

BOUTIQUE design

GOLD KEY 2022

WINNERS AND FINALISTS · BDNY PRODUCT DESIGN COMPETITION

WINTER 2022 / 2023

HOSPITALITY REINVENTED

STAR QUALITY

THE 2022 DESIGN FIRM OF THE YEAR
IS HAVING ITS MOMENT

Kellie Sirna, Studio 11 Design





WINNER
OJI MI
NEW YORK

The Highlights: Merging two contrasting themes: the traditional Korean hanok (or home) and the social clubs of Flatiron in the early 20th century, the design aims to have guests feel as if they are standing in two places—not quite Korea and not quite New York. The space is harmonious and warm; the color palette, with gentle pink and green hues, has a serenity that allows the food to stand out. The main dining room is framed by doubled-up wood beams characteristic of Korean buildings, creating a space that mimics a traditional exterior courtyard in plan and through finishes like pebbled stone flooring. Designers layered in glamour found in Flatiron social clubs through plush seating, ornamental brass, and filigree details in the lighting.

SOURCES:
DESIGN FIRM: AVROKO ARCHITECTURE FIRM; DAVID BUCHOVY ARCHITECT, BROOKLYN, NEW YORK PURCHASING FIRM: P360, SAN FRANCISCO CLIENT: BRIAN SEHONG KIM, NEW YORK PHOTO: CHRISTIAN HARDER

WINNER
CI SIAMO
NEW YORK

SOURCES:
DESIGN FIRM: GOODRICH, NEW YORK ARCHITECTURE FIRM: GRIZFORM DESIGN ARCHITECTS, WASHINGTON, DC PURCHASING FIRM: DOROTHY YOGT CONSULTING, NEW YORK CLIENT: UNION SQUARE HOSPITALITY GROUP, NEW YORK PHOTO: READ MCKENDREE

The Highlights: The Italian phrase “Ci Siamo” means “here we are” or “we’ve arrived.” The restaurant is arranged on three levels of a newly constructed modernist building, defined by high ceilings and a full-height curving glass façade. Moving from the pedestrian plaza into an entry foyer with a bespoke stone mosaic floor and an antique marble fountain, guests pass through an arched opening and ascend a grand staircase, arriving in a lounge and bar area with views to the plaza below. A path flows through the first dining room, past an open kitchen, and into a larger dining space with a woodburning hearth at one end, while on the third floor, a private dining room boasts an outdoor terrace and garden. To create a sense of intimacy, the design team fashioned the room with custom banquettes and dining tables inspired by the Italian Rationalist interiors of Piero Portaluppi, softening the modern architecture with Italian warmth and refinement.

“We’ve shaped views throughout the restaurant, ranging from sweeping vistas to tiny peekaboo moments.” —Laura Partica, Design Lead, GOODRICH



“The restaurant was delivered as beautifully as it was imagined.”
—Nick Solomon, Chief Creative Officer, AvroKO