

design



BBC set to halve creative services roster
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Handy man

Simon Spilsbury in profile



1, 2 and 5 The Chin Chin Laboratorists in London's Camden, with furniture constructed from Formica and scaffolding (designed by Shai Akram and Andrew Haythornthwaite), molecular logo and ice cream frozen on site using liquid nitrogen

3 Neapolitan company Zazà's kiosk, designed by Afroditi Krassa, in the Westfield London shopping centre

4 Scoop's outlet, designed in-house in collaboration with an Italian graphic designer

6 and 7 Gelupo in London's Soho, with branding by Caz Hildebrand, creative partner at Here Design

8 and 9 Packaging of Tiptree's 'adult' range of ice creams, designed in-house in collaboration with Vineyard Design

10 and 11 Interiors of frozen yogurt bar Tangy Sweet in Washington DC in the US



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restaurant branding, which we also designed, but additionally wanted to be sure the marque could stand alone. In our minds, the typography [using the font Mostra] is reminiscent of 1930s and 1940s Italian design rather than traditional ice-cream style,' explains Caz Hildebrand, creative partner of Here Design.

'The ice cream is worlds away from kids' stuff,' she adds. 'It is sophisticated, adult food – though, I'm sure, also enjoyed by kids – and we wanted to reflect that. A favourite flavour is burnt-almond granita, hardly on a par with a Twister or a Fab lolly.'

Zazà is another recent entrant. It's a Neapolitan company that has innovative and very compact technology which allows ice cream to be made on site with a device little bigger than a microwave. This enables it to have small upmarket kiosks in shopping centres such as Westfield London and Canary Wharf, designed by Afroditi Krassa. 'It was important to communicate that the gelato is made on the premises and that it is different from British or American ice cream,' she says. 'And if they run out of a flavour they can make it again in 20 minutes.'



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It's a real step away from sweetness and traditional ice-cream parlours. There are no powder pinks

Shai Akram, The Chin Chin Laboratorists

The Chin Chin Laboratorists in London's Camden Lock also offers bespoke ice cream – dramatically frozen on site with liquid nitrogen. From a logo that looks like a molecular diagram to the radical interior, the parlour turns its back on ice-cream convention and stages the making of the ice cream as an eccentric performance.

Formica and scaffolding allowed a quick build (six weeks from brief to opening), creating one single piece of furniture which holds all the cabling and lights. 'You could lift it out and plug it in somewhere else,' says Shai Akram, who designed it with Andrew Haythornthwaite.

'It's a nutty professor's place – we wanted to build an ultra-specific, finely honed laboratory. Everything is broken down into specific stages,' says Akram. 'It's a real step away from sweetness and traditional ice-cream parlours. There are no powder pinks.'

The emphasis on ritual is, however, very "ice cream". Instead of pigging out with a tub in front of the telly or doing the passeggiata in Sorrento with a pistachio cornetto, it's now a case of watching it being made in front of you. Long live ice cream – may it continue to reinvent itself. ■



3 & 4 John Sheares

10 & 11 Paul Burk