



Media Contact: Hanna Lee
Hanna Lee Communications, Inc.
646-752-1526 (cell) / 212-527-9969 (office)
hanna@hannaleecommunications.com

FOR IMMEDIATE RELEASE

Rayuela Celebrates Playful Restaurant Design

Stylish Latin American Restaurant on the Lower East Side Features Organic, Custom-Made Design Elements By Up-and-Coming Designer Jun Aizaki

NEW YORK, October 11, 2007— Rayuela, a stylish new Latin American restaurant on the Lower East Side, brings an innovative sensory design experience to the Latin American dining landscape. Rayuela is Spanish for “hopscotch” and designer Jun Aizaki, previously of Rockwell Group and founder of Crème Design, Inc. in Brooklyn, worked with emerging restaurateur Héctor Sanz to create a playful, interactive space that reflected the whimsy of its name and the inventiveness of its cooking.

The center of the bi-level restaurant is a live olive tree, which grows upward above a calming pool and solid oak staircase. These design elements connect the lounge-inspired first floor (2,400 sq. ft.) to the second floor loft (2,200 sq. ft.) where a refined mood is set by a sexy *ceviche* bar and outdoor 200 sq. ft. terrace, as well as banquettes separated by sheer curtains to ensure that every table is a VIP one.

“Everything at Rayuela has been designed to reflect the concept of the restaurant in a physical sense,” said designer Jun Aizaki. “We created elements that are not just beautiful and functional, but that have a specific meaning behind them.”

Subtle allusions to hopscotch include patchworks of natural fabrics and glass textures, sofas that can be mixed and matched like puzzle pieces to accommodate different groups and slate chalkboards to present daily specials. All of the furniture, fixtures and design accessories at Rayuela are custom-crafted and made with natural materials like rustic oak, organic cottons and slate.

“Jun Aizaki realized our vision of creating a conceptual destination restaurant that was at once unconventional and sophisticated,” said restaurateur Héctor Sanz. “We are delighted that our guests can indulge in Rayuela’s playful elements, both in its design and its cuisine.”

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About Crème Design, Inc.

Founded in 2004 by Jun Aizaki, Crème Design, Inc. is a loosely knit collaboration of young, international designers and creatives based in the emerging neighborhood of Brooklyn. They surround themselves with the cultural and creative resources that are unique to the city. Having a multidisciplinary background in the design field, interiors and custom furniture design, they work closely with our fabricators and artisans to ensure a thorough, hands-on approach in every aspect of the project. Their goal is to meet the needs of each client with the finest services they can provide. www.cremedesign.com.

About Rayuela

Rayuela (Spanish for “hopscotch” and the title of the experimental novel by South American writer Julio Cortázar) introduces *Estilo Libre Latino* (Freestyle Latino) cuisine, which respects yet redefines traditional Latin American and Spanish dishes including ceviche and tapas. Located on the Lower East Side at 165 Allen Street, it is owned by Executive Chef Máximo Tejada, up-and-coming restaurateur Héctor Sanz and Paul Fernandez. Rayuela is open seven days a week for dinner, with brunch served on weekends. For reservations, please call (212) 253-8840. For more information, visit www.rayuelanyc.com.

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