



CAN YOU KEEP A SECRET?

The peace and prosperity we enjoy are threatened by very real enemies. Our Federal and Corporate buildings all over the world are envelopes for the mechanics of our government, shelters for our leaders, and safes for our most vital secrets. These secrets must be kept so our society can be safe.

A job of good architecture is to design buildings strong enough to protect the very essence of our society.

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CONTACT HOPKINS

NEW YORK CITY
280 Madison Avenue
Suite 1110
New York, NY 10016
212.679.9293 tel.
212.545.9462 fax

WASHINGTON, D.C.
7906 MacArthur Blvd.
Suite 100
CabinJohn, MD20818
301.320.9200 tel.
301.320.9202 fax

WEBSITE
www.hopkins-fs-designers.com

E-MAIL
bigpic@dc-hfs.com
lynn@dc-hfs.com

Dear Associate,
I think I'll call this my "respiration" issue. The inhale is the article to the left about working clandestinely on top-secret projects. Silence.

On the other side of this letter to you I describe the relieving exhale of creativity breaking through the norm.

The Internet, in allowing us to research, process, and communicate with such ease urges us to respond by being more creative than ever. We are compelled to use this phenomenon of technology to make better, longer-lasting solutions to old problems.

Loudness.



Truly it was said that to everything there is a season, a time to be quiet (silence), a time to sing (loudly); a time to plant and a time to reap; a time to mourn and a time to dance. Now it's time to read this newsletter; then it will be time to call me and tell me your thoughts.

May your Autumn be colorful and your winter white, and may you rejoice in a life well lived.

Sincerely,

Lynn Hopkins

CREATING BRILLIANT CONCEPTS

Why is this important? The herd may still be satisfied with the greenest grass on the sunny side of the hill, but most people don't just eat to live. For us humans, besides nourishment, dining involves art, socialization and budget. The business of offering this mix is a combination of manufacturing, theater and management of the staff, resources and

facility. (Quick, call a specialist!) The design-specialist must be keenly aware of the challenge to create a

whole that satisfies the motivations of both buyer and seller.

Applying rules-of-thumb design principles to satisfy basic physical requirements is fine! Yet, a creative concept will add value to costly food service spaces.

Design to Purpose Vibrant organizations attract the best and the brightest and they aim to keep them happy. Prospective employees, like prospective students, size up the campus by looking at the cafeteria. Are the people gathering; do they look like they are enjoying themselves and each other? Is the ambiance stimulating or dull? How does the food look; are there any "cool" foods? Is there anything else to do there but eat? Is it easy to meet people there? Do I want to come back tomorrow?

Because the cafeteria is the heart of the campus where the whole group will gather to find refreshment, comradery, and nourishment, innovative designs play an important role in creating an environment where the campus can excel. The family hearth on a cold winter's day joins people together. Well-bonded students and employees are (over)



F.Y.I.

FOOD SERVICE PLANNING AND ENGINEERING
First Autumn Y2000

The Harvest

HOPKINS
Gaining experience you can build on.

WORKPLACE

- Ai - Capital One Mitre
- IMF Headquarters 2
- Kling Lindquist - USPS - Processing Ctr FDA Montgomery Co. McGuire AFB
- Einhorn Yaffee Prescott Moorehead Federal
- SmithGroup - NationalResearchCouncil
- Michael Graves Architect FBO Seoul Korea
- Zimmer Gunsul Frasca - FBO/NOB Istanbul

EDUCATION

- Polshak Partnership - High School for Law Enforcement
- Hardy Holzman Pfeiffer-PS69
- Kohn Pederson Fox-CUNY-Baruch College Wharton School
- KallmannMcKinnellWood UMass, Boston
- Beyer Blinder Belle SUNY at Stony Brook
- HSMM - DC Public Schools

CORRECTIONS

- HSMM - FBOP-Lee County
- Vitetta - City Of Phila. Women's
- Gaudreau/Vitetta Wicomico Juvenile

RECREATION

- Einhorn Yaffee Prescott-National Zoo-Mane
- Pei Cobb Freed-NationalConstitutionCenter
- Hardy Holzman Pfeiffer Hippodrome

ROOM FOR YOUR PROJECT!

A fool who is corrected will only hate you, the wise when corrected will love you. A Proverb

Brilliant Concepts continued

very valuable contributors to the institution. Food service may also be used to encourage healthful living, to fuel students and employees with tasty and nourishing foods that keep them alert, healthy and in top shape to perform their best. A cafeteria that wants to feed them quickly and get them back to class or work is designed differently from the cafe that wants to encourage unity, a high tech culture, a creative culture, a nurturing culture. Define your purpose, and design to it.

The Big Four Elements By all means if you want to create a brilliant concept, don't name it! Don't even call it an emporium which is a little bit of everything! Associating a name stifles creativity. The big four elements are 1. Service method -e.g. wait service, plate up, exhibition cooking, self-serve. 2. Layout concepts - including but not limited to scatter system, food court, market. 3. Menu-mix - e.g. hybrid-ethnic, home cookin', fast fried, and 4. Check average - even the most wonderful ideas can be more costly than the market will bear (with enough frequency) to keep the operator profitable.

Playing within these four elements to tailor a concept that is creative and technically fine-tuned to its market and to the building illuminates the owner, the operator, the customer, and the architect. That's why we can say it's brilliant!

Masterplanning A campus with several points of service is like a big cookie with chocolate chips sprinkled throughout. One chip won't work. You have to get just the right ratio of chips to chewy to have a successful cookie. Sometimes it's important to have nuts and/or coconut as well as chips. It depends on the masterplan for the cookie as to what it will include, how often and in what combina-

tion. Same with the campus.

Interior Design Even though a homely restaurant in a run-down neighborhood that serves excellent food will have a prosperous owner, it's not the same for non-commercial food service. That's because our customer base is limited. In our world environment is a big part of the equation. Environment works hand-in-hand with the food to draw people in. Designing a food scene that is not trendy (because trends change) but plays on a classic theme in a new way is a winner.

To break up the day people would rather go to another place than another room. Creating a splendid environment with the use of light, air, textures, colors, shapes and sizes of spaces is crucial. Why should the food service designer have all the fun?!

Voilà The food service industry is exploding with creativity. More than ever busy Americans are relying on restaurants to provide entertainment as well as nourishment. Multi-tasking is normal. Study-work-eat-talk-check eMail-surf the net-relax-listen to music -eat a little more-look around-relax a little more, talk a little more...is what used to be... Go to the cafeteria for lunch. It is incumbent upon the university or corporation to let them find what the 21st century American is looking for; more stimulation disguised as relaxation, and comfort food.



SECRETS CONTINUED

How do team members keep a secret, stump a spy?

- Secure work stations, isolated CAD files
- Secure ftp site
- Separate secure mailbox to receive this mail separately. Send to the secure addresses of recipients.
- A safe for the plans
- Inventory secure documents every time Double check the transmittal to make sure all pages are there; the receiver should do the same.
- A sheet of a classified area that does not contain references to the name of the project or location in any way is unclassified (you can work on it in an unclassified computer.)
- Note: Classifications may be blurry, be safe.

A human mind, once stretched to a new idea, never returns to its former dimension.

Oliver Wendell Holmes, Sr.



by Shaking Water, © Moris