

# DONUTELIER

DONUTELIER IS MORE THAN SIMPLE SWEET TREATS

OUR DOORS ARE OPEN TO EVERYONE

NEIGHBOURS WILL BECOME FRIENDS OVER A DOUGHNUT AND CONVERSATION

UNITING PEOPLE FROM ALL WALKS OF LIFE

TOGETHER WE WILL BUILD SOMETHING BIGGER THAN A REGULAR BAKERY

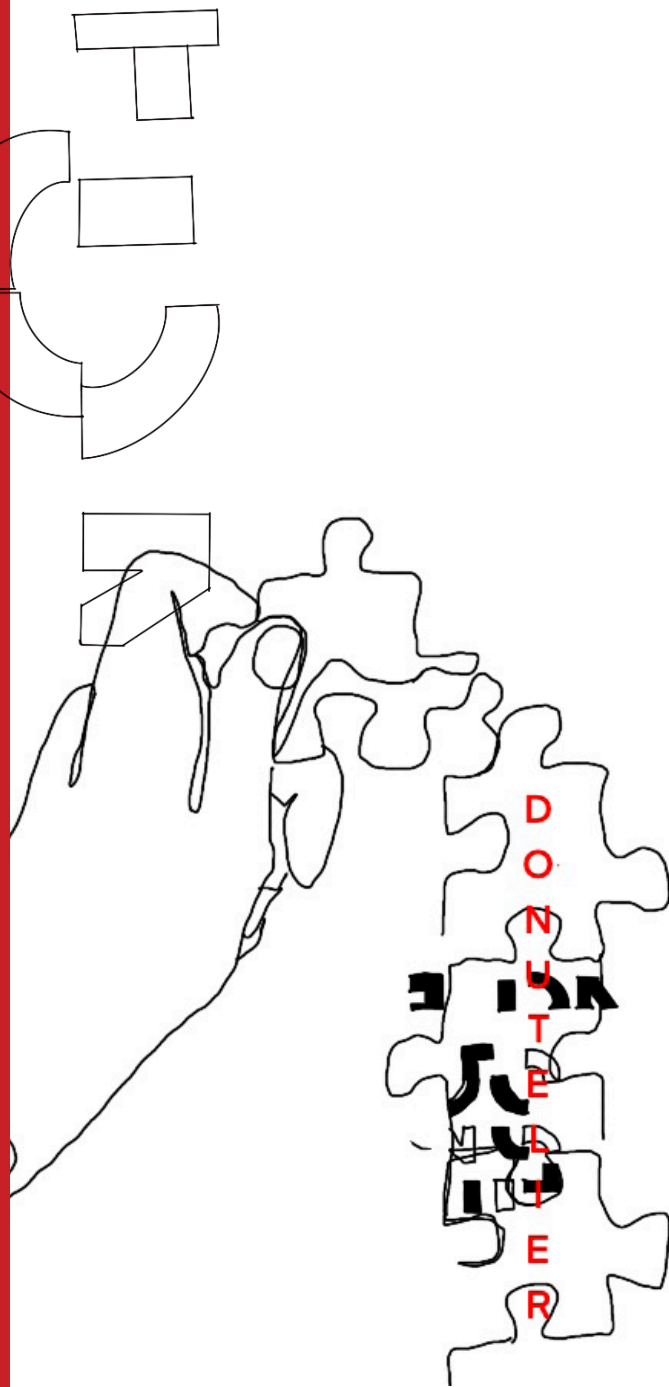
EVERY STORY IS WORTH HEARING

LEARNING FROM EVERY PERSON THAT WALKS THROUGH THE DOOR

INCLUSION ISN'T A TREND IT'S OUR FOUNDATION

EQUALITY IS BAKED INTO OUR PURPOSE

REAL COMMUNITY STARTS HERE WITH KINDNESS, COURAGE, AND CARE



In this project it is important to me to create a space that encourages conversations in communities over doughnuts or coffee amongst generations whilst promoting inclusiveness, dignity, and connection. I wanted the interior space to feel quite playful to ease the the pressure of interacting so it feels as stress free as possible, the mutiple moving surfac-es and objects in the space support that as it starts simple conversation in the hopes that it can lad to further connections .

## BRIEF SUMMARY

This brief focuses on Donutelier and Chatty Cafe collaborating creatively. By establishing a commercial experience that unites people from various walks of life through common interests, the design aims to foster connection and/or reduce social isolation.

I decided to create a place where people can gather around something as basic yet interesting as doughnuts by working with two businesses that are committed to connection and community. This area will be an appreciation of human connection and diversity, where inclusivity is the foundation rather than just a feature.

This hybrid experience aims to lower social barriers while creating happy, stress-free ways for strangers to establish a connection.

The brief challenges us to reconsider our actions and interactions with the environment, emphasising sustainability in our support of individuals and communities as well as the environment. I want to avoid disconnection by providing an energetic, modern, and engaging design that inspires meaningful connections and a better feeling of community.

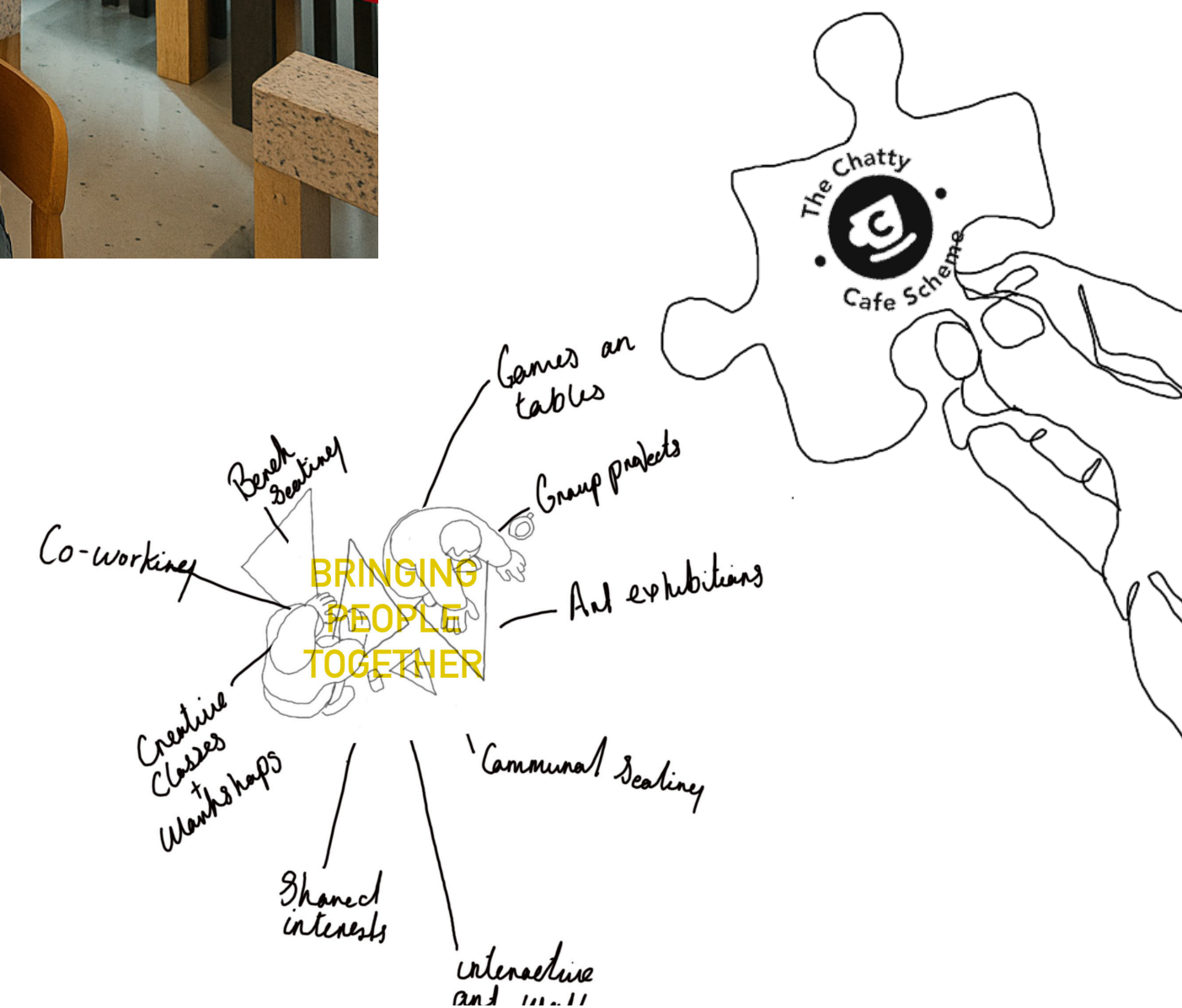
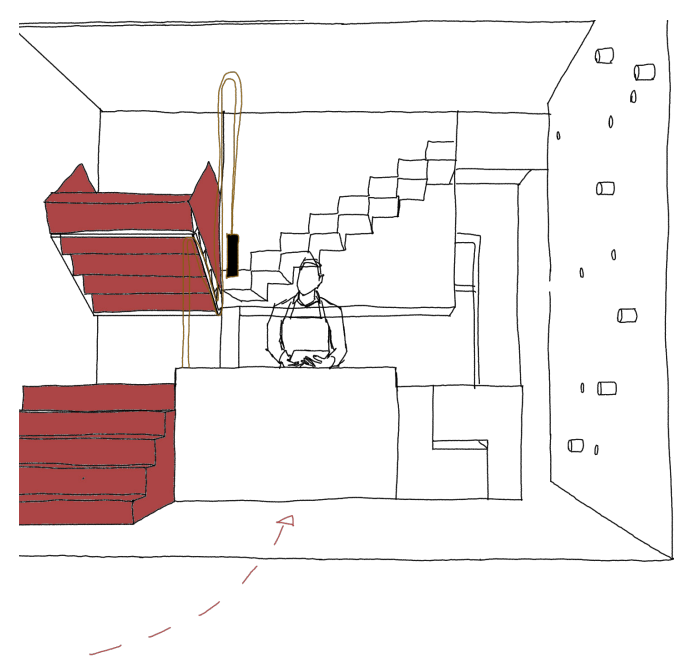
The chatty cafe or Donutelier Customer walks in by themselves for a meeting or to buy a drink or Doughnut .

The customer is greeted by staff they then let them know what they are here for if its a private meeting the member of staff will let down the stairs or they can make there way through .

Up stairs seating sectioned off for a meeting they can sit in twos or move the bench forward and sit with fours the table requires two to lift it

The customer is sitting on the stool with the other nestled underneath the table that means anyone wanting to use the extra seat will be required to interact this breaks the ice

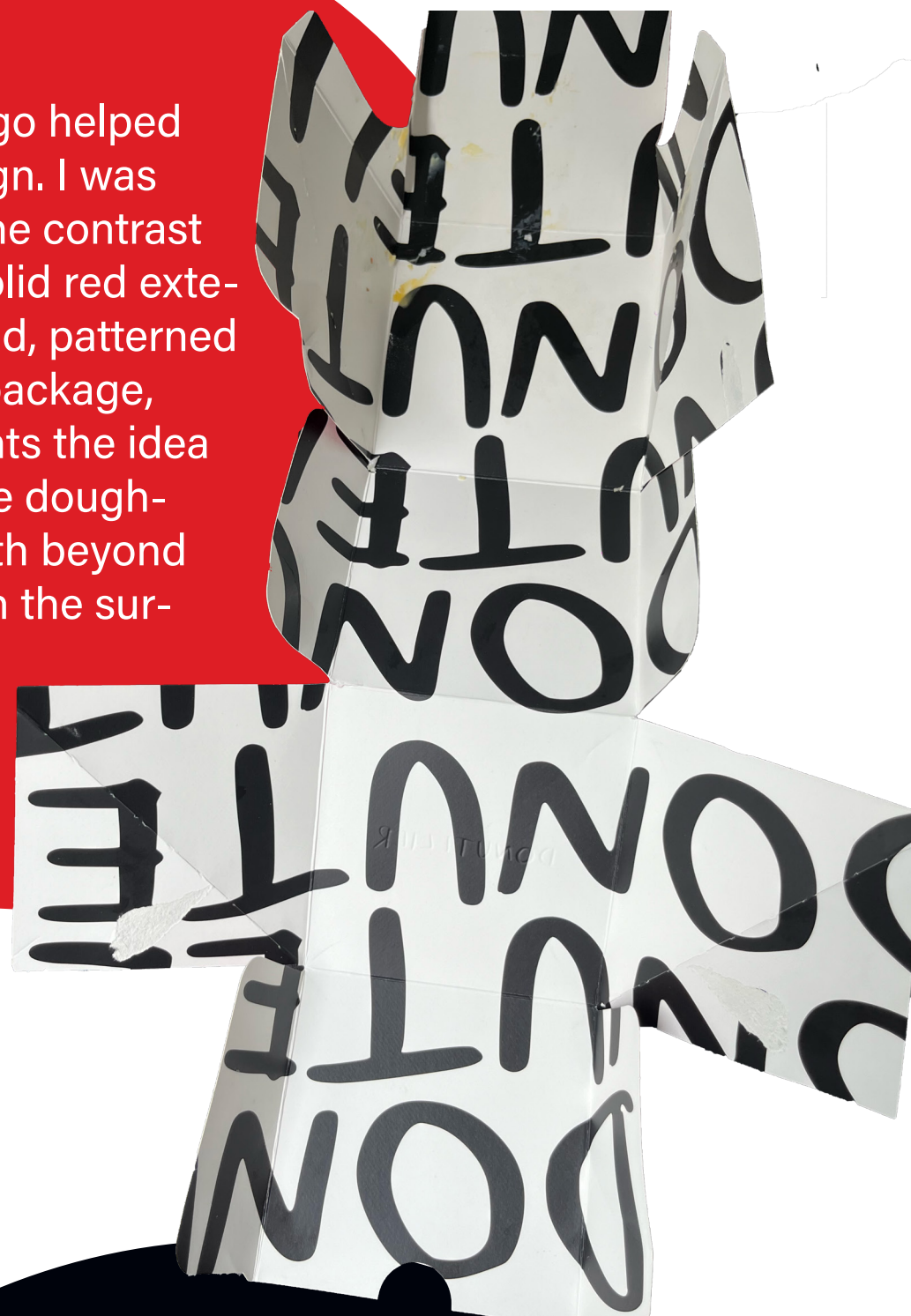
The connection has been formed through the previous interactions making things easier for people coming in by themselves.





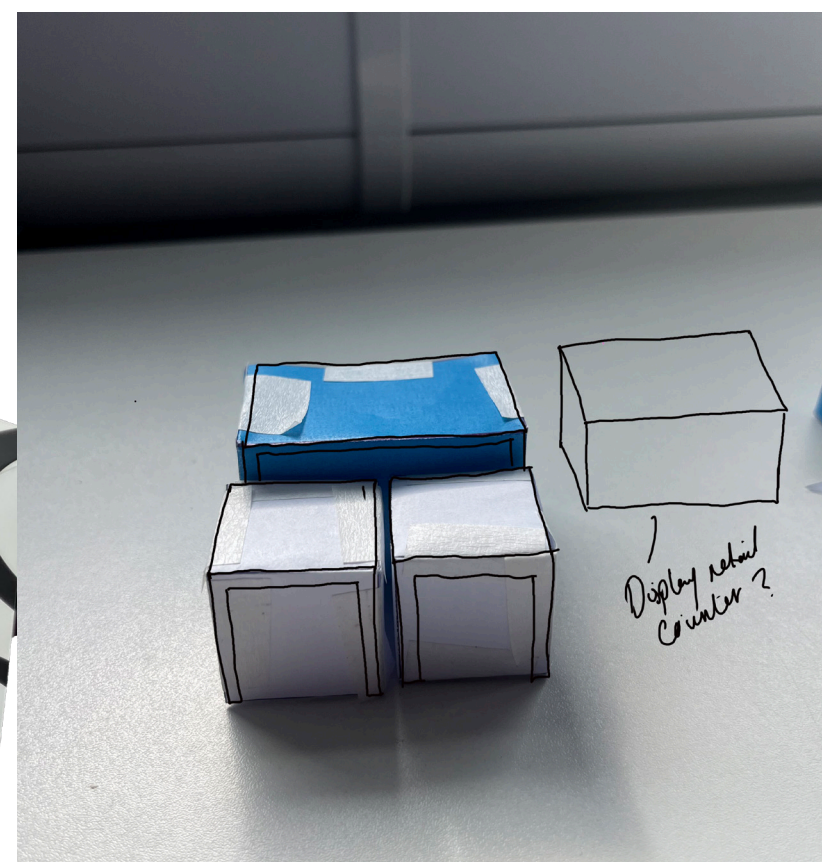
# CONCEPTUAL IDEAS

Donutelier's logo helped shape my design. I was motivated by the contrast between the solid red exterior and the bold, patterned interior of the package, which represents the idea that people, like doughnuts, have depth beyond what is seen on the surface.



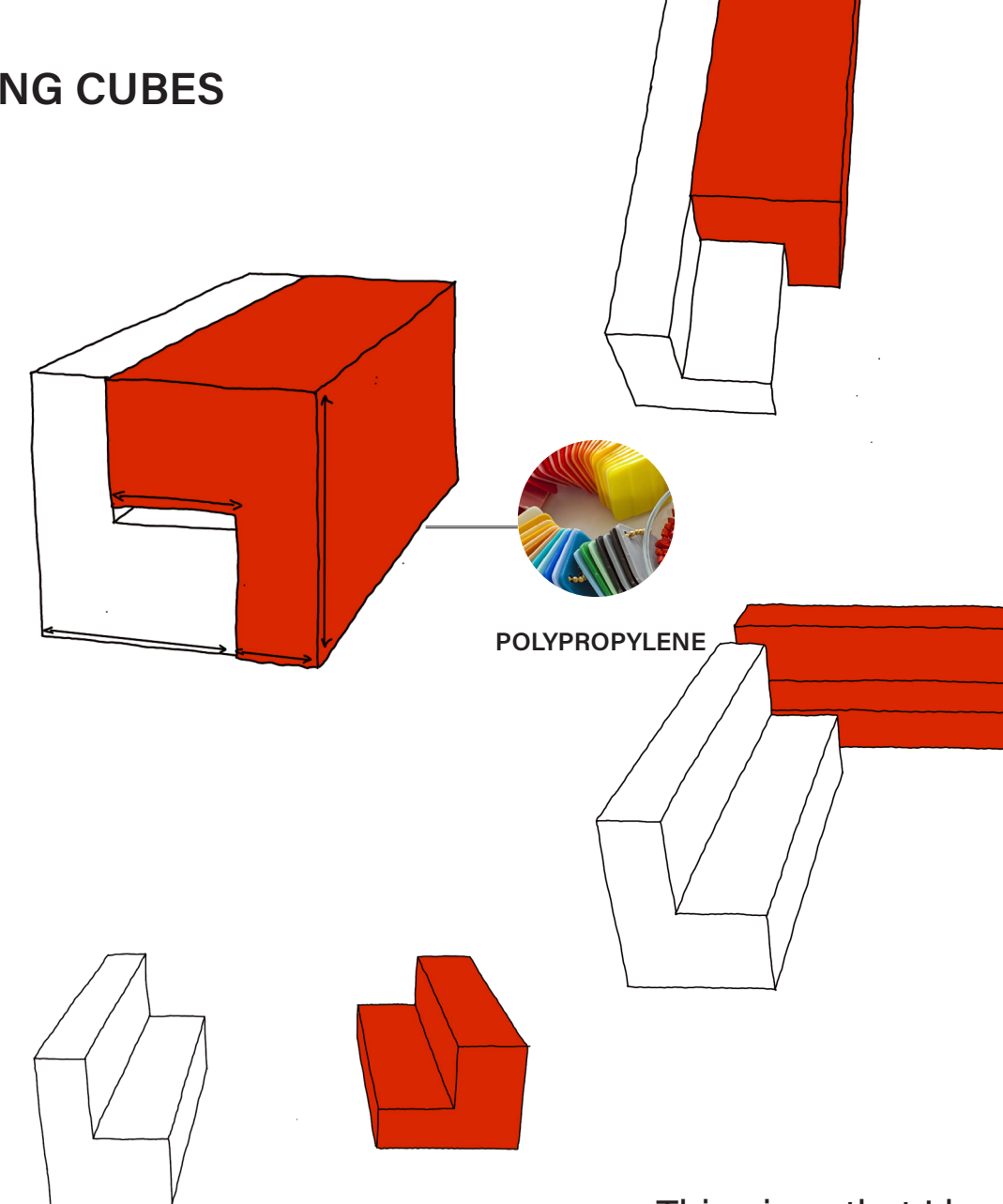
This idea has inspired my approach: to design settings that stimulate curiosity, encourage connection, and encourage individuality. The dynamic, net-like pattern fuelled my open and closed flexible design shapes, which reflect the different communities they serve.

Red became a prominent theme in my identity, expressing energy, and visibility, . All moving parts are red, emphasising interaction and the objective of bringing people together through shared, enjoyable experiences.



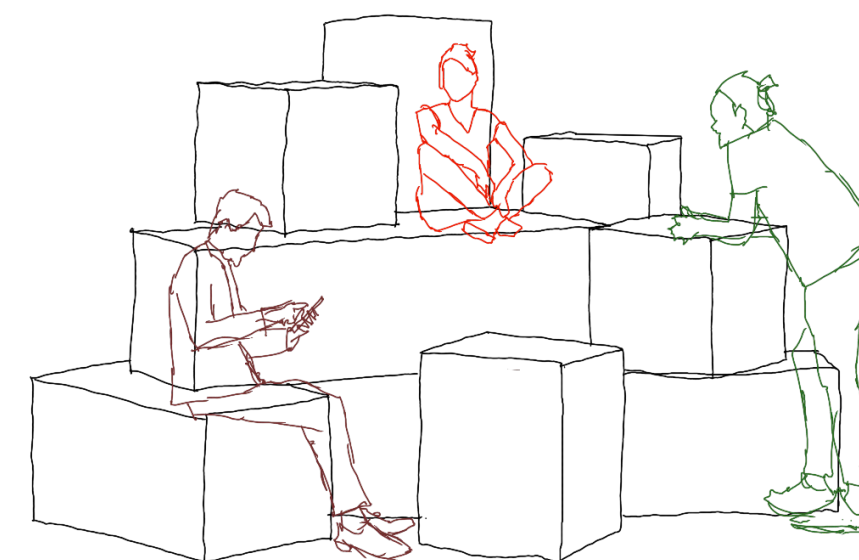
I printed and constructed cube nets, giving them a multi-purpose use that saves space while also encouraging interaction. These moving cubes require two or more people to reposition them, encouraging teamwork and conversation as part of the experience.

## MOVING CUBES

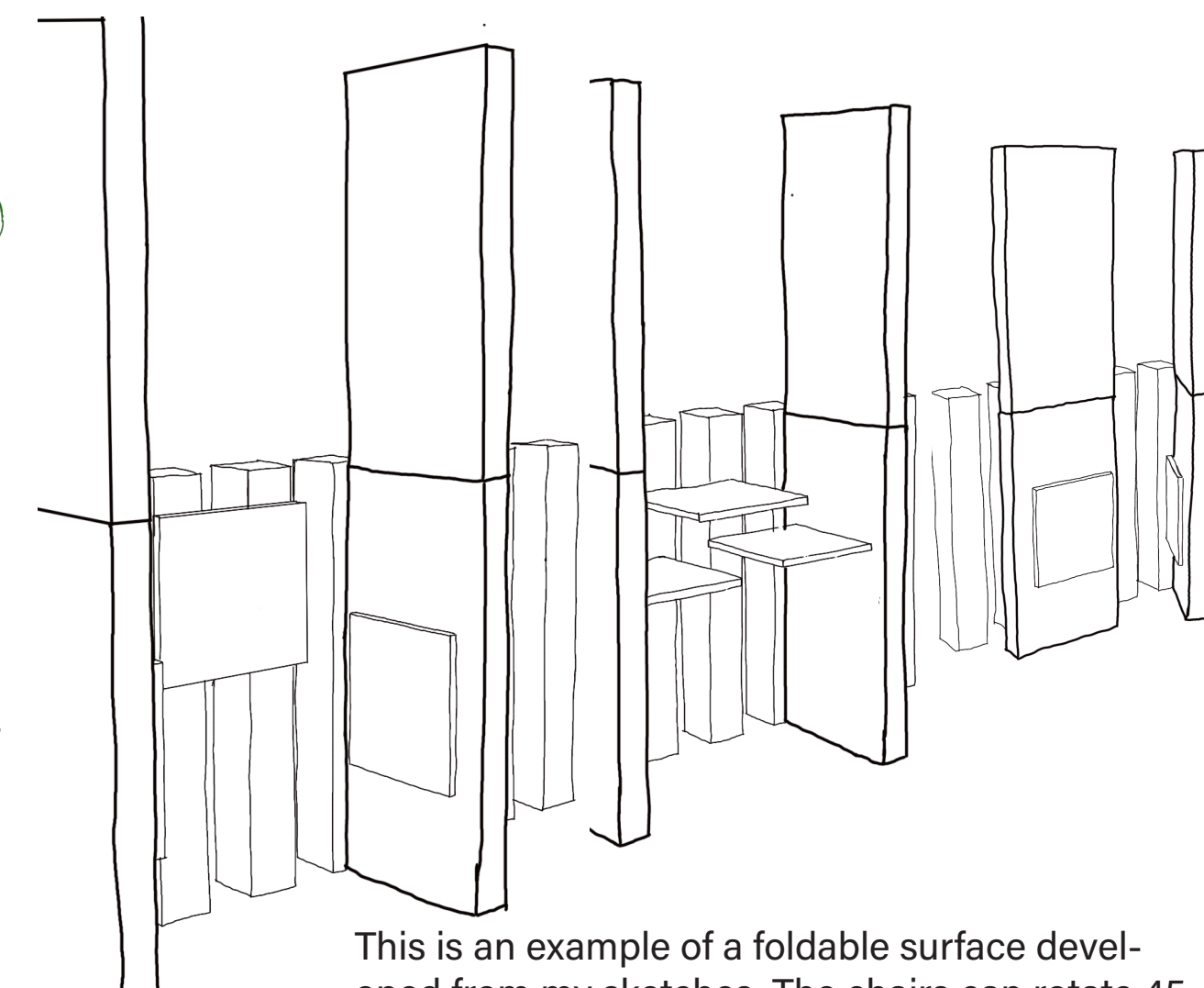


This piece that I have designed can be arranged in different ways. In its closed position it can be used as part of the counter area. In the open position they can be used as seating.

## FOLDING SURFACES

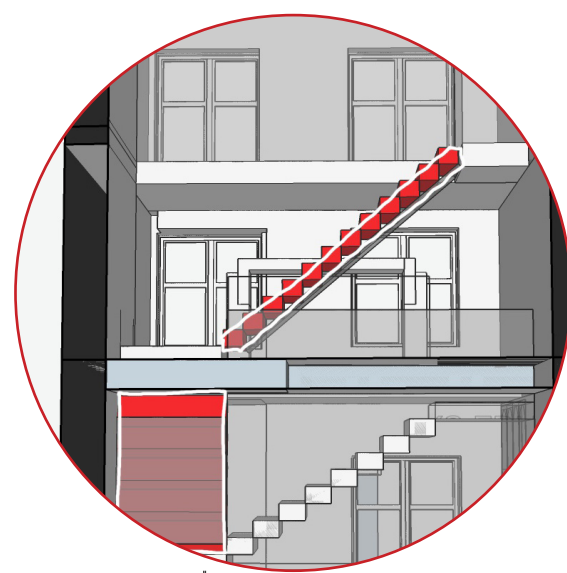


These small-scale iterations explore how folding surfaces can be utilised in the space. The models show how these features can generate more surface area ideal for placing a drink or even functioning as occasional sitting.



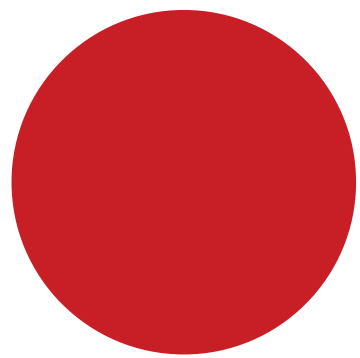
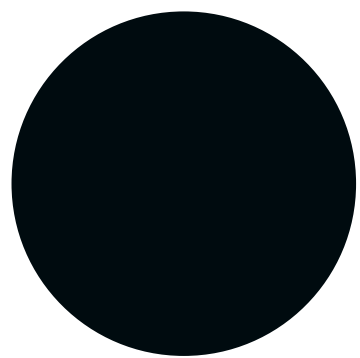
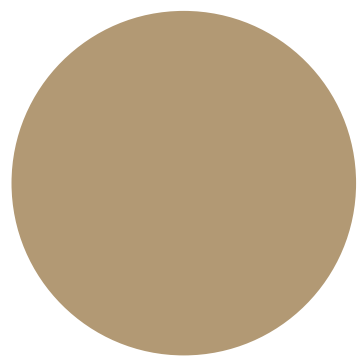
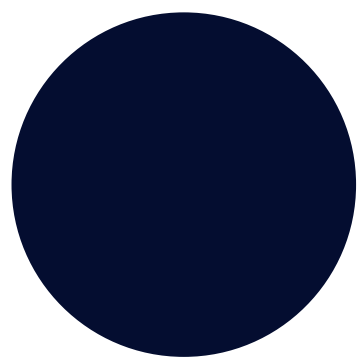
This is an example of a foldable surface developed from my sketches. The chairs can rotate 45 degrees, allowing customers to look out over the shop's main floor, enhancing visual connection and engagement, or to be opened up and used as table seating. This adaptable design encourages interaction and flexibility within the space.





The folding stairs are an important component that promotes interaction and flexibility, which are fundamental to the brief's objectives. Most of the time, the stairs remain open to allow for unrestricted movement and access to the upper level, supporting interaction and casual encounters.

However, they can be easily sectioned off using a counterweight mechanism behind the till, allowing staff to manage access as needed. This allows the area to be used for exclusive events, focused groups, or Chatty Café discussions, blending openness with the ability for more intimate, inclusive talks as needed.



Glass box around the staircase  
6MM  
Tinted Toughened Safety Glass  
Grey  
Norwich Glass Company

Attached to the underside of  
stairs with two bolts  
15MM  
Perspex acrylic sheet  
Clear

For wall  
9MM  
Plywood  
Selco

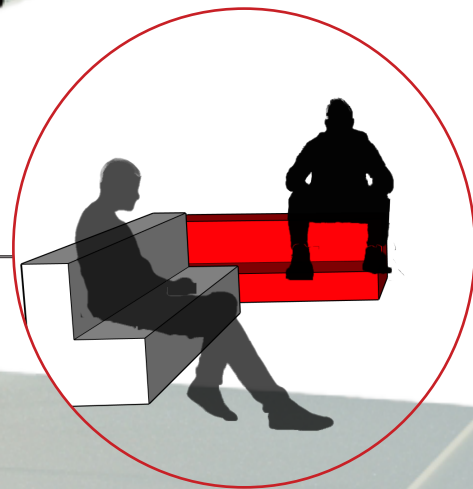
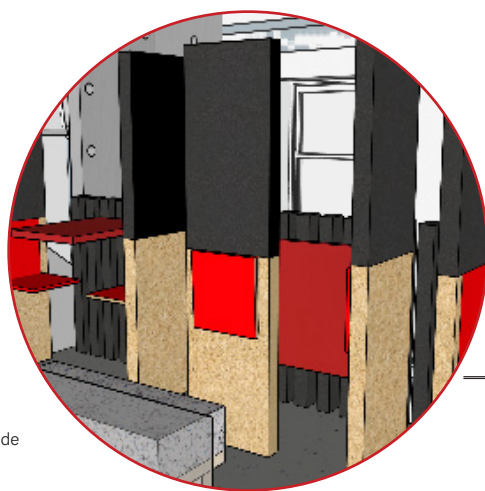
Table top surface  
9MM Laminate  
Birch Plywood  
Red  
From Penn Elcom

0.9MM  
Stainless steel  
Brushed Polished

Pegs for board  
40MM  
Steel Rod  
Powder coated  
RAL: 9005

Staircase and Balustrade  
5MM  
Powder coated steel  
RAL:3001 Signal red

3MM  
Resin flooring  
Colour Titanium  
Monarch resin floors

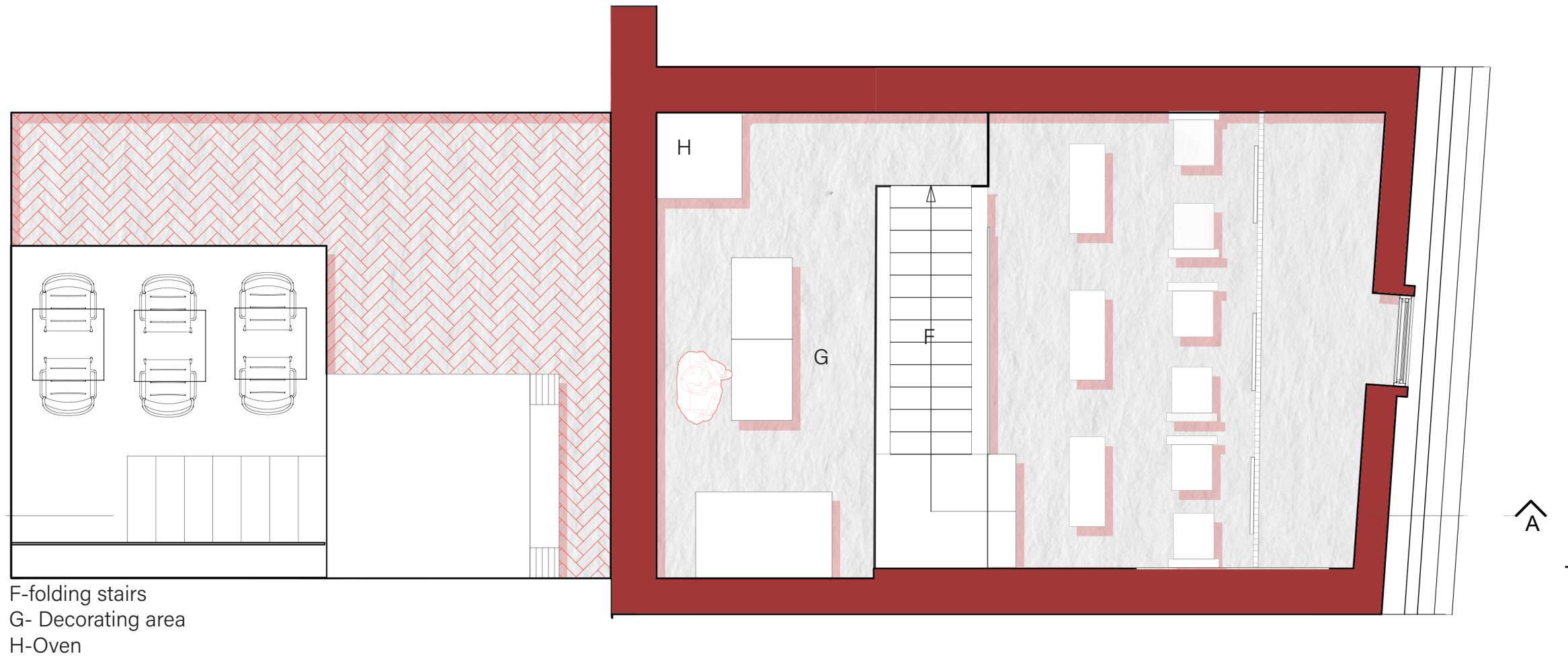
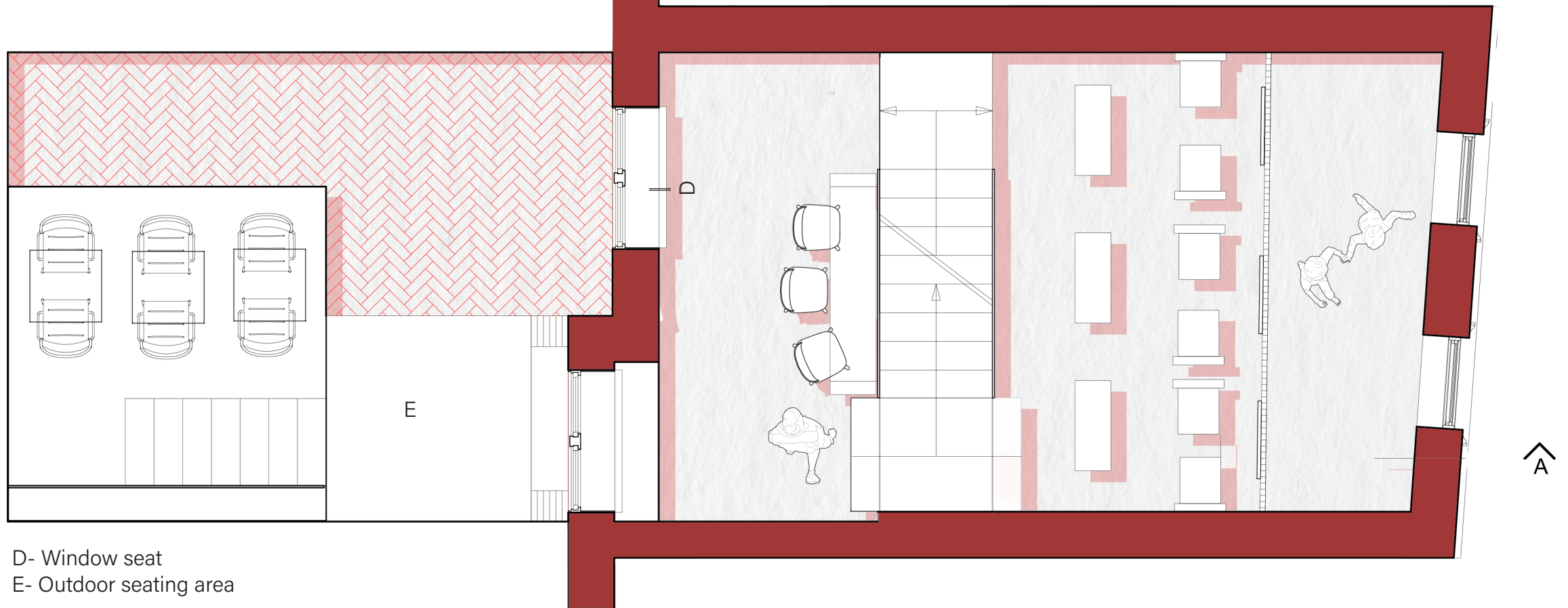
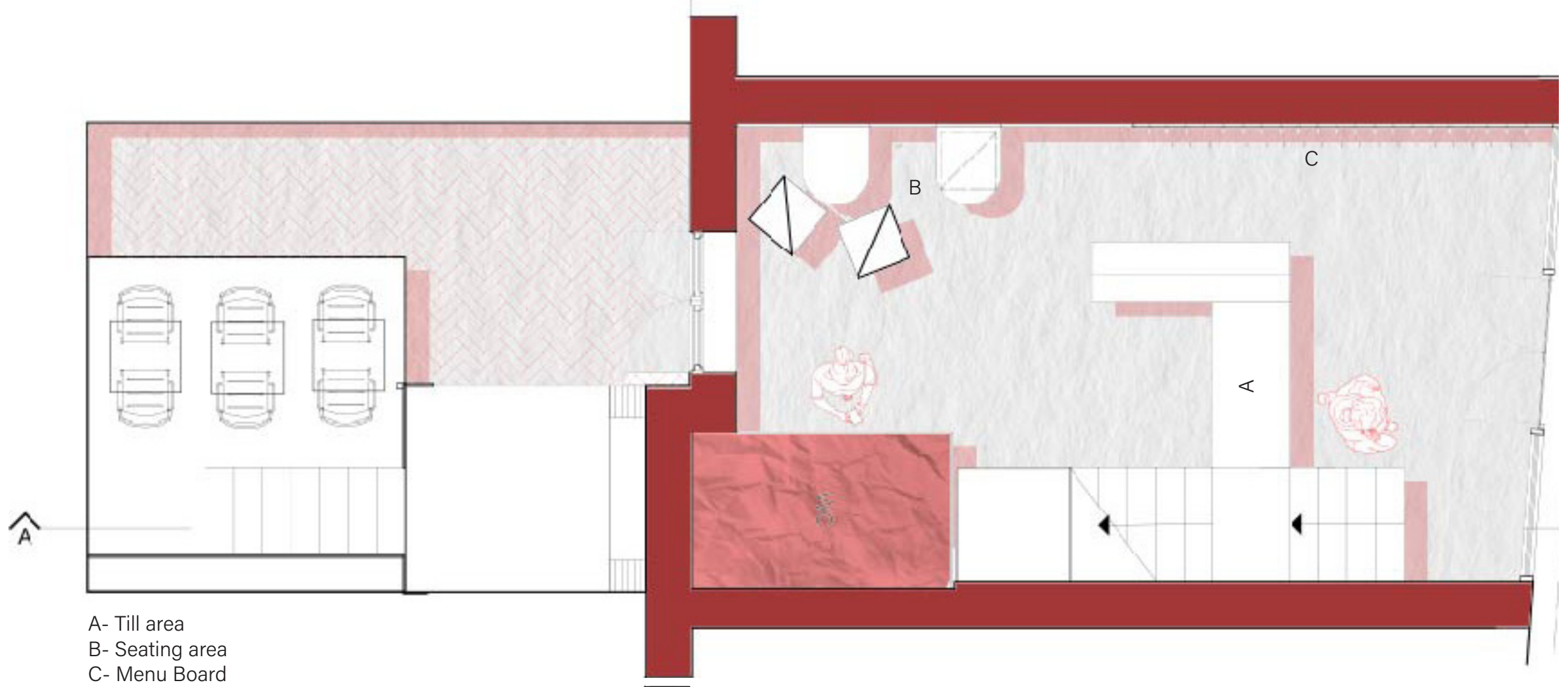
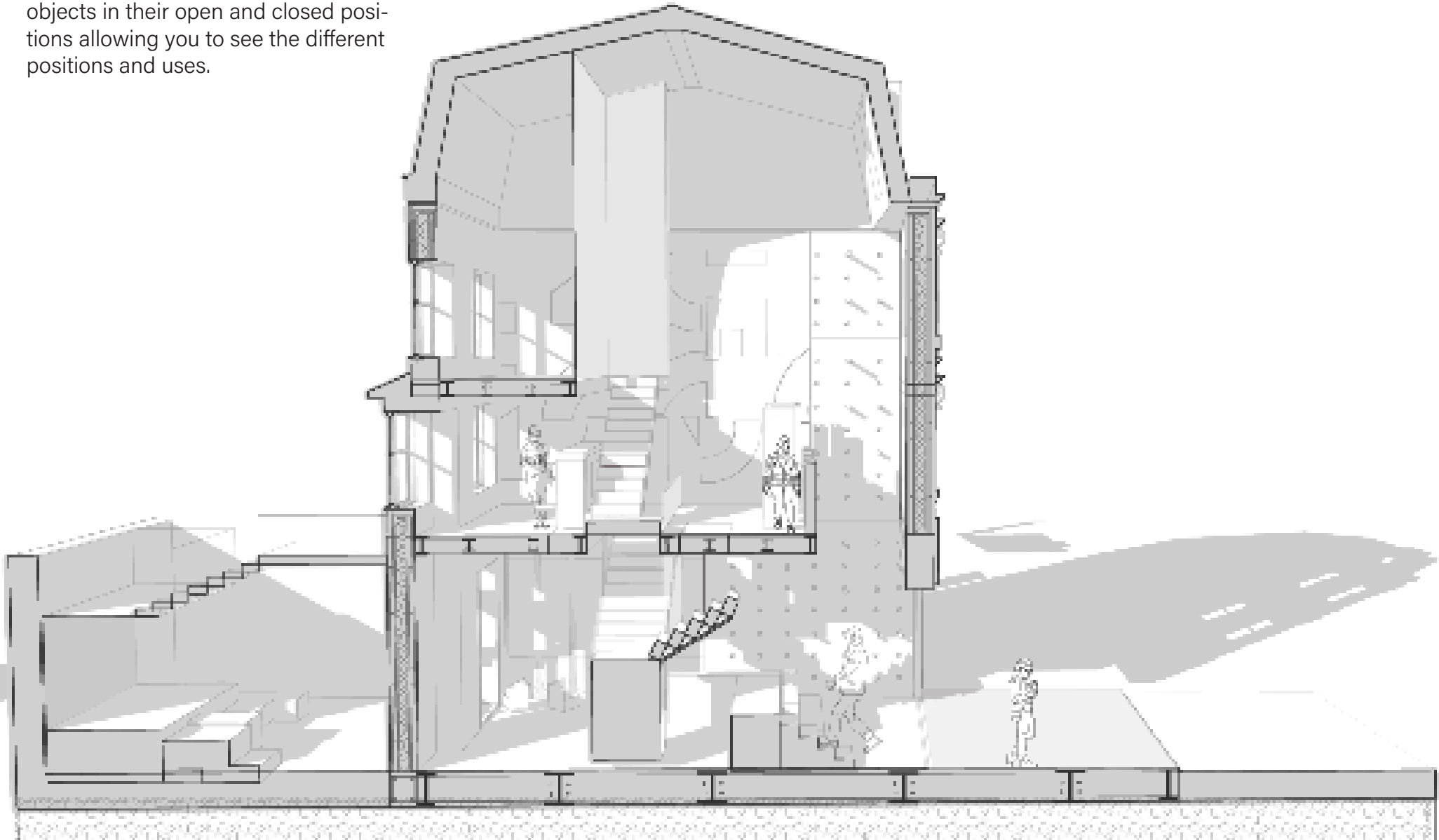




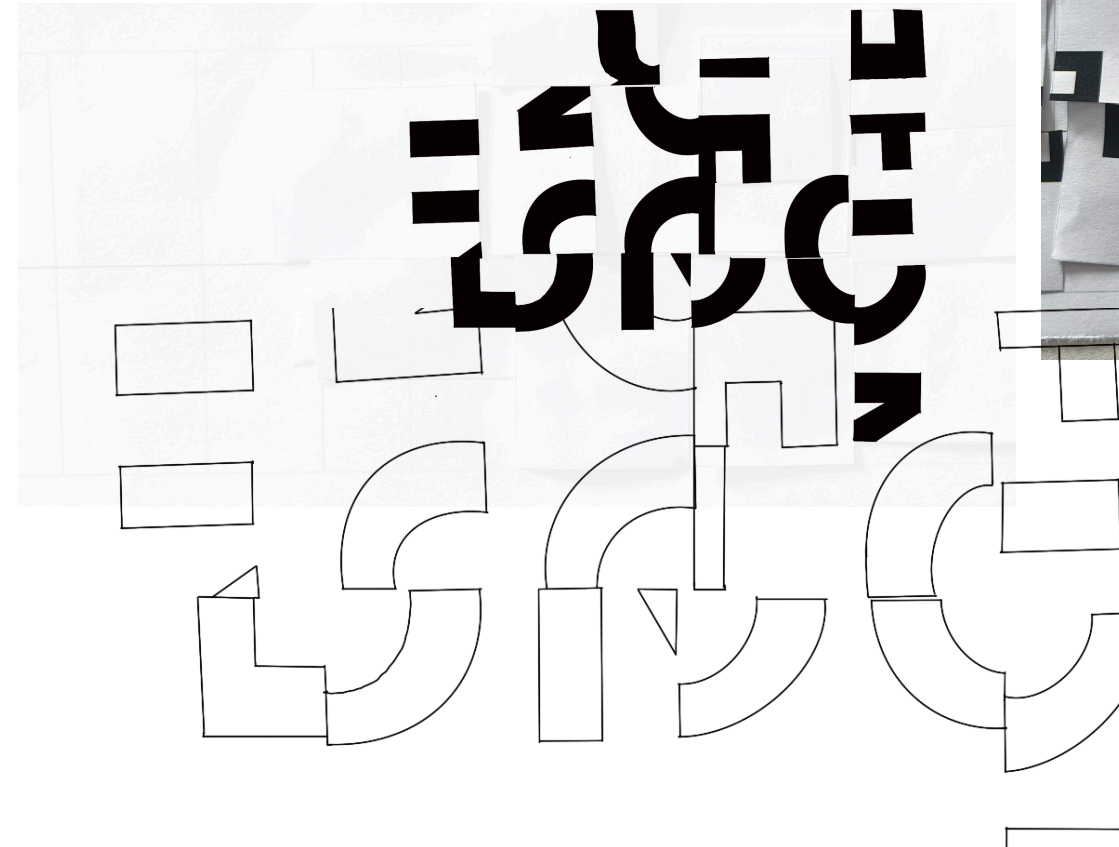
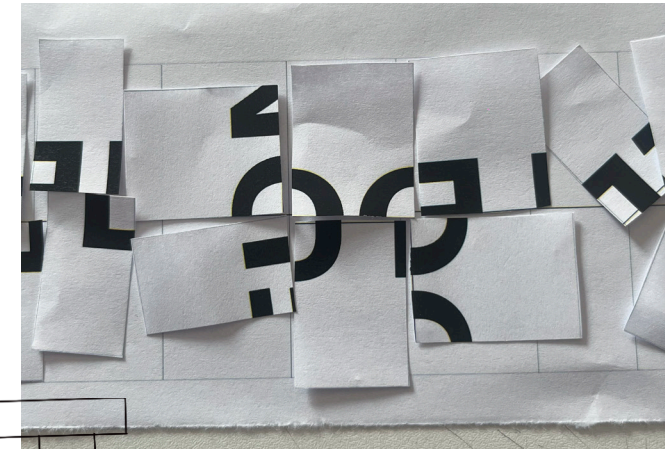
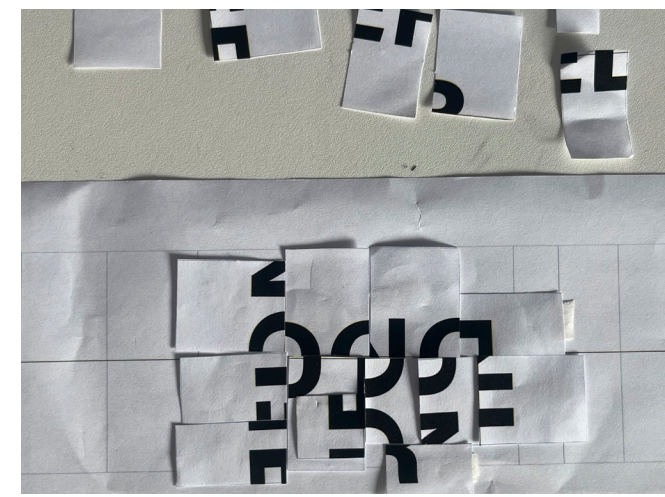
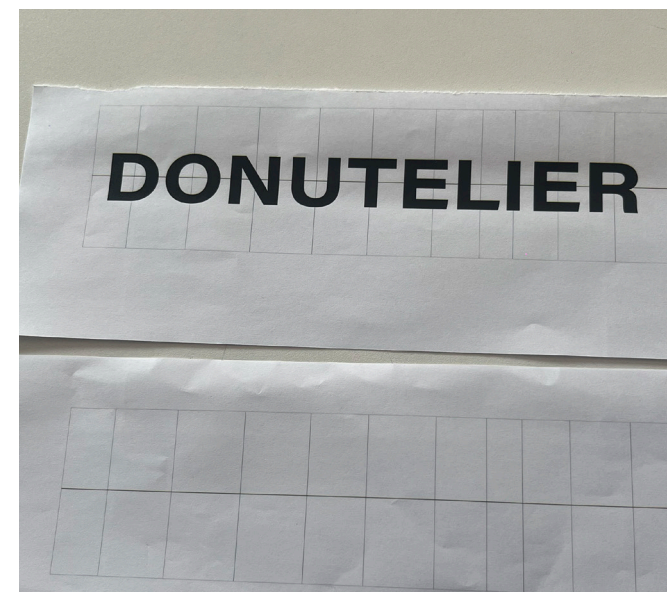
My movable seating and foldable surfaces make the room flexible, accommodating a variety of group sizes and uses. This adaptability promotes interaction, inclusion, and efficient use of space, which aligns with the brief's emphasis on community and connection. Furniture may be changed or moved across floors, resulting in a dynamic environment that adapts to the demands of its users. Inspired by Donutelier's exposed kitchen, I pushed the floors back to reveal activities on all levels, eliciting curiosity and encouraging transparency and openness from the moment visitors arrived.



Here is are my folding and moving objects in their open and closed positions allowing you to see the different positions and uses.





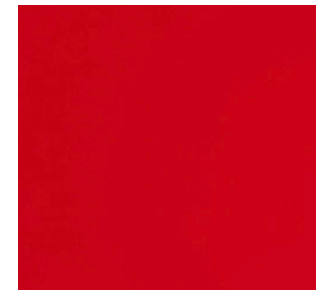


I wanted to develop a logo or a recurring pattern that could be used in my design. By cutting and rearranging the letters of the name in different ways, I created a visual system that reflects the idea of slotting parts together a concept that emerges throughout my scheme in both form and function, reinforcing ideas of connection and adaptability.

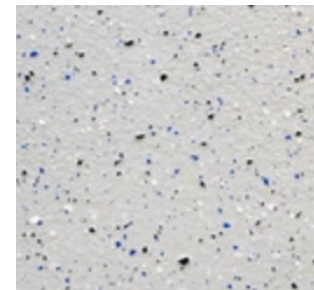
## BRANDING AND MATERIALITY

In my redesigned Donutelier interior, all movable parts are highlighted in red, making them easy to identify and invite interaction. This reinforces the brief's emphasis on flexibility, inclusion, and engagement as users can adapt the space to suit different needs. The red contrasts with the other elements, attracting attention and stimulating investigation.

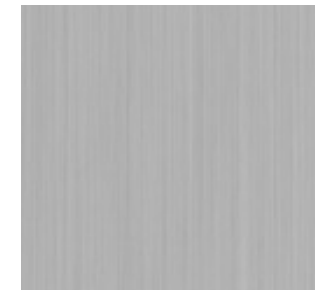
The usage of doughnut-inspired cubes and boxes lends a humorous and useful aspect to the space. My revised logo appears on both the outside and inside, resulting in a powerful, cohesive brand identity that improves visibility, interaction, and a sense of belonging.



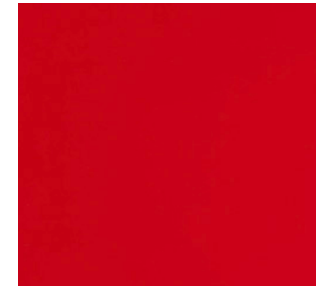
**ACRYLIC**  
This is used as a table top surface; it is durable and recyclable, reducing the need to replace.



**RESIN FLOORING**  
Some resin floors incorporate recycled materials, diverting waste from landfills.



**STAINLESS STEEL**  
For the peg board, the ability to recycle it repeatedly with minimal energy input makes it resource-efficient over its life cycle.



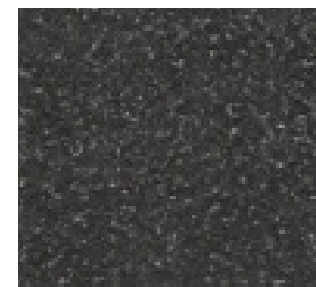
**POLYPROPYLENE**  
Compared to other plastics, polypropylene has a relatively low energy demand during manufacturing; it can be recycled.



**CHIPBOARD**  
It utilizes wood that might otherwise go unused; it is a sustainable material when responsibly sourced.



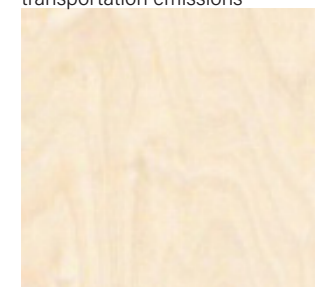
**CERAMIC TILES**  
Ceramic tiles are made from natural, abundant materials like clay, sand, and water. These materials are often locally sourced, reducing transportation emissions.



**POWDER COATED STEEL**



**CHIP FOAM**  
Since chip foam production often occurs near sources of foam waste, transportation emissions are reduced.



**PLYWOOD**  
Compared to materials like plastic or composite panels, plywood has a lower carbon footprint and is biodegradable, making it a greener choice.

