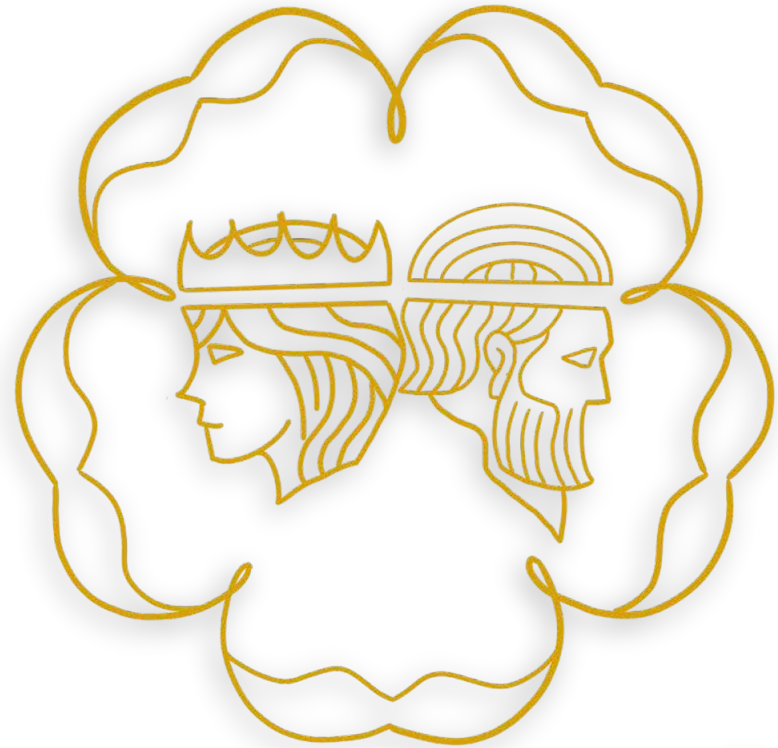


INTRODUCTION / CARVEN CAFE



CARVEN CAFÉ

PHASE/ 01. Research and Design Analysis



Dorothy and Tommy are an elderly couple aged 65 and 76. They both grew up and lived in York their whole lives. Both love the traditional and old English buildings that exist in York and enjoy a cozy atmosphere, nice ambience, and friendly staff. They regularly visit cafes in town and love going to local events that are held by friends and organizations.



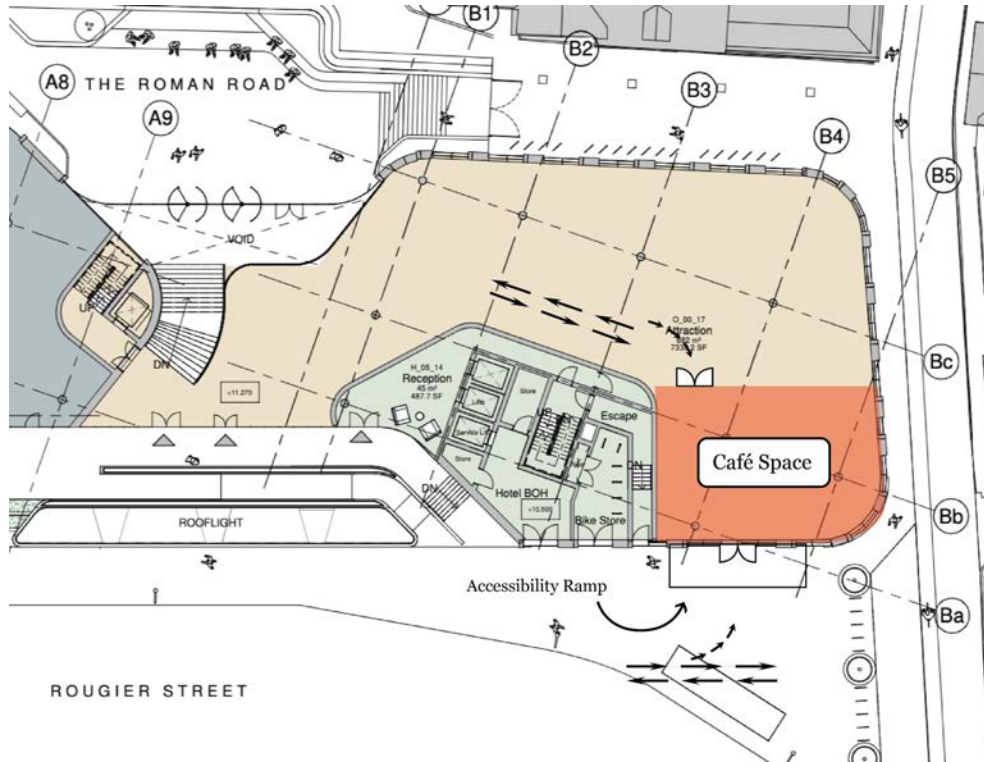
Ana and Sami are best friends, both aged 27, who are tourists from Korea. Sami is a vlogger while Ana works in a design firm. They both came to York because of its rich chocolate history and the beautiful small-town feel of the place. They both love trendy spots that offer good photo opportunities and unique souvenirs.



James is an 11-year old boy who is enthusiastic about history, particularly Roman history. He often visits museums with his family but often has trouble with eating at cafes and restaurants in museums because of his wheelchair. He loves colorful and engaging surroundings that keeps him entertained while waiting for the food.



The students from Fulford Secondary School in York are lively and energetic teenagers that loves to socialize. They often participate in school excursions and field trips to famous historical landmarks or museums. When they are not in school or busy doing their homeworks, they get together and hangout at cafes that serve good food with a modern and stylish look.



The café will be located on Level 00 of the EBORACUM space, to the right of the hotel lobby. It will contain two public access points, one facing Rougier Street and the other facing the inside of EBORACUM. Each access point reflects areas of heightened traffic flow, both thanks to attractions within EBORACUM and the busy street life the space will encourage outside.



The cafe interiors will be a contemporary design. The light fixtures and furnitures will have flutings as a nod to the Roman columns. The light fixtures will have brass or rustic gold to show the symbol of power and royalty, while the tables and chairs will be marbles and woods for easy maintenance and cleaning. The dining will consist of high tables with barstools and lower seating to show different heights in the cafe.



Initial Color Palette



The accessories and accents will also have a Roman theme to them such as bust vases. The cafe will be creams and whites with magenta, orange, and purple for pops of color.

To promote **CARVEN Cafe**:

- We will create a merchandise line that includes:
 - Bucket hats, T-shirts, tote Bags
 - Mugs, aprons, reusable straws
- We will offer an incentive to visit through freebies on the first week of opening, discounts and weekly deals, and vouchers
- We will host special events in the evenings for adults such as poetry reading or an evening class over wine.
- We will have a mobile cart that will be placed at the city center that will sell a limited set of foods and drinks
- We will also build a social media presence, particularly on Instagram and Twitter, and participate in ‘national’ social media events such as ‘National Coffee Day.’

PHASE/ 02. Concept and Design Proposal

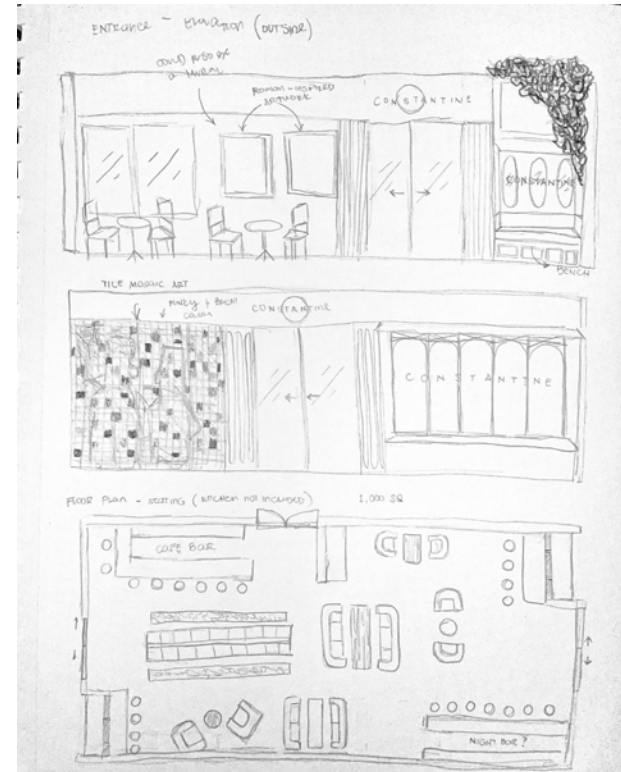
The **goals** and **objectives** of our project are:

- To establish an identity for the cafe to make it recognizable to locals and tourists. We will create a name and logo tied to the Roman history of York with the White Rose of York, the heraldic badge of the royal House of York.
- To meld traditional York with its Roman history and serve as an extension to the museum. We want to tell how the Romans began in York — the love triangle between Queen Cartimandua and Venutius— in a fun and modern way through its interiors.
- To provide income for and promote the museum. We will use social media to reach a broader range of customers. We will also design a merchandise line featuring the cafe's logo and the museum's. Promotional deals will also be on the food menu items to help attract customers. Additionally, we will place a mobile cart in the city center to sell a limited amount of goods.
- To provide a space for museum-goers and the public to unwind and rest. We want the cafe to be an educational and relaxing experience for the customers. We intend for the space to be enjoyable for all ages, offering different entertainment from its colorful, pop graphics where people can roam around and read the story to its many photo opportunities.
- To be accessible by those from the museum and those from the city center. We will also have different seat and table heights for people with disabilities and broader aisles to give them enough room to roam around the cafe. We will also add multi-stall, all-gender accessible bathrooms for customers.
- Lastly, to have a dual purpose – for day and night. The cafe will be an independent establishment that can cater to museum goers during the day and can be transformed into a cafe bar at night, serving Roman alcoholic drinks. The cafe will be open for private events and also features a Pinacoteca or a Roman-style picture gallery that invites local artists weekly to help them sell their art as we also want to champion the city's locals.

Cafe Facade and Entrance



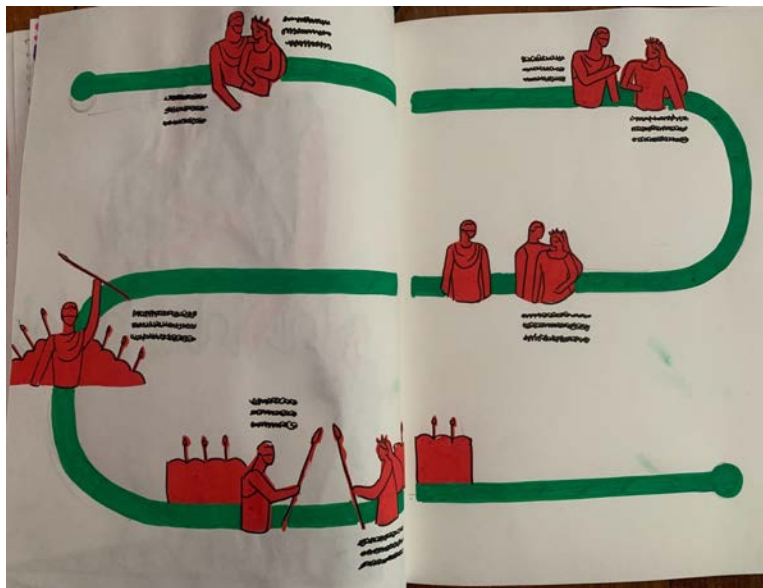
Seating Arrangement



Wall Mural Style Concept



Wall Mural Layout Concept





Modern cafe fronts with lots of windows and clean fresh colors.

The interiors will have lots of greenery and pops of colors that fits both day and night settings.



Concept for
wallpaper pattern



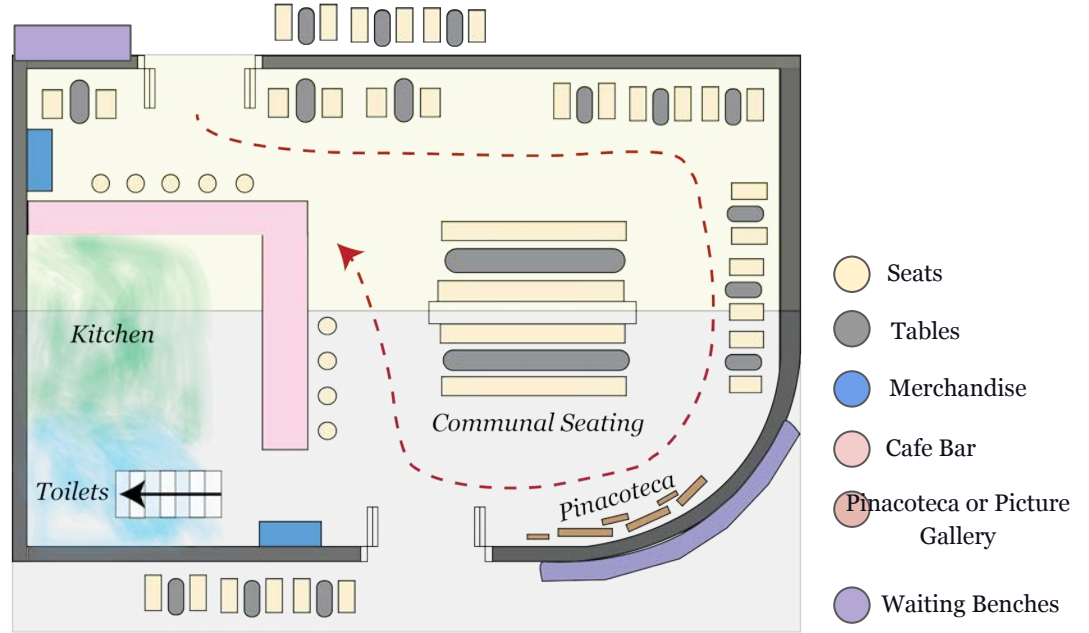
Concept for mobile cafe and
merchandise line



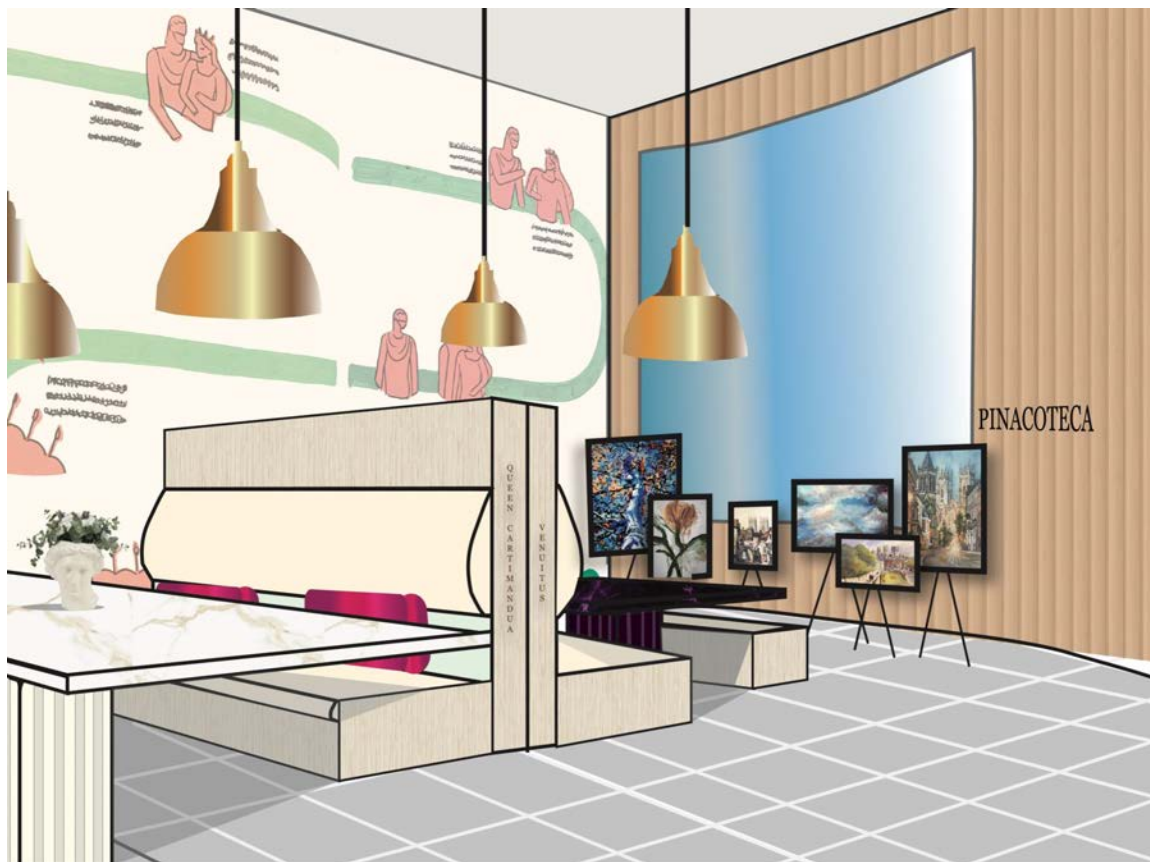
PHASE/ 03. Detailed Design Solutions



Cafe Logo



Floor Plan with Story Path



Rendering of Café Interior



Rendering of Mobile Café

Font Styles

GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

GEORGIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

GEORGIA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Dark section colors:



Light section colors:



INTERIOR MATERIALS



Material: Calacatta Gold Marble
Description: marble for dining tables



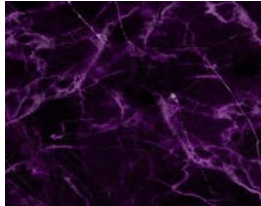
Material: Porcelain
Description: base material of the dining tables



Material: Light Oak Wood
Description: dining and other seating chair leg material base



Material: concrete
Description: Concrete (blonde) for the floor in the cafe.



Material: Dark Purple Marble
Description: marble for the table to show the divide of event space and the cafe

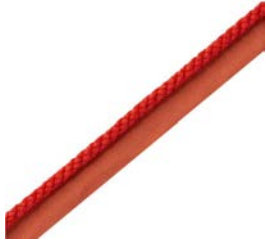


Upholstery: Solution Dyed Acrylic
Description: an organic and clean chair fabric for cushions from Sunbrella fabric



Upholstery: Faux Leather
Description: chair fabrics for non dining seating ie. bathroom benches, waiting bench etc.

cont...



Upholstery: Trim
Description: trim for mohair velvet pillows on chairs and decorative pillows.



Upholstery: Mohair Velvet
Description: pillow fabric for decorative/seating pillows.

EXTERIOR MATERIALS



Material: Paint (sandstone)
Description: paint sample for the exterior cafe walls great contrast to the benches and cart outside.



Item: Bench
Description: Exterior Bench to sit on while waiting also a great decoration piece to the front.

PHASE/ 04. Design Documentation and Intent



Cafe Merch



Cafe Menu

In developing plans for EBORACUM's café space, our team hopes to offer a lighthearted means of immersing visitors in some of York's richest yet most underrated history. The narrative of EBORACUM's café will shed light on the tension at play within Roman York's political environment and its effects on the city's future. Visitors will have the opportunity to experience the love triangle between Cartimandua and Venutius firsthand, in the form of the café's split contrast theme and color scheme. A transition from light to dark furnishing and the wall decoration will represent the development of the couple's complicated relationship and all of the emotions experienced within. The space will allow visitors to absorb the story at whichever pace they feel comfortable and to whichever extent they please.

➤ HISTORY and STORY

- <https://www.vindolanda.com/blogs/blog/cartimandua-queen-of-brigantia>
- <http://www.historyofyork.org.uk/themes/the-romans-arrive>

➤ FOOD MENU

- <https://www.carroll.edu/sites/default/files/content/academics/philosophy/msmillie/foodilap/introRommeal.htm>
- Salad: <https://historicalitaliancooking.home.blog/english/recipes/ancient-roman-lettuce-salad-with-oxyporum/>
- Burger: <https://museumcrush.org/the-1500-year-old-recipe-that-shows-how-romans-invented-the-beef-burger/>
- Cookies: <https://en.wikipedia.org/wiki/Fortuna>
- Roman Cheesecake: <https://www.allrecipes.com/recipe/186428/ancient-roman-cheesecake-savillum/>

➤ MATERIALS (indoor)

- Sunbrella fabric: <https://global.sunbrella.com/en-us/fabrics/item/5384/CHA2-J189-140/Chartres-Heather>
- Mohair velvet: <https://www.studio198.com/products/grand-mohair?variant=35425577795741¤cy=>
- Faux leather: <https://www.iwantfabric.com/vehicle-upholstery/fire-retardant-faux-leather-upholstery-vinyl-fabric.html?>
- Trim: <https://www.janeclayton.co.uk/samuel-sons-6mm-cambridge-cord-with-tape-trimming-magenta-981-59549->
- Flooring: <https://www.concrete-collaborative.com/solana>
- Light oak wood: <https://www.dinesen.com/en/products/plank-floors/oak/>
- White Marble: <https://totaltiles.co.uk/calacatta-gold-gloss-marble-effect-porcelain-floor-tile.html?qclid=>
- Dark Purple Table Marble: <https://wallpaperaccess.com/dark-purple-marble>
- Porcelain: <https://totaltiles.co.uk/sparkle-warm-white-rectified-lappato-600x600mm.html?qclid=>

➤ MATERIALS (outdoor)

- Paint: <https://www.valsparpaint.co.uk/colours/pre-selected-colours/pinks/magenta-manicure/>
- Bench: <https://www.made.com/yuri-garden-bench-multi-woven-pink>