

Berlin Report

February 2024

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1. The Pink Room

Project Overview

Dopamine Decor is one of the first interior design trends for 2024. The color pink is applied to all surfaces, and bold patterns and fluffy, shiny materials are scattered throughout. The moment you step into a Dopamine Decor space, you are immediately "attracted" to the interior design. A good example of this is "The Pink Room," which makes a powerful impression with a space that does not look like a restaurant serving Japanese food.

Facing Gendarmenmarkt square, where many luxury hotels are concentrated, the Pink Room does not even have a noticeable sign outside, but once you open the door, you will see pink all over the place. Chandeliers, antique mirrors, marble tables, wine glasses, and everything else is pink. Gold is partially added as an accent color to the stool legs, mirror frames, and countertops.

The pink carpeted floor and velvet curtains and sofas enhance the overall classical atmosphere. However, a twist is added with a fountain filled with toy rubber ducks in the center, wallpaper printed in three-dimensional patterns that look like sculptures and peeling, and industrial-design lighting like exposed water pipes.

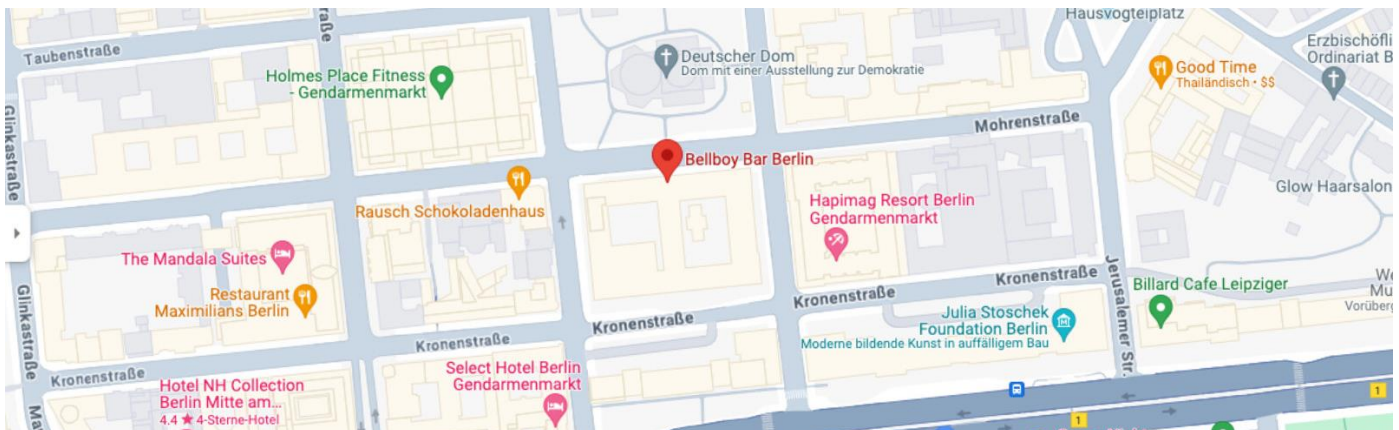
The restaurant is a new innovation of Tel Aviv-based BELLBOY BAR. Gal Ben Moshe, owner of the Michelin-starred Prism restaurant in Berlin, has teamed up with Chef Paris Katsampis, who has worked as head chef at NOBU restaurants around the world, to offer a groundbreaking idea that combines the flavors and techniques of Levantine and Japanese cuisine. The thick sashimi and sumptuous sushi served in this space that feels like a burlesque theater from the 1920s makes you think that such "Japanese" style is not so bad.

At the end of 2023, the building was awarded the Gold Prize in the interior design category at the Architecture & Design Collection Awards

Project Details

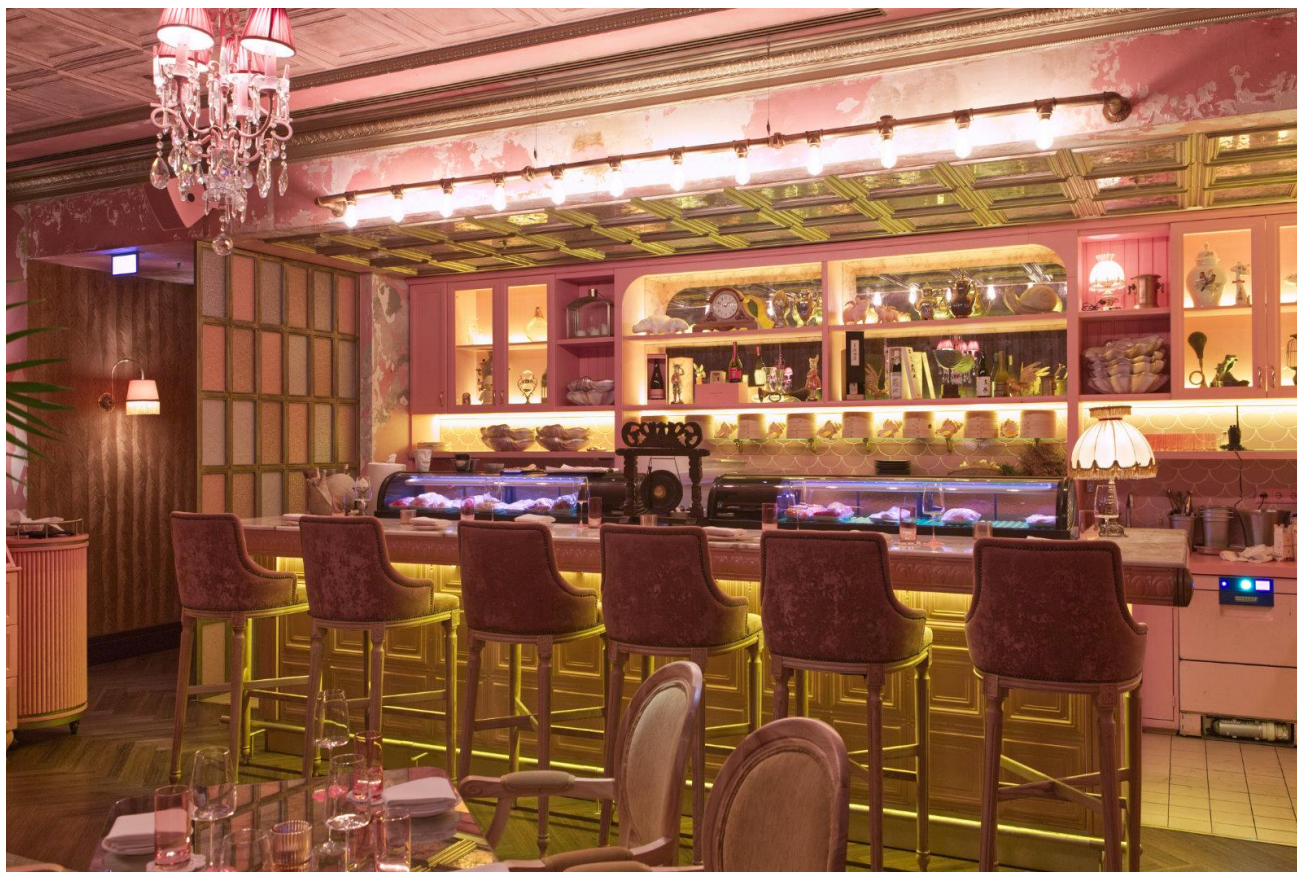
1. Client: The Pink Room
2. Type of Business: Restaurant
3. Open Date: 21/09/2023
4. Location: Mohrenstrasse 30, 10117 Berlin
5. Size: 600 m2 (incl.Bar)
6. Interior: SZ design (Saar Zafrir)
7. Website: <https://www.pink-room.de/>

Location





Above: The space is covered in a variety of pink hues from the ceiling to the floor. Below: A counter that does not look like a sushi bar, adorned with Asian-inspired accessories such as gongs.





Above: All spaces are unified in subtly different shades of grayish-pink. Neon pink dishes accentuate the color scheme. The lighting features Art Nouveau designs, while brass is utilized for the tables, evoking the ambiance of 1920s bars and cafes.

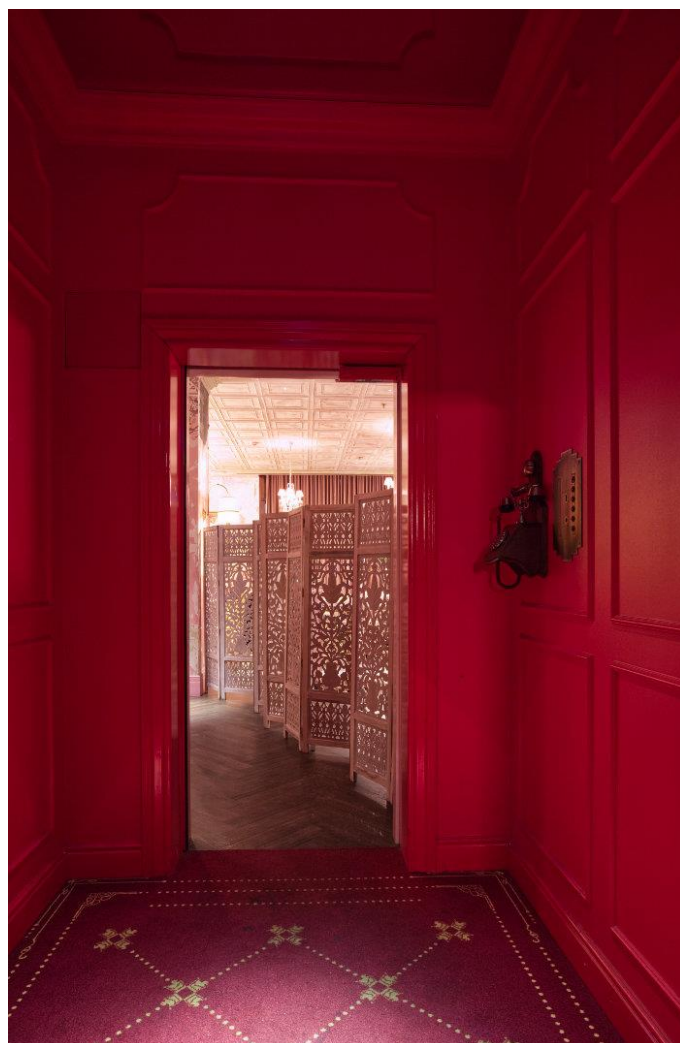


Above: The ceiling boasts a coffered design adorned with layers of decorative ornaments such as picture frames and wallpaper that simulates peeling. Below: A table adorned with antique mirrors reflects the surrounding pink ambiance, capturing the essence of the ceiling decoration and chandelier.





Above: Marble café tables and Asian-style partitions are arranged to create a visually striking composition. Bottom right: The passageway leading to the adjacent bar is painted in vermillion red, reminiscent of a scene from a Hong Kong movie set. Bottom left: The passageway to the bathroom features partitions with wood-carved wallpaper and polished glass, creating an intriguing rhythm in the space.



2. Verōnika

Project Overview

"Kunsthaus Tacheles" used to epitomize Berlin's alternative culture. Artists took over the ruins of a department store built in the early 20th century during the 1990s. Graffiti adorned the walls, and the expansive courtyard transformed into a studio for crafting large-scale artworks. Last year, the decrepit building underwent a modern transformation under the master plan by Herzog & de Meuron. In one corner, the Berlin branch of the "Fotografiska" photography museum emerged. Additionally, Verōnika, a restaurant, café, and bar, has garnered significant attention.

The interior of Verōnika, designed by Werner Aisslinger, a Berlin-based designer since 1987, reflects his familiarity with the city's transformations since the 1990s. While preserving the raw essence of Kunsthaus Tacheles, such as walls adorned with graffiti by artists and exposed steel frames and bricks, the furniture is meticulously selected, featuring sophisticated designs using velvet and soft leather materials. The counters are embellished with "Soap," a tile crafted by Sebastian Herkner for Kaufmann Keramik, resembling a split cylinder. The design evokes Berlin's essence without delving into nostalgia.

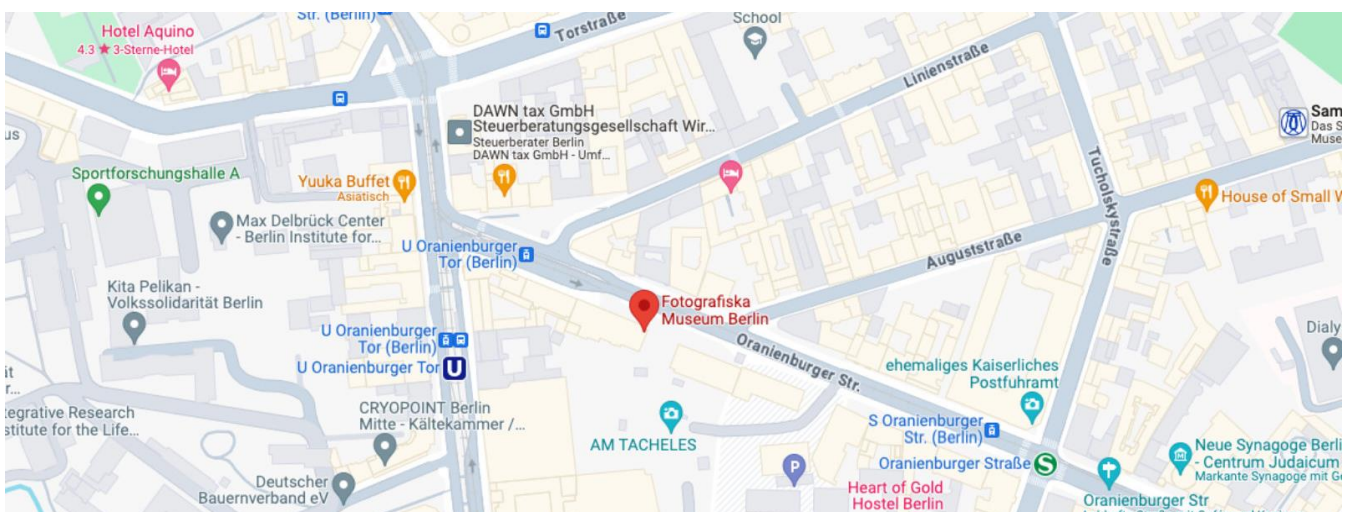
This concept extends to the uniforms of the restaurant staff. The unisex skirt and pants suit proposed by Berlin designer Esther Perbandt embodies a style found in major cities worldwide. It complements the urban ambiance characterized by a blend of high-quality, sophisticated, and vintage furnishings.

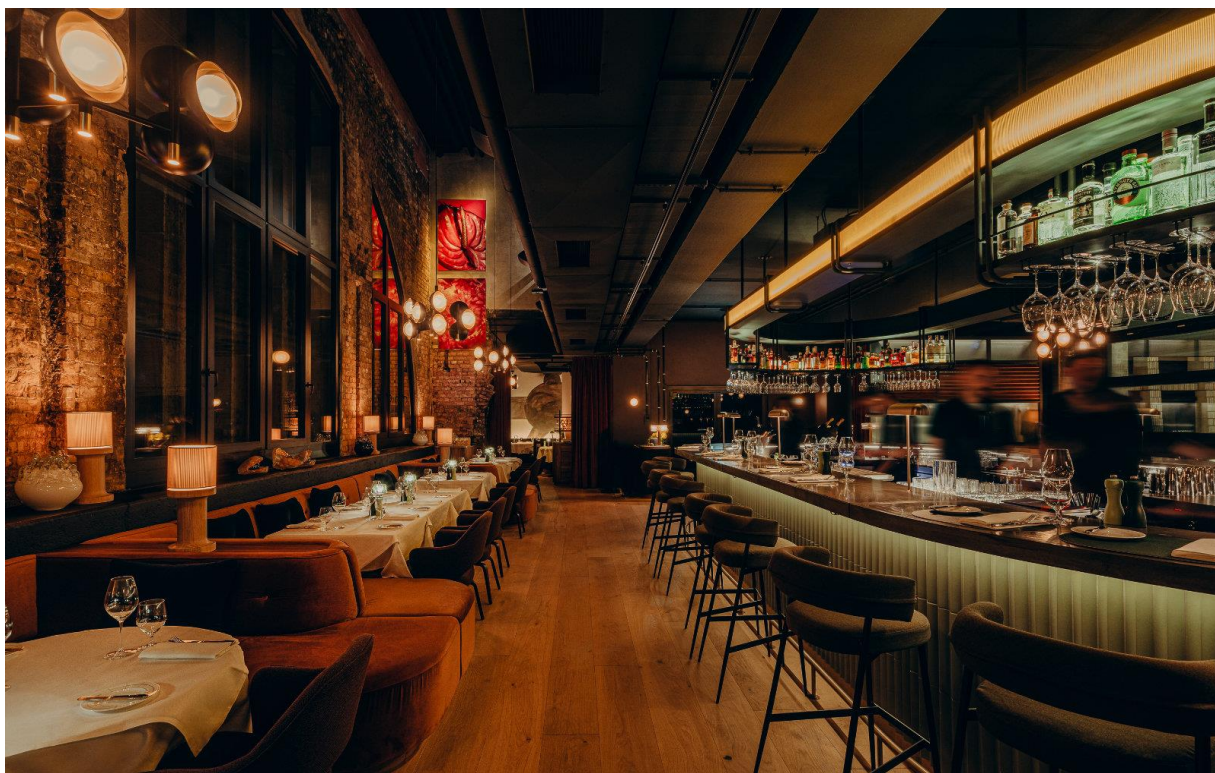
Project Details

1. Client: Fotografiska
2. Type of Business: Restaurant, Bakery and the Café Bar
3. Open Date: 09/2023
4. Location: Oranienburger Strasse 54, 10117 Berlin
5. Size: 338 m2
6. Interior: Werner Aisslinger
7. Website: <https://www.veronikaberlin.com/>

Photo (c)PION Studio

Location





Above: A lengthy counter positioned at the heart of the restaurant accentuates the spaciousness of the area. The semi-circular tiles contribute to a rhythmic visual effect. Bottom right: Vintage items and contemporary lighting fixtures, crafted by Aisslinger, illuminate a mural left by an artist, adding character to the space. Bottom left: Staff uniforms are showcased, reflecting the establishment's modern yet sophisticated aesthetic.

