



## **Design Monkeys Wok the Wok for Chinese-American Eatery in Milwaukee's Third Ward**

360 Degrees design & build and Rev Pop branding join forces with chefs Dan Jacobs (Odd Duck, Wolf Peach) and Dan Van Rite (Hinterland) for a space that weaves the yin and yang of traditional Asian design with edgy, urban flair.

### **FOR IMMEDIATE RELEASE**

**Milwaukee, WI - July 18, 2016**

Rev Pop, a brand-focused advertising and design agency, and 360 Degrees, a design, build, and construction team, has partnered with Dandan to develop and execute the creative and interiors for Dan Jacobs and Dan Van Rite's debut concept: a modern American-Chinese restaurant located in Milwaukee's Third Ward. Dandan serves up Chinese soul with Midwestern sensibility – flavorful, respectful, and playful – as is reflected in the branding and interior design.

360 Degree's vision behind the buildout of Dandan was to create an experience unlike any other in the restaurants genre. "We sought to create both harmony and contrast by weaving the yin and yang of traditional Asian design with edgy, urban-inspired elements pulled from the street culture where the restaurant's flavors were born," says Brian Polster, Co-Owner / Creative Director at 360 Degrees. To achieve this goal, Dandan's interior boasts a custom-printed mural, a modern wood-and-steel twist on a traditional pergola, and contrasting light and dark wood finishes throughout. "Inspired by Asian woodworking techniques, we ebonized rift-sawn oak using a custom process that alters the tannins in the wood itself. Then we added details throughout the space, like intricate inlaid brass pins on the bar and tabletops to accentuate the patterns and graphic elements chosen by Rev Pop," says Rob Binter, Co-owner / Build Director at 360.

While 360 Degrees handled the interior design and treatment of the space, furniture, and signage buildout, Rev Pop took initiative with the concept and design for the brand identity, menu design, mural artwork, website development, photography, and apparel design. "Our intent with the aesthetic was to create some separation between what's relatable versus the expectations of your typical Asian restaurant. We had some fun with the artwork to make it feel less serious, reflecting the personality and off-the-cuff nature of the owners," says Scott Starr, Principal and Creative Director at Rev Pop.

### **About Rev Pop and 360 Degrees**

Rev Pop and 360 Degrees have collaborated on such projects as c1880, Beerline B Apartments, Café Hollander, Café Benelux, Café Bavaria, and Fixture Pizza Pub. Their cohesive vision in brand development, creative direction, graphic art, and interior design have led to a strong relationship that continues to deliver new work and happy clients.

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