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*P.5 and Christophe Marchand Design
Cakefriends
Zurich, Switzerland*

‘Our aim was to create a modern Alpine hut with atmosphere’

Roger Bächtold

Cakefriends

A new interpretation of 'Swissness' deep in the heart of Zurich is Cakefriends, a café and takeaway created by P.5's team of interior designers and product designer Christophe Marchand, who chose a successful mix of tradition and high-tech for the flagship store.

Text by Clare Lowther
Photography by Peter Kindersley

Just another five minutes and the marble cake will be ready to serve. A display above customers' heads indicates the exact time the next treat will emerge fresh from the oven. The aroma of fresh baked goods is hard to resist. It tempts many visitors to the Cakefriends café to linger a bit longer than originally intended. Situated in the historical centre of Zurich, the corner café with its large glazed façade wears a crisp red-and-white logo that features a heart and a cross. 'We wanted to combine Swissness with a love of the product,' says Meiert J.Grootes, the CEO of Cakefriends. Established as a franchise, the newly founded business – backed by the Swiss Panadoro Group and Spain's Natraceutical, both foodstuffs corporations – is based on a newly developed dough for baked goods that contains no chemical or artificial additives. The raw materials are manufactured by certified Swiss firms. With such care going into the cakes, muffins and quiches, it's only logical that the backers wanted an interior and furnishings with the same high quality. Zurich-based design team P.5 was asked to come up with an overall concept for the café and takeaway. Together with local product designer Christophe Marchand, P.5 presented its client with a coherent solution that took only three months to realize. The café opened its doors in April 2007. Takeaway and café are on different levels connected by three steps. The atmosphere in the café is friendly; bright grey, white and wood tones predominate. The striking red-and-white logo hangs as a light box above the low bar in the middle of the room. 'Our aim was to create a modern Alpine hut with atmosphere,' says Roger Bächtold of P.5. Traditional and indigenous elements unite with high-tech freshness and transparency. The materials reflect the high quality of Swiss products. Slate and oak from the forests of Grisons give the space a



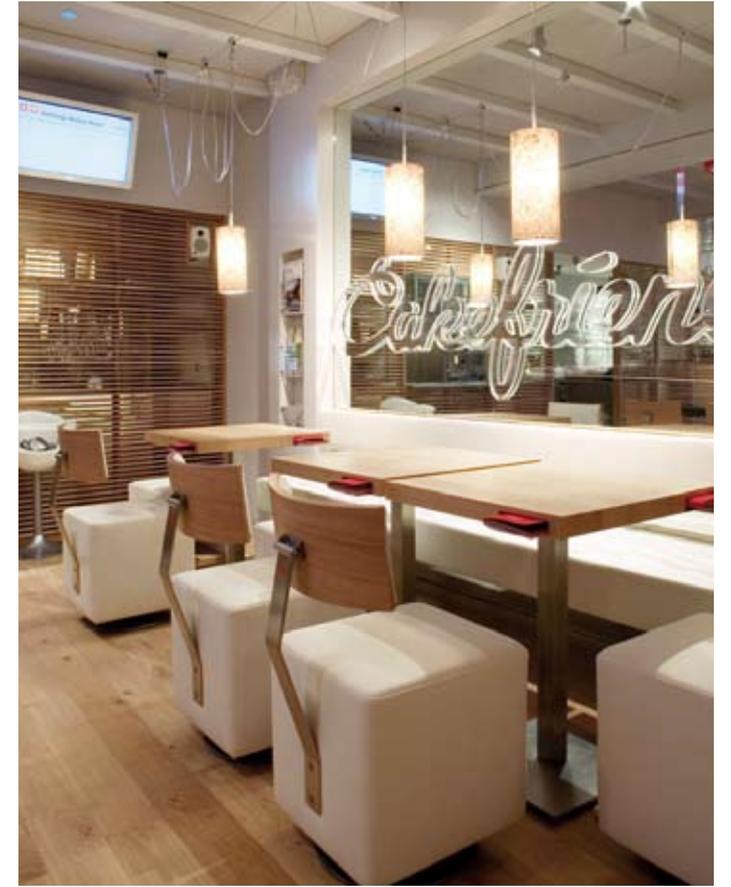
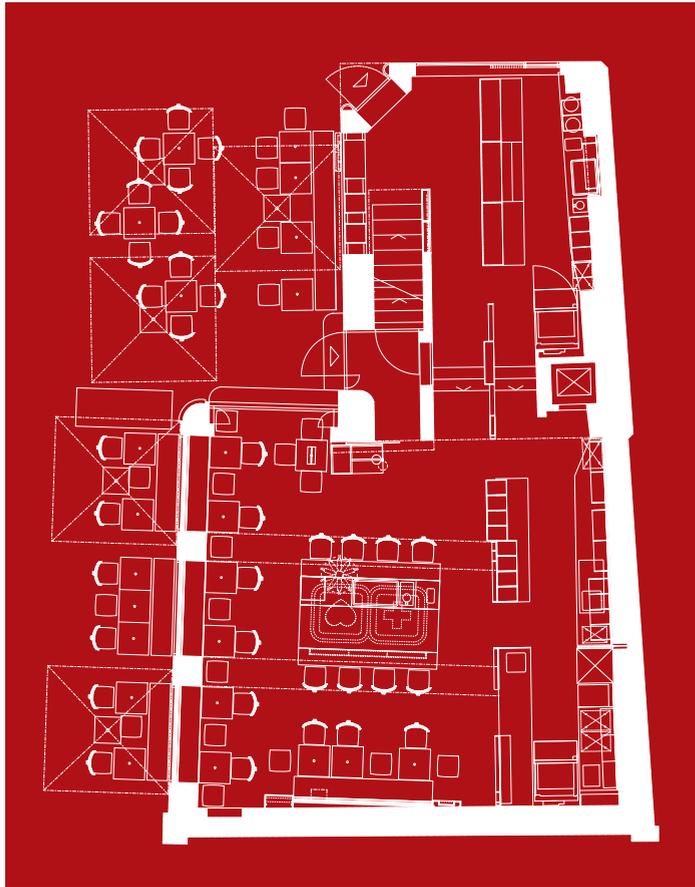
national character and reflect the Cakefriends' philosophy, which includes the use of local products and cultural aspects in both interiors and edible delicacies. 'Clichés, too, have a role to play in our contemporary version of what is typically Swiss,' says Bächtold. And so the cuckoo clock hangs on the wall, albeit unusually clad in a coat of white paint.

P.5's new interpretation of the traditional Swiss bakery separates the laboratory-like kitchen from the café proper, but the dividing walls composed of horizontal wooden slats do provide a view of what goes behind them. Activities can be seen through differently shaped vitrines inserted in the walls that hold an assortment of baked goods. On the display above, baking times alternate with black-and-white photographs of Swiss mountain landscapes. A mirror that extends the café optically is decorated – as is the display window – with the curved lettering of the name of the café.

Furnishings and accessories also merge modern with traditional: Marchand's material medley features white leather, warm wood and cool chromium steel, not to mention an abundance of clever details. Red menus slot into tabletops with indentations in the middle for cake stands. Marchand's swivel chairs and stools have storage space for bags. The space can be rearranged by moving the tables closer together and shifting the white lights above them. The lace adorning Marchand's pendants is an homage to Swiss textile manufacturing. He also designed the simple white porcelain tableware and the ergonomic cutlery especially for Cakefriends.

The overall concept that P.5 was asked to create has been realized throughout the interior. Other purposed-design items include staff uniforms, carrier bags, takeaway packaging and sugar sachets, all conveying the same message: modern Swissness. Plans for the Cakefriends concept to be exported to some 50 other cities, from Barcelona to Dubai, are scheduled to begin in 2011.





01. BAR | 02. DINING AREA | 03. KITCHEN | 04. CLOAKROOM



Christophe Marchand Design (CMD)

Christophe Marchand Design (CMD) was founded in Zurich in 2000. The five-man team, led by product designer Christophe Marchand, bases its work on a combination of design, construction and engineering. 'Our aim is to develop and design everyday objects that are highly functional,' says Marchand. After learning to be a cabinetmaker, the designer studied industrial design at Zurich's Academy of Art and Design. CMD's products have won a string of awards. Clients include Alias, Thonet, Team by Wellis, Embru, ICF, Ycami, Steelcase and Wogg. Christophe Marchand also teaches at the Ecole cantonale d'art de Lausanne (ECAL).

P.5

Based in Zurich, P.5 was founded in 1999 by Roger Bächtold and is active in the fields of interior architecture and visual communication. 'Quality and consistency are the alpha and the omega of a successful business,' says Bächtold. After studying structural engineering to become a draughtsman, he worked for seven years in Zurich's famous DAI design agency before striking out on his own. A network of craftsmen underpins the business. The five-man team, which undertakes projects at home and abroad, specializes in work for the hospitality sector.

Information

Consultants: Aumann & Hochmuth Design and Freiwild Advertising
Manufacturers: Pentd, Rusterholz + Lanz, Neuco, Etavis Installationen, m parkett, Stücker, Stoll Reklame and Opera
Capacity: 40 seats
Total floor area (m²): 250
Total cost (€): 1,000,000
Duration of construction: 3 months
Opening: April 2007

Designers

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P.5

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Project

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Mon – Thu: 8 am – 10 pm
Fri – Sat: 8 am – 12 pm
Sun: 10 am – 9 pm