

# NIGHT FEVER

# 4

Hospitality Design

FRAME

# NOT GUILTY

Ippolito Fleitz Group

Simple materials and forms together with light, pearly tones live up to the restaurant's name.



A 'little heaven on Earth' is the idea that design office Ippolito Fleitz Group sets out to convey with its interior for this fast food restaurant chain, where the focus is firmly on honest and nutritious foods, imaginatively prepared into many different salads and snacks. The chain's downtown Zurich location, the third in the series, is no exception.

The long, open space welcomes guests with a range of natural tones and textures. Pastel hues, including pearly beige, soft terracotta and dusky pink, combine harmoniously with the natural, oak wood herringbone flooring. The focal point on entering is the colourful salad bar – colour of course coming from the wide range of vegetables on offer (fresh daily from a local farmer), and is accompanied by a graphic, easy-to-read menu board.

The restaurant is alluring from the outside, thanks to the view from the street of a long, central, communal table canopied by curving, white-lacquered branches of the floor-to-ceiling tree installation. Nearby, several other types of seating are also available – offering something for everyone. Curved lines contrast with rectilinear ones, as round tables and sofas are combined with rectangular tables and stools. The dominant materials within the space suggest purity and wholesomeness, as do the simple, flowing lines. It's all perfectly on brand for the chain with its natural and healthy values. Playful and unexpected elements, like the taut, twisted canvas ceiling bands, and hemp twine-embellished wall graphic of clouds, add an element of gentle surprise.

WHERE **Badenerstrasse 29, Zurich, Switzerland**  
OPENING **April 2013**  
CLIENT **not guilty Management**  
DESIGNER **Ippolito Fleitz Group (p.545)**  
FLOOR AREA **230 m<sup>2</sup>**  
WEBSITE **notguilty.ch**

AVERAGE PRICE OF MAIN COURSE **EUR 14**  
TYPE OF KITCHEN **Natural foods (salads, soups, etc.)**  
OPENING HOURS **Mon-Fri 6.30-21.00, Sat-Sun 8.00-21.00**  
CAPACITY **91 seats**

PHOTOS: Zoëe Braun and Paolo Emmanuele



A lacquered white floor-to-ceiling tree installation attracts attention and adds drama to the communal table.



A colour palette of white, beige and dusky pink enhances the oak herringbone parquet floor and the wooden furniture.



Alcove seating provides the option of privacy for customers.



Fun, graphical statements on the wall offer food for thought.



A ceiling installation of canvas bands weaves its way throughout the space.

Playful and unexpected details add an element of surprise



Extras like treats and magazines for guests to peruse maximise the restaurant experience.