

Sushi

Originating in south east Asia, fish was fermented using salt and rice with the rice being discarded... only in more recent times have people began to eat the rice as well as the fish!



In Brief

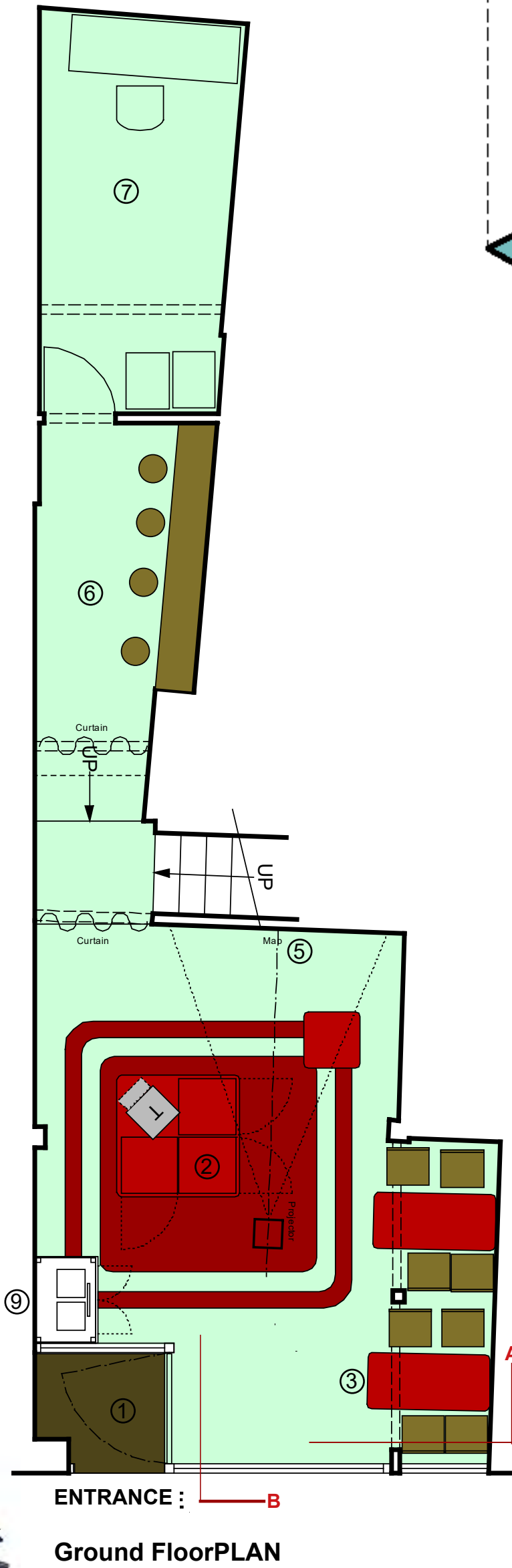
Operating over small ground and basement floors, a distinct zoning and circulation strategy needed.

Introducing a dumb waiter between the basement kitchen and ground floor, minimises circulation, allowing all ordering and deliveries to be organised from the centralised 'service desk'.

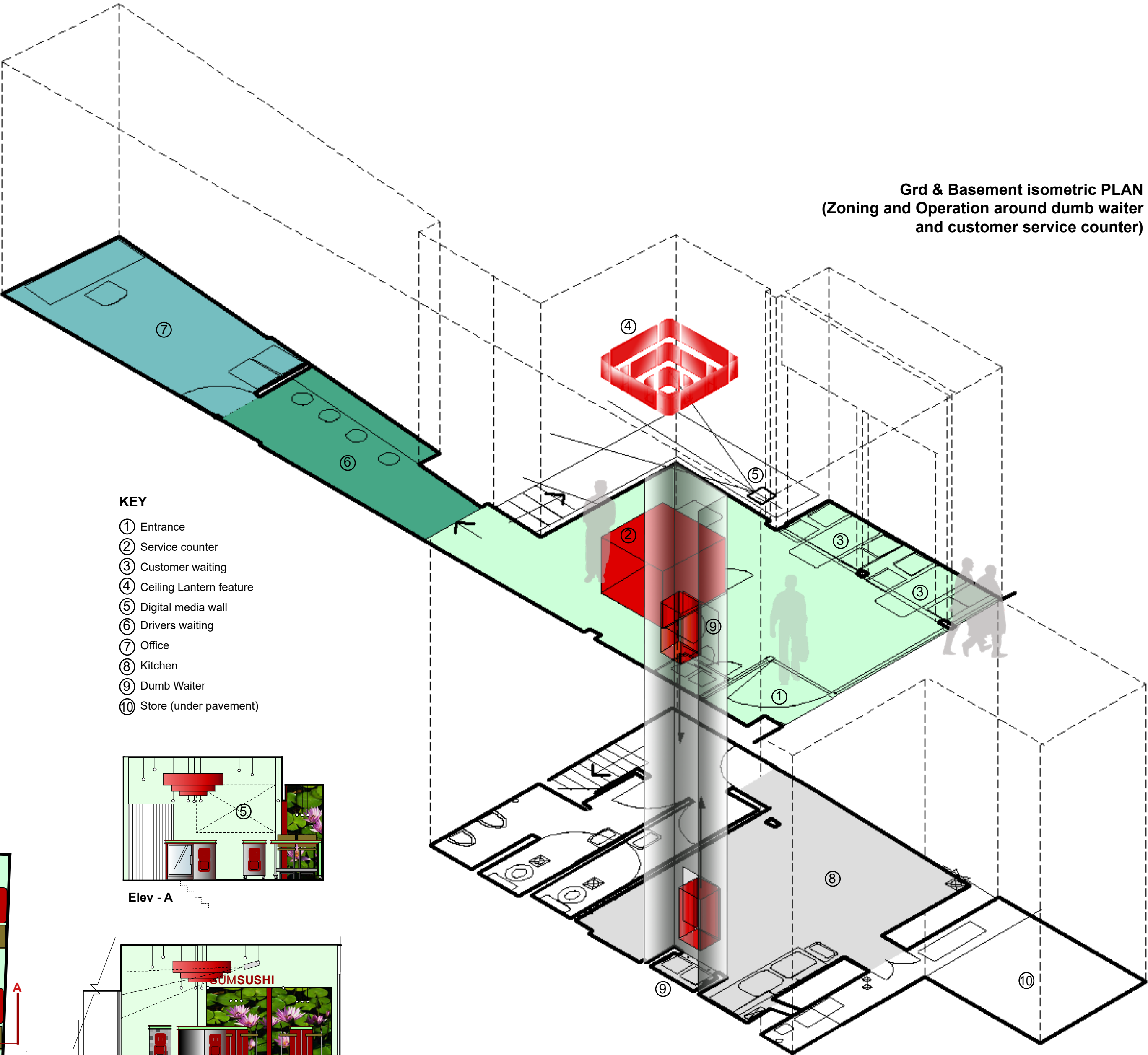
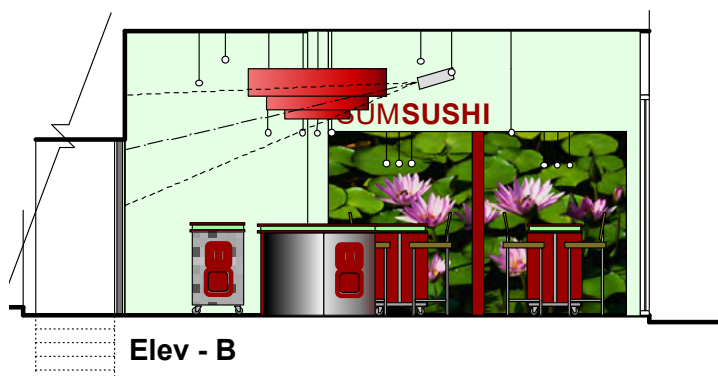
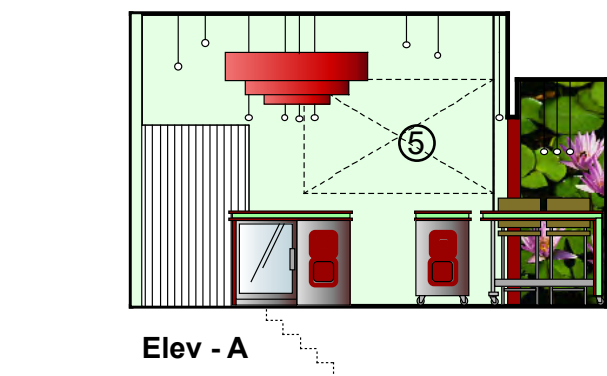
The desks' location maintains the 'customer v drivers /kitchen staff only' separation.

The desk visually becomes the interiors focal point when seen from outside, which is reiterated by the contemporary red acrylic lantern suspended over it.

Using the interior as a whole to draw attention from passing customers in this way, enables the business message to then be visualised using digital images (product shots, menu's and sushi making) on the rear media wall.



- KEY
- ① Entrance
 - ② Service counter
 - ③ Customer waiting
 - ④ Ceiling Lantern feature
 - ⑤ Digital media wall
 - ⑥ Drivers waiting
 - ⑦ Office
 - ⑧ Kitchen
 - ⑨ Dumb Waiter
 - ⑩ Store (under pavement)



Interior development



Interior and brand styling was inspired by the product, its ingredients and its south east Asian cultural heritage.

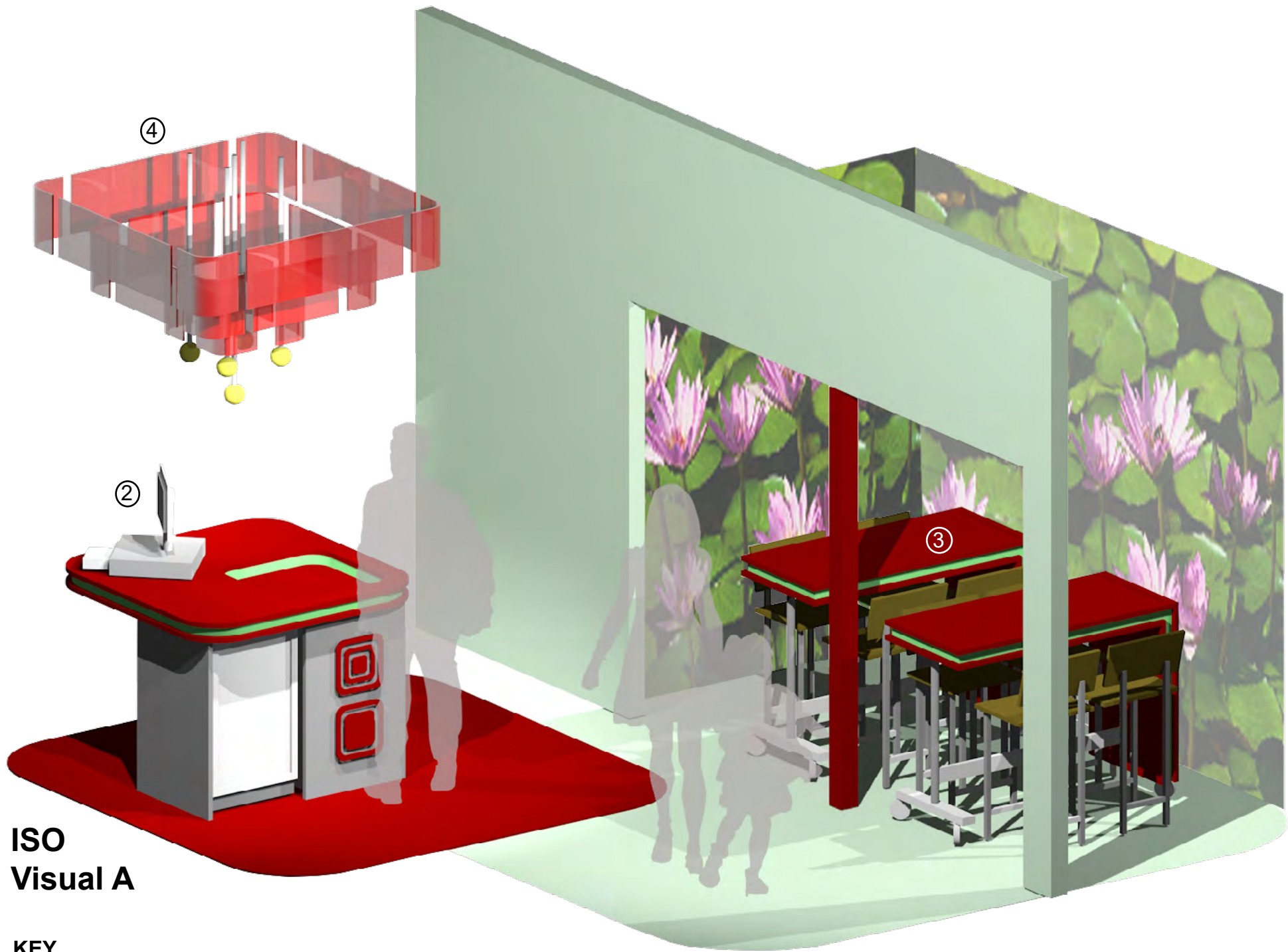
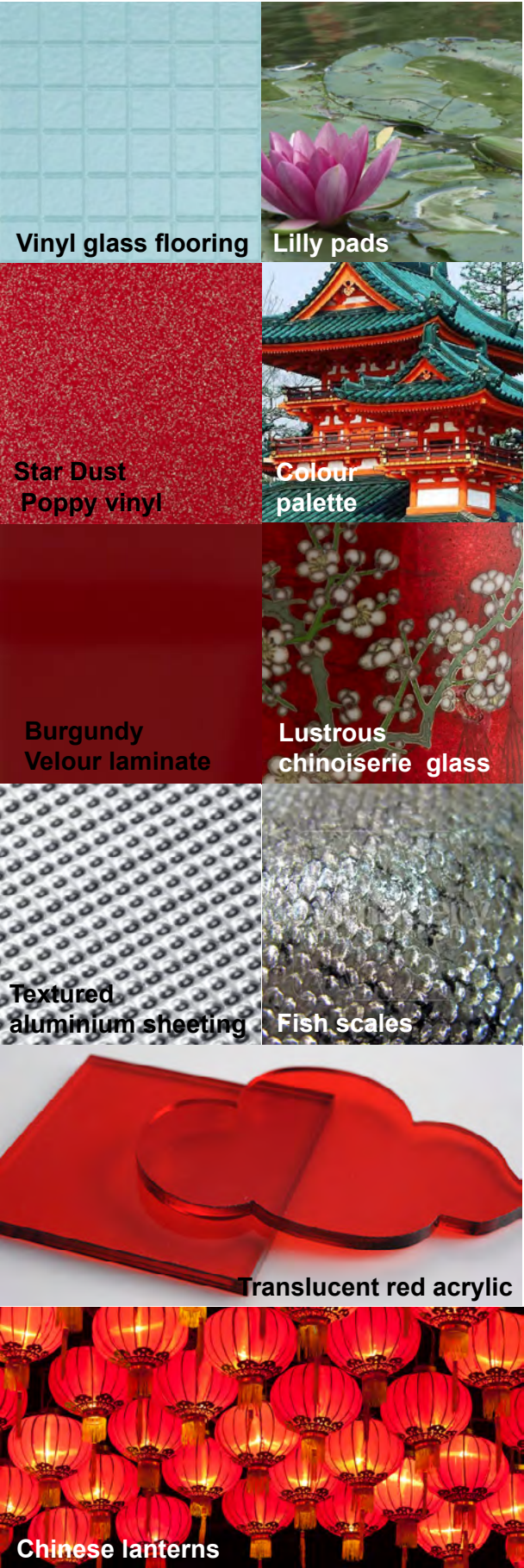
A stylised ‘sushi roll’ with flat sides and tight corners, informed the logo design along with the ceiling lantern, customer service pod and floor layout pattern.

The ‘hero’ red colour, used throughout the design scheme, symbolises ‘happiness and good fortune’, drawing the eye to the: signage, feature lighting lantern and ‘customer service desk’.

Green is also seen widely in the regional architecture and used here in the retail area flooring. This, with the logo pattern, represents the ‘lily pad’ motif of the region.

Textured aluminium cladding of cabinets and signage is used to evoke silver fish scales.(See Photos A&B).

Crown silvered pendant lamps, up light within the translucent red acrylic of the suspended lantern, bathing the room in a warm red hue providing visual impact day and night. (See Photos A).



ISO
Visual A

- KEY
- ② Service counter
 - ③ Customer waiting
 - ④ Ceiling Lantern feature

