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Food @ Equinox is a grab and go cafe is situated at the entry to the Equinox Fitness Club on Broadway and 19th Street in Midtown Manhattan. It is intended for the use of the patrons of the club and the public alike. The program called for two large open refrigerators, a service counter and customer seating. The client requested a distinctive design which featured the product as signage. We responded with a block which was cut to receive the open refrigerators, dipped to provide counter space, moulded to create a contoured bench and folded to define a flying overhang. To emphasize the sculpted nature of the object and hence the integration of the parts, we wrapped the entire block with a continuous panelised skin of brushed stainless steel. Themes of surface panelisation were explored on this straight-forward project. The irregular form of the sculpted block was clad with panels of a 4:3 aspect ratio consistent with NTSC projection technology. This relationship, although only referential, proved to be a disciplined exercise in adapting a conceptual stance to a commercial project with strict limitations.

