

透視雜誌

perspective

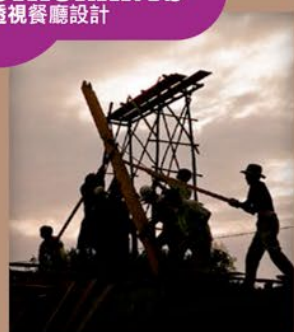
ARCHITECTURE
INTERIORS
DESIGN

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SECTOR: BARS & RESTAURANTS
專題透視餐廳設計



DREAM A LITTLE DREAM

Perspective Awards
2013 Best of the
Best winner Project
Little Dream returns
to Cambodia to
undertake their fourth
school project there
「2013年透視設計大賞」全場
總冠軍「夢·行動」再返柬埔寨
興建第四所校舍

WELL GROUNDED & WELL-ROUNDED

Founding director
Chris Wilkinson
on Wilkinson Eyre
Architects' grand 2013
Wilkinson Eyre Architects
創辦人Chris Wilkinson回顧
去年備受注目的設計

9 771606 255002 HK\$48
US\$18
€15



The quirky façade, complete with neon signage and illuminated pop art, was inspired by modern Scandinavian design

SCANDINAVIAN SWEET

Text: Teresa Chow Photography: Dicky Liu

At the new HeSheEat in Hong Kong's busy Mongkok district, designer Max Lam transforms a two-storey space into a quirky dish — and proves that Scandi style is about far more than just minimalist neutrals

Tucked away from the hustle and bustle of Mongkok's streets in a 40-year-old building, a two-storey dessert restaurant called HeSheEat is the latest addition to Hong Kong's burgeoning line-up of local dessert restaurants. The designer-in-chief of the space — Max Lam of Moderne Design — is also one of the owners of HeSheEat, so creating a gourmet feast for the eyes proved as important as it is for the taste buds.

While the overall design aesthetic was to be Scandinavian chic, Lam's first and foremost task was to salvage as much of the old building's yesteryear charms as possible. "We wanted to inherit part of the architecture; therefore, the staircase, steel handrails and brick walls are retained," he says.

Comfort and relaxation were the ultimate goals of the design plan. A stylish splash of bright pink on the light floor, along with gold designer pendant lamps and classy Edison light bulbs, adds feminine mystique to the overall feel of the space.

Another spatial challenge to surface was how to accommodate the necessarily substantial kitchen in the tiny space. "If we built a

standard kitchen with four walls, the ground floor would become very small and packed," Lam explains.

An open kitchen was the obvious solution, but this is not just any old open kitchen. In fact, it performs double-duty by also creating an enticing welcome space for guests when they arrive. "It is open at the front of the shop, providing an interactive space for the chef and customers. Watching the chef prepare desserts — and smelling them — is the best way to attract passersby, too," suggests Lam.

The next point to note is the 'dessert journey' specially created for this shop. Going up to the VIP area on the first floor, a large white feature wall is decorated with dessert sketches and drawings that further enhance the customer's experience, while firing up their imaginations for the desserts to be tasted. Nearby, another wall is filled with photo frames filled with photographs of delectable desserts.

"Through the dessert journey, we hoped to combine the taste of desserts with the senses of sight, smell and imagination, to complete the whole experience," concludes Lam.



The 'dessert journey' begins at the ground floor and continues up to the VIP area



An interactive space is created by the open kitchen



Shocking pink walls bring a modern, feminine touch to the shop

MINUTES with Max Lam



Max Lam

Do you prefer traditional Chinese desserts, rich western flavours or classic Hong Kong fusion style?

I prefer western flavours. Having dessert is about eating and relaxing. Western dessert cafés usually provide a more comfortable environment, so that we can enjoy our time with family and friends.

What do you love most about the dessert scene in Hong Kong?

People here love to have dessert after dinner. It gives me more than just happiness to see them enjoying a nice dessert served at our place. Their smiles are our biggest achievement.

In your opinion, are speciality desserts an important element of a dessert shop's offerings?

Absolutely. Speciality desserts create a profound impression on customers, and draw them back. People look for desserts which are both creative and special; not just in terms of taste, but also presentation.

What do you miss most about desserts from your childhood?

Pot pudding. My mum always made it for me as a reward if I performed well at school. It's not just the taste which made it unforgettable, but that it was made with love by my mum. ●