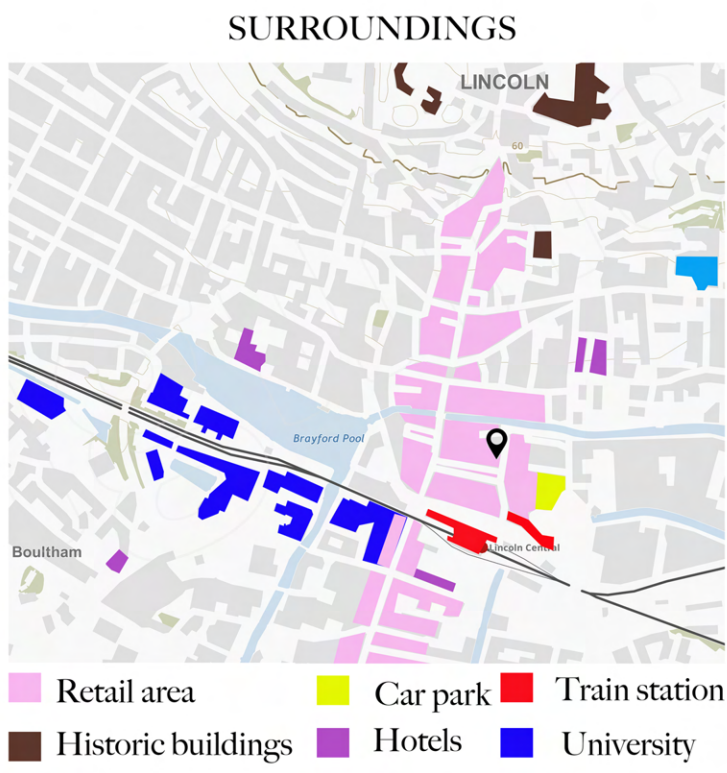
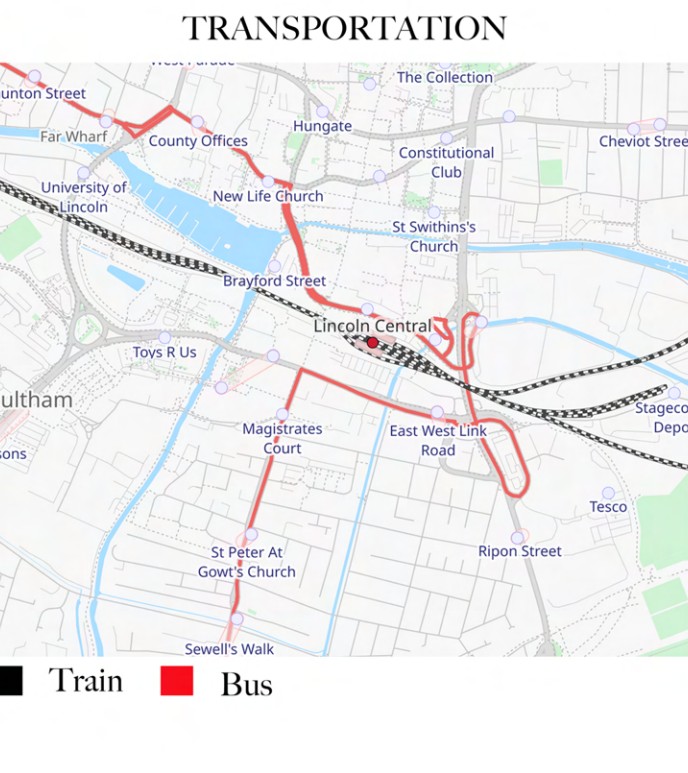
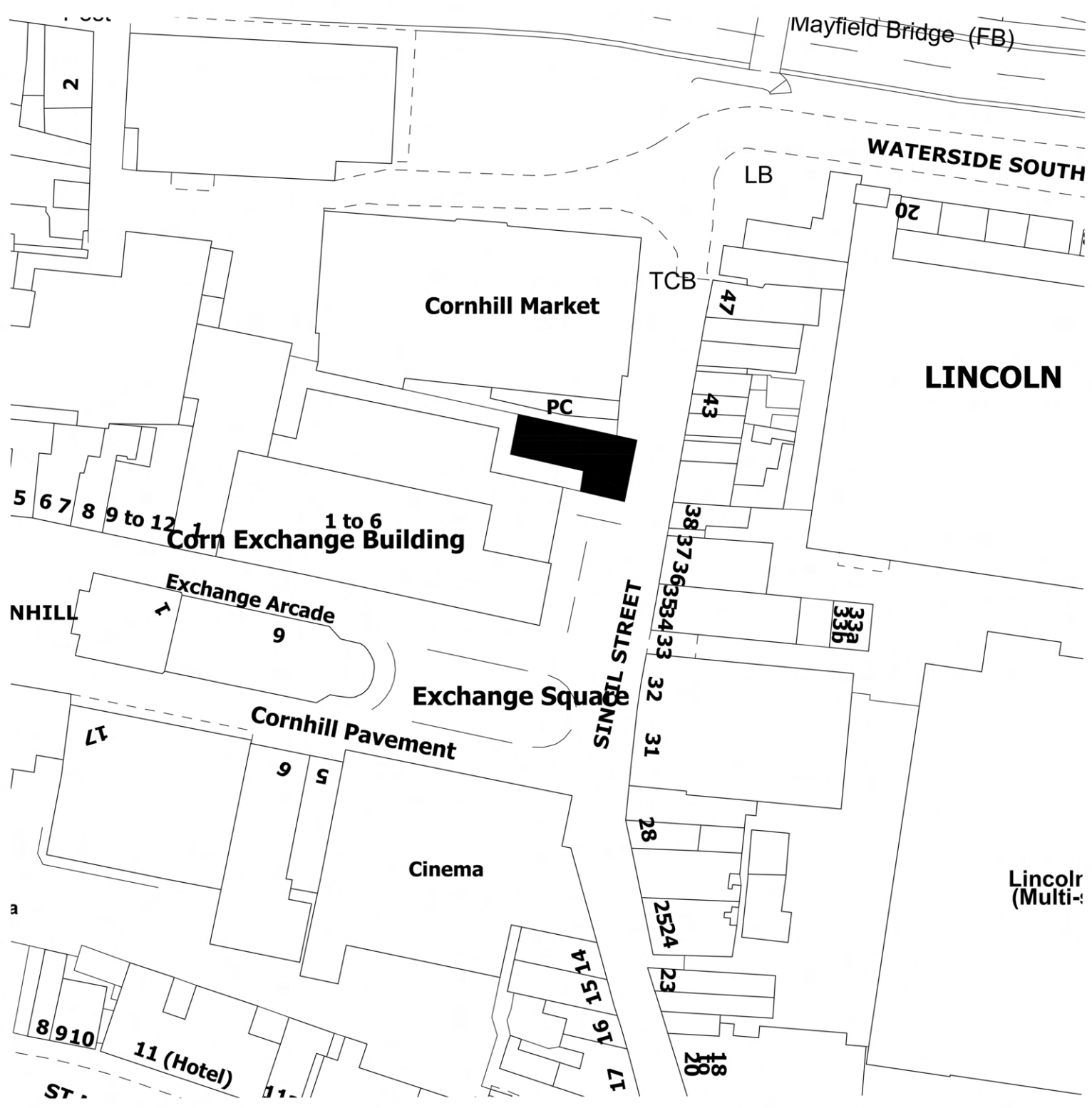


LOCATION

Will be in Lincoln as there are only 4 Japanese restaurants in Lincoln which means there is a gap in the market especially for a traditional Japanese kaiseki eating experience that also involves a tea ceremony.



USERS AND CLIENTS

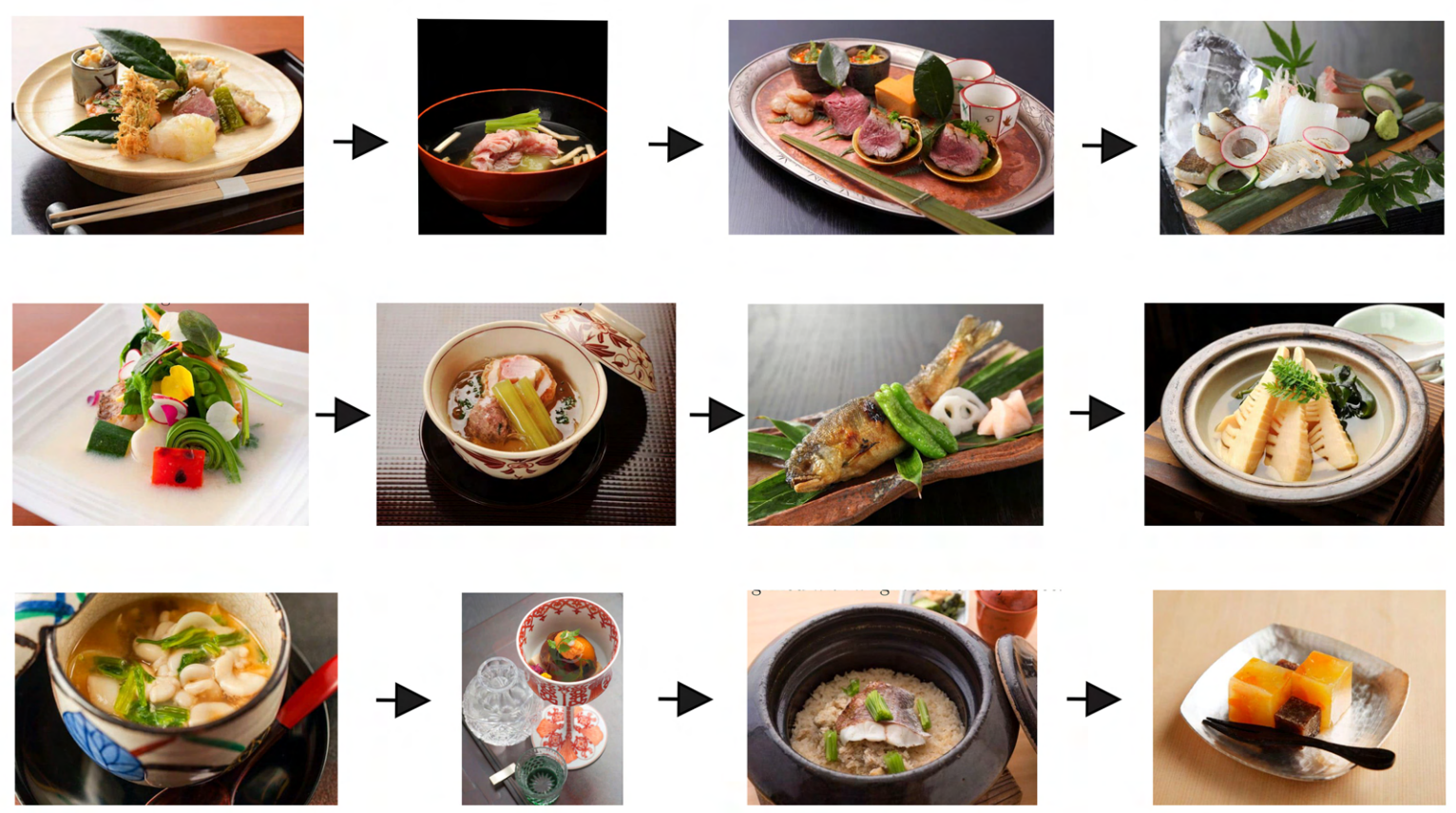
Users will be residents in Lincoln and surrounding areas like Scunthorpe, Doncaster, Nottingham, Leicester, Grantham, Peterborough and Louth who are middle to upper class. The design also accommodates to people with disabilities with lifts and accessible toilets on each floor.

- Businesspeople
- Students
- Families

HISTORY



KAISEKI



TEA CEREMONY



BALANCE

JAPANESE RESTAURANT

BRIEF

To create a highend Japanese restaurant in Lincoln with the strategic use of colour psychology to enhance customer experience and create a unique and cultural Japanese eating environment. As there are only 4 Japanese restaurants, I saw a gap in the market and wanted to design a restaurant that would embrace Japanese traditions and dining culture, by providing Japanese dishes that are not sold in the other restaurants in Lincoln, such as the kaiseki multi course meal and tea ceremony. Restaurants are an essential part of the tourism industry which is why I decided to design one.

I incorporated colour psychology in order to have a better understanding of how the tactical uses of colour psychology can positively influence a customer's mood, emotions, decisions and over all create a better environment and a successful design.

CONCEPT

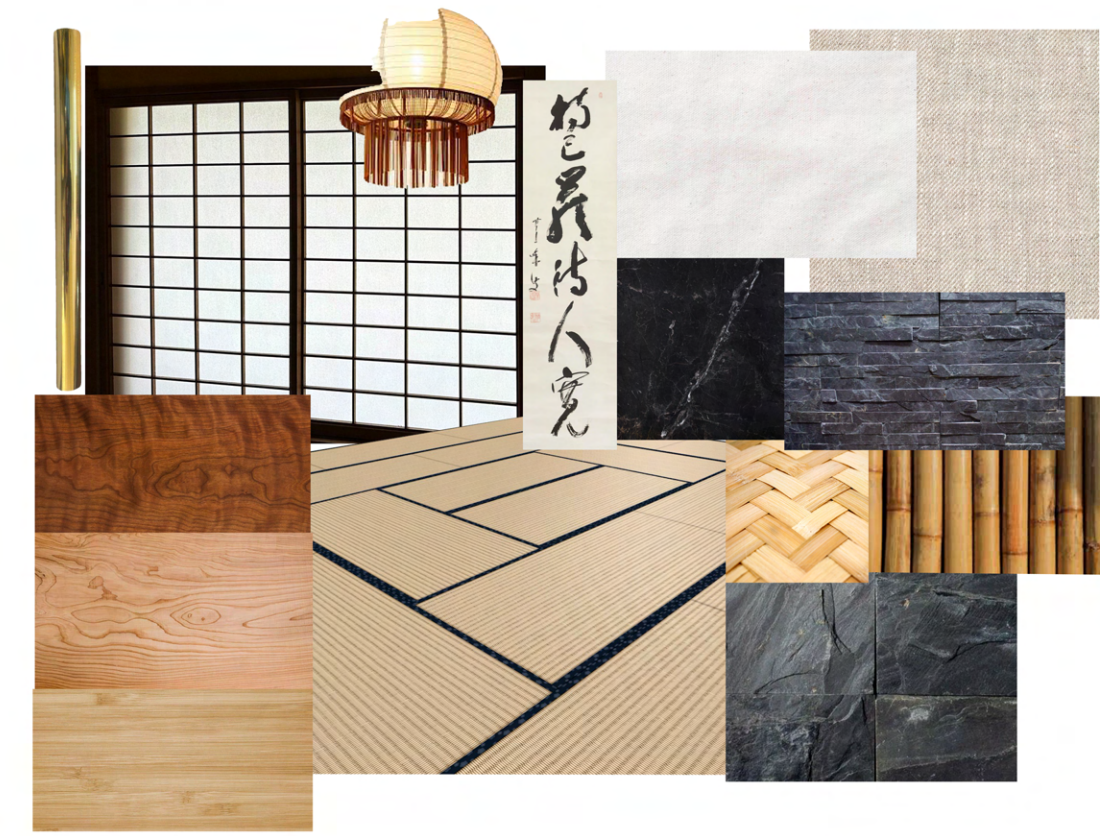
In my design I have created 3 main zones which are the 3 main steps to a tea ceremony like the indoor garden area, private dining room and tea ceremony rooms. The design also has a main structural feature that is an opening above the garden area where the customers that are on the floors above can look down and see the garden below, as its important to blend architecture and nature as thats the main principle of Japanese architecture.

For objects and material palette I have used materials that are frequently used in traditional Japanese architecture to reinforce the cultural and authentic Japanese design.

YEN PRECEDENT STUDY



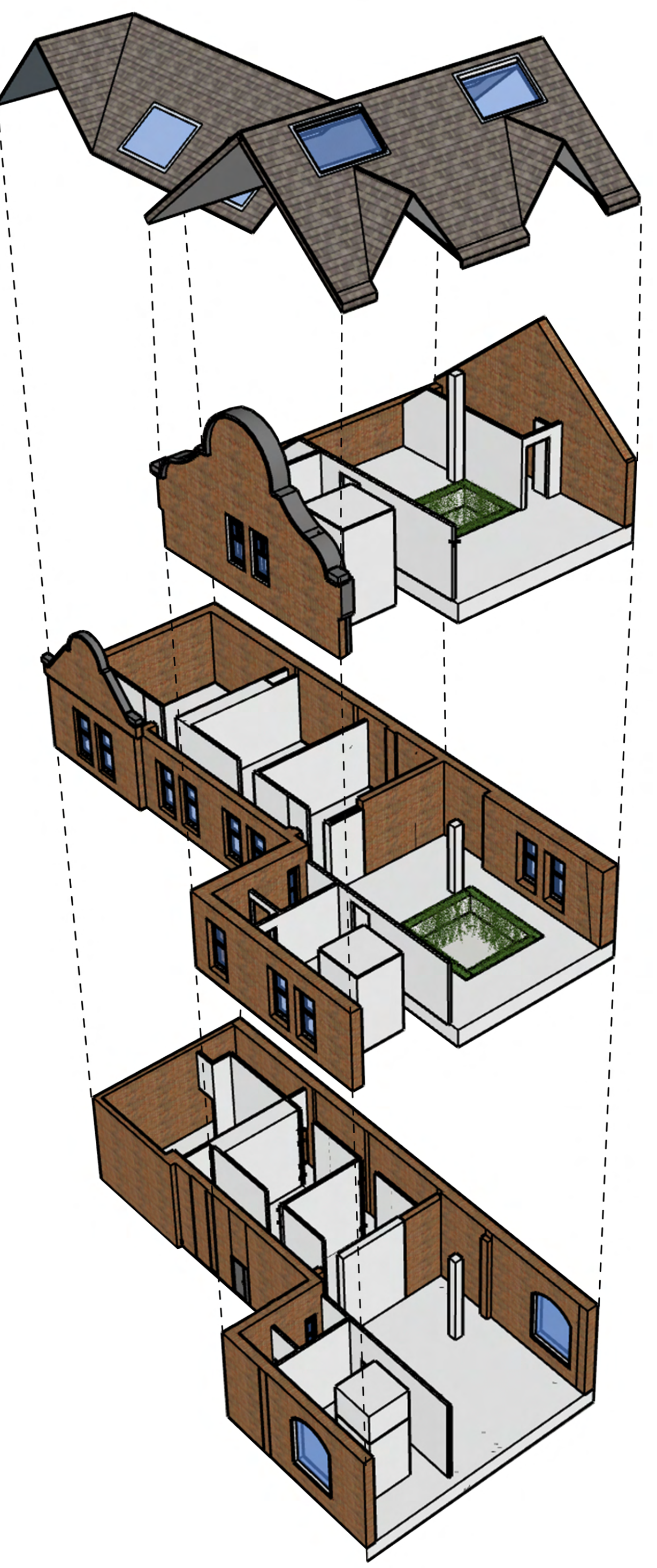
MATERIALS



EAST ELEVATION 1:50



AXONOMETRICS



LONG SECTION 1:50



