



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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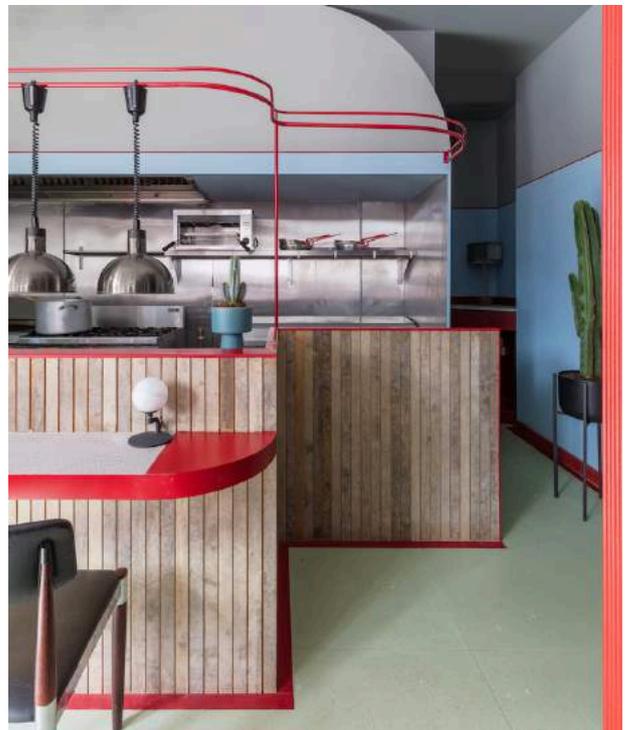
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Piraña

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.



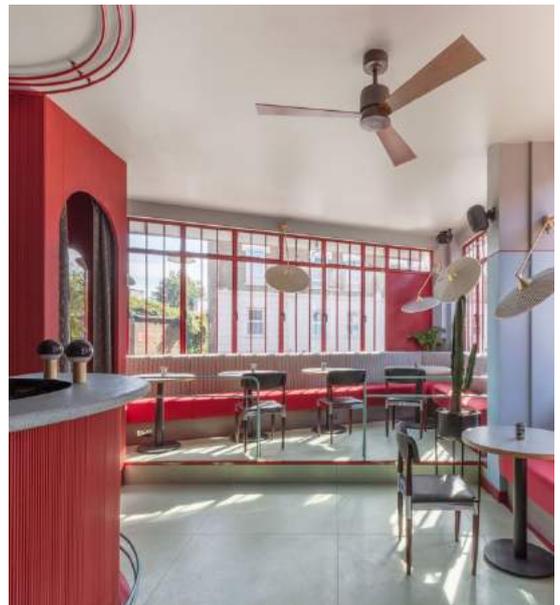
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'While the food concept touches on South American cuisine, the brief was to create something unique with no particular cultural reference but that invites guests to eat and drink in a relaxed manner throughout the day. Our approach rests on colour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

– Tatjana von Stein, founder, Sella Concept



(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.

'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

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.

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 or on +44 (0)20 3735 5855.

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

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/

pirana-london.com

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

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

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