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Crystal Mountain calls on r.o.i. Design for creative design of new restaurant

Crystal Mountain Resort, Thompsonville, MI continues to demonstrate resort innovation, by creating a new family restaurant called "The Wild Tomato" in their Main Lodge, and called on r.o.i. Design, Grand Rapids, MI for creative design.

r.o.i. Design has been one of the creative partners of Crystal Mountain since 1988, and their Construction and Facility Manager, Kirk Davidson, called r.o.i. Design with a challenge. "I asked them what they thought we should call our new restaurant, and they came up with "The Wild Tomato", said Davidson. "We thought it was a terrific name, since who doesn't like tomatoes in food? And we wanted the restaurant to have a Mexican-Italian flair." But the additional challenge was to help Crystal Mountain come up with an identity and logo.

"We knew that even though the restaurant had to be Crystal Mountain's equivalent to "Olive Garden" or "TGI Fridays" it had to carry Crystal's brand, so we found an ancient Mexican fabric design that depicted, "the tomato god" and we reinterpreted that to create a graphic that we thought could live side by side with the rest of the Crystal identities", says Mary Witte, of r.o.i. Design. "We also helped them make changes to the interior finishes to convert the feel to meet the sauciness of the new menu which includes paint colors like jalapeno green and cheesy yellow. It is a lot of fun."



The Wild Tomato is now open for guest enjoyment at Crystal Mountain Resort, just 30 minutes northwest of Cadillac.

r.o.i. Design, formerly DW2 Design, was incorporated first in 1968 and reorganized in 1993. r.o.i. Design collaborates with clients to provide a return on investment. We are a passionate team who enriches the way you live, work, and play. Our team offers a non-traditional approach to interior and graphic design, creative consulting, and product fulfillment. Their work has been published in national magazines including Coastal Living, Southern Accents and Home.