

CORONADO PIE, MEXICO CITY.

The design concept behind Coronado confectionery aims to create a space designed to make us feel right at home.

The contrast between ash and pine woods from the exhibition furniture combined with the red and white tones characteristic of Coronado's graphic image, generate a surrounding that balances rustic reminiscences with a hospitable and contemporary ambiance. The unique design of the floor tiling is inspired by the different types of pie sold at the store, forming a great rug that not only contributes forcefully to the space design, but also brings us back to the use of traditional materials in antique constructions. The use of warm light fixtures along with wooden beams on the roof round up the final touch to an endearing and homelike ambiance.

The design program is divided into three zones based upon the shopping experience, which begins at the moment the bread basket and calipers are picked up for the selection of bread in the exhibition area, formed by a table where the most representative products of the brand are displayed, and a demonstration bar, where the customer can watch how the pies and doughnuts which will later be placed on display are prepared. The color palette of the furniture and the kitchen accessories remains constant along the route, exhibition displays in light wood tones complemented with touches of red and white on chairs and kitchen accessories, both functional and decorative, rounding up the setting to create a home kitchen ambiance.

The second zone of the design program focuses on the tasting of the products. Creating a balance with the display area, the furniture here is simple and discrete, minimizing external stimulations and decorations in order to focus solely on the unique flavors of the shopped product.

The tour continues to the coffee and cashier area, concluding with a view upon which the packaging and wrapping of the selected products becomes a complete spectacle. More than shopping, the experience resembles receiving a gift.

Sqm: 103 m2.

Alianzas Estratégicas are: Alejandro Zarate, Cynthia Cardenas, Didier Lopez, Edgar Velasco.

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Branding: Branch Branding.

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