

## Case Study #3

### **PROJECT M PLUS CORP.**

Architecture and Design Studio // Silver Lake, CA



## **Gingergrass Ginger Snap Beer Lounge and Bakery**

**1350 SQ.FT.**

**SILVER LAKE, CALIFORNIA**

Following the success of Silverlake's modern Vietnamese eatery, Gingergrass, owner John Himelstein decided to expand beyond the bustling 1,700 square foot restaurant to a cozy addition right next door: Gingersnap, a Bai Hoi Beer Lounge and Bakery. To lead the architecture and design of the new eatery, John enlisted eastside go-to architect, McShane Murnane of Project M Plus.

The concept behind the newly launched space is to function as a bakery selling sandwiches, salads and pastries by day, and transition to a hip neighborhood beer lounge by night. "The challenge," Murnane said, "was how to seamlessly integrate the two very different functions into one space." His innovative solution was a movable counter he designed that serves daytime pedestrians on the go and moves back to accommodate seating for the evening crowd. Details like a window that peers into the restaurant next door serve to connect the spaces while still allowing them to be autonomous. Similarly the palette of warm neutrals works with the restaurant next door, while still retaining it's own character. Sustainable materials like the bamboo counters and a reclaimed wood ceiling effortlessly blend with the sparse walls. Graphic cement tiles on the floor enliven the space. Amber colored hand blown glass lights warmly provide ambient light at night. During the day a large skylight is the primary source of light with the amber lights acting as accents.

### **ABOUT PROJECT M+**

Going into their 9th year of business, husband and wife team Cleo and McShane Murnane oversee a group of designers that make up Project M+, an integrated design and architecture firm based in Silver Lake. With residential and commercial projects ranging from remodels to ground-up construction and development, this young firm is offering creative design solutions to their clients in a challenging economy. Along with architecture and interiors, Project M Plus offers 2D services ranging from branding, graphic design, and creative direction for an array of high-profile clients.

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### **CONTACT**

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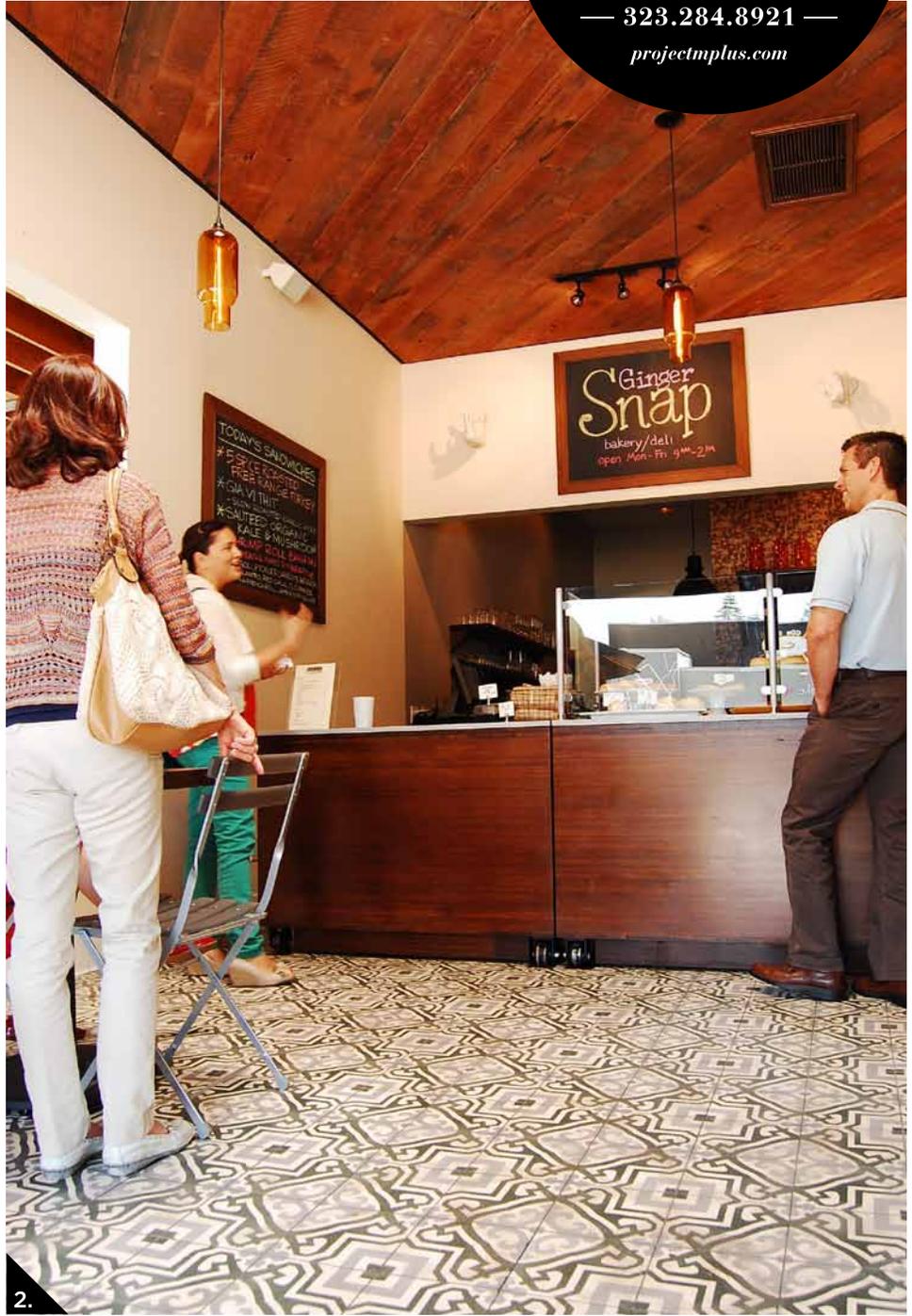
**PORTFOLIO** [projectmplus.com](http://projectmplus.com)

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THE  
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1. The storefront system opens completely connecting the bakery to the sidewalk

2. The counter system shown in the pushed forward position

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1. Recessed wood ceiling & skylight

2. Bar Seating

3. Exterior view of Bai Hoi Beer Lounge with the counter in the pushed back position