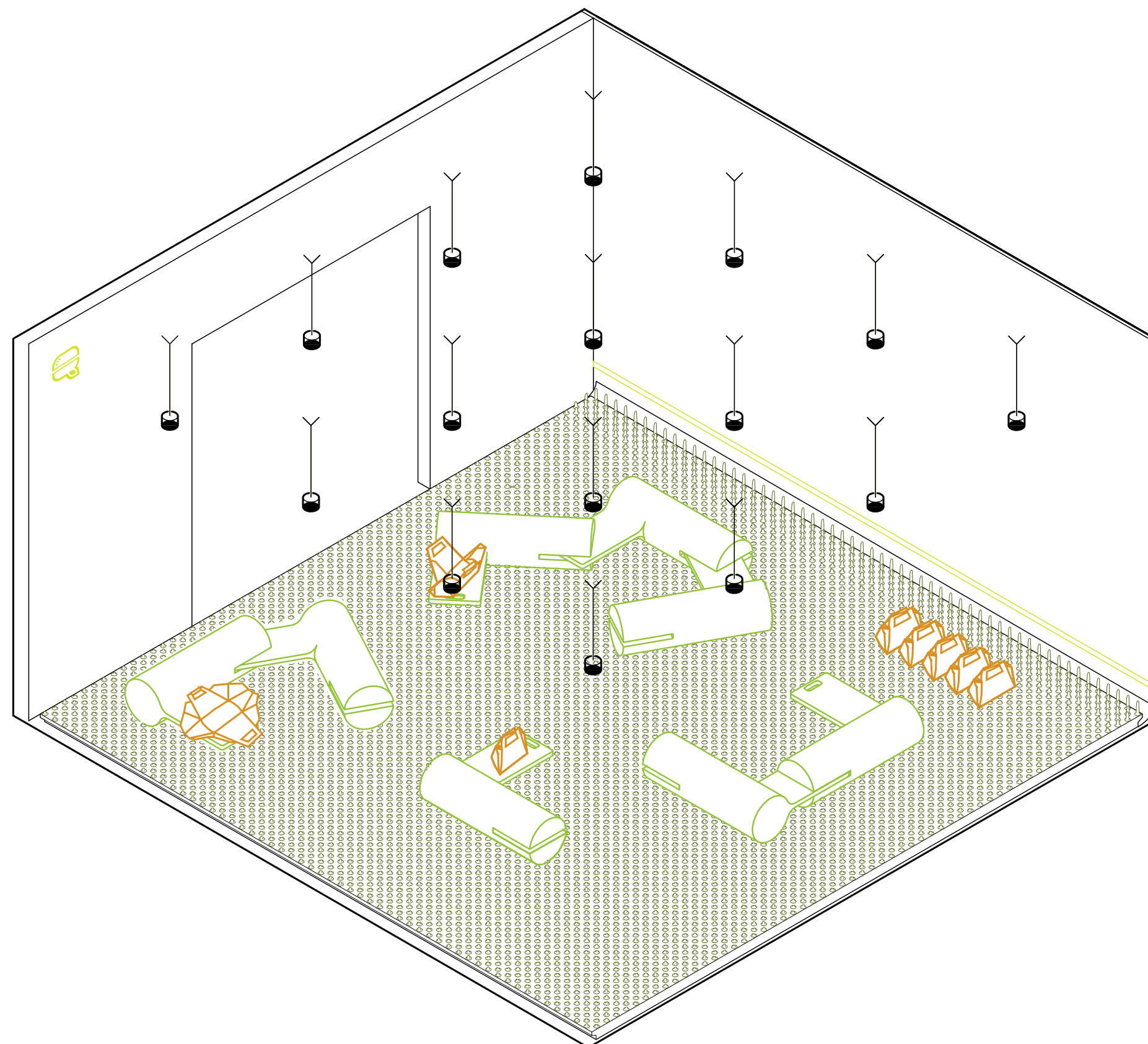


concept	03
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concept: fast-food + picnic = quicnic

A future fast-food restaurant has to be able to serve a growing number of different cultural groups and differently perceiving individuals. Society will continue to generate and re-generate its rules and codes of social life, which results in even more individual claims to be satisfied.

Due to its semi-public and transient nature a fast-food restaurant is not able to attract only on the basis of the nature or quality of its food, the scope lies in its “faster” and more intensive qualities - its social functions.

Picnic is a social event. In an informal and familiar atmosphere, the community is celebrating its unity. By nature the picnic itself is much more get-together than just eating together. However, there are some unique characteristics to picnic food - often very clever combined and packed treats - paying tribute to the fact, that planning, organisation and the localities do not allow complex meals. At last, an ideal picnic is arranged in the great outdoors. picnickers want to enjoy the sensual stimulation of open, natural space to recreate and to relax. Determined by those strong characteristics, the picnic-situation approximates to an ideal environment for a pulsating metropolis' fast-food restaurant. Because of its various connotations, the picnic metaphore provides the essential identification possibilities for the sophisticated urbanites.

Translated to the restaurant concept, this means, that a scenery is provided, which features picnic „out-of-the-box“ to save the guest's valuable time from all the common organisational hassles.

A scenery, based on an open playground inside the building structure, which substitutes conventional fastfood experiences with a multifaceted community experience and gives different demanding guests enough possibilities for their own interpretation of the picnic situation. Both the smart cosmopolitan that succeeds to attract attention presenting himself exposed in the center, and the steppenwolf - distraught by metropolitan overstimulation - that finds his hideout in the deeper “shrubby”, can easily assimilate to the restaurant's logic.

Thus, the urban picnic becomes a spontaneous decision and at the same time the usually superficially celebrated quick snack turns to an event, even if it's short timed.







celebrating the unconstrained „quicnic“ all the different groups build the core of a new urban rooted mix culture.

designing the quicnic restaurant

the quicnic restaurant's concept: „a fast urban idyll“

The quicnic-restaurant's overall design concept as well as the design of the separate areas (entrance, service area, kitchen, bar, lounge) follows the paradigm of the “urban idyll”. While it confesses its addiction to fastfood in terms of typically highly optimised operations and a nearly complete automatisisation of processes (fast-in/fast-out), it does yet provide a totally new view of the guests experience and perception of the restaurants function: An open structure that leaves a maximum of autonomy for the guests and invites them to freely explore the sensations of picnic. clients don't come to eat - they are celebrating their own picnic within the restaurant's space.

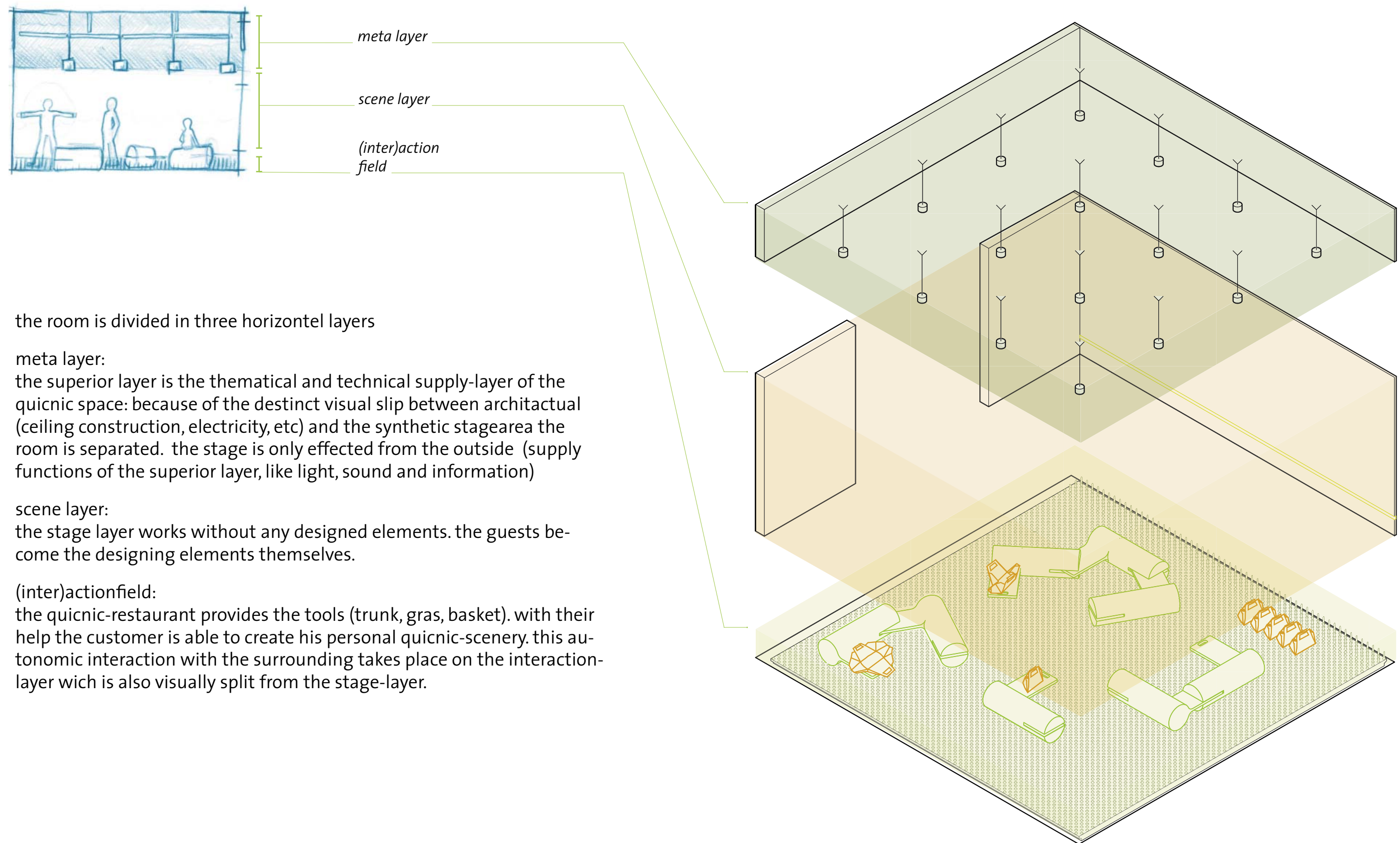
Quicnic is providing a new synthetic natural space and a new, stage-managed version of picnic pleasure adventure. The paradoxical nature of this urban idyll is pointed up by the resulting redefinition of native picnic characteristics within a new artificial context, such as:

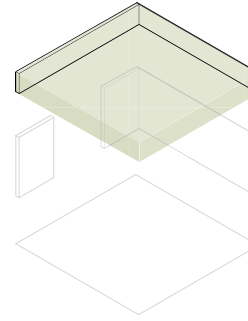
- correlation and association of groups, subgroups and individuals in the semi-public restaurant space
- stimulation of well-being using technical instruments of control and interaction
- distortion of the sense of time by ignoring biological and natural rhythms

the quicnic restaurant is ought to be a stimulation for all senses, the brain and the overall feeling.

The restaurant's concept consists of room-, food-, sound- and grafic concept leading to a various range of prducts and elements.

## space concept



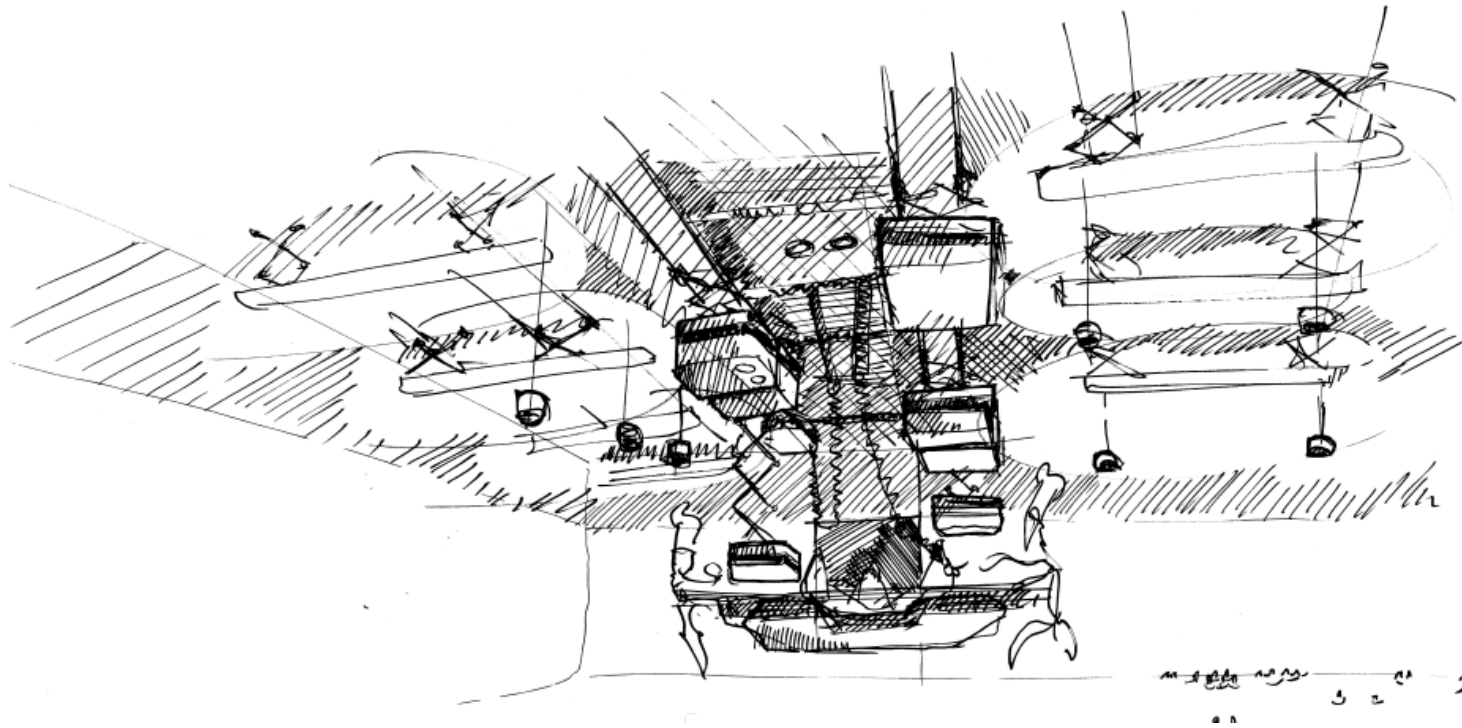


## lightelements: meta layer: ideas

quicnic v0.98

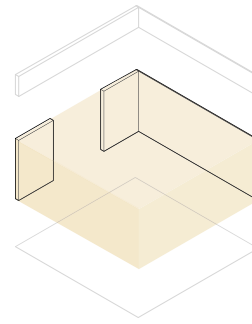
7

constant (modifiable) total illumination(lamellas, greenhouse, condensation trail, etc.)





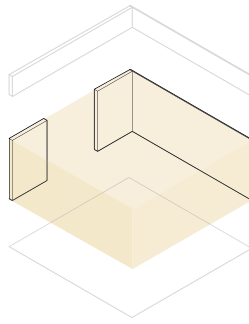
## lightelements: stage layer: wallwasher



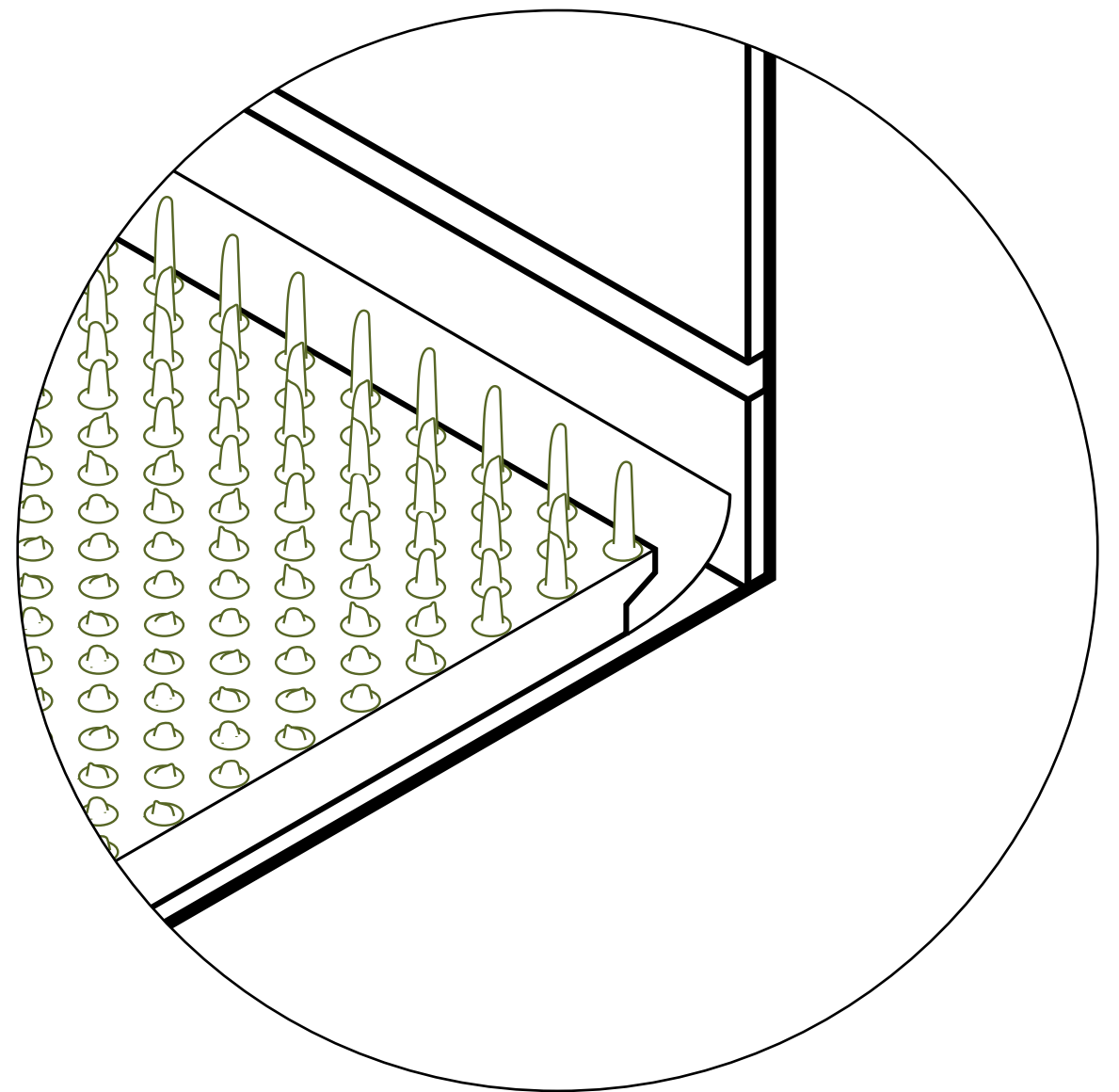
along the sides of the booth, from just underneath the grasscape, wallwasher-lights are lighting up the sides.

the gradient from bright light around the floor fading along the walls lets the ground seem float.





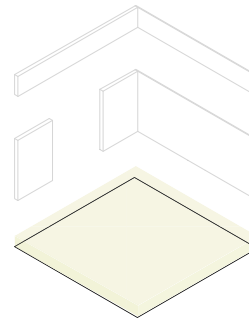
# lightelements: stage layer: wallwasher



neon lamp





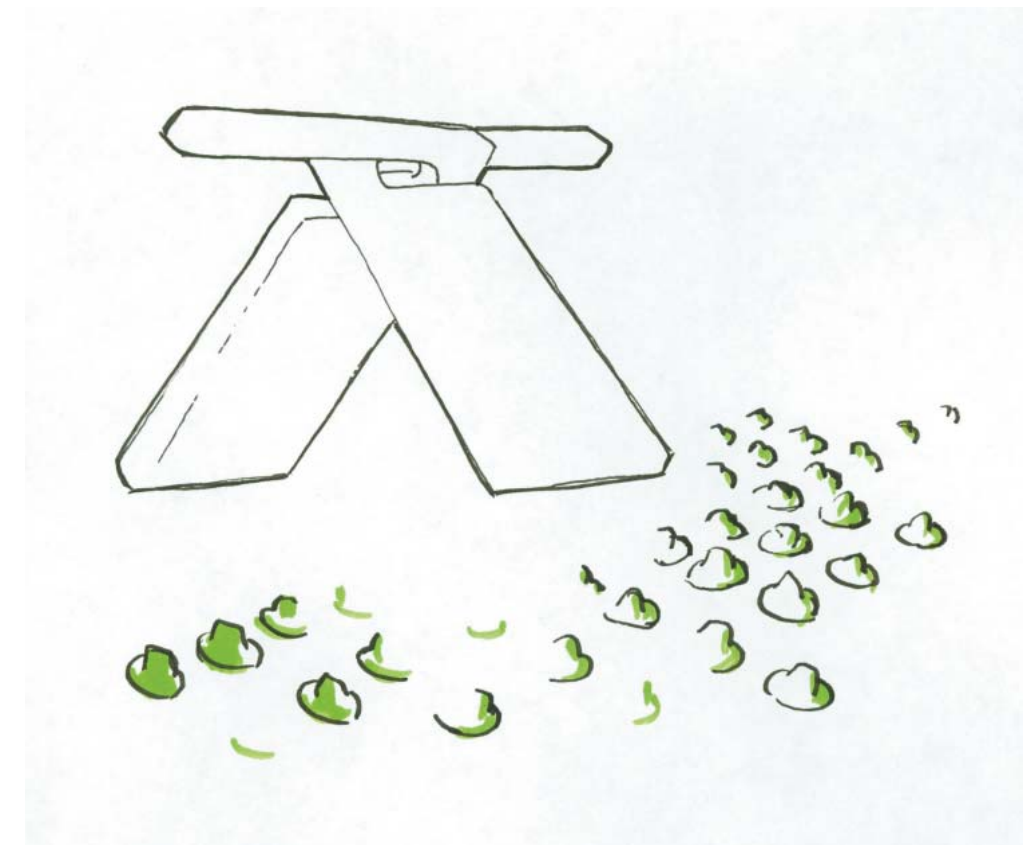
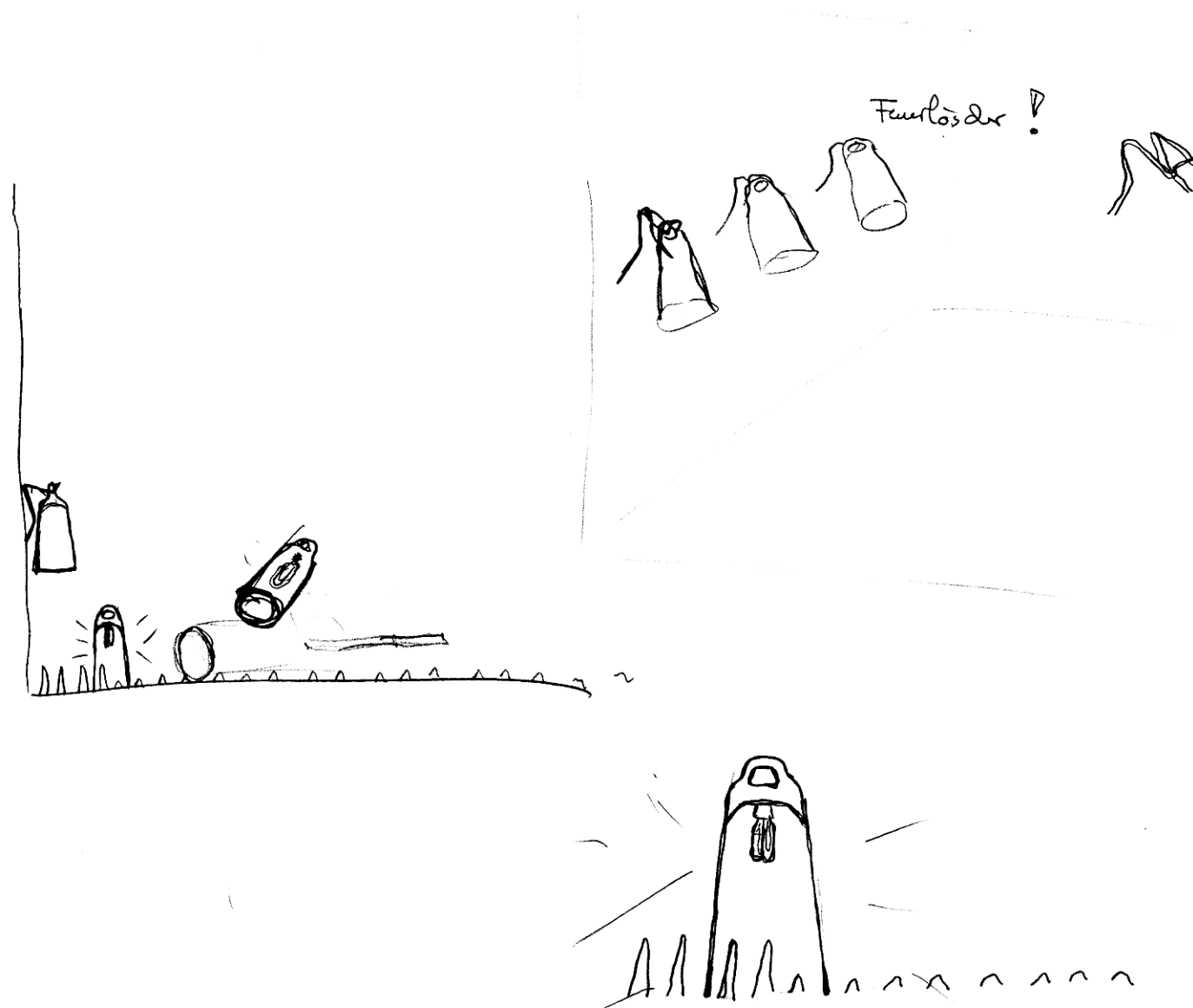


## lightelements: action layer: ideas

quicnic v0.98

11

lightobjects. additional interaction tool.



## food concept

The menu is not arranged as usually in common categories like startes, main course and dessert - it also covers beverages by just distinguishing between “hot” and “cold”.

Handling the groceries-range (food+beverages) this way “food” and “beverages” move to the second level while “hot” and “cold” transfere unexpected from a sudivision categorie to the first level of distinction.

Separating the crucial hot element (meat) from the salad and burger (sandwich), makes it easier for the staff to handle the food and more convenient for the customer because it just stays hot for a longer period of time.

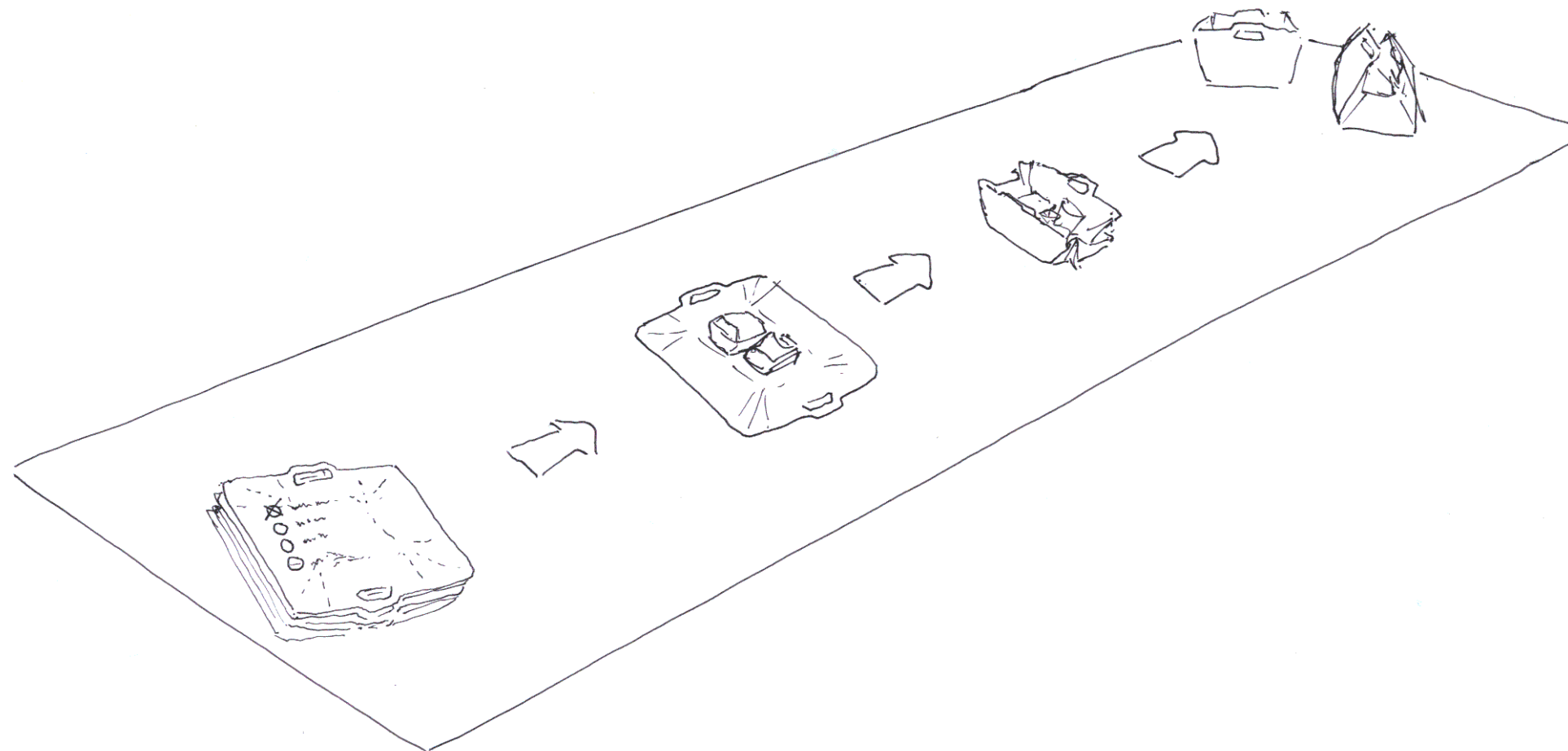
Restricting the food-range to only 4 cold and 1 hot element makes it a manageable quantity. Within the 4 cold food categories there isn't a statement made yet - the categories are equal to each other.

The customer obtains more autonomy, because he won't be told what to have as starter, main course or dessert.


Extracting the hot component invites to link the elements. This concenpt wasn't designed to add meat with a sandwich or a salad only, but also to combine fruits with your salad or even increase the greens amount on your sandwich by mixing salad and sandwich components.

Each category can be consumed independently. Even the meat can be enjoyed by itself.

Enough with the talking, let's enjoy a great food expeience: have a quicnic!







order

cold

sandnics

quic\_CHILL\_nic

whole wheat bread, onion, green pepper , garlic, chili seasoning, tomatoes, ground red pepper, cheddar cheese extra sharp

quic\_AMERICAN-TUNA\_nic

whole wheat bread, white albacore tuna, celery, red onion,ground black pepper, lemon juice, onion powder, paprika, mayonnaise, parsley, swiss cheese, crusty rolls

quic\_TOMATO\_nic

whole wheat bread, sliced tomato, lettuce, hot pepper sauce, salt, mayonnaise, ketchup

quic\_SPINACH\_nic

whole wheat bread, spinach, onion, salt, tablespoons shortening, celery salt, flour, eggs, tomato

quic\_CHEESE-O\_nic

whole wheat bread, cream cheese, mayonnaise, onion, pimienta, lettuce leaves

saladnics

quic\_SALA-TO\_nic

lettuce, fresh tomatoes, onions, oil, vinegar

quic\_CHINESE\_nic

chinese leaves, pines, salt, pepper, oil, vinegar

cakenics

quic\_NUT\_nic

nutcake

q\_CHEESE\_n

cheesecake

fruitnics

pick-a-fruit

1=ananas

2=apple

3=berries

4=grape

5=melon

6=orange

7=pear

8=pineapple

pop

1=Cola

2=Coke Light

3=Water

4=Fanta

beer

1=Becks

2=Heineken

3=Augustiner

4=Berliner Kindel

wine

our specialty - refer to the extra wine page! Ask our staff for details

sheet #

hot

meat

chicken

crispy roasted

turkey

light colored and tender

pork

well-seasoned, piquant

beef

roastbeef

fish

freshly grilled alaskan mulai

veggies

mixed grilled finest vegetables

chocolate

the sweetest

coffee

best aroma in quicnic-town

tea

ask-at-counter

fastfood doesn't inevitably mean not to have enough time to enjoy a good meal.

however, there's no doubt about the request for a really fast delivery of the food.

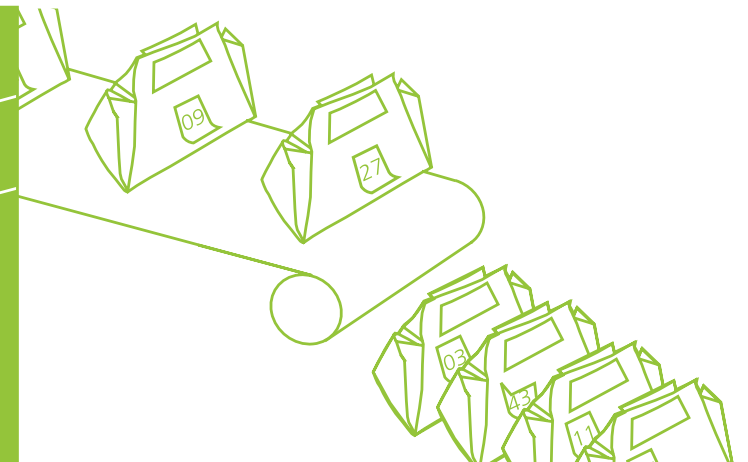
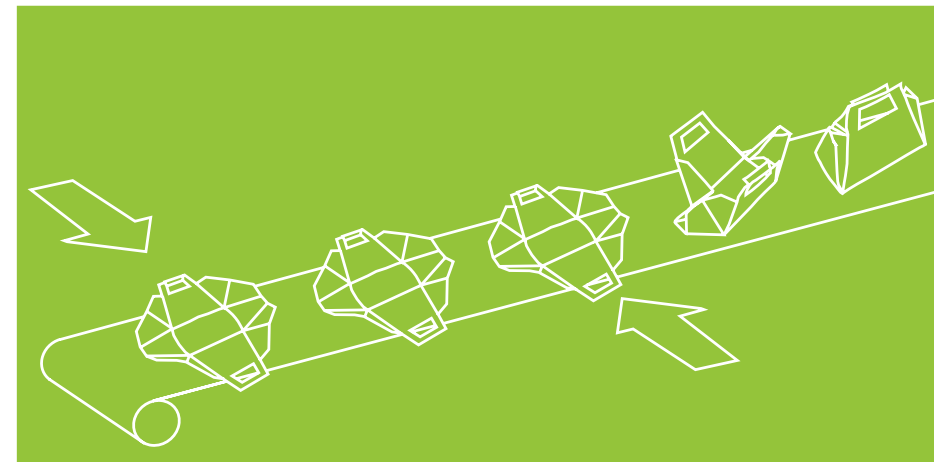
the quicnic restaurant features a unique food assembly line.

choose your  
menue at  
the counter ➡

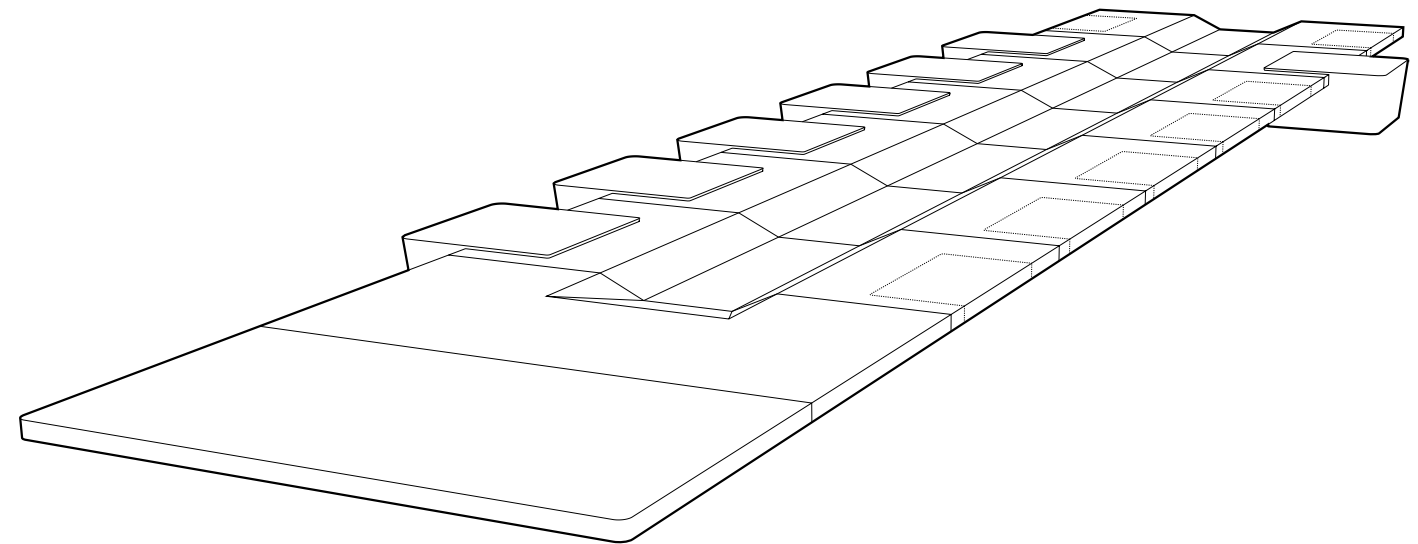
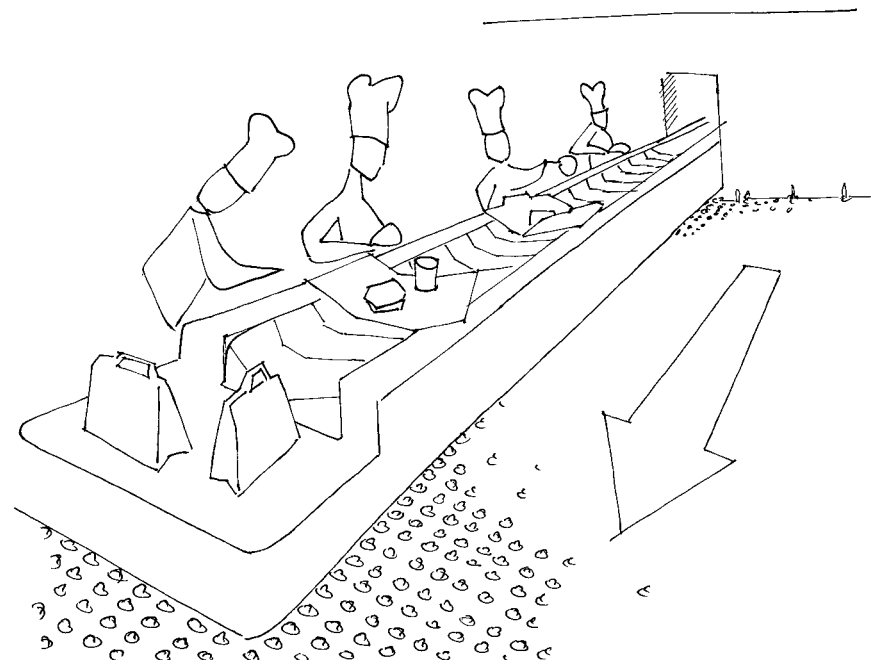
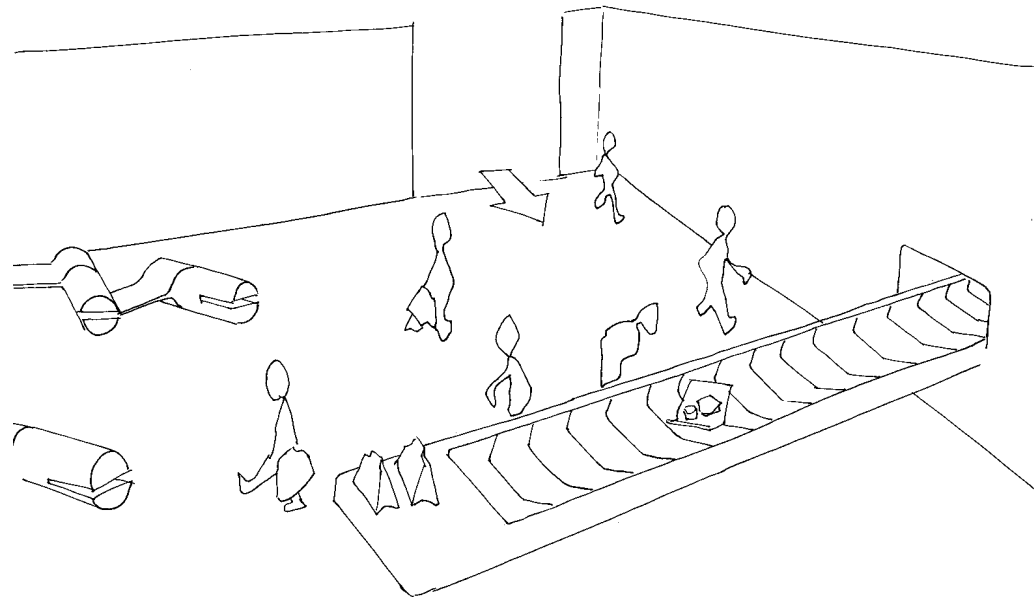
pay and  
relax ➡

your menue is  
beeing  
assembled ➡

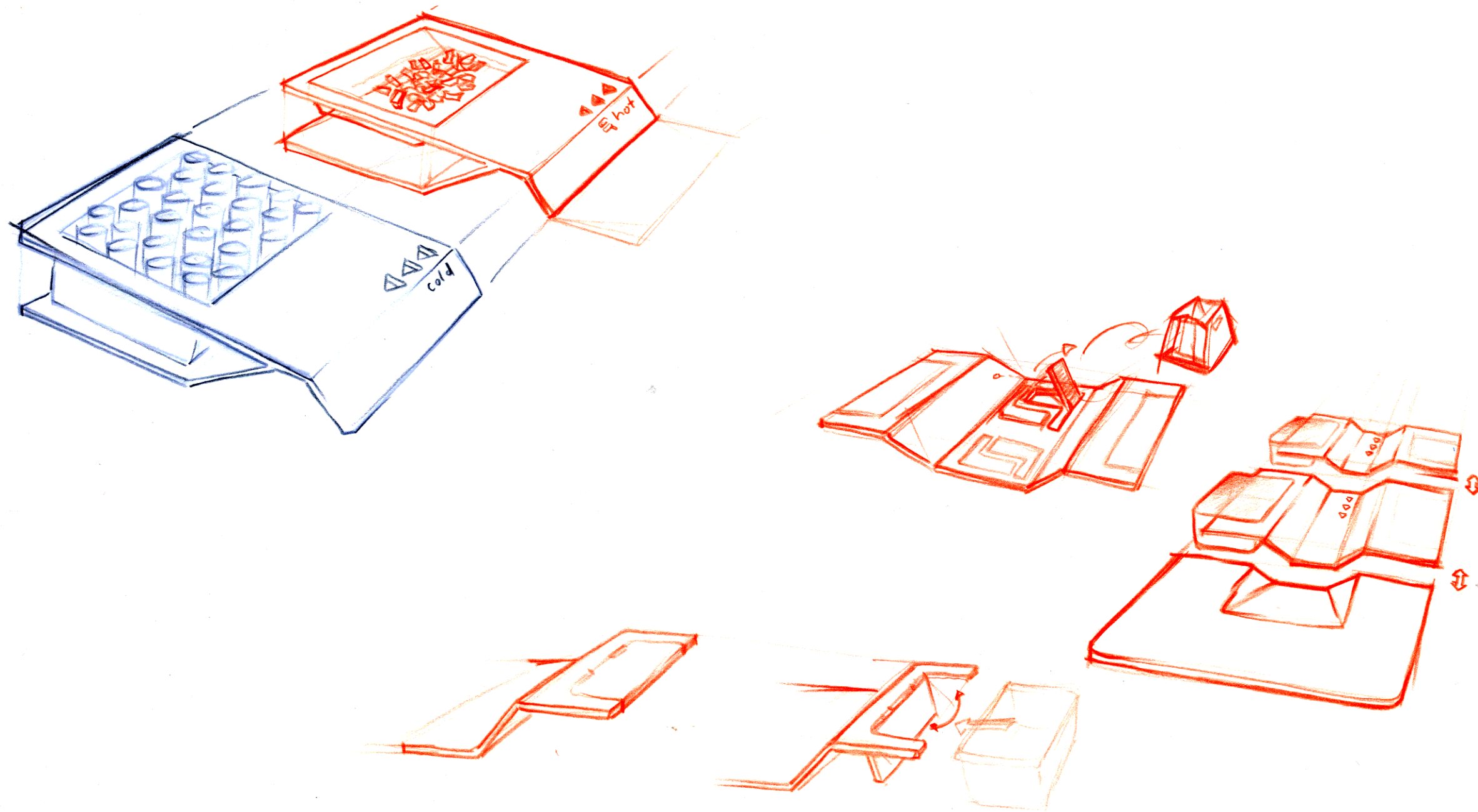
go and get  
your quicnic  
box ➡



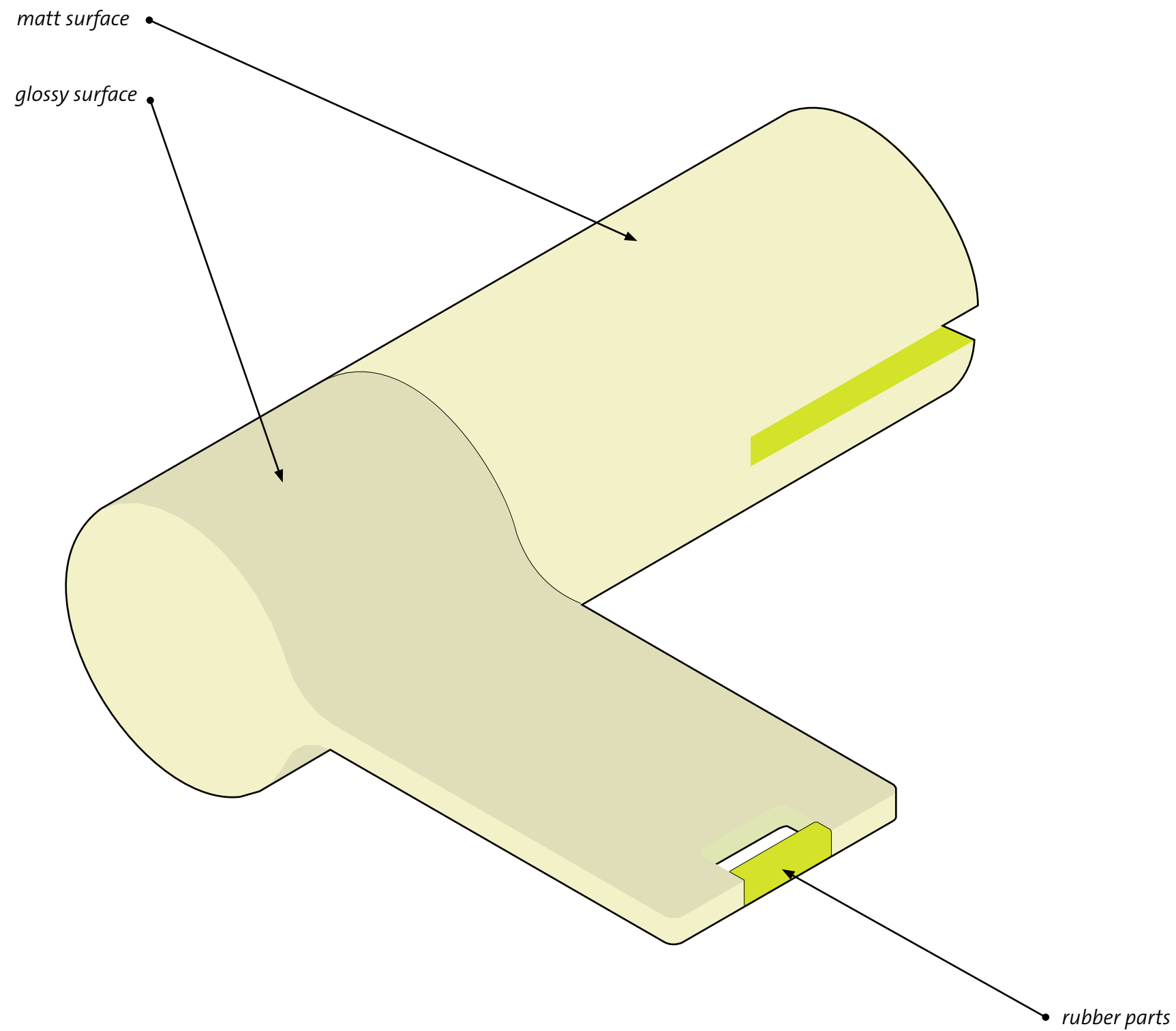
# kitchen counter / wine bar



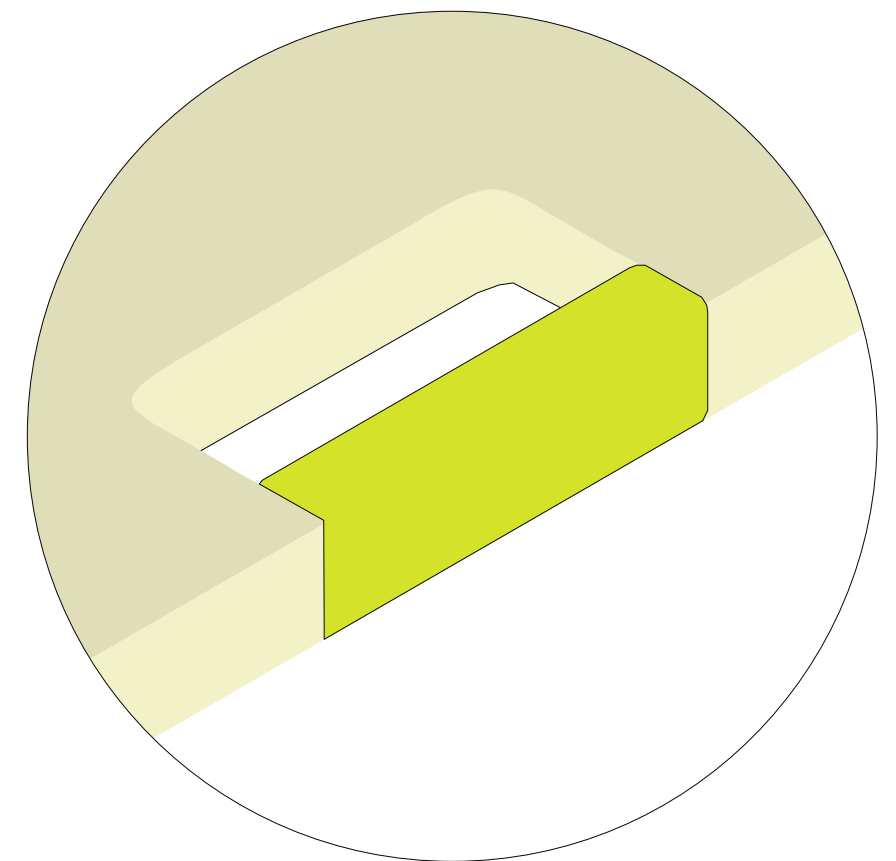




# seating element



approx. 30 pcs. (rotation moulded)

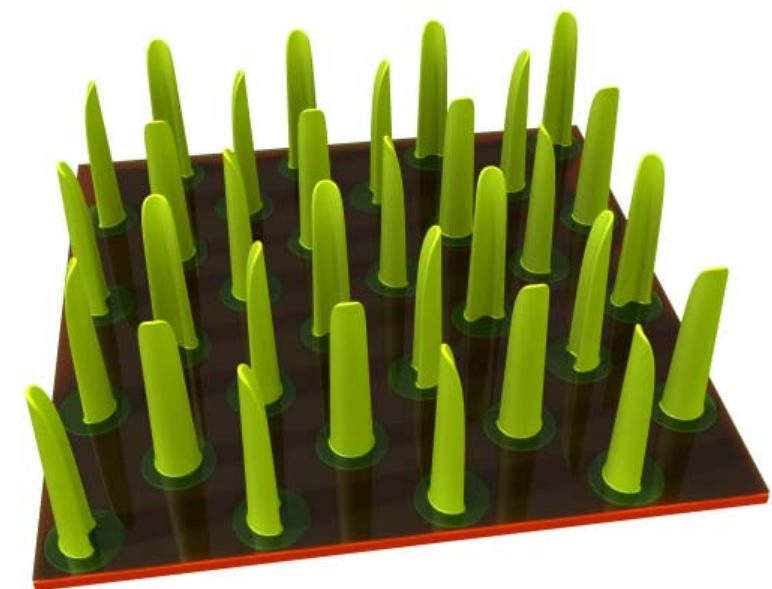
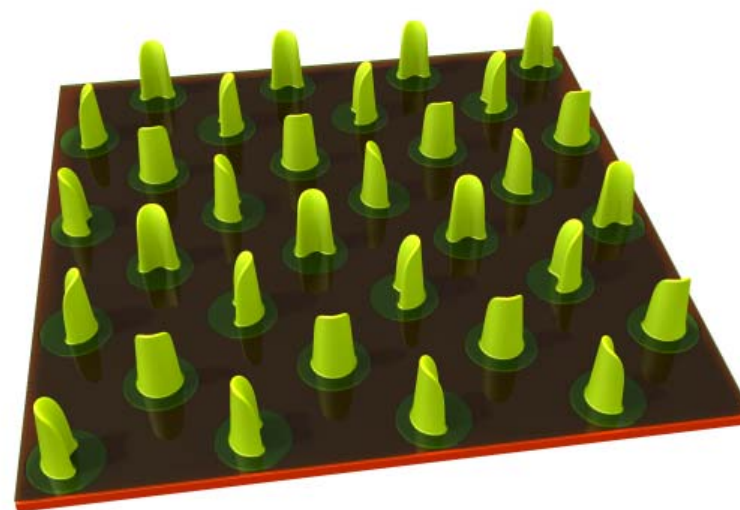
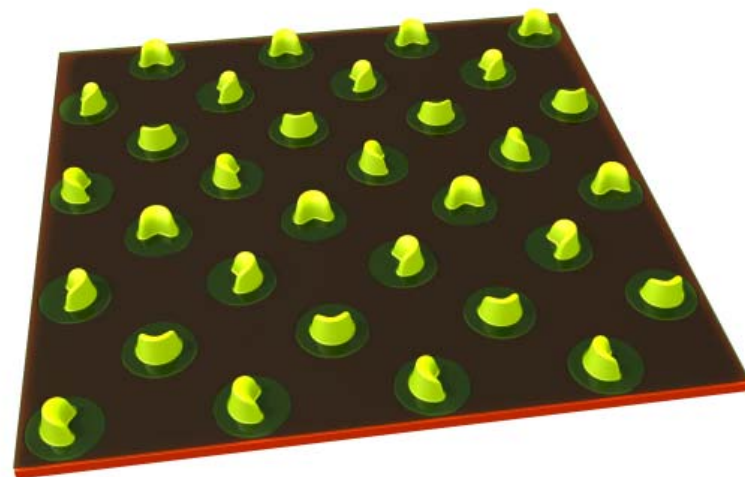




## floor element

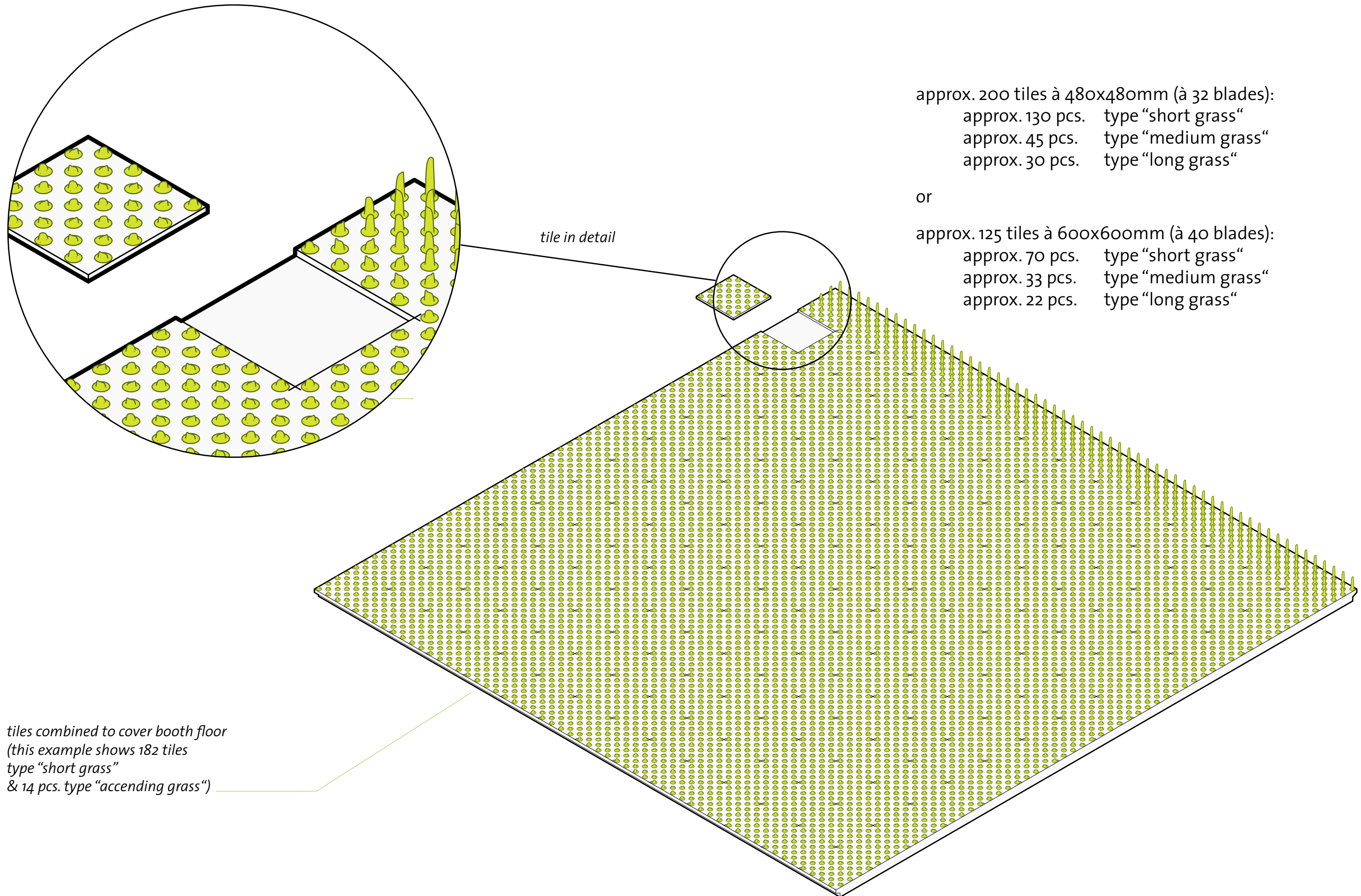
the restaurant's meadow is made of solid floor elements pierced by soft grass-blades. the element shall provide a unique visual and sensual feeling while walking through the room or sitting on the floor.

different areas in the restaurant are characterised by different grass blade heights.  
near the walls there will be high grass to visually and sensually invite guests to sit down and relax without using the seating element.





## floor element



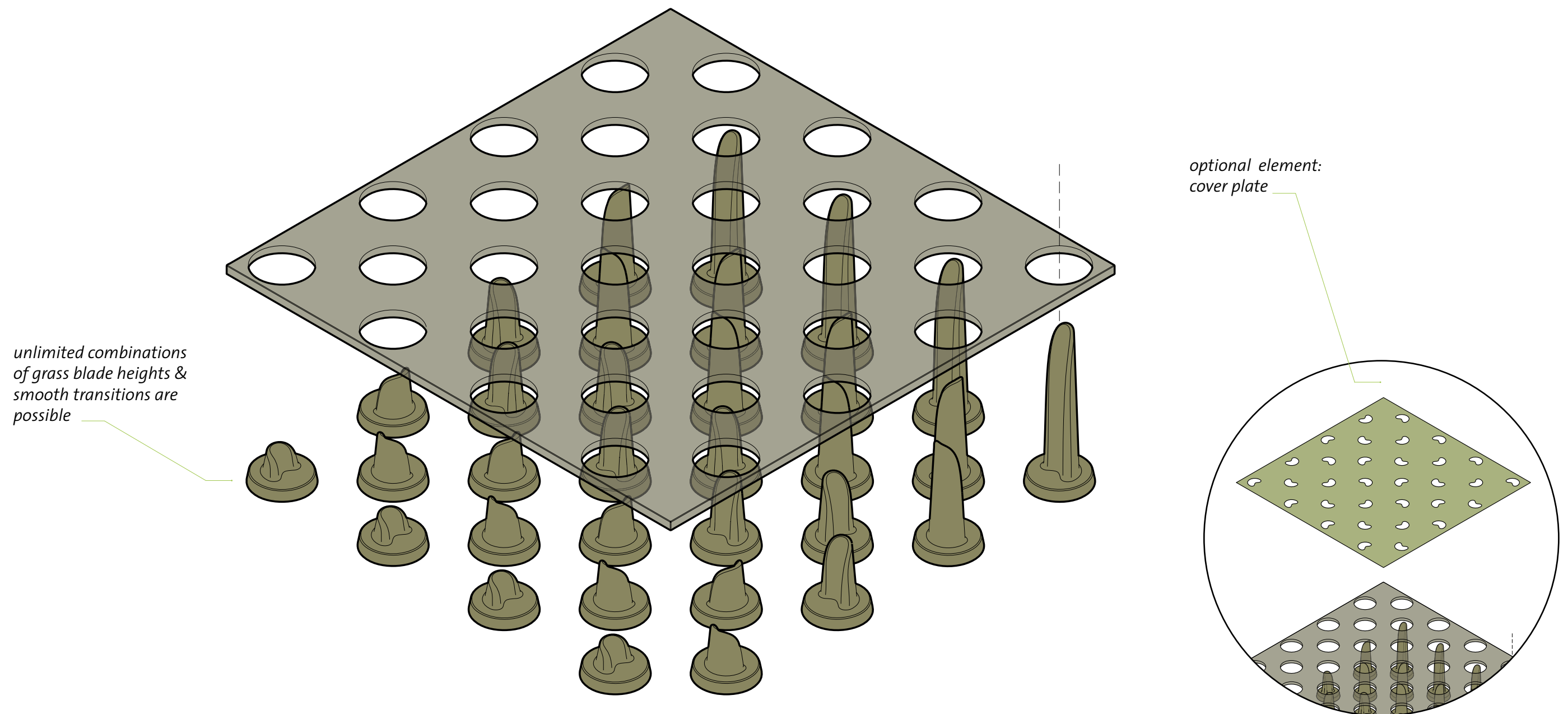


## floor element: option a: type “single blades”

construction type “single blades”:

1 tile consists of 2 layers:

- grass blades
- matrix/assembly plate  
(+ optional cover plate)



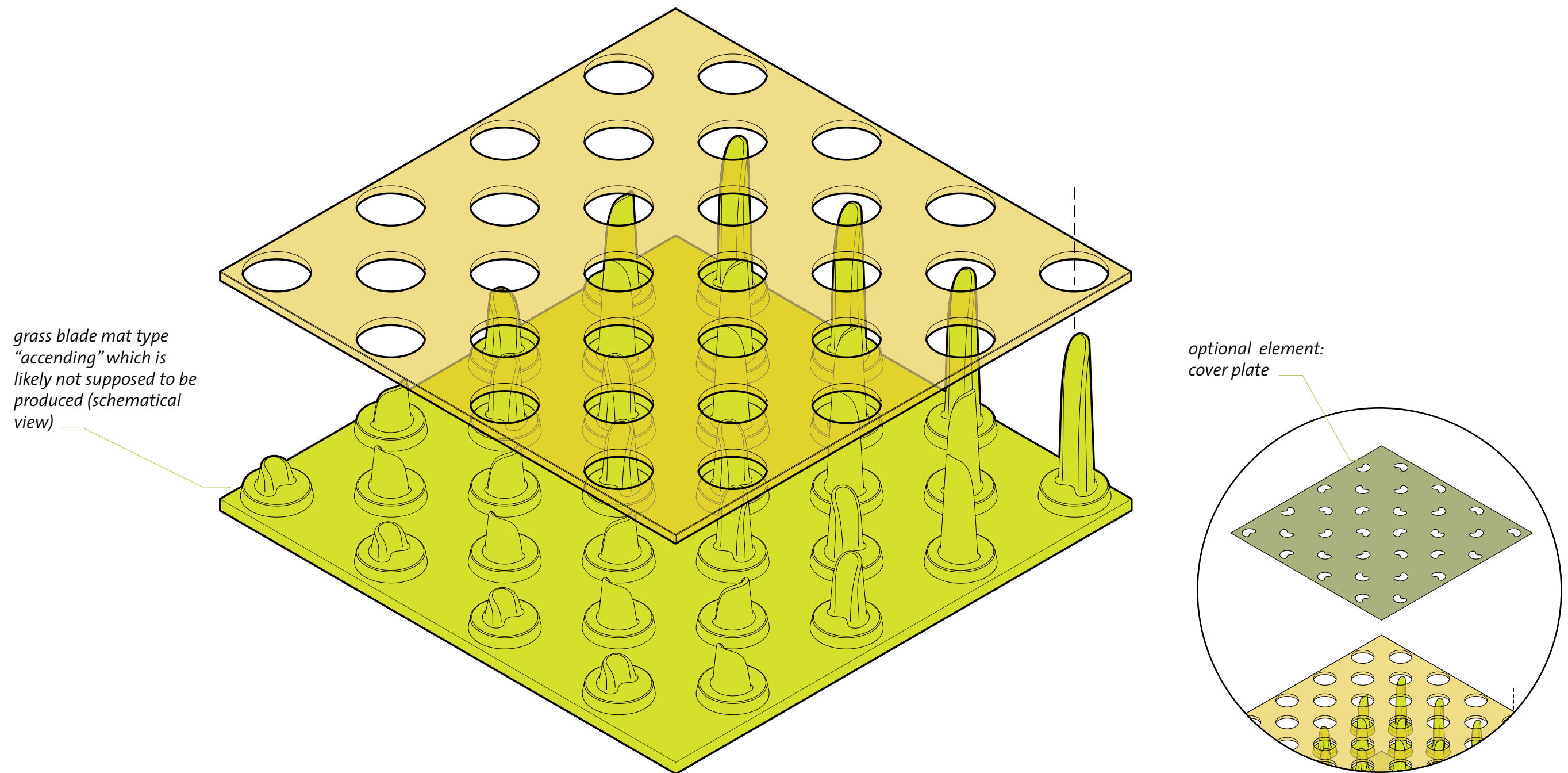
construction type “blade mat”:

1 tile consists of 2 layers:

- grass blade mat

- matrix plate

(+ optional cover plate)

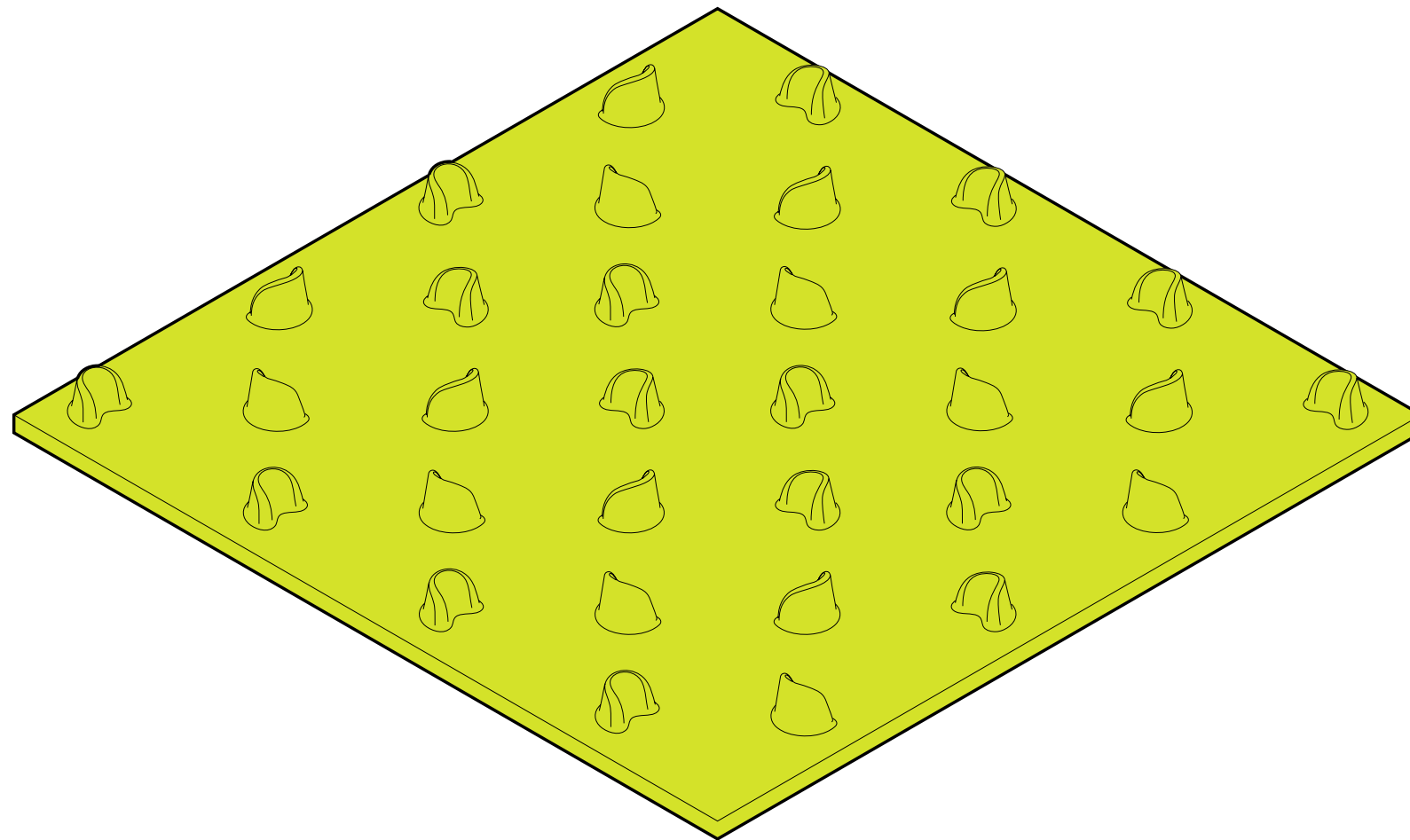


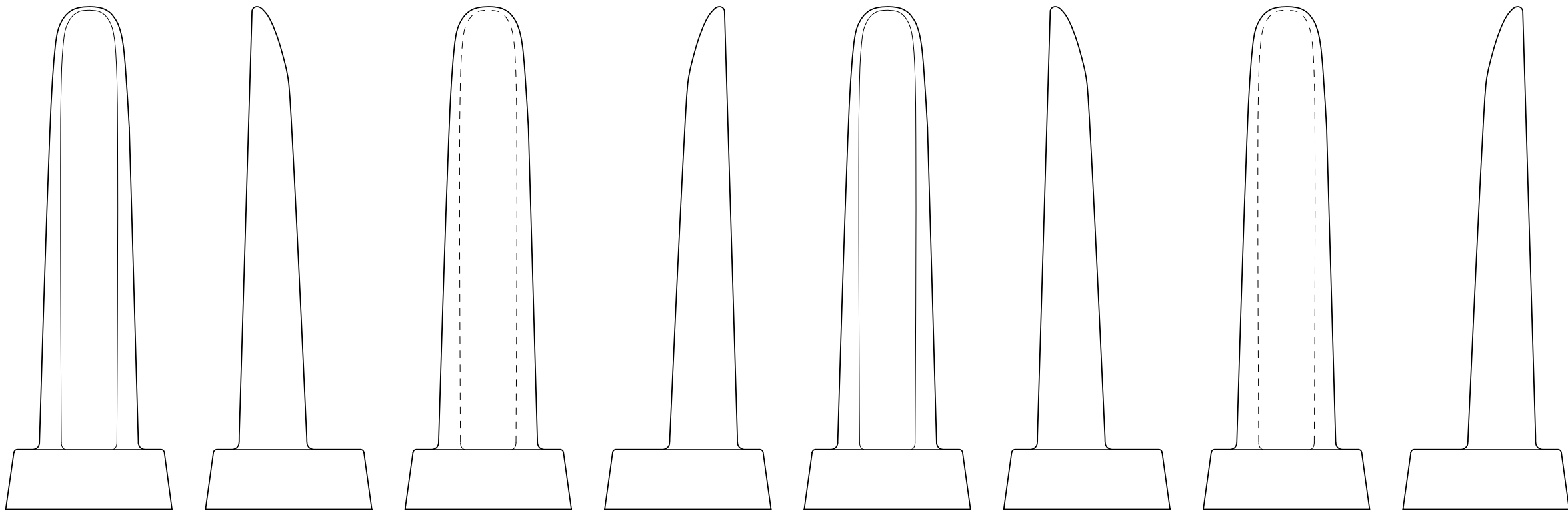
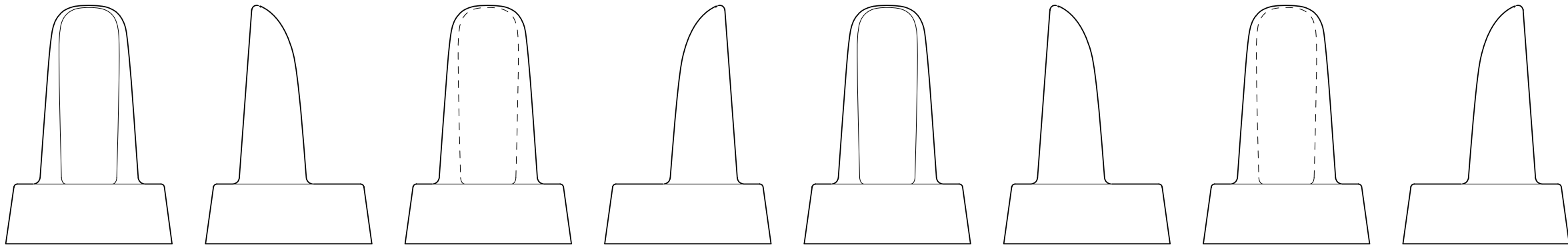
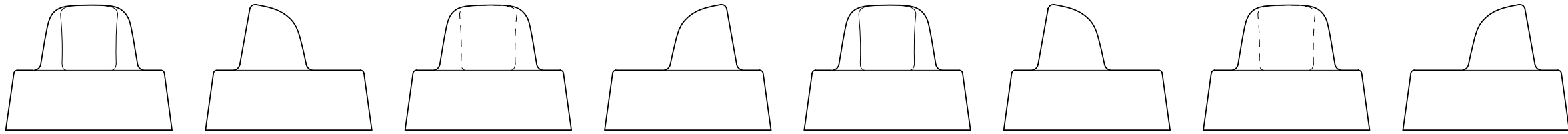
## floor element: option c: type "blade mat only"

construction type "blade mat only":

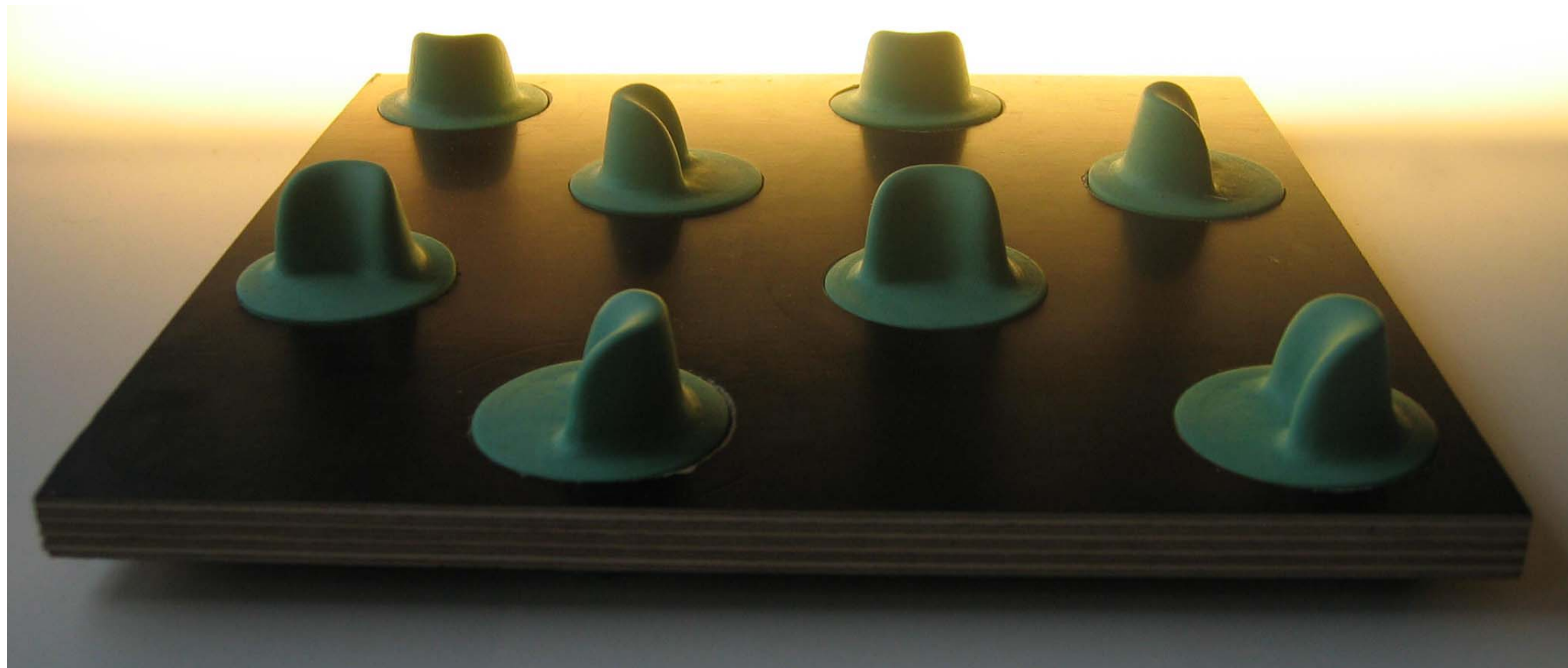
1 tile = 1 piece:  
- grass blade mat

*grass blade mat type  
"accending" which is  
likely not supposed to be  
produced (schematical  
view)*





floor element: type “single blades” & “blade mat”: mockup fotos



self-made mockup “short blades”





self-made mockup “short & medium blades”

# packaging elements: concept

food packaging attracts special attention in the fast-food world. the highly elaborated folding systems guarantee a minimum of economic effort to reach a maximum of attractivity, experiencing all the dimensions of usage keeps attention and appreciates the engineering efforts as well. in short - the packages are the appropriate media to transport the level of sophistication to the clientele.

in particular the quicnic-bag is the representative of the game of curiosity and surprise, lust of feast and guarantees the positive feeling to know to have everything necessary for a successful picnic-pleasure.

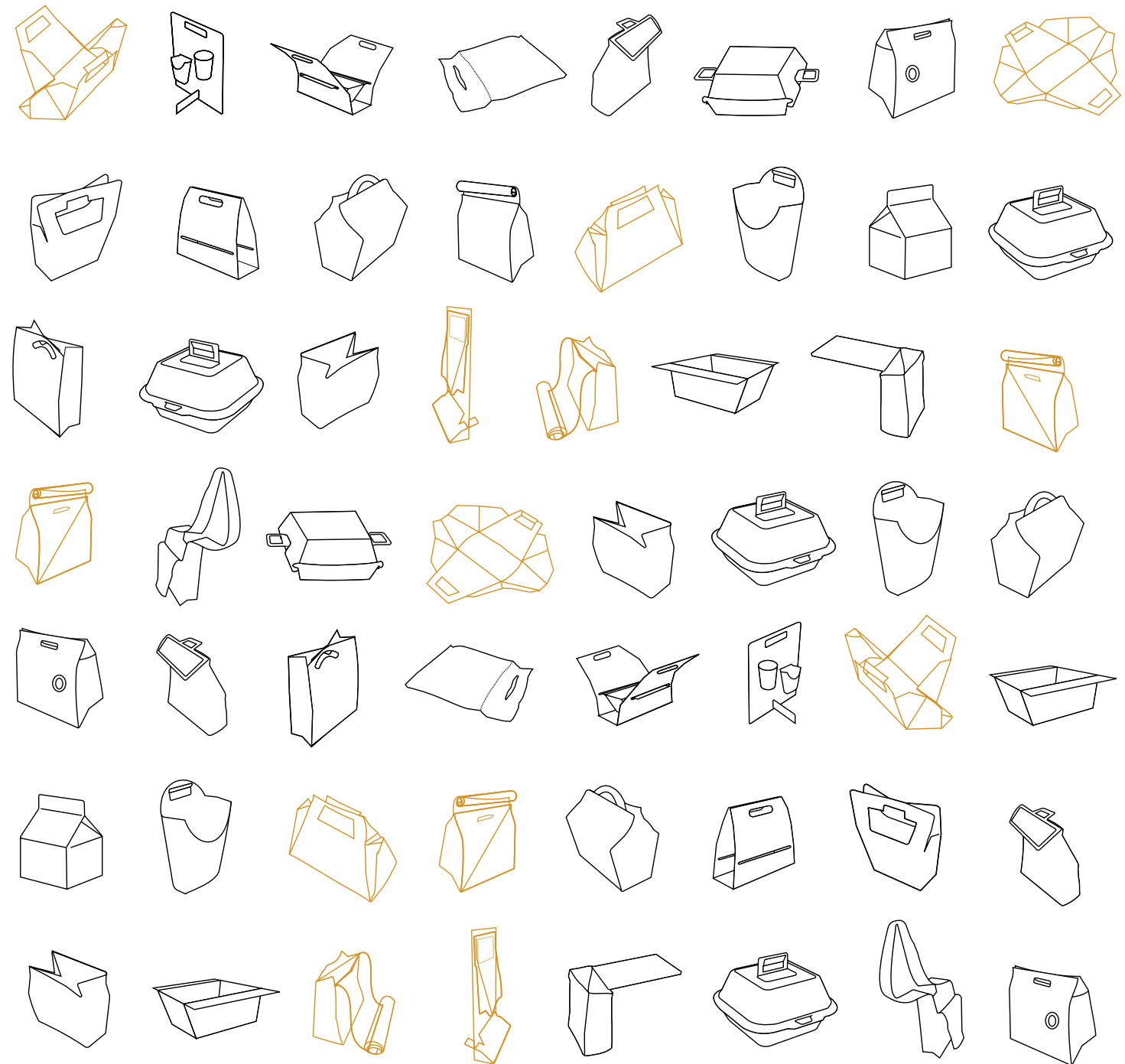
quicnic-bag-types:

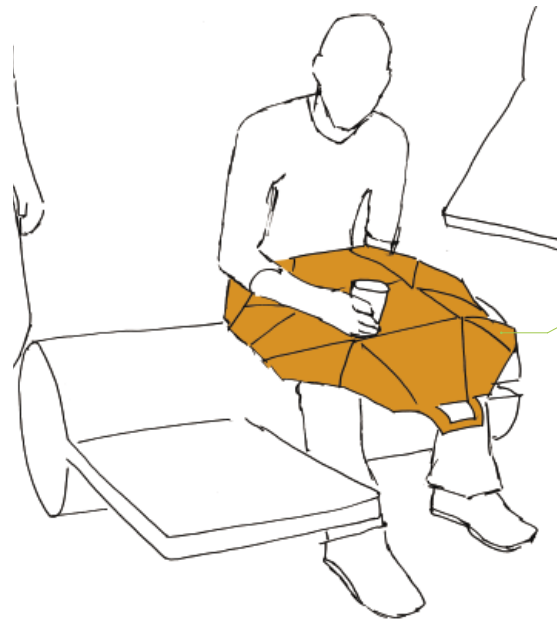
the picnic-basket

the storeboard

the tonguebag

total: 12000 pcs.



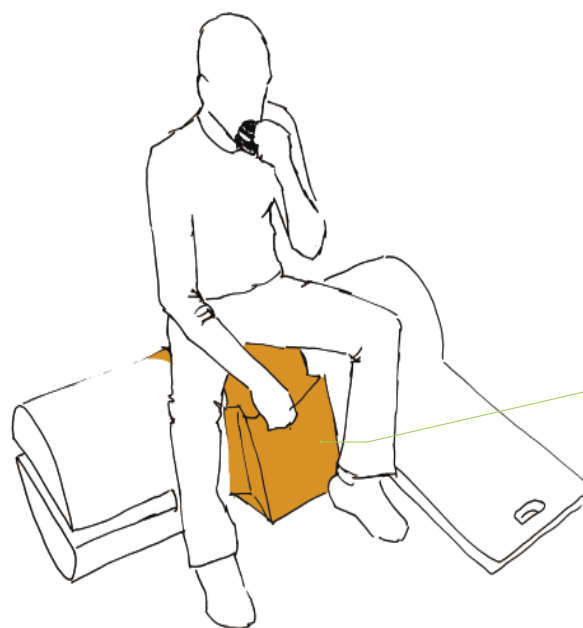


*type: picnicbasket*

*type: storeboard*



*type: tongue-bag*

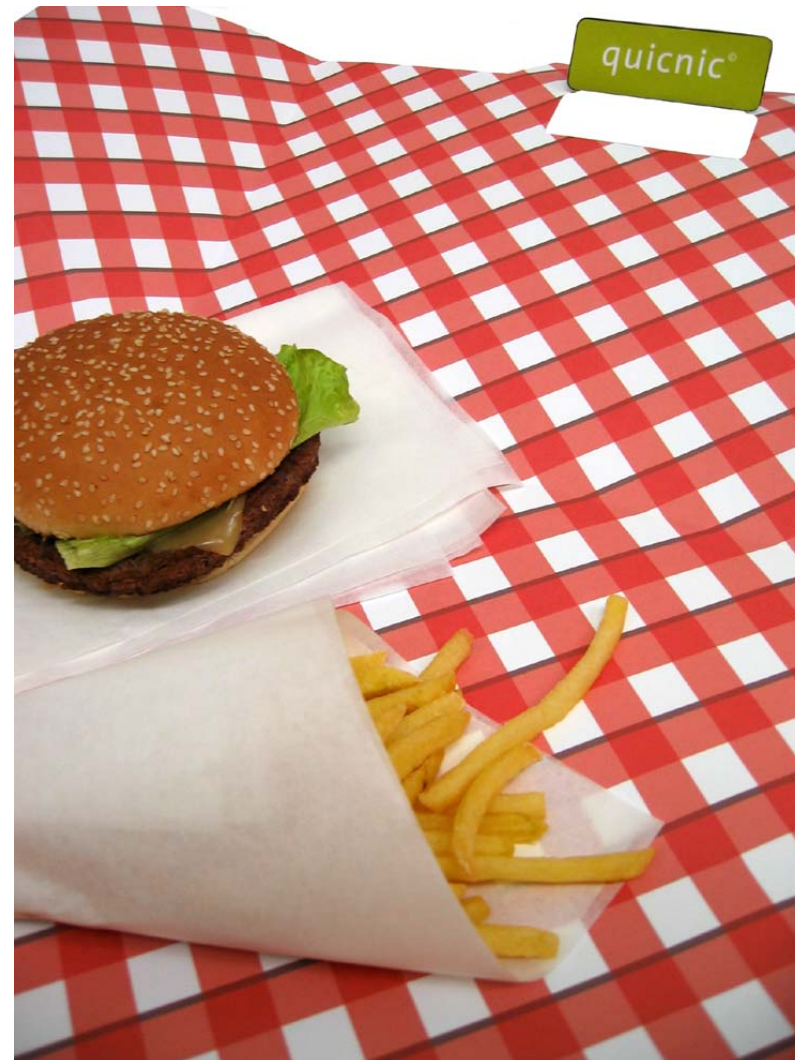




## packaging elements: type “picnicbasket“

## the picnic-basket

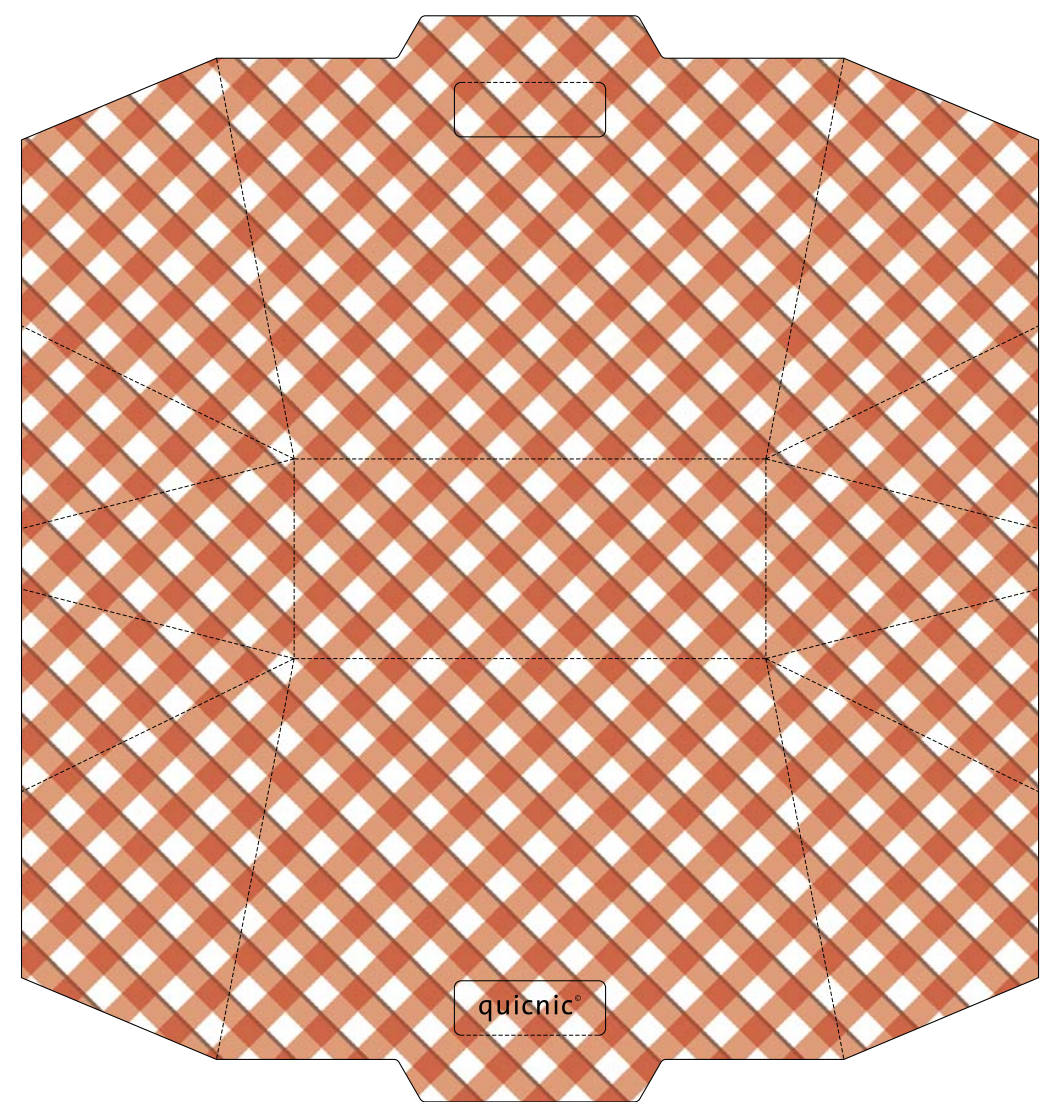
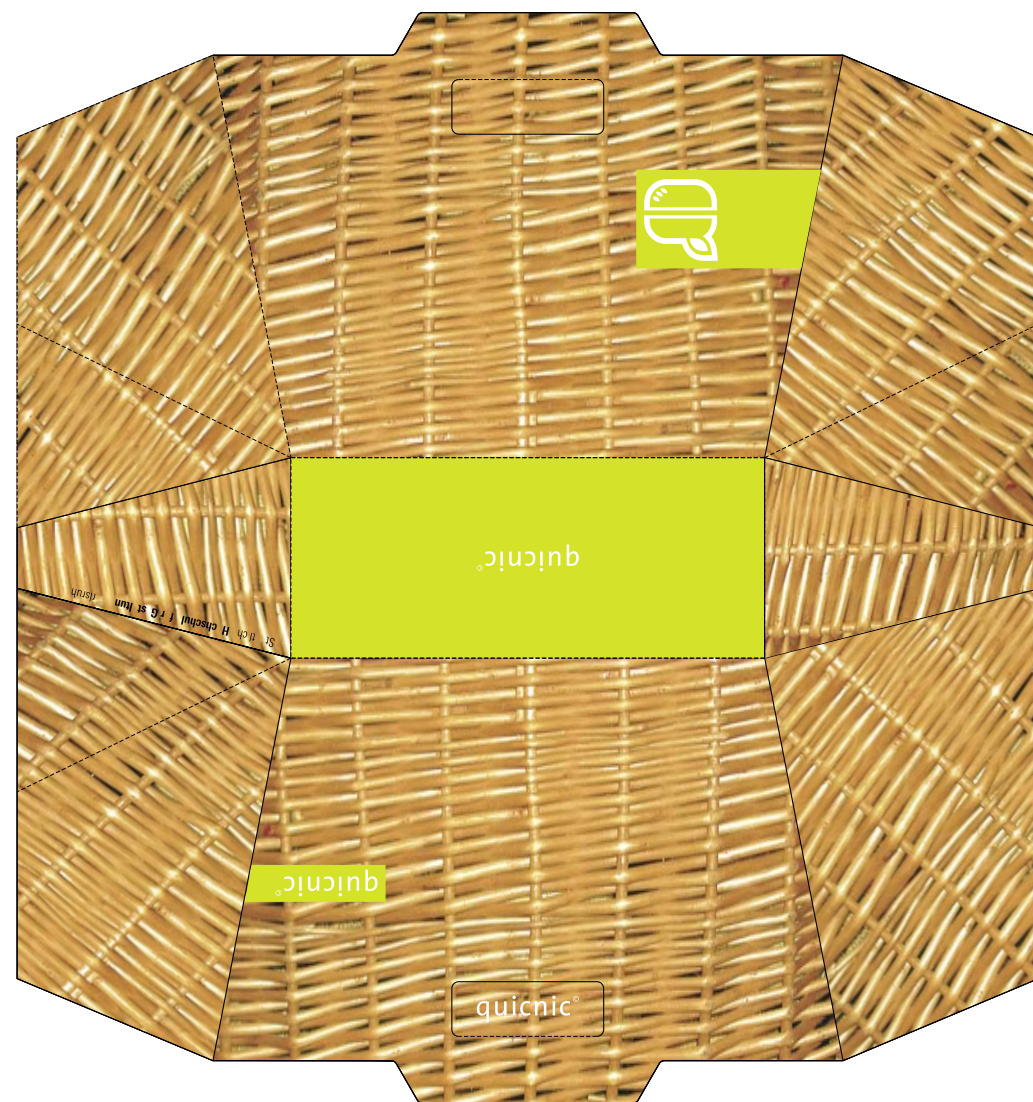
the picnic-basket is a very strong symbol during the whole picnic and through all social groups. it features all in one packaging of the food as well as the tricky unfolding picnic-blanket & the garbage-pack.



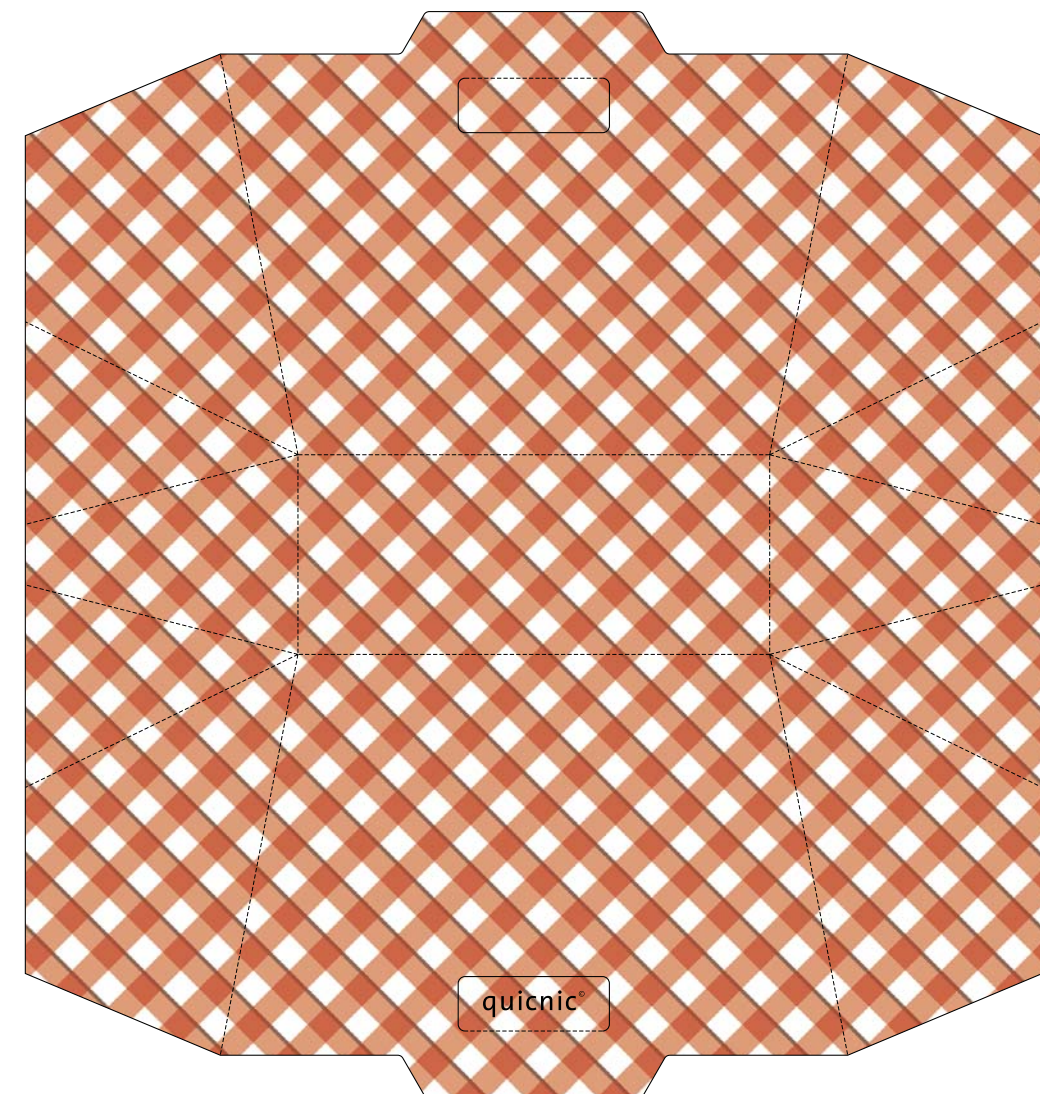
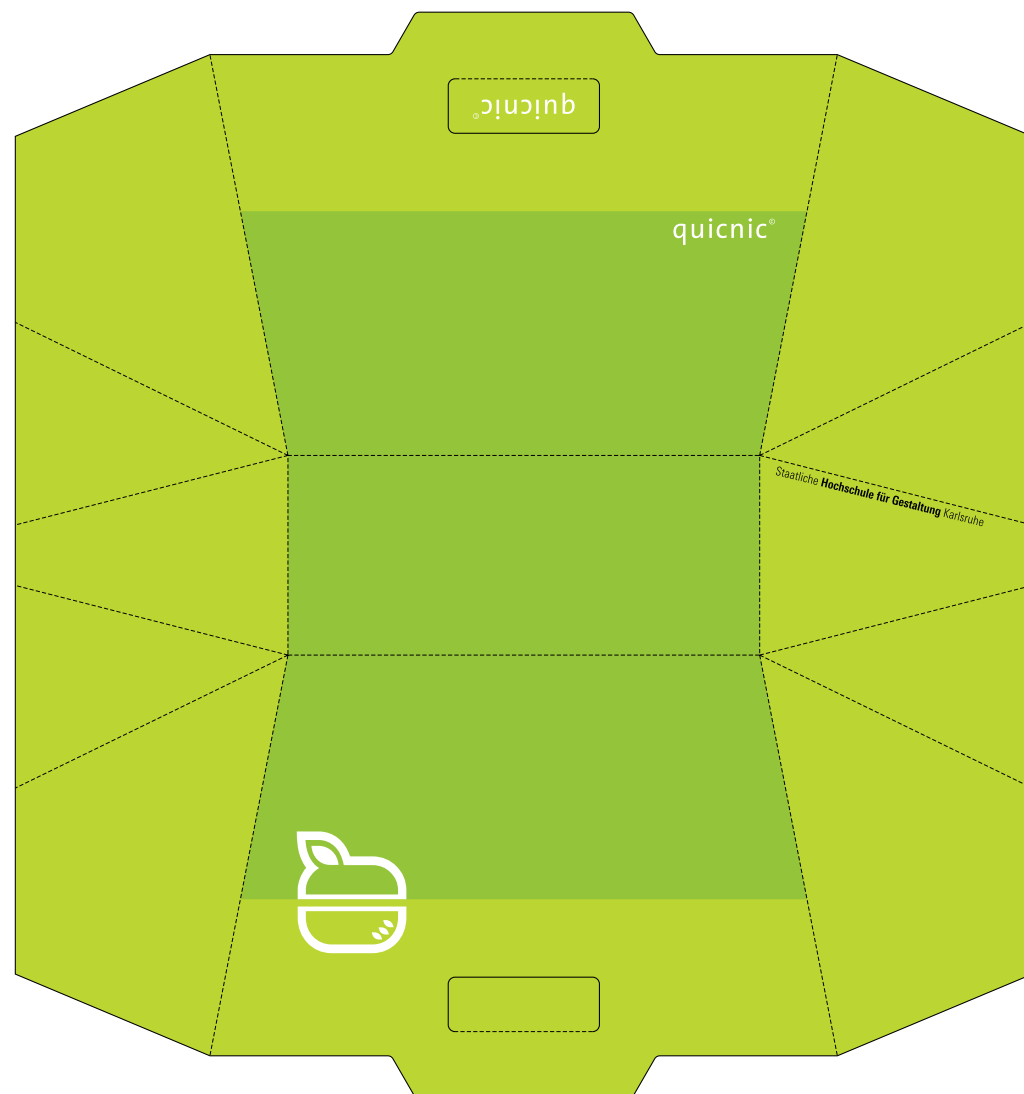




## packaging elements: type “picnicbasket”: graphics: version “a”





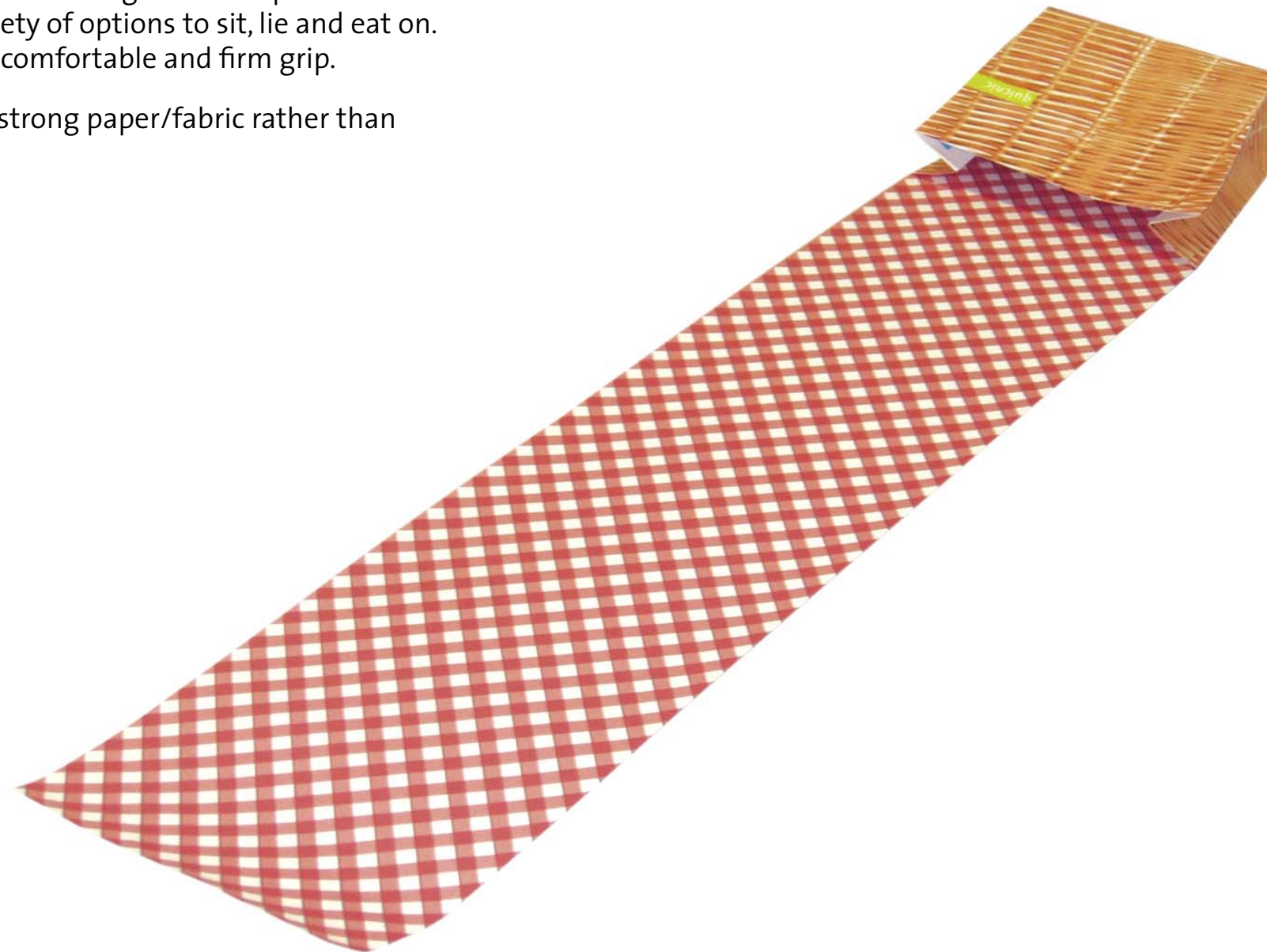


## packaging elements: type “tongue-bag”

### tongue bag

the tongue bag combines the value of the common fast food bag that can be rolled tight to fit different fillings with the pleasure of a picnicblanket that provides a variety of options to sit, lie and eat on. the rolled tongue also provides a comfortable and firm grip.

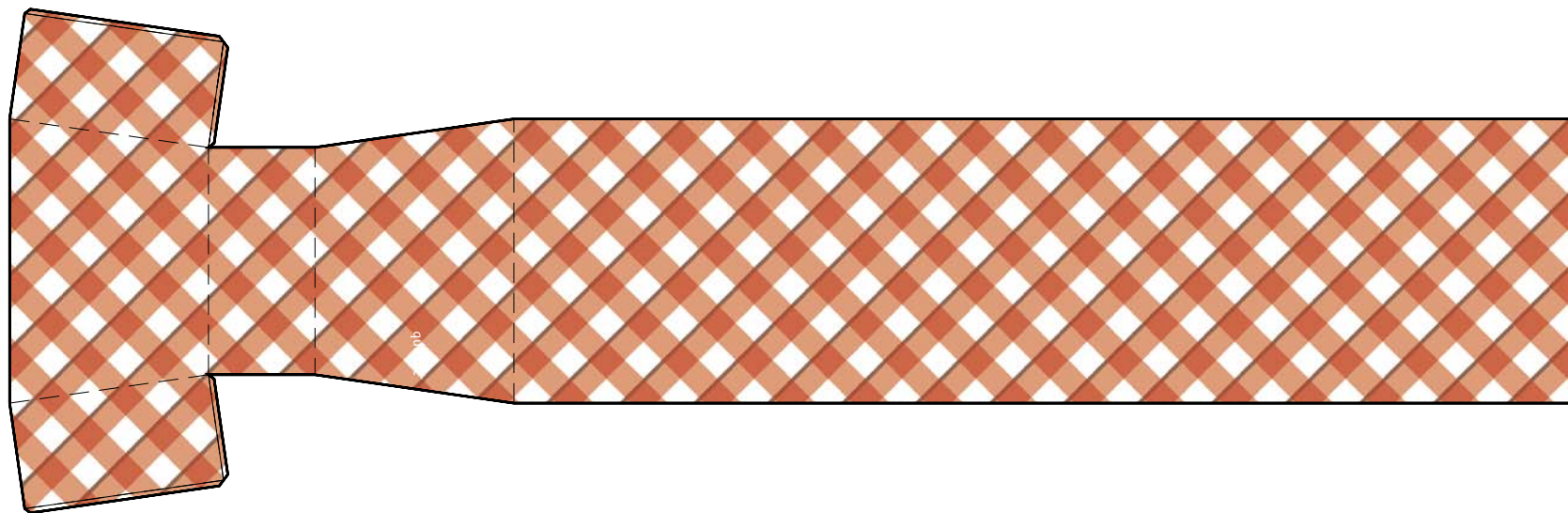
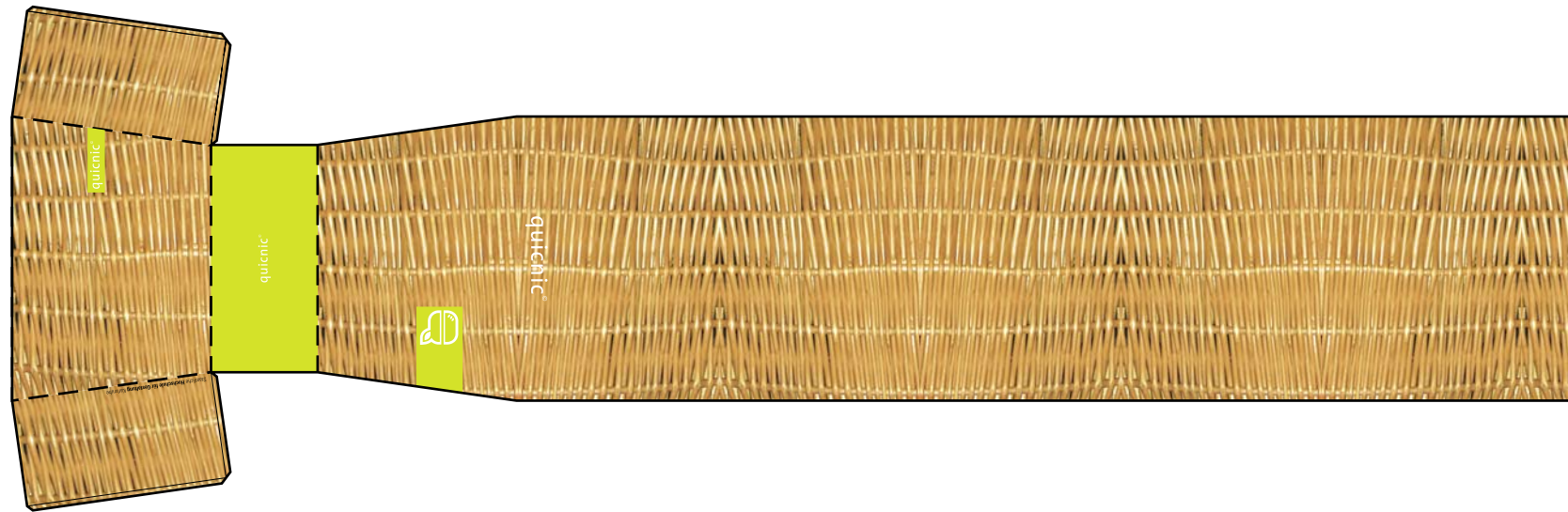
the tongue bag is ought to be of strong paper/fabric rather than cardboard.



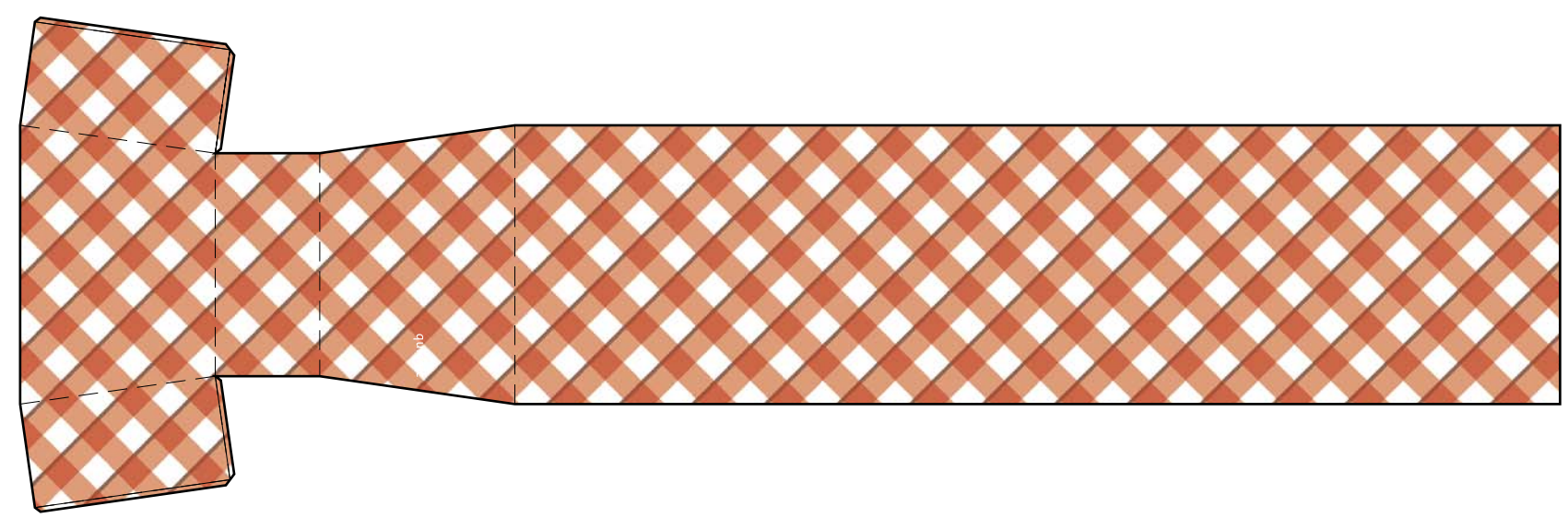




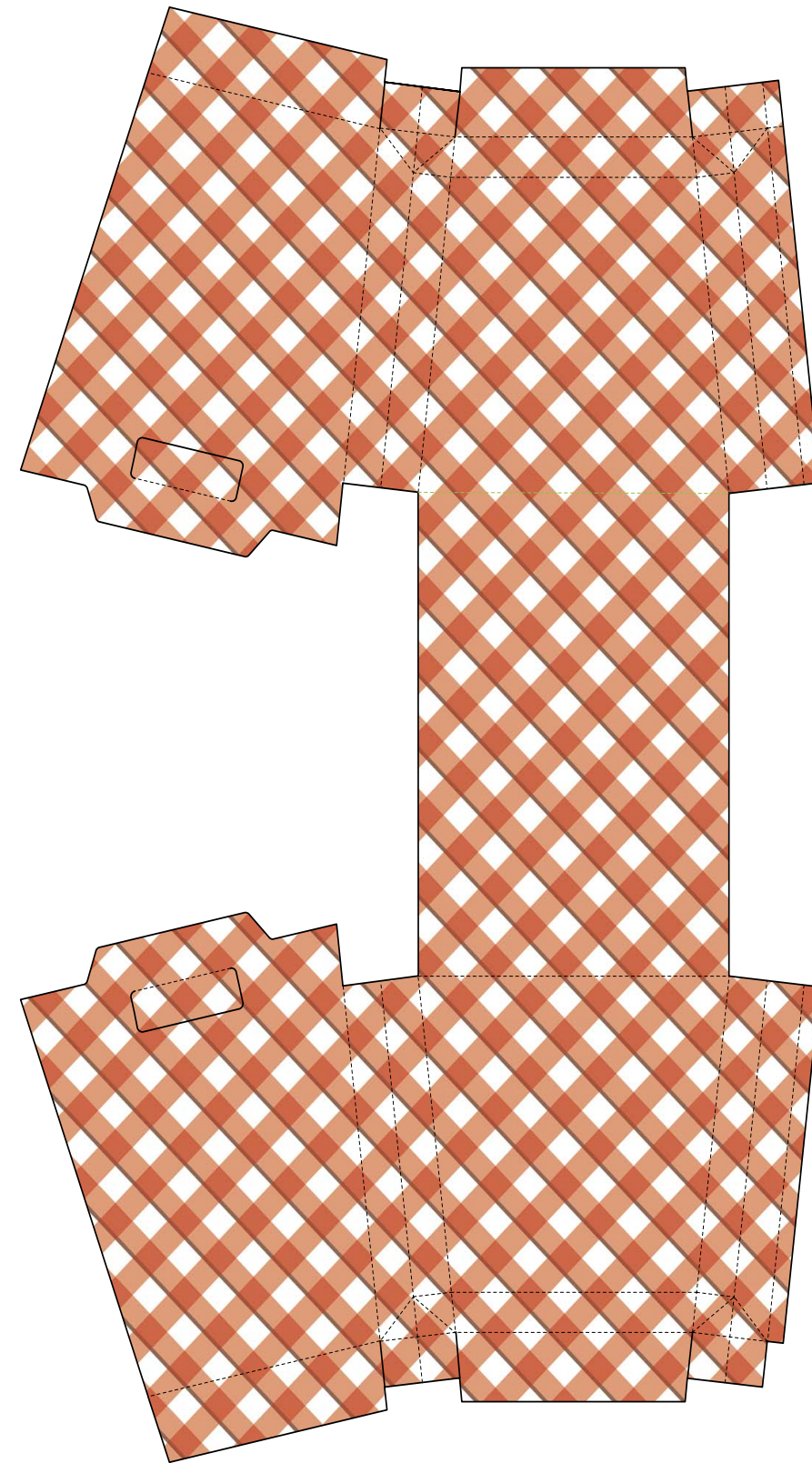
# packaging elements: type “tongue-bag”: graphics: “version “a”





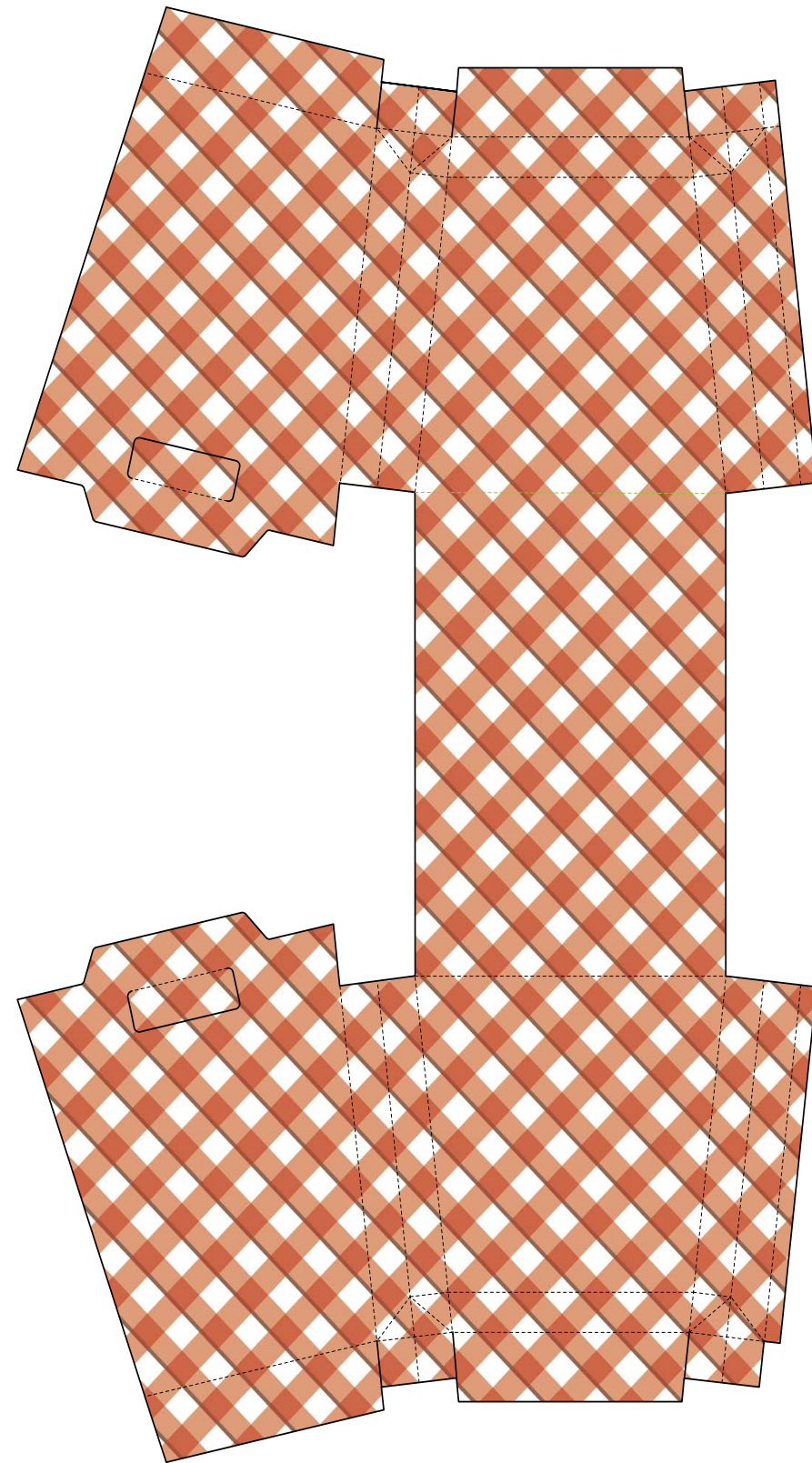


# packaging elements: type “store-board”: graphics “version a“

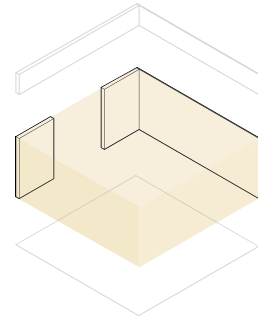




TO BE DELIVERED...

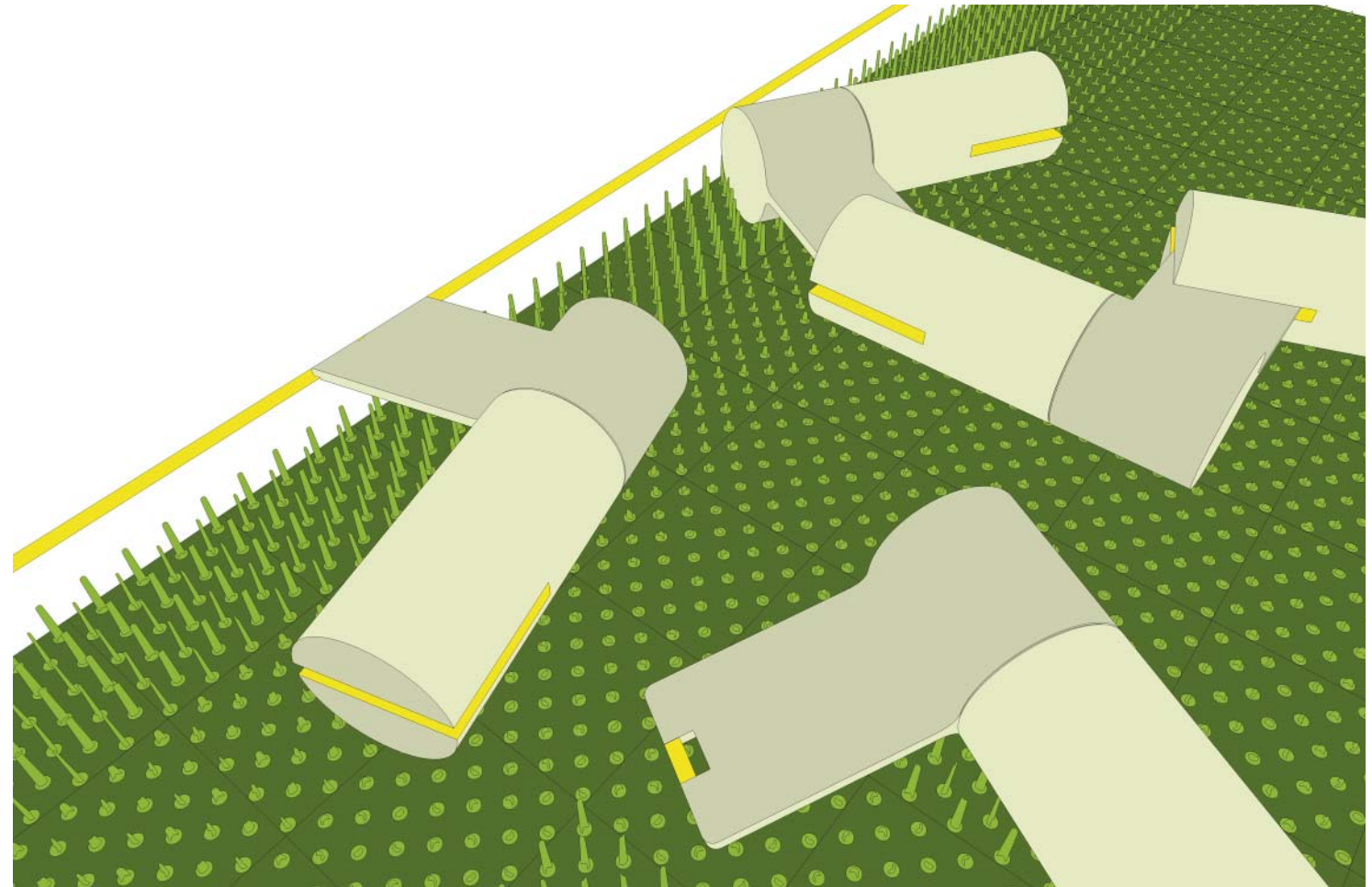


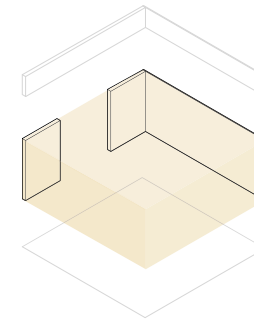
## wall concept



wall element 1: slot to fix the seating element in the wall

slots are inserted in every wall of the booth. They enable visitors to plug their logs to the wall to achieve a horizontal position without needing another log to connect to.



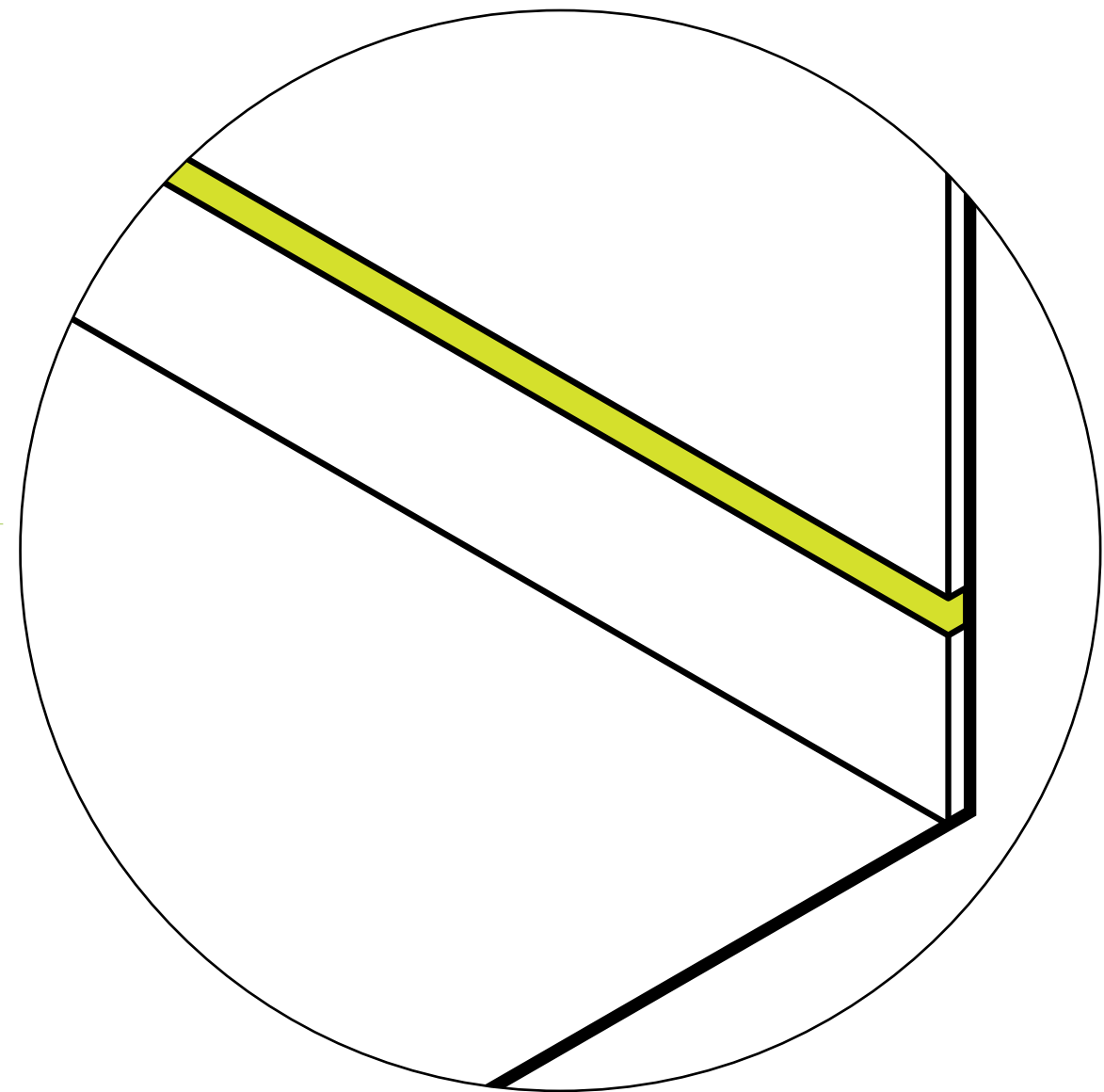


# horizontal slot

quicnic v0.98

41

slot rail





# sound concept

*music is composed exclusively for the classic picnic scenery. artificial electronic elements are combined with upworked elements abutting to sounds found in nature.*

*the electronic elements arise from urban impressions and are arranged to an exciting interplay between the mood of nature and citylife.*

*the acoustic sensation of the room gives the guest an unusual enjoyment adding to the interpretation of the quicnic scene of an artificial natural space relating to the urban surrounding.*

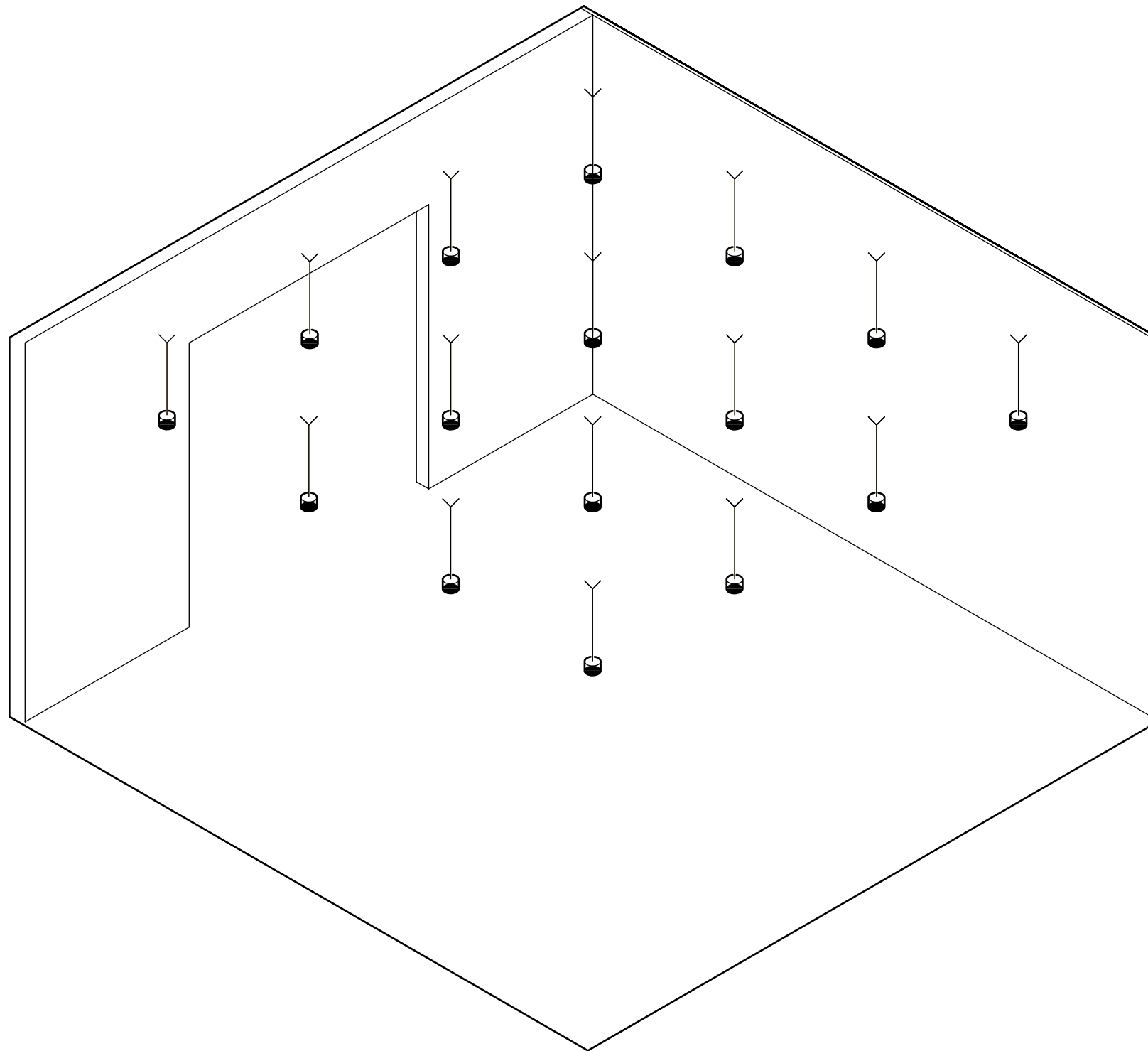
*Loudspeakers are fixed at the ceiling. they are strictly arranged in a grid pattern (see technical drawing). this "sound ceiling" is a part of the artificial landscape that invites to discover another element of perception besides haptics (floor), seating, lighting and graphics. the loudspeakers create a sort of soundlandscape that changes with the guest moving through the restaurant. everytime the guest travels through the range of another loudspeaker he experiences a different element of the quicnic soundtrack. This way a certain motion is generated that fits perfect into the already fast changing surrounding (movable seating elements, lighting).*

*the sound installation at the fair will be managed by a special computer-driven 8-channel composition*

16 pcs. (acrylic-casing+speaker)



matrix of 16 hanging individually  
triggered loudspeakers



## sound system



speaker version "concrete"



## uniform concept

the concept shows a fusion between adapted features of usual waiters dresses and the demanding working conditions in a fast food restaurant.

the concept is reinterpreting the traditional collar, cuff and apron in a new way and clearly brings out the modified using.

the upright collar functions as a mouth protection and headgear in the cooking area.

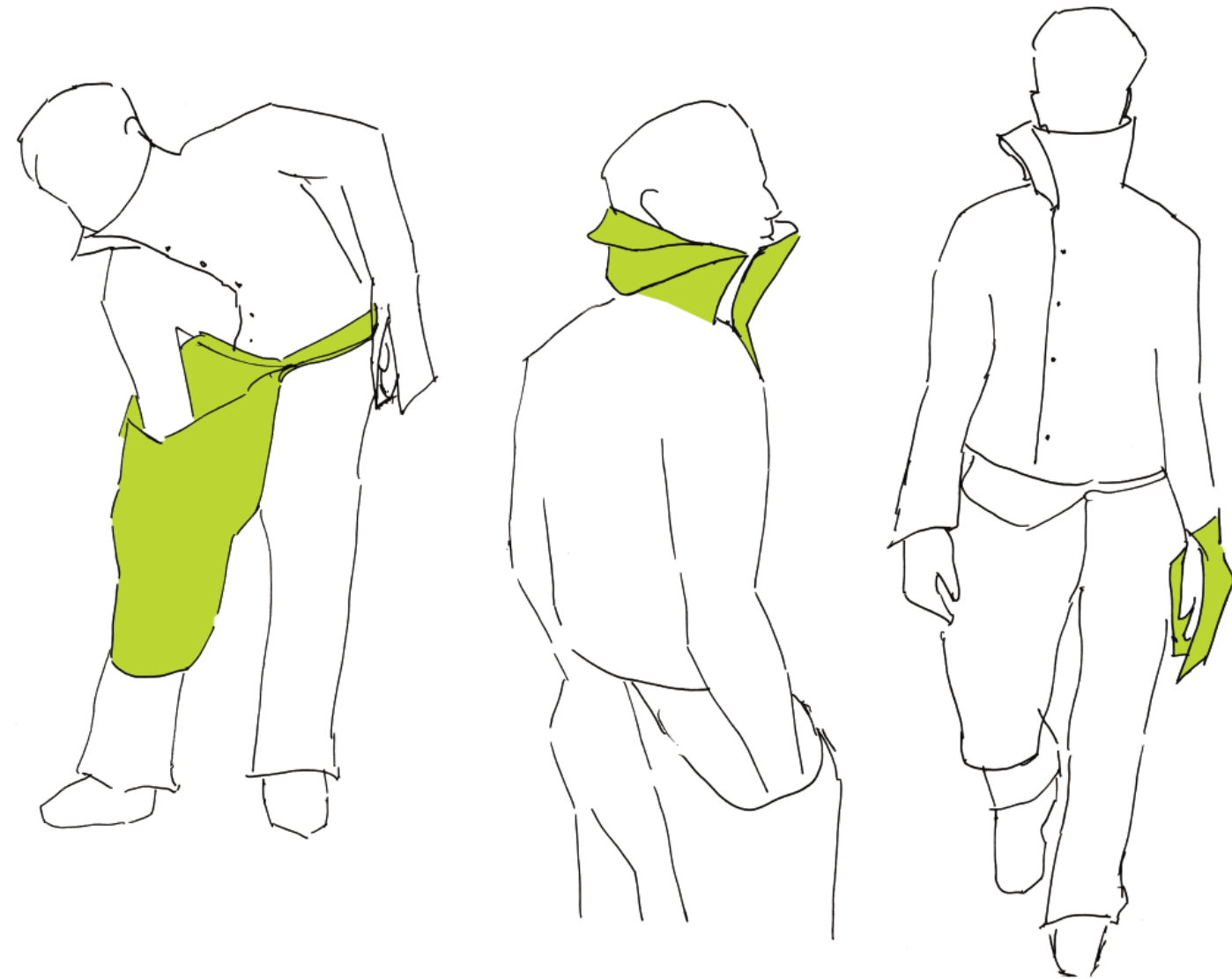
in the dining area waiters can clean up with their lengthened cuff.

inspired by everyday waste in pockets the apron is created as an trash-bag for an effective service in fast food restaurants.

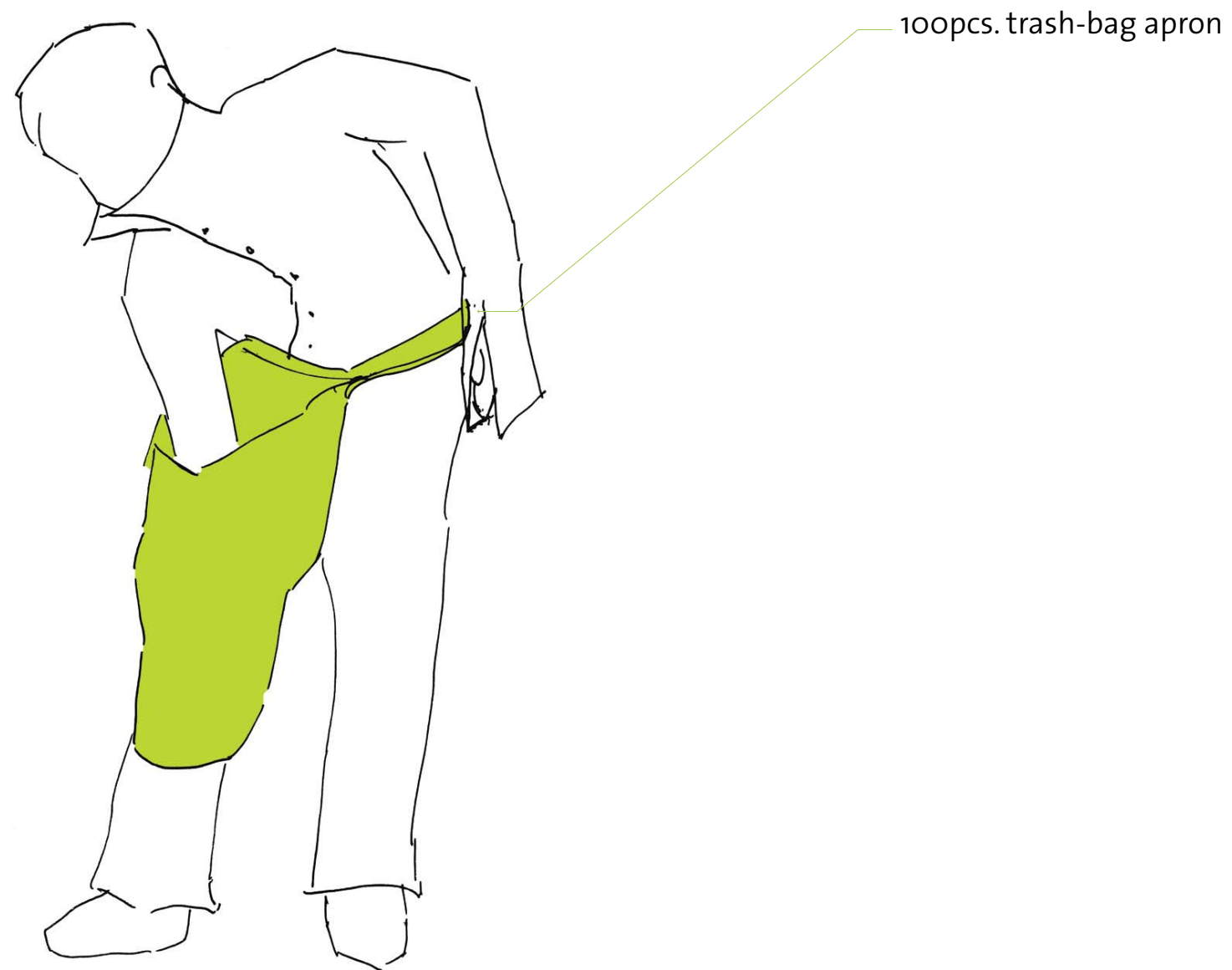
apron: 100 pcs. (welded and folded)

collar: 20 pcs. (manufactured in karlsruhe)

cuff: 20 pcs. (manufactured in karlsruhe)







# graphics, logo, color schema



quicnic®

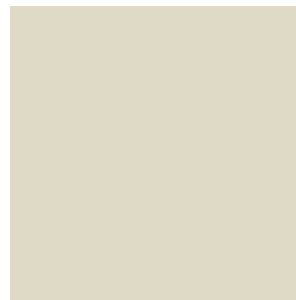
RAL Design 060 80 10

PANTONE DS 45-7C



RAL Design 000 90 00

PANTONE DS 45-9C



RAL Classic 1021

PANTONE DS 309-1C



RAL Design 110 60 60

PANTONE DS 304-1C



RAL Classic 7039

PANTONE 417M



RAL Classic 7034

PANTONE DS 315-6U

