



Theme Restaurants

Mike Kaplan, David L. Rockwell

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"...Evocative design that is narrative and transports you to another time and place," is how David Rockwell, famed designer of Planet Hollywood and myriad popular theme restaurants, describes this irrepressible phenomenon in restaurant design today. Theme Restaurants is visually entertaining--packed with vivid photographs, detailed floor plans, and retail and merchandising programs that explore the strategies behind such successful hot spots as the Official All Star Cafe, Dive!, Motown Cafe, Cheesecake Factory, and Rainforest Cafe.

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