



THE POPULIST BREWERY, D.REAM

Istanbul, 2016

Almost 2.000 square meters of the very first Turkish brewery, released in Istanbul by the Bomonti brothers one hundred years ago, have been rehabilitated by the Spanish design firm Lagranja. Turned into a craft brewery and a large restaurant, The Populist aims to recall the disobedient atmosphere lead and created by the crowds against political issues.

THE POPULIST CONCEPT

Far from being just plain decoration, The Populist is made of a series of projects ranging from photography and graphic design to custom made furniture and fixtures. All of them weave a unique concept across the space within a political and social Turkish reality.

Protest is reflected in a tangible and impressive aesthetic, friendly involving the beer consume. Inspired by the 20' American Prohibition period, the creative concept shows up in walls, menus and napkins as powerful slogans, whether painted, glued or neon-light-made. A wide photography project portraying Istanbul's multicultural citizens and several historical documents complete the show.

Beyond graphic and photographic visual evidences, other elements have been designed in order to tie the space with its new narrative. Decorative lighting shaped as megaphones, bottles and even a giant megaphone sculpture inject realism and provides an immersive experience to the visitor.





THE SPACE

The three floors of the late XIX century factory are organised in six areas sharing the same hero: craft beer. To serve the cause each of them has its own personality, working as single spaces within a great unique complex.

Right at the entrance 6 enormous high-raised beer tanks exhibited in a 2 ways glass box and a dj station set in an orange vintage Volkswagen van welcomes the beer drinker.

The copper brewhouse and fermentation stainless steel tanks are the main focus of the second space which hosts the megaphone sculpture and an impressive traditional turquoise tile made bar counter too.

Providing a lofty floor, an old dark brick and mortar tank is converted into an indoor balcony overlooking the “pide” oven based in the forth area. The ground level is connected with the first floor by an eight meter spanning spiral staircase which recreates a winter garden. Reminding a greenhouse crystal ceilings, exterior concrete and a variety of vegetation and outdoor furnitures create a cozy area besides a little music hall.

We tried to modify the least the original walls and ceilings. Spots, creases and fissures remain at sight yet the improvements are radically new. We dressed the space with brand new clothes that although they just cover the minimum still remain eye-catching.



After many years neglected, the renewed Bomonti factory aims to become Istanbul's outstanding F&B complex. It is the first major built project in Turkey by Lagranja Design, a widely awarded design firm, founded in Barcelona in 2002 and already based in Hong Kong and Istanbul too, which is focused in interior and product design.



Photography: Lagranja Design, Ali Bekman, Parla
Graphic design: Marnich Associates, Lagranja Design