

THE DESIGN

Beyond the commanding metal structure of the pergola, another captivating feature beckons from the façade, captivating the attention of those strolling along the sidewalk. This focal point is none other than the dry aged chamber. Encased in glass, this space becomes a visual spectacle where meats mature into culinary excellence. Positioned at the entrance, it offers patrons an immediate insight into the artistry that elevates DeBetti to a pinnacle of Brazilian steakhouses. This direct engagement with the heart of the butchery unfolds a comprehensive narrative, allowing guests to fully grasp the meticulous steps that orchestrate the barbecue universe. The integration of this immersive experience imparts a newfound appreciation for the entire journey, giving an enriched perspective that resonates through the exceptional quality of the products showcased.

The art of immersion takes center stage in the design and visual communication of this space. Every detail has been carefully orchestrated to draw customers into the brand's world. Throughout the sales area, the presence of blackboards becomes a canvas for weaving the brand's narrative and product insights. Here, the brand's history and product intricacies find their voice. Mirrors, thoughtfully positioned, further enhance this experience. They serve as conduits, ensuring an unbroken connection with the natural surroundings that envelop the space. With their reflective magic, the mirrors capture the canopy of trees, orchestrating a sensation of sheltered reprieve beneath nature's embrace. The decoration and communication elements collectively harmonize, artfully engaging every visitor and offering an immersive journey into the heart of the brand's essence.

Within the realm of furniture design, a deliberate choice of materials has been made to cultivate an atmosphere of elegance while maintaining a tangible connection to the butchery universe. In select pieces, the use of synthetic leather and ox skin serves as a conduit to infuse the space with a heightened sense of sophistication. This deliberate fusion of elements not only imparts a refined ambiance but also preserves a subtle reminder of the brand's essence, subtly interwoven into the environment for an enduring and tasteful presence. In our pursuit of a comprehensive design narrative, our creative journey extended to crafting not just the ambiance but also the very furniture that shapes the environment. Among our innovations are the bespoke furniture pieces, including product displays and outdoor benches, ingeniously interwoven into a patchwork pattern alongside the barbecue planks.

Evident at every turn within the project, the guiding principle has consistently been to elevate the brand and its distinctive attributes. Through deliberate choices such as harnessing characteristic brand elements and the careful orchestration of biophilic design, a harmonious synthesis emerges. The quest to intertwine natural light and verdant life within the space becomes a journey to invoke the sensation of being enveloped in the great outdoors.

With living walls flourishing and the meticulous integration of nature-inspired textures and patterns, this design narrative transforms the environment into a sanctuary—a hidden garden of tranquility amidst the bustling world. The coalescence of the built and natural environments unfolds, crafting a setting where cosiness is palpable, inviting users to immerse themselves in an experience that is both nurturing and rejuvenating.



Photo: Maira Acayaba



Photo: Maira Acayaba



Photo: Maira Acayaba

