Fast-Casual Chain

By Valerie Killifer

Design Media Dez 2013, 2013. Buch. Book Condition: Neu. 292x222x30 mm. Neuware - Fast-casual chains are leading growth in the catering category, which hasincreased significantly in recent years. Diners now pay more and moreattention to the dining environment. Thus, besides heightening theirown brand and specific character, designers and restaurant operatorstend to adopt chic elements to create a soothing and pleasantatmosphere for diners to enjoy their nice meal.The book presents the design elements of fast-casual restaurantthrough combination of texts and projects, including branding,site selection, architectural design, interior design and queuingconsiderations. Projects in the book are of representative significance,such as McDonald's, Burger King, and Yoshinoya. It is a valuablereference book for restaurant design 223 pp. Englisch.

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