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Dyer Brown completes new restaurant projects totaling 16,250 s/f

September 28, 2018 - Retail

Evviva Cucina - Cambridge, MA and Warwick, RI

Westborough, MA In the competitive world of restaurants, establishing brand image is a key to great reviews, devoted patrons and local buzz. Hospitality design innovator Dyer Brown has completed several new restaurant projects that show how branded experiences give restaurateurs an edge.

Recently completed projects designed by Dyer Brown include casual dining and take-out chains, as well as upscale eateries. Three of the most recent are in the Boston area:

- Red Heat Tavern - owners of this regional restaurant group work with Dyer Brown as an ongoing partner, deploying the firm's design for its new, 6,700 s/f location in Westborough, Mass., as a brand template for future venues. Inspired by Red Heat Tavern's fire-inspired cuisine and unique, imported Jospier oven, Dyer Brown chose a copper-topped wraparound central bar to greet the open dining area, with big views into the kitchen.
- Evviva Cucina - Working with the owners of these Italian eateries on their third location, Dyer Brown has debuted a venue optimizing its layout that balance both dine-in and take-out customer flow. Supporting Evviva Cucina's brand identity of "messy vitality," the interiors showcase original artwork, brick veneer, rich woodgrain tables, stucco-look paints and other rustic odes to Old World Italy. This 5,000 s/f restaurant and includes a 2,000 s/f courtyard. The owners announced that future locations will match Dyer Brown's design and branding template.
- Zambrero - for this Australia-based, 160-location global taco chain, Dyer Brown made news by designing the restaurant company's first two U.S. locations: 1,550 s/f Cambridge's Harvard Square, and 1,000 s/f harbor town Warwick, R.I. Transforming existing foodservice spaces to sport Zambrero's signature green and black, Dyer Brown detailed glass display cases to show off fresh ingredients, as well as hand-painted and neon signage.

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