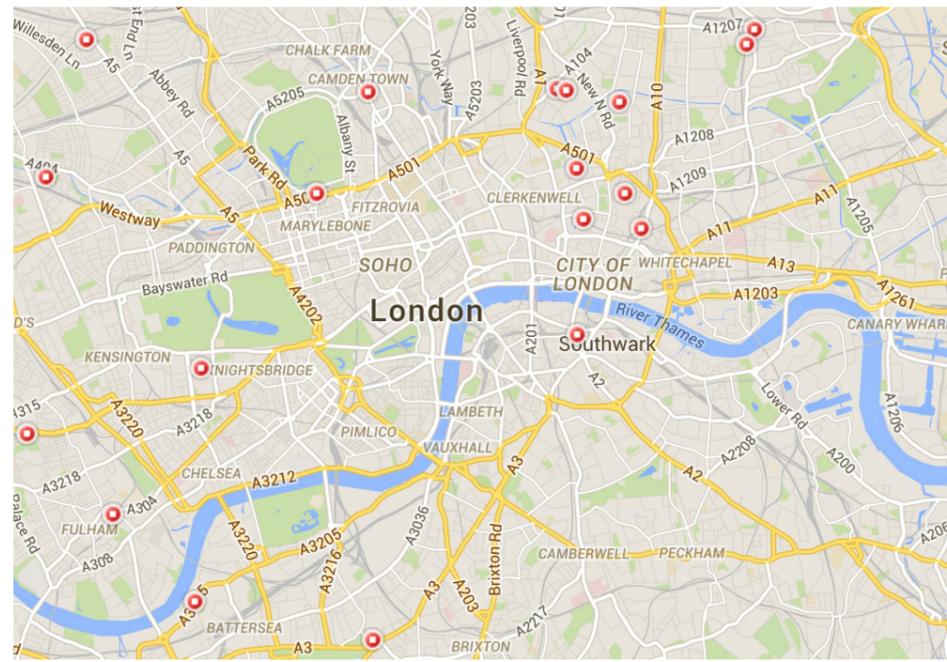
The Archduke was the first restaurant and wine bar to open on the South bank in 1979 and is instantly recognisable by its spectacular and award winning architecture. Carved from under the railway arches by Waterloo Station, it has become something of a London institution.



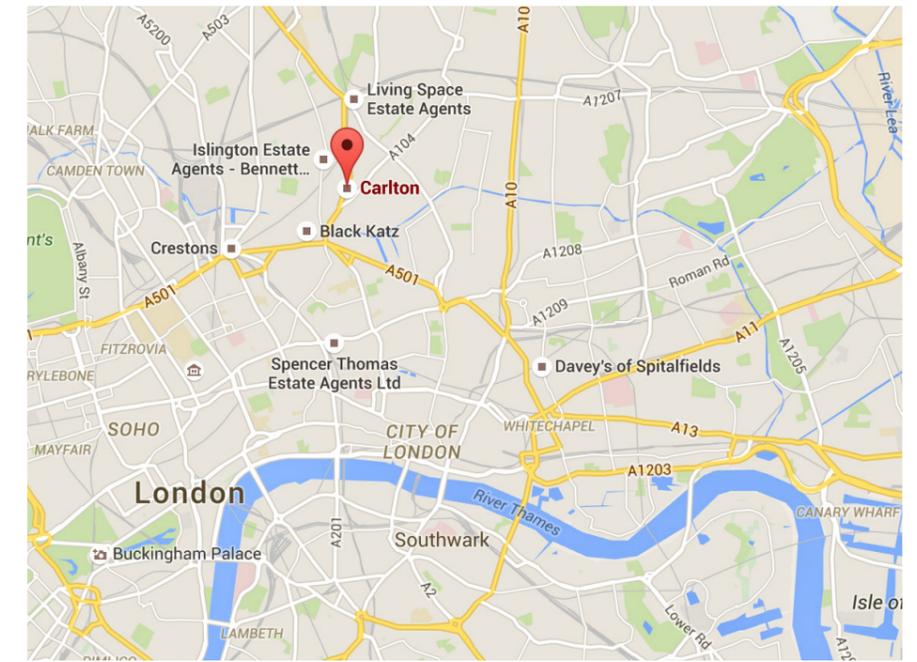
Location



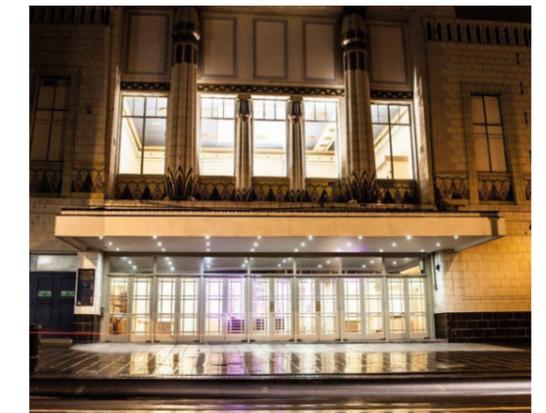
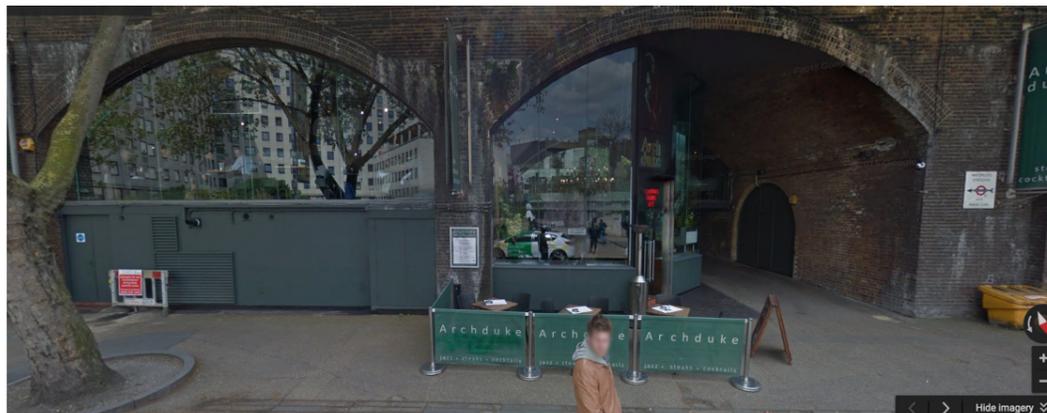
At the moment The Archduke is located near Waterloo station. It is carved from under the railway arches by Waterloo Station. It is located on south bank, near the London eye. It is likely to attract a lot of tourists because of its location.



To find the best location for the Archduke, I looked into where all of the music colleges and universities were located in London. As I thought they would be able to visit the place and be able to play there. All the colleges are pin-pointed on the map. It illustrates that most of the colleges are on the other side of the river to where the Archduke is located now.

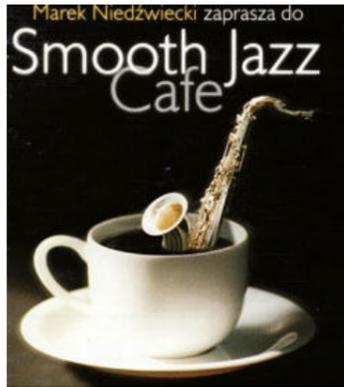


Carlton Cinema, a grade 2 listed building, was designed by architect George Coles in 1930. The building is in the form of an Egyptian 'pylon' temple and is decorated with Egyptian iconography including lotus flowers and buds. Inside, the building is decorated with Empire style fittings, with more Egyptian-style touches in the auditorium. It was equipped with plush balcony seating and a cafe for patrons, and once housed a large organ to be played during silent movie performances. It also has a bit of an Art Deco theme to it with the bright colours and patterns used.



Day

A relaxing cafe with live musicians playing smooth jazz.



Night

Centred a lot more around the live music. Trying to bring New Orleans to London.



Customer Profile

Types of people to visits Arch Duke :

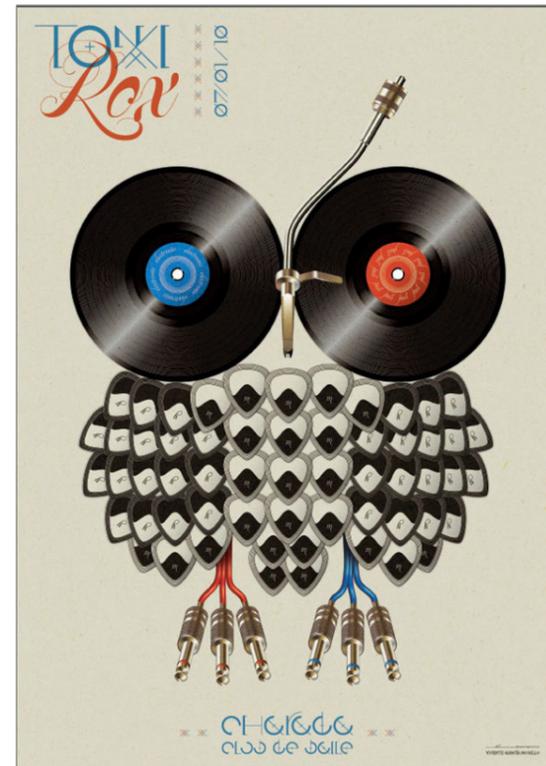
- Young professionals in London.
- Musicians, (from the local music colleges.)
- Creative people
- Working for google
- Slightly well off
- Adults with more money

Length of Stay:

Could go there for a meeting at lunch and stay until the evening. By having dinner in the restaurant and ending with drinks at the bar.

Could stay for just an hour or so either during the day or night.

Would depend on their music preferences



Food

King Cakes

From January 6 until Mardi Gras Day, king cakes can be found in every home, office, classroom or party. Find out why.

Gumbo

Seafood, chicken, sausage, or okra – no matter what goes into your gumbo, you can't go wrong.

Crawfish Etouffee

This savory Cajun specialty is one of the city's tastiest dishes – take one bite and you'll agree.

Jambalaya

Ingredients may vary, but one thing is for sure – you won't be able to get enough of this tasty New Orleans staple.

Red Beans and Rice

This traditional New Orleans meal will leave you wishing every day was Monday.

Muffulettas

Take a bite out of history and into this delicious – and massive – traditional New Orleans sandwich.

Beignets

New Orleans is not your average city and beignets are not your average doughnut.

Po-Boys

Overstuffed sandwiches served on French bread – a New Orleans tradition and a must-have for any visitor.

Regis Philbin

Bananas Foster

Top off your favorite gourmet meal with a Creole delicacy, created right here in New Orleans.

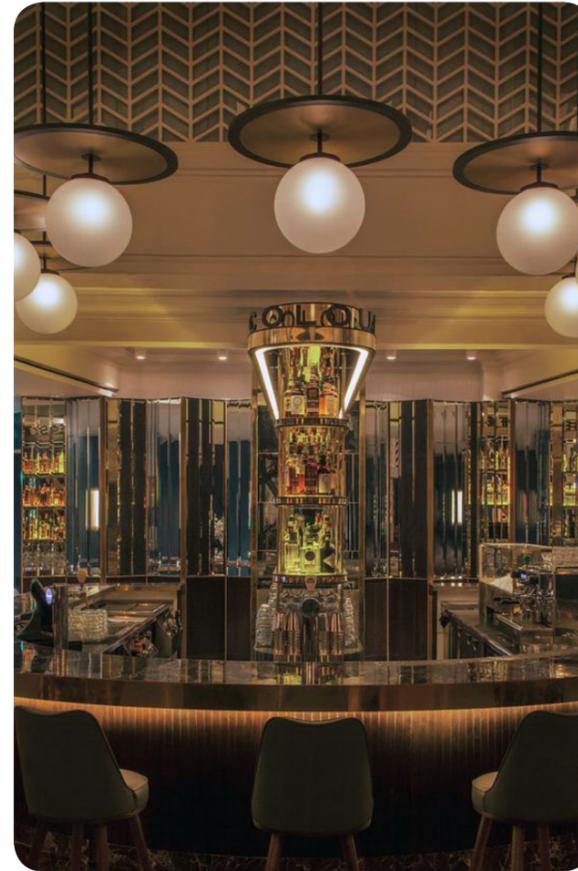
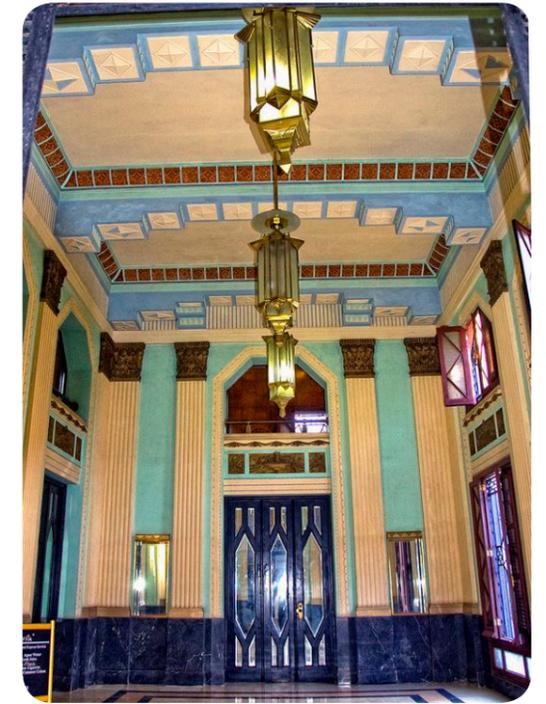
These are some of the dishes that would be on offer on the menu at Archduke. It would give the place a more authentic new Orleans feel.



Art Deco theme



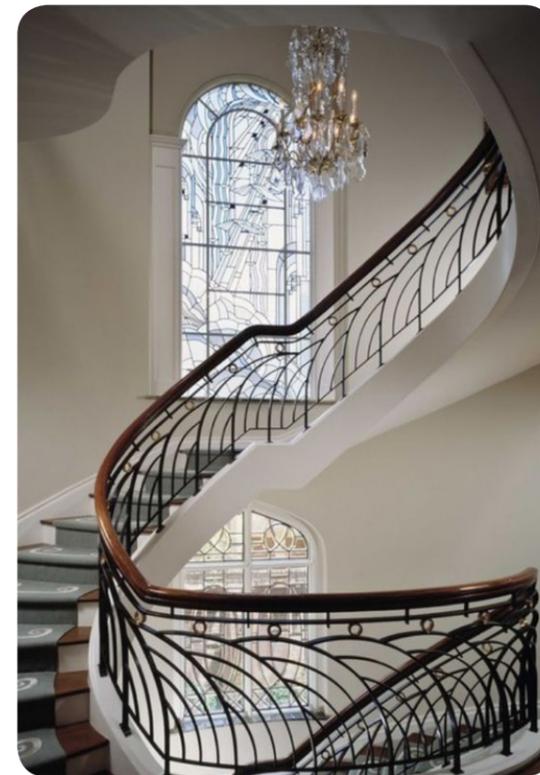
The room needs to be very atmospheric to fit in with the music choice. The Art Deco theme is very angular, geometric and very symmetrical. I especially like the curved banquette setting, as it can sit lots of people plus it will take up quite a lot of space,



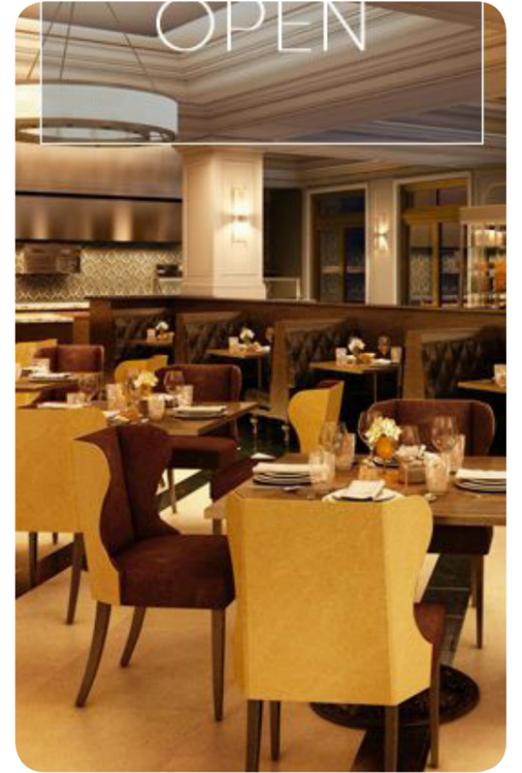
Art Deco theme



I have found this research really useful because, it has given me a few idea of what furniture/ lighting is going to go into the restaurant. For example: I really like the idea of screens to divide the room up. This could help divide the cafe area from the restaurant area.



New Orleans theme



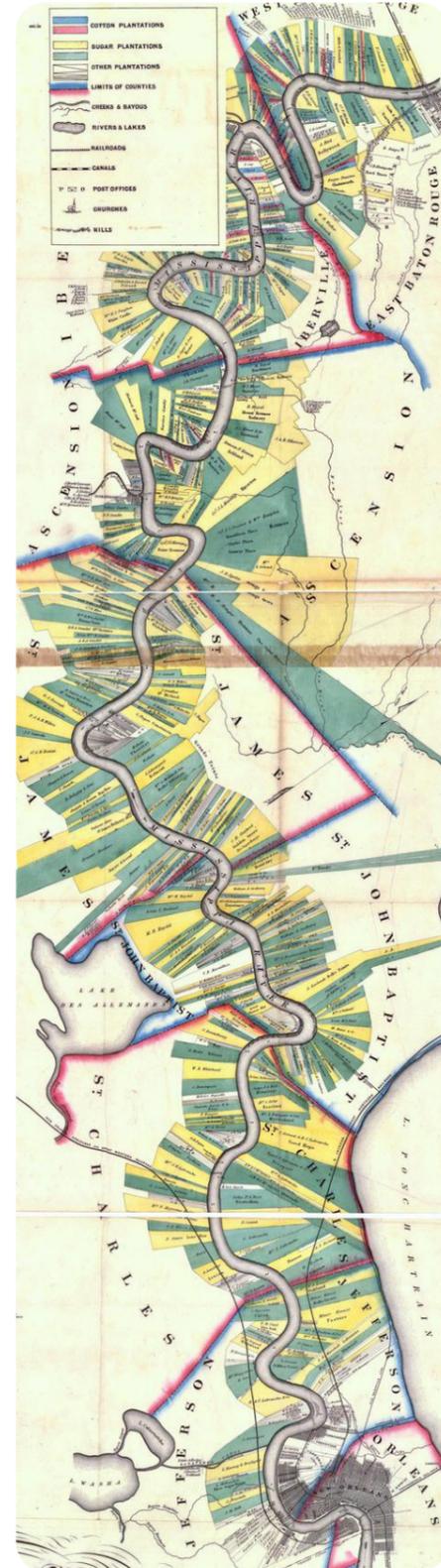
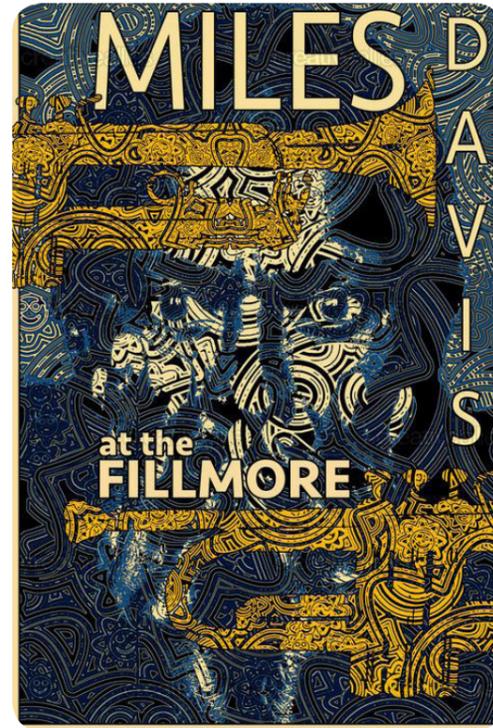
Possibly plan flooring like a laminate wood and plan walls. Using instruments as the art installation. Having a central bar area or a bar area with an odd shape. Having atmospheric lighting, but maybe a bit brighter around the bar area.



New Orleans theme



Having posters up to indicate what performers they might have in the up coming week. Also, iconic jazz musicians posters. Using atmospheric lighting-possibly street lamp. Have big pieces of art work up e.g. maps of new Orleans or London, to fill a bit of wall space.



Girlfriend GETAWAY

THE REDBOOK WAY: NEW ORLEANS

BY HANNAH HICKOK

The most charming hotel options are...

\$ AFFORDABLE
Place d'Armes has a pool surrounded by magnolia trees (rooms from \$90)

\$\$\$ SPLURGY
At Soniat House, enjoy the Southern veranda and suites with art from the New Orleans Museum of Art (rooms from \$245)

Your PERFECT WEEKEND PLAN

FRIDAY NIGHT
Bourbon Street Bar hop down this legendary French Quarter me, sipping your cocktail and watching as debauchery unfolds all around.

SATURDAY AFTERNOON
Garden District Wander Lafayette Cemetery No. 1, then grab a latte at Condemned Coffee before shopping the Magazine Street boutiques.

SATURDAY NIGHT
Frenchman Street is where locals go to hear live jazz. Pop into the Balcony Music Club, the Piano Lounge, and Old Absinth House (the oldest bar in NOLA, which serves straight-up shots of absinthe).

EAT HERE and order this!

The Gumbo Pot Life-altering chicken gumbo and Hurricanes

Royal House Oyster Bar Sit out on the balcony and have cooked oysters, and French onion soup

French Market Fried alligator on a stick

Damisse Sandwich Shop Get an oyster po-boy "served" then walk to...

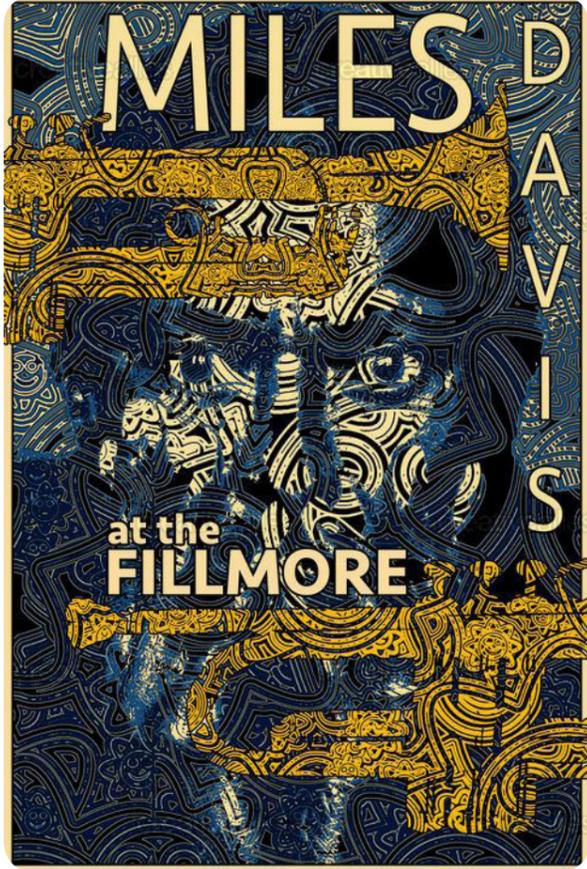
Hansen's Sno-Bliz For homemade cocktails made with the first-ever ice-cream machine

For a big night out, make it **COMMANDER'S**
Wear your seersucker for a Southern fancy meal and 25-cent martinis.

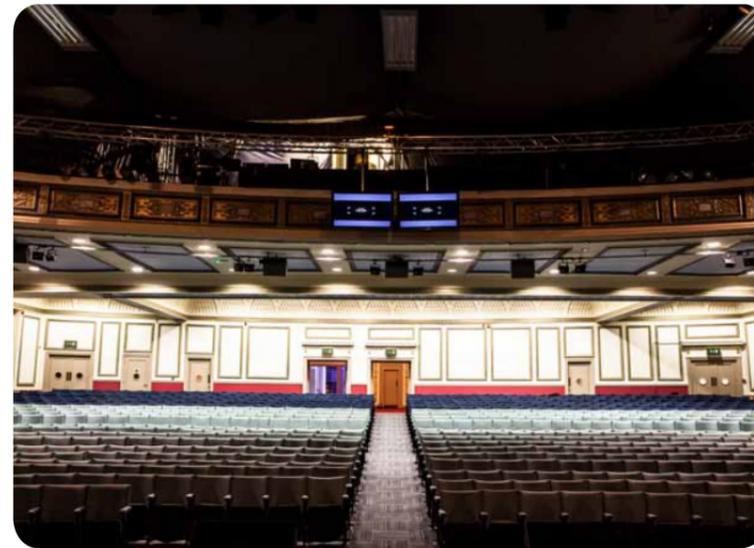
Best BEIGNETS AWARD STILL GOES TO... CAFE DU MONDE

EXPERIENCE A LITTLE voodoo!
Past Take a nighttime ghost tour (with a drink in hand) with French Quarter Phantoms. Some tourists say ghosts have shown up in post-trip photos! (\$20)
Future Get your fortune told by street psychics by the St. Louis Cathedral.

Restraunt theme

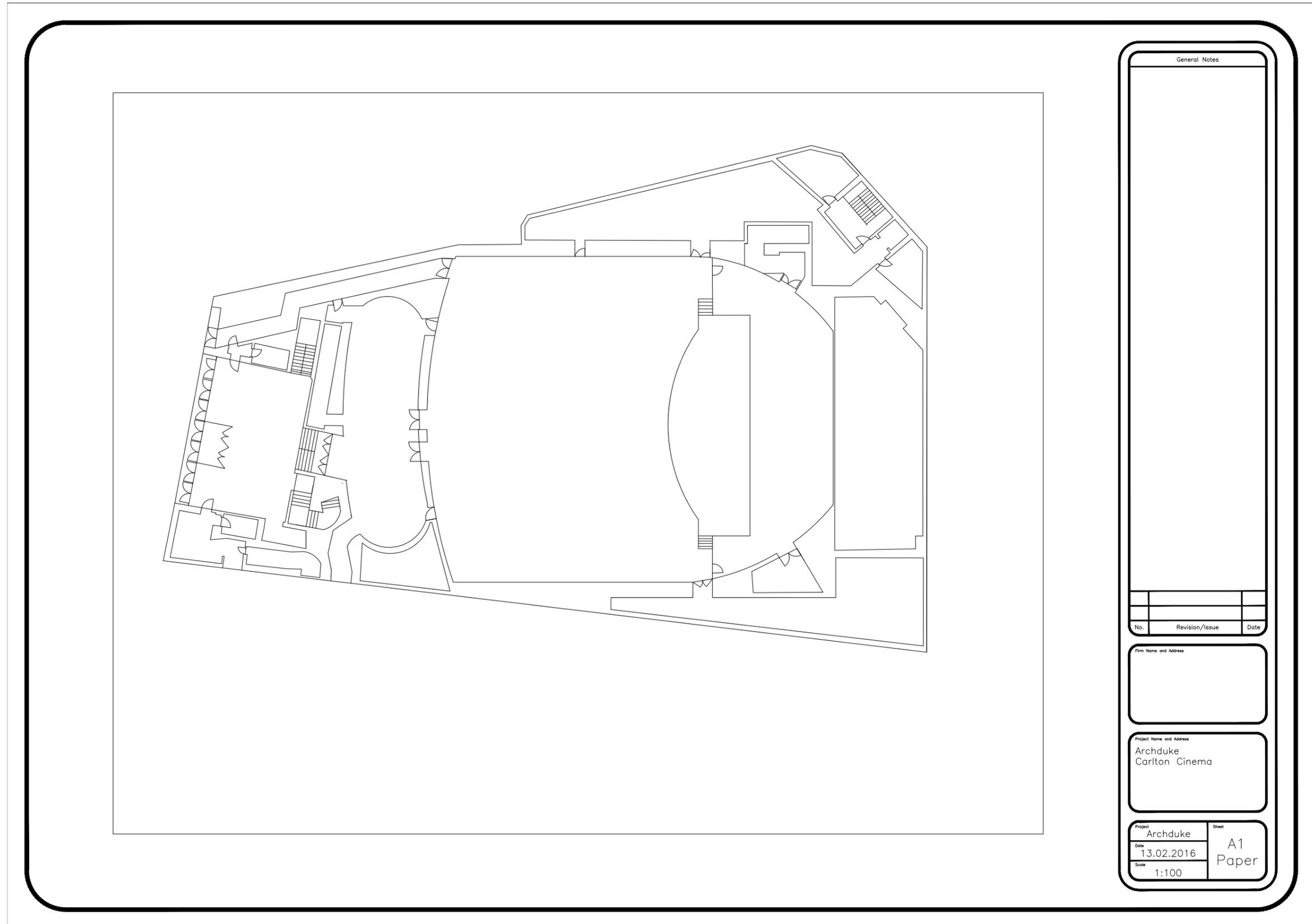


The restaurant theme is a combination of new Orleans and Art Deco. I plan to keep the walls and ceilings as they are after the renovation but change the flooring in the restaurant area. I have looked in to Tom Dixon to help create atmospheric lighting. Also, I have decided on curved banquette seating as it fits lots of people and can make the room feel less empty.



Restaurant Plan

Floor plan for the first floor of the Carlton Cinema. Where the main area of the restaurant will be.



General Notes

No.	Revision/Issue	Date

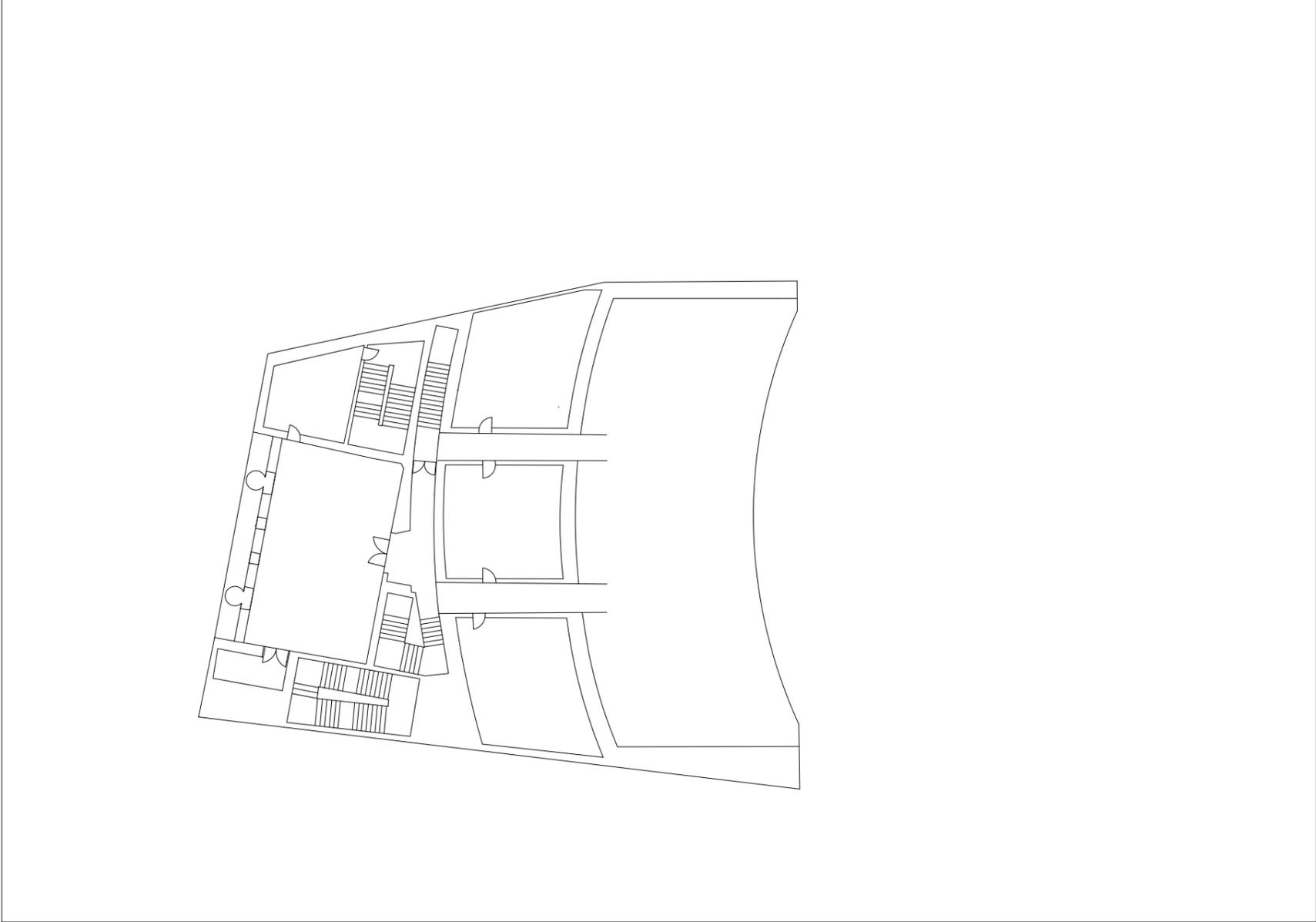
Firm Name and Address

Project Name and Address
Archduke
Carlton Cinema

Project Archduke	Sheet A1
Date 13.02.2016	Paper
Scale 1:100	

Restaurant Plan

Floor plan for the second floor of the Carlton Cinema. Where balcony is as a result where the main bar area will be.



The floor plan shows a large, irregularly shaped room with a curved right boundary. It features several rooms, corridors, and two sets of stairs. A balcony area is located on the right side of the plan, which is noted as the future location for the main bar area.

General Notes

No.	Revision/Issue	Date

Firm Name and Address

Project Name and Address
Archduke
Carlton Cinema

Project Archduke	Sheet A1 paper
Date 14.02.2016	
Scale 1:100	

Furniture Spec

MORITZ chair range
Chair Moritz, Armchair Moritz, Lounge armchair Moritz, Barstool Moritz



material
Brown sugar (B 113)

upholstery
Prince 174

glides
Felt - Wooden,
laminated floor - black

Total height (cm) 82,5
Seat Height (cm) 45,5
Width of seat (cm) 46
Depth of seat (cm) 42
Weight for delivery (kg) 10,91
Volume (m3) 0,32



material
Brown sugar (B 113)

upholstery
Prince 174

glides
Felt - Wooden,
laminated floor - black

Total height (cm) 82,5
Seat Height (cm) 45,5
Width of seat (cm) 46
Depth of seat (cm) 42
Armrest height (cm) 69,5
Weight for delivery (kg) 11,46
Volume (m3) 0,39



material
Brown sugar (B 113)

upholstery
Prince 174

glides
Felt - Wooden,
laminated floor - black

Total height (cm) 77
Seat Height (cm) 40
Width of seat (cm) 56
Depth of seat (cm) 47
Armrest height (cm) 62
Weight for delivery (kg) 17,49
Volume (m3) 0,391



material
Brown sugar (B 113)

upholstery
Prince 174

variant
High barstool

glides
Felt - Wooden,
laminated floor - black

Total height High barstool (cm) 102
Total height Low barstool (cm) 87
Seat height High barstool (cm) 80
Seat height Low barstool (cm) 65
Width of seat (cm) 43
Depth of seat (cm) 40
Weight for delivery (kg) 12,19
Volume (m3) 0,327

Furniture Spec



material

Brown sugar (B 113)



table tops

solid wood edge 35 mm



dimensions (cm)

90 x 200

Total height (cm) 76

Weight for delivery (kg) 49

Volume (m3) 0,321



material

Brown sugar (B 113)



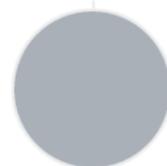
table tops

Solid wood 28 mm



dimensions (cm)

70 x 70



bases

Satinato

Base size (cm) Ø 56,5

Total height (cm) 75

Weight for delivery (kg) 32

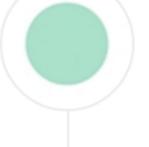
Volume (m3) 0,374

Furniture Spec

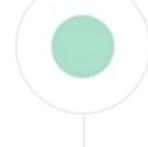


	material Brown sugar (B 113)	Base size (cm) Ø 45
	table tops Solid wood 28 mm	Total height (cm) 40
	dimensions (cm) Ø 70	Weight for delivery (kg) 20,50
	bases Satinato	Volume (m3) 0,166



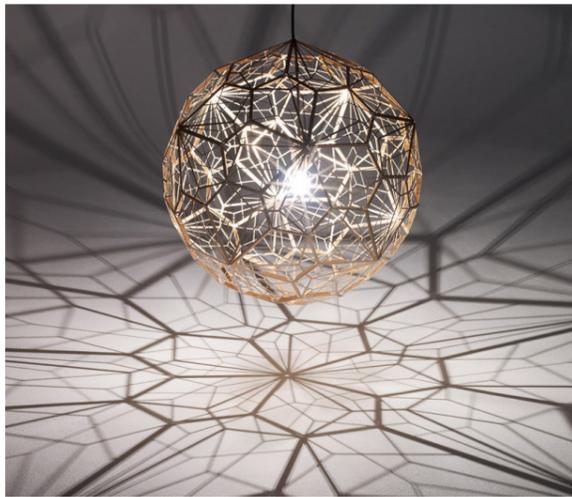
	material Brown sugar (B 113)	Base size (cm) Ø 56,5
	table tops Solid wood 28 mm	Total height (cm) 75
	dimensions (cm) Ø 70	Weight for delivery (kg) 31
	bases Satinato	Volume (m3) 0,374



	material Brown sugar (B 113)	Total height (cm) 105
	table tops Solid wood 28 mm	Weight for delivery (kg) 23,10
	dimensions (cm) Ø 60	Volume (m3) 0,406
	bases Satinato	

Lighting

Having done research into Tom Dixon lighting I have found out that the brass and copper lights that he has designed are very suitable for the Archduke. As it is a suitable material and goes really well with the colour scheme.



Even though I really like the beat collection that he does. Due to the fact that they look like different brass instrumental mutes. I have decided to go for the copper shade and Like the way they work really well hung together as well as separately. I think this would benefit the design and shape of the restaurant really well. Also, It create quite atmospheric lighting.



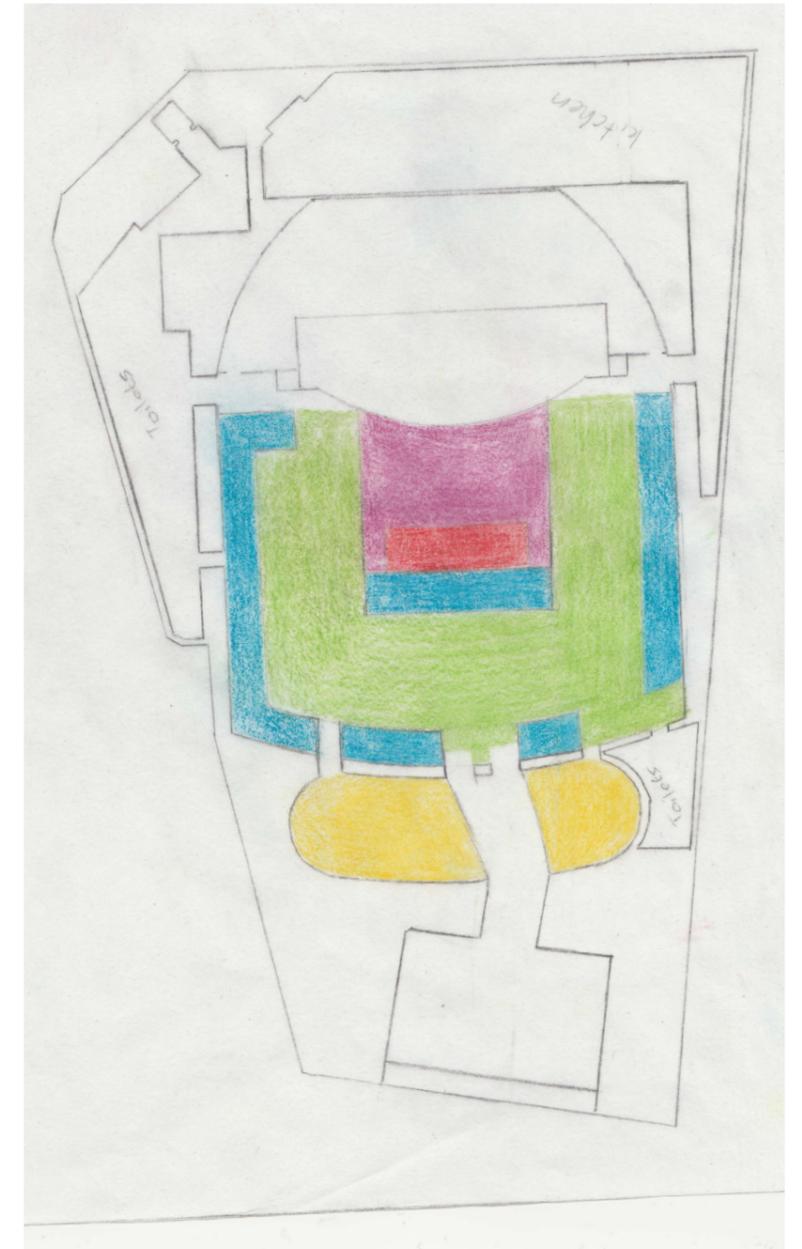
Restraunt Layout

Key

- lounge seating
- banquette
- poser hieght
- bar
- dinning area

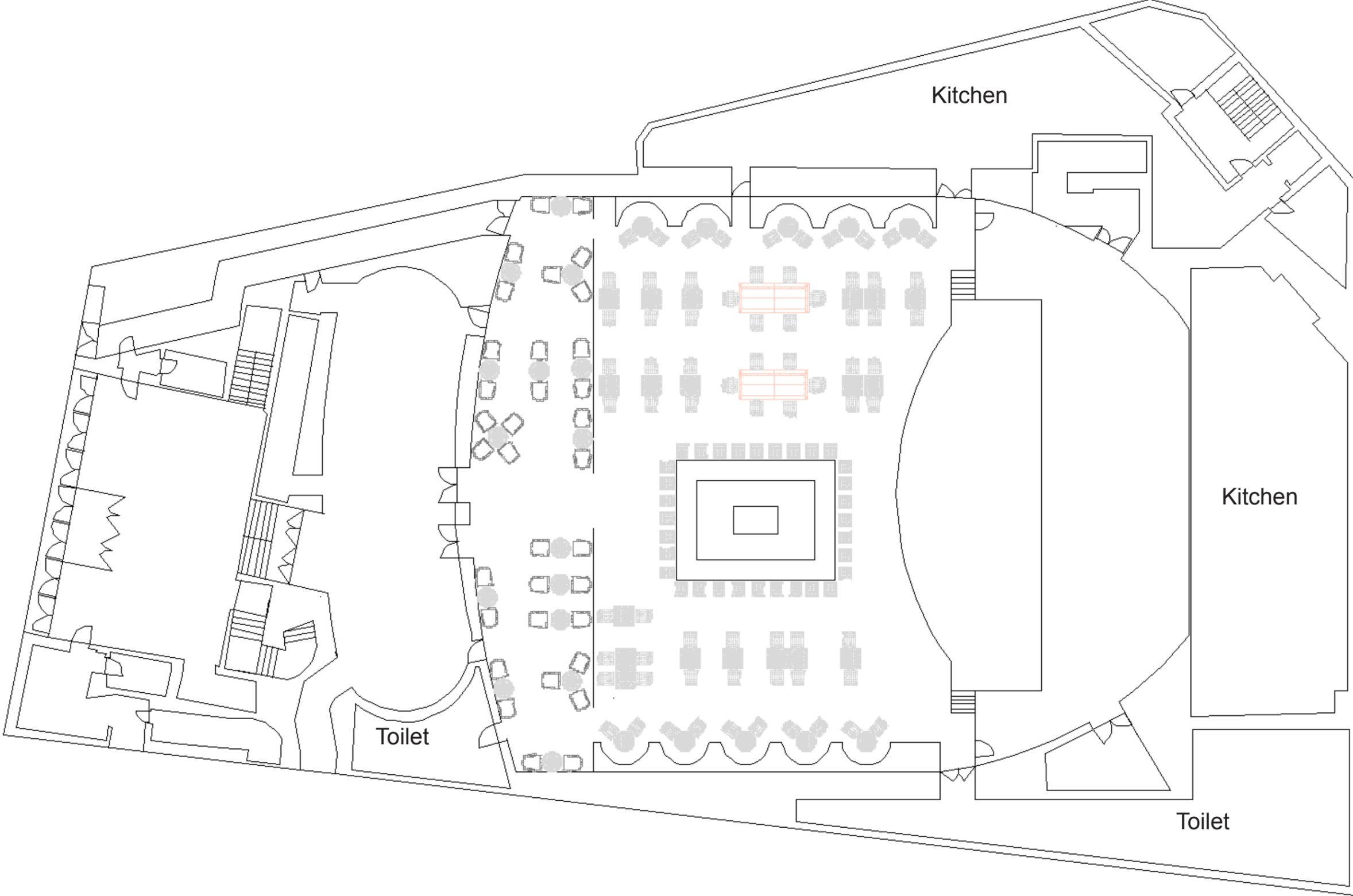


I looked at a few different ways of zoning the restaurant and how I could use all the spaces. For example: I knew I wanted the lounge area to be the first bit of seating so, I experimented with putting it in foyer 2. Additionally, I played around with placing the banquette seating around the edges of the theatre. I also had a look at where the bathroom and toilets would be, and how easily assessable they would be for the customers.



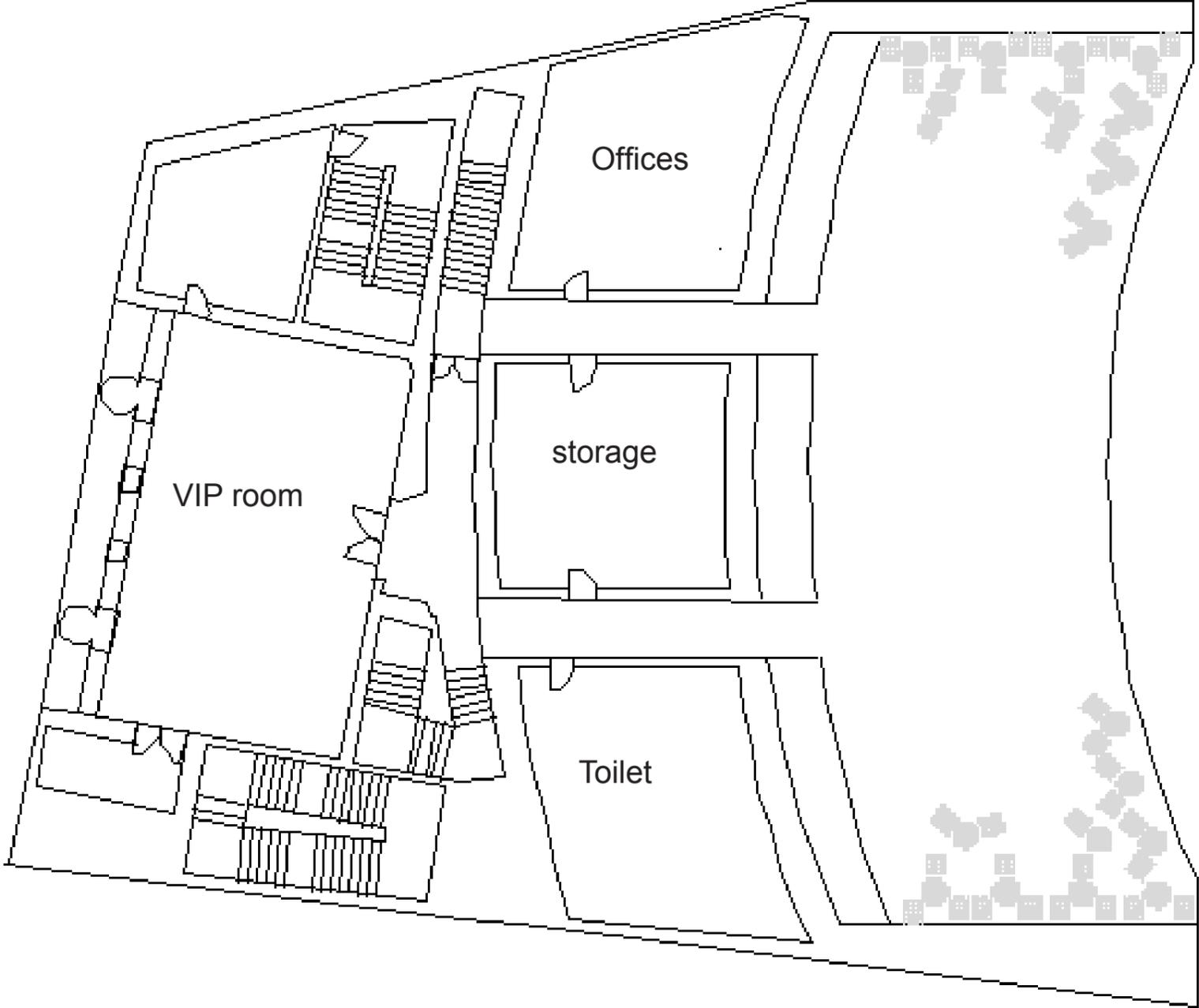
Layout

Ground floor seating arrangement.



Layout

Balcony floor seating arrangement.



Materials

Wood for furniture

Standard beech, with the colour brown sugar.

Counter top for the bar

Corian in deep caviar. This is because it is a very durable surface and it is the right colour with the hints of red specs to fit in with the decor.

Flooring

Kardean in dark brown. It is extremely durable and looks great with the colour Scheme plus it is easy to clean.

Bronze textured

The cladding to go around the outside of the bar. Its a subtle colour that looks like would grain, also is easy to clean.

Copper

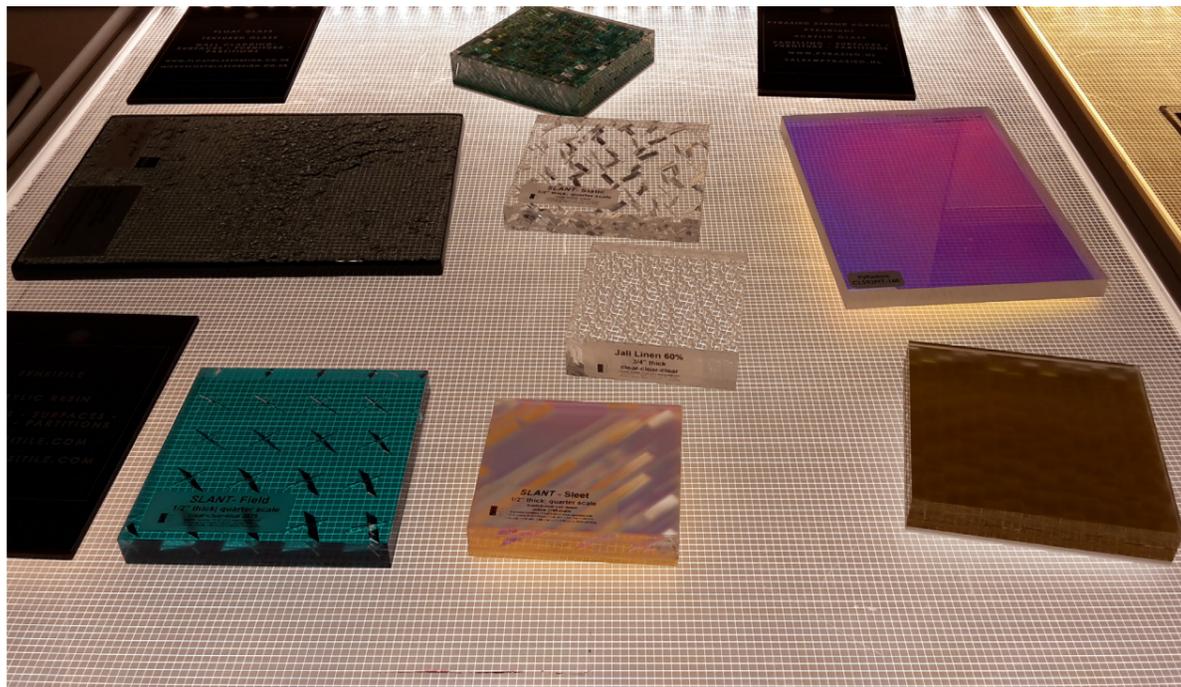
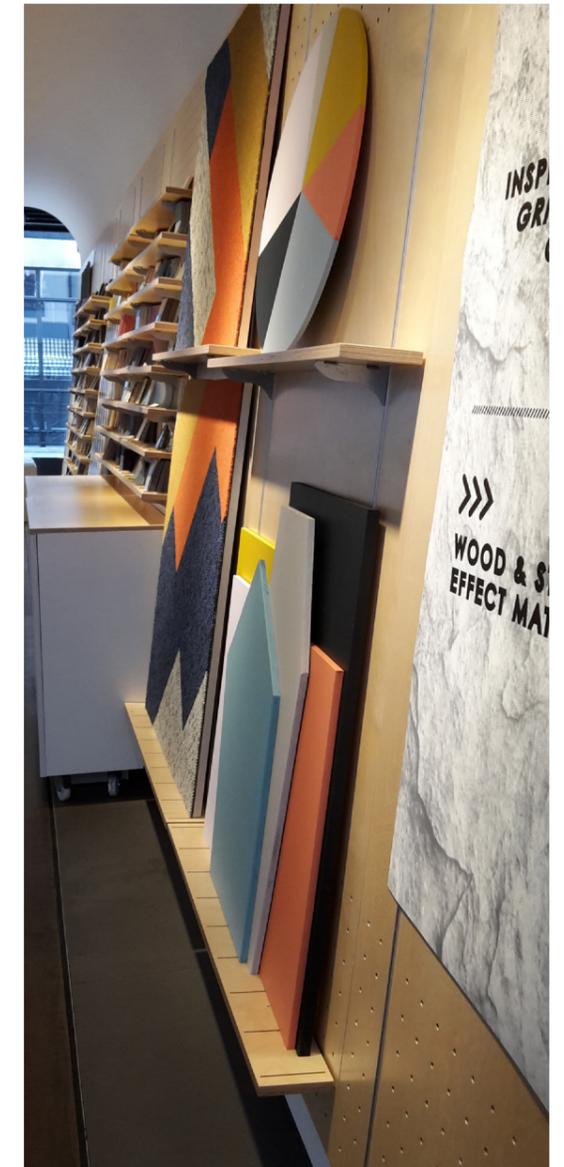
Tim Dixon copper shade. The lighting used through out the building.

Leather

Upholstery for every chair it is chocolate colour. This one is a lot smoother than others and therefore much easier to clean.



Material Lab



Whilst in London I was able to visit the Material Lab. It is a shop full of free samples where you are able to see how well all your different materials and colours go together. They had a massive range of materials. I was surprised that it wasn't bigger than it is due to the amount of stuff they have. However, it didn't feel crowded at all.

Visual

This is a day time visual of the main restaurant area. However, I wasn't able to put the flooring or wall down because I wasn't confident that I could do it well enough.

