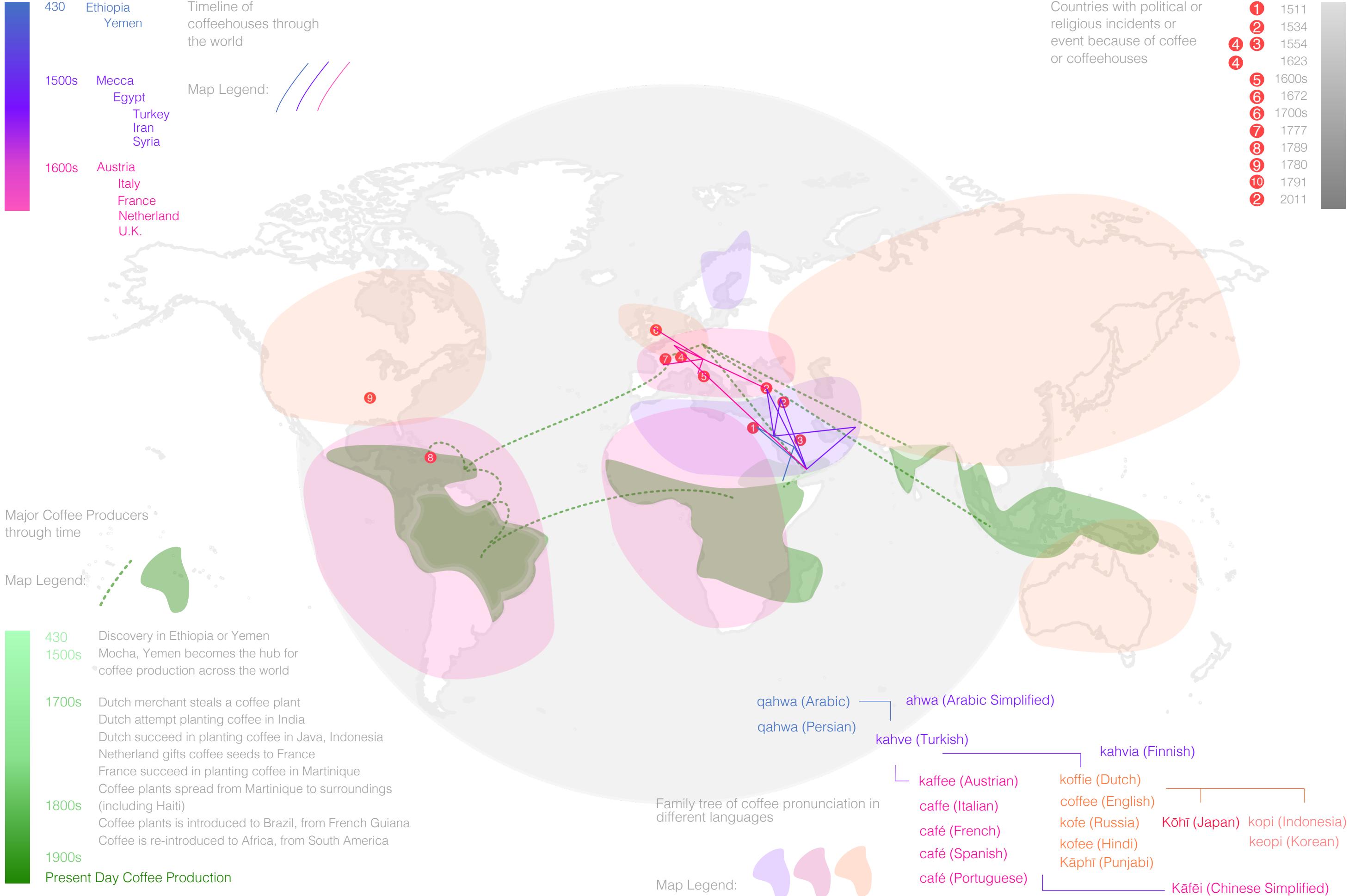
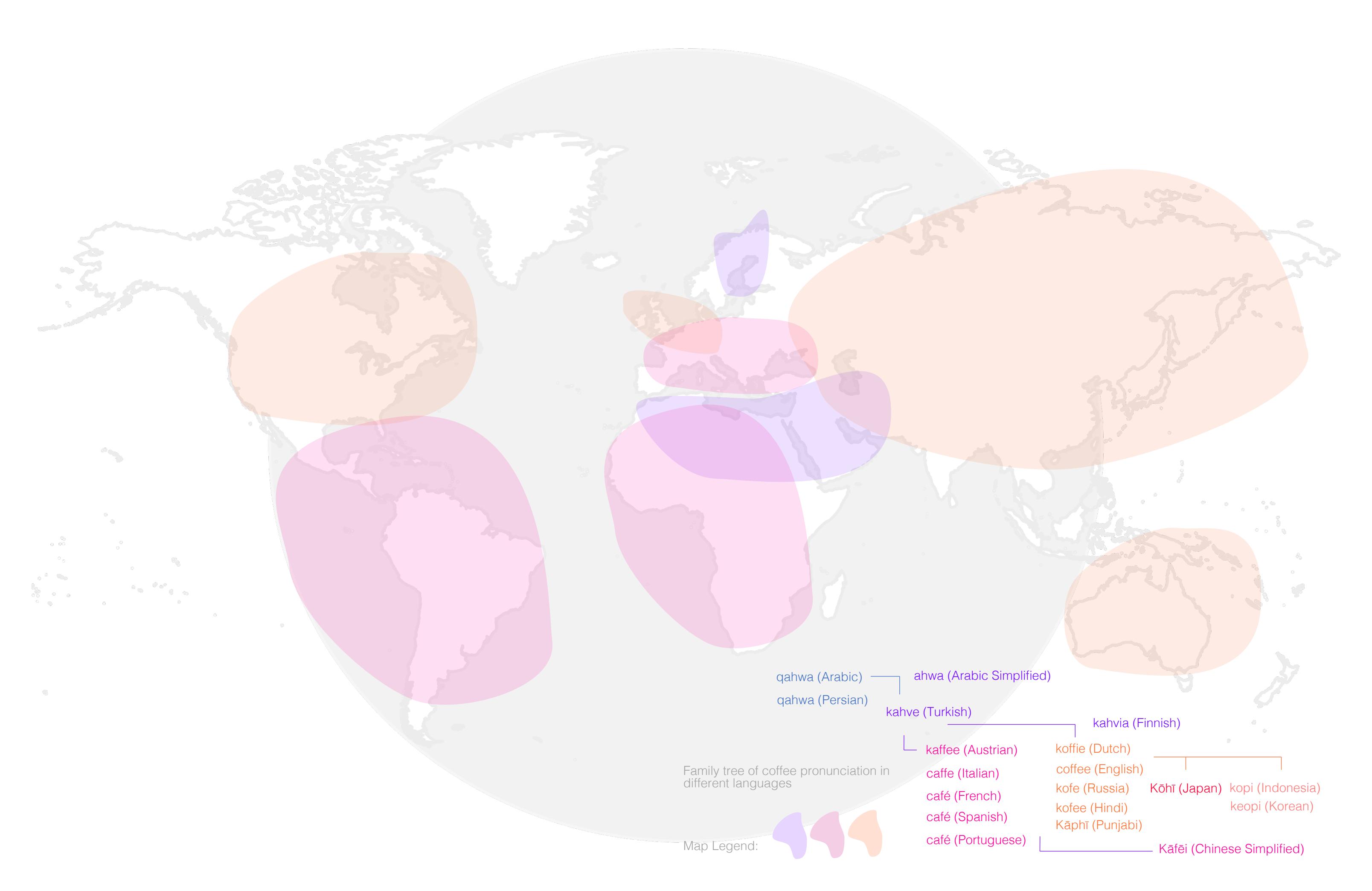


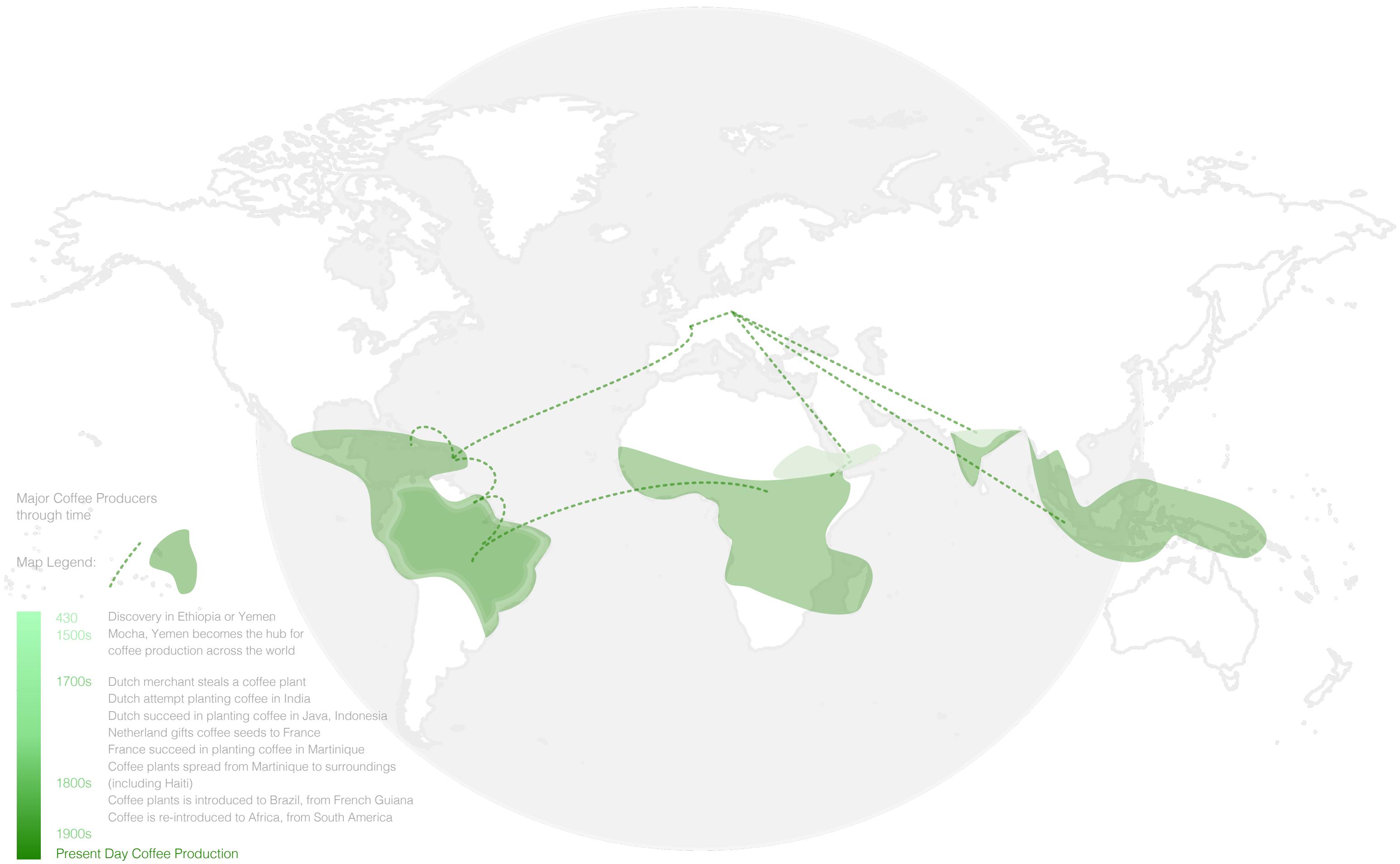
AROUND THE
WORLD
IN A CUP OF
BEANS

Mohamed Fouda | ARCH 510









This map might carry the biases of its author,
and is in no way meant to serve as an absolute truth or
perspective of it's content, but to explore and hopefully
pass on the baton or be a building block

Background

Why Coffee?

It has always been fascinating to me to see coffeeshops, and the contrast and similarities they provide when put beside each other. Perhaps I saw in them a mirroring of my own culture clash, being born in Cairo, Egypt and raised in Toronto, Canada. And just like my own internal clash, the existence of Starbucks or any modern coffeeshop in an old city like Cairo, right beside a traditional Cairo coffeeshop was a clash of history, culture, and design which I seemed to be the only one in the streets who wanted to point at and scream "Look! It's the same shop, yet different!".

This research or map is an opportunity for me to unpack what I wanted to scream, just delivered with a little bit of elegance.

1

We're going to be rich baby!
Wait, where is our coffee?

Coffeehouse timeline, coffee farming & coffee pronunciations

2

The Rebellious side of
Coffee

Coffee and coffeehouses, and politics
and religion

3

So what makes a
coffeehouse?

What have been design pillars across
coffeehouses through culture and time

1

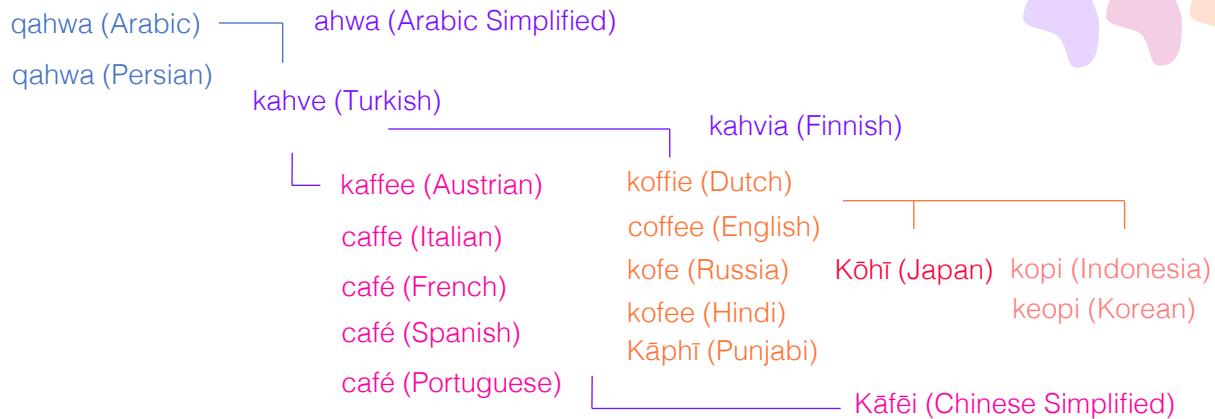
We're going to be rich baby! Wait, where is our coffee?

Origin of coffeehouse, where it started, and how it spread to the world. On top of that, there is the family tree of how coffee is pronounced, there seems to be a correlation between a country introducing coffee to another, and the way the name of coffee was pronounced in the new country.

Economic benefits of coffee production, where it was farmed originally and where it is farmed now, ties to British and Dutch Trading companies and ties to colonialism

Family tree of coffee pronunciation in different languages

Map Legend:



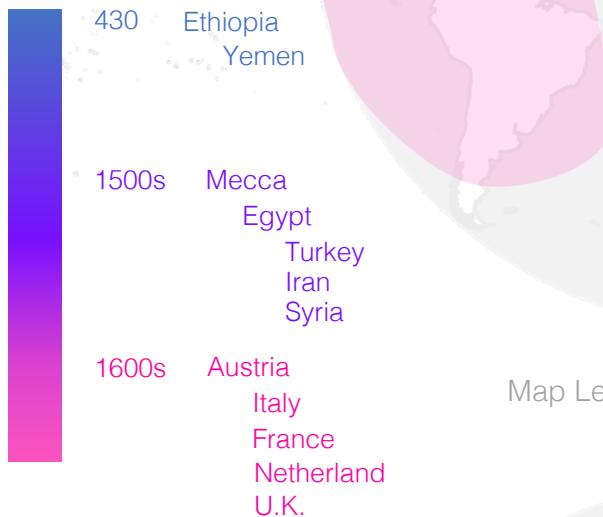
Major Coffee Producers through time

Map Legend:

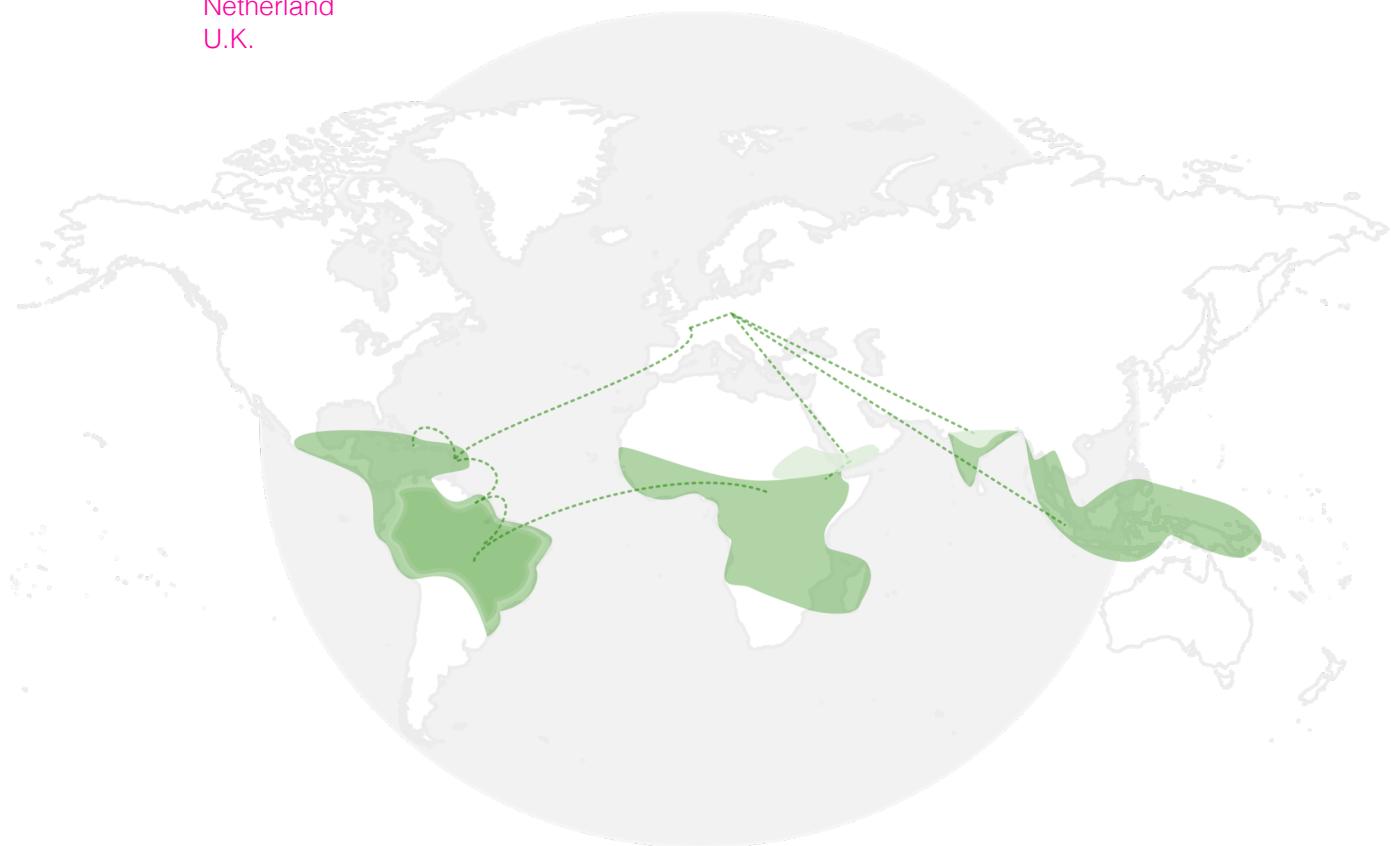


430	Discovery in Ethiopia or Yemen
1500s	Mocha, Yemen becomes the hub for coffee production across the world
1700s	Dutch merchant steals a coffee plant Dutch attempt planting coffee in India Dutch succeed in planting coffee in Java, Indonesia Netherlands gifts coffee seeds to France France succeed in planting coffee in Martinique Coffee plants spread from Martinique to surroundings (including Haiti)
1800s	Coffee plants introduced to Brazil, from French Guiana Coffee is re-introduced to Africa, from South America
1900s	Present Day Coffee Production

Timeline of coffeehouses through the world



Map Legend:



2

The Rebellious Side of Coffee

What was the reaction of political leaders to coffee and coffee houses? What were the religious fear, both east and west?

Effects on politics - Free education and discussion, revolutions, revolting slaves, and spying until today



- 1 1511 - Mecca (Saudi Arabia)**
- Coffee as a drink was banned because it led to people gathering and playing games which would destroy society's morals, and because some doctors declared it was unhealthy for the body. Multiple bans occurred afterwards [6][8]
- 2 1534 - Egypt**
- 1511
1534
1554
- Coffee was debated whether it was an alcoholic drink and caused mind absence, or mind alertness. The judge of judges (equivalent to supreme court now) tested the drink on people and declared there was nothing wrong with it and made it officially legal [6][8]. It is said that some activists met for some of the key moments in the 2011 revolution at coffeeshops, and it is known coffeeshops are hotspot for intelligence to spy on people [24]
- 3 1554 - Syria and Ottoman Empire (Currently Turkey)**
- 1623
1600s
1672
- Coffee was religiously forbidden for believing it is against Islam to drink it [8]
- 4 1623 - Ottoman Empire (currently Turkey)**
- 1700s
- New Sultan (King) of the Ottoman Empire, Murad IV, ordered the closing of coffeeshops and beheading of anyone caught drinking after spying on coffeehouses and hearing people blaming him for the sorry state of the empire [8][21][22]
- 5 1600s - Italy**
- 1777
1789
1780
- When first arrived to Europe, coffee was banned and declared satanic by clergymen (might have been due to religious reasons, from Muslim countries). Pope Clement VIII of Italy is credited for testing the drink and giving it his blessings, giving rise to coffeehouses in Europe [21]
- 6 1672 - UK**
- 1791
- King Charles II paranoid about people gathering in coffeehouses to discuss politics closed all houses to restrain the spreading of fake news. This was during the Enlightenment period later led to explosion of new ideas, and penny universities [17]. Later in 1700s, a petition was circulated by women against coffee because it was thought to have bad influence on men [18]
- 7 1777 - Germany**
- King Frederick the Great worried about the effect of coffee on his beer business banned coffee saying "It is despicable to see how extensive the consumption of coffee is ... if this is limited a bit, people will have to get used to beer again ... His Royal Majesty was raised eating beer-soup, so these people can also be brought up nurtured with beer-soup. This is much healthier than coffee." [8]
- 8 1789 - Paris**
- Paris's Cafe de Foy hosted the call to arms for the storming of the Bastille. The coffeeshops of Paris continued to be a place for politics, writers and thinkers, such as Ernest Hemingway, Gertrude Stein, F. Scott Fitzgerald and T.S. Eliot to name a few.
- 9 1780s - U.S.**
- 2011
- Known as the Boston Tea Party revolt, tea was dumped in sea and coffee became the patriotic drink of the American colony in protest of Britain rule and heavy taxes [8]
- 10 1791 - Haiti**
- By 1788 Haiti supplied half the world's coffee. Due to the conditions of the slaves who worked on coffee plantations, the Haitian Revolution broke out and most plantations were burnt down.

3

So what makes a coffeehouse?

Staple design elements of coffeehouses, through cultures and time

1 Accessibility

Location: Outdoor or indoors, accessible by walking, by driving, in busy core downtown, or outskirts of city; by public transportation/and on commute route

Pricing: expensive or affordable, accessible to all economical classes
Cup and tools design: cup holder in cars/desk, drive through at shop,

2 Complimentary

Despite being abandoned, for political or religious reasons, coffee and coffee houses ended up complimenting both religious practices of people and political, even the recipe changed to compliment cultures. the drink compliments a variety of activities, food, culture, and places

3 Seat (or a place to be)

A place to be, could be sitting down or leaning or even standing. A place where you can "be" for a long time.

4 Table (or a place to do)

A place to do. Used to do work, to have a beverage, or even to have discussion. Could be using a table or not, there is always a "stage" to do work or a perform an act.

5 Entertainment

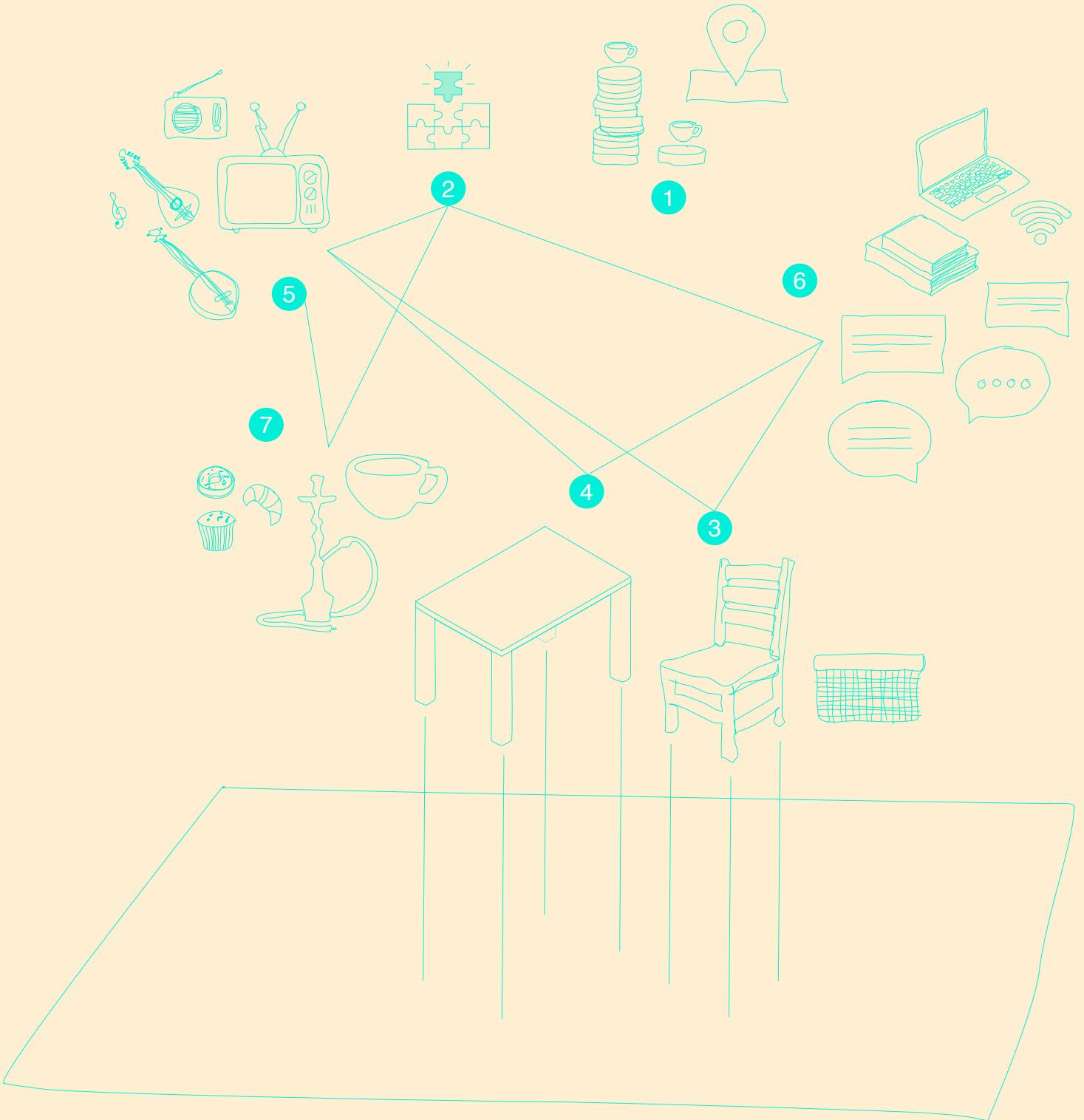
Dancing, music, poetry, internet cafe, or in parts of the Middle East TV, listening to radio, or playing board games.

6 Intellectuality

Discussions, debates, books, "penny universities" in the UK in 17th century, studying, and in the present also there is the internet though Wi-Fi

7 Coffee!

A beverage to sip on. But in many coffeeshops today the beverage doesn't have to be coffee, examples could be tea, eating pastries, or even smoking Shisha.





Coffee-house, Istanbul 1817-1900, by Ivan Aivazovsky [13]



The Blue Bottle Coffee House,
Vienna 1900 [3]

1 Accessibility

2 Complimentary

3 Seat (or a place to be)

4 Table (or a place to do)

5 Entertainment

6 Intellectuality

7 Coffee (or beverage)

1

6

3

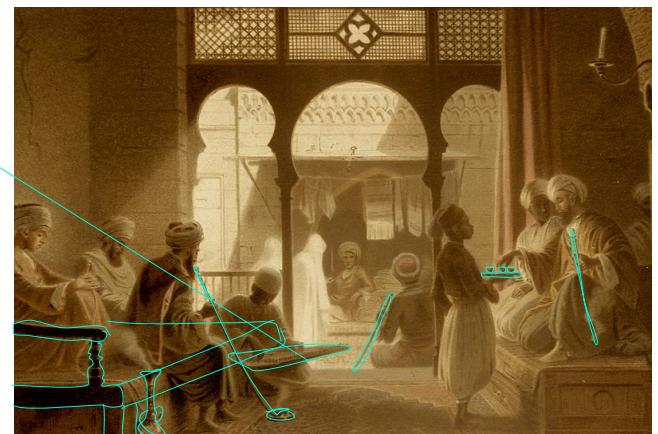
5



In The Cafe, Cairo 1871,
by Carl Werner [12]



Café House, Cairo 1884 or earlier,
by Jean-Léon Gérôme [14]



Scene De Café Au Caire Egypte,
2008, by Bruno Befreitv [15]



17th Century London Coffee House [16]

3

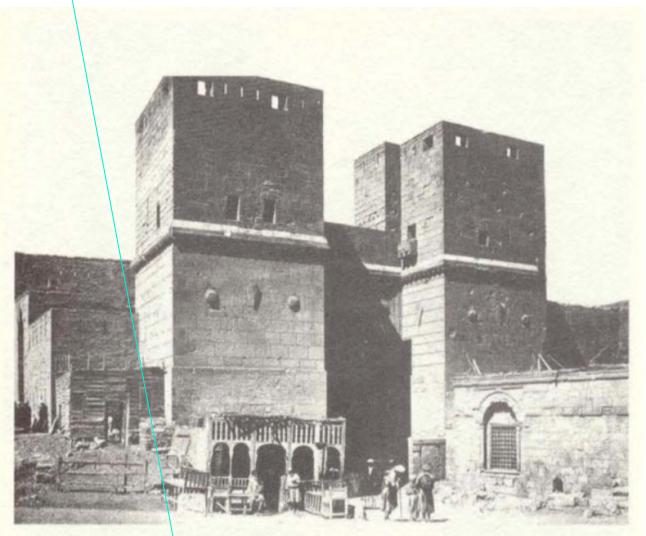


A group meeting in a tent for coffee in Saudi Arabia, date unknown (probably 1900s) [2]



Voltaire and Diderot at the Procope Cafe [20]

1



A simple coffee shop in what looks like a poor part of Cairo, Egypt, date unknown (probably 1900s) [4]

1 Accessibility

2 Complimentary

3 Seat (or a place to be)

4 Table (or a place to do)

5 Entertainment

6 Intellectuality

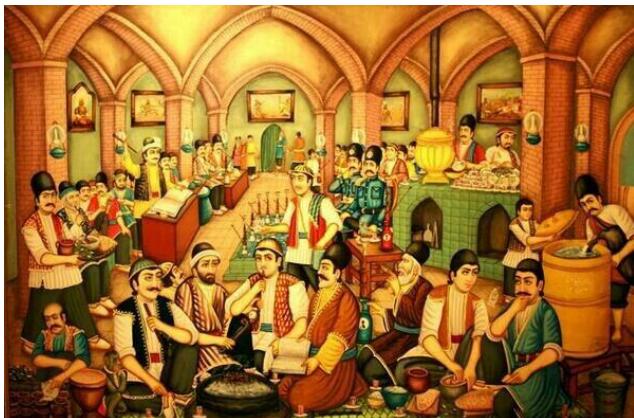
7 Coffee (or beverage)



Ottoman Coffeehouse in Istanbul, 1819
by Woodhead, Christine [8]



Modern Day
coffee shop [19]



Coffeehouse in Persia (modern day Iran),
Date unknown, author unknown [7]



A Persian Coffee
(modern day
Iran), 1849-1903,
by Edwin
Lord Weeks [11]



Ottoman
Miniature, 1600s,
Unknown Author
[10]

Café in Istanbul,
1850 - 1882
by Amadeo
Preziosi [8]



Disclaimer - Bias of References

Most of the references I had access to were Euro-centric, and were of decades later after coffee and coffeehouses were popular in the non-European parts of the world.

Ideally, this research would be conducted by having access to references of the times and locations of where coffee was discovered and became popular; and by visiting the sites of places such as Egypt, Syria, Persia, and Mecca where coffee was starting to become popular. This research was limited to one point of view which could have orientalist perspective of the European painters and the poetizes this might carry, or a political or religious biases due to the competition between the new European world and the old Ottoman world at the time.

Acknowledgement

Vincent Chuang and other classmates who offered their time for help

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