

Huxtaburger Prahran - Australie

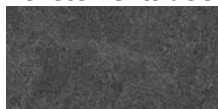


The footprint of the space is small at 90 square metres. The challenge was to incorporate the fundamentals of a food outlet with an interior design that completed the style of the brand and the expectations of the customer. The use of red, black and pale blue colours throughout the interior is at once startling and inviting. A vivid herringbone graphic design has been applied to the floor, wall and ceiling, distorting the perspective and dazzling the eye.

Byron George (of Russell & George) said, "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. The bright red tables in the middle of that crazy pattern could almost be seen as a squirt of ketchup on an Argyle sweater."

Architecte	Russell & George
Photographe	Paul Martin
Lieu	Melbourne Prahran

Revêtements de sol utilisés



Marmoleum
Fresco
volcanic ash



Marmoleum
Fresco
blue heaven



Marmoleum Real
scarlet

