

# GRUB KITCHEN



## Project Summary:

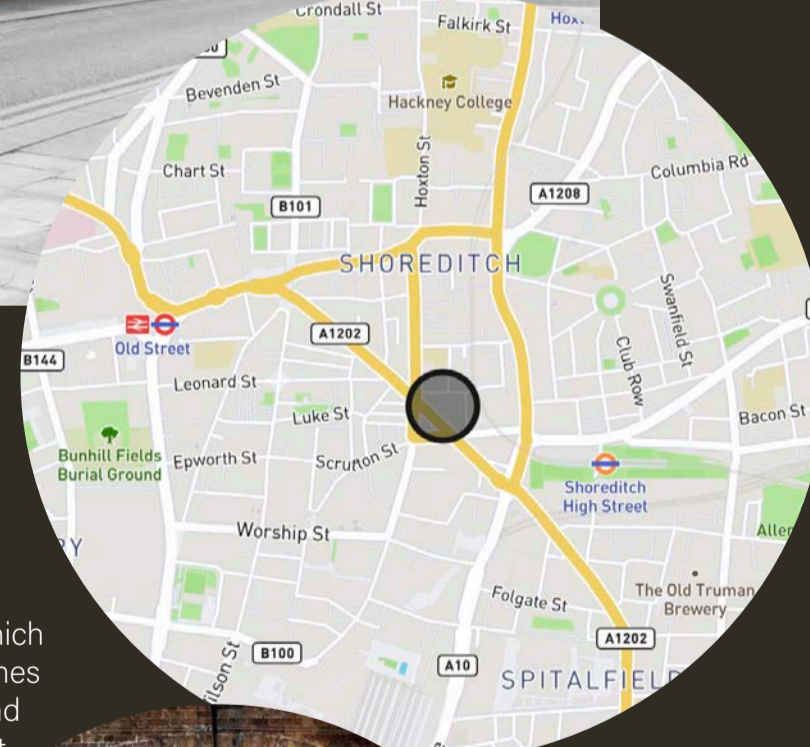
Grub Kitchen is a revolutionary restaurant design changing the way people **connect to food and the environment**. The immersive experience changes how people perceive edible bugs, showing the power of design to alter human emotions. With a growing population requiring **60% more food by 2050**, problems with food security and environmental degradation mean Grub Kitchen may be the future of food. Therefore, Grub Kitchen aims to **educate** people about why edible bugs are the future, how they can incorporate them into their everyday diet, and connect users back to the environment. This has been achieved through **materiality and sensory design initiatives**, creating an experience like no other.

## Project Background:

Grub Kitchen is an existing brand located in Pembrokeshire. The couple Dr Sarah Beyon and Andy Holcroft are environmental enthusiasts and have found that edible bugs are a sustainable, healthy alternative to meat protein. According to the Food and Agriculture Organization, **“livestock production is responsible for about 14.5% of all human-caused greenhouse gas emissions worldwide.”** Edible bugs require less feed, water and land whilst still being high in protein making a healthy diet.

## The concept:

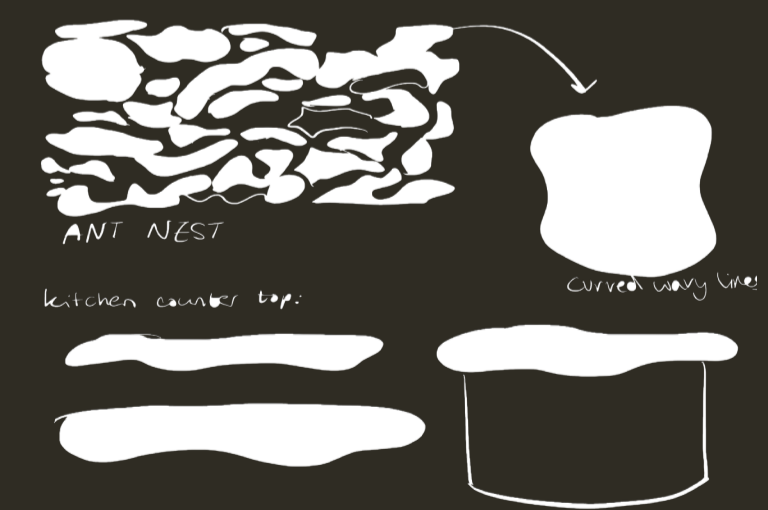
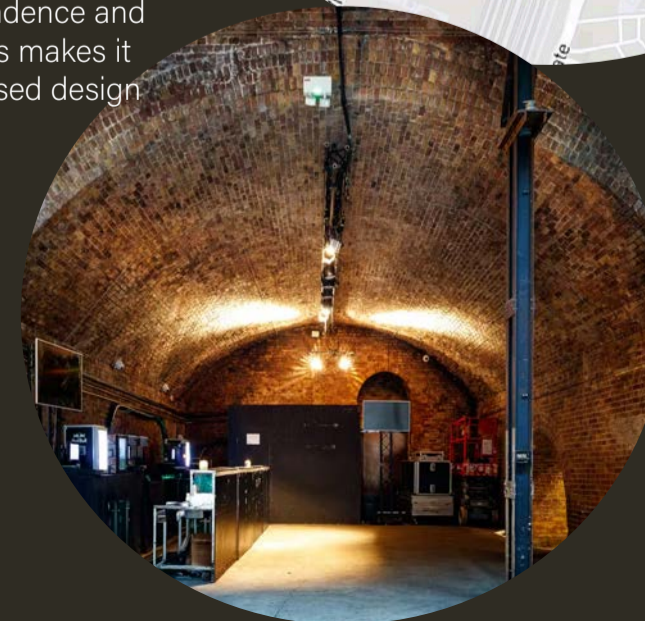
Throughout the design I have taken inspiration from ant nests. Ant nests mirror principles of human architecture, and their behaviour and social structures is much like our own too. Using this as inspiration connects guests to nature by immersing them into an ant-like environment with curved lines and irregular shapes.



## Location:

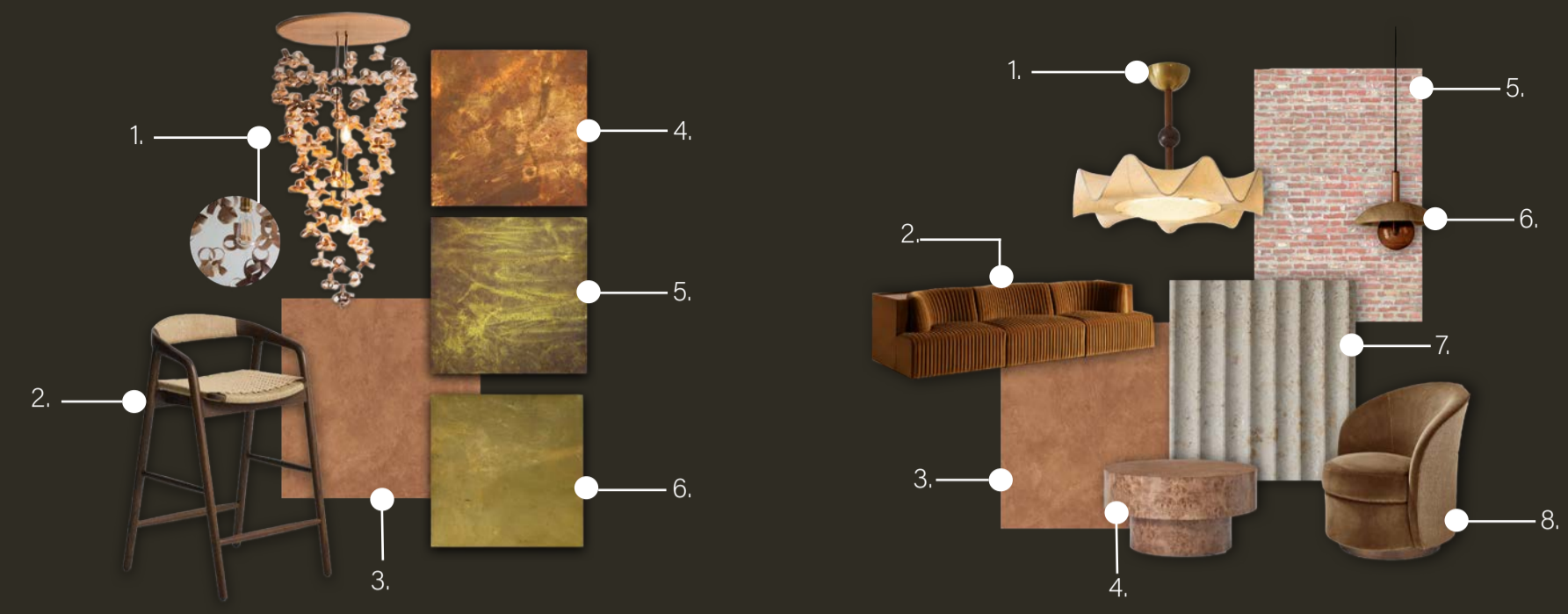
Village Underground, 54 Holywell Lane, London EC2A 3PQ, United Kingdom.

The venue is 5,000 Square feet and the capacities are: 700 Standing and 130 Seated. Located in Shoreditch, which is one of the most prominent and established social scenes in London. It is renowned for its vibrant independence and artistic scene, bringing in a younger crowd. This makes it a perfect venue for Grub Kitchen's future focussed design aim.



# MATERIALITY

I have chosen to use materials inspired by nature to connect users to the environment. Not only do these materials create a sensory driven design they are also environmentally conscious, relating back to the brands sustainable ethos.



- 1. Flock Chandelier  
Handcrafted with sustainable oak by Tom Raffield. Used as a centerpiece lighting up the bar.
- 2. Derlie Stool  
Designed by Kave home, with solid oak wood, walnut finish and beige paper rope cord. (FSC certified wood). Used for seating around bar.
- 3. Porcelain tiles with appearance of concrete  
Same as in Main dining space, used to connect areas.
- 4. Kelp Bronze Brown Algae Tile  
Crafted from sustainably sourced algae harvested from the pacific ocean. The natural variation in tone and texture gives each tile a organic richness. Used for tiling of Bar.
- 5. Kelp Avacado Green Algae Tile  
Crafted from sustainably sourced algae harvested from the pacific ocean. Used for tiling of Bar, creating a checkered pattern alongside the Bronze Brown Tile.
- 6. Kelp Olive Green Algae Tile  
Crafted from sustainably sourced algae harvested from the pacific ocean. Used for bar counter.
- 1. Floral Ceiling Light  
Designed by Oak and Halo London, this light provides a warm ambience in the main seating area.
- 2. Soho Hamish Modular Sofa  
Fully upholstered in fluted mustard velvet, with a birch inlay top that can be used to perch drinks, lamps or other decor on.
- 3. Porcelain Tile with appearance of concrete  
Same flooring tile as dinning area and welcome Bar.
- 4. Burl round coffee table  
Designed by John Lewis made with 100% FSC Walnut. H40xW80xD80cm
- 5. Natural brick wall  
Using original brick walls
- 6. Calma Pendant Light  
Produced by Peca, this light is for over the bar.
- 7. Mycellium Wall Panel  
Mogu Pluma Pannels used for Bar exterior.
- 8. Ray Armchair  
Designed by Laura Hammet.



- 1. Virgin Cork Pannels  
Created by Portugese Treasures (UK) these natural cork pannels offer a 3d effect. Used as wall decoration to connect guests to Nature.
- 2. Indoor Plants  
Used around the edge of the space to connect users to Nature
- 3. Stainless Steel Ripple Tile  
Created by BWT, the stainless steel ripple tile is used alongside the cork pannels to add depth and texture to the design. Placed on the walls, it looks organic and water-like.
- 4. Kitchen Counters  
There are three bespoke kitchen counters within the space. The exterior material is a smooth tile. Each Kitchen has a different tile colour. These kitchens are for guests to learn how to cook different meals.
- 5. Albaster Pendant Light  
Created by Oak and Halo London this light is used about the kitchen counters as a spotlight with soft edging and subtle curves.
- 6. Crittal Window with anthracite, covered with clear glass  
The windows stretch up to the top of the ceiling dividing the two bar areas from the main dining space.
- 7. Lotus Fabric  
This beautiful fabric is used on the back wall in the archway, seperating the closed kitchen from the rest of the space. This fabric is used to soften the space and contrast the brick walls to create a moody atmosphere.
- 8. Rio Henge Stool  
Handcrafted Stool by Henge, designed by Massimo Castagna Used for seating around the kitchen counters.
- 9. Porcelain tiles with appearance of concrete  
Created by Solbus Ceramics, the tiles are certified carbon zero and suitable for commercial buildings as flooring. The raw concrete look makes the space look natural and authentic, linking back to brand identity.



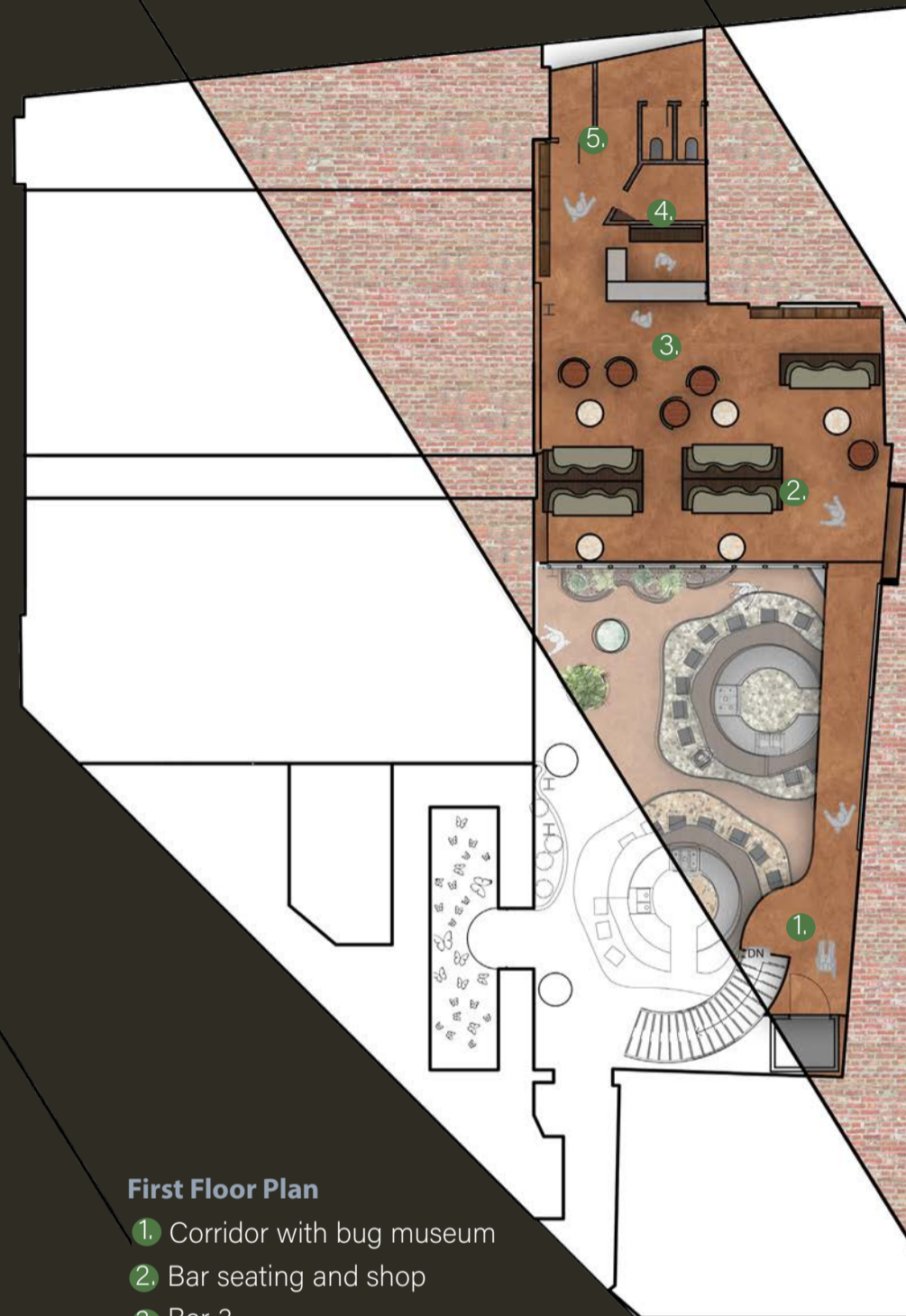
Rendered Section showing materiality of archway dining space. Not to Scale.

# PLANS AND SECTIONS



## Ground Floor Plan

- 1. Reception Area
- 2. Cinema experience
- 3. Bar 1
- 4. Restuarant space
- 5. Closed Kitchen
- 6. Immersive Butterfly Room



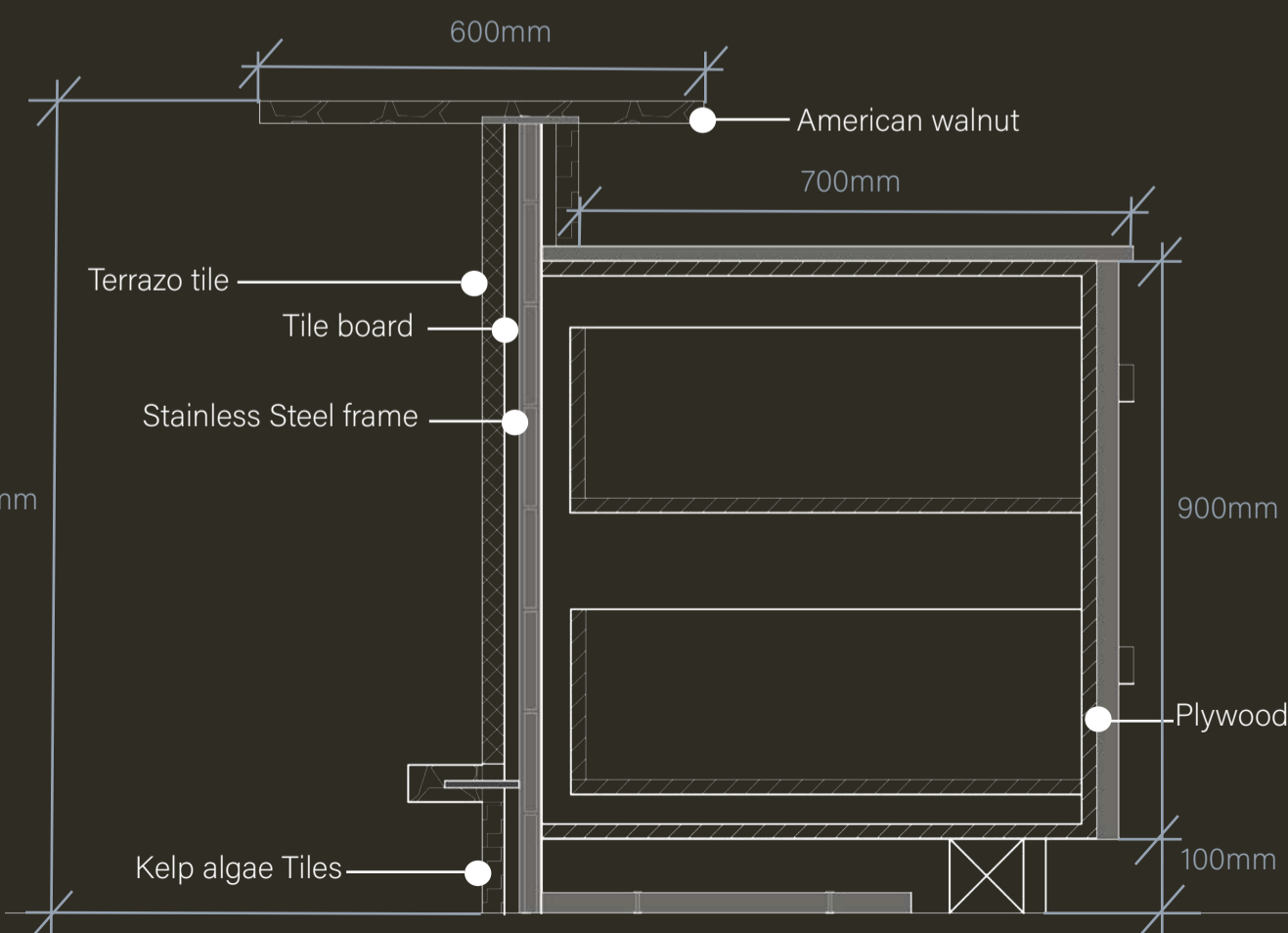
## First Floor Plan

- 1. Corridor with bug museum
- 2. Bar seating and shop
- 3. Bar 3
- 4. Bar Kitchen
- 5. Guest toilets

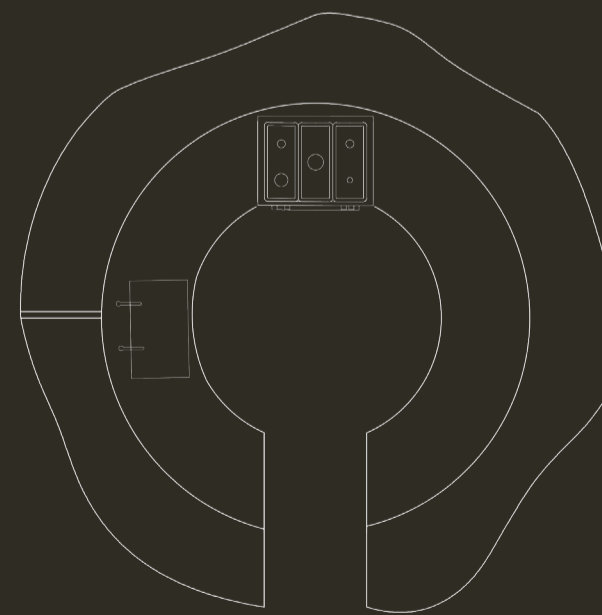


Section showing main restaurant area.  
Scale 1:50 @A3

The open plan kitchen design allows guests to learn about their meal as its being prepared and take the knowledge and skills home with them so that edible bugs become part of their every week meal plan... Taking the plate beyond just the restaurant.



Section of Kitchen counter  
Scale 1:10 @A3



Plan view of Kitchen counter  
Scale 1:10 @A3



### American Walnut Flat Sheet

- Composite MDF Reconstituted Veneer
- Species: Ayous
- Made in europe
- FSC certified
- 20mm thickness
- Lacquer finish

### Terrazo Tile

- Bespoke terrazo tile made in Partnership with Lazenby
- Made from recycled marble chips and an off white cement.
- +36 PTV
- Does not require joints
- Using Satin Seal

### Kelp Bronze algae tiles

- Crafted from sustainably sourced kelp algae harvested from the Pacific Ocean.
- Unglazed Matt finish
- Tiles 140 x 140 mm
- Grid layout
- R12 slip rating
- Bright white grout

### Stainless Steel

- Grade 304: Contains 18% chromium and 8% nickel
- Non reactive surface

# USER JOURNEY

## Key Moments:



Enter the welcome bar and get to know the rest of your group as you try a bug inspired cocktail.

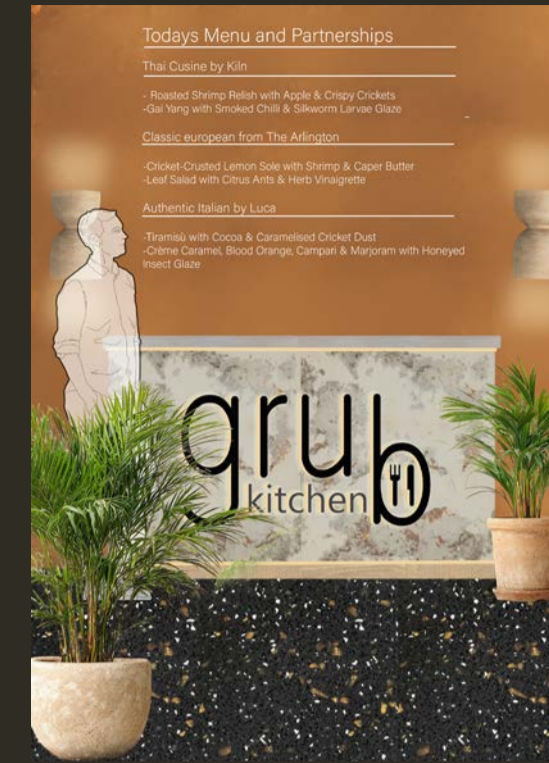


Feel immersed in Nature and watch your meal being prepared as you interact with the chefs.



Relax and enjoy your time in the mezzanine bar, where you can reflect on the experience. You can also buy branded products so you can take the experience home with you.

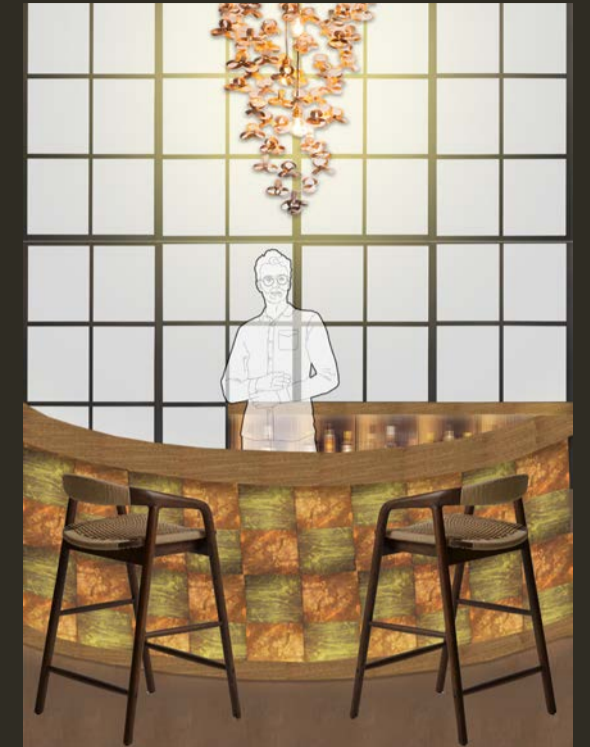
## A closer look:



Start the experience in the reception area. Here you get the first peak at the constantly changing menu.



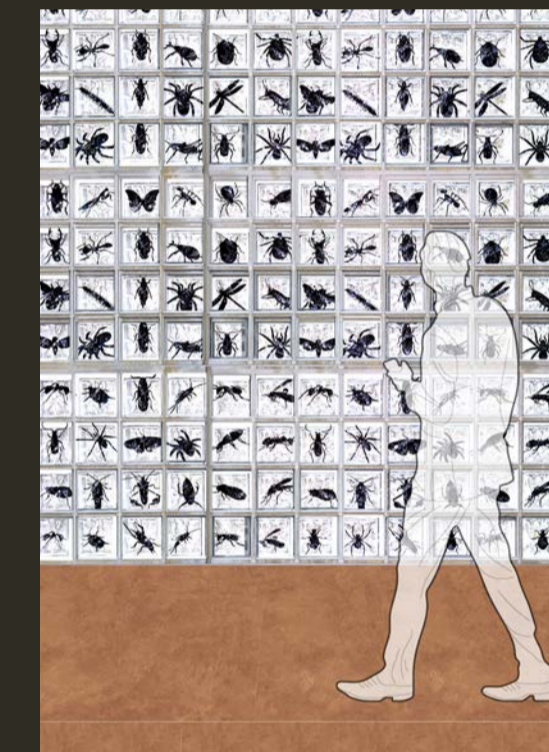
Then with your group of 10, make your way into the cinema room. Here you learn all about the brand and why edible bugs are part of a sustainable future.



The double doors will open to the welcome bar. Here get to know the rest of your group try a bug inspired drink.



Then enter the main restaurant area. Watch the cooks prepare your meals, learn about the benefits of edible bugs and enjoy a delicious three course meal.



Walk along the mezzanine corridor where you can see the bug museum.



Grab a drink from the mezzanine bar and relax as you reflect on the experience and why you learnt.



Buy Grub Kitchen products from the surrounding shelving, so you can make the delicious meals at home.



Scan here for the walk through video.

**Grub Kitchen is an experience that will completely change your way of thinking. It tackles sustainability in a simplistic way, providing users with easy solutions to make their every day more sustainable.**

