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# BON APPÉTIT

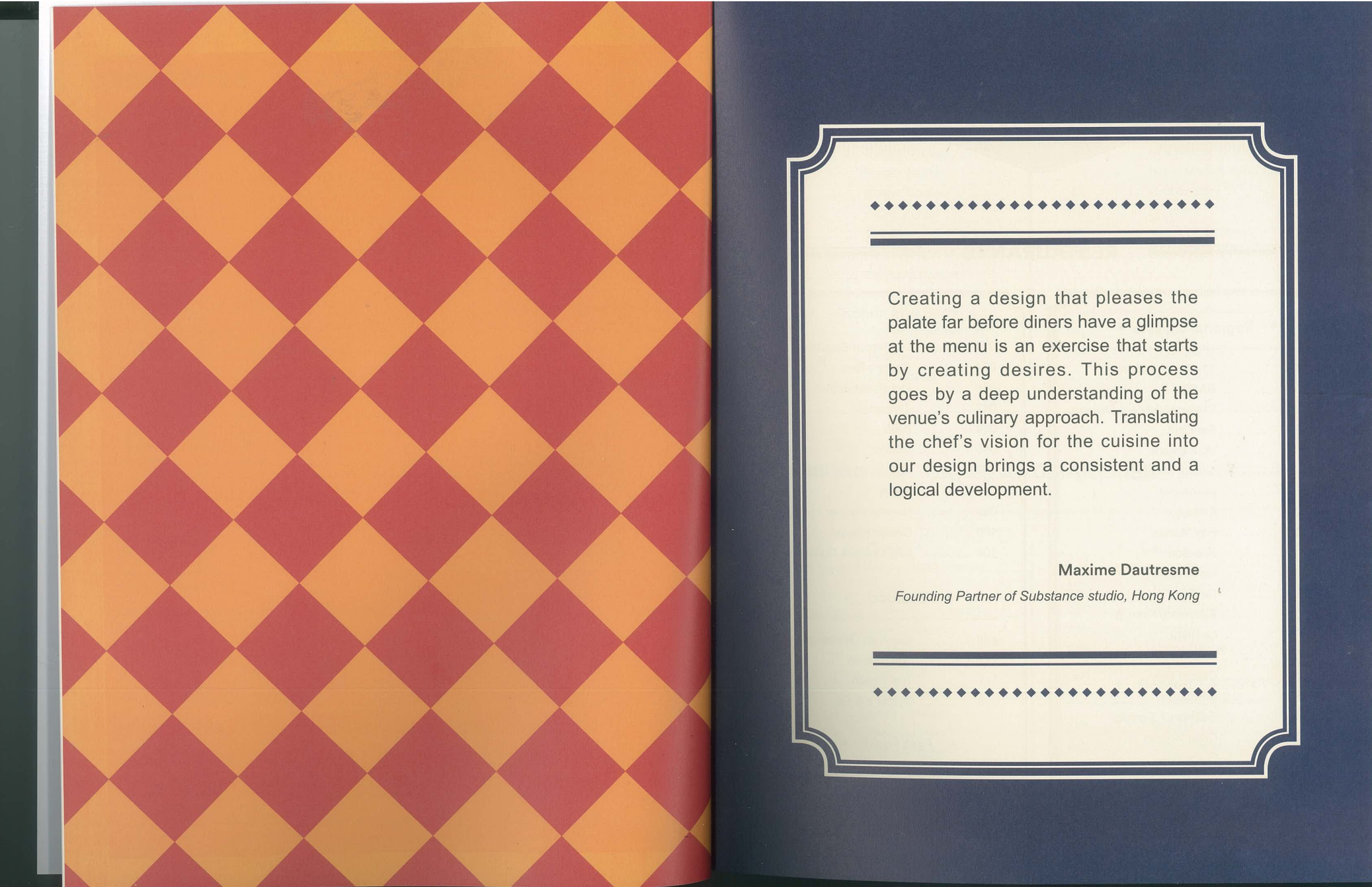
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Complete Branding for Restaurants,  
Cafés and Bakeries





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Creating a design that pleases the palate far before diners have a glimpse at the menu is an exercise that starts by creating desires. This process goes by a deep understanding of the venue's culinary approach. Translating the chef's vision for the cuisine into our design brings a consistent and a logical development.

**Maxime Dautresme**

*Founding Partner of Substance studio, Hong Kong*

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## Le Garçon Saigon

Le Garçon Saigon is a Vietnamese restaurant located in the quiet and upscale Star Street neighborhood. It celebrates the young, the quirky and the romantic in everything from its design to the menu itself. Brought to life through a palette of pastel roses and bold greens, the restaurant adopts the allure of a distinctly Parisian dining experience from the 1950s: open views, fine wine, strong coffee and dreamy conversations.

Studio: Substance





## The Ocean

The initials of Ocean Club have constituted the restaurant's dynamic logo, with its geometrical purity strictly preserved. The interior invites customers through a pool of dark blues and cyan, balanced with sandy brown finishes throughout. Ceiling-to-floor windows offer a clear panoramic view of the sea-side on the horizon, diving into the deep through the portal frames flourished with silver leaves. The tableware and furnishings took design cues from coral reefs, anemone spirals and Fibonacci sequence in shells—each designed to reflect the undersea organic geometry.

Studio: Substance

Photographer: Dennis Lo, Substance



# THE OCEAN





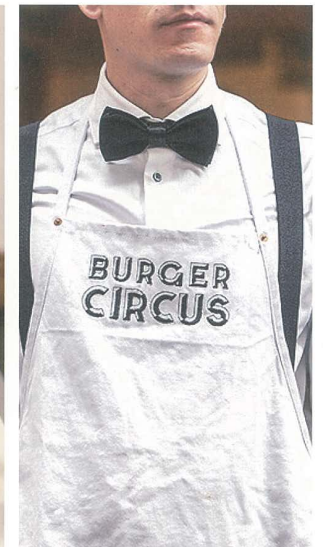




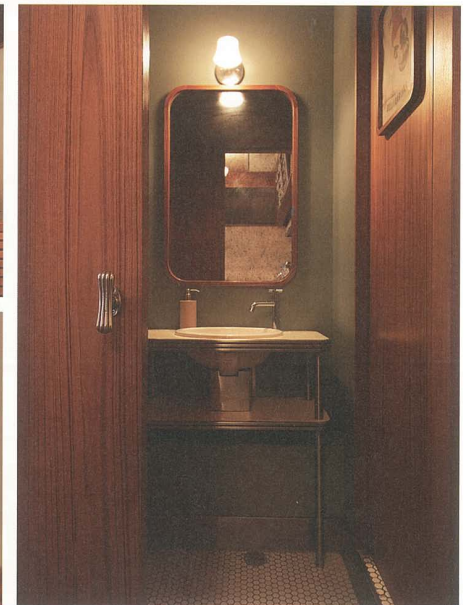
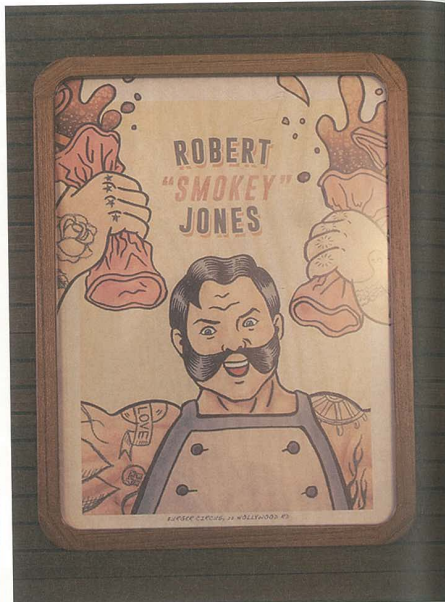
Studio: Substance  
Photographer: Dennis Lo

## Burger Circus

Burger Circus is a whimsical take on the classic late 19th century Americana diner. The space, inspired by Edward Hopper's painting "Compartment C, Car 293", encompasses train carriage accents like the curved stainless steel wall panels and warm tones casted by vintage lamps. The circus narrative in the branding content was derived from the movie *Water for Elephants* and practiced throughout the menus and posters which vividly display the different characters' quirks and talents.











## Hotshot

The brand identity and interior design are direct reflections of fearless low-rider graffiti lifestyle of Hotshot. The restaurant's hangar interior is modeled around a lifeguard station, with iconic surfboards adorning the walls, vintage comics and classic beer crates. The materials used were chosen to reflect the easy-going aesthetic, incorporating sun-bleached wood, industrial corrugated steel surfaces, a bigass fan and bright neon signage. Every last detail, from the Airstream catering trailer to the comics on the menu, was custom-made and painstakingly crafted to transport customers back to a simpler, groovier time.

