



Red Ginger

Uniting cultures with unique design

Red Ginger is a 24/7 hotspot for guests. Designed as a modern/contemporary hotspot, Red Ginger provides a mixture of Western and Eastern cuisines at the exclusive City of Dreams Manila Resort in Entertainment City along the Manila Bay. The design approach was to create a specific focal point and conversational piece in every public zone creating a memorable guest experience.

The primary design focal point of the restaurant's interior architecture is its visually-stunning wave wood ceiling. This unique, three-dimensional "movement ceiling" was built in a double volume space, with extension fins at the curtain wall, enhancing customers' and patrons' viewing vis-à-vis the retail outlet areas.

The secondary focal point of the restaurant is the merchandising space at the restaurant entrance, with a diverse range of beverages, cakes and pastries. Recessed custom pendant lighting shades are hung in an apparently random, yet carefully ordered, formation above the counter, while the backdrop stone wall provides openings with glimpses of activity in the kitchen. The restaurant floor itself is divided into separate programs, creating a more private dining experience, including: the main Dining Hall with two and four tops; patio seating; a High Tea zone with lounge seating groupings; and a Bar zone with high tops for communal use.

CLIENT	Melco Crown Entertainment
PORTFOLIO	Restaurants
CATEGORY	Casual and Fast Casual Dining
SIZE	3,375 SF (314 SM)
LOCATION	Manila, Philippines
DATE	February 2015
SERVICES	Architecture Interior Design

Restaurants

Whether a single restaurant location, prototype development, or program implementation, NORR knows restaurant design. Our team of architects, interior designers and engineers work collaboratively with clients to design buildings and spaces that consider location and local relevance in balance with food and beverage concept, format and brand to achieve both a successful restaurant operation and guest experience.

Quick Service

NORR's design for quick-service restaurants combines modern flourishes to compliment a client's brand with high-tech tools to speed-up service and increase the bottom line while preserving customer experience. The line between quick service and fast casual experience continues to blur. Quick-service restaurants are adopting the upscale decor of their casual dining competitors such as locally relevant art and graphics. At the same time, operators' efforts to reduce the costs of construction, cut waste and increase sustainability result in repurposing old buildings and investing in energy-efficient equipment. As the sector evolves so does NORR, with an evidence-based design strategy.

Casual and Fast Casual Dining

Since the advent of the fast casual restaurant decades ago, NORR has been providing specialized architecture, interior design, and engineering services to suit the unique needs of casual dining and fast casual dining restaurants. To ensure flawless exchange from front

of house to back of house, NORR combines current technology with a purposeful design aesthetic to expedite service and enhance guest experience. With years of restaurant design experience and an uncompromising dedication to quality and service, NORR creates unique, experiential dining spaces to meet the goals of our clients.

Fine Dining

A well-designed fine dining restaurant will enhance the overall dining experience through expert attention to detail. NORR is adept at the creation of fine dining spaces that balance the restaurant's core mission with contemporary design to create a compelling atmosphere that will be memorable for guests.

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