

January 2012

Easy - Simple - Uncomplicated

**Re-Design for VAPIANO - 100 times VAPIANO
New opening in Vienna with New Design by Matteo Thun**

Almost 10 years ago, Matteo Thun designed the Interior for the first VAPIANO restaurant in Hamburg - Time for a Re-design now.

End of November opened the 100th VAPIANO restaurant in Vienna at Vienna West train station with revised interior design and 260 seats.

The VAPIANO restaurant in Munich, at 'Fünf Höfe' will be renovated during Summer 2012 and will start the Re-Design Roll out.

The refreshment of the Interiors is an evolution of the original design idea and reflects the principle of the brand: the love of food, of freshness, of manufacture. The design interprets the Mediterranean Ease - eating together, communicate together - in a cosy atmosphere that accurately articulates the essence of the brand VAPIANO.

The Viennese location is the pilot location for the Re-Design. Transparency, brightness and lightness define the space and honesty identifies the materials: wood, marble, soft leather and different moods of light.

Fresh Herbs, green vertical plant walls, boxes with fresh vegetables, direct insight into the Pastamanifattura visualizes the Claim of VAPIANO: freshness of food and direct, individual preparation.

The Re-Design optimizes subtly yet significantly the lightness of the rooms. Choosing food is easier, clearer - analogue and digital media inform without disturbing the view. Technical elements remain hidden. Reduced, lighter profiles of the furniture influence the pleasant, communicative sense of the space.

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