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wagamama is a popular chain of noodle restaurants, serving freshly cooked, healthy food in simple and inspiring environments. The first wagamama restaurant opened in London in 1992 and there are now over 50 restaurants in the UK and overseas with a strong programme of new openings in the pipeline.

Pennington Robson began by working on a new restaurant at City Point, London in 2001. Since then we have completed twelve restaurants and have several more in development. In addition to our role as designers, we act as Lead Consultants on the projects, interpreting the client's brief, co-ordinating all the consultants' information, dealing with landlords and statutory authorities and helping to ensure the delivery of the restaurant on time, on brief and on budget.

We ensure that each new restaurant enhances the wagamama brand whilst meeting the individual characteristics and spatial challenges that each site presents, whether it is a new build, mall unit, or a converted public house.

During our several years together, through our philosophy of designing with passion and integrity, we are contributing design that works to the wagamama success story. As the wagamama business expands, we strive to ensure that our design principles continue to inform and strengthen their brand identity.

WAGAMAMA

