



FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL
THE AMERICAS

PROJECT SHOWCASE

Professional foodservice design and advisory services from the members of the Foodservice Consultants Society International





Sweet Scent of Success

On the 32nd floor of L'Oréal USA's new headquarters in New York's Hudson Yards, a marketplace-style servery features high-performance food stations, gorgeous views and multiple delivery formats.

By Janice Cha, Fe3 || Photos by Madison Winey, Garrett Rowland Photography

As planners were rushing to meet tight design deadlines for the amenities floor of L'Oréal USA's new headquarters in New York's Hudson Yards district, L'Oréal USA President and CEO Frédéric Rozé requested a last-minute layout change.

"We had positioned L'Oréal's executive dining room at the southeast corner of the building, overlooking New York's skyline, and employee dining on the opposite corner with limited views," says James N. Davella, FCSI, President of Davella Studios, New York, and the lead designer on the L'Oréal project. "Rozé, who has an architectural background, instead had us flip the design to give employees the best vantage point."

Rozé's decision came only 10 days before the designers were due to provide drawings indicating flooring penetrations to the manufacturer who would be creating the pre-formed, "filigree-style" concrete floor slab. "Making large cut-outs after the slabs arrived would have compromised the entire system," Davella continues. "But Rozé is committed to making sure his team gets only the best. So, we scrambled to re-draw all the plans to indicate the new penetrations. We were also programming food platforms and doing conceptual designs at the same time."

The cosmetics company leaders' goals for the foodservice project included increasing employee productivity, boosting recruitment and retention by enhancing employee satisfaction, enhancing the company's health and wellness program, and contributing to L'Oréal's image and brand, which includes sustainability commitments.

The mad rush paid off. In June 2016, L'Oréal USA's 1,300 staff members moved from Midtown Manhattan offices into their new home in Hudson Yards, itself part of a larger urban renewal project. There they found a top-floor, top-notch employee dining area oper-



ated by pros from foodservice management company Restaurant Associates. Floor-to-ceiling windows surrounding a posh 200-seat dining room, an outdoor terrace with views of the Hudson River, a marketplace-style servery anchored by a stone-hearth pizza oven and food offerings sophisticated enough to rival New York restaurants. One year into operations, participation has doubled compared with the previous building, Davella reports.

Touring The Amenities

L'Oréal's amenities floor consists of three main areas: a marketplace servery and support kitchen, the executive dining room, and a juice and barista bar.

The largest, the servery called Le

Café, covers 3,800 sq. ft., supported by a 4,000-sq.-ft. kitchen that also handles catering. The second key area is the 70-seat full-service executive dining room, served by a 1,000-sq.-ft. executive dining kitchen. And a 220-sq.-ft. juice and barista bar serves terrace visitors.

"Le Café emphasizes from-scratch cooking that engages customers, reinforces the farm-to-fork market-driven menu and allows plenty of interaction between cooking staff and guests," Davella says.

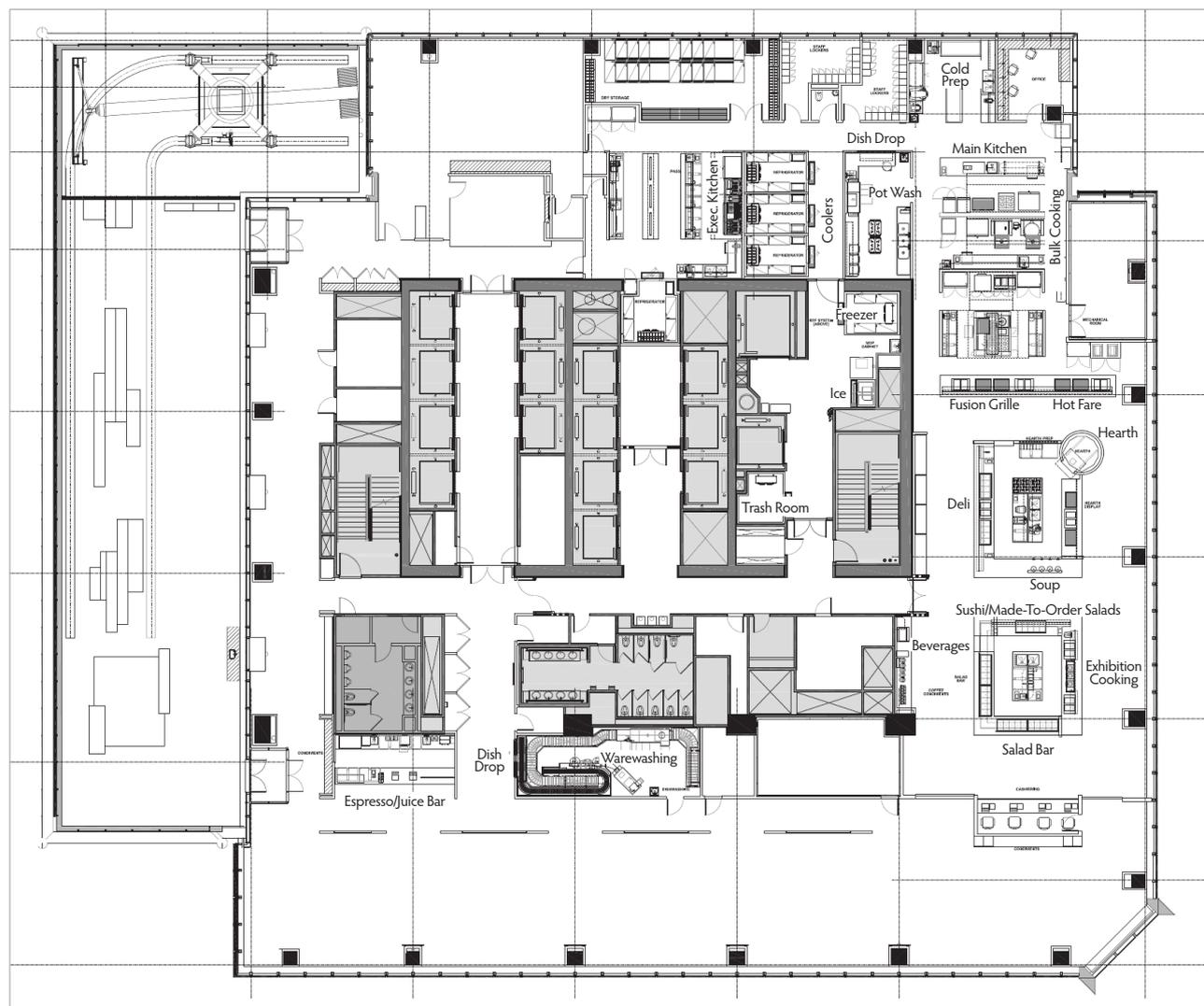
The marketplace food hall concept took shape almost from the beginning thanks to the building's sleek design. "The windows slant inward, which led us to pursue a large island servery design rather than placing stations along the



▲ A spacious 32nd floor terrace overlooking the Hudson River gives L'Oréal a spot for al fresco dining.

▲▲ The café sports clean, spare lines, dramatic lighting and a monochrome palette that make food colors really pop.

◀ Floor-to-ceiling windows overlooking NYC, plus a juice and espresso bar in the corner, have made L'Oréal's amenities floor a destination.



At A Glance

- **Facility:** L'Oréal USA, New York
- **Project:** Staff Café, Executive Dining, Floor Pantries
- **Design Consultant:** James N. Davella, FCSI, Principal, Davella Studios, New York
- **Total Budget:** \$120 million
- **Foodservice Equipment Portion:** \$2.5 million
- **Scope of Work:** Concept Development, Master Planning, Space Allocation, Preliminary Design, Detailed Design, Specification Writing, Site Inspections, Construction Management, Pre-opening Inspections
- **Architects:** Jean Anderson, Principal & Design Director; Hinna Kapoor, AIA, CDT, Associate; Laurent Lisimachio, Principal; Thomas McGoldrick, AIA, Gensler, New York
- **Engineers:** Lilker Associates, New York
- **Interior Designers:** Gensler, New York
- **Fabricator:** Carbone Metal Fabricators, Chelsea, Mass.
- **Dealer/Foodservice Equipment Contractor:** Baring Industries, New York & Parsippany, N.J.
- **Operator:** Restaurant Associates

Equipment List

Servery

Fusion Grille & Hot Fare

- Hestan cooking suite
- Henny Penny fryer battery
- Halton hoods, fire suppression system
- True reach-in heated cabinet, refrigerated, dual-temp cabinet
- Montague convection oven
- Vollrath hot/cold drop-in wells
- CookTek/Middleby induction range, hot food wells
- Rotisol drop-in heated shelves

Hearth, Soup & Deli

- Wood Stone hearth oven
- RPI drop-in cold food pans
- Vollrath hot/cold drop-in wells
- Electrolux high-speed grill
- Hobart/ITW FEG meat slicer
- American Food Service work top refrigerated, cutting table
- Hatco conveyor toaster
- Rotisol drop-in heated shelves

- Vollrath hot/cold drop-in wells
- CookTek/Middleby hot food wells
- Alto-Shaam hot food holding cabinet

Sushi & Salad Bar

- RPI drop-in cold food pans
- American Food Service worktop refrigerated
- Halton hood, fire suppression system
- Vollrath hot/cold drop-in wells
- CookTek/Middleby induction range

Main Kitchen

- Electrolux tilt skillet, tilt kettle, combi oven
- Jade/Middleby range, charbroiler
- Cres Cor mobile heated pan cabinet
- Halton hoods, fire suppression system
- Hatco bain marie heater
- American Panel blast chiller/freezer, walk-in coolers
- American Food Service counters, worktables, shelving

Back-Of-House, Scullery, Tray Return

- MEIKO dishmachines, pulper
- American Food Service dishtables, racks,

duct risers

- Cambro dish cart
- Metro/Alf Group rack dolly
- Follett/Middleby ice machine, ice bin
- Vizion/Antunes water filter assembly
- Spray Master high-pressure cleaning system
- American Panel walk-in cooler
- Coldzone refrigerated system
- Traycon soiled dish conveyor system
- Champion/Alf Group food digester

Cold Prep

- Electrolux food processor
- American Food Service worktables, sinks
- Hobart/ITW FEG meat slicer, planetary mixers
- True reach-in refrigerated
- IMC Teddy hand sink

Executive Dining Kitchen

- Hestan cooking suite
- Electrolux combi oven
- Hatco heat lamp, display light
- American Food Service chef's counter, island counters
- Fetco coffee brewer



▲L'Oréal's executive dining area, with dramatic city views and its own dedicated kitchen and serving staff, rivals any Manhattan restaurant.

Espresso & Juice Bar

- Rancilio/Alf Group espresso/cappuccino machine
- Structural Concepts refrigerated, drop-in case, self-service u/c case
- BUNN coffee brewer
- Fetco coffee grinder, brewer, dispenser
- Merrychef/Welbilt microwave convection oven
- Zumex orange juicer machine
- Juiceman bar blender

edge, blocking views and light," Davella recalls. By contrast, L'Oréal USA's previous employee dining area had been in an underground level with no natural light. The island serveries are situated to the right and left of the main entrance. "As you walk down the hallway from the elevators, you see the New York skyline," Davella says. "Then, when you enter, it's the platforms that draw attention."

The platforms—two island cooking areas and one line backed by the main kitchen—were created with enough hot and cold storage to allow attendants to work and resupply during busy meal periods.

The first island, closest to the cashier stations, offers a self-service salad bar on two sides, a sushi bar on the third side and an exhibition cooking station facing the windows. A work station in the center and plenty of undercounter cold storage fill in the center.

The second, larger island is anchored by a stone-hearth Wood Stone pizza oven (hand-tossed pizza, baked pastas, casseroles, roasted meats and vegetables) on one corner, with pizza prep along one side and hot food served from the other side. A deli and soup area anchor the island's other two sides. In the center is a prep area with slicer, prep sinks and work space.

The Fusion station is backed by a Hestan cooking suite, equipped with burners, plancha, bain marie, wok range, fryers and a convection oven. Deep fat fryers and a convection oven round out the cooking lineup. "The suite would be at home in any commercial restaurant kitchen," Davella says. "The platform offers a variety of 'street' eats, and flavors from around the world. Many offerings are finished in view of the customer, reinforcing our commitment to freshness."

In addition to its outward beauty, Davella's design includes state-of-the-art behind scenes equipment. For example:

- Ventilation for the servery, main

kitchen and executive kitchen is provided by an interconnected Halton M.A.R.V.E.L. demand control ventilation system that links all hoods into a single exhaust fan. "Benefits include reduced air flow through the exhaust hoods when foodservice is operating in off-peak hours," Davella notes. "This saves considerably on costly air-conditioning and make-up air."

- Walk-in coolers and freezers, the custom fab refrigerators at cooking platforms and even a trash cooler get their chill power from a closed-loop, water-cooled refrigeration system made by Coldzone.
- A waste handling system from Champion Industries helps reduce the amount of food waste going into trash cans.

All three of these advanced technologies help L'Oreal operate with conservation and sustainability at the fore. 🌍

▼ A "Grab & Stay" display (left) was included for L'Oréal employees in a hurry. On the right, the Deli and Soup stations offer plenty of variety.



▼▼ This island servery features DIY salads, sushi, composed salads, and, on the side nearest the windows, an exhibition cooking station.

