

QUEEN



INTRODUCTION

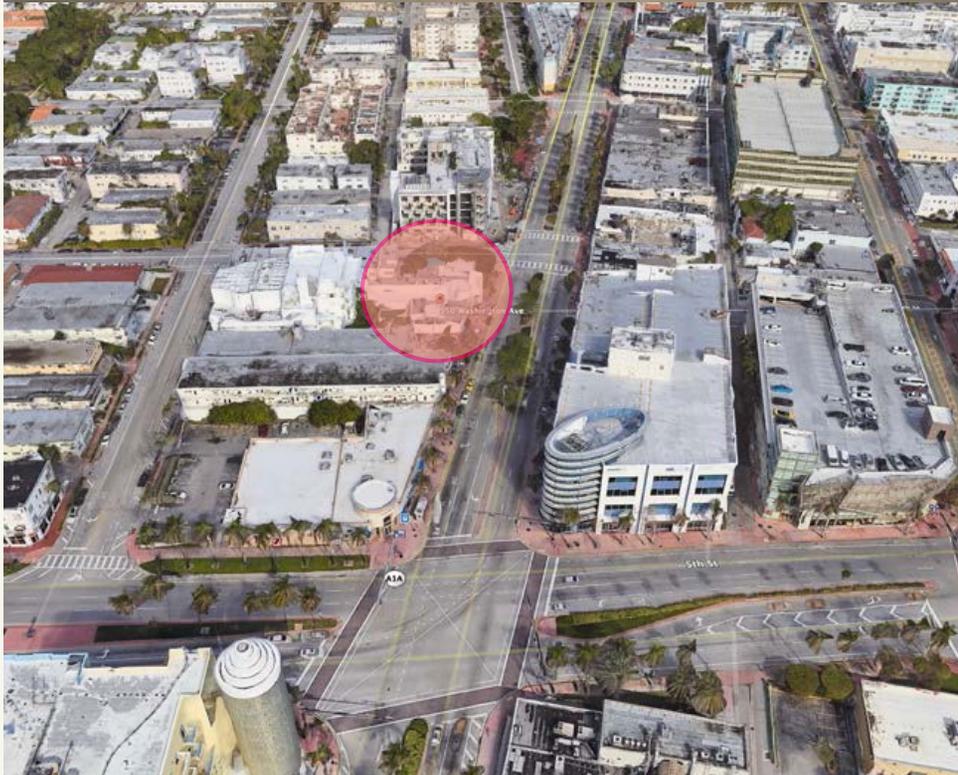
“A FILM IS NEVER REALLY GOOD UNLESS THE CAMERA
IS AN EYE IN THE HEAD OF A POET.”

- Orson Welles



1927

Location of the future
Variety Theater



ADDRESSES
550 Washington Avenue
539 Euclid Avenue

NAMES
Variety aka Paris
aka New Paris Theater

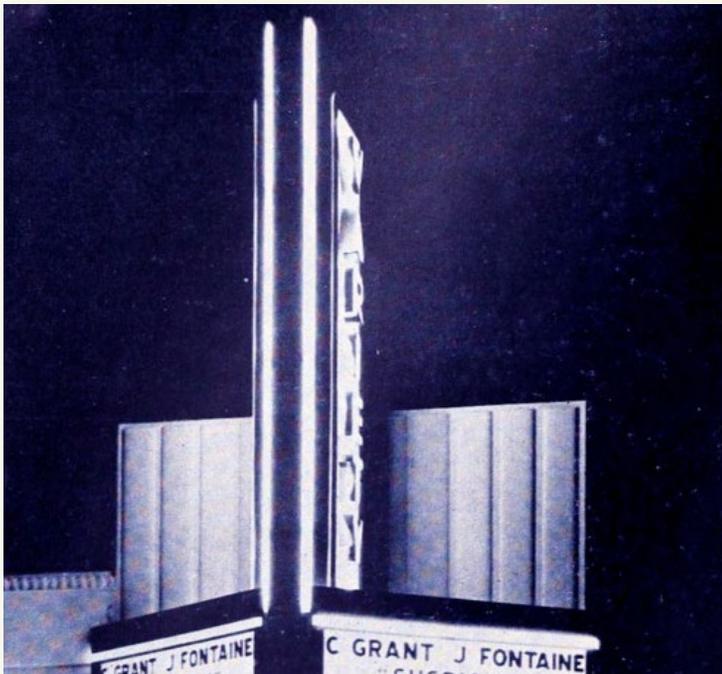
DATE OF CONSTRUCTION
Theater in 1945
Adjoining stores in 1937

ARCHITECT
Henry hohausen

ARCHITECTURAL STYLE
Mimo / Miami Modern

LOCATED IN THE
* 1979 national register miami
beach architectural district
* 1989 miami beach flamingo
park local historic district

2020



550 Washington Avenue was designed by the noted Miami Beach Architect Henry Hohauser.

Opened originally as the **Variety Theater** (June 20, 1946) as a classic movie revival theater, it was renamed The New Paris Theater (October 13, 1961), retaining its original Variety vertical sign, while a new marquee boards displayed its new name.



1946

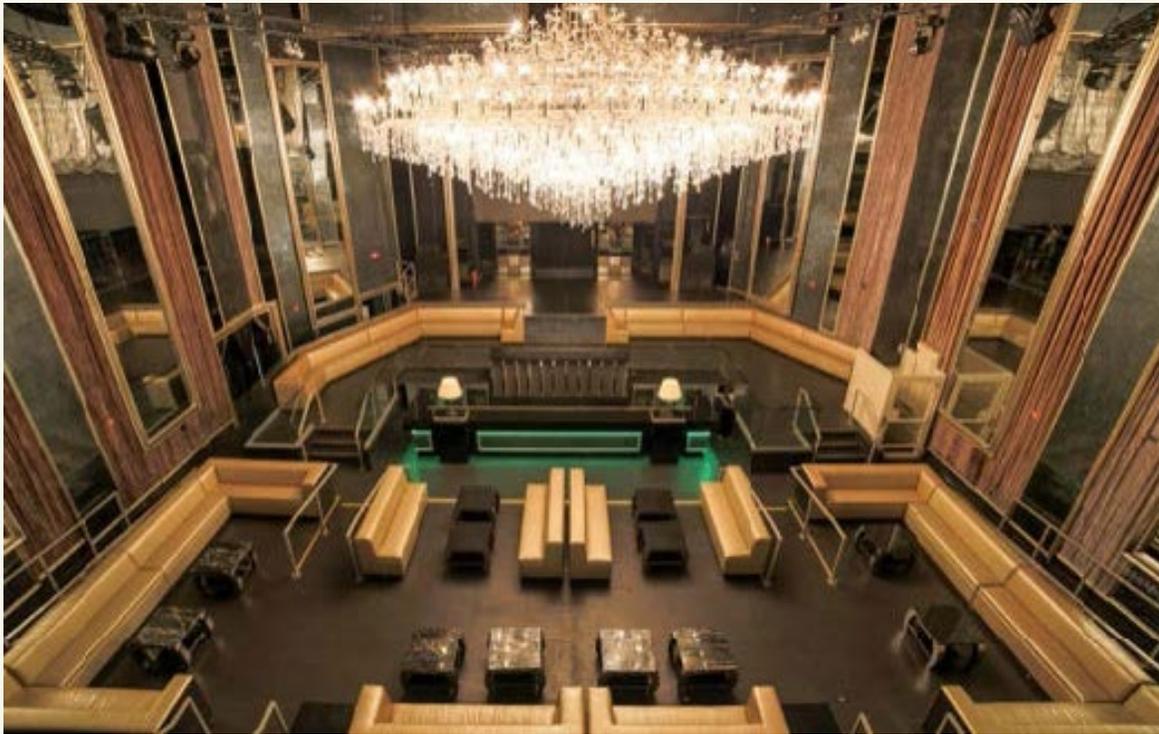


June 16th, 1946



1961





1990S

After sitting vacant for nearly a decade it became a video / film production studio for Big Time Productions as owner Eugene Rodriguez bought the 25,589-square-foot structure in 1992 for less than \$1 million and transformed it into a studio for the film and photo industry.



2000S

In the early 2000's the theater became a high-end nightclub called Bamboo. The space holds 350 persons at a seated dining event and 1,200 persons legally. The venue still features rooftop studios for photoshoots and production. Brands such as Polo Ralph Lauren, Vogue, Armani and Abercrombie and Fitch shoot here regularly.





BRANDING



QUEEN

WELCOME TO QUEEN MIAMI BEACH

This journey begins at the heart of one of the great art forms of our modern time: Cinema.

As we travel through the space we pay homage to a variety of eras that have brought life to this original theater with touches of american mid century modern viewed with hints of asian inspiration, as well as the decadent exuberance of the 1970's, QUEEN sets the stage for an emotional journey and a tantalizing atmosphere.

GLAMOUR

MYSTERY

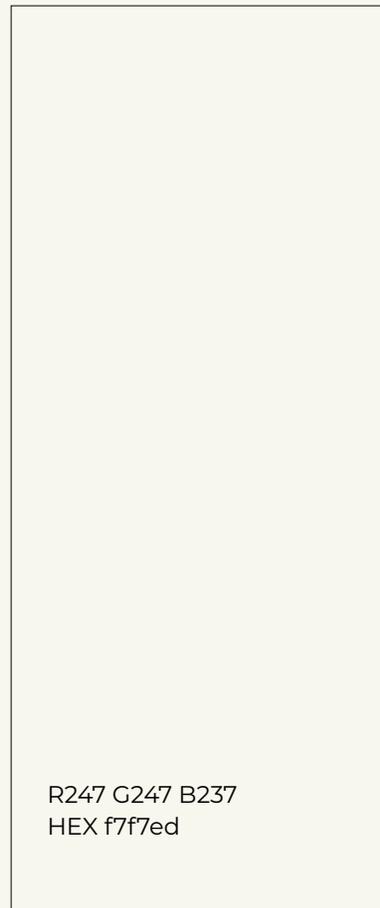
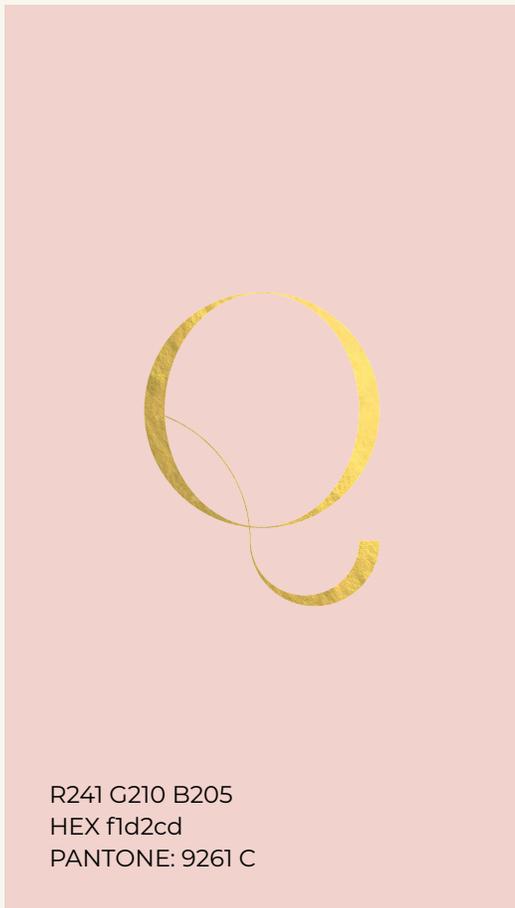
DECADENCE

POWER



PRIMARY COLORS

These four primary colors and one texture should be the foundation of any branded designs.





550 Washington Ave
Miami Beach, Florida

786.347.5648
queenbeach.com

QUEEN

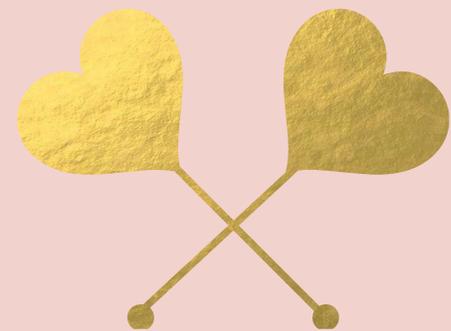
<p>HORS D'OEUVRES</p> <p>BEEF TARTAR Dipn Mustard, Capers, Quail Egg</p> <p>RABBIT FILETTES & FOIE GRAS MOUSSE Red Wine Vinaigrette, Pickle</p> <p>WILD BOAR & BOURBON FIG TERRINE Grain Mustard, Cornichon</p> <p>SEARED SEA SCALLOPS Black Truffle & Lemon Shiso, Roasted Shrimp</p> <p>SHRIMP & GIBBS Tasso Ham, Tomatoes, Fennel</p> <p>HOUSE SHOKED SALMON Shaved Fennel, Crispy Potato Cake, Creme Fraiche</p> <p>ESCALOPOT HUSH PUPPIES Meyer D'Butter</p>	<p>RAW BAR</p> <p>GRAND PLATTER</p> <p>PETITE PLATTER</p> <p>DAILY OYSTER SELECTION</p> <p>LITTLE NECK CLAMS</p> <p>JUMBO SHRIMP COCKTAIL</p> <p>TAYLOR BAY SCALLOPS</p> <p>1/2 LOBSTER</p> <p>CITRUS & FENNEL KAMPACHI</p> <p>FRESH ALASKAN KING CRAB</p>	<p>SOUPS & SALADS</p> <p>VIDALIA ONION SOUP Combed Crostons, Ridgevine Cheese</p> <p>MUSHROOM & CHESTNUT SOUP Red Wine Vinaigrette</p> <p>FRISÉE SALAD Crispy Country Ham, Cornmeal Fried Egg, Sherry Vinaigrette</p> <p>CAESAR Baby Red Romaine, Croutons, Shaved Grana</p> <p>BEEF & ESCAROLE SALAD Blue Cheese, Walnuts, Grain Mustard Vinaigrette</p> <p>POACHED SHRIMP & AVOCADO SALAD Mache, Citrus-Ginger Vinaigrette</p>
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<p style="text-align: center;"><i>Steaks</i></p> <p>45 DAY BONE IN STRIP LOIN 14 OZ</p> <p>BONELESS RIB EYE 20 OZ</p> <p>GRASS FED TENDERLOIN 12 OZ</p> <p>TERES MAJOR 9 OZ</p> <p style="text-align: center;"><i>Sauces</i></p> <p>BEARNAISE SAUCE</p> <p>FOIE GRAS SAUCE</p> <p>BRANDY 4 PEPPERCORN SAUCE</p> <p>RED WINE JUS</p>	<p>ENTREES</p> <p>DRY AGED BURGER Fried Green Tomatoes, House Bacon, Pepper Jack, Frites</p> <p>WILD STRIPED BASS Red Peas, Harb-Hook, Collards</p> <p>SMOKED TROUT FILLET Baby Beets, Citrus Fraiche, Horseradish</p> <p>GROUPER Roasted Fennel Puree, Bouillabaisse Sauce</p> <p>DUCK CONFIT Celery Root, Apple, Shading Greens</p> <p>POKIL LOIN Buckwheat Spätzle, Cabbage, Cider-Grain Mustard Jus</p> <p>CURRIED CAULIFLOWER "STEAK" Raisins, Pickled Carrots, Pistachios</p> <p>HAND CUT PAPPARDELLE Braised Lamb Shank, Purée</p>
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<p>VEGETABLES</p> <p>BRUSSEL SPROUTS Grain Mustard, Bacon</p> <p>ROASTED ROOT VEGETABLE Pesto/Glaze</p> <p>ROASTED MUSHROOMS Blue Cheese</p> <p>GREEN BEANS Sorghum, benne Seeds</p> <p>SIDES</p> <p>POTATO</p> <p>GARLIC MASHED</p> <p>OLIVE OIL CRUSHED</p> <p>Frites</p> <p>SWEET POTATO FRITES</p>	<p>PLATS DU JOUR</p> <p><i>Monday</i> LOBSTER POT PIE</p> <p><i>Tuesday</i> BACON MAC & CHEESE</p> <p><i>Wednesday</i> COUNTRY FRIED STEAK</p> <p><i>Thursday</i> COQ AU VIN</p> <p><i>Friday</i> POT ROAST</p> <p><i>Saturday</i> VEAL BLANQUETTE</p> <p><i>Sunday</i> SKATE MEUNIERE</p>	<p>HOUSE WINES</p> <p>WINE 1</p> <p>WINE 2</p> <p>WINE 3</p> <p>WINE 4</p>
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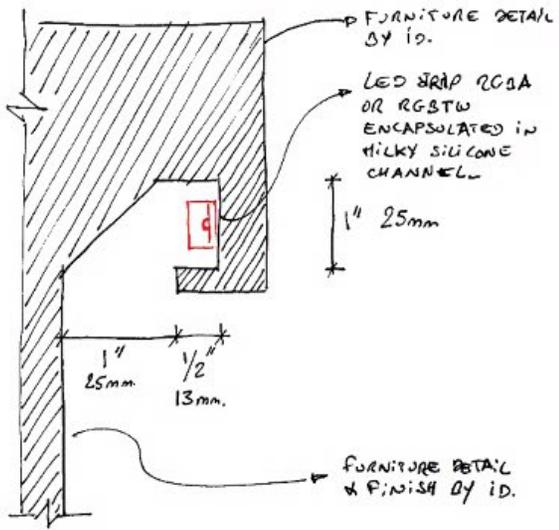




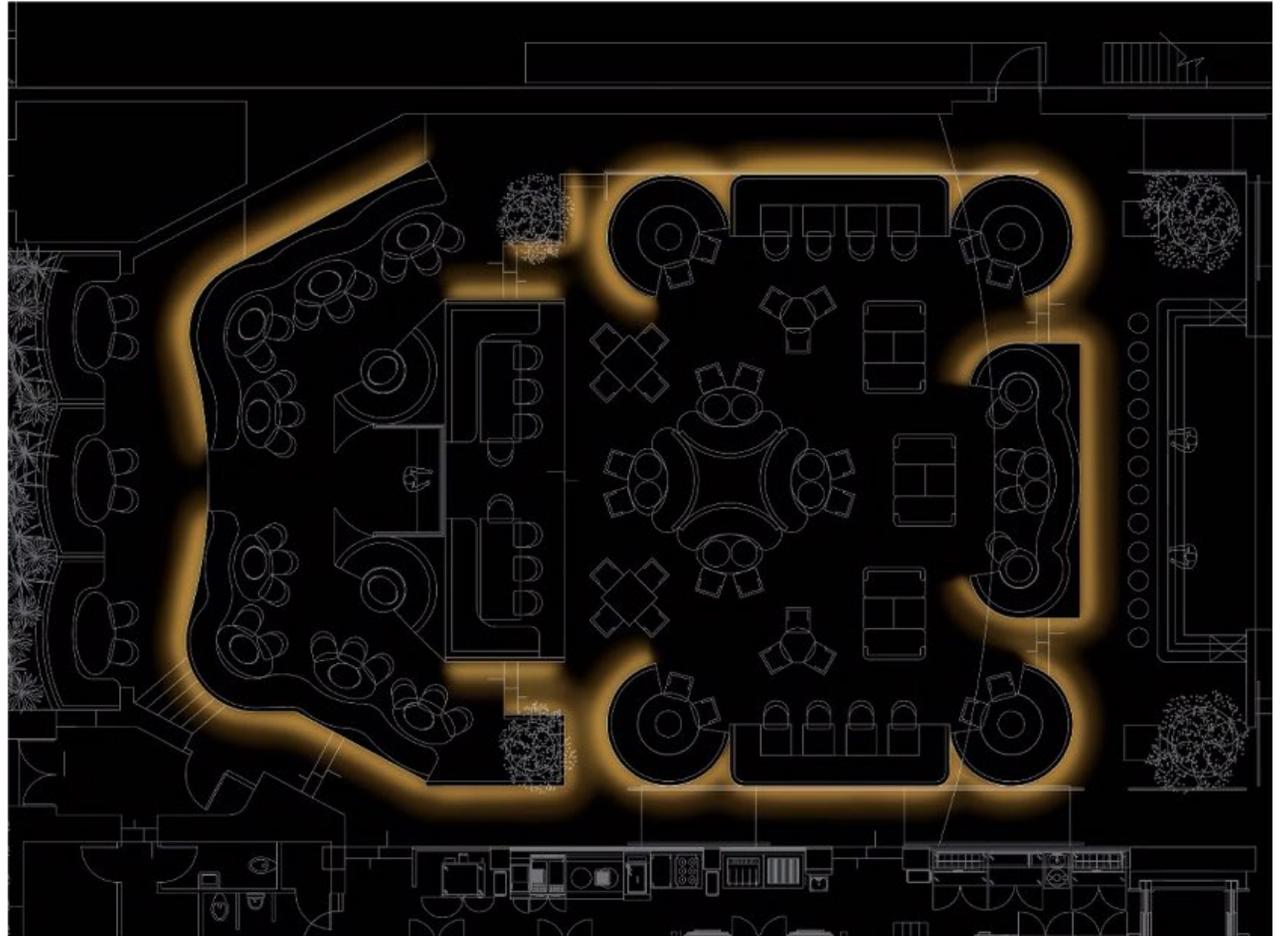
LIGHTING DESIGN

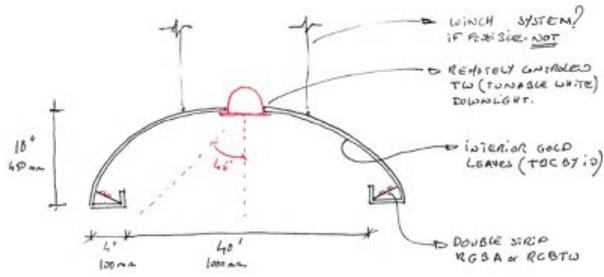
BY LUXPOPULI





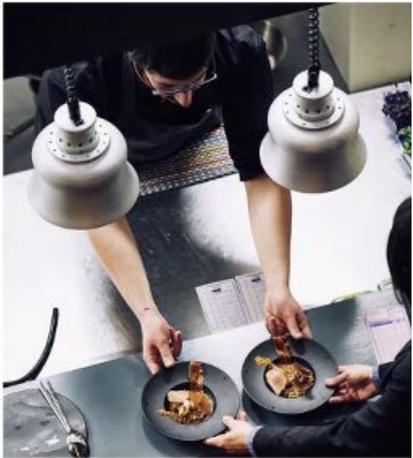
PALIS THEATRE - FURNITURE INTEGRATION DETAIL.





PAES TREATURE - PENDANT BOMB SUGGESTION DETAIL.







INTERIOR DESIGN











EXTERIOR



SIGNAGE



PROPOSED EXTERIOR BUILDING COLOR

WHITE TRUFFLE (SW6029) COUPLED WITH TIDE WATER (SW6477)



EXTERIOR SIGNAGE



FACADE

CLASSIC MEETS MODERN

The facade will play a central role in queen's storytelling. The idea is to bring to life, through distinctive lighting, the allure of a Broadway theater and the distinct emotion that comes with a cinematic entrance.



EXISTING



PROPOSED

EXTERIOR SIGNAGE



FACADE

CLASSIC MEETS MODERN

The facade will play a central role in queen's storytelling. The idea is to bring to life, through distinctive lighting, the allure of a Broadway theater and the distinct emotion that comes with a cinematic entrance.



EXISTING



PROPOSED



PROPOSED OPTION 1
QUEEN

Existing Conditions



B1 | ELEVATION: South
Scale: 3/16=1'-0"

Proposed Signage

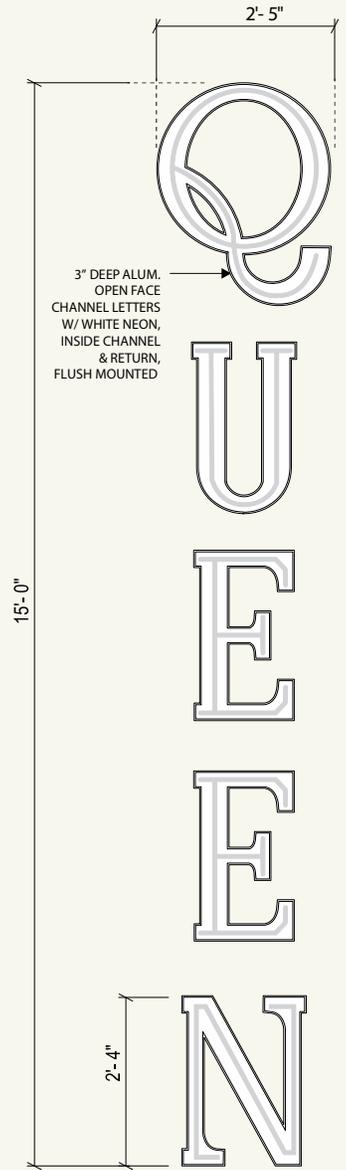


B2 | ELEVATION: South
Scale: 3/16=1'-0"

Night View



B3 | ELEVATION: South
Scale: 3/16=1'-0"



B4 | SPECS:
Scale: 1/2=1'-0"



PROPOSED OPTION 2
QUEEN+ICON

Existing Conditions



B1 | ELEVATION: South
Scale: 3/16=1'-0"

Proposed Signage

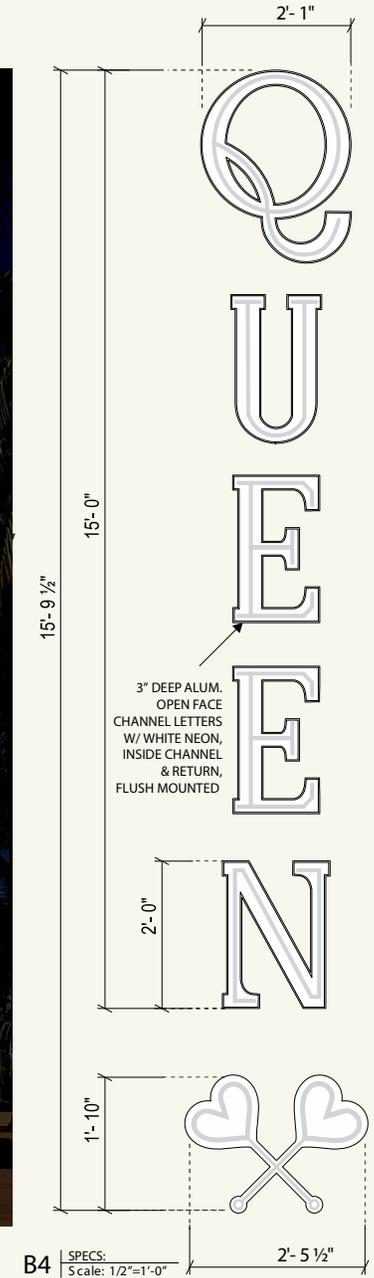


B2 | ELEVATION: South
Scale: 3/16=1'-0"

Night View



B3 | ELEVATION: South
Scale: 3/16=1'-0"



B4 | SPECS:
Scale: 1/2=1'-0"

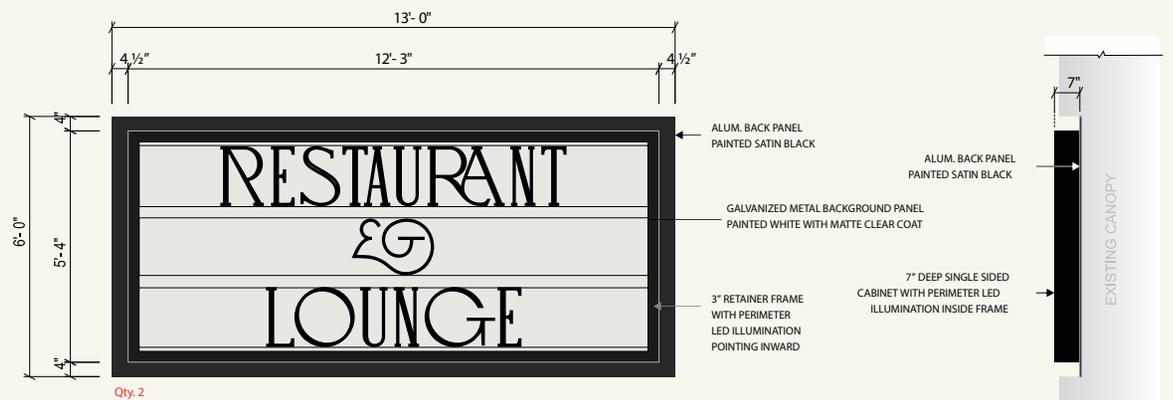
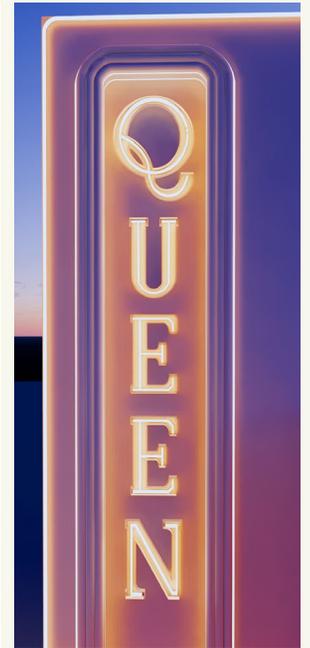
MARQUEE SIGN + CEILING



Proposed Signage



A1 | ELEVATION - East
Scale: 3/16"=1'-0"



A2 | SPECS.
Scale: 3/8"=1'-0"

A3 | SIDE VIEW
Scale: 3/8"=1'-0"

THANK YOU

