



Create a Fast-Casual Experience With Block 1: Design

Beyond the Speed:

DESIGN STRATEGIES FOR UNFORGETTABLE FAST-CASUAL JOURNEYS



At Block 1: Design, we craft experiences, not just interiors.

Our expertise in restaurant design, honed with franchises and multi-site masters, elevates the fast-casual game.



Challenges:

STRUGGLES INDUSTRY ACTORS FACE



OVERSATURATED MARKET:

The fast-casual landscape is fierce, with chains vying for attention in a crowded field. Standing out requires more than just a fast service.

IDENTITY CRISIS:

Building a distinct brand that resonates with customers is crucial, but avoiding generic tropes is a balancing act.

DINE-IN DILEMMA:

Balancing a welcoming dine-in atmosphere with an efficient takeaway process is a logistical puzzle.

DEMOGRAPHIC DIVERSITY:

Attracting a diverse range of customers, from families to solo diners, requires a design that caters to varied needs and preferences.



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



Butchies

RIVINGTON ST, LONDON / UK

BUTCHIES APPROACHED BLOCK1: DESIGN TO DESIGN THEIR FIRST STANDALONE RESTAURANT.

We wanted to create a restaurant that challenged the established notion of a “chicken-shop” while retaining the fun and character of the Butchies’ brand.

We’re working with Butchies currently on their newest site on the London Bridge.

Butchies has been shortlisted for the
Restaurant and Bar Design Awards 2018
– Fast / Casual Category

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:

NANDO'S / CRAWLEY

The Brief: Refurbishment of an existing Nando's restaurant in Crawley.

Our Solution: Referencing the African heritage of Nando's while incorporating elements of British design. Exploding woven patterns that exist within traditional fabrics and modern architecture. We used this as the base for redesigning the banquette shapes and fabrics, tile patterns, lighting concepts and ceiling and wall finishes.

The Result: Increase in sales, customer reviews praising the "unique atmosphere"



Project Case Study:

ON THE BAB / SHOREDITCH, PARIS, AND MORE

The Brief:

We were tasked with updating the functionality of the site as well as giving On the Bab a new look and feel.

Our Solution:

With the use of natural materials such as woods and cane, and bringing in one bold colour, we have created a warm and inviting space. We have an ongoing relationship with On the Bab in the UK and internationally, and have worked on 5 projects with them to date.



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.



Project Case Study:

SUBCULT / ST. PAUL'S

The Brief:

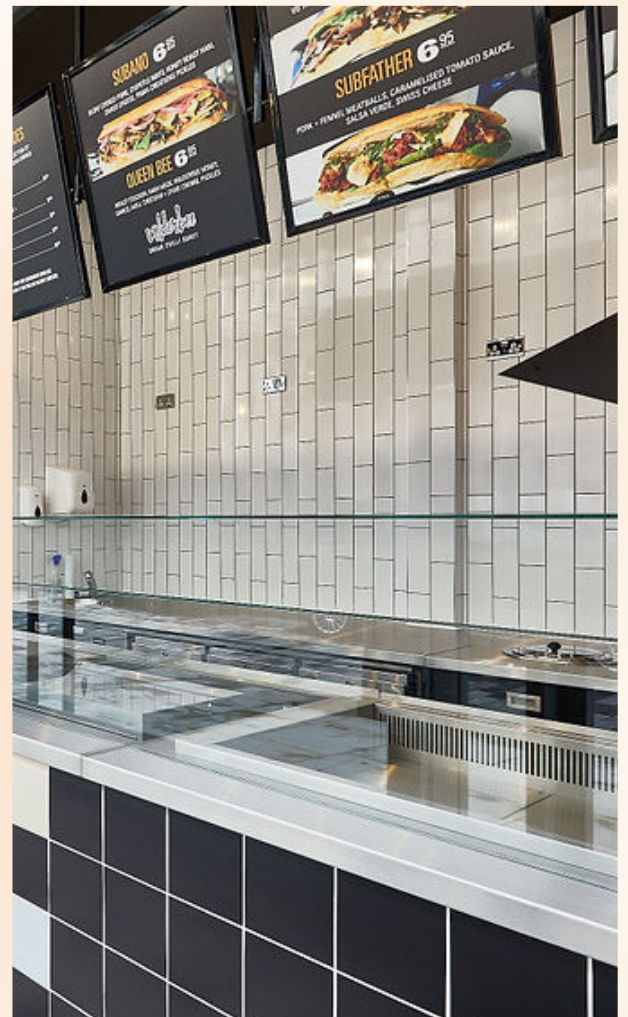
To design the first permanent home for SubCult on Watling Street in the City of London.

Our Solution:

The concept is centred around the subculture roots of the founders Ben and Gaz with references to mod culture through the use of strong graphics and clean monochrome lines.

The site is long and narrow, so we divided it into 2 areas, service and seating. On the service side, the counter is over 8 meters long where the sandwich is the centre piece. Customers follow their Sub from start to finish and watch the theatre of it being produced along the way. The materials here reflect the function of the space with stainless steel and monochrome tiling.

Bespoke flip menu boards hang above the counter and can be flipped by hand to change the menu offering throughout the day.



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.

Contact Us



Ready to take your fast-casual game to the next level?

Let's talk about the design!

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

CONTACT INFO

BLOCK 1: DESIGN
31-35 Great Ormond St.
London, England, WC1N 3HZ

hello@block1design.com
www.block1design.com
+44 7847 340555
+44 7723 313915