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40 AÑOS

40 AÑOS
EN EL PAN DE VERDAD
PERIÓDICO LA ENTREVISTA
"POA SU"

SOLO PODRA
FAMILIA, NO SE
HOMBRES DE EDAD
"OCASIONADAS"
RACIAS"

PAN DE
VERDAD

\$13.00

\$13.00

\$13.00

Mi Pan

México City
México

Visits to the bakery live in the memory of all Mexicans. The smell of freshly baked bread in company of a loved one who hands you a pair of large metal tweezers to select your favorite piece of floury goodness. A world so big that it can't nearly fit on a single tray; a world that must be visited regularly.

With more than 40 years, Mi Pan has reached thousands of families, breaking barriers between generations and baking for everyone. In this project we seek to highlight freshly made artisan bread. We honor all those bakers who manage to create unique pieces with the same bases and a touch of creativity.









“The concept of Mi Pan comes from its heart, its kitchen. There we experience the magic and talent of the bakers who piece by piece shape each loaf. Trays are used throughout the bread baking process, to reflect the freshness of the product we incorporate them into the store.” Alejandro Peña



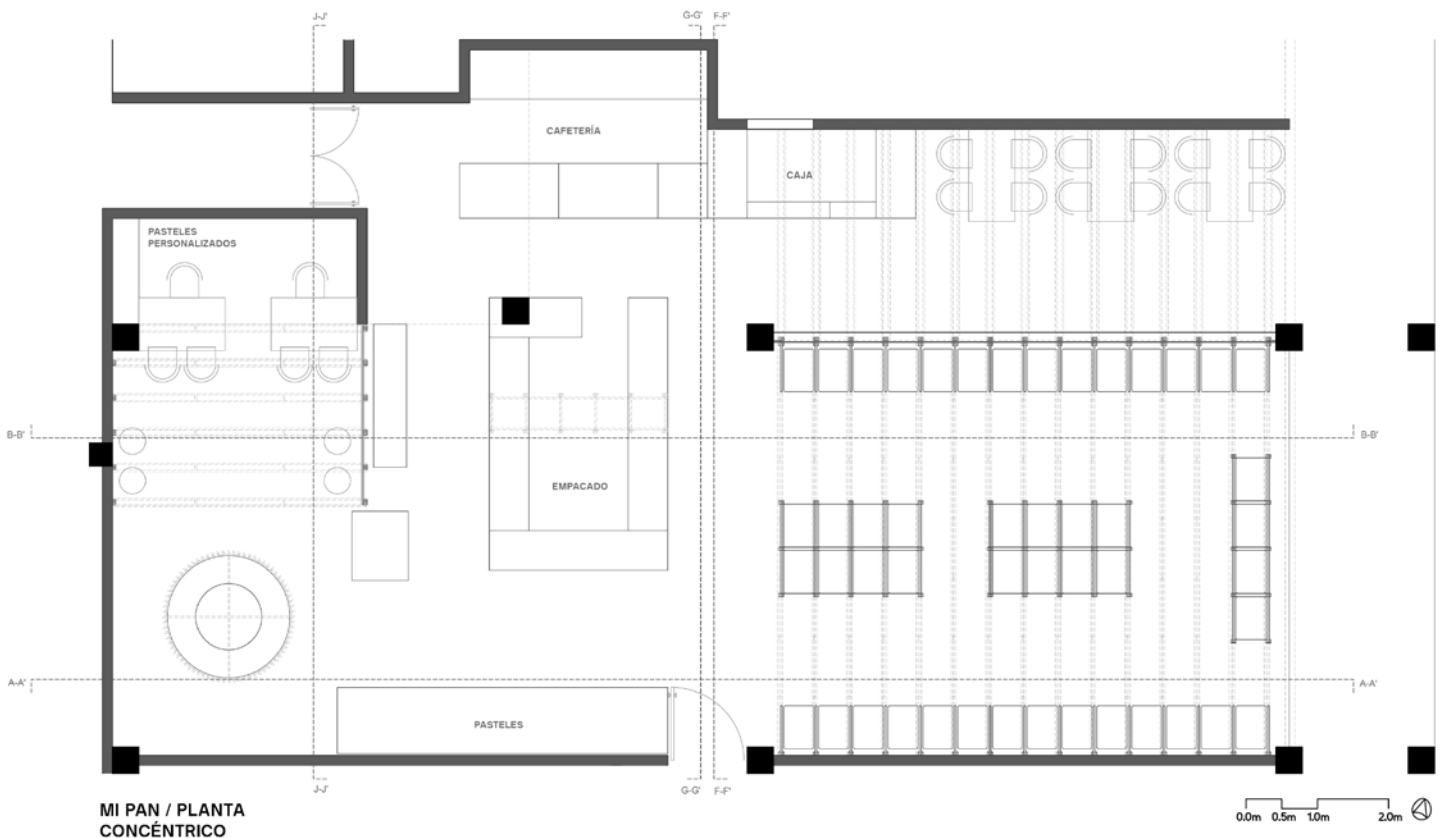




From the oven to your table. The trays are used to link the process with the shopping experience. With this, it is possible to give the bakery a unique, fun, and orderly appearance.









The design of Mi Pan focuses on creating community, respecting, and honoring the traditional Mexican bakeries.





CRÉDITS

Art direction

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Concéntrico

(Concept & interior design)

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Rafaella Tafich

Steel Furniture Design

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Alejandro Peña Villarreal (Concéntrico)

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Rodrigo Cavazos (Los Patrones)

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