

A
Cafe
for the
Community

KEYSTONE



Mission/Vision:

- Enhance the museum experience by providing visitors the opportunity to enjoy Ancient Roman cuisine.
- Express Roman York and Eboracum through an exciting eating experience.
- A learning space for children and a restful environment for parents.
- Casual eating or a “grab and go” style eatery loved by both locals and tourists
- Focus on community development, branding, and atmosphere.
- Offer quick snacks in the Roman road outside the museum → outdoor eating options



Contents

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- Brainstorm
- Guest Analysis
- Content Analysis
- Site Analysis
- Marketing Analysis

PHASE 02. Concept and Design Proposal

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- Concept Sketches and Studies
- Best Precedent Examples

PHASE 03. Detailed Design Solutions

- Design Visualization
- Design Palette

PHASE 04. Design Documentation and Intent

- Final Presentation Materials
- Final Call to Action



PHASE/ 01. Research and Design Analysis



WHEELCHAIR ACCESSIBILITY

- Table height
- Location → reservation
- Spacing
- ramps??
- no steps w/in cafe

extending cafe aesthetic into cafe bathroom

IV MARKETING

- Social Media
- field trip
- Student discount
- discounted museum ticket
- meal deal
- loyalty card
- Deal
- Competitive prices
- Menu Branding
- Logo
- Website
- Photos
- Take Out Bags
- Merch
- crugs
- mugs
- mugs

II. Site Analysis

STORY-TELLING
 emergency
 WINDOWS
 senses space
 ambience
 entrance

PROFIT

Roman THEME w/out being cliché

TOASTER

Walkable, central YORK

Location

GROUND FLOOR

Rougier Street

Access - ambience

Special DIET

Fancy vs lowkey y

snack bar car for grab+go

eat outside

COVID safety

Health + Wellness

natural glass night?

outdoor seating?

health + wellness

I GUEST ANALYSIS

Locals → using the cafe as a tool to return to the location

Tourists → interested in Roman historical aspect what makes it unique and fun by a uniquely experience

Students → Secondary School

Primary School → want to touch history and trips, looking for fun, easily approachable, how to make engaging - big wall → print / draw

Researcher →

Children → Accessible with help

Elderly / Seniors → readable menus, research, grandparents, of taking kids

Families →

III Content Analysis

Ancient Roman food

bread, cheese, wine

produce, grains, meat, fish

cloth vs paper

logo evidence from Roman York

Dishware → recycled glass

Faience → sustainable Health + Wellness

Collaborate w/ local ceramicist

Plants

local native to ancient Rome

Sand

SMELL

fontain music

Instrument

enrich history

Intentional design

location

Roman Stones

Plantor box? floor forats?

ARCHES

modern

unswept floor mosaic

PASTICHE

WHEELCHAIR

spacing

table in height

reservations

designated table

GROUND FLOOR

Rougier Street

Address numbers

Special DIETS

Menu

Accessibility

Language

QR code

Screen readers

Guest Analysis

1. Locals

- a. Use the cafe as a spot to return to
 - i. Food, workspace

3. Students

- a. Primary school
 - i. Interested in touch/tactile
 - ii. Field trip
 - iii. For fun
 - iv. Easily hyper or bored
 - v. Kids menu, coloring pages
 - vi. Engaging
 - vii. Big wall to paint or draw
(sustainable as opposed to paper)
- b. Secondary school
- c. Researchers

2. Tourists

- a. Cafe as a part of the museum
- b. Interested in Roman historical aspect, what makes it unique, providing a memorable experience

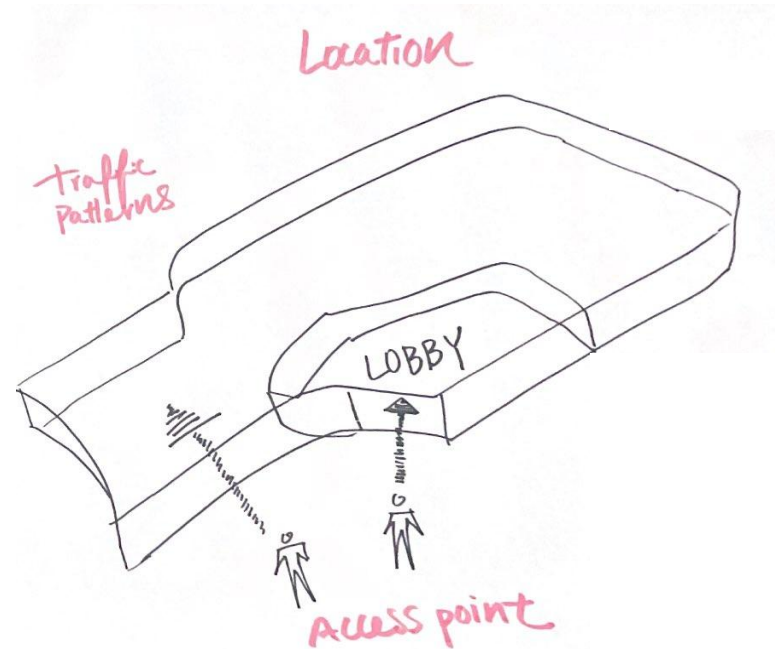
4. Seniors

- a. Fresh air
- b. Clear, easy to read menus
- c. Retired, grandparents taking kids
- d. Seating by host
- e. Ample bench space
- f. Easily digestible food



Site Analysis

- Storytelling
- Immersive
 - Senses, ambience
- Windows
- Space
- Entrance
- Roman theme without being cliché
- Location
 - Walkable, central York
 - Toaster
- Profit
- Wheelchair Accessibility



Wheelchair Accessibility

- Table height
- Location → reservation
- Spacing
- Ramps
- No steps within the cafe



Content Analysis

- Ancient Roman food
 - How do we know what they ate?
 - Study food remnants from sewers at archeological sites
 - Gladiator bones
 - Food in art
 - Bread, cheese, wine
 - Produce, grains, meat, fish
 - Cooking techniques
- Napkins, utensils
 - Logo
- Dishware
 - Sustainable → health and wellness
 - Faience inspired
 - Collaborate with local ceramicists



Marketing Analysis

- Social media
 - Instagram, Facebook, TikTok, TripAdvisor, Twitter
- Deal → competitive prices
 - Field trips
 - Student discount
 - Discounted museum tickets
 - Meal deal
 - Loyalty card
- Menu
- Branding
- Logo
- Website
- Photos
- Takeout bags
- Merch
 - Mugs
 - Tote bags



PHASE/ 02. Concept and Design Proposal



Branding

- Clean, modern design (an extension of the museum building itself) that tastefully incorporates Roman themes and motifs without becoming too “pastiche”
- Sell merchandise such as pins, stickers, tote bags, etc. with our logo/branding
- Use consistent, recognizable branding across multiple products and locations
- Roman cookbook by Keystone Cafe



Food

- Showcase the rich history and culture of Ancient Roman cuisine through the menu
- Feature foods commonly eaten in the Roman empire – reflecting the cooking techniques employed
- Use locally sourced foods/produce→ Collaborate with local bakers
- Rotating Menu:
 1. With each season to reflect the bounties of the area
 2. To reflect the different regions of the Roman empire



Community Collaboration

- Local Bakers – ex: Bluebird Bakery, Little Arras, Haxby Bakehouse
- Holgate Windmill – Local Flour
- Ceramicists – CoCA, York Ceramics Fair



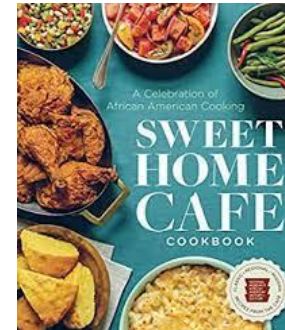
Health, Wellness, Sustainability, Diversity and Inclusion

- Provide an accessible, easy to use space:
 - Wheelchair accessibility
 - QR codes for screen readers
 - Quiet space away from speakers
 - Braille menu
 - Different languages, pictures
 - A variety of well-labeled menu items that appeal to many diets: V, Ve, Gf, Df

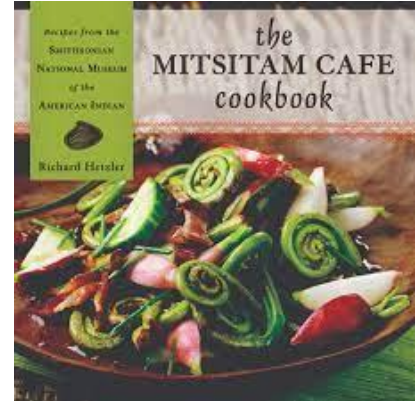
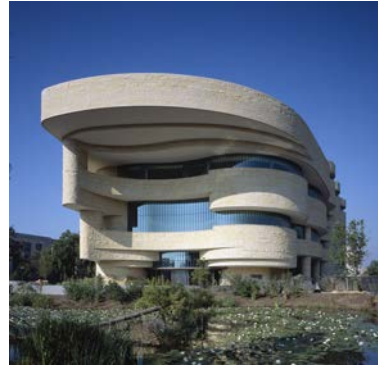
V = Vegetarian, Ve = Vegan, Gf = Gluten Free, Df = Dairy Free



National Museum of African American History and Culture – Sweet Home Cafe



National Museum of the American Indian – Mitsitam Cafe



ORDER YOUR HOLIDAY TO-GO MEAL TODAY

Let Mitsitam's Executive Chef Freddie Bitsoke prepare your holiday meal this year!

order online
Fiona@smithsonian.si.edu
Or call 202-462-7044
Order by November 15th, 2016
Menu available at www.mitsitam.si.edu

Complete Holiday Menu \$16.95 (includes tax and gratuity)
Includes: **Entrées** (choose 2):
Agouti & Agouti (ground beef, rice, beans)
Chickpea & Potato (rice, beans, chickpeas)

Sides (choose 3):
Mashed Potatoes (with butter)
Roasted Potatoes (with butter)
Baked Beans (with butter)
Cranberry Sauce
Wild Rice (with butter)
Pumpkin Pie (with butter)

2016 Holiday

Precedent Examples in the UK

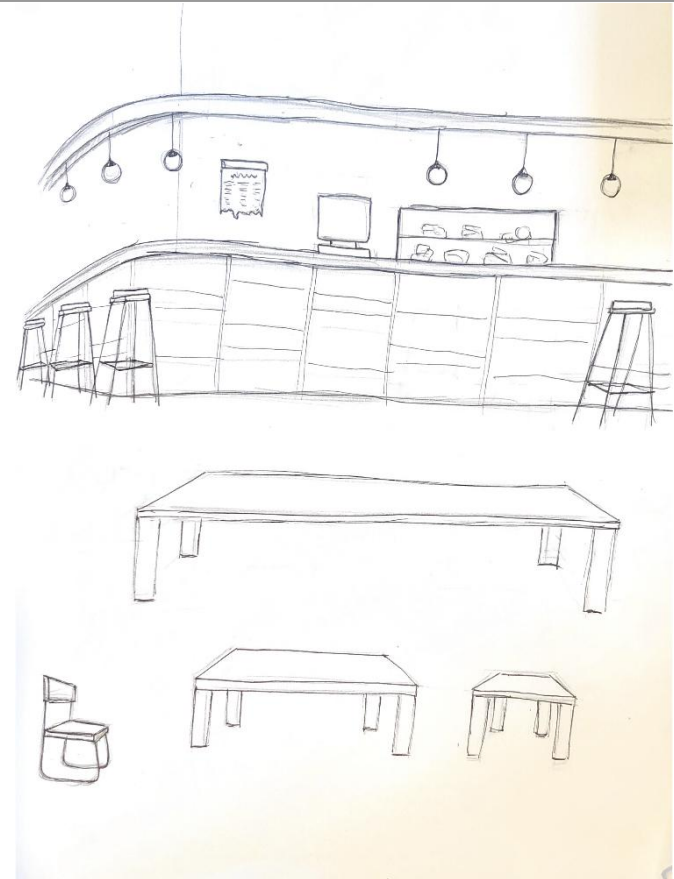
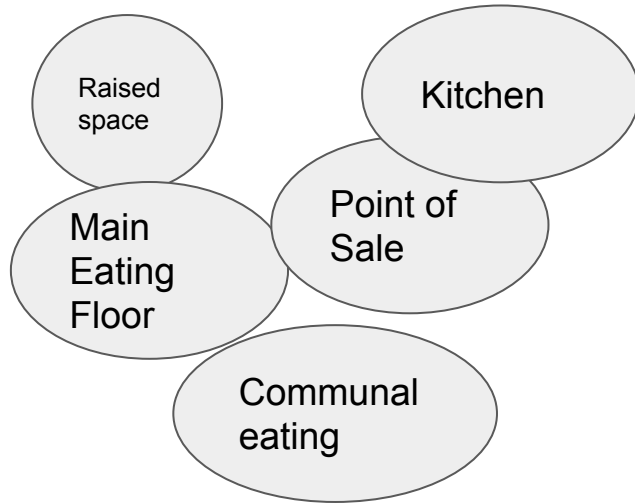
- The Scottish Café & Restaurant at the Scottish National Gallery
 - Showcases classic Scottish produce and dishes by offering a menu that incorporates classics such as beef mince and tatties, cullen skink, haggis and fresh seafood.



- Garden Café at the Garden Museum, London
 - Museum dedicated to horticulture, serving a menu changing with the seasons

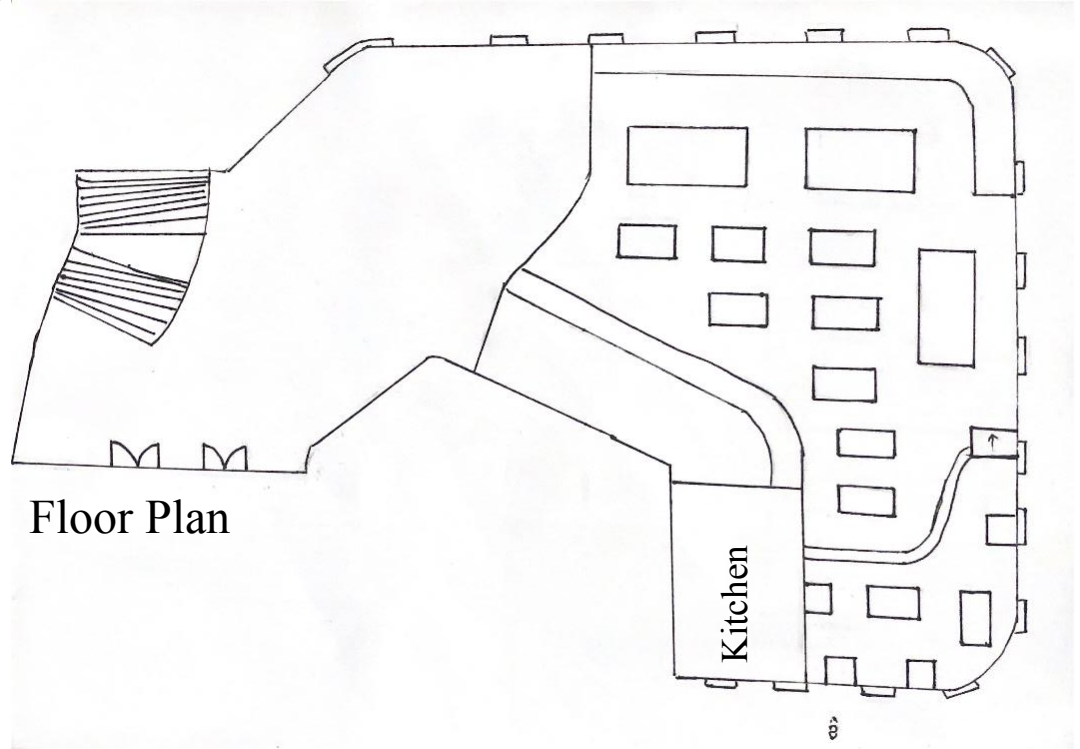


Block Diagram



Menu

KEYSTONE	
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STARTERS:	
Ientaculum	7
Artisanal Bread, Pear, and Cheese	
Boiled Egg With Pine Nut Sauce	5
Seasoned Mussels	8
Globuli	6
Sweet Fried Curd Cheese	
MAIN COURSE:	
Wheat pancake with dates and honey	12
Dormouse	13
marinated chicken drumsticks	
Ova spongia ex lacte	11
eggs with honey	
Mushroom omelet	9
Lucanian Sausage	9
DESSERTS:	
Torta Anitica Roma	5
Buttery Cake With Jame and Ricotta Cheese	
Libum	4
Sweet Cheesecake	
Fig and Custard	4
DRINKS:	
Vinum	5
Watered down wine	
Posca	2.5
vinegar beverage	
Water	1.5
Machiatto	3
Americano	2.5

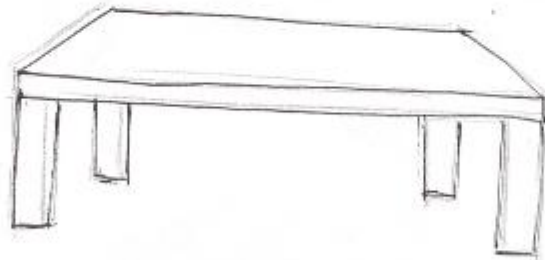
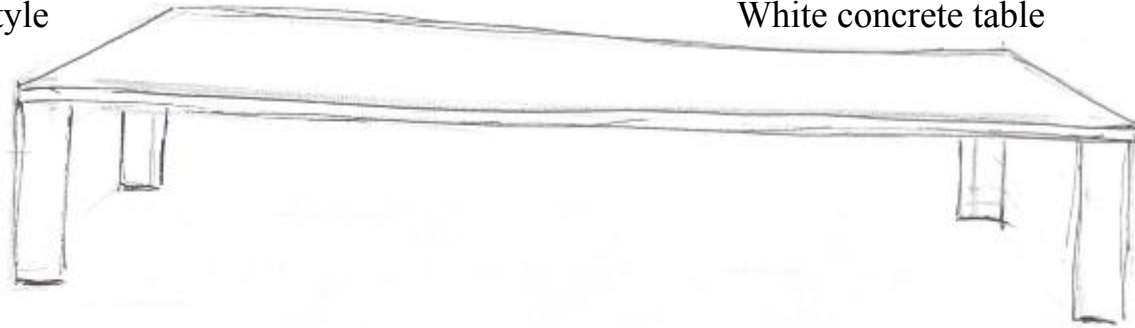


Floor Plan



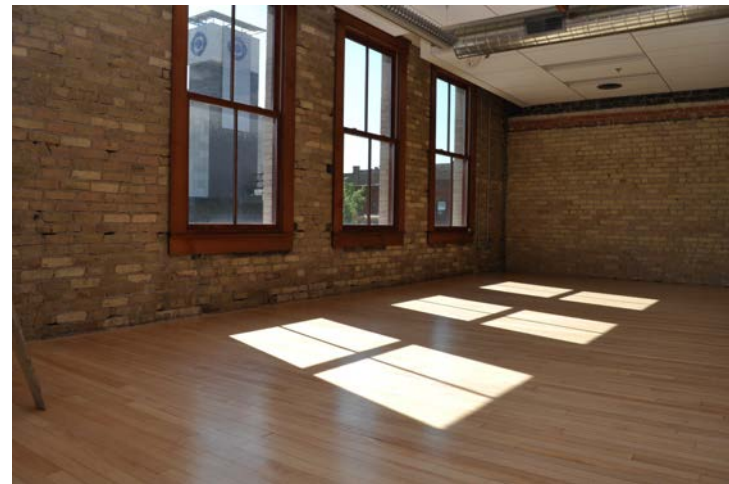
Communal, Cafeteria style

White concrete table

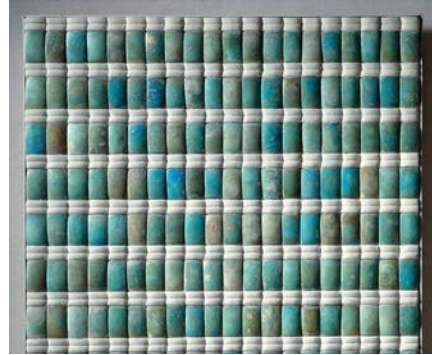


Wooden,
Arm-less chairs

Inspo



Faïence



Community Chalkboard Wall

Prompts:

- How do you think we know what the Romans ate?
- Write about your favorite exhibit
- What item from the modern world would you show an Ancient Roman?
- Draw your favorite menu item
- Which would you rather be: a gladiator or an emperor?



Unswept Floor Mosaic



PHASE/ 03. Detailed Design Solutions

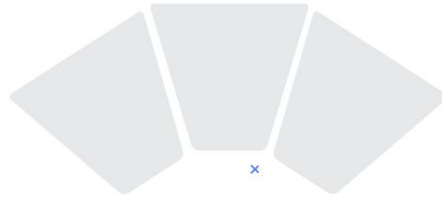




KEYSTONE

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Keystone Logo Prototypes

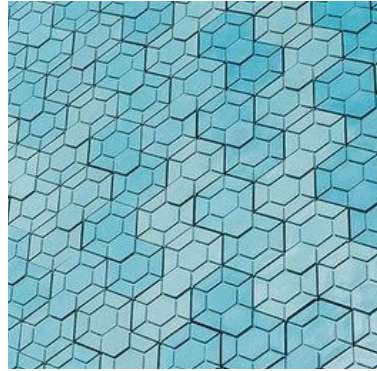




Copper



Chalkboard



Faience Blue



White Concrete

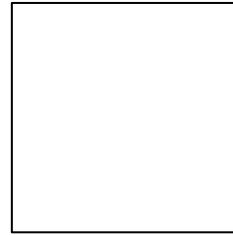


Light Natural Wood



PHASE/ 04. Design Documentation and Intent





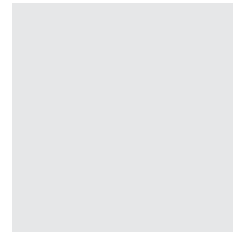
#FFFFFF
255 255 255

Colosseum
White



#87CFDF
135 207 223

Faience
Blue



#E6E7E8
230 231 232

Stone Grey



#58595B
88 89 91

Roman
Road Black



MENU

DRINKS:

Vinham	5
Wine&f drink& wine	
Pasca	2.5
strange beverage	
Water	1.5
Machiato	3
Americano	2.5

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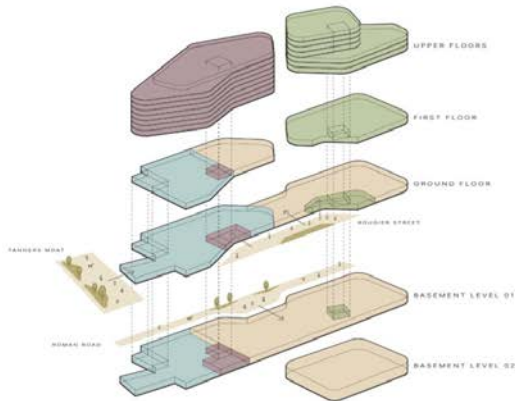
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STARTERS:

Lentaculum *v,ve* 7
Artisanal Bread, Pear,
and Cheese

Boiled Egg With
Pine Nut Sauce *v,ve, gf* 5

Seasoned Mussels *v,ve, gf* 8

Globuli *v,ve, gf* 6
Sweet Fried Curd Cheese

MAIN COURSE:

Wheat pancake with
dates and honey *v,ve* 12

Dormouse *gf* 13
marinated chicken drumsticks

Ova spongia ex lacte 11
eggs with honey *v,ve, gf*

Mushroom omelet *v, gf* 9

Lucanian Sausage *gf* 9

DESSERTS:

Torta Anitica Roma 5
Buttery Cake With Jame and
Ricotta Cheese *v, gf*

Libum *v* 4
Sweet Cheesecake

Fig and Custard *v, gf* 4

DRINKS:

Vinum 5
Watered down wine

Posca 2.5
vinegar beverage

Water 1.5

Machiatto 3

Americano 2.5

V = Vegetarian, Vv = Vegan, GF = Gluten Free



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A quick brown
fox jumps over
the lazy dog.

Develop community through
a shared eating experience.

Honor the memory of the
community that once thrived
in Eboracum.



