



Julieta, Pan & Café

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 vitale
 Castellón de la Plana, Spain
 1076 square feet
 (100 square meters)
 2014

Where the protagonists of the space are bread and coffee, Julieta Pan & Café aspired to create café that was honest and simple with a respect for tradition, craftsmanship, and the dedication of a well-crafted product.

With these principles in mind, vitale designed the brand and the retail unit. The space was to have a dual function as both a bakery and coffee shop. Upon entry, customers are greeted by a long stone counter exhibiting the bread, pastries, and cakes. The brand values were transmitted by austere and

simple materials like the cement counter, pine drawers pine for bread, and tiles, which evoke the appearance of traditional kitchens.

Beyond the counter is a café space for table services, backdropped by large windows that reinforce the friendly and transparent business spirit. This part of the establishment was created with homely materials and finishes, such as big armchairs, throw cushions, and soft furnishings to offer a warm and inviting atmosphere.

Lining the back wall, a long continuous bench was crafted of industrial wooden pallets and several cushions, and the four mobile tables provide great versatility for when clients need to adapt the distribution for a larger group. Succeeding in creating a relaxing and homely environment for customers to enjoy the products, the space can accommodate both intimate groups in cozy corners as well as bigger gatherings.



