

Bindella Osteria & Bar. Terra Vite Vita (Land, Vineyards and Life)

- **Design:** Pitsou Kedem Architects & Baranowitz-Amit Design Studio
- **Design team architects:** Pitsou Kedem, Irene Goldberg, Sigal Baranowitz, Gali Amit
- **Lighting Design:** Orly Avron Alkabes
- **Project:** Italian restaurant and Bar in Tel Aviv, Israel
- **Built-up area:** 310 square meters, and a 40 square meters Patio
- **Photography:** Amit Geron

Describing *Bindella Osteria & Bar* in Tel Aviv without talking about its deep set roots is impossible. These roots are planted in Switzerland and are the firm foundation of a distinguished family whose passion for wine and Italian cooking started over a hundred years ago in Zurich and in Tuscany. The family's business motto is "Terra Vite Vita" (Land, Vineyards, Life) and is all about paying respect to the land, the natural resources and the authenticity of the Italian experience.

The Tel Aviv branch is the modern child of an ancient tradition. As such, we have chosen to refine the original experience into its main ingredients; to give them a modern, contemporary interpretation that preserves the family's traditional values whilst maintaining an urban, young and sophisticated dialogue with its guests at its new home in Montefiore Street, Tel Aviv.

The client, who has fallen in love with Tel Aviv, asked that the restaurant will speak two languages – one that refers to contemporary cuisine, available throughout the day and in the early hours of the evening and another that speaks the language of a late night experience, one that celebrates the early hours of the morning and provides a haven for lovers of alcohol and their joy of life.

The interior of the restaurant-- long, narrow and filled with columns, presented a challenge for the creation of the different hospitality experiences that we sought to provide. Our aim was to preserve and emphasize the space's impressive length. We created three different seating alignments – the dynamic line of the drinks bar and the crudo bar that provide a solution also for the late- night guests. A long bench with its back to the bar consisting of tables that can be placed together or separated as needed and the third line, seatings for two alongside the patio windows.

When looking in from the street, the three lines of seating arrangements continue onwards into the restaurant's interior, drawing in the eyes of the viewer – like rows of green vines spread along the Tuscan landscape. Deep in the heart of the restaurant, the vines open out and create yet another seating experience.

The vine motif was the inspiration for the overall experience and not just as a means for dividing the space. The idea was to create an enveloping experience, one that allows the intimacy that we expect from the warm and inviting Italian experience.

The architectural expression of grape vines begins along the wall stretching the length of the bar wall as a "library" of drinks. The library dividers climb up towards the ceiling where

they transform into long beams floating above the diners, changing their height as they spread through the space. The library and beams are of oak. The under-side of these beams is painted in different shades of green, an architectural homage to the vines' foliage.

Recessed lighting in the ceiling permeates in between the beams, simulating the sun's rays as they break through the branches of the vine. The space is transformed into a vine that takes control of the space's architecture, creating a quiet sanctuary from the tumultuous roar of the city environment that can be seen from the windows.

Along the length of the long patio wall is the mashrabiya-a perforated metal screen whose language is inspired by the fruit of the vine. This screen of black iron with carefully engineered and placed holes in changing circular formations, unite the cadence of the patio windows and bring the experience of a grape vine to its climax. Green creepers planted along the length of the patio spout through the opening in the mashrabiya thus bringing nature inside.

The restaurant's materials are all natural – concrete, steel and wood. The grey concrete floor has been polished so that its aggregate is visible, simulating a classic Italian terrazzo floor. The restaurants tables are of blackened, natural oak and the bar in black iron and basalt.

The restaurant's façade withdraws slightly inwards, thus allowing the street to enter the restaurant in an organic fashion. The large metal door, constructed from hollow, iron rings, is framed with a high, iron gate. The gate is impressive and invites the guests to cross the threshold and escape the hectic city environment and enter the comforting, enveloping vine.

Additional Credits:

Lamps:

Pleat box by *Marset*

<http://www.marset.com/en/products/decorative/suspension/636-pleat-box>

Chairs:

Tollman's Provided us with :

wood bar stool **N4 teak high chair**

Outdoor seating Bistro by Fermob

Basic Collection provided us with:

Upholstered dining chair by HAY as well as **Henrik Sørig Thomsen's "Karm"** which he designed for the Italian manufacturing company **Softline-Allkit**

All other items were designed by us and custom made by local manufacturers:

Rafael Maman - Iron Work

Mashrabiya wall by Cut it art <http://cut-it-art.com/home/>

Dafni woodwork - the ceiling and library <https://www.facebook.com/dafniworkshop>

Nextdoor - All other woodwork (tables, cabinets, waiter's stations)

Pitsou Kedem Architects

www.pitsou.com

Pitsou Kedem Architects was founded in 2002 and today employs eight architects (Irene Goldberg, Nurit Ben Yosef, Raz Melamed, Noa Groman, Ran Broides, Hila Sela, Omer Dagan, Tamar Berger).

The office was established by Pitsou Kedem, a graduate of the Architectural Association in London and mentor of final projects at the Technion Hafia's Faculty of Architecture. In the past two years, the office has received five awards in the Israeli "Design Award" competition, and has been chosen Architect Office of the Year in the "Private Construction" category by Israeli Construction and Housing magazine.

The office designs private as well as commercial projects such as B&B Italia's Tel Aviv flagship store, a boutique hotel on the city's prominent Rothschild Boulevard and an events hall.

Baranowitz-Amit Design Studio

www.ba-interiors.com

<https://www.facebook.com/BaranowitzAmit>

The studio was established in 2006 by two interior architects, Sigal Baranowitz and Gali Amit. The two share the same passion for design and architecture, based on a holistic vision in which all fields of design are merged to tell a coherent story, and to create a complete space. The studio's approach to design is based on a strong sense of place, where each project is an opportunity to tell its own unique story - the story of the client, the space and the business waiting to be born.

Baranowitz-Amit Design Studio specializes in commercial spaces ranging from restaurants, retail spaces, showrooms and offices. The studio has received the Israeli "Design Award" for the LiveO Olive Oil Boutique, the Kisu Cosmetics Boutique both in Tel Aviv, as well as the design of the Student's Mensa in Ben Gurion University in the Negev.