



MASTER OF THE SENSES

Sensory Lab:
David Jones, 297 Lt Collins St, Melbourne, VIC
(03) 9643 2222 or www.sensorylab.com.au
Photos: Thom Rigney

St Ali owner and coffee evangelist, Salvatore Malatesta, wants to 'own' the coffee *learn* space, just as, he says, Apple 'owns' the *touch* space. Maybe that should be 'pwn', because Apple just seems so far into the game that no one can *touch* them. Malatesta has got one up on Apple though; because with the opening of Sensory Lab, which doubles as the Little Collins Street entrance to David Jones, he actually does 'own' the coffee *learn* space. His is the only café full of staff sporting lab coats, high heels and vibrant red lipstick guiding customers through a survey of their senses to devise the perfect brew for them. All the while connecting how they taste with what they drink, which they can take to the next level by ordering off the raw food menu to enhance the coffee flavours even further. It's all in the name of educating people to treat coffee as an experience instead of a fix. There's also a retail element, and because he's a realist there's a coffee window to the street that bypasses the lab-coats for a quick morning fix for guys on fixies. Designer Hecker, Phelan & Guthrie has brought a scientific attention to detail to the Sensory Lab. Loads of drab green and wire glass cabinetry, paired with white tiles and plenty of light creating a laboratory aesthetic that draws the line before clinical with plenty of noticeably human touches. **venue**

CONTACTS

- Hecker Phelan & Guthrie:
(03) 9421 1644 or www.hpg.net.au
Liquid Lines (Builder):
13 000 547 843 or info@liquidlines.com.au
1 Viridian (Georgian Wire Glass):
1800 810 403 or www.viridianglass.com.au
Metalmesh (Perforated Metal):
(03) 9588 1990 or www.metalmesh.com.au
Dulux (Simpson Surprise Cupboard Paint):
13 25 25 or www.dulux.com.au
2 Aeria Country Floors (Tiles):
(03) 9690 9292 or www.aeria.com.au
Laminex Group (Melamine):
132 136 or www.laminex.com.au
3 Volker Haug (Pendant & Wall Lights):
0405 846 813 or volker@volkerhaug.com
Euroluce (Recessed Lights):
(03) 9657 9657 or www.euroluce.com.au
4 Hub Furniture (Billiani Aloe & Cheope Chairs & Stools):
(03) 9652 1222 or www.hubfurniture.com.au