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# SIP, SIT, SYNTAX JUNCTION

WHAT IS A SUCCESSFUL FUSION OF GLOBAL BRAND IDENTITY WITH LOCAL NUANCES, CREATING A WELCOMING SPACE THAT RESONATES WITH THE COMMUNITY IT SERVES? COSTA COFFEE IN SS15 WEAVED THROUGH METICULOUS DESIGN CHOICES AND A COMMITMENT TO STORYTELLING, THIS COSTA COFFEE LOCALE HAS BECOME A BENCHMARK FOR THE REGION, EMBODYING THE ESSENCE OF "DESIGN LOCAL, DRINK GLOBAL."



Designer Name ALAN FONG  
 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  
 Completion Date XXXXXX



Costa Coffee SS15, an embodiment of the “design local, drink global” concept, seamlessly merges the quintessential British charm of Costa Coffee with the vibrant essence of the local Malaysian culture. The focal point of this innovative design approach is rooted in tailoring the renowned Costa Coffee brand to 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 colour palette, maintaining continuity with its global identity. However, as one steps inside, a carefully curated interior unfolds—a space designed with thoughtful consideration. The central area, dedicated to the order counter and barista’s domain, is surrounded by wall-installed tables, catering to those

who prefer a standing work environment or are awaiting their orders.

Lava-inspired pendant lights and batik-inspired ceiling patterns create a warm and inviting atmosphere, fostering a sense of comfort. Drawing inspiration from the rich tapestry of Malaysian culture, the interior intricately blends the traditional batik drawing technique into the coffee plant leaves featured in the décor. This homage to local craftsmanship infuses the space with a unique identity, symbolizing the harmonious coexistence of global and local influences. The comforting allure of the lazy grandma’s colourful chair and the timeless rattan chair further enriches the ambiance, creating a haven where patrons can unwind and make the space their own.



Coffee colour palette, a refreshing pink hue is introduced to enliven the store and cater to the dynamic preferences of the local demographic. The infusion of this vibrant colour scheme complements the youthful energy of SS15, ensuring that the coffee shop becomes a social hub for the community.

Here, a standout feature of the design is the meticulously crafted wall mural that narrates the journey of coffee beans from growth to consumption. Embracing the batik technique, the mural seamlessly weaves local storytelling into the global Costa Coffee narrative. The incorporation of street art elements not only adds flair but also resonates deeply with Malaysians, forming a visual narrative that captures the essence of the Costa Coffee experience. 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 living testament to the firm's ethos, a commitment to transforming visions into reality through a passion for design and unwavering dedication to excellence.

The wave cement stone sitting area, adorned with prominent wall art, doubles as a festive Christmas corner, injecting seasonal charm with its red and orange hues. Booth seating, illuminated by singular red pendant lights, adds an intimate touch to the space. In a bold departure from the conventional Costa

The curved display corner emerges as a visual spectacle, accentuated by carefully curated lighting against a textured painted wall. To the right of the counter, standard 4-seater tables provide a more traditional seating option, ensuring that the design caters to a variety of customer preferences. ■