



Delivering Iconic Interiors

Dublin-based design studio, Millimetre Design, has just completed the refurbishment of one of Ireland's most iconic venues, Café en Seine. The transformation is stunning and is complemented by Millimetre's redesign of the venue's logo, signage and printed menus. Ronan Holohan, Managing Director of Millimetre Design, told us more about this renovation, the evolution of this innovative design house and he discussed some of the other projects they are involved in.

"Café en Seine hadn't been renovated in 26 years so we began by looking at where the business could go. The late-night bar business has changed so much and large sections of the venue were not used for the majority of the week. It was a very dark bar and it wasn't known as a day-time venue. So, working with the client we developed a whole new concept centered around the venue being more food orientated, a venue for casual coffee, meetings and maximizing the venue's potential revenue."

Café en Seine, Dublin



Café en Seine, Dublin

The space at the venue has been completely re-imagined to ensure it caters for maximizing the customer experience. Everything from the venue layout, to the food offering to the drinks service, the uniforms, as well as the music, all have the customer in mind.

Ronan explains, "It is a really long venue so we opened it up at the back and developed an entrance at Anne's Lane via South Anne Street. We based the concept for this area on a Parisian street and we added a retractable glass roof which has opened up the building in terms of light and space".

Accessing the new Café en Seine from Anne's Lane, customers enter the venue into the Parisian inspired, indoor street garden, complete with traditional stone facades, faux shop fronts and 7-metre high trees. The 11-metre high space features a retractable roof that can be opened during hot, sunny days. The area is multifunctional, allowing customers to enjoy a casual dining experience during the day and a lively bar space at night.

Another significant change in the venue has been the complete redesign of the main Dawson Street entrance. To address the issue of poor kerb appeal, the design team created beautiful new terrace and foyer spaces. The existing double doors were replaced with bi-folding doors to create a new large covered, heated terrace area. Attractive awnings and contemporary signage create a very 'French' and very stylish first impression.

"We re-designed the menus, the uniforms, as well as the flow and movement throughout the space. Every aspect of the physical environment is considered in our designs. We are a design studio first and foremost, offering a lot more than an interior architect/interior design specialist can. In 2011 we brought in a full-time graphic designer and we have grown that team and that aspect of our business ever since. The link between brand and interiors is an essential part of what we do".

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Café en Seine, Dublin

Wishing Ronan and Millimetre Design continued success in 2019



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The new design at Café en Seine, features several dining experiences along with a host of bars and bespoke event areas. Each area has been designed with incredible flair and with supreme attention to detail. Each area is jam packed with bespoke design features. There is so much to take in, so much so, several visits might be needed in order to fully appreciate all the detailed finishes!

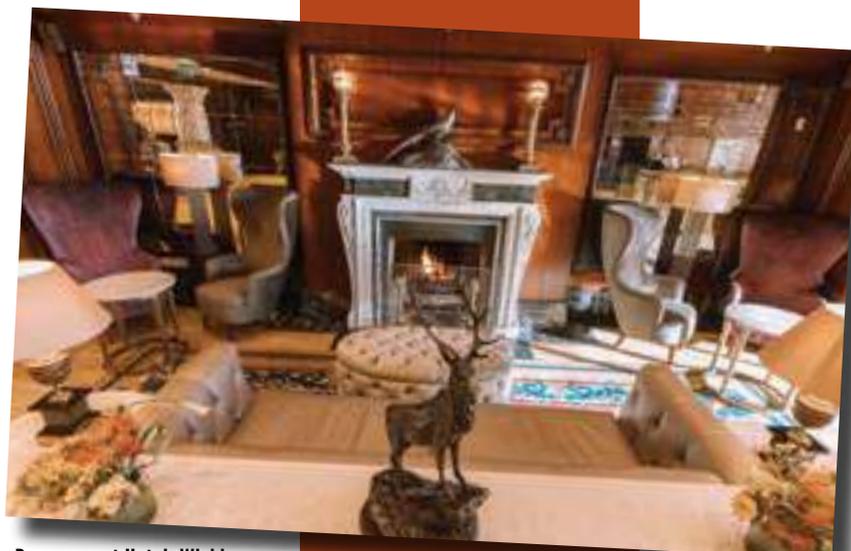
However, it the customer experience that Ronan believes is what brings customers back to a venue. "People will remember the experience they had in a venue and that's what will bring them back. So, we focus on, what people will perceive when they first walk into a space and the experience they will have. For example, in hotels now, the big foyer is gone, the boardroom is gone. People are having more casual meetings, afternoon tea. The foyer, bar, casual eating experience are all linked now. I believe the industry has to continually invest in the customer experience and getting the design of the physical environment right for their target audience is crucial."

Millimetre Design are currently working on a variety of exciting projects throughout the hotel and restaurant sector including; a distillery at Powerscourt, a coffee shop in the Centre Parcs Holiday Village in Longford, an extension to The Spencer Hotel, a re-branding of the Butler Pantry range as well as a number of other hotel, spa and eatery projects.

However, if creative, innovative design is crucial to creating the right customer experience, equally so is delivery and Millimetre Design have more than proven their ability over the last fourteen years, in this regard. "I believe there are lots of people out there creating good design but do they deliver? We are experts in the delivery of design and brand innovation for our customers and we are leaders in delivering hospitality brand experiences".

Some of the many design highlights in the Café en Seine refurbishment include; the commissioned mural to the existing chimney breast in the Foyer, the mosaic floor, the marble fireplace and fine art feature wall, all in the Terrace area. The library, complete with bespoke furniture and a stock of hardbacks sitting on solid oak book shelves, with statues above, is luxurious and atmospheric. The original mosaic ceiling, in the Grand Bar, is truly magnificent. It has been restored and embellished with oversized pendants and complimentary LED lighting. It makes a breathtaking backdrop to the new décor and the stunning Art Deco bar and back bar.

Millimetre Design is a dynamic design house vying to create innovative brands and interiors that compare with the very best in the industry worldwide.



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Chopped, Smithfield



The Westin, Dublin



Trinity City Hotel, Dublin