

★ Chameleon ★



★ Effect ★

By JESSIE DOWD

Photos courtesy of STARBUCKS COFFEE CO.



Starbucks

blankets the world
with one iconic
green-haired mermaid
and thousands of
different faces

A Starbucks is a Starbucks is a Starbucks, right? Wrong. Seattle-based Starbucks Coffee Co. is continuing its global expansion with unique new stores that are locally relevant and custom-crafted to reflect the cultural essence of their surrounding neighborhoods. Take its first-ever store on wheels—a new café on the SBB train from Geneva to St. Gallen in Switzerland. That’s just one example of how the coffee giant is striving to find bold, creative ways to meet its customers, no matter where they are.

“The goal is always to create spaces that bring people together in a way that is locally relevant and brand appropriate, enhancing the human connection that happens over a cup of coffee,” according to a Starbucks design spokesperson. “In doing so, our stores become a vibrant part of the community. As we continue to grow, we remain committed to using design to share our story with others.”

Boasting 18 regional design studios around the world, Starbucks’ in-house design team is working to redefine what the local Starbucks experience should be, and to meet the ever-evolving needs of its customers around the world.

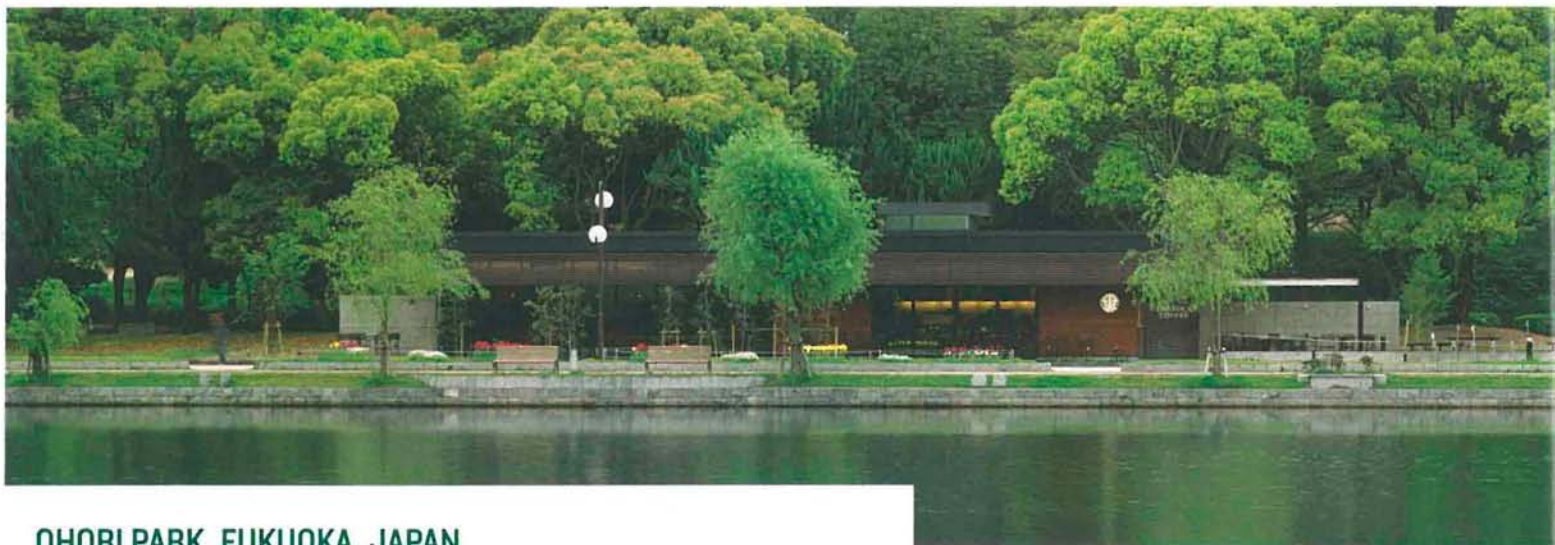
“Our brand has always been about creating moments of connection—for customers, for our people and our communities,” the spokesperson says. “Good store design that is functional, inviting, yet thought-provoking, can help enhance those moments. We’re not talking about just new furniture and seating arrangements, but creative ways to share our core values, like ethical sourcing, environmental sustainability and community investment, through design.”

Read on for a highlight reel of 10 exciting, and different, new stores that showcase the many faces and flavors of this green-haired mermaid.



SBB TRAIN, SWITZERLAND

Starbucks' first store on wheels comes in the form of a new café on the SBB train from Geneva to St. Gallen in Switzerland. Designed with the Swiss rail commuter in mind, the store is divided into two areas in the train car: a coffee bar on the entry level for short-journey passengers and an upstairs lounge space with moveable leather lounge chairs and wooden community tables for long-distance travelers. Design details were inspired by Switzerland's watchmaking heritage, featuring special dials resembling watch faces that were built into the tables. The iconic white Starbucks cup is interpreted upside down as a lantern light in each window of the upstairs lounge. The color palette takes cues from coffee, from dark roasted brown beans to creamy steamed milk.



OHORI PARK, FUKUOKA, JAPAN

The first Starbucks store in Asia to be registered for LEED certification is located in the center of peaceful Ohori Park in Fukuoka, Japan. Designed to integrate into the existing landscape and preserve surrounding trees, the store also minimizes energy and water consumption. Large windows offer ample natural light, while louver screens and “engawa”-style roof overhangs (plus insulated exterior walls and window frames) can block the sun and reduce heating and cooling needs. The design also features locally sourced and reused or recycled materials, and aims to inspire employees and customers to make eco-friendly decisions in their lives.



CANAL STREET, NEW ORLEANS

Located in the heart of New Orleans on Canal Street, this Starbucks store was inspired by the city's mercantile roots. Wrought-iron chandeliers designed by local artisans reflect New Orleans' famous ironwork fences, while light fixtures inspired by musical instruments convey the city's musical vibe. There's also a 12-ft. community table made with wood repurposed from fallen trees, as well as a modern twist on an old-fashioned back bar. Photo by MATTHEW GLAC



PALM CAFÉ, WROCLAW, POLAND

Located next to the town's old market square, the Palm Café location offers a contemporary and industrial vibe that fits the existing building façade that was remodeled in the 1950s. The design team took down the original structural columns that were reconstructed after World War II and exposed the core by hanging a 26-ft. table in between, made from repurposed 150-year-old crates. Metal window frames and old industrial glass combine with a handcrafted decorative ironwork box to highlight the entrance. Graphics made by a local artist share the story of different Starbucks roasting curves, the flowing cycle and the coffee belt.



CHAPULTEPEC REFORMA, MEXICO CITY

This store acts as a hidden gateway to Latin America's largest park, Bosque de Chapultepec. The design team aimed to integrate the environment into the design by creating several layers of decking with integrated tables to smoothly transition between interior and exterior spaces. Natural ventilation and large glass-plated windows help visitors feel connected to the exterior. Inside, the coffee bean roasting process is displayed and illuminated inside a table and on the backline wall. Large glass vessels from Mexico (like the ones used in the park for serving fruit water) are showcased as well. Outdoor furniture is inspired by traditional Aztec hammocks. This location also will be the first LEED-certified project for Starbucks Mexico.



BARCLAYS CENTER, BROOKLYN, N.Y.

The design for Starbucks' new store in the Barclays Center, where the Brooklyn Nets play, blends the brand with the modern design of the arena and plays up the location's views. A bleacher-inspired wood seating element—surrounded by leather ottomans taking cues from vintage basketball leather—offers up 360-degree views from inside the store. Reclaimed basketball flooring is used as a feature wall, bar cladding material, a wood seating element and custom lighting. The flooring's existing stripes became a graphic element in the store and influenced the abstract New York subway system graphic, created by local Brooklyn artist Olalekan Jeyifou, on the 32-ft.-high feature wall.



GALERIES LAFAYETTE, PARIS

Located inside iconic French department store Galeries Lafayette in Paris, this Starbucks store is built on a third-floor balcony offering stunning views of the famed dome. Inspired by the world of fashion, the store is crafted from locally sourced wood and black marble, brass, glass and metal—and a whopping 74,000 espresso cups were stacked to cover sections of the walls and to build the counter.



MODULAR SHIPPING CONTAINER DRIVE-THRU, DENVER

The idea for this modular drive-thru concept store in Denver came from the view outside Starbucks' Seattle headquarters—envison a bustling port overlooking Puget Sound, and a plethora of shipping containers. Built to LEED-certification standards, these stores are assembled at another location, and are then lowered onto the site by cranes. If the store ever needs to relocate, it can be dissembled and moved. Flexibility at its finest.



KERRY CENTER, BEIJING

Located in the Kerry Center in Beijing, this new "coffee tribute" store features an upper bar that houses The Starbucks Coffee Workshop, which invites customers to experience and discover different coffees, celebrated by origin. Design elements crafted by local artists bring the Starbucks bean-to-cup journey and coffee heritage to life through a modern interpretation of a Chinese brush painting. Contemporary furnishings and locally sourced artifacts further accentuate the region's culture and traditions.



BANGKOK COMMUNITY STORE

Starbucks launched its first international “Community Store,” a new concept for the company, in the Langsuan neighborhood of Bangkok. At Community Stores, a portion of revenue from each location goes to a nonprofit that serves the local community. At the Bangkok store, the main entry space is clad in reclaimed timber planks that were sourced from coffee farms in northern Thailand, while pendant lights are made from woven baskets found on the farm. Other design highlights include encaustic cement tile flooring and a coffee table made from scrap wood.

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