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# ***X SPACE***

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***DINING SPACE***  
***BEAUTY SPACE***  
***ENTERTAINMENT SPACE***  
***HOTEL SPACE***

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**SANDU**



## Ippolito Fleitz Group – Identity Architects

Project / *holyfields Frankfurt*  
Area / 459 SM  
Photographer / Zoëy Braum

Holyfields, a wholly new restaurant chain concept, commissioned the designers studio to develop a modular, scalable space system with a distinctive look and feel. With its innovative food concept, Holyfields sets new accents in system gastronomy for a discerning, urban clientele. It satisfies the need for fast and delicious, great value food, as well as providing a visual and atmospheric dining highlight. The differentiated range of seating zones caters towards the different needs of its guests, who are certain to find the right setting for anything from a quick snack to a meal out with friends or a bigger celebration.

Holyfields offers a unique, vibrant yet cosy environment, based on a highly differentiated haptic world. The guest is guided through the space with precise choreography. He is greeted by a white host counter supported on a multitude of different table legs. The illuminated ceiling element above designates this station as the pivotal point of the room. To the immediate right are terminals with large touch screens set in white, steel plate casing that strike a somewhat anthropomorphic note as they stand in wait for your order. Their four sturdy legs conjure up a whole spectrum of associations from waiting staff ready to proffer their services to antique furniture.









