

NOBU RESTAURANT TORONTO

100% CONCEPT + 25% SCHEMATIC DESIGN PRESENTATION
OCTOBER 14TH 2020

STUDIO
MUNGE

WE DO MORE THAN INTERIOR DESIGN.

We think beyond walls and floors and imagine the shared experience.

WE CREATE MORE THAN PRETTY PICTURES.

Studio Munge creates the energy that audiences respond to and brings businesses to life.

Since 1997, we have been positively impacting the communities and cities we design in.

WE IMAGINE EXCITING SPACES.

Spaces that people want to be a part of. We have a keen insight, foresight, and passion for the flow of design that brings a space to life.



NOBU – MALIBU

The concept draws inspiration from traditional Japanese design, emphasizing the marriage of traditional Japanese and modernist elements. Through scale, proportion, and materiality, the design references the cuisine’s historical and cultural context. However, despite employing modernist forms built from traditional materials and methods, the design is profoundly contemporary.



NOBU – NY DOWNTOWN

The former AT&T building in the financial district was transformed to Nobu, by exploring art of Japanese calligraphy and Peruvian folk traditions, while respecting the monumental beauty of the landmarked interior.

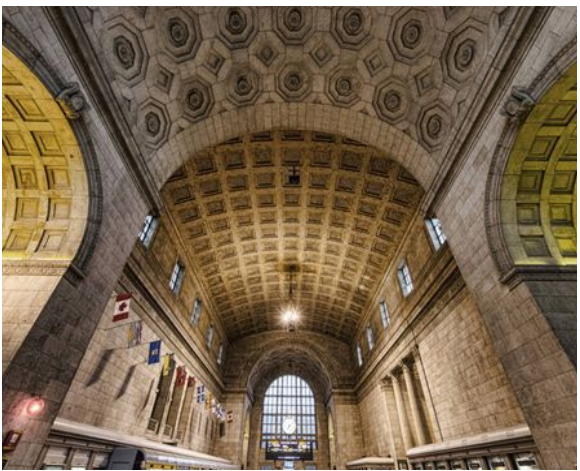
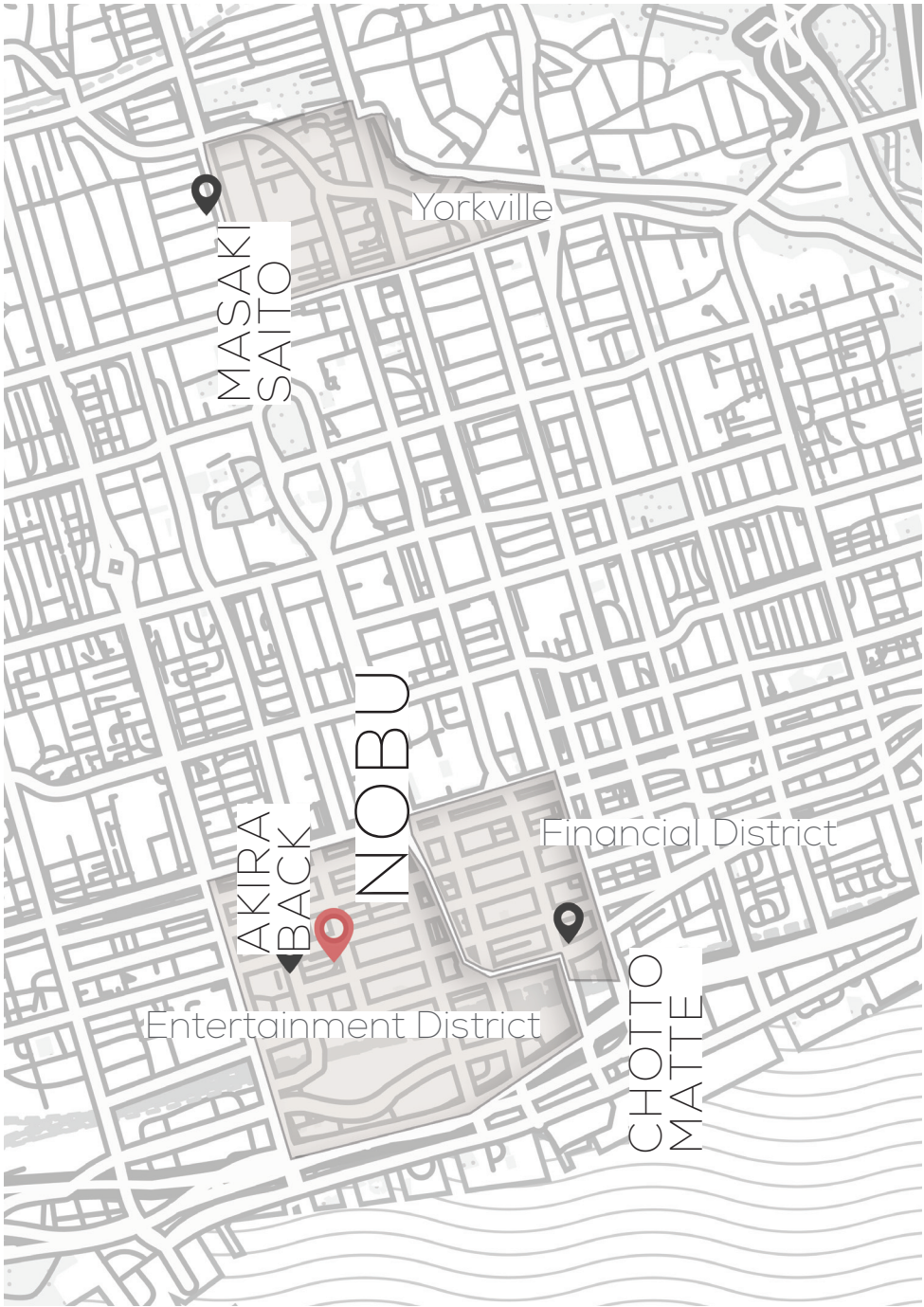




NOBU – MILAN

The space perfectly combines the understated elegance associated with the Giorgio Armani brand with the bold flavors of chef Nobu’s cuisine, giving it a feeling of harmony with emphasizing the sense of space in the large structure, playing with an almost abstract idea of Japanisme.





Minutes walk from the Financial District and Union Station



Central to TIFF Activities and the Theatre District

SENSE OF PLACE

In a country known for the largest expanse of protected boreal forest in the world, to a city that's a world leader in business, finance, technology, entertainment & culture. In Toronto you'll enjoy some of the country's best bars, nightclubs, major theatre productions & great hotels.

This sleeping giant with all its unexpected beauty folded within informs our design approach which creates alluring experiences into a singular journey.



CHOTTO MATTE

Playful dining experience offers dynamic, complex & fashionable cuisines, a culinary evolution that marries Japanese & Peruvian concepts.



AKIRA BACK

Modern & glamorous expression of the Japanese dining experience.

Homage to traditional Japanese dining while reinventing a distinguished culinary experience.



MASAKI SAITO

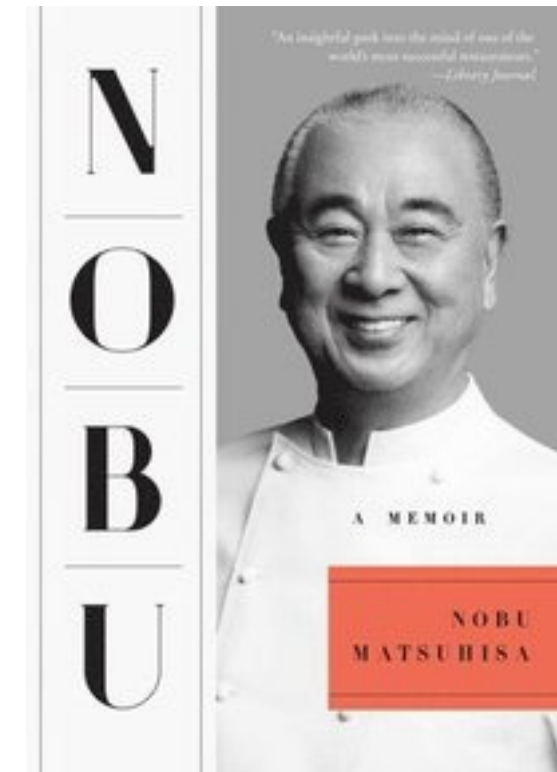
Edomae style very exclusive sushi restaurant with only seven seats.

Meticulous traditional Japanese paneling woodwork & design with hinoki wood sushi bar.

QUALITY AND AUTHENTICITY ACROSS THE GLOBE

"The restaurants & hotels that bear my name, Nobu, are considered high-end, but they're not exclusive.

I want Nobu to bring smiles to our guests' faces with the first bite of food, to give them a place to relax, enjoy conversation over a great meal & leave happy."



THE BRAND: FOOD PHILOSOPHY



NOBU MATSUHISA is renowned for his influential Asian cuisine, blending traditional Japanese dishes with Peruvian ingredients.

"My cooking style is something I cannot change. I started training in Tokyo, Japan and learned the best cooking techniques. Then the move to Peru allowed me to combine that Japanese cooking style with a Peruvian influence and from that I created the NOBU style.

I like to keep things simple. Japanese cooking is very simple, and the most important thing is the produce and the qualities, not too much complication. That's the Nobu style and no matter how famous I get I cannot change or complicate it too much."

His signature dishes included black cod in miso and yellowtail sashimi with jalapeno.









THE NARRATIVE: BUILDING CONTEXT - NOBU HOTEL - GUEST ROOMS







THE NARRATIVE: BUILDING CONTEXT - NOBU HOTEL - PORTE COCHERE



THE NARRATIVE: GUEST PROFILE



THE FOODIE
THE SOCIALITE
THE TRAVELER
THE CONNOISSEUR

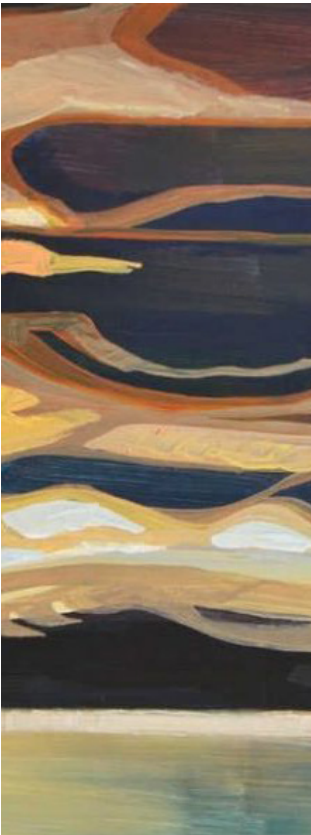


DISTINGUISHED
BY GOOD TASTE

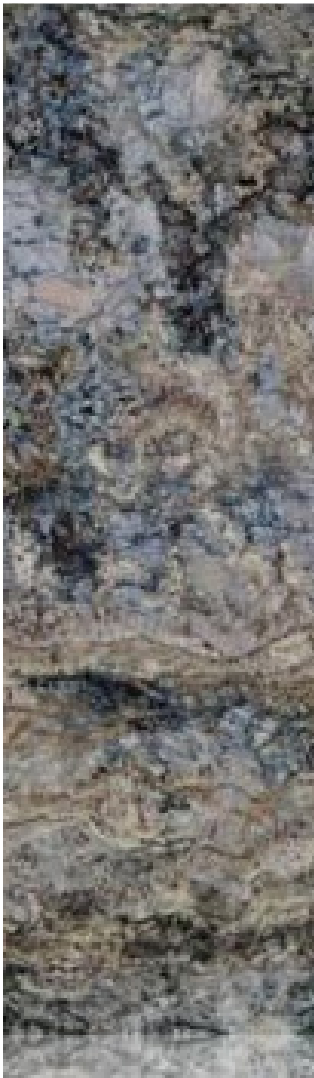


THE NARRATIVE: COMPLIMENTARY INFLUENCES

CANADIAN MATERIALITY



CELEBRATING
CANADIAN ARTS



CANADIAN
GRANITE



SUSTAINABLY
SOURCED TIMBER

JAPANESE TRADITIONS



EXPLORING JAPANESE CULTURE
THROUGH ART AND ARCHITECTURE



PERUVIAN FLAIR



PERUVIAN
TEXTILES



FOOD INSPIRATION



EARTHY COLOR
TONES

THE NARRATIVE: HONORING TRADITIONS, EMBRACING NEW BEGINNINGS
(CELEBRATING “NOBU STYLE” WHILE INTRODUCING TORONTO ARTS AND MATERIALITY)

SIMPLICITY



QUALITY



JAPANESE ROOTS



PERUVIAN INFLUENCES



CANADIAN CULTURE



LAYERED EFFECTS



THE NARRATIVE: DESIGN ELEMENTS

SCALE



BALANCE



RHYTHM



LIGHT



TEXTURE

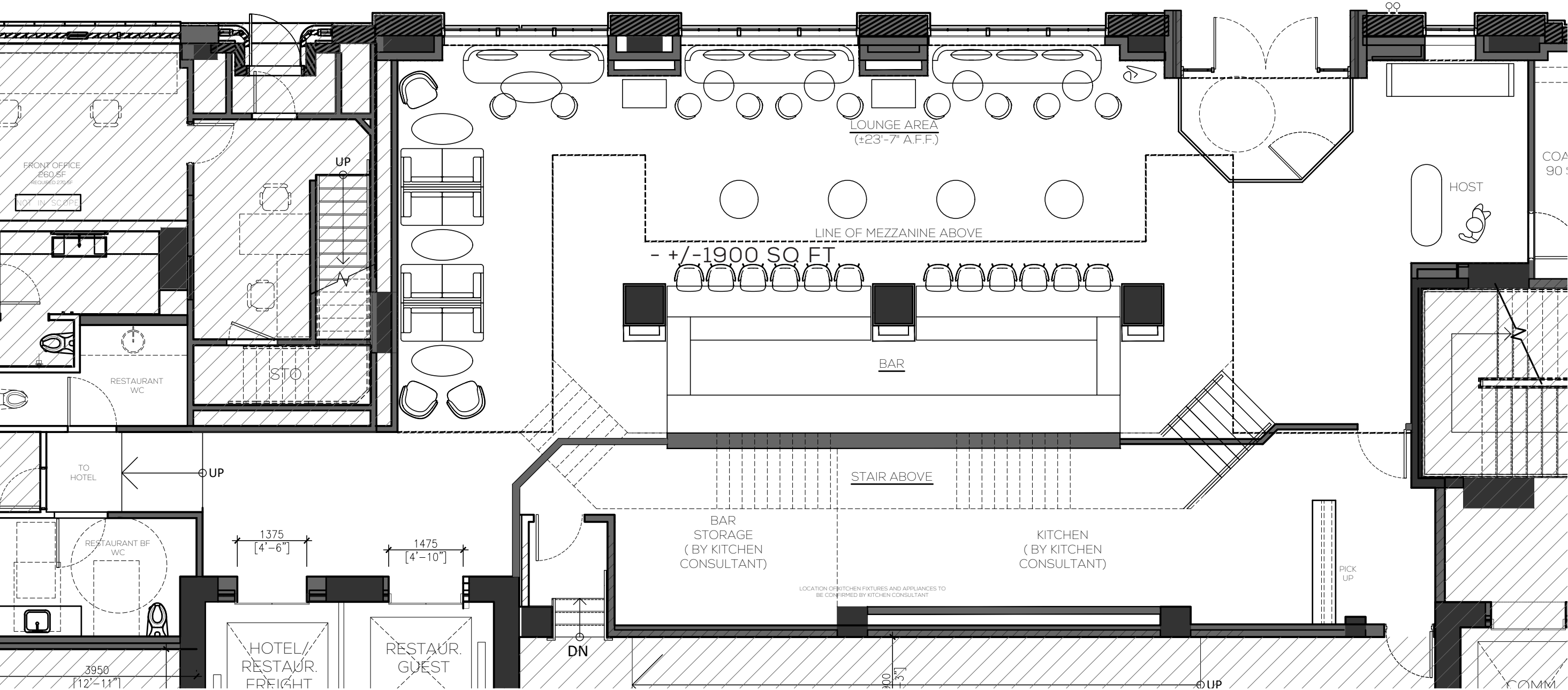


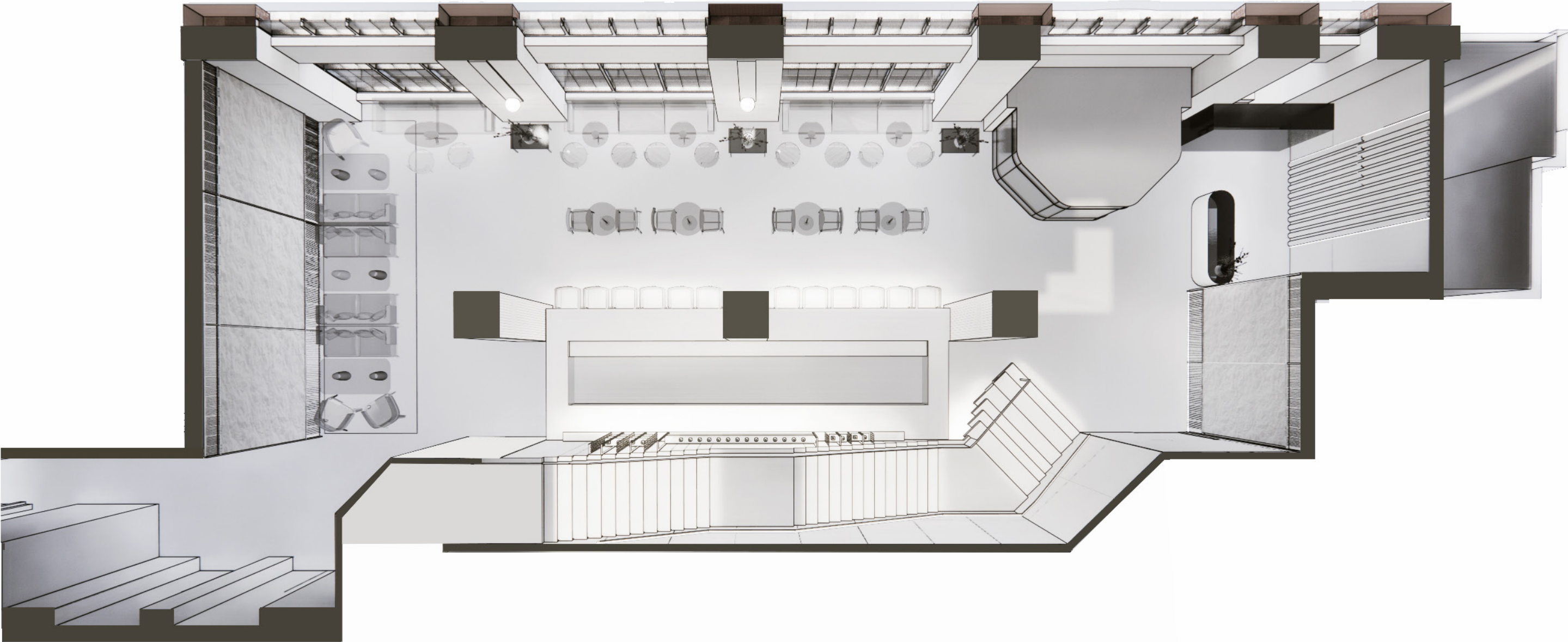
DETAIL



THE NARRATIVE: RESTAURANT GF PLAN

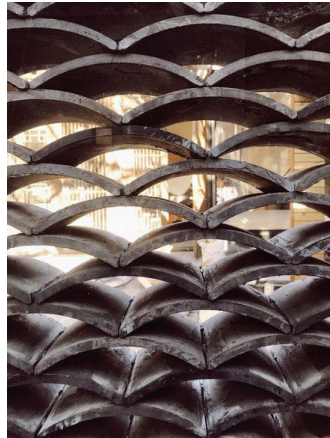
SEAT COUNT: AREA +/-1900 SQ FT
BAR - 12
LOUNGE - 32



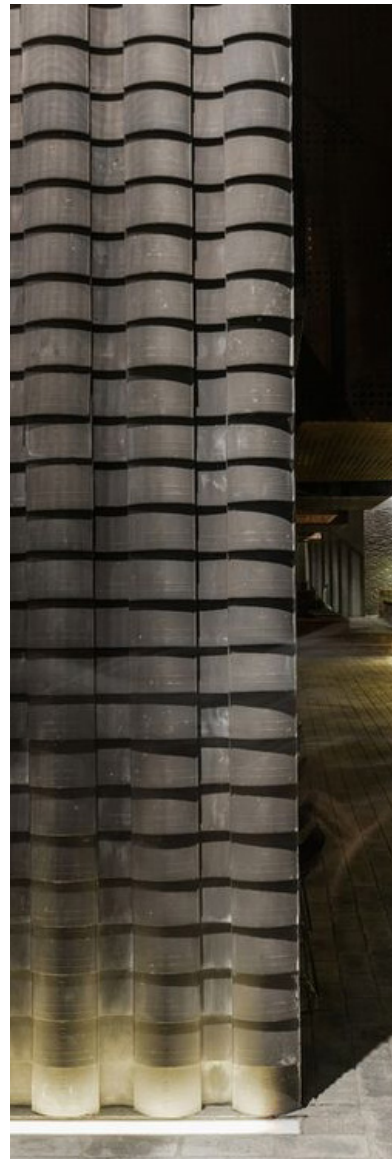


THE JOURNEY | SENSE OF ARRIVAL - VESTIBULE AND HOST DESK

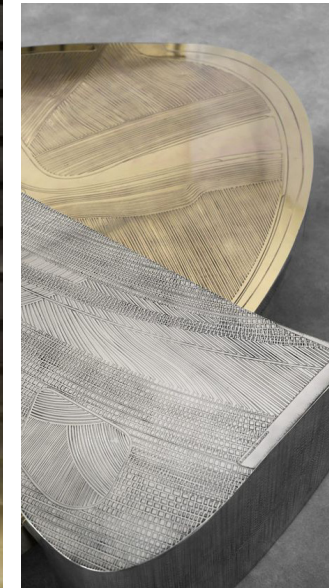
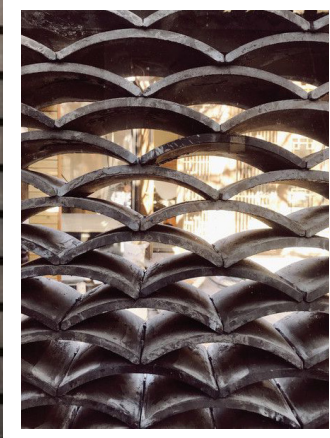
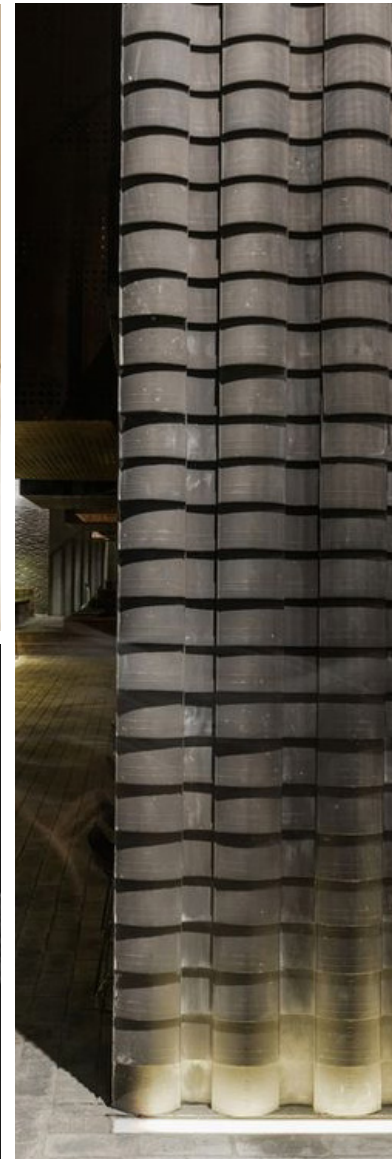
CAPTIVATING



EARTHY



DRAMATIC

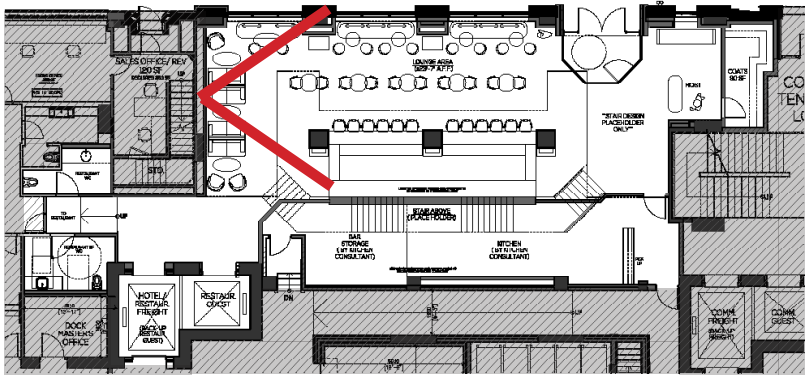


ELEVATED



KAWARA: Traditional clay roof tiles that define the historical cityscapes of places such as Kyoto.
Peruvian Minerals such as gold and silver inspire the material palette

THE JOURNEY I VESTIBULE & HOST DESK - PRELIMINARY SPATIAL STUDY



THE JOURNEY I MAIN BAR

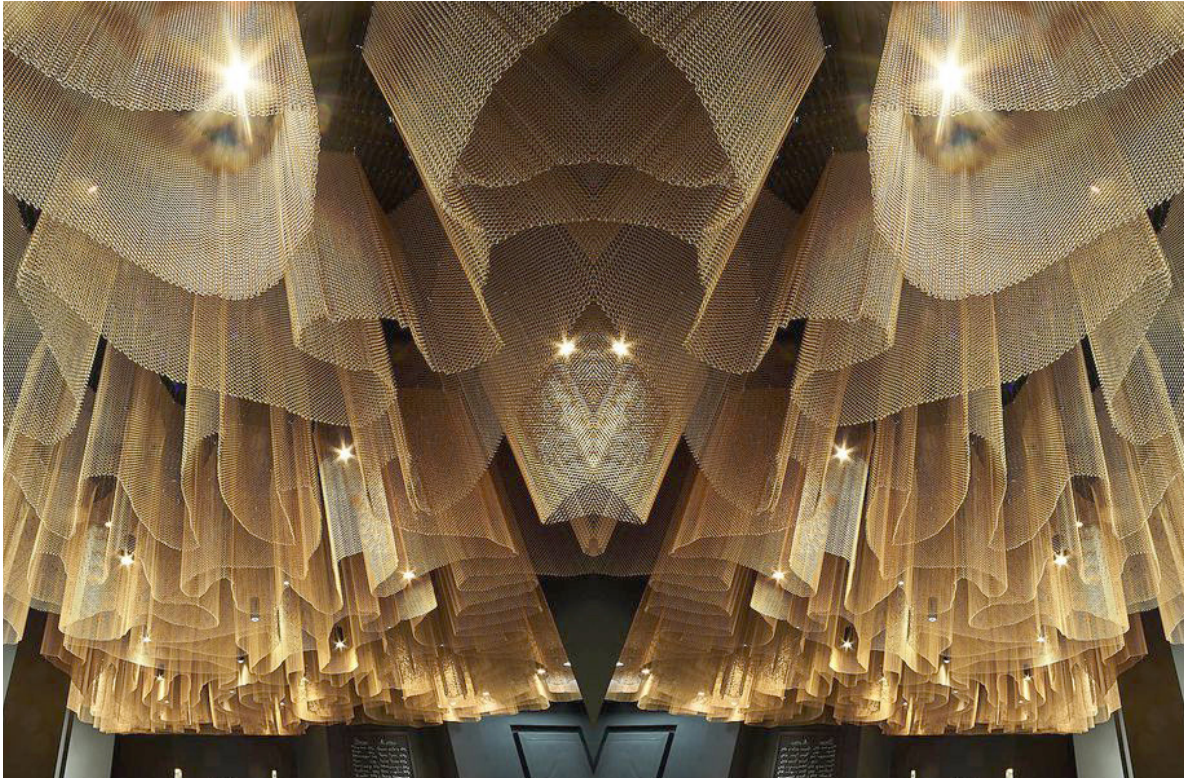
LAYERS OF THE KIMONO
THE MORE LAYERS OF FABRIC THE
HIGHER THE SOCIAL STATUS



ZEN GARDEN
RHYTHM AND MOVEMENT

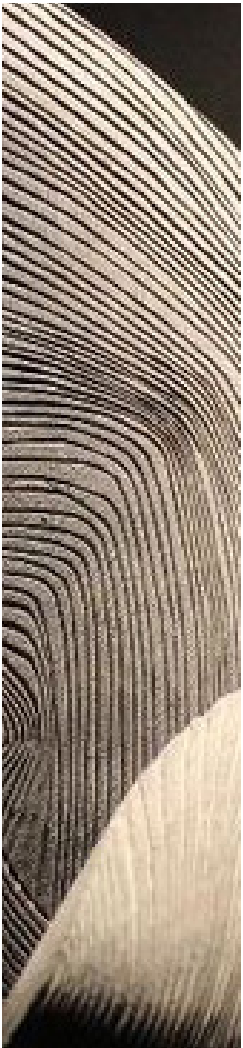


THE LAYERS OF ARCHITECTURAL FABRIC EMBODY THE
CHARACTERISTICS OF ELEGANCE AND CLASS



INSPIRED BY PERUVIAN STONE CARVING

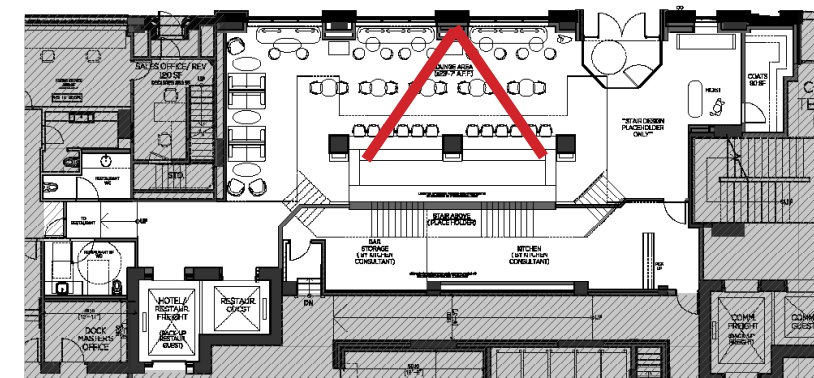
CANADIAN ART



CANADIAN TIMBER STAIRS



THE JOURNEY I MAIN BAR - PRELIMINARY SPACIAL STUDY



THE JOURNEY | MAIN BAR LOUNGE

HANDCRAFTED



PERUVIAN
TEXTILES



COMFORT



CANADIAN GRANITE BACKDROP



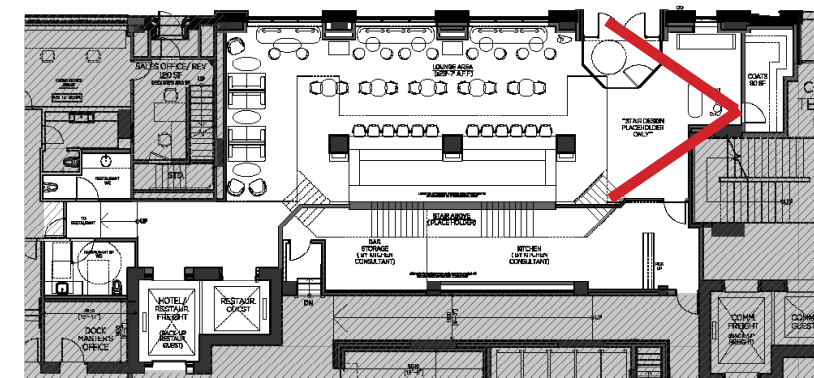
INVITING

ORGANIC



NATURAL
ELEMENTS

THE JOURNEY I MAIN BAR LOUNGE - PRELIMINARY SPACIAL STUDY



THE NARRATIVE: RESTAURANT SECOND FLOOR PLAN

SEAT COUNT:

PRIVATE DINING ROOM - 16

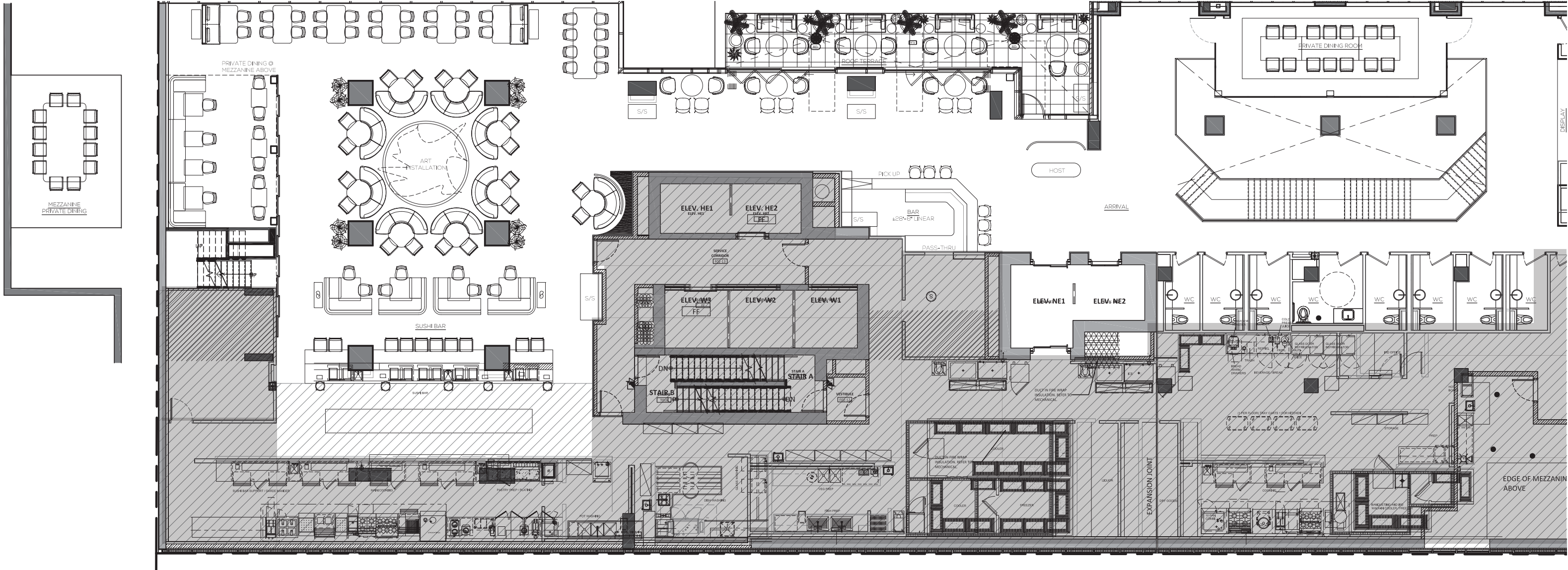
SAKE BAR - 18

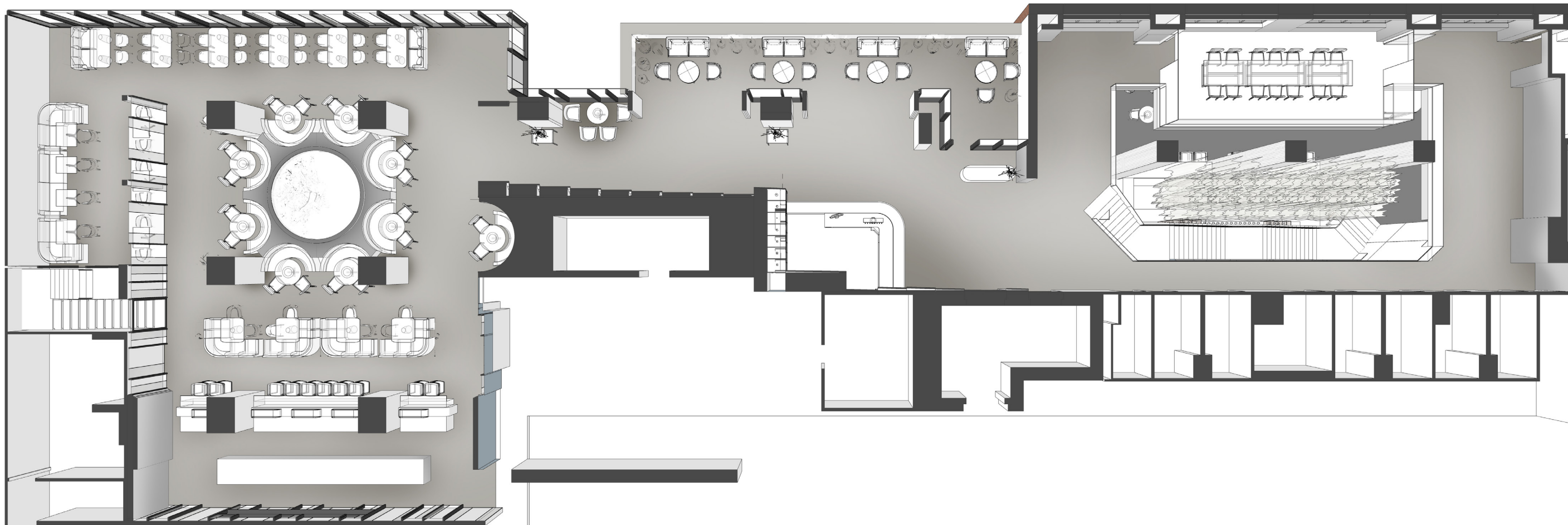
PATIO - 16

MAIN DINING ROOM - 120

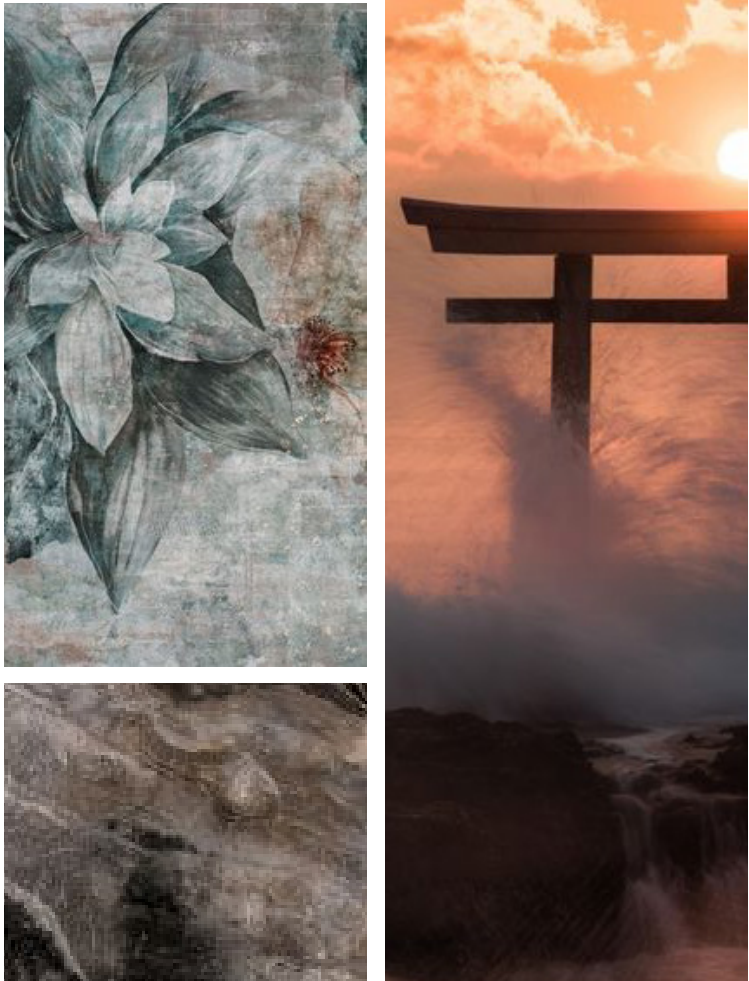
MEZZANINE DINING - 12

AREA +/-6500 SQ FT





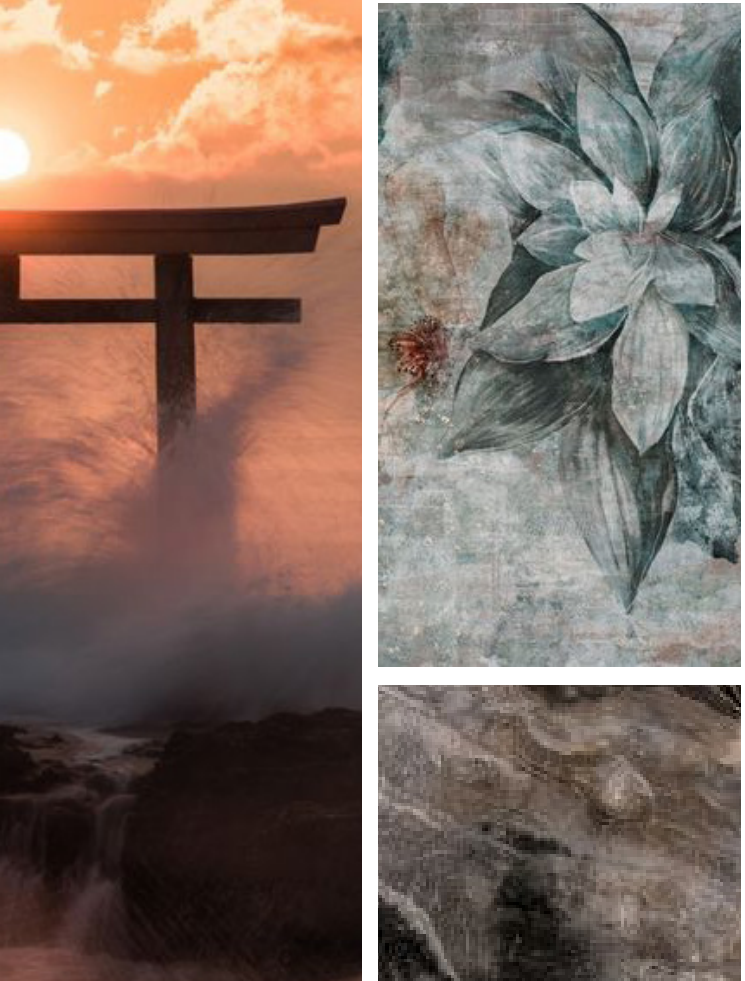
LEAVING THE MUNDANE



Torii: a Japanese gate commonly found at the entrance of a Shinto shrine

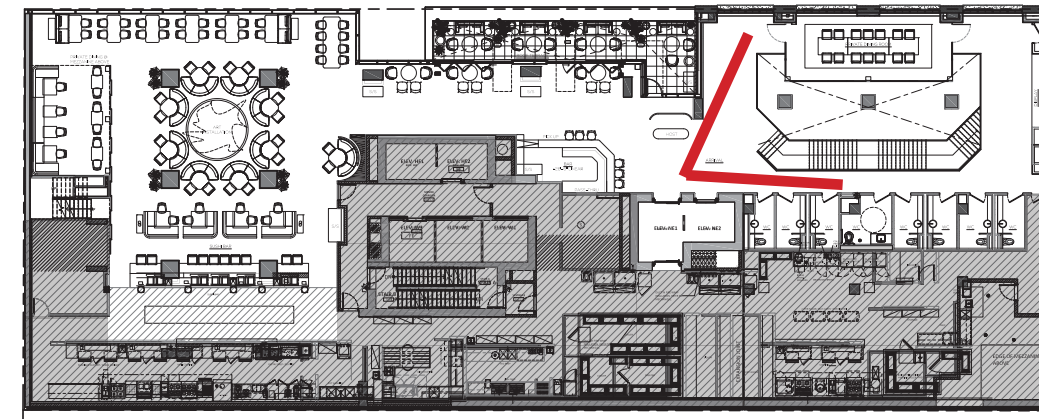


ENTERING THE SUBLIME



It symbolically marks the transition from the mundane to the sublime

THE JOURNEY I PRIVATE DINING ROOM - PRELIMINARY SPACIAL STUDY



CEILING HEIGHT - 15'-0"
CEILING HEIGHT - 10'-0"

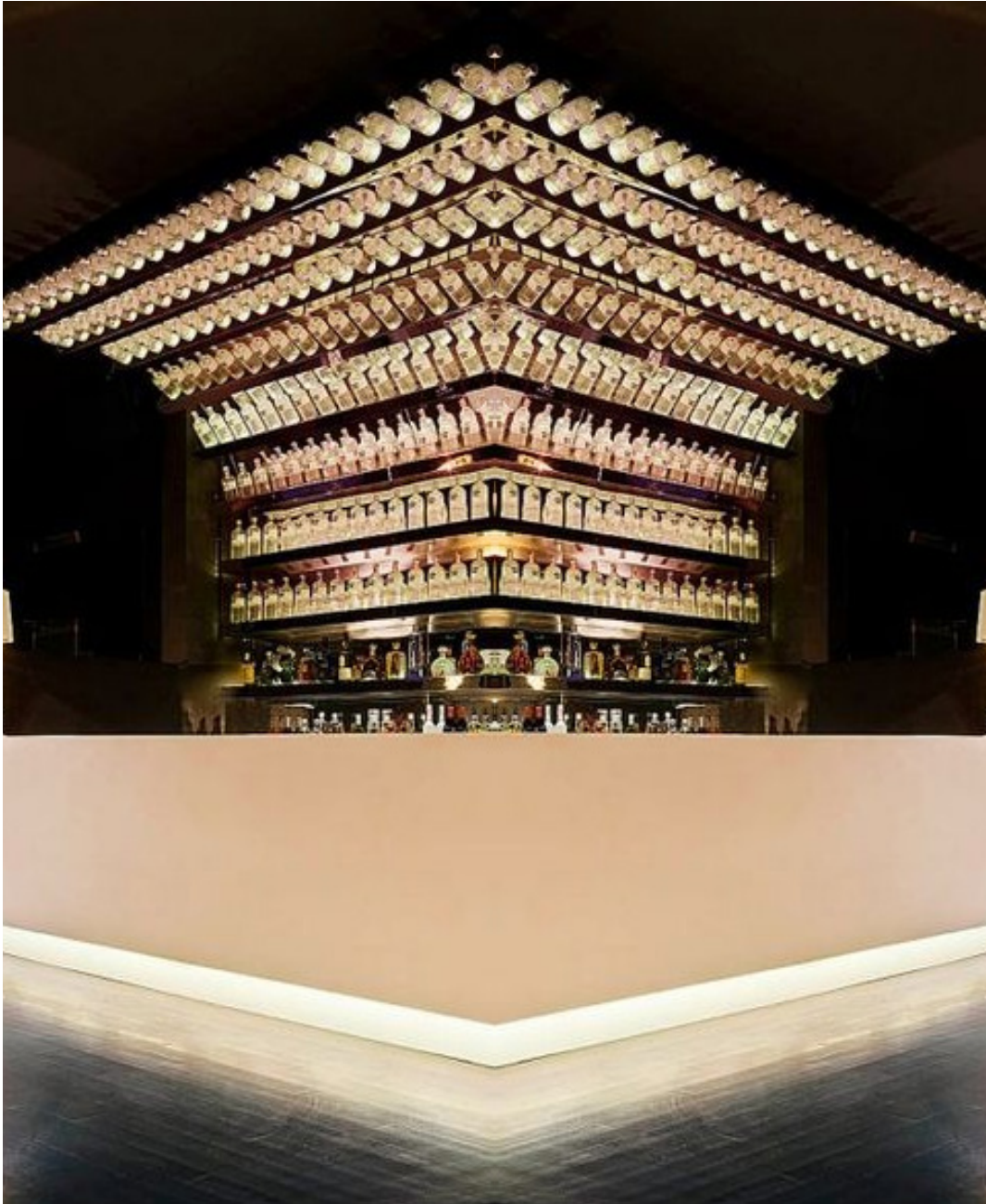
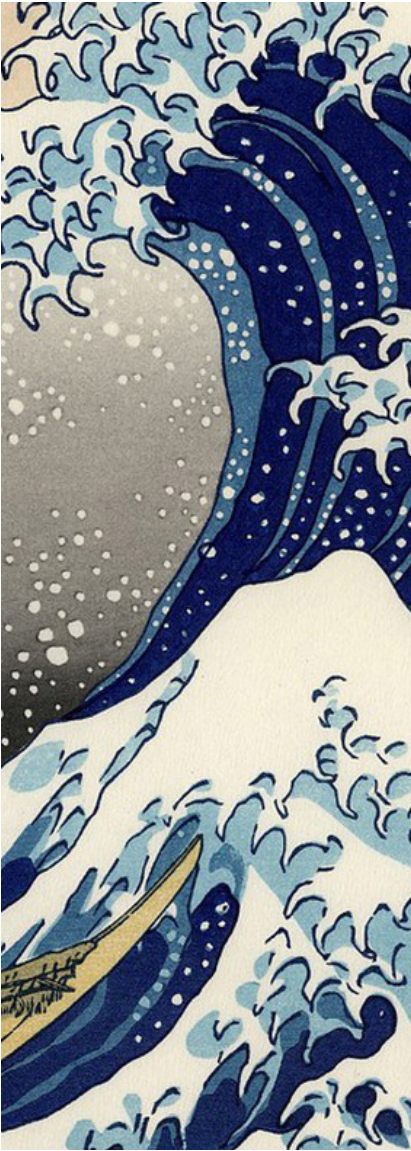


THE GREAT WAVE

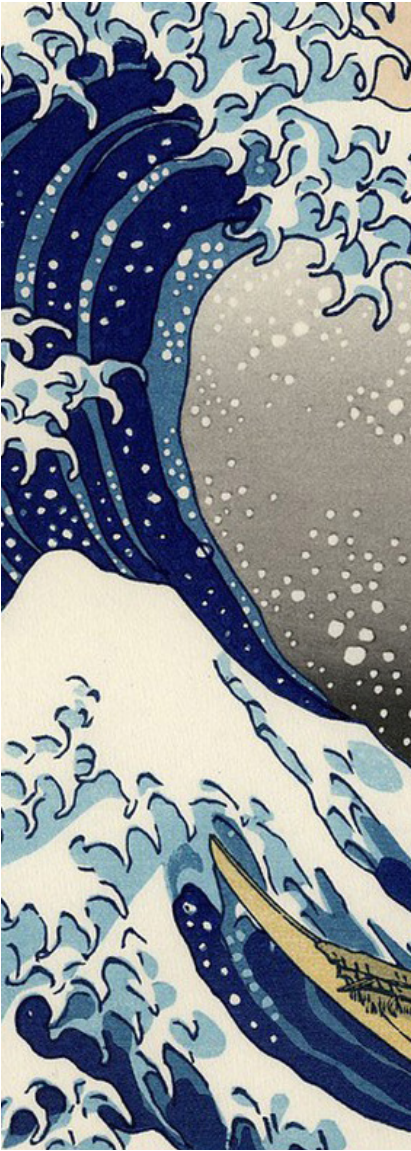
PLAYFUL



INVITING



MOVEMENT



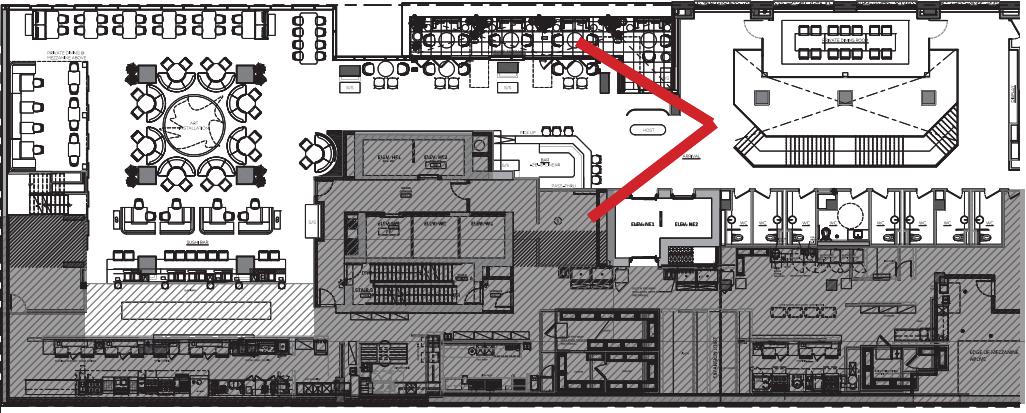
CONNECTION



THE JOURNEY I SAKE BAR - PRELIMINARY SPATIAL STUDY

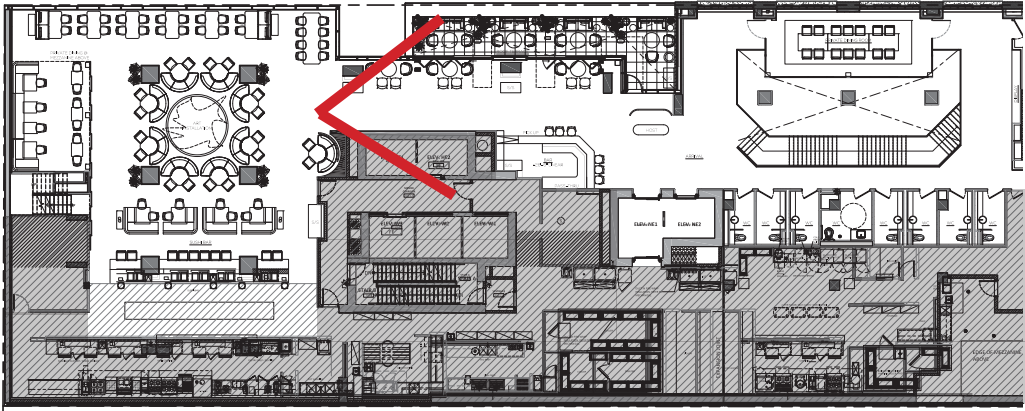
CEILING HEIGHT - 15'-0"

CEILING HEIGHT - 9'-0"



THE JOURNEY I SAKE BAR - PRELIMINARY SPATIAL STUDY

CEILING HEIGHT - 9'-0"
CEILING HEIGHT - 12'-0"



THE JOURNEY I MAIN DINING ROOM FEATURE

LAND OF THE RISING SUN MEETS CANADIAN MATERIALITY



DRAMATIC



ENERGY



LIGHT

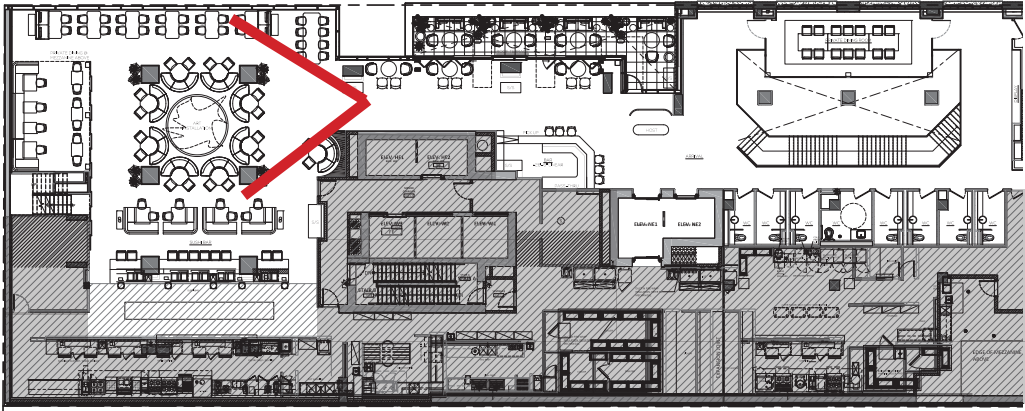


IMPACT

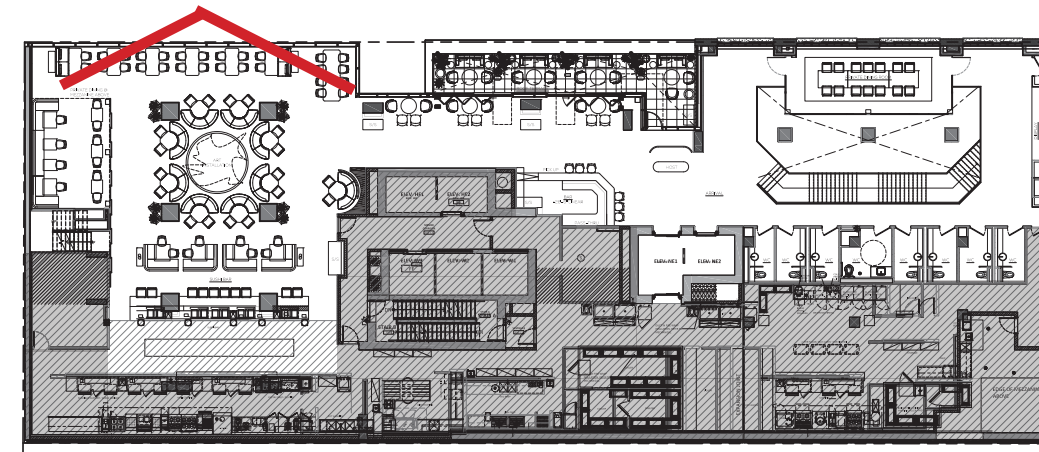
THE JOURNEY I MAIN DINING ROOM - PRELIMINARY SPATIAL STUDY

CEILING HEIGHT - 15'-0"
CEILING HEIGHT - 13'-0"

DOUGLAS FIR VENEER BEAMS

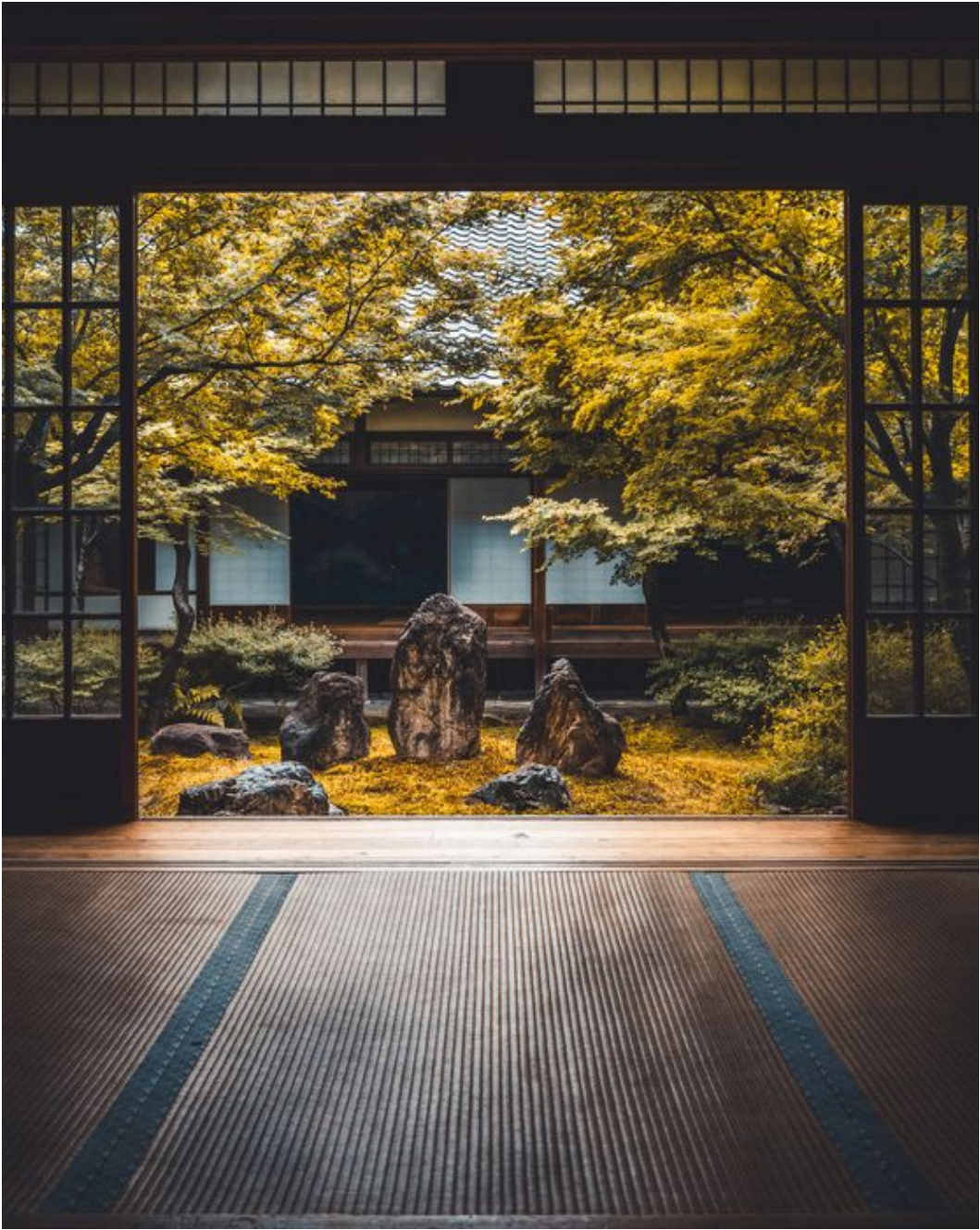


THE JOURNEY I MAIN DINING ROOM - PRELIMINARY SPATIAL STUDY



THE JOURNEY I MAIN DINING ROOM

NOD TO TRADITION



MODERN MATERIALITY

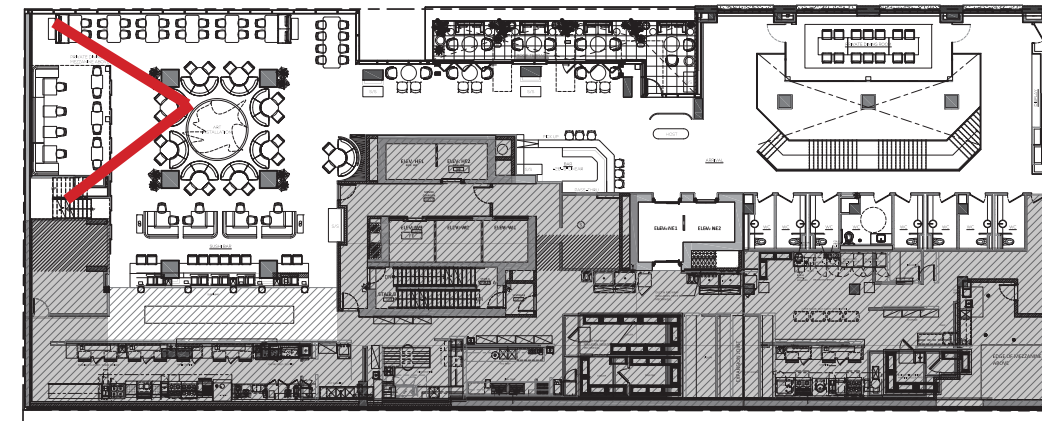


THE JAPANESE COURTYARD; CONNECTING THE BUILT ENVIRONMENT TO NATURAL ELEMENTS

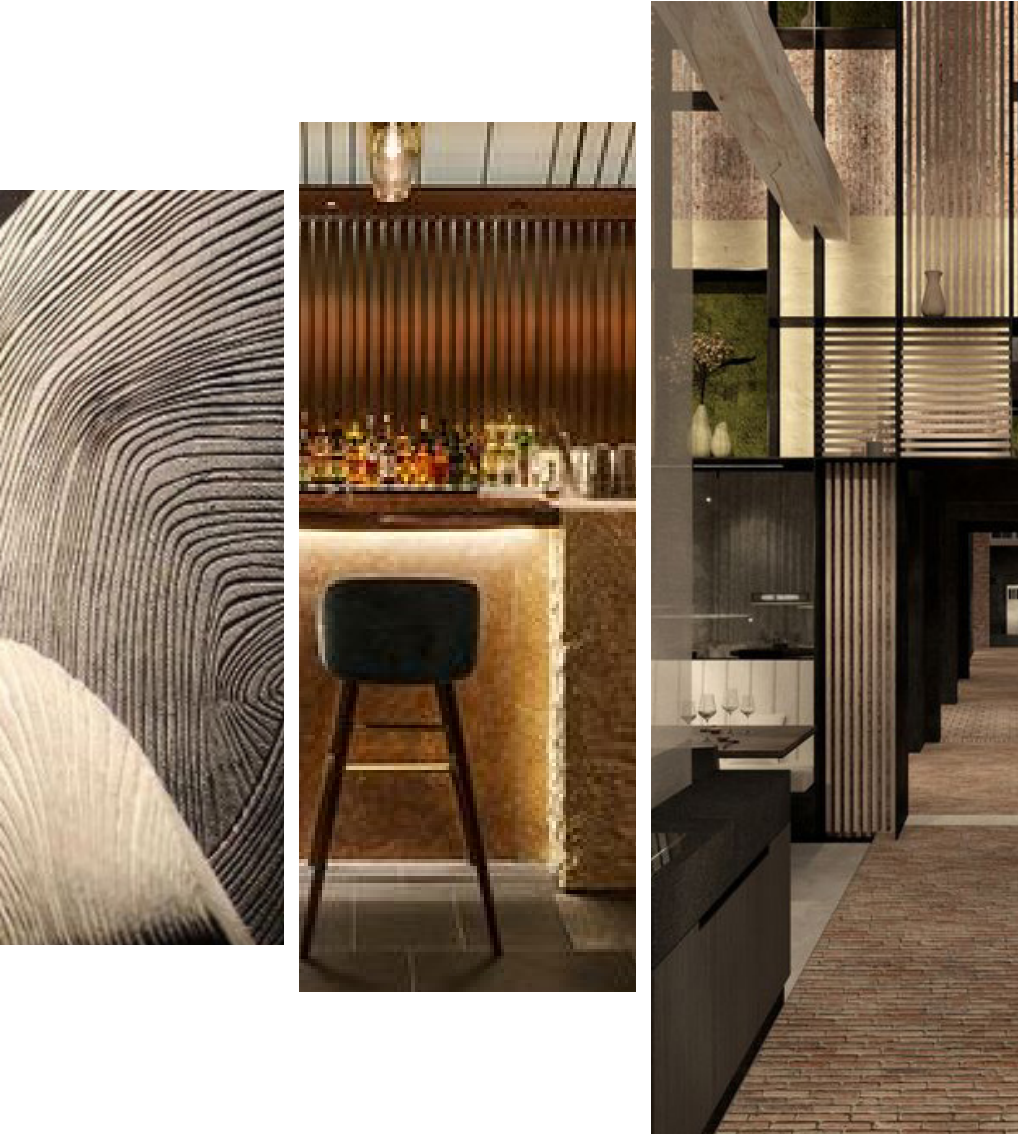
EARTHY TEXTURES

WARM PERUVIAN COLORS

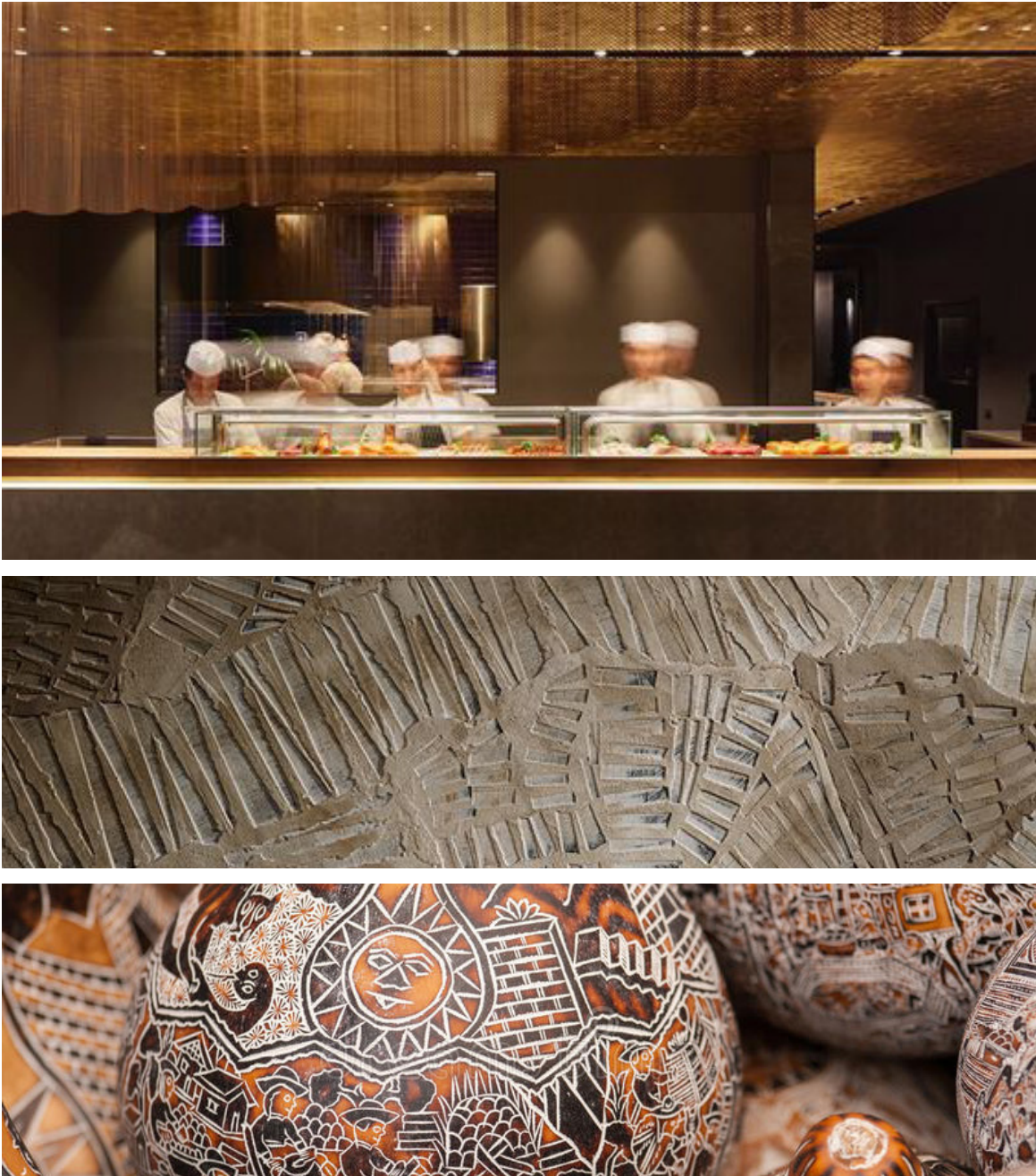
THE JOURNEY I MAIN DINING ROOM - PRELIMINARY SPATIAL STUDY



WARM



PERUVIAN

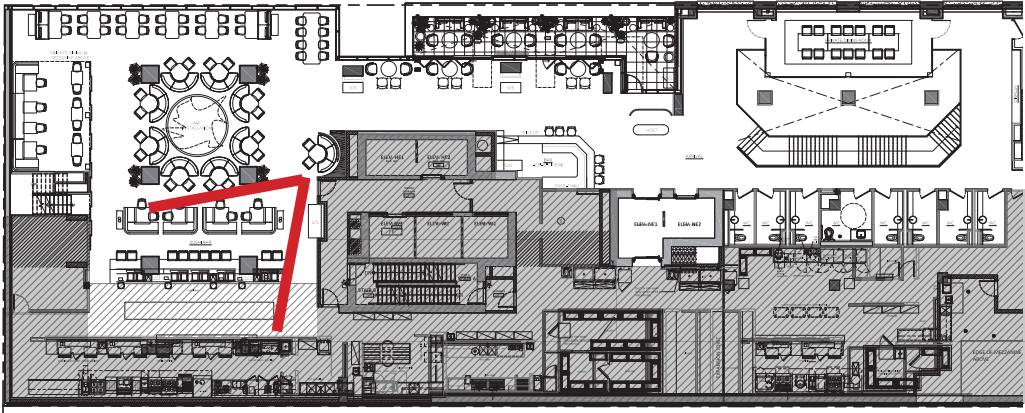


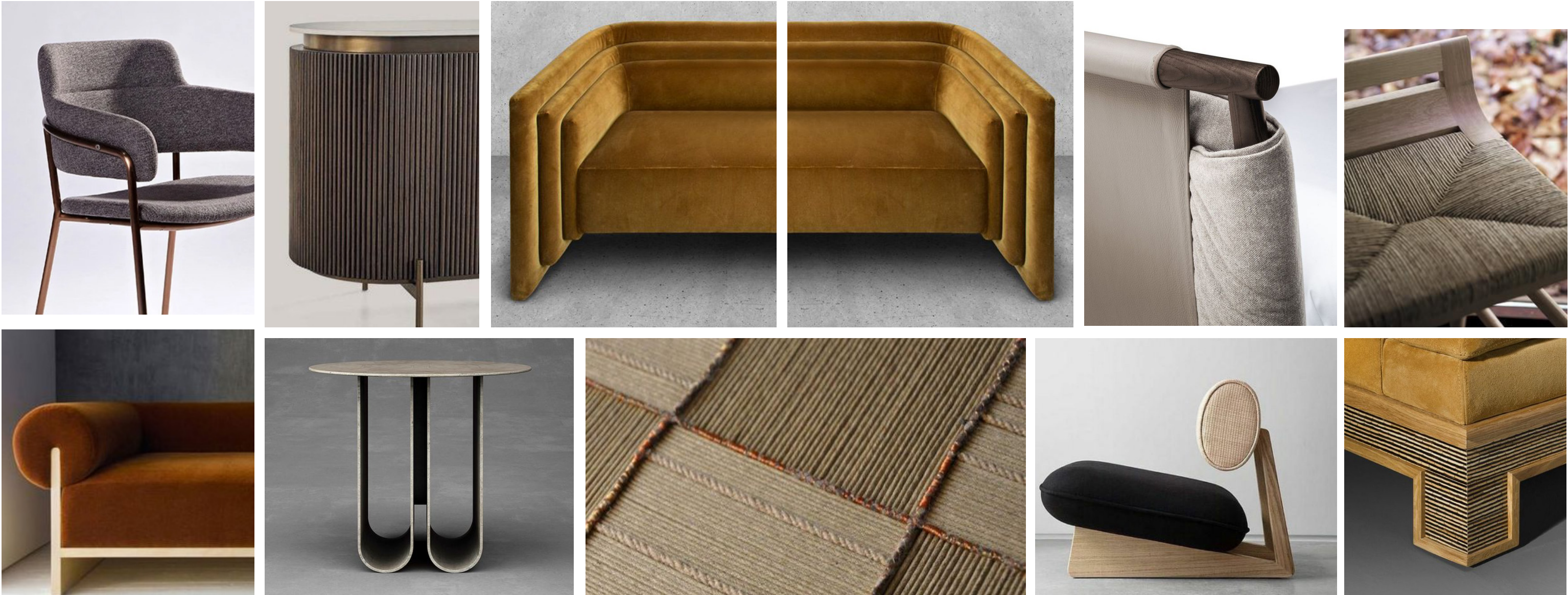
INSPIRED BY PERUVIAN WOOD CARVING

INVITING



TEXTURES





THANK YOU