



SOPHISTICATED



ZOZOBRA NOODLE BAR

Kfar-Sabba, Israel

/ This rigorously imagined Asian noodle bar—conspicuously *not* located in the major cities of Tel Aviv or Jerusalem—is a mix of studied design and the pop qualities of a fast food joint. A communal eating arrangement undercuts the notion of private eating space, encouraging visitors to mingle under shifting LED lighting and video art that flickers against the walls. The buzzing open kitchen in the center is surrounded by a three-dimensional origami-like structure that is reflected in a dramatic black mirrored ceiling.

- / Design: Baranowitz Kronenberg Architecture
- / Client: Ben Rothschild in partnership with chef Avi Conforty
- / Type of Food/Drinks/Specialties: Asian, fusion food





JAFFA

Tel Aviv, Israel

/ In Israel, and Jaffa in particular, where diverse culinary traditions co-exist peacefully whether people do or not, BK worked to mix this harmony with a straightforward approach to materials. Water, flour, and olive oil are the basic staples of the restaurant's cuisine; by analogy, water, cement, aggregates, and steel form the basis of BK's interior. Beyond this minimalist materials palette, however, the furnishings assume a variety as multi-culti as the local population. The team divided the space into three sections: bar, dining hall, and a kitchen that was kept open to the gaze of diners to best convey the notion of hospitality.

/ Design: Baranowitz Kronenberg Architecture

/ Client: Haim and Sigal Cohen

/ Type of Food/Drinks/Specialties: Israeli cuisine by chef Haim Cohen

