



MOMENTO

RESTAURANT & BAR



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SPRING 2019
HOSPITALITY DESIGN

RESEARCH

- For generations Kodak was Rochester's #1 employer
- The film industry was Kodak's main market
- Digital camera introduced within Kodak in 1975, but was neglected as a product
 - No purpose to have it on a digital screen
 - Prints were everything and no laptop were around
- Kodak was too late to realise that digital market has taken over film
 - How customers use cameras has changed
 - Imaging changed to a casual conversation of experiences
 - Short term results vs long term growth
- All Kodak's competitors had far superior digital cameras.
- Kodak's were never as good and the company lost its 'Kodak moment' reputation as the best in the business
- Kodak went bankrupt January 19th, 2012
- Since beginning of layoffs 55,000 lost their jobs
- Kodak was such a large core to the city of Rochester



POETIC STATEMENT

Photography was an integrate core component of Rochester for the past 120 years. The evolution of photography allowed the city to flourish and be recognized as the epicenter of photographic development. Momento will reflect the legacy of technological feats of photography in Rochester, and to capture moments of the future development of Rochester.

PROJECT STATEMENT

Momento is an Italian Bistro to honor the legacy of technological feats of photography in Rochester. The Del Monte Hotel Group's latest dining experience will be located at 151 St. Paul Street, Rochester; recognized as the hot bed of photography in the 20th century.

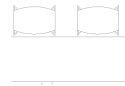
Momento will fuse the Italian gourmet experience with an environment of interactive exhibition of antiques of various photographic prints and technology manufactured in Rochester over the past century. The photographic elements will drive a fusion of past and present aesthetic throughout the open-spaced layout of the bistro. With a goal to attract a greater population to the St. Paul Quarter's district by hosting local events, and having visual interactions of antiques within the open-spaced design of the bistro, it will commemorate the accomplishments of photography in Rochester.

MOOD BOARD



FRONT OF HOUSE

TOTAL SEATING: 104 SEATS



BAR SEATING (18)



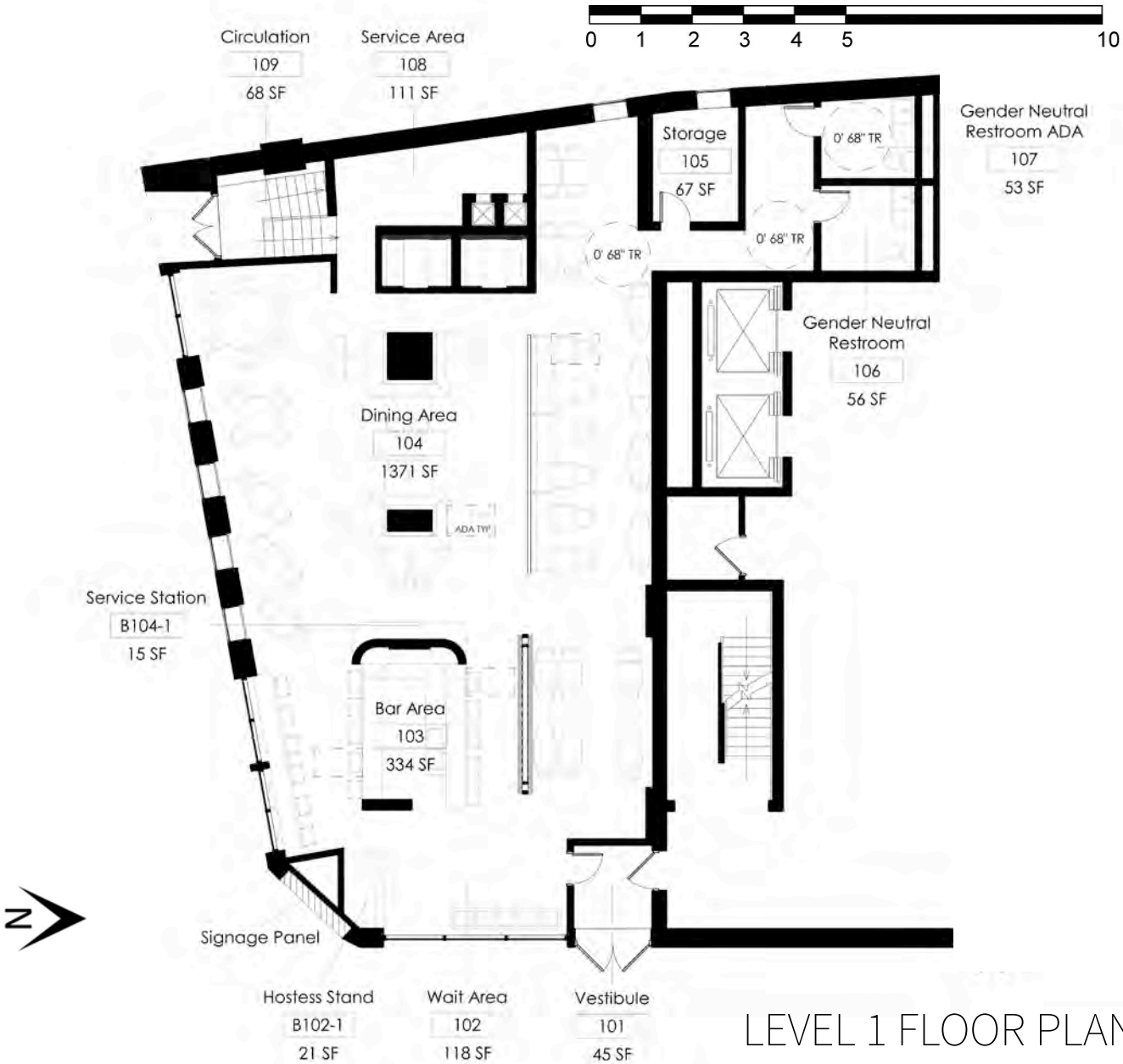
FREE STANDING SEATING (40)

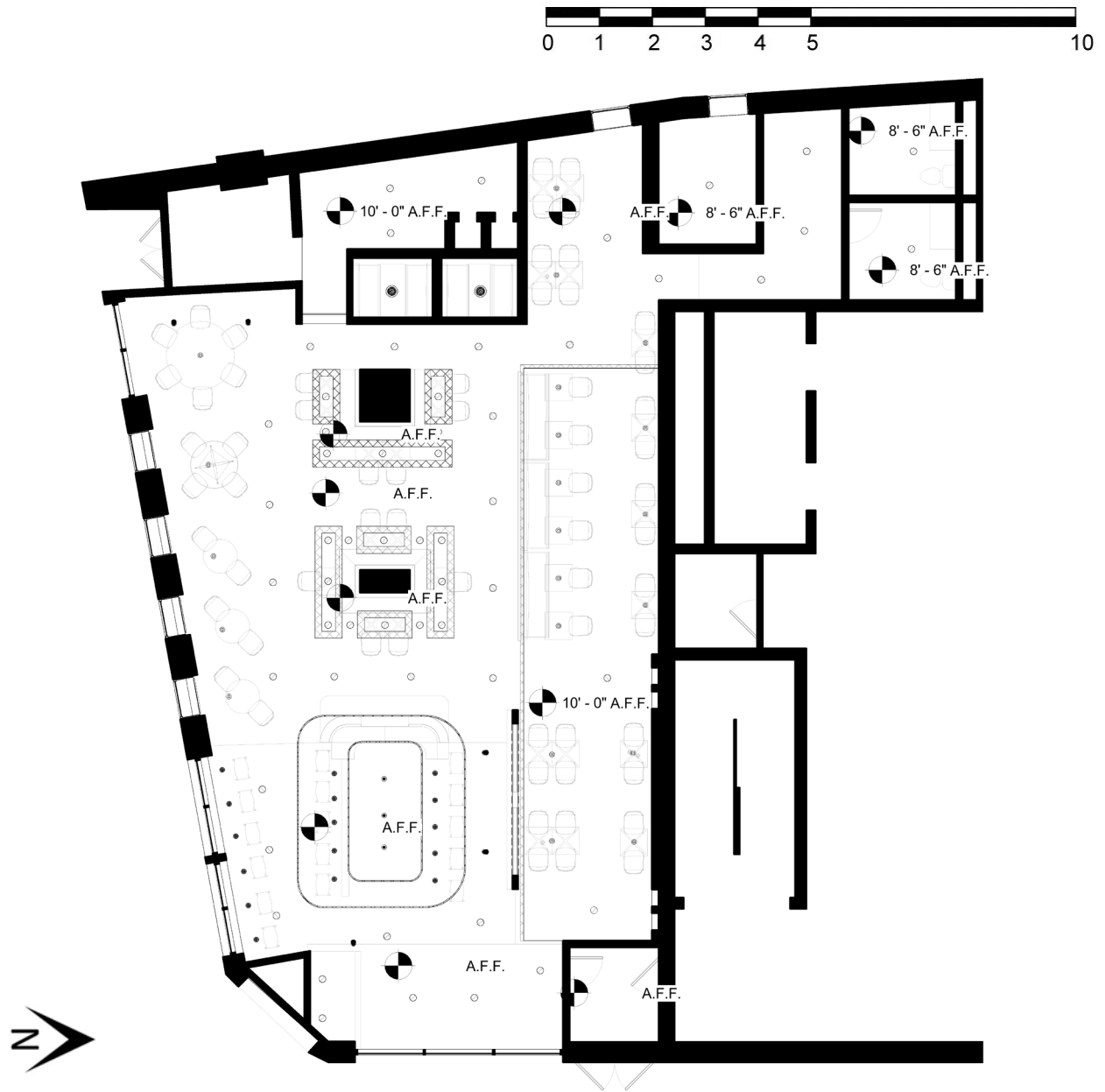


BANQUETTE SEATING (24)



BOOTH SEATING (4)





LEVEL 1 REFLECTED CIELING PLAN



PENDANT LIGHTING
EUREKA SCOUT



STEM LIGHTING
EUREKA FOCUS



PENDANT LIGHTING
EUREKA TURBINE



PENDANT LIGHTING
EUREKA BEATBOX

LIGHT SELECTIONS



PENDANT LIGHTING
EUREKA SCOUT



STEM LIGHTING
EUREKA FOCUS



PENDANT LIGHTING
EUREKA TURBINE

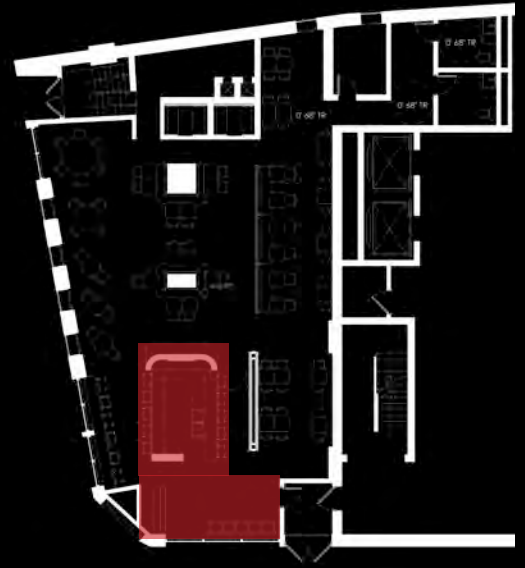


PENDANT LIGHTING
EUREKA BEATBOX

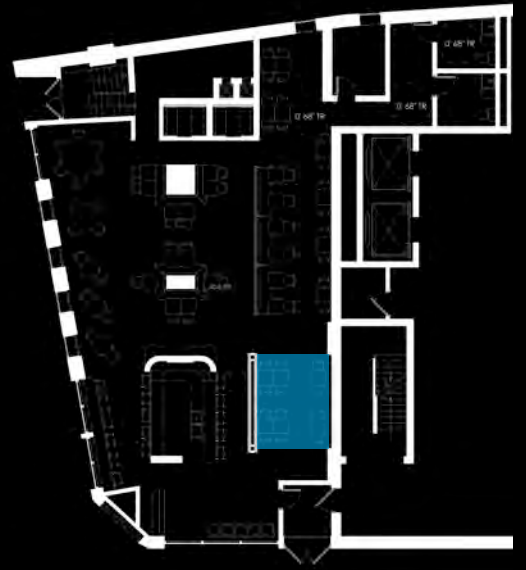
LIGHT MAP



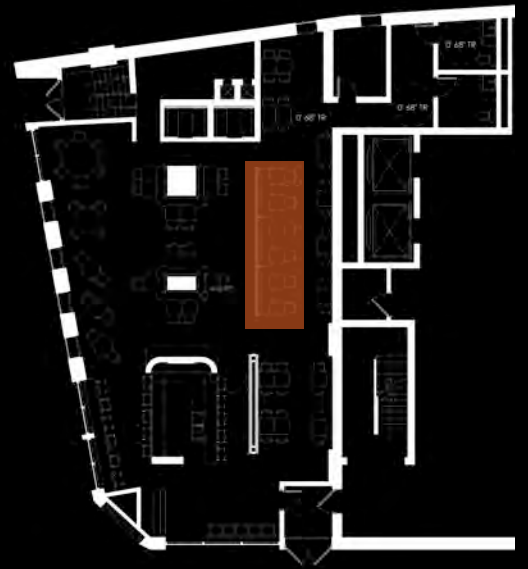
ENTRANCE/BAR



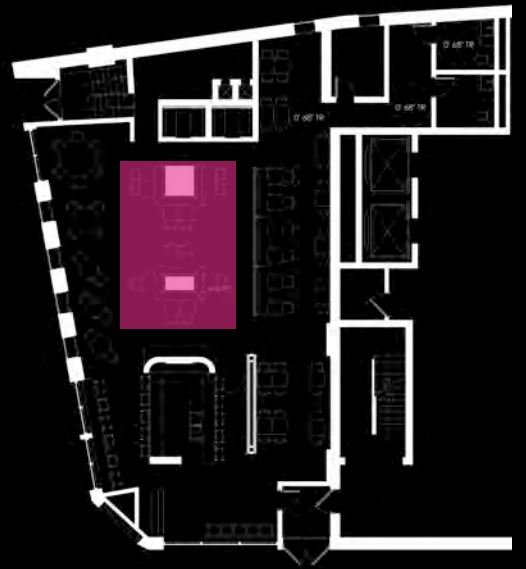
DINING AREA 1



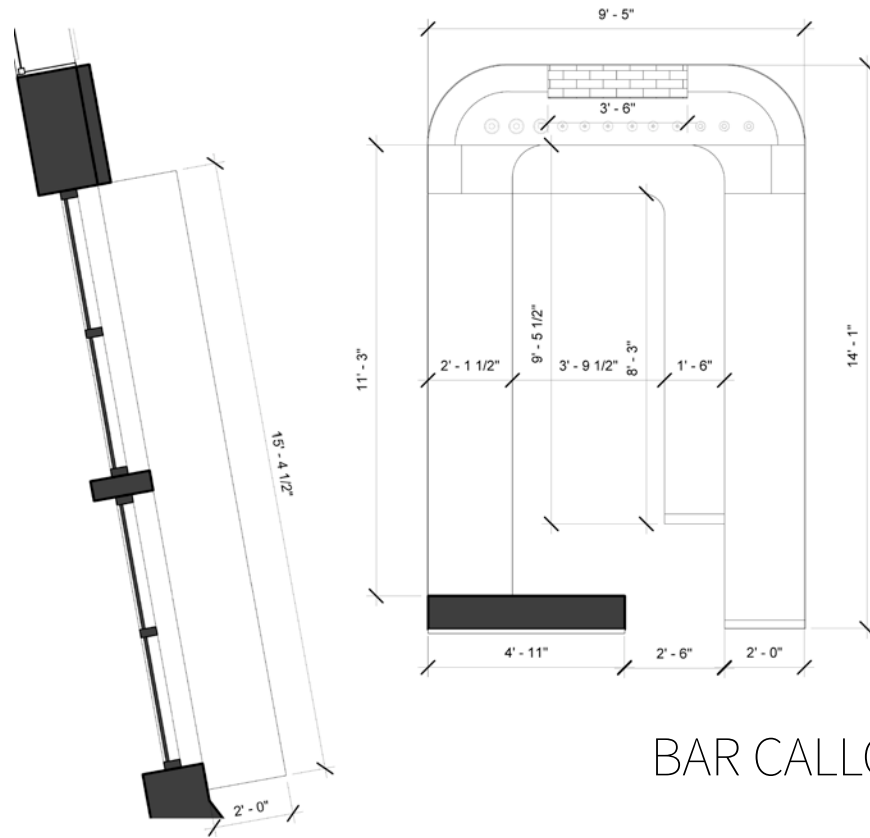
DINING AREA 2 (BANQUETTE)



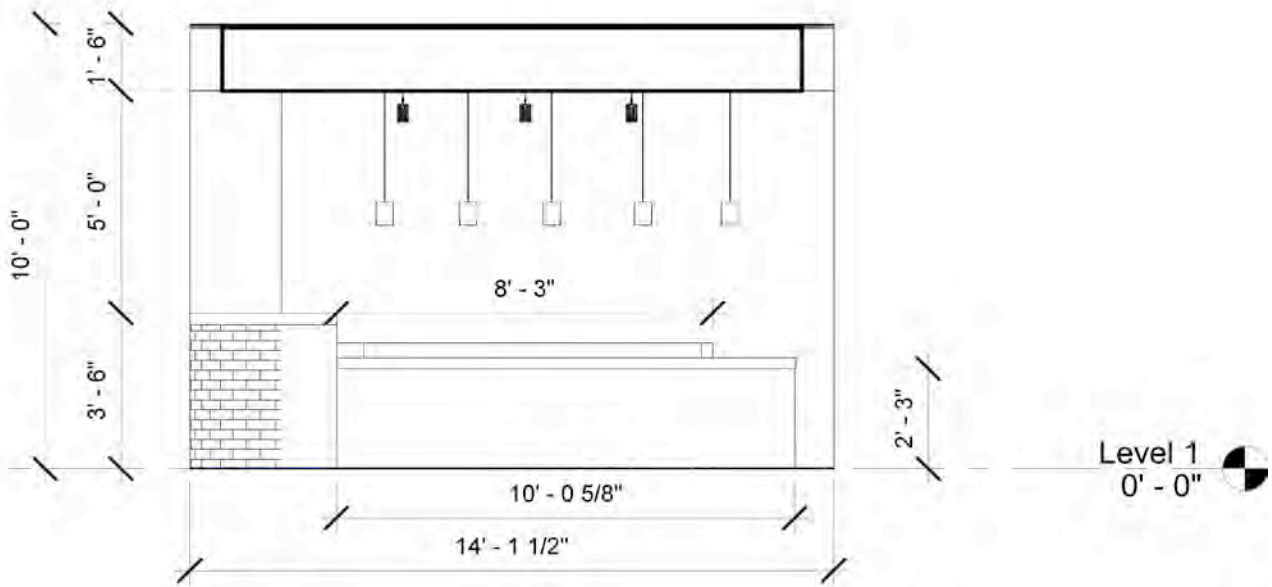
DINING AREA 3 (COLUMN)



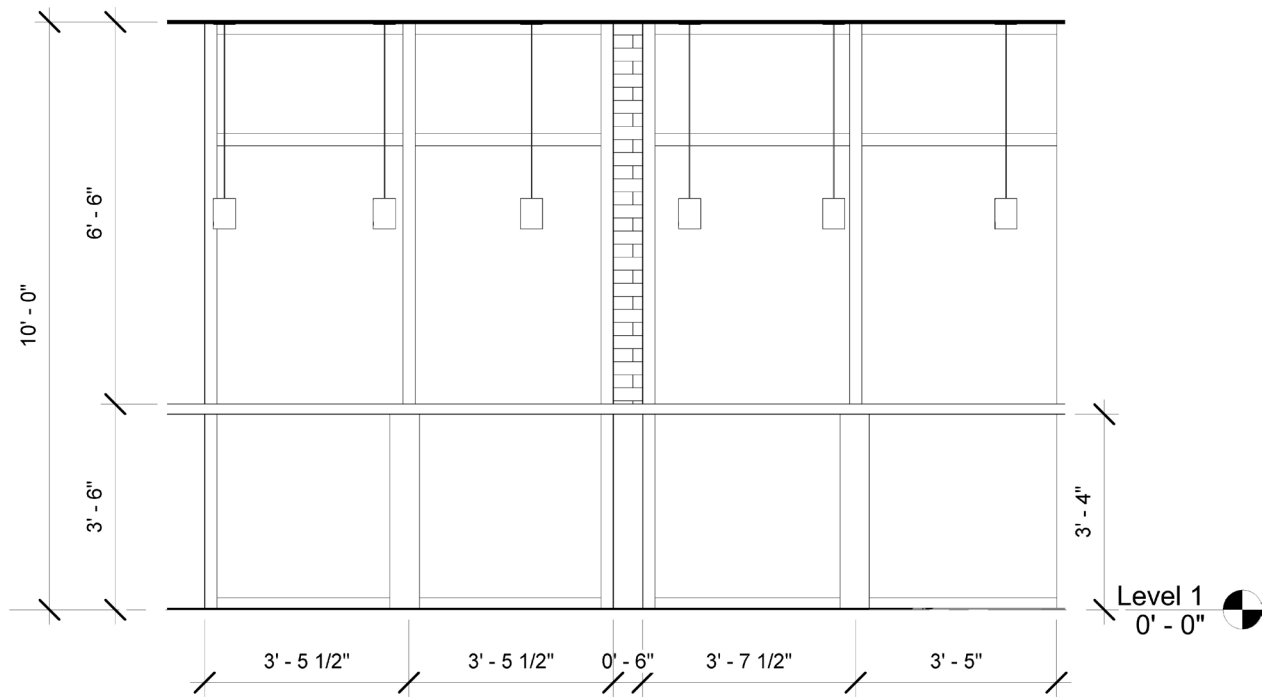
BAR DIMENSIONS



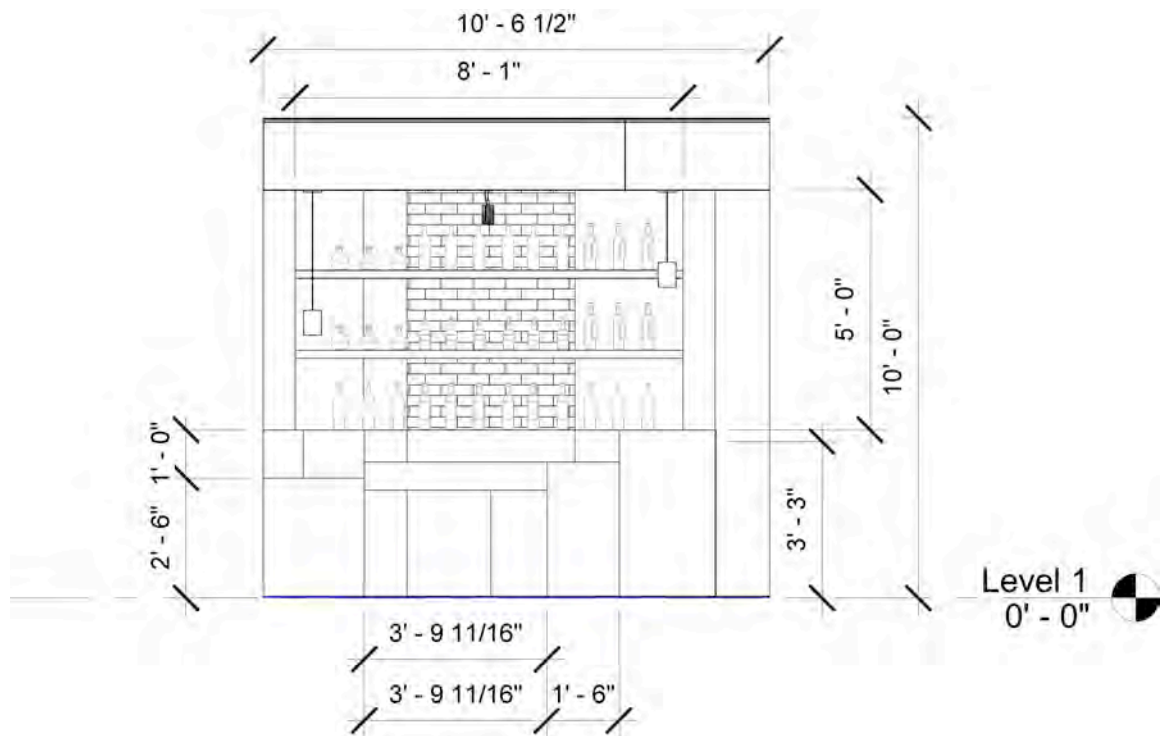
BAR CALLOUT



BAR FRONT ELEVATION

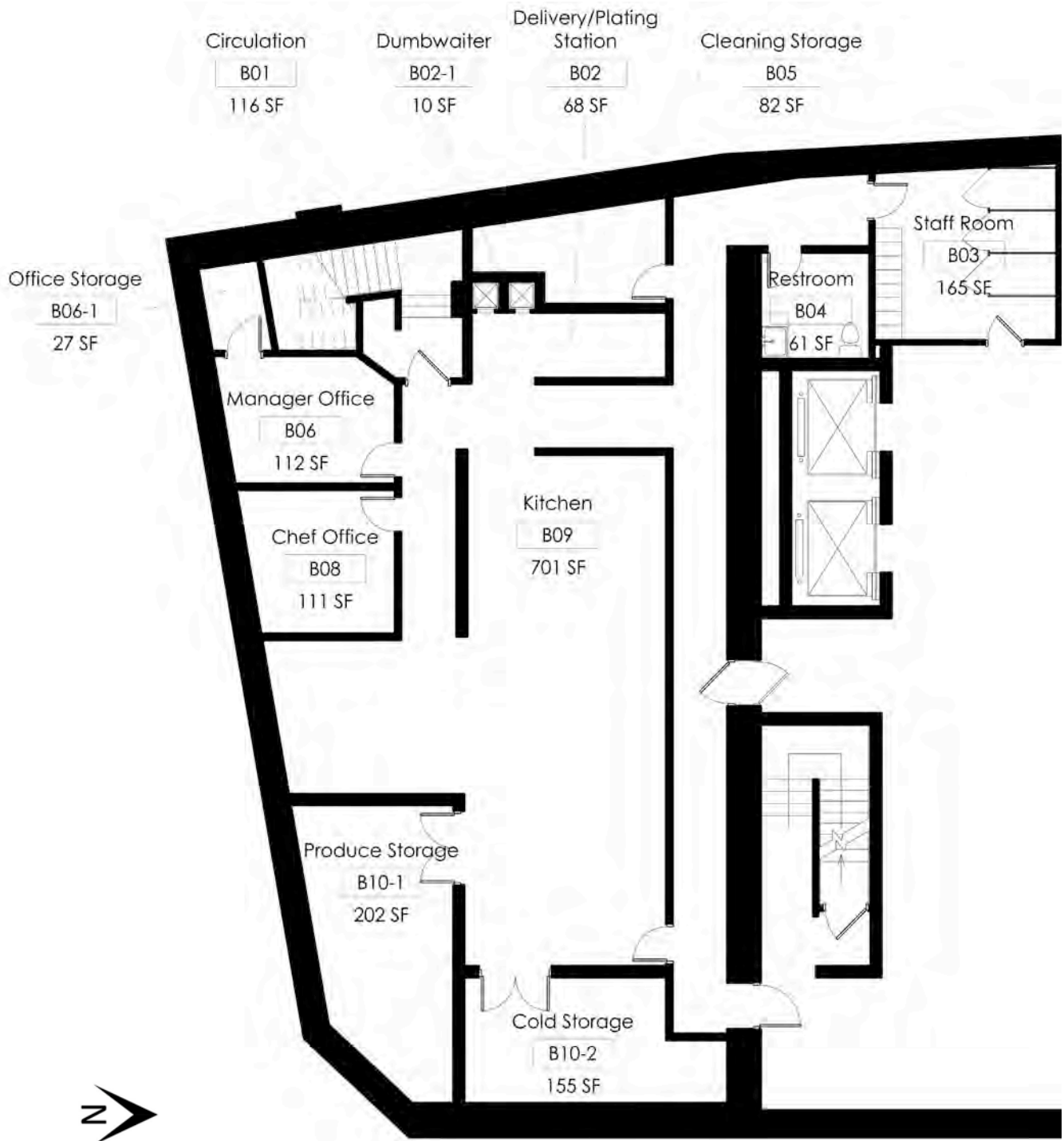


BAR WINDOW SIDE ELEVATION

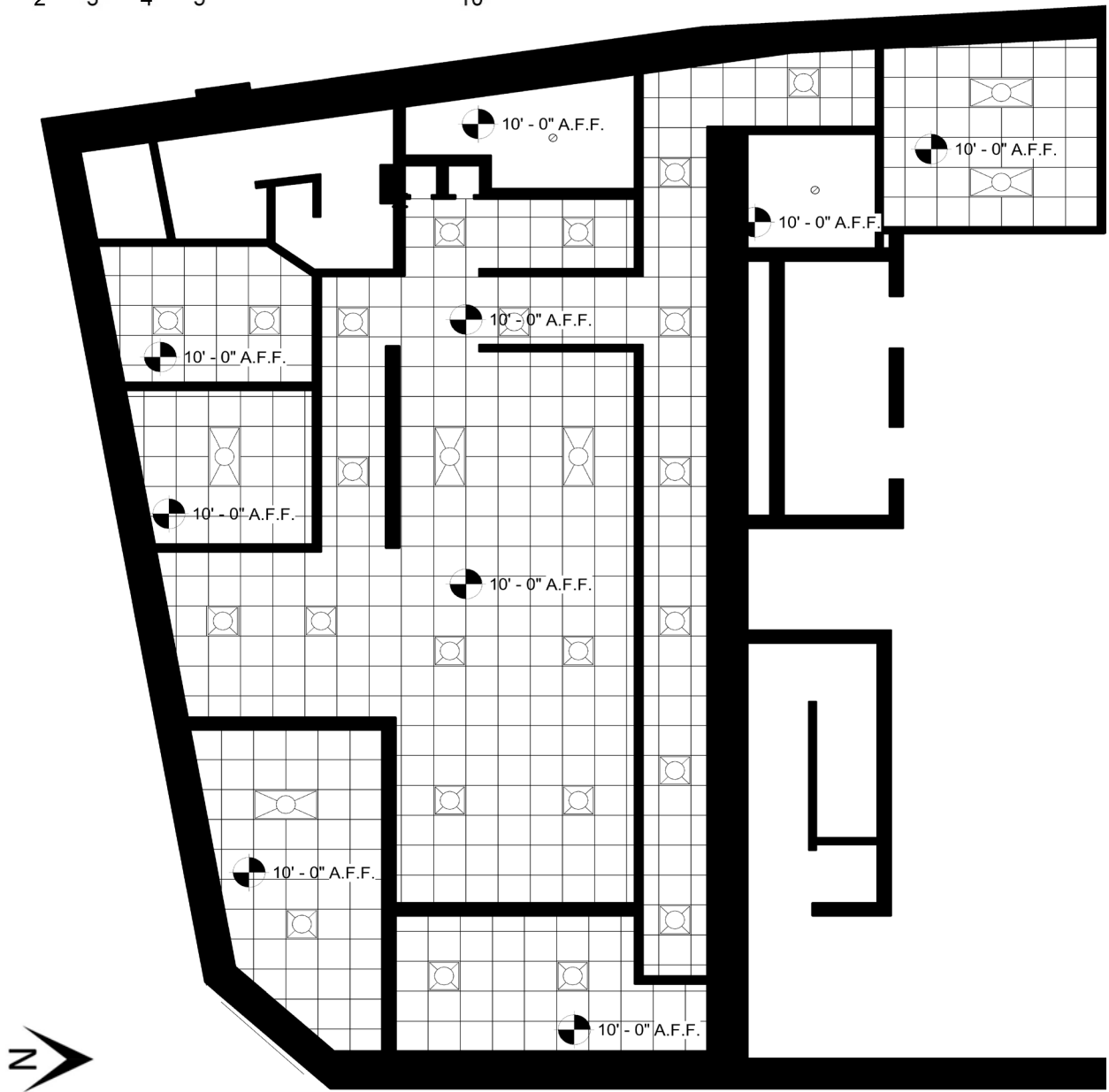


BAR SIDE ELEVATION

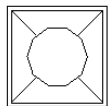
BACK OF HOUSE



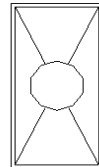
BASEMENT LEVEL FLOOR PLAN



BASEMENT LEVEL REFLECTED CEILING PLAN



TROFFER 2 x 2



TROFFER 2 x 4



RECESSED CAN LIGHTING

FURNITURE SELECTION



JEFFERSON S090
SKANDIFORM



KUSKOA
STUDIO TK

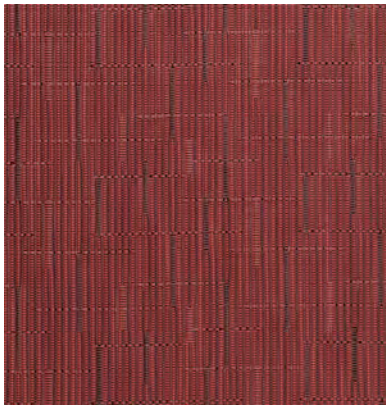


FALCON WALL BENCHES
FALCON



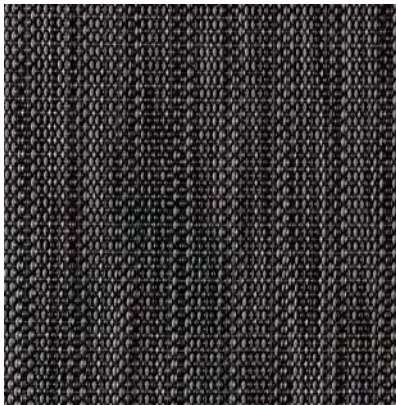
COSMOS TABLES
STUDIO TK

FINISH SELECTION



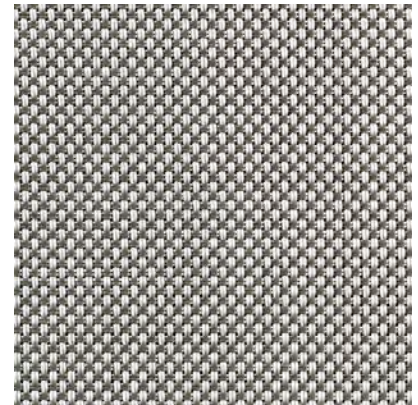
BAMBOO CRANBERRY

UPHOLSTERY

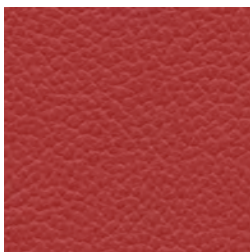


DEEP GRAY

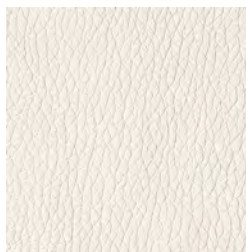
WALL TEXTILE



ALOE



PALAZZO



COTTON



LUGANO

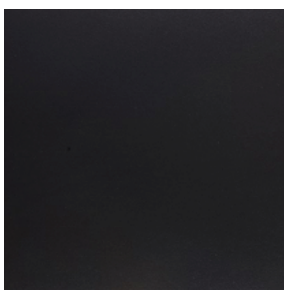


TIGHT ROPE



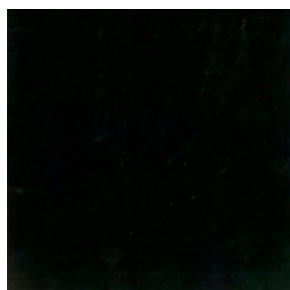
DEFLECT

UPHOLSTERY



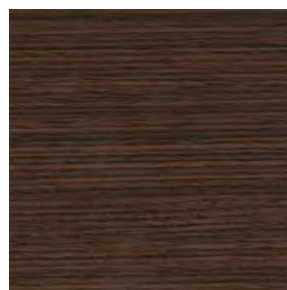
MIDNIGHT BLACK

COUNTER TOP



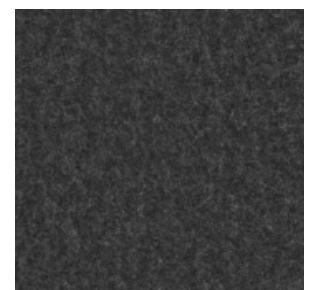
EBONY PICCA

WALL LAMINATE



STAINED PRUCE

FLOORING



FLANNEL

WALL TEXTILE

