

Draft press information

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ASK Debuts Modern Italian Restaurant Design by Caulder Moore

Leading UK casual dining group Gondola Holdings, owners of ASK, Pizza Express and Zizzi, has unveiled a new brand and interior design for its ASK restaurants, confirming its position as the modern neighbourhood Italian restaurant. Created by Caulder Moore, the new designs will first appear at ASK's Kew restaurant at the end of May.

In order to retain a distinctive difference for ASK, it needed to develop a new brand positioning that would better meet the lifestyles and aspirations of its broad target customer base, whilst retaining and capitalising on its market position. ASK has been re-positioned as the local Italian restaurant. The central focus will be on providing great simple, honest Italian dishes using top quality ingredients, delivered with passion and generosity in the type of accessible, relaxed, informal and friendly atmosphere found in a local Italian village. The aim is to create a local neighbourhood sense of belonging, with a strong personal and human dimension at the heart of the brand.

Caulder Moore's brief was to make ASK the preferred option with a distinctive, ownable graphic and interior design. The interior concept had to create an emotionally engaging experience that will be instantly recognisable as ASK, making it a unique and distinctive destination.

Emma English, Managing Director for ASK, comments, "We're really delighted with the results that Caulder Moore has achieved. The new designs perfectly translate our new positioning, to appeal to the values of our target audience and help us grow the ASK brand with them."

Uncontrived, friendly, generous, natural and exuberant, the new identity brings ASK's brand values to the fore, with the new strapline 'Italian' reflecting the simplicity and honesty of the offer. The evolved hand-drawn logo with its ingredients-inspired colour palette of aubergine, mozzarella, orange pepper and sunblush red, feels relaxed, handmade and informal, echoing the hand-painted signs found on a local Italian restaurant, whilst at the same time conveying a 'seriousness' about food..

Simple, comfortable timber framed seating and sofas are upholstered in embossed light and dark brown leather and leaf-patterned fabric in shades of light brown, dark brown and mint. Reclaimed timber tables in various sizes accommodate different groups, from couples and small groups, to larger family assemblies. Flooring is a mixture of oak timber flooring and cream patterned ceramic tiles, walls are finished in an off-white shade a feature bespoke

printed tiled wall acts as the brands own piece of artwork and lighting is a mixture of ribbed glass flat domes, white washed chandeliers and natural wicker pendants.

The gardens have been given a mix of new metal mosaic tables and a timber kidney shaped family table and chairs upholstered with light green and dark green leaf patterned fabric pads and cream lit and heated parasols, framed by potted seasonal herbs and flowers. Timber furniture and planting is used in the conservatory, which also features a statement exposed cream brick work wall.

Explaining the designs, Ian Caulder, creative director at Caulder Moore said, “The simple, eclectic and uncontrived design creates a relaxed, informal environment, making ASK the ultimate neighbourhood Italian restaurant for gatherings of friends, families and couples.”

Caulder Moore’s restaurant design credentials include Wagamama, Chez Gerard and The Gourmet Pizza Company.

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About Caulder Moore

Caulder Moore is a leading brand design agency with nearly 20 years award-winning expertise in creating unique emotive branding experiences for global retail, leisure and health and beauty clients.

From its London studio the agency provides clients with the full spectrum of 2D and 3D design services – including strategy, branding and graphic communications, art direction and interiors – as well as project management. Clients include Marks & Spencer, GINA, Jigsaw, The White Company, Jo Malone, Wagamama, Daniel Galvin, Charles Worthington, Principles, Ben Sherman, Alibi, Revolution and Smallbone of Devises. Recent award wins include: Retail Interiors Awards 2007, ‘Department Store Interior of the Year’ – M&S Bluewater, Childrens and Womenswear segmentation.

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