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**AXIS Architecture + Design Designs the New Powell's Place:  
It's Just Like Home, With a Little Southern Soul**

(San Francisco, CA, February 12, 2005) -- When gospel legend Emmit Powell closed the doors of his 31-year-old landmark soul food restaurant at 511 Hayes Street, he had one thought. "God has a plan," Powell said. "He's giving me the chance to do something bigger and expand to a whole new set of customers."

Powell hired architect Shawn Alexander, a principal at AXIS Architecture + Design in San Francisco, to design his new restaurant at 1521 Eddy Street in the Fillmore Center. The firm is well known in San Francisco for its work in resorts/hospitality, mixed-use, retail and multi-family residential projects.

Powell wanted his new restaurant to reflect an inviting, southern-style atmosphere. Partnering with Alexander, the pair created a 4,000-square-foot, ground level space with a warm, traditional interior in neutral tones and decorated with moldings, wood trim and ceiling fans. With its shuttered awnings, the restaurant's amber and gold exterior provides an inviting, southern Gulf coast mood, reminiscent of its owner's southern roots. The main dining room seats 120, more than doubling the capacity of Powell's Hayes Street site.

"After all, Powell's Place is an institution in San Francisco," said Alexander. "We wanted to keep Powell's original homelike setting, yet create a more sophisticated and functional space where diners can relax. My job was to create a backdrop for the food and convey a casual atmosphere that says 'come on in and get comfortable.'"

The new restaurant features a cafe with a take-out counter, a private dining room, sidewalk café dining and a performance area to showcase gospel, jazz and blues acts.

AXIS architect Alexander is currently designing Sheba Lounge, a 2,000-square-foot club and piano bar, also located in the heart of the Fillmore district. His restaurant design projects include Momo's, Elroy's, 301, and P.F. Chang's in Walnut Creek and at the Aladdin Casino in Las Vegas.

Powell's Restaurant was built by Gateway Construction Services. The property is managed by Larimar.

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*AXIS Architecture + Design provides superior client service in architectural and interior design in resorts/hospitality, mixed-use, retail and multi-family residential markets. With more than 75 years of collective experience, firm principals are committed to exceeding client expectations in the design and execution of the most sophisticated and complex architectural projects. Their portfolios feature work for a widely recognized roster of clients that includes Marriott Vacation Club International, Williams Sonoma, The Gap, Inc., Harvey's Resort and Casino, Hard Rock Hotel and P.F.Chang's Restaurants.*