
PRESS RELEASE

INAMO

Inamo, an innovative pan-Asian restaurant and bar that features virtual menus navigated via table top projections, as well as sophisticated audio-visual ambience control, opened September 2008 on Wardour Street in London's Soho.

INAMO - CONCEPT

Inamo provides a state of the art dining experience to customers, whilst Head Chef Alexander Ziverts (Cocoon, Eight over Eight, E&O) ensures high quality Asian fusion cuisine.

At the core of the Inamo concept is an interactive ordering system. Diners order from an illustrated food & drink menu, projected in front of them onto a table surface with a touch sensitive panel.

Each table in the ground floor, 62 cover restaurant has its own projector, housed in a differently designed cocoon. Customers can choose from a range of animated appearance settings thus creating a virtual tablecloth. Alongside navigating through food and drink options, diners are able to view the Inamo chefs working in real time and browse for information about the local Soho neighbourhood and on other practical services, including taxi booking facilities.

The customers' food & drink is delivered within a typical time frame by the Inamo staff who are on hand at every stage to answer questions about the menu.

The basement bar, which holds 65 people, allows guests to enjoy Inamo's food, along with an extensive cocktail list, in a more lively environment.

INAMO - FOOD & DRINK

Alexander Ziverts brings to Inamo an enviable level of experience gained at some of London's finest restaurants. With his instinctive talent in the kitchen, and intuitive passion for food Alex oversees a menu that combines traditional Asian influences and flavours to create dishes that are original but, more importantly, tasty. Ziverts' pedigree has allowed him to develop an expertise in Asian fusion cooking and these skills are apparent in the menu he has created at Inamo that cites influences and inspiration from Japan, Thailand and China with over 30 dishes to choose from.

INAMO – DESIGN

Inamo's architect and interior designer is Blacksheep, whose portfolio includes the UK head office of Hermès in London's Time Life building, Gordon Ramsay's 'The Narrow' and the smash hit members' club The Cuckoo Club.

'We created a concept based around the keywords: warmth, vibrancy, charm and theatre' commented Blacksheep director Tim Mutton. 'It was important to balance out the restaurant's technological aspects by creating a sensuous, social space with a strong personality.'

Key to achieving balance in the space will be the attention paid to proportion and light, with specially-sized tables to receive the projector images and darkened floors and ceilings to let the tables dominate. The idea of a kaleidoscope - where customers make their own choices - inspired the creation of origami wall panels where pattern is used to create a non-typical Asian food environment that is ever-changing and evolving.

INAMO – PEOPLE

Inamo is the first London restaurant venture from Danny Potter and Noel Hunwick who met as undergraduates at Oxford University. The inspiration for Inamo was born from the pair's frustrations at failing to get the waiter's attention for service or to request the bill, when out dining.



Potter explains:

"We wanted to create a dining experience that would adapt around the customer's preference and at the same time reflect the technological advancements of today's modern living"

INAMO

www.inamo-restaurant.com

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