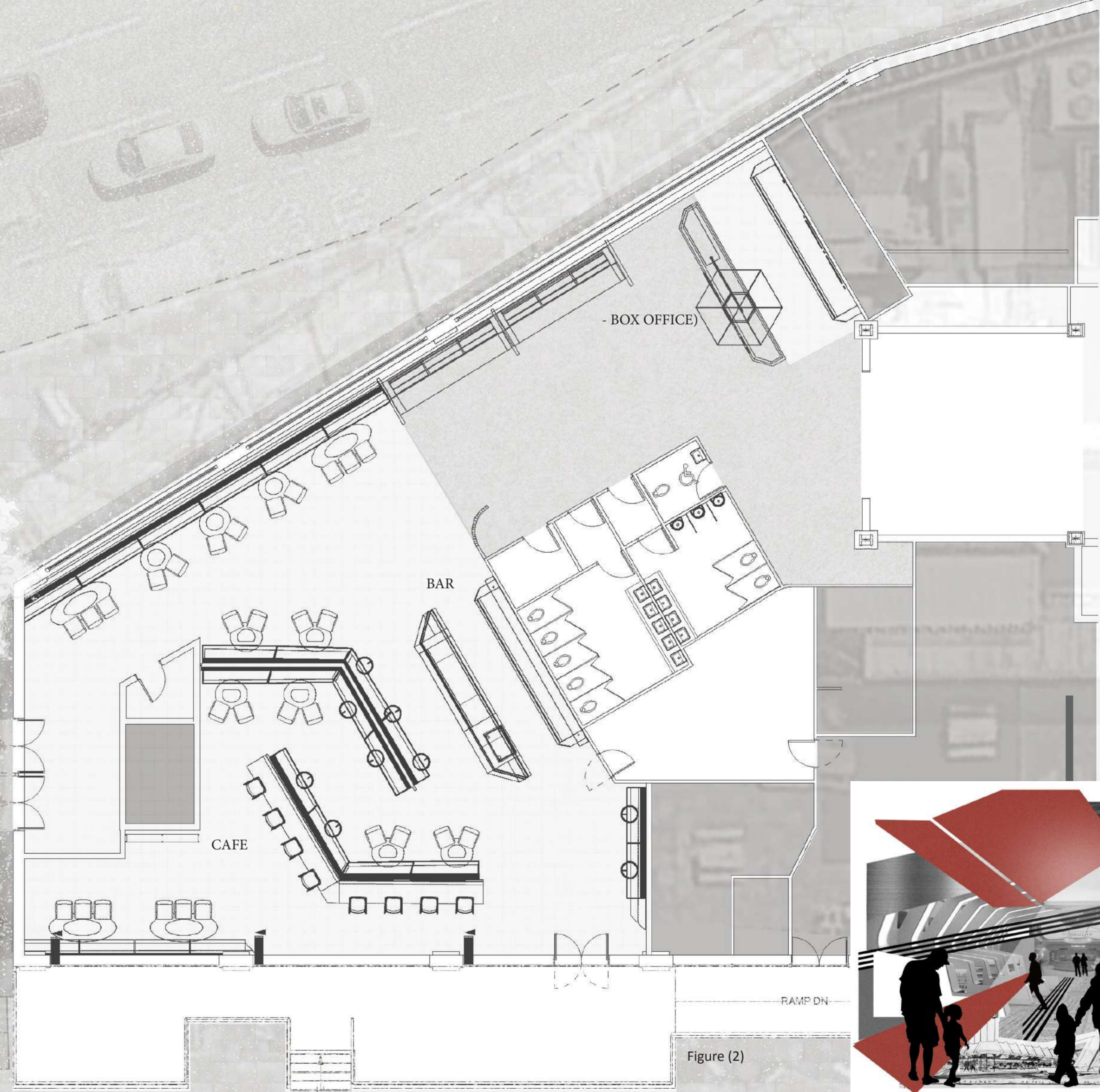




**Brief Overview** Transforming the cafe and box office to a welcoming, commercially strong, and adaptable space for a wide range of customers and events. Offering a range of seating + dining opportunities, with full accessibility for customers with diverse needs. Reflecting the venue's identity while promoting increased footfall for visitors seeking a unique cinema experience.



**Inspiration** Google style is recognized by its bold silhouettes, sweeping arches and hard angles, cantilevered roofs and bold colors. Space influence inspired by rockets, satellites, futuristic ideals and large, expressive signage acting as its own advertisement, often with exaggerated scale.



Floorplan

Figure (2)

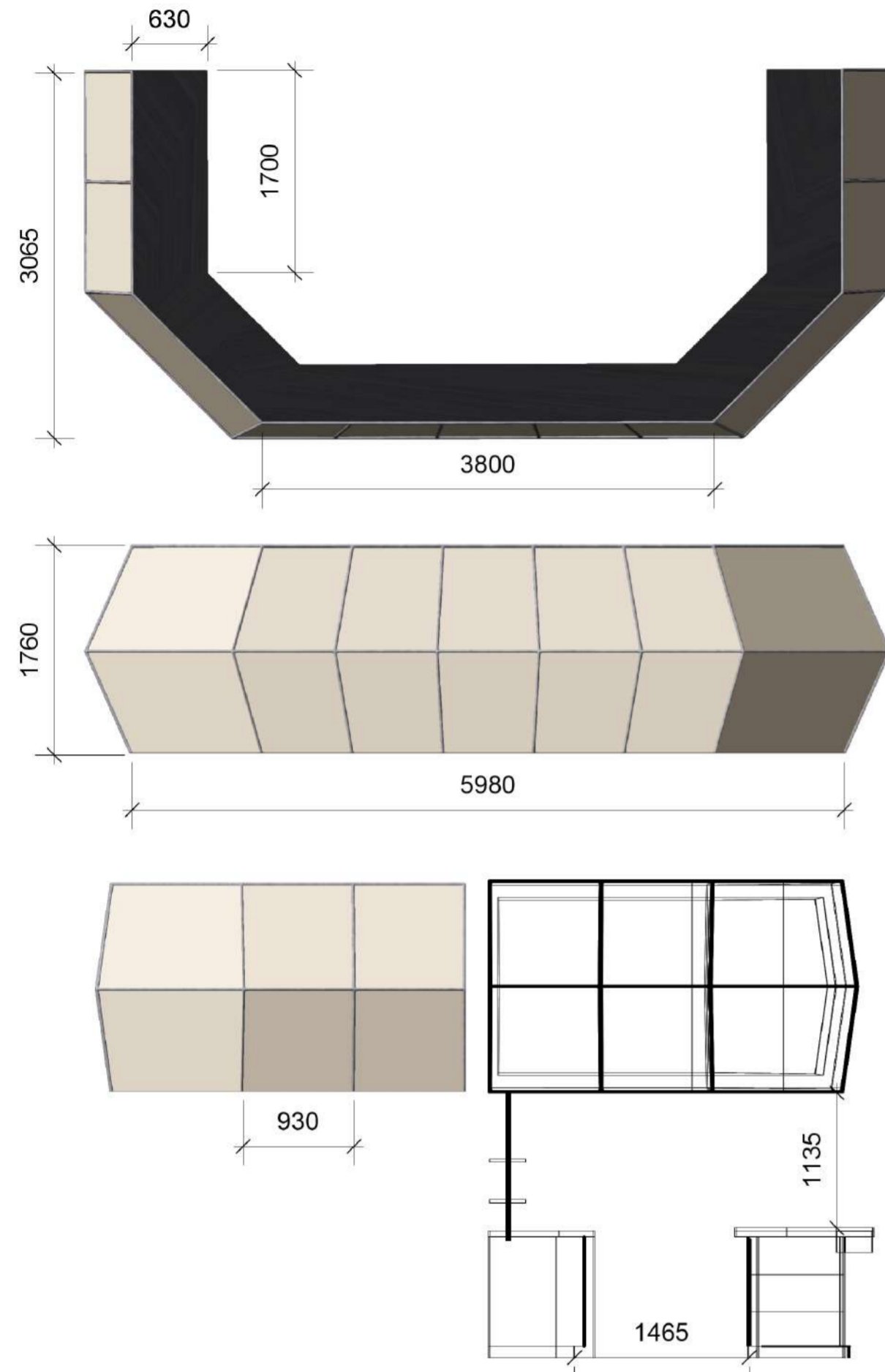


Concept exploration collage; Prioritising the box office as line of sight through the main entrance • Use of sharp, bold geometry • Implementation of visual guiding lines into distinct zones. • atmospheric lighting • Google Inspiration

The design transforms the cafe and box office into a cohesive space whilst using lines of sight to create distinct zones. The two entrances have separate functions with the traditional Showroom entrance giving access to the box office and the secondary entrance offering an overview of the entire cafe space. A variety of sub-zones appeal to a range of users through different seating types; for casual or independent users, larger tables for groups or socialisation, a quieter corner with large tables for study and a designated study space with task lighting.

## Cafe Counters & Suspended Menu Board

The main focal point of the cafe zone is the large 'floating' structure framing the cafe counter and housing the menu board. This specific feature is heavily influenced by my google architecture re-search with its bright, eye catching light and sharp angles. It was designed with the intention of acting as a 'compass' for the space being visible from every point in the cafe but hidden from the box office as a marker for the cafe zone. Its angled faces allow for the menu to be visible from both entrances.



## Cafe Render - View One

The render below showcases an overview of the cafe space as seen from the far corner showing the study high seating and the view of the cafe bar and box office entrance from the furthest point away.



## Cafe Atmosphere Goals

My main focus for the redevelopment of the cafe space was the lack of character in the current in-terior as a result of trying to keep up with modern competing cinema chains.

My goal for the cafe space was to create a multi-functional environment that supports different types of social interaction while still feeling cohesive and intentional. The aim was to balance atmosphere and practicality creating a space that feels lively and expressive while still being comfortable, unique, and easy to navigate.

## How Does My Design Achieve This?

I have designed with colour, structure and lighting at the forefront using form to create bold, recognisable 'markers' for each section. The guiding lights are brighter and warmer than the surrounding atmosphere drawing your eye to them immediately which is something the current interior is missing.

I have implemented a variety of seating arrangements and table options to cater for a diverse audience.



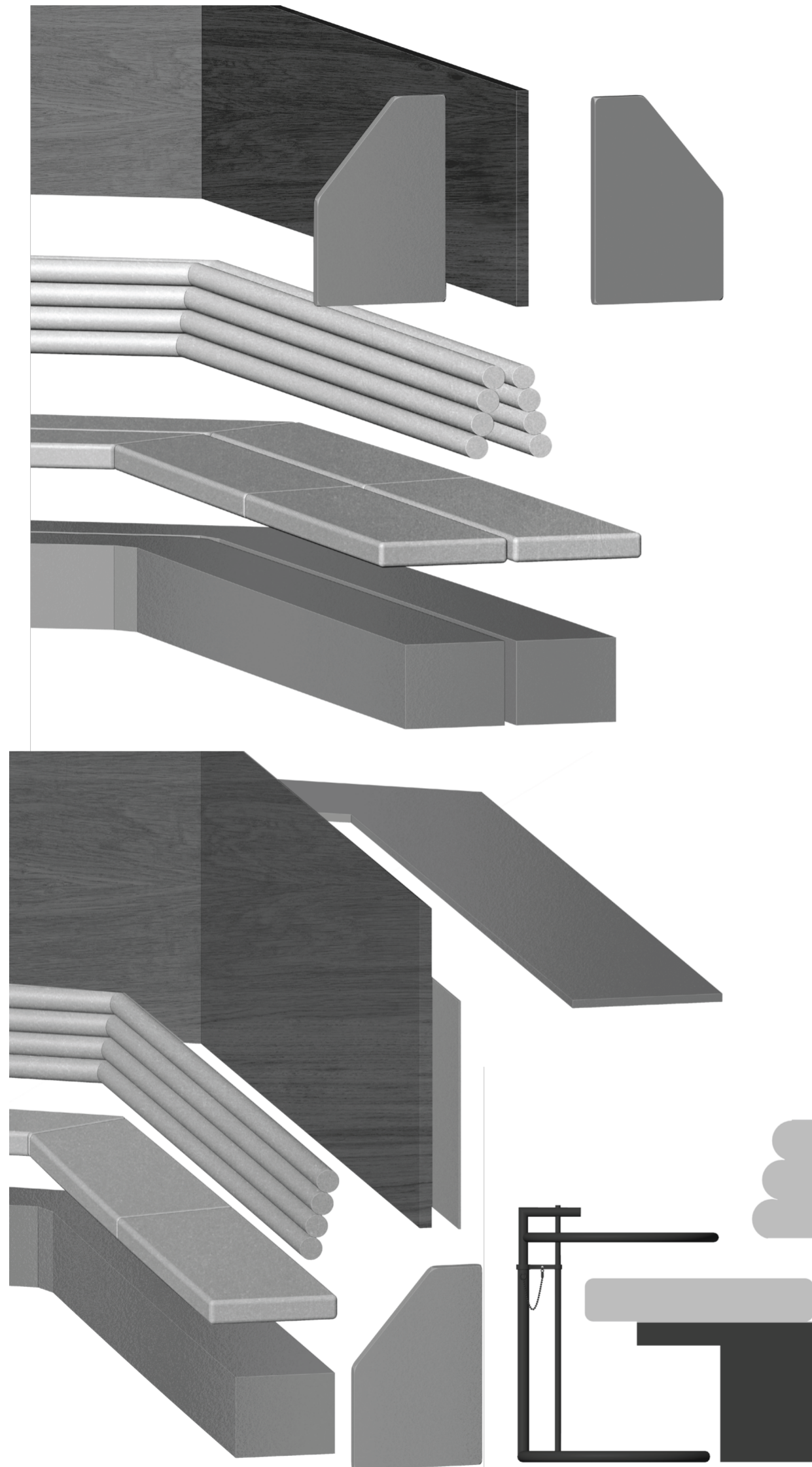
## Cafe Render - View Two

The second render focus' on the experience within the central structure helping visualise the experience from the heart of the cafe space showing how users would utilise each space.



## Booth Construction (Variation 1)

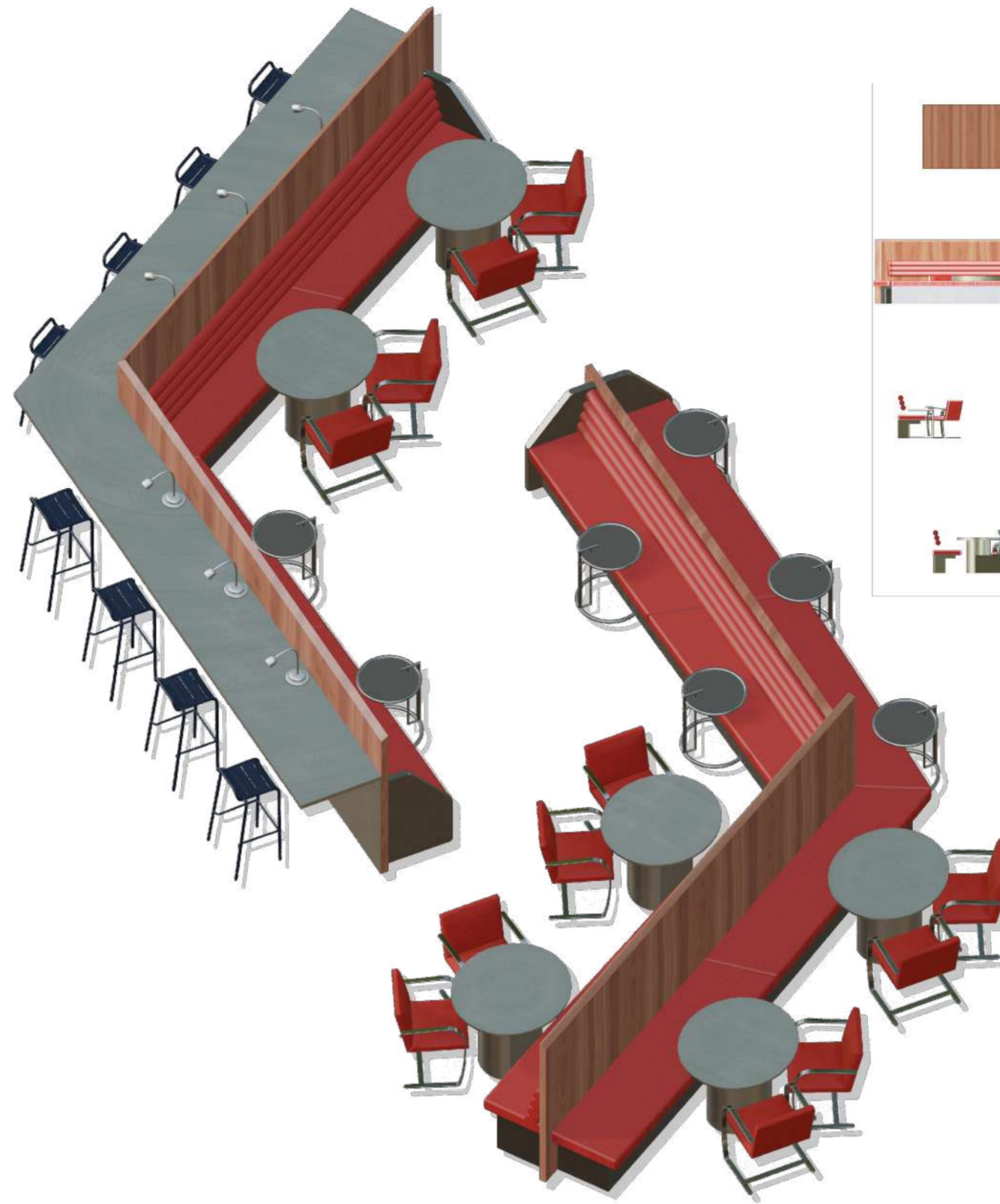
Each booth using construction variation 1 uses five individual components: the steel base, red vinyl base cushions, red vinyl, beaded cushion back, steel side plates and a wooden back.



## Booth Construction (Variation 2)

Each booth using construction variation 2 uses seven individual components. This includes the same five as variation 1 and an additional steel plating for the high top seating section and a steel table top.

## BOOTH DETAILING



## Stand Alone Central Booths

At the centre of the cafe are my central booth structures that mirror each other to create a multifunctional seating zone. It's composed of two connected, double-sided, creating three distinct seating types including more casual, single sided booths with small tables that slide beneath the seat inspired by cinema armrests to act as a joint table between two people, larger traditional tables for group use, and a high-top study edge with integrated task lighting. Together, these elements create a flexible hub that supports studying, socialising, and casual cafe use within one cohesive

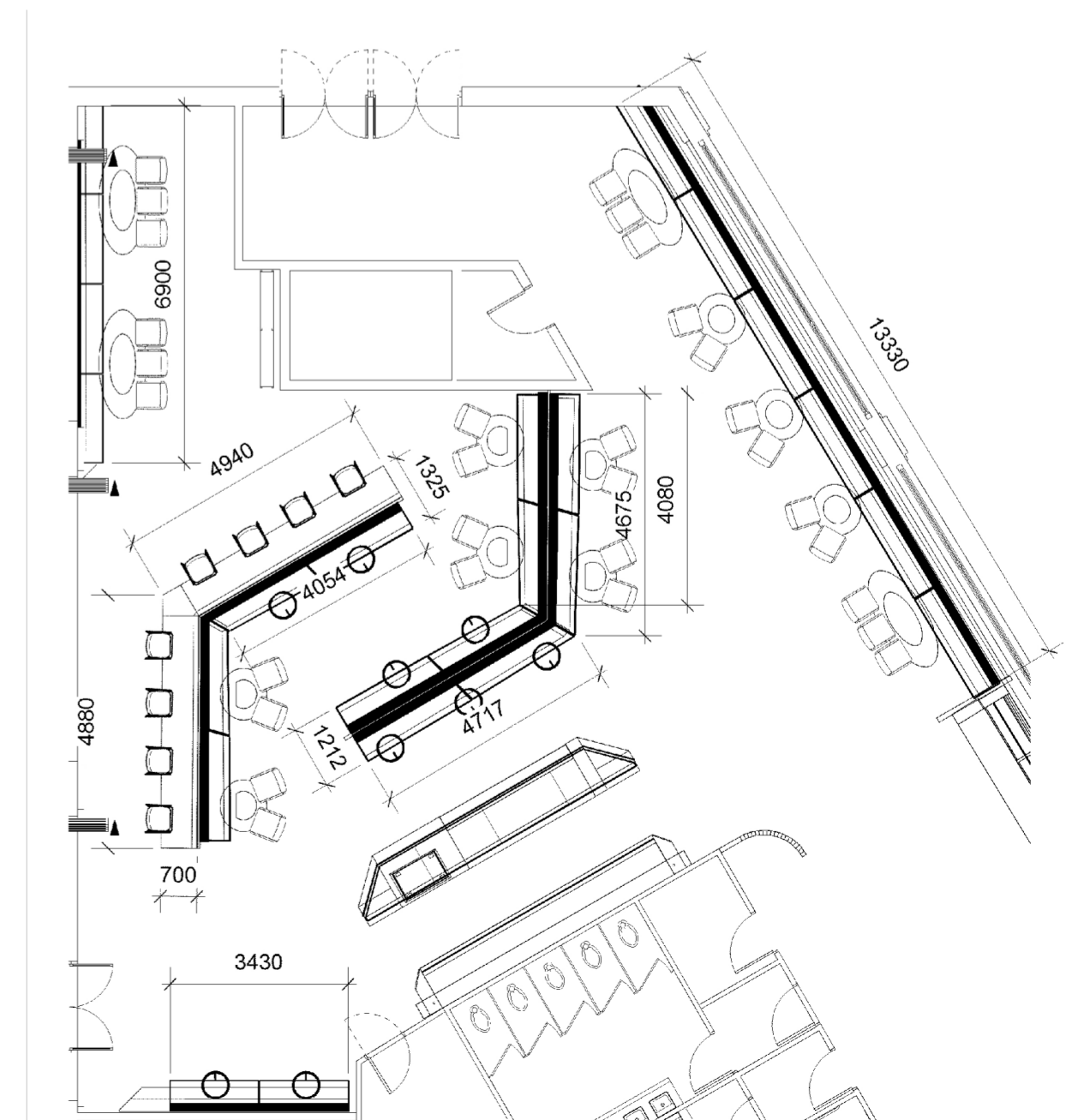
## President Influence

The seating's angular, uniquely shaped geometry is inspired by Google architecture, using bold lines and edges to create strong visual appeal while guiding people naturally toward the centre of the space.

The double sided nature of the design is directly influenced by the TWA airports sunken seating area consisting of central red booth seating. Along the edge of the sunken floor is seating and table variation which inspired me when considering how the cafe functions now with a popular study space which I expanded upon with the goals of attracting more students.

## Sub Zoning

- Seating Type 1 — Social Long, continuous booths with large tables designed for groups, events, and shared activity
- Seating Type 2 — Casual Standalone central booths with medium tables for smaller groups and a more intimate feel.
- Seating Type 3 — Short-Stay One-sided seating with slot-in divided tables for individuals or pairs stopping briefly.
- Seating Type 4 — Study A quieter high-top study edge with task lighting, minimal footfall, and no one seated behind.



## Natural Navigation

The journey from the entrance to the box office is defined by a series of Googie-inspired directional cues that subtly pull visitors through the space. The ceiling dips to a slanted that replicates classic Googie rooflines, creating a sense of forward motion as it leads directly toward the counter. This slanted plane frames a large backlit ceiling panel that occupies a third of the box office zone, acting as a glowing visual destination point. To reinforce the transition from the cafe, the flooring shifts to a rich green used sparingly elsewhere, marking the threshold into the box office area.

## Toilet Block Relocation

One of my main concerns with the existing space was the division of the traditional cinema feature such as the original box office from the main entrance. With the current interior, the toilet block is inconveniently placed separating the two entrance doors creating two paths from the main entrance which felt disorienting. This location directly next to the entrance also made the journey from the cinema screens to the block difficult.

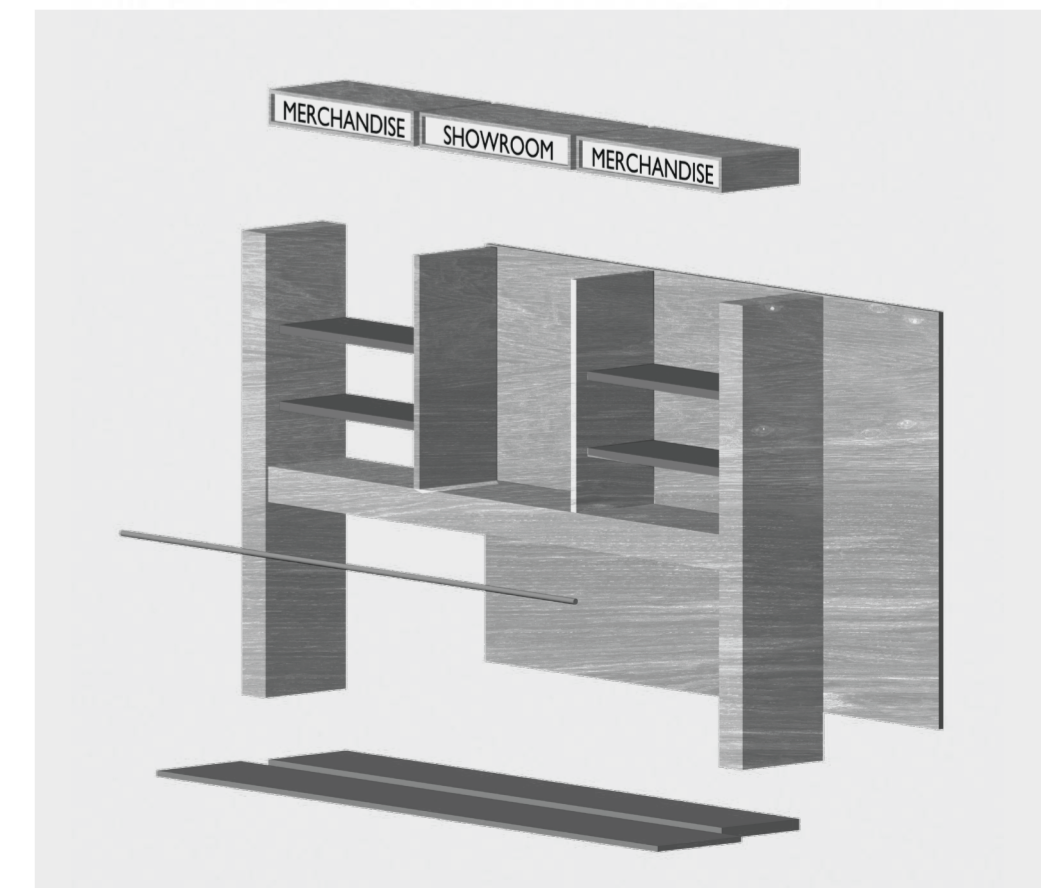
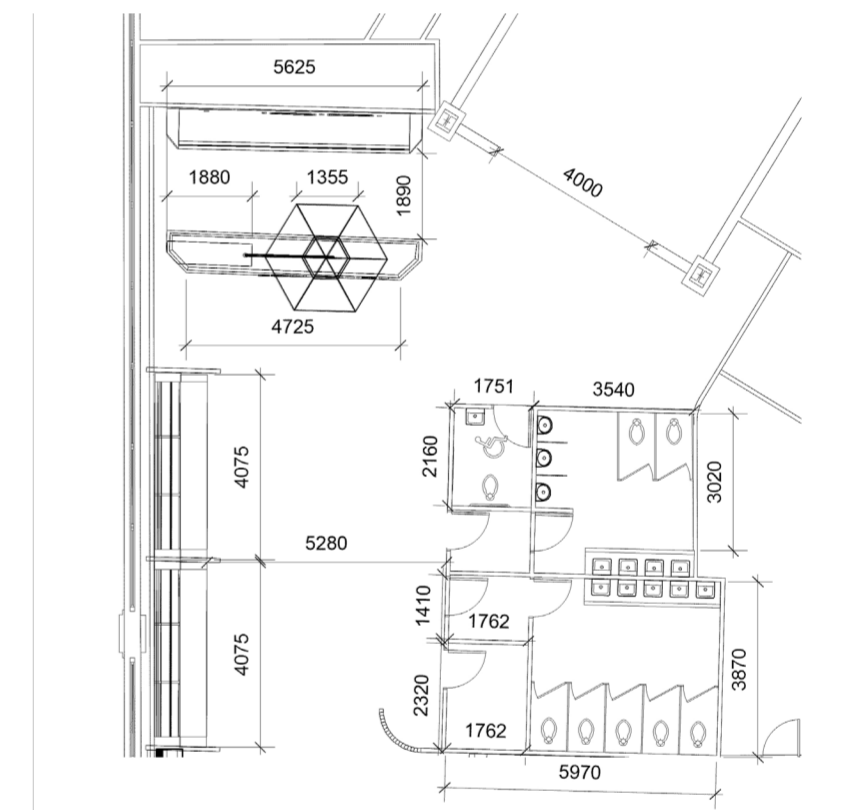
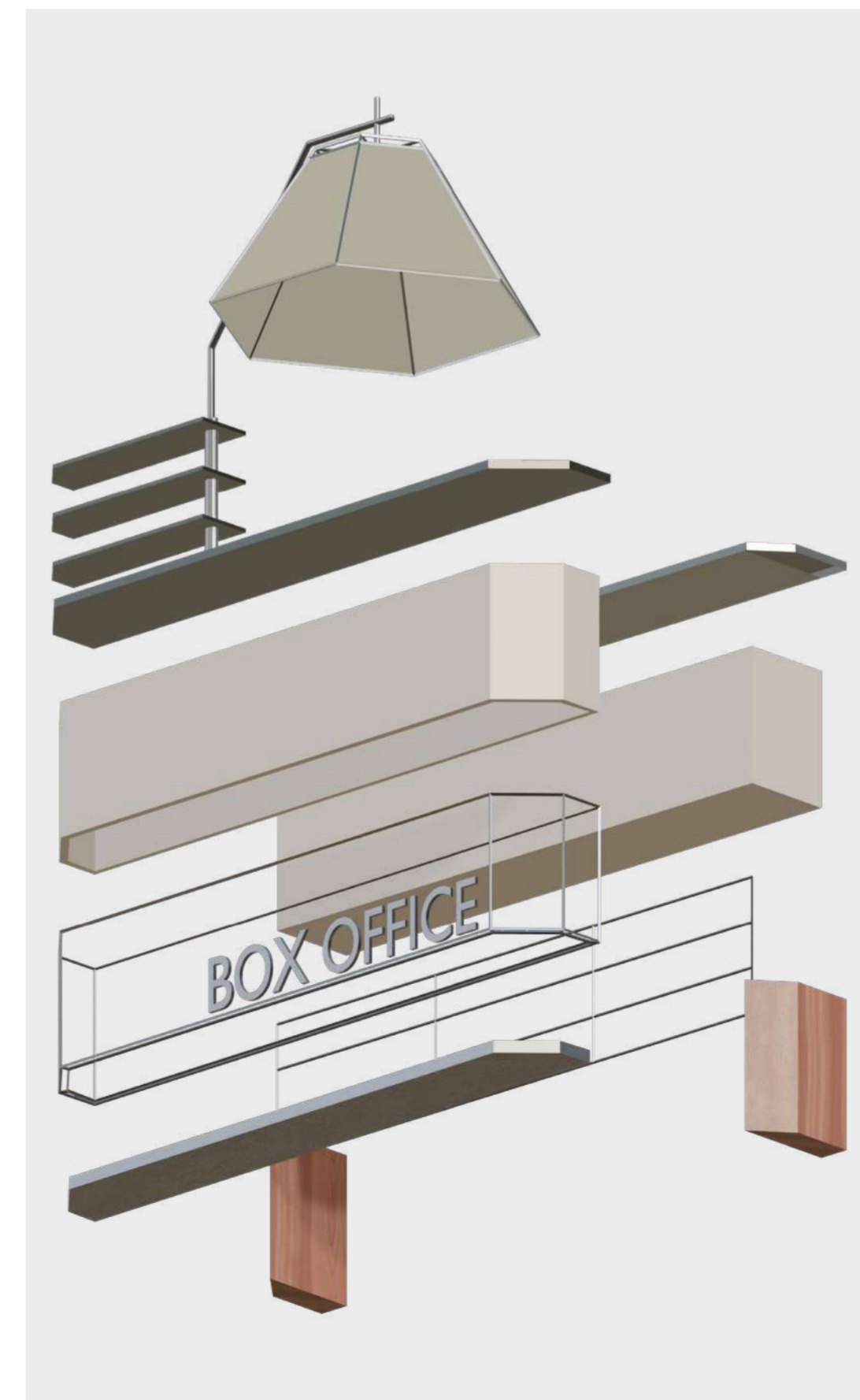
The block in the centre of the spaces allowing direct access from both zones.



BOX OFFICE EXPLORATION

## Box Office - Serving Area

Whilst designing it was important to me that the box office was a point of interest at the 'end of the tunnel' living up to expectations after the lead up through the remaining structure. It is constructed similarly to the counter designed for the cafe with a steel counter top and metal frame. However, the counter is a lighter, shiny beige colour to help it remain bright because of its distance from the entrance. The hallway is lined with custom merchandise displays to entice people to look at the stock whilst navigating to the counter or screening entrance.



My concept is to use bold Goo-gie-inspired forms, lighting, and colour to guide visitors intuitively through the space while introducing new and unique character that the current interior lacks.

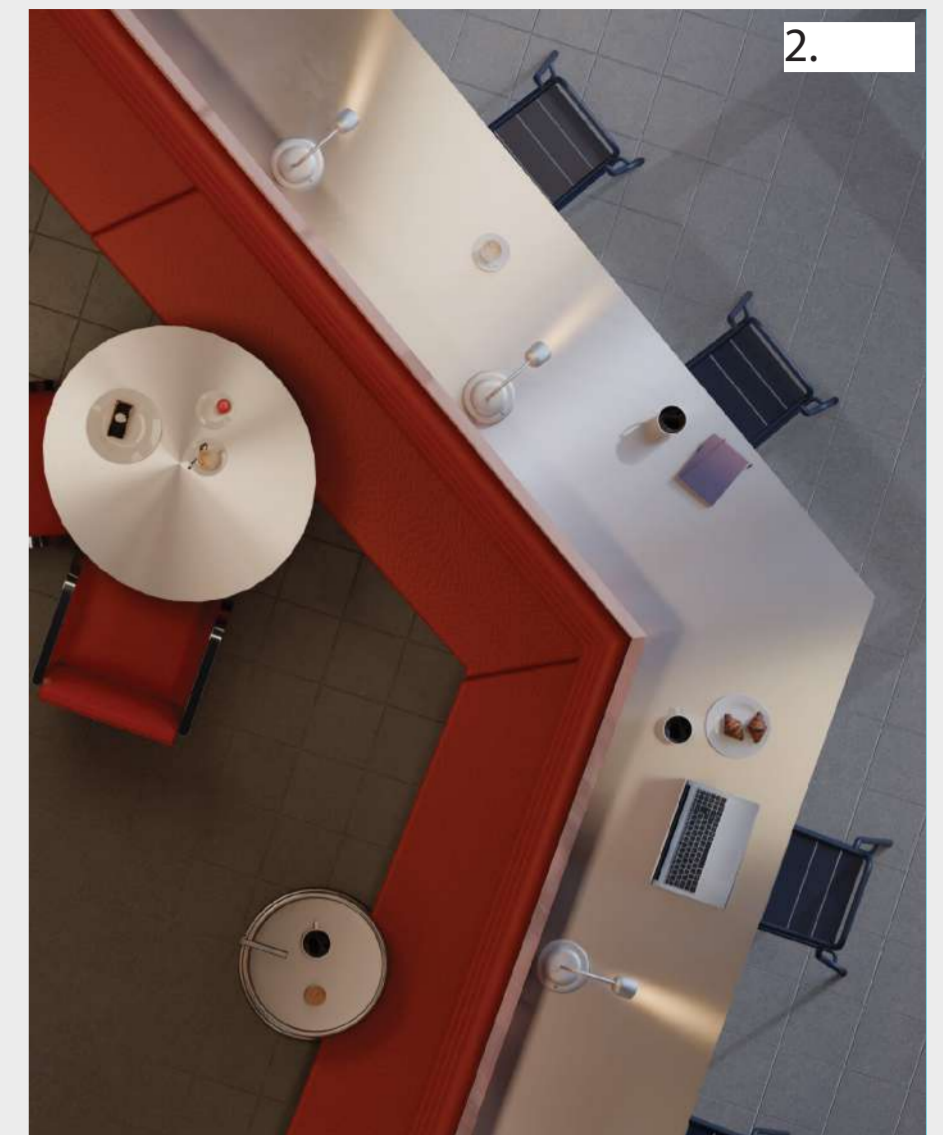
My proposal rethinks the cinema's entrance sequence and café layout by addressing the core issues of misleading circulation, an inconsistent user experience, and an underperforming box office zone. By integrating Goo-gie inspired guiding lines, slanted forms, and bold visual markers, the design creates a clear, intuitive route from the main entrance to the box office transforming it from an overlooked, isolated area into a focal point. The introduction of a green transition floor, illuminated merchandise fixtures, and a large backlit ceiling panel strengthens this journey, ensuring the box office becomes a feature rather than an afterthought.

Within the cafe, the redesign counters the existing lack of character by introducing a multifunctional, expressive environment shaped by colour, structure, and lighting. The central booth structures provide a flexible hub that supports studying, socialising, and short-stay visits, while the 'floating' menu structure acts as a bold visual compass that defines the cafe zone without competing with the box office. These renovations create a cohesive, cinema experience where the cafe and box office work in harmony rather than in competition. The result is a space that is easier to navigate, has a stronger identity and is more aligned with the excitement expected from a modern day cinema environment.

These changes create a space that's memorable and aligned with the traditional lead up excitement of a cinema visit.



## CONCEPT OVERVIEW



(1) This snapshot render highlights the detailing of the cafe counter and the visibility of the box office entrance in the background

(2) A birds eye view of one of the arrow shaped booth structure. Gives a clear view of how lighting affects each zone on each side of the divide creating a personalised atmosphere.

(3) Focus' on the inclusion of one of the showrooms values from their official website on the wall.

(4) New View of the box office as seen from the group seating along the left hand wall.