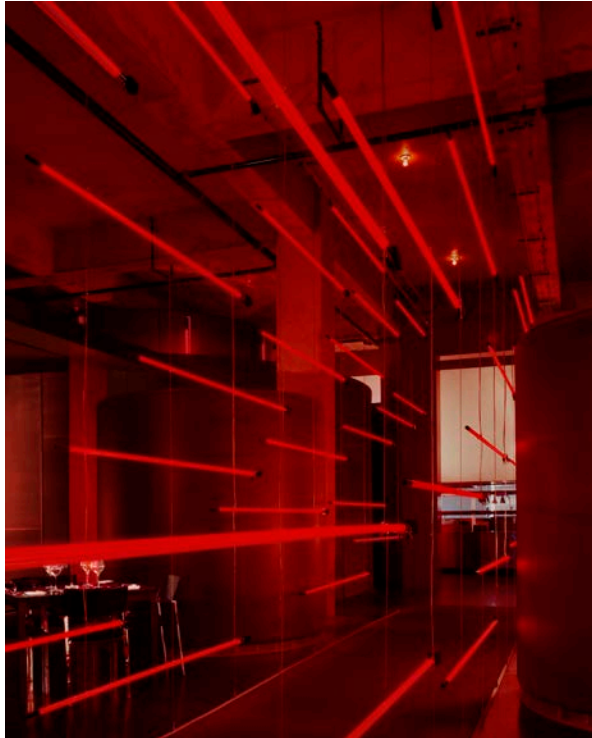
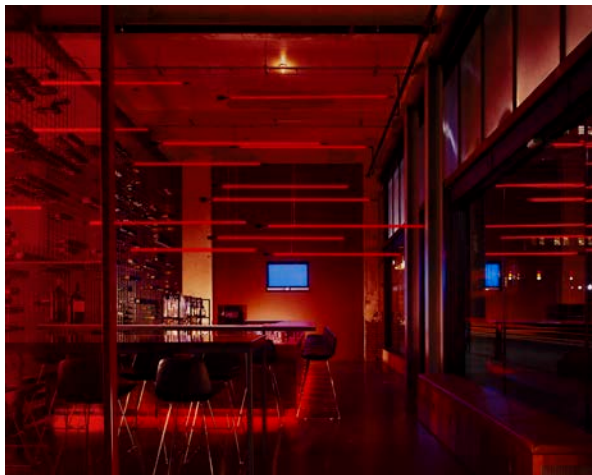




Main Entry/West elevation



Procession looking east toward exhibition kitchen



Bar looking south from the entry

Client: Red Prime Steakhouse, L. P.

Completion: July 2007

Scope: 6,000 SF
seating for 150

Cost: Shell - \$1.7M
Tenant space - \$300,000

Awards: Interior Design, "Best of Year" Merit Award; AIA Oklahoma Honor Award; AIA Central State Region Merit Award

Architectural Concept: Thoughts about RED...

- An experience that awakens / heightens your sense of vision, smell, taste and personal interaction
- Kitchen as stage
- Procession
- Glowing space
- Comfortable drama
- Raw and refined
- Personal scale and grand scale
- Memorable (at every level)
- How best to use the Broadway window?
- "Street magnetism"

Context:

The Buick Building is part of the historic downtown district known as "Automobile Alley." This area is a district building on its history as home to more than 50 car dealerships and their related services. Constructed in 1911, the Buick Building was the first automobile showroom in Oklahoma City and began what is now known as Automobile Alley. Unlike most modern sales dealerships, this was a direct sales outlet built and owned by the Buick Motor Company of Detroit. With its limestone ornamentation and embossed name, the two-story structure was well suited to the early automobile industry. Following the April 19, 1995 bombing of the Alfred P. Murrah Federal Building, the development of the Automobile Alley Main Street Program resulted in private investment in excess of \$30 million.

The architectural design takes full advantage of 18-foot ceilings, skylights and sheer volume to create spectacular urban beauty and drama. Each table offers an exciting vantage point for memorable dining experiences. The spectacular Wine Wall, some 55 bottles tall by 130 bottles wide, for a total capacity of 7,150 bottles, separates the RED bar from the Main Dining Room. Sweeping the room's grand dimension with a warm glow are suspended "rays" of red neon. These create energy and light that refract off the building's rustic walls. The concept is called Red Wind.

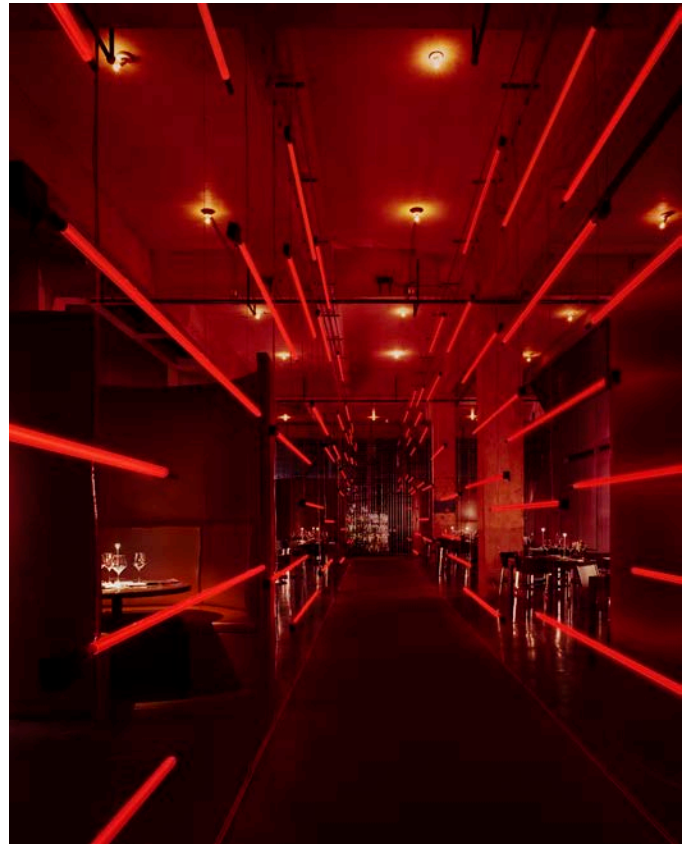
The rays frame a dramatic procession for diners entering the Main Dining Room. The focal point is the Exhibition Kitchen where red portal highlights the activity and a glowing grill.

RED offers private dining venues – each is a one-of-a-kind setting. Suspended above the Historic Buick's original automobile turntable is a sleek, red lacquer, super-private retreat for memorable events, which seats nine. In the Red Room, slip behind the translucent red fabric panels that separate this private venue from the Main Dining Room. It is secluded, yet the view adds an exciting dimension to the dining experience.

R E D P R I M E S T E A K



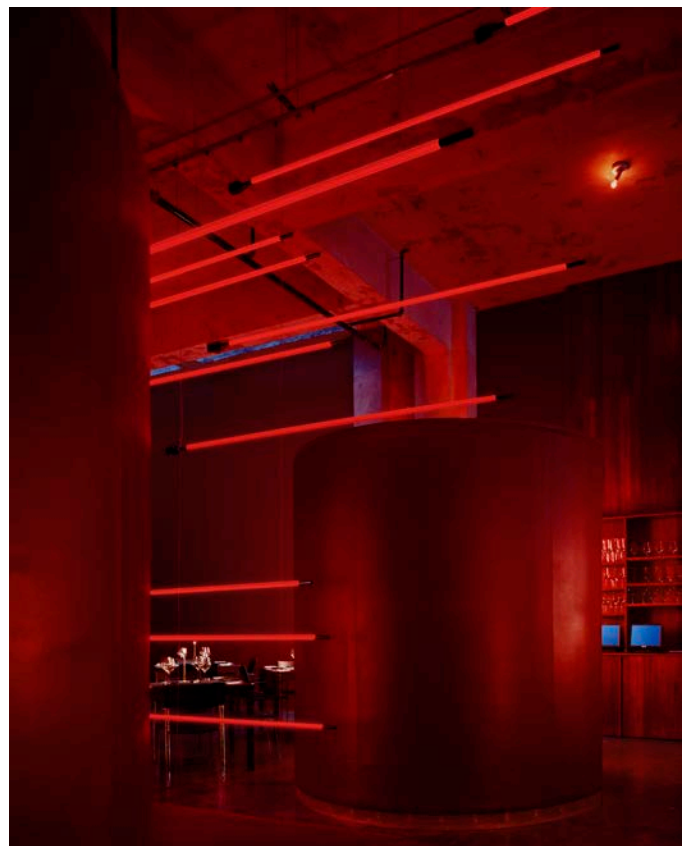
Procession looking east toward exhibition kitchen



Procession looking west toward bar

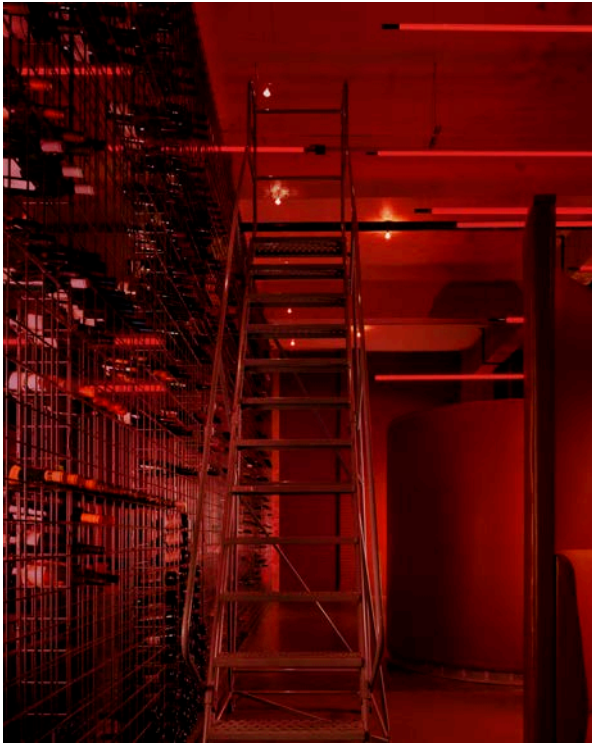


Stair to Mezzanine and partial procession

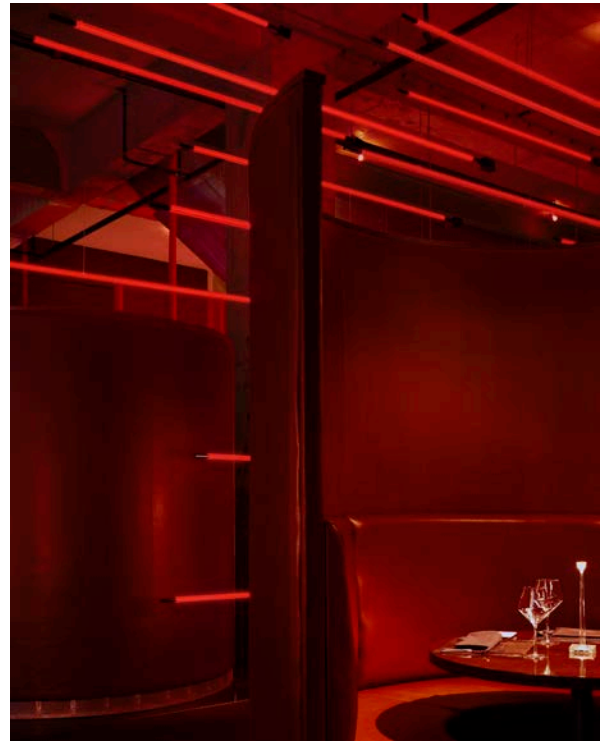


Procession Entry

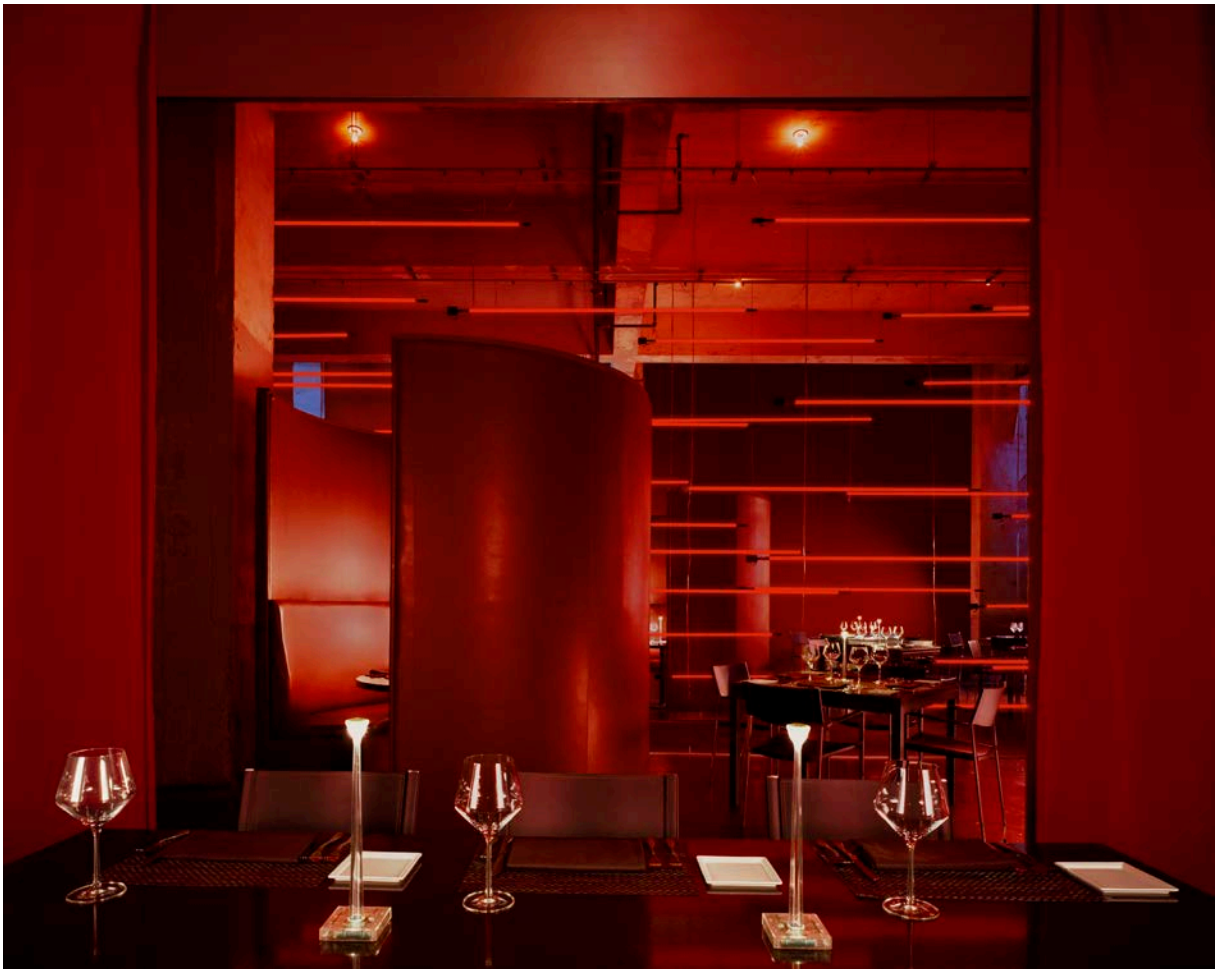
R E D P R I M E S T E A K



Wine Wall detail



Procession Entry and detail of "tall table"



Steel Room view looking south

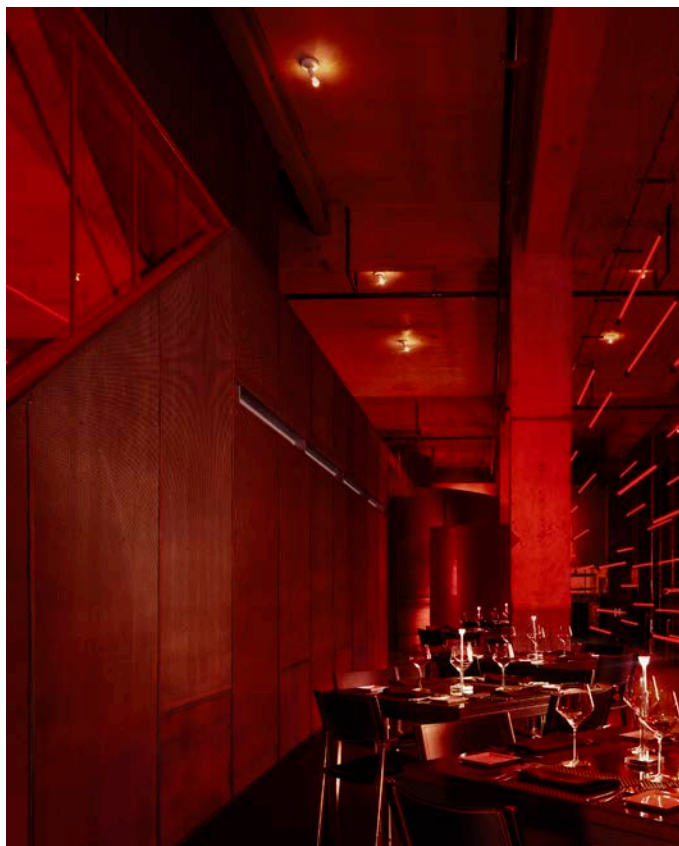
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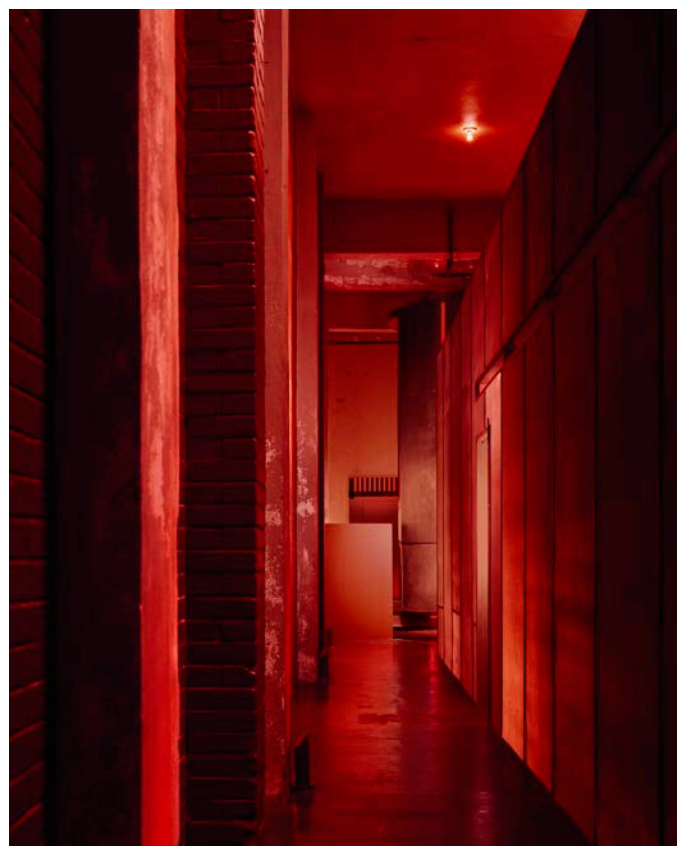
Procession detail looking south



South Dining Area looking east with Wine Wall detail



North dining area with toilet form and Mezzanine on left

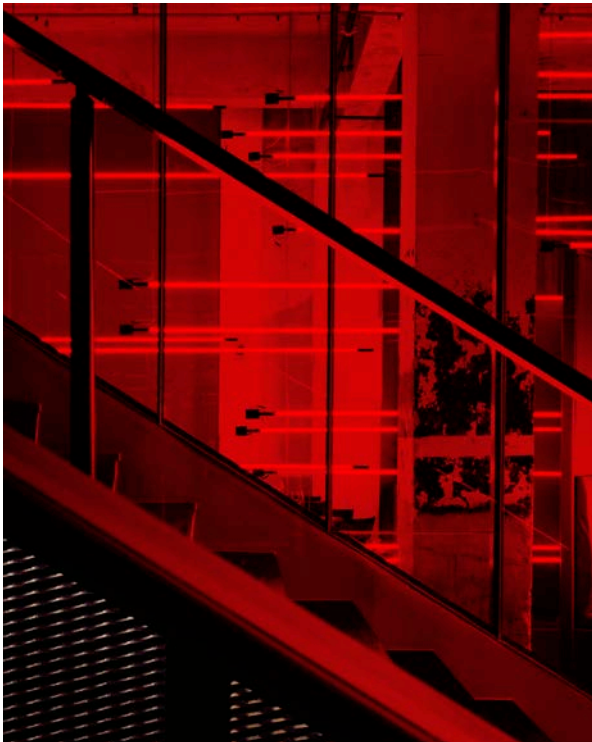


North corridor to toilets and Red Room (Turntable Room)

R E D P R I M E S T E A K



View from Mezzanine looking Southeast toward Exhibition Kitchen



View looking south through red acrylic at stair



Red Room

R E D P R I M E S T E A K



Turntable detail showing metal mesh steel structure and historic steel turntable



View of stair from second floor down to Mezzanine