

FOOD SLOGANS
the actual food slogan used,
font and graphics TBD with chef

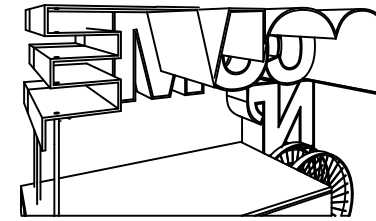
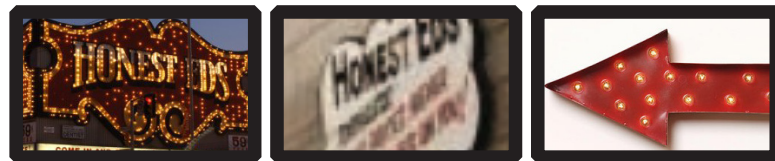
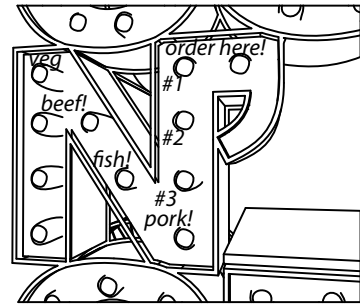
here are some ideas:



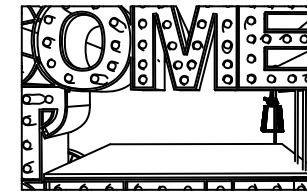
MENU
menu engraved on wood
light up order buttons



RESTAURANT SIGN
shape and placement
TBD with chef



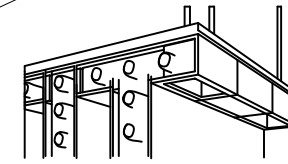
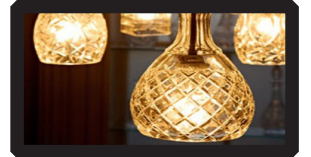
CANOPY SYSTEM
fabric canopy extends
letter profiles



COUNTER
bespoke wood countertop
with reclaimed
woodshop lumber offcuts



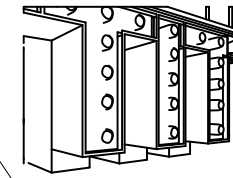
COWBELL
when rung,
the entire cart will light up
and amaze everyone near and far
made of mason jar/wine bottle



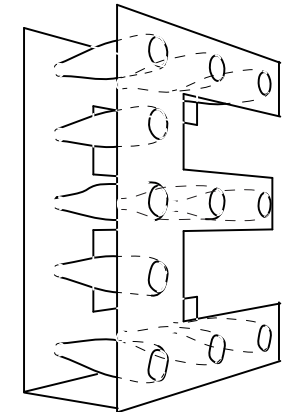
HANDLE
slot underneath counter
to pull food cart



LED BEER BOTTLE
beer bottles light up to
interact with users



BRAKES
brakes slide out
on bottom letters



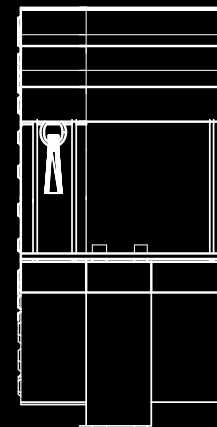
CONSTRUCTION SYSTEM
beer bottles slotted into
thin plywood

"Come n' get it!" "Get it while it's hot!" So many of the things we say on a daily basis refer to eating, and nearly every food product has a catchy slogan associated with it. This food cart is a bold graphic reference to a retro pop culture of advertising and signage, complete with bright interactive lights and all that jazz.

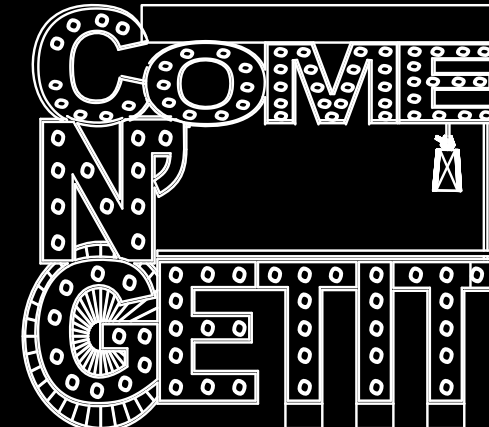
Imagine coming up to the food cart: Ring the cowbell for service, and the cart lights up! The menu to your left lists some incredibly delicious foods, and there's a shiny lighted icon for each option. As you deliberate over what to get, menu icons blink and glow. When your order is ready, the cart flashes brightly to let you know. (The story of what happens and how the lighted cart behaves can change, but you get the idea.)

The cart will be made of plywood, with beer bottle LED lights, and an arduino system of sensors and buttons. Lumber offcuts and laser cutter scraps may be incorporated for the counter and signage.

We have suggested a few slogans in our proposal, but the actual slogan, as well as its typeface and graphics, will be developed with the chef to reflect their restaurant's identity.



26'
side elevation



6'
front elevation

16'
28'
32'
76'



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