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F&B (Places of consumption)

KISAKU

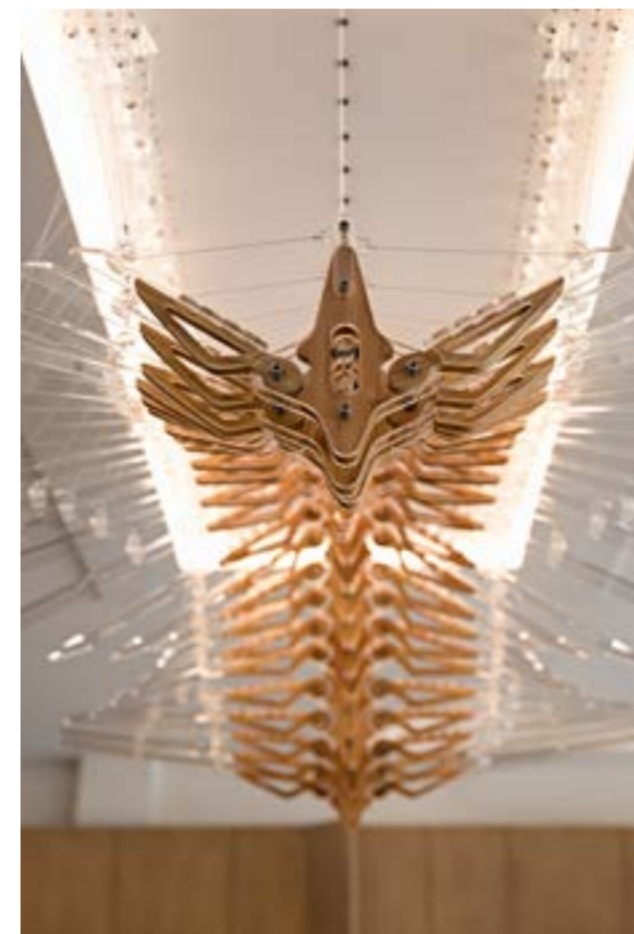
Location of Project: Jakarta, Indonesia
Project Stage: Completed

INTRODUCTION

Indonesian coffee culture is currently rapidly growing, especially in big cities. In Jakarta, there are so many coffee brands with their own characteristics, but only a few brands don't just serve coffee as a product, but more than that, they also offer a various coffee experience. No wonder now coffee shops can appear anywhere in Jakarta due to the high demand of coffee consumption and social space; such as in office buildings, shopping malls, or even in a residential area.

Kisaku is a coffee and social space located in the heart of Jakarta business district, a fairly dense environment and traffic jam, with target market on workers. The place is a manifestation of adaptive reuse of an old and humble one storey house into an open and welcoming coffee shop. Kisaku emerges as an oasis in the middle of the crowded metropolitan city, focusing on coffee-to-go sales and serves as a pleasant space for contemplation during the day and socialization in the evening.

The simplicity of its service area reflects its function as a to-go shop, however visitors who intend to enjoy coffee in Kisaku can still have a memorable space experience. Most coffee shops are usually designed to maximize the sitting capacity, to create crowded and lively atmosphere. Kisaku, on the other hand, provides and enhances "emptiness" of space, minimalism and functionality, to create a contemplative space experience.



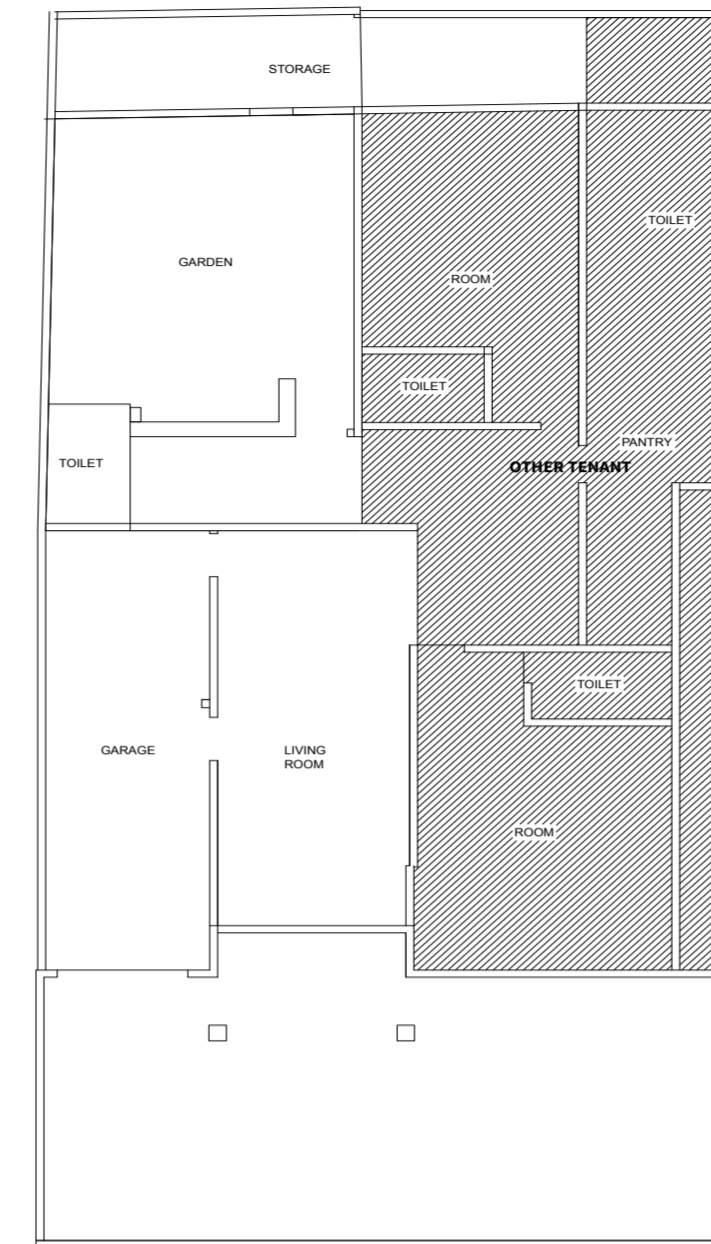
EVALUATION CRITERIA #1: AESTHETICS & SPATIAL DESIGN

The name of Kisaku came from Japanese words that means positive, open, and friendly. In order to build the brand identity, the interior design is aimed to create a sense of place that is simple, open and warm for customer to enjoy coffee.

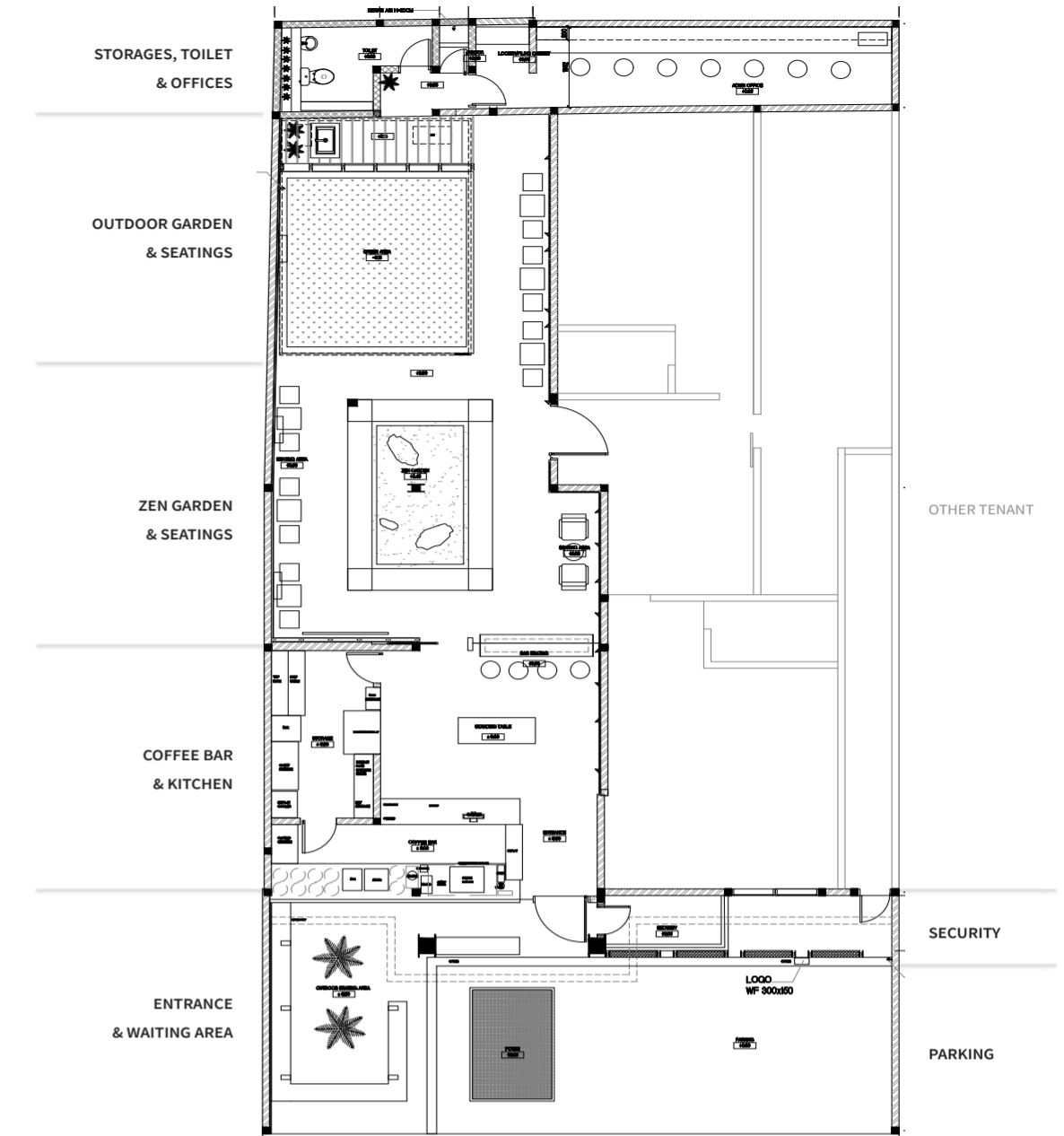
Simplicity is created by eliminating interior decoration and bring back aesthetics value into the composition of architectural space and form, and also into its minimalist details. A monochrome colour palette of white textured paint and concrete tiles was selected to create a quiet and contemplative space of Kisaku, balanced with the warmth of natural oak wood.

The openness of Kisaku can be felt through the absence of walls that creates an open layout and flowing space from the front shop until the back area. Many existing walls in the previous house was demolished, leaving the main structure to be designed. Different seatings area are divided with dry garden and zen garden, leaving an empty zen area at the centre of the space to create an openness. One sitting area opens directly to an outdoor dry garden, the other seat rounds a sand-filled zen garden in the center of the room. Kisaku's front shop is designed highly transparent through the seamless glass facade that shows the inside activity of coffee making process. It makes most of coffee shop's interior are highly visible throughout the shop front and illuminated in the evening to attract more visitors to come. The bright colored interior materials make this coffee shop stands out as an accent to its neighbourhood.

Shop front that preserves the existing house facade



EXISTING HOME LAYOUT



KISAKU LAYOUT

Zen garden and bench



EVALUATION CRITERIA #2: REALISATION EFFICIENCY

“Light and hanging” architectural concept is actualized through a meticulous construction details that is planned carefully by designers. In order to create a floating look of the coffee bar, long and white coffee counter was lifted up from the ground with illuminate skirting and grey pebbles around the bottom of the table. The structural existing columns are covered with layers of thin Sungkai wood to cut the bulkyness of its appearance. A window overlook the back garden is framed with thin white metal sheets that can be used for bar table, splits the centre of a large glass wall. Sleek and slim furniture are also selected to fill the room to create a see through impression throughout the whole area.

The ceiling of the sitting area is treated with pieces of wood plank to enhance and bring warm to the space underneath it, arranged in unique diagonal checkerboard position. Due to the limited budget, the ceiling wood is tricked by using plywood that is finished with oak wood veneer, as it will not be touch by the customer. While the wall use solid Sungkai wood plank as a more durable material, interspersed by lights embedded in between the plank composition to provide upclose lighting in the sitting area. The challenge was to create a unity between wall and ceiling, by making the finishes of the wood and the ceiling veneer looks similar even with two different materials.



Floating coffee bar



Wood ceiling details



Window table made from thin metal sheet



EVALUATION CRITERIA #3: WELL-BEING & ENVIRONMENTAL CONSIDERATIONS

Architecture and interior design can make us feel different, even in a busy environment we still may find peace through spatial design. Kisaku became a social space where people can come just to pause, enjoy coffee, and have conversation with friends while enjoying the contemplative atmosphere in the middle of city hustle. Through a quite interior design that doesn't speak much, workers (Kisaku's target market) are invited to slow down the fast-paced world, giving them a break from all the heavy work.

More than a reflection of the society, the architecture and interior design of Kisaku also embrace the feeling of the past and the spirit of existing place. The design begins with understanding the existing home that look ordinary is nothing but extraordinary. Through a careful adaptive reuse interior and housing facade preservation, the designers aim for people to come here as they come to a home-feel like environment, not a busy commercial coffee shop. With little design intervention of the front shop, a modest coffee-home appears as a friendly and welcoming place in the neighbourhood.



Armchairs and window table

Coffee bar area



Shop front

EVALUATION CRITERIA #2: USE OF PRODUCT TECHNOLOGIES

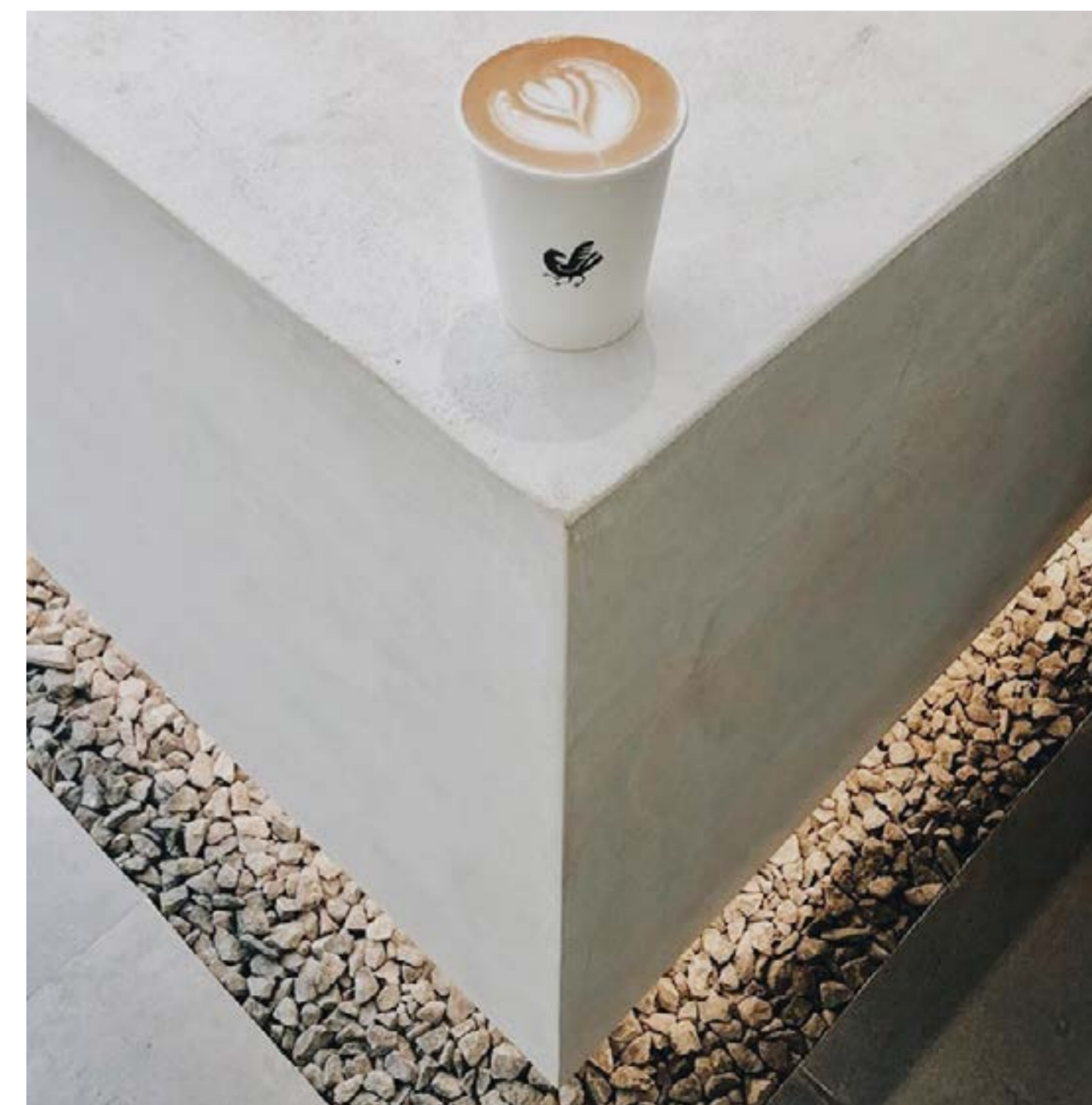
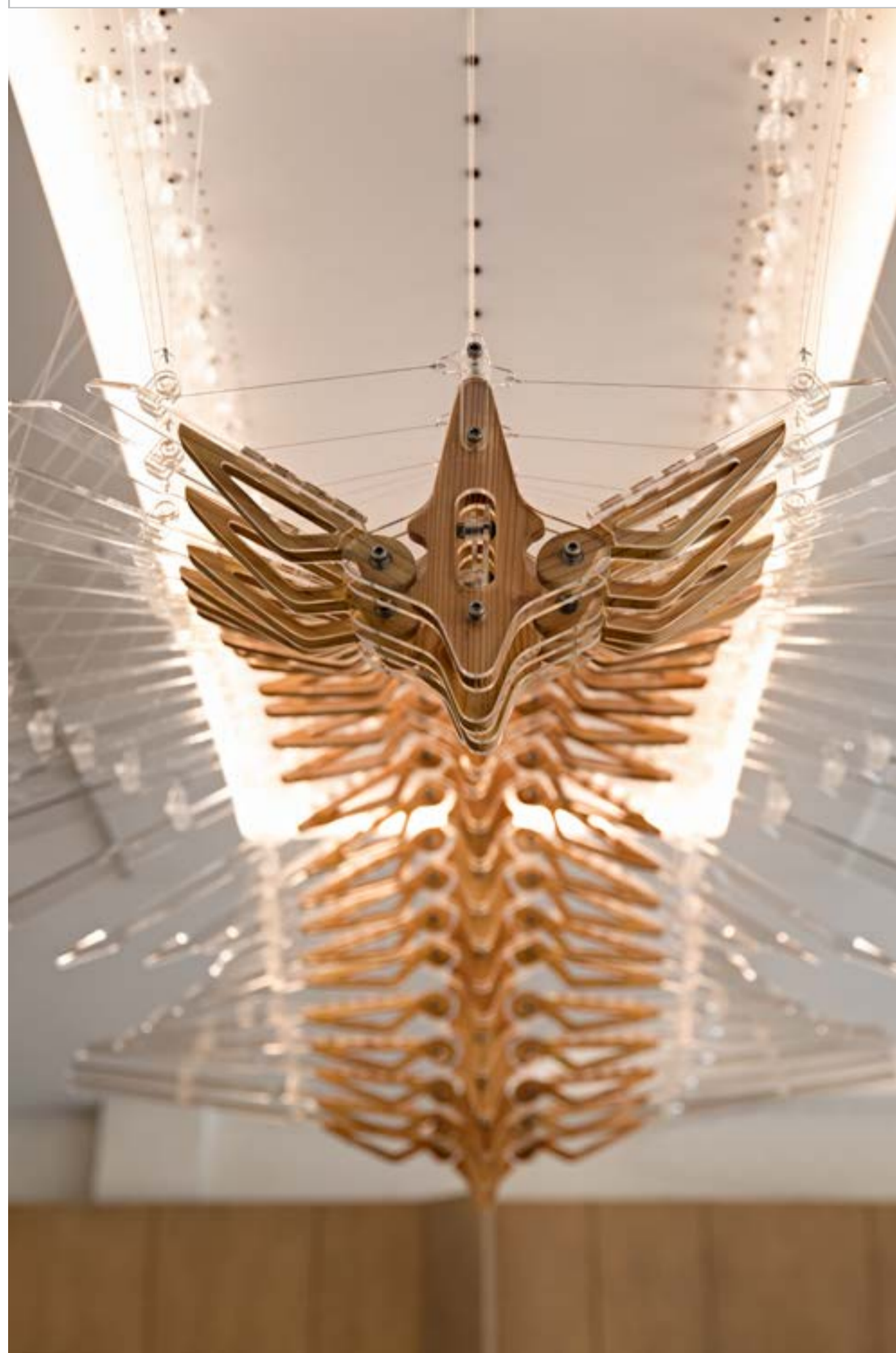
Stucco, an environmental-friendly and durable mineral based coating, is used for finishing layer for coffee counter and walls.

The raw ingredients used for Stucco paints are sand, clay, chalk, which enhanced with lime or cement as the main binding agent. The inorganic substance come from self-replenishing natural sources, which is why these raw materials are so sustainable. The paints and coatings are supplied in powder form, means they are VOC-free, and only a slight clay odour is released when the paint is applied. Its ability to create smooth and seamless finish also contributes to create minimalistic architecture atmosphere. However Stucco requires a perfect application and real craftsmanship in order to be applied correctly.

Beside architecture product technologies, Kisaku also brings a hanging and living kinetic installation into interior of coffee bar area. The installation represents the crow of Kisaku logo and its kinetic movement brings a slow and hypnotizing dynamism into the coffee area. The installation is composed of 25 moveable bone-shape wood frames that each carrying 30-60 cm thin acrylic wings, suspended from the ceiling with thin wires. The steel wires are connected to individually controllable motors that arise and lower the ends of each lamella, allowing various "flying" movement patterns to be performed.



Kinetic Installation



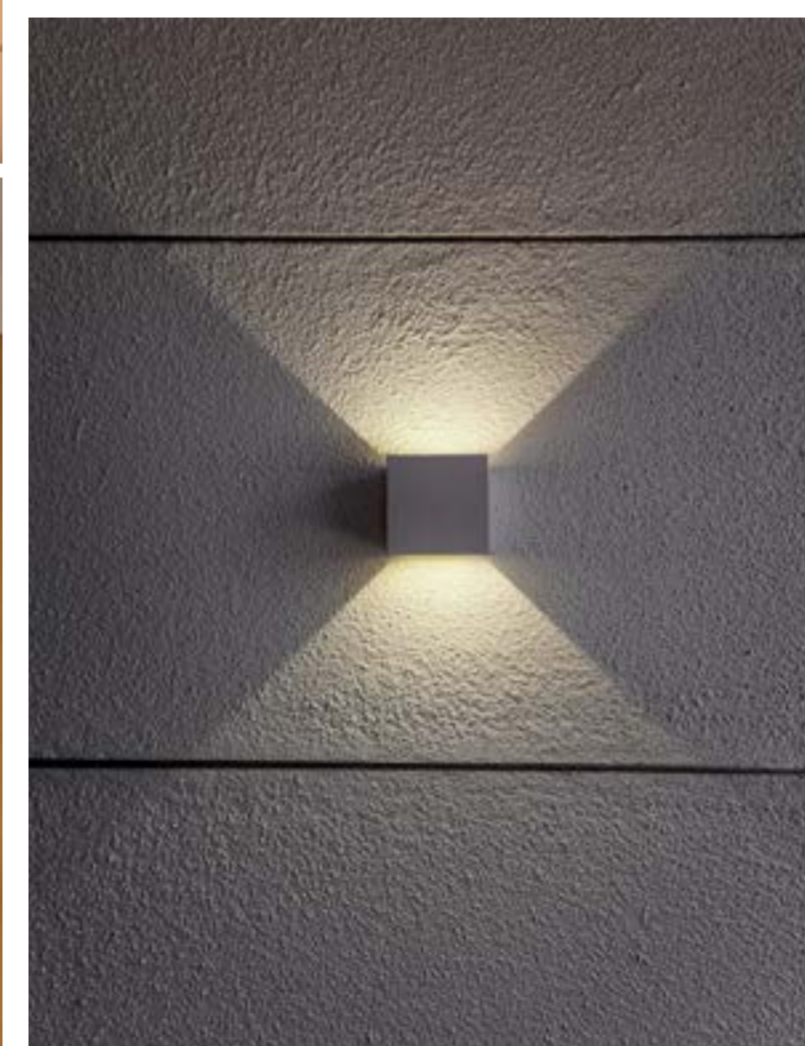
Stucco finishing material

EVALUATION CRITERIA #5: PROJECT CHALLENGES & SPECIFIC SOLUTIONS

As a new coffee brand in Indonesia, Kisaku has a big challenge to find its brand identity through its coffee products, but also through its interior design. However as the first flagship store of Kisaku, a very limited budget is designers biggest challenge to turn ordinary details into something creative as a unique selling point. Playing with natural and artificial lighting effect was used as the solution, as it can give dramatic effect both in daytime and nighttime. Many hidden warm lights are used to create a simple yet interesting feature of Kisaku, which is also useful to build an inviting and warming ambience to the entire place.

Following the minimalist brand identity, the concept less is more has made the design construction must be supervised carefully to create a sleek and tidy hidden details, leaving no chance for a messy fieldwork. Therefore, technical drawing must be well-planned beforehand, to minimize any construction revision as the neatness made it difficult to be undo.

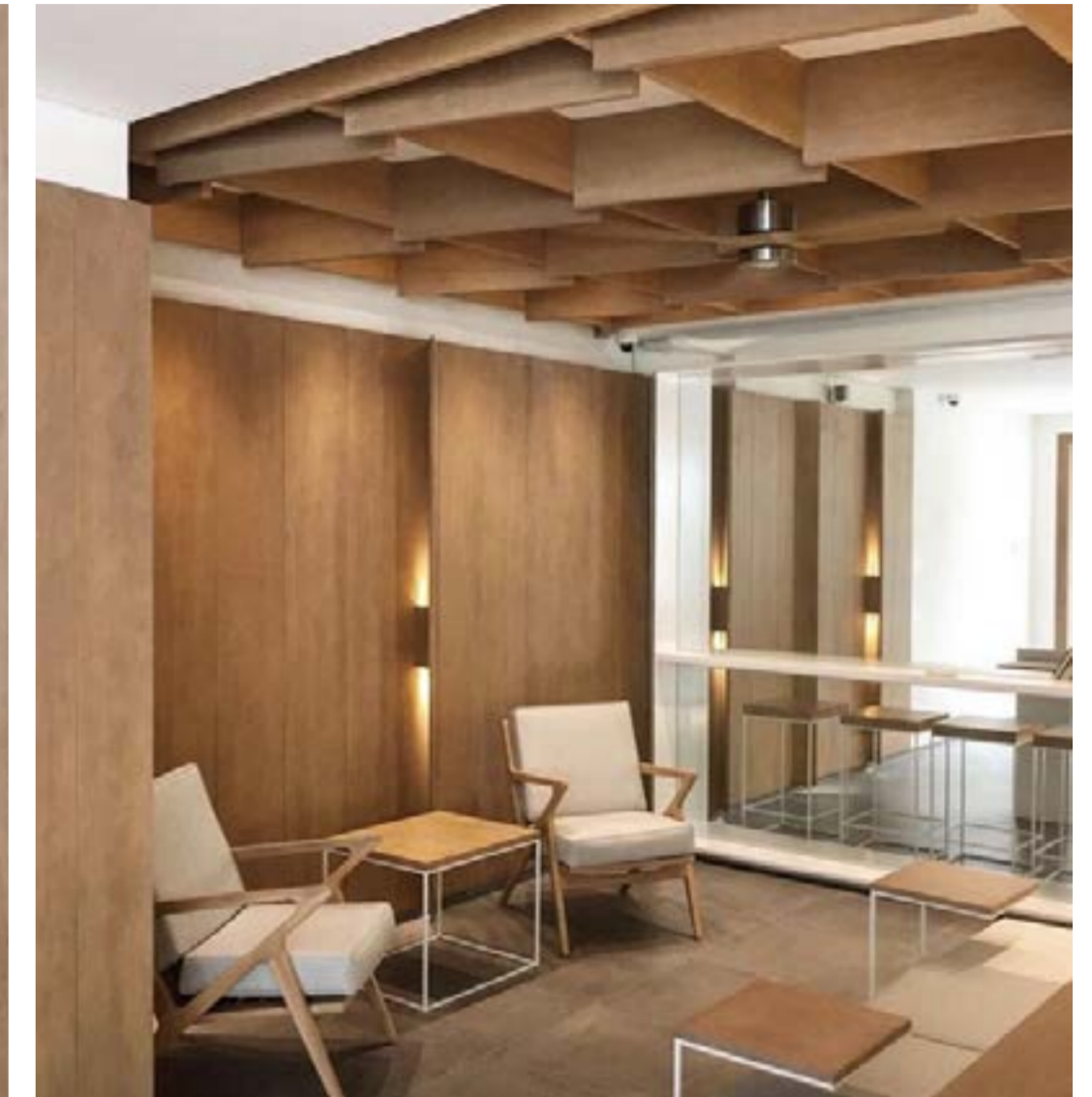
Seating details



Lighting details



Initial design concept for shopfront



Real shopfront

