

Owner / Client: Planet Hollywood International

Area: 2,000 square feet

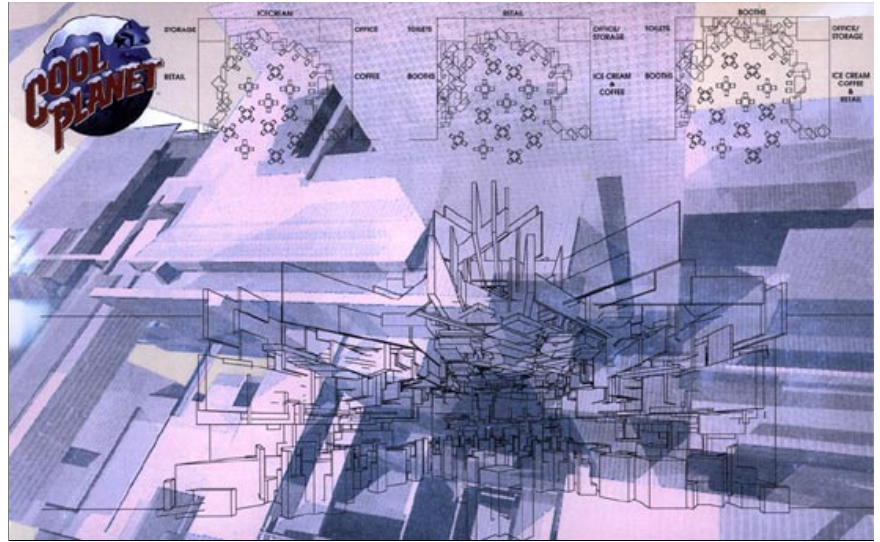
Cost: NA

After several successful projects with Planet Hollywood International providing services for various theme restaurants as the architect of record, an offshoot division approached TRM to provide schematic design services for a new theme, Cool Planet.

Cool Planet is to be an ice cream and coffee shop that can exist in a mall, an airport, or as a separate building. With the lack of a physical site to set a context for the project, considerable freedom was given when designing the concept. The task was to develop a concept that would be an appropriate reflection of the purpose of the facility, possible theming ideas, and to demonstrate how this concept and theme could be manifested into physical structures.

TRM presented two potential concepts. One based along a "Fortress of Solitude" theme utilizing a series of glass panels with transparencies ranging from opaque to completely transparent. This concept creates a cubist perspective by fracturing and combining various depictions of the physical world, illustrating the infinite variety of interactions between the observer and the world. What results is a space that reveals the inseparable nature of the relationship between observer and reality.

The other theme is based upon the primordial elements of earth, wind, water, and fire with these four represented in a variety of means throughout the space. Upon walking in the patrons find themselves standing on what appears to be an ocean, surrounded by large screens depicting various scenes of natural occurrences and phenomena from fossils to erupting volcanoes. The final effect is one of awe and a sense of the terribly beautiful power of the most basic elements.



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