


[Free] Theme Restaurants

Theme Restaurants

Mike Kaplan, David L. Rockwell
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#6617749 in Books Pbc Intl 1998-09Original language:EnglishPDF # 1 10.25 x 8.75 x .50l, #File Name: 0866365796176 pagesEvocative design that is narrative and transports you to another time and place | File size: 56.Mb

Mike Kaplan, David L. Rockwell : Theme Restaurants before purchasing it in order to gage whether or not it would be worth my time, and all praised Theme Restaurants:

"...Evocative design that is narrative and transports you to another time and place," is how David Rockwell, famed designer of Planet Hollywood and myriad popular theme restaurants, describes this irrepressible phenomenon in restaurant design today. Theme Restaurants is visually entertaining--packed with vivid photographs, detailed floor plans, and retail and merchandising programs that explore the strategies behind such successful hot spots as the Official All Star Cafe, Dive!, Motown Cafe, Cheesecake Factory, and Rainforest Cafe.

About the AuthorMichael Kaplan is a writer based in New York City. He has written for publications that include George, Smart Money and Movieline. Additionally, he is the author of The New Hotel: International Hotel and Resort Design 3 (PBC International). Hotels is the leading magazine of the worldwide hotel industry.