

NANA COFFEE ROASTERS BANGNA

ABOUT THE PROJECT

PROJECT TITLE	NANA Coffee Roasters Bangna		
LOCATION	Bangkok, Thailand		
ADDRESS	Bangna, Bangkok, Thailand		
START - COMPLETE DATE	2022	OPENNING YEAR	N/A
USABLE AREA (SQM)	250		
OWNER	NANA Coffee Roasters Bangna Co., Ltd.		
ARCHITECT	IDIN Architects		
INTERIOR DESIGNER	IDIN Architects		
LANDSCAPE ARCHITECT	TROP: Terrains + Open Space		
CONTRACTOR	Wimutti Construction Limited Partnership		
PHOTOGRAPHER	W Workspace		

ABOUT THE DESIGN CONCEPT

The concept of NANA Coffee Roasters, Bangna Branch is to create spaces that enhance the coffee-drinking experience where the coffee becomes the main center of attention. The architectural expression of the project was simplified, while the design is shifted to combine architectural spaces harmoniously with the landscape to create a lush atmosphere that draws the visitors away from buzzing Bangna-Trad motorway, redirecting their focuses onto the coffee.

Through this concept, the boundaries between the three practices; architecture, interior, and landscape are blurred - the realism of the exterior and interior are connected. These “blurred” spaces create “undefined areas” where instagram-ability is naturally made to be less important than the visitor’s “experience” of indulging in a high quality cup of coffee.

The main buildings in the front are a result from maintaining continuity in the roofline with the existing building, which extends into three masses where the Speed Bar and the indoor seats are located. Green areas of the landscape infiltrate the gaps between these masses and flow into the interior with the use of reflective glass mosaics on the ceiling. The front part of the existing building is renovated as a part of the Slow Bar and service zone. The restrooms located at the back of these buildings, are designed as independent pods, surrounded by the landscape for added privacy. All buildings are designed to be simple and functional, this simplicity continues into the design of the interior, where the main focus still revolves around the coffee-drinking experience. The counters wrapped around the perimeter of the room to direct customer’s attention to the coffee instead of having conversation. The counters have uneven contoured surfaces, which cause the customer to concentrate on the placement of their coffee and the drinking experience. The counter also doubled as “social distancing” while referring to the northern mountain range where the coffee beans are grown. Other elements such as signage is also designed based on this concept of “concentration”, whereas most typical signage wants to grab attention, the signage at NANA Coffee Roasters is designed to contain hidden details which are only revealed when being focused on.