

KULTUR BISTRO

INTRODUCTION

Kultur Bistro is a pop-up which turns empty ice cream shops into temporary public living rooms for communities during winter.

During the summer, ice cream shops are vibrant places where people come together and form connections. In winter, however, when the doors close and the city slows down, many people tend to stay in their **small apartments**, experiencing loneliness, isolation and sometimes even **seasonal depression**. Kultur Bistro is a response to this gap in community life.

The vision: Around the globe, ice cream shops turn into cosy, welcoming spaces that host diverse programs ranging from exhibitions, yoga classes, tastings to concerts, talks, craft workshops and small markets, **giving people a chance to connect while offering a platform to local makers**, designers, musicians, food collectives and artisans. It is a place to linger, talk, create and feel less alone.

The branding of Kultur Bistro should feel **inviting, positive and human**, while remaining simple and **flexible** enough to be **applied across different** spaces in different cities. As each location has its own architecture, size, and interior, the brand identity must work independently of the space it inhabits. Kultur Bistro should be immediately recognizable, even when furniture, materials, or layouts vary from place to place.

KULTUR BISTRO

BRANDING PROPOSAL

Core idea

Community is built by individuals. The visual identity of Kultur Bistro is based on one essential visual element: the dot. Each dot represents a person. On its own, a dot is simple and quiet. But together, they can form anything: Clusters, patterns, symbols or letters. Even the logo itself is constructed from dots. Making the branding flexible and ever expanding, mirroring how individuals interact in different ways and come together as a community.

Why dots?

The dot system is both **conceptual and practical**:

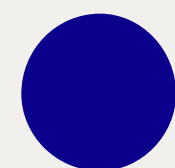
- Human: Each dot represents an individual
- Collective: Meaning emerges when dots come together
- Non-hierarchical: No dot is more important than another
- Accessible: Circles are easy to reproduce and understand
- Warm & playful: Soft geometry avoids rigidity or intimidation

This keeps the identity inclusive, approachable and open, – never exclusive or overwhelming.

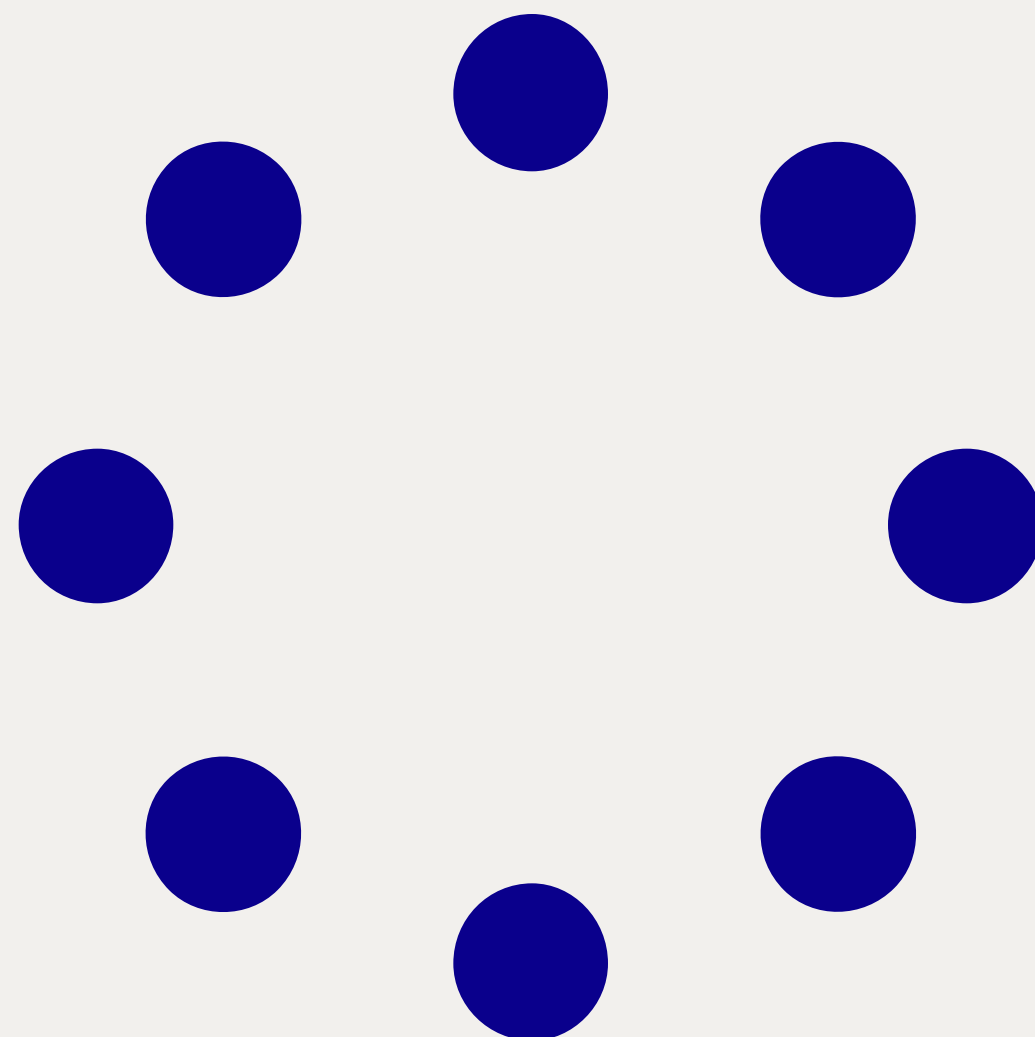
Application across spaces

Kultur Bistro is a **temporary transformation** and this is reflected in the branding. The dot system allows any existing ice cream shop to be transformed into a recognizable Kultur Bistro using **minimal resources** and without permanent intervention. For instance: An ice cream shop with large, street-facing windows can easily be visually dressed-up using simple paper or vinyl dots placed directly on the glass. Each space gets a unique pattern while retaining recognition as a Kultur Bistro, providing a low-cost, handmade and community-friendly solution. It can be produced locally and avoids the use of heavy materials or permanent installations. This encourages reuse and reinterpretation, **reducing production costs and waste**.

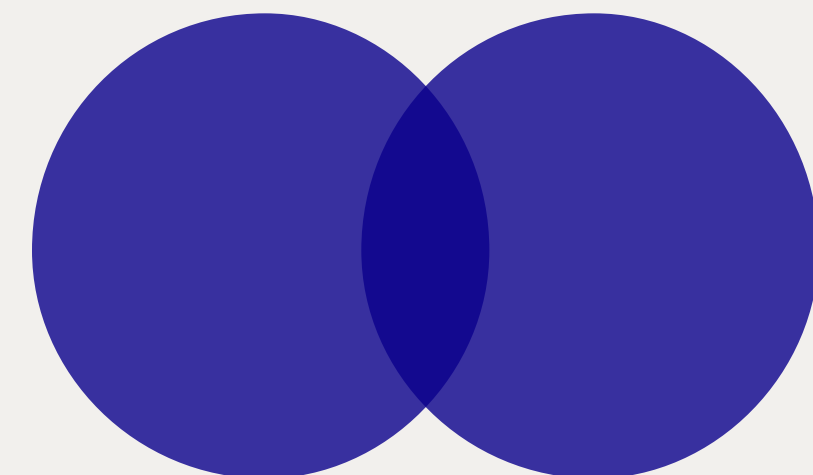
KULTUR BISTRO
BRANDING PROPOSAL



ONE DOT = ONE PERSON



TOGETHER THEY CAN FORM
CLUSTERS, PATTERNS,
SYMBOLS, LETTERS,...

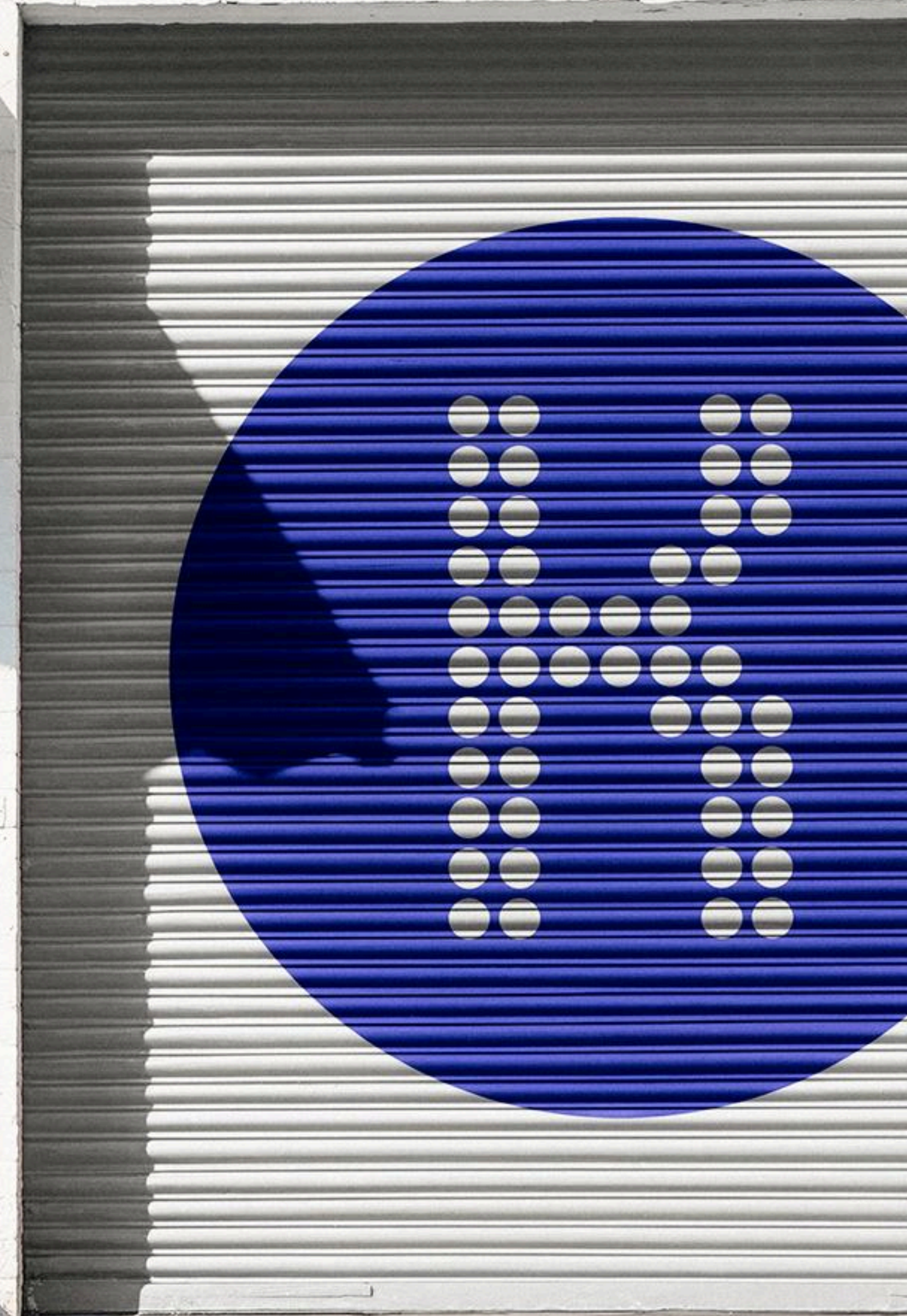


EVERY DOT IS ALWAYS
THE SAME SIZE SYMBOLIZING
THAT EVERYONE IS EQUAL
AT KULTUR BISTRO.



[KULTUR BISTRO VIDEO](#)

KULTUR BISTRO
BRANDING APPLICATION



COMING SOON

KULTUR BISTRO

TAKING OVER GELATERIA DI BERNA

A PLACE TO BE,
NOT TO PERFORM.

LEAVING
IS
OKAY.

YOU DON'T HAVE TO
HIBERNATE ALONE.

WE'RE BETTER
IN CLUSTERS.

KULTUR BISTRO

CULTURE POP-UP AT
GELATERIA DI BERNA
EVERY 10/11/25 - WEEKEND 10/02/26

WINTER DOESN'T HAVE TO BE LONELY.
YOU DON'T HAVE TO HIBERNATE ALONE.
COLD OUTSIDE. WARMTH INSIDE.
A PLACE TO BE, NOT TO PERFORM.
IT'S OKAY TO FEEL HEAVY IN WINTER.
YOU'RE NOT THE ONLY ONE FEELING THIS.
LOW ENERGY WELCOME HERE.
YOU DON'T NEED A REASON TO COME IN.
EVEN QUIET DAYS DESERVE COMPANY.
ONE DOT IS ENOUGH TO START.
ONE PERSON CAN MAKE A ROOM WARMER.
WE'RE BETTER IN CLUSTERS.
COMMUNITY STARTS SMALL.
YOU COUNT.
EVERY DOT BELONGS.
TOGETHER LOOKS LIKE THIS.
STAY A WHILE.
YOU CAN LINGER HERE.
A SHARED LIVING ROOM FOR WINTER.
THIS PLACE IS FOR BEING.
NOTHING TO PROVE.
IN SUMMER WE SHARE ICE
CREAM. IN WINTER, TIME.
SAME PLACE. DIFFERENT SEASON. SAME JOY.
SUMMER MELTS. WINTER GATHERS.
INVITATION WITHOUT PRESSURE.
YOU DON'T HAVE TO TALK.
YOU DON'T HAVE TO KNOW ANYONE.
LEAVING EARLY IS OKAY.
ALONE IS WELCOME HERE.
WARMTH IS SOMETHING WE MAKE TOGETHER.
WINTER FEELS DIFFERENT WHEN WE SHARE IT.
COMMUNITY IS A SMALL THING, REPEATED.

KULTUR BISTRO

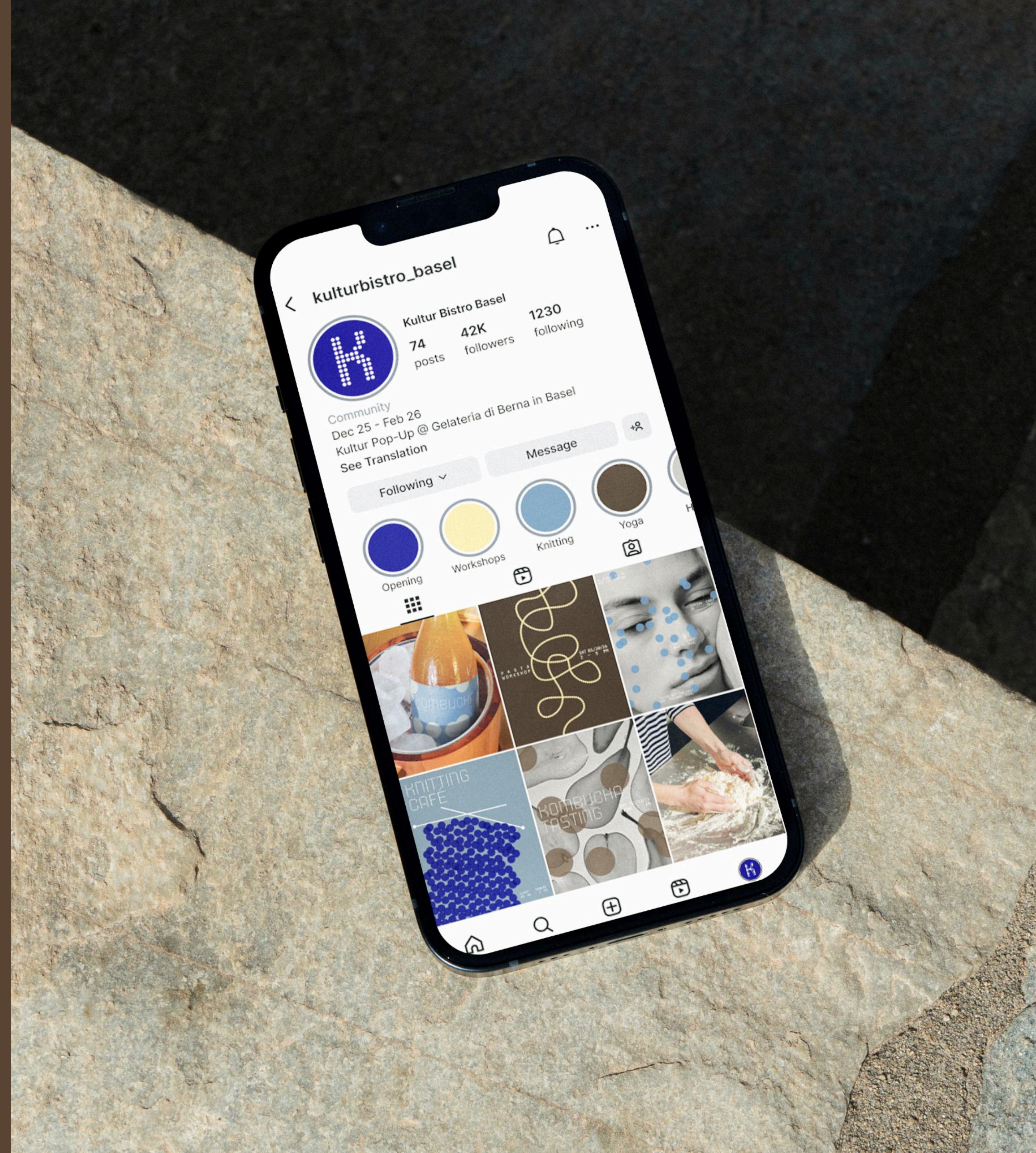
CULTURE POP-UP AT
GELATERIA DI BERNA
EVERY 10/11/25 - WEEKEND 10/02/26

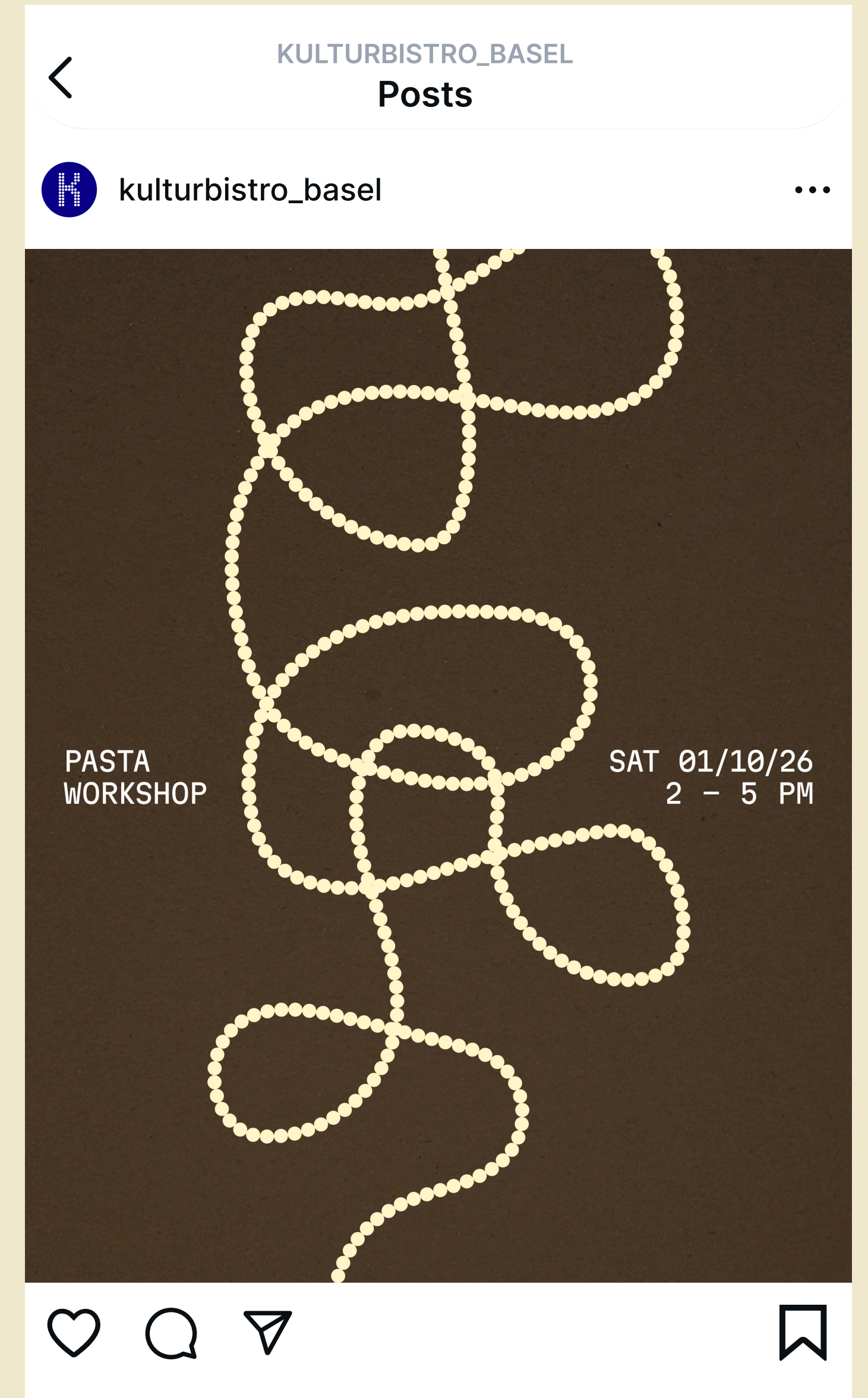
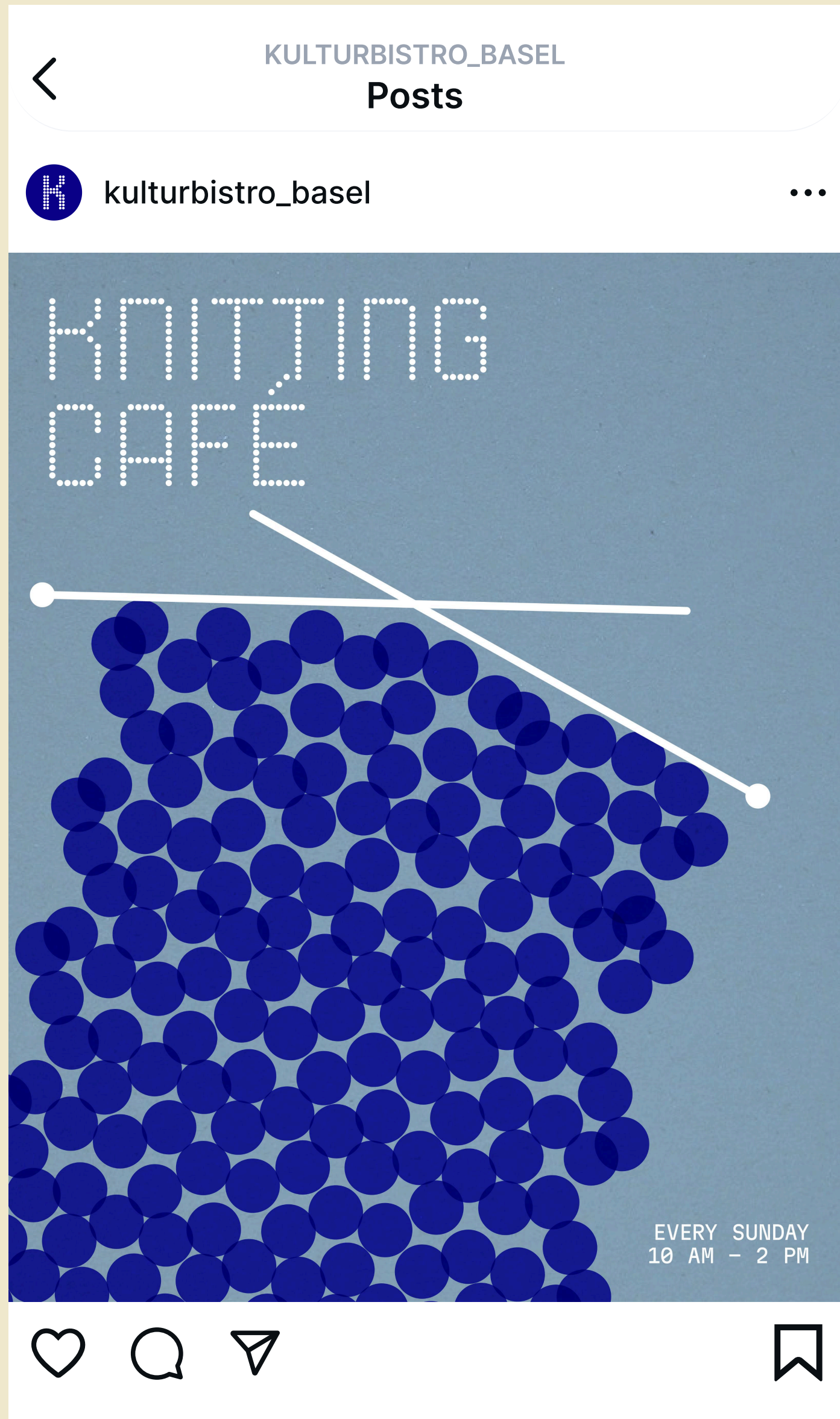
YOU DON'T
HAVE TO
HIBERNATE
ALONE.

KULTUR BISTRO

CULTURE POP-UP AT
GELATERIA DI BERNA
EVERY 10/11/25 - WEEKEND 10/02/26











K

KULTUR BISTRO VALENCIA
CULTURE POP-UP @VALLE GELATO
CALLE JAVIER 18 BAJO 2 CALLE
46005 VALÈNCIA

OPENING HOURS
TH + FR 5 PM - 10 PM
SA + SU 10 AM - 8 PM

ORDER

QT	DESCR.	EUR
1	KOMBUCHA 0,33L	2,50
2	CAPPUCHINO	2,90
1	BAGEL AVO	4,20
IVA (10%)		0,96
TOTAL		9,60

#4351

THANK YOU FOR YOUR VISIT! WE HOPE YOU HAD A GREAT TIME AND WILL BE BACK SOON!
SUNDAY, FEBRUARY 8TH 2026 | 10.22 AM

KULTUR BISTRO IS A WINTER POP-UP AND PUBLIC LIVING ROOM IN THE CITY. WE HOST WORKSHOPS, CONCERTS, TASTINGS, YOGA SESSIONS, AND GATHERINGS WE AIM TO BRING PEOPLE TOGETHER DURING THE COLDER MONTHS-SUPPORTING LOCAL CREATIVES AND OFFERING CONNECTION FOR THOSE AFFECTED BY WINTER LONELINESS AND SEASONAL DEPRESSION.

IF YOU OR SOMEONE YOU CARE ABOUT IS STRUGGLING, YOU ARE NOT ALONE.
CALL TELÉFONO DE LA ESPERANZA:
+34 717 003 717







