

REFERENCES // ROOM DIVISION / FLAME-RETARDANT / GLARE AND HEAT PROTECTION

TEA REVOLUTION

Rare Japanese teas in the pop-up bar at the Muji flagship store, London



Object

OHH CHA BAR, pop-up bar at Muji flagship store, London, UK

Concept

SoHo+Co, London, UK

Photos

OHH Ltd + Photo by Andy Stagg

SITUATION

The OHH tea company trades in high-quality Japanese matcha tea and has opened Europe's first contemporary matcha bar in London, using their premium Eastern offering to shake up the British capital's tea culture. The latest in authentic Japanese tea experience is the pop-up bar in Muji's Tottenham Court Road flagship store.

SOLUTION

The semi-transparent curtain creates a room inside a room and perfectly correlates with Muji's minimalist aesthetics. The silvery monochrome room makes the tea's green colour gleam, with the sumptuous green hue painted onto the tailor-made Muji chairs where visitors can immerse themselves in rare aromas.



USED PRODUCTS

TEA REVOLUTION



ALU BASE

ART.-NO. 0101235

Use:	Glare & heat protection
Number of colorits:	2
Material:	100% Flameretardant polyester
Fabric width:	300 cm
Weight:	72 g/m ²

