## BON APPÉTIT

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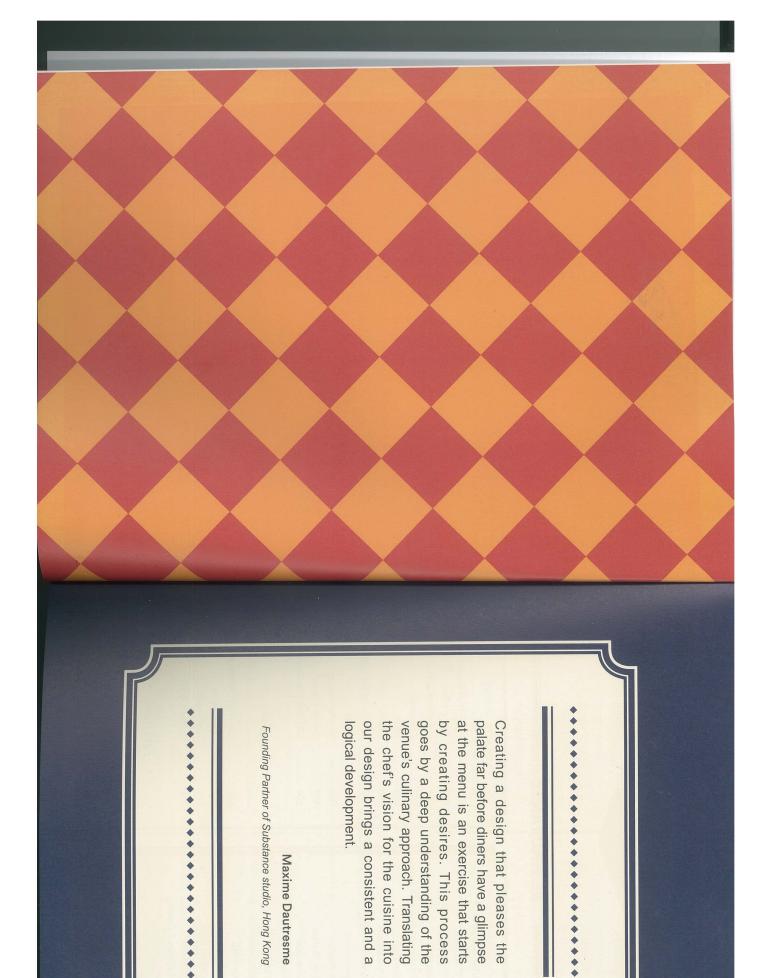








Complete Branding for Restaurants, Cafés and Bakeries



Photographer: Dennis Lo Studio: Substance

Burger Circus is a whimsical take on the classic late 19th century Americana 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 Water for warm to content was derived from the movie Water for Elephants and practiced throughout the menus and posters which vividly display the different characters' quirks and talents. Burger Circus























