

CUSTOM BURGERS, CUSTOM SHADE

Visitors to the Phoenix, Ariz., area—especially those booked at the Holiday Inn Hotel & Suites Phoenix Airport—can treat themselves to a new restaurant concept being replicated across the country: the custom, build-your-own Burger Theory. Intimately tied to the rebranded Holiday Inn chain, Burger Theory offers a fresh take on hotel restaurants with bold color and textures of native woods combined with trendy LED lighting. This Phoenix Airport restaurant is unique with its shaded patio and street access, making this the first Burger Theory location to have such outdoor dining space.

“The goal was to establish a prominent street presence,” says PHX Architecture, Scottsdale, Ariz., designers of the restaurant, “and to be more inviting not only to hotel guests, but also the surrounding community.”

The project brief called for a complete remodeling of an existing hotel restaurant and included adding the 950 square foot dining patio that overlooks a major Phoenix highway. Key to making this work in the harsh solar climate of Arizona is exterior shading that increases UV protection for restaurant guests and shades the building, increasing energy efficiency by reducing air conditioning loads.

INSIDE-OUTSIDE FEELING

The reworked interior of Burger Theory is a mix of various wood species, LED lighting throughout the dining area and large garage doors that open to provide an inside-outside feeling. The new patio is raised 32 inches above the finish grade to physically and visually separate it from the active street and to maintain unimpeded views of Arizona’s spectacular sunsets.



Part of the reworked restaurant incorporates a dynamic façade treatment using tensioned fabric paneling that enlivens the walls of the older existing restaurant and helps direct customers to the entrance and patio area.

ELONGATED TRIANGLES

Taut triangular panels of mesh fabric in two shapes are combined in alternating zigzag patterns; this is accomplished via a simple matter of forming light aluminum extrusions into frames over which the mesh is stretched. These are fitted into place on the façade and

backlit with LED lighting. The frames are mounted away from the 20- by 70-foot building façade so that air flows up the walls via stack venting, pulling hot air up and away from the building to reduce heat gain.

Each vertical façade panel is composed of pairs of two shapes—two building-high elongated triangles, and two short right triangles. When combined, these shapes provide the option of mounting the assembly right-side up or vice versa. A total of 17 panels were fabricated and mounted along the street facing wall and placed in random sequences, up or down,

to create an undulating, dynamic surface appearance.

“The dramatic tensile fabric panels on the exterior break up the monotony of the typical strip malls, as seen across the highway,” says PHX Architecture, “while providing a beautifully lit façade at night.”

The project received an Outstanding Achievement award in IFAI’s 2016 International Achievement Awards program.—*B.W.*

PROJECT DETAILS

CLIENT

Holiday Inn/Intercontinental Hotel Group

ARCHITECT

PHX Architecture

FABRICATOR/ INSTALLATION

International Tension Structures

CONTRACTOR

Caliber Construction LLC

FABRIC

Soltis 92® by Serge Ferrari North America