



Our goal was to package a vibrant cultural identity into an accessible and dynamic retail experience. To achieve this, we created not just a corporate identity, but an entire visual ecosystem, the starting point of which was a powerful and recognizable logo inspired by African patterns and modern typography. This system was seamlessly integrated into the architecture of the space, where the preparation area, tables, and even the menu design were subordinated to a single creative concept. The result was an environment where guests don't just enjoy a snack, but are completely immersed in a unique atmosphere, feeling like part of a grand and vibrant celebration.



LOGO

A signature style, stylized with traditional symbols and intricate ornamentation inspired by African patterns, is assembled in a single pizza slice, seamlessly and consistently integrated throughout the interior, creating a cohesive and authentic space.



RETAIL

We created a vibrant and memorable space where every element carries meaning and reflects the culture and uniqueness of the establishment. The space is divided into a cooking and packaging area, a serving and sales area with display cases, and a customer seating area with counters and free-standing tables. The project utilized a wide variety of materials, stained glass windows were designed above the cash register, along with tiles of various colors and sizes.

The interior features many symbolic elements. The terrazzo floor tiles feature flecks of different colors, mimicking the spices on pizza. The bar counters are custom-designed and feature drips along the edges that mimic cheese. The cooking area is lit both by ambient lighting and above the work tables. The customer area has yellow linear lights placed at different angles and directions, which imitate the cheese on the pizza and the French fries from the menu.

