



missioning to ensure that all was as predicted.

Sean Beaumont, DDD Design, said:

"Being involved in this project with Richard's team at Camino was a great opportunity and we feel that we delivered the initial design solution from start to finish. There were many bespoke and difficult elements that we developed in conjunction with the team."

"The bar offers London's most comprehensive range of Cavas in a more indulgent space."

lighting design **ddd**

ddd Design worked closely with Camino to provide an energy efficient, detailed lighting solution.

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ddd Design t 01634 560 798

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Work began on the project in November 2012 and the grand opening took place in May 2013.

Adrian said:

"What's particularly interesting about the fourth site is that we introduced a dedicated Cava bar, Copa De Cava, which offers something a little bit different. Whilst the upstairs is a classic Camino in its design, the downstairs is somewhat of a departure and is set within the brick vaults of the basement.

"Richard is always looking at bringing something new to the offering, so we placed the Cava bar deep within the catacombs. The bar offers London's most comprehensive range of Cavas in a more indulgent space, whilst the bar's kitchen serves up a delicious offering of freshly prepared meat and seafood dishes.

"The Cava bar is proving extremely popular, whilst the Camino restaurant continues to draw in its regular crowd of guests upstairs."

To complete the creation of Camino San Pablo, external signage was installed, along with awnings and some external furniture.

Adrian said:

"This was a wonderful project and it was great to continue our association with the Camino brand. Richard and the team have become personal friends and I believe we have brought out the best of both of our companies strengths through our association with these restaurants."



Pizza Union

I-Am recognised

I-Am Associates is a London based branding consultancy and design agency, creating and delivering big brand ideas across some of the biggest names in the hospitality and retail sector. Working with a range of clients from The National Trust through to Coca-Cola and Diesel, I-Am Associates has been involved with numerous high profile projects, many of which have been recognised by industry peers.

At the recent Casual Dining Design Awards 2014, I-Am Associates received an impressive three nominations for sites that it had recently worked on – Chilango, Pizza Union and FerahFeza Istanbul. Pizza Union and FerahFeza Istanbul both received a nomination in the Best Designed Independent Restaurant 2014 category, whilst Chilango was nominated amongst a pretty impressive list within the Best Designed Multiple Restaurant 2014 category.

"...recognition at the Casual Dining Design Awards is crucial for us."

Receiving such recognition in one ceremony was very important to I-Am Associates Managing Director Jon Blakeney. When Premier Hospitality caught up with Jon, he said: "Being nominated three times was hugely ex-