

New York Report

By Ellen Bee

OCTOBER 2010

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The Plaza Food Hall (New York)

Project Overview

The Plaza Food Hall, located in the concourse level of the Plaza Hotel, is a European-inspired specialty food hall offering fresh, prepared and gourmet foods set in a stylish atmosphere. There are 8 culinary stations where shoppers can either dine in or buy take-away. Open kitchens throughout the space allow for interactive events including cooking demonstrations and wine tastings. Besides a range of international specialty foods, the venue also sells a variety of non-food items such as fresh flowers, cookware and home goods. The Plaza estimates that the food hall will generate about \$1,200 per square foot in sales.

The 80-seat space is the vision of Miki Naftali, president and CEO of Elad Group and the creative collaboration of acclaimed chef and restaurateur Todd English with renowned architect Jeffrey Beers, and is the first of its kind to open in a New York City hotel.

Project Details

1. **Type of Business:** *Mega store and food hall selling gourmet foods & cuisine.*
2. **Open Date:** *June 4, 2010*
3. **Location:** *Concourse level of the Plaza Hotel, New York*
4. **Target Audience:** *Office workers, tourists and residents, including those with apartments at the Plaza.*
5. **Concept:** *European-style market place for food and wine.*
6. **Size:** *500 sqm*
7. **Number of seats:** *80 seats*
8. **Concept:** *More than just a place to eat & buy food/wine, but also with entertainment value, like a "Disneyland" of food courts.*
9. **Architect:** *Jeffrey Beers International, based in New York;*
www.jeffreybeers.com
10. **Developer:** *Miki Naftali, president & CEO of Elad Group;* www.eladgroup.com
11. **Website:** www.theplazafoodhall.com

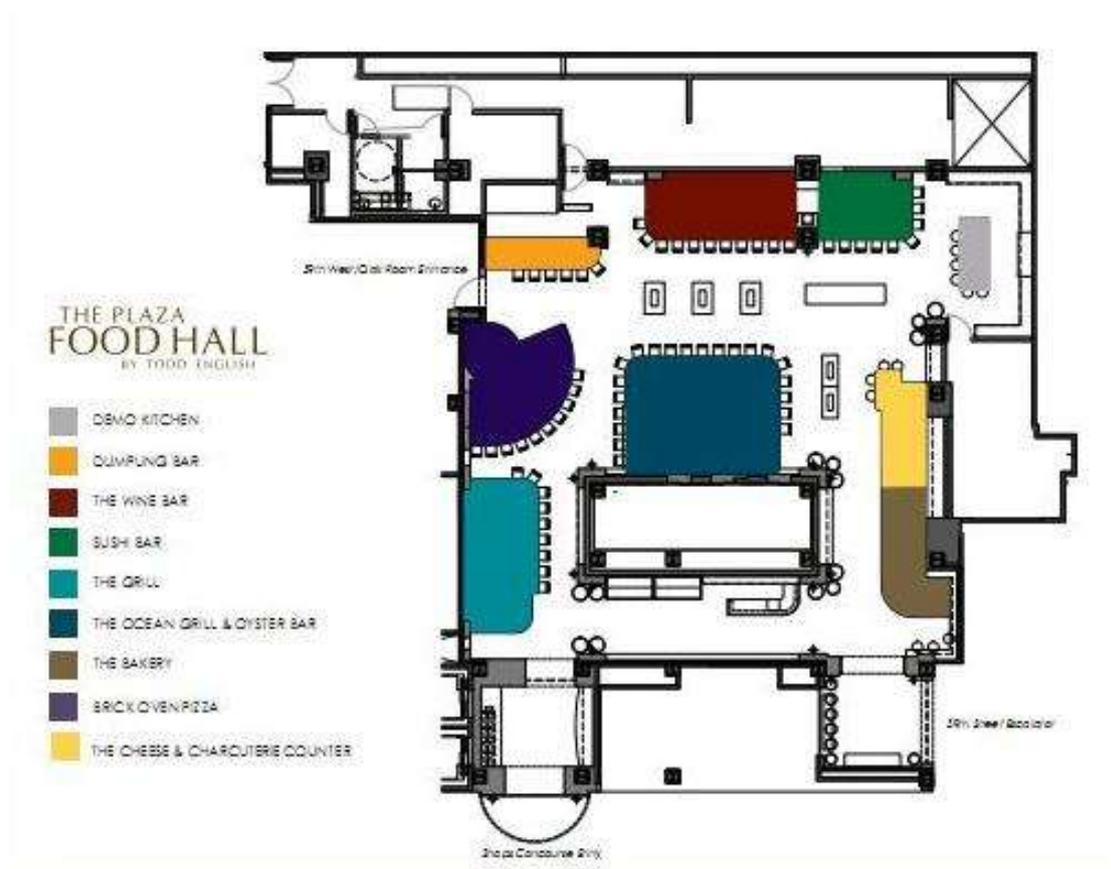
Location Map



The Plaza Food Hall is located in the concourse level of the Plaza Hotel.

Address: The Plaza Hotel, 1 West 59th Street, New York

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Layout showing the 8 departments and seating areas of the food hall. Centerpiece is The Ocean Grill & Oyster Bar.

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The Bakery. The floor is designed in sharp black and white with a glittering mosaic floor. The interlocking ring patterns of the tiles return in the lighting and ceiling.

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The Bakery sells freshly baked pastries and breads, alongside specialty coffees and teas and gourmet chocolates.

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The Demo Kitchen offers cooking classes, wine tastings and cheese making demonstrations, led by Chef English or guest chefs. The space can also be used for other events like book signings.



The Wine Bar where guests can enjoy wine and Mediterranean tapas.

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The Wine Bar. Dark browns and whites echo throughout the space while bold pops of color and texture characterize each of the food hall's eight departments and seating areas. Woodwork is rendered in a deep espresso-stained white oak, while countertops are made of white Carrara marble.



The Market sells fresh produce, international specialty foods and packaged goods, plus other merchandise like kitchen tools, cookbooks and culinary magazines.

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Above and below: The Sushi Bar. Guests can either eat at the counter or order take-away.



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Live cooking station "Pizza" features a variety of made-to-order pizzas as well as flatbreads baked in a stone-hearth pizza oven.

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The Ocean Grill & Oyster Bar is the centerpiece of The Plaza Food Hall, featuring fresh catch of the day and seasonal offerings which can be packaged for home preparation or cooked in front of the guest.

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The Ocean Grill & Oyster Bar. Columns are clad in antique mirror and ceiling coffers are inlaid with a custom hand-painted metallic silver weave pattern.

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Live cooking station The Dumpling Bar, which offers a variety of Asian inspired noodles and dumplings that can either be enjoyed on the spot or ordered as take-out.

Eataly (New York)

Project Overview

Eataly, a play on the words “eat” and “Italy”, is a giant Italian food hall located on West 23rd Street near Fifth Avenue. The complex has more than 20 retail departments, most with their own dining area, and (to open soon) a rooftop beer garden. The fish monger and the produce area also have restaurants with waiter service. The most elaborate dining area is Manzo, a full-scale white-tablecloth Italian steakhouse with 80 seats.

Part of Eataly’s mission is to celebrate and foster understanding of the Italian table — a place where ingredients come from people with names and faces. To that end, it will include a cooking school and even an in-house travel agency that will organize trips.

The food hall was modeled after the original in Turin, Italy, opened in 2007, and there’s also an Eataly in Milan. In its short existence, the New York branch has already become immensely popular, attracting between 8,000 to 12,000 people per day.

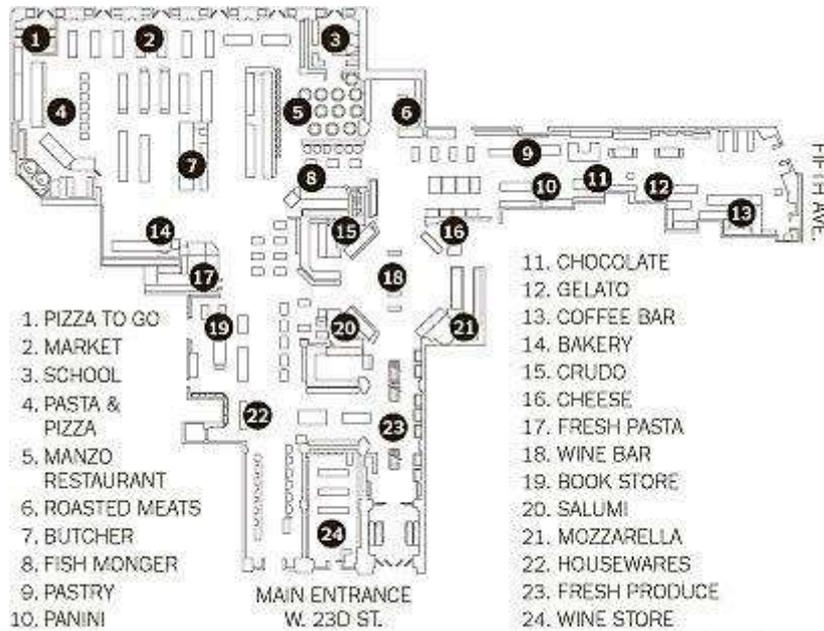
Project Details

1. **Type of Business:** *Mega store and food hall selling Italian gourmet products & cuisine.*
2. **Open Date:** *Sept 2010; the beer garden is scheduled to open in Nov 2010.*
3. **Location:** *New York*
4. **Size:** *3,900 sqm*
5. **Number of seats:** *600 seats (food court); 200-250 (beer garden).*
6. **Concept:** *Like the Plaza Food Court, Eataly is a new supermarket concept, best described as a combination of a food bazaar, slow dining experience, educational center and entertainment area.*
7. **Architect:** *TPG Architecture, based in New York. Their core competency is workplace planning and design; www.tpgarchitecture.com*
8. **Developer:** *Batali & Bastianich Hospitality Group*
9. **Creators (New York):** *Restaurateurs Joseph Bastianich and Mario Batali*
10. **Website:** www.italy.com

Location Map

Address: 200 Fifth Avenue (23rd St), New York (USA); subway: 23rd Street.

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Layout of Eataly. The former Toy Building was transformed into the largest Italian food and wine marketplace in New York, spanning 3,900 sqm or, as one reviewer described it, “equal in size to the arena at the Roman Colosseum”.



The butchery area with fresh meat cuts.



The butchery counter.



Above and below: The bakery. Fresh bread is baked daily on the premises.

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Fish counter with in the background images of Italy.

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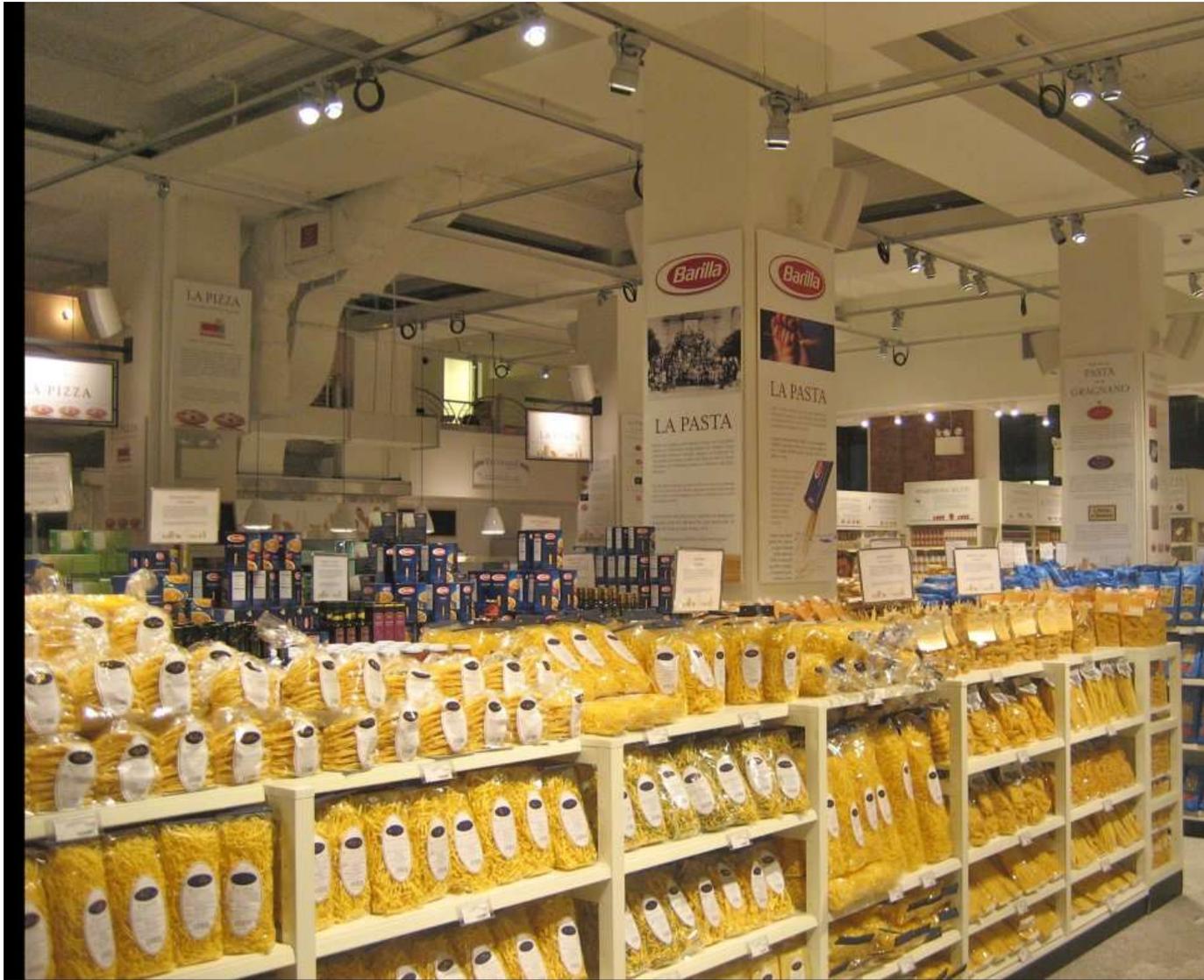
The retail environment features five restaurants with open kitchens, and several other food venues specializing in Italian delicacies like fresh pasta, cured meats, cheese and fish.







The food hall is outfitted with Kartell chairs and seats a total of 600 people.



Shoppers will find an array of Italian products, imported and domestic.



Above and below: There are signs and posters with the names and the origin of products, everywhere, both in English and Italian.



David Pasternack

Nando Fiorentini

IL PESCE FRESCO DI EATALY

DAVID PASTERNAK HAS BEEN WORKING WITH FISH ALL OF HIS LIFE AND KNOWS EVERYTHING THERE IS TO KNOW ABOUT QUALITY, FRESHNESS AND THE BEST INGREDIENTS. EVERY MORNING AT DAYBREAK, HE GOES TO THE FULTON FISH MARKET AT HUNTS POINT TO FIND THE BEST CATCH. JUST LIKE NANDO FIORENTINI, OUR "PESCIVENDOLO" IN TORINO, DAVID DOESN'T SLEEP UNLESS HE FINDS FISH OF THE FINEST QUALITY. REST ASSURED, THE FISH IS EXCEPTIONAL.

David Pasternack da tutta la vita si occupa di pesce qui a New York. Non solo è un grande cuoco, David conosce la materia prima come pochi altri. Ogni mattina all'alba va al Fulton Fish Market a Hunts Point a cercare il prodotto migliore appena pescato. David è un rigoroso ricercatore di qualità e freschezza, così come lo è Nando Fiorentini, il collega di David in Italia, e se non lo trovano, piuttosto restano senza prodotto. Quindi, se volete pesce nel nostro banco, state tranquilli... è perfetto!



The central wine bar serves food gathered from the various departments.



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The cash register area.