

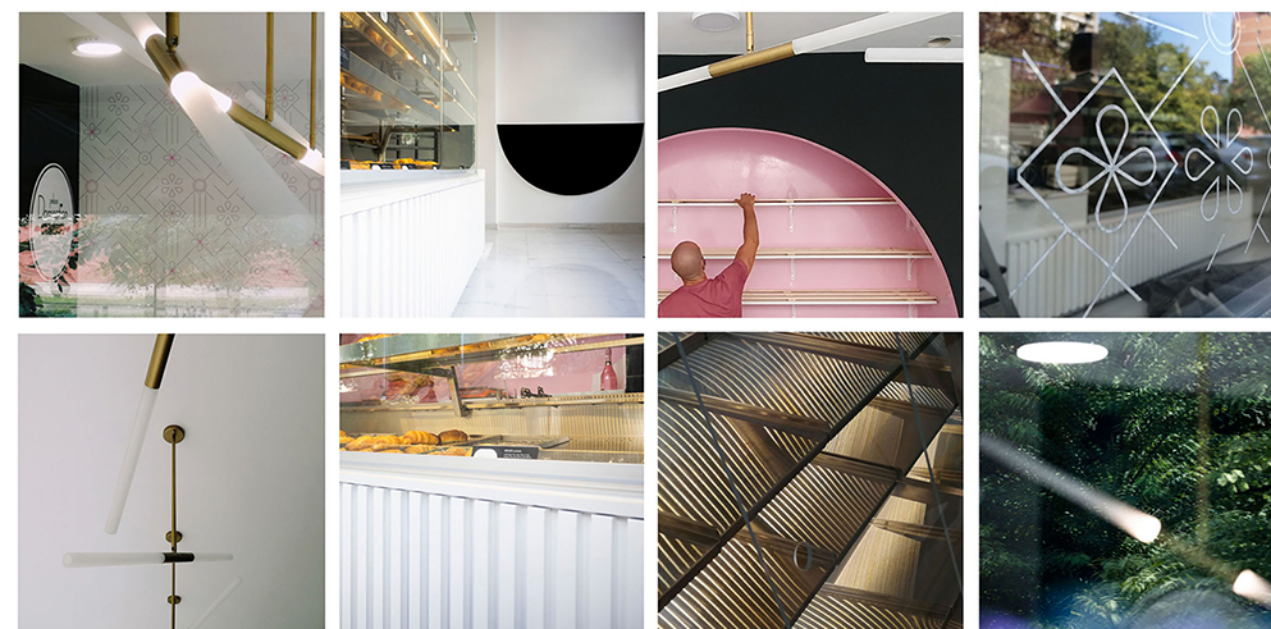
Domestico food and bakery workshop

interior design
Belgrade, Serbia
authors:
petougao (dr Miloš Kostić, dr Ana Zorić)
photo credits: dr Aleksandra Đorđević

The interior of the "Domestico" food and bakery workshop was realized in Belgrade in 2021, as the first branch of this brand in Serbia. The design task was the reconstruction and adaptation of the existing space consisting of three levels, which had to be adapted to the modern technical and technological requirements of the HACCP standardization system for the production and distribution of health-safe food.

The interior is designed through three zones: (1) production area for bakery products and food storage; (2) production part for the preparation of confectionery products and decorations; (3) sales part with service. Special attention was directed towards avoiding the crossing of the movement of workers, raw materials and finished products, as well as the quality of the material, the technical requirements of the device and the coating of the contact surfaces.

The main area of the interior, through which brand recognition is built at the same time, is the sales section. Using Domestico colors and motifs in the design, the interior is composed of flat, linear and circular geometric forms, which in their appearance contribute to the scenic nature of the tasting and sales area. The goal was to move away from the stereotypical experience of a bakery and create an exhibition space aimed at presenting characteristic products and craftsmanship. Overlapping spatial zones simultaneously contributes to greater transparency of production and communication with customers on a sensory level (overlapping smells, tastes, visual experiences, touch).

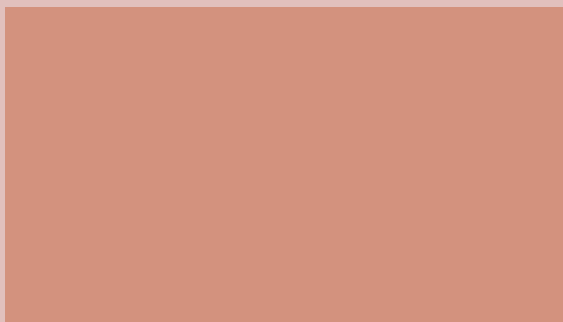




10th International Multimedia Event

December 2022, Belgrade, Serbia

*ON ARCHITECTURE
— PHILOSOPHY OF
ARCHITECTURE*



EXHIBITION BOOK

strand

Sustainable Urban Society Association



ON ARCHITECTURE
— PHILOSOPHY OF ARCHITECTURE

EXHIBITION BOOK

Belgrade, Serbia
2022

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PREFACE

Reflection of architecture is observed through the presented work of authors and author teams in terms of the relationship and connection between ethics and aesthetics in the philosophy of architecture, whose influence is seen in the utility of application in the field of architectural theory and practice.

The selected works, in the field of philosophical consideration and evaluation of architecture in the form, are presented in a way of visual expressions by creating authentic images of suggestive sights with the aim of a legible assessment of the peculiarity of architecture as public art.

Concise illustrations of selected fragments of architecture speak of the approach of creating a conceptual framework by key themes, which encourages the social and societal mission of architecture.

On the other hand, the diversity of the authors visual expression raises the question of the appearance of architecture, saturated with real and imaginary themes at the same time, which is improved again and again for the purpose of a more immediate understanding of the desired intentions.

The overview of the exhibition titled PHILOSOPHY OF ARCHITECTURE contributes to a new interpretation of the essence of architectural works and their position in establishing relationships, especially in terms of research into interactive models and new communicativeness.

The international exhibition of this year's conference presents a selection of 46 works structured within several chapters Phenomenology of Architecture, Technology and Architecture, Architecture and/or vs. Art, Architecture and New Media, set out under the main topic ON ARCHITECTURE – PHILOSOPHY OF ARCHITECTURE.

Zoran Abadić

EDITOR'S WORD

The international exhibition with reviewed book follows the thematic blocks: Phenomenology of Architecture, Architecture and /or vs. Art, Technology and Architecture, Architecture and New Media approach. Vision of the City/Architecture – from capturing moments of city life towards utopias in a form of artistic drawing, design, photography, design product...

Summarizing ten years of dealing with the topic On Architecture with numerous sub-topics, such as Reworking the city, Scale of Design, Innovation in Digital Era, Challenges in Architecture, Learning Architecture, Facing the Future - New Challenges, the Exhibition will re-examine the philosophy of architecture within numerous sub-topics formulated in 4 basic thematic blocks.

These themes will consider the substance of architecture through all its dimensions, always thinking of it as an art. The substance will be discussed regarding various points, processes and trends that contribute to new aesthetic and functionalism: globalization, new approaches to design, innovative technologies, pro-jects, and materials.

A special segment of the exhibition are the results of the workshop *NEW URBAN LIVING ROOMS*. presented in the last chapter.

After almost two years in pandemic confinement, experiencing our domestic spaces intensely, we have discovered new spatial categories and places to relate to each

other... But there has been no thought concerning the design of these new meeting spaces and thus several questions are raised:

How can they offer us welcoming and healthy environments at the same time?

How do we understand the new communication technologies applied to these spaces?

How are these new living rooms integrated into the urban space?

What type of gathering rituals can be triggered?

The workshop concept was developed by Manuel Collado Arpia and it was held in parallel sessions in three cities – Sarajevo, Kragujevac and Belgrade with kind support of the IFDT - Institute for Philosophy and Social Theory, University of Belgrade and *Mejkers Spejs*, CPN - Center for the Promotion of Science as well as the Department for Interior Architecture, Faculty of Philology and Arts, University of Kragujevac and Faculty of Architecture, University of Sarajevo.

Editor



PHENOMENOLOGY OF ARCHITECTURE

- Essence of Architecture – Form, Function, Meaning
- Exterior vs Interior

Miloš Kostić, Ana Zorić, *„petougao“*

DOMESTICO BAKERY

Interior Design

The main focus of the interior, through which brand recognition is built, is the sales section. Using Domesticco colors and motifs in the design, the interior is composed of flat, linear and circular geometric forms, which in their appearance contribute to the scenic nature of the tasting and sales space. The goal was to move away from the stereotypical experience of a bakery and create an exhibition space aimed at presenting characteristic products and craftsmanship. Overlapping spatial zones simultaneously contributes to greater transparency of production and communication with customers on a sensory level (overlapping smells, tastes, visual experiences, touch).



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