

NELSON DESIGN

Access Statement

The First ever Giraffe Restaurant was founded in 1998 in Hampstead. This restaurant has never been re-furbished since that, and has now become unspecific in its surrounding environment.

When assessing the surrounding environment and the impact that this new chain of restaurants would have the local community. I felt that this restaurant was in dyer need to be up-dated not only by the new branding but the way in which it looked in-between the other restaurants and the view from the street.

The Giraffe Café scheme is Urban/retro, still with a friendly atmosphere and child friendly service. We wanted to make this restaurant more in keeping to the adult market as predominately that's what we find it's used mostly for.

Bring Georgian Wired glass into the scheme was part of the retro look that we were after, and we wanted to carry that forward into the fascia. By changing just the low level panes of glass it would not only hide the stainless steel work inside the restaurant but tie in with the overall scheme. Also by adding Critical bars to the windows inside and outside of the restaurant would break up the long windows and would make them a lot sturdier. These would be powder coated black RAL 9011 with a 10mm projection which will be bonded to the existing glass window.

When looking at the windows overall it breaks up the look of looking top heavy and brings back the retro sophisticated look of the restaurant.

We want to keep the steel black frame which holds the windows in the current position and change as little as possible to the building as its character works extremely well in this new scheme.

The size of the windows will not be made smaller or bigger they will replace the window panes like to like.