

EAT OUT!

RESTAURANT
DESIGN
AND FOOD
EXPERIENCES





IPPOLITO FLEITZ GROUP

WakuWaku, 2008,
Hamburg / Germany

Client: WakuWaku Restaurants GmbH
Photograph: Zooey Braun

"Waku" is Japanese and means stir-fried, cooked hot, and at the same time exciting and tantalizing. *WakuWaku's* culinary approach is based on performance, allowing guests to watch the cooks at work. All dishes are wok-based and use only organic ingredients. The wok cooking makes it possible to prepare individual dishes in under 5 minutes while retaining the nutrients and aroma of the ingredients, despite using only a small amount of oil. The menu is also unconventional, offering classic Asian dishes alongside German culinary classics such as Currywurst and Tafelspitz. The opening of the first branch of the restaurant chain *WakuWaku* in Hamburg's city center, trumpets the company's self-proclaimed revolution of the fast food sector. *WakuWaku's* philosophy revolves around the concepts of sustainability, good value, and healthy food prepared fast. IFG

articulates this sustainability theme in the space in an undogmatic, creative, and unconventional way, from installing energy-efficient kitchen technology to fashioning the staff uniform from FAIR-TRADE-certified materials. On entering the restaurant, the customer first encounters the narrow end of this 17-meter-long box. A glass roof in the rear illuminates the interior, which is divided into two zones: the dining room and the service area that combines an order counter, kitchen, and take-out window into a single box, which is painted a strong shade of violet, *WakuWaku's* corporate color. The dining room features a floor-to-ceiling wooden bench that provides seating, a planter box, and an artist's gallery down the entire length of the room. The uniformity of the bench is interrupted by a variety of vintage wooden chairs, lacquered halfway up their legs, which are supplemented with a swinging loveseat and an unusual booth, which is simply an incision made through the wall in the negative shape of two benches facing each other. The colorful, lacquered surfaces at the base of chairs or on the wooden spoons that customers are given with their order number on it, form a dynamic contrast to expanses of stainless steel, plain white ceramic tile, and floor tiles in a randomized pattern of gray shades.

