



Pure space created by the white décor

- **Project name**
Grandma Bakery Café—
Nişantaşı
- **Location**
Nişantaşı, İstanbul, Turkey
- **Site area**
861 square feet
(80 square meters)
- **Completion**
2015
- **Interior design**
Zemberek Design
- **Photography**
Aytekin Demircioğlu

This bakery was the first in the Grandma branch by a new entrepreneur in the sector, offering a café bakery where traditional, natural, and organic products are sold. The shop supplies a variety of products such as sourdough breads, croissants, scones, bagels, muffins, different vegetable dishes, and cakes. The name “Grandma” was derived from the owner’s grandmother, as her recipes brought the concept to life.

The aim was to create a warm, comfortable, and intimate environment—in sync with

the “grandma” brand and the theme of the “neighborhood bakery”—yet working within an essentially sterile shop space. Additionally, the store had to have a way of keeping the products fresh every day and constantly rotating the products offered for sale at different times of the day.

In the design process, the product–customer relationship was re-evaluated in the approach, aspiring to give the products and the customers as close and unhindered a relationship as possible. In this context, it

was critical that the products be visible to passersby to showcase the products.

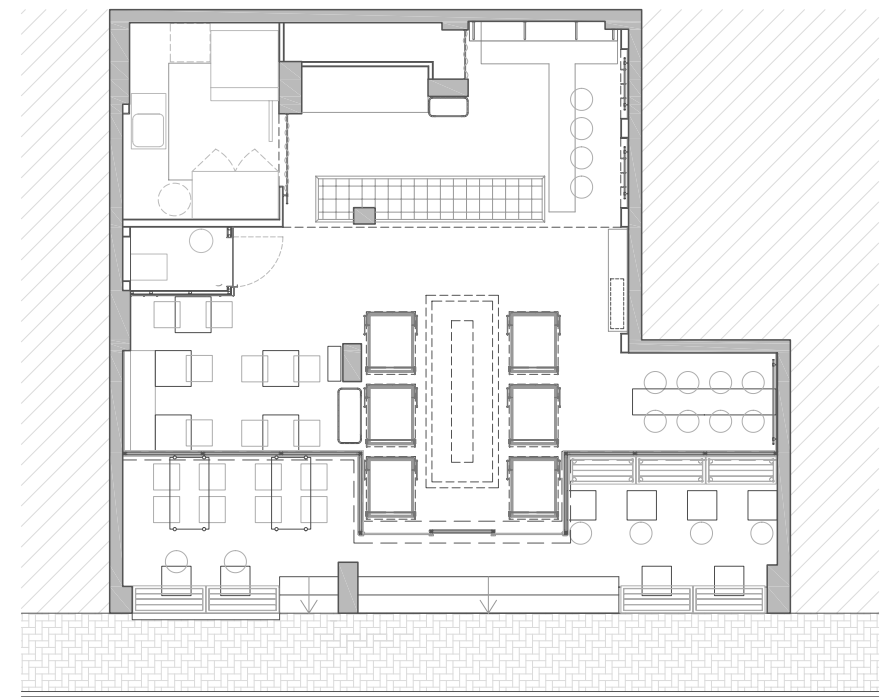
Another challenge was that the shop floor was lower than the street level, and it had a relatively low ceiling level. The solution was to make it easily visible from the inside and from the street, and to create an integrated outdoor-seating area that spilled off the interior of the shop.

To achieve this, the façade—which is also the shop window—was pulled back from the

frontage of neighboring structures. Thus, the height of the façade increased and it became easier to perceive the interior from the outside. The middle part of the inside pocket was pulled towards the street so that the products could be easily observed from the outside, and the window space was increased. As such, the customers’ spatial experience starts from the distance and continues without interruption to the products.

With the products as the foreground, the inviting, warm, and intimate space the





Plan

client wanted to create was achieve through materials, textures, and color choices. The whites help to create a clean and holistic look. Familiar and warm materials such as solid wood and ceramics further bolster this warmth. The handmade aging-brass-iron details also promote the brand identity.





Warm environment created by white patterns and materials

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- **Project name**
Grandma Bakery Café—
Akmerkez
- **Location**
Akmerkez Shopping Mall,
Etiler, Istanbul, Turkey
- **Site area**
2583 square feet
(240 square meters)
- **Completion**
2017
- **Interior design**
Zemberek Design
- **Photography**
Safak Emrence

The second store of the Grandma brand is an artisan café bakery that offers products that are made the natural, organic, and traditional way. As mentioned in the previous case study, the name “Grandma” was derived from the owner’s grandmother, as her recipes brought the concept to life.

The brand’s design story started with its first store, which had a design concept of a “neighborhood bakery.” After coming up with the idea of opening a branch in a shopping mall, the necessity of

merging the coexistence of these two different concepts—which have cultural contradictions in their roots—became apparent. As such, the aim was for the store to be able to bring itself into existence in the shopping mall’s sterilized, active, and consumption-oriented dynamics in its own way that melds with the grandmother concept, which is cozy, comfortable, protected, and sincere in spatial sensation.

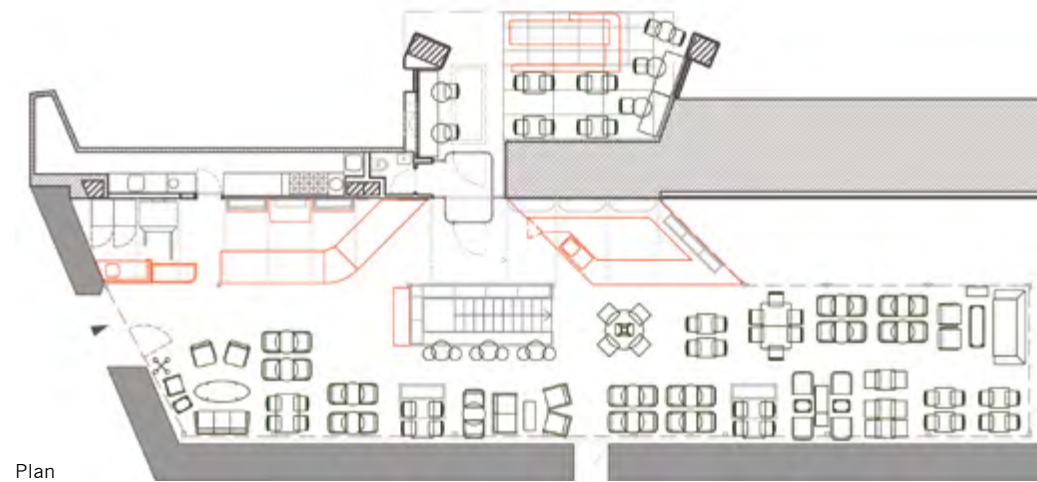
The grandmother concept, which underlies in brand’s story, is reflected in the design of

the place, which has a wide outdoor space. The concepts of sincerity, comfort, experience, multilayeredness, and good memories reminiscent of being in grandmother’s backyard is infused into the atmosphere of the space.

Effective criteria in materials, color, and pattern selections were not only for the sense of professionalism of the brand in the store but also the sustainability of a warm and inviting atmosphere when the products stand out. Dominance of white in different patterns and materials used in the store formed the basis of the atmosphere in points of matching up with the brand’s corporate identity and supporting the integrated construct. As warm and

familiar materials like solid wood and ceramic refer to the warm identity of the store, handmade and distressed brass details were used for supporting the brand’s artisan attitude. In sitting areas, different furniture and fabrics were used together to arouse the feeling of spontaneity and life experience. Most of the furniture was specially designed for the store and readymade furniture was picked from secondhand stores.

Along with its outdoor space, Grandma Bakery Café has an interior space where there are exhibition units of various products and brands in the shopping mall. The interior space is separated from shopping mall’s common

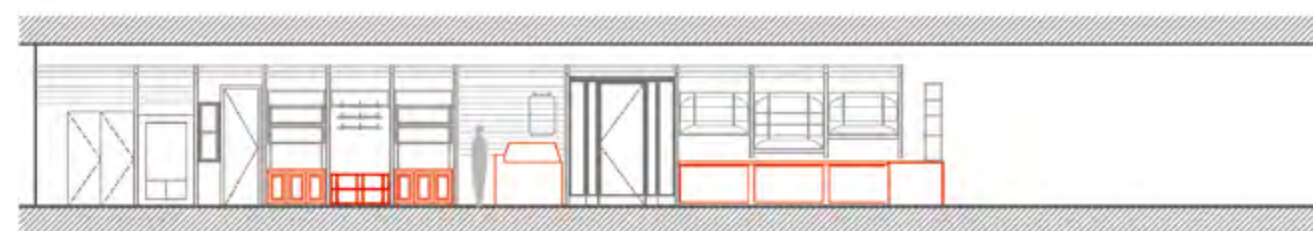
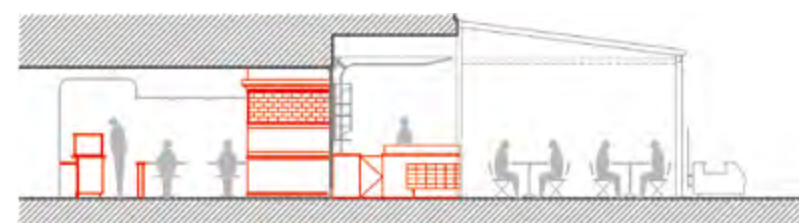


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areas in a permeable way with a light structural shell. In the outdoor space, due to administrative necessities, the counter and service area are located under eaves that complete the shopping mall's volume. For the purpose of defining the space, a structural covering component, composed of metal, was placed under the eaves.

The transit area that connects the bakery's interior and exterior space is located between the bar and service area in a way that will not interrupt the sustainability of the relationship between the customer and product.





Sections