

Bar and Lounge Area



# SPEAK EASE

SPEAKEASY



Main Dining Area





## Secondary Dining Area



## Problems:

- Two-tops take up a lot of space and give few seating options.
- Creating a more private space for individual couples would be hard with the space requirements.
- Speakeasy's are typically underground and dark. They have no windows. This would eliminate all natural light for the restaurant which I feel is important.
- Trying to include wait stations into the design was hard and felt like it ruined the flow of the restaurant, I didn't know where to put them.



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## Solutions:

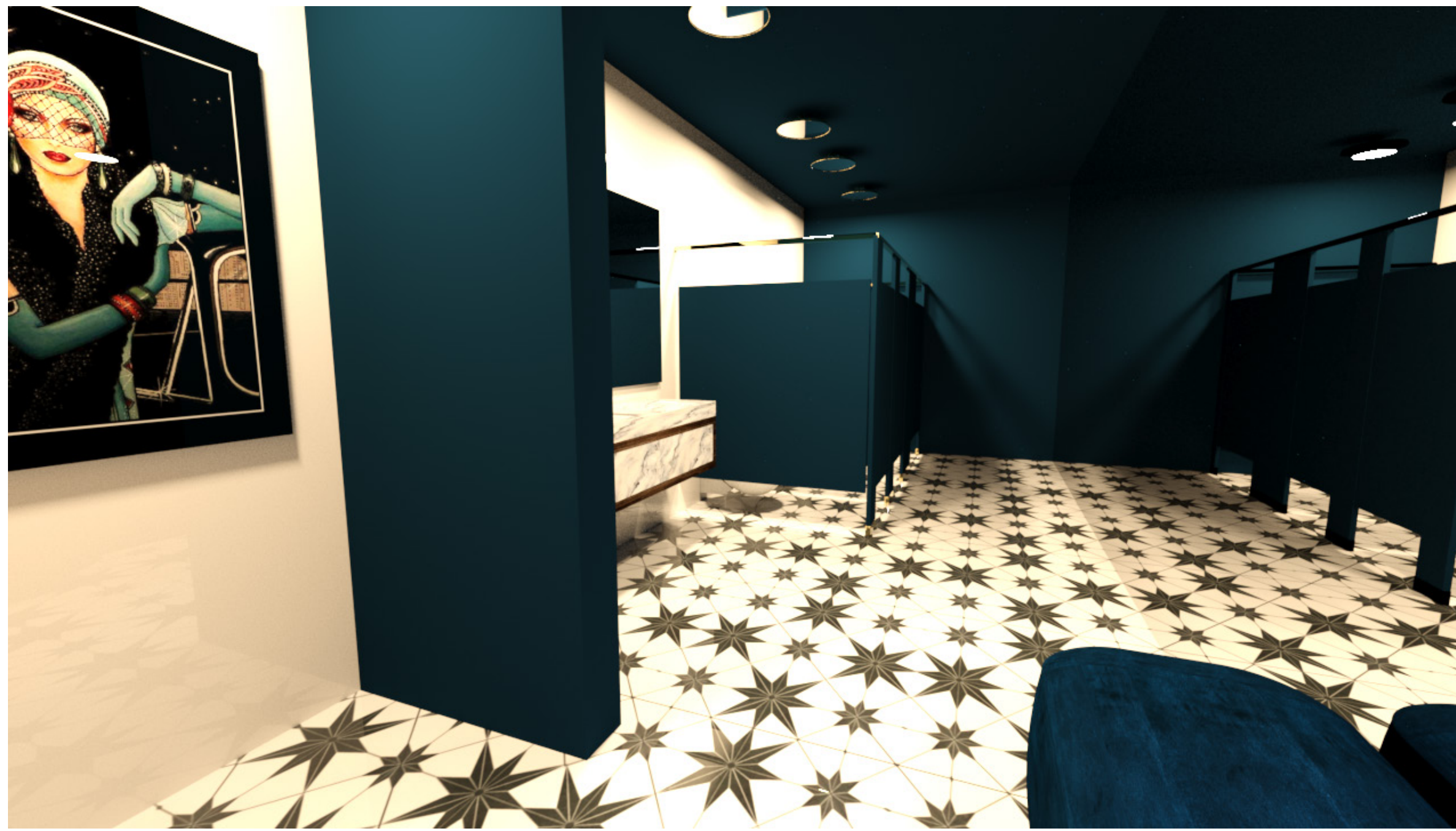
- I tried to use banquettes and booths as much as possible as these can be used for larger parties as well as couples.
- Walls were added to separate different rooms as well as shorter walls were put in between booths to create separation and give the diners an individual private feel.
- Rather than eliminating windows I chose one room of the restaurant to have a bay of windows that can be covered with curtains as needed but still allow natural light when needed. The bar lounge area has no windows so it helps give that more authentic Speakeasy feel.
- I designed the entire layout first then chose spots to put the wait stations that were subtle and tucked away from the main paths. I made them easily accessible but discreet.



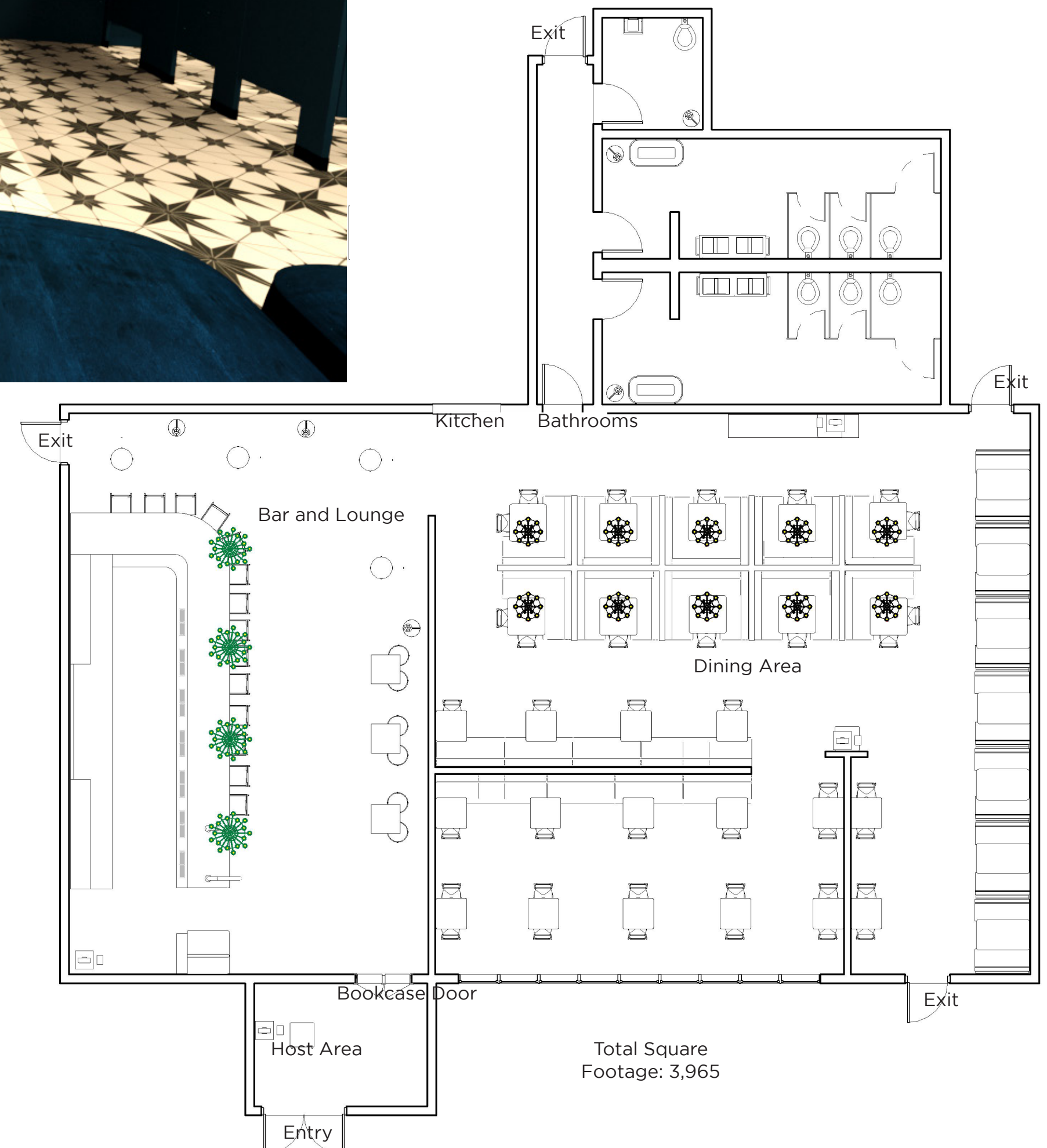
## Dining Area



# Women's Restroom

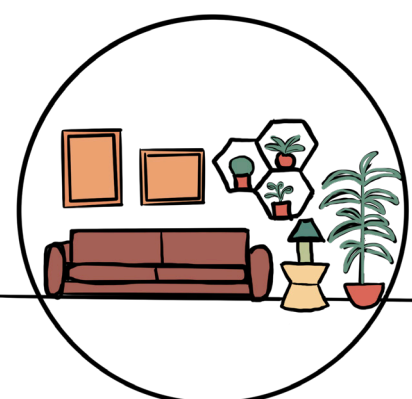


## Scaled Floor Plan 1/8"=1'



## Goals

- Create a restaurant for a mid-sized college town based on the concept of a romantic getaway.
- Make the space cozy and inviting but also elegant and romantic.
- Have a functional floor plan that caters to single couples specifically but also space for double dates or larger groups.
- Create a modern take on the 1920's speakeasy which was created during the Prohibition
- Have a large bar and lounge area separate from the dining to create more of a secluded feel.
- Keep the design simple and sleek but have a few bold aspects to create an aesthetically pleasing design.
- Have drinks as the main aspect but also include finger foods, same as in the 1920s.



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## Decor



Centerpieces



Silverware



Napkins

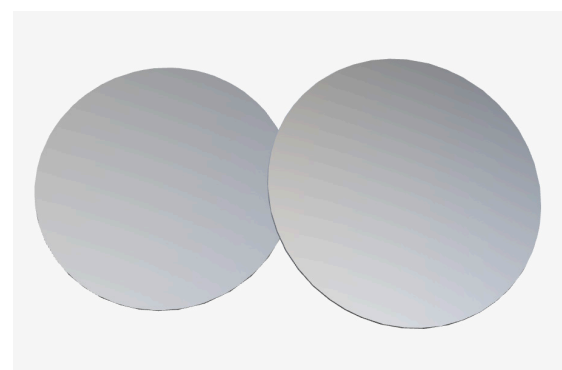


White plates



Vareity of glasses

## Aesthetic Lighting



## Abstract

A speakeasy came into existence when prohibition hit in the 1920s. This was a time when alcohol was banned to be made and consumed, after the 18th Amendment of the U.S. Constitution was put into effect. These speakeasies were underground bars in which private owners would sell alcohol illegally. The name “speakeasy” came from the idea that you had to “speak easy” or quietly to not be overheard by law enforcement looking for illegal use of alcohol. These bars ranged from shabby basements to elegant jazz clubs and were also one of the first places that women could drink at a bar with a man. A speakeasy in modern times is used to essentially take the customer back to a different time and place and they have become a niche restaurant style in today’s market.

There are a few main aspects that give a speakeasy its unique style. The first being has dark wood throughout for flooring and furniture. Secret entrances are also a huge aspect that makes speakeasies what they are so including a bookcase door or something similar will get the customer into the right mindset before even truly walking into the restaurant. The biggest aspect of design for a speakeasy is the lighting. Since they are typically underground and hidden there is little to no natural light and the artificial light is dim and creates a dark secretive mood. This is the perfect mood for a romantic getaway as darkness can help couples feel more alone and intimate.

To create a romantic space the use of sensory marketing can emphasize that. There are five main aspects to sensory marketing: Sonorific marketing, Olfactory marketing, Taste marketing, Visual marketing, and Tactile marketing. The main ones that interior designers need to focus on are sonorific, visual, and tactile. The sonorific marketing aspect focuses on sounds. A romantic restaurant needs to feel quiet and personal rather than loud and noisy so by creating wall separations and using soft materials that absorb sound rather than reflect it this can be done. Visual marketing is just the aesthetics of the restaurant, if it is cohesive and if the design draws the customers in and is successful. The most important marketing aspect for a romantic restaurant but also a speakeasy is the tactile aspect. Having velvet, silk and other materials that hint towards romance and are very touch-heavy will help create a specific mood.

Speakeasies were made as a way to bring people together during a time that the government took away something some people enjoyed. Although an illegal operation it created a very unique design that can now be used to enjoy legally. Now it can be used to create a restaurant or bar that is highly unique and exciting for customers who want to be transported back in time.

## Bibliography

American Olean. (n.d.). Create a speakeasy-inspired basement bar. Basement Bar Ideas - How To Create A Speakeasy-Inspired Space | American Olean. Retrieved October 1, 2022, from <https://www.americanolean.com/get-inspired/articles/basement-bar-ideas-how-to-create-a-speakeasy-inspired-space>

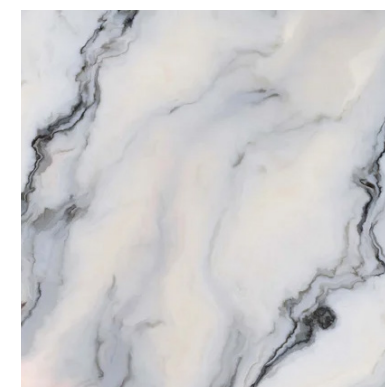
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The Mob Museum. (n.d.). The speakeasies of the 1920s. Prohibition. Retrieved October 11, 2022, from <https://prohibition.themobmuseum.org/the-history/the-prohibition-underworld/the-speakeasies-of-the-1920s/>

## Materials



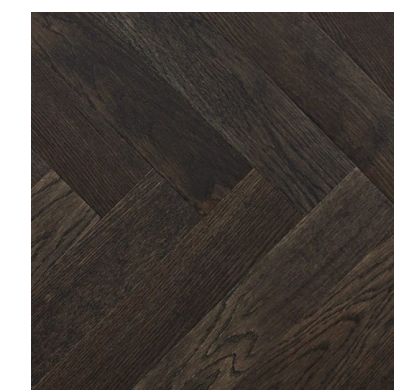
Marble slab for bar top and lounge tables



Black wood for table tops



Dark Walnut for chairs, host stands, bar, etc.



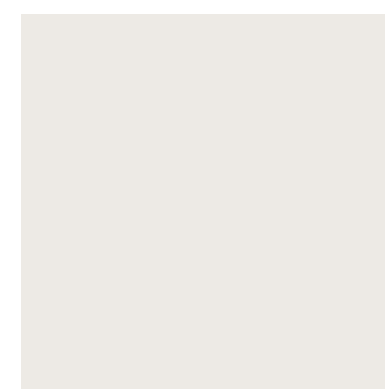
Harring-bone floor



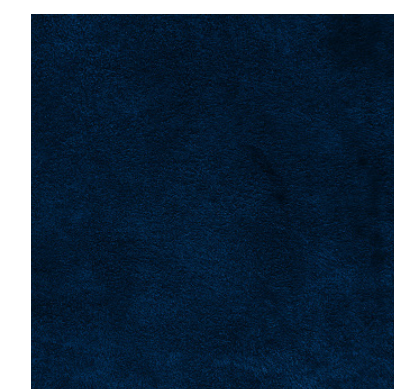
Navy blue paint for walls



Gold and black wallpaper



Off-white paint for walls



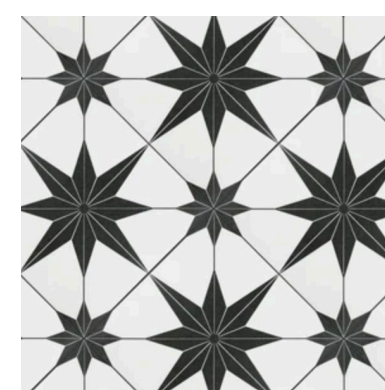
Navy velvet for seats and booths



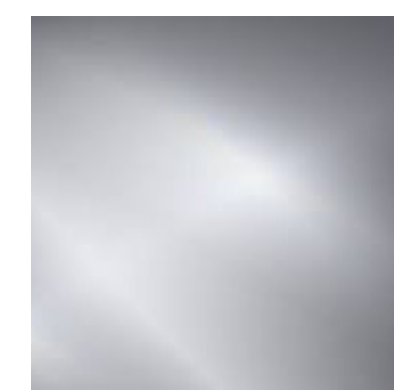
Ceiling panels



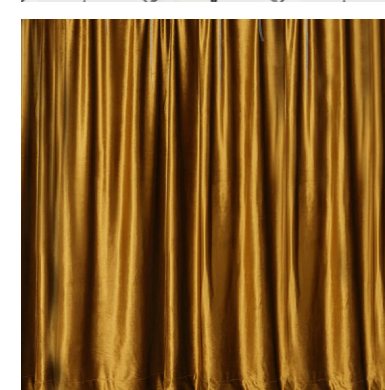
Gold metal for accent, bar chairs, and coffer



Bathroom tiles



Aluminum for chandaleir



Gold fabric curtains



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