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Piada Lyon by Masquespacio

Arthur and Mathilde's mother had a dream about their children bringing a part of her native Italy to the French city Lyon, through the traditional receipt for "**piadinas**", a flatbread made of flour that can be used as a side dish or stuffed with typical ingredients from the Italian gastronomy like ham, mozzarella and tomato.

Arthur and Mathilde were sure about the fact that to bring this traditional receipt to the contemporary world they needed to represent it through a modern brand that could appeal to a young and actual public. Therefore, they decided to contact Masquespacio for the interior design of their first Piada in Lyon, France.

Situated in the Confluence neighborhood and surrounded by residential buildings from the most relevant contemporary architects and old fabrics reused for events and nightlife, the shopping center at which you can find Piada, is being developed for multi-purposes and integrates a cinema, indoor adventure park, stores and restaurants.

For the design the briefing was clear. A space that transmitted the Italian origin from the product for sale needed to be designed, including its traditional elements and natural ingredients. The space above required to remind to the past, but through a modern aesthetic. Due to this since the beginning Masquespacio opted to use tiles with an artisan aspect, besides a range of elements like the golden bar lamps and arcs with mirrors that remember us to the traditional bars from the ancient Italy. Using plants, wood and terracotta on the other hand the natural touch is visible. The neon light "**A bit of Italy**" from its side can be highlighted as one of the key elements required by **Piada's** founders from the beginning.

As for many projects designed by Masquespacio a big amount of color is used to brighten the day of **Piada's** consumers, while they enjoy a delicious piadina.

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Masquespacio <http://www.masquespacio.com>

Masquespacio is an award winning creative consultancy created in 2010 by Ana Milena Hernández Palacios and Christophe Penasse. Combining the 2 disciplines of their founders, interior design and marketing, the Spanish design agency creates branding and interior projects through a unique approach that results in fresh and innovative concepts rewarded with a continued international recognition by media specialized in design, fashion and lifestyle trends. They have worked on projects in several countries like Norway, USA, Portugal, Germany, France and Spain.

Piada @piadafood

We have a greater ambition behind our Italian modern and natural cuisine; a better diet, using the highest quality ingredients associated with a new product.

We offer piadine and salads by serving them in a good-humored, modern but natural atmosphere. We have hired an exceptional team, specially for their sense of hospitality and cheerfulness. Our simple menu is deeply rooted in the in modern and traditional Italian recipe, naturally accomodating a variety of preferences, including vegan, vegetarian and gluten-free. Products imported directly from Italian producers as well as various locally sourced products compose the basis of our menu. Highlighting our commitment to serving fresh and natural ingredients. Our cuisine is mainly homemade in order to manage the gustatory quality of our dishes. We believe in these choices that have a positive impact on our health, our communities and the future of our planet. Italy is a country always known for its cuisine thanks to its variety of products and exceptional associations that we would like to share.

Awards & nominations

M A 3 Q U E 3 P A C I O

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German Design Award “**Interior Architecture**” Albabel restaurant
2017 – Winner 2017

Hospitality Design Award “**Guestroom Economy**” Valencia Lounge
Hostel – Winner 2017

Hospitality Design Nomination “Casual Restaurant” Hikari Yakitori
Bar 2017

Wallpaper Design Award “**Best Speckle**” Obloha lamp redesign
for RACO - Winner 2017

Modern Decoration Int. Media Award China “**Annual Commercial
Space**” – Nomination 2017

Massimo Dutti “**New Values**” by Architectural Digest Spain – Win-
ner 2016

Wave of the Future Award by Hospitality Design Magazine – Win-
ner 2016

Red Dot Design Award - Telling Tales LZF Lamps Corporate
Campaign Winner 2016

Good Design Award - Telling Tales LZF Lamps Communication
Campaign 2016

Hospitality Design Nomination – Best Upscale Restaurant 2016
Nozomi Sushi Bar

Restaurant & Bar Design Nomination – Best Europe Restaurant
2015 Nozomi Sushi Bar

WAN Awards Emergent Studio - Longlist 2015

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PAD Colombia Gold – Interior Architecture Winner 2014

German Design Award Nomination – 2Day Languages 2014

International Chinese Media Award Nomination – Kessalao Germany 2014

Best of Archilovers 2015 – Nozomi Sushi Bar 2015

Best of Archilovers 2015 – Academia Altimira 2015

Design & Design Award Winner – Several projects (21 awards)

Client: Piada (@piadafood)

C.C. Confluence, 112 Cours Charlemagne
69002 Lyon
France

Design: Masquespacio (<http://www.masquespacio.com>)

Photography: Luis Beltran (<http://www.luisbeltran.eu>)

Surface: 40 m2

Credits:

Local architect: Sandrine Brenans

Floors: Faus

Tiles: Complementto

Furniture: Production Pau Ferro, design Masquespacio

Lighting: Production Pau Ferro, design Masquespacio

Ceiling lights: Faro

Chairs: Ton

M A 3 Q U E 3 P A C I O