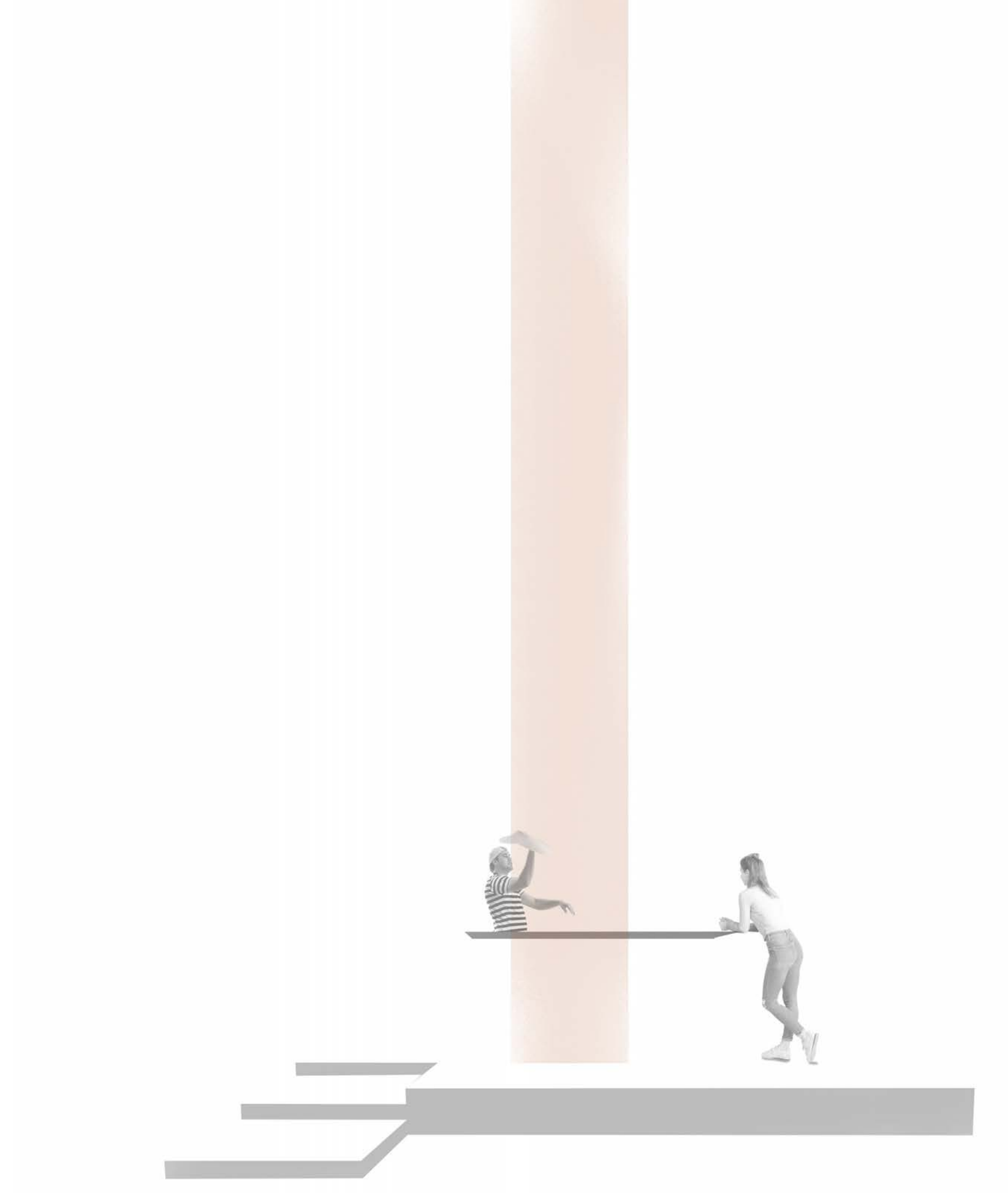


ZA - PIZZA BY SLICE

RETAIL PROJECT

With no more than 60m², a grab 'n' go ZA kiosk, branch of the well known Pizza Express chain, was opened within a high footfall travel hub where time is crucial. The elegant use of materials and colours, along with the strong concept that draws on heritage, and the layout that centres the open kitchen – the heart of the place, will not only attract customers, but will offer them a fast and certainly a memorable experience.



PROJECT BRIEF

ZA – PIZZA BY SLICE

PROJECT

A grab ‘n’ go ZA kiosk, branch of the well known Pizza Express chain

LOCATION

Two storey building in Islington’s Upper Street, London

AREA

60 square metres

CLIENT

Pizza Express – one of the biggest restaurant brands in the UK.

OBJECTIVE

- To provide the signature Pizza Express experience by placing the oven at the heart of the kiosk
- To allocate enough storage for all the products that are going to be prepared and served.
- Considering the importance of time, to create a simple and efficient flow for both customers and staff
- To create memorable experiences for each customer.

OPPORTUNITIES & POTENTIAL PROBLEMS

To make the most of a small space might be challenging, as the lack of square footage usually equates to a lack of storage, which means it can get a lot more cluttered. In this project though, the storage is essential, therefore, with a particular sensitivity to this matter and with creativeness, the process of designing it will be even more fun, while the result is expected to feel larger, open, but, more importantly, functional.

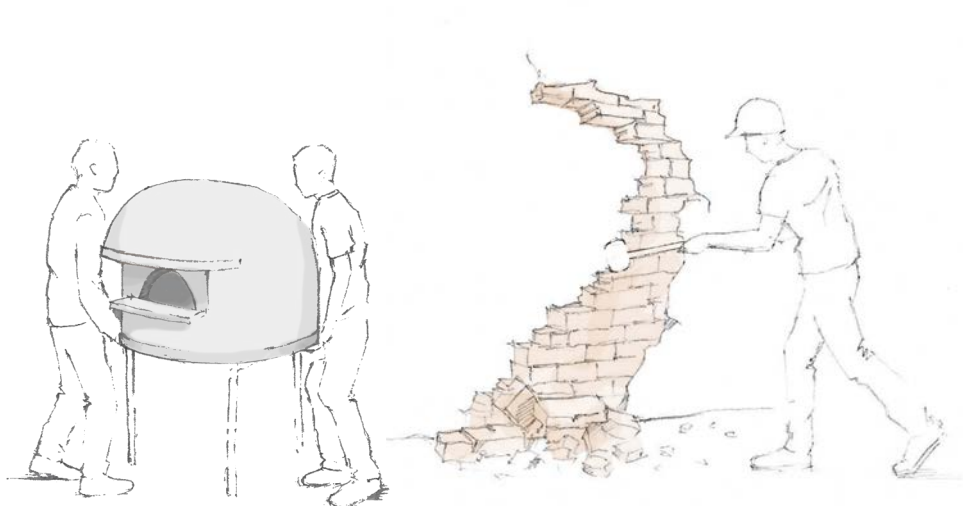


Pizza Express scooters symbolizing the pleasant fast food delivery experience customers will be provided with.

HERITAGE - PIZZA EXPRESS TIMELINE

CONCEPT

Peter Boizot – founder of Pizza Express



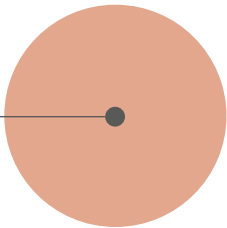
Interiors from the mid century



Pale Orange

Pale Copper to be used

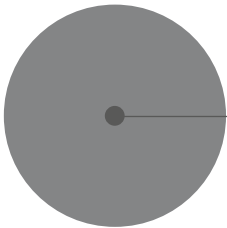
Suggested for general use throughout the space – details; associated with comfort, instant warmth & vitality



1965

Peter Boizot opened the doors of his first restaurant on Wardour Street , Soho

Peter’s mantra was authenticity, therefore he shipped over an authentic oven and knocked down a wall to squeeze it in.



Charcoal Grey

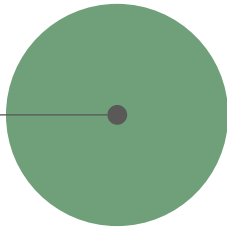
As a versatile neutral colour, grey is suggested for the overall working space – counter, as well as for the seating area; associated with maturity & balance

1965 – 1970



Arsenic Green

Suggested for background in combination with grey; associated with calmness & freshness



HERITAGE

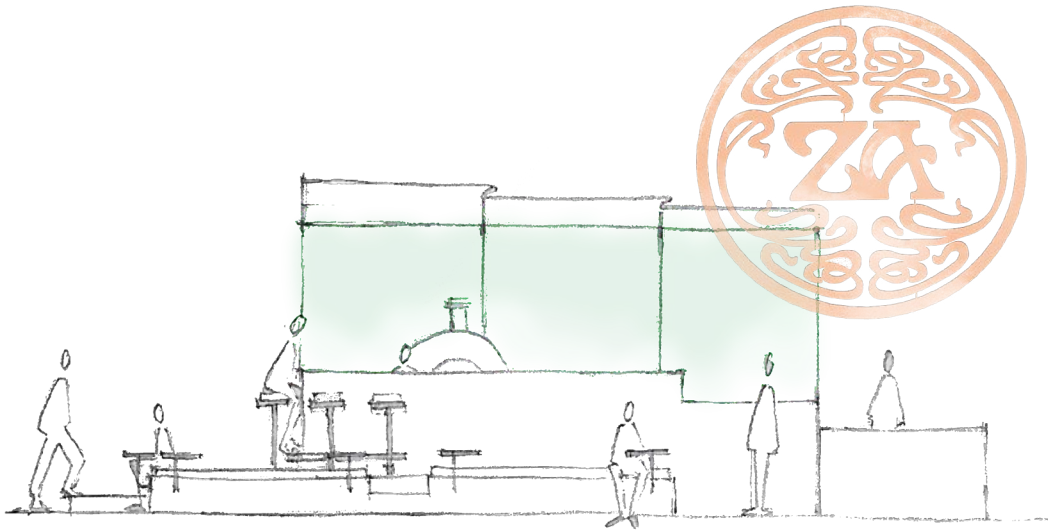
CONCEPT



Pizzaiolo tossing the dough in the air (spectacle for customers)



Pizza Express restaurants are unique in terms of design and always have features that relate to the surroundings.



1970

Peter Boizot teamed up with Italian designer Enzo Apicella and they introduced the open kitchen

2011

The black and white logo – widespread use of stripes in uniforms and restaurant decor

The oven is always placed at the heart of the restaurant, allowing customers to watch the theatre/ spectacle created by pizzaiolos who stretch, toss and top each pizza by hand.

FUTURE

ZA – food on the go embraces the history and communicates a beautiful dialogue between the Pizza Express' past and the present

1965 featured colours that were plentiful and not afraid of playing with contrast
ZA → 2020 will respond to its heritage by choosing dynamic and contrasting colours that will complement each other



Black and White stripes

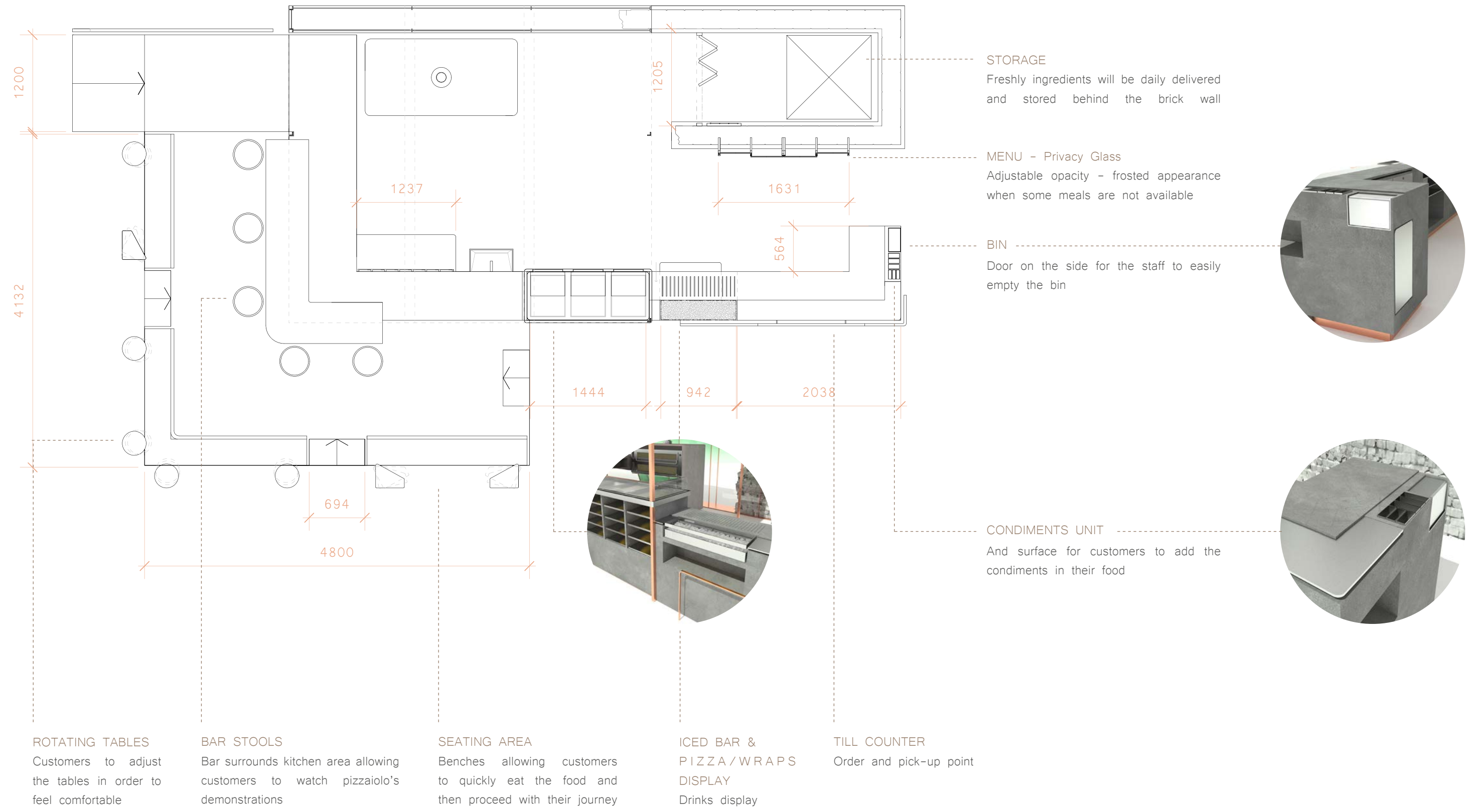
Suggested for details such as packaging, upholstery and uniforms; a dynamic duo with emotional response.



Conservation of heritage provides a sense of identity and continuity; therefore 'ZA' is the perfect response of a dialogue between past and present.

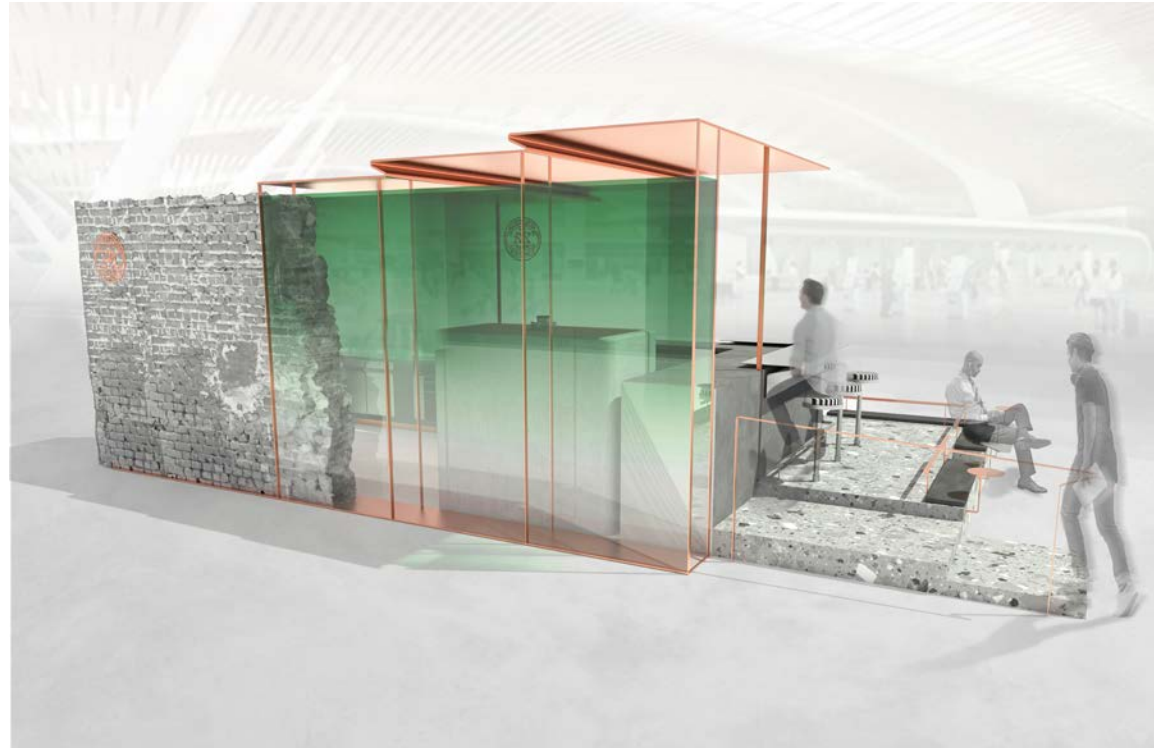
DIMENSIONS & DETAILS

FLOOR PLAN - LAYOUT



CIRCULATION

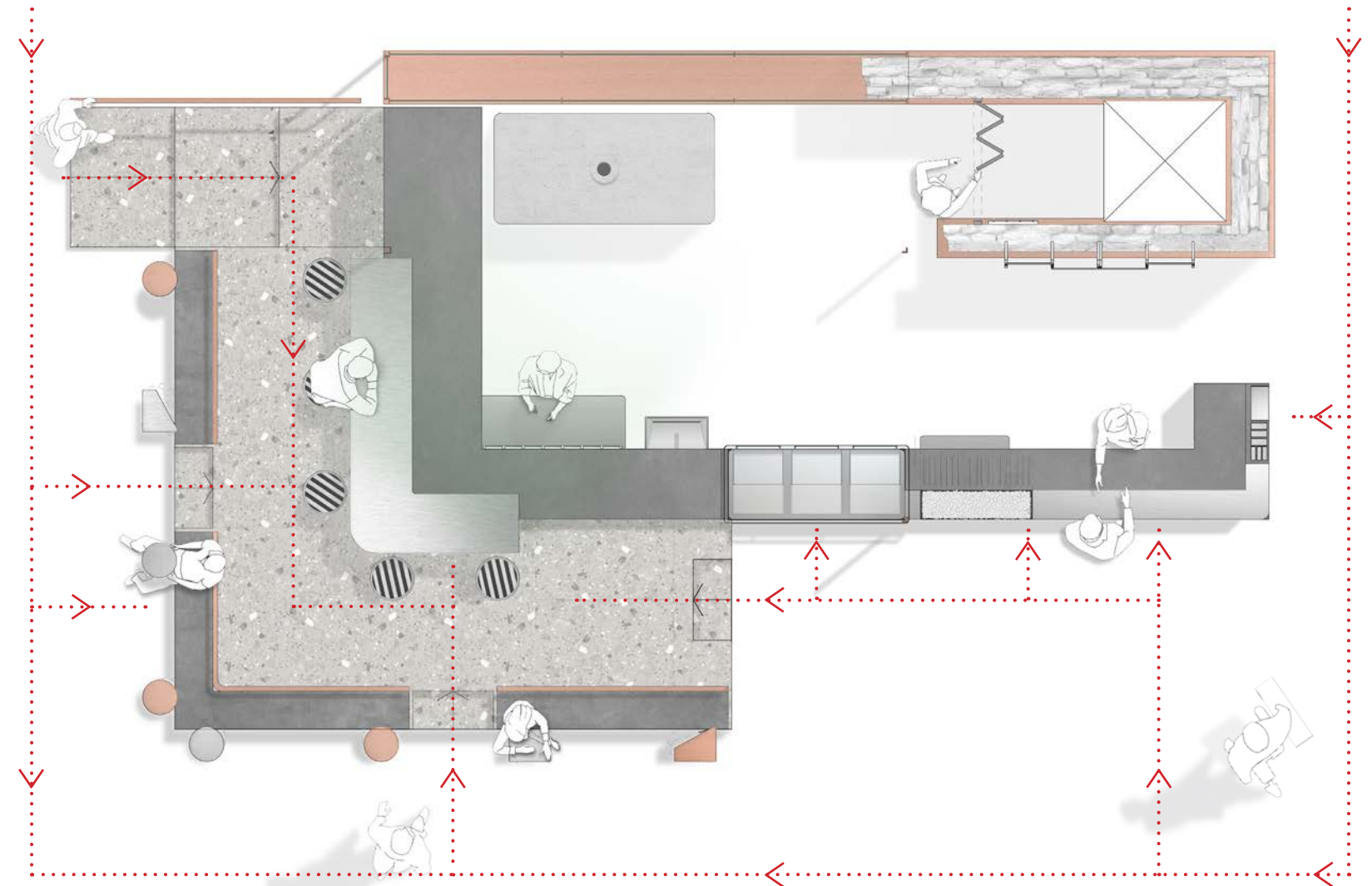
CUSTOMER EXPERIENCE



Visual showing the back of the kiosk and its transparency, along with the beautiful dialogue between the ZA's past and its present that embraces the history (the gradient glass overlaps the damaged brick wall allowing the story to be seen).



Front Elevation



Floor Plan



The kiosk comprises of both a check and order point, a platform that has benches and floating tables attached to it, as well as bar stools above for a better view of the spectacle created by the pizza maker.

The platform (the seating area) can be accessed from four points (two steps on each side) for a better customer flow.

ZA can be accessed from all directions, as the back of the kiosk has a green gradient glass through which passersby can see, and therefore feel tempted to join the other customers and buy pizza.

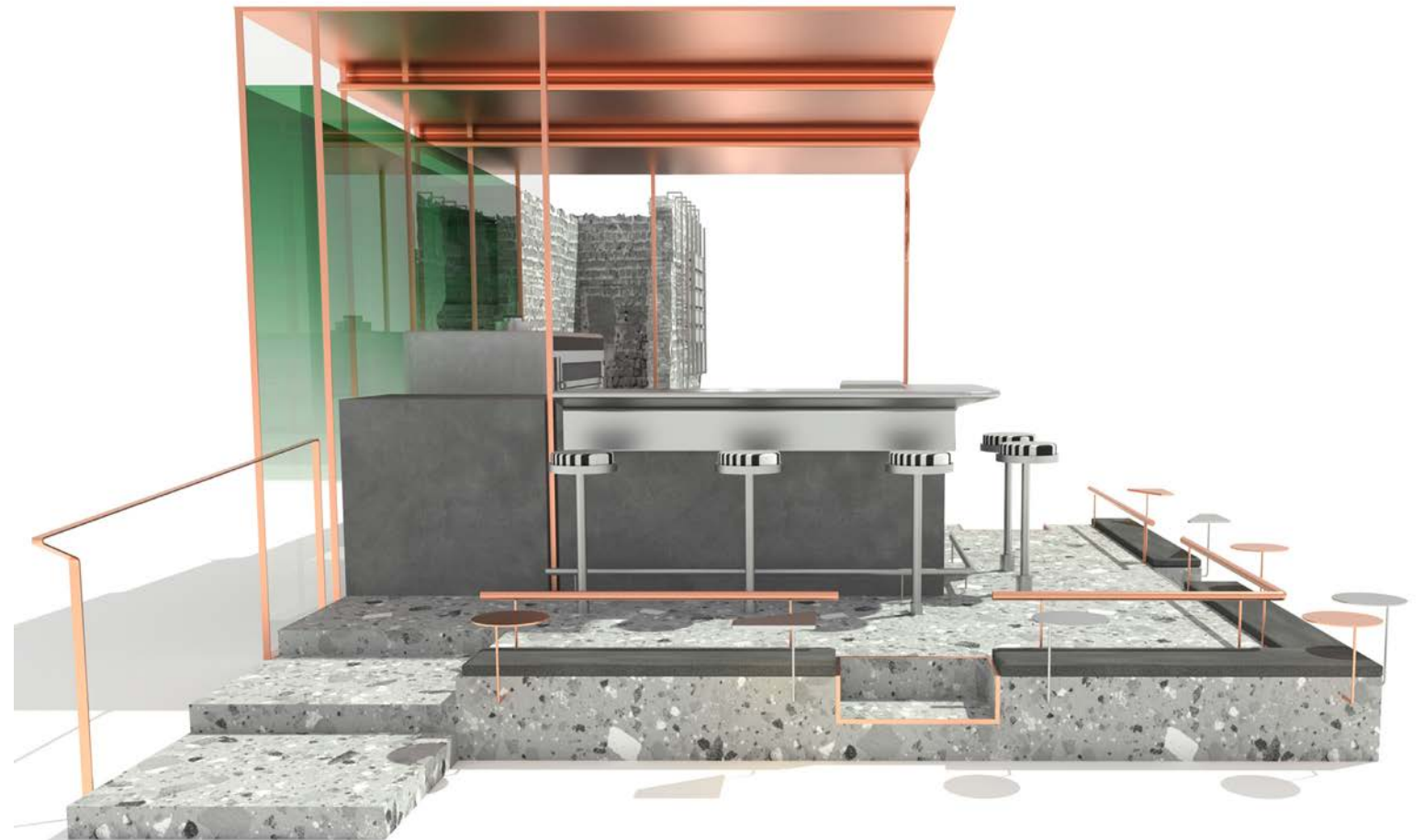
The station's floor finish was thought to be kept, as an invitation for the public – to feel welcomed and safe.

SAMPLE BOARD

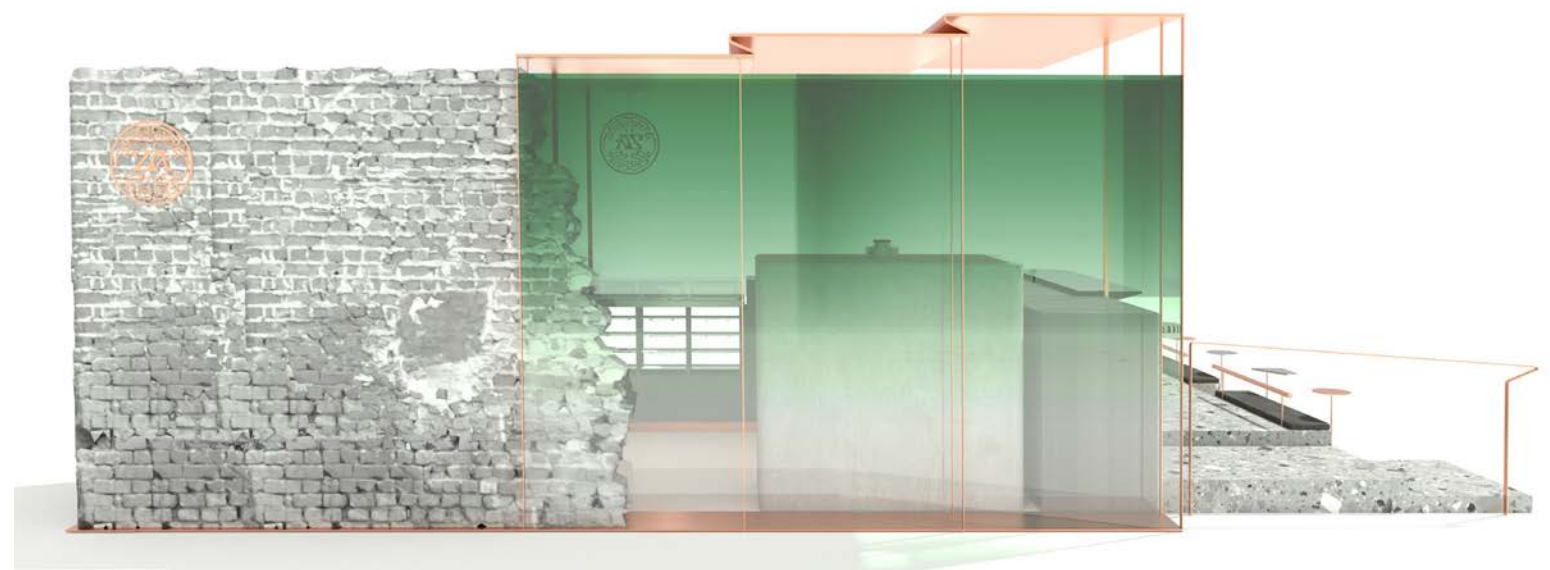


1. Copper brushed aluminium composite
2. Black and White striped upholstery fabric
3. Italian Terrazzo
4. Stainless steel
5. Weathered concrete plaster finish
6. Grey ultrasuede fabric
7. White brick wall - destroyed effect
8. Green gradient laminated glass

From the playfulness associated with Italian terrazzo, to the dynamic, yet innovative experiential design, conveyed through the use of different materials and their colours such as copper that brings warmth, cold stainless steel that evokes hygiene, green gradient laminated glass that is synonymous with calm and well-being and white brick wall (knocked down effect) that brings the history to the contemporary days, the overall aesthetic is a response to the past, with the attempt of complementing its ancestor - 1965.



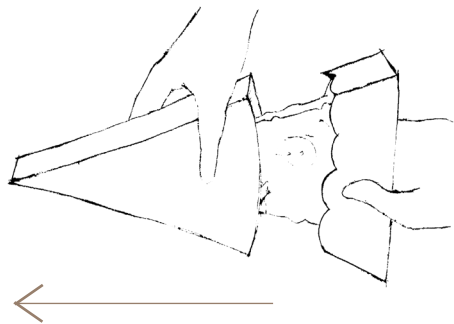
Visual showing the side of the kiosk



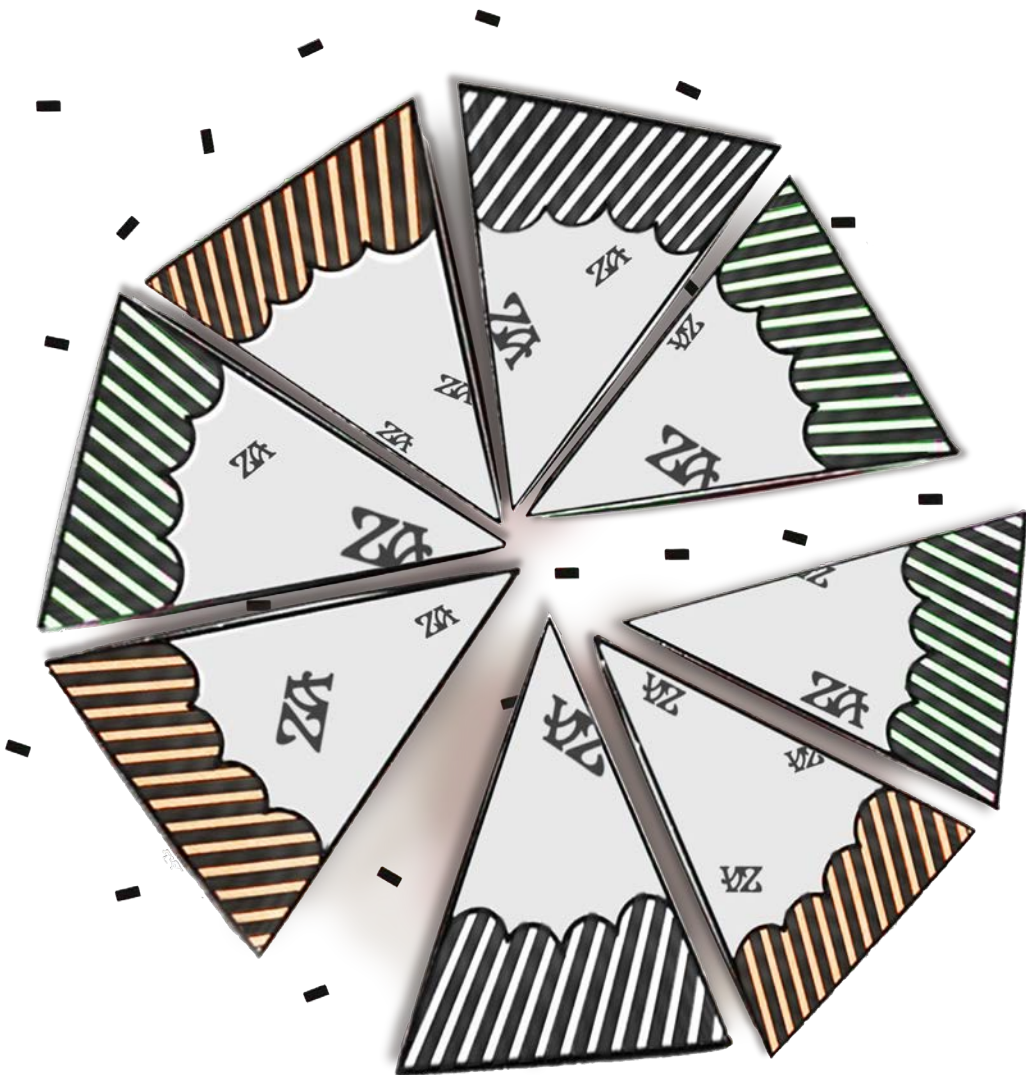
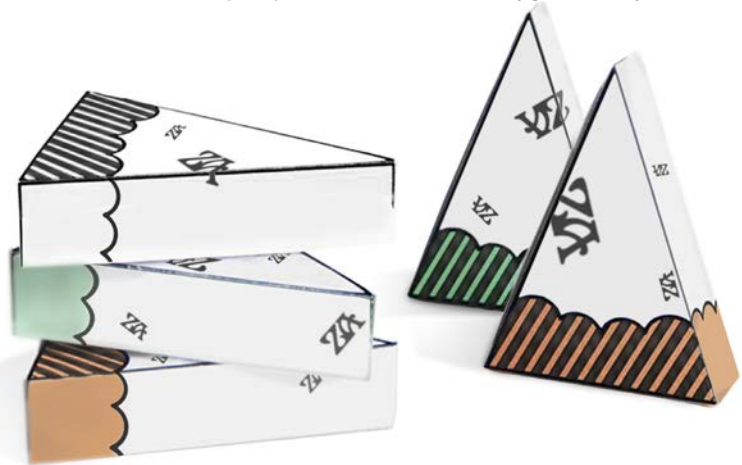
Visual showing the back of the kiosk



Small label with printed logo attached to the striped pocket



The box opens easily and provides a more hygienic way of eating the pizza



Diagonal lines were used throughout the space to give a sense of dynamism and rapidity associated with the fast pace of the public/clients.

'ZA - Pizza by slice' provided the opportunity of creating products and packaging that communicate well with the overall design of the kiosk; therefore, a sophisticated and practical box that can be easily opened was created for each slice of pizza.

Subtle graphics (black and white stripes and the logo) that create an immersive experience can be found on the food trays, as well as on the half aprons worn by the members of staff.

The combination of green and orange (colours mainly used in the design) along with the black stripes and the 'waves' inspired by the organic shape of the pizza, are visual highlights which eliminate any oppressive feelings and at the same time influence the customer's purchase process.

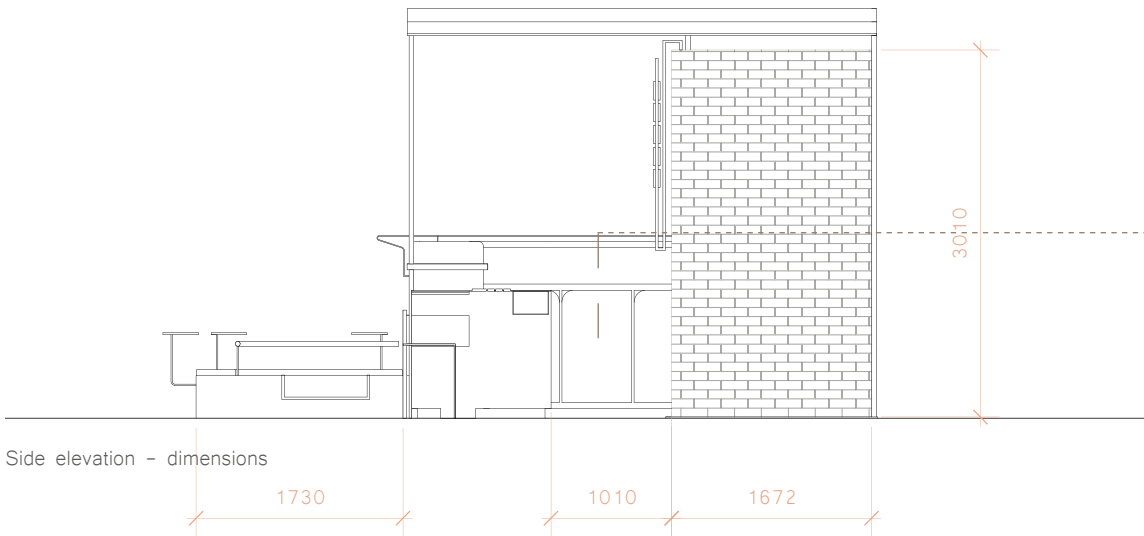
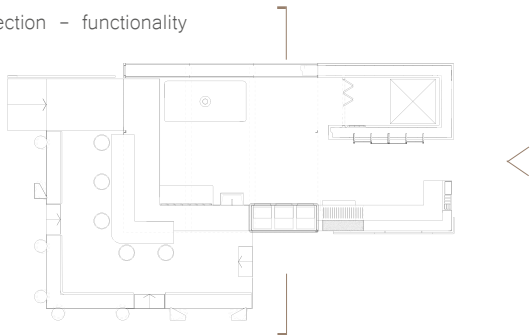


FORM & FUNCTION

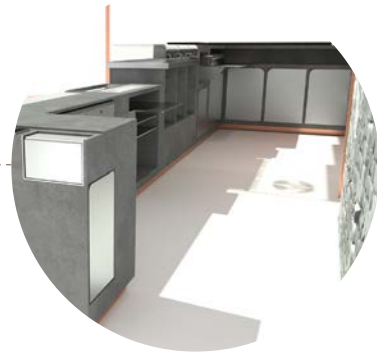
DETAILS



Section - functionality



Side elevation - dimensions



Storage behind the counter

Waved copper panel with
hanged logo

Gradient green glass
structure held by angular
copper rods

Plaster finish counter with
stainless steel and copper
functional details (display,
table and handrail)

Black and white striped
stools

Platform with floating tables
and cushions to seat on

