

<b>project</b>	The Kitchen (Bijenkorf Eindhoven)
client	De Bijenkorf
<b>designer</b>	<b>concrete architectural associates</b>
office address	oudezijds achterburgwal 78a
postal code	1012 dr
city	amsterdam
country	the netherlands
telephone	+31 (0)20 520 0200
e-mail	info@concreteamsterdam.nl
website	www.concreteamsterdam.nl
<b>project location</b>	
address	Piazza 1
postal code	5611 AE
city	Eindhoven
country	The Netherlands
phone	0800-0818
website	www.debijenkorf.nl
<b>project information</b>	
project team	rob wagemans, marc brummelhuis
interior	joyce kelder
graphics	sofie ruytenberg, jesse nolte
architect building	Gio Ponti
developer	De Bijenkorf
contractor	Fried van de Laar
special features	Roord Binnenbouw / Elbeto / van Leeuwen Metaal
lighting consultant	Rublek
photography	Ewout Huibers
total area	1,000 m2
duration construction	5 months
opening	20/11/2014

## DESIGN STORY / NARRATIVE

Describe the conceptual or design story

Concrete designed the new restaurant for the Bijenkorf Eindhoven department store, the second Kitchen for the Bijenkorf chain in concrete's portfolio. The department store's iconic building by Italian architect Gio Ponti and its relationship to the Bijenkorf Kitchen Amsterdam inspired the interior.

Analysing the Gio Ponti building resulted in a unique design recipe for the restaurant: starting with a transparent base (showcasing the function inside) counterbalanced by a heavy top (emphasised with expressive colours, materials and iconic windows) to create an optical game of gravity.

The restaurant, called The Kitchen, starts with three 'floating' kitchen islands to draw people in from the department store's main route. The kitchen islands consist of a transparent open kitchen as a base, displaying and offering dishes from all over the world. A heavy hood floats above the kitchen, highlighted by copper tiles and product niches to identify the type of cuisine. The fourth island is positioned closer to the restaurant, and accommodates the bar and cash registers. The heavy top here is built out of wine bottles and lights, in which the green colour is a tribute to the façade of the building, while the bottles identify the function of the island. The brasserie islands, located adjacent to the bar island in the restaurant area, feature a 'light' twist on the recipe: the heavy top is translated into a cloud of light globes as a homage to 'Eindhoven as the city of light'. The dynamic field of lights (every globe is independently dimmable) floats above solid concrete brasserie benches, which are comfortably upholstered with green leather cushions.

The islands are positioned in such a way that guests coming from the retail floors of the department store are automatically drawn into the kitchen area, and flow naturally through the kitchens towards the bar & cash register, where they can choose to go left or right into the different seating areas of the restaurant.

The different seating formations cater to the guests' state of mind: active high seats & tables closer to the bar, lower 'library tables' to work or read, with signature custom made library armatures by Piet Hein Eek, a living room set-up to relax, and finally a show kitchen in the back. The signature stainless steel Bijenkorf cabinet separates the show kitchen from the restaurant, featuring a classic kitchen environment, with possibilities for demonstrations or renting out the space privately for events.

## SHOWSTOPPERS

the kitchen	the copper hoods give warmth to the overall space, and are finished with over 140 m2 of copper tiles. the marble kitchen & bar counters reflect authenticity and contain over six tonnes of white marble.
the bar island	the bar hood identifies its function and consists of 2,500 illuminated wine bottles
the brasserie island	the brasserie hood, as a tribute to the city of light, features a dynamic field of 64 light globes which are independently dimmable.
the show kitchen	a typical kitchen environment to host demonstrations, separated from the restaurant by the signature Bijenkorf cabinet (as seen in The Kitchen in Amsterdam)

## WALK THROUGH

### the kitchen

Situated on the second floor, guests are automatically drawn into The Kitchen restaurant by the radiant copper hoods suspended from the ceiling above the marble counters, highlighting the different kitchen islands. The kitchen islands all have a transparent open kitchen as a base, displaying and offering dishes from all over the world. The heavy hoods are finished with copper sheet tiles, interrupted by product niches which identify the type of cuisine. The products are illuminated from below. The marble counters feature 'grab&go dishes' on oak boards, desserts on marble, and dishes on stainless steel which require a final preparation by the chef. The three free-standing kitchen islands are positioned in such a way that guests are drawn into the restaurant from the main route. Passing by the three kitchen islands, guests naturally flow towards the bar island, which also contains the cash registers.

### **the bar island (and cash registers)**

The fourth island is positioned closer to the restaurant, and accommodates the bar and cash registers. The heavy top here has a liquid twist and is built out of wine bottles and light, in which the green colour is a tribute to the façade of the building, while the bottles identify the function of the island.

The black steel bottle rack carries 2,500 green wine bottles. The bottles are stacked in different sections, referring to the pattern of the façade, with the base of the back-lit bottles facing outwards (highlighting the soul of the bottles), and other bottles standing up that are illuminated from below. The bottle sections are interrupted by light ornaments, with the Bijenkorf's signature hexagonal shape.

The bar counter consists of a concrete base and marble countertop. The cash register is positioned within the bar island facing the kitchen islands. The countertop is lowered to allow guests to slide their trays by the cash register.

The bar is situated on the restaurant side of the bar island and is elevated to enable guests to order a fresh draught beer or a barista cappuccino.

### the restaurant

#### **the brasserie islands**

The two brasserie islands, located adjacent to the bar island in the restaurant area, feature a 'light' twist on the recipe: the heavy top is translated into a cloud of light globes as a homage to 'Eindhoven as the city of light'. The dynamic field of 64 lights (every globe is independently dimmable) floats above solid concrete brasserie benches, which are comfortably upholstered with green leather cushions. The light installation adapts to the ambiance with a morning, afternoon and evening setting. The oak tables are paired with iconic Revolt chairs by Friso Kramer (a Dutch Design classic).

#### **the seating area & cabinets**

A hexagonal parquet floor indicates and outlines the various seating areas. It covers the entire length of the restaurant and features the bar island and brasserie islands.

The different seating formations cater to the guests' state of mind: active high seats & tables closer to the bar, lower 'library tables' to work or read, with signature custom made library armatures by Piet Hein Eek, a living room set-up to relax, and finally a show kitchen in the back. The signature stainless steel Bijenkorf cabinets (recognisable from The Kitchen Amsterdam) on both sides of the wooden floor mark the seating areas and display the items from the department store that are used in the kitchens. On one end the cabinet separates the 'kids fashion department' from the restaurant, with sofas that are designed into the cabinet. On the other side a cabinet guides the guests from the elevator to the restaurant. A third cabinet separates the show kitchen from the restaurant. It has large sliding doors and recesses for two chef's tables. The show kitchen offers a classic kitchen environment, with possibilities for demonstrations or renting out the space privately for events.

## High tables

In addition to the brasserie benches, the wooden surface offers three other seating options for guests. Various high tables are located between the brasserie benches and the bar island for a quick bite or drink. These high tables feature black steel frames with an oak top, and are accompanied by the Alki tabouret Kuskoa bar stools in black, with leather seats.

## Library tables

Parallel to the brasserie bench towards the show kitchen, library tables offer the perfect place to sit and read or work. The tables, consisting of a steel frame and oak top, feature a standing lamp on the table, designed by Eindhoven local Piet Hein Eek. Originally a hanging lamp, the Copper TL was especially equipped with a stand for this project to enhance the library atmosphere. The copper of the lamp continues as an inlay in the table top, creating sections for individuals at the table, while also stimulating its communal usage. The copper inlay also conceals sockets. To complement the library feel, the table features the Dutch Design classic: the Gispen Dining chair, in the original corduroy fabric in orange and black.

## Lounge seats

The stainless steel cabinet that separates the restaurant from the show kitchen features a custom made carpet that playfully combines the colours orange and green in its design. On each end of the carpet there are black leather lounge sofas that give guests the chance to relax. Together with the Vitra Prouve fauteuil de salon 1939 lounge chairs and the Prouve Tabouret side tables, the area has a living-room feel. To strengthen this ambiance, each corner features a Construction Lamp by Moooi, designed by Eindhoven resident Joost van Bleiswijk.

## Window seats

The building, designed by Gio Ponti, has very few windows, and only where functional, such as in the restaurant. The windows here allow guests to choose a comfortable seat along the façade, created by two opposite Vitra Alcove sofas on a custom made carpet, or take place at one of the many round wooden Vitra Prouve Gueridon tables, accompanied by the new Kartell Clap Chair in various green fabrics.

## Show kitchen

The show kitchen was developed to allow the restaurant to host demonstrations, and make it possible to rent out part of the restaurant. Separated by a stainless steel cabinet with large stainless steel sliding doors, the show kitchen offers a typical kitchen environment. The black and white chequered floor includes a separate kitchen island with matching cabinet, containing all the equipment. The show kitchen also features tables with marble tops with Vitra Prouve Standard SP / 1934/50 chairs in wood and olive green. To create optimal flexibility, the tables and chairs can be moved freely around the area.

## FACTS & MATERIALS PUBLIC SPACES: Floor - Wall - Ceiling - Lighting – Furniture

Floor	Belgian hard stone, black, dark honed, renovation line 84688 - Michel Oprey&Beisterveld Hexagonal wooden flooring, oak QFQ. hd matt, bona traffic - Doetinchem parket Kitchen tiles; softgrip, 74090LS / 74000LS, black and white - Koninklijke Mosa b.v. Bar tiles: softgrip, 74090LS, black - Koninklijke Mosa b.v. Show kitchen tiles; terra maestricht. 203V / 200V, black and white - Koninklijke Mosa b.v. Bathroom tiles, ceramic tiles, black - Michel Oprey&Beisterveld
Walls	Cleaned original concrete Plasterwork, RAL9010, white Glazed white tiles (100x300mm), 2/3 la porta devon & 1/3 adex nature, white – cottoceramix b.v. Glass, mirox 3G, black – AGC Sheer curtain, sousta cs 4044/2, white – Kobe Bathroom tiles mosaic, 210MZVA, white - Koninklijke Mosa b.v. Bathroom tiles mosaic, 216MZVR, dark grey - Koninklijke Mosa b.v.
Ceiling	Cleaned original concrete Plasterwork, RAL9010, white
Lighting	Construction lamp, black matt – Moooi Specials (custom made for Bijenkorf Eindhoven): Copper TL on a base by Piet Hein Eek Sphere pendant lights ø500mm – Powerlight LED40 wood pendant lights 700+400+300 – Tunto Easy kap, recessed down lights, matt gold – Flos Power 140, track lights, black – Powerlight
Furniture	Vitra Dining tables: Prouve Gueridon ø900mm/ø1050mm Side tables: Prouve Tabouret Solvay, oiled oak Lounge sofas: Alcove two-seater Lounge chairs: Prouve Fauteuil de salon Table chairs: Prouve Standard SP Table chairs: Prouve Standard Footstool baby room: Morrison, Cork Family Chair baby room: organic chair conference  Ahrend : Specials (custom made for Bijenkorf Eindhoven): Friso Kramer revolt chair with galvanised steel base Gispen: Library/dining chairs: 101 and 201 upholstered with the original orange and black corduroy Magis: Bar stools: dejavu, aluminium black matt Alki: Bar stools: Tabouret Kuskoo black Kartell: Dining chairs: The Clap chair Artek: Children's area: Children's chair N65 - Children's stool NE60 - Children's table 90B Stokke: Children's area: Tripp Trapp Bend: Coat stand 1071