

CRAVEZ Design Standards Manual V1.0 LOCKED

CRAVEZ DESIGN STANDARDS MANUAL

Version 1.0 · LOCKED
Effective: July 21, 2026
Flagship: Mirage @ Manhattan · 1705 Manhattan Blvd · Harvey, LA 70058
Brand: CRAVEZ
Classification: Confidential — Bid / Design / Franchise Authority

Identity lock: Upscale supper club / destination restaurant that **transforms** into a premium game-day venue — **not** a sports bar.
Ops / AV lock: see 07-CRAVEZ-V1.0-OPERATIONS-AV-LOCK.md (arrival seats · screens · audio · light scenes · modes).

Document control

Field	Value
Document ID	CRAVEZ-DSM-V1.0
Supersedes	CRAVE-LOOK-LOCK aesthetic clauses (IFC-3.2m) where conflict
Plate geometry	geometry.py IFC-3.2ao (authoritative for SF / rooms)
Ops / AV	07-CRAVEZ-V1.0-OPERATIONS-AV-LOCK.md — LOCKED
Owner sign-off	Required before FF&E / AV purchase order release
Next expansion	V1.1 — sealed SKUs, cut sheets, vendor agreements, stamped details

How to use this Manual

1. Architect / ID specify only finishes and assemblies listed here (or Owner-approved equals).
2. GC / millworker / lighting bid against Chapters 10–18 and companion schedules.
3. Franchisees replicate experience standards (Ch. 2–9, 19–22) even if plate differs.
4. Viz / marketing must pass the Signature Moments test (Ch. 8) and Visual Hierarchy (Ch. 7).

PART A — BRAND & EXPERIENCE

Chapter 1 — Brand Identity

1.1 Mission

Create the Gulf South’s premier upscale dining and entertainment destination where every visit feels like a special occasion.

1.1a Identity lock (V1.0)

CRAVEZ is not a sports bar.
CRAVEZ is an **upscale supper club and destination restaurant** that **transforms** into a **premium game-day venue**.
Screens, light scenes, and audio modes serve that transform — they must not permanently cheapen dinner service.

1.2 Brand DNA — Feeling on entry

First: “Wow.”
Then: “I don’t want to leave.”

Guests should feel	Guests must never feel
Sexy	Cafeteria
Warm	Sports-bar cheap (all-day)
Expensive	Food hall
Energetic	Nightclub
Comfortable	Cafeteria lighting
Memorable	Trendy-for-trend’s-sake

1.3 Keywords (use in all briefs)

Elevated · Warm · Sophisticated · Energetic · Timeless · Inviting · Memorable

1.4 Avoid (hard ban)

Rustic farmhouse · Industrial warehouse · Sports bar aesthetic · Nightclub · Food hall · Cheap luxury · Bright ketchup red · Barn wood · Corrugated tin · Mason jars · Purple neon · Fluorescent · Generic catalog restaurant look without brass/wine/velvet

1.5 Design philosophy (locked blend)

Modern Luxury × Industrial Warmth × Supper Club × Contemporary Steakhouse × Boutique Hotel Lobby

Everything encourages people to stay another drink.

1.6 Dual-crowd ops (flagship)

CRAVEZ serves three speeds in one polished room (see CRAVE-APPEAL-DUAL-CROWD-LOCK.txt):

Crowd	Zone energy	Design note
Grab-and-go (Target / Sam's)	Polished stall / Express pass	Semi-exposed, not grease pit
Birthday brunch / celebration	Dining + stage view	Soft stage, real tables
Sports / locals	Arrival + bar as sports HQ	Large intentional screens · dining stays refined

1.7 Arrival revenue zone (LOCKED)

First 25–30’: no lounge couches.
20–22 bar stools · 10 high-boy tables (~40 seats) · small host · XPRES kiosk · cocktail rail · luxury back bar.
Full F&B menu at high-boys. Highest \$/SF zone.

1.8 Operating modes (LOCKED)

Never two competing events. Game night → bar owns sports audio; dining refined. Live band → whole room entertainment mode; stage focal; sports screens dark. Full matrix: 07-CRAVEZ-V1.0-OPERATIONS-AV-LOCK.md.

Chapter 2 — Guest Emotion Standards

Every space answers: How should the guest feel here?

Space	Emotion
Arrival	Excitement — “This place is special.”
Host / wait lounge	Welcomed — “I don’t mind waiting.”
Lounge	Relaxed
Bar	Social — “Let’s have one drink…” then another
Dining	Comfortable & luxurious — lose track of time
Stage	Entertained
Courtyard	Escape
Restrooms	Unexpectedly premium

If a finish does not reinforce that emotion, it shall not be specified.

Chapter 3 — Design Principles

Principle 1 — Luxury through restraint

Do not use ten premium materials. Use four exceptionally well.
CRAVEZ core four: Walnut · Brass · Burgundy velvet (or camel leather) · Warm charcoal / stone.

Principle 2 — Everything guests touch matters

Chair comfort · table edge · menu weight · door handle · restroom faucet · cocktail glass.

Principle 3 — Lighting creates luxury

Protect the lighting budget even if other finishes must simplify.

Principle 4 — Comfort drives revenue

If guests stay another 30 minutes because they are comfortable, they often order another drink or dessert.

Principle 5 — Spend filter (locked)

Every dollar must: increase revenue or improve guest experience or reduce maintenance or strengthen brand.

Principle 6 — No single-color tricks

Evidence: no single paint color reliably makes people spend more. Optimize the combination of color, lighting, acoustics, comfort, layout, temperature, scent, and service.

Chapter 4 — Material Philosophy

4.1 Only materials that improve with age

Preferred	Avoid
Stone	Plastic laminates
Brass (brushed / champagne)	Fake brick
Walnut (real)	Fake wood
Leather	Shiny chrome everywhere
Velvet (performance)	Vinyl banners
Concrete (stained, satin)	Cheap laminate
Glass	Food-court plastic

4.2 Commercial durability

All guest-touch materials: restaurant-traffic rated, cleanable, replaceable in modules. Soft goods: performance velvet / COM with ≥100,000 double-rubs (Wyzenbeek) or Owner-approved equal.

Chapter 5 — Color Standards

5.1 Psychology lock (not QSR red)

- Bright / fast-food red → arousal + turn tables. **Banned on walls.**
- Deep burgundy + dark + brass + warm light → appetite + linger + spend. **Locked.**
- Orange energy comes from **amber light, fire, cocktails, food** — not wall paint.

5.2 Palette ratios

Layer	%	Colors
Base	70%	Warm charcoal · Soft / matte black · Dark walnut · Stone gray
Secondary	20%	Camel leather · Burgundy velvet · Brushed / champagne brass
Accent	10%	Olive green · Fresh greenery · Warm cream · Artwork · Amber glow

Day = warm and open. Night = intimate.

5.3 Named brand colors (digital + print)

Token	Hex	Role
Ink	#060608	Near-black architecture / ceiling
Panel charcoal	#141820	Elevated panels
Champagne gold / brass	#C9A962	Metal trim, menu edges, light
Warm ivory	#ECE8DF	Soft text / cream stone balance
Stone muted	#9A9590	Secondary stone
Wine / burgundy	#6B1D2A	Banquettes, bar rail accent, stall headers

5.4 Paint codes (bid basis — equals allowed with Owner approval)

Role	Sherwin-Williams	Benjamin Moore	Notes
Flat black ceiling	SW 6258 Tricorn Black	BM 2125-10 Black	Flat / matte only on ceiling
Warm charcoal wall	SW 7048 Urb�ne Bronze	BM HC-166 Kendall Charcoal	Satin or eggshell guest walls
Soft black millwork	SW 6991 Black Magic	BM 2117-10 Black Beauty	Doors, steel paint
Warm cream / ivory	SW 7008 Alabaster	BM OC-17 White Dove	Accents, tile grout zones, stall ivory
Burgundy accent	SW 7581 Salute	BM CW-225 Burgundy	Limited; soft goods preferred
Olive accent	SW 6186 Ripe Olive	BM HC-112 Caldwell Green	Planters, select art, olive trees

Rule: Never bright white lighting on white walls as the primary look. Cream balances charcoal — it does not become farmhouse.

Chapter 6 — Texture Standards

Every primary sightline shall contain:

- One **soft** texture (velvet / leather)
- One **natural** texture (walnut / stone / concrete)
- One **reflective** texture (brass / glass / polished stone)

Example stack: Walnut wall → Velvet booth → Brass fixture.

Banned: gray wall + gray floor + gray chair (visual flatness).

Chapter 7 — Visual Hierarchy

On entry, eyes move in this order — **nothing may outrank it:**

- Illuminated **CRAVEZ** sign
- Feature **bar** (glow) — **social heart**
- Main **dining** room
- Stage** on the north axis — **emotional heart** (everyone can face the show)
- Courtyard** as backdrop through glass wings + glass behind stage — **visual heart**

Flagship hybrid (IFC-3.2an): **10.5’ glass | 18’ stage | 10.5’ glass** · stage projects 4–6’ into dining · raise 12–18”. Do **not** put the stage on a side wall (kills sightlines). Do **not** cover the entire north wall with stage (kills court VIP + Instagram).

Stall / pass activity supports energy but must not steal the arrival axis.

7.1 Sightlines — not every seat is front row

Locked realization: successful live-music restaurants do **not** give every seat a perfect view. Performance should color the whole room; premium views are a product.

Class	Seat share	Sell as
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Class	Seat share	Sell as
Excellent	~35–40%	Stage View · premium
Good	~35–40%	Standard / show
Limited / quiet	~20–30%	Quiet Dining (business · anniversary · conversation)

Target: 70–80% good or excellent · 20–30% intentionally quieter.
Authority: CRAVEZ-SIGHTLINES-ZONES-LOCK.txt.

7.2 Fanned dining (FFE)

Aisles and table groupings **subtly angle toward the north stage** — no demising walls. Guests should not feel like they are sitting sideways to the show in half the room (west-wall failure mode).

7.2a Booths vs chairs (hard lock — viz must obey)

Seat	When OK
Booth	Guest already faces the stage (north). Booth back panel is behind them (south).
Chair	Anywhere — including when the chair back points toward the stage — because they can turn around .

Banned: any booth with its back toward the stage (stuck — cannot turn).
If a seat must look away from the show by default → **chair only, never a booth**.
Authority: CRAVEZ-SIGHTLINES-ZONES-LOCK.txt.

7.2b Bar zone = mostly high-boys

Arrival / bar / bar-rail seating is **mostly high-tops** so eye-lines clear the dining field to the stage. Bar stools + high-boys; minimize low furniture at the bar heart.

7.3 Four experiences — break the long rectangle

One open plate, four destinations (clouds · rugs · light zones · planters — **not walls**):

- 1. **Arrival / bar** — high-boys dominant
- 2. **Social dining** — chairs / small tables (can turn)
- 3. **Stage-view dining** — **booths face stage** · Stage VIP
- 4. **Courtyard dining** — Court VIP · chairs or north-facing only

7.4 Soften the kitchen spine + server pass

East service wall (@ kitchen) must read as **architecture**, not BOH: walnut slats · wine · art niches · warm cove · **polished SERVER PASS WINDOW bank** · greenery.

Food handoff: waitstaff pick up at the receiving window along the kitchen wall (L1-PASS / PW-FOH) — not by walking the cookline. See CRAVEZ-SERVER-PASS-LOCK.txt.

7.4a Seating map

Rules in §7.2a–b are locked. **Exact table XY / counts are not** — engineer with hospitality designer before FF&E buy (CRAVEZ-SEATING-DESIGNER-WORKSHOP.txt).

7.5 Arrival focal point

On axis from entry: illuminated CRAVEZ · wine wall · sculptural light · or framed stage/court view. Eyes must land on something memorable.

7.6 Court water + plants

Subtle moving water in courtyard (prosperity / calm sound). Real plants indoors (olive · kentia · ficus) — strategic, not greenhouse.

7.7 Pre-lock requirement

Commission a **3D sightline study** (virtual guest at every table → stage / court / bar / obstructions) before final table map / FF&E PO.

Chapter 8 — Signature Design Moments

Guests should leave with 1–2 images that instantly mean CRAVEZ:

Moment	Required
Walking through the entrance	Yes
Seeing the glowing bar	Yes
Signature scent	Yes
Music quality	Yes
Layered lighting	Yes
Stage	Yes
Cocktail presentation	Yes
Courtyard at night	Yes

Additional photogenic assets: illuminated CRAVEZ wall · wine display · stall pass glow.

Chapter 9 — Design Rules & Success Test

9.1 Always

Layered lighting · Conceal BOH · Generous circulation · Acoustic comfort · Open views across dining · Natural textures · Brass accents · Real plants · Cohesive branding

9.2 Never

Bright white primary lighting · Plastic furniture · Exposed storage in guest sightlines · Cheap laminate · Fluorescent · Generic artwork · Vinyl banners · Service equipment in guest views · Overcrowd seating at expense of comfort · Too many competing finishes

9.3 Approval test (all six preferred “yes”)

- 1. Reinforce CRAVEZ identity?
- 2. Improve guest experience?
- 3. Durable for daily restaurant use?
- 4. Still look current in 10 years?
- 5. Worth maintaining?
- 6. Justify its cost?

PART B — EMOTIONAL JOURNEY & REVENUE DESIGN

Chapter 10 — Emotional Journey Standard

10.1 Arrival (heart rate up)

Emotion: “This place is special.”
Colors: Matte black · Charcoal · Warm walnut · Brass
Light: Welcoming — not dark nightclub, not cafeteria bright.

10.2 Host lounge (critical)

Emotion: “I don’t mind waiting.”
Not rows of hard chairs. Build a boutique hotel lounge.
Materials: Camel leather · Cream stone · Olive trees · Walnut · Brass
Rugs under lounge seating (see Ch. 12).

10.3 Bar

Emotion: “Let’s have one...” → another.
Colors: Deep burgundy · Warm amber · Dark walnut · Brass
Light: ~2700K · small pools · no bright overhead wash as primary.

10.4 Dining

Emotion: Lose track of time.
Ceiling: Dark / intimate.
Tables: Well lit — faces and food glow.
Corners: Darker → privacy without walls.

10.5 Stage → courtyard

Entertainment → escape. Folding glass / court glow is the northern destination (flagship: see plate binding).

10.6 The “Third Drink” Effect

Designed by: comfortable chairs · warm light · easy conversation · pleasant acoustics · attentive service · inviting dessert / cocktail presentation — not by wall color alone.

10.7 Guest Dwell-Time Standard

Before approving any element, ask:

- Comfortable after 90 minutes?
- Lighting flatters food and people?
- Hear each other without raising voices?
- Natural place to order one more drink while waiting?
- Intimate without cramped?

Chapter 11 — Revenue Design Strategy

Align design to check average (2-hour experience: app · cocktails · entrées · dessert · coffee · another round).

Lever	Priority	Design implication
Comfortable seating	★★★★★	Custom booths / chairs; 2-hour dwell
Warm lighting	★★★★★	2700–3000K; table pin spots
Acoustics	★★★★★	Clouds, panels, bass isolation
Table size	★★★★☆	Room for shared plates + drinks
Server flow	★★★★★	Clear paths; non-interruptive sightlines
Visible food / drinks	★★★★☆	Bar + expo / stall pass in curated view

Questions for every plan revision:

- Where do guests naturally stop for a pre-dinner drink?
- Which tables encourage dessert / coffee?

- Is the bar visually enticing from the entrance?
- Is the room lively but conversational?
- What makes guests return?

Red / orange placement: burgundy velvet · amber pendants · warm wood · brass · candlelight · fire features · cocktail color — **not red rooms.**

PART C — ARCHITECTURAL & FINISH STANDARDS

Chapter 12 — Flooring

12.1 Dining room

Spec	Requirement
Material	Polished stained concrete
Color	Warm charcoal
Finish	Satin (not glossy, not matte)
Aggregate	Light aggregate showing through
Expansion / control	Per structural; no trip edges at transitions
Alternate (Owner)	Dark commercial LVP matching charcoal + subtle brass inlay lines

12.2 Feature areas

Large luxury rugs under lounge seating and VIP booths.
Spec: hospitality commercial · soil-hide pattern · bound edges · non-slip pad rated for egress.

12.3 BOH / kitchen

Quarry tile or sealed concrete per health code (see kitchen standards). Not guest visual language.

12.4 Restrooms

Stone or large-format porcelain · warm · continuous look · no cheap 4x4 institutional tile.

Chapter 13 — Ceiling

Spec	Requirement
Height target (flagship dining)	16’ exposed where structure allows
Paint	Flat black
Conceal	Ductwork · conduit · sprinklers (paint + layout discipline)
Acoustic	Wood acoustic slat clouds · acoustic baffles
Fixtures	Suspended brass decorative pendants
Sprinklers	Code-compliant; visually quiet (black / concealed heads where allowed)

Chapter 14 — Walls

Mix required — **never plain painted drywall as the finished look** in primary guest zones.

Allowed composition:

- Walnut paneling / millwork
- Stone (cream / charcoal)
- Velvet acoustic panels (burgundy / charcoal)
- Large mirrors (brass trim)
- Brass trim reveals

Stall fronts (where provided): black steel · ivory tile · champagne-gold menu board edges · polished pass glass.

Chapter 15 — Lighting Standards (protect this budget)

15.1 Layers (all required)

Layer	Type	Intent
1	Architectural cove	Ambient volume
2	Decorative pendants	Brand glow / brass
3	Table pin spots	Food + faces photograph
4	Bar lighting	Hero shelves · rail pools
5	Accent	Art · plants · stage · CRAVEZ sign

15.2 Technical

Item	Standard
CCT	2700–3000K guest zones

Item	Standard
CRI	≥90 guest dining / bar
Control	Dim by zone · named scene presets required
Ban	Fluorescent · cool white primary · purple neon · single overhead brightness

15.3 Lighting scenes (LOCKED)

Lighting changes the room more than almost any finish. Protect this budget.

Scene	Character
Lunch	Brighter · natural
Happy Hour	Warmer
Dinner	Dark · candles · pin spots
Concert	Stage lighting · dim dining
Saints / Game	Brighter bar · stage LED on
Brunch	Sunlight · plants · music
Close / Clean	Practical

Success: Every table photographs beautifully in Dinner scene.

Chapter 16 — The Bar (Hero)

Element	Standard
Top	Quartzite or marble
Face	Fluted walnut
Shelves	Brass · backlit
Cold	Hidden refrigeration
Display	Premium liquor + wine wall
Rail	Brass foot rail
Soft	Burgundy / wine accent on rail or face reveal
Screens	2 × 98–110” behind back bar · intentional · not a wall of small TVs
Seats	20–22 stools + arrival high-boys · no lounge couches

Bar must read as **open to the room** (FFE / experience), not a walled hallway.
Sports HQ lives here; dining stays refined (see ops/AV lock).

Chapter 17 — Stage

Velvet / performance backdrop with **court glass behind** (night palms · fire · string lights as set). Brass trim · Hidden lighting · Professional sound · Motorized curtain · Hidden cable management · Acoustic isolation from kitchen BOH.

Flagship geometry: center north hybrid · ~18’ wide · glass wings both sides · project **4–6’** into dining · raise **12–18”** (not a high proscenium). Side-wall stage = banned (sightlines fail).

Stage LED (LOCKED): **1 × 135–163”** motorized LED integrated with stage wall — game day / corporate / IMAG. Retracts or powers full black for live music so the stage stays the focus. Same wall = concerts · sports · private events · presentations.

Ceiling camera (LOCKED): Hidden broadcast-quality camera feeds stage LED (close-ups · birthdays · sponsors · events).

Chapter 18 — Restrooms

Surprise premium — hotel, not restaurant bathroom.

Stone counters · Touchless fixtures · Warm lighting · Luxury mirrors · Signature fragrance · No exposed paper clutter · Acoustic privacy vestibule where plate allows (flagship RR lock).

Chapter 19 — Exterior & Courtyard

19.1 Exterior

Black architecture · Warm wood accents · Large landscaping · Fire features · Palm trees · Luxury lighting · **Huge CRAVEZ sign**

19.2 Courtyard

String lights · Fire pits · Water feature · Outdoor bar (where programmed) · Luxury seating · Music speakers · Palm trees · Private-event capable
Flagship: private court — not a street behind the courtyard.

Screens: **2 × 75–85”** weather-rated, placed symmetrically — guests can watch games without a giant LED wall dominating the landscape.

PART D — FF&E, OPS, SENSORY

Chapter 20 — Furniture (Custom Only)

No restaurant catalog furniture as the primary look.

Piece	Spec	Placement rule
Booths	Burgundy velvet · Walnut base · Brass feet	ONLY north / stage-facing · never backs to stage
Dining chairs	Camel leather · Walnut frame · 2-hour comfort	Mid / social / quiet · guest can turn to show
Bar stools	Leather · Brass foot rail compatible	Bar rail + court-front bar
High tops / high-boys	Solid walnut · Black steel base	Arrival: 10 tables (~40 seats) · full menu · sightline over dining
Host stand	Compact · brand	Small only — no arrival lounge couches

Hard ban: booth rows with backs to the north stage · lounge couches in arrival / bar 850.
V1.0 seat targets: stools 20–22 · high-boy ~40 · booths ~48–56 · chairs ~80–90 · court glass / patio TBD.
Exact XY = designer + engineer workshop. Prototype approval before quantity buy.

Chapter 21 — Sound

Music must sound incredible; people must still hear conversations.

- Acoustic ceiling clouds
- Wall panels
- Bass isolation
- No echo / no shout dining

21.1 Audio zones (LOCKED)

Independent DSP — **essential**:

Zone	Role
Bar	Game commentary in sports mode
Dining	Jazz / restaurant soundtrack
Courtyard	Separate volume
Stage	Independent live / show

Never blast game audio across anniversary dining. Daypart energy (Ch. 23) rises and falls — not loud all night.

Chapter 22 — Scent Branding

One signature fragrance · every location.

Warm vanilla · Cedar · Leather · Tiny citrus · (optional sandalwood base)

Subtle — guests notice only when missing. Not perfume blast. Not grocery candle.

Chapter 23 — Music Standards

Daypart	Genre
Day / lunch	Jazz · Neo Soul · Coffeehouse
Dinner	R&B · Soul · Smooth Hip Hop
Live nights	Band → softer after
Sunday brunch	Gospel Jazz

Stage soft at brunch — not nightclub noon volume.

Chapter 24 — Staff Uniforms

Black · Walnut leather apron · Brass name tag · White sneakers · Luxury hotel style.

Chapter 25 — Technology

QR ordering · CRAVEZ XPRES / Express kiosks (lobby wall — not a separate portal room at flagship) · Table ordering · Digital waitlist · Kitchen displays · Guest Wi-Fi · Hidden speakers.

25.1 Screen package (LOCKED) — large, not many

Location	Displays
Back bar	2 × 98–110"
Stage	1 × 135–163" motorized LED
Dining	2 × 75–85" only · recessed / hidden when off (art or black)
Courtyard	2 × 75–85" weather-rated · symmetric

Chapter 26 — Menu, Glassware, Table Setting (V1 outline)

Item	Direction (expand V1.1 with SKUs)
Menu	Heavy stock · brass corner or foil · wine/ivory typography · no plastic stands
Plates	Dark or stoneware that makes food glow under pin spots
Glassware	Stem + rocks + highball premium; cocktail photography standard
Flatware	Weight in hand; brass or black accent OK if cohesive
Table	Stable · no wobble · sized for shared plates + drinks
Candle / low light	Warm; never paraffin smoke haze

Chapter 27 — Kitchen & Stall Standards (experience side)

- Cookline / BOH **never** in guest primary sightline as mess.
- Where stalls / pass windows exist: polished · equal fronts · black steel · ivory · gold menu edges · chefs visible as theater, not rustic pit.
- Flagship kitchen plate: see CRAVEZ-MIRAGE-1705-PLATE-BINDING.md and kitchen locks.

Chapter 28 — HVAC Comfort Targets

Item	Standard
Guest dining / bar	70–72°F (21–22°C) occupied
Drafts	No cold dump on necks at tables
Kitchen bleed	Odor / heat isolation from dining
Humidity	Comfortable; no clammy Gulf overcool

Too cold → rush. Too warm → leave.

Chapter 29 — Accessibility

Universal design integrated into the aesthetic — not bolted-on institutional look. ADA paths, clear floor space, accessible seating dispersed, restroom standards per code + hotel finish quality.

Chapter 30 — Signage Package (V1 outline)

- Building: huge CRAVEZ · black + brass / champagne gold
- Entry hierarchy supports Ch. 7
- Stall menus: gold-edged · price-visible for grab-and-go
- No vinyl banners · no generic foam letters

Chapter 31 — Landscaping Package (V1 outline)

Palms · large soft plantings · fire · water · court string light · olive / green accents inside · real plants only in guest zones.

Chapter 32 — Construction Details (V1 outline)

V1.1 will add: millwork sections · bar fluting detail · stall front elevation · acoustic cloud attachment · brass trim profiles · rug transitions · bifold glass head/sill · stage curtain pocket.

Until then: design intent in this Manual + geometry.py + A-series drawings when issued.

Chapter 33 — Vendor Recommendations (placeholder)

V1.1 seals preferred manufacturers for: acoustic clouds · brass pendants · quartzite · performance velvet · scent system · sound system · POS / KDS · uniforms.

Equals allowed if they meet measurable standards (companion doc 02).

Chapter 34 — Franchise / Multi-Site Rule

Plate may change. Emotional Journey, Color, Lighting, Acoustics, Scent, Music, Uniforms, Bar-as-Hero, and Signature Moments do not.

PART E — COMPLIANCE

Chapter 35 — Submittal Requirements

For each package: cut sheet · finish sample · photo of installed equal · maintenance data · warranty · acoustic / light photometrics where applicable.

Chapter 36 — Revision Process

Owner-signed Revision Notice required to deviate. Renderings that violate Ch. 5–8 are rejected.

END OF MANUAL BODY V1.0

Companion files: 02-CRAVEZ-MEASURABLE-STANDARDS.md · 03-CRAVEZ-FFE-MASTER-SCHEDULE.md · 04-CRAVEZ-FINISH-SCHEDULE.md · 05-CRAVEZ-MIRAGE-1705-PLATE-BINDING.md

CRAVEZ Design Bible V1.0 — Identity · Arrival · AV · Modes (LOCKED)

Status: LOCKED July 21, 2026 · Owner design intent
Companion: Manual Ch. 1 / 7 / 15 / 25 · Plate IFC-3.2ao · Seating draft targets

1. Identity (LOCKED)

CRAVEZ is not a sports bar.

CRAVEZ is an **upscale supper club and destination restaurant** that **transforms** into a **premium game-day venue**.

That distinction governs every finish, screen, light scene, and operating mode.

Always	Never
Supper club first	Permanent sports-bar look
Intentional screens	TVs on every wall
One primary event mode at a time	Two competing events in one room

2. Arrival revenue zone (LOCKED)

First **25–30 feet** must produce revenue. **No lounge couches**.

Element	Spec
Bar stools	20–22
High-boy tables	10 (~40 seats · 4-top)
Host	Small stand only
CRAVEZ XPRES	Kiosk wall (lobby / arrival)
Standing cocktail rail	Yes
Luxury back bar	Yes

Highest \$/SF zone in the restaurant. Full menu service at high-boys (not waiting-only).

3. Four experiences (LOCKED)

Zone	Name	Energy	Seating intent
1	Arrival + Bar	High · cocktails · HH · game-day	Stools + high-boys
2	Social Dining	Flexible · business · friends	Loose chairs / tables
3	Stage View	Premium · birthday · VIP · show	Booths face stage only
4	Courtyard	Romantic · wine · dessert · date	Court glass / patio

4. Stage technology (LOCKED)

Stage wall = one investment, four revenue streams.

Mode	Stage wall
Friday concert	Singer · velvet · stage light · jazz — LED off / retracted
Sunday game	Motorized LED wall — Saints / LSU / major event
Private / corporate	Presentation · trivia · comedy
Quiet dinner	Dark / art / retracted — supper club

5. TV strategy (LOCKED) — large screens, not many screens

Location	Displays
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Location	Displays
Back bar	2 x 98–110” LED
Stage	1 x 135–163” motorized LED (concerts + sports + events)
Dining	2 x 75–85” only — recessed / panel-hidden when off (art or black)
Courtyard	2 x 75–85” weather-rated — symmetric · not a giant LED wall

Banned: clutter of many small TVs · sports-bar wallpaper of screens.

6. Audio zones (LOCKED)

Independent DSP zones — essential:

Zone	Content
Bar	Game commentary when in sports mode
Dining	Jazz / restaurant soundtrack
Courtyard	Separate volume
Stage	Independent (live / show)

7. Lighting scenes (LOCKED)

Spend on control. Scenes change the room’s personality more than marble.

Scene	Character
Lunch	Brighter · natural
Happy Hour	Warmer
Dinner	Dark · candles · pin spots
Concert	Stage focus · dim dining
Saints / Game	Brighter bar · LED wall on
Brunch	Sunlight · plants · music

8. Ceiling camera (LOCKED)

Hidden broadcast-quality camera above stage / house.

Feeds stage LED for: musician close-ups · birthday shout-outs · sponsor reels · private events.
Same screen serves concerts, sports, and events. Back-of-room guests stay connected.

9. Operating rule (LOCKED) — no competing events

The room must never feel like two events at once.

If...	Then...
Major game	Bar = primary sports zone · dining stays refined · game audio bar-limited / muted in dining
Live band	Whole room → entertainment mode · stage is the focal point · sports screens off or dark

Staff configure **lighting + audio + screens + seating posture** per mode checklist (ops manual V1.1).

10. Where to spend (LOCKED priority)

Not more marble / tile first. Invest in:

- 1. Lighting control (scenes)
- 2. AV / LED / motorized stage screen
- 3. Acoustics
- 4. Speakers / DSP zones
- 5. Seating comfort (2-hour dwell)

These drive third drink, return visits, and choosing CRAVEZ over another venue.

CRAVEZ x Mirage 1705 · Plate Binding · IFC-3.2ao LOCKED

geometry.py · CRAVEZ-PLATE-LOCK-IFC-3.2ao.txt
Seating map: NOT locked — CRAVEZ-SEATING-DESIGNER-WORKSHOP.txt
Server food: CRAVEZ-SERVER-PASS-LOCK.txt

Locked plate

Element	Lock
Dining	39’ EW to x75 · ~3,612 SF net (pass shelf)
Stage hybrid N	10.5’ glass l 18’ stage l 10.5’ glass · +5’ apron
Bar	Court-front 850 · high-boys
Kitchen	25x60 · 6x160 cubicles
Server pass	L1-PASS along kit wall · x72.5–75 · y34–82 · waitstaff pickup
RR	400 SF east of x75 on court wall

Seating (rules yes · map no)

Booths face stage only · chairs can turn · bar high-boys · 70/30 views.
Exact seats = designer + engineer workshop.

Food handoff

Servers do **not** enter the cookline for every plate.
Pickup at **polished pass window bank** on the kitchen wall (dining face).