

# COFFEE SHOPS

*with*

# Specific Themes

## 主题咖啡厅

(斯) 安德烈·梅尔西纳编 张晨译

辽宁科学技术出版社

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	<b>Preface</b>		<b>序言</b>
003	Enjoy the coffee, share the book		享受咖啡，分享阅读
	<b>Foreword</b>		<b>前言</b>
004	Romance of Cafe Design		咖啡厅设计中的浪漫
	<b>Chapter 1 Theme and Site Selection of Coffee House</b>		<b>第一章 咖啡厅主题定位及选址</b>
008	1.1 Theme Features		1.1 主题特色
014	1.2 Site Selection		1.2 选址
	<b>Chapter 2 Atmosphere Building in Coffee House Design</b>		<b>第二章 咖啡厅氛围营造</b>
018	2.1 Colour Design		2.1 色彩
020	2.2 Lighting Design		2.2 灯光
024	2.3 Soft Decoration		2.3 软装
	<b>Chapter 3 Case Study</b>		<b>第三章 案例研究</b>
028	Home Café		鸿咖啡
036	Baita Italia		意大利山舍咖啡厅
044	Stelvio Experience Bicycle Café		斯泰尔维奥自行车体验咖啡厅
052	Yongjiu Bike Café		永久自行车咖啡厅
060	Chloe Chen Café		CHLOE CHEN 咖啡厅
064	3W Coffee		3W 咖啡
070	Proti Proudou Bistro		Proti Proudou Bistro 咖啡馆
078	Alaloum Board Game Café		棋盘游戏咖啡厅
086	Bluetrain		Bluetrain 咖啡厅
092	ACE Café		ACE 咖啡吧

098	Aix Arôme Café	Aix Arôme 咖啡厅
104	Breaker's Café	Breaker's 咖啡馆
112	Rozove Cafe	Rozove 咖啡馆
120	TEMPO	Tempo 咖啡厅
126	Blue Bottle Coffee Aoyama Café	蓝瓶咖啡馆青山店
132	9 ¾ Bookstore + Café	九又四分之三书店咖啡厅
140	Daddy Longlegs	长腿叔叔咖啡厅
146	Green Villa Pizza	绿色别墅咖啡厅
152	IT Café	IT 咖啡厅
158	Stock Coffee	Stock Coffee 咖啡店
164	Victoria Brown	维多利亚·布朗咖啡厅
174	Mango Tree Café	蜜望树私家咖啡轻食馆
182	Chips Republic Café	Chips Republic 咖啡厅
188	Follow Coffee	随时咖啡
196	Dessert Cafe Pied	皮耶甜品咖啡店
202	Code Black Coffee	黑色代码咖啡厅
208	Hutch & Co	Hutch & Co 咖啡厅
212	Peggy Guggenheim Café	佩吉·古根海姆博物馆咖啡厅
218	Café Coutume Futakotamagawa	习惯咖啡厅二子玉川店
224	Lolita	洛丽塔咖啡厅
230	Café Fargo	法戈咖啡厅
234	Ito- Biyori	ITO-BIYORI 咖啡厅
240	kafé Nordic	北欧咖啡厅
248	The Caffè Ridola	Ridola 咖啡厅
254	Index	索引
		附录

THEMES + INTERIOR DESIGN 主题空间设计

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主题咖啡厅

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The ritual of our daily coffee has become an integral part of contemporary life.

But, perhaps even more important than the brew itself, the spaces that deliver this coveted commodity also allow us to reconnect with others, recharge ourselves and remove ourselves from the ordinary.

This collection of coffee shop interiors demonstrates that the successful design of such spaces are the ones that let us step away from the everyday, and also allows us to engage with a singular narrative communicated within the interior. This individual and bespoke design narrative is often fun, playful, bold and always immersive. From a bike-centric café that celebrates the high mountain pass located near the town, to a space that utilises a formally neglected corner store in Buffalo NY, the designs often draw from local context, historical references or focus instead on the product offer. With a focus on an individual personality, the coffee shop becomes an identity, with a unique voice and aesthetic engaging customers with their own particular character.

This engagement is not limited to just a visual design element, but to all senses. The creation of a sensory space, one that fulfils one's body with sensory stimulation; the smell of the coffee, the chatter of people in the café, watching people pass by on the street from within, is a connected space and has a deep level of resonance within us.

Enjoy the discovery of this eclectic and bold compilation of designs from around the world, perhaps in a moment of quiet with a coffee in your own favourite café....

每日的例常咖啡眼下已经成为现代生活不可或缺的一部分。

然而，呈现美味咖啡的空间使人们得以重新建立联系，放松充电，彰显品位，这或许比饮品本身更为重要。从本书收录的咖啡店室内设计案例可以看出，咖啡厅空间的成功设计能够营造出明显不同于日常生活的氛围，而且人们能够与室内空间语言建立丰富互动。这种个性化、定制化的设计语言往往是活泼有趣、大胆而有感染力的。不论是位于高山山口的自行车主题咖啡厅，还是由纽约水牛城一直被人忽略的街角空间打造出的特色咖啡厅，书中的案例都能就地取材，吸收历史、文化精华，或着眼特色产品。咖啡店强调个性，品牌鲜明，格调品味独特，吸引顾客发挥自己的个性。

这种互动并不局限于某种视觉设计元素，而是存在于所有感官层面。理想的咖啡店设计应该为顾客带来丰富的感官刺激：咖啡的香气，人们的交谈声，从店内看街上的人流熙攘；提供一个连续空间，与顾客内心产生深层次的共鸣。

愿你有机会在最喜爱的咖啡店里一边阅读本书，饱览来自全球的优秀咖啡厅设计，一边享受一段安静的咖啡时光……

Katherine Kemp

Executive Director of ZWEI Interiors Architecture

凯瑟琳·坎普

ZWEI Interiors Architecture 执行总监



Admiring the incredible variety of designs being born from the partnership between design and hospitality and at the same time enjoying the importance design is given in this relationship, one might find it hard to believe how everything about cafe culture started without almost a single thought on the designing. Or more precisely, designing originality, uniqueness, individuality if we borrow terms so often found in today's vocabulary related to design.

And how it really did start? It started with social twist of gathering on almost public space, exposing the pleasures of drinking & smoking & reading & debating, observing and of course being observed, while sitting on what used to be rather standardized chair, accompanied by tables, benches, lights and decoration of similar type. True, often of a truly great quality design (Thonet furniture for example), carrying truly important message of new spirit, but cafe after cafe used almost the same selection. And cafe culture soon became a matter of status. But no design. From perspective of today, it is impressive how design played a minor role in this invigorating, powerful movement. And when we follow the development of events further on, we see how design was getting more and more wind in the sails.

When design took over the pedestal of importance in mostly functional improvements of everyday life, back in mid 20 century modernism, impressive bunch of optimism laid in its hands. Slowly everything and I do mean everything became a matter of design. Just take for example cafe interior, cups, plates, cutlery, tables, chairs and benches, textile and above all this an overall conception, idea, branding ... let's not forget the toilets and wardrobe, oh, just everything! And this everything shall be multiplied by the numerous designed cafes being born every year primarily from individual desires and visions. And all of them reflect the variety of today's world being globally accessible and enjoyable.

Interior designers know that some of the significance of the modernist era has gone. From the limited scope of attention that is available on the public side, there are other players that are getting much more attention these days. And design is in a way fighting for that attention. IT era hasn't given birth to a new style (yet, maybe) and after first attempts design also stopped

赞赏过设计与服务业的合作关系下产生的品种繁多的设计，同时在享受了这种关系中设计被赋予的重要性之后，人们可能很难相信与咖啡馆文化有关的一切在开始几乎与设计没有任何关联。或者更准确地说，如果我们借用现今高频出现的设计领域词汇，那就是几乎不存在设计创意、独特和个性。

那么这一切究竟是如何开始的呢？它始于在近乎公共的空间内集会的社会变革，人们坐在曾经相当标准化的椅子上，旁边是桌子、长椅、灯光和类似风格的装饰品，尽情享受饮酒、吸烟、阅读和讨论的乐趣，观察别人当然也被人观察。诚然，通常一个真正伟大的高品质设计（例如 Thonet 家具）承载着非常重要的新精神，但一个又一个的咖啡馆几乎完全相同。咖啡馆文化很快成为地位的象征，但此时的咖啡馆还是缺少设计。从今天的角度来看，设计在这场活跃而充满力量的运动中扮演的角色令人印象深刻。当我们跟随事件进一步发展，就会发现设计如乘风破浪的小船，发展得越来越顺利。

早在 20 世纪中期的现代主义时期，设计成为以功能为导向的日用品改善的重心，乐观情绪一度弥漫。慢慢地，所有事物都具备了设计感，我指的是所有一切物品。以咖啡馆的室内空间为例，杯子、盘子、餐具、桌子、椅子和长凳、纺织品以及最重要的店铺的整体概念、理念、品牌……还有厕所和衣柜，的确，是所有一切！而这一切对象还要考虑到为数众多的、每年根据个人喜好和眼光设计出的咖啡馆的数量。它们反映了当今这个便捷友好的世界的多样性。

室内设计师了解现代主义时代的某些意义 / 重要性已经消失不在。公共领域有限范围内的关注度中，其他形式如今正在获得更多的关注。设计则要在某种程度上极力争夺这种注意力。信息时代没有产生新的风格，（然而，也许）在首次尝试之后，设计也通过发明直接表达或定义“新”时代的形式，停止了直接竞争。可以

competing directly by inventing forms that will literally express or define "new" era. We could say modern design passed teenager phase and without losing its vitality reached mature youth. It enjoys opened confrontation or even flirting with traditional motives. It obviously gained self confidence that provides the sense of freedom to enjoy the varieties without any need to scream out the rules of big truth, the one and only truth wrapped in manifesto cellophane. Do we dare to say that it enjoys the partnerships with hospitality operators, clients, guests, chefs, baristas, dancers, DJs etc...as they do themselves in the environment of its. What a partnership, even friendship could this be! How naturally the habits and pleasures of today would find a way to design concepts and how both would interwine providing one full "open code" sensorial experience.

It doesn't really matter that much where or how we start this relation, one small cup of coffee is already a great start, it is of crucial importance where we take that cup, how the impulses of life come in and influence the abstract conceptions of design. And how at the very end this designed child of theirs live its own life without support, without additional explanations needed, without instructions. Such a design would be lived and enjoyed smoothly by the natural logic of life flow.

And seeing all the varieties of design worldwide today from this perspective, it looks so obvious. The forms being admired are merely the consequence of design process caught in the moment of physical finalization but they are not the final result. They are the messengers of intentions and their materialization being tested, modified and improved everyday by everyone. Stories behind design that gave birth to those shapes and life on top of these shapes, equally contribute to the final result which can only be enjoyed in reality together with sounds, smells, different languages floating in the air, tastes in the cups, all tactile impulses...the senses are as it looks today sharpening and developing in a way of multitasking, not necessarily deepening. And interior design plays a vital role in this direction. Hand in hand with all other numerous practises around human pleasures. Cause it is about great pleasures what coffee interior design is all about. Simple as that.

说，现代设计度过了青少年阶段，达到了不失活力的成熟期。它乐于接受与传统主题的公开对抗，甚至轻佻游戏。它显然在享受多样性的自由感中获得了自信。我们是否有勇气说现代设计愉悦地完成了与服务运营商、客户、顾客、厨师、服务生、舞者、DJ……的合作？让这些合作对象在设计中找到了自身的完美定位？这会是怎样成功的合作，甚至友谊啊！今天的这些习惯和快乐会如此自然地寻找到设计概念，而这两者将怎样交织结合，形成一个完整的“开放代码”式的感觉体验。

开始这个关系的地点和方式并不那么重要，一小杯咖啡已经是一个很好的开始，真正重要的是我们带着这杯咖啡走向哪里，生活的脉动如何带入并影响到抽象的设计概念。重要的是，最后最后，这个设计成果如何在没有支持之后，没有额外解释之后，没有指示之后，完成自身的旅程。这样的设计将会遵循生命流的自然逻辑顺利地发展和壮大。

从这个角度出发，放眼如今全球范围内各式各样的设计，这就显得尤为明显。被人们所欣赏的形式仅仅是设计过程在定稿那一时刻的结果，但它们并不是设计最终的样子。它们传达设计者的意图，每天都在以具体的形式接受每个人的测试、修改和改进。设计背后那些在形式基础上促生了生命力的故事，同样催生了最终的设计成果，在现实中品味的是混合了声音、气味和飘浮在空气中的不同语言，杯子中的味道，所有触觉上的冲动……这些感官体验以一种多任务同时进行方式而非深化的方式在加强和发展。室内设计在这一方向上发挥着至关重要的作用。与其他为数众多与人类快乐相关的行为一样，极大的快乐才是咖啡店室内设计的主题。就是这么简单！



**Preface**

- 003 Enjoy the coffee, share the book

**Foreword**

- 004 Romance of Cafe Design

**Chapter 1 Theme and Site Selection of Coffee House**

- 008 1.1 Theme Features  
014 1.2 Site Selection

**Chapter 2 Atmosphere Building in Coffee House Design**

- 018 2.1 Colour Design  
020 2.2 Lighting Design  
024 2.3 Soft Decoration

**Chapter 3 Case Study**

- 028 Home Café  
036 Baita Italia  
044 Stelvio Experience Bicycle Café  
052 Yongjiu Bike Café  
060 Chloechen Café  
064 3W Coffee  
070 Proti Proudou Bistro  
078 Alaloum Board Game Café  
086 Bluetrain  
092 ACE Café

**序言**

享受咖啡，分享阅读

**前言**

咖啡厅设计中的浪漫

**第一章 咖啡厅主题定位及选址**

- 1.1 主题特色  
1.2 选址

**第二章 咖啡厅氛围营造**

- 2.1 色彩  
2.2 灯光  
2.3 软装

**第三章 案例研究**

鸿咖啡  
意大利山舍咖啡厅  
斯泰尔维奥自行车体验咖啡厅  
永久自行车咖啡厅  
CHLOECHEN 咖啡厅  
3W 咖啡  
Proti Proudou Bistro 咖啡馆  
棋盘游戏咖啡厅  
Bluetrain 咖啡厅  
ACE 咖啡吧



098	Aix Arôme Café
104	Breaker's Café
112	Rozove Cafe
120	TEMPO
126	Blue Bottle Coffee Aoyama Café
132	9 ¾ Bookstore + Café
140	Daddy Longlegs
146	Green Villa Pizza
152	IT Café
158	Stock Coffee
164	Victoria Brown
174	Mango Tree Café
182	Chips Republic Café
188	Follow Coffee
196	Dessert Cafe Pied
202	Code Black Coffee
208	Hutch & Co
212	Peggy Guggenheim Café
218	Café Coutume Futakotamagawa
224	Lolita
230	Café Fargo
234	Ito- Biyori
240	kafé Nordic
248	The Caffè Ridola
254	<b>Index</b>

<b>Aix Arôme 咖啡厅</b>
<b>Breaker's 咖啡馆</b>
<b>Rozove 咖啡馆</b>
<b>Tempo 咖啡厅</b>
<b>蓝瓶咖啡馆青山店</b>
<b>九又四分之三书店咖啡厅</b>
<b>长腿叔叔咖啡厅</b>
<b>绿色别墅咖啡厅</b>
<b>IT 咖啡厅</b>
<b>Stock Coffee 咖啡店</b>
<b>维多利亚·布朗咖啡厅</b>
<b>蜜望树私家咖啡轻食馆</b>
<b>Chips Republic 咖啡厅</b>
<b>随时咖啡</b>
<b>皮耶甜品咖啡店</b>
<b>黑色代码咖啡厅</b>
<b>Hutch &amp; Co 咖啡厅</b>
<b>佩吉·古根海姆博物馆咖啡厅</b>
<b>习惯咖啡厅二子玉川店</b>
<b>洛丽塔咖啡厅</b>
<b>法戈咖啡厅</b>
<b>ITO-BIYORI 咖啡厅</b>
<b>北欧咖啡厅</b>
<b>Ridola 咖啡厅</b>

## 索引

## 附录

# Chapter 1

## Theme and Site Selection of Coffee House

# 第一章

## 咖啡厅主题定位及选址

Coffee is no longer just a drink. It is closely related with culture from the day it was created and has become the symbol of important historic times. Accordingly, in Japan and UK, an average person consumes a cup of coffee every day. Both countries are famous for their tea culture and have established a huge coffee consumption market. In contrast, there is still great potential in the coffee market in China, which is also historically a country of long standing tea culture. It is now becoming the largest coffee consumer market in the world. The earliest coffee shops are foreign brands of commercial origin, with 50-200 sqm of floor area and the business structure similar to a cafeteria, e.g. Starbucks. Upon entering the Chinese market in 1992, Starbucks gained the favour of city dwellers pursuing modern lifestyle with its modern shopfront, classic jazz music and quality coffee products. Other brands of this time include Manabe Cafe from Japan and Corsta Coffee, going through years of rapid expansion in large to medium scale cities. Iconic brand identity is a must in the industry, in order to survive in the fierce competition of afternoon tea. Themed cafes then appear as a much needed complement in this age of easy forget. What to be remembered about them is not just the food and drink served, but the pleasant topics they provide.

### 1.1 Theme Features

Themed coffee houses are set around certain cultures or functions, providing a space of interesting details and alluring ambience for customers to explore and indulge. Common themes include popular culture(Zodiac signs and maid cafe), decorative style(industrial, country), reminiscence(nostalgia, youth) etc. The theme of 'sculpting in time' in Beijing is Arts and Humanities; the 'Zoo Coffee' from Korea focuses on animal images. These successful cafes own either word-of-mouth or special functions and themes. Therefore, unique theme, clear target group, advantageous location are the major issues to consider before making an investment.

咖啡已经不仅仅是一种饮料。自始至终，它都和文化发展紧密相联并且成为历史重要时期的象征。在日本和英国，平均每人每天就要喝一杯咖啡。日本和英国都是世界著名的茶文化国家，目前已经发展成了巨大的咖啡市场。拥有强大茶文化的中国具有广阔的咖啡消费潜力，正在成为世界上最大的咖啡消费市场。中国咖啡馆最初为专业、商务的外来咖啡馆，一般面积约 50~200 平方米，有点快餐自助的感觉，如星巴克。其自 1992 年进军中国，以简洁流畅不乏洋气的外表，节奏轻快不乏时尚的爵士，芳香四溢的咖啡，让追求时尚生活的白领留恋不已。随之而来的还有日本的真锅咖啡（Manabe Coffee），塞纳左岸咖啡（Corsta Coffee）。近年来这些咖啡厅在大中城市迅速扩展，如果不想被轻易埋在遍地下午茶的市场中，就要别具风格。主题类的咖啡厅出现就恰恰打破了这个快速消费失忆的时代，它们不是用食物让顾客们记住，而是给顾客带来愉悦轻松的话题而被普遍认知。

### 1.1 主题特色

主题咖啡厅是以某种文化或功能为卖点，希望人们身临其中的时候，经过观察和联想，进入期望的主题情境，譬如“亲临”世界的另一端、重温某段历史、了解一种陌生的文化等。其主题可以是一种流行趋势（如星座、女仆服务），一种风格（如工业风、田园风），一种情怀（如怀旧、青春）等。北京的雕刻时光，以人文艺术为主题，韩国的动物园咖啡厅（Zoo Coffee），以动物为主题，这些咖啡厅通常靠

## Theme selection and customer targeting

Store specialty is the first thing to consider before opening up a coffee shop, i.e. what to offer to the customers. This requires a profound understanding of their needs while the intended characteristics of the cafe decide the capital, form of business, style of decoration, site selection, product variety, pricing of menu, and marketing approaches.

### Coffee houses with personalized theme

A successful cafe could be the hot spot for parties or time killing, featuring impressive personality or high quality food.

Here are a few examples of successful cafes with strong personality:

#### • Prevailing 'cat café' in Japan

Features:

Cats play the leading role in cat cafes. For them, all are equal, regardless of wealth and power.

Coffee seems secondary here to spending time with the lovely cats, as it helps relieve stress and loneliness which is exactly what people need after a long day of hard work in times of economic depression.

Target customer:

Young office workers who want a cup of coffee and a carefree time with cats after work or on weekends.

#### • Cafes for entrepreneurs

口碑、功能主题等吸引人气。因此，准确选择主题、定位受众人群、寻找恰当的地址等问题在投资咖啡厅之前必须加以考虑。

### 主题选择与顾客定位

开咖啡厅须首先考虑定位，即为哪些顾客提供服务，同时应对顾客有深入了解。定位决定了需要投入多少资金、是否选择加盟、选址、装修风格、菜单中产品种类、产品的定价、原材料价位、开业前后营销手段的选择。确定方向之后，才可规划其他细节。

#### 个性特色主题

一家成功咖啡厅可以成为聚会或消磨时光的首选，其理念上要突出个性、食物要突出品质。

当下有许多成功的个性特色咖啡厅，具体举例说明如下：

#### • 风靡日本的猫咪咖啡厅

定位：

猫咪咖啡馆（Cat cafe）以猫咪为主题。在这里，猫咪是主体。是否拥有金钱，拥有权力对它们来说都不重要，所有人都是平等的；在这里，喝咖啡是其次，最主要的是跟猫咪一起玩耍能缓解压力和孤独。这是在当时经济低迷的状况下，奋斗的日本人所需要的。

受众顾客：

以日本年轻的上班族为主，他们通常在下班或周末来这里边喝咖啡边与猫为乐。



# Chapter 1

## Theme and Site Selection of Coffee House

## 第一章

### 咖啡厅主题定位及选址



1.1



1.2

#### Features:

'The secret of running a business' is the theme of such cafes. They provide the meeting places for entrepreneurs in all stages. A cuppa means a day's access to the venue and its facilities. More importantly, valuable business solutions could be found over this cup of coffee. Famous cafes of this category are Cheku Cafe and 3W Cafe on Chuangye Street in Beijing. (See Figure 1.1)

#### Target customer:

Those who are planning or starting a business with the need for communication and consulting.

#### • Photography cafe

#### Features:

The art of photography is the main theme. Such cafes are not just places for coffee but an art gallery, featuring sophisticated layout, elegant setting and photography-related activities including lectures, competitions and parties.

#### Target customer:

Those who are keen on the art of photography.

Comparing with the well developed cafes in other countries, unique cafes as such are only getting off the ground in China, with more themes coming up, like Zodiac signs, maids, oceans, cars, games, ect. (See Figure 1.2 to Figure 1.4)

#### 当下流行的创业人士咖啡厅

#### 定位:

创业咖啡厅以“创业”为主题。当前掀起了创业热潮，这里正是创业者的集中地，活跃着各种创业者。点上一杯咖啡可以坐上一整天，有时，一杯咖啡就能解决很多创业问题。如位于北京中关村创业大街的车库咖啡厅和3w咖啡厅。(见图 1.1)

受众顾客：想要或正在创业的人士，帮助他们咨询各种创业过程中遇到的问题。

#### 文艺范儿十足的摄影咖啡厅

#### 定位:

咖啡厅以摄影艺术为主题，不仅仅是摄影咖啡厅，还是艺术收藏馆。这里格局精致，环境优雅，浪漫温馨，而且经常邀请摄影大师前来讲座，举办各种摄影比赛和主题活动，拥有浓厚的摄影文化。

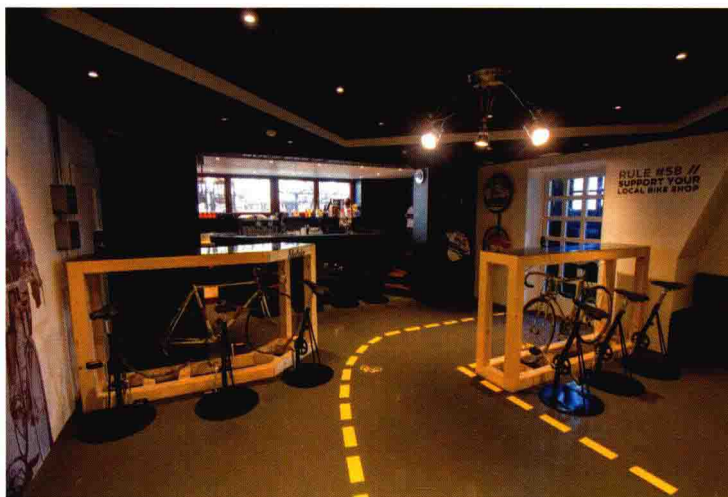
#### 受众顾客:

关注摄影，喜欢摄影的人群。

如今这种个性特色的咖啡厅在国外发展得比较成熟，而在中国则处于起步阶段，同时主题也在不断创新，如星座主题、女仆主题、海洋主题、汽车主题、游戏主题等。(见图 1.2~图 1.4)



1.3



1.4

## Tips:

A coffee house needs to demonstrate a variety of characteristics to meet the needs of different customers:

1. Would it be luxurious style, outdoor seating or indoor seating? Be it only coffee, coffee+dessert, or coffee+dessert+light meals that is served?
2. Would it be fast paced or slow paced? (which affects the seating ratio)
3. The interior should emphasize personalized decoration.

Coffee houses with 'certain style' as their theme

Coffee houses with 'certain style' as specific themes are also in fashion nowadays, yet investment in this category should be rational and based on comprehensive research.

## 小细节

每个咖啡厅往往涵盖多种特点, 才能满足顾客的需求, 如:

1. 豪华咖啡厅、外带式或内座式小咖啡馆, 店内只卖咖啡, 还是咖啡+西点, 或咖啡+西点+简餐?
2. 快节奏还是慢节奏(影响顾客的就坐率)?
3. 店内装潢: 强调个性风格。

风格主题咖啡厅

以某种风格为主题的咖啡厅如今也开始流行起来, 但在确定主题及定位受众人群时要从自身出发, 不能随意模仿。

Figure 1.1 3W Coffee in Shenzhen wishes to provide an open, professional and relaxing platform of communication and exchange for those who work in the Internet industry(By IDEAL Design and Construction)

Figure 1.2 A coffee house with 'Yongjiu bike' as its theme (Yongjiu Bike Café in Shanghai by Kyle Chan & Associates Design Ltd)

Figure 1.3 A coffee house with 'Alaloum board game' as its theme (Alaloum Board Game Café in Greece by Triopton Architects)

Figure 1.4 A coffee house with 'Stelvio Pass' as its theme (Stelvio Experience Bicycle Café in Italy by BEARprogetti)

图 1.1 深圳 3W 咖啡店为互联网人士提供一个开放、专业、休闲的交流场所和沟通平台, 展现日新月异的创意产业, 增进业界交流, 促进行业发展(由艾迪尔建筑装饰工程股份有限公司设计)

图 1.2 以“永久自行车”为主题的咖啡厅(位于上海的永久自行车咖啡厅, 由 Kyle Chan 联合设计公司设计)

图 1.3 以“棋盘游戏”为主题的咖啡厅(位于希腊的棋盘游戏咖啡厅, 由 Triopton Architects 设计)

图 1.4 以“斯泰尔维奥高山山路骑行”为主题的咖啡厅(位于意大利的斯泰尔维奥自行车体验咖啡厅, 由 BEARprogetti 操刀设计)



# Chapter 1

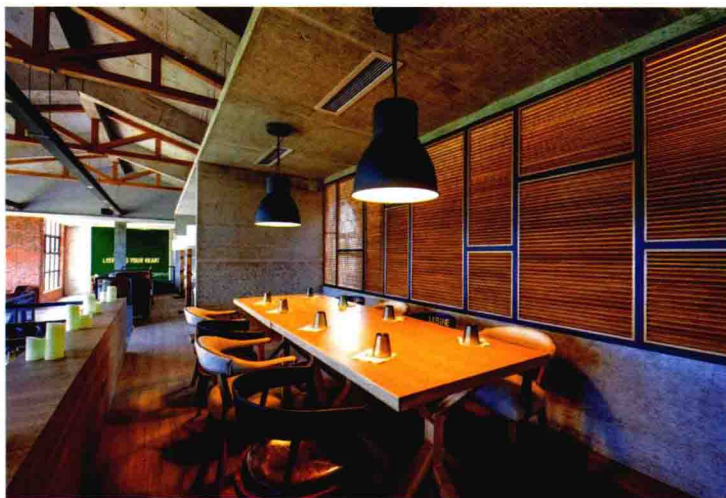
## Theme and Site Selection of Coffee House

# 第一章

## 咖啡厅主题定位及选址



1.5



1.6

### • Industrial style

Features:

Industrial style uses raw industrial elements to create a mystical, rustic and calm environment, which is magnetic for young art lovers. (See Figure 1.5, Figure 1.6)

Target customer:

Young artist and people who love art

### • Simple, natural Nordic style

Features:

Under the theme of natural Scandinavian style, the seemingly random decoration and arrangement present a spontaneously attractive atmosphere and the soothing beauty of nature. (Figure 1.7)

Target customer:

People advocating natural, simple beauty and slow-paced lifestyle

Those kinds of coffee houses are largely welcomed by the public but understanding their background information and supporting culture is a must to avoid resulting in an awkward imitation. (See Figure 1.8 to Figure 1.10)

### 文艺复古工业风

定位:

以工业风格为主题,围绕工业风元素展开,充满浪漫文艺气息,呈现独特风格内涵与文化。这里高贵、粗犷、神秘、幽冷,让追求潮流的年轻人们怦然心动。(见图 1.5、图 1.6)

受众顾客:

追随潮流的文艺青年。

### 自然简约北欧风

定位:

以推崇自然的北欧风格为主题,貌似不经意的搭配之下,一切又如浑然天成般光彩夺目,展现出一种朴素、清新的原始之美。(见图 1.7)

受众顾客:

崇尚自然、简约之美,追求慢生活的人群。

以风格为主题的咖啡厅越来越受到大众的青睐,可以尝试不同风格,如古典风、乡村风、蒸汽朋克风等,但一定深入了解某种风格的内涵与文化,不能只做到表面模仿,避免营造出生硬而怪异的气氛。(见图 1.8~图 1.10)