

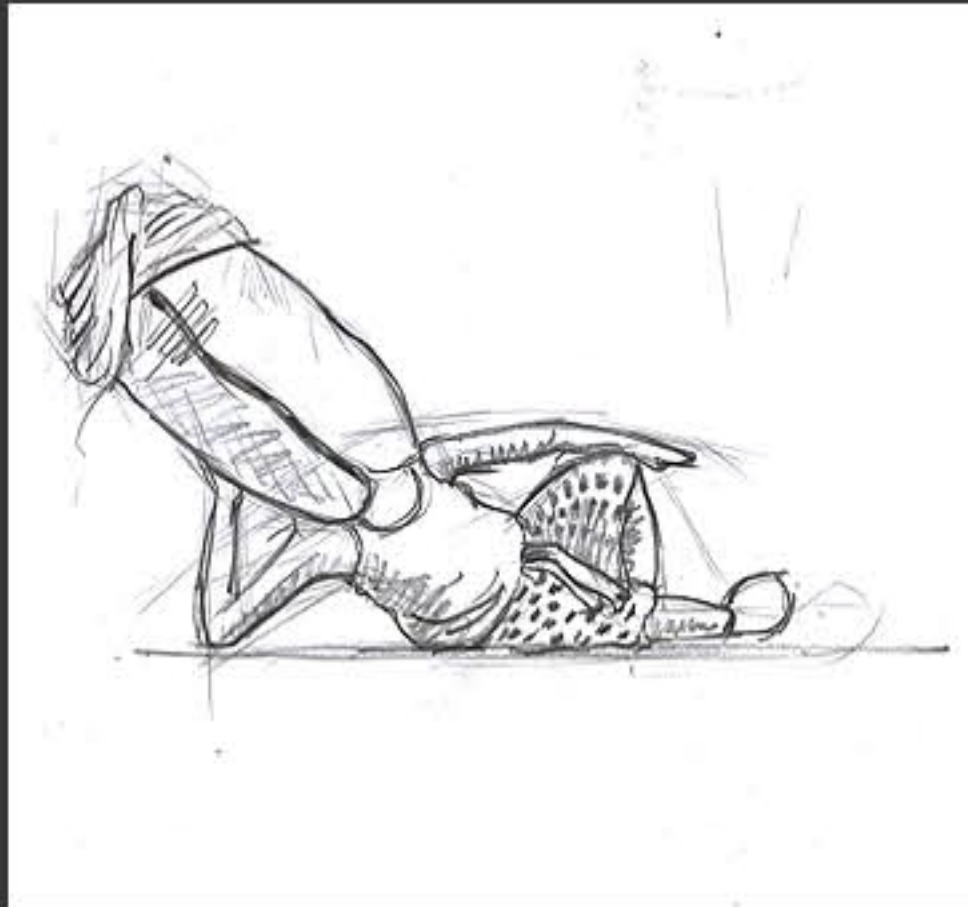
Signage - Cafe Bean Garu

BRIEF:

Signage is something that catches your primary attention and as we say first impressions are the last impressions, these arty signage become an eminent part of any design aesthetic.

Café Bean Garu is a contemporary South Indian Cafe. It is a casual dining place, with a twist of having the most interesting character as its mascot – Mr. Bean.

Thus, Café Bean Garu wanted an interactive signage which can be fun to look at.



IDEATION & EXECUTION:

The main purpose of signage is communication, to convey information and at Dr. Art + Design signage aren't just an afterthought – they're integral to the design and aesthetic of the interior or exterior itself.

The idea's birth came from the mascot himself, so we wanted Mr. Bean to welcome his guests personally along with Ms. Bean, his girl friend. Hence the execution resulted in both of them standing with a inscribed wood board in their hands, warmly inviting one and all to try out delicious contemporary south Indian dishes specially cooked by him for all.

REVEALING THE ARTWORK:

The marriage between graphic and sculpture is particularly eye-catching in Bean Garu sculpture at Café Bean Garu outlets, where the graphic beauty of two different identities combined by wit creates an instant connect with the on-looker. We wanted to go beyond than just a sign so we crafted an interactive sculpture which was received so well by the guests that it then became the most popular feature of the cafe.

The word 'Garu' in Hyderabad stands for a respected gentleman. Bean Garu is a sculpture of a south Indian gentleman whose head is symbolically transformed into a coffee bean. The sculpture is a perfect representation of South Indian culture. Garu is accompanied by his girl friend Ms Bean who is a graceful south Indian woman. Both Bean Garu and Ms. Bean are crafted in various postures like welcoming the guests, showing directions or in a simple interactive pose.

Bean Garu and Ms. Bean have developed into a core identity for Café Bean Garu!

