

# JARABE #7

DESIGN PROPOSAL BY PAMELA MAURER FOR JARABE INC.

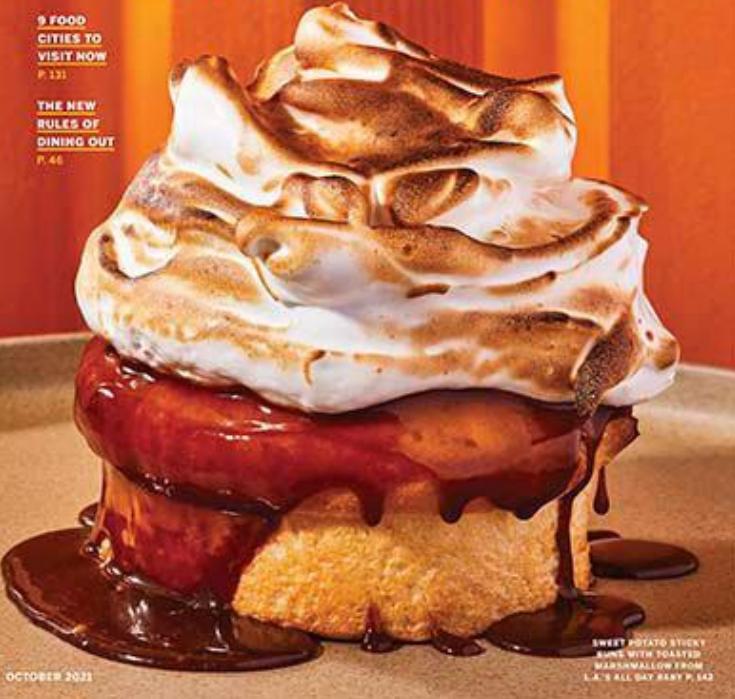
# FOOD & WINE

## THE RESTAURANT ISSUE

MEET AMERICA'S BEST NEW CHEFS

9 FOOD  
CITIES TO  
VISIT NOW  
P. 131

THE NEW  
RULES OF  
DINING OUT  
P. 46

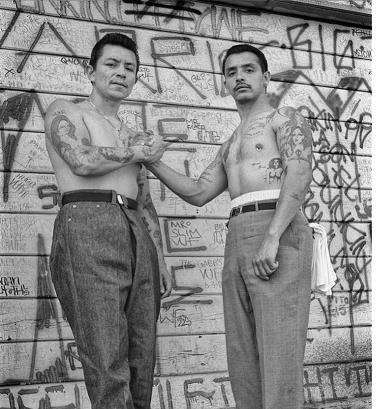


SWEET POTATO STICKY  
BUN WITH TOASTED  
MARSHMALLOW FROM  
L.A.'S ALL DAY PARTY P. 142

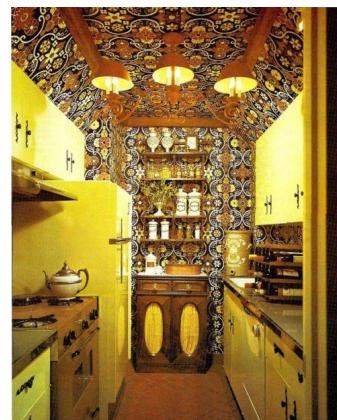


JARABE on Taylor is a cool place to be, serving fresh takes on nostalgic, Mexican street food classics. Located in the bustling Little Italy neighborhood of Chicago, it features a step down patio perfect for al fresco dining, an eclectic, detail driven dining room, and a menu that celebrates precolonial cookery, in particular the tortilla, heirloom corn, and all things masa.

Inspired by retro Mexico City meets Chicago cinema, culture, food, and fashion of the late 1970s-early 90s, this space will offer a detail driven environment and YUMMY cuisine. The day to night atmosphere of a classic coffee shop framed in a bodega setting welcomes customers to a detail driven and playful space full of art, humorous details, and personality. The space is curated around the memories of the owners, the Vejar brothers, growing up in both Mexico and Chicago, and will celebrate their personal histories as well as their regional influences.



**JARABE #7**  
INSPIRATION





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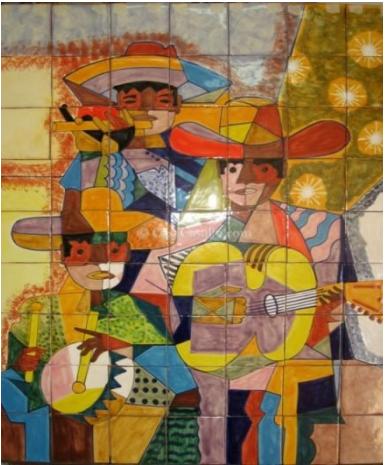
CASUAL  
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G H I J K L M N  
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SLANT CASUAL  
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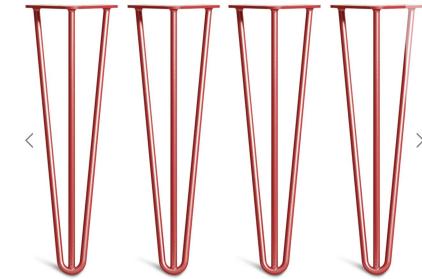


Two.

Final chair below with red upholstery as shown. Naugahide Tomato Red.



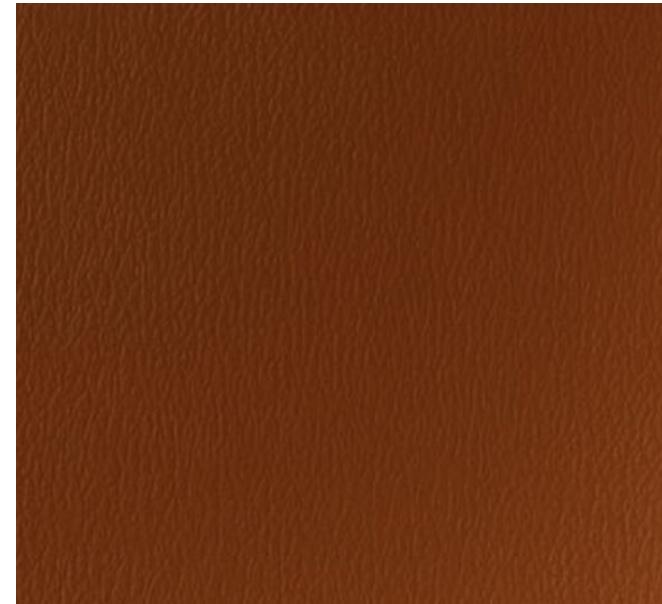
We are using locker room benches (pictured below) with hairpin legs as shown for the other seating in our dining room. Maple wood with clear. High gloss red on the legs.



**JARABE #7**  
**MAIN DINING ROOM: FURNITURE**



Final booth based on the image to the left.  
Roll tufted football-leather inspired naugahide  
in 'Desert Camel.'



**JARABE #7**  
**MAIN DINING ROOM: FURNITURE**



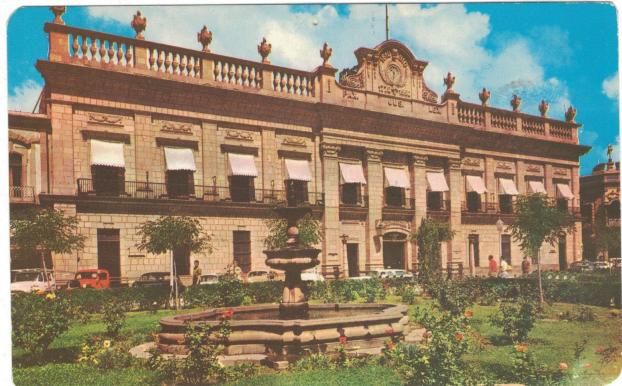
Our tables feature a mix of heirloom corn cast in clear resin alongside vintage enamel beer and soda table from Mexico. We'll be mixing stainless steel serveware and trays with splatter finished enamelware in red and black. We will also have amber glassware with our logo in white.



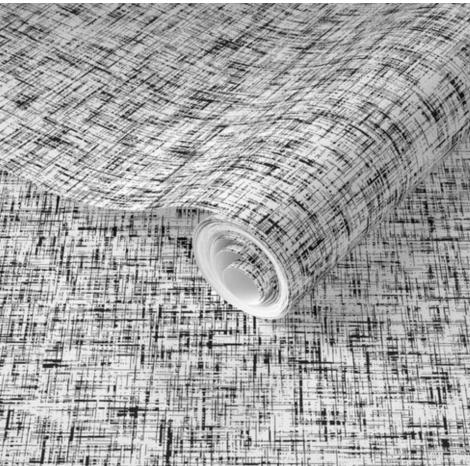




**JÁRABE #7**  
INTERIOR COLLAGE WALLPAPER  
INSTALLATION



**JARABE #7**  
CLOSE UPS FROM ORIGINAL ART  
USED TO CREATE COLLAGE MURAL



**'El Bano'** is a time traveling experiment. Black fluted paneling with graphic wallpaper and framed black and white photos line the space. The toilet/sink are hand painted in a talavera style in black and white. The floor is white marble graphic mosaic with black grout. Brushed silver, white, cream, and black accents fill the space.

**JARABE #7**  
POWDER ROOM

'El Otro Bano' features a 'pavo real (peacock)' inspired talavera painted toilet and sink against terracotta tile handmade in Jalisco. The walls have dark olive fluted paneling with heavy trim and MCM inspired wallpaper in green, cream and orange. The walls are covered in records, and brass and glass both play heavy influences in this space.

