

Design Development Company Awarded Six Mattel Adventure Park Dining Concepts

Hospitality design firm selected to develop six food and beverage environments for Mattel Adventure Park at VAI Resort in Glendale.

GLENDAL, AZ, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Design Development Company (DDC), a restaurant, hospitality and [commercial interior design](#) firm based in Southern California, has been selected to provide design services for six new food and beverage concepts planned for Mattel Adventure Park in Glendale, Arizona.

Located at VAI Resort, Mattel Adventure Park is an indoor-outdoor theme park destination built around some of Mattel's best-known brands and experiences, including Barbie and Hot Wheels.

Design Development Company's assignment will focus on six distinct food and beverage environments within the park. The planned concepts include a pizza concept, a quick-service restaurant, an ice cream and candy shop, a coffee and pastry concept, a main dining area, and a Mattel-themed restaurant and bar.

The project brings together several areas of DDC's hospitality design experience, including restaurant concept development, commercial interior design, interior architecture, foodservice planning, guest circulation, lighting, finishes, equipment coordination and development.

Designing dining environments inside a major entertainment destination requires a different approach than designing a traditional stand-alone restaurant. Food and beverage spaces must support high guest volumes, efficient service, clear circulation and durable commercial operations while remaining connected to the larger themed experience surrounding them.

The assignment reflects the multidisciplinary work often shared among an interior architect, interior design architect, restaurant designer, foodservice consultant and [commercial kitchen design](#) team. DDC's approach is to coordinate those elements as part of a larger hospitality



concept rather than treating the dining room, kitchen, branding and guest experience as separate pieces.

For more than four decades, Design Development Company has worked on restaurant, hospitality and specialty commercial environments throughout the United States. The firm was established in 1983 and provides services ranging from early concept development and site planning through interior and exterior commercial design, commercial kitchen design, specifications, lighting, identity development and implementation.

DDC's operating background also influences its design process. Members of the firm's leadership have experience developing, designing, building and operating restaurants and hotels, giving the team direct exposure to the relationship between interior design, foodservice operations, employee workflow and the guest experience.

The Mattel Adventure Park assignment extends that experience into a large-scale themed entertainment environment where dining concepts are part of the overall attraction rather than simply supporting amenities.

The six concepts will require different approaches to service, atmosphere and guest interaction. A quick-service restaurant has different operational requirements than a full dining environment, while coffee, pastry, candy and ice cream concepts depend heavily on visual merchandising, queue management and efficient transaction flow. The Mattel-themed restaurant and bar create an additional opportunity to integrate food, hospitality interior design and entertainment into a cohesive guest experience.

Design Development Company describes its development philosophy as taking hospitality projects from "pen to plate," connecting the original concept with the operational and physical details required to bring it into the built environment.

About Design Development Company

Founded in 1983, Design Development Company is a restaurant, hospitality and commercial design firm headquartered in Agoura Hills, California. The company provides concept development, [restaurant design](#), commercial interior design, interior and exterior design, commercial kitchen design, site planning, lighting design, specifications, graphics, identity consultation and project development services.

DDC has worked with independent restaurant operators, national brands, hospitality organizations, entertainment concepts, healthcare facilities, educational institutions and specialty commercial projects throughout the United States.

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