



**FOOD THEATRE @ THE BELLEVUE**  
**CONCEPT DESIGN**

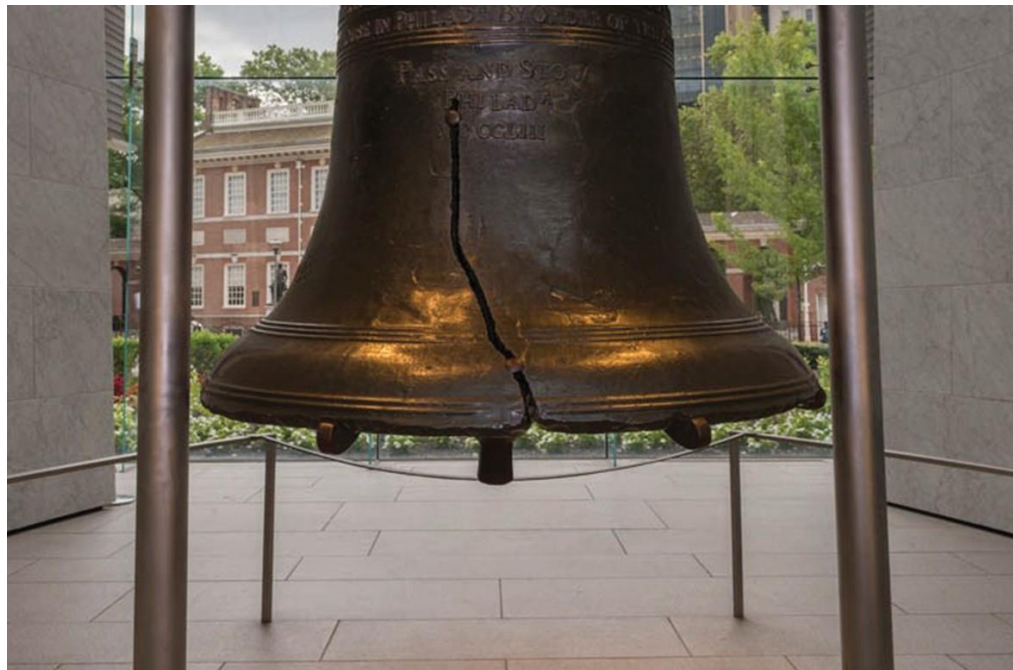
**AUGUST 2019**



# **CONCEPT DESIGN VISION:**

**Experience the diversity of Philadelphia all in one location. The Food Theatre by Todd English is an experiential dining and entertainment venue located in the heart of the city of brotherly love. Get lost in the excitement that surrounds you, from around the world dining options to live entertainment, the Food Theatre offers something for every Instagram page. Dine, shop, and play at Philadelphia's new hit spot.**





**ICONIC  
PHILADELPHIA**





The doors to the famed Bellevue-Stratford Hotel opened in 1904 at the corner of Broad and Walnut Streets. It was built by George C. Boldt, who also once served as manager of the prestigious Waldorf-Astoria, in New York City. Taking two years to complete, the Bellevue-Stratford was described at the time as the most luxurious hotel in the nation offering 1,090 guest rooms, the most magnificent ballroom in the United States and stunning lighting fixtures designed by Thomas Edison which still exists in the building today.

For decades, the famed hotel served as a distinctive setting for prestige and high society with a long roster of notable guests including Jacob Astor, J.P. Morgan, William Jennings Bryan, Bob Hope, Jimmy Durante, John Wayne, Katherine Hepburn, and the Vanderbilt family. The hotel also played host to other countless socialites, luminaries and heads of state including every US President since Theodore Roosevelt.

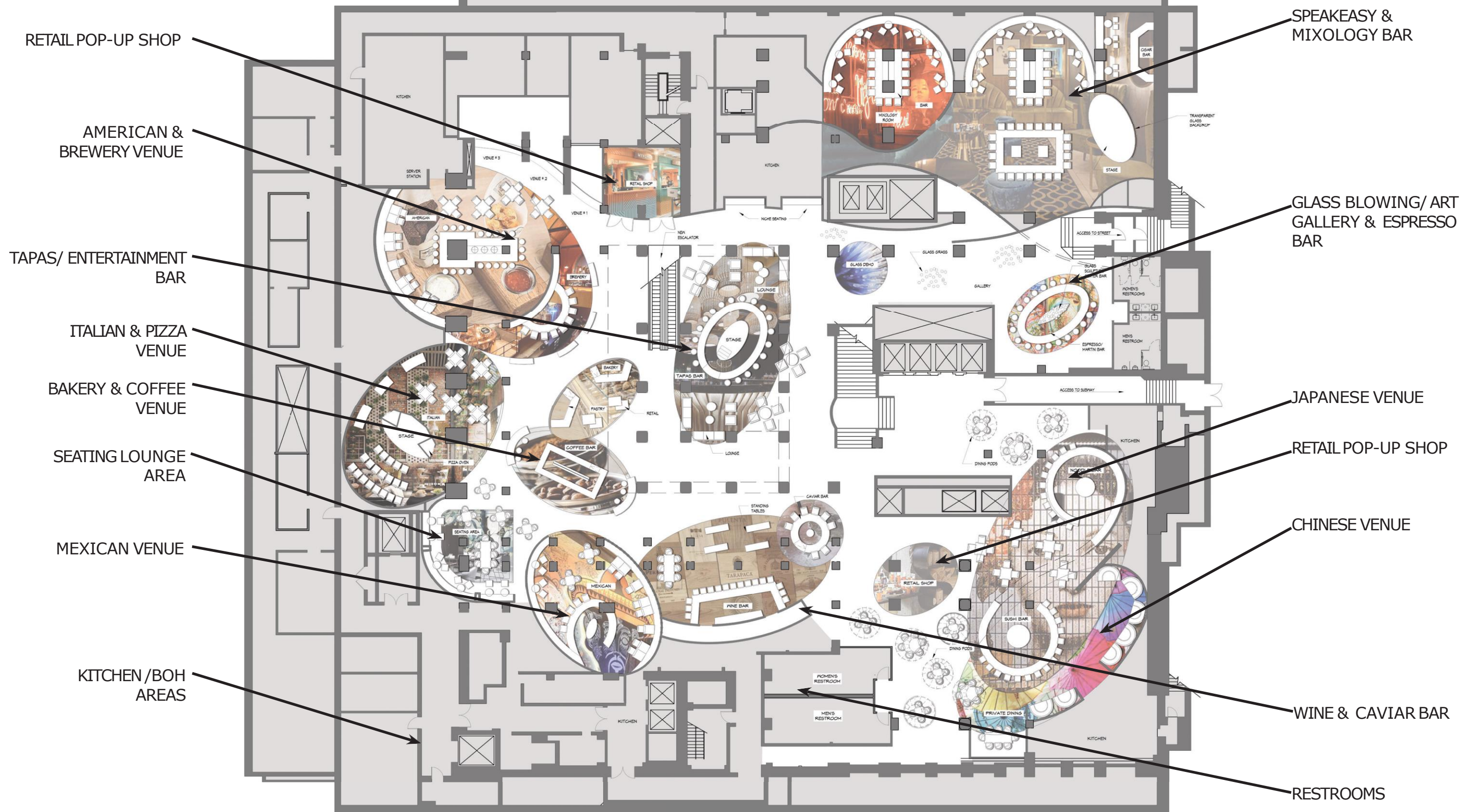
The Bellevue served as the venue for several of America's premiere society galas, including The Academy Ball, The Charity Ball, and The Assemblies. The U.S. Republican Convention (1936 and 1948) and The US Democratic Convention (1948) also were held at the hotel.

After decades of playing a premier role in the country's hospitality landscape, the property was put up for sale in 1976 and was eventually purchased in 1978 by Real Estate Developer Ronald Rubin, and his company, Richard R. Rubin & Co. Recognizing the importance of saving the historic landmark building from possible demolition, Ron Rubin restored the property as a catalyst to the revitalization of Broad Street, Philadelphia's premiere arts and cultural destination, now known as the Avenue of the Arts.

- quoted from [bellevuephiladelphia.com](http://bellevuephiladelphia.com)

# HISTORY OF THE BELLEVUE

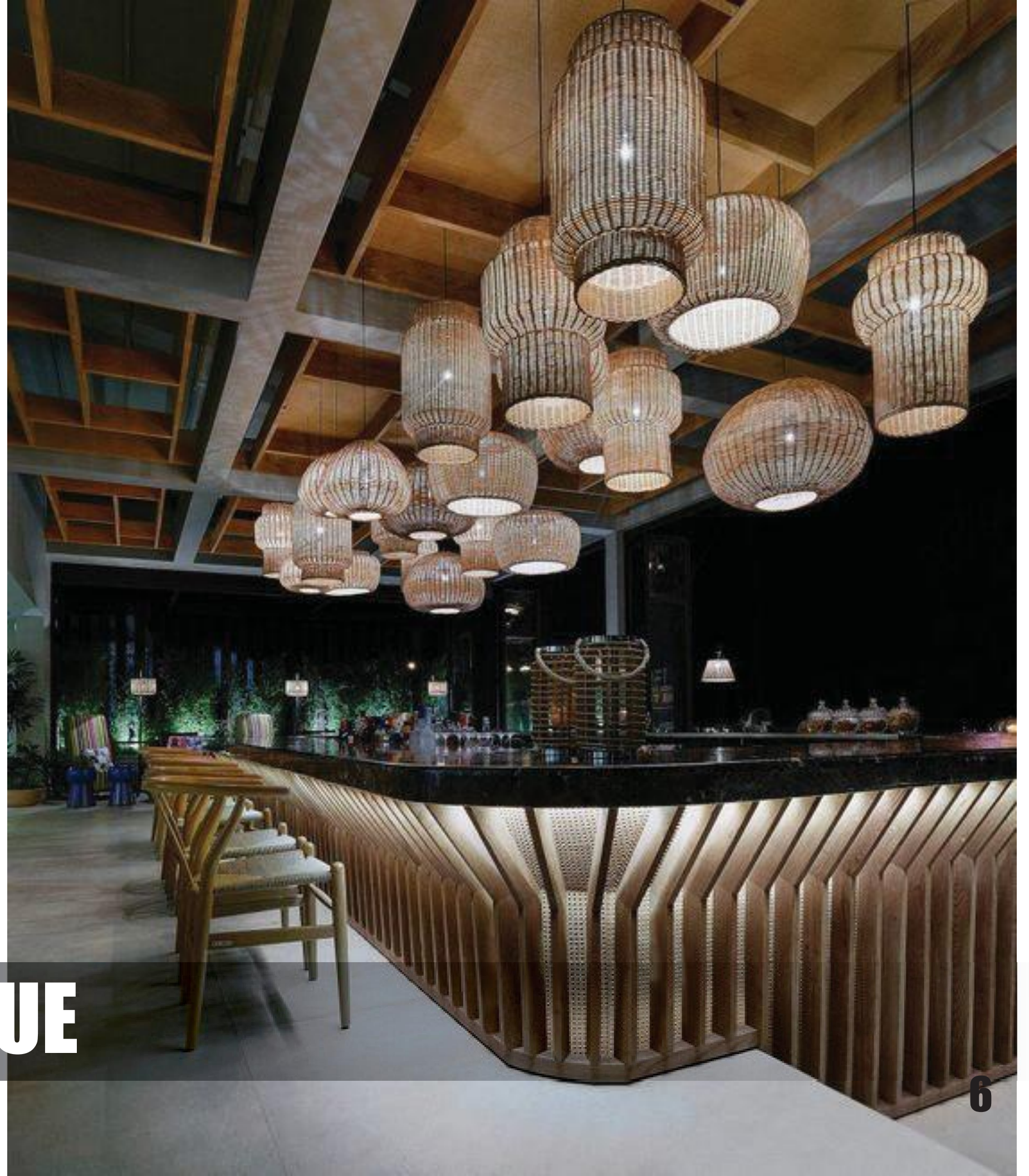




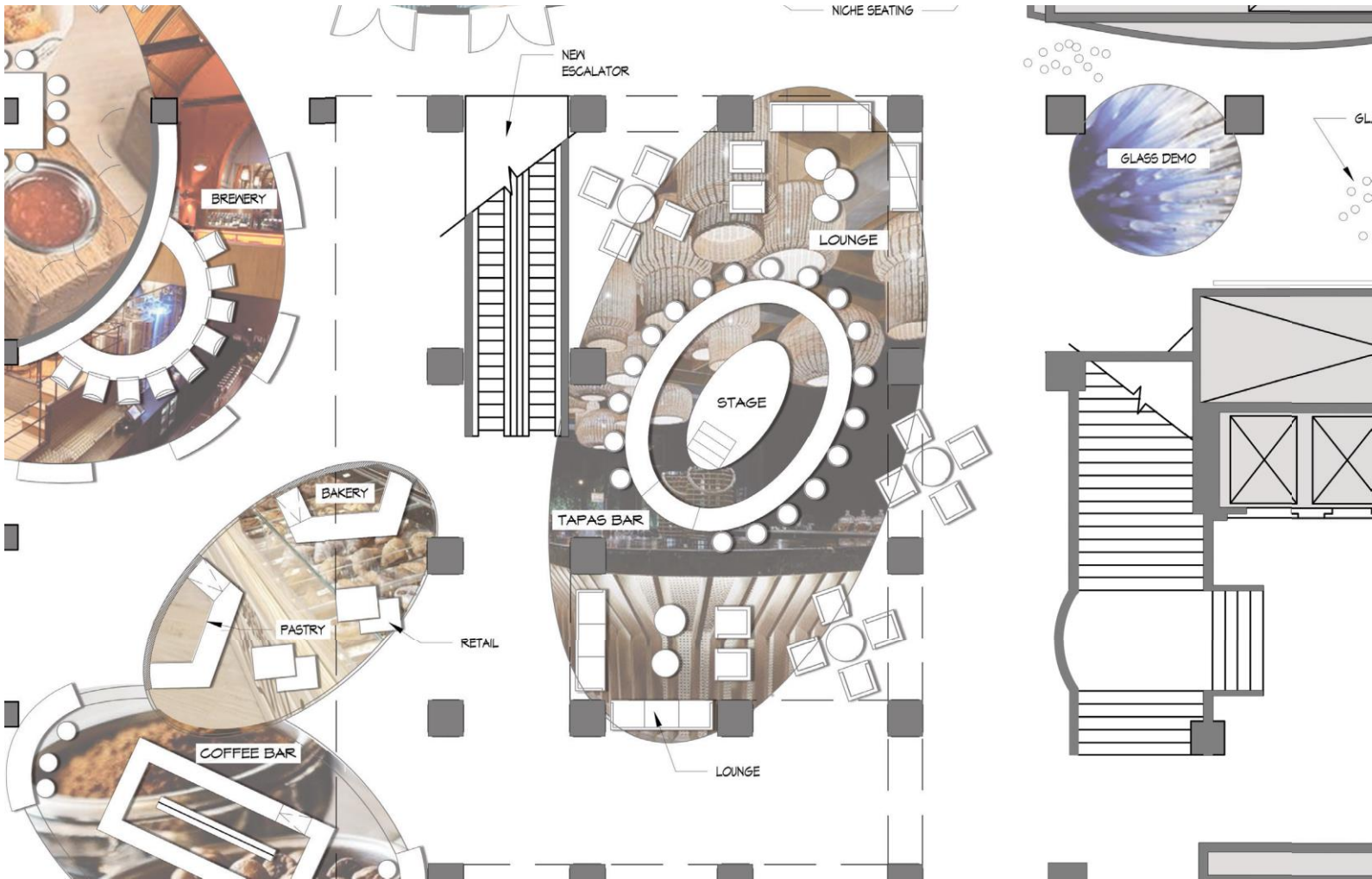
# CONCEPT FLOOR PLAN



# TAPAS VENUE



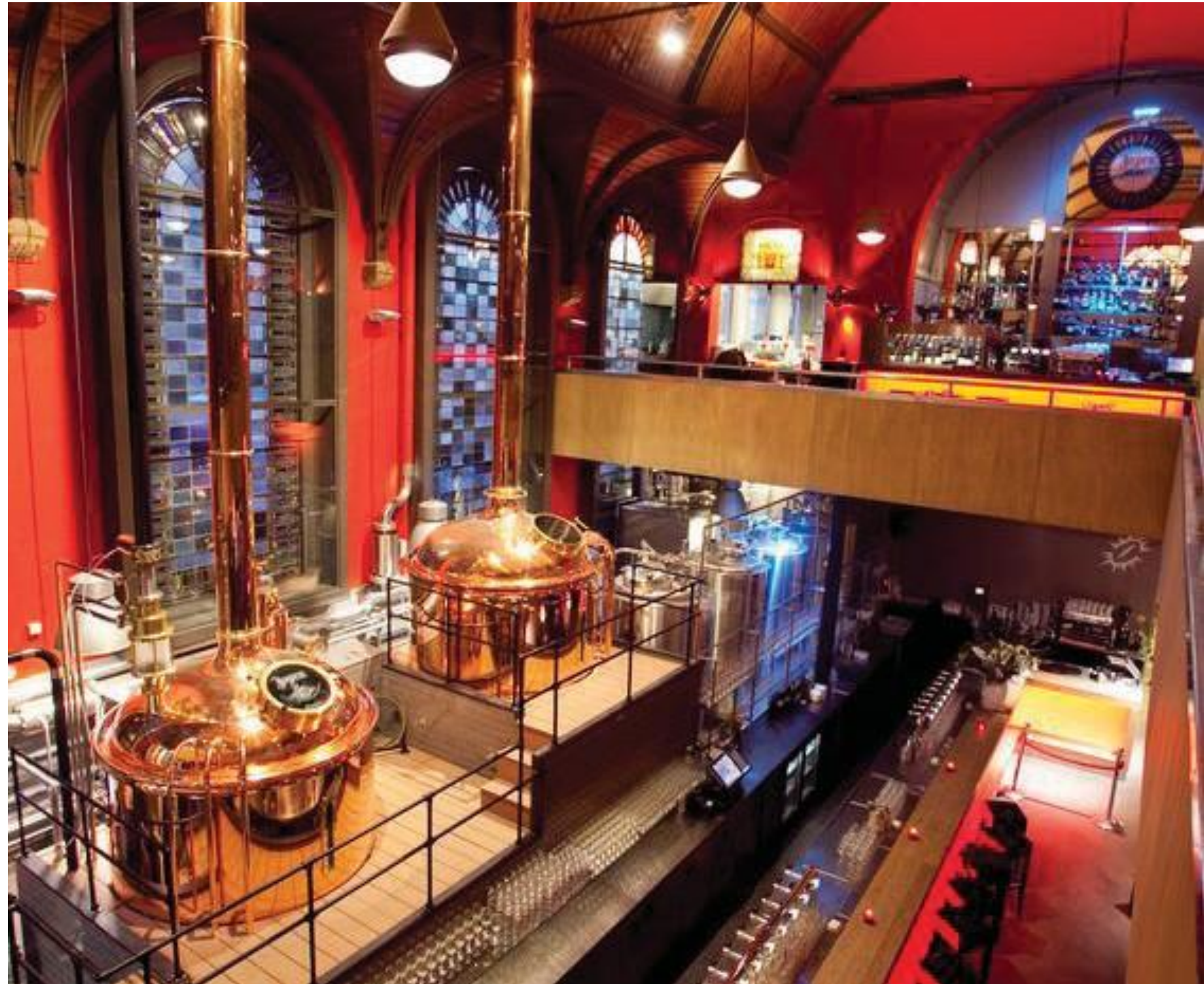
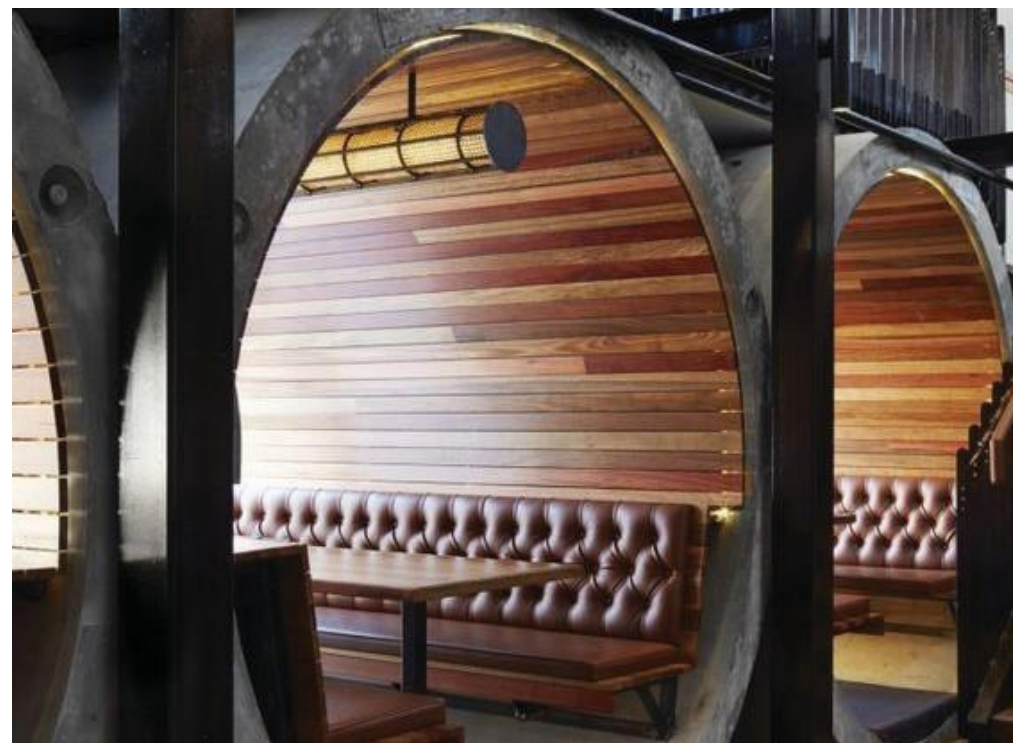














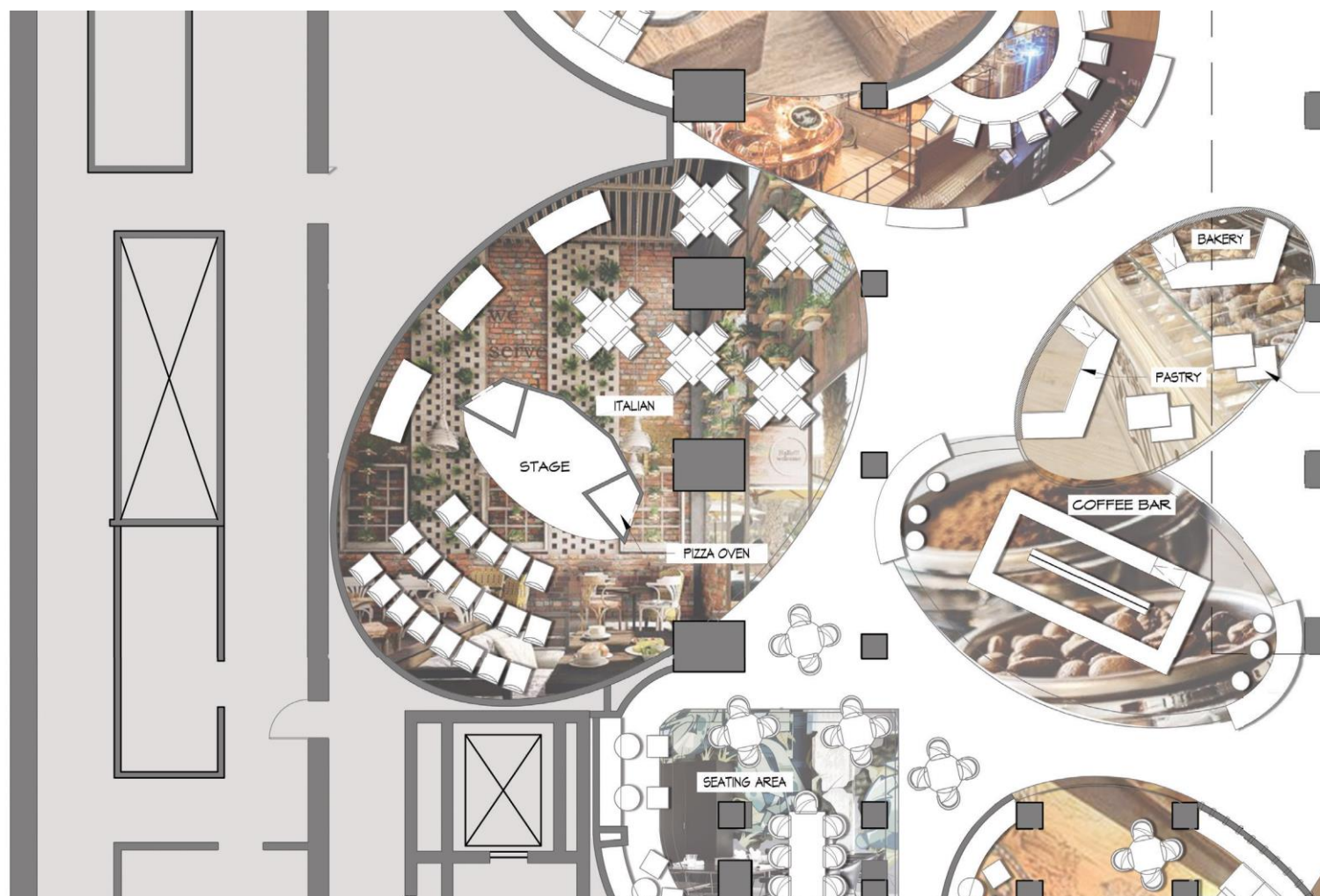


**ITALIAN & PIZZA VENUE**





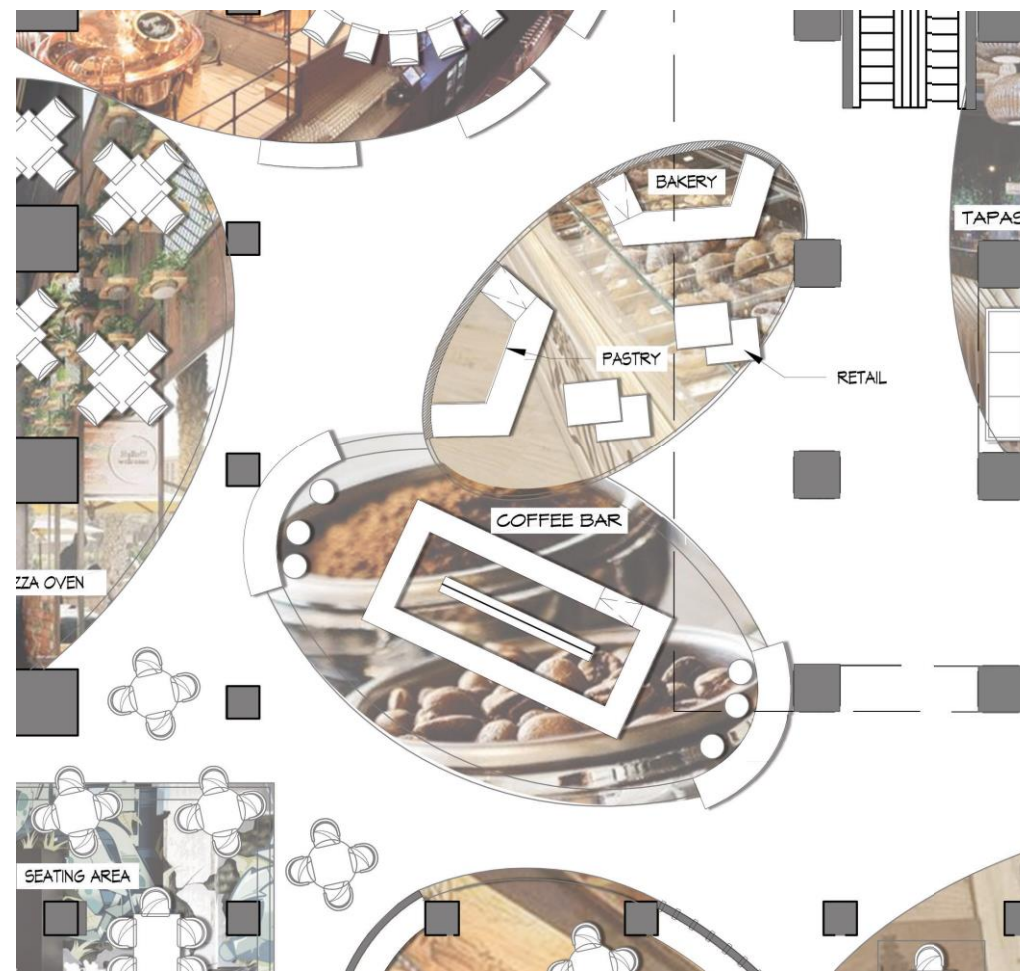
**FOOD THEATRE:  
SIT BACK AND WATCH THE DUELING  
PIZZA OVENS. TASTE THE CREATIONS  
AND DECIDE THE WINNER COAL FIRED  
OR BRICK?**



















# COFFEE VENUE













# MEXICAN VENUE



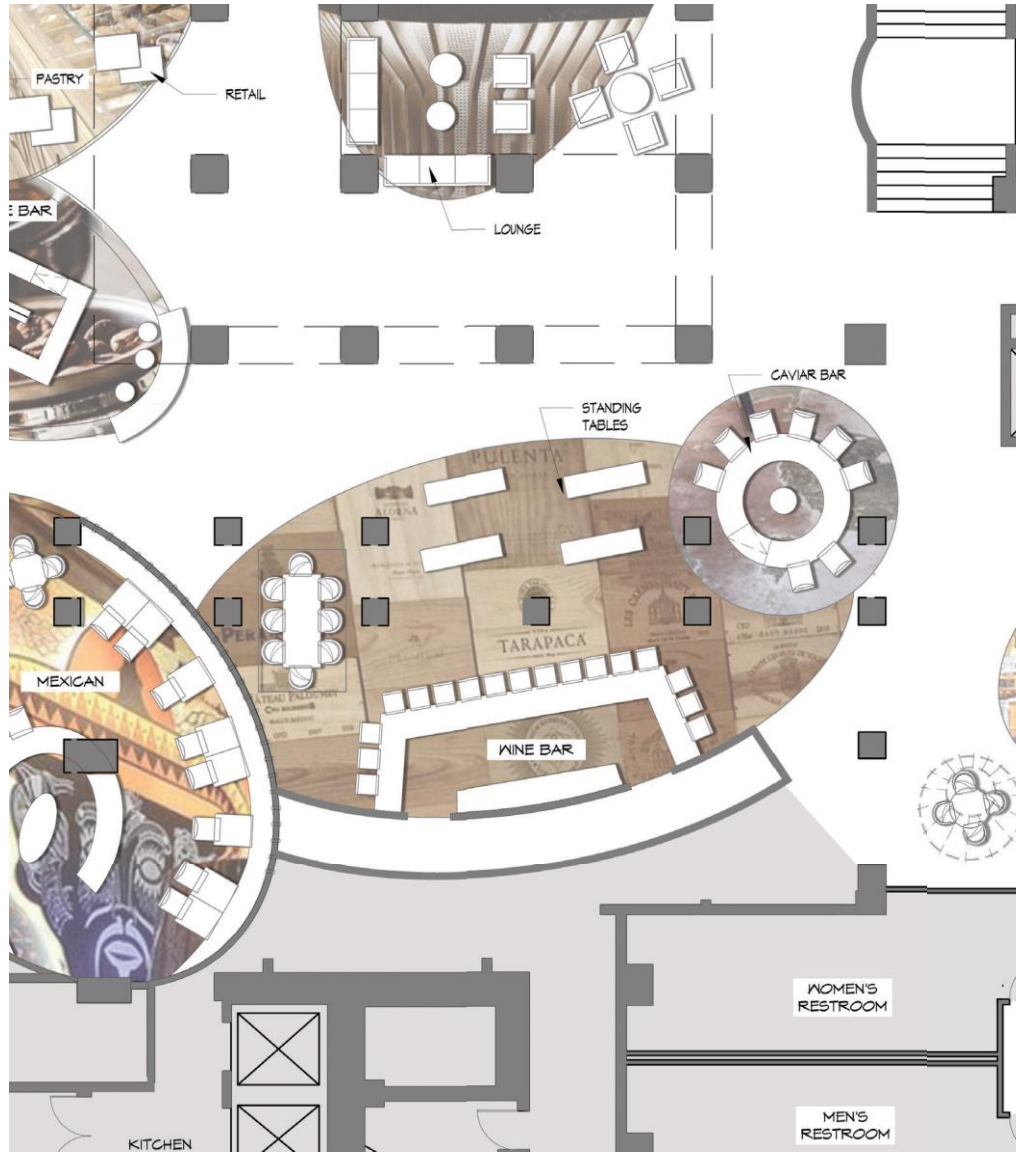






# WINE AND CAVIAR VENUE



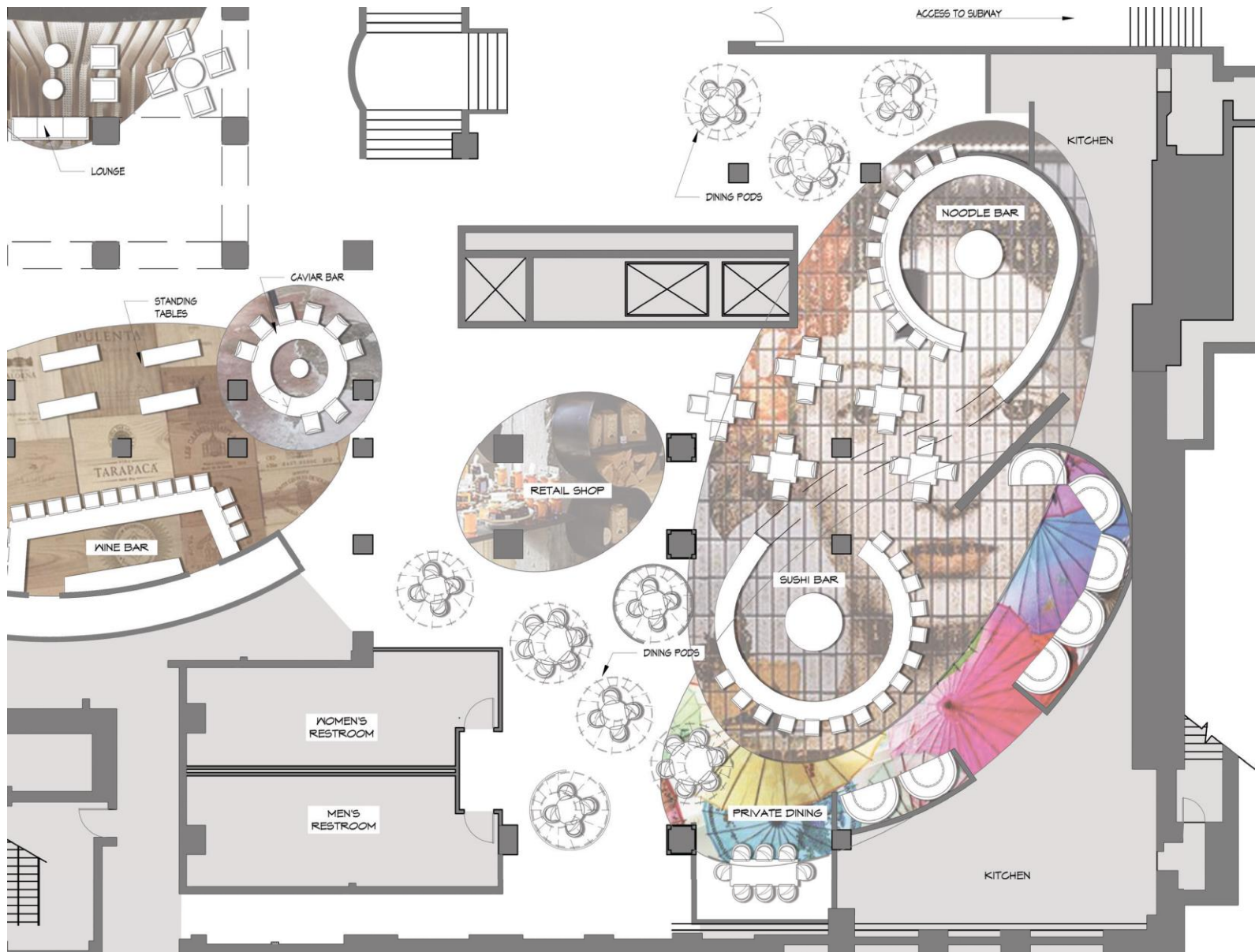




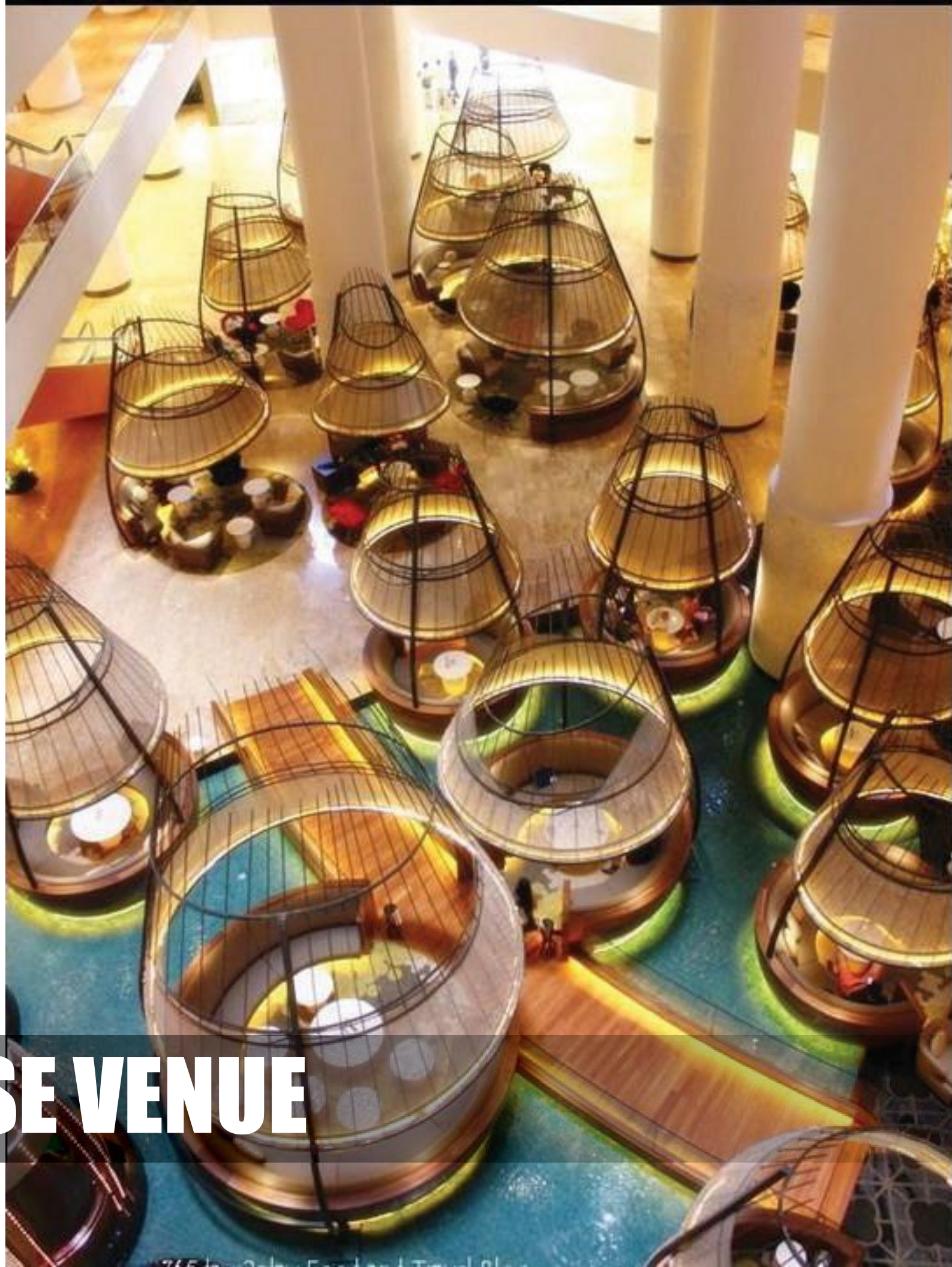


# CHINESE VENUE







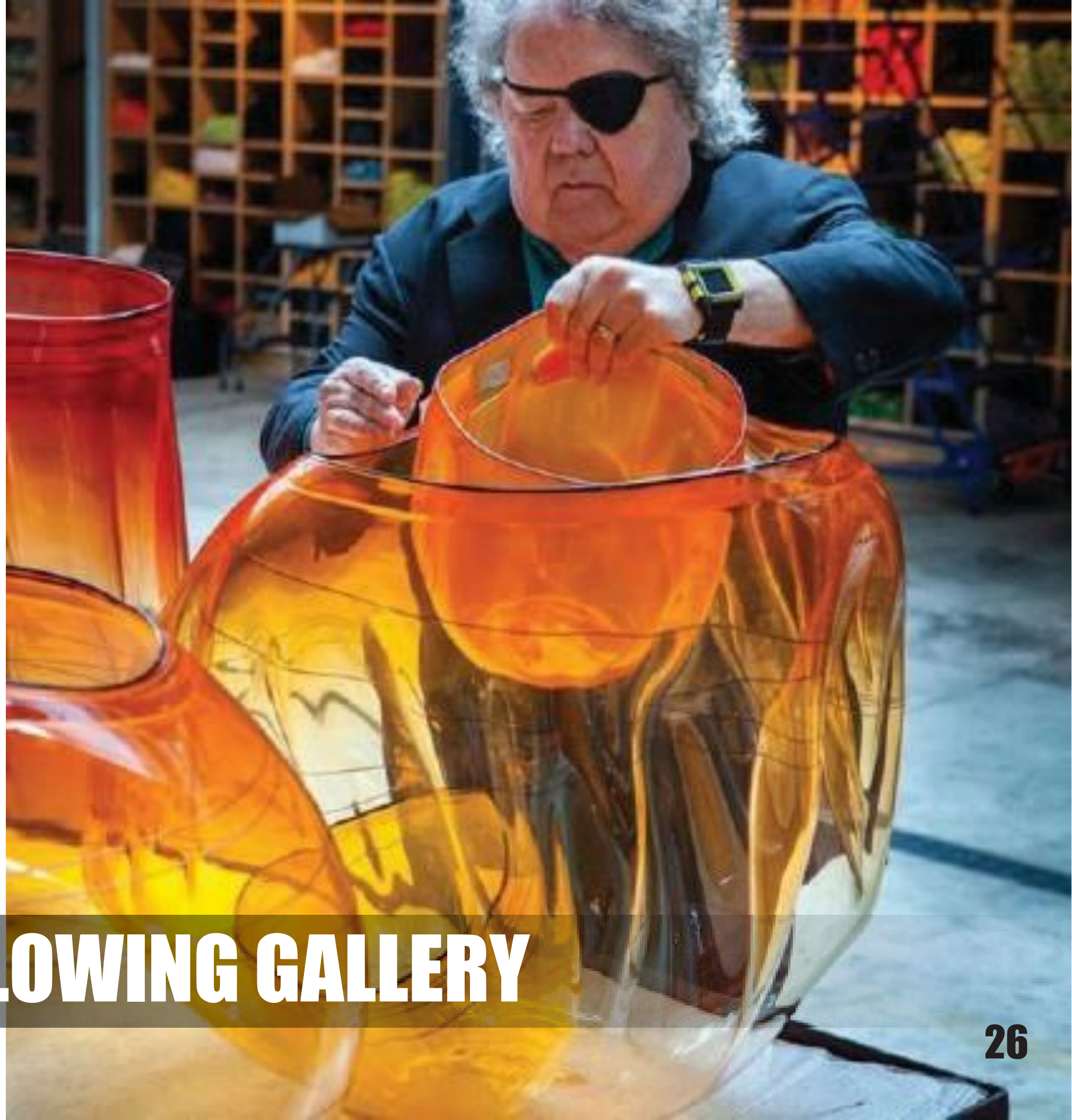


# JAPANESE VENUE



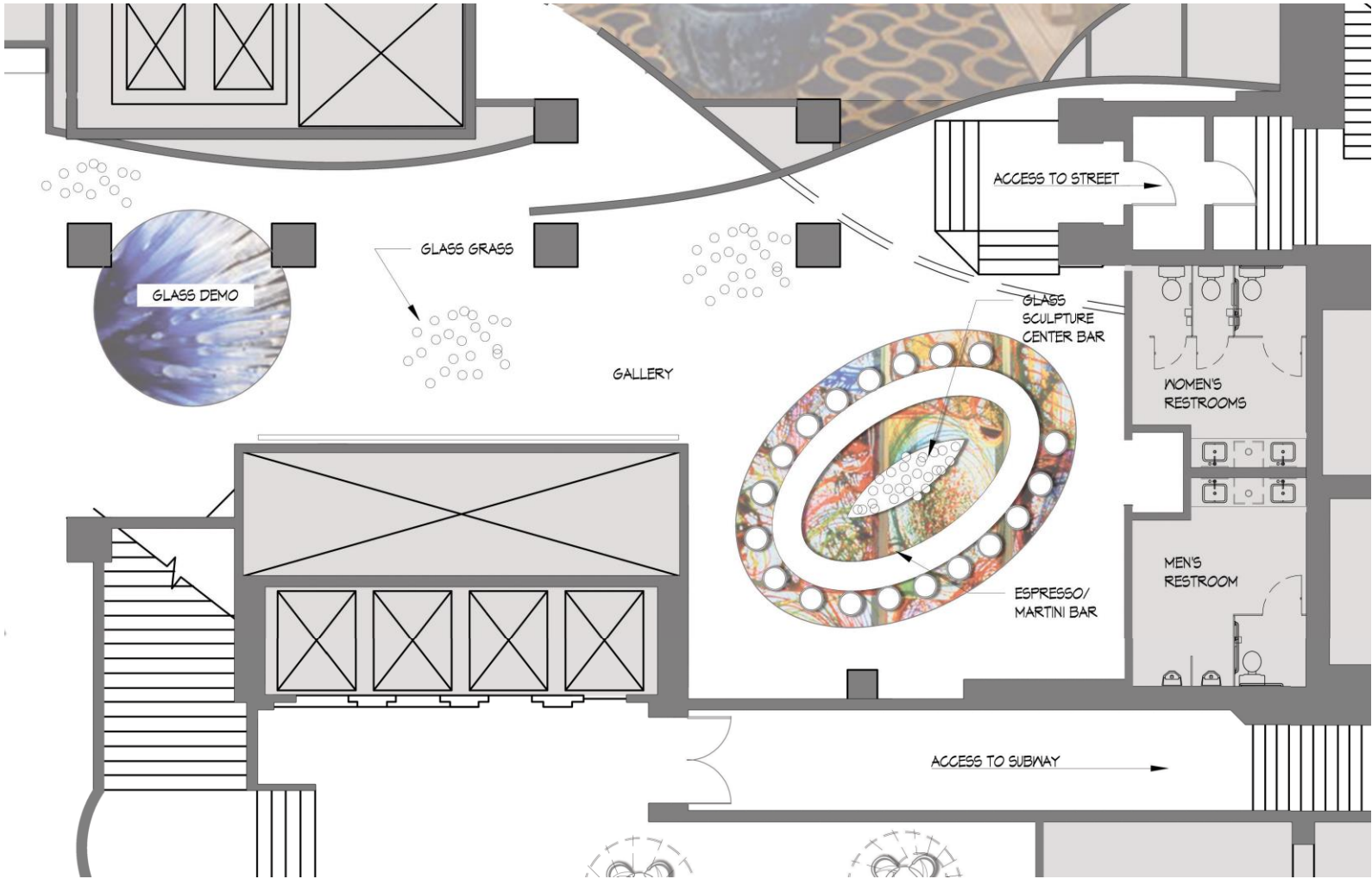
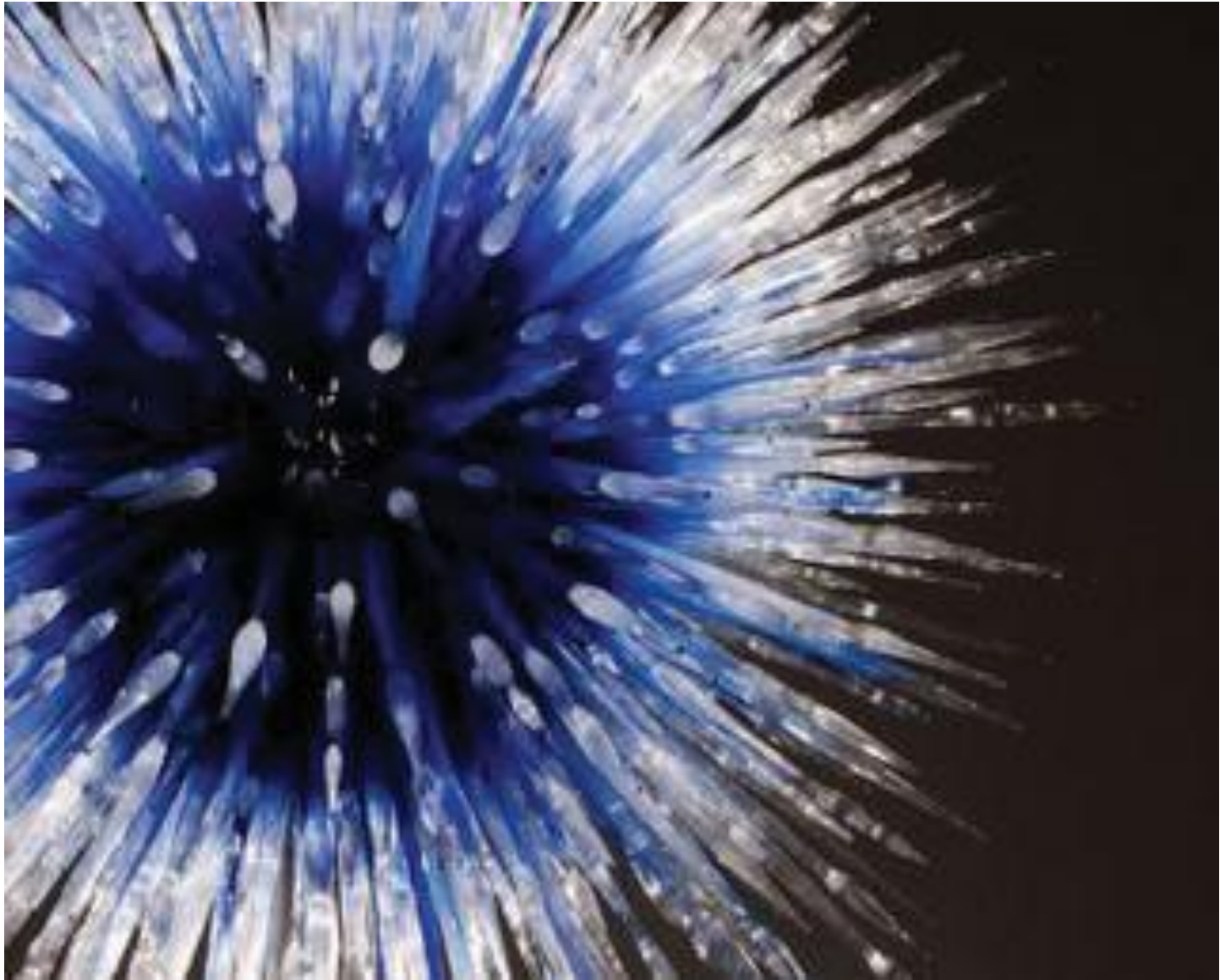






# GLASS BLOWING GALLERY













# **SPEAKEASY VENUE**













**FUN  
ELEMENTS**





SOSH