

NIGHT FEVER

4

Hospitality Design

FRAME

WAKUWAKU

Ippolito Fleitz Group



At the service point, the shelving and counter are both formed from untreated solid wood, catering to WakuWaku's dual shop and restaurant function.

For WakuWaku, an Asian fast food restaurant and organic food store under one roof, the design office Ippolito Fleitz Group set out to communicate brand values, such as 'organic' and 'sustainable'. Solid and untreated wood panelling was therefore a logical material choice, and it covers virtually the whole interior – walls, fittings, furniture and part of the floor. It also sends a strong message to the street outside, since it is visible through the large, open facade which provides an unrestricted view of the space.

A long, central counter and parallel niches provide seating spots for a variety of customer needs. Different shapes of chair help to break up the seating landscape and hark back to the original WakuWaku outlet – as do the chair legs, dipped in the WakuWaku corporate palette of magenta, a colour which recurs in the shelving panels too. Plenty of plants echo the ecological theme and add a homely touch.

The wood-lined interior creates a warm, neutral backdrop for displaying the colourful products in the WakuWaku range on the abundant rows of shelving. One side wall with floor-to-ceiling shelves integrates both display compartments and glass-fronted refrigerators.

Rough, untreated wood might become boring in itself, but here it makes a superb background for the stencilled lettering and the intricate wall sketches created by Chris Rehberger using taut string – a feature which adds a lot of interest and greatly personalises the space. A collection of wire, hanging lampshades picks up the playful theme. Who says sustainability can't be fun?

WHERE Dammtorstrasse 29-33, Hamburg, Germany
OPENING June 2012
CLIENT Good Restaurants
DESIGNER Ippolito Fleitz Group (p.545)
FLOOR AREA 145 m²
WEBSITE waku-waku.eu

AVERAGE PRICE OF MAIN COURSE EUR 8
TYPE OF KITCHEN Asian
OPENING HOURS Mon-Fri 8.30-22.00, Sat 10.00-21.00,
Sun 11.00-19.00
CAPACITY 58 seats

Chris Rehberger's creative string doodles on the wall fascinate diners, like an eco-story with images of windmills.



A wood-lined interior echoes the ecological theme



Magenta creates a splash of colour in the decor, including spelling out one of the venue's taglines on the walls 'good for earth'.

PHOTOS: Ippolito Fleitz Group, WakuWaku and Benjamin Nadjik