

Pippy Eats Kampus

Design Development, Stage 03

Welcome to the world of Pippy Eat's. Where you will experience a sense of fascination, the 'child-like sense of wonder and giddiness' from flavours, textures and ingredients. Soy-splattered doodles show energy, on the pursuit of authenticity and tradition.

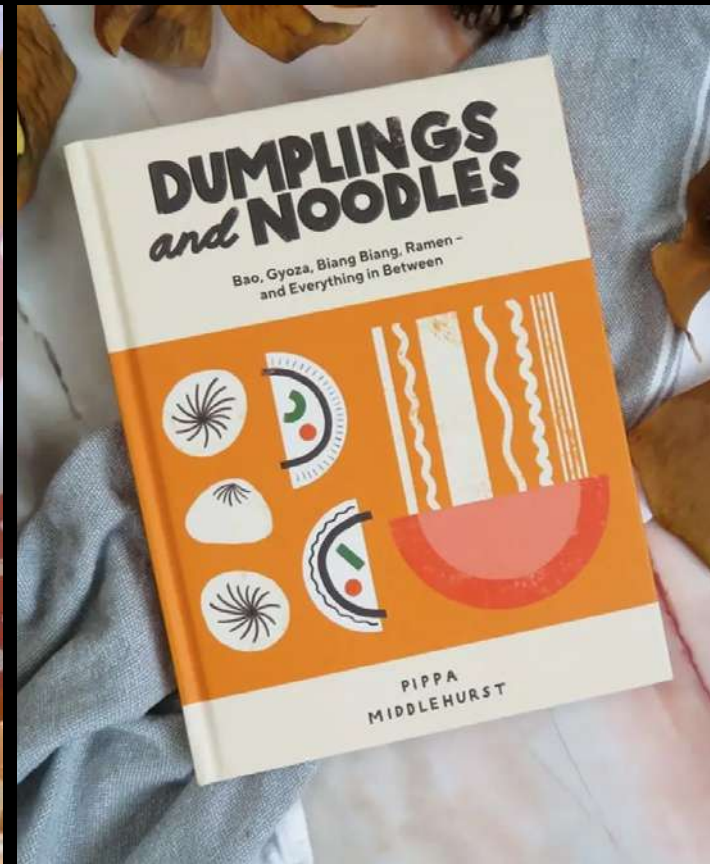
Bold flavours, unexpected pairings and playful forms surmise the interior – where a new era of collaboration comes alive as Noodlehaus opens its doors to all.

We take cues from Asian supermarkets, takeaways and Cha Chaan Tengs for nostalgic elements, reinvented to work with the language of the space. Offering a space which is accessible, allowing creatives to host experiences – engaging with people to create and to share.

Design Development

A refreshed offering

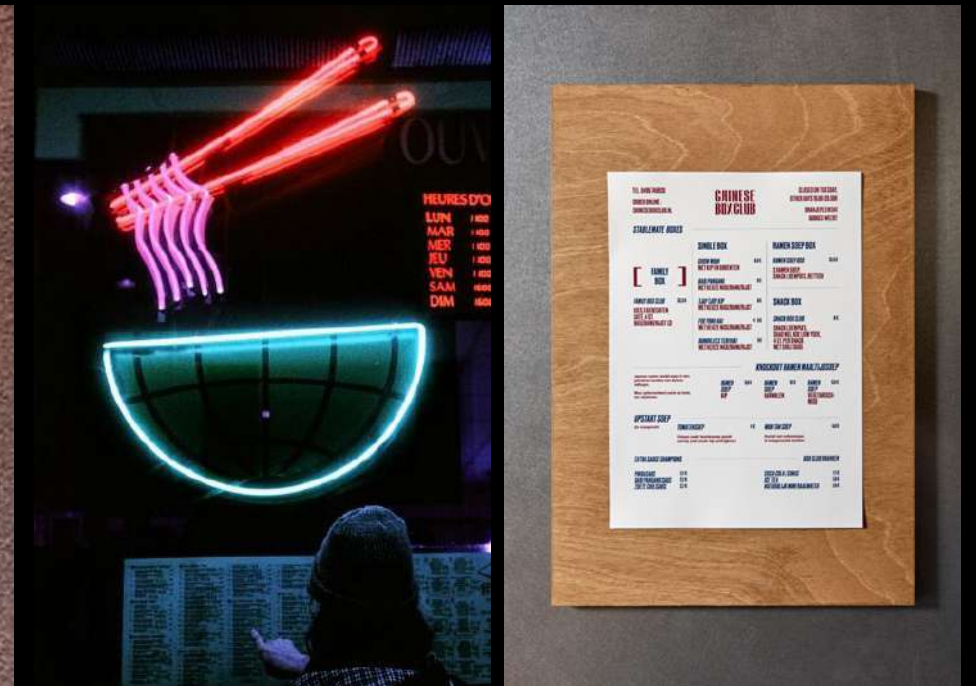
With a bold and sophisticated palette of colours, textures and materials, Noodlehaus will be a sensory delight, bringing excitement and joy within a comfortable and inviting space. Influenced by the textures of the Pippy Eats illustrations, giving a screen- printed quality, the scheme will be soft and tactile with rendered walls, timber cabinetry and pops of colour through wall art and furnishings.



Noodlehaus Exterior

Frontage

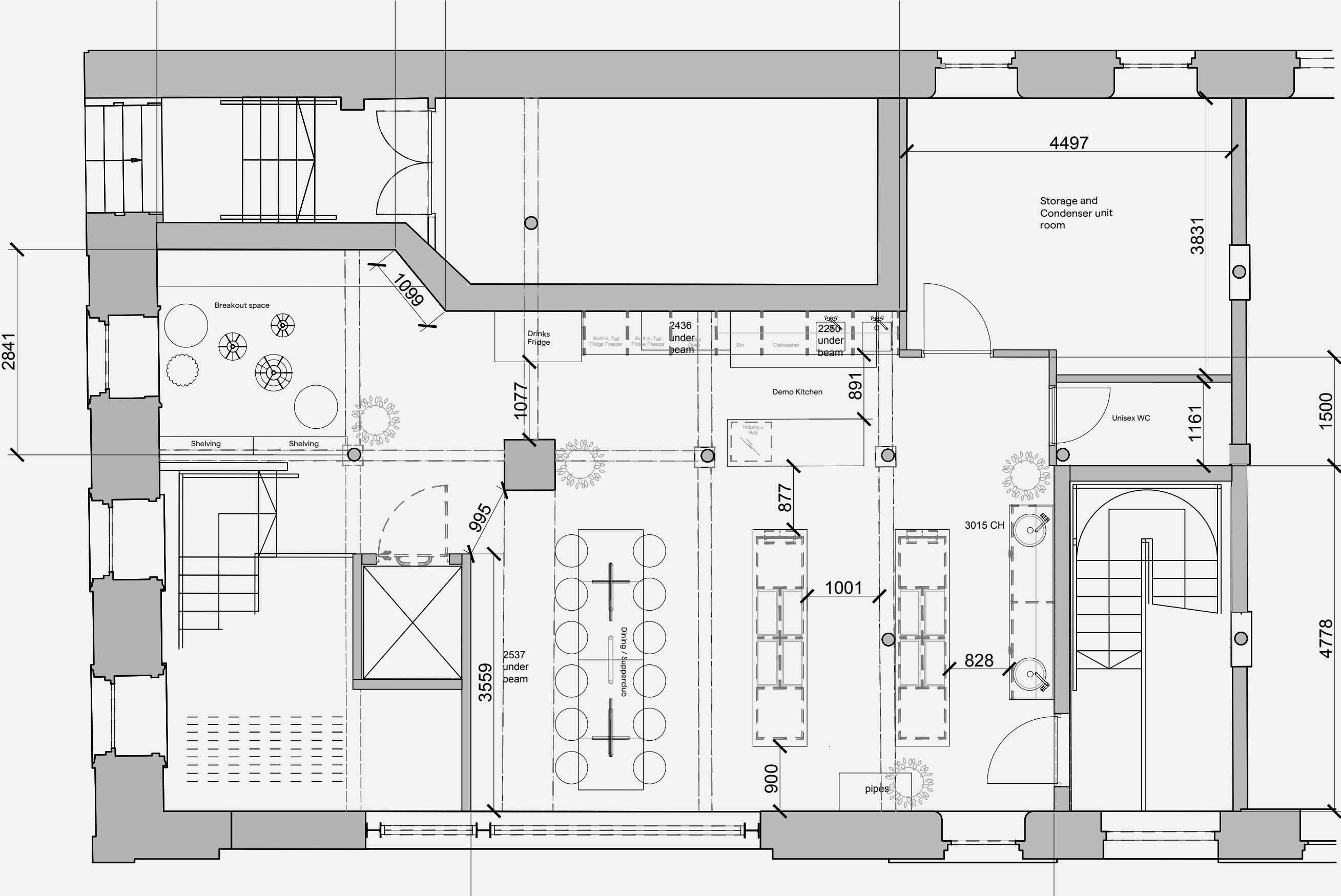
Bold text with playful graphic references to the noodles and delicacies that lie within will adorn the windows. Artwork and a neon light highlight the shapes and forms being introduced within the interior.





Noodlehaus

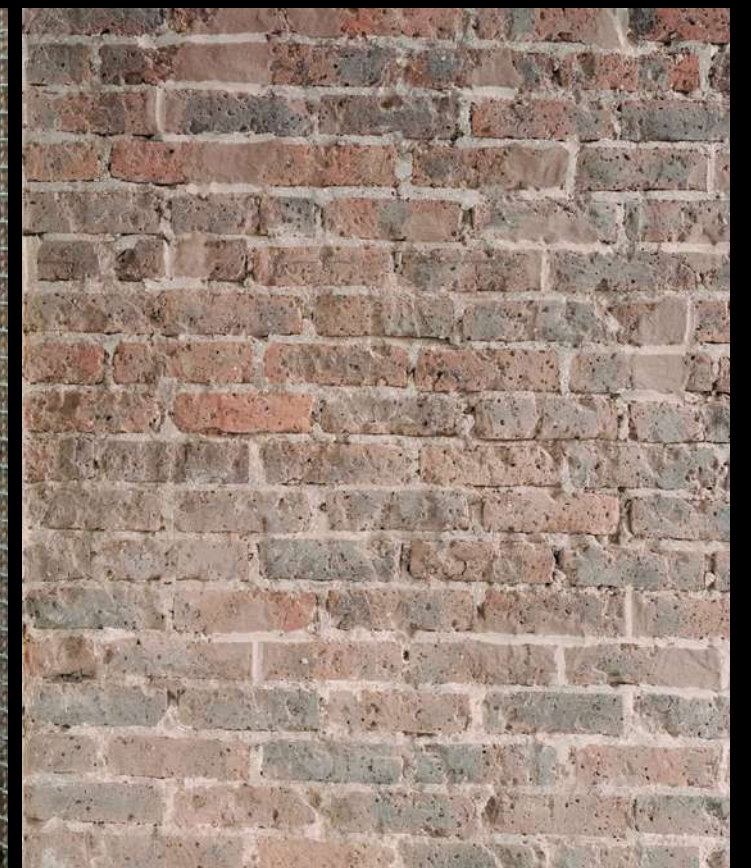
Upper Ground





Staircase

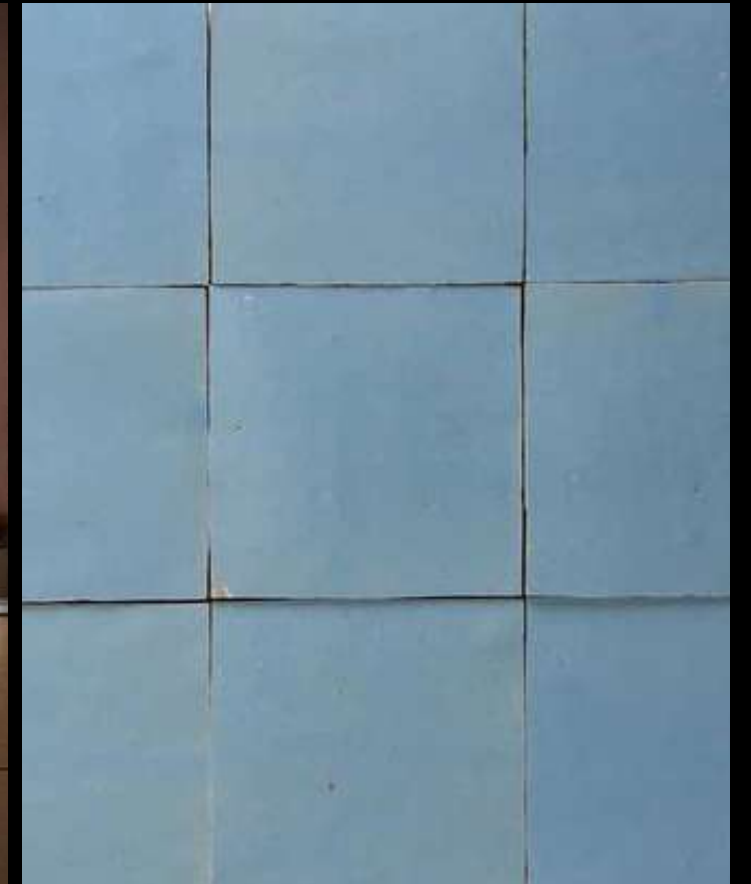
Arriving onto a mid floor landing, we create a moment of pause with the founders wall acting as a large format installation piece suspended overhead. Colour blocking compliments the original brick work and is used to draw the user down into the restaurant, adding intrigue and a sense of discovery. Screen printed fabric will be suspended on the upper floor for added pattern and softness.





Cookery School

Texture and materials shine within the cookery school. Soft, floury rendered walls with a warm hue echo the plywood cabinetry. Pops of colour on trims and the island units only adds to the desire to interact with the space. The islands invert the colour scheme of the demo kitchen - plywood inside and colour outside- and are movable to allow for flexibility. Bold 'noodle' lighting and splashes of colour from the backsplash adds playfulness and energy.







Dining/Supperclub

The large scale wall art uses the Pippy Eats imagery to strengthen brand identity and connection. This flows through the private dining area and around the lift housing. Statement communal table and lighting overhead gives drama while colourful stools allow for an informal atmosphere.





Breakout Space

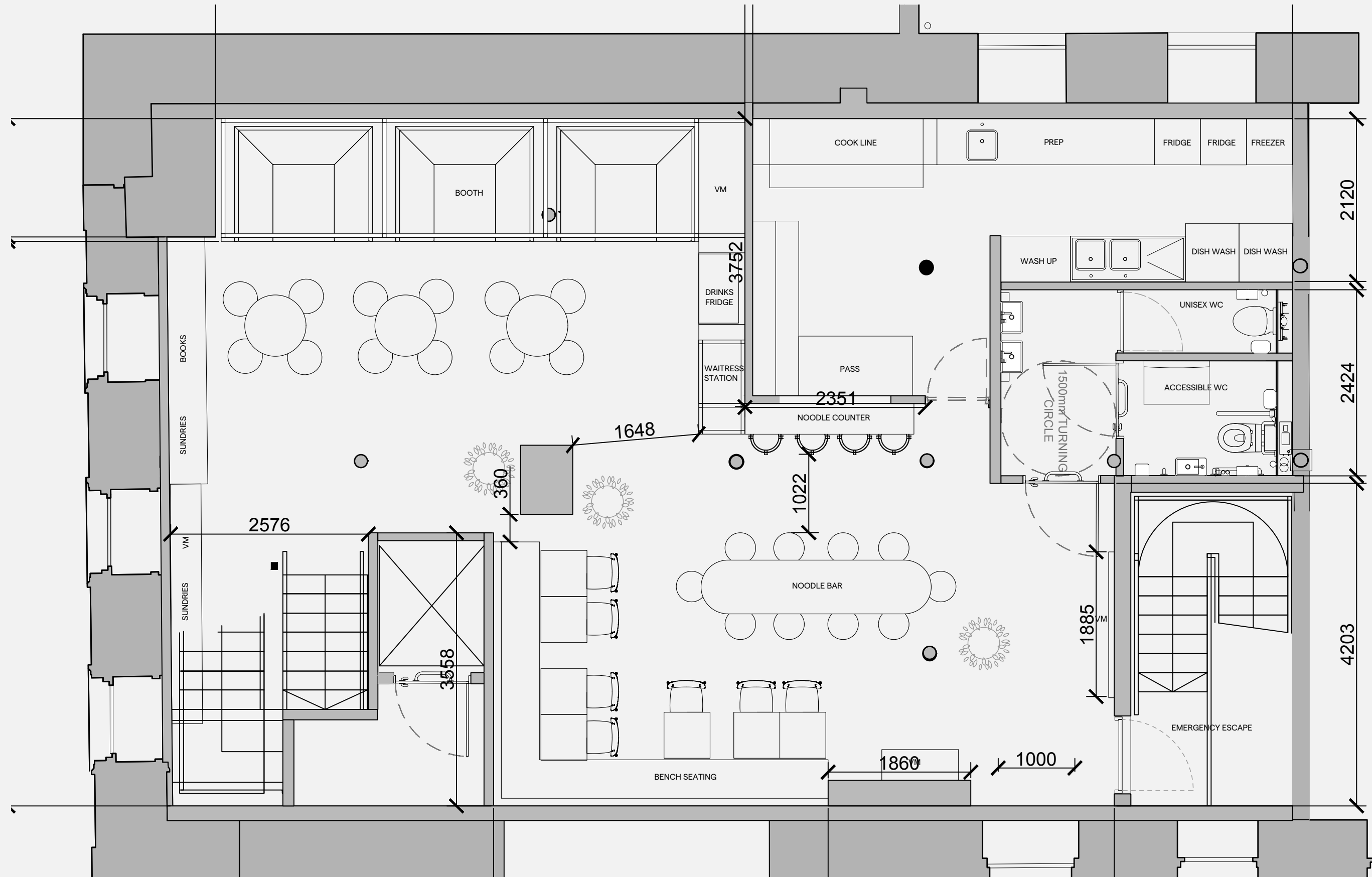
Relaxing pastel shades are interjected with statement furniture and lighting within the break out space. A place to sit and read, magazine racks and bookshelves will allow for casual reading in the nook, plus showcases the Pippy Eats merchandise. Low tiled plinths can be used for informal seating or display area. Hooks for the cookery school will hang here and refreshments will be found here in the way of a drinks fridge.





Noodlehaus

Lower Ground





Restaurant

Soft pastel upholstery is used on the bench seating with simple wooden tables. Booths are a nostalgic homage to the Cha chaan tengs of Hong Kong, the wooden frame designed to reflect the counter struts and envelope the user. Bold pops of colour are introduced on the tables and chairs and stools whose form evokes that of the fluidity of the noodle, introduce humour as well as tapping into the noodle design language.



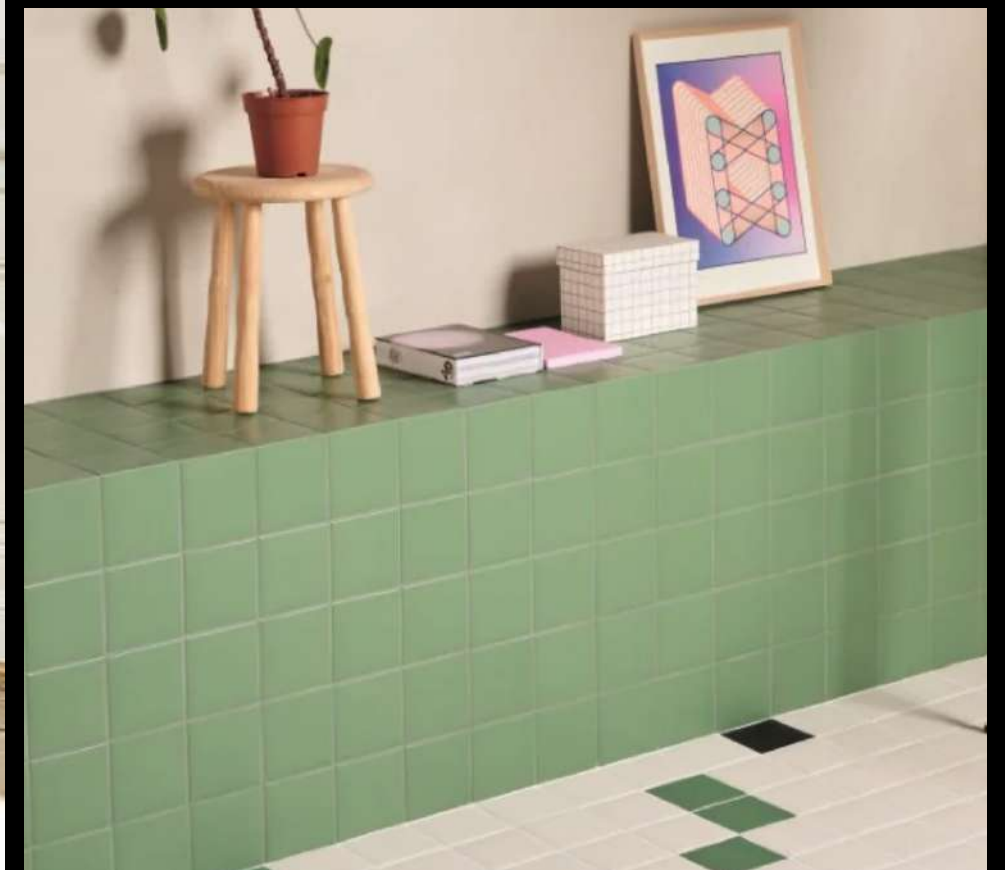
Counter

The counter references the classic asian noodle bar with simple clean design that focusses the attention on the food being prepared in front of them. Slim wooden framework and panelling add rhythm and facilitate lighting and planting. A drinks fridge and waitress station will be built into the wall and tiled, with signage emulating asian supermarkets.



Retail

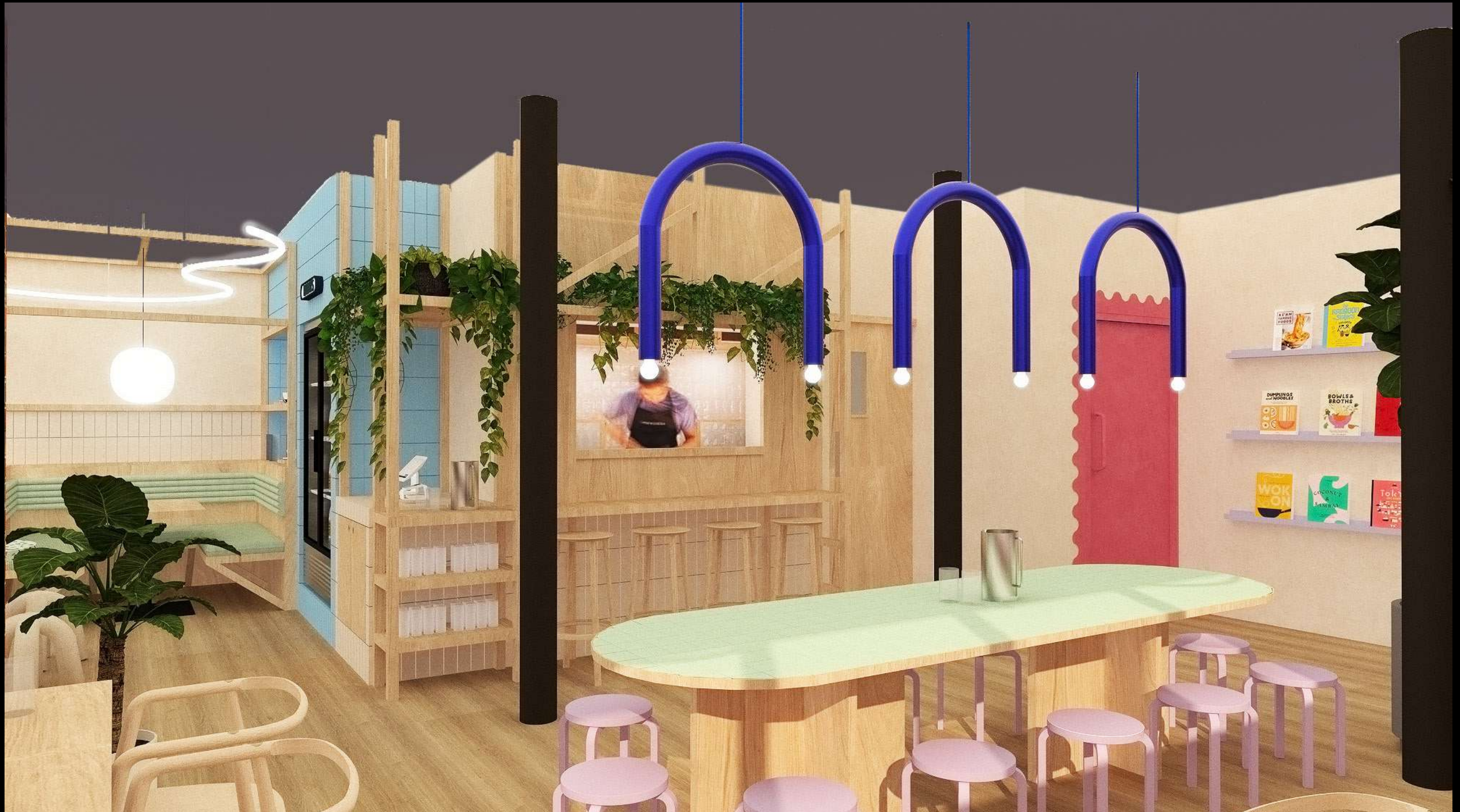
Modular systems in soft colours will house areas for sundries, books and a wide range of visual merchandising, both in the restaurant and break out spaces. Low tiled plinths will provide extra areas for visual merchandising.













Bathrooms

Monochromatic bathroom schemes in bold shades will pack a punch and highlight materiality. Sanitary ware will be minimal and either contrast or be tonally complimentary.







Thank you. It's been our pleasure.

Please do not hesitate to get
in touch if you have any questions.

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