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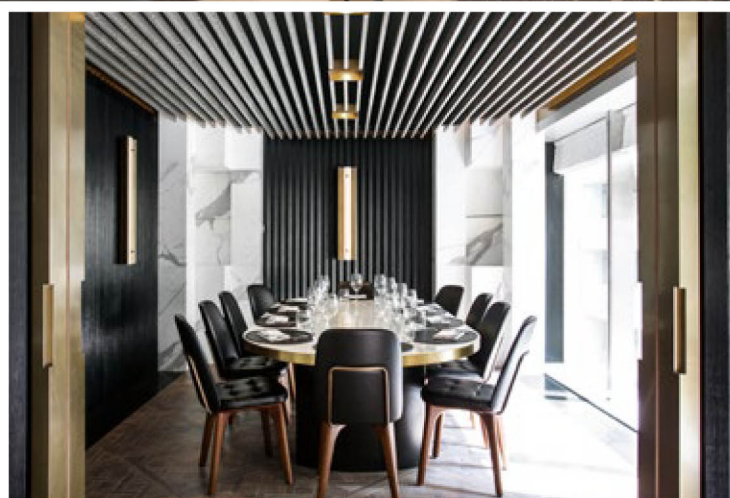
## Beefbar, Hong Kong

**Design firm:** Humbert & Poyet

**The scoop:** After launching its signature concept in Monaco and Mexico, Monaco Restaurant Group unveiled Beefbar in Hong Kong's Club Lusitano building. And like its two predecessors, the design comes courtesy of Monaco-based architecture firm Humbert & Poyet.

Because it's situated on the second floor of an office building, the architects wanted to create an element of surprise at the entry. Using white Calacatta on vertical surfaces and black Port Laurent marble on the floors, they created a foyer off the elevators that allows a brief glimpse of the restaurant beyond. "Space management was a real challenge," admits firm co-founder Christophe Poyet, who explains they had to rethink access points to give the restaurant new life. "At first, you can feel the space but still not actually see it. There are always hidden parts."

The 92-seat establishment required a combination of open dining areas and private rooms, plus a bar and a raw beef bar; the latter becoming a strong architectural feature that anchors the restaurant. Humbert & Poyet also retained the brand's sophisticated DNA, adding prominent display cases—referencing gentlemen's clubs and cigar tasting rooms—with steak and wine set in wall niches or as room dividers "meant to spark customers' interests by highlighting the products on display," notes Poyet.



Photos by JONATHAN MALONEY

Elsewhere, the ceiling's black lacquer wooden slats continue down to become wall treatments, contrasting the white marble used throughout for a masculine simplicity, while the red tint of the feature walls separating public and private dining areas juxtaposes the predominantly neutral palette and nods to the Asian locale. Tufted black leather chairs and banquettes add to the clubby feel, along with lighting incorporated discreetly into the ceiling and recessed into the marble bar's stepped façade.