



# *introducing...* **FABULOUS FOODCOURTS**

*a visual guide to creating the world's best eating spaces*



# The world of food is evolving...fast



Fabulous Foodcourts is a visual journey through the trends shaping the world's greatest foodcourts and foodhalls.

Right around the globe, developers and designers are creating mould breaking eating spaces that are surprising and delighting a new generation of demanding consumers.

The era of heavily themed fast food counters with uncomfortable seating is fast becoming replaced by generous spaces, alive with fresh food theatre, healthy food from passionate local operators, and sporting cutting edge contemporary design.

This is living proof of the trend we call the 'Push for Posh'.







# Global Trends

Fabulous Foodcourts is divided into seven trend chapters showing, in vibrant detail, the evolution of eating. The book, together with the image collection, was specifically designed to be a powerful tool for futureproofing new projects:

Featuring 55 case studies of foodcourts from Asia, Australia, the United States, the Middle East and Europe, the book also covers department store foodhalls, as well as the leading design trends in restaurant and fast casual dining.

Provenance, storytelling, fresh food theatre and increasing levels of customer interaction mean that the world's malls, department stores and even traditional markets are reinventing themselves with dynamic new shopping and eating concepts.







# The Book

Fabulous Foodcourts is a beautiful, bespoke printed and bound A3 size hardback book with more than 200 full colour pages.

The digital version of Fabulous Foodcourts is a high resolution pdf, available for download, which can be shared throughout your business.

Fabulous Foodcourts has been designed as a tool for developers, retailers and designers to benchmark the global best. It defines global best practice and provides the tools to build a strategy and design brief that can 'futureproof' important new projects.





# The Image Library

The Fabulous Foodcourts image library is a resource that can be used for presentations, mood boards, design briefs and tenancy guides. With over 1000 beautiful, high resolution digital images of the world's best foodcourts, you will have all the inspiration material you need, at your fingertips.



*The image library comes as a flash drive with  
JPEG image files categorised by trend and by  
brand for easy browsing.*







# The Workshop

Books and images are great, but nothing beats hearing stories firsthand and exploring ideas together. Foodology is a two hour trend workshop which brings the themes of Fabulous Foodcourts to life. Using the best examples from around the world, we explore and explain how trends in other sectors, such as fashion and technology are driving change in food.

Foodology is a visual journey through the world's best eating spaces; from shopping centre foodcourts to food halls, markets and restaurants. The workshop comes with a copy of the presentation and its own image library.





# 55+ Case Studies...

Arkadia, Poland

Bills, Brighton

Bluewater, UK

Central World, Bangkok

Cite Europe, Calais

David Jones, Sydney

De Bijenkorf Kitchen, Amsterdam

Dubai Mall, Dubai

Eataly, Turin

Eataly, New York

Enex 100, Perth

Fashion Show, Las Vegas

Flatiron Crossing, Denver

Food Lounge, Melbourne Central

Foodparc, New York

Food Republic, Singapore

Food Loft at Zen, Bangkok

Globus, Zurich

Grand Central Market, New York

Isetan, Kuala Lumpur

Jamie's Italian, London

John Lewis Foodhall, Bluewater

Karls Kitchen, Stuttgart

Kanyon, Istanbul

Lafayette Gourmet, Dubai

La Place, Amsterdam

Mall of the Emirates, Dubai

Mercat La Boqueria, Barcelona

Mercat Santa Catarina, Barcelona

Orchard Central, Singapore

Palladium, Prague

Sawgrass Mills, Miami

The Plaza Food Hall, New York

Tokyo Street, Pavilions, Kuala Lumpur

Union Market, London

Vaughan Mills, Toronto

Vivo City, Singapore

Westfield Bondi Junction, Sydney

Westfield Century City, Los Angeles

Westfield Derby, UK

Westfield London, UK

Westfield Stratford City, UK

Westfield Sydney, Australia

Xanadu, Madrid





# How much?

There are various pricing options available; from taking each item individually; book, pdf, image library and workshop, to ordering them all. Contact us for a quote.



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