

Hoof Hearted Brewery & Kitchen

Locating just north of downtown Columbus in the trendy neighborhood called Italian Village, the 4000-square-foot Hoof Hearted Brewery & Kitchen is a spin off of the widely popular brewery with an emphasis on high-quality, creative food. The design of the brewpub is intended to be an unexpected twist to the funky and edgy branding of the brewery. It is a hip and elegant space aiming to elevate the appreciation of craft beer as well as the meticulous brewing process.

The minimalist aesthetic, through the use of plaster wall texture, pastel color scheme and abundant natural lights from tall windows, makes the brewpub almost like a modern art gallery. It creates an unusual experience that is different from that of a dimly-lit bar. A central aim is to bring the customers' attention to the brewhaus, which is stylishly encased in a "glass box" located in the center of the restaurant. On the one hand, this glass box serves as a spatial device to create different areas within the restaurant. On the other hand, it puts the brewing facility on display, in the lime-light and features the brewing process as a performance.

The brewpub's emphasis on food is represented by a partition wall with randomly arranged openings. These "windows" allow views into the kitchen and aroma to flow through the dining area. To integrate the retail component of the brewpub, a multi-purpose, 60-foot long ash wood shelving system is created, along the north side, to accommodate retail display in the waiting area, art work display in the dining area, and shelving for alcohol and beer glasses behind the bar. The same ash-wood is used to create a 16-foot long, triangular bench seating, which also allows for the placement of three 8 foot tall fiddle leaf Ficus trees. To tie back to the whimsical branding of the beer, the 40-foot long wall in the east, behind the banquette seating, features a mural made of a constellation of Hoof Hearted characters in monochromatic, cutout vinyl, dotted by framed, original artworks created by local artist, Thom Lessner.

In essence, the brewpub is a contrarian brewery matched by a contrarian space. It is cool, refreshing yet flavorful, not unlike a good IPA.