



MADGI and Desprez develop the design of Le Coq Rico

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The architectural and design firm of Montroy Andersen DeMarco (MADGI) has joined forces with Paris-based Pascal Desprez, an international architect and designer, and the founder of studio DP Agence to develop the design for the first U.S. location of the famous Parisian restaurant Le Coq Rico.

The restaurant's chef and owner Antoine Westermann and his business partner, Francis Staub, recently leased a 3,340 s/f space at 30-32 East 20th St., located between Park Ave. South and Broadway in Manhattan. Le Coq Rico will be a neighbor to some of New York's most popular restaurants, which are located in the area at the convergence of the booming neighborhoods of Flatiron/Madison Sq., Union Sq., Grammercy Park, and the Madison Ave. advertising district.

The project team for the new Le Coq Rico brings together leading international heavyweights of the restaurant, hospitality, and architectural worlds. The original Le Coq Rico, established by Westermann and located on Rue Lepic in Montmartre, became famous for its gourmet poultry dishes, especially roasted chicken, which commands a cult-like following among both Parisians and tourists alike. Prior to opening Le Coq Rico, Westermann, one of the most prominent French chefs in the world today, developed several other successful restaurants, including Drouant and Mon Viel Ami. He won three Michelin stars as the chef owner of Le Buerehiesel in Strasbourg.

The upcoming Le Coq Rico in Manhattan will be Westermann's first fully owned restaurant in the United States. However, he has been active in the U.S. since 2002. Westermann has served as a chef and consultant to several American restaurants, including Caf  du Parc on Pennsylvania Ave. and Caf  15 at the Sofitel Hotel, both in Washington, D.C.

Westermann's business partner and fellow Alsatian Francis Staub has developed a line of cookware and bakeware famous among the top chefs and customers around the globe under the Staub en France brand. Successful New York City restaurateur Robert Arbor, the founder of five popular restaurants and cafes, including Le Gamin and Les Deux Gamins, is assisting Westermann and Staub during the development of Le Coq Rico in Manhattan. Arbor is also an author of *Joie de Vivre*, *Simple French Style for Everyday Living*.

Principal Daniel Montroy, AIA, leads MADGI's team for Le Coq Rico. His firm's projects include the on-going renovation of the landmark restaurant, the Rainbow Room; the new, 120,000 s/f World Trade Center Observation Deck experience center; and the 320-room citizenM New York hotel. MADGI was also the architect for Bill's Bar & Burger restaurants at Rockefeller Center and at the New York Marriott Downtown.

Desprez is celebrated as a prestigious international residential and hospitality architect. He designed villas in Santa Barbara, Calif., a chalet in Canada, and a private resort in the Seychelles. His portfolio spans the world, from Paris to Marrakesh, New York City, the Middle East, and the Far East.

Desprez's restaurant and hospitality projects include the 86-suite, 30-room Naoura Barrière hotel and the 50-acre Mandarin Oriental resort in Marrakesh, Morocco; the 325-room and five-restaurant/bar Casino Barrière de Toulouse; the 349-room Hotel Majestic Barrière in Cannes; the 38,000 s/f Le Spark spa in Enghien-les-Bains; and the 125-room Les Princes Casino in Cannes.

The approximately 80-seat, U-shaped Le Coq Rico will feature a 50-seat dining room, a 20-seat bar, and a 10-seat section in the kitchen. The restaurant will occupy an entire street front of a landmark building that was originally constructed in 1915. The restaurant space will include a 2,216-sq.-ft. ground floor dining room and bar, and a 1,124-sq.-ft. lower level that will house the kitchen, restrooms, and support spaces.

MADGI is also assisting the building's owner and manager, Walter & Samuels, with a historic restoration of the elegant, ornamental brick facade; expansive street level and second floor windows; and a lobby.

"MADGI-designed renovations and the famous restaurant tenant highlight our building's prominent role as a major retail and commercial property within Midtown South," said Walter & Samuel's senior executive managing director Peter Weiss. "Le Coq Rico, 30-32 East 20th Street, New York, NY

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