

# Terroir has 'Neo-frontier' look

■ New restaurant uses traditional material in non-traditional way.

By Mark Huffman

You can't pass the new Restaurant Terroir without seeing that the building celebrates one of the traditional building materials of the West.

It's just not one of the traditionally used traditional materials.

The outside of the restaurant, the old Cafe A Mano, is sheathed in rusted corrugated steel. It's the sort of thing you might have seen used around Jackson anytime during the past century — for the roof of a stable, the wall of a shed.

Now it's part of the Old West used in a new way, says architect Stephen Dynia, who came up with the design for the restaurant. "They needed an image that didn't violate the image of Jackson Hole, but was somehow hipper," Dynia said last week. "They wanted something more than putting up some logs and animal cutouts."

To Dynia's eye, "rusted steel is an interesting material.

"It's inexpensive and has a rugged look — it's not decorative."

Dynia and associate Lisa Carranza laughed last week while playing with terms, and finally called the look "neo-frontierism."

Dynia, formerly of New York City, said using bare metal and other natural materials creates a "cool minimalism." Playing with traditional materials in an unusual way allowed the architects to innovate while still "honoring" the area's past.

Dynia went with metal, the corrugated variety outside and a woven screen inside, "not because I was trying to be a bad boy, but because it's appropriate." He wanted a Jackson Hole feeling with an unusual twist.

The oxidized metal that sheathes the front of the building, Dynia noted, is the same color as an old leather jacket. He had to convince Jackson planners to approve a variance because town codes call for the use of wood or stone, seen as natural materials in keeping with the area's history and style, rather than metal which is viewed as unnatural and inappropriate.

Carranza said the architects also fought to convert the old Cafe A Mano, a space she called "loud, white, cold," into a more inviting environment. The colors chosen for the inside of Restaurant Terroir are the yellows and tans that Dynia sees on the Elk Refuge in autumn. From the outside, he said, "the place has to glow — the color of light coming out



Stephen Dynia and Lisa Carranza of Stephen Dynia Architects, left and center, and Ken Fredrickson of Restaurant Terroir outside the metal-sheathed restaurant on Glenwood Avenue in downtown Jackson.

the front has to be warm."

Terroir managing partner Ken Fredrickson said, "These colors are all over the valley," and are in keeping with the owners' interpretation of the name "terroir" — a french word meaning earthy.

The metal on the outside of the building is echoed by lots of "distressed" metal inside, along with stone and sisal matting. Most the ironwork was done by restaurant partners and employees with no previous experience.

For Fredrickson, who worked previously for Wolfgang Puck, food and service are vital, but the atmosphere of the restaurant plays an equally important role in the total dining experience.

Fredrickson agreed with Dynia about the effect the lighted interior

will have on passers-by: "You can see action and energy and light inside," he said.

The managing partner is also the sommelier and promises more than 200 wines, many of them the creations of small wineries with limited production.

Partner Ben Roth serves as general manager. The chefs are Joel Holland and Jeff Osaka. Restaurant Terroir serves what owners call "progressive American" food with "French and Asian influence."

Restaurant Terroir is open seven days a week from 5:30 p.m. The partners plan to add lunch in the future.

The restaurant is at 45. S. Glenwood, the only building in the area clothed in rusted corrugated steel.

The phone number is 739-2500