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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 has increased significantly in recent years. Diners now pay more and more attention to the dining environment. Thus, besides heightening their own brand and specific character, designers and restaurant operators tend to adopt chic elements to create a soothing and pleasant atmosphere for diners to enjoy their nice meal. The book presents the design elements of fast-casual restaurants through combination of texts and projects, including branding, site selection, architectural design, interior design and queuing considerations. Projects in the book are of representative significance, such as McDonald's, Burger King, and Yoshinoya. It is a valuable reference book for restaurant design 223 pp. English.



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