



WID CHAPMAN ARCHITECTS

FIRM
PROFILE



LEISURE TIME DESIGN

Wid Chapman Architects designs well-considered, welcoming places that effectively meld architecture and interiors. Our hospitality designs are inventive, modern, and multifaceted... layered, detailed, and colorful. In them, form and function, space and light intertwine, setting the stage for interaction. Dynamic yet unified, they embody an undeniably engaging energy. Contemporary & casual, an easy elegance marks our spaces for sleeping, dining, and relaxing. All set the stage for getting away from the world...for a long stay or a short while.



EMMONS HOTEL

This development is proposed for a premier waterfront site in the Sheepshead Bay neighborhood, located on the Southern-most end of Brooklyn, New York. The site is directly on the waterfront, overlooking the Bay, which flows out into the Atlantic Ocean and to the rest of the world.



EMMONS HOTEL



LOCATION:
Brooklyn, New York

DIMENSIONS:
74,600 sq. ft.
4 Floors



02

PURPLES HOTEL

The client of this resort commissioned the firm to create a hotel that would rise above the age-old "holiday package" genre for which this lake and region was traditionally known. We created a stylish, but airy & easy atmosphere for relaxing, swimming, sailing, and fine dining.



LOCATION:
Wörthersee, Austria

DETAILS:
100 Room Resort



03

NEW YORKER PENTHOUSE

A presidential suite located on the 30th floor of the New Yorker Hotel, each space, material and furnishing is made to be luxurious with a nod to the art deco era design origins of this storied hotel.



LOCATION:
Brooklyn, New York

DIMENSIONS:
72,600 sq. ft.
3 Floors



THE WORLD SPA

Natural wood, organic materials, and meticulous attention to cleanliness come together to create this expansive establishment's homey feel. Generous men's & women's facilities ensure privacy, while a traditional & elevated aesthetic provides guests with a sense of space that is both vast and cozy. Guests experience the roots of multiple cultures represented, the very fabrics of which are woven into the facility's design and execution. Each of World Spa's distinct, spacious areas stays true to its various cultural roots while delivering the latest in body rejuvenating treatments and experiences.



THE WORLD SPA



LOCATION:
Brooklyn, New York

DIMENSIONS:
72,600 sq. ft.
3 Floors



DHAMAKA

Located in the highly modern setting of New York's Essex Market, we sought to visually express the city's ongoing movement and change. *Dhamaka* means an explosion...a "bang and blast" that the new venue's chef is creating with his street-food inspired cuisine. Dhamaka is dynamic & imaginative, combining forms, colors, & images meant to transport patrons to another world, especially appreciated in this challenging time when travel has been so limited. Winner of the James Beard Award, "Best Chef NYC, 2022."



LOCATION:
New York, New York

DIMENSIONS:
1200 sq. ft.
56 Seats



// All irregular shapes...the cutouts harken back to the meaning of *dhamaka*, noting that "they look like tectonic plates; parts of a whole that has been fragmented apart."

- INTERIOR DESIGN //

DHAMAKA



SEMMA

Semma is a Michelin-star restaurant in the West Village from the Unapologetic Indian team. Focused on Southern Indian cuisine, many of their dishes have never been seen outside of India, until now. To pay homage to the Chef's authenticity, we sought to create an environment equally transportive. Inspiration came from the houseboats of Kerala & the iconic Kathakali dancers. When designing the furniture, we turned to Pierre Jeanneret's mid-century chairs—providing a conceptual template for the built-in banquettes with internally illuminated cane backs. As soon as you step into Semma you have stepped out of the West Village and feel like you are taking a journey down the Kaveri River.



SEMMA



LOCATION:
NEW YORK, NY

DIMENSIONS:
2,500 sq. ft.
90 Seats

PEACHY KEEN

This '70s-inspired restaurant with a modern twist features high-quality eats, over-the-top sweets, and nostalgic cocktails. The goal for the project was to create an energetic yet comfortable space that captures the spirit of the city with a vibrant atmosphere that still feels familiar. Bold colors & materials were used to create diverse and playful dining and drinking areas. The restaurant embodies both fun and fair, a rare combination in most fast casual dining spaces today.



LOCATION:
TIMES SQUARE,
NEW YORK, NY

DIMENSIONS:
4,800 sq. ft.
220 Seats



“ Peachy Keen is a sprawling restaurant with exaggerated 1970s-inspired interiors, decked out in a vibrant color scheme of coral, turquoise, orange, & pink with design elements like white ceramic tiles with pink grout and neon signs.

– 6 SQUARE FEET



PEACHY KEEN



BABY BRASA

Our client, a renowned Celebrity chef & Master Chef judge, asked Wid Chapman Architects to upgrade his wildly popular West Village Restaurant. The design brief was to represent his Peruvian, European origins in the design to complement his original cuisine. Walls are clad in custom walnut slatted wood and murals of tropical plant leaves. The ceiling panels are wrapped in linen, with rattan light fixtures & wood fans. Tropical plants are integrated into the design throughout.

LOCATION:
WEST VILLAGE,
NEW YORK, NY

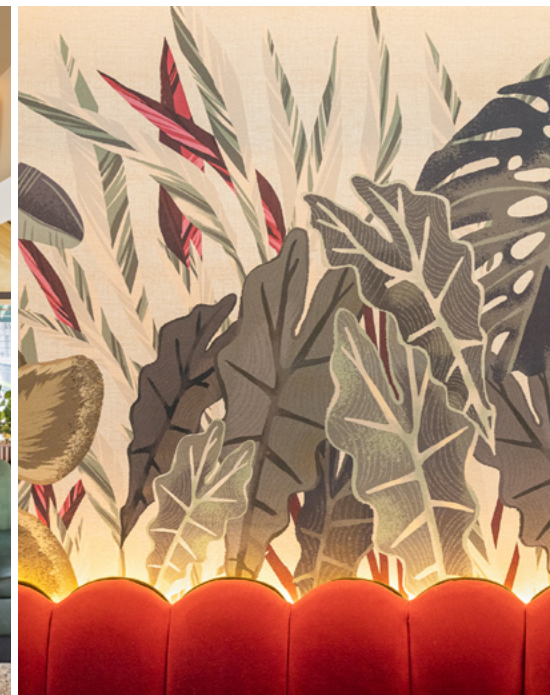
DIMENSIONS:
1500 sq. ft.
80 Seats



// Accessed through an arched entrance, a black marble bar serves as a grounding point and is complemented by neutral hues and the greens of tropical plants and velvet banquettes.

- AIA NEW YORK //

BABY BRASA



INDUSTRY KITCHEN

Industry Kitchen is an indoor and outdoor restaurant and bar located under Manhattan's FDR Drive, just south of South Street Seaport. Nestled under the overpass, it is housed in an iconic structure designed by SHoP Architects, just yards from the East River's edge. The inspiration for the design of the restaurant evolved organically from the awe-inspiring site & view, which called for an industrial raw, and authentic approach, its color palette is clean & simple to complement the building's cutting-edges design.



LOCATION:
New York, New York

DIMENSIONS:
3200 sq. ft.
300 Seats Indoor
and Outdoor



// To balance the hard edges, the firm filled the room with warm woods, pairing floorboards from old trucks with blackened steel for the tables and sheathing the ceiling in reclaimed-oak planks...pendant lights inspired by industrial gears hang overhead.

- ARCHITECTURAL DIGEST

INDUSTRY KITCHEN



WATERMARK BAR

Watermark Bar is a stunning 3,500 square-foot venue with indoor and outdoor space, perched on the edge of the double-level Pier 15 adjacent to New York's historic South Street Seaport. Steel and glass make up the structure of the venue, and floor-to-ceiling windows seamlessly separate the indoor and outdoor areas, framing a picturesque view of the waterfront that can be enjoyed all year.



LOCATION:
New York, New York

DIMENSIONS:
3,500 sq. ft.
350 Seats

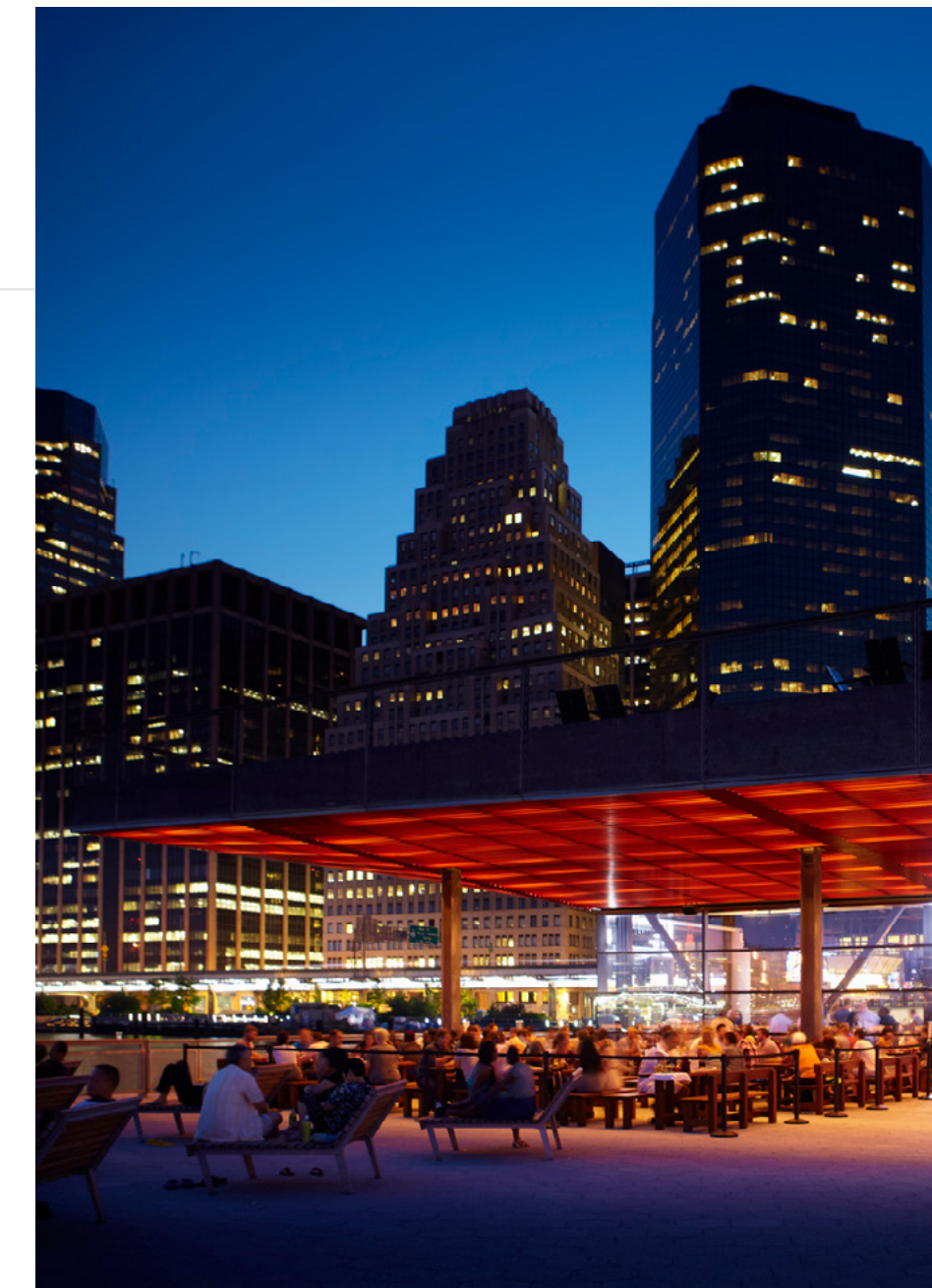


Occupying 3,500 square feet of Pier 15 at South Street Seaport, Watermark Bar enriches the water-front experience with an urbane yet fun lounge experience. . .

- THE ARCHITECT'S NEWSPAPER

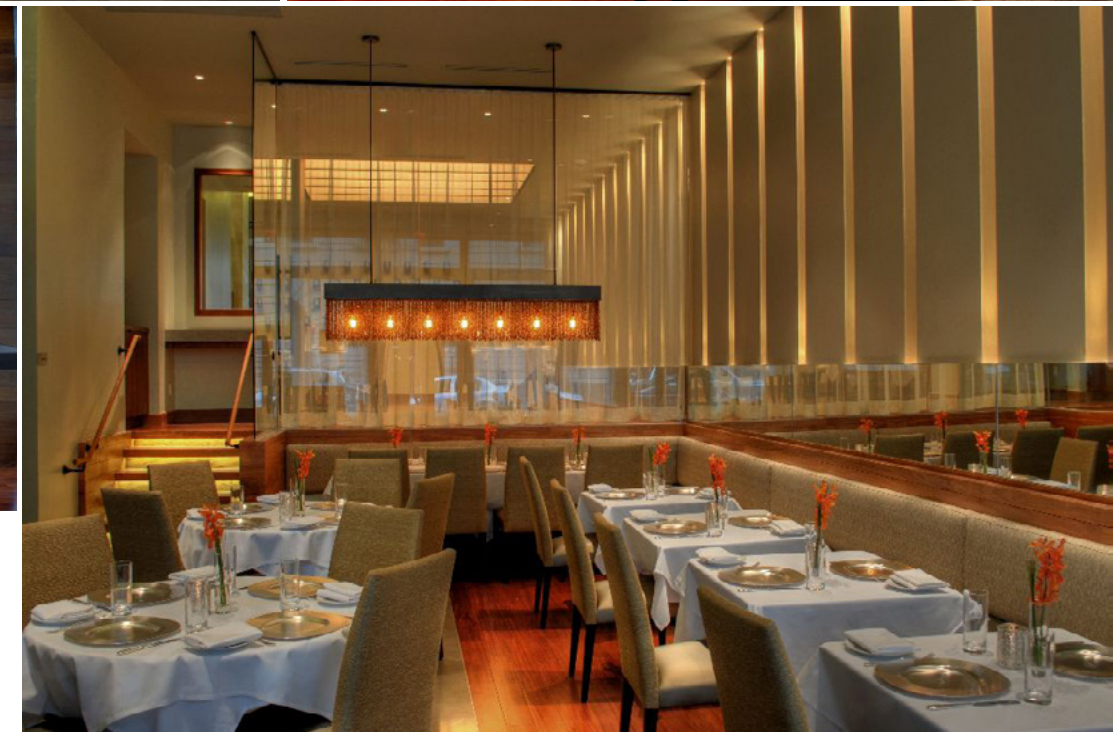
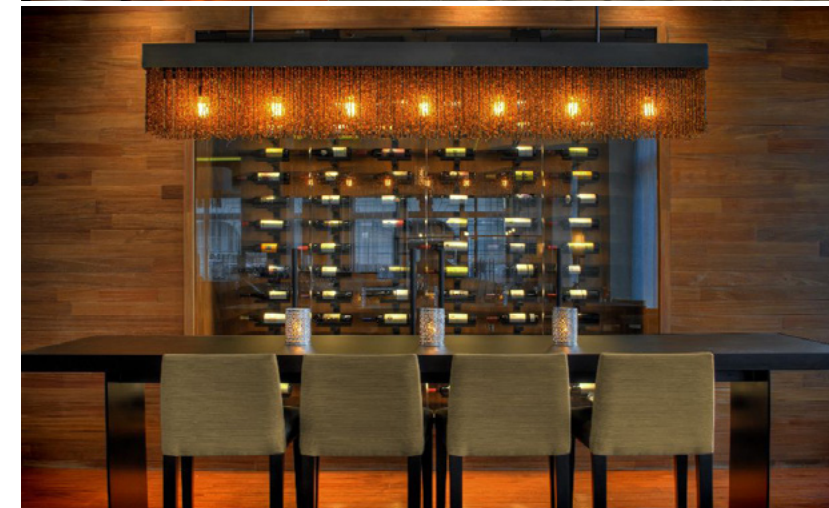


WATERMARK BAR



TAMARIND TRIBECA

Tamarind Tribeca is the second Tamarind completed by the firm. The challenge was to make the most of its soaring loft space while creating warm, intimate pockets for dining and drinking. The design for the restaurant epitomizes the firm's sensibility for conceiving restaurant spaces as a series of vibrant "urban" social places.



LOCATION:
Manhattan, New York

DIMENSIONS:
7,000 sq. ft.
Seats 188

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70 PINE STREET

This landmarked 1930s art deco skyscraper (previously the AIG building) is a key player in the revitalization of New York City's Financial District. The design for this bi-level 14,000 square foot fine dining establishment celebrates the building's historical significance and unique architectural features. Modern interpretation and honest use of materiality create a luxurious, comfortable and timeless atmosphere.



LOCATION:
New York, New York

DIMENSIONS:
14,000 sq. ft.
Seats 256



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245 PARK AVENUE

Located in the heart of a major corporate office district, this vast, light-filled space, with floor-to-ceiling windows and 20' ceilings, was filled with tremendous potential. We were charged with creating a high-end restaurant, showcasing modern American cuisine, both luxurious and accessible. The restaurant features a large bar anchoring the major wall of windows. The back bar, with large, see-through arches, screens the bar area from the main dining. Various-sized private dining rooms and modern "snug" lounges in the rear call to mind an exclusive, members-only club.



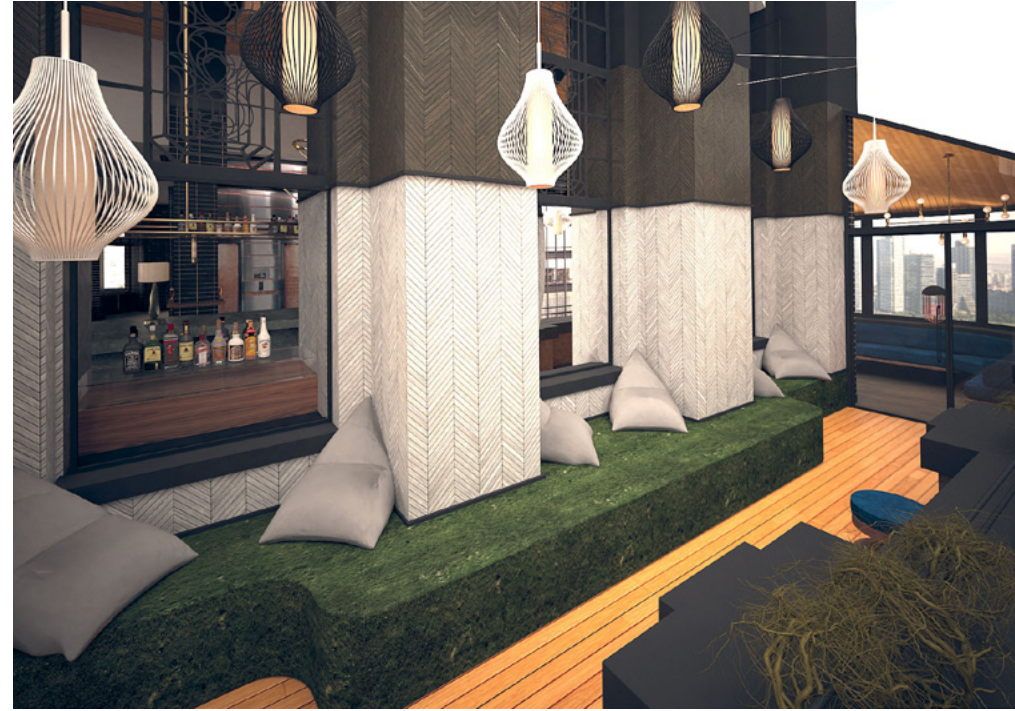
LOCATION:
New York, New York

DIMENSIONS:
8,000 sq. ft.
Seats 150



BEEKMAN TOWER

Beekman Tower, a New York City Landmark 1928 art deco skyscraper in Midtown Manhattan, was designed by renowned architect John Mead Howells. The firm was commissioned to transform its top floor cocktail lounge and bar, famous for its sweeping views of the city.



BEEKMAN TOWER



LOCATION:
New York, New York

DIMENSIONS:
2,000 sq. ft.
120 Seats Indoor/
Outdoor



LE CAFÉ COFFEE

In 2010, our firm was commissioned to create branding for a French start-up, Le Café, & we have designed ten stores in NYC to date. Each iteration presented a fresh opportunity to evaluate the brand's evolving identity and to incorporate refinements. The latest location, on Eighth Avenue just off Columbus Circle, is the most high-profile venue to date, reflecting the most extensive update to the brand environment. Walls are capped with a sweeping curve, ending at an integrated cubby display band around the space, and a separate compact French retail area completes the design.



LE CAFÉ COFFEE



LOCATION:
New York, New York

DIMENSIONS:
300 sq. ft.
10 Seats

H&H BAGELS

"Like no other bagel in the world," H&H Bagels has been an iconic destination on New York City's Upper West Side for fifty years. In 2021, our firm was hired to lead the brand into its next iteration, upgrading the original store's visual environment, brand identity, & customer experience, and translating this for an upscale store in the new Moynihan Train Hall. It was one of the first shops to open in this vital urban space. These projects led to a wider partnership with H&H Bagels as it seeks to expand exponentially, and we are working on a comprehensive franchise design model for the company.



LOCATION:
TIMES SQUARE,
NEW YORK, NY

DIMENSIONS:
4,800 sq. ft.
220 Seats



H&H BAGELS



ROWDY ROOSTER

Rowdy Rooster is one of the most distinctive chicken shacks on the East Coast, serving authentic spicy and crispy Indian-style fried chicken—another hit from the Unapologetic Indian team. This is our fifth restaurant for them (Dhamaka, Semma, Masalawla and Son). Our design had to reflect the idea of a restaurant that just popped up in the street overnight. The feelings we sought to capture were: ramshackle, colorful and fun. We used wooden painted crates to cover the walls and incorporated the rooster motif through mural art in a playful and eclectic manner.



LOCATION:
NEW YORK, NY

DIMENSIONS:
400 sq. ft.
12 Seats



ROWDY ROOSTER



ABOUT WID CHAPMAN ARCHITECTS

Our firm has built internationally, with projects in the U.S., Austria, the Dominican Republic, Korea, Malaysia, and Mexico to date, and has been a Starwood Hotels preferred designer. Our work has been featured by global media outlets including ArchDaily and World Architecture & World Interiors News; by other preeminent publications including *The New York Times*, the *Wall Street Journal*, the *Architect's Newspaper*, *Architectural Digest*, *Hospitality Design*, *Interior Design*, *Metropolis*, and *New York Magazine*; and on NBC's Open House.



INDUSTRY KITCHEN - MANHATTAN, NY

FEATURED IN

The New York Times
INTERIOR DESIGN

IHUFFPOSTI

THE WALL STREET JOURNAL.

METROPOLIS 

NEW YORK 

WORLD ARCHITECTURE
NEWS

arch  daily 



WID CHAPMAN

The practice is led by Wid Chapman, AIA, who received his architectural education at Rhode Island School of Design. He is former chair of the Department of Interior Design at Parsons School of Design (New York City), where he has served as a senior faculty for the past 26 years.

Wid has been guest on podcasts such as The Second Studio and webinars such as Architectural Record's Great Design Begins with Color. He has given lectures in the United States, Brazil, France, India, Malaysia, Singapore, the Dominican Republic, & most recently, remotely in Pakistan. A lifestyle design authority, he is co-author of topical books *Home Design in an Aging World* (Fairchild Books, 2008) and *Unassisted Living* (Random House, 2011).





WID CHAPMAN
ARCHITECTS

feelin' peachy