

## A CALIFORNIA JUICE BAR WITH A SCANDINAVIAN FEEL



MORE "DESIGN ICON" POSTS

It's a new year, and with so many resolutions to be healthier we had to share a peek inside [Juice Served Here](#). Designers Barbara Rourke and Jason St. John of [Bells & Whistles](#) – who started out as artists and furniture makers and evolved into a full-service design studio – wanted to achieve a very clean and fresh aesthetic, something that complimented the juicing culture but with a different approach than you typically see at a juice bar. A simple color palette of black and white with pops of red-orange and natural wood elements was used to create a sophisticated, Scandinavian-esque cafe feeling merged with the healthy California lifestyle. Barbara and Jason enjoy developing their own concepts for bars and restaurants, and their first self-propelled restaurant project will be opening by the end of 2014, so stay tuned. If you're in LA, be sure to check out Juice Served Here in person at 8366 W 3rd Street. It's owned by Alex Matthews and Greg Alterman (who owns [Alternative Apparel](#)). Many thanks Barbara and Jason, and to [Jennifer Puno](#) for the photos! – *Anne*

*Image above: This is the lovely view you see when you first walk in.*

MY FAVORITE THING  
TO DO IN  
THE SHOP  
IS TO SIT AT THE

BAR

AND SAMPLE ALL OF  
THEIR DELICIOUS

JUICES

~BARBARA ROURKE~





What i  most about

...IS THE

JUICE SERVED HERE

MODERN ESTHETIC

AND

happy healthy.

FEEELING

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