



## **Iconic Restaurant Design Takes Flight in Baltimore's BWI Airport** *Design Powerhouse L2M Blends Aesthetic, Functionality to Authentic American Classic*

BALTIMORE – February 13, 2008 - With clinking plates and shouting orders in mind, L2M, a full-service, nationally recognized architecture firm with advanced expertise in retail, health care, travel & leisure and foodservice design refined the Southwest Terminal at Baltimore's Baltimore/Washington International Thurgood Marshall Airport (BWI) with the polished chrome and neon lights of Silver Diner, a concept restaurant featuring traditional favorites and contemporary alternatives. The Silver Diner called its first order on November 15, 2007.

Emphasizing L2M's innovation by collaboration methodology, the three-year Silver Diner project allowed the firm's designers to deliver an eye-catching visual suitable for an airport setting.

"This project revolved around design, functionality and compliance with strict airport regulations," says Scot Loiselle, principal, L2M. "An airport restaurant is a complex design challenge. The surface aesthetic is only the beginning – the real focus of the work is developing an infrastructure that allows a restaurant to function properly in a highly trafficked, highly secure area."

The 6,000-square-foot restaurant combines three distinct food service delivery offerings for BWI travelers: the classic sit-down diner, a "retro" bar and an area for to-go orders. The three different areas within the restaurant allowed L2M to incorporate sophisticated design to each component. The result is a distinctive space that has become a destination for the more than 1.4 million monthly BWI Airport travelers.

Technology contributed to the complexity and success of the project, as well. Two significant components were included in the design of the Silver Diner: a prominent flight information display and, for one of the first times in an airport application, self-service ordering kiosks were integrated. The design team performed a balancing act between location, line formation and restaurant seating arrangements when placing the two ordering kiosk and paid close attention to providing easy access and "ready to see" information from the electronic flight display system.

"Incorporating technology to the overall design of the restaurant allowed L2M to showcase its ability to create a highly functional, operationally sound dining facility that reflects creativity and value," says Loiselle. "In each client partnership created by L2M, the combination of vision and goals allows us to treat each part of the design equal resulting in design excellence."

### **About L2M**

Headquartered in Baltimore, MD, L2M is a full-service, nationally recognized architecture firm with advanced expertise in retail, health care, travel & leisure and foodservice design. Emphasizing innovation by collaboration, L2M's skilled team of architects, designers and project managers create beautiful, functional design solutions for some of the nation's most respected retailers, developers and owners.

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