# NOBU RESTAURANT TORONTO

100% SCHEMATIC DESIGN PRESENTATION MONDAY MARCH 15TH 2021



## 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

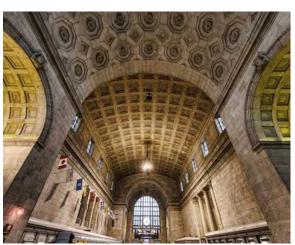
The space perfectly combines the understated elegance associated with the Giorgio Armani brand with the bold flavors of chef Nobu's cuisine, giving it a feeling of harmony with emphasizing the sense of space in the large structure, playing with an almost abstract idea of Japanisme.











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.



#### PRECEDENTS CASE STUDIES







# 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.

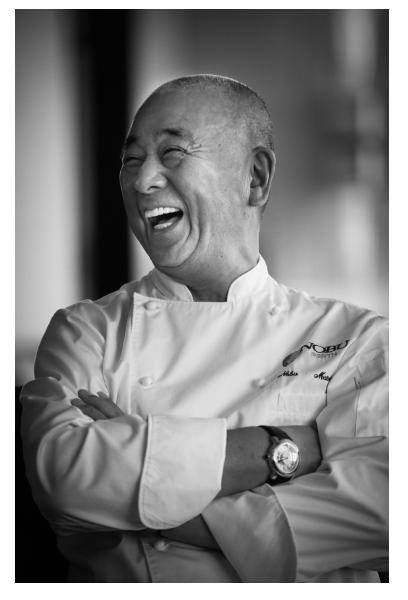
Meticulous traditional Japanese paneling woodwork & design with hinoki wood sushi bar.

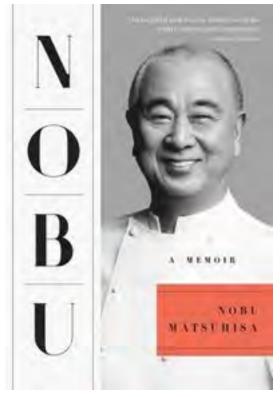


# QUALITY AND AUTHENTICITY ACROSS THE GLOBE

"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."













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

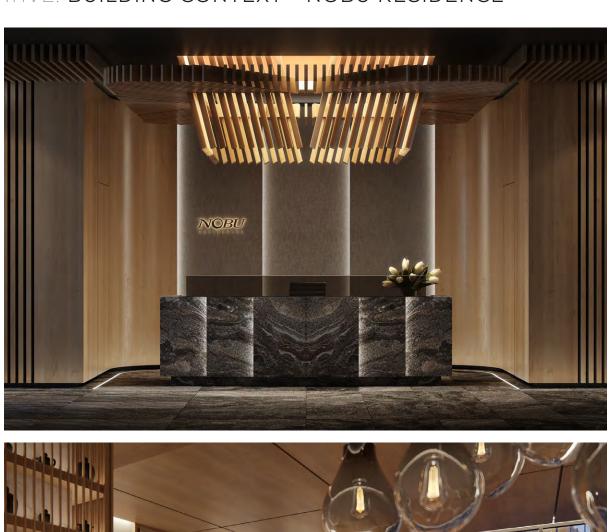
"My cooking style is something I cannot change. I started training in Tokyo, Japan and learned the best cooking techniques. Then the move to Peru allowed me to combine that Japanese cooking style with a Peruvian influence and from that I created the NOBU style.

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









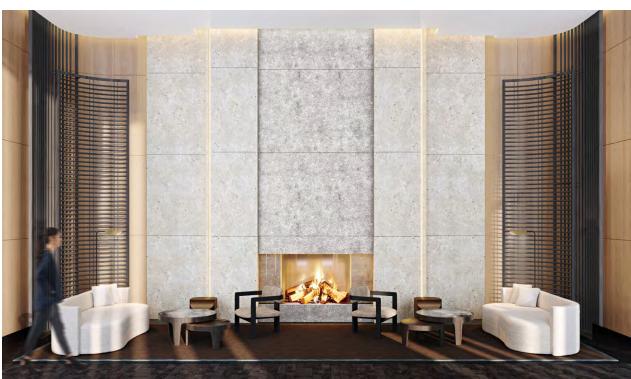


## THE NARRATIVE: BUILDING CONTEXT - NOBU HOTEL









madison group - nobu restaurant SV

## THE NARRATIVE: GUEST PROFILE







THE FOODIE THE SOCIALITE THE TRAVELER THE CONNOISSEUR











#### THE NARRATIVE: COMPLIMENTARY INFLUENCES

#### CANADIAN MATERIALITY



SUSTAINABLY SOURCED TIMBER

#### JAPANESE TRADITIONS



EXPLORING JAPANESE CULTURE
THROUGH ART AND ARCHITECTURE

#### PERUVIAN FLAIR



PERUVIAN TEXTILES

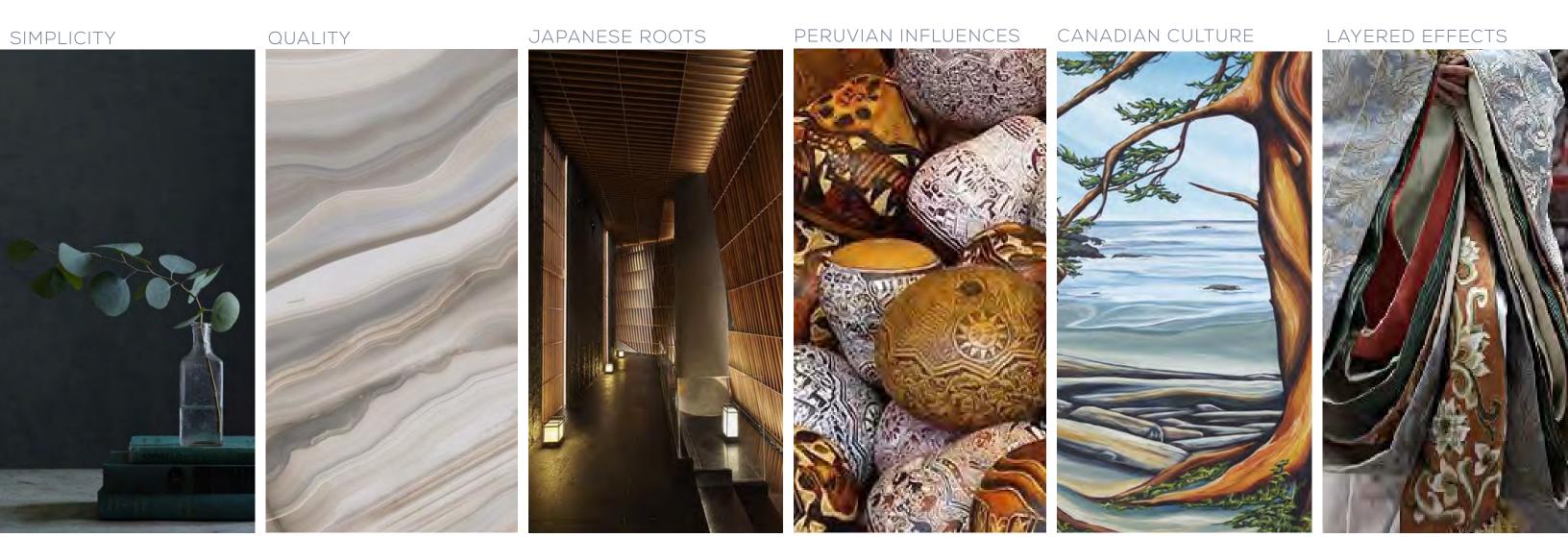


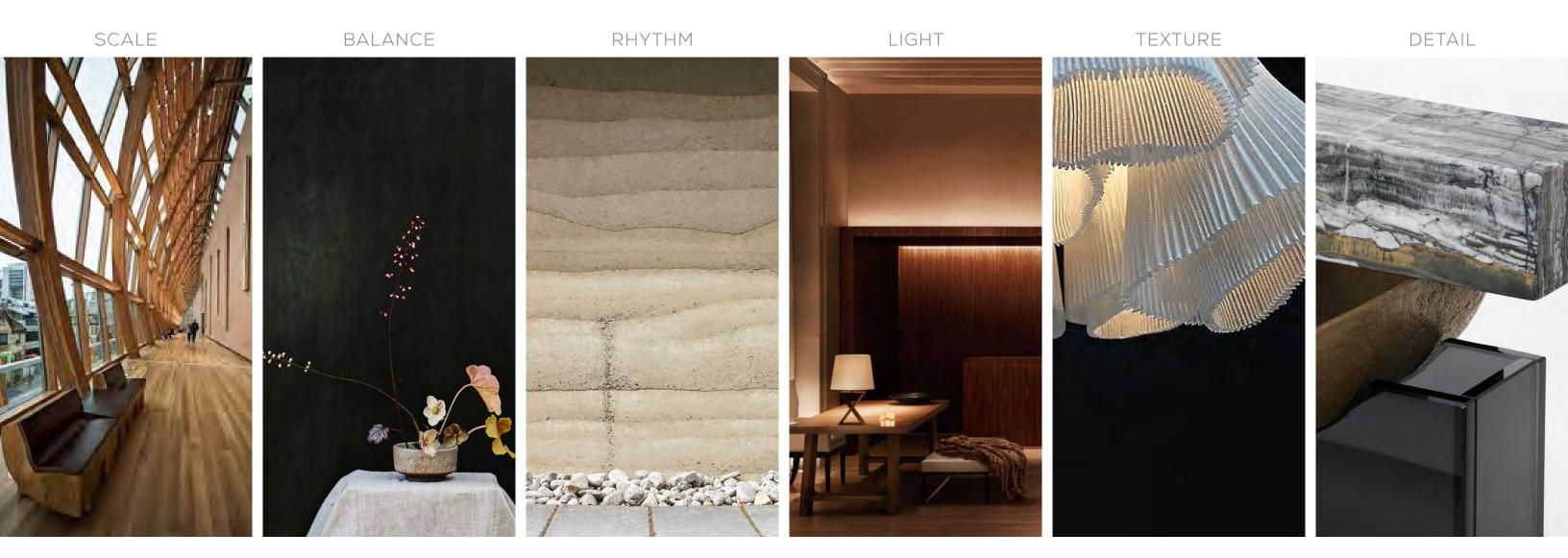
FOOD INSPIRATION



#### THE NARRATIVE: HONORING TRADITIONS, EMBRACING NEW BEGINNINGS

(CELEBRATING "NOBU STYLE" WHILE INTRODUCING TORONTO ARTS AND MATERIALITY)





#### THE JOURNEY I THE MAIN BAR & LOUNGE CONCEPT IMAGES

EARTHY DRAMATIC ELEVATED CAPTIVATING

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 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

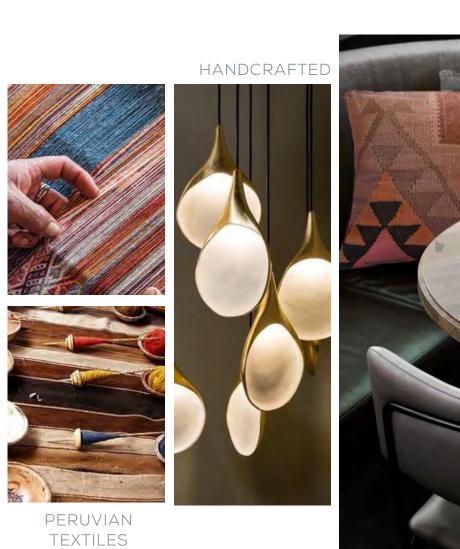




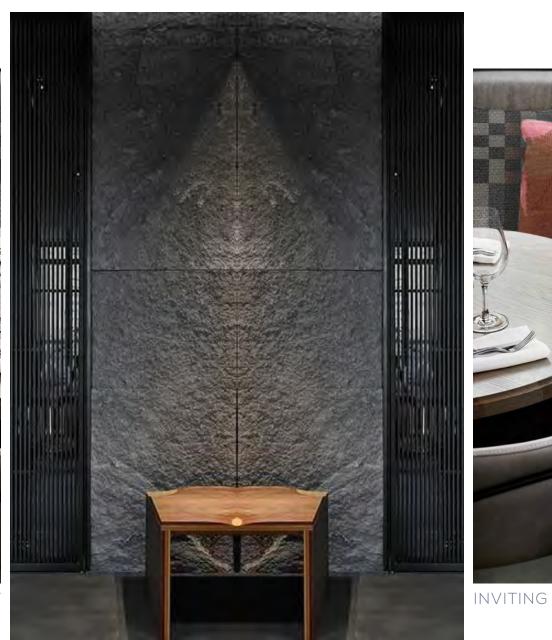




## THE JOURNEY I THE MAIN BAR & LOUNGE CONCEPT IMAGES







CANADIAN GRANITE BACKDROP



ORGANIC



NATURAL ELEMENTS





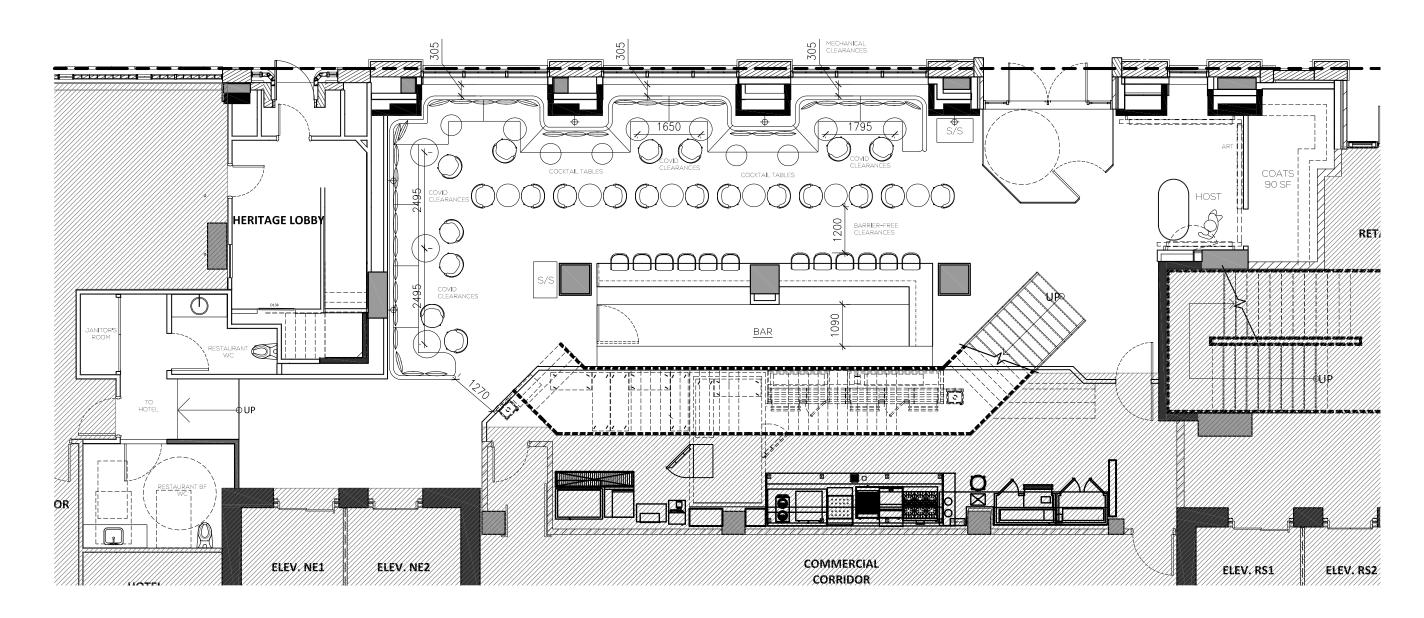
#### THE NARRATIVE: RESTAURANT GF PLAN

SEAT COUNT: AREA +/-1900 SQ FT

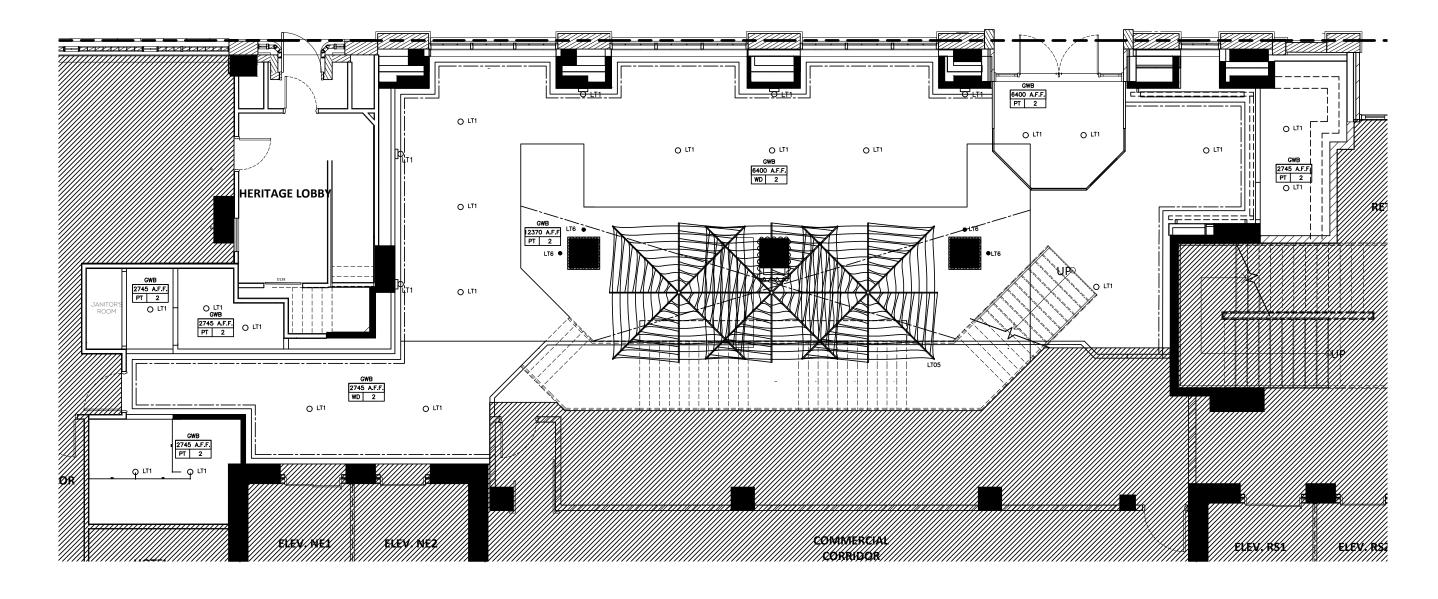
BAR - 12

LOUNGE - 38

TOTAL - 50

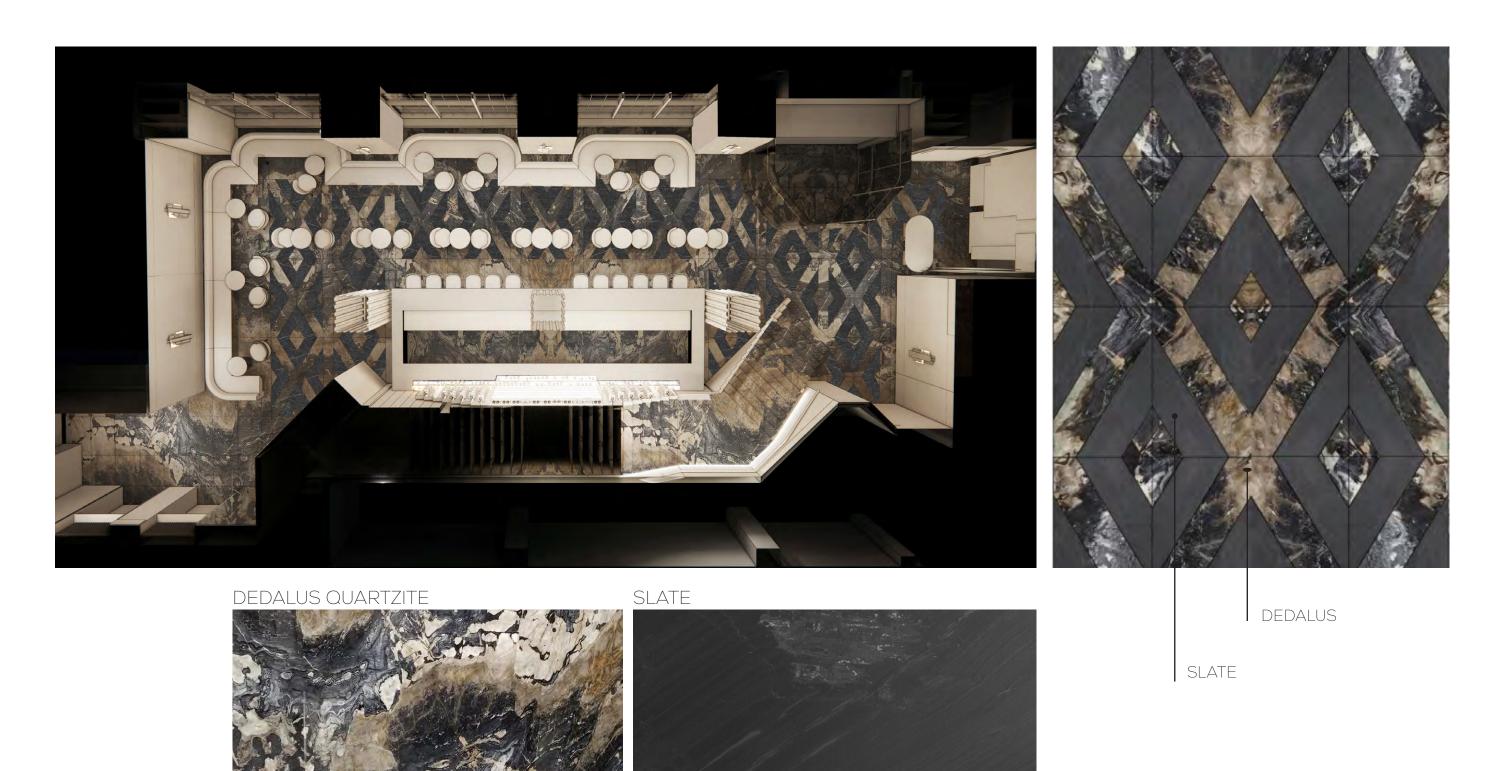


#### AREA +/-1900 SQ FT





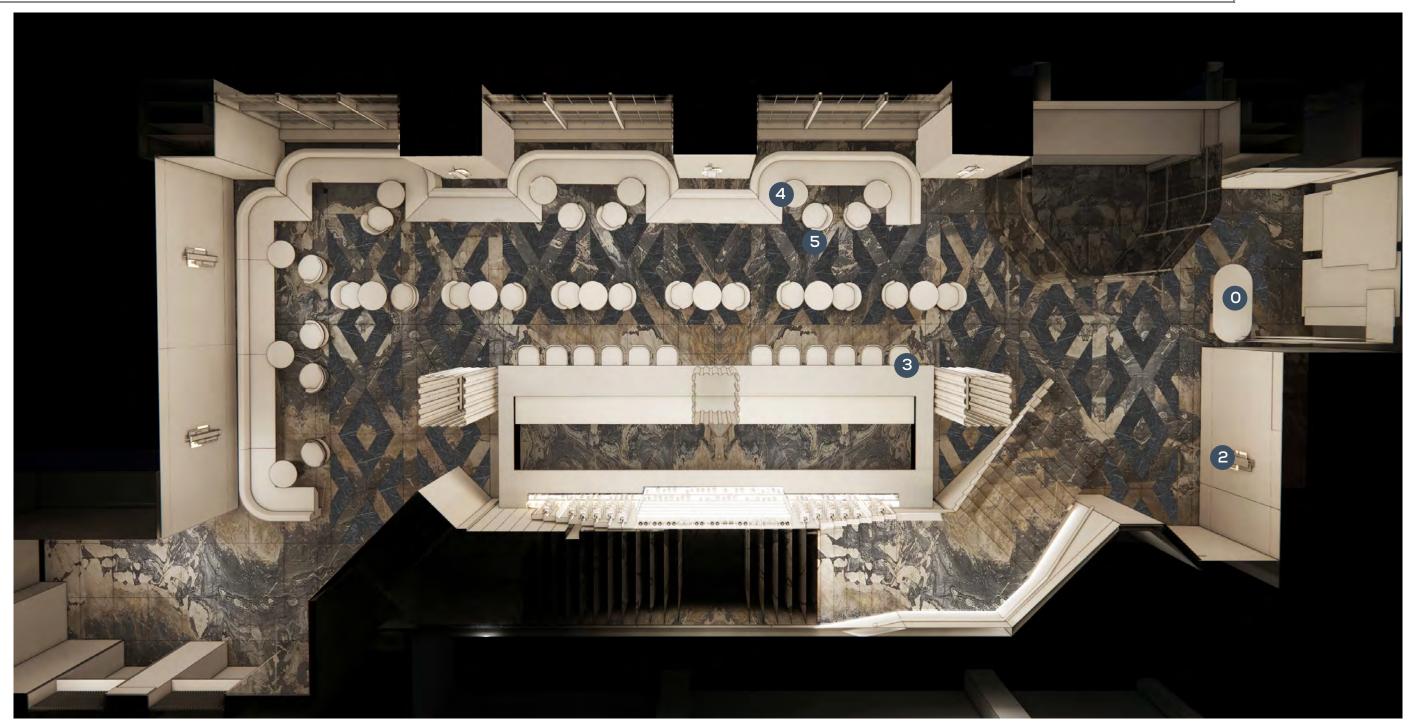
## THE NARRATIVE: RESTAURANT GF PLAN 3D - ORIGINAL





BLUE NATURAL STONE USED ON GROUND, ALTHOUGH BEAUTIFUL, IS VERY LOUD TO BE USED SO ABUNDANTLY > RESTRICT ITS USE TO THE FLOOR

> REVISIT FOR BAR AND DELETE FOR STAIRS (VE CONSIDERATIONS FOR STAIR CLADDING IS INTEGRAL)

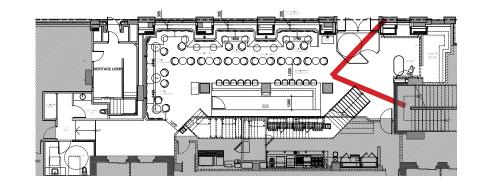




## THE JOURNEY: FLOOR FINISH PATTERN - SOLUTIONS OPTION 01











LAYERED FABRIC FEATURE



BLACK PLASTER WALLS

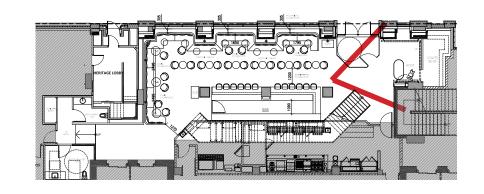


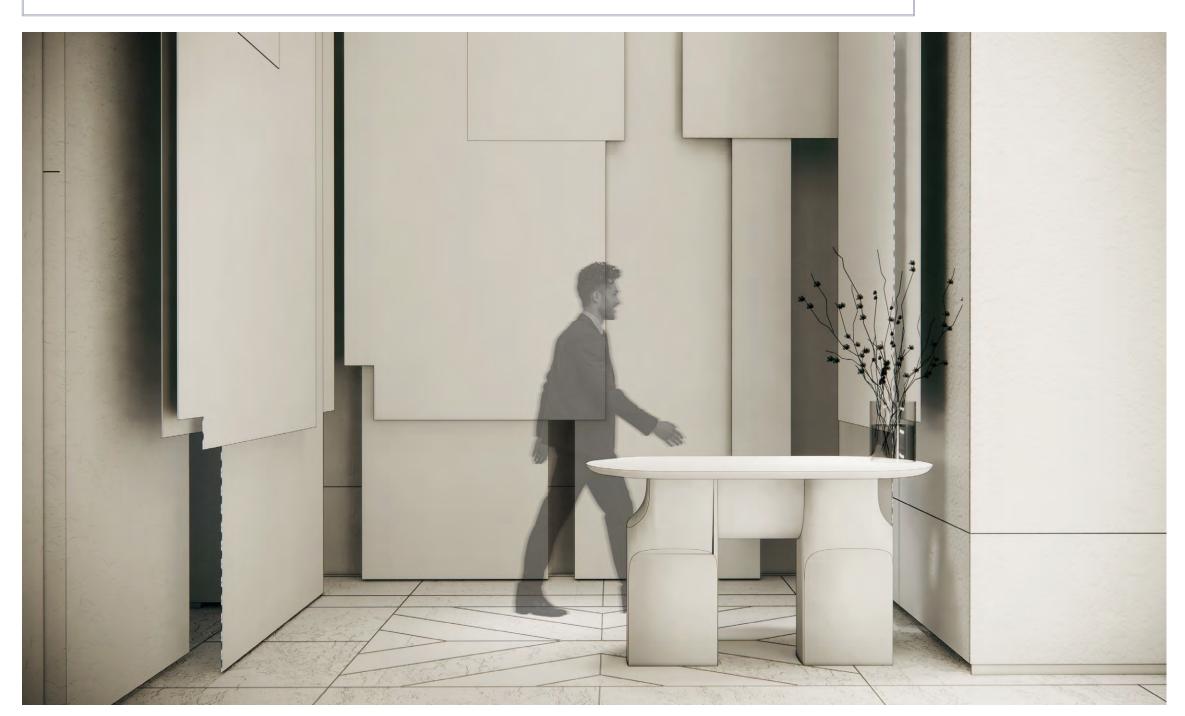
BRONZE GLASS VESTIBULE



#### THE JOURNEY I MAIN BAR LOUNGE - KIMONO ROOM - MADISON'S COMMENTS

# KIMONO WALL IS UNNECESSARY AND COMPETES WITH THE BEAUTIFUL KIMONO-INSPIRED MESH DRAPING OF THE CHANDELIER







LAYERED FABRIC FEATURE



BLACK PLASTER WALLS

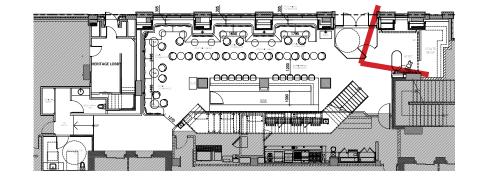


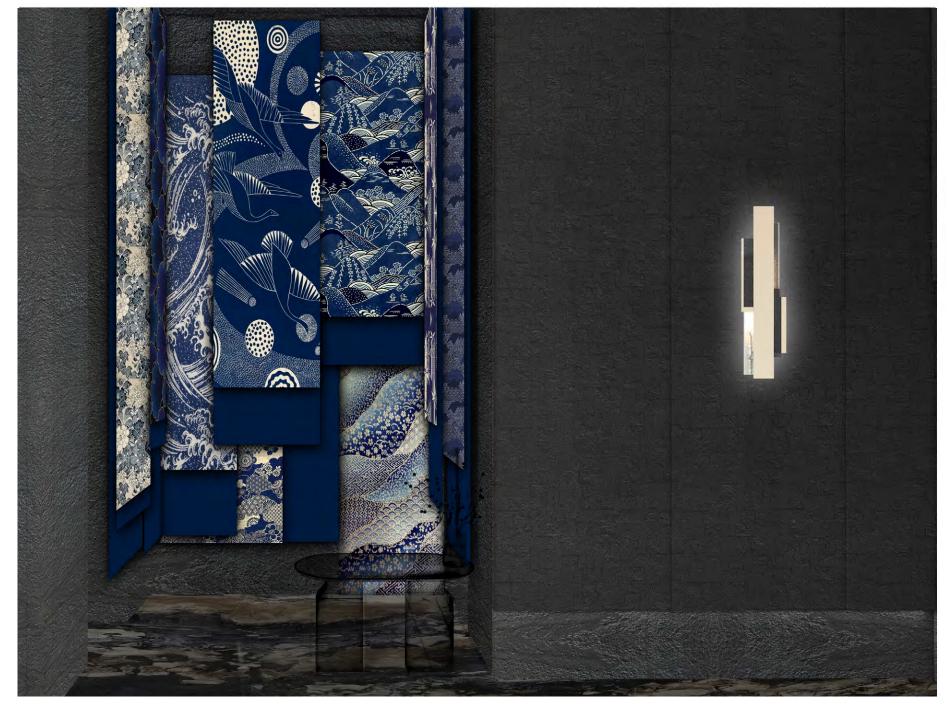
BRONZE GLASS VESTIBULE



#### THE JOURNEY I THE GROUND FLOOR BAR | KIMONO SCREEN - SOLUTION OPTION 1

SM STILL FEELS CONFIDENT THIS AN IMPORTANT ART OPPORTUNITY AND WILL COMPLIMENT THE CHANDELIER AND ENHANCE THE GUEST'S EXPERIENCE



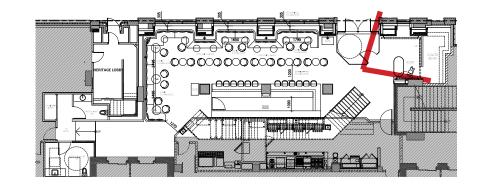


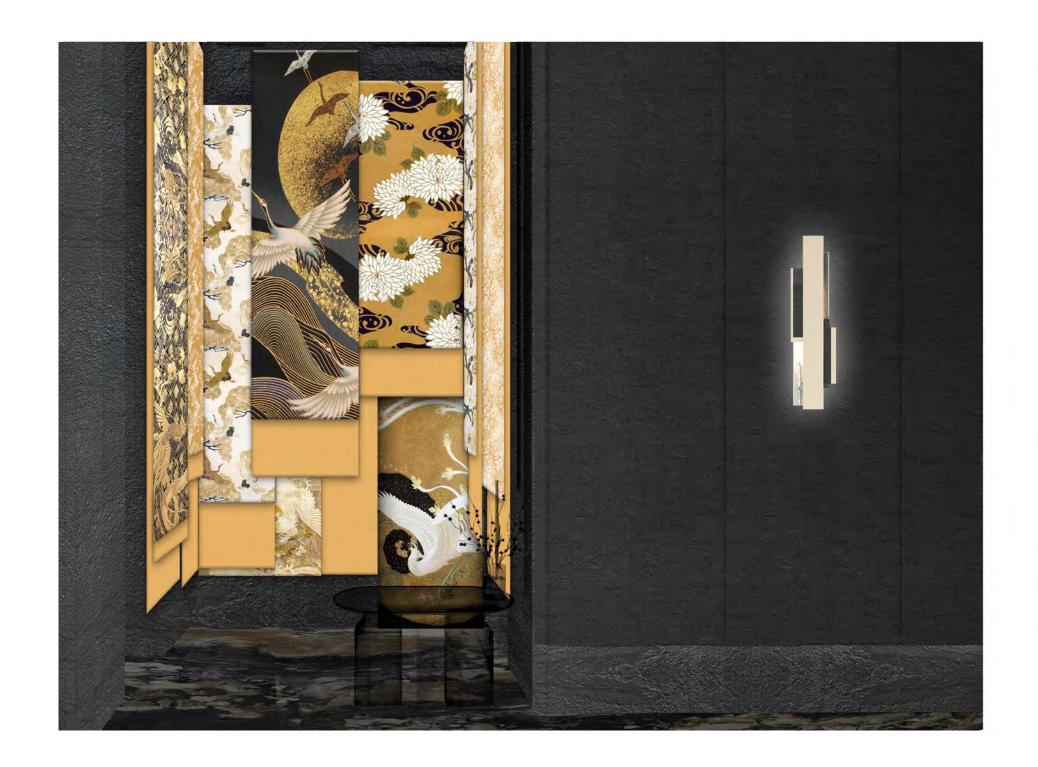




MADISON GROUP - NOBU RESTAURANT

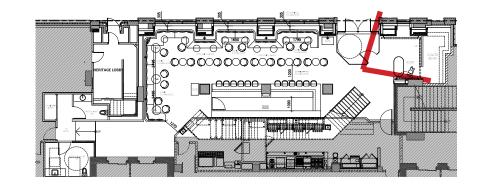


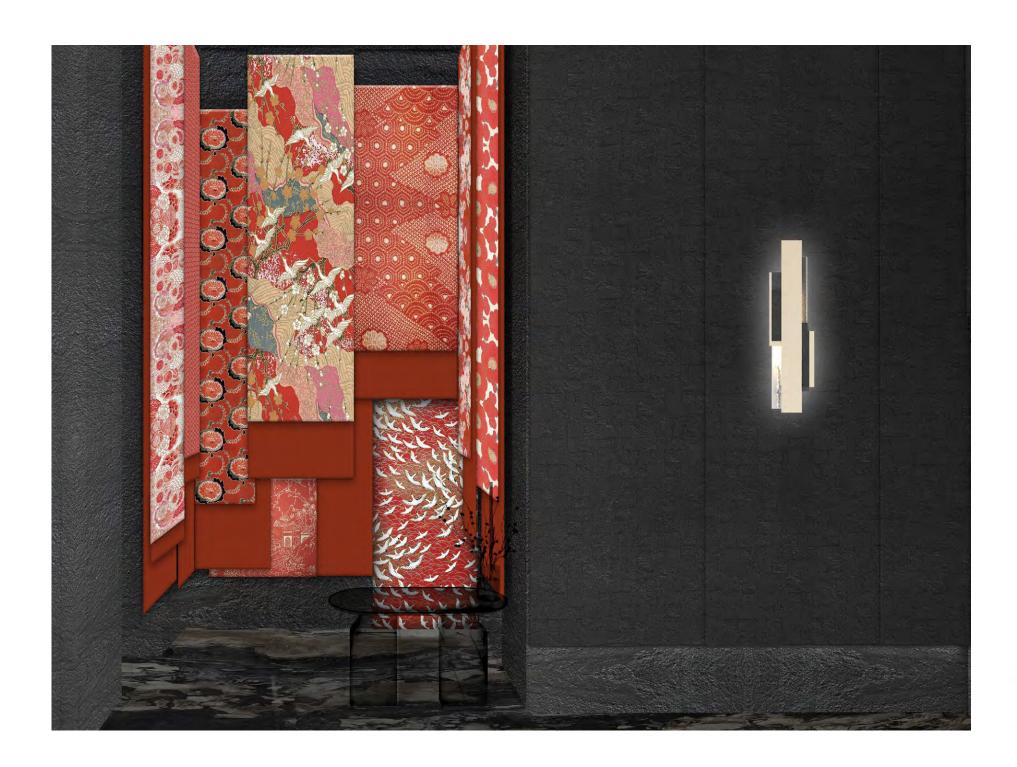






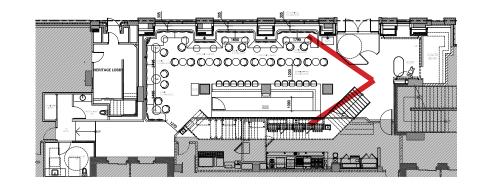
MADISON GROUP - NOBU RESTAURANT SV







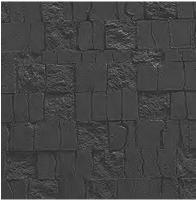




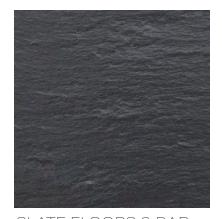




KAWARA TILE

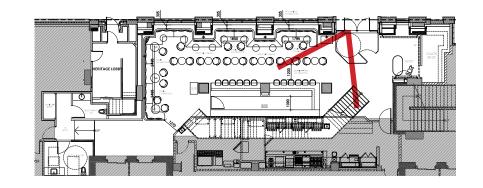


BLACK PLASTER WALLS



SLATE FLOORS & BAR









BAR FRONT INSPIRATION

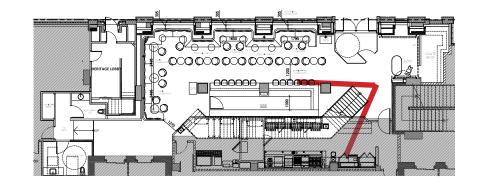


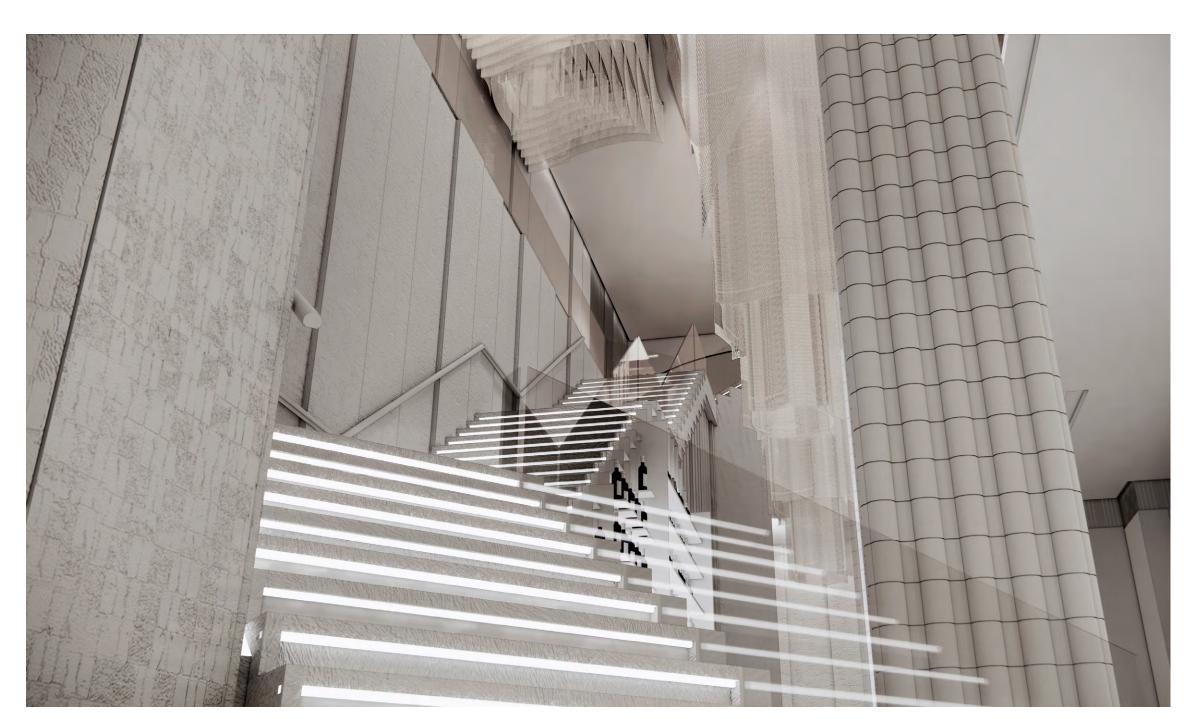
KAWARA TILES



SLATE FLOORS & BAR





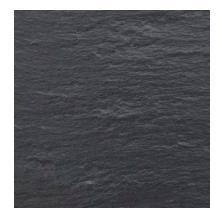




BRONZE CHAIN MAIL

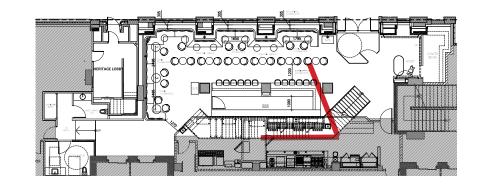


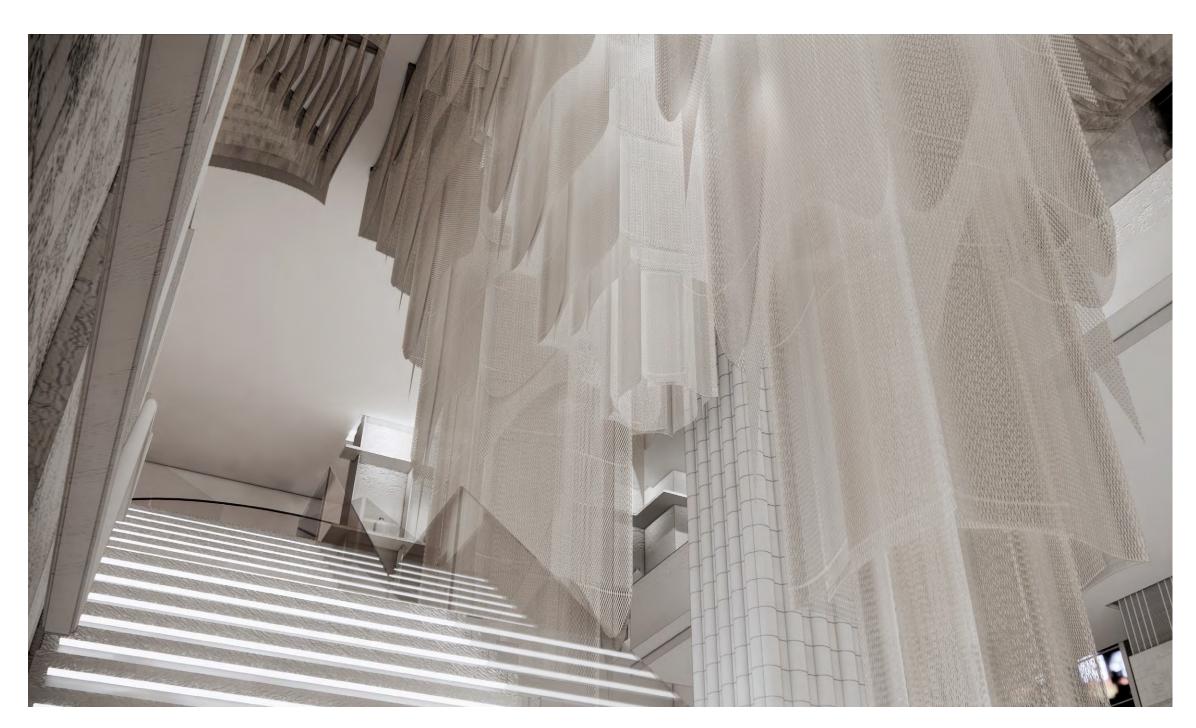
BLACK PLASTER WALLS



SLATE STAIRS









BRONZE CHAIN MAIL

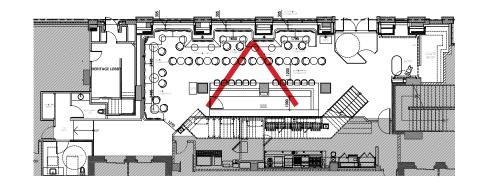


BLACK PLASTER WALLS



SLATE STAIRS









BRONZE CHAIN MAIL

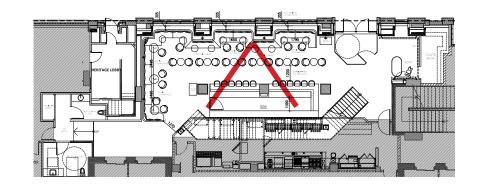


KAWARA TILES



SLATE BAR TOP





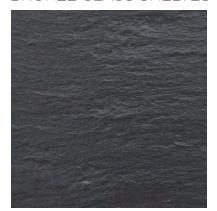




ANTIQUE MIRROR BACK BAR

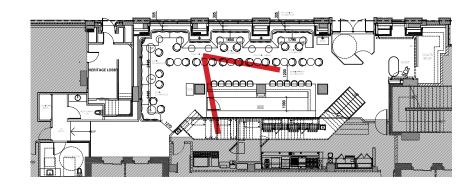


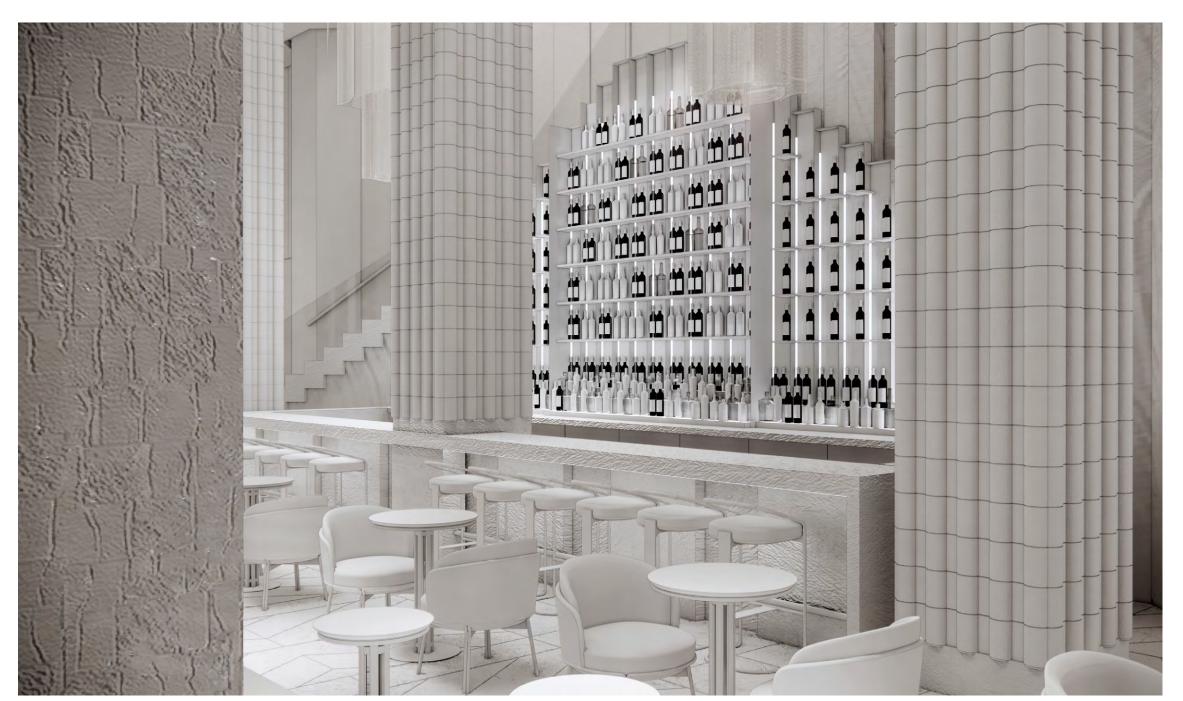
BRONZE GLASS SHELVES



SLATE BAR TOP









BAR FRONT INSPIRATION



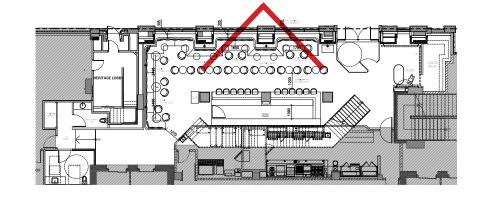
KAWARA TILES

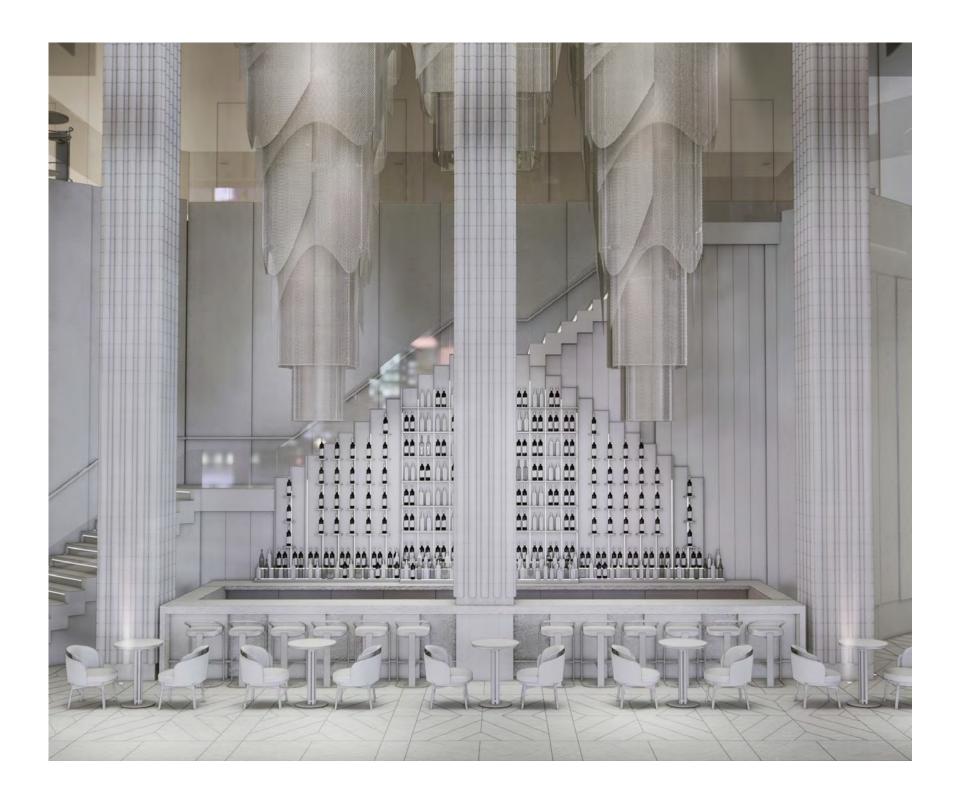


SLATE FLOORS



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







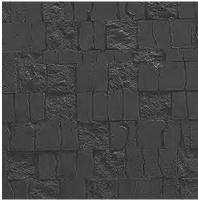
BRONZE CHAIN MAIL



BAR FRONT INSPIRATION



KAWARA TILES

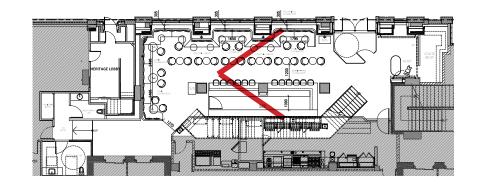


BLACK PLASTER WALLS



SLATE FLOORS & BAR









BAR FRONT INSPIRATION



KAWARA TILES

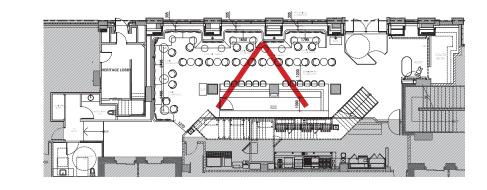


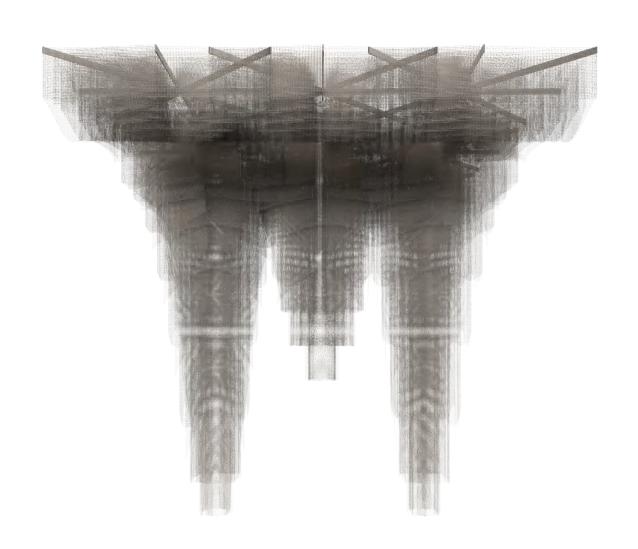
SLATE FLOORS



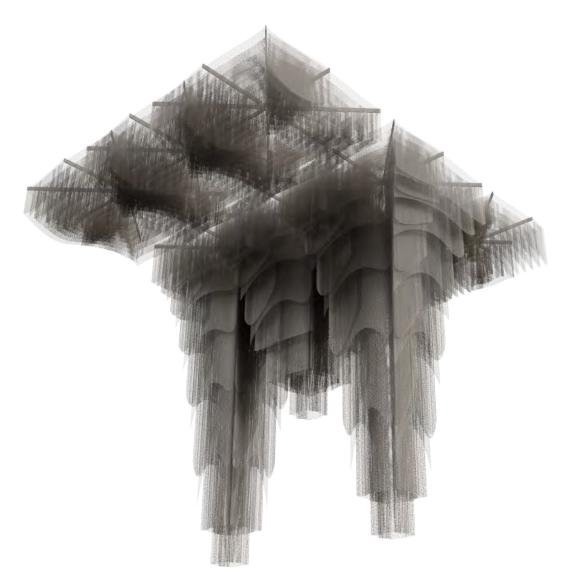


# THE JOURNEY I THE GROUND FLOOR BAR | CHANDELIER







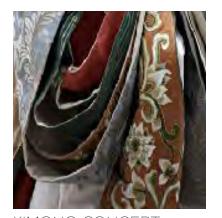




BRONZE CHAIN MAIL



SUSPENDED LAYERS

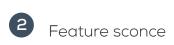


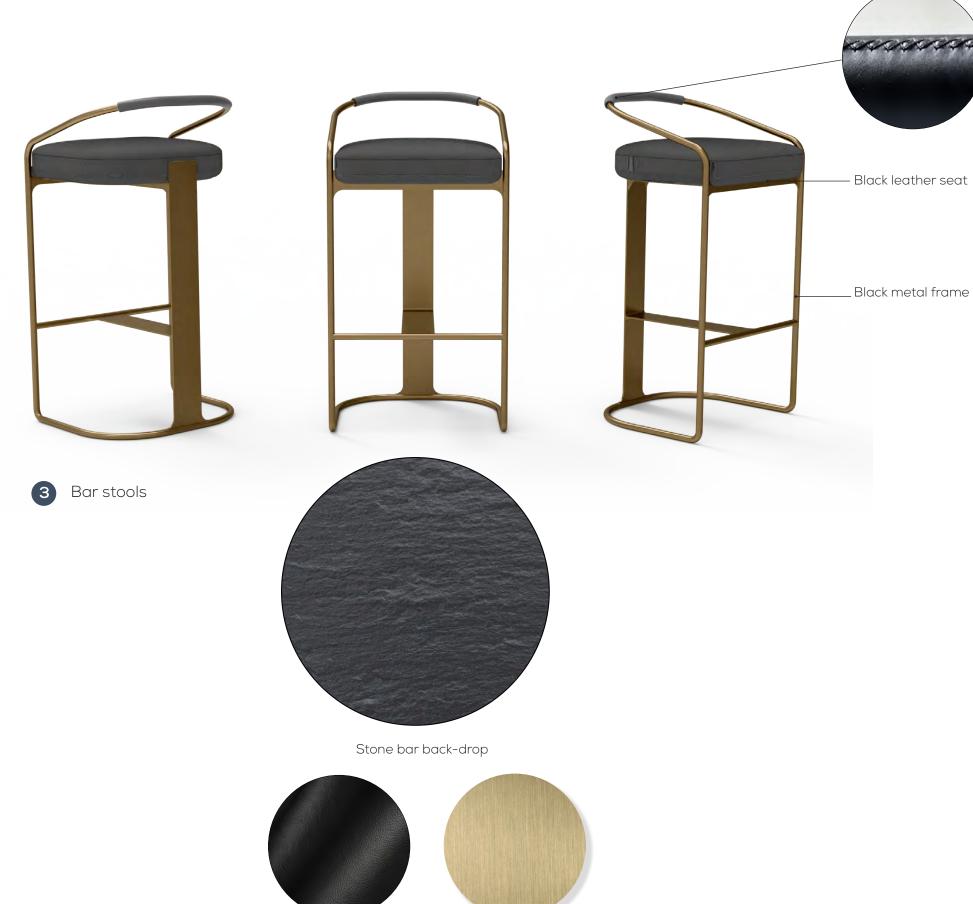
KIMONO CONCEPT

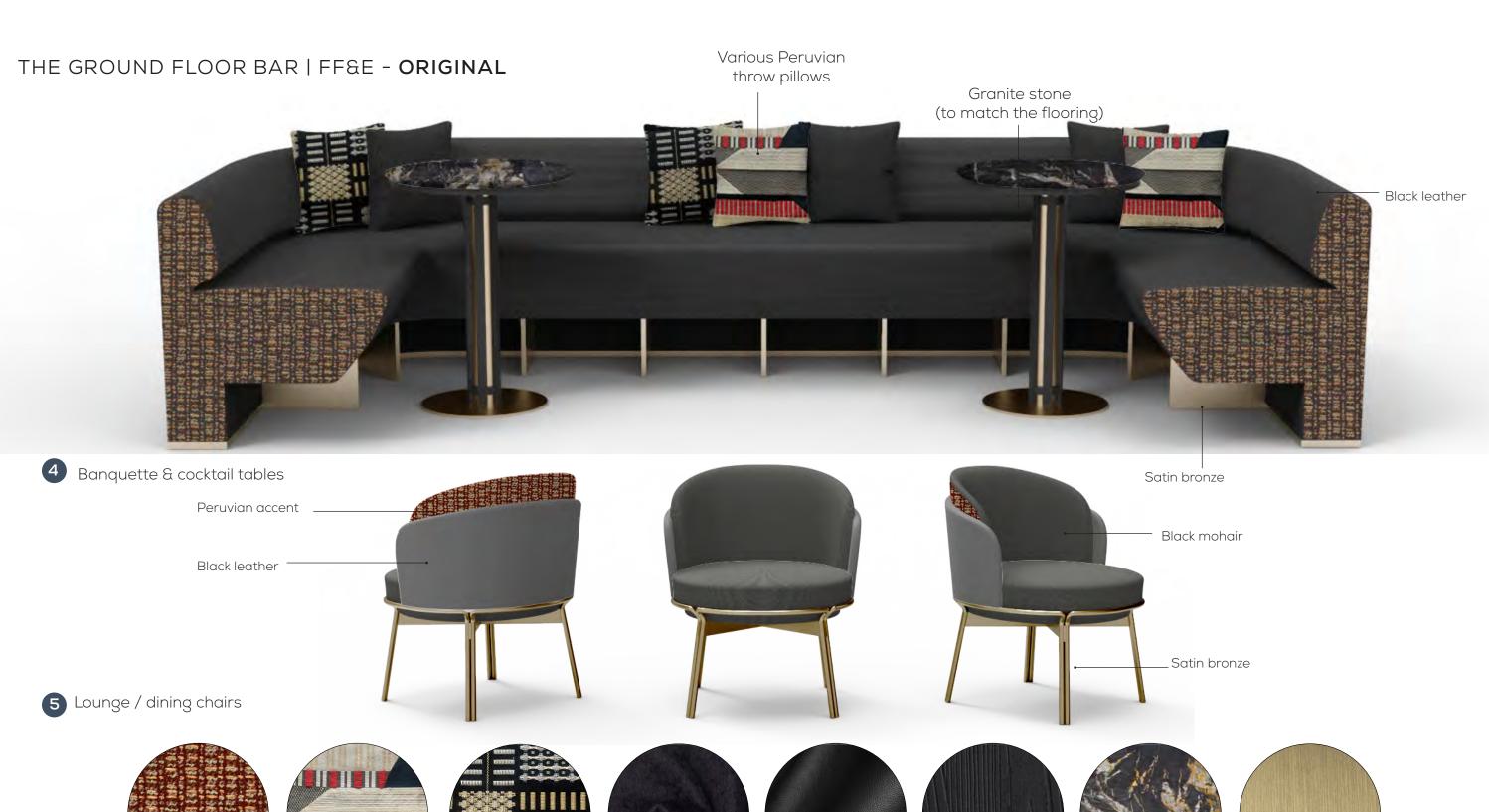


# THE JOURNEY I MAIN BAR FF&E











Embroidered Peruvian throw pillow



Embroidered Peruvian throw pillow



Embroidered Peruvian throw pillow



Mohair



Black leather sofa body



Black stained oak wood



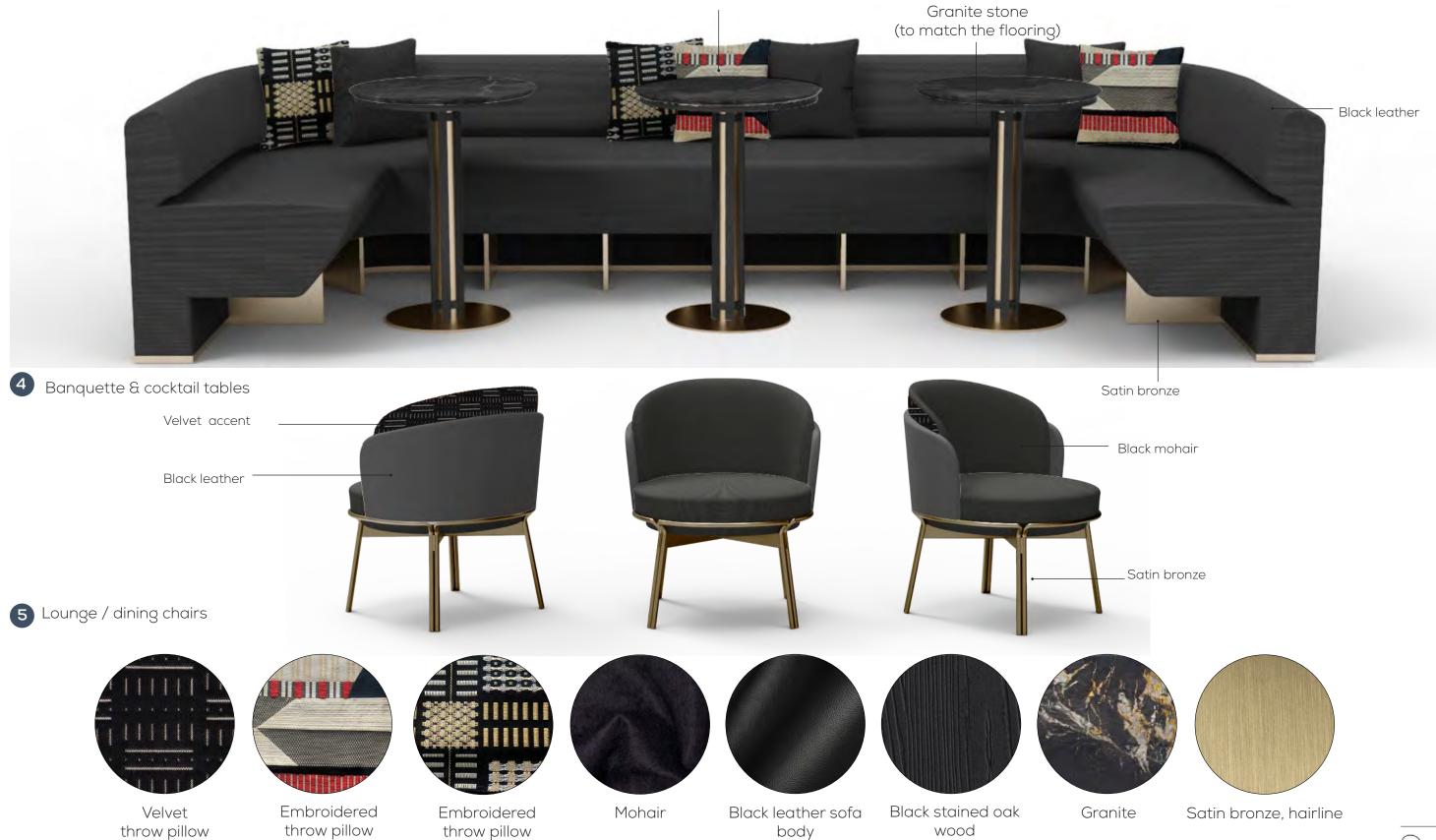
Granite



Satin bronze, hairline







# 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

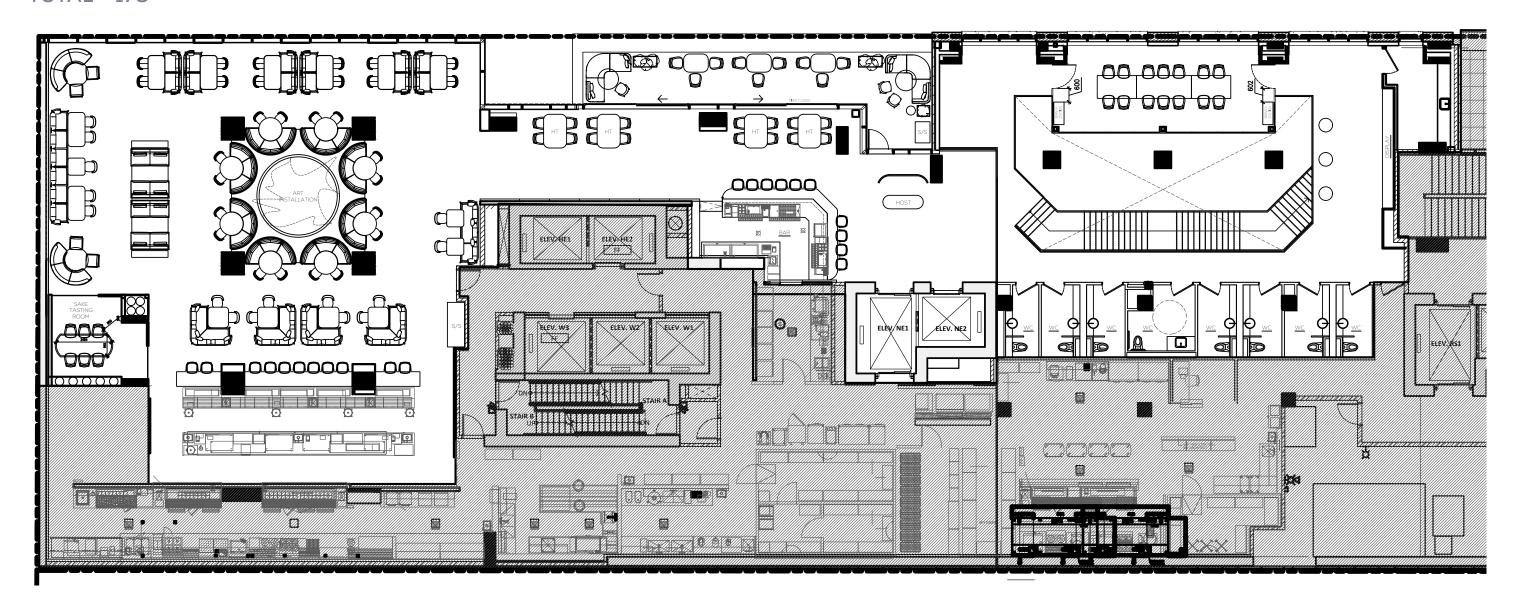


### THE NARRATIVE: RESTAURANT SECOND FLOOR PLAN - ORIGINAL

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

AREA +/-6500 SQ FT

TOTAL - 178



### THE NARRATIVE: RESTAURANT SECOND FLOOR PLAN - REVISED

SEAT COUNT:

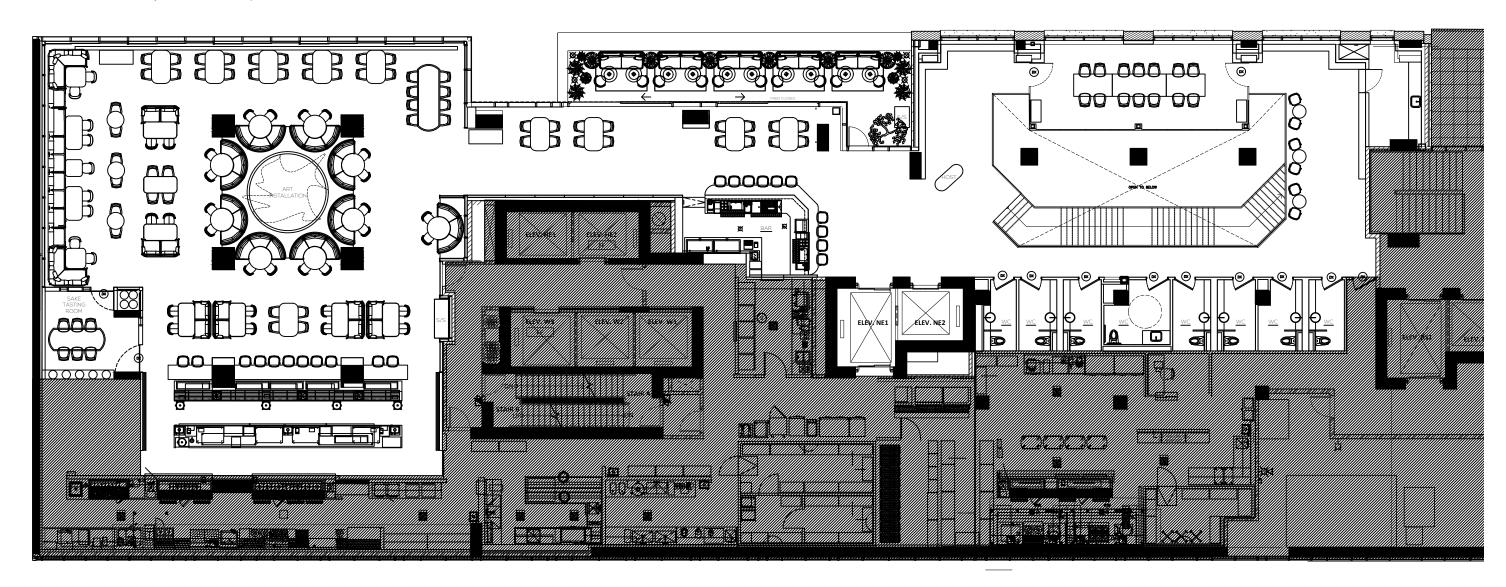
PRIVATE DINING ROOM - 16

SAKE BAR -26

PATIO - 20 (+4)

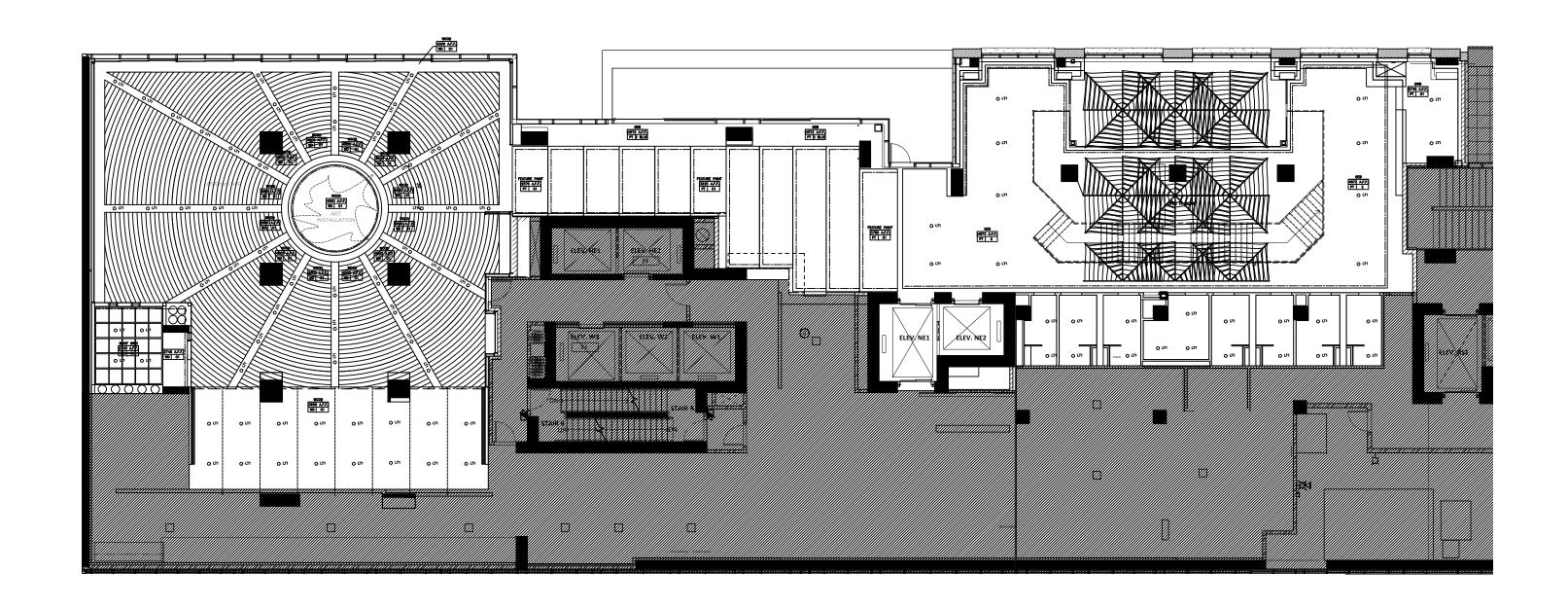
MAIN DINING ROOM - 137 (+17)

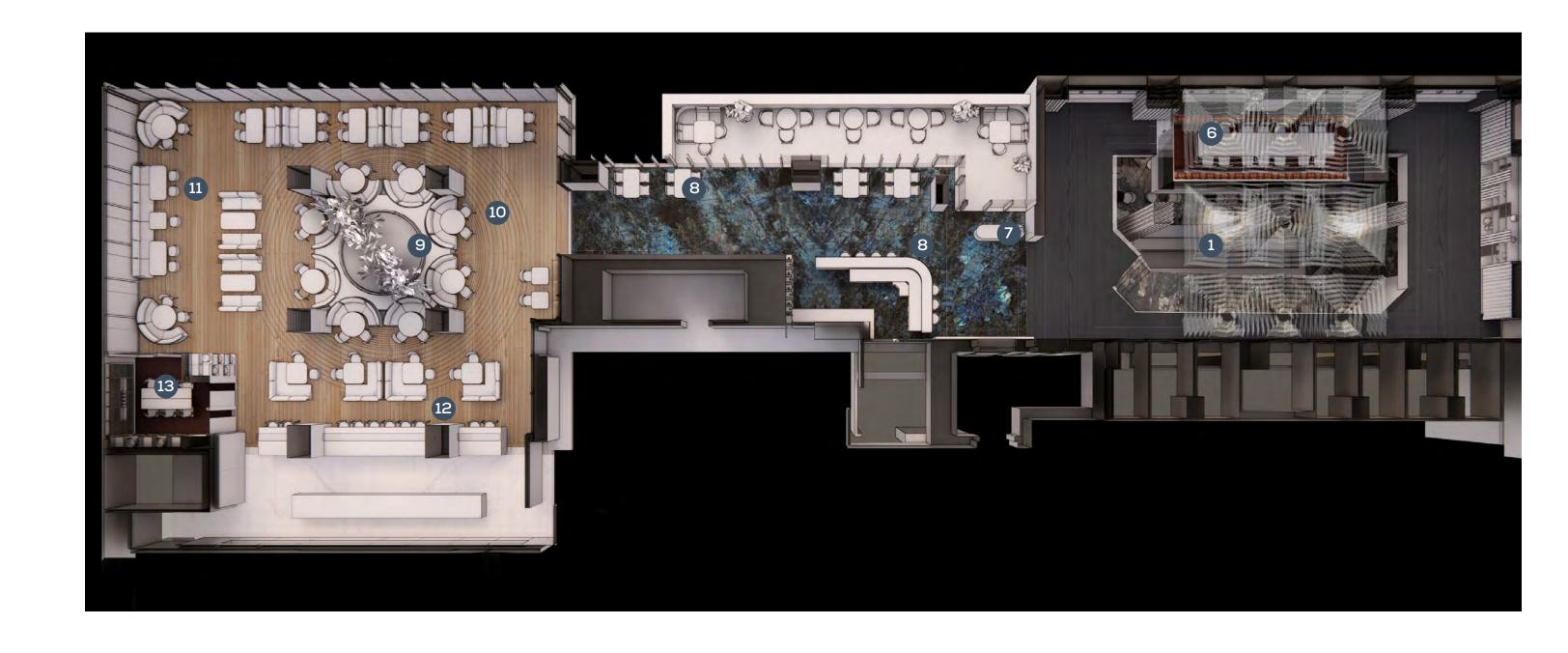
TOTAL - 199 (+21 seats)





AREA +/-6500 SQ FT





- WE UNDERSTAND THIS DESIGN WAS INTENTIONAL TO HELP CREATE DIFFERENT EXPERIENCES AS YOU TRAVEL THROUGH
THIS VERY LARGE SPACE HOWEVER IT FEELS LIKE THERE TOO MUCH EMPHASIS ON THE WOW, WHICH MAKES THE JOURNEY FEELS DISJOINTED - ESPECIALLY IN THE TUNNEL

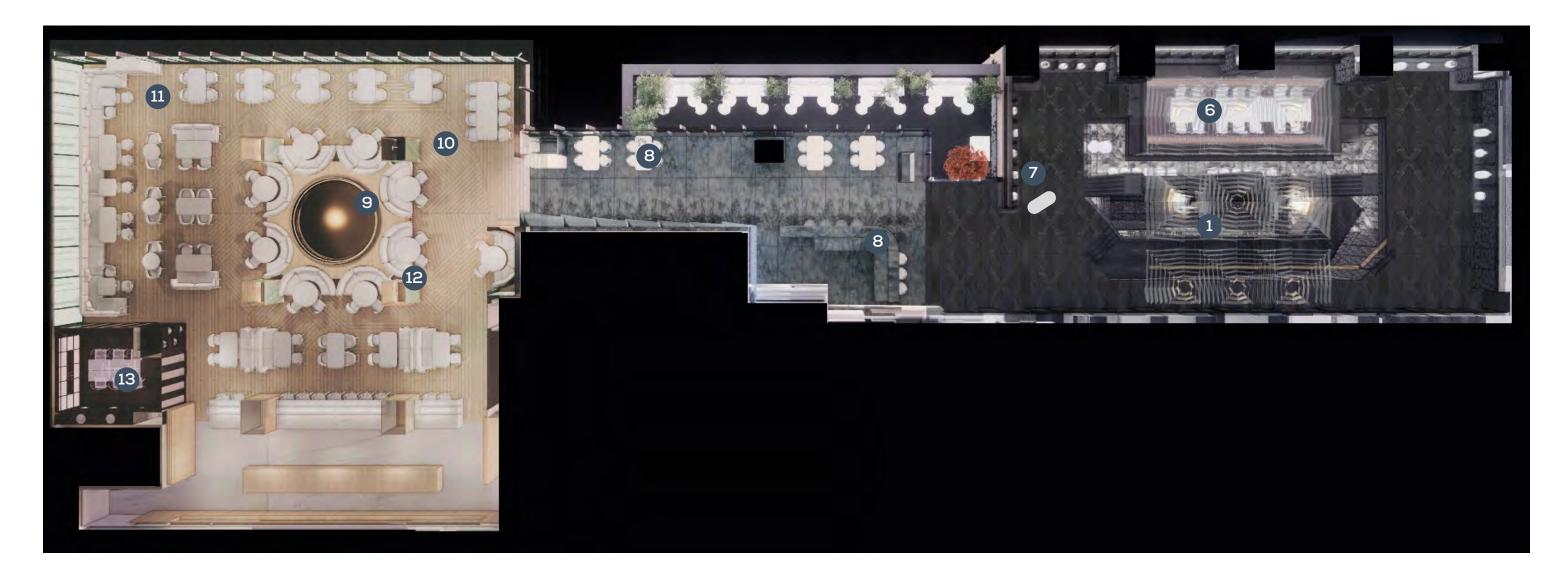
BLUE GRANITE USAGE IN TUNNEL AREA IS DIFFERENT FROM GROUND FLOOR BLUE STONE (PLS PROVIDE NAME OF IT FOR BUDGET), YET FAIRLY SIMILAR. EXPLAIN REASONING AND INTENT?

ELIMINATE CIRCULAR HARDWOOD PATTERN

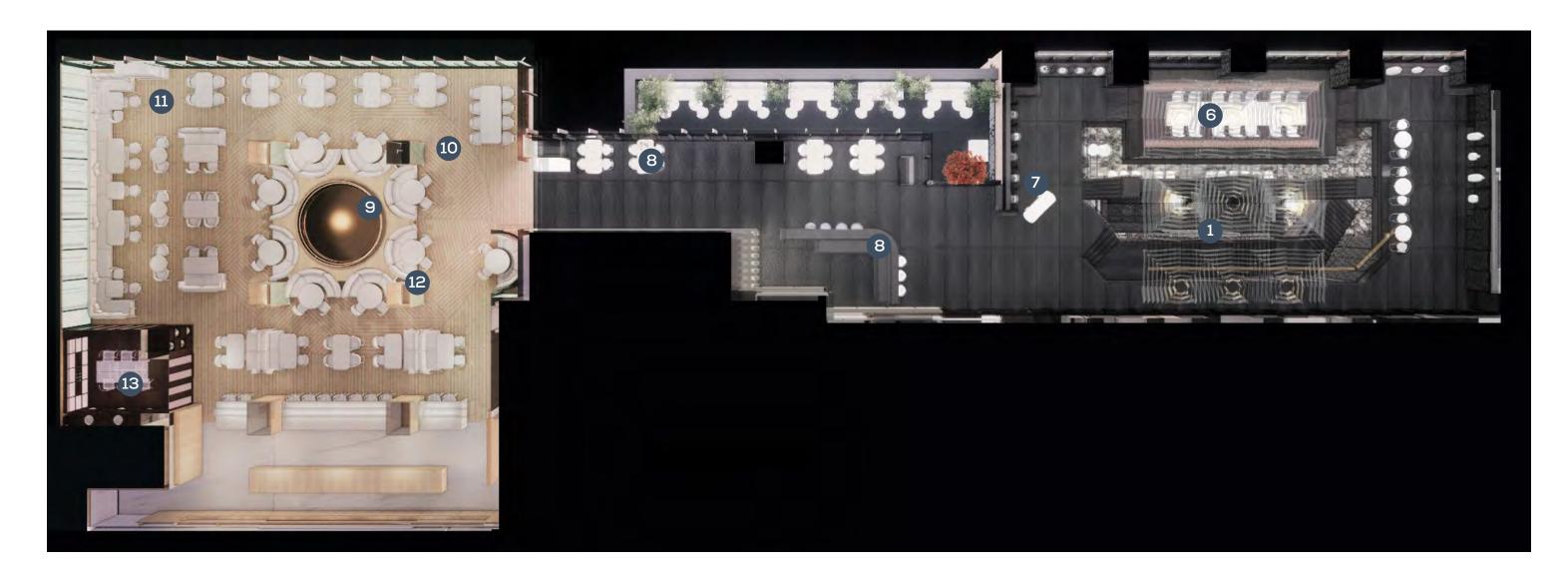




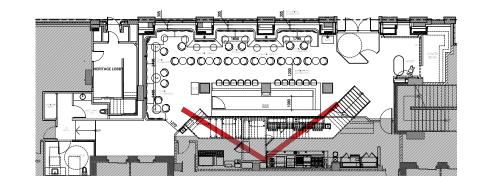
DEDALUS STONE IN BAR IS MORE ACCURATELY DEPICTED, CIRCULAR FLOOR IS RE-DEVELOPED AND MORE COST EFFECTIVE, SLATE IS ADDED TO THE CIRCULATION CORRIDOR

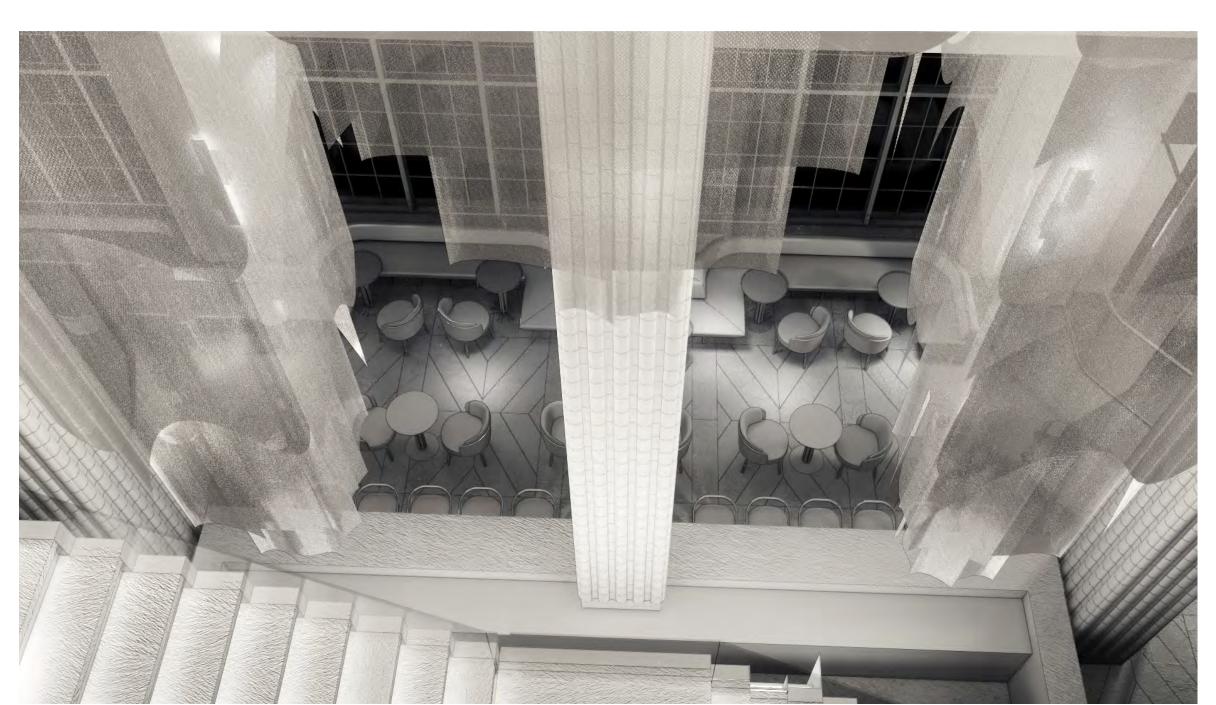


# SLATE FLOORS THROUGHOUT PDR CORRIDOR AND SAKE BAR













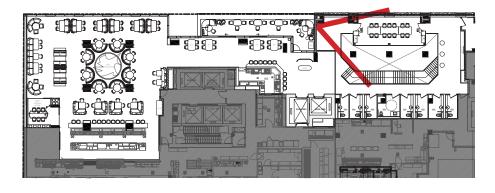


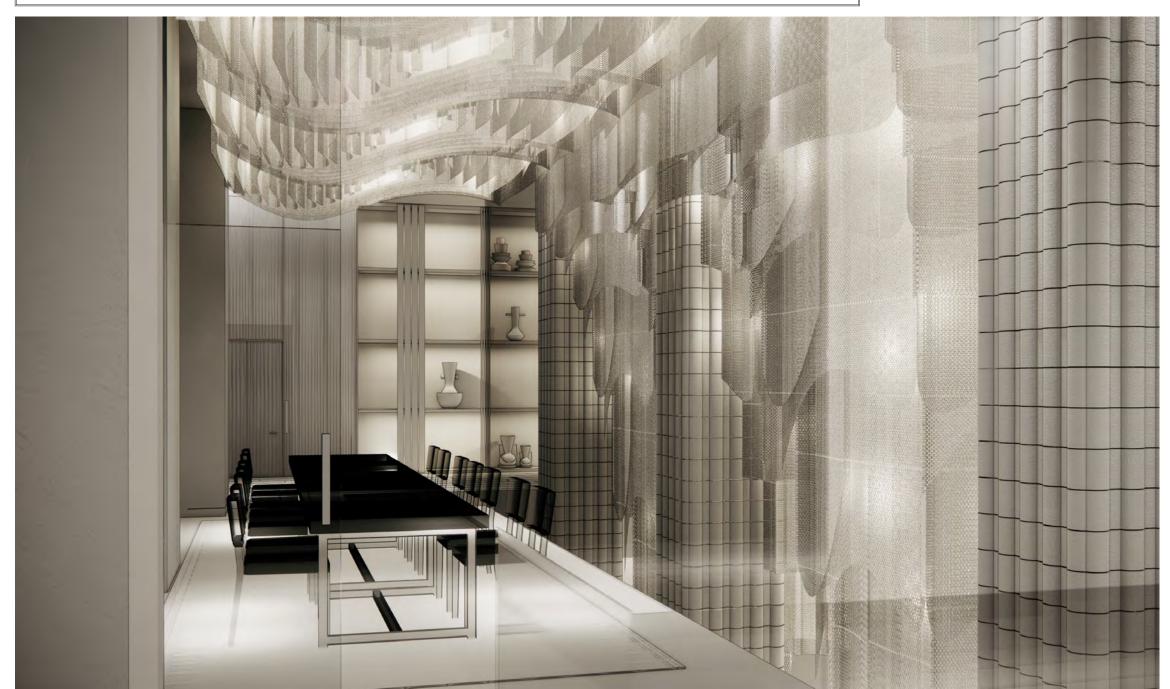
STONE BAR AND FLOORS



### THE JOURNEY | PRIVATE DINING ROOM - ORIGINAL - MADISON COMMENTS:

LARGE CIRCULATION SPACE AROUND ATRIUM HAS NOT BEEN CONSIDERED, PROGRAMMED NOR DISCUSSED IN THIS PRESENTATION AS WE HAD EXPLICITLY REQUESTED. THIS NEEDS TO BE ADDRESSED NOW BY STUDIO MUNGE, NOT AT NEXT PHASE OF SD



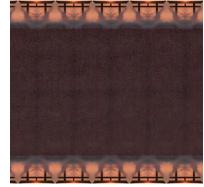




KAWARA TILES



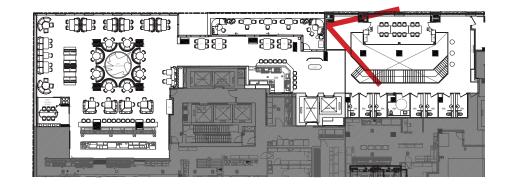
METALLIC CHANDELIE

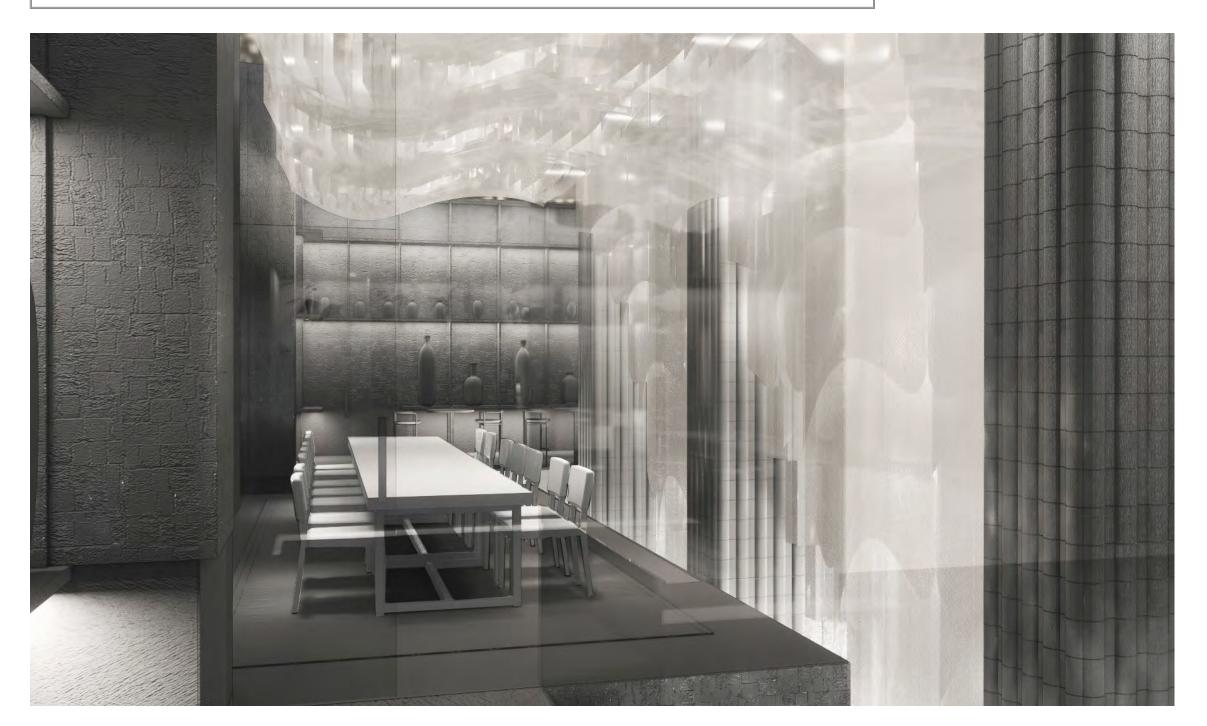


**CUSTOM CARPET** 

### THE JOURNEY | PRIVATE DINING ROOM - SOLUTIONS

SM PROVIDED CLARIFICATIONS AND ADDITIONAL VIEW OF THE CIRCULATION CORRIDOR AND WASHROOMS FOR MG REVIEW



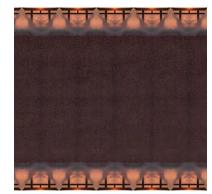




BURGUNDY TINTED GLASS

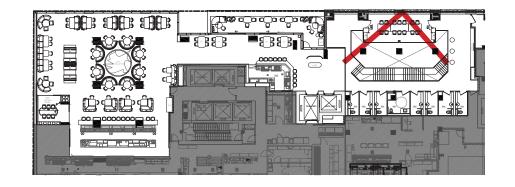


1ETALLIC CHANDELIER



**CUSTOM CARPET** 





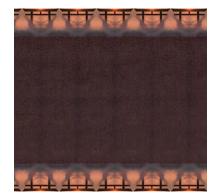




BURGUNDY TINTED GLASS

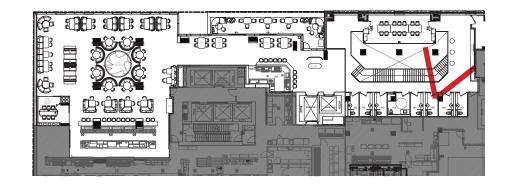


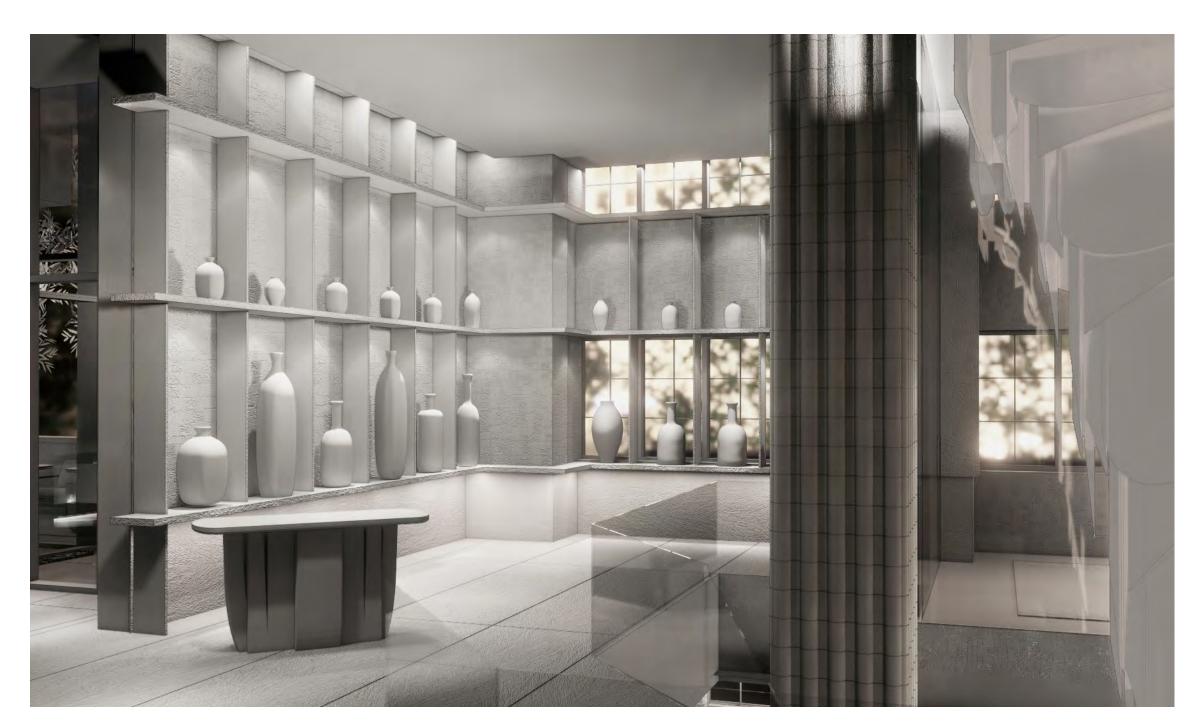
METALLIC CHANDELIEF



CLISTOM CARDET









KAWARA TILES

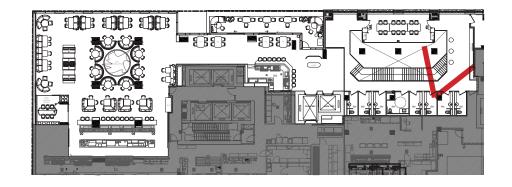


WOOD SHELVES



SLATE FLOORS









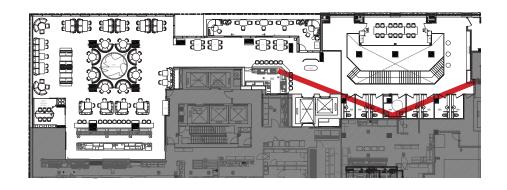


WOOD SHELVES



SLATE FLOORS











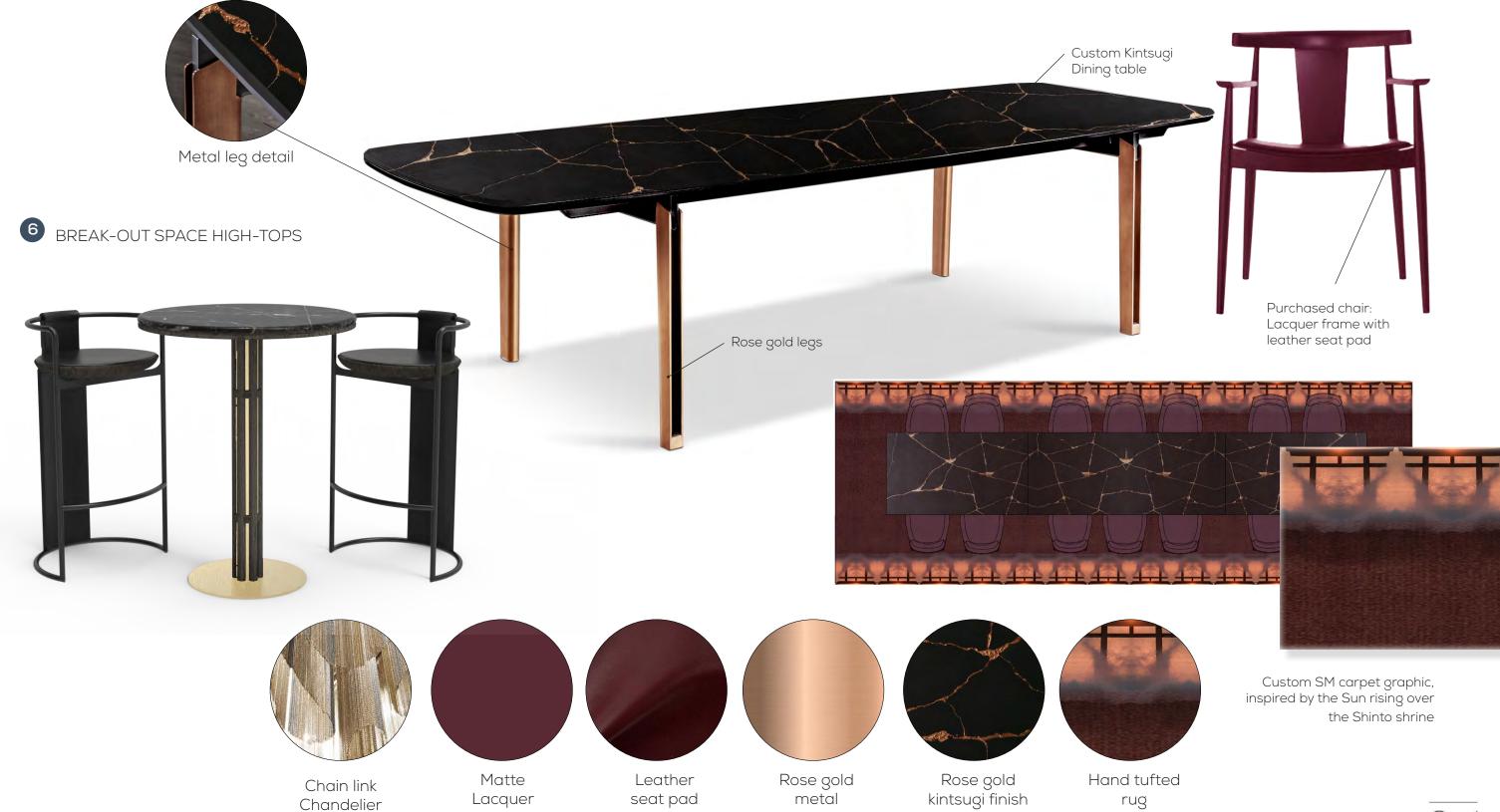








INSPIRED BY THE TRADITIONAL JAPANESE RAKU POTTERY TECHNIQUES, USING MODERN FORMS AND NEUTRAL COLORS

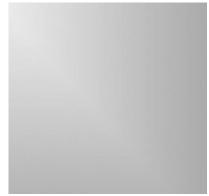


MADISON GROUP - NOBU RESTAURANT





PORCELAIN TILE - WALI



MIRROR

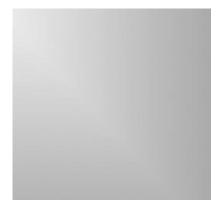


SLATE FLOOR & VANITY









MIRROR



SLATE FLOOR & VANITY



# THE GREAT WAVE









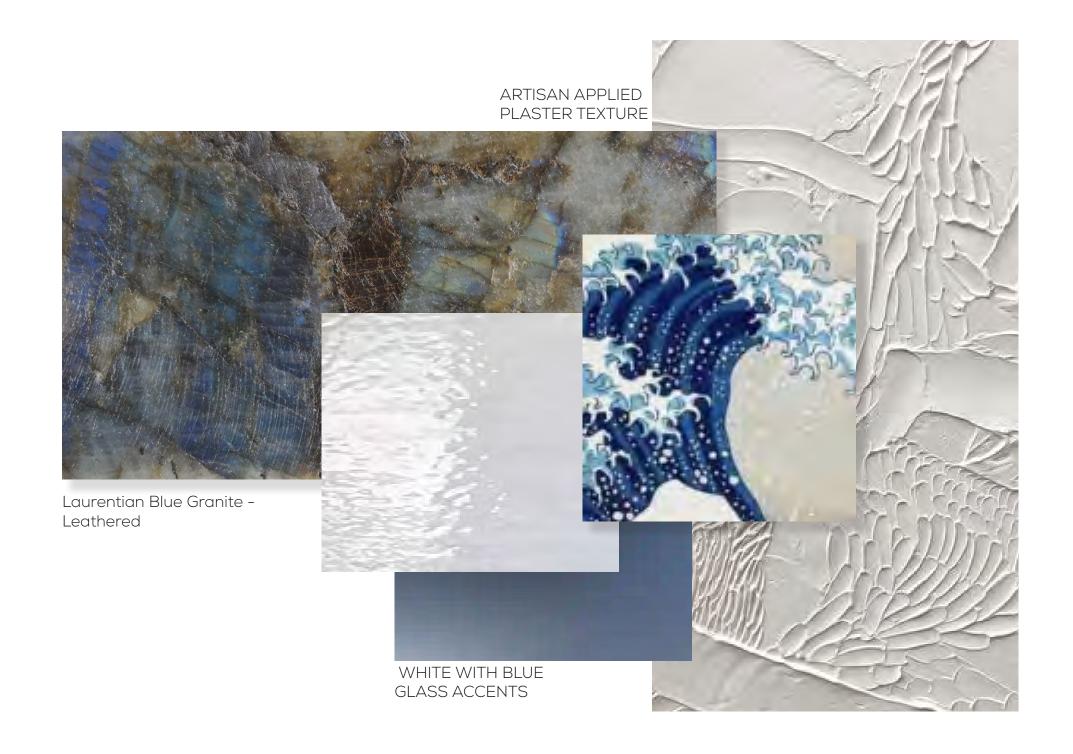




# THE SAKE BAR | THE GREAT WAVE

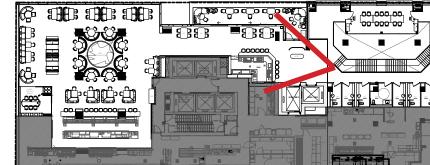




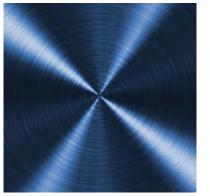




## THE JOURNEY I SAKE BAR - THE GREAT WAVE - ORIGINAL







METALLIC BLUE BACK BAR



BLUE STONE FLOORS



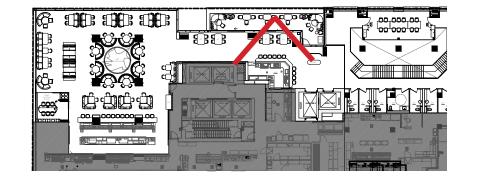
WHITE PLASTER WAVE

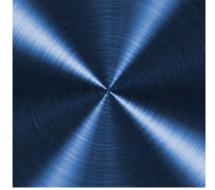
### THE JOURNEY I SAKE BAR - THE GREAT WAVE - ORIGINAL - MADISON COMMENTS

TUNNEL DESIGN IS TOO LOUD, TOO BLUE AND REMINISCENT OF A NIGHT CLUB > FEELS LIKE ITS SOLE PURPOSE IS TO SHOCK AND AWE AS YOU WALK THROUGH > DOES NOT SERVE TO LINK YOUR JOURNEY FROM THE BAR TO THE DINING ROOM

### MORE SKETCH UP OPTIONS NEED TO BE PROVIDED FOR THIS AREA







METALLIC BLUE BACK BAR



BLUE STONE FLOORS

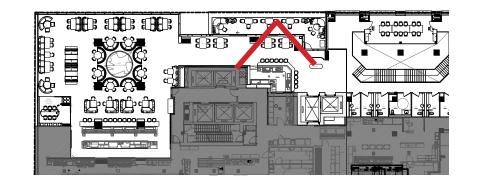


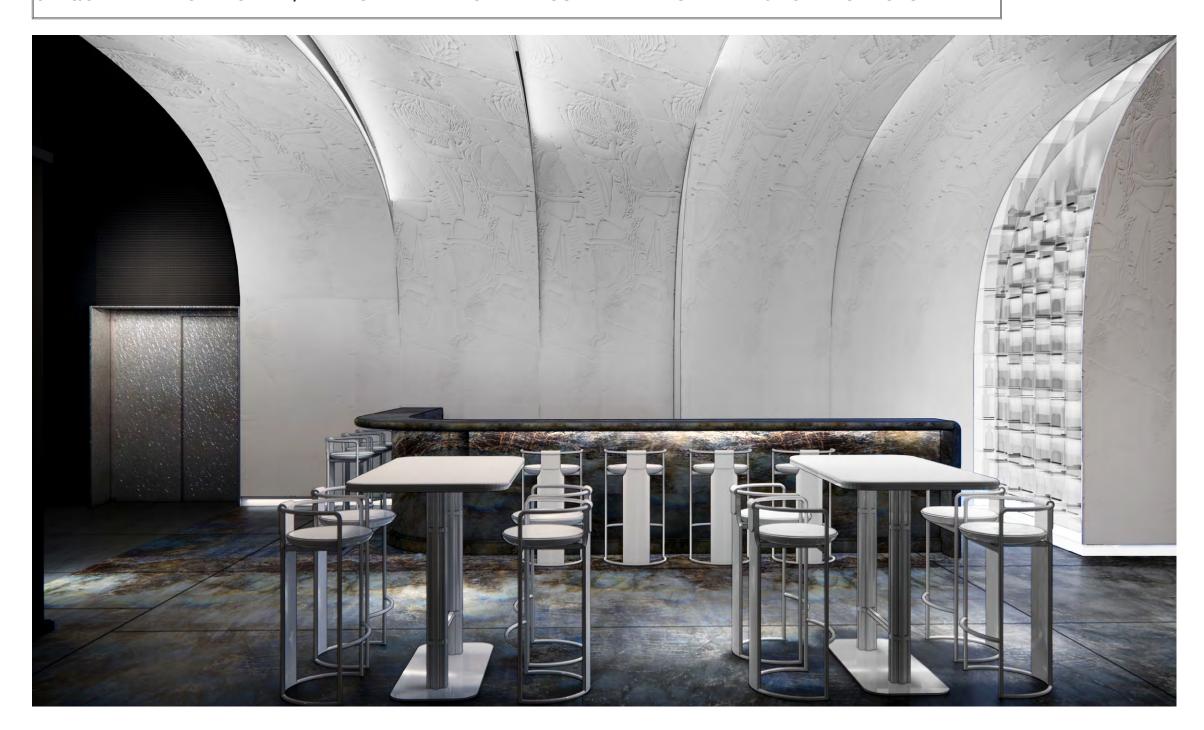
WHITE PLASTER WAVE



### THE JOURNEY I SAKE BAR - THE GREAT WAVE - SOLUTION - OPTION 1 - SM PREFERENCE

SOLUTION: RE-RENDERED THE SAME FINISHES WITH SOFTER, MORE AMBIENT LIGHTING. REPLACED METALLIC ACCENTS WITH SOFTER GLASS ACCENTS. SM IS STILL CONFIDENT THIS WILL PROVIDE AN UNIQUE AND EXCITING BAR/DINING EXPERIENCE AND COMPLIMENTS THE ADJACENT SPACES







WHITE BACK BAR, BLUE

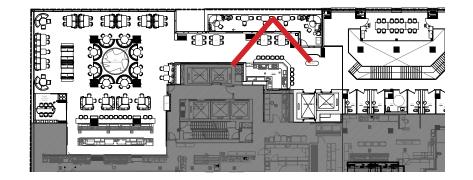


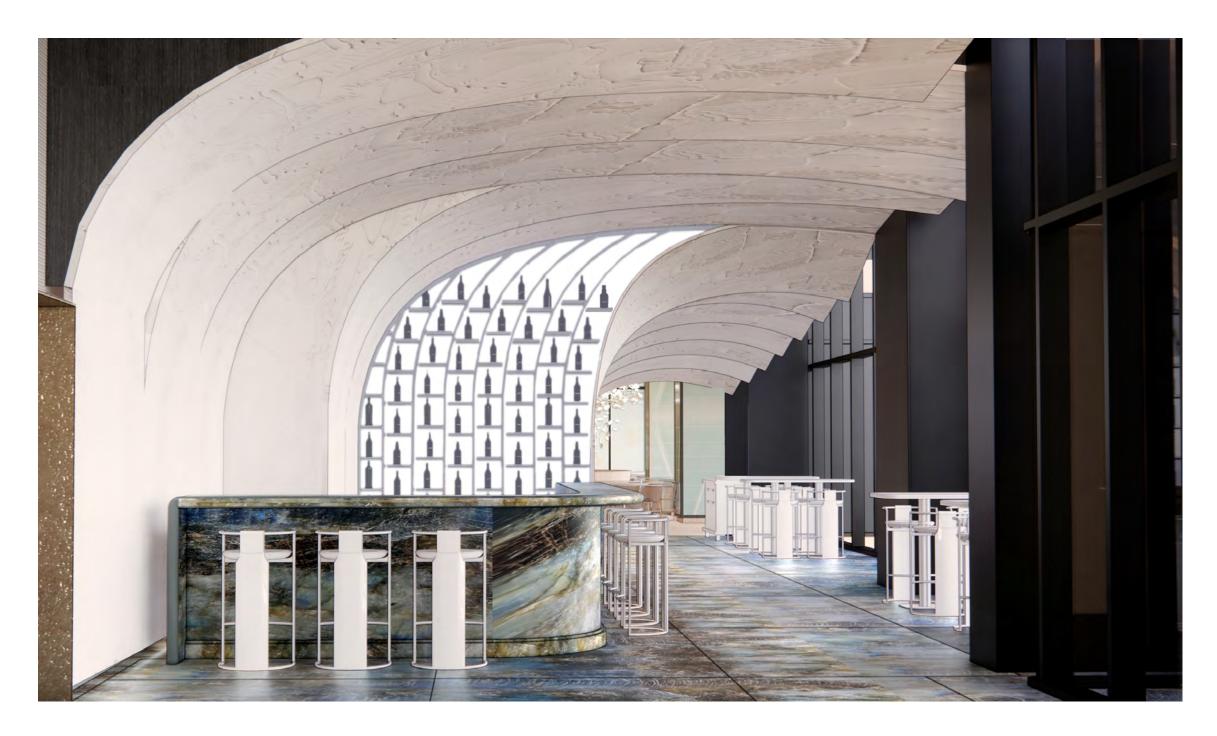
BLUE STONE FLOORS



WHITE PLASTER WAVE









WHITE BACK BAR, BLUE



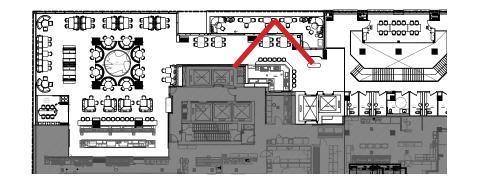
BLUE STONE FLOORS

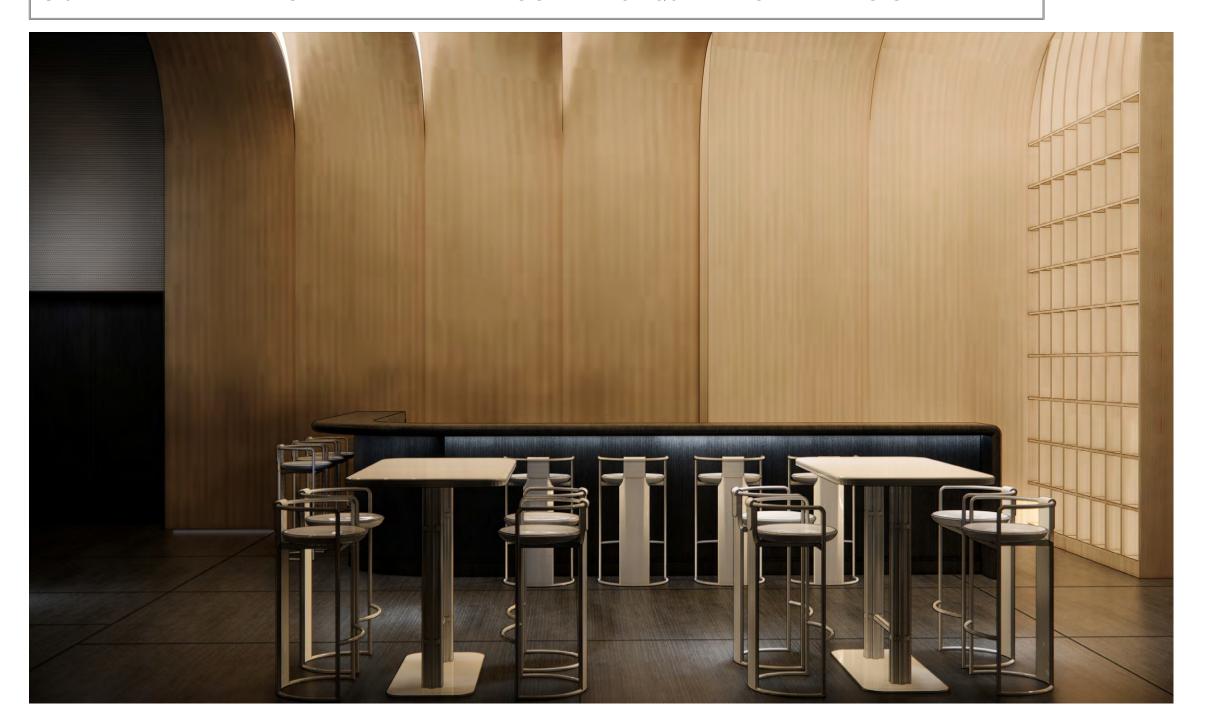


WHITE PLASTER WAVE



SOLUTION: RE-VISITED AN EARLIER CONCEPT WITH A STRAIGHTER WAVE DESIGN AND MORE STREAM-LINED FINISHES. THE SLATE FROM THE MAIN BAR AND THE WOOD FROM THE MAIN DINING ROOM WORK TO UNITE THE THREE AREAS RATHER THAN EMPHASIS THREE UNIQUE DINING EXPERIENCES







BLUE GLASS BACK BAR

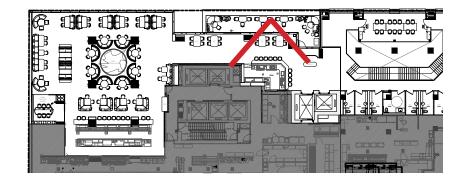


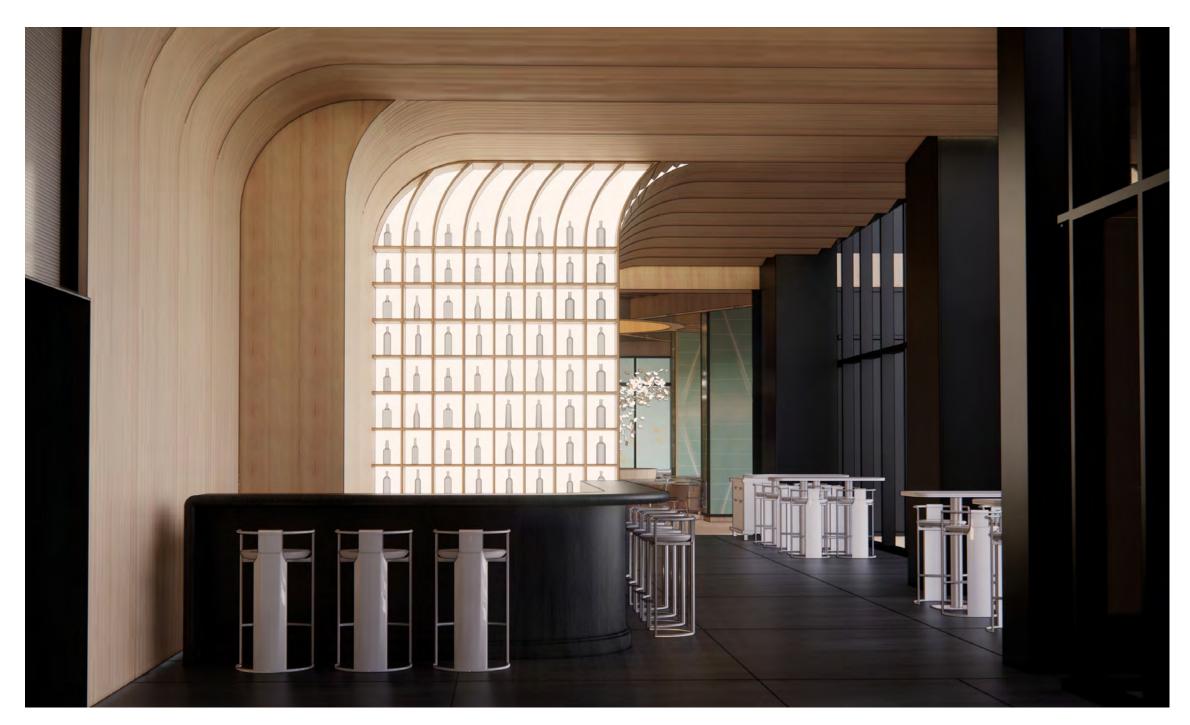
WHITE GLASS BACK BAR



ELM VENEER WAVE









BLUE GLASS BACK BAR



WHITE GLASS BACK BAR



ELM VENEER WAVE



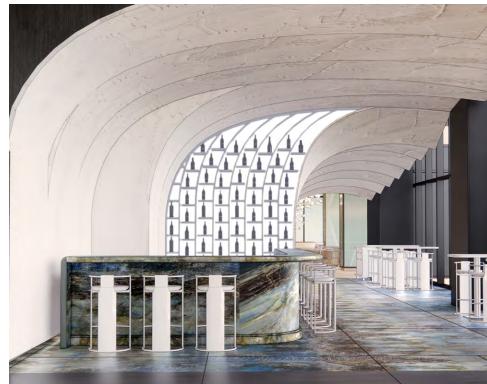
BEFORE: REVISED: ALTERNATIVE:





















STEPPED EDGE DETAIL



STONE TOP

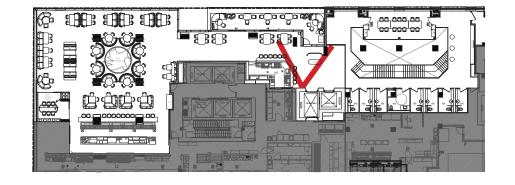


STACKED WOOD BASE

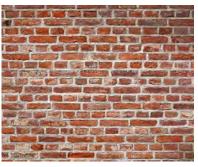


### THE JOURNEY I THE SAKE BAR | FF&E









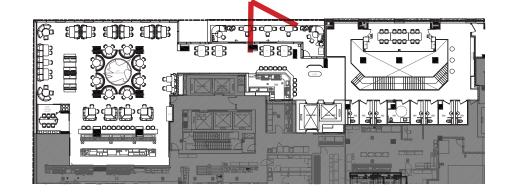


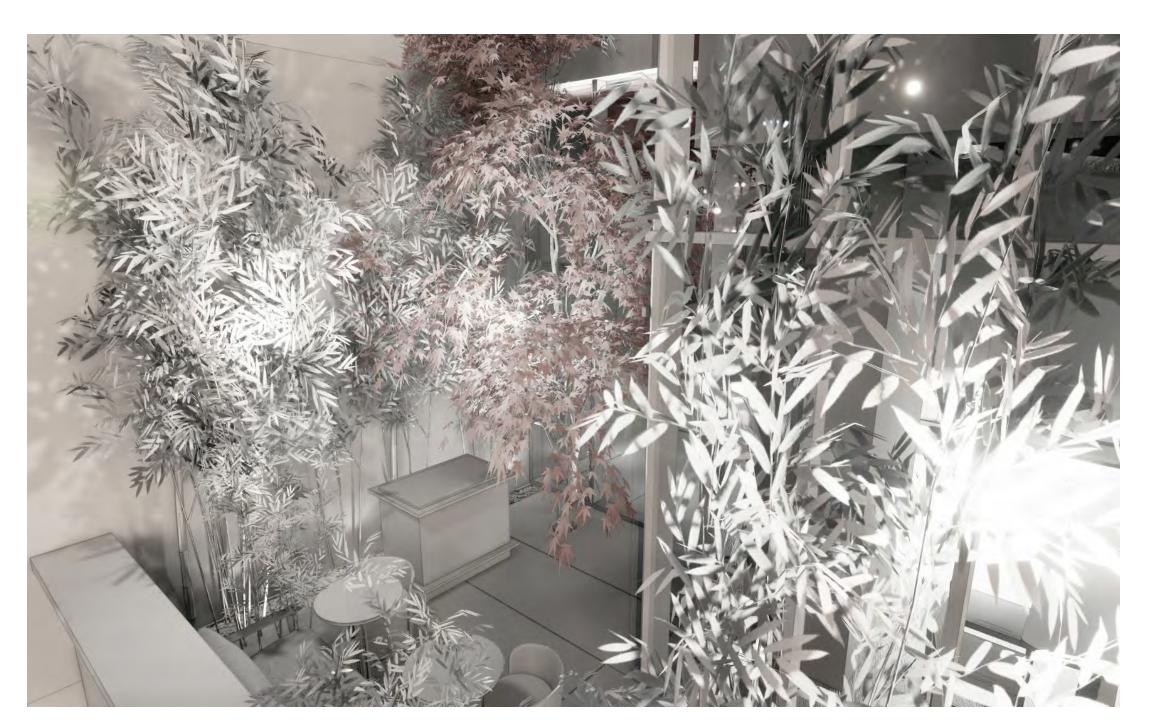
INSPIRATION JAPANESE GARDEN

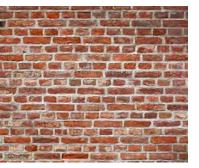


SLATE FLOORS









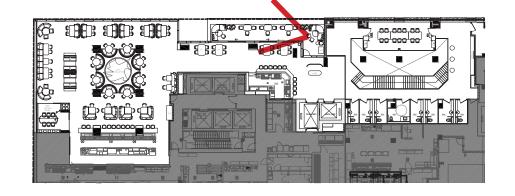


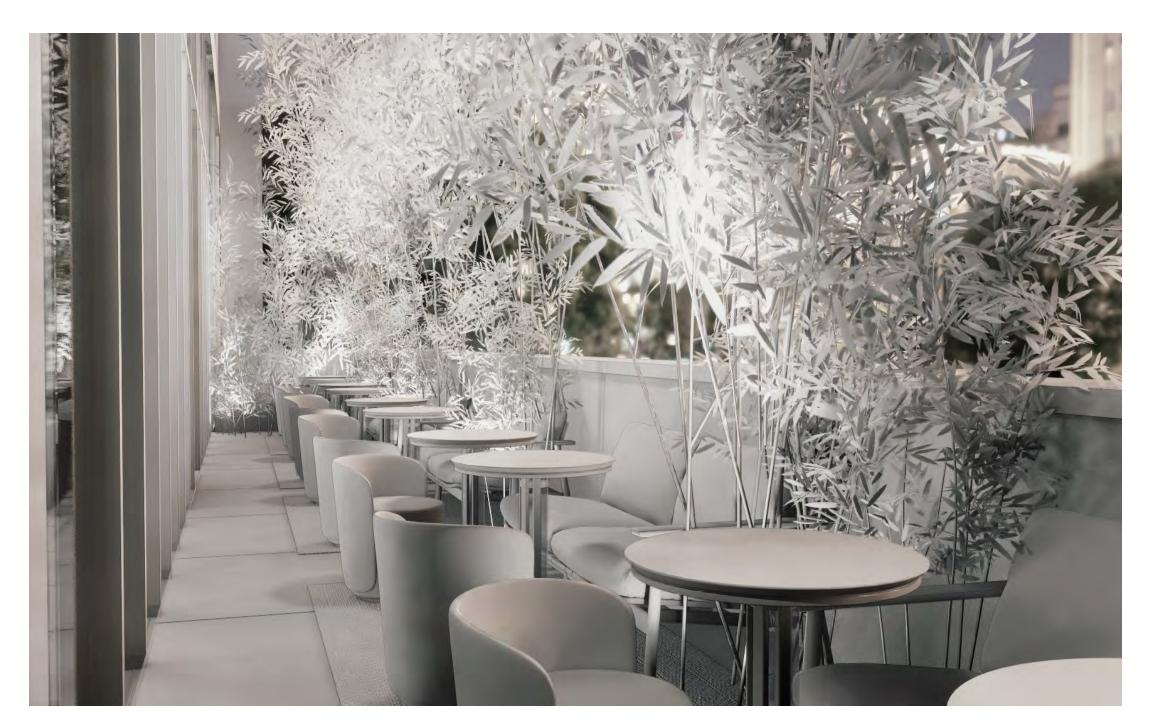
INSPIRATION JAPANESE GARDEN

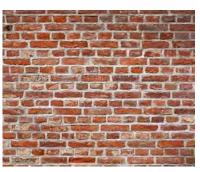


SLATE FLOORS











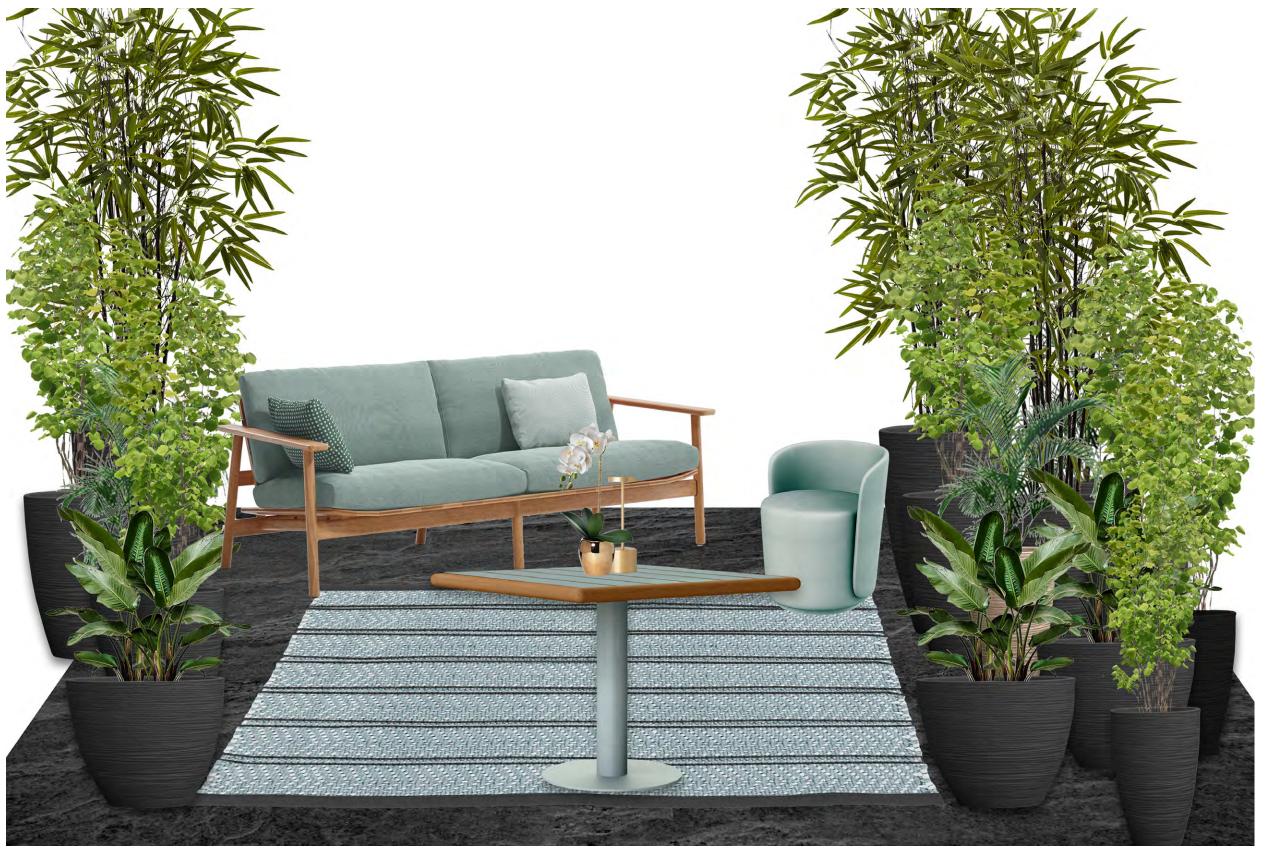
INSPIRATION JAPANESE GARDEN



SLATE FLOORS

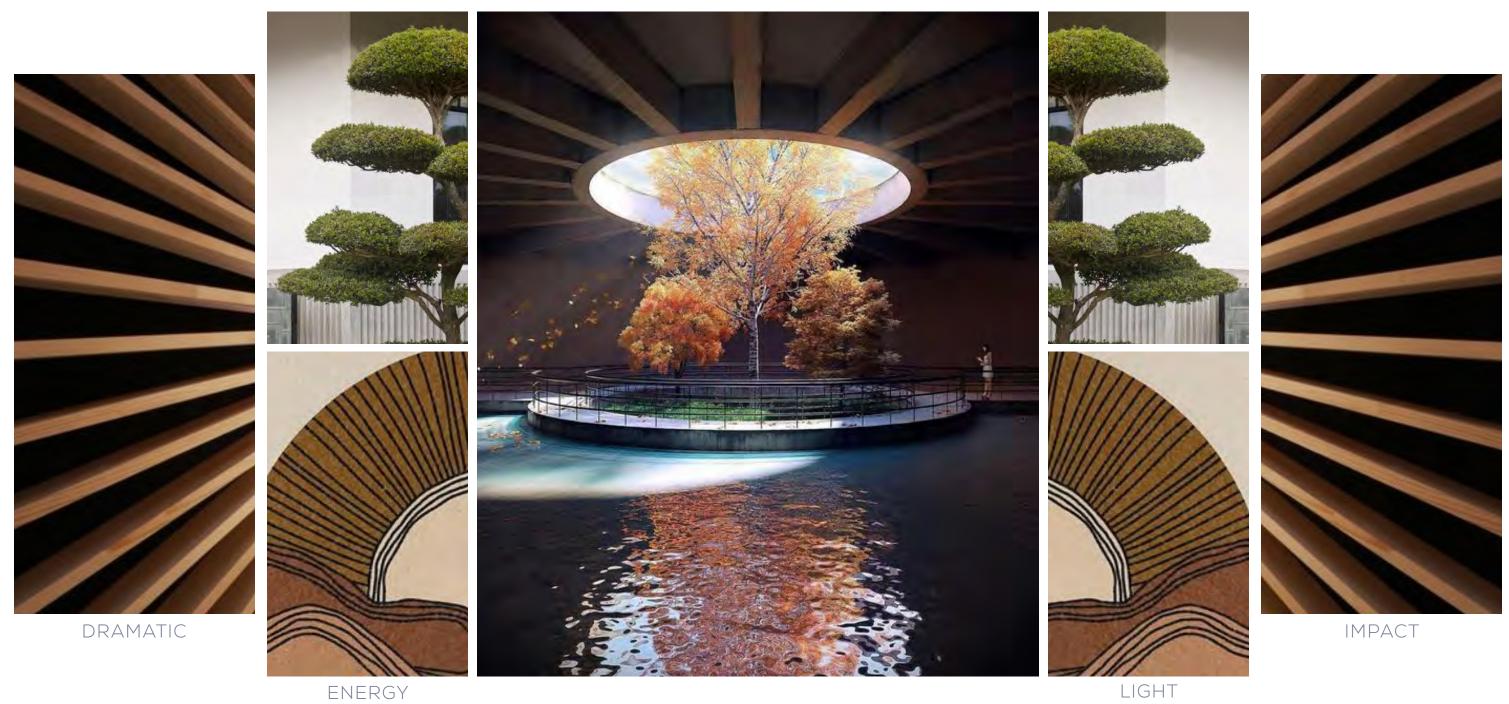


# THE JOURNEY I THE PATIO | FF&E





### LAND OF THE RISING SUN MEETS CANADIAN MATERIALITY



### THE JOURNEY I MAIN DINING ROOM: NIHON NO NAKANIWA "JAPANESE COURTYARD"

# NOD TO TRADITION





THE JAPANESE COURTYARD; CONNECTING THE BUILT ENVIRONMENT TO NATURAL ELEMENTS



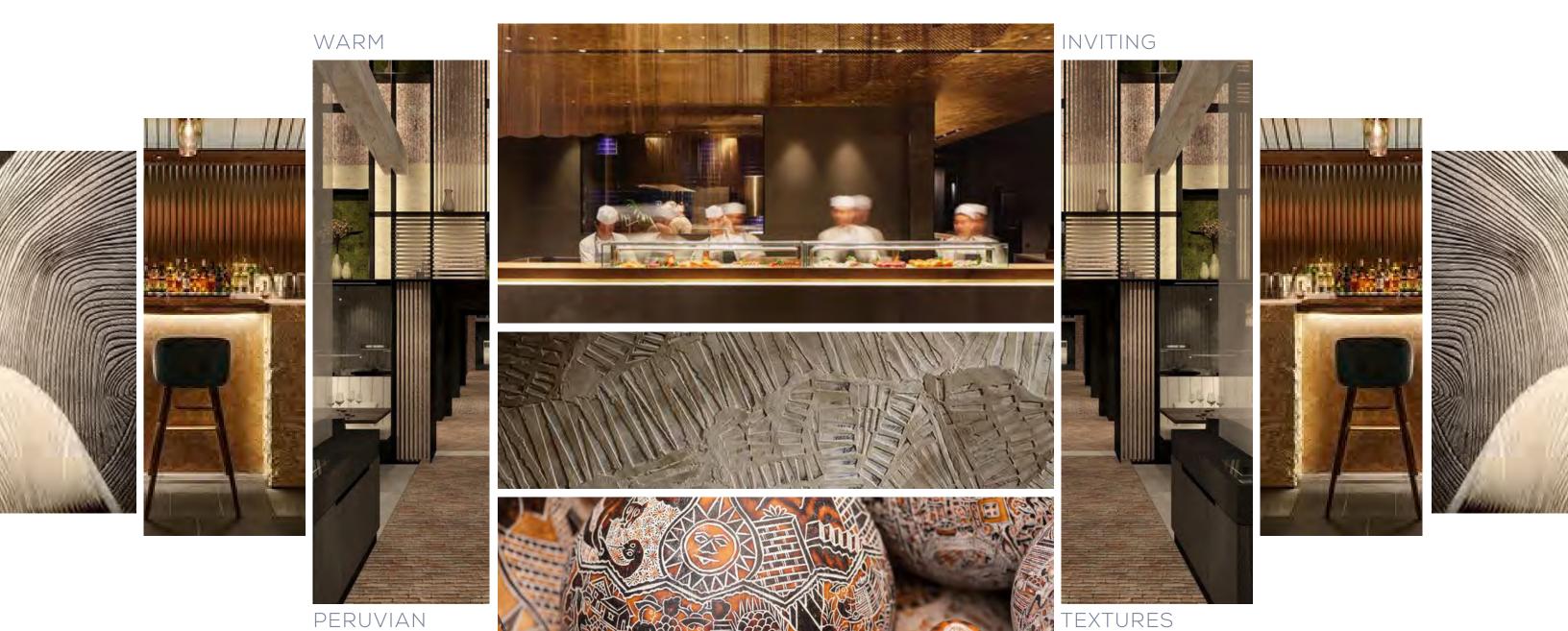






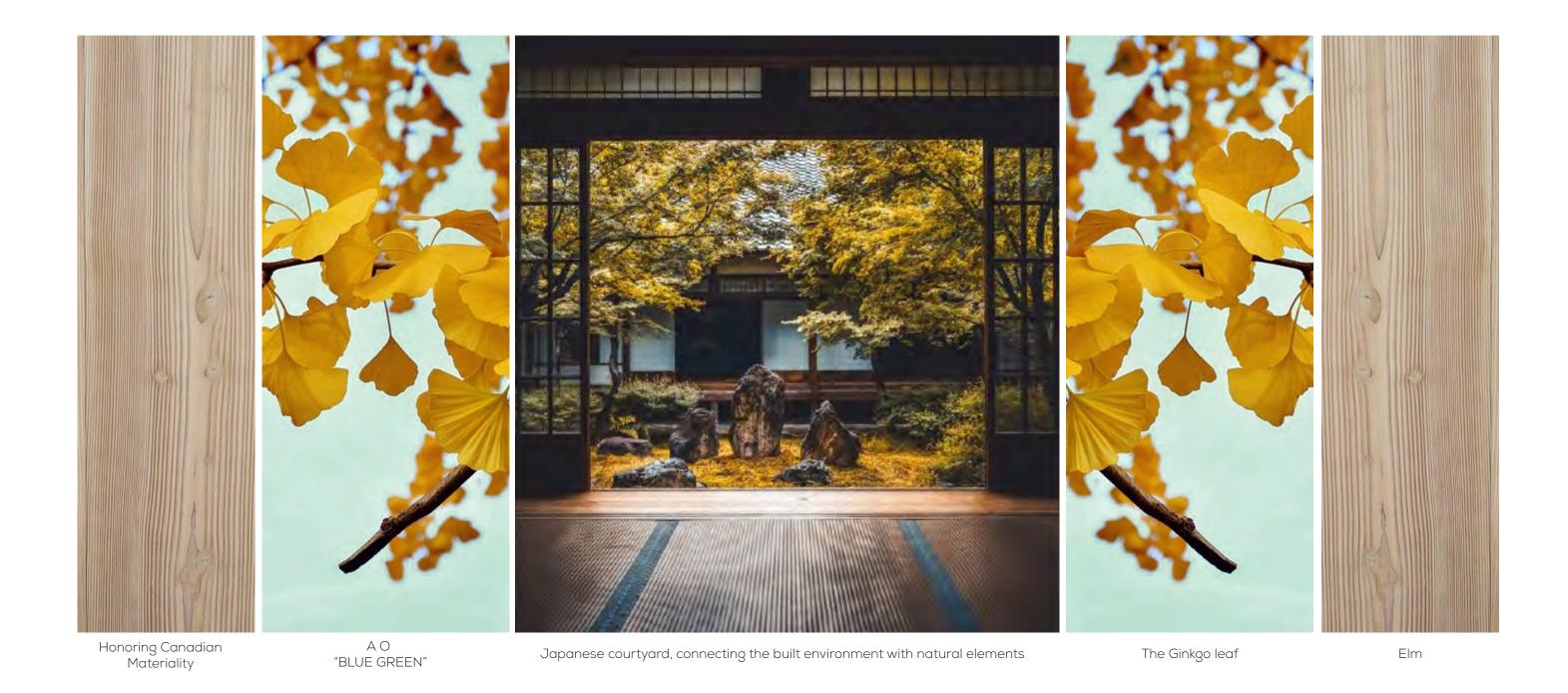
WARM PERUVIAN COLORS



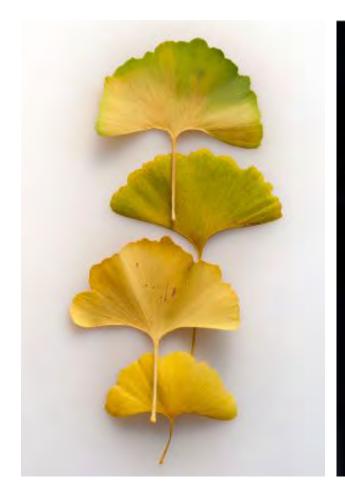


INSPIRED BY PERUVIAN WOOD CARVING





### THE JOURNEY I THE MAIN DINING ROOM | GINKGO LIGHT INSTALLATION









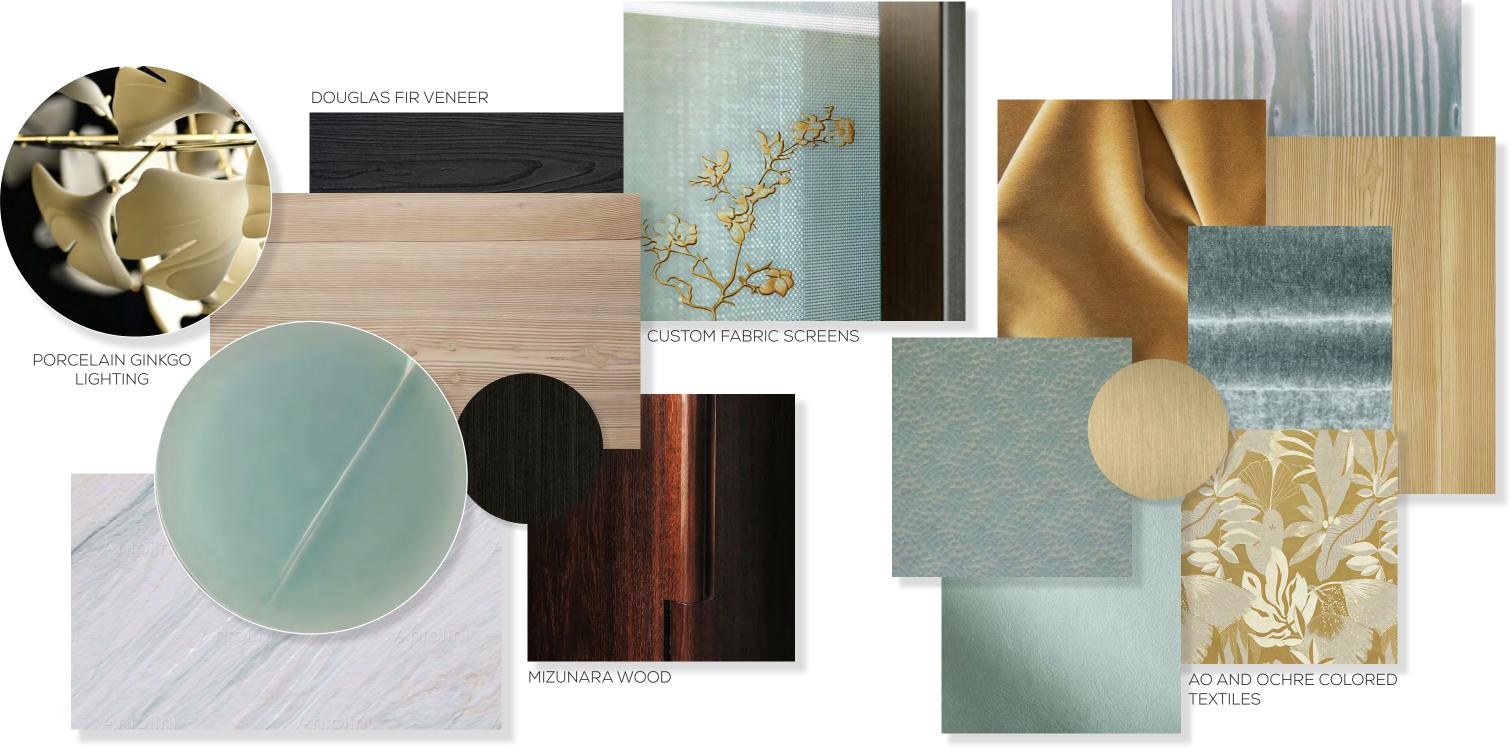
Andrea Braescu artist

Inspired by the Ginkgo leaf:

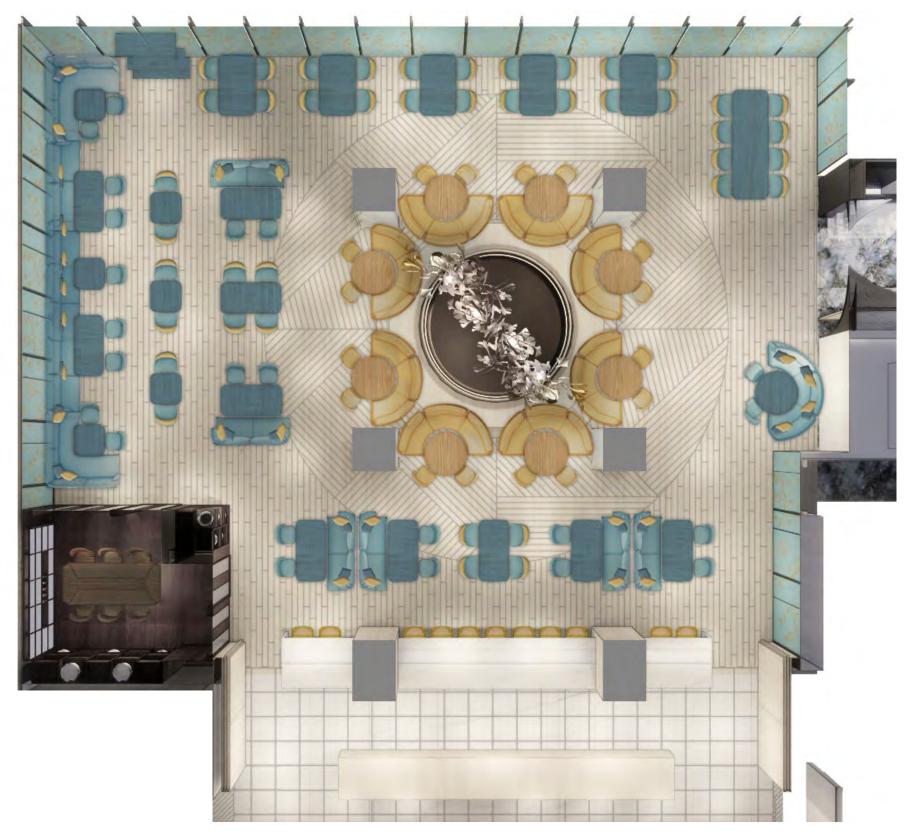
In Japanese decorative art, the ginkgo's distinctive fan-shaped leaf has carried symbolism along with its singular beauty: the ginkgo has been a symbol of longevity (the tree can live for a thousand years) and of a more profound endurance (four ginkgo survived the blast at Hiroshima and are still growing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



### THE MAIN DINING ROOM | FINISHES



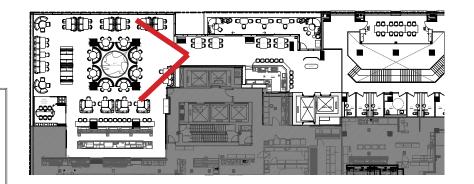
QUARTZITE SKY BLUE, LEATHERED



### THE JOURNEY I MAIN DINING ROOM: ORIGINAL - MADISON COMMENTS

- VERY DESIGNED
- ELIMINATE CIRCULAR HARDWOOD PATTERN
- ELIMINATE WINDOW SCREENS > REVISIT WALL SCREENS AS WELL
- GINKGO TREE COULD WORK > MADISON NEEDS TO BE PUT IN TOUCH WITH ARTIST TO DISCUSS COST
- NO WATER FEATURE BELOW TREE > PROVIDE ALTERNATE OPTIONS > INSPO FROM JAPANESE SAND-GAR-DEN PERHAPS?
- WHISKEY/SAKE TASTING ROOM WELL RECEIVED







ELM VENEER



CUSTOM GINKGO SCREENS

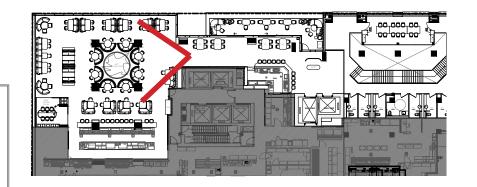


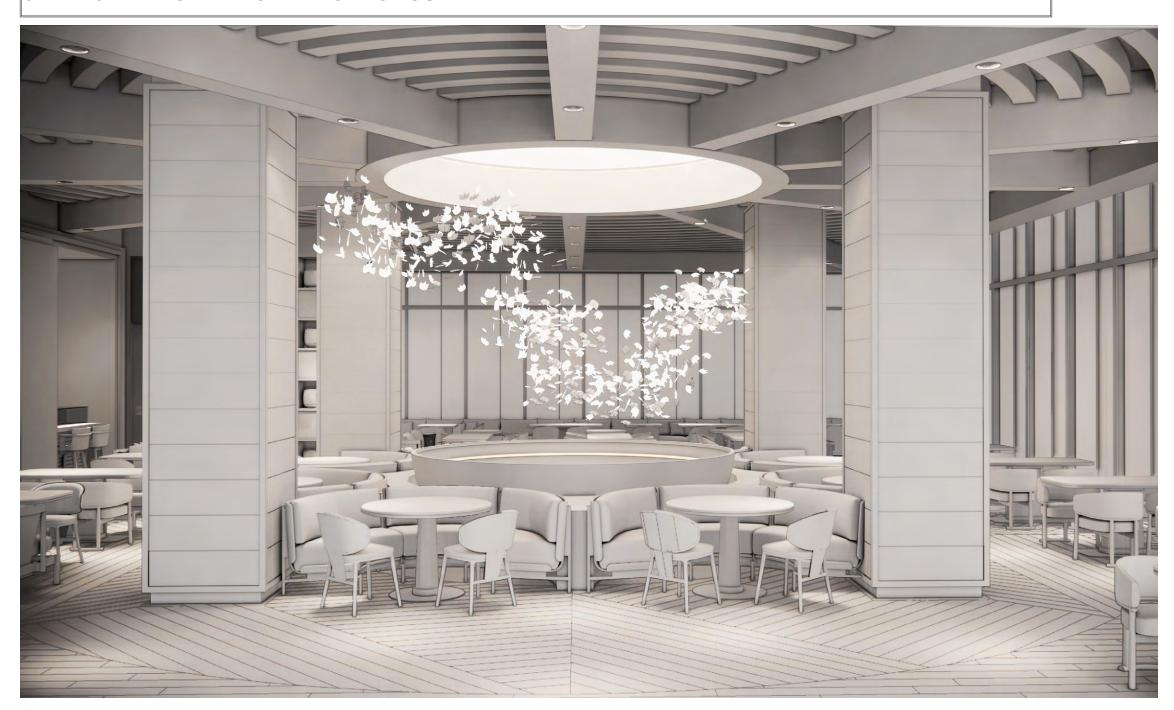
OCHRE TEXTILES



### THE JOURNEY I MAIN DINING ROOM: NIHON NO NAKANIWA "JAPANESE COURTYARD"

SOLUTION: REVISED CIRCULAR WOOD FLOOR DESIGN WITH A MORE COST EFFECTIVE SOLUTION. REMOVED THE WATER FEATURE, KEEP THE BOWL BASE WITH A BRONZE METALLIC LINING. CLARIFIED THE ROLLER SHADE ELEMENT FOR GLAZING WALL THAT ARE FULLY OPERABLE TO BE OPEN OR CLOSED. INCREASED GLAZING PANELS IN WHISKEY TASTING ROOM







ELM VENEER

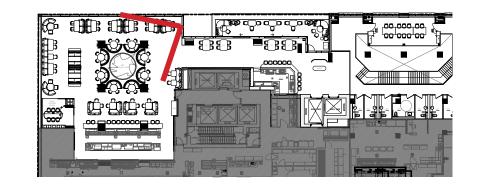


CUSTOM GINKGO SCREENS



OCHRE TEXTILES









ELM VENEER

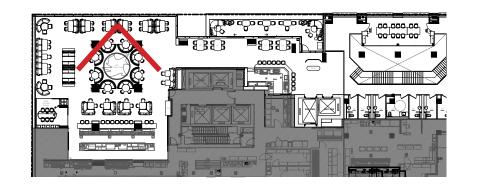


CUSTOM GINKGO SCREENS



OCHRE TEXTILES









ELM VENEER

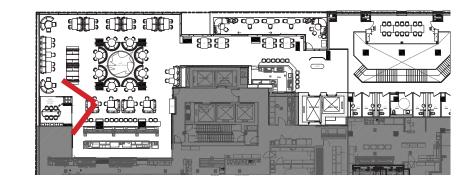


CUSTOM GINKGO SCREENS



OCHRE TEXTILES

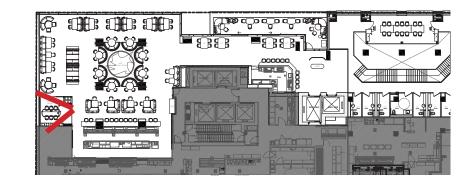








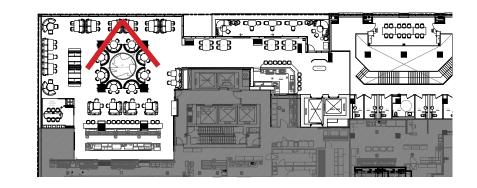
MIZUNARA - WHISKEY BARREL OAK

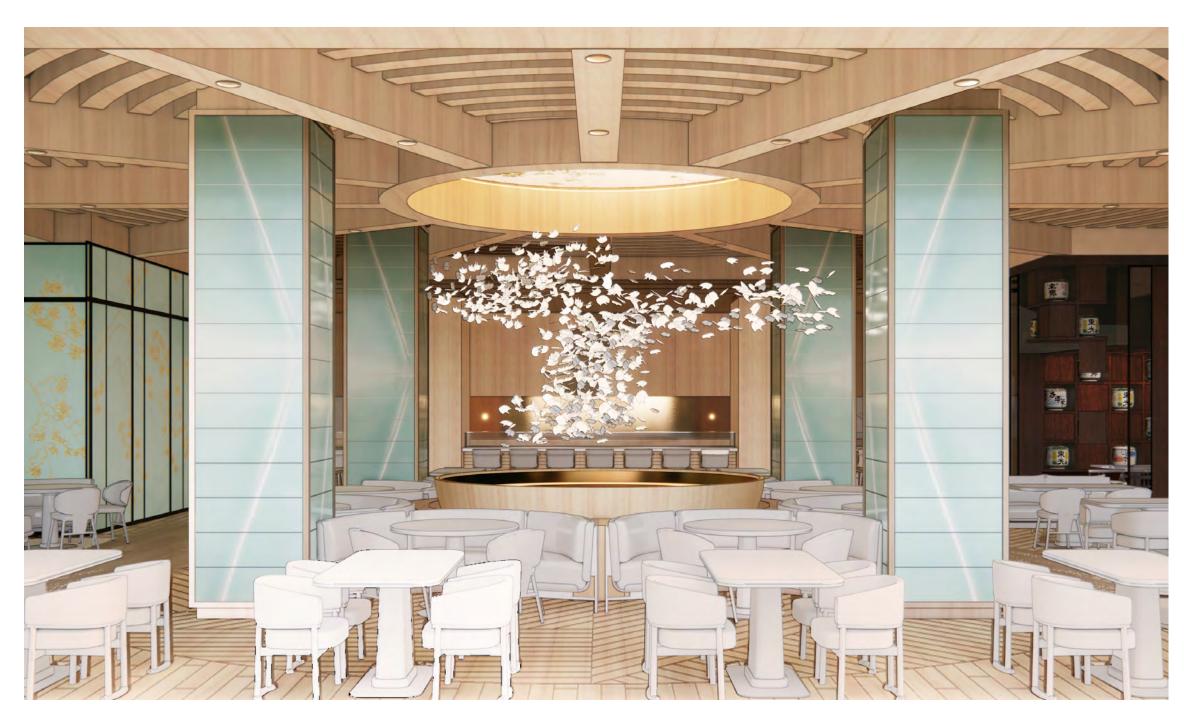






MIZUNARA - WHISKEY BARREL OAK







ELM VENEER

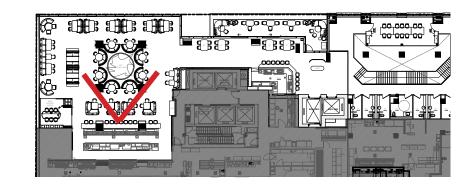


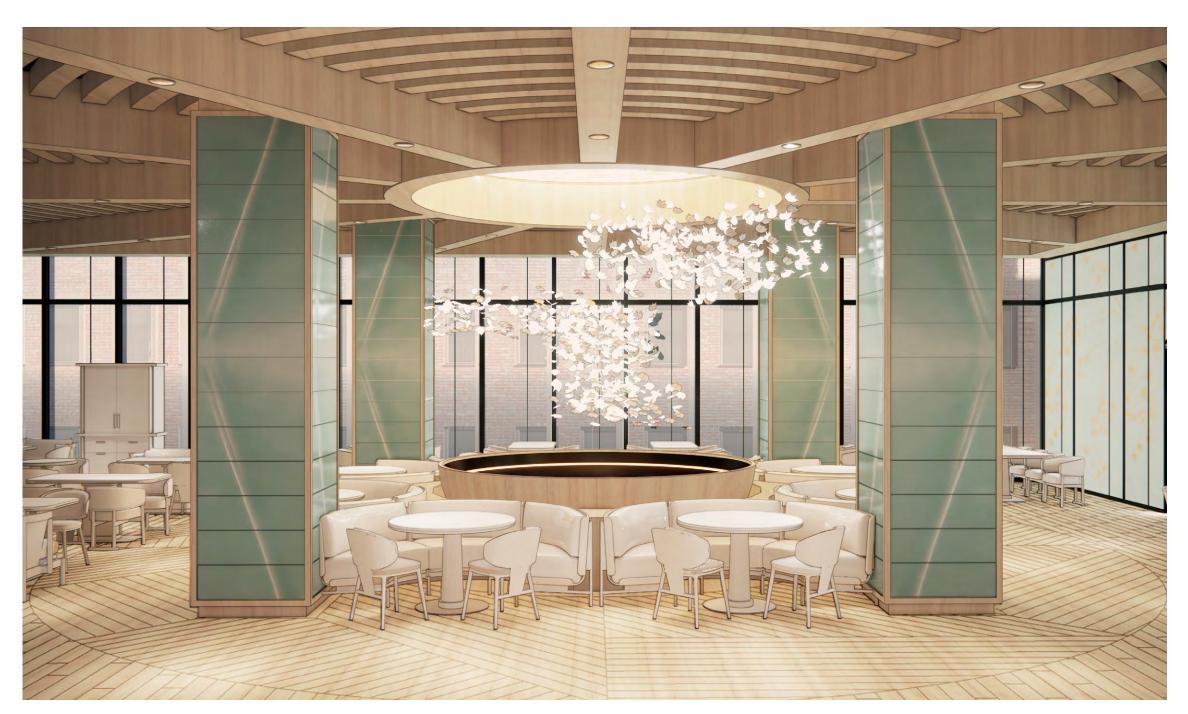
AO PORCELAIN TILES



CIRCULAR WOOD FLOORS









ELM VENEER

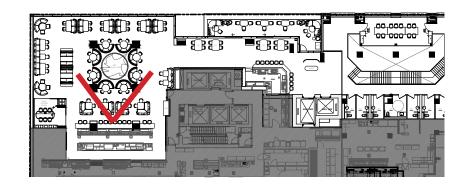


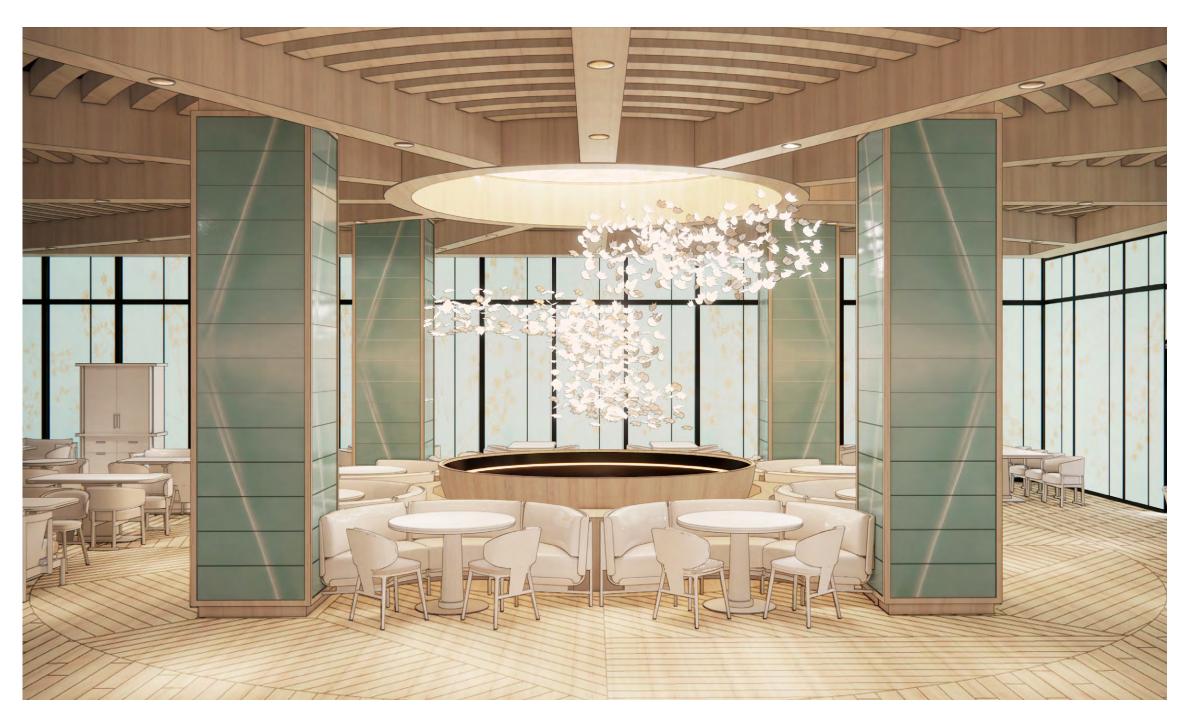
AO PORCELAIN TILES



OCHRE TEXTILES









ELM VENEER



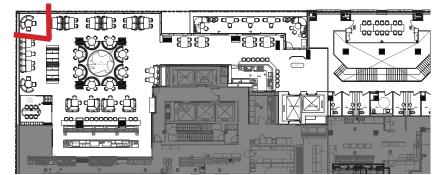
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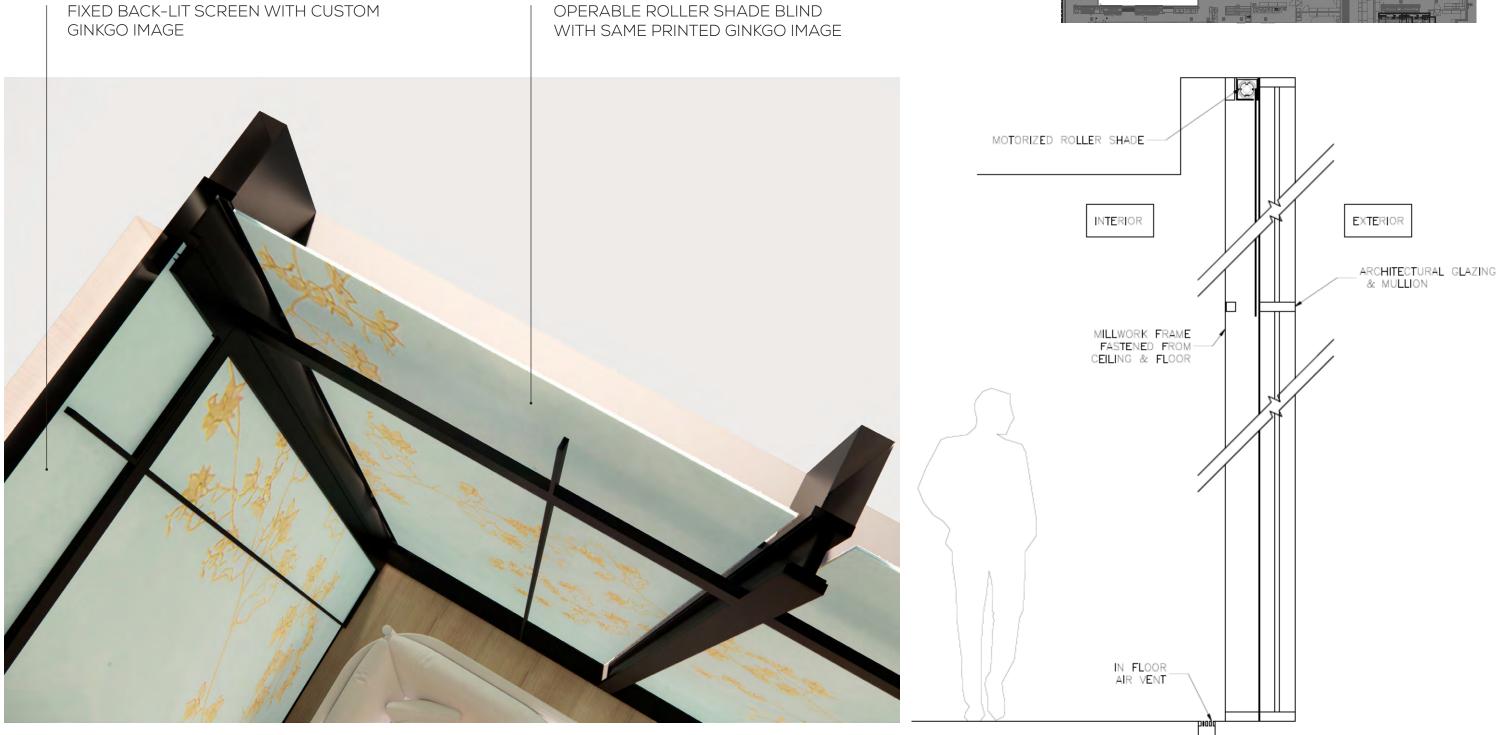


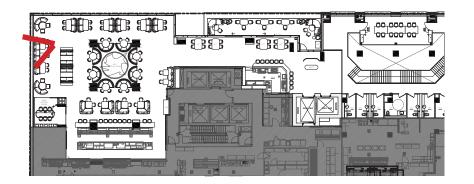
OCHRE TEXTILES



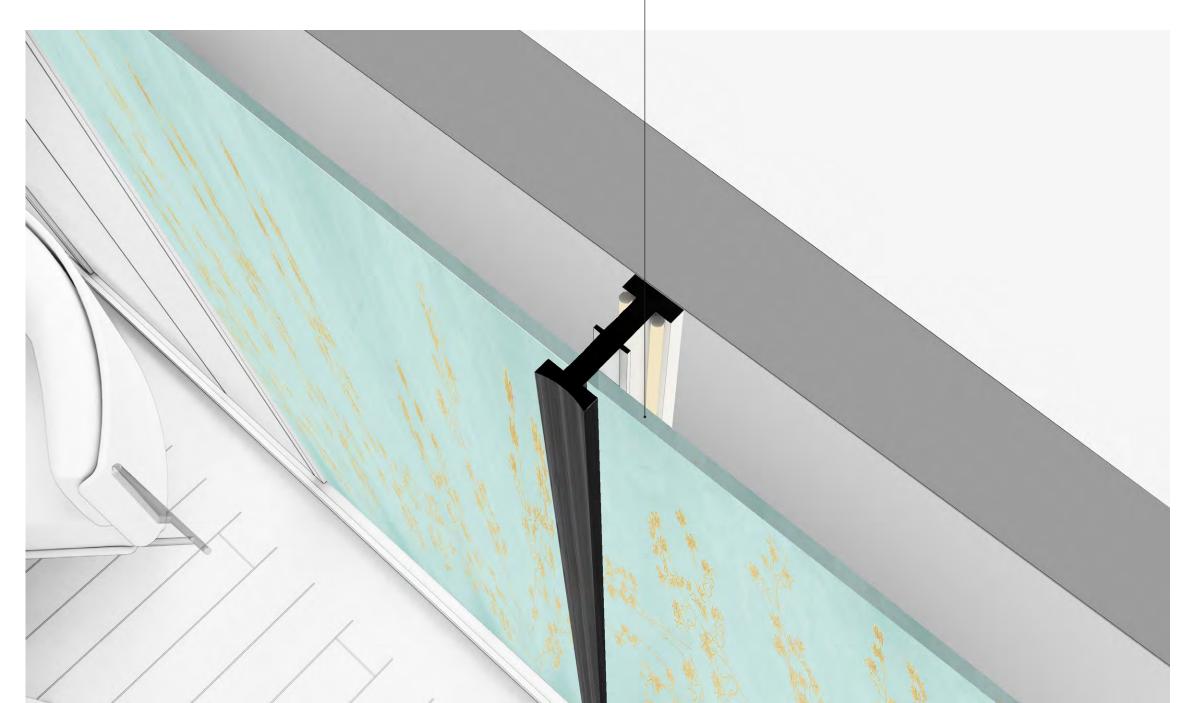
### THE JOURNEY I MAIN DINING ROOM - ROLLER SHADE DETAIL AT WINDOW







FIXED BACK-LIT SCREEN WITH CUSTOM GINKGO IMAGE





ELM VENEER

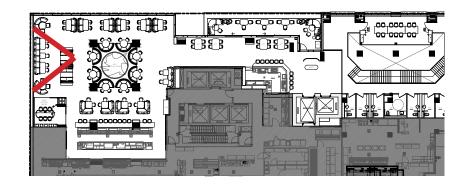


CUSTOM GINKGO SCREENS



BLACK FRAME





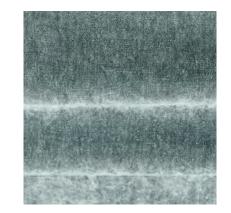




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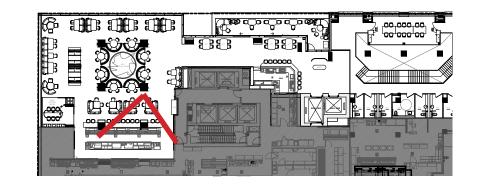


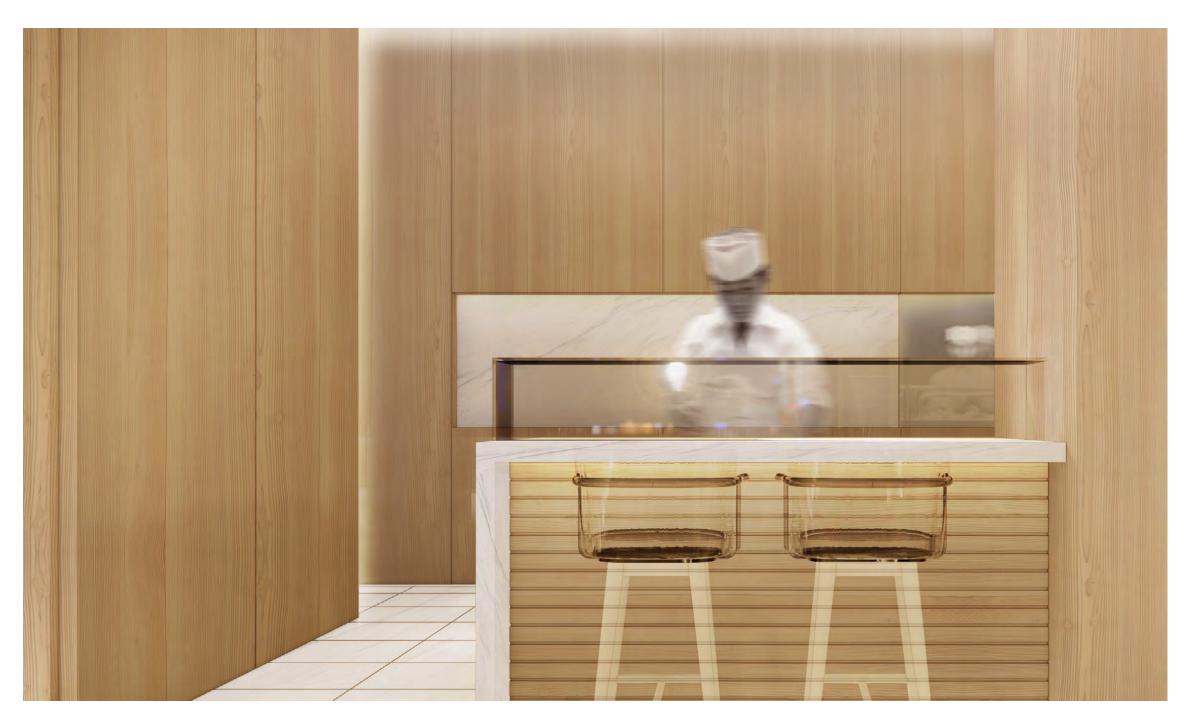
CUSTOM GINKGO SCREENS



AO TEXTILES









ELM VENEER

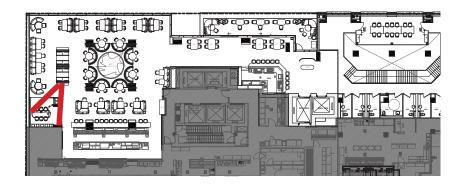


STOOL UPHOLSTERY



STONE COUNTER









MIZUNARA - WHISKEY BARREL OAK

### THE JOURNEY I MAIN DINING ROOM - MIZUNARA PDR I FF&E







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



### THE MAIN DINING ROOM | FF&E



### THE JOURNEY I THE MAIN DINING ROOM | FF&E



### THE JOURNEY I THE MAIN DINING ROOM | FF&E





Screen detail



Black metal



Purchased table lamp

# THE JOURNEY I THE MAIN DINING ROOM | FF&E







### THE MAIN DINING ROOM | FF&E







# FINAL: CONCEPT SUMMARY







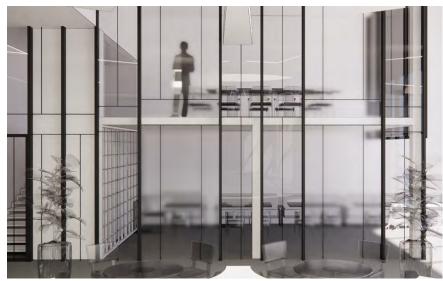












MADISON GROUP - NOBU RESTAURANT

### FINAL: 75% SCHEMATIC DESIGN SUMMARY



















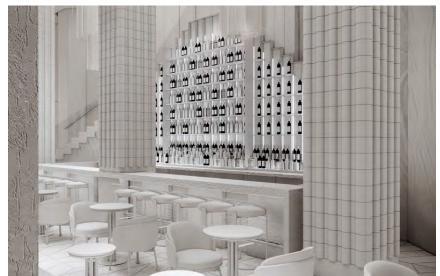
MADISON GROUP - NOBU RESTAURANT

### FINAL: 100% SCHEMATIC DESIGN SUMMARY



















MADISON GROUP - NOBU RESTAURANT

# THANK YOU