











ELLE café

HOT

Espresso	30
Piccino	35
Latte Macchiato	40
Hot White	55
Hot Chocolate	65
Cappuccino	50
Mossato Chai	45
Tea	45
Chai Latte	50
Golden Latte	50
Casop	70

COLD

Iced Espresso	30
Cold Brew	40
Kanpai Cold	45
Casop Smoothie	55
Green Smoothie	70
Mango Smoothie	65
Fresh Apple	30
Fresh Orange	40
Fresh Strawberry	50
Fresh Pear Cucumber	65
Lime Ginger	70

SPECIALITE

French Pastries	30
Croissant	40
Donuts	45
Macarons	55
Cakes	65









Category: **PUBLIC SPACE**

Authors: **SHUMINOVA NATALIIA VOLODYMYRIVNA, TERNO YULIIA VALERIIVNA**

Prydniprovsk State Accademy of Civil Engineering and Architecture

Department: "Design and reconstruction of the architectural environment"

Specialty: "Architecture", 6th year of studies

ELLE BRAND BACKGROUND

After analyzing general features of ELLE cafés around the world, it became clear that this network is a global brand in its subject. The cafe is focused on 4 branches: FASHION - BEAUTY - LIFESTYLE - WOMEN'S EMPOWERMENT.

OUR IDEA

In our concept for the competitive project, we were inspired by special promises - "City healthy life", French "Art de Vivre", relaxing and sophisticated design. We wanted to achieve maximum comfort and warm atmosphere, elegance as a main characteristic of Parisian restaurants, as well as Thai charm.

The restaurant would be located in the shopping center Mandarin Plaza and it's terrace overlooks the courtyard of the building. This arrangement "shelters" visitors from the city bustle and it's transit routes, giving peace and tranquility to everyone who visits this place.

In our project we followed the principles of universal design: simple and intuitive design, equality and flexibility in use, ease of perception of information, spatiality and accessibility.

To create the involvement and emotional diversity of visitors, we filled the cafe with various activity zones: entrance group with a rack for souvenirs/ beauty / takeaway products, wardrobe area, dining zone, kitchen, showcase, cozy lounge area, green zone, dining and bar zones on terrace. All of these zones are rationally and logically located.

ENTRANCE/TAKEAWAY /SOUVENIRS, WARDROBE

At the entrance we placed racks with souvenir and beauty products. This natural corner with various oils, organic additives, bio-cosmetic products is a place which symbolically represents a concept of "healthy city life". Also there is a dressing room counter for the convenience of visitors.

DINING ZONE

The dining area consists of several groups of furniture. The space can be transformed, the number of seats by the tables can vary during different brand events. Tables of a modular type located in the middle of the hall can be arranged in various configurations. Much attention is paid to natural elements – climbing plants and the presence of a large number of greenery.

Upholstered velvet furniture creates comfort and gloss in the interior. Floor tiles and brass fittings add elegance to the atmosphere.

KITCHEN / SHOWCASE

This zone is located near the entrance, between the supporting columns.

The kitchen and the showcase with the sale of food and drinks are separated by a glass partition. The ELLE showcase offers takeaway food, a healthy and balanced diet, and vegan and gluten-free foods.

LOUNGE ZONE

We propose to organize a lounge area for a group of visitors from several people in a hidden small space in the corner of café with panoramic windows.

GREEN ZONE

Area by the exit to the terrace is a kind of natural corner with a variety of plants.

BAR / TERRACE DINING ZONE

We decided to emphasize the unusual shape of the large terrace compositionally by the configuration and form of the bar in the center. This allows to gain the space for more sitting bar places. The bar area is reserved for bio-products, juices and desserts made from fresh ingredients.

To ensure functioning of the terrace in winter we propose to cover and glaze it due to climatic conditions. It can be open or partly open in summer.

FINISHING MATERIALS FROM FACTURA.UA, ATLAS CONCORDE AND LAURAMERONI BRANDS HELPED US TO EMPHASIZE THE AESTHETICS OF ELLE CAFE.

PROJECT BUDGET				
Firm	Mark	Price	Qty.	Cost
Purchased furniture				
GUBI	1.0 Dining table - Round - Dia. 60 - Brass base	1246	4	4985
Cult Living	Maria Round Marble Dining Table, Brushed Brass 90cm	499	11	5489
Orren Ellis	Maribeth Traditions Dining Table 29" H x 63" W x 63" D	1520	1	1520
West Elm	White Marble Rectangular Bistro Table	297	13	3857
GUBI	Beetle Dining Chair - Seat Upholstered - Conic base	386	30	11584
GUBI	Beetle Dining Chair - Fully Upholstered - Conic base	713	28	19962
GUBI	Beetle Bar Stool - Fully Upholstered - 75 cm	541	23	12442
GUBI	Wonder - Mid-Module	1298	4	5191
				65030
Custom made furniture				
				40000
Lighting fixtures				
Vibia	Tempo 5772 Pendelleuchte	510	13	6630
Vibia	Tempo 5778 18 /1B	710	24	17040
Designloft	116331 SLV SUPROS 78 CL ceiling light, 9W, 3000K, white	116	10	1160
				24830
Decor				
				5600
Special devices and equipment				
INTELCITY	Охранная и пожарная сигнализация			
INTELCITY	Система управления освещением на основе Legrand			
INTELCITY	Система управления микроклиматом			
Technofood	Кухонное оборудование			
				20000
Finishing				
ФАКТУРА.ua	Armourcoat KonCrete 71			
Listelli	Kreoo Carre 600x600			
Atlas Concorde	Etic Ulivo 22.5x90 Strutturato			
				15000
Work stages				
Dismantling work				640
Installation work				260
Electric installation work				3200

Plumbing work			480
Plastering work			9600
Air conditioning			2560
Heating system device			1600
Screed device			4800
Finishing work			320
Flooring device			6080
			29540
		total:	200000