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GLOBAL HOTEL F&B

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Reinventing Afternoon Tea
London's luxury hotels introduce new twists to a time-honoured British tradition

Yossi Eliyahoo
The Entourage Group founder shares his approach to creating successful restaurant brands

Vong Kitchen
Cédric Vongerichten steps out from his father's shadow to bring French-American cuisine to Alila Jakarta

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Brasserie du Park

Park Hyatt Dubai

Park Hyatt Dubai has overhauled an existing dining space to create Brasserie du Park, offering Normandy-esque cuisine in a relaxed atmosphere. The signature restaurant, one of five concepts within the hotel's new F&B destination The Promenade, is inspired by the French seaside resort of Deauville and provides picturesque views over Dubai Creek.

Upon entering, the eye is drawn to a spectacular brass chandelier featuring delicate blown-glass spheres, while shelves filled with beautiful vases separate the large open areas, and 3D-patterned timber flooring gives the room a graphic quality. A three-dimensional wall feature that took centrestage in the restaurant's previous guise as Traiteur has been retained, albeit repainted and lifted with brass detailing. The venue also makes liberal use of classic nautical colours such as deep blue and white to help generate a strong sense of place.

Guests can choose to sit in upholstered armchairs, brasserie-style chairs or lush velvet and leather banquettes, while wall-mounted mirrors help include those with their backs to the main space, and large French doors open onto a sizeable terrace set up for al fresco dining. Diners can take their pick from an extensive menu presided over by Executive Chef Daniele Gialluisi, which offers a crowd-pleasing range of seafood and meat options alongside French classics, salads, pasta dishes, cheeses and charcuterie. The restaurant also sells alcoholic drinks in the form of wine, cider and beer, all sourced from France.

Brasserie du Park's concept and strategy was created by Meraki & Modus while design firm LW managed the interior scheme. "We were honoured to redesign such an icon of the Dubai restaurant scene," says Pia Lakshmi Sen, Associate at LW. "The new look is aligned with the sophisticated crowd that dines there and had to work for both daytime and evening." Meraki & Modus and LW have also collaborated on two other projects at The Promenade – New England-inspired restaurant Noepe and elegant cocktail bar Seventy Seventy.

www.brasserie-du-park.thepromenadedxb.com

IN A BITE Covers: 125 (inside) and 92 (outside) • Owner: Al Wasl • Operator: Park Hyatt • Concept and Strategy: Meraki & Modus • Interior Design: LW • Kitchen Consultant: TSCC • Fit-out Contractor: Aati Contracts • Lighting Consultant: Acoulite • Executive Chef: Daniele Gialluisi