

Cafe architecture

A peerless symbol of the Italian lifestyle? A good cup of espresso. Rituals, socializing, habits are concentrated in and around that brown oily brew with its bitter taste and unique aroma. How important is the place where it is consumed, from the cup to the interior design? Judging by the fragmentary, confused, vernacular panorama of our cafes it would appear that design doesn't really matter, as long as the coffee is good. Most of our 'bars' are family businesses. But in other countries the tale is different, and the major Italian coffee corporations have been changing the scene. Their first objective is to promote the image of a brand, as a synonym for taste, service, style, reliability. True marketing operations that also involve very interesting architectural models, where functional quality and design interface with strategic-commercial parameters of the trademark they

Lino's Coffee

Nota da una felice intuizione di una piccola realtà produttiva del parmense, la nuovissima catena Lino's Coffee sta conoscendo un grande successo. Il locale nella foto si trova a Rozzano, nella zona sud est di Milano. Il progetto è firmato da Albino Vescevi, che ha privilegiato un'immagine fortemente stilizzata graficamente e cromaticamente. Created thanks to the intuition of a small Parma-based company, the new Lino's Coffee chain is a big success. The venue in the photo is in Rozzano, in the southeastern part of Milan. The design is by Albino Vescevi, based on a highly stylized graphic and chromatic approach.