

adriano

zumbo

WORDS PIP MILLER PHOTOGRAPHY MURRAY FREDERICKS

As Australia's answer to Willie Wonka, Sydney patissier Adriano Zumbo is like his website reads, anything but ordinary.



## inspiring space

**I**n fact, his signature creations are quite extraordinary and have earned him both culinary celebrity and an all-age following. And now with the opening of Zumbo's latest undertaking at Sydney's newly refurbished casino, The Star, the buzz for novel, sweet treat experiences has reached fever pitch.

Part retail shop and part dine-in restaurant, Adriano Zumbo at The Star is quite simply, a surreal, fairytale destination or to coin a phrase, the stuff dreams are made of.

The patissier's imagination has been brought to life by Luchetti Krelle, a Sydney-based Interior Design and Architecture practice who have expertly connected both domains by a dessert train that snakes through the large open kitchen and out to the anxiously waiting patrons.

Zumbo credits his completely new and novel dessert train to a fondness for sushi.

"After sitting at my local train countless times, I kept thinking how good it would be if it was covered in desserts. I wanted to create a fun and tasty place to get your dessert fix, and to bring more people to the pastry industry – hopefully they get a ▶







better understanding of what patisserie is about. I also wanted to keep challenging myself as a businessman," he said.

When asked about what's on board the dessert train, Zumbo says it is a combination of simple 'classics' and signature favourites like the passionfruit tart and eight layers of vanilla, V8 cake. Add to this, gateaux, pastries and decadently flavoured macarons identified by wildly wacky names like finger bun, popcorn and baby powder.

According to Stuart Krelle, director of Luchetti Krelle, their company was required to rethink the whole concept

of dining in the execution of Zumbo's new concept outlet at The Star.

"With Adriano's reputation as a quirky cake-maker on the line, the concept explored the best way to showcase his creations. What we have come to expect from his cakes and desserts – surprise, novelty and innovation – had to be found in this venue. In essence, the whole space needed to become a spectacle of theatre, retail and hospitality within a hybrid space."

Krelle says the dynamic shopfront serves as a framework for the display and performance occurring within. "Coloured lights and various installations



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with moving parts are designed to not only entertain patrons, but those queuing to enter and passers-by. ▶





"The popular Mouse Trap board game inspired some of the more eccentric additions to the store. As a board game that consists of moving parts controlled by cranks and gears, it was the perfect fit with the underlying concept of a kinetic factory of fun. It is the intricate candy coloured cogs at the axis of the train that perform the most important role. As they turn, the conveyer belt slowly ambles by with its cargo of delectable inventions uniting the distinct spaces."

Krelle says there is not one but a veritable feast of quirky elements to this fit out. He cites the macaron wallpaper in the dining area and bursts of vibrant magenta like the neon 'I HEART ZUMBO' sign as the more memorable design statements.

Other quirky inclusions are macarons packaged in their own glass cases with colourful pipes reading 'in case of emergency, break glass' and cakes displayed in mouse traps that were especially commissioned by industrial designers Luxxbox.

Krelle says this project was unlike any design brief they have ever completed and he is particularly proud that it not only reflects Adriano Zumbo but exceeds expectation in a wonderfully wacky and playful way. ■

