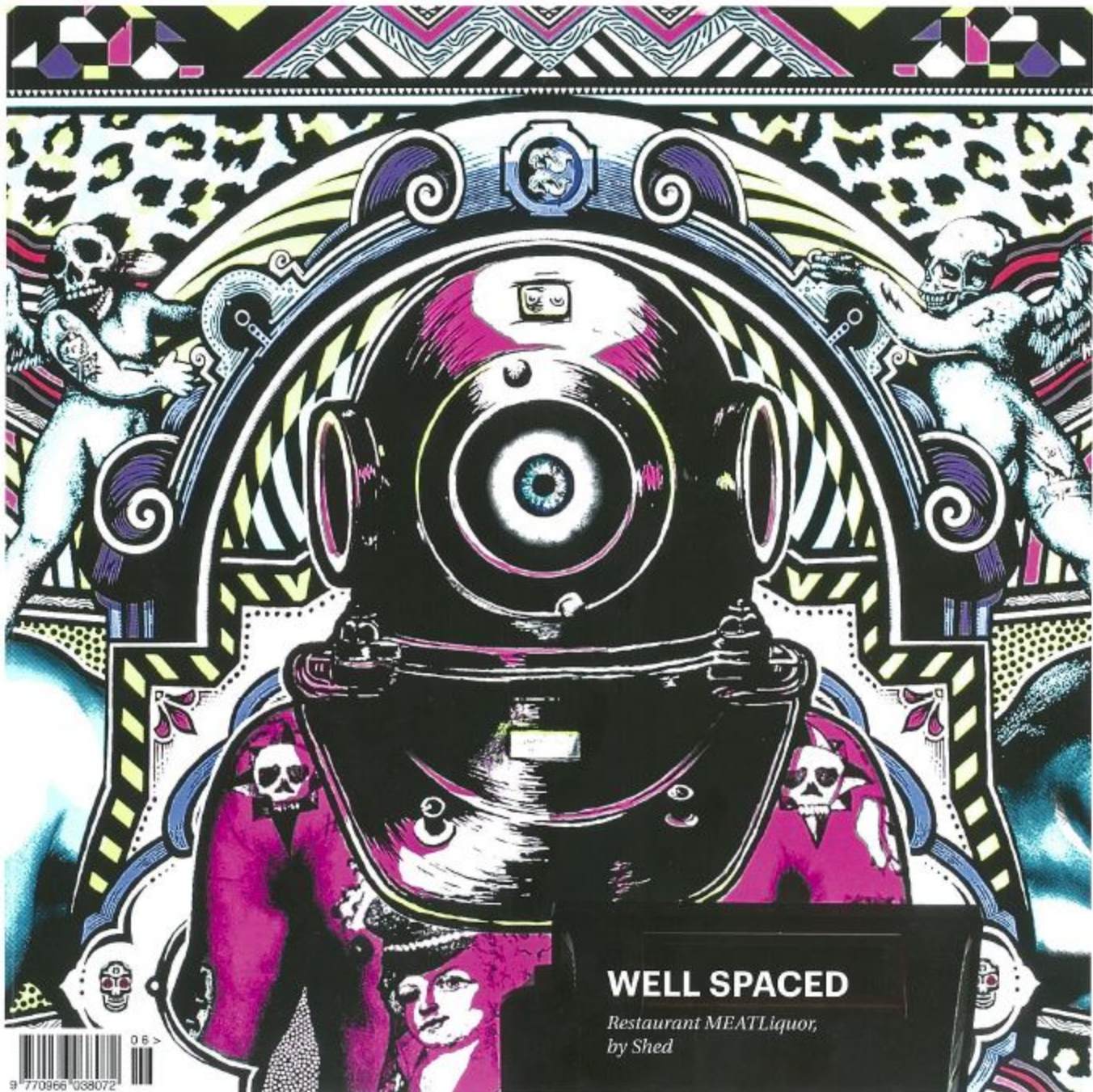


FX 279

CHRISTOPHER
JENNER: PROFILE
VOTE FOR DESIGN
FLOORING FOCUS
PICK OF EUROLUCE

The Business of Design / designcurial.com / June 2017 / £7



WELL SPACED

Restaurant MEATLiquor,
by Shed



06 >

PROJECT 1

Gotham Market at The Ashland, Brooklyn

A selection of restaurants, and bars sit together under one soaring roof in the atrium entrance to a new residential tower, but are brought together in a design and decor scheme by Jeffery Beers International that reflects the architectural past of the Brooklyn district

NEW YORK-based architecture and design practice Jeffery Beers International has completed the interior design for Gotham Market at The Ashland, a venue that offers variety of restaurants and bars under one roof, and open from early until late. In the bustling Fort Greene neighbourhood in Brooklyn, Gotham Market offers eight distinct dining and drinking venues at the base of the area's new luxury residential tower, The Ashland.

The complex's design scheme pays tribute through its industrial-styled space and materials to the rich architectural history of Brooklyn. 'As Gotham Market at The Ashland is the second culinary market from Gotham Organization Inc, the real-estate firm behind Gotham West Market in Hell's Kitchen in Manhattan, we were asked to respect the original concept and DNA of the brand,' says architect Jeffrey Beers, founder and CEO of Jeffery Beers International. >

WORDS
BY EMILY
MARTIN





MASON

FLURPED
OR
FRIED?

PLATES	BOWLS & SALADS
CRISPPI FRIED CHICKEN CRISPPI FRIED CHICKEN CRISPPI FRIED CHICKEN	CHICKEN CAJUN CHICKEN COUNTRY CHICKEN HONEY MUSTARD CHICKEN TERIYAKI CHICKEN THAI
SANDWICHES	SIDES
CRISPPI FRIED CHICKEN CRISPPI FRIED CHICKEN	CRISPPI FRIED CHICKEN CRISPPI FRIED CHICKEN

They come from good homes, these birds.

- HUMANELY RAISED ON PENNSYLVANIA FRESH FAMILY FARMS.
- NO ANTIBIOTICS EVER.
- FREE TO ROAM - NO STRESS ENVIRONMENT.
- VEGETARIAN FED.
- NATURAL GROWTH PROCESS.
- HANDSOME AND DELICIOUS!



PROJECT INFO

Client
 Gotham Organization Inc.

Architect
 Jeffrey Beers International
jfreys.com

Size
 486 sq m

Duration
 Three years

KEY SUPPLIERS

Lighting
 Jeffrey Beers International
jfreys.com
 Tyre Lighting Group
tyrelight.com
 EEP
eeepbrooklyn.com
 Urban Glass
urbanglass.org
 WR
wr.com/home
 Linkley Lighting
linkleylighting.com

Surface finishes
 Mencia Tiles
menciatiles.com
 Artistic Tile
artistictile.com
 Rick It
rickit.com
 Wolf Gordon
wolfgordon.com

Furniture
 Hair up!
hairup.com
 East Coast Chair
 and Barstool
ebleschairsbarstools.com
 Industry West
industrywest.com



Previous page An aesthetic of exposed piping, black steel and raw brick is housed in the atrium entrance to the new Ashland residential tower in Brooklyn

Above Custom hand-blown glass globes sitting on black stainless-steel frames sit in the high-ceiling void

Right A selection of food outlets share the airy space

'At the same time, the look and feel of the market had to match that of Brooklyn's Fort Greene neighbourhood and the surrounding BAM [Brooklyn Academy of Music] cultural district.' The design scheme also needed to consider the eight different dining and drinking venues, which includes a pop-up venue with a continuous rotation of local chefs and restaurateurs.

For its response Jeffrey Beers International has delivered a design scheme inspired by longevity; it sourced materials and fittings locally to create a space that feels like it has always been there and cementing it visually and contextually.

'We used a core group of materials to unite the market such as exposed concrete, brick, white Subway tiles, reclaimed wood and blackened steel,' says Beers. Another unifying feature to the space are black steel-pipe chandeliers, with 180 hand-blown coloured >





Left and below Exposed brick adds to the aesthetic that reflects the area's past

Bottom Illuminated food counters are visible from the street outside



glass globes, hanging in the building's 8m-high atrium entrance. Created by KEEP at the neighbouring Urban Glass studios, the light concept uses a design language to help unite the space.

'We designed the chandelier and commissioned local artist Adam Holtzinger of KEEP to hand-blow the globes. He worked right across the street from Gotham Market at Urban Glass,' explains Beers who first came across glass blowing while he was a student. 'Each globe is uniquely different by default. There are certain qualities that Adam, a master glass blower, can bring into different pieces: some are more intense than others; decorative aspects are drawn out in others. It's in a purposeful, passionate, and motivated way.'

In keeping with the local, industrial feel to the space, Jeffery Beers International

intended to line the interior walls with authentic Subway tiles. But owing to the impressive ceiling heights the practice soon had concerns about the acoustics. So instead, it sourced a Subway-style, custom-printed wall acoustical wall covering, which satisfied the design aesthetic and required sound levels.

The huge double-height interior space provides a dramatic backdrop for the venue's street-facing, floor-to-ceiling windows. They frame the illuminated food counters and bars that run along the back wall, providing a tempting view for all those walking by.

'The design of Gotham Market flows from one end to the other so that a guest always feels they are part of the space,' says Beers. 'The individual food stalls have a change in material, furniture and decorative lighting to give those areas a sense of place.' **FX**

