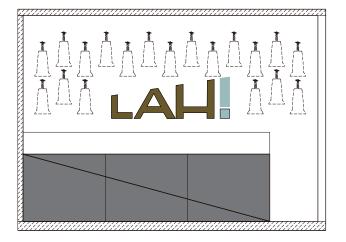
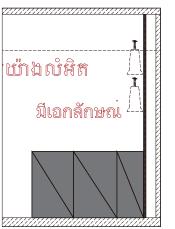




Counter Dining hall







Elevation



34 NEW PROJECT 35



LAH! Restaurant wants to win the challenge of introducing the South-East Asia through a new, innovative and unique space. The project idea is that of bringing the core of a distant and unknown land with different cultures, customs and religions shaping it in a design which can produce a friendly space, speaking of architectural forms and proportions, to generate intense sensory emotions in the audience.

LAH! excites the visitor who is surprised finding a different place without the typical features of a Chinese or a Japanese restaurant. To achieve this aim, we offer an unusual spatial distribution, thought as a continuous fragmentation of the main space. These panels remember those advertisements based on old images of huge Asian cities where the apparent disorder generates in our mind the perception of an harmonious space through the use of a fluid architectural language with a strong personality. Beyond all doubt, these segmentations assure a pleasant experience in a comfortable environment composed of intimate spaces which turn out to be welcoming and stimulating to those using them.

People communicate through language and writing. It is curious and amazing that in this area of the world people use completely different writing systems according to their historical and cultural influences: Indian, Chinese, Arabic... For this reason, we thought it would have been interesting to work at graphic level on some South-East Asian writing forms, merging them in the project in such an informal way. We can find Thai, Cambodian and Jawi words (the latter is the ancient alphabet used in Malaysia and Indonesia) which are distinguishable for their huge aesthetic power.

When we think of Asia, it is not hard to imagine huge paddy fields, wonderful coasts and paradisiacal beaches. Indeed, the reported landscapes and the daily use of natural elements have always been present in the Asian culture. Therefore, during the design stage, we thought to use only those materials that could be found in nature in order to communicate these feelings. This is why we have only made use of recyclable materials to develop a distinct architectural awareness and to be consistent with the project.

Entering LAH! is like entering into different South-East Asian towns at the same time and being welcomed by informative signs with distinct writings on them by which we understand we are dealing with different places, cultures and cooking traditions...all in one place! The space is enriched by particular decorative elements originated from the interpretation of traditional items. For instance, the lamp in the entrance is composed by typical Asian hats, then painted with various colors; bells, which are usually found in the Buddhist templar, are here located in the entrance to welcome the customers, and benches are inspired by the typical Thai pillows in their forms and colors. The harmonious combination of decorative elements, which resemble traditional items, and cosmopolitan components creates a sort of interplay between simplicity and strong personality. This fusion aims at fulfilling the expectations of the costumer, who will remember this place for its uniqueness.

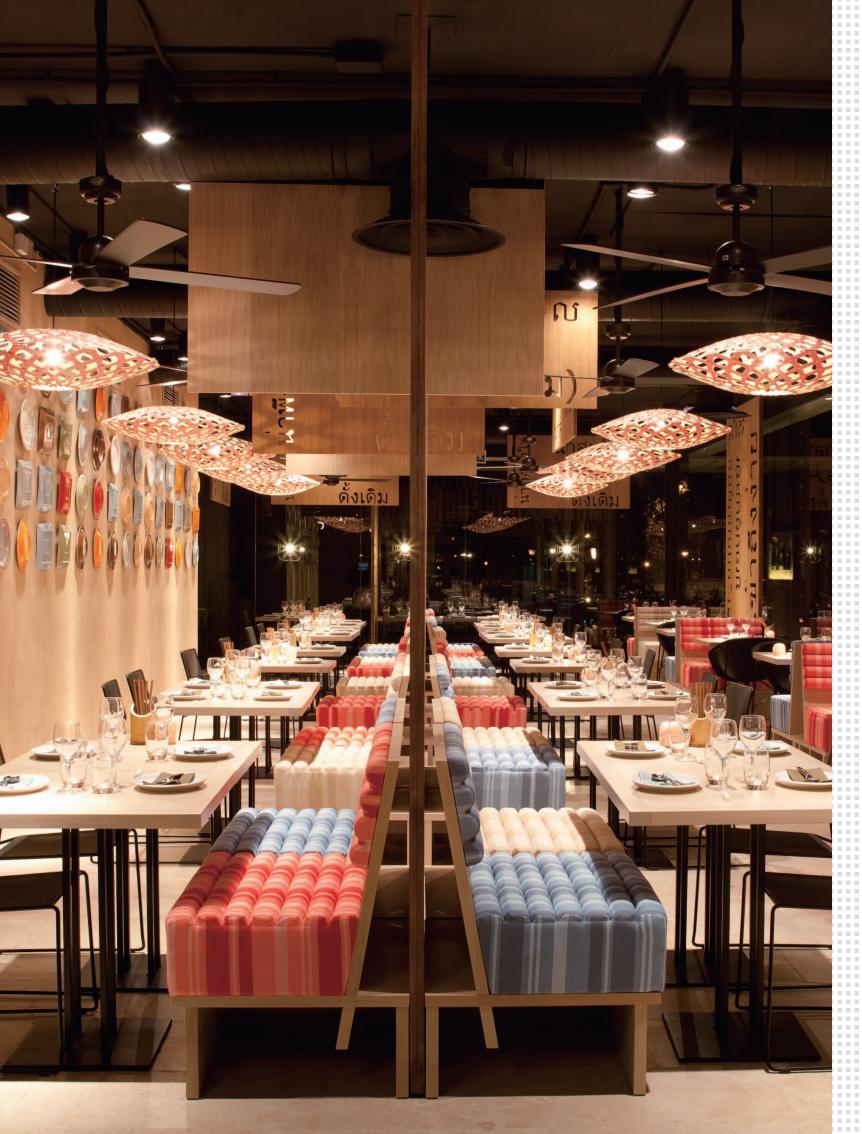






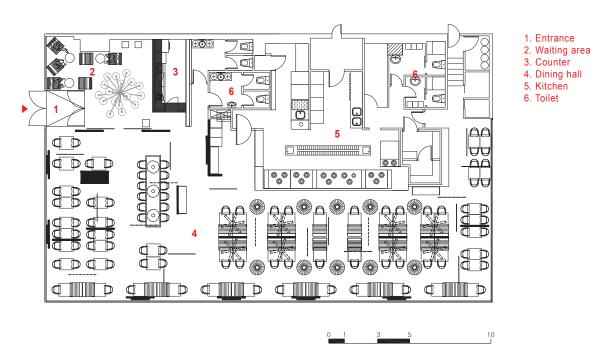
Detail of dining table

36 NEW PROJECT 37







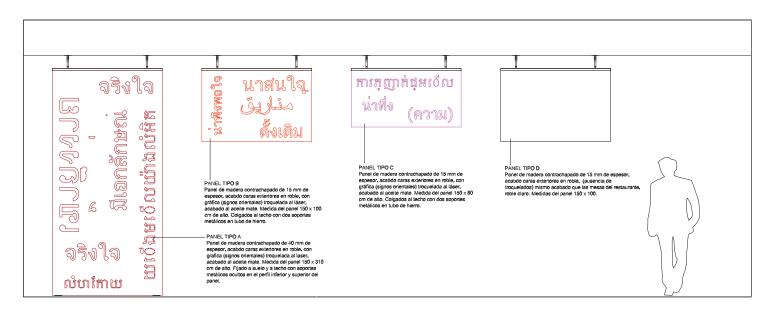


Floor plan

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Outside view



Panel detail

스페인의 마드리드에 동남아시아의 정취가 물씬 풍기는 라! 레스토랑이 완성되었다. 디자이너는 유럽에서는 볼 수 없는 다양한 문화, 관습, 종교가 공존하는 먼 미지의 땅인 동남아시아를 콘셉트로 강렬하고 감각적인 경험을 주는 독특한 공간을 계획하였다.

이곳은 전형적인 중국이나 일본식 레스토랑과는 다른 공간을 선보인다. 특히, 식사공간을 분리하는 천장에서 내려오는 수직 목재판에는 태국어, 캄보디아어와 함께 말레이시아와 인도네시아에서 쓰는 고대 알파벳인 자위어를 그래픽화하여 타공해 눈 길을 끈다. 역사와 문화의 영향을 가장 많이 받는 것이 언어인 만큼 문자가 타공된 목재판은 이곳의 정체성을 명확히 드러내 고 있으며, 마치 아시아의 대도시들에서 보이는 광고판을 보는 듯 무질서 속에 조화로움을 선사하고 있다. 또한, 이러한 유동 적인 건축언어는 친밀한 분위기 속에서 편안하면서도 즐거운 식사시간을 가질 수 있게 한다.

이외에도 이곳은 광활한 논밭, 아름다운 해안, 천상의 해변 등 아시아에서 흔히 볼 수 있는 자연과 일상의 조회를 레스토랑 내부에 그대로 담아내고자 자연에서 찾을 수 있는 재료와 재활용자재들로 채워갔다. 아시아풍의 모자를 쓴 출입구 전등, 절에서 흔히 볼 수 있는 풍경(종), 타이의 전통베개를 닮은 긴 의자 등 전통적인 물건들을 재해석한 장식적인 구성요소들은 공간을 더욱 풍성하게 하고 있다.

자신만의 색채가 강렬히 느껴지는 전통적인 요소들과 세계적인 요소들이 적절히 결합되어 있는 라! 레스토랑은 색다른 공간, 문화, 전통이 존재하는 특별한 장소로 방문객들을 안내하고 있다.

40 NEW PROJECT 41