

KesSalao

KesSalao 餐厅

Design agency: Masquespado

Location: Bonn, Germany

Area: 40 m²

Photography: David Rodriguez, Carlos Huacac

设计单位: Masquespado 设计工作室

项目地点: 德国波恩

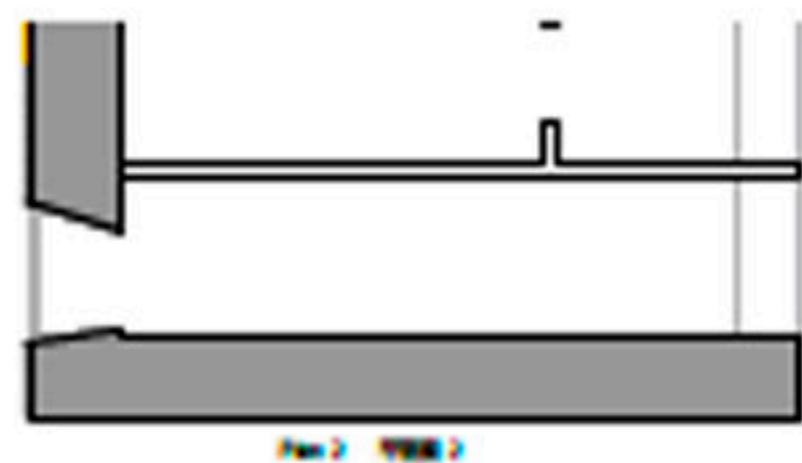
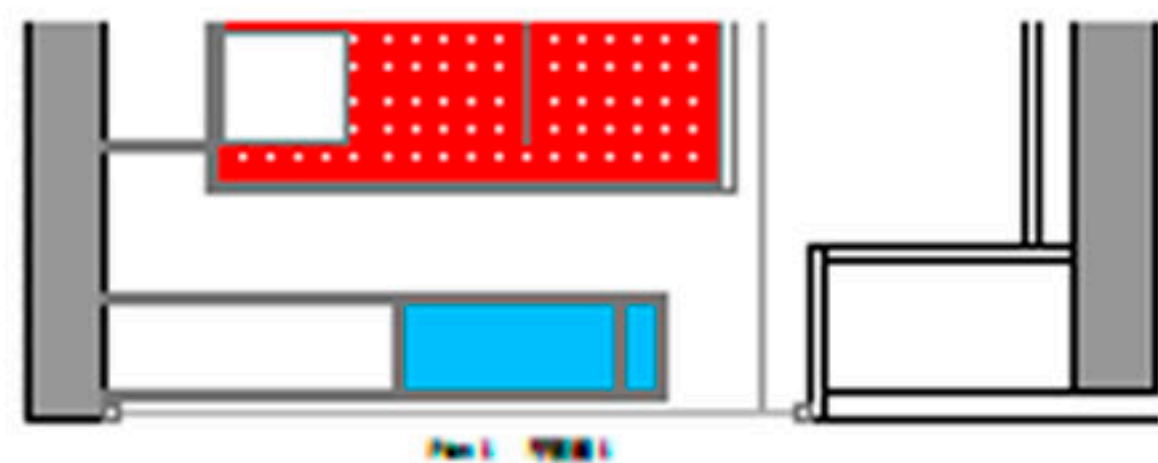
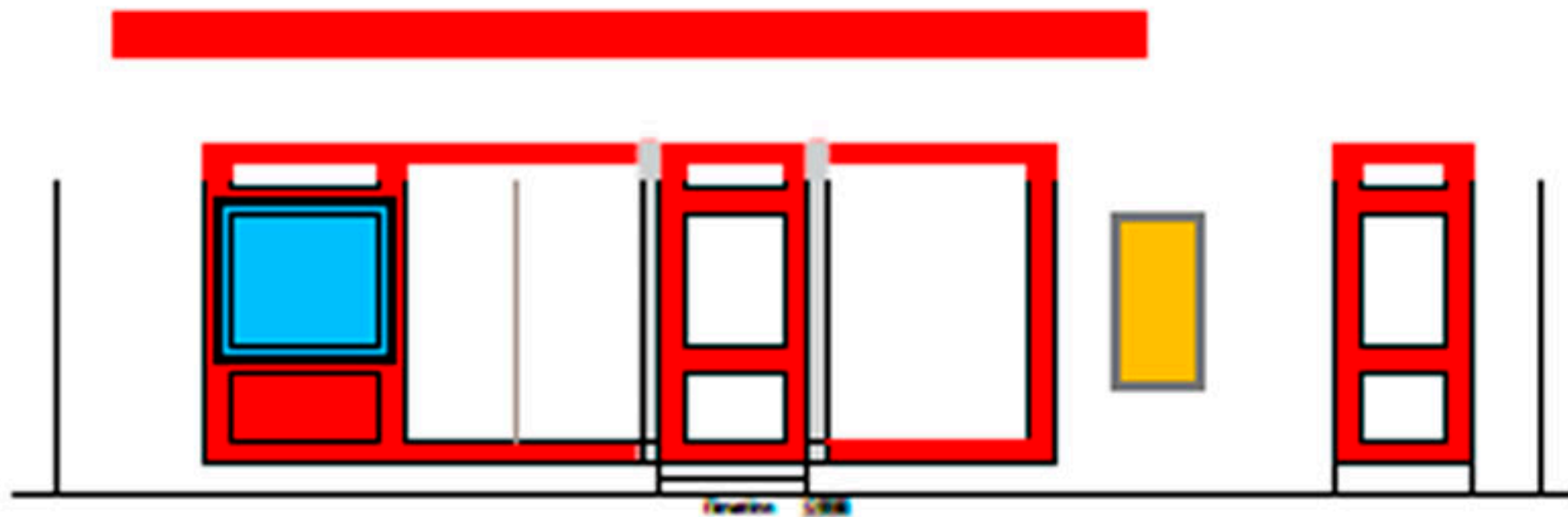
项目面积: 40 平方米

摄影: 大卫·罗德里格斯, 卡洛斯·哈卡斯

kesSalao

Spanish creative consultancy Masquespado presents their last project realized in the city of Bonn, Germany. The project consists in the brand image and interior design for KesSalao, a new take away establishment of Mediterranean food in the city of BadGonen.

Everything starts from the brand image and its naming that forms wordplay of the German "Kes" and the Spanish "Salao", both meant as cool and amusing boy. Being a play of words in two different languages combined by an s, a capital S needed to distinguish both words. On the other hand the brand symbol was inspired by olive oil, as the basic and principal product of the Mediterranean food, represented here by the drop that interprets the natural product's richness. Red is without a doubt the main color, while the marine blue and yellow remind us of the Mediterranean Sea. Purple on the other hand adds a strong touch to the whole together with the principal red color.





咖啡店的座位设计，我们采用轻钢龙骨结构，在龙骨上安装木格栅，通过木格栅的孔洞，将木格栅固定到龙骨上，通过木格栅的孔洞，将木格栅固定到龙骨上，通过木格栅的孔洞，将木格栅固定到龙骨上。

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