

Brandesign[®]

GEOMETRIC
PATTERN

幾何
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BLACK &
WHITE
PATTERN

黑與白
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HAND MADE
PATTERN

手工圖案
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BEARS & FRIENDS

Design: Markus Kratz & Bettina Kratz * kpluskonzept GmbH * 2014
Photography: kratz fotografie

Freshness, joy of colour and juiciness, main characteristics of the Bavarian Bears & Friends gummy bears, were to be reflected vividly, but not exuberantly in its diversity. Floor and walls are decorated with an ocean of dots, looking like a juicy gummy bear party. The ordered structure of the grid points creates a homogeneous appearance, playing consistently with the round shape of the large plate-shaped pendant luminaire. Further eye-catchers are the highlight bears in the wallpaper and the oversized bears on the facade implemented as foil cut. And an attractive tasting shelf, also bear shaped, appears on the back wall behind the counter.

BEARS & FRIENDS 是一款巴伐利亞小熊軟糖。其店面設計旨在生動呈現軟糖的清新、色彩繽紛和口感多汁等特質。進入室內，地板、牆壁佈滿波點圖案，置身其中猶如正在參加一場小熊派對。縱橫交錯的波點營造了視覺上的統一，與天花板的圓盤吊墜非常搭調。同樣吸睛的還有牆紙上突顯的小熊形狀，以及小店臨街外牆上由箔裁切出的小熊。此外，櫃檯後牆的試吃貨架也精心打造成了小熊形狀。

