# Case studies analysis

Roasteries

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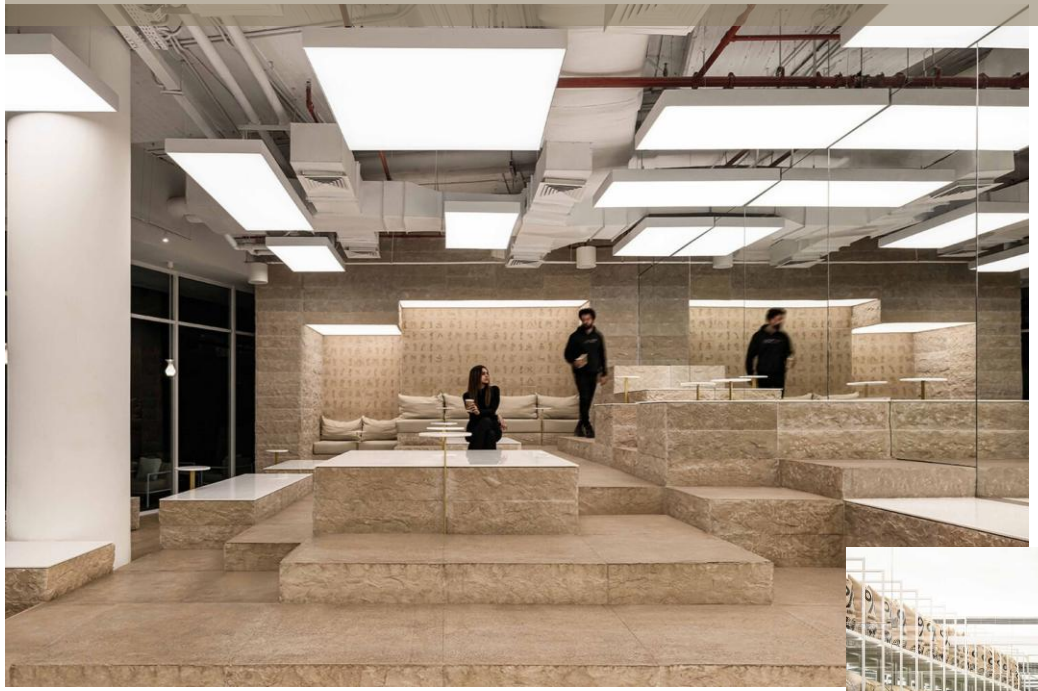
# %Arabica Egypt Cairo Roastery

Architects: no.10 NOMURA Co., Ltd. (architecture office)

Location: New Cairo City, Egypt

Year: 2024

Area: 247 $m^2$



# Design Concept & Objectives

The design draws inspiration from Egypt’s desert landscapes and ancient ruins. The concept of “piling up” is manifested through modular limestone blocks arranged in a stair-like manner, creating an organic flow throughout the space.

## Context & Site Analysis

Located in the heart of New Cairo, the roastery is situated within U-Venues, a complex that blends modern urban development with Egypt's rich historical context

## Spatial Organization

The space is organized with a central pathway leading customers through the roasting area to the seating zones. The modular limestone blocks guide movement and create distinct zones within the open-plan layout.

## Sustainability & Innovation

The use of locally sourced limestone reduces transportation emissions and supports local industries. The design's emphasis on natural materials and passive cooling strategies contributes to environmental sustainability.

## Materials & Construction

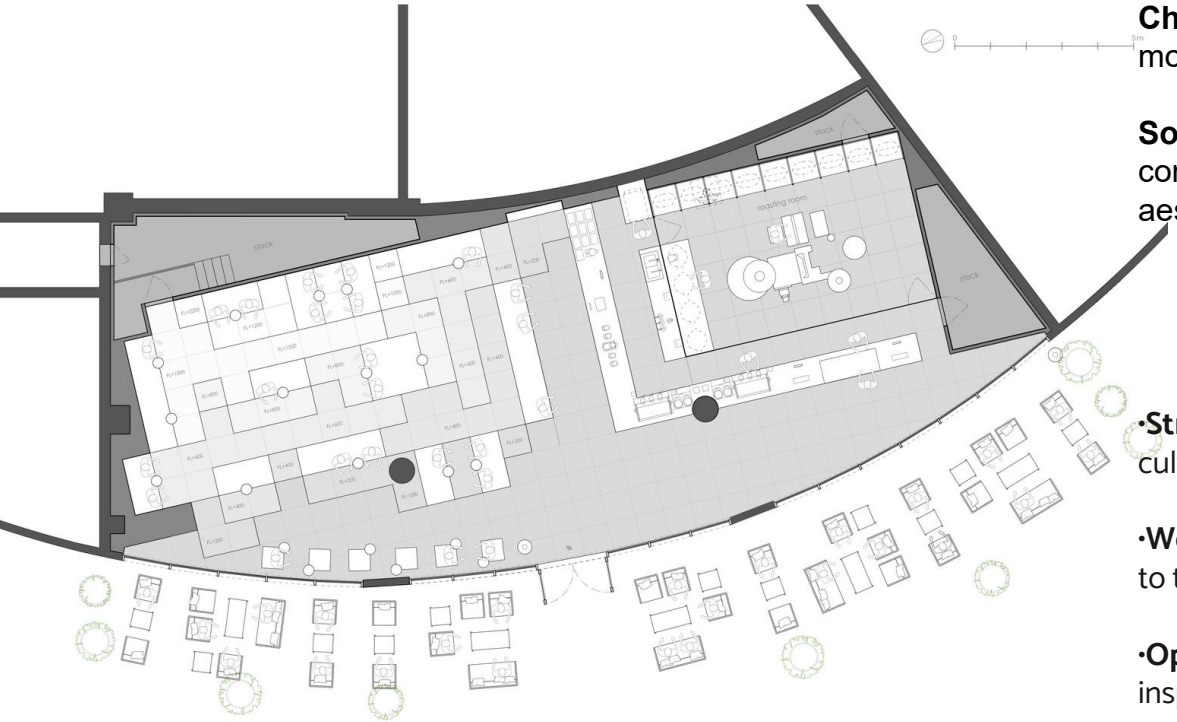
The use of 800mm modular limestone blocks throughout the interior reflects the irregular landscape of a quarry. This choice of material pays homage to Egypt's natural resources and traditional construction methods.

## Aesthetic & Form

The design achieves a harmonious blend of traditional and contemporary aesthetics. The natural texture of limestone, combined with minimalist forms, creates a serene and timeless atmosphere.

## User Experience & Functionality

Customers are immersed in a space that reflects the essence of Egypt's landscape. The thoughtful arrangement of materials and spaces enhances the coffee-drinking experience, connecting patrons to the cultural context.




## Challenges & Solutions

**Challenge**: Integrating traditional materials into a modern retail space.

**Solution**: Utilizing modular limestone blocks in a contemporary arrangement to bridge traditional aesthetics with modern functionality.

## SWOT Analysis

- **Strengths**: Innovative use of local materials; strong cultural resonance.
- **Weaknesses**: Potential limitations in flexibility due to the fixed nature of limestone blocks.
- **Opportunities**: Setting a precedent for culturally inspired modern retail spaces in Egypt.
- **Threats**: Maintenance challenges associated with natural stone materials.

Architects: Nguyen Khai Architects & Associates

Location: Ho Chi Minh City, Vietnam

Year: 2024

Area: 255 m²

# Arabica Ho Chi Minh City Roastery

# Design Concept & Objectives

The design aims to blend the rich heritage of the location with modern aesthetics. By retaining traditional base materials and introducing contemporary elements like glass blocks and rattan ceilings, the space offers a harmonious fusion of old and new.

## Context & Site Analysis

Situated in District 1, the roastery is adjacent to iconic landmarks such as the Central Post Office and Notre Dame Cathedral, providing patrons with a culturally rich environment.

## Spatial Organization

The interior is organized around a central pathway that guides customers through the space. Glass partitions divide indoor and outdoor seating areas, offering flexibility and visual connectivity.

## Sustainability & Innovation

The incorporation of traditional materials like rattan and the use of natural light contribute to the sustainability of the design. The adaptive reuse of existing structures minimizes environmental impact.

## Materials & Construction

Materials include stainless steel, exposed aggregate floors, and warm wooden accents. The use of rattan for the ceiling adds texture and references traditional Vietnamese craftsmanship.

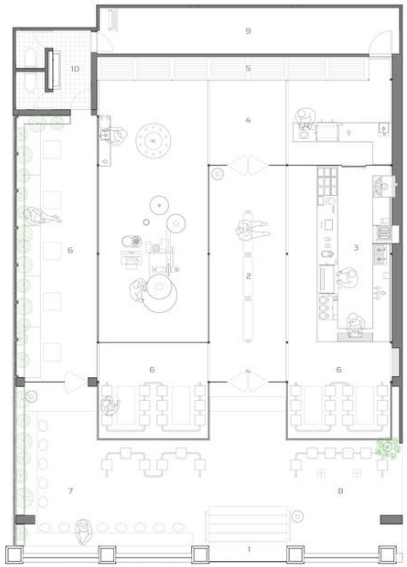
## Aesthetic & Form

The design embodies an industrial vibe, softened by natural materials and light. The interplay of shadows through the rattan ceiling enhances the sensory experience.

## User Experience & Functionality

Customers can choose between indoor and outdoor seating, both offering views of the surrounding historic architecture. The transparent design allows patrons to observe the coffee-making process, enhancing engagement.

FLOOR PLAN



1 entrance
2 waiting area
3 kitchen
4 cupping and trainding space
5 bean cellar
6 indoor seating area
7 outdoor seating area
8 shared space
9 storage
10 toilet

1m 5m 10 m

## Challenges & Solutions

**Challenge**: Balancing modern design with the preservation of historical context.

**Solution**: Integrating contemporary materials and forms while maintaining traditional base structures.

## SWOT Analysis

•**Strengths**: Strategic location; successful blend of tradition and modernity.

•**Weaknesses**: Potential constraints due to preservation requirements.

•**Opportunities**: Attracting both locals and tourists seeking authentic experiences.

•**Threats**: Competition from other cafés in a densely populated area.


# Anh Coffee Roastery

Architects: Red5studio

Location: Ho Chi Minh City, Vietnam

Year: 2021

Area: 374 $m^2$

# Design Concept & Objectives

Inspired by Vietnam's basalt red soil and cloudy skies, the design evokes the feeling of being immersed in a floating landscape. The use of red terracotta bricks and white mesh ceilings creates a warm and inviting atmosphere.

## Context & Site Analysis

Located in central Saigon, the site features a large façade and a deep setback, allowing for creative spatial arrangements and the incorporation of greenery.

## Spatial Organization

The design connects existing columns with a large communal table on the first floor. A pathway leads guests to a small outdoor garden on the second floor, with a central atrium bringing light and greenery into the space.

## Sustainability & Innovation

The use of locally sourced materials and the incorporation of natural light and ventilation contribute to the sustainability of the project.

## Materials & Construction

Red terracotta bricks are used throughout the interior, complemented by a white iron grid system on the ceiling. Navy blue accents and natural wood elements add depth and contrast.

## Aesthetic & Form

The combination of curved communal tables and straight brick lines creates a dynamic and harmonious environment, resembling a fluffy sanctuary.

## User Experience & Functionality

The design fosters a sense of community through shared spaces and integrates nature to enhance the customer experience. The interplay of materials and forms stimulates the senses.

1ST FLOOR LAOUT PLAN

GROUN FLOOR LAOUT PLAN

01. OUTDOOR COFFEE
02. BOOTH COFFEE
03. ENTRANCE
04. INDOOR COFFEE
05. COFFEE MACHINE
06. BAR COFFEE
07. KITCHEN
08. TOILET COFFEE
09. PARKING SPACE
10. ENTRANCE CO-WORKING
11. CO-WORKING / WORKSHOP
12. TOILET CO-WORKING
13. OURDOOR COFFEE
14. CO-WORKING
15. OFFICE

## Challenges & Solutions

**Challenge**: Transforming an existing rigid office block into a warm, inviting space.

**Solution**: Utilizing terracotta bricks and a white mesh ceiling to soften the interior and create a cohesive design language.

## SWOT Analysis

•**Strengths**: Strong brand identity; innovative use of materials.

•**Weaknesses**: Limited brand recognition as a new entrant in the market.

•**Opportunities**: Appealing to customers seeking unique and immersive café experiences.

•**Threats**: Competition from established coffee brands in the area..

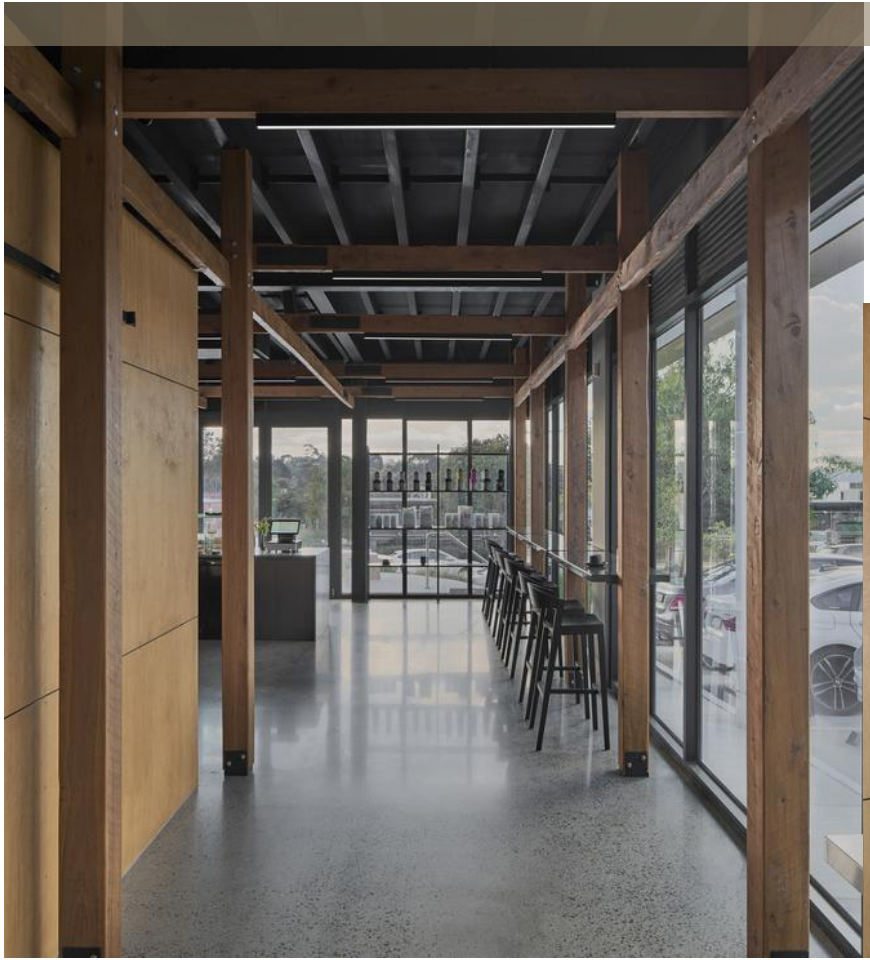

# Klim Coffee Roasting Co.

Architects: SuiL

Location: Mount Waverley, Australia

Year: 2024

Area: 176 m² (Internal: 136 m²; External: 35.1 m²)



# Design Concept & Objectives

The core concept revolves around the idea of transparency and craftsmanship, expressed through a spatial language of “grid” and “box.” The design focuses on putting the roasting process front and center—“The Box” is a glazed room that allows full visibility into the roasting activity, turning it into a performative act for visitors.

**Objective**: Elevate the perception of coffee roasting from a backend process to a curated, observable experience, enhancing customer engagement.

## Context & Site Analysis

- Located in a suburban Melbourne neighborhood, the project had to balance industrial functionality with a welcoming front-of-house café aesthetic.
- The building needed to serve dual purposes: commercial production and hospitality, all while meeting local zoning and accessibility codes.

## Spatial Organization

•The café and roastery are co-located within a tight floor plan.
•The layout revolves around a central transparent “Roast Room”, surrounded by bar seating, retail displays, and the kitchen.
•Large bi-folding glass doors open onto a timber deck, allowing the interior to extend into the outdoors and invite natural ventilation.

## Sustainability & Innovation

•Natural lighting and cross ventilation reduce reliance on artificial systems.
•The design minimizes energy use by optimizing material selection and spatial orientation.
•The roasting process itself is visible but thermally and acoustically isolated for comfort.

## Materials & Construction

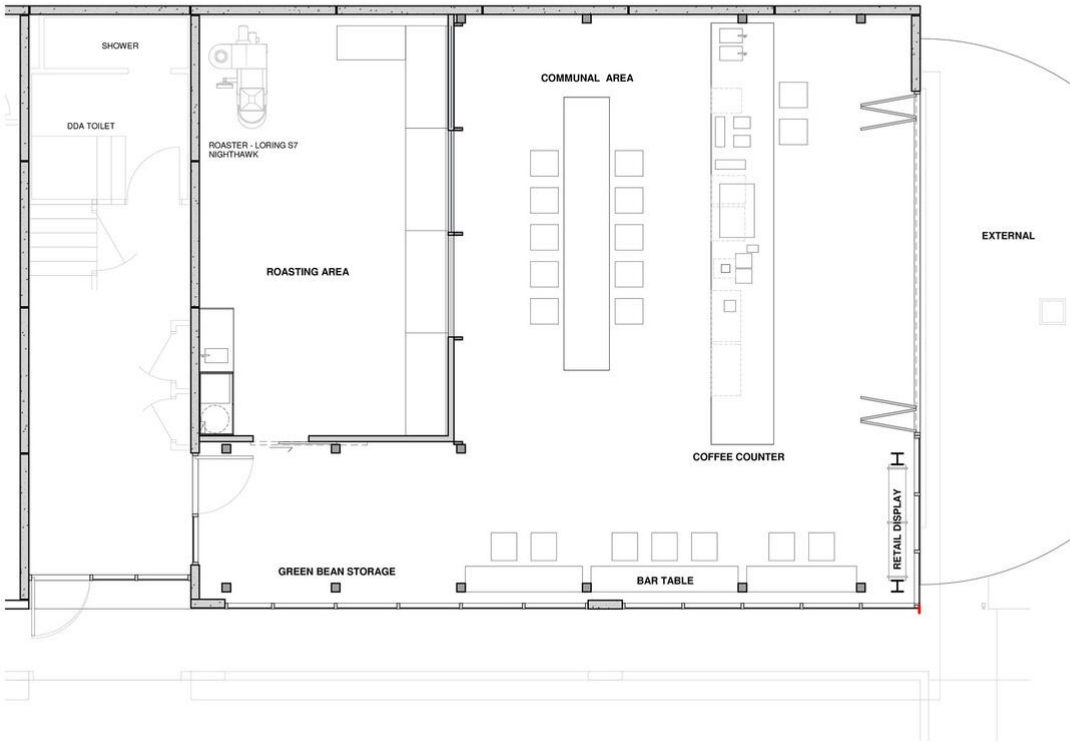
•Timber elements dominate, creating warmth and visual consistency.
•Black steel framing highlights the industrial roots of the roasting process.
•The “Roast Box” is constructed with glass panels framed in black aluminum, acting as both a functional element and an architectural statement.
•The floor is polished concrete, suitable for durability and cleanliness in a production environment.

## Aesthetic & Form

- The project combines minimalism with raw materiality, creating a clean but honest aesthetic.
- The contrast between hard (glass, steel, concrete) and soft (timber, fabric furnishings) materials balances functionality with comfort.

## User Experience & Functionality

•Patrons experience the coffee-making process in real time, thanks to the transparent layout.
•The open floor plan encourages movement and exploration.
•Seating arrangements, both inside and on the deck, cater to individuals and groups alike.
•The space supports both casual consumption and education around coffee.




## Challenges & Solutions

•**Challenge**: Balancing industrial needs (roasting equipment, ventilation, compliance) with a cozy, high-end café aesthetic.

**Solution**: Use of the “Roast Box” as a controlled environment that is both visually accessible and functionally isolated.

•**Challenge**: Space constraints in integrating multiple programs (retail, roasting, café).

**Solution**: Smart zoning and a multi-use central feature to organize the flow and visibility.

# SWOT Analysis

**Strengths**:
•Clear and cohesive brand identity rooted in transparency and craftsmanship.

•Visually striking design that celebrates the coffee process.

**Weaknesses**:
•Compact size may limit roasting capacity or customer volume during peak hours.

•High visibility could backfire if operations aren’t well-maintained.

**Opportunities**:
•Potential to host coffee education events, tastings, or community workshops.

•Expand the transparent roastery concept to other branches or cities.

**Threats**:
•Higher initial investment due to specialized construction and glazing.

•Possible noise or odor complaints from nearby residential areas.