



AMERICAN SOCIAL  
★ BAR & KITCHEN ★

**FIU**

# REVAMP PROJECT

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# OVERVIEW

## ABOUT

American Social is a casual, fine dining restaurant, sports bar, and hang out **all mixed into one**. The inside and outside atmospheres provide **different experiences** that everyone can enjoy.

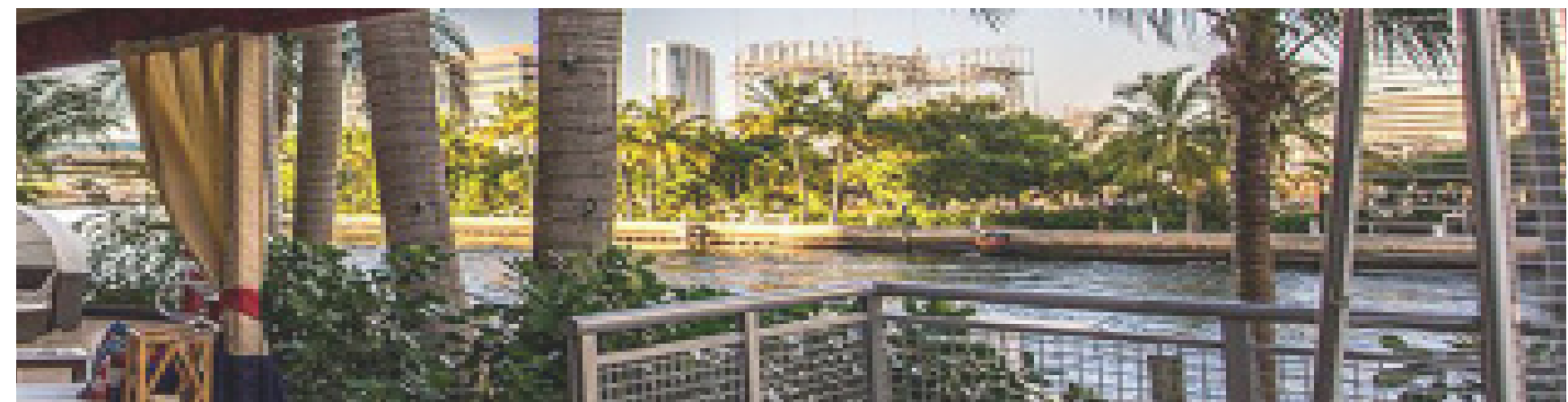
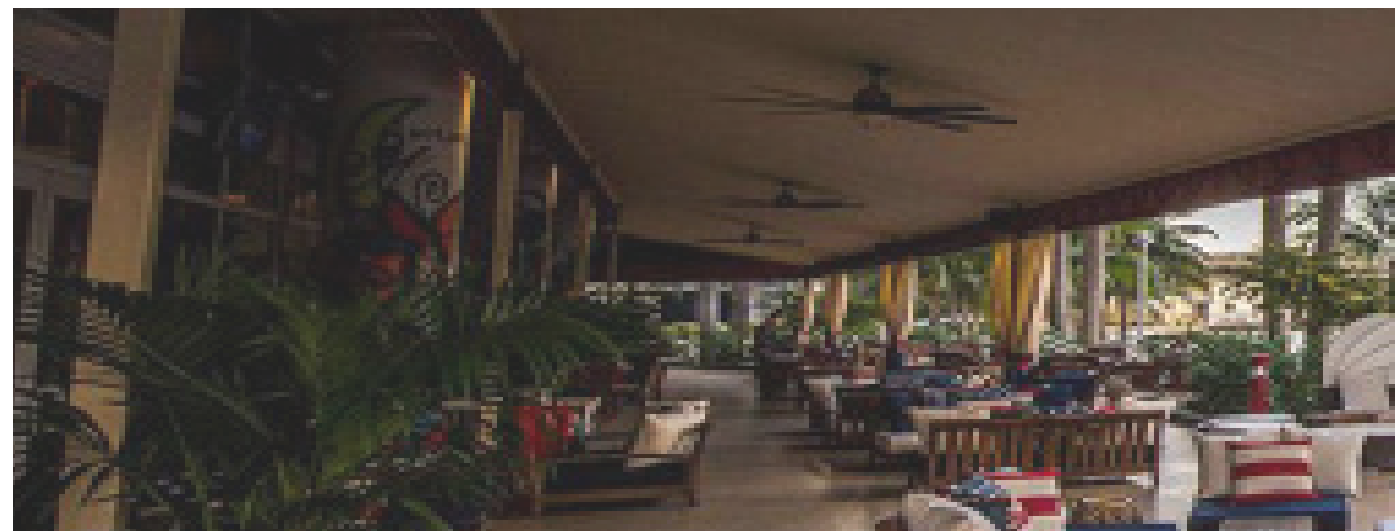
Red Bull Southeast Region is sponsoring a Design Charrette in order to design an interior build-out opportunity for one of its clients, American Social Bar & Kitchen -AmSo. This design will include design plans and will focus on specific details. FIU By Design and the Department of Interior Architecture were asked to design and create conceptual plans and drawings that can be used by the client as a basis for future construction.

## GOAL

The Design Charrette will investigate the potential upgrade to an indoor/outdoor space of the American Social Bar & Kitchen.

## CLIENTELE

American Social is meant to be a place where **everyone feels at home**, an all-American dining atmosphere. The clientele of AmSo are mostly Miami professionals who are looking for tasty food, entertainment and a good atmosphere. The average age of visitors is 35.



# DESIGN CONCEPT

## WHAT?

We want to showcase the Americana look through the **Industrial Revolution** witnessed in the early 1900s that really paved the way for America we know today.

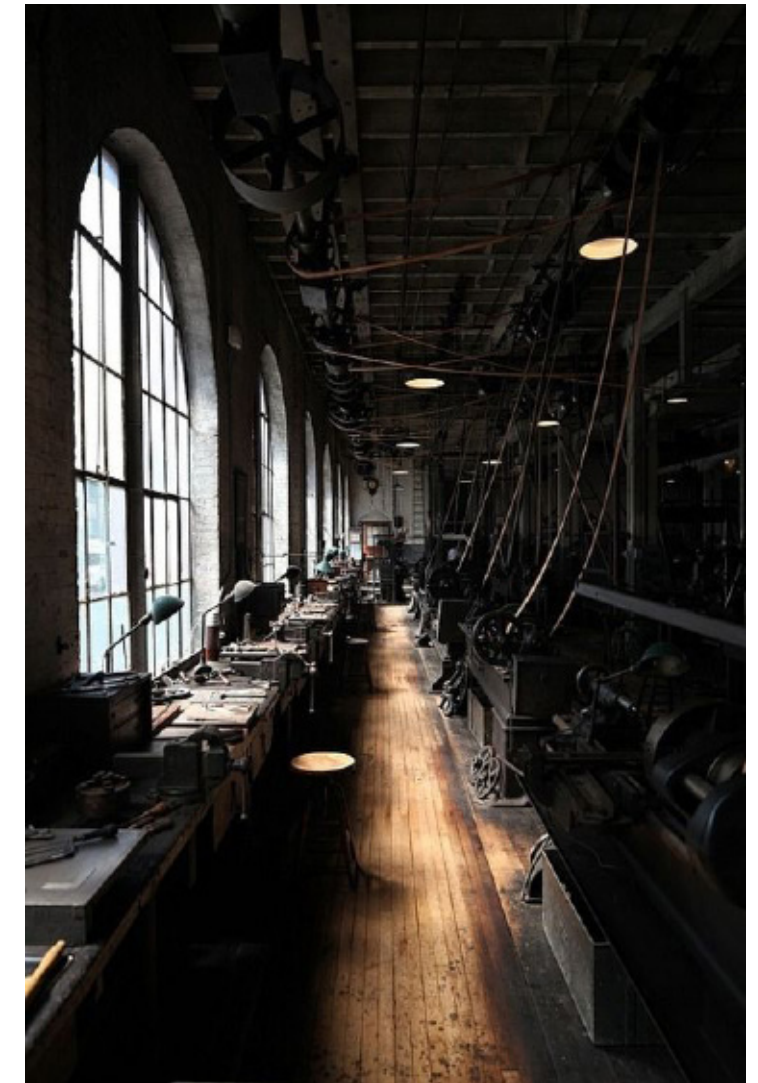
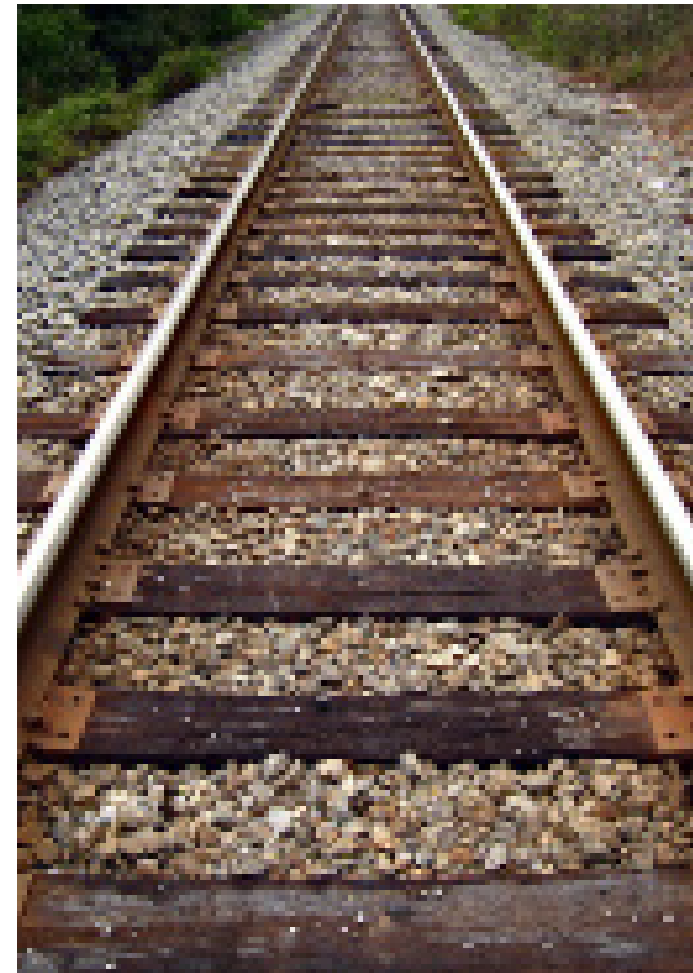
## HOW?

By experimenting through the **exposure** of natural, unrefined elements that came from that era, specifically steel, wood, and brick.

## CONCEPT

Provoke a warm feeling at American Social that gives a sense of timeless **connection** to the past.

DYNAMIC | EXPOSURE | WARMTH | INTRICATE CONNECTIONS



# INSPIRATION



BRICK

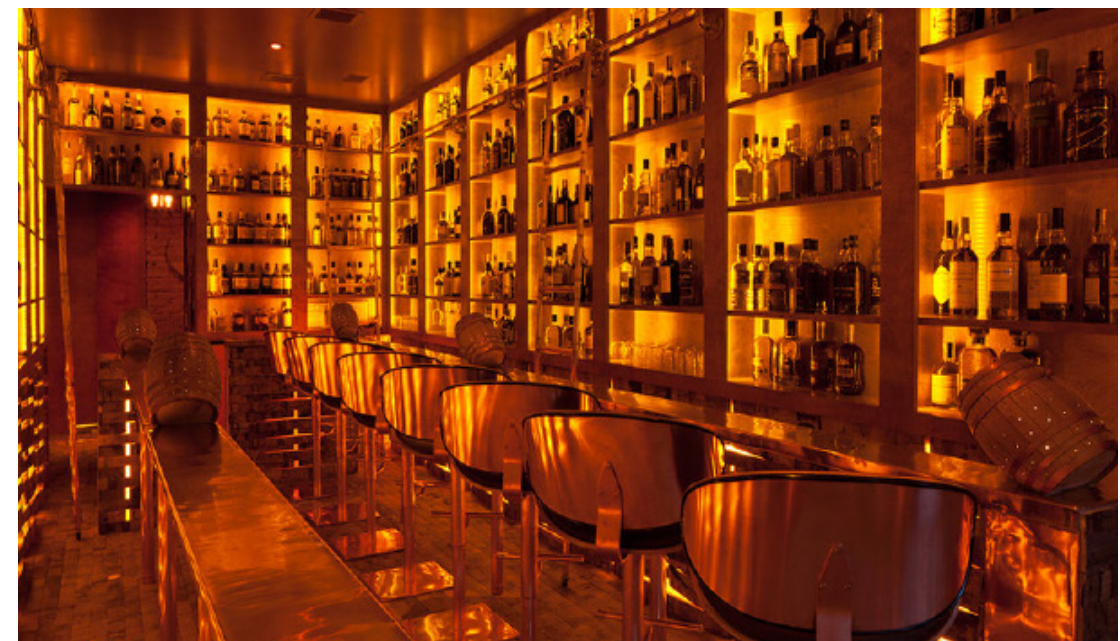
CONCRETE

BOTTLE DISPLAY

WOOD

STEEL

TILE



# INDOOR BAR



CONCRETE

DARK RUSTIC STEEL

DARK WOOD

BRICK

WHITE TERRAZZO

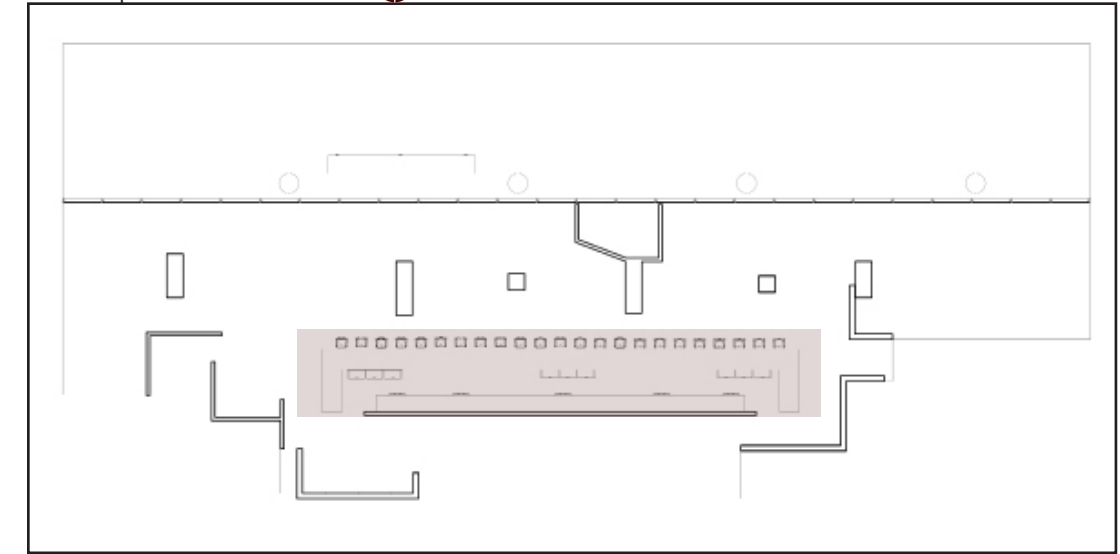
BROWN LEATHER

MOSAIC STONE

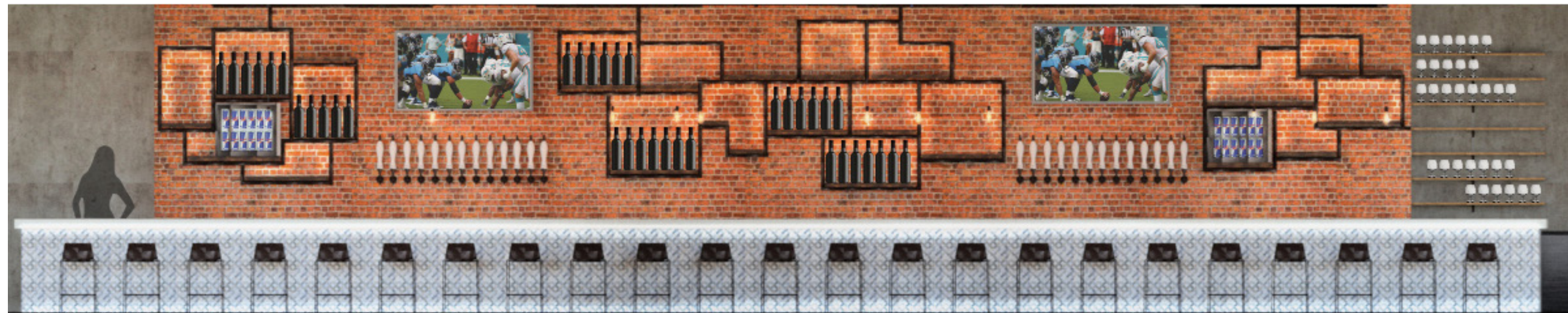
BROWN HARDWOOD

SKETCH

PLAN | SCALE 1/8" = 1'



MATERIALS + FF&E

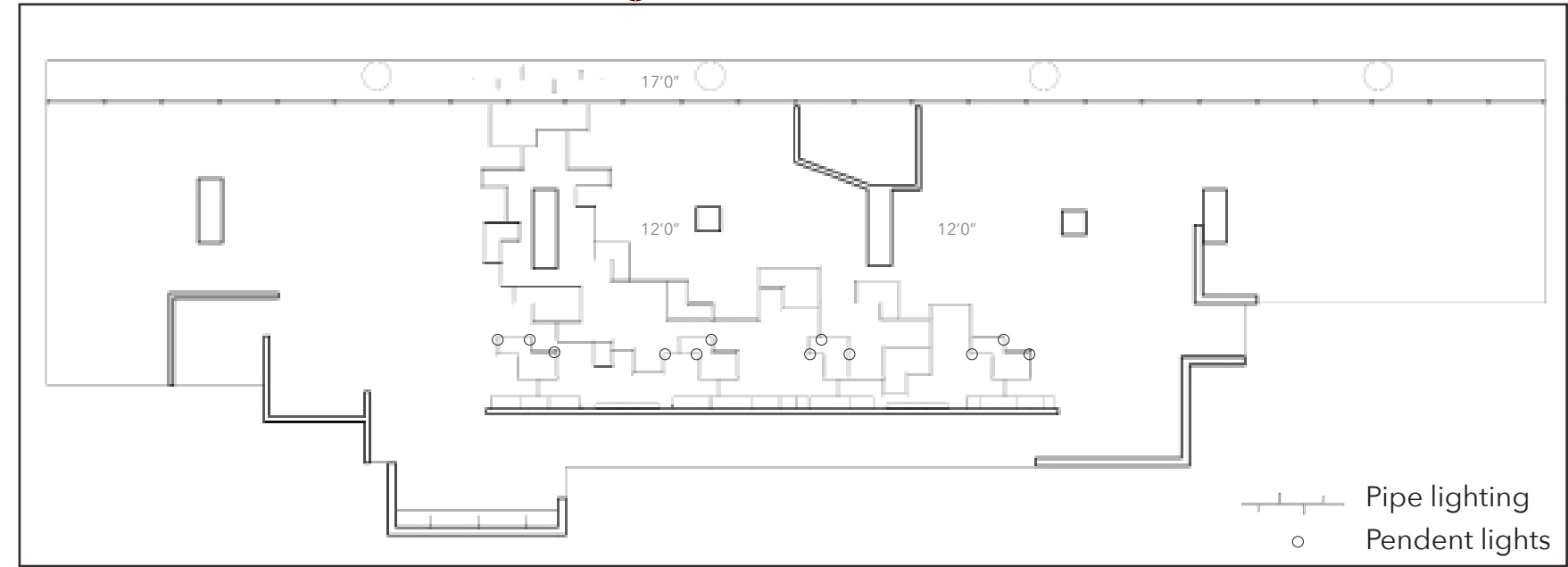


ELEVATION

# INDOOR BAR

PERSPECTIVES

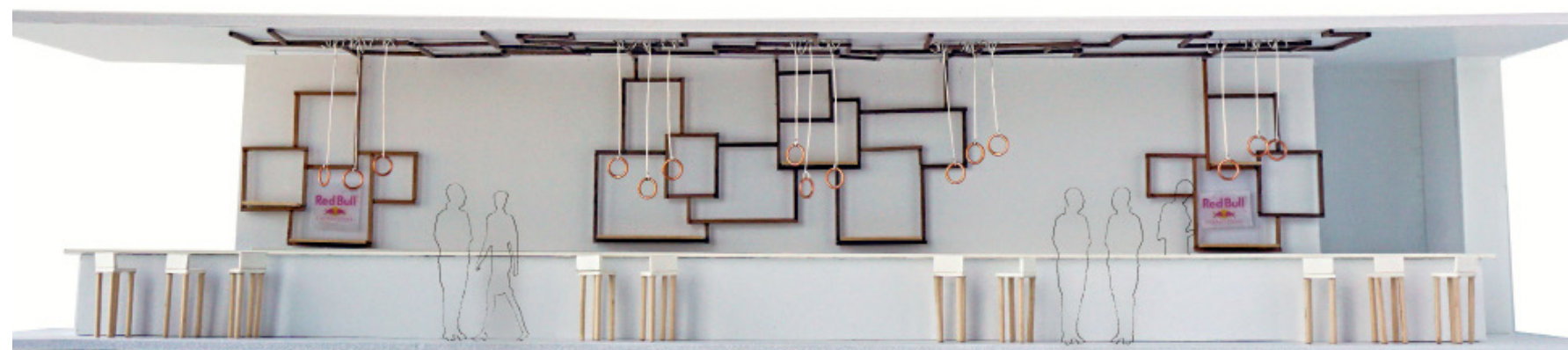
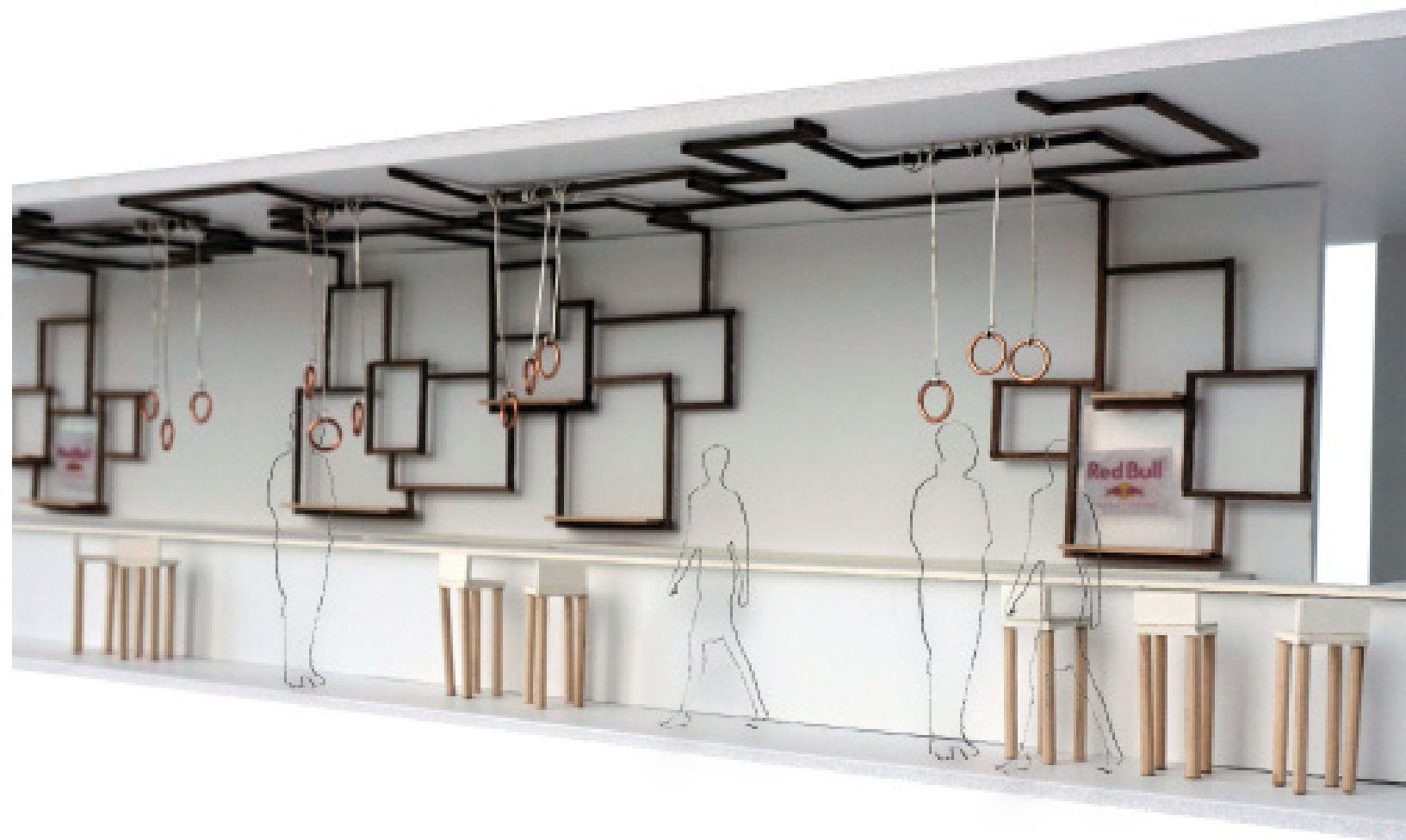
REFLECTED CEILING PLAN | SCALE 1/8" = 1' 



LEFT SIDE



RIGHT SIDE



# INDOOR BAR

MODEL

SCALE 3/8" = 1'

# OUTDOOR BAR



DARK RUSTIC STEEL

CLIMBING VINES

LIGHT WOOD

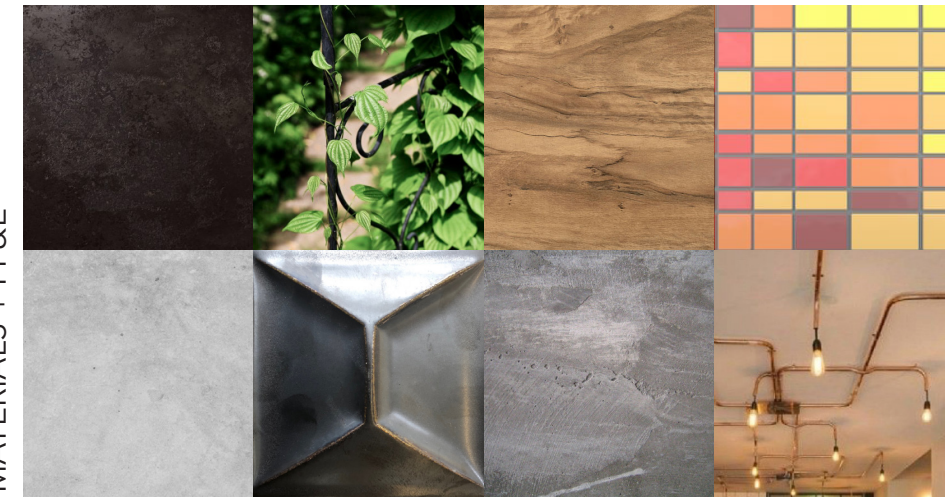
WARM COLOR ACRYLIC

SEALED CONCRETE

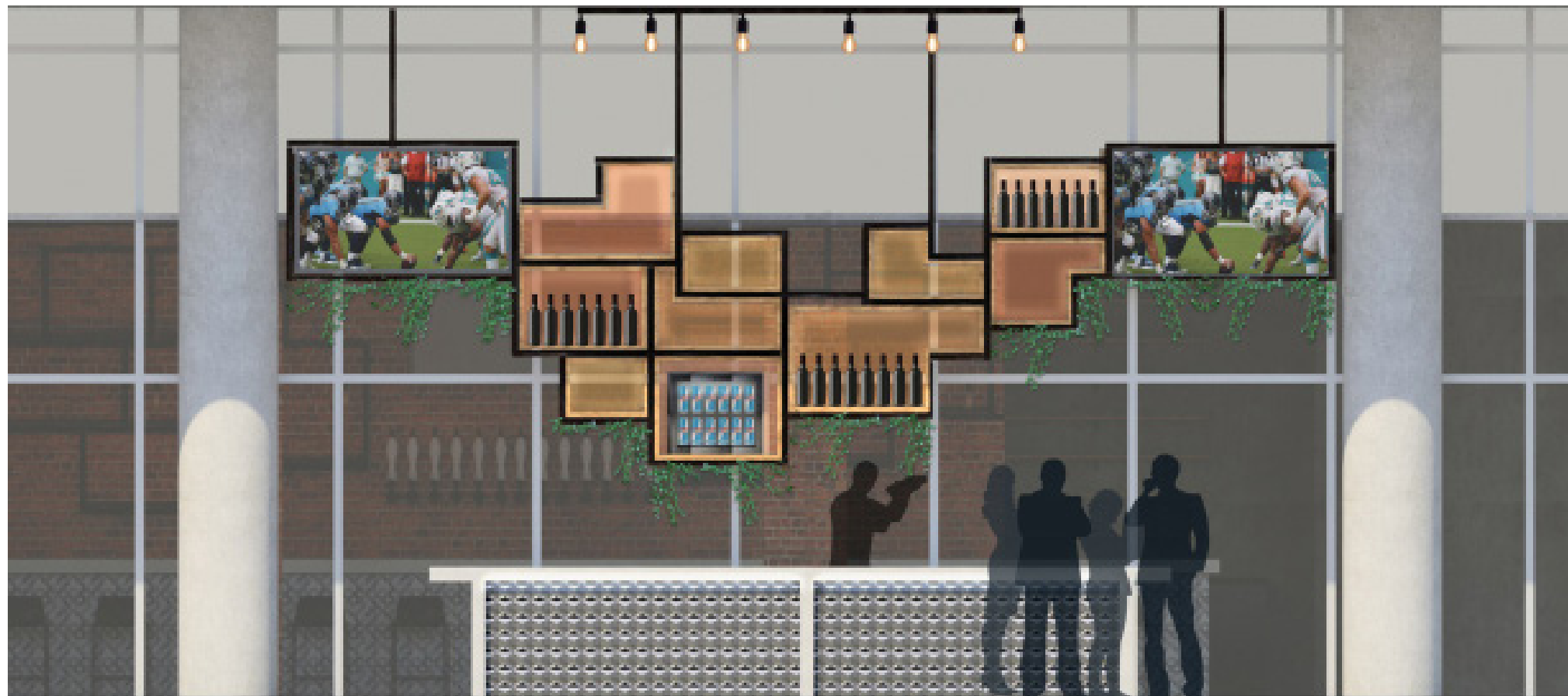
SILVER CERAMIC TILE

STAINED FINISHED CONCRETE

MATERIALS + FF&E

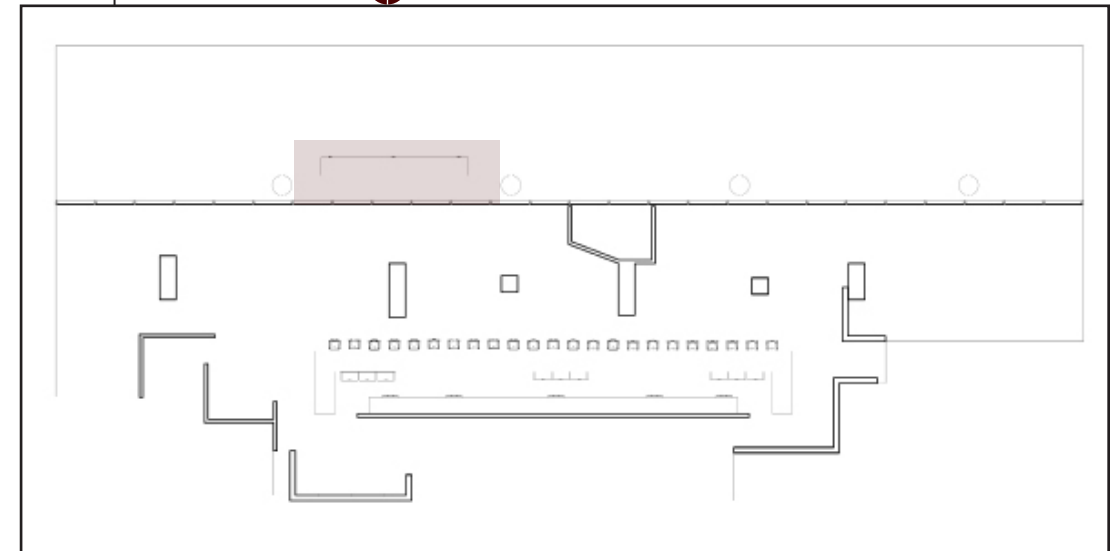


SKETCH



ELEVATION

PLAN | SCALE 1/8" = 1'

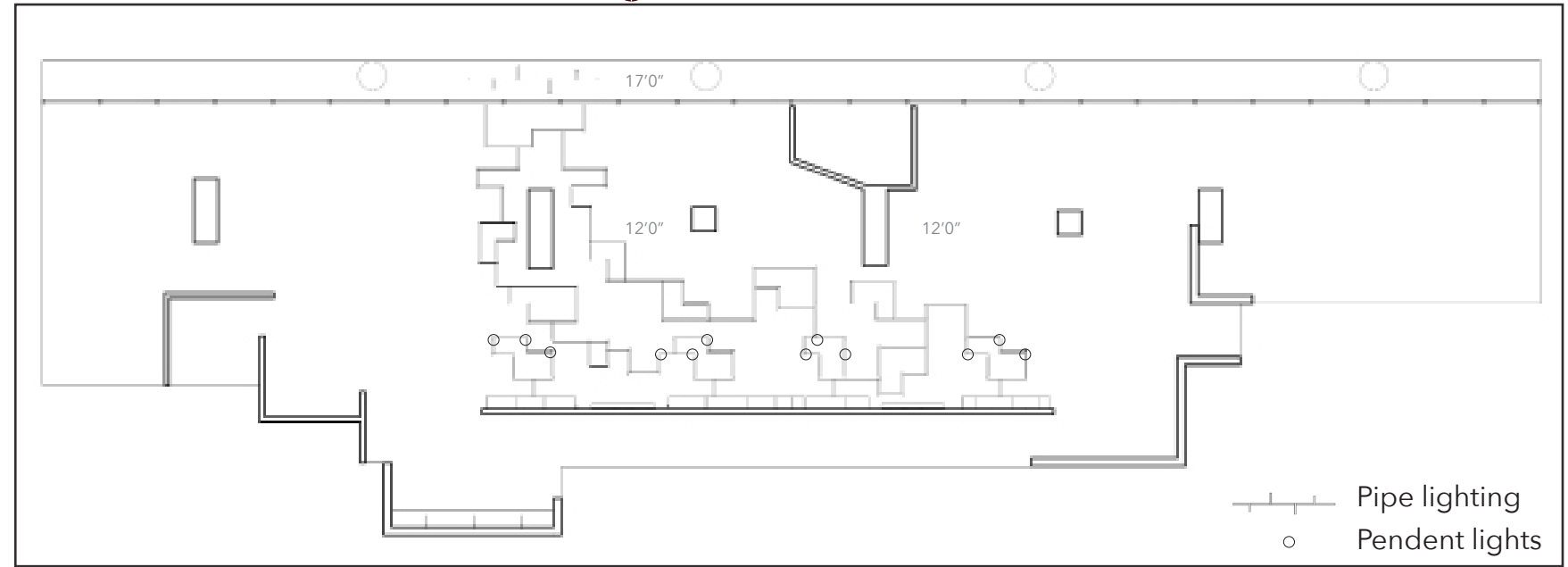




# OUTDOOR BAR

PERSPECTIVES

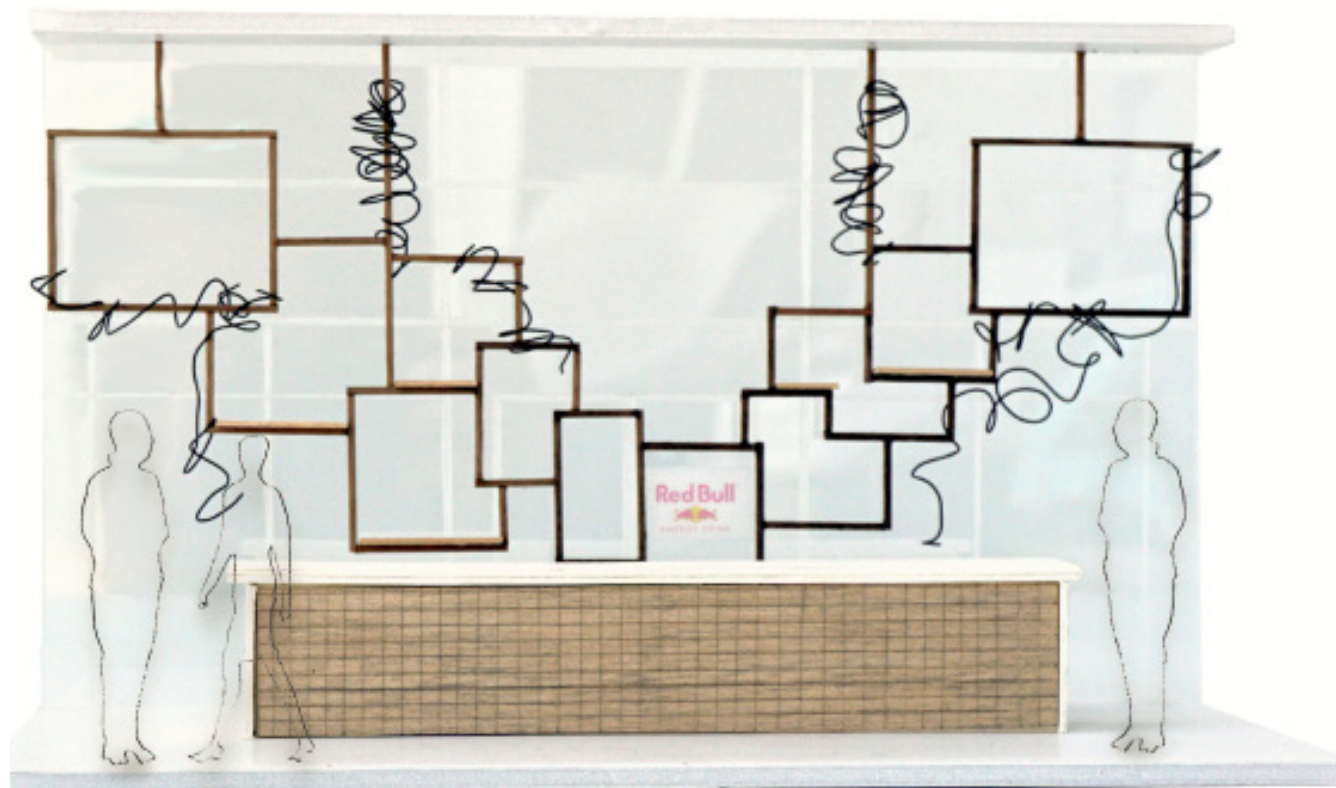
REFLECTED CEILING PLAN | SCALE 1/8" = 1' 



LEFT SIDE



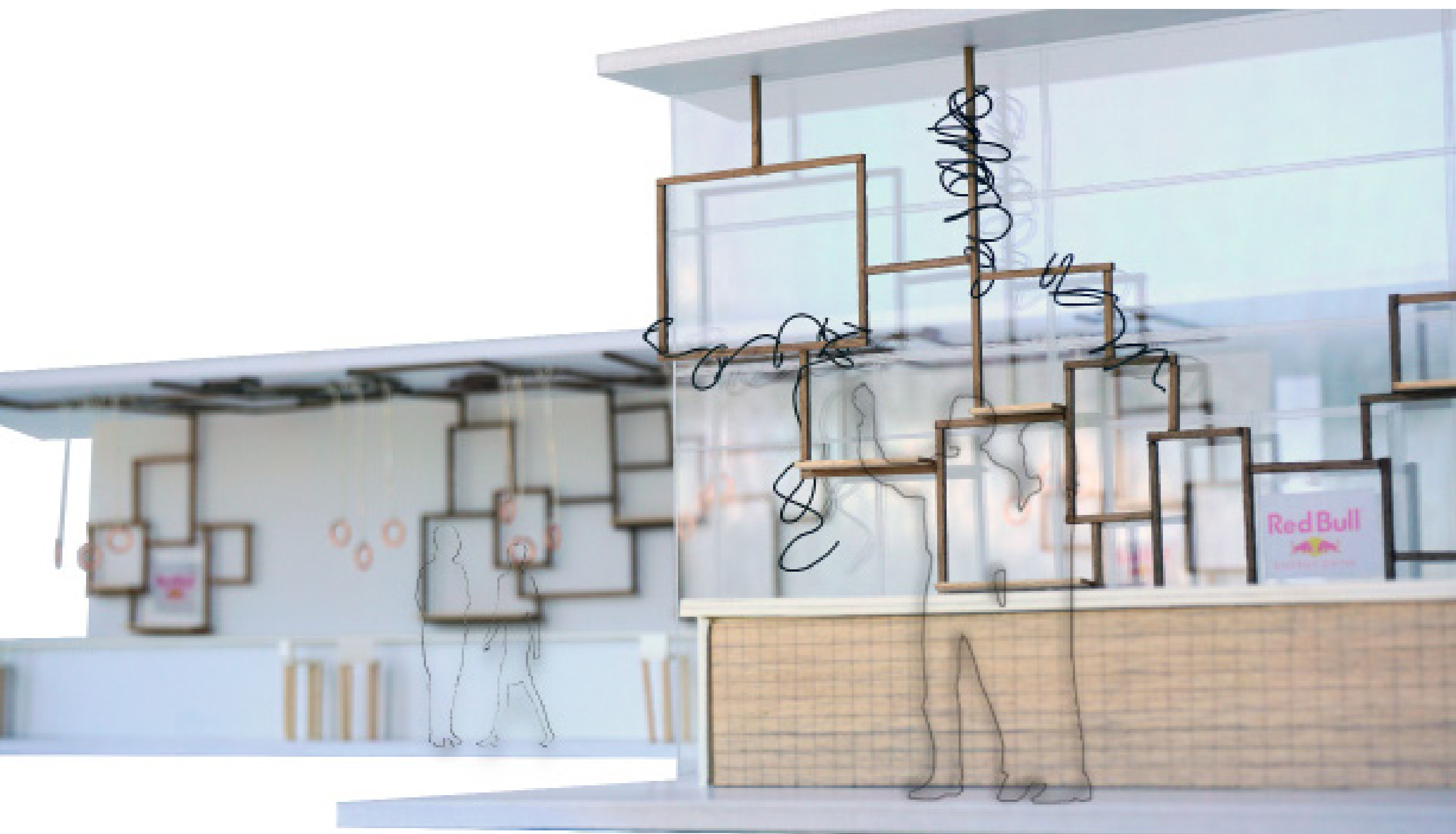
RIGHT SIDE



# OUTDOOR BAR

MODEL

SCALE 3/8" = 1'



#amso #americansocial #americansocialbrickell #fiu #fiuinteriors #fiuinteriorarchitecture #givesyouwings #redbull

# THANK YOU!

