

Flash Flash celebrates 50 years

Flash Flash opened its doors on July 3rd, 1970, in Barcelona and it becomes the first modern restaurant in Spain. It offered “tortillas”, hamburgers and salads in an exquisitely designed place where you could eat until the early hours.

During the 60s in a changing Barcelona, four good friends (Alfonso Milá, Cecilia Santo Domingo, Leopoldo Pomés and Karin Leiz) who enjoyed life, new experiences, and finding new and exciting spots, decided to open the restaurant of their dreams.

The idea was to open a restaurant with the city’s largest and most varied tortilla menu. Their goal was not only a comfortable place where you could feel at home, but also to be always open, with a kitchen that never closed, the best staff and, unusual for the time, the best high-end-design bathrooms.

They decided that Alfonso Milá and Federico Correa (Correa Milá Arquitectos) would develop the interior design, Karin Leiz and Celicia Santo Domingo would do the menu, and Leopoldo Pomés would create the iconic images of the Flash Flash girl.

Flash Flash continues being an iconic meeting point for people of Barcelona and those from around the world.

Flash Flash
www.flashflashtortilleria.com

Croma by Flash new restaurant

**Iván Pomés (Llamazares Pomés Arquitectura)
www.llamazarespomés.com**

Is it possible to design another Flash Flash restaurant fifty years later?

Yes, it is. The Croma by Flash restaurant project, designed by the architect Iván Pomés (Llamazares Pomés Arquitectura), was born out of the great respect and admiration he has for Flash Flash, one of the most emblematic and innovative projects of the architects Federico Correa and Alfonso Milá. Correa and Milá, together with Leopoldo Pomés, helped to transform the grey Barcelona of post-war into a modern one.

Despite the use of the iconic Pop image (the girl photographer who illuminates the restaurant with her flash) the result is not a copy, it is not a clone, but a new and totally different restaurant.

If the Flash Flash was a radical design in black and white, eliminating even the gray scale, in the Croma by Flash restaurant the gray scale is very important, along with the daring appearance of the yellow color -belonging to the traditional Kodak photo film package-. Furthermore, as a tribute to the 60s, in the bathroom you can find a typical color range: violet, green, orange, red and gray-blue.

Croma by Flash
www.cromabarcelona.com