

Analysis on the Design of Pet-themed Cafés

Li Lin

Henan Wufang Hechuang Architectural Design Co., Ltd., Zhengzhou, 450000, Henan, China

Abstract: In the recent development, the phenomenon of blending different cultures and the collision of various new ideas and objects have emerged in the present society. This has promoted the emergence of new types of buildings to a numerous extent. The pet-themed café is one of the new models of architecture in the recent years. It is not only an important avenue for the people's entertainment, but also as a venue that fully embodies humanistic ideas and cultural exchanges in the new era. Among them, the pet-themed cat café has shown its absolute advantage in China today and in the international culinary market. In this paper, the author takes the "Tmall Salon" cat café, who was responsible for its design, as a case to analyze the design of the pet-themed café. The author hopes to provide some help and suggestions for the design and development of pet-themed cafés.

Keywords: *Pet-themed Café; Tmall Salon Café Design Analysis; Cat Café Design Points*

Publication date: May, 2019

Publication online: 31 May, 2019

Corresponding Author: Li Lin, 1009780612@qq.com

1 Introduction

In the present day, cafés have become an indispensable part of people's daily life. Drinking and eating in coffee shops not only fulfills their craving and appetite, but also experiences the environment and atmosphere of the coffee shop. In regards to coffee shops with the theme of adorable pets, the theme of the café should be clearly defined in the design. It should also fully utilize the connection between pets and their owners, and to be resourceful in the aesthetic design of a space and in decorating an ideal coffee tasting environment. Furthermore, it should also cater to the satisfaction

of the customers and the needs of the pets. Therefore, through significant research, the author has gained numerous practical key points in the design of pet-themed cafés.

2 Coffee, pets and culture are fully integrated

People in the modern society generally have a fast pace of life and experiences pressures from a hectic work life. The café is a place where people can retreat from the stressful working environment. Therefore, the atmosphere of the café is very important, it is also an important development idea in the actual design of the café. In pet-theme cafés, it is important for the space to have good practicality and vitality in its design and decoration in order to fully integrate the pets into the entire environment. Therefore, the designer can fully integrate culture, pets and coffee in the process of designing a pet-themed café with a suitable atmosphere^[1].

As an example, the author's design for the Tmall Salon Cat Café is an example of a casual café that interacts with the pets. It is located in a small town in the suburbs of Beijing. Located in a hilly terrain with a huge height difference, it consists of only one floor in the entire building. Due to the differences in height, the actual elevation of the entrances and exits in the four directions is nearly three meters. The Tmall Salon has a total construction area of 1,450m² and consists of four main wooden buildings and a steel structure corridor. The themes of the four wooden buildings consist of a cat temple, cat salon, cat café and cat activity area. The café is mainly used for the leisure and entertainment of cats, while also providing a suitable environment for pet owners and cat lovers. The main site of the four wooden buildings adopts the SE construction method of Japanese wooden buildings. The wooden structural

members are small in size, so the entire building looks light and equipped with transparent glass panels.

As a result, it forms a fashionable and transparent architectural style as shown in figures 1 and 2.

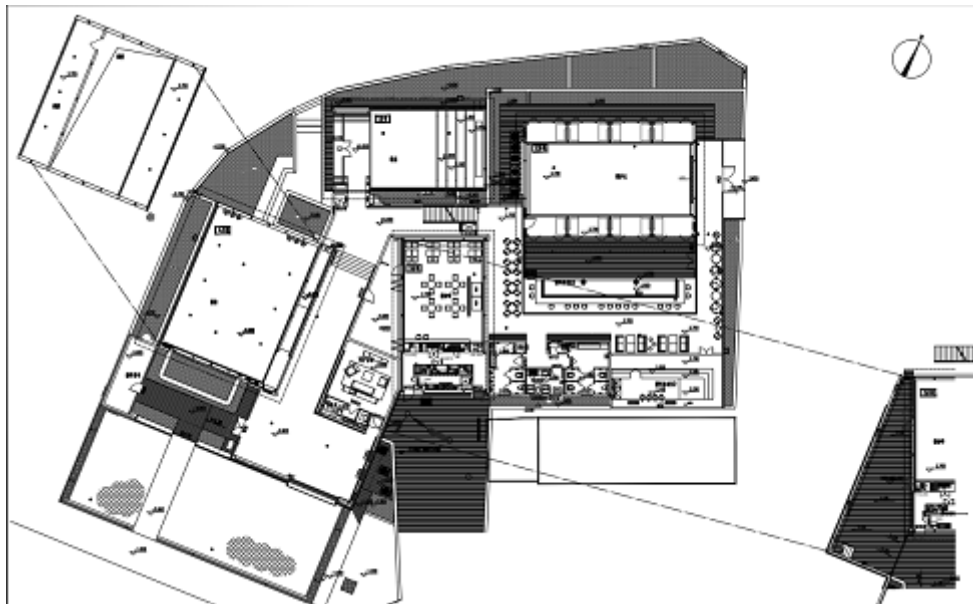


Figure 1. Tmall Salon floor plan



Figure 2. A photo of the Tmall Salon (under construction)

3 Improvement in pet-themed café design

In the process of planning and designing for the pet-themed café, the architects should fully understand the future development and direction of the café as well as the location of the café. Architects should first pay attention to competitors of Adorable Pet Theme Café in order to avoid construction in a similar location and in its theme of design^[2]. Secondly, the designers should also fully comprehend the connotations of pet-themed

cafés to avoid the phenomenon where the space is larger than its content. Once again, in the actual design process, it should also ensure that the theme of the café has good adaptability, so as to avoid the café from failing its business and closing down.

After fully grasping an appropriate theme for the café, the designer should also execute the theme of the café accurately and effectively while clearly conveying the concept of the theme through the environment and atmosphere of the café. In addition to ensuring that

it possesses its own unique characteristics, the theme should also be relevant to the coordination of the environment around the coffee shop, so as to ensure that the surrounding customers can achieve a sense of adaptability to the pet-themed café^[3].

As examples, during the design process of the Tmall Salon Cat Café, the space for cats and humans were planned separately. The cat house is a space solely for the cats. Here, the cats can be looked after separately, and cats that need to be isolated from sickness can have its own independent space. When the cat reaches a certain age and can begin interacting with people, it can be moved to the cat café building space. The cat café building is the main space for human and cats to interact. This space is divided into a cat activity area and coffee business area, separated by a transparent glass panel. In order to cater to the cats' natural

curiosity for adventure, the cat activity area consists of a space for cats such as climbing frames and hollow tunnels. It has also become a favorite exploration space for the cats. In addition, the Tmall Salon also consists of a cat temple building to showcase different cat-themed souvenirs and artworks. The cat salon building is a space for cat lovers to interact. All of these four building spaces consist the most prevalent aspects of the Tmall Salon café. Not only that, the main entrance design of the Tmall Salon is a highly recognizable and memorable door in the shape of a cat's head. The three buildings consisting of the cat temple, cat salon and cat coffee spaces combine spatiality and floor-to-ceiling glass panels with the surrounding landscape as the main architectural features, creating a transparent and enjoyable environment for consumers as shown in figures 2 and 3.



Figure 3. Main entrance to the Tmall Salon (under construction)

4 The dynamics of pet-themed cafés

In addition to a cat-themed café, architects can also design for different animal breeds in the fashion of a pet-themed café as necessary.

In addition to utilizing the real animals, designers can enhance the dynamics of the building space through the use of various toy decorations^[4]. Using unique pets such as lizards and spiders to decorate the room attracts more diverse groups of customers. For example, the zoo cafés in Beijing have very innovative ideas in terms of design and decoration. The interior decoration, music and the style of services in the zoo cafés are all

interrelated. The cafés are decorated with a variety of realistic animal expressions and movements in the appropriate placement throughout the space. As the zoo cafés are partly catered for children, the music inside the café is set to cheerful and simple tunes, catering to the customers' age group. In particular, the staffs also reflected the café theme by dressing up as animals and engaging with the children through photo-taking sessions. Therefore, the pet-themed café provides a unique experience that also leaves a deep and memorable impression to customers.

5 Importance of health and safety in pet-

themed cafés

The most important aspect in the design of pet-themed cafés is hygiene and safety. Health and safety are the most concerned matters for consumers; consequently, it is the key to gaining customers' trust and to boost return rates. The Tmall Salon is designed with this in mind. In the cat café building, the cats' activity space is separated from the coffee area with glass panels. The access to areas where cats actively roam is restricted and ventilation measures are taken in order to ensure there is no pets' odor in the environment. When customers want to be in close contact with the cats, they are required to wear a shoe cover before entering the cat activity area under the professional supervision of a staff^[5].

6 Increase the emotional connection with pets in pet-themed cafés

Pets are usually capable of emotional connection with humans. Therefore, designers should take into account of the customer's emotional needs in order to retain customers. Due to the increasing importance of leisure spaces in people's daily life, the need for aesthetic decoration in cafés have levitated from material to spiritual. The interior design of Adorable Pet Theme Café should also incorporate emotional aspects meet the demands of customers and to satisfy the customers' favorite pets.

In the context of combining the internal and external environment to form a complete and suitable emotional space, the internal design should be based on a positive concept in order to increase the atmosphere and vitality inside a pet-themed café that resonates with consumers. At the same time, it should fully combine the light and shadow effects of the external landscape, which strengthens the consumer's experience of space and

promotes a good relationship and close emotional connection within the interior space of the café and its consumers.

7 Conclusion

With the economic growth and social development in China, the pace of people's life has become progressively faster. The people of China is experiencing increasing life and work pressures; therefore, consumers are seeking to improve their physical health and pursue spiritual relaxation. As an important place for people's leisure time, cafés have become increasingly central in people's lives. This has stimulated the development of cafés to a greater extent and brought competitive pressures to the café industry. As an innovative form of coffee shop, pet-themed cafés should fully integrate coffee, pets and culture in the design process to enhance the consumption experience of existing restaurants, while also paying attention to the health and safety aspects of the café and increasing the emotional design of the themed cafés to satisfy people's needs for material and spiritual connections.

References

- [1] Wang P, Xu MW. Analysis of the design of Adorable Pet theme café[J]. *Tomorrow's Fashion*, 2018, 35(8):25-6.
- [2] Zhang YY, Gao WL. Pet Sharing Platform—Application Design and Research of “Adorable Pet Travel” APP[J]. *Tomorrow Fashion*, 2017, 40(14):15-6.
- [3] Han L, Zhang YD. A lifetime of life - the cat interior theme café interior design discussion[J]. *Tomorrow's Fashion*, 2018, 36(8):45-6.
- [4] Li Q. Yes, this is a fake café[J]. *Pet World (Cat Fan)*, 2017, 17(5):42-3.
- [5] Xiaoxi. Amazing cute - recommends cute coffee shops that can't be missed[J]. *Pet World (Cat Fan)*, 2015, 33(1):64-7.