

BRIO downtown, New York

室內設計「季裕棠設計/ tonychi and associates
室內設計專案」季裕棠，主持人

Johnny Marsh, 資深設計經理
Adolfo Martinez, 計畫協調

室內設計燈光專案「David Singer, 設計專案, Arclight

業主「Massimo Scoditti, Damien Scoditti

坐落位置「920 Broadway, New York, NY 10010

攝影「Michael Moran

施工期間「2010-2011

完工日期「3月2011

面積「1,500 平方英尺

主要材料「Giorgetti餐桌椅, 橡木拼花幾何圖形地板(大小為 8 X 6 英尺), 客製化妝飾鏡面, 桃心木酒吧椅外飾厚毛絨皮革, 打亮酒櫃塔

Designer「Interior Design Firm」tonychi and associates

Interior Design Project Team「Tony Chi, Principal,

Johnny Marsh, Senior Associate,

Adolfo Martinez, Project Coordinator

Interior Lighting Project Team「David Singer, Principal in

Lighting, Arclight

Owner/ Client「Massimo Scoditti, Damien Scoditti

Location「920 Broadway, New York, NY 10010

Photographer「Michael Moran

Construction Period「2010-2011

Date of Completion「March 2011

Project Size「1,500 square feet

Project Materials「Dining Chairs by Giorgetti, Geometric Patterned

Floor Tile Bar round table of Natural oakwood with a size of 8 feet 6

inches, Custom Decorative Mirrors, Walnut Bar Stools with plush walnut

leather Polished liquor towers

tonychi and associates

tonychi and associates是一個全球性的專業室內設計團隊，設計項目分布在世界上許多重要城市與旅遊景點。tonychi and associates成立於1984年，總部設在美國紐約，由華裔設計師季裕棠主持，他以現代主義精神與豐沛熱情為設計注入完美無瑕的風格和創新能量。透過整合建築、室內設計、視覺圖像和室內佈置，每一次的新作皆創造出獨特的感官魅力與歡愉的空間氛圍。

tonychi and associates

tonychi and associates is a global design practice with projects to its credit in many of the world's major cities and exclusive travel destinations. Based in New York, the firm was founded in 1984 by Tony Chi, a modernist with a passion for impeccable style and design innovation. Tony Chi links architecture, interior design, graphics and furnishings to create spaces to deliver sensory appeal and entertainment every time.



季裕棠，這一位在紐約及其他國際城市中的餐廳設計及其相關服務設計發光的設計師，和名廚Massimo Scoditti餐廳系列合作已經超過二十年了。他們兩人共同經歷了一場如何將傳統式的義大利居家飲食和紐約東上城的舒適高雅風格結合為一體的挑戰；他們過人的視野給予了常人對於此飲食文化的一個新觀點。

這最終發展出了Brio。這餐飲系列的出現很快的成為街坊鄰居的餐廳，而且一直發展到如今。而現在由第二代Scoditti家族的經營者已經出現；Damien Scoditti和季裕棠設計公司的資深經理Johnny Marsh所領導的設計團隊，延續上一代的野心及視野，打造城新的新Brio餐廳。

位於紐約市街區的核心點Flatiron社區區域，Brio城中店試圖結合傳統義大利小餐館以及當地街區的折衷式空間特質，以便提出一個有韻律及能量的新概念。

由於在這樣一個餐飲家族中長大，Damien Scoditti了解服務不單純是顧客所期待的事情，更是這樣一個餐廳所應提供的神聖責任；然而他更希望能將這服務性的傳統帶進另一個新的空間景觀以及新的體驗。他熱情的期待有關他們餐廳的服務，能持續性的進化，但同時也不能脫離這個產業傳統的根源。

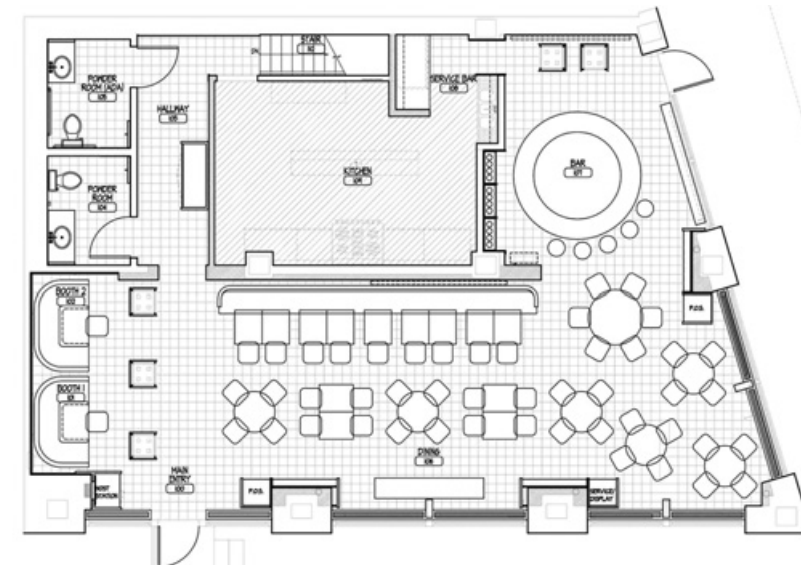
由於一般人很難直覺的將傳統義大利家庭餐館和紐約城中區的和氛圍畫上等號，但Damien Scoditti以及Johnny Marsh兩個人不只認為這樣的連接不僅是可能的，這連接的出現更能強化這個區域過去的活力感。

然而面對有限的經費以及技術上以及行政管理上的諸多干擾及限制，Damien Scoditti以及Johnny Marsh以無比堅毅的決心，合作無間終於讓計劃逐步付諸實現；同時也將最不可能完成的事項化為這個餐廳的優勢。

在顧客進入Brio之後，面對的是一面由鑄鐵構版所形成的牆面，它俐落的落在20呎淨高的天花板下方；巨大由底到頂的窗戶給了室內一個不斷延伸的大景觀，由其室內向外望去時可直視地標的Flatiron大樓以及街道上許多有趣的活動。

同時由外向內望向室內的景致，讓人們能將眼睛對於餐廳的內部進行瀏覽，而非被它的單一景致所主導。在這間可容納70人的餐廳中，其設計還包括佈滿全地板的黑白幾何構圖的交錯木磚、餐桌以及由Giorgetti包裹皮革的搭配弧狀背椅、出現在酒吧及餐廳中的巨大型威尼斯風格鏡面，以及長方形的餐廳雅座區。

1. 從街道外面可直視餐廳內部正在進行的各種景緻-正在交談的人、或者正在品嚐美食的表情。
1. The design allowed the exterior views to permeate the space without being dominated by it.



3

光亮的酒塔包圍著餐廳區的周遭；同時三座綠色直達天花的漆器服務櫃台出現其中。它們位於巨大的窗戶邊，並以相稱的比例相互呼應；這整體感所呈現的是親密、同時顯示一種非正式及有趣的餐飲氣氛，有如一般人在家用餐的感覺。

整個餐廳採取一種具整體感的工法；每一個細節：包含白色麻織的桌巾、餐具、侍者們的制服以及菜單設計，都準確的對應到整個空間的調性中。

美食的部分猶如一場芬芳之旅，這是一種僅能在這種傳統義大利家庭餐廳找到的經驗；尤其是當顧客能嚐到多汁、新鮮的家庭手工義大利麵食時，更是難忘。

在酒單上面有一款Primitivo Triusco尤其特別；它是產自義大利Puglia區域的帶根葡萄；這區域也正是Scoditti家族的家鄉地。這個葡萄的品種也是後來飄洋過海來到加州生產的葡萄，最後產出聞名的Zinfandel(馨芳葡萄酒)。這種移植性正是有關Brio城中餐館的象徵；它的傳統來自於淵源悠久並與自然一起孕育的過去，然而卻能無縫的連接到新的土地上，並且開花結果。

Brio再現了一股發亮的複雜性及高雅感；它傳達的是一股在都會中閣樓般舒適的情感，以及親切、傳奇的家庭飲食的故事。這故事傳唱自二十多年前的紐約，當季裕棠以及Damien Scoditti的父親攜手的那一天開始。中譯「褚瑞基

2. 步入BRIO大門，面對的是一面由鑄鐵構板形成的牆面，落在20呎淨高的天花板下方。3. 平面配置圖。4. 餐桌以及由Giorgetti皮革包裹的弧形背椅，光亮的酒塔則圍著用餐區。

2. Upon entering Brio, the building's cast iron facade provides a ceiling height of 20 feet. 3. Plan 4. The dining tables with high curved back chairs elegantly upholstered by Giorgetti and Polished liquor towers surround the perimeter of the dining room.





Design Description

It has been over two decades when Tony Chi, a designer rapidly emerging on the international restaurant and hospitality design scene both in New York and internationally, teamed up with Massimo Scoditti, an aspiring restaurateur starting his first restaurant project. Both Tony Chi and Massimo Scoditti embarked on an ambitious journey and pioneering vision to bring the tradition of old fashioned homestyle Italian cooking with a relaxed elegance to New York's Upper East Side.

The result was Brio, an establishment that quickly became a neighborhood institution and continues to this day.

Today a second generation member of the Scoditti family reared in this tradition, Damien Scoditti, together with Johnny Marsh, senior associate of tonychi and associates continue that similar ambitious spirit and pioneering vision with Brio downtown.

Located in the heart of New York's historic downtown Flatiron neighborhood, Brio downtown infuses the soul and essence of a traditional trattoria while capturing the rhythm and eclectic spirit of the surrounding neighborhood.

Having been raised in a restaurant family dedicated to traditional home cooking where service-oriented is not just expected but is considered a near sacred responsibility, Damien Scoditti wanted to bring that tradition to new landscape and within a new experience. He passionately believes that the story of hospitality today is both going forward while at the same time returning to its simple traditional roots.

While one may not initially conceive of experiencing traditional family style Italian cooking in an area synonymous with downtown culture and chic, Damien Scoditti and Johnny Marsh thought that this vision was not only possible but such an establishment would enhance the revival of this neighborhood's vibrant past.

5. 由內向外看，透過落地玻璃外牆可直視地標建築Flatiron大樓。
5. The window height of nearly the same size portray the stunning landscape of the Flatiron building.



Faced with the challenges of a limited budget along with the technical and bureaucratic complexities unique for a first-time restaurant proprietor in New York, Damien Scoditti and Johnny Marsh formed an intense collaboration with a steadfast determination to bring the dream and vision into a reality gradually transforming the weaknesses into its strengths.

Upon entering Brio, the building's cast iron facade provides a ceiling height of 20 feet. The window height of nearly the same size portray the stunning landscape of the Flatiron building and the eclectic pedestrian activity from outside.

At the same time, the design allowed the exterior views to permeate the space without being dominated by it. Some of the design features in the 70 seat restaurant include a black and white geometric shaped tile floor leading throughout the entire space, dining tables with high curved back chairs elegantly upholstered by Giorgetti, large Venetian style mirrors throughout the bar and dining room, and elongated dining booths.

Polished liquor towers surround the perimeter of the dining room along with three wall to ceiling green lacquered service cabinets proportionately positioned adjacent to the gigantic window frames bring an intimate, yet informal and playful dining experience that make you feel as though you were in your own home.

By applying a holistic approach in the crafting of the space, every detail including the white linen table covers, the cutlery, the waitstaff uniforms and the menu design were carefully incorporated into the design of the project.

The meal itself is a savory culinary voyage that can only be found in an Italian family owned restaurant, especially as you taste the succulent freshly homemade pasta.

One of the selections featured on the wine menu, the Primitivo Triusco, is from the grape with roots in the Puglia region of Italy, where the familial region of the Scoditti family. This grape is also the same grape brought to the vineyards of California that later produced the renowned Zinfandel wine. It is a symbolic testament to the inspiration and vision of brio downtown, whose tradition and mission that has timeless roots of natural luxury that flows seamlessly throughout different frontiers and horizons.

Brio emulates a glittering sophistication and elegance that the delivers the comfort of an urban loft residence while pursuing the family's legendary culinary tradition initiated twenty years ago among tonychi and the owner's father. *Text by tonychi and associates*



6. 可容納70人的空間，其地面佈滿黑白幾何圖案的交錯木磚，以及長方形的雅座。
7. 白色麻織的桌巾、餐具、還有侍者們的制服和菜單等都一併涵蓋在設計中，以追求每件出現在餐廳裡的事物的一致性。
6. Some of the design features in the 70 seat restaurant include a black and white geometric shaped tile floor leading throughout the entire space. 7. The white linen table covers, the cutlery, the waitstaff uniforms and the menu design were carefully incorporated into the design of the project.