

HUXTABURGER



The footprint of the space is small at 90 square metres and the challenge was to incorporate the fundamentals of a food outlet with an interior design that complemented the style of the brand and the expectations of the customer. The use of red, black and pale blue colours throughout the interior is at once startling and inviting. A vivid herringbone graphic has been applied to the floor, walls and ceiling, distorting perspective and dazzling the eye. "The intention was to treat the entire store as a bit of a billboard for the Huxtaburger brand, which is cheeky, irreverent and responsive to place. It's a bit American diner and a bit preppy – referencing its location in the private school belt. Bright red tables in the middle of that crazy pattern could almost be seen as a squirt of Ketchup on an Argyle sweater."

Architect	Russell & George
Photographer	Paul Martin
Location	Melbourne Prahran

Used Products



Marmoleum Fresco volcanic ash

Marmoleum Fresco blue heaven

Marmoleum Real scarlet

