

Hospitality Interiors

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The Counter House

Manchester, UK

Joe Akka has teamed up with Shed to bring an all-day dining experience inspired by the West Coast US dining scene to the heart of industrial Manchester.

Once part of the city's industrial heartland, Ancoats has evolved as one of Manchester's most desirable neighbourhoods in recent years. Indeed, its impressive F&B scene – and most notably its myriad Vietnamese eateries – canal-side apartments, independent theatre and all-round community spirit saw it named as one of Time Out's top 50 coolest neighbourhoods in the world for 2019.

It's unsurprising, then, that entrepreneur, Joe Akka, should select Ancoats as the location for his latest venture. The Counter House is a vibrant neighbourhood eatery on Blossom Street, serving up comfort classics and health-driven dishes alike, morning to evening, seven days a week.

Akka approached London-based interior design firm, Shed, to bring his West Coast US-inspired vision to life, creating both its interior and full brand identity.

The restaurant's focal point is a 12m-long coral pink 'Counter' which runs the length of the room, with a bar and open kitchen. Playing on the principle of a 'counter offer', the menu offers diners the flexibility of a full English breakfast or a vegan breakfast, a cold press fruit juice or a local craft beer, a roast dinner or a superfood dish.

Mirroring this concept of counter difference, Shed has created a playful juxtaposition of rough reclaimed timbers and historic Manchester brick with polished marble table tops. Salvaged chairs sit harmoniously alongside bespoke six-seater curved booths, while a long metal mesh gantry suspended above the interior space showcases a curated selection of artwork.

Abundant greenery, culminating in a striking living wall at the far end of the restaurant, as well as an artful, low hanging lighting installation, softens these juxtapositions.

When it came to the restaurant's branding, Shed opted for a simple and solid industrial font as the main logotype. The initials, 'TCH', became the identifiable abbreviation for the logomark, for internal use on menus and products. A single letter 'C', overlay on opposing split imagery, playfully captures the counterpoint concept.

www.shed-design.com

www.thecounterhouse.co.uk

