

SET THE TABLE

HOW EVERYTABLE SERVED UP A FRESH, NEW APPROACH TO HEALTHY, AFFORDABLE FAST FOOD



GRAND RAPIDS CHAIR COMPANY



A PERFECT PAIRING

FRESH IDEAS COME TOGETHER IN A TASTY NEW RESTAURANT CONCEPT

When two fast food entrepreneurs came up with a unique idea for eating on the run, they partnered with a pair of companies that share their appreciation for great design, quality materials, and speedy service.

With the help of architecture and design firm Gensler and Grand Rapids Chair Company, Los Angeles-based restaurant Everytable created a welcoming environment where wholesome, fresh food would be in everyone's reach—whether they're living in an affluent community or a food desert where they're surrounded by unhealthy, over-processed food and few affordable options.

Gensler envisioned a warm, inviting place with bold, sunny colors and natural materials. Grand Rapids Chair Company provided the inspiring furnishings to bring that vision to life. Bright yellow chairs and custom-engraved icons on the tabletops extend the brand beyond the walls and packaging, making a space that beckons customers in to find fresh, nutritious meals that fit their budgets and their busy lifestyles.



Good food means community

“WE WANTED TO MAKE AN INVITING SPACE WITH A BIT OF A MODERN EDGE TO COMMUNICATE FRESH FOOD AND REPRESENT THE DIVERSE COMMUNITIES OF EVERYTABLE.”

- Amanda Moschel, Architectural Designer, Gensler



Photo by: Gina Cella



Photo by: Jason Clark



Photo by: Gina Cella

ON THE DOUBLE

From start to finish, designing and furnishing the restaurant was on the fast track. “Everytable wanted to open the space on a pretty aggressive timeline,” said Amanda Moschel of Gensler. She reached out to EPIC Contract Group, her local Grand Rapids Chair Company representatives, to get the project started, because, “We knew Grand Rapids Chair Company would be able to meet the order on time.” After Gensler described what it wanted, Grand Rapids Chair Company quickly produced a product sample for approval and expedited the order.

Thanks to its wide range of styles and price points, the company also found ways to deliver the aesthetics Everytable wanted within the constraints of its startup budget. “Everytable wanted the most design for the most value,” explained Moschel. “It was important for them to save as much as possible on the stores so they could put it back into their pricing model and afford more people with healthy options. Grand Rapids Chair Company was definitely one of the most affordable options we found, and we’re really happy with it.”



Courtesy of Everytable



Photo by: Gina Cella



Courtesy of Everytable



Courtesy of Everytable

EVERYTABLE DETAILS (Clockwise from top)

1. Friendly service helps everyone feel welcome around the table. 2. Reusable take-out bags raise brand awareness while supporting sustainability. 3. Outdoor service stations draw potential customers in. 4. In-house customization at GR Chair gives the Everytable table tops a unique look. 5. Colorful and inventive lighting reflects the character of the neighborhood.

NOTES FROM THE DESIGNER

We caught up with Architectural Designer Amanda Moschel to discuss Gensler's concept for the Everytable brand.

Q. How did you develop your color palette for Everytable?

A. We collaborated with brand design firm enso to develop the color scheme, choosing bright yellow and orange as a reference to typical fast food colors that encourage a good appetite. Then we added turquoise as a contrast to cool and balance the more urgent call of the warm colors.

Q. What other design elements help shape the environment?

A. We used strong diagonal lines with alternating colors that bleed from the wall onto the floor. A lot of ethnic restaurants have strong painted floor colors, and since Everytable is going into urban neighborhoods, often next to ethnic stores, we wanted to communicate in the same language, but with a modern twist.

Q. What made GRCC a good fit for this project?

A. The fact that we could customize some options without doing a fully custom order. We had a custom logo engraved onto the table so that when you put two tables together, the logo continues onto the next one. We loved that we could pick the exact color of wood we wanted for the tabletops and the perfect yellow for the chair.

Q. What inspired your design?

A. We wanted to make an inviting space with a bit of a modern edge to communicate fresh food and represent diverse communities. They have a really strong mission and an activist nature that wants to grab attention. That's a big part of who they are.

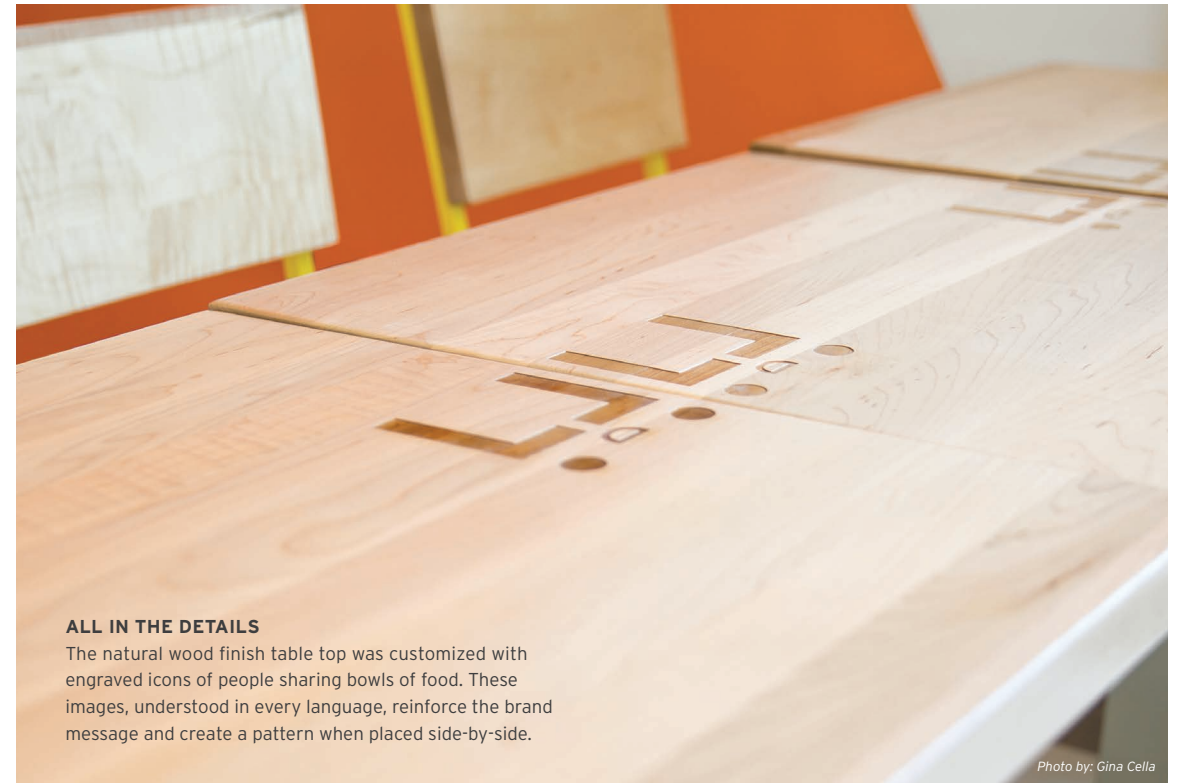


Photo by: Gina Cella

ALL IN THE DETAILS

The natural wood finish table top was customized with engraved icons of people sharing bowls of food. These images, understood in every language, reinforce the brand message and create a pattern when placed side-by-side.

LET'S GET COOKING

WHAT ARE YOU CRAVING?

- Fresh, tasty designs in dozens of styles, materials, and finishes.
- Unlimited custom capabilities to express your brand and your personality.
- Quality craftsmanship using time-honored techniques blended with today's sustainable practices.
- Nimble responses to all your budget, scheduling, and service needs.

Whatever you're craving, you can rely on Grand Rapids Chair Company to hit the spot. Give us a call, and we'll get cooking.

FEATURED PRODUCTS



BRADY DINING CHAIR

The Brady Chair pairs a versatile design with a solid wood back and seat and steel legs. Lightweight, yet strong due to its sled base design, it's ideal for high-traffic restaurant areas and commercial use. Everytable features Brady Chairs in a Natural wood finish with a Zinc Yellow metal framework. Also available in counter and bar height models.



BRADY PEDESTAL TABLE

The Brady Table features a square steel column and plate base with felt glides for easy reconfiguration. Its minimal design provides strength while complementing a variety of environments. For Everytable, the Brady Table was finished with a custom-engraved Natural wood top and a Gloss White base. Also available in counter height, bar height and communal style models.



GRAND RAPIDS
CHAIR COMPANY

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FRONT COVER
Photo by: Gina Cella

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