

JW Marriott Orlando Unveils Redesigned Primo Restaurant

Dutch East Design applies natural materials to conjure a warm flair inspired by Italy

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The JW Marriott Orlando, Grande Lakes has announced the redesign of [Primo](#), the second culinary outpost from James Beard Award-winning chef Melissa Kelly. Led by New York-based [Dutch East Design](#), the refresh of the Italian restaurant was informed by Kelly's Puglian heritage and depicts a deep connection with nature.

“We want guests to feel a sense of warmth and relaxed chicness whilst at Primo,” says Dutch East partner Larah Moravek. “It is a quiet build-up of details within the design narrative, so we

hope guests feel spellbound in a rejuvenating way, being transported to Puglia through all of the senses.”

Natural materials—including limestone, terracotta, brick, troweled plaster, and copper—abound throughout the eatery along with a collection of earthenware and ceramics. Upon arrival, the bar lounge echoes an archetypal Italian courtyard complete with sweeping archways and decorative screens, while the bar commands attention with a glazed brick face and a copper top.

The 215-seat dining room and 50-seat terrace is accented with custom lighting, seating, and casegoods detailed with etched ceramic finishes and caning to infuse a distinctively Italian flair.

Primo's private dining room is also easily configured to open to the main room as needed thanks to modular textured glass. “The intent for the textured glass was chosen to allow the light from the back of the restaurant to still flow into the dining area as much as possible,” Moravek adds. “The private dining layout allows for the space to be broken down into two separate rooms.”