

ROCK OUT ... MARYJANE'S COFFEE SHOP IN HARD ROCK HOTEL SAN DIEGO

Don't let the name fool you, Maryjane's Coffee Shop is "not a sleepy, quiet coffee shop," says Victor Tiffany, senior vice president of concept development at Tarsadia Hotels (the developer for Hard Rock Hotel San Diego). With a full menu, the name is meant more as a reflection of its fun atmosphere. Combining state-of-the-art audio and video components with a contemporary design, Tiffany assures that Maryjane's doesn't take itself too seriously. Music plays a key role in the ambiance, and Tiffany says the establishment embodies "a lot of the spirit of the Hard Rock" in the sense that it will be upscale, but not uptight.

Although the design boasts influences from the '60s, you won't find any neon colors at Maryjane's. A clean palette of dark warm woods collides with white hues and chrome, creating a complementary balance. Starburst chandeliers shine down on pedestal chairs and terrazzo flooring, and the "Shag Room," as Tiffany calls it, is appropriately named for its shag carpet. A circular bar offers counter service and the Maryjane's dining experience spills out onto Fifth Avenue, with its open-air aspect that offers a peek of the action inside the establishment from the street. Overall, a simple and sleek motif allows the energy of the room to take center stage. Tiffany says the goal of Maryjane's is to provide a platform where the music, service and experience shine in the spotlight. Get ready to have some fun. Maryjane's Coffee Shop hits the scene fall 2007.

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MARYJANE'S COFFEE SHOP

A BREATH OF FRESH AIR ... IVY HOTEL'S QUARTER KITCHEN

According to Quarter Kitchen designer Dayna Lee of Powerstrip studio, the theme at the Ivy hotel's restaurant is to have no theme, but the design attracts guests who thrive on surprises and interaction. Backed by the vision of owner Michael Kelly, Powerstrip created a space "that is energized with layered sculptural interior elements, layered ceiling levels, chef activities and varied temperaments of furniture," Lee says.

With its high ceilings and enormous windows, Lee references similarities to restaurants found on Lower Hudson in Manhattan. Hosting a large open-air kitchen, the restaurant allows guests a "special connection" with the chefs — and the energy that spills from the kitchen floods throughout the entire loft-like space. The savvy design pairs layered floor levels with diverse seating arrangements that each generate a different feel without ever losing a sense of connection with the rest of the restaurant. When assembling these seating areas, Lee says, special attention was paid to assessing the line of view from each spot in the house. A delicious color pattern merges honey-colored zebrawood columns, chairs and tables with vanilla and chocolate-toned leather seating. Accentuated by merlot hues behind glass panels and contrasted by cool kitchen steel accents, Lee says the palette is important "because colors can choose to be the subject or object, which unconsciously plays on the guests' emotions."

The outdoor dining area in the rear also provides an intimate view of the kitchen through glass panels. Guests can sit in the patio or cozy up on comfy furniture to enjoy a smoke. "The element in Quarter Kitchen that we cannot live without is the 'light well,' which pours natural sun and evening stars into a unique outdoor private dining space," says Lee. "The wood and glass loggia shields diners from inclement weather, and a candle fireplace warms the space."

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SALMONTARTARE AT QUARTER KITCHEN