

Blend

**BLEND BEAUMARCHAIS
FILLES DU CALVAIRE
PARIS [75]**

FRANKLIN AZZI

PRESS RELEASE

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FOREWORD

Opened in 2013 and the second restaurant of the famous chain of gourmet burgers, Blend Beaumarchais restaurant is emblematic by its location and success. Following condominium work and an approach to revaluing the identity of its restaurants, Victor Garnier, the creator of the brand, wants to make a facelift: the facade and interior design are the subject of a whole. new writing both architectural and in terms of uses.

LOOKING FOR FIRST AMERICAN DINNERS

The project starts with a thorough research on the origin of the first American diners, where the famous rolls were born, which are now a big hit on the French gastronomic scene. Born in the late nineteenth century in the United States, diners, made popular thanks to the American movies of the 50s and 60s, were old train cars quickly refitted in restaurants. The setting is warm, family and it comes as much for its atmosphere as for the culinary offer.

The former premises has been completely redesigned as a space that cultivates a certain lifestyle: a new distribution combining functionality of the place and practicality of use with quality of reception and comfort of use.







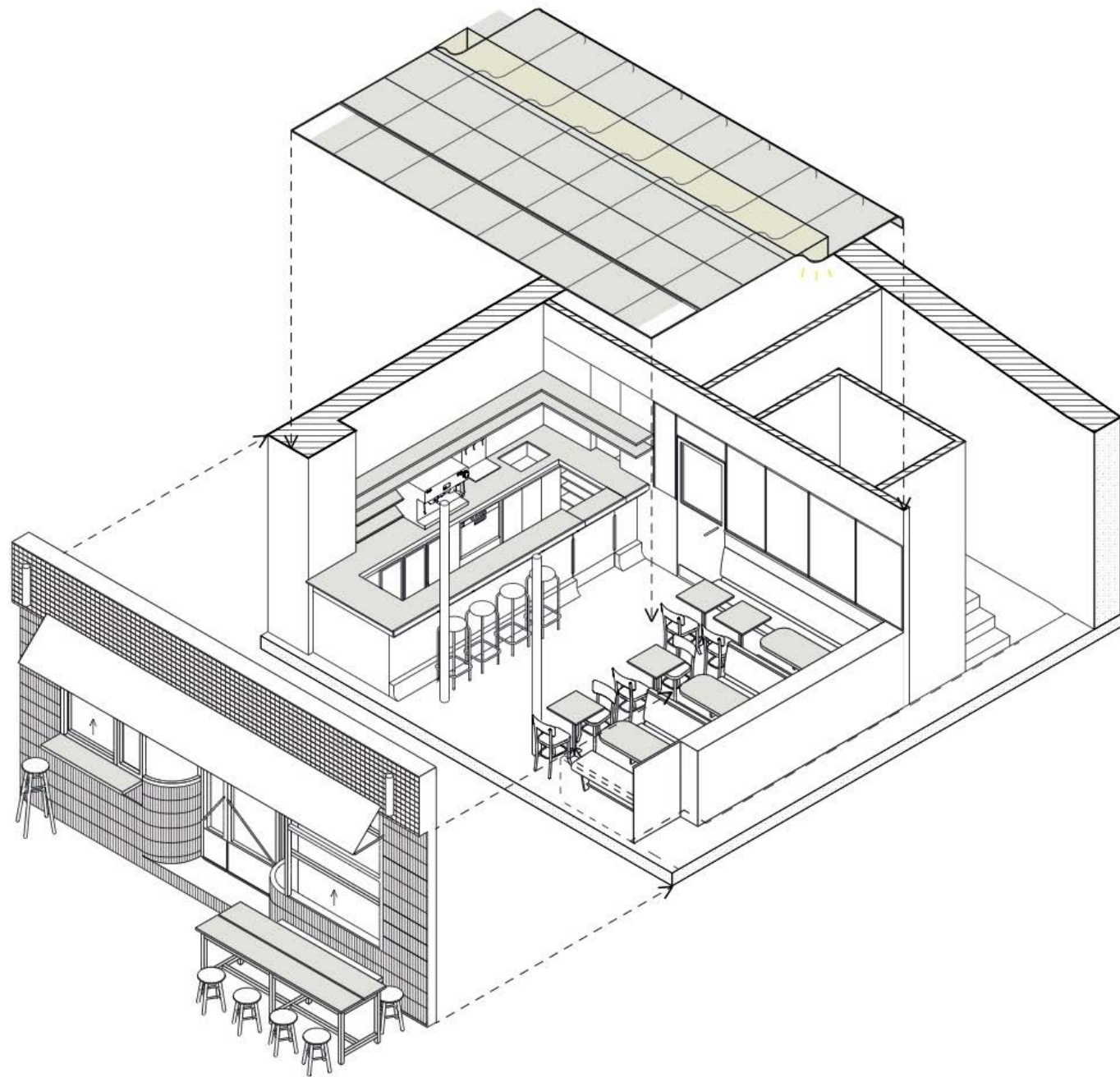
A SAVANT MIX BETWEEN FUNCTIONALITY AND DOMESTICITY

The composition of the facade and interior design are intimately linked in a concern of functionality for these restaurants working at a breakneck pace: on one side, a small sash window, modeled on the New York «Take Away», is used for takeaway sales. It is located in the extension of the bar, which is itself an extension of the hot kitchen. This optimized circuit makes it possible to respond efficiently to Deliveroo's many deliveries without disrupting the service and comfort of the on-site tasting.

A second guillotine window, in the extension of the seats allows also to bathe the room of natural light.

Bright, the facade is also by the use of off-white sandstone tiles: this enamel work and the different formats have been designed specifically for the project in collaboration with a Norman craft company. The use of this unique material in the historic center of Paris also ensures the durability of the facade: easy to maintain, the ceramic tile is also stable and deforms little. It also brings back to the facade a more domestic and relaxed dimension.

«As at home,» here the front door is a mailbox. Dressed in patinated bronze, it catches the eye and constitutes an invitation to enter. In the evening, once the service is over, Venetian curtains in strips of wood mean that the place is closed to the public.



LIVING PROJECT, PLACE OF LIFE

There was much to do to make this small space (25 m2 room, counter included) friendly and open to all. The integration of all the technical constraints to the realization of a restaurant (hot / cold kitchen) led to the drawing of a rectangular volume which is cut out quite simply in two major spaces: a large solid wood counter on the left, and a sitting room on the right.

At the back, an elegant sliding door, reminiscent of the doors of the train cars, leads to the technical rooms and the basement.

On the ceiling, the architect discovers a major beam that supports the building: an accident which he takes advantage in the design of the false ceiling in the form of a wave lacquered glossy metal.

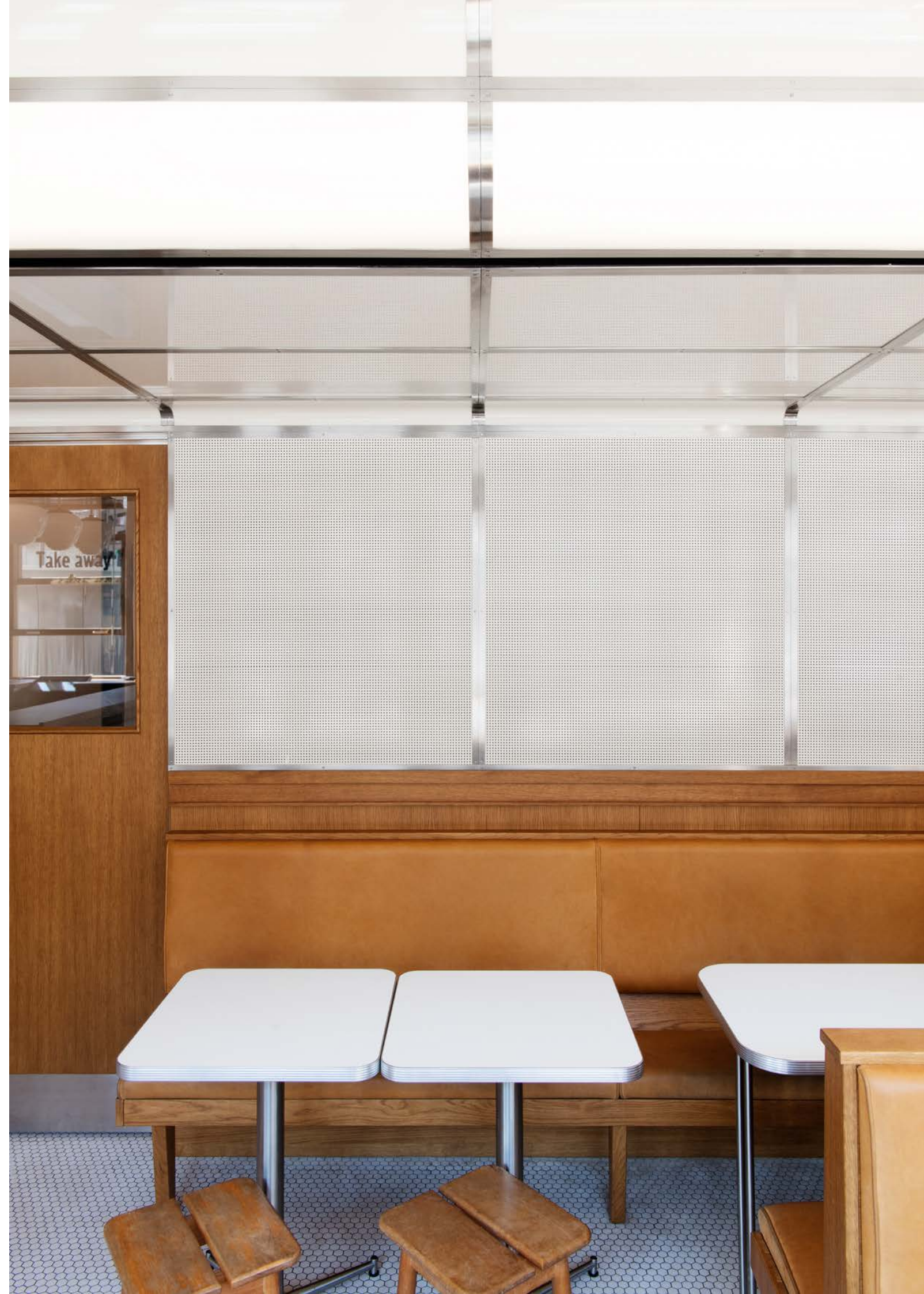
No free, the wave is also a source of integrated lighting for the entire room.

Beyond the semantic wink, the materials used such as stainless steel, melamine, ceramic and micro-perforated lacquered metal, were chosen mainly for their technical properties: durability, hygiene, solidity, acoustics.

Solid wood, natural leather, mirrors, lighting fixtures and antique furniture give space a more intimate universe.

Thus, from the facade to the interior, the project puts forward this beautiful ordinary that is loved in the places where one feels

Well, where we come and come back to share a good meal like these first and endearing American dining cars.



TECHNICAL SHEET

CLIENT

Blend Hamburger Gourmet

PROJECT MANAGEMENT

Architect : Franklin Azzi

BET Structure : Bureau d'étude Gervais

Contrôleur technique : VERITAS

PROGRAM

Restaurant

COMMAND

Privée

SURFACE AREA

60 m²

CALENDAR

Etudes : 2016

Livraison : 2017

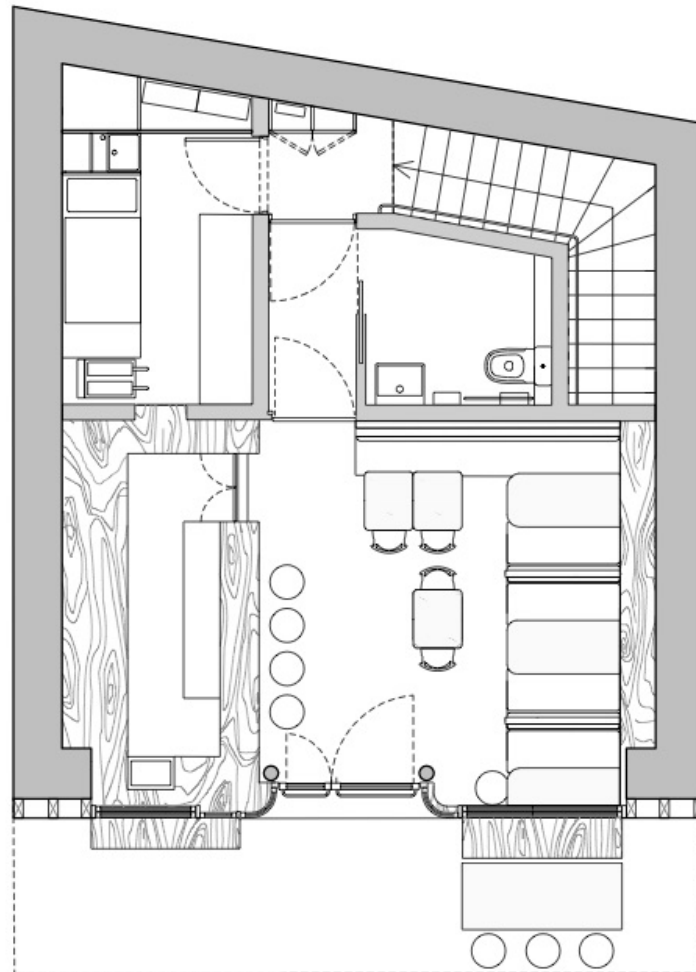
LOCATION

1 boulevard des Filles du Calvaire 75003 Paris, France

CREDITS

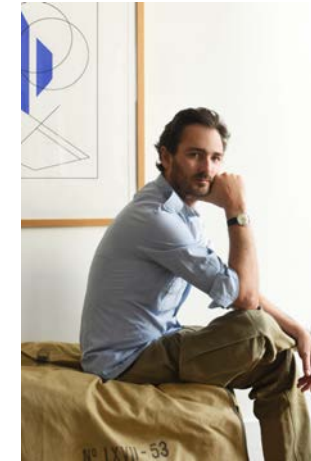
Franklin Azzi

Alexandre Tabaste



BLEND BEAUMARCHAIS_PLAN

FRANKLIN AZZI



Since the foundation of his agency in 2006, Franklin Azzi has been developing architectural, urban design and design projects in France and abroad.

The agency has approximately forty collaborators: architects, designers, decorators, graphic designers, art historians, as well as a computer research laboratory and parametric design team. His style is at the crossroads of disciplines and fields of reflection.

Its transversality allows him to explore the heavy rehabilitation of industrial and functional buildings, new construction as well as the design and specific furniture of luxury shops. Influenced by the interdisciplinarity of the Glasgow School of Art, where he studied, the industrial world, Google Image, Paul Virilio, modernism and contemporary art, Franklin Azzi's practice is hybrid and rigorous. Always with a view to sustainability, efficiency and the clarity of the proposals. He has been distinguished by major publicly commissioned cultural projects.

First, the Centre de la Francophonie des Amériques in Quebec City in 2007, then the Saint-Sauveur train station and the Tripostal in Lille followed by the Mame print shops in Tours.

The transformation of the Alstom Halles on the island of Nantes into the Nantes Saint-Nazaire School of Fine Arts is an emblematic project in his

career. These projects are characterized in particular by the generosity of their public spaces. We find this aspiration again in 2013, when he created a walk on the Berges de Seine between the Musée d'Orsay and the Quai-Branly with the City of Paris - a UNESCO World Heritage Site. Currently under study is the Grand Paris station project, which will connect Paris to Orly airport, which also participates in his reflections on what constitutes the city of tomorrow, the sustainability and flexibility of architecture in the city.

Franklin Azzi also develops office suites with iconic performance and design. They are treated 'surgically', with a great concern for the quality of uses, such as the Dock en Seine in Saint-Ouen, the Raspail building in Paris and now the Workstation Tower with Hines in La Défense and the Montparnasse Tower with the grouping of the new AOM (Franklin Azzi Architecture, Chartier Dalix, Hardel Le Bihan).

Interior architecture and design are summoned together with the same care as the architecture, under the watchful eye of Noémie Goddard, Associate Artistic Director. Creators such as Christophe Lemaire, Isabel Marant, Jerome Dreyfuss, Bali Barret, Lacoste and the LVMH group have entrusted them with the design of their boutiques in the United States, Japan, Korea, China and France. Franklin Azzi has also been distinguished by the creation of establishments such as Café Holiday in tribute to the eponymous magazine dedicated to travel and style. These projects are developed by a specialized department within the agency, which also intervenes on the interiors of new constructions and rehabilitations.

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ICONOGRAPHY AVAILABLE FOR THE PRESS

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FRANKLIN AZZI PORTRAIT © ALEXANDRE TABASTE

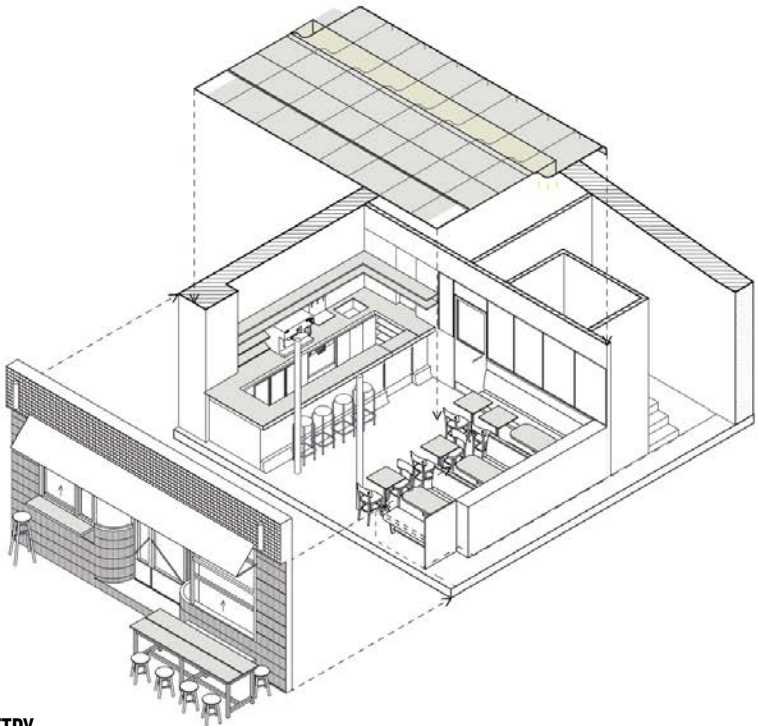


LOGO
FRANKLIN AZZI

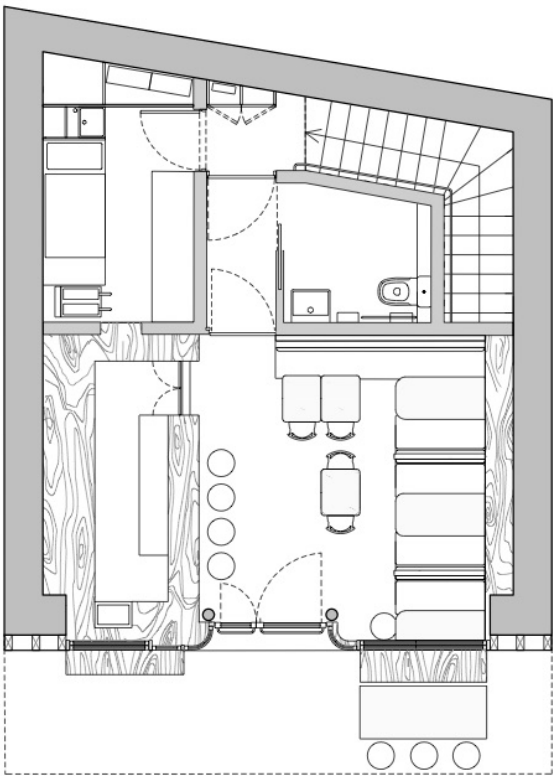
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BLEND BEAUMARCHAIS _ AXONOMETRY



BLEND BEAUMARCHAIS _ PLAN

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