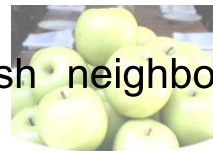


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20th & Spruce, Philadelphia, PA

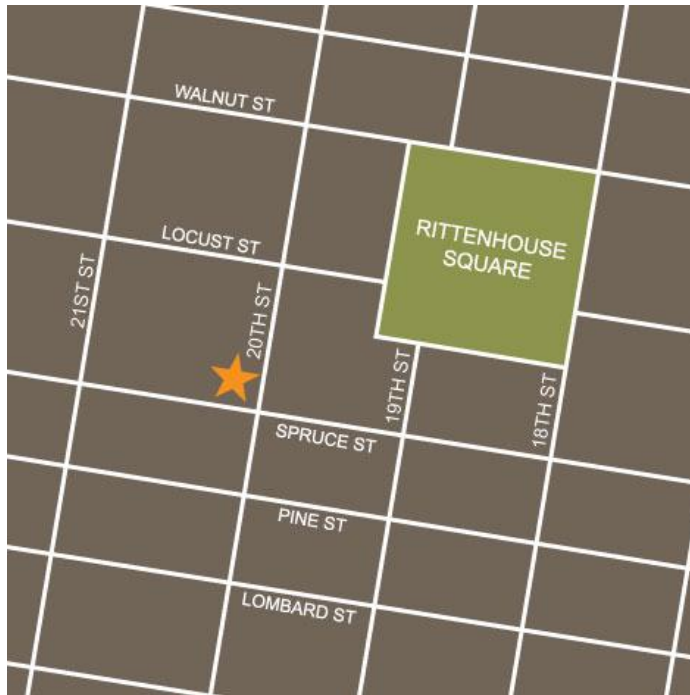


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Proximity



Situated in the **heart of Philadelphia's Center City** district, AC is in the middle of city life. Surrounded by a variety of boutiques, eateries, cafes, bars, city living, Walnut Street shopping, and Rittenhouse Square Park, AC is a central hub and **simple choice** for hungry passers. In addition, located between three major thoroughfares, I76, I676, and I95, it is an easy commute from the suburbs. Finally, AC is located in walking distance of University City, and with AC's reasonable pricing, it is a it with the academic folk.

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Continuity...

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Proximity – A Little Closer



Specifically looking at AC's block, the restaurant is conveniently located across the street from **Food and Friends**, a local market featuring local and unique beers. Since AC is a byob, the convenience of having a **neighborhood** shop to pick up Philadelphia brewed ale adds to the restaurant's charm and appeal.

Twenty Manning is just across the street, so AC diners waiting for a table are welcome to wait at the Twenty Manning bar, adding to AC's **convenience and simplicity**.



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Who They Are...Nostalgic & Neighborhood



In Audrey's own words....

Dine **cheek to cheek** at **Philadelphia's own** little slice of the West **Village**, Audrey Claire, a Mediterranean **BYOB**, one of the **city's favorites**. Between the South-of-France simplicity, Israeli couscous, mezze, grilled fish served head to tail, and the olive oils of those **rustic lands**, **you'll feel** like you've taken the grand _____ tour.

Our **intimate, open-air restaurant** offers a rare opportunity to experience the theatrics of a **small kitchen**. Get **up close and personal** at the rustic chef's counter to **observe** the food being prepared. Throughout spring to early autumn, our cafe windows are **wide open**, displaying **signature** arrangements of **sunflowers and bowls of crisp Granny Smith apples**, and our **outdoor tables line the street**. Rittenhouse Square neighborhood **flair, simplistic atmosphere and innovative** fare are just a few of the features that have made us one of **Philadelphia's mainstay restaurants**.



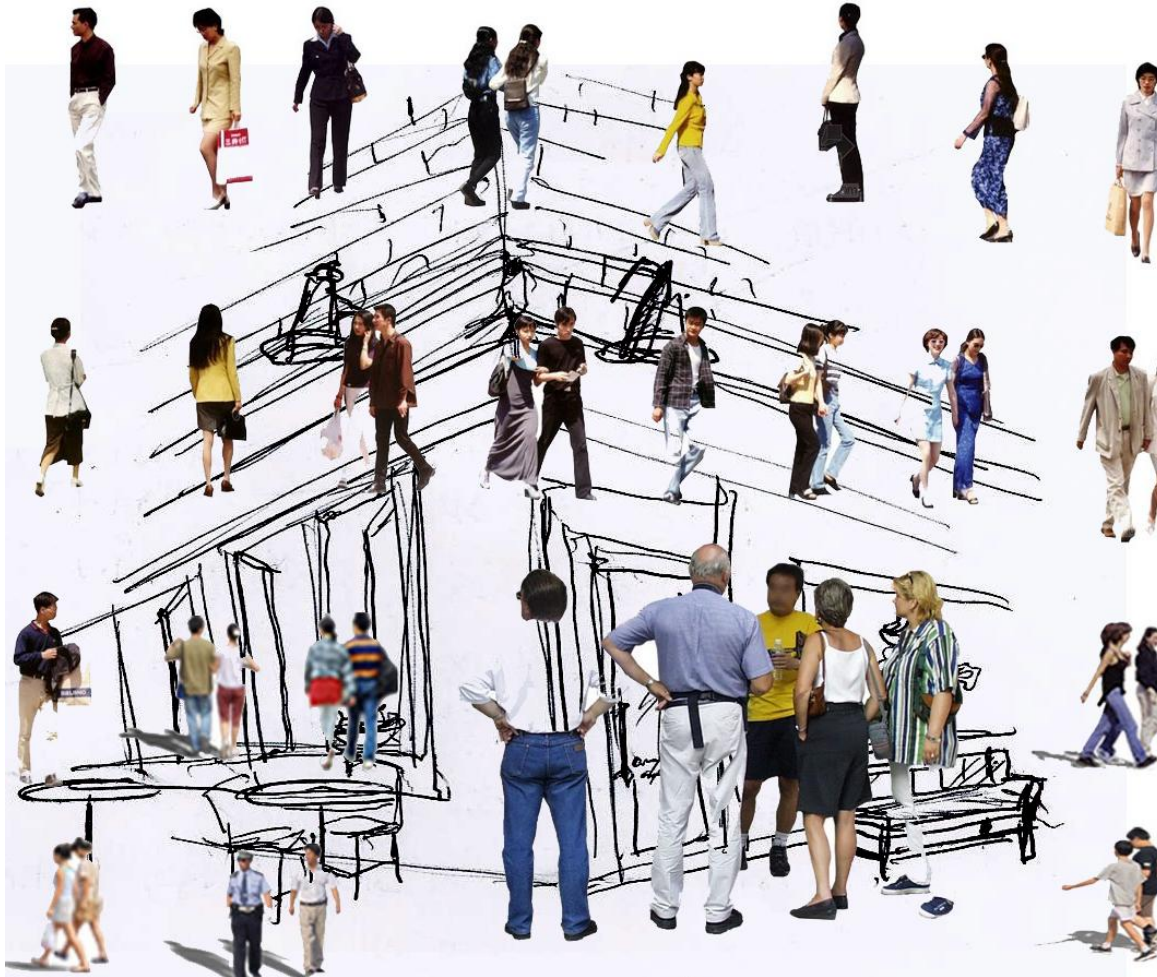
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Continuity...

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Popularity



People attract people, and with AC's central location and a plethora of people passing, it's common to see a cluster in front of this **hot spot**. Furthermore, with its **open-air appeal**, people can see diners enjoying their **experience**. The restaurant's outdoor seating almost becomes one with the **neighborhood**, enhancing Audrey's **natural and fresh** appeal, and once again, manipulating the affect of people attracting people.

In addition, it's the type of place where locals dine with guests of the city, yet all feel at home in AC.

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There's a Crowd: People Are Talking About...

6/1/2011 1

They were PACKED for a Sunday.

Service was excellent despite being very busy. The staff was really fun joking around with us and suggesting places for us to go out afterwards.

3/23/2011

Don't mistake this place for just another one of those teeny BYOBs in Rittenhouse Square - this spot is a gem!

Though we didn't do dessert, the tables to our right and left both had the hazelnut crepe with ice cream and it looked divine! Judging by our neighbors' mmm's and the fact that their plates were practically licked clean in two minutes flat, I can't imagine they didn't love it.

6/9/2011

Side dishes are great. And the grilled octopus salad was good. And don't wait till u are starving to go because they r very slow.....

The only thing I feel I should warn about is that it's really tough to get a reservation, but well worth the wait.

I would highly recommend this restaurant for dates -- as the tables are so close together and intimate that you feel like you are spilling into your neighbors --lending itself to great people-watching, conversation-fodder and no awkward silences. Also a great place to go with friends for lively chatter, but no business dinners here.

I scoured the streets for the "tiny BYO with the open kitchen and big windows and the perfect papardelle." I was thrilled when I re-discovered the restaurant on Spruce Street and found it unchanged in charm.

Prices are reasonable, considering it is mere blocks from Rittenhouse Square. Many entrees are

1/20/2011

Here's the thing... Most of the negative reviews of this place have revolved around pretentious staff and loud atmosphere, two things I think I can handle. I was pleasantly surprised when the staff was more professional rather than pretentious. They're a small, busy restaurant with high turnover, I don't blame them for being on top of their game, versus being OVERLY concerned with each customer. I'm here for the food anyway.

Yes it's a bit bustling in there but I really enjoyed the vibe.

There is a cool beer and wine store across the street which is PERFECT since its BYO.

1/23/2011

Four of us went out on Friday night to take advantage of Audrey Claire's restaurant week menu. We stood at the door, uncomfortably hovering over a few tables before we got our table.

The place was calmer when we left. There were no more hovering crowds at the door. It was you a good dining experience.

5/27/2011

I'm pretty torn about Audrey Claire. It's a fun, trendy atmosphere and I've had some great meals here. But I've also had some thoroughly "meh" dinners here that didn't merit the price tag by any stretch of the imagination. And it always has a long wait.

1/18/2011

This place gets a lot of rave reviews and I can see why. Neat atmosphere, BYOB and great service. The food is good too. Don't get me wrong but I don't think it's all it's cracked up to be. I don't know anyone who doesn't like it and I have only been there once.

Better to go on a random night like a Monday, or to eat early (like 5:30) because they always have lots of reservations.

11/9/2010

BYOB boasting 'classic' meats/fish/pastas. It's a cute place off of Rittenhouse, but I was underwhelmed with most of the food, and service was pretty slow (although, to be fair, it was a busy night when we went).

11/27/2010

We arrived to a pretty chaotic situation. They were understaffed that night with only 3 waiters/waitresses. Took a while to get our table and after we did get seated had to wait about 15 minutes for the waitress to take our order. She did bring over a bottle of complimentary mineral water though which was really nice.

10/2/2010

During the week be sure to make a reservation because it does get full. Also, on the weekends they don't take reservations however if you put your name in your can go grab a quick drink at Snackbar which is just across the street and a little bit north.

3/13/2011

The service is of a decidedly pushy variety. As in "we might need this table, let us try to move you as fast as possible, and take plates out from under you while you are still eating." No thank

Oh, quick tip: As you probably know, this is a BYOB, but unlike many, it's conveniently located across the street from a super-cute store with an amazing variety of beers and wines. You may also need to stop in here to use their ATM, since Audrey Claire is cash only.

11/22/2010

I felt quite claustrophobic. It's..... tiny. The waitress had to squeeze through to get our orders which made me feel a little uncomfortable watching. I went with one other friend, and I was sitting literally back to back to the group behind me. I was shoulder to shoulder to the couple on a date next to me where I can easily listen in on their conversation and possibly could have mistaken my water for their white wine glass (Mmmm!!).

2/6/2011

This is one place I would like to visit again. Audrey Claire is a small BYOB that is very intimate. I went there for a work celebration with 5 other people and although we had a reservation we still had to wait about 45 minutes for a table. Once we were seated we were not rushed to get up. This is a great place for a romantic date or fun place for a small group of friends.

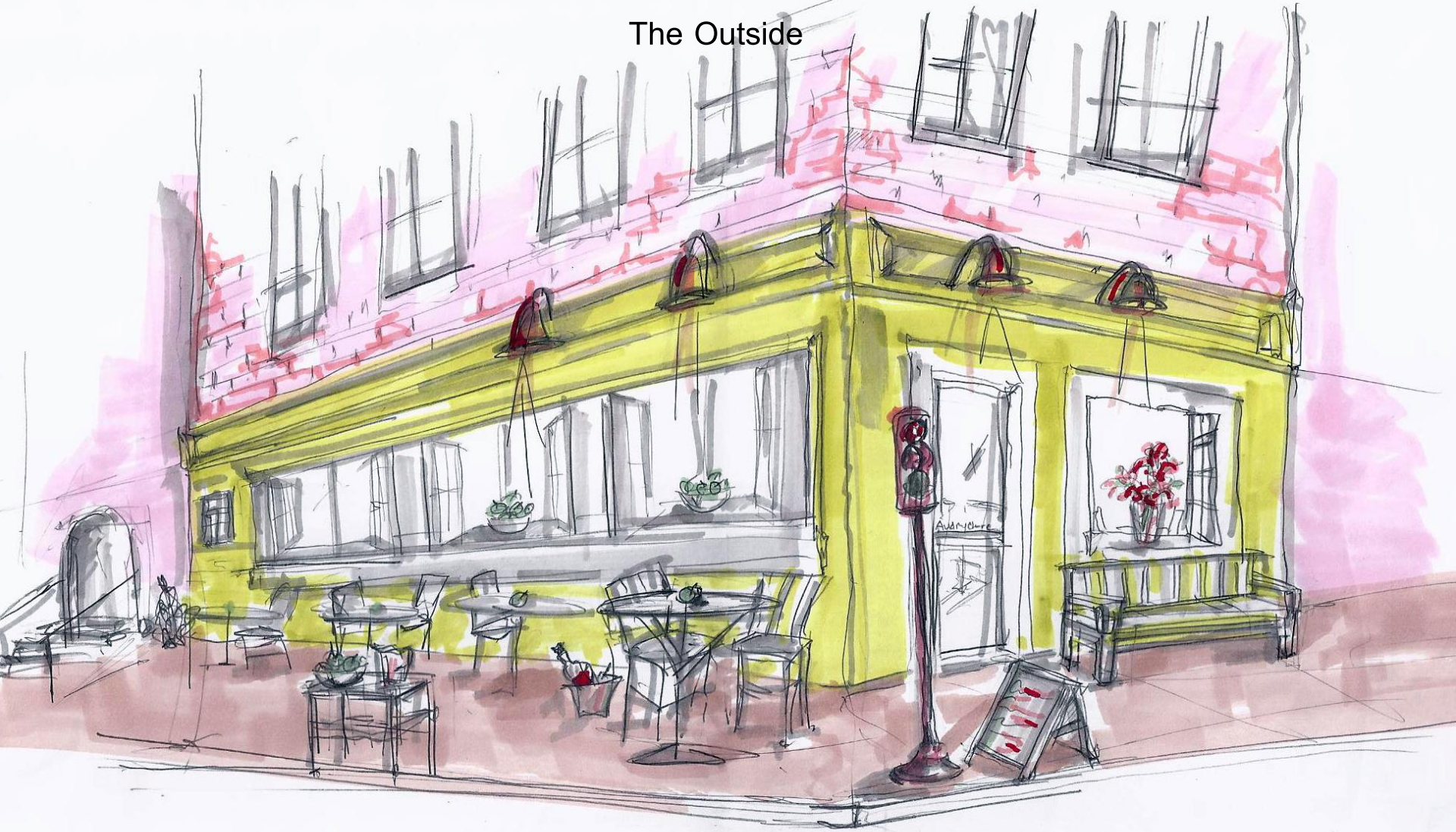


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Continuity...

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The Outside



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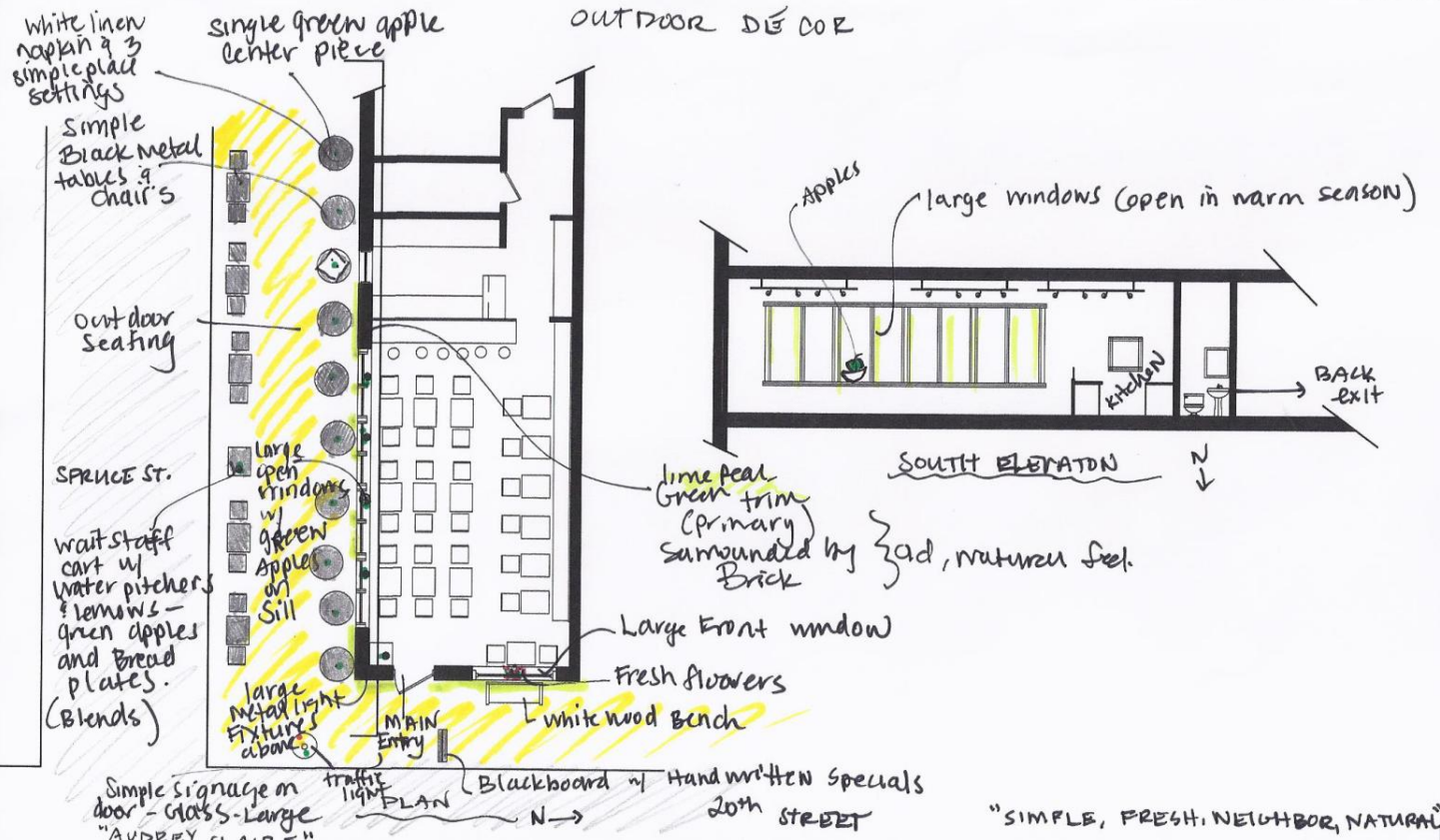


Continuity...

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The Outside

Externally, AC's design works to enhance the feel of the restaurant. Its **crisp green paint** pairs with its **fresh apple displays**. The **open windows welcome the neighbors** and **fresh air**. The **white bench** allows passers and waiting guests to relax. The chalkboard specials state down-to-earth. The outdoor seating, brings the **interior outside**. The simple signage eliminates pretentiousness. It **works as whole** to maintain its simple appeal.



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The Inside



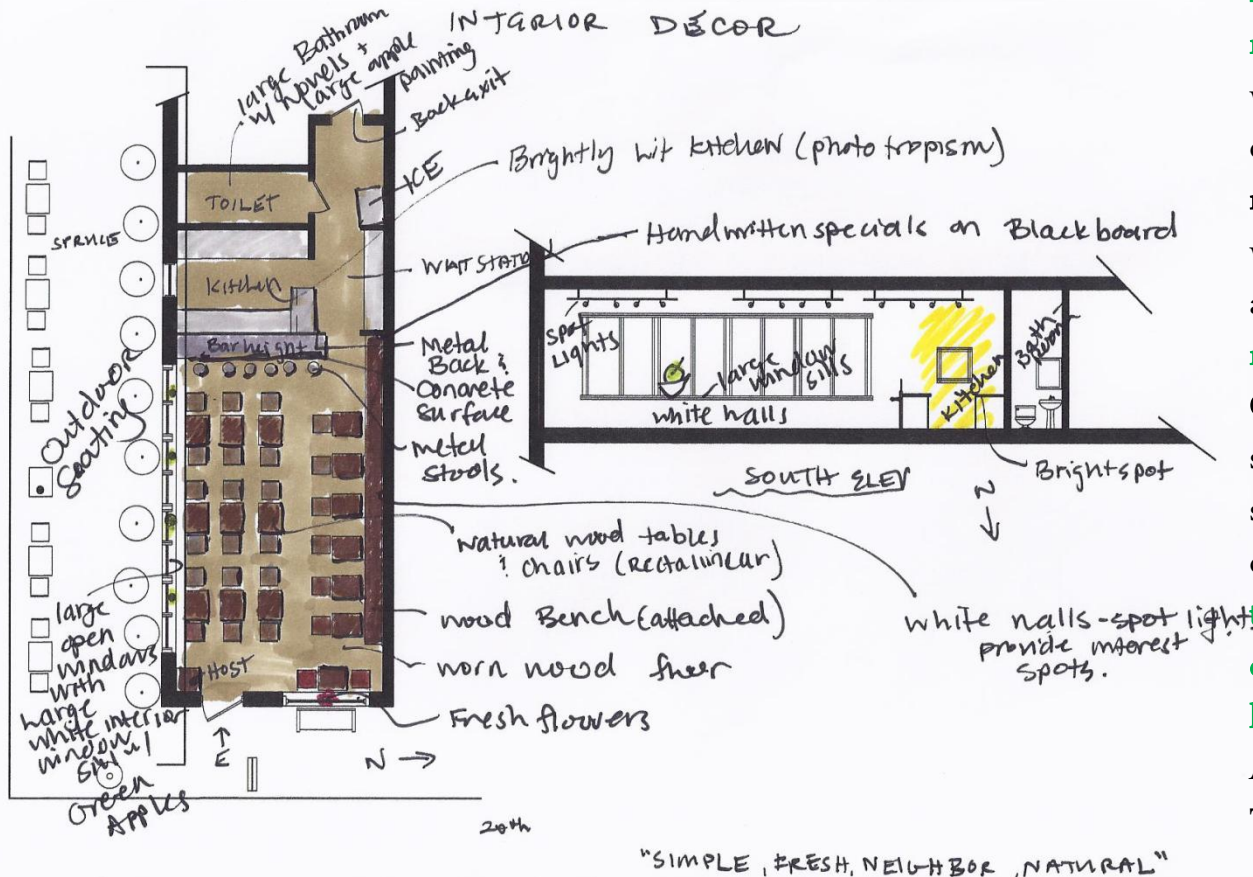
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Continuity...

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The Inside



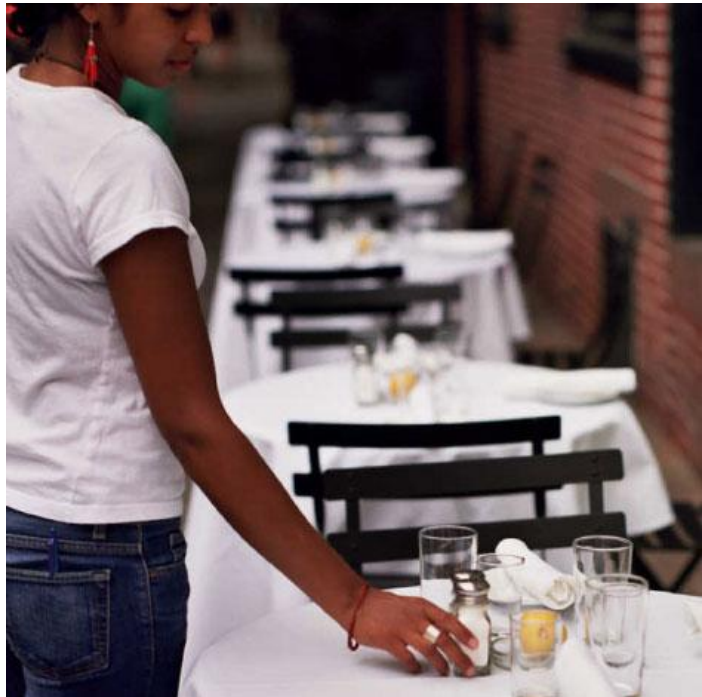
Internally, AC's design **aligns** with its exterior, bringing the fresh outdoors inside. Its natural wood surfaces are **fresh and honest**. Table settings are **minimal** with small glass wine tumblers, white linens and a **simple** apple centerpiece. Tables are close and in a **rectilinear arrangement flowing fluidly** with the angles of the room, establishing an **overall pattern**, and creating **neighboring bonds** between diners. **Crisp** white walls are **naked** with only spotlights used for variation, while specials are **hand-written** in chalk on a corner black board. The real **focus are the diners themselves, the natural outdoors and passers, and the open kitchen**. The **open kitchen** enhances Audrey's aim of **exposing** its roots. There is nothing to hide in the décor of AC. It is simple, fresh, welcoming and natural. It is the Audrey Clair **branded environment. Its identity.**

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Design Principles



AC's design not only works for its finishes, but it creates continuity through the use of various design principles. The successful use of large glass window that open in summer months establishes a **solid and void** relationship. In addition, the use of **rhythm** is applied to the repeating table layout, while **variation** is created by having vertical and horizontal rows of tables. The bench seating along the North wall and the bar seating also create variety. Furthermore, AC is designed around a simple **focal point**. With the absence of artwork, the **bright**, open kitchen creates a **visual focus**. It also creates **phototropism** in relation to lighting, as a bright spot filled with metallic reflecting surfaces. Subliminally, this highlights the food., as it comes from the **bright focus** of the space. The consistency among design principles helps to create **familiarity**, which in turn enhances the **simple feel** of the space.

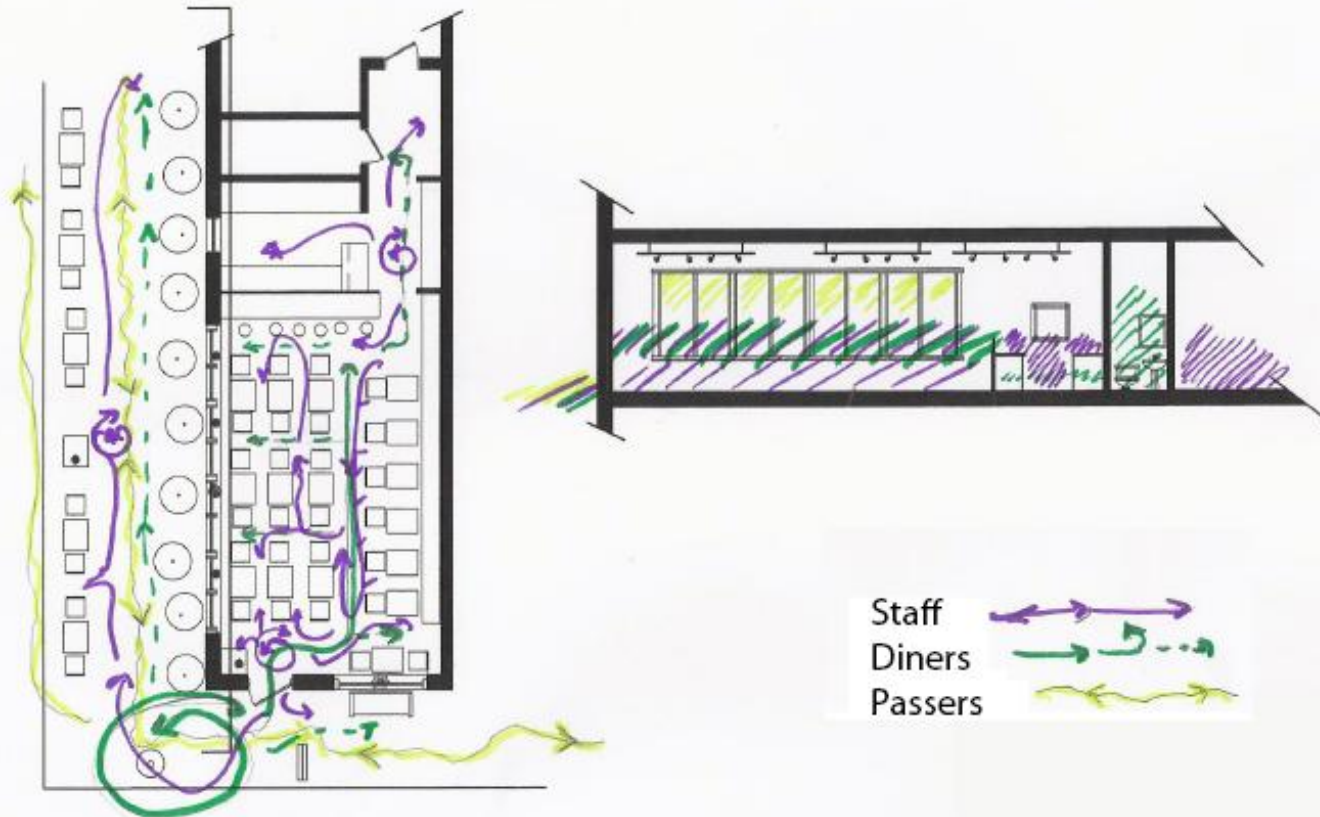
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Continuity...

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Circulation & Wayfinding



The circulation of the wait staff, dining patrons, waiting patrons and passers all affect the feel Audrey and enhance to it's busy feel. Its **small size** makes circulation **intimate**. Directionally, circulation is **simple**, and the entire plan is an open rectangular form, creating **visual ease** in the form of wayfinding. The **open windows** also allow for ease of circulation indoors and out, while also adding a **fresh, natural** appeal.

Passers impact the mode because they are **eye-candy** for those dining. Dining and waiting patrons also enhance **visual stimulus** in addition to creating a neighborhood vibe, by having to say, "excuse me." Finally the wait staff not only circulates as a **team**, they work as a team, establishing a friendly, **neighborhood vibe and mom & pop feel of simplicity**.

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Continuity...

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Simple Signage



AC's simple **wayfinding** and **strong visual appeal** allow for **simple signage**.



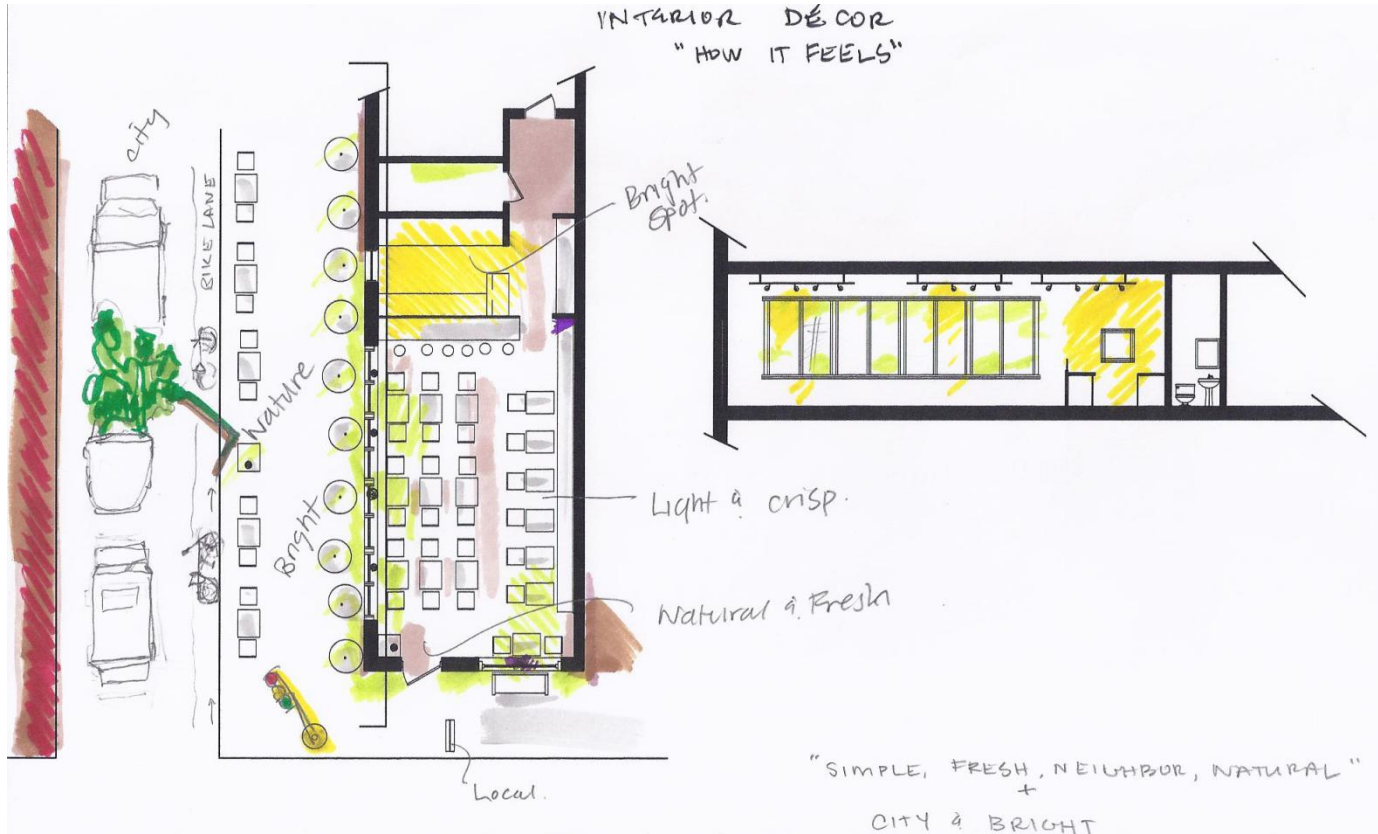
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Continuity...

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The Feel of the Environment: Design



The feel of Audrey Clair is essentially the restaurant's mission, and it is successfully accomplished through the **combined effort** of its design, food, staff, location, and mission. The feel is AC experience: a neighborhood experience with **simplicity** embedded in **fresh, natural appeal**. The AC feel is addressed from floorboard to paint color, to table setting, to chalkboard, to simple menu, to **colorful, fresh dishes**. The feel is literally felt through **every element** of the restaurant.

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Continuity...

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The Feel of the Environment: Staff



The **consistency** in Audrey's space doesn't stop with the layout and décor, it is evident in the service as well. The **fresh, welcoming faces** of the servers combined with the **clean aesthetic** of their uniform (although uniform seems too proper for this application) adds to the overall feel of the restaurant.

In addition, the ability to **visually see the chef** and sous chefs elevates a **sense of natural honesty**. The **team approach** among the servers and the **open kitchen** give the sense that the **entire staff** (kitchen and floor) are **working together** which in turn lends continuity of AC. It also aids to the **simple neighborhood feel** where smiles meet **smiles, jokes** are welcome and **favors are naturally asked and answered**.



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The Feel of the Environment: Food



In recent diner reviews, the food seems to be mentioned as frequently as the décor, service and overall experience, suggesting the food is just one element of the **entire Audrey Claire experience**. Many diners raved about specific dishes, others found the dishes good, but not over-the-top, and some found the food unappealing, yet the majority of these people were still willing to **go back and give Audrey Claire another try**.



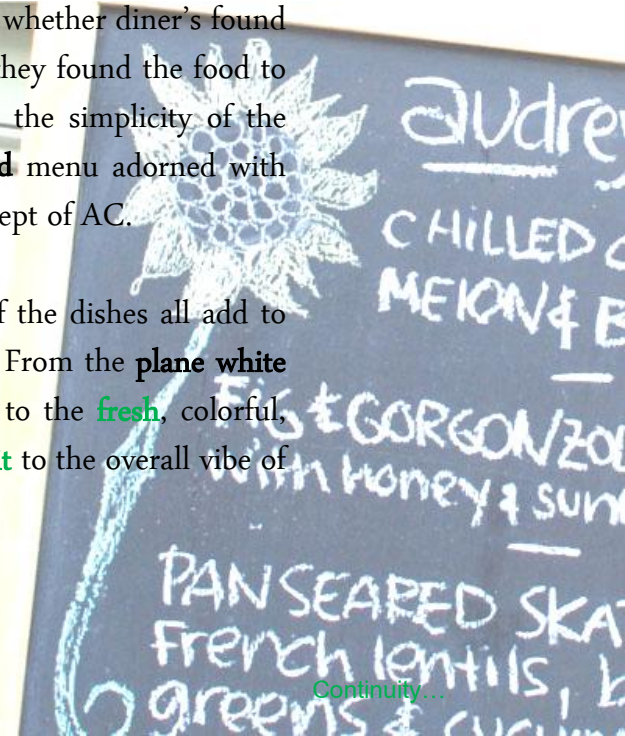
Small plates and the flat breads seemed to be more successful than entrees, **encouraging a more sharing experience**, and inherently **promoting that neighborhood feel**. Regardless of whether diner's found the food **tasty or bland**, the underlying element they found the food to be is simple. The food's **simplicity aligns** with the simplicity of the space's design. Furthermore, the **straightforward** menu adorned with **familiar, fresh dishes** also adds to the whole concept of AC.



Finally, the flatware, table settings, and colors of the dishes all add to the **continuity** of the Audrey Claire experience. From the **plane white dishes** to the as-mentioned glass wine tumblers to the **fresh**, colorful, yet **not over-presented plates**, the food **follows suit** to the overall vibe of the restaurant.



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Continuity...

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That Feel: People Are Talking About ...

5/18/2011

Simple, classy, charming. The atmosphere is fresh yet intimate. Audrey Claire is perfect for a midsummer's night. The food is somehow light and filling at the same time.

5/10/2011

Everything is fresh with just enough of an interesting twist. The staff has always been friendly and I've never felt rushed. I love sitting at the bar by the kitchen where the cooks whip everything up with flair and efficiency.

6/13/2011

The granny smiths sitting on each white-cloth tables were simple but set the whole mood. Not a very extensive menu.

6/5/2011

Simple menu with plenty of options. The reason I gave 3 stars is because they serve wine in small tumbler glasses! I brought a very delicious bottle of wine but could not enjoy it to it's fullest. Should be a bring your own bottle and glass!

3/23/2011

Don't get me wrong, Mediterranean food's brilliance comes in its simplicity but this just didn't seem to grab me. So while it's good, it's not worth the hype.

3/9/2011

Light, healthy, and minimal.
Light - They don't strive for BOLD IN YOUR FACE flavor. Healthy - The method of cooking these dishes were really clean and healthy. Minimal - The team at Audrey Claire strives for simplicity. You can see by the plates that having minimal amount of ingredients really push the natural and fresh flavors of each.

4/24/2011

The service is classic: polite but not overly chatty. The menu is seasonal, so any vegetable, root,

or fruit on the menu is at the apogee of ripeness and full of flavor.

2/23/2011

It's a simple BYOB, in a good way. The decor is minimalist... plain white walls, wooden tables, plain glasses for water and with smaller versions of the same glass for your (BYO) wine. The food is also pretty straightforward, but without being ordinary.

I'm extremely impatient, especially when I'm hungry, so this wasn't looking good... However, when we were seated, the wait staff sincerely apologized about the delay and they provided us with free Pellegrino and some other fancy distilled water. The service remained great throughout the evening.

Overall, Audrey Claire meets all of my standards for an awesome time at a restaurant: BYOB, excellent wait staff, and even better food. Loved the open kitchen.

4/21/2011

The food is simple and delicious. You will not find any foams or crazy presentation here- just fresh, well-executed dishes that leave you satisfied (tummy and wallet-wise).

1/27/2011

Over all the food was great, the atmosphere was nice, and there was a whole bunch of romance novels in the bathroom...light reading I guess.
Good for: dates, friend catch ups. bad for: people who only eat at McDonald's.

10/25/2010

THE BILL: cash only. For us, two entrees, an appetizer, no drinks, no dessert, it was \$63 including about a 20% tip.
Go here for a nice little date or a nice night out.

11/27/2010

If you don't like going to restaurants where other tables are right on top of you or loud restaurants, this place isn't for you. It also isn't

simple fresh neighbor natural



a place that I would bring more than a party of 4 either. Mostly a younger crowd of people in the early/mid 20s but there were a few older couples also dining. Generally a healthy vibe and minimal decor (refinished wood floor and tables with white decor). It works.

This is a place I would go back to but not for a main course nor in the winter time. I would try it again in early summer or early fall. Sit outside and almost treat it like a tapas restaurant sampling 3-4 small flats including an order of flatbread with a nice summer wine.

10/3/2010

What a great neighborhood restaurant! No gimmicks, no extra bells or whistles in addition to clean country classic wooden tables and whitewashed walls, and a single green apple as the centerpiece.

The food follows a similar theme of just being very fresh and simple- but perfectly seasoned and executed- and it works!

What always attracted me was the outdoor seating with a granny smith green apple used as a center piece- hm, cute, simple, and unique. The atmosphere holds a simplistic raw flair-- where the waiters and waitresses wear white cotton tees, and the flower decors are real & fresh! It's an adorable little restaurant cafe with an open kitchen that puts on a good show for those who can see it.

11/11/2010

Audrey Claire is all about food and service - simple decor, helpful (not pushy) staff and tasty dishes. It's small, so not well suited for large groups (unless you choose a weekday), but in the summer there are also tables added outside.

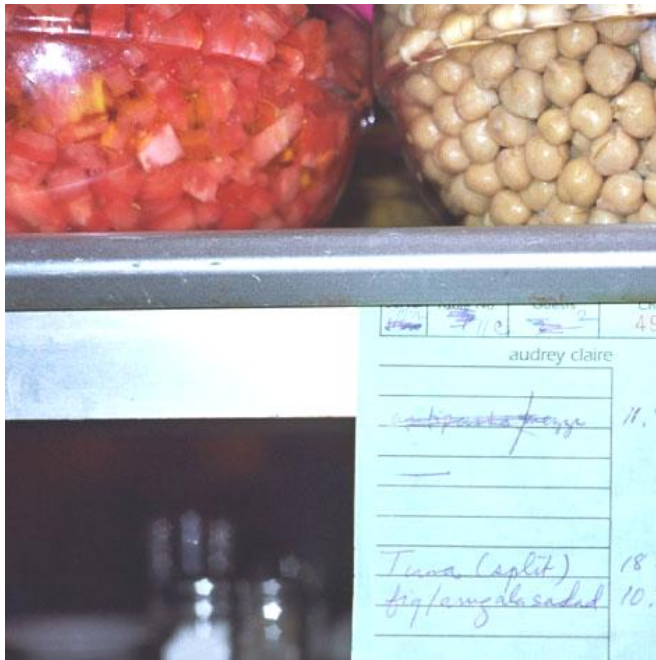
1/23/2011

Food was good, service was good. Ambiance was pretty boring (small room, nothing on the walls

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Appeal to the Senses:

Sight, Sound, Taste, Smell & Touch



The **continuity** used to create Audrey Claire's successful aura and appeal is also established by consistently addressing patron's five senses.

Sight – The **bright overhead light fixtures** paired with the **lime green paint** create a **nocturnal glow** among a block of brick facades. Internally, the **focal light** of the open kitchen point out purpose and lead patrons into the space, while **elevating visual stimuli**. Finally, the **closeness of tables** allows diners to visually see the food on **neighboring tables**.

Sound – Noise is one area in which many diners criticize, as Audrey's hard surfaces and small square footage can lead to unpleasing **acoustics**. However, these acoustics can also be seen in a positive light when considering the notion, **people attract people**. The **consistent background noise** of conversing diners, rather than music or white noise, adds to the **natural character** of the place.

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Appeal to the Senses:

Sight, Sound, Taste, Smell & Touch

Taste – While, this seems obvious, Audrey works to make its food and menu its own and align with the feel of the restaurant. From the **natural, fresh ingredients to the simple plating of** food highlighted by **colorful garnishes** Audrey's dishes represent the **total image** of the restaurant. In addition, the **menu's clean, white simple, one-page layout** also stays in alignment with the food and feel of the space. **Simple, and straight forward.**

Smell – The **natural aura** of **delicious edibles exuding** from the open kitchen through the open windows to the outdoors is a **simple and straightforward method** of advertising. In addition, the open windows add a **natural outdoor air** to the space, creating a **mix of cooking, nature and city life** scents in one space. The simplicity of this mix adds to the **honest nature** of AC's feel.

Touch - Audrey's **close quarters** provide an element of closeness. **Neighboring tables** close enough to touch creates a **simplicity**. In addition, while circulating the space, **small gestures of squeezing through small spaces** are often used, and subliminal touches create an **inadvertent bond** between strangers.



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Those Senses: People Are Talking About...

6/13/2011

Absolutely delicious. The portions were just right-not so little that you are each grabbing for the last bits, but not so much where you go into a food coma trying to finish your plate.

It was the most delicious amuse-bouche I've had in a long time. The salmon with latkes and salmon skin salad was perfectly done and a nice-sized portion at that. The chicken was also really tasty and juicy, which I've found is weirdly hard to find at most places.

5/23/2011

It was still too salty for my taste (my fault for ordering it). My wife got the Sole with green beans and polenta. I thought they used good quality ingredients but they had used too much butter. That's all I could taste. Why bother with food if it is just going to be drowned in butter?

The gazpacho, a weekly special, was spicy and smooth, and the flatbread with short ribs was a rich and sumptuous start to a great meal.

3/9/2011

Next, I enjoyed the Shallot Crusted Lemon Sole w/ Crispy Sage and Caper Butter. The beautiful crust was really crispy, and I enjoyed that very much. The sole was cooked well and flaked perfectly upon my fork. I was not too fond of the sides accompanying the fish, just because I am not a big veggie eater. The dish was still worth it. I also had a chance to taste my girlfriend's pork chop. Really tasty and still juicy, great job.

4/24/2011

This time around, we started with a pumpkin, beet and goat cheese antipasti -vegetables which we spooned like ice cream. I opted away from my favorite pappardelle dish to try something new and ordered the potato crusted ahi tuna.

I thought it was good, but it did not approach the perfection of the ahi tuna steak at Amis.

Though perhaps this was in part due to the fact that I paired it with Chardonnay (the one downside to BYO's is you choose the wine first, and feel somewhat confined in ordering dishes), I still think the Amis version superior. The pasta at Audrey Claire, however, remains a favorite. Also, the maple-brined pork chop that my boyfriend ordered was absolutely delicious-- I might even say the best pork in town. I fawned over my boyfriend's choice and stole as many bites as I could.

2/23/2011

Flatbreads are the "in" thing lately, and this version pleased my taste buds with great justice. It was crispy from the thin flatbread, and sweet from the cooked pears. The Gorgonzola cheese added that earthy stank to the dish, which was amazing. The seeds added a subtle crunch. My favorite dish of the night, easily.

The chicken Milanese topped with arugula, lemon, and roma tomatoes was delicious. The chocolate lava cake with strawberries and home made whipped cream was good, but a bit bland for my taste. Last time I visited, I had the baby romaine Caesar salad and the pomegranate chicken, which were both tasty. The menu online is just a sampling, but fairly representative of what they offer on any given night.

1/20/2011

Four stars because it does get pretty LOUD in this place! The servers def are skilled though for taking care of everybody and maneuvering thru the packed dining area.

I got the pork chop which was cooked perfectly, it was a huge chop and could have easily been dried out, but was definitely not. A friend got the penne, not amazing, but definitely passed the taste test. Ended with the poached pear which was also very nice.

1/23/2011

My appetizer was my favorite part of the meal.

The meals came and I ordered the only vegetarian option on the menu: pappardelle w/portobello mushrooms, sautéed arugula, toasted sunflower seeds and shaved locatelli. It was good but nothing special. It wouldn't receive my coveted "tasty" or "delicious" rating. Just good, kind of ho hum.

One friend ordered the chicken Milanese w/baby arugula, roma tomatoes and lemon. It arrived as chicken with a forest of arugula dropped on top and tomatoes that weren't very roma.

No one really raved about their main courses.

11/9/2010

The pork chops are supposed to be a signature dish, but mine were on the dry side and not that flavorful. The chocolate bread pudding was fine, but nothing special; I wish it were richer (my philosophy for chocolate in desserts is go big or go home).

I had grilled octopus salad- which was tasty. I always order octopus when I go for sushi, so getting it grilled was like a whole new experience, like when you realize your skinny jeans fit-like GOD DAMN.

10/25/2010

The first time I went I had a sampler of vegetables, it was pretty good. But this time, I read the Yelp reviews and went with the

The bosc pear and gorgonzola flat bread. SOOOO GOOD!!!

11/27/2010

Started off with the pear and Gorgonzola with sunflowers flatbread before cracking into the wine. 'Flatbread' is definitely one of those popular trends among urban bistros that will likely wane in a year or two. It was good but a little too crispy on the edges. Still decent.

The letdown was the main course.

I ordered the zuppa di pesce and my friend ordered the duck. The zuppa wasn't bad although it was too bland. Broth and the tomatoes make it or break it. You need robust plum tomatoes and a good seafood stock. This didn't have either. Plus a few of the mussels were gritty. Friend's duck was overcooked a bit and too dry.

Maybe it was better in the summer with fresh plum tomatoes locally.

Skipped desert and coffee. Dishes were reasonably priced although I wouldn't say it was a cheaper bistro. Zuppa was \$19 and the duck was \$25? Just needed cash though we were knew in advance.

10/2/2010

The flatbreads are sooooo good!!! The one with gorgonzola cheese, fresh figs, toasted sunflowers seeds and drizzled honey is phenomenal. I loved it so much I started making it at home for parties and stuff :) The olive tapenade + bread they serve when you sit is key too cause if you've been waiting a bit you're prob starving.



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Continuity...

audrey claire

Continuity is the Simple, Fresh, Neighborhood, Natural Conclusion



In conclusion, Audrey Claire's success can be attributed to the continuity used throughout every element of the restaurant. The space design, the décor, the food, the staff, the location, the attitude of patrons, workers and passers, and the entire environment all work cohesively to form a simple, fresh, neighborhood byob with a natural appeal.

The overall identity Audrey Claire has established creates an experience for diners, and it is within an entire, consistent and recognizable experience diners take pleasure.

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Continuity...

audrey claire

