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HARRODS & FOURPOST



Sumo
Green on Green

MEATY MBO \$11.95
HOT COFFEE
SMALL \$3.95
LARGE \$5.00

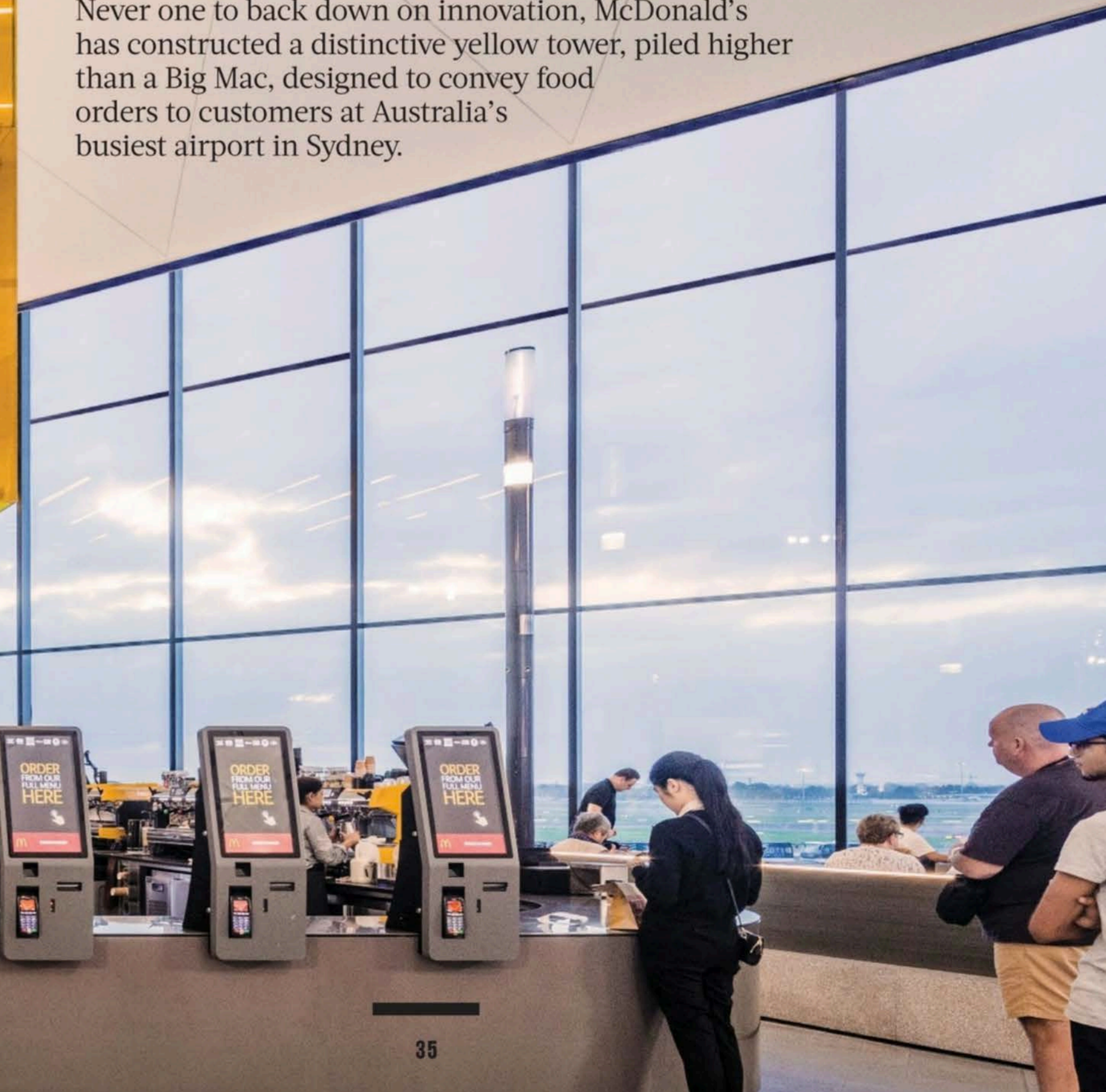
100% AUSSIE



Sky Kitchen

By MARK FAITHFULL
Photos by TREVOR MEIN

Never one to back down on innovation, McDonald's has constructed a distinctive yellow tower, piled higher than a Big Mac, designed to convey food orders to customers at Australia's busiest airport in Sydney.



Floating above passengers in Sydney Airport's Terminal 1, the glowing yellow tower of McDonald's lures hungry travelers with Big Macs and big technology.

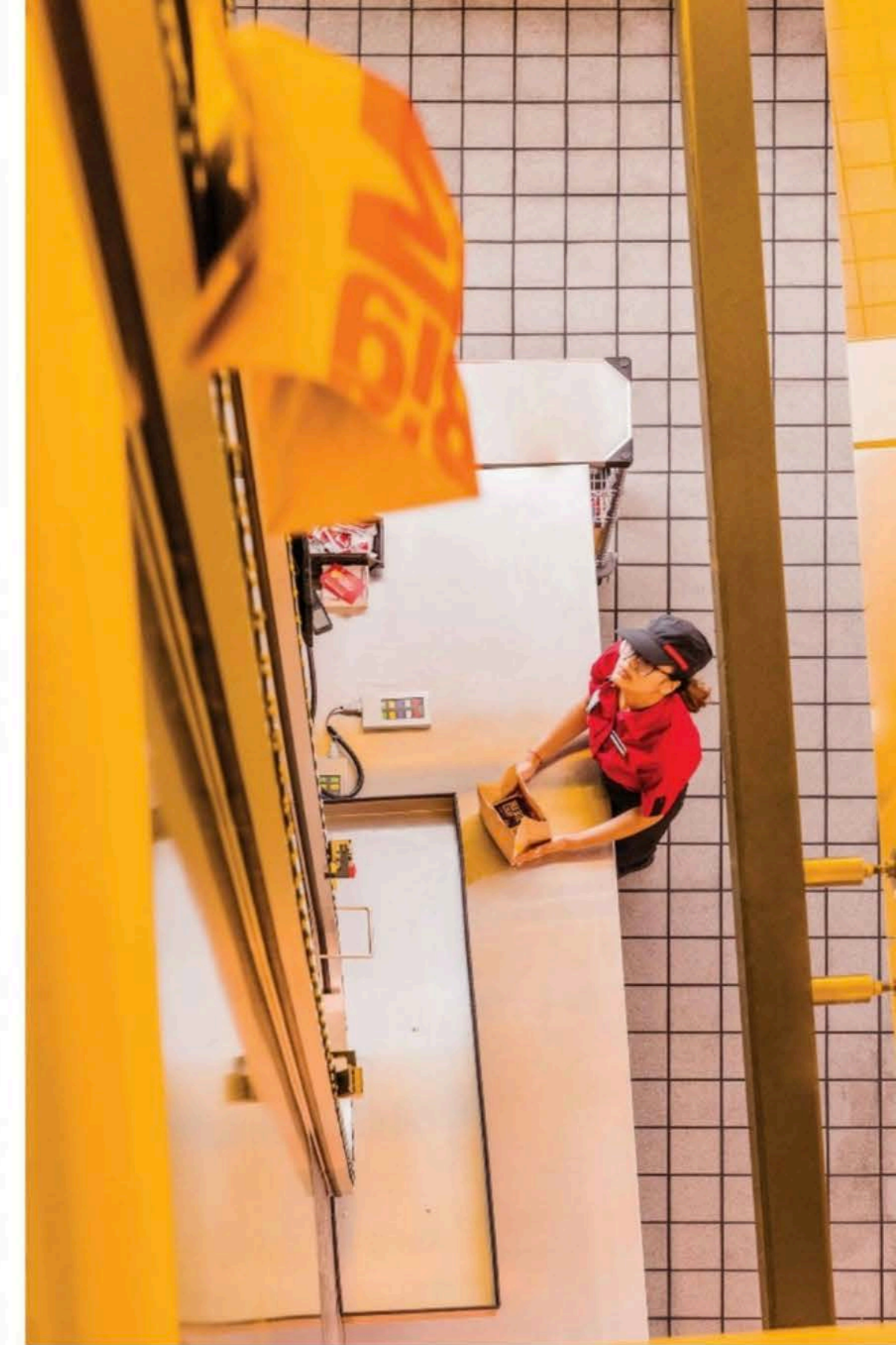
Designed by Landini Associates in collaboration with McDonald's Australia, the vertical structure features the brand's distinctive corporate yellow, a see-through "sky kitchen," touchpad ordering and a conveyor belt-style delivery system that theatrically delivers the food packages from the upper deck to the serving level below.

It's already become the most Instagrammed location at the airport, according to Sydney Airport Retail General Manager Glyn Williams, who says that people are arriving early for their flights, just to see the store. The original brief was simple: create an iconic, memorable customer experience, like nothing seen before. For Landini Associates, this meant doing something innovative, following the example of how McDonald's has continued to push boundaries in design since breaking away from its traditional burger store concepts.

"The brief was to create something iconic at the airport, based on our concept for McDonald's that we have implemented globally—called 'Ray,'" says Mark Landini, creative director at Landini Associates. "Part of our design has been to increase the visibility of the food production heart of a McDonald's restaurant. From the first site that we designed, we have put this up front; in part because we love seeing the engine room of food production, but also because customers do, too."

Ensuring it could deliver its wares to the customers below, efficiently, quickly and without causing hold-ups, was an even steeper challenge.

"Working with limited space, we needed to be creative in how we designed the restaurant to present our customers with the best possible dining experience," says Andrew Swaney, national design manager, McDonald's Australia. "Placing the kitchen above the counter, while visually stimulating, was structurally complex, as was ensuring it

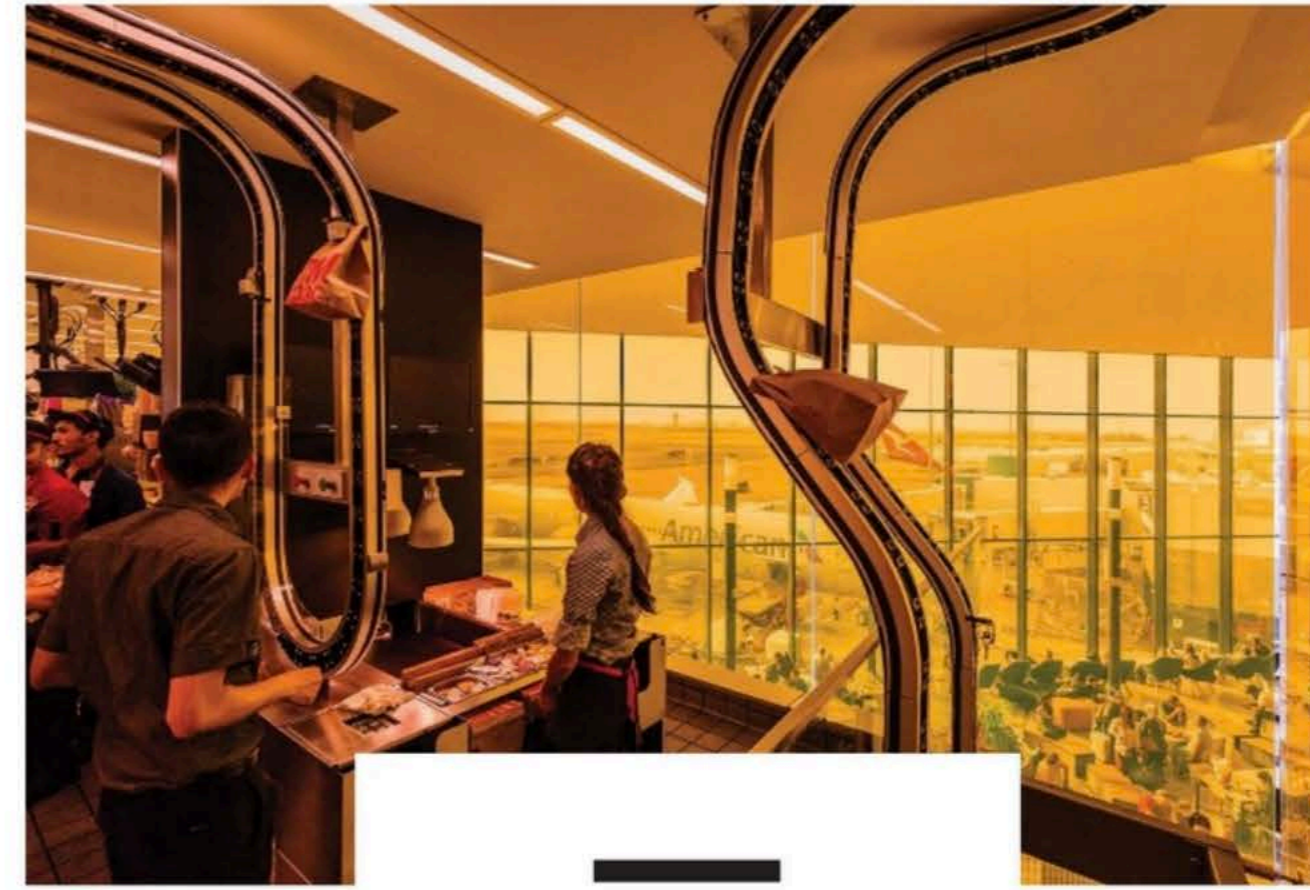


could deliver its wares efficiently and quickly to the customers below."

To answer this dilemma, Landini combined kiosk ordering technology and what it dubs a "transporter" delivery system. Customers order using the touchscreen kiosks, which are mounted on the bar. The order is sent electronically to the kitchen above, constructed and sent back down, already packaged, using the transporter—which is a neatly designed vertical conveyor system to which the orders are attached.

"This is a system that is used globally where space is tight, and so kitchens are often up or downstairs," Landini notes. "We love this system, but instead of hiding it in a duct, we displayed it."

This means that the food preparation can be undertaken in the same way as usual, in a customized line of speedy production. "The difference here is that it's all on view in our 'sky kitchen,'" Landini says. "We also liked the idea that the kitchen team get an amazing view, too. We once created an open kitchen facing



[Top left] Placing the kitchen above the counter, while visually stimulating, was also structurally complex.

[Top right] The conveyor belt-style delivery system theatrically delivers the orders to a server below.

[Bottom left] McDonald's glowing yellow glass box "floats" above travelers at Sydney Airport's Terminal 1.

[Bottom right] Landini combined kiosk ordering technology and a "transporter" delivery system.



[Opposite page]
Guests place
orders on
touchscreens.

[Below] This
McDonald's
is the most
Instagrammed
location at
Sydney Airport.


The project, while bespoke, reflects the aspiration of McDonald's to grow and evolve its customer dining experience to create an offer that is both modern and relevant.

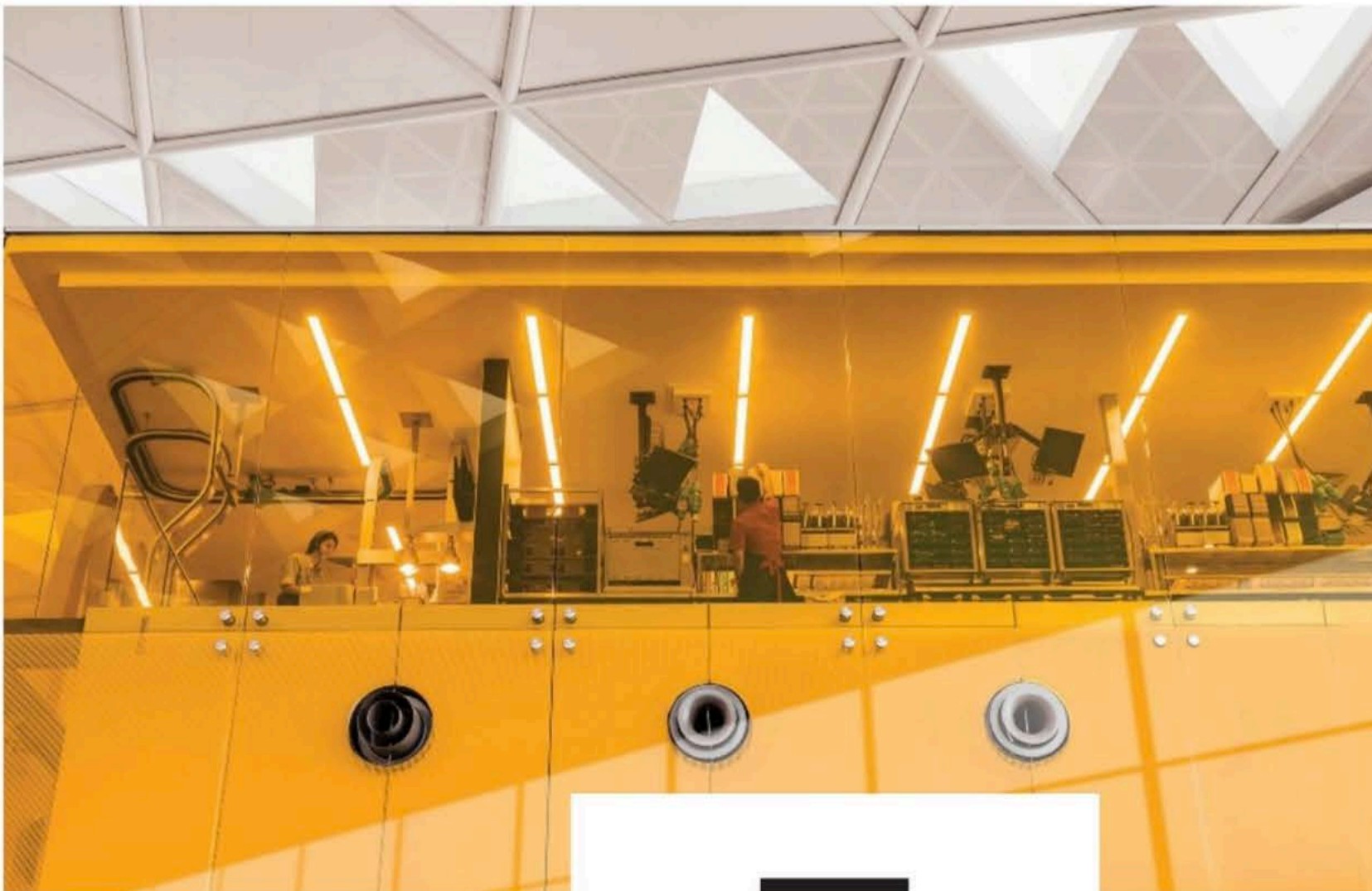
the Opera House in Circular Quay, Sydney. We reckon that watching A380s takeoff tops that!"

The project, while bespoke, reflects the aspiration of McDonald's to grow and evolve its customer dining experience to create an offer that is both modern and relevant. The electronic ordering system, the kitchen and the vertical transportation used for this project combine to make a unique spectacle for customers.

"We love the simplicity of the idea and the rigor of its execution," adds Landini, who points out that the design deliberately eschews anything that is thematic, but instead uses a simple palette: concrete, glass, stainless steel and oak, rather than colorful graphics.

Swaney adds: "The business is continually looking to grow and evolve to deliver our customers a great dining experience that is really modern and convenient. This restaurant is a great example of that, with the electronic ordering system and the vertical transportation. The design also allowed us to unlock a real estate opportunity that would have otherwise been overlooked. We were able to take a small site and create something bespoke that worked for the space."

A design that is literally showstopping, set in the midst of a busy international airport—yup, we're lovin' it. 



PROJECT FILE

**MCDONALD'S
SYDNEY AIRPORT**

RETAILER
McDonald's Australia

DESIGN FIRM
Landini Associates

DOCUMENTING ARCHITECT
Richmond & Ross

GENERAL CONTRACTOR
Clifford Constructions

LIGHTING
Maximum Lighting

SIGNAGE/GRAPHICS
Coates Group (designed
by Landini Associates)

FURNITURE
S+A Simpson Commercial

TECHNOLOGY
Coates Group