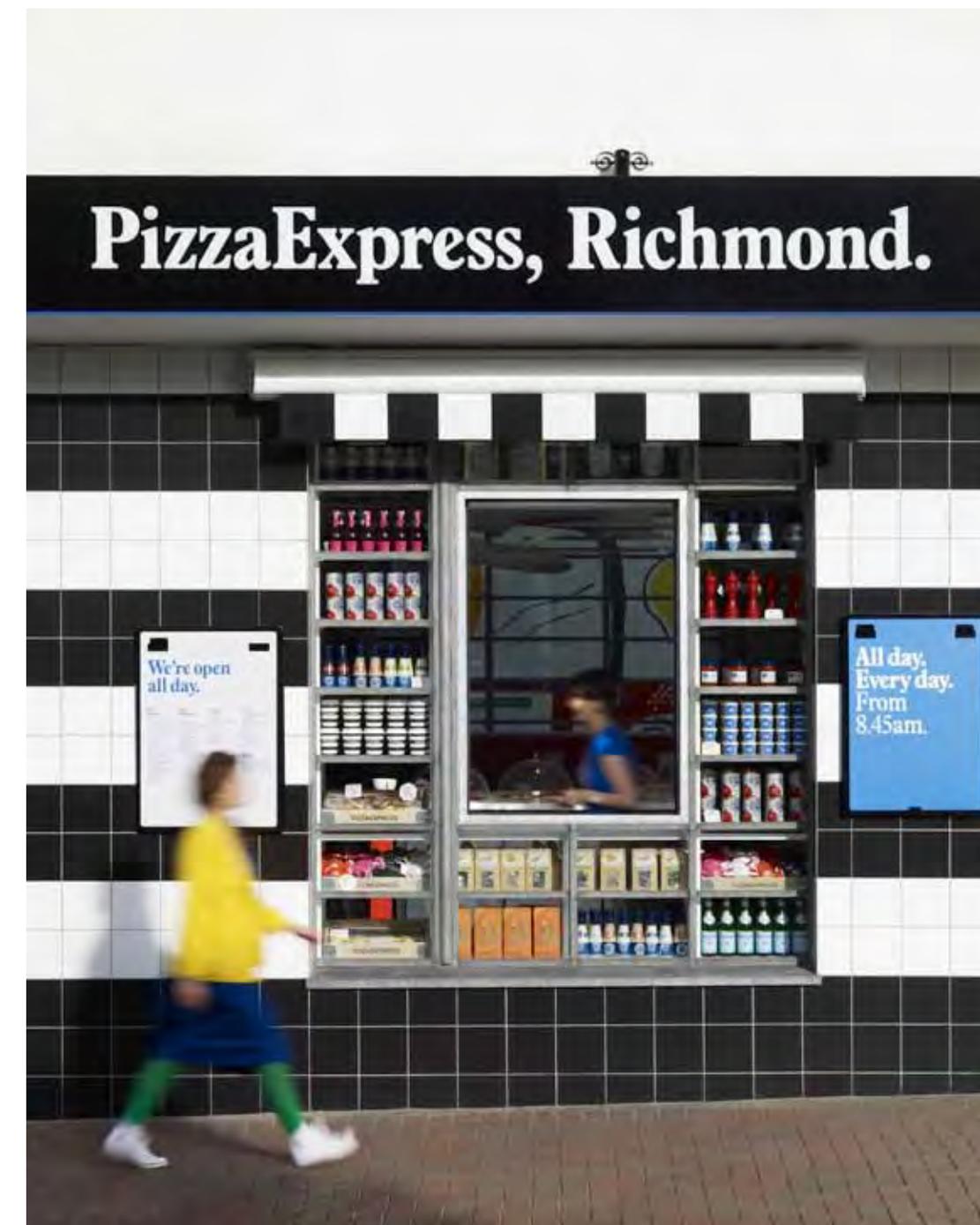




PIZZAEXPRESS



PizzaExpress, Richmond  
Richmond, UK  
In collaboration with DA.Studio  
2010

**Client:** PizzaExpress  
**Brief:** Create a 'new generation' pizzeria that fulfills the brand's mission to feed great conversation by creating an acoustically-controlled environment that stimulates the senses.

We took PizzaExpress back to its original essence, celebrating the joy of eating good food and the theatre of traditional pizza making, while bringing light back into the restaurant, giving it an injection of colour and excitement. We put the kitchen and all its vibrant activity under the spotlight; centre stage in a space that excites the senses.



PizzaExpress, Richmond

PIZZAEXPRESS

Parabolic lighting domes - created in collaboration with leading acoustician Sergio Luzzi - help create localized sound pockets around each table. Built-in speakers allow customers to play music from their own iPods; diners can dim their own lights or press a 'light-up' button to ask for the bill.

A long, undulating counter connects the dining area with the kitchen, where mouth-watering ingredients sit in tidy rows, pizzaiolos toss dough high into the air, and delicious aromas waft from a fiery oven.

To bring in a family clientele throughout the day, we interspersed kids' activity areas throughout the restaurant, including interactive stealth learning games (pizza-themed, of course) and a large communal drawing table.

Inspired by the open stalls of Naples, we punched a kiosk through to the street, allowing passersby to grab food and drink on the move.

The first restaurant was treated as a living lab where we could test new concepts, monitor public response and explore the outer limits of what a PizzaExpress can be.

**Architectural Consultant:** DA. Studio  
**Branding and Graphic Design:**  
Graphic Thought Facility  
**Acoustic Consultant:** Sergio Luzzi, Vie En.Ro.Se  
**Mural Artist:** Enzo Apicella  
**AV and Interactive Consultant:** Dominic Robson



PizzaExpress, Richmond

Roll Outs  
PizzaExpress, Fulham  
PizzaExpress, Brent Cross  
2011

After testing our new concepts in the living lab of PizzaExpress Richmond, we revised the design based on visitor feedback and budget to be implemented across the estate. Wallpaper and terracotta lights were added to the mix, as well as additional colours for the ribbon.



PizzaExpress, Fulham

‘The idea has been about taking it back to the sixties, to create a vibrant open space. We have really improved the acoustics by removing the marble, and the ceramic floors. And we have introduced booths with acoustic separation where you can play your own iPod, and choose your own lighting too. It’s all about creating objects and environments that are engaging, vibrant and that bring spaces alive’

Ab Rogers