

1705 PRIME

Raleigh, NC

CLIENT Rocky Top Hospitality
USE Restaurant
SERVICES Interior Design
COMPLETION 2007
CONTRACTOR McKenna Construction

The renovation and building addition of this 8,600 SF restaurant resulted in a complete makeover of a 1980's structure that now provides Raleigh with an up-scale, contemporary steakhouse experience which is unique to the region. The Design Team worked closely with the Client as well as the Contractor to develop a facility that serves the needs of multiple functions. From high-end dining to receptions and weddings, the new facility is well suited to meet the needs of various celebratory events. The JDavis Interiors team established the concept of "cool ranch" which marries elements of a more traditional steakhouse (ranch-type field stones, metals such as copper, and an abstract "tornado" sculpture which hovers over the reception desk) with a cool, contemporary palette of materials (mint greens, modular carpets, contemporary lighting, and sheer draperies which offer various table options for intimacy or openness.) An existing patio area was removed and a new 1,300 SF Private Dining facility was built in an American Ranch style design. This addition provides direct access to the Stinger Lounge, a completely remodeled bar area that now features warm, contemporary lighting, lounge seating, and an exciting bar with a built-in aquarium as its backdrop. The result is a dynamic series of spaces that afford the client the opportunity to provide a wide range of options to its patrons in a custom designed, unique facility.

