



HOPKINS
FOODSERVICE
SPECIALISTS, INC.

Don't hire a man who works for money, but hire him who does it for love.
-Thoreau



Photo by Robert Freson



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Dear Associate,

Has anyone else noticed that the earth shrunk, and that the clocks all run too fast? I used to believe that the minute and the month were stable measures of time. Now I'm not so sure. I also use to think that there were exotic lands very far away that I could never hope to reach. Now I know that only time keeps me from going there.

The shrunken world is fun; we can wake up in a different city almost every day and

experience new kinds of nature, food and language, and wish for omnipresence. The fast clock amazes me more

than the shrinking planet; the more I pack into this box of time, the smaller it gets. Shouldn't it get larger? My suitcase does, my body does. Please don't misunderstand me. I don't dwell with nostalgia over those lazy hazy days of summer that seemed to never end, but I yearn for just a moment with that good old-fashioned sense of infinite time.

These phenomena have their advantages. It's so much easier now to be patient than it was when the earth turned slowly. Nowadays, an anticipated event is liable to happen in a wink of an eye. Say that we don't like a season or a frustrating situation, or even a series of clouds that rain disappointments on us. We need only wait for what feels like an hour, and a new set of circumstances will appear. Deadlines are not really dead; they're just moments to pause.

Let's heighten our awareness of each moment. Breathe the air, and feel the sunshine. Pull others in. Love work. Is there any good not derived from work? Look around and see the results of billions of hours of labor that one glimpse reflects. (Over...)

The Perfect Review

The collaborative process is especially dynamic. The way we all work together, each of us bringing our perspective and priorities to the drawing board requires minds that can be pried open to receive criticism and then spun around to offer the most helpful recommendations.

Reviewers have it rough. Whether it's a peer review or a client review, no one expects the reviewer to say, "It's great! I like it, let's go get a beer!"

They feel obliged to go to some lengths to fulfill the responsibility of their position. Even well-meaning reviewers risk driving a project into the bank. They need to know what kind of comments will steer the project well.

The guiding principal of a foodservice review is to follow the money trail. The first cost of equipment and build-out pales in comparison to operational cost. The operational cost is proportional to the income that the facility can generate. Reviewers should first ask themselves, "If we build it will they come?" As designers, we find ourselves bowing to the almighty dollar of project budget. Let's remember that when we design a factory or a store (the foodservice facility being both), the income generated will dictate even more forcefully whether to hire or fire employees, whether the food will be delicious or mediocre, and whether customers will want to go there or stay away. The dollars that cafeterias bring into an organization are like votes



Henri Fantin-Latour, A Studio in Batignolles Quarter, 1897

on the quality of the design. An intelligent layout and quality specs make it easier for the operator to consistently sell good food in large quantities. It's easier to spot what's important and what's not in the layout when we think about revenue generation, and the cost of doing business. (Over...)

F.Y.I.

Consultants to the Best in Foodservice Planning and Engineering

Summer 2006

HOPKINS

WORKING WITH YOU
AND FOR YOU

EDUCATION

KPF:

Ross School of Business

Robert A.M. Stern
Harvard Law School
Polshak Partnership:
Westchester College
SOM:
Saint Albans School

WORKPLACE

Beyer Blinder Belle:
Thurgood Marshall
Einhorn Yaffee Prescott:
U.S. Embassy, Juarez
Gardiner USA, H3:
NY Academy Sciences
Gensler:

Corporate Board
The New York Times
HDR:

Texas Cryptologic Ctr
HOK:
N.O.A.A.

Kling:
Amgen, Seattle
Rafael Vinoly:
Van Andel Institute
SOM

Jordan Crisis Center
URS:

U.S. Embassy,
Mumbai
Jackson Barracks
Yost Grube Hall:
U.S. Embassy, Quito

HEALTHCARE

HDR:

Hanover Medical Ctr
URS:
Keesler Medical

RECREATION

Fentress Bradburn:
Army Visitor Center
Pelli Clarke Pelli:
CT Science Center
SOM:
Nat'l Army Museum

TIME FOR YOU

Lynn's letter continued...

The work of our forefathers and mothers, the work of our own generation all contribute to support and embellish our existence. We are interwoven in the web of the work of others. Far from drudgery, work gives each of us opportunities to add to this amazing fabric of our world.

A portion of the hundred thousand or so hours that we work, whether at home or with each other, will break through the time barrier that limits our own lifespans. Back in my art school days I was keenly aware that I was creating pieces that could outlive me by centuries. That's more true of the buildings that house our cafeterias. Calculate it backwards. Instead of imagining how this building could stand for the next two hundred years, imagine that it was under construction when George Washington led his shoeless soldiers through the blizzard to fight Redcoats. What we do is an awesome thing. It's a form of time travel. We place ourselves in someone else's future. So, let's think more often about how our designs will affect users, emotionally and physically. Now, just for fun, let's think forward and imagine what significant events may take place in the future of the building on our boards today: an assassination, a peace treaty, the birth of a president. We make shells for activity. Let's vigorously appreciate this very moment and each other.

Your foodservice consultant serving you some food for thought.



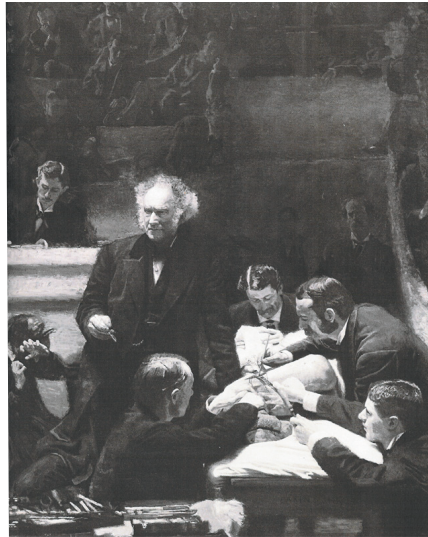
Lynn Hopkins

Quoting You
February 20, 2006

Richard, I want to thank you for your tact, diplomacy and incredible patience. It was an unreasonably long day and you held us magnificently. **Bob Schultz, URS.**



Photo by Robert Freson



Thomas Eakins, *Gross Clinic*, 1875

es. Plan views can be deceptive. Think about the spatial implications, adjacencies and limiting factors. Compare the schematic design to the objectives defined in the program. Does the design meet the desire? This is also the time when the reviewer should be thinking about cost implications and establishing a preliminary budget. The client or operator will begin to foresee operational implications of the layout.

The Design Development Review

The reviewer should start mentally going through the process of preparing and serving the foods. Evaluate the menu and service points. Now is the best time to consider switching out equipment.

Imagine a large delivery of food and dry goods. Will boxes be left in the aisles and corridors for days, or are there sufficient storage rooms? Visualize how the food will be displayed. Mentally place customers in the servery. Where are the bottlenecks? If we tell the designers to change the counter layout, what will be sacrificed? Ask!

The Construction Document Review

This is when we develop the utility hook-ups, finalize counter profiles and identify all equipment accessories. Should there be simple or programmable controls? Think about how the operator will access the equipment for cleaning or repair. Will the equipment be mobile, on casters or fixed? Are there sufficient outlets for small appliances and future flexibility? Visualize a work day from opening to closing. Where will the telephones and/or intercoms be located? Where will spare parts be stored for quick repairs?

The ability to think spatially and to predict all conditions are two valuable aptitudes of a foodservice reviewer. A reviewer-revised plan will either expedite or impede the design process. When the reviewer and the foodservice designer are in sync, bells ring in design heaven. Reviewers rule! May they ever be wise and prudent. Collaborate for the greatest good in harmony so that the work days of those who inherit the space may be light and pleasant. Their destiny is in our pencils (i.e., mouses).♣

The Perfect Review continued...

It's a thrill to visit a five- or ten-year-old project that's thriving still. That thrill comes most often when during the design review we ask certain questions.

The Program Review

Is there any equipment (i.e., style, brand or model) that the client does not want?

Is the labor concept acceptable (e.g., would the reviewer like to see fewer, or more, manned stations)?

Is there enough space for customers to travel easily through the servery, and then pay and leave?

The Schematic Design (SD) Review

SD is our first glimpse of the aesthetics of a space. Look at fixed elements with 3-D glasses.



French Laundry kitchen, San Francisco. Photo by Deborah Jones