

INSIDE LOOK

THE FOOD CREW

Taking full advantage of its position at the entrance to a brand-new mall, this cafe welcomes shoppers with its warm, friendly vibe and just a hint of Alpine ski chalet

The Food Crew has been refuelling shoppers since the day Auckland's NorthWest mall in Westgate opened last October. The warm, inviting space was designed by Material Creative with the brief to create a fun, accessible space with a subtle European flavour.



The oak ply panelling gives a natural feel with laser-cut diamonds and circles evoking the homely ambience of a European ski chalet. Blown-glass lights from Douglas & Bec bring a sense of handcraft and tie in with the counter's brass detailing.



Mustard yellow – which balances nicely with a palette of navy, timber and greys – was chosen for the Melteca cabinetry and rangehood so the small cafe could make its presence felt from the carpark. The big oak button handles were custom-made.

Thanks to clever design, a stone-and-concrete-look counter has been created from Melteca and Formica, with recessed brass trim and a brass tap completing the high-end look. The mesh wall and sliding door mean the cafe can be secured without losing the sense of openness.

All items custom-designed by Material Creative; wood furniture built by Bob's Upholsterers.



THE FOOD CREW, SHOP 46, NORTHWEST SHOPPING CENTRE, 1-7 FRED TAYLOR DRIVE, WESTGATE, AUCKLAND | 09 416 6155 | THEFOODCREW.NZ

Photography by Jeremy Toth.