



Approach:

The Schwartz Brothers wanted to create a seafood restaurant that incorporated a fresh dining experience with a retail “fresh from the docks” experience as well. This new restaurant was located in Chandler’s Cove, in Seattle, Washington and was named Chandler’s Crabhouse.

Environment |

“Tim girvin and GIRVIN have been a valuable part of the Schwartz Brothers team beginning with the Schwartz Brothers corporate logo, followed by the entire graphic design package at Chandler’s Crabhouse and Fresh Fish Market. At Cucina! Cucina! Italian Cafe, they played an invaluable part in helping create the Cucina! Cucina! brand identity beginning with the logo itself, signage, menu and our retail line of clothing, food products and other merchandising applications. Essentially, they brought the entire concept together and, without their contribution, Cucina! Cucina!, Inc., would not be where it is today.”
 Bill Schwartz | Schwartz Brothers Corporation



Result:

GIRVIN partnered to position this new crabhouse “fresh” concept. Designing a complete identity that include a new name, customized alphabet, brandmark, signage and an integrated interior mural conception. The GIRVIN design team also established an impressive art collection for the restaurant’s interior acting as art buyers for the space.



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