

PRESS RELEASE

Locally sourced food with a modern presentation and fresh lighting

The logo of the Ametller Origen restaurant "CoMMons" on the menu proclaiming "Est. 1830" draws attention to the long tradition. We are in the base of the "World Trade Center", in a prominent location right at Barcelona's harbour. But a look around this new restaurant shows that the ambience is anything but traditional: the Catalan trading company Ametller Origen has realised a trendsetting restaurant concept here.

The year on the menu is not an invention. The Ametllers from Olèrdola in Catalonia have indeed been in the farming business for many generations, but it is only in recent years that they have made themselves a name as a brand for authentic, fresh food. Even as children Josep and Jordi Ametller helped their father sell fruit from the farm at local markets. The production and direct marketing of agricultural products is still the backbone of the chain of stores that the brothers have built up since 2001. The group now employs over 2000 people, 150 of them on farms, and operates almost a hundred branch stores selling fresh produce and delicatessen products throughout Catalonia. An important factor in this success story is undoubtedly that the Ametller brothers recognised the trend towards natural, regional and seasonal products early on and focused their entire company accordingly.

Natural, regional, seasonal, transparent

The new restaurant at the harbour not only serves as the brand's flagship and as a trend laboratory; its concept is spot on and targets the employees of nearby office complexes as well as tourists. Around 400 guests dine here every day. In addition, 300 takeaway meals are served over the counter. Guests can watch the modular dishes made from the company's own products, including vegetarian and vegan options, being prepared in a central, open kitchen. A total area of around 1000 m² is divided into different zones: in addition to the self-service counter and the restaurant's open dining area, there is a separate adjoining room with sea views and a coworking area that can also be hired for events. The interior design concept gives each area a characteristic atmosphere, without departing from the consistent brand identity – no wonder, because it was developed by Casa Ametller's in-house interior design team.

Perfectly coordinated LED lighting

Natural materials such as blond wood and wickerwork define the look of the restaurant. Warm colours, lush green plants and handcrafted decorative objects bring a rural, Mediterranean atmosphere to the big city. The walls of the counter and kitchen area are tiled with white ceramic tiles. The design is underscored by an individual lighting concept which creates a homely atmosphere with decorative luminaires but also primarily uses BÄRO Oterro XR LED spotlights for a lively and also functional presentation of the premises.

With output of 34W the highly efficient LED spotlights, mounted at a height of around 3.5 m on tracks, have plenty of punch to present the food naturally and appetisingly, to clearly accentuate information such as signs and menus, and to define the space and architecture. Tracks and spotlights come in the colour strato white, which further underlines the natural, clean look of the interior. The planners used the universal, warm white light colour 830 throughout – with the exception of the sushi counter, where the products are shown to best advantage with BÄRO Ontero EC spotlights in the special light colour Fish&Seafood. The special spectrum of these luminaires reflects the typical colours of salmon, tuna, cod etc. in a particularly nuanced way and ensures that the products look attractive and fresh. Together with BÄRO's lighting experts, the Ametller Origen brand has achieved a successful, characteristic lighting balance for its restaurant, which in turn contributes to the success of the restaurant concept.

Project data

Principal: Grup Ametller Origen

Interior design and lighting design: Ametller Origen Design Team

Products: BÄRO Ontero XR, light colour 830; Ontero EC, special light colour

Fish&Seafood

<https://ametllerorigen.cat/ca/restaurant-ametller-origen-commons>

Photos: BÄRO/Constantin Meyer / Reprint free of charge / Copy requested

About BÄRO

BÄRO is a leading specialist in the fields of retail lighting and clean air technologies with global operations. The family-owned business based in Leichlingen is managed by the married couple Dr Sandra von Möller and J. Manuel von Möller. With the slogan "Fresh Light for Fresh Products" BÄRO offers professional lighting solutions for all formats in the retail world. Furthermore, in 1996 BÄRO launched its Clean Air Technologies division and offers integrated solutions for the restaurant and catering industry, canteens and the food industry. The careful use of energy and social responsibility are important to BÄRO here. As a signatory of the "Diversity Charter" the company is committed to diversity and cultivates a culture of respect for every individual. In addition BÄRO supports the charity KIDsmiling that was founded in 2003 as a private initiative by Dr Sandra von Möller to help socially disadvantaged children.

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08 The Ontero EC luminaire head with a diameter of just 90 mm offers high lighting quality and extremely compact dimensions. The driver electronics are accommodated in the power adapter which features a potentiometer for individual adjustment of the brightness in the 34 W variant. (Photo: BÄRO)

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