

A CUT ABOVE

TURNING UP THE OLD-WORLD CHARM AND EMPHASISING A SENSE OF COMMUNITY AND TRADITION OF THE CRAFT, THIS BUTCHER'S SHOP FIT-OUT IS A TRIBUTE TO THE HISTORY AND AESTHETIC OF THE TRADE

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The nostalgia of the traditional butcher's shop is given fresh life at Peter Bouchier - Butchers of Distinction, designed by interiors firm Doherty Lynch. The Hawksburn Village store has been home to one of Melbourne's most iconic butchers for more than 15 years, and the sophisticated redesign pays homage to the quality produce and the warm, community nature of the business.

From the outside, a frontage of black and terracotta creates an immediate impression of heritage and quality, with a grand oval window that frames the premium meats inside.

The design also plays on the 'village' feel of the store and the heritage of its owners. Peter Bouchier - whose name means 'butcher' in French - is one of 14 butchers in his family, and he and the other staff members know many of their regular customers by name. The warm colour palette of terracotta and copper with refreshing touches of mint green, and nostalgic references - such as an antique slicer and art deco arches - create a comforting environment that recalls this old-fashioned cordiality. "The idea is to try to make people feel comfortable, so they're not just buying meat - it's an experience, it's a place they enjoy coming," says Fiona Lynch, co-director of Doherty Lynch.

Another key requirement for the design was to expand the space. Doherty Lynch almost doubled the size, which freed up more space for the staff to work behind the counter. "It was a real mix of practicality and aesthetics," says Lynch. "They serve around 400 customers a day, so there is a real need to allow people to flow easily."

Marble benchtops and serving counters, curved glass fridges, copper mesh wall details and patterned terracotta tiling create a sense of warmth. A narrow nook along the left wall with an integrated copper bench allows a space for customers to perch while waiting for their order, and decorative tubular railing referencing traditional butcher's hooks brings a playful touch to the space, as well as providing a practical place from which to hang shopping bags and coats. ■



LEFT: The handsome facade uses the product in the shop window as a feature. **BELOW:** A vintage slicer, one of the tools of the trade.

FAR LEFT: A copper bench with butcher's hooks to hang coats and shopping bags. **OPPOSITE TOP:** An old-fashioned sign out the front. **OPPOSITE BOTTOM:** White marble and terracotta help form a classic colour palette along with the copper and mint green.

