

# SANDTON SQUARE



CONCEPT DESIGN | GREG BARBAGLIA | JUNE 2013

# ICONCAFE



# C O N T E N T

- $\mathbf{O}$
- Furniture Layout 02
- Open Kitchen Concept and Design 03
- 04 Bar Design
- 05 Coffee Station Design
- Couch Seating Design 06
- Exterior Design 07
- Draft Menu Design **8**

# Motivation



O 1 MOTIVATION

# WHY CAFÉ SOCIETY:

Our objective is to create a cafe society that caters to the different demographic and income levels of patrons on the square.

With its new look, improved overall product and service and its fresh approach, it will raise the benchmark and therefore stimulate competition. This could only be beneficial to the Squares patrons the others restaurants and Sandton Square itself. Cafe Society works, the distinguished track record proves it.

STRATEGY AND DIFFERENTIATING FACTORS:

Our strategy is to focus on all the classic and iconic foods of the world and bring them together in one restaurant.

Our differentiating factor would be visible displays of production focusing on making home-made authentic foods in demarcated production zones visible to the public.

The theatre of food production provides credibility in both the capability and authenticity of the food produced, it further serves to promote an enhanced ambiance as well as provide an entertainment value to the patron.

- Daily production of fresh pastas;
- Daily production of fresh organic fruit juices;
- French style rotisserie chicken
- A cocktail bar bringing you the world's iconic cocktails;
- Daily production of freshly made Italian gelato;
- Classic pizzas of the world from our wood fired oven;
- A display of fresh organic vegetables and salads;
- Daily production of fresh breads, croissants and pastries;

environment destined to become the new gold standard.

### STAFF AND CUSTOMER EXPERIENCE:

Already, Baglios has embarked on an intensive mentoring, coaching & training program for every level of staff member. This is fully aligned with the gearing up in response to the new concept. Intensive investment in human capital development, utilising the latest motivational training, coaching and self-improvement techniques will ensure an exceptional customer experience. The icon cafe experience will be designed to epitomize exceptional and caring environment highlighting the best that this particular cafe genre has to offer.

# CONCEPT MOTIVATION

• We aim to cater for the more sophisticated health-conscious consumer by providing items such as wheat free pizza, organic free range poultry, fish, meats and healthy alternatives; Our emphasis will be on visibly displaying the daily production of these items fused with a menu that results in the customer experiencing the classic foods of the world made and presented in an

# LOOK & FEEL



# CONCEPT MOTIVATION

# INSPIRATIONAL IMAGES

# LOOK & FEEL



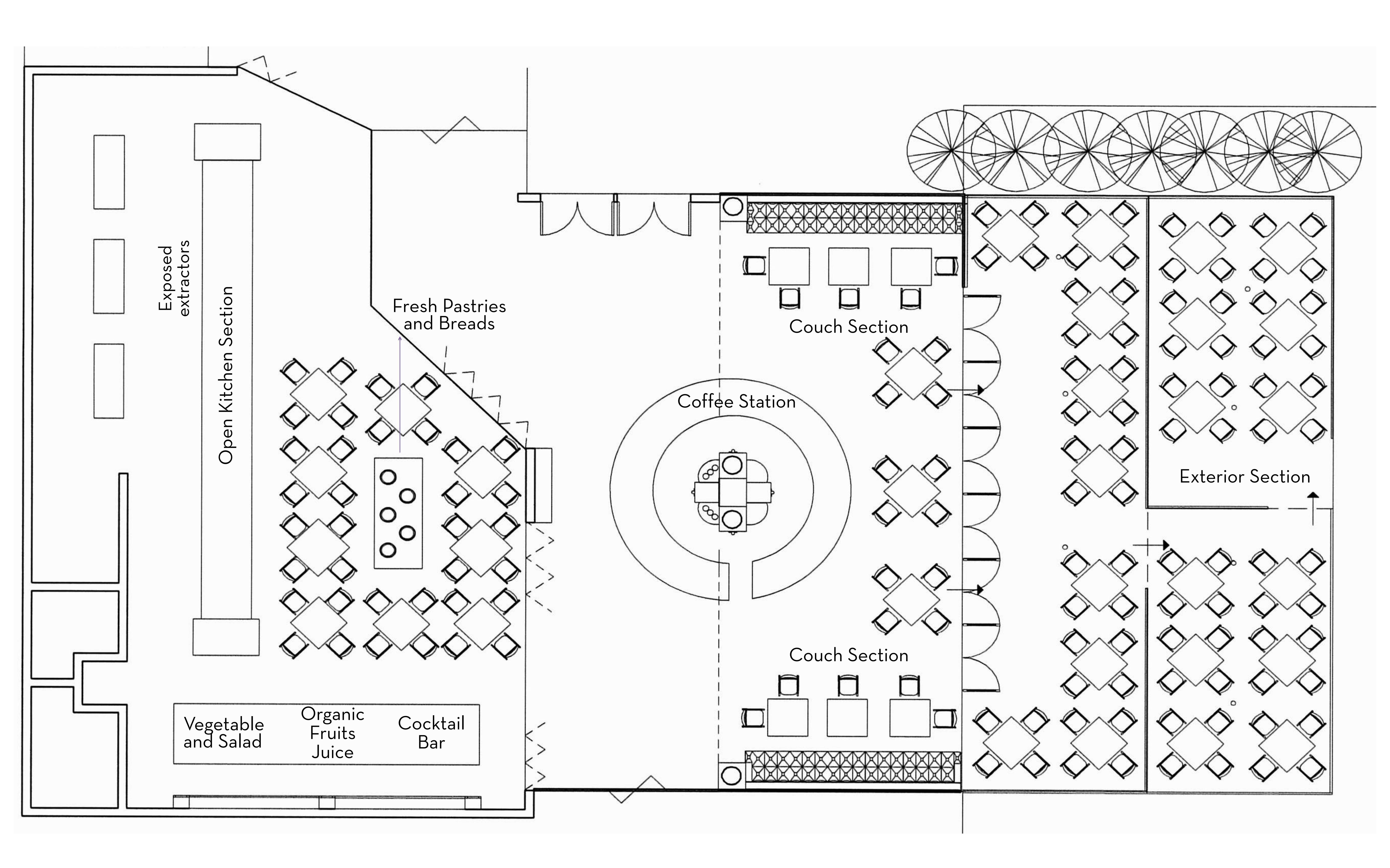
# CONCEPT MOTIVATION

# INSPIRATIONAL IMAGES

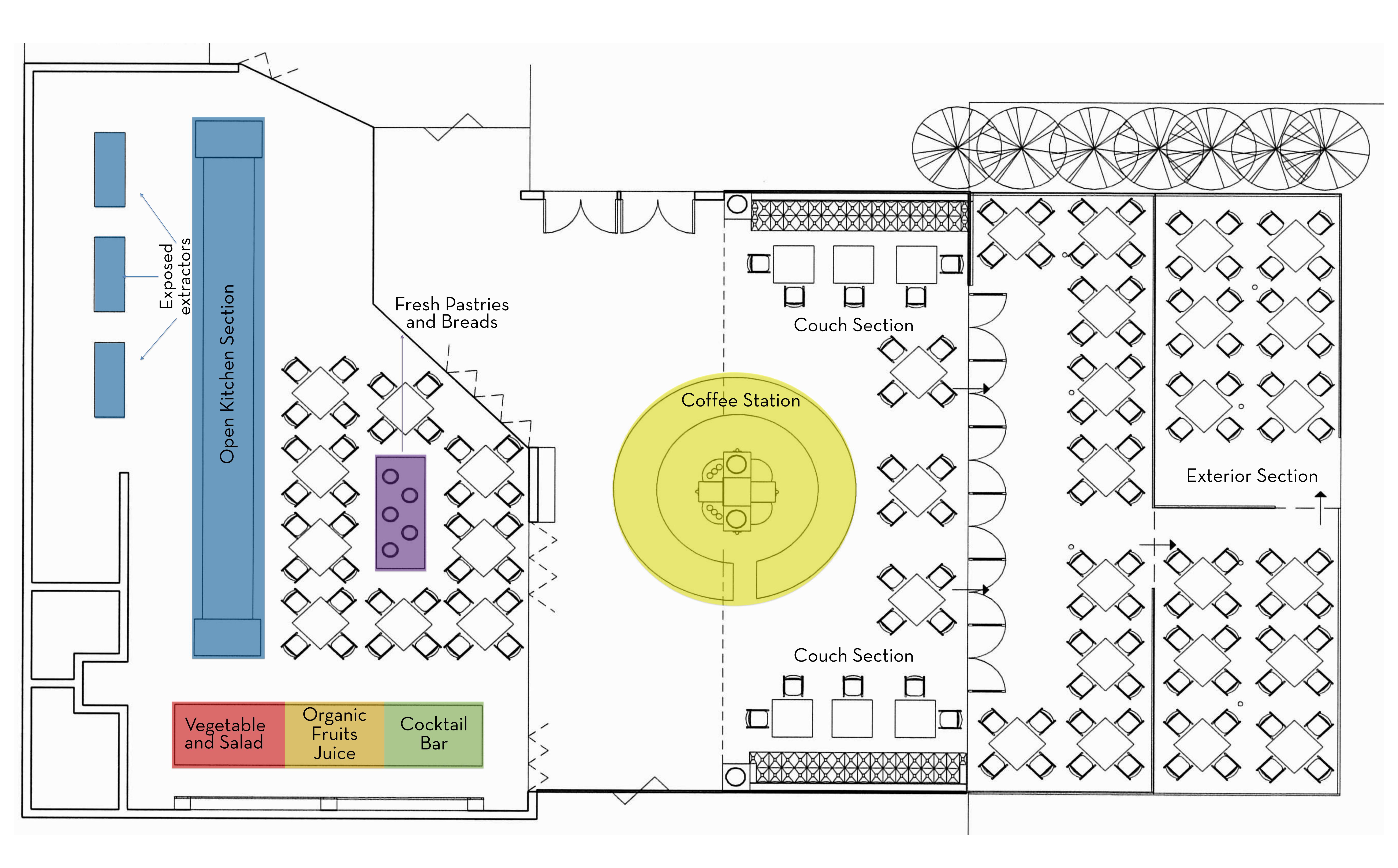
02 FURNITURE LAYOUT



# OVERALL PLAN VIEW PLAN NOT TO SCALE



# SPACE PLANNING - PLAN VIEW PLAN NOT TO SCALE



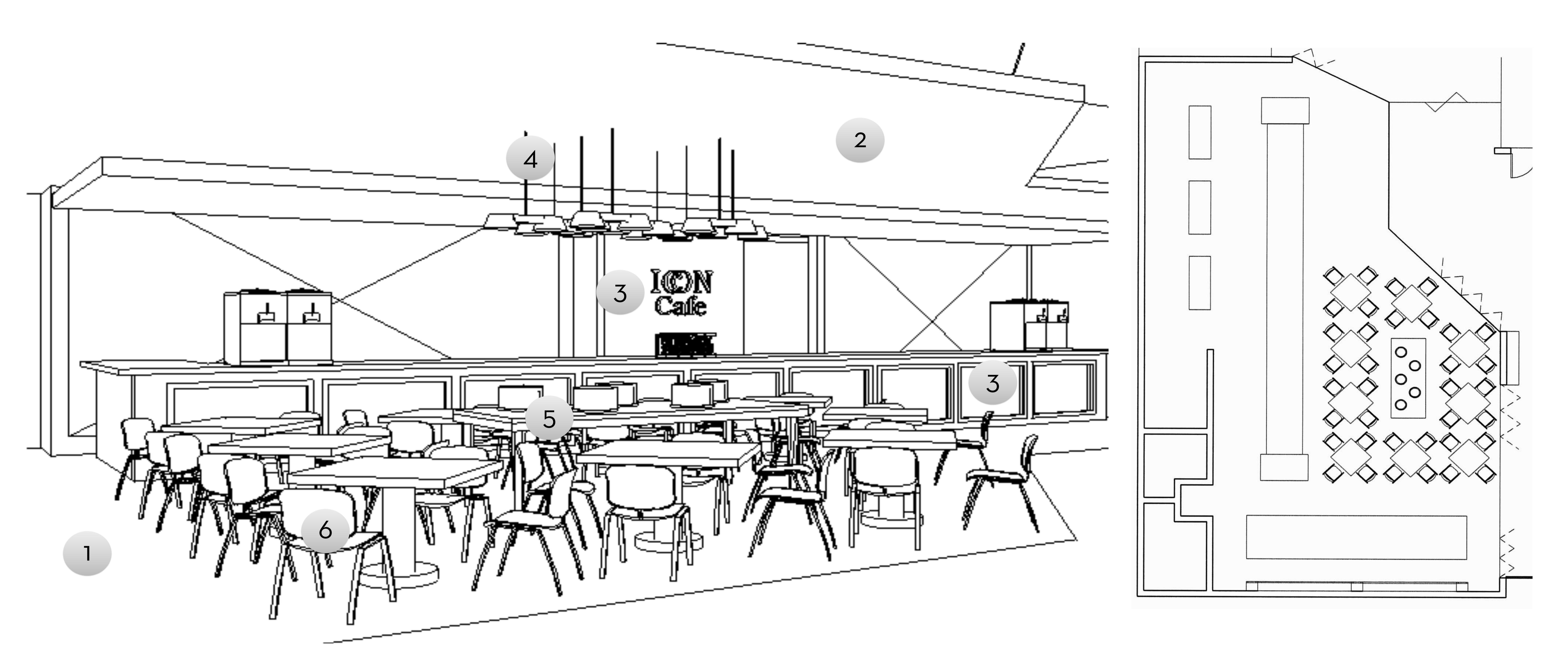
03 OPEN KITCHEN CONCEPT AND DESIGN

# OPEN KITCHEN CONCEPT





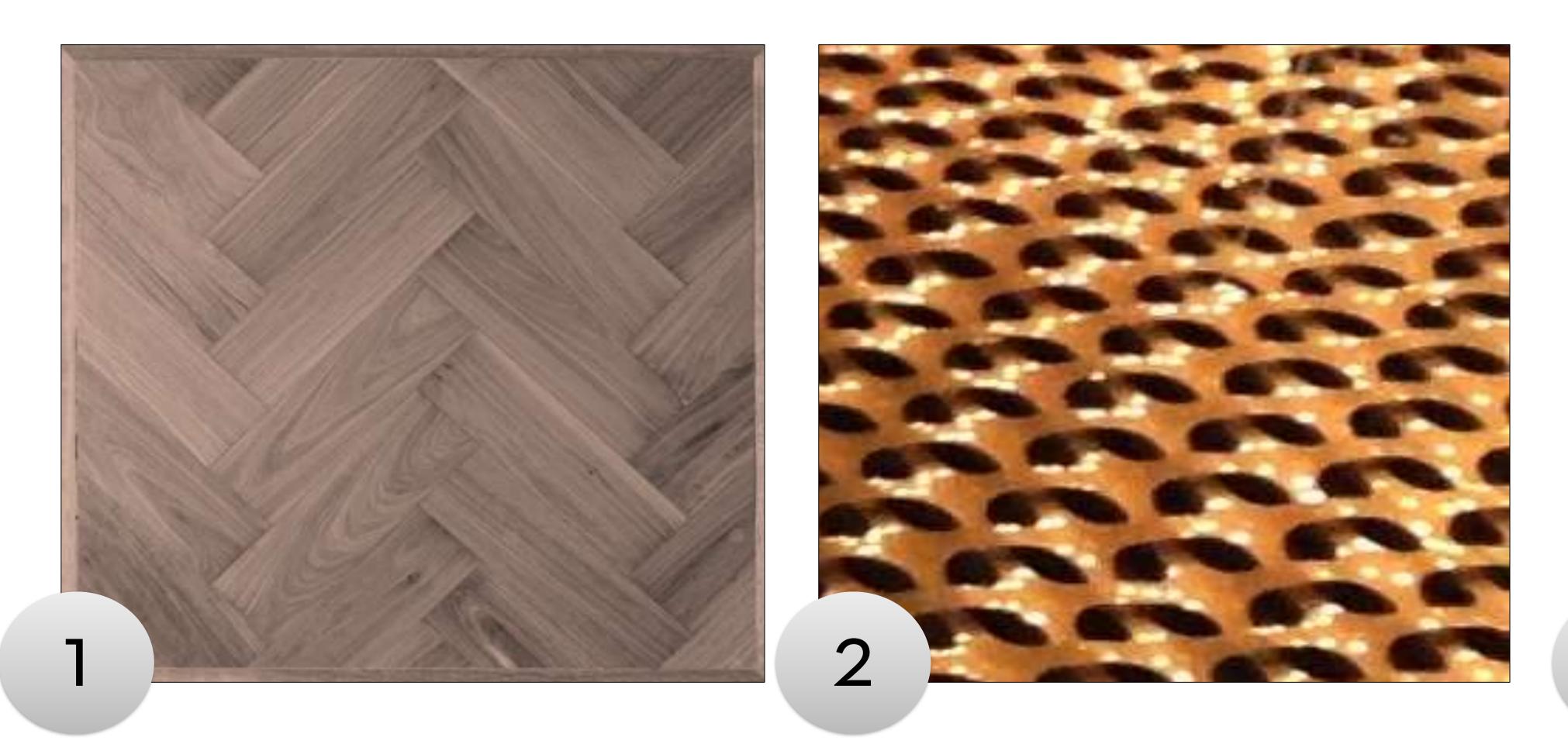
# OPEN KITCHEN CONCEPT



4

# 3D MODEL VIEW

# FINISHES SELECTION:





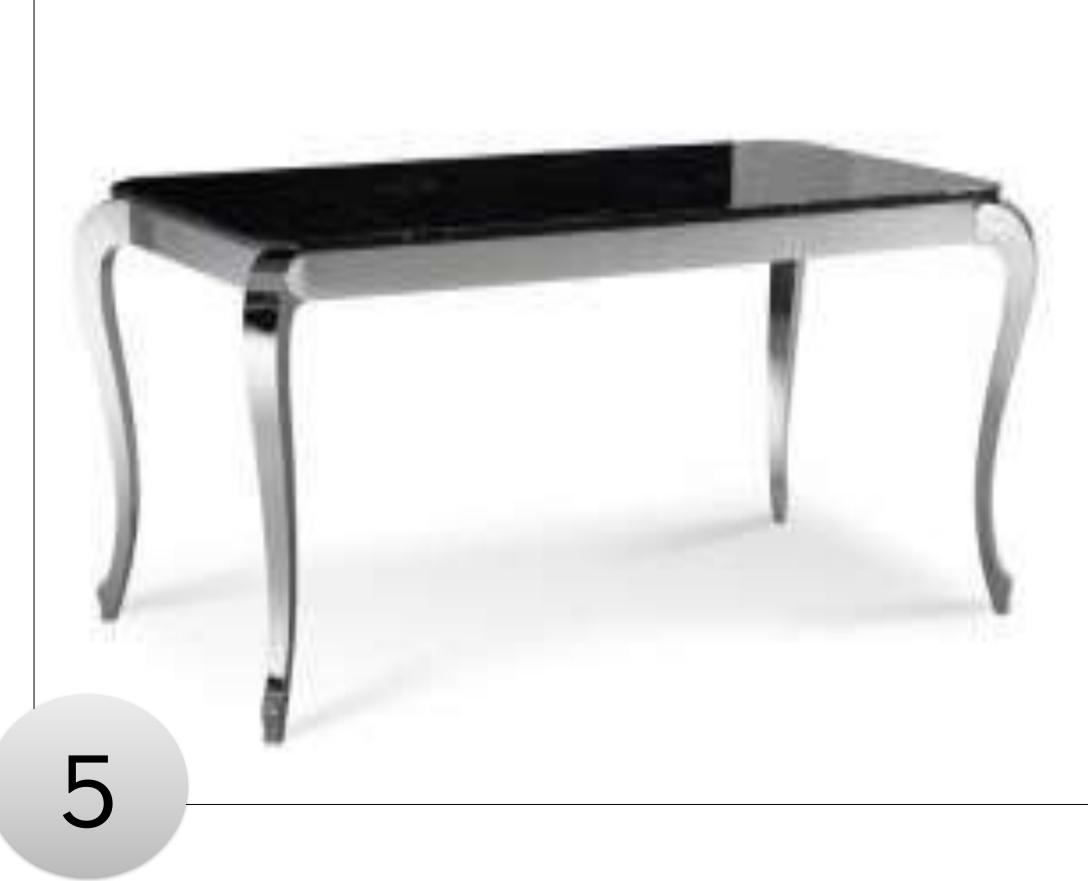
CEILING FINISH



SMOKEY MIRROR

REFERENCE - PLAN VIEW





LIGHTING



DISPLAY TABLE

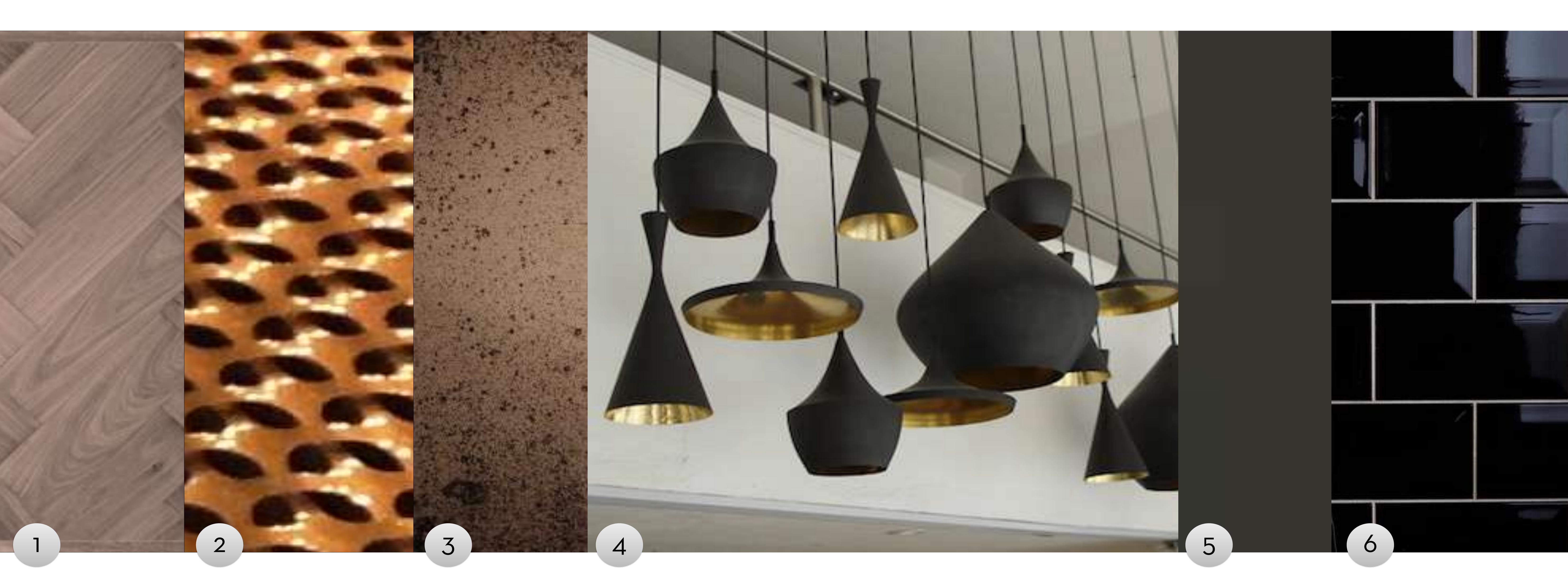
CHAIR

# OPEN KITCHEN CONCEPT



# 04

BAR DESIGN



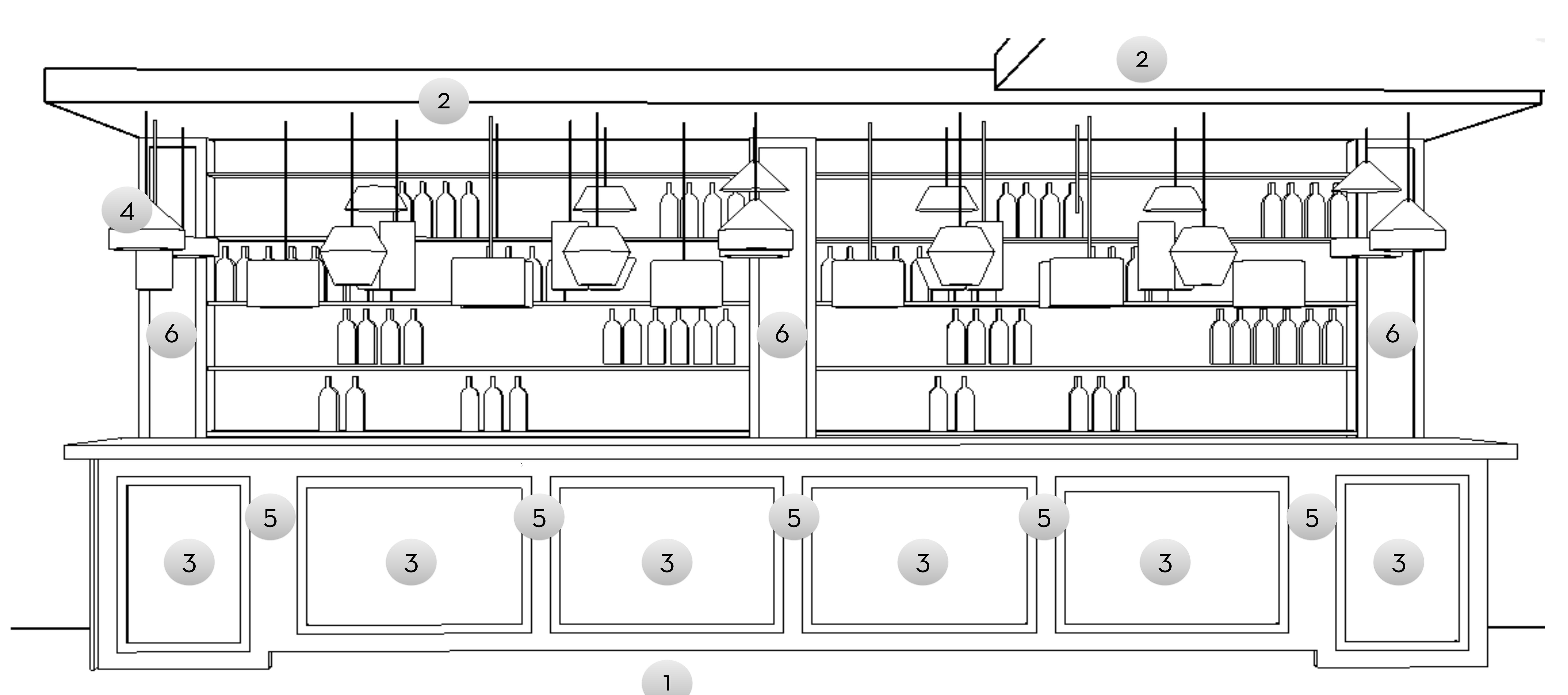


# CONCEPT DESIGN BAR DESIGN

1. Floor Finish 2. Ceiling Finish 3. Smokey Mirror 4. Lighting 5. Carpentry 6. Wall Finish

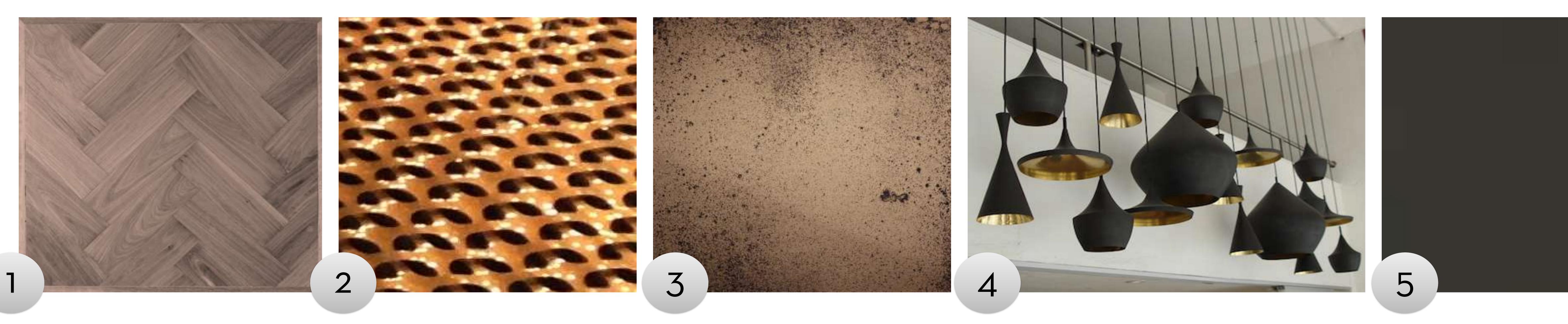
### SUGGESTED FITTINGS OR SIMILAR

# BAR DESIGN



# 3D MODEL VIEW - FRONT ELEVATION

# FINISHES SELECTION:



FLOOR FINISH

CEILING FINISH

SMOKEY MIRROR

LIGHTING











# CONCEPTDESIGN BAR DESIGN



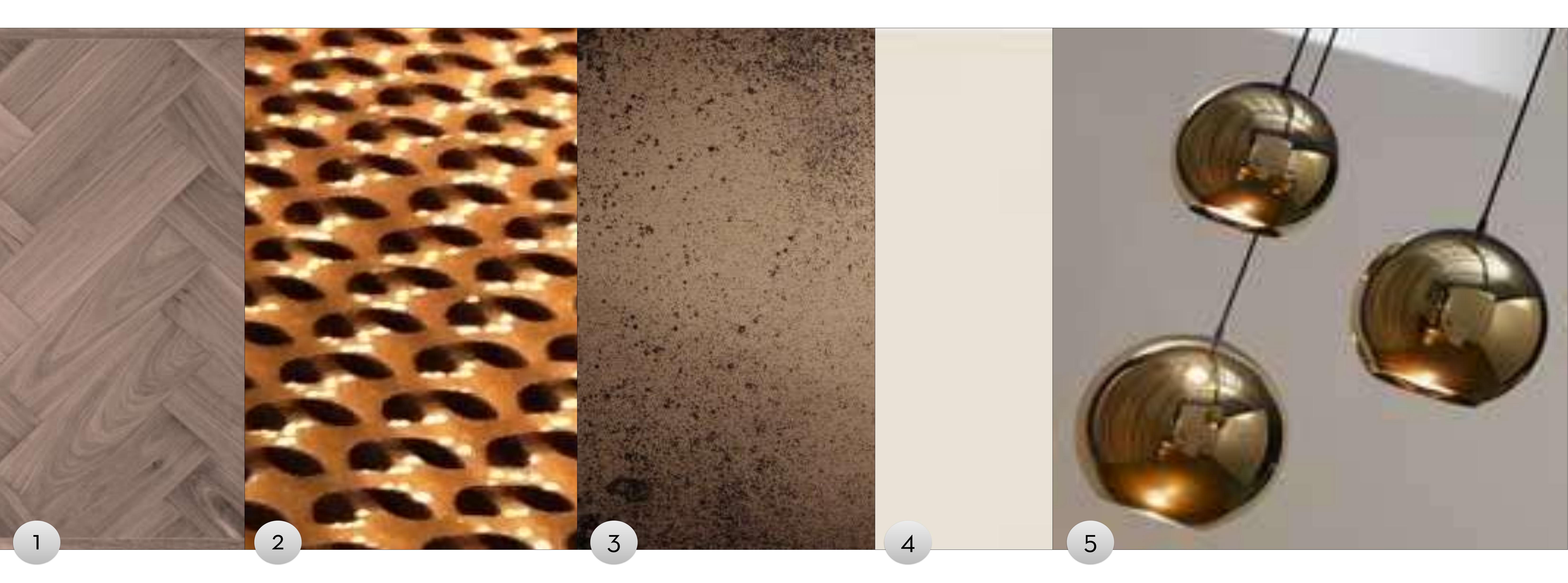


# CONCEPT DESIGN BAR DESIGN

# 3D RENDERED VIEW - FRONT OF BAR

# 05 COFFEE STATION DESIGN

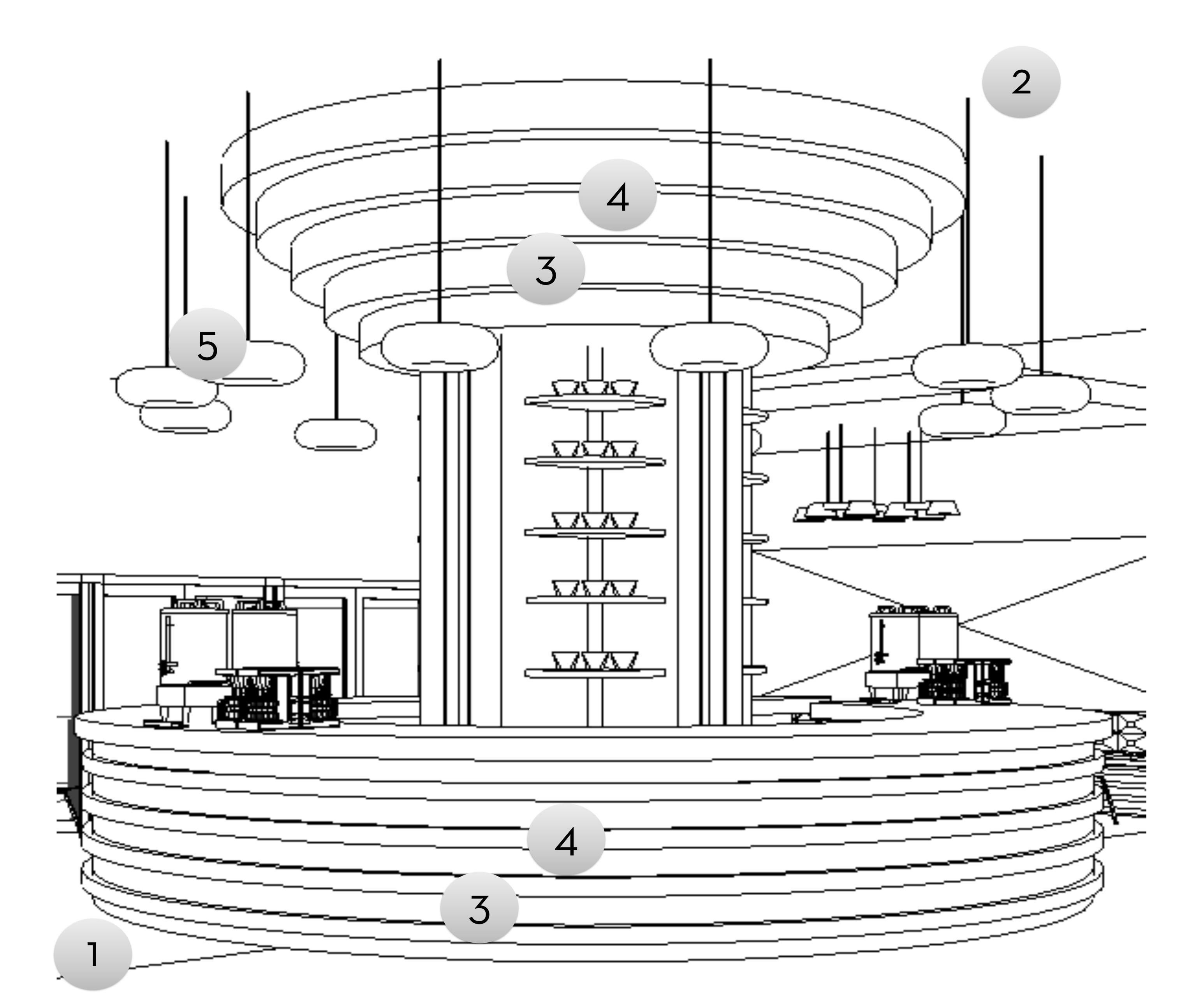
# CONCEPT DESIGNS COFFEESTATION



- 1. Floor Finish
- 2. Ceiling Finish
- 3. Smokey Mirror
- 4. Carpentry
- 5. Lighting

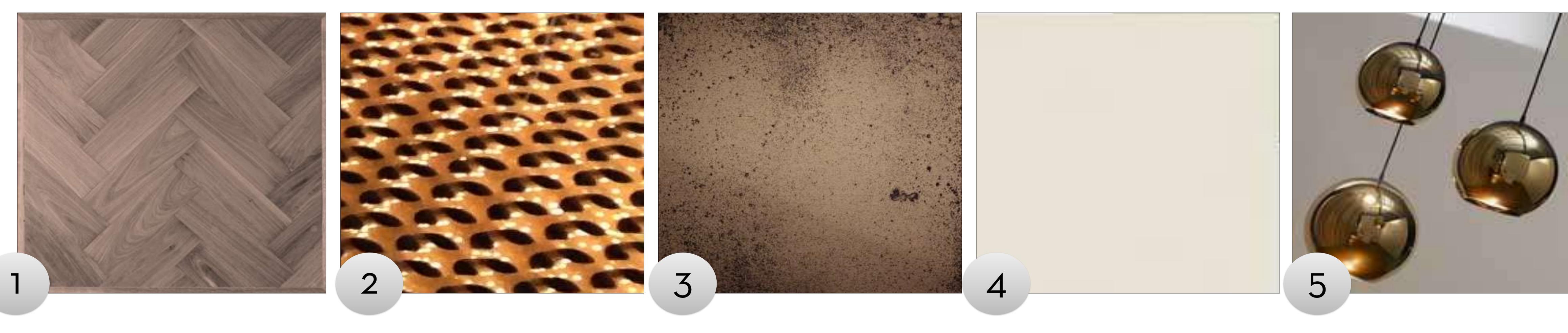
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# COFFEE STATION DESIGN



3D MODEL VIEW

# FINISHES SELECTION:

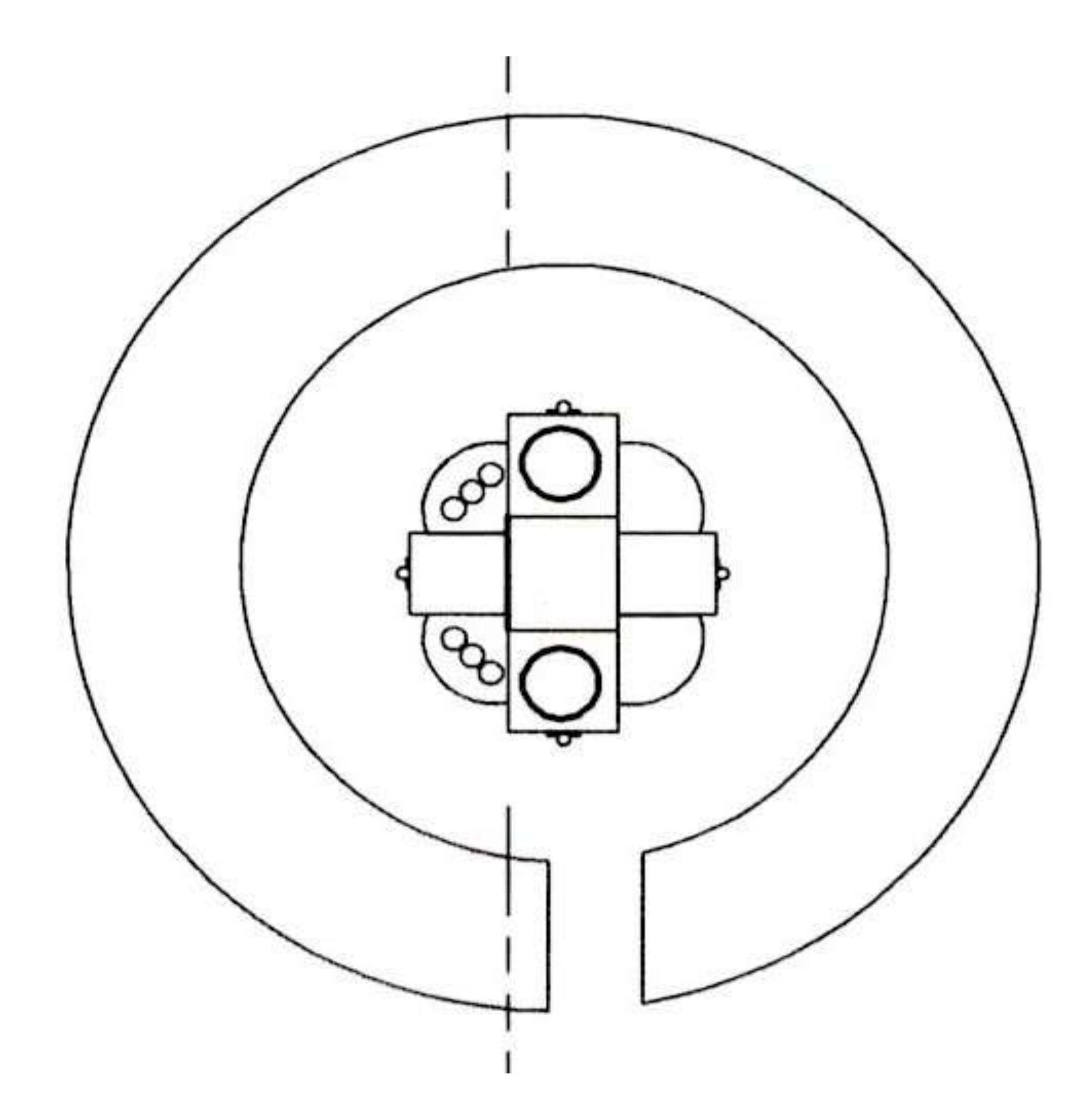


FLOOR FINISH

CEILING FINISH

SMOKEY MIRROR

# REFERENCE - PLAN VIEW



CARPENTRY

LIGHTING

# 

# CONCEPT DESIGNS COFFESTATION

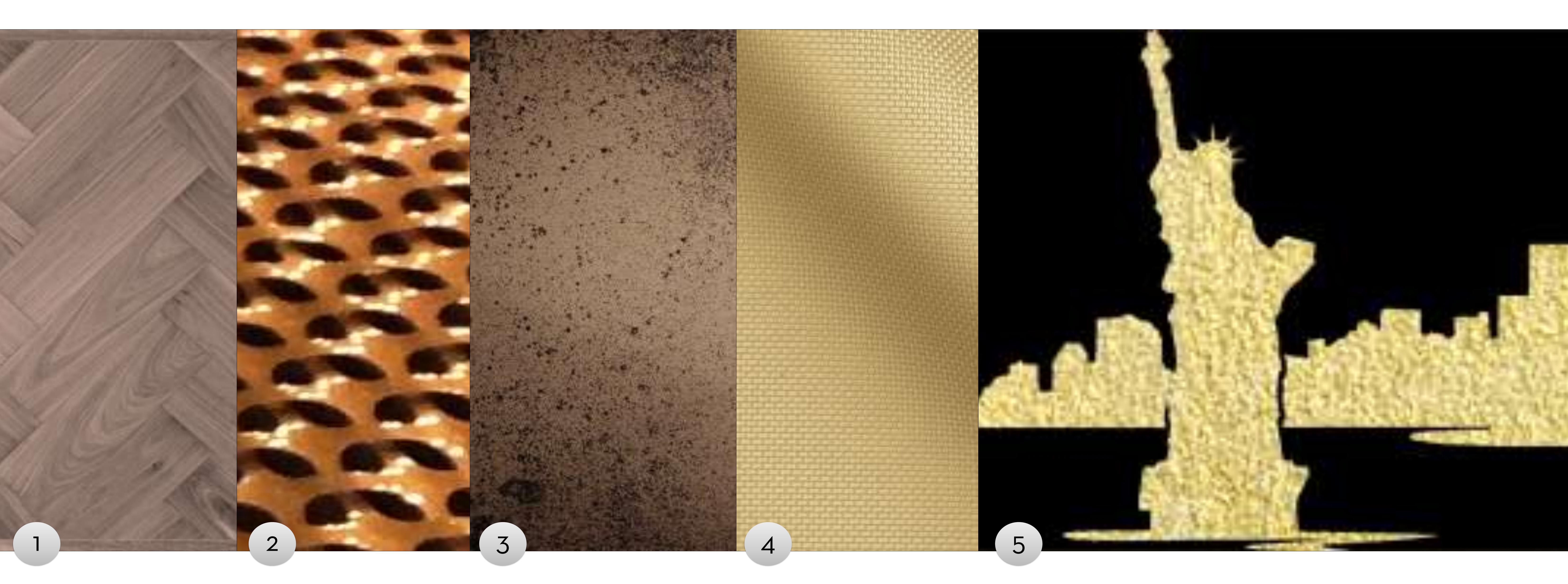


# CONCEPT DESIGNS COFFEE STATION



# 06 COUCH SEATING DESIGN

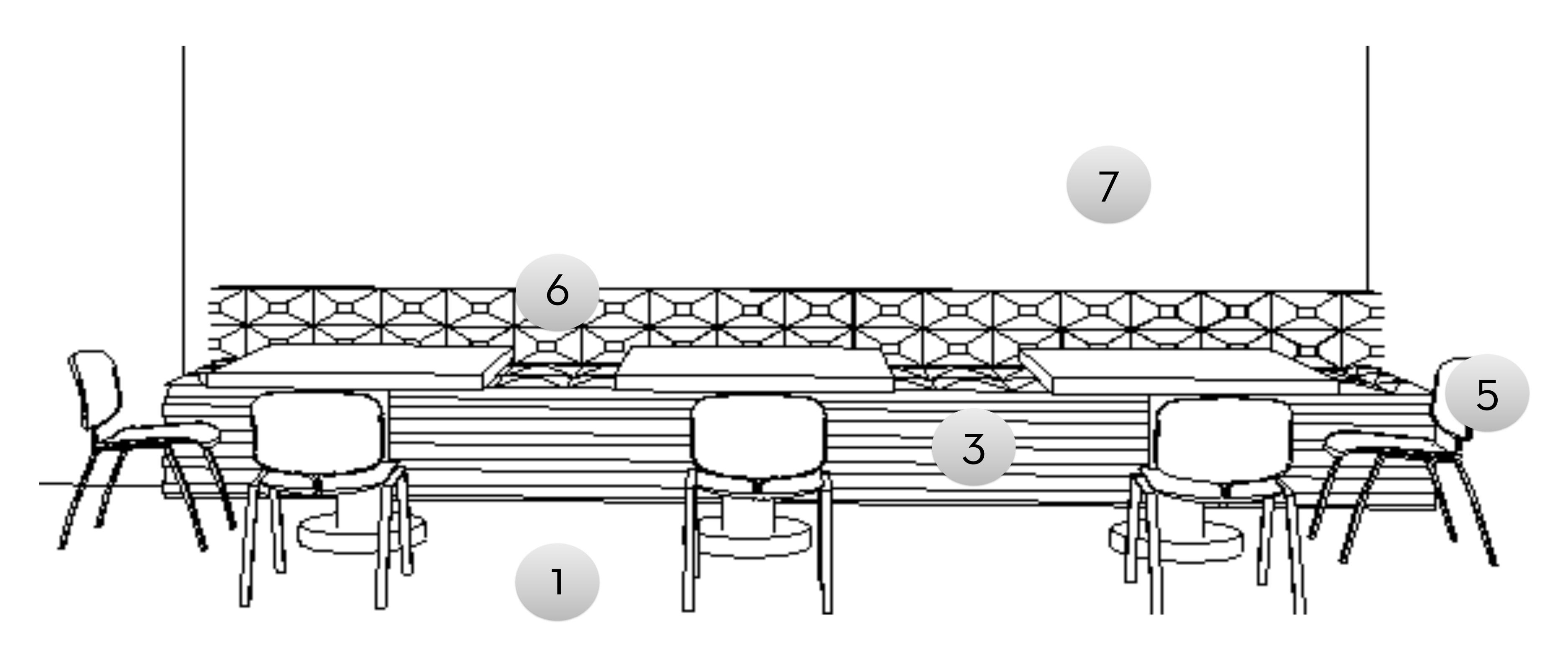
# FIXTURES & FITTINGS COUCH SEATING DESIGN



- 1. Floor Finish
- 2. Ceiling Finish
- 3. Smokey Mirror
- 4. Fabric Selection
- 5. Vinyl of Glass Window

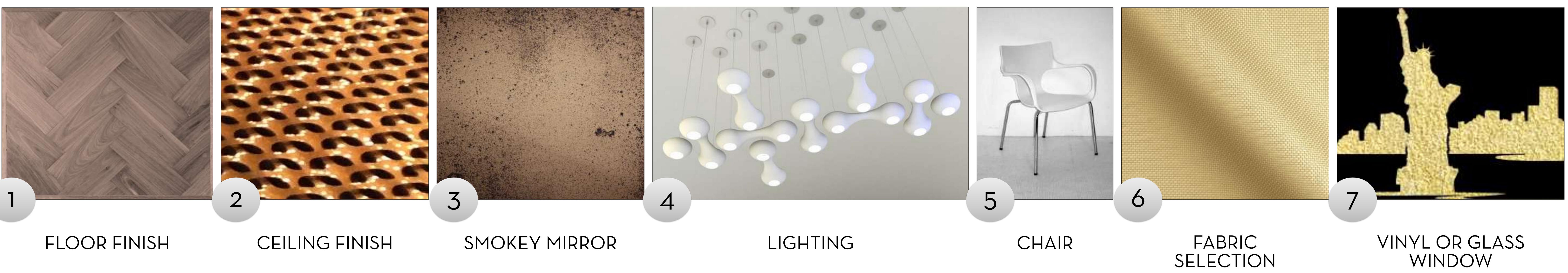
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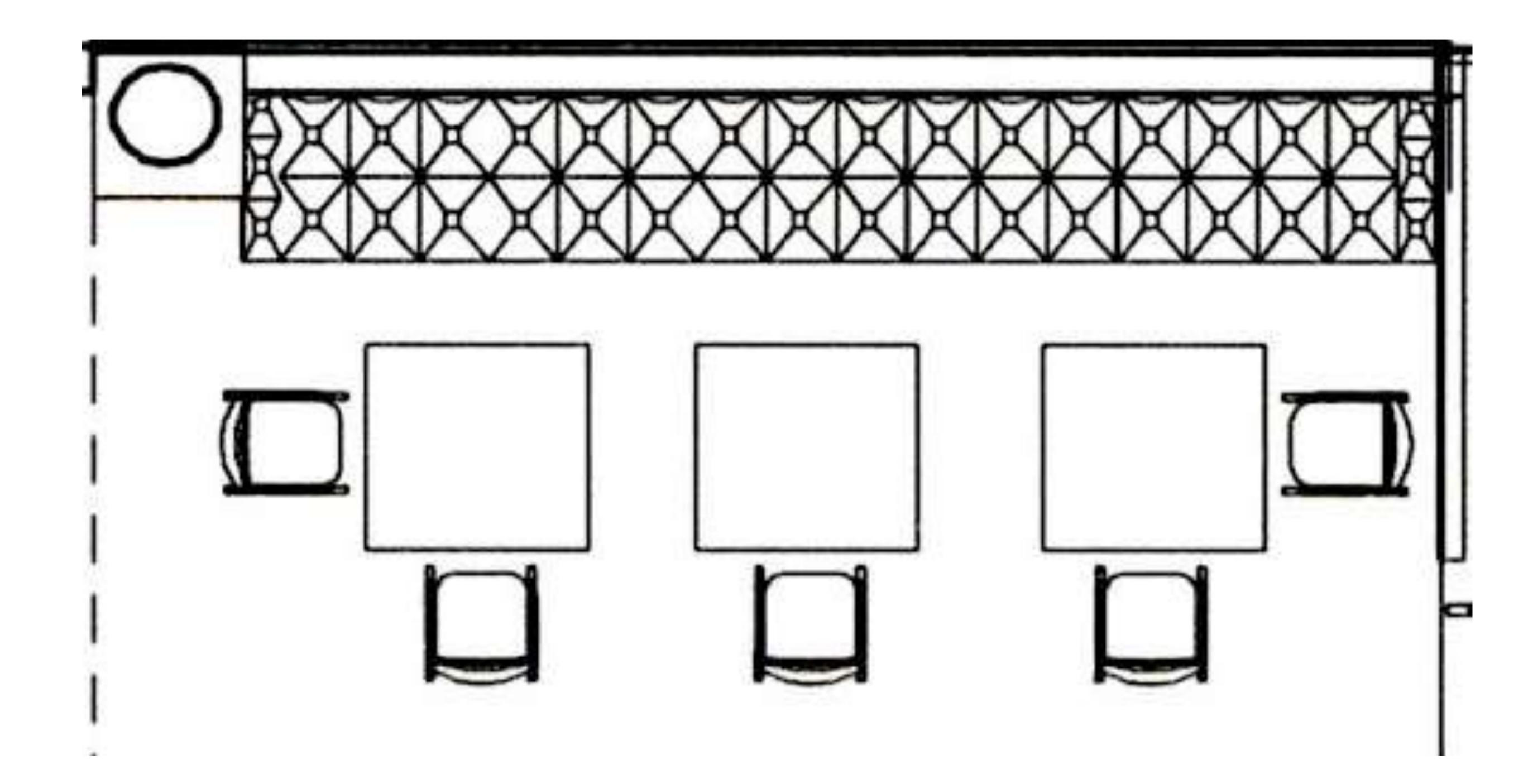
# COUCH SEATING DESIGN



3D MODEL VIEW

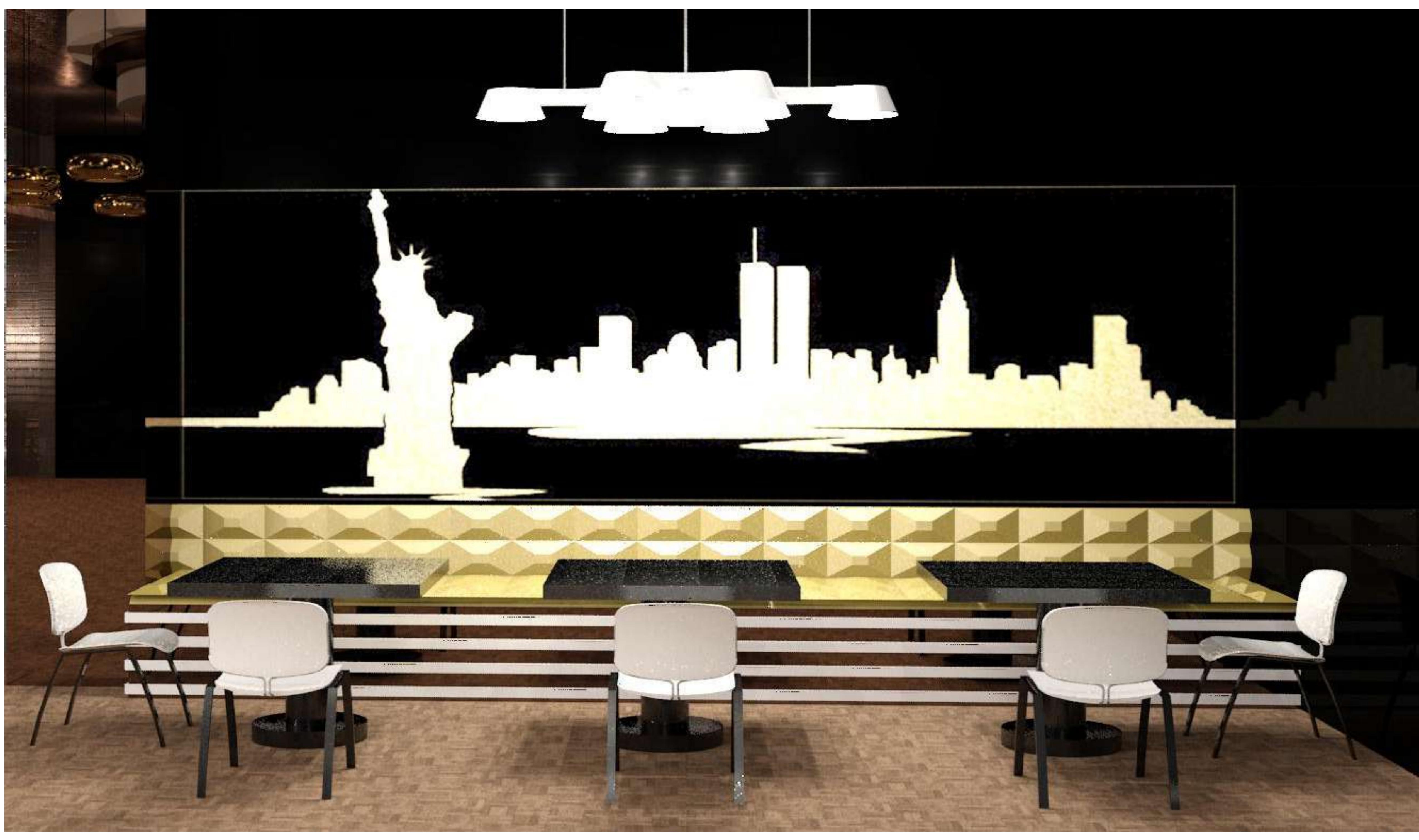
# FINISHES SELECTION:





# REFERENCE - PLAN VIEW

# FIXTURES & FITTINGS COUCH SEATING DESIGN



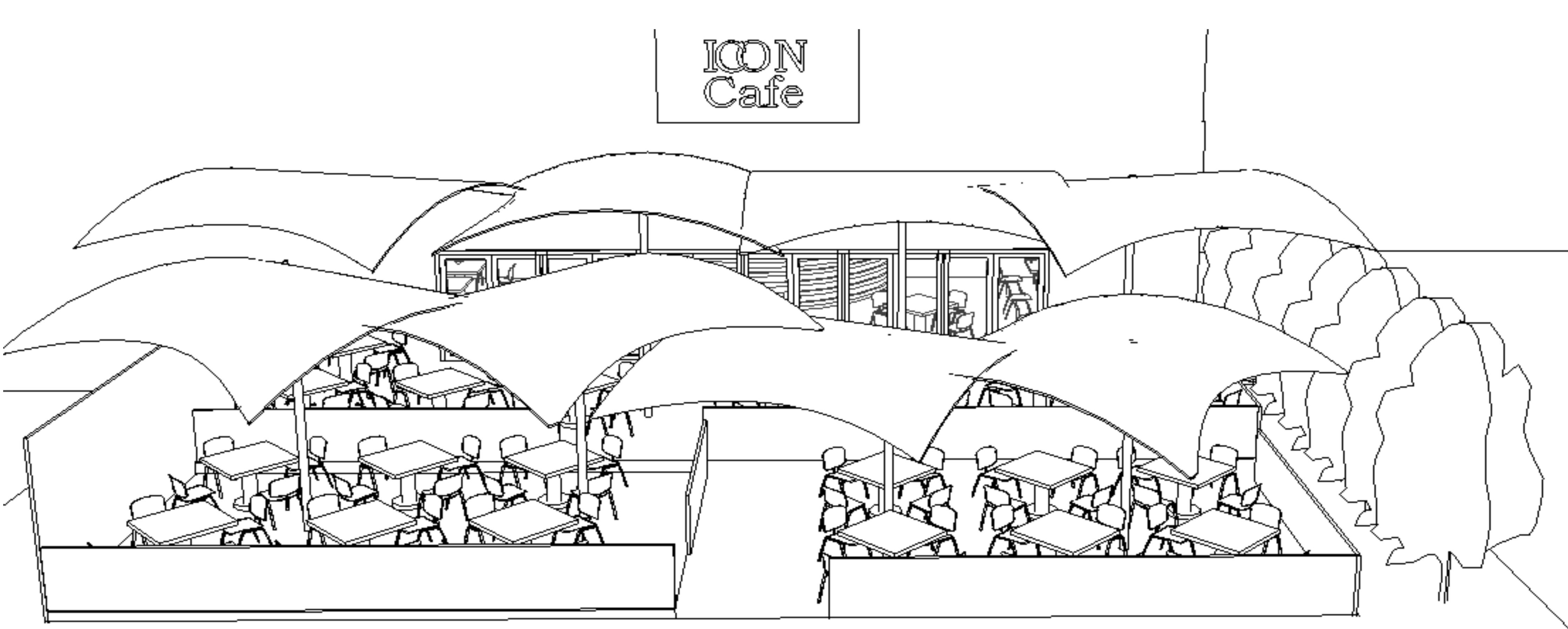
# 3D RENDERED VIEW - FRONT OF SEATING AREA

# FIXTURES & FITTINGS COUCH SEATING DESIGN

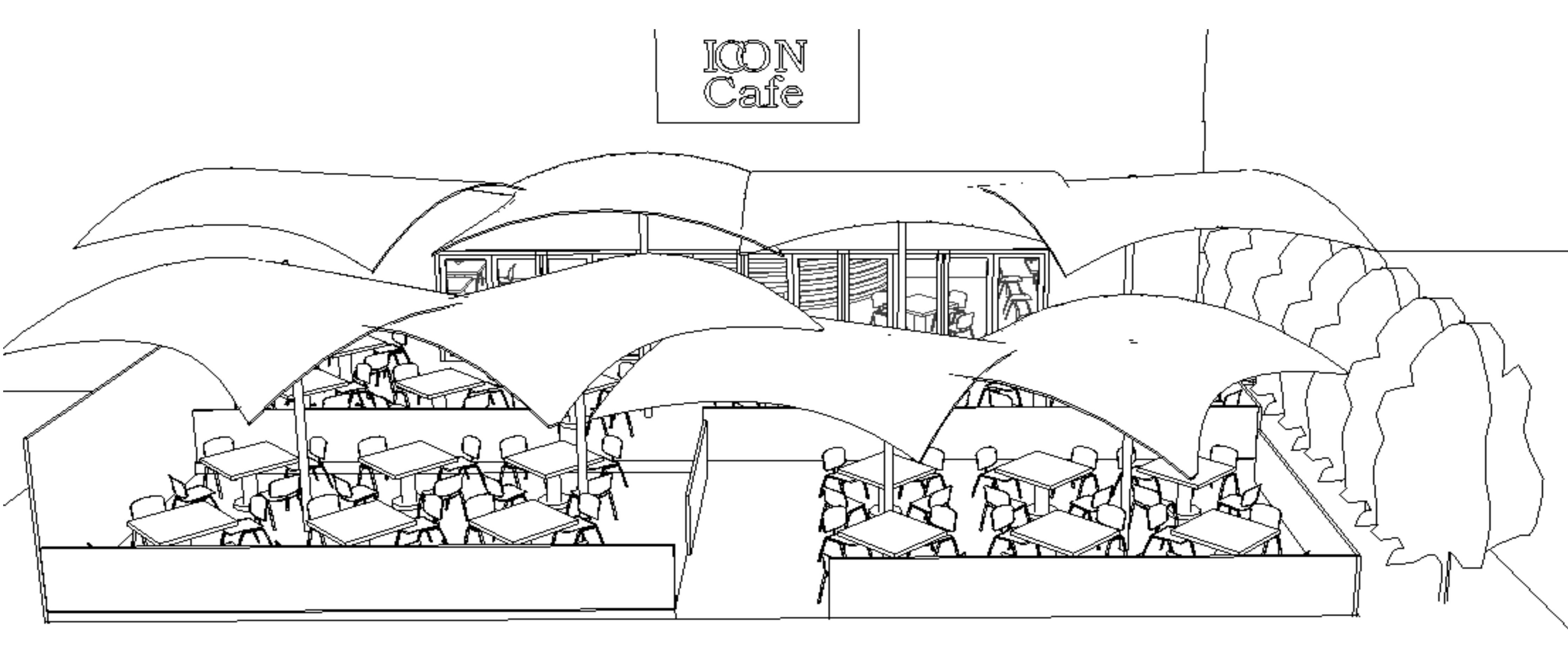


07 EXTERIOR DESIGN

# EXTERIOR DESIGN



# 3D MODEL VIEW



# FINISHES SELECTION:

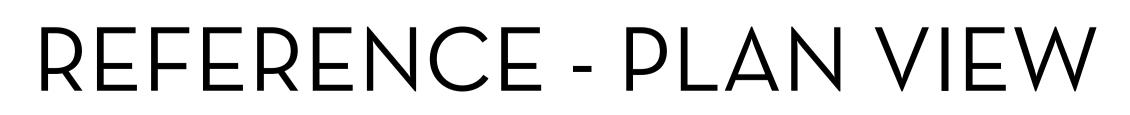
FLOOR FINISH

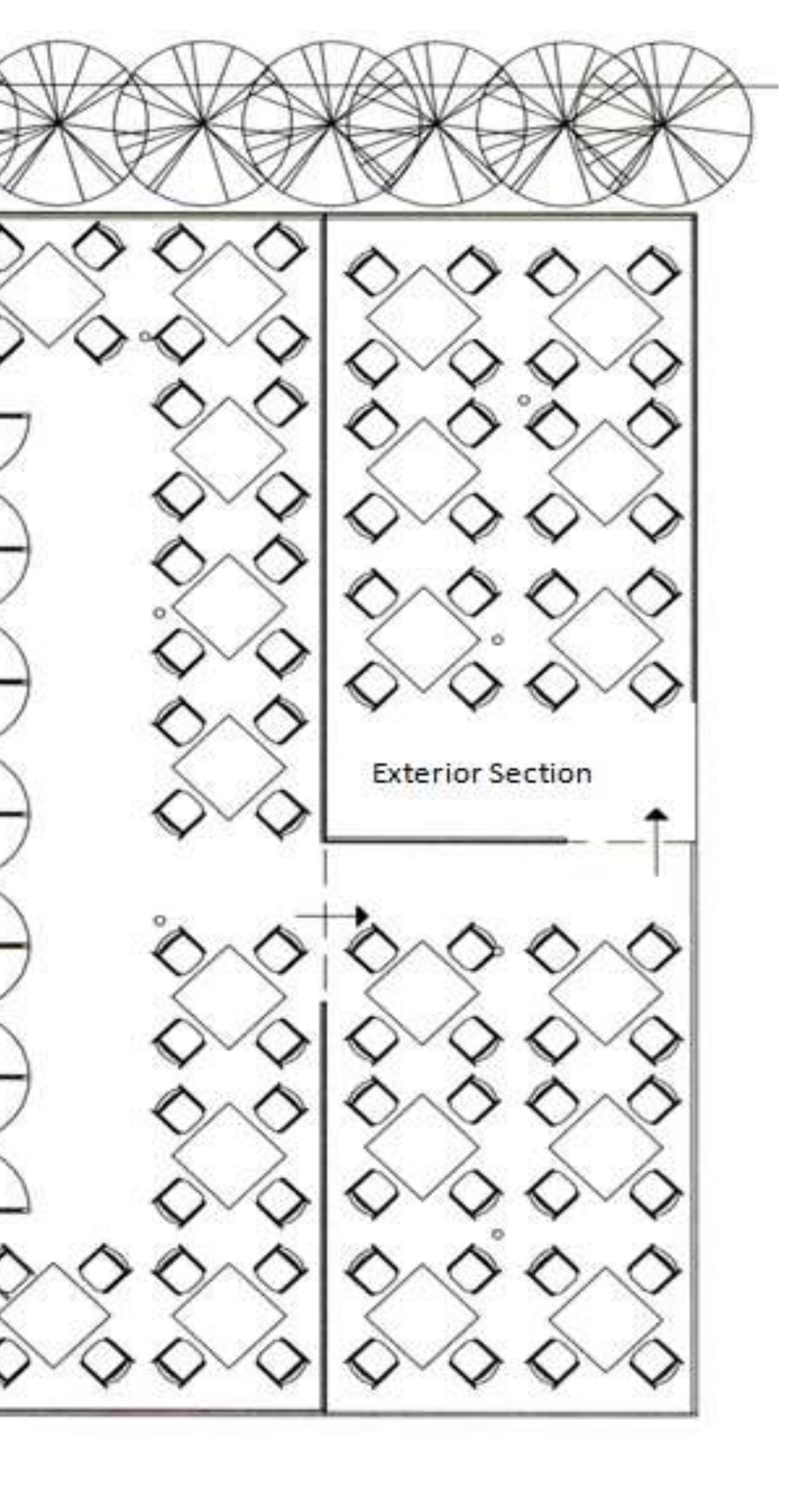


# CANVAS SAIL UMBRELLAS

CHAIR







# FIXTURES & FITTINGS EXTERIOR DESIGN



# FIXTURES & FITTINGS EXTERIOR DESIGN



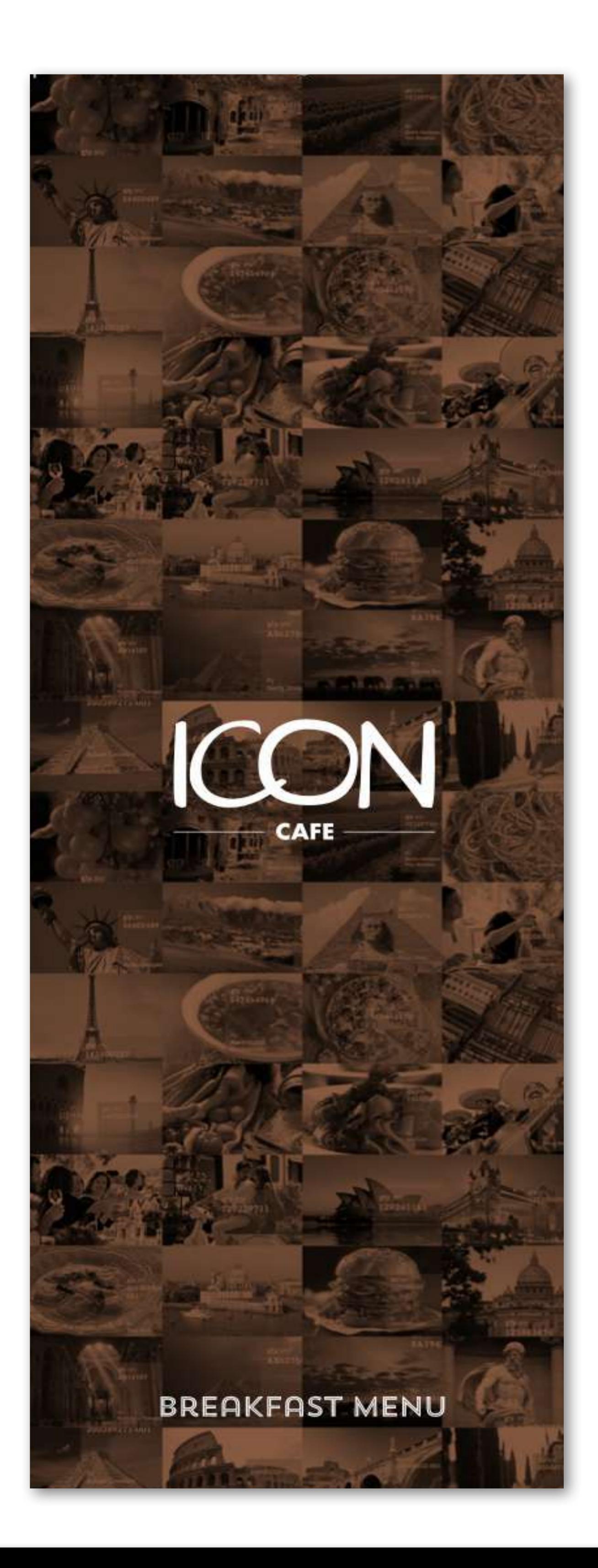
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# FIXTURES & FITTINGS EXTERIOR DESIGN



# 08 DRAFT MENU DESIGN



### STARTERS

### Prawn Cocktail

### **Onion Soup Gratinee**

Assiete de Formages a selection of cheeses of the day, with an optional glass of Port

**Chicken Liver & Foie Gras Mousse** with red onion confit & grilled country bread

Beef Carpaccio with fresh rocket & parmesan drizzled with a lemon & balsamic reduction

### SALADS

Salade Niciose with fresh seared tuna

**Grilled Chicken Paillard** with endive, roasted tomato & Parmesan

**Grilled Salmon Trout** over a warm spinach, walnut and lentil salad

House Salad with haricots verts, asparagus, fennel, ricotta dressed in a mild vinaigrette

Frisee Aux Lardons chicory salad, with a warm bacon shallot vinaigrette & a soft poached egg

Sugar Snap Pea Salad with baby gem, radish, country ham, marcona almonds & black pepper-thyme buttermilk

Caesar Salad romaine lettuce & croutons dressed with Parmesan cheese, freshly squeezed lemon juice & extra-virgin olive oil with a twist of black pepper

Caprese Salad generous slices of fresh Buffalo mozzarella, tomatoes & basil seasoned with salt, extra virgin olive oil

Waldorf salad fresh apples, celery and walnuts in a delicate mayonnaise dressing on a bed of greens

> Greek Salad our twist on the original classic

# DRAFT MENU DESIGN

### SANDWICHES

Served with your choice of fries or a side salad

**Roast Lamb Sandwich** with grilled vegetables, arugula & Harissa mayonnaise

Rare Roast Beef Roll with dill pickles, tomato & horseradish

**Toasted French Ham Gruyere Sandwich** on country bread

### Chicken Club grilled with lettuce, tomato, avocado,

bacon & mayonnaise served with pommes frites

**Roasted Eggplant Sandwich** with peperonata, arugula (rocket) & shaved Parmesan on rosemary ciabata bread

> Burger classic flame grilled home-made patty

> > Cheeseburger mozzarella or cheddar

Steak Roll your option of sirloin or fillet with all the trimmings

Hot Dog



**Steak Frites** with maitre d' butter or Bernaise sauce

### Shepherd's Pie

Wiener Schnitzel classic breaded veal or chicken cutlets served with fresh lemon & a potato salad

French Rotisserie Baby Chicken

Cote De Boeuf with rosti potato cake & Swiss chard grafin



Rectangular old style home-made pizza from our wood fired oven

### The Classics

Focaccia herb or garlic

Margarita tomato, sliced mozzarella balls, origanum & extra-virgin olive oil

Regina tomato, sliced mozzarella balls, ham, mushrooms & extra-virgin olive oil

Romano tomato, sliced mozzarella balls, anchovies, origanum & extra-virgin olive oil

Quattro Stagioni tomato, sliced mozzarella balls, ham, artichokes, olives, mushrooms & extra-virgin olive oil

Quattro Formaggi

tomatoes, sliced mozzarella balls, Stracchino, Fontina & Gorgonzola cheeses either of which may from time to time be alternated with ricotta & extra-virgin olive oil



### Some of our own

Vegeteriana tomato, sliced mozzarella balls & grilled vegetables

Silvana

tomato, sliced mozzarella balls, green pepper, asparagus, mushrooms & garlic

Marinara

tomato , sliced mozzarella balls, origanum, prawns, calamari rings, mussels, garlic & extra-virgin olive oil

> House Pizza destined to become famous...

Asiago & mozzarella cheese with origanum, garlic sautéed baby spinach, mushrooms & prosciutto

Pizettas

a variety of savoury bite sized pizzas



Seared Organic Salmon with English peas, Parmesan gnocchi, piquillo peppers, mint & lobster jus

**Grilled Dorado** with green asparagus, marble potatoes, chanterelles & mustard butter

**Grilled Calamari** tubes either fried or pan seared with lemon, parsley & a hint of garlic.

Fish & Chips crispy tempura style kingklip or hake with homefries

### PASTA

### Home-made Lasagna

Ricotta Agnolotti with brown butter

Macaroni Au Gratin with bacon

Fettucine with forest mushrooms & crème fraiche

Home-made Potato Gnocchi with your choice of bolognaise or gorgonzola sauce

Home-made Spinach & Ricotta Panzerotti in a mascarpone sauce with caramelised butternut

Spaghetti Alla Chitarra the classic... spaghetti with a sauce of fresh cherry tomatoes and basil

Linguini Con Mollica with anchovies, capers & cherry tomatoes, extra virgin olive oil & parsley with a hint of garlic

> Penne with bacon spinach & mushroom



Salt Roasted Fish with saffron almond basmati rice, bok choy & meyer lemon vin blanc -000-

Apple Tart Tatin with creme anglaise & a scoop of gelato

Pavlova baked meringue with warm seasonal berries

**Baglios Home-Made Fresh** on the premises variety of Gelato & Sorbets

Warm Vanilla Bread Pudding with butterscotch sauce & maple walnut ice cream

> 200 DRINKS

**Cafe Americain** Cafe Latte

Espresso

Irish Coffee

Iced Cappuccino

Fresh Orange Juice Lemonade

**Steeped Teas** Earl Grey, Organic Darjeeling, English Breakfast, Green Tea

### Carbonated soft drinks

Ice Tea Berry & Baobab, Choc Chip Ginger, Kiwi - Cucumber & Mint, Lemongrass-Coconut & Ginger, Melon & Goji Green

**Rock Shandy** 

Red Bull

Cola Tonic served with lemonade or soda

# DRAFT MENU DESIGN

### DESSERT

Crepes orange liqueur flamed crepes with fresh orange juice, cream or gelato

Warm Chocolate Cake with a scoop of vanilla gelato

Mille-Feuille

Crème Brûlée

Tiramisu venetian tiramisu of coffee soaked biscuits layered in a mascarpone mousse

Cappuccino Café Au Lait Kahlua Coffee Don Pedro Iced Tea or Coffee Fresh Grapefruit Juice **Ginger Lemon Iced Tea** 

Herbal & Decaf Teas Mint Tea, Vanilla, Camomile bud

Appletizer, Grapetizer Red & White

Fresh Juices Orange, Mango, Fruit Cocktail

> **Mineral Water** Local & Imported Sparkling or Still

**Passion Fruit** served with lemonade or soda

Lime served with lemonade or soda





# INTERIOR DESIGN AND DECORATIONS

Founder and designer, Leighton Clapton has always been most comfortable following creative pursuits. This passion for art and design, culminated in him launching his own interior design studio more than 15 years ago.

Leighton is known for his skill at transforming spaces into bespoke creations that exude elegance, comfort and luxury – a perfect union of function and flair, executed to precision.

It is this signature style that he has brought to some of the most premium addresses in South Africa, on projects ranging from R2 million to R75 million, for residential spaces anywhere from 180sqm to 2000sqm, through to 8000sqm commercial projects.

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CESCING presented by LEIGHTON CLAPTON

# INTERIOR ARCHITECT INTERIOR DECORATION PROJECT MANAGE CONSULTANCY