



## Pomme Sucre

BY FRANCESC RIFÉ



The first of what's to become a chain of franchises, Pomme Sucre sets the tone for Julio Blanco's pastry shops. At first glance the smooth, planar shopfront looks like the entrance to a high-end fashion boutique. 'More than luxury, we wanted the project to convey quality,' says Francesc Rifé. He achieved his goal with the use of panelling and flooring in opalescent white and yellow, along with smoked glass; together, they represent the key ingredients used in the bakery: flour, eggs and cocoa. 'The combination of these three also creates the illusion of a more three-dimensional space,' explains Rifé. Another way in which he's optically enlarged the interior of the small shop is by using niches and wall-mounted displays, thus freeing the floor. The nature of the goods calls for temperature control; the use of cold-temperature lamps in display cases keeps the pastries cool, while presenting them like fine jewellery.

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OPALESCENT WHITE AND YELLOW FINISHES,  
ALONG WITH SMOKED GLASS, REFER TO THE  
MAIN INGREDIENTS USED IN BAKING.