



PIZZA LUCÉ

PIZZA LUCÉ: DOWNTOWN
119 North 4th Street Minneapolis, MN 55401

Something (the pierced and tattooed staff) tells us that Pizza Lucé is not like other trendy, urban restaurants. Or could it be the pizza toppings? ...Mock duck, garlic-mashed potatoes, banana peppers... Surely this strange and wonderful menu could only be served at a Pizza Lucé. Understanding the client means understanding their customer, and Lucé's downtown customers are as diverse as their menu. The design had to appeal to this broad range of eaters (and drinkers). Pizza Lucé sits in the Textile building with its open beam wood ceiling, original wood floors, cast iron columns and exposed brick - these details were the perfect backdrop for the bold graphics, bright colors, versatile lighting and local art.

ARCHITECTURE DESIGN

DESIGN THAT DEFINES YOU

18 EAST 26TH STREET • SUITE 300 • MINNEAPOLIS, MN 55404