



HOPKINS
FOODSERVICE
SPECIALISTS, INC.



Carl Bower

We do not remember days, we remember moments.

Feng Shui



Alfred Eisenstaedt

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Dear Associate,

Wintertime should make us feel very important. After all, it is the time of year when being inside a building is most appreciated. Salute to architecture.

I fell in love with a car recently.

This astonished me because the thing just sits there looking

metallic, no conversation, no pulse. It never invites me to lunch. I had to stop to wonder about all this unreciprocated passion. Soon I realized that I am in love with the car's lines and colors. I also admit that there is a powerful element of anticipation involved in this affair. You see, I have just ordered the car, and I have only a picture to coo over. It's not even materialized yet. Is that pathetic?

Nevertheless, my new passion led me to realize how designers create spaces that can evoke similarly powerful feelings.

Happiness can be as infectious as the flu. In a recent documentary called *Happy by Wadi Rum Films*, I learned that, contrary to popular belief, our circumstances only account for 10 percent of our happiness. Whether very good or very bad, circumstances are so fleeting that they never penetrate the core of either a naturally happy or a naturally grumpy person. That's right: each of us has a genetic set point that makes up 50 percent of us. The set point either leans positive or negative. No one is doomed to being negative, though, because the remaining 40 percent is made up of intentional behavior: things we can do to promote happiness.

(Continued)

Happiness is Being Inside



Eating While Happy—Designing the Dining Experience

Recently I heard Michiel Bakker, the somewhat new food service director for Google, speak about the direction in which he was taking food service there. Food service at Google, as at other organizations, like The World Bank, is much more than a "building amenity." It is recognized as intrinsic to a creative, happy, and therefore highly productive workforce.

In his talk, Bakker pointed to one of his favorite business books, *The Experience Economy*, by Joseph Pine and James Gilmore. The two authors analyze how the quality of the experience enhances the value of the place, product, or service. Netflix, for example, decided that customers who paid a flat rate monthly for unlimited movies had a better experience than Blockbuster customers who paid per movie and had their hands slapped for late returns. Experiences matter.

Added to the communications explosion of the 21st century is the enhancement of the dining experience. A new wave of dining pleasure rolled into restaurants and cafeterias by design. In our Foodie Film of the Month, *Jiro Dreams of Sushi*, we see Jiro dedicate his every breath to perfecting his clients' restaurant experience. Jiro is to be admired and emulated.

(Continued)

F.Y.I.

Consultants to the Best in Food Service Planning and Engineering
Late Winter 2013

HOPKINS

Working with You and For You

CULTURAL ARTS

Freelon/Adjaye/Bond/SmithGroup:

National Museum of African American History and Culture

EDUCATION

BeyerBlinderBelle:
MIT Bldg E-52,
Undisclosed project
Perkins Eastman:
George Mason U
Academic VII

JUSTICE

1100 Architects/Ricci Greene:
Riker's Island Intake
PSI Heery Walsh:
SCI Phoenix

WORKPLACE

AECOM: CE102, P541
Discovery Channel:
New Cafe
FXFowle:
Undisclosed project
KCCT:
OBO Mbabane
OBO Monterrey
Keiran Timberlake:
OBO London,
FASTC
SmithGroup:
OBO Montevideo
URS:
AoC
ICC-Centrom
Yost Grube Hall:
OBO Maputo
ZGF:
OBO Paramaribo

ROOM FOR YOU!



Lynn's letter continued here

According to the film, the happiness serum, dopamine, which causes our neurotransmitters to send us sensations of joy is most effectively and lastingly produced by the following intentional behaviors: (1) gratitude, (2) positive community experiences, (3) acts of kindness, (4) meditation/prayer and (5) cardio exercise, particularly unusual exercise. The film shows a team of happy gorilla marathon runners!

So, the next time you have a minute, run up the stairs – don't take the elevator – to thank a coworker for something he or she did for you; then repose in your feelings of happiness. Better yet, jog over to our office and ask us to join your team so we can both be grateful and happy.

Your food service consultant with some calorie-free food for thought.

Let's keep in touch,



Lynn Hopkins + "Reginald Rollins"

Eating While Happy continued here.

Designing for a happy dining experience is complex. Each of the following elements must be mastered for the dining experience to be thoroughly happy.

1. Business Plan. Designers can either hurt or help a business. Although organizations like Google and Bloomberg are so aware of the value of food service that they don't bother to charge employees for food, most of the facilities HOPKINS designs must show a profit. The limitations of short meal periods and fixed customer bases heighten the importance of keeping labor, other costs, and food waste to an absolute minimum. Profitable operators transmit happiness to their customers.

2. Kitchen, the Factory. Unlike most factories, the complex kitchen uses perishable materials and scores of different kinds of equipment to prepare a wide variety of products. Art happens here. Contented chefs and cooks transmit happiness to their patrons.

3. Ambience and Architecture. In ad-



Vernier

dition to food quality, interior features, such as the size and shape of rooms, table layouts, finishes, visual activity, sound, lighting, and aromas, define the dining experience. The most talented interior designers finesse these elements to keep customers coming back. Repeat customers are the lifeblood of eateries. Interior designers create spaces that foster happiness.

4. Engineering. Engineers make significant contributions to dining satisfaction and to operator productivity and profitability. After all, engineering affects air quality, including aromas and air temperature, specifies other design elements that deal with minimizing spoilage, waste, and the volume of sound emanating from equipment.

Yes, some people will be happy with any kind of food, at any cost, in any kind of environment; the ability to create happy dining experiences, however, increases the quantity and longevity of happiness



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HOPKINS
FOODIE FILM
OF THE MONTH!

Jiro Dreams of Sushi

Find it on Netflix.



JIRO DREAMS OF SUSHI



in our precious world. You and I work smarter so that end users will not know why they feel so happy while dining. Designing for dining happiness is an intentional behavior that can make you and me very proud. ☞

