

# 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 hohauser

#### ARCHITECTURAL STYLE

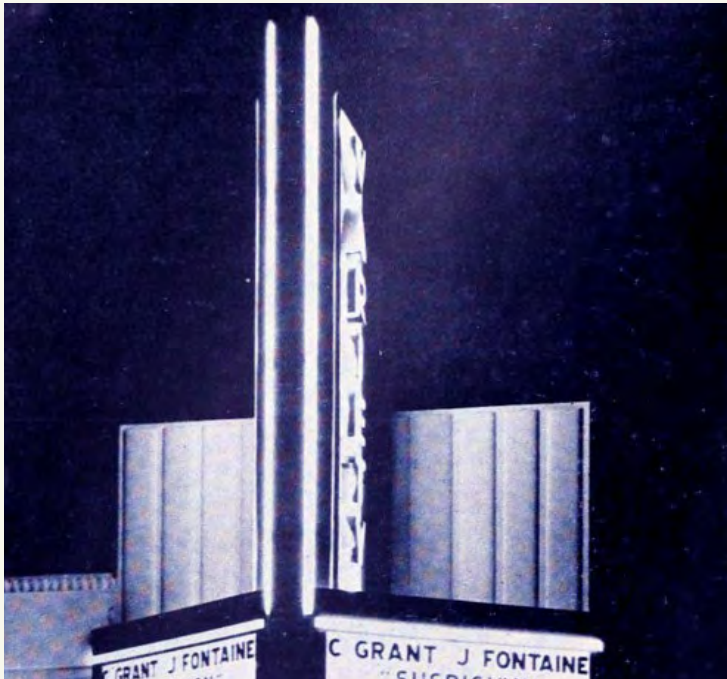
Mimo / Miami Modern

#### LOCATED IN THE

\* 1979 national register miami  
beach architectural district  
\* 1989 miami beach flamingo  
park local historic district

# 2020





1946

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.



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.

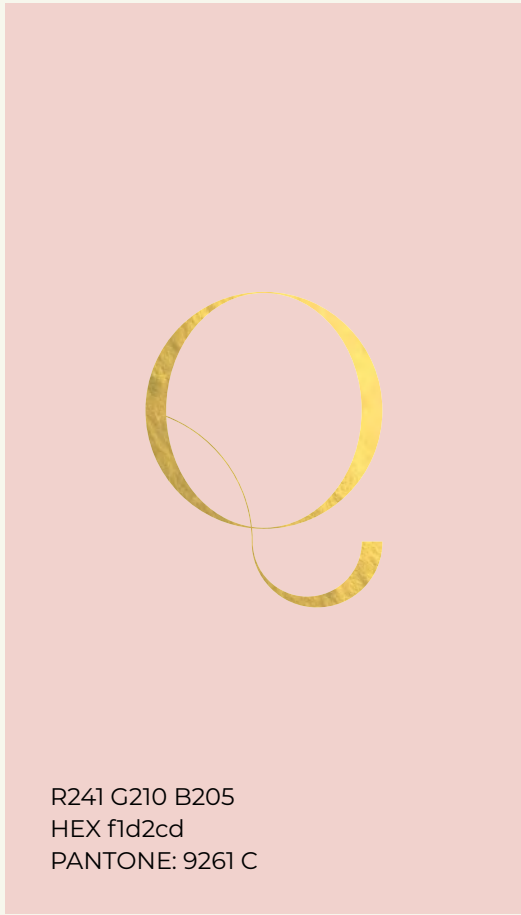
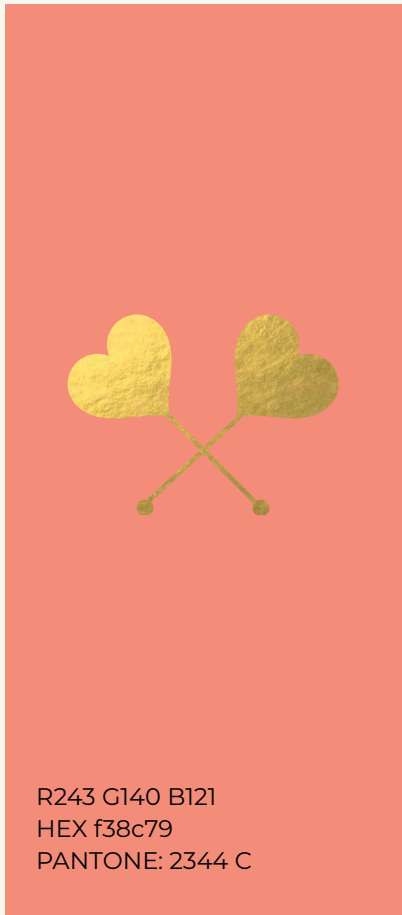
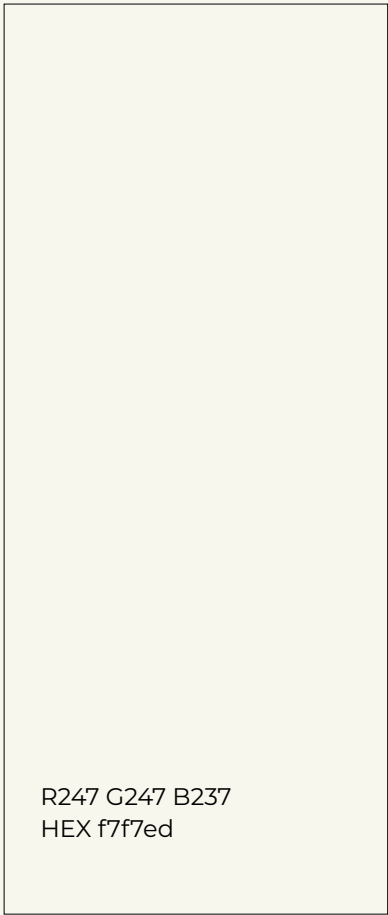
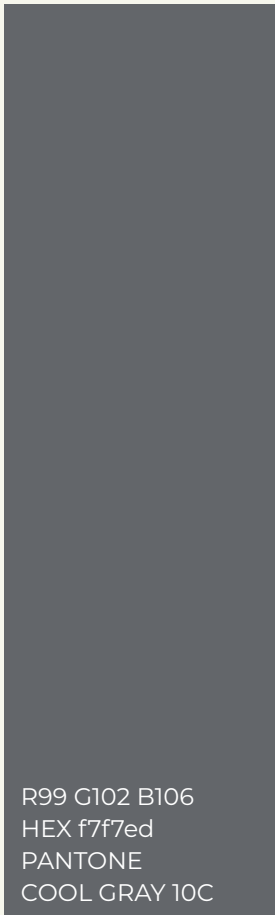

As we travel through the space we pay homage to a variety of eras that have brought life to this original theater with touches of american mid century modern viewed with hints of asian inspiration, as well as the decadent exuberance of the 1970's, QUEEN sets the stage for an emotional journey and a tantalizing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

GLAMOUR MYSTERY DECADENCE POWER



## PRIMARY COLORS

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

 <p>R241 G210 B205 HEX f1d2cd PANTONE: 9261 C</p>	 <p>R243 G140 B121 HEX f38c79 PANTONE: 2344 C</p>	 <p>R247 G247 B237 HEX f7f7ed</p>	 <p>R99 G102 B106 HEX f7f7ed PANTONE COOL GRAY 10C</p>	 <p>GOLD FOIL FILE PROVIDED</p>
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550 Washington Ave  
Miami Beach, Florida

786.343.5648  
queenmiami.com

# QUEEN

## HORS D'OEUVRES

BEEF TARTAR  
Dipn Mustard, Capers, Quilt Egg  
RABBIT PILLETES & FOIE GRAS MOUSSE  
Red Wine Vinaigrette  
WILD BOAR & BOURBON FIG TERRINE  
Grain Mustard, Cornichon  
SEARED SEA SCALLOPS  
Black Truffle & Lemon Shiso, Roasted Potato  
SHRIMP & GOITS  
Tasso Ham, Tomato, Fennel  
HOUSE SHOKED SALMON  
Shaved Fennel, Crispy Potato Cake, Green Peas  
ESCARGOT HUSH PURRIES  
Maitre D' Butter

## RAW BAR

GRAND PLATTER  
PETITE PLATTER  
DAILY OYSTER SELECTION  
LITTLE NECK CLAMS  
JUMBO SHRIMP COCKTAIL  
TAYLOR BAY SCALLOPS  
1/2 LOBSTER  
CITRUS & FENNEL KAMPACHA  
FRESH ALASKAN KING CRAB

## SOUPS & SALADS

VIDALIA ONION SOUP  
Combined Croutons, Ridgevine Cheese  
MUSHROOM & CHESTNUT SOUP  
Red Wine Shalots  
FRISÉE SALAD  
Crispy Country Ham, Cornmeal Fried Egg,  
Sherry Vinaigrette  
CAESAR  
Baby Red Romaine, Croulons, Shaved Grana  
BEET & ESCAROLE SALAD  
Blue Cheese, Walnuts, Grain Mustard  
Vinaigrette  
POACHED SHRIMP & AVOCADO SALAD  
Mache, Citrus-Ginger Vinaigrette

## ENTREES

DRY AGED BURGER  
Fried Green Tomatoes, House Bacon, Pepper Jack, Frites  
WILD STRIPED BASS  
Red Peas, Ham Hock, Collards  
SMOKED TROUT FILLET  
Baby Beets, Creme Fraiche, Horseradish  
GROUPER  
Roasted Fennel Purée, Bouillabaisse Sauce  
DUCK CONFIT  
Celery Root, Apple, Braising Greens  
PORK LOIN  
Blackheart Squash, Cabbage, Elder-Green Mustard Jus  
CURRIED CAULIFLOWER "STEAK"  
Raisins, Pickled Carrots, Pistachios  
HAND CUT PARMARDELLE  
Braised Lamb Shank, Potatoes

## Steaks

45 DAY BONE IN STRIP LOIN 14 OZ  
BONELESS RIB EYE 20 OZ  
GRASS FED TENDERLOIN 12 OZ  
TERES MAJOR 9 OZ

## Sauces

BEARNAISE SAUCE  
FOIE GRAS SAUCE  
BRANDY 4 PEPPERCORN SAUCE  
RED WINE JUS

## VEGETABLES

BRUSSEL SPROUTS  
Grain Mustard, Bacon  
ROASTED ROOT VEGETABLE  
Pestoide  
ROASTED MUSHROOMS  
Blue Cheese  
GREEN BEANS  
Sorghum, Bitter Seeds

## SIDES

POTATO  
GARLIC MASHED  
OLIVE OIL CRUSHED  
FRITES  
SWEET POTATO FRITES

## PLATS DU JOUR

*Monday* LOBSTER POT PIE  
*Tuesday* BACON MAC & CHEESE  
*Wednesday* COUNTRY FRIED STEAK  
*Thursday* COQ AU VIN  
*Friday* POT ROAST  
*Saturday* VEAL BLANQUETTE  
*Sunday* SKATE MEUNIERE

## HOUSE WINES

WINE 1  
WINE 2  
WINE 3  
WINE 4

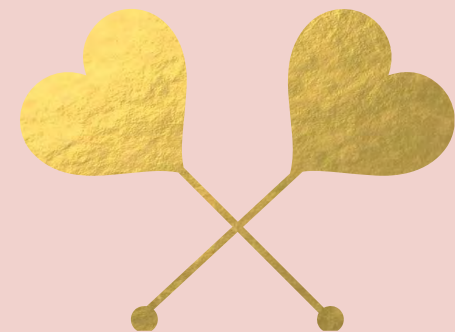


QUEEN

550



Q





# INTERIOR DESIGN

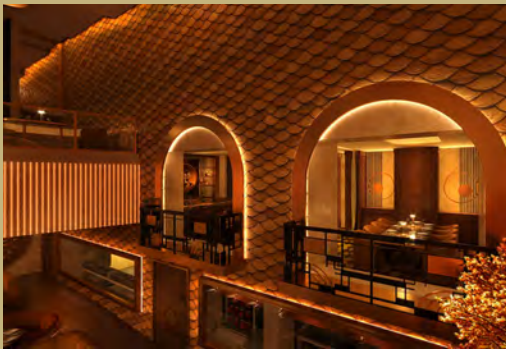


















EXTERIOR



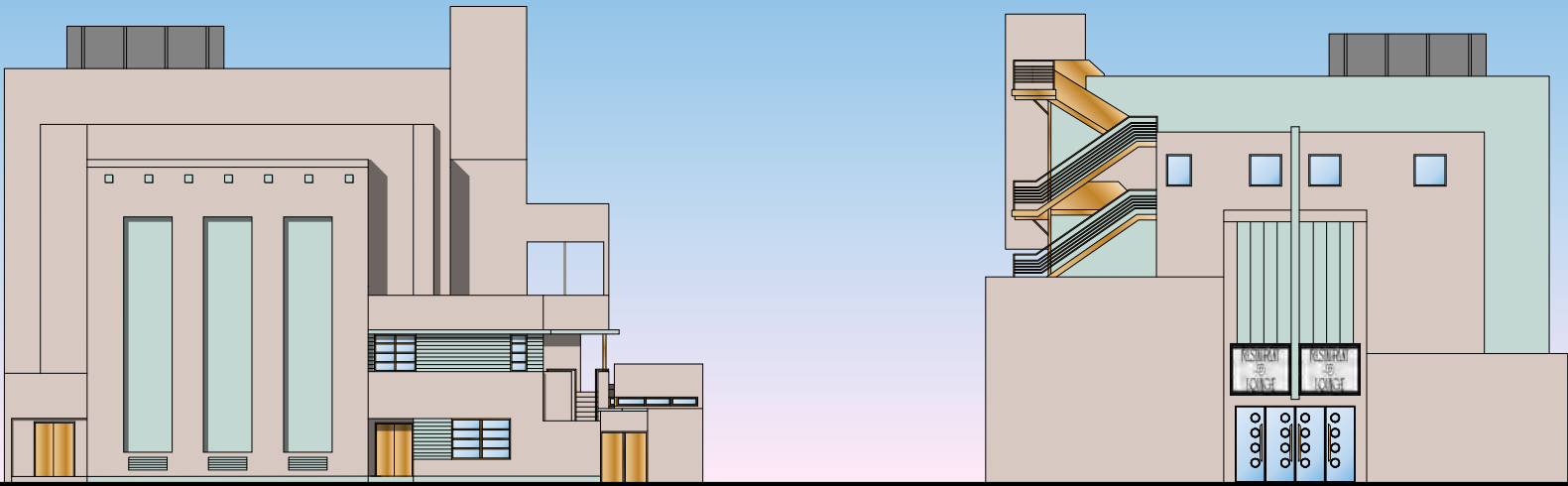
SIGNAGE



PRE-APPROVED PAINT COLORS



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

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EXISTING



PROPOSED



VERTICAL SIGN OPTIONS



PROPOSED OPTION 1  
QUEEN

Existing Conditions



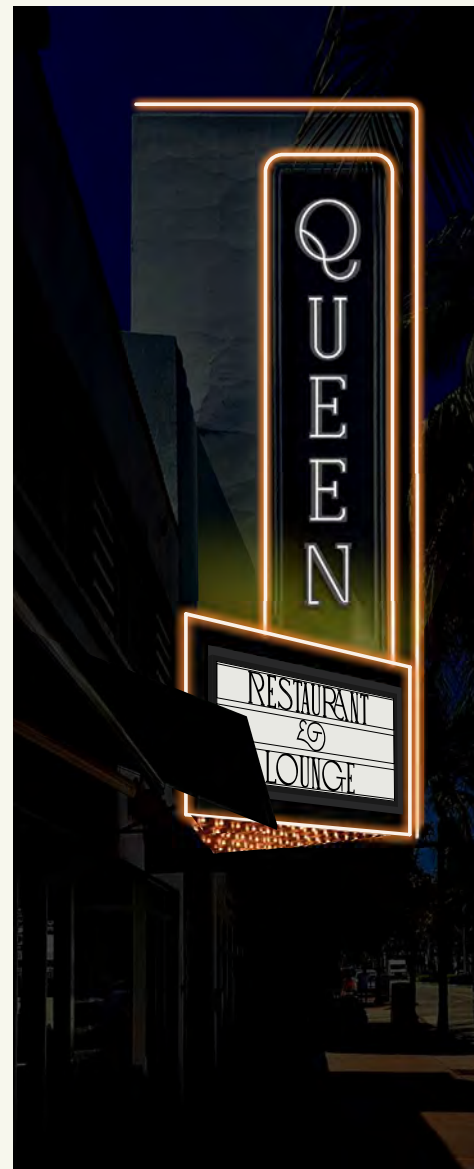
B1 | ELEVATION: South  
Scale: 3/16=1'-0"

Proposed Signage

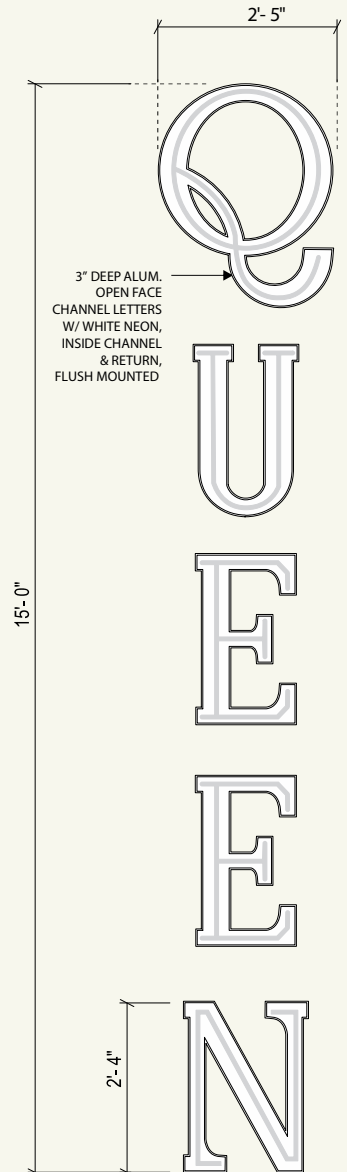


B2 | ELEVATION: South  
Scale: 3/16=1'-0"

Night View



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



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



VERTICAL SIGN OPTIONS



PROPOSED OPTION 2  
QUEEN+ICON

Existing Conditions



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

Proposed Signage

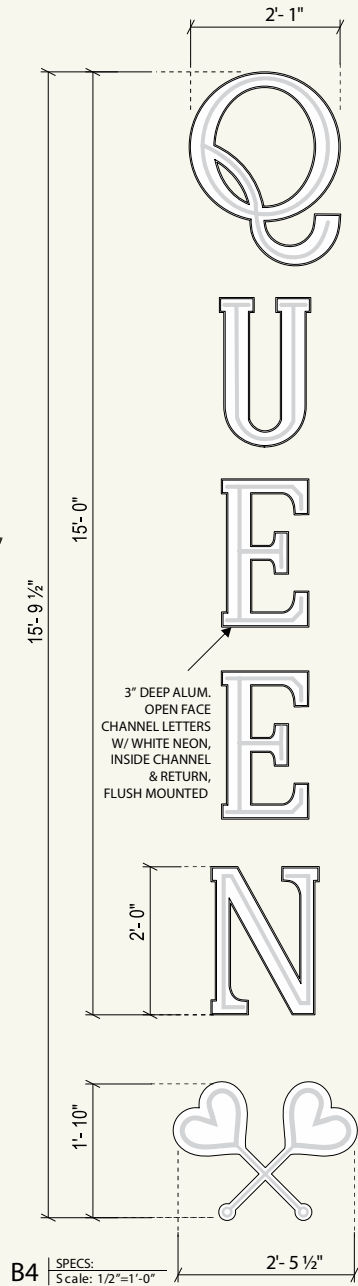


B2 | ELEVATION: South  
Scale: 3/16=1'-0"

Night View



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

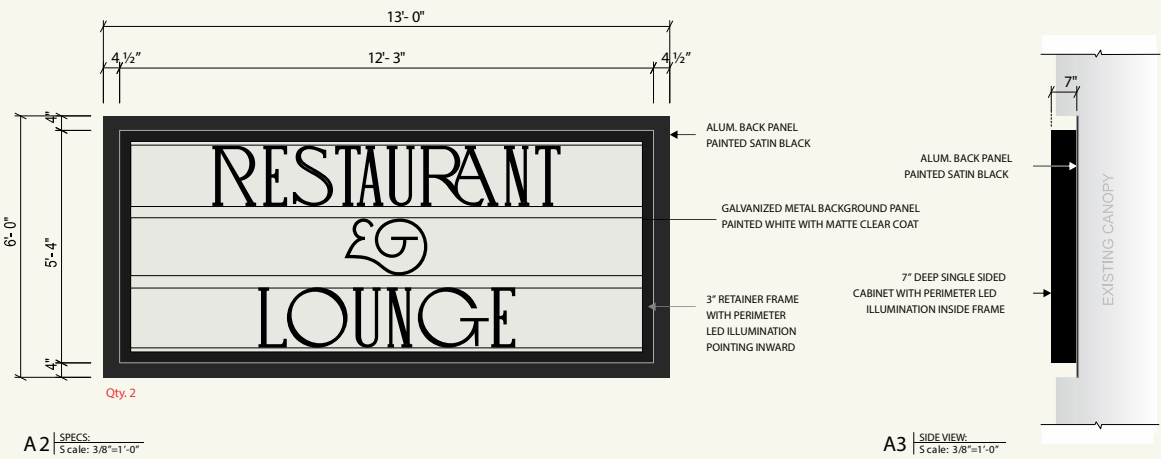


B4 | SPECS:  
Scale: 1/2"=1'-0"

MARQUEE SIGN + CEILING



Proposed Signage







































THANK YOU

