



N O D U

Feature
Wall



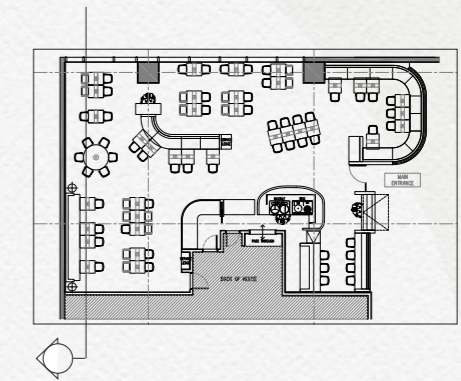


Feature Wall

Feature Wall Elevation



Primary option



Craft

The Feature Wall acts as a creative representation of the artistic aspects of the food preparation methods. Dumplings and noodles require flair as well as accuracy and this is aptly reflected in the repetitive but intricate nature of The Feature Wall.

Context

In relation to the physical space, The Feature Wall provides an exciting piece that breaks up an otherwise ordinary plane. The wall will be executed using digitally printed graphics enriched with spot lighting to draw attention to the feature.

Character

From a branding perspective, the wall provides a signature graphic element in addition to the logo that acts as an extra layer to the branding story. This increased depth enhances the personality of the concept as well as the space.



Alternate option



Feature Wall Graphic



GYOZA

Japanese dumplings are made with very thin wrappers and usually filled with a mixture of finely-chopped pork and vegetables, these fried.



XIAO LONG BAO

The magic of these little beauties is the gelatin: cubes of gelatinized chicken or pork broth are mixed in with the rest of the filling



HAGAO

Chinese shrimp and pea shoot dumplings wrapped in rice paper: the wrapper goes translucent when steamed, making these morsels into tiny bite-sized jewels



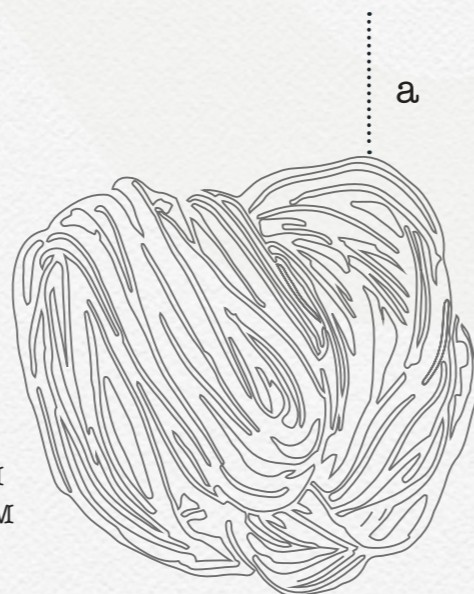
MANDU

These Korean dumplings can be made with store-bought gyoza wrappers, and are most often filled with minced kimchi

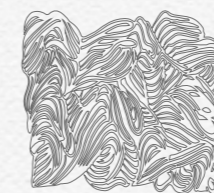
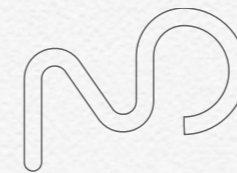


MIN. 200MM
MAX. 600MM

MIN. 200MM
MAX. 600MM



a



1. Dumpling Artwork

4 types of dumpling graphics to be used at the graphic wall. Provided in 3 color options: black, white and yellow. Please see branding color page for reference.

2. Noodle Artwork

4 types of noodle graphics to be used at the graphic wall. To be provided in 3 colors options: black, white and yellow. Please see branding color page for reference.

3. Maximum & Minimum

To ensure consistency of the graphic wall, we recommend designers use the graphics in the following size ranges:
Max 600mm
Min 200mm

4. Clearance Space

To make the graphic wall look more consistent we recommended designers provide a gap between noodle and dumpling graphics and other design elements as shown in the rendered elevation on the previous page.

5. Using Graphic with Logo Glyph

When applying the logo glyph to the graphic wall, the logo glyph and graphic element should be equal in size.