

THE PERFECTIONISTS' CAFE

HESTON BLUMENTHAL'S NEW RESTAURANT IS DESIGNED BY AFRODITIKRASSA AND OPENED AT HEATHROW'S NEWLY-REDEVELOPED TERMINAL 2

AfroditiKrassa's design concept for The Perfectionists' Café is taken from the menu itself, Modern British signature dishes of the 1960s and 1970s that distinguish Great Britain from the rest of Europe and a celebration of travel in that era. To drive the design language, AfroditiKrassa looked for inspiration in iconic movie and TV references such as *Mad Men* and *Catch Me If You Can*. Inspiration was also drawn from influential furniture and interior designer Verner Panton, and the colourful, humorous and ironic work of American graphic designer Saul Bass, who created the branding for various airlines in those decades.

The interior design is a nod to an era in which part of the Modern British identity is anchored and looked upon with great nostalgia. Classic and warm with a touch of wit and irony, it takes its essence from within the glamorous world of travelling in the 1960s and is inspired by the timeless elegance of the 60s and 70s. Materials and colour used are both rich and vibrant:

dark timbers, dark marble and brown veining, leather and brass detailing and iconic 60s material Formica; strong black and white patterns contrasted with the bold and vibrant colours of that era, dark and pale blues, orange and mustard.

The spatial arrangement is based on sensorial experiences and setting a different 'pace' across the restaurant. The front of the restaurant is quick and dynamic, combining high sittings, loose flexible tables and hard surfaces such as tiles and marble. Customers can enjoy a quick shared plate or cocktail at the oversized bar. As customers progress into the space, the pace slows down to a more relaxed dining experience, away from the hustle and bustle of the terminal. The finishes are warmer and softer. Key seats in the house are the observer booths from which customers can see the planes taking off and landing and start their journey in true style.

Celebrating its famous chef, Blumenthal, the open and theatrical kitchen anchors the space and creates a centre point from which the layout radiates.

