

Hospitality Design

NIGHT FEVER

5



FRAME



Copper striations run through the marble, echoing the grid-like pattern on the upper portion of the central island.

PHOTOS: MATTEO PIAZZA



Vyta Santa Margherita

Collidanielarchitetto

Italian cafe chain Vyta Santa Margherita makes its Florence debut in the former first-class waiting room of the Santa Maria Novella train station. The intervention, headed by Collidanielarchitetto, seeks to consolidate the historic identity of the listed building with the venue's contemporary luxuriance, creating a unique and engaging customer experience.

Lavish archetypal materials forged into sleek, linear forms acknowledge the station's rationalist aesthetic while presenting a fresh interpretation of Art Deco. The main attraction, a pink copper overhang in the shape of an inverted L, establishes an ample recess for the vending area and comprises rectangular units with thin, alternating combs that establish a harmonic sequence of voids. Hypnotic, mirrored cladding on the counters and back wall optically multiply the space. The bold Verde Alpi marble in the original venue's various surfaces, including the floor and countertop, is balanced with the light, graceful contours of La Palma's Miunn bar stools.

Pentagon Pendants from AfroditiKrassa serve as a temporal transition between the cafe's modern LED displays and a row of vintage opal-glass lamps above wood-paneled alcoves. Among the elements preserved by the architects is a boiserie with framed photographs from a bygone era.

The cafe is in the former sala di attesa, or waiting room, of the railway station, which is an archetype of 1930s rationalist architecture realised by Giovanni Michelucci.

WHERE

Florence, Italy

OPENING

2016

CLIENT

Vyta Santa Margherita

DESIGNER

Collidanielarchitetto (p.000)

FLOOR AREA

76 m²

CAPACITY

15 seats

TYPE OF KITCHEN

Breads and cakes



The concept seeks to consolidate **historic identity** with contemporary luxuriance

LEFT The utilisation of thin, sleek surfaces and reflections elevate the space and lace it with elegance.

BELOW Essential elements of the brand are presented in an elegant serif script (Bernhard Modern font).



The pendant lighting establishes material continuity between the central fixture and the opposite walls.

