

# TREEHAUS

A Bauhaus inspired coffee shop

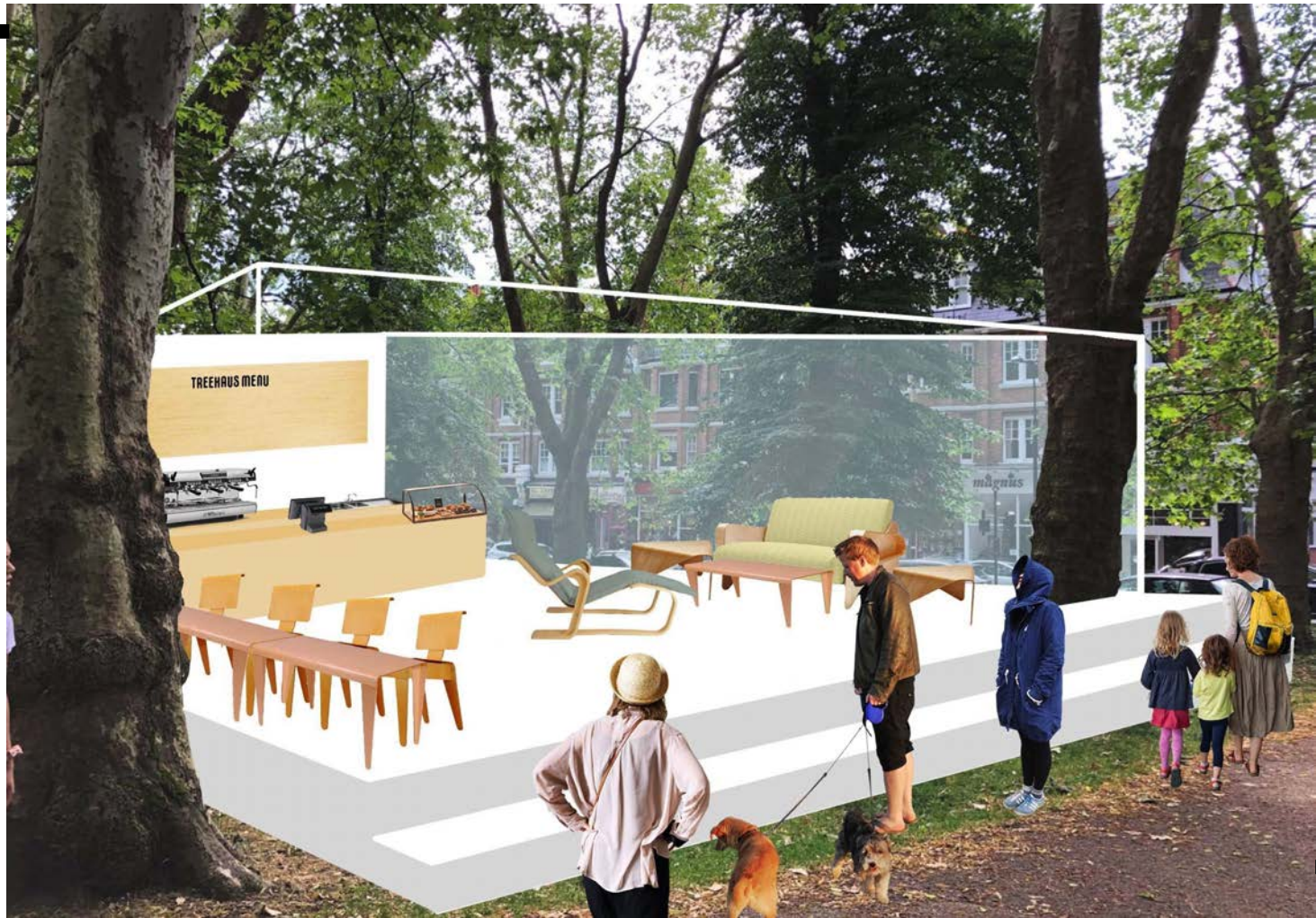
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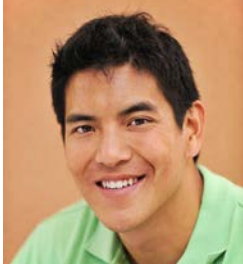
# Proposal

- **Project goals & objectives:**
  - Illustrate the Bauhaus design approaches (minimalist, efficient, functional, cohesive)
  - Display the functionality of Bauhaus design concepts
- **This project celebrates Bauhaus's 100th birthday by:**
  - Showcasing furniture influenced by Bauhaus
  - Creating an immersive and educational experience for guests to learn about Bauhaus
    - Using Bauhaus themed cups, napkins, menu
    - Bauhaus 100th Birthday merchandise
  - Placemaking; making a place that offers the community the place to relax while learning about and highlighting the concepts of Bauhaus's significance



# Guest Analyses

## GEORGE



**JOB:** Accountant  
**AGE:** 35  
**FROM:** China

### ABOUT:

- Came to London with his GF for vacation
- Spends a lot of time walking around, shopping, engaging in tourist activities
- Doesn't know anything about Bauhaus

### MOTIVATIONS:

- Good place to rest in between activities
- Wants to interact with local culture
- Easy way to meet new people and relax

## TINA



**JOB:** Teacher  
**AGE:** 26  
**FROM:** London

### ABOUT:

- Working woman & mom
- Enjoys taking her kids to the park
- Has heard about Bauhaus-inspired furniture, but doesn't know much

### MOTIVATIONS:

- Wants to do work while being able to watch her kids play
- Good place for kids to learn about the design and local culture
- Values a good place for family time

## CARRIE



**JOB:** Student  
**AGE:** 21  
**FROM:** US

### ABOUT:

- 2nd year design student
- Knowledgeable about Bauhaus
- Came to visit to study local design and culture
- Has time to explore and needs to do work
- Finds Treehaus when looking for a place to study

### MOTIVATIONS:

- Curious about amenities
- Good study space
- Wants to learn more about/appreciate Bauhaus design
- Eager to explore new places and meet new people

# Guest Analyses

## BRANDON



**JOB:** Retired

**AGE:** 72

**FROM:** London

### ABOUT:

- Enjoys his morning walk around the local park
- Knows about Bauhaus, has visited the Isokon Group
- Has a lot of free time and energy to talk to/meet new people

### MOTIVATIONS:

- Curiosity
- Likes to engage in new installations/events within the community
- Finding a place to hang out, people watch, and just pass the time

## KIM



**JOB:** Designer

**AGE:** 30

**FROM:** England

### ABOUT:

- Bauhaus enthusiast, studied in design school
- Visiting London for the weekend & finds Treehaus while exploring
- Looking for Bauhaus installations, knowing that it's 100th birthday

### MOTIVATIONS:

- Wants to see how Bauhaus is being celebrated this year
- To learn more about Bauhaus
- Possibly interact with others who appreciate Bauhaus

# Content Analysis

## BRAINSTORMING:

- Restoring a rundown space using Bauhaus design concepts
- Different “treehouse” pods (cafe, lounging space)
- Build your own Bauhaus-inspired furniture
- Mimicking the Isokon house by creating a design-forward, out of place building

## FOCUS:

- “Treehaus” cafe/lounge space in Hampstead Heath Park
- Simple way of serving the people of London, while celebrating Bauhaus design
- Drew inspiration from the Isobar in the Isokon gallery
- Made use of creative ways to teach our target audience about Bauhaus, while letting them experience its impact

# Concept: Immersive Experience

HAPPY  
BIRTHDAY  
BAUHAUS



nesting chairs  
Josef Albers  
1928-1930

- POPP VAZES / cups
- BAUHAUS  
Architecture



chair knob 1923  
Walter Gropius



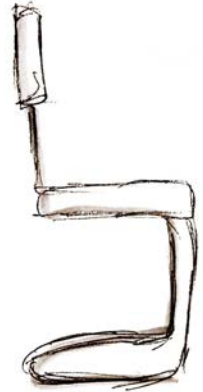
barcelona chair  
Mies van der  
Rohe + Lilly Reich  
1929



tea tinsler  
Marcelle  
Frank 1924



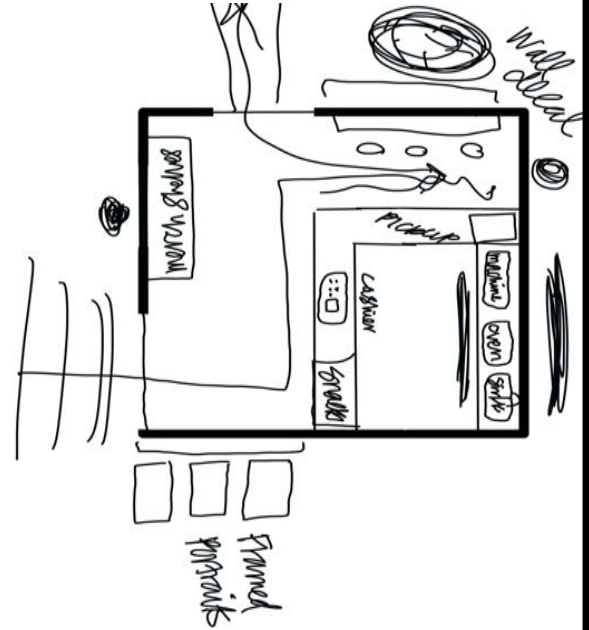
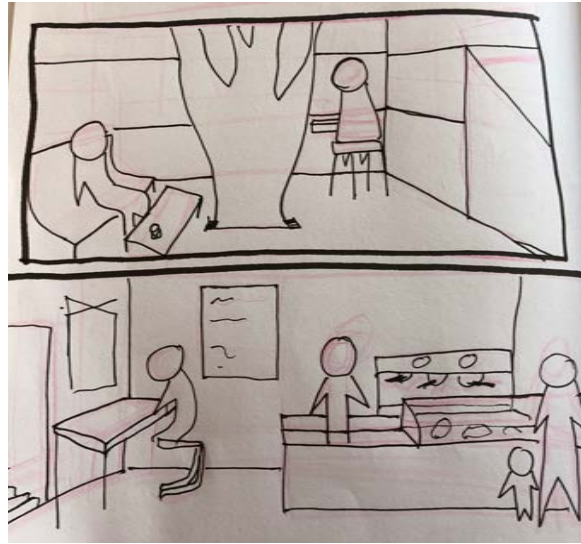
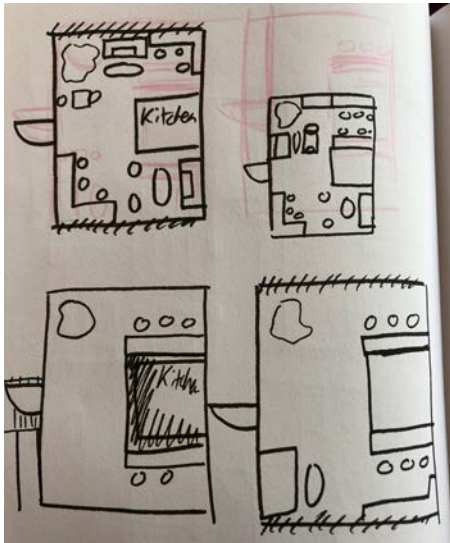
objects meet Bauhaus  
DesignK 2016



Green vintage Bauhaus pair  
of chairs  
Robert Szezak  
1930-1939



# Concept: Immersive Experience



# Concepts: Incorporation of Bauhaus Knowledge

## TREEHAUS MENU

CREATIVE CAPPUCINO £3

GERMAN DOUBLE ESSPRESSO £4

GESAMTKUNSTWERK LATTE £4

GROPIUS AMERICANO £3

MOHOLY-NAGY MACCHIATTO £4.5

COLD BREUER £3

ISOKON FLAT WHITE £4.5

Use of quote & facts to educate the public on the views, history, and practices of the Bauhaus

Examples:

- Limitation makes the Creative mind Inventive
- The bauhaus promoted the concept of “Gesamtkunstwerk”/ This idea means ‘ Total Work of Art’.
- The Mind is like an umbrella. It functions best when open.

# Design palette

## Materials:

- Wood
- Steel
- Glass

## Presentation Font:

Twentieth Century

Limitation makes the creative mind inventive.

Helvetica Neue

Limitation makes the creative mind inventive.

## Merchandise Font:

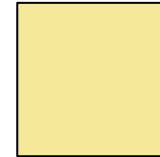
CarlMarx Regular

Limitation makes the creative mind inventive.

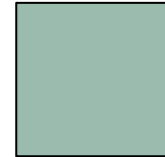
Tox Typewriter

Limitation makes the creative mind inventive.

## Color:



f4e999



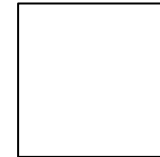
9abbae



005a7d



d9ba95

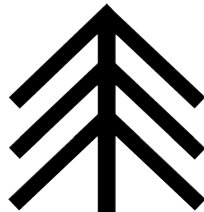


ffffff



000000

## Symbols:



TREEHAUS

# Look Book: Pop up houses



# Look Book: Treehouse



# Look Book: Furniture



# Site analysis

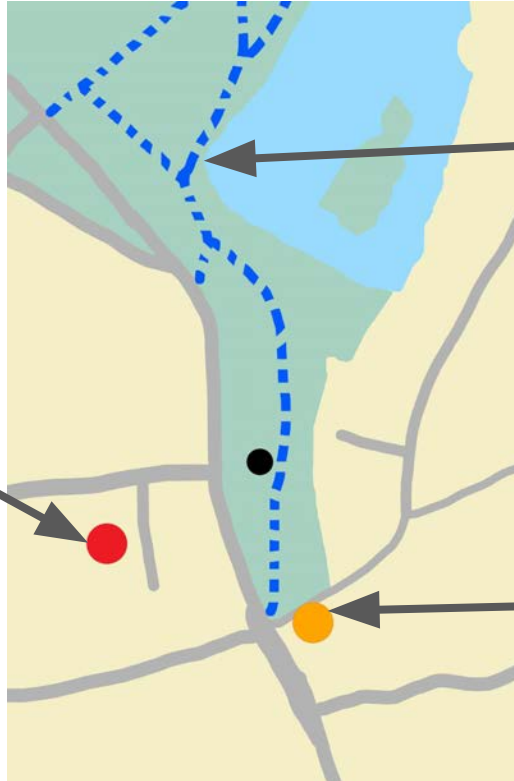
## Hampstead Heath



# Site analysis



John Keats' house



Hampstead Heath hike or  
To Parliament Hill Viewpoint



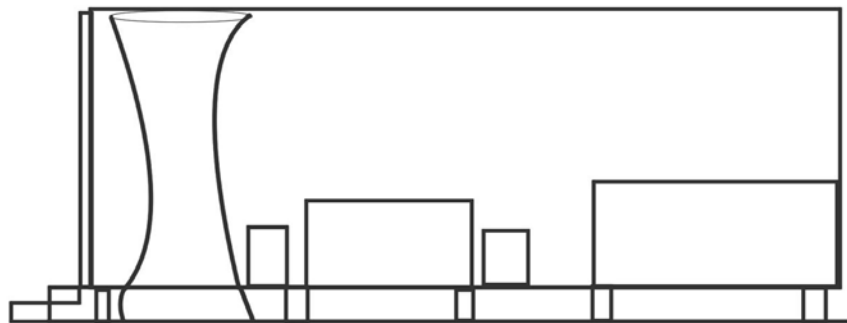
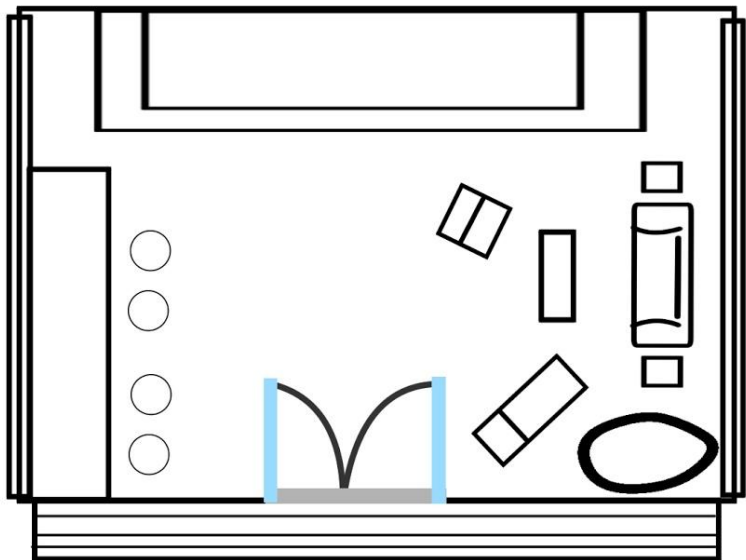
Hampstead Heath Rail  
Station



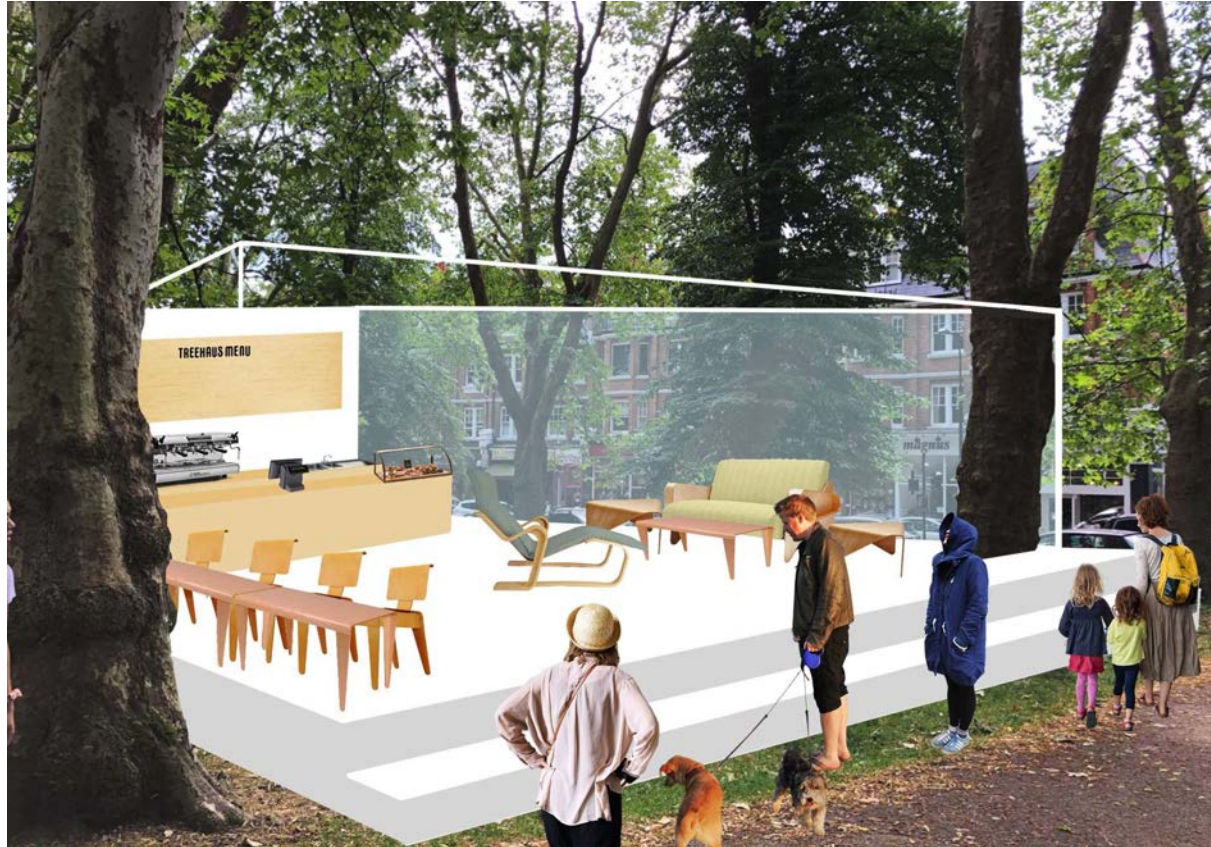
# Rendered Visualizations



# Rendered Visualizations



# Final Visualization



# Marketing



# Marketing



