



CRAYFISH STREET

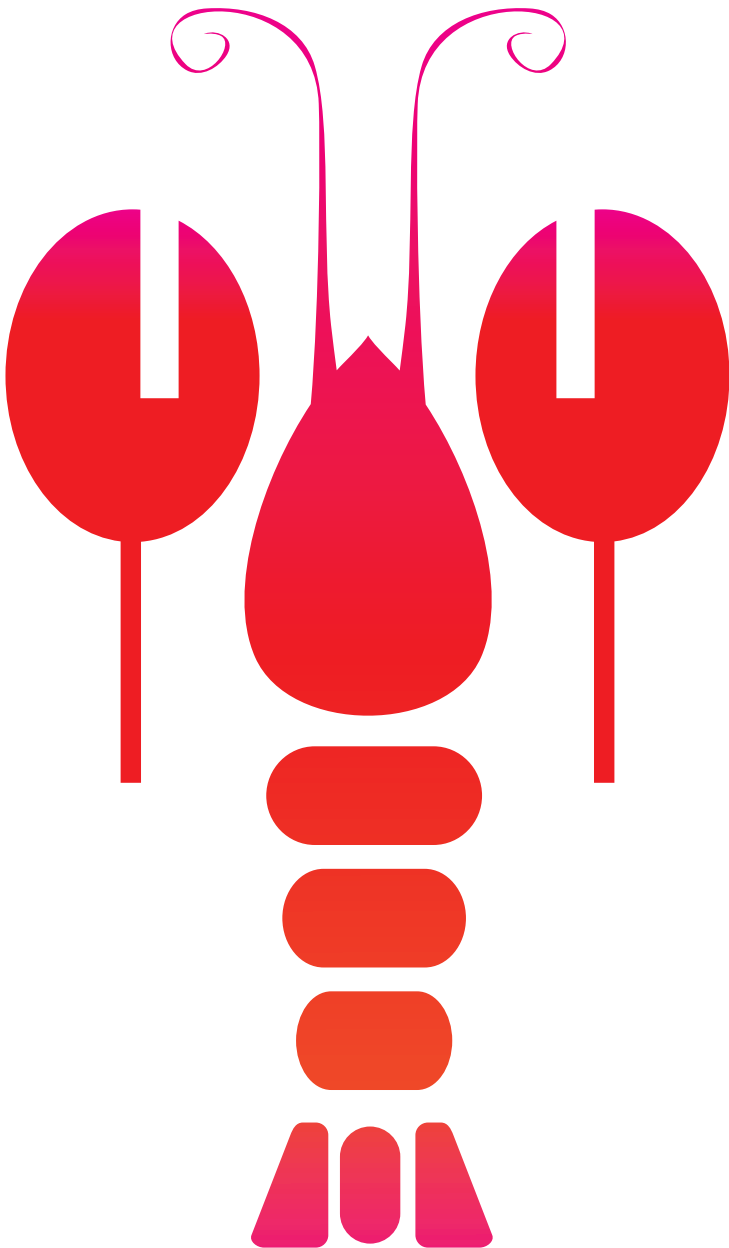
HEFEI, ANHUI, CHINA



Crayfish is a kind of crustaceans who looks like lobsters and lives in fresh water and its academic name is Redswamp Crayfish. The nutrition of crayfish is rich and easy to absorb into the body so that it is good for people who is weak or got sick. One more benefit is that the crayfish contains various elements such as magnesium, calcium and phosphorus. These elements help to improve heart's health and protect the cardiovascular system.

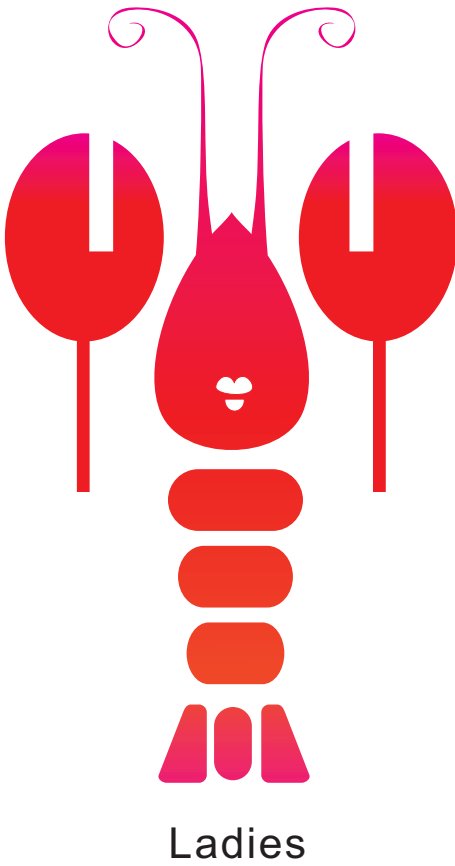
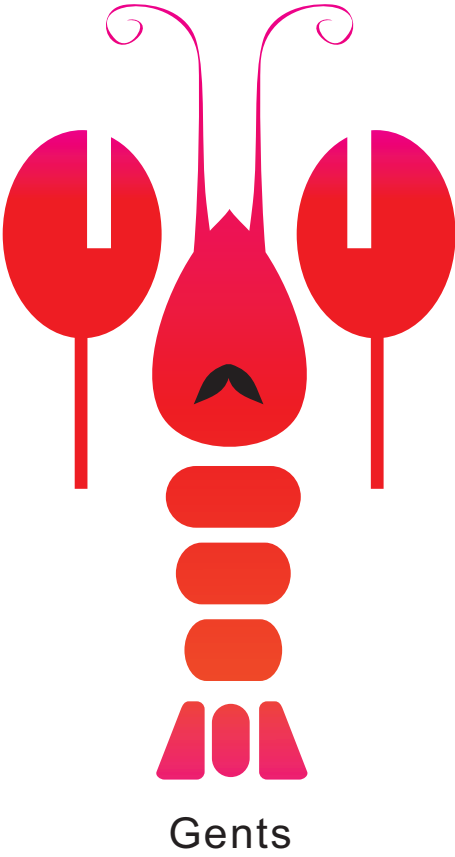
Hot Crayfish is a variety of local characteristic dish which uses fresh crayfish with special sauces and secret spices to cook. The color of this dish is enough bright red to activate our stomach, and it is obvious that the taste is delicious with feeling hot and spicy extremely.





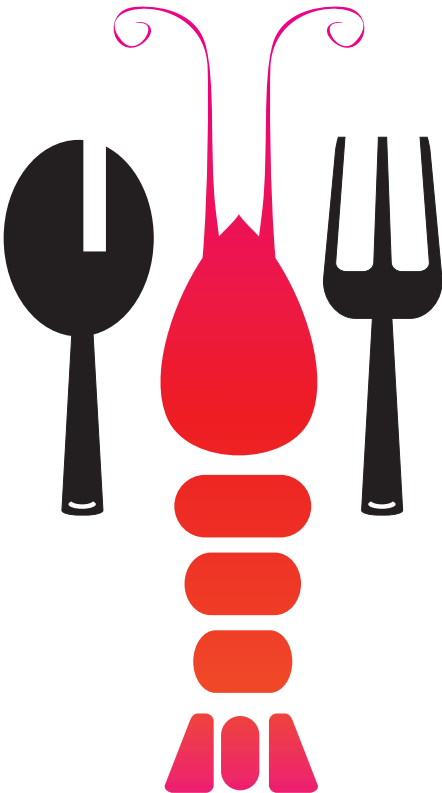
the logo of crayfish street is a crayfish, and
the most improtant one is the isomorphism
alternative of cray's two chelas



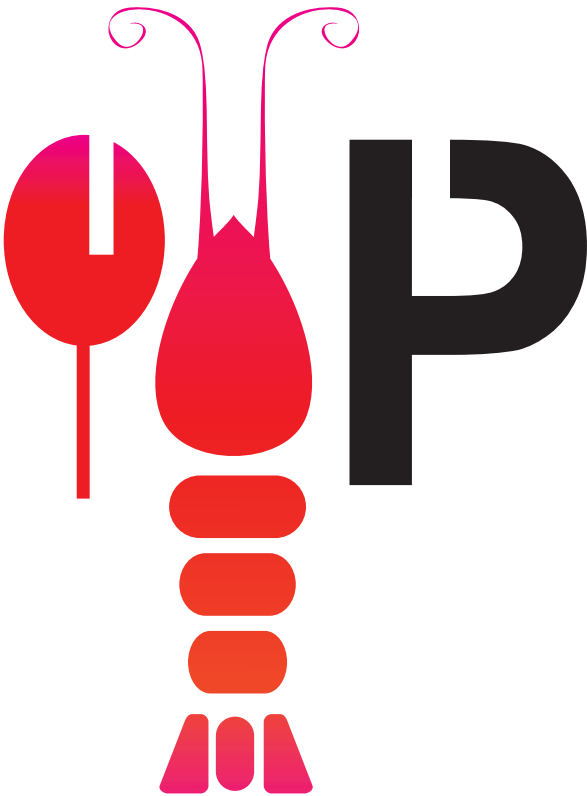


Application of Logo Transformaton





Catering



Paking

Appication of Logo Transformetion



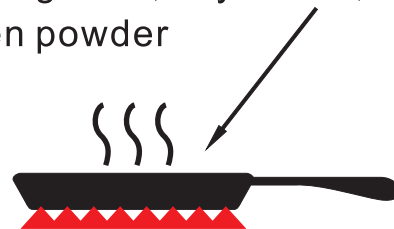


+

shallot, ginger, garlic,
wild pepper, dry chili ,
spice leaf, cinnamon,
vegetable oil,
Shaoxing wine, soy
sauce, salt, sugar,
black pepper, chicken
powder

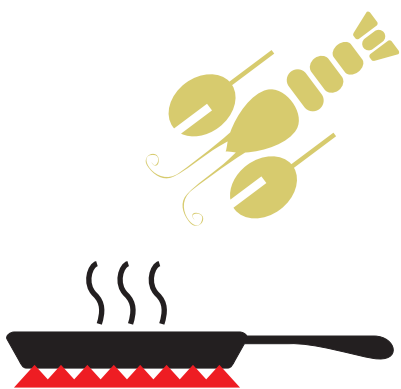


shallot, ginger, garlic, wild pepper,
dry chili , spice leaf, cinnamon,
Shaoxing wine, soy sauce, sugar,
chicken powder

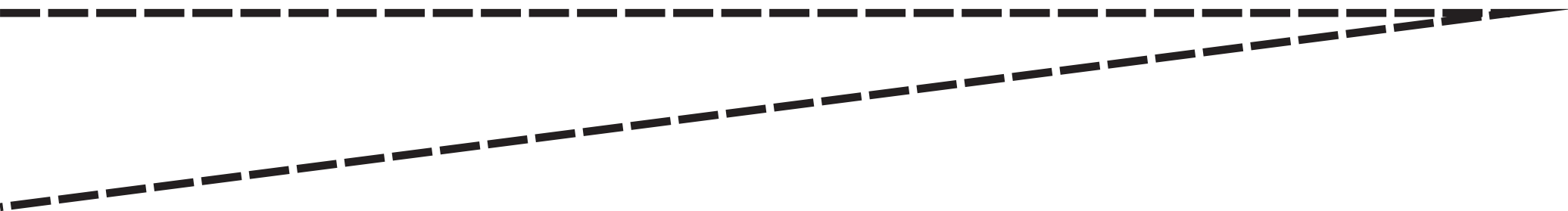
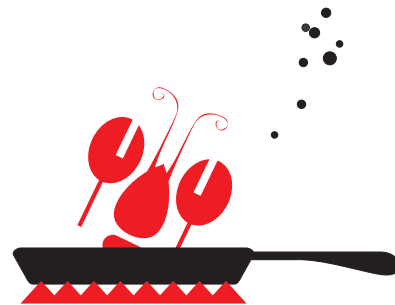


The Process of Crayfish Braised in Brown Sauce





salt, black pepper





When referring to my hometown: Hefei, most of people in Hefei must immediately reflect a kind of food: Hot Crayfish. Crayfish is a kind of crustaceans who looks like lobsters and lives in fresh water. Hot Crayfish is made of crayfish with special sauces and secret flavorings so that its taste is unforgettable and famous in my hometown and even in my country. Therefore, there is a street called “Crayfish Street” which is established by many restaurants cooking delicious crayfish.

This street is more than 800 meters long which starts from the north of Jiuhua mountain Road to the south of Taihu Road. In Hefei, nobody does not know the 800 meters, and that is known to everybody. What is more, it is a necessary place for people in Hefei to invite their friends from other cities.

Besides the delicious food, another attraction of Crayfish Street now is the culture. The building in the street contains the style of Anhui faction, and also absorbs the culture of Baozheng, who was a very successful and influential politician and officer in Ming Dynasty. The structures of all the restaurants are simple and tidy. In front of restaurants, there are various of sculptures and artistic works exhibited there for enjoying.



Normally, people in Hefei go to the crayfish street with their best friends after done a whole day hard work at 10 o'clock or later. They enjoy the delicious crayfish and chat with each other loudly and happily to remove their tired and relax themselves. Especially in summer, crayfish with cool beer is essential for everyone in Hefei to spend pleasant time till late at night. This has developed a kind of human culture.



Besides hot crayfish, there are various of Chinese snacks in the street.

WUHU ROAD



8.Shu Wang Hot Pot

1.Mr Xie Crayfish Restaurant

2.A Pang Crayfish

9.Da Niang Dumplings

10.Lao Ma Lanzhou
Handmade Noodle

3.Xinya Fast Food

4.ICBC ← YOU ARE HERE

5.Apollo KTV

CRAYFISH
STREET

11.Hong Fu Crayfish



12.Fei Chang Crayfish and
Grill



6.China Post Office



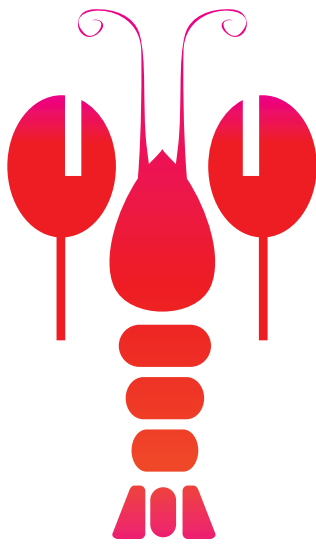
13.Eight Large Bowl

14.Home Inn



TUNXI ROAD

Crayfish Street Guide Map



Design and Concept by Lan Xiao