

KLUUVI KITCHEN

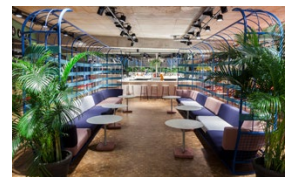
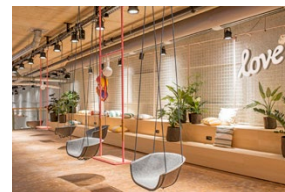
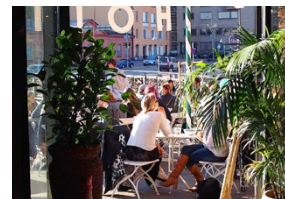
DESIGN CONCEPT

PRELIMINARY 19.3.2019

KLUUVI **AMERIKKA**

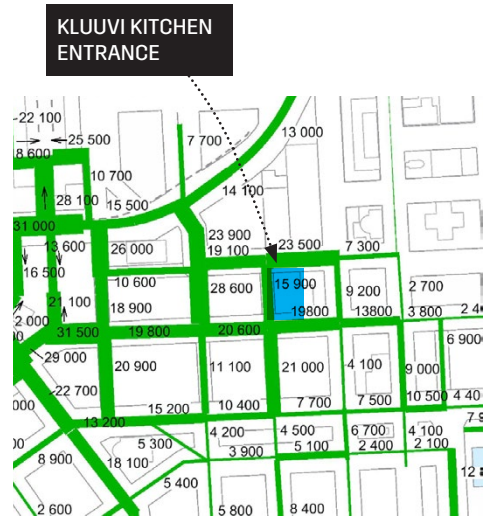
KLUUVI KITCHEN

A new addition to Kluuvi Food & Beverage offer, Kluuvi Kitchen is a fresh and contemporary meeting spot for the young and young-in-mind target groups in the area. With wide opening hours and timely selection of restaurants, the focus is on the professionals in the surrounding game and technology companies, the community of Helsinki university and the urban dwellers of Helsinki city area.



Entrance from Yliopistonkatu
with 23 500 daily pedestrians

Main visitor groups
in Kluuvi Shopping Centre



HELSINKI CITY, 2015





- Four restaurants create wide offer
- Diverse seating from bar seating to community tables to suit varying group sizes and needs.
- Compelling design details, materials and spatial elements
- Prominent branding and signage
- A dedicated entrance from one of the busiest streets in Helsinki City Centre

FROM THE ELEVATORS



SWING
SWING

1.0	SMOKEY	3.0	1.0	LATTE	3.0
2.5	DRILL	3.0	1.0	REMOVED	3.0
1.0	SPYGLASS	3.0	1.0	HOT CHOC	3.0
1.0	TEA	3.0	1.0	CLASSIC TEA	3.0
1.0	TEA	3.0	1.0	NEWBAY TEA	3.0
1.0	TEA	3.0	1.0	AMERICAN	3.0
1.0	TEA	3.0	1.0	MACIA	3.0

FROM THE SHOPPING CENTER ENTRANCE





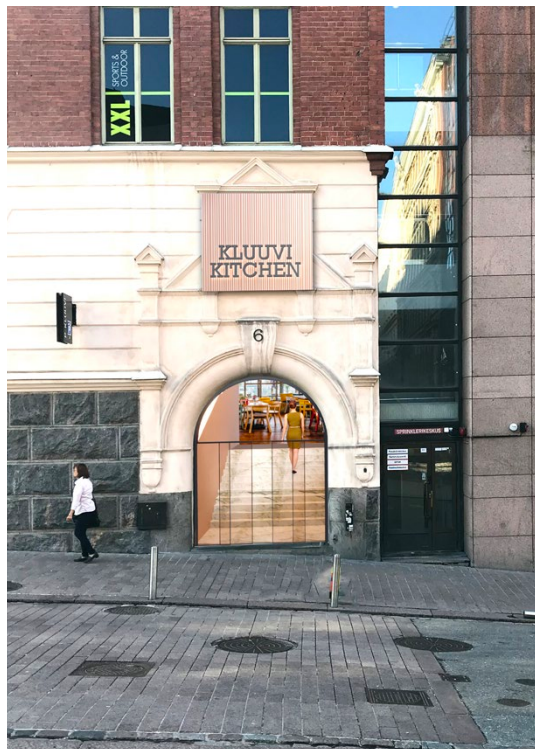
BIRDY

BIRDY

KITCHEN

SWING SWING OTTO

BIRDY SALLO



Kluuvi Kitchen/ Yliopistonkatu

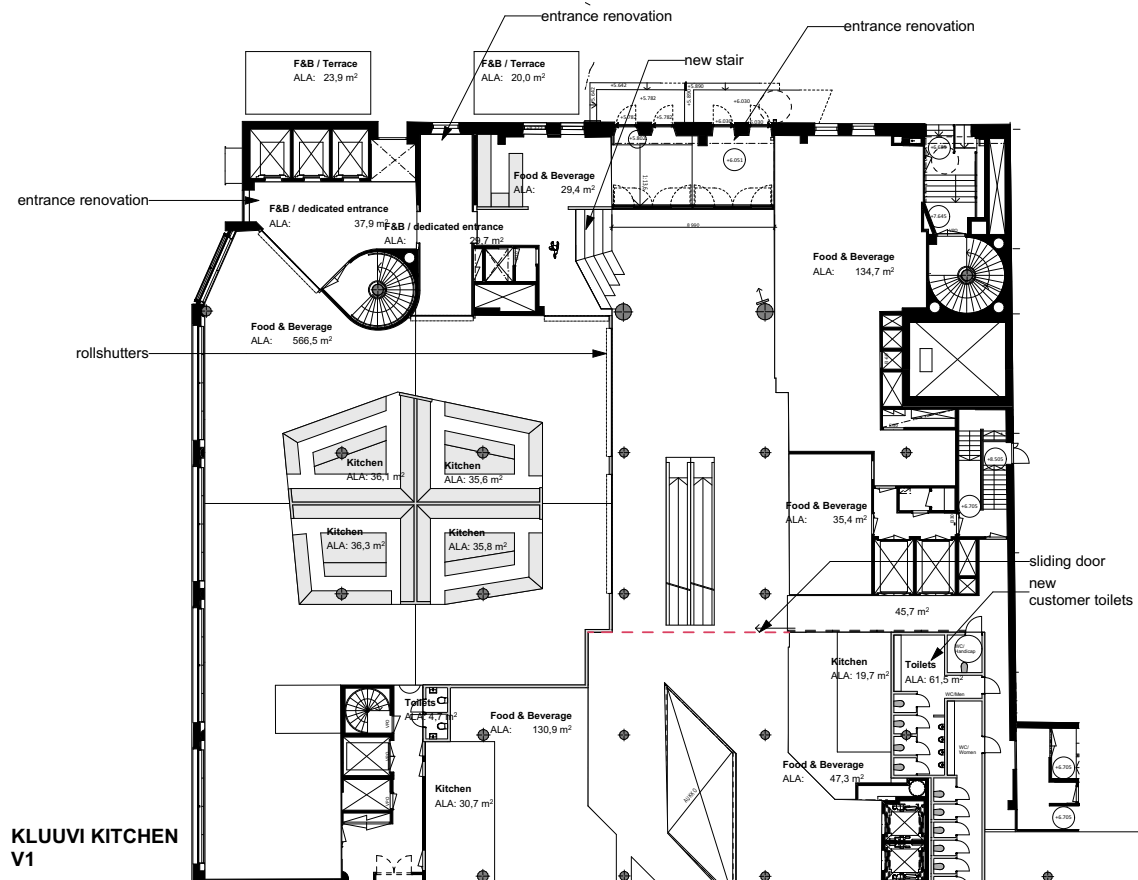
A dedicated entrance for the restaurant area



**MATERIALS
AND FEATURES**



FLOORPLAN AND KITCHEN LAYOUT



KLUUVI

AMERIikka