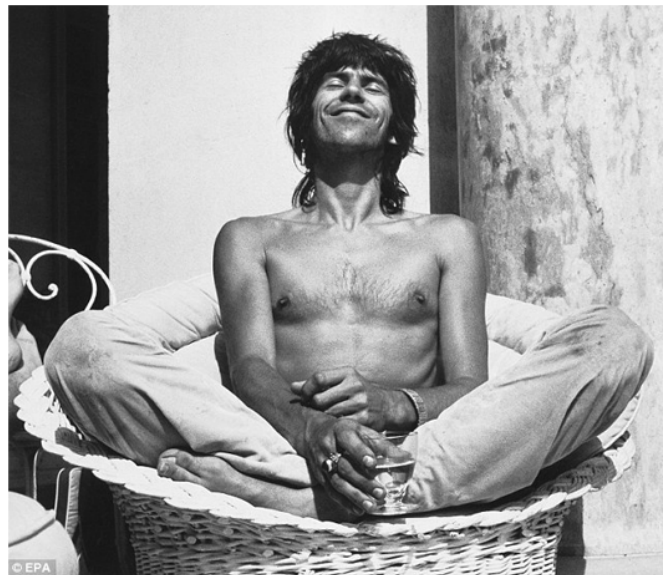


GYPSET

LIGHT AND AIRY



CASUAL SEATING ARRANGEMENTS

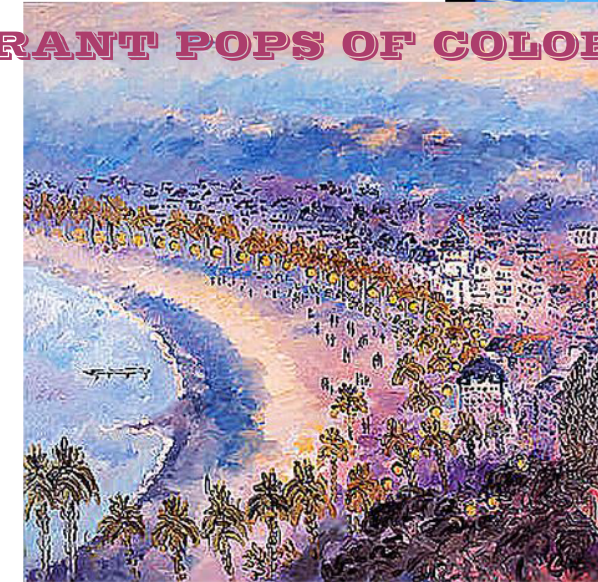
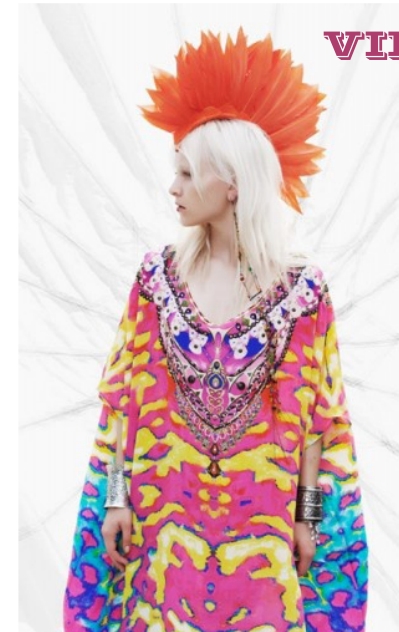


IN 1971, THE ROLLING STONES RECORDED THEIR "EXILE ON MAIN STREET" ALBUM TOGETHER IN KEITH RICHARDS' LARGE MANSION CALLED VILLA NELLCOTE WHICH HAPPENED TO BE SEVERAL MILES FROM NICE, FRANCE. THIS ALBUM IS REGARDED AS ONE OF THEIR BEST PIECES OF WORK, AND THE STORY BEHIND THEIR DEBAUCHEROUS TIME AT NELLCOTE (FIGHTING, DRUG USE AND A BEVY OF MUSICIANS AND ARTISTS THAT FREQUENTED THE HOUSE) IS A TESTAMENT TO THE IDEAL OF A STEREOTYPICAL LIFESTYLE THAT A ROCK AND ROLL STAR LEADS. THIS PERIOD IN THEIR LIVES WAS PASSIONATE, IRREVERANT AND PERHAPS WITHOUT THE INFLUENCE OF THEIR SURROUNDINGS IN THE SOUTH OF FRANCE, THE ALBUM MAY HAVE LACKED THE APPEAL THAT IT NEEDED TO BECOME ONE OF THEIR BEST RECORDINGS.

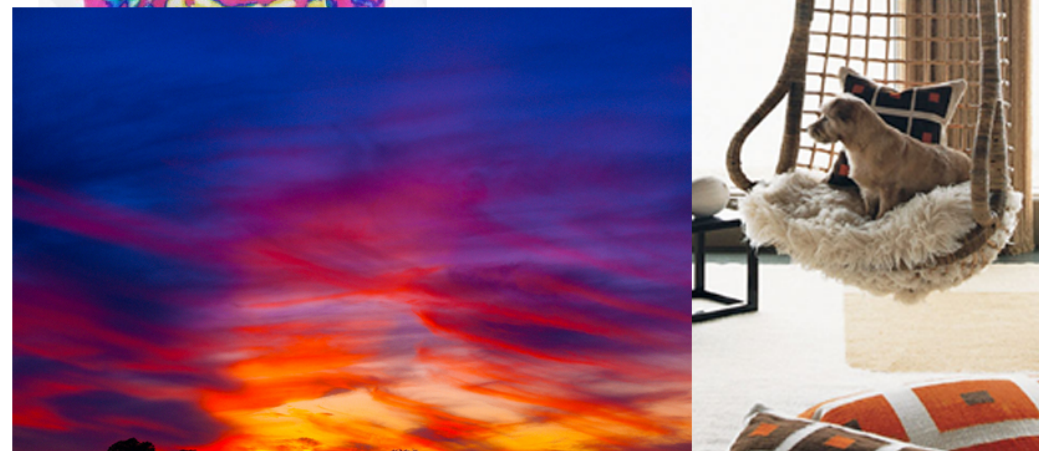
THE CONCEPT FOR THE HARD ROCK CAFE NICE IS TO CREATE A SPACE WITH A FUN, CASUAL ATMOSPHERE THAT APPEALS TO YOUNG SUN-WORSHIPPERS, GYPSET ARTISTS AND MUSICIANS THAT PLAN TO TAKE A BREAK FROM THEIR DAY TO RELAX AND BE INSPIRED BY THE SIGHTS AND SOUNDS OF THE PROMENADE DE ANGLAIS WHILE ENJOYING THE MEDITERRANEAN CLIMATE. THIS CONCEPT IS TO BE ACHIEVED BY DEVELOPING AN INTERIOR SCHEME AND PATIO SCHEME THAT INCORPORATES A LIGHT AND NEUTRAL COLOR PALETTE ACCENTUATED BY POPS OF COLOR INSPIRED BY THE SUN, WATER AND COLORFUL BUILDINGS LOCATED IN NICE. "AIRY" AND "NATURAL LOOKING" ARE THE KEY WORDS THAT DESCRIBE THE MATERIALITY OF THE FINISHES. FLOURISHES OF FRENCH BAROQUE INTERIOR DETAILING ARE INCORPORATED INTO THE AESTHETIC BUT ARE SIMPLIFIED AND / OR CONSTRUCTED OF UNUSUAL MATERIALS SO THAT THEY ARE DISCOVERED AND NOT "IN YOUR FACE". FURNISHINGS ARE INSPIRED BY POPULAR TRENDS OF THE 60S' & 70S' AND BAROQUE ERA FOR AN ECLECTIC LOOK.



VIBRANT POPS OF COLOR



PROMENADE DE ANGLAIS



NATURAL LOOKING FINISHES



PROJECT DEVELOPMENT STUDIOS

HARD ROCK CAFE NICE

DESIGN CONCEPT AND IMAGERY