



Project Profile

*...creating a
Motown
experience*

Buddy's Pizza Auburn Hills, Michigan

As the name implies, Buddy's Pizza is all about creating a friendly experience and being a "Buddy" to their customers. Buddy's Pizza is a Detroit born company starting some 62 years ago and is still owned by the original family.

Buddy's is committed to their roots and in providing a pleasurable dining experience for their clientele. Towards this goal, Buddy's commissioned AEW to create a fresh, new image at their existing 4,500 SF restaurant in Auburn Hills. Achieving this new image through the following direction:

- Energizing the newly expanded bar area to include a red granite countertop with diffused front lighting, and stained the concrete floor with a contemporary graphic design.
- Creating an inviting decor rich in warm colors introduced through new lighting, carpet, and multi-colored glass walls.
- Developing large graphic elements throughout the restaurant to reinforce the Detroit/Motown experience.

AEW's design plans allowed Buddy's to remain open throughout the renovation process avoiding costly loss in revenue. The Auburn Hills restaurant is one of three successful designs completed by AEW with an approximate expenditure of \$250,000.

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