



# GELATOSCOP!©

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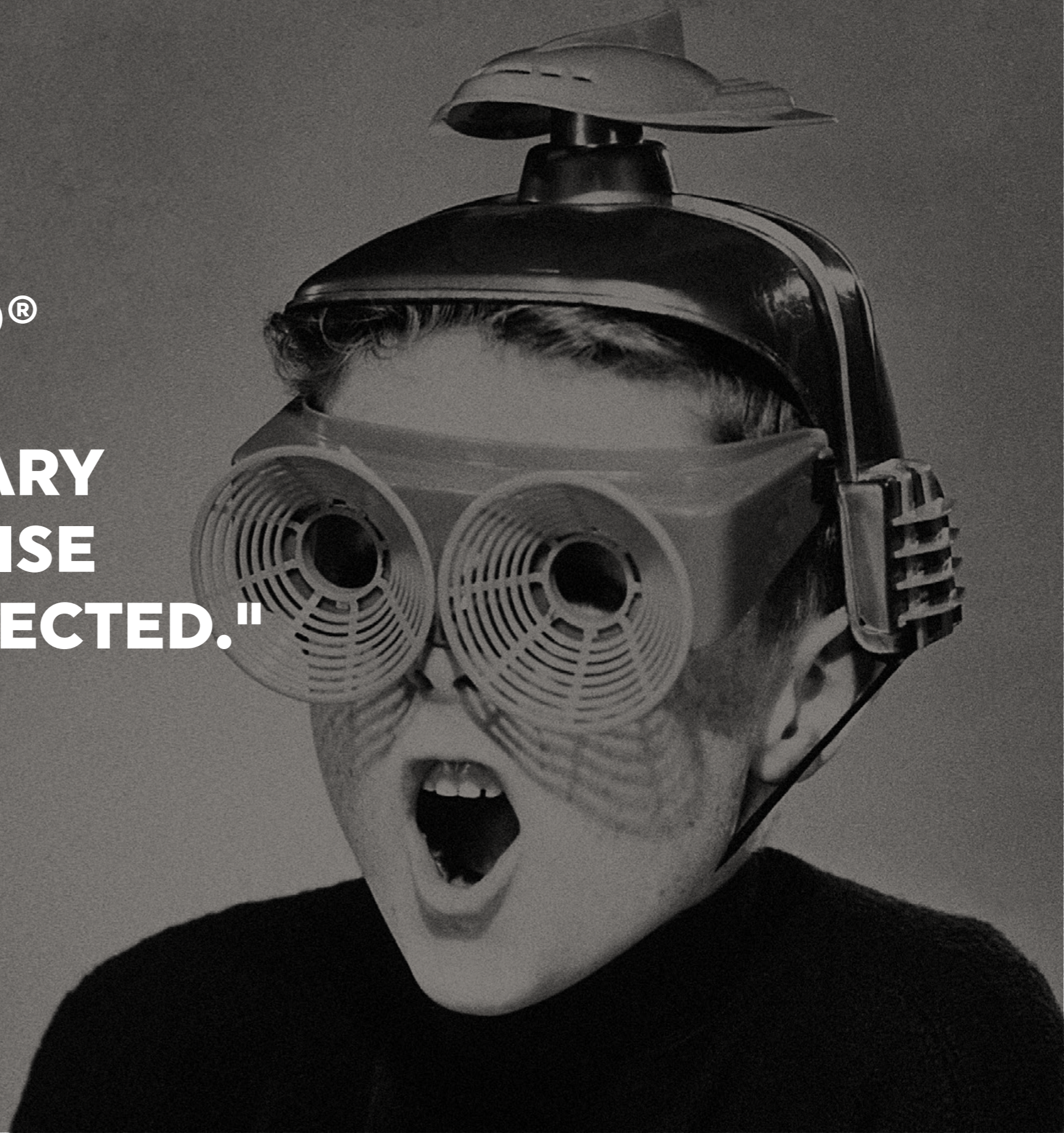
# GELATOSCOPI©

Gelatoscopio® is a Mexican ice cream shop inspired by the search for the most fun and authentic way to connect with your emotions in order to discover a fantastic reality through flavors, textures and aromas that transport you to memorable moments. Created by a team of dessert and design lovers, it seeks to become a referent through a delicious, unique and different experience for everyone.



**"GELATOSCOPIO®  
IS BORN OUT  
OF THE IMAGINARY  
AND THE SURPRISE  
FOR THE UNEXPECTED."**

IGNACIO CADENA





The image provoked by a Gelatoscopio®  
is not just a visual impression;  
it is a pure creation of the imagination  
through the senses.

This taste image is produced  
by the contrast of ice cream flavors.  
By evoking various emotions that harmonize  
with our own experience,  
we detonate joy and happiness.








Gelatoscopio® is a gastronomic concept that promotes freedom and the discovery of the world and the individual, thus becoming the experimental medium of the new and the unknown that will create an authentic experience.

Gelatoscopio® is an instrument that transports us to wonderful scenarios, a lens that invites us to observe and discover new worlds that amplify, distort and alter. It gives us the opportunity to travel through fantastic places, dream, discover and transform that which is known, changing our perception of reality.





**"EVERY IMAGE  
IS UNIQUE,  
LIKE A  
KALEIDOSCOPE  
WHEN IT IS TURNED  
AND OBSERVED  
BY DIFFERENT  
PEOPLE".**

HÉCTOR ESRAWE

## MATERIALITY

Gelatoscopio® is a utopian scenario, inspired by the fantastic machines that were and still are the imaginary of a romantic future. The materiality responds to objects and ships of an industrial character where metallic materials and bright finishes are used.

The object is a composition constructed through lenses that dialogue with the context: they observe, deform and distort it, definitively altering the relation of the senses with the product. The "lenses" are composed of various mechanisms: magnifying glasses, kaleidoscopes, mirrors and lighting.



## CREDITS

### CONCEPT & EXPERIENCE

Esrawe + Cadena

### ART DIRECTION

Ignacio Cadena + Héctor Esrawe

### ARCHITECTONIC CONCEPT

Esrawe + Cadena

### INTERIORS & FURNITURE

Esrawe Studio®

### BRAND DEVELOPMENT

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### ESRAWE STUDIO®

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# GELATOSCOP!@

Oscar Wilde 20, Polanco,  
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November 2016

## LINK TO DOWNLOAD HI-RES IMAGES

<https://spaces.hightail.com/receive/F2RFU0czhc>

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