

idea

The product evokes imagery of islands and exotic locales, perfectly aligning with its essence. Acai, a superfood originating from Brazil, has become a symbol of the active, health-conscious lifestyle of today's individuals.



EST 2024

SUPER BOWLS

ACAI & SMOOTHIE BOWLS

In the store design, we used ceramic tiles, wooden textures, wooden slats, contrasting wall colors, artwork by an artist, and a vertical plant wall.

Our task was to translate this concept into the design of a specific space - and we couldn't have been more inspired.

goal

Our goal was to capture this spirit in the design. To achieve this, we incorporated natural elements such as wooden textures, suspended beams, and table surfaces.

The addition of rattan pendant lights introduced an ethnic flair, enhancing the overall ambiance and bringing the vision to life.

The color palette is understated, featuring natural tones, but the standout feature is the bespoke, hand-painted mural crafted by an artist. This vibrant artwork draws attention from the street and infuses the space with a sense of artistry and individuality.



design

A wall adorned with greenery and a glowing slogan offers a subtle nod to the lush Amazon rainforest, adding a touch of exoticism. The purple backlighting in the logo adds a vibrant touch of brightness and boldness.

This photo zone has quickly become a favorite spot for visitors, while the swings introduce a playful and interactive element to the cafe.



result

The result is a delightful new cafe in Toronto, where guests can enjoy fresh, healthy, and delicious food.



Created in 2024

Project development period: 2 weeks

Project team:

Personal Account Manager of the project, Art Director, Marketer, Brand Designer, Animation Designer, Digital Designer, Copywriter

Technology:

Methodology, Design thinking, Merchandising rules, Coloristics

Retail design Public space design Planogram Branding

Project support:

Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

Ps Ai Figma Sketch Axure 3D Instagram

