

INTERIORS

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Finding a Greater Good

*How Mason
Studio is
bringing
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back to the
workplace*



Cafés with
well-grounded
objectives.



Gram for 'gram

By Peter Sobchak
Photography by Ryan Fung

Using light and geometry to sharpen the visitors' experience.

— The new owner of a pre-existing bakery shop asked Toronto-based RZ Interiors to inject a new sense of light and energy into a tiny 700-sq.-ft. footprint. As such, light became the primary material (to paraphrase Emerson), endlessly manipulated using multi-layered hexagonal prisms anchoring the ceiling plane and iridescent surface effects, the combined results of which are central to the interiors, product packaging, overall branding and even the name: Lumière Pâtisserie.

Geometry and light motifs are perhaps most notable in the custom-designed triangular tables. "The versatility of using a triangular table is particularly useful for businesses that are dealing with a smaller front-of-house area and find it challenging to fit conventionally square and round shaped tables without making the space feel cramped," says Bahar Zaem, principal of RZ Interiors. The brass trim tables can be placed in corners to allow for more flow in the center, or they can be aligned to form a rhombus, which accommodates different group sizes and seating configurations during workshops, which the bakery likes to do.

Another primary tool was applying 3M dichroic film — known for highly reflective surfaces which can create prism-like impressions

when viewed from different angles — to the tabletops, which are now dynamic focal points in the space as they appear to change colours depending on the angle of the light source and the position of the viewer. A bonus to this animation effect is it also gives patrons a dynamic surface to 'gram their purchases on.

"Social media platforms like Instagram have become important tools for businesses to promote [themselves]. Visual appeal is a key factor in attracting attention on these platforms, and businesses that can create visually stunning and unique content are more likely to attract followers and engagement" says Zaem. "It is interesting to note that every photo or video taken of the triangular tables is likely to be unique, as the colours and patterns reflected by the dichroic film will vary depending on the time of the day, the position of the light source and the angle of the photo."

Customers now readily snap the tables with the pastries on it to share on their social media profiles, promoting the bakery to their followers and increasing its exposure. **N**

