

Case Study:

Xu Restaurant and Lounge, Vietnam



The creative forces behind **Xu** Restaurant and Lounge have fused delectable food and chic interiors with smooth, friendly and humble service that has a refreshing attention to detail.

As Vietnam opens its doors to the world, the role of food as part of Vietnamese cultural and social life is changing. More than just sustenance, cuisine is an essential part of how the people of Vietnam define themselves.

Xu Restaurant Lounge is central to the evolution of modern Vietnamese cuisine. Sometimes known as “Nouveau Vietnamese”, the idea of updating and modernising authentic and traditional cuisine itself is not new.

Nouveau Vietnamese food is both true to its roots and refreshingly contemporary. It sometimes involves the simplification of a complex dish to emphasise particular ingredients, but it can also mean extracting well-known ingredients which are unique to Vietnamese traditional cuisine and using these ingredients in a completely new way.

Similarly, new techniques can be applied to an authentic and well-loved dish and ancient techniques can be applied to a popular new combination of fresh produce and ingredients.

Xu Restaurant and Lounge, in the heart of Saigon’s fashion, food and lifestyle district,



embraces fine Nouveau Vietnamese food in an elegant yet casual dining atmosphere. Designed by **dwp, Xu** Restaurant and Lounge brings a new perspective and attitude to everyday life in the realms of gastronomy, interior design and service.

Design

With over 10 years experience in the interior and furniture design field, **dwp** and **David Chang** have played an integral role in establishing and defining the design industry in Vietnam.

Classicism is transported through time – plentiful drapery, pleated curtains, over-sized silk lamps and Louis XIV-style furniture is combined with laminate glass paneling, terrazzo, wood and leather. Diners are guided by a clean nutty brown band of light from the street up to the first floor whereby the room unfolds into a cozy yet contemporary lounge, and an elegant dining area. An exposed ceiling providing a glimpse of the mechanical ductwork is juxtaposed with the rhythmic patterning of the walls and the flooring. Poetry comes into motion with a hanging mobile art installation made from wood corks and classic chandeliers.

As a founding partner of **dwp**, David's strength lies in providing design concepts, space planning, and furniture design that make a statement. He has proven his wide-ranging and comprehensive local market knowledge with a portfolio that includes local and multinational clientele tallying up to over one hundred projects completed to date.

Client: Xu Restaurant
Design Company: dwp, Vietnam
Project Completed: April 2007

