

LEISURE

Catering Store Design

ARTPOWER

Brand and Space Design of Kessalao

Design Agency: Masquespacio

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Graphic Designer Junior: Ana Diaz

Creative Junior: Carolina Micó

Creative Director: Ana Milena Hernández Palacios

Client: Kessalao

Photography: David Rodríguez y Carlos Huecas



Spanish creative consultancy Masquespacio 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



Beethoven.

Everything starts from the brand image and it's naming that forms wordplay of the German 'Kess' and the Spanish 'Salao', both traduced 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





decorative elements made of raffia as for the seats and pots a Mediterranean touch is added repeatedly.



and principal product of the Mediterranean food, represented here by the drop that interprets the natural product's richness.

In so far as the interior design it's presented by a space that symbolizes the freshness of the brands' name through a range of most popular colors for Germans. 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. Materials like wood coming from the birch veneer used for the walls and pine for the furniture, where chosen to offer a natural look to the space. Moreover through different

