

NOBU RESTAURANT TORONTO

75% SCHEMATIC DESIGN PRESENTATION
FRIDAY JANUARY 29TH 2021

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.

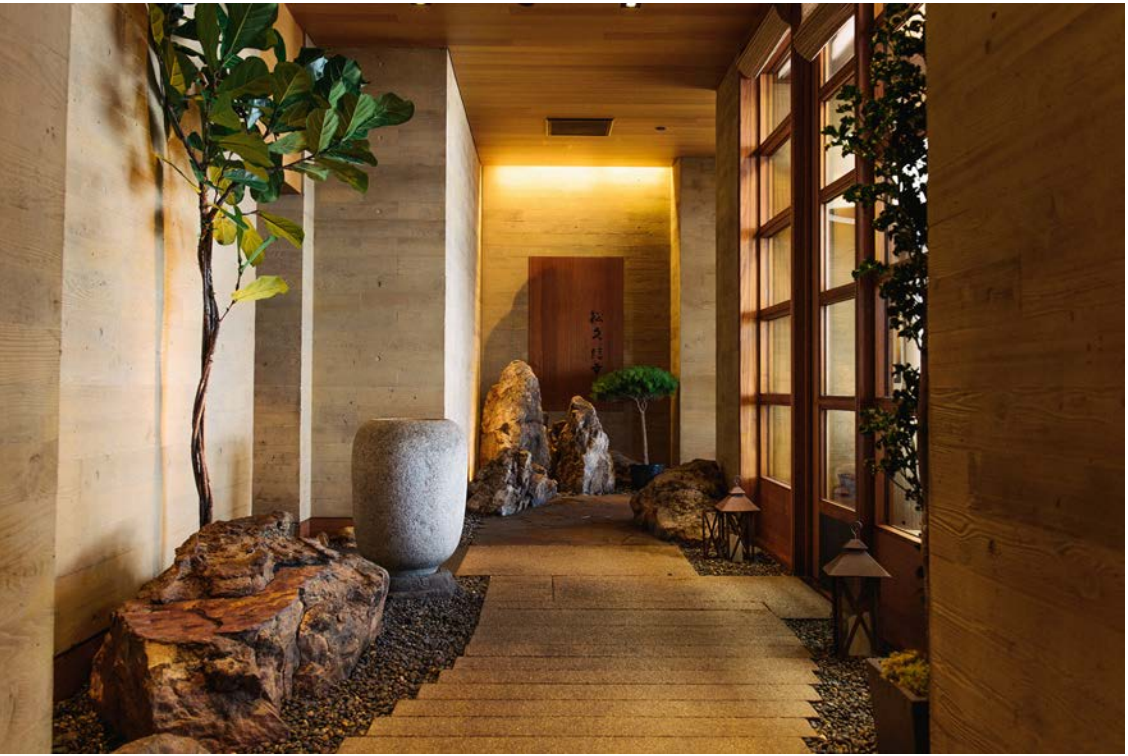
WE IMAGINE EXCITING SPACES.

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.

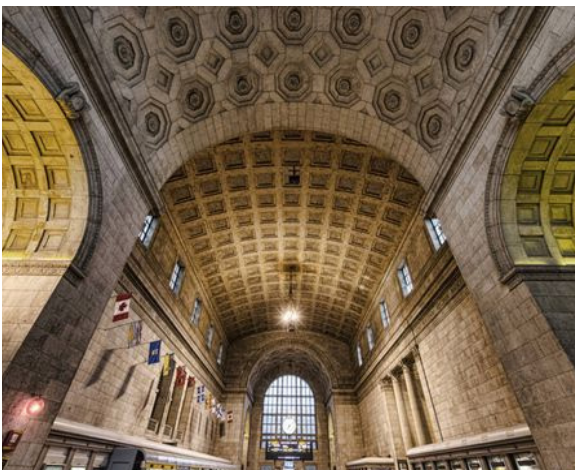
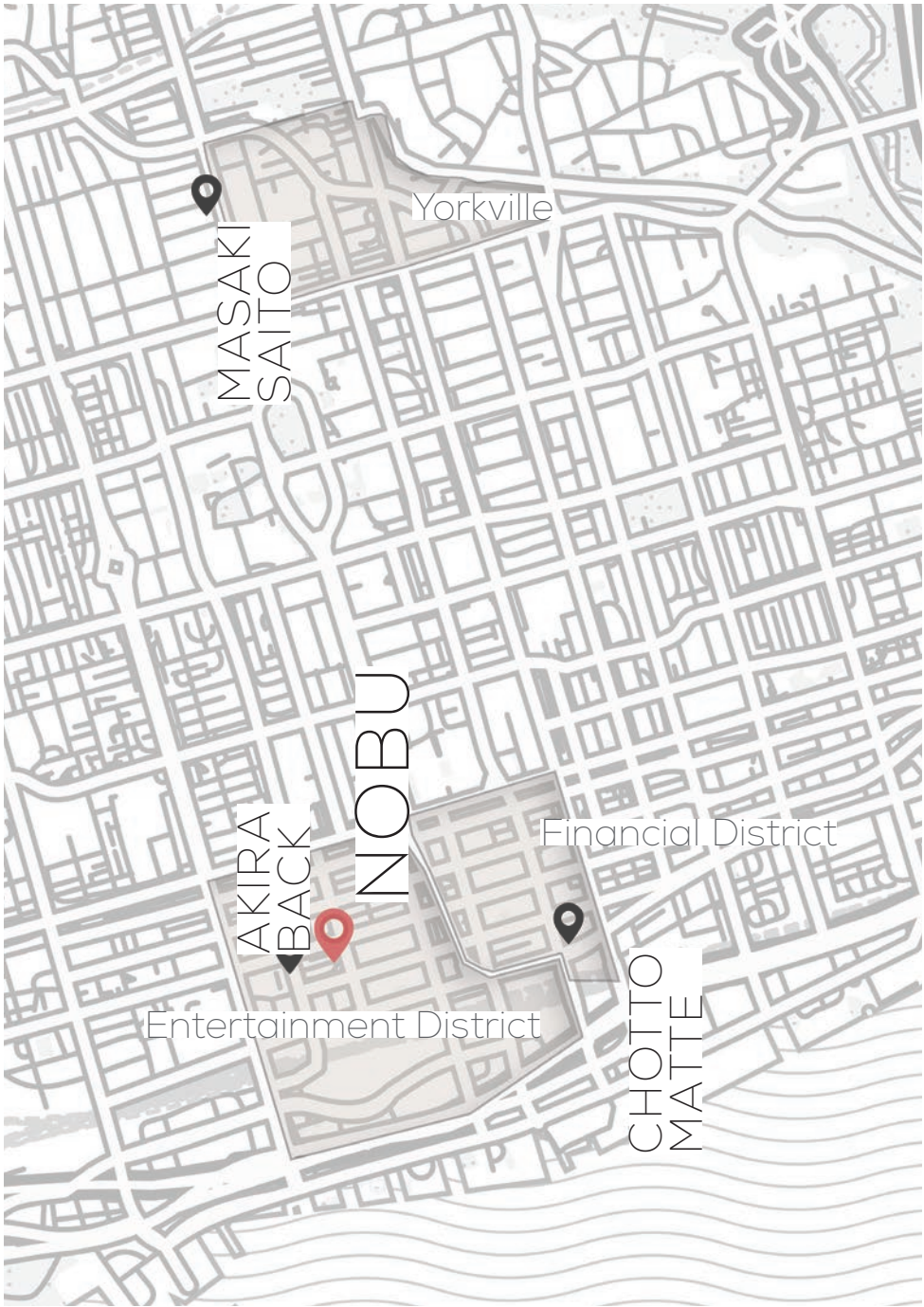




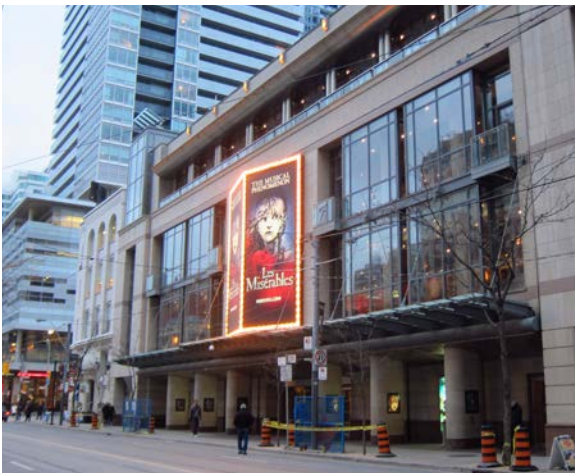
NOBU – MILAN

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

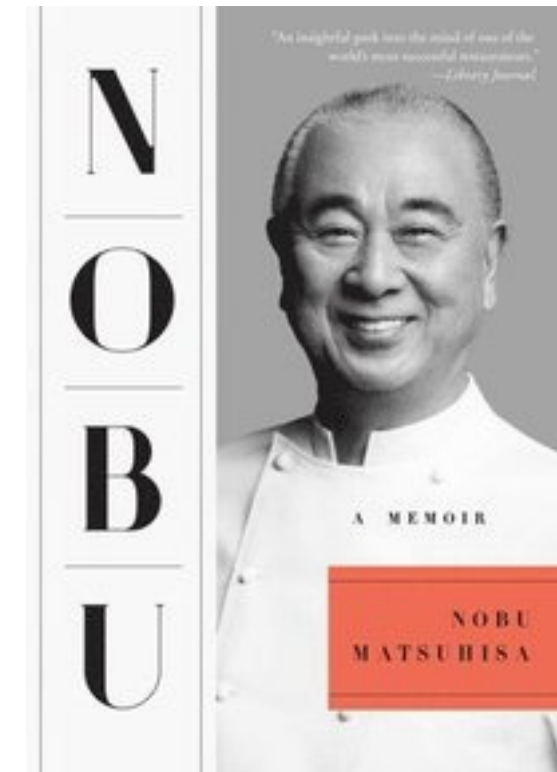
Edomae style very exclusive sushi restaurant with only seven seats.

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



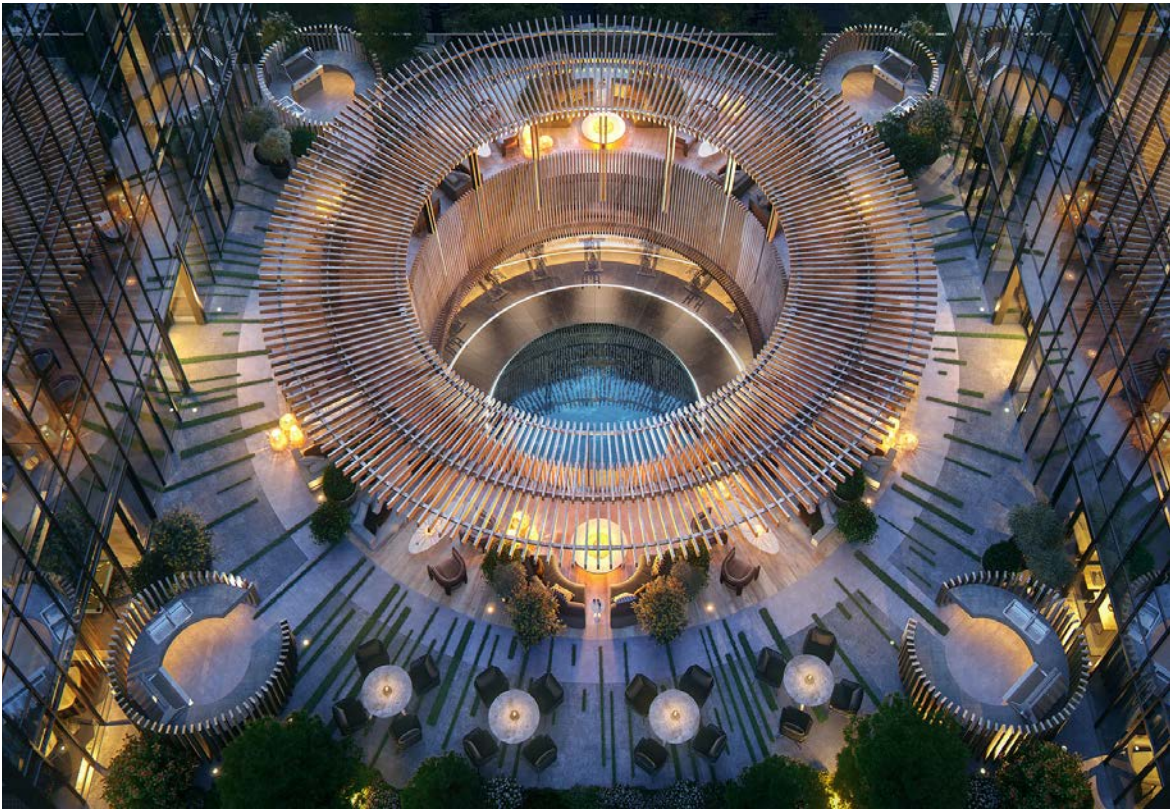
NOBU MATSUHISA is renowned for his influential Asian cuisine, blending traditional Japanese dishes with Peruvian ingredients.

"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 RESIDENCE



THE NARRATIVE: BUILDING CONTEXT - NOBU HOTEL



THE NARRATIVE: GUEST PROFILE



THE FOODIE
THE SOCIALITE
THE TRAVELER
THE CONNOISSEUR

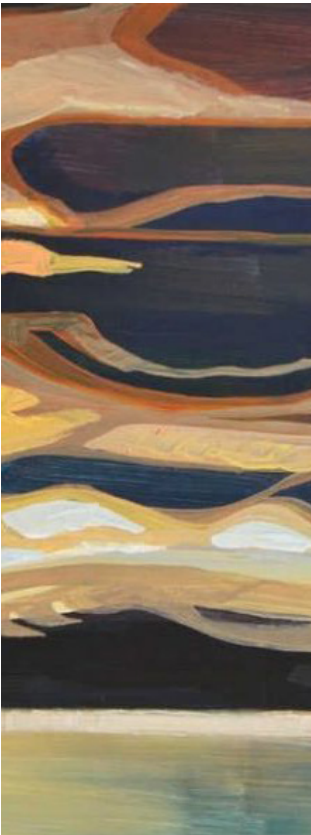


DISTINGUISHED
BY GOOD TASTE

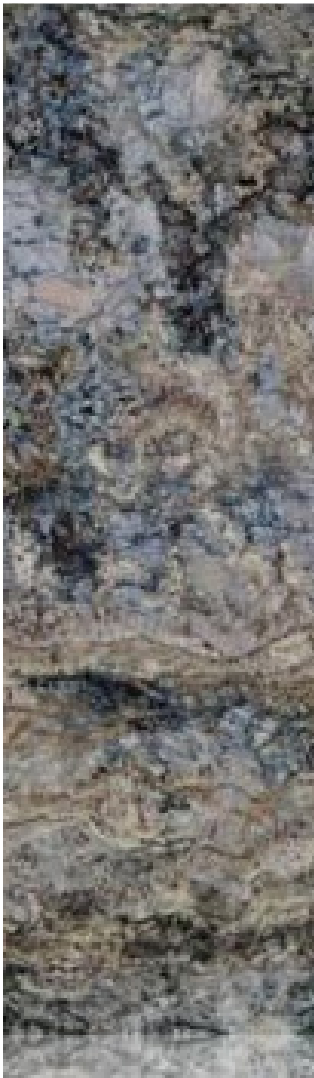


THE NARRATIVE: COMPLIMENTARY INFLUENCES

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)

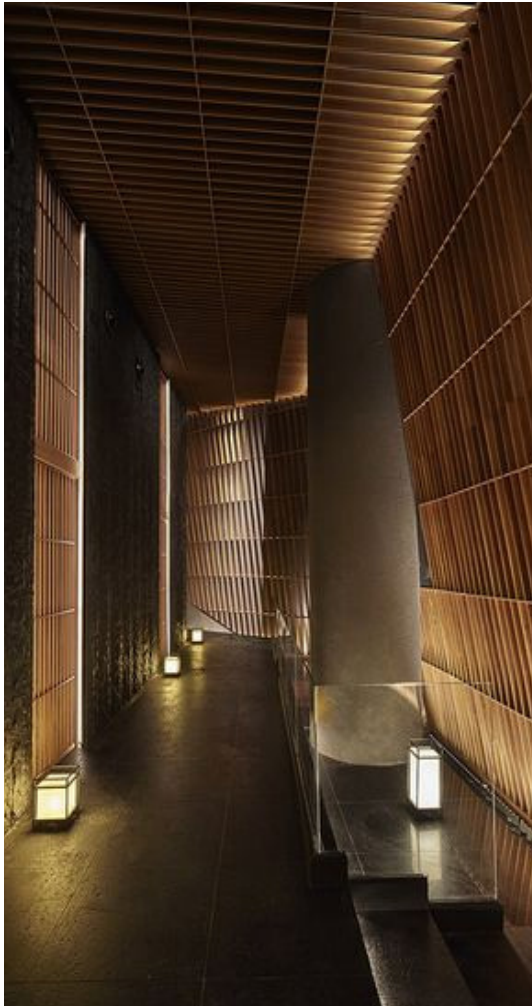
SIMPLICITY



QUALITY



JAPANESE ROOTS



PERUVIAN INFLUENCES



CANADIAN CULTURE



LAYERED EFFECTS



THE NARRATIVE: DESIGN ELEMENTS

SCALE



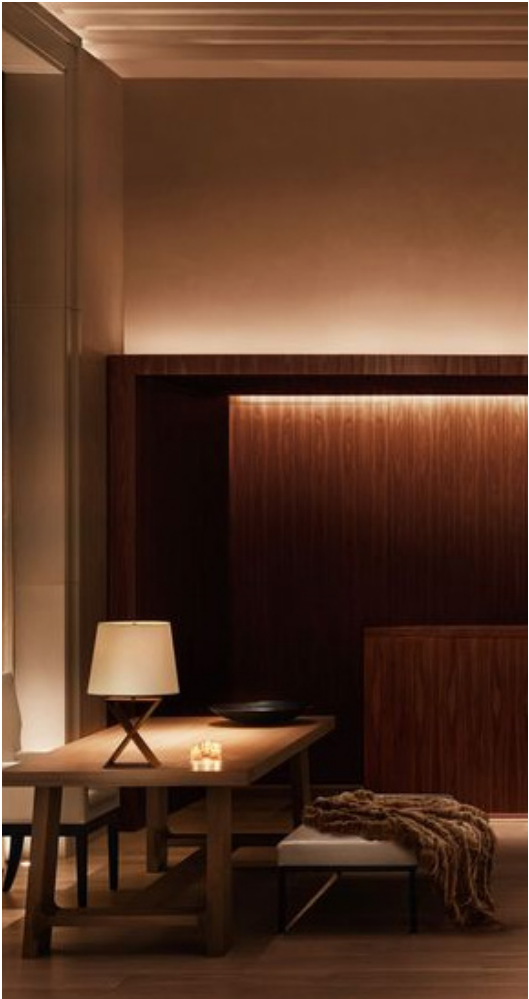
BALANCE



RHYTHM



LIGHT



TEXTURE



DETAIL

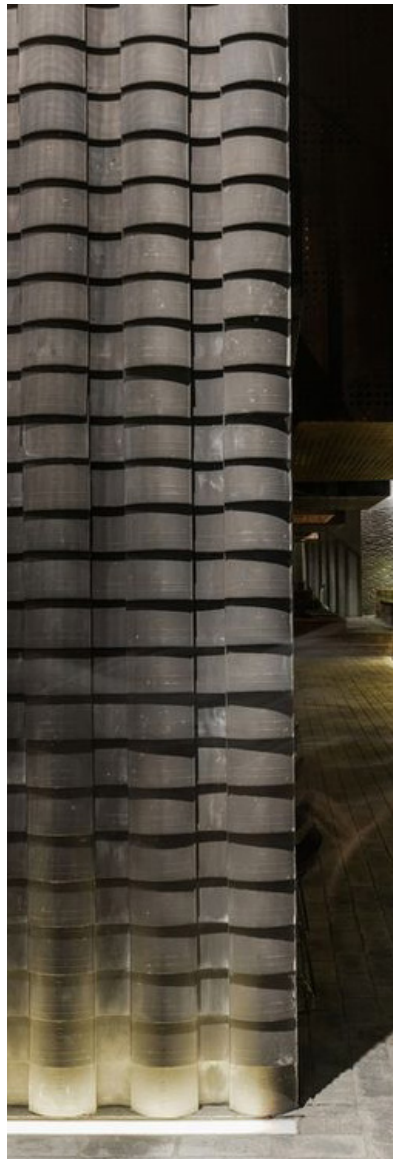


THE JOURNEY | THE MAIN BAR & LOUNGE CONCEPT IMAGES

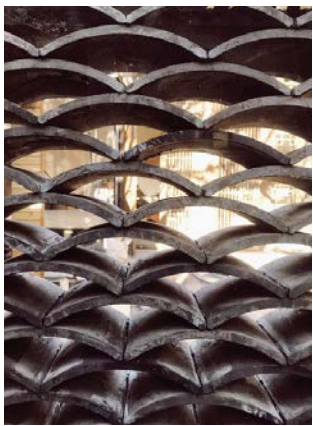
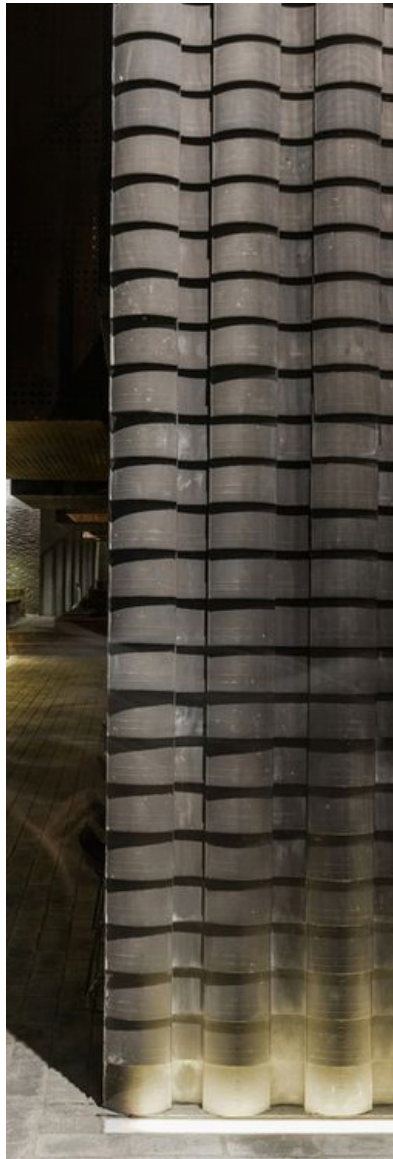
CAPTIVATING



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 | THE MAIN BAR & LOUNGE CONCEPT IMAGES

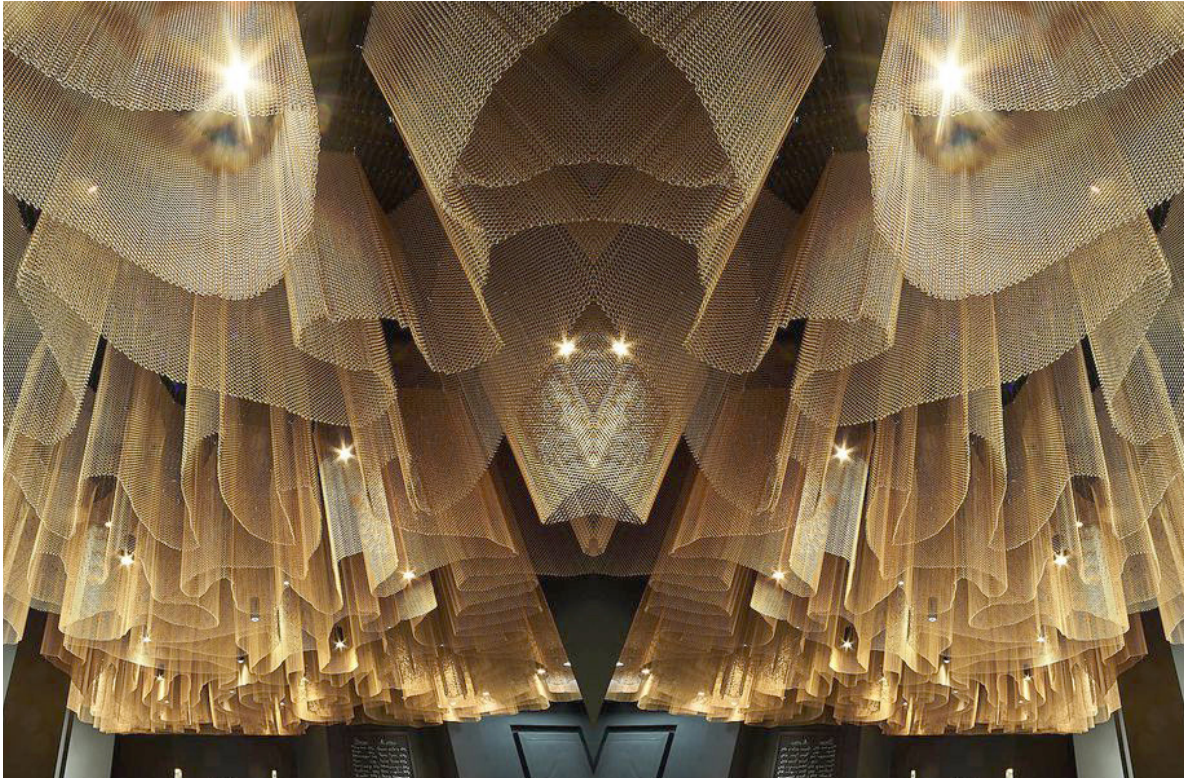
LAYERS OF THE KIMONO
THE MORE LAYERS OF FABRIC THE
HIGHER THE SOCIAL STATUS



ZEN GARDEN
RHYTHM AND MOVEMENT

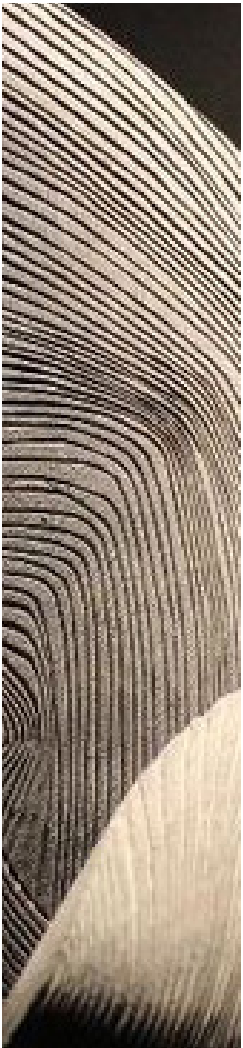


THE LAYERS OF ARCHITECTURAL FABRIC EMBODY THE
CHARACTERISTICS OF ELEGANCE AND CLASS



INSPIRED BY PERUVIAN STONE CARVING

CANADIAN ART



CANADIAN TIMBER STAIRS



THE JOURNEY | THE MAIN BAR & LOUNGE CONCEPT IMAGES



PERUVIAN
TEXTILES



HANDCRAFTED



COMFORT



CANADIAN GRANITE BACKDROP



INVITING



ORGANIC



NATURAL
ELEMENTS

BLACK TEXTURED WALLS



METALLIC FABRIC
LIGHT INSTALLATION



PERUVIAN INSPIRED
TEXTILES



LAYERED KIMONO CONCEPT
FOR ENTRANCE INSTALLATION



KAWARA TILES
ON COLUMNS



BRASS AND BLACK
METAL BAR DETAILS

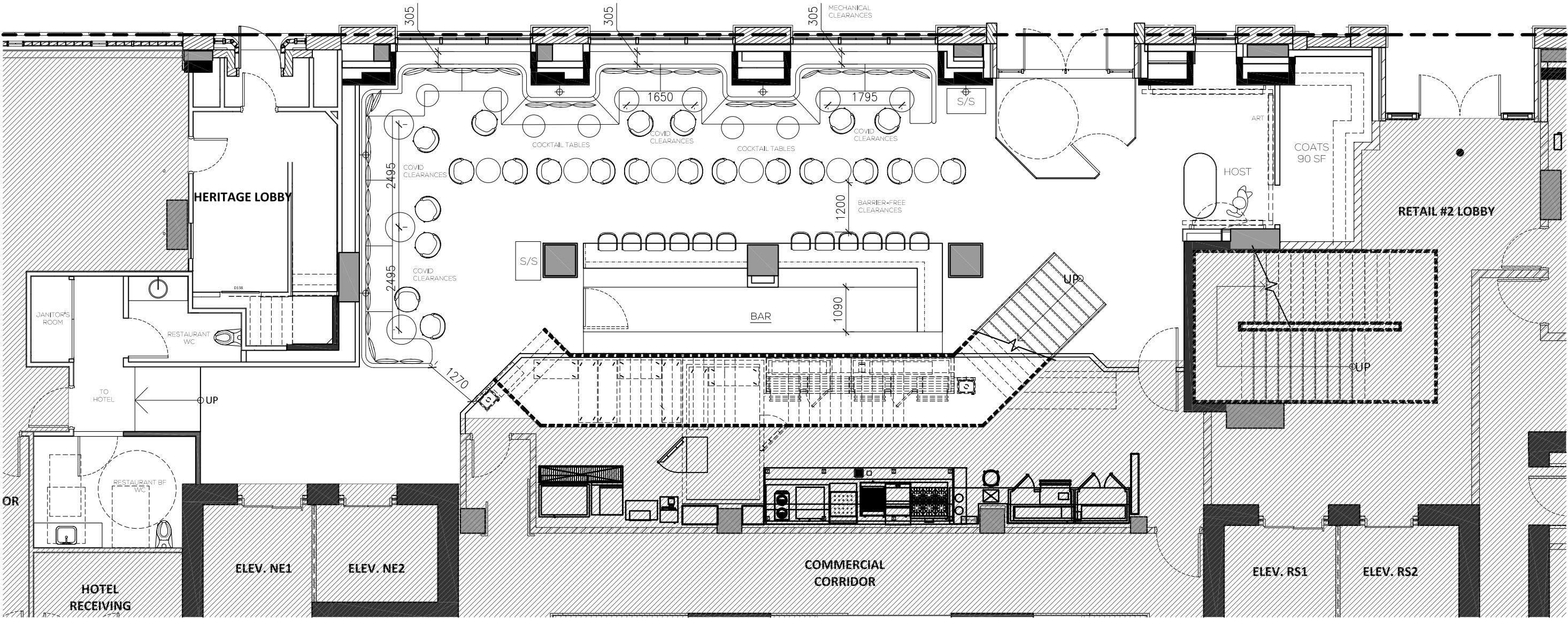


DEDALUS STONE FOR BAR AND FLOORS



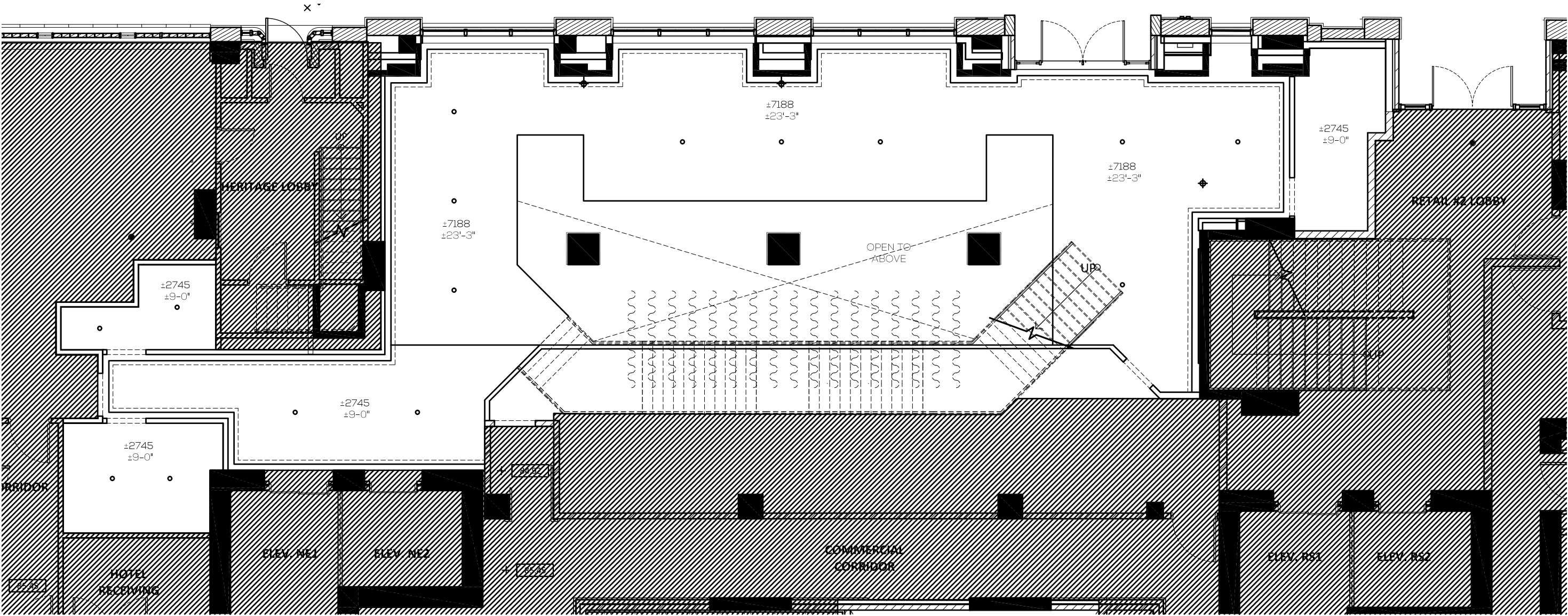
THE NARRATIVE: RESTAURANT GF PLAN

SEAT COUNT: AREA +/-1900 SQ FT
BAR - 12
LOUNGE - 38
TOTAL - 50



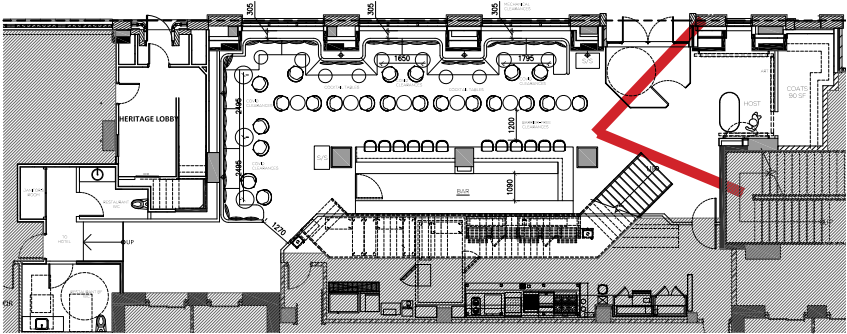
THE NARRATIVE: RESTAURANT GF RCP

AREA +/-1900 SQ FT





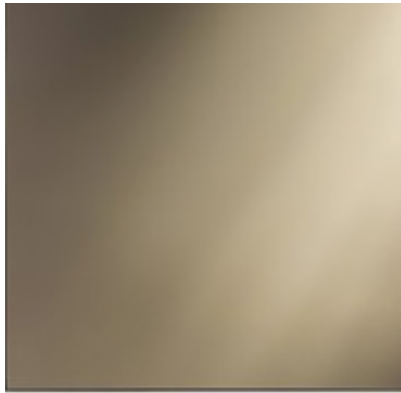
THE JOURNEY I MAIN BAR LOUNGE - KAWARA ROOM - 3D VIGNETTE



LAYERED FABRIC FEATURE



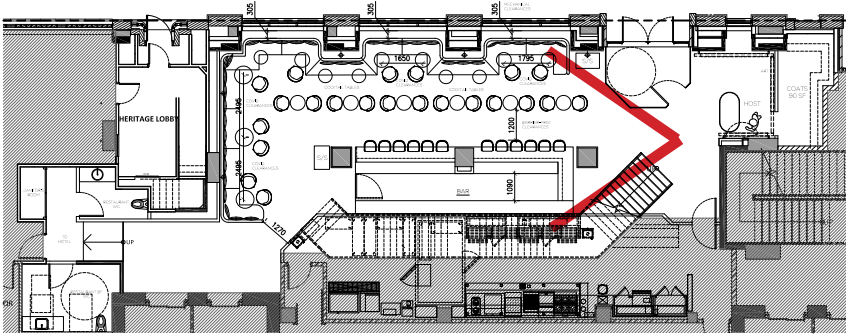
BLACK TEXTURED WALLS



BRONZE GLASS VESTIBULE



THE JOURNEY I MAIN BAR LOUNGE - KAWARA ROOM - 3D VIGNETTE



KAWARA TILES



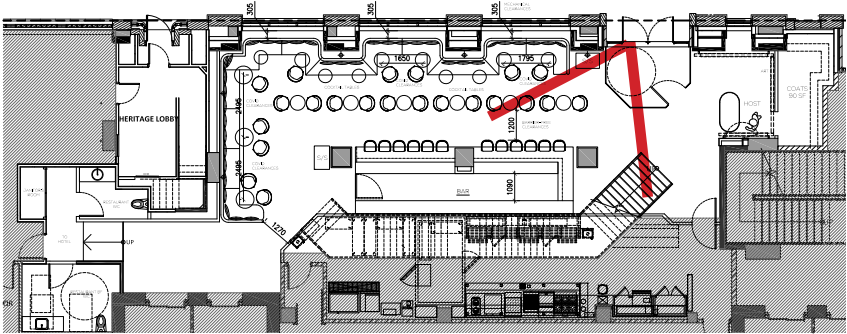
BLACK TEXTURED WALLS



STONE BAR AND FLOORS



THE JOURNEY I MAIN BAR LOUNGE - KAWARA ROOM - 3D VIGNETTE



KAWARA TILES



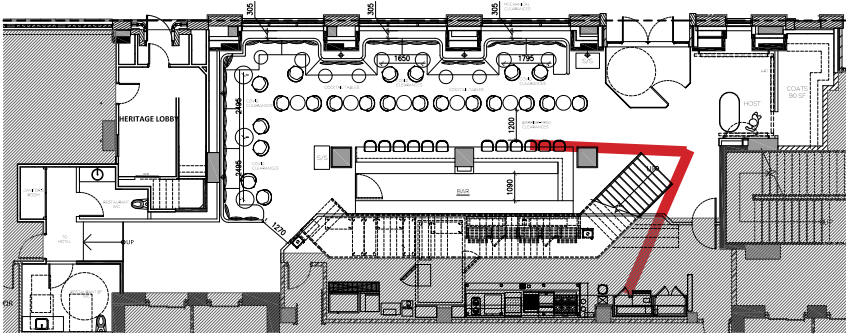
BLACK TEXTURED WALLS



STONE BAR AND FLOORS



THE JOURNEY I MAIN BAR LOUNGE - KAWARA ROOM - 3D VIGNETTE



LAYERED CHANDELIER



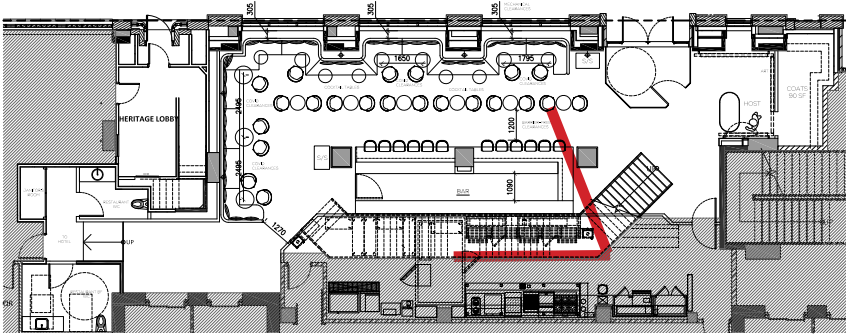
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STONE BAR AND FLOORS



THE JOURNEY I MAIN BAR LOUNGE - KAWARA ROOM - 3D VIGNETTE



LAYERED CHANDELIER



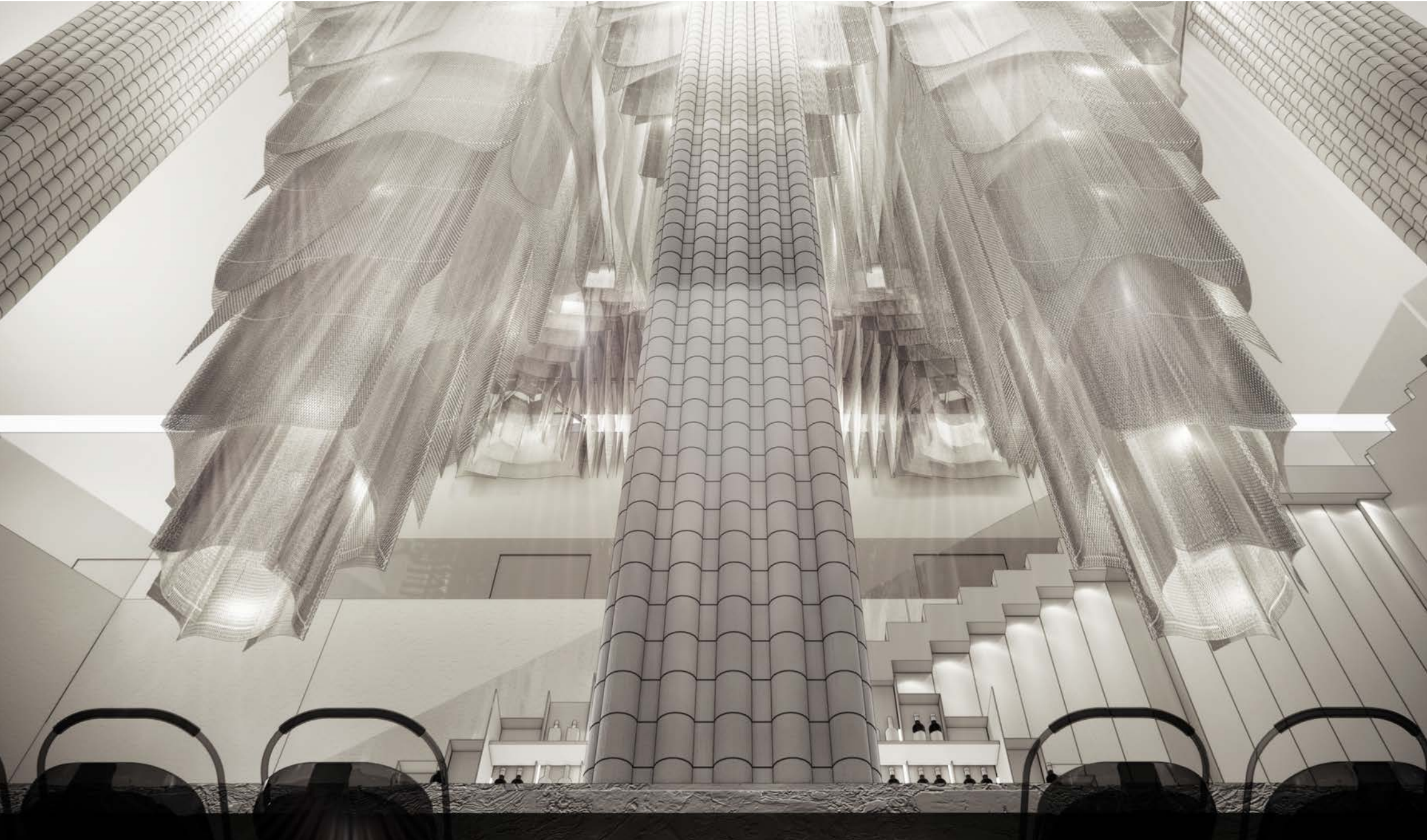
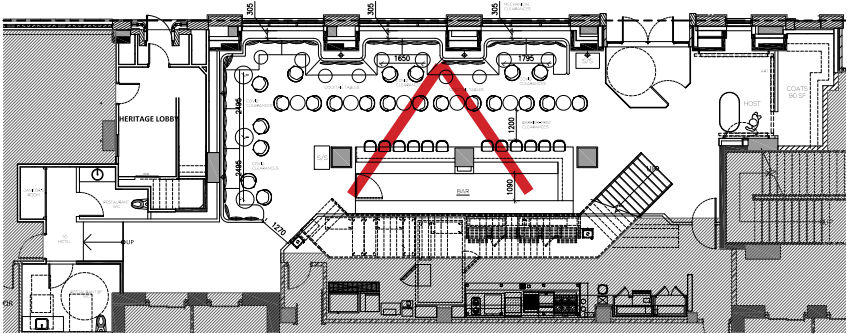
BLACK TEXTURED WALLS



STONE BAR AND FLOORS



THE JOURNEY I MAIN BAR LOUNGE - KAWARA ROOM - 3D VIGNETTE



LAYERED CHANDELIER



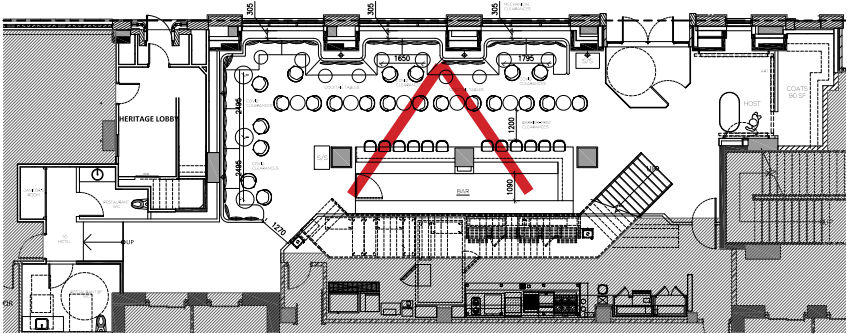
KAWARA TILES



STONE BAR AND FLOORS



THE JOURNEY I MAIN BAR LOUNGE - KAWARA ROOM - 3D VIGNETTE



ANTIQUE MIRROR BACK BAR



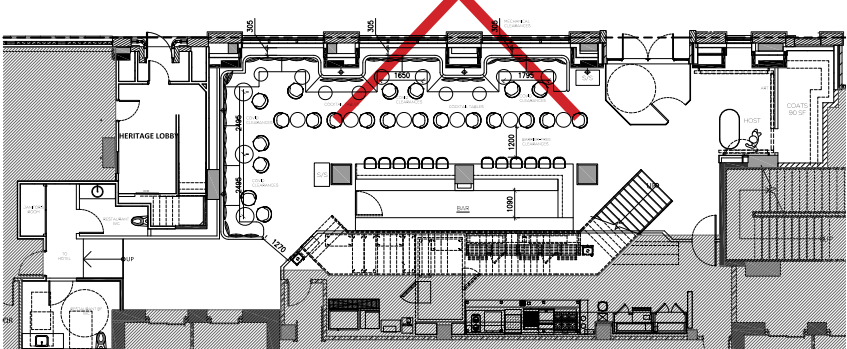
BRASS METAL SHELVES



STONE BAR AND FLOORS



THE JOURNEY I MAIN BAR LOUNGE - KAWARA ROOM - 3D VIGNETTE



KAWARA TILES



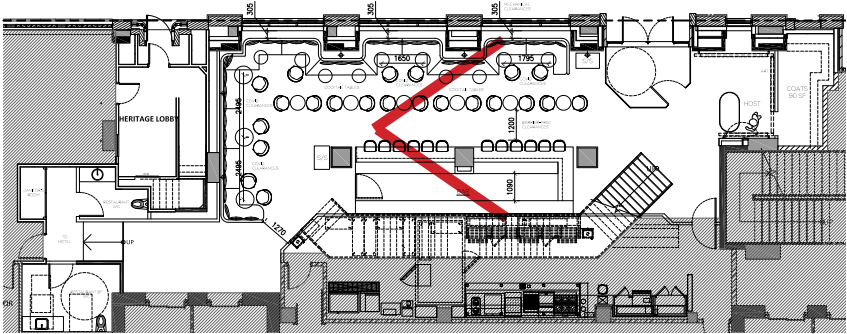
BLACK TEXTURED WALLS



STONE BAR AND FLOORS



THE JOURNEY I MAIN BAR LOUNGE - KAWARA ROOM - 3D VIGNETTE



KAWARA TILES

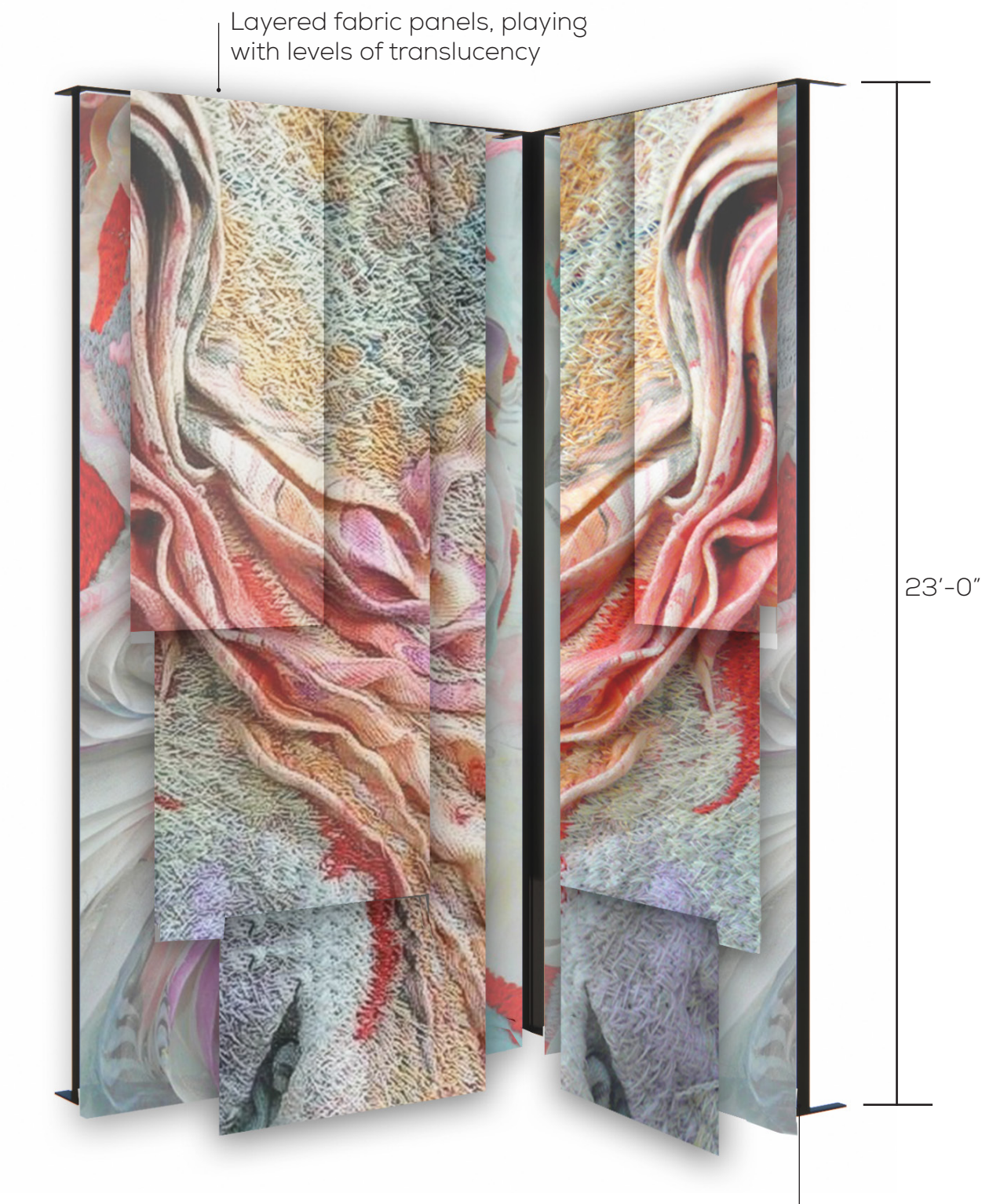


BLACK TEXTURED WALLS



STONE BAR AND FLOORS

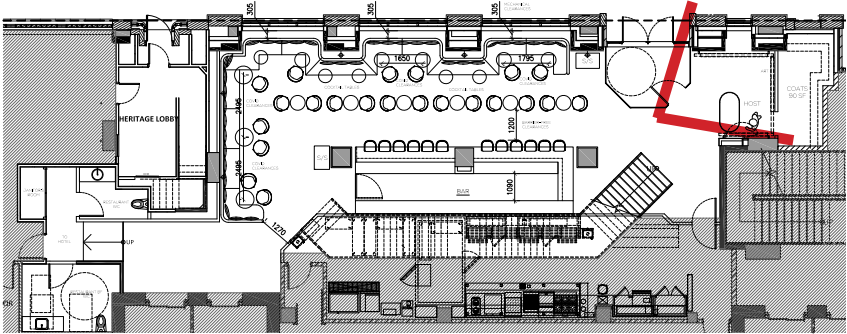




Layered Kimono inspiration



Japanese / South American artist Marit Fujiwara adopts an experimental attitude towards materials, combining traditional printing techniques with Embroidery and fabric manipulation. As a keen Illustrator, she bases her work on drawing allowing fluidity to her garments projecting the idea of Movement and time.



KIMONO CONCEPT

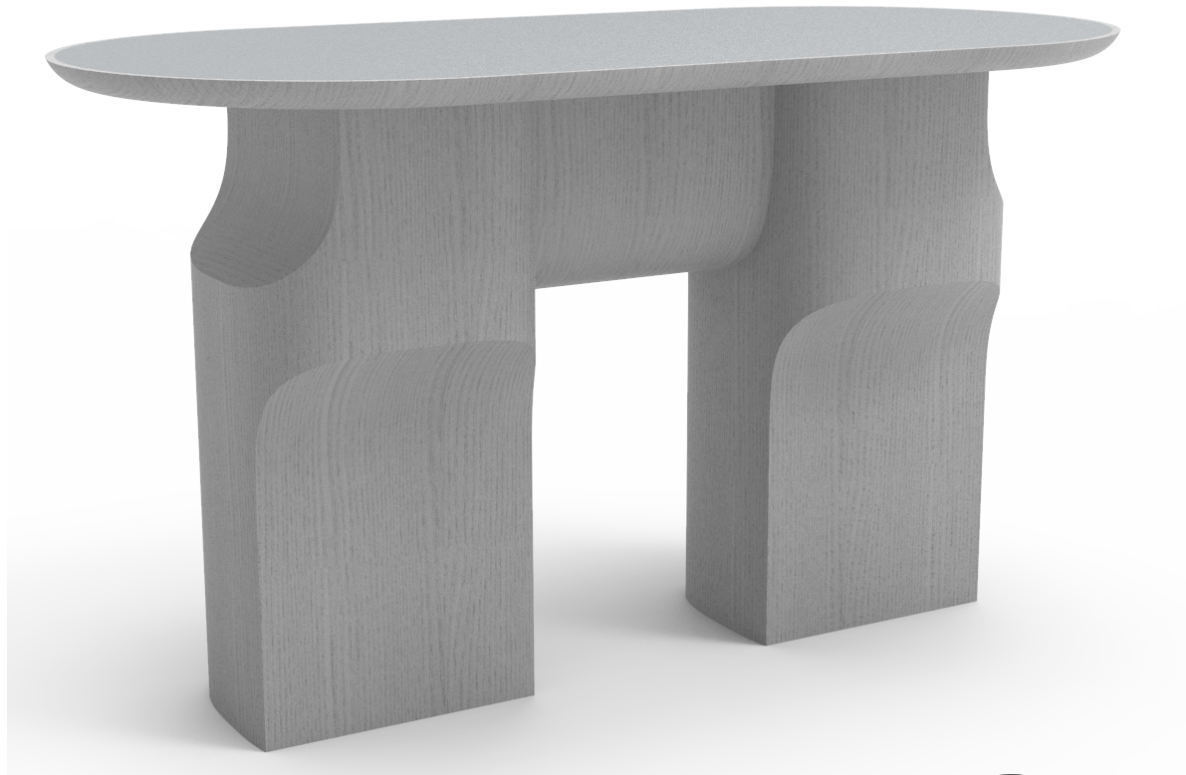


BLACK TEXTURED WALLS



FABRIC INSTALLATION





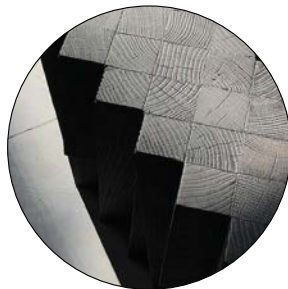
0 Host Desk



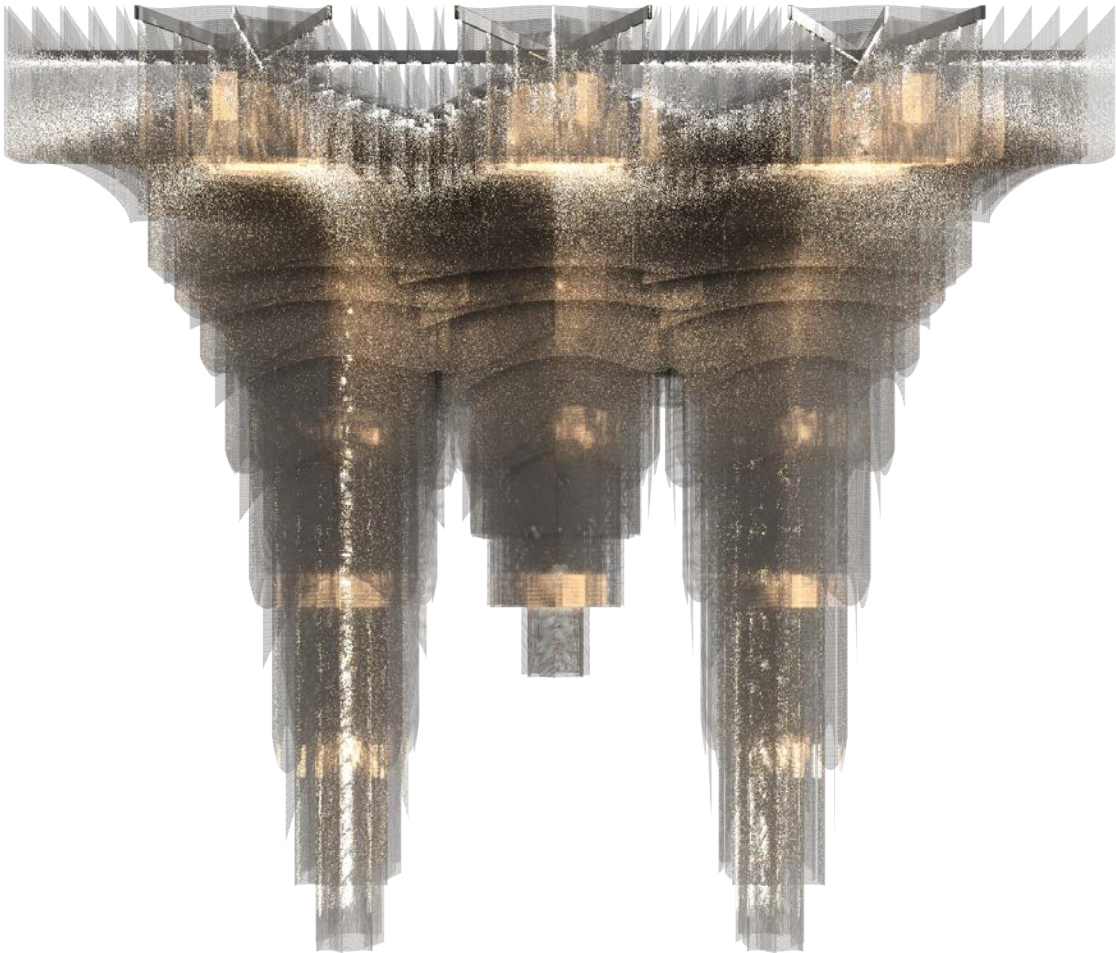
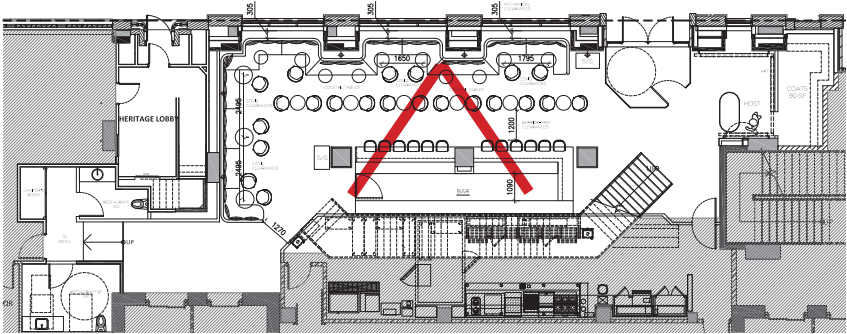
STEPPED EDGE
DETAIL



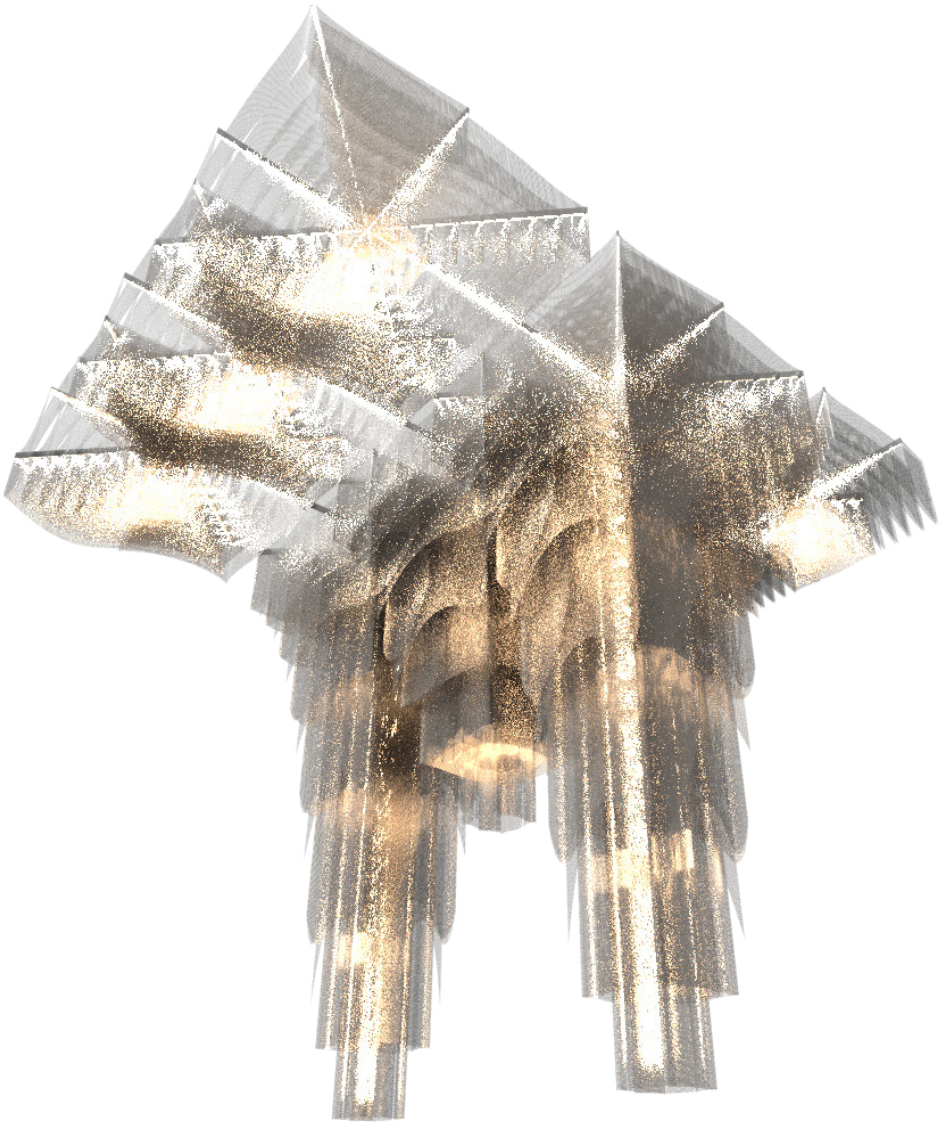
METAL TOP



WOOD BASE



1 Feature chandelier



METALLIC FABRIC



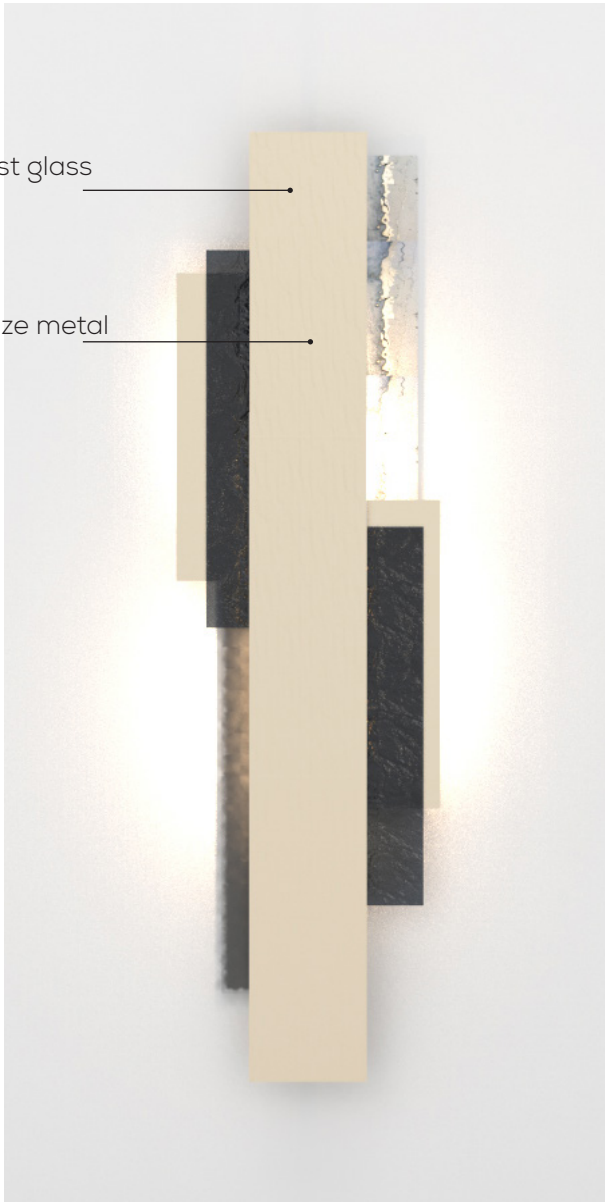
SUSPENDED LAYERS



KIMONO CONCEPT

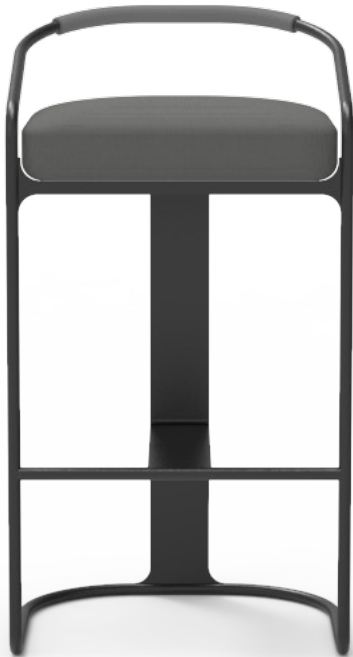
Slumped, cast glass

Hairline bronze metal



2 Feature sconce

3 Bar stools

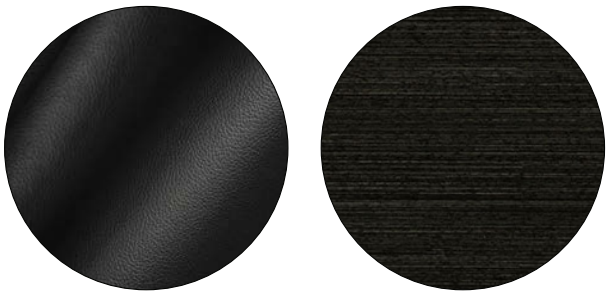


Black leather seat

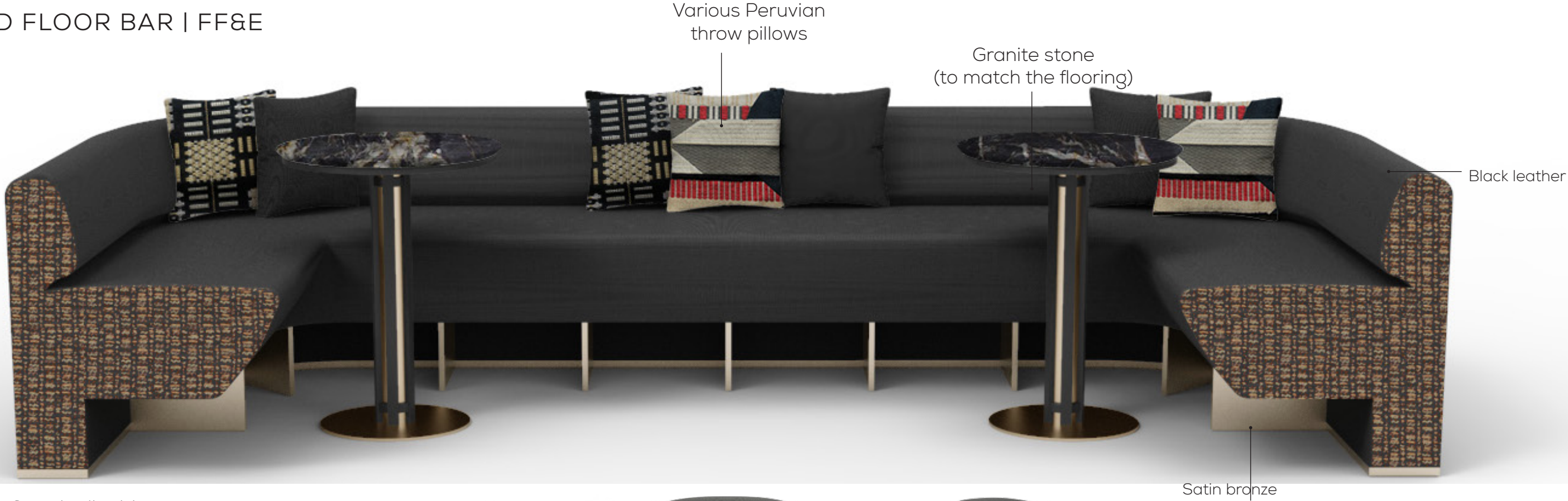
Black metal frame



Stone bar back-drop



THE GROUND FLOOR BAR | FF&E



4 Banquette & cocktail tables

Peruvian accent
Black leather



Black mohair
Satin bronze

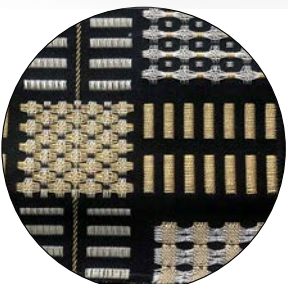
5 Lounge / dining chairs



Embroidered Peruvian throw pillow



Embroidered Peruvian throw pillow



Embroidered Peruvian throw pillow



Mohair



Black leather sofa body



Black stained oak wood



Granite

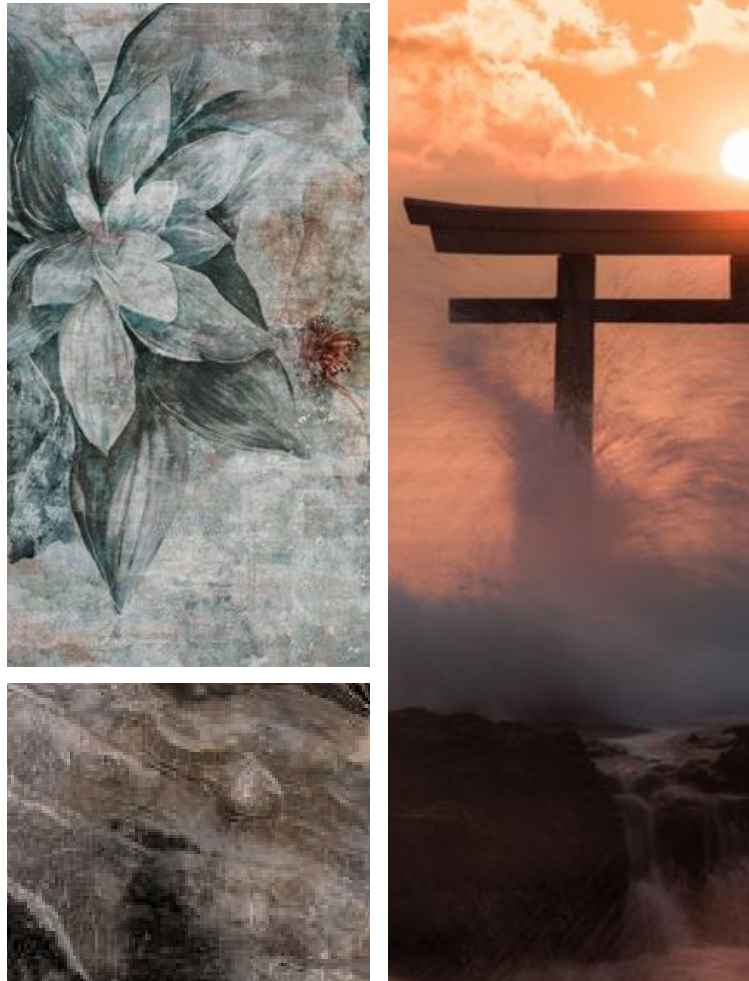


Satin bronze, hairline

MADISON GROUP - NOBU RESTAURANT



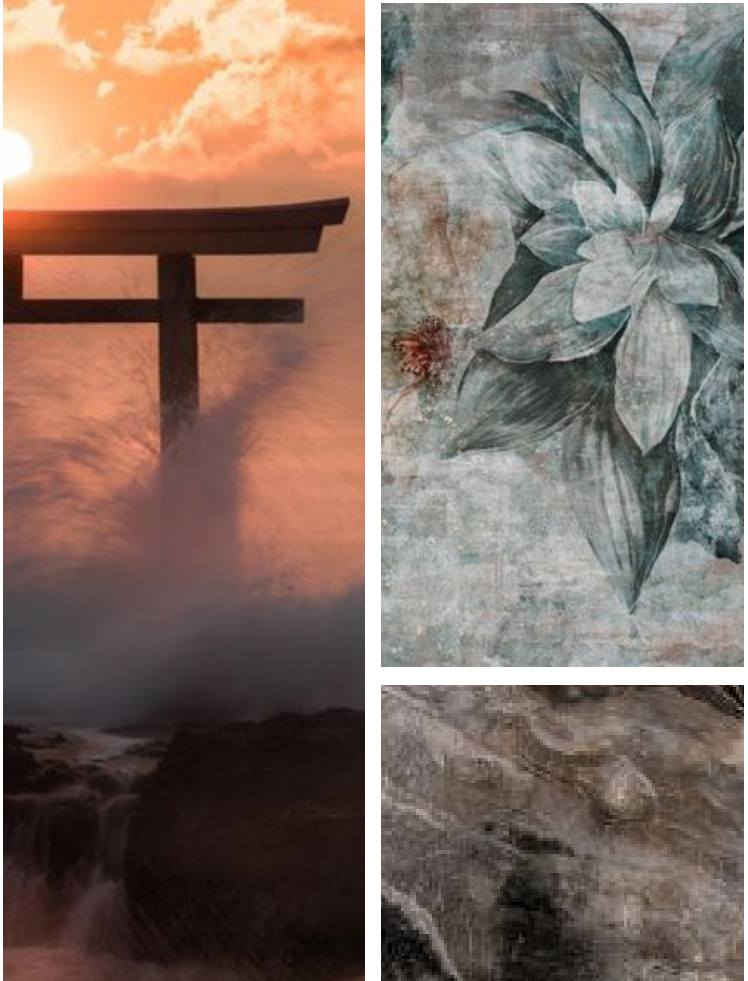
LEAVING THE MUNDANE



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



ENTERING THE SUBLIME

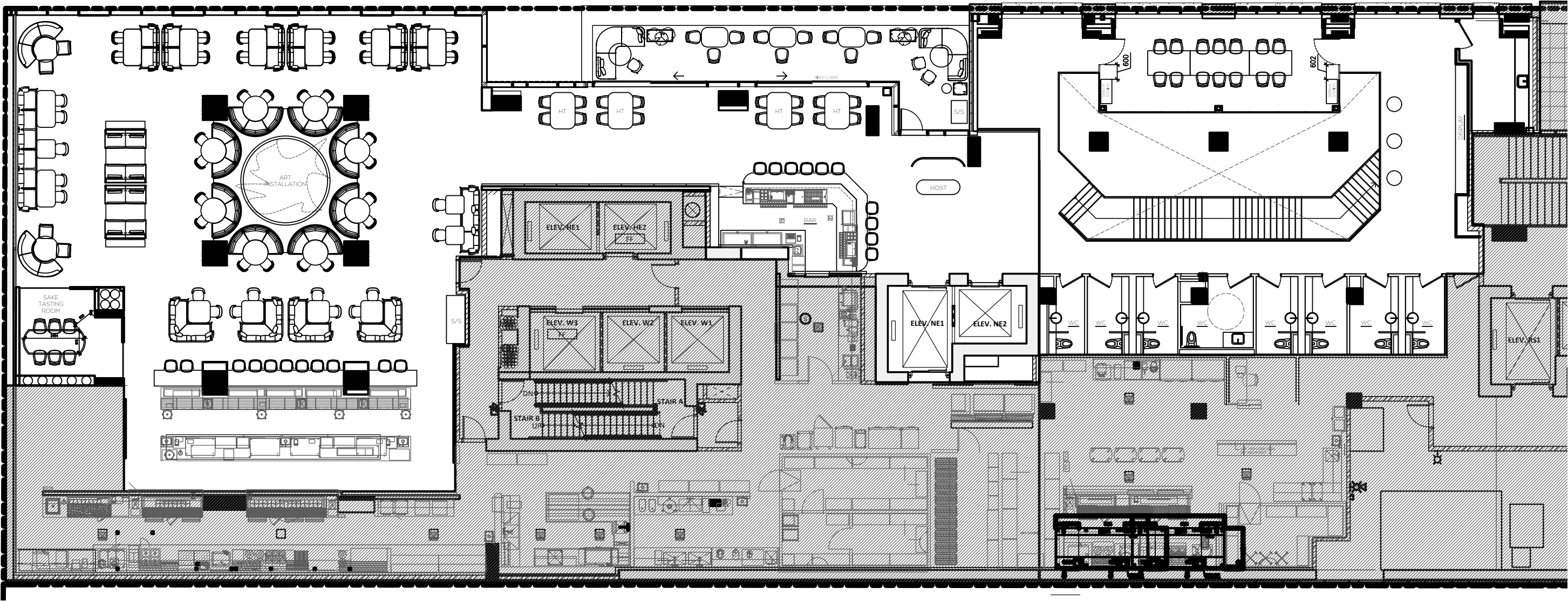


It symbolically marks the transition from the mundane to the sublime

THE NARRATIVE: RESTAURANT SECOND FLOOR PLAN

SEAT COUNT:
PRIVATE DINING ROOM - 16
SAKE BAR -26
PATIO - 16
MAIN DINING ROOM - 120
TOTAL - 178

AREA +/-6500 SQ FT

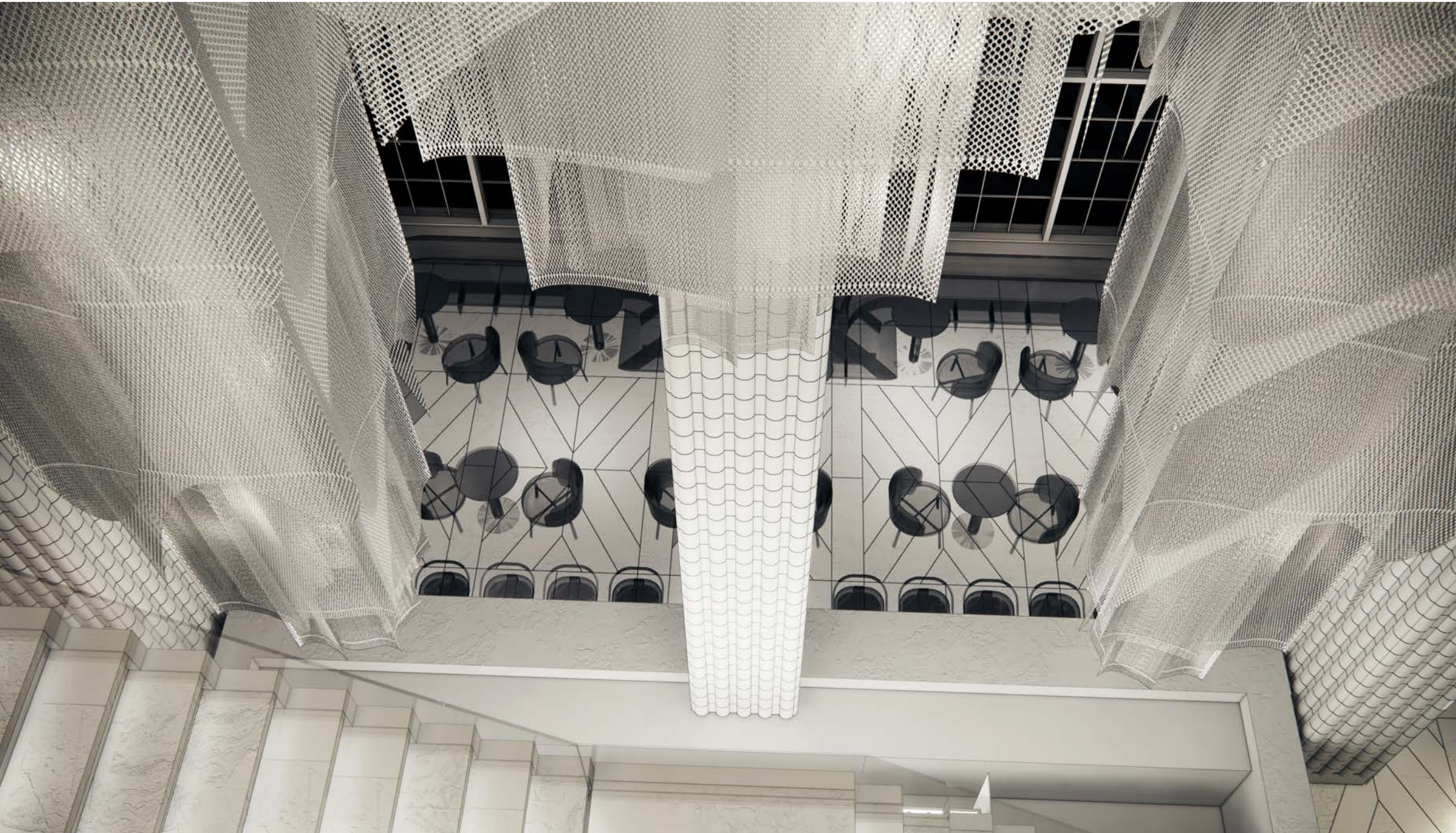
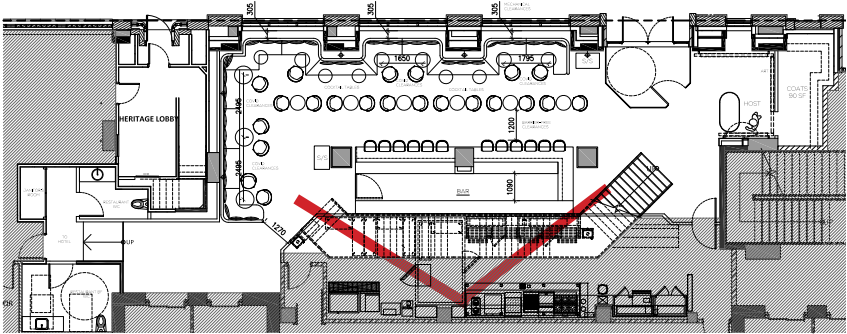


THE NARRATIVE: RESTAURANT SECOND FLOOR RCP





THE JOURNEY I MAIN BAR LOUNGE - 3D VIGNETTE



LAYERED CHANDELIER



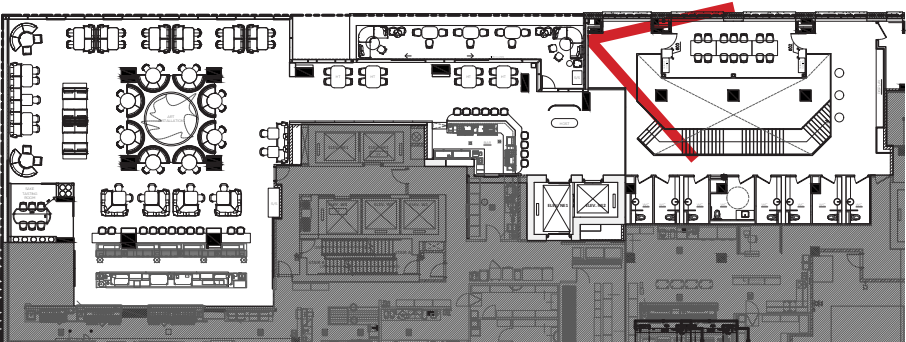
BLACK TEXTURED WALLS



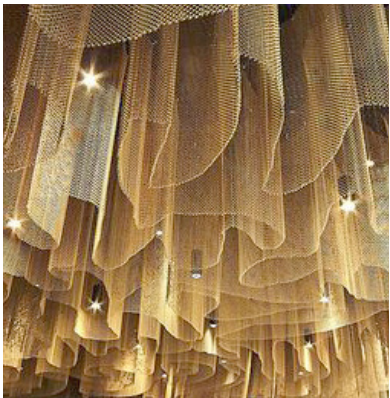
STONE BAR AND FLOORS



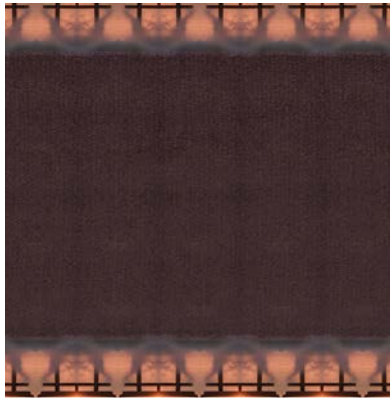
THE JOURNEY | PRIVATE DINING ROOM



KAWARA TILES

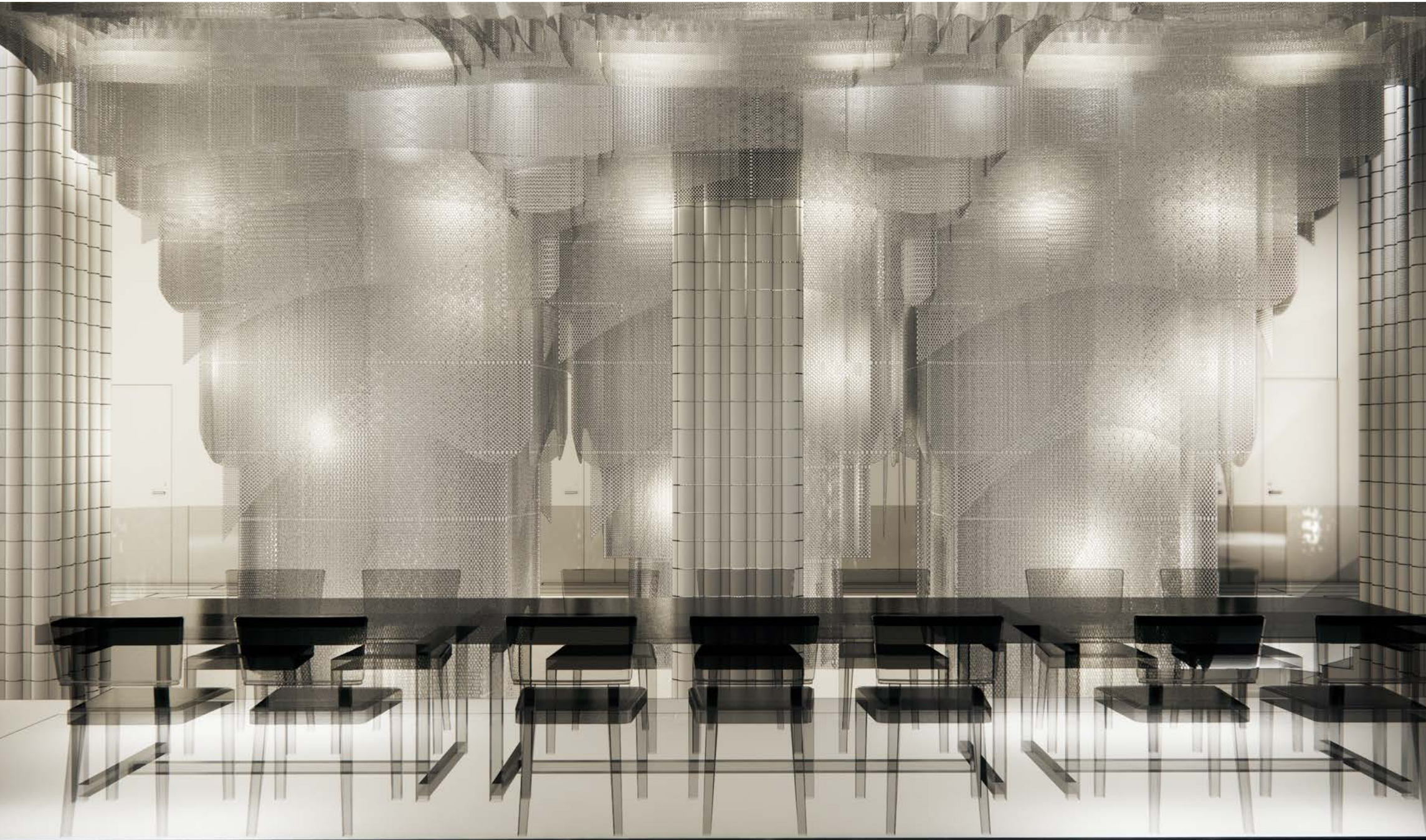
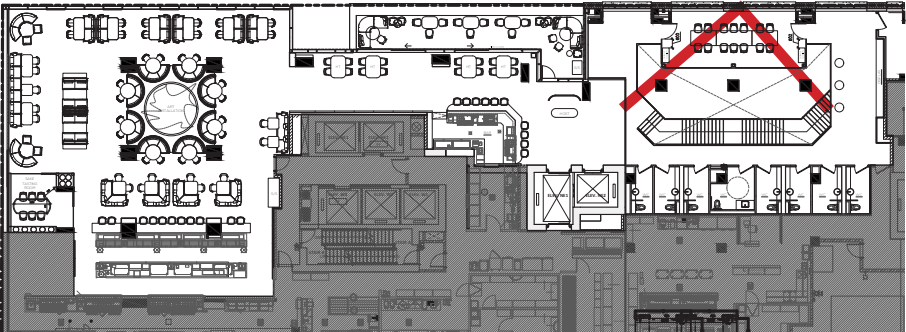


METALLIC CHANDELIER

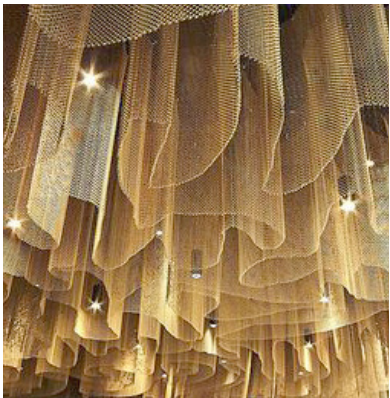


CUSTOM CARPET

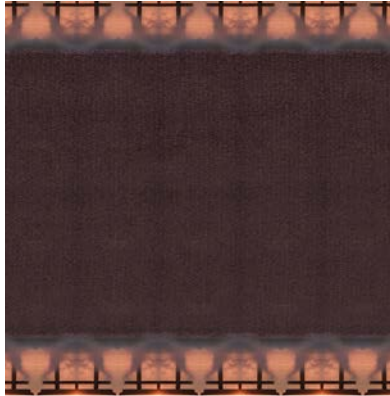




KAWARA TILES



METALLIC CHANDELIER



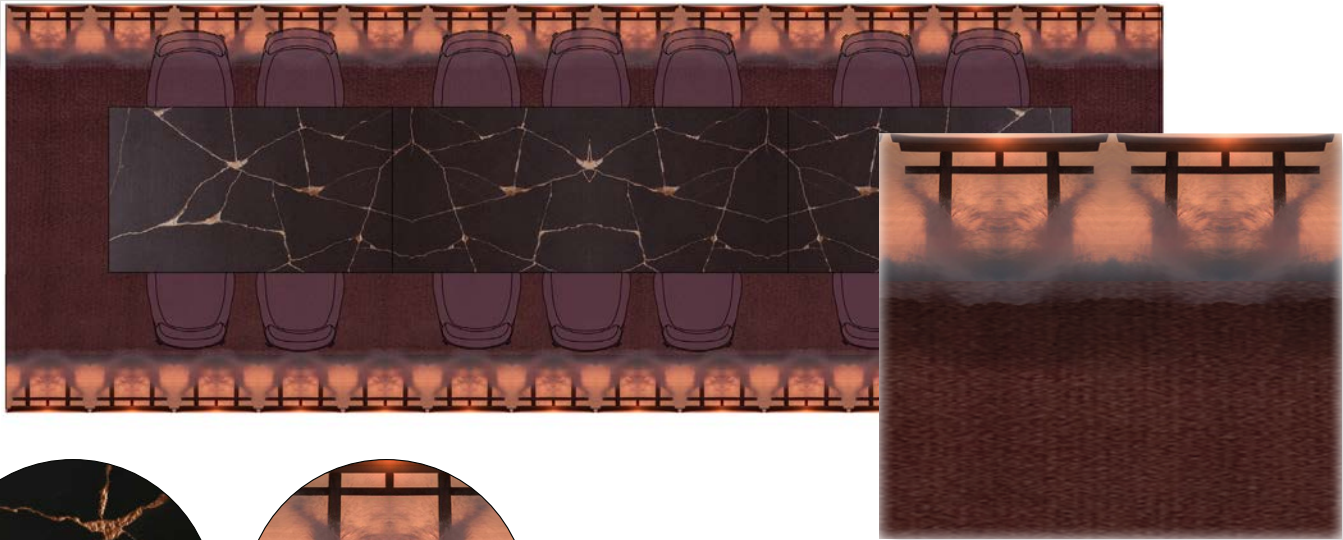
CUSTOM CARPET



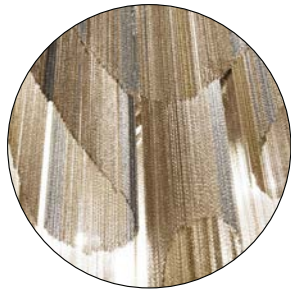
THE JOURNEY | THE PDR SHINTO SHRINE



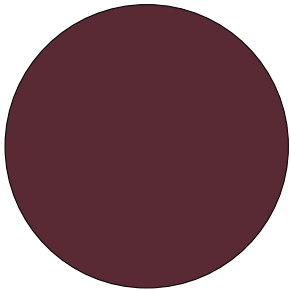
6 PDR Dining table & dining chairs



Custom SM carpet graphic, inspired by the Sun rising over the Shinto shrine



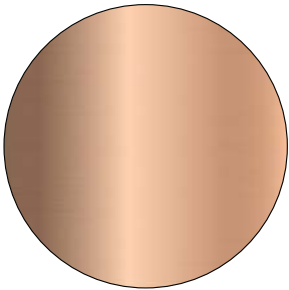
Chain link Chandelier



Matte Lacquer



Leather seat pad



Rose gold metal



Rose gold kintsugi finish



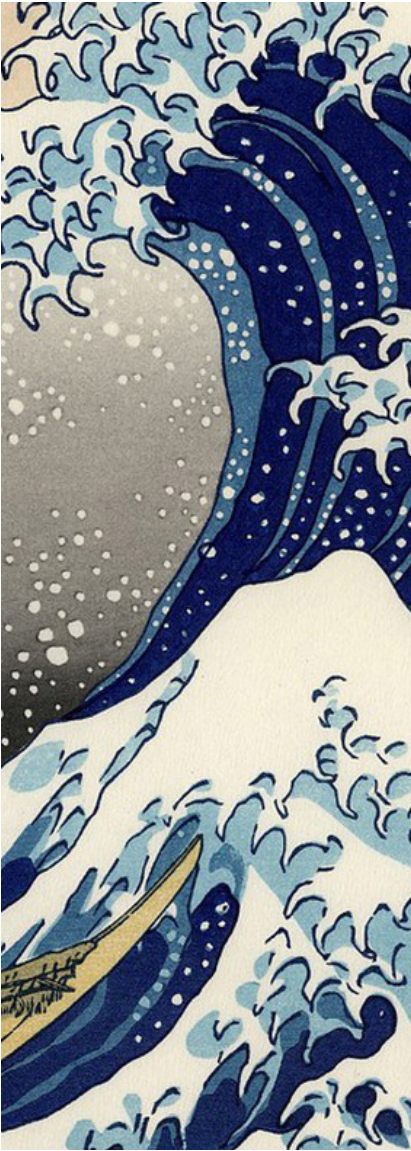
Hand tufted rug

THE GREAT WAVE

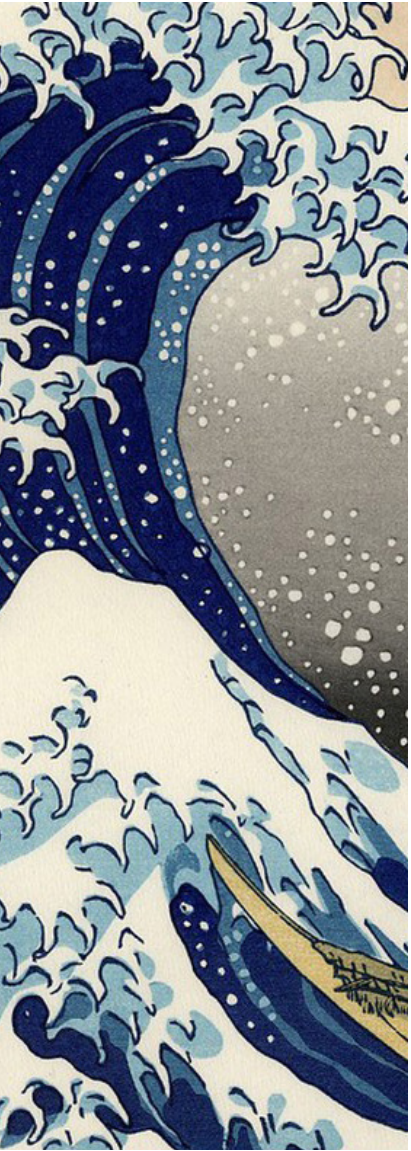
PLAYFUL



INVITING

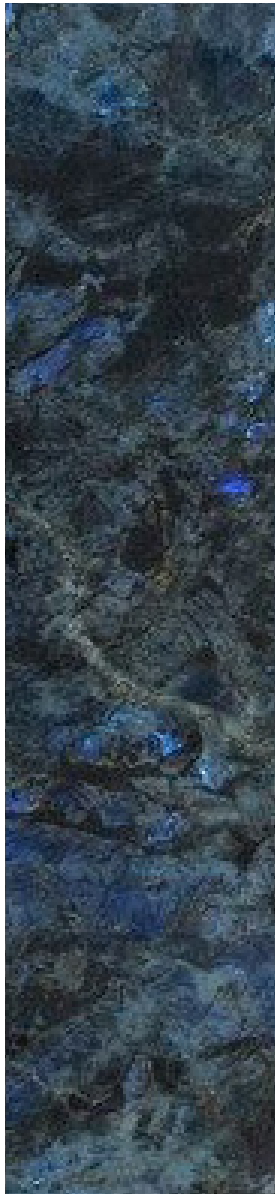


MOVEMENT



CONNECTION





Honoring Canadian landscape



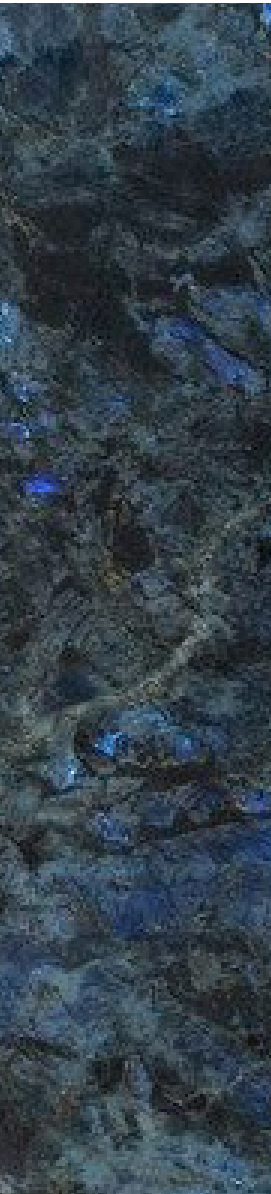
Playful textures



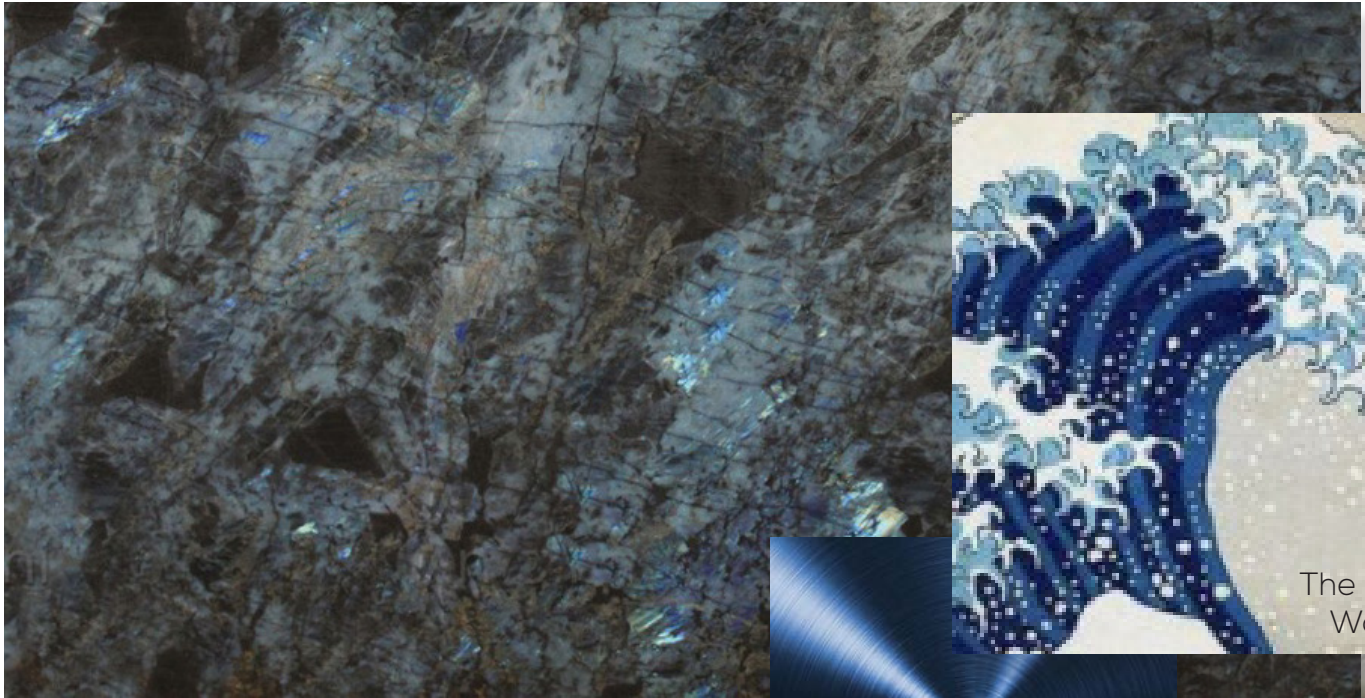
The Great wave



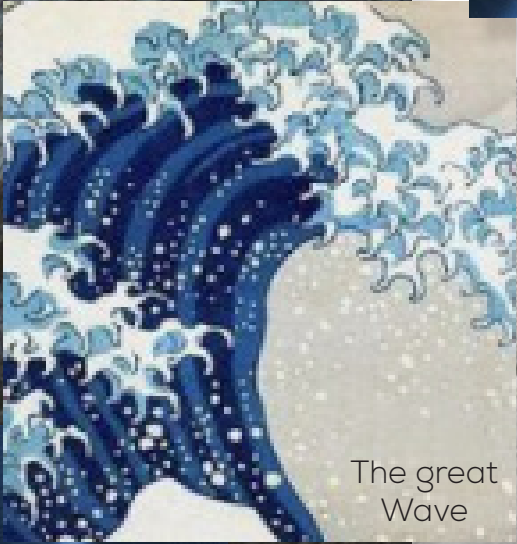
Painterly effect on plaster



Blue Calcite



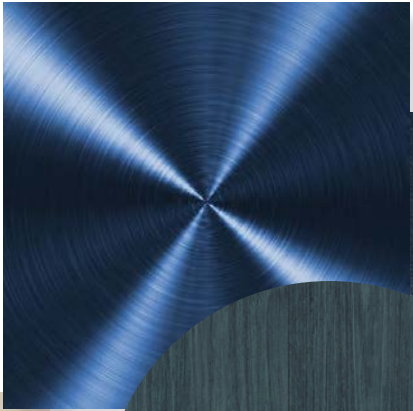
LABRADORITE LEMURIAN GRANITE



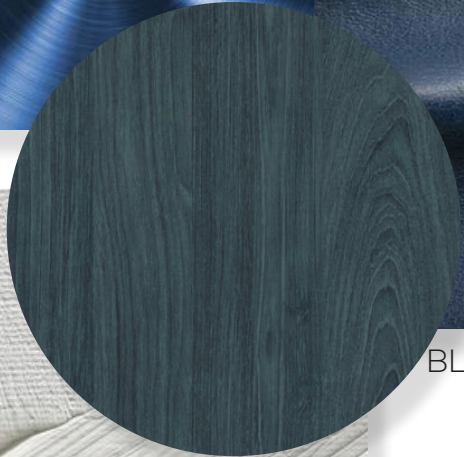
The great Wave



BLUE METALLIC ACCENTS

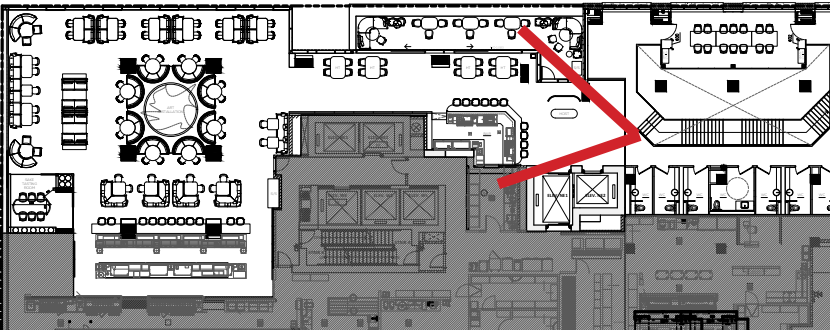


BLUE TEXTILES



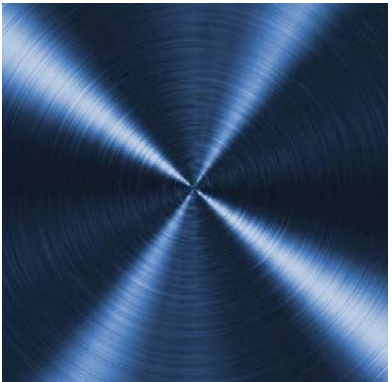
ARTISAN APPLIED PLASTER TEXTURE

THE JOURNEY | SAKE BAR - THE GREAT WAVE

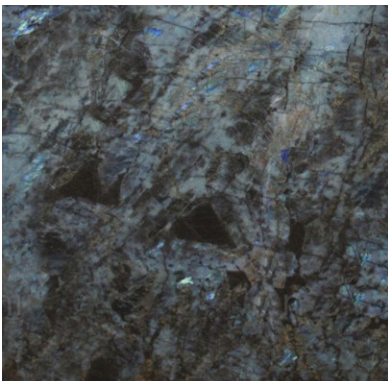


CEILING HEIGHT - 15'-0"

CEILING HEIGHT - 9'-0"



METALLIC BLUE BACK BAR

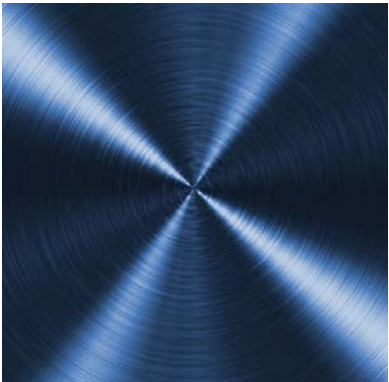
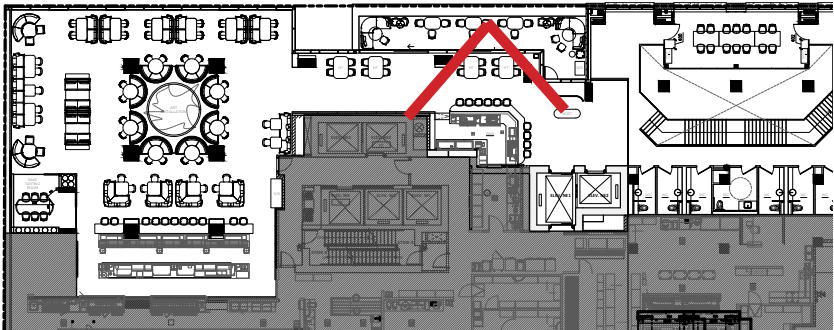


BLUE STONE FLOORS

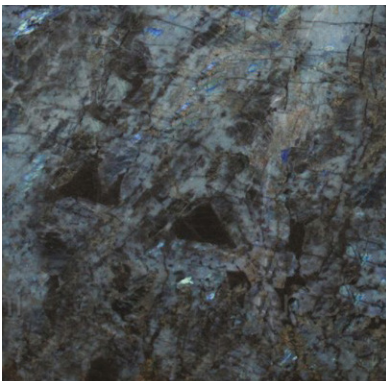


WHITE PLASTER WAVE





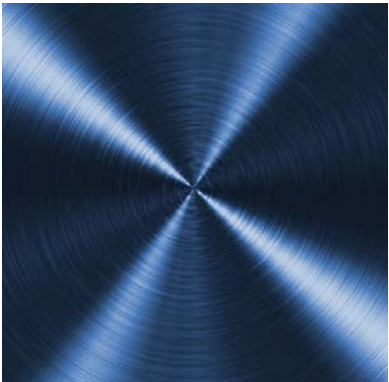
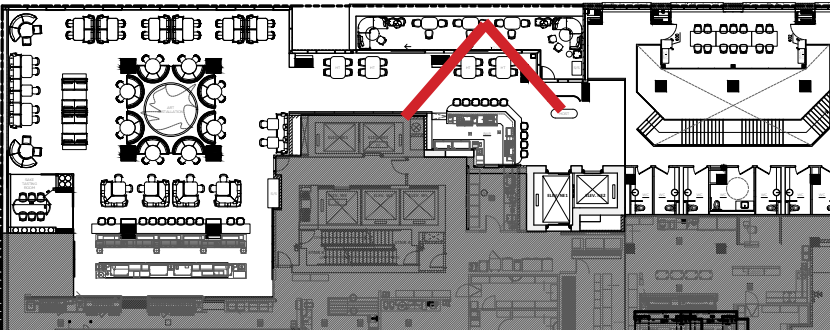
METALLIC BLUE BACK BAR



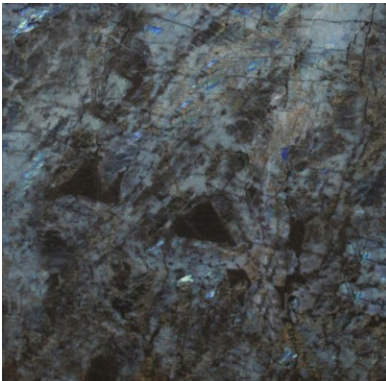
BLUE STONE FLOORS



WHITE PLASTER WAVE



METALLIC BLUE BACK BAR



BLUE STONE FLOORS



WHITE PLASTER WAVE

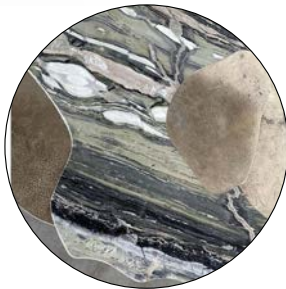




7 2nd Floor Host Desk



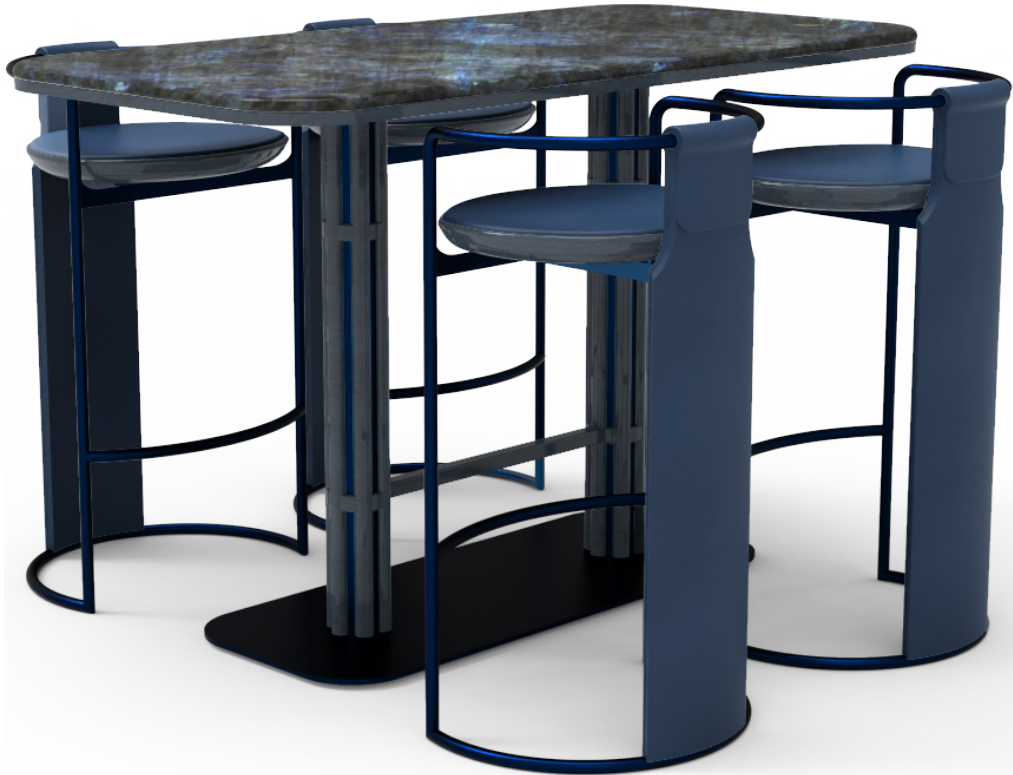
STEPPED EDGE
DETAIL



STONE TOP



STACKED WOOD
BASE



8 Sake bar stools & table



Blue leather

Blue metal

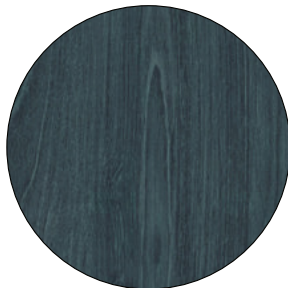
Blue leather



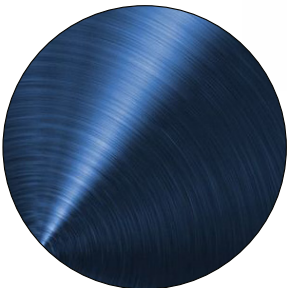
Blue granite

Blue metal

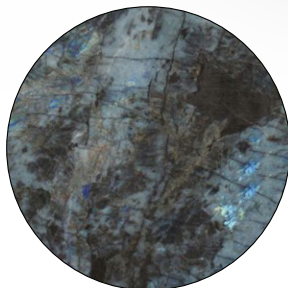
Indigo dyed wood



Indigo dyed wood



Shiny blue
accent metal



Blue granite (to match
the bar & floor)

THE JOURNEY I MAIN DINING ROOM : NIHON NO NAKANIWA “JAPANESE COURTYARD”

LAND OF THE RISING SUN MEETS CANADIAN MATERIALITY



DRAMATIC



ENERGY



LIGHT



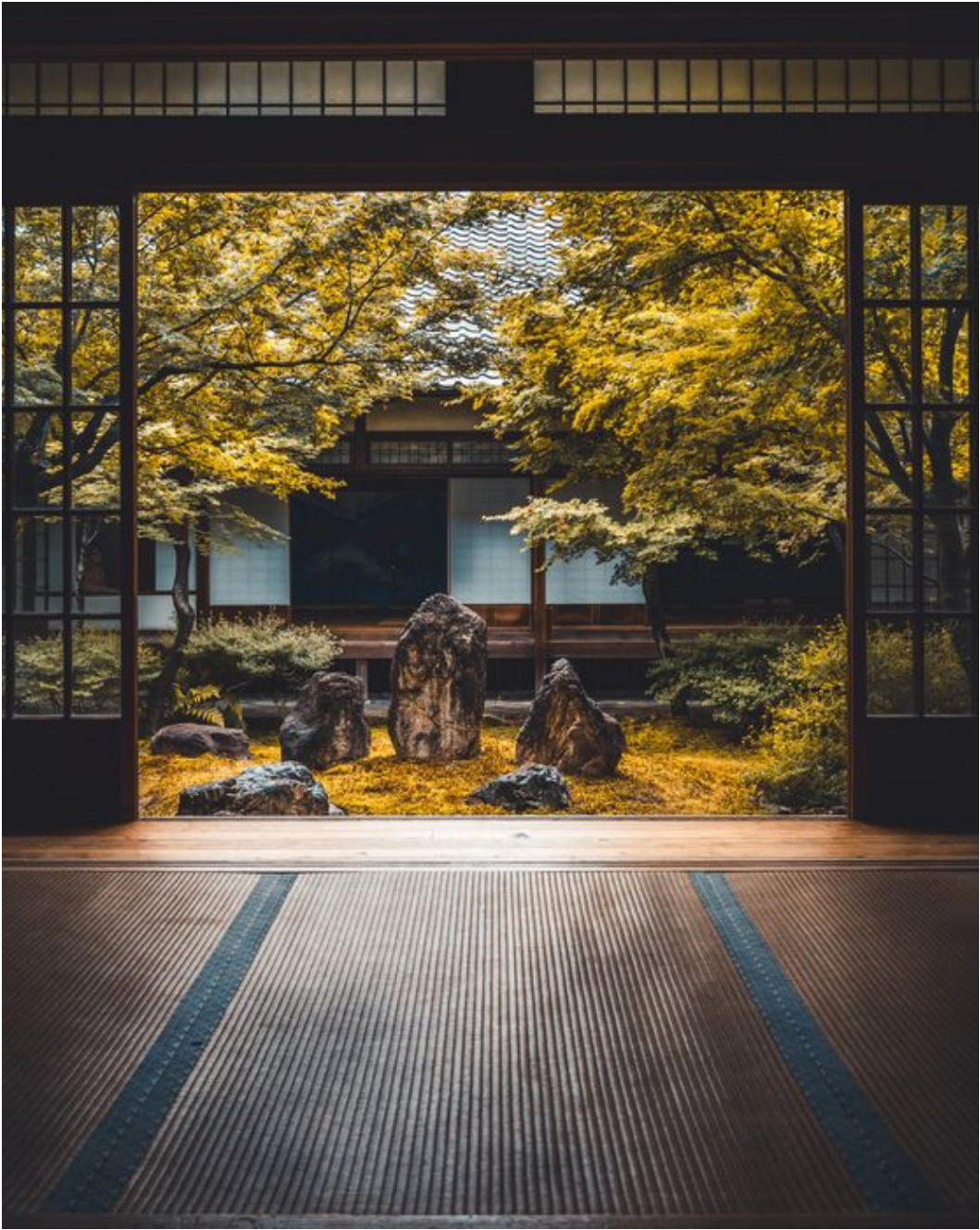
IMPACT

THE JOURNEY I MAIN DINING ROOM : NIHON NO NAKANIWA “JAPANESE COURTYARD”

NOD TO TRADITION



EARTHY TEXTURES



THE JAPANESE COURTYARD; CONNECTING THE BUILT ENVIRONMENT TO NATURAL ELEMENTS

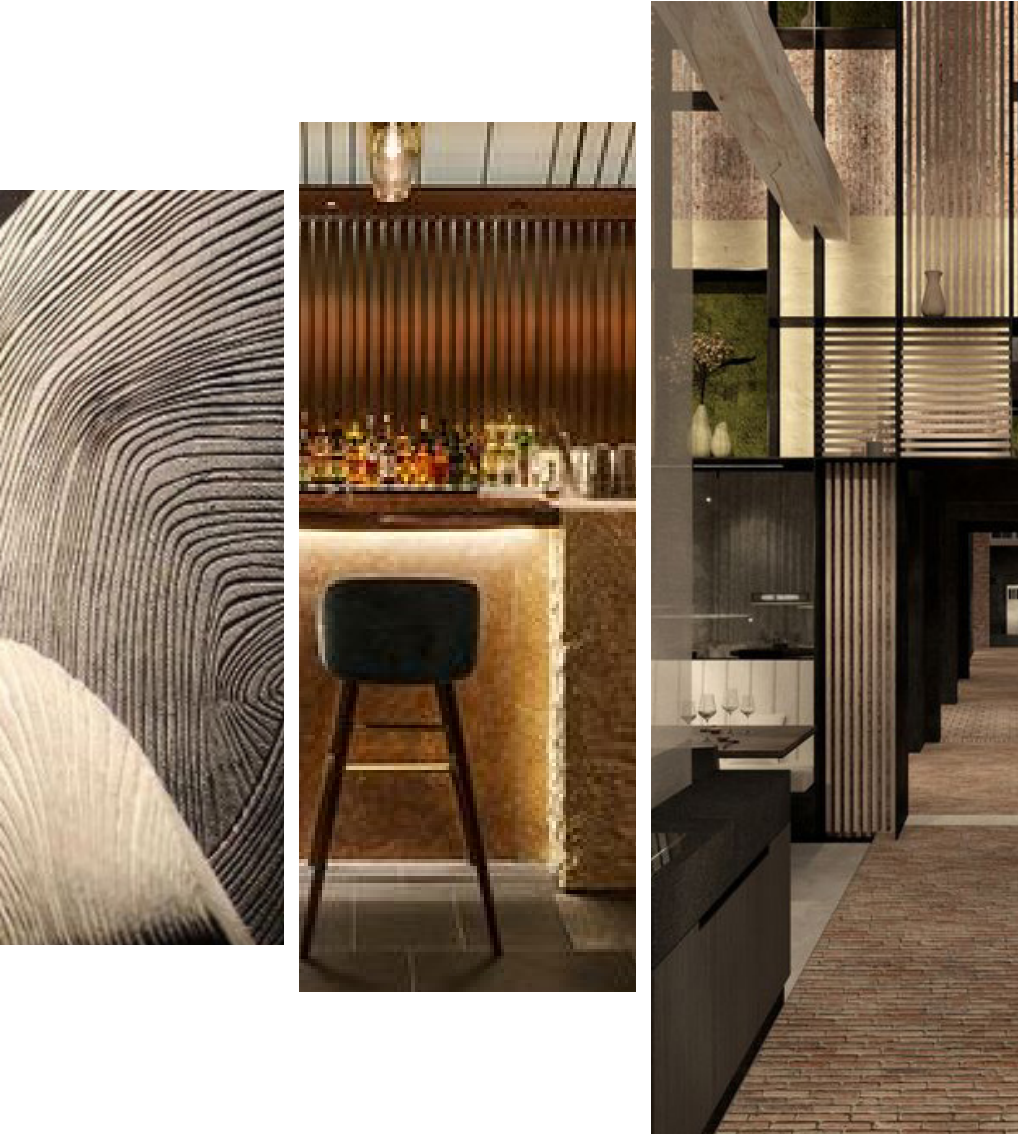
MODERN MATERIALITY



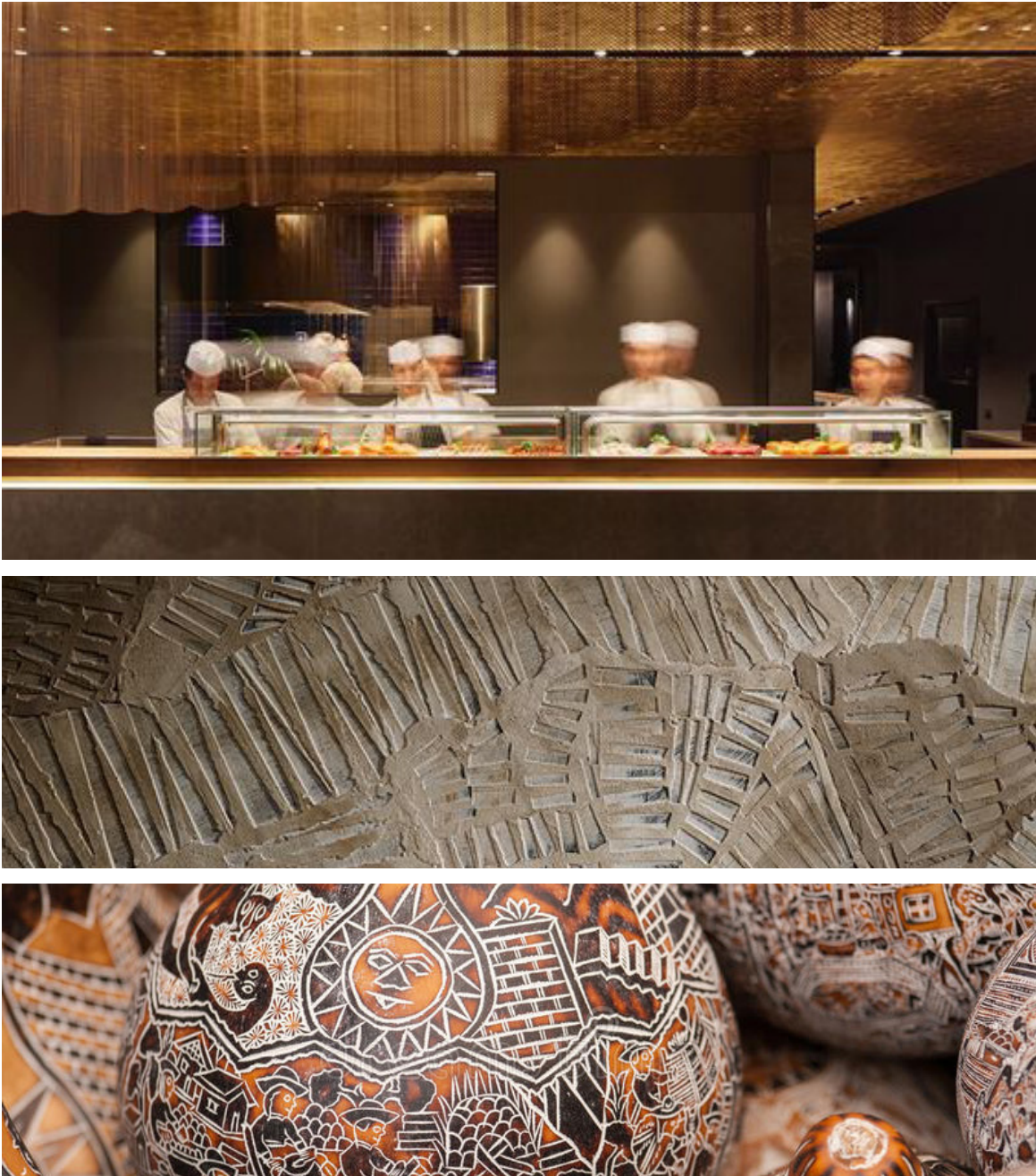
WARM PERUVIAN COLORS

THE JOURNEY I MAIN DINING ROOM : NIHON NO NAKANIWA “JAPANESE COURTYARD”

WARM



PERUVIAN



INSPIRED BY PERUVIAN WOOD CARVING

INVITING



TEXTURES



THE JOURNEY I MAIN DINING ROOM : NIHON NO NAKANIWA “JAPANESE COURTYARD”



Honoring Canadian
Materiality



A O
“BLUE GREEN”



Japanese courtyard, connecting the built environment with natural elements



The Ginkgo leaf



Douglas fir

THE JOURNEY | THE MAIN DINING ROOM | GINKGO LIGHT INSTALLATION



Porcelain leaves

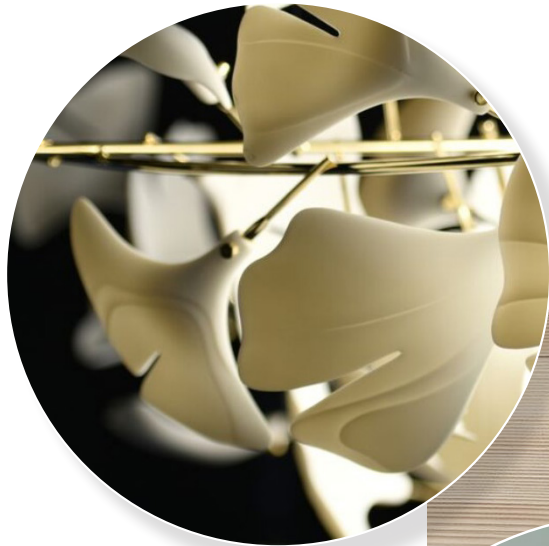
Brass metal branches

Andrea Braescu artist

Inspired by the Ginkgo leaf:

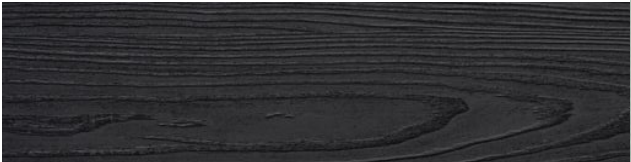
In Japanese decorative art, the ginkgo's distinctive fan-shaped leaf has carried symbolism along with its singular beauty: the ginkgo has been a symbol of longevity (the tree can live for a thousand years) and of a more profound endurance (four ginkgo survived the blast at Hiroshima and are still growing today).

THE MAIN DINING ROOM | FINISHES



PORCELAIN GINKGO
LIGHTING

DOUGLAS FIR VENEER



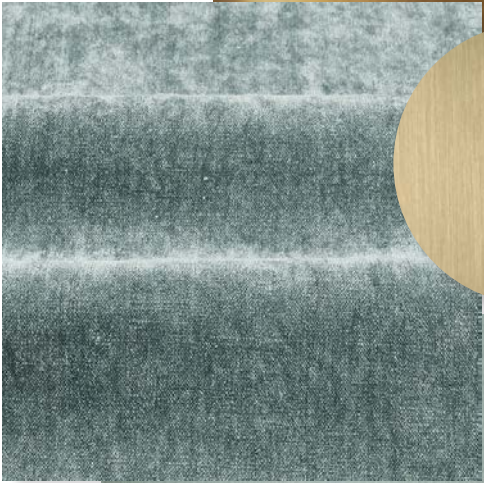
CUSTOM FABRIC
SCREENS



MIZUNARA WOOD



QUARTZITE SKY BLUE, LEATHERED

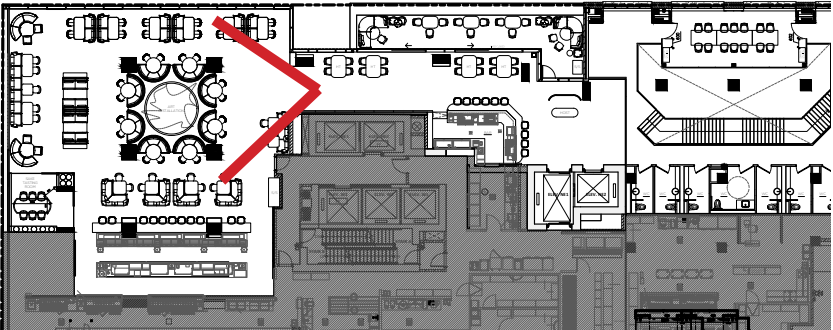


AO AND OCHRE COLOURED
TEXTILES

THE JOURNEY | THE MAIN DINING ROOM | RENDERED FLOOR PLAN



THE JOURNEY I MAIN DINING ROOM : NIHON NO NAKANIWA “JAPANESE COURTYARD”



DOUGLAS FIR VENEER

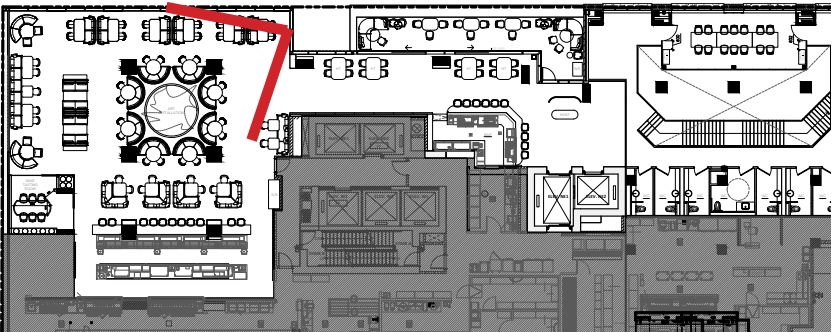


CUSTOM GINKGO SCREENS



OCHRE TEXTILES

THE JOURNEY I MAIN DINING ROOM : NIHON NO NAKANIWA “JAPANESE COURTYARD”



DOUGLAS FIR VENEER

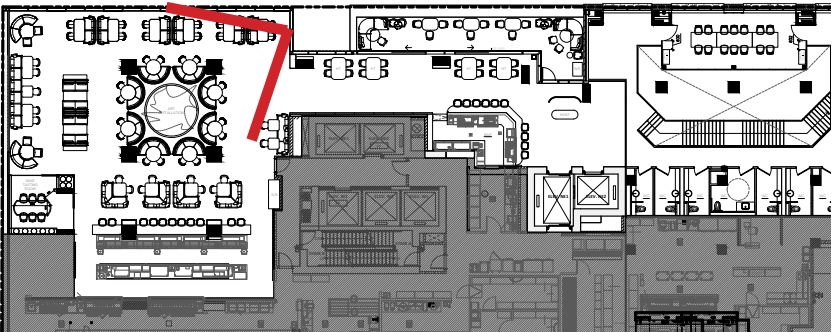


CUSTOM GINKGO SCREENS



OCHRE TEXTILES

THE JOURNEY I MAIN DINING ROOM : NIHON NO NAKANIWA “JAPANESE COURTYARD”



DOUGLAS FIR VENEER



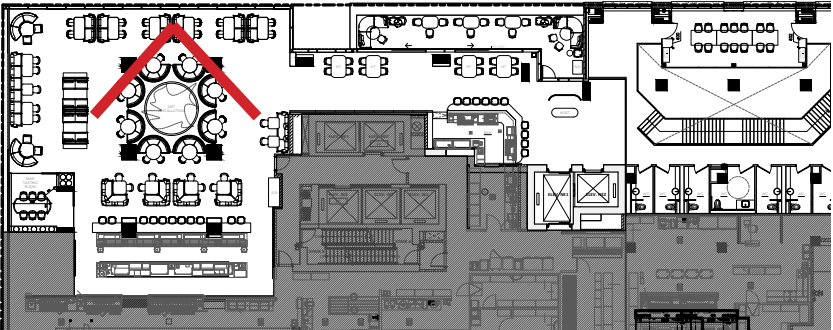
CUSTOM GINKGO SCREENS



OCHRE TEXTILES



THE JOURNEY I MAIN DINING ROOM : NIHON NO NAKANIWA “JAPANESE COURTYARD”



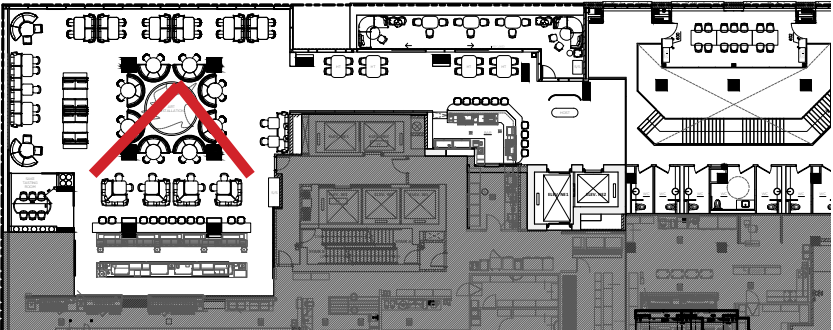
DOUGLAS FIR VENEER



CUSTOM GINKGO SCREENS



OCHRE TEXTILES



DOUGLAS FIR VENEER



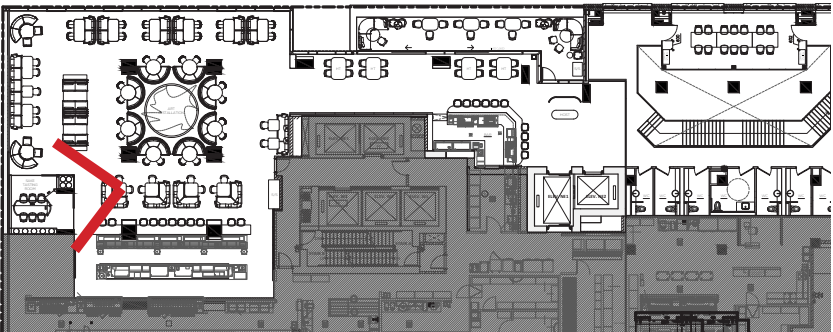
STOOL UPHOLSTERY



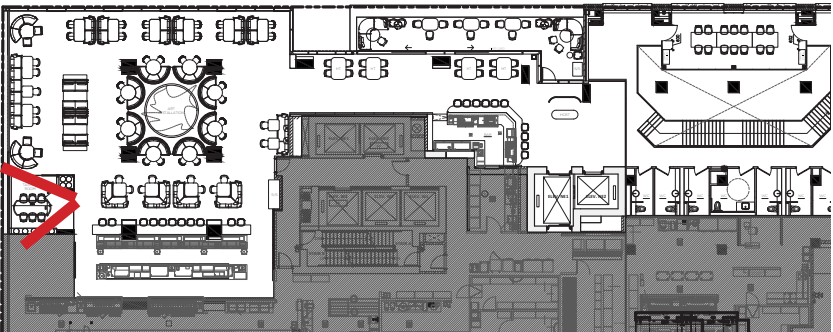
STONE COUNTER



THE JOURNEY I MAIN DINING ROOM - MIZUNARA PDR

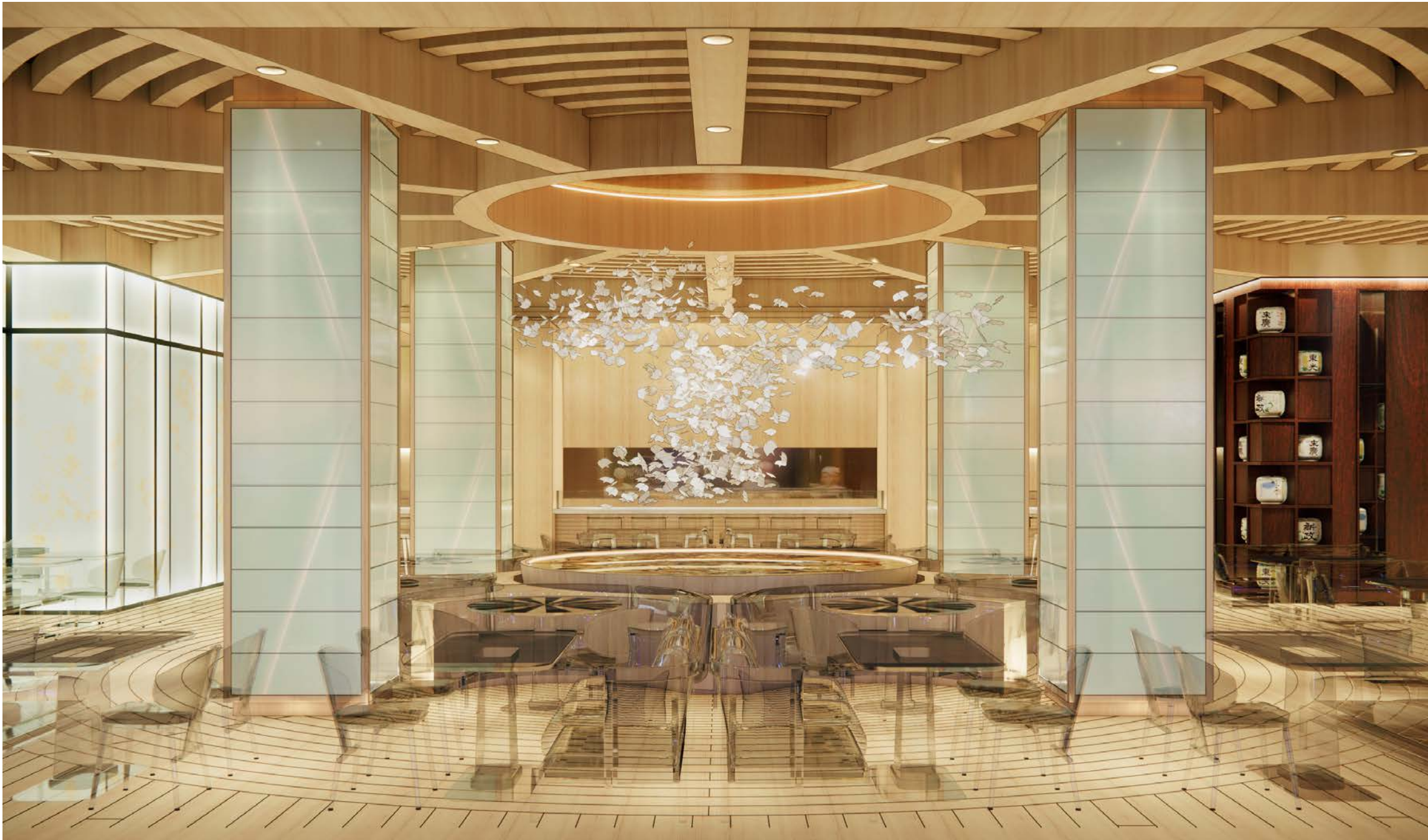
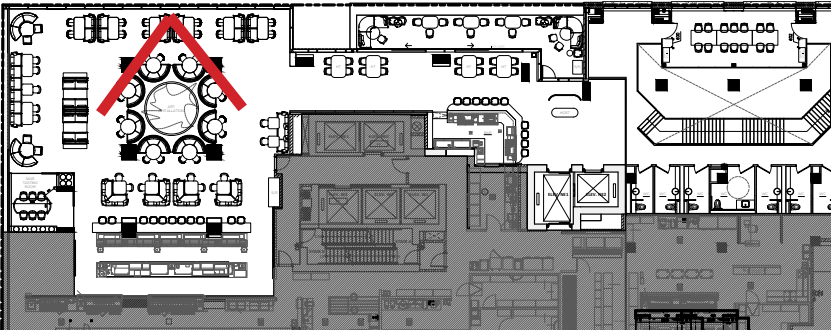


MIZUNARA - WHISKEY
BARREL OAK



MIZUNARA - WHISKEY
BARREL OAK

THE JOURNEY I MAIN DINING ROOM



DOUGLAS FIR VENEER



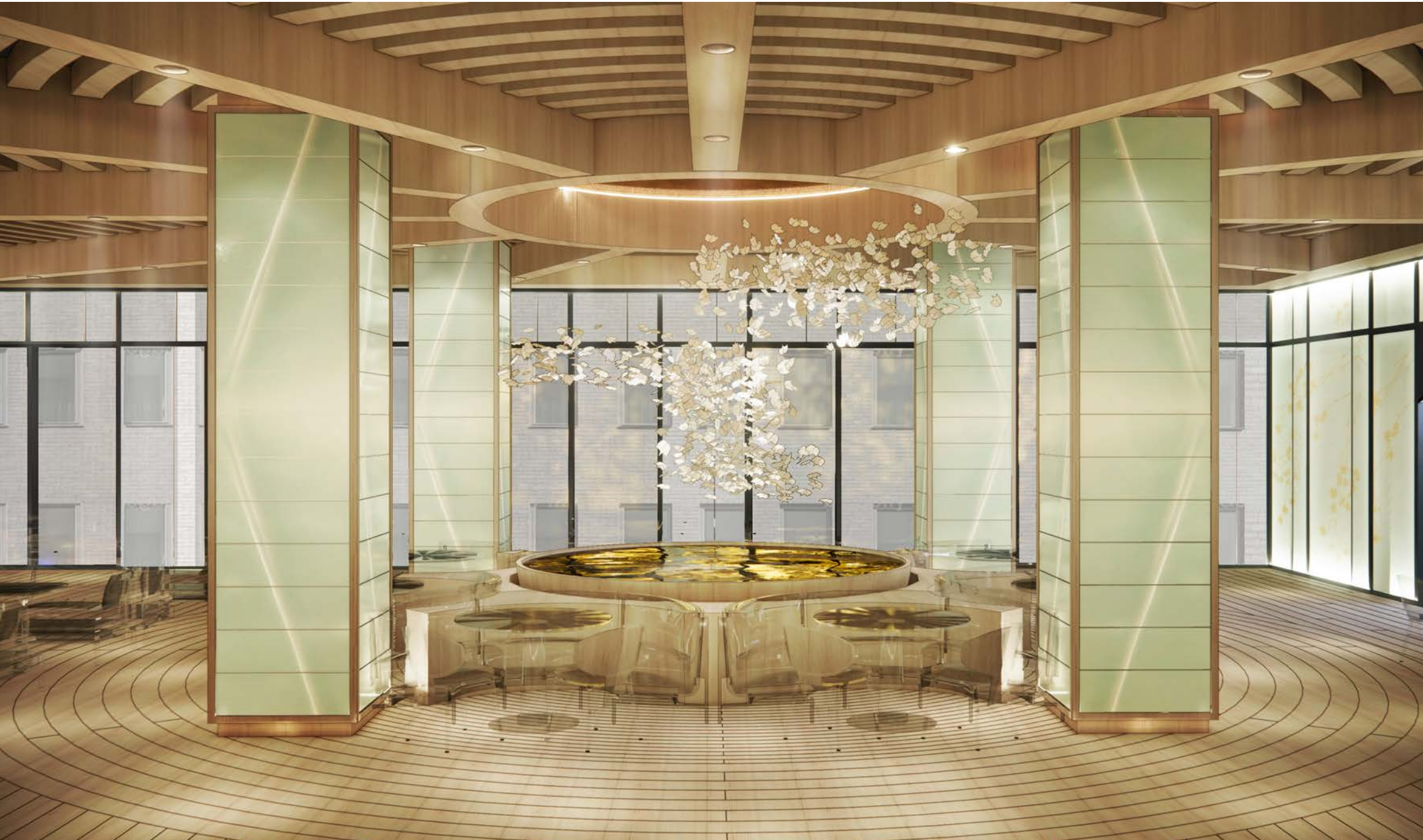
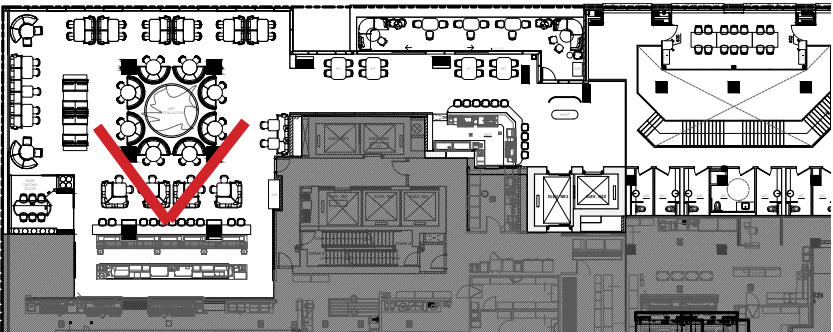
AO PORCELAIN TILES



CIRCULAR WOOD FLOORS



THE JOURNEY I MAIN DINING ROOM - OPEN GLAZING



DOUGLAS FIR VENEER



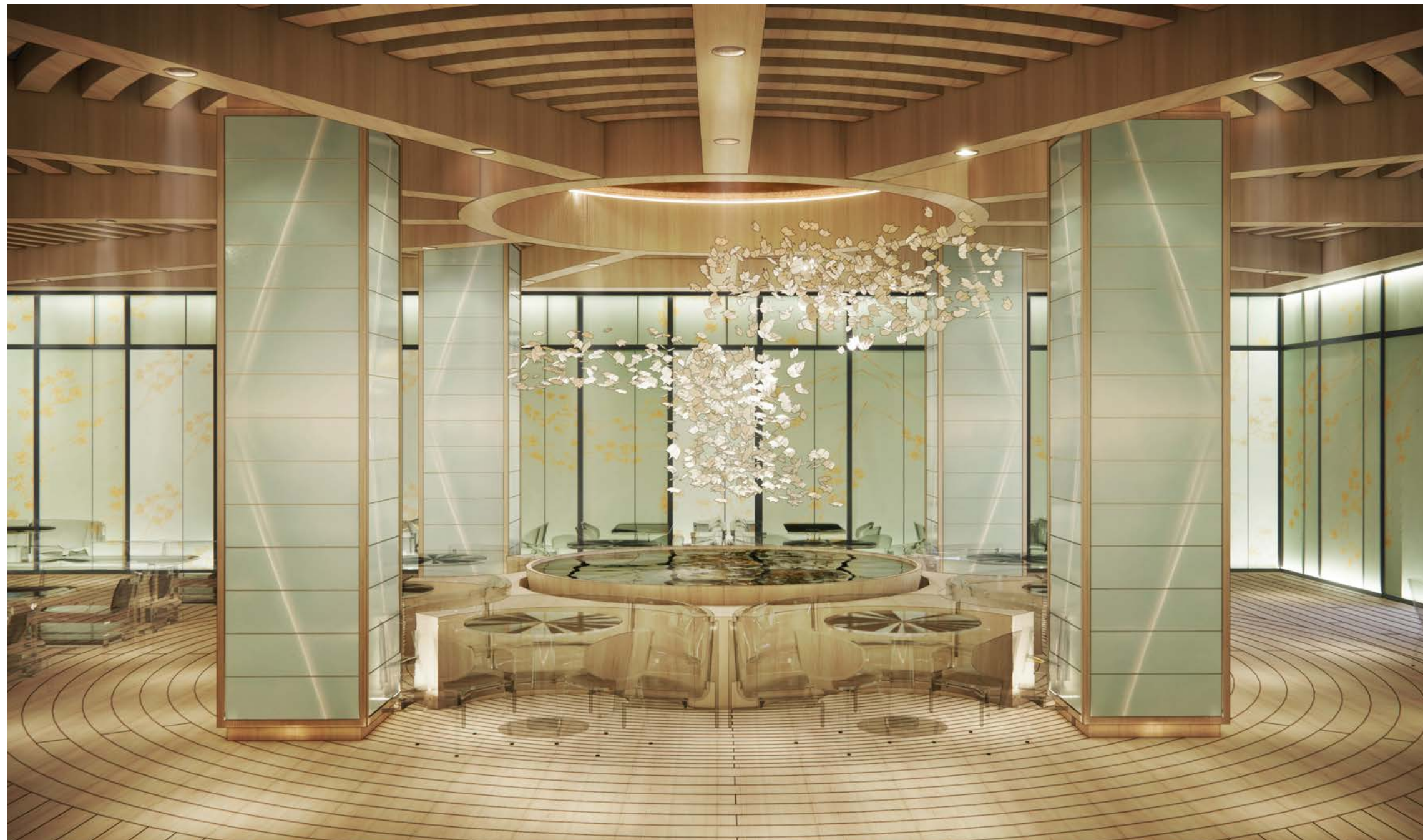
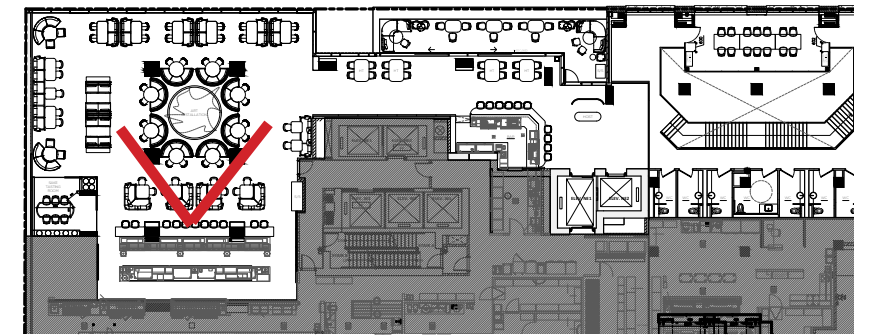
AO PORCELAIN TILES



OCHRE TEXTILES



THE JOURNEY I MAIN DINING ROOM - CLOSED GLAZING



DOUGLAS FIR VENEER

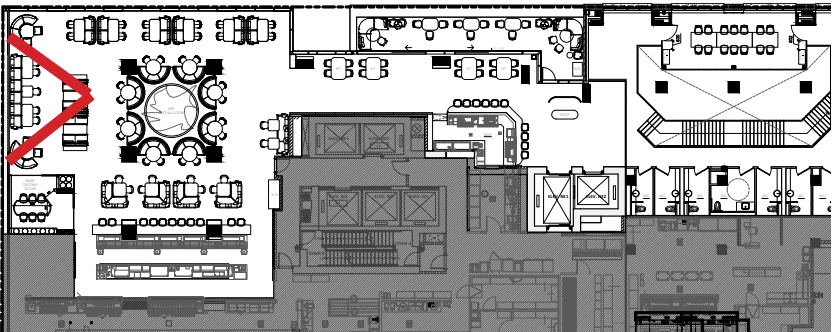


AO PORCELAIN TILES



OCHRE TEXTILES

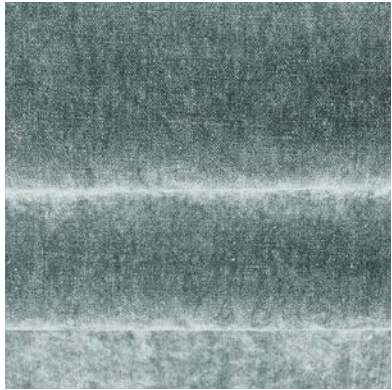
THE JOURNEY I MAIN DINING ROOM



DOUGLAS FIR VENEER

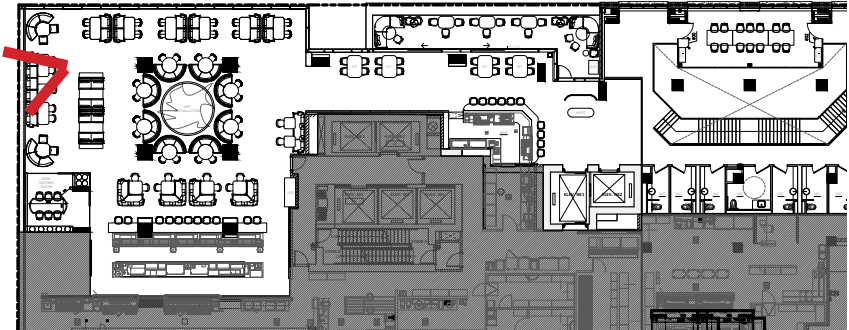


CUSTOM GINKGO SCREENS



AO TEXTILES

THE JOURNEY I MAIN DINING ROOM - SCREEN DETAIL



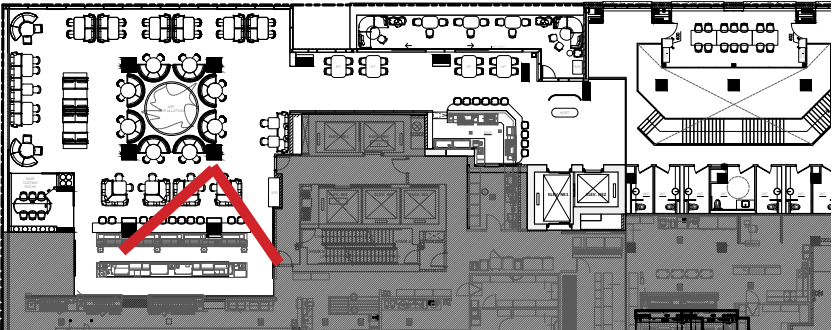
DOUGLAS FIR VENEER



CUSTOM GINKGO SCREENS



BLACK FRAME



DOUGLAS FIR VENEER

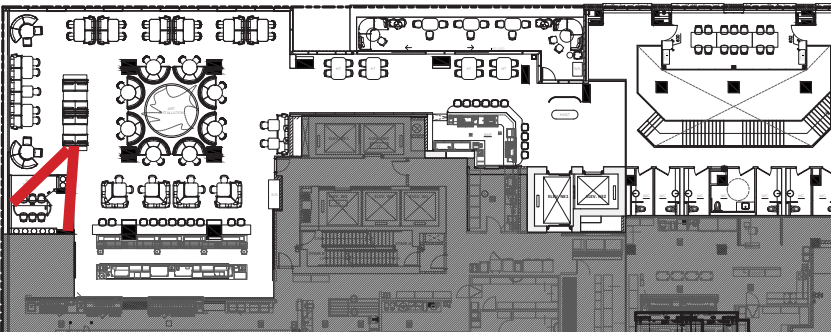


STOOL UPHOLSTERY



STONE COUNTER





MIZUNARA - WHISKEY
BARREL OAK





- 13 Furniture at whiskey room
George Nakashima pieces
American design father of craft movement
Japanese descent



ochre leather



Douglas fir



Mohair



Gold leather

Gold mohair

Douglas Fir, dyed ochre

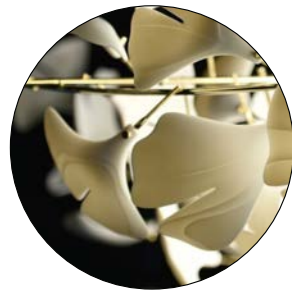


Douglas Fir, dyed ochre

Black metal



Black hairline metal



Artist's lighting Installation

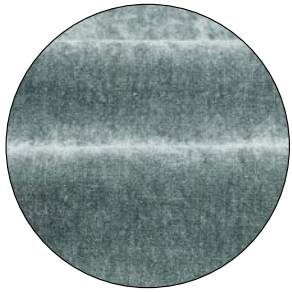


Purchased table lamp



Ochre leather (front & back)

Douglas Fir, dyed ochre



AO leather



Douglas Fir



Screen detail



Black metal



Purchased table lamp

Leather
(front & back)

AO dyed
Douglas Fir



12 Stool at sushi counter



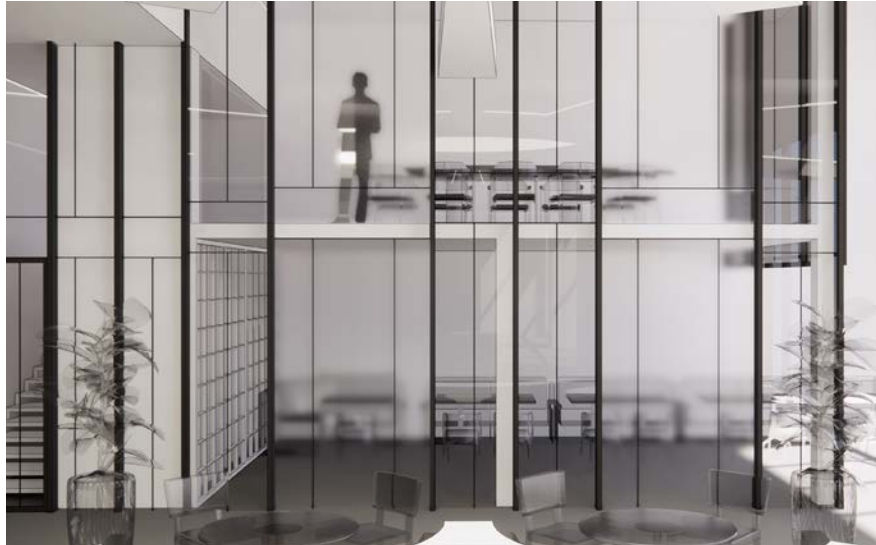
Leather

Mohair

Douglas fir, dyed
ochre

Satin bronze,
hairline

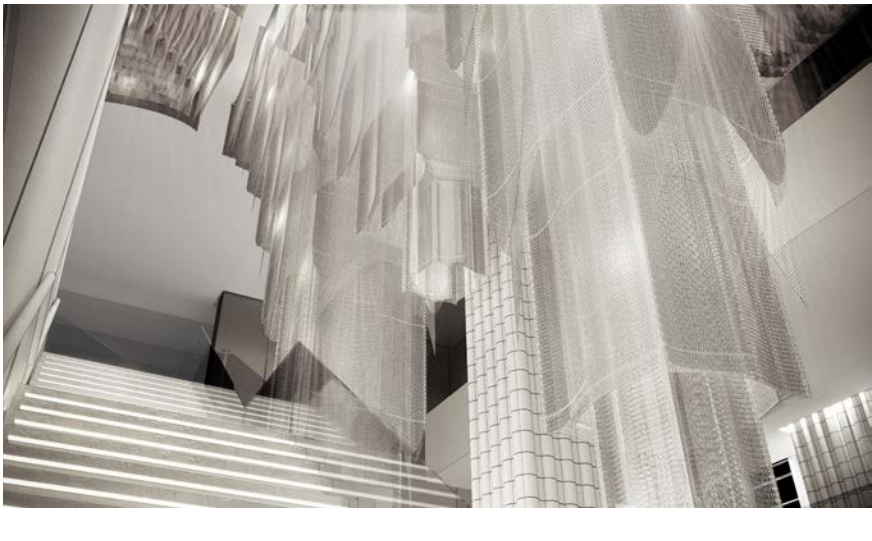
FINALE : CONCEPT SUMMARY



MADISON GROUP - NOBU RESTAURANT



FINALE : SCHEMATIC DESIGN SUMMARY



MADISON GROUP - NOBU RESTAURANT



THANK YOU