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## **GEORGETOWN CUPCAKE OPENS FIRST WEST-COAST BAKERY EAST-COAST TREATS NOW TEMPT ANGELENOS**

LOS ANGELES, CA – November 27, 2012 - Georgetown Cupcake, the famed bakery featured on TLC's hit television series *DC Cupcakes*, opened its first west-coast bakery at 143 South Robertson Boulevard near Third Street this November.

The sister-duo of Katherine Kallinis Berman and Sophie Kallinis LaMontagne opened their first shop in Washington DC's Georgetown neighborhood to rave reviews in 2008. Their cupcake empire has since expanded with new shops in Soho in New York, Newbury Street in Boston and Bethesda Row in Bethesda, MD. For the Los Angeles store the sisters selected Ralph Gentile • Architects to transform the former Lisa Kline Men's store into a full service bakery and retail shop.

"It was crucial to deliver the original Georgetown Cupcake look," said Ralph Gentile, "while at the same time redesigning a retail space to accommodate a working bakery." Design of customer flow and bakery operations were especially important to consider, as the shop expects to bake literally thousands of cupcakes per day and overnight orders to the western states.

The façade was completely redesigned with new classical white wainscot and cornices and signature black awnings adorned with the bakery's trademark flower, swirl and star logo. Entering through tall white wood and glass doors, cupcake-lovers will be overjoyed at both the new design and the daily selection. A large black menu board presents the daily 20+ flavors from both regular and special recipes offered from the company's selection of over 100 signature flavors that rotate monthly and seasonally.

Inside, white marble-topped counters with stained wood cornice trim and custom hand-built paneling display tiers of the colorful treats. Polished nickel pendants and recessed lighting brighten the interior, highlighting marble-topped wrapping tables, and white shelving holding Georgetown Cupcake's iconic pink cupcake boxes. The light and airy feeling is carried through the marbled porcelain tile floor and white tile splash behind the espresso machine serving Illy coffee. Square wood columns solidly anchor the counters to the coffered ceiling overhead.

“The existing second floor framing overhead allowed for very little room to create deep soffits,” Gentile remarked. “We worked closely with The Marshall Group, the general contractor, to strategically place ducting so we could achieve this dramatic coffered ceiling.” The result is a classic ceiling with additional white crown molding, carried throughout the space.

Custom white wainscot encircles the room, leading to the viewing window—the best spot to watch the magic that goes into mixing, baking, and frosting each cupcake by hand. Additional polished nickel pendants light the stainless steel frosting table, where bakers frost treats as well as roll fondant to stamp out decorations.

“Guests will have a direct view into the kitchen area,” said Gentile, “so we ensured the ‘best’ of the back-of-house activities—mixing, baking, frosting, and decorating—were within sight lines.” Even the back of house presents a clean and fresh appearance with white finishes, bright stainless steel, and a black-white-and-grey flake epoxy floor.

A nearby coffee counter with marble top and maple wood-stained trim provides space to prepare a beverage. A unique cupcake painting hangs above and adds a shock of color to the space. Eco-friendly vinyl “maple” wood flooring and white-tiled restrooms with fabric-and-nickel sconces complete the fresh and clean interior.

In addition to cupcakes, customers can also buy a selection of custom t-shirts, hats, mugs and other gift items. Berman and LaMontagne’s second book, *Sweet Celebrations*, released in October will also be available for purchase.

Design Team: Ralph Gentile, Michelle Aitala, Cátia Sander, Sergio Osorio.

Ralph Gentile • Architects is a small, dynamic architectural and interior design firm in Los Angeles, specializing in restaurant, night club, hotel, spa, and retail store design. Since 1989, they have established a national reputation for highly creative and provocative design solutions for some of the finest clients in the hospitality, gaming, and restaurant industries.

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