

Hello Cupcake
Washington, DC

Bonstra Haresign Architects
Photographer: Maxwell MacKenzie

This tiny jewel-like retail food operation uses light as a main ingredient and in an energy efficient way. The store's materiality is realized indirectly with fluorescent ceiling coves, through reveals behind red lensed display shelves, and LED strips grazing textured surfaces which together create a dramatic backdrop for the merchandise. Direct illumination makes the cupcakes pop; adjustable recessed accent lights utilizing ceramic metal halide lamps were selected for supreme color rendering and cool operation characteristics.

