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## Spinning a New Classic

The inside scoop on how slick+designusa helped create the memories, traditions and style of Fabio Viviani's Giostra



A special supplement to:

**COMMERCIAL**  
Construction & Renovation

# Spinning a New Classic

The inside scoop on how slick+designusa helped create the memories, traditions and style of Fabio Viviani's Giostra

Interview by Michael J. Pallerino

In the heart of South Barrington, Illinois, a taste of Old Florence is spinning into life. Giostra by Fabio Viviani is the latest restaurant concept from the celebrity chef and restaurateur. Offering more than just a meal, Giostra is a tribute to childhood memories, family traditions and the timeless charm of a Tuscan piazza. Named after the Italian word for “carousel,” Giostra captures the nostalgic spirit of the famed Giostra in Florence’s Piazza della Repubblica, where a young Viviani found joy in simpler times.







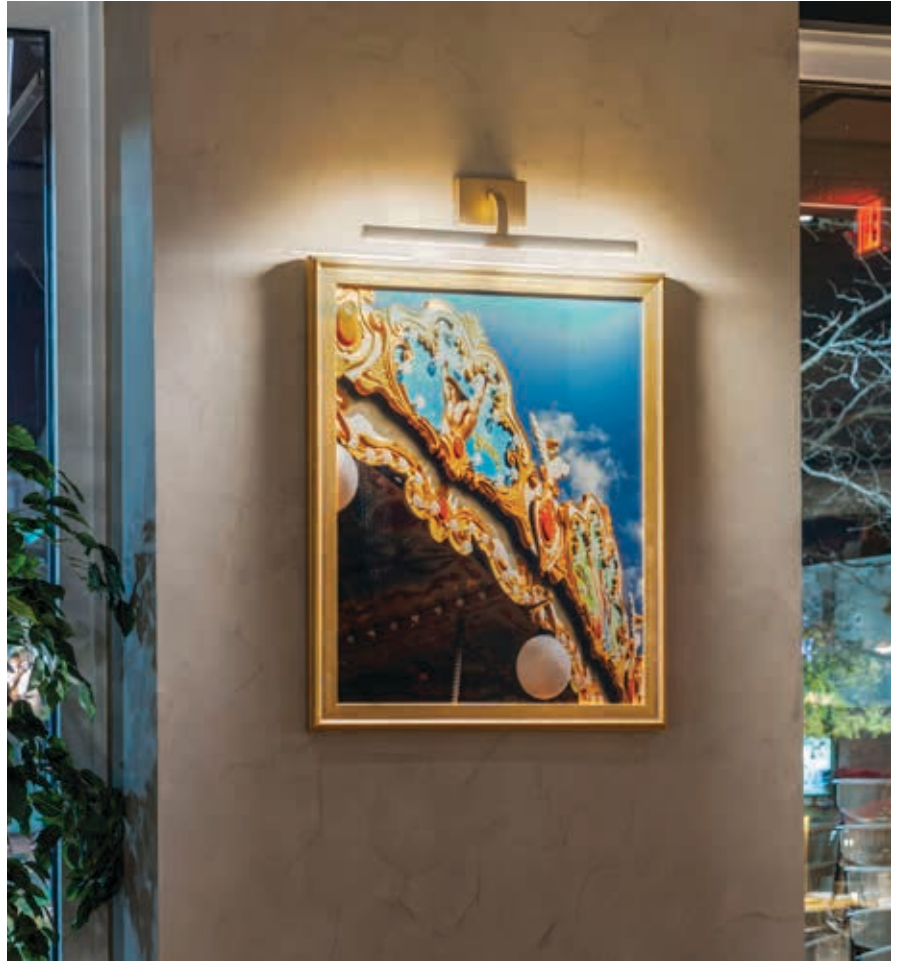


From the moment you enter, it's clear this isn't just another Italian eatery. The design is immersive and heartfelt, from the antique carousel horse in the entryway to the vibrant red booths and vintage carousel imagery throughout. Each element nods to Fabio's upbringing and his love for authentic, old-school Italian dining—think classic pasta dishes, warm hospitality and glasses of wine selected through relationships years in the making from the atmosphere and flavors he grew up with.

We sat down with Mercia Givogre, Senior Designer at slick+designusa to discuss how the design of Giostra is part of today's ever-evolving and growing hospitality design industry

### Give us a snapshot of the Giostra brand.

Giostra is a brand inspired by the magic of Italy. Named after the Italian word for "carousel," it pays homage to the enchanting carousel in Piazza della Repubblica in Florence. This beloved gathering place has long served as a cultural hub, welcoming people from all walks of life. Giostra brings that same spirit to South Barrington, Illinois with an enchanting color palette and a touch of quiet luxury.





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**What type of consumer are you targeting?**

We cater to adventurous diners who appreciate authentic, classic, and inventive Italian cuisine combined with exceptional design.

**How does the design of your restaurants cater to modern consumer expectations?**

Today's diners value approachable restaurants that provide comfort, great value, and a moment of reprieve from daily life. Our design focuses on these essential elements.

**Walk us through the design philosophy behind your restaurants.**

Our restaurants are designed to be flexible and accessible, accommodating both large and small parties. We ensure ADA compliance and focus on functional layouts that support seamless service.





**What are some design trends shaping the restaurant architecture industry?**

One key trend is adaptive reuse—transforming previously occupied spaces into vibrant restaurants. With the challenges posed by the pandemic, restaurants must now cater to in-person dining as well as delivery and takeout. This dual functionality plays a pivotal role in our new design projects.

**What are the biggest challenges in the construction side of the business?**

Product availability, supply chain issues and rising material costs are significant challenges. Creativity is essential to work within the available timeframe and budget for each project.

**How does sustainability factor into your designs?**

Sustainability is a core focus for us. We prioritize recycled, repurposed and salvaged



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materials in our designs. For example, we use LED lighting exclusively and favor wood veneer and wallpaper over solid wood, which offers both sustainability and cost-efficiency.

**What opportunities do you see in today's evolving landscape?**

The food and beverage industry is constantly reconceptualizing operations. While this can be challenging, it provides exciting opportunities to innovate in designing functional and dynamic environments. We see tremendous potential in this evolving landscape.

**Are you optimistic about the future of restaurant design?**

Absolutely. The hospitality design industry is continually evolving and growing, making it an exciting field to be a part of.

**What trends are you noticing in the industry?**

We're seeing an increase in automated ordering kiosks in fast-casual settings, as well as streamlined service in full-service restaurants. However, diners still expect five-star





experiences, which adds an interesting layer to modern restaurant design.

### **What's the secret to creating a "must-visit" restaurant in a competitive landscape?**

The recipe includes great food, excellent lighting, thoughtful design and a carefully curated playlist.

### **What does today's consumer expect from a restaurant?**

Consumers seek quality and value not only in terms of food and pricing, but also in service and ambiance. It's about delivering an all-encompassing experience. Our mission is to create the perfect environment for our clients to achieve this.

### **What sets your brand apart?**

We are an international, full-service design firm specializing in style, form and function for some of the world's foremost commercial developments. With decades of experience, slick+designusa provides innovative yet timeless design solutions, with meticulous attention to detail from concept to completion. **CK**

