### DESIGNER NAME

PATRICK CHIN, KUAN SWEE CHING

#### DESIGNATION

HEAD OF INTERIOR, INTERIOR DESIGNER

#### PROJECT LOCATION

SUNWAY PYRAMID

### PROJECT TYPE

HOSPITALITY, F&B OUTLET

#### SITE AREA (SO. FT.)

3,600

#### COMPLETION DATE

JULY 2015

#### PHOTOGRAPHER

MIKE SAW

1 03 7880 9320

www.pridestudio.com.my

## PRIDE STUDIO SDN BHD

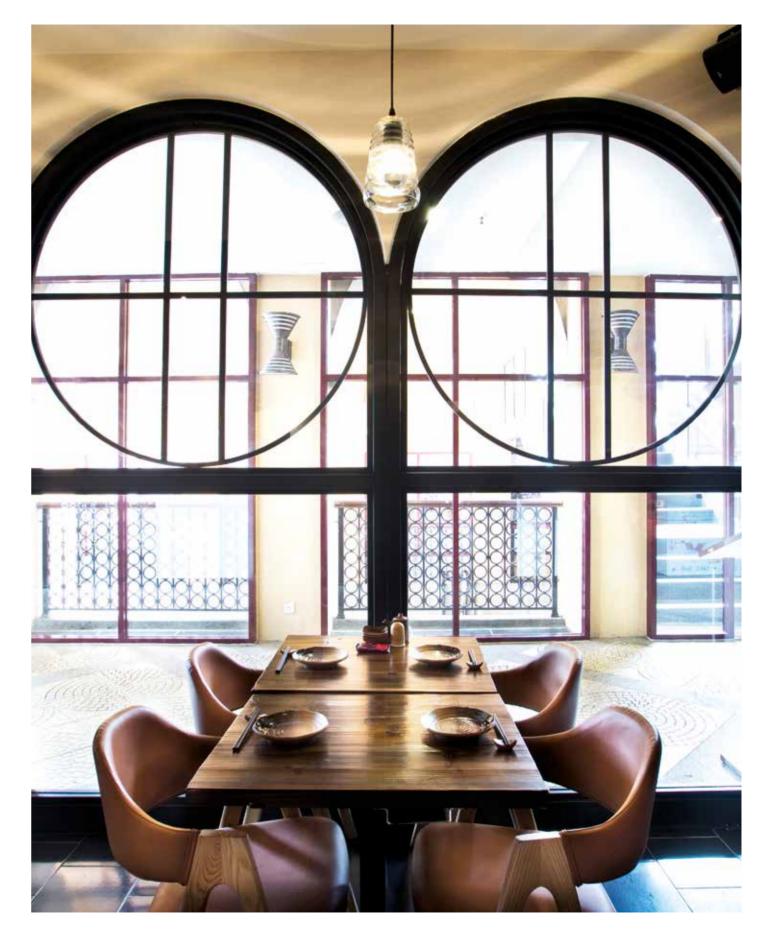
# **JAPANESE JUSTIFICATION**

INSPIRED BY EDO-STYLED ARCHITECTURE OF THE ASAKUSA DISTRICT, THIS FOOD PREMISE IS DRESSED TO IMPRESS WITH ITS AUTHENTIC JAPANESE DECOR.

The rapid development of Asakusa as an entertainment district during the Edo period is caused by its robust local economy spurred by rice storehouses, as the designer has translated its archaic vibe into the interior of this food premise. Exposed high ceiling, sake barrels, dimmed lighting and red-coloured wallpaper further drew out the nostalgic glamour of the pre-war industrial warehouse and entertainment outlet.

江户时代的浅草之所以成为著名的娱乐区全因周围米仓所带动的强大经济效益,而这项目的设 计师将这古老的韵味转载到这食肆项目里。暴露的挑高天花板、清酒桶、昏暗的灯光和红色墙 纸一一把战前的工业仓库和娱乐空间的怀旧魅力展现人前。





74 ■ designer concept designer concept ■ 75 Walking down memory lane, patrons enter the premise via its entrance and are ushered through a corridor resembling the back alley of ancient Japan, as it leads up to two doors separating the sake bar and main dining hall. Apart from its role in distinguishing spaces, the corridor also symbolises the transition from dazzling natural daylight to the cosy night ambience, immediately putting patrons at ease. On one end, the bar area is infused with a combination of industrial warehouse and contemporary Japanese elements, enhanced with textured materials like stones, metal and wood for a masculine appeal as the design is kept rustic, functional and aesthetically fun.

这项目让人仿佛走进了旧时的岁月。走廊的陈设模仿日本古式街道的后巷,随后来到了两扇门,分别为清酒酒吧和主要餐区主入口。除了分隔了不同的空间用途以外,这长长的走廊也象征着温柔的自然光源和舒适夜晚氛围的转变,确保食客拥有更舒适的用餐空间。酒吧空间为工业时代和时尚日本的混合体,再以富有质感的配饰如石材、金属和原木打造刚阳的一面,同时维持质朴、实用和美感十足的空间。









On the other hand, the dining hall projects a warmer and classier atmosphere compared to the bar. Despite sharing similar elements in terms of its materials, the approach is more refined and delicate as soft lighting highlights wooden strips on the surrounding textured walls, combined with a careful selection of lamps to replicate the water ripple effects reflected on its walls. Meanwhile, partitions formed by hanging jute ropes captured the authenticity of its Japanese influence through the use of a prominent Japanese elements. The calming and comfortable ambience is finished with a cherry blossom centrepiece as patrons are treated to an immersive dining experience.

相较之下,主要餐区则显得较为温暖和优雅。虽然选材与酒吧的不相上下,这里却展现了更精致和优美的呈现方法,柔和的灯光强调了墙面木条的立体感,精心挑选的灯饰在墙上映出魅力十足的光圈。另外,设计师在天花板吊上黄麻绳索作为隔间,紧抓日本的道地建筑设计文化。这舒适、平静的食肆设计最后以樱花作为点缀,让食客尽情赴一场日本美食飨宴。

76 ■ designer concept designer concept such as the su