



ATASTY ADDITION

McDonald's has unveiled its new Shanghai headquarters in collaboration with Steve Leung Design Group. Spanning two floors, the 700 square-metre cube-shaped flagship restaurant known as the "Big Mac Cube" can accommodate more than 200 customers. Weaving together three key design elements - cube, warm colours and hidden smile - the brand has collaborated with CITIC Bookstore to launch a parentchild space combining coffee, a bookstore and a mini theatre for the first time. | 梁志天 設計集團為上海麥當勞CUBE旗艦店打造了一個 集書店、迷你劇場及手工咖啡於一身的生活地標。 被稱為「巨無霸魔方」的旗艦店佔地700多平方 米, 樓高兩層, 可同時容納超過200名顧客。餐廳 以充滿童年回憶的麥當勞開心樂園餐作為靈感, 糅合立方、暖色及隱藏的微笑三大設計元的,並與 中信書店合作,在餐廳內引入書店和迷你劇場,配 合McCafé, 為餐飲體驗重新定義。mcdonalds.com