

Bakery 29 by Studio 180

Mar 11, 2011 | Text by Lydia Parafianowicz



The shop's floor was inspired by 90-year-old tiles the designers salvaged before construction began.

At a bakery in the heart of Tel Aviv, restored historic elements combine with modern design to create an old-meets-new sense of eclecticism.

To install a pastry kitchen in the 125 sq m shop, the designers kept the sales area small (40 sq m) and increased the size and number of windows to fill the space with natural light. The kitchen and patio span 85 sq m in total.

'The building was constructed in the early 1930's and was not suited to meet the needs of being a bakery,' explains designer Alona Behar Ratner, who owns Studio 180 alongside Eyal Ratner.

'Combining the client's requests and the authorities' demands in the given space, all while creating a complete designed experience, was a balancing act,' she adds.

Customers enter the shop through the building's original (restored) oak doors. Custom oak furniture is used throughout, including the bread display unit that's coated in shiny black epoxy and LED lighting. The shop can also be converted into a private dining area for special events, where an oak table can seat 22 visitors.

The focal point is the bespoke chandelier made of 400 pieces of hand-blown glass bubbles, resembling a cloud hanging in the space.

Before renovating the space, the Ratners were able to salvage 90-year-old flooring tiles, which they reinstalled in the bakery's bathroom. Inspired by the pattern, they created replicas of the vintage tiles that were then used through the remainder of the bakery.

'We wanted to maintain the existing space while constructing a bakery that unifies the old with the new,' Ratner says.

Bakery 29 was founded by a woman who left her Wall Street career in NYC to open a bakery where the profits are donated to charity.

Shop | Studio 180 | Photos courtesy of Shai Epstein



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Izaak
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02:51 PM

Been there, one of the prettiest places and unique atmosphere created! Studio 180 are the hottest design team in Tel Aviv right now.

ella keinan
11 March 2011
04:52 PM

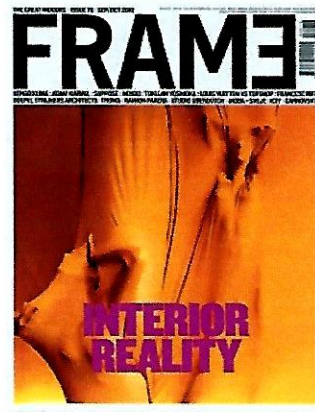
The Breads and pastries are beautiful, and add warmth to the space. So is the gracious proprietor. The food is outstanding. Go there!

Ilanit
11 March 2011
09:54 PM

This looks amazing! It's so modern and fresh but very familiar looking at the same time.

Aba
12 March 2011
06:03 PM

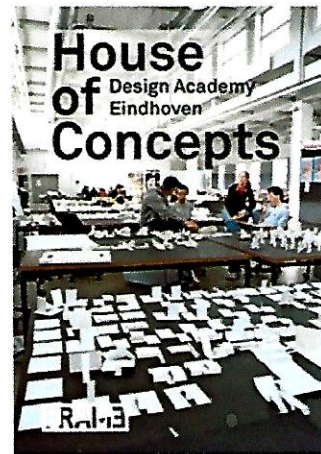
Inspiring and modern design, also relaxing and attractive environment, the bakery's pastry are feast to the palate, congratulation Netta & Studio 180 Alona &



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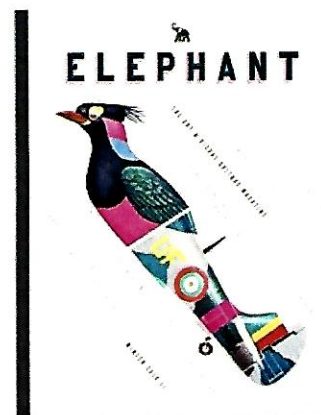
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