
A Unique Blend of Discerning Creative Elements. Found Nowhere Else.
Café Serving Original Coffee and Gourmet Sandwiches
"café 1886 at Bosch" to Open September 10 in Shibuya!



Planned and operated by TRANSIT GENERAL OFFICE, "café 1886 at Bosch" will open on September 10, 2015 (Thurs) on the first floor of the Shibuya headquarters of Bosch, a global German company known for automotive components and power tools. Offering a discerning blend of coffee and unrivalled gourmet sandwiches, the café will promote Bosch by providing a new space for work and relaxation just 5 minutes' walk from Shibuya Station.

Named for the company's founding year, "café 1886 at Bosch" is the Bosch Group's first café established at a headquarters building anywhere in the world. It has been designed by a collaboration of creators in the worlds of food, space design, and fashion, based on the principles of Bosch, which has a history of over 100 years in manufacturing and possesses advanced technologies.

The café will serve blends of coffee created especially for Bosch by the Ginza-based coffee roasting house, TORIBA COFFEE. These Bosch blends are designed to attract a regular fan base, and are accompanied by a line up of café lattes featuring latte art, and an original flat white creation, among others. Chef Toru Wachi of the well-kept Ginza restaurant Mardis Gras, which is famous for its meat dishes, has created gourmet sandwiches for "café 1886 at Bosch", arranging traditional elements of German food culture to develop original bread of the ingredients and create a menu that can only be sampled here. Other offerings include baked apple doughnuts with vanilla ice cream, which is a special arrangement of the traditional apple cake, apfelkühle, from Bosch's headquarters hometown of Stuttgart, a soup with crepe based on the soup dish, flädlesuppe, and a selection of German beer and wine. The interior design was created by Shigeru Kubota of Kubota Architects & Associates. The interior design of the café incorporates elements such as a spark magneto for an automobile engine, a typical early product of Bosch.

The café also has free wi-fi and power supply, and there are plans to hold regular workshops there using Bosch products.

COFFEE

■ Discerning Blend of Coffee

The Ginza-based coffee roaster, TORIBA COFFEE, has developed original blends just for the café. These original Bosch blends will attract a regular fan base, and include two types: a "dark roast" reminiscent of a German blend with a deep, smoky flavor, priced at 400 yen; and a "light roast" which is highly aromatic and bitter, hand-dripped for each cup ordered, for 500 yen. There are also a café latte embellished with latte art created with espresso, for 450 yen, and a flat white with an original arrangement priced at 500 yen. These distinctive coffees are designed to complement the sandwiches.

FOOD

■Gourmet Sandwiches Offer a Unique Flavor Only Available Here

Chef Toru Wachi of the famous yet secretive Ginza restaurant "Mardi Gras", which is famous for its meat dishes, has overseen the development of gourmet sandwiches.

Chef Wachi has used ingredients inspired by traditional German cuisine and to arrange original bread including high-quality materials such as rye bread and roasted oat bread. The café offers four sandwiches on the regular menu: the Slava at 850 yen features Oberkrainer sausage and mashed potato with sauerkraut sandwiched with rye bread; the Franconia at 800 yen is a bratwurst sausage sandwich made with potato bread that has potato kneaded into the dough; The Vienna at 850 yen is a ham cutlet sandwich spiced with curry and coffee powder; and the Falafel sandwich at 700 yen is healthy option with bread made from mixed grain and roasted oats and filled with falafels. A special arrangement of Mardi Gras' popular Herb and Potato Fries has been prepared as the Herb Flavored Potato Fries, available for 650 yen. The café's exciting menu will offer a unique arrangement of German ingredients and flavors that can only be found here.

■A food menu featuring traditional German snacks, as well as a full line up of German beer and wine! Other items include the "Crepe Soup", an arrangement of the German classic, flädlesuppe, as well as a la carte items such as sausages and ham. German comfort foods are also readily available, such as Baked Apple Doughnut and Vanilla Ice Cream at 650 yen, an arrangement of the traditional apple cake, apfelkühle, from the Bosch headquarters hometown of Stuttgart. The café will also serve alcohol, including the German draft beer Löwenbräu for 600 yen and German wines.



INTERIOR DESIGN

The interior design of the café and the adjoining lobby area has been created by multi-award winning café and industrial facility designer, Shigeru Kubota of Kubota Architects & Associates. The café area is themed on "the past," while the foyer takes the theme of "the future." The space has been consciously laid out without partitions to represent the connection between the past and future.

The lobby will function as an exhibition space where visitors can encounter Bosch's latest technologies. It is designed as a sophisticated space presenting the future with white and grey tones, reminiscent of Bosch's state-of-the-art research facility in Renningen, Germany. The café area is based on materials with a sense of warmth, such as aged materials, and takes the theme of Bosch's history, aiming to present the fun of craftsmanship in a workshop. The café interior includes displays of original Bosch products of the times, brought in from Bosch's home country of Germany, including a magneto ignition device, power tools, horns, and lights.



*Computer generated perspective drawing

UNIFORM/LOGO

The staff uniform design has been overseen by Shunsuke Ishikawa of the fashion brand marka. They include original moleskin work aprons inspired by European workers' styles of yesteryear. The café logo design, created by Koji Abe of INSENSE, is intended to evoke the familiar street signs found in Stuttgart.

<Store Outline>

Formal name: café 1886 at Bosch

Location:3-6-7 Shibuya, Shibuya-ku, Tokyo

Approximately 5 minutes walk from the East Gate of Shibuya Station on the JR, Tokyu, Keio Inokashira, and Tokyo Metro lines.

Operating hours:

Mon-Fri 8:00-22:00 (Last order Food 21:00/Drink 21:30)

Sat 11:00-22:00 (Last order Food 21:00/Drink 21:30)

Sun/ Holidays 11:00-20:00 (Last order Food 19:00/Drink 19:30)

Telephone:-03-6427-3207 *From Sept. 10

URL : www.bosch-cafe.jp

Seats:Total:85 seats (Inside: 69 Terrace: 16)

Area:167.53 m²

Wifi./Power supply: Available

Owner: Bosch Corporation

Café planning and operation: TRANSIT GENERAL OFFICE



café 1886 at Bosch logo

MEMBER

café 1886 at Bosch planning and operation: TRANSIT GENERAL OFFICE

TRANSIT GENERAL OFFICE's corporate concept is "the creation of play spaces for fashion, architecture, music, design, art, and dining." Stores opened by TRANSIT GENERAL OFFICE include the café Sign, the restaurant bills, the chocolatier MAX BRENNER, the fast food outlet Guzman y Gomez, and three stores of the New York bakery chain that everyone wants to visit before dying, DOMINIQUE ANSEL BAKERY, in Tokyo's Omotesando and Harajuku areas. The company is a high-profile hit maker that is always producing hot new spots.



Coffee director: TORIBA COFFEE

A new breed of coffee bean specialist with a store based on the concept of enhancing people's lives with coffee. All of the coffee is roasted in the roaster on the shops second floor, and it has achieved a huge reputation since it opened. It has been involved in directing numerous coffee shops, including the original blend used by the Osaka shop "ALL DAY COFFEE."



Gourmet Sandwich Director: Toru Wachi of Mardi Gras

Mardis Gras is a well-known French restaurant in Ginza whose appeal lies in robust, hearty dishes. Chef Toru Wachi is known especially for his meat dishes. Mardi Gras is a discerning restaurant based on the principles of the chef, who uses simple methods such as roasting or stewing, focusing his skills on bringing out the delicious flavors of the carefully selected ingredients. The restaurant has a large base of regular customers who return to enjoy the hearty, impressive menu of dishes that showcase the chef's mastery of meat cuisine.



Interior design: Shigeru Kubota of Kubota Architects & Associates

Mr. Kubota established himself as an independent architect in 1999 after working for some time in an architecture office. He is one of Japan's leading architects, whose work includes numerous buildings, interiors, and space designs. His many award-winning projects include the Mercedes Benz Connection, a showroom with a restaurant, café and lounge bar in Roppongi, Tokyo, designed to communicate the Mercedes brand.



Logo design: Koji Abe of INSENSE

Mr. Abe has overseen the art direction and design for several company's design and production projects. He established INSENSE in 2010, and works as a graphic designer mainly in the field of communication design, including art direction and design for fashion brands, web design, and logo design.



Uniform director: Shunsuke Ishikawa of marka

Mr. Ishikawa established marka in 2002. The company conducts all of its clothing manufacturing operations in Japan, from material selection to sewing and finishing. Inspired by the spirit of determination that lead him to found the brand initially, Mr. Ishikawa produces mens' apparel that combines elements of detailed craftsmanship developed in the good old days, with an original modernism and wit.

