

RELF DESIGNS FOR AMERICAN BURGER COMPANY RESTAURANTS

Frank G. Relf, Architect, P.C. helps bring Restaurateur John J. Tunney III American Burger Company concept to life.

Architect Frank G. Relf clearly understood John J. Tunney III's, concept and vision for the new American Burger Company eateries before approaching his planning board to draw and define the retro-Americana design for the burger restaurant chain. American Burger Company eateries have opened on Long Island in Hicksville and Huntington and another will open soon in Smithtown. According to Tunney, the American Burger Company is serving burger lovers "food that's fast and fresh." The very first American Burger opened in 2002 and today Tunney, restaurateur and originator of the idea, has plans to open 20 more on Long Island and even more nationwide over the next few years.

The American Burger Company was developed to satisfy the public's desire for hearty, sizzling hamburgers inside its handsomely designed retro-Americana eateries. Architect, Relf wanted to impart the nostalgic feel of the 50's and 60's both inside and outside, as well as include some high tech elements. "The design was created to transport families and friends back to the days of the drive-in burger places of the 50's," said Relf. "But don't be mistaken, American Burger Company properties are modern, state-of-the-art restaurants that people have adopted as a new tradition. For each property we have expanded on the retro theme, taking the concept to the next level," remarked Relf.

"The retro theme was cleverly captured by Frank Relf and his team in their designs of the American Burger Company locations. The firm's use of muted Americana colors - red, white and blue, and the textures and materials utilized were in keeping with the idea for a casual atmosphere where people would enjoy themselves and remember back to times when life was less hectic," said Tunney.

The interiors of American Burger Company establishments have rich natural hardwood floors that make a perfect foundation for the smart looking retro-red upholstered booths, the laminate and steel counters, white table tops and the white chairs. The bright white walls and ceilings serve as signature boards for those who take the 4 X 4 burger challenge and win the right to sign their names on the wall for posterity; they must eat the whole burger. Frank Relf knew the retro theme would need to incorporate modern entertainment technology, so plasma televisions are in full view and iPod docking stations are located in several booths. The look and feel of the interiors carries over to the exteriors of each restaurant. The star studded exteriors with red bottom-lit canopies and the effective use of red, white and blue, give the eateries a healthy, crisp, all-American look. For passersby, they represent retro-Americana design at its best and an invitation to enter and enjoy great American tradition.

For information about American Burger Company restaurants visit www.americanburgercompany.com. For information about the architectural services offered by Frank G. Relf, Architect, P.C. visit www.fgrelf.com.