

Los Angeles, California

Owner / Client: Marvel Entertainment

Area: 24,500 square feet

Cost: NA

In 1995, Marvel Entertainment approached TRM Architect regarding a new concept called Marvel Mania to be based on Marvel comic book characters. One year later, TRM joined the Marvel Mania team along with Planet Hollywood, Marvel Entertainment, Universal Studios, Rockwell Group as lead designer, and various consultants located throughout the country. The goal: create a unique and exciting new addition to the themed dining genre. The prototype for this new concept was constructed at Universal Studios Theme Park in Hollywood, California, with future sites to include Las Vegas, Orlando, and New York.

The Universal Studios site required partial demolition of an existing restaurant followed by the construction of an 11,000 square foot, two-story addition. In 1997, the new multi-tiered restaurant, bar, and retail area covering over 24,000 square feet opened with great praise. It featured 2D and 3D imagery and an audio/visual experience focused on a 400 square foot video wall. Moreover, the restaurant offers a variety of dining experiences including the “Danger Room,” “Control Room,” “Blackbird Room,” as well as a two level comic book wall where diners appear to be part of the comic book scenery.

Bright, illuminated, and themed signage at the interior and exterior clearly identifies the restaurant’s motif, and provides several “photo ops” for visitors to take pictures of themselves with superheroes such as Hulk, Storm, and Captain America, among others.

The creation of Marvel Mania required long hours of cooperative effort among many consultants located literally coast to coast. TRM is pleased to have been a part of the team responsible for producing this singularly unique, extraordinary dining venue located in the entertainment capital of the world.



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