



Buddy's Pizza
Restaurant Interior Design
Okemos, MI

Created for



Main Wall Mural

The Core Team created this 35-foot mural from Buddy's historical image library. It became the largest feature of the installation, and functions as strong brand reinforcement, a mood-setting device, and a vivid link to the restaurant's history.



Kitchen Door Wall

The design team created multiple adaptations of the original Buddy's Rendezvous sign — from the legendary 6 Mile and Conant location — and reproduced the selected rendering as a printed vinyl graphic element and applied it just outside the kitchen doors.



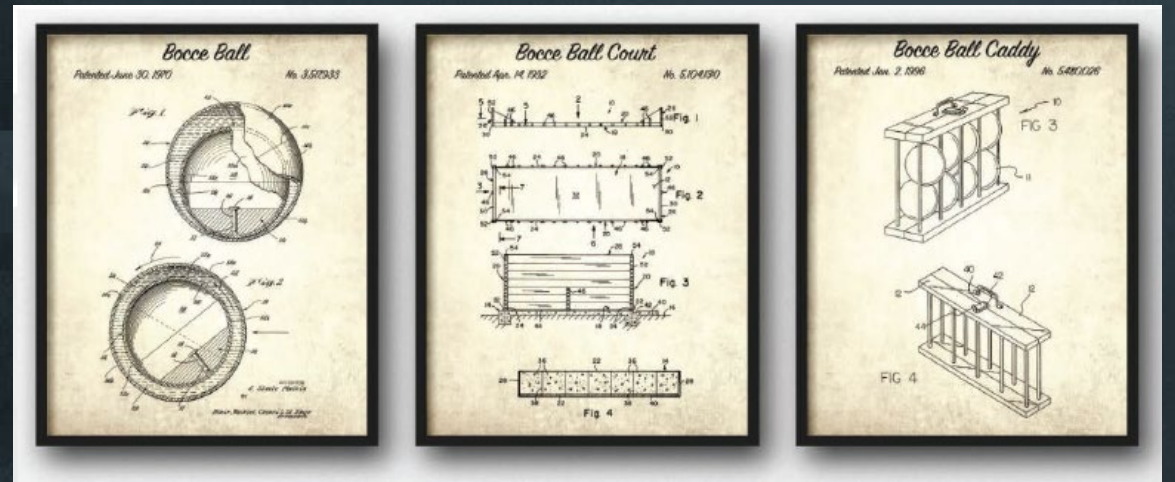
Take out Wall

The client often features their brand story in a key section of their restaurant locations, so the team included it as part of a wall mural in their takeout area. The story was presented in raised 3-D letters for texture and depth in front of a large monochromatic mural for further brand cohesion.



Bocce Wall

Bocce ball plays a huge role in Italian-American culture, and the 6 Mile Buddy's Rendezvous location featured its own bocci ball court. The client provided an image of the original bocci court sign and the Core Team built a meticulous recreation and colored it according to current brand standards. Using actual US patent documents as reference, the team created reproductions of the bocce ball, court and caddy patents. Each reproduction was retouched to give them a rustic feel and then framed on a white brick wall — just like the walls around the original 6 Mile Buddy's court.



MSU Wall

Every Buddy's restaurant devotes some of its décor to the area in which it's located. For their Okemos, MI, location the team paid tribute to nearby Michigan State University. The CORE Team designed multiple mural options, including a black and white State campus mural and a green & white edit of The Spirit of Detroit statue.



Word Cloud Wall

It was noted that one of the location walls was without a design plan, so the CORE Team created a range of options for the Buddy's team to review, each using the brand logo combined with Buddy's phrases using optional fonts and imagery, as well as word clouds and verbiage from the company's storied history.



Touchdown

The client loved the CORE Team's understanding of the brand, responsiveness and speedy execution. They were thrilled with the collaborative design process and quality of installation. The end product resulted in the CORE Team becoming involved in the design of 5 additional locations with a sixth on the drawing board.



Gallery

