Nozomi Sushi Bar

Entrance

Viewed from the entrance

Waiting area

1. Entrance   5. Bar
2. Waiting area   6. Hall
3. Toilet   7. Private area
4. Storage   8. Kitchen

0   1   3   5   10(m)
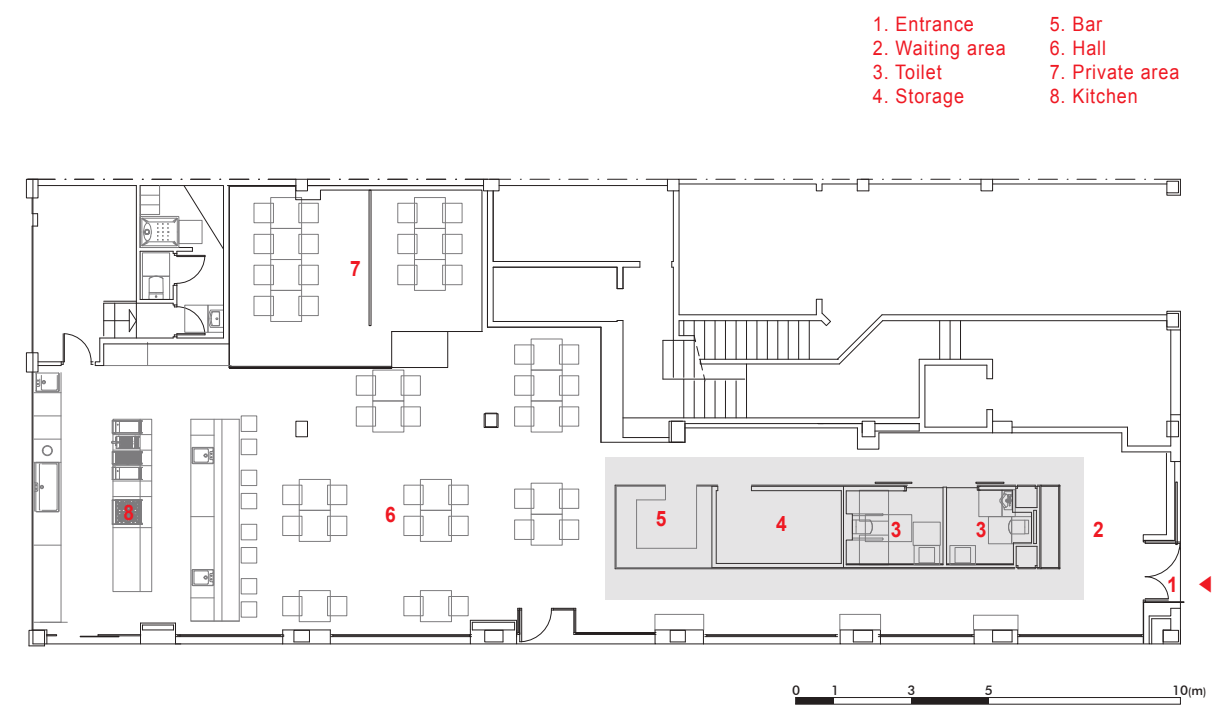
Floor plan

Entrance of toilet

Toilet

Spanish creative consultancy Masquespacio present their last project Nozomi Sushi Bar. The project realized in Valencia consists in the branding and interior design for the new sushi restaurant from Jose Miguel Herrera and Nuria Morell, both passionate by the Japanese culture and specialists in authentic traditional sushi.

The brand name Nozomi was chosen by the founders of this project being a 'Japanese high speed bullet train' and at the same time meaning 'fulfilled dream'; two significances with which with Jose Miguel and Nuria felt identified and that create a duality present continuously through the whole project: 'Emotional classic' and 'Rational contemporary'. Starting with the brand image we can see how this duality is represented on one way as 'Rational contemporary' through the Western typography, while on the other the hiragana (Japanese writing) shows the 'Emotional classic' touch through its logo. Now talking about the interior design of this local of 233m² we can see how it plays more intensely with the expressed duality. On one hand being 'Rational contemporary' through the pure state of concrete and grays, mainly present in the most structural parts such as walls, ceilings and floors. On the other hand the 'Emotional classic' aspect makes its introduction thanks to the carpentry, its hand finishes and the warmth of natural wood.

Arriving to the restaurant you can see how these two aspects are attracting the attention. The concrete from the facade and the entry that clearly represents the classic Japanese carpentry. Walking through the door of the restaurant it can be appreciated how a central cube creates two corridors toward the central lounge. On the aesthetic level we can see how a Japanese village street has been reinterpreted through different modules, traduced here into a market, pharmacy, doors and windows. The rooftops in turn interpret the most contemporary and rational part with a clearly Japanese inclination.

The idea behind the first part of the restaurant is to make the customer live the experience of walking through a Japanese street, while he is being stunned by its beauty and getting excited about the construction details of Japanese carpentry, before reaching the principal lounge where he could enjoy not only an authentic sushi, but at the same time a unique experience below a cherry-tree as if he sits in a Japanese courtyard. From his seat each diner looks up at the show created in the sushi bar that reinterprets a traditional sushi peddler, known as the first mobile fast food stall. In the meantime the cherry-tree's flowers, inspired by the origami, bloom naturally. Last but not least the private zone allows separate environments for major intimacy, without isolating the diner from the show projected more below and maintaining the shadows generated by the lightings, also inspired by the more minimal Japan, highlighting the irregular and unique carpentry.

Hall & kitchen

Viewed from the hall

Bar

Private area

스페인 발렌시아에 위치한 이곳은 일본의 문화와 스시의 기원을 느낄 수 있는 독특한 식음 공간을 선보인다. 가게 이름인 '노조미(Nozomi)'는 '일본의 초고속 열차' 또는 '이루어진 꿈'을 뜻하는데 클라이언트는 이를 각각 '이성적 현대'와 '감성적 고전'이라는 이중적인 의미로 끌어내고 이를 공간에 담아낼 것을 요구하였다. 이에 디자이너는 로고, 마감재, 오브제 등 다양한 요소들을 도입해 콘셉트를 완벽히 구현하고자 했다.

먼저, 파사드는 현대적인 콘크리트 벽과 일본 전통 목재가 서로 대조를 이루고 있으며 여기에 영어와 히라가나로 표기된 브랜드 간판이 더해져 전통과 현대라는 이중적 이미지를 부각하고 있다. 입구에 들어서면 교토의 거리를 떠올리게 하는 박스 형태의 나무 구조물을 중심으로 양쪽에 두 개의 복도가 형성되어 있는데, 이는 시장, 약국, 문, 창문 등 다양한 모듈이 적용되어 마치 실제 전통 마을 거리를 걷고 있는 듯 독특한 분위기를 제공한다. 도입부를 지나 안쪽에는 개방형 바와 주방, 메인 홀이 자리하고 있으며, 종이접기에서 영감을 받아 만든 꽃 형상의 오브제를 천장 나무 구조물에 가득 매달아 벚나무 아래에 앉아 있는 듯한 기분을 느끼게 해준다. 또한, 단을 높여 분리한 개별 공간은 창을 통해 일본의 풍경을 감상하며 즐거운 식사 시간을 보낼 수 있게 한다.