



SITTING | ROOM

RETURN BRIEF

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Executive Summary

Monash University is upgrading the exhibition and lounge area of building B Level 2 and leasing the space to our client, Sitting Room, a franchise of the original Standing Room coffee chain. They specialize in high quality coffee and is an advocacy to creative spatial experience by provoking a strong sense of aesthetic. The coffee kiosk has two main spaces, a small self-contained workspace and an external seating area adjacent to the coffee severy. Our client core business value lies upon quality product and service, as well as visual reputation to establish a unique brand identity. As a designer, I am aspired to to create a space for Sitting Room that separates itself to the overall mundane atmosphere of an educational institution into a tranquil corner for students and staff to enjoy their coffee. We are directed to use fabric as the core featured material.

SITTING ROOM

Address: Level 2, Building B, Monash University (Caulfield)
900 Dandenong Road, Caulfield East Vic 3145

Quality
Aesthetic
Tranquility



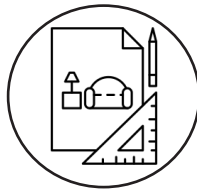
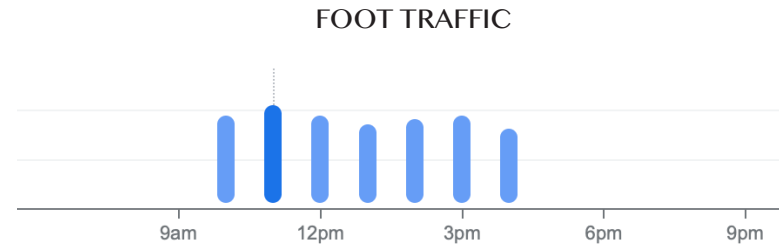


Site Opportunity

Foot traffic is high during class hours creates **consistent** customer flow on a daily basis

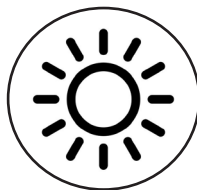
Activities: people sit in group to chat, study, wait for classes, etc

Great exposure as located adjacent to main **entrance/exit** of the floor



INTERIOR

Take advantages from **other functions** of the room, including sofa lounge, exhibition space, classrooms and outdoor corridor to attract customers.

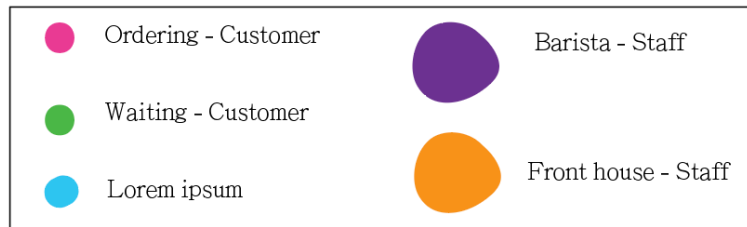


CONDITION

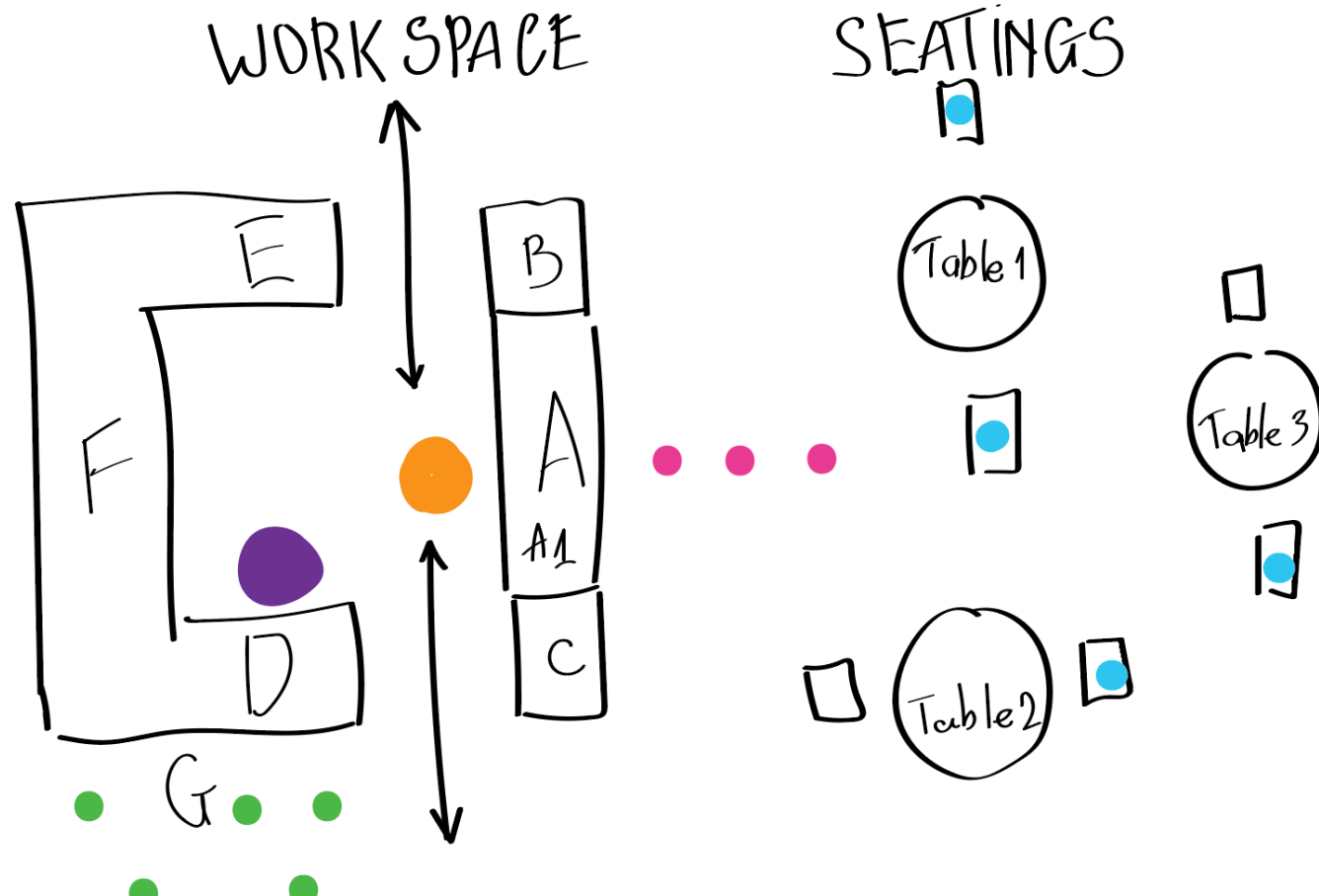
Sunpath: North-East to South-West

Brighter sunlight in the **morning** & **less intense heat** from the sun in the **afternoon**

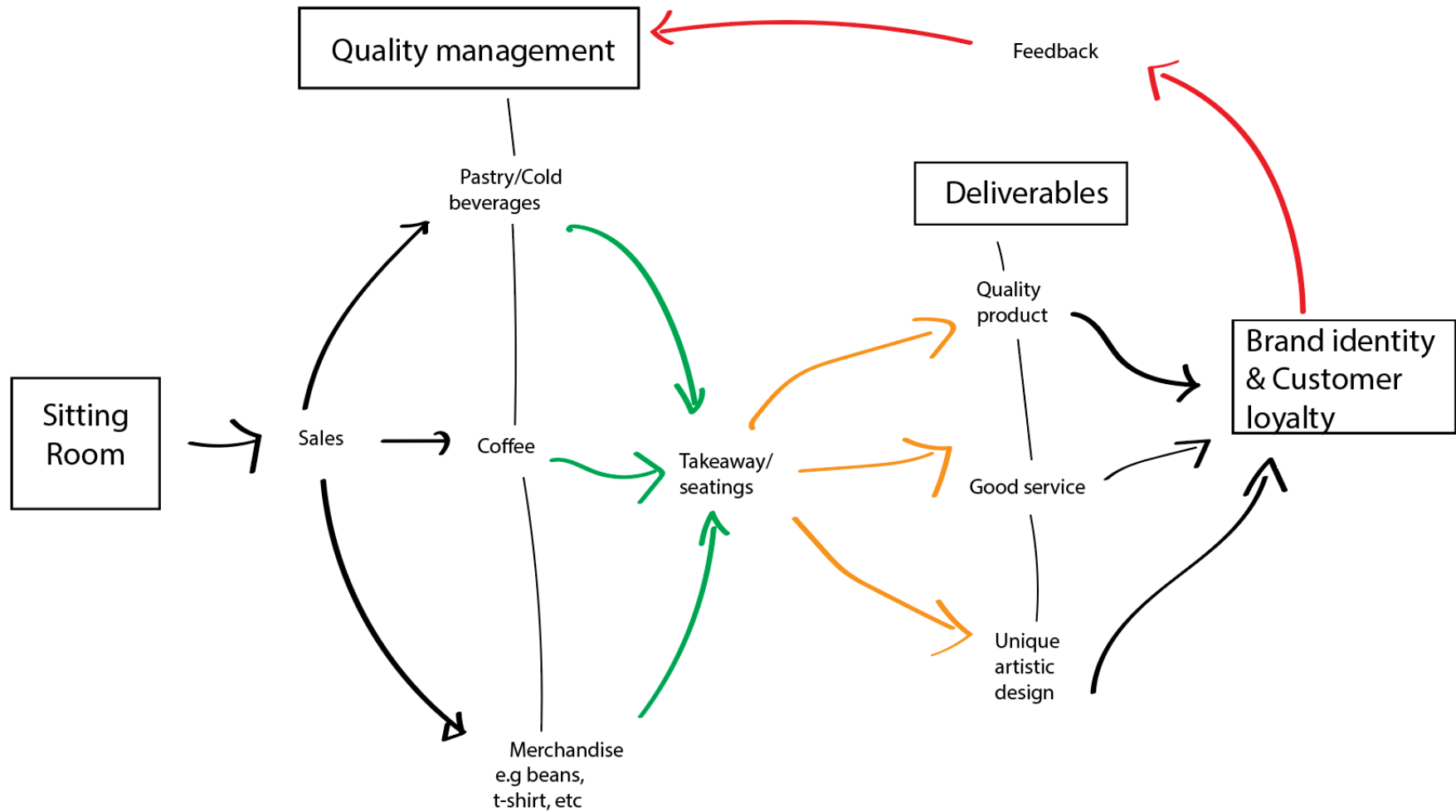
Functional Overview



A: Front counter	E: Pastry ovens
A1: Point Of Sale (POS) e.g eftpos	F: Shelvings/ Cabinet
B: Pastry cabinet	G: Waiting bench
C: Merchandise	
D: Coffee machine	



Operational Overview



Conceptual Images

Our client is highly interested in artist Cai Guo Qiang, who is famous for his hanging element installations. Hence, I sourced similar design by other artist to showcase that hanging soft fabric could also be a key feature for the cafe design.



'Porcelain Birds', Cai Guo Qiang 2019



'Walk with me', Liliya Sotirova, 2014



'Verticle Landscape', Ryo Yamada

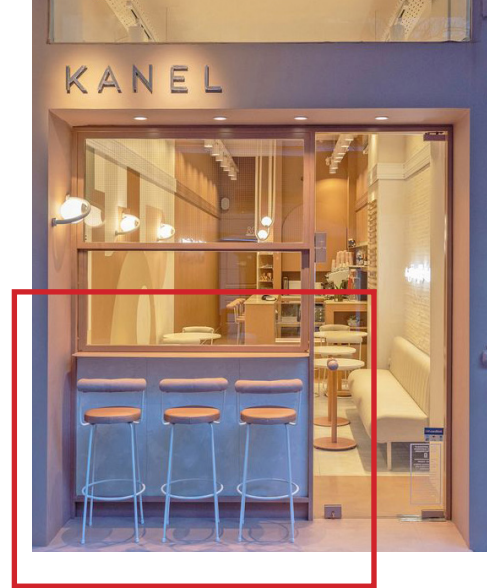


'The Soft World', Beatrice Waander

Precedent cafes

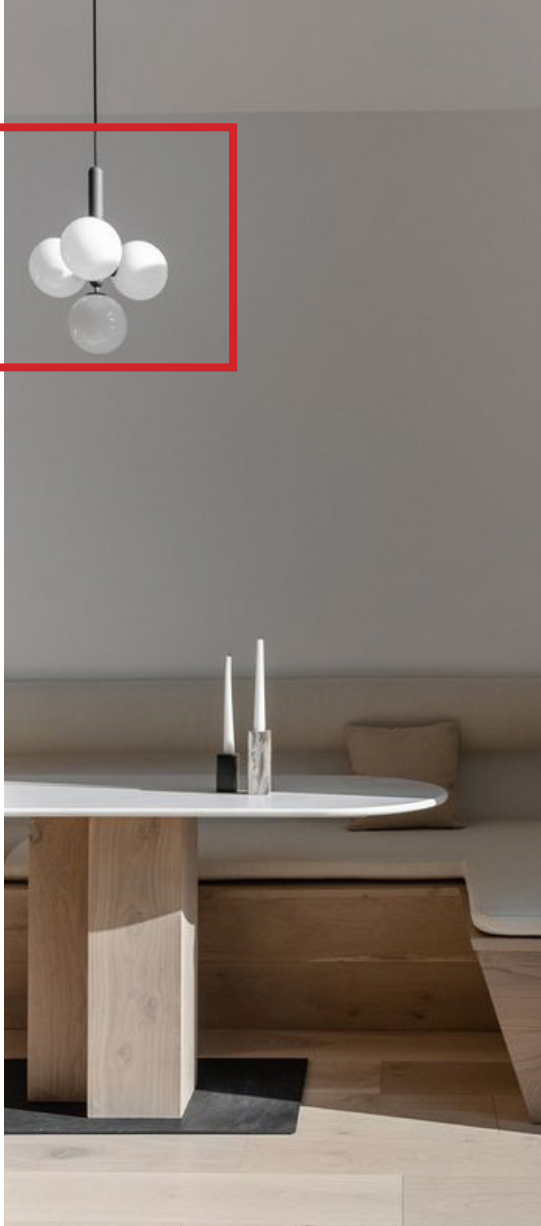
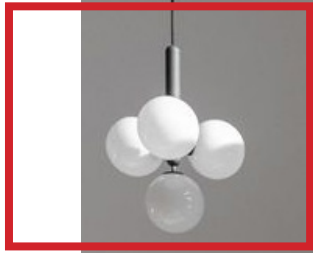
Self-contained wrap-around bench allow easy access and accomodate fast work flow e.g getting milk, serving pastry, talk to customers, etc





Precedent cafes

Bench and high table top suitable for waiting area. It can also be part of the external seating area closer to the self-contained workspace.

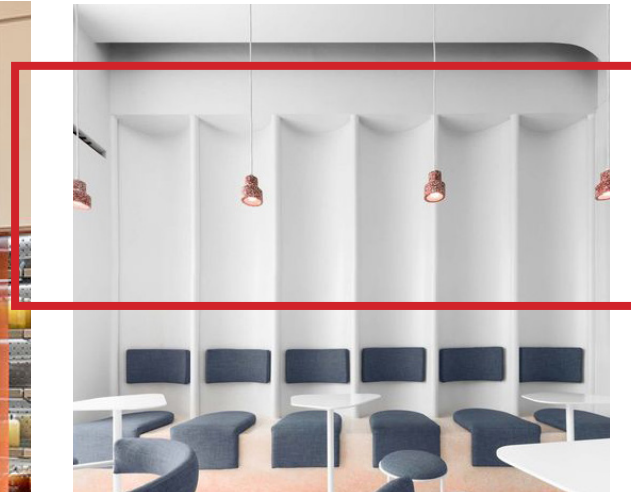


Elements Images

Hanging lights adding
dynamic to the overall
design



Fabric light cover
evokes softness



Element Images

Sofa bench featuring fabric, promotes a more comfortable feeling to the space



Appendices

Client's name: Shuyi Zhu
Company: Sitting Room
Date: August 3rd 2021

i/ Questionnaire:

	Questions	Client's response
1.Overview	<ul style="list-style-type: none"> What do you want the space to feel like ? 	I hope it can be a relaxed atmosphere.
	<ul style="list-style-type: none"> What do you want the space to look like ? 	I hope it can be with the sense of design. It can have some art installations in the space.
	<ul style="list-style-type: none"> What is your goal in creating this space ? 	Stay creative and enjoy
	<ul style="list-style-type: none"> What experience do you want your customer to have ? 	I hope customers can get good service at the cafe. Also can enjoy the space.
2.Taste/Style	<ul style="list-style-type: none"> What color tones/panel would you like the space to have ? 	No color requirements
	<ul style="list-style-type: none"> What type of music would you want to play in the cafe to transform the spatial experience? 	Music that matches the design style
	<ul style="list-style-type: none"> What other spaces inspire you ? 	I like the artist Cai Guoqiang and the architect IM Pei very much.
	<ul style="list-style-type: none"> What kind of style for a coffee shop are you drawn to ? 	I hope the design has its own theme and characteristics. It can be modern.
	<ul style="list-style-type: none"> What do you already love and hate about coffee shop when buying your coffee? 	I don't like the style with too many cartoon themes. I like that the overall tone is very mild.
	<ul style="list-style-type: none"> Are you thinking of adopting a different model to the traditional Standing Room model? 	Yes.I don't want it to be in the form of a traditional coffee shop. I hope designers can use their creativity to create something unique.
	<ul style="list-style-type: none"> What makes you stand out from the other cafes ? 	I think the coffee shop is the first to ensure the quality of coffee. Secondly, the atmosphere of

		the internal space will add points for users to taste coffee. So I hope that the coffee shop can make use of the space to convey the theme of the design and the content that the designer wants to convey while making coffee.We will design around fabric. This will be a very special design
	<ul style="list-style-type: none"> How would the customers be seated in your space ? in groups, large table, single, individual. 	I think both are needed. Because this is a space for communication and enjoyment. I hope it can be expressed in various forms.
	<ul style="list-style-type: none"> How would you want your customer to refer to your cafe with their peers ? 	I hope that the coffee shop can be hand-made with the guarantee of product quality, and be full of characteristics. It can have a strong design style and a clear theme. In terms of publicity, coffee can be full of artistic sense not only by function.
3.Functionality	<ul style="list-style-type: none"> How would you make the space accessible for customers with disabilities? 	I hope that there are some seats besides the basic equipment of a coffee shop, but it may not be the traditional way. And there can be some devices like racks for magazines, etc.
4.Activities	<ul style="list-style-type: none"> How long do you want the customer to spend time in the space ? e.g hanging around or on the go 	I think space can hang around for customers. I think space can give customers hanging around, eliminating the time to purchase products. It can also provide customers with a communication platform to achieve an atmosphere of enjoyment. It will be about 10-20 minutes of use time.
	<ul style="list-style-type: none"> How much interaction would you want between your staff and customer ? 	I hope the staff and consumers can communicate with each other about the part of the purchase and also give some explanation about the spatial design.
	<ul style="list-style-type: none"> What other activities/functions would you want to include to keep customers entertained or reduce stress outside of class ? 	This is because most of the buildings in this location serve the design and art students. Theme activities can be carried out every semester. And there are some special offers for different time periods.

Figure 1. Meeting minute transcript

	<ul style="list-style-type: none"> • Would you want your customers to remember the space as an entertaining or working space ? 	Considering the limitations of the space, there may not be enough space for learning, so I think it would be better if the space is designed as a space for communication, which will bring students and teachers a relaxed atmosphere after school
5.Movement	<ul style="list-style-type: none"> • How do you imagine the customers will arrive and leave the space ? 	For how to enter and leave I think can be in accordance with the design of the layout, likely to disperse the flow of people. Can not appear in a place to order and wait for the situation.
	<ul style="list-style-type: none"> • How would you want to arrange the mandatory elements like coffee beans and pastry bench in the space ? 	I have no specific coffee bean requirements. But it would be nice to have some specialty coffee drinks. To adorn the requirement accords with integral design atmosphere as far as possible. Even more space might be saved.
	<ul style="list-style-type: none"> • Where would you want the customer to wait for their coffee? 	Considering that the space gap between indoor and outdoor areas is not large, I think waiting areas can be designed both indoors and outdoors.
	<ul style="list-style-type: none"> • How do you want the patrons to move around the space ? e.g circle, line, etc 	Because the design theme material is cloth, I think there is no specific shape bias

Figure 1. Meeting minute transcript

Type	Item	Description	Number/Size
Self contained workspace	Wrap-around bench & Severy	U-shape; long bench	1 x U-shape 1 x Long
	Under-bench fridge	Used by staff; store milk used for coffee; below coffee machine	1 x Fridge
	Built-in rubbish bin	For staff use; next to sink	1 x Rubbish Bin
	Mini pastry oven	On U-shape wrap-around bench, opposite to coffee machine	2 x Mini ovens
	Cupboard	Rear of staff main counter; store tableware, cutlery, etc	4 x Upper-head cupboard
	Shelving	Rear of staff main counter; Stock coffee beans, milk, drinks, etc	1 x Large shelf
	Drawer	Rear of staff main counter; Store utilities, napkins, straws, etc	8 x drawers
	Sink/Drainer	Next to coffee machine	2 x Sinks
	Coffee machine	Sit on U-shape wrap-around bench	1 x Coffee machine
	Coffee ground bin	Next to coffee machine	1 x Ground coffee bin
	Glass food display cabinet	For pastry and desserts; next to POS (Left)	1 x Pastry glass cabinet
	Point of Scale (POS)	At front counter/ staff main counter on individual bench	1 x Eftpos facility 1 x Cash register
	Menu board	Rear of ordering counter; hanging	3 x Menu boards
	Merchandise/ Coffee	Next to ordering	2 x Display shelves

	beans display shelves	counter/POS (Right)	
Indoor seating area	Display beverage fridge	For customer to self-serve	1 x Fridge
	Group table	For group seating	1 x Large table
	Small table	For individual or 2 people	2 x Round tables
	Sofa	Relaxation area	1 x Sofa
	Stool with cushion	Incorporate fabric material	2 x Stools
	Chair with cushion	Incorporate fabric material	8 x Chairs
	Built-in waiting bench	Outside of coffee machine bench	1 x Long cushion bench (4 seaters)
	Book/Magazine rack	For customer use	1 x Rack
Outdoor seating area	Rubbish bin	For customer use	1 x Rubbish bin
	Small table	Metal tables	2 x Round table
	Chair	Metal chairs	5 x Chairs

Figure 2. Room Data Sheet