

**TID** 2014 Award  
Taiwan Interior Design

展覽空間

The TID Award of Exhibition space

ALPHA –2014 咖啡展展場攤位

ALPHA – 2014 COFFEE EXPO BOOTH

五樺設計有限公司

B5-DESIGN

主持設計師

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Co-designer

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攝影者

Photographer

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# BOOTH AFTER EXPO

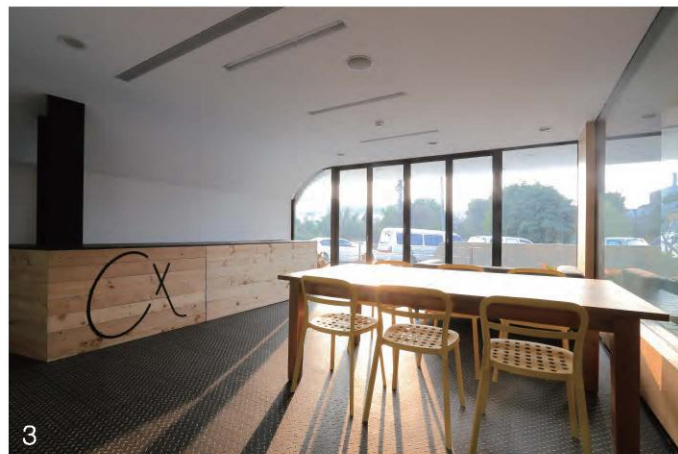


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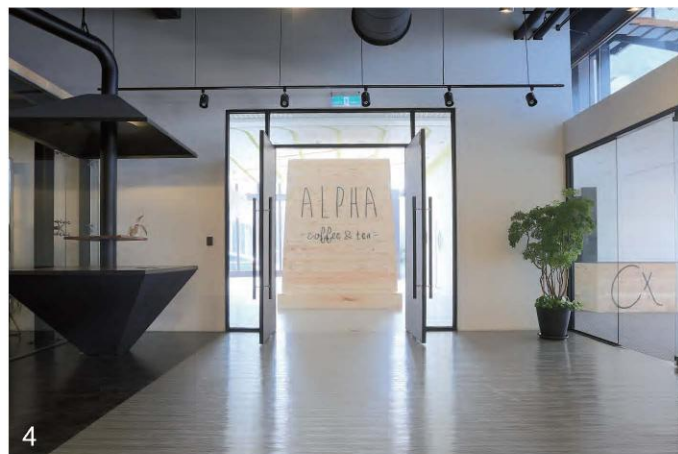


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1. "a" was relocated @ ALPHA coffee & tea
2. "A" was relocated @ Yeuanyeou Lobby
3. "E" was relocated @ ALPHA coffee & tea's VIP room
4. "A" functions as end view of ALPHA coffee & tea



3



4





# HOW DO WE DESIGN?

In this project, we are trying to redefine a ordinary commercial expo booth held at world trade center. Our client is a well-known coffee bean roasting firm, they are trying to expand new market by providing specialty beans and premium commercial beans. "ALPHA coffee & tea" is a branch/second line of the original firm.

"Our goal is to introduce this new brand to food industry"

Our solution is to create a interesting spacial experience using those five letters of ALPHA. By scale up five letters into human scale as "STREET FURNITURE", we combining function asked by our client at the same time.

The way we rearrange five capital letters on site (6m\*18m) is not only for a better readable ALPHA, but also for satisfying restrictions on facility, barista guide and huamn scale.

"Moreover, this booth is partially made by recycled material and ALPHA street furniture could be 100% reuse after expo"

在本案我們希望可以重新定義世界貿易中心-商業展的攤位型式, 客戶是台灣相當知名的咖啡烘焙公司,目前正在規畫提供競標精品咖啡豆以及高階的商業咖啡豆來拓展公司的市場.ALPHA coffee & tea 即是原公司為此目的成立的分線/新副牌

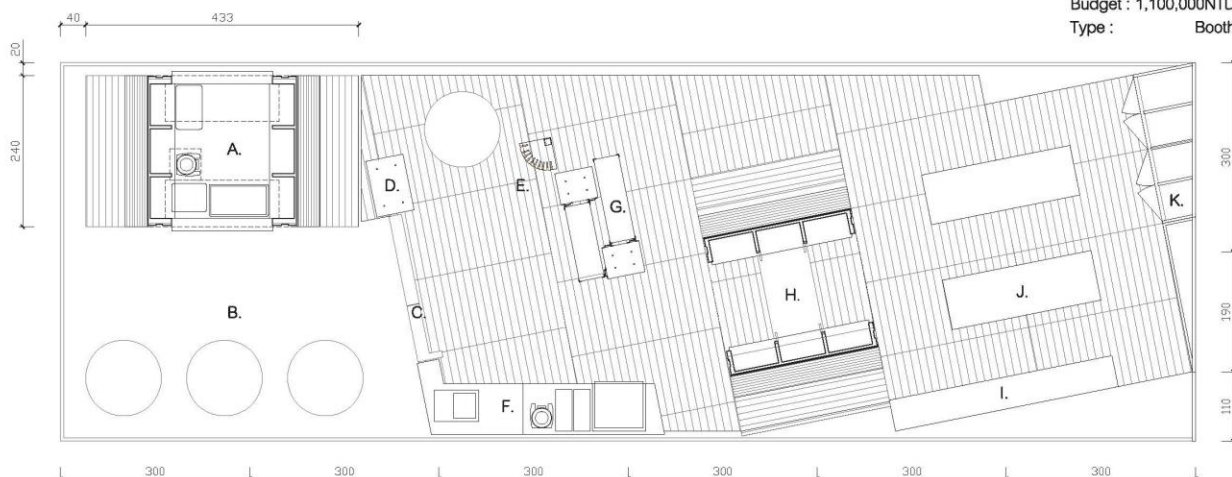
我們的目標是要把這個新品牌ALPHA介紹給食品同業

我們的手法是借用ALPHA英文大寫字母型式, 去創造一個有趣的空間經驗。放大至人體尺度的五個英文字母變為界定空間的街道家具/物件。同時結合並滿足咖啡攤位所需的機能。

在攤位(6m\*18m)重新放置五個大寫字母不單是為了讓ALPHA更容易被讀取, 同時是為了滿足工作機台, 吧台使用及人體尺度的限制。

此外, 攤位局部是利用回收材料建造的, ALPHA字體所呈現的街道家具在展期後可以100%被回收再利用

- a. (A)咖啡吧台
- b. 接待座位區
- c. 架高地板入口
- d. (L)櫃
- e. (P)造型頂棚
- f. 手沖/試飲吧台
- g. (H)櫃
- h. (a)品評準備室
- i. 座位
- j. 品評/講座區
- k. 儲藏櫃



# ALPHA EXPO BOOTH

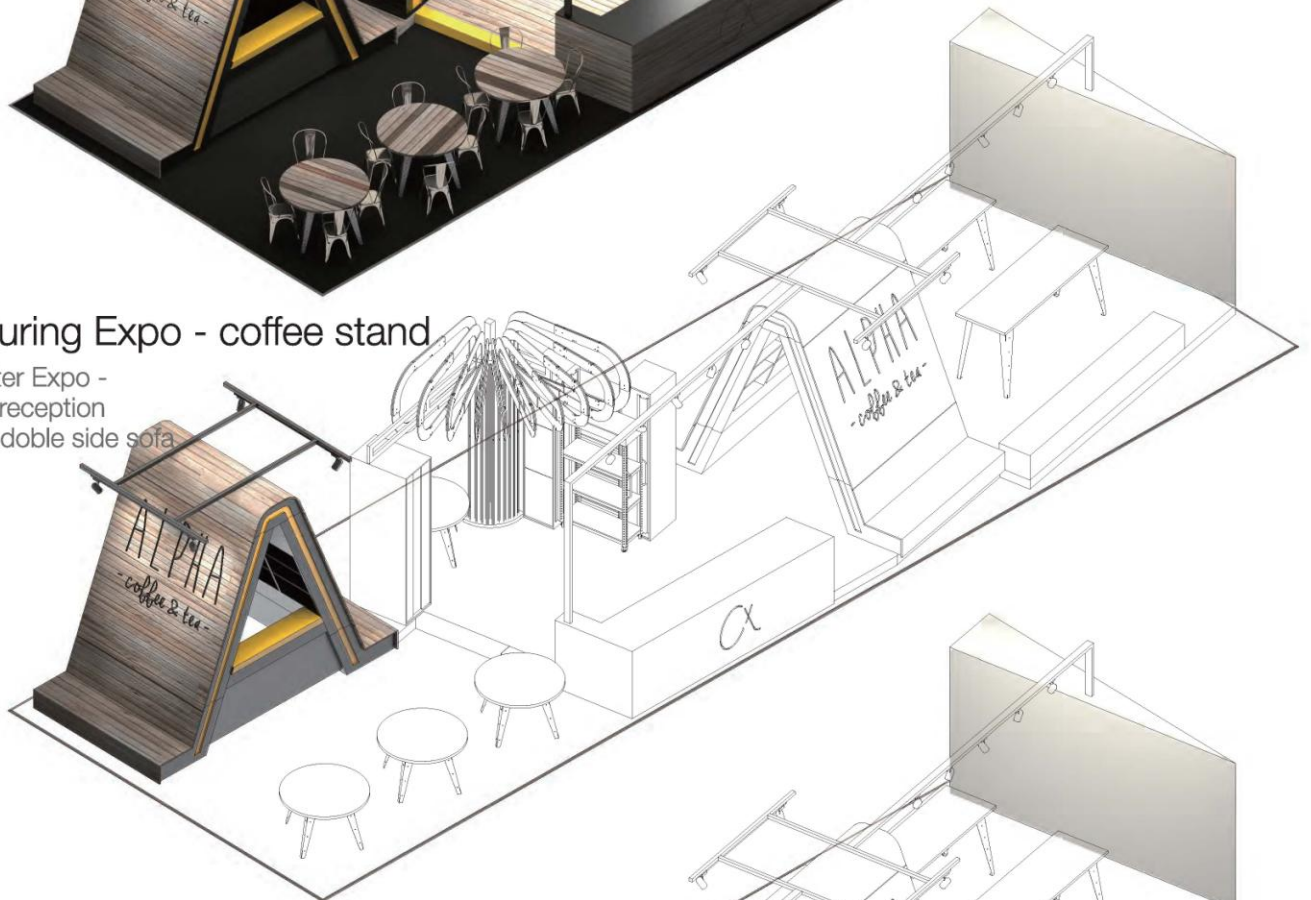
Booth Elements - defining letters of "ALPHA" as five individual functional element during expo

## ALPHA



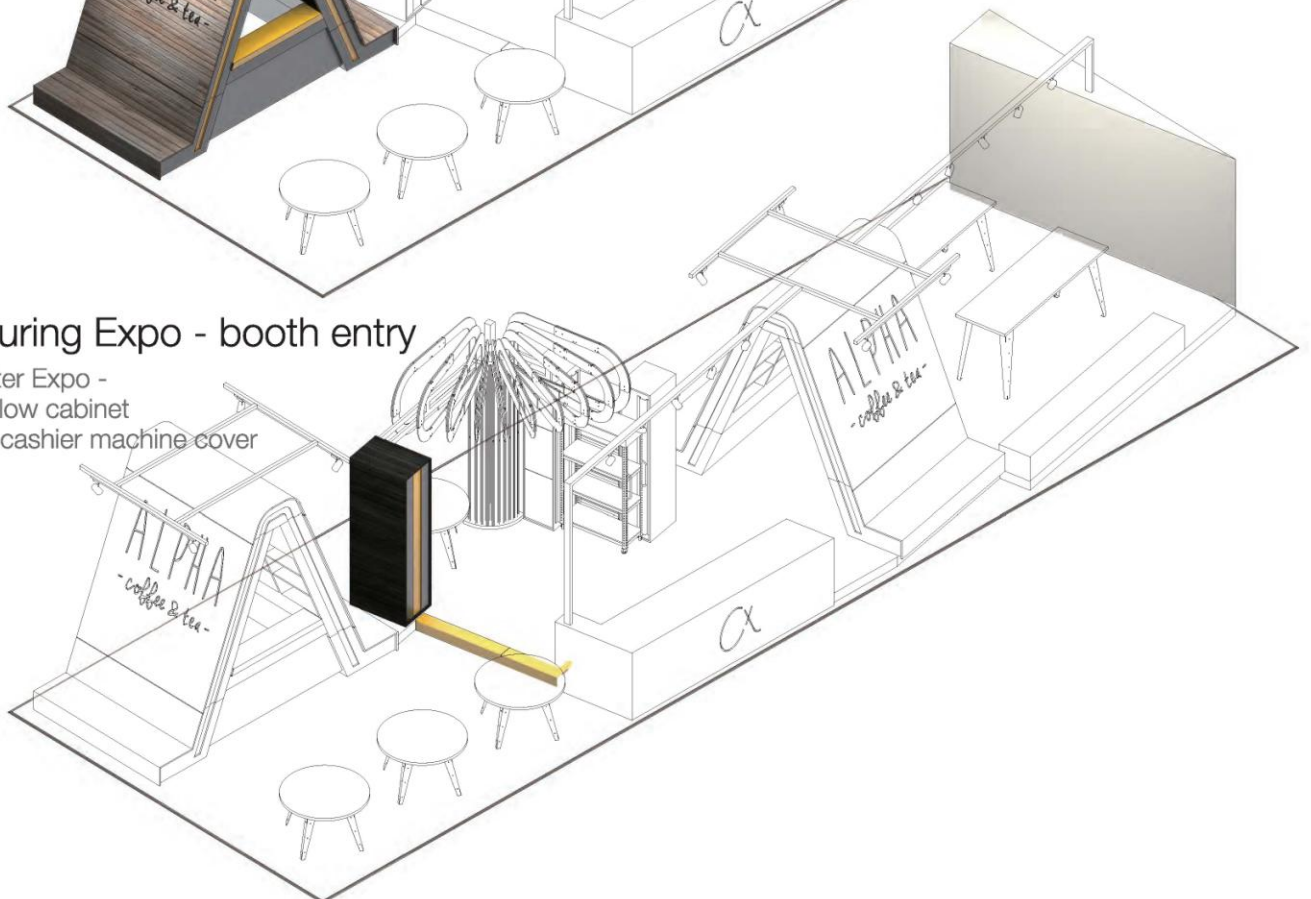
**A** During Expo - coffee stand

After Expo -  
a. reception  
b. double side sofa



**L** During Expo - booth entry

After Expo -  
a. low cabinet  
b. cashier machine cover





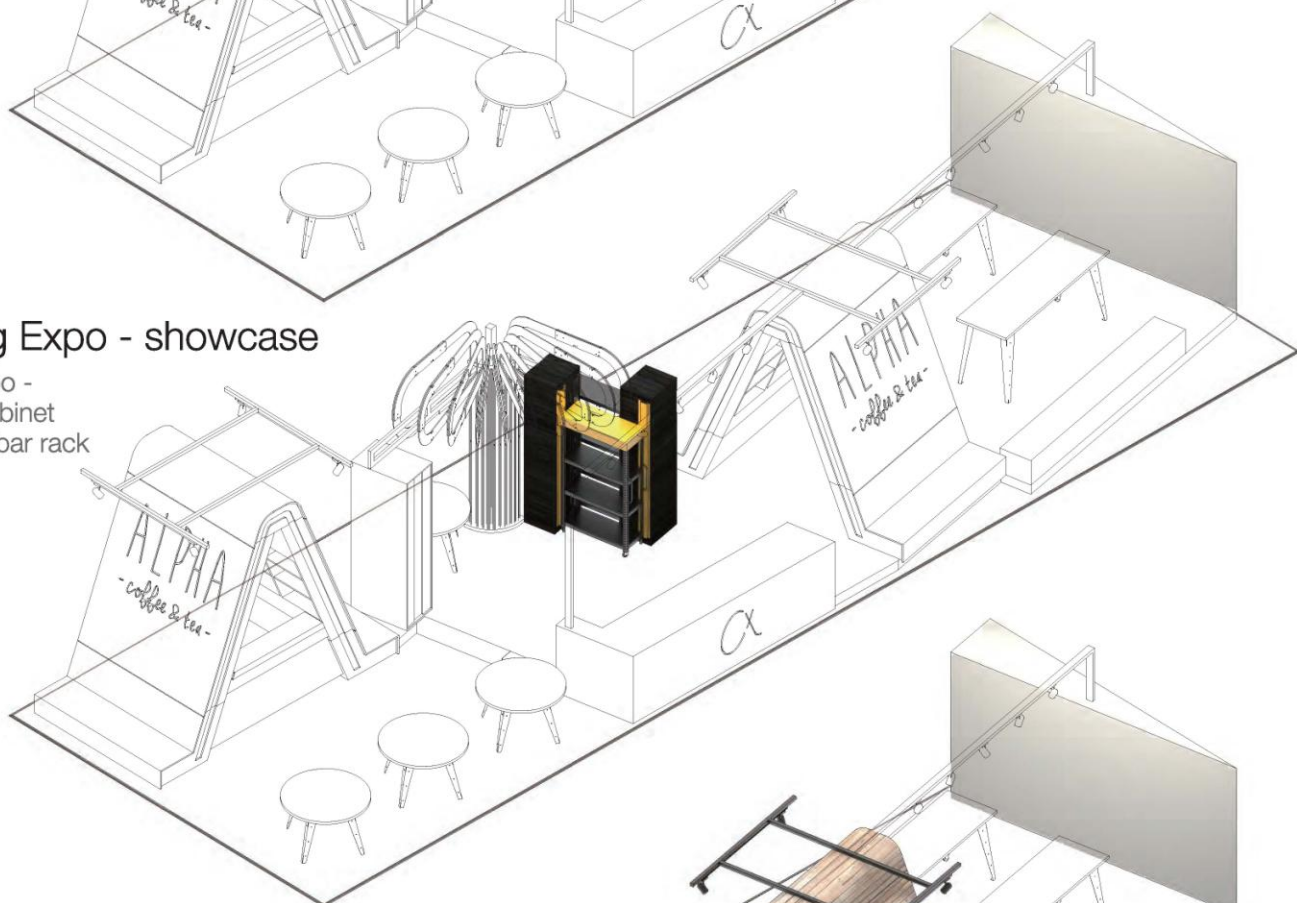
## P During Expo - fabricated ceiling

After Expo -  
a. table frame



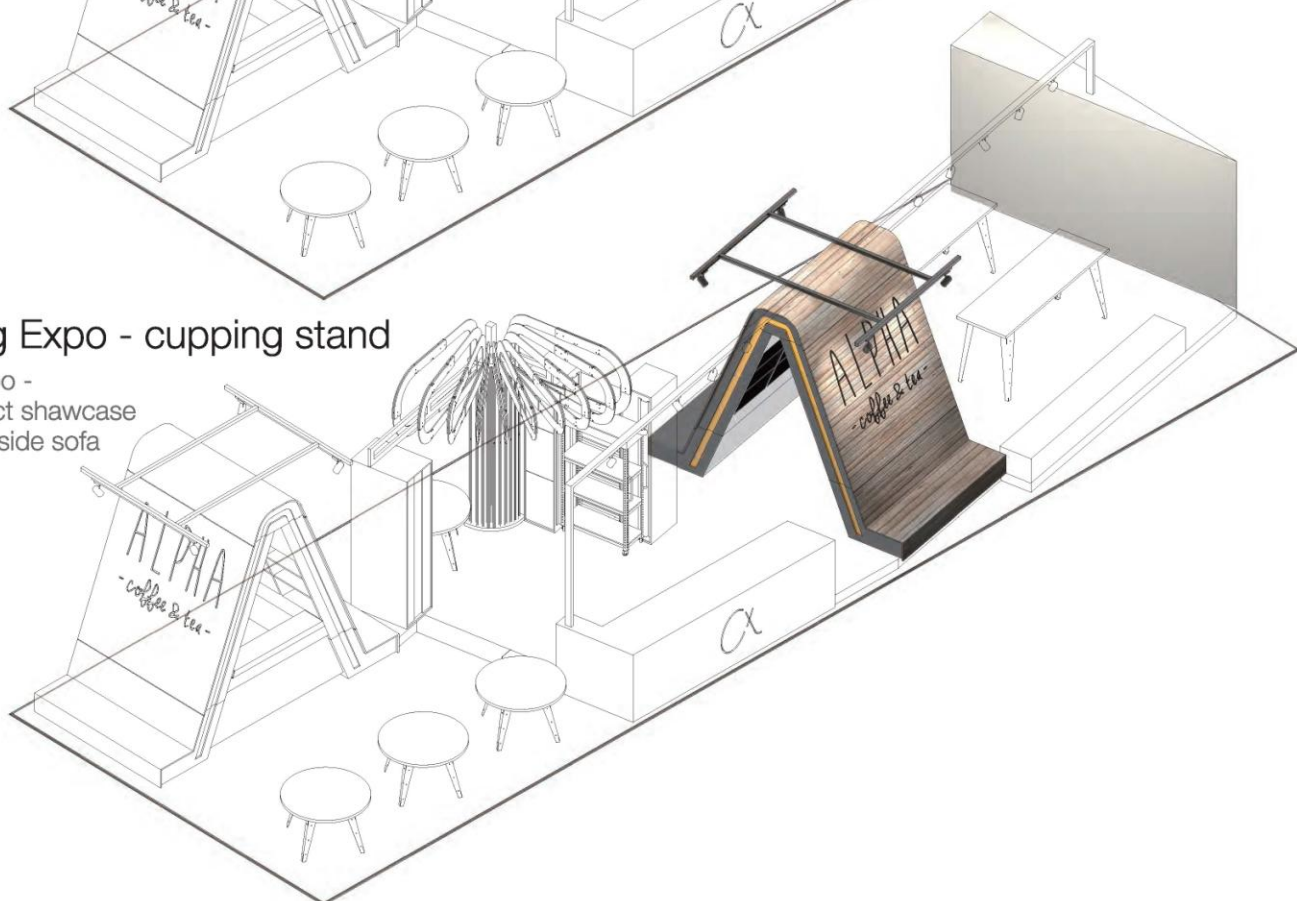
## H During Expo - showcase

After Expo -  
a. low cabinet  
b. angle bar rack



## a During Expo - cupping stand

After Expo -  
a. product showcase  
b. doble side sofa







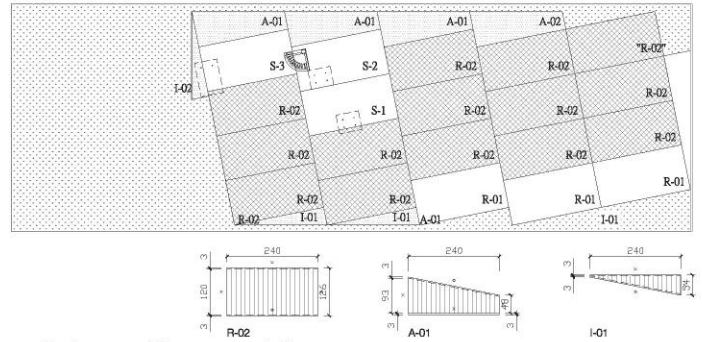
1. ALPHA entry
2. ALPHA cupping / lecture area
3. ALPHA bar
4. ALPHA showcase / guest area





# REBUILDABLE ALPHA

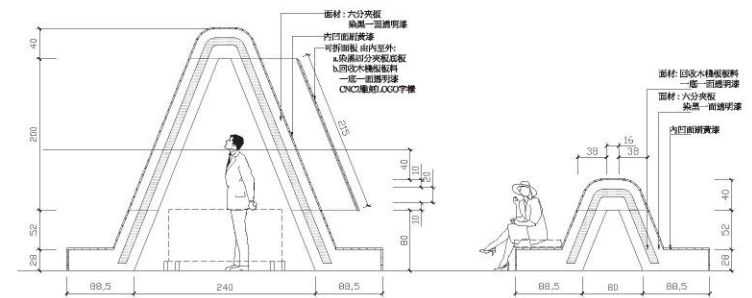
**A** After Expo  
a. reception  
b. doble side sofa



Recycled wood floor module

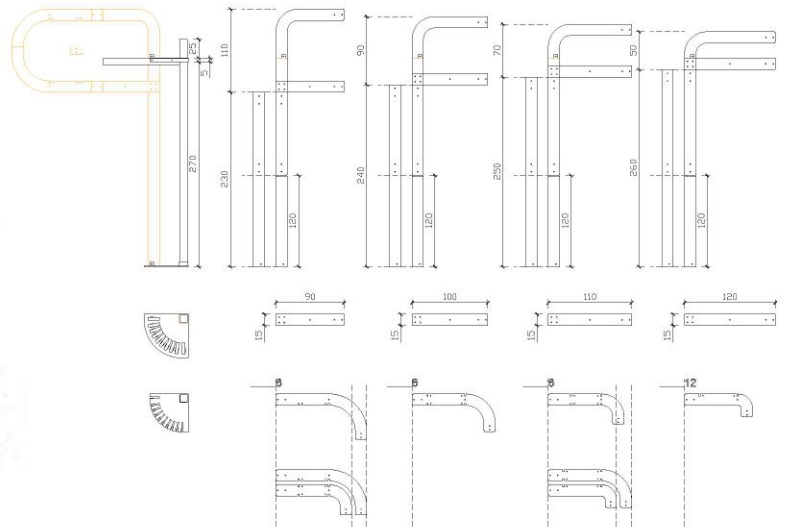


**L** After Expo  
a. low cabinet



Multiple rebuild possibility of "A"

**P** After Expo  
a. table frame

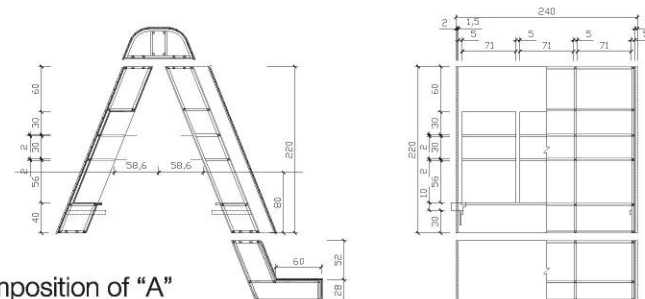


Deconstruction and Rebuilding of "P"

**H** After Expo  
a. low cabinet  
b. angle bar rack



**a** After Expo  
a. product showcase  
b. doble side sofa



Composition of "A"

We are trying to challenge some "orders" in terms of construction and material:

- Using recycled wood planks from wood packing as finishing material, instead of painting or wallpaper
- Rebuildability, unlike ordinary booth construction, we design carefully for further rebuildability. All parts needed to be prebuild and preconstructed at factory, took apart, shipped and composed at expo center. After expo duration, most of the elements are take apart again and ship back to our client's firm and rebuild for different purpose. Functions of five letters during expo and after the event need to be considered and organized at the very beginning.
- No roof and columns, we actually build street furniures on open ground. the void space stand out in the surrounding solid booth.

**E** After Expo  
a. coffee counter

