

DYER-SMITH FREY

INTERIOR AND BRANDING

DYER-SMITH FREY Designs First Restaurant for US-Burger-Chain B. Good in Switzerland

„Natural Taste „and‘ Food from Farmers‘ - this is the strapline of B. Good, an American burger-restaurant chain, which has opened in recent years, thirteen restaurants in the US.

The first B. Good Restaurant in Switzerland (Langstraße in Zurich) was designed by the interior and branding agency DYER-SMITH FREY. The designer deliberately transfer the brand values of the burger chain welcoming and light: handmade, freshness, regionality and transparency.

DYER-SMITH FREY focusses on natural materials like wood, stone, brass and marble. The color concept: lots of white, light grey and beige tones. Inspired by the country style of the Hamptons, the design duo has created an atmosphere that appeals homely, almost private. Still the decor holds back discreetly - the food is the star.

The flooring of the restaurant is mainly light sandstone cobbles, especially in the bar and counter area, while natural, regional oak traces a path to the restaurant area.

Dark gray, non-vitrified steel structures used to delimit the individual restaurant areas, without affecting the open approach of the interior design.

All furniture such as tables, chairs and stools are drafted by DYER-SMITH FREY and were made in regional joiners workshops. The light-colored upholstered benches with high backs and solid-colored pillows put soft accents. Inspired by a market stand, the counter made of white marble tiles and natural oak, separates the kitchen from the restaurant and provide the customer with enough room to order.

Photo credit: Idealcomm Patrick Armbruster

Further projects of DYER-SMITH FREY: Hotel City Löweneck, Penthouse Hard Turm Park, The Studio Ringier Publishing House, PURO Social-Club, Nightclub LEXY, Grand Café Lochergut.
DYER-SMITH FREY Penthouse Collection.





Quality, Emotion, attention to detail and a close cooperation with clientele, are of highest importance for Dyer-Smith Frey. Designer-Duo James Dyer-Smith and Gian Frey are creative masterminds in different design-areas: From Interior-Design to Corporate Branding, from Web-Design to an own furniture collection. Diversification is their strength.

The joy of creation, the enthusiasm for aesthetic shapes and outstanding quality is not limited to one discipline for the duo from Zurich. In fact, within the different parts of their work, Dyer-Smith Frey cultivates an own eclectic-solid and timeless style that is inspired by design languages and details of different eras.

As interior designers James Dyer-Smith and Gian Frey create room concepts that convinces with a significant and emotional character and with stylish and simple solutions. This design approach is reflected by the furniture collection "DSFCOLLECTION". The unpretentious furniture and objects of the collection themes «The Collection 01», «Playful Creation» and «Penthouse», are exclusively produced in Switzerland and stand for traditional craftsmanship and high qualitative material.

The furniture is exclusively available at: www.dsfcollection.com and in selected interior stores such as red Box, Einzigtart and Zingg Lamprecht.

James Dyer-Smith und Gian Frey both studied at Zurich School of Arts Product and Industrial Design. Trained carpenter James Dyer-Smith worked at MACH Architecture in Zurich und for Tyler Brulé in London.

Gian Frey worked for Christophe Marchand Product Development in Zurich, at Architectural Digest Magazine (AD) in Munich and at Matteo Thun & Partners in Milan. DYER-SMITH FREY was founded in 2010, after having successfully cooperated for the project „Monkey Bar“ at Zurich Niederdorf.

www.dyersmith-frey.com