

# TK

TASTING KITCHEN

22 FREE SPIRITS

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P. 16–20 Paradis



## CENTRAL

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## HONG KONG

Free Spirits  
餐饮界的自由之魂

## WANCHAI

Democratized Dining  
闹市米其林

## 创造渴望

## creating desires

Paradis, the new HK restaurant and cocktail bar, makes its journey from concept to realization with the help of a leading-edge design firm.

LAUNCHING A NEW RESTAURANT is always a daunting endeavor, and doubly so when aiming to make a mark in the highly competitive Hong Kong F&B scene. The key for one restaurateur who was eager to debut a stand-out entry on Wyndham Street was to engage the services of design agency Substance, not only to conceive a beguiling set of eclectic interiors inspired by French Colonial and Caribbean influences, but to begin with the creation of an entirely new brand identity.

"Developing a coherent brand concept before you start to think about design details like the logo, packaging, or imagery is critical," explains Max Dautresme, Substance founding partner and director. "It creates a framework against which you can measure whether what you do is authentic or merely design for design's sake. It's all too easy to be distracted by decoration, but those elements need a carefully considered context if they are to deliver more than just aesthetics."

The Hong Kong-based designer is already well-known for his extraordinary work at two venues at The Pulse: The Ocean, a beach-inspired restaurant, and Cabana, a rooftop lounge and bar. They introduced a new benchmark for contemporary design on the Repulse Bay beachfront. And The Krug Room at Mandarin Oriental, Hong Kong broke new design ground with its intimate twelve-seat interior evoking a deluxe railway carriage.

"Building a brand is about creating desires," says Dautresme. "We usually start by developing insightful stories around a real sense of the personalities and the atmosphere and then think about how every detail, from typography and graphic details to the lighting, pays homage to them."

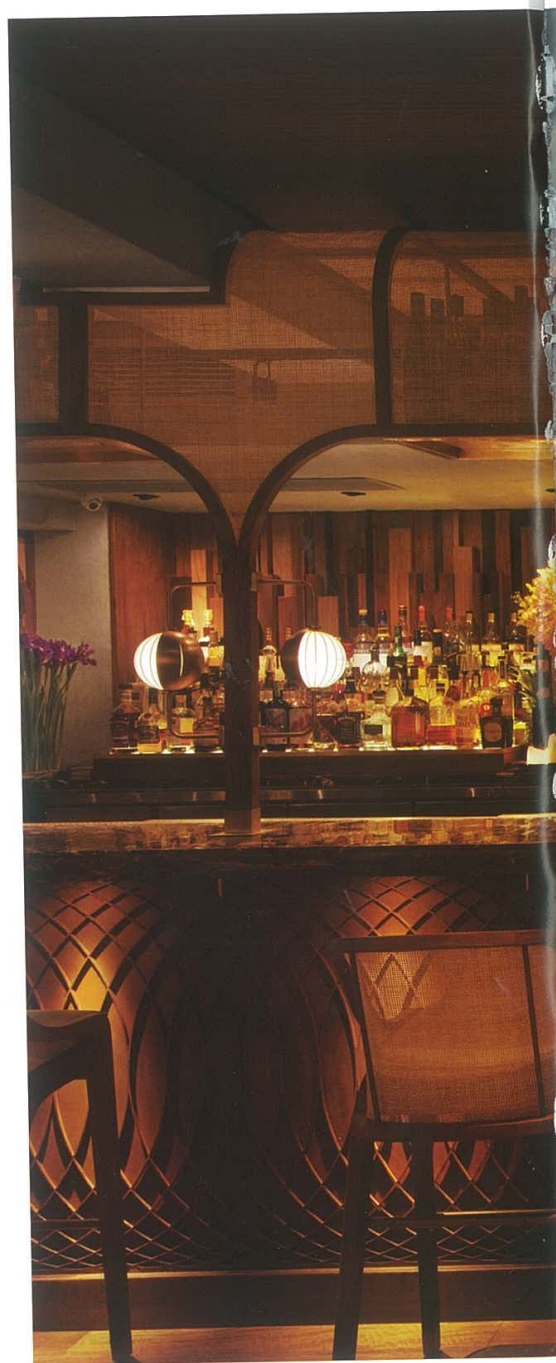
开新餐厅个中辛苦不言而喻，在竞争激烈的香港餐饮界想冒出头，更是难上加难。对于想在中环云咸街初试啼声的餐厅业者来说，选择与品牌及室内设计公司「Substance」合作，算是踏出了正确的第一步，除了打造融合法式殖民色彩及加勒比海风的独特室内装潢外，也成功树立了全新品牌识别。

「Substance」共同创始人及总监 Max Dautresme 强调：「如果没有一致的品牌概念，那么讨论商标、包装或视觉意象等其他设计细节都是空谈。有了品牌概念，才有完整的架构，来用以衡量原创性，抑或只是纯为设计而设计交差的作品而已。装饰细节太多会容易使人分神，需要仔细运用元素，否则只会沦为纯粹展示美感的工具而已。」「Substance」立足香港，为全港首间滩畔购物商场「The Pulse」内的两间餐厅操刀而声名大噪，他们分别是以海滩为主题的餐厅「The Ocean」及名为「Cabana」的屋顶露台式酒廊和酒吧。香港文华东方酒店「The Krug Room」发想自高级列车车厢，仅有 12 个座位的私人聚会厅创新设计也是出自他的手笔。

Max 大方分享创意秘诀：「建立品牌就是要挑起人的渴望，通常从真实的人物及氛围撷取灵感，诉说一个动人的故事，借以衍生一系列设计细节，排版印刷，视觉到灯光都要与前述主题相辅相成。」

谈到「Paradis」，Max 话说从头，一开始想讲的就是黑魔法的故事以及非洲工艺技术对法国殖民设计风格的影响。「有了故事雏形之后，便发觉原本的格局太过开放，所以我特地在此放了一些木质百叶栏及多叶植物，隔出数个小而舒适的用餐区，除了大幅提升空间的形制及功能性之外，也让客人享受更无距离、同时带有一丝神秘感的用餐体验。看不到的东西总能挑起大家的好奇心——真的非常引人入胜。」

若要室内装潢发挥最大效益，灯光及








Bar with rattan canopy and  
custom-made pendant light  
藤制顶篷吧台及客制垂吊灯饰

Dautresme explains that at Paradis the starting point was telling a story about black magic and the influence of African craftsmanship on French Colonial design. "With the storyline established, we could see that the existing layout was too open," he explains. "To enhance the form and function within the space, we introduced several smaller, cozy dining areas separated by wood louver screens and leafy plants. It brings a much more intimate experience and a sense of mystery. People want to see what lies behind – it's very seductive."

One of the major issues in creating an effective interior is achieving a perfect harmony between lighting and furniture. Dautresme, fortunately, is as comfortable working with the design of material objects as he is with abstract concepts. At Paradis this talent is manifest in his collection of dining chairs that combine comfortable colonial informality with a touch of old-world opulence. To these he added his custom-designed lighting fixtures, which reveal an affinity for craft details in the unique bronze rotary shades that allude to the phases of the moon.

Dautresme applied his deft color sensibility in a moody palette of greens and earthy browns and in hand-painted tropical murals that provide an exotic jolt of jungle color reminiscent of Henri Rousseau.

Building an authentic brand identity for a restaurant also calls, according to Dautresme, for a deep understanding of its culinary approach. "Translating the chef's vision for the cuisine into our design helps us to be consistent and logical in development."

When asked about the greatest challenge in creating a brand, Dautresme is quick to respond: "Naming is often one of the hardest parts to settle on unanimously, since names are very subjective. But when the name follows our creative concept, it helps to confirm the overall ambience." With a concept so alluring and an ambience so lush, it's apparent that this particular project's name could only be Paradis. 



Entrance view of reception desk and bar  
入口处的接待桌及吧台光景


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家具可说是关键之一。Max 正是个中能手，不仅擅长于发想抽象概念，成品设计也是他的一大强项。他的才华在「Paradis」展露无遗，精选的系列餐椅带着随性闲适的殖民风，同时散发一丝旧时代的奢华。他也量身打造灯饰与之配合，独特铜制旋转灯饰明暗分明，突显细致做工之外，也让人联想到月亮盈缺之美。

Max 对色彩极其敏锐，绿色及大地色系随性挥洒，墙上手绘的热带地区风格壁画，为店里注入些许异国丛林色彩，与法国后印象派画家亨利卢梭 Henri Rousseau

的画风有几分神似。要打造餐厅品牌识别度，设计者也应应对店内餐饮风格有透彻了解。Max 解释：「透过设计演绎主厨对餐点的愿景，可提升室内风格的一致性，套在餐厅空间更加顺理成章。」

问到创造品牌最大的挑战时，Max 不假思索答道：「取名字吧，要能取得大家共识真的很难，毕竟挑名字真的很主观。不过一旦店名与创意发想概念一致，整体氛围很快就能拍版定案了。」餐厅概念触动人心、店内环境丰富华丽，除了「Paradis」还有什么更好的名称呢？ 





Hand-painted mural art and  
custom-made furniture detail  
手绘壁画及定制家饰细节