

Charlotte

FEBRUARY/MARCH 2020

HOMIE

DESIGN & DECOR®

Arts &
ARCHITECTURE

PLUS:
IN THE STUDIO
WITH TED LEE

COLOR CRUSH:
CHARTREUSE





BEULAH IS BOSS

By Jim Noble
Photography by The Plaid Penguin

I wouldn't call myself the most social-media-savvy person on the planet, but I do know that it is an important tool in business these days—especially in the food and beverage industry.

When we were working on our newest concept, Bossy Beulah's Chicken Shack, I knew that the personality of the restaurant—on social media and its overall appearance—should be bold and fun. The restaurant is, after all, named after my Great-Aunt Beulah, who had a knack for telling it like it is, hence her nickname “Bossy Beulah,” which we used lovingly.

Formerly a service station, in the design phase, we conceptualized a small dining room with an open kitchen in bright, feminine colors. One of my favorite pictures of Aunt Beulah shows her in a pink pantsuit, which ended up playing a large part in our overall design aesthetic.

As you're driving out Freedom Drive, away from Uptown, the most obvious marker for Bossy Beulah's is the bold, bright mural on the side of the building facing the northwest corner of Freedom and Berryhill Road. It's our updated version of the floral wallpaper often found in kitchens, dining rooms, and bathrooms in mid-century homes. Our branding team at The Plaid





“THE IDEA THAT AUNT BEAUT, WHO OBVIOUSLY INSPIRES ME DAILY, IS ALSO INSPIRING OUR GUESTS JUST WARMS MY HEART.”

Penguin designed it, and muralist Scott Nurkin brought it to life over several unseasonably hot days in October. It has become the showpiece of Bossy Beulah’s and, in my opinion, brought this 1950s building back to life. I imagine this corner lot used to be a frequent stop for commuters headed to and from Uptown, and we hope its new personality brings folks back.

Before this mural, “Instagram wall” isn’t a term I’d given any thought. (If you’re not familiar, it’s a wall that serves as a photo backdrop—typically with a design or message that people will want to photograph. Examples are the “I believe in Nashville” wall in Nashville and the “confetti hearts” wall in Charlotte’s South End.)

I get it now. I can’t say that it was my idea to cover the wall in flowers, but guests are certainly taking to it, and I couldn’t be happier. The idea that Aunt Beaut, who obviously inspires me daily, is also inspiring our guests just warms my heart. And as a woman who spent most of her life in North Carolina, she would be tickled pink—pantsuit pink—to see a restaurant named after her, and even more so to see people posing in front of a wall bearing her nickname so they can share it with followers near and far. ♦

Chef **JIM NOBLE** is the executive chef and owner of **NOBLE FOOD & PURSUITS**. For more information, visit **NOBLEFOODANDPURSUITS.COM**.