

## THE COCA COLA CAFE

### THE PROBLEM

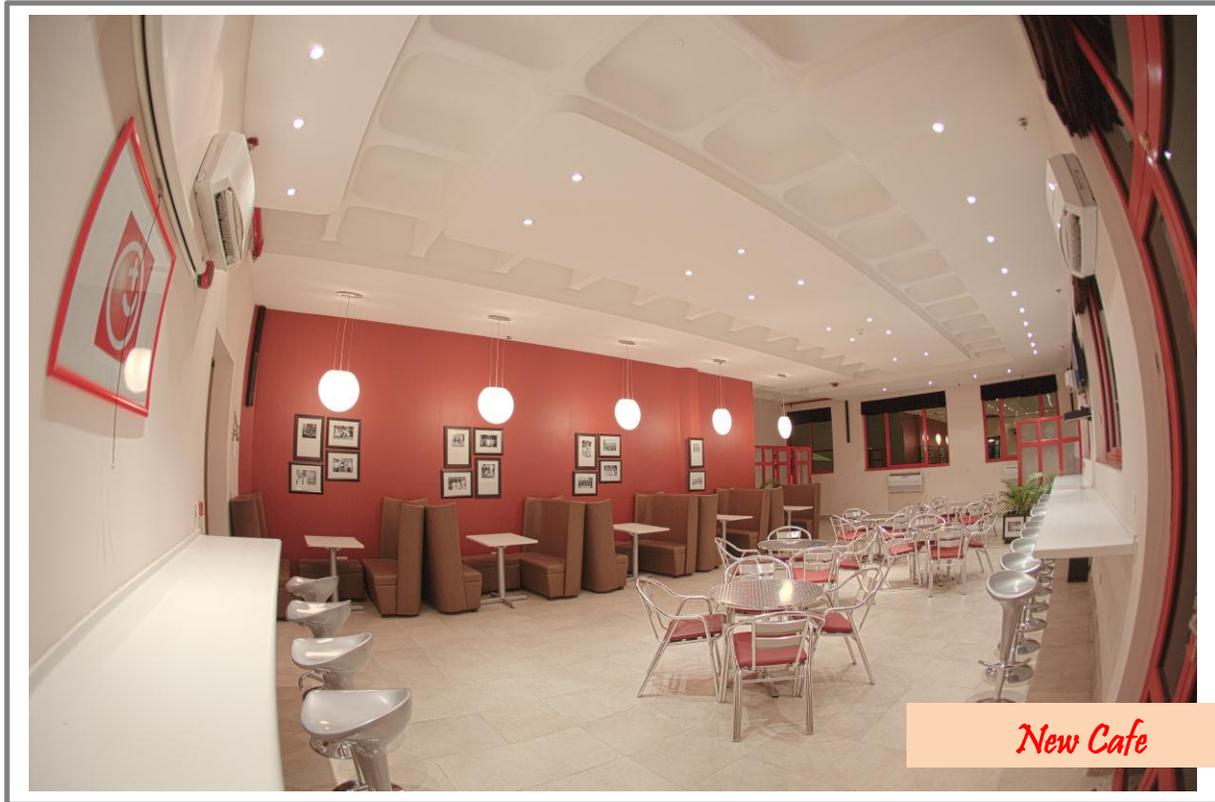
The management of Coca Cola International has a policy of providing lunch for their staff at all their country headquarters worldwide. The Nigerian headquarters was no exception. However, the Lagos Canteen (as it was then called) was a 'failure'. It had been abandoned to the drivers who had turned it into their waiting room and a TV Screening Centre. The top and middle management (contrary to house rules) began to take their lunches at their desks.



### THE SOLUTION

At AD we conceive our designs as brand enhancers. The buildings and interiors we design are projections of our clientele's persona. We conceive their spaces as marketing media.

Our approach was therefore two- fold. The first task was the re-branding and the second, the physical design.



## BRANDING

The canteen was rechristened “The Coca Cola Café”, not just in name but in outlook. A café definitely held more appeal to the management executives than a “canteen”. The Re-branding signaled to all stakeholders and service providers that a better level of service, culinary offering, ambiance and in all a better experience was expected.

## THE PSYCHOLOGY OF SPACE

The design was borne out of AD’s deep insights into the psychology of space; human interactions in the built environment; and the built space as a modifier of human behavior.

## THE PRIVACY AND HIERARCHY OF SPACES

The lady executives were the most opposed to using the cafeteria, the reason being that there was no privacy in the space. AD introduced a hierarchy of spaces, ranging from the most private; the banquettes favored by the management staff to the last private spaces; the seats around the circular table in the middle- favored by junior staff.

We also created different levels of spaces for the users of the cafeteria to socialize with their clique during lunch. The banquettes with individual feature lights creating a cozy warm ambiance; favored by females.



The two seater circular tables were appropriate for the staffs that were open to receiving new company at lunch. Adjacent to these are the diners at the bar, seated with their backs to the crowd while facing the wall. They project with their body language their preference for a solitary quiet lunch or their desire to work on their tablets/laptops placed on the ergonomically convenient high Corian work top as they dine. AD therefore provided a subtle but effective solution to the very delicate problem of social stratification at work.

#### AMBIANCE

Even on a low budget with clever lighting design and accessories. AD created a warm contemporary “clubby café”, the warm red walls are a reference to Coca-Cola’s colours and the framed photos on the wall are images from Coca-Cola’s “family” events.



## MATERIALS

The materials used of necessity had to be maintenance friendly, easy to clean and hard wearing materials. The banquettes are AD Custom designs furnished in easy to clean Mocha faux leather with the table tops in Corian or stainless steel, easy to wipe down and sterilize.



## MULTIFUNCTIONAL SPACE

The café's first outing was to host a town hall meeting for Coca-Cola leaders from the entire African Region. Retractable blackout blinds were installed throughout to allow for the multimedia presentations, with the multimedia screen discretely concealed by art work on the wall when it's not in use.

The Café still works as a multi-functional space hosting every type of event from parties, to strategic sessions – a testament to the success of the design.