



LAURENT KEW

Golden

MARKING 25 YEARS Melbourne artisan bakery Laurent celebrated with an elegant new store in Kew, conceived by Kylie Dorotic (above left) and Alicia McKimm of Golden who took design cues from the art of patisserie. *What was the brief?* Golden was approached by Laurent which were embarking on refreshing a number of sites as well as the design of new outlets, the first of which was Laurent Kew. The brief was to generate a design narrative which spatially connected their multiple stores and uniquely reflected their location and locale. It was also to create an environment that was more inclusive to a wider demographic. *What were the challenges and how did you resolve them?* The restaurant is close to a heritage church, which while beautiful called for a revised planning orientation for the restaurant. The existing bluestone palette surrounds were abundant so the interior scheme complements its external context while also presenting a fresh and comfortable interior. *What were some of the influences that shaped your design concept?* Inspiration was drawn from the art of patisserie, the circular forms and organic curves a reflection of the folding of pastry. The well-established brand and its offerings heavily influenced the materiality of the space. A backdrop of high-quality, luxury materials was selected to display and reflect the elegance of the pastries and desserts on display. *How would you*

describe the completed interior? A layered design palette nods to future sister sites also designed by Golden while evoking a Parisian-style sophistication reflective of the site and its context. Classic design, luxurious materiality and custom ambient lighting is enriched with playful yet refined detail, tactile finishes and curved forms. *What informed the selection of furniture, art, fittings and finishes?* The brand and clientele drove the initial selection, the iconic 'Hoffman No.18' bentwood chair a consistent feature and nod to French sophistication, while luxurious materiality of stone, velvet, polished plaster and metal speaks of delightful indulgence. Ambient lighting ensures a welcoming guest experience and sets the tone for a place to linger, with a delicate pendant light by Anna Charlesworth overhead. *What are some of your favourite elements?* The curved travertine banquette, which offers a place to sit and also works to separate the takeaway area behind. The bespoke pendant by lighting artist Anna Charlesworth. The beautiful collection of junction details which collate to bring the spaces and design to life. *How have patrons responded to the space?* The client was thrilled with the outcome and the space has been really well received. Laurent Kew has elevated the brand experience becoming a destination landmark to a loyal customer patronage. designbygolden.com.au

Photography SHARYN CAIRNS