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RESTAURANT

MAY 12 ESTADO PURO BY JAMES AND MAU



► *Estado Puro unites tradition with innovation without becoming kitsch.*



► Architectural firm James & Mau designed a 'typical' Spanish restaurant in the centre of Madrid.

► Located on the paseo del Prado in the heart of Madrid, Estado Puro was designed for Paco Roncero - one of Spain's cutting edge chef, who respects the foundations of the Spanish cuisine while creating and experimenting with food.

The chef's sensitivity towards new cuisine would form the starting point for James & Mau. It resulted in a concept that unites tradition with innovation without becoming kitsch. The key element would be the barrette, a Spanish folklore object that is all but forgotten in Madrid souvenir stores.

1.000 Barrettes were used to create a retro illuminated skin that forms a wall and ceiling covering. It projects a fun sensation that welcomes visitors. The barrette was also part of the large photograph on one side of the restaurant. This photograph is actually an advertisement - a collaboration between James & Mau and Agency Full Mix - of Mahou, a beer brand that was a sponsor of Estado Puro.

► [James & Mau](#)