



Press Release
Tuesday, June 29, 2010

EVOKE PROJECT PUBLISHED IN NIGHT FEVER 2

Evoke International Design is proud to announce the latest release by Frame Publishers, **"Night Fever 2"**, featuring Evoke designed **Latitude Restaurant/Wine Room**. The publication features 175 interiors from around the world, divided between restaurants (EAT), bars and clubs (DRINK) and hotels (SLEEP).

"Strong branding concepts and good stories are as important today as the pure aesthetics and functional qualities of interiors designed to welcome the general public. Creating a hospitality venue encompasses a good understanding of the client's identity, goals and needs, as well as the consumer's wishes. Balancing these aspects and mixing in creativity and innovation result in a recipe for sure success".

ABOUT FRAME: Frame is the world's barometer of interior design. The magazine shows you what's happening and where to find it. The latest interiors and products, spiced up with some art, shop windows and sets: that's the essence of Frame magazine - www.frame-digital.com.



Evoke International Design was formed in 2001 by David Nicolay and Robert Edmonds. The company incorporates conceptual thinking, interior and graphic design to ensure consistent and coherent environments for its client. Evoke's list of projects and clients include residential, restaurant, hotel and retail spaces. Evoke has successfully branded and opened two of their own restaurants, Habit Lounge and the Cascade Room, in Vancouver. Additionally, they have launched a line of t-shirts (Evokativ: T-shirts for the Thinking Class) and continue to create concert and festival promotions for Live Nation, Canada and USA.

EVOKE
INTERNATIONAL DESIGN INC

LATITUDE WINE BAR

Evoke International Design

WHERE VANCOUVER, BC, CANADA
OPENING MAY 2009
CLIENTS LISA HENDERSON AND LARRY NICOLAY
FLOOR AREA 117 M²
CAPACITY 46 SEATS

Perhaps it's just a coincidence that the Latitude Wine Bar opened only a few months before the start of the Vancouver Winter Olympics – in any case, during the winter both wine aficionados and Olympic fans will be happy to slip into the Latitude and out of the cold. The cosy 117-m² space has a modernist South American aesthetic that reflects the cuisine being served. Walnut panelling and sheer curtains balance a wall of sandblasted concrete block and polished concrete flooring. Raised booths provide dining privacy on one side of the interior, while a built-in bench running the length of the room on the other side welcomes larger groups. Eames moulded-plywood chairs lend a timeless, modernist vibe to the clean-lined space. Last but not least, Evoke's eye-catching, floor-to-ceiling installation – made from blocks of old-growth wood dyed in Argentine and Chilean wines – represents Latitude's realistic bid for a gold medal in design.

ABOUT EVOKE INTERNATIONAL DESIGN
David Nicolay and Robert Edmonds set up Evoke International Design in 2001. The firm's business platform incorporates conceptual thinking, architecture, interior design and graphic design. The design team's multidisciplinary approach results in coherent branded environments. With a diverse portfolio of residential, retail and entertainment-industry projects, Evoke enjoys working at various scales.
www.evoke.ca



01 A WALL COVERED IN INDIVIDUALLY HAND-STAINED BLOCKS OF WOOD DISPLAYS AN 'ORDERED RANDOMNESS' OF ALTERNATING GRAIN AND COLOUR.

02 + 04 THE SEATING ZONE, WHICH INCLUDES THREE BOOTHS, FEATURES THE SAME WARM COLOUR SCHEME USED THROUGHOUT THE REST OF THE WINE BAR.

03 VISITORS ENTERING LATITUDE SEE A BAR MADE FROM WHITE CARRERA MARBLE, COMPLETE WITH STOOLS FOR SIX CUSTOMERS AND A BACKDROP OF 'PEEKABOO CABINETRY'.

PHOTOS JANIS NICOLAY

