



# Crafting Captivating Restaurants



# Optimising Space

## MAXIMISING IMPACT



At Block 1: Design, we don't just design interiors, we craft unforgettable dining experiences.

From bustling restaurants to intimate cocktail bars, our expertise elevates restaurant brands across the UK.





# Challenges:

## THE STRUGGLES THE INDUSTRY FACE



### NAVIGATING A CROWDED LANDSCAPE:

Standing out in a saturated market demands more than a delicious menu. Restaurants need to captivate specific demographics, differentiate their brand, and stay ahead of evolving trends.

### OPTIMISING EVERY SQUARE FOOT:

Maximising dine-in and takeaway business without compromising space or staff efficiency is a logistical puzzle. Every element, from layout to flow, must be tailored for performance.

### BUILDING BRAND BUZZ:

Translating a brand's unique story into tangible design elements is crucial. Restaurants need to create immersive atmospheres that resonate with their target audience and build lasting memories.



These challenges highlight the need for strategic design solutions that go beyond aesthetics. Block 1: Design understands the London culinary landscape and is equipped to help restaurants craft experiences that win in this competitive arena.



# 26 Grains

STONEY ST, LONDON / UK

**THE BRIEF WAS TO CREATE A TRANSITIONAL SPACE WITH AN OPEN THEATRE KITCHEN AT THE HEART OF THE RESTAURANT IN BOROUGH MARKET, LONDON.**

The challenge was to create a space that allowed the kitchen to be visible and that could transition seamlessly from day to night.

Our approach was to select a palette of warm wood tones, marbles and zinc, and matched it with original opal wall lights and ceiling lights. All joinery elements were design specifically for the scheme.

The result is a space that is warm and inviting and transitions seamlessly from day to evening with a connection to customers both inside and outside.



# The Block 1 Approach:

## WHY HIRE BLOCK:1 DESIGN?

- We stay away from clichés and we blend your unique brand identity with modern elements, crafting original experiences.
- We analyse customer behaviour and menu preferences, then weave those insights into every design detail, from seating arrangements to lighting, ensuring your brand resonates with every customer.
- Our kitchen layouts are performance-optimized, maximising profitability without sacrificing the food making expertise.
- We offer scalable success with design consistency. We design experiences that translate flawlessly across locations.
- We handle everything, from initial concept to final construction, ensuring a smooth and delicious design journey.



# Project Case Study:

## EMPIRE EMPIRE / NOTTING HILL

### The Brief:

To create a restaurant that would offer nostalgia and also celebrate modern Indian cuisine at the same time.

### Our Solution:

The narrow space presented the challenge of creating a workable bar as well as leaving enough space for diners to feel comfortable. This was achieved through creating an open bar to allow space for customer and staff to move freely. The atmosphere was achieved through a cleverly selected pallet of materials. Beautiful works of art adorn the walls all selected from notable Indian artists.



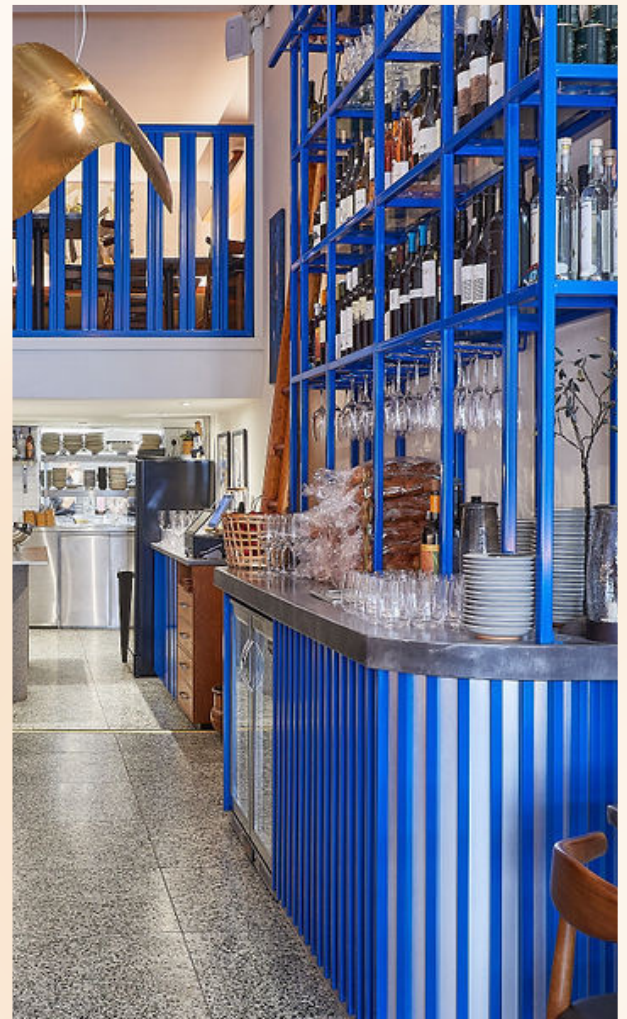


# Project Case Study:

VORI / HOLLAND PARK, LONDON

**The Brief:** To design a neighbourhood restaurant with an interior reflecting the restaurant's take on modern Greek cuisine.

**Our Solution:** Instead of playing into the Greek cliché of whitewashed walls and blue table clothes, the interior of Vori is more sophisticated. Neo classical references sit beside post-modern colours and shapes to create a unique interior. We redesigned the space to include an open kitchen bringing the kitchen into the restaurant. The bathrooms were moved to the first floor to create a more open and welcoming ground floor dining space.



# Project Case Study:

## SONS + DAUGHTERS / KING'S CROSS

### The Brief:

To design a gourmet sandwich restaurant that would transition for day to evening dining in the newly redeveloped Coal Drop's Yard at Kings Cross, London.

### Our Solution:

We had a clear idea that they wanted to keep the palette simple and let the food speak for itself. While the space is within Coal Drops Yard the site itself is part of the new build, so we wanted to reflect this in the design. We have left the concrete structural ceiling and pillars bare and have kept the colours neutral with elements of blue to reflect the brand through the interiors.

We took inspiration from the shapes and features of American diners in New York and Chicago.





# The Numbers:

## THEY DON'T LIE

Beyond aesthetics, good interior design demonstrably impacts restaurant footfall. Studies reveal a clear correlation between well-designed spaces and increased customer engagement, leading to a boost in business. Here's the proof:

- A 2022 Restaurant Design Trends Report by Allegra Strategies found that 72% of diners believe a restaurant's design influences their decision to return. ([Allegra Strategies – Coffee, Foodservice & Hospitality](#))
- A 2021 study by Cornell University's Center for Hospitality Research showed that restaurants with unique and memorable design elements saw a 15% increase in customer loyalty and a 10% boost in revenue. ([Restaurant Profitability Management: The Evolution of Restaurant Revenue Management \(cornell.edu\)](#))
- Another research paper published in the Journal of Retail & Leisure Property found that well-designed restaurants enjoyed a 20% increase in footfall compared to their less-inspired counterparts. ([The effect of brand experiences and relational benefits on loyalty in the fast-food restaurants | Emerald Insight](#))



Block 1 knows the power of design-driven impact. We translate data-backed insights into strategic design solutions that entice customers, enhance brand perception, and ultimately, drive footfall and profits for your restaurant.

# Project Case Study:

## PRAIRE FIRE / WOOD LANE ARCHES, LONDON

### The Brief:

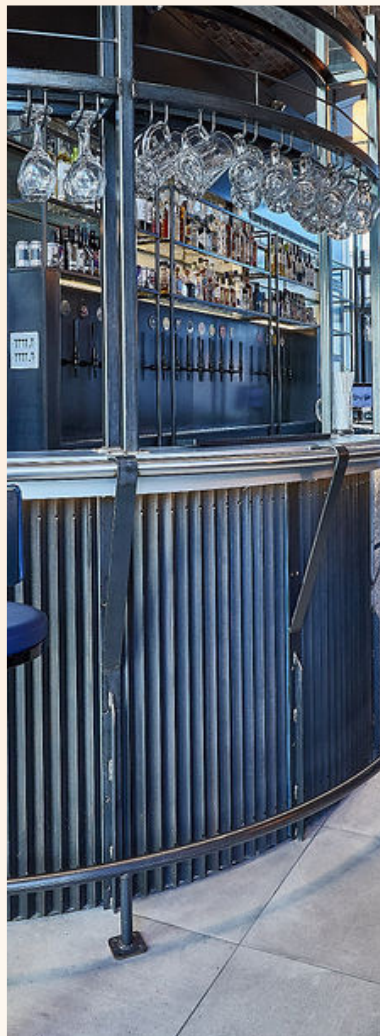
To design the first permanent home for Prairie Fire BBQ at the newly redeveloped arches at Wood Lane, and to create a restaurant with an open theatre kitchen and a bar with 16 taps and cold room onsite.

### Our Solution:

Our approach was to use colour and materials as the link between the 2 spaces. By using steel, stone and wood we were able reference the originals of the brand while also referencing the history of the railway arch that the restaurant and taproom inhabit.

We took inspiration from the forms of American diners and architecture to create the service counter and main bar. American soda stools are fixed in place in both areas to create areas of high and low seating.

The result is a space that is full of activity with both arches having a distinct but linked characters.





# Project Case Study:

## GUNPOWDER / GREEK ST. LONDON

The Brief: To design the third Gunpowder restaurant in the heart of Soho.

Our Solution: This is our third collaboration with the Gunpowder and to reflect this we have moved the design on to a more refined aesthetic. This was achieved through bespoke joinery elements and the use of luxury materials.

We drew our inspiration from the early 20th century Paris café scene. We wanted to capture the vibrancy and atmosphere as depicted by Henri de Toulouse-Lautrec in his many works of the time. Vintage inspired French café bench seating transitions into a Rosso marble clad bar and high bench area before moving onto the private dining area. The private dining area with its red velvet walls create an opulence that sets this area apart.





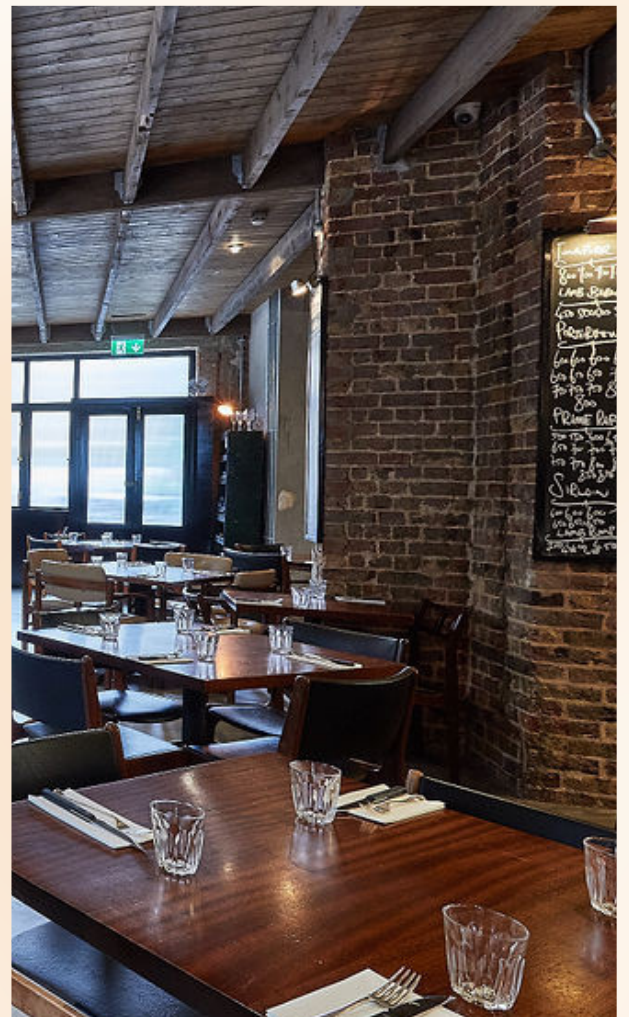
# Project Case Study:

BLACKLOCK / RIVINGTON STREET, LONDON

The Brief: To design a restaurant within an old East London furniture factory.

Our Solution: We were approached by Blacklock to work with them on their 3rd restaurant in London. The challenge of this site was to uncover and feature the original elements hidden behind layers of breeze blocks and plasterboard.

By using original and reclaimed materials we were able to replicate the original ceiling within the dining area. We worked closely with the founder of Blacklock to create an authentic environment that is comfortable and sits within the building. This was achieved by using original and reclaimed lighting, flooring, furniture and found elements.





# Contact Us



Ready to elevate your restaurant interior?

Block 1: Design is just a call away.

Contact us for a free consultation and discover how Block 1: Design can craft your brand's ultimate story.

## CONTACT INFO

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