

THUN CAFE' FLAGSHIP BAR

location: Milan (Italy)
client: THUN
gross surface: 100m²
cost: 200K € excl. VAT
phase: feasibility study
timetable: 04.2016-05.2016

Thun is an Italian company of collectibles, interior decoration items and gift ideas.

In 2016, the company decided to expand its business thanks to the opening of flagstore bars. The program includes the creation of a small bar-tea room where people can also buy Thun products.

The concept for new flagship bars was driven by the desire of designing a convivial space, both visible from the outdoor and cosy inside, just as the reference model we've look at: the typical tirolese farmhouse kitchen, knew as "stube". Our proposal incorporates the logo institutional colors and combines them with a central counter. The seats are arranged within two wooden niches, which also act as showcases.

The idea focuses on the centrality of the product and on the visibility of the new sales points, both from the public road and from the commercial galleries, depending on where they will be placed.

