Experiential **Design**



Burma Burma – A Multi-sensory Dining Experience

Just step into this new culinary hotspot in Bangalore, and you will be transported to the land of golden pagodas with its multi-sensory dining experience. Probably that's why the founders named it Burma Burma! Designed by Minnie Bhatt, the restaurant and tea-room reflects the warmth, history and vibrant culture of Myanmar (formerly Burma).

fter successfully launching in Gurgaon, Delhi and Mumbai, the founders of Burma Burma - Ankit Gupta and Chirag Chhajer - opened another outlet in the heart of Bengaluru, Indiranagar. Bustling even during lunch hours on weekdays, Burma has gathered popularity for its authentic Burmese cuisine which reflects a history inspired by surrounding countries and ancient traditions. The restaurant indulges its patrons through an ambience that reflects the Burmese culture, art and cuisine presented in dramatic ways.

The terracotta latticed facade of Burma standouts out on the busy street brimming with chic stores and restaurants, creating curiosity among passersby to explore the gastronomical delights of this Asian joint. Unlike other locations, this Burma doesn't adhere to any particular element from Burmese culture. It is, in fact, a depiction of changing Burma. A Burma that's fast evolving yet stands rooted in its core traditions and keeping its culture intact. Retaining the same aesthetics, this outlet

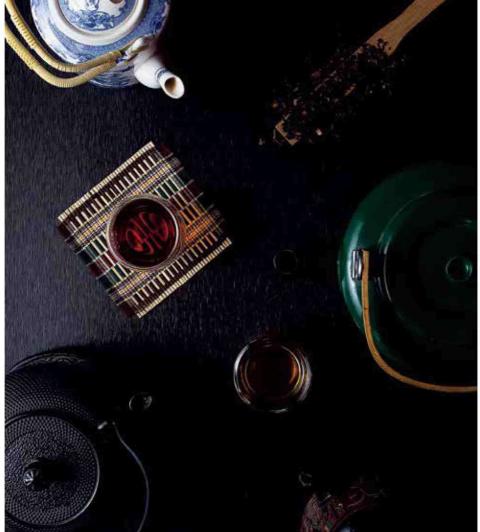
was designed to be a visually fluid journey through Burma. Burmese elements inspired by travels to the country like the weathered stone walls of the pagodas contrast the antique embellishments; the lacquered furniture and the warm colours of the thangka paintings... The decor integrates these in a contemporary style into the interiors of the restaurant to create a mood that is warm, earthy yet lively.

The hues of Burmese food formed a large part of colour palette of the restaurant. The warm tones of brown, yellow and orange have been present in all outlets of the brand. Some essential design elements of the space includes the pendant lights in the central area of the restaurant that are customised and designed with Burmese motifs, in feather concrete and metal.

The wall to the right of the restaurant is a visual depiction of the weathered ancient walls of the pagodas in Burma which have their own story to tell. Burma being an ancient culture, there is a lot of history that









Ankit Gupta, Co-founder, Burma

The brief to the designer was to transport a guest to Myanmar when he/she enters the restaurant and a venue which reflects the culture, tradition, our family history and preserved art form of Burma. We wanted the space to reflect the temples of Bagan, the royal houses of the dignitaries and the use of vibrant longyis. In less than 4 years, we are already in 5 cities of India and are looking at opening in 4 more in the next 3 years and to enter International market too.

these walls hold. The designer created the wall by having an artist etch seporex blocks and displayed artefacts on it.

A prominent design element of the space is the fairly large tea bar to the left of the restaurant, with a display of tea pots and







tea canisters in wooden cabinets. Tea is an essential part of the Burmese culture, and the Burma tearoom ensures the experience is truly teatastic! Boasting more than 30 hand-picked flavours from around the world, finely curated to ensure each blend compliments specific dishes on the menu. Some of the special flavors include Bubblegum Tea, Ayurveda Teatox and the signature Burma blend.

To sum it up, the space allows the city dwellers to step away from the madness of the concrete jungle, and indulge in some comfort food and drink, topped with great warmth and service. •

Chand P Kumar

Minnie Bhatt, Interior Designer

The design of the restaurant has been inspired by Burmese culture and aesthetics. It is a contemporary translation of Burma and its history more than the history of Burmese cuisine. This Burma outlet has a more fluid decor as compared to the previous outlets which were more thematic, based on various nuances of Burma like the dominant religion there, tattoo art or its tribes. The biggest challenge was creating the lattice for the facade as envisaged. We made many samples in different materials and finally got it right. This terracotta coloured lattice is a very important feature of the restaurant facade and is the element that is visually engaging for passerby.

Principal Designer

Minnie Bhatt

Design Lead

Misbah Kapadia

Assistant Designer

Ishani Shah

Lights

Purple Turtle

Wall Mural

Prashant Keluskar

Interior Contractor

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