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# BON APPÉTIT

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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*







## Hotshot

The brand identity and interior design are direct reflections of fearless low-rider graffiti lifestyle of Hotshot. The restaurant's hangar interior is modeled around a hip-hop station, with iconic surfboards adorning the walls, vintage comics and classic beer crates. The materials used were chosen to reflect the easy-going aesthetic, incorporating sun-bleached wood, industrial corrugated steel surfaces, a bigass fan and bright neon signage. Every last detail, from the Airstream catering trailer to the comics on the menu, was custom-made and painstakingly crafted to transport customers back to a simpler, groovier time.

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Studio: Substance

KITCHEN AND BAR



