

Images, Light and Sound Instantly Morphs Interior, Attracts Diverse Range of Customers

RAMENWERK

and Mitsubishi Electric Create a Visual Feast for
Brooklyn-based Dassara Restaurant



Art by Patrick Smith



Art by Sean D'Anconia (wall/left), Integrated Visions Productions (projection right)

Interiors in the hospitality business come in all shapes and sizes: tall ceilings, short ceilings; brick walls, painted walls; televisions, no televisions; fluorescent lighting, intimate lighting; object d'art everywhere, no objects anywhere; paintings, no paintings...the list goes on. One thing is certain though: generally, an interior is a static, unchangeable space. But that's not true at Dassara, a hip ramen restaurant in Brooklyn, NY, which can morph its interior to suit its clientele, and create theme nights just by changing its wall graphics.

Ralph Jacobus, founder and CEO of RAMENWERK, an interior design technology company, worked with the owners of Dassara to create this visual feast using projection technology from Mitsubishi Electric.

"I've seen many clients struggle with limitations imposed by their space and the existing interiors," said Jacobus. "Design concepts are either generic or hyper-focused, depending on the type of experience offered and specific demographic that business owners want to reach. But now, technology can remove these limitations and create dynamic, amazing, changeable interiors that can positively impact the bottom line for any business."

When building Dassara, Justin DeSpirito, one of the restaurant's owners, knew that they wanted art to be a big part of the new space, and assumed they would hang artists' paintings and photography traditionally, manually switching them out from time to time. But when Jacobus and his team from RAMENWERK brought a state-of-the-art technological solution, they decided to go in a new direction.

"Most restaurants have 'dead' times when a restaurant's concept isn't able to draw people in," added DeSpirito. "We realized that we could use projection, light and sound to dramatically and easily change the look and feel of the room, at the touch of a button. The possibilities are endless."

Dassara's dining room boasts a 21-foot by four-foot wall that exhibits beautiful and intriguing artworks in an ever-changing display. The images are shown by three Mitsubishi Electric extreme short-throw projectors and are edge-blended so they appear to be one continuous

Art by Sean D'Anconia

piece of art. The projectors can show static images, movies, video or even televised sports broadcasts.

"We like that the technology is invisible to our customers, yet they perceive it as a part of the dining experience. The projected images are also bright enough to be visible from the street, which is helpful and effective in drawing in new customers," said DeSpirito.

And because it's so easy to change content, Dassara can, on a nightly or service-by-service basis, transform itself from a ramen restaurant featuring Japanese-inspired pop art and film to a sports bar featuring three giant screens: an 80-inch television in the bar area and two 100-inch screens on the dining room wall, courtesy of Mitsubishi Electric's projectors.

Interestingly, RAMENWERK also curates art events at Dassara, working with artists to create unique themes for the restaurant that complements the overall design. It's an opportunity for artists to



showcase their work, and for diners to experience the latest art scene one night or catch up with playoff games on another. And the changing display attracts new customers while drawing restaurant regulars back for more, keeping the dining experience constantly entertaining.

"We can have an upscale art event featuring floating flowers, abstract images or nature photography, and the next evening, we can turn ourselves into a sports bar by projecting hockey, basketball, football, or any sports. As a result, we're busy every night of the week," declared DeSpirito.

The projectors are the basis of the display wall and are well-hidden, installed above panels in the ceiling. Because they are extreme short-throw models, they create a very large image even from a short distance away, allowing someone who is over six-feet tall to sit down at a wall table and not be disturbed by the light of the projected image. Mitsubishi is also known for color images that are vibrant and true, which is important to the artists and the owners of Dassara.

"We tested other projectors but they could not meet our requirements," added Jacobus. "We knew we wanted an established technology manufacturer that actively invests in projection, one that has a proven reputation for excellent color reproduction, overall quality and reliability. Mitsubishi Electric fits the bill."

As a part of the overall design, RAMENWERK also added color-coordinated LED lighting and a big-screen, high-definition television that hides behind a two-way mirror when not in use. There are noise absorbing elements in the room that optimize sound distribution and a music system that is fully integrated into the lighting and projected content. It's a successful combination of art, light and sound that enhances the dining experience.

The whole system is centrally controlled and can automatically run themes or images on a pre-set schedule. A tablet interface allows

for manual and/or remote control of all the elements, with additional software for efficient content management and distribution.

"Our clients don't notice the technology, they see only the result," mentioned DeSpirito. "They can enjoy the space, their conversation and their meals, without distractions."

Customers love to visit the ever-changing display, whether they're sophisticated art aficionados or high-energy sports lovers. As a result, Dassara is able to attract a more diverse customer base, and positively impact their bottom line.

Added DeSpirito, "We have patrons who love art, those who love sports, and we have people interested in technology who are very curious about how we're able to project a seamless image across such a large wall without casting shadows or being obtrusive. Everybody enjoys their time in the restaurant, and wants to come back to see what we're showing next."

www.ramenwerk.com
(917) 289-0991



www.mitsubishi-presentations.com
TOLL FREE 888.307.0349

www.mitsubishielectric.ca
PHONE 905.475.7728