

## NOT YOUR AVERAGE JOE'S

*Gaithersburg, Maryland*

*Client: Not Your Average Joe's*



In 2011, the successful restaurant chain Not Your Average Joe's began preparation to expand from 17 to 50 restaurants. Elkus Manfredi Architects was hired to evolve the NYAJ brand and reinvent the prototype – from signage and menu to full interior design, and implement the refined brand and new prototype in an existing 6,500-square-foot space in Gaithersburg, Maryland.

The design combines the vintage industrial aesthetic of the urban meatpacking district with more refined elements, playful touches, and the nostalgia of a neighborhood restaurant. The exposed industrial ceilings of the bar, metal sliding doors, retro lighting fixtures, signage painted on brick, and the 15-foot vertical neon blade sign add to the vintage industrial feel. Theatrical, proscenium-like grillwork surrounding the kitchen puts the chef and cooking line on center stage, and a bread-cutting table mediates between the kitchen and dining room.

The raised level of the bar area gives single guests a kitchen view and people-watching experience while imparting a sense of separation from dining areas. In the dining room, pools of light from individual pendants enhance the private feel at each booth. The patio view dining area, oriented toward vintage factory glass windows looking out to the patio, has the indoor/outdoor feel of a screened porch. More dramatic back-lighting defines and showcase the kitchen, as well as the award-winning wine selection.



