

CONCRETE

FABBRICA

October 28, 2010

CONCRETE BRANDS CELEBRITY CHEF MARK MCEWANS NEW RESTAURANT

FOR IMMEDIATE RELEASE

Concrete Design Communications Inc. is very pleased to announce the completion of it's latest restaurant branding project – *Fabbrica*.

Fabbrica is the Italian word for “fabricate.” It is also the name of the new restaurant by Canadian celebrity chef and entrepreneur Mark McEwan. The venture is what McEwan calls “a true-to-form, Grandma’s cooking, down on your knees Italian restaurant serving roasted fish, Neapolitan pizza (made in wood-burning ovens) and homemade pasta. We’re not reinventing the wheel here, we’re just making good food.”

Working closely with McEwan and architects Giannone Petricone Associates (who brought Concrete into the project), Concrete created a visual identity that was inspired the burgeoning design aesthetic that emerged from the ashes of post-war Italy.

“Working with John and the team from Concrete has been an absolute pleasure.” said McEwan. “They brought a fresh and unique point of view to the table. Their ideas were outside of the box and exactly what I was looking for and I look forward to working with them in the future.”

Concrete designed the visual identity, menus, printed collateral material as well as both exterior and interior signage and environmental graphic elements.

For more information, please visit www.concrete.ca

ABOUT CONCRETE

Concrete is an internationally acclaimed Toronto design practice founded in 1988 by partners John Pylypczak and Diti Katona. We are known for our highly distilled, elegant, and intelligent style. Over the last twenty years, we have made a notable impact on the international design world and received numerous accolades along the way. Our reputation is founded on consistently delivering innovative, thoughtful, and functional design. We continue to build brands that are stimulating and meaningful to the consumer while helping to reach the marketing goals and business objectives of our clients.

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