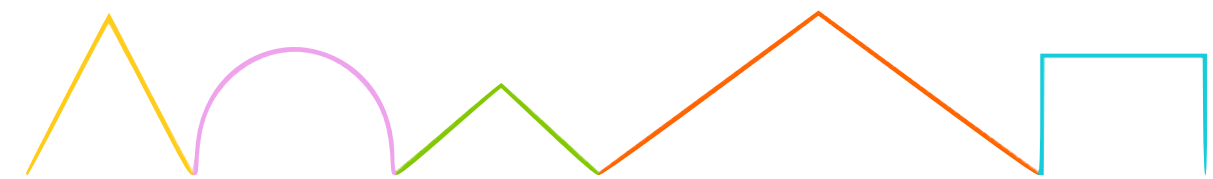




ACME D3

Pop-Up Outlet



Fast Casual Restaurant Design

One of the main aims of fast or fast-casual eateries is to attract people from all walks of life. These types of food establishments cater to a wide ranging demographics including both children and adults, families and business people short of time and looking for a quick, familiar and reasonably priced hunger fix. Layouts are geared towards efficiency and quick turnover, sometimes negatively reflected in interior design.

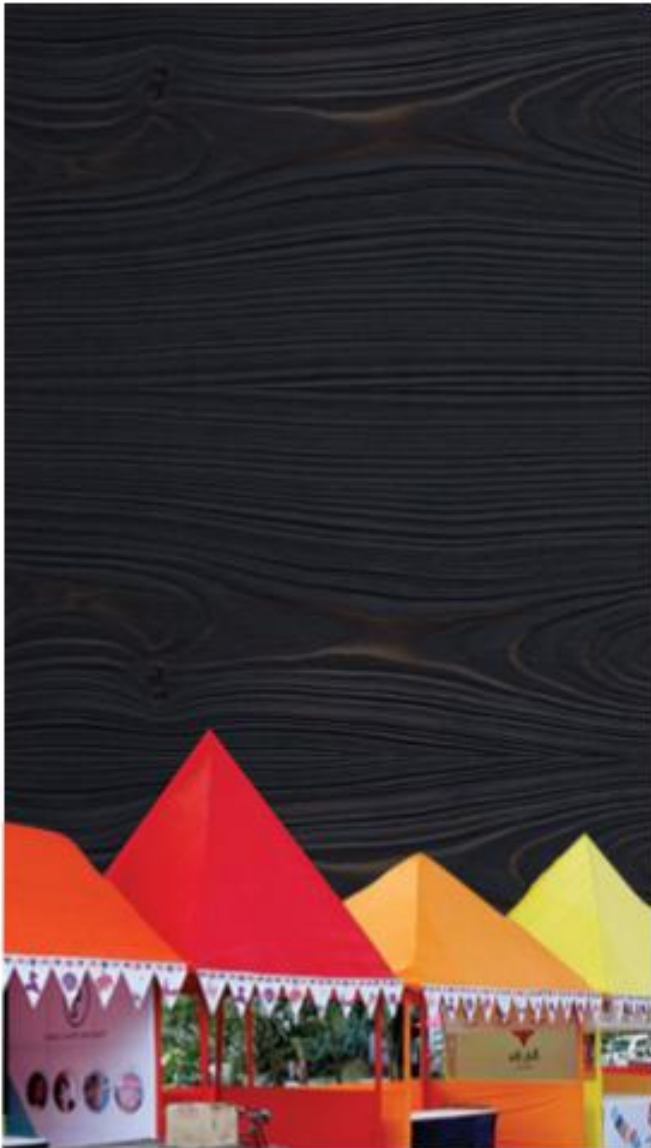
An innovative gourmet fast food start-up Fries United design brief looked for a dramatic and memorable sensory experience, childish, happy and global in both flavour and appearance. We took inspiration from the menu we helped develop: fishermen and beach huts, barns and market stalls, all with familiar and friendly shapes we often associate with carefree childhoods. These motives along with edible colours were composed into a bright and attention grabbing visual feast.

Great emphasis was put on sustainability - both flagship restaurant and its pop-up outlet are clad in reclaimed charred wood, fixtures and fittings are sturdy and modular, can be easily dis/assembled or changed in appearance and/or function and are recyclable and reusable.

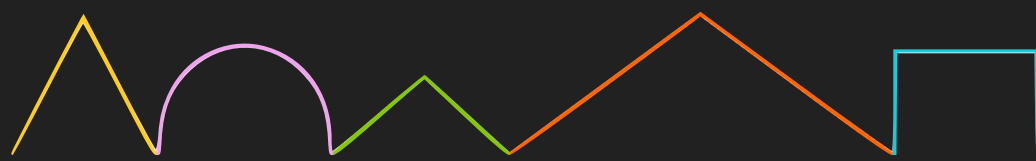
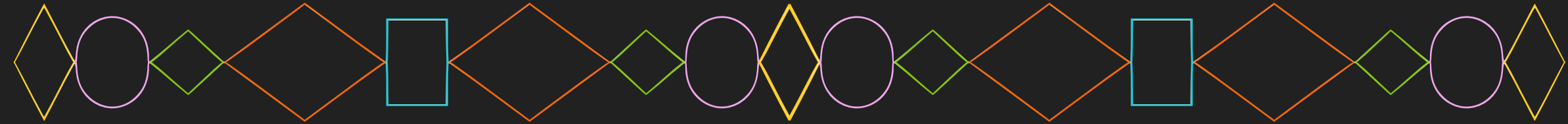
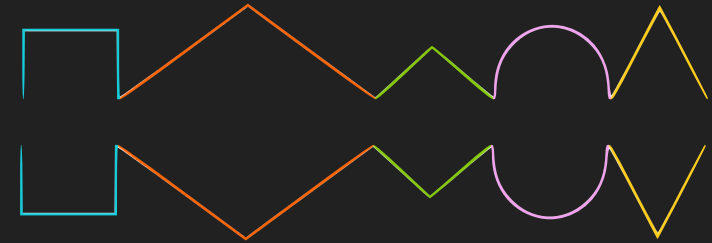
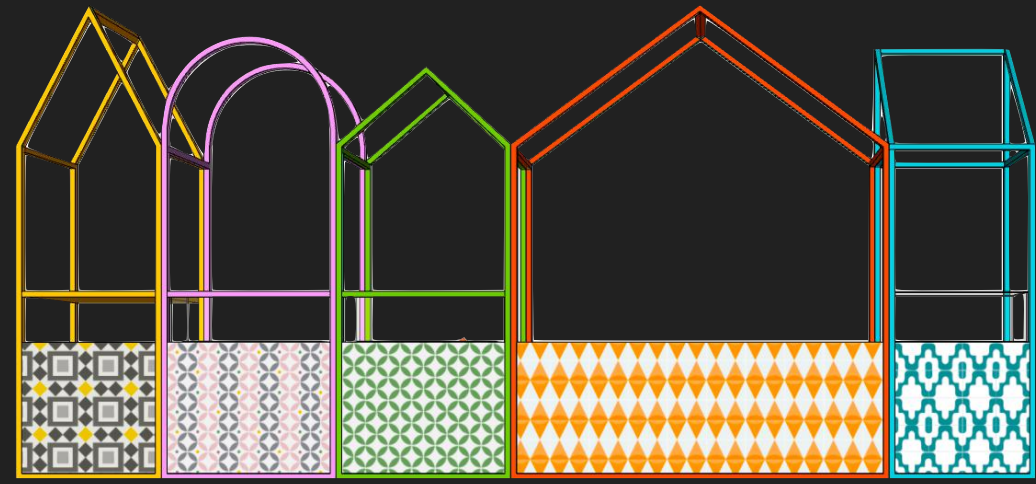
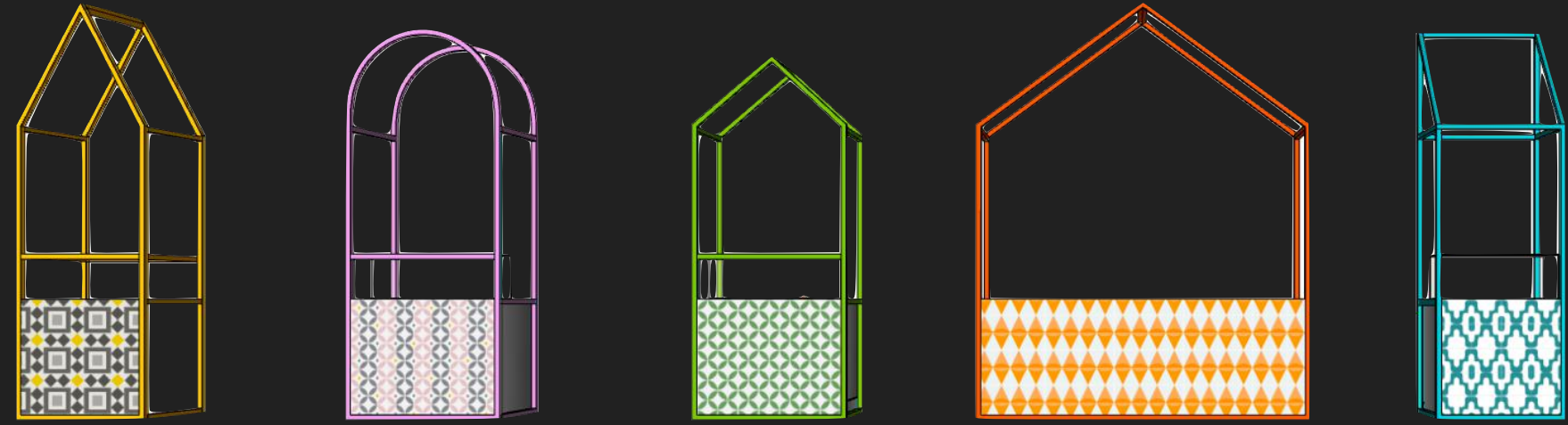


Gourmet Fast Food
Restaurant & Pop-Up
Concept Design

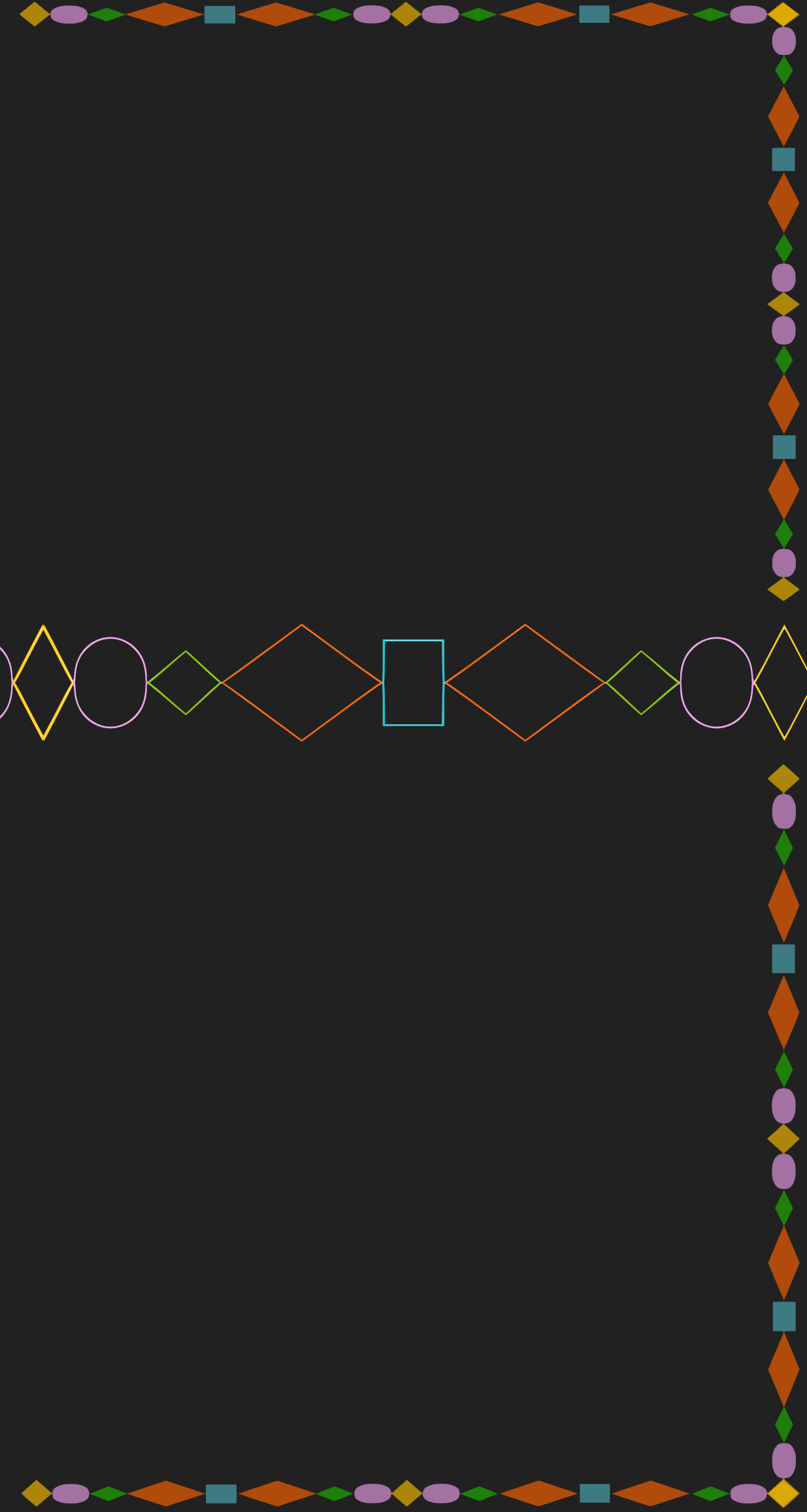
Menu development greatly influenced design research and its final results. Dramatic Hastings net houses, fishermen huts, barns, market stalls and beach huts all contributed their familiar outlines, materials and colours.



Shapes & Patterns



menu





F*U



Fr. Fr.
SPECIALTY
RESTAURANT

GLUTEN FREE & VEGAN FRIENDLY
Sweet & Savoury Dips, Loads and Sides

Seasonal Salads *

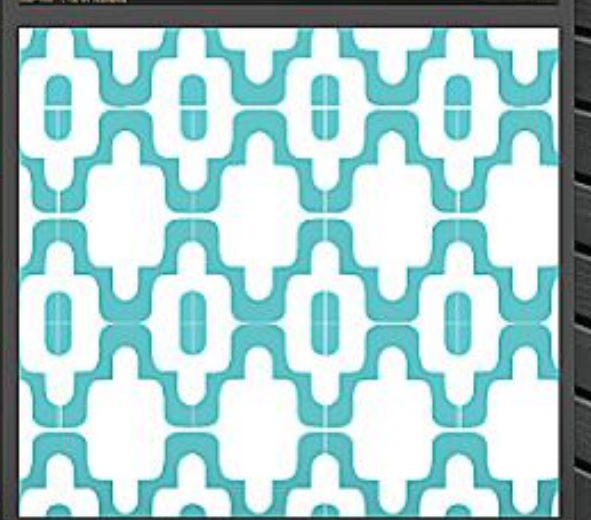
STRAWBERRY MINT
LEMON LIME
MANGO & PINEAPPLE
Apple & Walnut
Crispy Chicken, Mint
All our Fresh Fruits

GOOD COCOA CHOCOLATE
SWEET POTATOE
CRISPY POTATOE
CRISPY CHICKEN
CRISPY CHICKEN
CRISPY CHICKEN
CRISPY CHICKEN

PIZZAS *
Savoury, Sweet or Both

FRUIT & VEGAN *

CRISPY CHICKEN *
Savoury, Sweet or Both





10 Ft. 10



GLUTEN FREE & VEGAN FRIENDLY

Sweet & Savoury Dips, Loads and Sides

Seasonal Salads *

STURDILY ROCKET
CHEESE & GARLIC WISKEY ICE
Spicy Whiskies
Lemon Peach & Vanilla
Minted Fries & Potatoes...

- ROASTED POTATO FRIES ★
- CRISPY POTATO FRIES ★
- CRISPY POTATO FRIES ★
- CRISPY POTATO FRIES ★
- CRISPY POTATO FRIES ★
- CRISPY POTATO FRIES ★
- CRISPY POTATO FRIES ★

CRISPY POTATO FRIES ★

Savoury, Sweet or Both

CRISPY POTATO FRIES ★

CRISPY POTATO FRIES ★

Savoury, Sweet or Both

Service counter area with a menu board and a staff member. The counter is divided into sections with different colored patterned aprons: yellow, purple, green, orange, and blue. The menu board displays various food items with icons.

Seating area with long wooden tables and black metal stools. The tables are arranged in a row, and the stools are placed under them.

Small menu boards or tablets placed on a ledge along the wall, displaying food items and prices.

Decorative wall panel with a teal and white geometric pattern, possibly a side counter or display area.



No.1
 No.2
 No.3
 No.4
 We Want Everything



SEASONAL GREENS SALAD
 (with vegetable icons)

FRIES MENU
 (with various fry options and prices)

FRIES MENU
 (vertical display)



GLUTEN FREE & VEGAN FRIENDLY
 Sweet & Savoury Dips, Loads and Sides

Seasonal Salads ★

SUSTAINABLY SOURCED
Fries ★
 OMEGA-3 IN A CRUNCHY BITE
 (with icons for wheat, soy, and other allergens)

- CHICKEN FRIES ★
- VEGETARIAN FRIES ★
- VEGETARIAN FRIES ★
- VEGETARIAN FRIES ★
- VEGETARIAN FRIES ★
- VEGETARIAN FRIES ★
- VEGETARIAN FRIES ★

FRIES
 Savoury, Sweet or Both

BOAT
 Savoury, Sweet or Both



Shipping Container Gourmet Fast Food Pop-Up Design

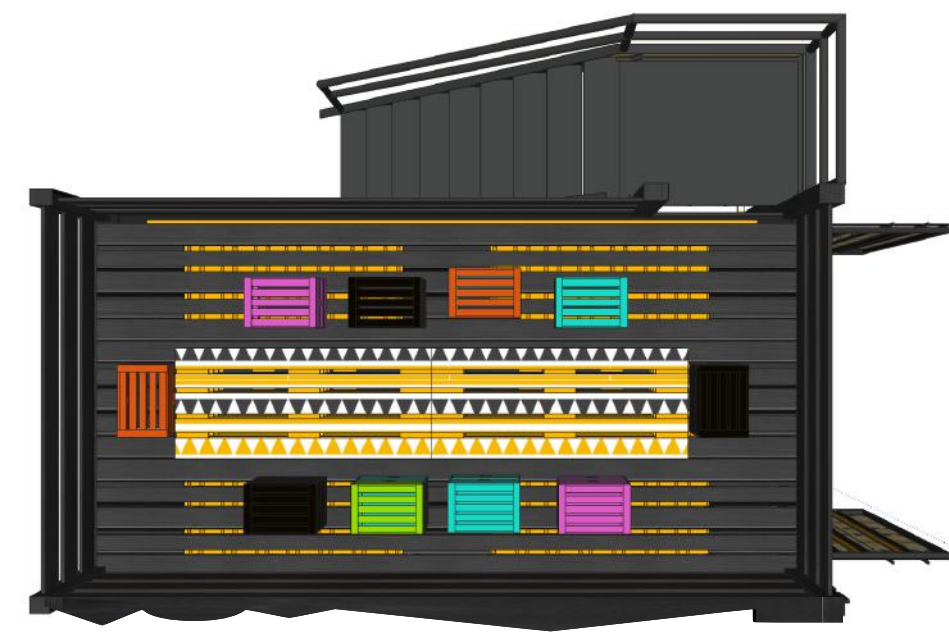
Shou Sugi Ban

Friendly looking gourmet outlet concept - shipping container cladded in modular and detachable wood frame.
Cladding is made out of charred wood, known as Shou Sugi Ban, which provides protection and dramatic aesthetics.



Pop-Up / Mobile Fast Food Concept Brief

Gourmet start-up wanted to develop an affordable pop-up and ideally mobile food concept suited for economically unpredictable times. Shipping container (reused) was chosen for its sense of permanency and a relative ease of transport to different location if the circumstances become unsustainable. Low cost was essential as well as the ease of assembly as they will do most of the work themselves:



TOP VIEW

- relatively simple and made of easily available materials is a must
- cheerful, eye-catching, childish, noticeable and memorable
- it's a takeaway but some kind of seating would surely be beneficial
- we do appreciate the honesty of materials, like a shipping container is what it is - a steel box, but we also love natural materials like wood and would love for those kind of elements to provide the biggest impact.

It was of great importance to use components which are already widely available in order to reduce the cost and ease the assembly. Borrowing from the food business vocabulary, the recipe is as follows:

Ingredients:



WOODEN CRATES



INDUSTRIAL GALVANIZED
STEEL STAIRCASE



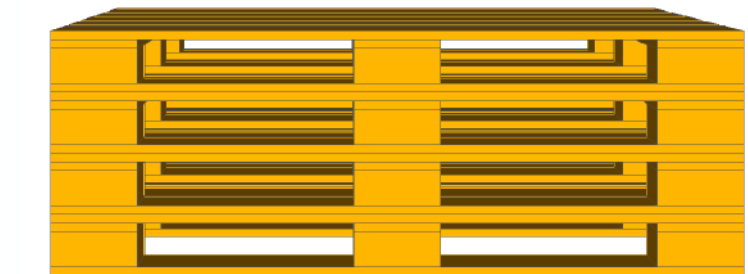
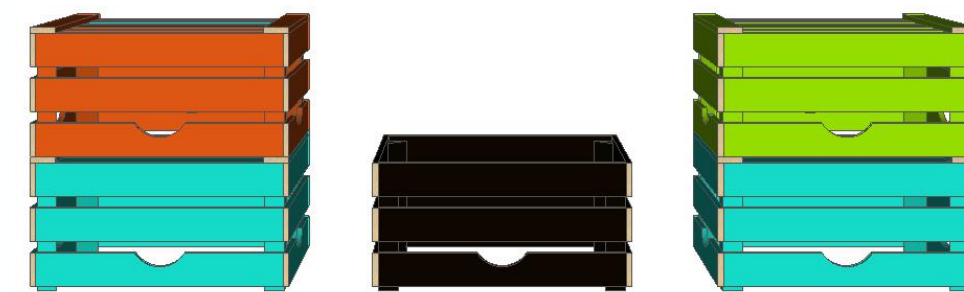
6M SHIPPING CONTAINER



RECLAIMED TIMBER



EURO PALETTES



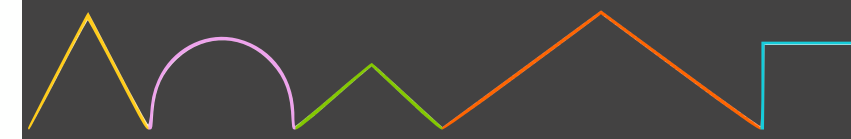
Wooden crates - easily available and affordable storage for the roof terrace seating. For a colourful and cheerful environment they can be painted in striking colours.

A 6m reused shipping container is painted and clad in a modular charred wood frame resembling a giant wooden crate.

Stacked Euro Palettes - affordable and easy to reconfigure tables. For added colour - paint brightly. Single layer of palettes also forms the roof/terrace floor cover.



Shipping Container Fast Food Design Concept



Shou Sugi Ban

Cladding in charred wood produces a striking and protective option. Technique is known as Shou Sugi Ban, a centuries old Japanese method of preserving wood from rot, pests and UV whilst providing fire resistance. On top of the aesthetics it is an environmentally friendly way to preserve timber as it only needs a natural oil finish, removing the need for any chemical preservatives, paints and retardants. Top layer of wood is burned to desired effect, ranging from smooth to crocodile skin finish.

