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H.K. RIHAN INT'L CULTURE SPREAD LIMITED

SPACE

STYLISH RESTAURANTS

RIHAN



Company: Ippolito Fleitz Group
Project Location: Hamburg, Schauenburgstr. 55-57
Area: 135 m² (including kitchen)
Completion Date: November, 2008
Photographer: Zooey Braun

WAKU WAKU HAMBURG

The opening of the first branch of the restaurant chain WakuWaku in Hamburg gives the starting signal for the company's self-proclaimed revolution of the fast food sector. WakuWaku's philosophy revolves around a consistently implemented concept of sustainability and good value, healthy food, which is prepared extremely quickly. The key theme of sustainability is realised in an undogmatic, creative and unconventional way. It is already inherent in the name: 'Waku' is Japanese and means stir-fried, cooking hot, and at the same time exciting and tantalising. WakuWaku's culinary approach pursues a front-cooking concept, which allows you to watch the cooks at work. All dishes are wok-based and prepared using only organic ingredients. Wok cooking makes it possible to prepare individual dishes very fast (in under 5 minutes); it retains the nutrients and aroma of the ingredients, and uses 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 sustainability concept pervades the entire technical restaurant equipment - from energy-efficient kitchen technology, to the team uniform made from FAIRTRADE-certified materials, to economical hand dryers in the toilets. Our studio's task was to translate the principle of sustainability into an overriding architectural concept. The restaurant is located in Hamburg's city centre, in immediate proximity of the city's town hall. The long, narrow space stretches back almost 17 metres into the building. In the rear half of the space, a glass roof admits daylight. The space is divided into two main zones: the dining area and the service area. The latter comprises of an order counter, kitchen and a take-away area

The design creates a colorful world in a limited space, and the pictures make the space more lively



as one unit, whose structural edifice acts as a room within a room. On entering the restaurant, the customer first encounters the narrow end of this box. It is painted a strong shade of violet – WakuWaku's corporate colour – thereby creating a powerful upbeat and strong brand staging. Two digital menu boards suspended from the ceiling display the current menu and images of the food on offer in alternation. The design of the service unit signals urbanity and speed, both trademarks of WakuWaku. The colourful, lacquered surfaces form a dynamic contrast to the expanses of stainless steel and the service counter, with its natural white, ceramic, mosaic tile surround. The intricate nature of the mosaic also represents the care and attention invested in preparing the fresh products. Once the customer has placed his order, he is given a wooden spoon with a 50 cm handle. Its bowl is

painted in WakuWaku violet and carries the order number. The customer chooses a table and inserts the spoon in a special sheath on the table. The number on the spoon tells the waiters where to serve the order when it is ready. The dining area makes a sweeping statement thanks to a floor-to-ceiling bench that runs the entire length of the room. It is constructed from wooden, FSC-certified planks in different sizes. These were nailed to the frame on the premises and then painted with an off-white paint, which strengthens the handcrafted impression. This effect is continued in the sentence that is inscribed in a spidery hand across the top of the bench unit: 'Waku Waku's Wacky Wholefood-Wok-Wonder Works Worldwide', an alliteration that playfully and humorously reflects the multicultural menu as well as the international ambitions of the brand. ▲



Left: The hexagonal dining area looks like the surface of a football, while the white ladder gives more vivacious feel.
Right: The hand writing in the wall highlights the restaurant's style.

