



Le Grand Café 1.jpg

# Press kit Le Grand Café

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Duration

July 2019 - July 2020

Total area

140 m<sup>2</sup>

Photographer

BILD studio

## **WeWantMore highlights drag heritage of Brussels cafe with giant extravagant drag queen portraits and art deco inspired visual identity.**

**Le Grand Café is a Brussels based café with quite the history. Built in 1876, it hosted numerous of drag shows over the years. Wanting to highlight that exuberant legacy, WeWantMore designed extravagant drag queen portraits to feature the walls of the space. Made up out of geometrical shapes in different materials, the wall installations match the art deco inspired visual identity which was also created by the Antwerp based design studio.**

Le Grand Café is situated in a 19-century building designed by Emile Janlet. The café didn't only look eclectic on the outside, the soul of the place was extravagant too thanks to the infamous drag queen shows that were held there. The café's rich drag heritage encouraged WeWantMore to explore the art of drag. The craft and devotion that go into it, the ability to express yourself and the theatricality of it all is fascinating.

Although performing in drag is about more than putting on some make-up, it does illustrate the true artistry of a queen. An element WeWantMore tapped into to create the drag queen portraits. The contours, highlights, brows and lips were traced back to their most abstract forms. No real make-up for these queens though, they are made up out of different marbles, brushed brass, plexiglass, velour, leather and punctured metal.

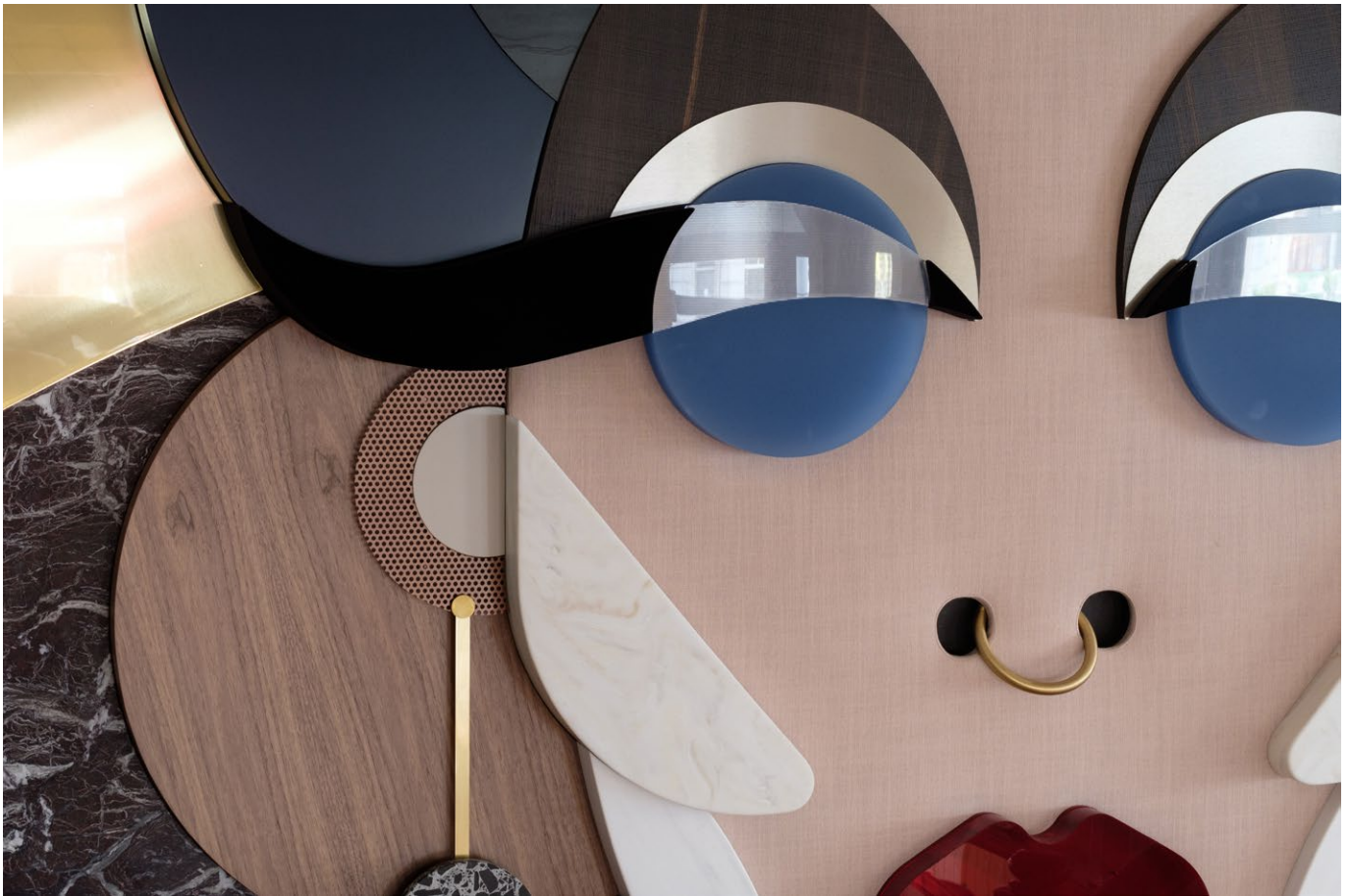
The geometrical shapes and art deco colours of the drag queen portraits return in the visual identity. They resurface in the design of the menu, the coasters and the stationery. The logo reflects the inclusive nature of the drag community. It's based on different elements coming together to form a larger entity.



Le Grand Café 2.jpg



**„Le Grand Café’s drag heritage encouraged us to explore the art of drag. Talking to Sheridan Ward, hairstylist and drag artist, introduced us to a fascinating craft. The devotion that goes into it, the ability to express yourself and the theatricality of it all, is unparalleled.“**



Le Grand Café 4.jpg



Le Grand Café 5.jpg

Le Grand Café 6.jpg



Le Grand Café 7.jpg





Le Grand Café 8.jpg



Le Grand Café 9.jpg



Le Grand Café 10.jpg



Le Grand Café 11.jpg



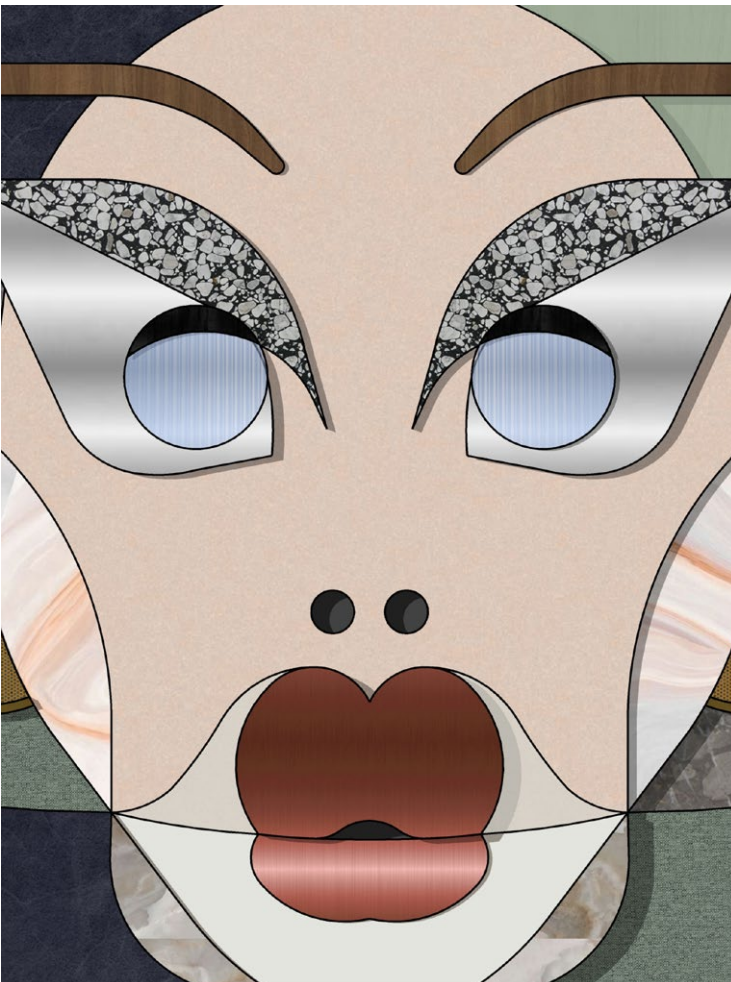


**„No make-up for these drag queens, they are made up out of different marbles, brushed brass, plexiglass, velour, leather and punctured metal.“**



Le Grand Café 13.jpg

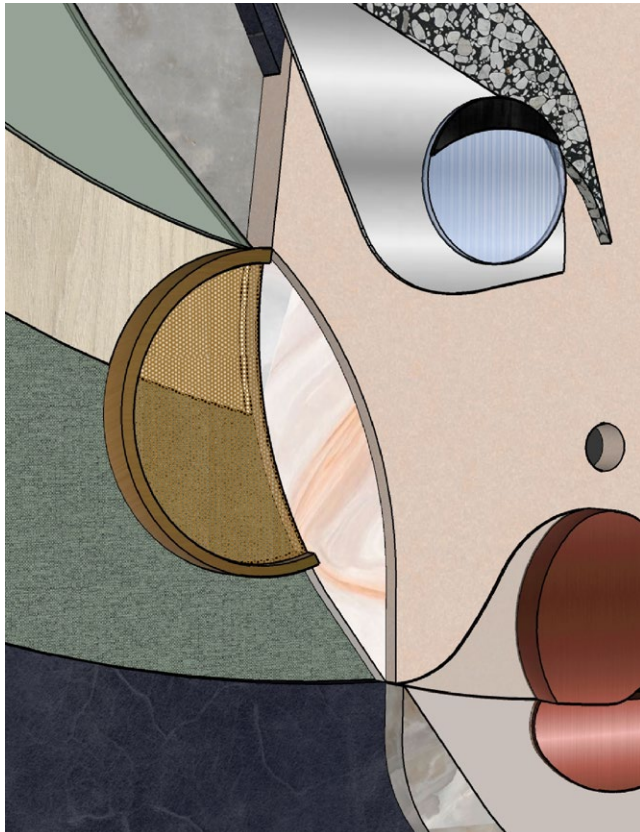
**“The inclusive nature of the drag community inspired us to create a logo based on different elements coming together to form a larger entity.”**



Le Grand Café 14.jpg



Le Grand Café\_15.jpg





The Perfectionist

Manufacturer

Wood veneer

Fabrics

Leather

Natural stone

Textured glass

Coloured glass

Plexi

Shootheartist

Bjorn Tagemose

Studio Wic

Decospan - oak heavily smoked 4.02, Quercus, oak rift 3.24, Quercus

Kobe - arezzo, colour 1, casale, colour 40

Kvadrat - harald 3, colour 192

Mario Sirtori - lario, colour 1405

JAB - cord, colour 1-3126-099

Gabriel - fame hybrid, colour 2001, chili, colour 65111, noma, colour 64219,

noma, colour 67102, chess royal, colour 1436, gaja C2C, colour 61111

Verotex - royal 199, colour 378, royal 199, colour 121

Beltrami - rosso levanto, BTL nero ebano, mount grey with honed finish

Saint Gobain - estriado ref 042/000, clear

Vanceva - cool white, A, red, 024C, smoke grey, 3

Pyrasied - versato myst, colour: warm smoke 26906

Plexiglas - ice green 6C03 DC, satanice, ice blue 5H03 DC, satanice, viento

7H09 DC, satanice



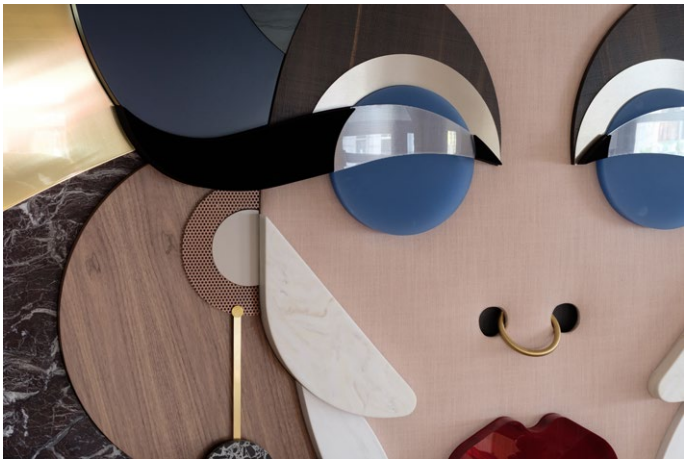
Le Grand Café 1 .jpg



Le Grand Café 2 .jpg



Le Grand Café 3 .mp4



Le Grand Café 4 .jpg



Le Grand Café 5 .jpg



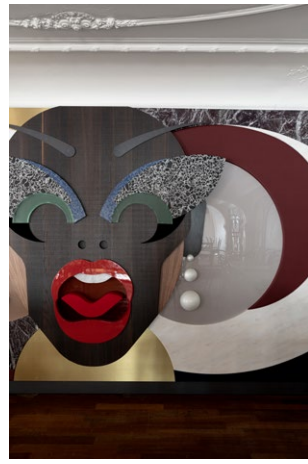
Le Grand Café 6 .jpg



Le Grand Café 7 .jpg



Le Grand Café 8.jpg



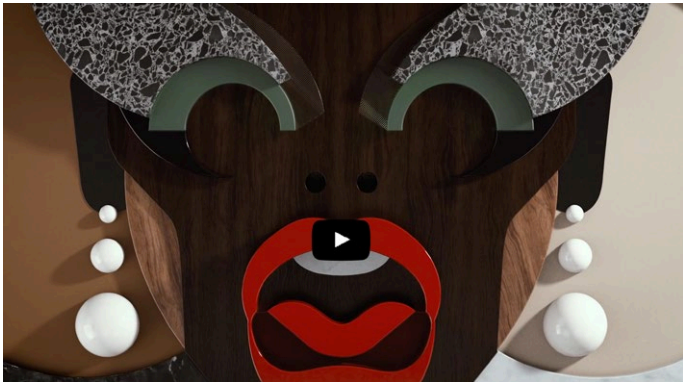
Le Grand Café 9.jpg



Le Grand Café 10.jpg



Le Grand Café 11.jpg



Le Grand Café 12.mp4



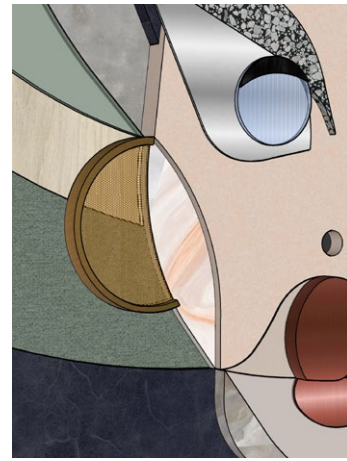
Le Grand Café 13.jpg



Le Grand Café 14.jpg



Le Grand Café 15.jpg



Le Grand Café 16.jpg



Le Grand Café 17.jpg



Le Grand Café 18.jpg

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WeWantMore is a Belgium based award winning design studio focusing on graphic, interior and experiential design. Putting creativity at the center of the design process, they strive to create lasting valuable contributions to culture. WeWantMore wants to lead the way in designing how brands shape and interact with the world, by relentlessly pushing the boundaries of creativity, challenging accepted beliefs and demanding more from both themselves and their clients. Founded in 2006 and based in Antwerp, Belgium, WeWantMore is a place where graphic, interior and product designers collaborate, resulting in creative and commercial success in projects ranging from logo, packaging and interior to product design for both multinationals and challengers. They have been working for clients such as Coca-Cola, Samsonite, Accor, Ibis, Manhattn's, Chez Claire, Niko.

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