
BON APPÉTIT



Complete Branding for Restaurants,
Cafés and Bakeries



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



Studio: Substance
Photographer: Dennis Lo

Burger Circus

Burger Circus is a whimsical take on the classic late 19th century American 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 *Walter for Elephants* and practiced throughout the menus and posters which vividly display the different characters' quirks and talents.



