

# Coffee masters 2016

## Design Concepts

# Concept 1

Designed to compliment the Coffee Masters bar and creating an inclusive arena.



# Concept 1

A concept that utilises sustainably sourced Birch Ply with the stage as the main focal point. The concept expands on Coffee Masters 2015 by adding elevated seating towards the back with charge points.



# Concept 1

The 2016 Coffee Masters arena with its' use of birch ply is bold but not overpowering and with its' stage surrounded by four clad pillars and elevated seating a theatre like feel is created drawing visitors in.



# Concept 1

A coffee cart is placed outside the arena allowing spectators to grab an espresso. This is just one idea for sponsoring opportunities.



## Concept 2

Drawing influence from the Coffee Masters logo to create texture and vivid geometry,



## Concept 2

Clad pillars with the geometric pattern act to elevate the whole aesthetic of the arena and focus your attention to the centre as well as providing the added benefit of disguising the light rigging.



## Concept 2

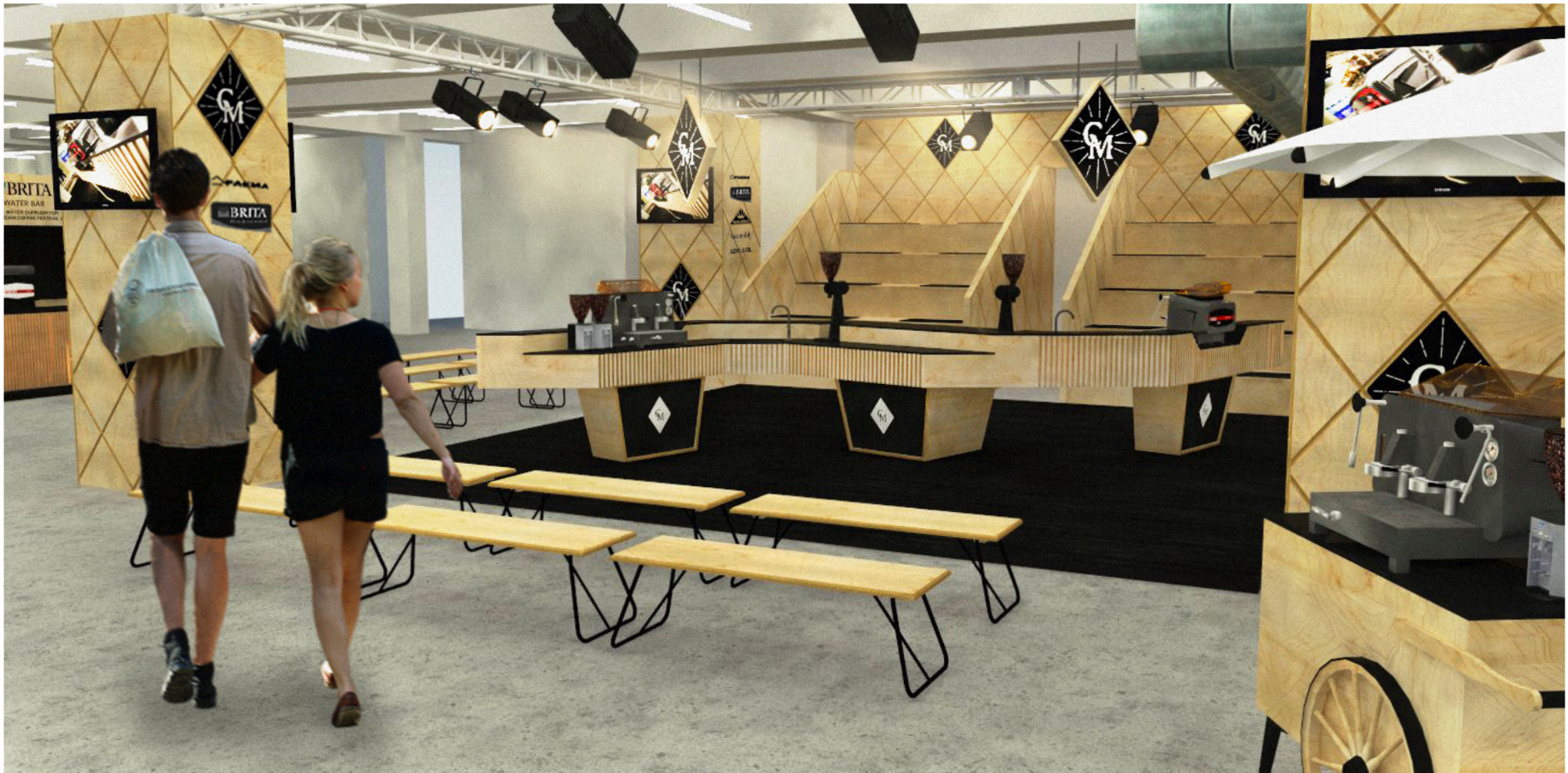
Benches have been used on three sides of the Coffee Masters area to allow standing visitors to see the event as well as allow sponsoring stands to remain visible.



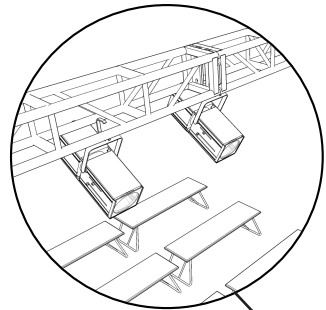


## Concept 2

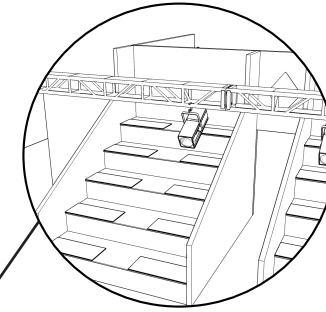
Televisions are placed on all pillars allowing the Coffee Masters competitors to remain where ever you stand.



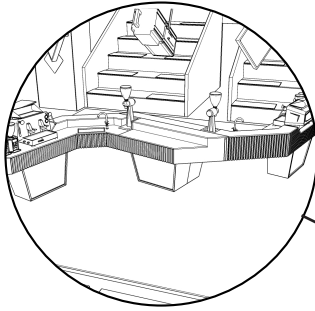
# Concept 1 and 2 Details



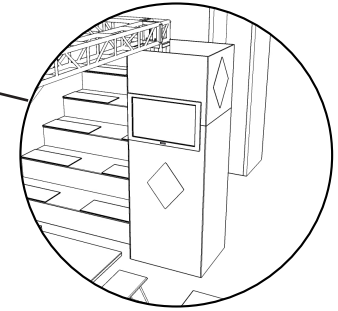
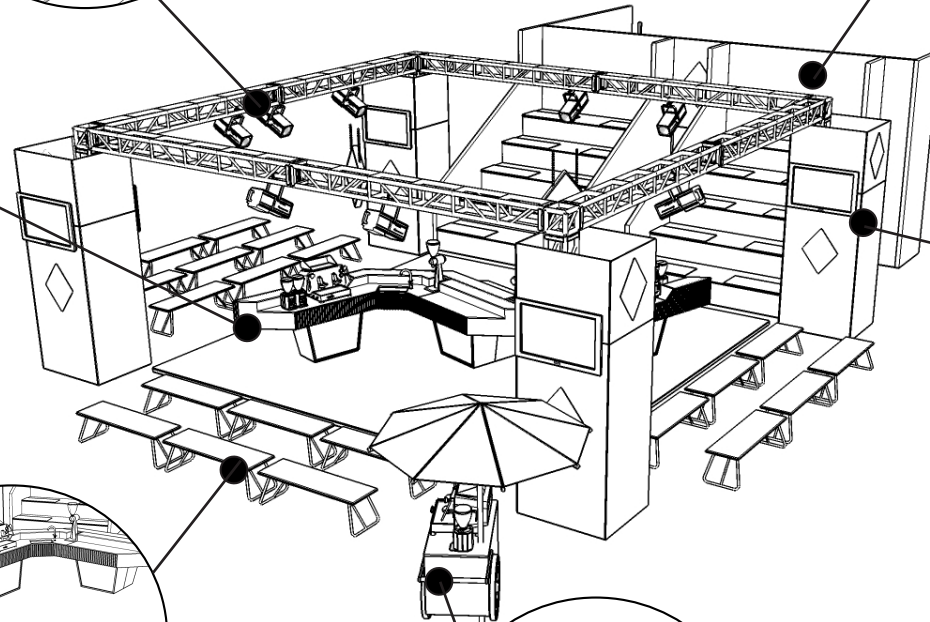
Spot lighting illuminates the stage making it stand out. This also makes the area look more eye-catching for people passing by.



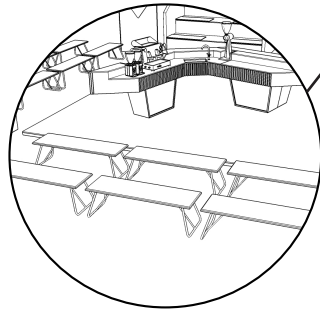
Seating area with cushions. These are the best seats in the house for viewers as they get to watch the show from a higher view as well as having a comfortable cushion to sit on.



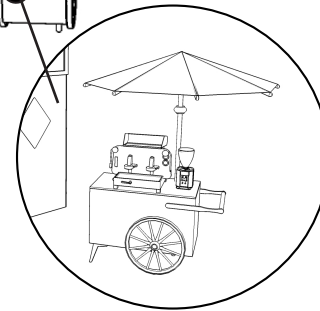
Coffee Masters bar is the main focus point which is held on raised black flooring.



Pillars clad in birch ply hiding the light rigging and framing the stage. Televisions are held on the pillars showing a live feed of the show.



The stage is surrounded by seating. This enables a large amount of people to watch the show. Viewers can choose to see the show from any angle.



One example of sponsoring opportunities. This same concept could be utilised for popcorn stands and other food stands.