



STORE DESIGN & INTERIORS

VOLUME TWO

PRESENTING GLOBAL CONCEPTS
IN RETAIL DESIGN AND TRENDS

WAKUWAKU

HAMBURG, GERMANY

LOCATION:
CITY CENTER, HAMBURG,
GERMANY

STORE AREA:
135 SQ M

DESIGN & INTERIORS:
IPPOLITO FLEITZ GROUP - IDENTITY
ARCHITECTS, GERMANY

DESIGN TEAM:
PETER IPPOLITO, GUNTER FLEITZ,
ALEXANDER FEHRE, SHERIEF
SABET, SILKE SCHREIER, TING XIU

ARTWORK:
MONICA TRENKLER

LIGHTING DESIGN:
PFARRÉ LIGHTING DESIGN,
MÜNCHEN

PHOTOGRAPHER:
ZOOEY BRAUN



The dining area and the service area stand at completely opposite ends of the spectrum. The kitchen area and the digital technology employed for the order counter are trimmed for speed and are the epitome of a modern, urban lifestyle. The dining area, with its various elements from an 'analogue' world, provides a strong contrast and slows down the mood, conveying a cosy farmhouse kitchen feel. The special character of each area is underscored by the flooring. The grey, polished asphalt floor in the service area creates a businesslike and

● The brand experience at WakuWaku, a unique Japanese fast food restaurant in Hamburg, goes far beyond the menu. The restaurant features an unusual design, good ideas and maximum sustainability, including reliance on FSC-certified wood, a lot of recycled material and high durability. The key theme of sustainability is realized in an undogmatic, creative and unconventional way. 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.



The 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.

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 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.



The bench wall forms a strong parenthesis and draws you into the depths of the space. It not only makes a powerful architectural statement, it is also a content carrier for WakuWaku: a gallery designed by Stuttgart-based artist Monica Trenkler unfurls across its entire length.

functional effect, whereas the pixellated mosaic of grey, beige and natural white, stoneware tiles in the dining area creates a cosy feel.

An innovative lighting system, consisting of specially made energy-saving, LED spotlights, which dynamically adapts the lighting tone to the daylight situation, is integrated in the ceiling. As a result, the restaurant is perfectly lit at any time of day and WakuWaku always appears inviting from the outside and atmospheric inside. ●