



BINDOON BAKEHAUS

Fratelle Group

Fratelle Group's quality assurance and project management processes ensure the highest return for every client



Fratelle Group is a passionate architectural and design practice with experience in master planning, interior design, refurbishment, project management, feasibility studies, documentation and contract administration.

The team can organise and oversee every detail of a project from start to finish, including marketing, public-relations campaigns, and web- and graphic-design services.

A combined 24 years of industry experience offers you innovative design solutions and a commitment to excellence.

BINDOON BAKEHAUS

When the directors of Fratelle Group, Kylee Schoonens and Adrian Fratelle, first visited the Bindoon Bakehaus, they couldn't believe what they saw.

Here was a business that had collected a cult following of devotees over 10 years, thanks to talented pastry chef Anne Maree Hagge's butter pecan pies, Bindoon orange cake and other brilliant baked goods.

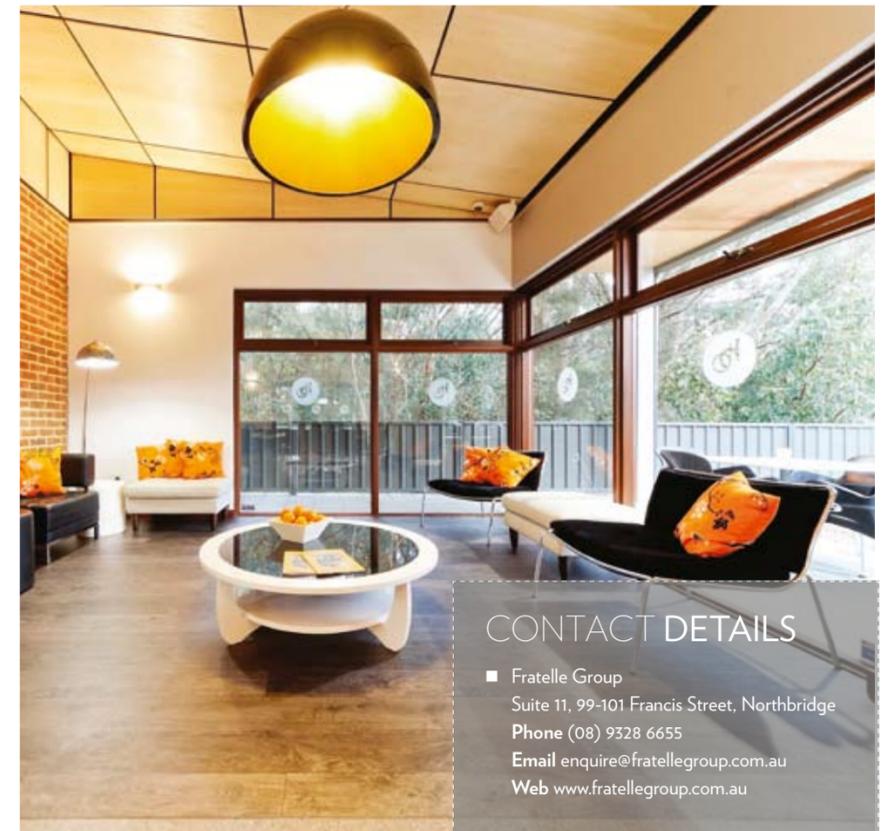
However, the thriving bakery was crammed in to poorly designed premises that were stifling its enormous potential.

So when Fratelle Group was approached to design a new building for the bakery, the team knew the premises had to reflect the quality of its world-class goods.





The Bindoon Bakehaus presented an opportunity to play with juxtaposition in colour, form and function, through the concept of an inner-city cafe integrated with a country bakery.



Energy efficiency was a key priority in the design, and while the northern elevations had plenty of sun-protected glazing, and the west-facing windows were well protected by natural bushland, the easterly windows proved problematic.

Fratelle Group resisted adding shading devices that would have detracted from the sweeping form of the building, instead bringing sections of the building forward to cover the windows and provide protection.

To keep in sync with the rural setting, natural materials were favoured, such as galvanised steel, corrugated metal cladding for walls and roof, stone features, and extensive use of timber panelling, doors and window frames.

To encourage atmosphere in the new cafe, Fratelle Group created distinct zones in the design. These included a stunning alfresco seating area, a main seating area complete with a kiddies bakery, a service area with spectacular views of nature, and a breakfast bar.

The bakery has reported a big leap in profit since moving into the new building and undergoing the rebrand, and is now one of the biggest employers in the town centre, with 38 staff on its books.

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