



# Brasserie Zédel

Fit out contractors **WFC** were appointed as design coordinators for this project, a David Collins designed restaurant opened on the site of what was the Atlantic Bar & Grill off Regent Street in London.

Brasserie Zédel, owned and operated by Rex Restaurant Associates (The Delaunay, the Wolseley and the soon-to-open Colbert restaurant and Beaumont Hotel), has been a long time in the making but the wait was worthwhile: the interiors are striking.

According to **Phil Waggett** of WFC, “We negotiated the enabling package, including all structural works, and started on-site in November 2011 and ran through until early January this year. The main fit-out package was also negotiated and works started on January 16th. The design was an ever-evolving one and a considerable effort went into reaching a mutually agreeable design that not only satisfied the client’s brief but also suited the project budget”. Waggett continues, “Such is the nature of these projects, seeing is realising for the client so as the build progressed, their vision moved in parallel, meaning elements were subject

to continual change”. The sheer scale of this space and the fact that it is a listed building will have created numerous challenges: existing architectural elements needed to be skilfully built around and incorporated into the design. The pillars in Bar Americain (main image above) for example, are integrated although the bar itself is built around them and nothing is attached or touching. In fact this bar has been created in-keeping with the listed design of the room and the end result is charming; an art deco style cocktail lounge that evokes the golden age of luxury travel.

As with all Rex Restaurant venues, there is a timeless elegance about Brasserie Zédel, the main restaurant is filled with luxury bespoke joinery items waiter stations, bread and wine stations and joint-infill units. There’s a ten metre long pewter bar and a beautiful bespoke parquet de Versailles timber floor made in Italy. It’s a warm and classy space and as Phil Waggett concludes; “Everything from the sweeping, cruise-like staircase to the high ceilings have been finished to the highest quality. We’re extremely proud to have been part of the process”.



Brasserie Zédel, 20 Sherwood Street,  
London W1 Tel: +44 (0)20 7734 4888  
[www.brasseriezedel.com](http://www.brasseriezedel.com)

**Designers**

David Collins Studio +44(0)20 7835 5000

**Contractors & design coordinators**

WFC +44 (0)1626 353 802

**Bars**

Concept Bars +44 (0)1484 852 666