

## Success Story

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### COQODAQ: Chef Simon Kim's New Fried Chicken Concept

When the CEO and Founder of [Gracious Hospitality Management](#) and Michelin Award-winning Chef Simon Kim set out to create a modern cathedral for all things fried chicken, he sought partners who understood his vision and could deliver exceptional results. This case study highlights how [Global AV Group \(GAV\)](#) helped Chef Kim realize his vision by devising and delivering an equally innovative and unique audiovisual solution for Kim's latest brainchild, [COQODAQ](#).

#### Background

Chef Simon Kim is a celebrated figure in the culinary world, well known for his Michelin-starred and James Beard-nominated Korean Steakhouse, [COTE](#), and cocktail lounge, [Undercote](#). Kim's latest venture intended to introduce a unique and elevated fried chicken dining experience. The restaurant, located in New York City's Flatiron district, spans 8,000 square feet and offers a luxurious art nouveau dining room filled with custom furniture and traditional Korean patterns to complement its exceptional culinary offerings.

#### The Challenge

Before partnering with GAV, Chef Kim faced the challenge of finding an audio consultant who could seamlessly integrate advanced audio solutions with the restaurant's aesthetic design without compromising audio quality. Audio consistency, clarity, and quality across this large space were critical success factors for Kim in ensuring an excellent dining experience for his guests.



Photo Source: Global AV Group

## The Solution

GAV, well known for delivering unique and exceptional audiovisual experiences for its clients, knew exactly what to do. “The approach began with fully understanding the unique design concept and elements devised and implemented by [The Rockwell Group](#),” said GAV’s Founder, President, and CEO, Jason Ojeda. “Our solution needed to be fully integrated and seamlessly become part of the dining space without overpowering it – visually and acoustically.”

Jason then added, “Our solution was meticulously designed and executed. We utilized the very best in audio technology from [1Sound](#), which was perfectly and beautifully woven into and throughout the dining space. Then, through our expert programming, we set up multiple “stereo” zones throughout the space to create warmth, leaving COQODAQ’s guests feeling as if they were dining at a friend's home.”



Photo Source: Global AV Group

## The Outcome

GAV’s meticulously tailored audio solution for COQODAQ matched the sexy and mysterious ambiance of this luxuriously delicious dining spot. Its guests are staying longer, resulting in higher ticket sales, both of which are leading indicators that Chef Kim’s vision has become a HUGE success.

And if that wasn’t evidence enough, COQODAQ was awarded [Hospitality Design](#)’s 20<sup>th</sup> Annual Project Award in the “[Upscale Restaurant](#)” category for 2024. GAV is thrilled to have contributed to COQODAQ’s success, which was acknowledged in their [social media post](#) about winning this prestigious award.

## Client Testimonial

Chef Kim was pleased with GAV’s process and results, stating, “Working with GAV was an exceptional experience. Their understanding of our vision and their innovative solutions have significantly enhanced our guests' experience. We couldn't be happier with the results.”



Photo Source: Rockwell Group

## Conclusion

By deeply understanding Chef Simon Kim's vision and requirements, GAV became an integral partner in COQODAQ's journey to success. GAV's consulting services, design-build approach, project management, tailored IT infrastructure, and audio and programming solutions not only met but exceeded expectations, leading to measurable benefits for Chef Kim's business.

No company understands hospitality better than GAV. [Visit our website](#) to learn more about how we can turn your "vision" into physical reality and measurable outcomes for your business.

## About

Global AV Group is a leading provider of cutting-edge hospitality technology solutions, specializing in audio and IT infrastructure for restaurants, hotels, and entertainment venues. With a commitment to excellence and innovation, GAV helps clients create unforgettable experiences for their guests.

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