



POPPIN & PLAY

LONDON

OCTOBER 2023

ITSOKTU

POPPIN & PLAY PRE-CONCEPTUAL PHASE



CONCEPT PALETTE



BRANDING



DESIGN CONCEPT



FURNITURE & MATERIALS

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LOGO AND BRANDING



ITSOKTU will bring Poppin & Play to life through the logo and the curation of the branding and packaging features. These components will seamlessly harmonize with the interior design of the space, transforming the project into a cohesive experience. It is our commitment that the entire space will be an extension of the logo's concept, colors and visuals, ensuring Poppin & Play to be irresistibly welcoming all around.

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SOFT PLAY AREA



Staying true to our pastel color palette, the soft play area will be immersed in these gentle, soothing hues. To distinguish the soft play space from the café area, we'll introduce wooden half fences, plants and colorful suspended acoustic panels. This not only enriches the color scheme but also effectively minimizes noise transfer from the café, all while preserving an open and inclusive ambiance without excessive enclosure.

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ENTRANCE & PRAM AREA



For the entrance and reception, our focus is on creating a vibrant yet highly functional space. It will feature a burst of colors that align with our overall theme. Moreover, we'll ensure that it includes designated areas for prams, making it convenient for families, as well as a welcoming reception desk where our staff will warmly greet guests and assist with bookings. This space will seamlessly merge aesthetics with practicality, setting the tone for an enjoyable and well-organized experience.

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CAFE DINING AREA



The dining area of the coffee shop accommodates both parents and children and has been thought as a space with comfort and convenience in mind. We're introducing interactive tables and seating areas, along with booths that provide a clear view of the children's game tables. Additionally, we're planning to incorporate playful accessories at the tables where kids and parents can sit together, fostering an environment where kids can engage in creative play while parents enjoy their coffee and socialize. It's all about creating a harmonious space where everyone can relax and have fun.

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CAFE COUNTER AND MATERIALS



The heart of the café area is undoubtedly the food and drinks counter, carefully curated by the owner to offer a creative and diverse menu. From scrumptious sandwiches and salads to a wide range of beverages, including coffee, hot chocolate, and soft drinks, it's a culinary sanctuary that caters to both kids and adults. To maintain the light and elegant atmosphere of the space, we're planning to adorn the counter with a terrazzo finish. This design features colored marble chips embedded in stone for the countertop, adding a touch of sophistication while preserving the overall playfulness.

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INTERACTIVE WALLS



To enhance the cafe experience, we have plans to incorporate interactive walls and elements throughout the space. These walls will be thoughtfully designed to combine playfulness with an antimicrobial feature ensuring a clean and safe environment, promoting a positive atmosphere for children. We're committed to using easily cleanable materials such as wood, resins, and other eco-friendly options. This not only maintains a hygienic space but also aligns with our overall theme of creating a welcoming and sustainable environment where both kids and parents can unwind and have a great time.

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FURNITURE



Optimizely designed to offer a maximum seating capacity, whilst offering a fun interactive seating for kids, the furniture in the cafe space will be defined by two key features: rounded corners and the use of colorful wood or plastic materials. The design approach centers around creating a playful, safe, and visually appealing environment. In addition to conventional seating, we'll introduce booth seating to accommodate more guests. However, the primary design elements for chairs, stools, and tables will consist of smooth curves and easy to maintain wipeable materials.

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LIGHTING



For lighting design, we're envisioning fixtures that strike a balance between playfulness and visual lightness, creating an ambiance that transports children to another world while providing a sense of softness and comfort for parents. These fixtures will emit gentle, soft lighting, helping to soothe the bustling energy of children and creating various atmospheres throughout the space. It's all about crafting an immersive experience that caters to the entire family, making Poppin & Play a truly special and enjoyable destination.

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TOILETS



We're committed to maintaining our soft pastel color palette even in the bathroom area, ensuring that every aspect of Poppin & Play aligns with our welcoming theme. Our bathroom facilities are designed with both children's comfort and parents' convenience in mind. We've thought of every need and age group, from baby changing stations for the littlest ones to child-sized toilets that make restroom trips hassle-free for older kids. It's all about creating a family-friendly space where everyone can feel at ease and taken care of.

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