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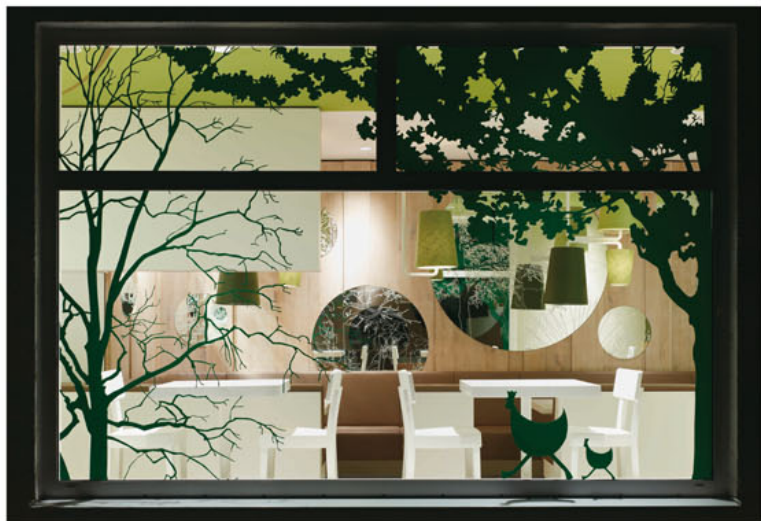
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# Wienerwald Restaurant 维也纳森林餐厅

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图片提供：Ippolito Fleitz Group

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Friedrich Jahn 于 1955 年在慕尼黑创建了第一家维也纳森林餐厅。在此后的数十年中，他又在 18 个国家开设了分店，而餐厅名字也几乎成了连锁快餐的同义词。在森林餐厅集团倒闭后，这家餐厅几乎易主直到创始人家族的孙辈在 2007 年购回品牌所有权并重掌经营。他们希望能沿袭并发扬公司历史悠久的传统，重新挖掘品牌价值与实力并且使其同餐厅独特的美食烹饪理念结合起来。为重新塑造品牌形象，餐厅方面委托 Ippolito Fleitz 建筑事务所来设计设在慕尼黑的两家分店。

新餐厅定位于清新、高效、活力，其中改造与创新的内容不仅限于店面的视觉形象，还包括了新的餐饮结构。作为一种天然低脂、健康的肉类，鸡肉仍旧是餐厅菜单上的主食品类。同时，各种蔬菜和口味清淡的肉类沙拉占据了快餐厅食谱中的大部分内容，使清淡和新鲜食品成为主流。

新的室内设计着重品牌形象的重塑，并且使餐厅的传统特色——一流品质、环境舒适和德国风格的餐饮得到重新诠释，从而形成一种富有当代色彩的空间设计语言。为了体现原生态和自然纯粹的原则，设计师选用了各种有机的天然材质和配色，如木材、皮制品和织物以及对纯白色构成补充且无所不在的各种绿色的组合。金黄色被用来加强室内色彩的视觉张力，在让食客感受到一种尊贵的品味的同时也让他们能够联想到餐厅主打菜——维也纳森林烤鸡那金黄色的脆皮。

新餐厅的设计使得维也纳森林餐厅重新找到了自己的定位，即一家现代风格的快餐连锁企业。这个品牌的传统元素得到了新的诠释并被融合到现代的空间语言中，其中所透出的变化与新意着实令人惊叹。

由 Ippolito Fleitz 建筑事务所设计的维也纳森林餐厅获得了今年 Inside Award 大奖酒吧和餐厅设计类的提名奖。



Friedrich Jahn opened the very first Wienerwald restaurant in Munich in 1955. The synonymous fast-food chain expanded over the following decades until it was operating branches in 18 countries. Following the collapse of the group, the company was under varying ownership until the grandchildren of the founding family bought back the rights to the brand in 2007. Their goal is now to build on the long tradition of the company, exploiting both the strength of the brand and the uniqueness of their gastronomic concept. Ippolito Fleitz Group was commissioned to develop new corporate architecture for the chain, which has already been rolled out in two Wienerwald branches in Munich.

The new interior design underscores the realignment of the brand, while translating the chain's traditional strengths of high quality, comfort and German cuisine into a contemporary

design idiom. Materials and colours reflect the principles of freshness and naturalness, which find their expression in materials such as wood, leather and textiles, as well as in the dominant green tones that complement the fresh white. Gold is used as an accent colour, conjuring up associations of quality and the crisp, gold-coloured skin of the main product, the Wienerwald grilled chicken.

The new restaurant design repositions Wienerwald as a contemporary fast-food chain. Traditional elements of the brand have been incorporated and translated into modern spatial elements with an exciting twist.

Wienerwald Restaurant by Ippolito Fleitz Group GmbH was shortlisted for the Bars and Restaurants category at the Inside Award in Barcelona.