



DESIGN LOCAL, DRINK GLOBAL

COSTA COFFEE AT SS15 INTEGRATES A GLOBAL BRAND IDENTITY WITH LOCAL NUANCES, CREATING A WARM AND WELCOMING SPACE THAT RESONATES WITH THE COMMUNITY IT SERVES. THE DESIGN INCORPORATES LOCAL 'BATIK' ART INTO ITS MURALS, WEAVING AN ILLUSTRIOUS JOURNEY OF THEIR COFFEE BEANS FROM PLANT TO CUP. COSTA COFFEE SS15 HAS BECOME A BENCHMARK FOR THE REGION, EMBODYING THE ESSENCE OF "DESIGN LOCAL, DRINK GLOBAL".



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 Designation DESIGN PRINCIPAL & DIRECTOR
 Project Name COSTA COFFEE SS15
 Project Type COMMERCIAL F&B
 Project Location SUBANG JAYA, SS15
 Site Area (Sq Ft) 2,000
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Costa Coffee is a quintessential British café brand that has endeared itself to Malaysians with its robust coffee and welcoming baristas. In their latest concept store, Millimetre Design proposed a design that seamlessly merges Costa Coffee's brand identity with local artwork, aiming to better resonate with the diverse demographics of SS15—a locale teeming with young working adults and college students.

The exterior of Costa Coffee SS15 adheres to the brand's standard color palette, maintaining continuity with its global identity. However, upon entering the café, a clean and vibrant display, carefully curated, captures attention. The space is designed with thoughtful consideration. As one steps inside, the central area is dedicated to the order counter and the barista's coffee bar. A mild contrast of natural wooden oak panels gently highlights different aspects of the counter, from its food case

display to merchandise shelves and the digital menu above. The visual impact encourages customers to explore the shelves, tempting them to pair their coffee with a dessert or a savoury snack.

Next to the ordering counter, wall-installed tables cater to those waiting for their 'to-go' orders during the morning rush hour. Lava-inspired pendant lights, along with batik-infused decals outlining coffee plant leaves, hang above, giving the place a warm and calming vibe.

The display wall emerges as a visual spectacle as the curved shelving creates the illusion of a curved corner. This effect is further accentuated by carefully placed lighting against a textured painted wall that brings items on the shelf to the forefront.



A banquette seating area provides structure to the seating area, offering customers ample space to enjoy a cup of coffee while completing their daily tasks. The space above is adorned with box lights and locally sourced plants, adding an immediate pop of uplifting colour.

A standout feature of the design is its meticulously crafted wall mural that narrates the journey of coffee beans from growth to consumption. Embracing the batik technique, the mural weaves the global Costa Coffee chronicle into its storytelling, unveiling the history behind each cup. The incorporation of street art elements not only adds flair but also resonates deeply with Malaysians.

This mural serves not only as a visual delight but also as a testament to the store's success in winning the hearts of its patrons, solidifying its position as a benchmark store for the entire region. It stands as a testament to the store's ethos—a commitment to transforming visions into reality through a passion for design and unwavering dedication to excellence.

Drawing inspiration from the rich tapestry of Malaysian culture, the interior intricately blends the traditional batik drawing technique into the coffee plant leaves featured throughout the décor. This homage to local craftsmanship infuses the space with a unique identity, symbolizing the harmonious coexistence of global and local influences. In creating a second place, the interior integrates familiar concepts of comfort known to locals, such as the lazy grandma's colourful chair and the timeless rattan chair, contributing to the localization of the brand and creating a haven where patrons can unwind and make the space their own.

The overall colour scheme is confined to key colours such as Costa Coffee Red, Vibrant Red, and Sunset Coral to maintain the brand's image. However, in a bold departure from the conventional, a refreshing pink hue is introduced to enliven the store and cater to the dynamic preferences of the local demographic. The infusion of this colour complements the youthful energy of SS15, ensuring that the café becomes a social hub for the community. ■