



DAWNVALE
GROUP

RESTAURANT+BAR
DESIGN+BUILD



Herd Steak House, Matlock

We carried out the design, build, and full interior fit out for Herd, a new steakhouse in the heart of the Peak District. Based in a historic former bank, the restaurant needed to be a perfect blend of contemporary and traditional.

Our initial brief was to take advantage of the character of the building but to ensure that the theme of steak and cattle was carried through the whole venue, tempting in passing foot traffic with an exciting new offering.

Name: Herd Steak House, Matlock

Location: Derbyshire

Scope: Bar + Restaurant Fit Out



DIVERSE DESIGN

Herd is situated over three floors. We installed three bespoke bars in total, one on each floor, each one continuing the theme of the restaurant in a different way, featuring a variety of materials and finishes.

BESPOKE COMMERCIAL KITCHEN

On Herd's basement level, we fitted a bespoke commercial kitchen designed purposely to suit the steak-based menu, with an oversize synergy chargrill to accommodate the extra large Tomahawk steaks.

BASEMENT BAR

We installed a bespoke bar within the columns of the old bank vault in the basement, which created numerous snugs and alcoves for individual seating areas, and added unique lighting from beer barrels to cages.

GROUND FLOOR BAR

Herd's main ground floor bar is a blend of style and warmth, finished with a distressed copper bar top. A bespoke beer cellar acts as a focal point, adding character and showcasing the real ales on offer.



SYMPATHETIC ADDITION

We installed a new mezzanine floor and first floor extension with floor to ceiling windows, making the most of the original feature ceilings, and the view over the Matlock Derwent Bridge.

BESPOKE RESTAURANT FURNITURE

The entire restaurant was fitted out with our custom furniture, a tactile range of timber, leather and distressed metal tables and dining chairs, in-keeping with the steak house's visual brand concept.

NEON LIGHTING

While the venue as a whole is fitted with energy-saving LED lighting, we created a custom neon light for the basement bar, working Herd's new logo into a vibrant, cattle stamp-style design.

CHALLENGES

Herd's busy location and tricky access points made this a tricky project. Removing the original bank vault, which survived two break-out attempts in the 1960s, also took us longer than expected!

