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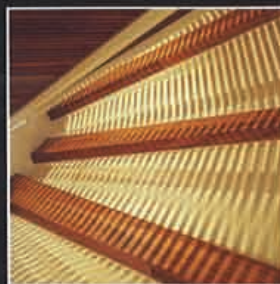
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PHOTOGRAPHY RICHARD EASTWOOD

SUGO.

HOBART SEES RED WITH OVER-SCALED
AND A BRUTALIST BAR.

GRAPHICS

THIS PAGE (MAIN) → VIEW TO RESTAURANT SEATING WITH OVERSCALED 'SUGO' GRAPHIC TO WALLS.

OPPOSITE PAGE (1) → FRONT-ON VIEW OF MASSIVE CONCRETE BAR WITH SEATING ATTACHED TO HEAVY STEEL ANGLE SECTIONS. (2) → VIEW FROM REAR OF MASSIVE CONCRETE BAR TOWARDS RESTAURANT SEATING. CUTOUT AREAS OF THE BAR FACILITATE SERVICE AREAS AND STORAGE.

1.



'Sugo' is a new café/bar in Hobart, located at the centre of the architecturally unremarkable but commercially successful Salamanca Square development. The client went to designers Reinmuth Blythe Balmforth Terroir with a name for the venture, a clear idea of the food and beverage concept and a very limited budget. The design formed around these three parameters and in response to the client's strong design sensibility and their requirement for a distinctive result that would make its 'mark' on the local café/food scene. → The design was conceived by Terroir in the iconic Hobart pizzeria, 'Silvano's', with the designers mulling over the red chequered tablecloths and the proposed name of the café – 'Sugo' (Italian for sauce). The idea of a blood red room, formed from nothing but paint, tables, chairs and a single formal gesture in the form of the main bar, was a response to the need for a strong identity and minimal budget. The project also offered the opportunity for an 'internalised' small-scale test of some recurring Terroir motifs – the dialogue between monumental, 'permanent' actions and more flippant 'temporary' elements, an interest in the tendency of architecture toward sculpture and the potential of a strategic idea to drive the design process and outcome.

→ Thus, the perimeter walls are painted red straight onto the basic substrate, while budget limitations required the concrete floor and ceiling to be left as is. 'Sugo' graphics and services/lighting conduit are the only additions to this basic intervention. The centerpiece of the composition – and the only real architectural component – is a 12-metre-long bar bent around into a 'u' to form a central catwalk for the baristas and waiting staff. The unfinished concrete floor and ceiling, coupled with a desire to limit the material palette, led to the design of the bar as a monumental sculpture, formed insitu from six cubic metres of concrete. The block form of the bar is cut, adjusted and eroded according to the pragmatic requirements of cashier, display, preparation and so on. The brutality and scale of this object makes its presence felt both within the café space and within the context of the more conventional eateries at Salamanca Square. [•] [EMcE]

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PROJECT SUMMARY / SUGO

Design Practice Reinmuth Blythe Balmforth TERROIR Hobart Office **tel** 03 6234 6372 **email** hobart@terroir.com.au **Project Design Team** Gerard Reinmuth, Richard Blythe, Scott Balmforth, Daniel Lane, Tamara Donnellan **Project Manager** Reinmuth Blythe Balmforth TERROIR **Client** Maria Dinola and Rebecca White **Builder** Rob Watchorn-Blythe and Watchorn Ply Ltd **Sub-contractors - Plumbing** Sam Tapping **Electrical** Nibbs Electrical **Sprinkler System** FFE **Budget** \$100,000 **Size** 120m2 **Time to complete** 6 weeks **Council** Hobart City Council **Lighting** Surf recessed wall washers from Casa Monde **Chairs/seating** 'Cindy' in polypropylene from Interlink/Café Culture **Tables** Laminate tops with proprietary bases from Architectural Products **Upholstery** Caswell's Upholstery **Bench stools** Powdercoated steel bases by Mass Welding **Flooring** Polyurethane finish by Maintenance Systems **Internal walls** Taubmans 'Poinciana Red' by Kerry Wilkins **Painting** Internal wall cladding Plasterboard by Rod Simpson **Plastering** Paint Taubmans **Glass** Glass display cabinet by Southern Glass **Laminates** Wilsonart 'Port' from Architectural Products **Joinery** Laminex 'Fossil' joinery by A & J Joinery **Stainless-steel** Stainless steel benchtops by Hill Sheet Metal **Signage** Painted wall signage by Prairie Signs **Audio-visual systems** Yamaha CD player and Niles speakers from Quantum **Mechanical ventilation systems** Masters Contracting **Custom designed furnishing or fittings** Insitu concrete bar by Blythe & Watchorn