



# DESIGN WISDOM

Design Wisdom in Small Space

COFFEE SHOP



IN



DESIGN MEDIA PUBLISHING (UK) LIMITED

# SMALL

# SPACE

DESIGN MEDIA PUBLISHING (UK) LIMITED

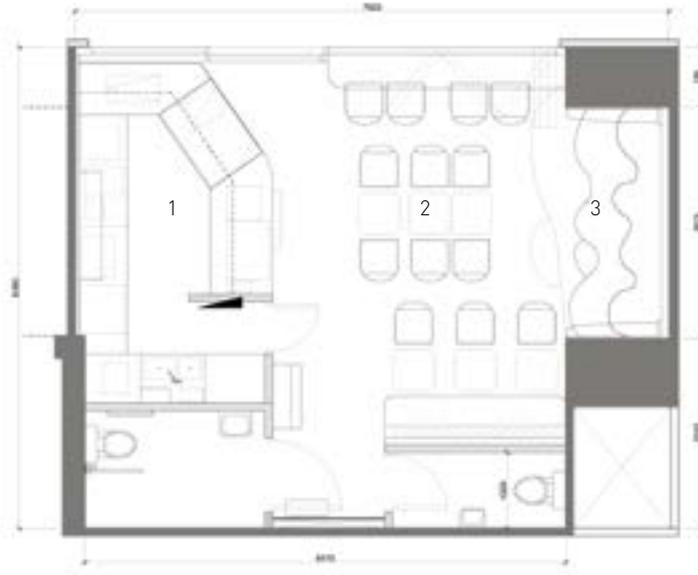
**LOCATION:** Hong Kong, China  
**DESIGNER:** Stefano Tordiglione Design Ltd.  
**PHOTOGRAPHER:** Kenneth Tam

How to realise a coffee shop with a mix of fond memories and creative design

## MADERA CAFÉ

### DESIGNER'S VISION

- To offer pointers to the history of the café's owners



46m<sup>2</sup>

### PLAN

1. Cake display and counter
2. Seating area
3. Display area





### SPECIFIC BACKGROUND

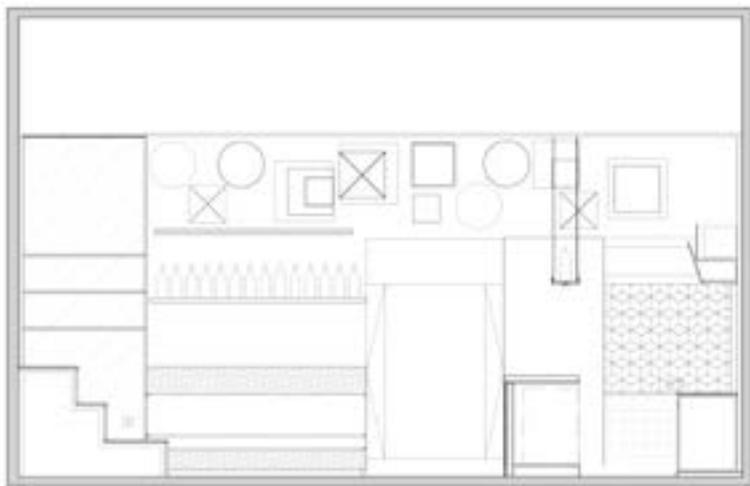
On a small traditional Hong Kong street of eateries and restaurants in Shau Kei Wan, Madera Café is a modern and stylish addition to the neighbourhood. Run by The Hip Shing Hong (Holdings) Company, Madera Café is a nostalgic look-back in time.

### DESIGN CONCEPT

The distinctive design concept at Madera Café not only subtly speaks to the history of the brand but also manifests in a welcoming, relaxing and stylish café. Madera is a memorial, expert design so that despite the small space, the story comes out in the details. Stefano Tordiglione pays tribute to a diverse family history through an interior that is clean and simple, yet symbolic.



A moving neon feature wall faces the kitchen depicting a fire that grows bigger and bigger before being dissipated by lit shards of rain. The sesame factory was tragically destroyed by fire, though this event also provided an opportunity for the Fong family – the rebuilding, it turned out, was a golden opportunity to gain experience in property development, and in 1948 the Fongs launched property development company Hip Shing Hong. Rectangular and triangle-shaped boxes made from rattan form a hanging display on the ceiling depicting a city skyline, referring exactly to this transition from trading into property.



The façade of folding windows offers semi-alfresco seating while the earthy-toned interiors and dark-hued furniture lend it a contemporary feel. The interiors have been created mainly in wood for a light, clean and natural feel and in a nod to the café's name – maderá is the Spanish for wood. Seating options include low tables and comfortable, relaxing step seating beneath the feature wall, and visitors can enjoy healthy, locally sourced, sustainably produced food and drinks such as Redback coffee, and beers from Hong Kong's MOONZEN brewery.



Establishing Yee Tak Sesame Factory in 1920s, its founder Fong Shu Chuen traded in sesame and cinnamon. This period of development is reminiscent by the bottles and jars filled with black/white sesame seeds and sticks of cinnamon, which populate on the wall and the shelves of the café, and they form the handles on the doors of the bathrooms. The dark rattan chairs evoke fond memories of the Fong family's early beginnings as rattan traders when they established the business.

The designer has also incorporated his own artworks into the design. An artist in his former life, Stefano Tordiglione's sensual black and white paintings depict masculinity, Flandrin, and femininity, Ang. Both are featured in the male and female washrooms respectively.

