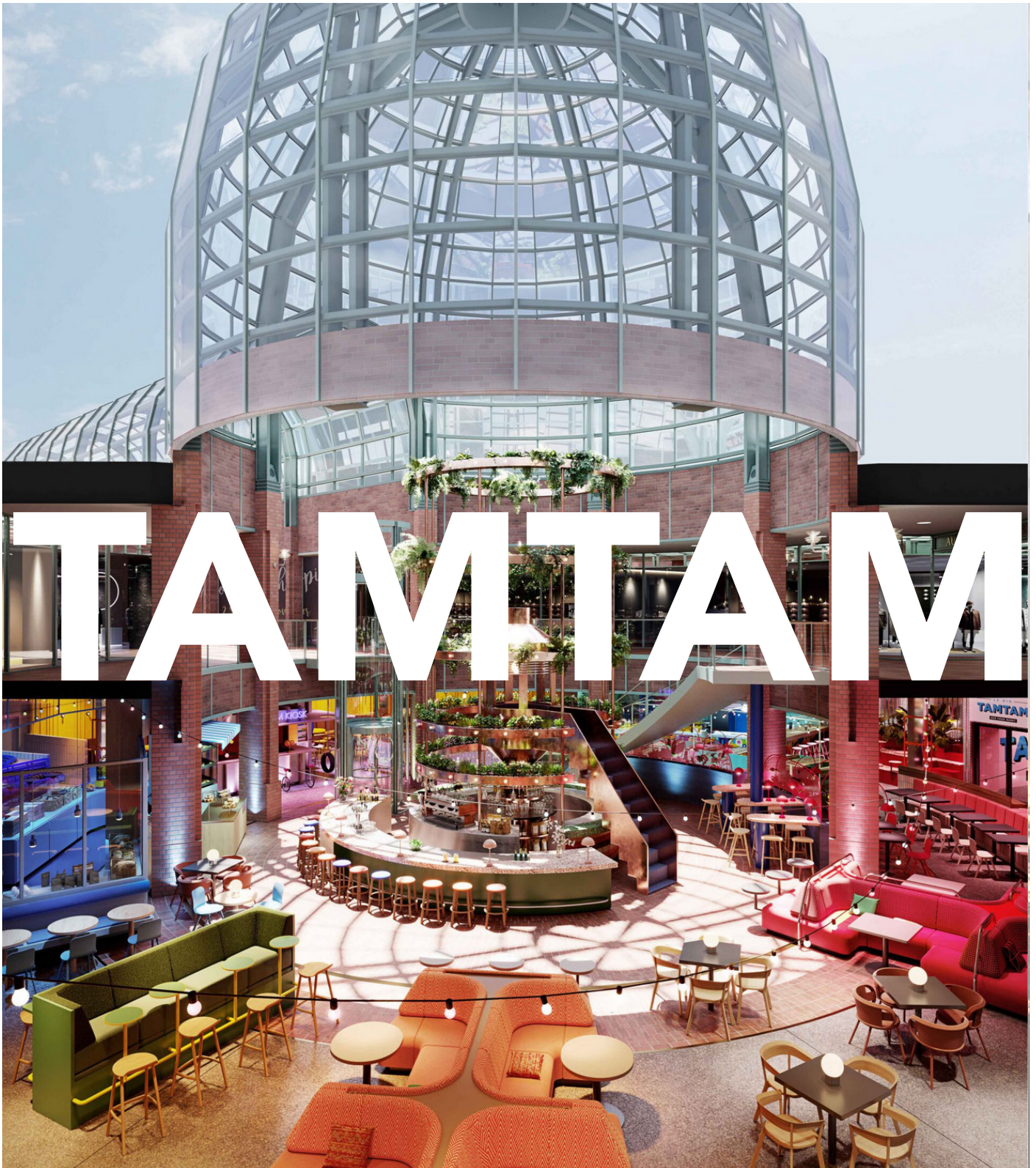


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Under embargo until 12 July.

„FOOD QUALITY MEETS ULTIMATE DESIGN EXPERIENCE“ - STUDIO AISSLINGER DEVELOPS HOLISTIC DESIGN CONCEPT FOR LE BIG TAMTAM FOODCOURT IN HAMBURG'S HANSEVIERTEL DISTRICT

Renowned German architecture and design practice studio aisslinger is responsible for the interior of Hamburg's new flagship food court, Le big TamTam. Over a period of 4 years, studio aisslinger developed and completed the spatial design, look and feel as well as the interior design of Hamburg's first heritage listed mall, Hanseviertel at Große Bleichen. Together with Hamburg-based Tellerrand Consulting, studio aisslinger developed an entire food cosmos that ranges from the „smallest bar in Hamburg“ to a central „Farming Tower“, as well as „Kitchens“ designed as stages, where Hamburg's best food specialists prepare their renowned dishes live under the spotlight of a lightly lit ceiling. Le big TamTam opens on 12 July.

As an experience-orientated food court, Le Big TamTam is a milestone in the evolution of metropolitan food markets. The popularity of food markets has been growing in Europe's major cities for years, as they bring back the flair of authentic, home-made cuisine prepared by local chefs to city centers that are often dominated by franchise and chain restaurants. In doing so, Le Big TamTam goes one step further than the familiar collection of food market places: Curated, experience-oriented design in every detail and storytelling design elements combined with curated and legendary restaurateurs from Hamburg extend their authentic mood and atmosphere into the community seating areas of the radiant space, which is divided into colourful segments under the central dome of the Hanseviertel.

Hamburg's culinary spectrum at TamTam ranges from modern interpretations of fish sandwiches at „Underdocks“, ramen bowls at „Momo Ramen“, Neapolitan pizzas and craft beer from „Überquell“, culinary treats from Mexico at Miguélez and vegetarian, vegan dishes and chicken at Yeah Boy. An open bakery and the central round „Fünf Viertel“ bar will welcome guests under the large dome of the Hanseviertel.

Experience-orientated design

studio aisslinger works worldwide on public spaces, food markets and hospitality projects as a pioneer of experience-oriented spaces that inspire visitors not only through ultimate design, but above all through sympathetic and unexpected design interventions, materials and colour combinations. They surprise all users and guests by taking them out of their digital bubble and into a new analogue, real and unexpected world that is fun to discover. Hamburg's smallest bar is one such experience-orientated storytelling concept: guests climb up a narrow, steep staircase to a

small copper capsule reminiscent of a raised platform or a lighthouse cottage. The capsule turns out to be a cosy, round tower bench with a table that offers the best view over the Le Big TamTam market and still looks inviting and private like a small moon rocket capsule - surrounded by the Saturn rings of the central Indoor farming tower.

NOTES FOR EDITORS

ABOUT STUDIO AISSLINGER

studio aisslinger is a design and interior architecture office founded 1993 in Berlin, with an office in Singapore since 2008. The design focus on spatial design, ranging from cabins and new architectural concepts to product concepts, material innovations and culturally oriented visionary design. As a trendsetter in hospitality, retail and new work, studio aisslinger leads the way with its visions for future work-life-ambiences. The work of studio aisslinger reflects a symbiosis of commercial requirements and free creativity in internationally realised and award-winning large-scale projects as well as in design experiments and installations that are shown in museums and exhibitions. Milestones and high-calibre projects during this time include design for Vitra AG Switzerland, Cappellini Spa Italy, Zalando SE Berlin, 25hours-hotel Group, Accor Group France, Nordic Group Sweden, Basecamp Europe, Jägermeister SE, EHPC & SIRCLE Group Amsterdam, Thonet GmbH Germany, Fotografiska International Museums, Central Group Bangkok Thailand, SIGNA Group Germany and Metropolis Investment Group, USA. These and numerous other projects represent a special and far-reaching experience that demonstrates a very deep understanding of how and why design works.

www.aisslinger.de

Foodcourt reference projects by studio aisslinger:

Kantini Bikini Footcourt Berlin 2018
Central World Bangkok, Foodlevels 2019
Galeries Lafayette, Lyon 2025

NOTES FOR EDITORS

ABOUT LE BIG TAMTAM

Client: CBRE GmbH
Location: Hanseviertel Hamburg
Architecture: GMP Architekten
Catering concept: Tellerrand Consulting
Lighting design: Studio DeSchutter
Completion: 03/2024

Food court area: 1,000m²
GFA: 1,700m²

www.lebigtamtam.com

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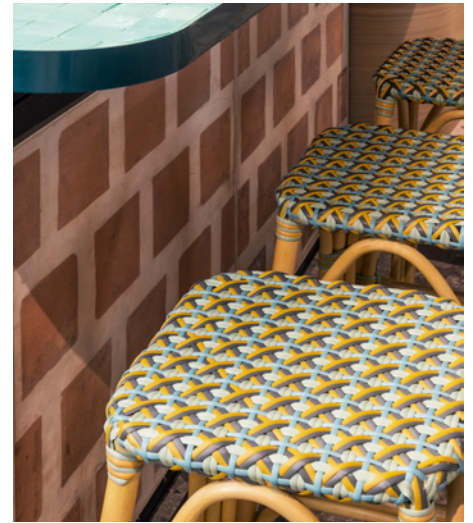
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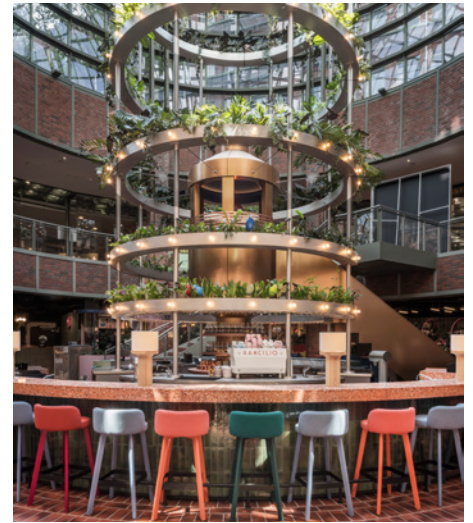
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