



SELLA CONCEPT

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*Piraña*

PRESS RELEASE  
September 2018

## Release the Piraña

*Sella Concept creates new bar-restaurant in Balham*



When it comes to revitalising London nightlife, brothers Alastair and Nicholas Heathcote have prior experience. Everything they've touched in the last five years – their Indian-inspired cocktail den **The Imperial Durbar** and Himalayan haunt **The Hill Station** in Tooting, as well as their East London venture, the late-night Dalston tapas joint **La Cabina** – has become a hit.



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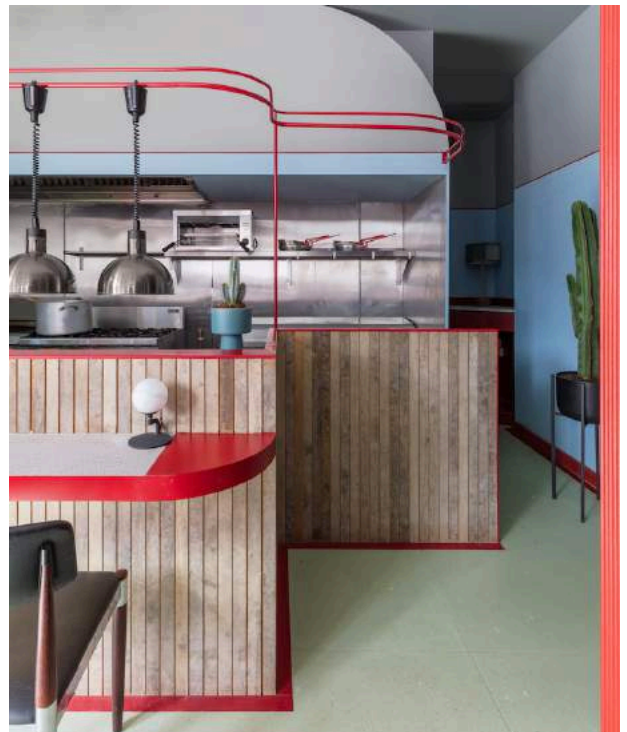
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## *Piraña*

Now, they've set their sights on Balham, South London's up-and-coming neighbourhood du jour, to launch **Piraña** – a South American-inspired bar and restaurant located in the area's emerging nightlife hub of Bedford Hill.

Knowing from experience that a venue can live or die on the design of the space, the brothers turned to **Sella Concept** – the design studio behind recent Pimlico opening Omar's Place and the café and workspaces of De Beauvoir Block – and charged them with designing a new bar brand that could win the hearts of locals and had the potential to expand beyond Balham.

In contrast to Imperial Durbar – a point-by-point recreation of vintage Indian interiors – the Heathcote brothers were keen that their new venture avoid drawing too closely from the South American aesthetic, so Sella Concept founders **Tatjana von Stein** and **Gayle Noonan** resisted the soft, warm colours and traditional patterns associated with the region, and developed a bolder, engagingly retro design theme that **transcends specific cultural roots**.



Piraña's curved bar & The Chef's Table which looks onto the kitchen. Materials include timber slats and a bespoke floor in jade terrazzo. Photography by Nicholas Worley.



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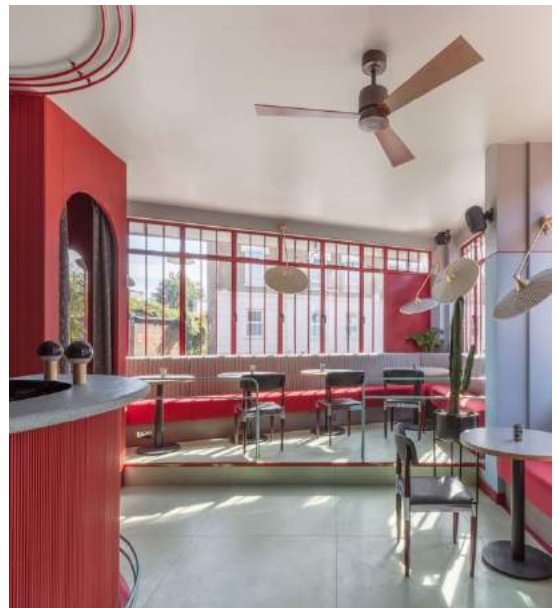
*Piraña*

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*'While the food concept touches on South American cuisine, the brief was to create something unique with no particular cultural reference but that invites guests to eat and drink in a relaxed manner throughout the day. Our approach rests on colour and flow, creating spaces within spaces to drink and dine.'*

– Tatjana von Stein, founder, Sella Concept

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(Left) Piraña exterior: Blue and white tile mosaics and striking window façades dominated by a red metal framework. (Right) Piraña's front room with a banquette-lined platform. Photography by Nicholas Worley.

From the shell of a former restaurant, Sella Concept has conjured a fluid, immersive space, seamlessly subdivided into different areas, each with a subtly different mood. The owners were keen for the atmosphere to be casual and easygoing, with no sense of division between diners and drinkers, and this comes across in a layout governed by a feeling of flow rather than division. As is typical with Sella Concept projects, the design concept began by developing an understanding of how people will use the overall space, incorporating **visual shifts** and **atmospheric transitions** to accommodate changing behaviours within the venue.



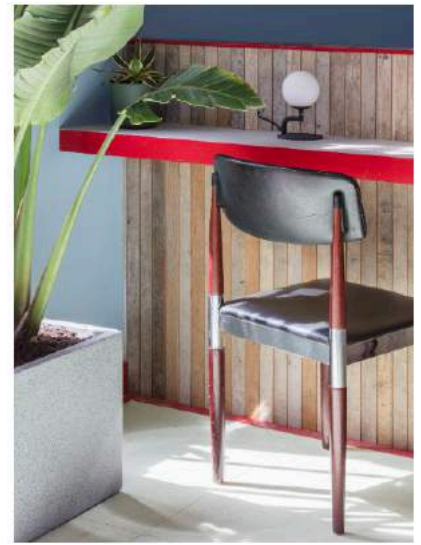


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Light and welcoming, Piraña's front room houses a **chef's table**, a **curved bar**, a **banquette-lined platform** and a **'secret' snug** with a **private bar hatch**. The back room is darker and more indulgent in tone, lined with cosy and intimate **private booths**, from which customers can call the bar directly. These distinct but connected zones allow Piraña customers to use the space as their mood and preference dictates – whether they fancy sociable casual dining and drinking or a more private personal experience.



Piraña details: Sella Concept has conjured a fluid, immersive space, seamlessly subdivided into different areas.

Photography by Nicholas Worley.

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*'We are both fascinated by the psychology of behaviour behind design and the question of how to encourage behaviour through layout, design and materials – what design makes us feel. Our favourite projects are those that allow us to answer one question: how can we transport an audience?'*

– **Tatjana von Stein**, founder, Sella Concept

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Designed to catch the eye with its **bold colour combinations**, the exterior has been styled with **mosaics of blue and white tile** and striking window façades dominated by a **red metal framework**. Inside, Piraña's playful, trend-agnostic aesthetic is created through the use of a rich, sensory palette of colours and materials, including a bespoke floor in **jade terrazzo** (created in partnership with a fabricator in Spain), micro mosaic tiling at the bar, and a **deep, earthy red in the upholstery** and the **curved timber slats** that ties the space together. For



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Sella Concept, a studio known for its love of warm pastel pinks, the Piraña interior represents quite a departure.

Apart from the chairs and lights, every fixture and item of furniture in Piraña has been **custom-designed for the space by Sella Concept** – including the **booths, bar, banquette, tables, stools, floors** and **bathroom sinks** – and, unusually, the studio worked directly with the building contractor on the renovation, without involving a third-party architect.

Taking advantage of Gayle Noonan's background in **graphic design**, Sella Concept has also created **Piraña's visual identity**, deployed on **menus, business cards** and **online** – ensuring that the character and style of the restaurant carries smoothly onto all brand collateral.

The result is an unusual and inviting venue that somehow packs a host of different atmospheres into a comparatively small space, and a bold new bar brand for Balham.

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## CONTACT

For more information about Sella Concept's design for Piraña and other commercial projects, please contact **Jessica Knowles** at [j.knowles@zetteler.co.uk](mailto:j.knowles@zetteler.co.uk) or on +44 (0)20 3735 5855.

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## NOTES FOR EDITORS

### About Sella Concept

Set up by Tatjana von Stein and Gayle Noonan, Sella Concept is a design studio specialising in shaping immersive, experiential commercial environments that engage and inspire all who set foot in them. With a background in interiors, events and graphic design between them, They are able to offer a full spectrum of design services, spanning interiors, visual identity and branding, event design and curation. As well as Piraña, their portfolio includes designing eye-catching and engaging retail spaces, restaurants, bars, hotels and members' clubs; and they have also worked on high-profile launches and landmark projects for the like of Google, Netflix and Instagram.

[sella-concept.com](http://sella-concept.com)

**Instagram:** [@sella.concept](https://www.instagram.com/sella.concept)



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**Piraña Opening hours**

Mon 5pm – 12am

Tue 5pm – 12am

Wed 5pm – 12am

Thu 5pm – 12am

Fri 5pm – 2am

Sat 11am – 2am

Sun 11am – 12am

**Piraña Address**

76 Bedford Hill

London

SW12 9HR

**Menu:** [pirana-london.com/food/](http://pirana-london.com/food/)

[pirana-london.com](http://pirana-london.com)

**Instagram:** [@piranalondon1](https://www.instagram.com/piranalondon1)

**Twitter:** [@PiranaLondon](https://twitter.com/PiranaLondon)

**Facebook:** [piranalondonuk](https://www.facebook.com/piranalondonuk)