



chefshows

BY NOVIKOV

GOAL

Chefshows is the name of Anyady Novikov's culinary courses. Concisely it is a cafe, where anyone can take time to study the art of cooking under world-class chefs, regardless of skills. We have been committed quite a few things to do, so we decided to start from naming! 'Chefshows' is English title which is clear to most of Russian population. Directly it means that chefs show something but figuratively saying it is 'chef's show'. Thus we started working with this particular version, abstractized and intentionally overcomplicated it by adding tempered kinetic into our design. The result is allusion to circus performance where artists demonstrate incredible tricks for the audience delatation. Isn't it the vibes of real restaurant's kitchen?

The objects of our inspiration were classic red colour for certain and circus ring, as well as checkerboard pattern. The ordinary performance attributes have been reconsidered in culinary sense: elephant on a plate, rabbit in a hat, drum pot, apple with an arrow. For the most significant thing is Chefshows logo with gourmet 'ch' digraph which can be used as abridged logo version whenever necessary.

If you come over the new Novikov's cafe as a visitor and take a chance to become familiar with kitchenery, you will definitely appreciate the amount of work done from school exercise book to menus and waiters' patches. The whole identity has been created by Proiet!



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incredible
tasty
refined

