



Brewed

Cafe design challenge

<https://competitions.uni.xyz>



Img 1: Cafe Prukel, Vienna. 1911

Cafe Culture

Coffee plants grew in the wilderness in Ethiopia and were used by nomadic tribes for thousands of years, only until the 1400s when people figured out that they could roast its seeds. By the 1500s, the drink had spread to coffee houses across the Arab world. Coffee houses first appeared in **Turkey, Syria** and **Egypt** as early as 1530. Since they became a hotspot for political discussions, they were banned repeatedly.

Subsequently, throughout the 1600s coffee houses began popping up across Europe and North America. The French and American Revolutions were said to have brewed in coffeehouses. Lloyd's of London, a major insurance company, started as a coffeehouse that was frequented by merchants and sailors.

The coffee house acted as a perfect mid-ground for a meet up, between other options like places of spiritual significance or formal restaurants. Here creativity and innovation thrived through conversations. They have long been associated with writers, artists and intellectuals and represented a safe and comfortable space to share news, discuss philosophy or politics. This surge in innovation was not only owing to the design of the space - the physical gathering of people from different backgrounds and fields of expertise - but also to coffee itself.



Img_2: An exterior view of Starbucks, a coffeehouse chain.

Coffee Today

Even after centuries, the societal functions around **coffee** continue to play an important role within many cultures around the world. Coffee houses or Cafes form the centre stage for the **coffee culture** that has been brewing through this time.

The significance of coffee house within modern society has charted a new definition for itself. Cafe chains like Starbucks have started a new revolution by making “cafe” culture global.

Coffee houses are still acting as hubs for making conversations happen, socialize, or work in solace. Cafes now have been decorated with multifunctional roles such as retail, activity center, and attract a variety of people, ranging from tourists to locals. They collectively act as pods of a city’s identity, accumulating its crowd.

The coffee served in coffeehouses may differ depending on where you are in the world, but the establishment itself conveys a sense of familiarity and understanding that can transcend borders and linguistic barriers.



Img 3: Kaffee Alt Wien, Vienna found in 1922..

Brief

A coffee house still holds a similar ideology as it did 4 centuries ago. They act as a mixture of close and open public spaces that are transitioning to give people a platform to gather for conversations or work. It can be said to be a city's public living room and reflects their traditions in more than one way.

Brief : The challenge here is to design a Coffee House, a space that transcends to the concept of cafes that we see today. The aim of this challenges is to help participants practice micro planning of spaces & services, translating ideas into design of volume, furniture and finishes. It seeks to explore a coffeehouse/cafe for Vienna, that embodies today's architecture style while taking inspiration from its existing heritage.

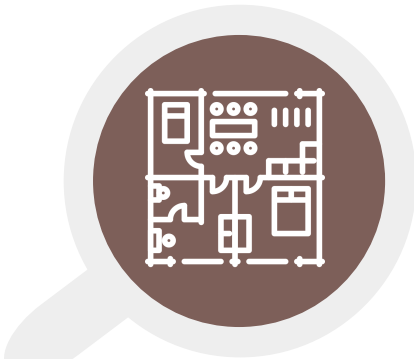
How does the idea of something that has been iconic to a city like Vienna for so long, translate into architecture of today?

Objectives



Interior

Furniture, Finishes, Flooring,
Material Palette



Planning

Micro Planning of the Cafe
Spaces



Lighting

Natural Lighting as well as
Fixtures used in the design



Function

Functions of the cafe apart
from being a coffee house

The following objectives can be a point of beginning to conceive this design. Participants can assume their own contexts and users before initiating their design process.

Programme

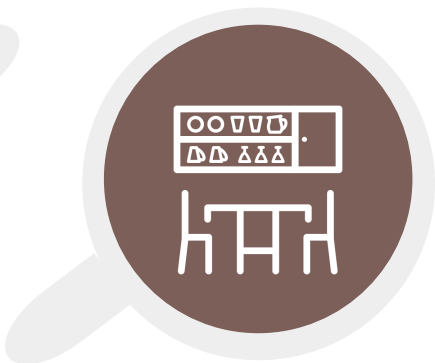
Participants are expected to design the day-night functioning and character of this cafe as well. This would help in understanding the demographics of the kind of visitors of the coffee house.



Services

Kitchen, Pantry, Storage, Staff Room, Washroom (Staff and Guests), Service Entry.

Area : 50-65 m²



Seating Area

Seating area for the Cafe
80 people (max.)

Area : 80-100 m²



Prep Area

Coffee Counter/ Coffee Bar
/ Reception

Area : 15-20 m²



Additional Activity

What other activity will your
coffee house hold?

Area : 20-25 m²

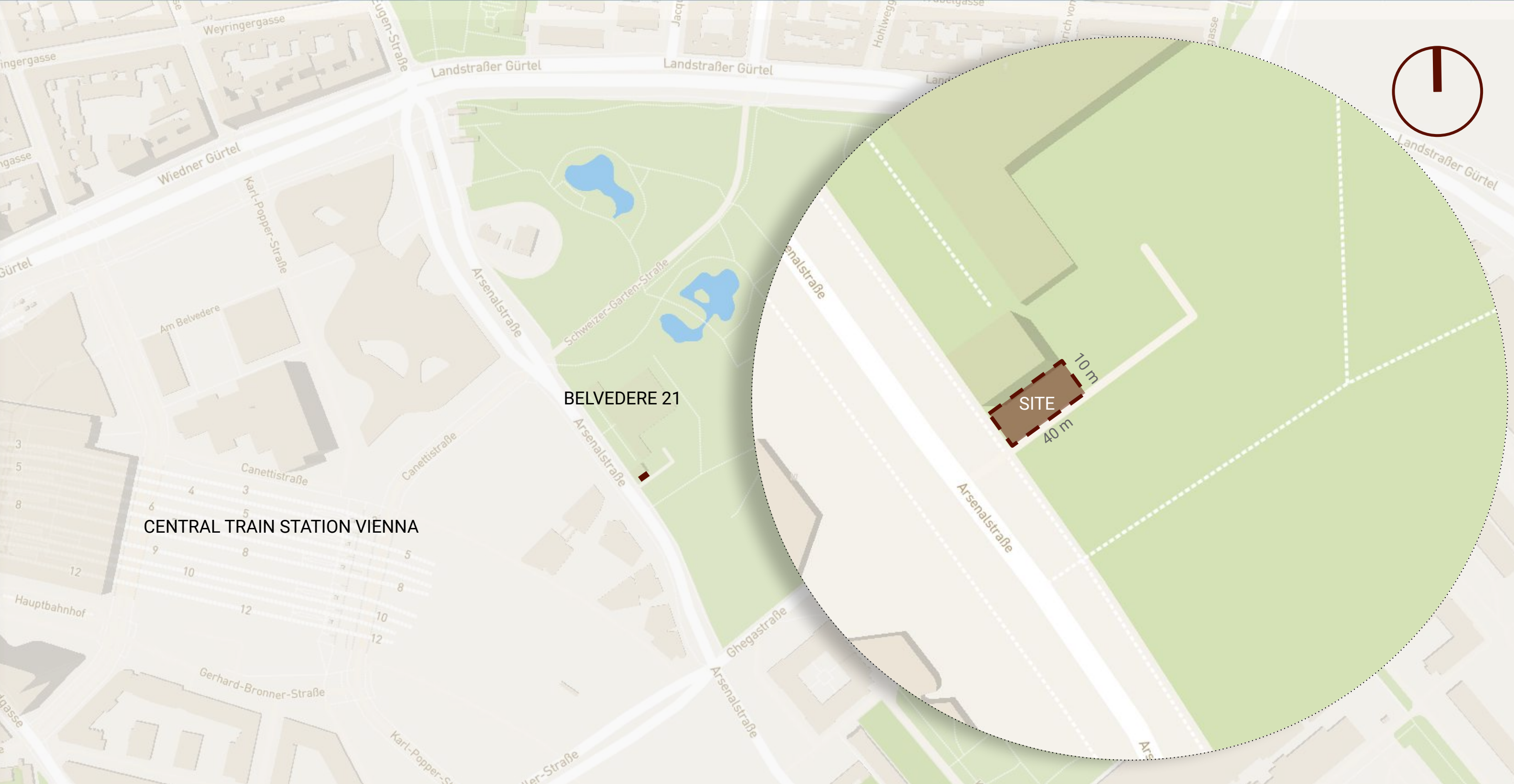
For example, It can be an experience center or a cafe to attract freelancers, depending on the design story devised by the participant.



[Img 4: Aerial View of Vienna.](#)

Vienna, Austria

Vienna is the national capital and one of the nine states of Austria. This Metropolitan Region is currently one of the most rapidly growing regions in Central Europe. It is said to be one of the most well planned city by urban planners. Vienna has a rich legacy of culture, infrastructure and markets making it rank 1 in global index for most innovative cities. The city's association with coffee and coffee houses forms a part of this legacy and Austrian culture, dating back to more than 100 years. Coffee as a beverage has been elevated into an art form and its consumption into a lifestyle. Their grand coffee cafes have been named as "[Intangible Cultural Heritage](#)".



Img 5: Site Plan.

Site Plan

The site chosen for this challenge is located near the Central Train Station of Vienna. It belongs to the newly developed area of Landstrasse district that is witnessing a modern approach in its freshly constructed infrastructure.

The site belongs in immediate vicinity of Belvedere 21, a museum featuring contemporary art & works by Fritz Wotruba with a cinema.

Area: ~400 m²

Height limit: 9 m (29.52ft)

Site coordinates: [48°11'06.1"N 16°23'03.9"E](#)

Submission Requirements

0

Cover image

A graphically well composed 3D view of your design outcome.

The cover image is different from the boards. The Board distribution is indicative, students can tweak the recommendations below as well.

A

Vision

The fundamental thought behind your plug-in housing.

B

Design Principles/Objectives

Fundamental objectives you wish to achieve in your design

C

Case Studies

Preliminary study of Built (Web, Book or Onsite)

D

Site Studies / Design Concept

Site studies (If any) and the design concept

E

Design Development/Iterations

Design experimentation (Model photographs and Sketches)

F

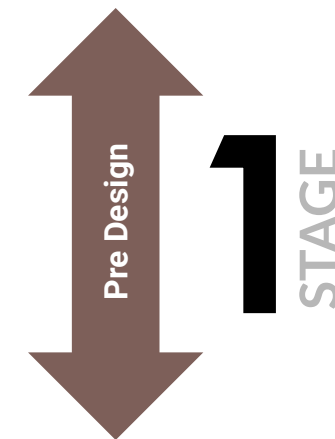
Exploded Views / Sections / Drawings

Design details in drawings, illustrations and sketches.

G

3D Views

The fundamental ideas behind your Plug in houses.



1
STAGE

About
1 Board



2
STAGE

About
2-3 Boards



3
STAGE

About
4-5 Boards

Submission

You have to deliver an architectural outcome on the following site, based on the given outlines.

- Recommended number of boards/sheets - 6 boards/sheets. – [**2362px x 3544px**] or [**400mm x 600mm in 150 dpi**] in portrait digital format (JPEG). Minimum 3 boards OR sheets & **no maximum boards OR sheet limit**.
- Each image should be less than **15MB**
- You can find the preset PSD, AI and INDD template files in the '**additional resources folder**' and [here](#).

This additional resources folder contains: FAQ Questions, High Res maps, and CAD file of the site plan.

Minimum requisites are sheets/boards + Cover image containing:

- Site plan (Compulsory)
- Key conceptual sections x 1 (Minimum)
- 3D views x 4
- Cover image/Thumbnail of size 2000 x 1000 px or larger in aspect ratio 2:1.
- Floor plans, images, sketches (if any) can be added to support the entry in the form of additional images.
- Answer 6 FAQ questions in the discussion section as given on the 'additional resources folder'.

-
- + The team limit for this competition is 4 members maximum.
 - + Use exploded views to discuss multi levelled conceptual models better.
 - + Ensure that the final sheets which are submitted do not include your name or any other mark of identification.
 - + Mention sheet number on corner of every sheet.
 - + This is a design ideas challenge only. There is no built commission/realization is associated with the problem
 - + Plagiarism of any idea / form / design / image will be disqualified with a notice.

Registration page here: <http://competitions.uni.xyz/brewed/info/about>

Discover the competition schedule and deadlines here: [Schedule](#)

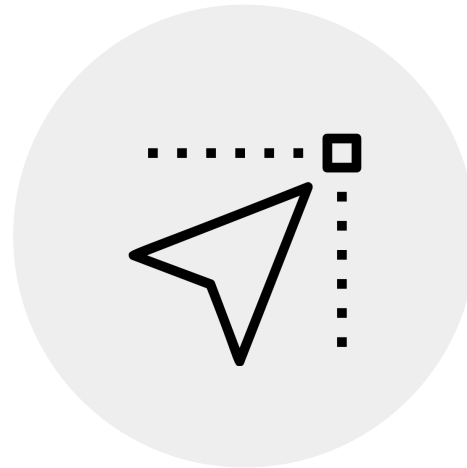
Rewards



Grants of up to a total of **20,000\$** can be won on this challenge. Learn more about the full conditions on the competition page [here](#).

Judging Criteria

The entries will be judged by an international jury of the competition on the following criteria:



Presentation

The fundamental to a good entry is a good presentation.



Concept/Idea

Quality of thought and intent in pre-design phase.



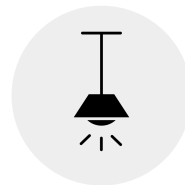
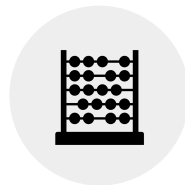
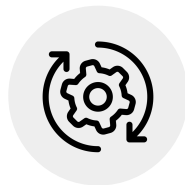
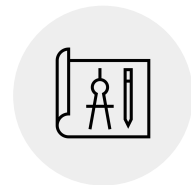
Spaces/Programme

How the spaces are calculated and ordered.



Design Output

The final architectural outcome of the solution.



The judging panel can also add other criteria based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criteria first in their design.

(Ad) Institutional access:

We believe in a world more collaborative.

And we think academia is where it can begin.

Institutional Access™ is world's only cross institution competition programme. You can make this challenge more meaningful by bringing it to your classmates and professors working together. There are a lot of perks by entering this challenge with your institution. Follow the link to learn more.

Institutional Access™



About:



Classroom Competitions™

Classroom Competitions serves as a part of UNI in the realm of **learning and portfolio building oriented design exercises**. It intends to give opportunity to young students to explore their design skills in refreshing problems similar to their curriculum. It aims to bring in challenges based on fundamentals of design education. Classroom Competitions embarks on the idea of creating fundamental design challenges to enhance the learning experience and education. It is a research initiative dedicated to providing opportunities for students of design schools from all domains to explore the ideas that go beyond the restrictions of usual architectural discourse.

Queries: support@uni.xyz

Discover other competitions: <http://competitions.uni.xyz>

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Discover FAQ's about this competition on our help forum here: <http://help.uni.xyz/>

Brewed

Cafe that serves more than a cup of coffee.

Available on:
Institutional Access™

<https://competitions.uni.xyz>