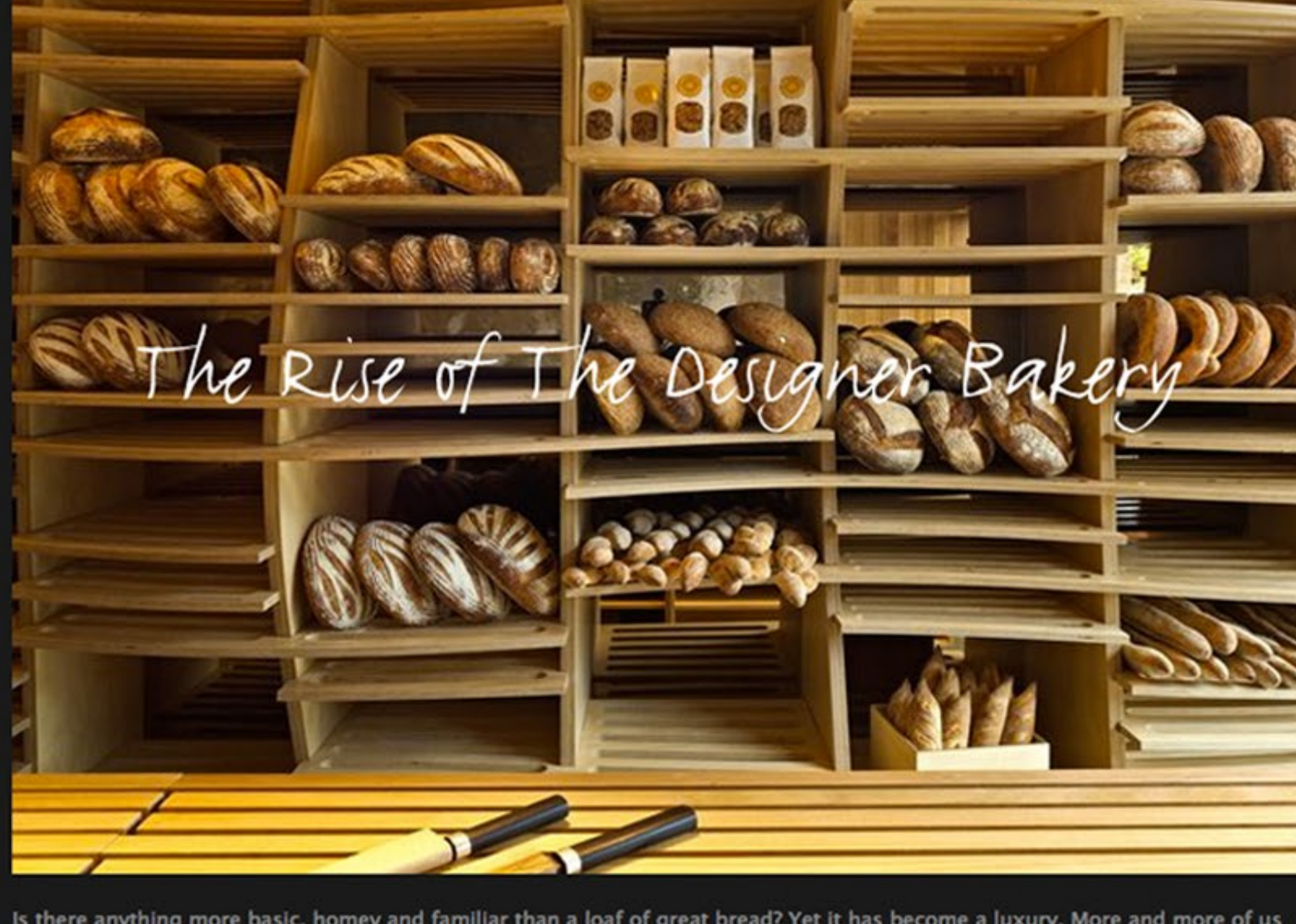


## The Rise of The Designer Bakery

February 23 2016



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Is there anything more basic, homey and familiar than a loaf of great bread? Yet it has become a luxury. More and more of us are sick of (literally and figuratively) the white, never-to-stale sliced bread in its never-to-biodegrade plastic bag.

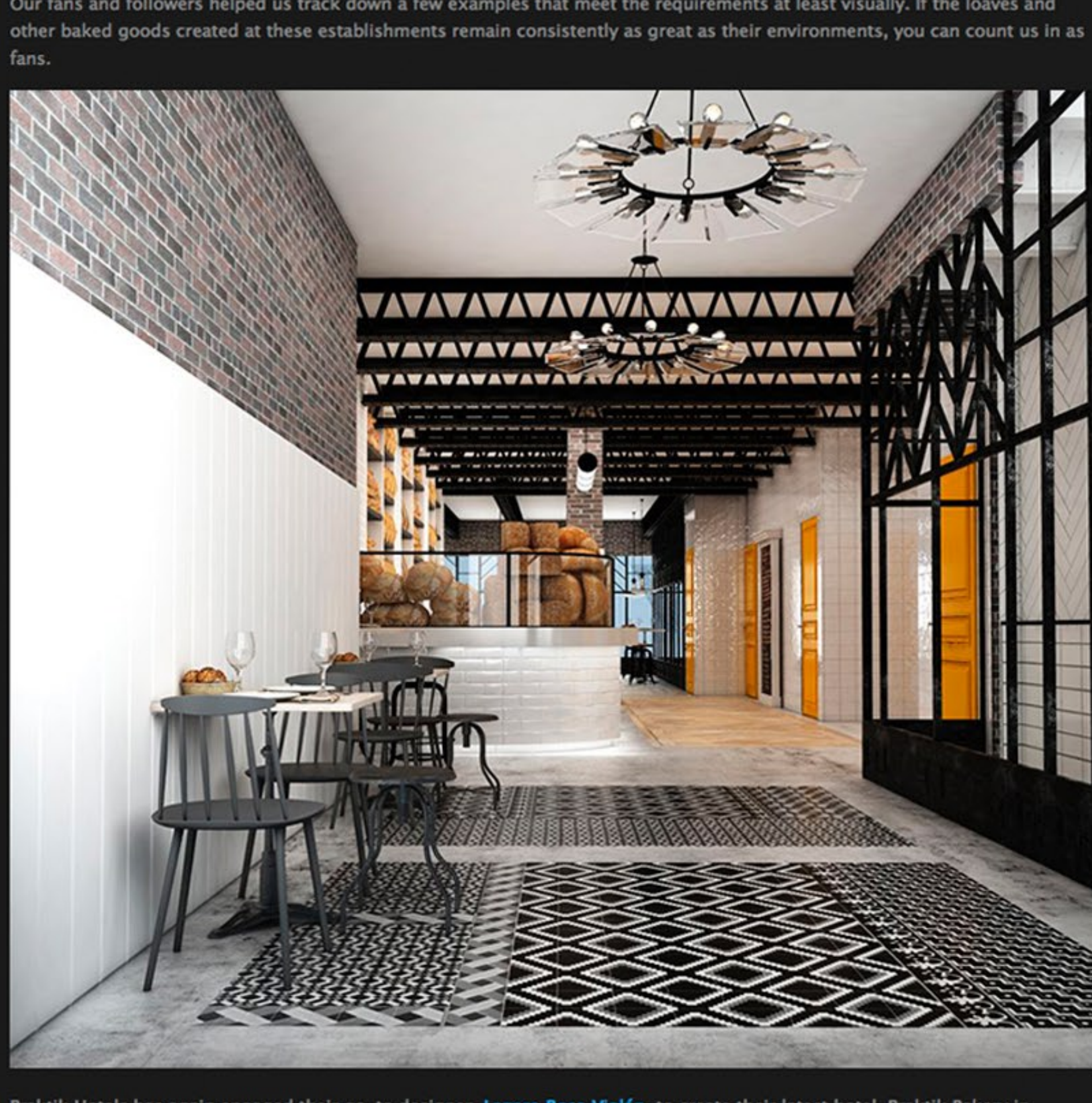
We crave for fresh artisanal breads, natural ingredients, heritage grains, organic everything. Those who value great-tasting, healthy bread will pay for quality.



And with that quality and premium price comes the notion of design. Why should we buy that wonderful, healthy loaf at a horrible-looking bakery?

Hominess and hearty fare are great, but does the environment have to look so "homey," too? Not any more. We are seeing more and more cool bakeries around the world.

Our fans and followers helped us track down a few examples that meet the requirements at least visually. If the loaves and other baked goods created at these establishments remain consistently as great as their environments, you can count us in as fans.



Praktik Hotels has again engaged their go-to designer, [Lazaro Rosa Violán](#), to create their latest hotel, Praktik Bakery in Barcelona. It is a cool 74-room designer hotel where the bakery is not just a branding gimmick but the real soul of the hotel.



Forn Baluard at the [Praktik Bakery](#) is run by Anna Bellsolà, second-generation artisanal baker known for the family bakery located at the working-class seaside district of [Barceloneta](#).



The bakery lets the hotel guests feel at home as the scent of fresh bread greets them in the lobby. It is also a visual feast as the baking takes place in full view. The bakery interior is rather grandiose, not a tiny hearth stuck in a corner, and it has that air of a busy urban bakery where people come and go throughout the day. The bakery/lobby/café is a living and lively place



As always, we love the clean lines, the textured surfaces and the minimalist color-scheme. And of course we love bread and bakeries. Doesn't everyone?