



Located in the heart of Hemel Hempstead town centre, OoJAM is a new concept in Indian Dining to be rolled out countrywide.

The interior had to address the main elements of the brief as well as reflect the brand identity. The visual kitchen is a key part to the design, with the emphasis on the whole operation centred around being able to see the food being prepared and cooked. The challenge being to position the kitchen to give maximum impact, whilst still being able to work operationally both front and back of house. Seating is set out around the kitchen, tiered to allow full views from all areas of the restaurant.

A neutral subdued colour palette is used as the backdrop of the concept with high gloss white panels contrasting with the dark oak flooring and fixed seating details. Brand colours are introduced sparingly to highlight key focal points, all of which create a distinct but refreshingly simple identity.

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OoJAM.
Hemel Hempstead

Operation.
Modern Indian Restaurant
Chain

Project Value.
£400K

Floor Area.
3000 sqft

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