

Watts & Co. gets a new lease of life with a stylish makeover by 'be design'



Celebrated for their grand but very practical designs, Audrey Gaffney and her team at 'be design' have once again created a wonderful space for customers to enjoy. According to owner, Brian Adair, the design created for Watts & Co. Steakhouse & Seafood Restaurant in Derry has the customers flocking in

The building once known as 'Spice Restaurant', is now called Watts & Co. This name was chosen as historically there was an old distillery located nearby that used to make the famous Tyrconnell whiskey and owner, Brian Adair, had an old whiskey jug from the distillery that inspired the new name for the restaurant. Old memorabilia from the distillery has also been used as artwork throughout the restaurant.

The restaurant owner realised that the restaurant layout was not working for the customers or indeed staff. He had heard how Audrey Gaffney and the 'be design' team had transformed other venues, including restaurants, and how the redesign had turned the fortunes of those businesses around in relation to attracting customers. So Brian recruited the services of Audrey and the 'be design' team to remodel

Watts & Co.

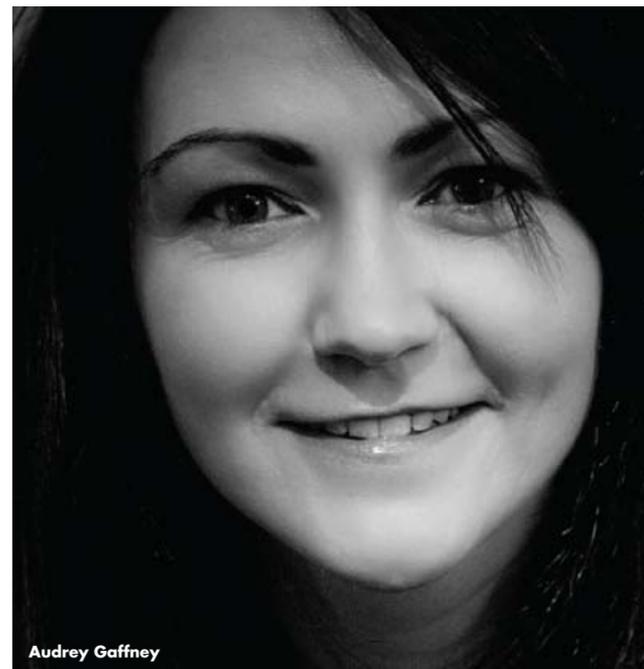
According to Audrey: "We were delighted to be asked to work with Brian on this fantastic project. As is usual with all our projects, we discussed a brief with the client and also spoke to the customers in relation to how the current lay-out was, or was not, working for them. We then got to the drawing board to come up with a design and of course agree the all-important budget before starting the work."

ABOUT THE DESIGN PROJECT

Audrey and the 'be design' team quickly identified a number of design and layout issues which had to be addressed, the main one being the main entrance which opened straight into the restaurant and a seating area with a large number of tables. This made the space awkward and uncomfortable for staff and customers.

Another issue was a large wine-bar, as it took up a substantial amount of floor space. To address this, the 'be design' team proposed different options to the client, and the decision to create a pre-dinner drinks area was taken.

The entrance was completely changed from what was once a small party room, and a new contemporary



Audrey Gaffney

wine bar/pre-dinner drinks area was created within this space. In order to

create more space, a disused staircase was removed and plaster taken away

to expose beautiful existing brickwork. Audrey went on to explain that, like any project they work on, the team are always prepared to encounter the odd surprise and Watts & Co. was no different with dry rot being discovered during renovation works. However the 'be design' team dealt quickly to rectify this problem and were delighted that with good planning it did not delay the fit-out program.

THE DESIGN AND FIT-OUT PROCESS

The team at 'be design' were fully involved from the initial design to management of the entire project dealing with suppliers & trade to ensure everything ran efficiently on-site throughout the renovations. The owner Brian Adair told us that having 'Be Design' involved was invaluable as they ensured that the fit-out program went smoothly but more importantly that the budget agreed was adhered to!

"The branding of the Watts & Co. was a very important element of the design and one that we had to get right", said Audrey. "Once the decision was taken to market the restaurant as a Steakhouse & Seafood establishment, it was up to us to ensure the brand followed through to the interior spaces which we did with great effect."

Muted soft colours were chosen to enhance the exposed rich brickwork and additional bricks were salvaged

for use in the main restaurant. Textured voile curtains were used as screens above panelled walls for more private dining, and dark wall lighting throws soft lighting back onto the brickwork to show off the texture. Large mirror-framed mirrors line a wall in an otherwise dark area allowing light to bounce around and add sparkle to the space. Red leather dining chairs and black leather chairs with cream piping detail gives a luxurious feel while 'booth seating' has been used to create comfortable small party and snug dining areas.

THE PRE-DINNER DRINKS/WINE BAR IN WATTS & CO. STEAKHOUSE & SEAFOOD RESTAURANT

The pre-dinner drinks area or wine-bar has been given a really elegant look. Soft brushed cotton in rich cherry red has been treated to deep-buttoning on the fixed seating, and dark timber storage trucks has been used as the coffee tables. A large tan leathered armchair greets customers as they enter, and the wine bar has been designed and constructed with a walnut timber countertop and painted panels with large studded details to the front. A faceted mirror wall lines

the back wall of the wine bar, with rustic wine holders displaying the fabulous choice in wines.

"Since we opened our doors as the newly refurbished Watts & Co. Steakhouse and Seafood Restaurant we are really busy, and in fact are turning people away at the weekends. The food, service and interior design are all drawing compliments from our customers," beamed owner Brian Adair.

Brian is right to be proud of this



fantastic restaurant as the food produced by Head Chef, Kevin Pyke, is getting fantastic reviews throughout Derry City and beyond. The restaurant management pride themselves on sourcing wonderful fresh produce locally in the North West with daily fish deliveries fresh off the boat.

The design created by Audrey Gaffney and her team at 'be design' combined with the fabulous fare means that Watts & Co. Steakhouse and Seafood Restaurant will be hard to beat for a night out in Derry.



We wish you every success with your business and please to be associated with **Watts & Co**

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