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Scholarship 2025

93602 Design and Visual Communication

SCHOLARSHIP EXEMPLAR

SITE ANALYSIS

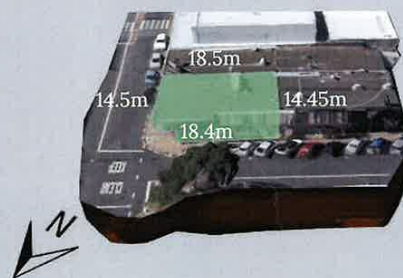
I will be redesigning the cafe in Lake Rd, Takapuna, called 'Centro'. The site is 18.4 metres long and approximately 14.5 metres wide. My site is at the edge (or near) of an intersection which makes it visible on both direction of the road. People can conveniently stop by from a walk in the morning as it is near a beach and just have a morning coffee sips. The sun rises at east and sets at west which is convenient to make a window or an open entrance to allow natural light into the cafe. The car parks might be limited but it is easy to access as cars come and go because the store that surrounds my site are the stores that many people would not take a long time to visit.

TOPOGRAPHY

SURROUNDING ACCESS

SURROUNDING AREA

-  Car parks
-  Site
-  Sun Path
-  View from site
-  Main Road



Closer perspective on the **east** side



The look inside of the current cafe



Closer perspective from the **north** side. As you can see here it's in the edge of the road, near in the intersection.



Faculty of Pharmacy University of Debrecen and Manufacturing Center / Pyxis Nautica

Harmony: This is a harmonious design throughout the exterior and interior which has a very calming vibe

Contrast: The building colour in the right first floor has a great contrast to the white materials in the back of it.

Safety and Stability: This building shows safety and stability as the its materials that was used can prevent some natural disasters like harsh wind.

Movement: The curvy shape that creates movement throughout the building draws the viewer's attention.

THINGS I MIGHT USE IN MY DESIGN:

- The bars that covers the exterior wall which is very decorative feature that enhances the building's visual appeal.
- The interior design (open circular wall)



User- Friendliness: The wide interior layout and walkway makes it user friendly as the users can navigate the area with a wide range of space.

Fitness for Purpose: The wood materials maybe cost when it comes to cleaning but create the space feel more inviting, cozy, and comfortable for the people visiting in.

Harmony: Wood is inherently linked to nature, and using it in a building as a wall/roof helps create a natural aesthetic that brings warmth and texture to a design.

Emphasis: The brown wood texture stands out the most which naturally draws attention and the triangle shape exterior immediately catches the eye providing a clear focal point for the building's exterior.

THINGS I MIGHT USE IN MY DESIGN:

- straight forms
- Large table
- Open area
- Clean aesthetic

RESEARCH

Existing building designs

Durability: These kind of materials (metals, steel and glass provide long-term stability like this kind doesn't easily to rot and resistance to any environmental conditions.

Safety and Stability: The outside post (in the right side image) is kinda not aesthetically pleasing but it provides for stability and safety due to the excess glass.



Unity: The glass and the metal work together harmoniously and it's obvious when you look at it that they are part of the same design.

Efficiency: There are a lot of glass materials almost side by side wall are glass, therefore this building maximize natural light and saves electricity during daytime.

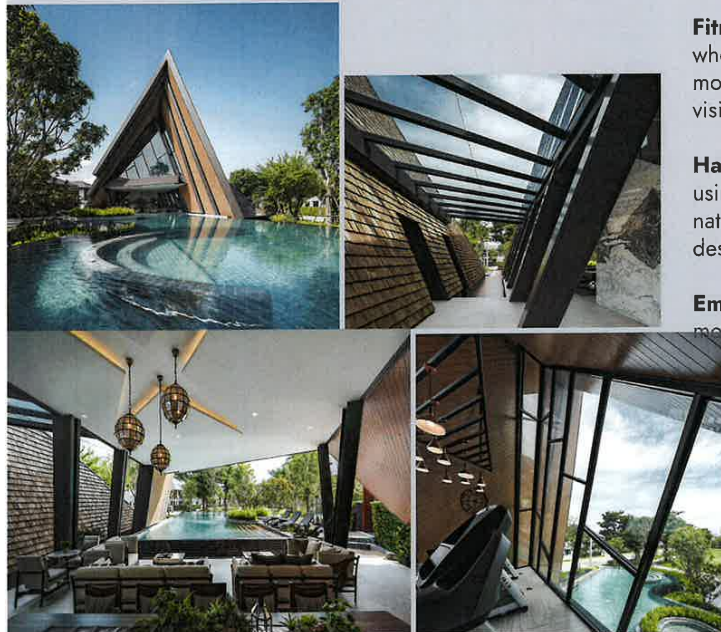
THINGS I MIGHT USE IN MY DESIGN:

- The plants inside which is perfect for a cafe that makes you feel connected to nature even your indoors.
- The glass material

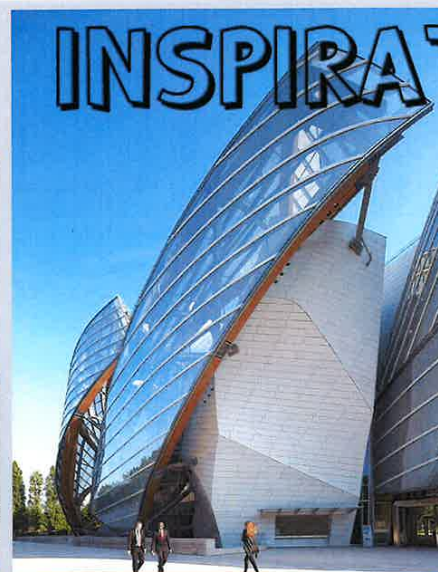
JINS Ohtone Store / Tadashi Hirai Design Studio



Burasiri Pattanakarn Clubhouse / Baiyah Studio



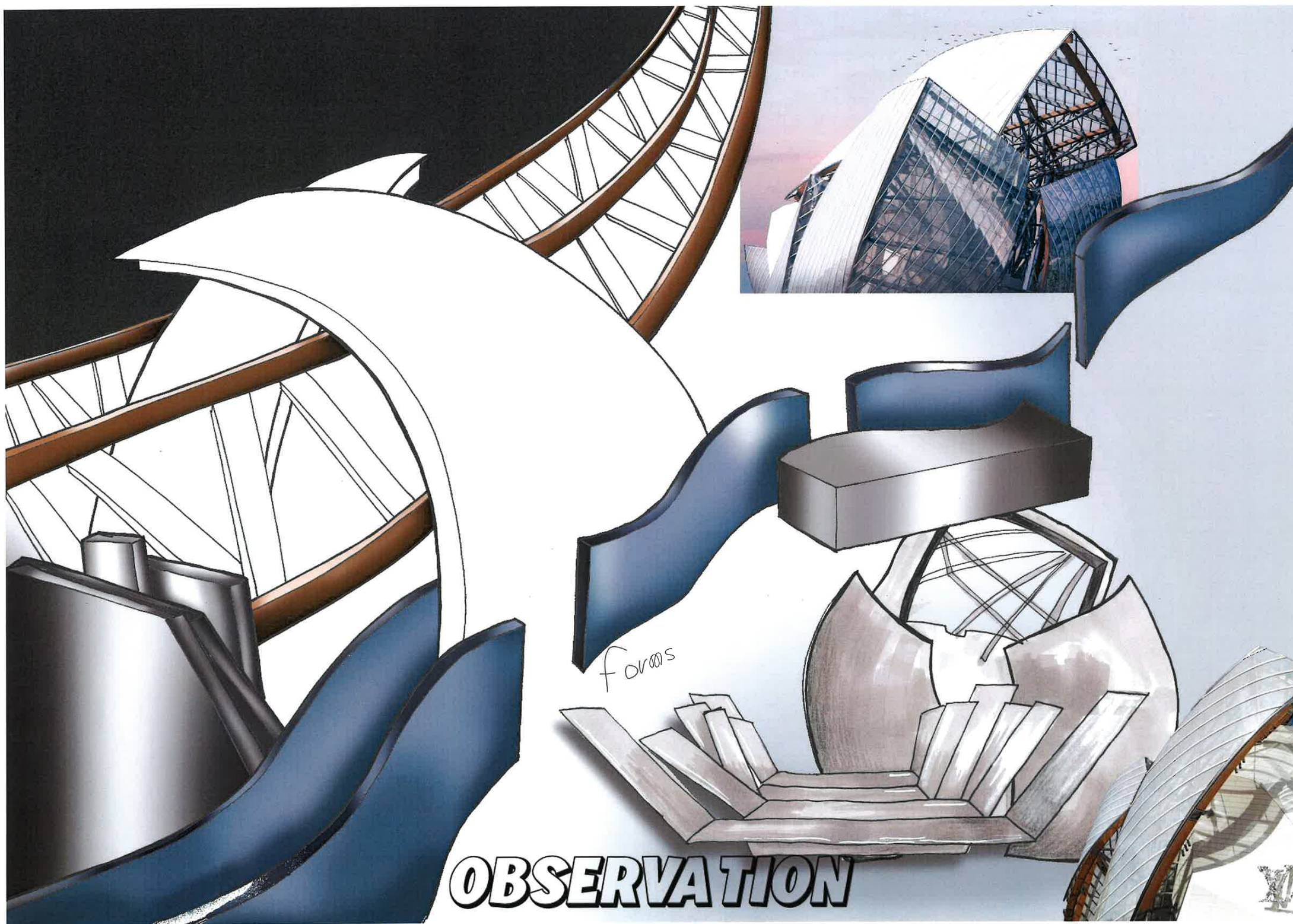
Frank Gehry



INSPIRATION

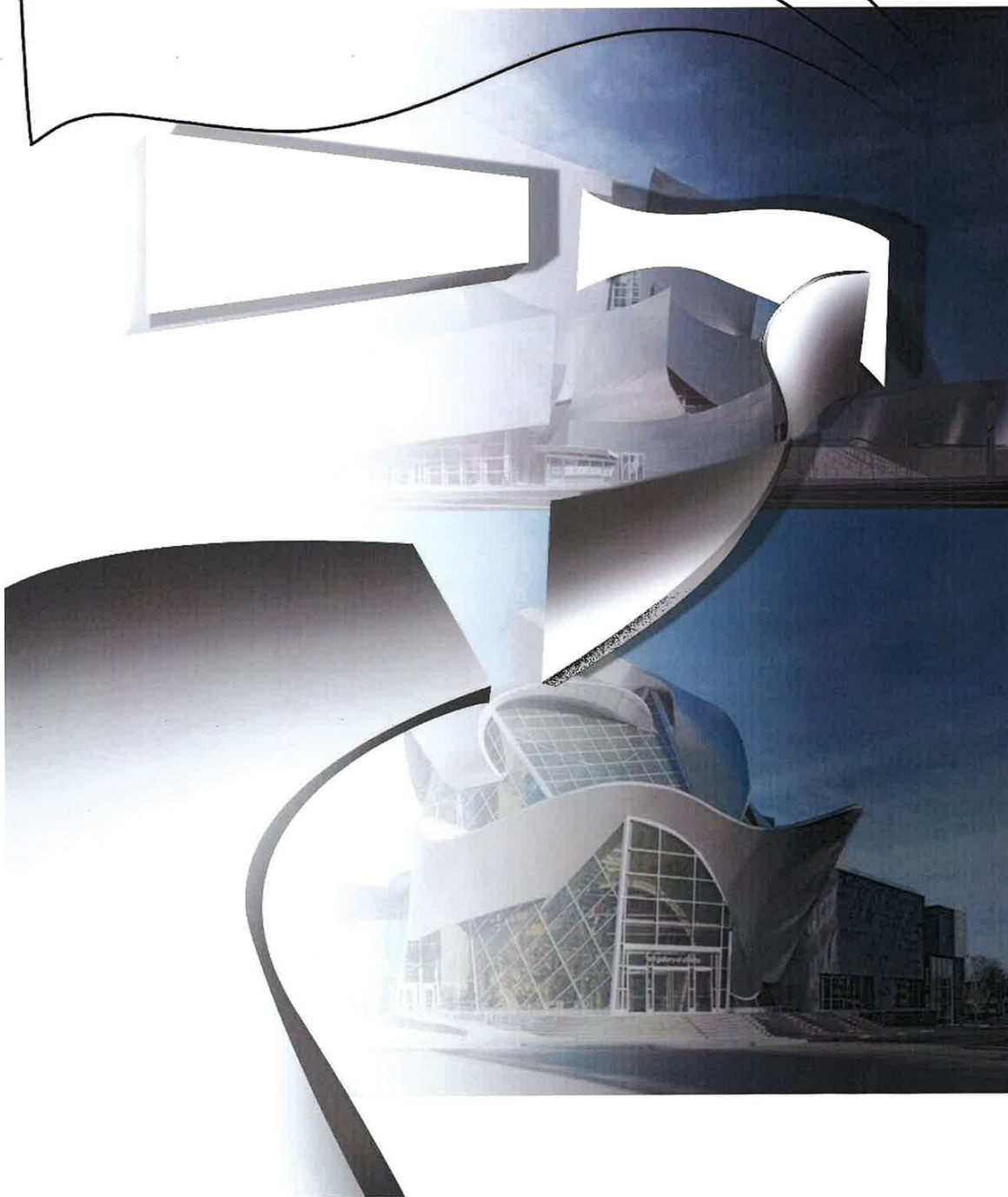


Kea, NZ native bird



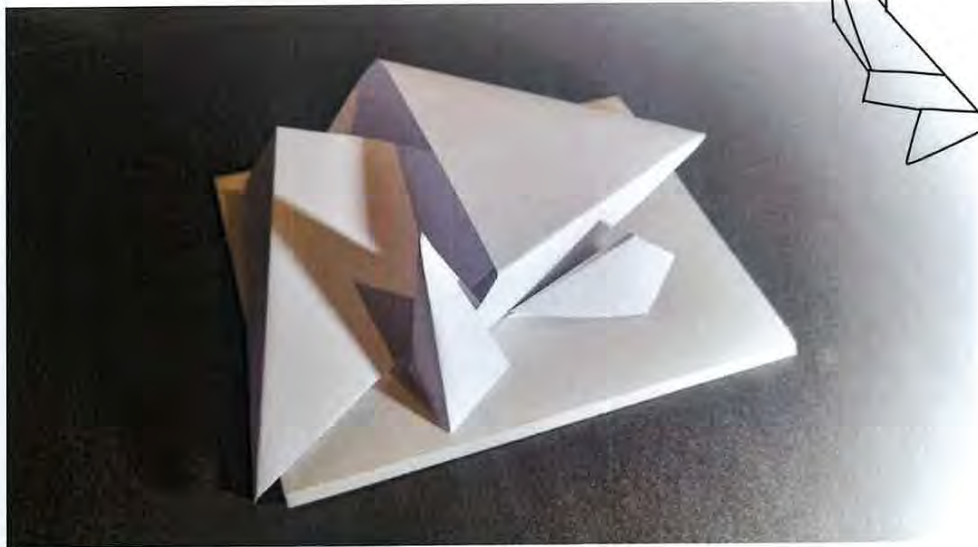
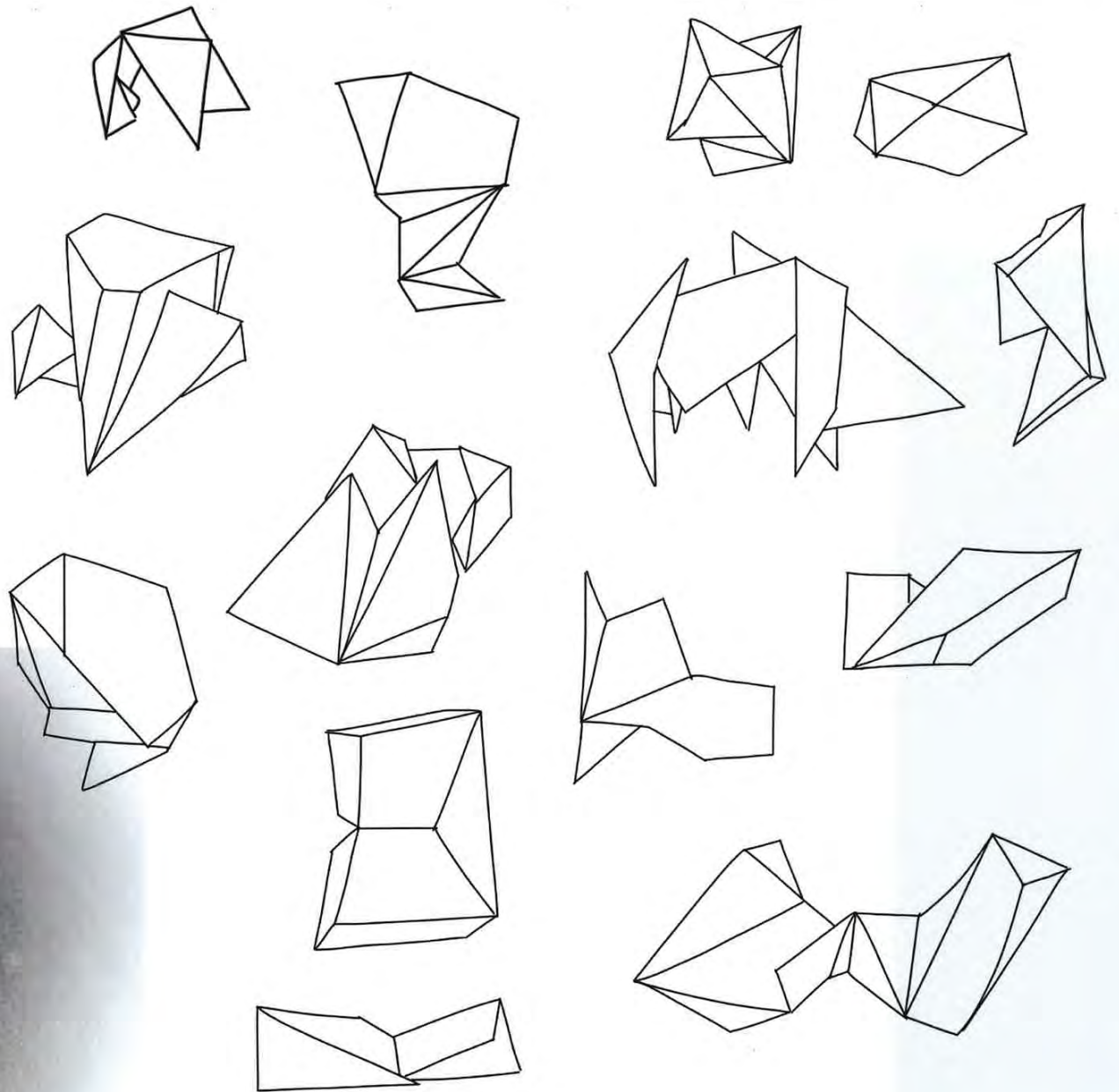
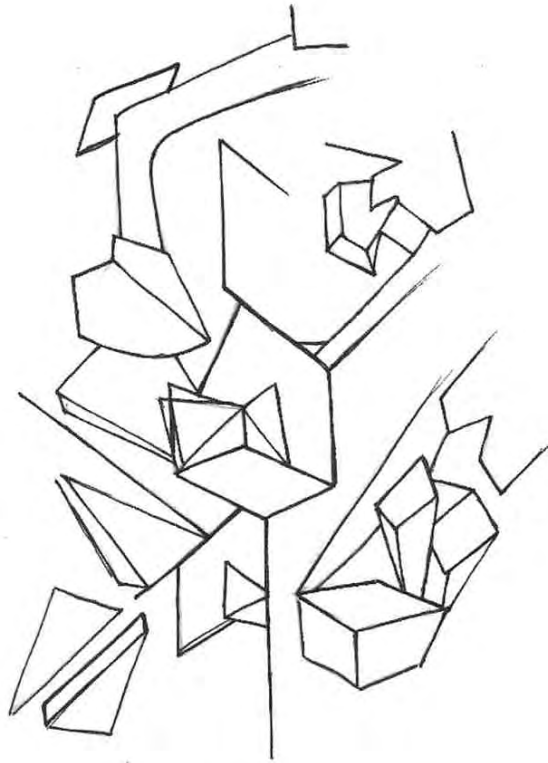
OBSERVATION

EXPLORATION



ABSTRACTION

BROKEN GEOMETRY

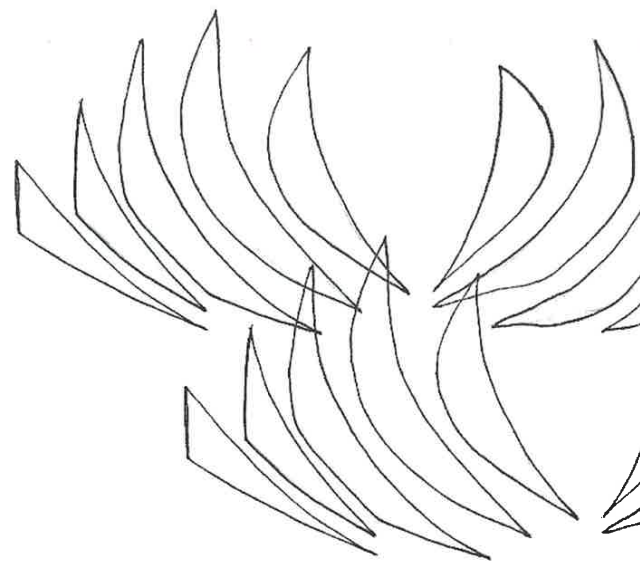
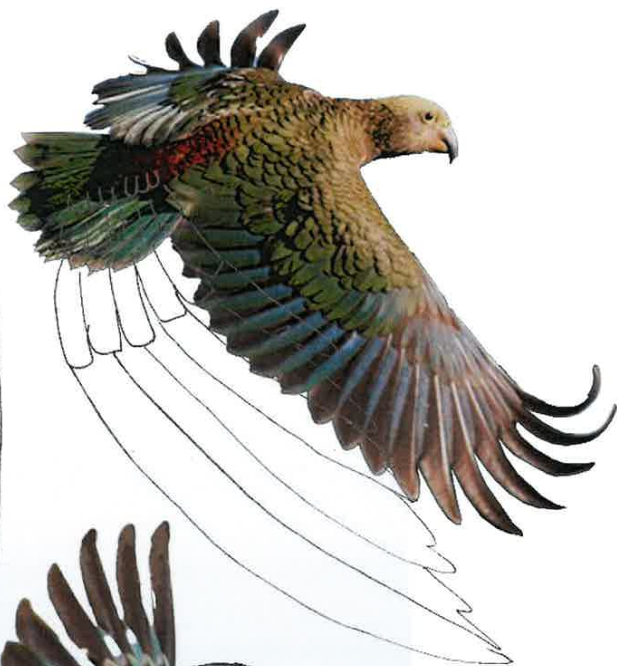
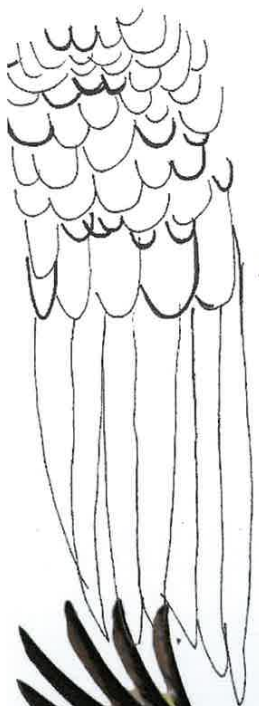
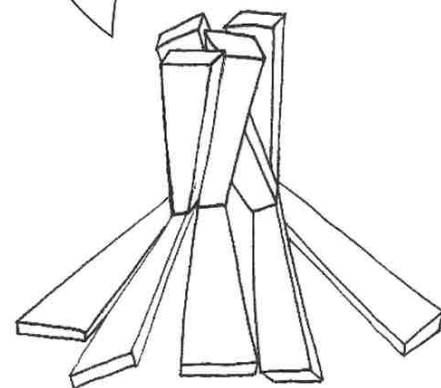
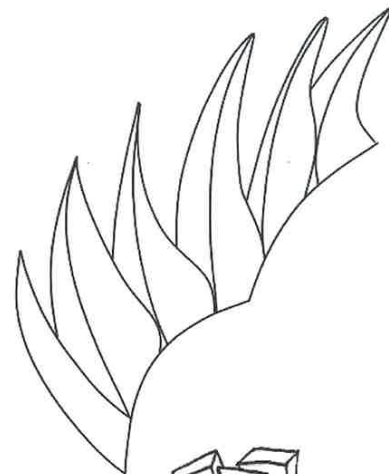
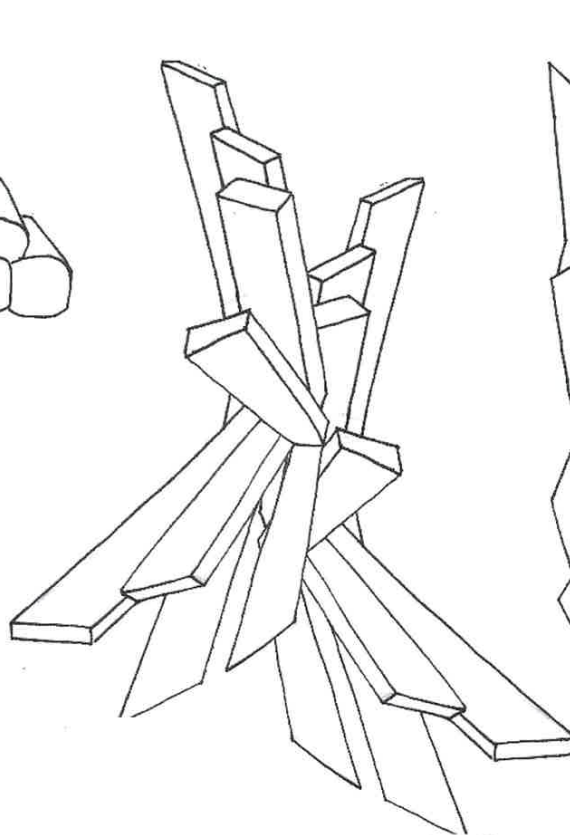
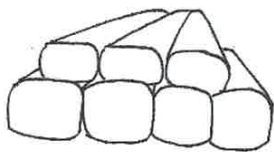
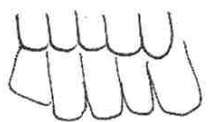


IDEATION
in bird shapes

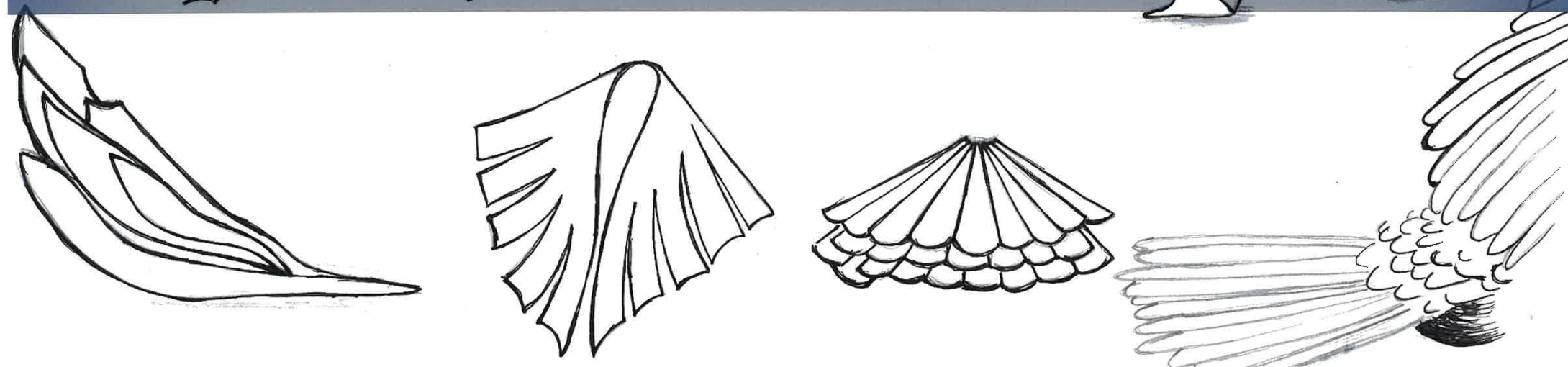
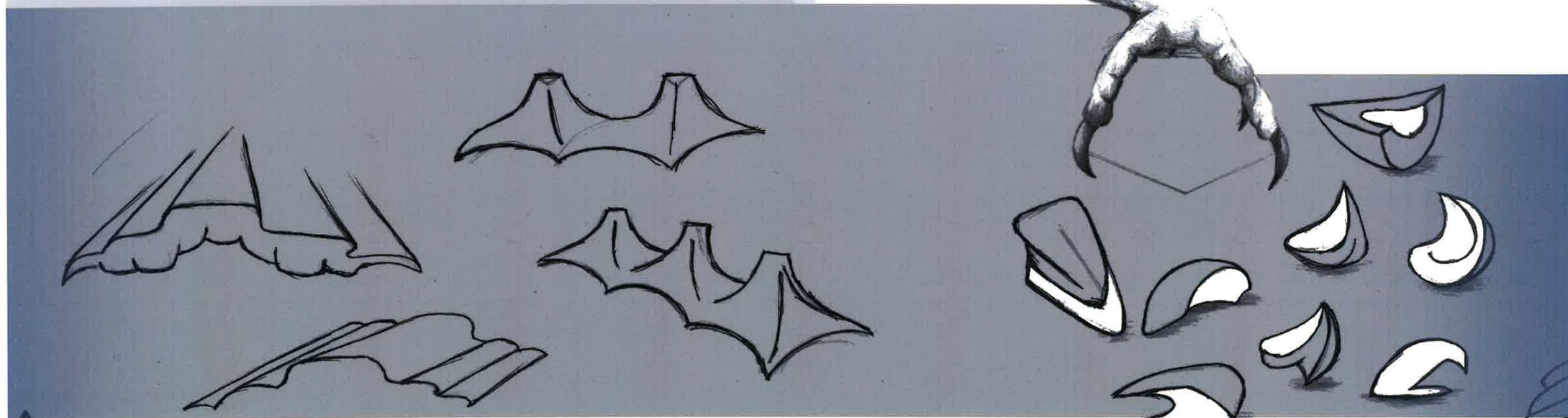
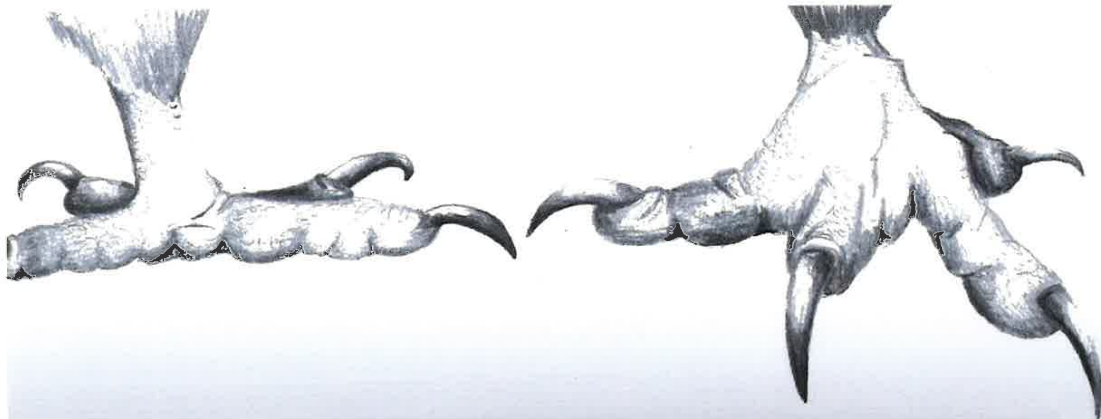


IDEATION

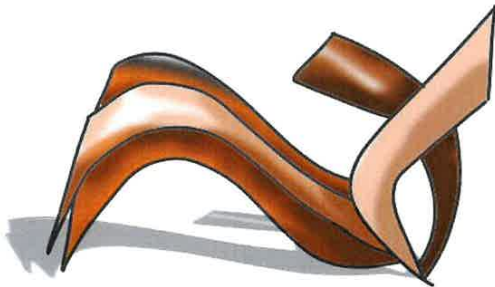
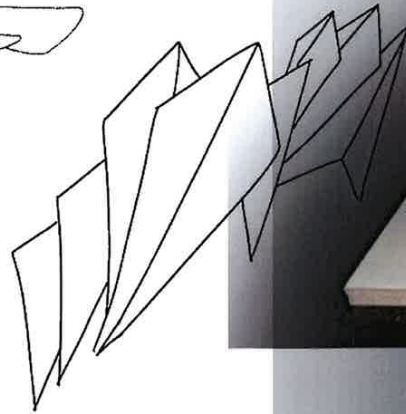
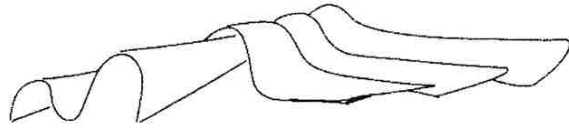
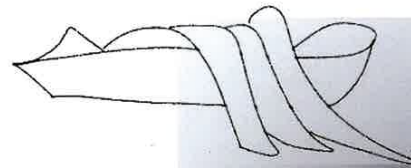
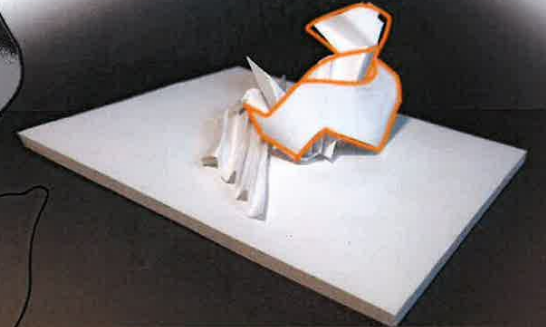
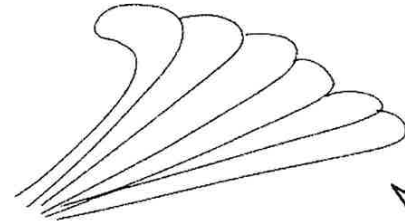
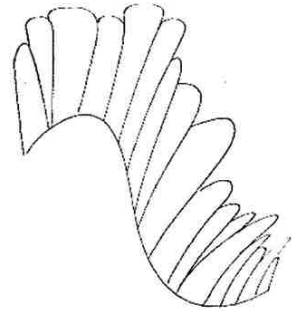
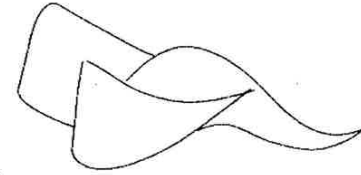
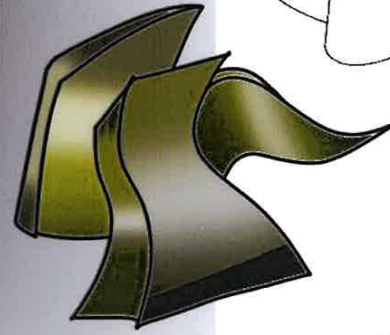
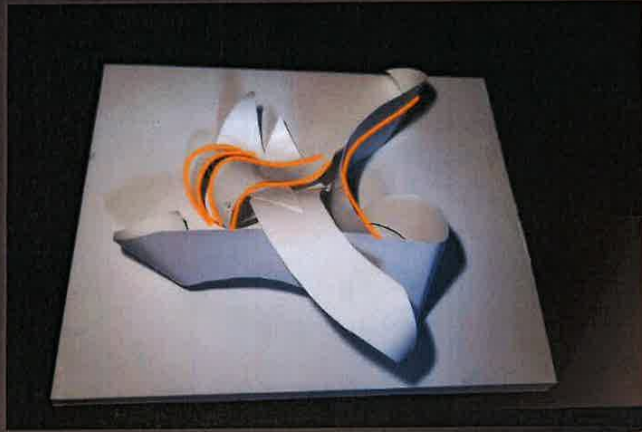
in bird shapes



MORE IDEATION

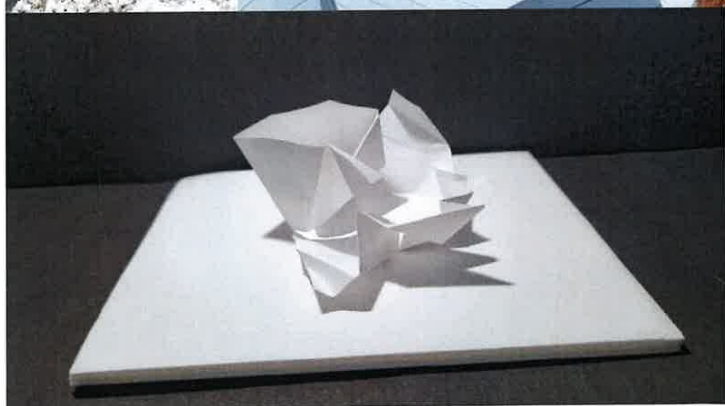
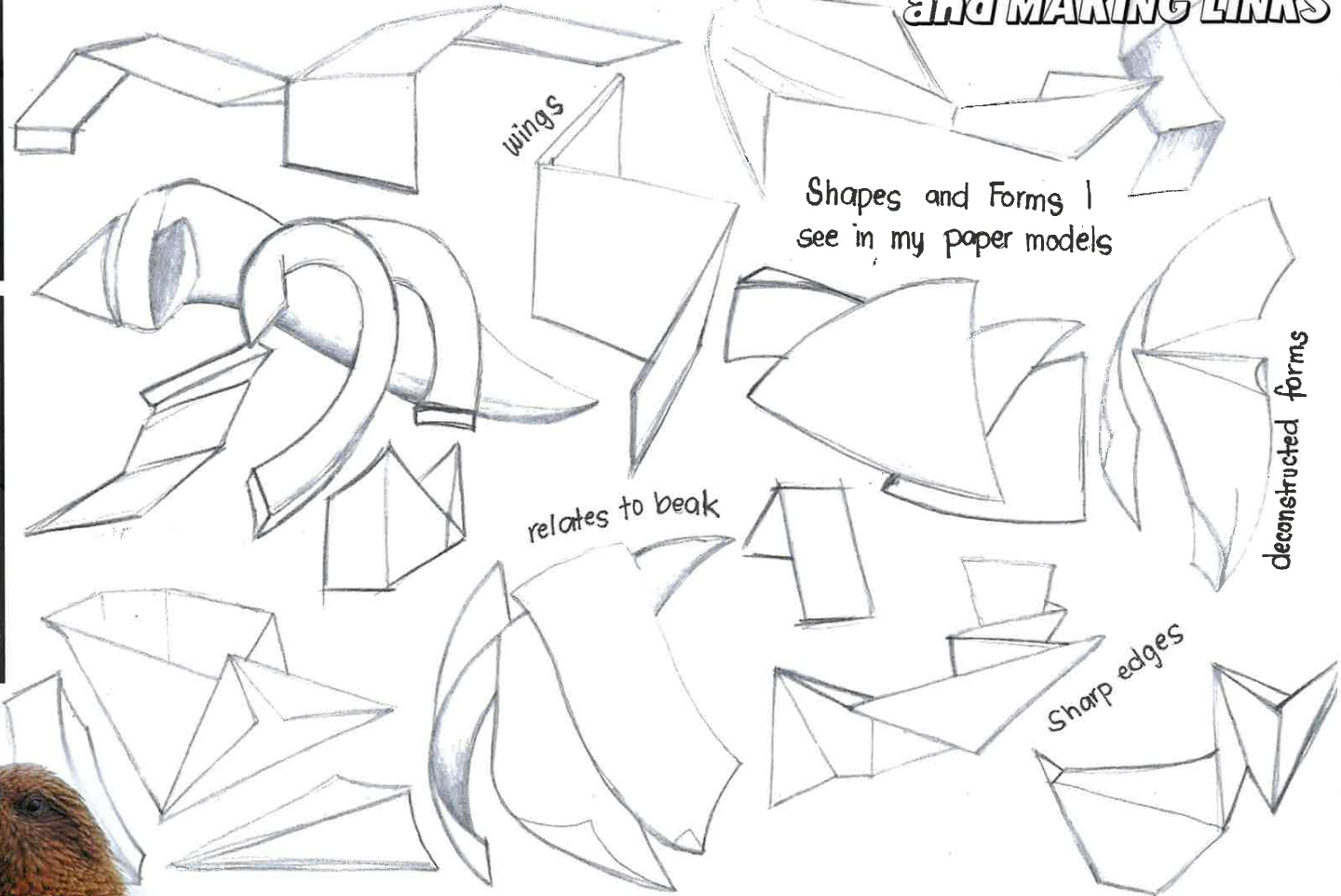
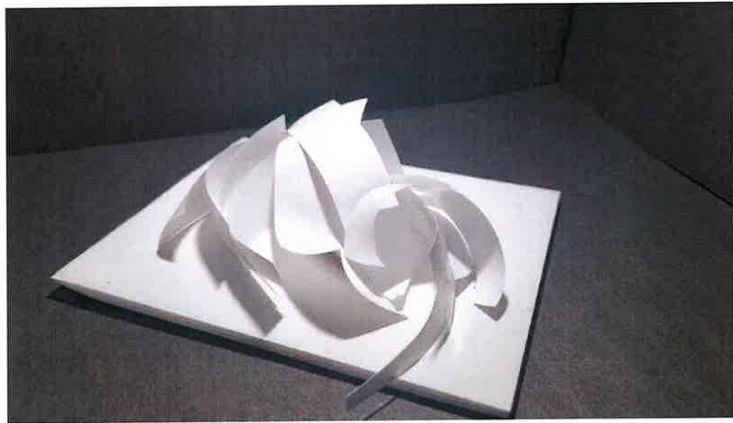
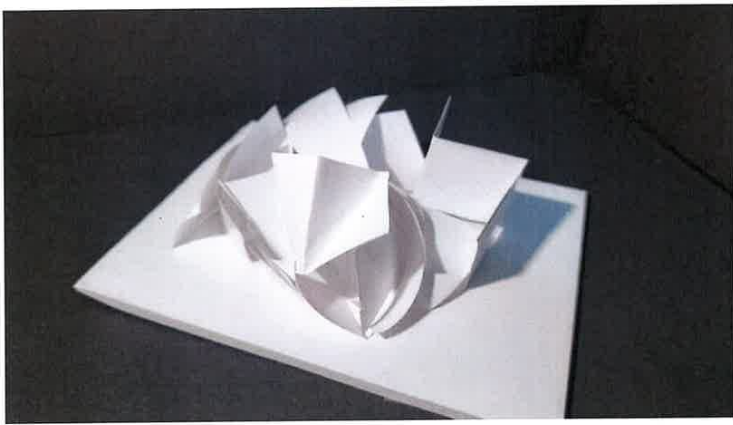


PAPER MODELS

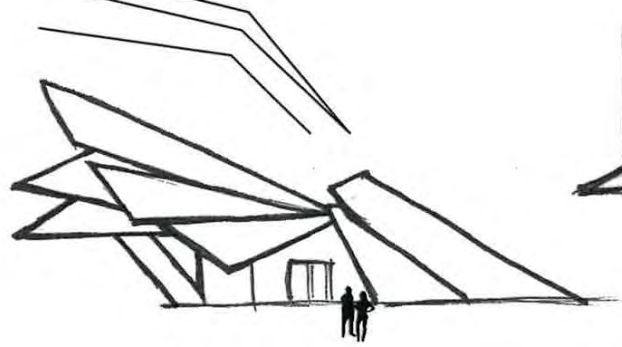


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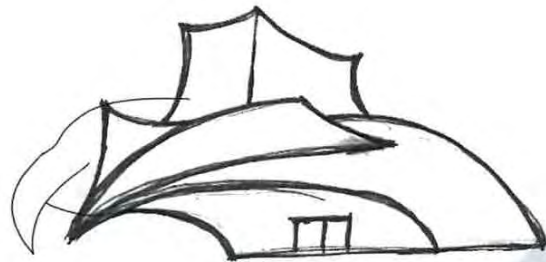
and MAKING LINKS



INITIAL IDEAS (2D)



inspo wings



inspo



inspo



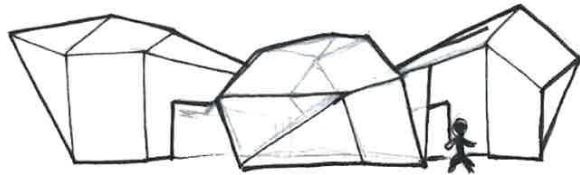
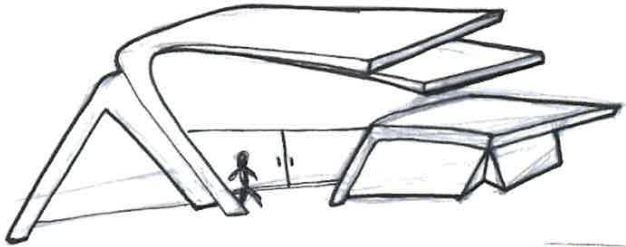
Gehry's style



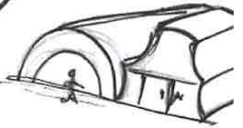
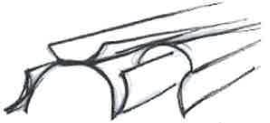
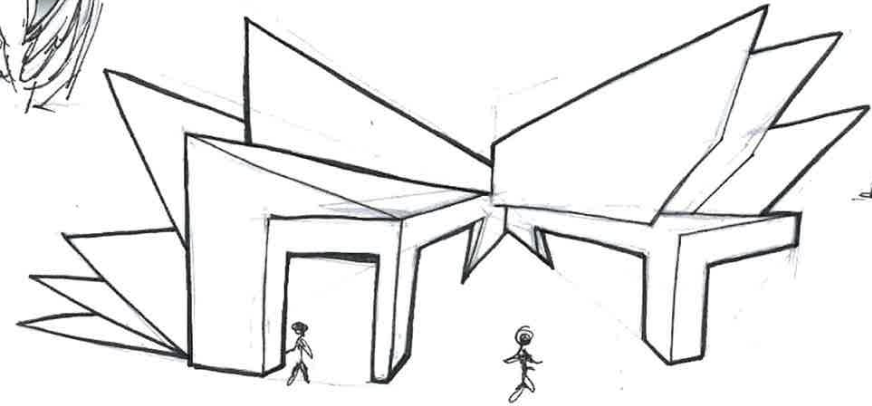
beak

INITIAL IDEAS (3D)

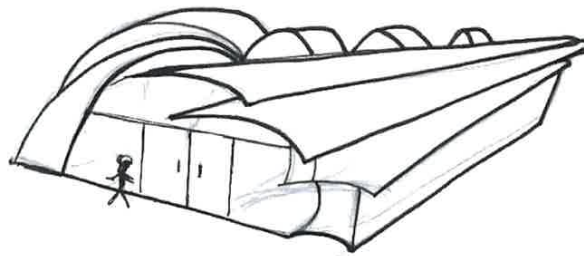
BROKEN GEOMETRY
FROM FRANK GEHRY'S



WINGS

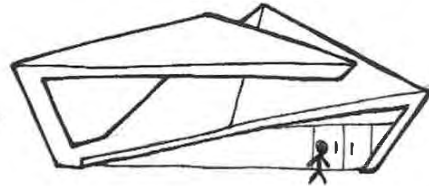
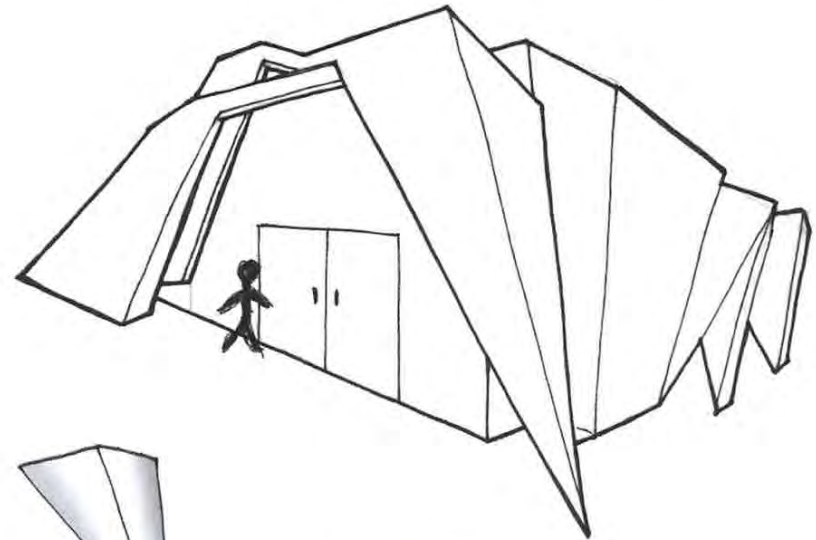
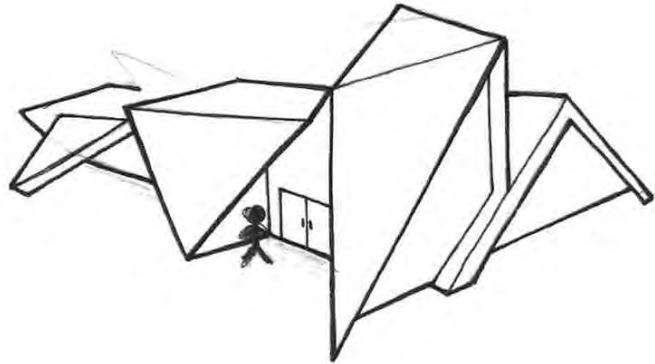


FEET



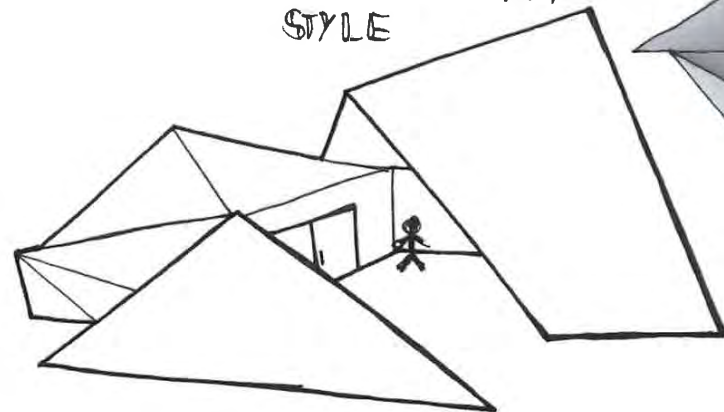
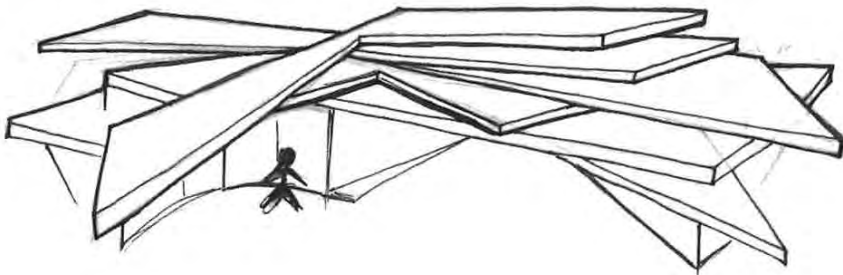
BEAK
SHAPE

INITIAL IDEAS (3D)

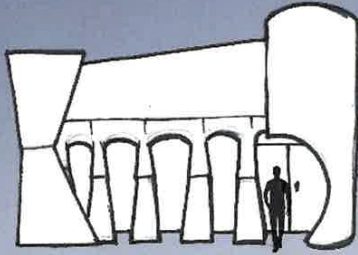


FROM MY
EXPLORATION

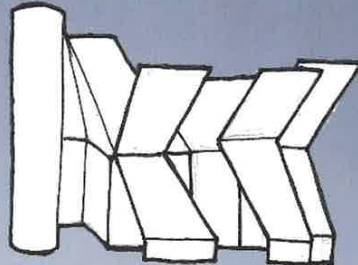
KEA WINGS INSPO MIXED WITH
FRANK GEHRY'S
STYLE



CONCEPT 1

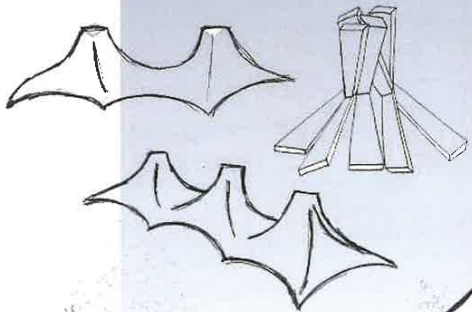


NORTH EAST ELEVATION



NORTH WEST ELEVATION

inspo shape

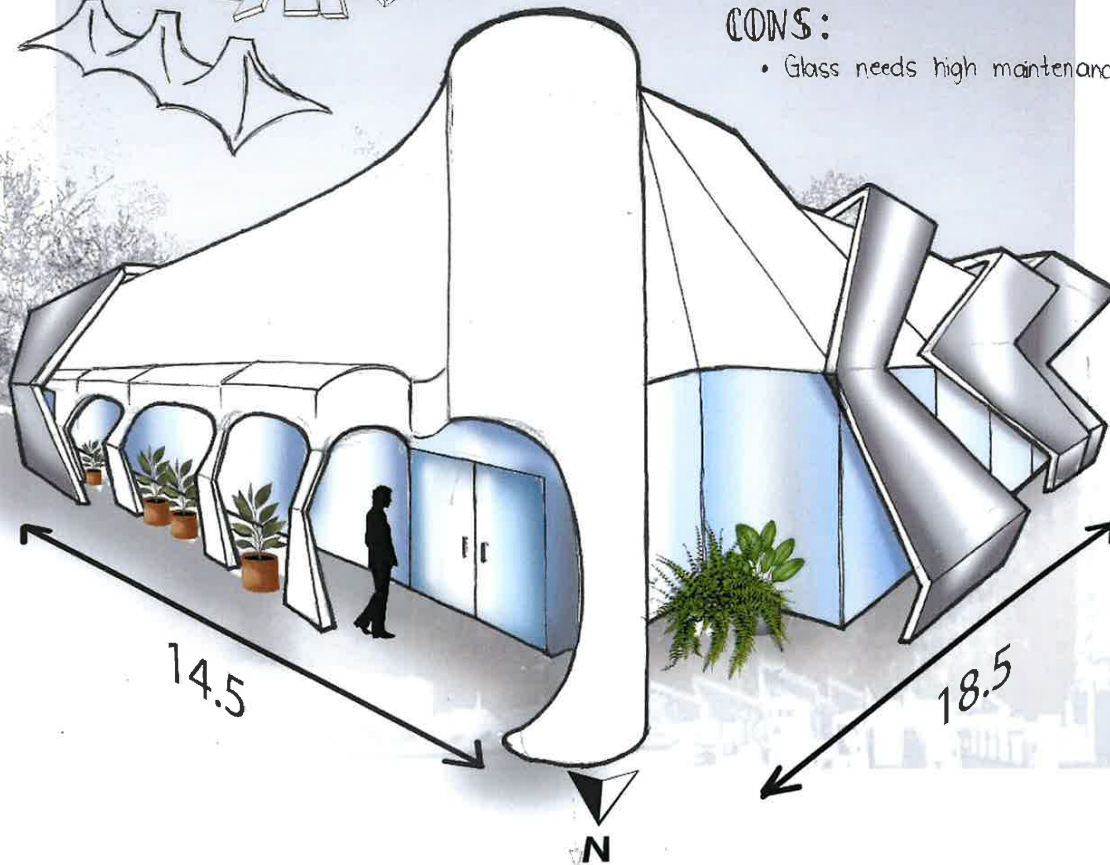


PROS:

- Glass windows allows more natural light to enter the cafe, even when its close during cold times.
- The metal and glass gives the cafe a clean, stylish feel for people who love modern spaces.
- The flowers/greenery around the cafe makes it more welcoming.

CONS:

- Glass needs high maintenance as it easily show smudges.



closer perspective (sketch) into the site

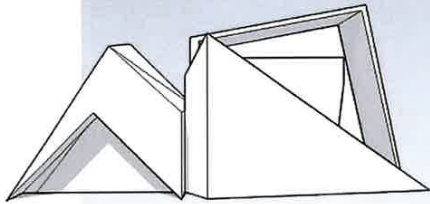
CONCEPT 2

Pros:

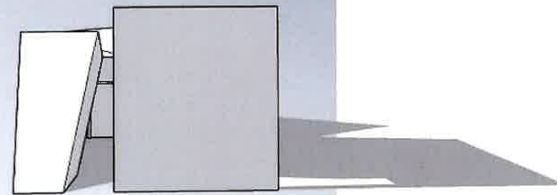
- The materials are all durable when it comes to heavy whether.
- Low maintenance for the materials like (metals and concrete).

Cons:

- The access to this design is kinda hard to find as its hidden if you don't walk towards north west.
- With the materials being metals and concrete, it is blunt looking and don't give the welcoming feeling.

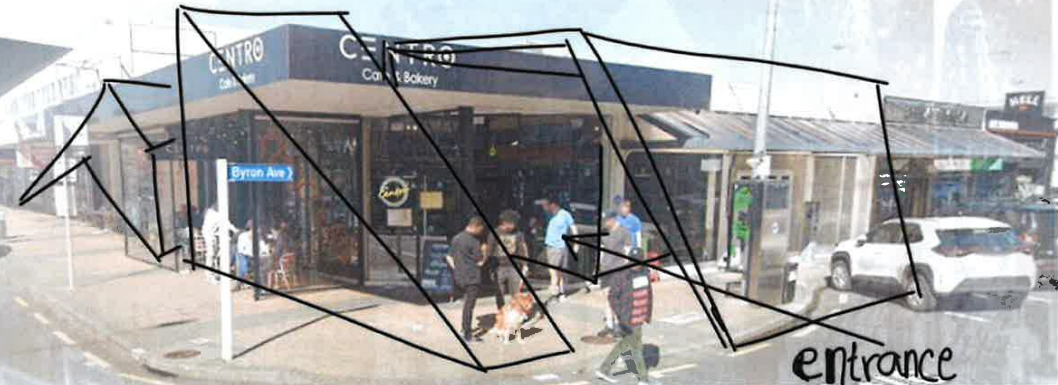
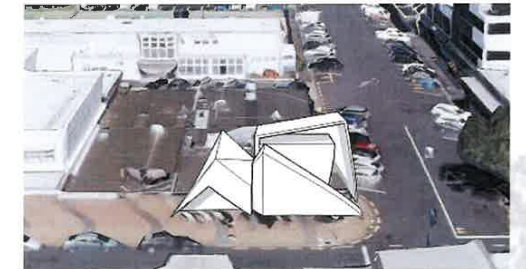
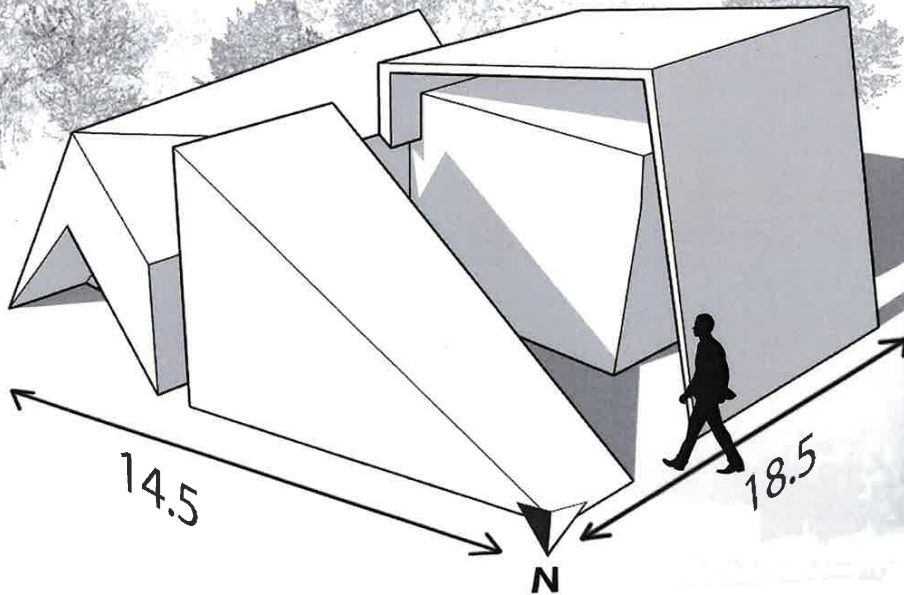
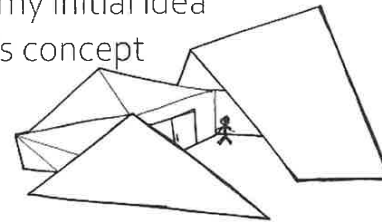


NORTH EAST ELEVATION



NORTH WEST ELEVATION

developed my initial idea
to make this concept



closer perspective (sketch) into the site

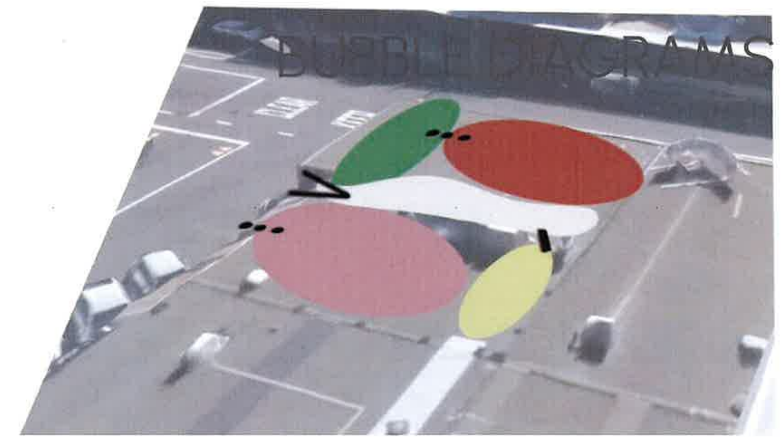
BUBBLE DIAGRAMS

In these diagrams I've thought about the actual space around the site that I have to work around and the flow of traffic and where the entrance, exits is and the walkway to help ensure the design fits well with its environment and functions smoothly.

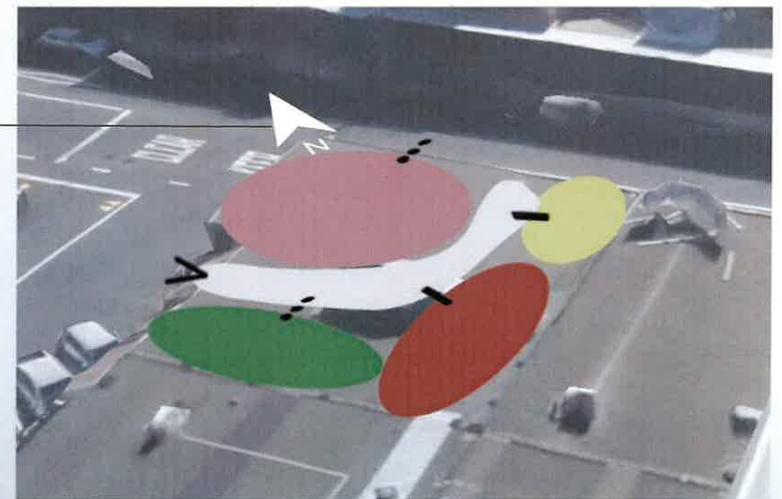
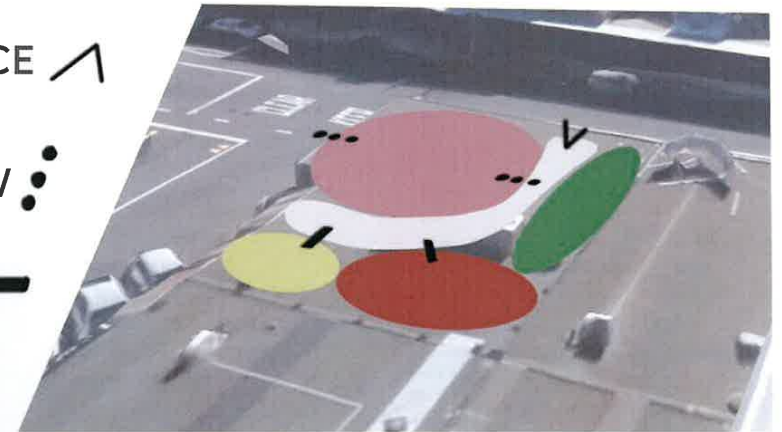
I have placed the main entrance near the parking area to provide convenient and direct access for users. I have also created an open flow between the cafe and the outdoor area to encourage natural flow, improve ventilation, and create a more inviting and flexible space for social interaction and relaxation.



- DINING ●
- WALKWAY ●
- TOILET ●
- KITCHEN ●
- RECEPTION AND STAFFROOM ●



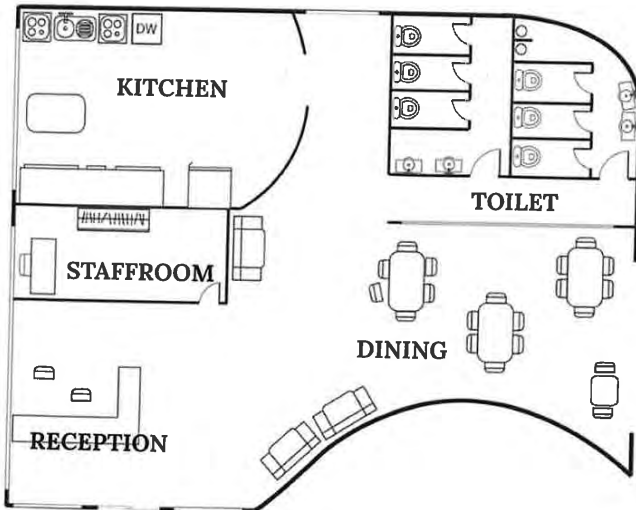
- ENTRANCE ↗
- OPEN FLOW ∴
- DOOR —



FLOOR PLANS

Pros: The reception and dining are close to each other, which allows for smoother customer transitions, quicker seating, and more efficient when it comes to communication between staff and customers.

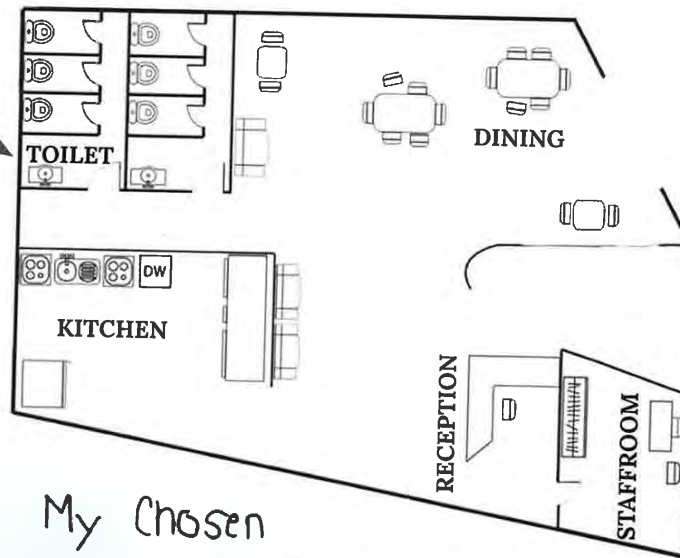
Cons: The kitchen door is located near the toilet entrance, which increases the likelihood of interaction between the waiter and the toilet user when exiting at the same time, in result this can be uncomfortable for customers and may disrupt the flow of service.



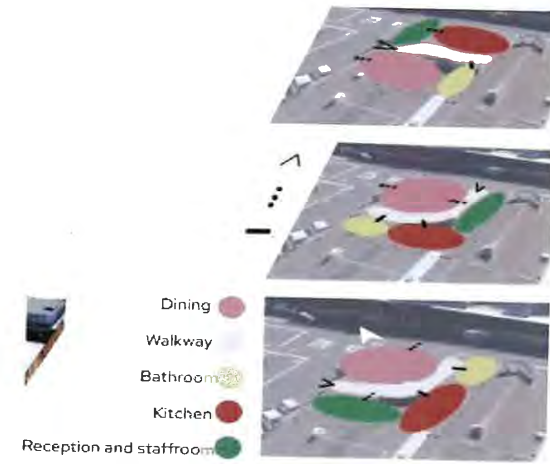
This is my chosen floor plan because it has a good layout, and the toilets are hidden, which helps keep the cafe looking nice and tidy.

Pros: The toilets are hidden which maintain the overall ambiance and privacy.

Cons: There are many toilets, but it contains so much space that the space is a bit tight, which can make it uncomfortable for users.



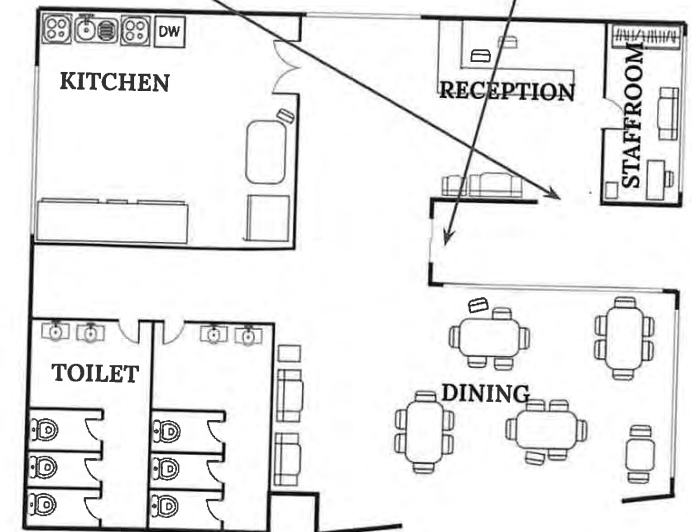
My Chosen Floorplan to develop



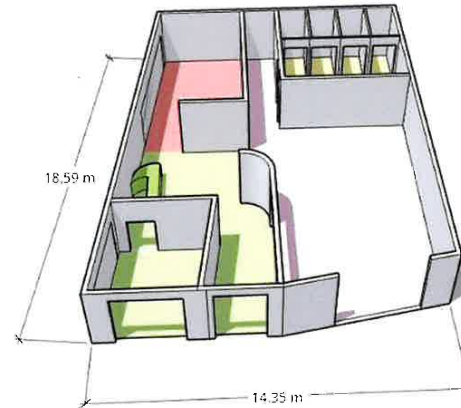
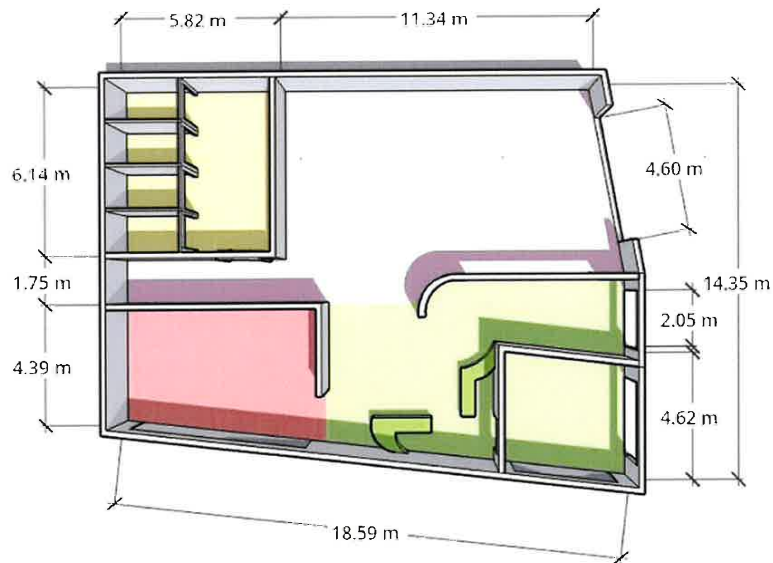
Reference from my bubble diagram

Pros: Kitchen and reception are closer to each other.

Cons: There's a door entrance here which can be a confusion to the customers as there is already a open flow towards the reception.



FINAL INTERIOR LAYOUT



- Dining ●
- Walkway ○
- Bathroom ●
- Kitchen ●
- Reception and staffroom ●



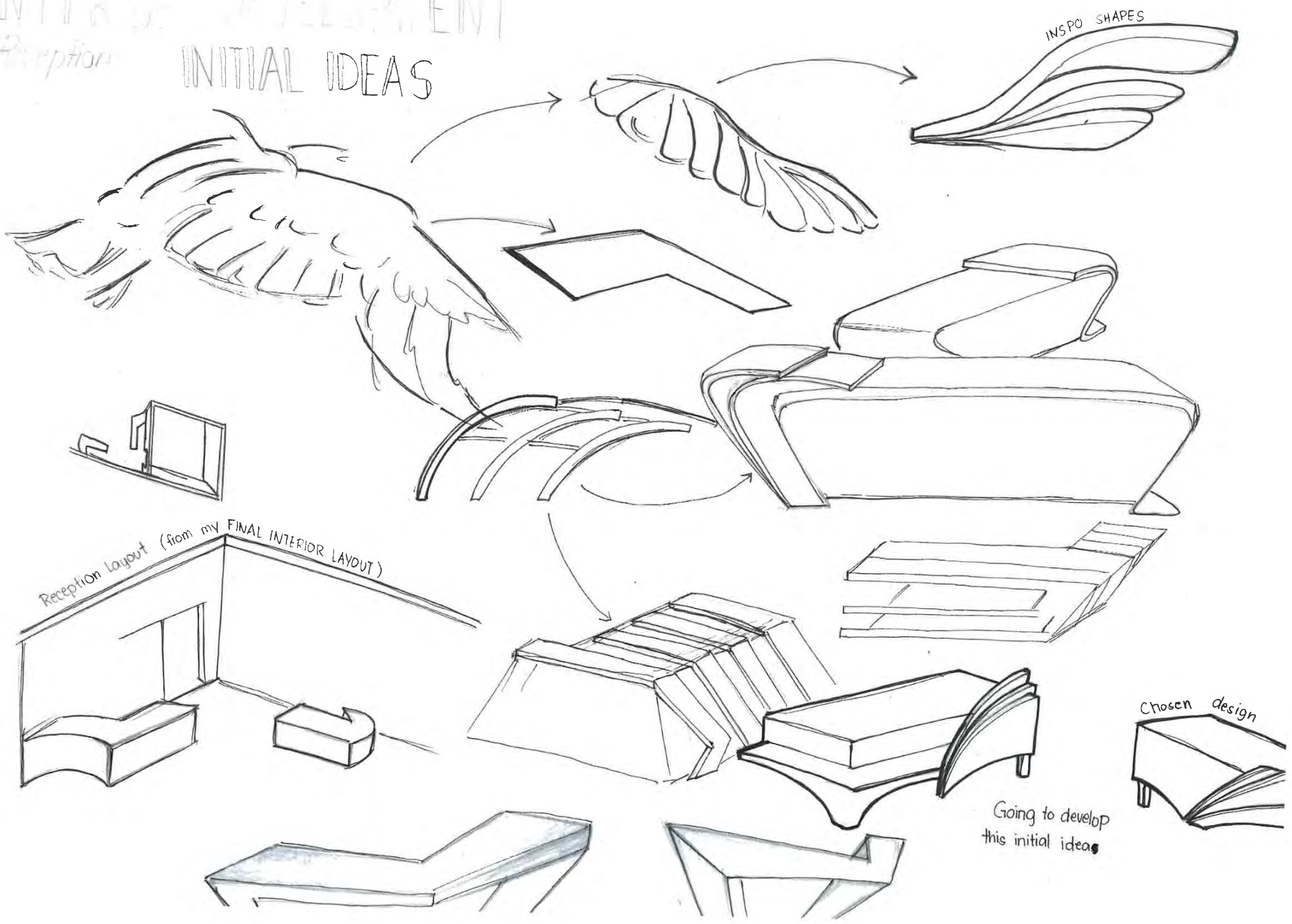
CHANGES I HAVE MADE TO THE FLOOR PLAN

- I redesigned the toilet cubicle to be less and make it more open, making the space feel larger and emphasizing a sense of spaciousness.
- I also redesigned the reception area, where I have put another table facing the current desk.
- I added windows in the kitchen area and in the staffroom to allow natural light inside, improving visibility and creating a more pleasant, healthier environment for both cooking and staff activities. This also helps reduce the need for artificial lighting during the day, making the space more energy-efficient.

INTERIOR ELEMENT

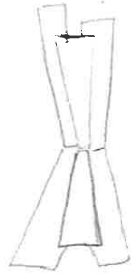
Reception

INITIAL IDEAS

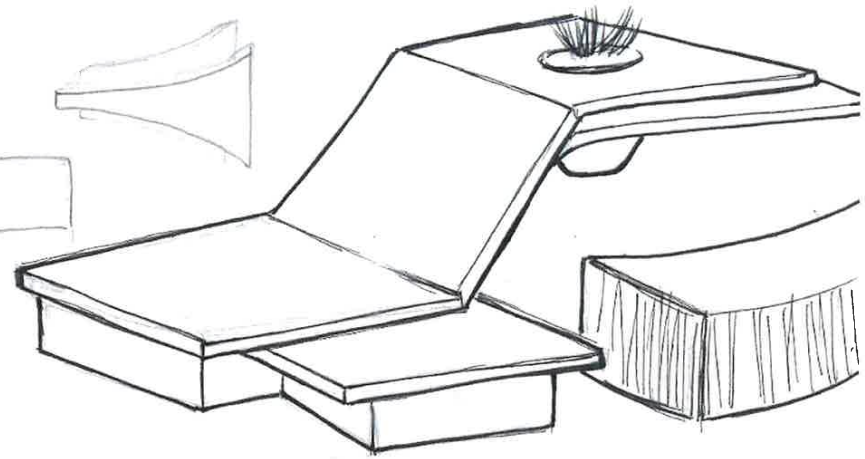
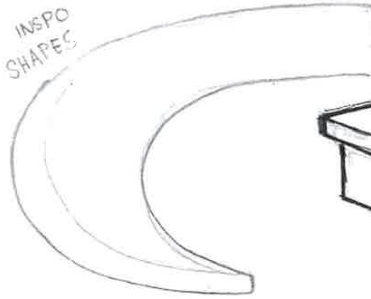


INITIAL IDEAS

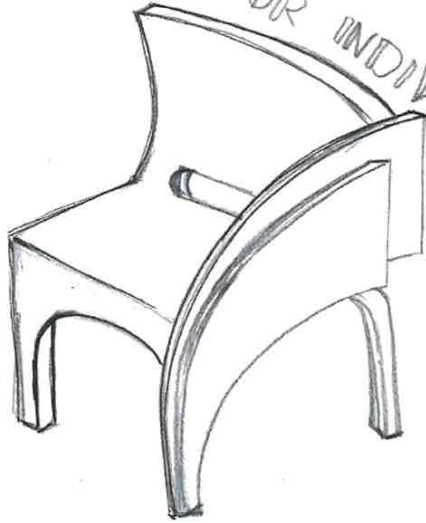
SEATING
&
TABLE



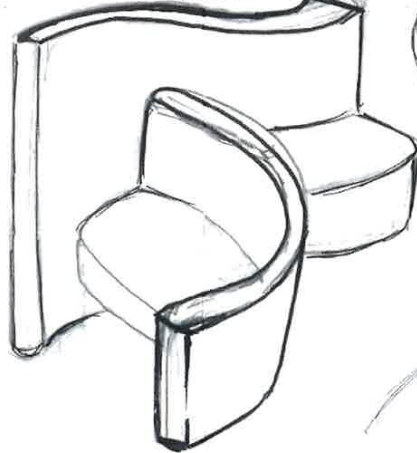
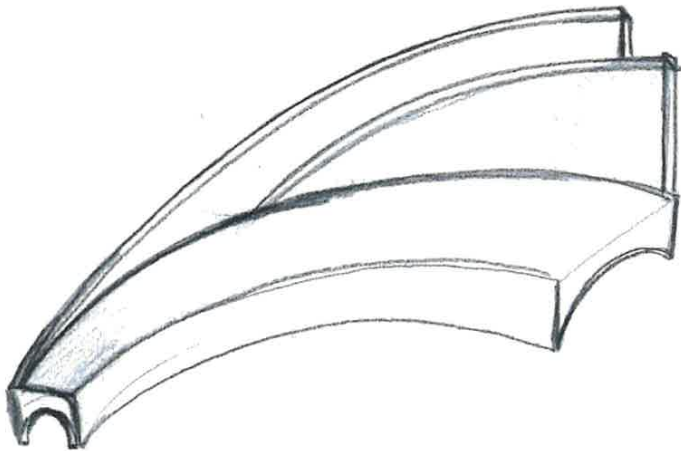
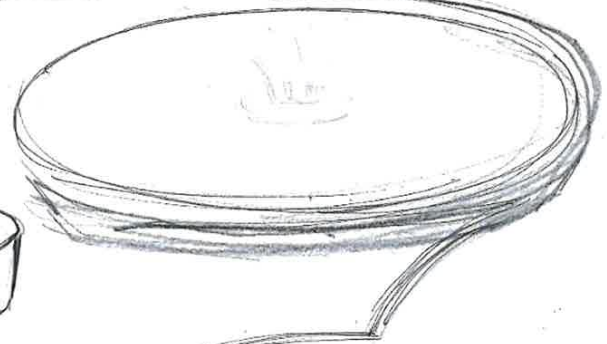
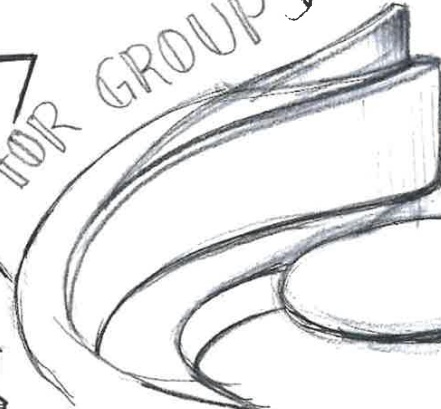
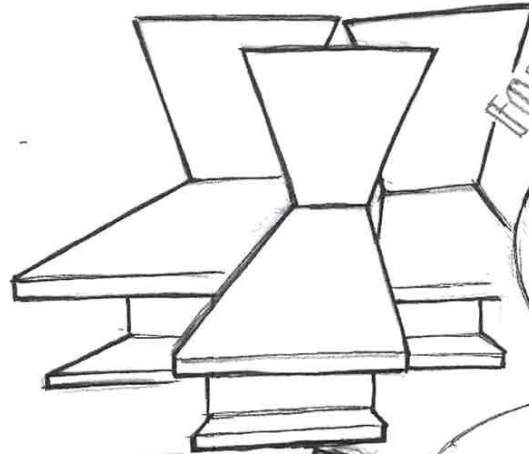
INSPO
SHAPES



FOR INDIVIDUALS



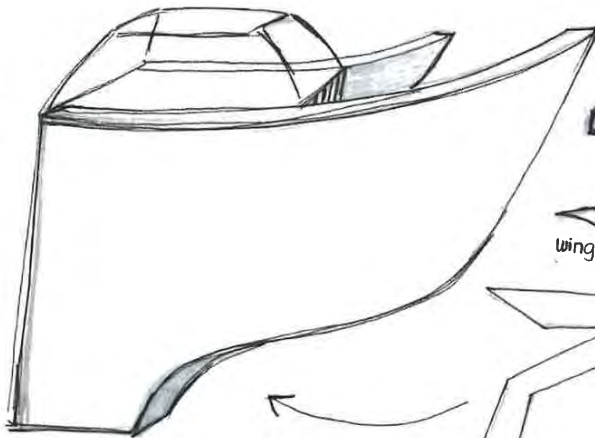
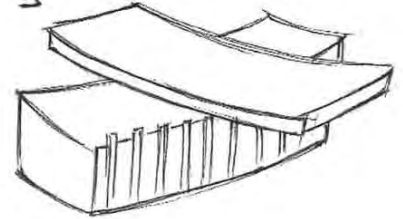
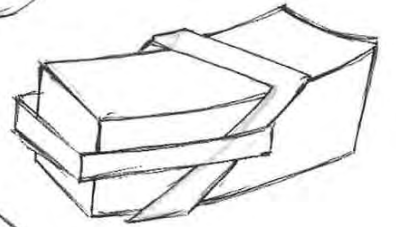
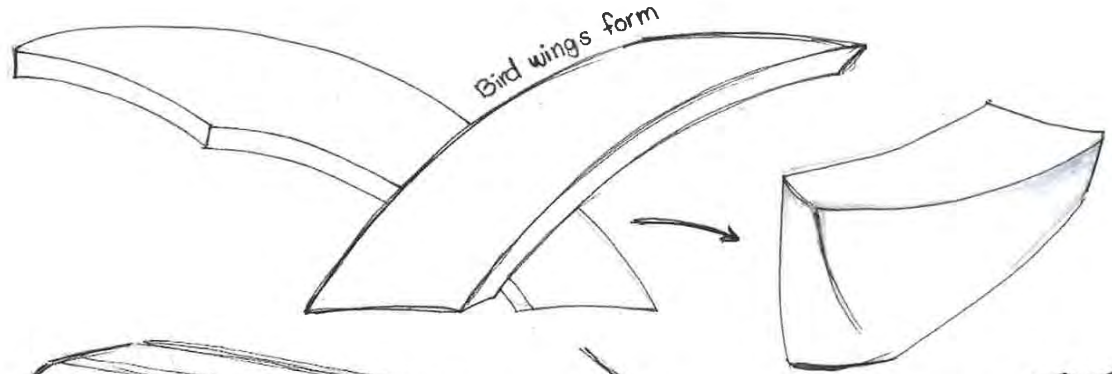
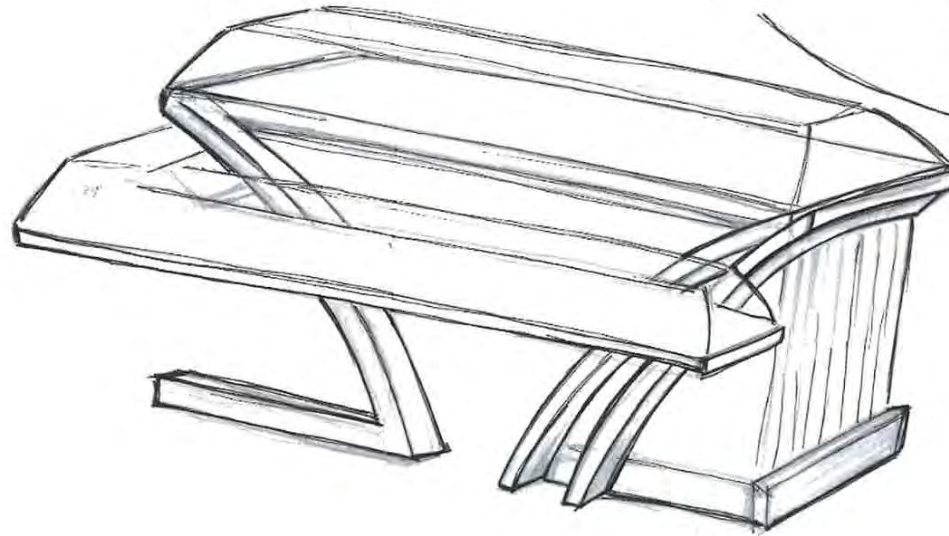
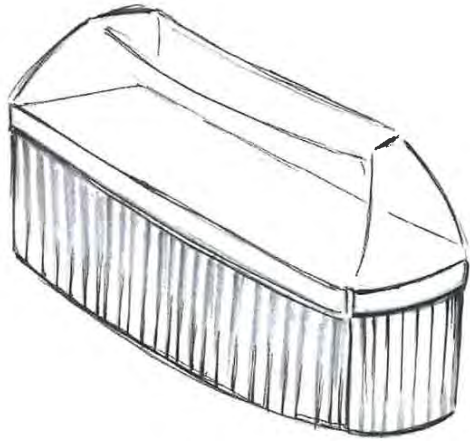
FOR GROUPS



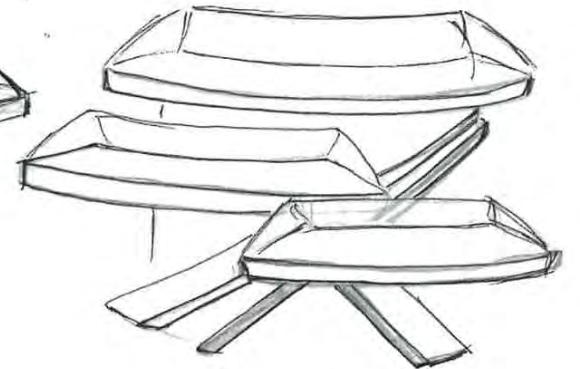
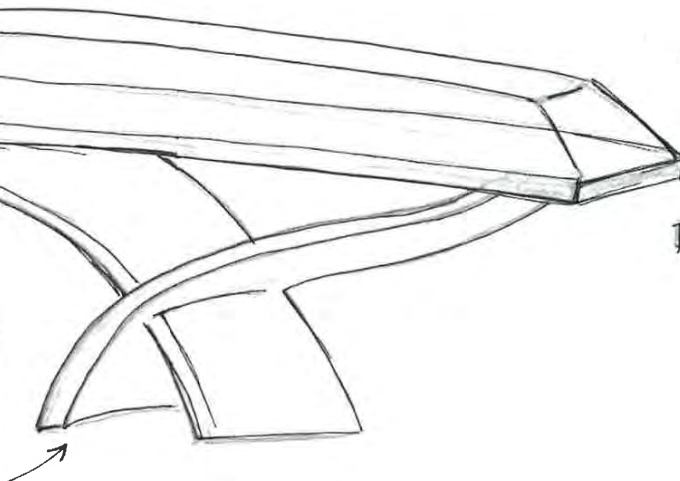
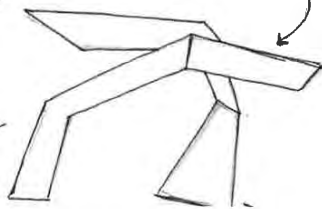
INITIAL IDEAS

SMALL BAKERY

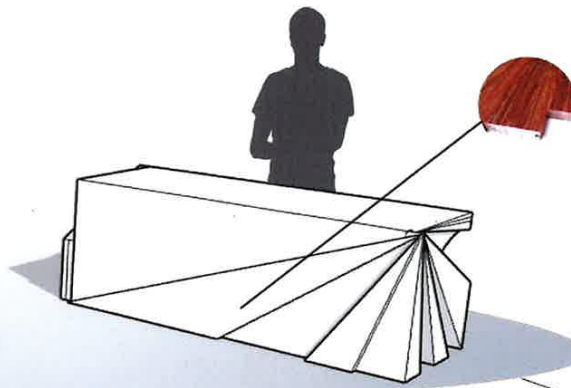
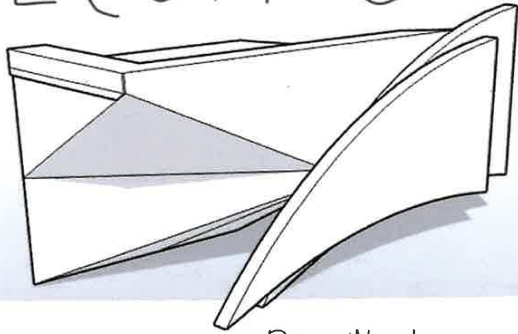
Small bakery to showcase
some menu's like breads
and other sweets.



wing shape



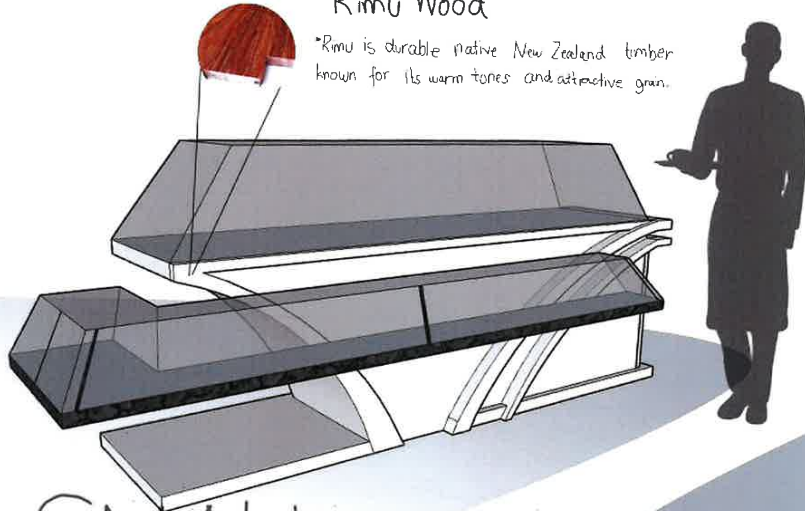
RECEPTION



INTERIOR REFINEMENT

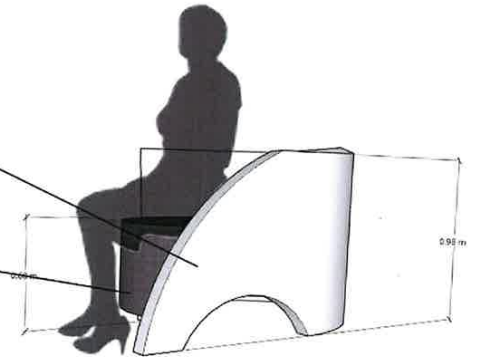
Rimu Wood

*Rimu is durable native New Zealand timber known for its warm tones and attractive grain.



- The materials I chose for the reception is Rimu wood, - Gray and white paint as it offer a clean, modern aesthetic that enhances light and space, creating a neutral backdrop that pairs well with wood.

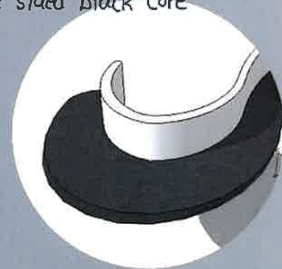
Cushion texture for comfortable seating



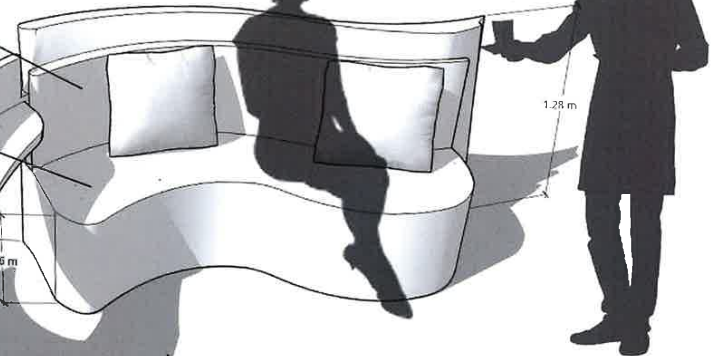
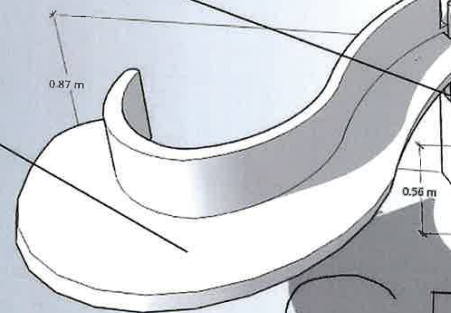
- Faux leather is affordable, it is also easy to clean, water resistant, and offers a sleek, modern look for cafe's.

Faux Leather

Compact Laminate - double sided black core



- this material is highly durable, it is heat and water resistant, it is also easy to clean which is ideal for cafe's.



SMALL BAKERY

SEATING

For better accessibility

This increased clearance allows for easier maneuverability, including wheelchair access, aligning with universal design principles and accessibility standards.

Concrete Flooring (Toilet Area)

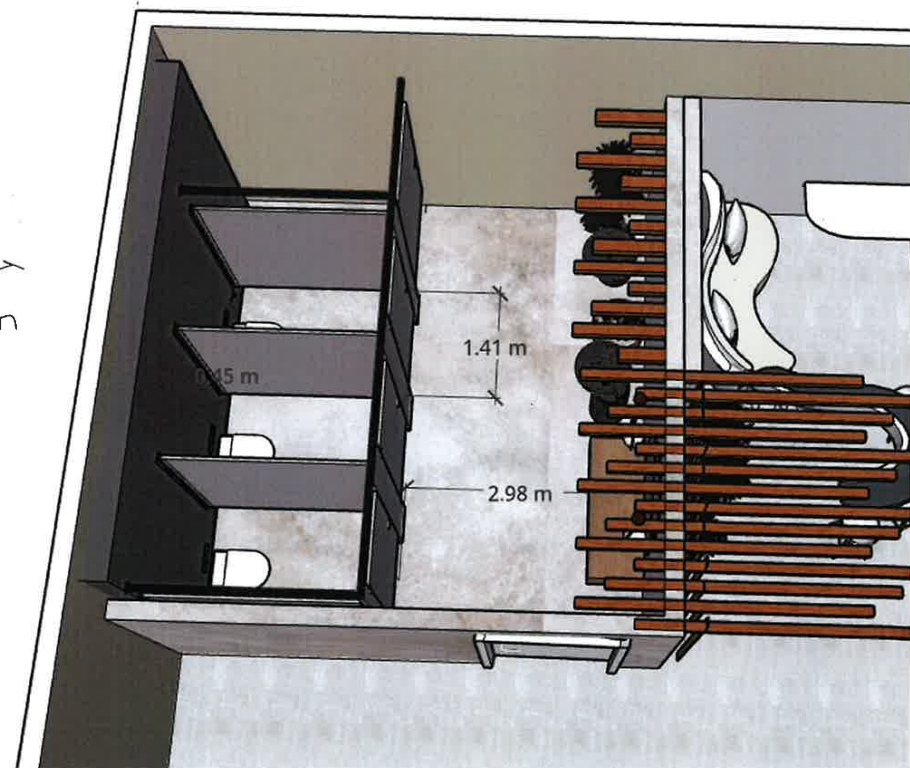
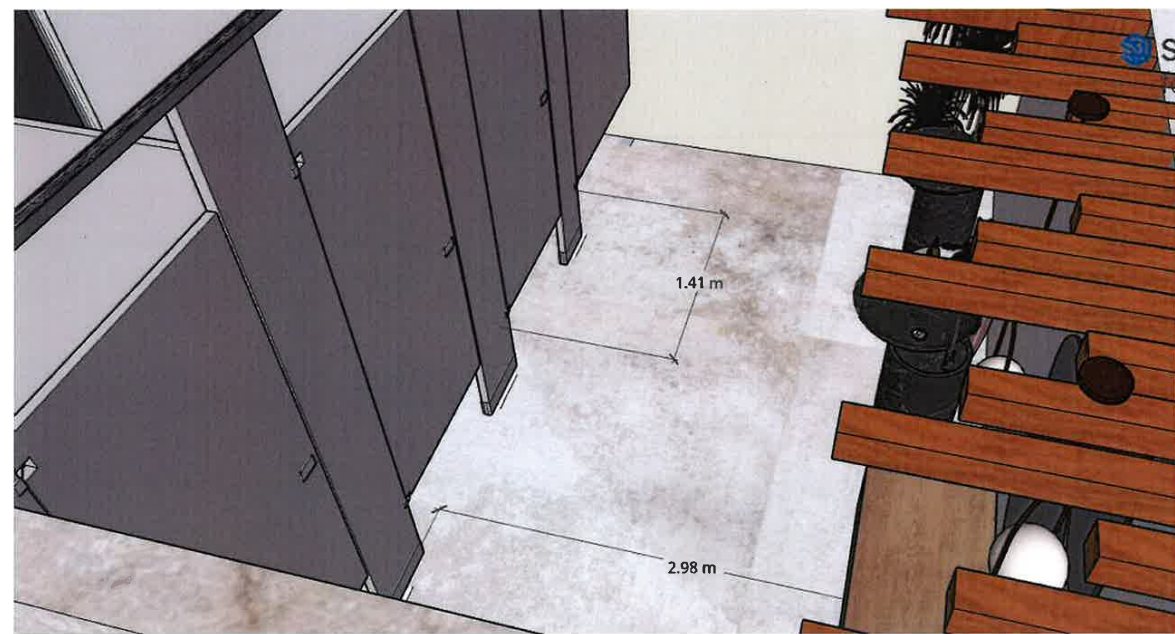
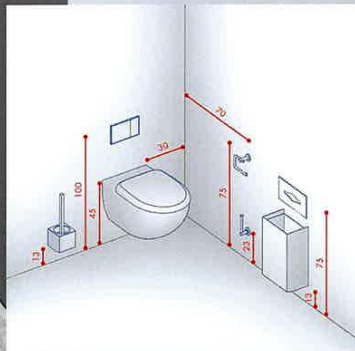


800mm

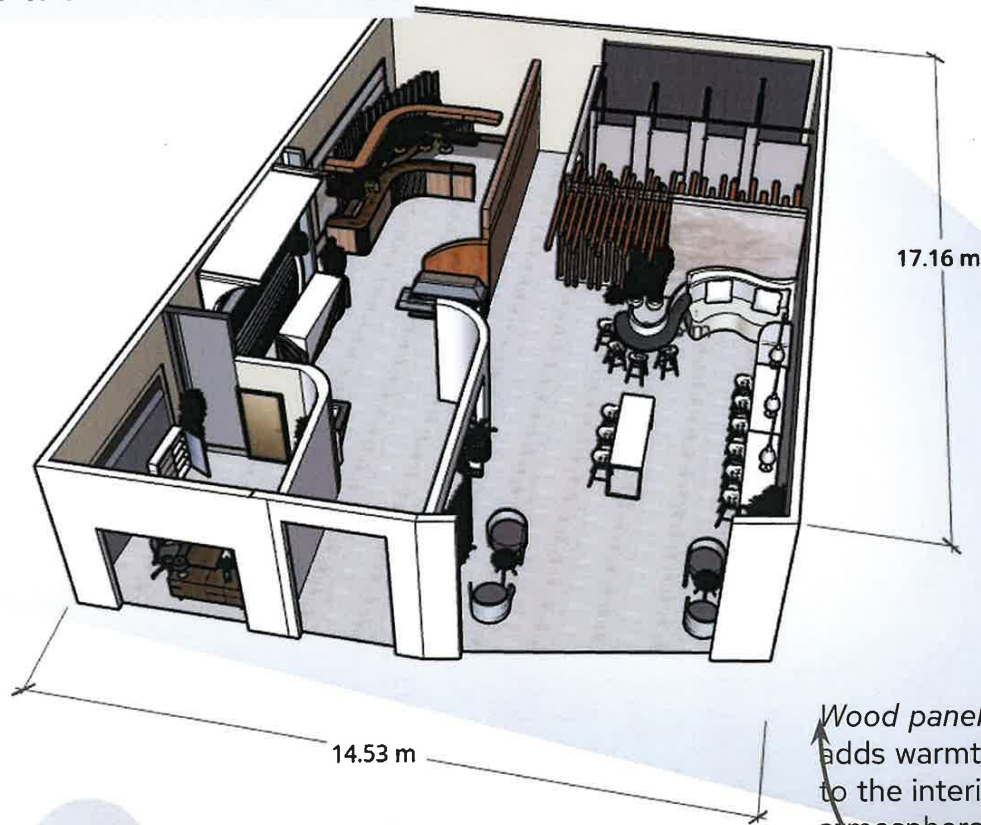
Person with a manual wheelchair¹



A person next to a person with a wheelchair¹



FINAL INTERIOR



Once you enter in the entrance you will be guided by the curvy wall to the reception, making it easy to access and flowy.

I have chosen these materials for my interior because they can contribute to a positive, and inviting environment that benefits all the users.

Matte porcelain tile is a durable, water-resistant, and slip-resistant option, making it ideal for a cafe flooring.

Wood panels in the wall near the seating add warmth, texture, and a natural touch to the interior, creating a cozy and inviting atmosphere.

The aluminum panel as a wall provides a sleek design near the entrance, it also enhances the building's contemporary look.

WHITE PAINTED WALLS

WOOD PANELS

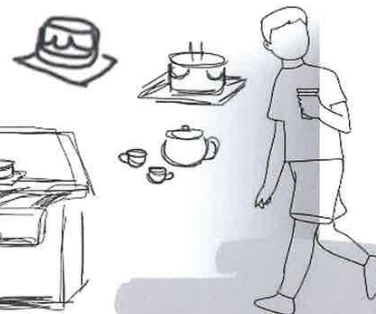
ALUMINUM PANEL

MATTE PORCELAIN TILE FOR FLOORING





Small Bakery

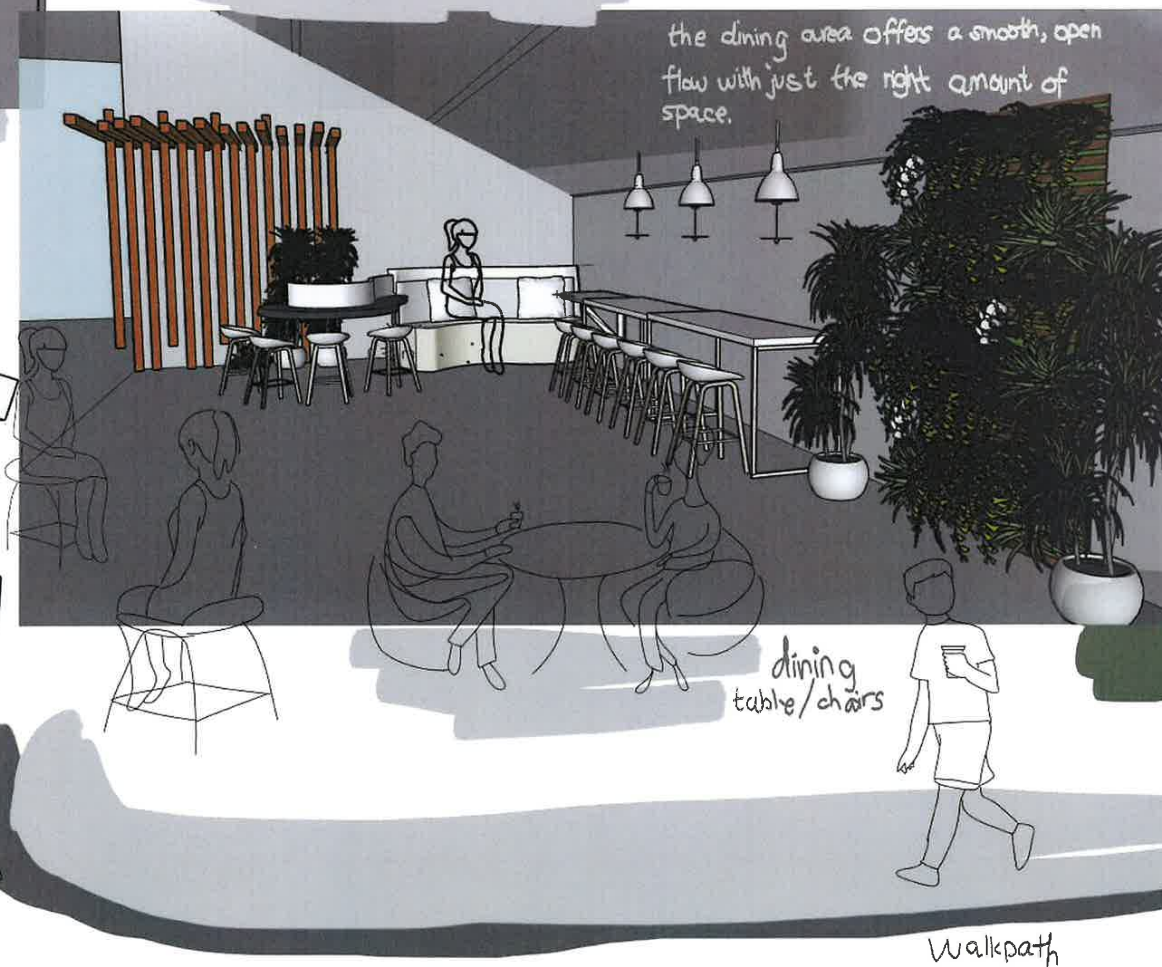
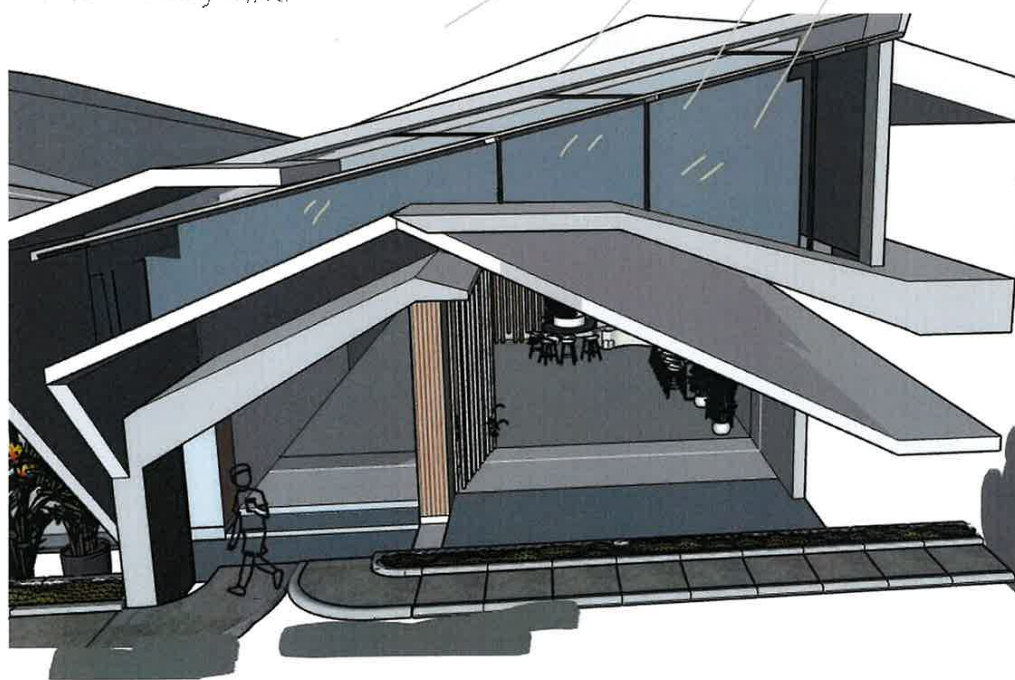


INTERIOR SPACE

Human interaction

During the day, these glass windows give natural filling the space with warm, and welcoming atmosphere.

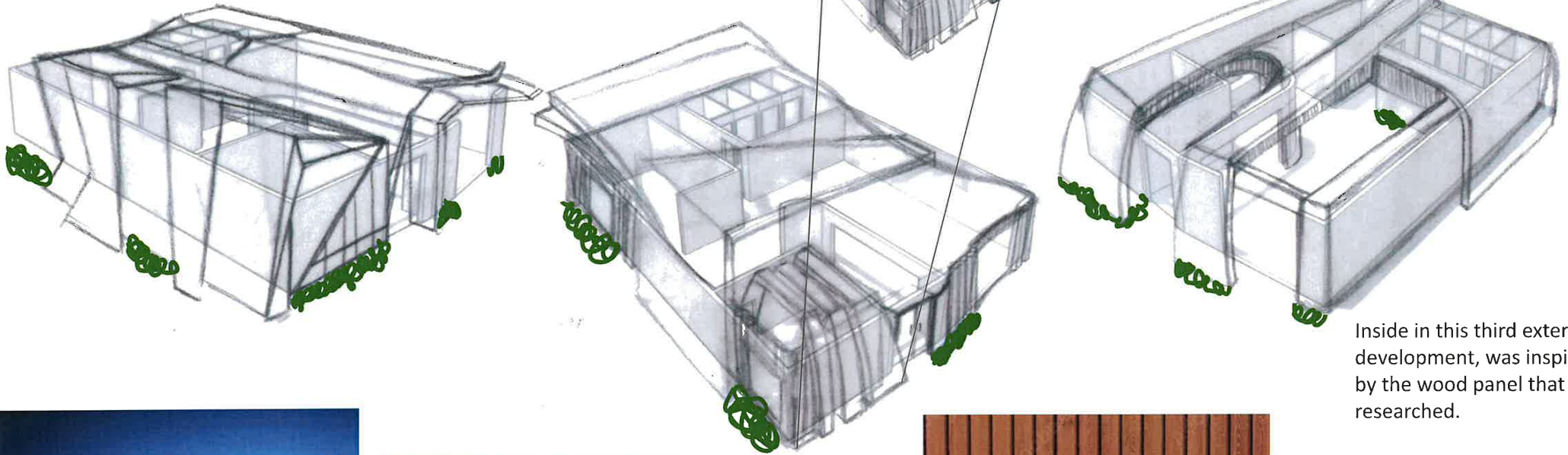
Perfect for morning coffee.



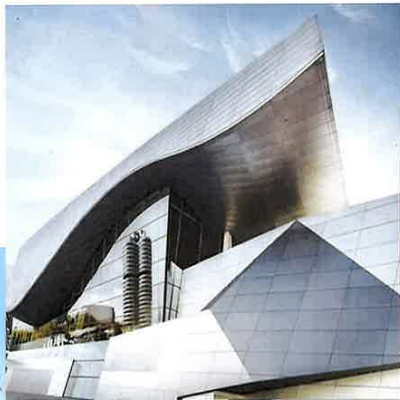
EXTERIOR DEVELOPMENT

The sharp edges and straight forms in this exterior development was inspired by the kea bird's wings.

This window frame was inspired by the fourth image below

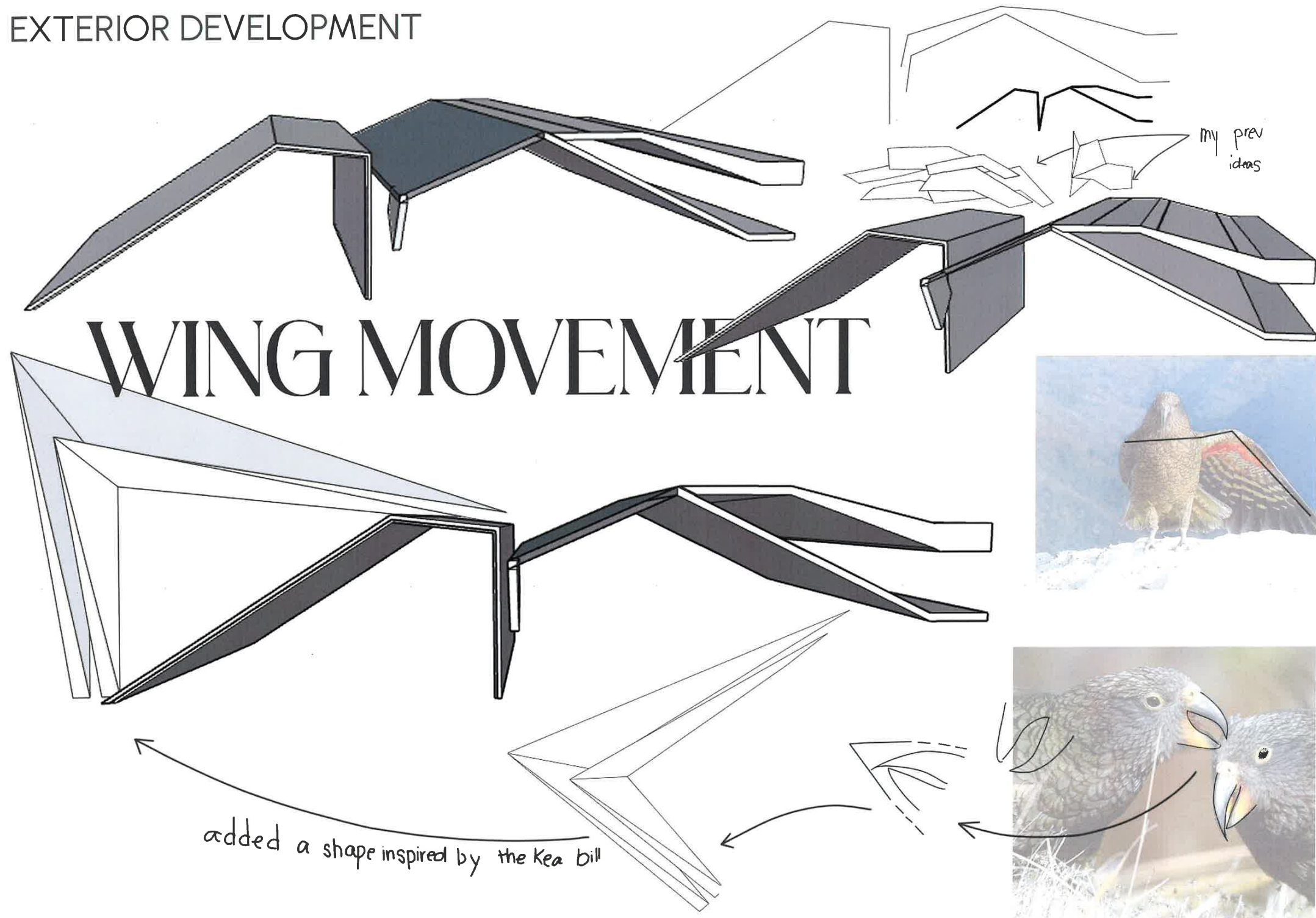


Inside in this third exterior development, was inspired by the wood panel that I researched.



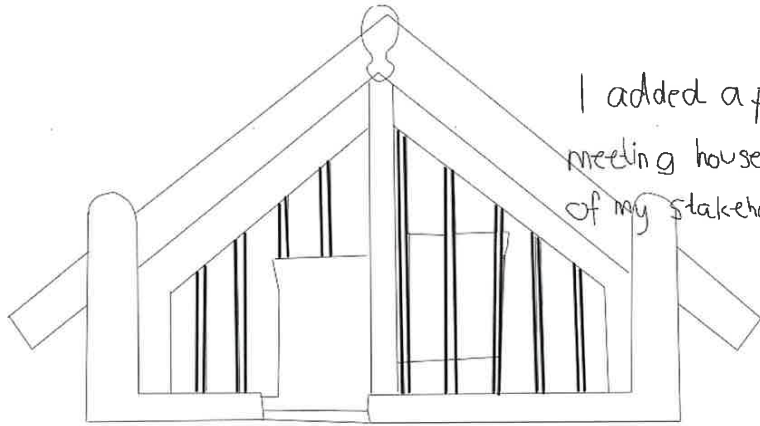
Putting plantings inside and outside in the building was taken inspired to this picture above, which makes the user more comfortable and connected to the nature.

EXTERIOR DEVELOPMENT

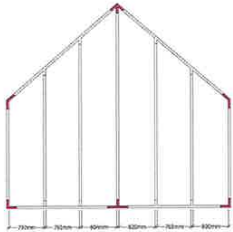


RESEARCH

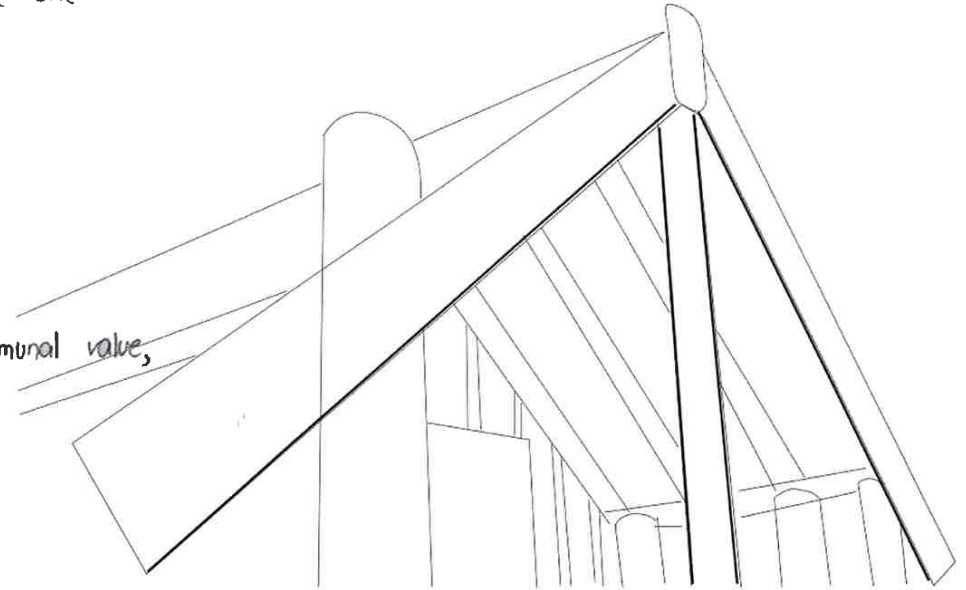
ADDING INSPO



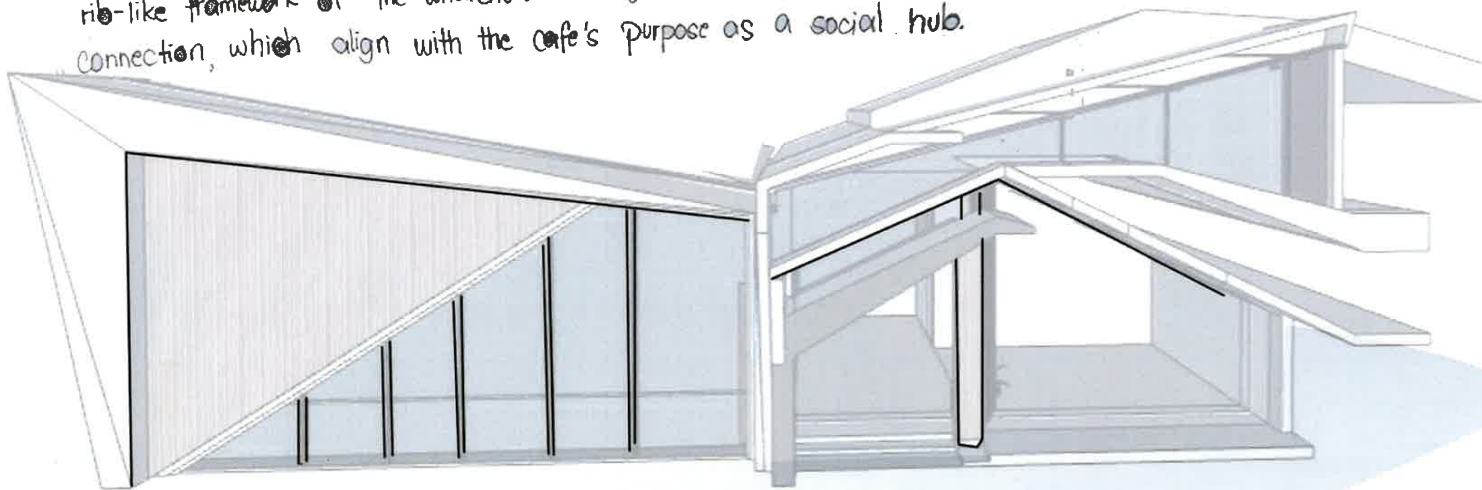
I added a piece of Maori design which is a meeting house wharehau as that's what one of my stakeholders interview said.



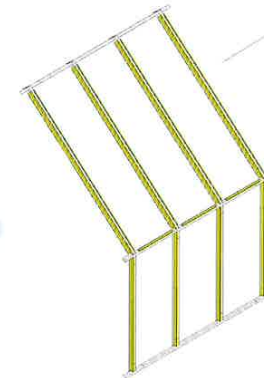
The wharehau, is known for its welcoming presence and communal value, influenced both the form and function of the space.



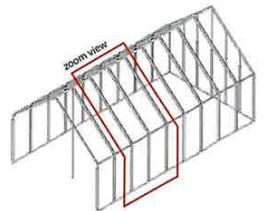
Key features I've included in my design is the strong central axis and the rib-like framework of the Wharehau. The layout encourages gathering and connection, which align with the cafe's purpose as a social hub.

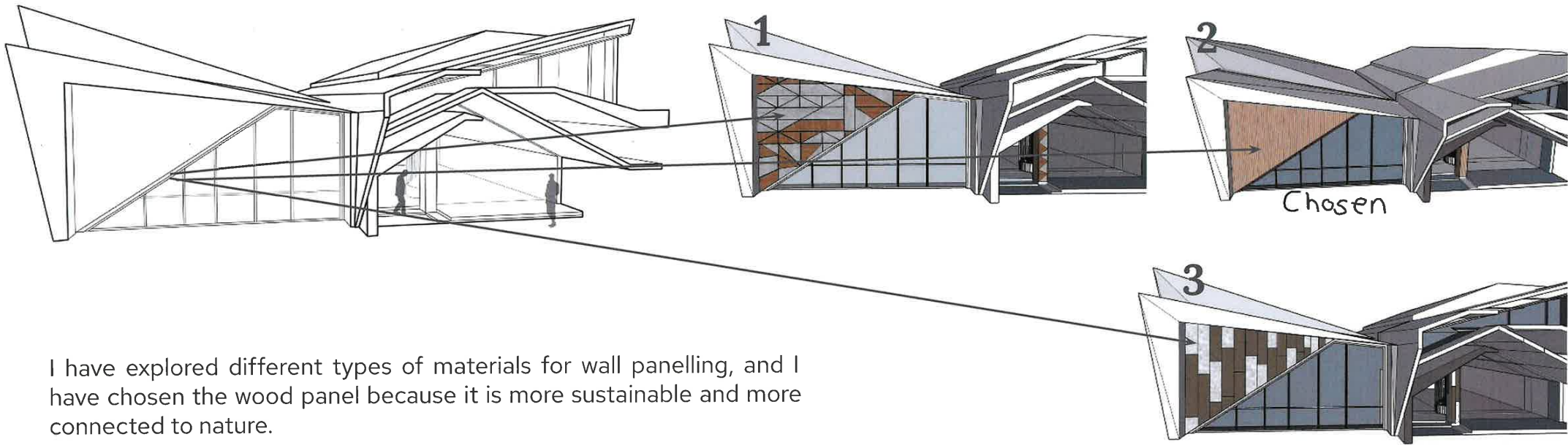


Wharehau
(meeting house)



Whare rafters with attached 50mm x 50mm L-shaped frames for holding panel pieces





I have explored different types of materials for wall panelling, and I have chosen the wood panel because it is more sustainable and more connected to nature.

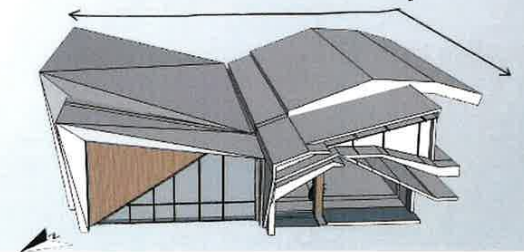
It looks warm and inviting, adds natural texture to the exterior, and blends harmoniously with the surrounding environment.



EXTERIOR REFINEMENT



This side has no design or any windows because it is connected to the other building.



SITE DEVELOPMENT

The sidewalk in front of the café was designed with a 1.5-meter width to ensure optimal functionality and accessibility.

This dimension allows comfortable movement for both individuals and small groups, including those using mobility aids or strollers. The generous width supports a seamless flow of foot traffic while also accommodating outdoor elements such as planters or signage, enhancing both the usability and visual appeal of the café's exterior.

PLANTING



**Kentia palms and
Birds of paradise**



In the exterior design of my café, I incorporated Kentia Palms and Birds of Paradise to strengthen the connection between the built environment and the surrounding coastal landscape.

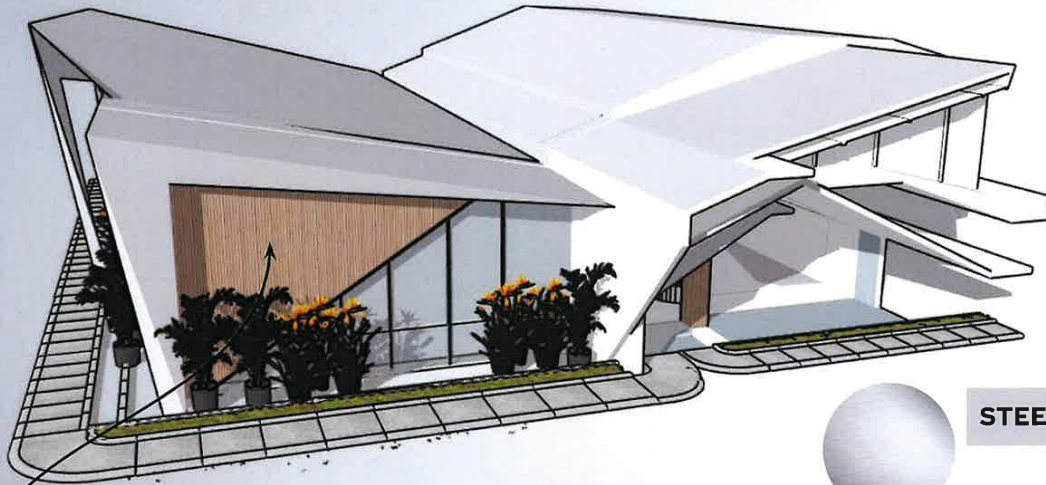
Kentia Palms were selected for their elegant form and resilience in seaside conditions, offering a sense of tropical calm. Birds of Paradise were introduced to add bold visual interest through their striking foliage and vibrant blooms, creating a welcoming and immersive outdoor experience that aligns with the café's relaxed, nature-inspired aesthetic.



EXTERIOR REFINEMENT



WHITE METAL



SLAT WALL/ WOOD PANELLING



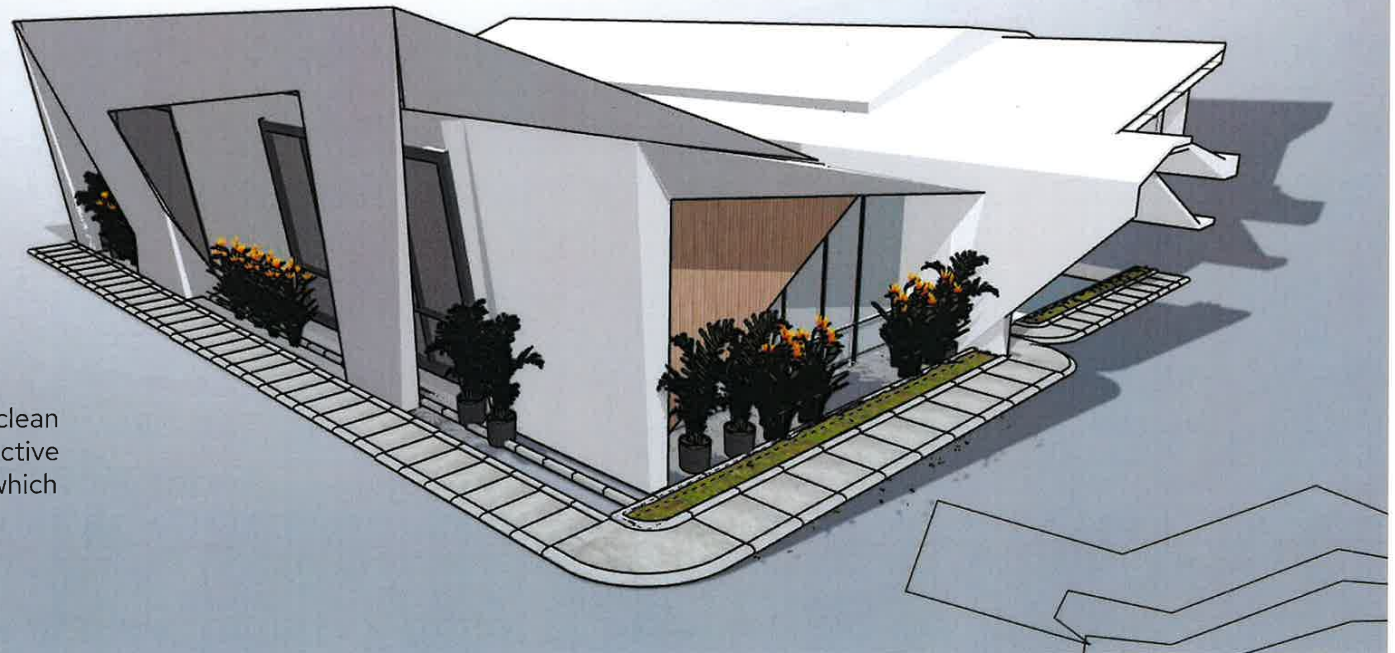
850 mm (33.4 in)
50mm (1.96 inA) spacing
between each slat

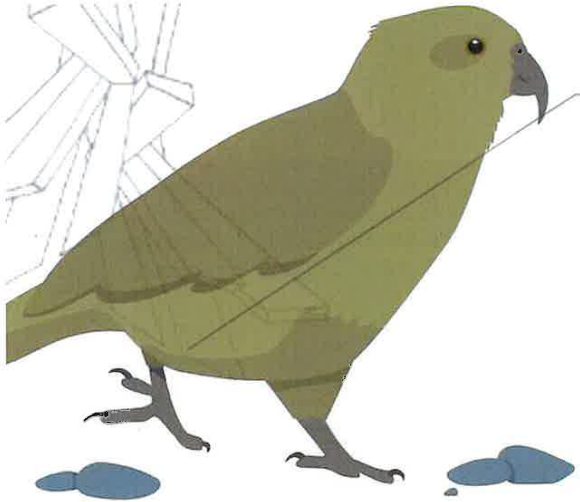
Exterior wood paneling adds natural warmth and texture to a building's façade, offering timeless appeal while providing durability and weather resistance when properly treated.

annotation for white metal
White-coated metal provides a clean and minimalist look with a protective finish that resists rust and wear, which makes it suitable for exterior.

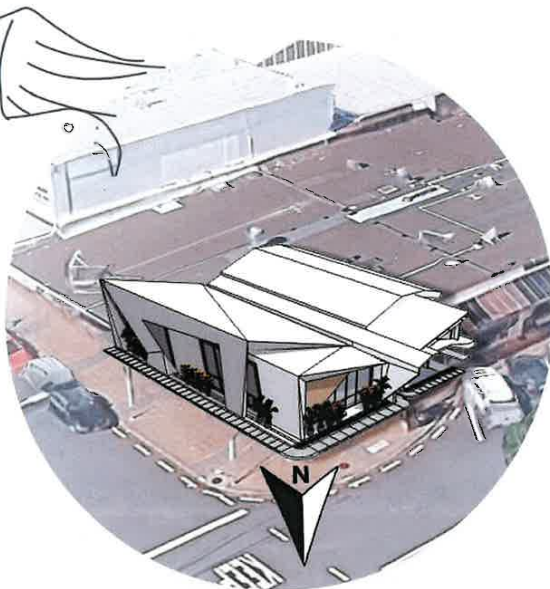
STEEL BRUSHED STAINLESS

Brushed stainless steel offers a sleek, modern finish with excellent corrosion resistance, making it ideal for high-use areas that require durability and easy maintenance.

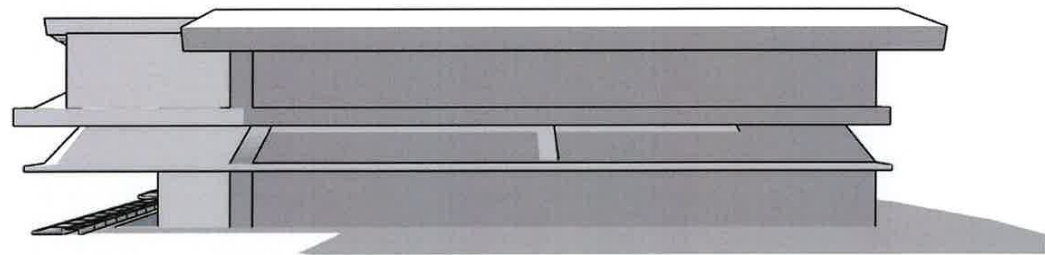




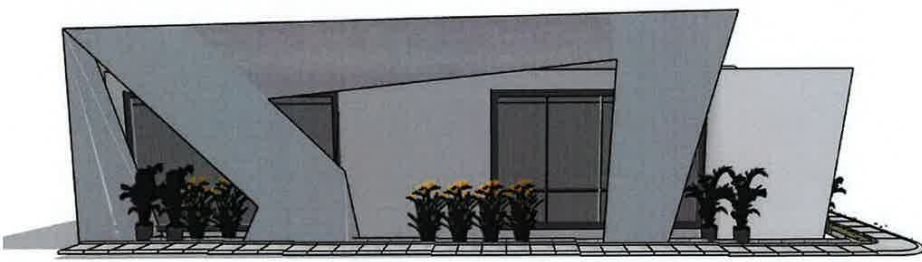
FINAL ELEVATIONS



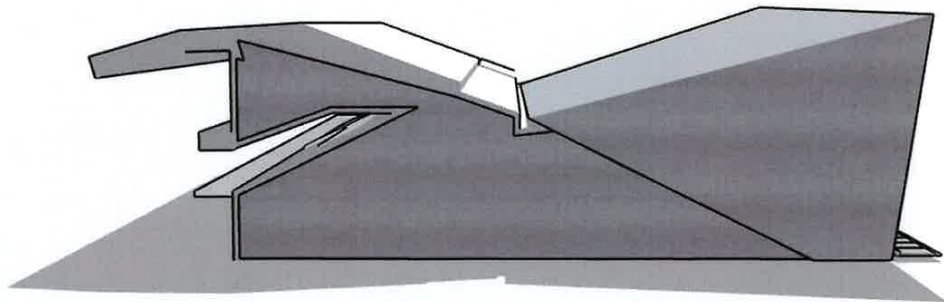
NORTH WEST ELEVATION (Front)



SOUTH WEST ELEVATION (Right)



NORTH EAST ELEVATION (Left)



SOUTH EAST ELEVATION (Back)

ON-SITE PICTORIALS



FINAL PICTORIAL



Presentation from the prev development



- The 2D and 3D floor plan is separated, so I changed the layout/arrangement and put them close to each other to have a good **proximity**.
- I also added blue **pattern** (sharp/straight lines) inspired by the Kea Bird's wings to fill up the **negative spaces**.
- I changed the font From Aurora to Fragment Core as it looks more appealing.
- I have made the brief close to the Title for the user read the title and also read the brief after to have a better understanding about what I have redesigned.



Final Presentation

Scholarship

Subject: Design and Visual Communication

Standard: 93602

Total score: 14

	Score	Marker commentary
Design ideation	05	This submission begins by exploring forms inspired by kea. It uses some architectural examples of Frank Gehry's deconstructivist buildings to help interpret the inspiration in an architectural form. The ideas are explored in the context of the site and have a clear spatial interpretation. The addition of a mahau improves the quality of the overall architectural concept.
Design practice	04	The design practice involves development of the interior spaces and the exterior form together. The volume and spatial arrangements are explored and developed in the context of the site. The nature of the site has been well considered, and the ideas are developed with ongoing thought given to their surroundings. The functional requirements of the cafe are explored and refined. The building form develops in response to its site, purpose, and original inspiration of deconstructivist architecture. While the cafe building engages with its context to progress ideas, the quality of the overall building requires some further consideration and refinement.
Visual communication	05	This submission uses a range of visuals effectively to present a clear and coherent design narrative. The visuals that show how the spaces and form are explored and developed on the site are particularly effective. The relationship between the internal spaces and the exterior form have been shown clearly. It is easy to follow the thought process underlying the design practice. While the design thinking is easy to follow, the quality of the visuals nearer the end of the project require more refinement to be convincing.