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AZURE

SPECIAL REPORT
Kitchens with
communal spirit

Toronto's New Gem

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DESIGNS A HOTEL
WITH LANDMARK AMBITION



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Site Visit

_Carbon Brews Central _Hong Kong _Brevity



ABOVE: Cubic pendants and grid-tufted bar stools echo Carbon Brews' logo, a matrix of nine squares.

The interior of Carbon Brews' new taproom in Central, Hong Kong, bears a curious likeness to the beer-maker's trademark packaging. "It's got the same black shell, the same shapes and accent colours — it's like one of the cans brought to life," says Jeffrey Shum, founder and creative director of local design studio Brevity, which Carbon Brews tapped to translate its two-dimensional geometric graphics into a three-dimensional destination.

Situated in the city's Lan Kwai Fong area, which is known for its upscale clubs and glittering nightlife, the taproom is well-matched to its spirited surroundings. From the street, the interior looks like a charcoal jewel box, with bold, brightly glowing forms that draw people in. In another attention-grabbing move, the entrance is flanked by structural columns that masquerade as larger-than-life tallboys.

Inside, cubic pendants wrapped in steel cages are arranged to resemble the brand's nine-square logo when viewed from a distance. But it's the curved glass fridge that is the real pièce de résistance, providing a luminous showcase for the kegs inside.

The rest of the space continues this balanced blend of dark and bright notes. "In the local market, only Carbon Brews uses black cans, so it made sense to echo that in the space. The uniforms, menus and coasters offer a colourful counterpoint, just like the label does to the can," says Shum, who also punctuated



ABOVE: Fronted by frosted glass, an iridescent 3M film creates a colour-changing wall behind the bar. Zigzagging shelving up top adds to the space's strong geometric theme.

the bar's blackness with a backlit menu board, eye-popping washroom cubicles and a colour-changing wall behind the bar.

Shum paid heed to the furniture, too: zigzagging shelves installed above the bar mirror the beer can labels' jigsaw edges, as do the floating shapes that flank the infinity room-like passageway that leads to the washrooms. "The sides of the tables are also inscribed with geometric shapes, and the nine-square tufted stools are, again, a subtle nod to the logo," he adds.

Complete with a DJ booth that disappears behind a curtain when not in use, the space gives craft beer fans plenty to savour. brevity.cc



At the Carbon Brews Central taproom in Hong Kong, a mirrored wall and glowing shapes recall the brand's geometric labels.

Funky Brews

A HONG KONG TAPROOM LIVES UP TO THE PLAYFUL PERSONALITY OF ITS DRINKS

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