

## **Program Summary:**

A new brewery build out achieves a vibrant and welcoming interior that is grounded by timeless proportions and a classic material palette.

## **Program Statement:**

Brewery Saint X is located on the ground floor of a newly constructed residential tower in the South Market District of New Orleans, an active downtown neighborhood in proximity to the Superdome, Smoothie King Center and several theatres and performance venues. The architecture and interior design was tasked with performing a multitude of roles as a micro-brewery, restaurant and bar. The primary goal for the interior response was to capture the sensibility of New Orleans where both tourists and locals can experience the warmth and vibrancy by which the city is known.

Given its location in the heart of game day tailgating crowds, the brewery needed to fit the bill of a sports bar offering beer and pub food, televisions visible from every angle and flexible seating that could support large groups. The on-site brewery produces all the drafts on tap, each showcasing a unique brewing technique that can be referenced back to the brewing production floor and kettle equipment visible to patrons.

At the same time, the space needed to entice residents of the district and surrounding city by providing a refined and purposeful destination for food and drink. Intimate seating, warm lighting and a cohesive palette of finishes ensure the space remains inviting to parties of all sizes.

The resulting project is one that meets both the operational and experiential prompts of the project program, a functional food and beverage upfit that is set to become a fixture within the robust New Orleans scene.

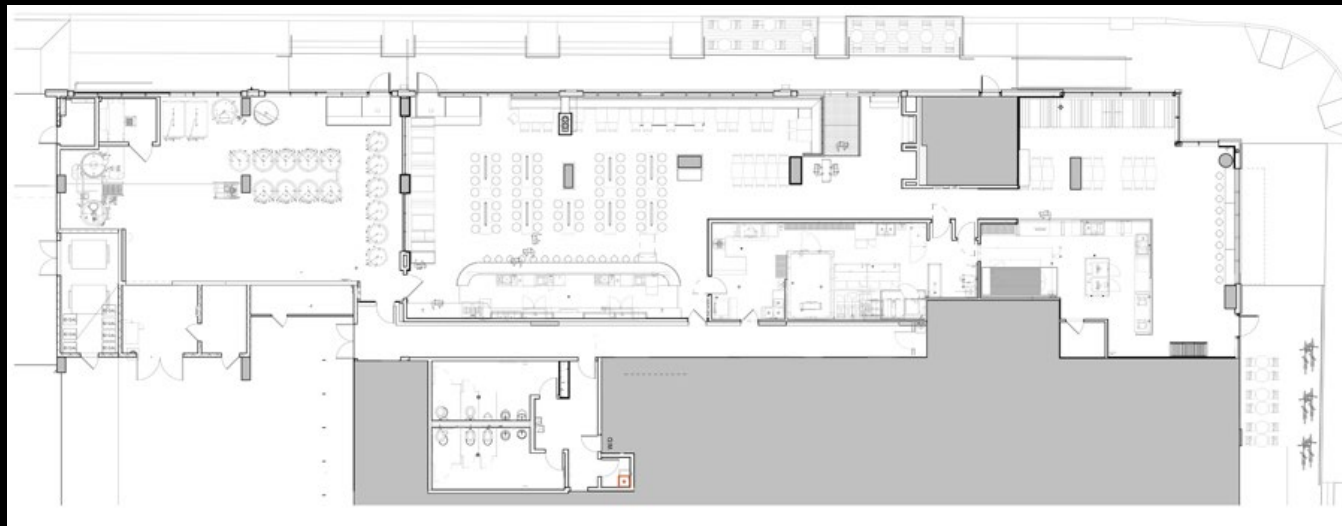
# IA-130.01

Building Area: (sf)  
**7,600**

Cost per Square Foot:  
**\$350**

Construction Cost  
**\$2,660,000**

Date of Completion:  
**January 2022**



# IA-130.02

## GROUND FLOOR SHELL

Oftentimes the ground floor uses of a large development are determined after the building has been constructed and its primary use put into commerce. For this project, what was foreseen to be a series of small commercial tenant suites were combined to meet the needs of one large food and beverage operator planning a twin concept restaurant with lunch counter BBQ service on the corner and a micro-brewery and brew pub occupying the remainder of the space. Columns and stormwater piping falling on the prior planned demising walls became freestanding objects that required careful consideration within the design.



# IA-130.03

## BREWERY DESIGN

There is a tendency for breweries to lean into the industrial aspects of the brewing process to instruct the interior design – it is not uncommon to find corrugated metals and factory style lighting in brewery spaces regardless of their locale.

With this project, the designers wanted to pay homage to the familiar industrial finishes of raw wood and metal while creating a warmer and more distilled interior environment. The use of beaded board claddings, divided light windows, and brick format tile also help ground the project within its New Orleans setting.



# IA-130.04

## FINISH SELECTIONS

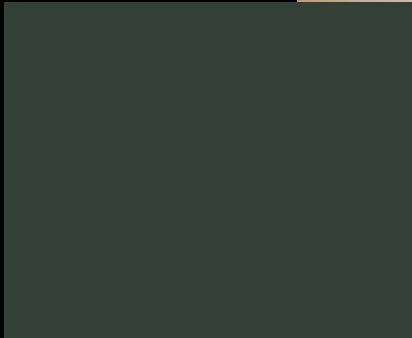
A handful of materials were utilized throughout the project to create a cohesive and unified palette of finishes that allow the individual moments to shape the space.

Cypress is native to Louisiana and was utilized generously throughout the project with a clear matte finish.

Unlacquered brass was employed in the more sculptural areas of the project such as the curved bar ends and as the backer for the draft faucets.

A matte terracotta brick tile with a raked texture finish was utilized as a wainscot around the existing concrete columns and within the window wall assembly that separates the bar from the brewery.

Paint colors were pulled from historic colorways including a classic hunter green and saturated cream.



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# IA-130.05

## BAR DESIGN

The long bar top is constructed from Cypress beams salvaged from a demolished building in New Orleans and maintain an ogee edge profile around the brass clad curved bar ends.

The dark stained beadboard bar dye adds texture and durability, and individual library style brass lamps are nautical mounted through the wood bar top.

The backbar design allowed the televisions to be a prominent part of the design process rather than an afterthought. The screens hold symmetry in a graphic band either side of the central drafts and signage and achieve a built-in look with the addition of a brass accent around the perimeter.

A small trim component centered on the otherwise crisp shelving edges adds a moment of detail that gives the millwork depth.





# IA-130.06

## BREWERY VIEW

No brewery would be complete without connecting patrons with the on-site production facilities. Here, existing concrete columns set a rhythm for the wall and a symmetry is established by recessing the wall and door that connects the bar with the brewery production floor.

The leaves visible at the ends of the bar height tables can be flipped up and locked in place, creating a communal table that can seat up to 14.



# IA-130.07

## WINDOW WALL

The openings to the brewery production floor are infilled with two divided light wood window walls that relate to both the size of industrial steel windows and the detailing of historic wood windows.

The more sterile stainless steel prevalent within the brewery is softened by the surrounding finishes. The booths allow for front row seating when the brewing process is in full swing.





# IA-130.08

## WARM LIGHTING

The emphasis on warm and dimmable lighting is carried through to the brewery where warm toned landscape lights cast an orange glow on the stainless-steel kettles.

A marked shift in finishes is evident between the bar and brewery with fiber reinforced plastic wall coverings and epoxy flooring. The wood of the window wall is finished with a marine grade varnish on the brewery side ensuring it can withstand the overspray of water during frequent cleanings.





# IA-130.09

## PRE-EVENT DESTINATION

The brewery is a new destination in the downtown area for people attending sports games, concerts and performances. Careful consideration was given to circulation and much of the seating is fixed in place to ensure it stays organized and efficient in order to support large crowds and gatherings.



# IA-130.10

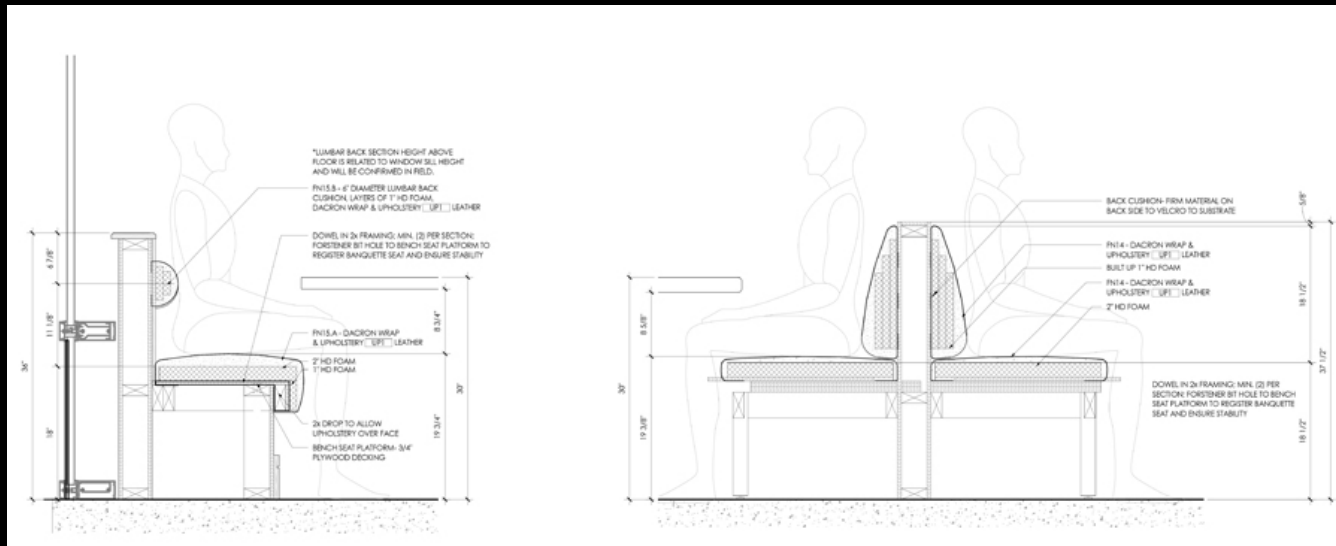
## MILLWORK DETAILS

The booths along the brewery window wall as well as the banquettes along the existing storefront wall were given careful consideration for comfort in the design.

The booths are intended to read more like furniture with legs and an open base as well as leather upholstery that can patina with time.

The banquettes utilize the same leather upholstery but maintain a fixed lumbar pillow that runs the length of seating. The banquettes help obscure the more modern storefront assembly and have direct views of the Loyola streetcar line.

The physical ergonomics of the seating were studied via mockups prior to the full fabrication of the millwork and upholstered components.







# IA-130.11

## COMPOSITION

The composition of the textures and finishes throughout the space ensure that even tucked away moments have character and depth.

The unlacquered brass at the bar ends continues as a trim component running the length of the bar edge - one example of a subtle detail that shows intentional design and craftsmanship throughout the project.



# IA-130.12

## CATALOGUE

A catalogue is defined as a complete list of items, typically one in alphabetical or other systematic order.

A unique and colorful poster is employed at the center of the backbar, adding a pop of color to the otherwise muted palette. The poster will be swapped out with new designs, likely corresponding to seasonal shifts in the beer offerings. The poster provides just the right amount of playfulness against the backdrop of the rigorously organized and symmetrical backbar.