

21st Century Interiors

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images
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WakuWaku Hamburg

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Ippolito Fleitz Group



This new restaurant chain's philosophy is grounded in the consistent implementation of the concepts of sustainability and good-value, healthy food that is prepared extremely quickly. The architect's task was to translate the principle of sustainability into an overriding architectural concept.

The space is divided into two main zones: the dining area and the service area. The latter comprises an order counter, kitchen and a take-away area as one unit, which acts as a room within a room. It is painted a strong shade of violet the restaurant chain's corporate colour. Two digital menu boards suspended from the ceiling display the current menu and images of the food on offer. The colourful, lacquered surfaces form a dynamic contrast to the expanses of stainless steel and the service counter, with its natural white mosaic tile surround.

The dining area makes a sweeping statement with a floor-to-ceiling bench that runs the entire length of the room. The bench wall forms a strong parenthesis and draws patrons into the depths of the space. It is also a content carrier: a gallery designed by Stuttgart-based artist Monica Trenkler unfurls across its entire length.

The severity of the long bench is broken up by chairs of many different origins, forms and colours – their sheer variety creates a friendly impression and their individuality enlivens the room. All the chairs' legs have been dipped 20 centimetres into the corporate colour, which serves as a connective element.

Under the glass roof a row of plants grows out of the rear wall, forming a living part of the furnishings. An innovative lighting system dynamically adapts the lighting tone depending on the amount of daylight. As a result, the restaurant is always perfectly lit and appears inviting from the outside and atmospheric inside.

1 A strong shade of violet is WakuWaku's corporate colour

2 The structural edifice of the service area acts as a room within a room



2

- 3 This part of the restaurant area was once a courtyard and is now contained beneath a glass roof
- 4 An alcove containing a table for four is inset in the wall
- 5 Two- and three-dimensional collages and pictures pick up on the typical WakuWaku leitmotifs
- 6 The chairs are of many different origins, forms and colours

Photography: Zoëy Braun



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