

青岛美高梅酒店

MGM QINGDAO

一层 特色餐厅, 酒吧, 咖啡店&蛋糕店 - 80%方案设计进度汇报 - 2020年 11月06日
L01 SPECIALTY RESTAURANT, BAR AND COFFEE & CAKE SHOP 80% SCHEMATIC
PROGRESS PRESENTATION- NOV 06, 2020

中国山东青岛
QINGDAO, SHANDONG, CHINA



STUDIO
MUNGE

“DUO” RESTAURANT
“DUO” 餐厅

RESTAURANT CONSULTANT'S F&B CONCEPT
酒管提供的餐饮概念



“DUO”

Restaurant concept proposal

“DUO”

Concept

What exactly is “DUO”?

What food are we serving?

What are the advantages?

References



Details (to be completed)

Who are our competitors?

S.W.O.T. analysis?



Motivation (to be completed)

How does it compare?



“DUO”

Concept



“DUO” – What is it?

- Ingredients focus concept with a strong line of story-telling and a touch of patriotism;
- Showcasing the best of Chinese produces and evolved century-old craftsmanship;
- Seafood and Steak concept featuring ONLY local Chinese produces – Fresh seafood from Qingdao and house-aged prime cuts from Shandong and Hebei regions;
- Award winning wine list representing the best of Chinese wine making artistries.



“Duo” – what kind of food and drink?



- Grill house style restaurant;
- Focus ONLY local Chinese produces – Fresh seafood from Qingdao and house-aged prime cuts from Shandong and Hebei regions;
- Open kitchen featuring high temperature grill;
- Climate controlled meat aging room and butcher block;
- All glass water tanks presenting the freshest catches for the day;
- Passionately selected Chinese wine collection featuring international wine critics' and house sommelier's recommendations;
- Stunning bar serves artisan cocktails feature local ingredients and Chinese spirits;
- Selection of Qingdao's craft beer.

“DUO” – Chinese vinery



- China is poised to become the next big superpower in wine - and not just because it already ranks as the fifth-largest wine market in the world and is on pace to become the world's largest (as measured by total annual consumption) by the year 2021.
- More impressively, the nation's domestic producers have emerged as a force in their right. There are now more than 450 wineries scattered around the nation, in 12 different wine regions of varying climates and growing conditions.
- Here's a list of 12 Chinese wine regions.

Ningxia, Shandong, Hebei, Xinjiang, Shanxi,
Yunnan, Liaoning, Heilongjiang, Tianjin, Jilin,
Gansu, Henan

“DUO” – Chinese wine

- September 18, 2019 was a historic moment for the fine wine world when the Rothschild family of Chateau Lafite-Rothschild received title to their winery in China’s Shandong peninsula near the city of Penglai. The first commercially released wine from Long Dai, a 2017 blend of cabernet sauvignon, cabernet franc and marselan.
- The Rothschilds and their team at Domaines Barons de Rothschild (Lafite), or DBR, have spent more than a decade constructing what must be the best winery in China, leading the way for the future of fine Chinese wine. China is now the fifth biggest market in the world for wine and I estimate it will be No. 1 in the next five years.
- “We believe in the future of Chinese wine and Chinese tourism in places such as Penglai,” said Saskia de Rothschild, head of DBR. This wine region begins just a few minutes from the Yantai wine region and continues for about 220 kilometers to Qingdao – it clearly could live up to its local nickname of the “Napa Valley of China.”
- Long Dai to focus on local China sales



“DUO” – China prime cut

'Wagyu Bio-Tech' was established in May 2008 for the breeding, production of beef and the sale of semen, embryos and breeding animals. The key site is in Beijing Huairou District. Breeding takes place at another two properties at Chiping and at Laixi in Shandong District.



Wagyu Bio-Tech became members of the Australian Wagyu Association in 2011. This enabled the registration of progeny which were introduced from Australia as frozen embryos through Global Reproduction Services.



According to estimates from the USDA Foreign Agricultural Service, China is the fourth largest beef producing country in the world behind the U.S., Brazil and the European Union. 2018 Chinese beef production is estimated at 7.3 million metric tons, 58 percent of projected U.S. beef production of 12.4 million metric tons. China has an estimated total cattle herd of 96.85 million head in 2018, slightly larger than the current U.S. herd of 94.4 million head.



“DUO” –craft beer

“DUO” –aging room

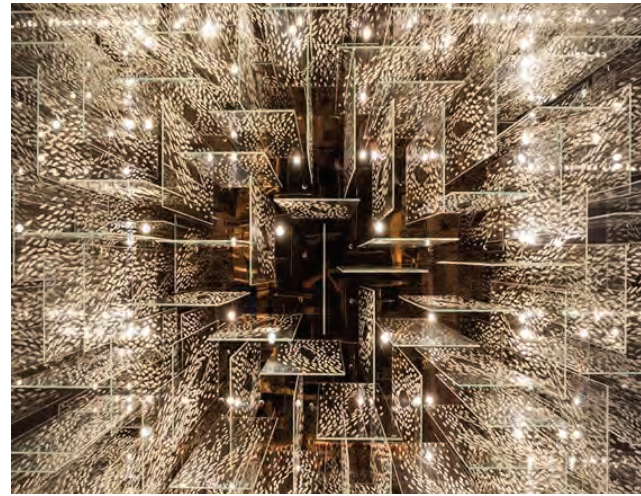


“DUO” – wood fire grill



CONCEPT - MOVIE MAGIC & PROUDLY CHINESE
概念意向方 - 魔幻电影 & 中国自豪

LIGHT SPECTACLE
光影奇观



CINEMATIC VIGNETTES
电影式片段

INFINITE REFLECTIONS
无限镜像



OMBRE COLOURS
渐变色彩

SIGNAGE INSPIRATION
标识灵感



SMOKED COCKTAILS
烟熏鸡尾酒

MOVIE MAGIC - SMOKE & MIRRORS
魔幻电影 - 如梦似幻 & 引人入胜

DUO RESTAURANT CONCEPT - "DUO" 餐厅设计概念意向



SOPHISTICATED
精致细节

SHOW GRILL
开放式烧烤

HOLLYWOOD BANQUETTES
经典家具元素

MAIN DINING
主就餐区

DUO RESTAURANT CONCEPT - "DUO" 餐厅设计概念意向



DRY AGED DISPLAY
干式熟成牛排

SHOW KITCHEN
开放式厨房

TRANSPARENT PROCESS
欣赏烹饪技艺

CHEF'S TABLE
主厨的餐桌

DUO RESTAURANT CONCEPT - "DUO" 餐厅设计概念意向



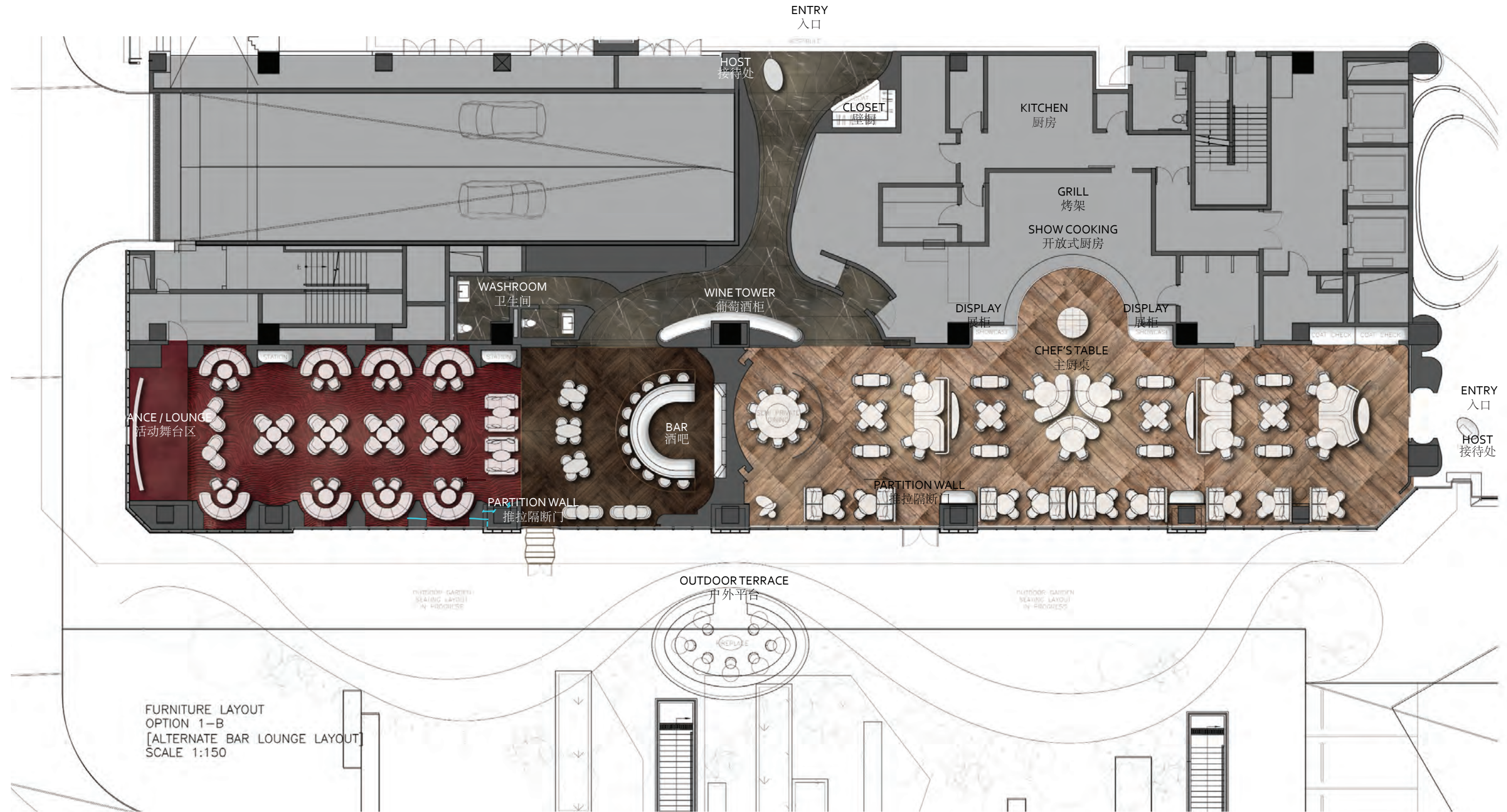
RAISED REFLECTION PLINTH
波光淋漓

LOUNGE SEATING
休闲座椅

INTEGRATED WITH NATURE
结合自然

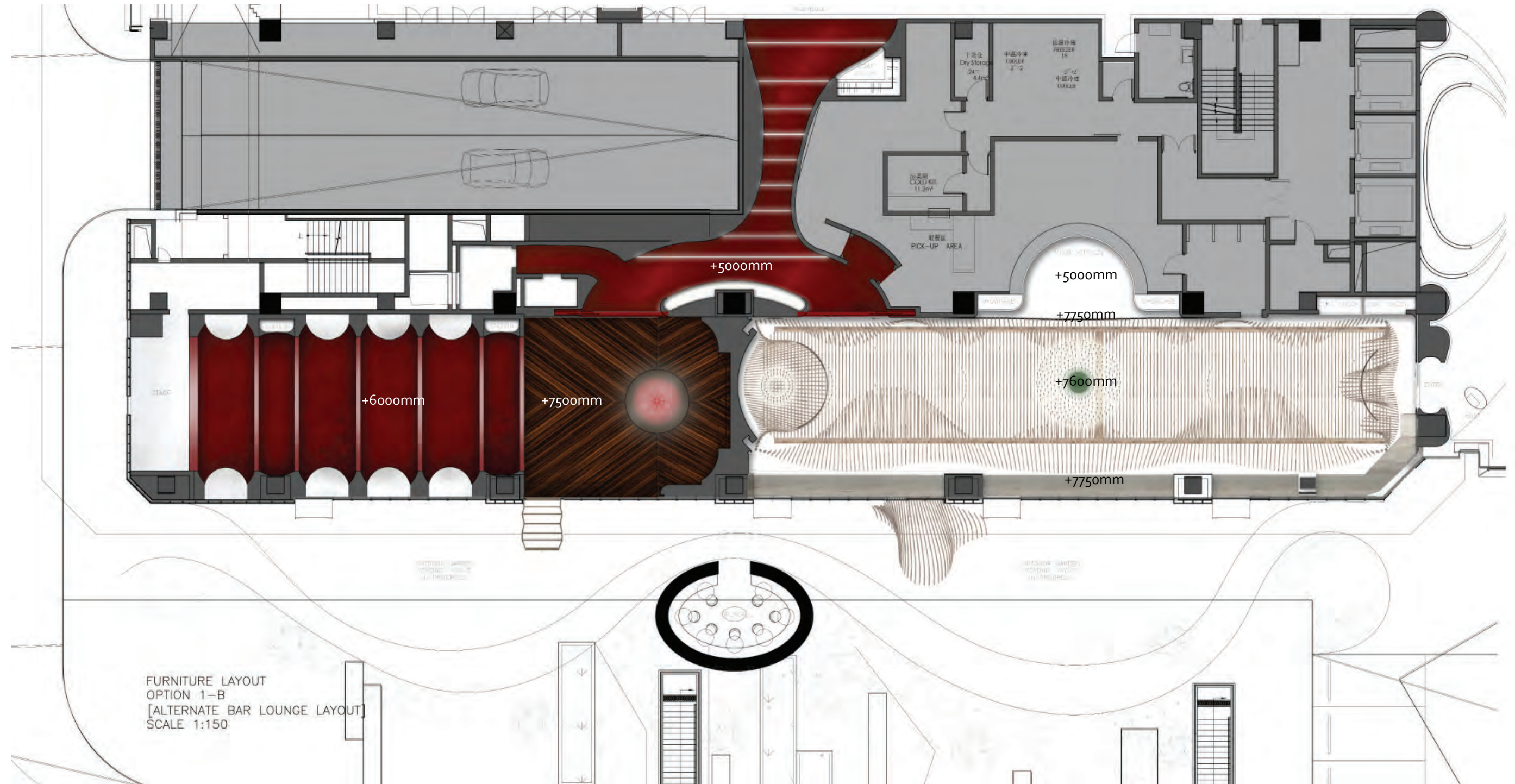
OUTDOOR TERRACE
户外平台

SPECIALTY RESTAURANT OVERALL LAYOUT PLAN - 特色餐吧 整体平面布置图



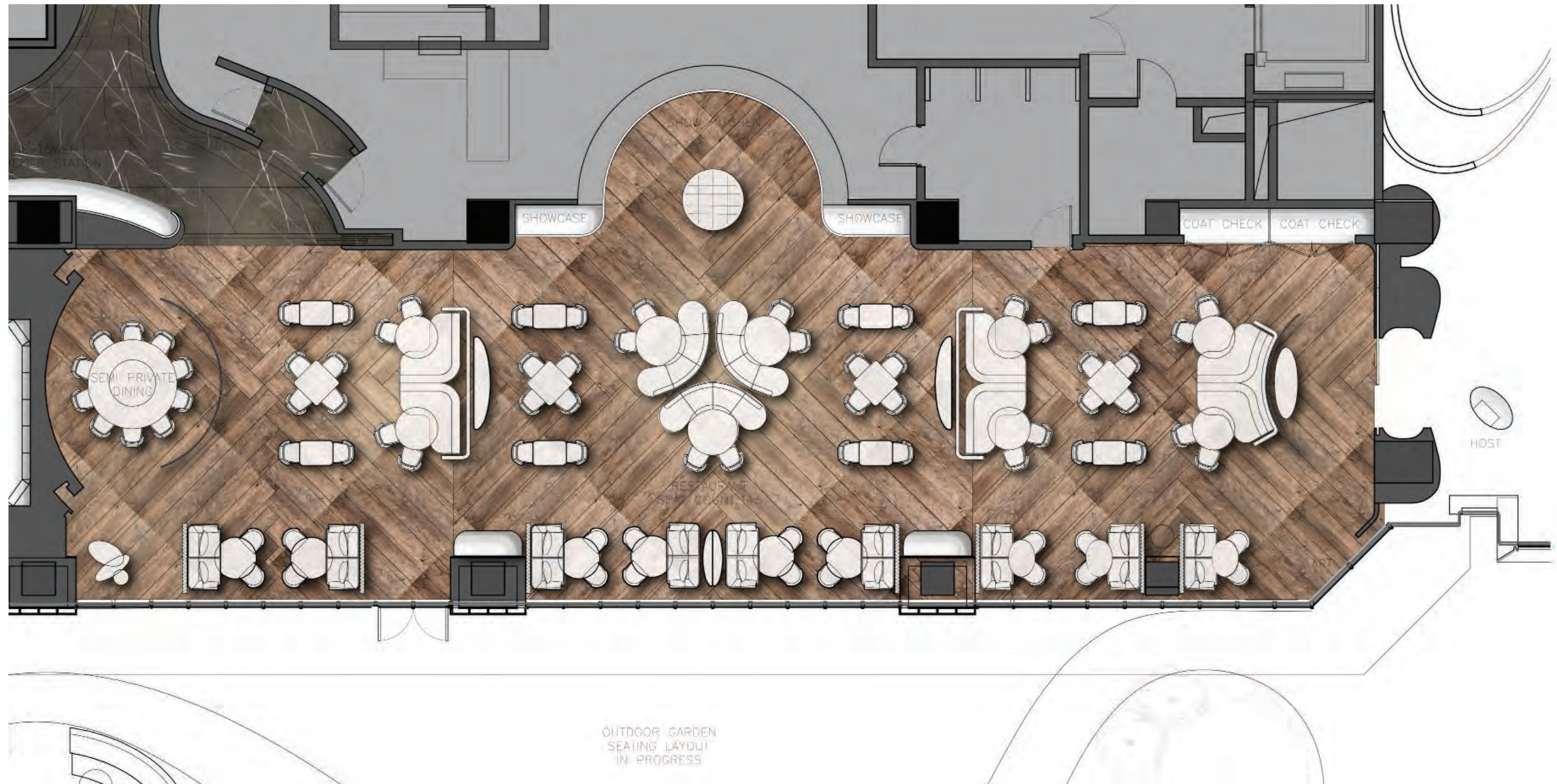
SPECIALTY RESTAURANT OVERALL PLAN
特色餐吧整体平面图

SPECIALTY RESTAURANT OVERALL RCP - 特色餐吧 整体天花图

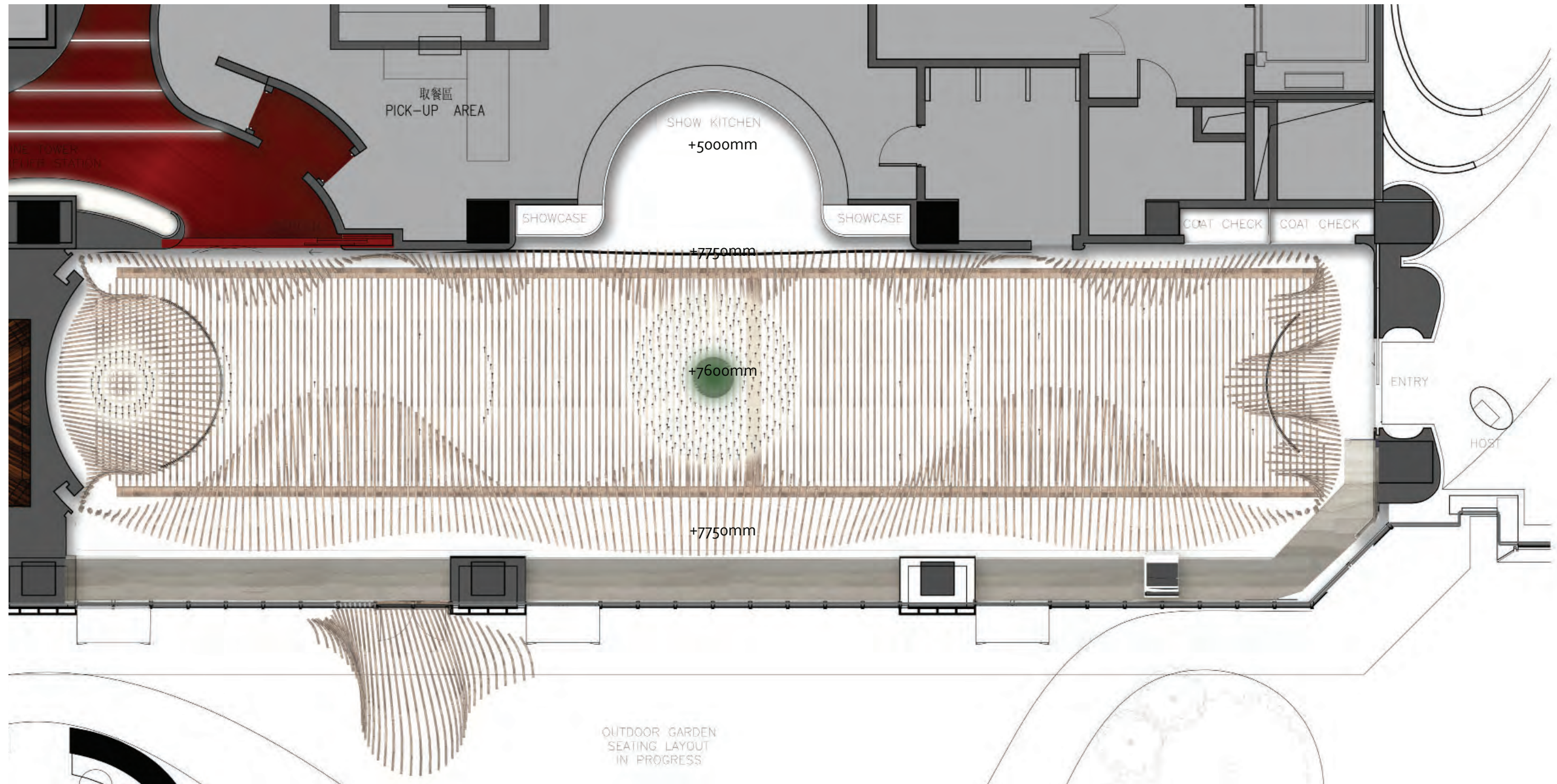


SPECIALTY RESTAURANT OVERALL RCP
特色餐吧整体天花图

DUO RESTAURANT LAYOUT PLAN - "DUO" 餐厅平面布置图



DUO RESTAURANT OVERALL RCP - "DUO" 餐厅 天花图

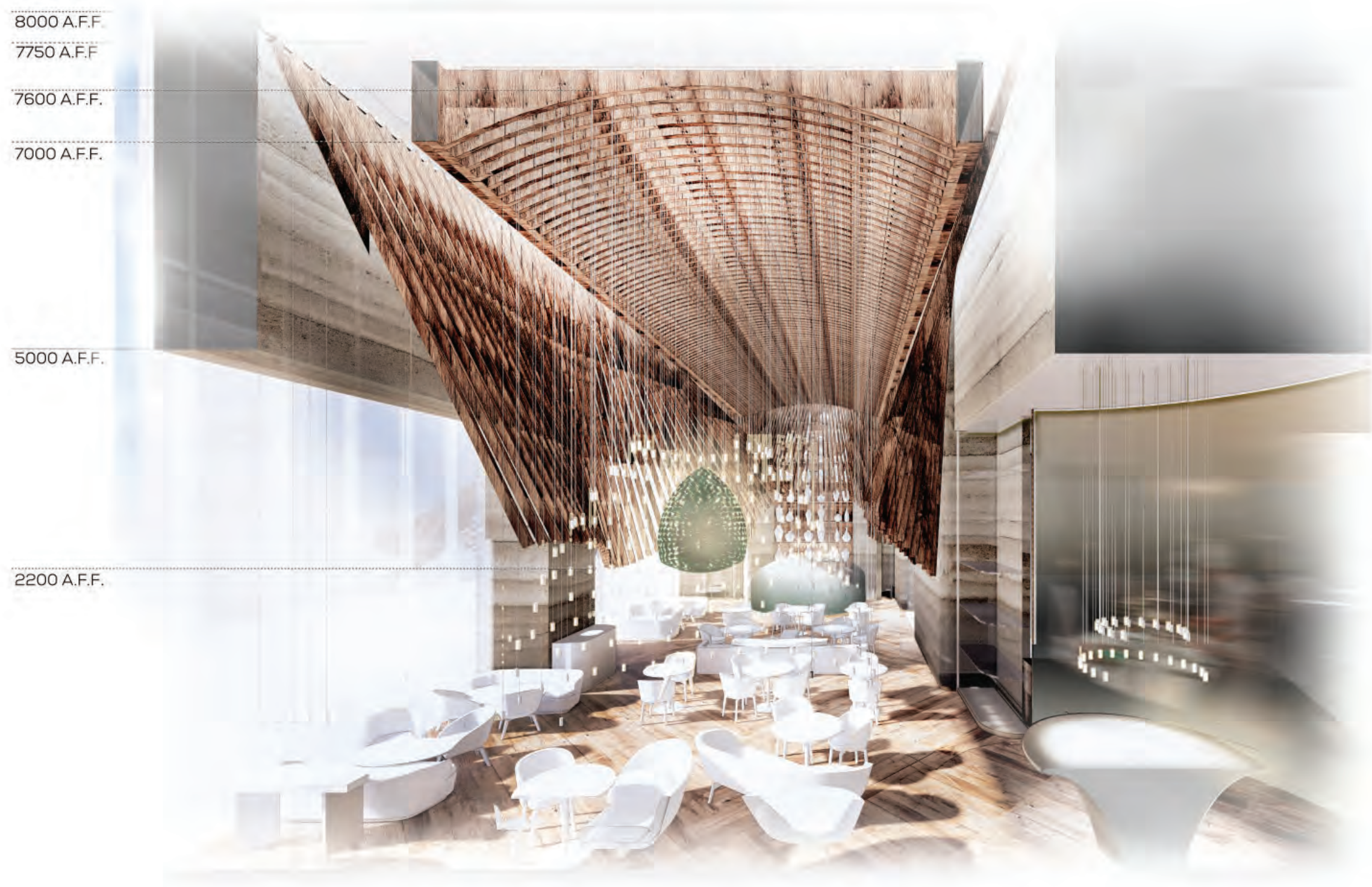


DUO RESTAURANT 3D DESIGN STUDY - "DUO" 餐厅 3D模型设计研究



RESTAURANT ENTRANCE FROM MAIN LOBBY
从大堂餐厅入口处

DUO RESTAURANT 3D DESIGN STUDY - "DUO" 餐厅 3D模型设计研究



MAIN DINING AREA SECTION ELEVATION
主就餐区域剖立面

DUO RESTAURANT 3D DESIGN STUDY - "DUO" 餐厅 3D模型设计研究



PRIVATE DINING ROOM
私人包间

DUO RESTAURANT 3D DESIGN STUDY - "DUO" 餐厅 3D模型设计研究



SECTION ELEVATION
剖面立面

DUO RESTAURANT 3D DESIGN STUDY - "DUO" 餐厅 3D模型设计研究



MAIN DINING AREA
主就餐区域

DUO RESTAURANT 3D DESIGN STUDY - "DUO" 餐厅 3D模型设计研究



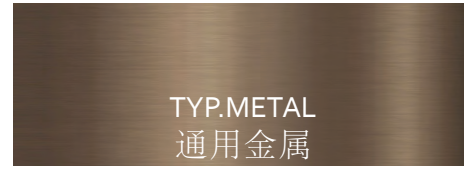
MAIN DINING AREA SECTION ELEVATION
主就餐区域剖立面

DUO RESTAURANT 3D DESIGN STUDY - "DUO" 餐厅 3D模型设计研究



OUTDOOR TERRANCE ENTRANCE
户外露台入口

DUO RESTAURANT MATERIAL BOARD - "DUO" 餐厅 材料版



DUO RESTAURANT FF&E DIRECTION- "DUO" 餐厅软装方向



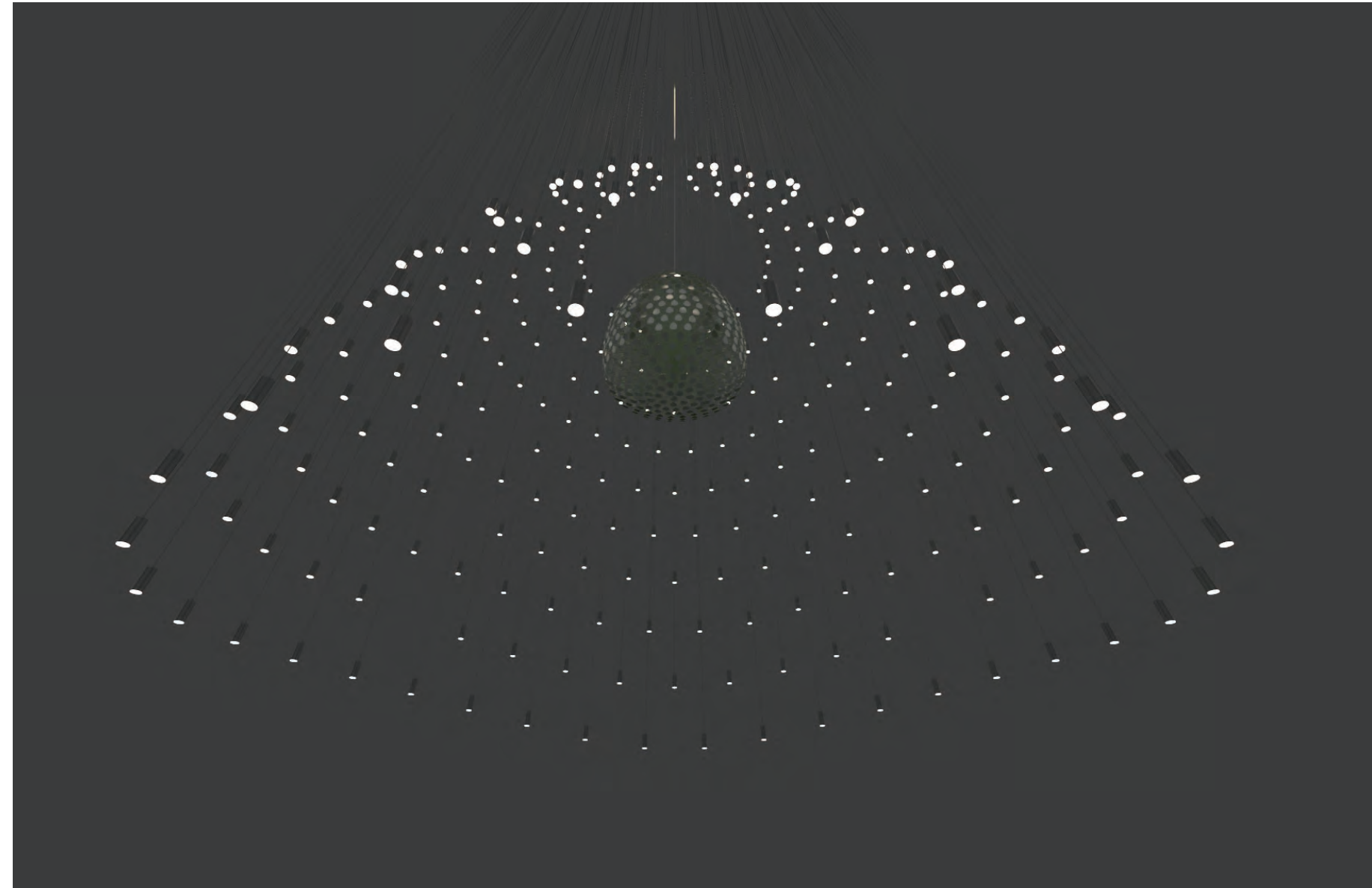
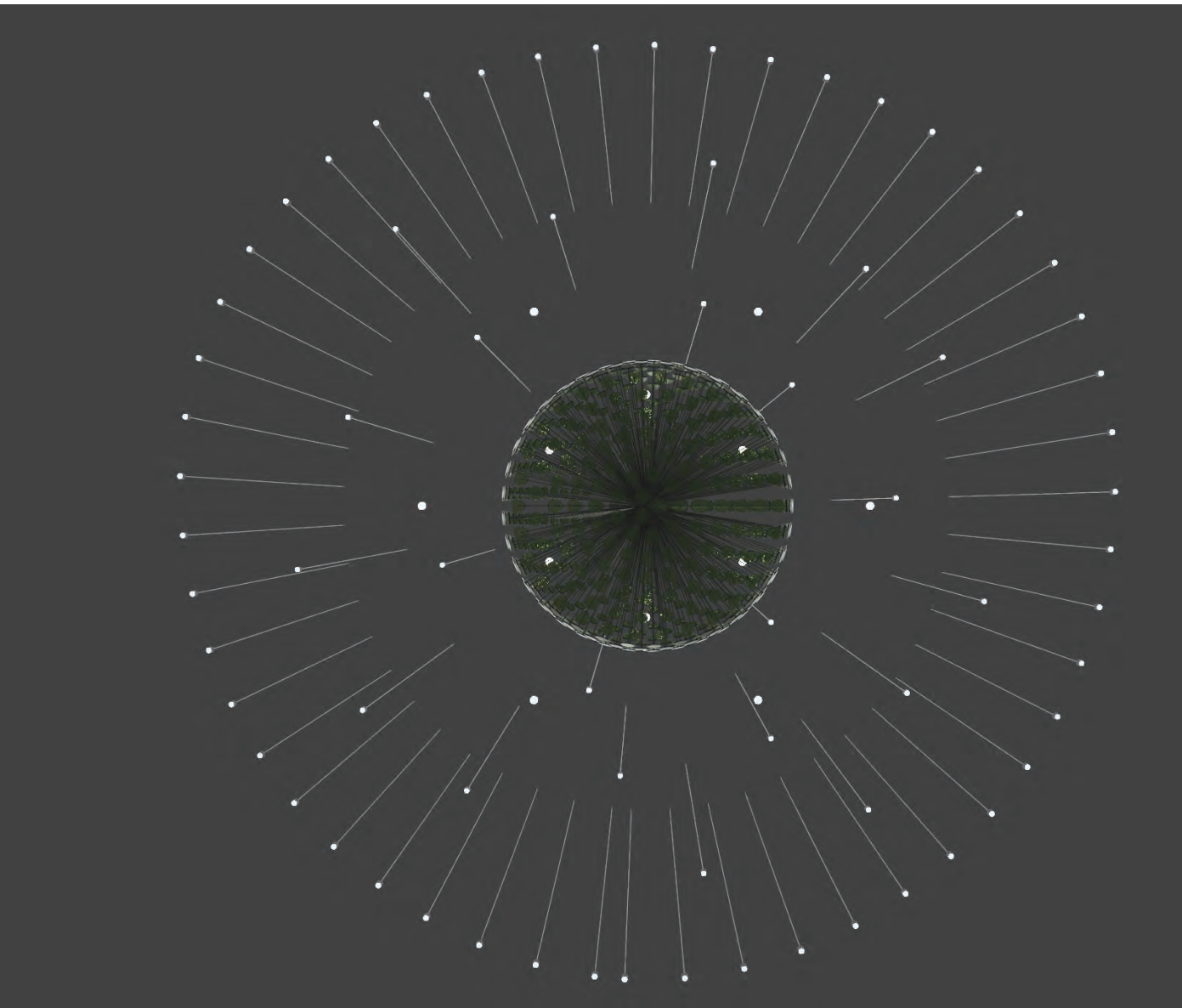
RESTAURANT CENTER DINING SET
餐厅中心餐桌椅组合

DUO RESTAURANT FF&E DIRECTION- "DUO" 餐厅软装方向



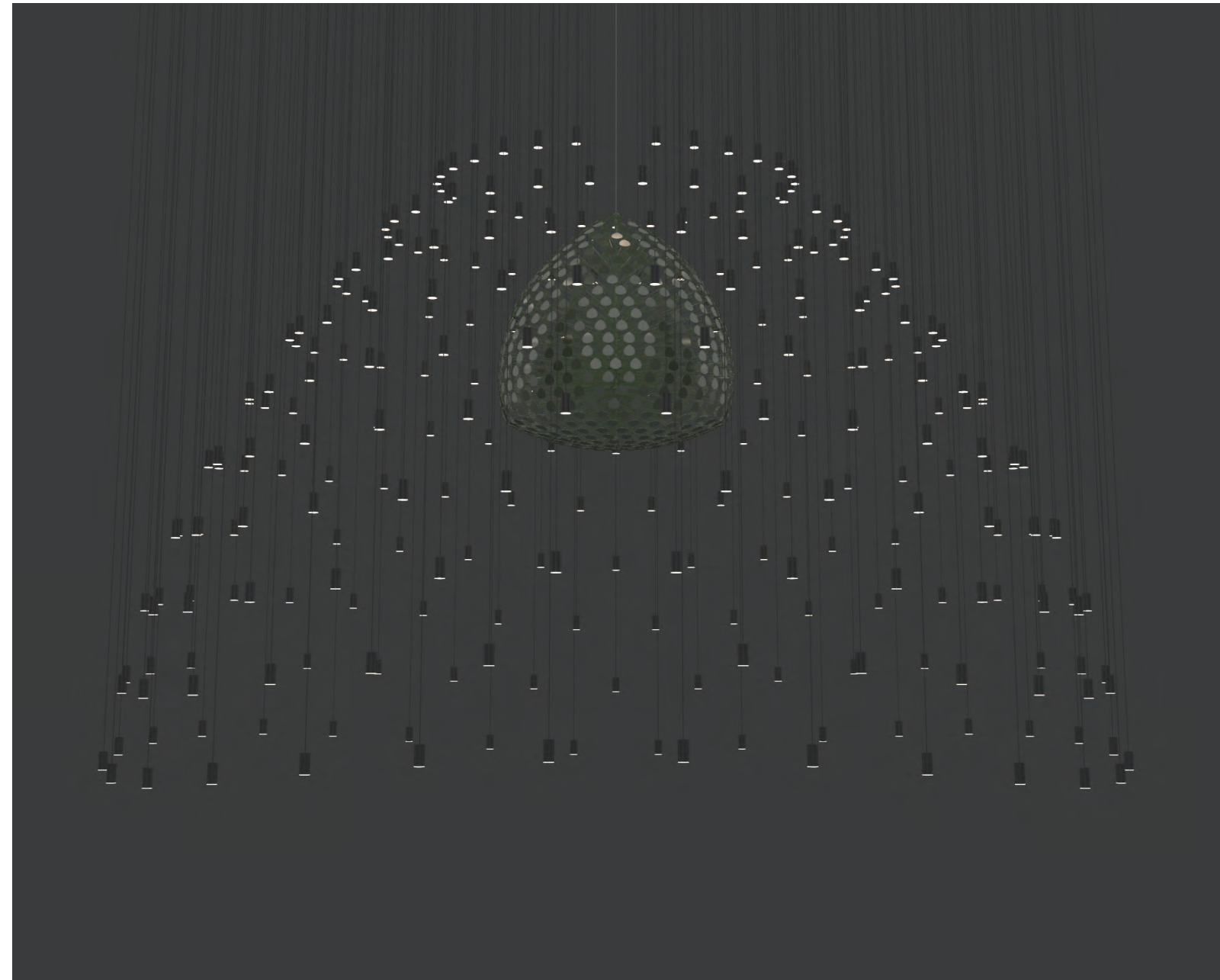
RESTAURANT CENTER DINING SET
餐厅中心餐桌椅组合

DUO RESTAURANT FF&E DIRECTION- "DUO" 餐厅软装方向



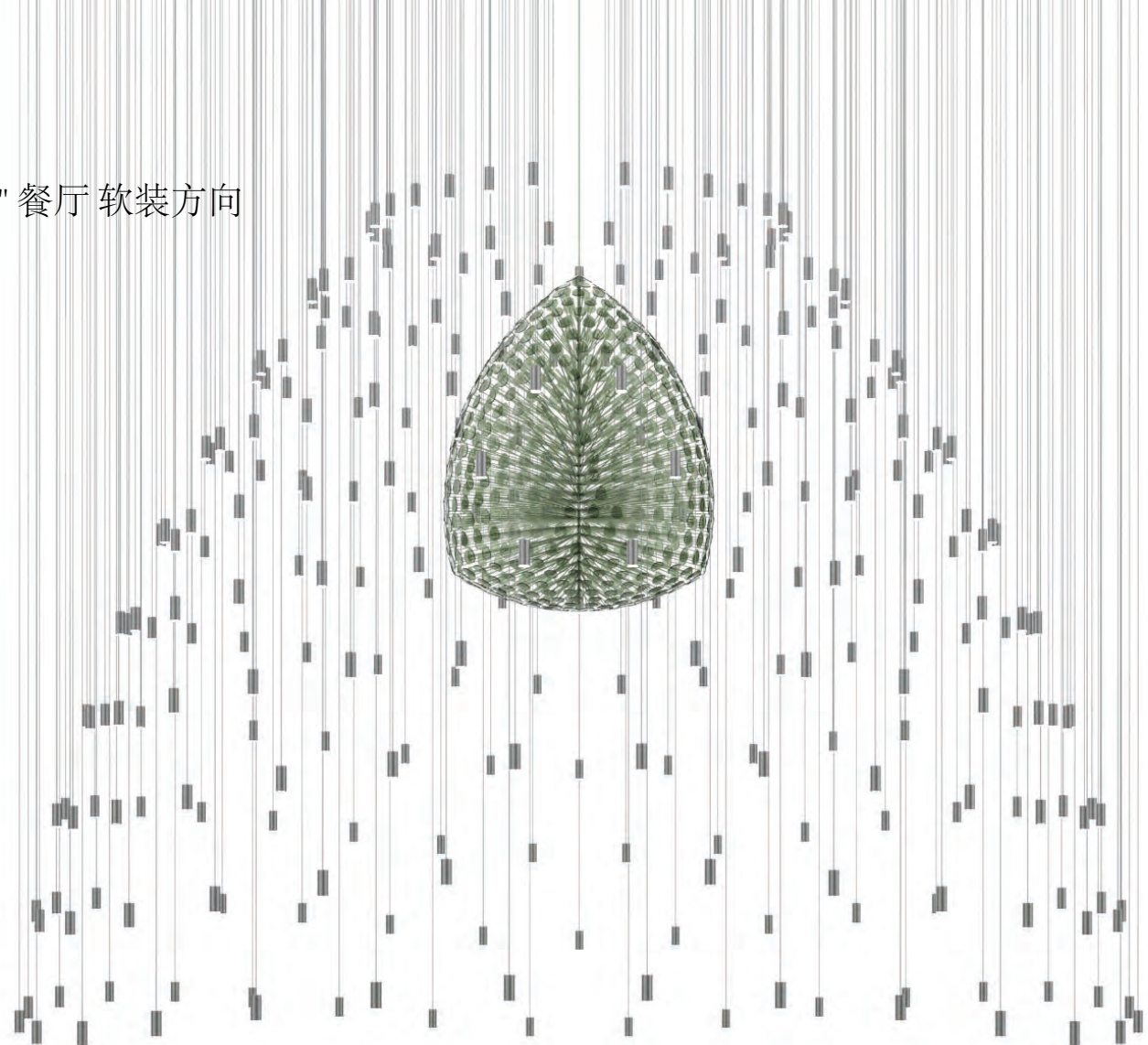
RESTAURANT CENTER FEATURE LIGHTING FIXTURE
餐厅中心特色灯具

DUO RESTAURANT FF&E DIRECTION- "DUO" 餐厅软装方向



RESTAURANT CENTER DINING SET WITH FEATURE LIGHTING FIXTURE
餐厅中心餐桌椅及特色灯具组合

DUO RESTAURANT FF&E DIRECTION- "DUO" 餐厅软装方向



QING BAR ART CONCEPT DIRECTION - "QING" 酒吧 艺术品 概念意向



“QING” BAR
“Qing” 酒吧

RESTAURANT CONSULTANT'S F&B CONCEPT
酒管提供的餐饮概念

“Qing”

Bar concept proposal



“Qing”

Concept

What exactly is “Qing”?

What are we serving?

What are the advantages?



Details (to be completed)

Who are our competitors?

S.W.O.T. analysis?

How does it work?



Motivation (to be completed)

How does it compare?



Concept

“Qing”



“Qing” – What is it?

- A dynamic venue for cocktails and tapas
- Three individual bars showcase a admirable whiskey, wine and cocktail selection served by an award-winning mixologist and features an outdoor lounge
- Trend setting destination for house-made infused drinks with an Asian twist or a night of live music and dancing
- Special features include live musicians and DJs





- While not offering full courses, the food menu must encourage social eating, late night snacking and “skipping dinner”
- 12-15 menu items
- Seamless integration of favourite bar bites, with an emphasis on seafood and meat with an optional whiskey or wine pairing
- A selection of local dishes done in sophisticated, chef’s interpretation
- Global bar staples, food that world weary travellers rely on having in hotel bar
- Signature complimentary “bar snack” that is a “must try” and talked about highlight of a guest visit to the bar

“Qing” – what kind of food?

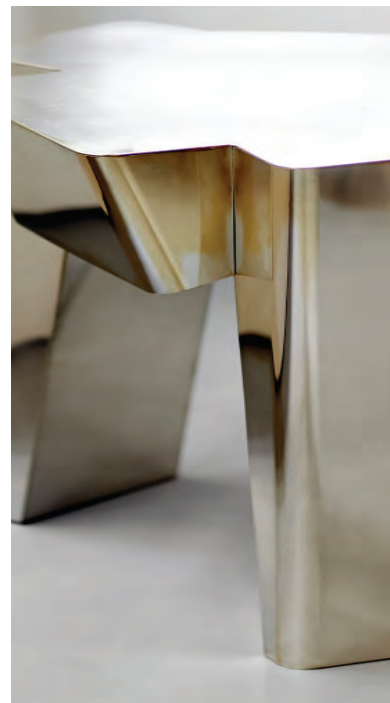
“Qing” –advantages?

- Elevated freedom of choice with three individual signature bars
- Entertainment compound with drinks, foods, live music, DJ and dance
- Outdoor lounge
- Bring local/regional food and drink cultures to the hotel
- Generate energy and traffic and ambience to the hotel (nights and weekends which are usually slow in office areas)



CONCEPT - MOVIE MAGIC & PROUDLY CHINESE
概念意向方 - 魔幻电影 & 中国自豪

QING BAR CONCEPT - "QING" 酒吧 设计概念意向



SCULPTURAL FORMS
雕塑形态

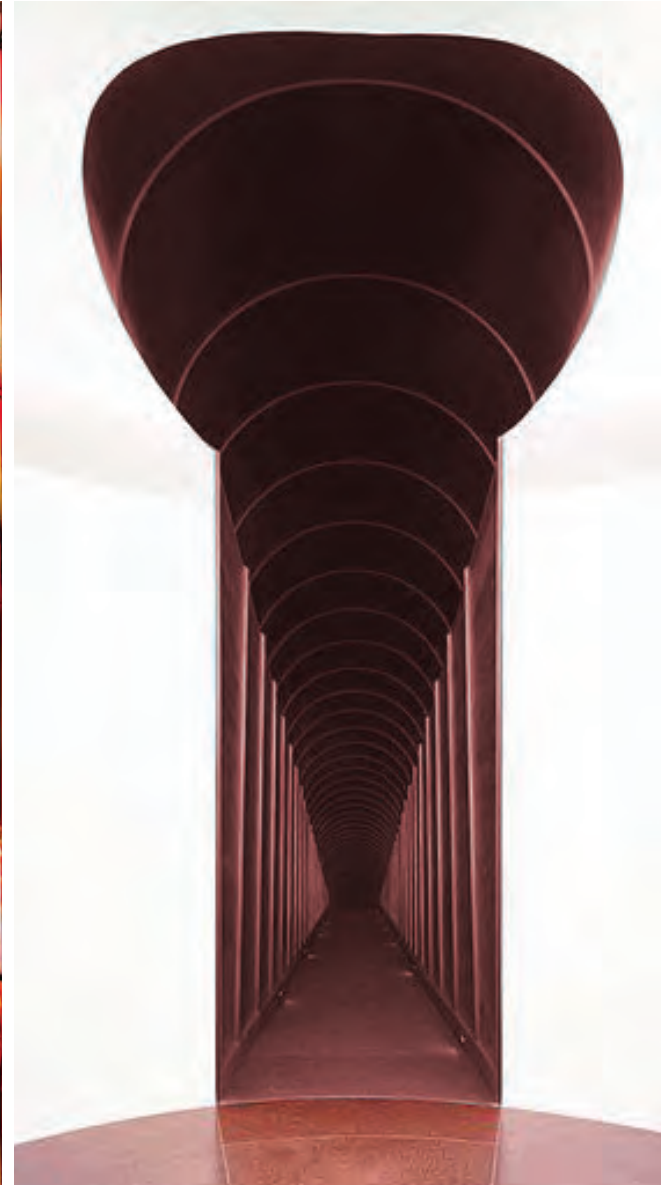
SHOWCASE SPECTACLE
精彩纷呈

LAYERED LINES
线条层叠

QING BAR CONCEPT - "QING" 酒吧 设计概念意向



BOLD STATEMENT
扣人心弦



IMMERSIVE PASSAGE
沉浸式走廊



DRAMATIC EXPERIENCE
梦游仙境

QING BAR CONCEPT - "QING" 酒吧 设计概念意向



CHINESE MIXOLOGY
中式合酒

ELEVATED
纷华靡丽

MODERN INTERPRETATIONS
时尚气息

QING BAR CONCEPT - "QING" 酒吧 设计概念意向

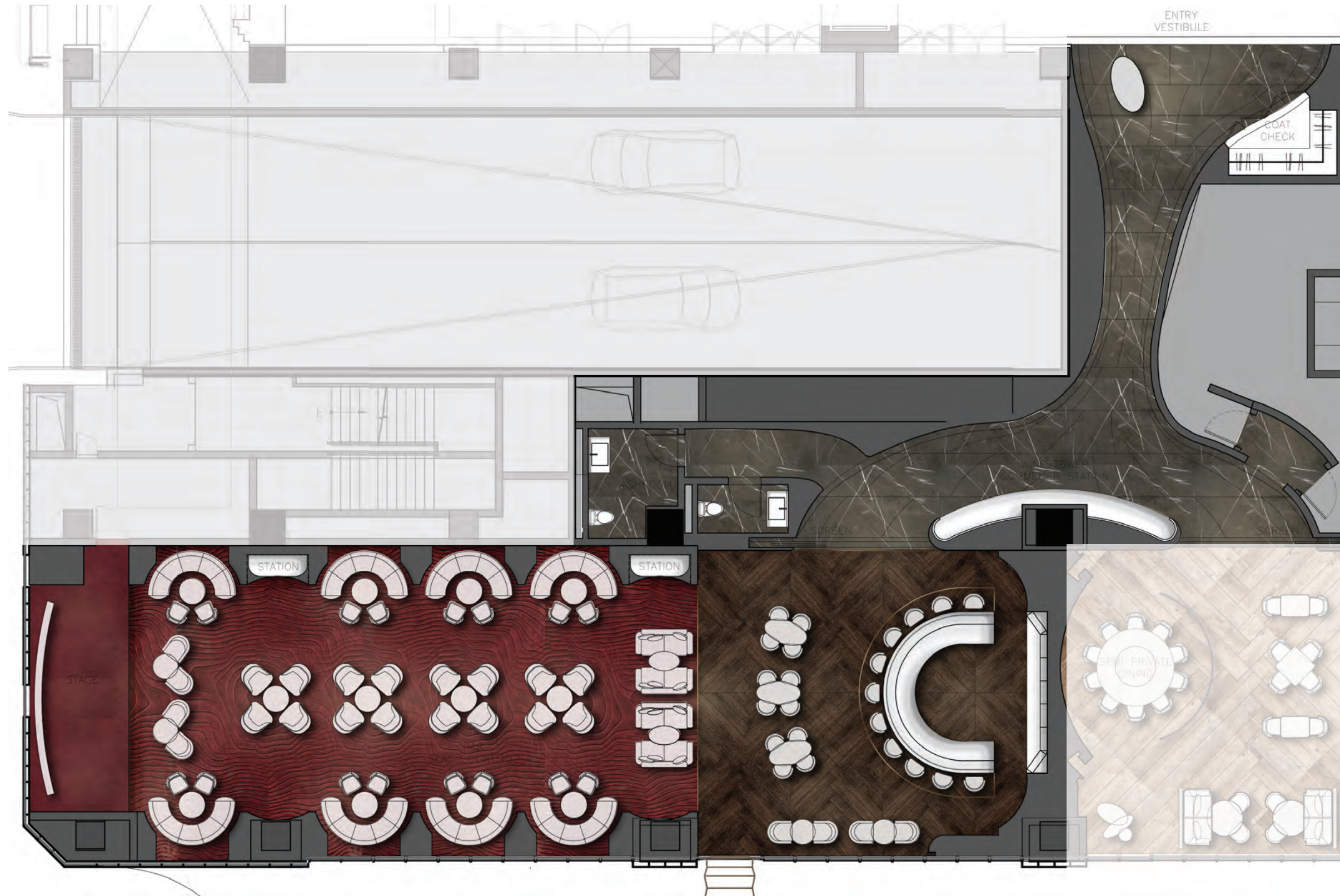


HIDDEN ENTRANCE
隐秘入口

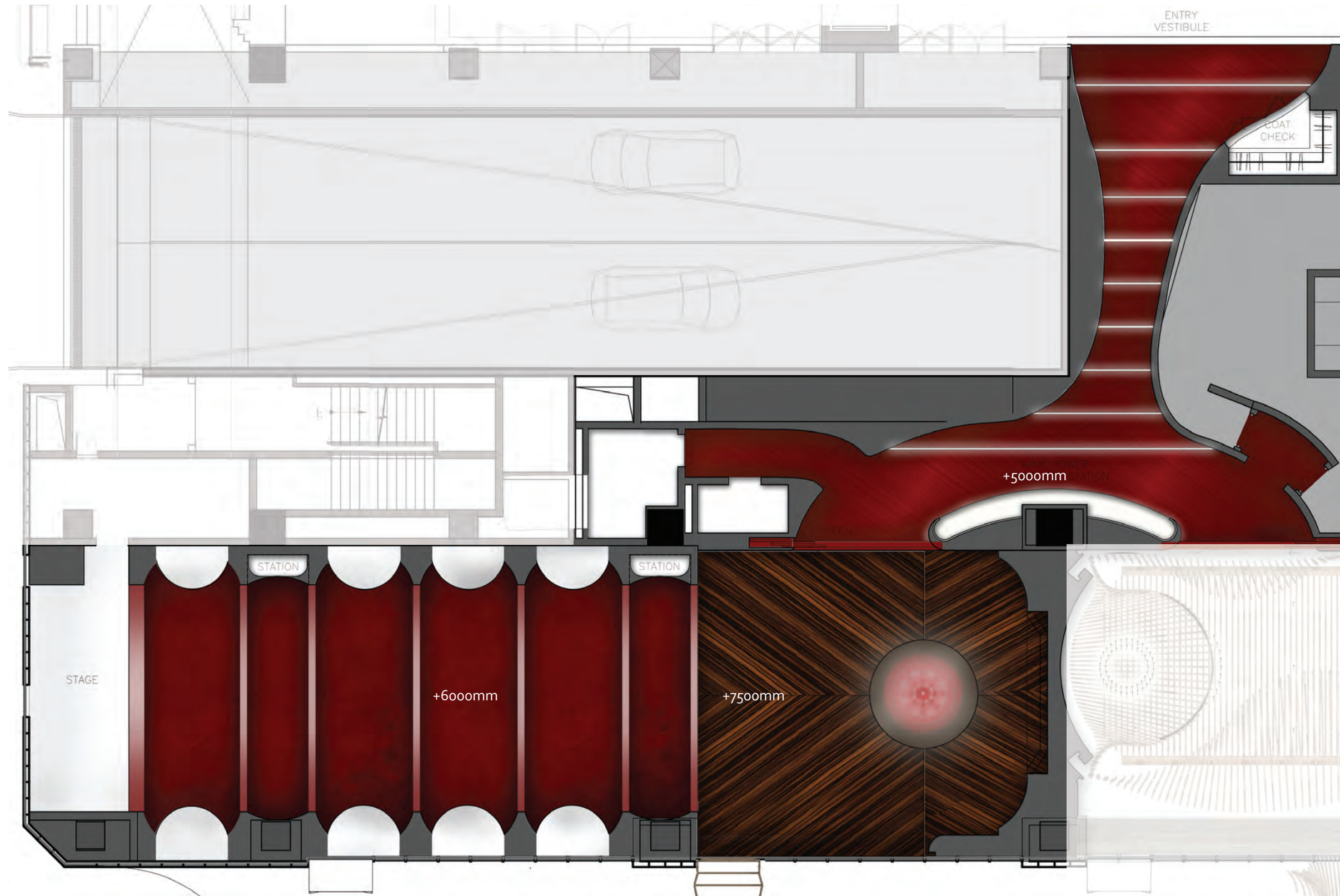
LOUNGE
酒吧酒廊

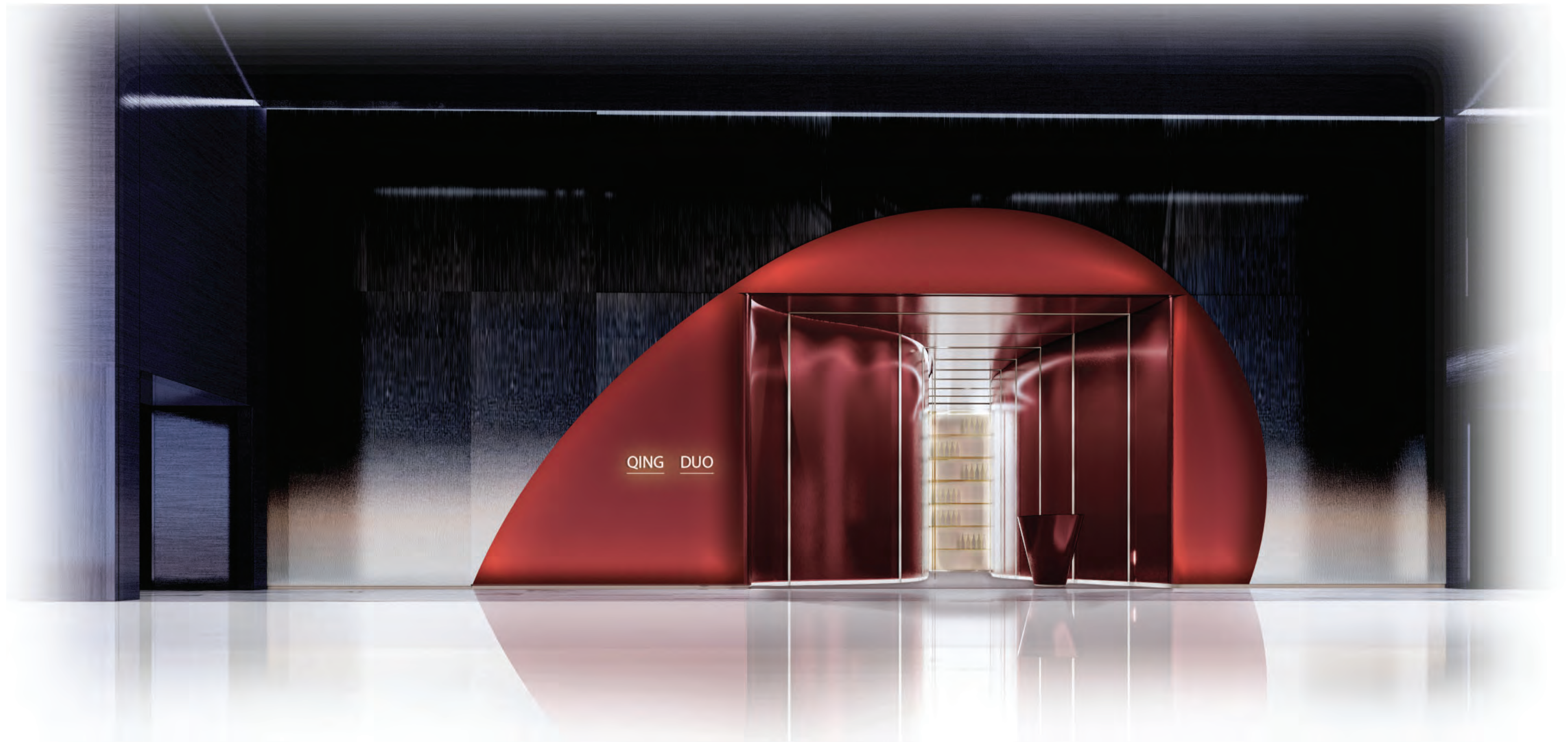
LIVE MUSIC
现场乐队

QING BAR LAYOUT PLAN - "QING" 酒吧平面布置图



QING BAR RCP - "QING" 酒吧 天花图





RESTAURANT/BAR ENTRANCE FROM LOBBY CORRIDOR
从大堂走廊到达餐厅酒吧入口处



BAR
酒吧



BAR LOUNGE - STAGE VIEW
休闲酒吧舞台视角



BAR LOUNGE
休闲酒吧



BAR LOUNGE ELEVATION
休闲酒吧立面

QING BAR 3D DESIGN STUDY - "QING" 酒吧 3D模型设计研究

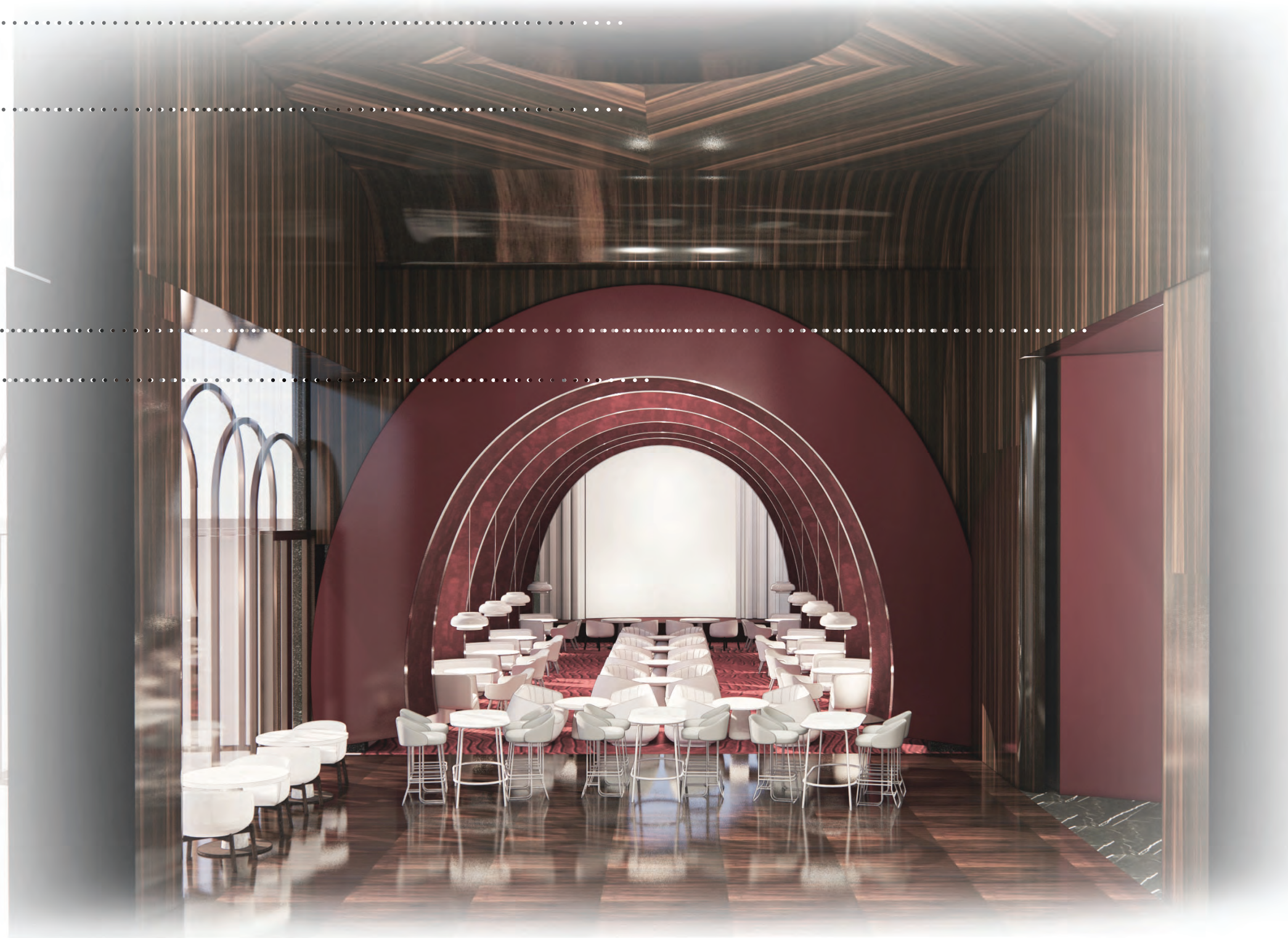
7700 A.F.F

7500 A.F.F

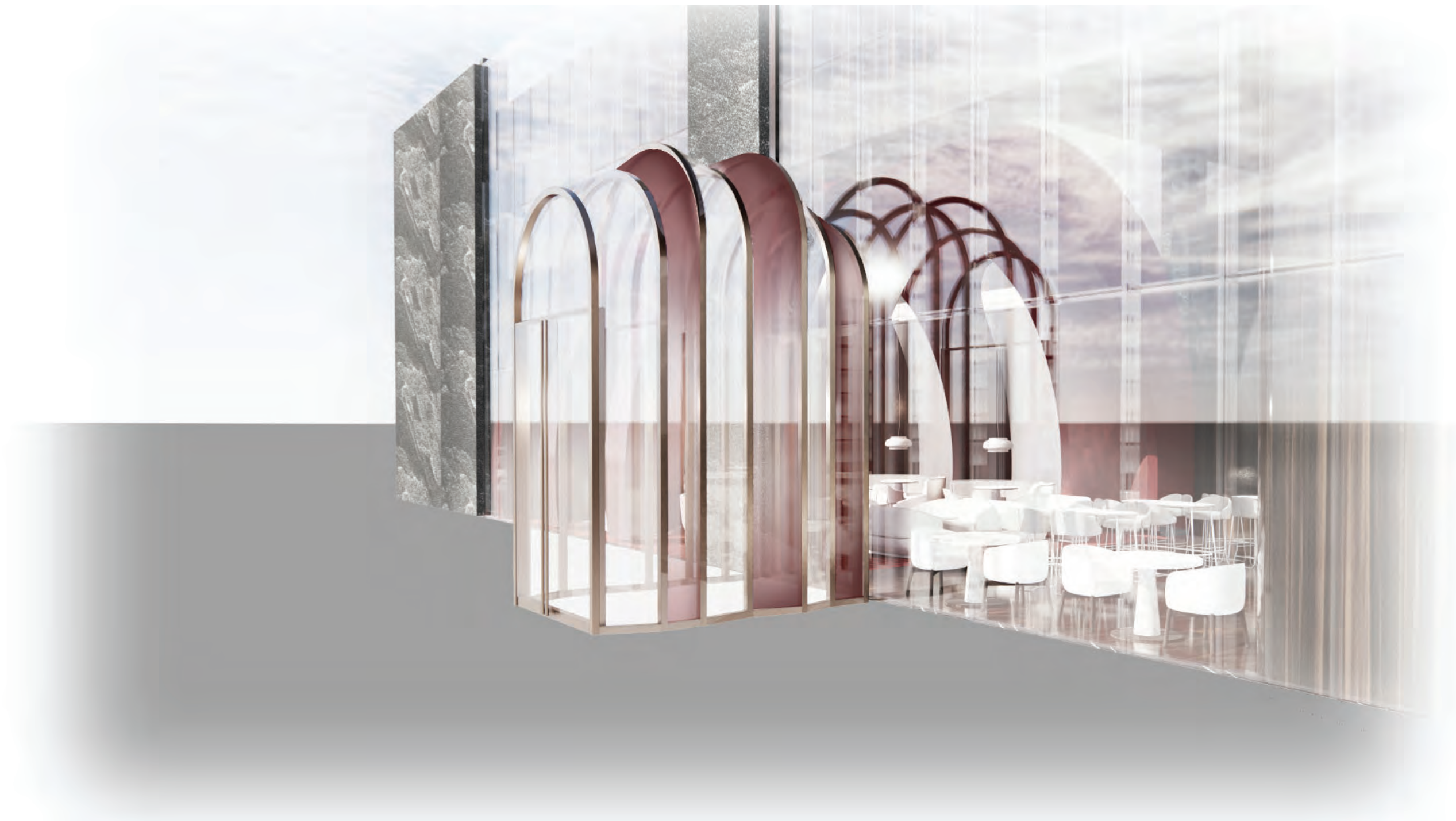
5000 A.F.F

5000 A.F.F

Highest point of arch: 6000 A.F.F

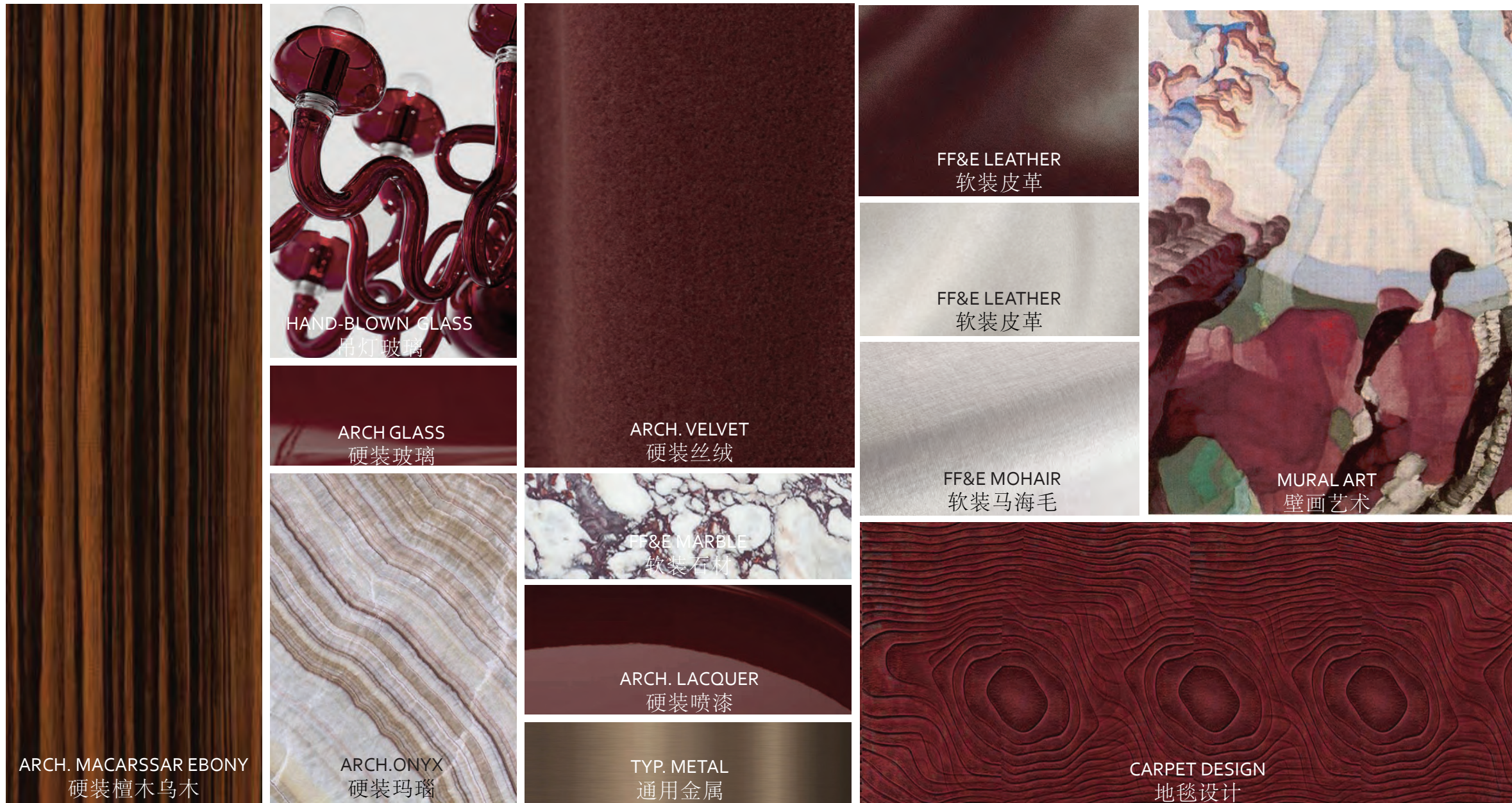


BAR LOUNGE SECTION ELEVATION
休闲酒吧剖立面图



OUTDOOR TERRANCE ENTRANCE
户外露台入口

QING BAR MATERIAL BOARD - "QING" 酒吧 材料版



QING BAR FF&E DIRECTION- "QING" 酒吧 软装方向



BAR SIDE BANQUETTE WITH TABLE SET
酒吧两侧桌椅组合

QING BAR FF&E DIRECTION- "QING" 酒吧 软装方向



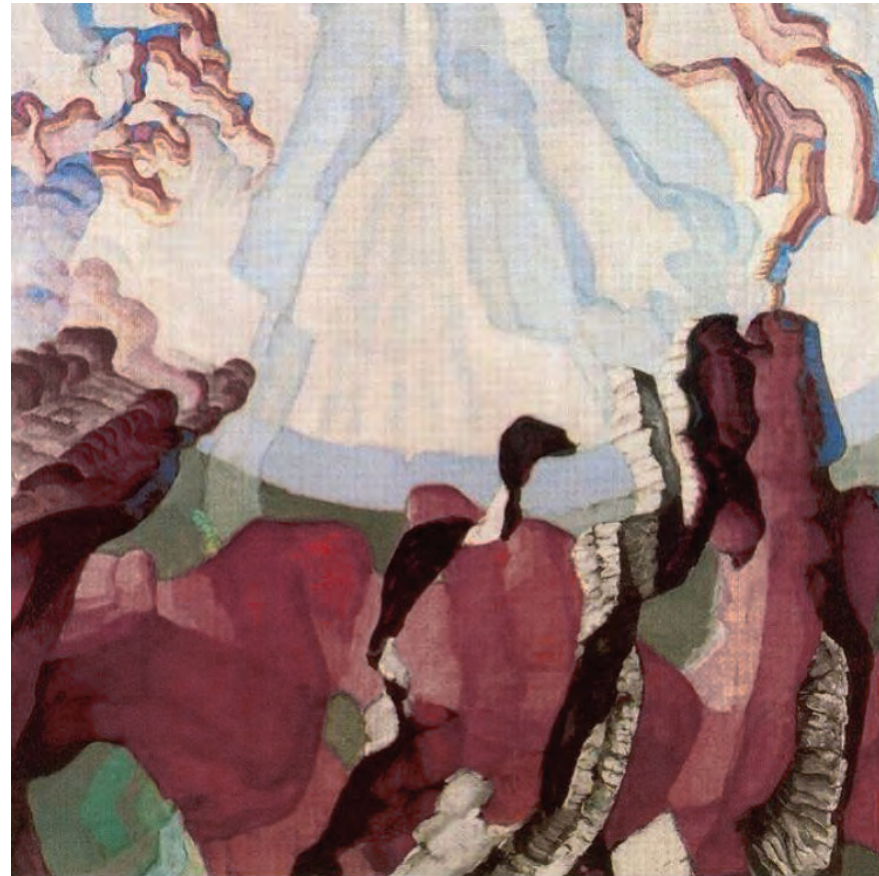
BAR CENTER LOUNGE CHAIR WITH TABLE SET
酒吧中心休闲桌椅组合

QING BAR FF&E DIRECTION- "QING" 酒吧 软装方向



BAR LOUNGE SOFA WITH TABLE SET
酒吧休闲沙发组合

QING BAR ART CONCEPT DIRECTION - "QING" 酒吧 艺术品 概念意向



MURAL ART OPTION 1
壁画 方案 1



MURAL ART OPTION 2
壁画 方案 2

COFFEE & CAKE SHOP
咖啡&蛋糕店

COFFEE & CAKE SHOP CONCEPT DIRECTION - 咖啡&蛋糕店 概念意向



ARTISTIC
艺术品位



SWIRL
流动空间



DELICATED
形态细腻



SILKY
柔丝顺滑



LAYERED
层次鲜明

COFFEE & CAKE SHOP CONCEPT DIRECTION - 咖啡&蛋糕店 概念意向



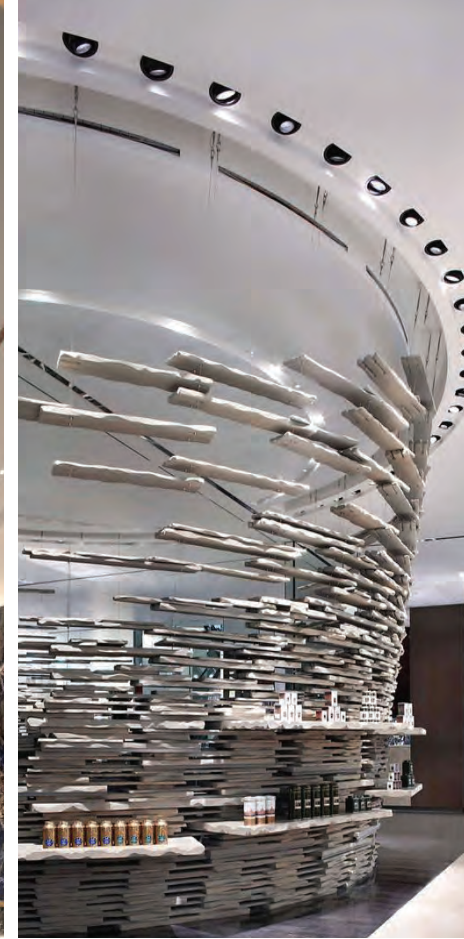
SOPHISTICATED
匠心精品



ORGANIC
有机线条



ELEGANT
现代优雅

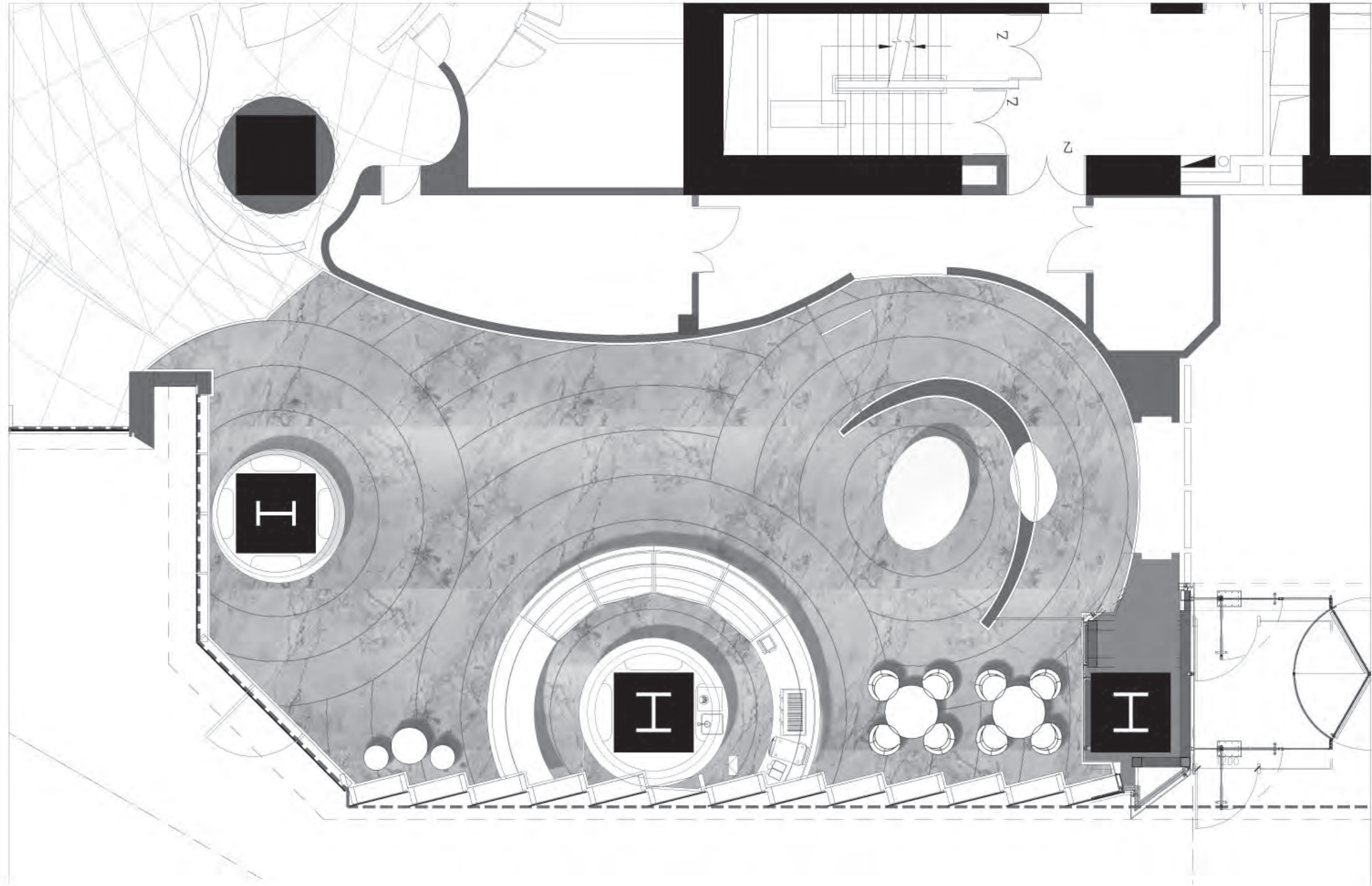


REFINED
结构精巧

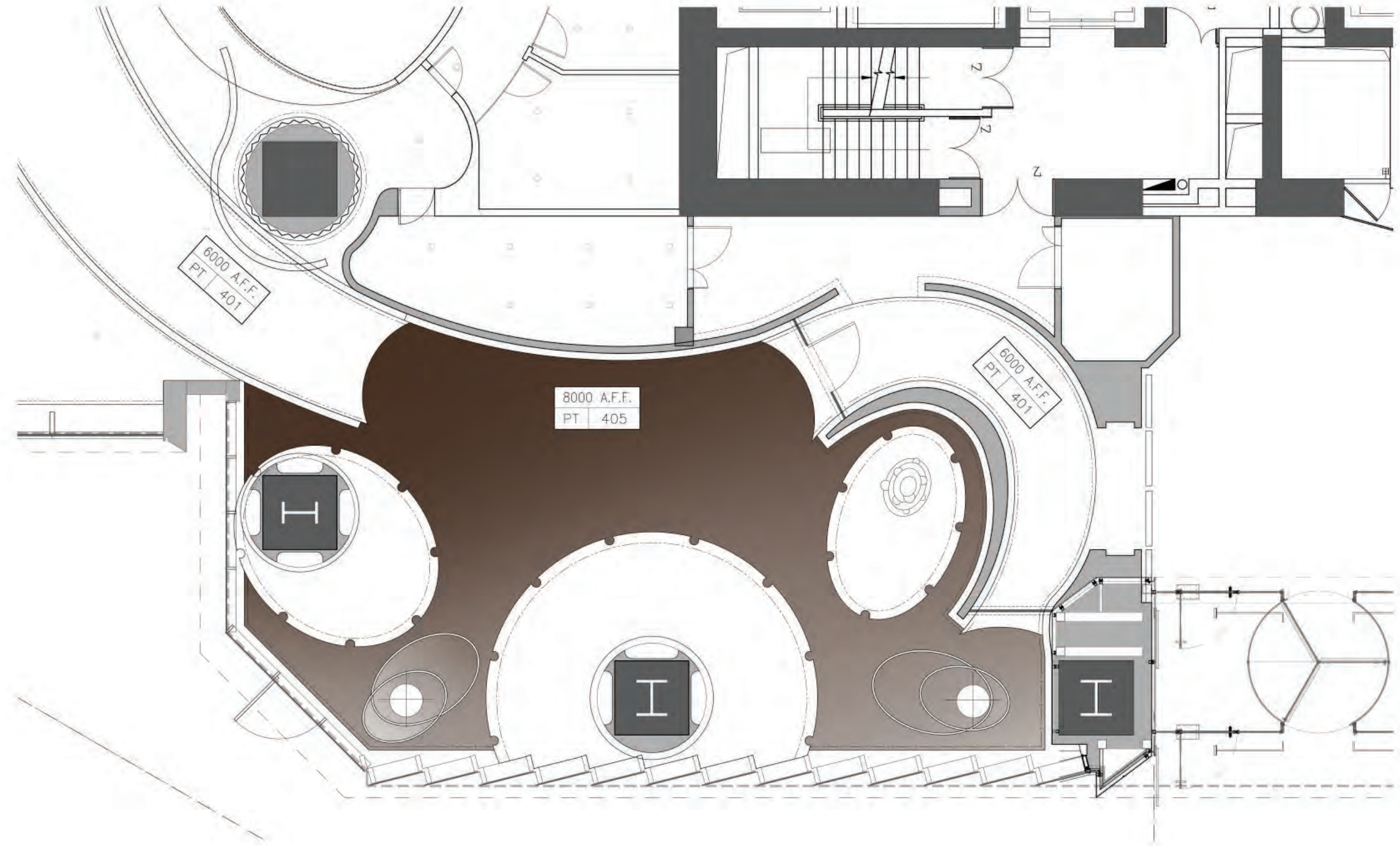


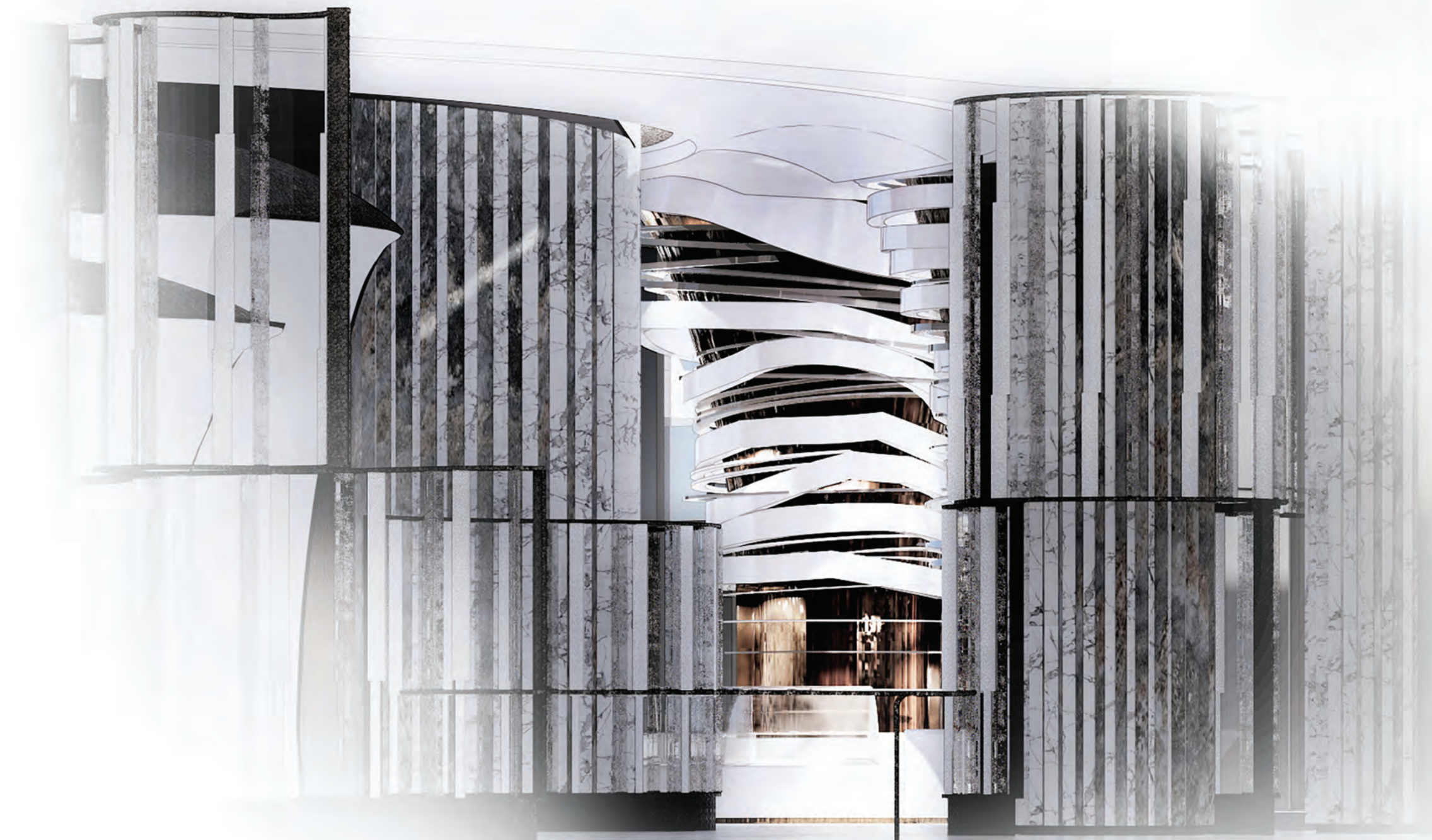
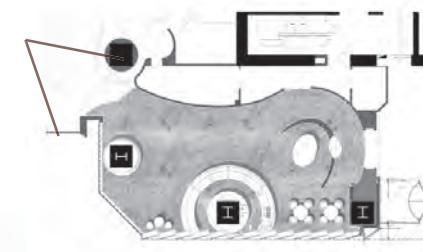
SCULPTURED
艺术品美学

COFFEE & CAKE SHOP LAYOUT PLAN - 咖啡&蛋糕店 平面布置图

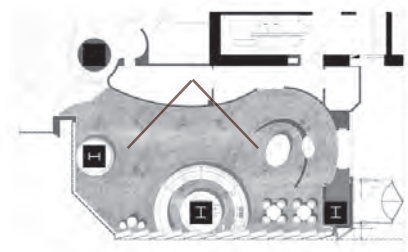


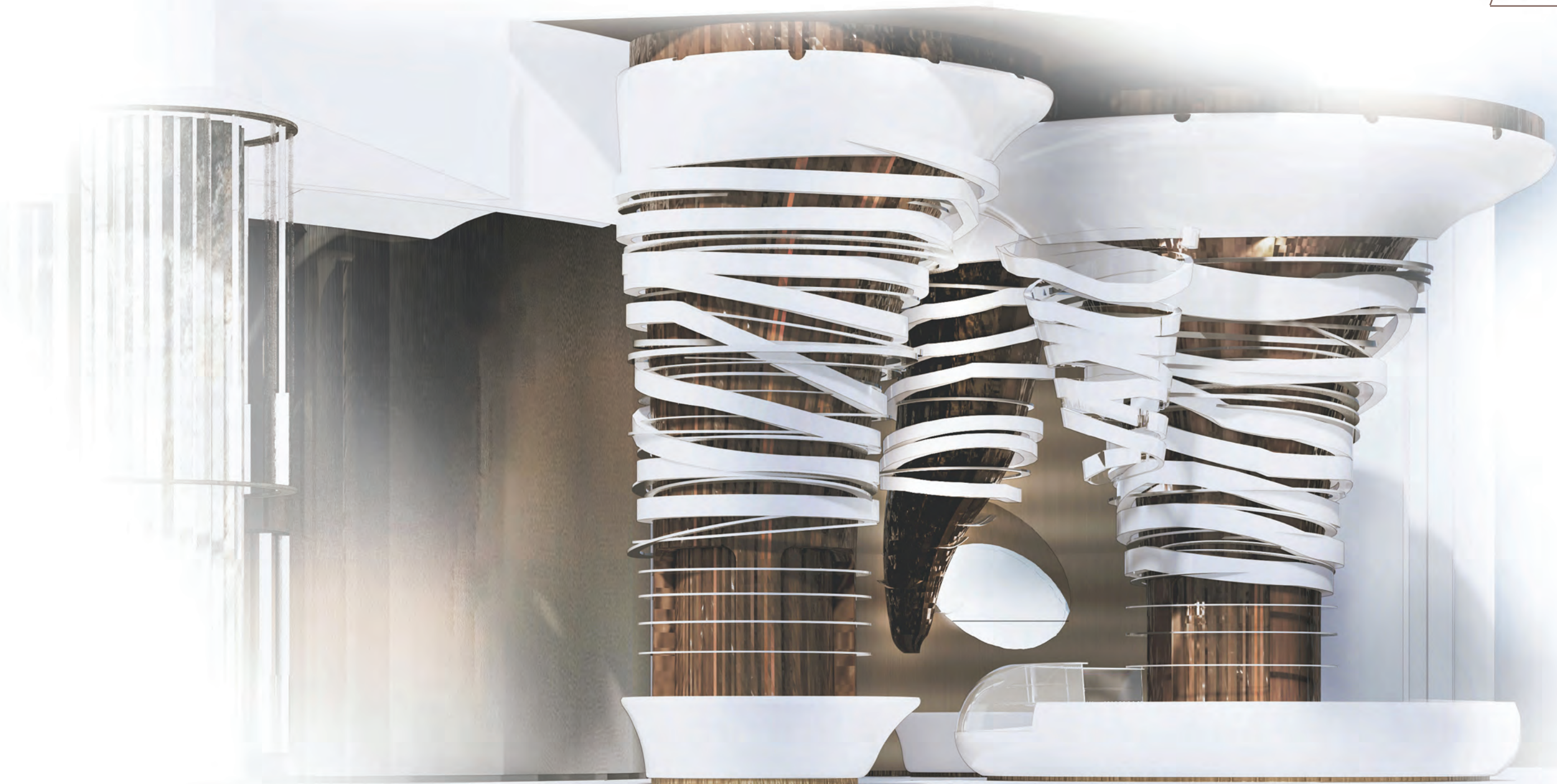
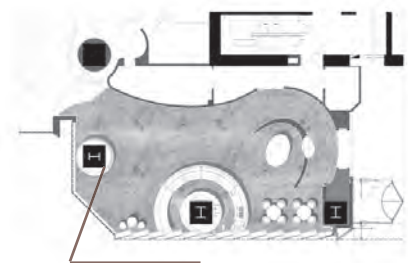
COFFEE & CAKE SHOP RCP - 咖啡&蛋糕店 天花图

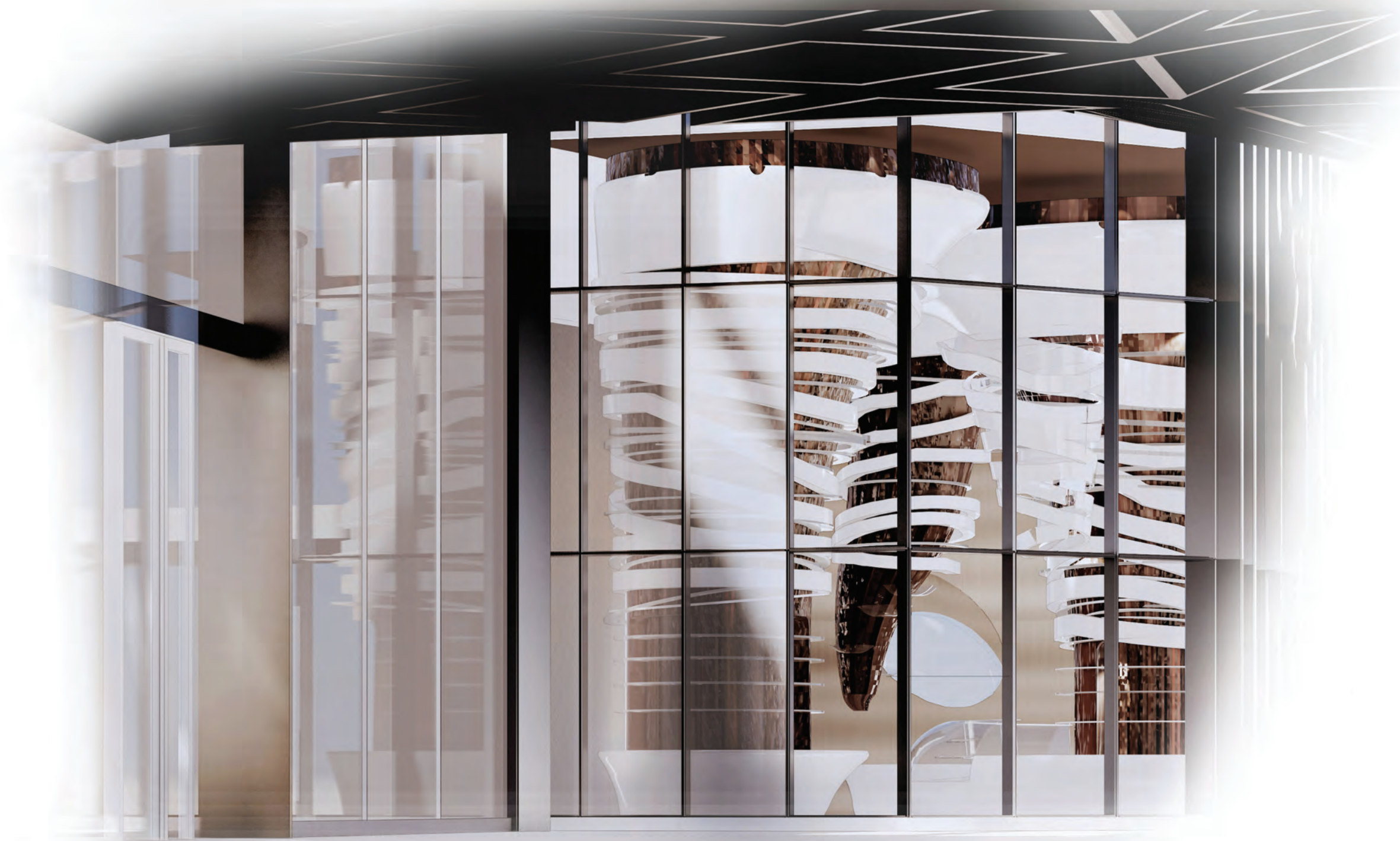
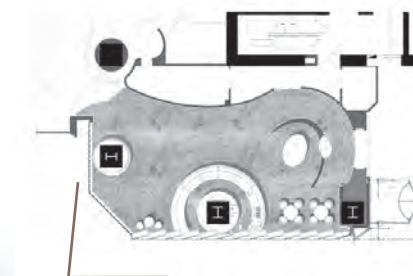




VIEW FROM MAIN LOBBY
大堂视角







VIEW FROM OUTSIDE
街景

COFFEE & CAKE SHOP MATERIAL BOARD- 咖啡&蛋糕店 材料版



COFFEE & CAKE SHOP FF&E DIRECTION- 咖啡&蛋糕店 软装意向



LOUNGE CHAIR WITH TABLE SET DESIGN INTENT
桌椅组合设计意向

THANK YOU
谢谢