



WESTERN MICHIGAN UNIVERSITY

Schematic Concepts

Group 1

“The Fresh Beat Cafe”

Student Team:

Alecia Wierenga

Alexandra Smith



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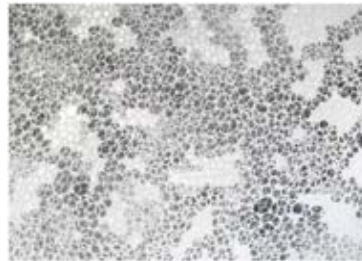
The Fresh Beet Café Concept

The vision of the Fresh Beet Café is to provide locally grown, sustainable and organic meals and snack options to the community. The phrase “Lettuce Turnip the Beet” encompasses our concept of a inviting, bright and funky space that will inspire students to be healthy, active and social.





Lettuce Turnip the Beet



Graphics, Branding Solutions

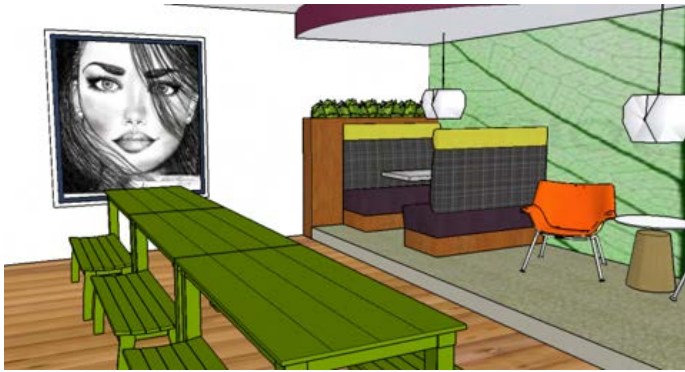


Entrance



Rendered Floor Plan

The Fresh Beet Café



Artwork



Food Serving



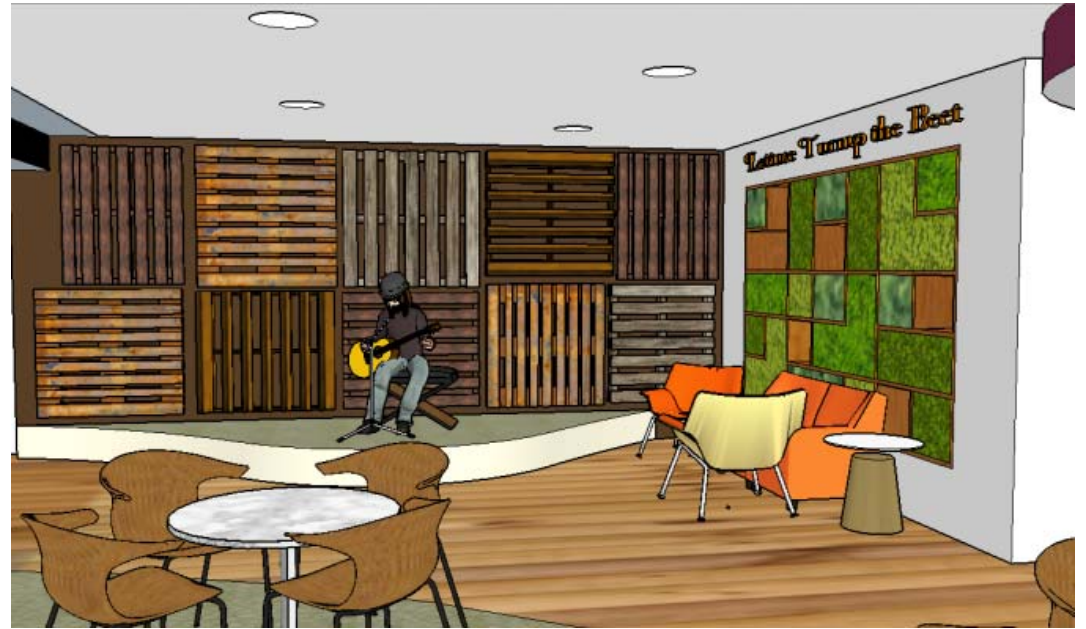
Check-Out



The Fresh Beet Café



Display



Stage



Seating



The Fresh Beet Café



Quiet Seating Area



Booth Seating



The Fresh Beet Café



Finishes, Furniture & Fixtures

The Fresh Beet Café

Group 3

“A New Leaf Cafe”

Student Team:

Jennifer Devereaux

Kara Carter



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A New Leaf Café Concept

Our design features the colors, textures and the bliss that an individual experiences while being in the presence of a garden. We were inspired by the color of vegetation and our goal is to make the user feel as if they're in an organic environment, ultimately, creating a sense of being in touch with nature.





Rendered Floor Plan



Entrance



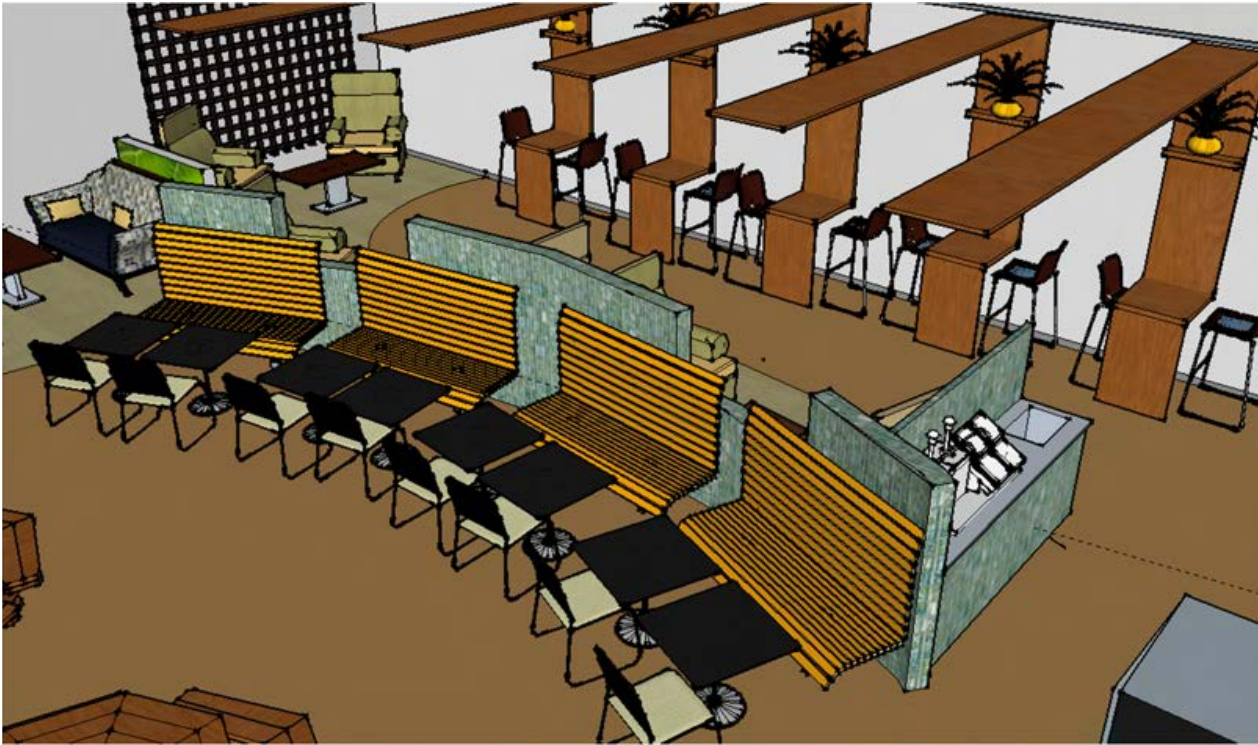
A New Leaf Café



Food Serving & Check-Out



A New Leaf Café

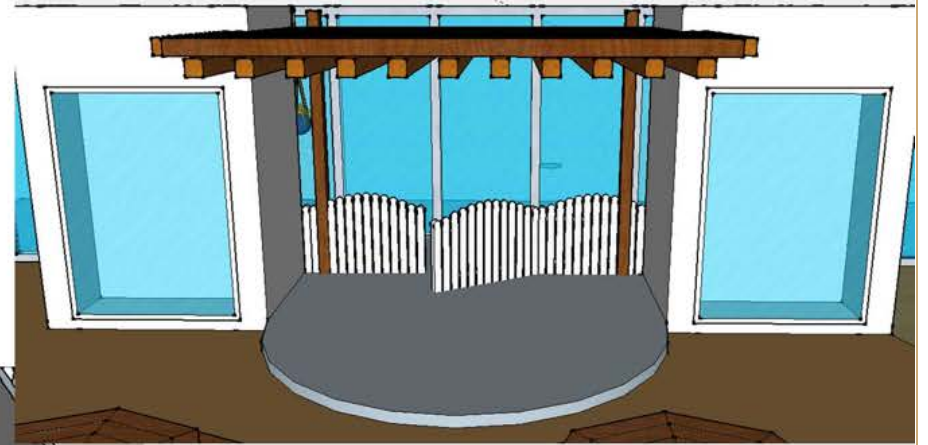


Seating Area

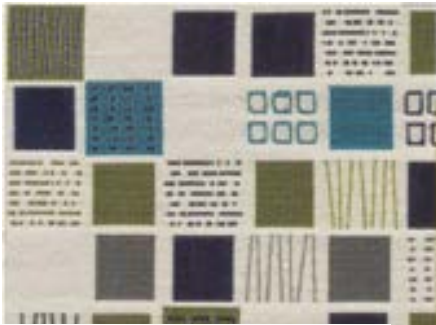


A New Leaf Café

Stage & Seating Area



A New Leaf Café



Finishes, Furniture & Fixtures

A New Leaf Café

Group 4

“Laputa Cafe”

Student Team:

Taylor St. Louis

Wei Xiao



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Laputa Café Concept Statement:

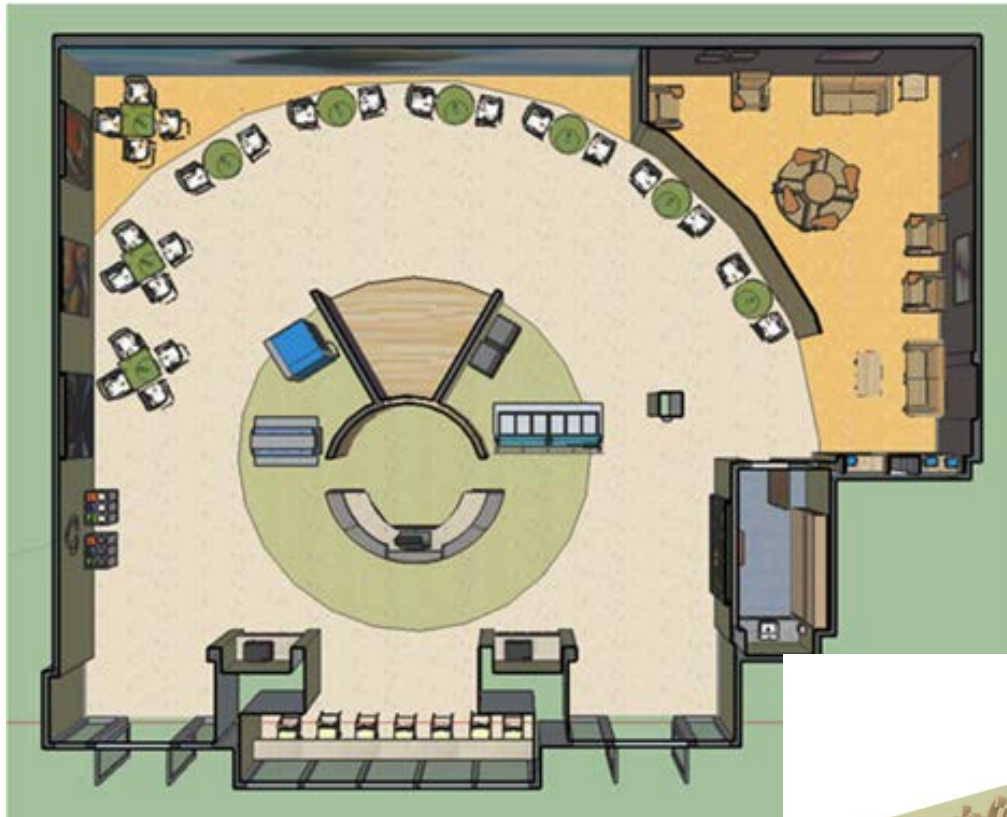
In the Japanese movie Laputa:castle in the Sky, there is a imaginary flying city called Laputa in which nature and high technology live together in peace, a peace shattered later by human violence. The theory of the movie is how humans and nature should live together in harmony, which indicates the idea of sustainability. The movie itself, however, ends with the destruction of Laputa due to human`s violence and greed, but new trees live and grow in the city and there is still hope. The goal of the new cafe, which is sustainability, somehow incorporates with the movie. This cafe will follow principles of the Office for Sustainability at WMU by using locally grown food, encouraging recycling, displaying local art, using sustainable materials, and reducing the carbon footprints as a university. The cafe can be a place where high technology are applied, while the technologies also make it a green and sustainable cafe, where people on campus can enjoy healthy food and drinks without causing trouble to the environment.





Graphics, Branding Solutions

Laputa Café



Rendered Floor Plan

Entrance



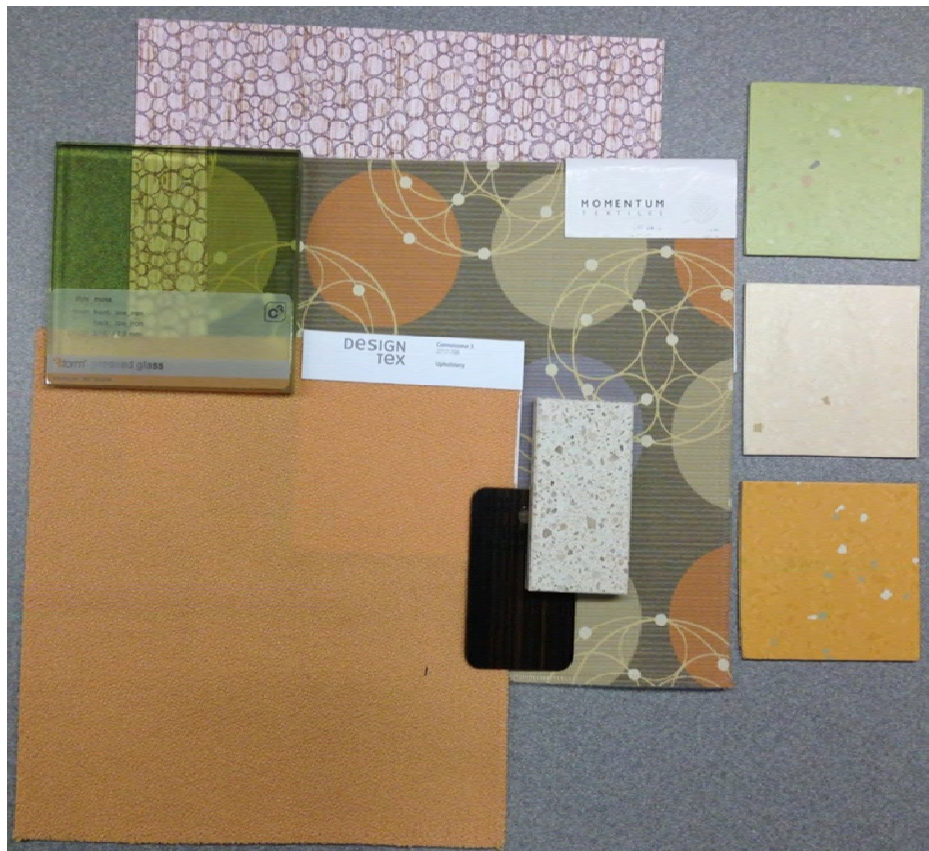
Laputa Café



Laputa Café



Laputa Café



Finishes, Furniture & Fixtures

Laputa Café



Finishes, Furniture & Fixtures

Laputa Café

Group 5

“Arts, Eats, Beats, Cafe”

Student Team:

Kelly Beaver

Lajoia Drake



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Arts, Beats, and Eats Concept

The inspiration for our design came from the Arts, Beats, and Eats festival held in the Metro-Detroit area. Each year over Labor Day weekend the festival is held to showcase art, music, and local food. One of the festival's main sponsors is the Oakland County Parks. The parks and trails was the inspiration behind the visual approach to the café. The rustic interior incorporates raw and reused materials, with a warm autumn color scheme.





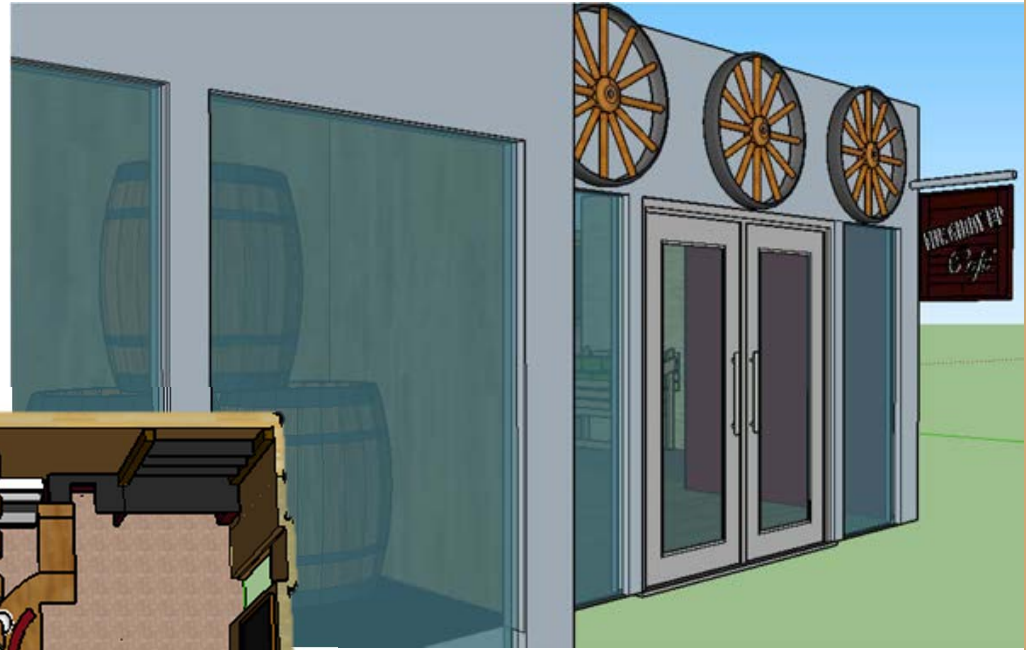
Graphics, Branding Solutions



Arts, Beats, Eats Café

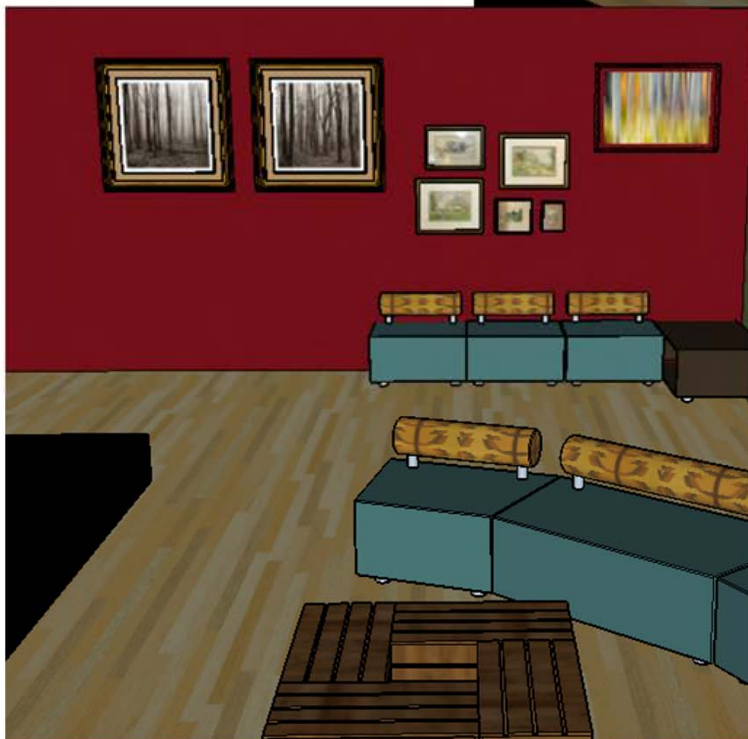
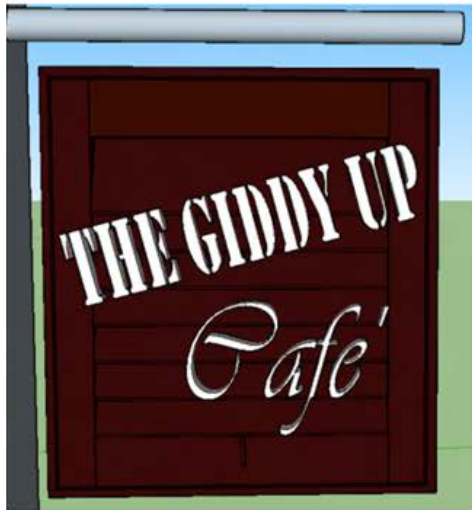


Rendered Floor Plan



Entrance

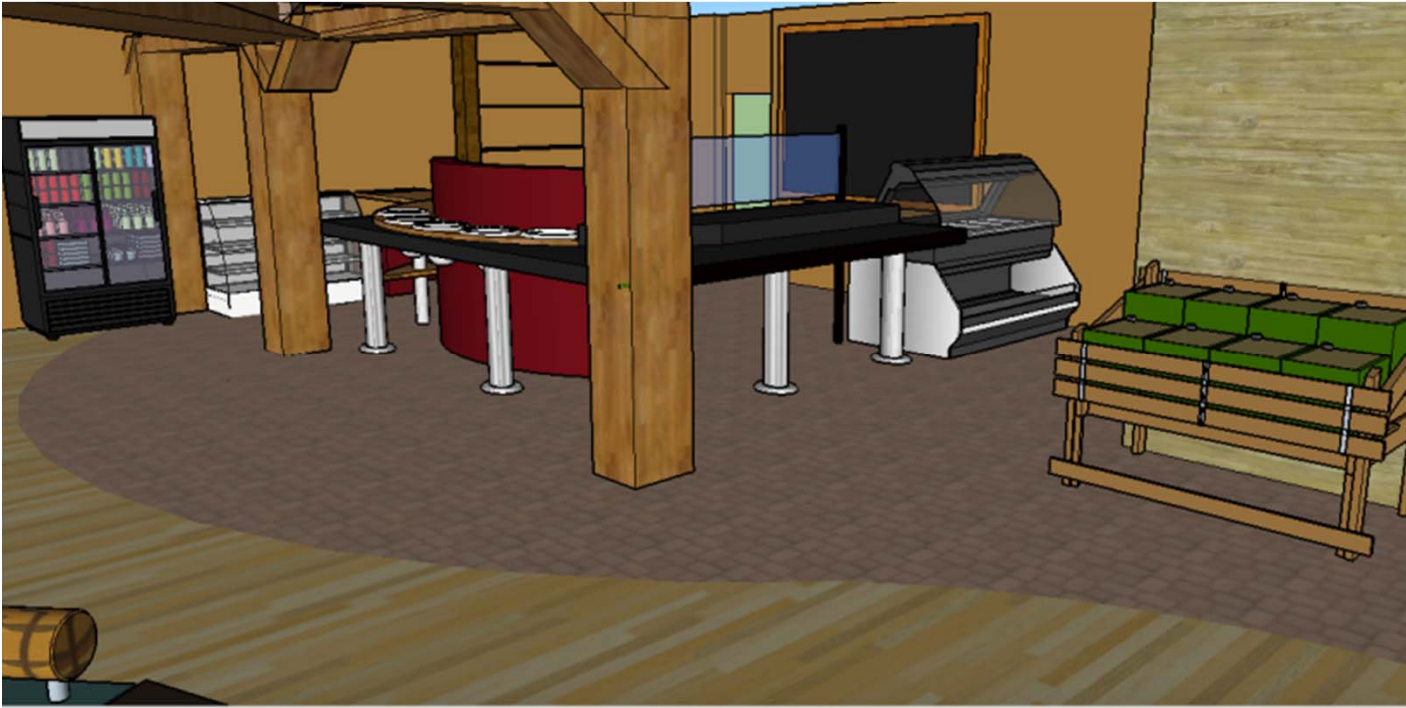
Arts, Beats, Eats Café



Seating Area
& Artwork



Arts, Beats, Eats Café



Food Serving Area & Check-Out



Arts, Beats, Eats, Café



Recycling, Stage, Seating Areas

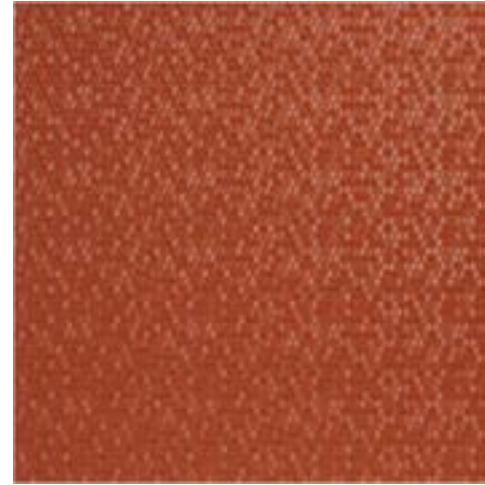


Arts, Beats, Eats, Café



Finishes, Furniture & Fixtures

Arts, Beats, Eats, Café



Finishes, Furniture & Fixtures

Arts, Beats, Eats, Café