

For Immediate Release

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FoodParc

Multi-Concept Dining Destination Launches at New York City's Eventi Hotel

SEPTEMBER 22, 2010 (New York, NY) – FoodParc, a 20,000-square-foot indoor/outdoor, modern food court concept debuts today at **Eventi**, a Kimpton Hotel. FoodParc consists of five food-and-beverage stands: *The Press*, a full-service coffee and espresso bar serving hot-and-cold-brewed La Colombe beverages—including the option of individual to-go French press cups—along with fresh, daily brown bag lunches; *RedFarm Stand* features Asian cuisine from **Chef Joe Ng** and Asian food expert **Ed Schoenfeld** with a selection of dim sum, dumplings, unique egg rolls and Peking duck buns, along with salads, rice and noodles that can be topped with Chinese barbecued meats and seafood; *Fornetti* offers pastas, antipasti, sandwiches and salads, all served on or with oven-baked flatbread; *3Bs* (Bacon, Burgers and Beer) serves an exclusive, custom hanger steak burger blend from Pat LaFrieda Meats, artisanal bacons—including Nueske's, Benton's and FoodParc's own house-cured Pastrami Bacon among others—and 16 domestic and international bottled beers in addition to a choice of grilled cheese and BLT sandwiches, shakes and malts; and a full-service bar with beer, cocktail and wine selections.

FoodParc guests have the choice of placing their orders directly with a cashier at any of the stands or may make their selections for one—or several stands—all at once via 16 integrated touchscreen kiosks mounted throughout the space. Orders can be tracked on multiple overhead display panels, and guests also have the option of receiving an SMS text message on their mobile phone alerting them when their food is ready.

Renowned futurist, artist, illustrator and conceptual designer, **Syd Mead**—acclaimed for his work on such iconic science fiction films as “Blade Runner”, “Aliens” and “TRON”—conceived FoodParc's imaginative, modern aesthetics, casting the walls and flooring in off-white stone, terrazzo and other modern materials, giving the space a visually serene ambience in which, as Mead describes it, “food could be the star and the rest of the cast are the patrons.” Dark faux “electronic” strips throughout allude to Eventi's elaborate electrical infrastructure, and metallic surfaces bring the outside light spectrum into the space. FoodParc is Mead's first-ever permanent interior design project. Philip Koether Architects executed the actual build.

FoodParc is located at 845 6th Ave (between W. 29th and W. 30th Streets; at Eventi). The Press is open daily from 7AM-9PM, while the other stands are open from 11AM-9PM. For more information, call 646-600-7140, or please visit www.foodparc.com.

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