

# DYER-SMITH FREY

INTERIOR AND BRANDING

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## GRAND CAFÉ LOCHERGUT, ZURICH Designed by DYER-SMITH FREY Uncomplicated luxury for Zurich's Quarter Lochergut

For the interior design of Grand Café Lochergut Design Duo DYER-SMITH FREY created a contemporary interpretation of the Parisian coffeehouses in the 50ies.

On almost 130 square meters, encircled by generous window facades, the Grand Café Lochergut located at Badenerstraße in Zurich performs as a perfect "See and be seen" venue.

For this project, the owner - Restaurateur Yves Niedermayr, Furniture Dealer Adil Pajaziti and Interior Designer James Dyer-Smith incorporated their core competence perfectly. The result: a mixture of well-proven coffeehouse tradition, state-of-the-art design and contemporary cuisine. Culinary delights meets uncomplicated coffeehouse ambience.

Grand Café Lochergut provides different seating-areas: the bar, by the window, the lounge or the sun terrace. The dining area shapes the center of the room. Its social table offers uncomplicated encounters to the people from the quarter.

Three concise, rectangular columns and a generous, elongated bar structures the Grand Café. The interior concept is characterized by dark, vertically processed oak square timber and luxurious brass. The bar, accentuated by four chandeliers, is the visual focus of the Grand Café.

The rear steel-shelf-construction for the bar's bottles allows a view into the open kitchen. The warm, earthy color scheme is complemented by a bright, geometric wallpaper and armchairs made of gray suede. The furniture reflects these leading design elements: tables made from stained oak with brass milled edges, bar stools and benches in dark tufted leather.

The Grand Café shows a diverse, vibrant design-concept that unites bar, bistro, café and restaurant. A place in the quarter for the quarter.

Photo credits: [www.nicoschaerer.ch](http://www.nicoschaerer.ch)  
Building area: 130 sqm

Yves Niedermayr, Owner Restaurant Gartenhof and Cocktail-Bar Raygrodski, Zurich  
Adil Pajaziti, Furniture Dealer and Owner Walter Vintage, Zurich  
James Dyer-Smith, Interior Architect and owner of Interior and Branding Agency DYER-SMITH FREY and partner of Gian Frey.

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

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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](http://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](http://www.dyersmith-frey.com)**